

Chapter 4 :

Product Features

1. Book a Class

I. Functionality

Our site will provide three major types of yoga classes

- Everyday Yoga
- Power Yoga
- Artistic Yoga

The user can select to join multiple classes given he has fully paid the package amount. Different packages provided by our site are Trial Package(15days), Monthly Package(30 days) and Premium Package(Yearly). The user will be able to attend Yoga classes based on their package. Moreover the user will be provided with different options regarding the time slots which gives the user the freedom to choose their preferred time. Once the user selects his time he will be able to access the information on different plans and its pricing. After choosing the plan the user will have to fill the register form to get the further updates on his/her enrolled classes.

II. Photos of the Implementation

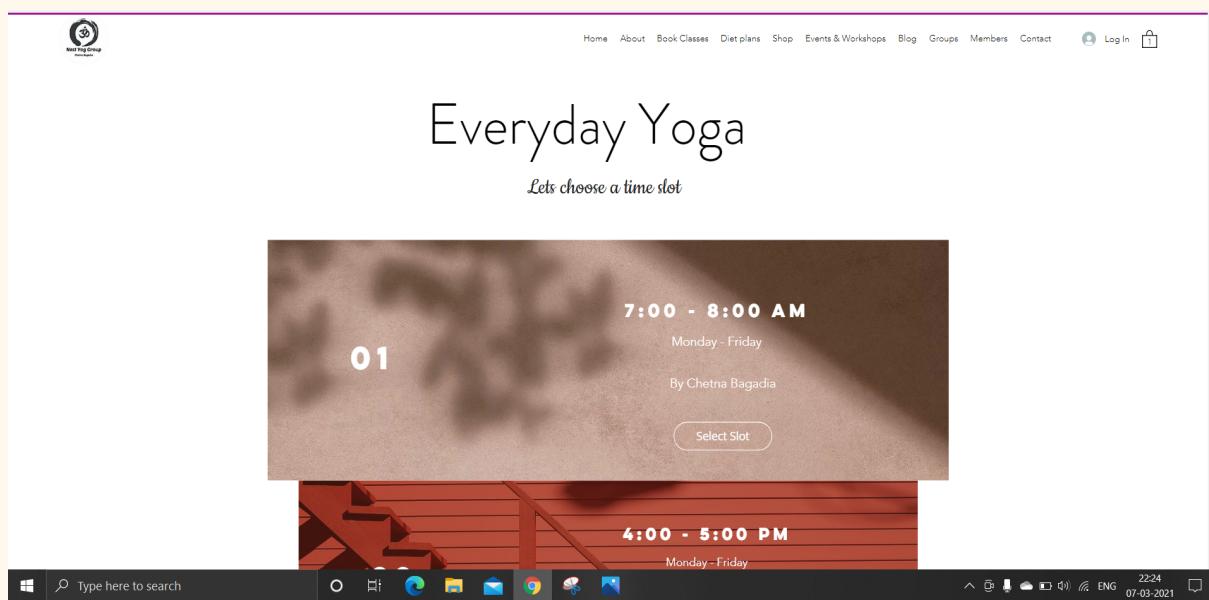
Book Classes Page : The user can choose to join in his preferred yoga class from the given options

The screenshot shows a website interface for booking yoga classes. At the top, there's a navigation bar with links for Home, About Us, Book Classes (which is highlighted in blue), Diet plans, Shop, Events & Workshops, Blog, Groups, and Contact Us. There's also a search bar and a login button. Below the navigation, there are two main class offerings:

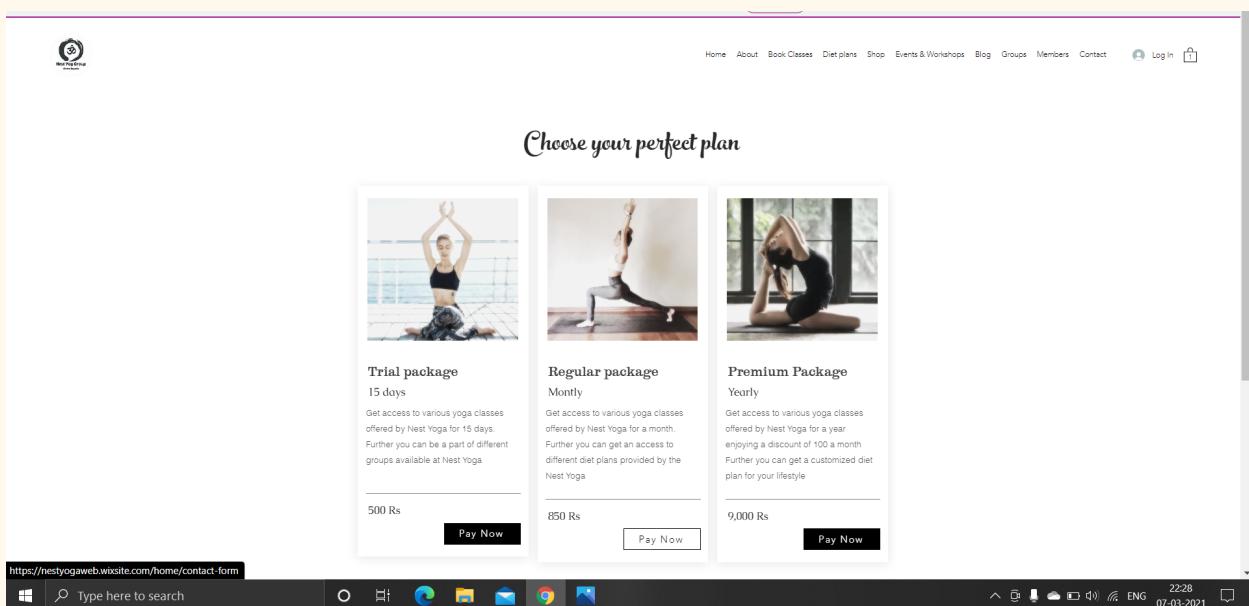
- EVERYDAY YOGA**: A yellow-themed section featuring a photo of three people in a reclining pose. The text describes it as a session focused on strength and flexibility.
- POWER YOGA**: A green-themed section featuring a photo of a person performing a complex pose like a handstand or backbend. The text describes it as a vigorous, fitness-based approach to vinyasa-style yoga.

At the bottom of the page, there's a Windows taskbar with icons for File Explorer, Task View, Start, Edge browser, Mail, Google Chrome, and File Explorer. It also shows the date (21-03-2021) and time (10:39). A 'Let's Chat!' live support bubble is visible in the bottom right corner.

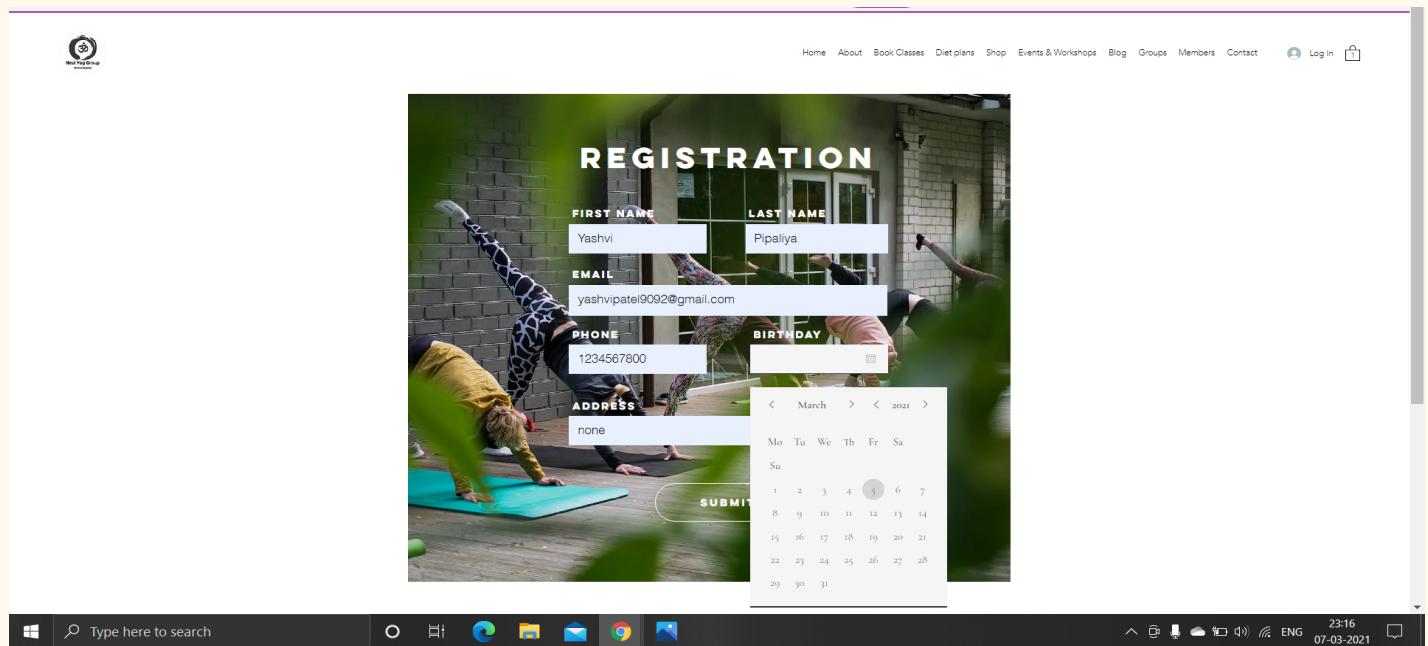
Time Slot Page: Next, the user will be given option to choose his/her preferred time slot from the available timings



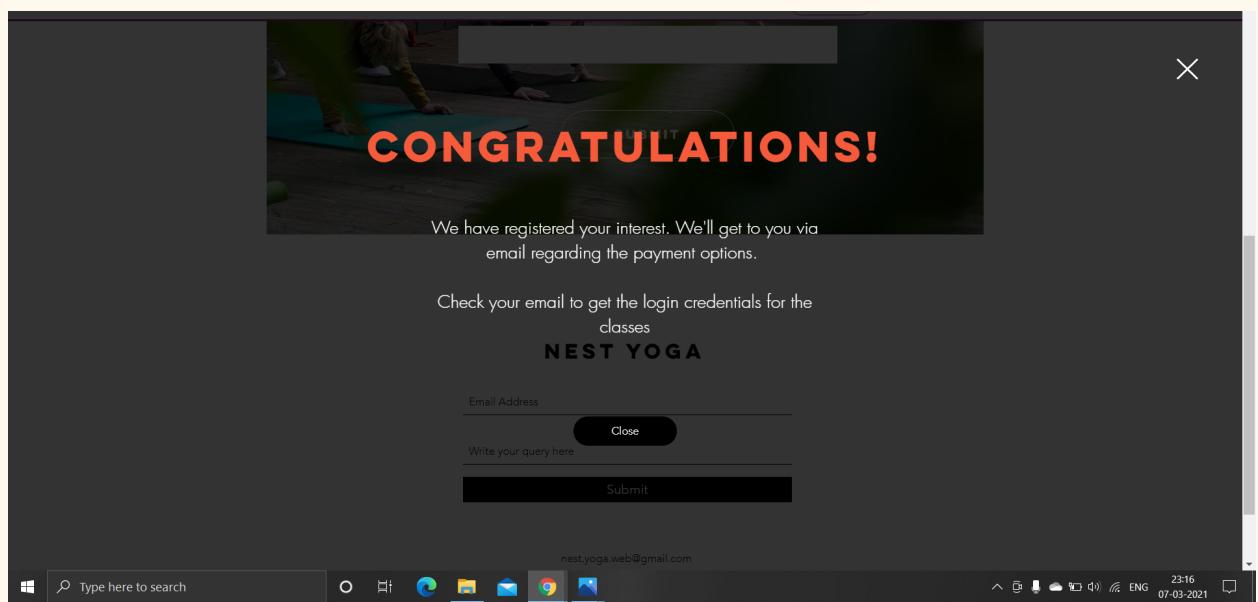
Plan and Pricing Page: After selecting the time and date the user will be asked to select an appropriate package in accordance to his needs .



Registration Page: Next, the user will have to register their details to proceed with the payment details and to get the login credentials for their preferred yoga class



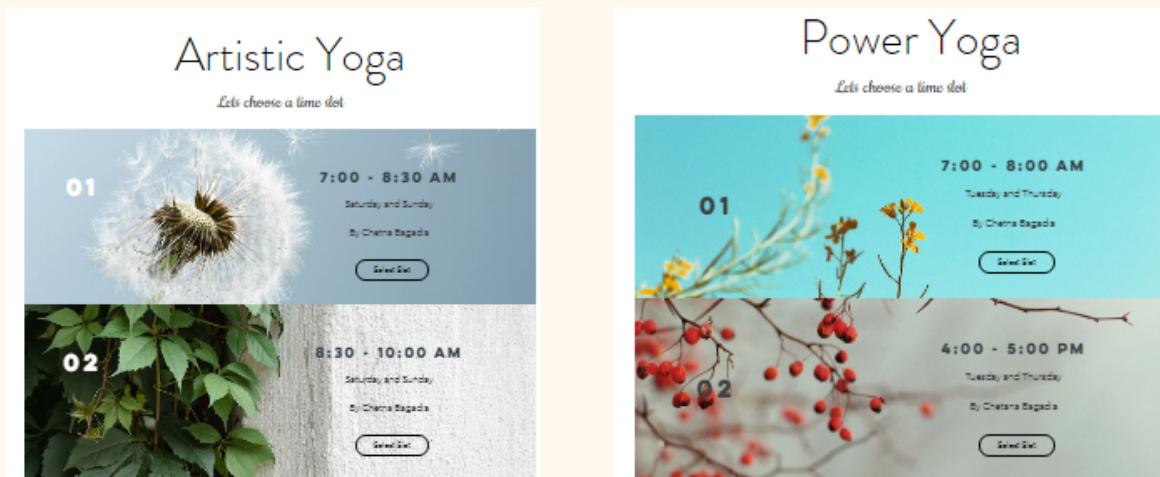
Confirmation Message : Lastly, the user will get a confirmation message once he clicks the submit button



III. Design Principles/ Universal Usability principles implemented

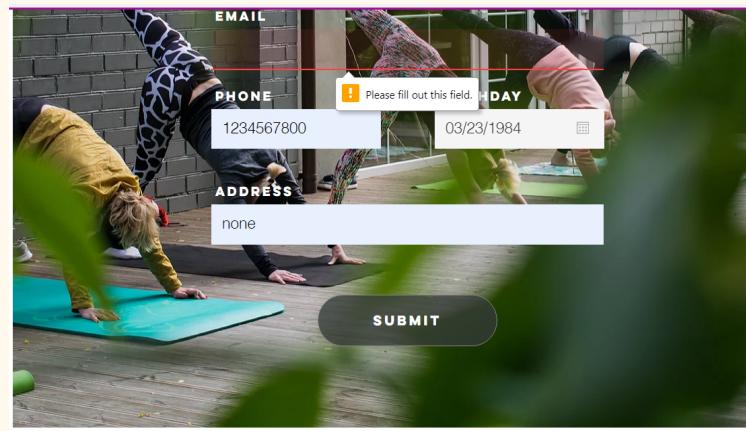
- ❖ Consistency

- Consistency is maintained in the time slot page for every type of yoga class and the header as well as the footer is consistent for every page on the website.

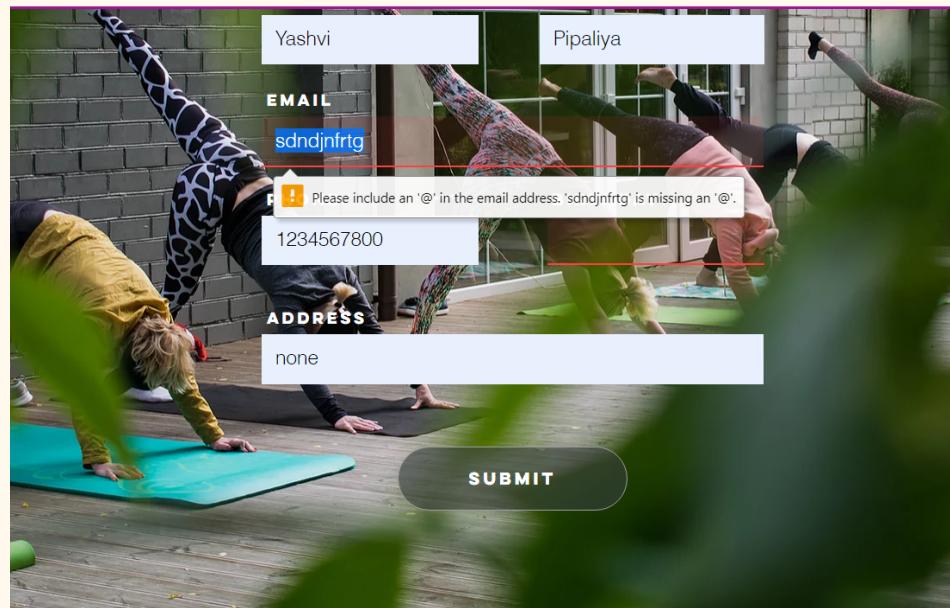


- ❖ Offer Informative Feedback :

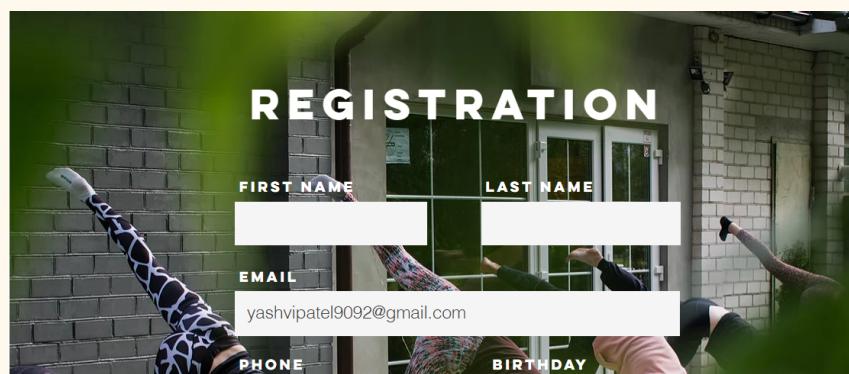
- In the Registration form if the user misses any information an appropriate message will be displayed to the user to fill the given field.



- ❖ Design Dialogues to Yield Closure
 - Confirmation Message will be displayed once the user completes the registration form and submits it.
- ❖ Prevent Errors and Constraints
 - In the registration form if the user does not fill the details in accordance to the need then an appropriate error message will be displayed to the user and the user will not be able to submit the form.

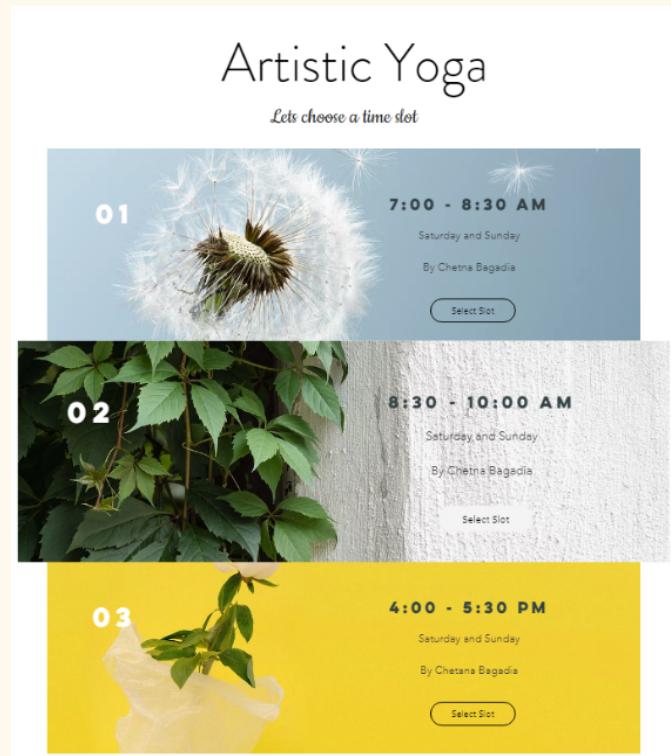


- ❖ Reduce Short Term Memory Load
 - If the user is logged in the site then the email field in the registration form will be filled automatically with the user's login/sign-up email address. Hence the user does not need to remember the email address to fill the registration form



❖ Visibility

- In the time slot page users can easily know what all the options are, and know straight away how to book for one of the given time slot.



IV. Details of Interaction Style

- ➔ Form Fill-in
 - ◆ The Registration Page uses Form Fill-in interaction style
- ➔ Menu Selection
 - ◆ Selecting different time slots, options and classes.
- ➔ Natural language
 - ◆ Interface communicates with user via simple commands in english

2. Buy a Product

I. Functionality

Our site will sell various products which are related to Yoga which includes

- Yoga mat
- Copper water bottle for yoga
- Sweatpants
- e-Book : Light on Yoga, The Bible of Modern Yoga
- Green tea
- Muse Hoodie
- e-Book : Yoga for Everyone, 50 Poses For Every Type of Body
- High waist airlift leggings
- Yoga Towels

The user can buy multiple products from the website. Various filters on price, color and size are available so that users can find their product in less time. Moreover users can change the order of the product listing whereby users can choose from the given criteria they want the products to be listed with use of Sort by option. The user will be able to add their product to the cart or can add to wishlist or can buy the product now. After adding the products to the cart, the user will be able to obtain the final amount and can proceed to the Checkout option. Once the payment is done by the user a confirmation dialog box will appear and an email will be sent to the user regarding the confirmation, shipping details and order number.

II. Photos of the Implementation

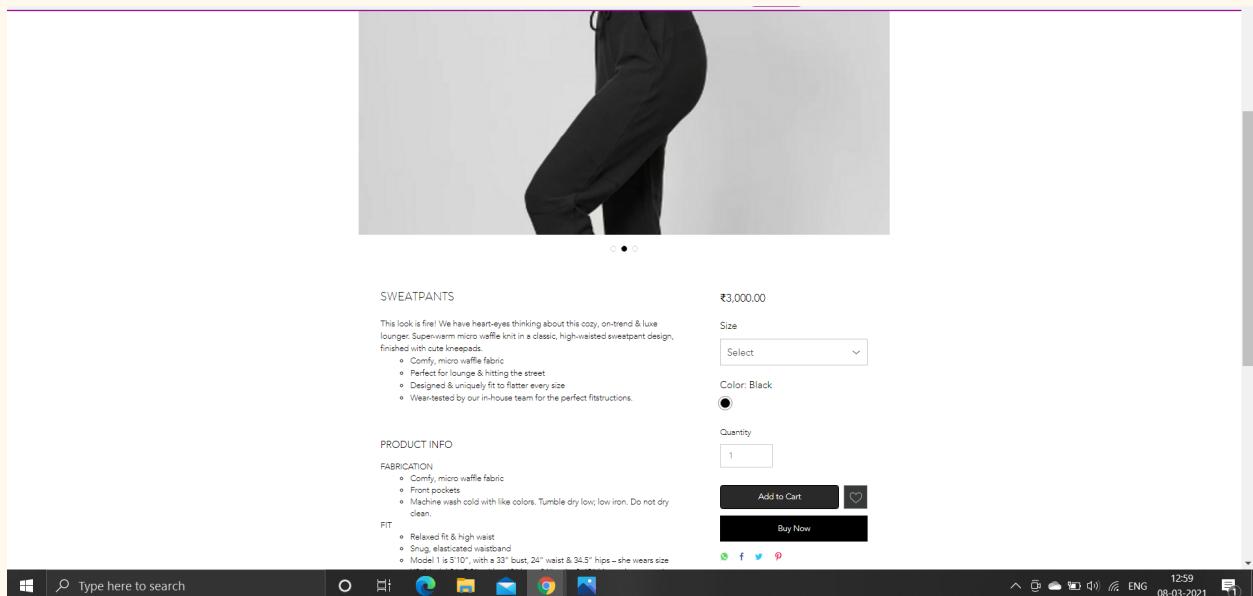
Shop Page: The shop page where users can view different products here. Users can use the Filter option given on the left side to filter out products of their preferred choice. Sort by option is available so that the users can change the order of the product listing.

The screenshot shows a website for a yoga group. At the top, there's a navigation bar with links for Home, About, Book Classes, Diet plans, Shop (which is highlighted), Events & Workshops, Blog, Groups, Members, Contact, and a user icon. Below the navigation, a banner says "Let's get you ready for Yoga" and "One stop for all your Yoga needs." On the left, there's a sidebar with "Filter by" options for Price (with a slider from ₹80.00 to ₹3,000.00), Color (+), and Size (+). To the right, there are three product cards: a book titled "Yoga for Everyone: 50 Poses For Every Type of Body" (Best Seller, ₹300.00), a stack of four colorful yoga towels (₹200.00), and a pair of black sweatpants (₹3,000.00). A "Sort by" dropdown menu is also visible.

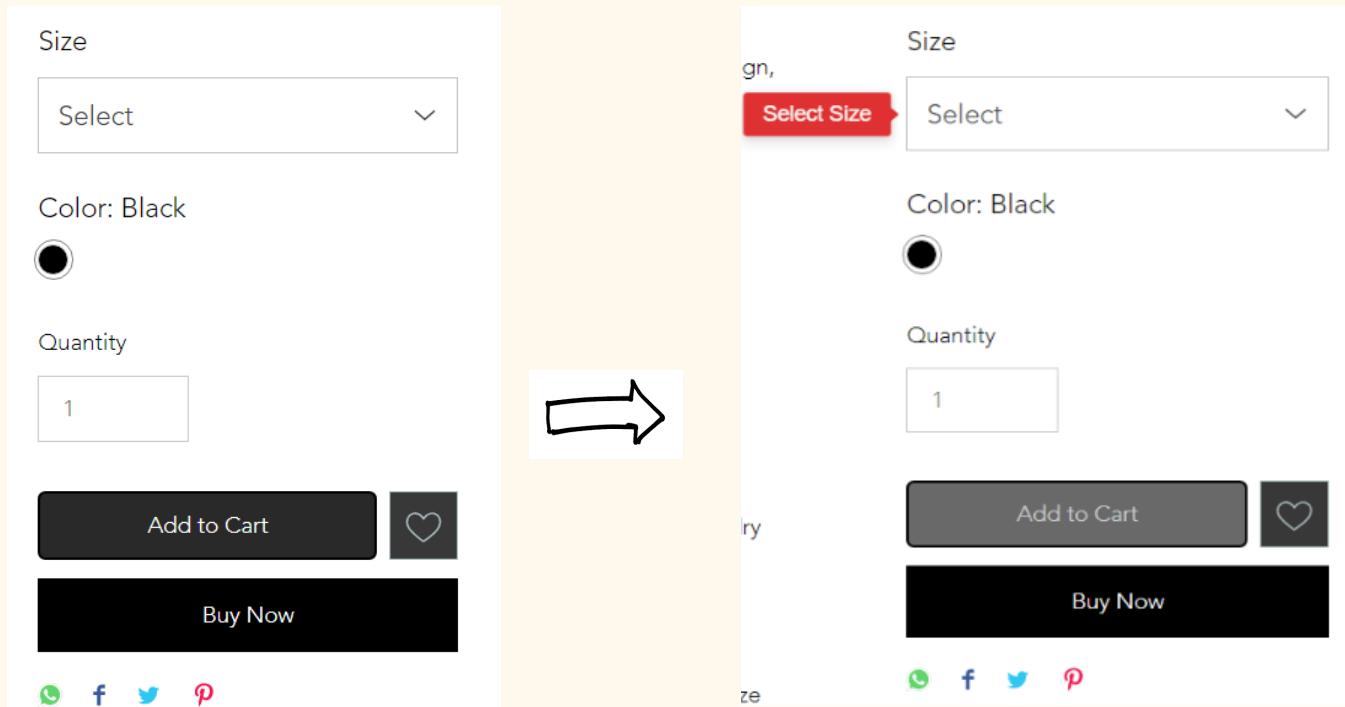
- **Quick View:** There's a Quick view option available for the user to view the product images and pricing details in brief

A modal window is displayed over the shop page, showing a large image of a woman wearing black sweatpants. The modal contains the product name "SWEATPANTS" and the price "₹3,000.00". It has a dropdown menu for "Size" with options "Select", "Small", "Medium" (which is selected and highlighted in blue), and "Large". Below that is a "Quantity" input field set to "1". At the bottom are "Add to Cart" and "View More Details" buttons. The background of the modal is semi-transparent, showing parts of the shop page like other products and a search bar.

- Product Page: Next, the user can click on the product to view the production information in detail. Users can add this product in wishlist and can buy the product right away without adding this product to cart. Moreover, user can share the particular product on Whatsapp, Facebook, Twitter and Pinterest.



- User needs to select his preferred size/color in order to add the product to the cart if he did not select size the user will not be able to add this product to the cart



- **MyWishlist Page:** User can see all their wishlist products on the MyWishlist page. User can add/remove any product in the wishlist page available on the site. Next user add the products in the wishlist directly to the cart and the user will be able to view detail information of the product by clicking on the product

My Wishlist

View favorite products you've saved to your wishlist.

New Arrival

Herbal Green Tea | ₹80.00 | Add to Cart

SWEATPANTS | ₹3,000.00 | Add to Cart

Yoga Towels | ₹200.00 | Add to Cart

[Events](https://nestyogaweb.wixsite.com/home/product-page/yoga-towels)

- **My Cart Page:** Now we proceed to the My Cart page where the users can see all products they wish to buy. User can increase the quantity of any product. Moreover the Order Summary will be provided on the right side containing the total amount of the products which are present in the cart. User will click on the checkout button to proceed to payment

My Cart

Product	Quantity	Price	Action
Yoga Mat	1	₹900.00	X
SWEATPANTS	1	₹3,000.00	X

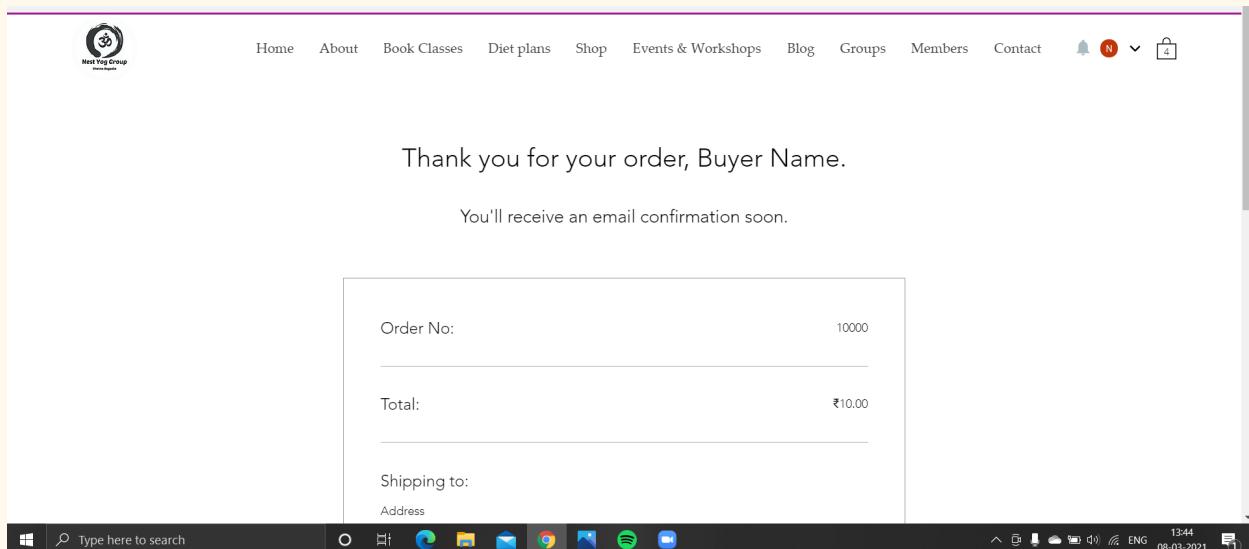
Order Summary

Item	Value
Subtotal	₹4,800.00
Shipping	FREE
Total	₹4,800.00

Checkout

Enter a promo code

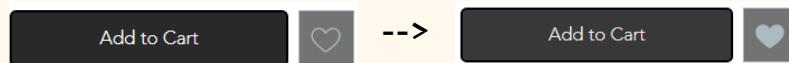
- Confirmation Message: Lastly, the user will get a confirmation message once they are done with the payment. The confirmation message will contain the order number, total amount of the purchase and the shipping details.



III. Design Principles/ Universal Usability principles implemented

❖ Offer Informative Feedback :

- In the product page if the user wishlists any product the symbol of wishlist will change slightly so that the user can know that the product is added to his/her wishlist



❖ Design Dialogues to Yield Closure

- The user will get a confirmation message once they are done with the payment showing all the details regarding the purchase

❖ Prevent Errors and Constraints

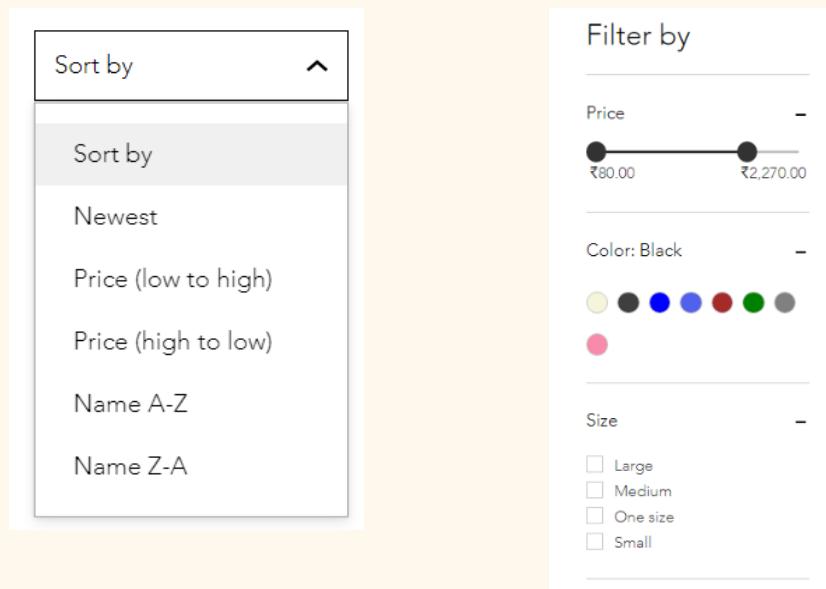
- If any product is out of stock the user will not be able to add that product to the cart.
- Users will have to select size/color before adding the product to the cart. The product will not be added to the cart until the user selects his/her preferred size/colour

❖ Permit Easy Reversal of Actions

- The user can remove a product from the cart and wishlist anytime. Further the user can change the quantity of the product after adding it to the cart.

❖ Support Internal Locus of Control

- In the Shop page user can change the order of the product listing with the use of sort option.
- Various filters are also available so that the user can view the product of their interest.



- ❖ Reduce Short Term Memory Load
 - The Wishlist page is available where the user can save all the products they intend to buy later on or want to save for other purposes. Hence user save all those products in their personal wishlist page.

IV. Details of Interaction Style

- Form Fill-in
 - ◆ The Feedback Page uses Form Fill-in interaction style
- Natural language
 - ◆ Interface communicates with the user via simple commands in english.

3. Feedback

I. Functionality

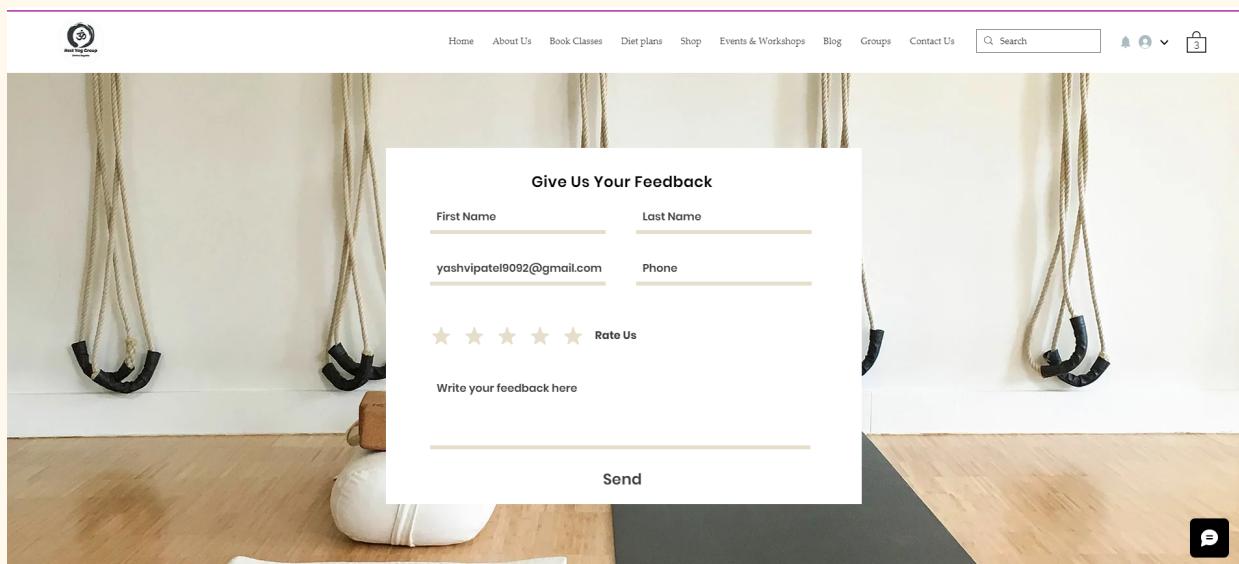
Listening to customer feedback makes customers feel involved and important. Nothing shows the customers that they are important better than asking for their opinion and acting accordingly. By asking your customers to provide feedback we are trying to make them believe that their opinion is truly valued. Also it's essential for measuring customer satisfaction among your current customers. Getting a handle on how customers view your product, support, and the company is invaluable. So we designed a form containing following fields

- First Name (Required)
- Last Name (Required)
- Email ID (Required)
- Phone Number (Optional)
- Rating (Required)
- Write Feedback (Required)

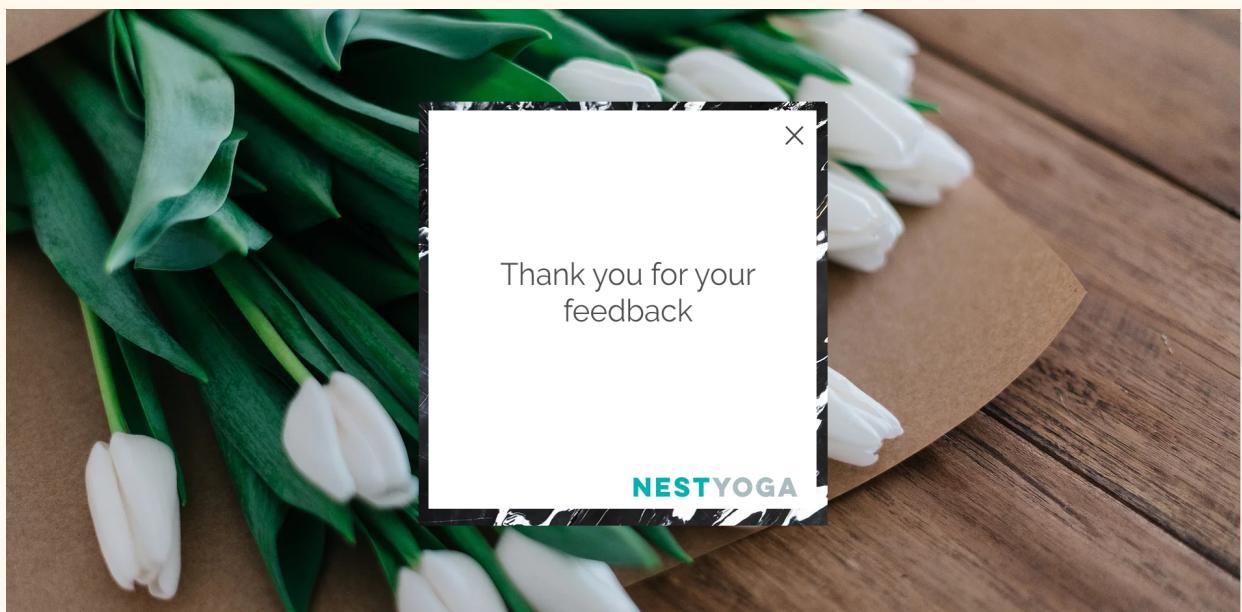
This page will collect following information from the user and once the user clicks on the submit button a confirmation message as well as email will be sent to the user. All the responses will be saved for analysis and future improvisation of the website.

II. Photos of the Implementation

Feedback Form : the user will have to fill the following details to provide their valuable feedback and opinion on the service of the website



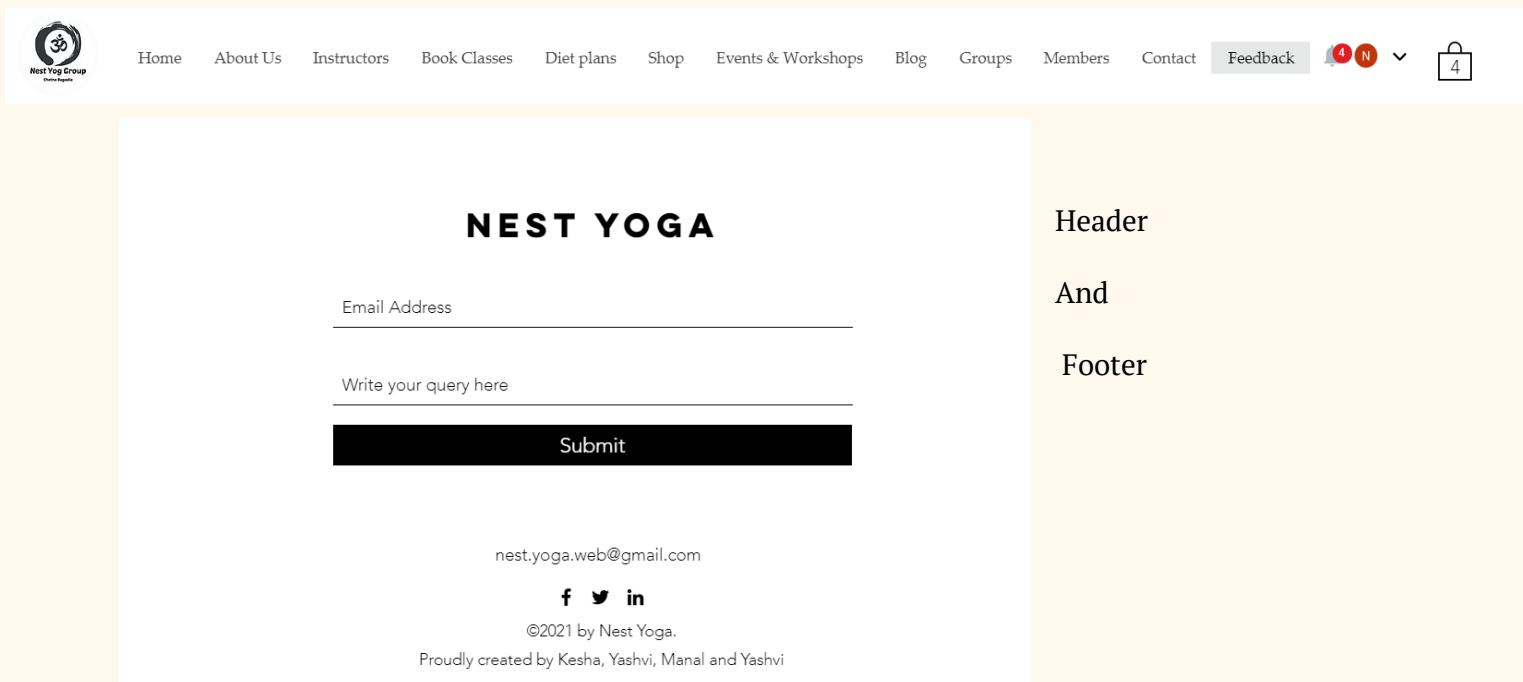
Confirmation Message : Lastly, the user will get a confirmation message once he clicks the Send Feedback button



III. Design Principles/ Universal Usability principles implemented

❖ Consistency

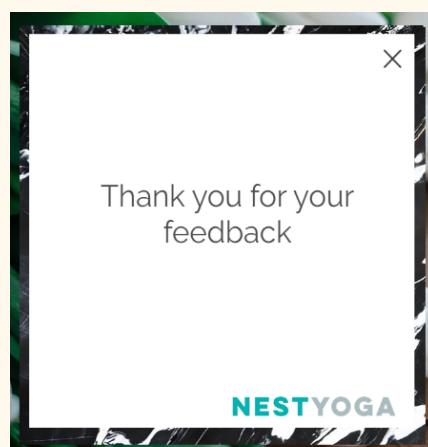
- Consistency is maintained in every type of yoga class and the header as well as the footer is consistent for every page on the website.



The screenshot shows the Nest Yoga website. At the top is a dark green header bar with the text "Nest Yoga" and "Home". Below it is a light blue navigation bar with links: Home, About Us, Instructors, Book Classes, Diet plans, Shop, Events & Workshops, Blog, Groups, Members, Contact, and Feedback. The Feedback link is highlighted in grey. To the right of the Feedback button are icons for notifications (4), user profile (N), and a dropdown menu. A shopping cart icon with the number 4 is also visible. The main content area has a yellow background. It features the "NEST YOGA" logo at the top. Below it is a contact form with fields for "Email Address" and "Write your query here", and a "Submit" button. At the bottom of the page, there is an email address "nest.yoga.web@gmail.com", social media links for Facebook, Twitter, and LinkedIn, a copyright notice "©2021 by Nest Yoga.", and a credit "Proudly created by Kesha, Yashvi, Manal and Yashvi".

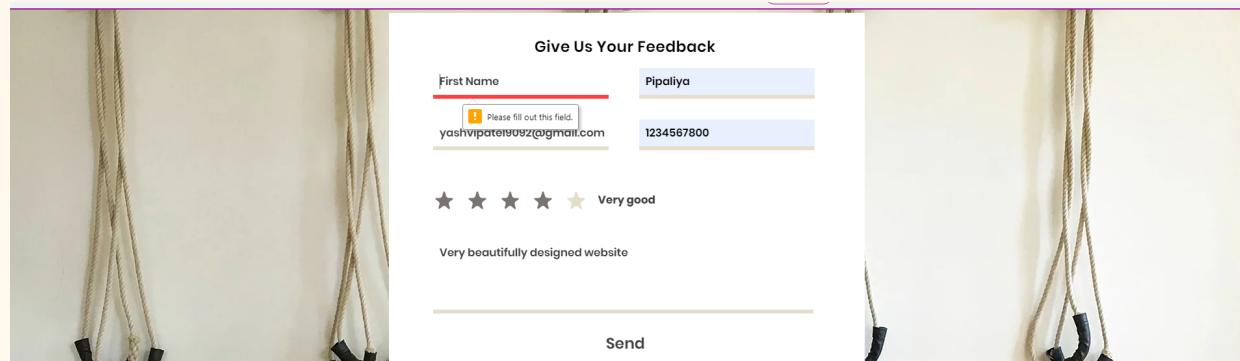
❖ Design Dialogues to Yield Closure

- Confirmation Message will be displayed once the user completes the Feedback form and clicks on the Send Feedback it.



❖ Offer Informative Feedback :

- In the Feedback form if the user misses any information an appropriate message will be displayed to the user to fill the given field.



- In the RATE US field in the feedback page if the user provides his rating by choosing the number of stars. The colour of the star will change so that the user can know how many stars he/she selected. Also based on the number of stars given by the user an appropriate message indicating the Qualitative Meaning will be displayed (For example Very good = 4stars)



❖ Prevent Errors and Constraints

- In the registration form if the user does not fill the details in accordance to the need then an appropriate error message will be displayed to the user and the user will not be able to submit the form.

