

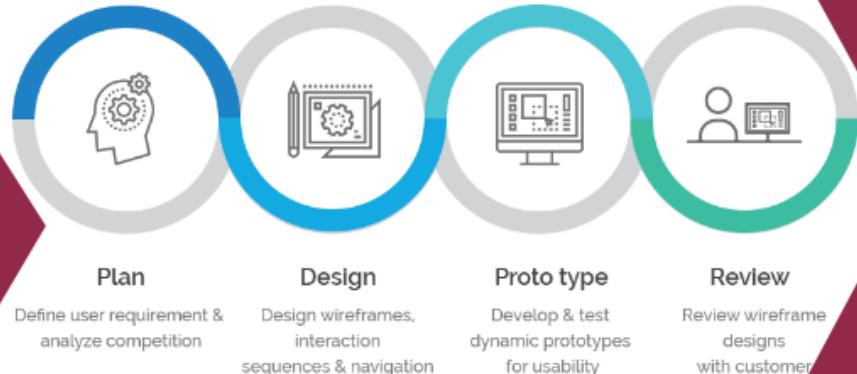
INDIVIDUAL REPORT

USER-CENTERED WEBSITE DESIGN

Softwarica
College of IT & E-commerce

in collaboration with

Coventry University



INTAKE

MARCH 2020

REPORT

203CR DESIGNING FOR USABILITY 2

SUBMITTED TO

SUDEEP LAL BAJIMAYA
SENIOR LECTURER

SUBMITTED BY

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COLLEGE ID: 180072
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Softwarica College in collaboration with

Coventry University

Assessment Submission and Declaration Form

PLEASE COMPLETE SECTIONS IN BLOCK CAPITALS

Group work If group work ALL student names and IDs must be added below- on behalf of all members;		Surname: AKHTAR	
Name.....	ID.....	First Name: SAYYED ABRAR	
Name.....	ID.....		
Name.....	ID.....		
Name.....	ID.....		
Name.....	ID.....	Word Count: 4461	
Student number (ID): 180072		Attempt:	FIRST <input type="checkbox"/> RESIT <input type="checkbox"/>
Assignment Due Date: 4 SEPT 2020		Module Code: STW203CR	
Programme Title: BSC.HONS(COMPUTING)			
Module Title: DESIGNING FOR USABILITY			
Name of Supervisor or Tutor (if applicable): SUDEEP LAL BAJIMAYA	Individual Work: <input type="checkbox"/>	Group Work: <input type="checkbox"/>	
Assessment Title and Type(ie essay, journal, CD, Dissertation)	USER-CENTERED INTERFACE DESIGN		REPORT
<p>I have read the Softwarica College rules and regulations on the submission of academic work and in particular the sections concerning misconduct in assessment, including plagiarism, collusion and cheating. I certify that this assignment is the result of my ownS (or group) work and contains no unreferenced material from another source and does not contravene any part of the College's rules and regulations.</p> <p>I acknowledge that in submitting this work I am declaring that I (or my group) are fit to be assessed and that a deferral may not be requested following hand in.</p> <p>I confirm that an electronic version of the item to be assessed where appropriate) is available and will be made available to the College by the specified deadline via Moodle.</p> <p>In respect of group assignments, the submission of this work is made on the basis that all group members are jointly and severally responsible for the work presented for assessment and that by handing in this item for assessment, all group members acknowledge and confirm the statements above and that ALL student names and ID numbers for the group are listed.</p>			
Student(s) Signature: Sayyed	College Stamp		

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Actual Word Count: 4461

Abstract

A user centric clothing website was designed following the usability principles. Website designing was carried out by following all the four stages of user centered design methodology. Designing was initiated by understanding user requirements and establishing requirements. Then, paper prototype of design was created, tested and evaluated and after digital prototype of design was created, tested and evaluated. The process was iterated continuously to improve the design.

It was hypothesized that the website will be efficient, effective, easy learnable, clean and modern following the user centric design principle. Focusing on user while creating the design helps us to visualize user required features and design. Thus, we can design website that converts organic traffic into potential customer.

User research was carried out. Questionnaire, interviews and competitive analysis were done to better understand the user and requirements were established. Based on the requirements, conceptual model was created and hierarchical task analysis was done. Then paper prototype was designed. Participants were selected and asked to perform activities. The results and feedback were recorded and evaluated. Based on the feedback changes were made. Then the digital prototype of website was created and tested by selected participants. Results were obtained and evaluation was done. As hypothesized, following usability principle, a clean, modern, efficient and effective clothing website was designed.

Keywords



Figure 1: Keywords

Introduction

"You can't wait for customers to come to you. You have to figure out where they are, go there and drag them back to your store." - Paul Graham, Y COMBINATOR

There are partial or complete lockdown, curfews, and other restriction all over the world due to COVID-19 pandemic. People around the world are staying at home, stores and businesses are not running. Those who are open, and running are not getting sufficient customers due to social distancing. People around the world are opting to shop online. Jeff Bezos's net worth has increased by \$24 million during the Covid-19 Pandemic. [\(Lerma 2020\)](#)

Customer feels comfortable and enjoy the ease of buying clothes without going outside. on the other hand, online clothing shopping is like a guessing game.

Considering the customers fear and frustration of getting deceived by the product fitting and look I will be developing a user centric clothing website design. Task carried out during development will uncover customer core pain points, understanding their pain as well as online clothing market, while shopping apparels online. As a result, the website prototype will be developed that will ultimately satisfy customer's needs, will be cognitive, will be efficient, will be easy learnable.

The prototype development will begin with paper prototype for lo-fi stage. Then users' feedback will be collected and depending on feedback changes will be made for the development of digital prototype having simulated functionality and navigation for mid-fi stage.

Prototype developed will be tested for collecting qualitative and quantitative data. Data about the looks and proper fitting of product, as well as participant feedback will also be collected. Data will be processed through Likert scale to measure the user satisfaction. Based on the collected data, modification required will be determined for improving the prototype. Finally, the report will conclude summarizing potential future work that could be undertaken.

Background

Many customers are not satisfied by the apparels purchased online. Around 22% of product returned because they look different than in website. Half of the purchases from clothing website get returned because of size and fitting of the product. ([AI 2020](#))

For a clothing store it is not possible to display all the styles they have. A customer always desires to see different styles before buying the product. An online website will help store owner to display all the styles available by categorizing into men, women, and kid. Customers enjoy shopping from the home and due to COVID-19 pandemic, an online clothing option is just like icing on the cake.

Nike, Inc is an American multinational company famous for creating groundbreaking sports innovation. Talking about Nike website, they prioritize their contents layout focusing on their customers. They had categorized their products on men, female, and kid. They believe that less is more. Less clicks fewer buttons. It provides less interaction option to user and less error. ([Read Nike's Mission Statement And Find Information About NIKE, Inc. Innovation, Sustainability, Community Impact And More 2020](#))

UX case study of a Nike website is a great source of usability visualization in the context of ecommerce website. ([User Experience In Nike: What Do They Propose Us? - Multiplicalia.Com 2020](#))

Fit Analytic is a company that uses machine learning algorithm to find out the accurate size of the product for a customer. They provide online seller a tool to calculate the size for an individual according to their weight, height, and other measurements. ([Fit Finder - The World's Most Accurate Apparel Size Advisor 2020](#))

I am motivated by the UX design of Nike website and fit finder solution. Integrating both can provide a desired output to the user. Navigating through the clothing website user find the necessary details like notification, discount and offer, products, price, buying option at the place they will need them.

The website is designed considering the accessibility, minimize cognitive load, learnability, and aesthetic principle. Accessibility principle states that the website cater to all group of people irrespective of the expertise. Icons, headings and title will be used in the website to decrease the cognitive load. User can recognize easily. The website navigation will be made easily so that user can easily learn to find out the desired result without any difficulties. The website will have everything designed perfectly and maintaining the consistency throughout the interfaces. The website design will be simple and minimalist.

Methodology

The project goals and objectives are to design a customer centric website model that creates an intuitive shopping experience for customer, where customer visits, browse and get the latest style and bestselling products.

People have many options to buy clothing and apparel online as there are large number of websites offering products online. But still half of the online purchase at the end of year 2018 were returned because the product has poor size and fitting. [\(AI 2020\)](#). Around 22% of products were returned because they look different. [\(Saleh 2020\)](#).

To solve the above problem a user centric website should be designed. User centric design focus on user as the main part during the overall development. User centric design is an optimistic approach of designing system, considering the user needs. The stages to implement UCD are:

Understanding user needs

In this stage, user requirements are gathered through interviews, questionnaire, surveys and the user perception about the website is developed. To understand the user needs we need to empathize with them. To understand user pain problem and to solve design problem empathy should be shown to user feelings, thoughts, behaviors.

Formative user study is the research process in the initial stage of design process. It helps to identify the issues in the design and provide solution to fix the design. It helps to figure out the functional and nonfunctional feature of the website as well as which feature is prioritized. During the formative user study qualitative and quantitative data are collected. Following are the tools used for gathering user data.

PACT analysis

PACT analysis helps to conduct research activities targeting the user and scope out the various people, activities, contexts, and technologies possible. For designing a user centric website design, PACT analysis is essential to develop a clear picture of, how target user will be interacting with the website.

People

Peoples are different from one another in context of physical appearance, psychological terms, desires, and capabilities. So, the website should be user-friendly and accessible. Website users may have different level of computer knowledge and different cognitive and physical abilities.

For an online clothing website, users maybe housewives, students, and professionals. This means that the users of website may be beginner, intermediate or expert of computer knowledge. The website has simple and easy navigation through the products, offers and discounts, signup and login, newsletter subscription, checkout, and payment. This ensures that beginner can also easily buy products.

Users prefer recognizing rather than remembering. The website objective "less is more" aims to reduce user interaction option while providing sufficient information. The website follows standard ecommerce structure.

Activities

The website offers various activities to user. The website will have an easy navigation to desired product category based on gender. The website provides easy navigation to products on sale. The website shows multiple images for a product. The website provides multiple payment options for

the user's comfort. The website offers free shipping and easy return options. User can subscribe to the newsletter to get notified about the discount and offers.

Context

The website can be viewed from any place home, workplace, cafes, colleges. And internet speed may vary in different place. The clothing websites contains high resolution images of the product, it takes time to load content during slow internet speed. The website is optimized to load contents during slower internet connections.

Technologies

The user of the website can use different devices like smartphones, laptop, desktop, tablets. The devices may have latest or old operating system (windows 10, windows 95, windows XP, MAC) . The user maybe browsing in older web browser. Therefore, the website is designed responsive to run in all devices. The website load smoothly, independent to the browser.

Interviews

A user interview was conducted to find out the problem faced by user. The interview was conducted through qualitative and quantitative method. The interview was successfully completed with three participants living in Kathmandu. They are all busy person and desired of buying products online. Following are the key findings from interviews:

- User feels comfortable shopping from home.
- Users want free shipping and free and easy return option.
- Users want secure payment and multiple payment options.
- Users want the product to look same as shown in website.
- Users are confused of their size and fitting.
- Users like reading reviews before buying products.
- Users are interested on discounts and offer coupons.
- Users prefer to get an email about latest deals and offers.

Questionnaire

Questionnaire is the best research tools for collecting both quantitative and qualitative data. It helps to gather lot of data in less time as well is a cost-effective method. Following questionnaire, related to online clothing store, were asked with the respondents in order to collect data.

1. From where do you buy your apparels?
2. What influences your buying decisions?
3. Do you purchase from offers?
4. What influences you to buy products online?
5. What do you like in an online store?
6. What features must be available in an online store?
7. What bothers you while shopping online?
8. Do you like to subscribe newsletter for offers and coupons?
9. Do you find your size easily?
10. How do you prefer paying while buying online?
11. What is worst scene, you don't want to face?
12. Do you like to follow new styles?
13. Do you prefer bestselling products?
14. Any feedback...

Competitive analysis

It helps to find out the minimum features, products and services that should be provided to serve customers. It helped to find out the data that help to make more informed decision while prototyping.

Competitor Analysis		
SUMMARY Clean, minimalistic user interface Free shipping Multiple payment options Fast and easy checkout Discounts and offers		COMPETITORS
STRENGTH Clean and modern user interface Product filter option Multiple payment option		WEAKNESS Shipping charge Hassle return
PROFESSIONALS GOALS Free shipping Easy and less checkout steps Prefer curation more than contents PAINS Shipping charge Lots of step to checkout Hassle returns	STUDENTS GOALS Affordable products Product filter option Fast and easy checkouts PAINS No discount option Not able to find product	HOUSEWIVES GOALS Discount on products Easy checkout PAINS Lot to search for Lots of step to checkout

Figure 2: Competitor Analysis

Establishing requirements

After understanding user wants, behavior and needs pattern and establishing guiding principle based on research, research was synthesized into deliverables and clarification was made on what will be created, for whom will be created and how will be created. Based on the research gathered while understanding user need, empathy map is created which helps to develop the user persona and explore the relationships.

Conceptual model

Conceptual model helps to design better website by using the knowledge of human psychology and physiology. The user conceptual model shown in diagram below are designed considering the affordances, mapping, constraints and conventions. The diagram helps to analyze the possible user interaction with the website, from visiting the website to buying the products. I had also considered different mediums through which user may enter the website.

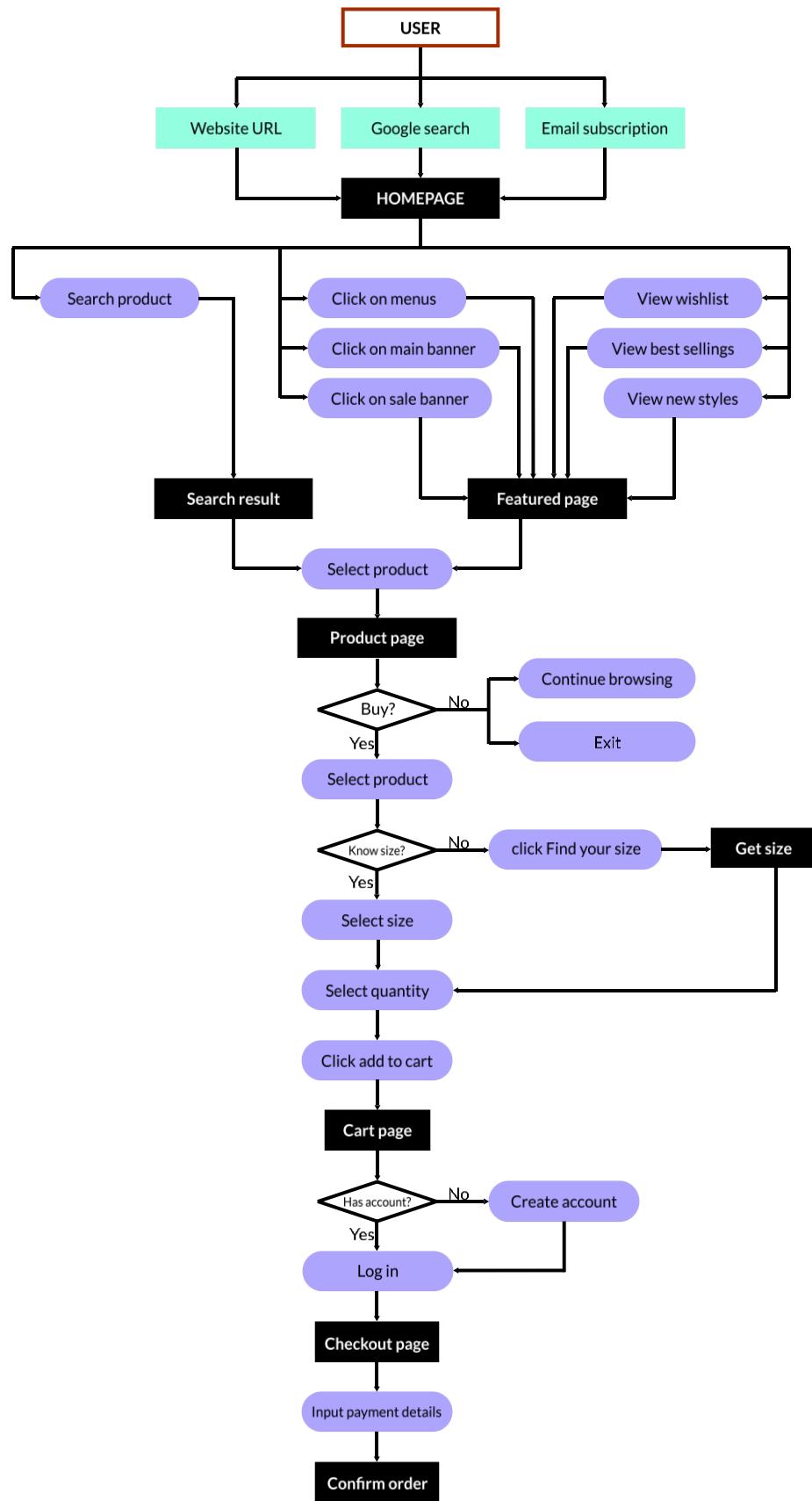


Figure 3: Conceptual Model

Hierarchical Task Analysis (HTA)

Task analysis is the process of observing user actions in detail, how user performs their task to achieve their goals. It helps to identify what a website must support and to design a site's navigation.

In order to observe how user performs their task, I had conducted an exercise with the potential user. It has helped to design website task analysis. The flow of task was designed in a manner that would make sense to users. Task analysis had guided the order of interaction, to bring interface design close to users' mental model of the task and to eliminate unnecessary elements from the interactions.

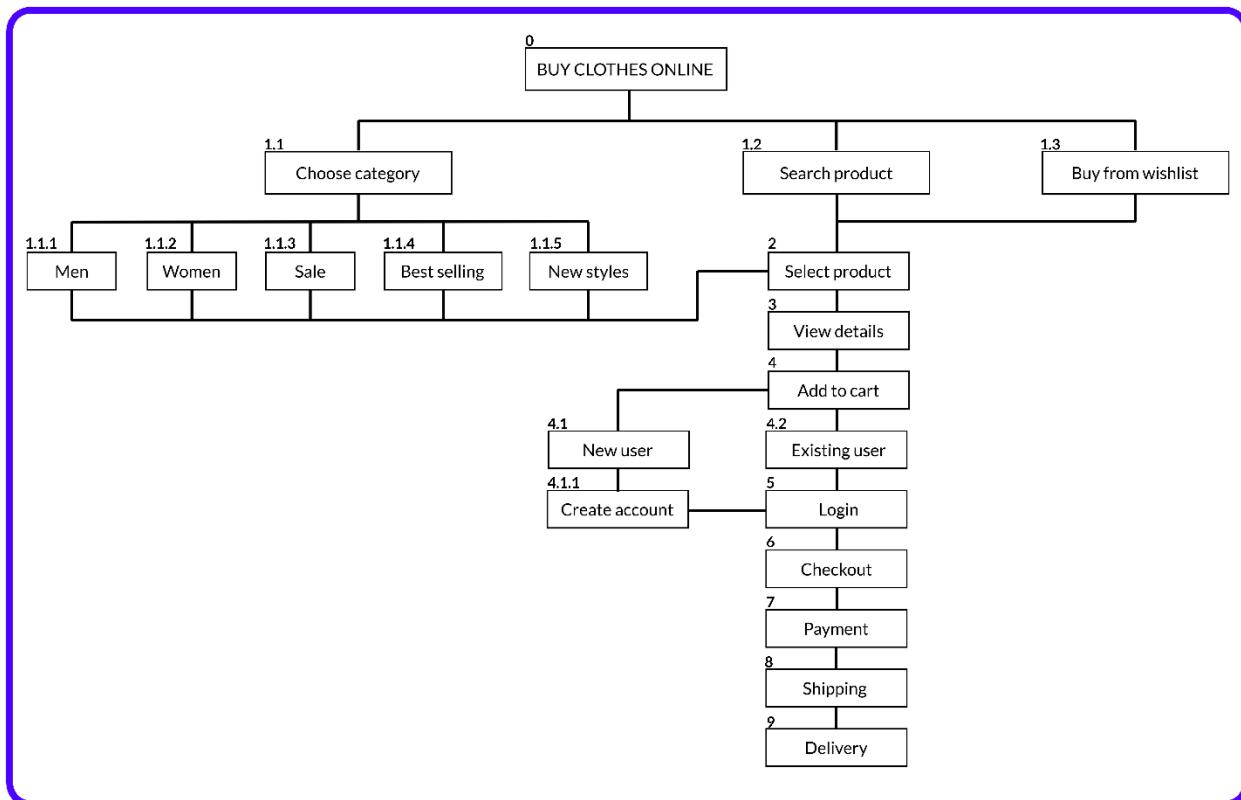


Figure 4: Hierarchical Task Analysis

Empathy map

Empathy map is a tool to find out the user feeling, and how they would feel about design. It helps to gain compassion with the user. The empathy map help to create proxy of the user and to recognize influencers in user's life.

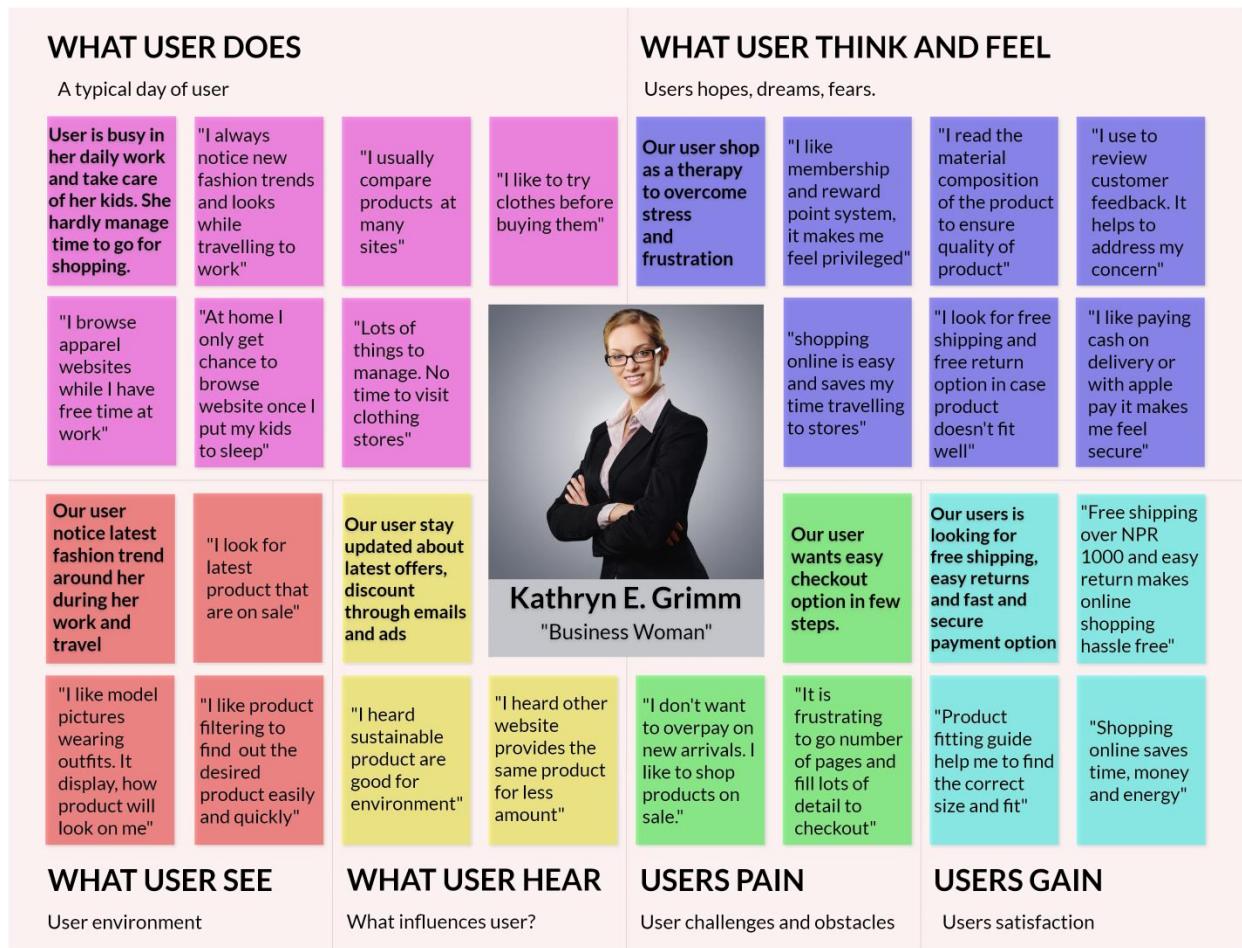


Figure 5: Empathy Map

Persona

Persona is a tool that helps us to better understand our user. We create persona of the user by observing the behavioral pattern in the data collected throughout the research process. People behavior, types, views, ideas, attitude used to be distinct for an existing problem space. Thus, by creating a persona we get an accurate image of the main user of the website or a system.



Figure 6: User Persona

Story Boarding

1. Users notice new fashion at the workplace. User search online and find the same product on the fashion online website in the new style section. User buy the products.
2. User is a busy businesswoman. User browse through the fashion online. User likes the product but is not sure about the size for the product. User uses 'find your size' option and find the perfect size for her.
3. User can hardly manage time to go to store and buy clothes. User is busy in his office. User search for the product online but don't want to pay extra shipping fee. User find the product in the fashion online website with free shipping. User buy the product.

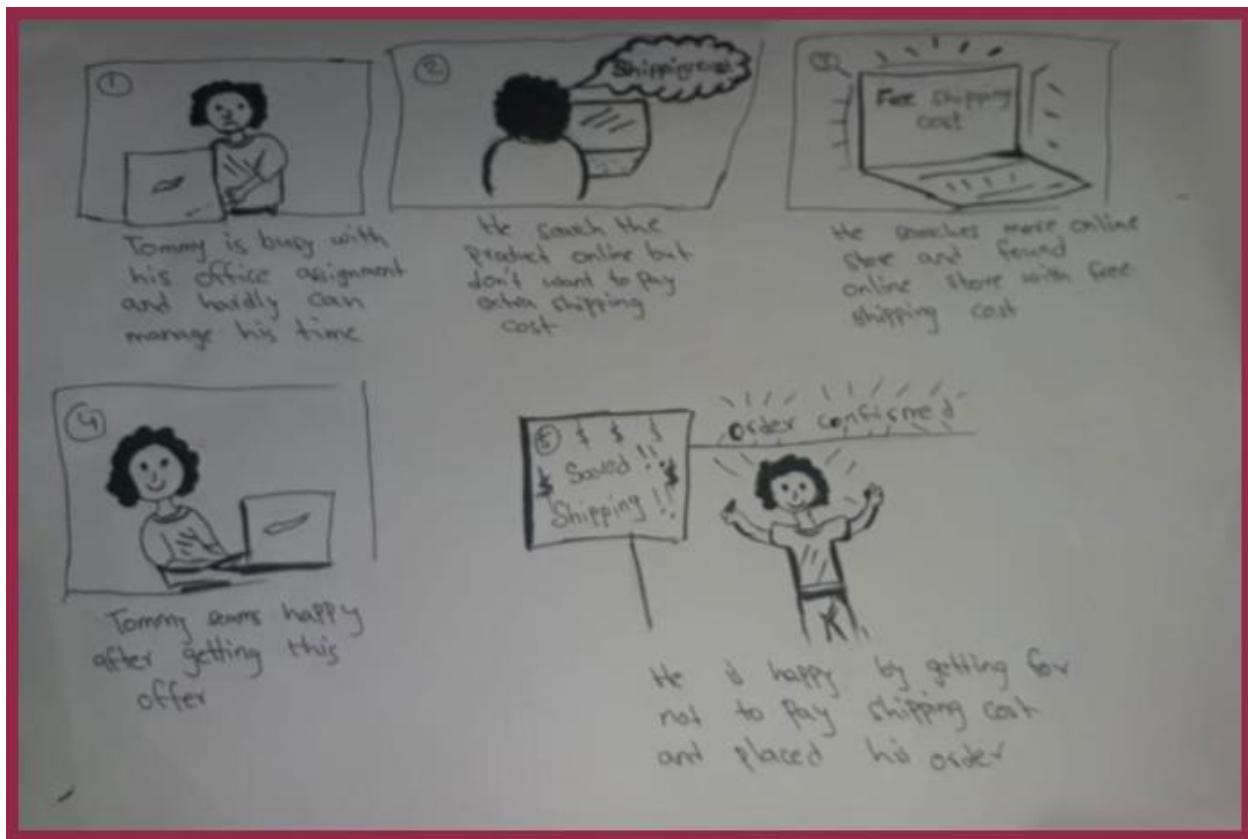


Figure 7: User-story

4. User wants something to wear urgent for the occasion. User wants to buy product on sales. User visits the fashion online website and browse through the products on sale. User finds the perfect item.

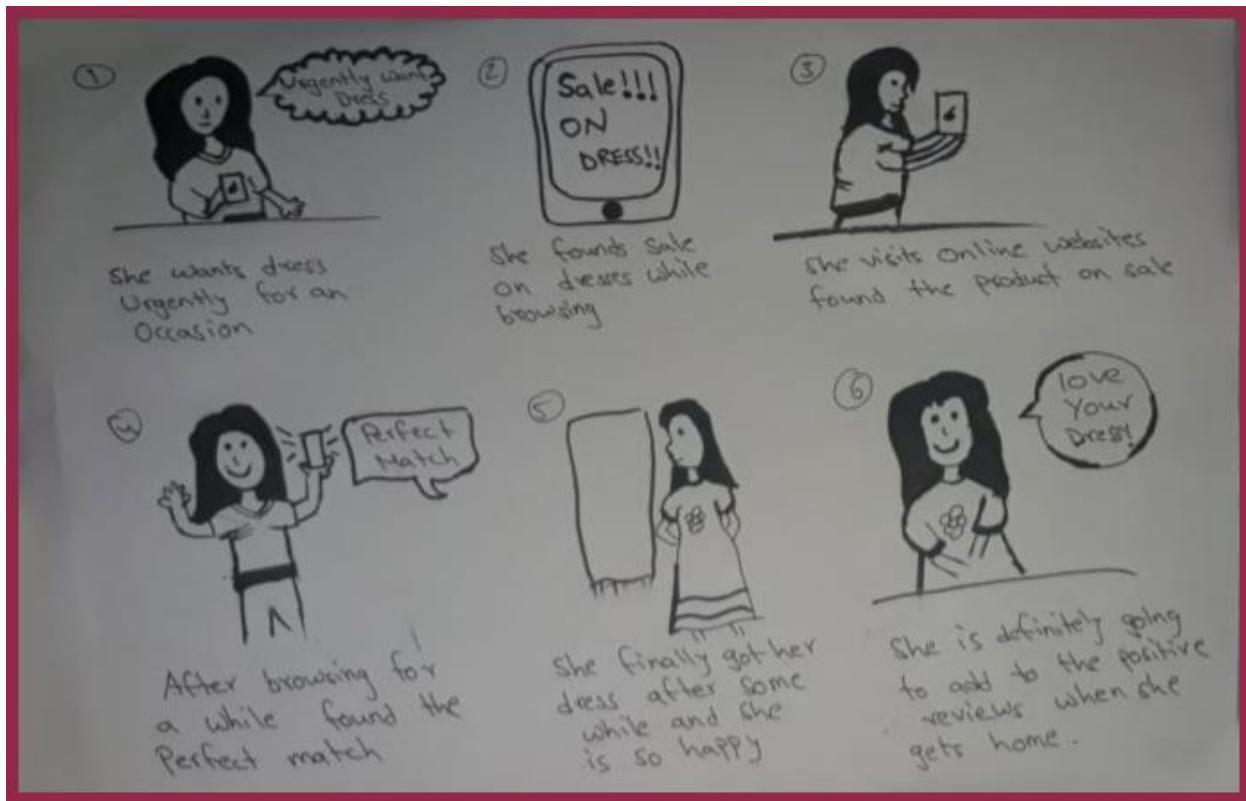


Figure 8: User-story 2

Prototyping design

In this stage, a website prototype was designed. Prototype is a simulation of user interaction with the website or system. The prototype was made to create a small-scale model of the final website. The main goal of prototype is to test the design before developing the actual system. The prototype created for designing the websites are paper prototype and digital prototype.

Paper prototype

Paper prototype is a lo-fi and popular method of user centric design process. A rough, hand sketch drawing is made, of design and users interact with the interfaces. It helps to test the design, get feedback and evaluate the design. Following are the scanned images of website prototypes.

Image on the right is the website homepage. User have multiple option for shopping. Latest offers and discount section are designed to grab visitor attention.

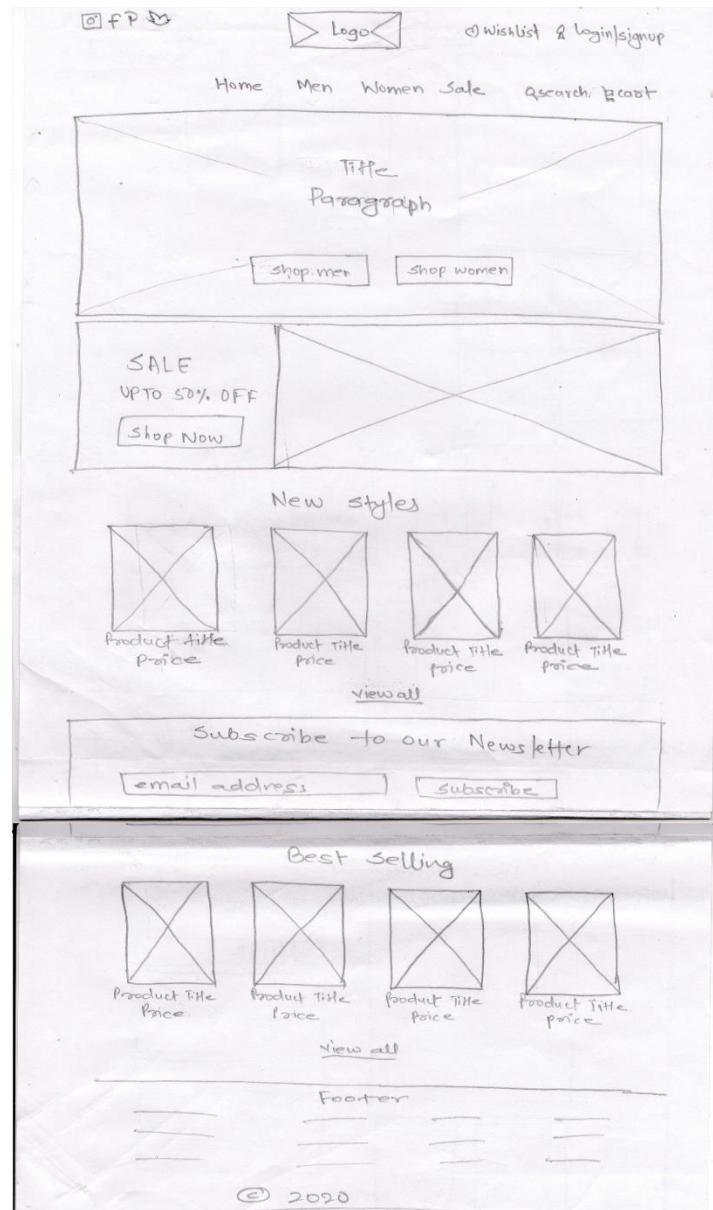


Figure 9: Homepage

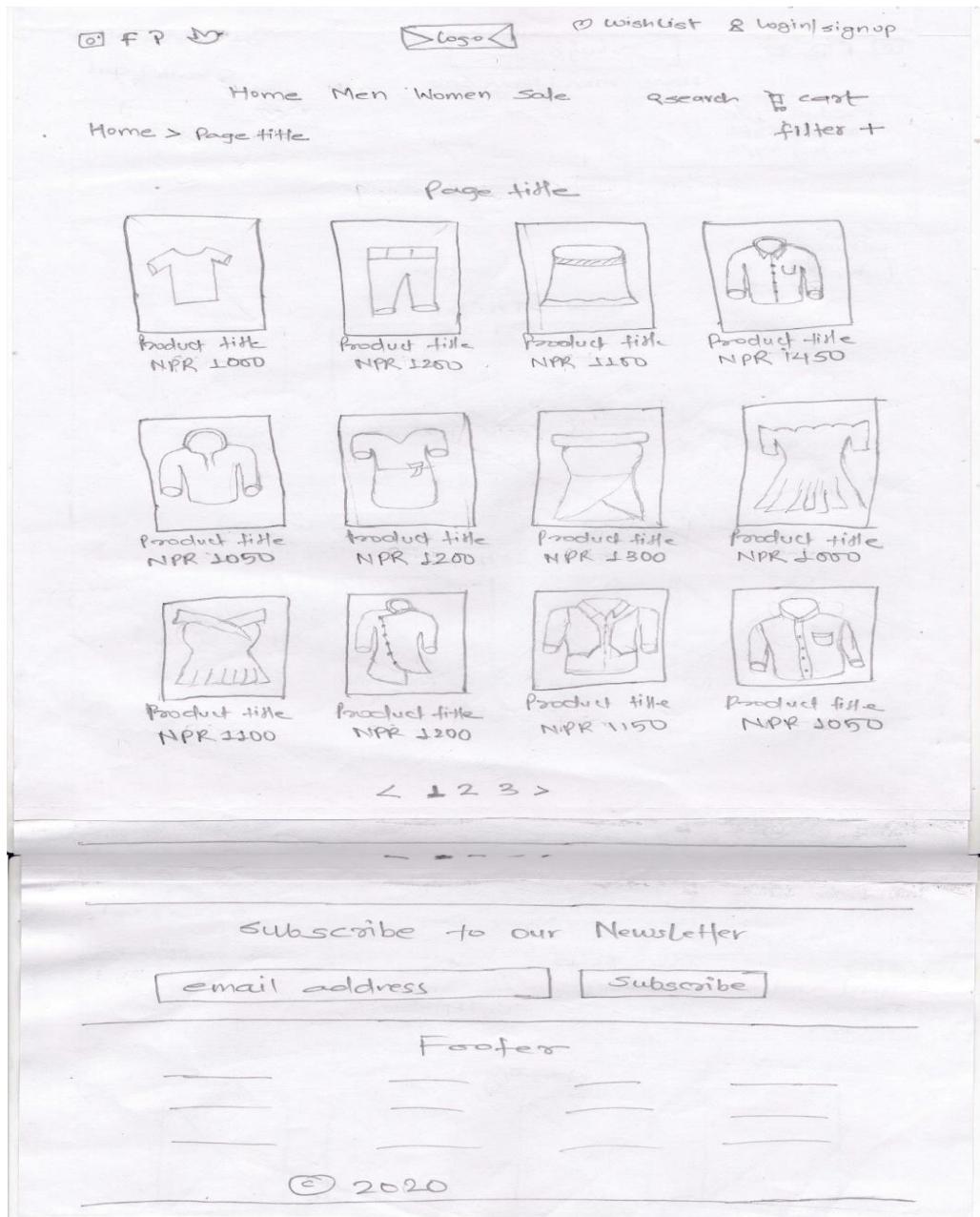


Figure 10: Webpage showing all products

Website all product page is displayed on the above image. Website will display all the products of a collections like new style, best seller, discounted products and so on in this page.

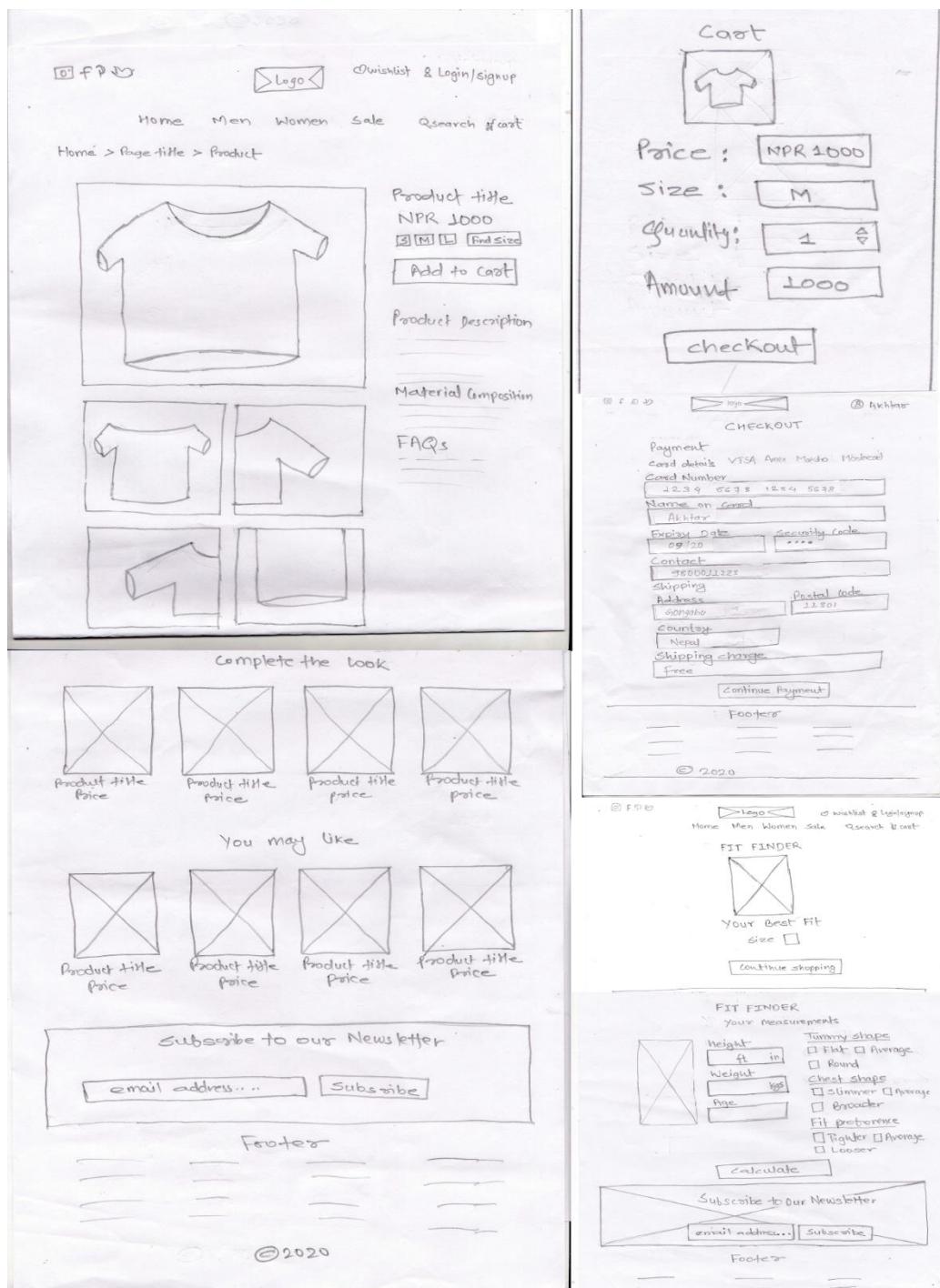


Figure 11: Product detail, cart, checkout and fit finder page

The above image is the website product details page where website displays products detailed images. It allows user to add product to cart, find their size and checkout to buy product.

CREATE ACCOUNT

Logo

First Name Last Name

Address

Contact

Username

Password confirmPassword

Contact

Country

Footer

© 2020

LOGIN

Logo

Username

Password

Footer

© 2020

Filter

Logo

Wishlist & Signin/Logout

Home Men Women Sale Search Cart

Name > Page title

Type	Price Range	Size
Tshirt	0-1000	Small
Trouser	1000-1500	Medium
Shirt	1500-2000	Large

Please search below

New Styles

RETURN PRODUCT

Logo

Order Number

Email

Footer

© 2020

Figure 12: Signup, login, filter, search and return functions of website

The above image displays website signup, login and return pages which allows user to create their account and login. As well as user can return products. It also shows filter and search feature of the website.

A rudimentary model of the final website was created following the wizard of Oz methodology. A script was designed that directs the user interactions. I was playing the role of wizard and was performing the task that simulates the behavior of final website. Participants were selected to play the role of end user. Potential participants were selected for the better result.

Test hypothesis

- User-centric website is designed.
- Has easy learnability.
- Is efficient.
- Focus on recognition rather than recall.
- Has consistency.
- So, it has achieved usability goals.

Scenario and test tasks

1. User likes new style and want to buy later. User create an account and login. User then add products to Wishlist.
 - Create new account
 - Login
 - Add product to Wishlist
 - Buy product from the Wishlist.
2. User wants something to wear urgent for the occasion. User browse the website. User search for the dress and found the product. User select the dress and her size and proceed to checkout. User pay and get the dress delivered.
 - Search the product
 - Select the product and size
 - Add to cart
 - Proceed to checkout
 - Payment
3. User saw new style in the social media. User visit the website, search for the product and select the product. User is not sure about his size, so he clicks on find your size button and found his size. User purchase the product.
 - Click on find your size option
 - Input his details
 - Got his size
4. Users wants to shop during offers and discounts. User subscribes to the newsletter to get notified about the offers and discounts.
 - Enter email address and subscribe to the newsletter.
5. Users purchase from the website, but the product was defective. User wants to return the product. User visit the website click on the return link. User input the order number and email address. User ship the product and returned the product.
 - Click on return link
 - Enter order number and email address
 - Submit and return product

Participants

Five participants were selected for paper prototype testing. They are Anil, Ashok, Sushmita, Shivani and Susan. Anil is a 23-year-old project manager and stays busy in his work. Ashok and Susan are teenagers and high school students. Sushmita is a 40 years old businesswoman. She hardly manages time for herself. Shivani is a housewife busy with her household works.

Participants	Age	Gender	Education	Role
 Anil Gajurel	23	Male	Graduate	Project manager
 Ashok Yadav	18	Male	High School	Student
 Sushmita Khatiwada	40	Female	Masters	Businesswoman
 Shivani Malla	29	Female	Graduate	Housewife
 Susan Dangol	17	Male	High School	Student



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Informed Consent form

Are you happy to participate in my designing for usability project? To preserve your anonymity I will not issue names or information below to anyone. Data will not be published or disseminated in any way. I will need to use data in any / all of the following ways. Please delete as appropriate:

- a I consent to being video-recorded
- b I consent to video footage being used in coursework
- c I consent to anonymous video images / transcripts being used in coursework
- d I consent to anonymous video footage / images / transcripts possibly being used on web pages
- e I consent to use of interview data for coursework

Yes / No
Yes / No
Yes / No
Yes / No
Yes / No

Please complete:

Name of participant: Anil Gajurel

Address: Manamaiju, Kathmandu

Email: gajurel_037@gmail.com

Signature: Anil.

Date: 10th July, 2020

Many thanks!

Figure 13: Anil consent



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- d I consent to anonymous video footage / images / transcripts possibly being used on web pages
- e I consent to use of interview data for coursework

Yes / No
Yes / No
Yes / No
Yes / No
Yes / No

Please complete:

Name of participant: *Ashok Yadav*

Address: *Dhobighat, Kathmandu*

Email: *yadav40@gmail.com*

Signature: *Ashok*

Date: *10th July, 2020*

Many thanks!

Figure 14: Ashok consent



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- d I consent to anonymous video footage / images / transcripts possibly being used on web pages
- e I consent to use of interview data for coursework

Yes / No
Yes / No
Yes / No
Yes / No
Yes / No

Please complete:

Name of participant: Sushmita Khatiwada

Address: Baneshwor, Kathmandu

Email: khatiwada435@gmail.com

Signature:

Date: 10th July, 2020

Many thanks!

Figure 15: Sushmita consent



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Informed Consent form

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- | | |
|--|------------|
| a I consent to being video-recorded | ✓ Yes / No |
| b I consent to video footage being used in coursework | ✓ Yes / No |
| c I consent to anonymous video images / transcripts being used in coursework | ✓ Yes / No |
| d I consent to anonymous video footage / images / transcripts possibly being used on web pages | ✓ Yes / No |
| e I consent to use of interview data for coursework | ✓ Yes / No |

Please complete:

Name of participant: Shivoni Malla

Address: Sorakhette, Kathmandu

Email: Malla765@gmail.com

Signature: Shivani

Date: 10th July, 2020

Many thanks!

Figure 16: Shivani consent



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- c I consent to anonymous video images / transcripts being used in coursework
- d I consent to anonymous video footage / images / transcripts possibly being used on web pages
- e I consent to use of interview data for coursework

Yes / No
 Yes / No
 Yes / No
 Yes / No
 Yes / No

Please complete:

Name of participant: Sesan Dangol
Address: Gongade, Kathmandu
Email: dangol747@gmail.com
Signature: Sesan
Date: 10th July, 2020

Many thanks!

Figure 17: Susan consent

Questions asked

- Did you find the search option?
- Did you find your size?
- Is size finding function being easy to use?
- Is size finding function being helpful?
- Is adding to cart option easily noticeable?
- Is the website navigation being easy?
- Is the subscribe banner noticeable?
- Do you like subscribing for newsletter?
- Is product returning process simple and easy?
- Any feedback or improvements.

Questionnaire

1. Did you find the search option?

Didn't find	Difficult	None	Easily	Very easily
<input checked="" type="checkbox"/>				

2. Did you find your size?

Didn't find	Difficult	None	Easily	Very easily
<input checked="" type="checkbox"/>				

3. Is size finding function being easy to use?

Very difficult	Difficult	None	Easy	Very easy
<input checked="" type="checkbox"/>				

4. Is size finding function being helpful?

Not helpful	None	Helpful	Very helpful
<input checked="" type="checkbox"/>			

5. Is adding to cart option easily noticeable?

Not noticeable	Hardly	None	Easily	Very easily
<input checked="" type="checkbox"/>				

6. Is the website navigation being easy?

Very difficult	Difficult	None	Easy	Very easy
<input checked="" type="checkbox"/>				

7. Is the subscribe banner noticeable?

Very difficult	Difficult	None	Easy	Very easy
<input checked="" type="checkbox"/>				

8. Do you like subscribing for newsletter?

No

9. Is product returning process simple and easy?

Yes

10. Any feedback or improvements.

Searching product is super easy. There Should
be multiple payment options.

Figure 18: Questionnaire session with Anil.

Questionnaire

1. Did you find the search option?

Didn't find	Difficult	None	Easily	Very easily
			<input checked="" type="checkbox"/>	

2. Did you find your size?

Didn't find	Difficult	None	Easily	Very easily
				<input checked="" type="checkbox"/>

3. Is size finding function being easy to use?

Very difficult	Difficult	None	Easy	Very easy
			<input checked="" type="checkbox"/>	

4. Is size finding function being helpful?

Not helpful	None	Helpful	Very helpful
			<input checked="" type="checkbox"/>

5. Is adding to cart option easily noticeable?

Not noticeable	Hardly	None	Easily	Very easily
				<input checked="" type="checkbox"/>

6. Is the website navigation being easy?

Very difficult	Difficult	None	Easy	Very easy
			<input checked="" type="checkbox"/>	

7. Is the subscribe banner noticeable?

Very difficult	Difficult	None	Easy	Very easy
				<input checked="" type="checkbox"/>

8. Do you like subscribing for newsletter?

yes

9. Is product returning process simple and easy?

yes

10. Any feedback or improvements.

I like the website wishlist option which
allow me to buy products later.

Figure 19: Questionnaire session with Ashok.

Questionnaire

1. Did you find the search option?

Didn't find	Difficult	None	Easily	Very easily
-------------	-----------	------	--------	-------------

2. Did you find your size?

Didn't find	Difficult	None	Easily	Very easily
-------------	-----------	------	--------	-------------

3. Is size finding function being easy to use?

Very difficult	Difficult	None	Easy	Very easy
----------------	-----------	------	------	-----------

4. Is size finding function being helpful?

Not helpful	None	Helpful	Very helpful
-------------	------	---------	--------------

5. Is adding to cart option easily noticeable?

Not noticeable	Hardly	None	Easily	Very easily
----------------	--------	------	--------	-------------

6. Is the website navigation being easy?

Very difficult	Difficult	None	Easy	Very easy
----------------	-----------	------	------	-----------

7. Is the subscribe banner noticeable?

Very difficult	Difficult	None	Easy	Very easy
----------------	-----------	------	------	-----------

8. Do you like subscribing for newsletter?

Yes.

9. Is product returning process simple and easy?

Yes.

10. Any feedback or improvements.

The website helped me to get my size. A fantastic feature.

Figure 20: Questionnaire session with Sushmita.

Questionnaire

1. Did you find the search option?

Didn't find	Difficult	None	Easily	Very easily
-------------	-----------	------	--------	-------------

2. Did you find your size?

Didn't find	Difficult	None	Easily	Very easily
-------------	-----------	------	--------	-------------

3. Is size finding function being easy to use?

Very difficult	Difficult	None	Easy	Very easy
----------------	-----------	------	------	-----------

4. Is size finding function being helpful?

Not helpful	None	Helpful	Very helpful
-------------	------	---------	--------------

5. Is adding to cart option easily noticeable?

Not noticeable	Hardly	None	Easily	Very easily
----------------	--------	------	--------	-------------

6. Is the website navigation being easy?

Very difficult	Difficult	None	Easy	Very easy
----------------	-----------	------	------	-----------

7. Is the subscribe banner noticeable?

Very difficult	Difficult	None	Easy	Very easy
----------------	-----------	------	------	-----------

8. Do you like subscribing for newsletter?

Yes

9. Is product returning process simple and easy?

I did not found return option.

10. Any feedback or improvements.

I loved the product.

Figure 21: Questionnaire session with Shivani.

Questionnaire

1. Did you find the search option?

Didn't find	Difficult	None	Easily	Very easily
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

2. Did you find your size?

Didn't find	Difficult	None	Easily	Very easily
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

3. Is size finding function being easy to use?

Very difficult	Difficult	None	Easy	Very easy
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

4. Is size finding function being helpful?

Not helpful	None	Helpful	Very helpful
<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

5. Is adding to cart option easily noticeable?

Not noticeable	Hardly	None	Easily	Very easily
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

6. Is the website navigation being easy?

Very difficult	Difficult	None	Easy	Very easy
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

7. Is the subscribe banner noticeable?

Very difficult	Difficult	None	Easy	Very easy
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

8. Do you like subscribing for newsletter?

Yes

9. Is product returning process simple and easy?

Yes

10. Any feedback or improvements.

If takes me lot of time to figure out return link. I was searching in the footer of webpage.

Figure 22: Questionnaire session with Susan.

Video link

<https://youtu.be/iIwUZtUI0d0>

Result

Participants	Effectiveness	Efficiency	Satisfaction	Learnability	Expected result	Actual result
Anil Gajurel	Searched the product, checkout and paid for the product. 98% easy	Took 5 seconds to search and display products	99%	98% easy to learn	Easily learnable	Learnt easily
Ashok Yadav	Added and purchased product from Wishlist 100% Simple	Took 15 seconds	94%	99% simple to learn	Easily learnable	Learnt easily
Sushmita Khatiwada	Find her perfect size and fitting 91% simple and quick	Took 5 minutes	100%	98% easy to learn	Easily learnable	Learnt easily
Shivani Malla	Subscribed to website offers and discount newsletter. 99% quick	Took 15 seconds	98%	99% easy to learn	Easily learnable	Learnt easily
Susan Dangol	Returned defective product 85% easy	Took 5 minutes	85%	95% easy to learn	Easily Learnable	Learnt easily

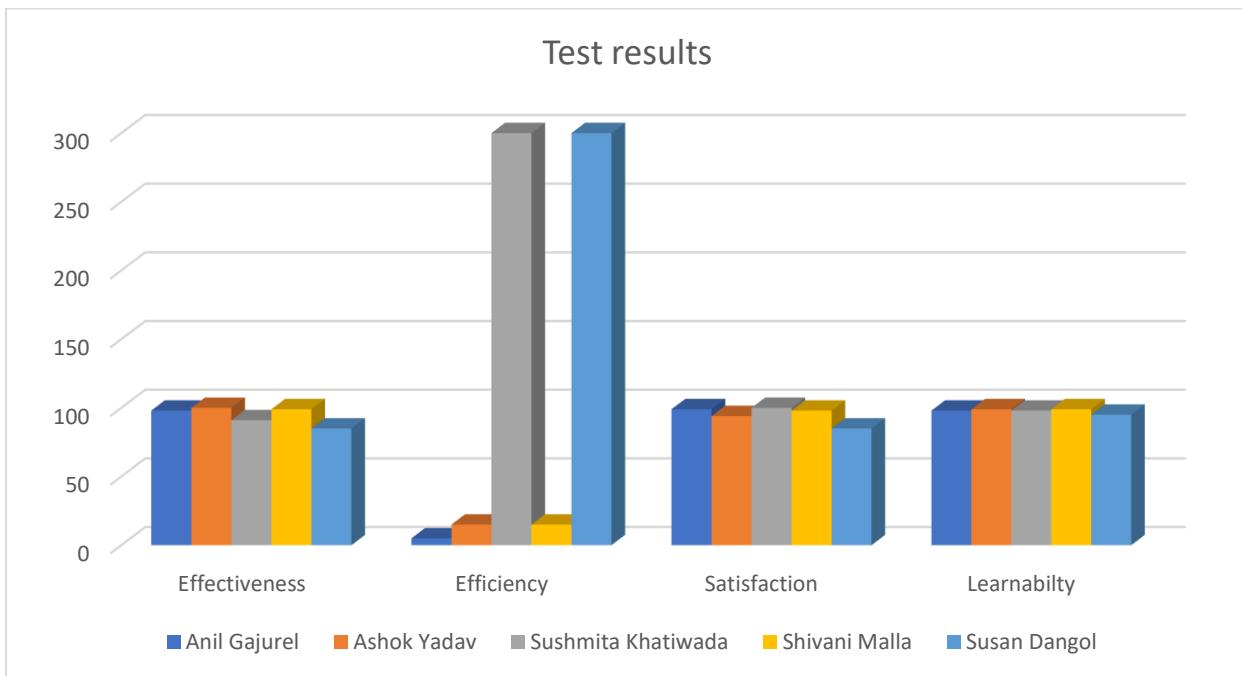


Figure 23: Paper prototype test results

Feedback

	Anil Gajurel	Ashok Yadav	Sushmita Khatiwada	Shivani Malla	Susan Dangol
Feedback	Searching product is super easy. There should be multiple payment options.	I like the website Wishlist option which allow me to buy products later	The website helped me to get my size. A fantastic feature.	I loved the products.	It takes me lot time to figure out return link. I was searching in the footer of the webpage.
Ratings	3	5	5	5	2

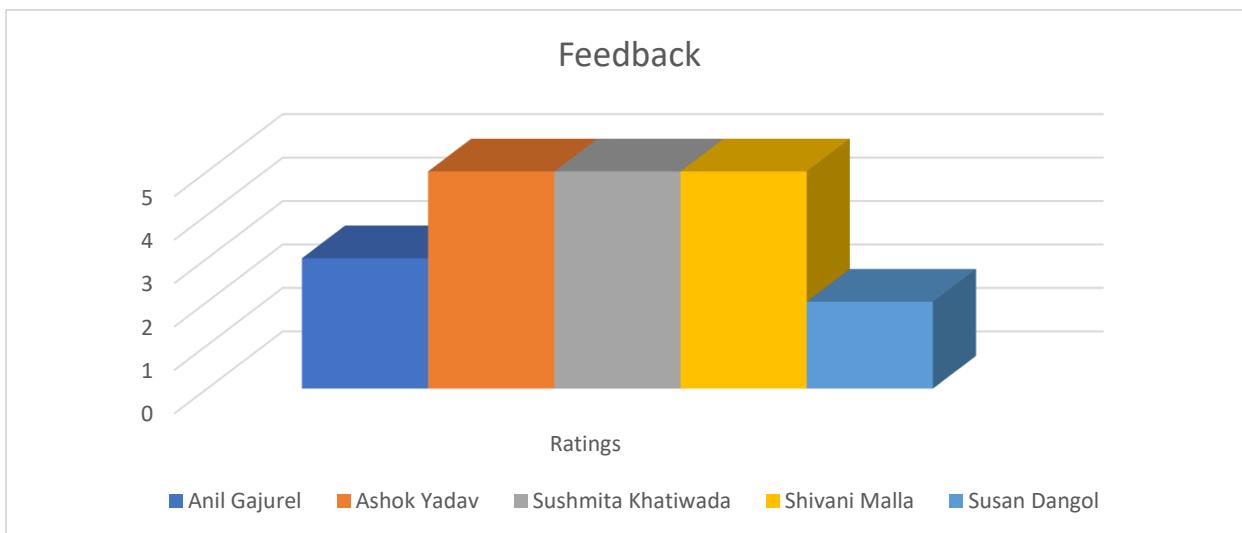


Figure 24: Participants feedback

Evaluation

In this stage, a continuous iterative examining process is carried out. Prototypes were tested and feedbacks were collected. Based on the feedback's website usability is evaluated.

According to the feedback collected from the user, website is efficient, effective, consistent and easily learnable. Furthermore, multiple payment option should be added in the product detail page. And return link should be added in the footer. Paper prototype had helped to fix issues and to check if user's requirements are properly considered.

Digital prototype

Digital prototype is a next step after paper prototype. Digital prototype helps to visualize and stimulate the real website without coding the real website. A digital prototype of high fidelity was created to present the real interaction of the website. A digital prototype is similar to the paper prototype, with two major changes based on the participant feedback. Multiple payment options were added to the product detail page and product return link were added to the footer. InVision, an online tool was used to create the digital prototype of the website. ([Invision 2020](#)).

Digital prototype link:

<https://sayyedabrarakhtar164143.invisionapp.com/public/share/DQ1886PNPW#screens/479448030>

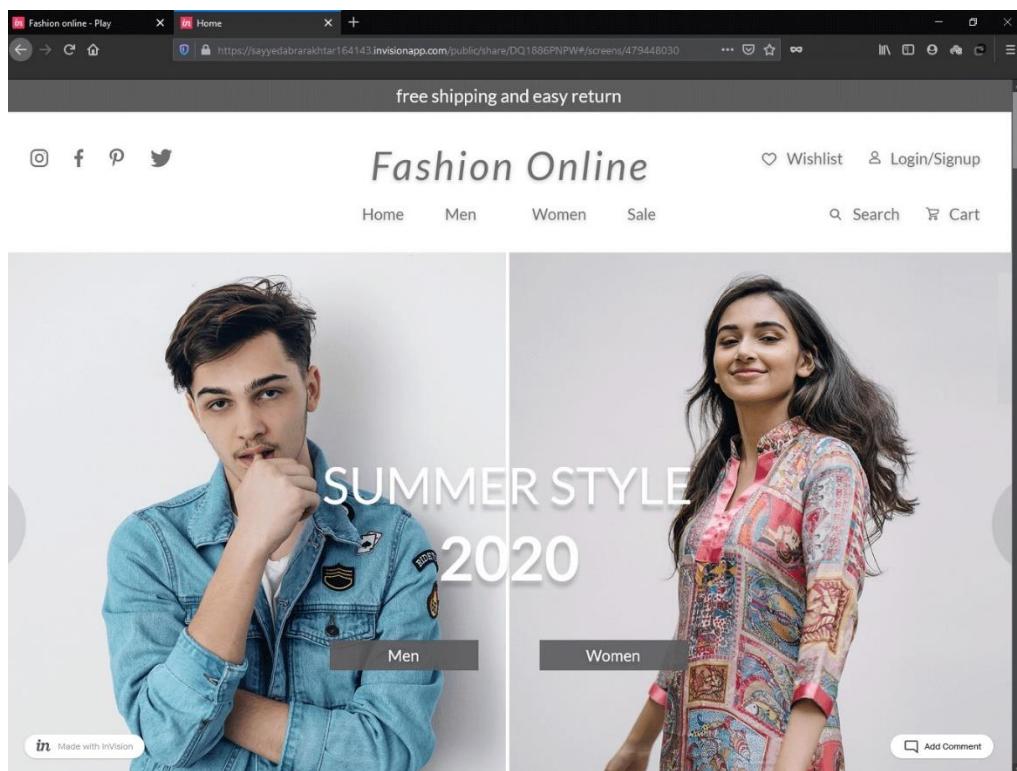


Figure 25: Homepage main banner

Website displays social medias, Wishlist, login/signup, navigation, search, cart, image with an informative heading and call to action buttons. It grabs user attention and help to get product easily.

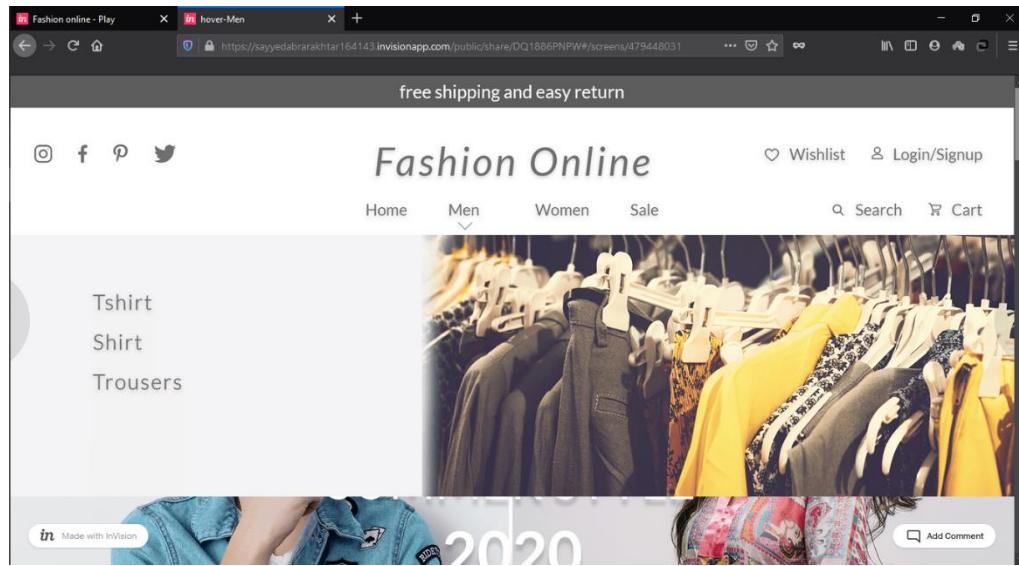


Figure 26: Hover on Men menu

Hovering over the men menu will display product types available for men as shown in the above screenshot.

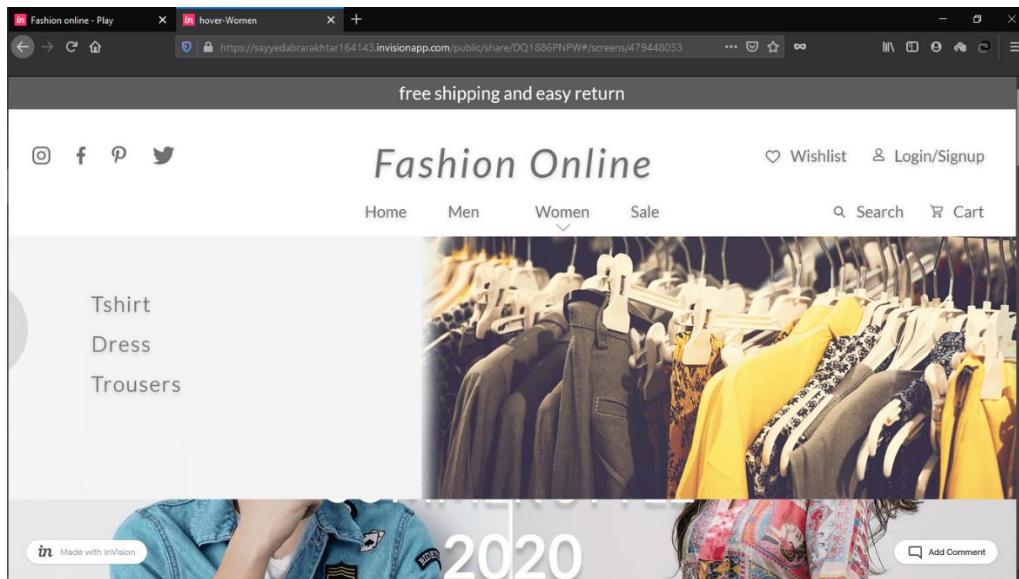


Figure 27: Hover on Women menu

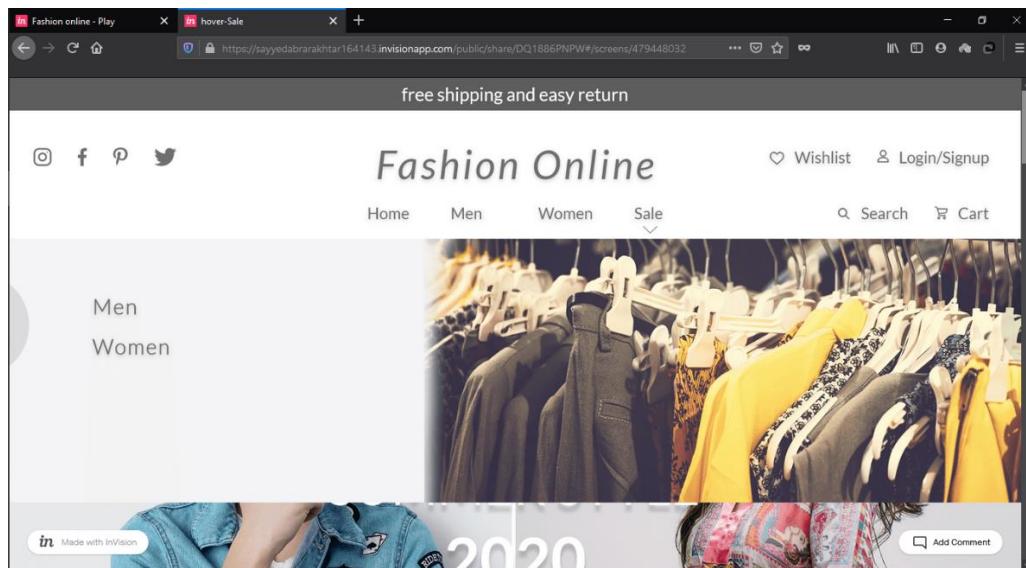


Figure 28: Hover on Sale menu

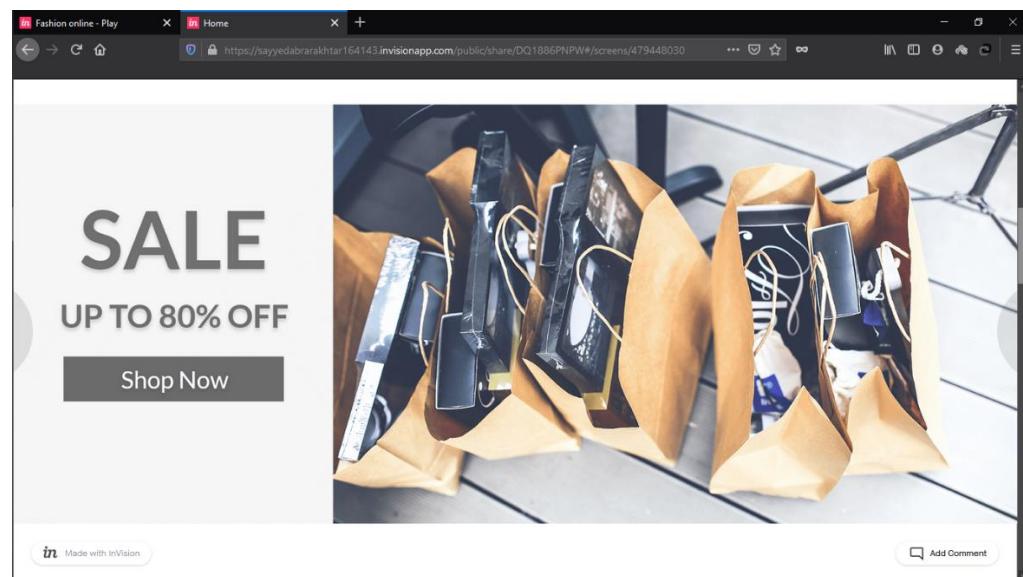


Figure 29: Sale banner

Website display information about the products on sale using an eye-catching banner image and discount details.

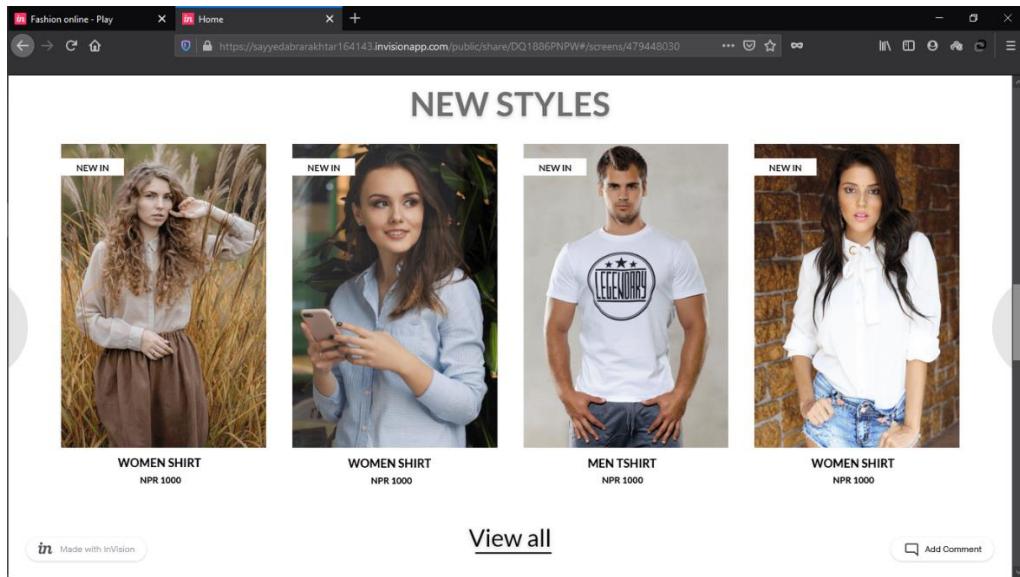


Figure 30: New Styles

Website displays four products that are recently added, it helps user to buy new styles easily.

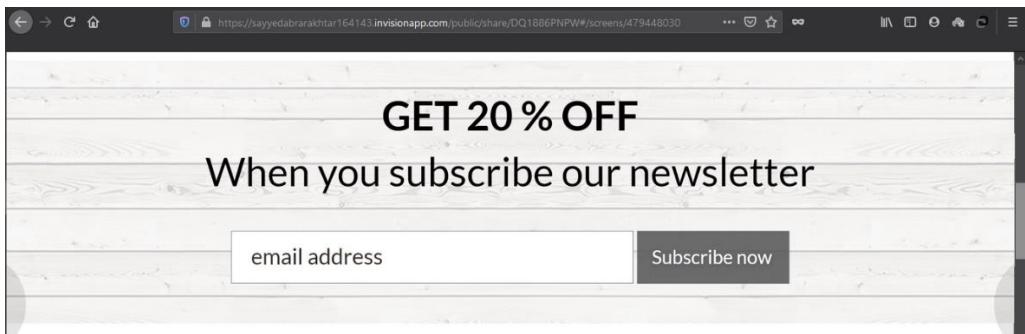


Figure 31: Subscription

website allows user to subscribe and receive discounts and offers information.

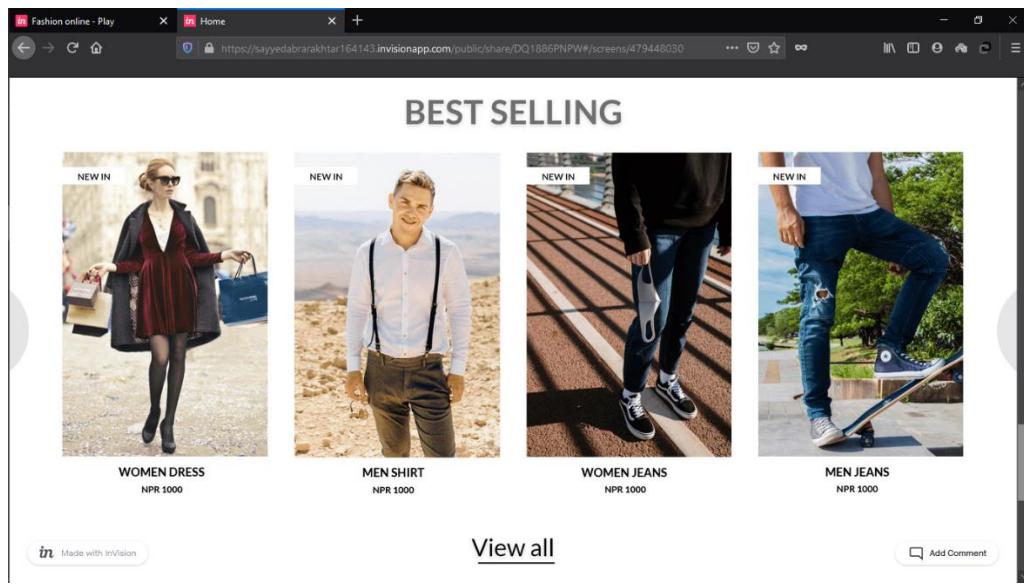


Figure 32: Best selling

Website displays products that are selling fast which helps user to buy popular products.

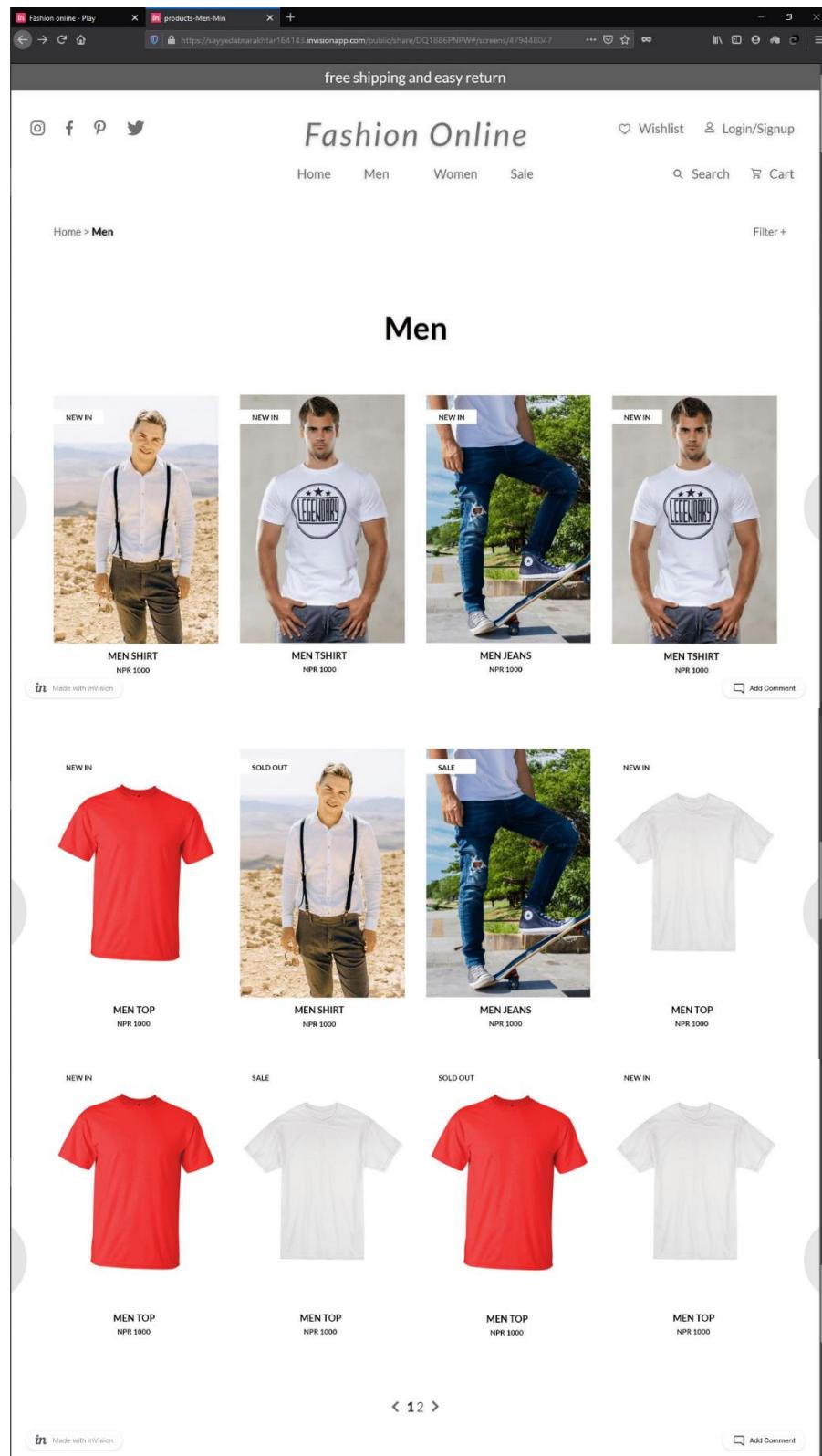


Figure 33: All men products

Website allows user to choose from the products as shown in the above screenshot.

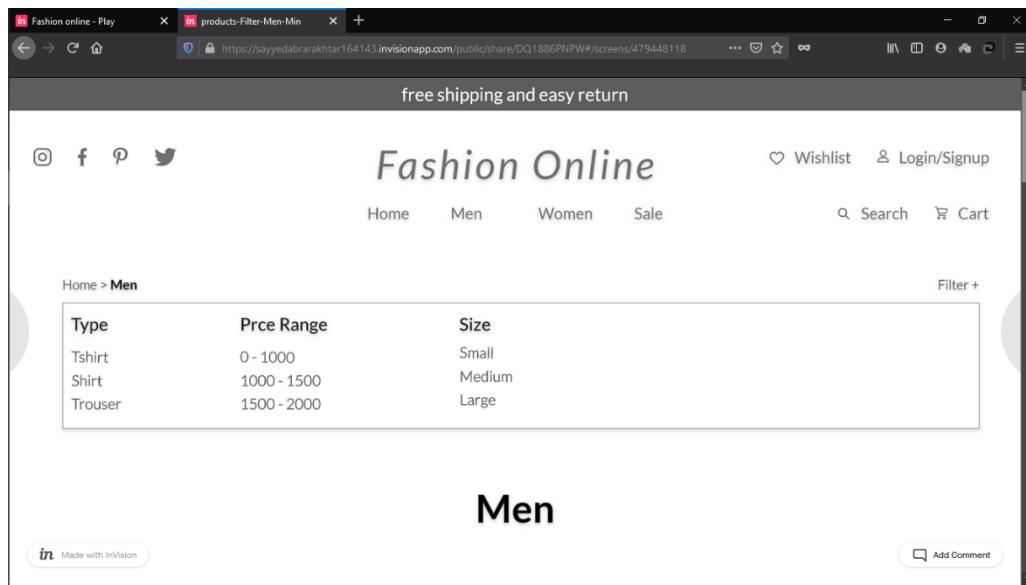


Figure 34: Product filter

The website has filter function to get desired products easily.

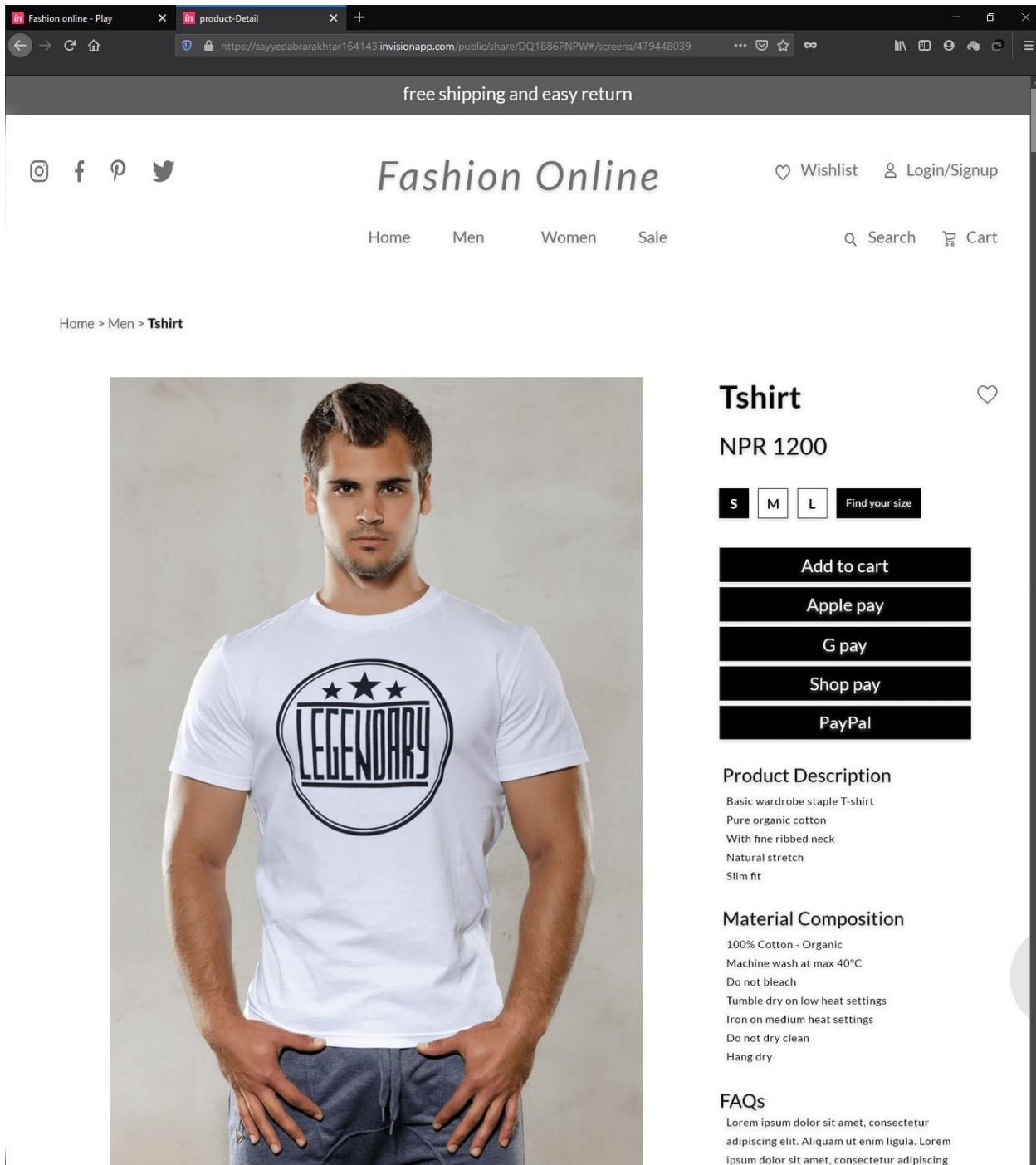


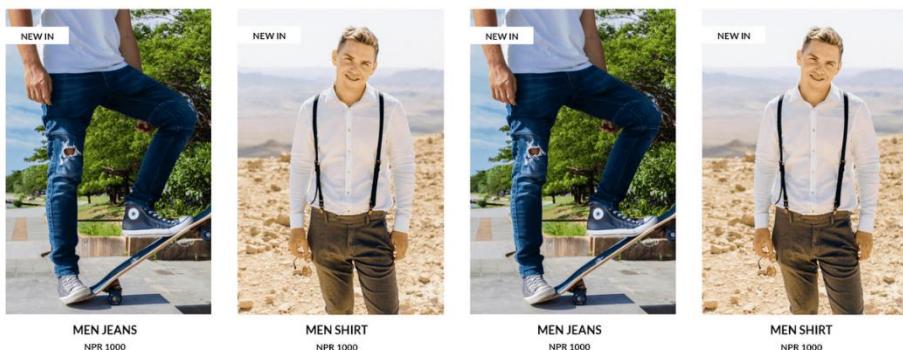
Figure 35: Product in detail

The website displays high quality image of product along with the description, material used and FAQs.



elit. Morbi sit amet eros vel orci consectetur euismod. Donec sed ligula commodo, sagittis est commodo, faucibus nibh. Donec ultrices nec diam et finibus. Praesent dictum volutpat ligula efficitur sodales. Donec dignissim dui quis euismod scelerisque. Donec eget sagittis lectus, eget gravida tellus. Ut placerat vitae libero eget luctus.

Complete the look



Made with InVision

Add Comment

Figure 36: Complete the look

Website suggest products that user may want to complete the look.

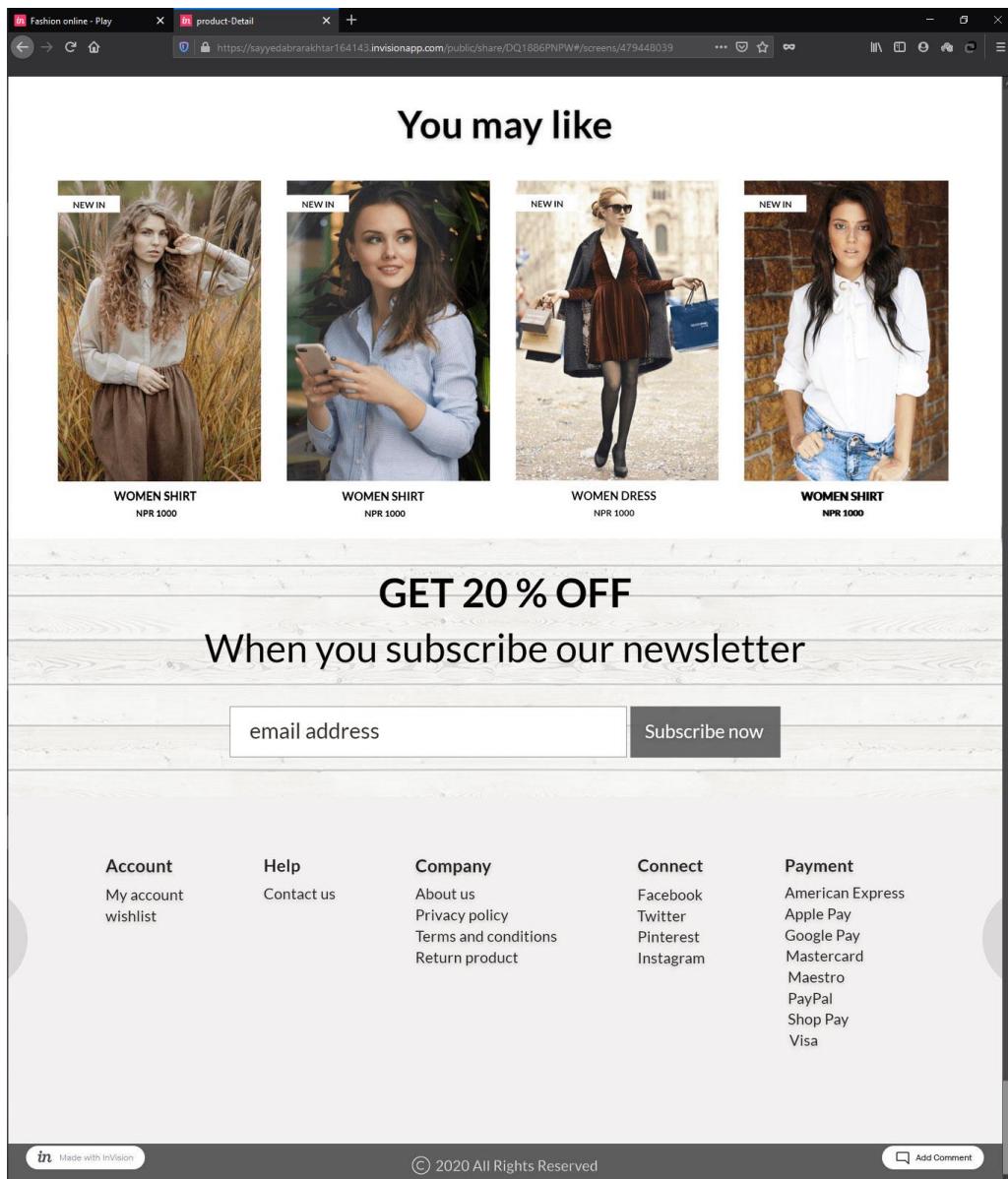


Figure 37: Product suggestion

The website suggests products that user may like to buy based on peoples buying pattern.

free shipping and easy return

Fashion Online

Home Men Women Sale

Wishlist Login/Signup

FIT FINDER

YOUR MEASUREMENTS

Height 5 ft 6 in **Tummy shape**
 Flat Average Round

Weight 60 kgs **Chest shape**
 Slimmer Average Broader

Age 21 **Fit preference**
 Tighter Average Looser

Calculate

Made with InVision

Add Comment

free shipping and easy return

Fashion Online

Home Men Women Sale

Wishlist Login/Signup

FIT FINDER

YOUR BEST FIT

Size: **M**

Continue Shopping

Made with InVision

Add Comment

Figure 38: Fit finder

Website's best feature. It helps user to find their size based on their measurements.

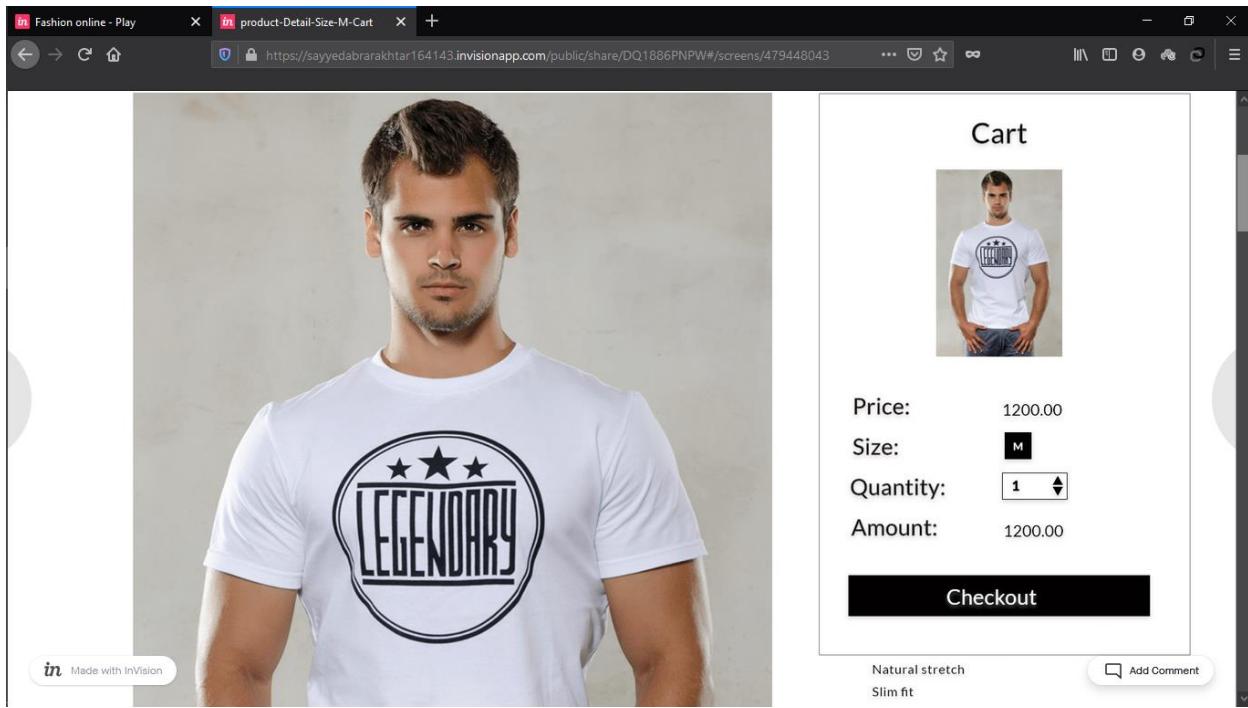


Figure 39: Cart

The screenshot shows a web browser window with two tabs: 'Fashion online - Play' and 'checkout'. The URL is https://sayyedabrarakhtar164143.invisionapp.com/public/share/DQ1806PNPW#/screens/479448037. The page title is 'free shipping and easy return'. The main content area features the 'Fashion Online' logo and a large 'CHECKOUT' button. Below this, a 'PAYMENT' section is shown with a note that all transactions are secured and encrypted. A 'Card' section includes logos for VISA, Amex, Maestro, and Mastercard. The form fields for card information are: 'Card Number' (XXXX XXXX XXXX XXXX), 'Name on Card' (USER), 'Expiry Date' (2020/11), 'Security Code' (XXXX), and 'Contact' (user@mail.com). A 'Shipping Address' section contains fields for 'Address' (Kathmandu) and 'Postal Code' (44600), along with a 'country' field (Nepal). A 'Shipping Charge' field is set to 'Free'. At the bottom is a 'Continue Payment' button.

free shipping and easy return

[@](#) [f](#) [p](#) [Twitter](#)

Fashion Online

CHECKOUT

PAYMENT

All transaction are secured and encrypted.

Card

VISA Amex Maestro Mastercard

Card Number

XXXX XXXX XXXX XXXX

Name on Card

USER

Expiry Date Security Code

2020/11 XXXX

Contact

user@mail.com

Shipping Address

Address Postal Code

Kathmandu 44600

country

Nepal

Shipping Charge

Free

Continue Payment

Figure 40: Checkout

The website increases the efficiency by allowing easy checkout process.

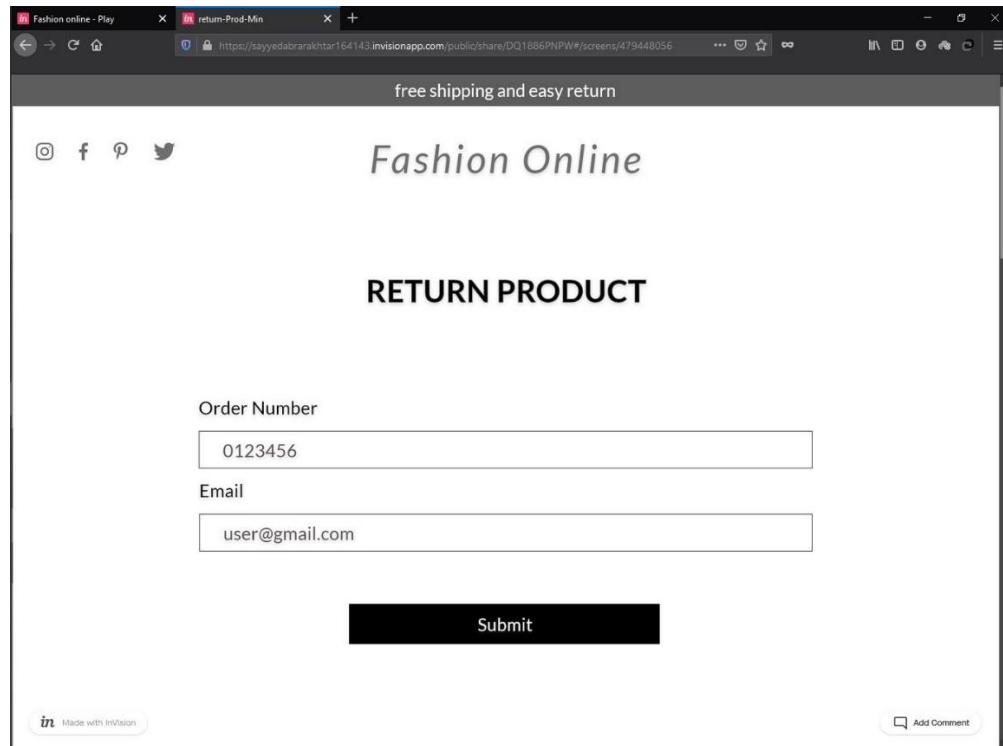


Figure 41: Product return

The website allows easy return process.

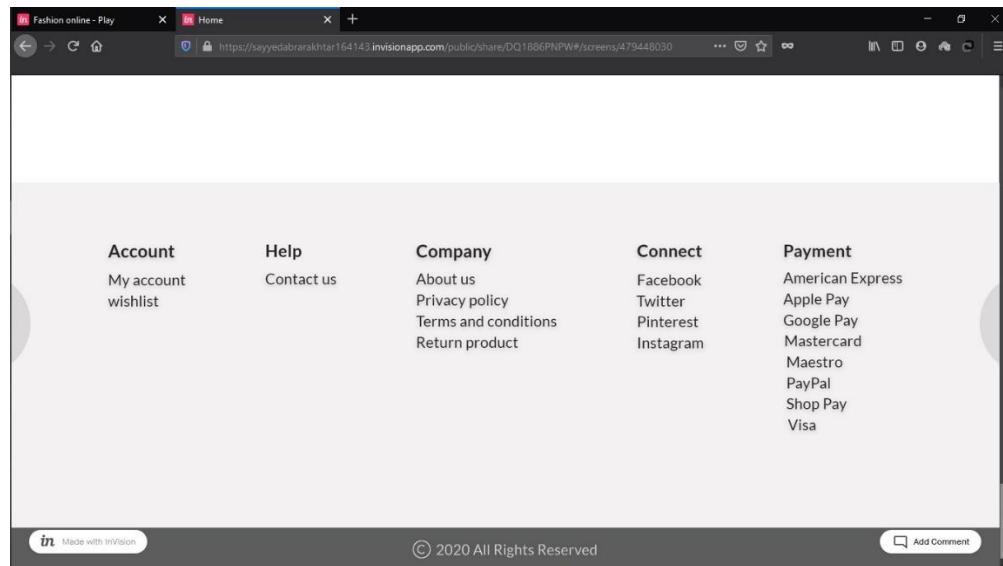


Figure 42: Footer

A Guerilla testing method was used to evaluate how effective and efficient the interfaces are. The testing has delivered qualitative data as I was directly accessing the participants. There were

Test hypothesis

- A user centric website is designed.
- It has clean, minimalist aesthetic design.
- It is efficient.
- It provides easy searching and filtering.
- It helps user to calculate size.
- So, it has achieved usability goals.

Scenario and test tasks

The test tasks of digital were identical to the task for paper prototype. Some test tasks were added according to user feedback.

1. A website has many visitors but only few converts to potential customer. Company wants to build clean and minimalistic website to convert maximum visitors to potential customers.
 - Build a clean and minimalistic website.
2. User likes buying clothes online. User wants to browse product filtering the product based on price, types, sizes.
 - Search the product
 - Filter the product
 - Select and buy the product
3. User browse the website to buy clothes and select the product to purchase. But user don't want to pay through credit card. User like to use direct payment method like Apple pay, PayPal, Shop Pay.
 - Pay using direct payment methods like Apple pay, PayPal, Shop Pay.
4. User surf the website but don't want to wait for website to load its content. User want efficient website that loads instantly.
 - Website is efficient.
5. User want to return a defective product. User scroll to the footer of the website. Clicks on the return product link enter the details and returned the product
 - Click on return link
 - Enter order number and email address
 - Submit and return product

Participants

Five participants were selected for digital prototype testing. They are Anil, Ganesh, Nirajan, Pooja and Mina. Anil, Pooja and Bishal are teenagers and high school students. Nirajan is a 27 years old manager. Ganesh is a team leader of the transportation project.

Participants	Age	Gender	Education	Role
 Anil Gajurel	19	Male	High School	Student
 Ganesh Aryal	32	Male	Masters	Leader
 Nirajan Gautam	27	Male	Graduate	Manager
 Pooja Malla	18	Female	High School	Student
 Bishal Aryal	17	Male	High School	Student



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www: <http://www.sayyedabrarakhtar.com.np>

Informed Consent form

Are you happy to participate in my designing for usability project? To preserve your anonymity I will not issue names or information below to anyone. Data will not be published or disseminated in any way. I will need to use data in any / all of the following ways. Please delete as appropriate:

- a I consent to being video-recorded
- b I consent to video footage being used in coursework
- c I consent to anonymous video images / transcripts being used in coursework
- d I consent to anonymous video footage / images / transcripts possibly being used on web pages
- e I consent to use of interview data for coursework

Yes / No
Yes / No
Yes / No
Yes / No
Yes / No

Please complete:

Name of participant: Anil Gajurel

Address: Manamaiju, Kathmandu

Email: gajurel037@gmail.com

Signature: Anil

Date: 25th July, 2020

Many thanks!

Figure 43: Anil consent



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- c I consent to anonymous video images / transcripts being used in coursework
- d I consent to anonymous video footage / images / transcripts possibly being used on web pages
- e I consent to use of interview data for coursework

Yes / No
Yes / No
Yes / No
Yes / No
Yes / No

Please complete:

Name of participant: Ganesh Aryal

Address: Balajiv, Kathmandu

Email: aryal765@gmail.com

Signature:

Date: 25th July, 2020

Many thanks!

Figure 44: Ganesh consent



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www: http://www.sayyedabrarakhtar.com.np

Informed Consent form

Are you happy to participate in my designing for usability project? To preserve your anonymity I will not issue names or information below to anyone. Data will not be published or disseminated in any way. I will need to use data in any / all of the following ways. Please delete as appropriate:

- | | |
|--|------------|
| a I consent to being video-recorded | ✓ Yes / No |
| b I consent to video footage being used in coursework | ✓ Yes / No |
| c I consent to anonymous video images / transcripts being used in coursework | ✓ Yes / No |
| d I consent to anonymous video footage / images / transcripts possibly being used on web pages | ✓ Yes / No |
| e I consent to use of interview data for coursework | ✓ Yes / No |

Please complete:

Name of participant: Nirajan Gautam

Address: Tripureswor, Kathmandu

Email: niraj 889@gmail.com

Signature: Nirajan

Date: 25th July, 2020

Many thanks!

Figure 45: Nirajan consent



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Informed Consent form

Are you happy to participate in my designing for usability project? To preserve your anonymity I will not issue names or information below to anyone. Data will not be published or disseminated in any way. I will need to use data in any / all of the following ways. Please delete as appropriate:

- | | |
|--|------------|
| a I consent to being video-recorded | ✓ Yes / No |
| b I consent to video footage being used in coursework | ✓ Yes / No |
| c I consent to anonymous video images / transcripts being used in coursework | ✓ Yes / No |
| d I consent to anonymous video footage / images / transcripts possibly being used on web pages | ✓ Yes / No |
| e I consent to use of interview data for coursework | ✓ Yes / No |

Please complete:

Name of participant: Pooja Malla

Address: Dallu, Kathmandu

Email: pooja989@gmail.com

Signature:

Date: 25th July, 2020

Many thanks!

Figure 46: Pooja consent



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Informed Consent form

Are you happy to participate in my designing for usability project? To preserve your anonymity I will not issue names or information below to anyone. Data will not be published or disseminated in any way. I will need to use data in any / all of the following ways. Please delete as appropriate:

- a I consent to being video-recorded
- b I consent to video footage being used in coursework
- c I consent to anonymous video images / transcripts being used in coursework
- d I consent to anonymous video footage / images / transcripts possibly being used on web pages
- e I consent to use of interview data for coursework

Yes / No
Yes / No
Yes / No
Yes / No
Yes / No

Please complete:

Name of participant: Bishal Aryal

Address: Putalisadak, Kathmandu

Email: bishal 239@gmail.com

Signature:

Date: 25th July, 2020

Many thanks!

Figure 47: Bishal consent

Questions asked

- Did you like the website?
- Does the website load faster?
- Is searching a product difficult?
- Can you get desired product by filtering?
- Are the texts on website easy to read?
- Does the colors used in website looks good?
- Is size finder being helpful?
- Can you subscribe to newsletter easily?
- Do you like subscribing for newsletter?
- Any feedback or improvements.

Questionnaire

1. Did you like the website?

Yes, the website looks clean and modern.

2. Does the website load faster?

Didn't find	Difficult	None	Easily	Very easily
-------------	-----------	------	--------	-------------

3. Is searching a product difficult?

Didn't find	Difficult	None	Easily	Very easily
-------------	-----------	------	--------	-------------

4. Can you get desired product by filtering?

Didn't find	Difficult	None	Easily	Very easily
-------------	-----------	------	--------	-------------

5. Are the texts on website easy to read?

Yes they are clear.

6. Does the colors used in website looks good?

Yes

7. Is size finder being helpful?

Didn't find	Difficult	None	Easily	Very easily
-------------	-----------	------	--------	-------------

8. Can you subscribe to newsletter easily?

Didn't find	Difficult	None	Easily	Very easily
-------------	-----------	------	--------	-------------

9. Do you like subscribing for newsletter?

I do like to be informed.

10. Any feedback or improvements.

The website is clean and minimalist.

Figure 48: Questionnaire session with Anil.

Questionnaire

1. Did you like the website?

Yes, the website looks clear and modern.

2. Does the website load faster?

Didn't find	Difficult	None	Easily	Very easily
				✓

3. Is searching a product difficult?

Didn't find	Difficult	None	Easily	Very easily
			✓	

4. Can you get desired product by filtering?

Didn't find	Difficult	None	Easily	Very easily
			✓	

5. Are the texts on website easy to read?

Yes, they are clear.

6. Does the colors used in website looks good?

Yes.

7. Is size finder being helpful?

Didn't find	Difficult	None	Easily	Very easily
			✓	

8. Can you subscribe to newsletter easily?

Didn't find	Difficult	None	Easily	Very easily
			✓	

9. Do you like subscribing for newsletter?

I do like to be interested.

10. Any feedback or improvements.

I can filter product according to size, price, range and product type. It is super cool.

Figure 49: Questionnaire session with Ganesh.

Questionnaire

1. Did you like the website?

Yes, the website looks clear and modern.

2. Does the website load faster?

Didn't find	Difficult	None	Easily	Very easily
				✓

3. Is searching a product difficult?

Didn't find	Difficult	None	Easily	Very easily
			✓	

4. Can you get desired product by filtering?

Didn't find	Difficult	None	Easily	Very easily
			✓	

5. Are the texts on website easy to read?

Yes they are clear.

6. Does the colors used in website looks good?

Yes.

7. Is size finder being helpful?

Didn't find	Difficult	None	Easily	Very easily
			✓	

8. Can you subscribe to newsletter easily?

Didn't find	Difficult	None	Easily	Very easily
			✓	

9. Do you like subscribing for newsletter?

I do like to be interested.

10. Any feedback or improvements.

I like multiple payment methods. No need to worry about paying.

Figure 50: Questionnaire session with Nirajan.

Questionnaire

1. Did you like the website?

yes

2. Does the website load faster?

Didn't find	Difficult	None	Easily	Very easily
-------------	-----------	------	--------	-------------

3. Is searching a product difficult?

Didn't find	Difficult	None	Easily	Very easily
-------------	-----------	------	--------	-------------

4. Can you get desired product by filtering?

Didn't find	Difficult	None	Easily	Very easily
-------------	-----------	------	--------	-------------

5. Are the texts on website easy to read?

yes

6. Does the colors used in website looks good?

yes

7. Is size finder being helpful?

Didn't find	Difficult	None	Easily	Very easily
-------------	-----------	------	--------	-------------

8. Can you subscribe to newsletter easily?

Didn't find	Difficult	None	Easily	Very easily
-------------	-----------	------	--------	-------------

9. Do you like subscribing for newsletter?

No

10. Any feedback or improvements.

The website loads so quickly. No need to wait.

Figure 51: : Questionnaire session with Pooja.

Questionnaire

1. Did you like the website?

Yes, the website looks clean and modern

2. Does the website load faster?

Didn't find	Difficult	None	Easily	Very easily
<input checked="" type="checkbox"/>				

3. Is searching a product difficult?

Didn't find	Difficult	None	Easily	Very easily
<input checked="" type="checkbox"/>				

4. Can you get desired product by filtering?

Didn't find	Difficult	None	Easily	Very easily
<input checked="" type="checkbox"/>				

5. Are the texts on website easy to read?

Yes they are clear

6. Does the colors used in website looks good?

Yes

7. Is size finder being helpful?

Didn't find	Difficult	None	Easily	Very easily
<input checked="" type="checkbox"/>				

8. Can you subscribe to newsletter easily?

Didn't find	Difficult	None	Easily	Very easily
<input checked="" type="checkbox"/>				

9. Do you like subscribing for newsletter?

I do like to be informed

10. Any feedback or improvements.

Returning a product is super easy and quick.

Figure 52: Questionnaire session with Bishal.

Video link

<https://youtu.be/jbydzhpxMXU>

Result

Participants	Effectiveness	Efficiency	Satisfaction	Learnability	Expected result	Actual result
Anil Gajurel	Website looks clean. 98% minimalistic	Load in 5 seconds	97%	98% easy to learn	Easily learnable	Learnt easily
Ganesh Aryal	Get filtered products 97% Simple	Took 50 seconds	98%	99% simple to learn	Easily learnable	Learnt easily
Nirajan Gautam	Purchased product using PayPal 95% simple and quick	Took 40 seconds	100%	93% easy to learn	Easily learnable	Learnt easily
Pooja Malla	The website contents load faster 95% quick	Took 2 seconds	99%	99% easy to learn	Easily learnable	Learnt easily
Bishal Aryal	Returned defective product 95% easy	Took 30 seconds	92%	95% easy to learn	Easily Learnable	Learnt easily

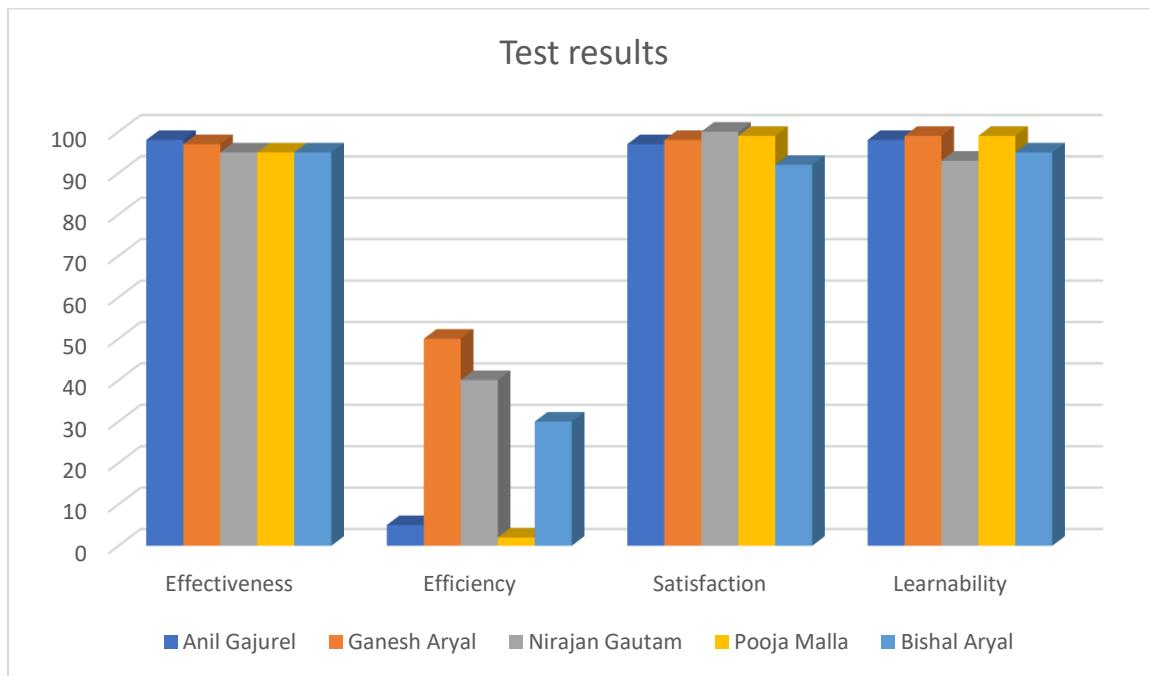


Figure 53: Digital prototype test result

Feedback

	Anil Gajurel	Ganesh Aryal	Nirajan Gautam	Pooja Malla	Bishal Aryal
Feedback	The website is clean and minimalistic	I can filter product according to size, price range and product type. It is super cool.	I like multiple payment methods. No need to worry about paying.	The website loads so quickly. No need to wait.	Returning a product is super easy and quick
Ratings	4.5	5	5	5	4.5

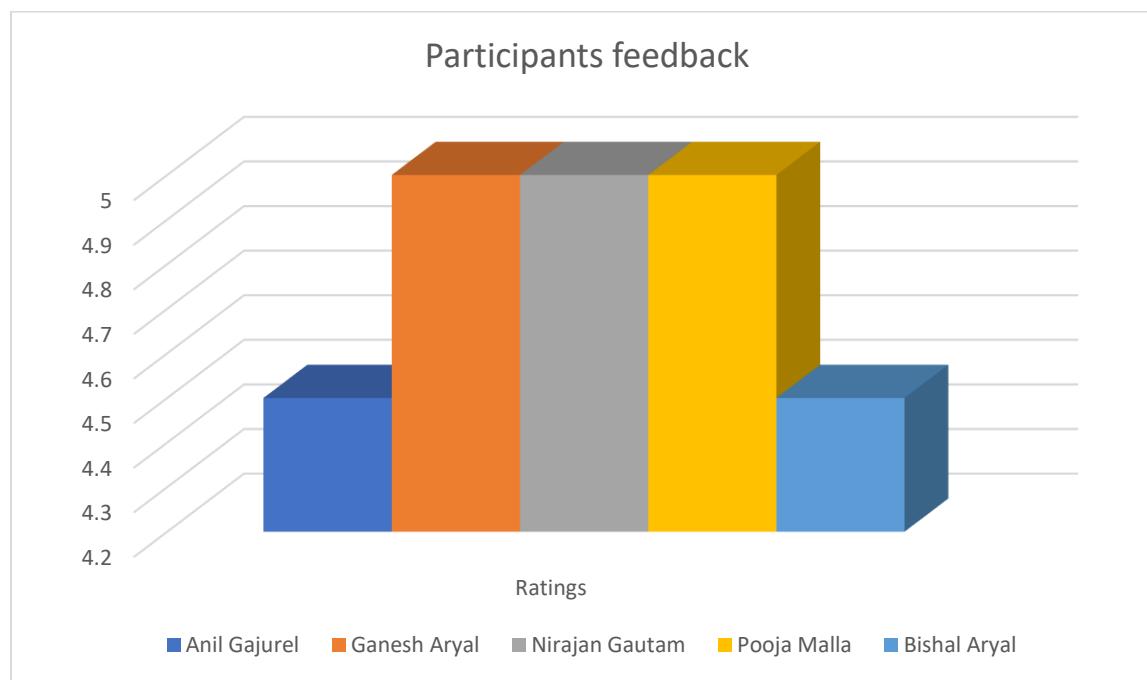


Figure 54: Digital prototype participants

Evaluation

Considering the user requirement, multiple payment function in product detail page and product return link on footer were added in the digital prototype and tested. The test results were evaluated and found that the website is clean and minimalistic. Website is highly efficient and effective. Website follows learnability and recognition rather than recall usability principle. With adding multiple payment and product return features as mentioned above, digital prototype test results were better than paper prototype increasing the efficiency and effectiveness.

Future works

The assignment worked very well, and the participants satisfaction score was above 97% on the prototype evaluation. As far I can see, I will have two possible direction to go. I can either start designing the final website or continue further research about the potential customer of the website.

If it was a real scenario and I was working for a real organization, the satisfaction score may have been different and lower. In such a situation, organization wealth and time will be at risk. In such a situation, designing final website may leads to negative reviews and feedback. The website interface is designed for laptops and desktops only but mobile accounts approximately half of the world web traffic.

So, in my future work I would like to increase the scope of research I would like to redesign interactive paper prototypes and increase the number of participants for testing. Continuously iterating over the paper prototype and digital prototype I will measure the increase in the satisfaction score. And then will continue working on final design. As well as I will be working on website design for mobile devices.

Conclusion

Wrapping up, this assignment gave me an opportunity to dive into a complete process of ecommerce website designing and usability testing. It had improved my existing skill as well as new skills were developed. For the assignment, an online clothing website user interface is designed, and usability evaluation is done. User centered Design methodology was used. All the four stages understanding user, establishing requirements, prototyping design and design evaluation were done through the process. A paper prototype and digital prototype of the website were created and tested. The test result depicts that the website is clean, efficient and easily learnable. Thus, a user-centric, clean website interface was designed.

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