Macintosh HD:Users:katielam:Desktop:logo.gif **Hong Kong Institute of Vocational Education**

**ITP4506 Human Computer Interaction and GUI Programming**

**E-commerce Website**

|  |  |  |  |
| --- | --- | --- | --- |
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# Background

The Happy Travel Ltd is a medium-sized travel agent. This company want to build a website for the tertiary student in Hong Kong. First, the website user interface should be user-friendly. Also, the website should be provide the search function for user searching the items. Moreover, it should be offer the

# 2. User Analysis

## 2.1. Learning style

## 

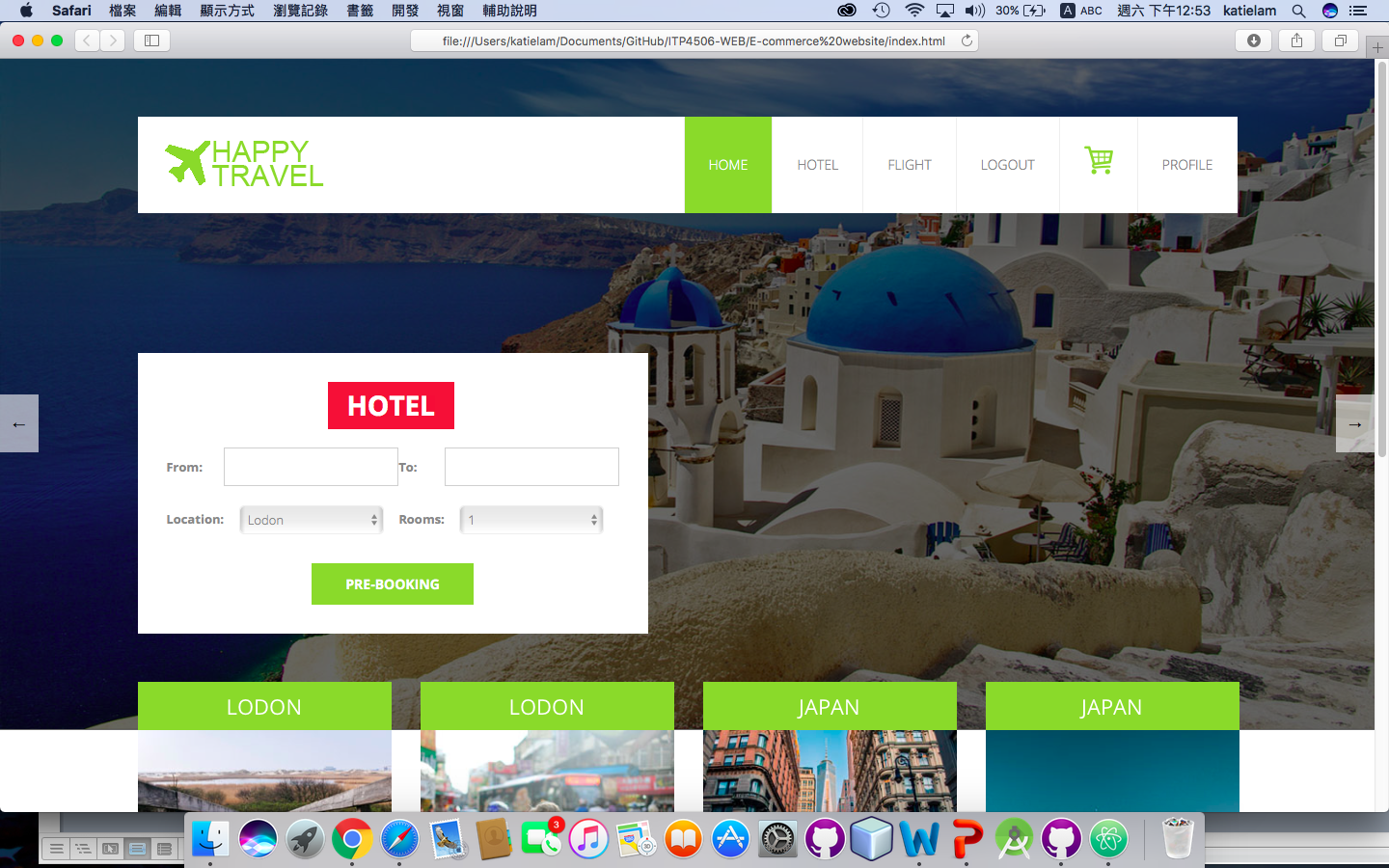
## 2.2. Tool preferences

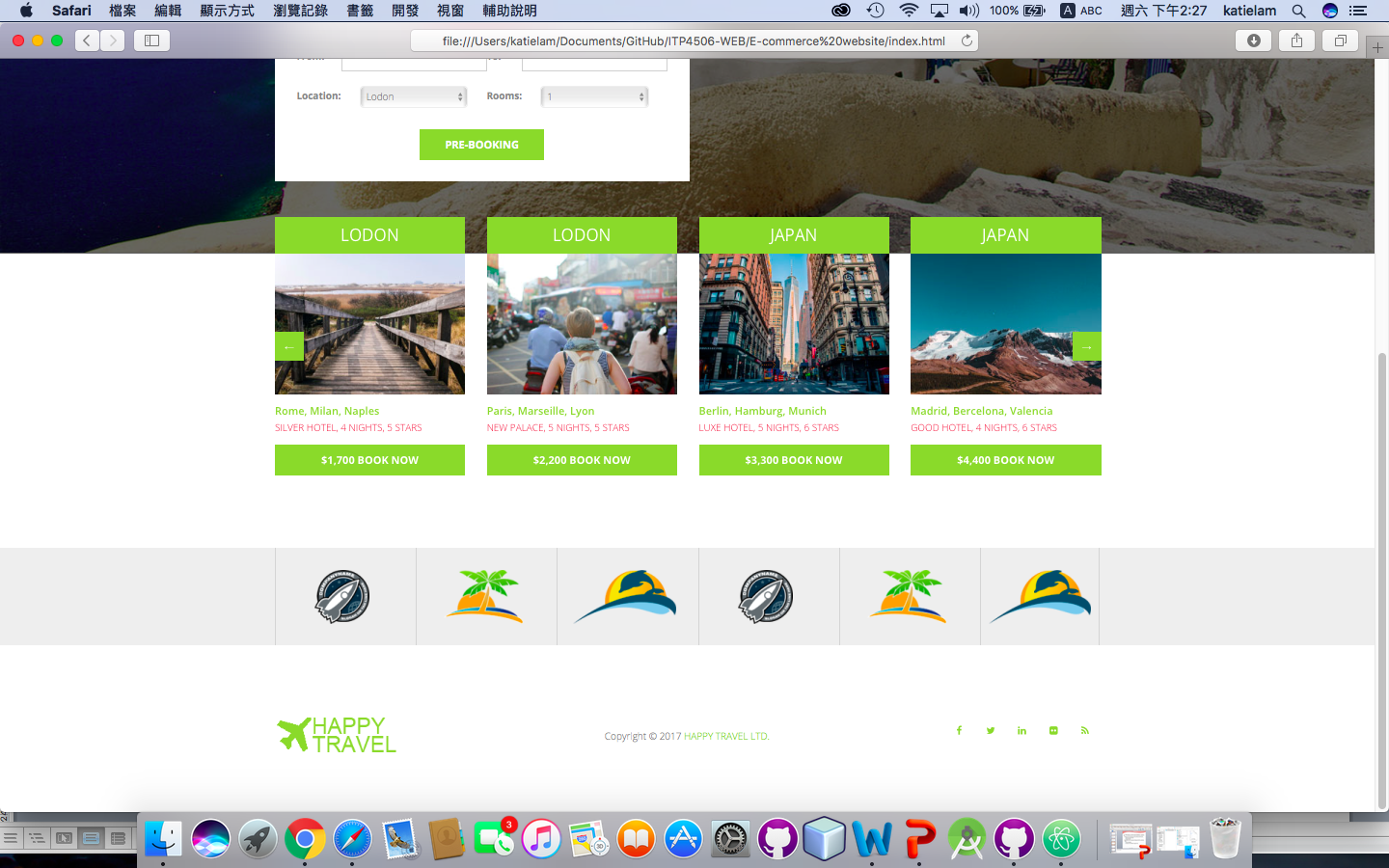
# Web Concept

# User Interface design

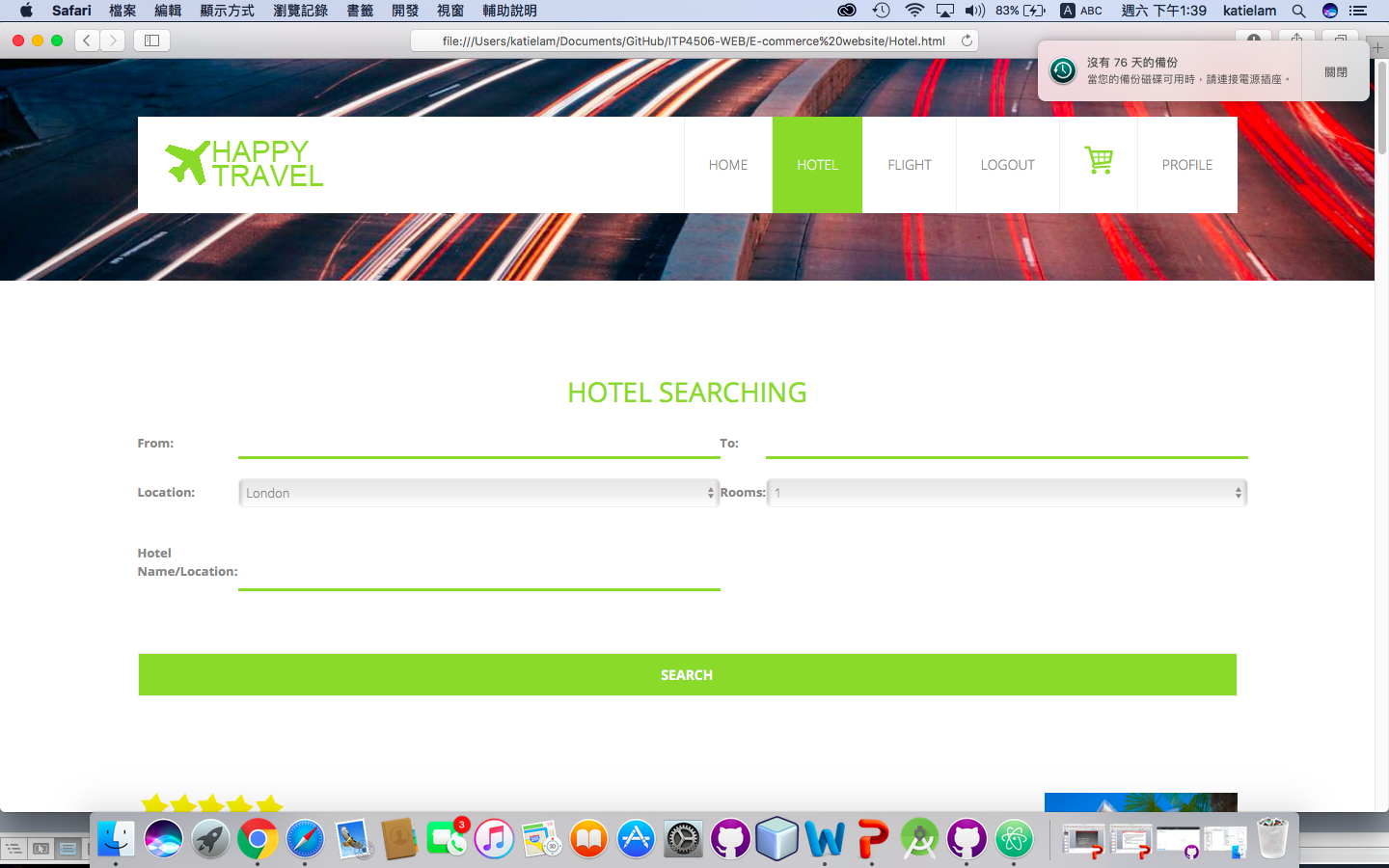
|  |  |
| --- | --- |
| Design Principles | Description |
| Mental Model |  |
| Affordance |  |
| Content Organization |  |
| Visual Organization |  |
| Navigation |  |

## 3.1.1. Home Page

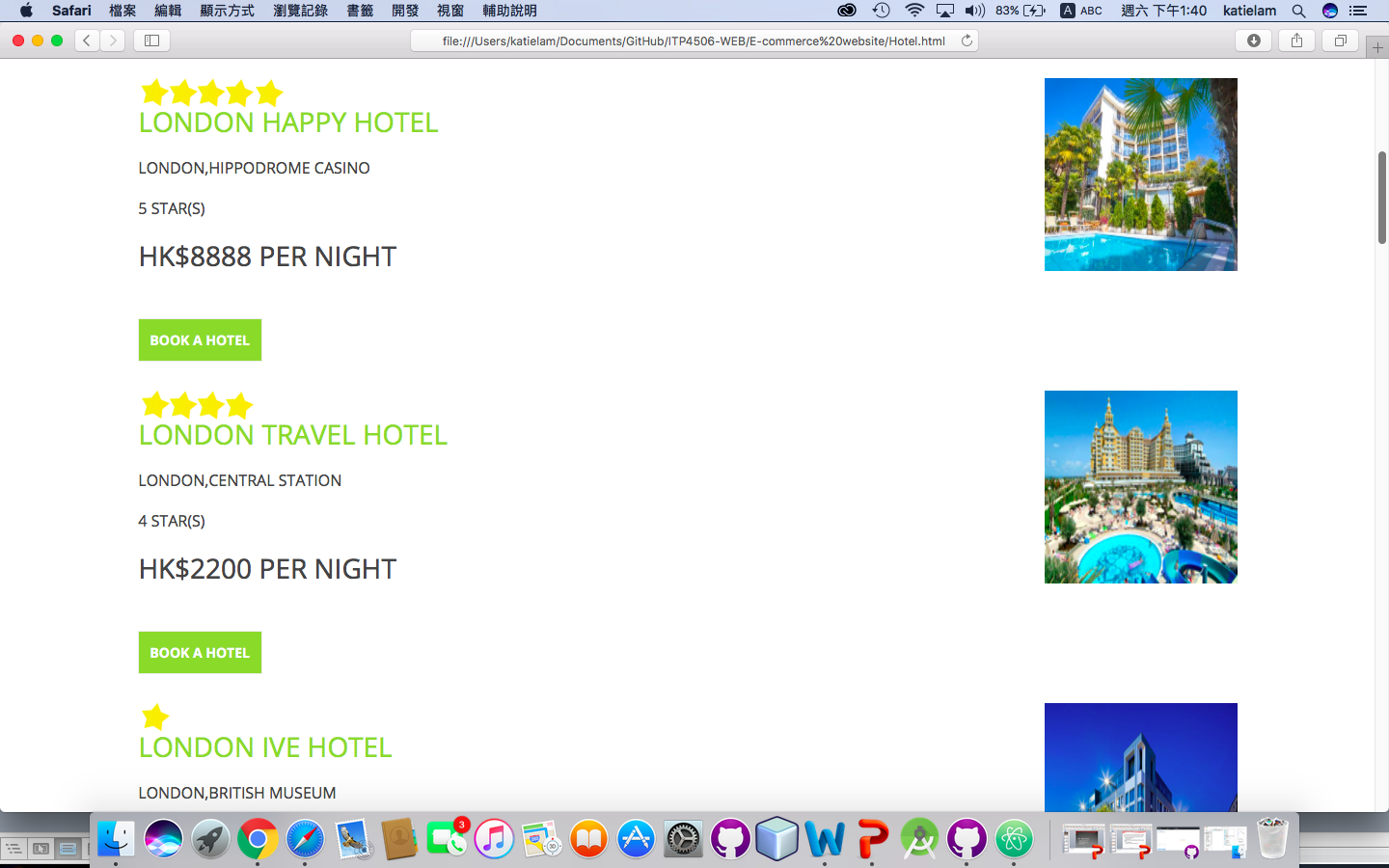




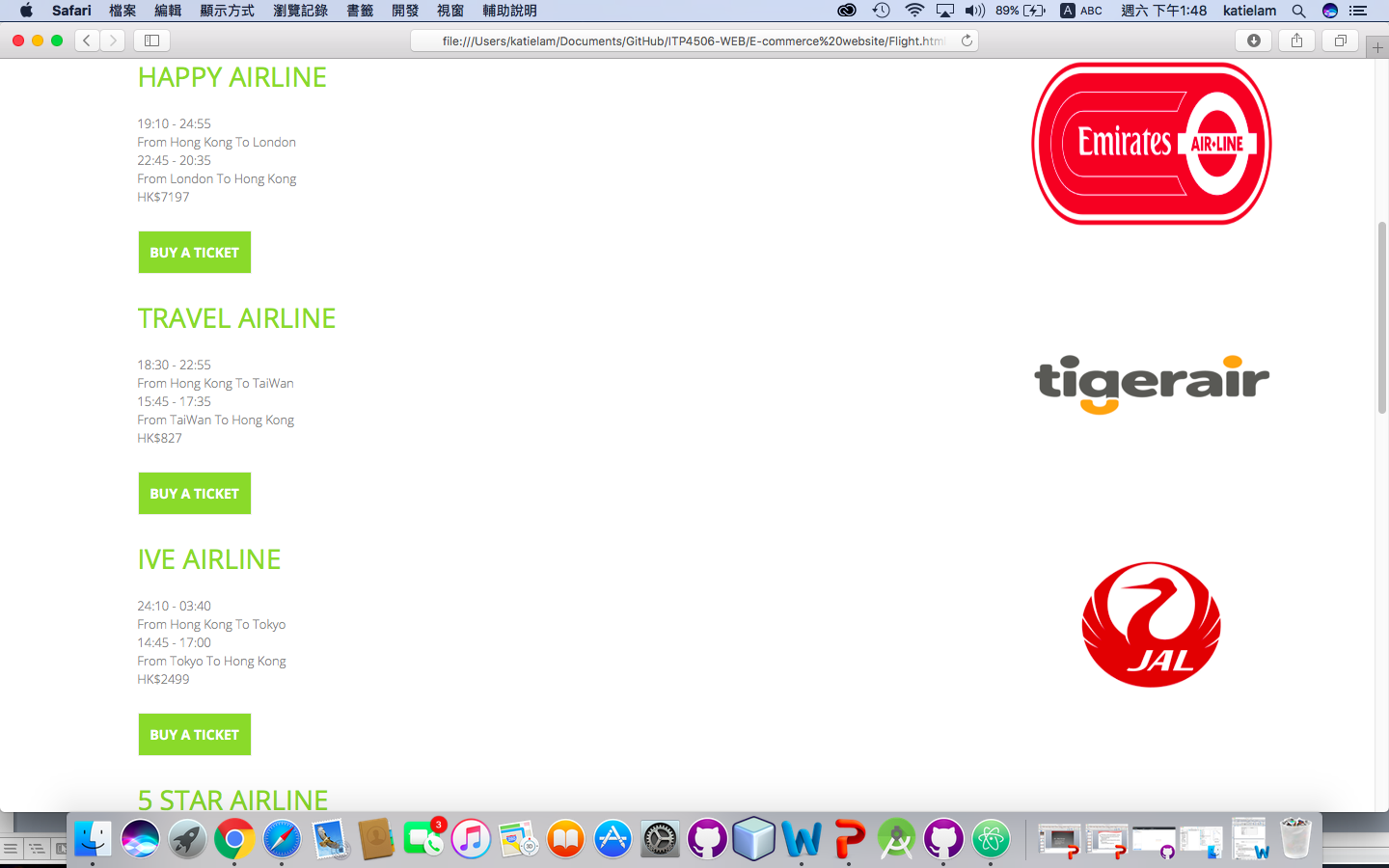
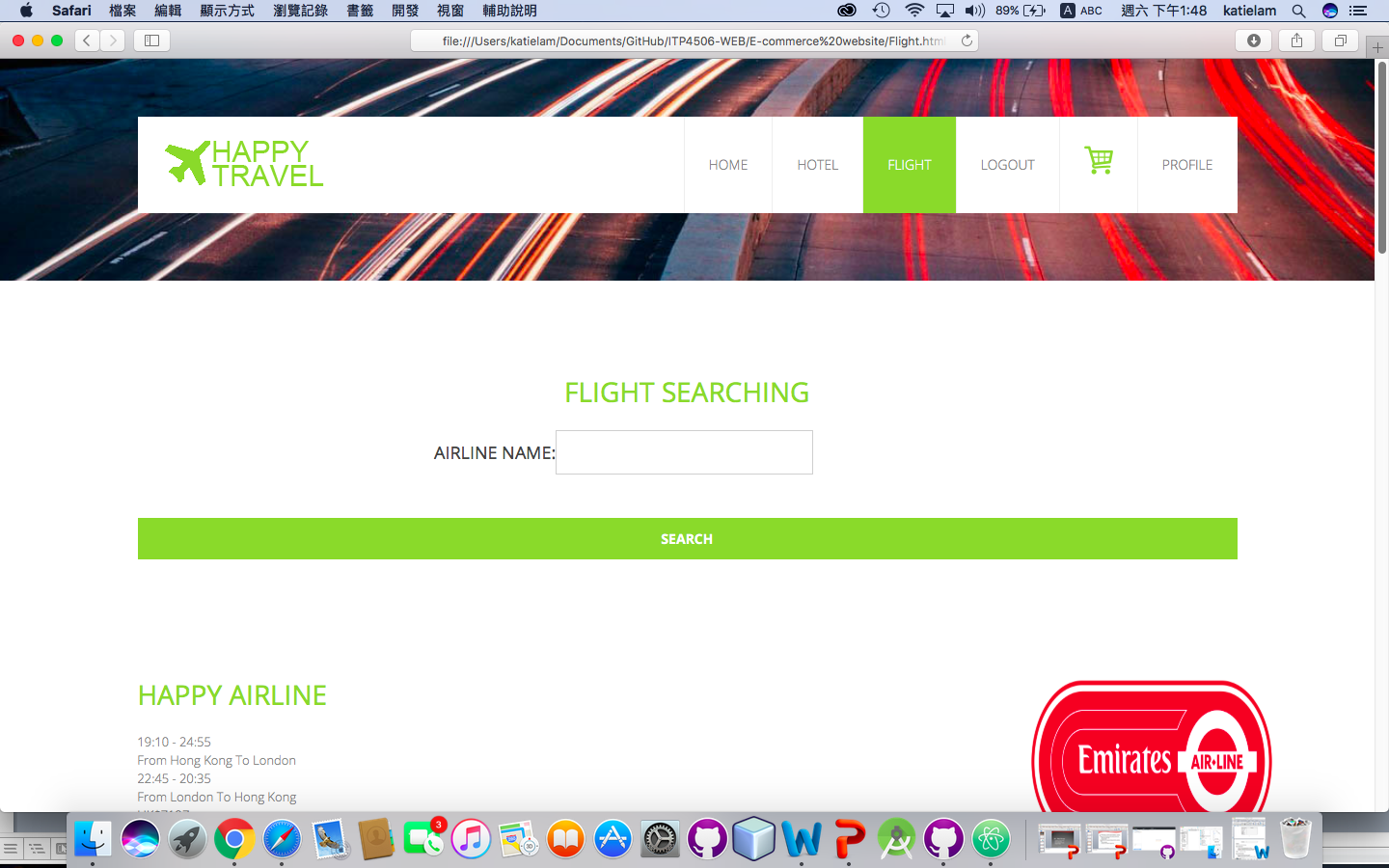
## 3.1.2. Hotel page



|  |  |
| --- | --- |
| Design Principles | Description |
| Mental Model |  |
| Affordance |  |
| Content Organization |  |
| Visual Organization |  |
| Navigation |  |



## 3.1.3. Flight page



|  |  |
| --- | --- |
| Design Principles | Description |
| Mental Model |  |
| Affordance |  |
| Content Organization |  |
| Visual Organization |  |
| Navigation |  |

## 3.1.4. Register/Login Page

|  |  |
| --- | --- |
| Design Principles | Description |
| Mental Model |  |
| Affordance |  |
| Content Organization |  |
| Visual Organization |  |
| Navigation |  |

