

# UX Documentation

## The New Gallery

### Introduction

As stated in the README.md file extensive focus was placed on the UXD for this website.

In line with best industry practice, the site was developed using the 5 Planes of User Experience.

### User Stories:

Attribute	I want to be able to	So that I can
As a User	Have the ability to view and use the site on all devices and viewport widths.	Use the site on any device of my choosing.
As a User	See a wide array of images.	Make a purchase based on my needs.
As a User	Filter by Image type.	Compare similar Images.
As a User	Edit & Delete items in cart.	Change my mind.
As a User	Register & Login as a unique user.	Save default information.
As a User	Receive Confirmation of purchase.	Be sure that payment was sucessful.
As a User	Logout as a unique user.	Use a shared device.
As a User	Submit a review	Share my experience.
As a User	View previous purchases/reviews.	Make sure I don't repeat order/ review by mistake.
As a User	See other Customers reviews.	Get a sense for what other's think.
As a User	Have Image emailed to me.	Arrange Printing at a larger size if I wish.
As a User	View Tour Options on Map.	Assess if it is suitable for me.
As a User	Submit interest in Tour.	Get further Information when it becomes available.

Attribute	I want to be able to	So that I can
As Site Owner	Supply the User with a wide array of functionality	Increase the customer's spending potential.
As Site Owner	Retain full control of admin database	Prevent risk of hacking.
As Site Owner	Have the Scope to add more photographers and features to the Gallery business.	Build a bigger business and wider cohort of customers.

## Strategy

My initial strategy was to create a responsive website that would:

- Allow users to engage with data in an intuitive manner.
- Render in a visually appealing way with simple Calls To Action and Design Path.
- Respond dynamically on all devices dependent on the user's action.
- Utilise a number of programming languages (HTML, CSS, Javascript and Python) in conjunction with the Django Full-Stack Framework.
- Utilise Libraries and APIS where appropriate (jQuery, Google Maps and Stripe).
- Allow for future enhancements that would require minimal code re-write.

To better understand what potential users would like in “The New Gallery” website, I conducted two Focus Groups with my Photographers to refine my strategy:

Name	Dislikes	Defined User Needs
Katie	<ul style="list-style-type: none"><li>- Having to rely on third party sites that take a larger cut of profits.</li><li>- A lack of social conscience in some commercial platforms</li></ul>	<ul style="list-style-type: none"><li>- A fair and equitable profit share.</li><li>- A Charity donation as a percentage of profits and encouragement for customers to do likewise.</li></ul>
Shane	<ul style="list-style-type: none"><li>- Not having the option to showcase work alongside other contemporary Artists.</li><li>- Not being able to platform Images for Sale as they become available.</li></ul>	<ul style="list-style-type: none"><li>- Being able to showcase work alongside other Artists.</li><li>- Not being bound by deadlines and having the option to submit work to The New Gallery Owner for Sale as a new Product when it is ready.</li></ul>

## Scope

After conducting my Focus Groups, the scope for the website was defined with full consideration for the potential user. My objective was to create a site that fully met their outlined requirements whilst giving myself leeway for future iterations.

Function	In Scope	Out of Scope
Multi-Page & Responsive	Yes	-
User Authentication	Yes	-
User Reviews	Yes	-
Create, Read, Edit and Delete (CRUD) options for Customers where appropriate	Yes	-
Ability for Customers to Login via Social Media	-	Yes
Ability to offer Tours to increase Partnership Opportunities	Yes	-
Artists individual sections	-	Yes

## Structure

After defining what was in scope for the website I created the following structure moving vertically from stages 1-7 and horizontally within each step (where appropriate).

<u>1</u>	Home Page		
<u>2</u>	Gallery	View Selected	
<u>3</u>	Cart	Edit/Delete	
<u>4</u>	Checkout	Success	
<u>5</u>	Reviews	Add Review	
<u>6</u>	Tours		
<u>7</u>	Account	Register	Login
		Profile	Logout

## Skeleton

Wireframes for both Mobile and Desktop are available in the Documentation Folder of this GitHub Repository:

<https://github.com/david-connaughton/the-new-gallery>

## Surface

After completing the Skeleton wireframes using Balsamiq, I created the Surface plane. I opted to use two Google fonts “Inter” & “Work-Sans”. I decided to use a simple colour palette that complemented the Home Page Image along with easily identifiable Call-To-Action Buttons. This decision was taken to minimise visual dissonance and to allow the User’s attention to focus on the Images for purchase.

Surface captures for both Mobile and Desktop are available in the Documentation Folder of this GitHub Repository:

<https://github.com/david-connaughton/the-new-gallery>