# Project Report

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| **Product Name** | Advanced Certificate in Web Development |
| **Qualification Name (ITSF)** | NICF-Advanced Certificate in Infocomm Technology (Software & Applications) |
| **Product Name** | NICF-UI Frameworks |
| **Module Name (ITSF)** | NICF-UI Frameworks |

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| --- | --- | --- | --- |
| **Student name** | | **Assessor name** | |
| Umar Bin Kasan | |  | |
| **Date issued** | **Completion date** | | **Submitted on** |
|  |  | |  |
|  | | | |
| **Project title** | **Development of prototype for an ecommerce solution** | | |

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| --- |
| **Learner Declaration** |
| I certify that the work submitted for this assignment is my own and research sources are fully acknowledged.  Student signature: Date: 12/01/2023 |

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# Project Background

Boutiqa is a boutique florist shop that specialised in premium and creative designs. Focusing on a variety of colour combinations and the right Art style to suit the various events/ occasions the client may have.

The goal of Boutiqa app is to streamline the online order process to encourage existing a new prospective client to view the new designs developed by Boutiqa.

## Project Objective

1. Create a register page in the portal
2. User able to update profile after logging in
3. Promote their products

## Tools & platform

## Axure RP tool

## Word

## Microsoft Excel

## Google Chrome

## Business Process & Solution Architecture

1. Landing page
2. Registration
3. Log in
4. Forget password
5. Update Profile
6. Search

## Wireframe :

Landing Page

Specification table:- Note no/Name/Note details

Flow Chart for the solution Architecture

# Task 1 (A1, K1)

## Task Statement:

1. Briefly explain techniques and methods for gathering and analysing user feedback.

Qualitative-Interview /Observation and Quantitative Research- Google survey /Questionnaire

Evidence needs to be there to justify your work.

Copy the interview questions created in assignment-1 (1 sample with 1 persona)

|  |  |  |
| --- | --- | --- |
| No | Questions | Answers |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

//add persona details (table)

1. Find at least 2 websites which are like ecommerce website and visit and use them and record your experiences.

Solution:

2 websites:- 1.

# Task 2 (A2, K2)

## Task Statement:

1. Discuss, study and analyze the user experience based on the observations done in Task 1.
2. Study the experience for 2 to 3 scenarios

Solution: (Pls describe it with screen captures)

## Scenario 1

Linkdln :-

Xing :-

# Task 3 (A3)

## Task Statement:

1. Identify the performance levels and gaps between user experience in the study & desired user experience.
2. Document it as part of Project Report

Solution:

Amazon

|  |  |  |  |
| --- | --- | --- | --- |
| Scenario | Expected Completion Time | Actual completion Time | Performance Gap (Actual- Expected) |
| Registration | 30 s | 35 | 35-30=5 |
| Log in | 15 | 10 | -5 |

Shopee

|  |  |  |  |
| --- | --- | --- | --- |
| Scenario | Expected Completion Time | Actual completion Time | Performance Gap (Actual- Expected) |
| Registration | 30 s | 35 | 35-30=5 |
| Log in | 15 | 10 | -5 |

# Task 4 (A4)

## Task Statement

1. Develop & document 3 metrics to measure the user experience.
2. TSR
3. TOT
4. UER
5. NPS
6. CSAT

Solution

# Task 5 (K3, K4)

## Task Statement

1. Create the steps in User Interaction process for various scenario.
2. Create a flow chart for user interaction.

Solution

Scenario Name- Registration

1. Steps to complete that scenario
2. Draw flowchart for each scenario

# Task 6 (A5)

## Task Statement:

1. In the Websites study’s get the general user response from one other user.

Solution

LinkedIn

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Scenarios | TOT | TSR | UER | Feedback |
| Registration | 110 s | 1-SUCCESS | 0 |  |
| Log in |  |  |  |  |
| Search |  |  |  |  |

You may come up with few general questions regarding the overall experience and can record it here

# Task 7 (A6)

Task Statement

1. Create a Prototype for the proposed system, with at least 5 screens
2. Get the user response and classify them to various types. <- this is optional as it is the same as task 9>
3. Screen capture the prototype and include it as part of Project Presentation

Solution

Start from home page-

1. Prototype name-
2. Screen capture of it
3. Specification table: - Note No/Name/Interactions/ Note description

# Task 8 (A7)

Task Statement

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

Solution

# Task 9 (K5, K6, A8)

Task Statement

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

Solution:

# Appendix A: Detail UX Testing Report

# Appendix B: References