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UNIVERSIDADE NOVA DE LISBOA

Interacção Pessoa-Máquina

2020/2021

Fashion Picker

Stage 2: User and task analysis



Fashion Picker

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October 19, 2020

Target User Base

Our project consists in a website made specifically for fashion professionals looking for hidden talent and hobbyists/unknown designers who want to try to show their designs to the world or even monetize them.

Since the website allows users to vote on the designs they're most interested in seeing produced, it targets not only the designers, but any user who has an interest in fashion and would like to see designs of their personal taste represented in stores.

Tasks

On our website our users will be able to do the following:

Task #1

Objective: Publish a new design

Pre-conditions: User is logged in

Sub-tasks: Choose a file from the device, add a title and tags to the design

Exceptions: No title and/or tags added

Task #2

Objective: Search for designs on the platform based on filters

Pre-conditions: N/A

Sub-tasks: Choose the filters to start the search

Exceptions: No results found

Task #3

Objective: Add a design to a collection

Pre-conditions: User has voted on the design

Sub-tasks: Drag a design to the desired collection and confirm choice

Exceptions: N/A

Task #4

Objective: Vote on a design

Pre-conditions: User is logged in

Sub-tasks: Vote on the desired design and confirm choice

Exceptions: N/A

Task #5

Objective: Comment on a design/collection

Pre-conditions: User is logged in

Sub-tasks: Write the comment in the comment section of the page

Exceptions: N/A

Task #6

Objective: Compare collections side-by-side

Pre-conditions: User is logged in

Sub-tasks: Search a specific collection and drag it to the compare box, repeat the process for the second one and finally confirm choice

Exceptions: Collection(s) not found

Scenarios

Here are some examples of how our users would interact with our site:

Scenario #1:

The user accesses the site, clicks the login button on the top right of the screen, after the user logs in they click the new user menu button that replaces the login button, selects “publish design” from the list of options that show up, fills out the necessary fields uploads a picture, clicks the “publish” button after which the user either gets taken to the homepage with a success message informing them that the design got added successfully or they get a message informing them that they need to correct some of their information forcing them to correct it in order to publish their design.

Scenario #2:

The user accesses the site, clicks the login button on the top right of the screen, after the user logs in they go to the new user menu button that replaces the login button and selects “browse designs” from the list that it shows, the user gets redirected to a new page where all the designs are shown, in here they will change the filters by clicking on and/or introduce keywords into the text input to narrow down their search or simply browse the list, from here they’d click the “upvote” button on a design that they thought deserved a vote, the user would then click on the picture of the design, get redirected to that design’s information page scroll down write something in the “leave a comment” text box and then click the “submit” button after which the page will get refreshed showing a notification saying that their comment was added successfully and centering the screen on their new comment.

Scenario #3:

The user accesses the site, clicks the login button on the top right of the screen, after the user logs in they go to the new user menu button that replaces the login button and selects “Manage collections” from the list that it shows, the user gets redirected to their collections page, clicks on “create a new collection” and they then get shown a set of fields they need to fill out with the collection’s name and other information as well as a box separated in half by line in which they can drag designs that they’ve published on the left half into the collection on the right half, once finished the user clicks the “submit” button and gets notified that their collection was successfully created.