

Project Brief

Project title	Development of prototype for an eCommerce solution
Module Name	UI Frameworks
Course Name	Postgraduate Certificate in Software Engineering
Project Start date	
Project Submission Date	

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1. Purpose of this Project

This Project is used for Summative Assessment of students in the Module 'UI Frameworks' of the Course 'Postgraduate Diploma in Software Engineering'. This Project considers the skills required to plan, design, and develop a prototype for an eCommerce solution with greater user experience.

2. Project Pre-requisites

You should have completed the following activities before

- Viewed and understood all the e-content related to the module
- Completed all the MCQ tests related to the module
- Completed all the Assignment / Lab Exercises of the module

You should have access to the Project Brief, Project Report template and Project Presentation template and should understand how to use the templates

You have access to the Project Technical Environment

You should understand the number of milestones and what are the milestones to be presented for each of the Tutoring Session

To implement the project, you will need a Windows 10 laptop with 8 GB RAM or equivalent.

3. Project Outcomes & Deliverables

You should perform all the tasks in the Project Task List and prepare the following during the project:

- Implement the project on the project technical environment and prepare a high-fidelity prototype which can be demonstrated
- Prepare a Project Report as per pre-defined template
- Prepare a Project Presentation as per pre-defined template

4. Project Definition

You currently work as a UI/UX Designer for Brightica design agency, where you design client-centric products. As part of the role, your manager Mr. Andrew assigned the project to develop a product with enhanced user experience for Boutiqa. Boutiqa is a marketplace for sellers to promote their products and for consumers to purchase with ease. The company wants to have a consumer-centric application with an enhanced user experience.

You are required to demonstrate your capabilities in the following areas:

- Create persona by identifying the demographics and characteristics of the use group
- Develop high-fidelity prototype using Axure
- Facilitate the usability testing to collect user feedback and measure UX metrics
- Revise the prototypes by analysing the user feedback to improve the user experience

The scope of the project in this module is to design and develop the prototype and facilitate usability testing.

The overview of the project is as below

There are 3 types of users

1. Sellers
2. Consumers
3. Administrator

Sellers should be able to perform following functions in the portal

1. Register in the portal
2. Update their Profile after logging in
3. Promote their products

Consumers should be able to perform following functions in the portal

1. Register in the portal
2. Update their Profile after logging in
3. Search products
4. Choose products to view the details

Administrator should be able to perform following functions in the portal

1. Administer user data.
2. Send bulk email invite to potential clients to register

Create prototype including Home Page using Axure

1. Home Page
2. Registration Page
 - a. Registration Confirmation Page
 - b. Registration Confirmation Email
3. Login Page
 - a. Forgot Password Page
 - b. Reset Password Page
4. Update Profile Page
5. Product Search Page
6. Product Detail Page

5. Project Tasks List

You should perform the following tasks as part of the Project:

1. Task 1 (A1, K1)

1. Briefly explain techniques and methods for gathering and analysing user feedback.
2. Find at least 2 websites which are similar to the given scenario, visit and use them and record your experiences.
3. Include it as part of **Project Report**

2. Task 2 (A2, K2)

1. Discuss, study and analyse the user experience based on the observations done in Task 1.
2. Study the experience for 2 to 3 scenarios
3. Include it as part of **Project Report**

3. Task 3 (A3)

1. Identify the performance levels and gaps between user experience in the study & desired user experience.
2. Measure the level of user engagement & stickiness with the product.
3. Document it as part of **Project Report**

4. Task 4 (A4)

1. Develop & document 3 metrics to measure the user experience.
2. Document it as part of **Project Presentation**

5. Task 5 (K3, K4)

1. Create the steps in User Interaction process for various scenario.
2. Create a flow chart for user interaction.
3. Document it as part of **Project Report**.

6. Task 6 (A5)

1. In the Websites study's get the general user response from one other user.
2. Document the general user response to the product as part of **Project Report**.

7. Task 7 (A6)

1. Create a Prototype for the proposed system
2. Get the user response and classify them to various types.
3. Screen capture the prototype and include it as part of **Project Presentation**.

8. Task 8 (A7)

1. Demonstrate and let the users give feedback on prototype and document them
2. Make suggestions to improve the user experience and implement them in the prototype
3. Include it as part of **Project Report**.

9. Task 9 (K5, K6, A8)

1. Create 3 Usability tests and execute the usability tests with a user
2. Get the users use the modified prototype
3. Gather feedback and measure its technical viability and effectiveness
4. Include it as part of **Project Report**

6. Project Milestones

You should present the milestones in every mentoring Session and seek the Mentor's feedback and review, Incorporate the feedback in your project.

1. Record the research experience
 - Review other websites and record the experience
 - Identify the performance gap
2. Evaluate the prototype
 - Develop an initial version of prototype
 - Facilitate the usability test
 - Record the test result and user feedback
3. Refine prototype
 - Analyze the test results and user feedback
 - Revise prototype with justifications

7. Project Evidence & Outcomes

You must submit the following evidence

- A working prototype.
- Project Report & Project Presentation which comprises of the following evidence

Evidence checklist	Summary of evidence required by student which must be incorporated in the Project Report or Presentation	Evidence presented	Performance Statement / Underpinning
Task 1	Provide a brief writeup on analyzing & gathering user feedback, Gather feedback from user.	Project Report	A1, K1
Task 2	Study the user experience	Project Report	A2, K2
Task 3	Identify the performance level & gaps between user experience & desired user experience along with level of user engagement	Project Report	A3
Task 4	Develop & document 3 UX metrics	Project Presentation	A4
Task 5	Create the steps in User Interaction Process along with the flow chart	Project Report	K3, K 4
Task 6	Get the user response with proper documentation	Project Report	A5
Task 7	Create Prototype of the proposed system with at least 5 screens, screen capture	Project Presentation	A6
Task 8	Gather feedback for the prototypes and document, make suggestions for improvement	Project Report	A7
Task 9	Create 3 usability tests and test them with users	Project Report	K5, K6, A8

8. Project Guidelines

You should follow the below guidelines while implementing the Project:

- Implement the project in the technical environment specified in the Project brief
- Follow the format specified for Project Report and Project Presentation
- The project report and presentation should be submitted at least 2 days before the date of Summative Assessment
- Present the Milestones in every mentoring Session and seek the Mentor's feedback and review, Incorporate the feedback in your project.
- Attach all project evidence for each milestone as part of your Project report

9. Project Assumptions

You can make following assumptions while implementing the project:

- This project is not for commercial use and hence not covered all the features of eCommerce portal.

10. Project Technical Environment

The student should perform the project in the following environment

- Axure RP

11. Sample Questions for Assessor

1. Explain user feedback gathering techniques
2. Explain the performance gaps identified during the study
3. Explain the reason for choosing the metrics
4. Explain the principles used to analyse the user feedback
5. Justify the reason for making changes
6. Explain the user flow
7. Demo the developed prototype
8. How does it give feedback to the users?