USER ANALYSIS

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TOPIC: E-LOCAL SHOPPING

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User analysis:

- Login: the customer should be able to login in the website
- Signup : there should be a signup page for the user to register in the website. It should collect data like: name,email,phone number,age etc..
- Homepage: coming to the homepage it should contain a navigation bar.
- The homepage should contain details like discounts and obviously the clothing details for the customer to look at and browse. (cont..)

Contents of the navigation bar:

- Men's section
- Women's
- Kids
- Accessories
- A search bar
- Wishlist
- User profile
- cart

Homepage

- The main homepage should contain colourful clothes as images and models wearing them for the user to be attracted to the website.
- It should contain all the offers and discount details that can be availed by the user at the moment
- There should exist an dropdown which the user can use to browse through specific things according to their needs. For example: pants,shirts,watches,sunglasses etc
- At the end of the homepage there should exist contact details and the address of the physical stores.
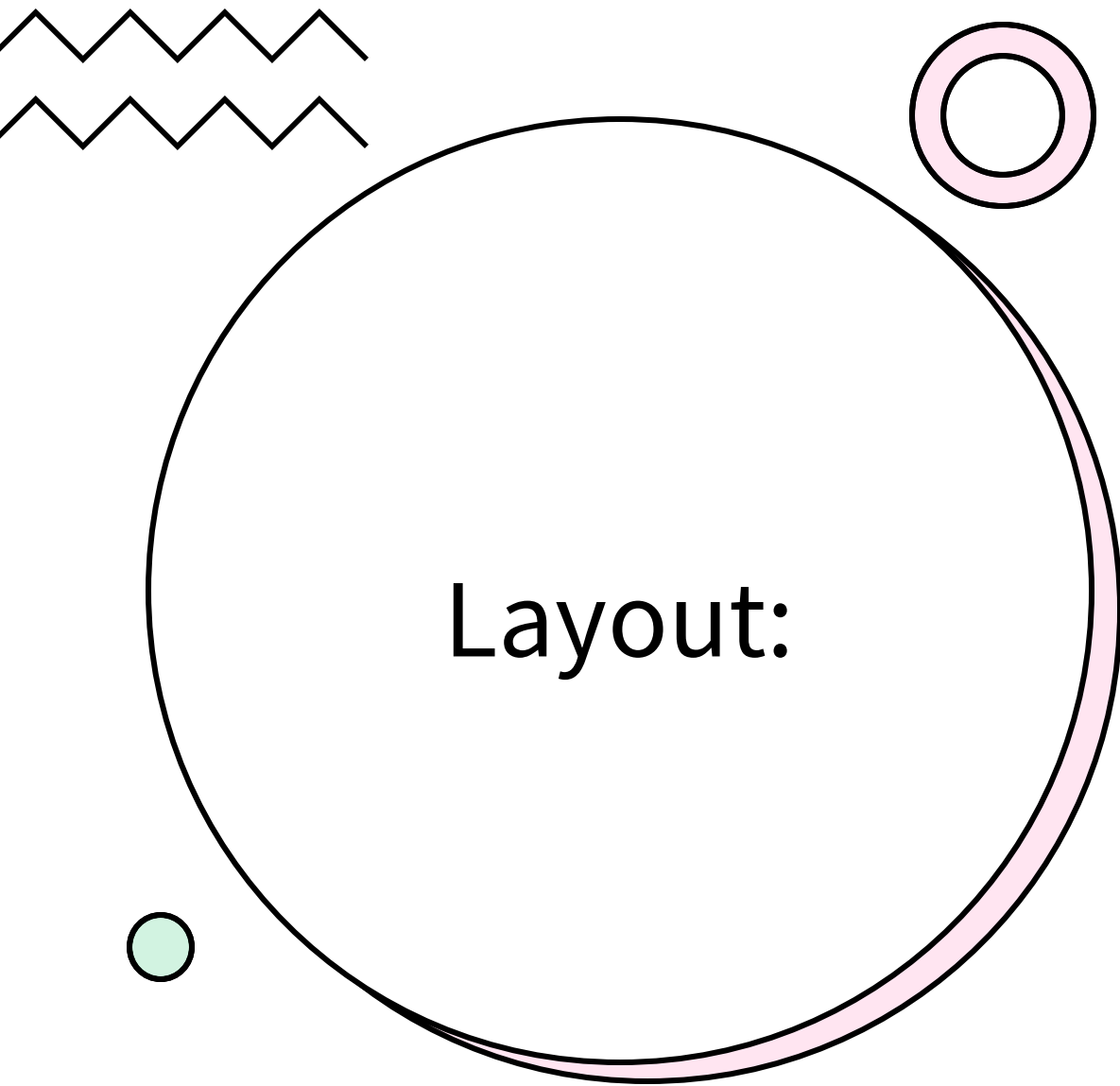- And there should be a help option for the user to use.

System prototyping:

- The goal is to make the website for the user easy to access through and in such a way that it is user friendly and easy to use.
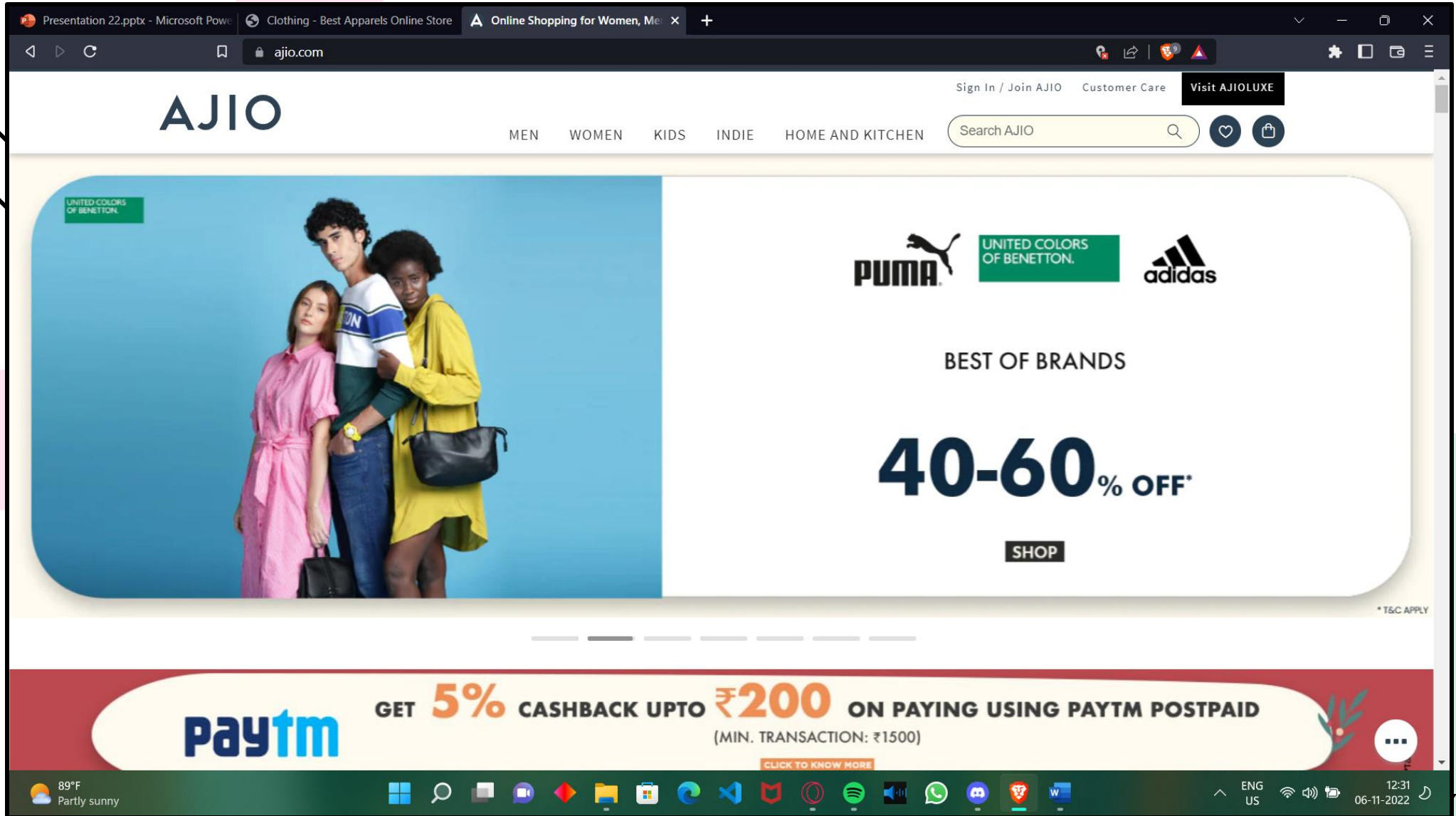
Interface evaluation

- Requirements => designing the website => constructing the website => testing the website => production

Layout:

- The layout of the page is similar to ajio.com

- Company logo and search bar in the middle of the navigation bar and user profile,cart on the top right

- Offers discounts,clothes on the middle of the homepage

- Reference link: https://www.ajio.com/

THANK YOU