VIT®

Vellore Institute of Technology

(Deemed to be University under section 3 of UGC Act, 1956)

SCHOOL OF COMPUTER SCIENCE AND ENGINEERING

# BUZZ MAIL


## Submitted by:

SAURAV KUMAR SINGH 18BCE2213

SYED AFZAL

AHAMMED 18BCE0038


## Under the guidance of:

Dr. Prof. DHEEBA J

## Prepared for:

J component

Human Computer Interaction

# SCOPE STATEMENT

To design a website where small businesses, companies and individual experts can create, edit and share professional-looking emails. It is easy to use and customizable by adding texts, images, audios and videos by just a few clicks. Users can even tailor their emails from scratch according to their personal preferences by easy drag and drop.

# INTRODUCTION

Email marketing is the act of sending a commercial message, typically to a group of people, using email. In its broadest sense, every email sent to a potential or current customer could be considered as email marketing.

It usually involves using email to send advertisements, request business, or solicit sales or donations, and is meant to build loyalty, trust, or brand awareness. Marketing emails can be sent to a purchased lead list or a current customer database. The term usually refers to sending email messages with the purpose of enhancing a merchant's relationship with current or previous customers, encouraging customer loyalty and repeat business, acquiring new customers or convincing current customers to purchase something immediately, and sharing third-party ads.

## Motivation behind Creation of the Website

1. Automatically message users via email, in-app messages, or push notifications with real-time behavioral triggers.
2. Save precious time of the customers.
3. Give insight for the best emails to be sent to the customers for their best experience.
4. Send emails only to targeted people.
5. Individuals can also use to send personal mails and invitations.
6. Users can either use one of our own template or create their own and save it for future use.

# STAKEHOLDERS

## Primary stakeholders-

Customers and their companies and employees who benefit directly from our website. The people who work for the company that hired you to create its website—managers, public relations people, IT, marketing professionals, customer service reps, salespeople, and so on. Even if you're creating the website for your own company, you'll have a similar cast of players. All these people have needs to consider when planning and creating the site, and they must all be kept in the loop.

## Secondary stakeholders-

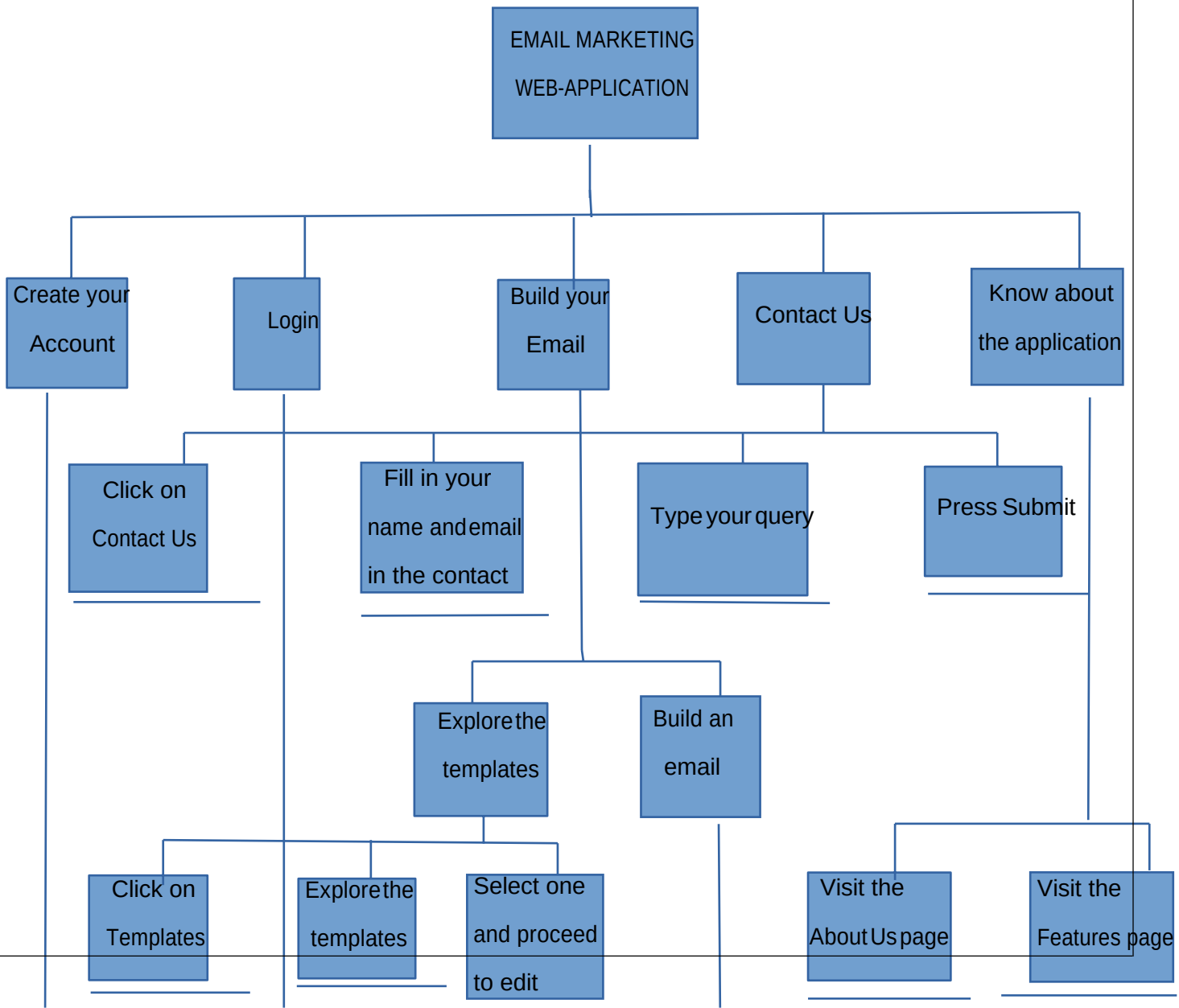
Regulators and advertisement associations who do not benefit directly from our website, website users, who, oddly enough, are often the most overlooked part of the equation. Getting caught up in all the other details of planning and deciding how the site will support the goals of the organization can easily take you away from considering the real needs of the external audience.

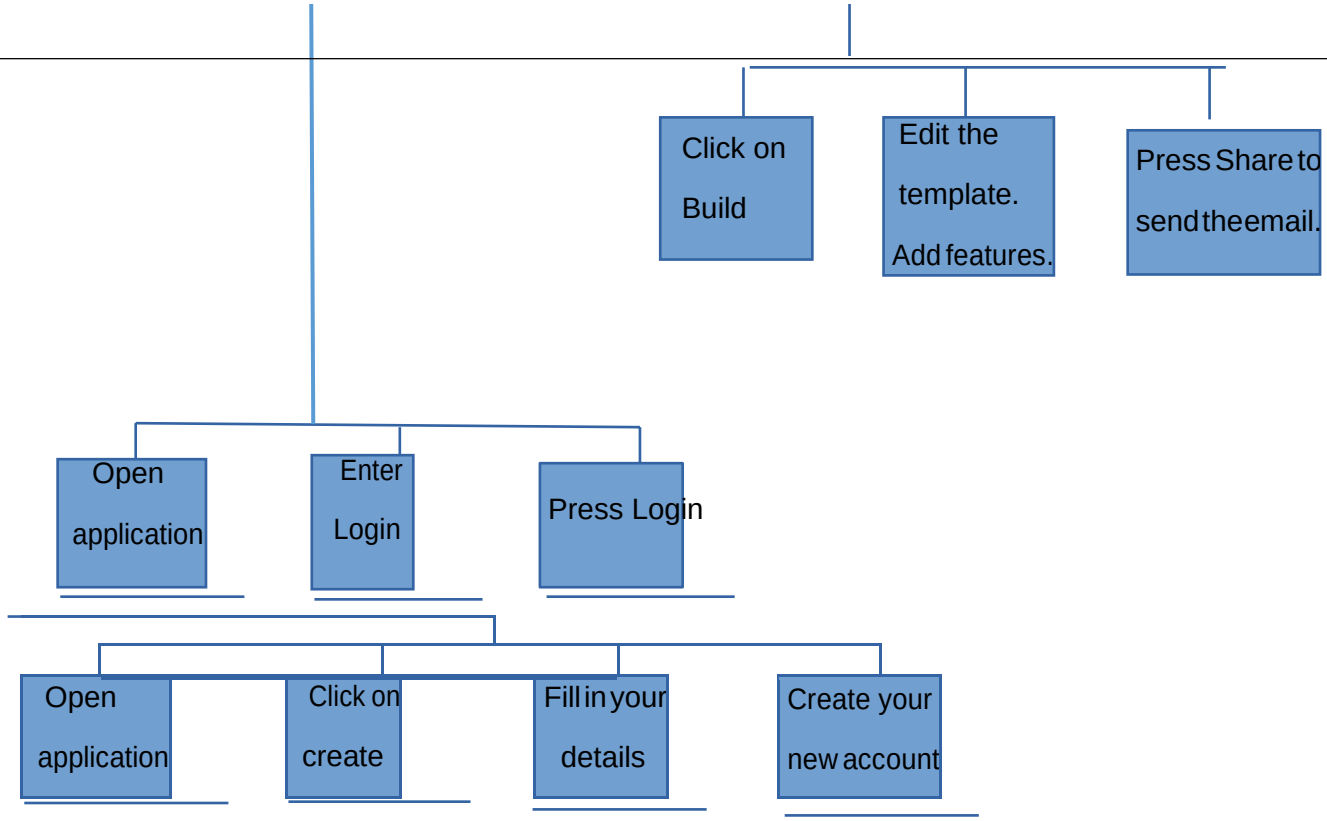
# REQUIREMENTS

1. A computer system with operating system of Windows XP or higher
2. Internet connection

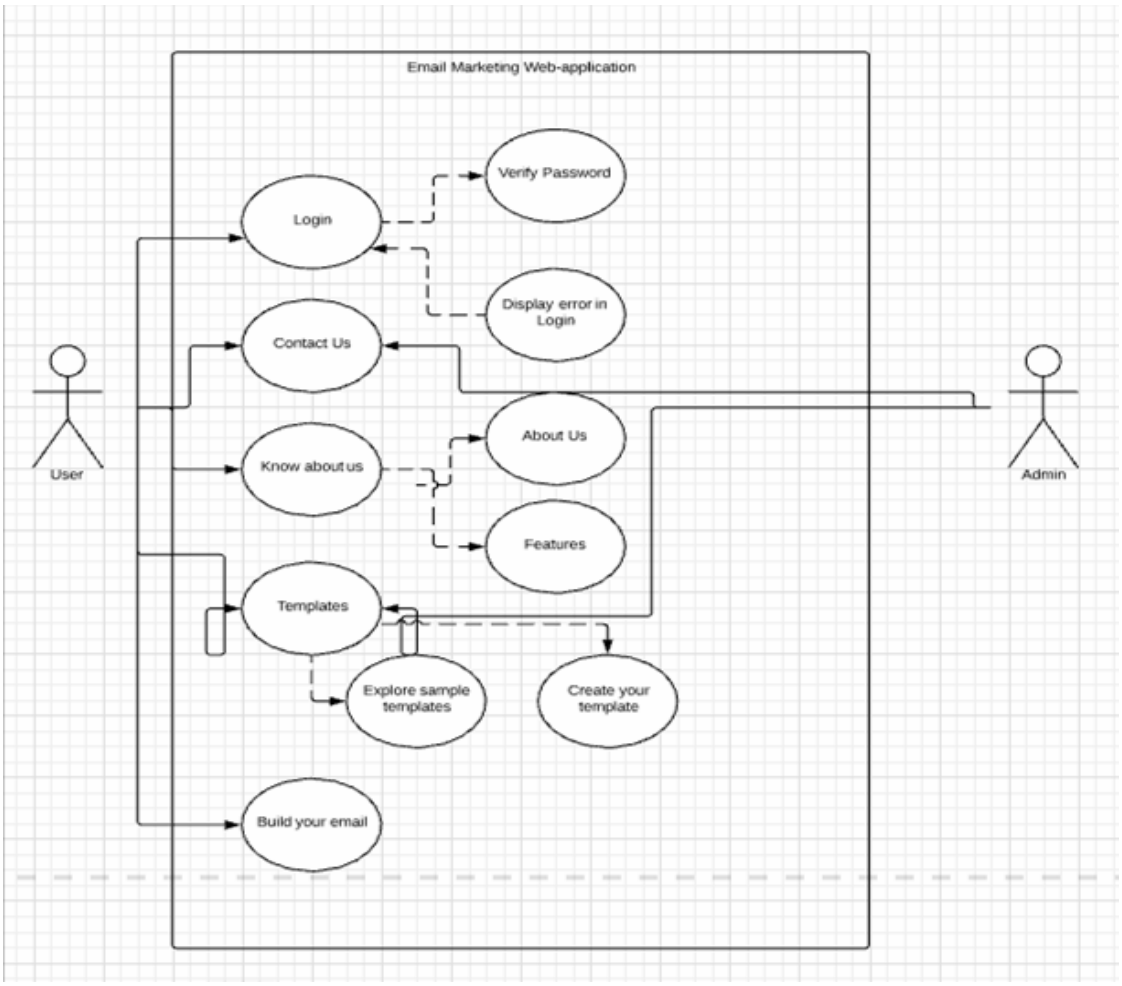
# TASK ANALYSIS

## Hierarchal Task Analysis

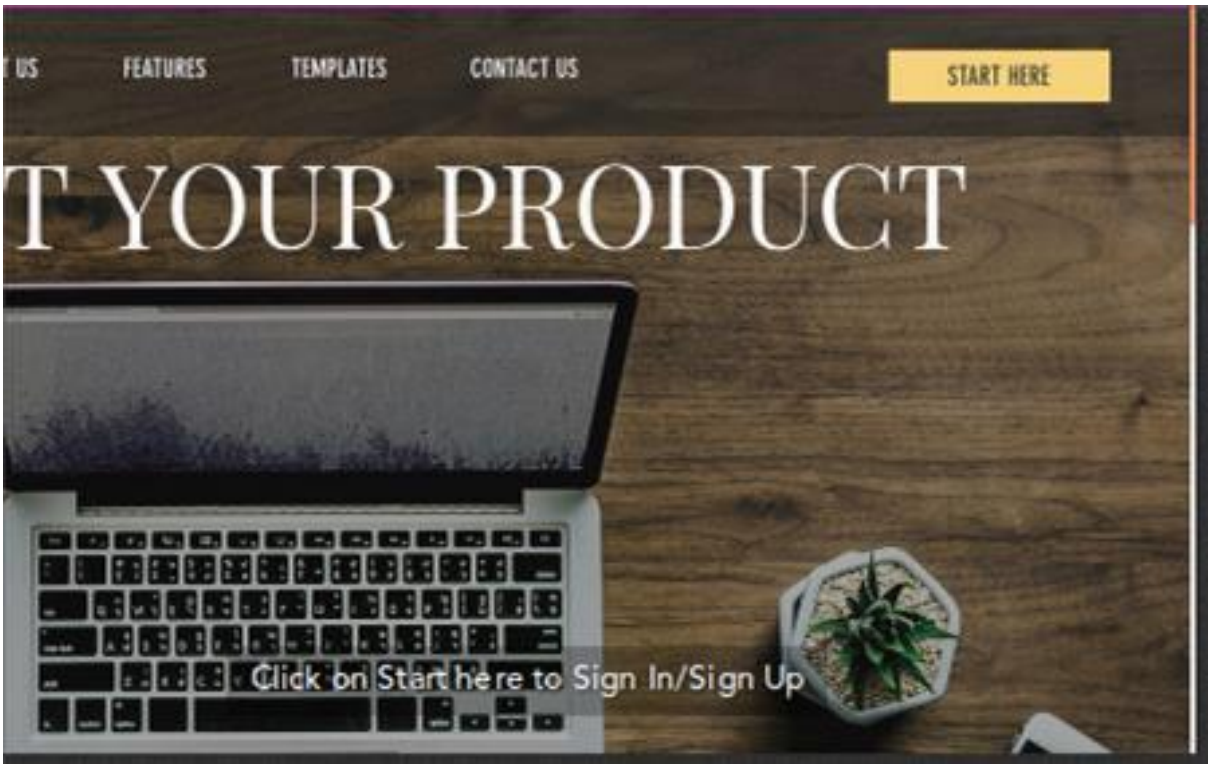


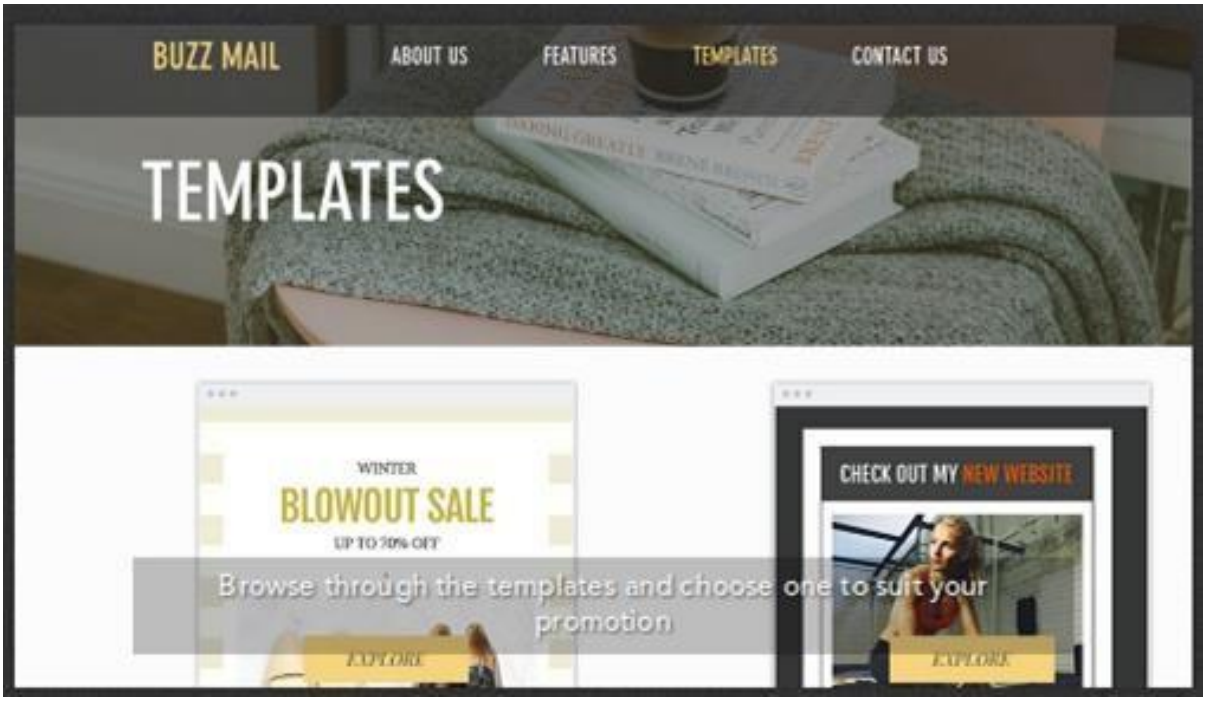



## Use Case Task Analysis



# STORYBOARDING

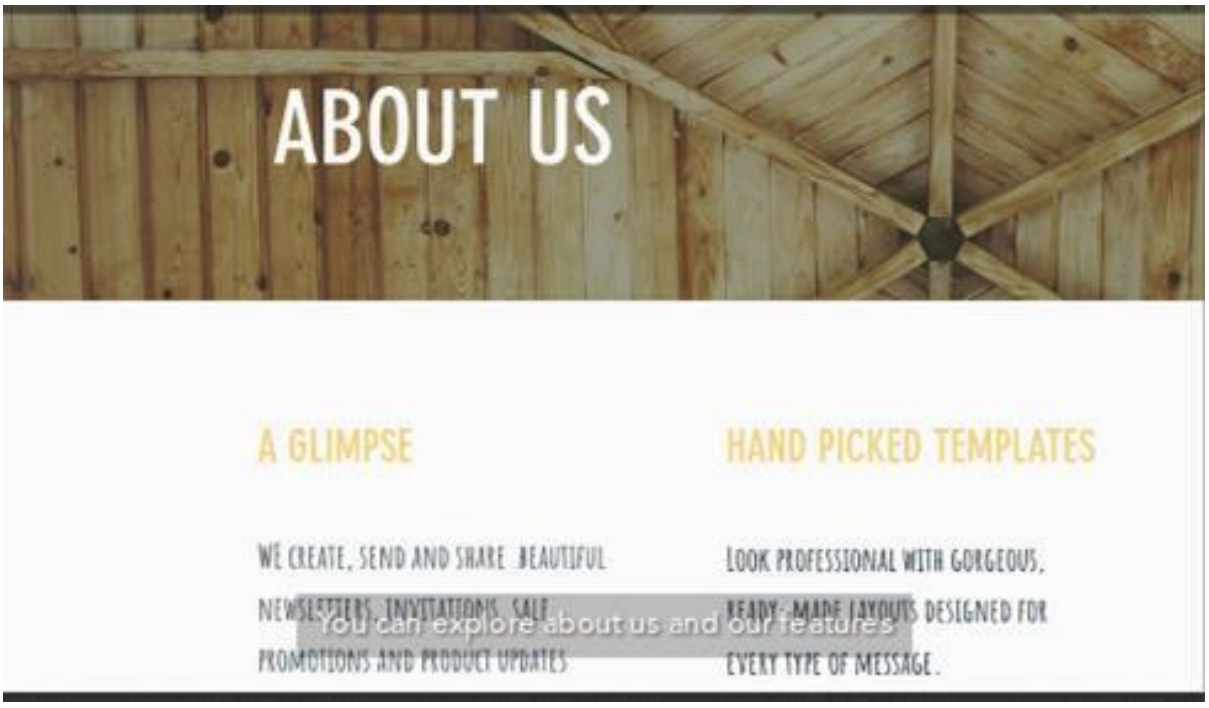

US
FEATURES
TEMPLATES
CONTACT US
START HERE
T YOUR PRODUCT
Click on Start here to Sign In/Sign Up


BUZZ MAIL
ABOUT US
FEATURES
TEMPLATES
CONTACT US
TEMPLATES
WINTER
BLOWOUT SALE
UP TO 70% OFF
EXPLORE
CHECK OUT MY NEW WEBSITE
EXPLORE
Browse through the templates and choose one to suit your promotion

eco News
SUSTAINABLE ENERGY
GRAND OPENING SATURDAY
24H
SHOP
& SERVICE
OFFERS/PROMOTIONS
urban optics
40%
OFF
Create your email
opening of our 3rd
1 Main St., Tracy, CA

Share it to your own email

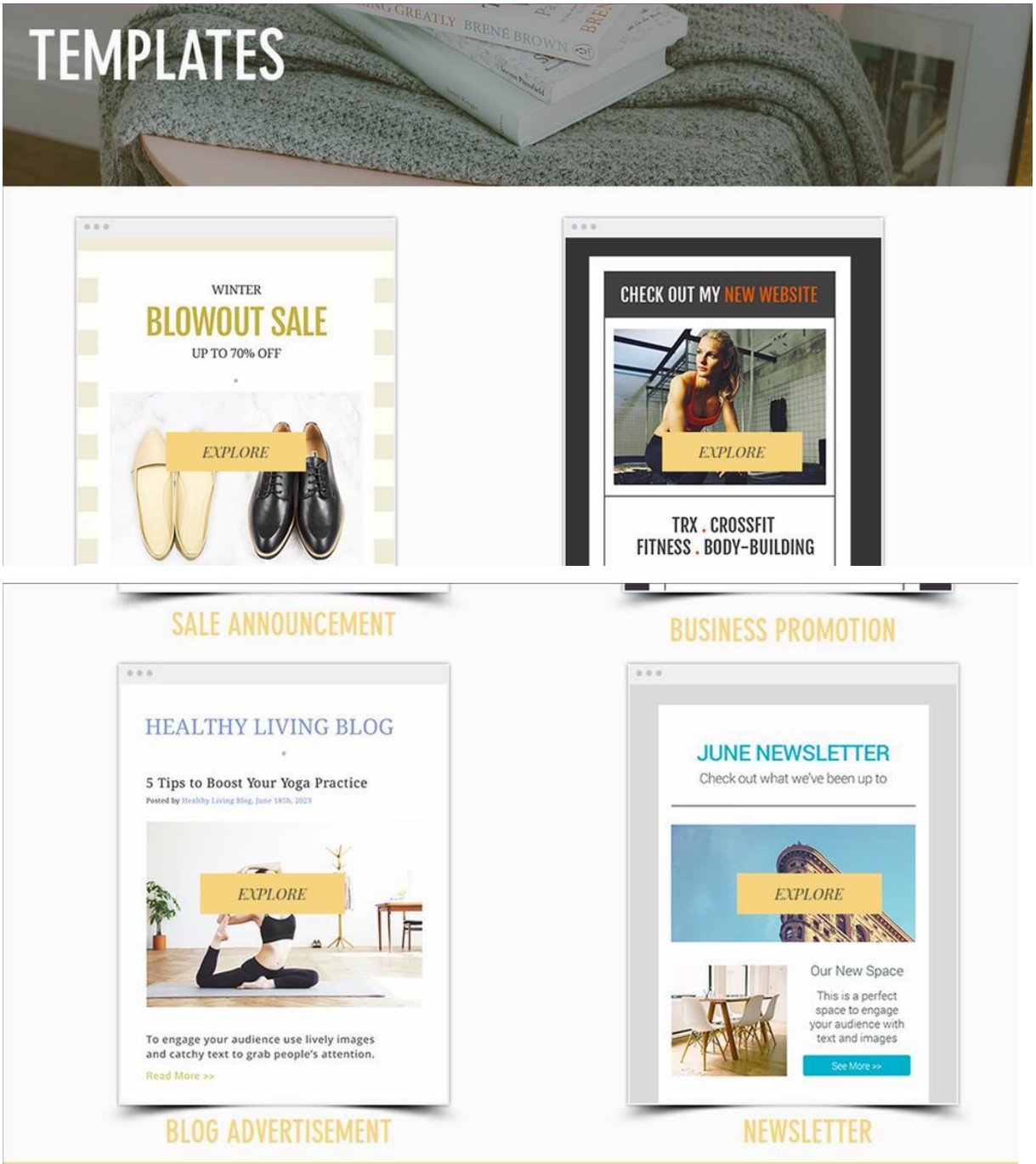
BUZZ MAIL
ABOUT US
FEATURES
TEMPLATES
CONTACT US
CONTACT US
GET IN TOUCH
You can contact us anytime


ABOUT US
A GLIMPSE
WE CREATE, SEND AND SHARE BEAUTIFUL
NEWSLETTERS, INVITATIONS, SALE
PROMOTIONS AND PRODUCT UPDATES
HAND PICKED TEMPLATES
LOOK PROFESSIONAL WITH GORGEOUS,
READY-MADE LAYOUTS DESIGNED FOR
EVERY TYPE OF MESSAGE.
You can explore about us and our features

# EVALUATION OF UID PROTOTYPE

We are evaluating a UID on the basis of amount of time taken for an intermediate user, who has visited the site before and knows how to select a template without any error, to go to the template page and select the desired template.

## UID 1

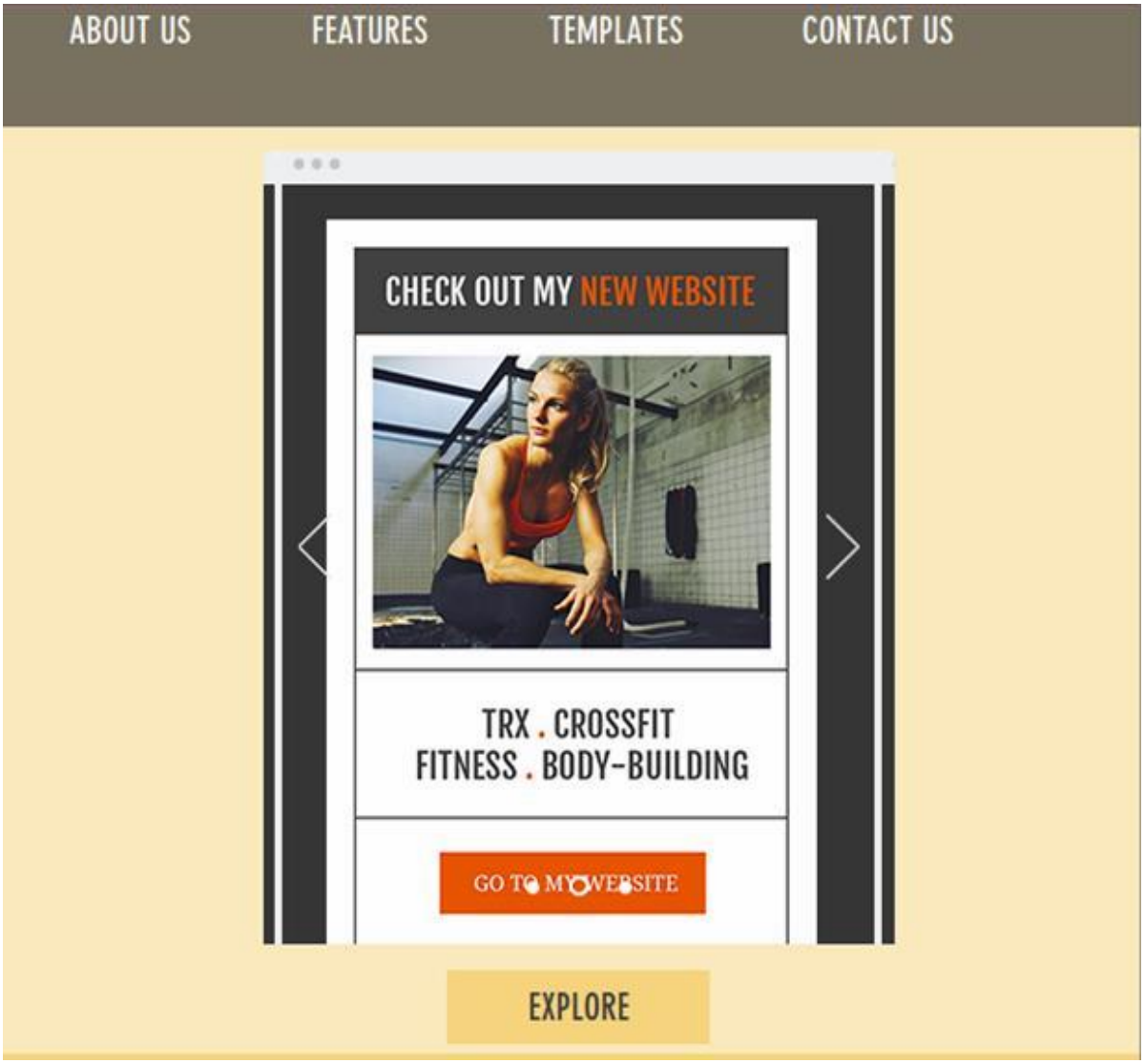


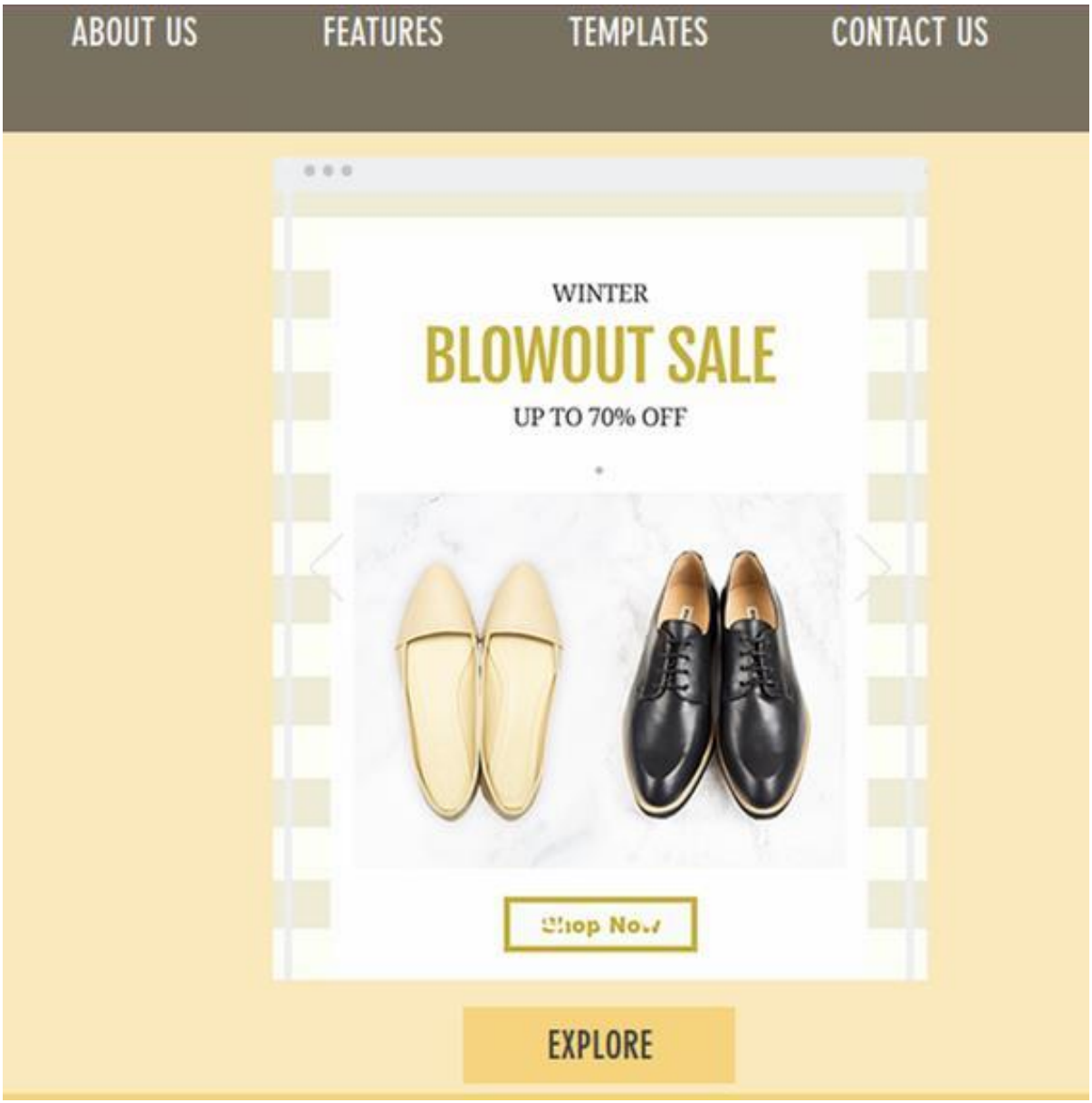
## KLM Analysis for UID 1

| | |
|---|---|
| Mental preparation(M) | 1.35s |
| Homing on the templates tab (H) | 0.40s |
| Click on the Templates tab(B) | 0.20s |
| Homing on the scroll bar(H) | 0.40s |
| Click on the scroll bar(B) | 0.20s |
| Mental preparation(M) | 1.35s |
| Drawing the scroll bar | 0.90*1 + 1.61 = 2.51s |
| Homing on the 4$^{th}$ template(H) | 0.40s |
| Click(C) | 0.20s |
| Total | 7.01s |

An intermediate user will take 7.01seconds to go through our website, browse the templates and choose the desired template for himself.

## UID 2


ABOUT US
FEATURES
TEMPLATES
CONTACT US
CHECK OUT MY NEW WEBSITE
TRX . CROSSFIT
FITNESS . BODY-BUILDING
GO TO MY WEBSITE
EXPLORE




## KLM for UID 2

| | |
|---|---|
| Mental preparation(M) | 1.35s |
| Homing on the templates tab (H) | 0.40s |
| Click on the Templates tab(B) | 0.20s |
| Homing on the next button(H) | 0.40 |
| Clicking on the next button(B) | 0.20 |

| | |
|---|---|
| Mental preparation to click or not(M) | 1.35 |
| Homing on the next button(H) | 0.40 |
| Clicking on the next button(B) | 0.20 |
| Mental preparation to click or not(M) | 1.35 |
| Homing on the next button(H) | 0.40 |
| Clicking on the next button(B) | 0.20 |
| Mental preparation to click or not(M) | 1.35 |
| Homing on the next button(H) | 0.40 |
| Clicking on the next button(B) | 0.20 |
| Mental preparation to click or not(M) | 1.35 |
| Click on a template(B) | 0.20 |
| Total | 9.95 s |

The time taken by an intermediate user to browse through the templates and chose one is 9.95seconds for UID 2.

# ACCEPTANCE PLAN

After a thorough evaluation, we found that an intermediate user will take 7.01seconds to go through our website, browse the templates and choose the desired template for himself while the one using UID 2 will take 9.95s.

The above evaluation is for the worst case, i.e., user likes the 4$^{th}$ template. In case of UID 1, user scrolls down and selects the template 4, but in case of UID 2, user has to go through each of the three earlier templates, click on next button on each page, finally reaching on the fourth page.

Also, the first UID is more preferable because in the second UID user has to remember the previous templates, while on the first UID all the templates will be on a single page. So it will be easier for the user to choose a template from UID 1 rather than UID 1.

Hence, **UID 1 is better that UID 2**.

# REFERENCES


1. Wikipedia
2. www.intercom.com
3. Designing the User Interface by Ben Shneiderman and Catherine Plaisant
4. Human-Computer-Interaction-3rd-Edition-by-Alan-Dix-Janet-Finlay
5. www.dummies .com
6. Interaction Design by Preece, Rogers and Sharp