

# Deals & Deals

Created by:

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Student 2: Harit Balubhai Thoriya

Student 3: Aashna Firozbhai Chopra

Student 4: Shivam Jitendra Agrawal

Student 5: Heet Manishkumar Raval

## **a. The Description of The Application.**

- Deals & Deals provides a user-friendly interface to access a vast array of its products and services. It is an E-commerce Website that gives chance to the user to shop, connect with the available products, and let the user to get engage in the online services. The website provides a Variety of Products, and it introduces users to the world of the online shopping landscape. The webpage allows users to get a variety of offers and discounts on different products. The user experience is further enriched by tools such as a shopping cart and Wishlist, which allows user to save items for immediate purchase or for future reference. It also allows users to explore related products according to the searched product. In essence, deals and deals is a platform that has remodeled its e-commerce website, connecting users with a vast array of products and with a seamless shopping experience.
- Homepage: Its Homepage lets the user greet with the organized interface, featuring various offers or best deals for various products. The application also showcases trending products and personalized recommendations based on the user's history of browsing and purchase history and links to various categories such as clothes, phones, and more.
- Search bar and Navigation bar: The search bar provides quick access to the catalog according to the main category drop-down button beside it. It allows the users to locate the products. Just below the search bar, a comprehensive menu bar list is available with departments and subcategories. It makes easy for the user to navigate through the web application.
- Footer: The footer of the web application typically contains a variety of links and information sections about the page. Links like Policies that gives information to the user about the privacy notice and other policies. With the help link, the user will get links to customer support, email ID, return, and more.
- Sign-In: The sign-in page lets the user log into their respective account, where the user needs to provide their email addresses and password. If the user forgets the password, then it also gives an option (Forget password?) so the user can recreate the password. Not only this on the page, but the user can also sign in with the help of their Google, Facebook, Twitter, or Instagram account. It also gives a button where the user can create an account if he/she is a new user.
- Product Description Page: The page is structured in such a way so the user can make a quick decision by reading the detailed description of the product, specification, and

pricing of the product with the discount available, and it also provides various images for the product, which are of high quality. For the purchase, two buttons are there, which are ADD TO CART and BUY NOW. With the rating box, it becomes easy for the user to make the decision for the purchase of the product.

- Product Searching page: Filtering and sorting options like price range, brand, customer rating, color, and size provide users with the ability to tailor their searches based on their preferences. With these, various options can be seen for the same product.
- Tracking Order Page: This page allows the user to track their order status by clicking on the button “Track my order.” It also shows the estimated delivery date of the product to the user.
- Checkout Page: It offers multiple payment options, including credit cards, debit cards, and other methods. Customer support is easily accessible in the footer section of the checkout page. It also shows the total cost of the product, including taxes, the image of the product with its product name.

## **b. Tools Used:**

- Adobe Xd.
- Google images.

### **c. The UX Strategy of the Our Application:**

- Deals and Deals is known for its user-friendly web application, and its User Experience strategy plays a very important role in achieving this. Some of the key elements of our web application are listed below:
- 1. Simple Webpage Design: Deals and Deals is having a straightforward design for the users to use. It's a user-friendly interface that allows users to find, compare, and choose products easily. It helps the user to discover new products. The layout is easy to use because it has critical elements like a search bar, which provides auto-suggestions upon typing, a navigation bar, a shopping cart, a Wishlist, and more, which are easily accessible. It also recommends products based on the user browsing and purchase history, making it easier for the customer to discover the items.
- 2. Account Management: Deals and Deals emphasize the security of user data and transactions, which indirectly earns user trust. Upon sign-in, users can easily manage their accounts.
- 3. Customer Support and Services: To offer customer support, it includes a help option in the footer section so that users can contact or email the company about their inquiries.
- 4. Goals: The primary goal is to maximize user satisfaction by providing an enjoyable and efficient experience to the user. The application to grow more for a long-term use it is designed in such a way that it ensures the user's return visits. In addition to these, the user should be able to have an eye-pleasing and comfortable user experience due to the layout and themes.

**D. Table or list showing where you implemented the**

**i. Five metaphors,**

**ii. Five design patterns**

**iii. and 10 Usability principles.**

**iv. Please include a screenshot or partial screenshot showing where you implement it.**

**v. Be sure to reference resources like course notes, texts and other information**

**(e.g. websites, books, etc) correctly.**

**1. FIVE METAPHORS:**

a) SEARCH BAR



THE SEARCH BAR IS USED TO SEARCH THE PRODUCTS BY CLICKING ON IT.

b) WISHLIST



THE WISH LIST OPTION IS USED TO REVIEW THE PRODUCTS USER LIKES AND KEEPS THEM FOR FURTHER BUYING OR REFERENCE.

c) BUY NOW BUTTON



THE BUY NOW BUTTONS IS LINKED WITH THE PRODUCT IT SHOWS AND REDIRECTS THE USER TO THE PRODUCT DIRECTLY

d) DOWNLOAD THE APP



THE DOWNLOAD NOW ICON HAS DIRECT LINK FOR ANDROID AND IOS USER IF THEY WANT TO DOWNLOAD THE WEB APP ON THEIR DEVICES.

## e)ACCOUNT OF THE USER



THE ACCOUNT HOLDER CAN VERIFY AND EDIT HIS DETAILS FROM THE ACCOUNT SECTION.

## 2.FIVE DESIGN PATTERNS:

### a) GOOD DEFAULTS:



THE CATEGORIES ARE MENTIONED ON TOP JUST IN CASE A USER IS LOOKING FOR A PARTICULAR PREFERENCE.

### b) HOVER CONTROLS:



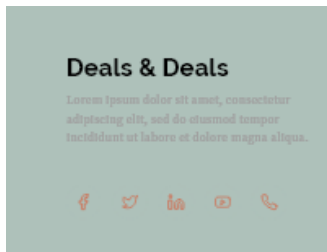
HIDE NON-ESSENTIAL INFORMATION FOR THE USER TO FIND A PARTICULAR PRODUCT HE/SHE HAS BEEN LOOKING FOR.

### c) PROGRASSIVE DISCLOSURE:



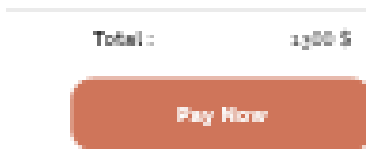
SHOWS USERS ONLY FEATURES THAT ARE RELEVANT FOR THE TASK.

### d) LEADERBOARDS:



BOOSTING YOUR ENGAGEMENT SEEING THE SOCIAL MEDIA ICONS.

e) CLEAR PRIMARY ACTIONS:



BUTTON ACTIVITY ARE MADE CLEAR WITH POP UP COLOURS

### **3. USABILITY PRINCIPLES**

#### **a) VISIBILITY OF SYSTEM STATUS**

OUR WEBSITE PROVIDES A CLEAR STATUS OF USER WHERE HE IS RIGHT NOW AT WHAT STAGE AND WHIVH MANNER.

#### **b) USER CONTROL AND FREEDOM**

THE FREEDOM TO USER HAS BEEN MAINTAINED

#### **c) CONSISTENCY AND STASNDARDS**

THE FONT,COLOUR,PATTERN THEIRY FOR OVERALL WEBSITE HAS BEEN MAINTASINEC THROUGH OUT FOR A BETTER USER EXPIRIENCE.

#### **d) MATCH BETWEEN SYSTEM AND REAL WORLD**

THE TERMS ARE SIMPLE AND WOULD NOT CONFUSES THE USER.

#### **e) RECOGNITION THAN RECALL**

AS SOON AS YOU TYPE A CERTAIN KEYWORD THE RELEVANT SEARCH OPTIONS POPS UP.

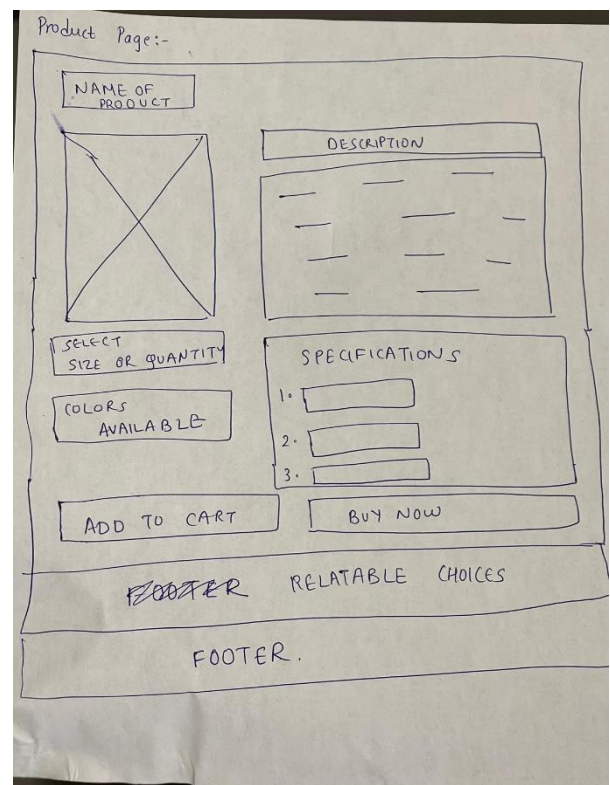
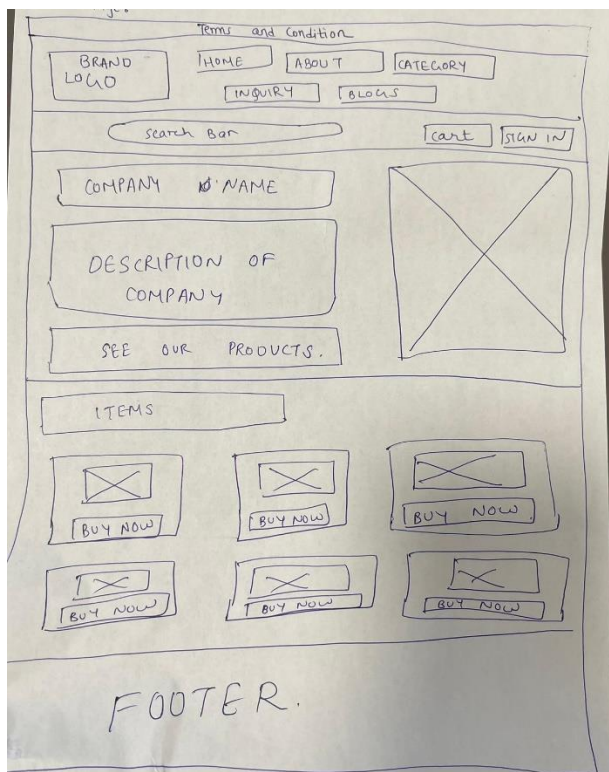
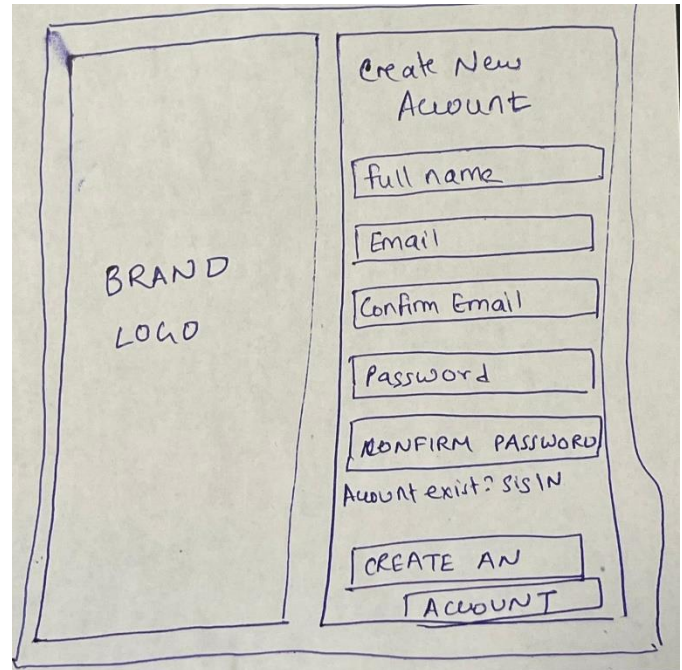
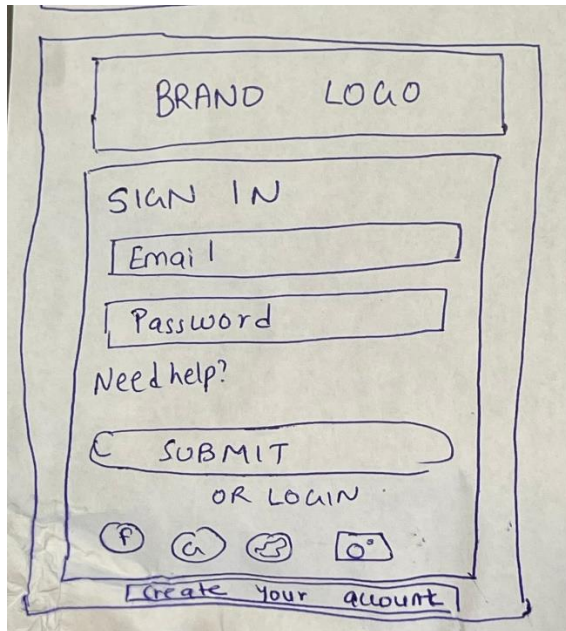
#### **f) FLEXIBLE AND EFFICIENCY OF USE**

THE WEBSITE IS SWEET AN SIMPLE FOR EVERY AGE GROUP TO USE IT WITH EASE AND EFFICIENCY.

## E. Team Sketches:

- Firstly, every one of us made sketches for the web Application with their own design ideas, which I listed below:

### 1. Pooja Balakrishnan Nair:





Brand logo

Pre-transit   In Transit   Out for Delivery   → Tracking Track

Estimated delivery :- dd/mm/yyyy

date		city	October 7th, 2023	
Sep: October 5th, 2023			Time	status
Time	status location			
Time	updated status location.		October 9th, 2023	Time
				Delivered.

Last updated:- dd/mm/yy

FOOTER.

BRAND LOGO
✓

DATE

COMPANY WORKER

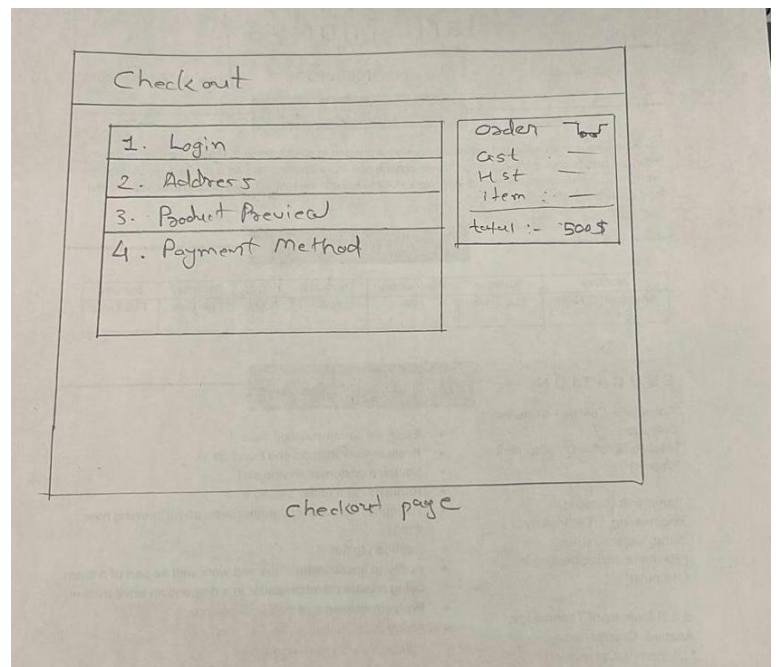
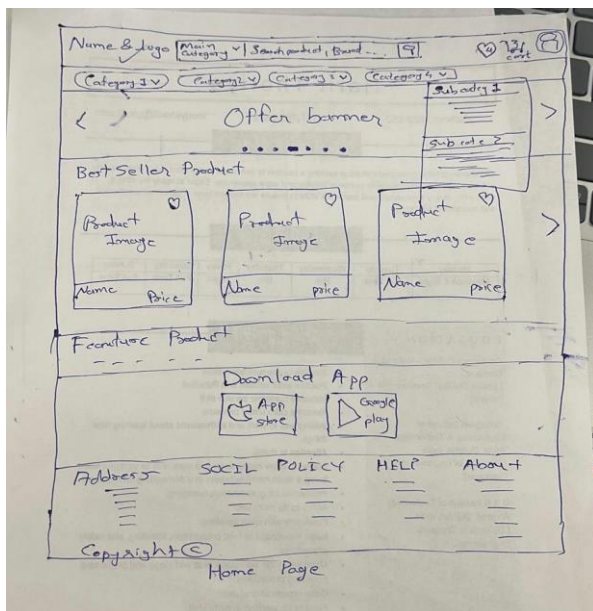
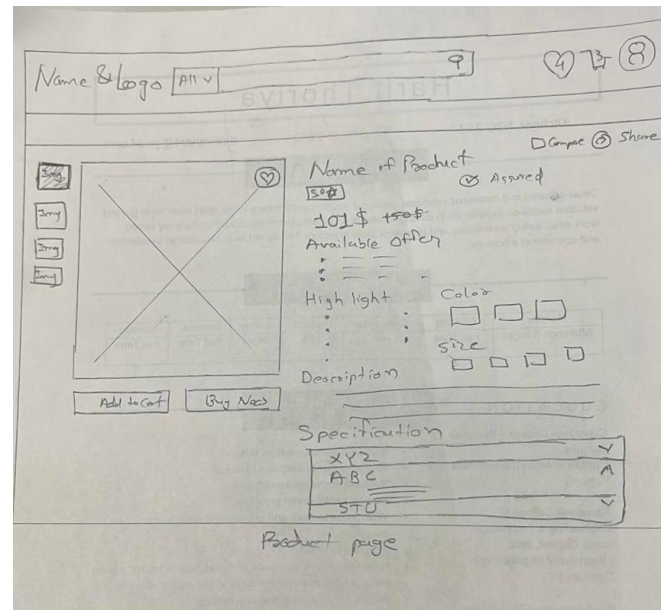
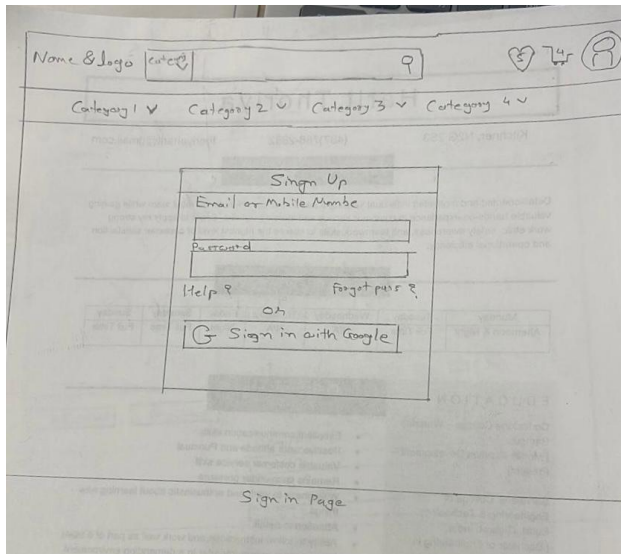
USER

COMPANY WORKER

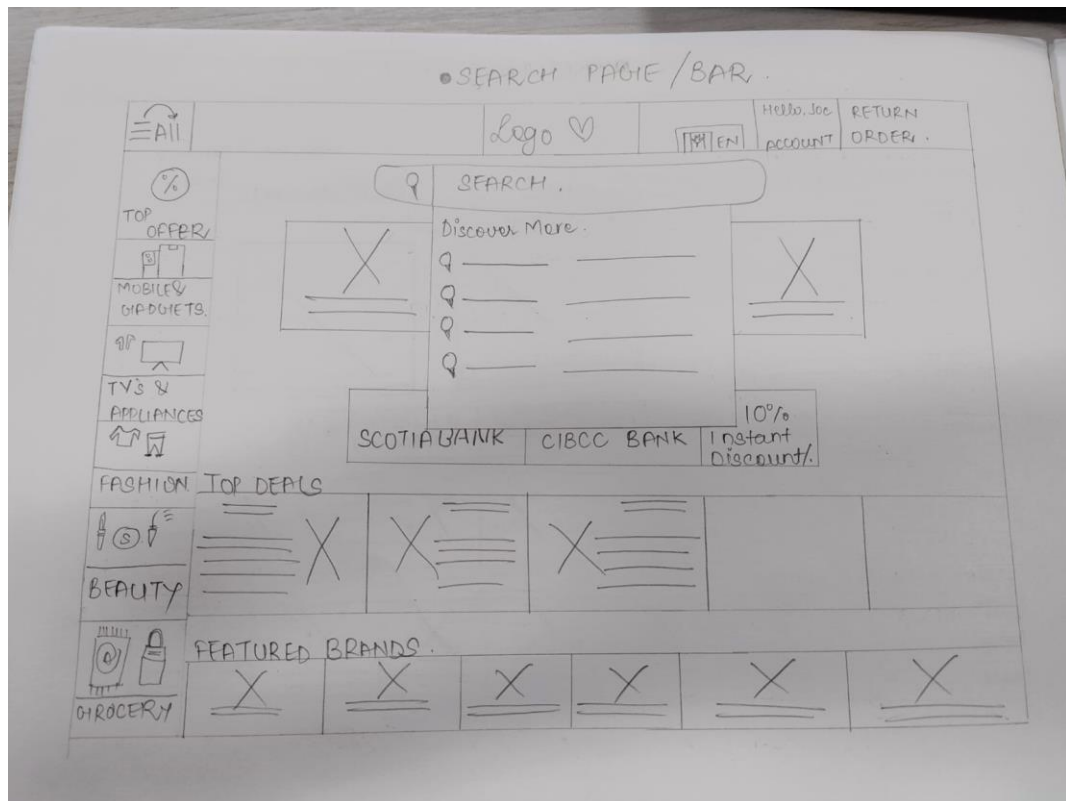
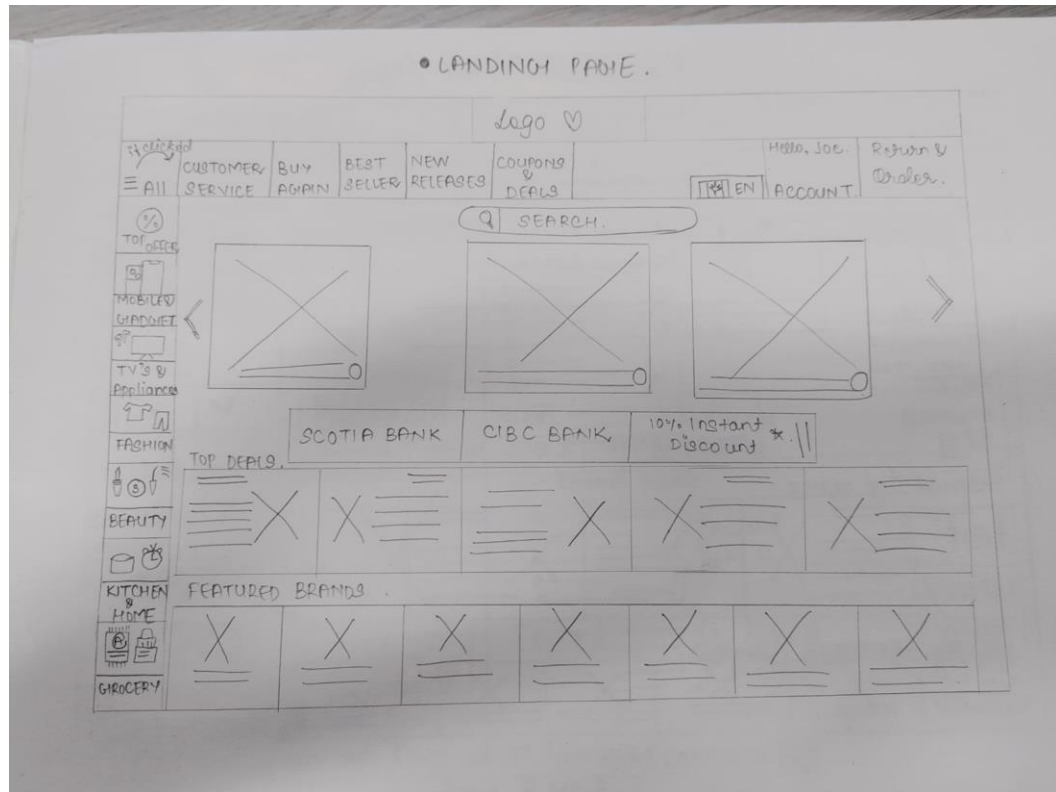
USER

Reply, HIT ENTER TO SEND MESSAGE

## 2. Harit Balubhai Thoriya:



### 3. Ashna Firozbhai Chopra:





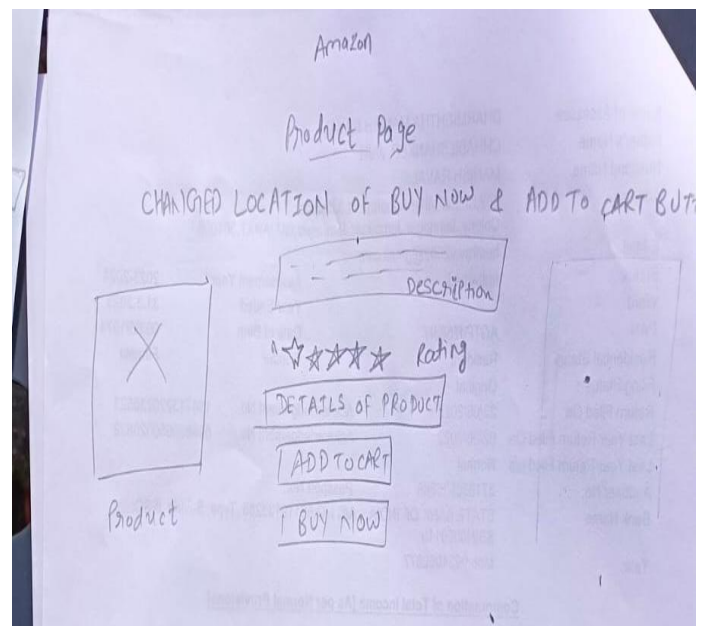
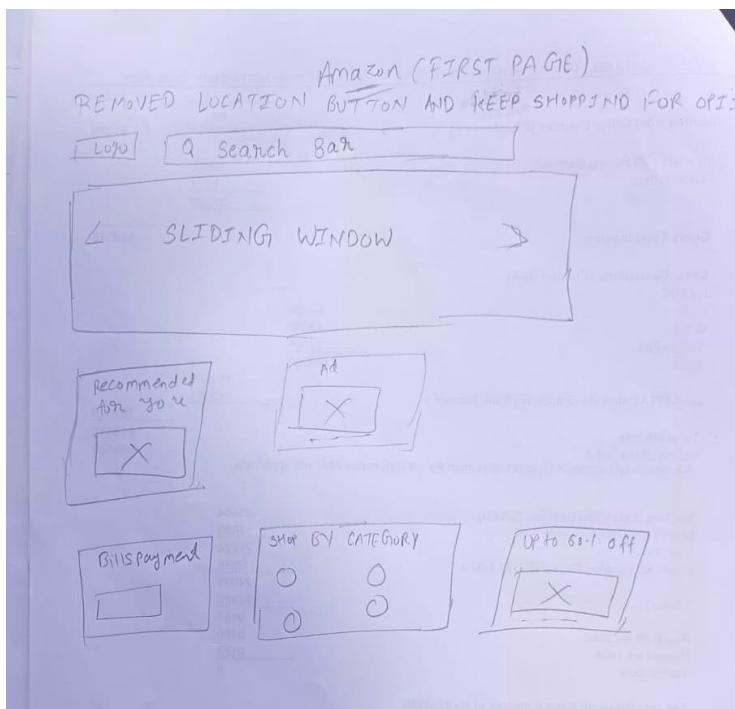
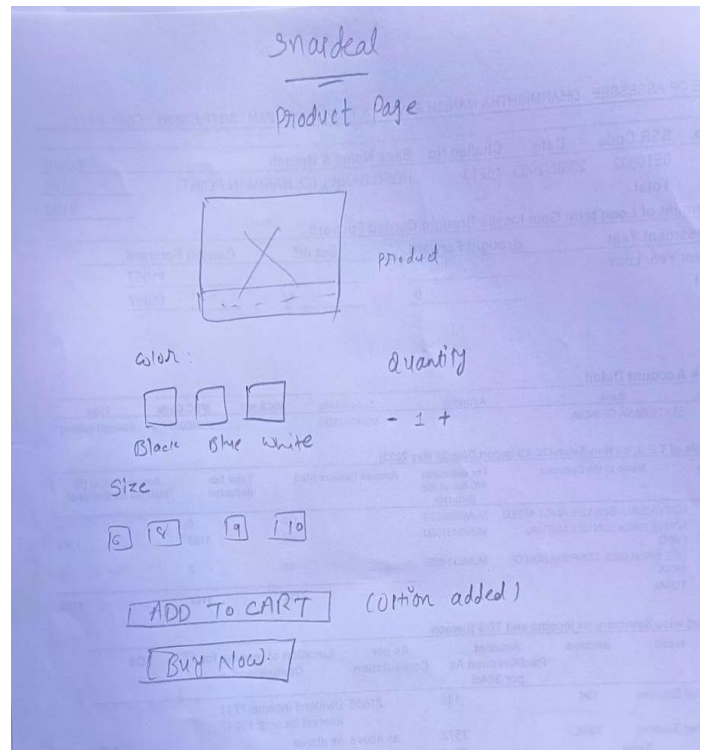
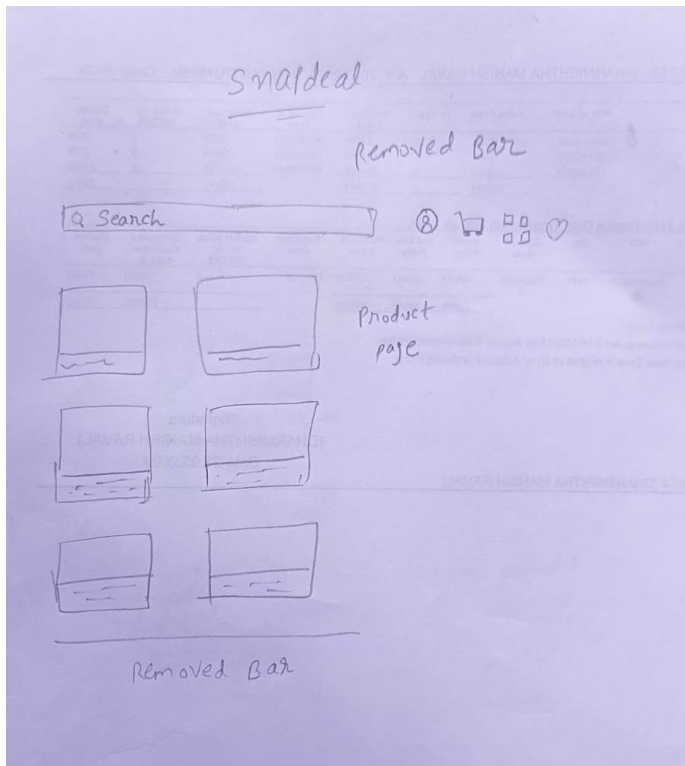
● PRODUCT PAGE.

[illegible]

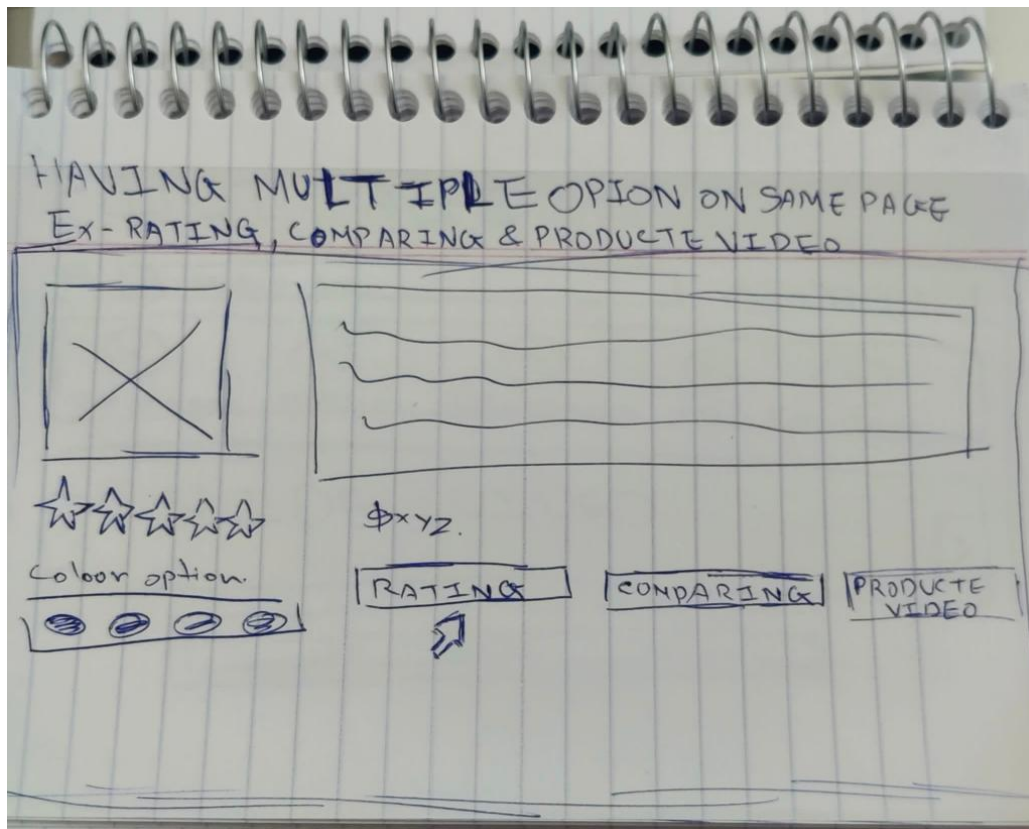
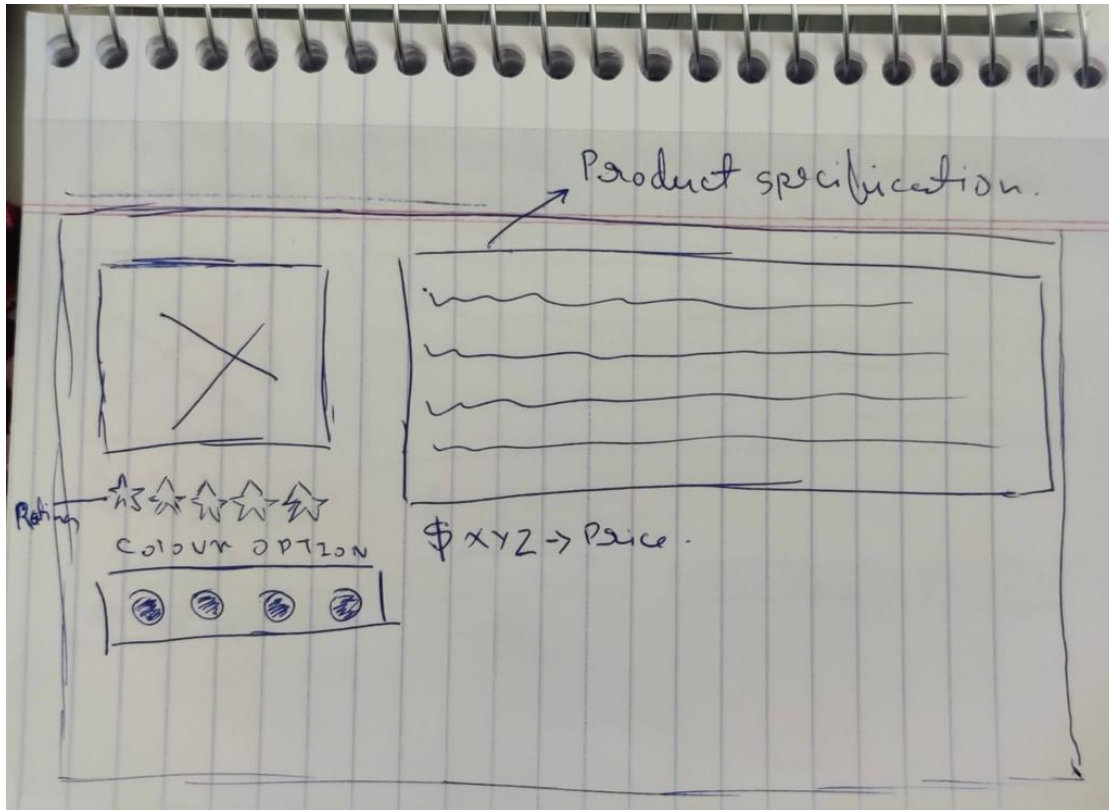
- LOGIN / CHECK-OUT PAGE.

LOGIN / PAGE.		CHECK-OUT PAGE	
NEW CUSTOMER?			
Email/No.		\$ ==/=	1. Enter a new shipping address: 
Request OTP		PRODUCT.	FULL NAME: 
		Select Delivery location	ADDRESS: 
		In stock %	PIN-CODE% 
		Quantity:	DELIVERY INST: 
		Add to Cart	
		Buy Now.	
New to App? Create an Account.			2. Payment Method. 3. Items and shipping
		PRODUCTS RELATED 	Help Desk 

## 4. Heet Manishkumar Raval:

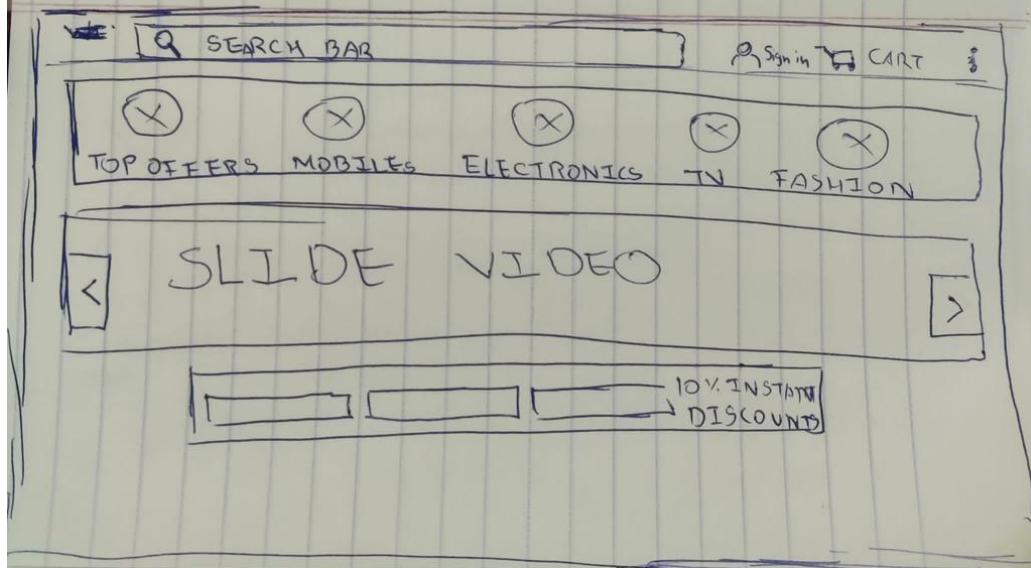


## 5. Shivam Jitendra Agrawal:

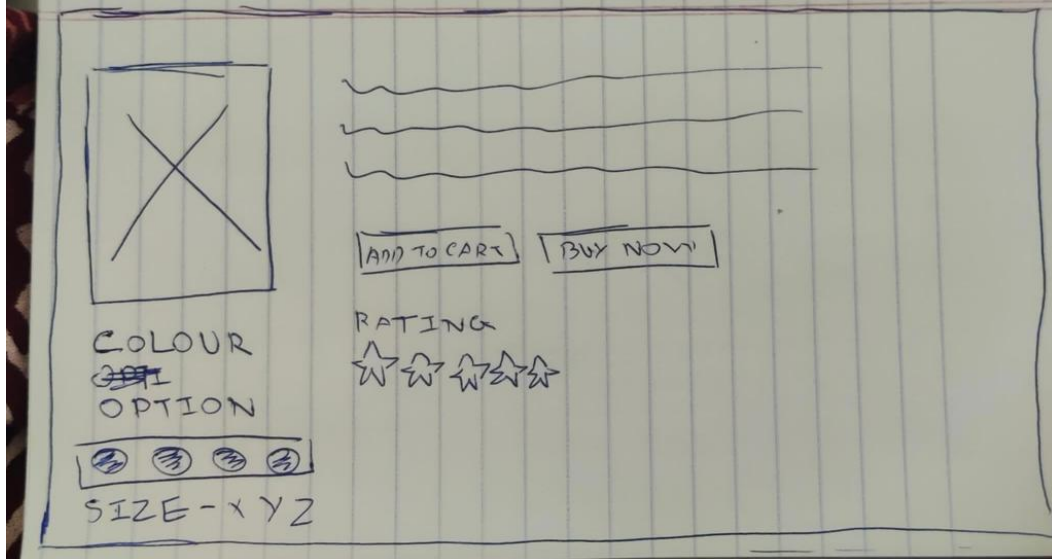




# FIRST PAGE



## ADDED COLOUR OPTION & REMOVED PINCODE CHECK



## F. Wireframe:

### 1. Sign-In Page:

- Sign In Page allows the user to sign into their respective accounts so that they can access details like order history, the items in the Wishlist, and more. So, by entering an Email address and password, one can sign in. Moreover, they can also use Facebook, Google, Twitter, and Instagram to log in directly. With that, if the user needs help, then he/she can ask for help. If a user forgets his/her password, Then the user can click on the forgot password and can reset it.

Sign-In page





BRAND LOGO

## SIGN IN

[Need Help ?](#)[Forget Password ?](#)

SUBMIT

OR LOGIN USING



CREATE YOUR ACCOUNT



## 2. Create an Account:

- Creating an Account allows the new user to create a new user account. The user just have to put the full name, email address, and Password. Then, by agreeing to the company's policy and notices, the user will be able to create an account.

Create Account Page

**BRAND LOGO**

### Create New Account

Full Name

Email

Password

Confirm Password

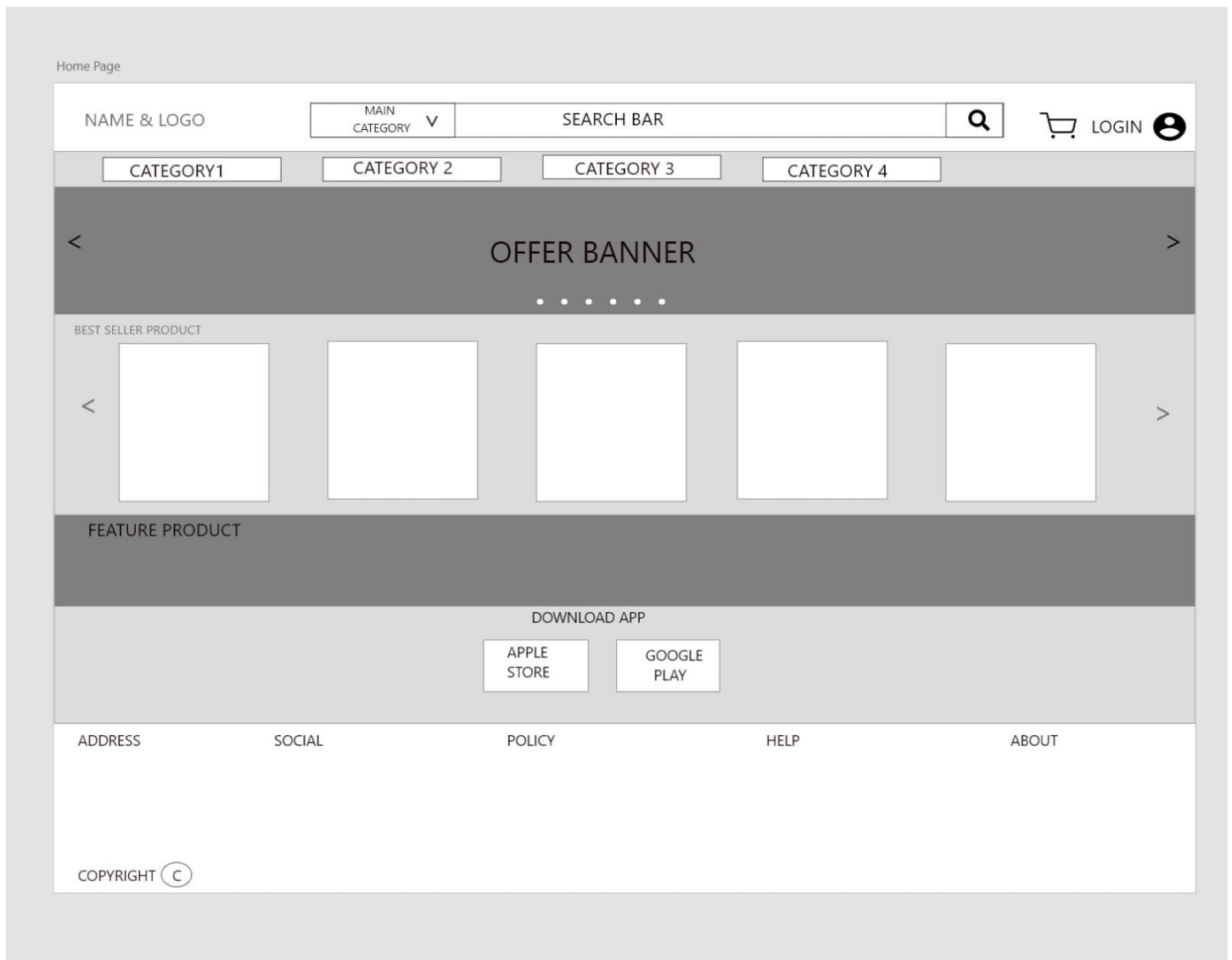
[Already have an Account ? Sign In](#)

By Creating an account you need to agree to our Terms of Service and Privacy Policy.

CREATE AN ACCOUNT

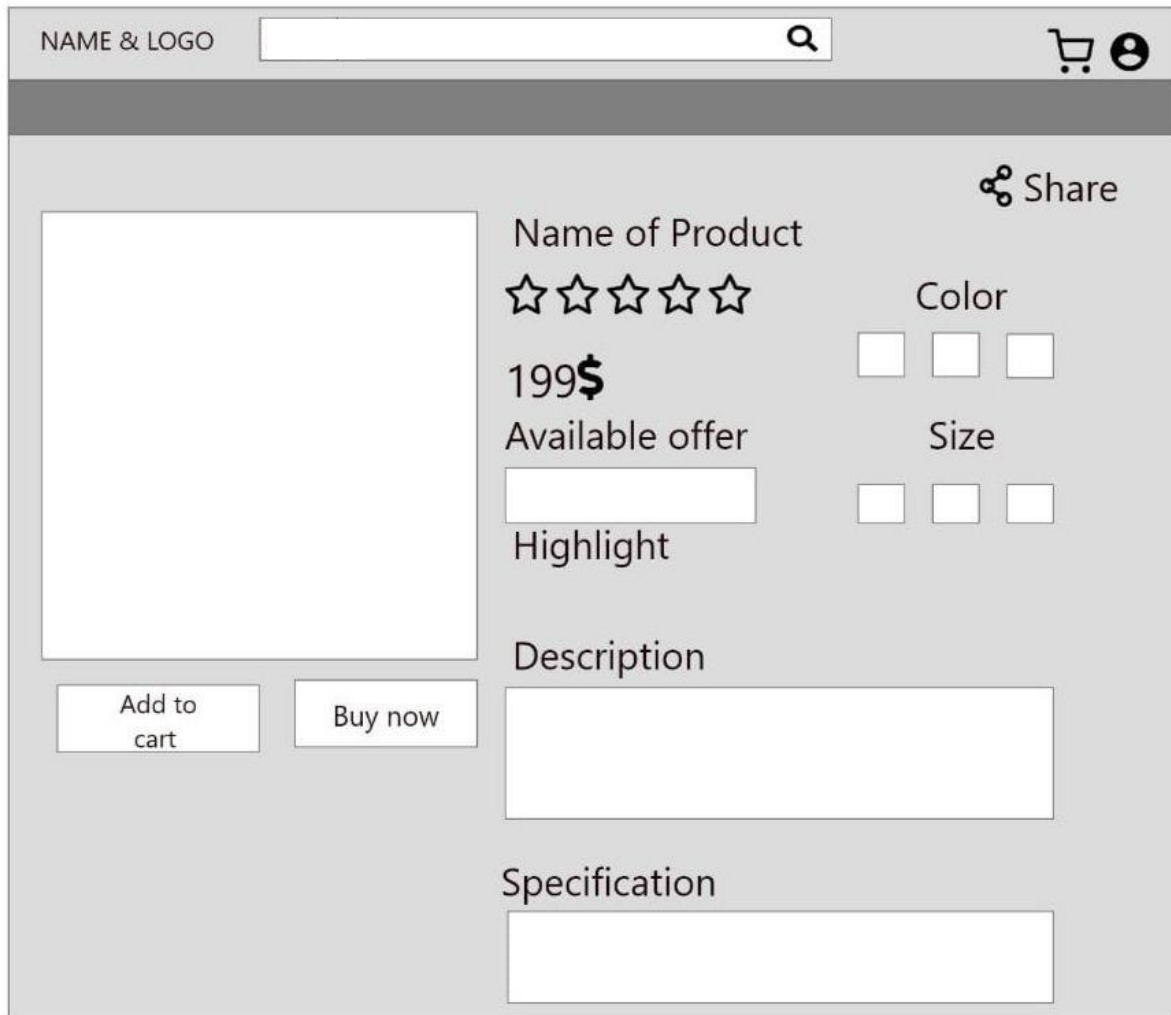
### 3. Home Page:

- The web application home page wireframe is basically just a visual blueprint of the main page. It shows the layout and structure, including the header, advertisement or offer section, products, footer.






## 4. Product Description Wireframe:


- The product detailed description wireframe is the visual representation of how information about a product is structured and will be presented on a web application. It shows the arrangement of elements such as different product images, titles, specifications, descriptions, prices, discounts, and customer ratings, providing a clear framework for designers and developers.



A wireframe for a product description page. The layout includes a header with a logo placeholder, a search bar, and icons for a shopping cart and user profile. The main content area features a large product image placeholder on the left. To the right of the image are sections for the product name, a five-star rating, the price (199\$), an 'Available offer' field, a 'Highlight' label, a 'Description' text area, and a 'Specification' text area. On the far right, there are 'Color' and 'Size' selection options, each with three square checkboxes. A 'Share' button is located at the top right of the main content area. At the bottom left, there are two buttons: 'Add to cart' and 'Buy now'.

NAME & LOGO  

 Share

Name of Product

☆☆☆☆☆

199\$

Available offer

Highlight

Description

Specification

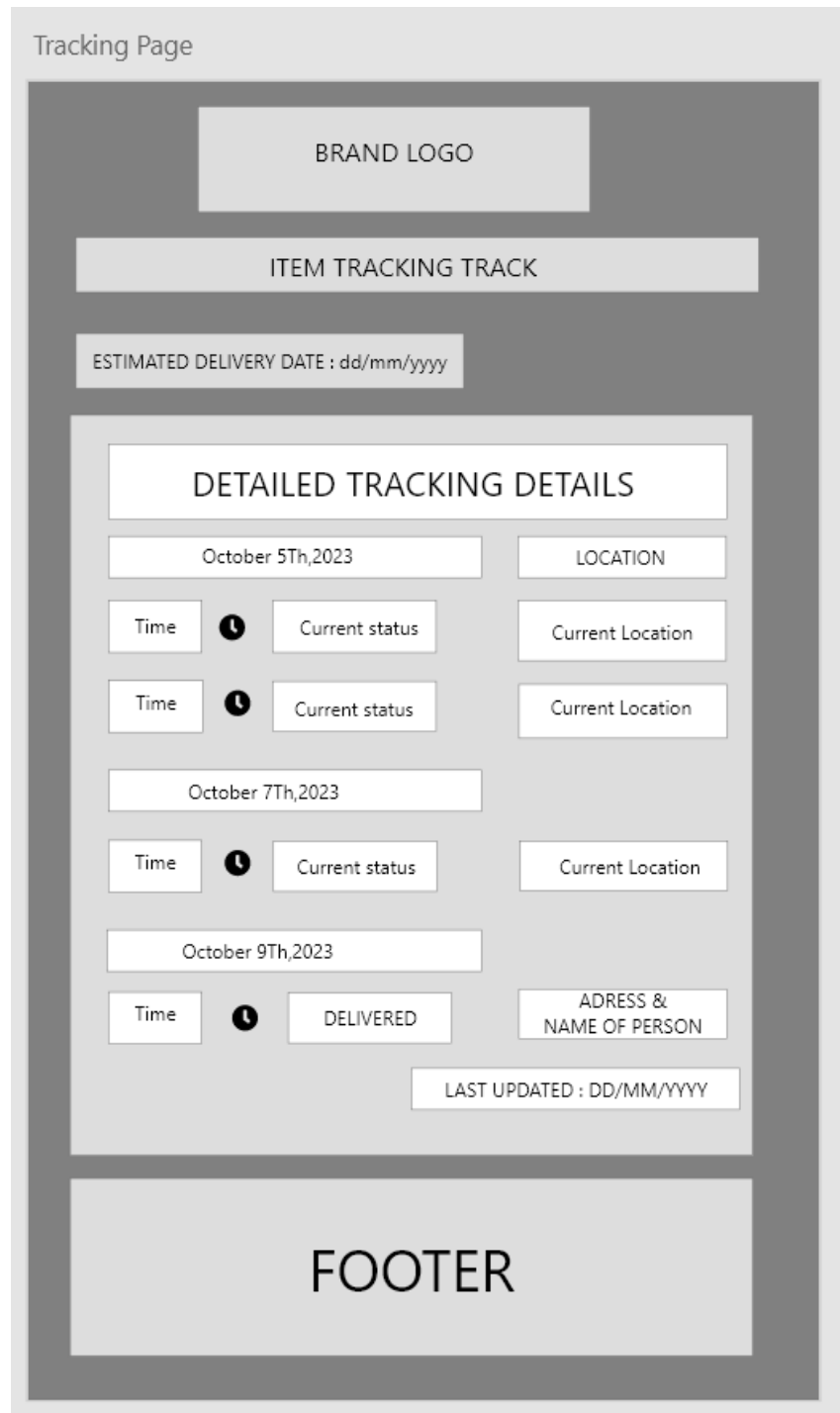
Color ☐ ☐ ☐

Size ☐ ☐ ☐

Add to cart Buy now

## 5. Tracking Wireframe:

- A tracking wireframe is a visual layout that illustrates how user can track their placed order. It gives detailed information about the location time and status.




## 6. Check-out Wireframe:

- Checkout Wireframe will show the total amount of the product including the taxes. It will also give the different method of the payment.

Checkout

1	Login
2	Address
3	Product Preview
4	Payment Method

Order	
GST	<input type="text"/>
HST	<input type="text"/>
Item	
Total	500\$

## G. Prototype Matching with Wireframe:

### 1. Sign-In Page:

Sign-In page





BRAND LOGO

## SIGN IN

[Need Help ?](#)[Forget Password ?](#)

SUBMIT

OR LOGIN USING







CREATE YOUR ACCOUNT

Sign In

Deals & Deals

All




### Sign In


☐ Keep me signed in

[New user? Create an account](#)

Sign In

Or Sign In With

 Sign In With Google



Download App

 App Store

 Google Play

### Deals & Deals

\*Discover exclusive discounts and promotions, brought to you by Deals & Deals.\*



Products

Health

Electronics

Fashion

Beauty

Services

Free Delivery

Return

Chat Assistant

Membership

Resources

News

Blog

Videos

FAQs

## 2. Create An Account Page:

Create Account Page

BRAND LOGO

### Create New Account

Full Name

Email

Password

Confirm Password

[Already have an Account ? Sign In](#)





By Creating an account you need to agree to our Terms of Service and Privacy Policy.

CREATE AN ACCOUNT

Create Account

Deals & Deals

All ▾



### Create An Account

First Name

Last Name


Email Address


Password

[Already an user? Sign In](#)

Sign Up

Or Sign in With

 Sign In With Google



### Download App

 App Store

 Google Play

### Deals & Deals

\*Discover exclusive discounts and promotions, brought to you by Deals & Deals.\*



### Products

Health

Electronics

Fashion

Beauty

### Services

Free Delivery

Return

Chat Assistant

Membership

### Resources

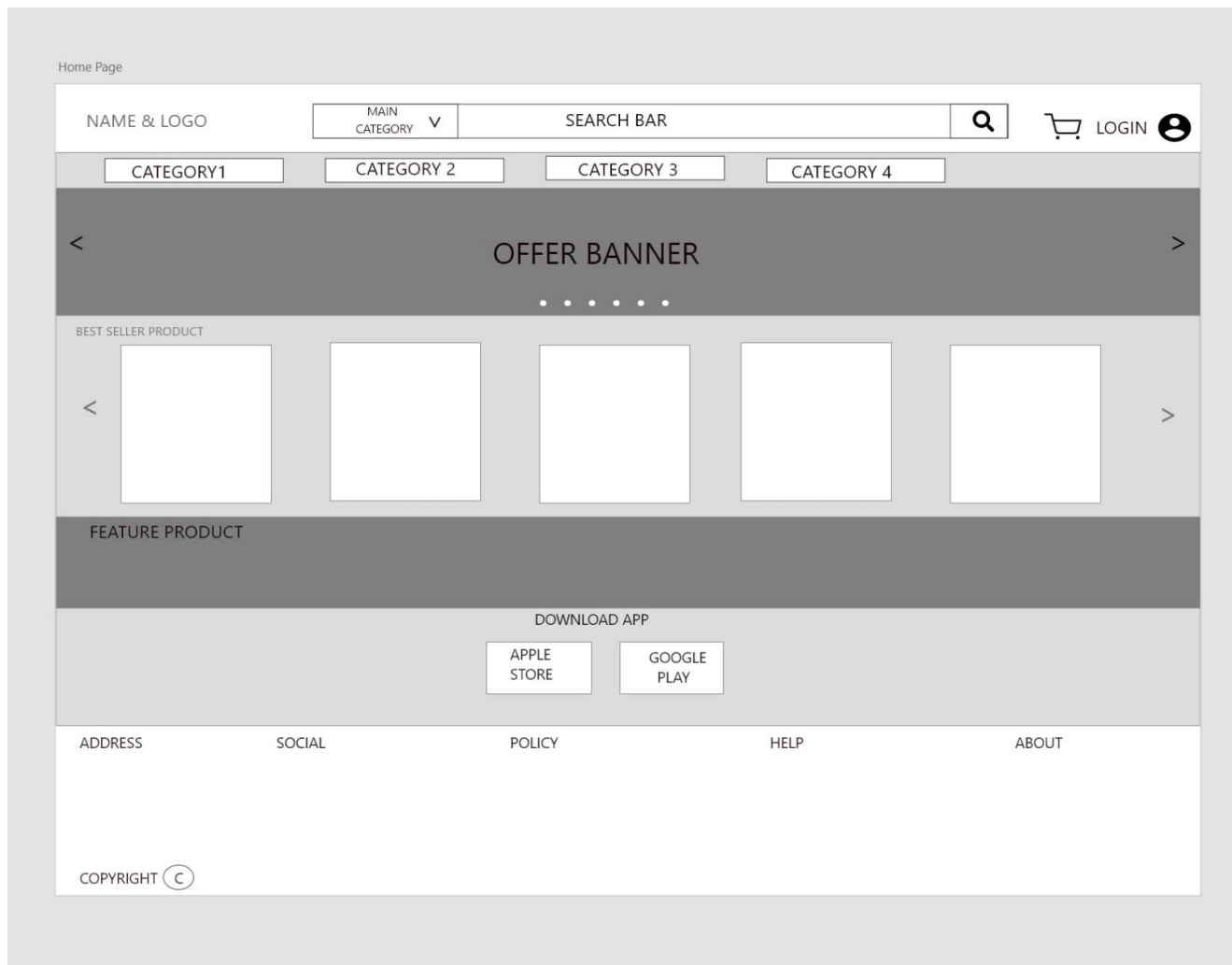
News

Blog

Videos

FAQs

### 3. Home Page





## Deals & Deals

All



Electronics

TV & A.C.

Home & Kids

Women

Furniture

Sports



## Featured Categories



Computers



Home Appliances



Mobiles

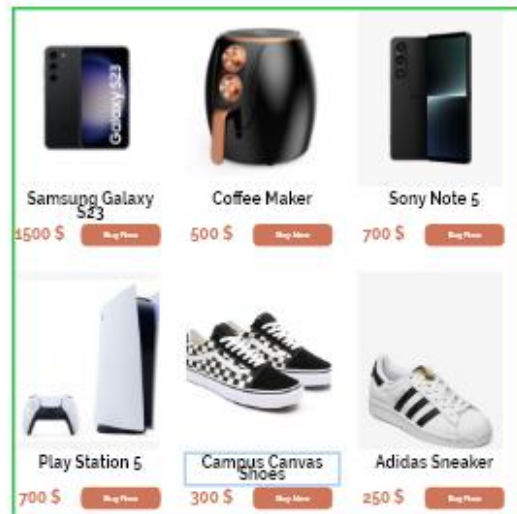


Electronics



Fashion

## Best Seller Product



## Feature Product



## Download App



## Deals & Deals

"Discover exclusive discounts and special offers, brought to you by Deals & Deals."



## Products

Smartphones  
Laptops  
Tablets  
Smart TVs  
Gaming Consoles

## Services

Free Delivery  
Return Policy  
Online Support  
Warranty

## Resources

Blog  
FAQs  
Contact Us  
Privacy Policy

## 4. Product Description:

NAME & LOGO

ALL V

Share

Name of Product

☆☆☆☆☆

199\$

Available offer

Highlight

Description

Specification

Color

Size

Add to cart

Buy now

# Product

## Deals & Deals

All

ElectronicsTV & A.C.Men & KidsWomenFurnitureSports

Home > Electronics > Mobile > iPhone > 14 Pro Max



APPLE iPhone 14 (Blue, 128 GB)  
★ 5.5 1,42,994 Ratings & 3,814 Reviews  
Price : \$1100 \$1200  
Available Offer :  
Bank Offer(1) : all on CCI Bank Credit Card, up to 1400 on orders of \$1,000  
Bank Offer(2) : all on Axis Bank credit Card, up to 1400 on orders of \$1,000  
Bank Offer(3) : all on Flipkart Bank Credit Card, up to 1400 on orders of \$1,000  
High Light :  
128 GB ROM  
4.4 gms (15.4 inch) Super Retina XDR Display  
48MP + 12MP + 12MP Pro Camera  
A16 Bionic Chip, 5 Core Processor Processor  
Description :  
Stay productive and on your toes, perform even with the Super Retina XDR display that is certified for the eyes. Powered with a 48MP main camera, using latest pixels for ultra-broad and ProMotion. With a built-in rechargeable lithium-ion battery and equipped with the MagSafe wireless charging, you can charge your phone quickly up to 50% in just half an hour by using a 20W adapter. This phone is loaded with all the latest features such as 5G, 4K 120fps video, Action mode, sign-in with Apple, and a lot more to look forward to.

Add to CartBuy Now

### Specification

General :

In The Box	Headset, USB-C to Lightning Cable, Documentation
Model Number	MPVU2FL/A
Model Name	iPhone 14
Color	Blue
Screen Type	Smartphones
SIM Type	Dual SIM (Nano + eSIM)
Hybrid SIM Slot	No
Touchscreen	Yes
OTG Compatible	No
Sound Enhancements	Built-in Stereo Speaker

Display Features :


Display Size	Headset, USB-C to Lightning Cable, Documentation
Resolution	MPVU2FL/A
Resolution Type	iPhone 14
CPU	Blue
Display Type	Smartphones
Other Display Features	Dual SIM (Nano + eSIM)

General :

In The Box	Headset, USB-C to Lightning Cable, Documentation
Model Number	MPVU2FL/A
Model Name	iPhone 14
Color	Blue
Screen Type	Smartphones
SIM Type	Dual SIM (Nano + eSIM)
Hybrid SIM Slot	No
Touchscreen	Yes
OTG Compatible	No
Sound Enhancements	Built-in Stereo Speaker



### Download App

 App Store

 Google Play

### Deals & Deals

"Discover exclusive discounts and promotions, brought to you by Deals & Deals."



Products

Health  
Electronics  
Fashion  
Beauty

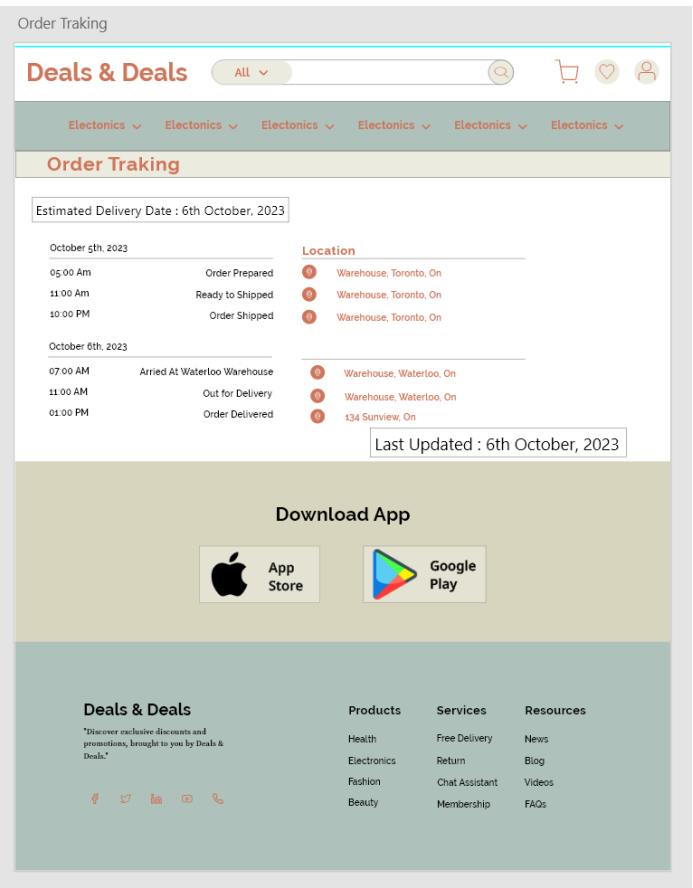
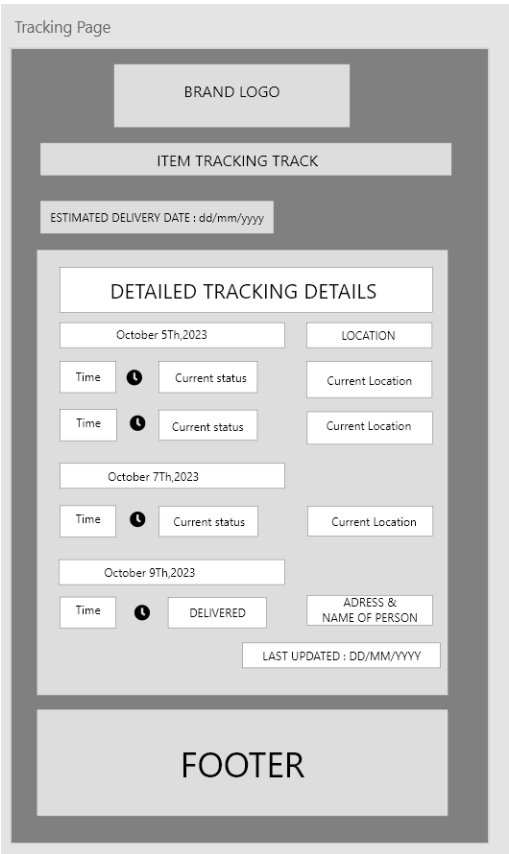
Services

Free Delivery  
Returns  
Chat Assistant  
Membership

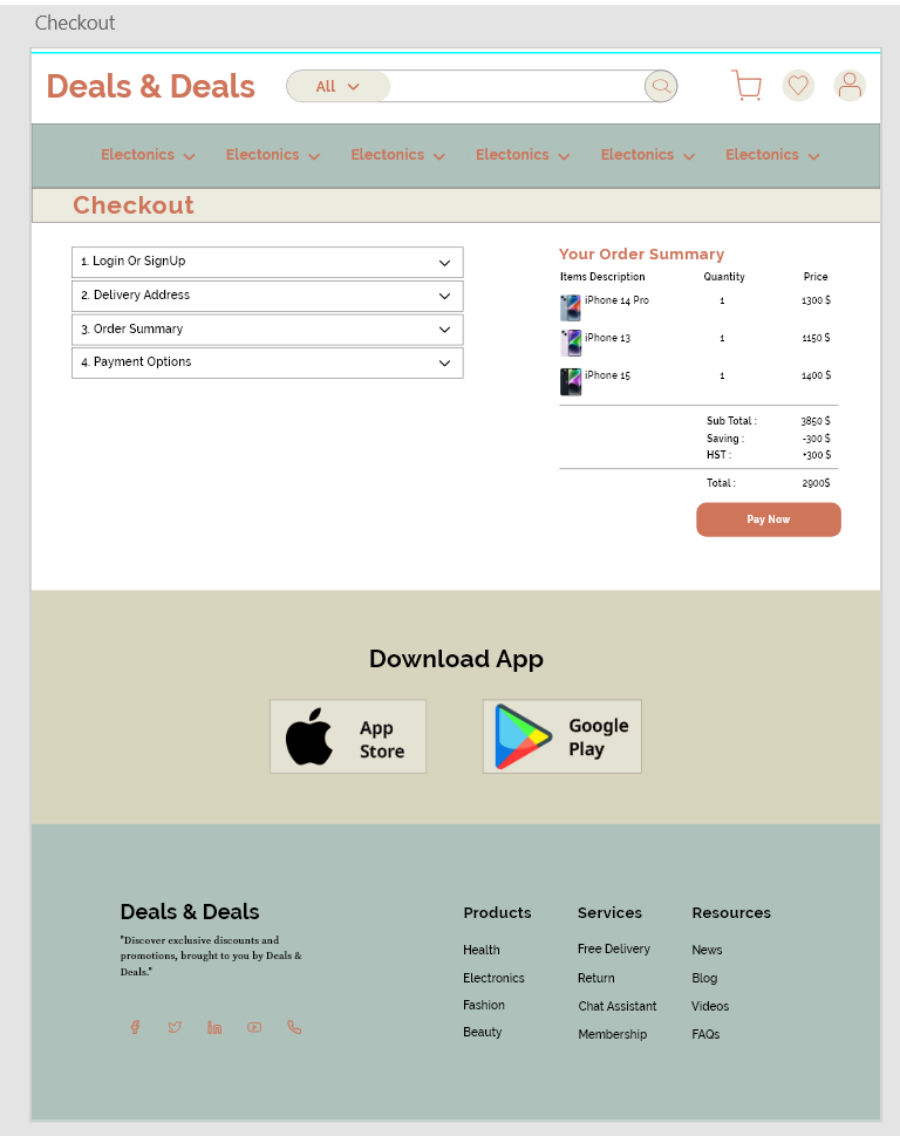
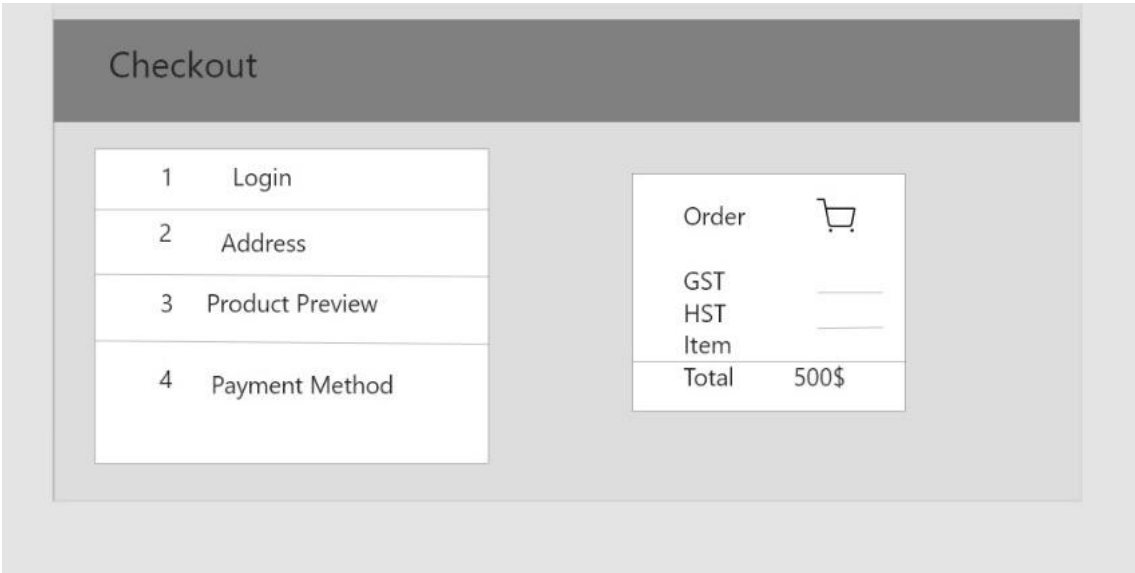
Resources

News  
Blog  
Videos  
FAQs

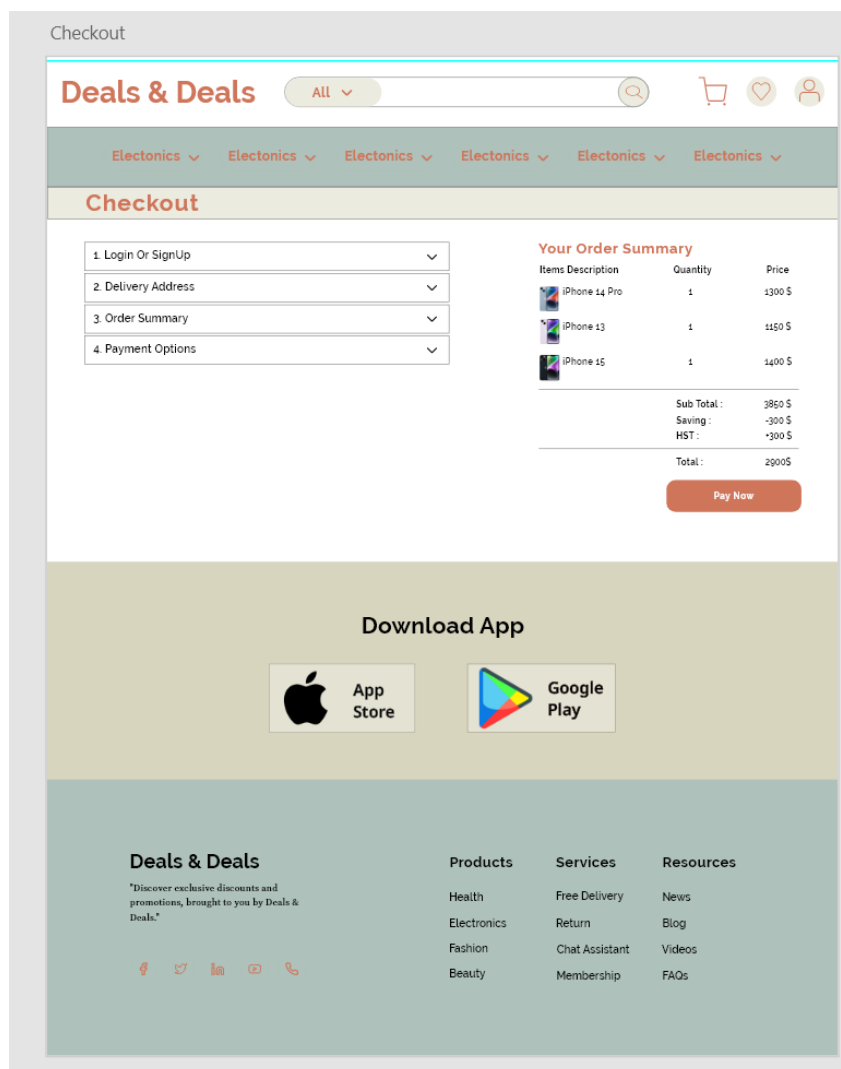
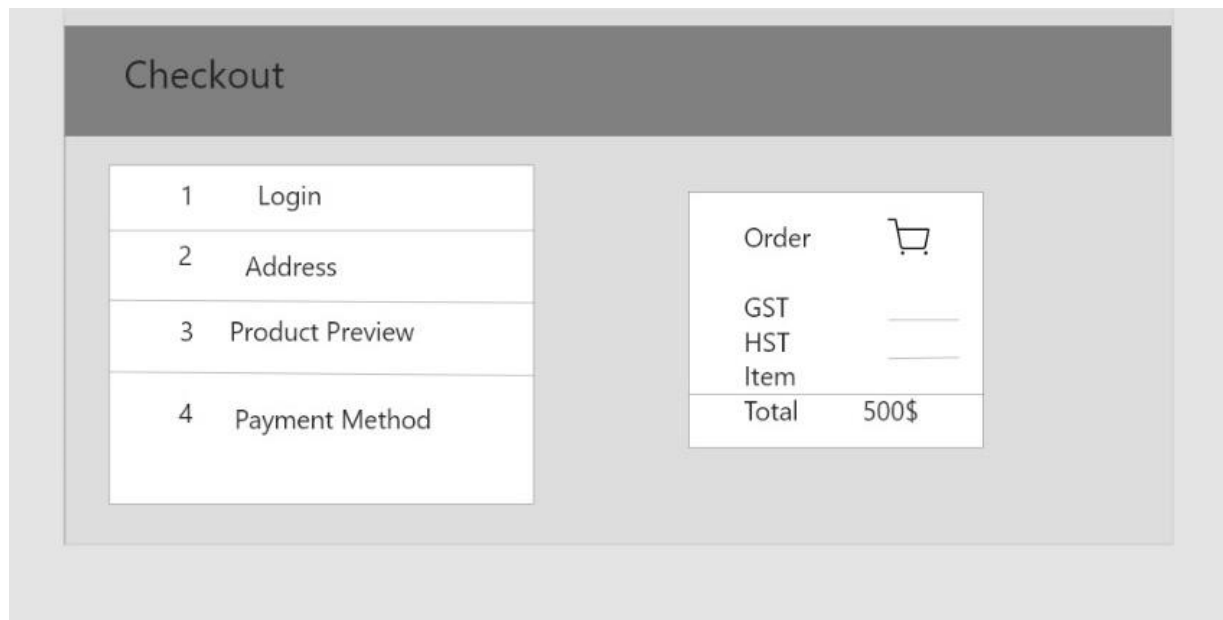
# 5. Tracking Page:



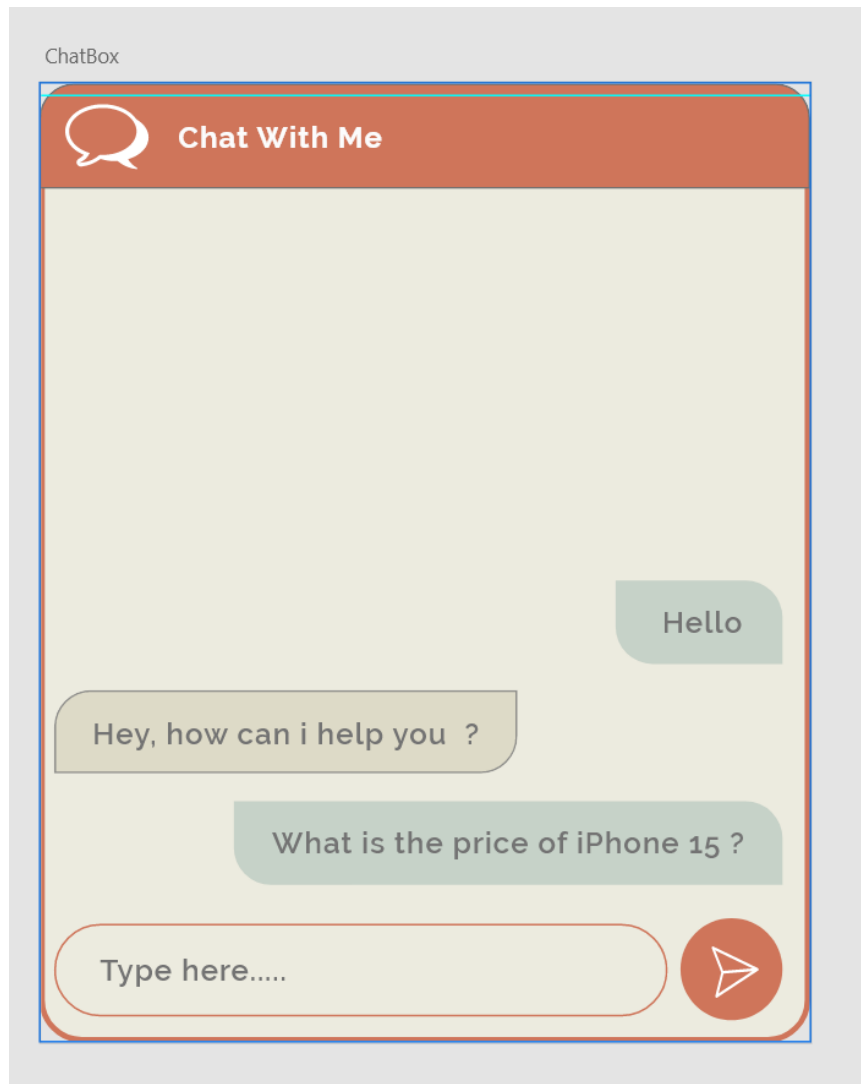
## 6. Tracking Page:



## 7. Checkout page:



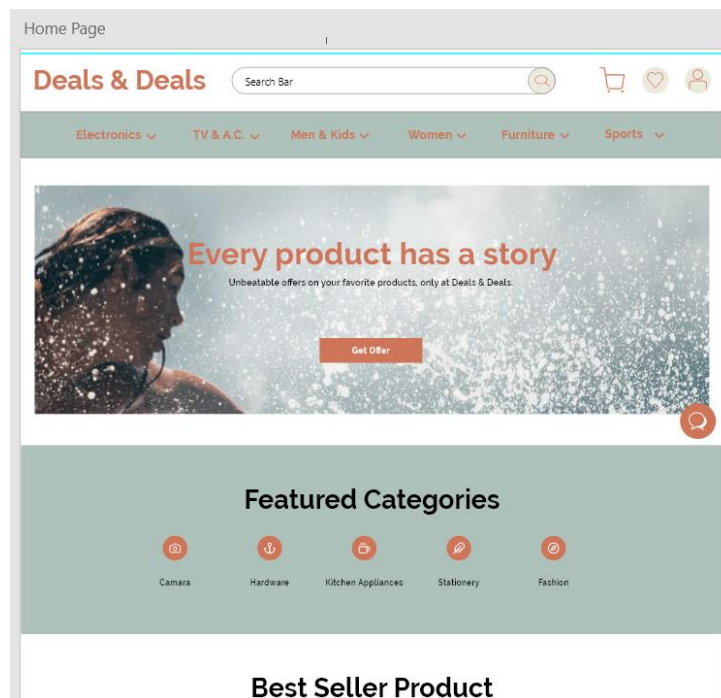
## Chat box Page:



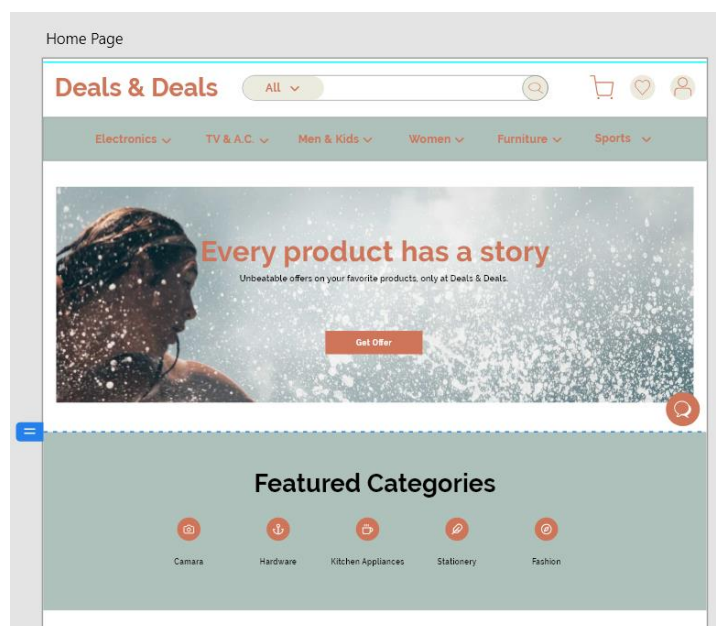
## H. The usability test results (A/B Testing):

- We asked two people to run the prototype of the website on their laptops, and they found it that the search button should include the (all-category drop-down list) beside the search bar and also to include a search bar on every web page of the application.

### Before:



### After:

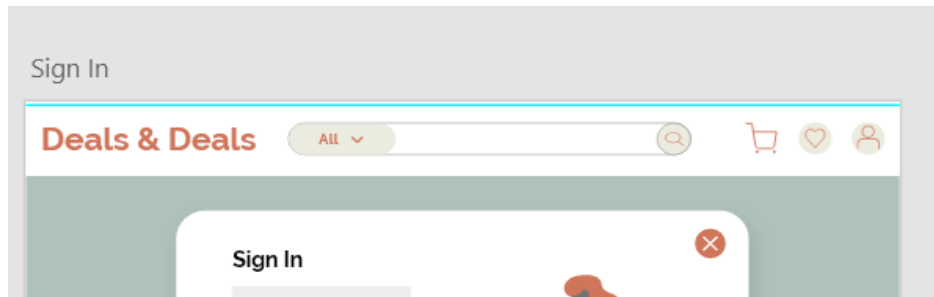




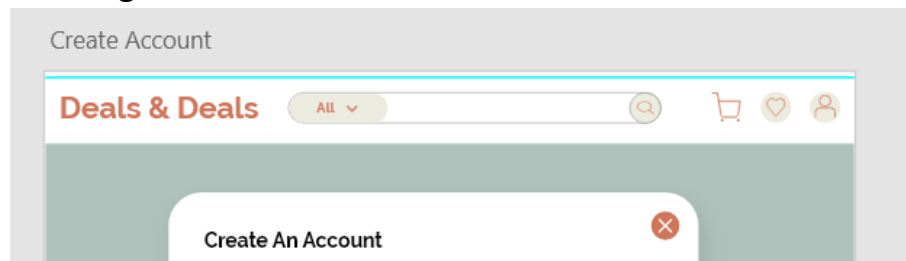
# I. The changes you made based on the usability tests:

The following Change has been made on every page of the prototype:

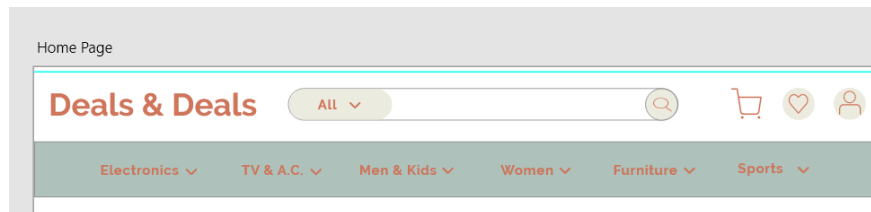
## 1. Sign-In page



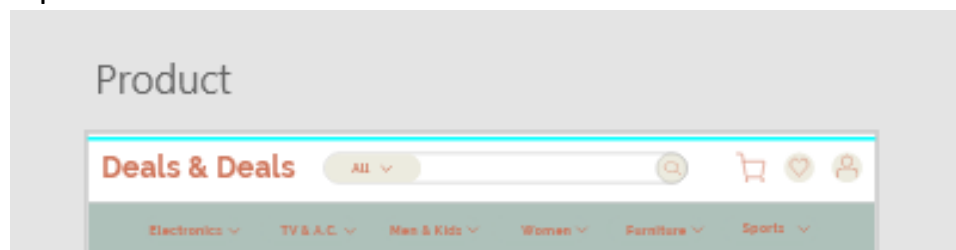
## 2. Create An Account Page



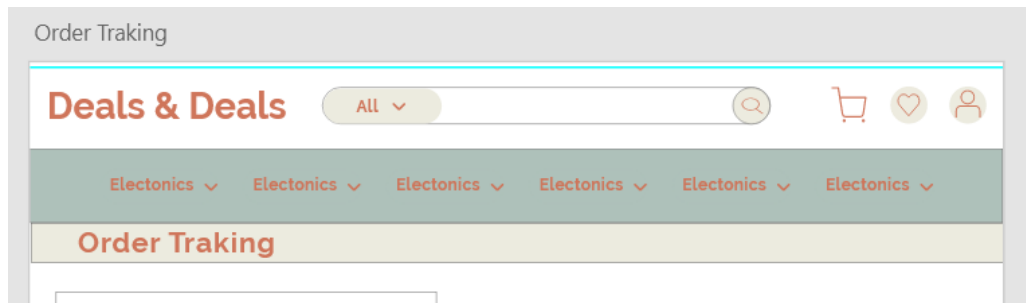
## 3. Homepage



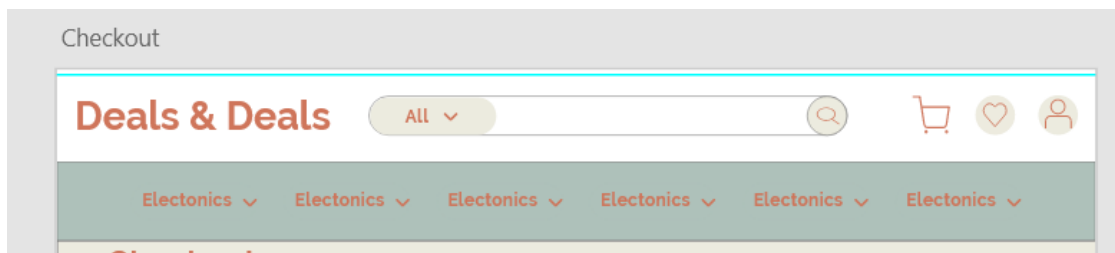
## 4. Product Description



## 5. Tracking



## 6. Checkout



## **J. Competitive Research:**

### **Amazon:**

#### Home Page:

The absence of a 'Download App' section at the bottom of the body on the home page limits easy access to the mobile application, potentially hindering user convenience.

#### Customer Login Page:

The lack of a 'Sign In with Google' option on the customer login page restricts users from utilizing their Google accounts for swift and efficient login procedures.

#### Product Page:

The absence of a 'Share' button on the product page limits users from conveniently sharing product information across various platforms, potentially impacting product visibility and user engagement.

The placement of the 'Buy Together' suggestions within the product details disrupts the seamless flow of information, possibly diverting users' attention from the core product details.

The absence of category-wise specifications on the product page restricts users from swiftly accessing and comparing essential product features, potentially impeding their decision-making process.

The placement of the 'Add to Cart' and 'Buy Now' buttons above the product image creates an inconvenience, potentially leading to an inefficient and frustrating user experience.

## **Snapdeal:**

### Home Page:

The lack of a specific category bar on the home page hinders quick access to desired product categories, potentially complicating the browsing experience for users.

### Customer Login Page:

The absence of a 'Help?' section on the customer login page limits users' accessibility to prompt assistance, potentially leading to unresolved login issues and user dissatisfaction.

By incorporating these improvements in our web design, we aim to create a user-friendly interface that prioritizes seamless navigation, streamlined login processes, and easy access to essential features, enhancing the overall user experience. Through these changes, we seek to create a platform that not only caters to user preferences but also sets a benchmark for intuitive and efficient e-commerce interface design.