**HANOI UNIVERSITY**

**FACULTY OF INFORMATION TECHNOLOGY**

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**HUMAN COMPUTER INTERACTION**

**ACTIVITY REPORT**

**Instructor: Nguyen Huu Cam**

**Topic: Telecart ( Ecommerce App)**

**Group members: Nghiem Minh Tan (1901040182)**

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# **ABSTRACT**

Human-computer interaction (HCI) is a diverse field focused on user interface and user experience. It is crucial when developing understandable systems that will be accessible to people with a wide range of skills and expertise, as well as those who have not completed any formal training. By utilizing our everyday understanding of the environment, HCI makes software and devices more intuitive and useful for everyone. In this project, we have designed a mockup for the e-commerce app in order to describe the user interface and give everyone a chance to have the at-first experience with the app.

**GROUP ROLES**

| Members | Roles |
| --- | --- |
| Nghiêm Minh Tân (1901040182)  Leader | Use case specification, AdobeXD Design, Activity Report |
| Hoàng Bảo Vy (1901040248) | Use case specification, AdobeXD Design, Activity Report |
| Nguyễn Nam Trường (1901040234) | Use case specification, AdobeXD Design, Activity Report |

We have received a lot of useful feedback from our instructor and have used it to assign our tasks to each member. Since the assigned tasks are all clear, we believe that every member of our group cooperated in most of the processes. Additionally, after many meetings, we also received each other's feedback and fixed our mockup with the participation of all members.

# **1. Applied principles**

After the HCI course we took part in during this term, we have managed to learn how to apply the principles in our design.

First of all, we have applied the “Learnability” principle so that new user can begin effective interaction, and achieve maximum performance. In “Learnability” we have used the “consistency”, “synthesizability”, “familiarity” for our design. For “familiarity”, we have included many icons and illustrations to make our design become more easier to use, the user can predict what these image button do. “Consistency”, by applying this principle, we always put the back button at the top-leftmost of an artboard, and the submit buttons are likely to be on the bottom of a screen. “Synthesizability” the system will save customer’s orders and search history so that the user can always order it again if they like it. If “Learnability” make our design to become more friendly, more easier to use, then “Flexibility” make user can choose their “own” way on using our application. In “Flexibility”, we have applied two principles, they are “substitutivity” and “customizability”. For “substitutivity”, as you can see in our use case specification, many functions have the alternative flows, which mean that they can perform one action in many ways. Example, the “Vouchers” function, the user can access it in three ways, by accessing it in the homepage, in their profile, or when they purchasing a product. “Customizability”, this principle we used in the “Settings”. Like its name, the user can customize their setting in their way(Changing darkmode, enable notification, allow access to camera, contact, location, etc.). Last but not least is about “Robustness” we used three principles (Observability, Recoverability, Responsiveness) of this concept. For “observability”, we have applied in edit profile, set up account, purchasing a product. With this principle, the user always know the state of the operation, for example, when setting up an account, we have created the step bar, the “Prev” and “Next” buttons to navigate between the steps so that the user will have the answer for questions like “Where am I”, “Where am I going”, “Where have I been”. Next is about “Recoverability”, the user can recover their password, and everytime they perform some task that marked as “important” like deleting an order, payment, we will have a warning dialog for user confirmation. Lastly, “Responsiveness”, when user change their profile picture or search a product with camera, it will have a circle symbolize for the loading bar(Processing \*\*%), through this the user will know that their phone, their internet are still working fine.

Besides, we also have make some careful decision on choosing typography and color for our app and here are the detail information:

| Typography  (Montserrat) | This font is very popular for website as its style is extremely simple and clear. Since our website is ecommerce topic which means it may contains several information in one page, we believe by using this font we can make it easier for user to read all the contents as well as be less confused |
| --- | --- |
| Main color    #AB2C30  #F9DE2A  #EFE6E6 | We believe that in an ecommerce interface, the color plays an important role in attracting user as well as giving users a better experience. To make the shopping activity become more effective, we decided to use bright and hot color in attempt to make the app more attractive. However, for people who don't like the bright color, we also create demo of dark mode in the setting for them |

By applying most of the principles and suitable design we have learnt in this course, we now know that a good design is not only just a design with a clean and aesthetic, it also need the logical operations behind, because the “USERS” are the ones that use our application.

# **2.** [**Analysis & Design**](https://docs.google.com/document/d/10gbC6N5CGIykKAx6L804W2wSAkcEOrIW/edit?fbclid=IwAR1M8JzrxTe0VfHttHXmtgOdr0nG5_UwQTQB5gZ2iHf2JmxqRIjcWVPMxco#heading=h.2et92p0)

In this section we listed a numbers of specific tasks, each of the member take the responsibility to research and design each cases set as following:

| **Name** | **Use-Case / Assigned Tasks** |
| --- | --- |
| **Nghiêm Minh Tân** | * Login/logout/forgot password * Mange User ( Edit profile/location, Add location) * View product detail * View delivery status * Search * Manage cart ( Add/Remove/View product in cart ) |
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| **Hoàng Bảo Vy** | * Add/Delete/Change Payment method * View order tracking * View notification * Mange User ( Edit profile/location ) * Purchase * Cancel order |
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| **Nguyễn Nam Trường** | * Get/Add voucher * Add Location/ Edit Location * Add Favorite Shop * Register * View delivery status |
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# **3. Conclusion**

After finishing the course Human Computer Interaction, we use the knowledge that was given to us and based on ecommerce systems like Shopee, Tiki, Lazada,.. we can analyze and finally make a proper version of ecommerce UI ourselves to show our understanding of UI/UX design which based on the Human Computer Interaction principles with the use of AdobeXD. We hoped to provide some good design and analysis so that we can one day apply this knowledge to meet the real world business requirements and leverage mockup software to create designs that solve the actual problem at hand.