

## Welcome to Digishop

Digishop is an E-Commerce service providing a wide variety of goods for the users to purchase. This includes Digital Content And Devices, Electronics, Fashion, Health Products, Kids products, Automobile parts etc. Users between the ages of 15-70 can easily access the service and shop as per need.

## Target user

Blind people are major target users focused while designing this service. The service is also designed to function flawlessly for normal users.

## Research conducted and the research findings

We conducted user research and received feedback from users that we incorporated into user personas. For example, our user persona, William is a 25 year old Masters student who lives alone. He studies at college and wants to use online shopping to be independent and avoid more travelling.

He is often frustrated when he has to predict what needs to be filled in the fields with improper labelling. Also he has to navigate through a lot of content before reaching the actual content.

## So, what's the problem?

Currently, the service has improper labelling for fields causing users to predict the fields and cluttered content which makes it difficult for the users to navigate to useful content.

## Insights learned

From user research, we learned that there were some pain points for users. The major pain points that users mentioned were that blind users need to predict the labels for fields and have to navigate through a lot of content before reaching the actual content. The fields should be properly labelled and the content should be managed according to the priority order of the elements in the page/screen.



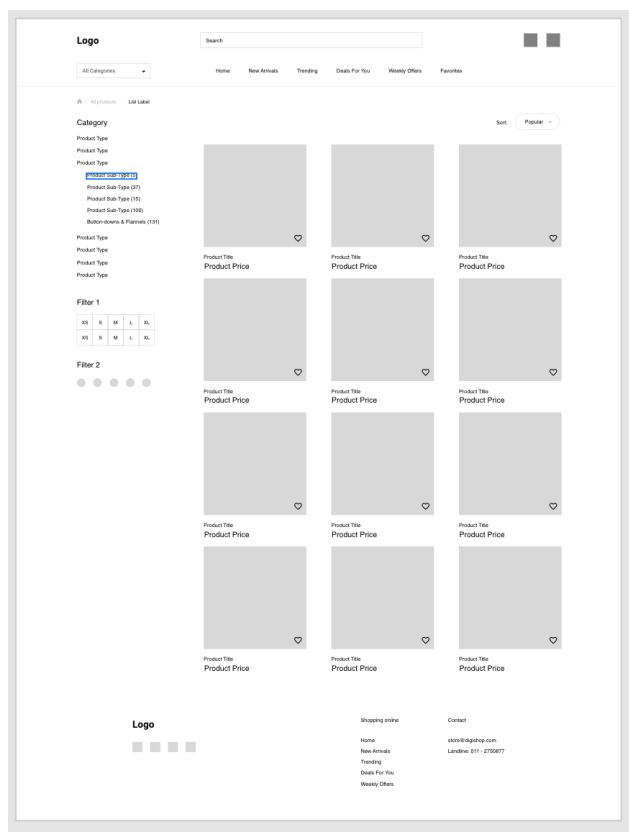
## UI Ideation: sketches and wireframes

Here's how we put our users' needs first. The process below begins with our initial ideas of wireframes, then moves to mockups, and finally to the high-fidelity prototype.

### Wireframe

In this simple version, you can see how the designer approaches solving the user's needs. Initial wireframes represent base elements of ecommerce service in the home page and product list view page. The home shows the search feature, categories, banners, trending and popular lists and footer section. The list page shows the entire list of search relevant products and filters to narrow down the search based on requirements.

### List page



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## Home page



## Usability study and findings

Observations	Participant A	Participant B	Participant C	Participant D	Participant E
Can easily understand the Menu	1	1	1	1	
Frsutrated in understanding fields labels being a blind user	1			1	1
Easily access detail page	1	1	1		1
Easy to checkout	1	1	1		
Struggling to reach useful content being a blind user	1			1	1
Find the app services useful	1	1	1	1	
Find nothing unique about the app					1
Speaks in positive tone	1	1	1	1	
Speaks in indifferent tone				1	1
Speaks in frustrated tone				1	1
Speaks in impatient tone				1	1
Speaks in confident tone	1	1	1		

## Findings

- 1) Blind users were not able to understand the field labels due to improper labelling
- 2) Blind users were not able to navigate to important elements in the page due to lot of unnecessary elements in the page
- 3) Users were easily able to access the list page
- 4) User found the service useful

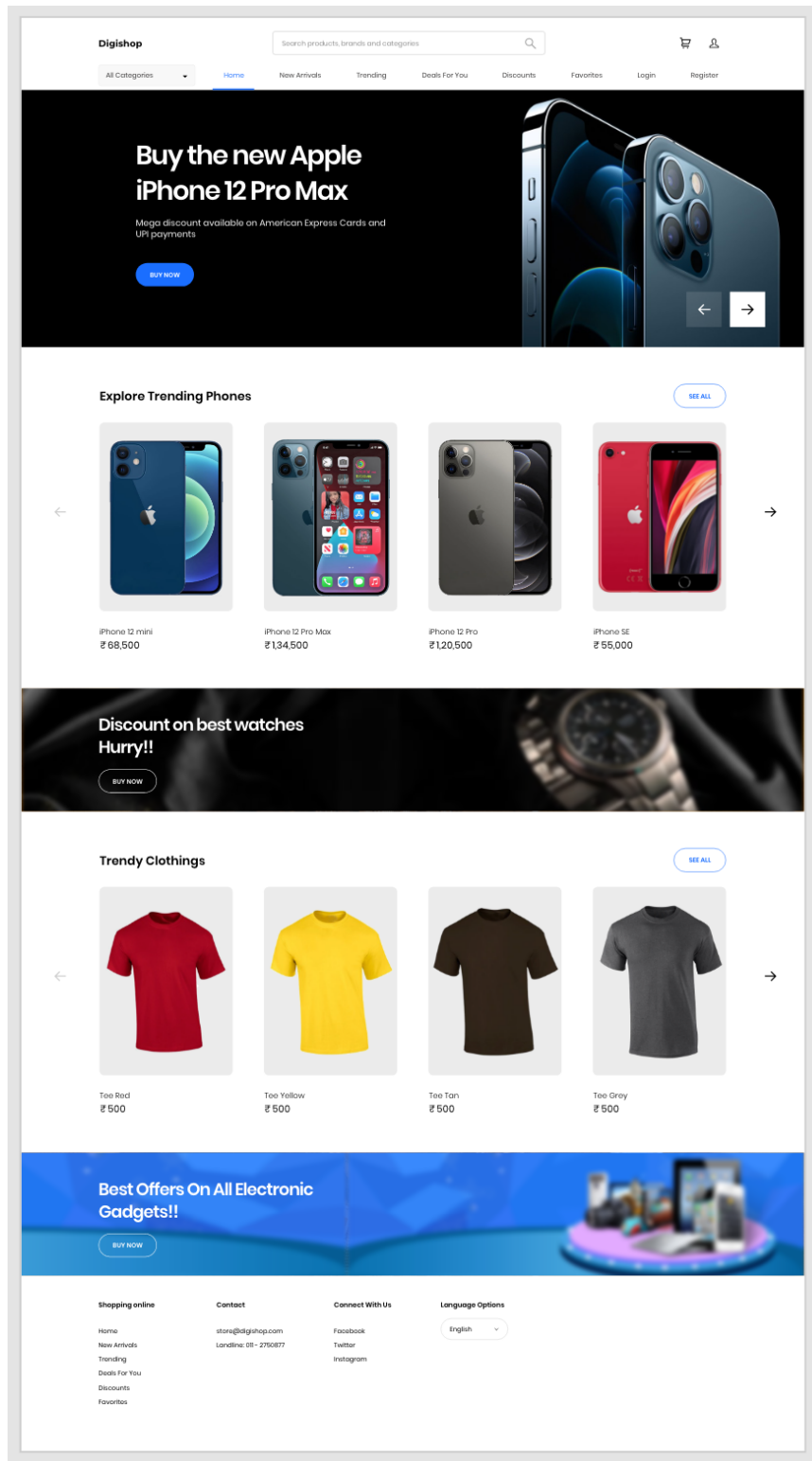


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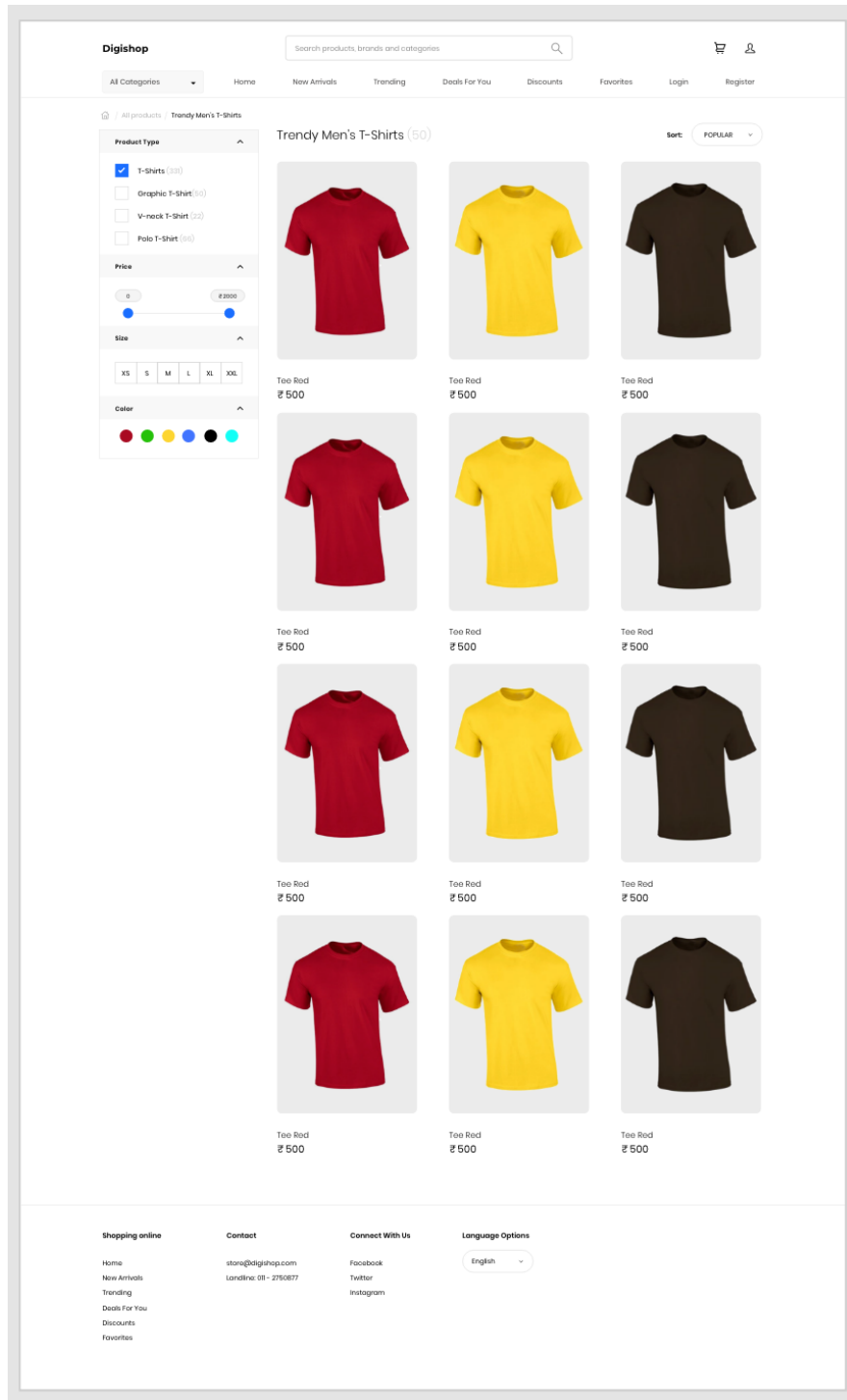
## Mockup

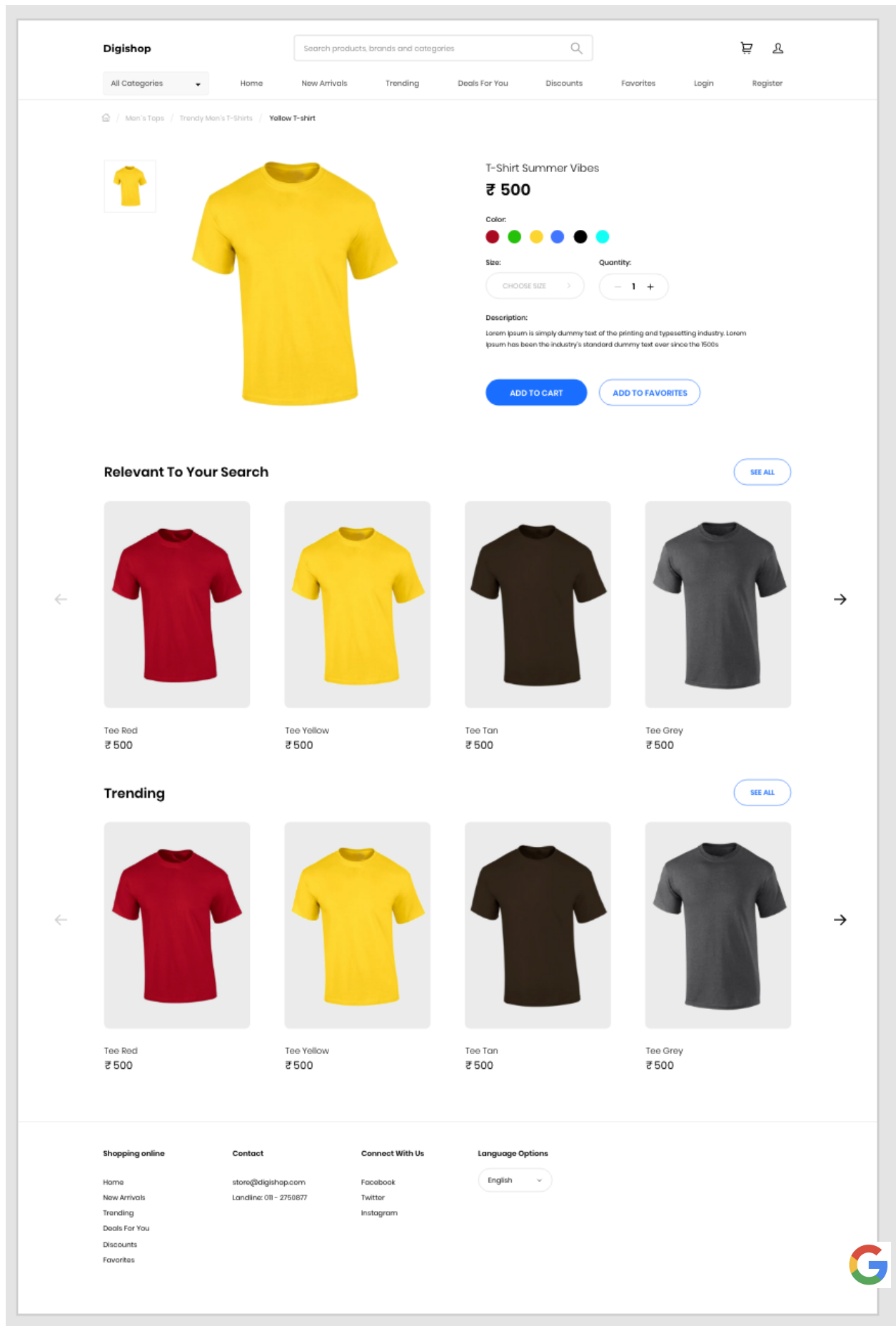
Now the design really begins to take shape: actual text is used, colors are applied, and images are added. This mockup shows a visual that gives a better idea of the final design.

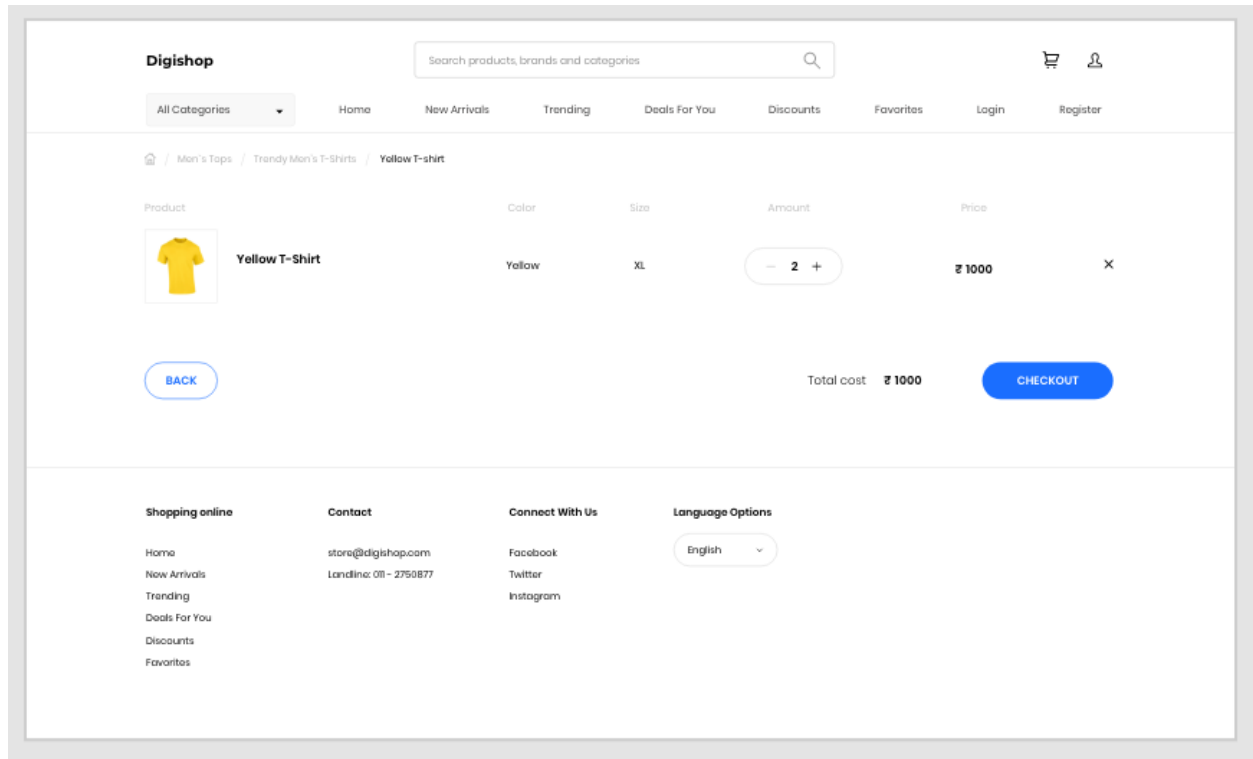


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## The final polished design

### High-fidelity prototype

The design is fully developed and gives a complete picture of the completed design. It addresses the user's needs for a simple, yet engaging and uncluttered design.

Click [this link](#) to view the prototype.





## **Accessibility considerations**

This service is designed especially for the blind users considering the best solution for the challenges they might face. Proper labelling for fields, proper content arrangement to avoid any navigation delays are integrated in the designs and future plans to include alternative text in the images during coding are also in to do list.

