Project Title: Vista Auction: Your Gateway to Unique Finds
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1. Project Overview

1.1 Objective

The objective of this project is to design and prototype an online auction/bidding site with a unique theme, focusing on various aspects of functionality. The prototype will incorporate interactive elements and demonstrate a unified and consistent design. **Please note that the wireframes and paper prototypes presented in this report are designed as frames for the mobile view of the application.**

1.2 Theme Selection

Unique Theme: Our online auction/bidding site, "Vista Auction," will specialize in **lightly used and rare electronics**, particularly focusing on high end gadgets and unique tech accessories that are no longer readily available in retail. This theme caters to tech enthusiasts, collectors, and individuals looking for specific, hard-to-find electronic items at competitive prices.

1.3 Application Description

Vista Auction is an online platform designed for buying and selling unique and lightly used electronic items through an auction format. The site aims to provide a seamless and engaging experience for both bidders and sellers.

- **Types of Items Auctioned:** The primary items auctioned will include:
  - High-end headphones (e.g., Dyson Supersonic Hair Dryer)
  - Vintage gaming consoles
  - Limited edition smart devices
  - Specialized photography equipment
  - Unique tech accessories (e.g., Dyson Supersonic Hair Straighter)
- **Target Audience:** Our target audience includes:
  - **Tech Enthusiasts:** Individuals passionate about electronics, seeking rare or specific models.
  - **Collectors:** Those who collect vintage gadgets or limited-edition tech items.
  - **Budget-Conscious Buyers:** Users looking for high-quality, pre-owned electronics at a discount.
  - **Sellers:** Individuals or small businesses looking to clear out lightly used inventory or sell unique finds.

1.4 Consistency and Coordination (Unified Design)

The Vista Auction application maintains a unified and consistent design across all its functionalities. The high-level organization is achieved through a consistent header and clear navigation elements.

- **Consistent Header:** All pages feature a consistent header including "Vista Auction.com" logo, "Current Auction", "Search/Category", and "Browse Sardis Pd". This ensures users always know where they are and can easily access core functionalities.
- **Task Connection:** Tasks are intuitively connected. For example, after creating an auction, the user is prompted to "Review Your auction listing", seamlessly transitioning to the next step. Similarly, after placing a bid, the user is offered a "view my Bids" option, leading directly to their bid's dashboard.

1.5 Originality

Thought Vista Auction website is not entirely original and is based on existing interactive application. Every interface element, layout, and interaction flow has been conceived and developed uniquely for this project, ensuring academic integrity and a fresh user experience.

2. Prototype Development

This section details the wireframes, paper prototypes, and documentation for each core task.
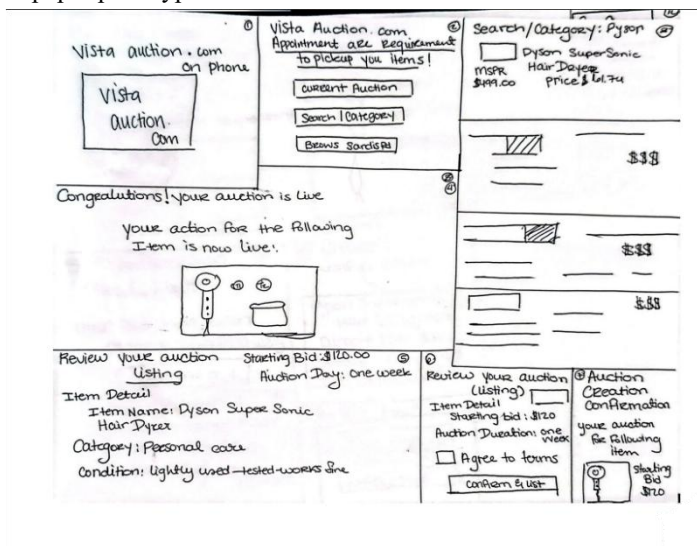
2.1 Task 1: Create an Auction

This task guides a user through the process of listing an item for auction on Vista Auction.

2.1.1 Wireframes (Hand-Sketched)

2.1.2 Paper Prototype

The paper prototype for this task will include:

- **Foldable Dropdown:** For selecting the item "Category".
- **Input Fields:** For "Item Name" , "Starting Bid" , and "Auction Duration".
- **Checkbox:** For "Agree to terms".

2.1.3 Documentation (Sequential Storyboard with Pictures and Descriptions)

Panel 1: Initial View - Browse Current Auctions

- **Picture:** Screenshot of the main page showing "Current Auction" and a prominent "Create Auction" button.
- **Description:** The user is on the main Browse page of Vista Auction, viewing currently active auctions. To sell an item, they click the "Create Auction" button.

Panel 2: Entering Item Details

- **Picture:** Screenshot of the "Add New Item" form with empty fields.
- **Description:** The user is presented with a form to enter details about the item they wish to auction. They fill in the "Item Name" (e.g., "Dyson Super Sonic Hair Dryer"), select a "Category" (e.g., "Personal care") from a dropdown, specify "Condition" (e.g., "lightly used tested-works fine"), set a "Starting bid" (e.g., "$120"), and choose "Auction Duration" (e.g., "one Week").

Panel 3: Reviewing Auction Details

- **Picture:** Screenshot of the "Review Your Auction" page, summarizing the entered information.
- **Description:** Before finalizing, the user reviews all the entered details to ensure accuracy. This page provides an overview of the "Item Detail" and "Auction Detail".

Panel 4: Confirming Auction Creation

- **Picture:** Screenshot of the "Creation Confirmation" page with a prominent "Confirm & List Item" button.
- **Description:** The user confirms that all details are correct and agrees to the terms and conditions by checking the "Agree to terms" checkbox and clicking "Confirm & list item".

Panel 5: Auction Live Confirmation

- **Picture:** Screenshot of the "Congratulations! Your auction is live" message.
- **Description:** A success message confirms that the auction has been successfully created and is now live on the platform. The user is provided with an option to "Review Your auction listing".
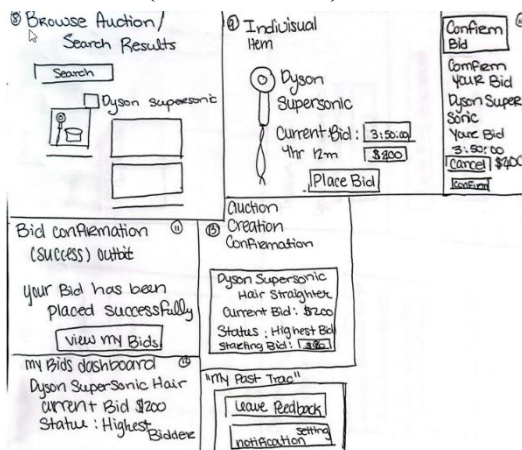
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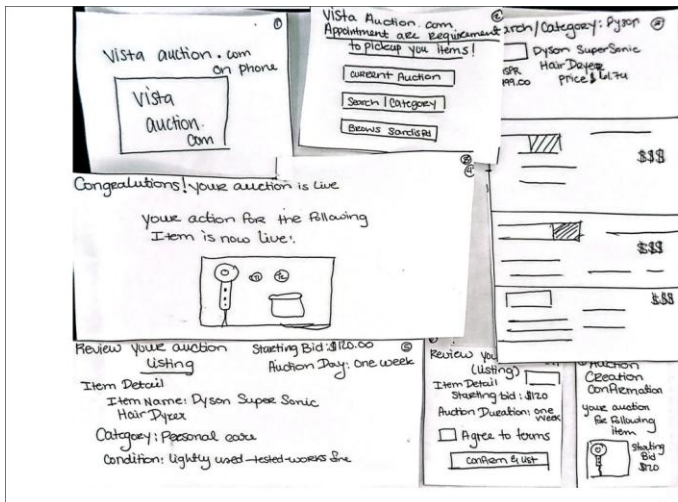
2.2 Task 2: Bid on an Item
This task outlines the process of searching for an item, placing a bid, and confirming the bid.

2.2.1 Wireframes (Hand-Sketched)

2.2.2 Paper Prototype
The paper prototype for this task will include:
- **Search Bar:** An interactive input field for searching items.
- **Bid Input Field:** A numerical input field for entering the bid amount.
- **Confirmation Modal:** A pop-up element simulating the bid confirmation screen.

2.2.3 Documentation (Sequential Storyboard with Pictures and Descriptions)

Panel 1: Searching for an Item
- **Picture:** Screenshot of the "Browse Auction/ Search Results" page with the search bar.
- **Description:** The user enters a search query (e.g., "Dyson Supersonic") into the search bar to find a specific item.

Panel 2: Viewing Item Details and Current Bid
- **Picture:** Screenshot of the "Indivisual Item" detail page for the searched item.
- **Description:** The user navigates to the item's detail page, where they can see information such as the "Current Bid" (e.g., "$200").

Panel 3: Placing a Bid
- **Picture:** Screenshot showing the bid input field and "Place Bid" button.
- **Description:** The user enters their desired bid amount into the bid input field and clicks the "Place Bid" button.

Panel 4: Confirming the Bid
- **Picture:** Screenshot of the "Bid confirmation" modal.
- **Description:** A confirmation modal appears, summarizing "Your Bid" and asking the user to "Confirm Bid".

Panel 5: Bid Success/Outbid Notification
- **Picture:** Screenshot of the "Your Bid has been placed successfully" message or an "outbid" notification.
- **Description:** The system confirms whether the bid was successfully placed or if the user has been outbid, providing options like "view my Bids" or "my Bids dashboard".
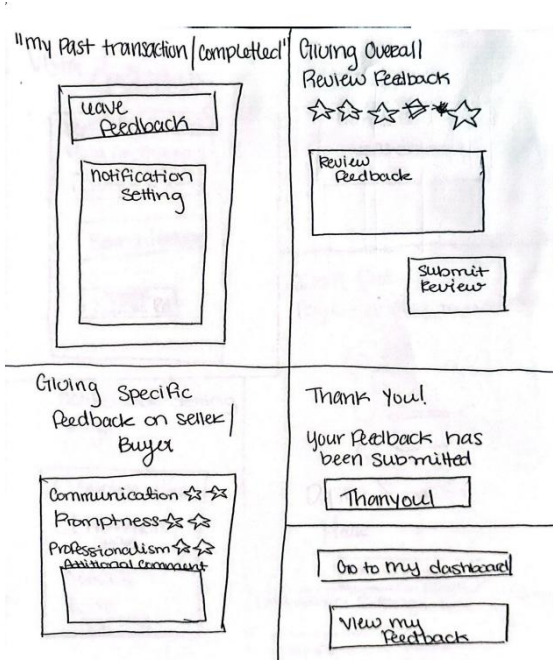
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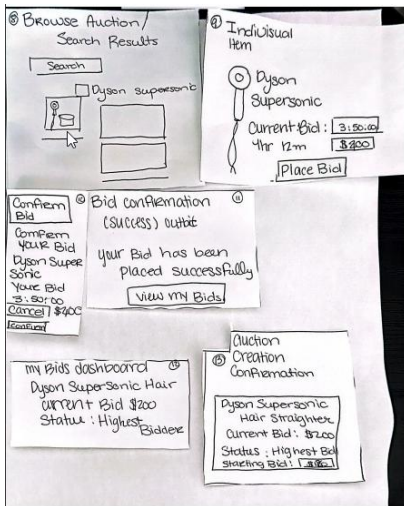
2.3 Task 3: Give Review Feedback

This task focuses on allowing users to provide feedback on past transactions, sellers, and buyers.

2.3.1 Wireframes (Hand-Sketched)

2.3.2 Paper Prototype

The paper prototype for this task will include:

- **Rating Stars:** Interactive elements (e.g., cutouts) for star ratings.
- **Text Input Fields:** Areas for users to write comments.
- **Submit Button:** A button to finalize and submit the review.

2.3.3 Documentation (Sequential Storyboard with Pictures and Descriptions)

Panel 1: Accessing Past Transactions

- **Picture:** Screenshot of "my Past transaction/Completled" dashboard.
- **Description:** The user navigates to their "my Past transaction/Completled" section to view completed auctions and find items for which they can provide feedback. They click "Leave Feedback" next to a completed transaction.

Panel 2: Giving Overall Feedback

- **Picture:** Screenshot of the "Giving Overall Review Feedback" page.
- **Description:** The user is prompted to give an overall rating using a star system ("☆☆☆☆☆") and can add general comments in a text box.

Panel 3: Giving Specific Feedback

- **Picture:** Screenshot of the "Giving Specific Feedback on sellek Buyer" page.
- **Description:** The user provides specific feedback on aspects like "Communication" , "Promptness" , and "Professionalism" , along with any "Additional comment".

Panel 4: Submitting Review

- **Picture:** Screenshot of the "Submit Review" button.
- **Description:** After completing all feedback fields, the user clicks the "Submit Review" button.

Panel 5: Feedback Submission Confirmation
- **Picture:** Screenshot of the "Your Feedback has been submitted" message.
- **Description:** A confirmation message appears, thanking the user and informing them that their "Your Feedback has been submitted". Options to "Go to my dashboard" or "View my Feedback" are provided.
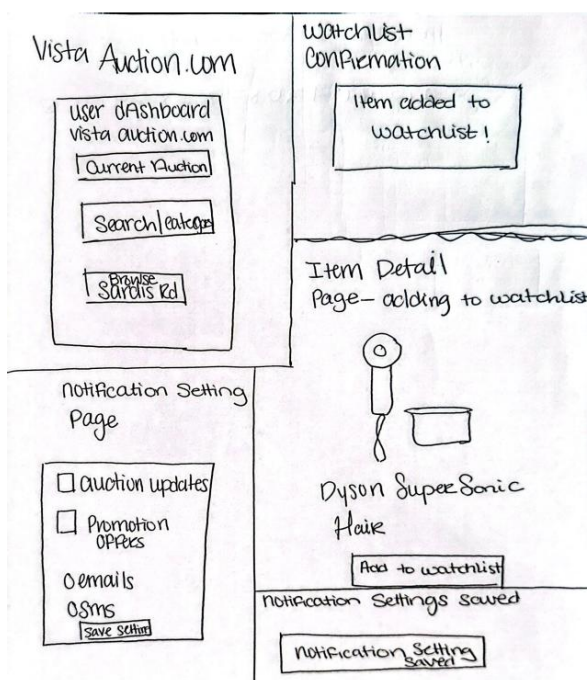
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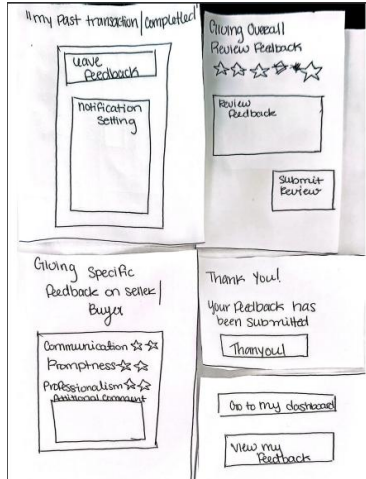
2.4 Task 4: Additional Task – Notification Settings and Watchlist

This additional task allows users to manage their notification preferences and add items to a watchlist.

2.4.1 Wireframes (Hand-Sketched)

2.4.2 Paper Prototype

The paper prototype for this task will include:
- **Checkboxes:** For selecting notification preferences (e.g., email, SMS).
- **Save Setting Button:** A button to confirm and save notification preferences.
- **Add to Watchlist Button:** A clickable element on the item detail page.

2.4.3 Documentation (Sequential Storyboard with Pictures and Descriptions)

Panel 1: Accessing Notification Settings
- **Picture:** Screenshot of the "User dashboard" with a link to "Notification Setting Page".
- **Description:** The user navigates to their "User dashboard" and clicks on "Notification Setting Page" to manage their preferences.

Panel 2: Adjusting Notification Preferences
- **Picture:** Screenshot of the "Notification Setting Page" with checkboxes.

- **Description:** The user can select their preferred notification methods (e.g., "emails" , "sms") for "auction updates" and "Promotion Offers".

Panel 3: Saving Notification Settings
- **Picture:** Screenshot showing the "Save Setting" button.
- **Description:** After making their selections, the user clicks "Save Setting" to apply the changes.

Panel 4: Adding Item to Watchlist
- **Picture:** Screenshot of an "Item Detail Page" with the "Add to watchlist" button.
- **Description:** While Browse an item, the user decides to add it to their watchlist by clicking the "Add to watchlist" button.

Panel 5: Watchlist Confirmation
- **Picture:** Screenshot of the "Item added to watchlist!" confirmation.
- **Description:** A confirmation message appears, indicating that the "Item added to watchlist!".

2.4.4 Image
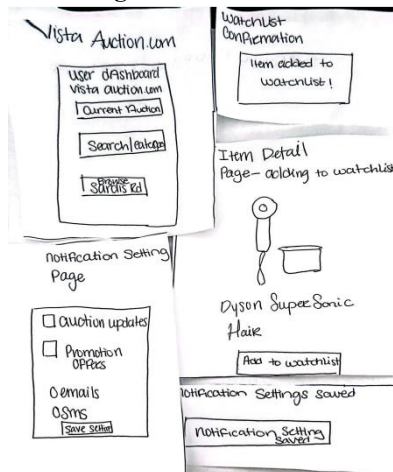
3. Interactive Elements and Design Patterns

3.1 Interactive Elements

3.1.1 Task 1: Create an Auction
- **Input Fields (Text/Numerical):** Used for "Item Name," "Starting Bid," "Auction Duration." Justification: Essential for user input of specific data.
- **Dropdown Menu:** Used for "Category" selection. Justification: Provides a pre-defined list of options, ensuring data consistency and ease of selection.
- **Checkbox:** Used for "Agree to terms." Justification: Allows users to acknowledge and agree to conditions before proceeding.

3.1.2 Task 2: Bid on an Item
- **Search Bar:** An interactive text input field for searching items. Justification: Enables quick and efficient item discovery based on keywords.
- **Bid Input Field:** A numerical input field for placing a specific bid amount. Justification: Provides a clear and dedicated space for users to enter their bid.
- **Confirmation Modal/Pop-up:** Used to confirm the bid amount before final submission. Justification: Prevents accidental bids and allows users to review their action, acting as a "Confirmation" dialog.

3.1.3 Task 3: Give Review Feedback
- **Rating Stars:** Interactive graphical elements for users to assign a rating. Justification: Provides a quick and intuitive way to express satisfaction levels.
- **Text Input Fields (Text Area):** For "Additional comment." Justification: Allows users to provide detailed qualitative feedback beyond just ratings.
- **Submit Button:** A call-to-action button to finalize and send the feedback. Justification: Clearly indicates the action to be taken to complete the task.

3.1.4 Task 4: Additional Task (Notification Settings and Watchlist)
- **Checkboxes:** For selecting notification preferences (emails, SMS). Justification: Allows users to easily toggle options on or off for multiple choices.
- **Save Button:** To apply changes made to notification settings. Justification: Clearly indicates the action to be taken to store the user's preferences.

- **"Add to Watchlist" Button:** A clickable button to add an item to the user's watchlist. Justification: Provides a direct and clear action for users to track items of interest.

3.2 Design Patterns

3.2.1 Task 1: Create an Auction

- **Form Wizard:** The process of creating an auction is broken down into sequential steps (filling details, reviewing, confirming). Justification: Simplifies complex data entry by guiding the user through a logical flow.
- **Input Prompt/Hint:** Placeholder text or labels within input fields (e.g., "Item Name"). Justification: Guides users on what information to enter in each field.
- **Confirmation Dialog:** The "Auction Creation Confirmation" page. Justification: Ensures users are aware of the consequences of their action before finalizing it, preventing errors.

3.2.2 Task 2: Bid on an Item

- **Search Box:** The prominent search bar for finding items. Justification: A common and intuitive pattern for users to locate specific content within a large dataset.
- **Item Details View:** The dedicated page displaying all information about a particular auction item. Justification: Organizes and presents comprehensive information about a single entity in a clear and accessible manner.
- **Modal Window (for Bid Confirmation):** The "Bid confirmation" pop-up. Justification: Focuses user attention on a critical action (confirming a bid) without navigating away from the main content.

3.2.3 Task 3: Give Review Feedback

- **Rating System:** The use of star ratings. Justification: A widely understood and efficient pattern for collecting quantitative user satisfaction.
- **Comment Box:** The "Additional comment" text area. Justification: Allows for open-ended qualitative feedback beyond structured ratings.
- **Feedback Form:** The overall structure for collecting review information. Justification: Provides a structured approach for users to submit their opinions and experiences.

3.2.4 Task 4: Additional Task (Notification Settings and Watchlist)

- **Settings Panel:** The "Notification Setting Page". Justification: Centralizes configuration options for user preferences, making them easy to find and manage.
- **Toggle/Checkbox List:** For notification preferences (emails, SMS). Justification: An effective pattern for allowing users to select multiple options from a predefined list.
- **Action Button:** "Add to watchlist" and "Save Setting". Justification: Clearly indicates a specific action that the user can take, leading to a direct outcome.

4. Consistency and Coordination

4.1 Unified Layout and Navigation

Consistent Navigation: The Vista Auction prototype maintains a highly consistent navigation structure across all tasks. A prominent header is present on every screen, containing the site logo "Vista Auction.com" , "Current Auction" , "Search/Category" , and "Browse Sardis Pd". This ensures that users can always navigate back to the main auction Browse page or initiate a search regardless of their current task.

Users can navigate between different tasks through:

- **Global Header Links:** The consistent header allows quick access to "Current Auction" and "Search/Category" from any page.
- **Contextual Buttons/Links:** After completing a task, relevant links are provided for the next logical step (e.g., "Review Your auction" after creating an auction, "view my Bids" after placing a bid, "Go to my dashboard" after submitting feedback).
- **Dashboard Navigation:** The "User dashboard" serves as a central hub for accessing various functionalities like "my Bids dashboard" , "my Past transaction/completled" , "Watchlist" , and "Notification Setting".

4.2 Similar Elements Presentation

Consistent Presentation: Similar elements are presented consistently across all tasks to enhance usability and reduce cognitive load.

- **Button Styles:** All primary action buttons (e.g., "Confirm & list item" , "Place Bid" , "Submit Review" , "Save Setting") maintain a consistent visual style (e.g., color, shape, size).
- **Text Justification:** All main body text and labels are consistently left-justified for readability.
- **Confirmation Messages:** Success messages (e.g., "Congralutations! Your auction is live" , "Your Bid has been placed successfully" , "Your Feedback has been submitted" , "Item added to watchlist!" , "Notification Settings saved") consistently use a prominent display with a positive tone.

- **Input Field Design:** All input fields (text, numerical) have a consistent visual appearance (e.g., borders, background color) across all forms.
- **Headers/Titles:** Page titles and section headers (e.g., "Item Detail" , "Creation Confirmation" , "Review Feedback") maintain consistent typography and placement.

4.3 Visual Design Choices

Consistent Visual Design: The visual design choices are consistently applied across all tasks, contributing to a cohesive brand identity and user experience.

- **Color Schemes:** A consistent color palette is used throughout the application. For instance, primary action buttons might use a specific accent color, while background elements remain neutral. (Based on the provided cutouts, a dominant white background with black outlines and text is observed, suggesting a clean, minimalist approach. Any additional colors introduced would need to be consistent).
- **Typography:** The same font families, sizes, and weights are used for different text elements (e.g., headings, body text, labels) across all screens. (The cutouts suggest a consistent, simple sans-serif font).
- **Layout Structure:** A consistent layout structure is maintained, often featuring a main content area with a clear header. The general organization of information on similar pages (e.g., item detail pages, confirmation pages) follows a predictable pattern.
- **Iconography:** If icons are used (e.g., for categories or navigation), they are consistent in style and size. (The small circled 'T1' and 'T2' in the initial image suggest a simple, hand-drawn icon style that could be consistently applied.)

5. Content-Fidelity Matrix

Task 1 Matrix

Content	Very Low Fidelity	Low Fidelity	Medium Fidelity	High Fidelity	Highest Fidelity
Information design			X		
Interaction design			X		
Visual design & Branding	X				
Editorial content			X		

Justification for Task 1 Fidelity:

- **Information Design (Medium Fidelity):** Key labels for input fields such as "Item Name" , "Category" , "Condition" , "Starting Bid" , and "Auction Duration" are present and clearly understandable. The flow from entering details to reviewing and confirming is logical.
- **Interaction Design (Medium Fidelity):** Interactive elements like input fields for text and numerical entry , a dropdown for category selection (implied by "Category: Personal care"), and a checkbox for "Agree to terms" are clearly represented and their function is discernible in the paper prototype.
- **Visual Design & Branding (Very Low Fidelity):** The prototype is hand-sketched, using basic lines and shapes. While "Vista Auction.com" is present , detailed branding elements like specific color palettes, precise typography, or graphic design are absent, as is typical for paper prototypes.
- **Editorial Content (Medium Fidelity):** Critical text such as instructions ("Review your auction listing"), confirmation messages ("Congralutations! Your auction is live"), and labels are present and readable. However, there is no extensive explanatory text or detailed descriptions beyond what's necessary for the task flow.

Task 2: Bid on an Item

Content	Very Low Fidelity	Low Fidelity	Medium Fidelity	High Fidelity	Highest Fidelity
Information design			X		
Interaction design			X		
Visual design & Branding	X				
Editorial content			X		

Justification for Task 2 Fidelity:

- **Information Design (Medium Fidelity):** Key information like "Current Bid" and "Auction Day: 12m" is clearly displayed on the item page. The bid confirmation clearly shows "Your Bid".

- **Interaction Design (Medium Fidelity):** The "Search" bar , "Place Bid" button , and the "Confirm Bid" options are evident and their functionality for placing and confirming a bid is clear.
- **Visual Design & Branding (Very Low Fidelity):** Similar to Task 1, the prototype uses hand-sketched visuals. While the logo "Vista Auction.com" is present, there is no detailed visual styling or branding elements in the paper prototype beyond basic layout.
- **Editorial Content (Medium Fidelity):** Messages like "Your Bid has been placed successfully" and "Bid confirmation (success) outbit" are provided, guiding the user through the process. Generic item names like "Dyson Supersonic" are used as placeholders.

Task 3: Give Review Feedback

Content	Very Low Fidelity	Low Fidelity	Medium Fidelity	High Fidelity	Highest Fidelity
Information design			X		
Interaction design			X		
Visual design & Branding	X				
Editorial content			X		

Justification for Task 3 Fidelity:
- **Information Design (Medium Fidelity):** The interface clearly presents sections for "Giving Overall Review Feedback" and "Giving Specific Feedback on sellek Buyer". Categories like "Communication," "Promptness," and "Professionalism" are listed.
- **Interaction Design (Medium Fidelity):** The "☆☆☆☆☆" rating system and text input areas for "Additional comment" are clearly identifiable and imply user interaction. The "Submit Review" button is also present.
- **Visual Design & Branding (Very Low Fidelity):** The visual representation is purely functional, using hand-drawn elements. While "Vista Auction.com" is assumed through context, no specific branding visual elements are highlighted in this task's prototype.
- **Editorial Content (Medium Fidelity):** Instructions and labels such as "Leave Feedback" and the confirmation "Your Feedback has been submitted" are clearly readable and convey meaning.

Task 4: Additional Task – Notification Settings and Watchlist

Content	Very Low Fidelity	Low Fidelity	Medium Fidelity	High Fidelity	Highest Fidelity
Information design			X		
Interaction design			X		
Visual design & Branding	X				
Editorial content			X		

Justification for Task 4 Fidelity:
- **Information Design (Medium Fidelity):** The "Notification Setting Page" clearly lists options like "auction updates" and "Promotion Offers" with corresponding "emails" and "sms" selections. The "Item Detail Page-alding to watchlist" also clearly presents the "Add to watchlist" action.
- **Interaction Design (Medium Fidelity):** Checkboxes for notification preferences , a "Save Setting" button , and an "Add to watchlist" button are explicitly shown, demonstrating clear interactive elements.
- **Visual Design & Branding (Very Low Fidelity):** The visual design remains in hand-sketched form. The "Vista Auction.com" logo is present, but no detailed branding or visual styling beyond basic structure is depicted.
- **Editorial Content (Medium Fidelity):** Text such as "Notification Settings saved" and "Item added to watchlist!" provides essential feedback to the user. Labels for settings are also clear and concise.

6. Inspirations and Self-Critique

6.1 Inspirations Discussion

Our design for Vista Auction drew inspiration from several existing online marketplaces and auction sites, not in terms of direct copying of interfaces, but rather in understanding successful patterns for user interaction and information presentation.
- **eBay (Conceptual Inspiration):** While avoiding direct replication, eBay's clear categorization, robust search functionality, and bid tracking dashboard provided conceptual inspiration for how users manage their active bids and past transactions. The concept of "my Bids dashboard" and "my Past transaction/completled" are general organizational ideas informed by such platforms.

- o **Illustrative Screenshot (Conceptual - not part of my design):** *(Imagine a screenshot of eBay's My eBay section, focusing on its navigation for "Bids/Offers" and "Purchase History" - this would be a conceptual inspiration, not a design element you copied)*
  - o **How it influenced choices:** The influence was primarily on the logical grouping of user-specific information (bids, past transactions) and the importance of clear status indicators (e.g., "Status: Highest Bidder").
- **Amazon (Ease of Use in Listing):** Amazon's seller interface for listing new products, known for its guided steps and clear input fields, influenced the "Create an Auction" process. The step-by-step nature of providing item details, reviewing, and confirming for auction creation was inspired by platforms that simplify complex listing processes.
  - o **Illustrative Screenshot (Conceptual - not part of my design):** *(Imagine a screenshot of Amazon's "Add a Product" interface, showing its structured form fields.)*
  - o **How it influenced choices:** This led to breaking down the auction creation into distinct, manageable steps, such as "Item Detail" entry, "Review Your auction" , and "Creation Confirmation", making the process less daunting for sellers.
- **General E-commerce Sites (Consistent Visual Cues):** Many well-designed e-commerce platforms employ consistent visual cues for buttons, links, and confirmation messages. This general consistency across the web influenced the decision to maintain unified button styles, text justification, and clear, positive confirmation messages throughout Vista Auction.
  - o **Illustrative Screenshot (Conceptual - not part of my design):** *(Imagine a generic e-commerce site checkout page, highlighting consistent button styling and confirmation messages.)*
  - o **How it influenced choices:** This reinforced the importance of using a consistent visual language to make the interface predictable and easy to learn. For example, all "Confirm" or "Submit" buttons have a similar appearance.

6.2 Self-Critique and Reflection

6.2.1 Individual Reflection

Overall, the interface was designed with a strong emphasis on clarity and straightforwardness, especially considering the constraints of a paper prototype.

What works well:

- **Clear Task Flow:** Each task (Create Auction, Bid, Give Feedback, Notification/Watchlist) has a very clear, sequential flow that is easy to follow from the storyboard and prototype. The steps are logical and intuitive.
- **Consistent Navigation:** The persistent header and contextual links ("view my Bids" , "Go to my dashboard") provide effective ways for users to move between tasks without feeling lost.
- **Direct Feedback:** Confirmation messages (e.g., "Congralutations! Your auction is live" , "Your Bid has been placed successfully" , "Your Feedback has been submitted") are immediate and clear, reassuring the user about their actions.
- **Simple Interactive Elements:** The chosen interactive elements (input fields, dropdowns, checkboxes, rating stars) are basic but effective for a paper prototype, allowing for clear demonstration of functionality.

What might need improvement:

- **Visual Appeal (beyond paper):** While consistent, the hand-sketched wireframes and paper prototype are inherently low-fidelity visually. In a digital prototype, more attention would be needed for aesthetics, typography, and refined color palettes to make the site more engaging.
- **Error Handling/Validation:** The prototype primarily focuses on successful paths. Real-world applications would require robust error messages (e.g., for invalid bid amounts, missing required fields). This was not explicitly prototyped in detail.
- **Accessibility:** While basic elements are used, a deeper dive into accessibility considerations (e.g., screen reader compatibility, keyboard navigation) would be necessary for a full design.

6.2.2 Overall Reflection

The project successfully achieved its objective of designing and prototyping an online auction site with a unique theme, demonstrating core functionalities and maintaining consistency.

Strengths:

- **Cohesion:** The consistency and coordination worked exceptionally well. The unified header, consistent button styles, and predictable flow across tasks contribute significantly to a cohesive user experience.
- **Focus on Core Tasks:** The project effectively identified and prototyped the most critical user interactions for an auction site.
- **Clear Documentation:** The sequential storyboards with descriptions effectively communicate the intended user journey for each task.

Weaknesses:

- **Limited Scope of Interactive Elements:** While 3+ elements were identified for each task, the complexity of these elements was kept at a basic level, appropriate for paper prototyping, but a digital prototype could explore more sophisticated interactions.
- **Scalability:** The current design focuses on individual item listing and bidding. For a larger platform, features like bulk uploading, seller dashboards with analytics, and more advanced search filters might be necessary, which were beyond the scope of this prototype.

Additional Improvements Needed:
- **User Onboarding:** Adding a dedicated onboarding flow for new users to understand how to create an auction or bid could improve initial engagement.
- **Advanced Filtering and Sorting:** For Browse auctions, implementing more sophisticated filtering and sorting options beyond simple category search would enhance usability.
- **Real-time Updates:** While outside the scope of paper prototyping, in a live application, real-time bid updates and notifications would be crucial for a dynamic auction experience.