

Low Fidelity prototyping



IT1214 Human Computer Interaction

Assignment 1 Part 2

Website Name: Jumpbooks

Group 1

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Introduction

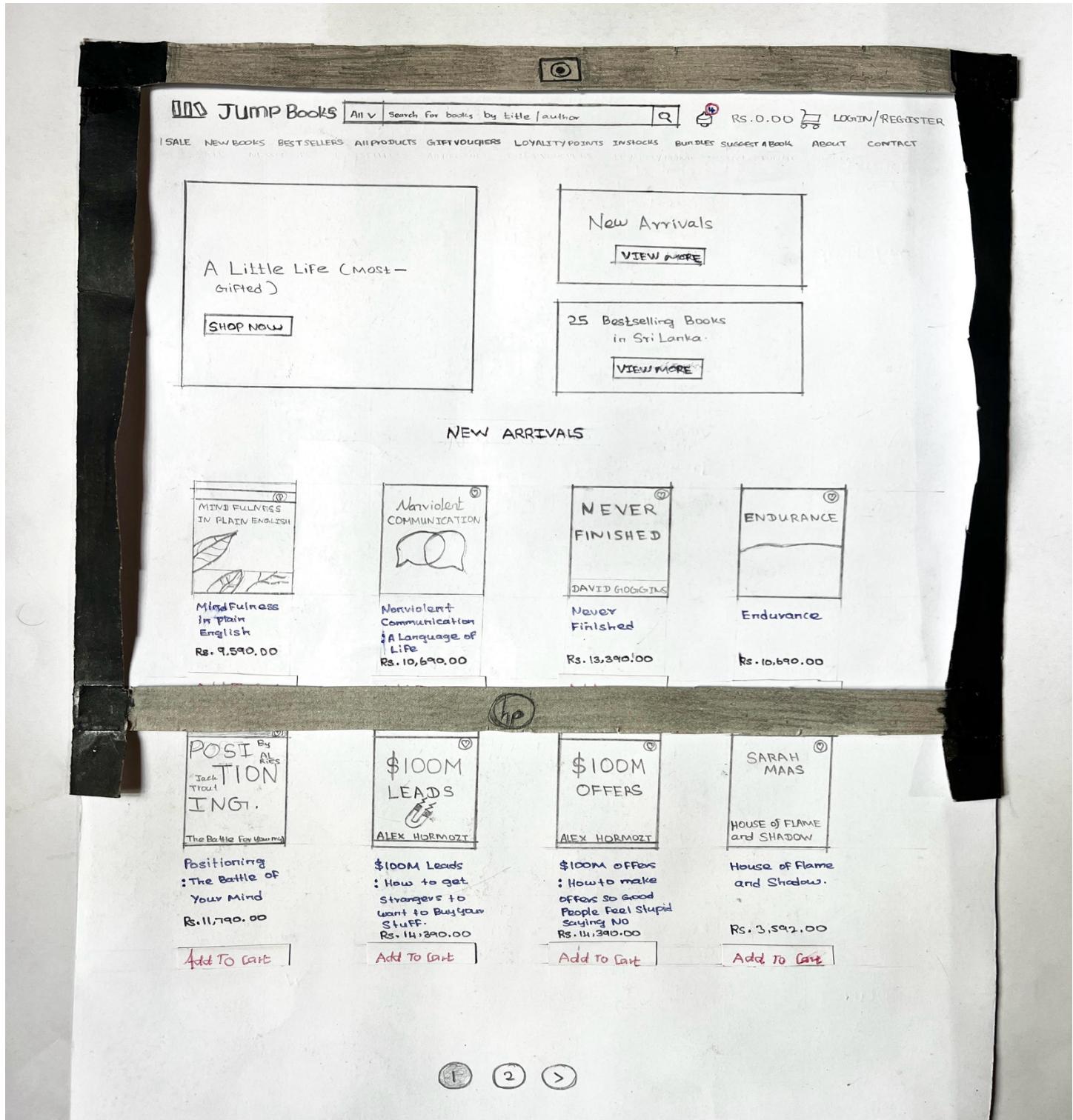
This report details our group's approach to enhancing the usability of the Jumpbooks website by developing low-fidelity prototypes. Following the findings from the contextual inquiry conducted in Assignment 1 Part 1, we identified key usability issues that were affecting the overall user experience. These issues ranged from misaligned buttons and excessive scrolling to confusing navigation and unclear registration processes. Each member of our group focused on resolving specific usability challenges through the creation of user-centered designs aimed at improving both the functionality and ease of use of the website. The low-fidelity prototypes we developed emphasize the structural aspects of the interface, focusing on key elements such as navigation bars, form fields, buttons, and page layouts. The primary goal of this phase was to quickly generate and iterate on solutions that enhance user interaction while addressing the major pain points identified in our initial analysis.

The screenshot shows the homepage of the Jump Books website. At the top, there is a blue header bar with the text "Free shipping on orders above Rs.5,000! Delivery takes 2-5 working days in Sri Lanka." Below the header is the main navigation bar featuring the "JUMP BOOKS" logo, a search bar, and links for login and registration. The main content area has a large blue banner with the heading "NEW ARRIVALS" and the subtext "Check out the brand-new bestsellers that are instore." Below the banner, several book covers are displayed, including "THE WEALTH MONEY CAN'T BUY" by Robin Sharma, "Heart of Darkness" by Joseph Conrad, "OFF THE CLOCK" by Laura Vanderkam, "KING OF GREED" by Ana Huang, "TED Talks" by Chris Anderson, and "The OUTSIDE" by William N. Thorell, Jr. The footer of the page includes a WhatsApp icon.

Designs Created by Group Members

U.Anojan – SA23523128

Design Focus: Misaligned Add to Cart buttons and excessive scrolling.



Design Focus: Adding a navigation bar on the cart page and improving the interface's visual appeal.

The image shows a hand-drawn wireframe of a website for 'JUMP BOOKS'. At the top, there is a header with the logo 'JUMP BOOKS' on the left, a search bar containing 'ALL' and a quantity '1' with a price 'Rs 0.00', and a 'CART' icon with a red notification bubble showing '2'. To the right of the cart is a 'LOGIN/REGISTER' button. Below the header is a navigation bar with links: HOME, SALE, Newbooks, BEST SELLERS, GIFT VOUCHERS, ABOUT, and CONTACT. A handwritten note 'reduce the navigation bar' is written next to the navigation links. The main content area features two boxes: one for 'A Little Life (Most Gifted)' with a 'Shop Now' button, and another for 'New Arrivals' with a 'VIEW MORE' button. Below these is a box for '25 Bestselling Books in Sri Lanka' with a 'VIEW MORE' button. A section titled 'FREQUENTLY ASKED QUESTION' follows, listing four questions with checkmarks: 'What type of books do you sell?', 'What are your delivery charges?', 'Do you maintain a stock of books in Sri Lanka?', and 'Which payment methods are accepted?'. At the bottom, there are payment method icons for VISA, MasterCard, CASH ON DELIVERY, and AMERICAN EXPRESS. Below the payment icons are links for SHOP, BUNDLES, NEW BOOKS, GIFT VOUCHERS, ACCESSORIES, LOYALTY POINTS, ABOUT, CONTACT, CAREER, PRIVACY POLICY, TERMS AND CONDITION, and RETURN AND REFUND POLICY. A copyright notice 'Copyright 2024 © JUMP Pvt Ltd' is at the bottom right, accompanied by a circular logo.

JUMP BOOKS

ALL

1 RS 0.00 CART LOGIN/REGISTER

HOME | SALE | Newbooks | BEST SELLERS | GIFT VOUCHERS | ABOUT | CONTACT

A Little Life (Most Gifted)

Shop Now

New Arrivals

VIEW MORE

25 Bestselling Books in Sri Lanka

VIEW MORE

FREQUENTLY ASKED QUESTION

✓ What type of books do you sell?

✓ What are your delivery charges?

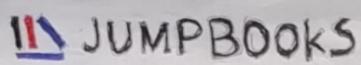
✓ Do you maintain a stock of books in Sri Lanka?

✓ Which payment methods are accepted?

VISA MasterCard CASH ON DELIVERY AMERICAN EXPRESS

SHOP BUNDLES NEW BOOKS GIFT VOUCHERS ACCESSORIES LOYALTY POINTS ABOUT CONTACT
CAREER PRIVACY POLICY TERMS AND CONDITION RETURN AND REFUND POLICY

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Navigation bar is Newly added

HOME | NEW BOOKS | BEST SELLERS | ALL PRODUCTS | GIFT VOUCHER | LOYALTY POINTS | IN STOCK | BUNDLES | SUGGEST A BOOK | ABOUT | CONTACT

① SHOPPING CART > ② CHECKOUT DETAILS > ③ ORDER COMPLETE

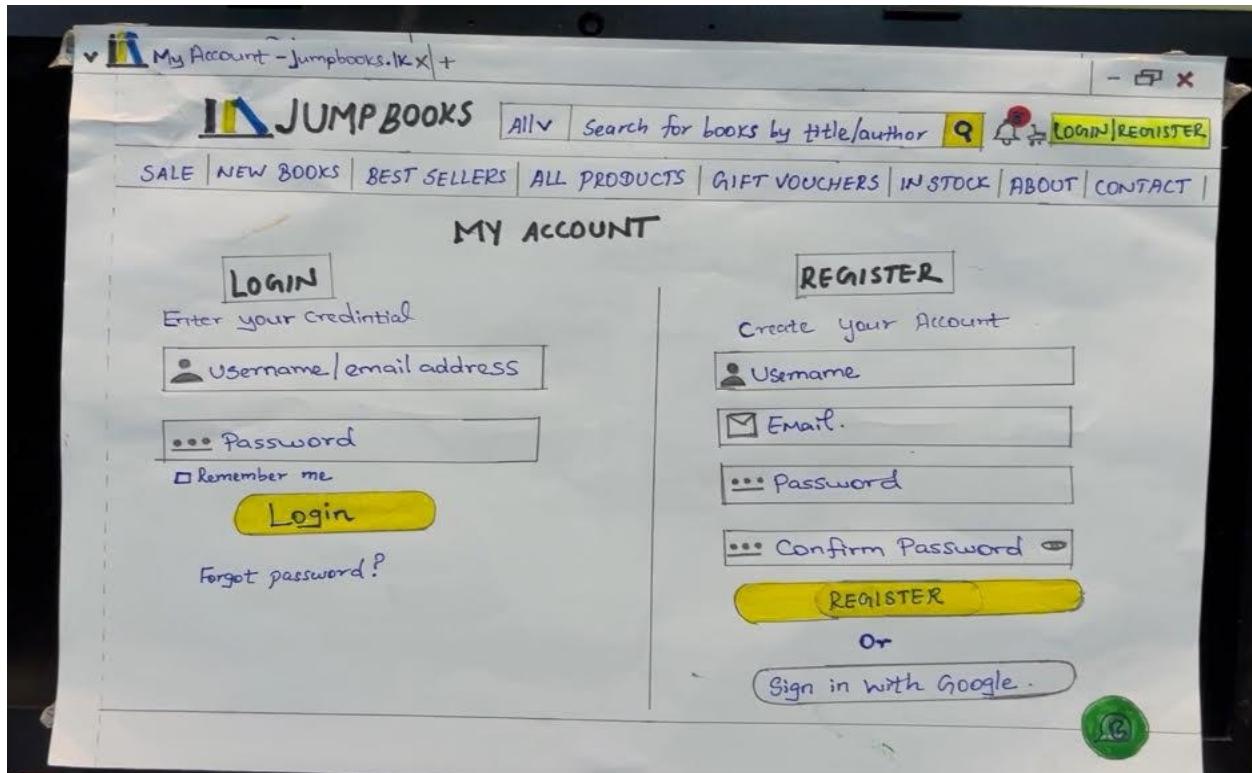
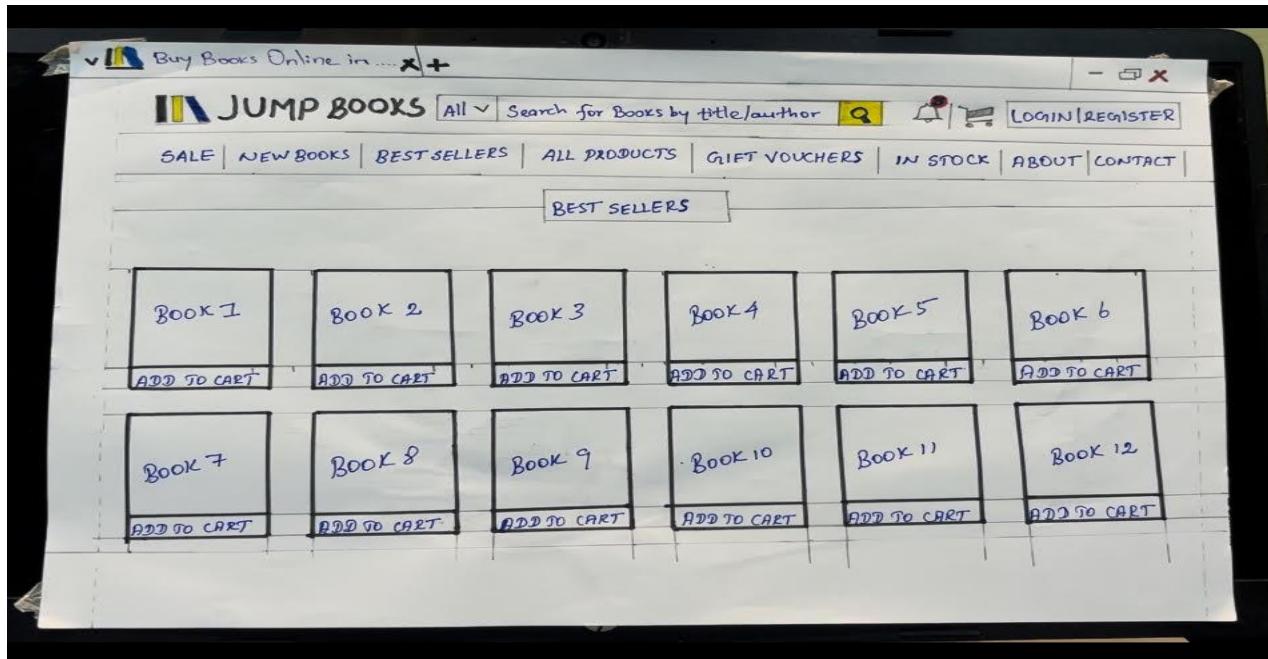
PRODUCT	PRICE	QUANTITY	SUBTOTAL	CART TOTAL
Murdle Volume 1	RS. 8590.00	- 1 +	RS. 8590.00	Subtotal RS. 8590.00 Shipping Shipping costs are calculated during checkout TOTAL RS. 8590.00
CONTINUE SHOPPING				PROCEED TO CHECKOUT
<input type="checkbox"/> Coupon				<input type="text"/> Coupon code
<input type="button"/> Apply coupon				

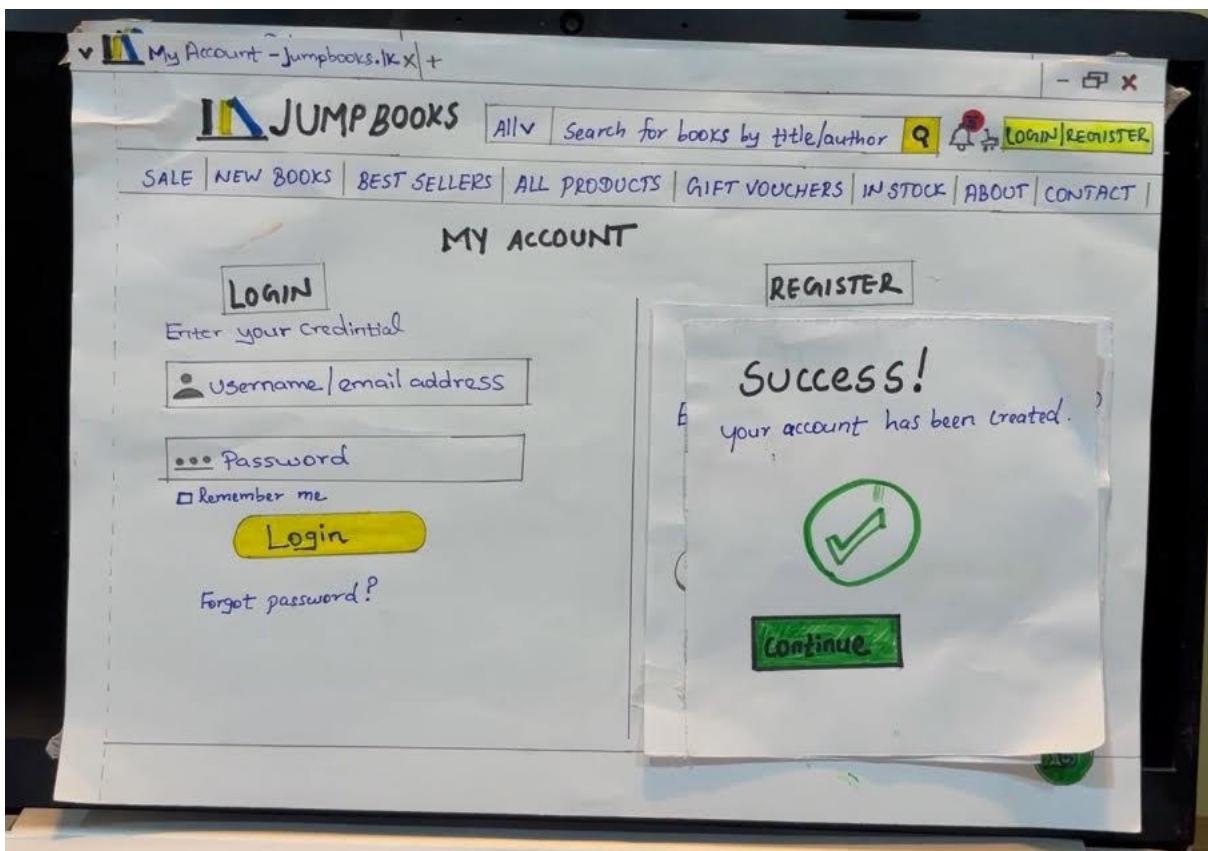
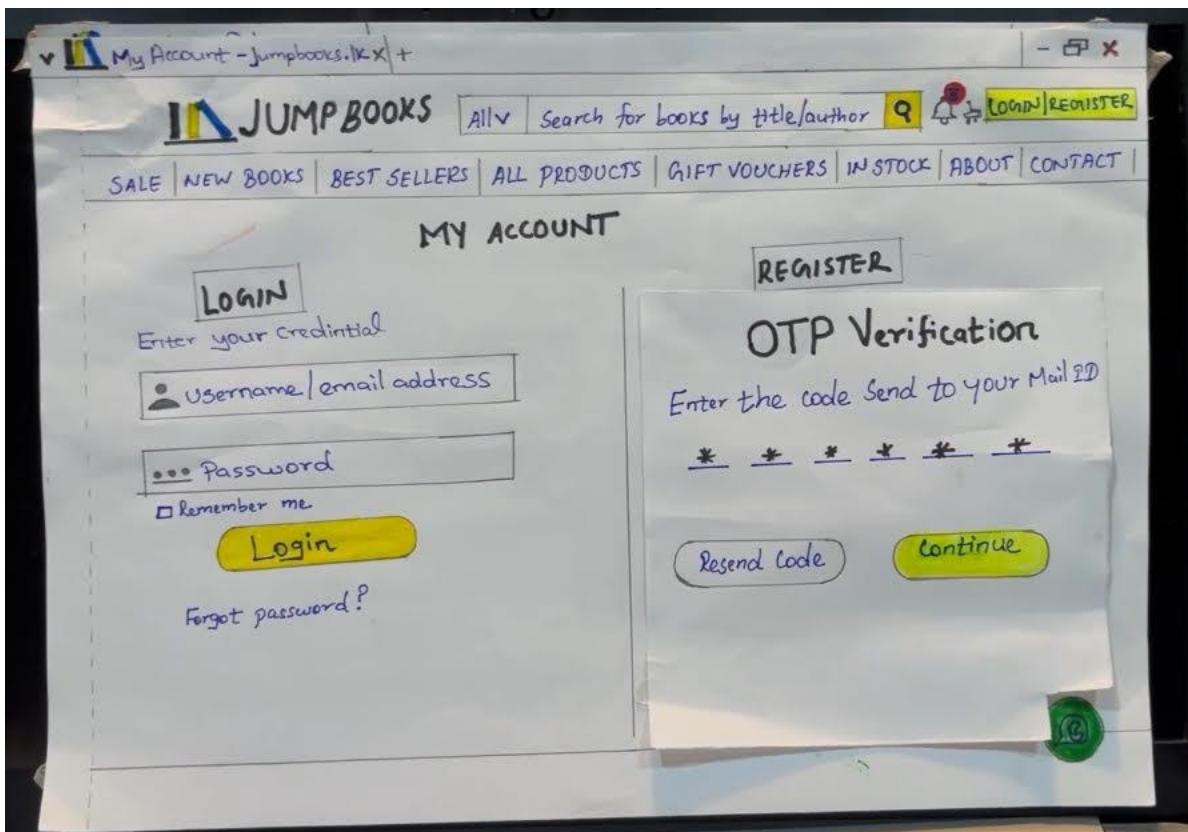
SHOP BUNDLES NEW BOOKS GIFT VOUCHER ACCESSORIES LOYALTY POINTS ABOUT CONTACT
CAREERS PRIVACY POLICY TERM AND CONDITIONS RETURN AND REFUND POLICY

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Design Focus: Reducing white space and improving the clarity of the registration process.





Justification of Usability Issues Resolved

Design by SA23523128: Product Page Design

Usability Issues Resolved: Misaligned ‘Add to Cart’ buttons and excessive scrolling.

GUI Components Used:

- ✓ **Buttons**
- ✓ **Pagination**

Justification:

- **Buttons:** Users were experiencing difficulty while attempting to add things to their cart because of the misaligned buttons. We increase uniformity by standardising button positioning, which improves usability and lowers error rates.
- **Pagination:** The use of pagination instead of endless scrolling makes product navigation more organised and user-friendly, especially for visitors who are not familiar with the website.

Design by SA23522060: Cart Page Design

Usability Issues Resolved: Missing navigation bar on the cart page and an unappealing interface.

GUI Components Used:

✓ **Navigation Bar**

✓ **Buttons**

Justification:

- ✓ **Navigation Bar:** The absence of a navigation bar on the cart page was causing frustration for users. By making it easier for users to navigate between different areas of the website, a navigation bar helps to maintain consistency throughout pages and lessens cognitive strain.

- ✓ **Buttons:** The likelihood of users abandoning their basket due to uncertainty has decreased with the increased clarity and accessibility of the actions available on the cart page (for instance, proceed to checkout or continue shopping).

Design by SA23522138: Registration Page Design

Usability Issues Resolved: Unclear registration process and excessive white space.

GUI Components Used:

- ✓ **Form Fields**
- ✓ **Grid Layout**

Justification:

- ✓ ***Form Fields:*** There was uncertainty in the initial registration process, which could have caused mistakes and dissatisfaction. We increase user confidence and lower the probability of errors by employing inline validation and properly marking input fields.
- ✓ ***Grid Layout:*** The former design's overabundance of white space gave the page a bare, unintuitive sense. We made better use of the available space by putting in place a grid layout, which resulted in a well-balanced and orderly structure that doesn't overwhelm the user. This lessens the need for excessive scrolling and enhances the visual flow.

Design Principles Considered

- **Simplicity:** The prototype is made to be simple to comprehend and alter by keeping the design focused on the essential structure and layout of the website rather than adding needless intricate images.
- **Rapid Iteration:** Before proceeding to more in-depth design stages, it is simpler to test concepts and get feedback using the low-fidelity prototype, which enables rapid adjustments and enhancements.
- **User-Centered Design:** Users' requirements and behaviors are the main emphasis of the design, which makes sure that tasks can be completed quickly, naturally, and with the least amount of cognitive strain.
- **Visibility of Elements:** Users can locate and interact with critical items with ease thanks to the clear placement and accessibility of key interface components like buttons, input fields, and navigation bars.
- **Consistency:** As visitors navigate across the website, they won't have to relearn the interface because to the same arrangement of items (such as buttons, forms, and navigation) across different pages, resulting in a smoother user experience.

Conclusion

In this report, we documented our group's efforts in improving the usability of the Jumpbooks website by addressing key usability issues through the creation of low-fidelity prototypes. Each member of the team focused on resolving specific improper designs identified during the contextual inquiry, resulting in user-centered design solutions aimed at enhancing the overall user experience. By utilizing low-fidelity prototyping techniques, we were able to quickly iterate and refine our designs, emphasizing functionality, simplicity, and ease of navigation. Key usability concerns, such as misaligned buttons, excessive white space, and unclear registration processes, were resolved through the thoughtful application of design principles. Ultimately, this process demonstrated our commitment to creating a seamless and user-friendly experience, with the flexibility to incorporate future improvements based on user feedback and additional usability testing.

Video link

https://mysliit-my.sharepoint.com/:f/g/personal/sa23523128_my_sliit_lk/Eh4BNkEwAhVGq9h70R7y_gwBCX6iI0CCn0gTobka8CGSHg?e=vPnv7v