

NELSON MANDELA

UNIVERSITY

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School of Information Technology

IT Professional Practice (ITPP100)

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ITPP100 Assignment 4 Medium- Fidelity Prototype

Group name:
The Troubleshooters

App Name:
Aktiv

Compiled by

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Date: 2/10/2021

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Description of app and functionality

We have been chosen to design a sportswear website named Aktiv, that allows customers to easily shop online for activewear and accessories. This consists of sports accessories and different types of clothing for all genders and age that can be worn during active sports or while at gym.

Customers can choose what clothing and accessories they want to purchase. Aktiv's website can track the amount of stock left at the store. If an item is out of stock, it will clearly show that the product is out of stock.

There is a shopping cart that a customer can use to track what items they want to purchase, when clicked it will bring them to a separate page that displays the total amount due with all added items listed. Customers can log in or sign up for an account. This will allow their list of favourite items or shopping cart to be saved even when logged off.

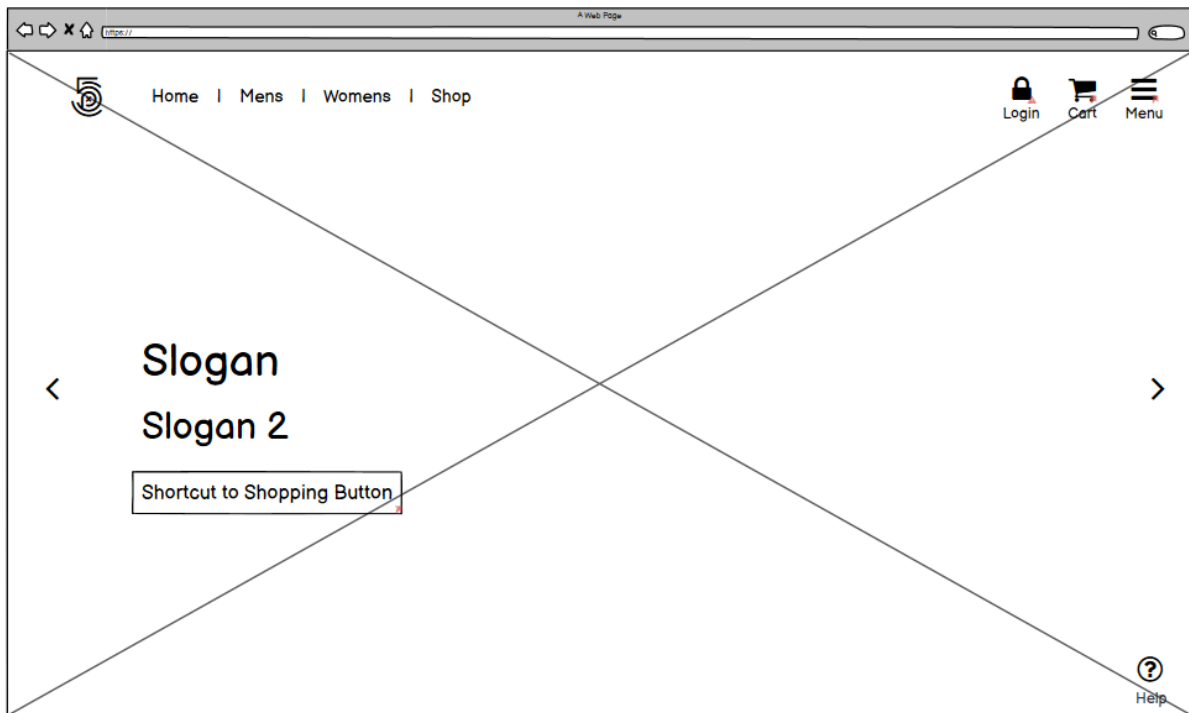
The customer has the option to pick up their purchased items themselves or have them delivered to their address. If the customer requires delivery of their purchased items, an appropriate delivery fee will be charged.

Aktiv's website offers different methods of payment that a customer may choose from. At checkout the customer will be charged the price listed in the shopping cart and any additional delivery costs. If the payment is denied or the customer has insufficient funds, a message will be displayed to notify the user that their payment has failed. When the payment is successful a confirmation is sent to the customer. If the order is being delivered, a notification (email/SMS) will be sent to the customer when their order has arrived.

Design Guidelines

Medium Fidelity Prototypes - Brief description of each screen presented.

1. Home Screen

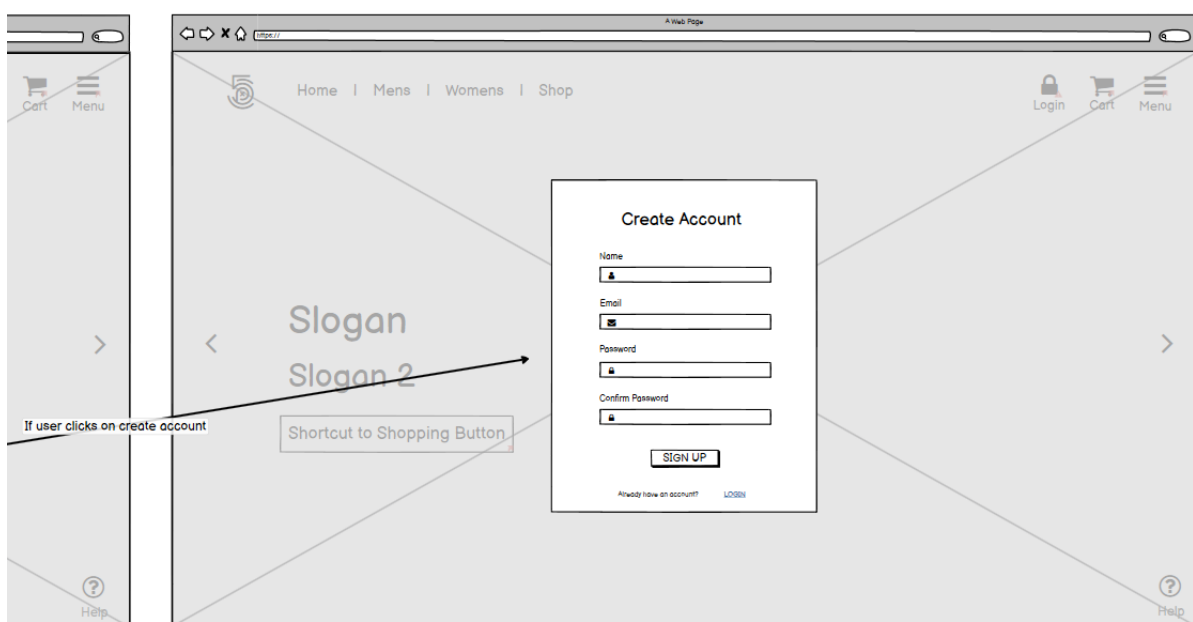
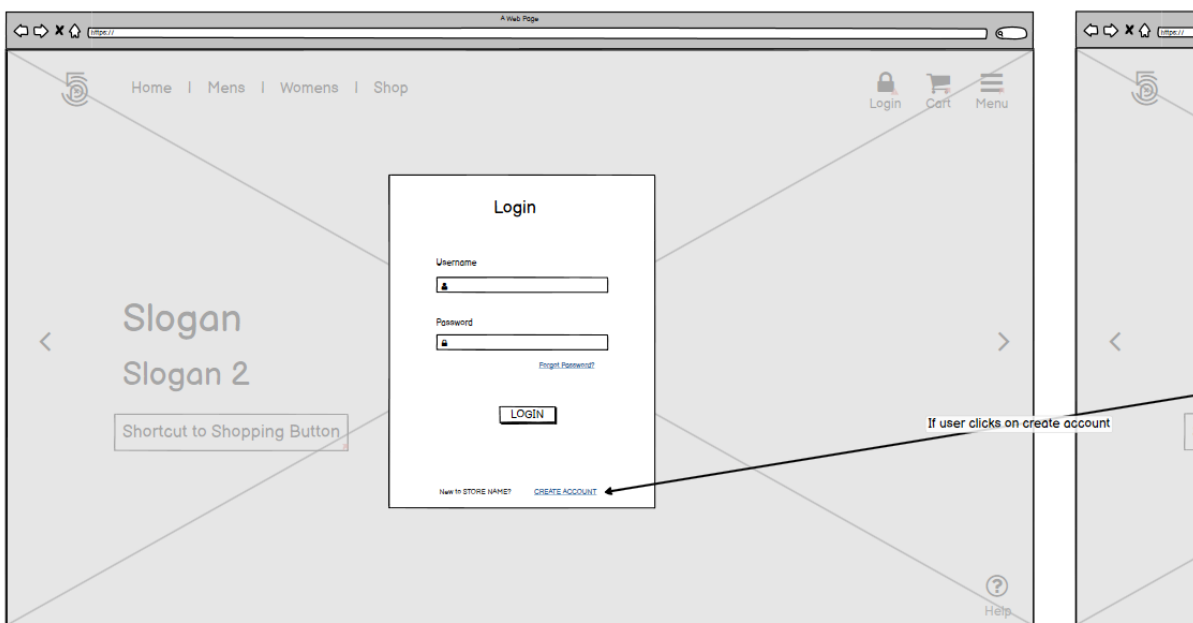
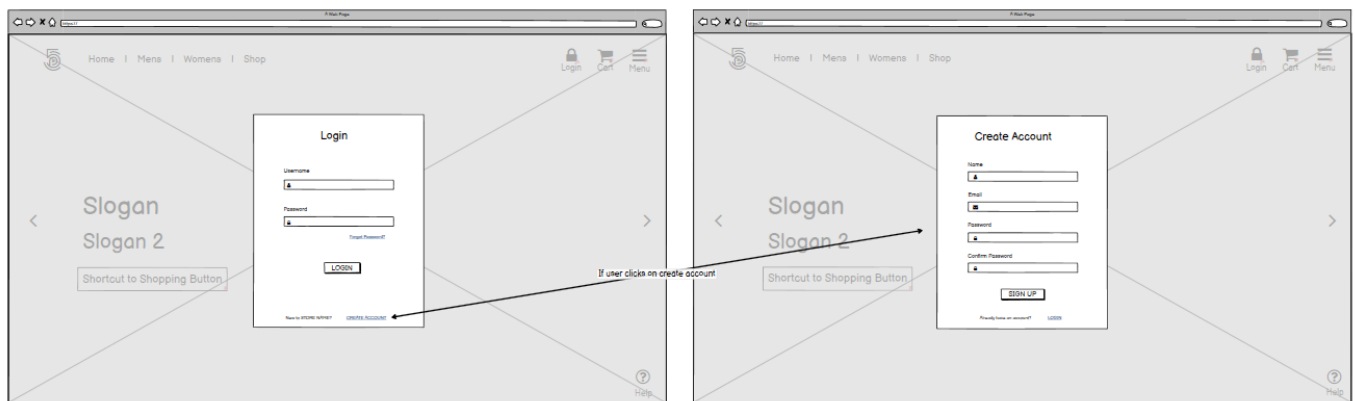


On the home page the client is presented with a slide show that shows the business slogan and links to shop their products. One can go between slides to look at each slide. In the bottom right corner, there is a help button for the customer to click on if in need for help or assistance. On the top right there is three buttons, each with its own symbol and title. By clicking on the login button, it will allow the user to login or if they do not already have an account there will be an option for them to create a new account.

The next button is the shopping cart button which will take the user to the shopping cart where all the items will be listed that they have added to their cart. This will also show the user the quantity and price of each product.

The last button is the menu button which will have a drop-down list when clicked on. This will have options from which the user can choose from. On the top left side corner there is a link bar with four different categories to take the user to where he or she would like to go.

2. Login / Sign-up page



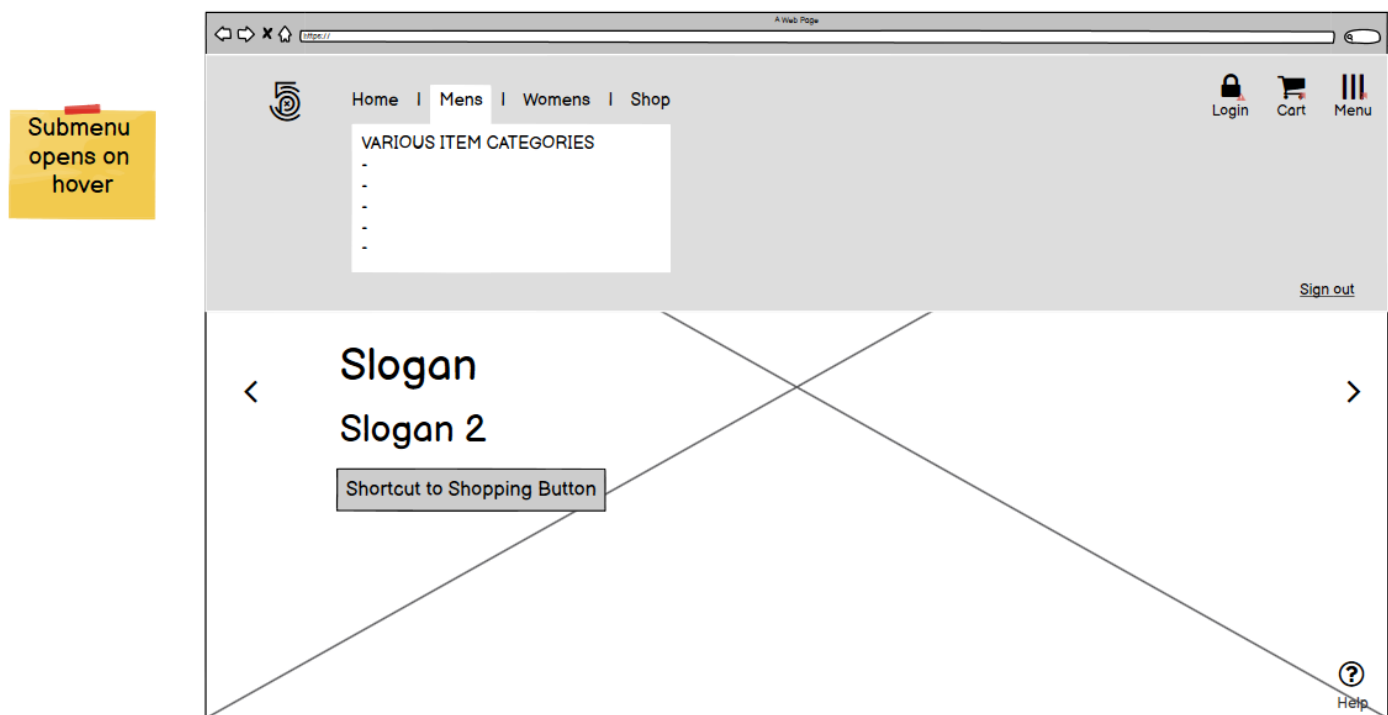
When the user has clicked on the login button on the top right hand side ,a page will appear allowing the user to log in to an existing account,(there is also an option for the user to change their password if forgotten by clicking on the “Forgot Password?” link), if the user does not have an account they are given the option to create an account by clicking on the “Create Account” link under the login button. This will take the user to the sign-up page where the user can easily create an account.

3. Checkout Page

The screenshot displays a web page titled "A Web Page" with the URL "https://sports-store.co.za". The page features a navigation bar with links for "Home", "Mens", "Womens", and "Shop". A user profile section shows "NAME" and options for "Login" and "Menu". A progress bar indicates the current step is "SHIPPING", with "PAYMENT" and "ORDER REVIEW" following. The main content area is divided into a "Shopping Cart" section and an "ORDER SUMMARY" section. The "Shopping Cart" section lists two items with their names, descriptions, quantities, and prices. The "ORDER SUMMARY" section shows the Subtotal, Shipping, and Total amounts. A "CHECKOUT NOW" button is located at the bottom of the "ORDER SUMMARY" section.

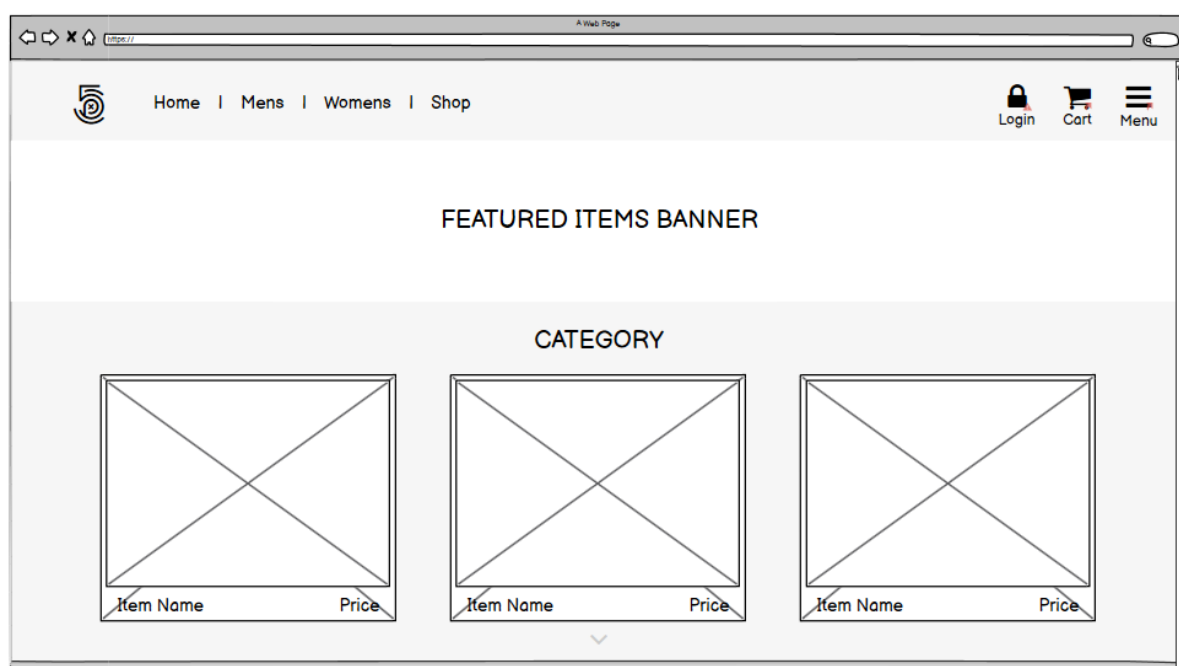
In this page the user can add or remove items from their cart. On the top the user can choose to return to shopping by clicking on the “Continue Shopping” link, to return to their shopping cart by clicking on the “Shopping Cart” link or to view their wish list by clicking on the “Your Wishlist” link. There is also a progress bar to show the user how many steps are left to completing their order. Next to your shopping cart list there is an order summary that will give the user the subtotal of the items, the shipping costs, and the grand total. The user can then click on the “Checkout now” button to continue to the next step which will be the payment screen.

4. Menu Open Page



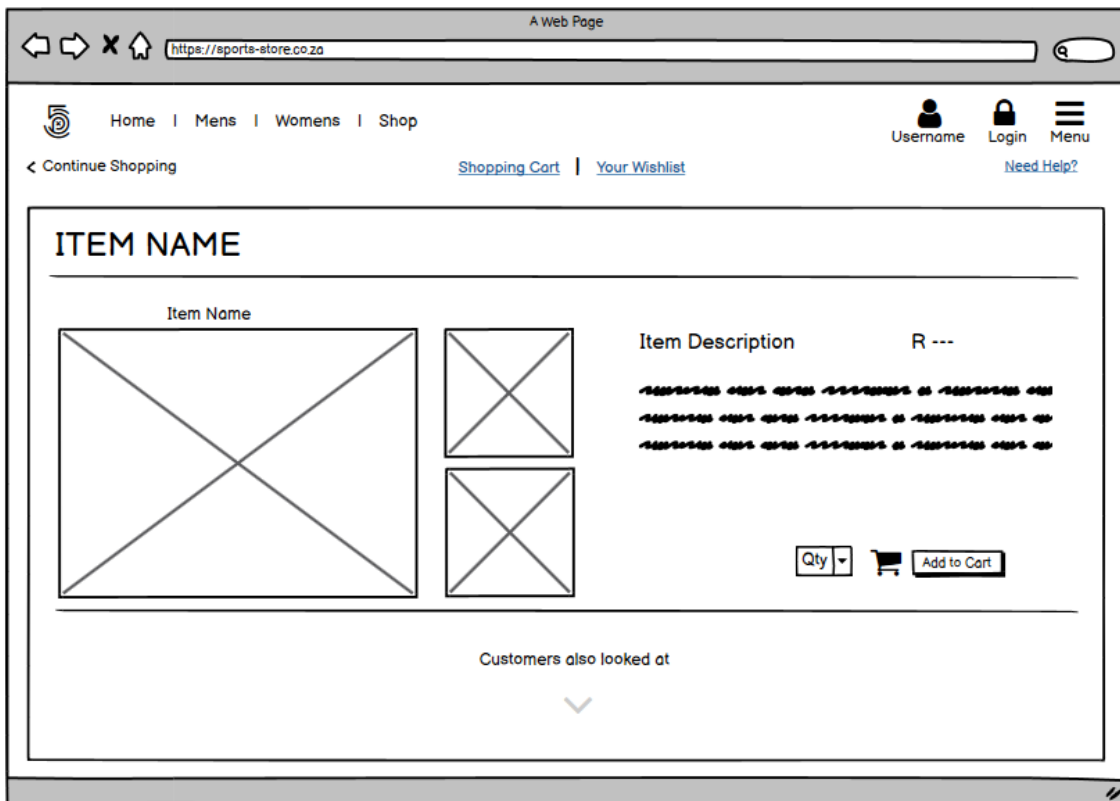
When the user hovers over one of the menu categories with the mouse pointer, a drop-down list will appear giving the user more options to choose from. This submenu holds titles of subcategories based on each item category.

5. Shop Page



When the user has clicked on the shop link, from the link bar at the top of the page, it will take the user to a page featuring items as well as links to each category with pictures to make it easier for the user to understand what is being sold under each category.

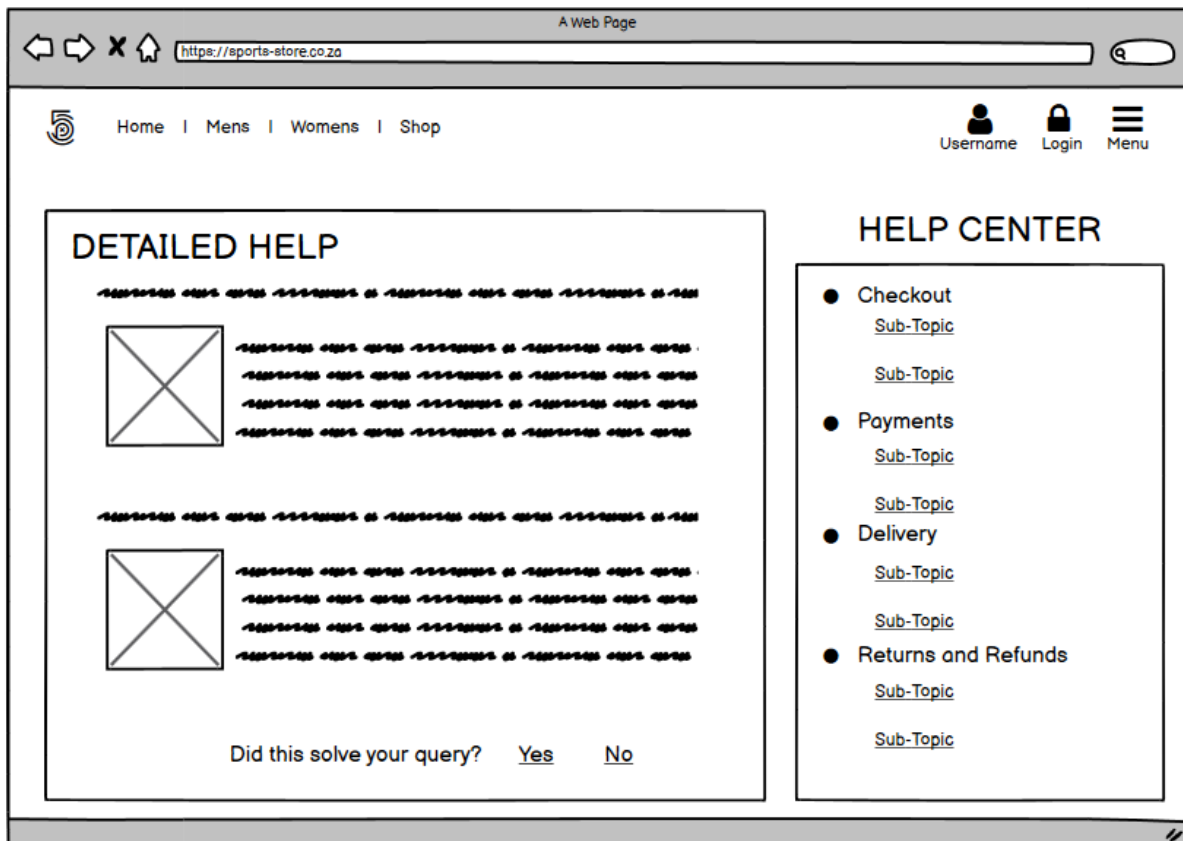
6. Item Page



When the user has clicked on an item, a page will open to the item description. This will give more information on the item selected. This information will be a description of the product, colours that the product is available in, size chart, the different sizes the product is available in.

The page also displays more pictures of the product. The user can then choose the number of products he or she wants added to their basket and once they have clicked the “Add to Cart” button the number of items will be added to the cart and the user will be notified when the item is successfully added. If there was a problem adding the item to the cart the user will be notified about the problem with a possible solution.

7. Help Page



When the user has clicked on the help button a page will appear which will give the user a detailed help description in explaining common issues or frequently asked questions. The user also has the option to select a category in which he or she needs help in. When the user clicks on one of the subtopics the website will take the user to a page where help/assistance on that certain topic will be given.

The 10 Heuristics Implemented

1. Design for the users and their tasks:

Used on all pages: The website is user-centered and task-oriented. It is designed to allow the user to find their desired products and make purchases efficiently and easily by using the tools provided.

2. Maintain Consistency:

Used on all pages: The website maintains consistency by having a static bar at the top of the website, allowing all pages to have the bar in common so users can easily use it for

navigation or other operations such as logging in. Each page also states what it is used for so users can easily identify where they are on the website.

3. Use simple and natural dialog:

Used on all pages: Simple language has been used to let the user know what is happening on the page and what must be done on the page, or where to find what they are looking for.

4. Reduce unnecessary mental effort by the user:

Used on item page, checkout page and login/sign-up page: A frequent task on the website will be adding items to cart and purchasing them. This is simplified by allowing the user to add products to the cart in one click. Checkout is also as easy as clicking one button. The user will also only need to log in once, they will not be required to remember their login information and login again to use another page. All their information will also only be asked for once during sign-up then saved so they will not be required to add the information again, such as their address for example. Instead of having to search through the entire website manually, a user can easily use the search function to instantly find exactly what they are looking for.

5. Providing adequate feedback:

Used mostly on home page, checkout page, item page and login/sign-up page: If logged in, it will be displayed that the user is logged in. Successful login or sign up will also be displayed by a popup. When a product has been added to cart there will be a message popup to indicate it has been added. Upon checkout the user will be notified whether the purchase was successful or not. There is also a progress bar present on the checkout page so that the user knows how far along they are with the process of buying their products.

6. Provide adequate navigation mechanisms:

Used on all pages: There is a menu and icons to enable easy navigation to whatever page the user wants to go to, in one click. There is also a dedicated homepage button in the form of the logo to allow easy return to homepage from any other page. The help page is also easily accessible from any page on the website. There is also a search bar making it easy for the user to find what they are looking for.

7. Let the user take charge:

Used on item page, checkout page: The goal of the user is to buy a product. And the website makes it extremely simple for them to complete this task. The user presses the add to cart

button, and then proceeds to checkout where they can decide on the quantity of items, remove items, or add more items by continuing with the shopping. The user can also easily find whatever they are looking for by using the search bar.

8. Present information clearly:

Used on all pages: The theme and layout of menus are consistent across all the web pages. Boxes are used to indicate groups of options in the menus as well as the menu bar itself. Boxes are also used to contain and differentiate between the different products on the shopping page. The different sections of the checkout page, for example the products and the summary are also grouped together making it easier for the user to understand what is happening.

9. Offer assistance:

Used on all pages: The entire website is very self-explanatory; however, help is only one click away. In addition, login, cart, and menu have icons indicating what they are for making it easy for the user to know what they do. The checkout page is also self-explanatory by using drop downs for quantity, so the user knows to edit the quantity by using the drop-down menu. The “x” next to the items on the checkout page also tells the user that the item will be removed, or in the case of the login/sign-up popup, it tells the user that the prompt will be exited.

10. Reduce errors:

Used on item page and login/sign up page: If the user does not have enough money to complete the transaction an error will inform them as such. Using drop down menus for the quantity will also stop the user from entering the quantity in the wrong format. There will also be guidelines for passwords that should be followed and a check for the format of the card details upon checkout. If the password requirements are not met or an invalid card is entered, an error will be displayed, as well as for duplicate email addresses, so that the user can easily understand what the problem is and easily fix it.

Gestalt Principles Implemented

Principal 1: Figure- Ground

The Home screen displays the figure-ground principle, for example the slogan and text are placed to the left side of the screen on top of the background image which allows the contrasting-coloured text to stand out.

Principal 2: Similarity

The Checkout screen displays similarity, for example the item name, description and quantity labels are grouped together with the product image to represent its connection as one product.

The Login screen displays similarity, for example the text boxes are all shaped identical to represent all the spaces where text is required and distinguish the different sections for each label.

Principal 3: Proximity

The Login screen displays proximity, for example where the user can login or sign up, the label such as username or password is at closer proximity with its accompanied text box. Each grouped label and textbox are then separated by a larger gap to ensure the user clearly sees that it is different information that needs to be filled in under each section.

The Shop screen displays proximity, for example the product image and text are grouped close together to represent their connection as one product on the users shopping list. Each product is then sectioned off by a larger gap to clearly represent separate products.

Principal 4: Common Region

The Checkout screen displays common region as the 'Shopping Cart' and 'Order Summary' are separated by borders to highlight different grouped information.

The Shop screen display common region as each of the product details and price are separated by a line to highlight different items on the shopping list.

All the screens display common region at the top of the screen bar labelled 'Home', 'Men's', 'Woman's' and 'Shop' are separated by a line to highlight their separation as different groups.

Principal 5: Focal Point

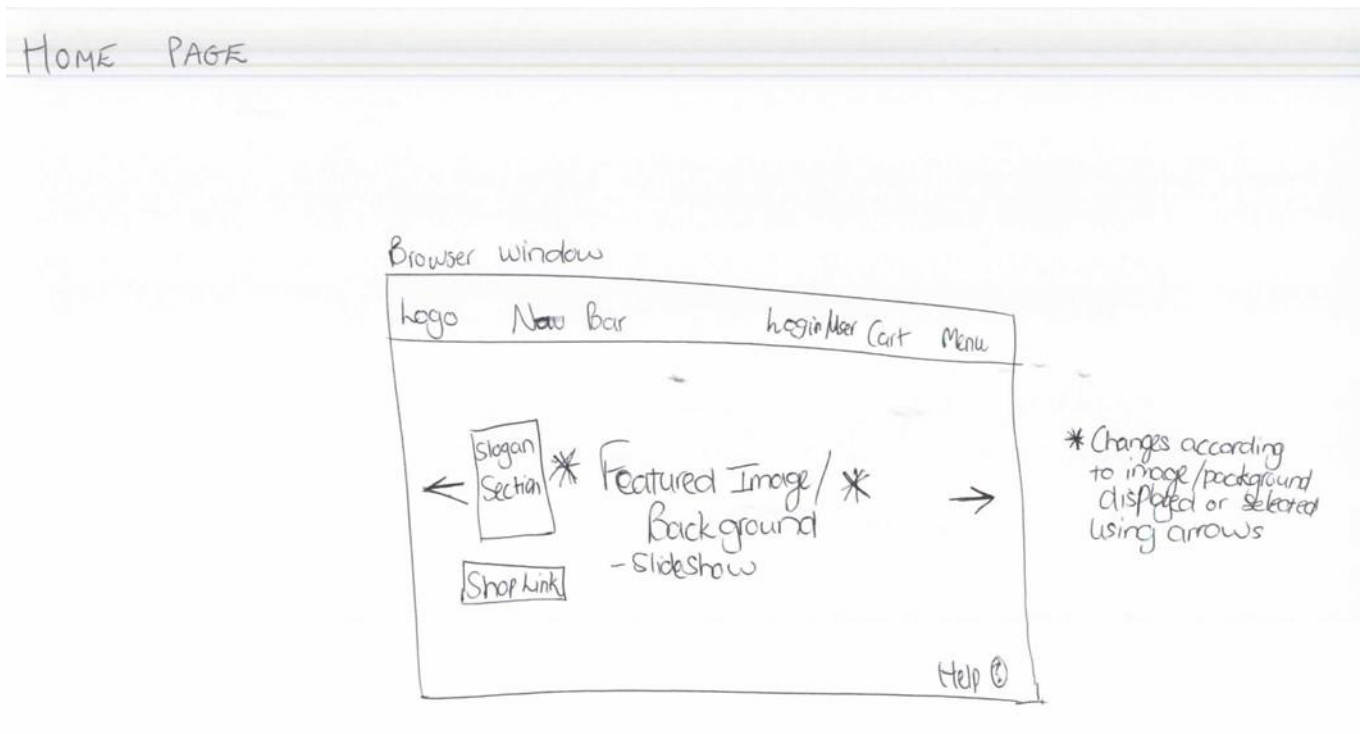
The Home Page displays a focal point, for example the contrasting text colour of the slogan on top of the background image brings the eye to the centre of the page and to the button below that attracts the user to the quick short cut 'Shop Now' button that allows the user to start browsing their products.

The Menu Open displays a focal point, for example the various item categories are highlighted along with its corresponding category such as 'Men's'. The screen is then half

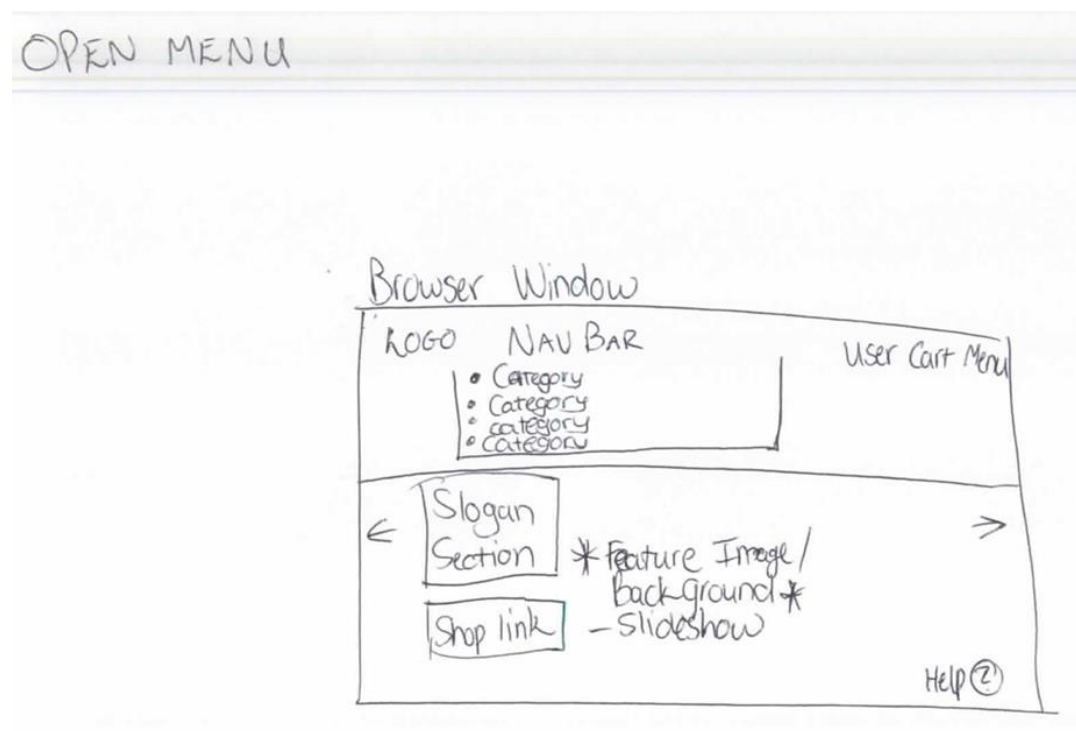
shaded out in a contrasting colour to the block that contains the drop-down categories to create a focal point on the various item categories that can be clearly selected.

Low Fidelity Prototypes

1. Home Page



2. Open Menu



3. Login Page

LOGIN PAGE

* Must be an overlay to whatever is displayed and blur background

login (if existing user)

login

Username

Password

Reset Password

* Create new account *

Register (Create new account)

Create account

Username/Name

Email address

Password

Confirm Password

* Link to login page *

4. Shop

SHOP

LOGO NAV BAR
USER CART MENU

* Featured item sideshow *

CATEGORY

IMAGE

NAME PRICE

CATEGORY

IMAGE

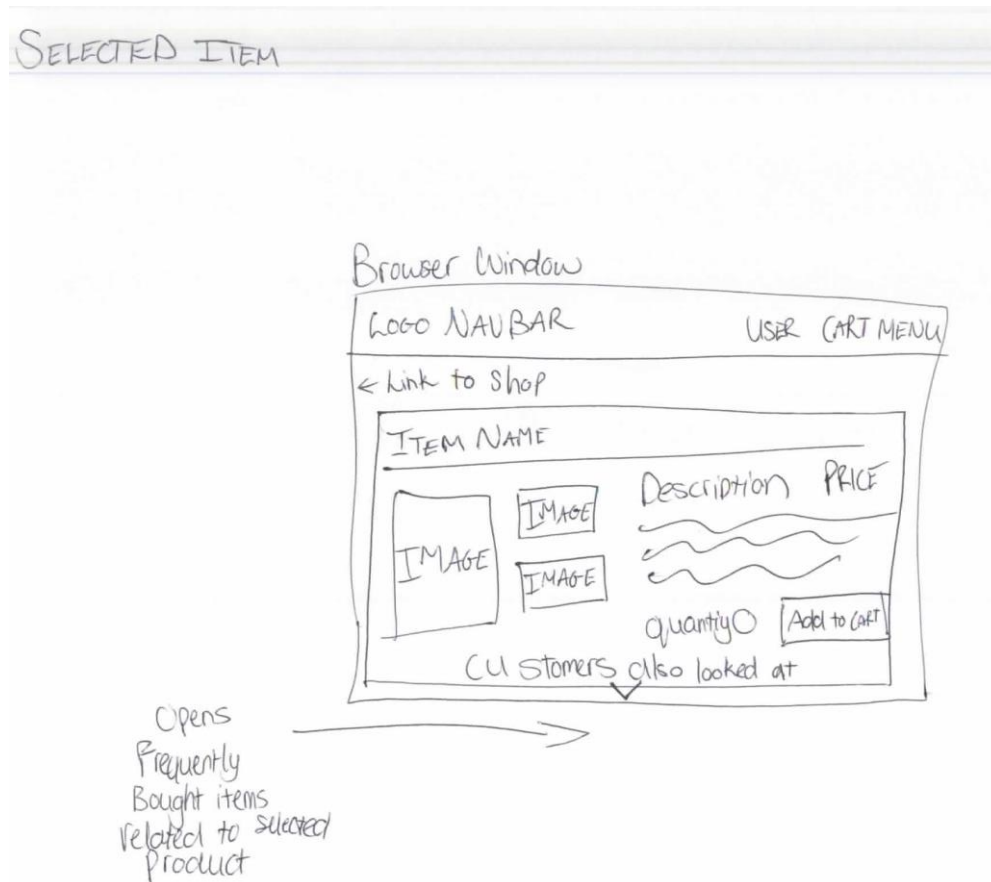
NAME PRICE

CATEGORY

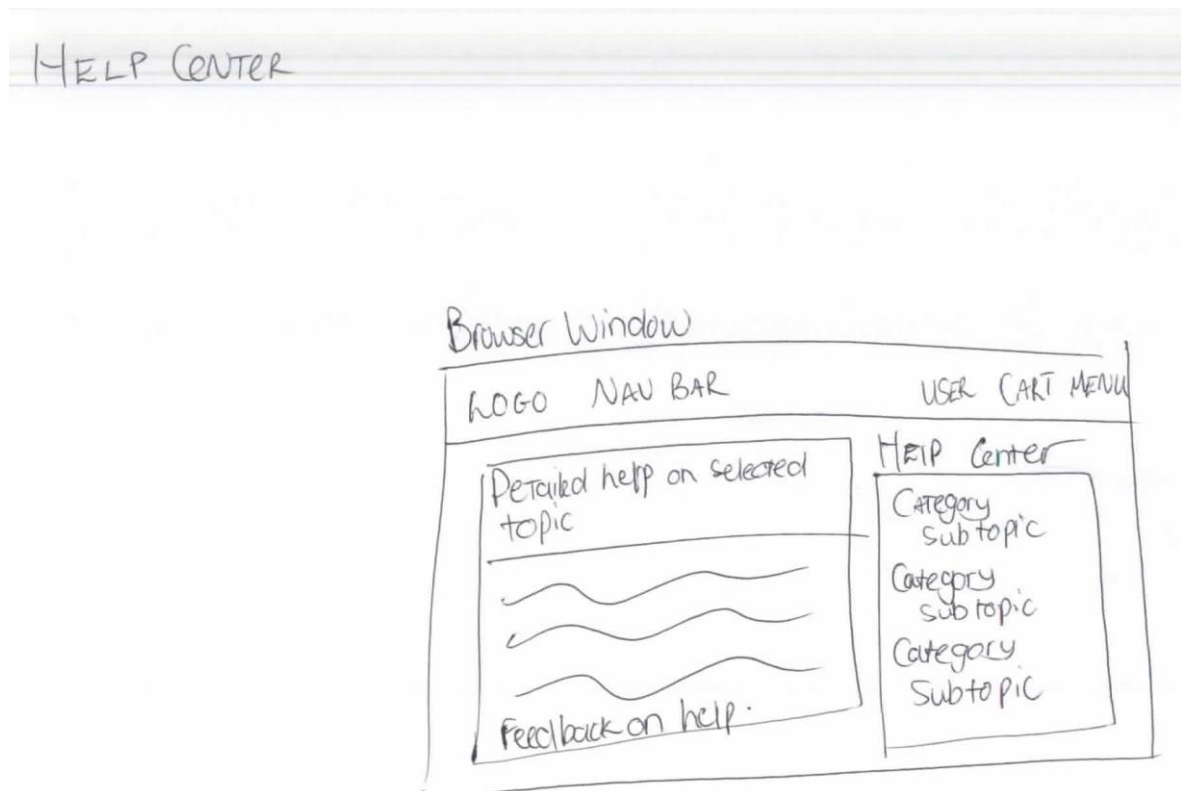
IMAGE

NAME PRICE

5. Selected Item



6. Help Page



7. Checkout Page

