HONG KONG INSTITUTE OF VOCATIONAL EDUCATION

Project: E-commerce website

**This Project contributes 60% of Total CA Marks.**

You may use HTML5, CSS, javascript and jQuery to complete this project. Submit the completed project folders and documentation files on or before **1 Dec 2017**.

**Aims and Objectives**

The aims and objectives are:

* To gain experience in designing website using the learned HCI knowledge.
* To learn the basics of HTML5, CSS, javascript and jQuery programming.
* To gain experience in developing User-centered webpages using HTML5, CSS, javascript and jQuery.
* To gain experience in using different GUI techniques to develop a user-friendly e-commerce web system for the e-business.

**Introduction**

This is a group project and should be done in teams of 2 students. On the project cover sheet you must state the contribution of each member using the format below:

|  |  |  |  |
| --- | --- | --- | --- |
| **Student ID** | **Name** | **Contribution** | **Signature** |
| 131234567 | Chan Tai Man | 50% |  |
| 135678901 | Wong Tai Sin | 50% |  |

**Tasks Description**

**A travel agency** is a private company which provides travel and tourism related services to the customers on behalf of suppliers. Products include airlines, hotels, package tours and travel insurance etc.

Now, you are going to build a website for ***HappyTravel Ltd*** which is a medium-sized travel agent. The company’s target users are the tertiary students in Hong Kong. You may narrow your user group to specific institution such as IVE students.

In your project, you should analyze the users’ characteristics, their buying behavior and then design a website tailor-made for them.

In this project, you are free to choose any **TWO** products you are going to sell. For each product, you should include at least 2 different categories and each category has at least 8 different items. For example, if your website provide hotel booking, include at least 2 cities/countries such as Hong Kong and Macau. Within each city, include at least 8 hotels for users to choose. More product items are preferred as they are helpful for you to demonstrate more functions and animation so to increase your marks.

In general, your website should provide the following functions for the users:

1. **Member Registration / Login**

Users may register as members to enjoy members’ benefits such as gifts or discount. However, non-members may view and buy products as well. When users register, try to collect their personal information for future promotion uses. Afterwards, members use their usernames and passwords for login.

1. **Search and view product information for each product**

Product information includes product’s code, name, description, picture, availability etc. Search function is based on different criteria which is important for users to find the products they want. For example, criteria for searching hotels may include: price, district, no. of stars, etc.

1. **Booking and Payment**

Users choose their products and put them in the shopping cart. Then, they checkout and finish payment afterwards. You may do the Booking and Payment after you have booked a product, or all the products.

1. **One extra function for the website**

Bonus points are rewarded to members every time they make a purchase. They can accumulate the bonus points for redemption of gifts later.

In your project, try to add animation to each function so to make them look more interesting and attractive to the users. Data validation is required wherever necessary.

***\* Database design/implementation will not be counted in the marking scheme. You may use JSON files or “hardcode” some data for demonstration purpose.***

**System Documentation**

1. **User Analysis**

You should carry out the User Analysis process before you start coding your website. In your document, you should include the following areas of research:

* User Characteristics
* Techniques for observing and listening to users
* Environment Analysis
* Recruiting Users
* Task Analysis (HTA)

1. **Web Design Concepts**

In the second part of the documentation, you should describe how you employ the web design concepts learned in the module and then implement them in your project.

In the document, you ***need*** to capture relevant screen layouts for illustration. You should describe the Design Principles similar to the following table:

|  |  |
| --- | --- |
| Design Principles | Description |
| Mental Model |  |
| Affordance |  |
| Content Organization |  |
| Visual Organization |  |
| Navigation |  |

**Submission**

Each group should submit the followings:

**Phase 1 : Prototype (15%)**

* A brief User Analysis of the documentation in soft copy.
* A prototype of the system which include at least A, B and C parts of the functions.
* The prototye is expected to have finished at least one third of the final product.
* Upload your files (both programs and documentation) to Moodle.

Deadline: 15 October 2017

**Phase 2 : Final Product (85%)**

* Both system documentation and website completed.
* A hardcopy contains the System Documentation.
* Upload your files (both programs and system documentation) to Moodle.

Deadline: 1 December 2017

Name :

Name : Group: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Project Mark Sheet**

**1. Member Registration / Login (10%) Grade Mark**

Functionality and animation 5% \_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_

Web Design 5% \_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_

**2. Siew and vearch product information (15%)**

Functionality and animation 8% \_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_

Web Design 7% \_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_

**3. Booking and Payment (15%)**

Functionality and animation 8% \_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_

Web Design 7% \_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_

**4. Extra function (10%)**

Functionality and animation 5% \_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_

Web Design 5% \_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_

**5. Phase 1 : Prototype (15%)**

Documentation 5% \_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_

Prototype 10% \_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_

**6. Presentation (10%)** \_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_

**7. System Documentation (25%)**

A. User Analysis 10% \_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_

(2% for each area)

B. Web Design Concepts 15% \_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_

(3% for each principle)

**Total** : \_\_\_\_\_\_\_\_\_