New Tech Gadget

The product that the website is advertising is a contact lens that allows you to take pictures and videos. These are then stored on the cloud. It also includes an implant that enhances your original eyesight (better than 20/20 vision). Implant can wirelessly send data to a smartphone, tablet or laptop that is connected to the same IP address. Prototype has been tested and refined for 3 years and is now ready for the public.

The aim of the website is to provide the user with information about this new product. The goal is to provide all the information that would be needed ranging from the physical appearance of the product to the type of materials the product will be constructed from. As well as providing information, the website will be used for selling the product directly to the user. There will be a section for the user to log in so that they can book an eye test to see if they are eligible for the product. If successful, they can revisit the website and order the product. There will be a 'contact us' section on the website which allows the user to get in touch if they have any queries. Furthermore, there will be an aftercare section which allows the user to find answers to any queries that they might have once they actually have the product in reference to their eye health. Moreover, there will be a maintenance section which provides information to the user about how to care for their new contact lens and the appropriate measures to take. This includes, how to recharge the lens, how to keep it clean, what solutions to use to do this. Where to buy the accessories that may be needed to maintain the lens.

The client is Specsavers joint with Google, wanting to combine technology with everyday activities. Specsavers is a British, eyesight company, providing eye care to the public. It has over 1390 stores across the UK and stores in Netherlands, Spain and Australia. Google is an American company that specialises in internet related services as well as hardware and software. It was founded in 1998 in California. The two companies have decided to join together to create wearable technology.

The target audience is very diverse; the main focus is the tech savvy but also anyone that wants to dramatically improve their vision. Age range is 20 years plus. The user will be on the website to find out more information about the product, they are able to order the product online and also for any aftercare maintenance that may be needed. The restrictions of buying the product is simply a test to make sure your eyes are healthy. The process includes, booking an appointment at your chosen centre as displayed on the website. The user's personal information and contact details are needed when applying. This test will decide whether the user is able to purchase the item or not.

Requirements

Client requirements

- Must inform the user how to use the product
- Must display pictures demonstrating the product and how to use it
- Must display information on the company
- Must have contact us page
    - Contract address
    - Help line
    - Social media sites
- Must display warranty and return information
    - i.e. repair/replacements
- Must display technical information on the product (specification)
    - All the materials used

- o Size(s)
- Appearance:
  - o Must have the company's logo on the top of every page
  - o Designs must be professional
  - o Website design must clear

User Requirements

- Must display what the product is
- Must display reviews on the product
- Display relevant information to the product
- Information and media must be of a high quality
- Must have easy navigation around the website
- Display different items of media
  - o Pictures
  - o Videos
- Must have FAQs
  - o Technical queries
  - o Health information
  - o Warranty and return information
- Appearance:
  - o Must display pictures
  - o Cannot have clashing colours
  - o Web pages must have a consistent design
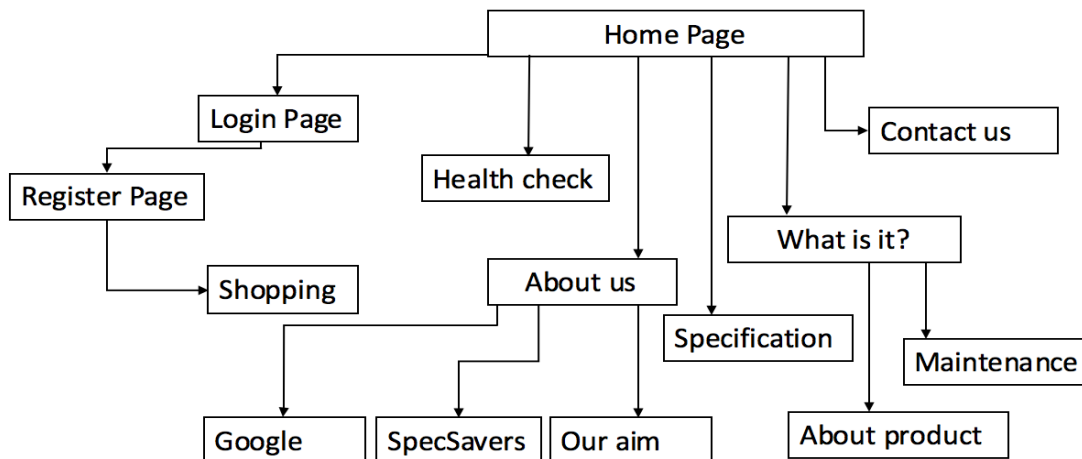 - o Font must be legible

Functional Requirements

- Users must be able to navigate around the website
  - o A navigation bar must be present at the top of every page
  - o Buttons used to navigate to other pages/submit
  - o When users 'hover' over certain links, the drop down must appear
- Users must be able to navigate back to the home screen via the logo
- Must have the ability to rescale (depending on the platform)
- All links must have a meaning/do something
- Must be able to buy the product
- Users must be able to enter their details

Site structure

After deciding the different pages that will be needed, we decided to put them together to create a diagram of the structure of our website. It includes the different pages that will be created and how they link together.

```
                          ┌──────────────┐
                          │  Home Page   │
                          └──────────────┘
     ┌────────────┐                                   ┌────────────┐
     │ Login Page │        ┌──────────────┐           │ Contact us │
     └────────────┘        │ Health check │           └────────────┘
 ┌───────────────┐         └──────────────┘       ┌──────────────┐
 │ Register Page │                                 │ What is it?  │
 └───────────────┘                                 └──────────────┘
        ┌────────────┐   ┌──────────────┐      ┌──────────────┐
        │  Shopping  │   │  About us    │      │Specification │   ┌──────────────┐
        └────────────┘   └──────────────┘      └──────────────┘   │ Maintenance  │
                                                                   └──────────────┘
   ┌──────────┐  ┌────────────┐ ┌──────────┐    ┌────────────────┐
   │  Google  │  │ SpecSavers │ │ Our aim  │    │ About product  │
   └──────────┘  └────────────┘ └──────────┘    └────────────────┘
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Design choices

In terms of colour choices, we have opted for a more neutral colour scheme with a few contrasting colours to ensure that the the relevant features stand out. We have opted for more of a cream toned background with the colours blue, mauve, black, grey and cream. The following are reasons why we have chosen these colours. Blue: This is a colour people associate with eyes, the other options were brown which is too dark and green which is not appealing. Mauve: This is a nice colour that goes nicely with blue, without clashing. Black: standard colour for some text. Grey: will be a good colour that is both neutral but also not boring. Cream is the best neutral colour for a background as white would be basic and may make the website look incomplete.

The following are colour schemes that we considered.

In place of the mauve colour, we considered the following colours but we have found that these make the website look too pink and not gender neutral.

This colour scheme was also too pink and not the theme that we want.

We found that orange is not a colour that we want to incorporate as it is very bright and would clash.

This is the final colour scheme that we have chosen as it matches the requirements for the colours we wanted and we feel would be best suited for the type of website taking into account the client and target audience.

#f6efeb	#acb4bb	#22688b	#0a141b	#721a45
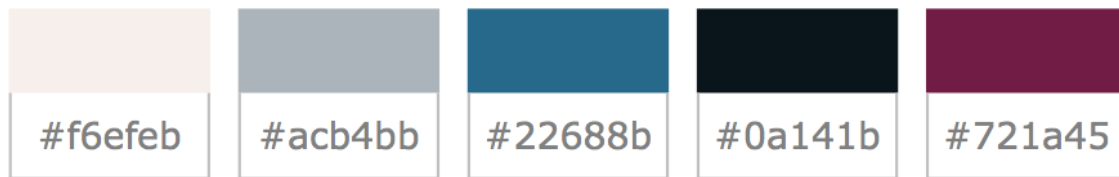
This is the basic design for what the different web pages are going to look like.
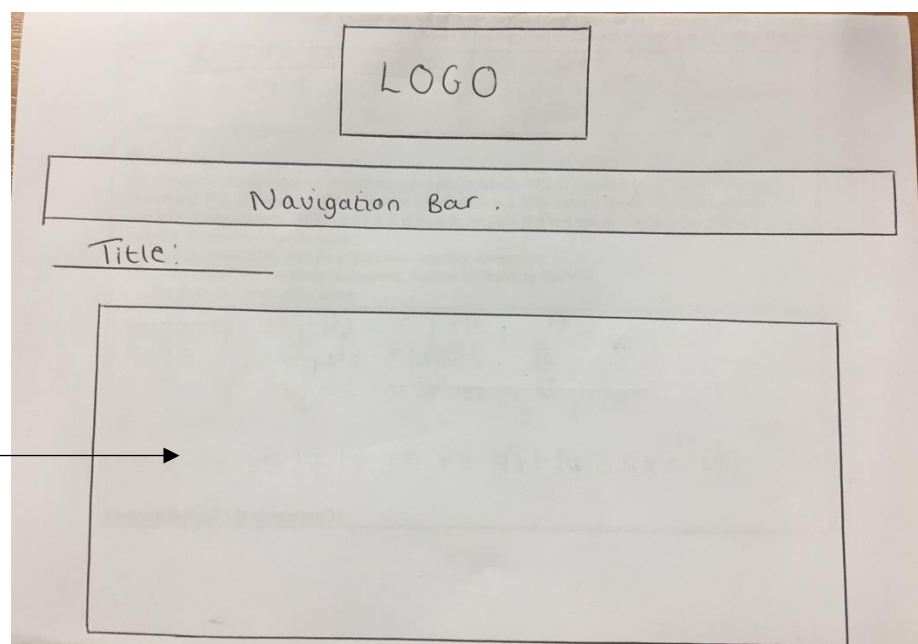
This is where the different features will go depending on what the web page is.

Logo

As our client is Google and Specsavers combined, they have asked us to create a log for them too. So w decided that we would look at both of the company logos and combine the two.

The following image is a sketch of different designs that we created.
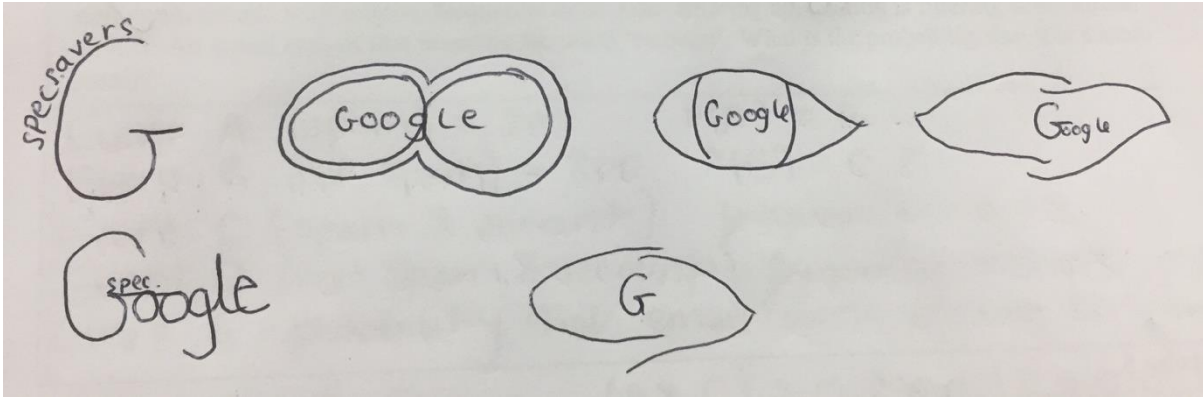
In the end we decided the following is the logo that we are going to use as this both, equally includes the two companies and is relevant to our target audience. We have also edited it to match the colour scheme that we are going to be using.
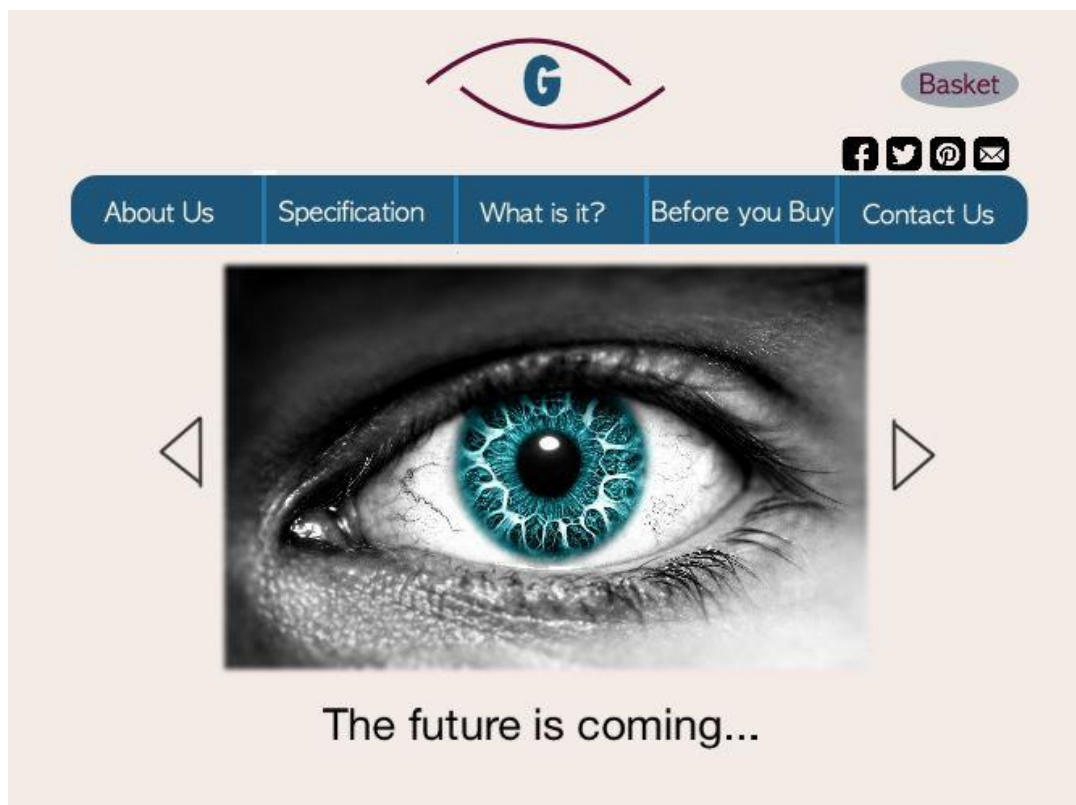
Prototype

-Home Page

This is the home page for the website, it is also a digital version of our designs.

At the top of the page is the logo for the newly merged companies. It features the two key colours of the website, the purple and the blue. The blue G for the google logo representing the eye.

Underneath this is the navigation bar which is situated on every page. Each section of the bar is a button which will link you onto the appropriate page. However, the first button (About Us) is a drop-down button, therefore following pages will be linked.

There is a button at the top right of the page for the basket, and social media icons where users can find their social pages.

The focus of the page is the picture of the eye. The main page should be simple and entice users to continue further. The picture of the eye with the phrase underneath does just that. The triangle buttons on the left and right will navigate to different pictures of the product.

-Login page

The following images show the paper prototype that we have created. This shows what the login page will look like. As shown there is the logo at the very top, beneath this is the navigation bar. The main focus of this page is the box which allows the user to log in using their login and password. At the bottom are buttons that allow the user to either log in or enter.
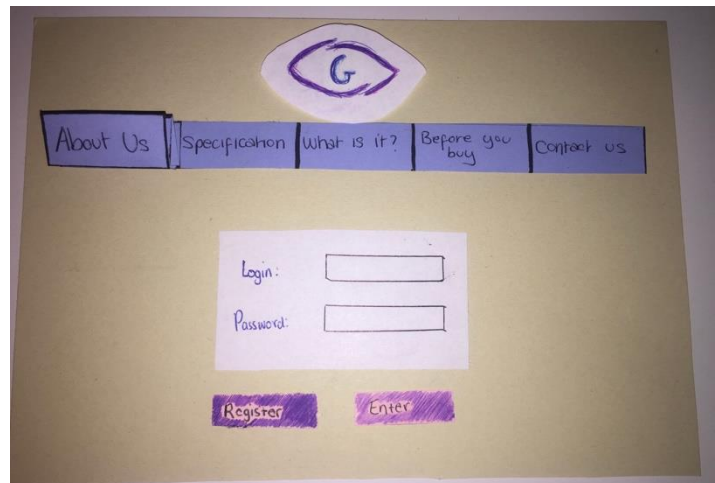

This image shows the same login page as before but once the user clicks on the first option of the navigation bar, a drop down box appears, with different buttons that take the user to different pages.
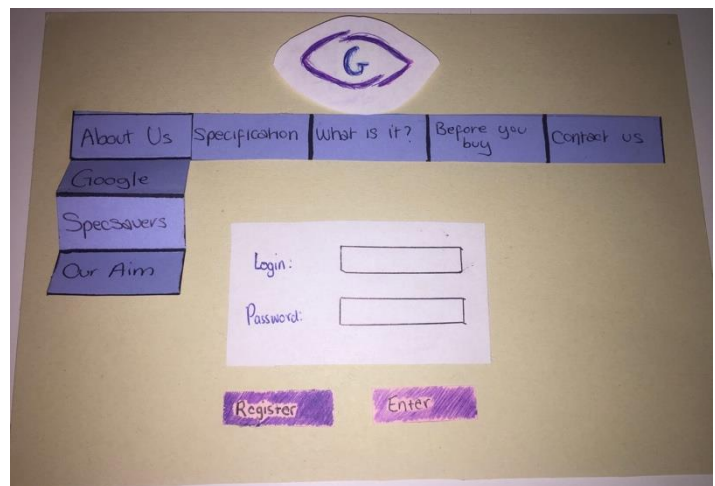

-Shopping page

This page appears once the user has logged in, it allows the user to enter their personal information so that they can buy the product. The logo and navigation bar are at the top as always. The box in the centre contains field names and text boxes. At the very bottom is a button that acts like a 'submit' and will save all the details and take the user to the next page which will allow them to put in their payment details.
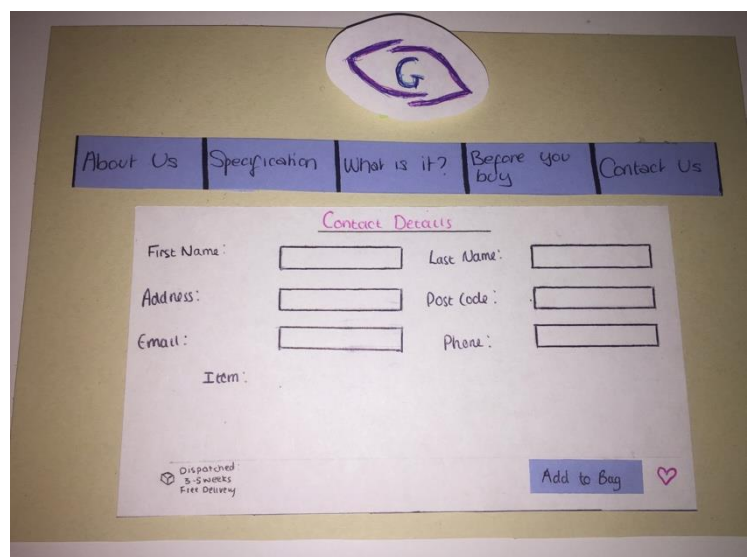
-Health check

If the 4th button on the navigation bar is selected, the following page appears. This has text boxes which allow the user to enter details such as their post code which will then display options of centres where their health check can take place.

Heading

Textbox

Dropdown box

Text fields of quick information
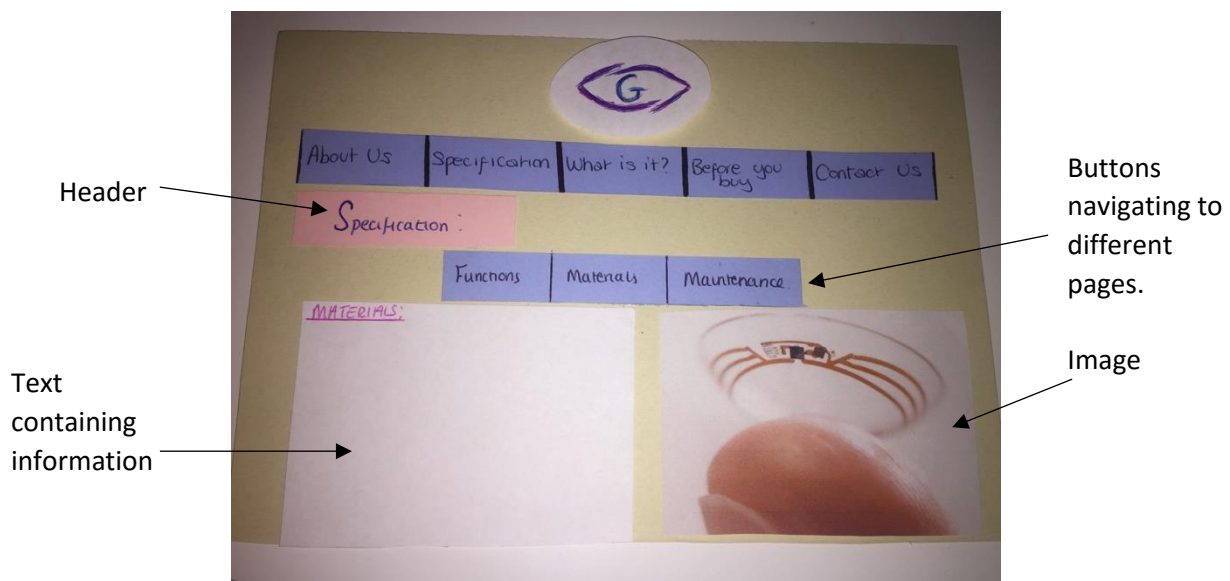
Button

Information
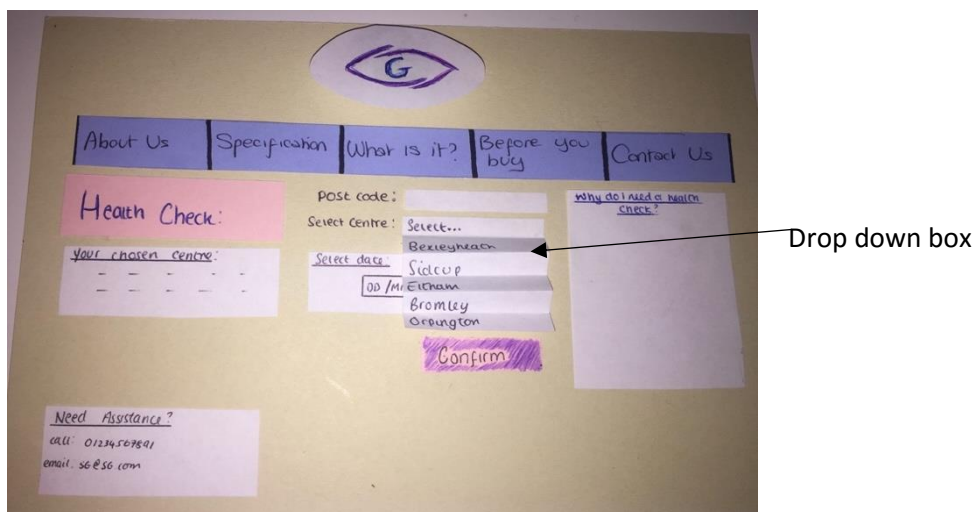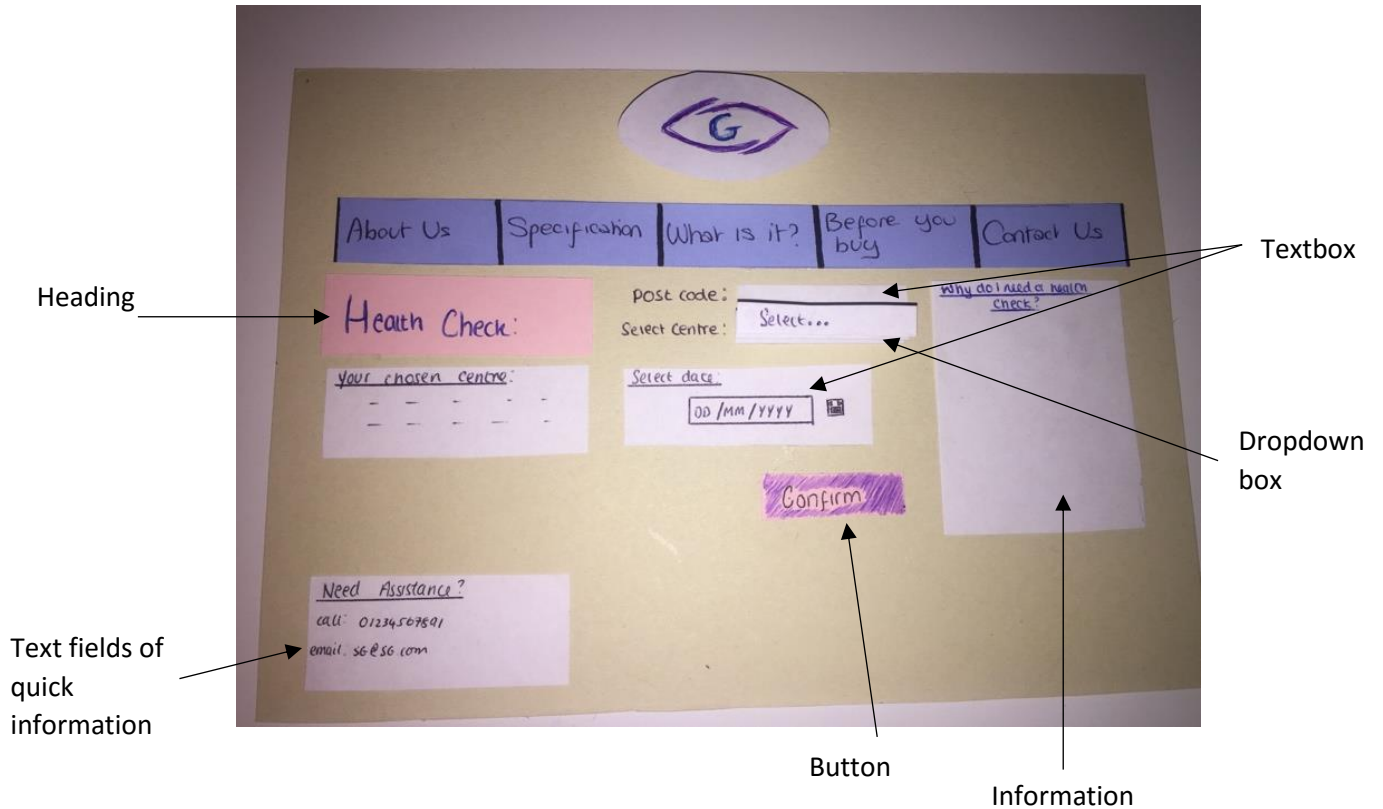
Drop down box

-About us

The first button on the navigation bar is a dropdown box which displays three options, the final being the 'Our Aim' page. The purpose of this page is to illustrate to the user the point of the two companies combining and what their goals are. This is what the following image is showing.

Heading

Text containing info about the goals.

Images of the two company logos
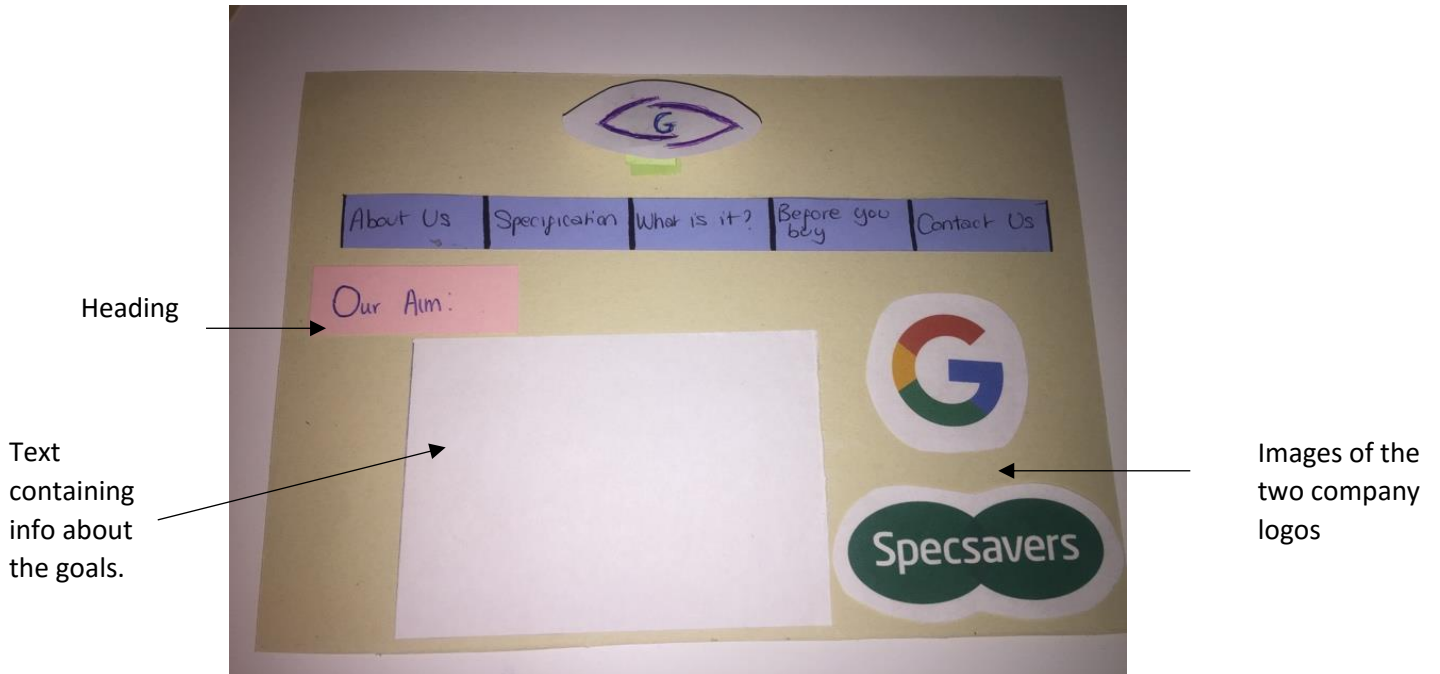
-Specification

This is the page that appears when the second button on the navigation bar is selected. This page contains information about the different aspects of the lens including 'Functions', 'Materials', 'Maintenance'. The goal of this page is to provide more information about the product to the user.

Header

Text containing information

Buttons navigating to different pages.

Image

-What is it?

The following image is what appears when the third button is selected from the navigation bar. The aim of this page is to provide more information about what the product actually is rather than the specifics which are included in the specification.
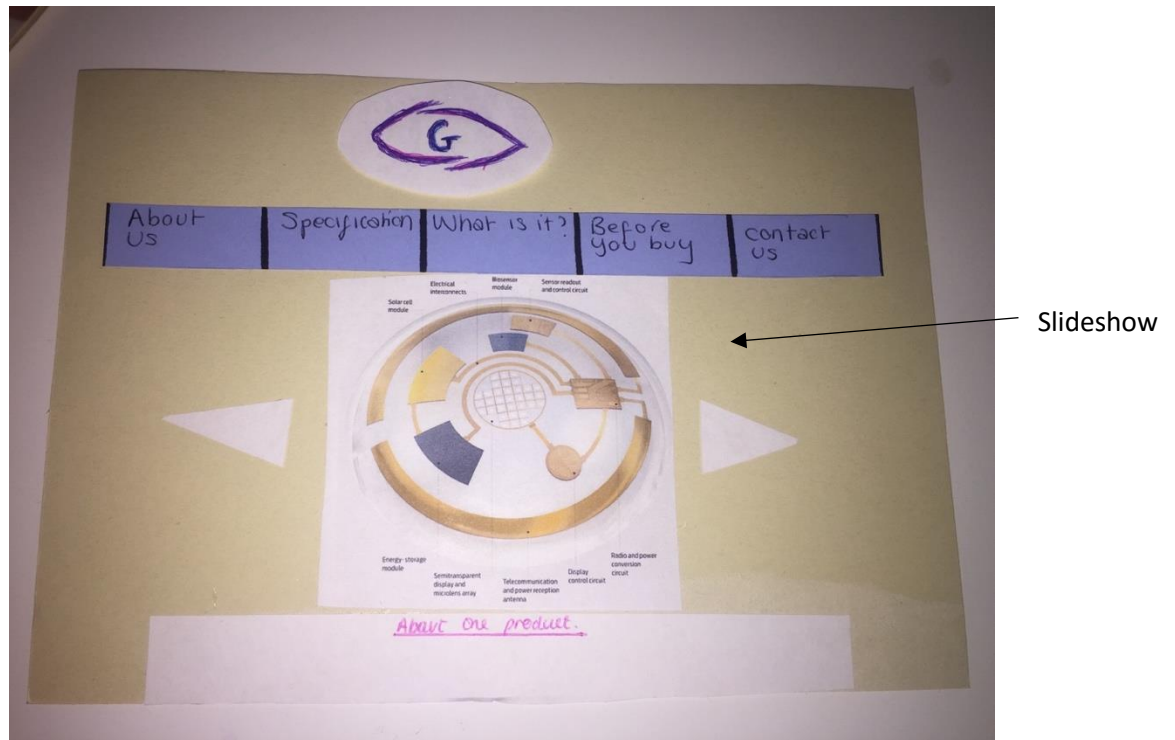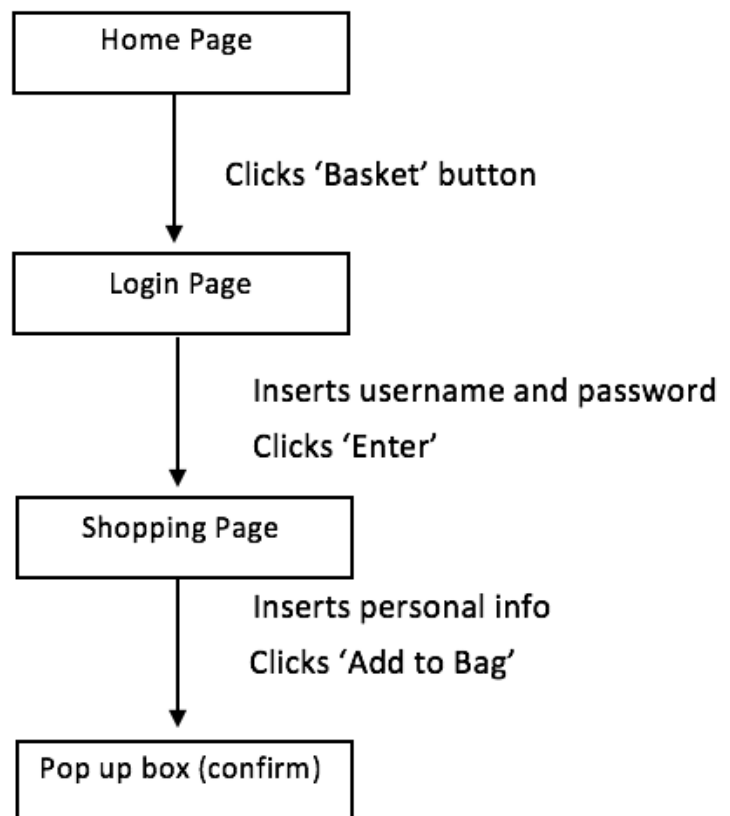

Slideshow

The main focus of this page is the slideshow which when the arrow is selected, takes the user to a new information page as shown below.
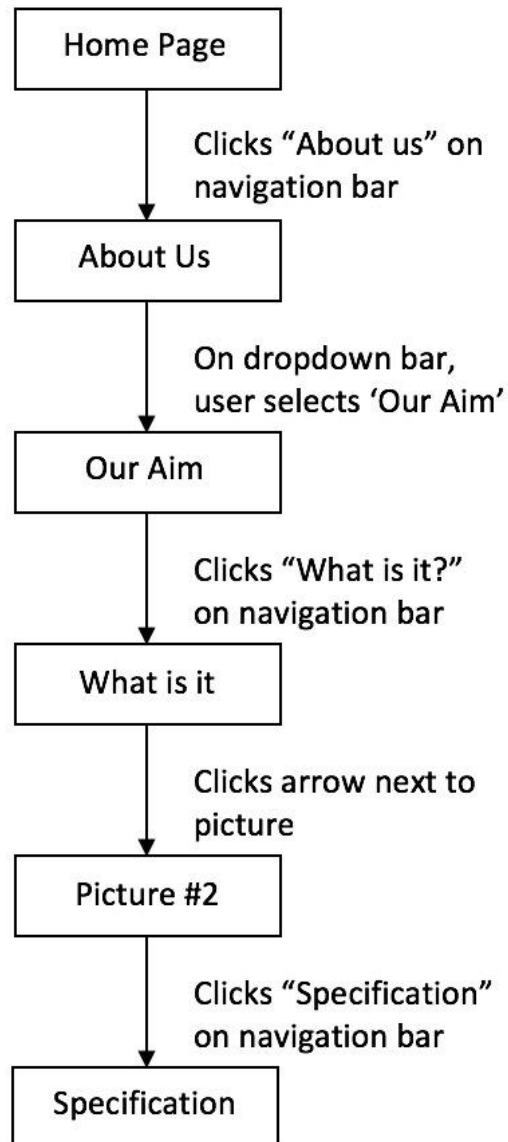

Slideshow
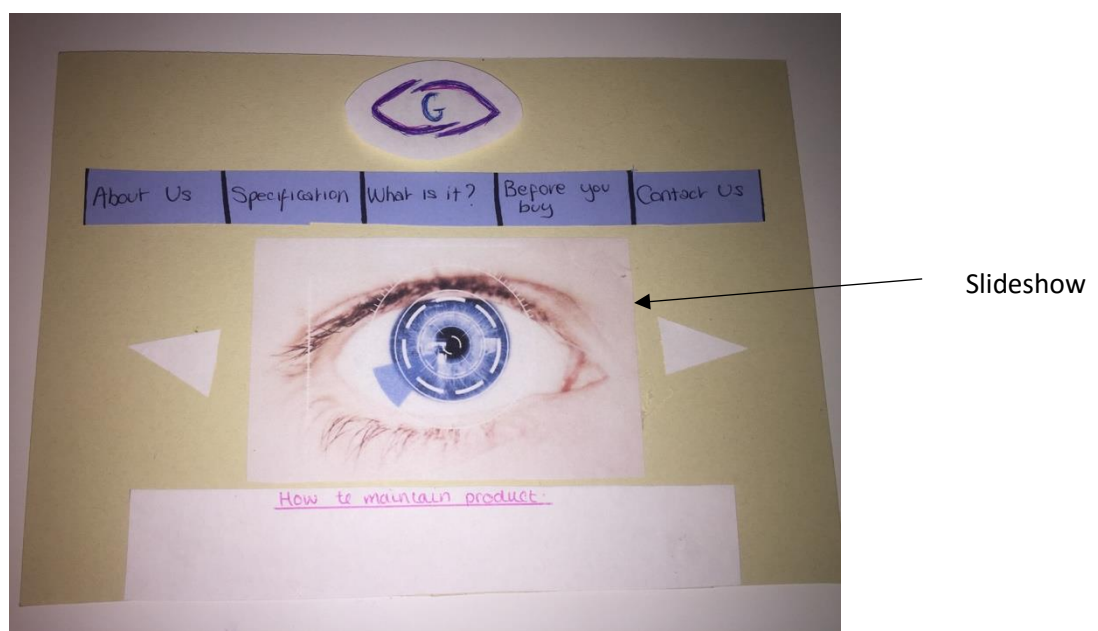
Test Scenario #1

In this scenario the user has decided to purchase the contact lens, first the user is at the home age and is taken through the steps until they reach the confirmation pop up box.

```
            ┌─────────────────┐
            │   Home Page     │
            └─────────────────┘
                     │
                     │   Clicks 'Basket' button
                     ▼
            ┌─────────────────┐
            │   Login Page    │
            └─────────────────┘
                     │
                     │   Inserts username and password
                     │   Clicks 'Enter'
                     ▼
            ┌─────────────────┐
            │  Shopping Page  │
            └─────────────────┘
                     │
                     │   Inserts personal info
                     │   Clicks 'Add to Bag'
                     ▼
            ┌──────────────────────┐
            │ Pop up box (confirm) │
            └──────────────────────┘
```

Test Scenario #2

In this scenario the user wishes to find out more about the product. They click on the pages containing information to learn more.

Home Page

Clicks "About us" on navigation bar

About Us

On dropdown bar, user selects 'Our Aim'

Our Aim

Clicks "What is it?" on navigation bar

What is it

Clicks arrow next to picture

Picture #2

Clicks "Specification" on navigation bar

Specification

Design 2

The goal of a website design on a mobile platform is to ensure users have a fast, fluid and intuitive design, where the experience is just as comfortable as using the website on a laptop or desktop. However, like a desktop design, the purpose of the website is to introduce a new product and relay relevant information regarding it; information such as the physical properties of the product, the prices, shipping and other necessary information that is useful to the customer. The website can also be used to market the product and the company, this can be done through promoting and linking various social media platforms on the actual website. This will allow the user to explore and learn more about the product and company, as well as, allowing for interaction with customers. Marketing can also be aided via the website through access to exclusive content on the website, which will allow for more visits to the site.

The website design should ensure that it is suitable for the agreed target audience, which, in this instance, are tech savvy individuals who are interested in futuristic products. The targeted age range is between 20 to 40 year olds as they have a Digital Quotient – the level of skill with which an individual uses technology – ranging from 108 to 96 according to (Lucas Coll, 2014). This puts the age range of 20 to 40 within the highest percentile of working and tech savvy adults in comparison 11-15 year old who have the highest scores but could not afford the product and 50-60+ who could afford it but are less likely to understand and use the product.

Furthermore the product intended for marketing includes image capturing and video recording as its main features. This would be seen as appealing for those who frequently share images and experiences on social media with their peers and (citation) claims that 86% of 18-29 use social media. On the one had 18 and 19 year olds are not apart of our focus group as are unlike to earn enough to afford the product, but on the other hand this fact show the almost half of the demographic making it an important factor to consider.

Additionally based on information gather from (Instantoffices.com, 2017) the average adult between 20 and 40 earns '£2139.3' per month with 30% of the being, disposable income. This implies that they would be more likely to buy a product that is not necessary for their day-to-day life as could afford to without inconvenience.

Taking this into consideration the 20 to 40 is the demographic that could yield the most sales based on their income in comparison to the ability with modern technologies, moreover the frequency with which they take photos and share them on social media sites.
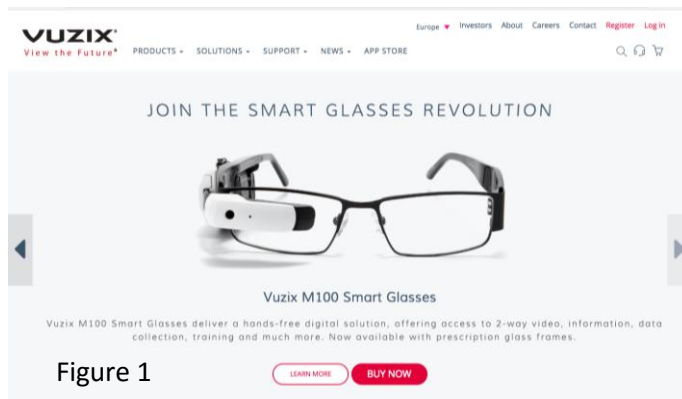
Figure 1

Furthermore, a website that could be considered a competitor's website or one that targets a similar target audience is 'Vuzix' (https://www.vuzix.eu/#1). This is because this website is also targeted to people who are tech savvy and have an interest in smart eyewear, even though they're not contact lenses in particular. The website is presented clearly and avoids a lot of clutter around its products. The look and feel of the website is clean and it is evident that the target audience are mature adults. This website is an epitome of how a website selling products should be; the main product(s) should be highlighted at the beginning, whilst rest of the information follow based on the user's interaction. Hence, this format and structure can serve as a form of inspiration for a clear website.
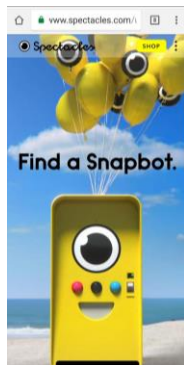
The mobile site for the product 'Snaptacles' – a pair of glasses linked the to the app Snapchat, that allows the user to record from a first person perspective and post to the app exclusively – could also be considered upon first impression the landing page does not directly reference or show the product. This could be seen as frustrating to a new user or deter users who happen across the site. Conversely this could peak a users interests, enticing to explore further and traverse the website.


The sale of the Snaptacles is still the main focus of the site; the shop button is clearly visible an ever present regardless of how far a use may scroll downwards. The web page itself is short – showing them most relevant information – keeping it concise, allowing for easy and quick access to the product, its specific details, purchasing, returns and complaints. The convenient a site the more will a person would be to use it, also reducing excess information and pages reduces the probability of a user becoming lost, confused or frustrated.

Initially the landing page could be seen as vague or confusing, but the site as a whole is constant and fluid in its design causing instant recondition likewise familiarity for each page, meaning a person could recognise any page individually and automatically associate the site or SnapChat app even if they did not to start of the landing page. Furthermore each page on the website is concise and to the point making the most prominent information the most important allowing for easier navigation and a better understanding of the web site and what it has to offer.

Site Structure:
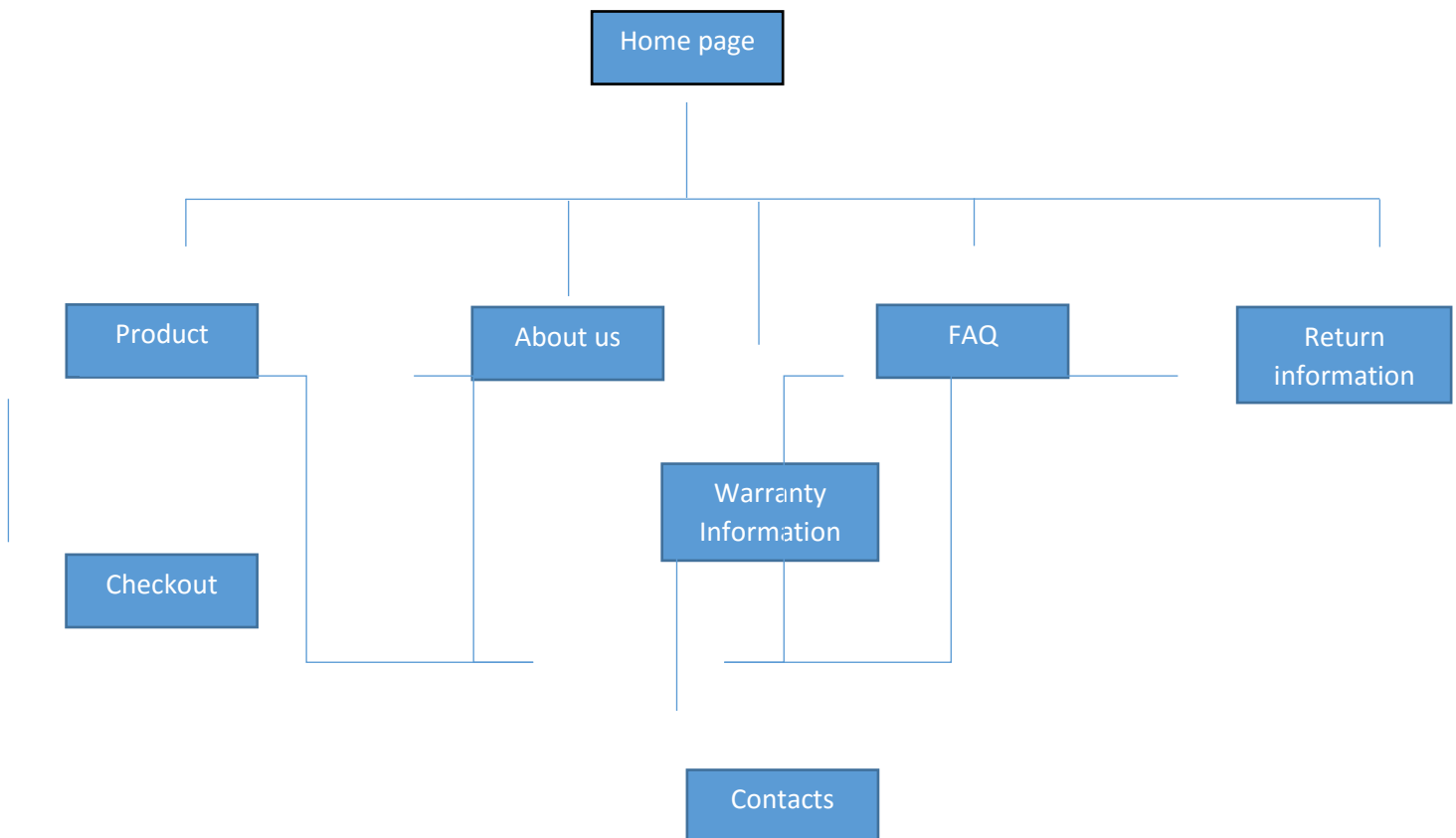
This design was developed with the target audience in mind but also whilst keeping in mind that they should be suitable for mobile phones. Therefore, initial sketches were drawn with typical mobile phone dimensions in mind. So the design sketches had to take in to consideration the typical proportions of a mobile phone (as shown in figure 2). These sketches allowed us to understand what sort of layout would be suitable for a mobile version of a website. One of the main aspects of the sketches were the layout of the main features, for example, where the banner of the website will be, the navigation bar, the placement of the product and its information. So, according to the sketches the homepage will consist of the main product that is being featured and the name of the product. To, read the details about the product, the user will have to click on the product image; this will lead them to a page that has the product on the corner (as portrayed in the right sketch of figure 3).

The sketch also illustrates the transition from the main image placement on the home page to the image moving to the corner; this transition would be the resizing and repositioning of the image (the image would move to the corner whilst becoming smaller). Another, page that would be suitable for the website was the FAQ page. This is an important page because most users/customers usually have various questions that are all very similar; thus, having an FAQ (Frequently asked questions) page will enable people to access answers to their enquiries. Figure 4 illustrates the page the user will see after clicking the 'Buy now' button. The page will have the product and a brief description, alongside the quantity (which the user can change to their desired amount). There will also be an option to delete the product from the checkout list and finally the button that would allow the user to properly checkout and pay for the product.

Figure 2

Figure 3
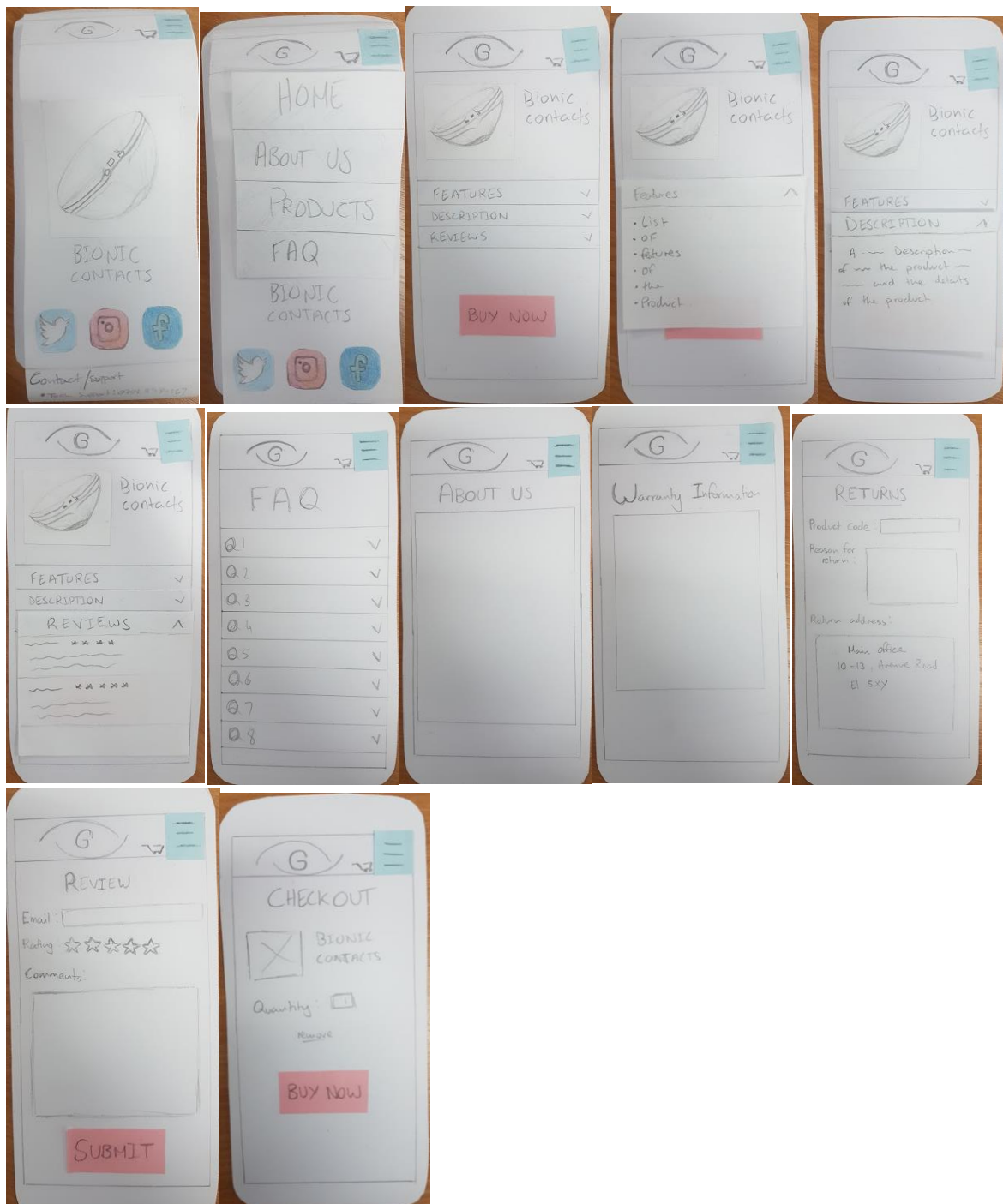
The product that is being marketed as an accessory that will used daily to capture images and video, therefore the psychographic will include customers who use social media, travel and socialise often. Middle age socialite that document and share their experiences could see this product to photograph their most exciting moments whilst still submersing themselves in the experience. Additionally, 'vlogging has increased in popularity and as a vocation' according to (Hannah jones, 2016). The influx of people wanting to video their daily life has young adult in their early 20s buying new equipment to make vlogging technologies less cumbersome.

Taking into the age group into consideration likewise, their everyday activities and the increasing need to share them there will be a heavy social aspect infused with the website. Links will be clearly visible and use to create connections between the product and frequently used social media sites. Furthermore, in keeping to the demographic the site will have smooth minimalistic style with the most important information being prominent; with the intention to be direct with the user and simultaneously keeping their attention focus on the product itself, with all other information being secondary such as accessories and Frequently asked questions.

In terms of appearance and presentation, the colour scheme needs to correlate to the target audience and their preferences, as well as being suitable to the product being marketed. (Connie Wong, 2017) states the colour grey signifies complexity and technological advancements. Using this colour as the over arcing background colour would allow for a simple but potent message to be relayed to the user subconsciously and that is that the site is and the forefront of technology with this new product. An accent colour that will complement the dominant grey, would be blue, as this is the colour that both the genders prefer (Brian Kelly, 2014). Spruce – a shade of blue – was chosen because it complements the background colour without drawing attention away from the main product. The colour of the font will be black, as it blends with the colour scheme, whilst being legible for the user.

Test scenarios of use

- Make a purchase:
  - If the user feels they like the product and would like to make a purchase they would have to buy it by clicking on the product, after which they would product be taken to the product page. Whilst being on this page the user could select the specific product model, at this point the site will display the three headings for dropdown menus for the feature, description and review followed by a 'buy now' button. Keeping to the minimalist style these menus house more information that could be accessed in needed. Once the buy now button has been pressed the user will be taken to a checkout in enter payment details.

- Leave review critique:
  - once the user has made a purchase and has and critique to make on the product they may feel the need to leave a review. They would be able to leave a review if they have made a purchase, the web site will present a textbox asking for an email to check a user's eligibility before they write and submit a review.

- Return product:
  - An unsatisfied user has bought the product and would like to send it back or replace it. They would then be able to scroll to the button of any given page click the returns link, after which they would be taken to the returns page to fill out the return page and print the postage information.

- Find information on the product:
  - if the user's knowledge on the product may be lacking and they would like more information before they make a purchase. Opening then menu would allow them to click the products page; an image of each product would be displayed with information including specs on each product.

- Check the Frequently asked questions:
  - The user could have q plethora of questions to ask prompting them post a message to company or sight. Before they do so, they could open the menu displaying the main pages and click FAQ; the answer they were looking for could have already been posted.

- Check warranty
  - This high-tech product is also delicate consequently, a user would like to if a warranty plan would be available upon request and what it entails. Should they feel this way they could scroll to the bottom of any given webpage where they would be a link to the standard warranty agreement they could click, and return from using the menu on the banner.

- Return home from current page:
  - Has visited a page on the site that is not useful to them they could want to start from the beginning therefore, the should be able to return from to the home page from any page. They could click the dropdown menu on the banner at which point the

menu would open displaying all primary web pages including 'home' that they would promptly click.

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Pages 1-12: Sania Khandakar and Mia Marjoram

Pages 13-19: Shamima Akter and Gavin O'keil Fowler