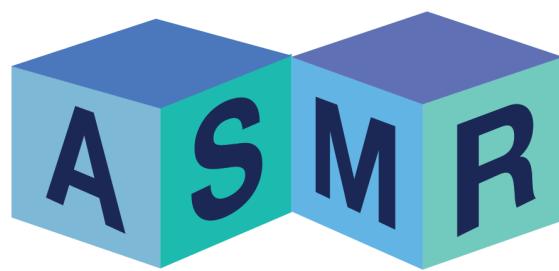


ASMR Store



ASMR Team

Team Members

Allan Ng: Overseer and Writer
Mohak Padukone: Artist
James Schrupp: Programmer

Table of Content

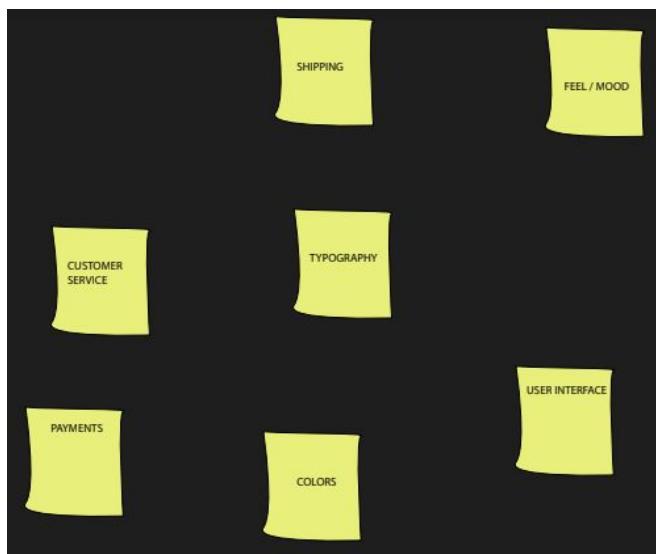
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Week 4 Deliverables

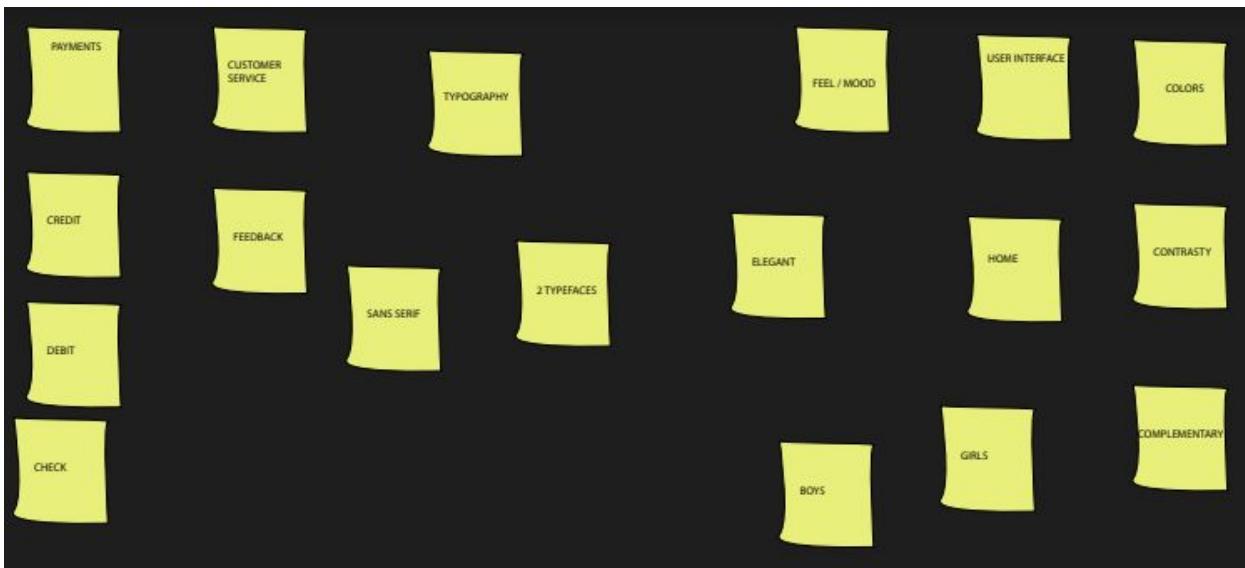
Work Plan: Creating the Base idea of the team project.

Week #4 Work Plan				
Deliverables	Member Tasks	Due Dates	On time?	Notes
X: Brainstorming Ideas for the website we are making. Y: Create Mind map Z: Create Affinity Diagram	Schrupp: Brainstorming, mind map, affinity diagram	9/21/2018	yes	
	Allan Ng: Brainstorming, mind map, affinity diagram	9/21/2018	yes	
	Mohak: Brainstorming, mind map, affinity diagram	9/21/2018	yes	

Affinity Diagram 1



Affinity Diagram 2



Affinity Diagram 3



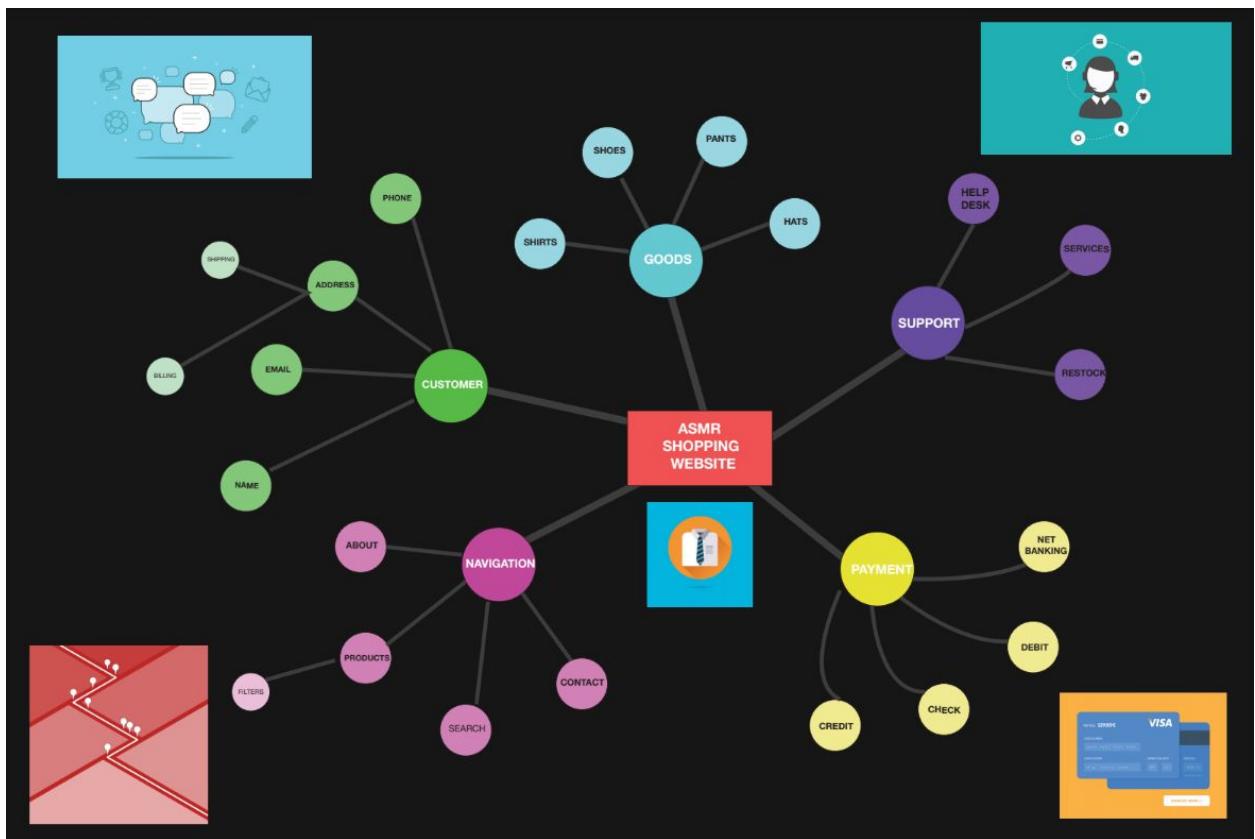
Affinity Diagram 4



Affinity Diagram 5



Mind Map



Week 5 Deliverables

Work Plan: Create our TPD Template, make interview questions, analysis of our shop.

Week #5 Work Plan				
Deliverables	Member Tasks	Due Dates	On time?	Notes
X: TPD Style Template Y: Interviews Z: Context Analysis	Schrupp: Create our TPD Template, Come up with questions to ask in the interviews, Analysis	9/28/2018	yes	
	Allan Ng: Create our TPD Template, Come up with questions to ask in the interviews, Analysis	9/28/2018	yes	
	Mohak: Create our TPD Template, Come up with questions to ask in the interviews, Analysis	9/28/2018	yes	

Title || TPD Style Starter Template

Heading 1 || General Attributes

Choose your body (normal) text for optimal legibility and readability. Like all elements on the page (title, headings 1-3, bulleted/numbered items,etc.) it has a specific font face (Calibri, in this case), size (11 points), indentation (.25"), and line spacing (1.08 lines, 8 pts. after paragraph).

Heading 2

Choose your body (normal) text for optimal legibility and readability. Like all elements on the page (title, headings 1-3, bulleted/numbered items,etc.) it has a specific font face (Calibri, in this case), size (11 points), indentation (.25"), and line spacing (1.08 lines, 8 pts. after paragraph).

Heading 3

The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog. The quick brown fox jumps over the lazy dog.

Bulleted list:

- Item 1 – this is an item in the list, and just in case it's 2+ lines long, the lines will use a hanging indent to wrap tidily.
 - Sub-item 1 – this sub-item is indented one level more to the right and has an unfilled circle bullet image.
- Item 2 – Each paragraph in the list has 10pt space after paragraph
- Item 3 – ...
- Item 4 – ...

Numbered list:

1. Item 1 – this is an item in the list, and just in case it's 2+ lines long, the lines will use a hanging indent to wrap tidily.
 - a. Sub-item 1 – this sub-item is indented one level more to the right and has a lowercase letter instead of number.
2. Item 2 – Each item in the list has 10pt space after paragraph.
3. Item 3 – ...
4. Item 4 – ...

Page Layout: Size, Margins, White Space, Orientation

Choose your page size (Letter), margins (1), white (blank) space(1.15 spacing), and orientation(Portrait) for optimal readability.

Footer

Arial 11px

Context Inquiry

User Interview Report #1 User's name: Evan Zelig Description: Photography Major in RIT	
Question	Answer
1.How often do you make purchases online?	1. Once or twice every 2 weeks
2.Do you prefer to buy things online or in person? why?	2. Depends on what it is. Expensive things over \$100 in person. Everything under online is fine.
3.What would make online shopping more appealing to you?	3. Shipping, cost of shipping.
4.Would you be interested in listening to the sound of ASMR materials online before choosing to purchase it?	4. Not really, never thought about it.
5.How often do you check your shopping cart throughout your shopping process online?	5. Only at the end most of the time.
6.Would it be more convenient if you could view your shopping cart without having to change the page?	6. Yes, checking it without having to change pages would help with slow internet.
7.How important is providing or viewing feedback of purchased products?	7. Pretty important, especially electronics or something more expensive.
Conclusions	
<ol style="list-style-type: none">1. Cares about the quality of products especially expensive ones.2. Shipping heavily influences whether he buys in an online shop.3. A one click shopping cart feature would help with loading times, especially while on the phone without great internet speeds.	

<p>User Interview Report #2</p> <p>User's name: Matt Oelbaum</p> <p>Description: Game Design Student, listens to ASMR every once in a while</p>	
Question	Answer
1.How often do you make purchases online?	1. Once or twice a month
2.Do you prefer to buy things online or in person? why?	2. In person, likes to see the product so he knows what he's getting.
3.What would make online shopping more appealing to you?	3. Wants to fully see item, maybe even real pictures.
4.Would you be interested in listening to the sound of ASMR materials online before choosing to purchase it?	4. Yes, being able to hear would help visualize the product and seems interesting.
5.How often do you check your shopping cart throughout your shopping process online?	5. Every time he adds something to his cart.
6.Would it be more convenient if you could view your shopping cart without having to change the page?	6. Yes, seemed shocked that every site doesn't have it that way.
7.How important is providing or viewing feedback of purchased products?	7. Very important to see other people's feedback of purchased products.
Conclusions	
<ol style="list-style-type: none"> 1. What's a full visual of the product to ensure understand of what is being bought 2. Interested in the idea of being able to listen to materials before purchase. 3. Very excited by the idea of being able to quickly check his cart while shopping 4. Wants to be able to see other people's reviews of a product before purchasing 	

User Interview Report #3
User's name: Ryan
Description: Student at RIT

Question	Answer
1.How often do you make purchases online?	1. Lot of times. Depending on the product, I mostly shop online.
2.Have you bought clothing online?	2. A couple of times.
3.What are the things you look for while shopping online?	3. I am mostly looking for variety and good options to choose from.
4.Do you prefer shopping online or in person, and why?	4. I prefer in person for clothing as it gives me a physical feel of the product
5.What are the things that have frustrated you while shopping for clothing online?	5. Size charts are very confusing. Every company has a different sizing standard and it's annoying to spend time checking.
6.What things would you prefer to be in an ideal online store for clothing and would encourage you to buy online?	6. Proper size charts with details about the item. A realistic image of how the products look. Often times the products are bit off and different than as portrayed.
Conclusions	
	<ol style="list-style-type: none"> 1. The details about the product or clothing item are of great importance. 2. As the customers lack the option of the physical feel of the product, the online store must make up for the lack of it. 3. Using a more universal size chart would help the users a lot.

User Interview Report #4
User's name: Jenny Jones
Description: Art Major at RIT

Question	Answer
1.How often do you make purchases online?	1. Few times a month, less during school year
2.Do you prefer to buy things online or in person? why?	2. Online, easier to shop online than visit several stores in person
3.What would make online shopping more appealing to you?	3. More dedicated shopping sites, instead of searching through several sections of misc. sections.
4.Would you be interested in listening to the sound of ASMR materials online before choosing to purchase it?	4. Yes, but doesn't know how it would change what she was buying.
5.How often do you check your shopping cart throughout your shopping process online?	5. Only at the very end.
6.Would it be more convenient if you could view your shopping cart without having to change the page?	6. Yes, only checks once because it is usually a hassle to check.
7.How important is providing or viewing feedback of purchased products?	7. Usually expects to be able to write a review of something she purchased
Conclusions	
	<ol style="list-style-type: none"> 1. Wants good organization and filters to quickly find what she's looking for. 2. Interested, but would not be convinced to buy materials based on sound. 3. Desires easier shopping cart access, not bothering to check due to hassle. 4. Is used to writing reviews for things she buys, and would expect it on sites.

Context Analysis

Company Motto - Online shoppers will enjoy our site because it is easy to navigate and provides features that aid in their shopping experience. One such feature is the, one click shopping cart view, that doesn't change the page, but shows what the user has in their cart, allowing them to see what they currently have and can make changes to it. Extensive details about products for accurate depiction, from product materials to textures.

Analysis goals - To figure out what to excel in and using data from our competitors to create a site that is easier to use and provides as much or more content than our competition. While still keeping a clean design.

External trends -

- Increase in ASMR video creators in the online market (ehh)
- Increased technological affinity in users (can understand better)
- Decrease in patience in users (Quicker feedback, like the cart)

Competitor Analysis			
	ASMR	Redbubble	Zazzle
What type of company?	Dedicated ASMR store catering to ASMR fans and ASMR creators.	Huge web store with ASMR as a small sub category on the site.	Huge web store with ASMR as a small sub category on the site.
What products or services are sold?	ASMR themed: clothing, microphones, headphones. ASMR materials.	ASMR themed: clothing, mugs, towels, bags, and wallpapers	ASMR themed: clothing, mugs, notebooks, cards, stickers, magnets
What are the company and marketing strategies employed?	Selling a few amount of logos displayed on range of clothing. But equally focusing on selling a variety of ASMR specialized equipment and materials for ASMR creators.	Selling a few amount of logos displayed on a wide variety of products, focusing on people showing off their love of ASMR	Selling a few amount of logos displayed on a wide variety of products, focusing on people showing off their love of ASMR
What makes the company unique?	Sells more than the basic ASMR fan items by including equipment and materials for potential ASMR creators.	Huge amount of unique logos, creating very personalized looks for people.	Huge variety of items for purchase, ranging from cups and shirts to drinking flasks and pencil holders.

Strengths/Weaknesses + Opportunities/Threats -

Strengths - Easy navigation, filters, one click shopping cart view, widely known product (ASMR), have a target audience (ASMR enthusiasts)	Weaknesses - Niche market, don't have capital to start strong	
	SWOT ANALYSIS: What would aid the growth of the company the most right now?	
Opportunities - Online shops have always been able to thrive with a lot of competition by providing something unique to the shoppers that can only be obtained from your shop. ASMR is a relatively new market and if we can bring something special it will solidify our hold in the market.	Threats - Already established shops lowering prices to compete and drive us out of the market.	

Company brand -

- ASMR Focus, catering to both those who enjoy listening, and ASMR creators looking for equipment and materials for their productions.
- Unique brandings/logos to identify us.

Company Interview Report
 Representative Name: Bobby Nash
 Description: 34, Male, Senior Representative

Question	Answer
1 What minimum functionality is required	1 Ability to search, select, and purchase various products that are available for purchase
2 Are the target audience the ASMR enthusiasts or regular fans as well?	2 The target audience should include both the enthusiasts and regular fans, but also creators as well.
3 What is the main category of product that you want to be displayed?	3 Branded Clothing items
4 Do you want the site to be more specialized or more broad in terms of the types of products available for sale	4 We want a good balance of both. There will be the general products that will be there almost always and then products that are more seasonal or design collaborations that would be more specialized.
5 How deep or wide should the product organization be in terms of searching.	5 A good balance of filters that allow a user to choose exactly what they want without being a hassle to navigate through.
6 What secondary features are expected to be available while shopping?	6 Visual display of products, user feedback on products purchased, direct search functionality.
7 What is the desired overall color theme and pattern for the site	7 Seasonal color scheme
Conclusions	
	<ol style="list-style-type: none"> 1. Designed to cater a wide range of potential users, unified by ASMR 2. Main focus of Clothing items with equipment and materials available secondary 3. Balanced organization and filtering to find what's desired without hassle 4. Include additional features to make site memorable, including user product feedback, product visual and potentially auditory previews, and improved site feedback while shopping.

Week 6 Deliverables

Work Plan: Create the project description and personas for our ASMR Online Shop Site.

Week #6 Work Plan				
Deliverables	Member Tasks	Due Dates	On time?	Notes
X: Project Description Y: Personas Z:	Schrupp: Create the project description and personas	10/3/2018	yes	
	Allan Ng: Create the project description and personas	10/3/2018	yes	
	Mohak: Create the project description and personas	10/3/2018	yes	

Project Description

Name: ASMR Team

What:

i. What category does product fit into?

E-commerce website.

ii. What will your product do

Provide ASMR themed products including clothing, microphones, Headphones etc. Most materials and equipments required for ASMR productions.

iii. What will the UI be that enables your product to do this?

A pleasing and user friendly website with features like one click shopping cart view that doesn't change page, easy navigation and detailed product description for a better buying experience.

Why the world needs it:

Being a relatively new and niche market, there are no specialised platforms

Providing ASMR themed products. With ever growing market of online shopping combining both concepts is a good opportunity.

Who will use it:

ASMR creators looking for equipment for their production as well as audiences who like listening to ASMR

When and where it fits in market:

Most large online stores provide a variety of products having ASMR as a small sub-sections. This product will compete with these stores or any other specialised stores in the market

How will it work:

Similar to other online shops, you can filter through the shop's products and make purchases on products that you are interested in. We have some added functions that allow the users more freedom, such as a one click shopping cart view, that doesn't change the page.

The collage consists of four separate screenshots arranged in a 2x2 grid:

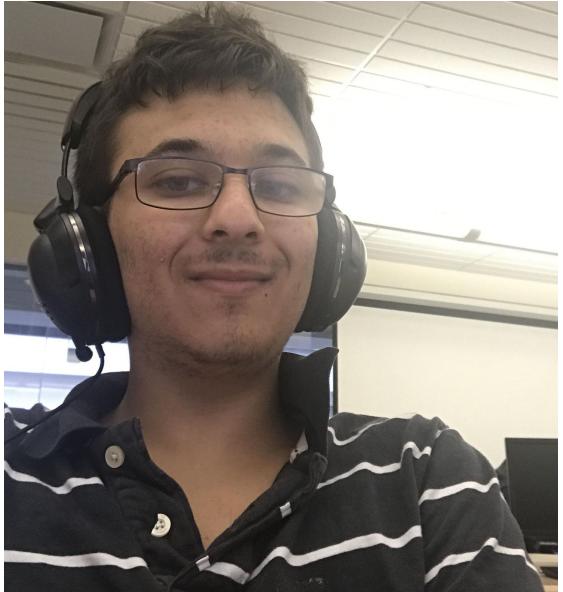
- Top Left:** A diagram titled "ONLiNE SHOPPiNG" showing a flow from a shopping cart icon (01) to a payment icon (02), and finally to a shopping bag icon (03).
- Top Right:** A screenshot of an "Electro" e-commerce website. It features a navigation bar with "Home", "Hot Deals", "Categories", "Laptops", "Smartphones", "Cameras", and "Accessories". Below the navigation are sections for "Laptop Collection", "Accessories Collection", and "Cameras Collection". A "NEW PRODUCTS" section displays three laptops, each with a "PRODUCT HIGHLIGHTS HERE" button. At the bottom, there's a "HOT DEAL THIS WEEK" banner featuring a laptop and headphones.
- Bottom Left:** A screenshot of a "Blogger Store" theme for Blogger. The header includes social media links and a search bar. The main content area shows a grid of product thumbnails (shoes, laptop, camera, phone) and a sidebar with a "Product Category" list.
- Bottom Right:** A screenshot of a Tattly temporary tattoo website. It features a main headline "ATTRACTED TO THIS MAGNET?", a photo of a person's neck with a magnet tattoo, and a "TATTS" section displaying various tattoo designs.

Personas

Primary persona

- ASMR fans looking to buy clothing or other items to show their enthusiasm

Primary Persona: Matt Oelbaum

Description: Age 20, GDD College Student	
Income: No current income, works summer jobs.	
Work: Technical camp: teaching software classes	
Skills: Technological literate, software design	
Career Goal: Game Designer or App Developer	
Personality: High energy, positive outlook on life	
Needs: Stressed from work, needs to relax	
ASMR Attitude: Listens to it to help him relax. Likes to express his fondness of it.	
Use for site: Purchase ASMR themed clothing to wear around during the day, or pair of headphones.	

Secondary persona

- ASMR Creators looking to buy equipment or materials to create content.

Secondary Persona: Gibi

Description: Age 23, ASMR Content Creator	
Income: Youtube, Twitch, various sponsors	
Work: Making ASMR videos for her subscribers on youtube and streaming	
Skills: Creating quality content for her viewers	
Career Goal: Entertain her viewers	
Webcam used: Logitech HD Pro Webcam C920	
Microphone used: Blue Yeti USB Microphone - Blackout	

Tertiary persona

- People who were introduced to ASMR and have a slight interest in ASMR. After going to our site and seeing reviews on products, they may be more inclined in buying some products for themselves.

Tertiary Persona: Burnie Burns

Description: Age 45, GDD College Student	
Income: High Salary Income	
Work: Chief Creative Officer	
Skills: Creative, multitasking, management	
Career Goal: Content Designer/Creator	
Personality: Always looking for the next project to start, social.	
Needs: Relaxation from high stress job	
ASMR Attitude: Listens to it to help him sleep. Talks about it, but doesn't wear it in public.	
Use for site: Review the items, but hesitant to purchase it.	

Week 7 Deliverables

Work Plan: Create use cases/scenarios and site map.

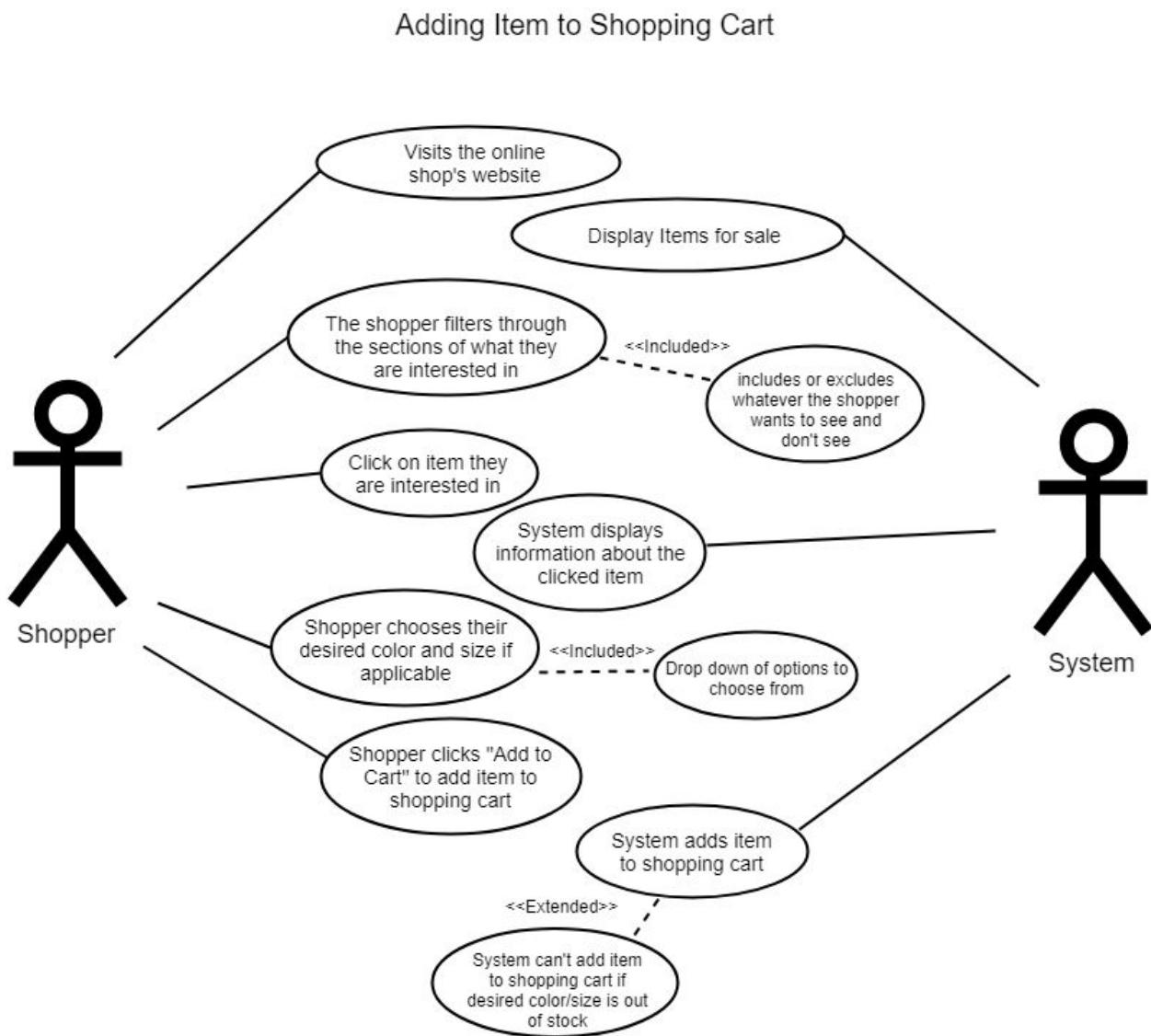
Week #7 Work Plan				
Deliverables	Member Tasks	Due Dates	On time?	Notes
X: Written use case, diagrams, scenarios Y: site map Z:	Schrupp: Written use case, diagrams, scenarios, site map	10/12/2018	Slightly late	
	Allan Ng: Written use case, diagrams, scenarios, site map	10/12/2018	Slightly late	
	Mohak: Written use case, diagrams, scenarios, site map	10/12/2018	Slightly late	

Use Case 1

Written

Use Case Name	Adding item to cart
Goal	Shopper adds an item that they want to purchase into the shopping cart
Description	Visit the online shopping site, shopper filters through items they are interested in adds the item into the shopping cart
Actors	Shopper, online shop's system
Precondition	none
Main success scenario	<ol style="list-style-type: none">1. Shopper visits the online shopping site2. Display items for sale3. They filter through the section they want to view (shirts, pants, accessories, mics, etc)4. Once they have an item they are interested in, click on the item5. The system displays information about the clicked item6. Choose their desired color and size if applicable7. Shopper clicks “Add to Cart” button to add the item to their shopping cart8. The system adds the item to the shopping cart
Inclusions	<ol style="list-style-type: none">3a. The system includes or excludes whatever the shopper wants to see and doesn't want to see6a. Drop down of options to choose from
Extensions	<ol style="list-style-type: none">8a. The system can't add the item to the shopping cart if the desired color/size is out of stock
Postcondition	Shopper adds desired item to their shopping cart

Diagram



Scenario

Scenario guideline

Who is the shopper?

Eric, a 32-year-old avid ASMR enthusiast.

What is the task the shopper is performing?

Finding an item they are interested in and adding it to their shopping cart.

Why is the user performing this task?

They want to put an item of interest inside their shopping cart to purchase later.

Where is the user performing this task?

On their computer in their bedroom.

When is the user performing this task?

6:10 PM on a Monday night.

How does the shopper perform the task?

They go to the online shop's website, filter through products and finds the one they want and add it to their shopping cart.

Scenario

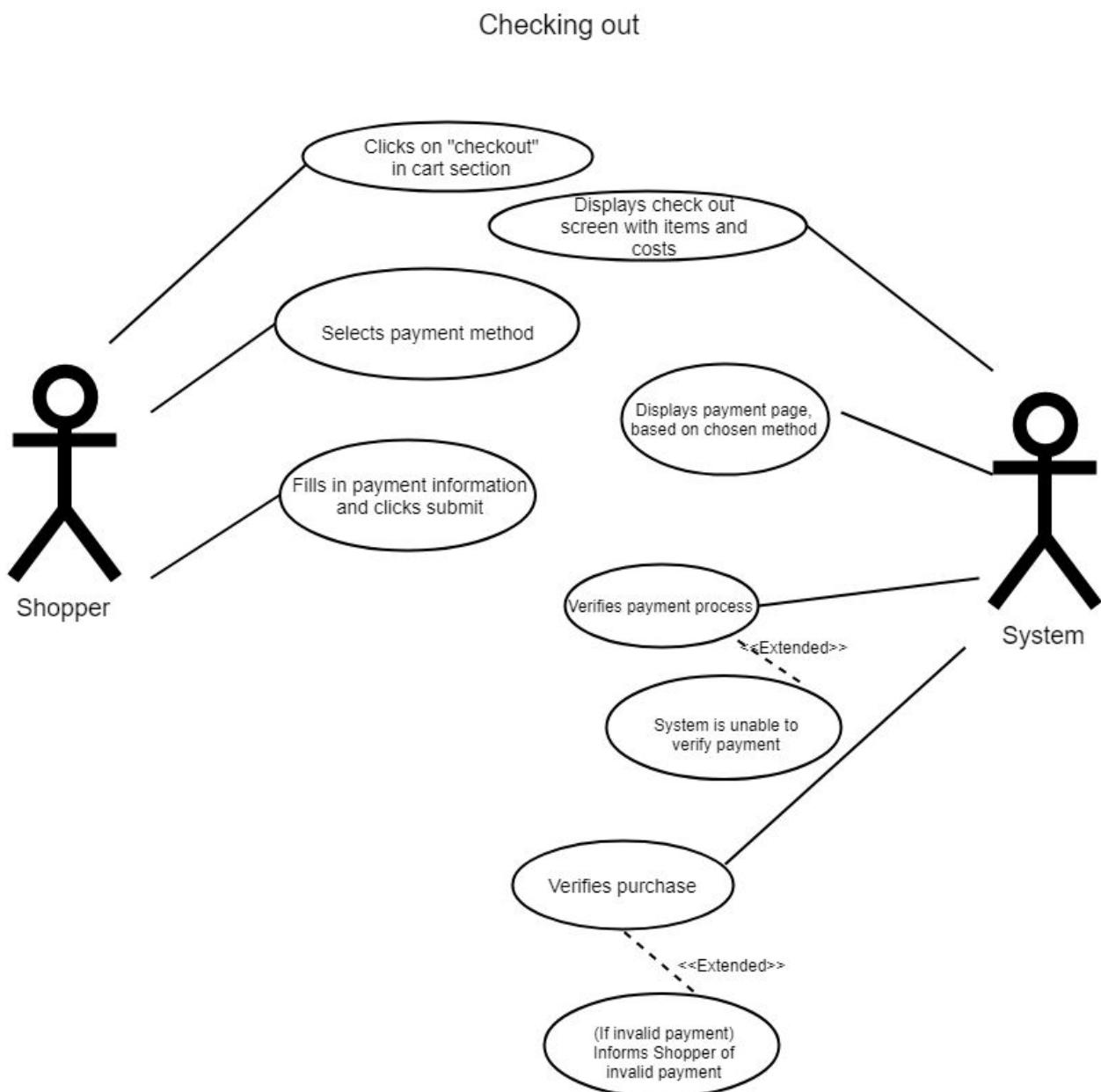
Eric, a 32-year-old avid ASMR enthusiast has just returned home after a long day at work. It is 6:10 PM on a tiring Monday night. He puts some food in the oven and in the meantime decides to shop for some clothes. Quickly heading to his bedroom to do some browsing, he comes across a new ASMR website and decides to give it a look. After filtering to only shirts, he eyes a shirt with a star design. Clicking on the image of the shirt, he is redirected to a more informative page of that shirt. He goes through the options and chooses the color black and size small. Making sure he has exactly what he wants, he clicks on the "Add to Cart" button and the system prompts him that the shirt has been added to his shopping cart. As his food isn't ready yet, he decides to keep looking at more products on this shop.

Use Case 2

Written

Use Case Name	Checking out
Goal	Shopper submits and pays for his order
Description	The process of checking out of the shop with the items in the shopper's cart
Actors	The shopper, online shop's system
Precondition	The shopper has put items into the cart
Main success scenario	<ol style="list-style-type: none">1. The shopper clicks "checkout" option in the cart section2. The system displays check out screen with item(s) and cost3. The shopper selects a payment method4. The system displays the payment page, based on the method chosen5. The shopper fills in payment information and clicks submit6. The system verifies the payment process7. The system informs Shopper of result
Inclusions	<ol style="list-style-type: none">6.a. The system verifies payment information as valid7.a. The system processes purchases and sends a receipt
Extensions	<ol style="list-style-type: none">6.b. System is unable to verify payment information8.b. System informs Shopper of invalid payment.
Postcondition	The shopper checks out and completes purchase

Diagram



Scenario

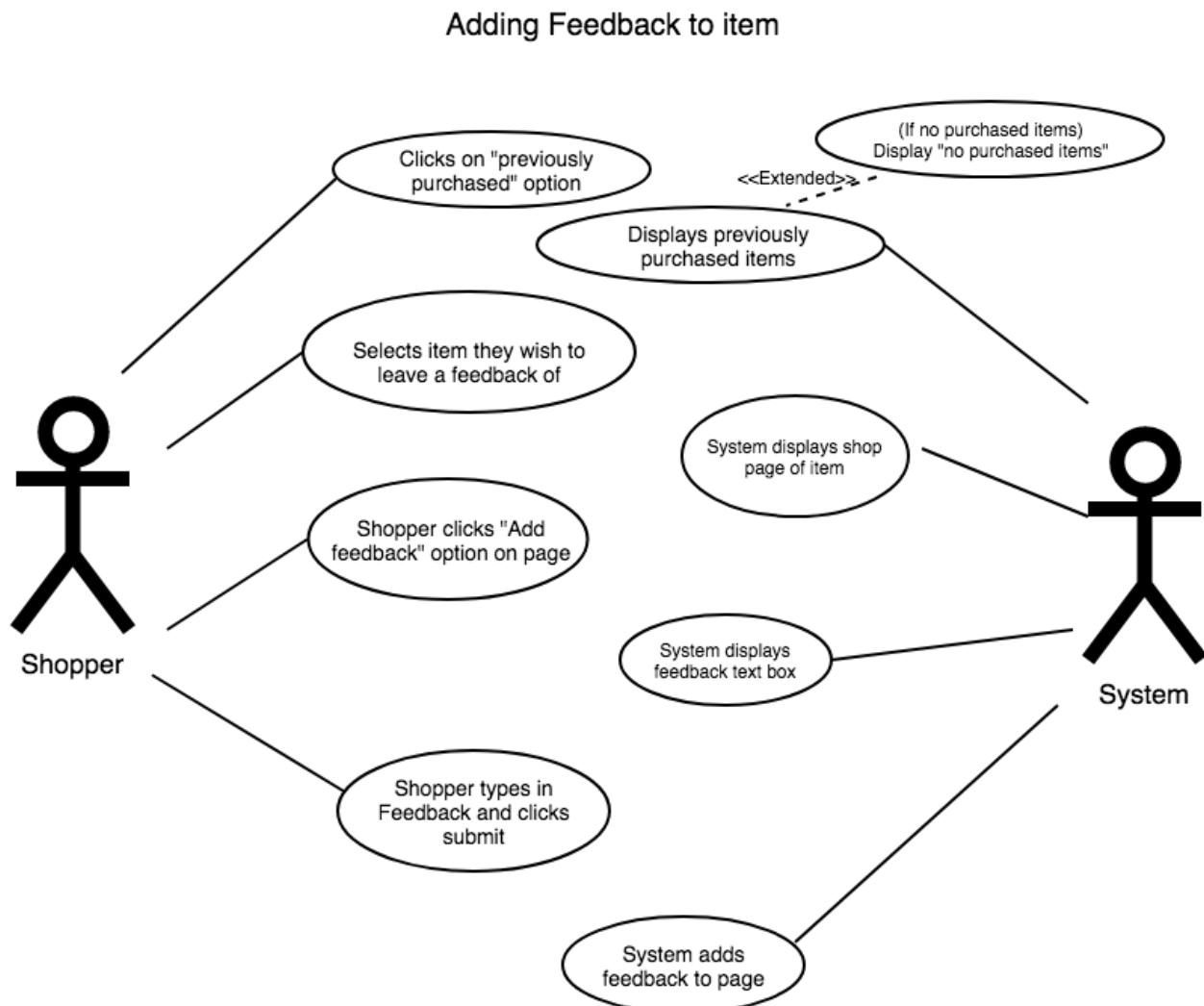
John, a 22-year-old man has just finished choosing his selection of new ASMR shirts he's looking forward to buying and that he's been browsing through since 5:00 pm this Sunday night. He scrolls down to the cart section and clicks check out, bringing him to the check out screen where he can see all the shirts he's chosen to buy as well as the cost of each item that comes out to a total of 55\$. He clicks on the payment method and wonders if the money is processed yet, still, he wants to try his debit card. He selects debit on the payment screen and once the debit card payment popup appears he types in the card information and clicks submit. An error pops up saying the payment was rejected by the card and asked him to choose another card or choose a different payment method. John's pay from his work hadn't finished process so he instead selected credit, entering his credit card information and selecting submit. This time a "payment complete" popped up as John was sent to the receipt page.

Use Case 3

Written

Use Case Name	Adding Feedback
Goal	The shopper leaves a review for an item they've purchased
Description	The shopper filters through items they previously purchased, select one, types in feedback, hits submit.
Actors	The shopper, online shop's system
Precondition	The shopper is logged into the system, has purchased an item before.
Main success scenario	<ol style="list-style-type: none">1. The shopper selects “purchased items” from the filter options2. The system displays a list of items previously purchased by the shopper.3. The shopper selects one of the items displayed.4. The system displays the shopping page of the item selected.5. The shopper clicks on “leave feedback” in the feedback section.6. The system displays feedback textbox on the page.7. The shopper types in feedback and clicks submit.8. The system adds feedback to page
Inclusions	2a. The system database shows items shopper has previously purchased
Extensions	2a. No previously purchased items are found for this shopper. “No purchased items found” displayed.
Postcondition	Feedback is displayed on the page

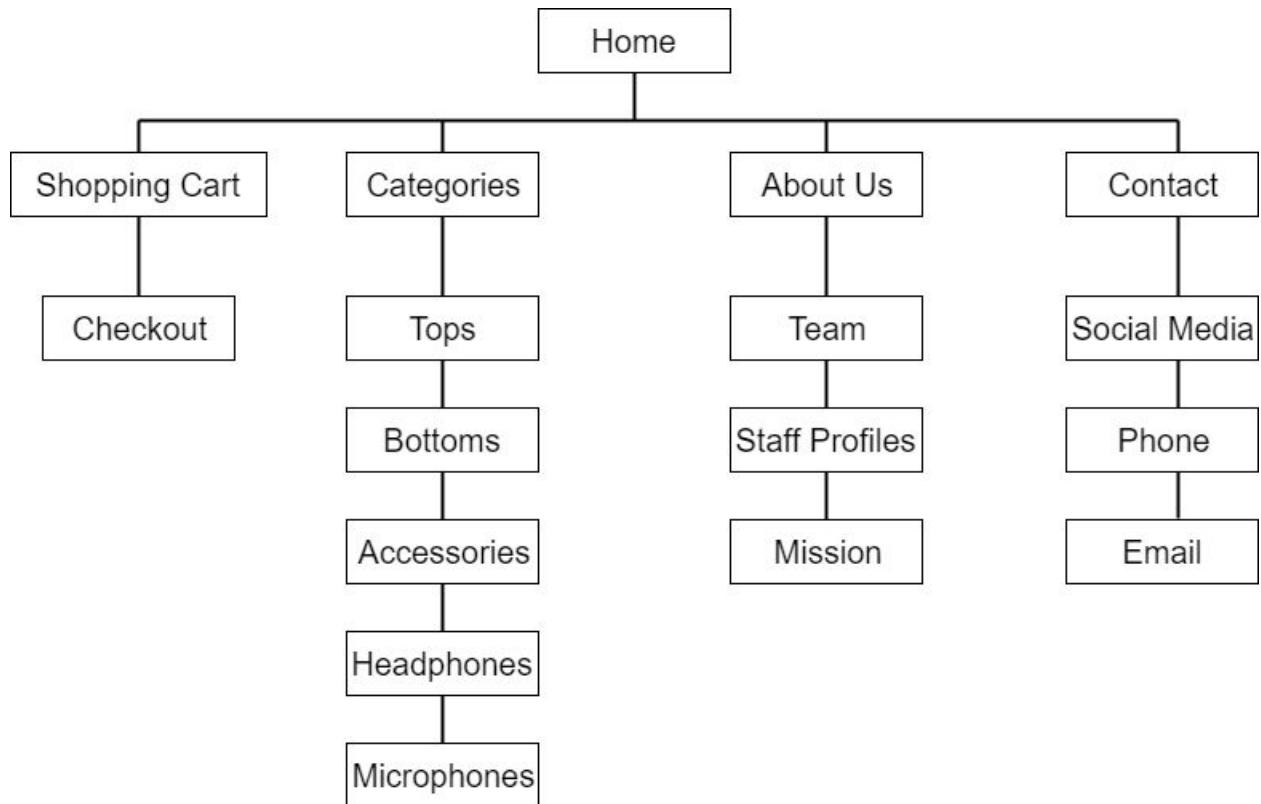
Diagram



Scenario

Alex, a 25-year-old man, and casual ASMR fan had been considering making his own youtube videos and thought that he could make some ASMR videos of his own. He went online and ordered an ASMR designed microphone to help him. Once it came, he was amazed by how good its recording quality for surround sound and precise recording capabilities, so he decided that he'd leave a positive feedback on the site for anyone else considering purchasing it. It was Saturday night so he wanted to do it before he went to bed and forgot about it. He logged into his account on the website and sorted by items he's purchased previously, before clicking on the microphone he bought the previous week. He noticed there were several comments already as he clicks on the "add feedback button" and as the text box appeared he began typing his positive review and clicking submit. The page flashed for a second before showing his feedback on the page with all the others. Content with leaving a helpful review, he went to bed.

Site Map



Site Map Annotation

Home: The home page of the online shop.

Shopping Cart: The shopping cart page.

Checkout: The checkout page with methods to pay for the selected products in the shopper's cart.

Categories: The types of products for sale on our site.

Tops: Page that displays shirts, sweaters, hoodies, and jackets.

Bottoms: Page that displays the shorts, pants, jeans and sweatpants.

Accessories: Page that displays hats, belts, earrings, necklaces, etc.

Headphones: Page that displays the headphones we sell.

Microphones: Page that displays the microphones we sell.

About Us: The page that gives information about the creators of the site.

Team: Talks about what the team is and how it was made.

Staff Profiles: Individual profiles of the creators of the site.

Mission: Talks about what the site is about and the goal of the site.

Contact: The page with all the contact information.

Social Media: This page displays the types of social media we have for this site.

Phone: Shows our phone number for a way to contact us.

Email: This page prompts you to send us an email.

Week 8 Deliverables

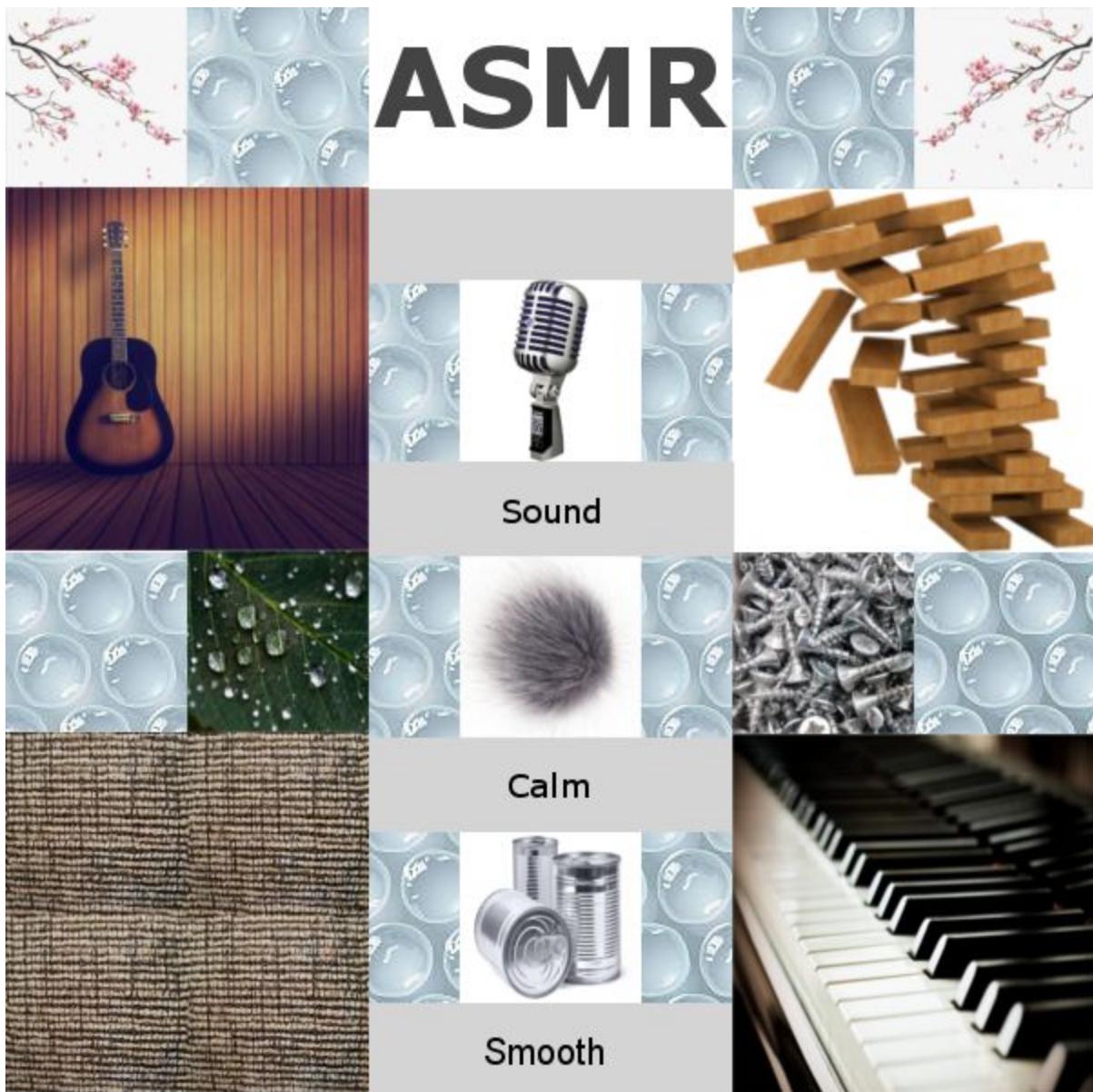
Work Plan: Create a Word List and each person makes individual Moodboards.

Week #8 Work Plan				
Deliverables	Member Tasks	Due Dates	On time?	Notes
X: Word Lists Y: Moodboard Z:	Schrupp: Word Lists, Moodboard	10/17/2018	On Time	
	Allan Ng: Word Lists, Moodboard	10/17/2018	On Time	
	Mohak: Word Lists, Moodboard	10/17/2018	On Time	

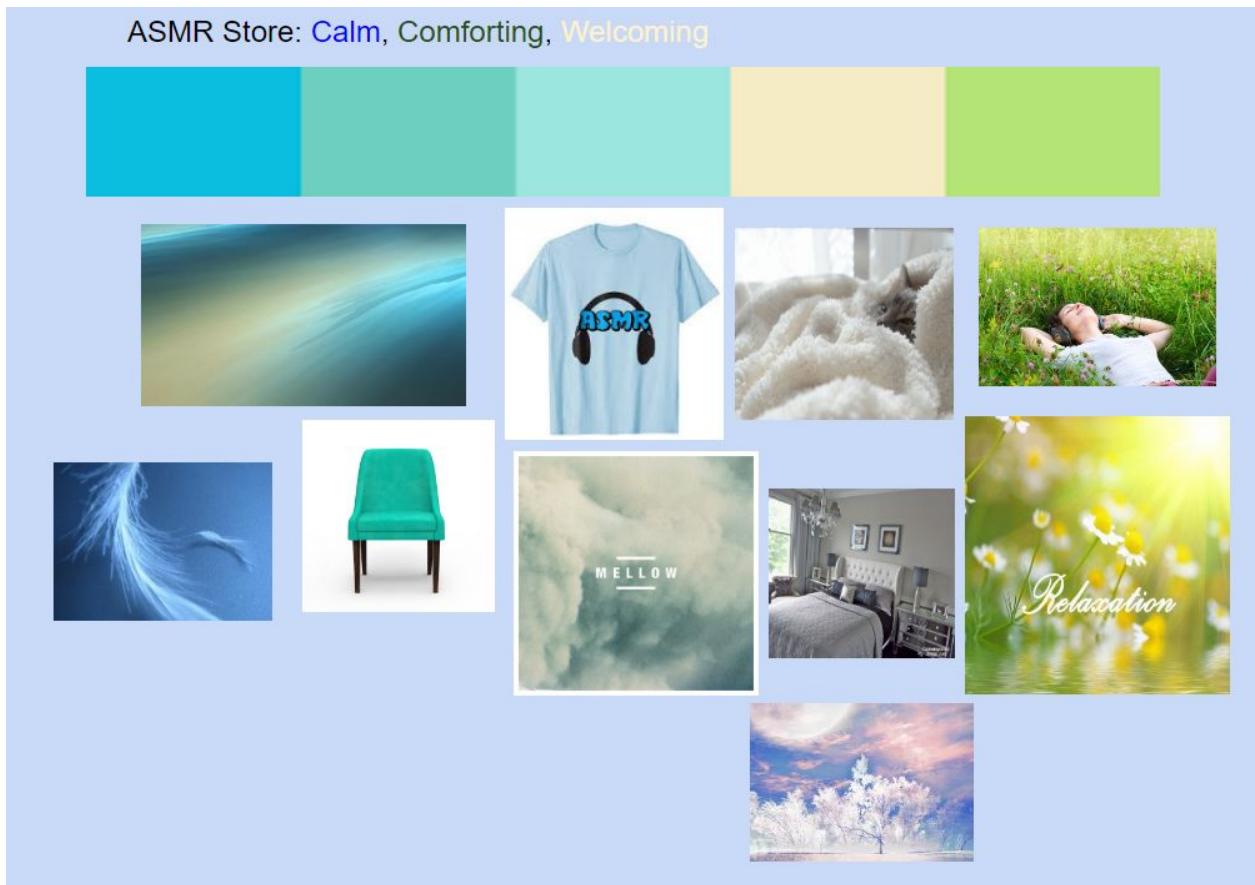
Word Lists



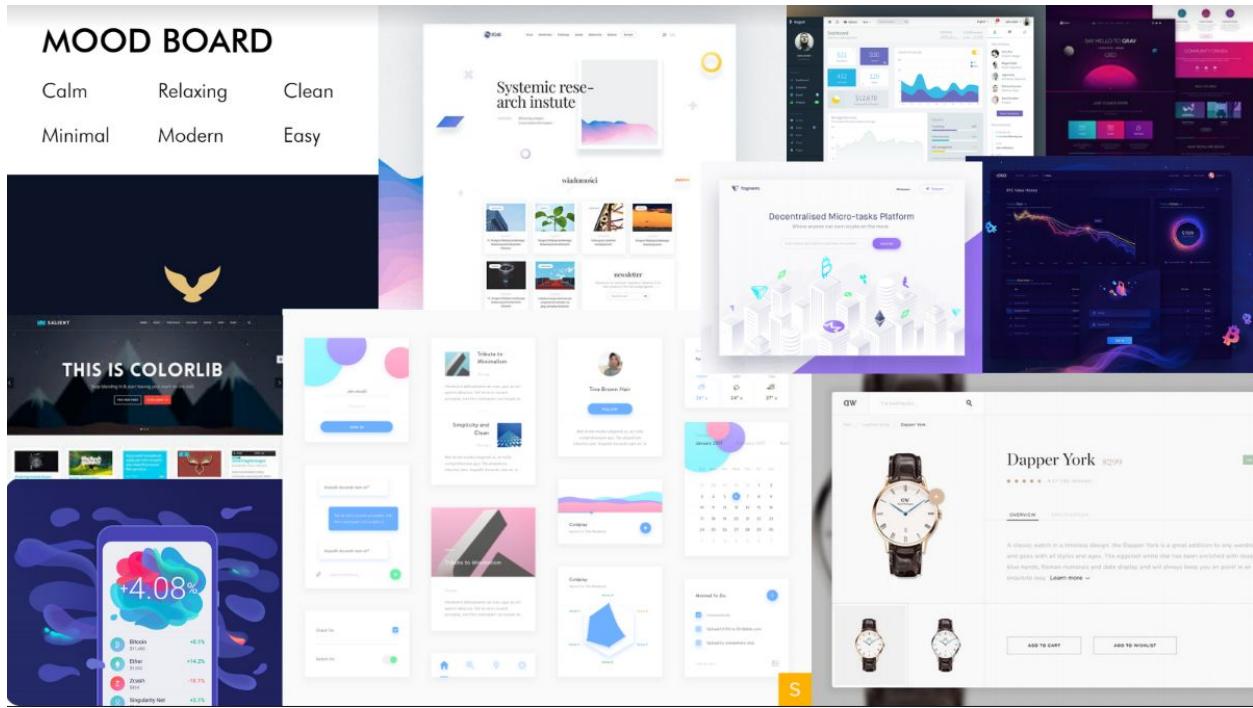
Allan Ng's Mood Board



Schrupp's Mood Board



Mohak's Mood Board



Week 9 Deliverables

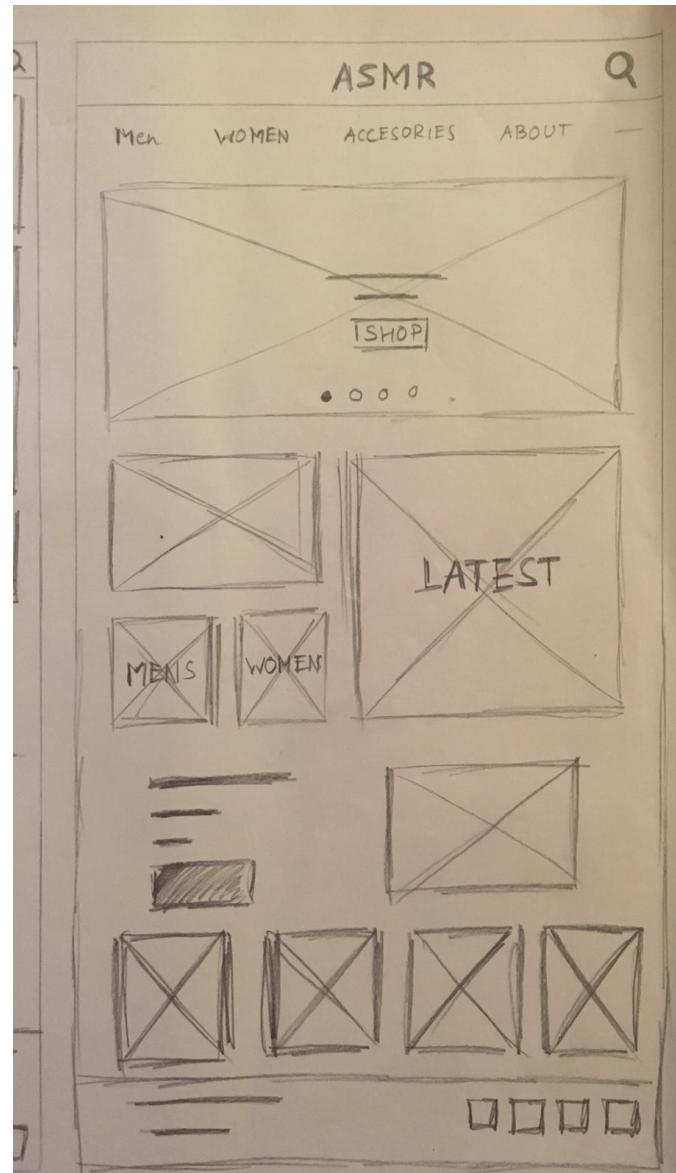
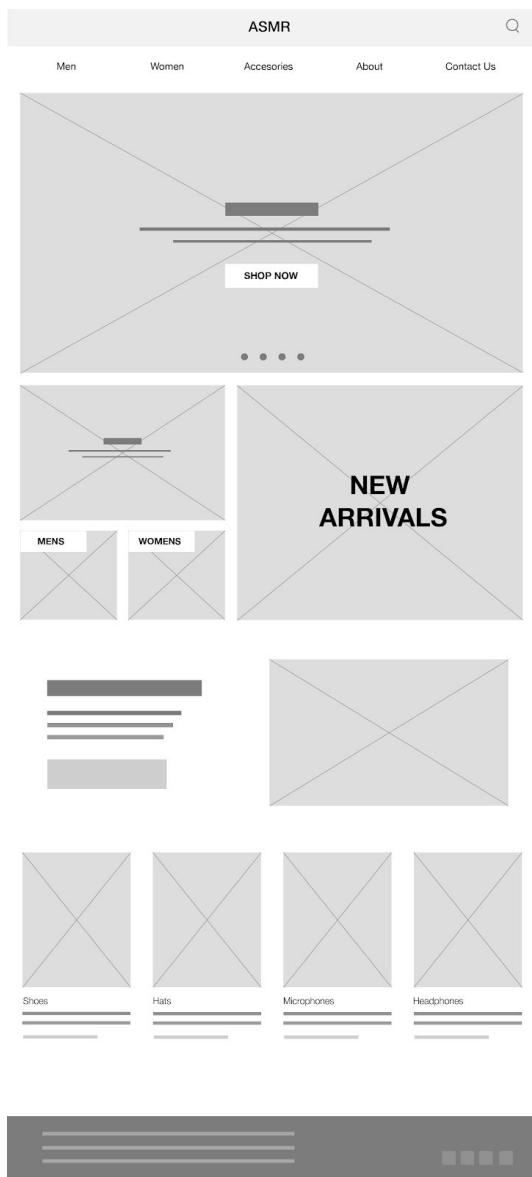
Work Plan: Create sketches and wireframes for desktop, tablet and mobile.
Decide on a prototype tool.

Week #9 Work Plan				
Deliverables	Member Tasks	Due Dates	On time?	Notes
X: Sketches Y: Wireframes Z: Prototype Tool	Schrupp: Sketches, Wireframes, Prototype Tool	10/24/2018	On Time	
	Allan Ng: Sketches, Wireframes, Prototype Tool	10/24/2018	On Time	
	Mohak: Sketches, Wireframes, Prototype Tool	10/24/2018	On Time	

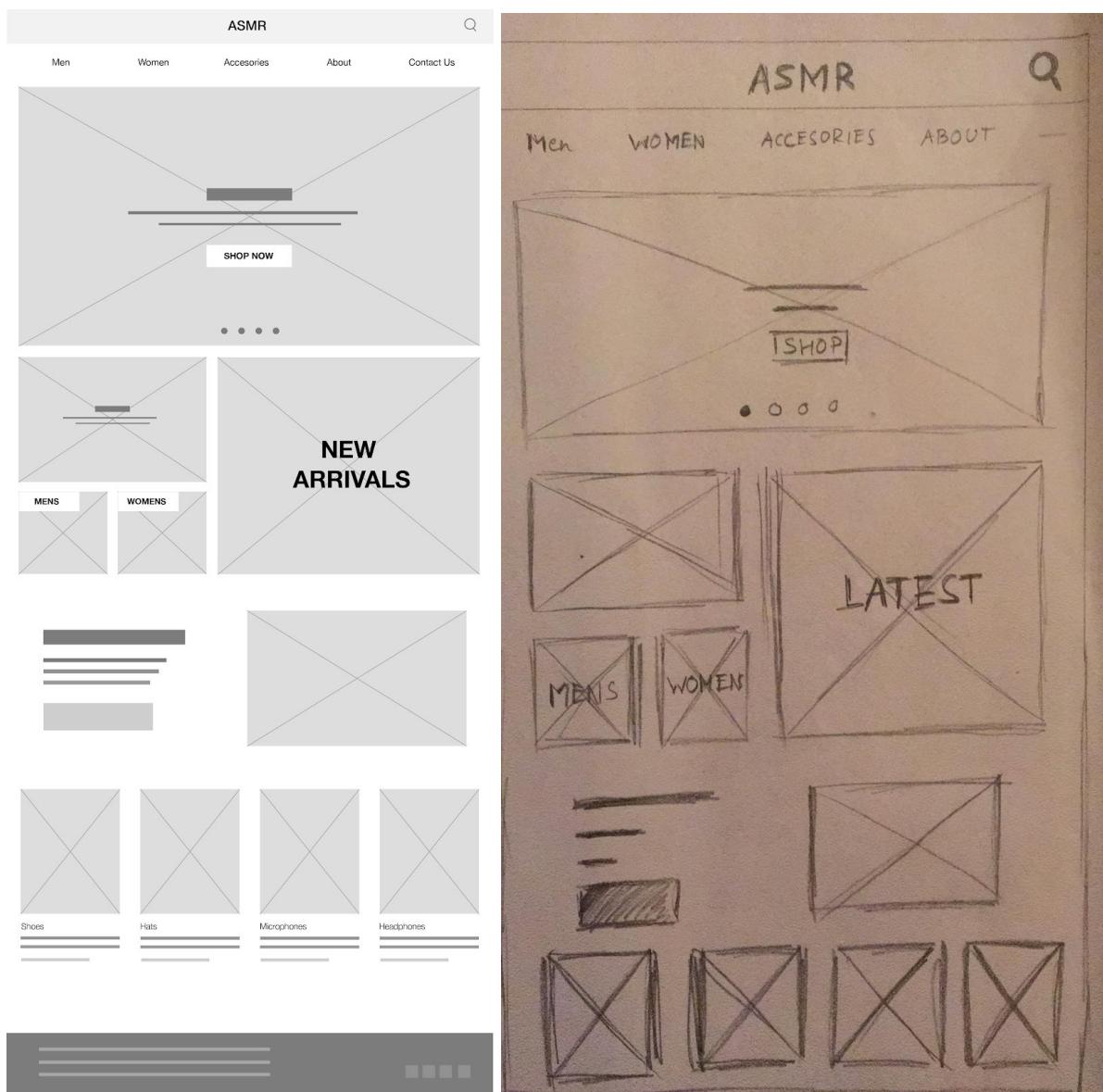
Sketches and Wireframes

Home Page

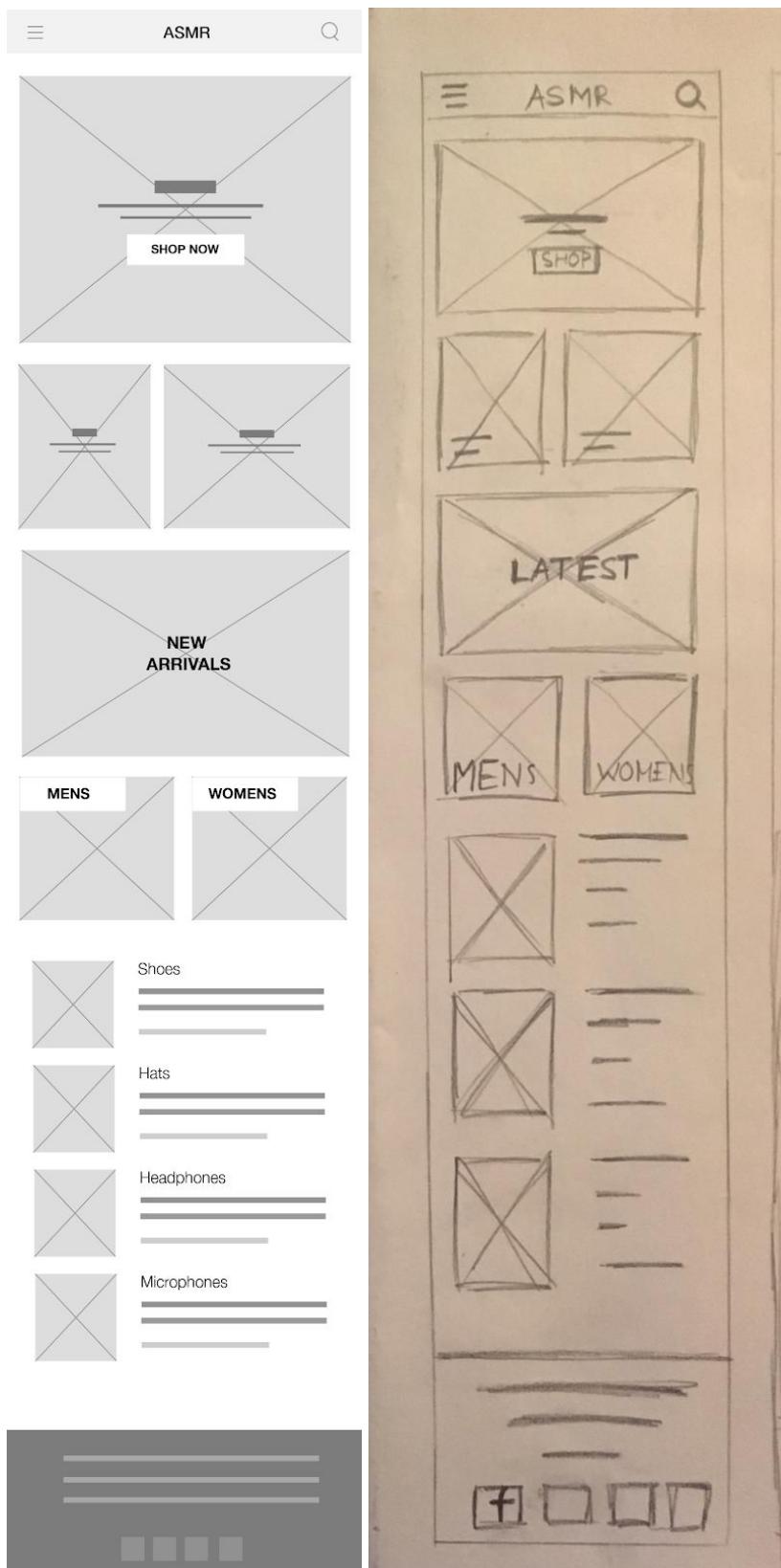
Desktop



Tablet

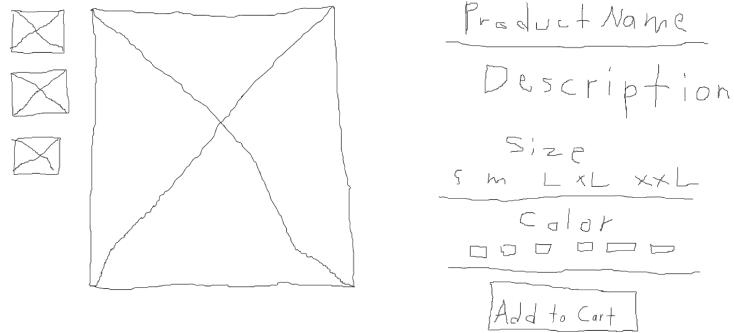
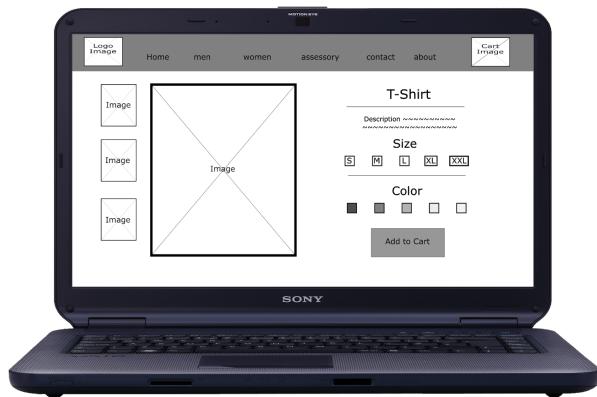


Mobile

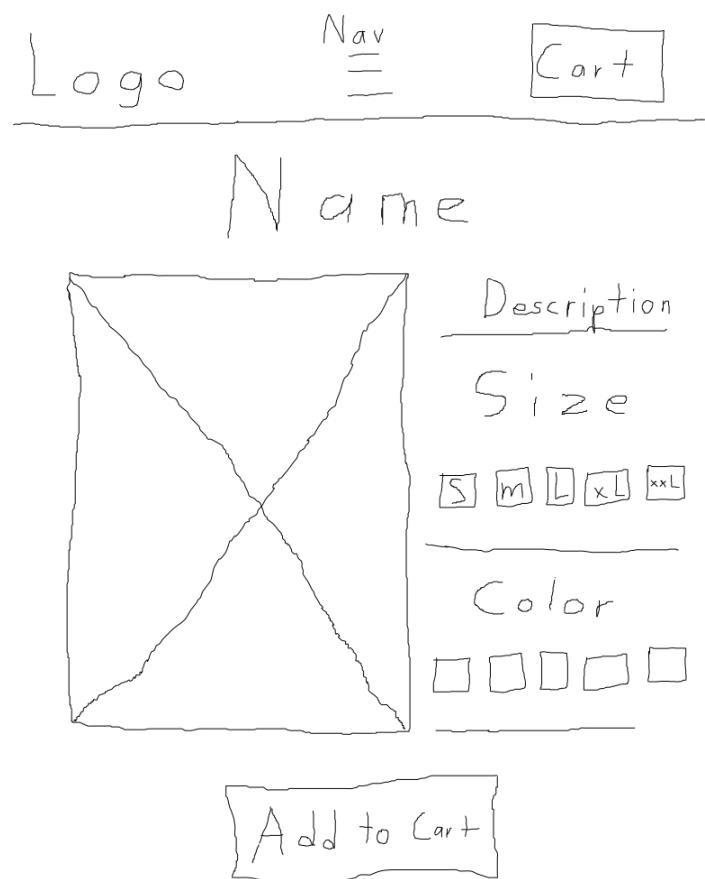
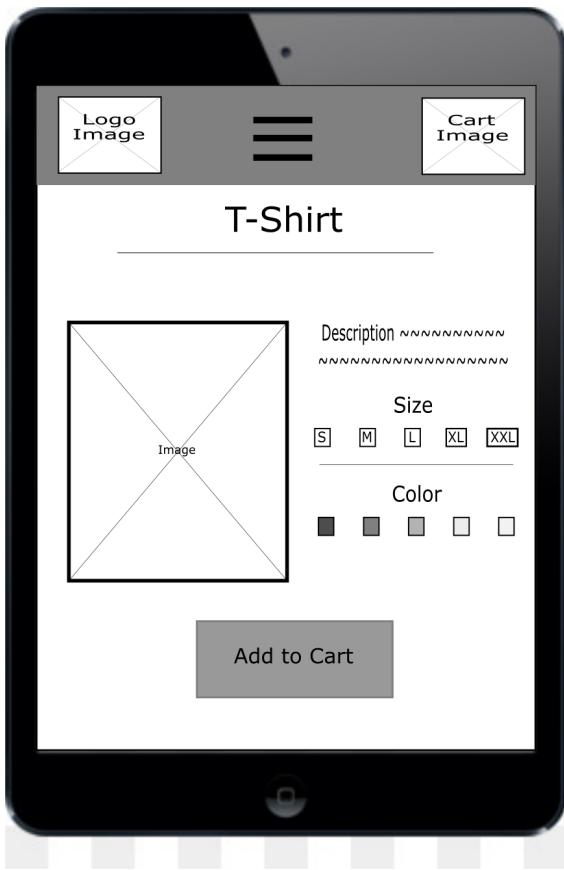


Item Page

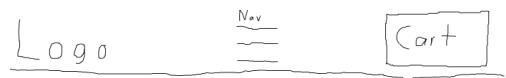
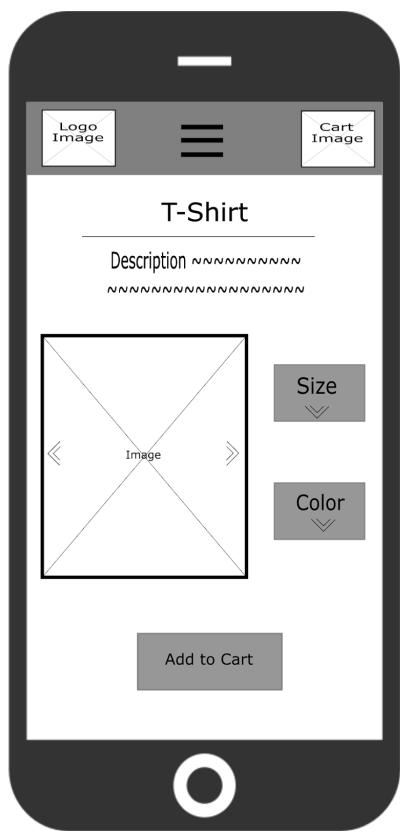
Desktop



Tablet

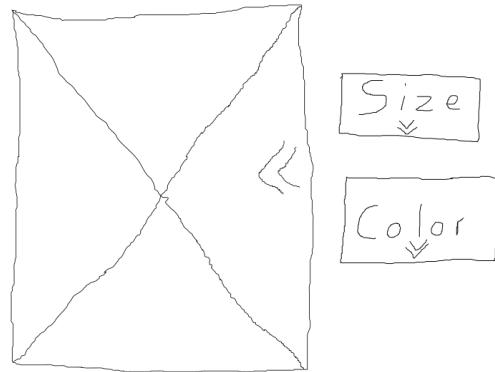


Mobile



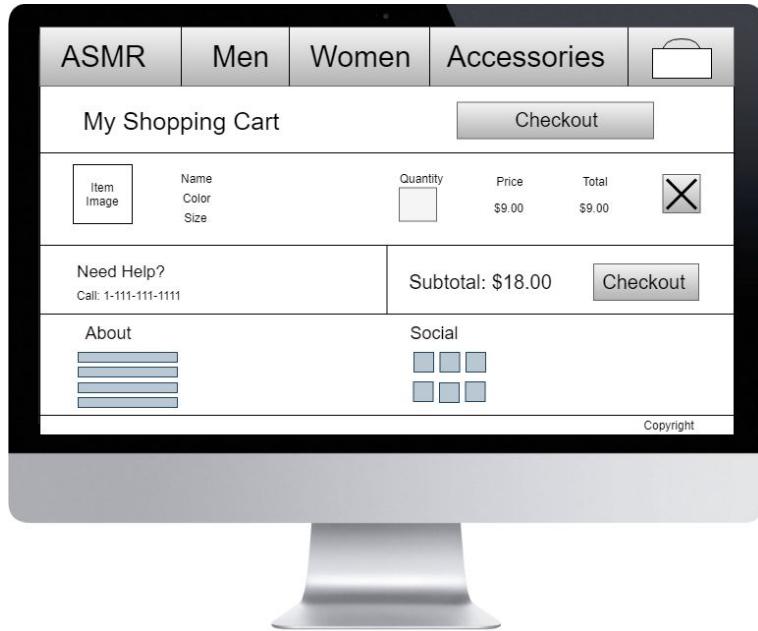
Name

Description

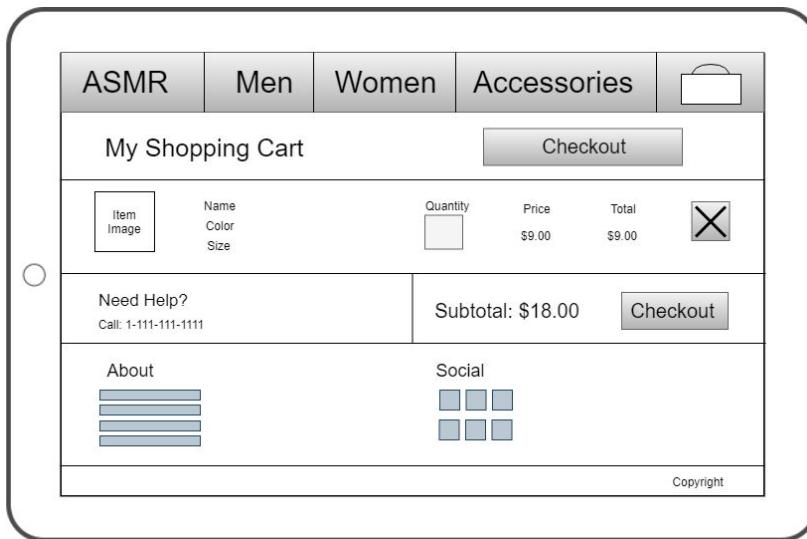


Shopping Cart

Desktop



Tablet



ASMR | Men | Women | Accessory |

My Shopping Cart Checkout

Item Image	Item Name Color Size	Quantity	Price	Total	X
		1	\$9.00	\$9.00	

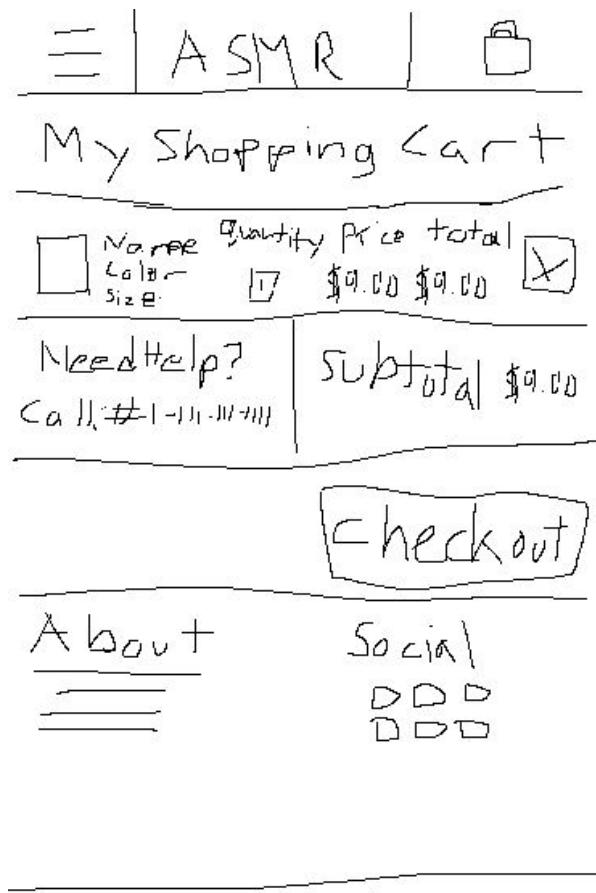
Need Help? Call: #1-111-111-1111 Subtotal \$9.00

About Checkout

Social

Copyright

Mobile



Prototype Document

Our selected prototyping tool: Invision <https://www.invisionapp.com/>

Invision provides the required functionality for a prototype as well as allowing quick transition between orientation and size. It makes adding interactive features easy. Most other prototype tools only provide you with seven days free trial (like Mockplus). Or lack essential functions like Preely.

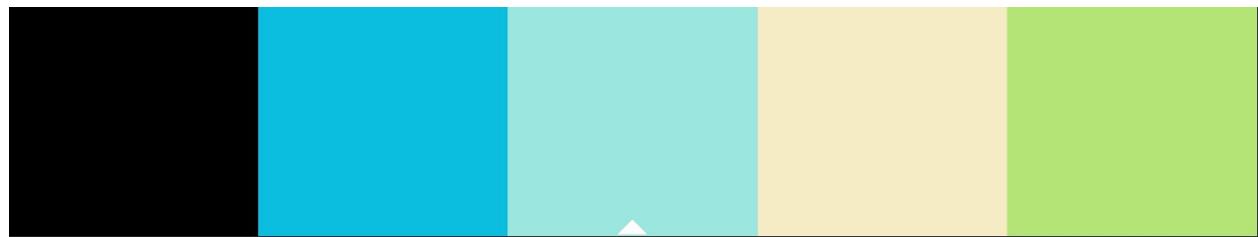
Accessibility for this tool: 1 prototype for unlimited duration.

Week 10 Deliverables

Work Plan: Create 2 color schemes and 3 typography schemes for both conventional fonts and decorative fonts.

Week #10 Work Plan				
Deliverables	Member Tasks	Due Dates	On time?	Notes
X: Color Scheme Y: Typography Scheme Z:	Schrupp: Create Color Scheme and Typography Scheme	11/2/2018	On Time	
	Allan Ng: Create Color Scheme and Typography Scheme	11/2/2018	On Time	
	Mohak: Create Color Scheme and Typography Scheme	11/2/2018	On Time	

Color Scheme



#000000

#0BBDDDE

#9BE6DF

#F5EBC4

#B3E475

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#FF8622

#008585

#EAEC2B

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Typography Scheme

Conventional Fonts

Open Sans

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

Text example:

This T-shirt is a fashion basic thanks to the contrast colored raglan sleeves. The Henley style round neckline includes a three-button placket. And Great for Daily and Casual Wear, High Softness, Slim fit & Wearability.

Helvetica Neue

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

Text example:

This T-shirt is a fashion basic thanks to the contrast colored raglan sleeves. The Henley style round neckline includes a three-button placket. And Great for Daily and Casual Wear, High Softness, Slim fit & Wearability.

Roboto

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

Text example:

This T-shirt is a fashion basic thanks to the contrast colored raglan sleeves. The Henley style round neckline includes a three-button placket. And Great for Daily and Casual Wear, High Softness, Slim fit & Wearability.

Decorative Fonts

Great Vibes

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

Text Example:

Welcome to the ASMR Store, where we fulfill your ASMR needs.

Poiret One

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

Text Example:

Welcome to the ASMR Store, where we fulfill your ASMR needs.

Srisakdi

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a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

Text Example:

Welcome to the ASMR Store, where we fulfill your ASMR needs.

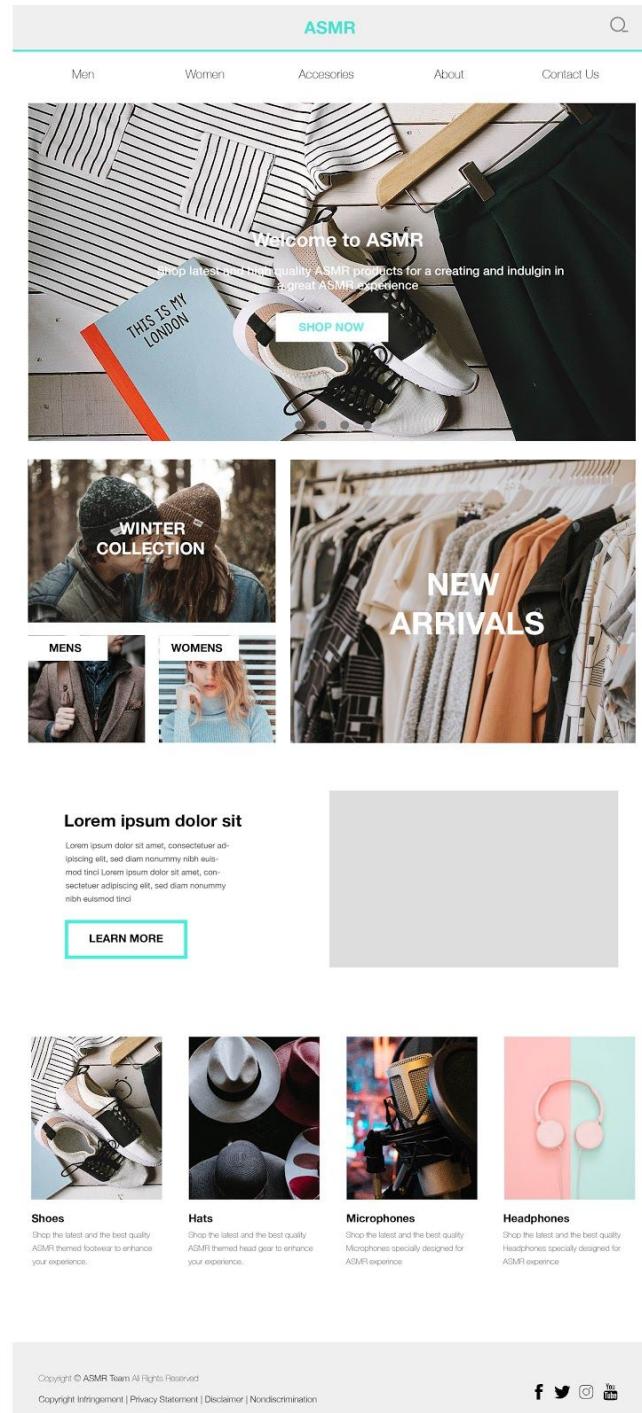
Week 12 Deliverables

Work Plan: Create Mockups, Logo, Splash Screen, Favicon.

Week #12 Work Plan				
Deliverables	Member Tasks	Due Dates	On time?	Notes
X: Mockups Y: Logo, Splash Screen Z: Favicon	Schrupp: Mockups, Favicon	11/12/2018	Late	
	Allan Ng: Mockup, Logo, Splash Screen	11/12/2018	Late	
	Mohak: Mockup	11/12/2018	Late	

Mockups

Home Page



The image shows a detailed mockup of an ASMR-themed website homepage. At the top, there's a navigation bar with the brand name "ASMR" in a teal font. Below it is a search icon. The main header features a large, high-quality photograph of a striped shirt, headphones, and a book titled "THIS IS MY LONDON". Overlaid on this image is the text "Welcome to ASMR" and a subtext: "Shop latest and high quality ASMR products for a creating and indulging in a great ASMR experience". A prominent blue "SHOP NOW" button is centered. Below the main banner, there are two sections: "WINTER COLLECTION" showing a couple in winter hats and a "NEW ARRIVALS" section showing a rack of clothes. Smaller images for "MENS" and "WOMENS" categories are also visible. A central text block contains placeholder text "Lorem ipsum dolor sit" followed by a long paragraph of "Lorem ipsum" text. A "LEARN MORE" button is located at the bottom of this section. At the very bottom, there's a footer with links to social media (Facebook, Twitter, Instagram, YouTube), copyright information ("Copyright © ASMR Team All Rights Reserved"), and a link to the privacy statement.

ASMR

Men Women Accessories About Contact Us

Welcome to ASMR
Shop latest and high quality ASMR products for a creating and indulging in a great ASMR experience

SHOP NOW

THIS IS MY LONDON

WINTER COLLECTION

NEW ARRIVALS

MENS WOMENS

LEARN MORE

Shoes Hats Microphones Headphones

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Copyright Infringement | Privacy Statement | Disclaimer | Nondiscrimination

f t i y



Welcome to ASMR

Shop latest and best quality ASMR products for a creating and indulging in great ASMR experience

SHOP NOW

NEW ARRIVALS

WINTER COLLECTION

MENS WOMENS

Shoes

Shop the latest and the best quality ASMR themed footwear to enhance your experience.

Hats

Shop the latest and the best quality ASMR themed head gear to enhance your experience.

Headphones

Shop the latest and the best quality Microphones specially designed for ASMR experience

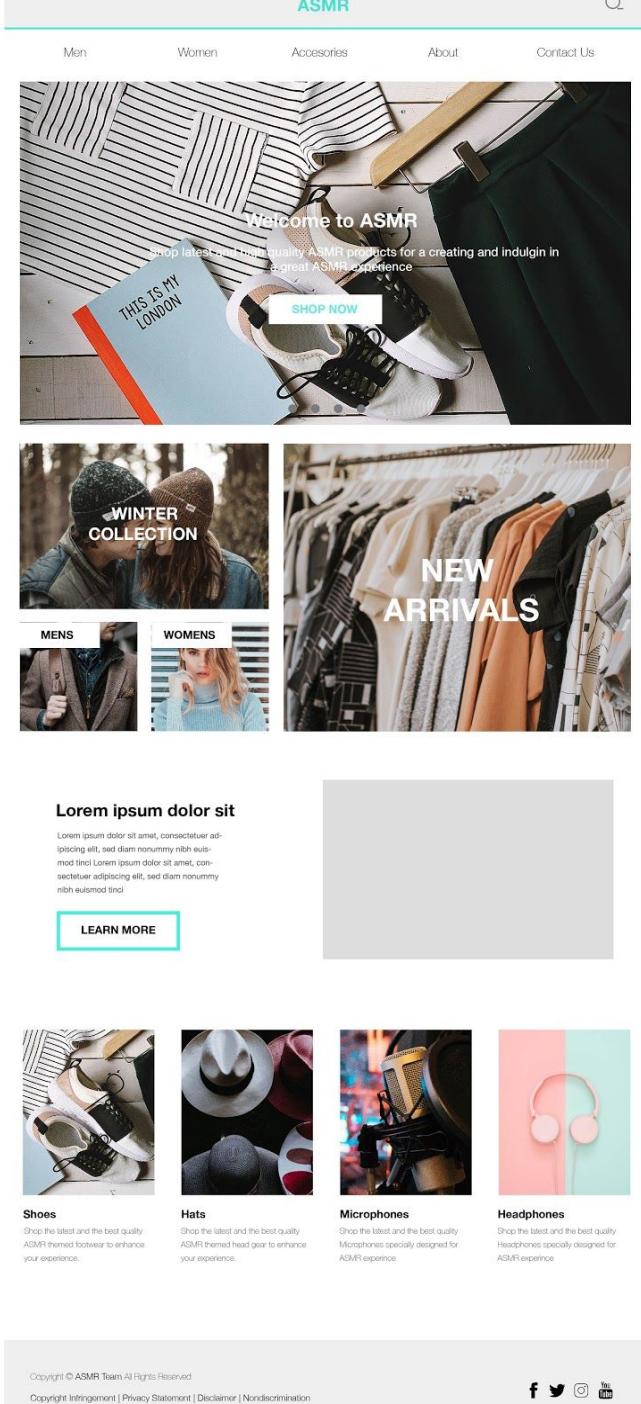
Microphones

Shop the latest and the best quality Headphones specially designed for ASMR experience

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Welcome to ASMR

Shop latest and best quality ASMR products for a creating and indulging in great ASMR experience

SHOP NOW

Men Women Accessories About Contact Us

WINTER COLLECTION

MENS WOMENS

Shoes

Shop the latest and the best quality ASMR themed footwear to enhance your experience.

Hats

Shop the latest and the best quality ASMR themed head gear to enhance your experience.

Headphones

Shop the latest and the best quality Microphones specially designed for ASMR experience

Microphones

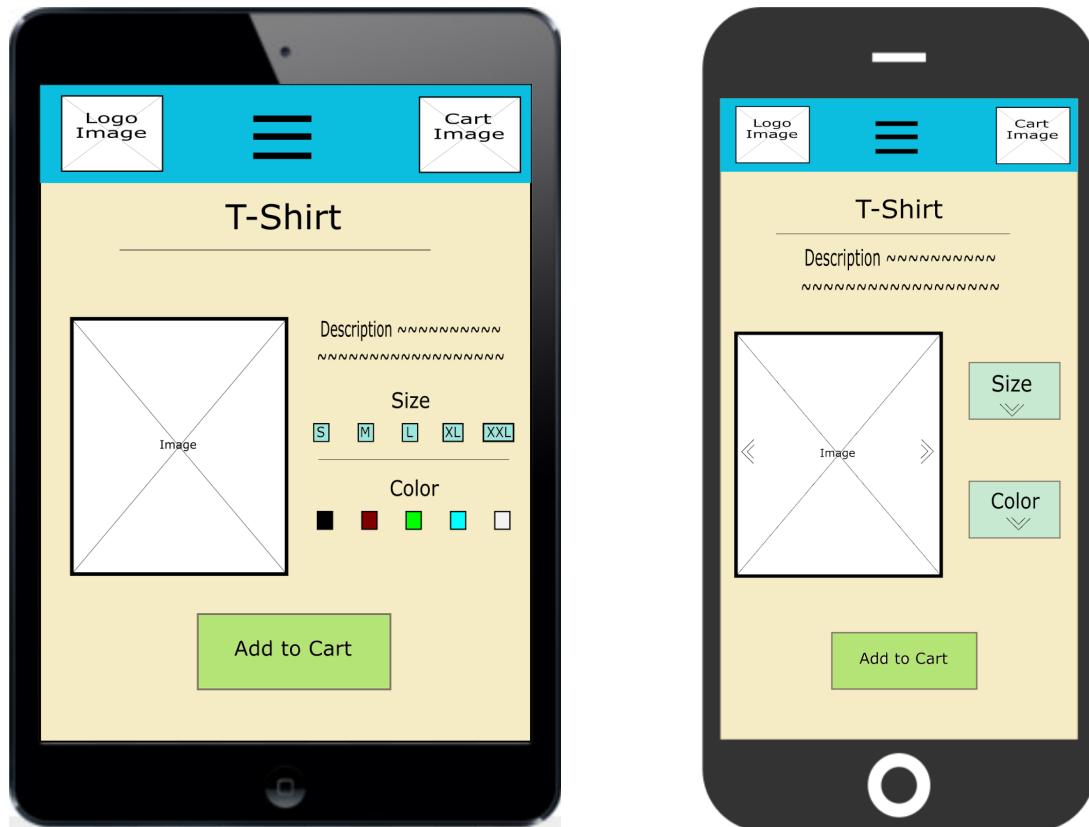
Shop the latest and the best quality Headphones specially designed for ASMR experience

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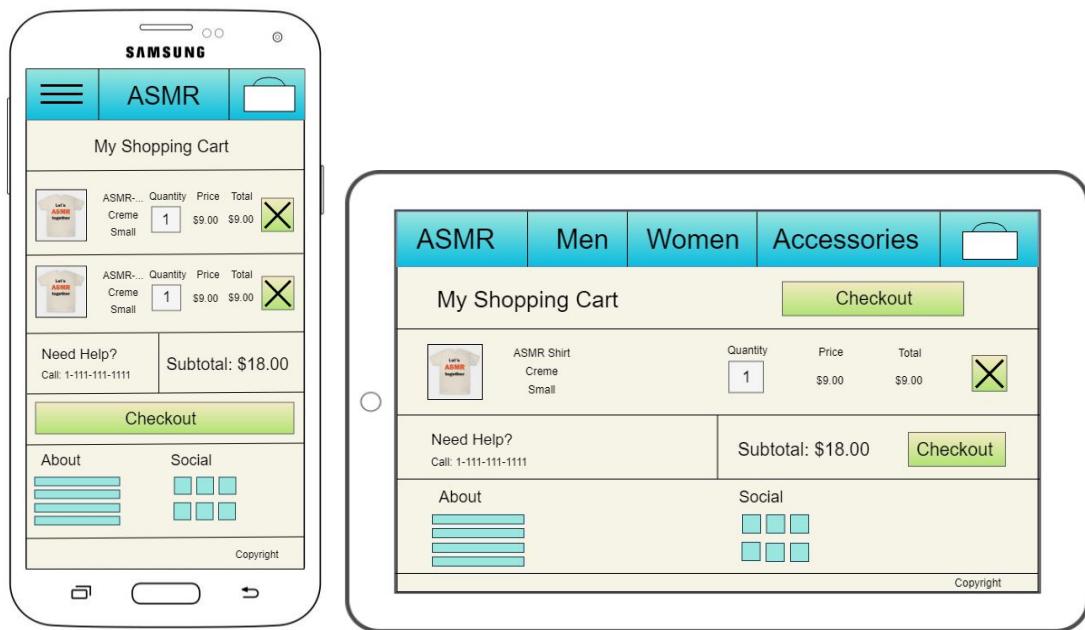
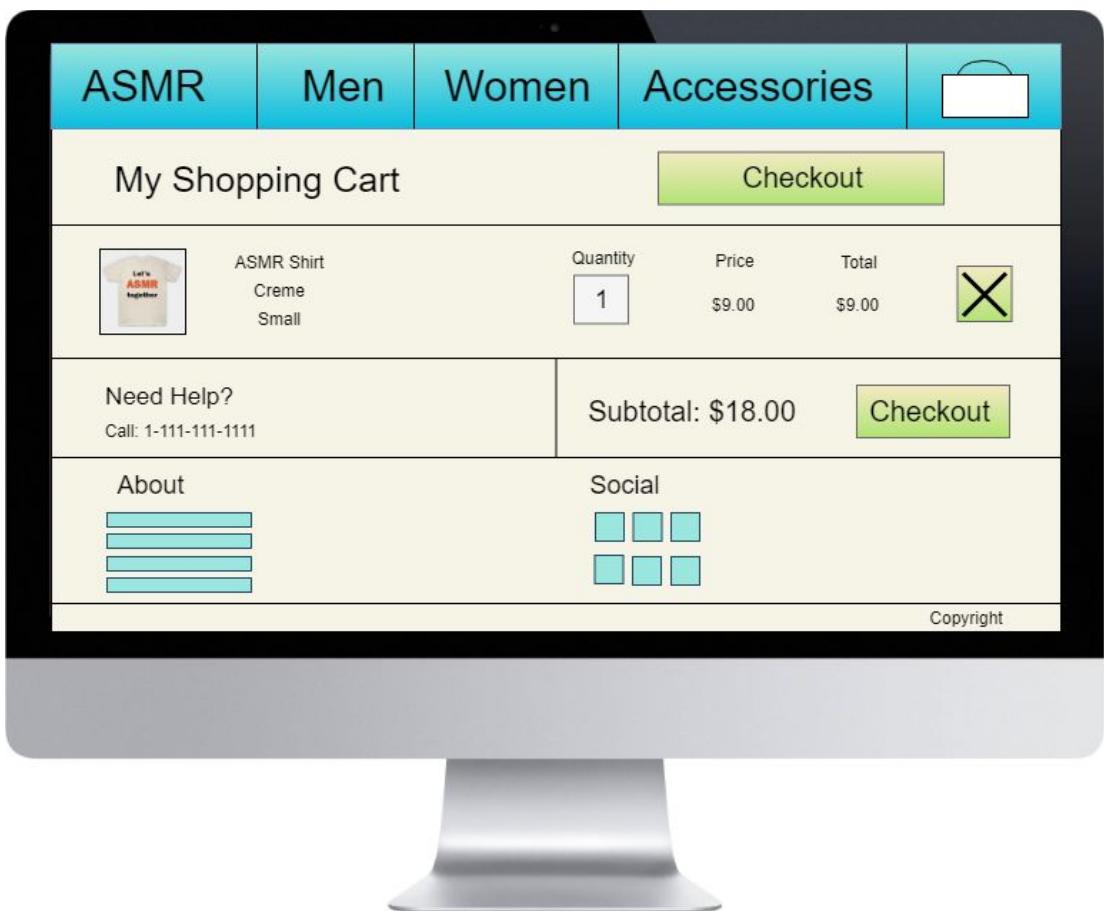
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Item Page



Shopping Cart



Logo

Mobile



Tablet



Desktop



Favicons

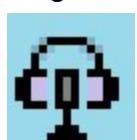
Small



Medium



Large

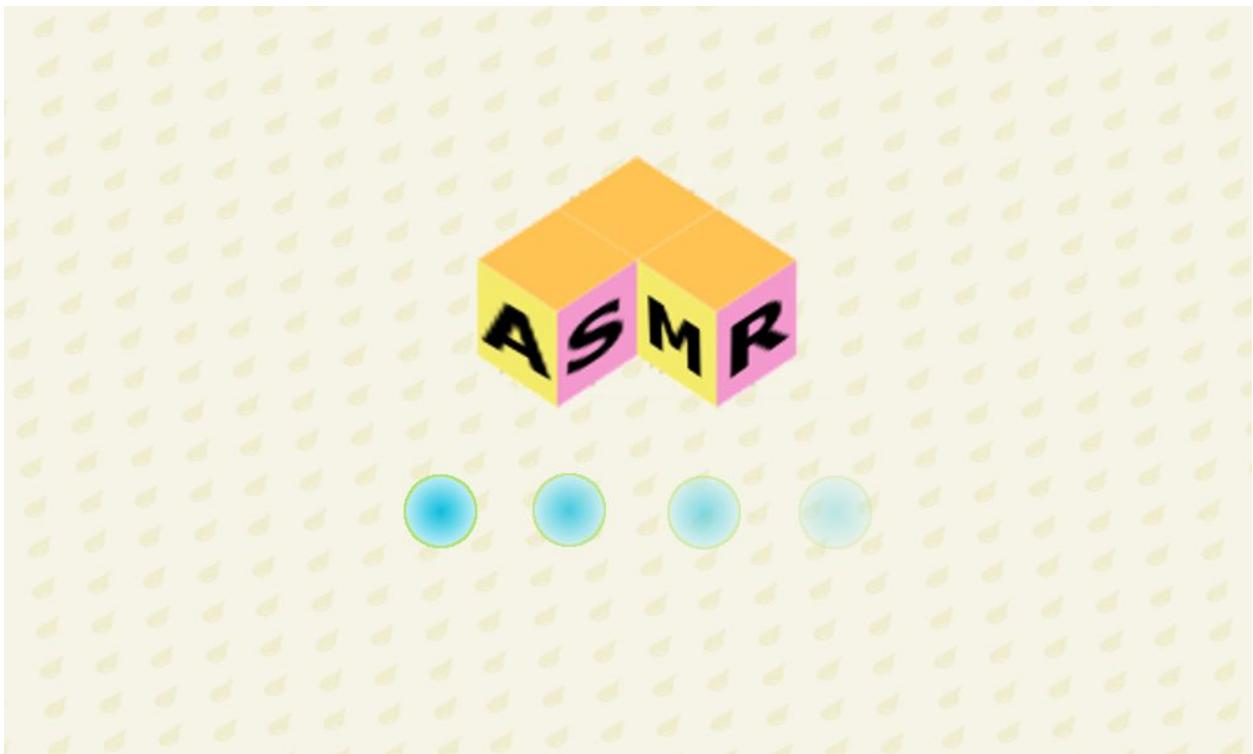


Splash Screen

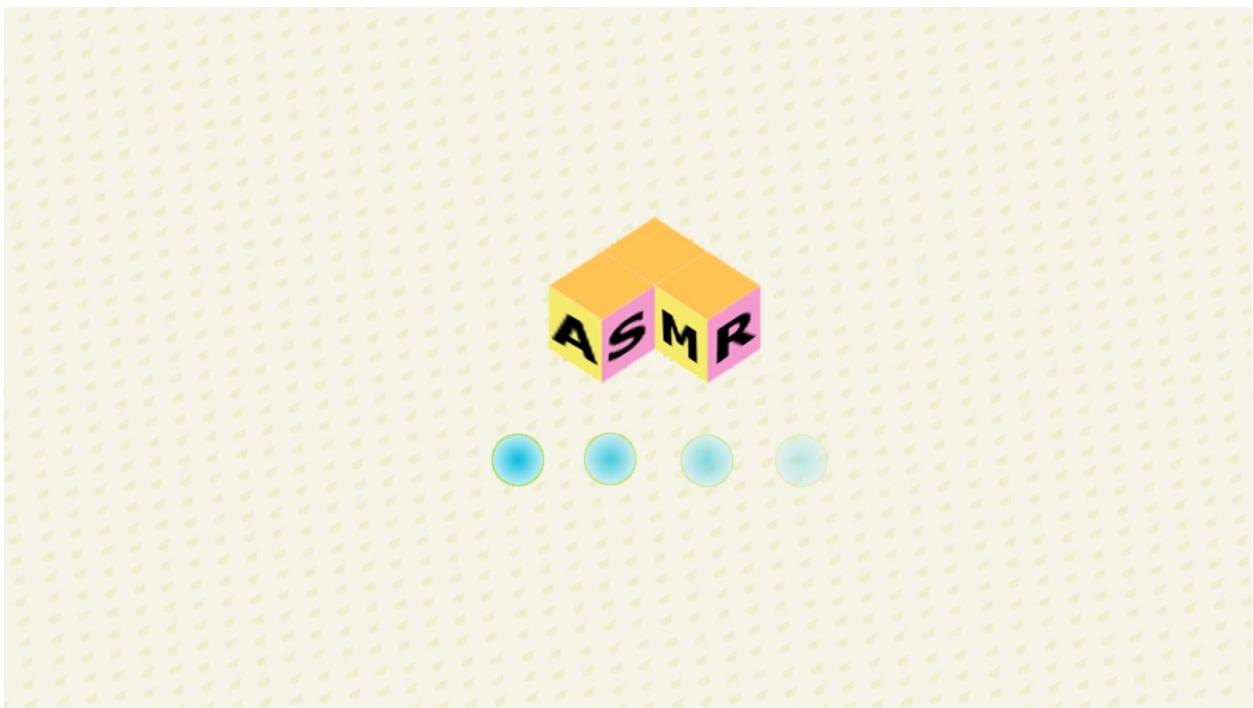
Mobile



Tablet



Desktop



Week 13 Deliverables

Work Plan: Usability test reports, refine mockups, logo, etc.

Week #13 Work Plan				
Deliverables	Member Tasks	Due Dates	On time?	Notes
X: test report Y: refine mockups Z: refine logo, splash, favicon	Schrupp: test report, refine mockup, favicon	11/19/2018	Late	
	Allan Ng: Refine mockup	11/19/2018	Late	
	Mohak: Refine mockup, logo, splash	11/19/2018	Late	

Usability Test Report for Team ASMR's Rough Mockups

By Team ASMR

Web Screens

Layout	<p>Home Page Critiques:</p> <ol style="list-style-type: none"> 1. Differentiate between tablet and desktop layout <p>Item Page Critiques:</p> <ol style="list-style-type: none"> 2. Suggestion to move navigation icon to either the right or left corner instead of the center 3. Set a back key to return to last page instead using navigation bar to return back main page. <p>Cart Page Critiques:</p> <ol style="list-style-type: none"> 1. Make social media buttons easier to click on mobile 2. Add promotion bar 	<p>Home Page Critiques:</p> <ol style="list-style-type: none"> 1. Changed navigation to be that for a smaller screen <p>Item Page Critiques:</p> <ol style="list-style-type: none"> 1. Repositioned Navigation icon 2. Created Back button <p>Cart Page changes:</p> <ol style="list-style-type: none"> 1. Made social media buttons on mobile bigger 2. Added an advertisement bar instead of 2 checkout buttons
Color scheme	<p>Home Page Critiques:</p> <ol style="list-style-type: none"> 1.Cyan and white text not readable <p>Item Page Critiques:</p> <ol style="list-style-type: none"> 1. Inconsistent with the Home page 2. Rough Color currently 3. Fade colors slightly <p>Cart Page Critiques:</p> <ol style="list-style-type: none"> 1. Lighter color tones 	<p>Home Page Critiques:</p> <ol style="list-style-type: none"> 1.Make cyan darker and add outer glow on white text to make it pop <p>Item Page Critiques:</p> <ol style="list-style-type: none"> 1. Standardize color scheme 2. Adjust colors to lighter tone. <p>Cart Page Changes:</p> <ol style="list-style-type: none"> 1. Changed colors to lighter colors

Typography scheme	<p>Home Page Critiques:</p> <ol style="list-style-type: none"> 1. Smallest size too small 2. Misspellings in the design <p>Item Page Critiques:</p> <ol style="list-style-type: none"> 1. Spelling 2. make sure the “description” section isn’t too crammed/hard to read. 	<p>Home Page Critiques:</p> <ol style="list-style-type: none"> 1. Smallest size increased 2. Spellings corrected <p>Item Page Critiques:</p> <ol style="list-style-type: none"> 1. Check Spelling 2. Increased space for description of item
Functionality	<p>Home Page Critiques:</p> <ol style="list-style-type: none"> 1. Ambiguous sections in the design. <p>1.Item Page Critiques:</p> <ol style="list-style-type: none"> 1. still need some other function like return back. <p>Cart Page Critique:</p> <ol style="list-style-type: none"> 1. 2 checkout buttons 	<p>Home Page Critiques:</p> <ol style="list-style-type: none"> 1. Section removed for showcasing only products. <p>Item Page Critiques:</p> <ol style="list-style-type: none"> 1. Created back button <p>Cart Page changes:</p> <ol style="list-style-type: none"> 1. Took 1 of the checkout buttons out and replaced it with an advertisement bar
Overall design	<p>Item Page Critiques:</p> <ol style="list-style-type: none"> 1. Needs to be consistent design-wise with Home x2 	<p>Item Page Critiques:</p> <ol style="list-style-type: none"> 1. Standardize theme

Logo

Layout	<ol style="list-style-type: none"> 1. Blocks rotated upward fo better view 2. 3d look appreciated 3. Liked Scaling 	<ol style="list-style-type: none"> 1. Rearranged and aligned for better view of the text 2. 3d look maintained
Color scheme	<ol style="list-style-type: none"> 1. Do not connect to ASMR theme 2. Welcoming but do not pair with site 3. Colors felt like game logos 	<ol style="list-style-type: none"> 1. Cool color scheme applied 2. Calmer look relating to ASMR 3. Blocky video game vibe reduced
Typography scheme	<ol style="list-style-type: none"> 1. Would look better if rotated upwards 2. Works well 3. Readable 	<ol style="list-style-type: none"> 1. Type rotates along with the logo for a better view and maintains readability.
Overall design	<ol style="list-style-type: none"> 1. Needs work to match other parts 2. Better colors 3. Feelmore ASMR 	<ol style="list-style-type: none"> 1. All problems attempted to improve for overall better design

Splash screen

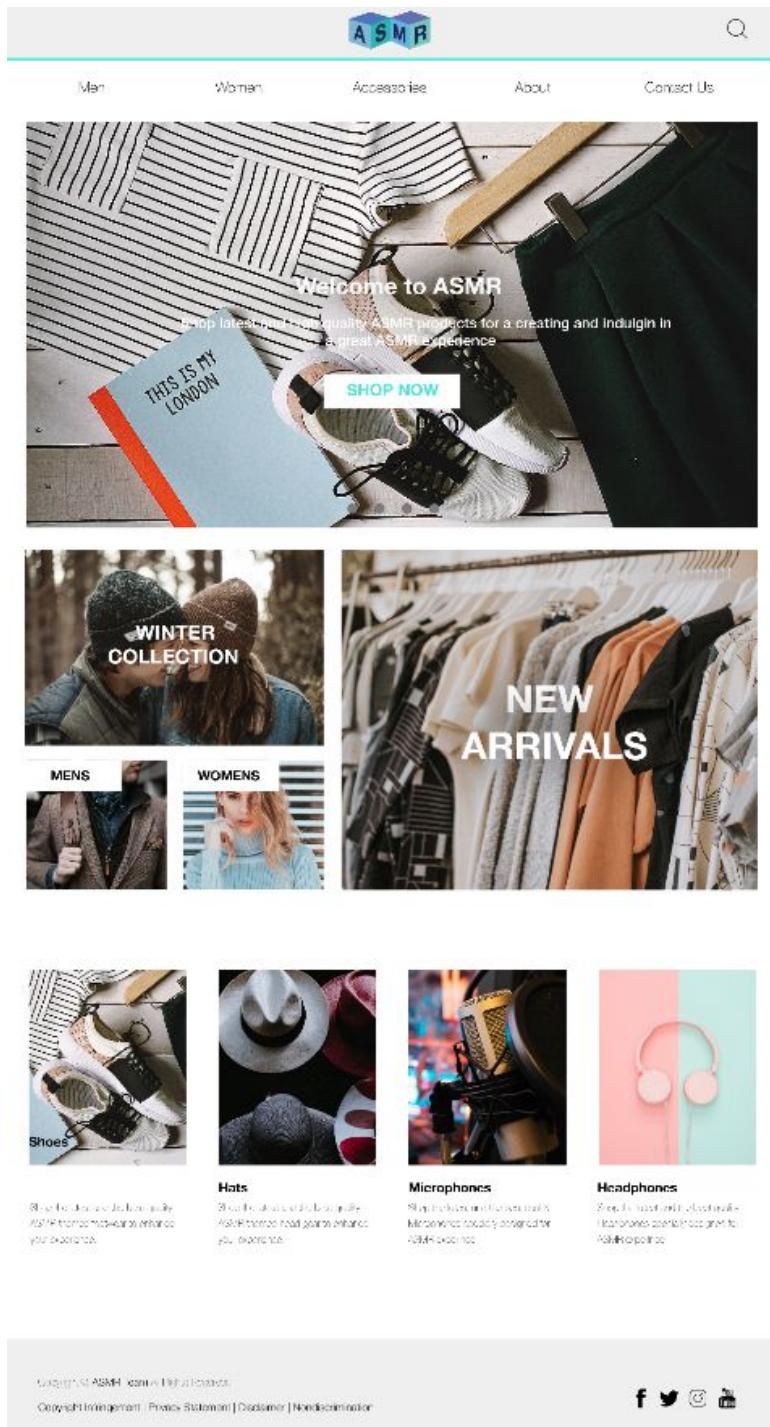
Layout	<ul style="list-style-type: none"> 1. Increase consistency between versions 2. Reduce the size of the tablet logo by 10-20% 	<ul style="list-style-type: none"> 1. Consistent throughout responsive designs. 2. Scaled properly
Color scheme	<ul style="list-style-type: none"> 1. Replace Yellow tiling 2. Align colors with color scheme more 	<ul style="list-style-type: none"> 1. Color scheme entirely changed 2. Matches with website theme.
Typography scheme	<ul style="list-style-type: none"> 1. Not suggestive of ASMR 2. Great in other aspects 	<ul style="list-style-type: none"> 1. Clean typography
Overall design	<ul style="list-style-type: none"> 1. Mis-sets the mood of ASMR 2. Improve mobile version 	<ul style="list-style-type: none"> 1. Mood set to give more of ASMR feeling

Favicon

Layout	<ul style="list-style-type: none"> 1. Off centered (x2) 2. Good Layout 	<ul style="list-style-type: none"> 1. Made sure icon is centered 2. Kept layout design with new symbol
Color scheme	<ul style="list-style-type: none"> 1. Tie in to the scheme? 2. Adjust blue to color scheme 	<ul style="list-style-type: none"> 1. Used new symbol 2. Used lighter colors
Typography scheme	N/A	N/A
Overall design	<ul style="list-style-type: none"> 1. Unrecognizable at small size 2. Too pixelated 	<ul style="list-style-type: none"> 1. Used new symbol 2. Used vector graphics

Refined Mockups

Home Page



The image shows the refined mockup of the ASMR Home Page. At the top, there is a navigation bar with links for Men, Women, Accessories, About, and Contact Us. The central feature is a large image of a striped shirt and a book titled "THIS IS MY LONDON". Overlaid on this image are the text "Welcome to ASMR" and a "SHOP NOW" button. Below this, there are two sections: "WINTER COLLECTION" featuring a couple in winter hats and "NEW ARRIVALS" showing a rack of clothes. At the bottom, there are four categories: Shoes, Hats, Microphones, and Headphones, each with a small image and a brief description.

Welcome to ASMR

SHOP NOW

WINTER COLLECTION

MENS WOMENS

NEW ARRIVALS

Shoes

Hats

Microphones

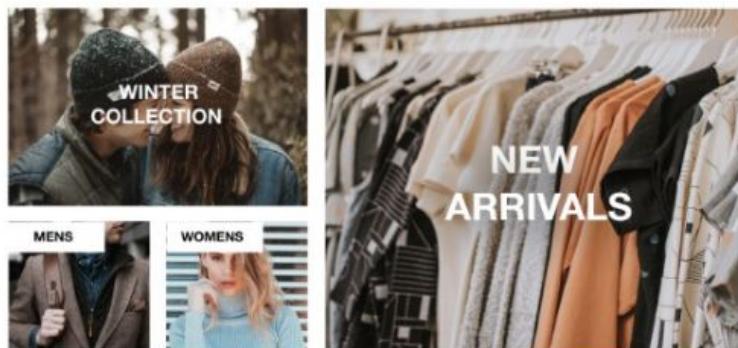
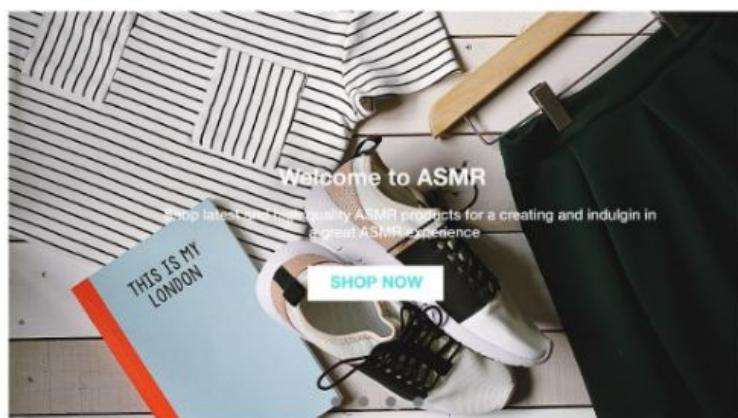
Headphones

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ASMR

Men Women Accessories About Contact Us



Shop the latest and the best quality ASMR themed footwear to enhance your experience.



Shop the latest and the best quality ASMR themed head gear to enhance your experience.



Shop the latest and the best quality Microphones specially designed for ASMR experience.

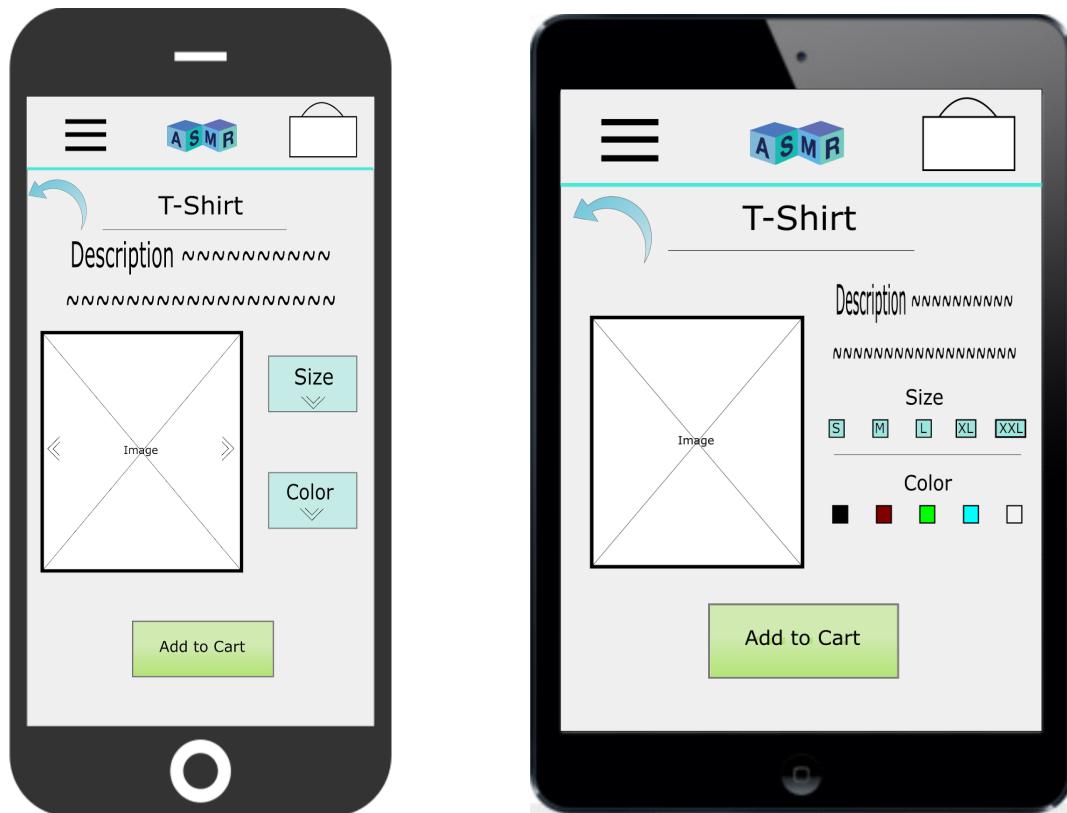


Shop the latest and the best quality Headphones specially designed for ASMR experience.

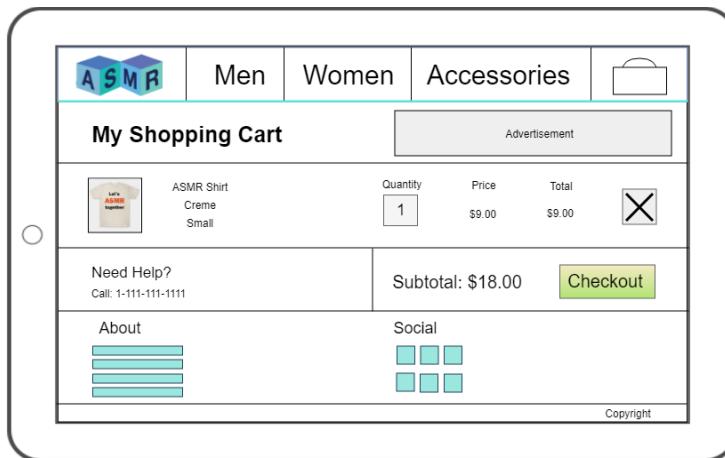
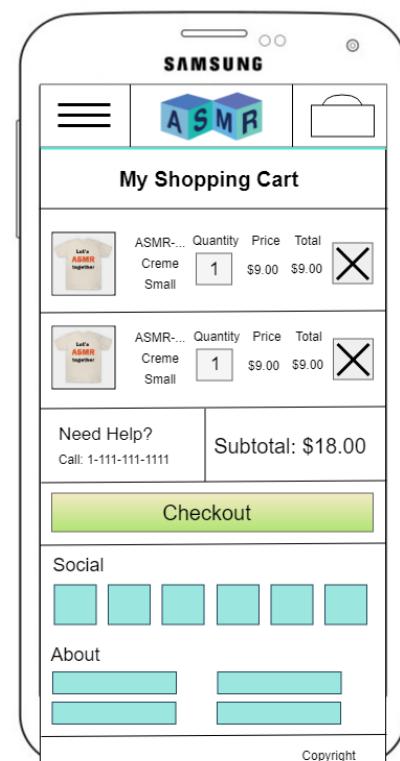
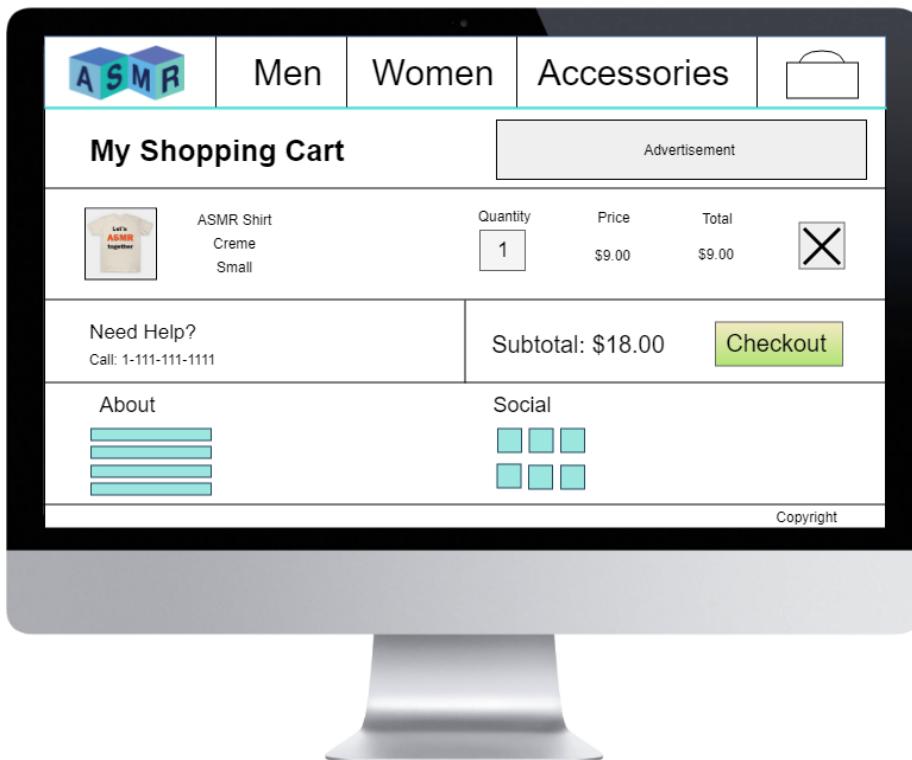
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Item Page



Shopping Cart



Logo

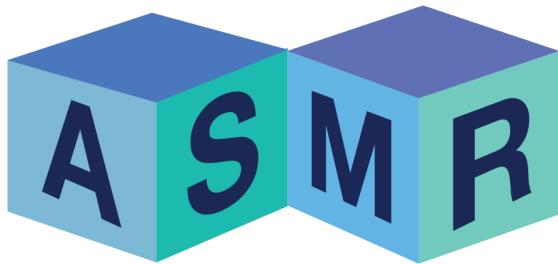
Mobile



Tablet



Desktop



Favicons

Small



Medium

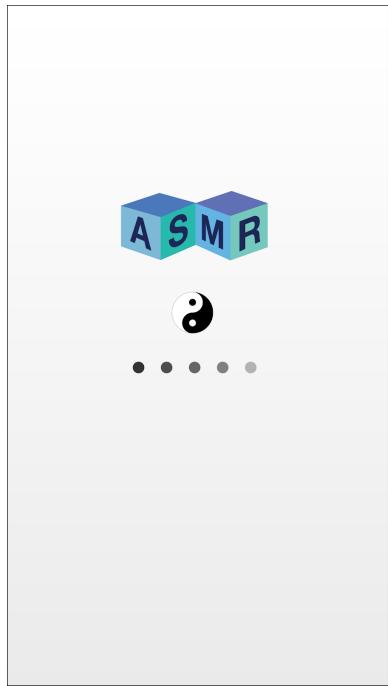


Large

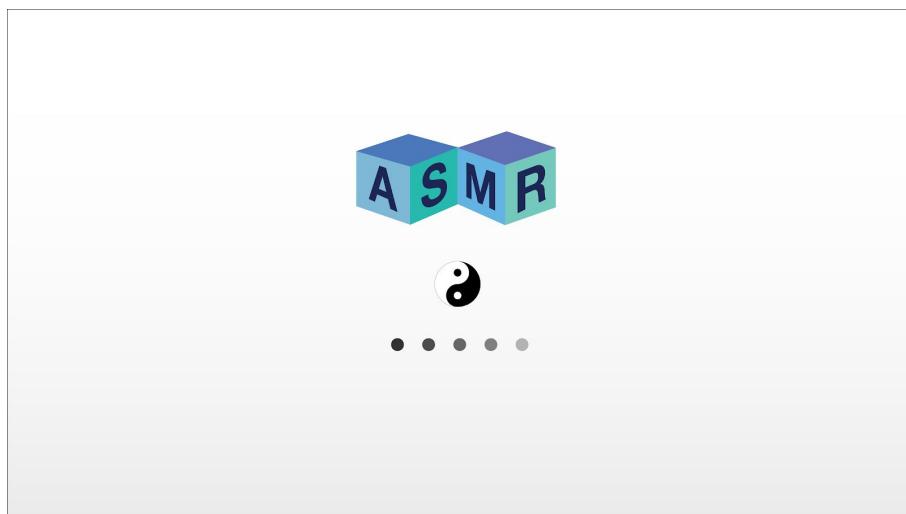


Splash Screen

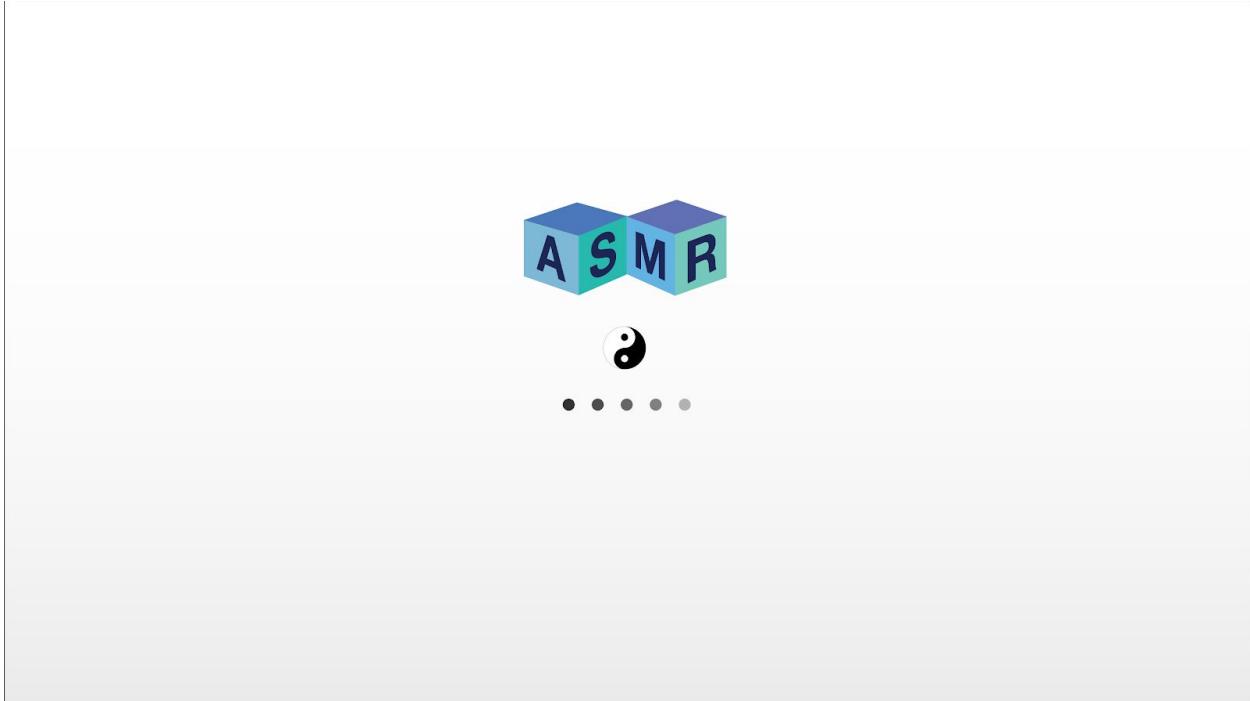
Mobile



Tablet



Desktop



Week 14 Deliverables

Work Plan: Create Prototypes and fill out Usability Test Report.

Week #14 Work Plan				
Deliverables	Member Tasks	Due Dates	On time?	Notes
X: Prototype Y: Usability Test Report Z:	Schrupp: Prototype, Usability Test Report	11/28/2018	On time	
	Allan Ng: Prototype, Usability Test Report	11/28/2018	On time	
	Mohak: Prototype, Usability Test Report	11/28/2018	No show	

Usability Test Report for Team ASMR's Refined Mockups

By Team ASMR

Web Screens

Layout	<p>Home Page Critiques:</p> <ol style="list-style-type: none"> Differentiate the home page designs For tablet and desktop <p>Item Page Critiques:</p> <ol style="list-style-type: none"> All Good, no changes. <p>Cart Page Critiques:</p> <ol style="list-style-type: none"> No changes 	<p>Home Page Critiques:</p> <ol style="list-style-type: none"> Make noticeable changes to the tablet design <p>Item Page Critiques:</p> <ol style="list-style-type: none"> All Good, no changes. <p>Cart Page changes:</p> <ol style="list-style-type: none"> No changes
Color scheme	<p>Home Page Critiques:</p> <ol style="list-style-type: none"> All Good, no changes. <p>Item Page Critiques:</p> <ol style="list-style-type: none"> Inconsistent with the Home page <p>Cart Page Critiques:</p> <ol style="list-style-type: none"> Adding gray bars to the top and bottom of the screen 	<p>Home Page Critiques:</p> <ol style="list-style-type: none"> No changes <p>Item Page Critiques:</p> <ol style="list-style-type: none"> Standardize color scheme <p>Cart Page Changes:</p> <ol style="list-style-type: none"> Made the navigation and footer/copyright gray
Typography scheme	<p>Home Page Critiques:</p> <ol style="list-style-type: none"> All good, no changes <p>Item Page Critiques:</p> <ol style="list-style-type: none"> make sure the “description” section isn’t too crammed/hard to read. <p>Cart Page Critique:</p> <ol style="list-style-type: none"> No changes 	<p>Home Page Critiques:</p> <ol style="list-style-type: none"> No changes <p>Item Page Critiques:</p> <ol style="list-style-type: none"> Increase space for description of item <p>Cart Page Critique:</p> <ol style="list-style-type: none"> nochanges

Functionality	<p>Home Page Critiques:</p> <ol style="list-style-type: none"> Uncertainty about products on the home page <p>Item Page Critiques:</p> <ol style="list-style-type: none"> Make back button clearer <p>Cart Page Critique:</p> <ol style="list-style-type: none"> No changes 	<p>Home Page Critiques:</p> <ol style="list-style-type: none"> The products that aren't necessarily used for production are just ASMR themed merchandise. <p>Item Page Critiques:</p> <ol style="list-style-type: none"> Plan to adjust back button <p>Cart Page changes:</p> <ol style="list-style-type: none"> No changes
Overall design	<p>Item Page Critiques:</p> <ol style="list-style-type: none"> Needs to be consistent design-wise with Home x2 	<p>Item Page Critiques:</p> <ol style="list-style-type: none"> Standardize theme

Logo

Layout	1. No changes	1. No changes
Color scheme	1. No changes	1. No changes
Typography scheme	1. No changes	1. No changes
Overall design	<ol style="list-style-type: none"> Needs work to match other parts Better colors Feelmore ASMR 	<ol style="list-style-type: none"> All problems attempted to improve for overall better design

Splash screen

Layout	1. No changes	1. No changes
Color scheme	1. No changes	1. No changes
Typography scheme	1. No changes	1. No changes
Overall design	<ol style="list-style-type: none"> Will the Yin Yang symbol rotate when site loads? 	<ol style="list-style-type: none"> Yes it rotates

Favicon

Layout	1. No changes	1. No changes
Color scheme	1. No changes	1. No changes
Typography scheme	1. No changes	1. No changes
Overall design	1. No changes	1. No changes

Week 15 Deliverables

Work Plan: Refine Prototypes and fill out usability test report.

Week #15 Work Plan				
Deliverables	Member Tasks	Due Dates	On time?	Notes
X: Refine Prototype Y: Usability Test Report Z:	Schrupp: Refine, Prototype, Usability Test Report	12/05/2018	On time	
	Allan Ng: Refine, Prototype, Usability Test Report	12/05/2018	On time	
	Mohak: Refine Prototype, Usability Test Report	12/05/2018	On time	

Usability Test Report for Team ASMR's Rough Prototypes

By Team ASMR

Web Screens

Layout	<p>1.Click on the top right cart 2.Click on nav menus 3.Click on “shop now”</p>	<p>1. Make noticeable changes to the tablet design Item Page Critiques: 1. All Good, no changes. Cart Page changes: 1. No changes</p>
Color scheme	<p>Home Page Critiques: 1.All Good, no changes.</p> <p>Item Page Critiques: 1. Inconsistent with the Home page</p> <p>Cart Page Critiques: 1. Adding gray bars to the top and bottom of the screen</p>	<p>Home Page Critiques: 1. No changes</p> <p>Item Page Critiques: 1. Standardize color scheme</p> <p>Cart Page Changes: 1. Made the navigation and footer/copyright gray</p>
Typography scheme	<p>Home Page Critiques: 1.All good, no changes</p> <p>Item Page Critiques: 1. make sure the “description” section isn’t too crammed/hard to read.</p> <p>Cart Page Critique: 1. No changes</p>	<p>Home Page Critiques: 1.No changes</p> <p>Item Page Critiques: 1. Increase space for description of item</p> <p>Cart Page Critique: 1. nochanges</p>

Functionality	<p>Home Page Critiques:</p> <ol style="list-style-type: none"> Uncertainty about products on the home page <p>Item Page Critiques:</p> <ol style="list-style-type: none"> Make back button clearer <p>Cart Page Critique:</p> <ol style="list-style-type: none"> No changes 	<p>Home Page Critiques:</p> <ol style="list-style-type: none"> The products that aren't necessarily used for production are just ASMR themed merchandise. <p>Item Page Critiques:</p> <ol style="list-style-type: none"> Plan to adjust back button <p>Cart Page changes:</p> <ol style="list-style-type: none"> No changes
Overall design	<p>Item Page Critiques:</p> <ol style="list-style-type: none"> Needs to be consistent design-wise with Home x2 	<p>Item Page Critiques:</p> <ol style="list-style-type: none"> Standardize theme

Logo

Layout	1. No changes	1. No changes
Color scheme	1. No changes	1. No changes
Typography scheme	1. No changes	1. No changes
Overall design	<ol style="list-style-type: none"> Needs work to match other parts Better colors Feelmore ASMR 	<ol style="list-style-type: none"> All problems attempted to improve for overall better design

Splash screen

Layout	1. No changes	1. No changes
Color scheme	1. No changes	1. No changes
Typography scheme	1. No changes	1. No changes
Overall design	<ol style="list-style-type: none"> Will the Yin Yang symbol rotate when site loads? 	<ol style="list-style-type: none"> Yes it rotates

Favicon

Layout	1. No changes	1. No changes
Color scheme	1. No changes	1. No changes
Typography scheme	1. No changes	1. No changes
Overall design	1. No changes	1. No changes