

5.0 Website Structure

5.1 Homepage Wireframe

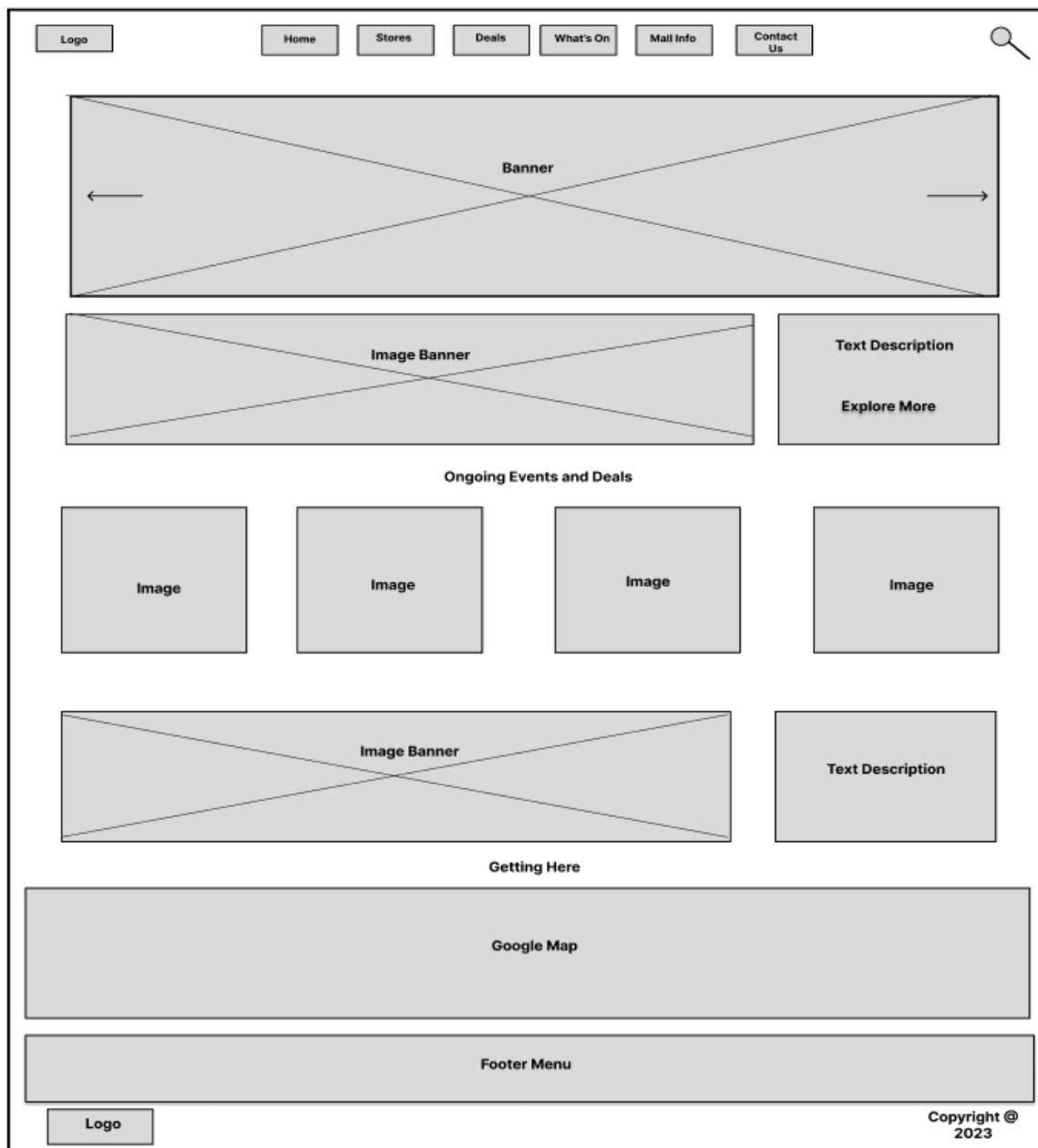


Figure 1 : Homepage Wireframe

In order to maximize user engagement and navigation, the design elements for the shopping mall homepage wireframe have been thoughtfully picked. The banner slideshow offers a compelling introduction with mall images and announcements. The events banner, featuring descriptive text and an "Explore More" button, encourages event participation. An image grid showcases ongoing events

and deals for quick comprehension. Google Maps integration aids in locating the mall. The footer menu ensures quick access to essential links. Overall, these elements provide key and relevant information at a glance.

5.2 Mall Info Page Wireframe

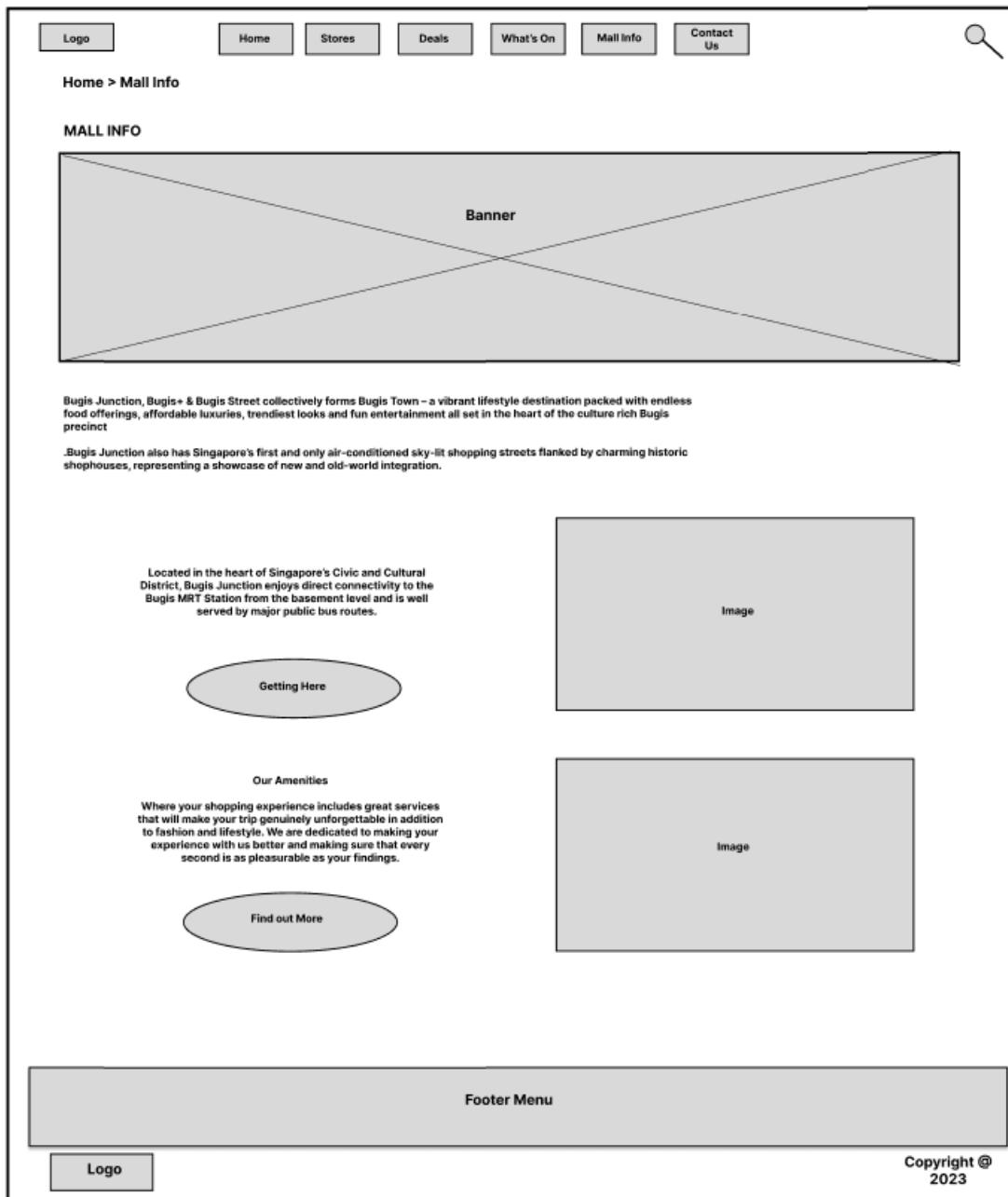


Figure 2 : Mall Info Wireframe

The mall information wireframe comprises a welcoming banner, a consistent clickable breadcrumb for all pages from the homepage, a concise mall description, accompanied by images. Additionally, the getting here & amenities section features a call to action button that enhances user engagement by providing details about available services and more information.

5.3 Mall Info Subpage – Our Amenities Wireframe

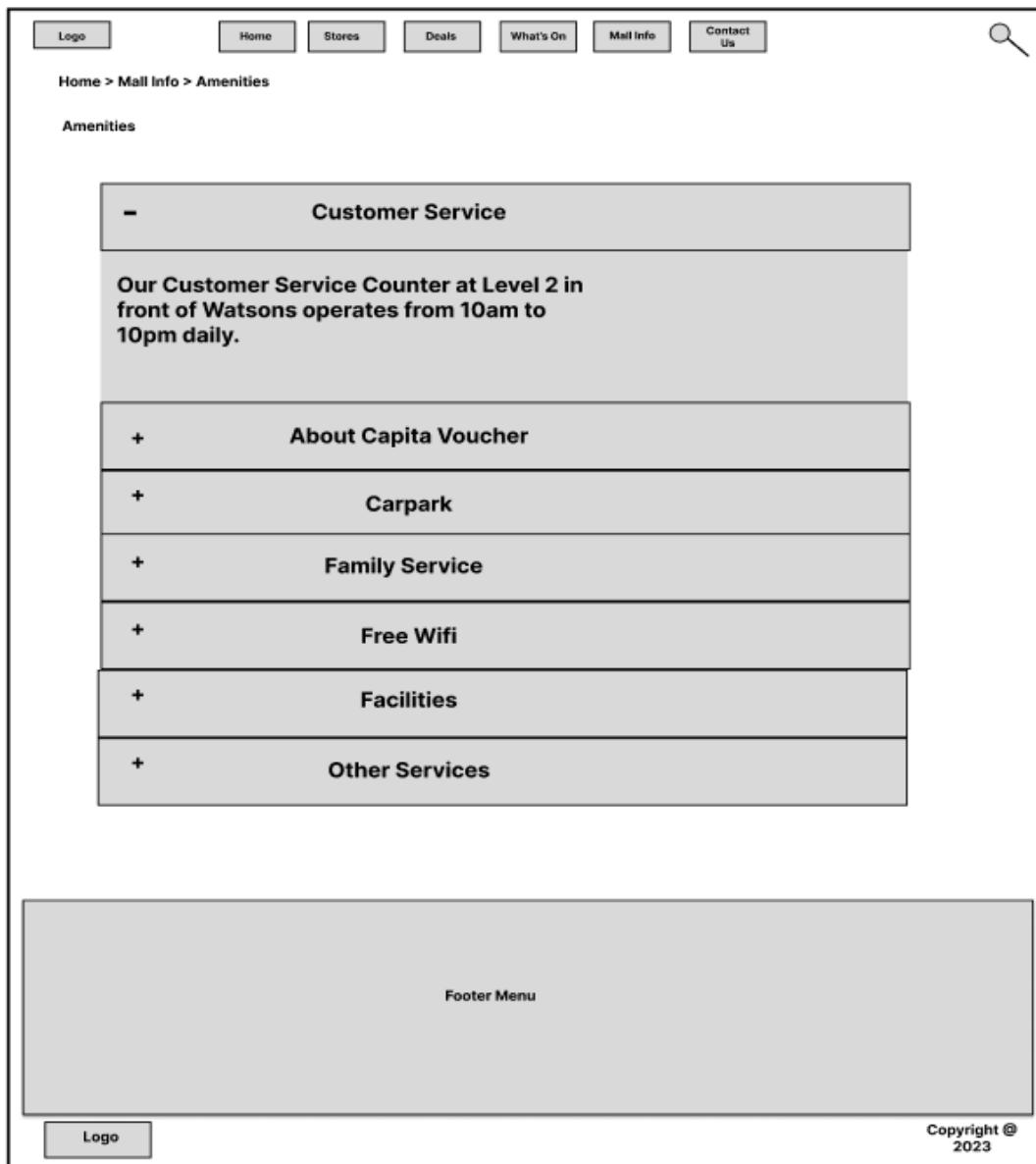


Figure 3 : Mall Info Subpage - Our Amenities

The Amenities page includes an accordion block design element on the wireframe. Each block of an accordion shows information depending on the accordion clicked. This design helps to keep the information organized instead of overwhelming users with information.

5.4 Mall Info Subpage – Help Centre Wireframe

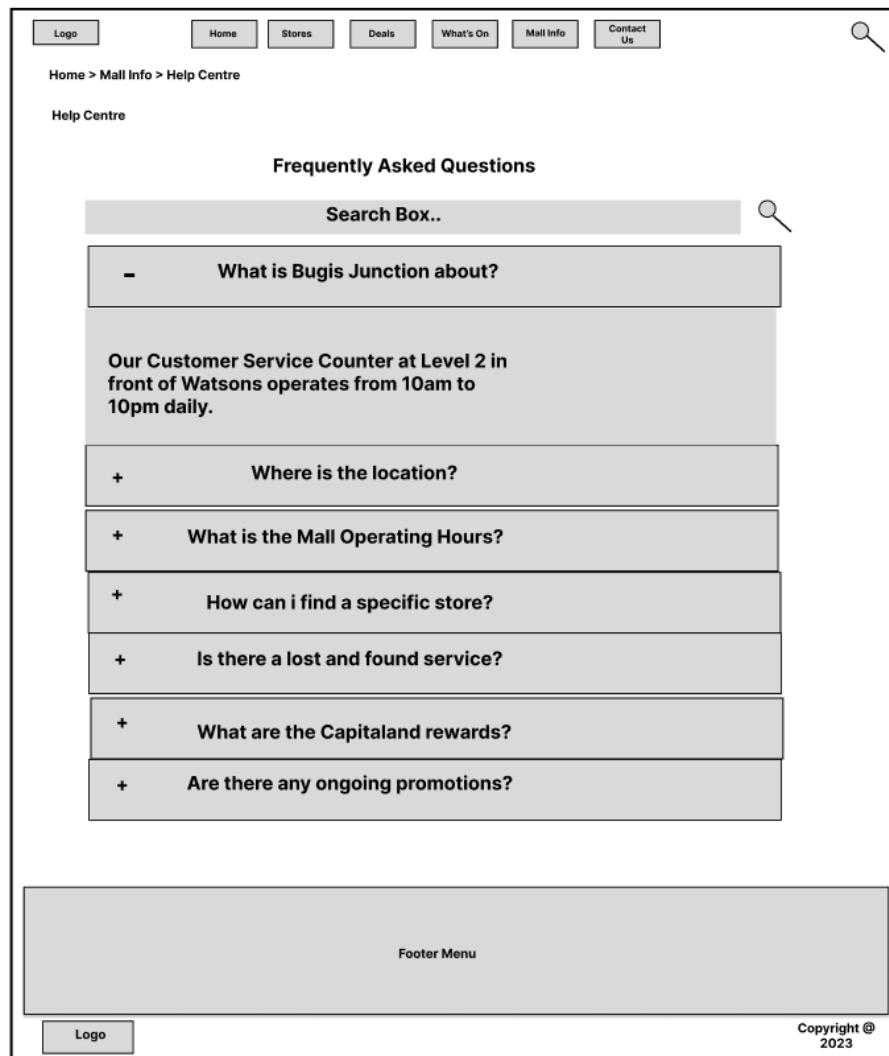


Figure 4 : Mall Info Subpage - Help Centre Page Wireframe

The Help Centre page keeps the wireframe's accordion block layout, which assures consistency for users but it is now integrated with a search input box to improve ease and let users access information more quickly and with fewer clicks.

5.5 Mall Info Subpage – Help Centre Wireframe

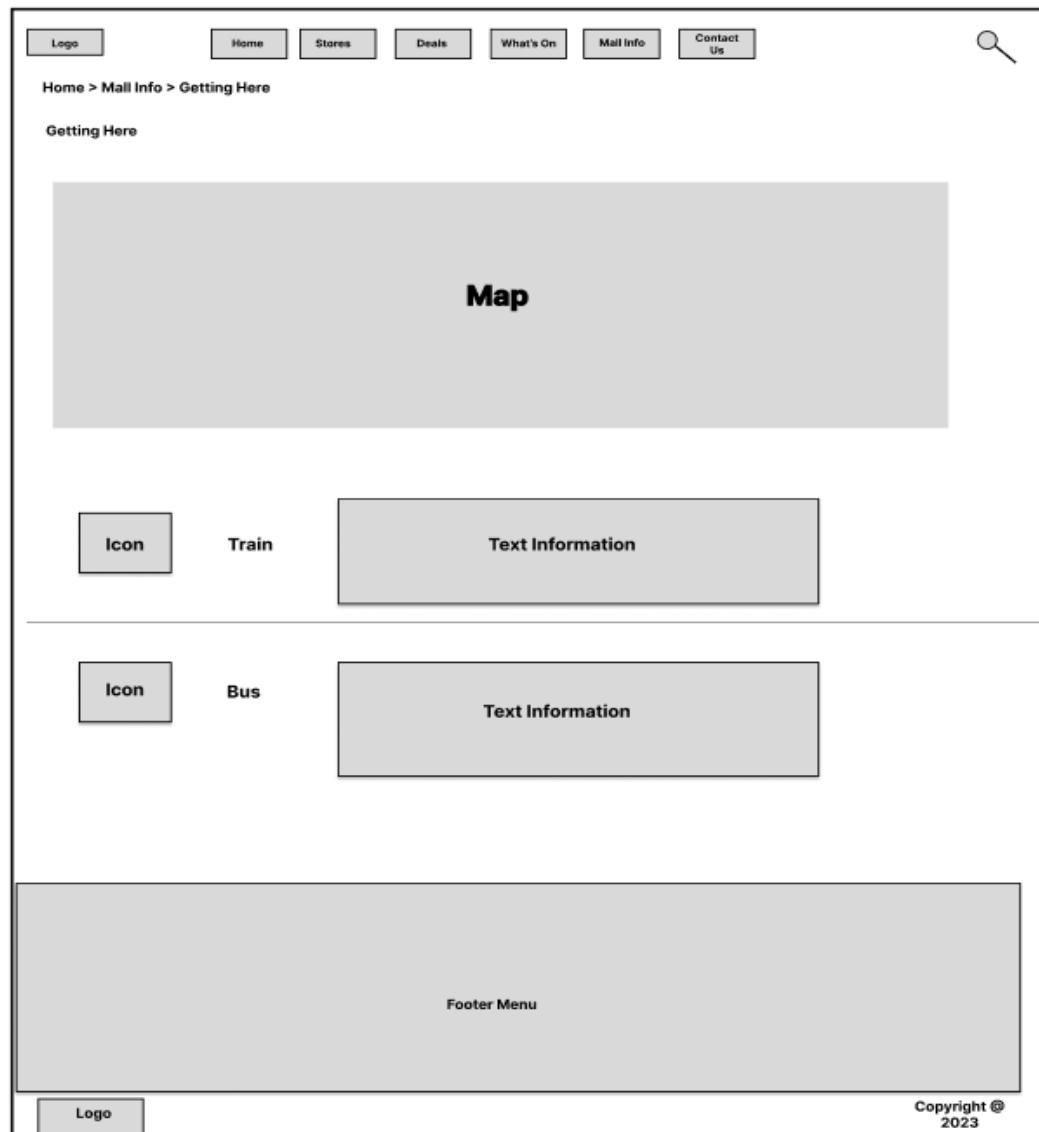


Figure 5 : Mall Info Subpage - Getting Here Wireframe

The elements in the Getting Here page wireframe, such as the map and the icons for the train and bus, are there to make it easier for users to recognize and access different modes of transportation and relevant information.

5.6 Stores Page Wireframe

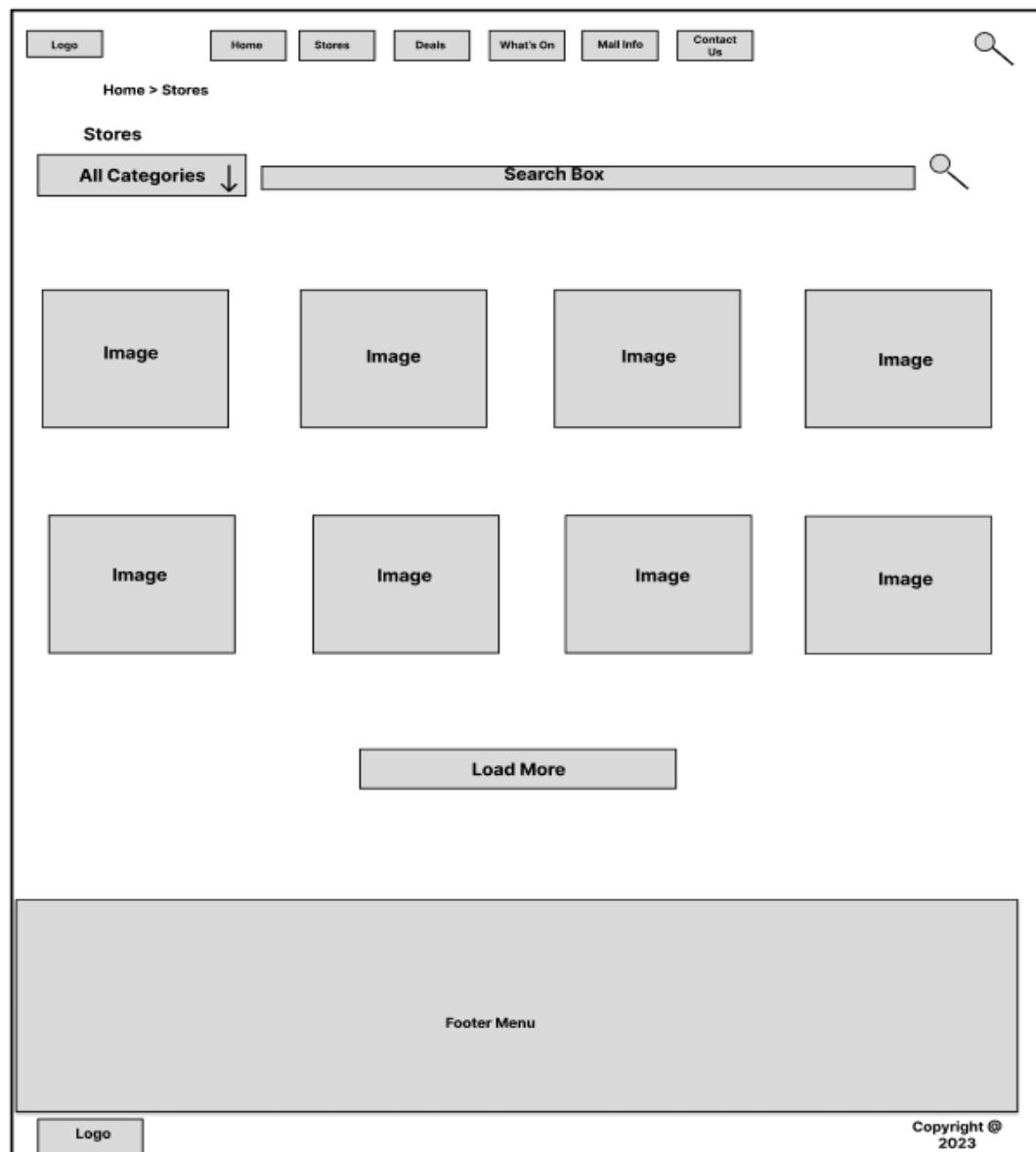


Figure 6 : Stores Wireframe

Several elements are incorporated into the Stores wireframe page element to improve the user experience. The image grid displays the store images while the search box allows for quick and exact searches. The "Load More" option expands browsing options, and the dropdown category enables effective filtering giving users a quick and accessible experience.

5.7 Deals Page Wireframe

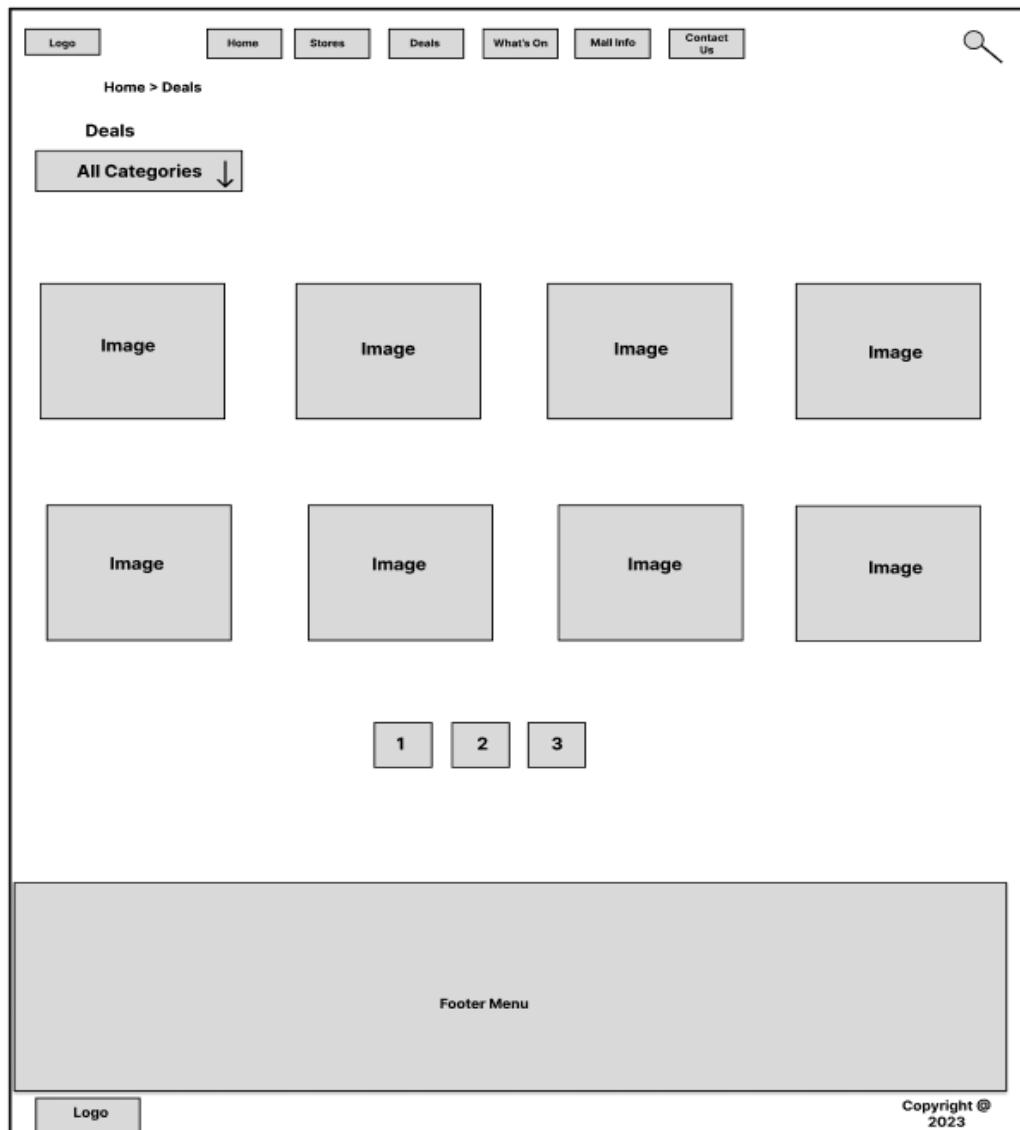


Figure 7 : Deals Page

The deals page wireframe follows the same design elements as the stores page but the load more pagination is change to page number so that this would accommodate content changes as the deals gets updated regularly.

5.8 Stores & Deals Information Page Wireframe

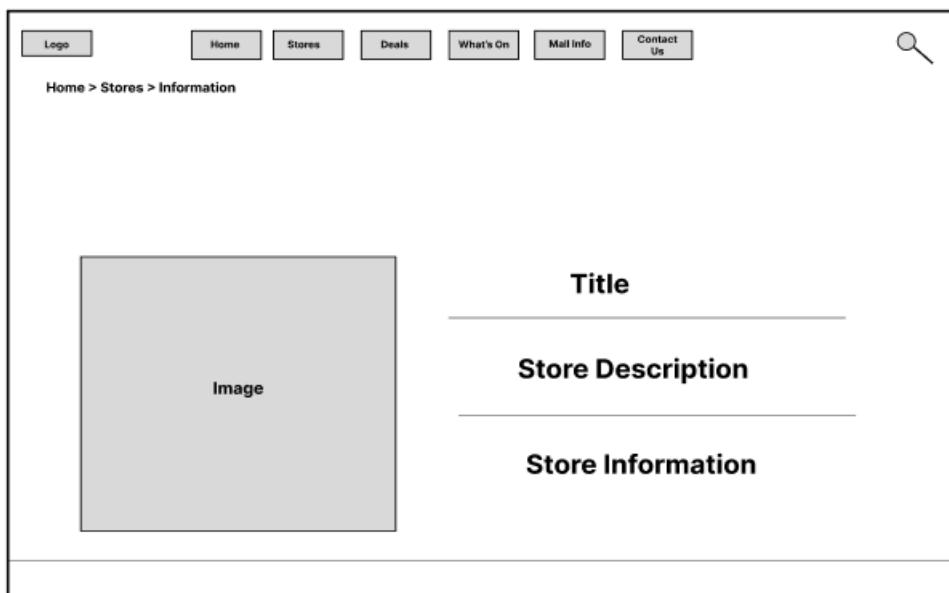


Figure 8 : Stores Information Wireframe

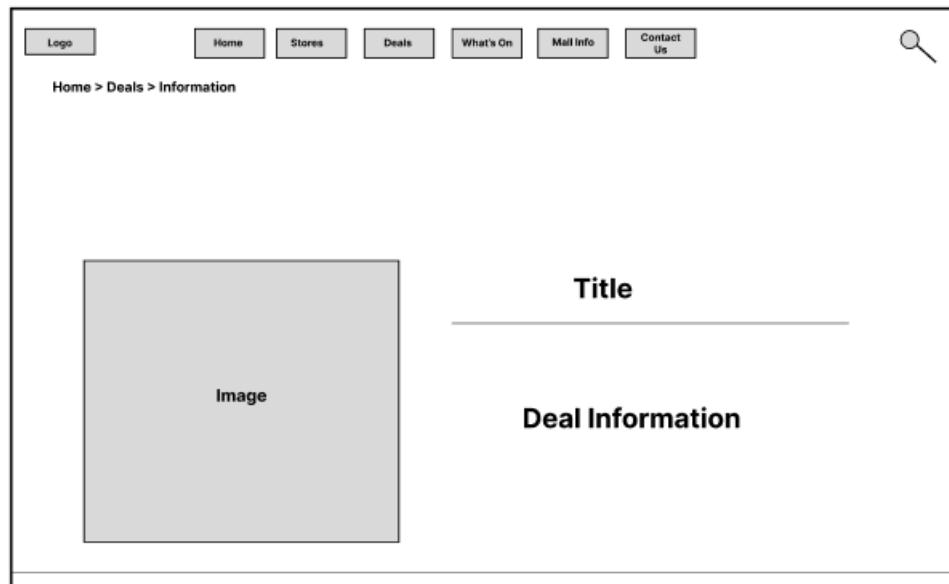


Figure 9 : Deals Information Wireframe

The wireframe design element for the image and text content is the same for both deals and stores information page which shows the information at one glance.

5.9 What's on Page Wireframe

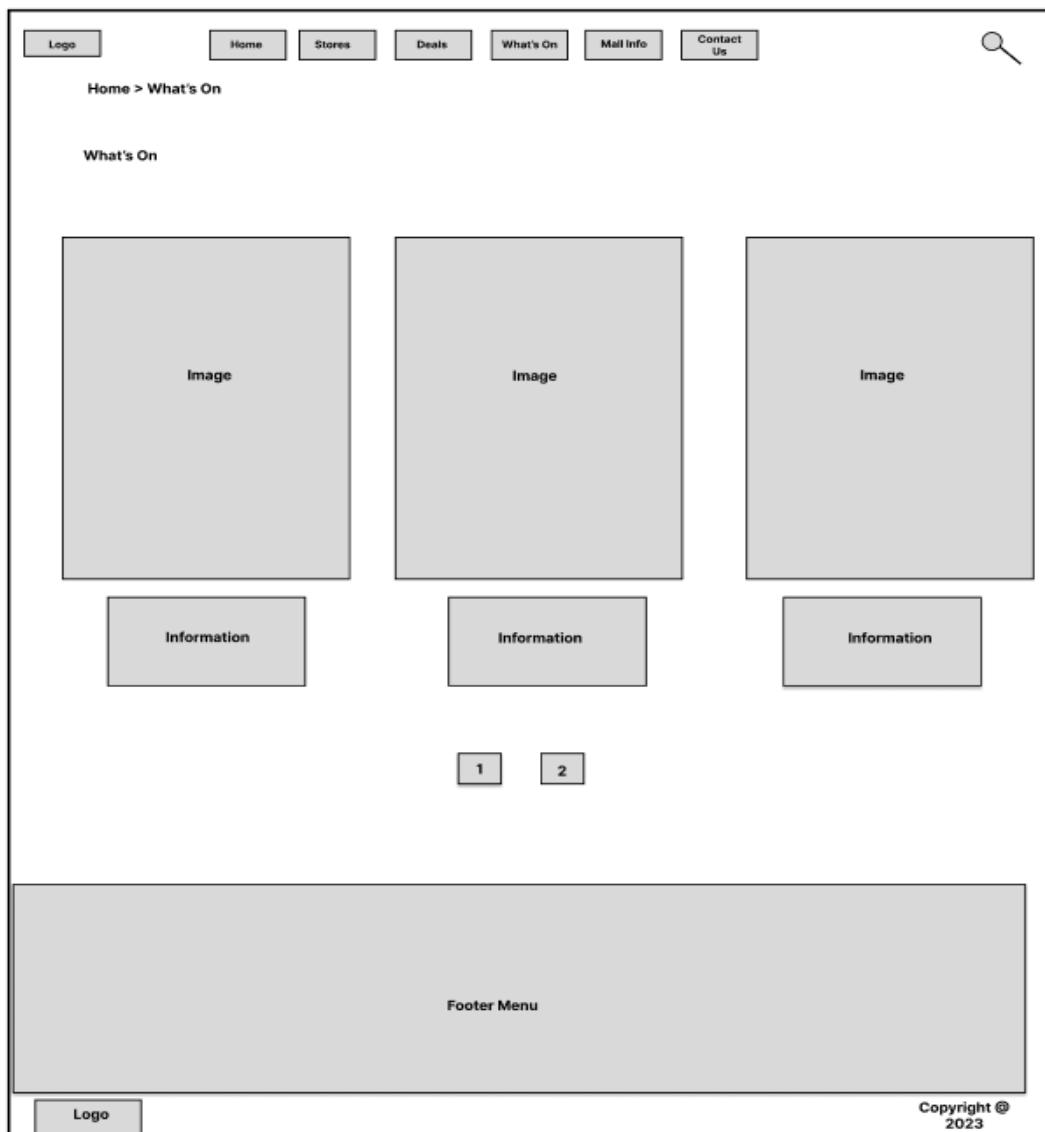
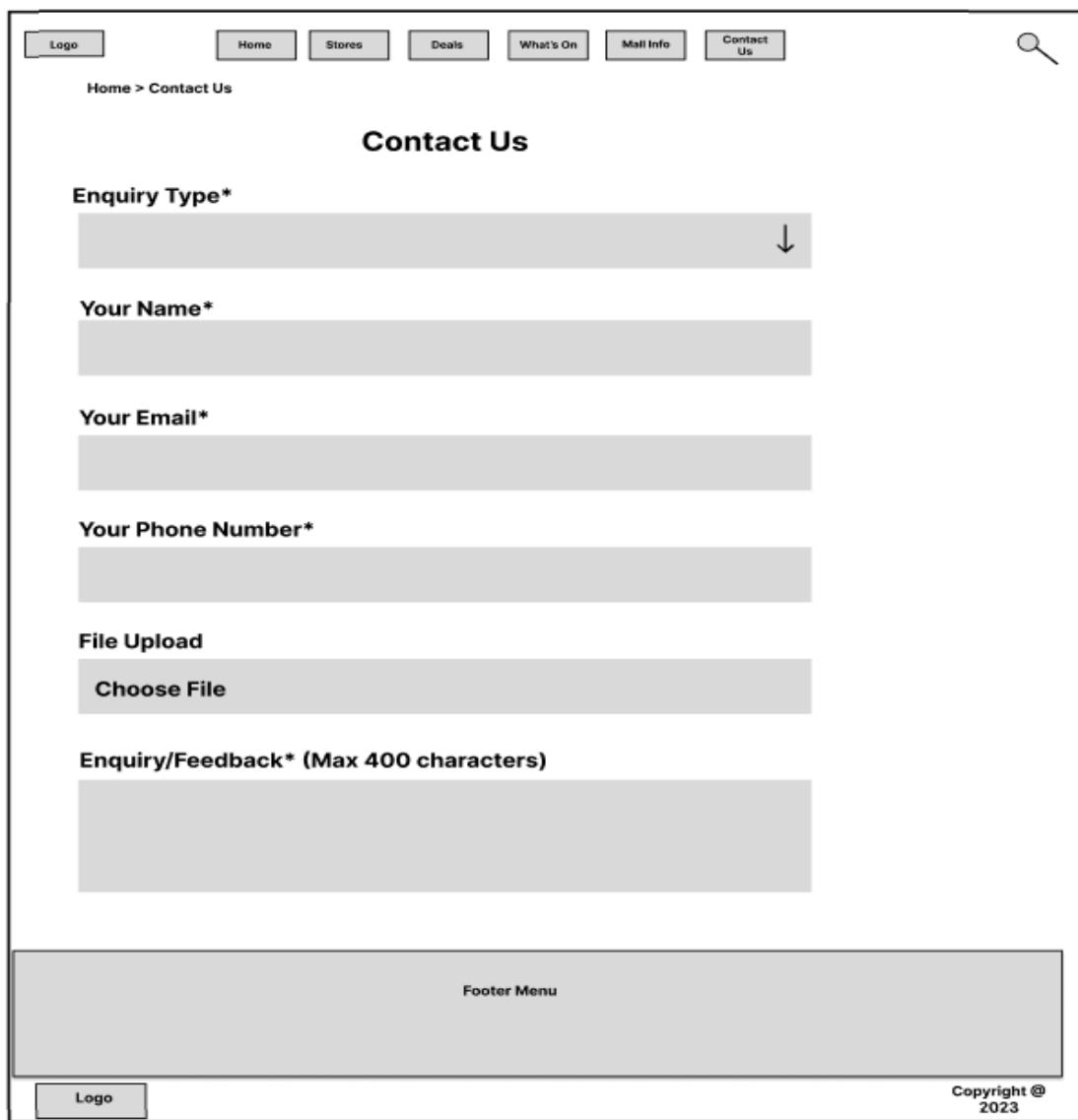


Figure 10 : What's on Wireframe

A 3-image grid and matching information blocks are included on the What's On page wireframe to display event information. Access to both past and present events is ensured by the use of page number-based pagination, increasing user engagement and information accessibility.

5.10 Contact Us Page Wireframe



The wireframe for the Contact Us page is organized into several sections:

- Header:** A navigation bar at the top includes a "Logo" button, a search icon, and links for "Home", "Stores", "Deals", "What's On", "Mall Info", and "Contact Us". Below the navigation is a breadcrumb trail: "Home > Contact Us".
- Title:** The main title "Contact Us" is centered above the form fields.
- Form Fields:** The form is divided into sections by labels:
 - Enquiry Type***: A dropdown menu.
 - Your Name***: An input field.
 - Your Email***: An input field.
 - Your Phone Number***: An input field.
 - File Upload**: A section with a "Choose File" button.
 - Enquiry/Feedback* (Max 400 characters)**: A large input field for comments.
- Footer:** A "Footer Menu" section at the bottom left and a "Copyright @ 2023" notice at the bottom right.

Figure 11 : Contact Us Wireframe

The contact us page wireframe has a user-friendly design with form blocks, allowing visitors to input their information in organized sections.

6.0 Actual Website Screenshots

6.1 Homepage

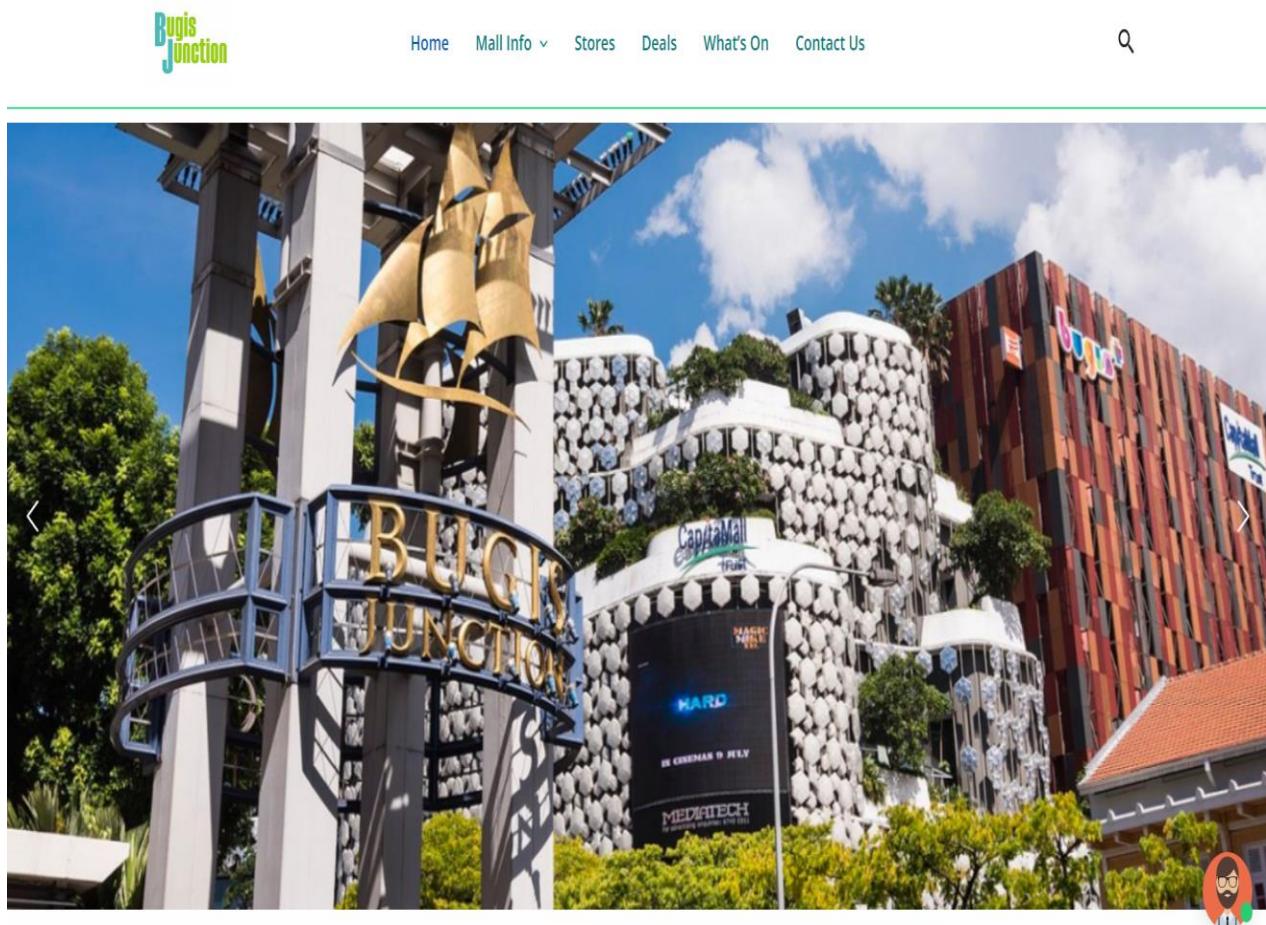


Figure 12 : Homepage

Users will first see a carousel banner on the homepage which showcases the physical shopping mall and announcements on the subsequent slides. The header menu are structured with the navigation menu in the middle that uses the green color scheme so that it matches the Bugis Junction identity.



Figure 13 : Homepage - Community Events Section

Promotions and Events - What not to miss today

SINGAPORE NIGHT FESTIVAL
EXPLORING SINGAPORE, THE GREAT PORT CITY
18 AUG - 26 AUG 2023
ARTWORKS CO-PRESENTED BY CAPITA MALLS

SHOPBACK | ★ CapitaStar
Earn STARS® and ShopBack Cashback instantly at CapitaLand malls*
Simply link your CapitaStar and ShopBack accounts
*T&C apply.

Kiehl's SINCE 1851 LOVES SINGAPORE

Figure 14 : Homepage - Promotions and Events Section

*T&C apply.

For New Members!
Get Bonus \$5* eCapitaVoucher to offset your shopping & dining across CapitaLand Malls
Download the CapitaStar App and sign up with promo code **CAPITASTAR**
*Terms and Conditions apply

Download Capitastar
Discover a wealth of unique offers, discounts, and bargains that are only accessible via the Capitastar app. Bid FOMO adieu and welcome amazing deals on your preferred brands.
Only Available on Google Play and Apple

Figure 15 : Homepage - Download App Section

Upon scrolling down, Users will see a promotion banner for community events with a call to action button (Find Out More) that takes them to the Events Page where they can learn more followed by a picture gallery carousel that displays the current promotions and a static banner to spread awareness about the Shopping Mall's App.

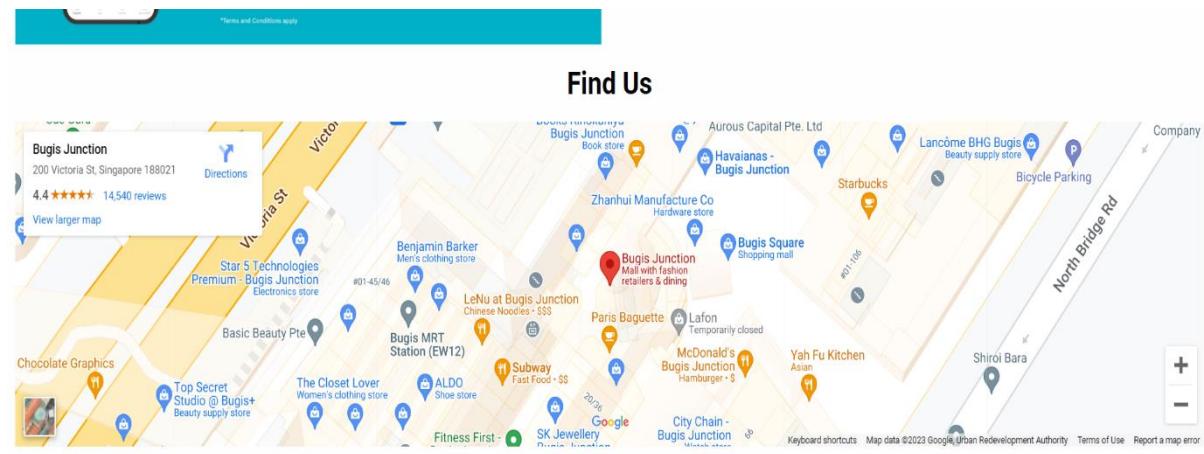


Figure 16 : Homepage - Find Us Section

The last section of the webpage has a Google Map embedded in it. Users can easily navigate the mall due to this feature which helps to provide users a visual representation of its position.

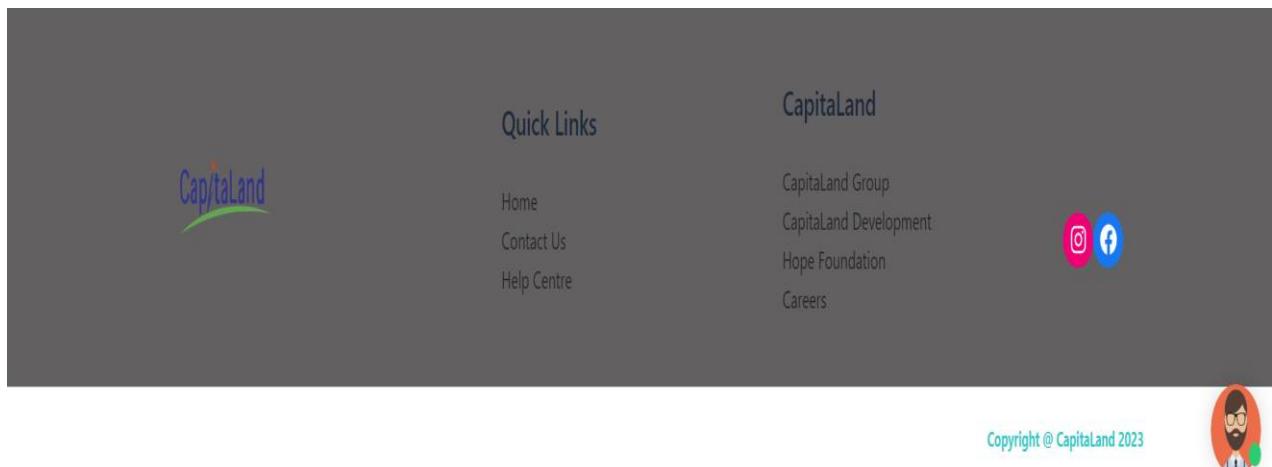


Figure 17 : Footer Menu

The footer menu includes the CapitalLand Logo for brand identity and copyright, quick links to pages with useful information, external CapitalLand links for users who want to learn more, and social media icons for the mall.

6.2 Mall Info Page

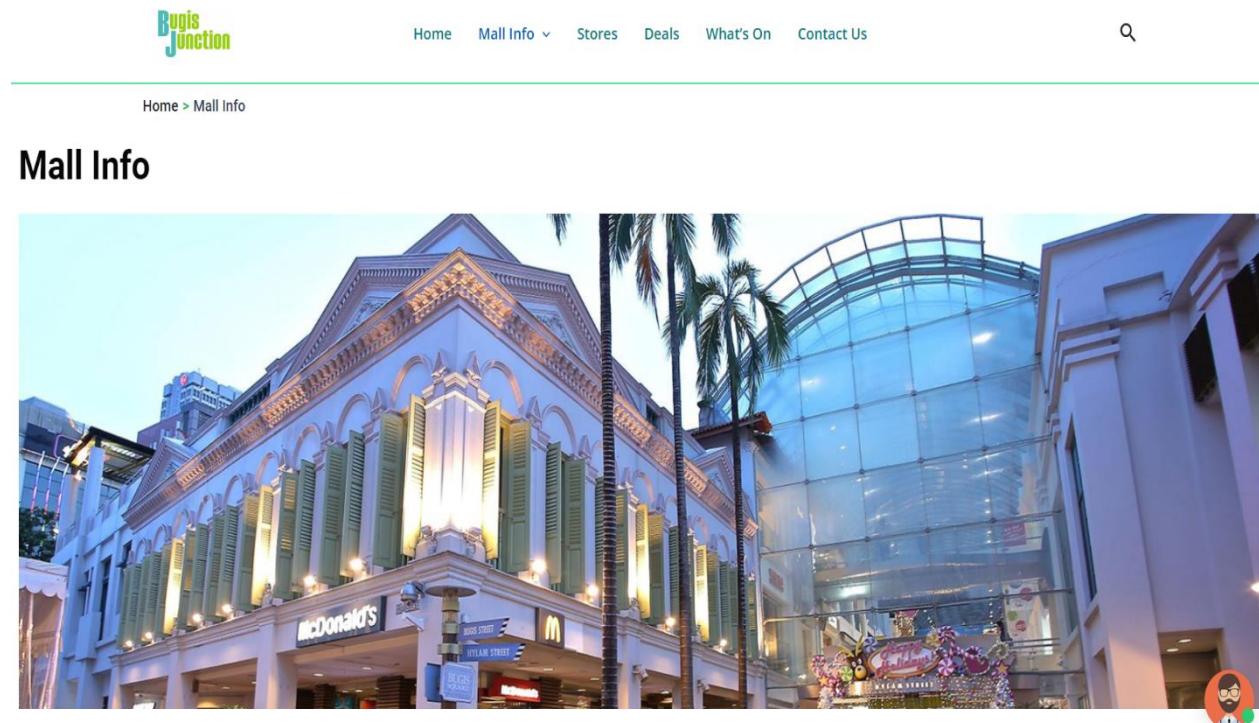


Figure 18 : Mall Info Page

Bugis Junction, Bugis+ & Bugis Street collectively forms Bugis Town – a vibrant lifestyle destination packed with endless food offerings, affordable luxuries, trendiest looks and fun entertainment all set in the heart of the culture rich Bugis precinct.

Bugis Junction also has Singapore's first and only air-conditioned sky-lit shopping streets flanked by charming historic shophouses, representing a showcase of new and old-world integration.

The exciting retail space houses friendly shops and sidewalk cafes, delighting you with an old town atmosphere within a new city. At Bugis Junction, you are invited to discover and explore while sauntering under a comfortable sun or shopping under the stars.

Bugis Junction is directly connected by an overhead link bridge to Bugis+. The integration of the two malls further strengthens its overall attractiveness to shoppers with a combined net lettable area of more than 600,000 sq ft of retail space.

Located in the heart of Singapore's Civic and Cultural District, Bugis Junction enjoys direct connectivity to the Bugis MRT Station from the basement level and is well served by major public bus routes.

Getting Here



Figure 19 : Mall Info - About Us and Getting Here

The mall info page includes a banner image of the entrance to the shopping mall, a brief description of the mall and a Call to Action button (Getting Here) that leads users to the Getting Here page.



Customer Service

Our dedicated team is here to assist you, ensuring a seamless and enjoyable experience.



Stay Connected

Enjoy complimentary WiFi as you explore a diverse range of stores and attractions.



Family-Friendly

Designed with families in mind, our nursing room caters to all needs for a comfortable



CapitaLand Rewards

Unlock exclusive benefits and promotions through our loyalty program.



Figure 20 : Mall Info - Our Amenities

The mall information also features a section titled "Our Amenities" that provides a brief overview of the services and amenities offered, along with a call to action button (Find Out More) that takes users to the Our Amenities page.

6.3 Mall Info Subpage – Help Centre

Frequently Asked Questions (FAQ)

Search here..

WHAT IS BUGIS JUNCTION ABOUT?

A premier retail area, Bugis Junction offers a huge selection of shops, restaurants, and entertainment venues.

WHERE IS BUGIS JUNCTION LOCATED?

Bugis Junction is located at 200 Victoria St, Singapore 188021.

Figure 21 : Help Centre Page

The help centre page includes a search bar for quick information retrieval and FAQs presented in an accordion format with clickable answers.

6.4 Mall Info Subpage – Our Amenities

Bugis Junction

Home Mail Info Stores Deals What's On Contact Us

Home > Mail Info > Our Amenities

Amenities

- + Customer Service
- + About CapitaVoucher
- + Carpark
- Family Services

Nursing Room

Located at Level 1 (near M01-K1), Level 2 (near 02-16) and Level 3 (near 03-05B)

- + Free WiFi

Capitaland

Quick Links

Capitaland Group

Capitaland Group

Figure 22 : Our Amenities Page

The amenities page follows the same layout as the Help Centre Page.

6.5 Mall Info Subpage – Getting Here

Home > Mall Info > Getting Here

Getting Here



Train

Bugis, East-West Line (EW12), Downtown Line (DT14)



Bus Services

2, 7, 12, 32, 33, 51, 61, 63, 80, 130, 133, 145, 175, 197, 851, 960, 980



Figure 23 : Getting Here Page

A Google map, details on the bus and train, and a list of services that are available to get the visitor to the mall are all displayed under Getting Here.

6.6 Stores Page

Home > Stores

Stores

All Categories

Search Stores...

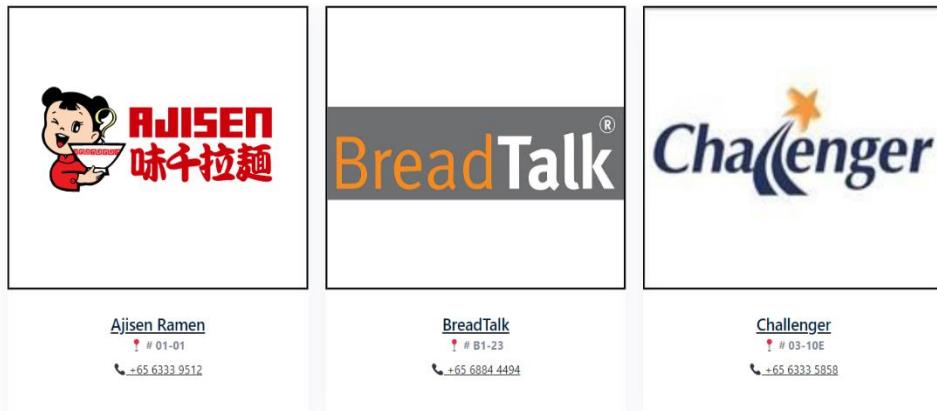
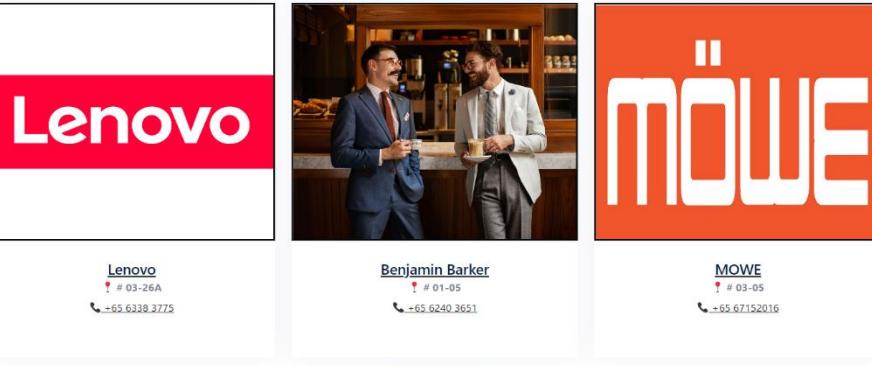


Figure 24 : Stores Page

Ajisen Ramen
01-01
+65 6333 9512

BreadTalk
B1-23
+65 6884 4494

Challenger
03-10E
+65 6333 5858



Load More

CapitalLand



Figure 25 : Stores Page - Part 2

The mall's stores are represented by a grid of images with clickable information on the stores' pages, along with a drop-down menu for choosing a category and a search bar.

Ajisen Ramen



Japanese Cuisine , Sushi , Ramen

Ajisen Ramen has been operating since 1968 and is popular for its flavourful Tonkotsu (pork bone) broth. First launched in Kumamoto, Japan, Ajisen Ramen has more than 700 restaurants worldwide, with 20 outlets in Singapore alone. They are the world's largest Ramen Chain, famed as the "World Ramen", and aim to operate 1,000 restaurants globally.

Store Details

Operating Hours : 11am – 9PM

01-01

+65 6333 9512

Website : <http://www.ajisen.com.sg>



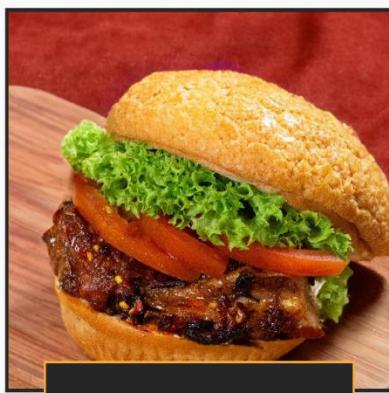
Figure 26 : Store Information

Upon clicking on the stores image, user will be directed for more information such as operating hours and address.

6.7 Deals Page

Deals

All Deals Offers & Rewards Promotions



Joyluck Teahouse New Spicy Mala Bolo Burger Challenge



Kiehl's Love Singapore Limited Editions



Love, Bonito + Sift & Pick X OnTheList Pop-Up

Figure 27 : Deals Page

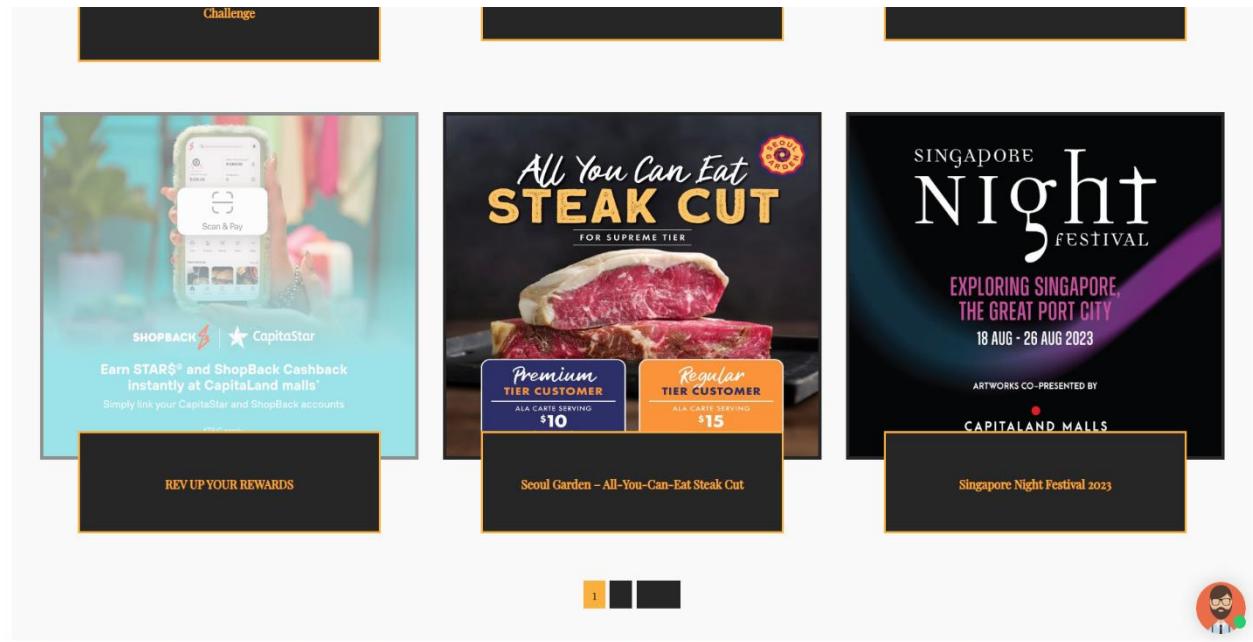


Figure 28 : Deals Page - Part 2

The deals page features a similar image grid layout with clickable information such as the stores page but the pagination has been changed to page numbers and the categories are already presented which allows users to click straight.

[Home](#) > [Promotions](#) > Love, Bonito + Sift & Pick X OnTheList Pop-up

Love, Bonito + Sift & Pick X OnTheList Pop-up

1 Comment / By Julius / August 24, 2023



24-30AUG
10AM-10PM

JOIN ONTHELIST AS MEMBER
& ENJOY UP TO \$30 OFF

BUGIS JUNCTION, HYLAM STREET,
LEVEL 1 (OUTSIDE SAMSUNG)

Love, Bonito + Pick X On The List

Love, Bonito + Sift & Pick X OnTheList Pop-up

Date : 24 Aug – 30 Aug

Location : Bugis Junction Mall

This is OnTheList SG's first pop-up outside of their showroom located in Raffles Place. Sign up as a new member online or at the venue, then you can enjoy lots of best offer, up to \$30 off.

For Love, Bonito, every items is below \$30. For Sift & Pick, you can get your favorite Korean bag brands, such as MARHEN.J, PLAYNOMORE, Oryany and ALICE MARTHA with up to 60% off.

Figure 29 : Deal Information Page

Upon clicking on the Deals page, user are directed to more information as well.

6.8 What's On Page

Home > Events

Search for events List Month Day

August 2023

MON	TUE	WED	THU	FRI	SAT	SUN
31	1	2	3	4	5	6
7	8		<p>August 16 @ 8:00 am - 12:00 pm Sustainable Living with Charlotte Mei Register Here</p>	10	11	12
14	15		<p>Sustainable Living with Charlotte Mei</p>	17	18	19
21	22	23	<p>8:00 am - 5:00 pm Roll-up Tote Workshop</p>	24	25	26
						27

Figure 30 : What's on Page

The What's On page includes a calendar that is clickable, allowing visitors to access event information by selecting a specific date. Users can further filter and view events using an event search field.

[« All Events](#)

This event has passed.

Sustainable Living with Charlotte Mei

August 16 @ 8:00 am - 12:00 pm



Figure 31 : Event Information Page



[Register Here](#)

[Add to calendar](#) [▼](#)

DETAILS

Date:

[August 16](#)

Time:

8:00 am - 12:00 pm

Event Category:

[Workshops](#)

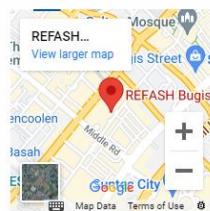
VENUE

Bugis Junction Mall

Refash #03-20A, Bugis

Junction Singapore +

[Google Map](#)



Hel
Jun
help
reg

Figure 32 : Event Information Page - Part 2

Upon clicking on an event, user will be directed to the event information page where details such as date, time and venue are shown.

6.9 Contact Us Page

Home > Contact Us

Contact Us

For enquiries or feedback on Bugis Junction, please complete the online enquiry form or contact us at +65 6631 9931 (10am to 6pm daily, including Public Holidays). You may refer to our [Help Center Page](#) for common enquiries or contact our 24/7 live chat support located at the bottom right.

Enquiry Type*

—Please choose an option—

Your name*

Your email*

Contact Number*

File Upload

No file chosen

Enquiry/Feedback* (Max 400 characters)

Figure 33 : Contact Us Page

The contact us page offers a simple WordPress form where visitors may select the category of their enquiry from a dropdown menu. The required data can then be entered by users in the appropriate fields.

7.0 Mobile View of Actual Website

The header, footer, homepage, and events page have all undergone significant changes for mobile responsiveness. The stores and deals pages kept the same design style. In general, the website's pages effectively adapt to mobile view.

7.1 Header & Footer

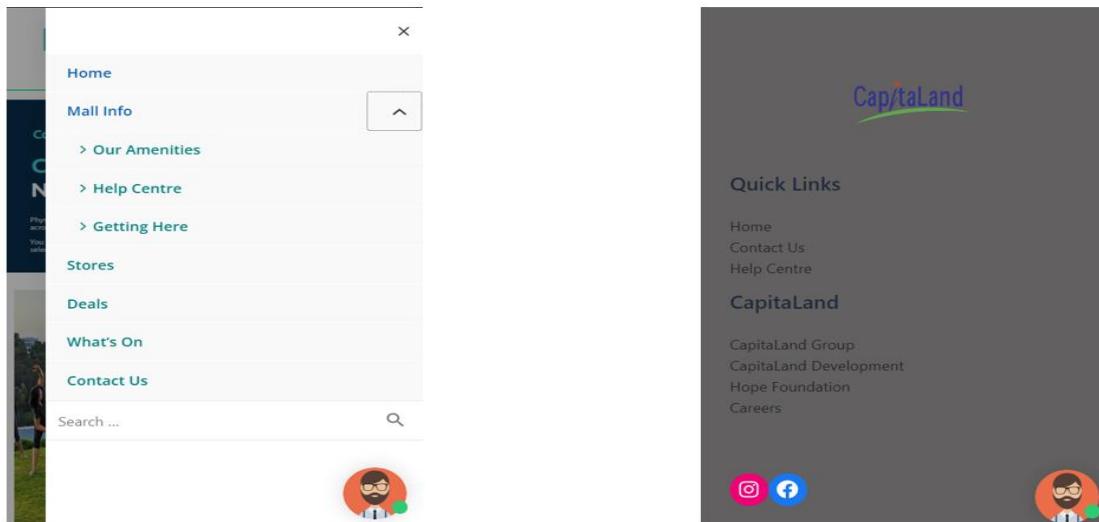


Figure 34 : Header & Footer on Mobile View

7.2 Homepage

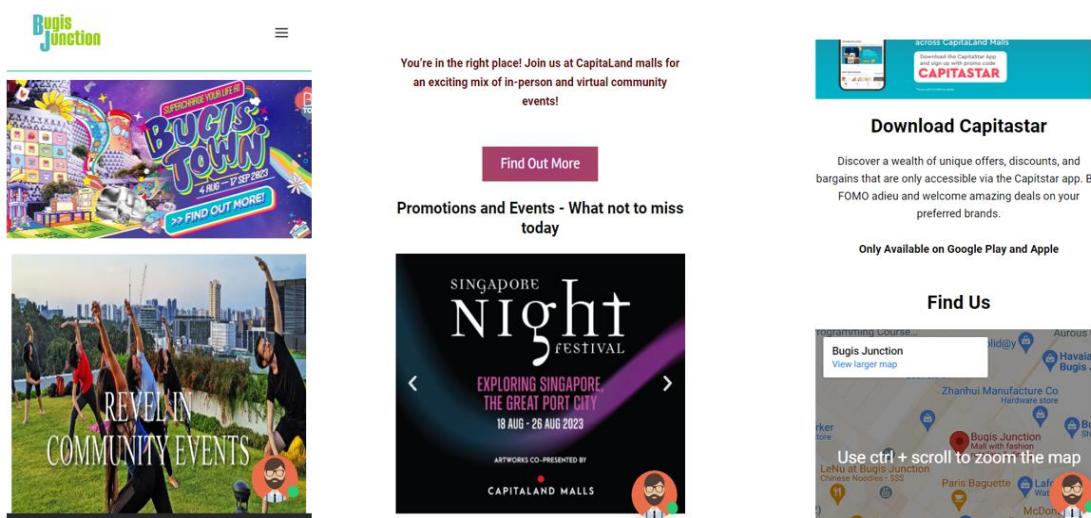


Figure 35 : Homepage - Mobile View

7.3 Stores Page

The screenshot shows a mobile application interface for a stores page. At the top, there's a search bar with a dropdown menu set to 'Fashion' and a placeholder 'Search Stores...'. Below the search bar is a large image of two men in suits standing in a restaurant kitchen, holding cups of coffee. To the right of the image, the store name 'Ajisen Ramen' is displayed in bold black text. Underneath the store name is a horizontal line. Below the line, the text 'Japanese Cuisine , Sushi , Ramen' is shown. A detailed description follows: 'Ajisen Ramen has been operating since 1968 and is popular for its flavourful Tonkotsu (pork bone) broth. First launched in Kumamoto, Japan, Ajisen Ramen has more than 700 restaurants worldwide, with 20 outlets in Singapore alone. They are the world's largest Ramen Chain, famed as the "World Ramen", and aim to operate 1,000 restaurants globally.' Below this description is another horizontal line. Further down, the section title 'Store Details' is centered. To the left of 'Store Details' is a contact card for 'Benjamin Barker'. The card includes the phone number '# 01-05' and the mobile number '+65 6240 3651'. There is also a small circular profile picture of a man with glasses and a beard. To the right of 'Store Details' are the store's operating hours ('11am – 9PM'), address ('# 01-01'), phone number ('+65 6333 9512'), website ('<http://www.ajisen.com.sg>'), and another small circular profile picture of a man with glasses and a beard.

Figure 36 : Stores - Mobile View

7.4 Deals Page

The screenshot shows a mobile application interface for a deals page. At the top, there are four buttons: 'All' (orange), 'Deals' (green), 'Offers & Rewards' (green), and 'Promotions' (green). Below the buttons is a large image of a spicy mala bolo burger with lettuce, tomato, and a meat patty. To the right of the burger, the text 'Joyluck Teahouse - New Spicy Mala Bolo Burger Challenge' is displayed. Below this text is another horizontal line. To the left of the burger image, a black callout box contains the challenge details: 'Joyluck Teahouse New Spicy Mala Bolo Burger Challenge'. To the right of the burger image, there is a small circular profile picture of a man with glasses and a beard. Below the challenge text, the date ('Date : 18 Aug – 27 Aug') and location ('Location : Bugis Junction Mall') are listed. A detailed description follows: 'From 18 to 27 August 2023, Joy Luck Teahouse is hosting a Spicy Mala Bolo Burger Challenge where diners will get their bolo burger and drinks for free if they managed to finish eating the Level 5 Spicy Chicken Bolo Burger in 3 minutes!' To the right of this description is another small circular profile picture of a man with glasses and a beard.

Figure 37 : Deals - Mobile View

7.5 What's on Page

The screenshot displays a mobile-optimized events page. At the top, there are navigation links for 'HOME' and 'EVENTS'. Below this, a message states 'There are no upcoming events'. A section titled 'Upcoming' shows a date 'AUG 26 2023' and a thumbnail image of terrazzo trays. A search icon and a refresh icon are also present. A section for 'Latest Past Events' is shown below. To the right, a calendar for August 2023 is displayed, with the 28th highlighted in blue. A details panel on the right lists the event as 'August 16' at '8:00 am - 12:00 pm' under the category 'Workshops'. Further down, a map shows the location of REFASH Bugis Junction in Singapore. A 'VENUE' section includes the address 'Bugis Junction Mall' and a small profile picture of a person.

Figure 38 : Events - Mobile View

8.0 Testing Evaluation

8.1 Jakob Nielsen's 10 Usability Heuristics

The 10 Usability Heuristics from Jakob Nielsen Heuristics are design ideas that help to develop user-friendly interfaces. They prioritize clarity, consistency, user control, and error prevention with the goal of creating interfaces that are efficient, error-resistant, and aesthetically pleasing.

8.1.1 Visibility of System Status

Home > Mall Info > Help Centre

Help Centre

Figure 39 : Navigation breadcrumb on website



Figure 40 : Loading Indicators on Deals Page



Figure 41 : Page Number Pagination on Deals Page

Status : Met

A Clickable progression breadcrumbs have been successfully implemented into the website's user experience in Figure 40. These breadcrumbs provide users with a clear visual depiction of their current location inside the structure of the site.

Loading indicators are used in Figure 41 to provide feedback to users during processes that take time to complete. They effectively communicate to the user that the system is processing their requests, avoiding user uncertainty about system responsiveness.

The page number pagination element in Figure 42 clearly indicates the overall number of pages as well as the user's current position within the pagination sequence. Users can quickly comprehend their location and navigate the system.

Overall, these elements add to a user-friendly experience by providing clear feedback on user interactions.

8.1.2 Match Between System and The Real World

Status : Met

As referenced in Figure 13, the website has recognizable components such as logos and a magnifying glass search icon which matches with the real world. Furthermore, the website included relevant submenus to allow quick information retrieval, mimicking the simplicity of navigating a physical mall.

As system-oriented components are not included, the website is overall simple and uncomplicated.

8.1.3 User Control and Freedom



Figure 42 : Back to Top Button After Scrolling

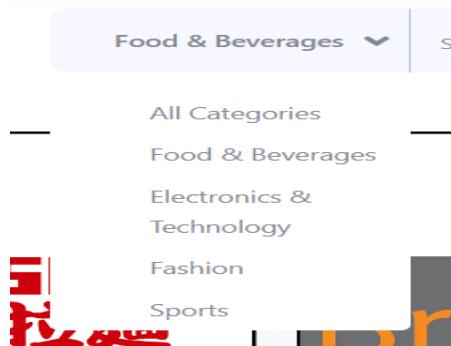


Figure 43 : Filter Category on Stores Page

Status: Partially Met

In Figure 43, an anchor button is appropriately placed on the website while scrolling down. Furthermore, as illustrated in Figure 43, filter options for the store category are added and as referenced in Figure 40, breadcrumb navigation is included. These features allow users to navigate swiftly, customize their options and easily return to the top of the page.

While these elements improve the user experience, there are still opportunities for improvement, such as implementing undo functionality for actions such as form submissions on the Contact Us Page and introducing personalized settings such as customized display preferences to give users more precise control over their interactions with the platform.

These enhancements would increase the user's sense of autonomy and usability on the website.

8.1.4 Consistency and Standards

Status: Met

The condition of consistency in the website's interface design is efficiently met by ensuring that important components such as the navigation menu, typography, and call-to-action buttons, as well

as the color scheme, are placed consistently throughout.

This consistency improves user control and predictability, allowing for a smoother and more user-friendly experience by allowing users to simply locate and interact with familiar items across multiple pages of the interface.

8.1.5 Error Prevention

The screenshot shows a contact form with several fields and their validation messages:

- Enquiry Type***: A dropdown menu with "Mall Promotions & Events" selected.
- Your name***: An input field containing an empty string, with the error message "Please fill out this field."
- Your email***: An input field containing "124", with the error message "Please enter an email address."
- Contact Number***: An input field containing an empty string.

Figure 44 : Error on Contact Us Form

Frequently Asked Questions (FAQ)

The screenshot shows a search interface with the following elements:

- A search bar with the placeholder "bug! junction".
- A magnifying glass icon with a circular arrow, likely a search or refresh button.
- A list of search results:
 - Bugis Town**: Supercharge Your Life At Bugis Town. Supercharge Your Life At Bugis Town REV UP YOUR REWARDS 4 Aug - 17 Sep 2023 Score yourself ...
 - Adidas**: Adidas Men's Apparels , Women's Apparels , Children's Apparels , Sports &...
 - MOWE**: MOWE Transform your living space into a futuristic oasis where convenience, comfort,...
 - Joyluck Teahouse**: Joyluck Teahouse New Spicy Mala Bolo Burger Challenge. Joyluck Teahouse - New Spicy Mala Bolo Burger Challenge Date : 18 Aug - 27 Aug Location...

Figure 45 : Keyword Search on Help Centre

Status : Met

Figure 45 shows a form integrated with form validation on the Contact Us page to verify that all essential fields are properly filled before submission. In addition, the Help Centre page in Figure 46 has a search box with keyword suggestions which assists users in building proper search queries and

avoiding probable errors or irrelevant search results.

These error preventions prioritize user experience by proactively eliminating typical sources of error, resulting in a more user-friendly and efficient interface.

8.1.6 Recognition rather than recall

Status : Met

Recognition components include common icons such as the search icon in the header as shown in Figure 13 and social media icons in the bottom menu as shown in Figure 18. In addition, the website has a consistent navigation scheme.

These well-known icons help users in recognizing and comprehending common functions and actions, removing the need for them to recall specific commands or labels as they navigate the site.

This consistency ensures that users can effortlessly navigate and access information without having to memorize complex instructions.

8.1.7 Flexibility and Ease of Use



Ajisen Ramen

Figure 46 : Searching for Store on Stores Page

Figure 47 : Listed Calendar Events

Status : Met

The website's design incorporates flexibility and ease of use which is accomplished through responsive design, which adapts seamlessly between desktop and mobile devices as seen in Figure 35.

The clickable breadcrumb navigation as shown in Figure 40 makes it easier to navigate the site and allow users to go back to the previous page. Furthermore, the inclusion of the website logo, as seen in Figure 13, provides easy access to the homepage which contributes to the overall simplicity of use.

Further ease of use is provided by searching for a certain store name using the search box, as shown in Figure 47. Users can also choose to see events on a calendar widget as shown in Figure 31 or in a listed format as shown in Figure 48.

These elements work together to guarantee that users can access and browse the website with ease, regardless of device or platform familiarity.

8.1.8 Aesthetic and Minimalist Design

Status : Met

A restricted colour scheme is used across the website which maintains a unifying and aesthetically pleasant appearance. Additionally, the header carefully centralizes the primary navigation components which improves user friendliness by making it easier to access important areas.

Unnecessary components have also been carefully eliminated to allow visitors to focus on the most crucial and relevant material. This minimalist approach not only improves the appearance of the website but also encourages a clear and uncomplicated user interface which increases user engagement and satisfaction.

8.1.9 Help Users Recognize, Diagnose, and Recover from Errors

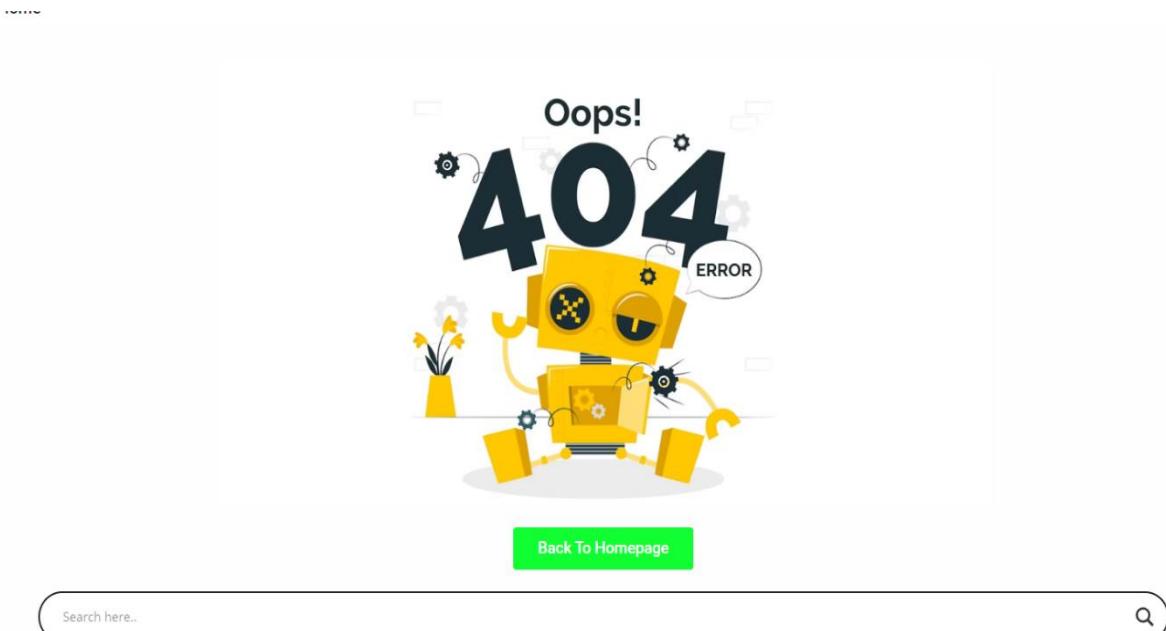


Figure 48 : 404 Error Page

Status : Met

When a broken link is detected, a dedicated 404 Error page as shown in Figure 49 allows users to search for what they were initially looking for and offers a handy redirection to the homepage. This enables users to swiftly exit a dead end.

Additionally, as seen in Figure 45, the Contact Us page has inline validation that immediately alerts users if they've input information in the wrong format, providing fast feedback and a clear explanation of the problem.

These components ensure that users can quickly discover and fix mistakes, resulting in a more user-friendly and effective interaction with the website.

8.1.10 Help and Documentation

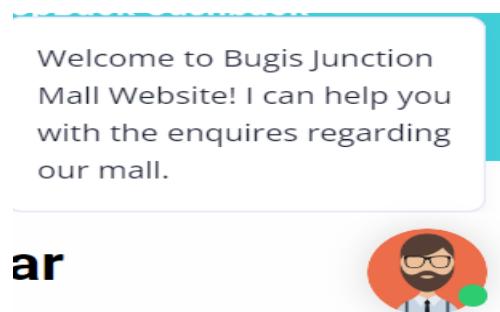


Figure 49 : Chatbot Icon with Welcome Message

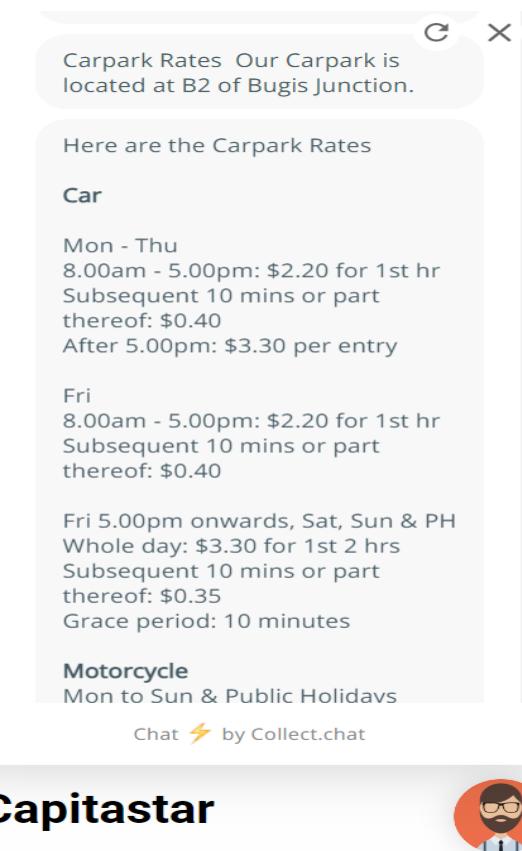


Figure 50 : Chatbot Conversation Flow

Status : Met

A dedicated FAQ page, shown in Figure 22 has been added to address frequently asked questions so users can quickly find answers to their inquiries.

Additionally, as shown in Figure 51, the website has a chatbot that responds to user questions in real time, providing relevant and timely information. Through timely and accessible support that enables users to quickly address their concerns, these components work together to improve the user experience.

8.2.7 Universal Web Design Principles

8.2.1 Equitable in Use

The website has a clear and intuitive navigation structure with well-organized menus and heading which is seen in the header menu, as well as readable content written in plain language that provides equal accessibility and usability to all users, regardless of ability or age.

8.2.2 Flexibility in Use

The website provides a variety of interaction ways as well as flexible features such as mobile responsiveness, which automatically adjusts its layout and content to fit multiple screen sizes, enabling a seamless user experience on both desktop and mobile devices.

8.2.3 Simple and Intuitive in Use

The website maintains a simple and consistent design in which users may freely explore and understand the interface. This enables users of all technological abilities to navigate the website without confusion or frustration.

8.2.4 Perceivable Information

This website effectively delivers information by utilizing well-known icons and typography. It emphasizes on prominently displaying important mall information, such as upcoming events, tenant information, and amenities.

8.2.5 Tolerance for Error

The website provides users with clear feedback and instructions for correcting mistakes. This includes situations in which users enter inaccurate information into a field or fail to complete a mandatory field in a form, as well as a redirection back to the homepage when a broken link is encountered.

8.2.6 Low Physical Effort

The website prioritizes user interaction that is simple and comfortable. This is demonstrated by the inclusion of a user-friendly search symbol in the header for fast navigation and an anchor button that allows visitors to swiftly return to the top of the page without physically scrolling.

8.2.7 Size and Space for Approach and Use

The layout and features of the website guarantee easy interaction regardless of any physical condition. Buttons, links, and interactive components on the website are built with sufficient spacing and size to allow visitors to easily click or tap them, even on touch-screen devices.