MALL
SHOPPING MALL
Harisson
Mall
A report into how we're doing...
OUL
OOD
CINEMA
01234
01234

Intro

Welcome to a report on the progress so far on our business idea: Harisson Mall!

Domain: https://www.harissonmall.com

The Team

Gaurav Goel
8613507

Aditya Jobalia
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Ux Strategy
Objective
Effectiveness
Efficiency
Efficacy

Objective

- People visit mall as it has everything one need in their daily life. There are various shops in mall like cafe, telecom offices, supermarket and clothing accessories. For entertainment there are theater and game zones too.
- People often enjoy coming to mall for shopping as they can get everything from single place at reasonable price.
- Cherry on top is that people can also win deals while shopping from mall where they are given exciting prizes.
- There are membership plans for customers where they are given deals and holiday vouchers as complimentary for their loyalty.

Efficacy

- Efficacy is the ability to produce a desired or intended result after gathering all the data and information of our business.

- Marketing is the best way to grow any business by providing exciting deals and offers Making attractive offers on product based on demand.

- Mall Membership Card- get daily deals and offers via push notification. For that, the UI design is designed in such way that it shows new offers and deals on the homepage and they also get notified through email.

- Services we are providing at our Mall-
  - Online Booking for Movie and Event tickets
  - Order Placement for Groceries and Supermarket Stores
  - New Arrivals and Promotions Notifications

Effectiveness

- Effectiveness means to achieve accuracy and specific goals in particular environment by particular users.

- To evaluate the effectiveness of User Interface Design, the aspects to assess are:
  - Quality as to which extent it works
  - Accessibility of system functionality
  - To assess UI interaction Experience

- Constantly website will be checked for bugs and if discovered it will be resolved in time.

- Website will be designed with reusable components for scalability. Promotional offers will be updated time to time so that user can get maximum benefit from it.

- Feedbacks will be taken from user to improve UI design.

Efficiency

- User Interface is the key component of any Web Application.
- The acceptance of a Web Application by its users depends critically on its user interfaces.

- Due to a Bad Interface Design, there may arise many usability problems and there Is always a possibility of users sabotaging the system because they don't understand it.

- Before we being Designing our User Interface for the Application, we have vitally researched about what are the best practices to follow to make an Interactive User Interface:
  - Learnability.
  - Flexibility.
  - Robustness.
  - Feedback.
  - Layout Concepts.

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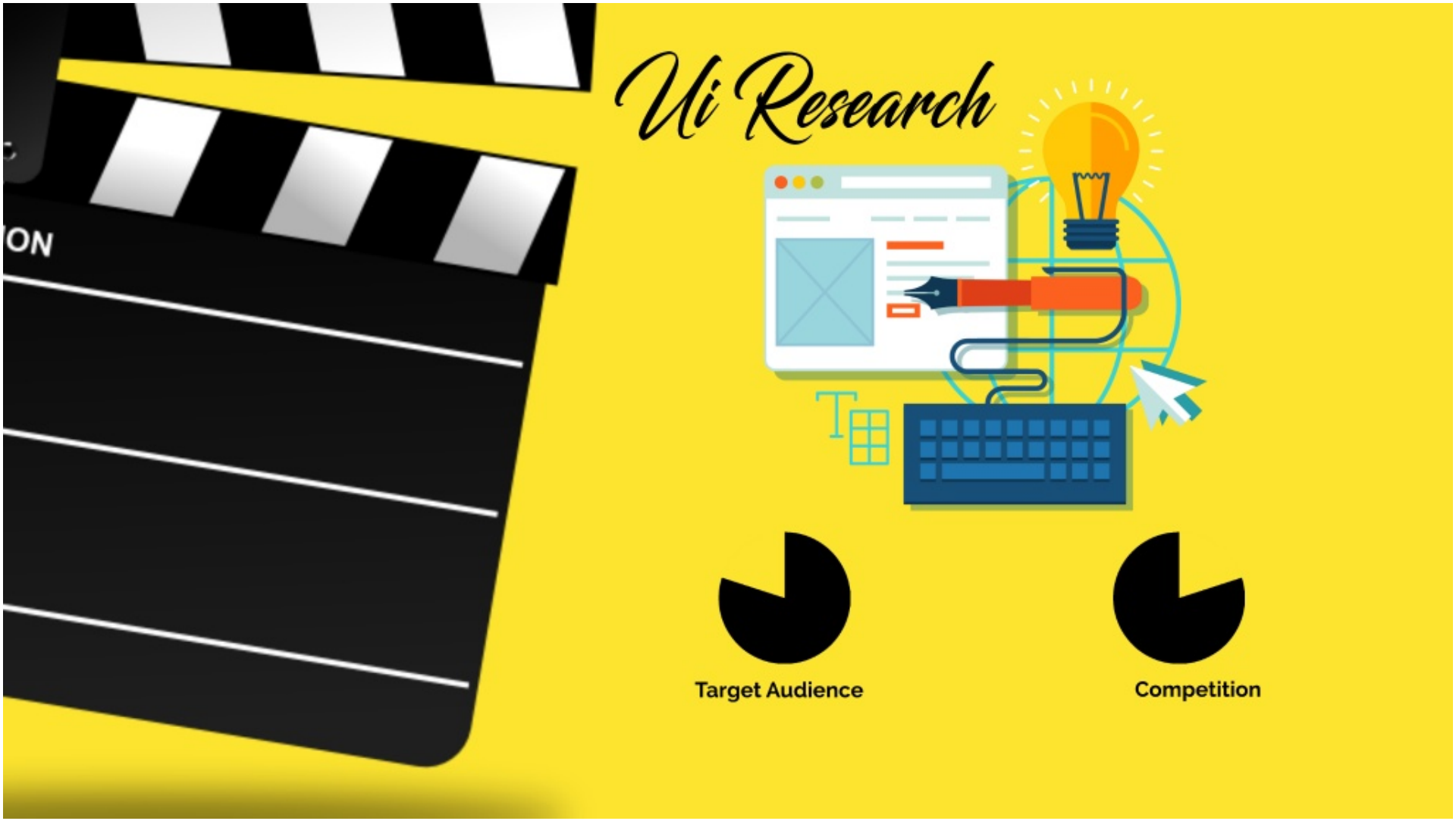
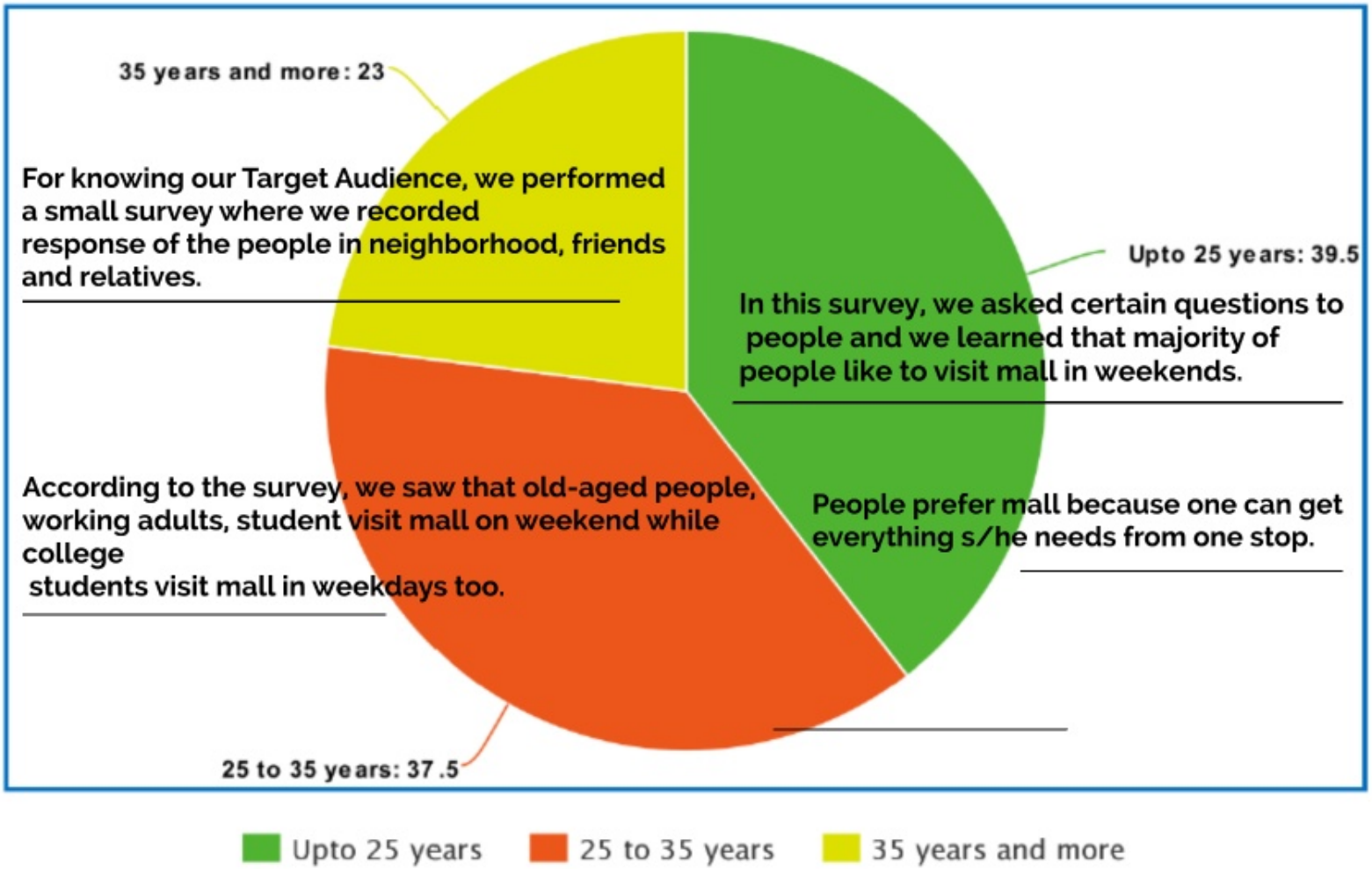

Ui Research
Target Audience
Competition


35 years and more: 23
For knowing our Target Audience, we performed a small survey where we recorded response of the people in neighborhood, friends and relatives.
Upto 25 years: 39.5
In this survey, we asked certain questions to people and we learned that majority of people like to visit mall in weekends.
According to the survey, we saw that old-aged people, working adults, student visit mall on weekend while college students visit mall in weekdays too.
People prefer mall because one can get everything s/he needs from one stop.
25 to 35 years: 37.5
Upto 25 years
25 to 35 years
35 years and more

Competition

- Nowadays, we have a lot of malls in Canada such as Conestoga Mall, Fairview Mall or Frederick Mall.

- People visit mall as it has everything one need in their daily life. There are various shops in mall like cafe, telecom offices, supermarket and clothing accessories. For entertainment there are theater and game zones too.

- Conestoga Mall which is situated in Waterloo, Ontario has various stores and showrooms like Hudson's Bay, H&M, Rogers, SportChek, Zehrs, Subway, etc. and for entertainment there is Cineplex where we can enjoy movies.

- People can buy groceries from Zehrs and for shopping of clothing/apparels, Hudson's Bay and H&M. Another good thing is people can also have food as there are different types of cuisine available from different restaurants.

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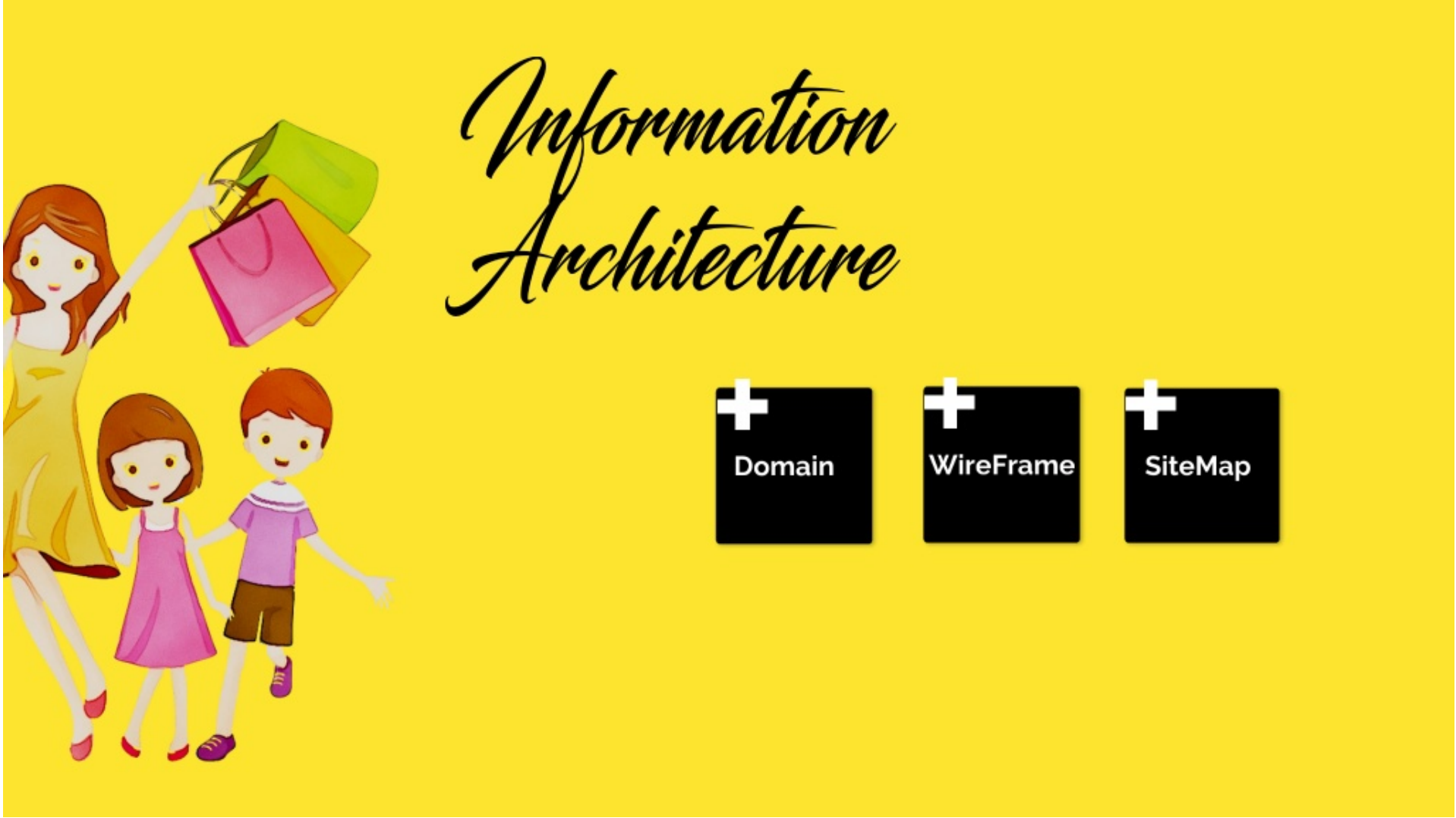
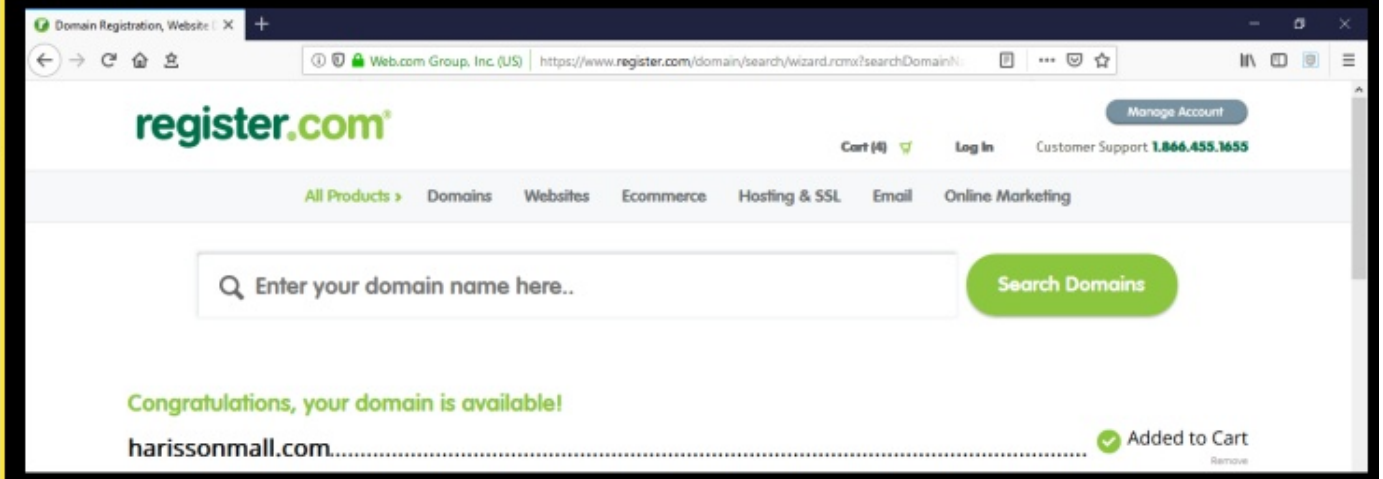
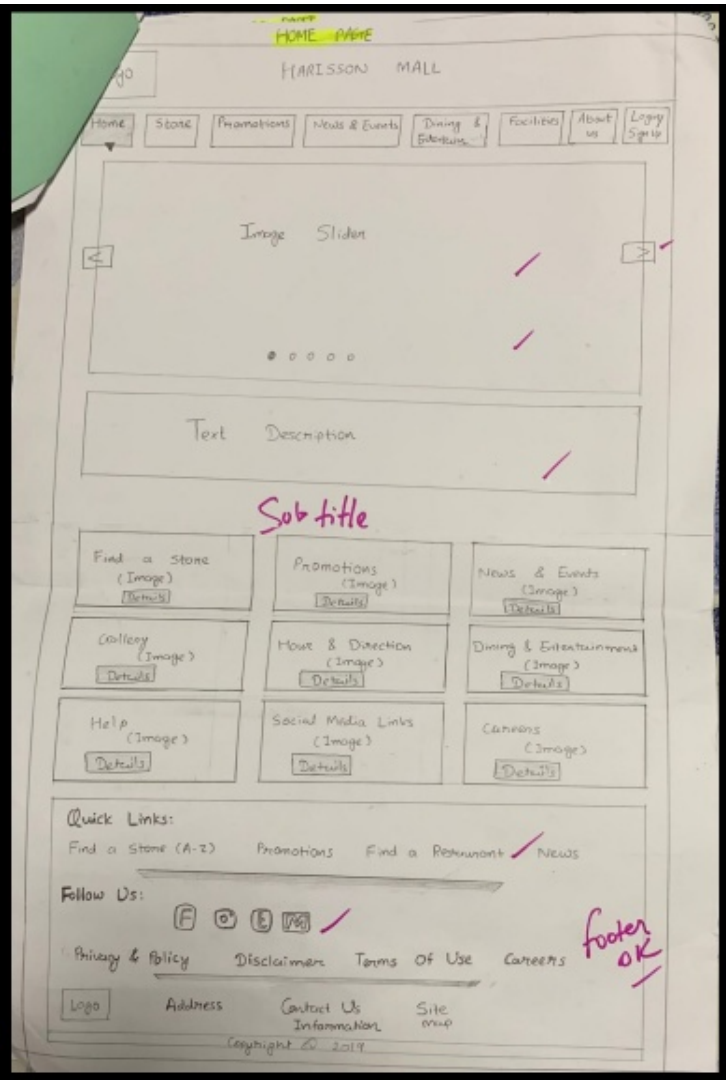
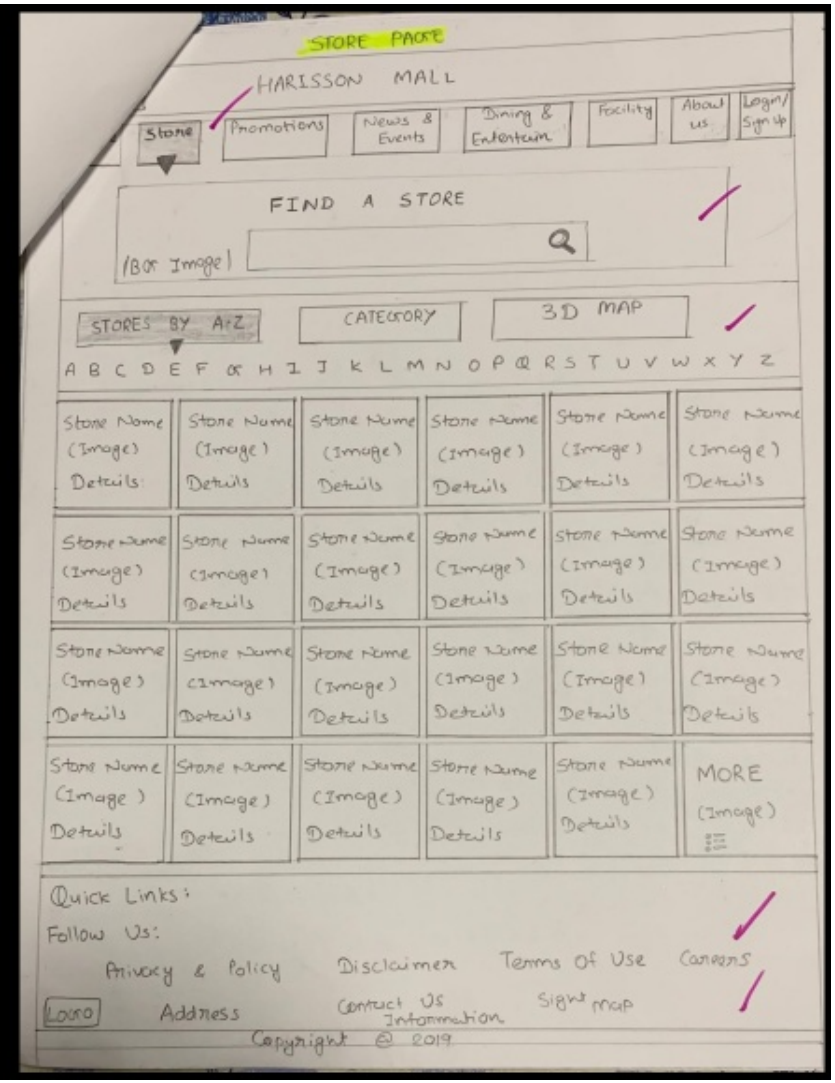

Information Architecture
Domain
WireFrame
SiteMap

Domain Registration @register.com

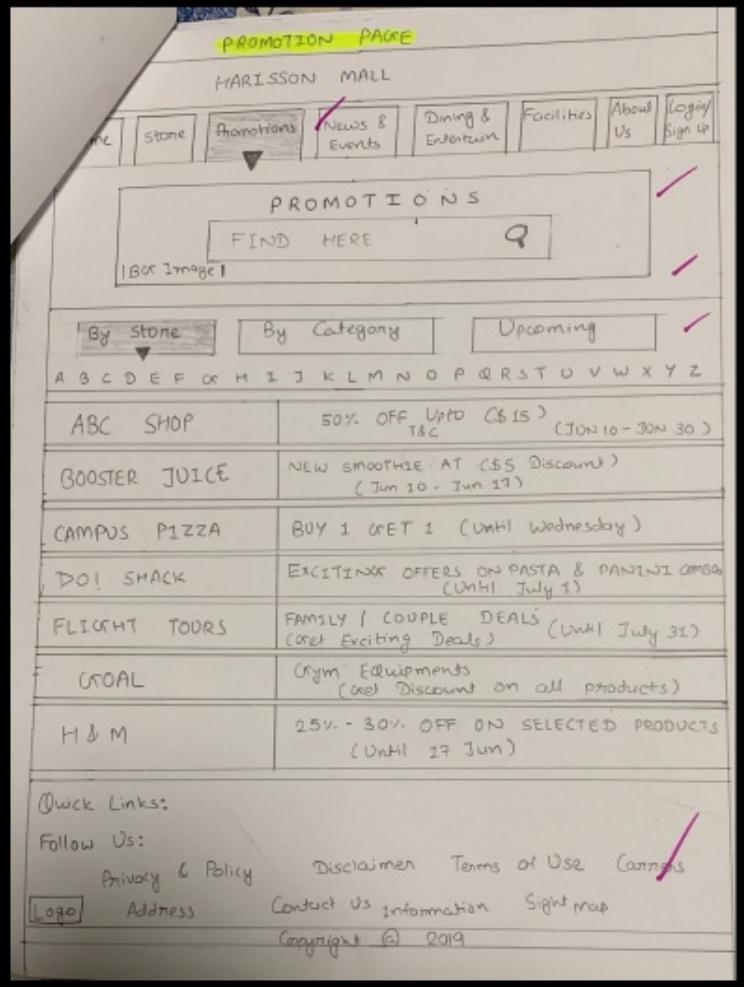


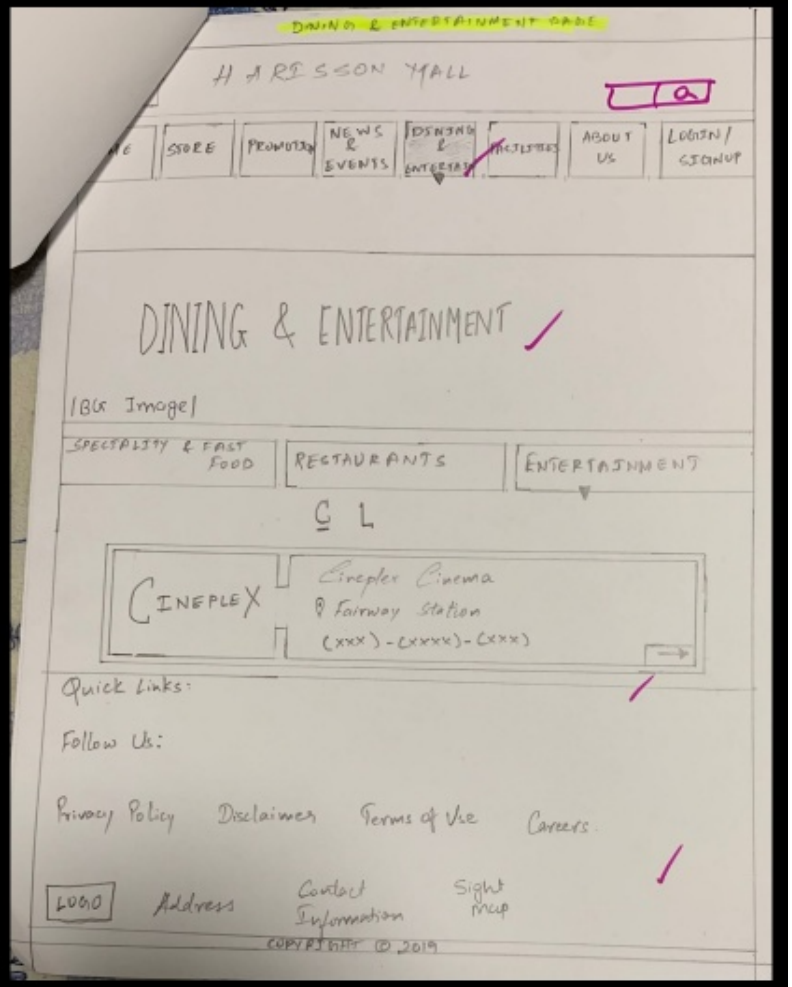
WireFrame Sketch



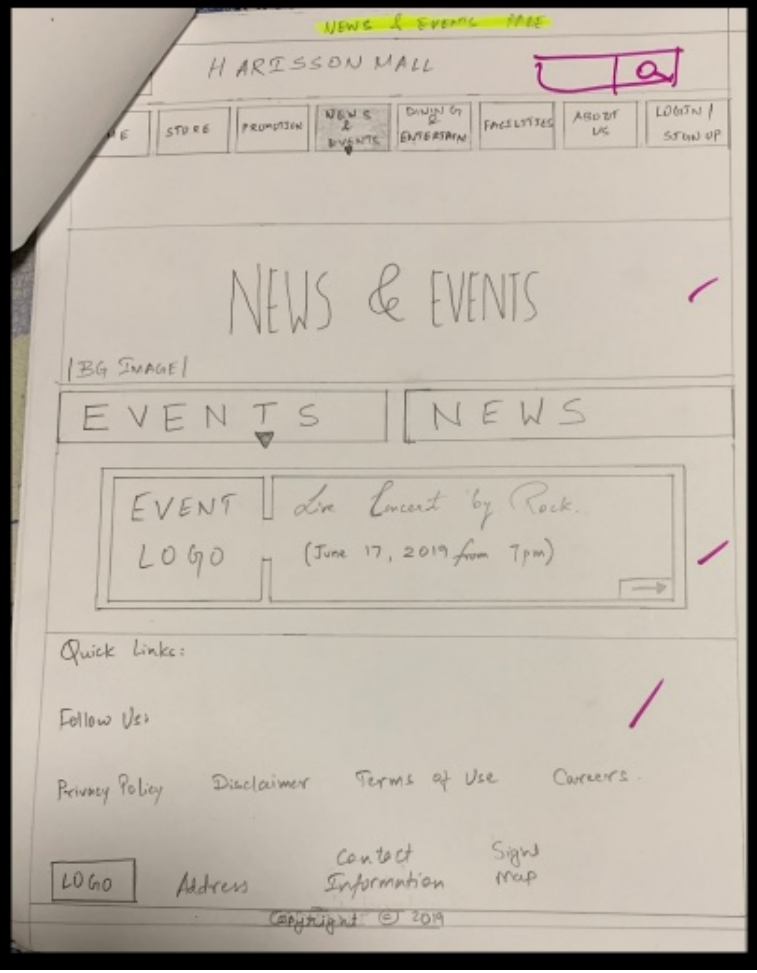


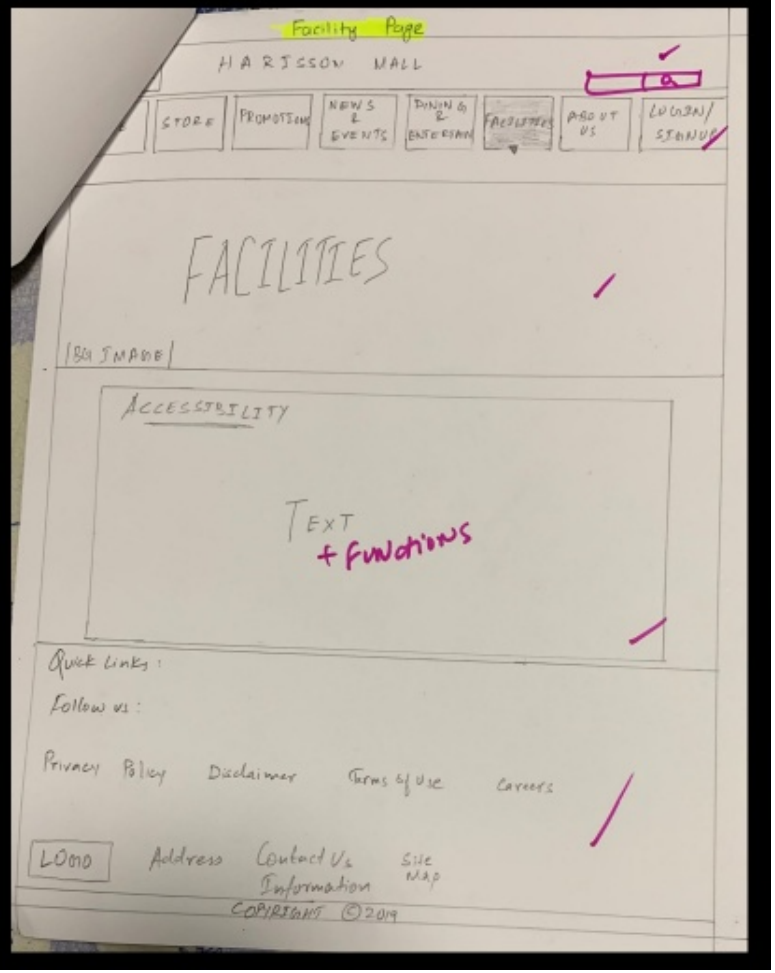
WireFrame Sketch



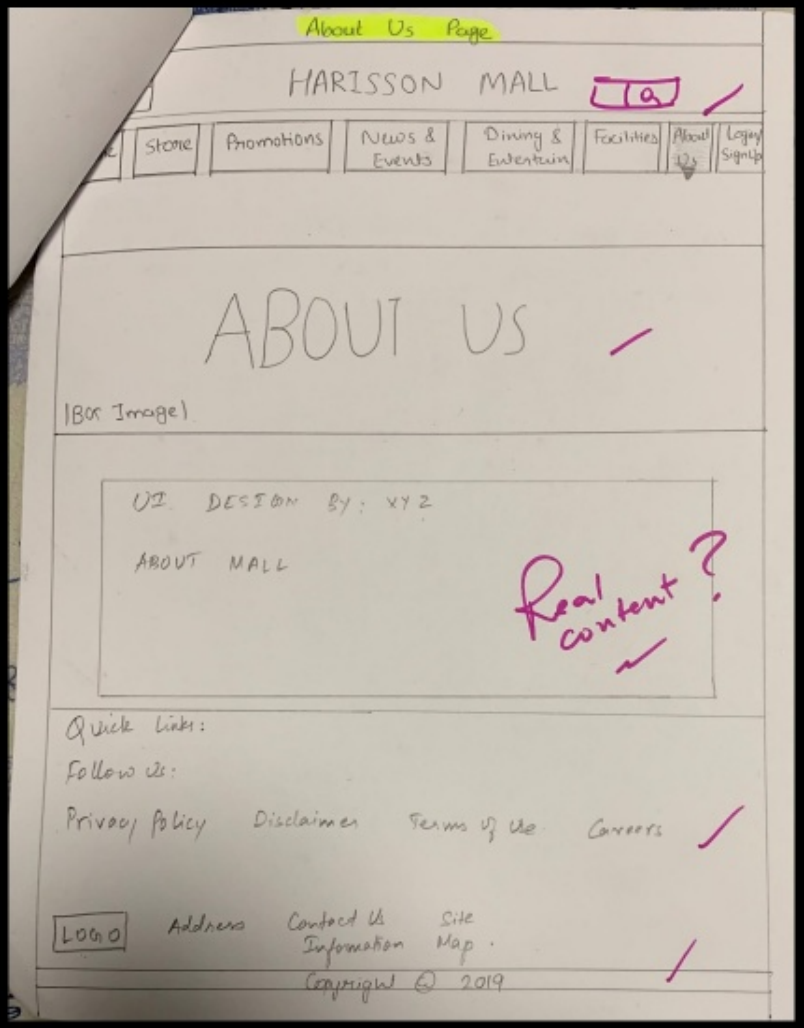


WireFrame Sketch

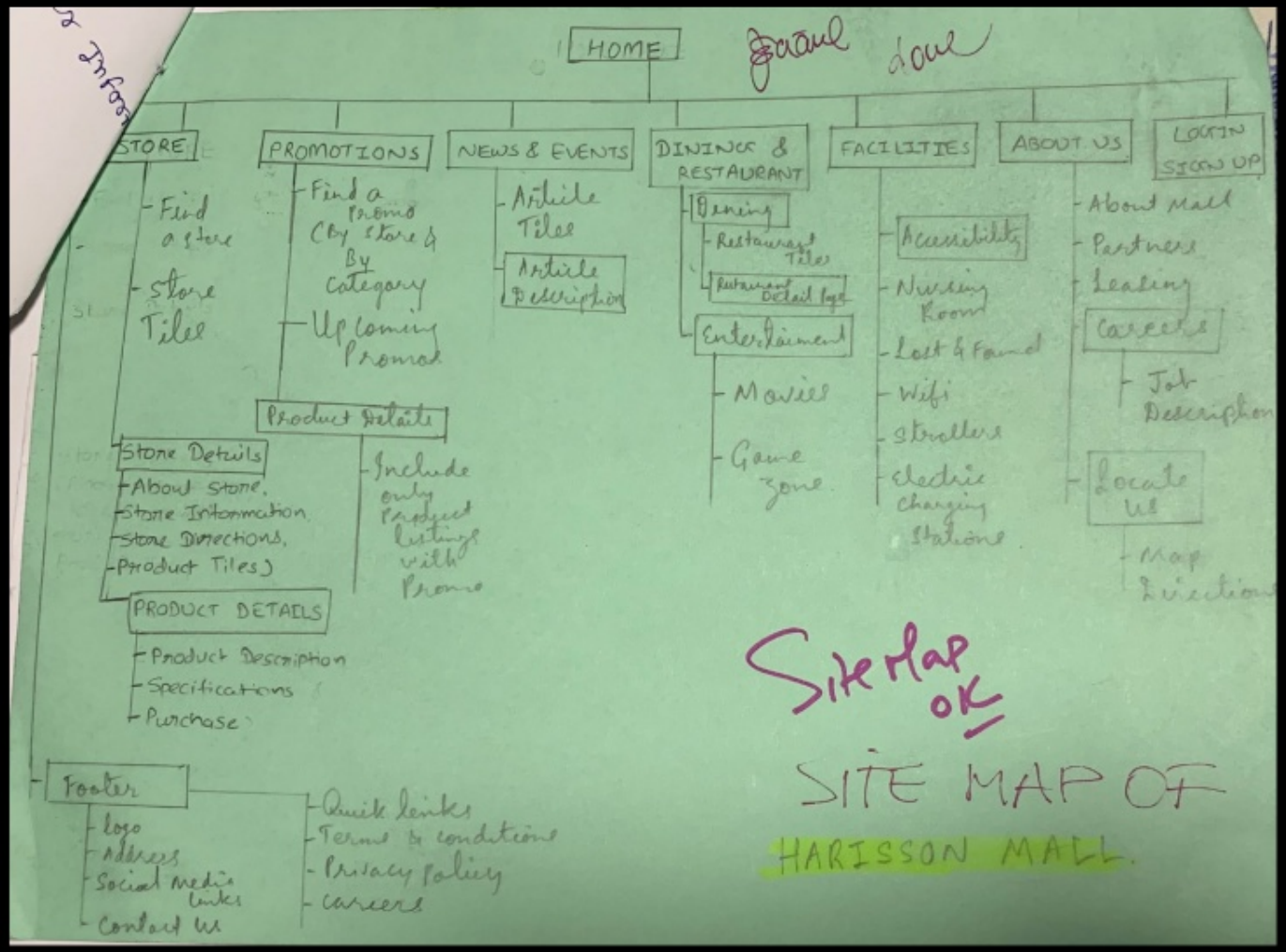




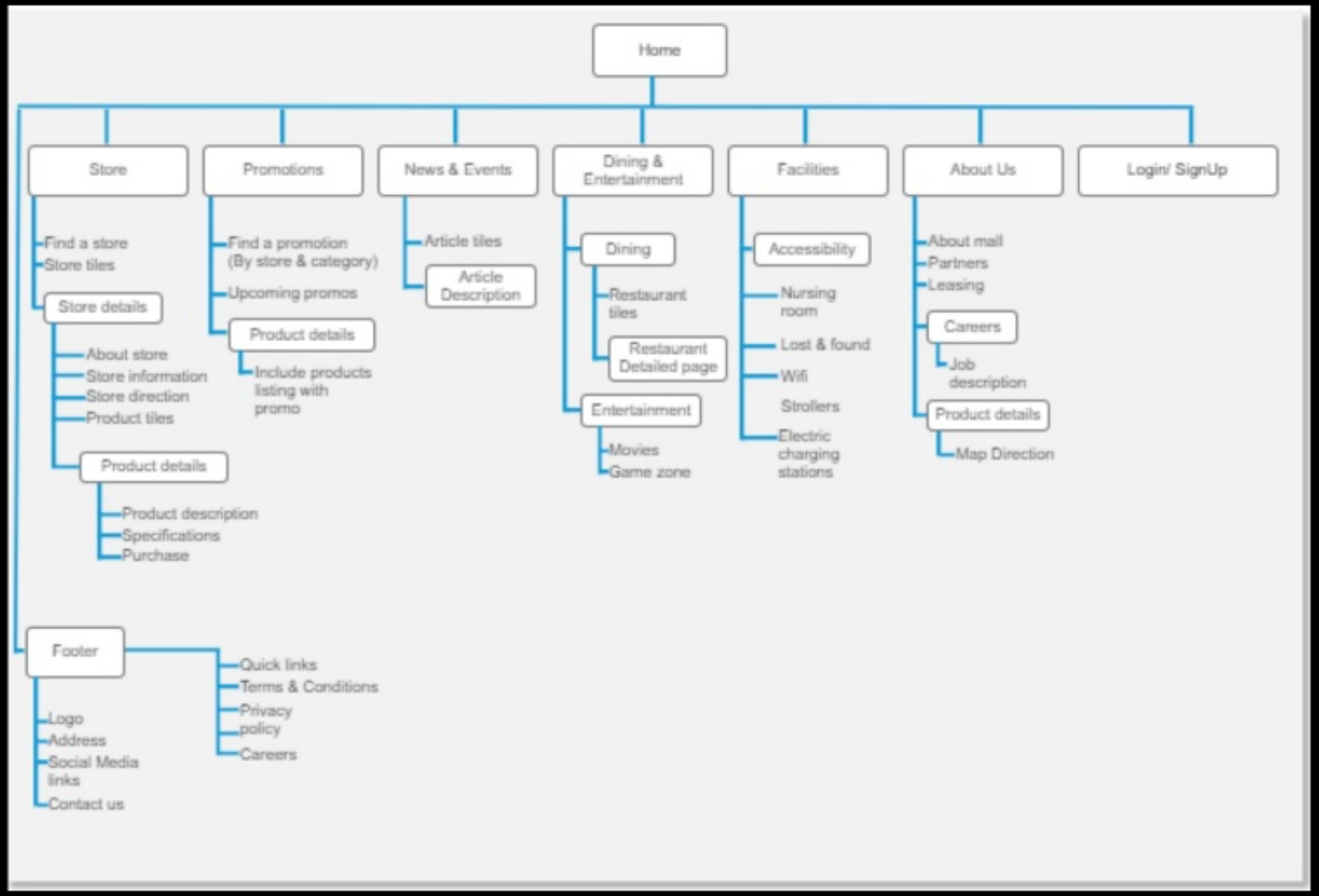
WireFrame Sketch



SiteMap


HOME
STORE
PROMOTIONS
NEWS & EVENTS
DINING & RESTAURANT
FACILITIES
ABOUT US
LOGIN SIGN UP
Find a store
Store Tiles
Find a Promo (By Store & By Category
Up Coming Promos
Product Details
Include only Product listings with Promo
Store Details
About Store.
Store Information
Store Directions.
Product Tiles)
PRODUCT DETAILS
Product Description
Specifications
Purchase
Article Tiles
Article Description
Dining
Restaurant Tiles
Restaurant Detail Page
Entertainment
Movies
Game zone
Accessibility
Nursing Room
Lost & Found
Wifi
Strollers
Electric charging Stations
About Mall
Partners
Leasing
Careers
Job Description
Locate Us
Map Directions
Footer
logo
Address
Social Media links
Contact Us
Quick links
Terms & conditions
Privacy Policy
Careers
Sitemap OK
SITE MAP OF
HARISSON MALL.

SiteMap


Home
Store
Promotions
News & Events
Dining & Entertainment
Facilities
About Us
Login/ Sign\Up
Find a store
Store tiles
Store details
About store
Store information
Store direction
Product tiles
Product details
Product description
Specifications
Purchase
Find a promotion (By store & category)
Upcoming promos
Product details
Include products listing with promo
Article tiles
Article Description
Dining
Restaurant tiles
Restaurant Detailed page
Entertainment
Movies
Game zone
Accessibility
Nursing room
Lost & found
Wifi
Strollers
Electric charging stations
About mall
Partners
Leasing
Careers
Job description
Product details
Map Direction
Footer
Logo
Address
Social Media links
Contact us
Quick links
Terms & Conditions
Privacy policy
Careers

MALL
SHOPPING MALL
Harisson
Mall
A report into how we're doing...
SOUL
FOOD
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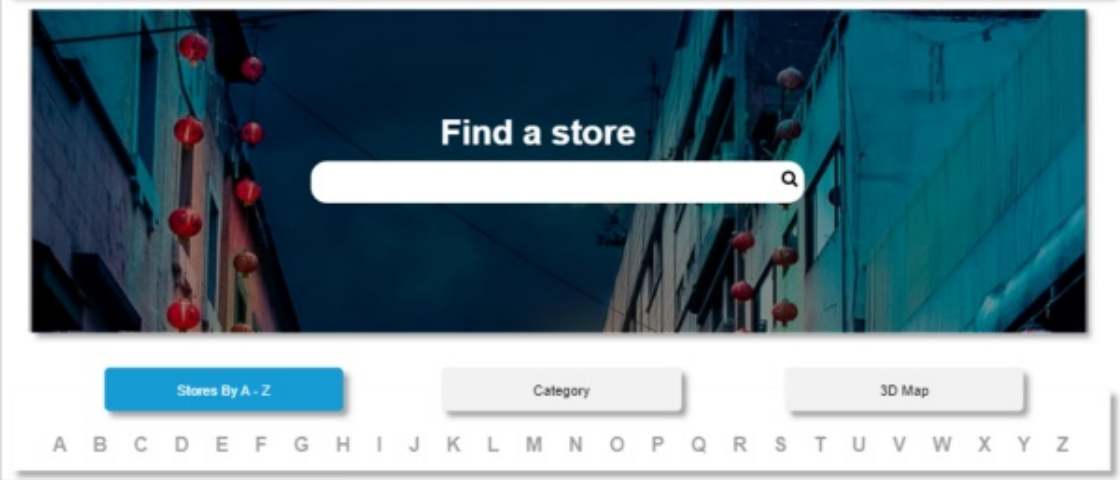
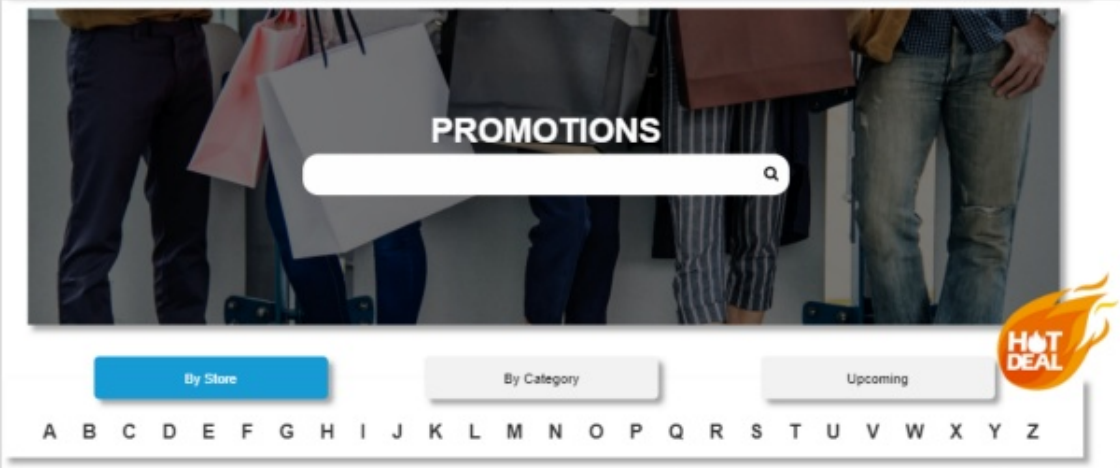
Interaction
OUL
OOD
Prototype
Human Interaction
BEST BURGERS
FRESH & TASTY
ORIGINAL
FAST FOOD
DAILY FRESH
Best choice
ITALIAN PIZZA
FRESH & TASTY
FRENCH FRIES
FRESH
TASTY
FAST FOOD
HOT DOG
Original
DAILY FRESH
FRESH & TASTY
TACOS
Original
FRESH & TASTY
DONUTS
Sweet Choice
POPCORN
FRESH & TASTY
BEST CHOICE
FRESH
TASTY
Ice-cream
SWEET CHOICE

Axure

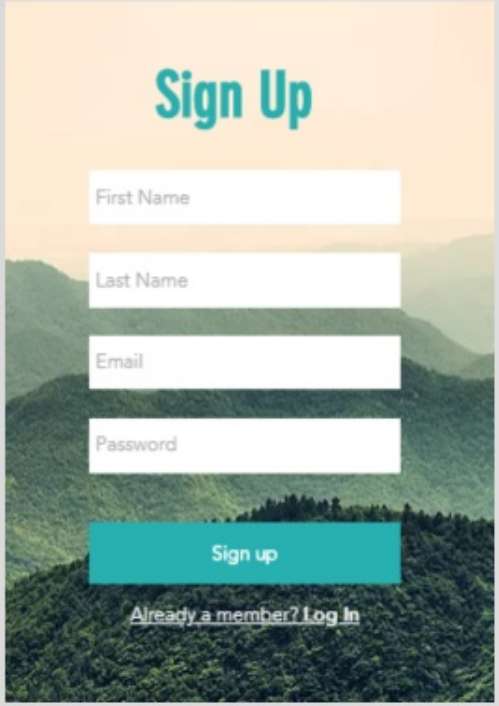
https://cc7nme.axshare.com/#id=uwt28z&p=index

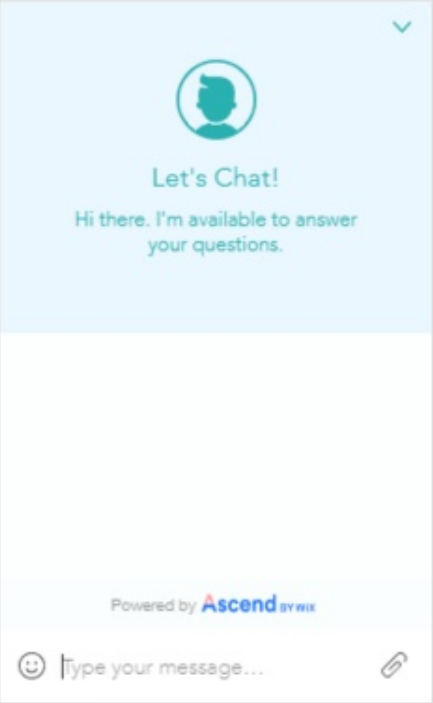
Interacting with user to help locate a store or find promotions

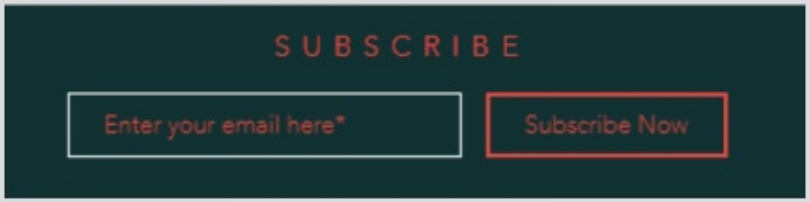




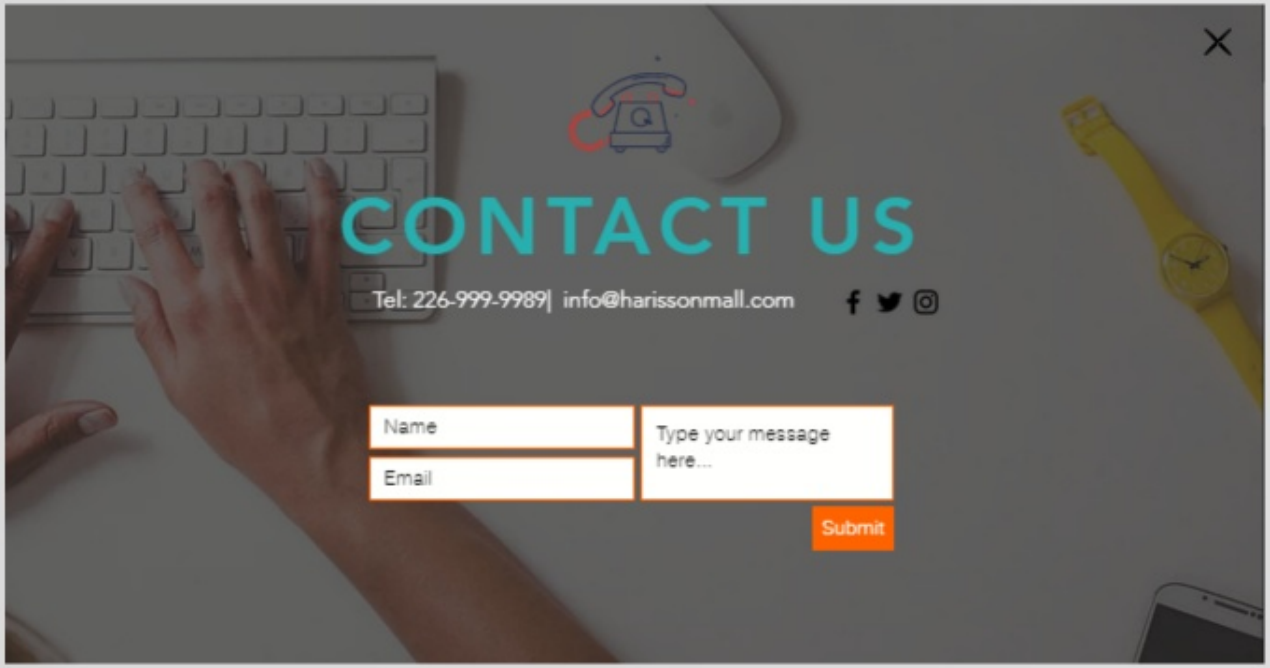
Sign Up Form, Live Chat to resolve Customer queries in Real Time and News Letter Subscription







If the Live Chat is not available at the moment, the user can raise any query via the contact us form.



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Harisson
Mall
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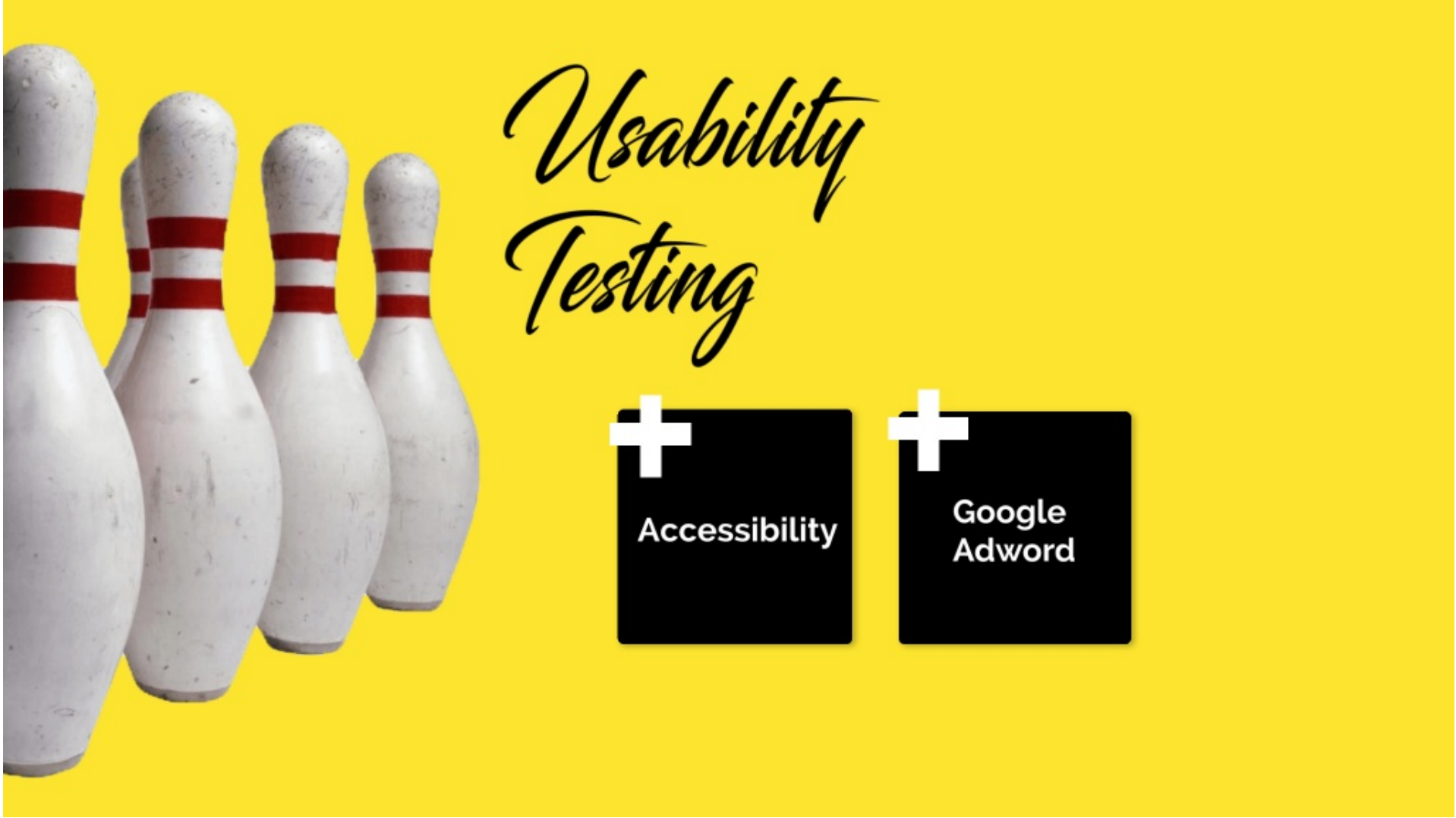
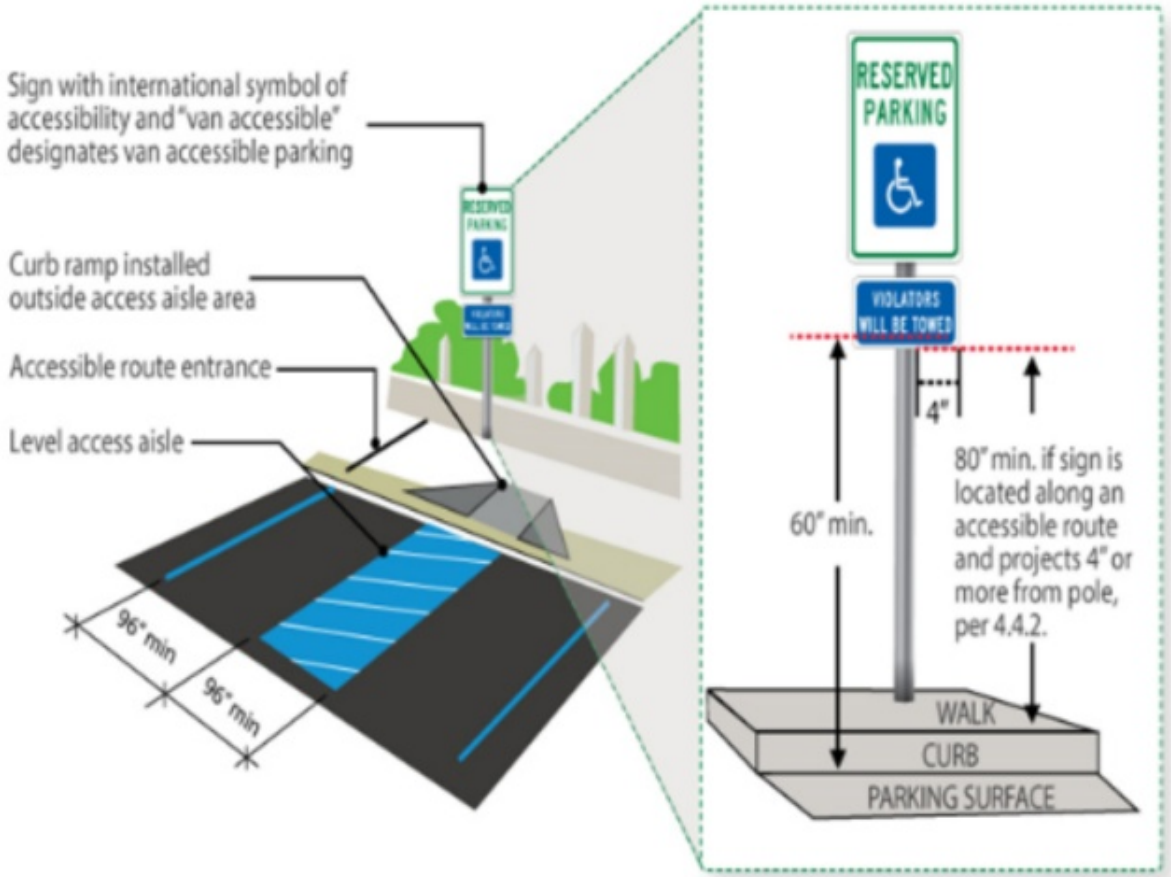

Usability
Testing
Accessibility
Google
Adword

Accessibility

- Accessible Parking
- Motorized Scooter Rentals
- Wheel Chair Facility
- Website Accessibility

We will provide accessible parking with curb ramp which will be reserved for disabled people.



We will provide complimen-tary motorized scooter for people finding difficulty in walking.

Wheel Chair Accessibility for dining at all restaurants with wheel chair accessible table.

Table Seating Dimensions

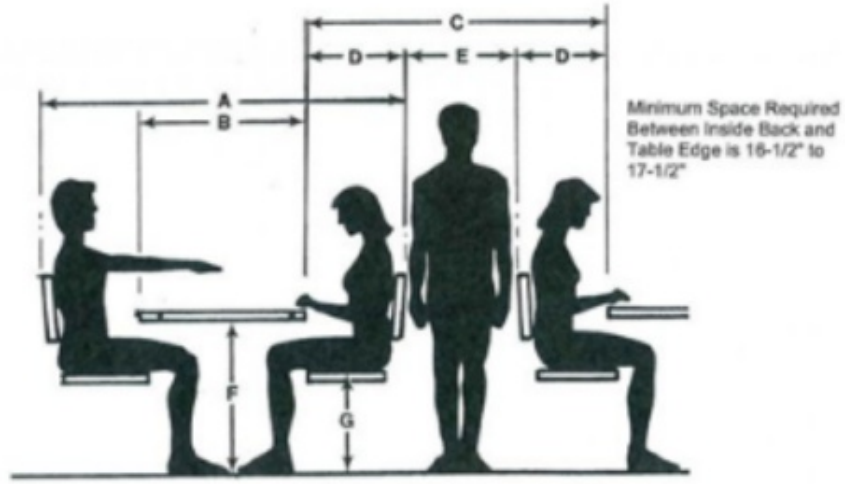
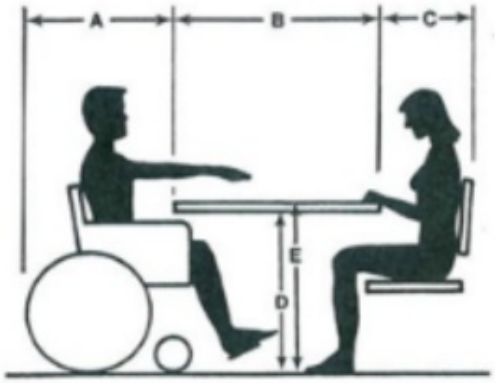


Table Dimensions

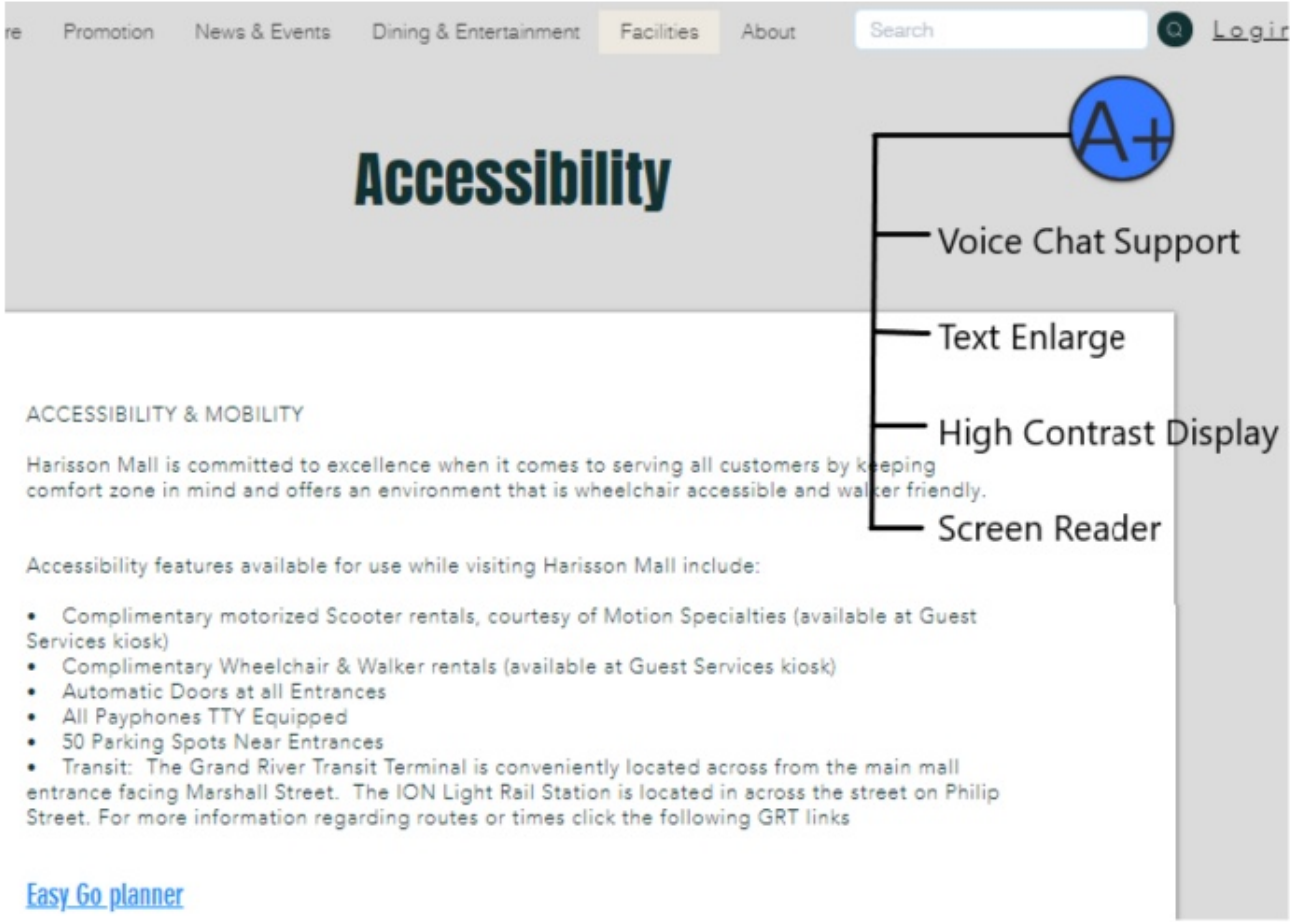
A. Total area required for table	60" - 90"
B. Table top width	24" - 42"
C. Customer traffic and seating area	54" - 72"
D. Customer seating area	18" 24"
E. Traffic area	18" 24"
F. Tabletop height	29" - 30"
G. Seat height	16" - 18"

Wheelchair Seating Requirements

A. Wheelchair seating area	36"
B. Tabletop width	24" - 42"
C. Customer seating area	18" - 24"
D. Distance to underside of table	30"
E. Tabletop height	31"



Accessibility features on the website to serve the physically challenged



Google Adword

Google

Harisson mall

All | Maps | News | Images | Shopping | More | Settings | Tools

About 813,000 results (0.46 seconds)

Harisson Mall Waterloo | The One-Stop Marketplace
https://www.harissonmall.com/
Open 24/7 . Visit now for latest offers and grab the best deals in your area. Come today to shop with hundreds of brand name stores, Enjoy mouth savouring dishes at our restaurants, family and kids entertainment.
You've visited this page 3 times. Last visit: 27/05/19

Stores
There are more than 100 brands to shop at under one roof, multi-cuisine restros, Movie theatre, Game Zones

Entertainment
Enjoy a day out with family at our world class Cineplex or let your kids enjoy at our Game Zone

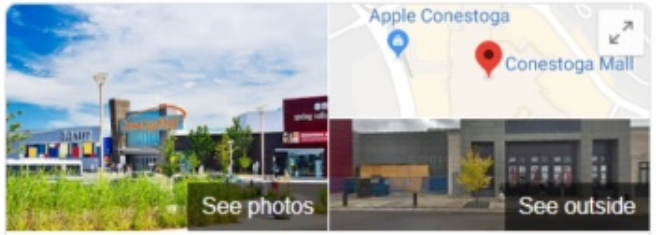
Promotions
Get 20% off on select brands Offers from May 22 to May 29

Reserve, Online & Pick-up
Walk in to the stores to pick up your pre-ordered products

More results from harissonmall.com »

Conestoga Mall (Waterloo, Ontario) - Wikipedia
https://en.wikipedia.org/wiki/Conestoga_Mall_(Waterloo,_Ontario)
Conestoga Mall is a shopping mall located at 550 King Street North in Waterloo, Ontario, Canada. Located at King Street's interchange with the Conestoga ...

Total retail floor area: 681,272 sq ft (63,292.2 m^2) **No. of anchor tenants**: 3
Management: Ivanhoé Cambridge **Owner**: Ivanhoé Cambridge



Harisson Mall

Website | Directions | Save

4.2 ★★★★☆ 5,337 Google reviews
Shopping mall in Waterloo, Ontario

Harisson Mall is a shopping mall located at 100 University Avenue West, Waterloo, Ontario, Canada. Located at Hemlock Street's interchange with the Wilfrid Laurier University, it is the largest shopping centre in Waterloo, and second-largest in Waterloo Region. Wikipedia

Address: 100 University Ave W, Waterloo, ON N2L 3C9

Opened: 2019

Hours: Open · Closes 11 p.m.

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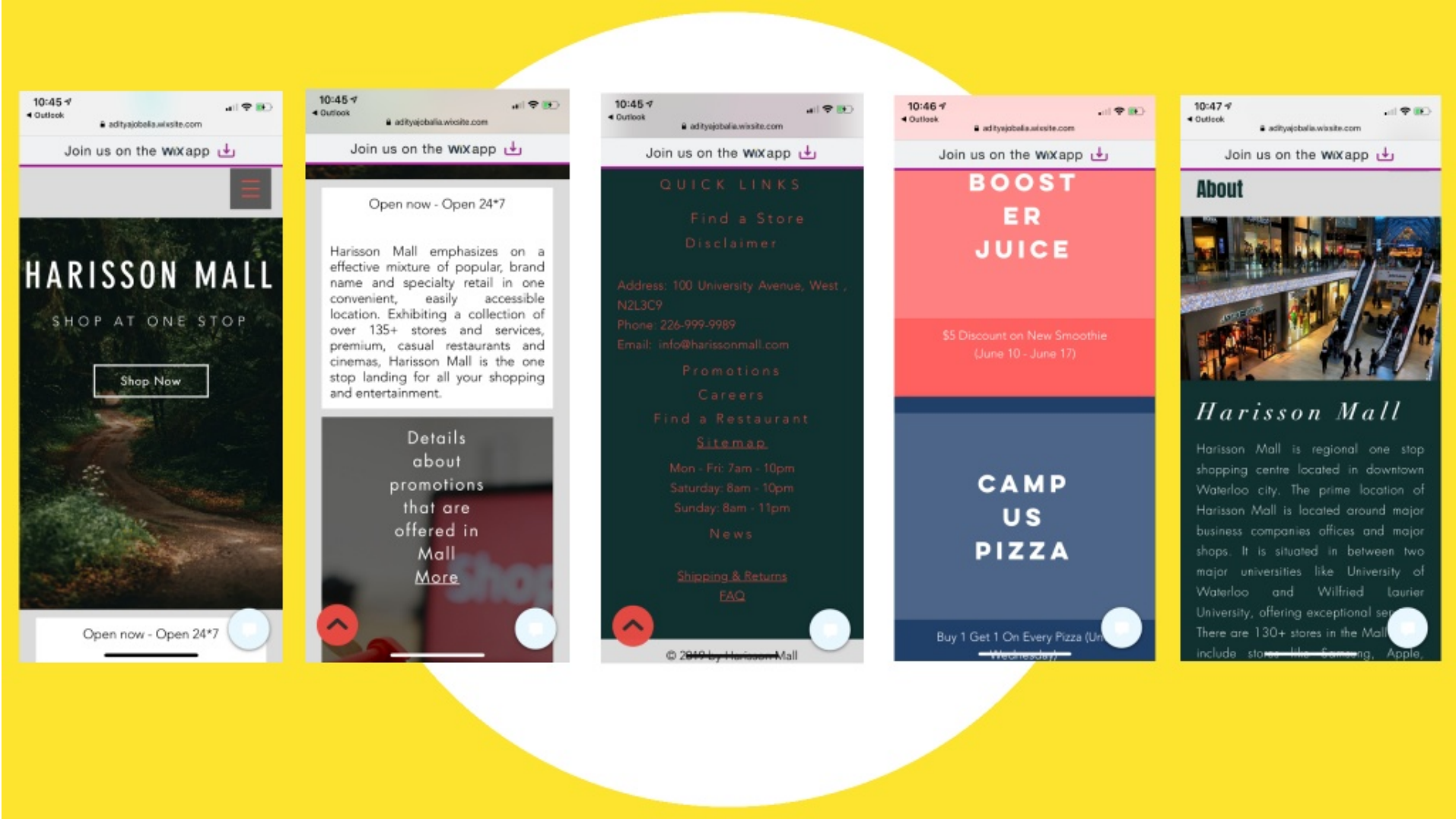
Development Core

We have developed the final website of our business idea using the most comprehensive and advanced CMS tool: WIX
https://adityajobalia.wixsite.com/harissonmall

Mobile UI


10:45
Outlook
adityajobalia.wixsite.com
Join us on the WIXapp
HARISSON MALL
SHOP AT ONE STOP
Shop Now
Open now - Open 24*7
10:45
Outlook
adityajobalia.wixsite.com
Join us on the WIXapp
Open now - Open 24*7
Harisson Mall emphasizes on a effective mixture of popular, brand name and specialty retail in one convenient, easily accessible location. Exhibiting a collection of over 135+ stores and services, premium, casual restaurants and cinemas, Harisson Mall is the one stop landing for all your shopping and entertainment.
Details about promotions that are offered in Mall
More
10:45
Outlook
adityajobalia.wixsite.com
Join us on the WIXapp
QUICK LINKS
Find a Store
Disclaimer
Address: 100 University Avenue, West , N2L3C9
Phone: 226-999-9989
Email: info@harissonmall.com
Promotions
Careers
Find a Restaurant
Sitemap
Mon - Fri: 7am - 10pm
Saturday: 8am - 10pm
Sunday: 8am - 11pm
News
Shipping & Returns
FAQ
10:46
Outlook
adityajobalia.wixsite.com
Join us on the WIXapp
BOOST ER JUICE
$5 Discount on New Smoothie
(June 10 - June 17)
CAMP US PIZZA
10:47
Outlook
adityajobalia.wixsite.com
Join us on the WIXapp
About
Harisson Mall
Harisson Mall is regional one stop shopping centre located in downtown Waterloo city. The prime location of Harisson Mall is located around major business companies offices and major shops. It is situated in between two major universities like University of Waterloo and Wilfried Laurier University, offering exceptional ser
There are 130+ stores in the Mall
include stores like Samsung, Apple,

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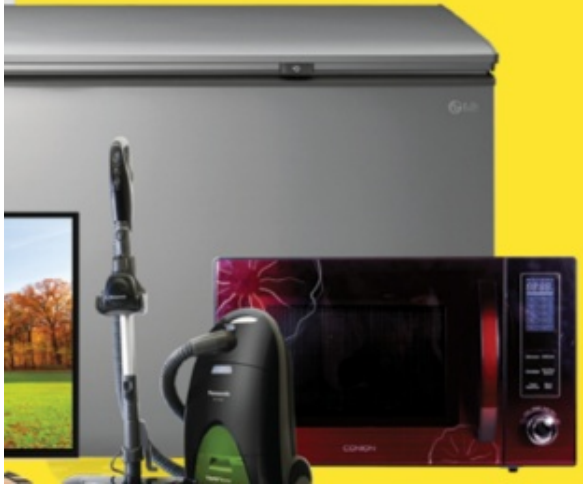
Future Scope



- Automatic Cart
- Smart Product picking using AI
- Automatic Parking system

Automatic Cart is the next revolution in Shopping Industry. When user picks an item and puts in the cart, the cost of all the products in the cart is calculated automatically so that user doesn't require to stand in long queues for check out.

When user orders anything online, e.g. any grocery product, smart product picking algorithm based on Artificial Intelligence will pick the best item available cutting on the man power needed to fulfill all the orders by picking the products from the warehouse.

Due to increase in the number of cars in the country, parking space is often not available for people. The Automatic parking system will be helpful to facilitate as valet parking where the user will park the car at entrance elevator and the elevator will automatically find vacant space and park car over there.
The customer will get a badge will all information about the vehicle parking.
On return when the user scans the badge, car will be brought back to user automatically.

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Conclusion & Quiz

Ready for
the Quiz???

Quiz
Question 1
Question 2
Question 3

How many stores do we have at our Mall Currently?

Answer:

130+

How are we planning to enhance our Online Order Fulfillment at the stores in future?

Answer:

Smart Product Picking Algorithm based on AI

Which came first? The chicken or the chicken egg?

Lifetime free shopping at our Mall who gives the correct answer with a logical explanation!

Answer:

The egg came first. The creature that gave birth to the modern day chicken was not a modern day chicken. This is because mutations occur from parent to offspring, not in an animal.

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