

# IMY 320: Group Design C

## Overview

For each submission, the group will be provided with a short problem statement (a quote from the owner) that needs to be resolved based on a particular law of UX design covered in class.

The group is required to conduct three (in total) short user experience research on an existing website (UEQ shortened questionnaire), take note of any criteria that scored relatively low/high, and use this to formulate a set of design guidelines. This will also help you establish common feature trends or existing practices used within the industry. From this research create a solution to the given problem statement. The final design should be user experience sound, supported by the group's findings, cover the given topic and satisfy the client's needs.

In your final upload remember to upload:

- UX report (3 in total)
- A document that explains how the final design is supported, and how it supports the principle and satisfies the client's need.
- The final components required.

## Problem statement

Topic: Peak-End Rule

Client statement:

"The stock information can become quite extensive... and workers have to make quality assurance and general information checks before the product should be logged onto the system.

This list of checks is currently present on our system as a form and our workers need to fill this in as they make the checks. I was told this process can be improved with some 'User Experience' design? Oh! For the data they are checking... we are using the Google merchant product data specification as the guideline of what information we need on the system.

Currently, we are only using 10 of those fields, but assumptions can be made that it will increase over time. The items data we are logging are ID, Title, Descriptor, Link, Image, Availability, Availability date, Price, Brand.

ALSO!

I spoke to some potential customers, and they keep telling me that the websites they use to buy their products are really 'boring', I don't know what that means but maybe you know what to do with that information?"

## Components needed

- Revised versions of previous submissions
- Admin panel for adding products
- The checkout process for users
- Any reminding pages to “complete” the website