

# 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

**EVERYDAY YOGA**

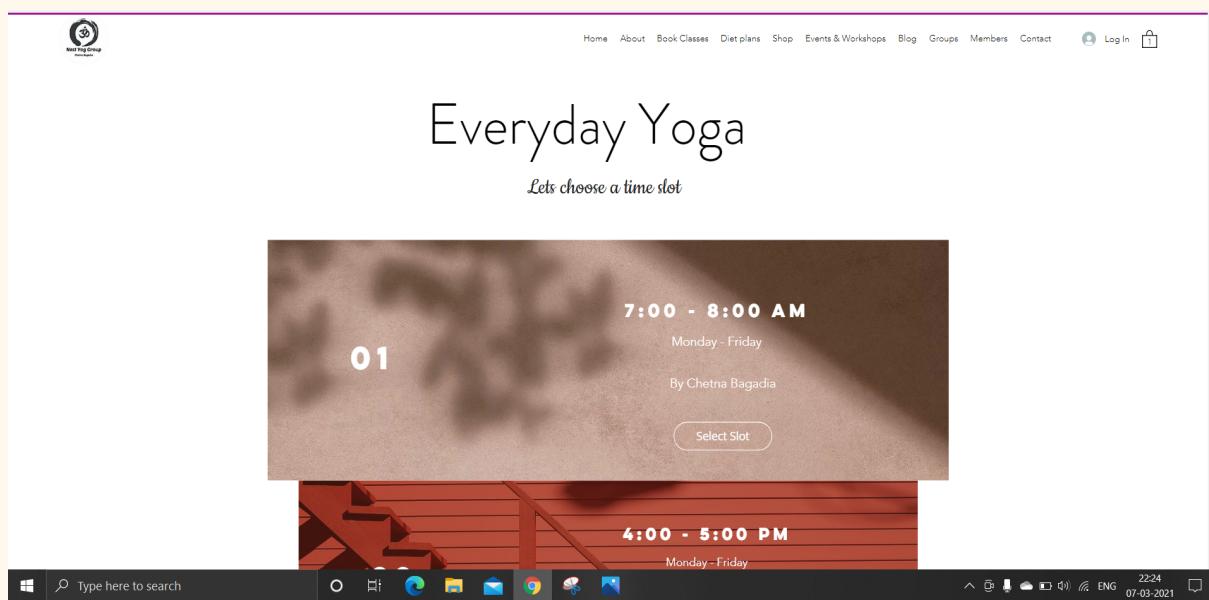
Awaken and align your body with this rejuvenating yoga session. Well focus on strength and flexibility, and you'll leave feeling relaxed and balanced. All equipment should be brought along with you in the sessions.

**POWER YOGA**

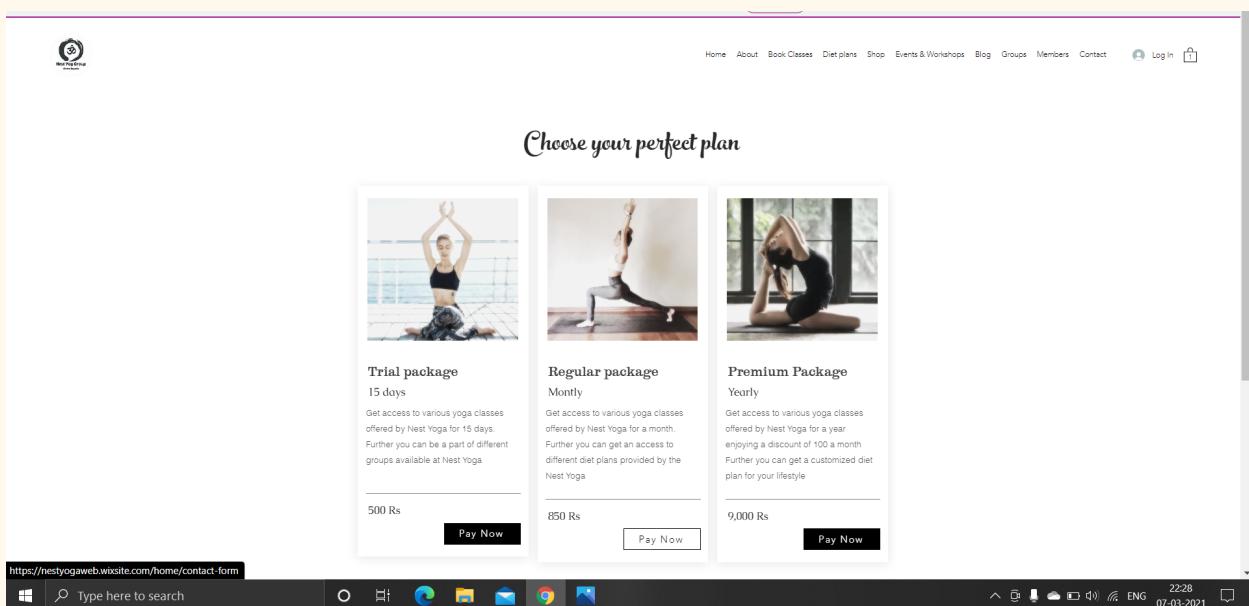
Power yoga is a general term used to describe a vigorous, fitness-based approach to vinyasa-style yoga. Power

Home About Us Book Classes Diet plans Shop Events & Workshops Blog Groups Contact Us Search Log In 0 Let's Chat! 1 message 10:39 21-03-2021

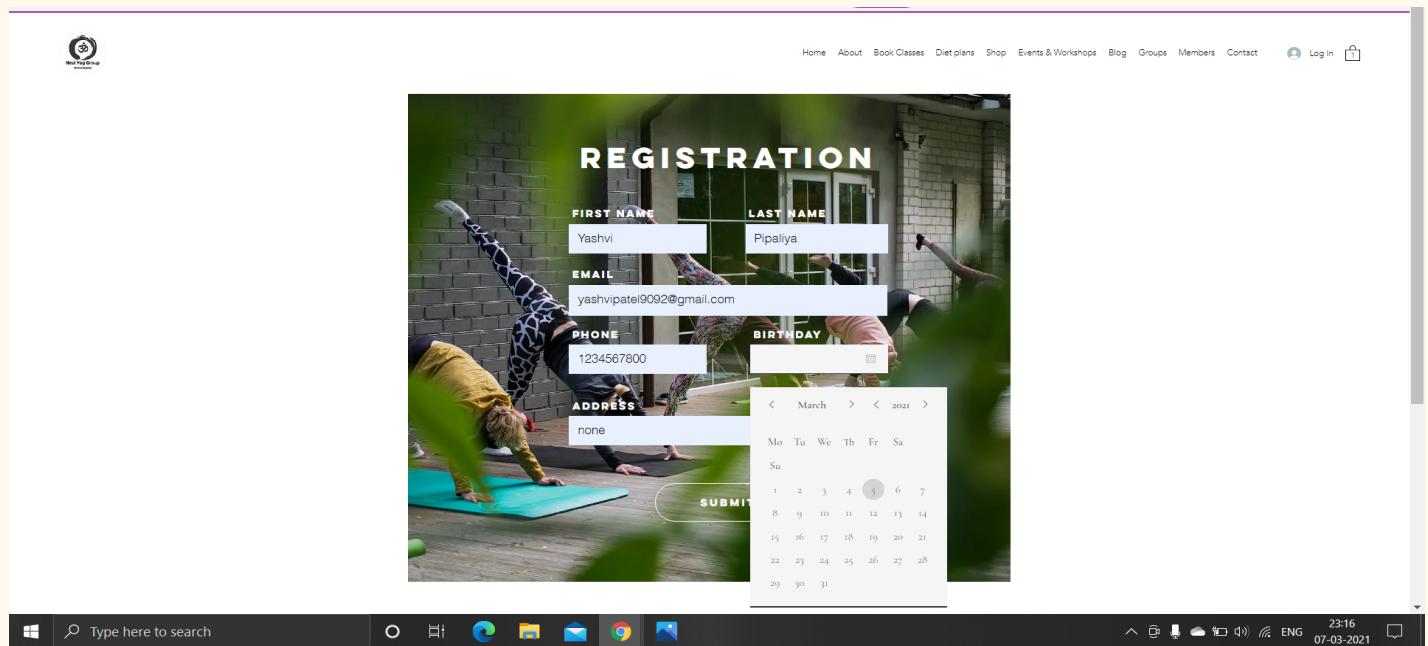
Time Slot Page: Next, the user will be given option to choose his/her preferred time slot from the available timings



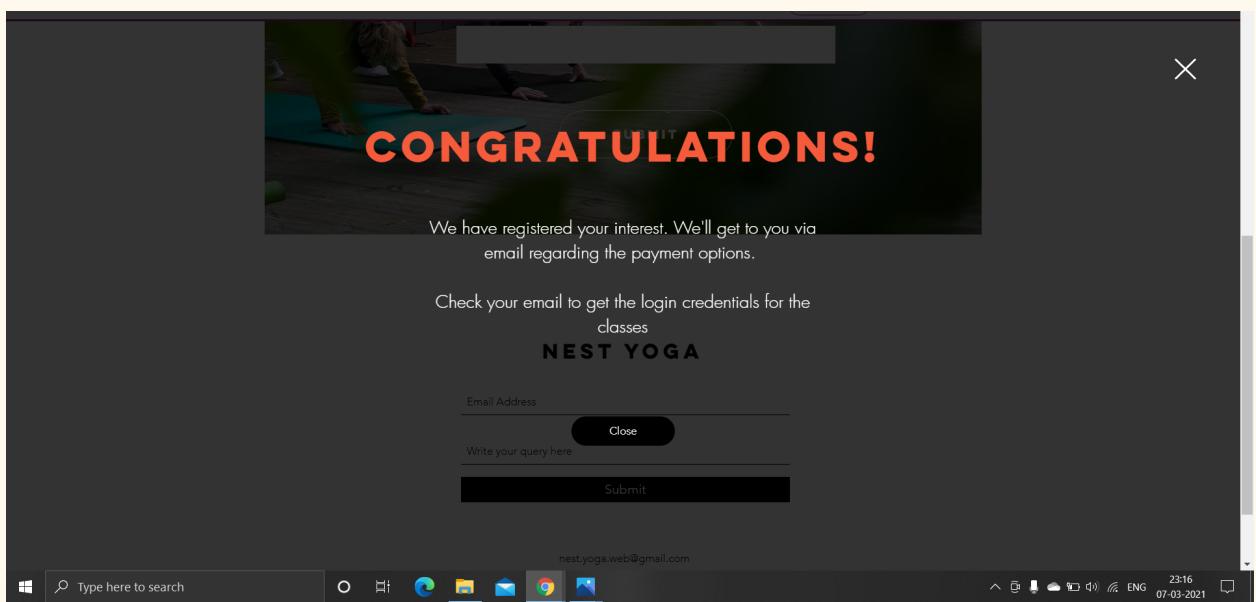
Plan and Pricing Page: After selecting the time and date the user will be asked to select an appropriate package in accordance to his needs .



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

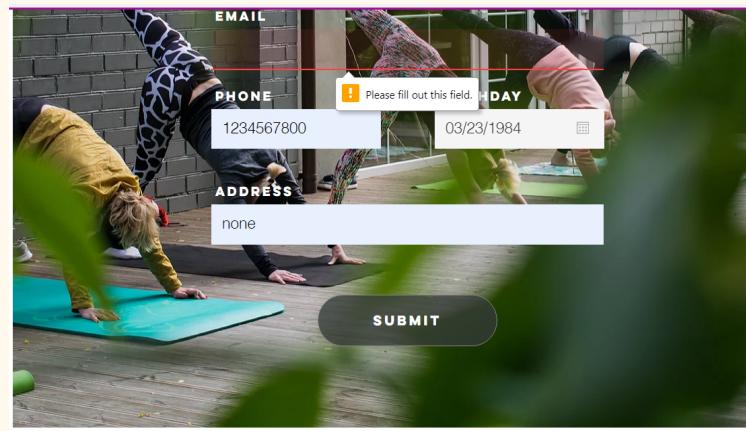
- ❖ Consistency

- 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.

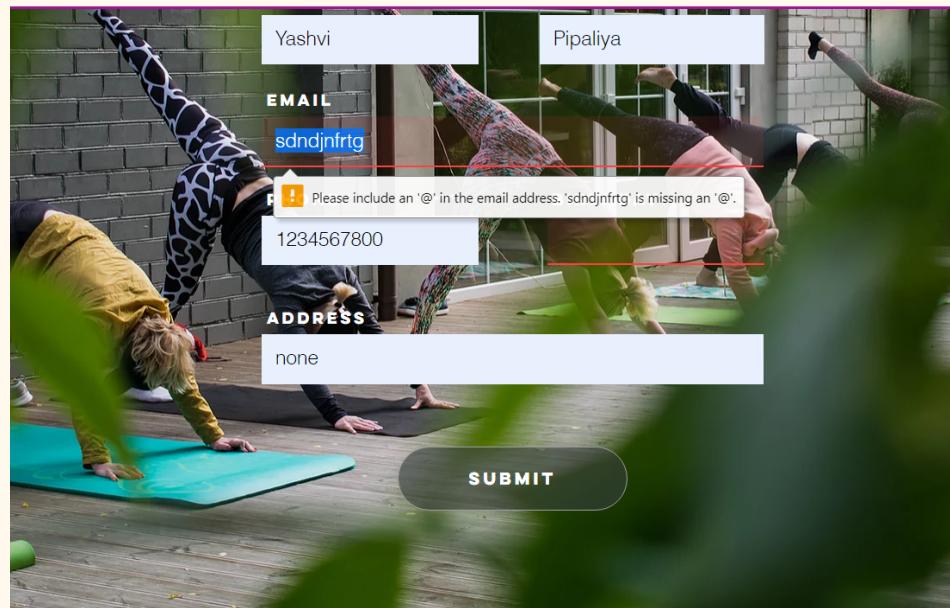


- ❖ Offer Informative Feedback :

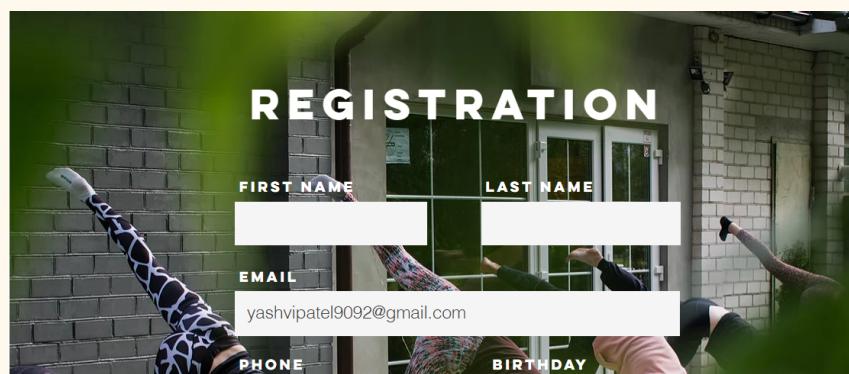
- In the Registration form if the user misses any information an appropriate message will be displayed to the user to fill the given field.



- ❖ 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.

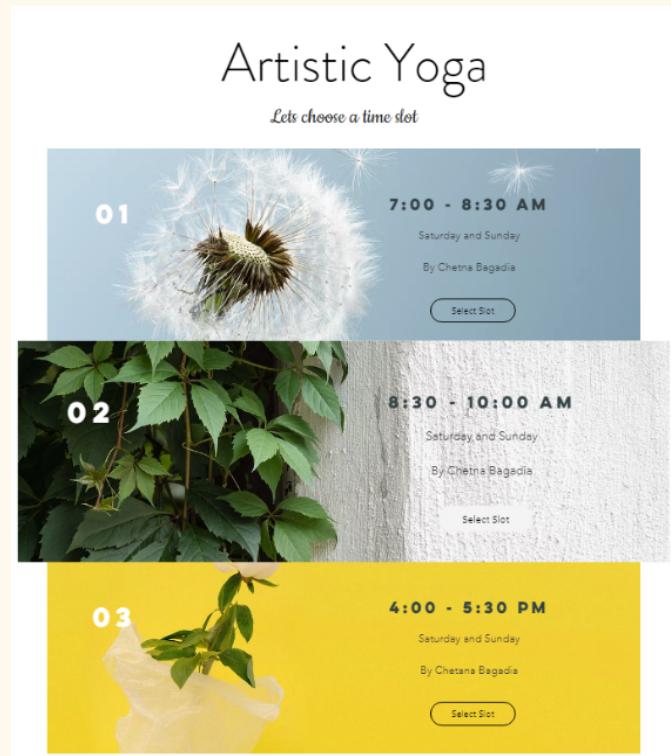


- ❖ Reduce Short Term Memory Load
  - If the user is logged in the site then the email field in the registration form will be filled automatically with the user's login/sign-up email address. Hence the user does not need to remember the email address to fill the registration form



❖ 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

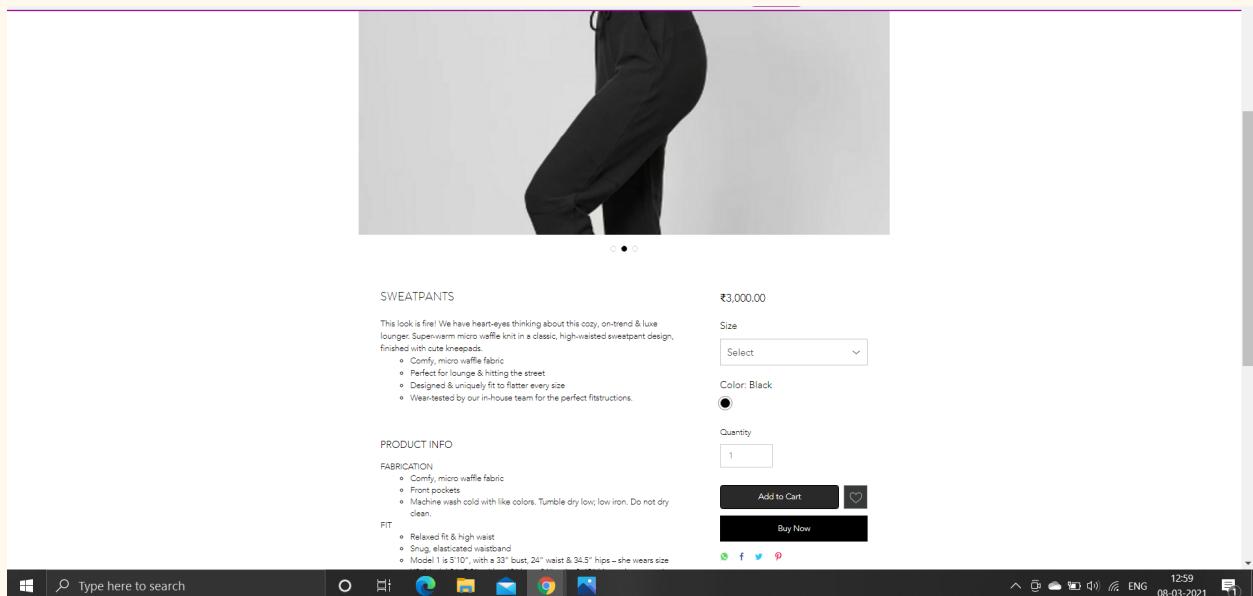
**Shop Page:** The shop page where users can view different products here. Users can use the Filter option given on the left side to filter out products of their preferred choice. Sort by option is available so that the users can change the order of the product listing.

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" (₹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.

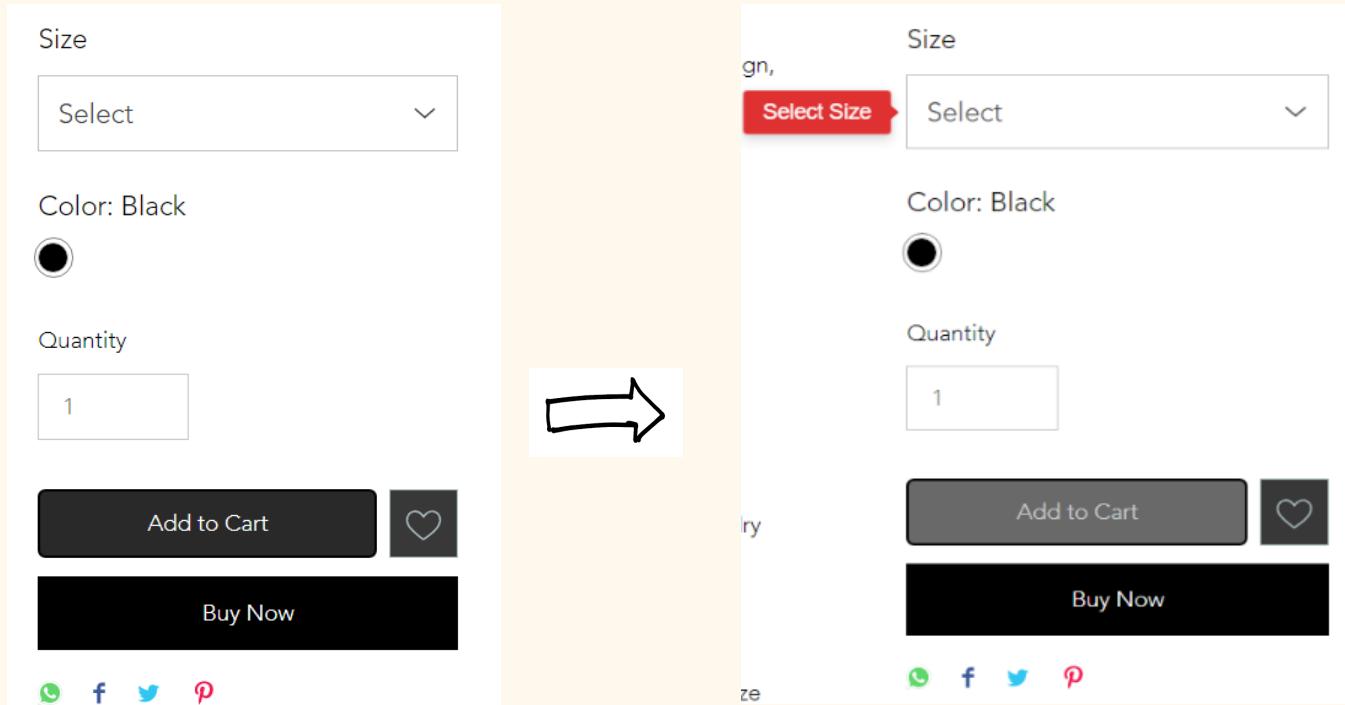
- **Quick View:** There's a Quick view option available for the user to view the product images and pricing details in brief

A modal window is displayed over the website content. It shows a large image of a woman wearing black sweatpants. To the right of the image, the product name "SWEATPANTS" and price "₹3,000.00" are listed. Below that is a "Size" dropdown menu with options: "Select", "Small", "Medium" (which is selected and highlighted in blue), and "Large". Underneath the size dropdown is a "Quantity" input field set to "1". At the bottom of the modal are two buttons: "Add to Cart" and "View More Details". The background of the modal is semi-transparent, allowing parts of the website's footer and other products to be seen.

- 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

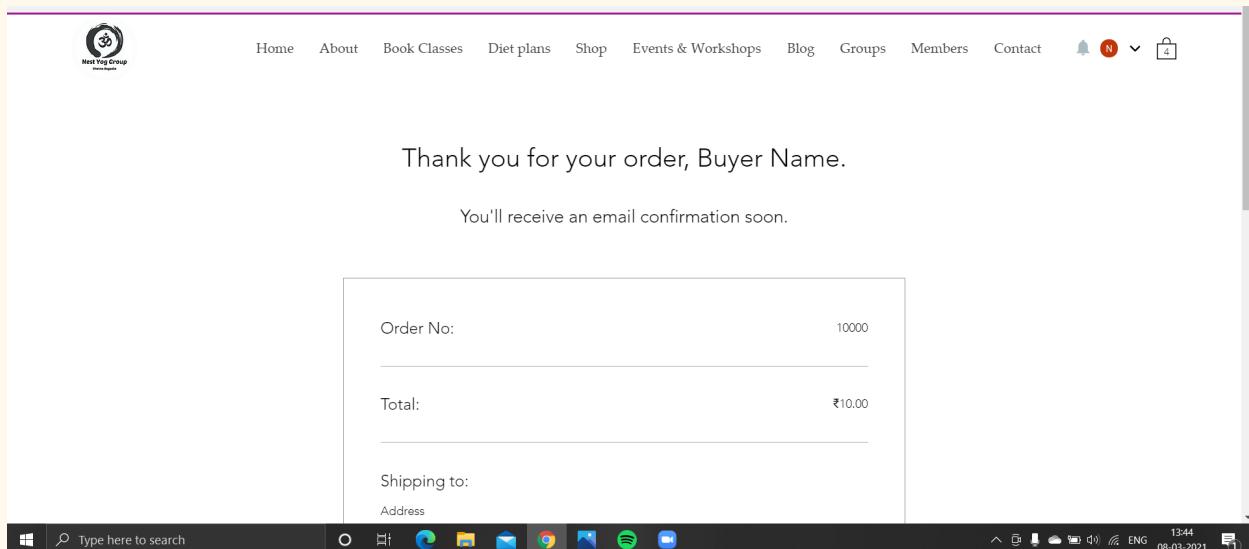
Order Summary

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

**Checkout**

Enter a promo code

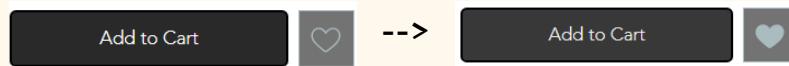
- Confirmation Message: Lastly, the user will get a confirmation message once they are done with the payment. The confirmation message will contain the order number, total amount of the purchase and the shipping details.



### 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

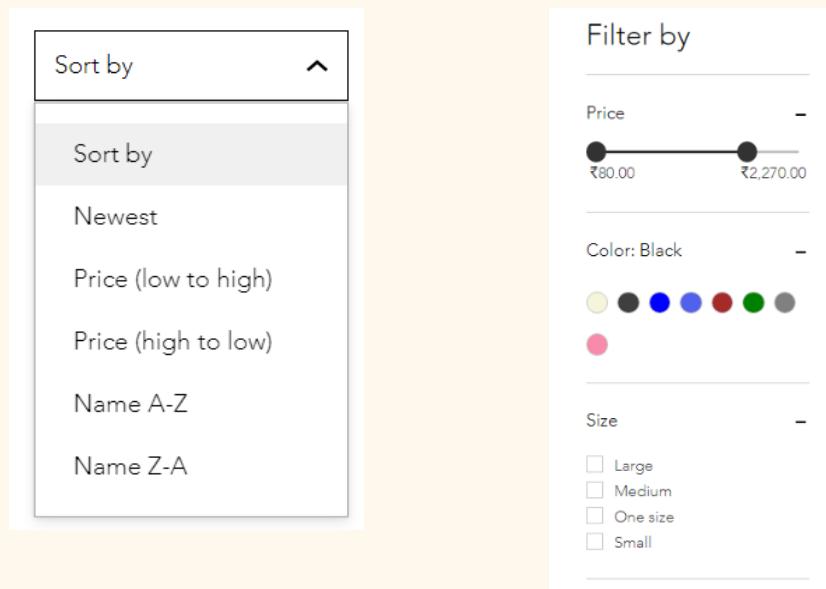
- If any product is out of stock the user will not be able to add that product to the cart.
- Users will have to select size/color before adding the product to the cart. The product will not be added to the cart until the user selects his/her preferred size/colour

❖ 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

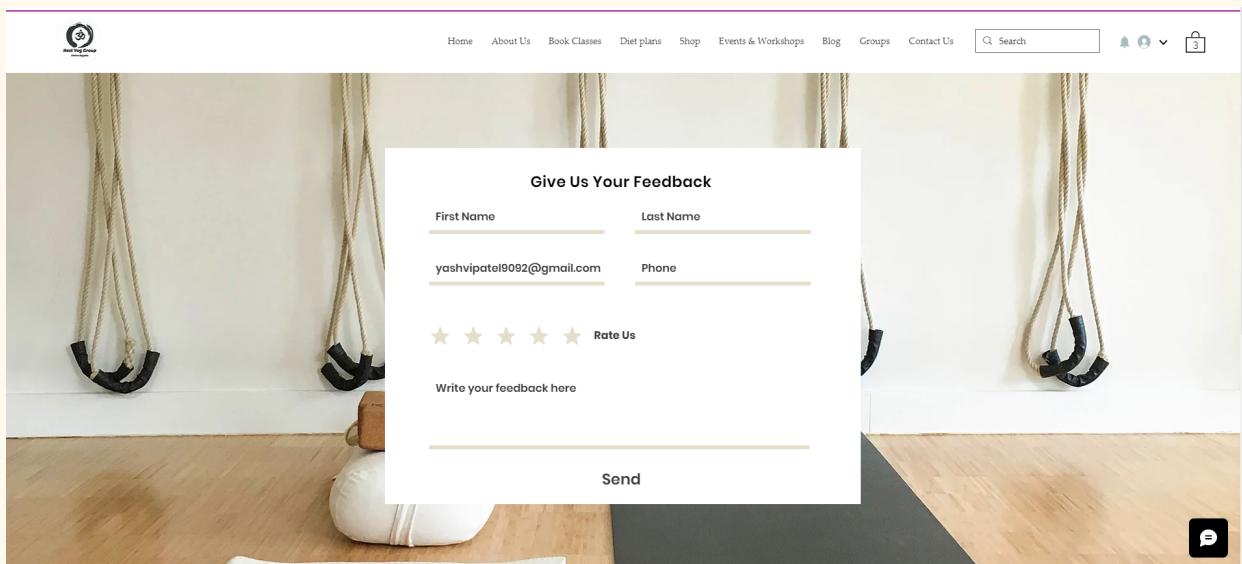
Listening to customer feedback makes customers feel involved and important. Nothing shows the customers that they are important better than asking for their opinion and acting accordingly. By asking your customers to provide feedback we are trying to make them believe that their opinion is truly valued. 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)

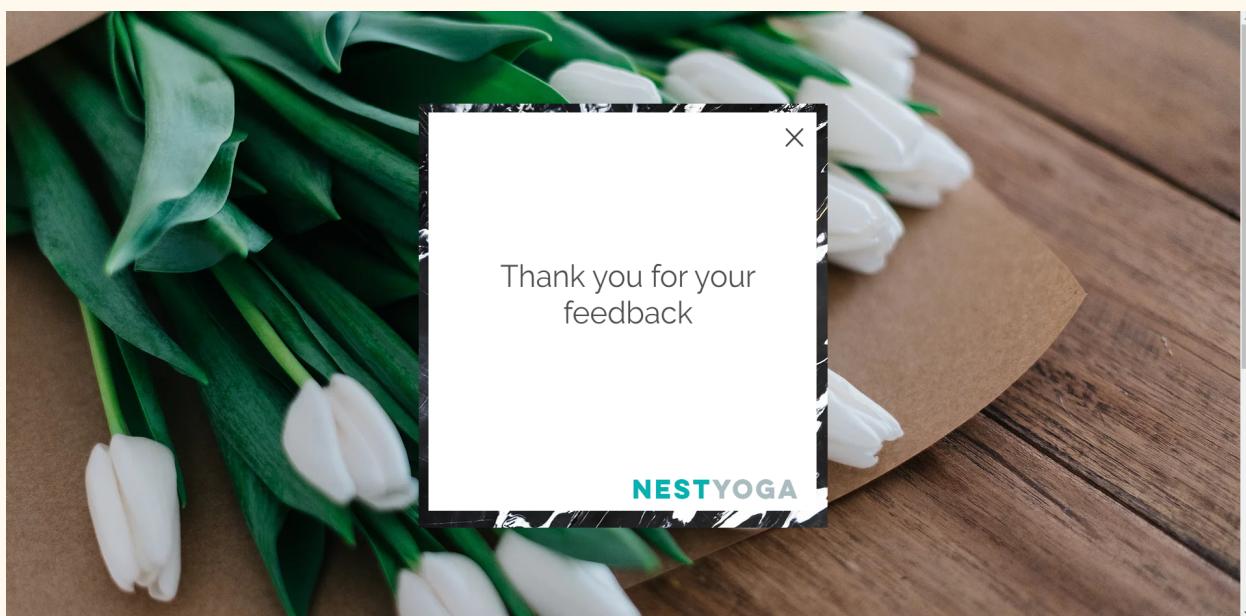
This page will collect following information from the user and once the user clicks on the submit button a confirmation message as well as email will be sent to the user. All the responses will be saved for analysis and future improvisation of the website.

## 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



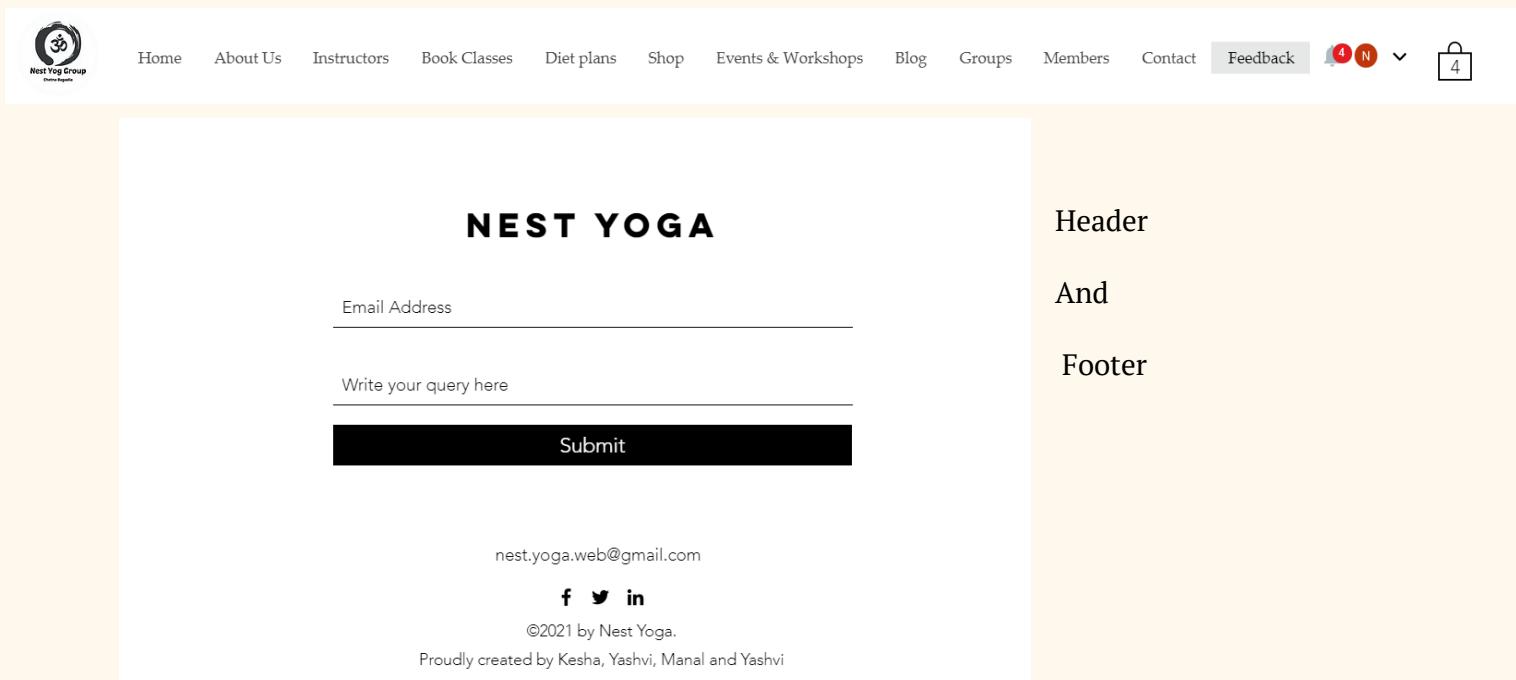
Confirmation Message : Lastly, the user will get a confirmation message once he clicks the Send Feedback button



### III. Design Principles/ Universal Usability principles implemented

❖ Consistency

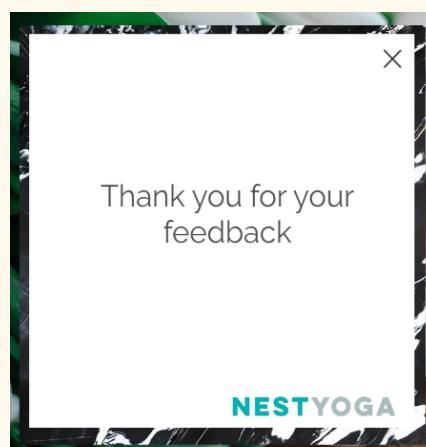
- Consistency is maintained in every type of yoga class and the header as well as the footer is consistent for every page on the website.



The screenshot shows the Nest Yoga website. At the top is a dark green header bar with the text "Nest Yoga" and "Yoga for Everyone". 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 is a footer section with the email address "nest.yoga.web@gmail.com", social media icons for Facebook, Twitter, and LinkedIn, and copyright information: "©2021 by Nest Yoga. Proudly created by Kesha, Yashvi, Manal and Yashvi".

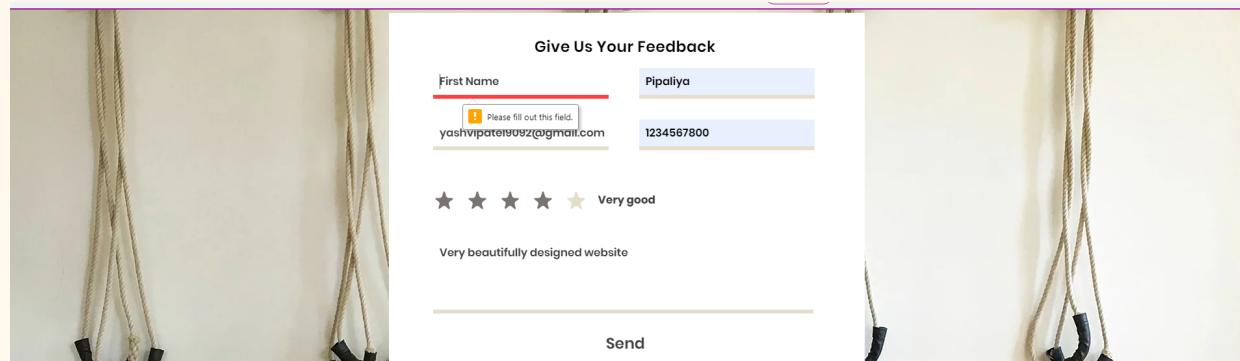
❖ Design Dialogues to Yield Closure

- 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.

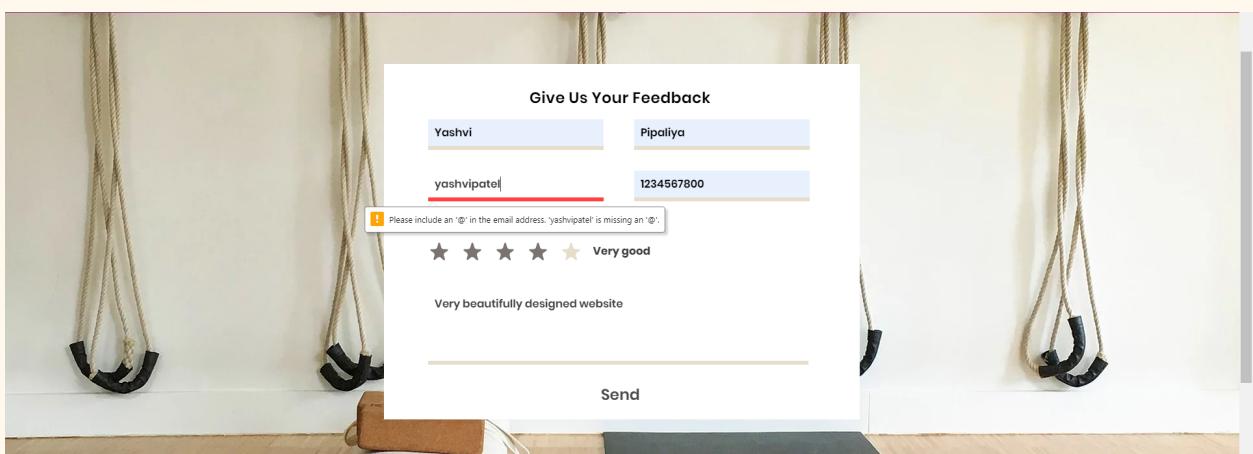


- In the RATE US field in the feedback page if the user provides his rating by choosing the number of stars. The colour of the star will change so that the user can know how many stars he/she selected. Also based on the number of stars given by the user an appropriate message indicating the Qualitative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



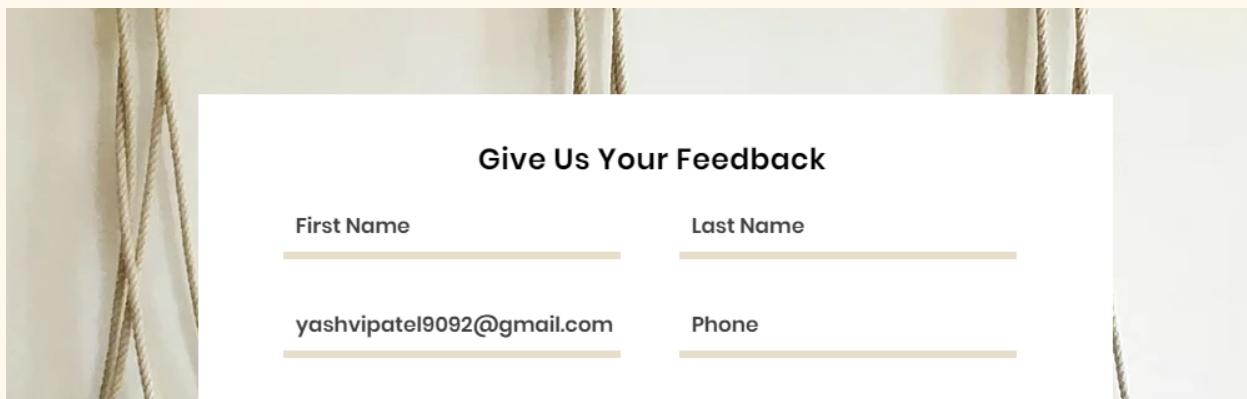
❖ Prevent Errors and Constraints

- 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.



❖ 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 feedback form



❖ Personality Differences

- The Phone number field in the Feedback form is kept **optional** as some user would no be comfortable sharing their personal details like phone number and want to keep it private and hence they can choose not to provide their contact details and still submit their feedback

#### 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.

## 4. Videos

### I. Functionality

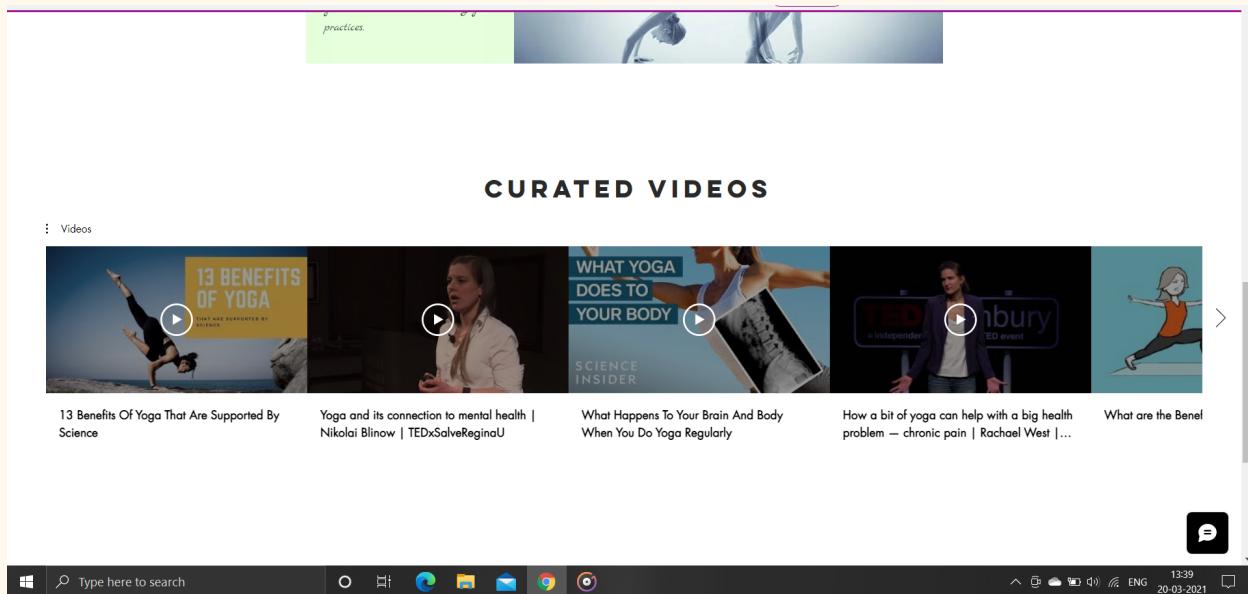
Short, Informative videos keep people engaged with the content significantly longer than text and pictures. Users are more likely to remember the video than the content they can read on the website. Hence we have added videos on various pages to provide additional information and guidance of importance of the feature allocated to the page. The videos vary from TED talks to benefits or general information of yoga/diet. The user can choose to play any video from the given options. The user can play/pause the video and can also read the description of the video. The user will be able to switch from full screen mode to minimized screen according to their convenience. Moreover users can view the subtitles if available and can increase/decrease the playback speed and can choose their desired video quality. Users will be given the option to share the video and can add the video to watch later. The page which include videos are

- Home Page
- Book Classes Page
- Diet Plans

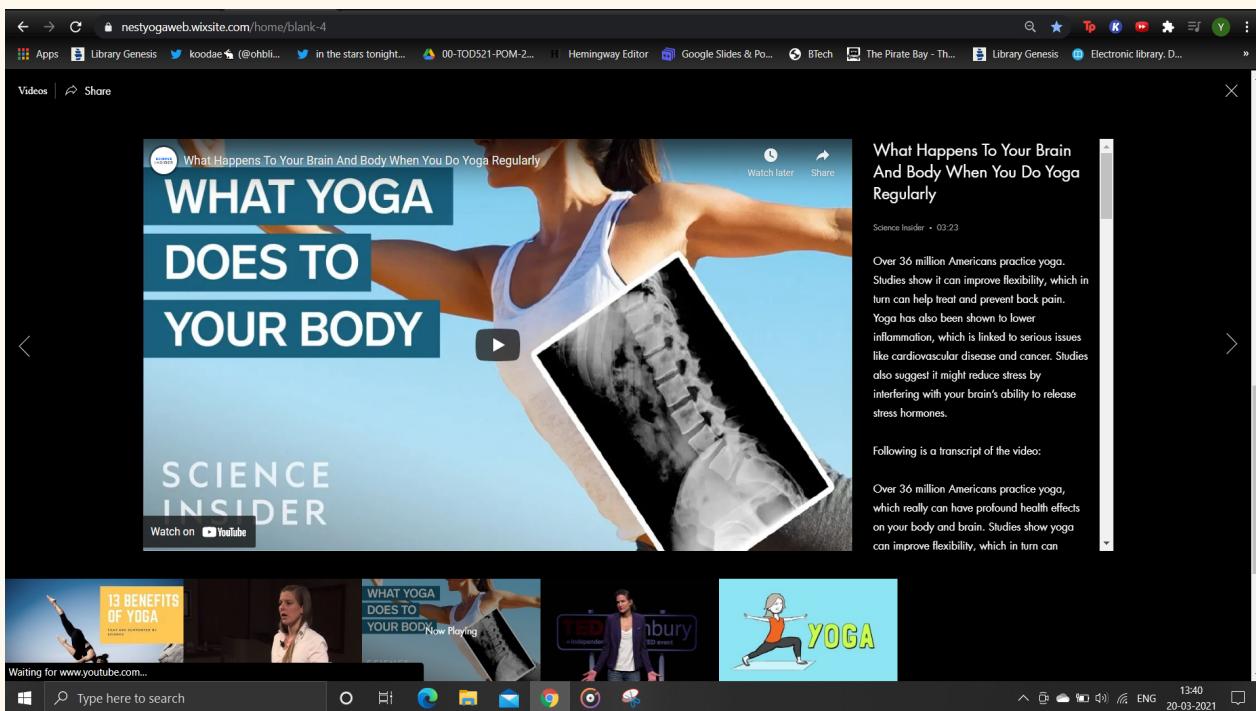
The content of the video would vary according to the page user is visiting. Thus users will be able to access the additional page related information from the video available.

### II. Photos of the Implementation

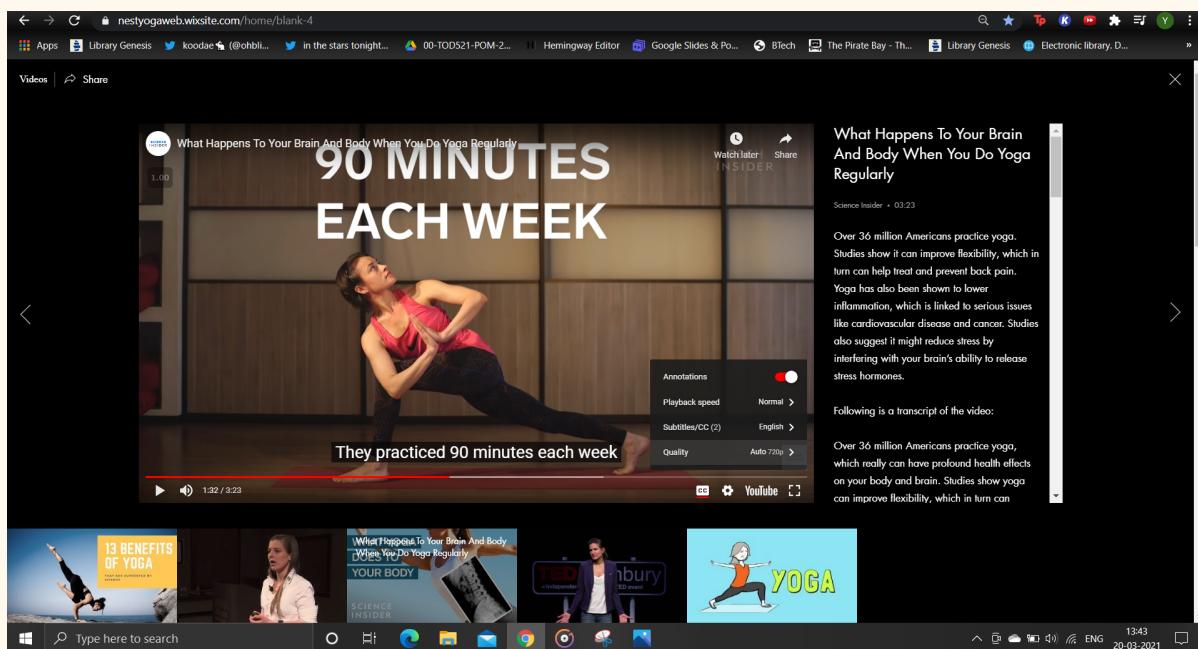
The video channel will be displayed at the end of the page. There will be an option to scroll the slide of video options.



When the user clicks on a particular video. The video player will be opened and the description of the video will be displayed on the right side of the video.



Various options to increase/decrease the volume, video speed and video quality will be available once the video starts. Users can share the video and add them to their list of Watch Later Videos. Option to choose the choose the subtitle language is also provided.



### 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 video player on every page is consistent and provided at the bottom of the page before the footer (Example: Book Classes and Diet Plans Page)



#### CURATED VIDEOS

Talia Blinow | TEDxSalveReginaU

What Happens To Your Brain And Body When You Do Yoga Regularly

How a bit of yoga can help with problem — chronic pain | Rac...

#### CURATED VIDEOS

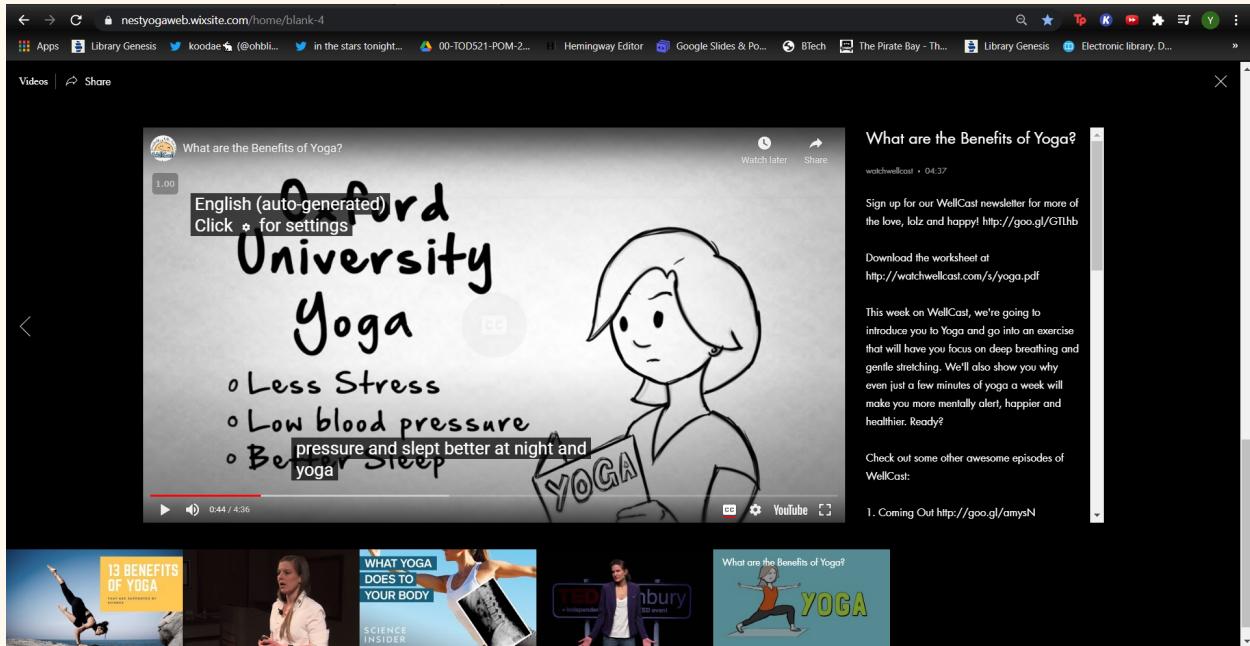
Power Foods for the Brain | Neal Barnard | TEDxBismarck

How to stay on a diet - Tips on how to diet and lose weight

A healthy diet, a healthier world

## ❖ Cater for Universal Usability

- Captions are available for viewers that are deaf or have a problem with hearing, or speak a different language



- Various shortcuts are also available for the users who are familiar with the interface. The shortcuts include

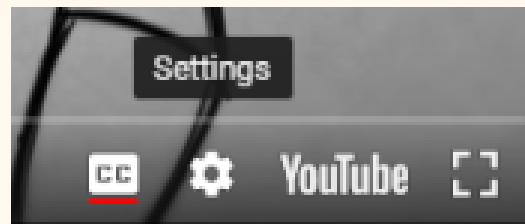
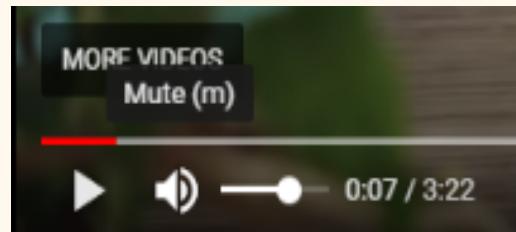
Keyboard shortcut	Function
Spacebar	Play/Pause when the seek bar is selected. Activate a button if a button has focus.
Play/Pause Media Key on keyboards	Play / Pause.
k	Pause/Play in player.
m	Mute/unmute the video.
Stop Media Key on keyboards	Stop.
Next Track Media Key on keyboards	Moves to the next track in a playlist.
Left/Right arrow on the seek bar	Seek backward/forward 5 seconds.
j	Seek backward 10 seconds in player.
l	Seek forward 10 seconds in player.
,	While the video is paused, skip to the next frame.
.	While the video is paused, go back to the previous frame.
>	Speed up the video playback rate.
<	Slow down the video playback rate.
Home/End on the seek bar	Seek to the beginning/last seconds of the video.
Up/Down arrow on the seek bar	Increase/Decrease volume 5%.
Numbers 1 to 9 on the seek bar (not on the numeric pad)	Seek to the 10% to 90% of the video.
Number 0 on the seek bar (not on the numeric pad)	Seek to the beginning of the video.

❖ Offer Informative Feedback :

- If the user increases/ decreases the volume of the video an appropriate icon depicting speaker and the current volume will be displayed. Similarly for turning the captions On/Off

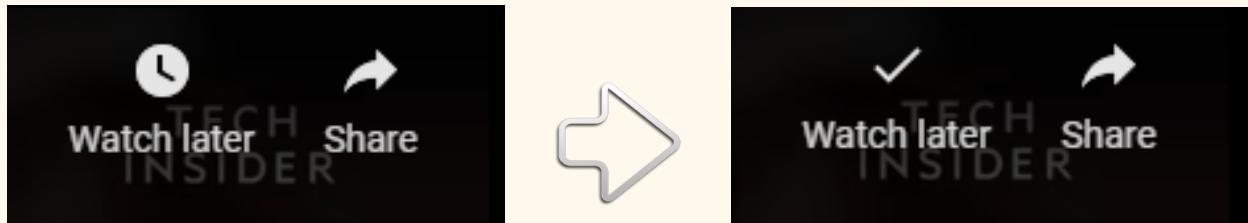


- A small dialog box will appear stating the use whenever the user hovers over any of the icons displayed on the video. For example when the user hovers over the Speaker icon, a dialog box will be shown to guide the user that the icon is used for mute operation or increase/decrease the volume. Similarly for Settings, Playvideo, caption icons etc. If the captions are turned On there will be a red line below the caption icon indicating that the captions are turned On.



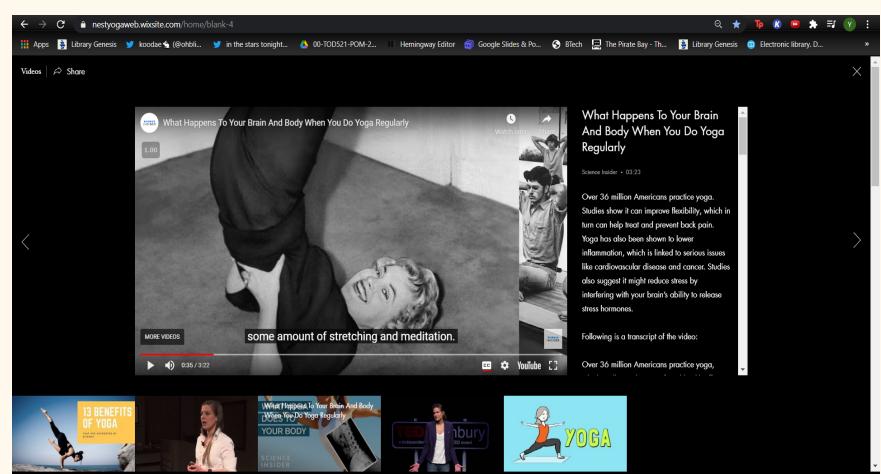
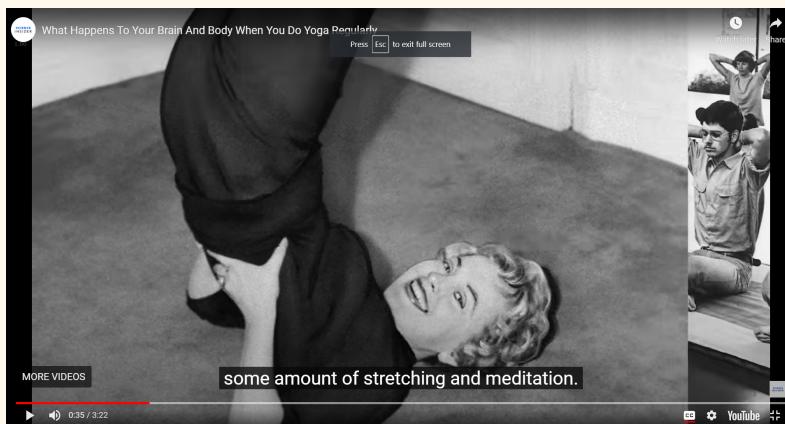
❖ Reduce Short Term Memory Load

- There's an option provided to the user to watch the video later at their convenience. Hence with these option users can add the particular video to their Watch later list and do not have to remember the link/name of the video to watch the video afterwards.



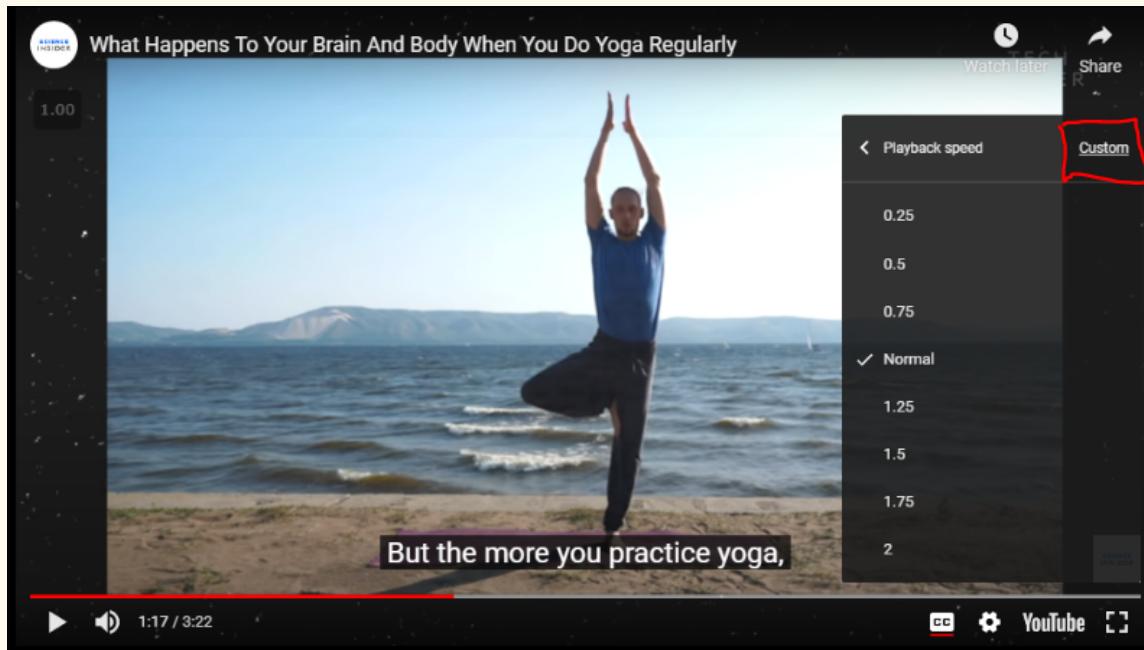
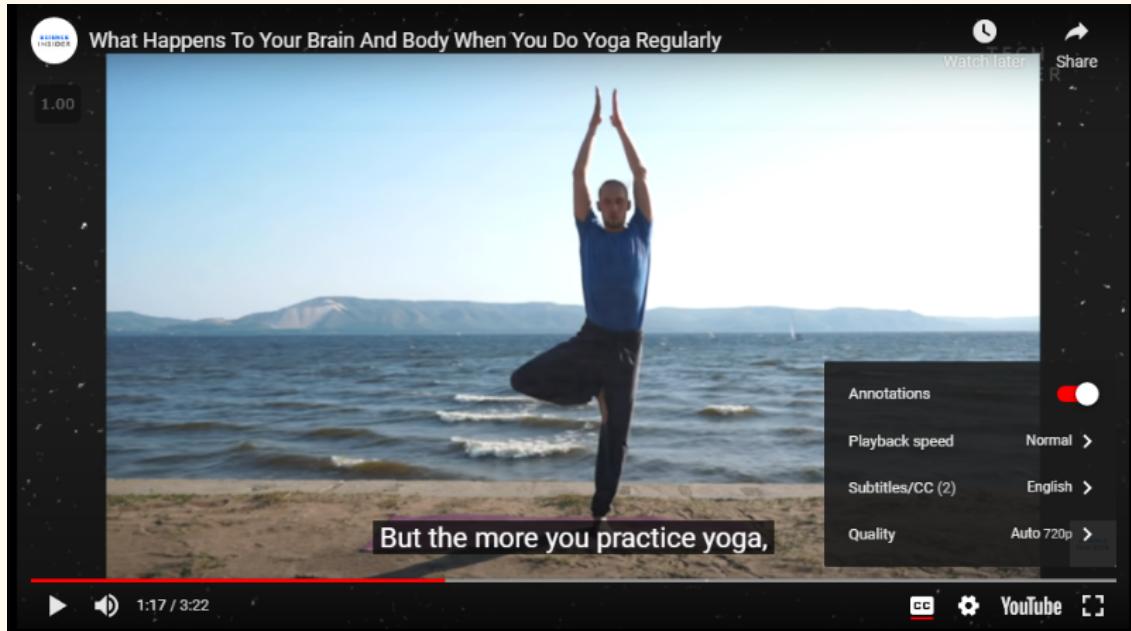
❖ Permit Easy Reversal of Actions

- The user can shift from full screen mode to half screen mode using the Esc key or the icon given at the bottom right corner. Moreover users can remove the video from Watch later if they have added it by mistake or the video is no longer required in that list. (Eg: Full screen to half screen )

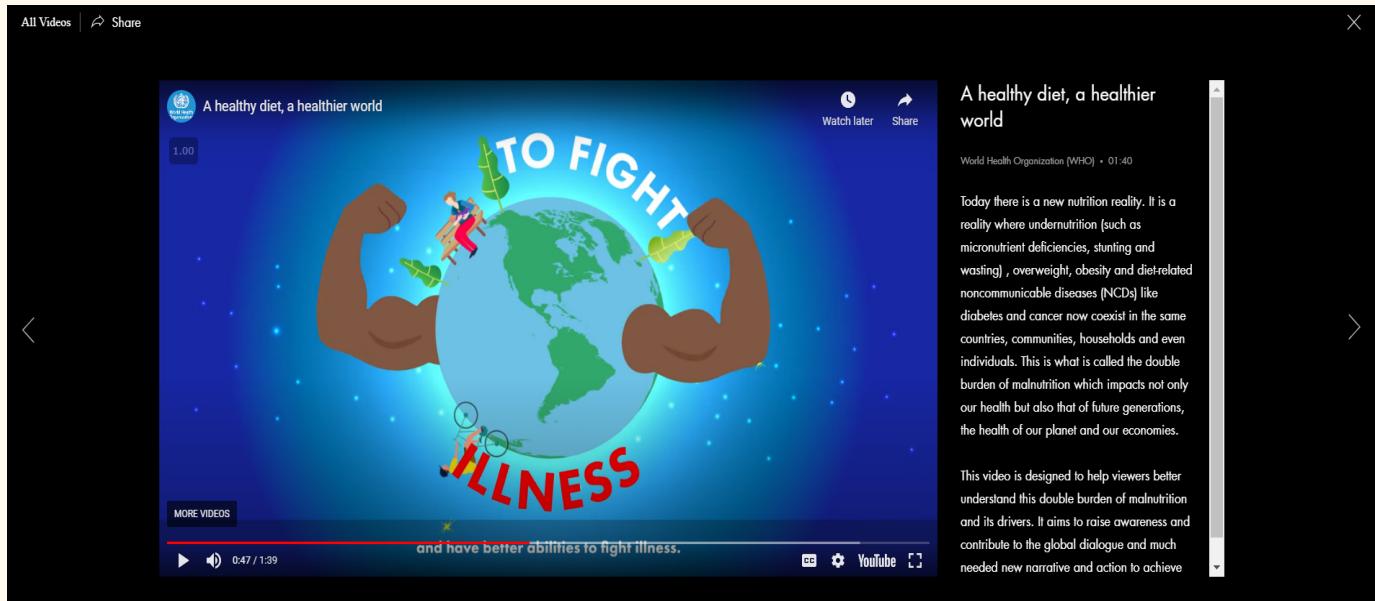


❖ Support Internal Locus of Control

- The user can change the video quality, subtitle language and playback speed of the video to their convenience. Moreover a Custom option is also available where they can customize their preferred playback speed.



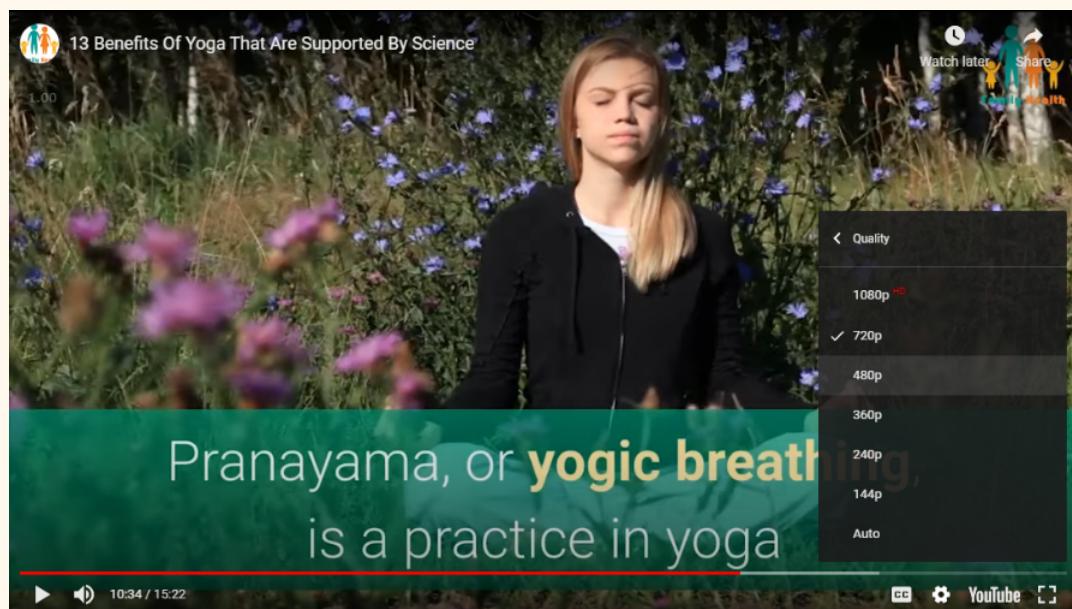
### ❖ Visibility



- All the options/ features are clearly visible and hence it becomes easy for the user to find next option they are looking for from the video player.

### ❖ Affordance

- All the icons displayed on the video player guides to their functionality i.e. whenever the user hovers or clicks on the icon a small description showing the use of the icon will be shown and indicating how to use the feature. For example when user wants to change the quality of the video an arrow will be shown showing current quality of the video and thus making it easy for the user to choose their preferred video quality.



## IV. Details of Interaction Style

- Natural language
  - Interface communicates with the user via simple commands in english.

# 5. User Login/Signup

## I. Functionality

This is the page for sign up/ login of any user who wishes to register with our website. The user can signup with either their Facebook Account or their Google account. And if none of them is feasible then they can sign up through email. They will be asked to enter their email and password.

If the user has already signed up then they can log in with their email and password which they have set during the time of sign up.

## II. Photos of implementation

- Sign up page

