



THE UNIVERSITY OF QUEENSLAND  
AUSTRALIA

# **Website Design & Implementation Report**

## **DECO1400/7140**

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## 1) INTRODUCTION

In terms of living in a modernized and industrialized world, people are taking care more about their living conditions, by this, I mean people want to be fashionable which makes them more confident. Therefore, Shops and Accessories stores need to design websites for users to purchase or preview clothes online. In this report, I am going to demonstrate a shopping website that follows a minimalist style, however, it has a variety of functionality.

This website has 7 pages in total using HTML/CSS/JavaScript: Home, Shop, Single Product, Contact, News, About Us, Cart. This website can be displayed on mobile devices such as iPhone, Samsung, Ipad Mini, etc.

As mentioned above, this website aims at people who are “shopaholics”, especially teenagers spending much time surfing the internet. Therefore, the color and logo, images, and designs need to be simple and similar to teenagers.

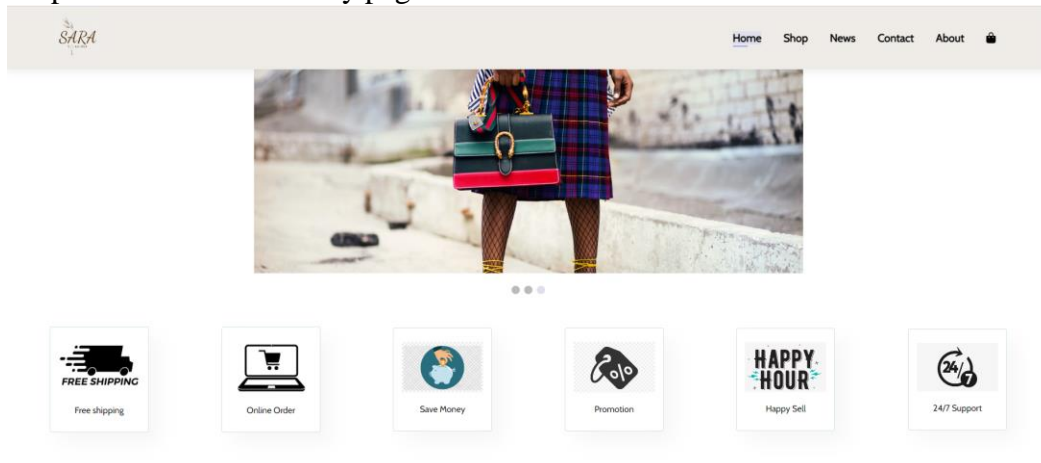
This website is designed as an easy-to-understand and user-friendly website. In my opinion, a website needs to follow rules called Nielsen’s ten Usability Heuristics to help people easy to use, memorize, and enjoy.

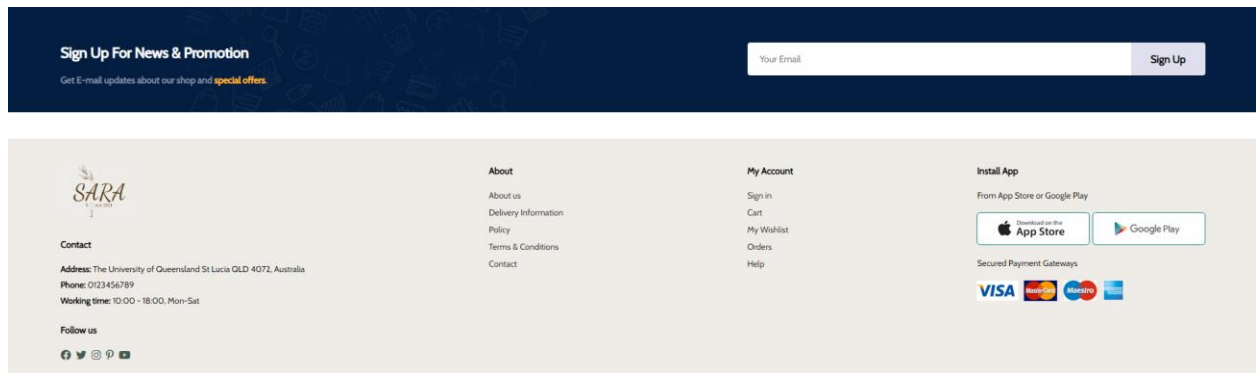
## 2) GOALS AND OBJECTIVES

Designing a website to attract customers may be difficult work, however, if we define clearly our goals, the website will be effective in selling clothes. By adapting and finding an insight of the customers, the most popular clothes will be on the top of the home page and feature the shop support such as free-shipping, online order, 24/7 support, etc. The users’ favors may be different, but all users need a friendly website with all information that helps them when shopping. And goals are to make people feel free to surf the web.

## 3) DESIGN PROCESS

Firstly, I design a sticky menu on the top and footer which has information about the shop at the bottom of every page.

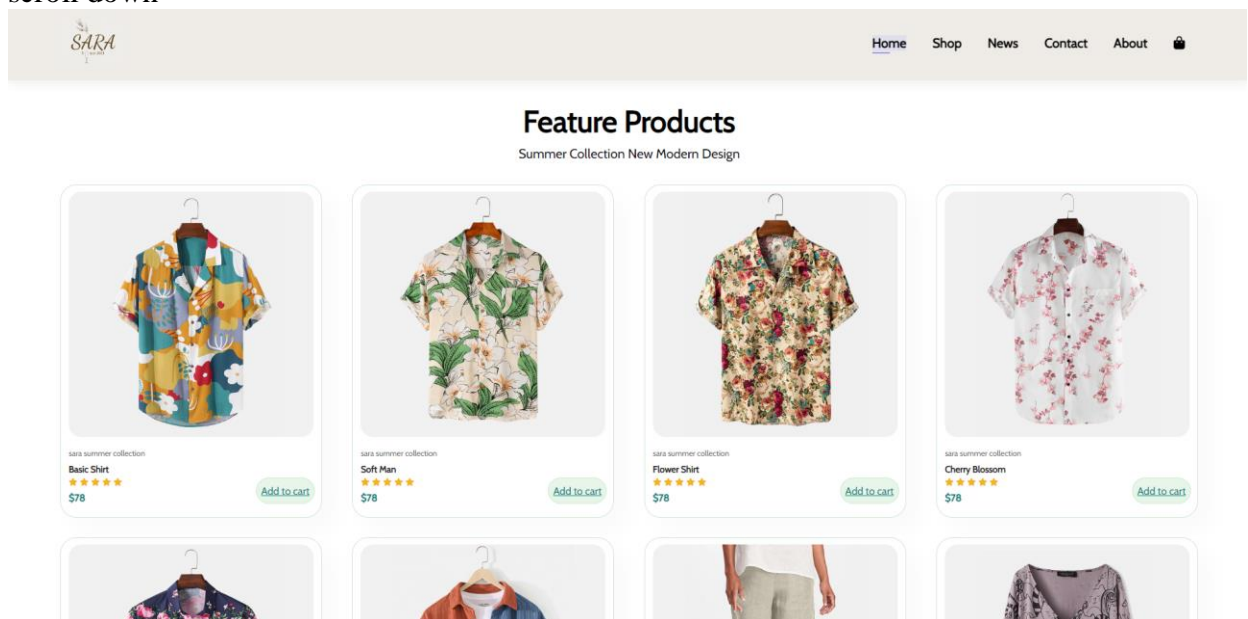


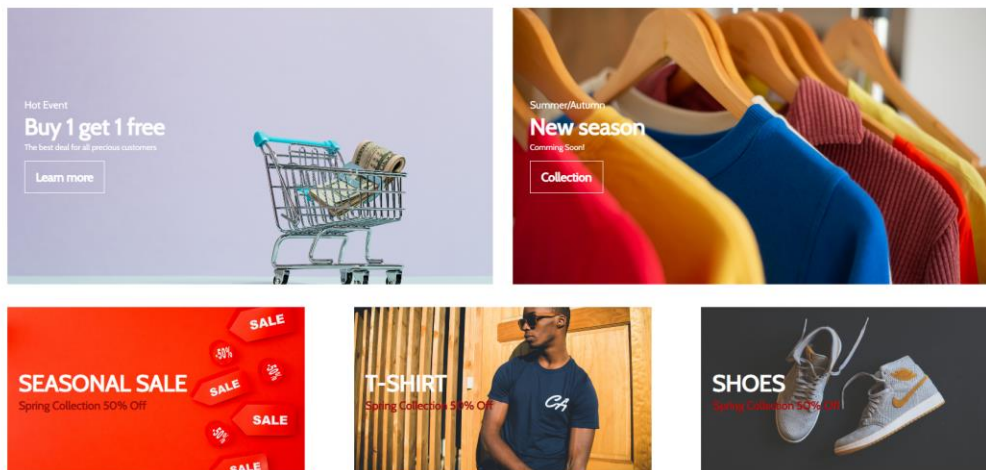
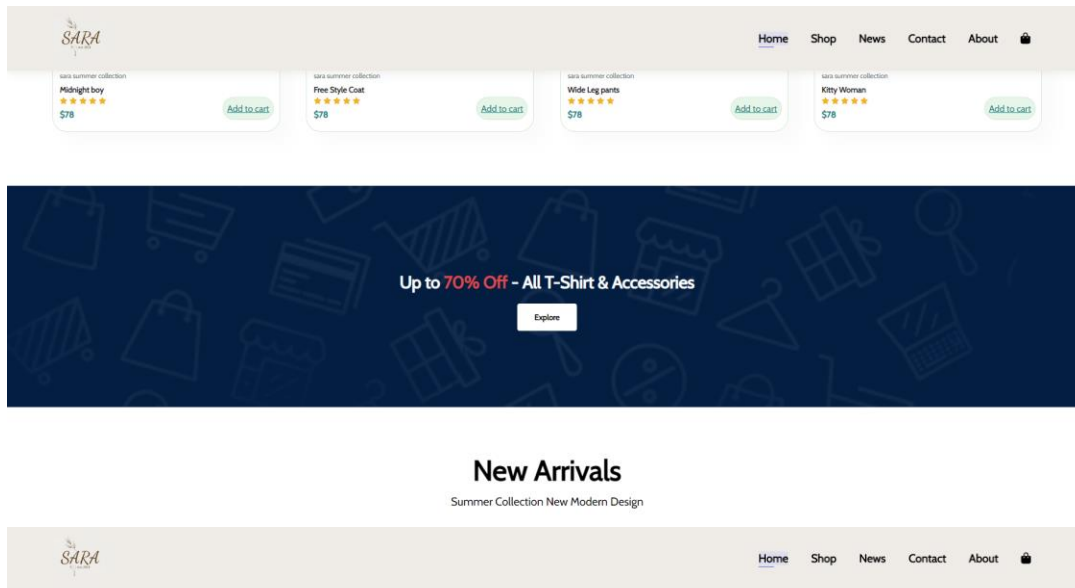


The navigation bar on the top will move the users to any page they want, and the page name will be highlighted which follows #1 Visibility of system status, #2 Match between real world and system, and #7 Flexibility and efficiency of use. The footer also have all information about the shop and payment gateway, logos of social media, etc that user may expect when they want to find the address or phone number, which follows #4 consistency and standards.

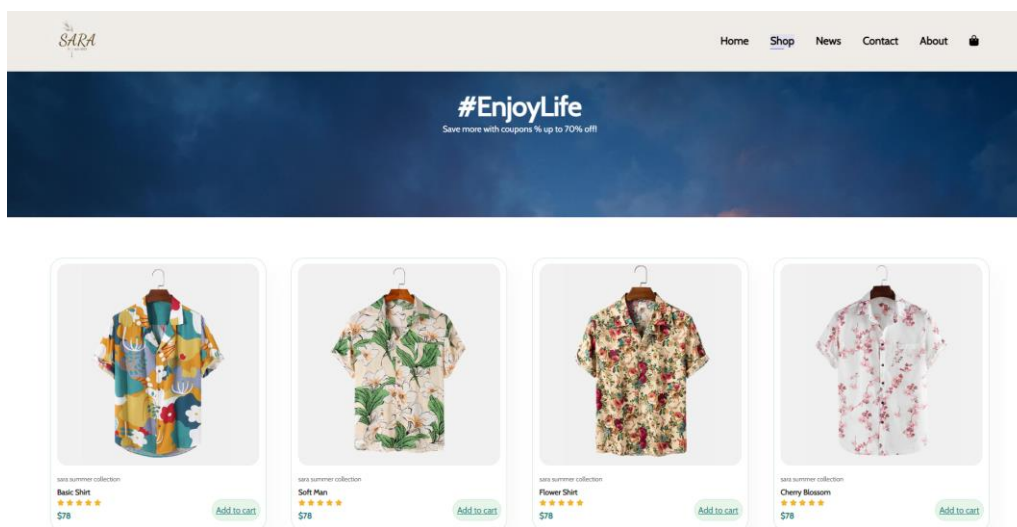
After designing menu and footer for every pages, all the information about each page will be divided separately (#8 Aesthetic and minimalist design).

**Home page:** users may meet some banner of occurring events, new collection, etc when scroll down

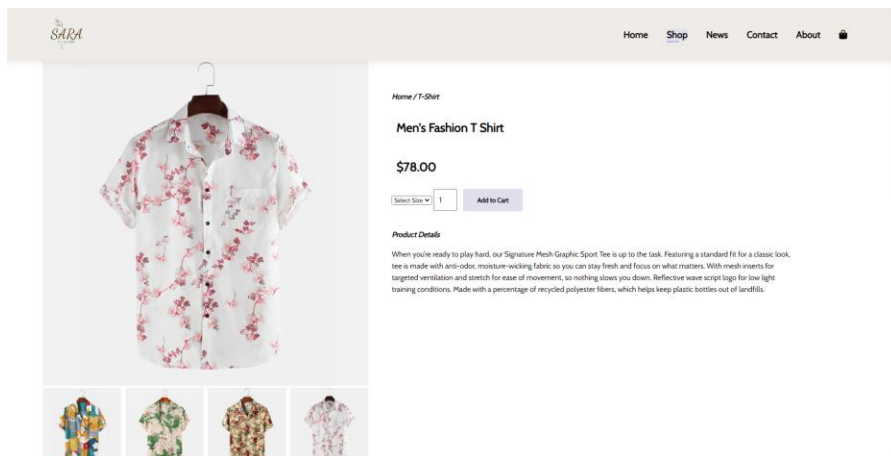
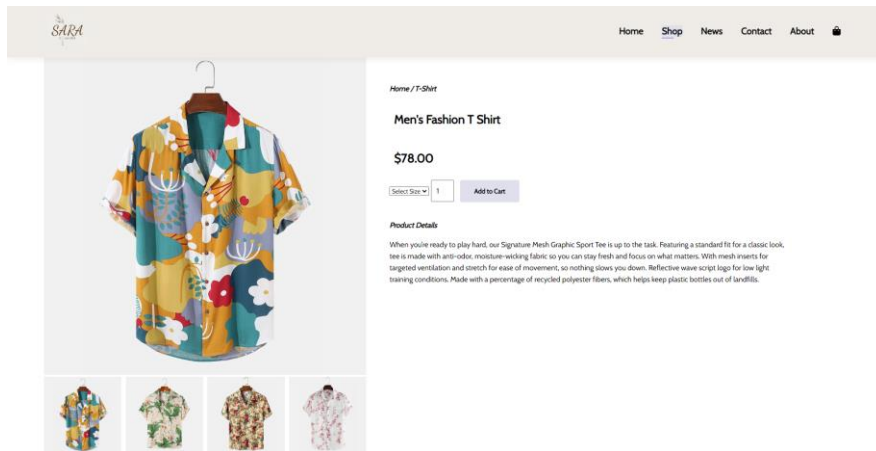




**Shop page:** include all the products. When we clicked to the first product we will move to Single Product Page



**Single Product:** Having information about the product and user can change main image to preview product when click to small images below



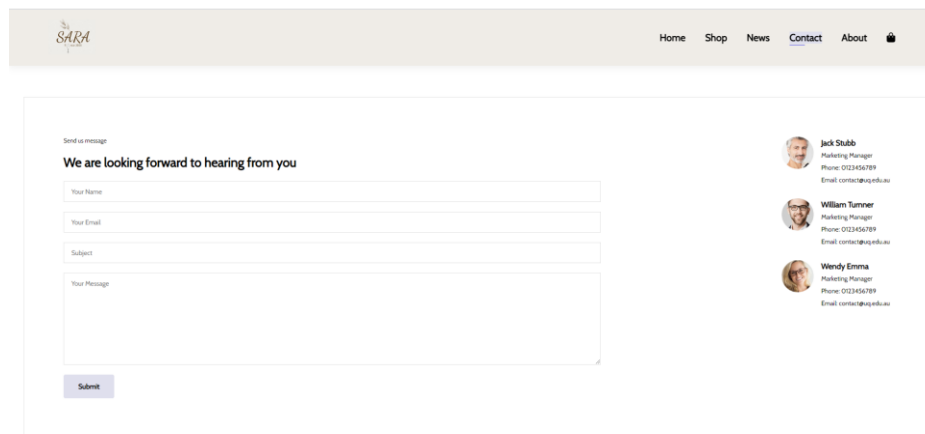
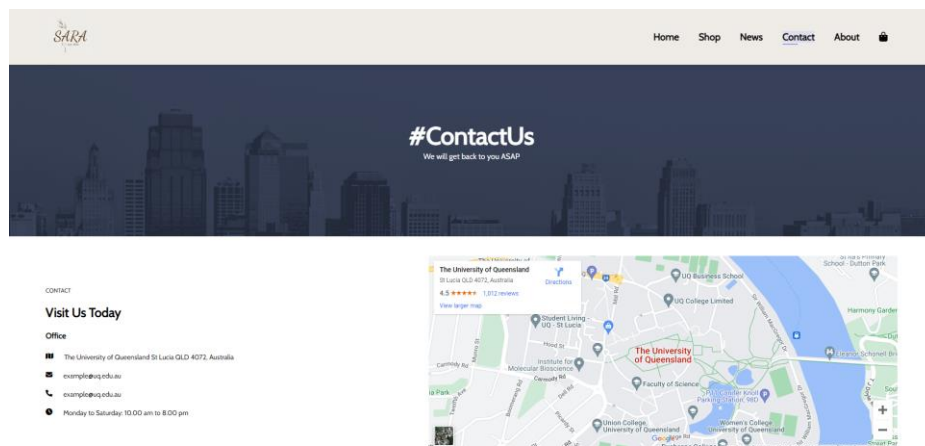
## News:



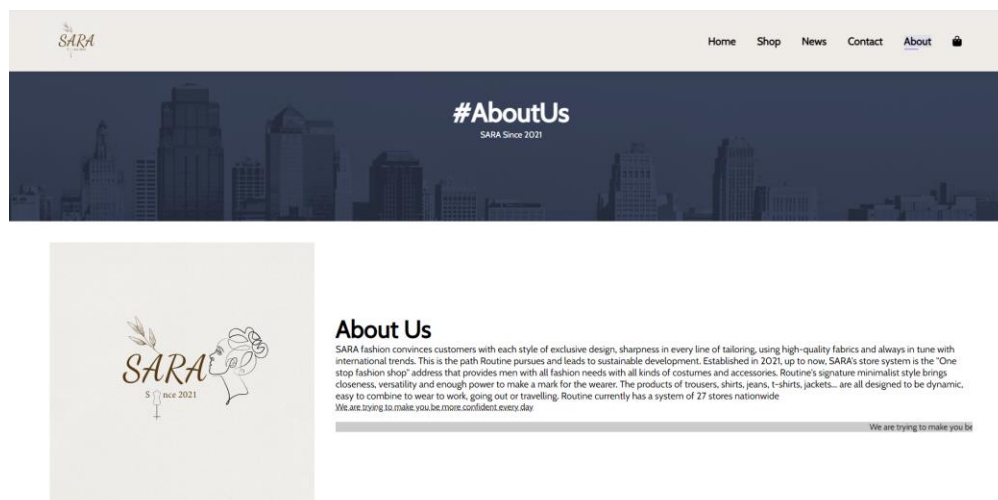
**Sale off 30% for over-300\$ bill in 23rd May**  
The gratitude program applies to SILVER, GOLD and DIAMOND customers, 30% OFF ALL LATEST PRODUCTS in Spring Summer 2022 Collection for the whole family with the latest series of products such as T-shirts, shorts, one-piece skirts, home clothes, sunscreen...

[Explore More](#)

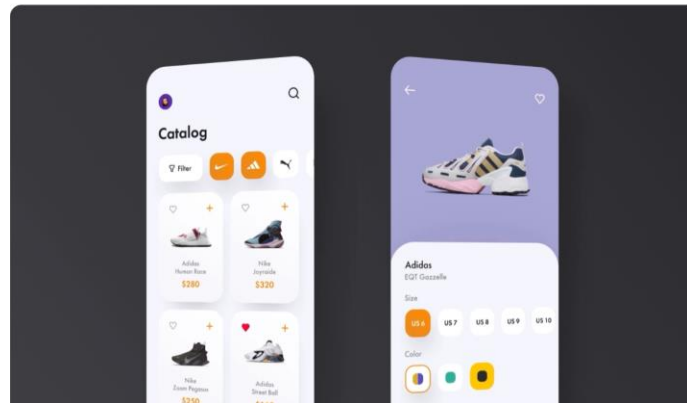
**ContactUs:** contains map, phone, email address and email sending box




**About Us:** introduce about shop and contain video of the app










Download our [App](#)



**Cart:** contain check out products and cart total table



[Home](#)
[Shop](#)
[News](#)
[Contact](#)
[About](#)


REMOVE	IMAGE	PRODUCT(SIZE)	PRICE	QUANTITY	SUBTOTAL
		Basic Shirt(S)	\$78	<input type="text" value="1"/>	\$78
		Soft Man(M)	\$78	<input type="text" value="1"/>	\$78
		Flower Shirt(L)	\$78	<input type="text" value="1"/>	\$78

Apply Coupon

**Cart Totals**

Cart Subtotal	\$234
Shipping	Free
<b>Total</b>	<b>\$234</b>

#### 4) **LIMITATION AND FUTURE:**

There are many rules in 10 Usability Heuristics for User Interface Design that I have not included in this website design such as #5 Error Prevention, #6 Recognition rather than recall, #9 Help users recognize, diagnose, and recover from errors, #10 help, and documentation. In the future, I may include to the website many functions such as a chatbox, making the cart total be more professional, logging into the system, adding and removing the products in the shopping bag and clarification pops up when users attempt to do something like sending an email, check out, remove products, etc, including back-end to make the website can be used for a shop. This is the first path on the way to designing an e-commerce shopping website, I have a lot of things to learn after this course in order to improve my skills and cover all 10 Usability Heuristics for User Interface as well.

## 5) CONCLUSION

This website needs to improve in design as well as the functionality of the website. The main purpose of this website design is to practice for future website design. However, the rules and the goals need to be defined clearly in the progress. Targeting insight of the customers requires a clear understanding of all elements of 10 Usability of Heuristics for User Interface Design.

## 6) REFERENCES

By Jakob Nielsen on Apr. 24, 1994; Updated Nov. 15, 2020:

<https://www.nngroup.com/articles/ten-usability-heuristics/>

Images: <https://www.pexels.com/>

Logo: <https://fontawesome.com/> (Included in the code)

Code: <https://www.w3schools.com/>