

- 1.2k calories
- 2.2k calories
- 3.6k calories
- ❖ Viral diets
 - GM diet
 - Keto diet
 - Vegan diet

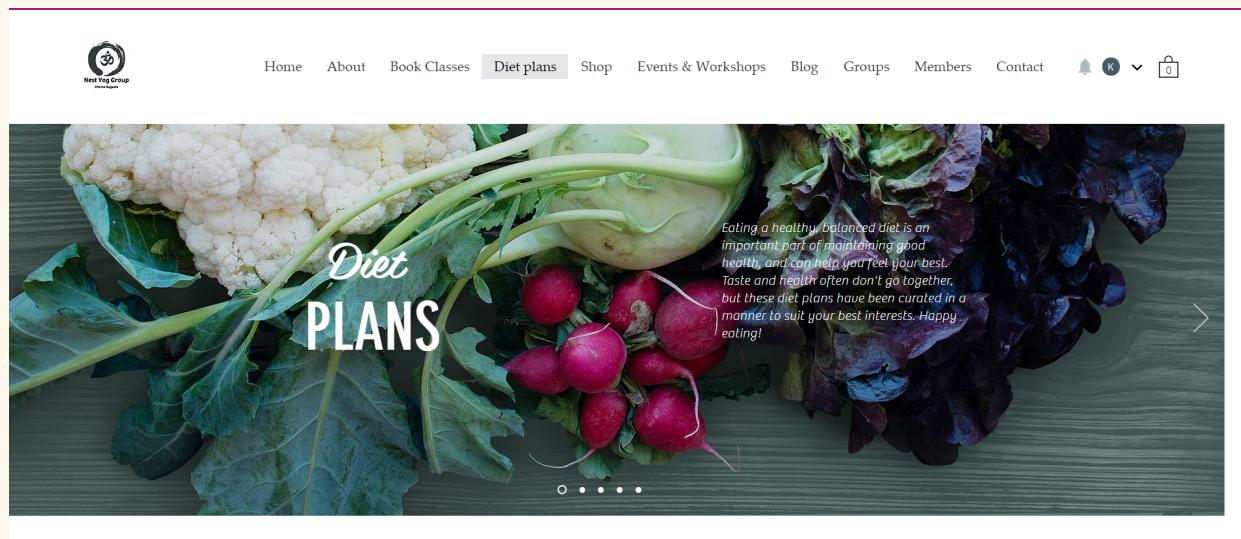
For a customised diet plan, a private session will be held via direct contact between the product owner and the client and the needs will be addressed accordingly.

After selecting the optimum diet plan, the user will have to select the duration of the plan. There are three options: weekly, fortnightly or monthly.

Once everything has been selected, users will be required to share their details to even out the future details and payment methods and will be informed that they will receive their diet plan through email.

2. Photos of the Implementation

For diet plans, there's a carousel/slideshow displaying all the options.



The screenshot shows a website header with a logo and navigation links: Home, About, Book Classes, Diet plans (which is highlighted in grey), Shop, Events & Workshops, Blog, Groups, Members, Contact, and a user icon. Below the header is a large banner image of two tacos filled with meat and vegetables. A white callout box is overlaid on the left taco, containing the text "Calorie-count DIET PLANS" and "Optimal diet plans catering to calorie-counts according to different needs and your different activity levels.", with a "More" button at the bottom.

On clicking on “more” from any of the diet categories, options are displayed.

The screenshot displays three cards, each representing a different type of fasting or cleanse:

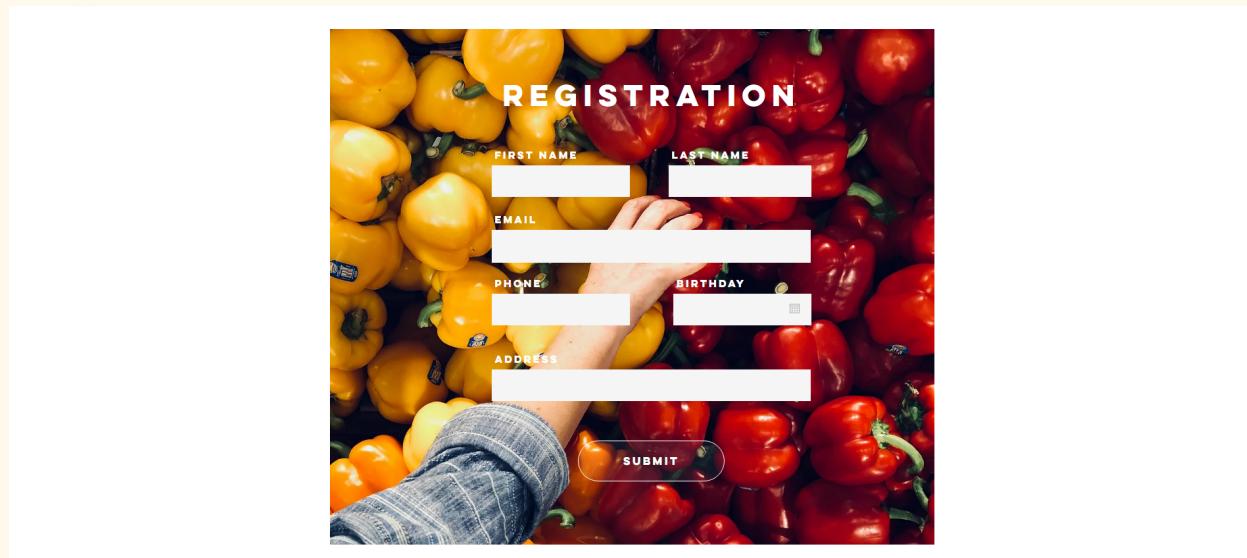
- Intermittent Fasting:** Shows a close-up of a stopwatch. Description: "Eat for 8 hours, fast for 16. Follow this regime with well-paced nutritional diet ideas." Call-to-action: "Subscribe →".
- Jain Fasting:** Shows a pot of water boiling over a flame. Description: "Do the Ayambil Tapasya, in which one eats only boiled grains that too once in a day." Call-to-action: "Subscribe →".
- Weekly Cleanse:** Shows a weekly planner with the words "THIS WEEK" and a camera lens. Description: "Have regular weekly detoxification by maintaining a fast for one day out of seven." Call-to-action: "Subscribe →".

On selecting one of the ideas, the user will select a plan.

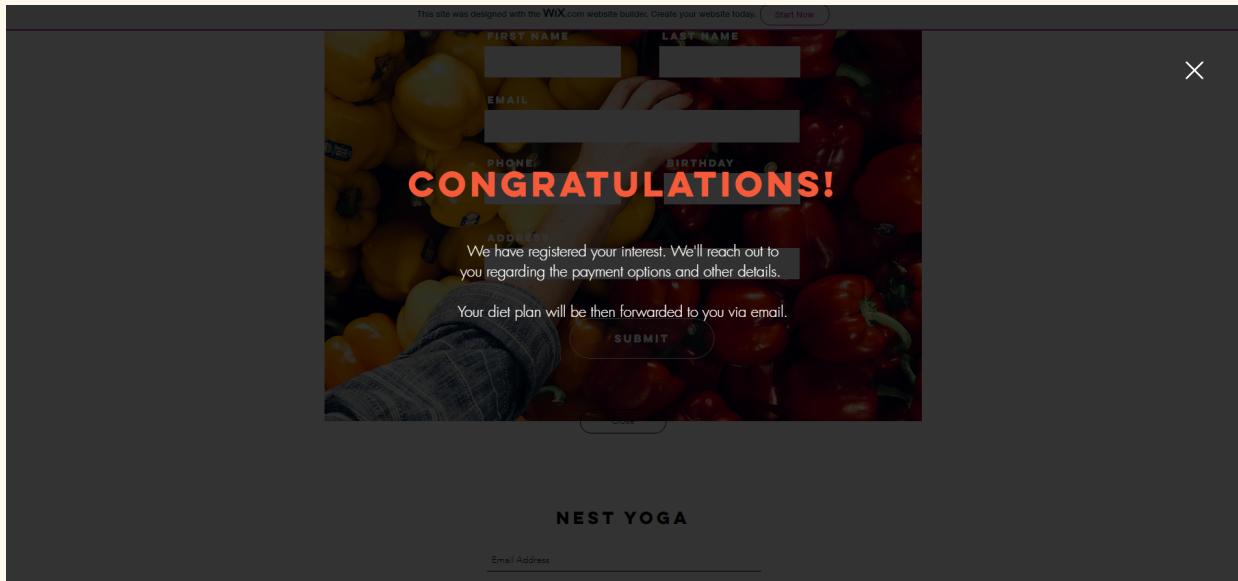
The screenshot shows a website interface for selecting a package. At the top, there is a navigation bar with links: Home, About, Book Classes, Diet plans, Shop, Events & Workshops, Blog, Groups, Members, Contact, and a user icon. Below the navigation bar, the main heading is "Choose your perfect plan". Three package options are displayed in separate boxes:

- Weekly package**: 7 days, 250 Rs. **Pay Now**
- Fortnight package**: 15 days, 400 Rs. **Pay Now**
- Monthly package**: 30 days, 700 Rs. **Pay Now**

On selecting a plan, user will have to fill in details



On successfully filling the registration form:



3. Design principles implemented

- ❖ Strive for Consistency
 - Every page has the same header and footer.

- All diet categories follow the same flow and structure (category -> options -> plans -> confirmation). They are also formatted consistently with similar fonts.



❖ Cater for universal usability

- Diverse users with diverse needs are considered in curating the diet plans. There is a customised diet option available too if the options don't cover the user's needs.

1200 cal

2200 cal

3600 cal

Weight Loss

For an effective and intense weight loss diet regime, subscribe to this diet plan.

[Subscribe →](#)

Regular

Your basic balanced diet plan for maintaining your body and its functioning.

[Subscribe →](#)

High activity

For athletes and people who engage in heavy physical training in general.

[Subscribe →](#)



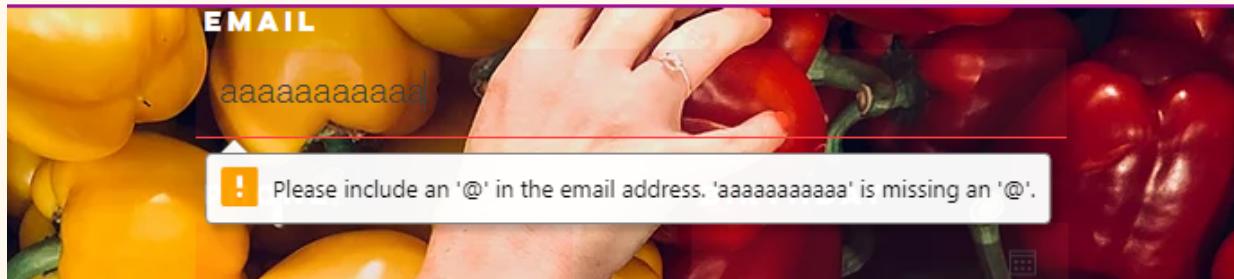
- ❖ Offer Informative Feedback
 - The menu and option buttons get highlighted on mouse hover or click action.

Diet plans

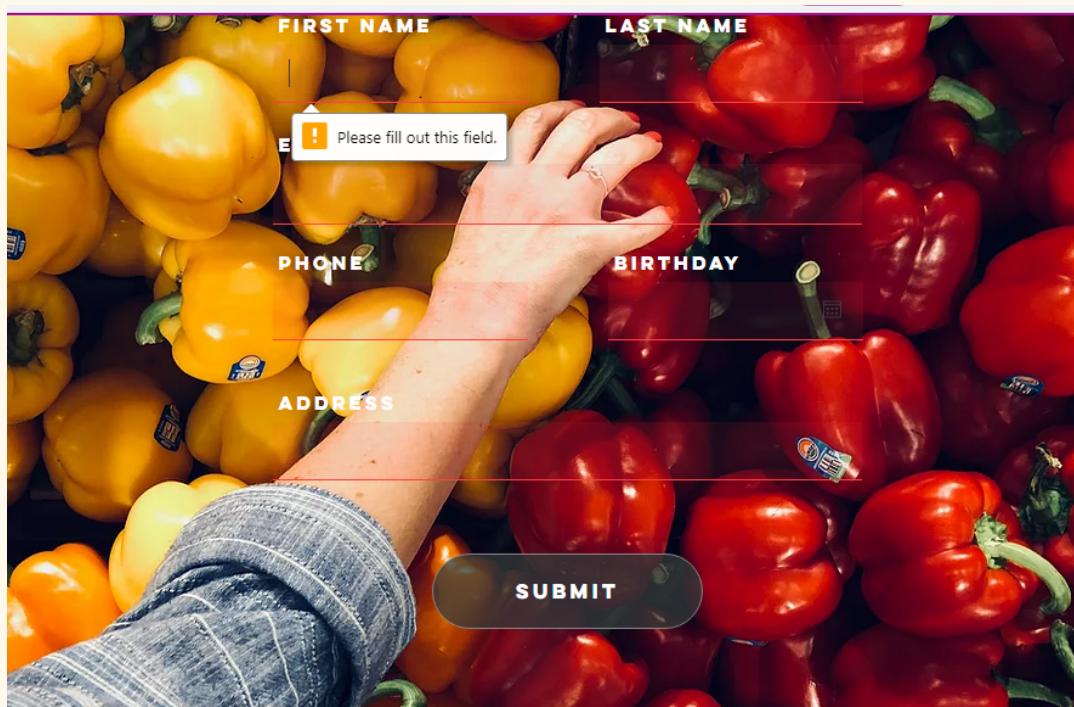
Diet plans

- ❖ Prevent Errors and Constraints

- If incorrect format details have been submitted, a corrective message will appear.



- Reminder to fill all the fields before pressing the submit button.



- ❖ Design Dialogues to Yield Closure
 - Confirmation Message will be displayed once the user completes the registration form and submits it.
- ❖ 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.



- ❖ Visibility
 - On opening the page, the next action to be conducted is visible. (Side arrow, more/subscribe/next button)



4. Details of interaction styles

- ❖ Menu Selection:
 - Selecting different diet categories, options and plans.
- ❖ Natural language:
 - Interface communicates with the user via simple commands in english.
- ❖ Form fill-in:
 - For final registration, the user has to fill a form.

14. Blog posts

1. Functionality

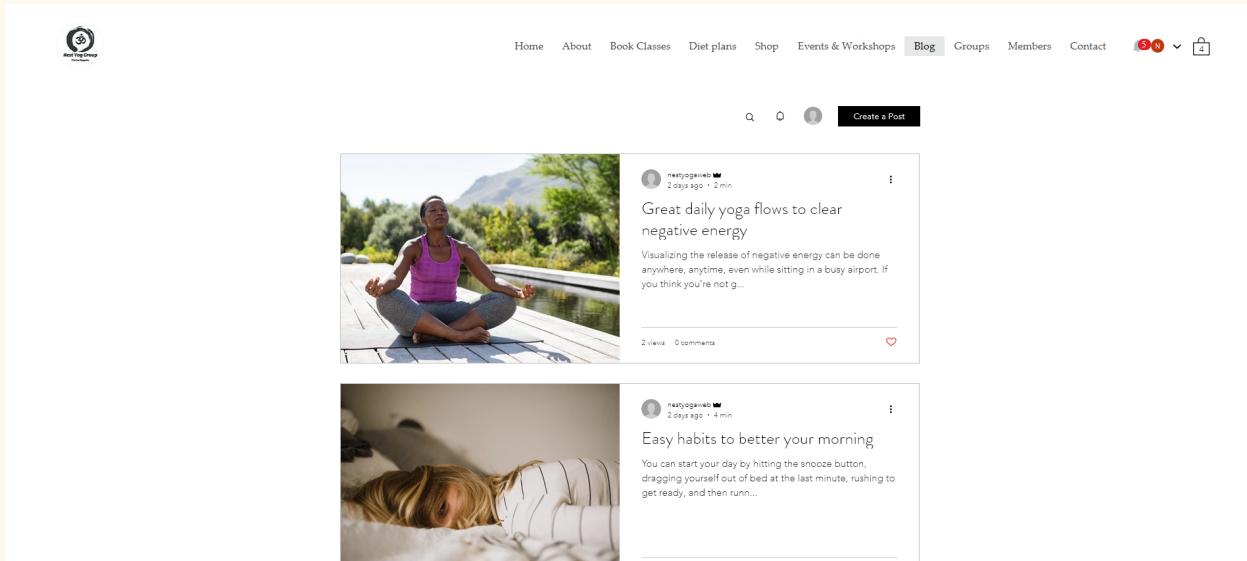
Blog posts will have texts, images, videos, GIFs, galleries and a cover picture. They can be html-coded. They can be of varying natures: inspirational, self help, biographical etc.

This feature allows the product owner to make different blog posts and divide them into different categories and tags accordingly. It will also allow the user to select the cover image and allow SEO.

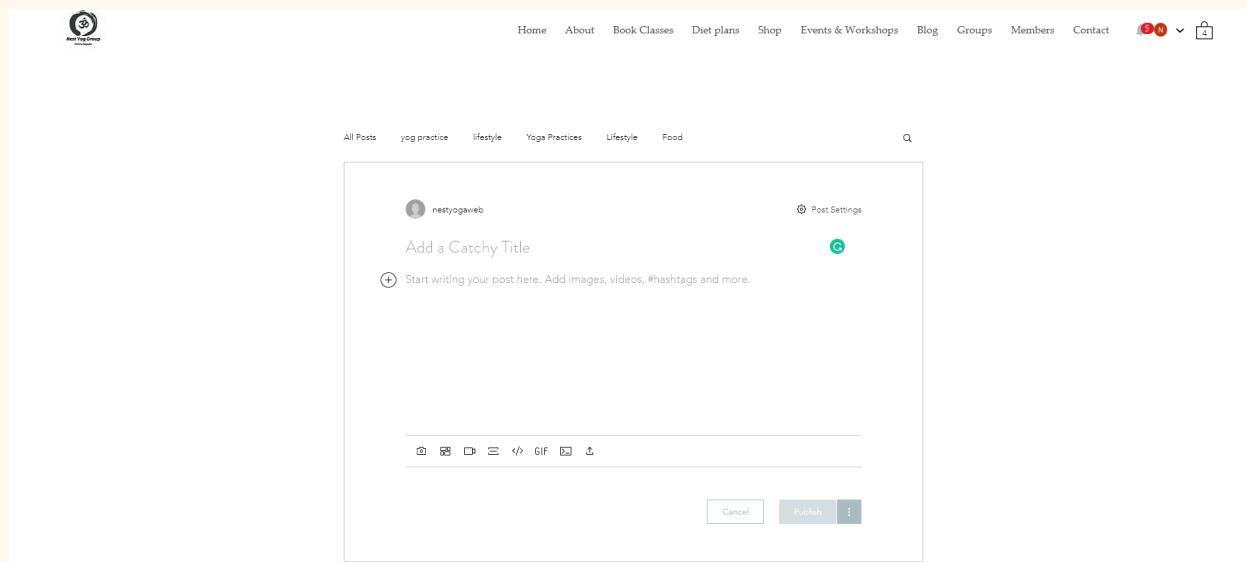
It will allow the users to like, comment and browse through the blog posts. It will also allow users to like and reply to comments.

2. Photos of the Implementation

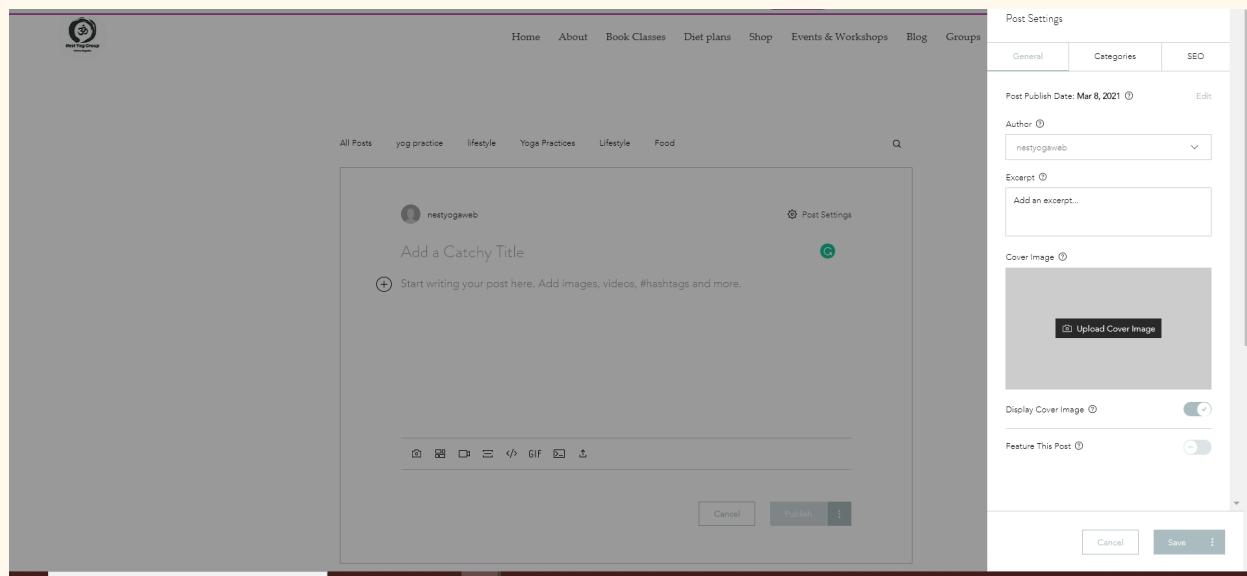
Blog posts front page looks like this to the product owner and offers the option of create post:



On selecting create post:



On selecting post settings:



On opening a post:

The screenshot shows a blog post on a website. At the top, there's a navigation bar with links to Home, About, Book Classes, Diet plans, Shop, Events & Workshops, Blog, Groups, Members, Contact, and social media icons for Facebook, Twitter, and LinkedIn. Below the navigation is a search bar and a 'Create a Post' button.

The main content area has a header with categories: All Posts, yog practice, lifestyle, Yoga Practices, Lifestyle, Food. A search bar and a 'Create a Post' button are also present here.

The post itself has a small profile picture of the author, nestyogaweb, and a timestamp of 2 days ago. It's categorized under 'Yoga Practices'. The title of the post is "Great daily yoga flows to clear negative energy".

The post content starts with a paragraph about visualizing energy release. It then lists four steps for releasing negative energy:

1. Set an intention for releasing all your own negative energy and everything you've picked up on from others. I like to say: *I am easily releasing all energy from myself and others that no longer serves me. I do this for my highest good.*
2. Imagine a small ball of brilliant, golden light in the center of your chest, expanding the light on each exhalation.
3. Imagine breathing in and out through your chest, expanding the light on each exhalation.
4. Spread the light throughout your entire body. See it in your head, torso, arms, and

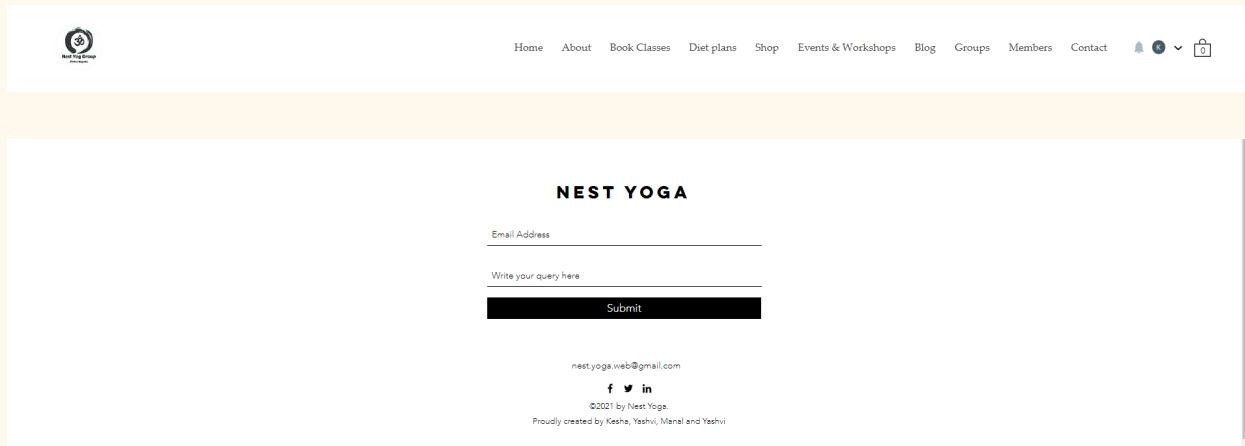
This screenshot shows the same blog post with an additional image below the text. The image depicts a woman sitting in a lotus position on a wooden deck by a pool, meditating with her hands in a mudra. She is wearing a pink tank top and grey leggings. The background shows lush greenery and a mountain range.

Below the image is a small box containing the text "negative energy". There are social sharing icons for Facebook, Twitter, LinkedIn, and Email. To the right of the image, there are links to "Yoga Practices" and "2 views 0 comments".

This screenshot shows the comment section for the blog post. It starts with a heading "Comments" followed by a horizontal line. Below this is a red circular icon with a white letter "N" and a text input field with the placeholder "Write a comment...".

3. Design principles implemented

- ❖ Strive for Consistency
 - Every page has the same header and footer.



- All blog posts have the same sized box, a cover picture and a title, showing number of views, likes and comments.

- ❖ Cater for universal usability
 - Different personalities: To show appreciation for the blog post, the user has the option to either like or comment. Introverts may prefer to give silent support and only like the post. Extroverts may want to verbalise their appreciation.

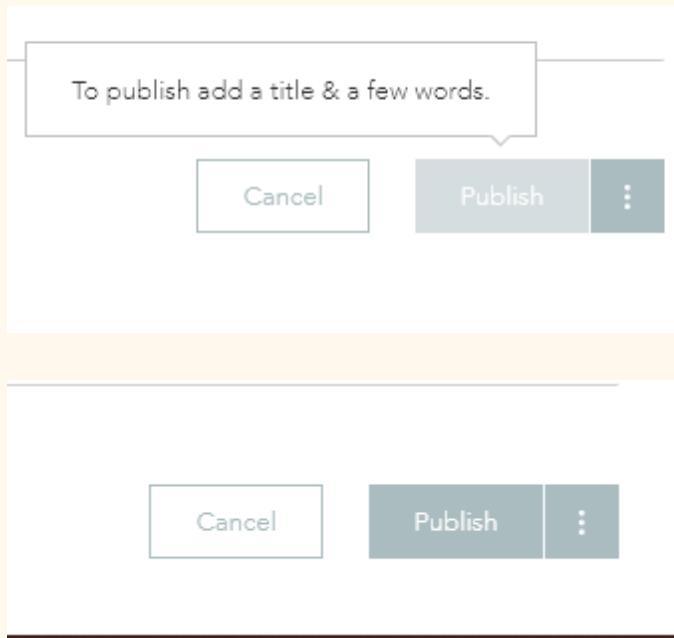
- ❖ Offer Informative Feedback
 - The menu and option buttons get highlighted on mouse hover or click action.
 - The like button on clicked gets coloured in.



- The comment, like and view count increase on every comment, like and view made.

❖ Prevent Errors and Constraints

- A post is not allowed to be published unless the user has filled in the specified fields and is greyed out till the requirements are fulfilled and the user is allowed to publish.



❖ Permit Easy Reversal of Actions

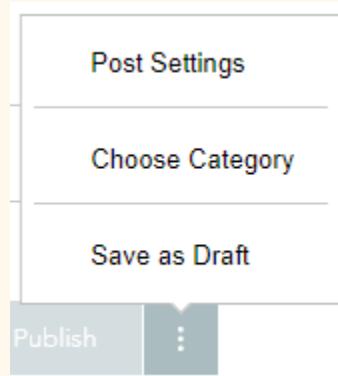
- Users can unlike a blogpost right after liking it.
- Users can edit and delete a comment or a reply to a comment right after making it.



- Users can cancel making a blogpost after selecting on creating a post.

❖ Reduce Short Term Memory Load

- Users can save drafts for posts to edit and post later.



❖ Support internal locus of control

- While making a post, all the features of how it will be perceived and posted can be controlled by the postmaker.

General	Categories	SEO
Post Publish Date: Mar 8, 2021	Add Categories	What's the post URL slug? /post/Post-Name
Author: nestyogaweb	yog practice, lifestyle, Yoga Practices	What's the title on search engines? Add a post title...
Excerpt: Add an excerpt...	Lifestyle, Food	What's the post about? Add a description
Cover Image	Create New Category	What makes this post unique? Tell Google what it's all about.
Display Cover Image		Preview On Google
Feature This Post		https://nestyogaweb.wixsite.com/home/post/

- ❖ Visibility
 - On opening the page, the next action to be conducted is visible, like: click on post, create a post, like/comment on a post.

4. Details of interaction styles

- ❖ Direct manipulation:
 - For liking a post or comment, heart button is used.
 - For notifications page access, bell button is used
- ❖ Menu Selection:
 - Selecting category for user post.
- ❖ Natural language:
 - Interface communicates with user via simple commands in english.

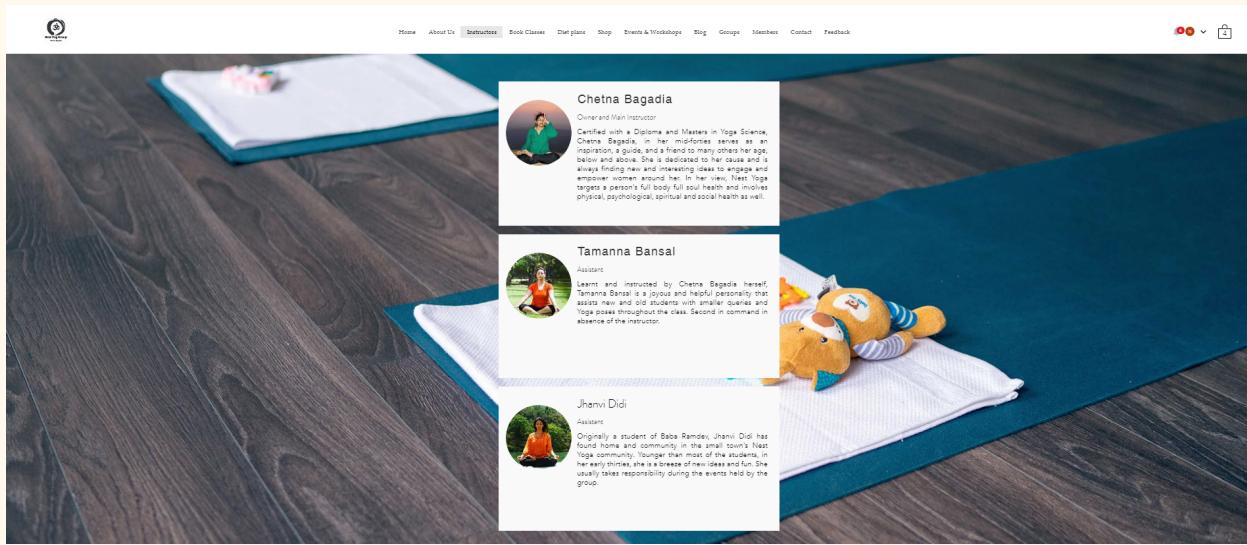
15. Learn about the instructors

1. Functionality

Before joining and investing in any sort of classes or community, a user would require knowing and understanding more of the instructors. This page gives a brief informal description of the main instructor and the assistant instructors at the centre. This is to establish a trust and familiarity with the guiding figures of the place.

2. Photos of the Implementation

It's a static page with information about the instructors.



3. Design principles implemented

- ❖ Strive for Consistency
 - Every page has the same header and footer.

NEST YOGA

Email Address

Write your query here

Submit

nest.yoga.web@gmail.com
 f v in
 ©2021 by Nest Yoga.
 Proudly created by Keshi, Yashvi, Manal and Yashvi

- The containers with the instructor's image, post and introduction are all of the same size and format. Same circular icon and same font as well.
- ❖ Cater for universal usability
 - Some users may be more interested in Yoga classes, some in the events. There is an assisting instructor serving each of the purposes.
- ❖ Visibility
 - All information is on a single page within a single scroll so it's easily accessible by the users.

4. Details of interaction styles

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

16. Search button

1. Functionality

A search button helps a user search for content related to whichever term that they wish. A whole site search means better usability, so customers can find things more quickly. This way users can find what they are looking for easily and can get familiar with the interface faster if they are new. This would increase the user traction and help everyone navigate the site with ease.

This search button looks for the inserted query in all the pages and provides all the information it can find. The results are segregated according to different pages, like products or blog posts. The results will highlight the term where it's used.

This way, users can find anything on any of the pages just by a simple search query.

The search button is present in the header so it will be accessible throughout the website for the user who needs to access it.

2. Photos of the Implementation

The header where the search button is located.



Search results when it's used.

Search Results

x

[All \(6\)](#)
[Products \(1\)](#)
[Events](#)
[Blog Posts \(1\)](#)
[Pages \(4\)](#)

6 results found

Products (1)



Herbal Green Tea
₹80.00

[View All](#)

Blog Posts (1)



[View Post](#) (1)

Blog Posts (1)



Delicious recipes by the members
Have a look at the efforts put together by the Healthy Eating group in creating healthy and tasty recipes. 5 best outdoor spots to practice yoga To be a part of the group and share and receive these recipes, subscribe to any...

[View All](#)

Pages (4)



Diet plans | Nest Yoga
Diet PLANS Eating a healthy, balanced diet is an important part of maintaining good health, and can help you feel your best. Taste and health often don't go together, but these diet plans have been curated in a manner t...



viralDiets | Nest Yoga
GM Diet The general motors diet plan helps you lose 7 kilos in 7 days and helps you maintain it. Subscribe Keto Diet This low-carbohydrate diet will help your body burn fats faster than ever. Subscribe Vegan Diet No milk, no...



calCount | Nest Yoga
1200 cal Weight Loss For an effective and intense weight loss diet regime, subscribe to this diet plan. Subscribe 2200 cal Regular Your basic balanced diet plan for maintaining your body and its functioning.

[View All](#)

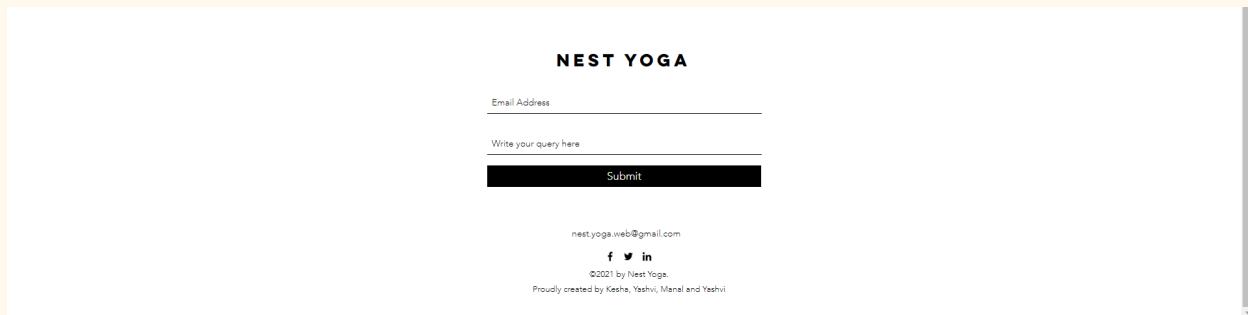
3. Design principles implemented

- ❖ Strive for Consistency
 - Every page has the same header and footer.



[Home](#) [About](#) [Book Classes](#) [Diet plans](#) [Shop](#) [Events & Workshops](#) [Blog](#) [Groups](#) [Members](#) [Contact](#)

Bell icon User icon Down arrow Search icon



- All the search results are segregated by similar titles and followed with a “view all” button.

Products (1)



Herbal Green Tea
₹80.00

[View All](#)

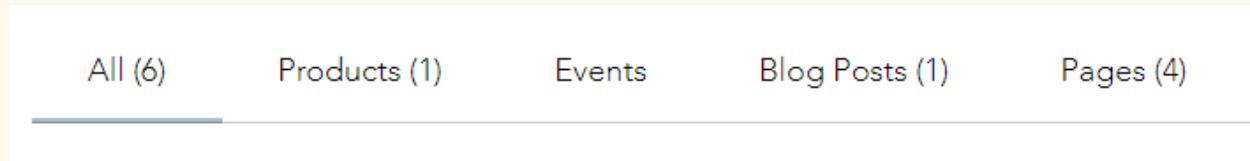
Blog Posts (1)



Delicious recipes by the members
Have a look at the efforts put together by the Healthy Eating group in creating healthy and tasty recipes. 5 best outdoor spots to practice yoga To be a part of the group and share and receive these recipes, subscribe to any...

[View All](#)

- The result page segregation by titles of pages is done using similar buttons.



- ❖ Offer informative feedback
 - On hovering over buttons, they get highlighted and the cursor pointer changes to show that the button can be pressed.
 - Pressing the search button, the resulting page will show the number of search results that will show the user the search has been conducted.

9 results found

- ❖ Reduce Short Term Memory Load
 - All the results are segregated in different sections of pages and are shown right at the top, but even if the user scrolls down, the results are displayed as one scrolls down, segregated by sections. So they don't have to remember the sections at any point of the page.
- ❖ Visibility
 - The searched word is highlighted in results to increase its visibility and to make it easier for users to know what they're looking at.

4. Details of interaction styles

- ❖ Form fill-in
 - User has to fill search query in a text field
- ❖ Direct manipulation:
 - Search icon is a magnifying glass which is
- ❖ Natural language:
 - Interface communicates with the user via simple commands in english.

Chapter 5 :

Difficulties encountered and resolved

1. Description of debugging/trouble-shooting etc

- Everybody in the team had different versions and ideas for the theme and design of the website. Hence when it came to choosing a single theme and design for the website it ended up being a lot of confusion. Without having a product owner this task consumed a lot of time. Choosing the right design and theme is very important as it would be the first impression of our website to the user. Later we followed given 5 principles,
 - K.I.S.S.(Keep it Simple, Stupid)
 - Developer support availability
 - Mobile readiness
 - Available plugins, apps and extensions
 - Cross-browser compatibility

Hence with the help of above principles we could decide the perfect theme and design for our website.

- We used the **wix** website for building our website. So when all the team members were working simultaneously on the website, the wix website did not respond well and took a very long time to load even a small change done in the website. So, if one member would make even a minor change in anything, then the website would continuously load for the other 3 members. So it was very difficult to work together through virtual reality. But we coordinated our timings and managed to build our site.
- Navigating the **wix** website and the features available was difficult because there were an excessive number of options available which were all over the place and hard to find. Getting used to the interface and getting ourselves familiarised with the tools and features of the website and where to find took us quite a bit of time but we figured it out eventually.
- Many times we had to change the whole design of the page because while in the making, the individual elements in the page might have looked good but when published, turned out completely chaotic or somewhat out of place in terms of colors, fonts, alignment or shape. So, a considerable time went into redesigning but it was all for the website to be more usable and aesthetically pleasing, so worth it.

Chapter 6 :

Real Life Implementation Perspectives

1. Details of problem

- Nest yoga includes a feature where users can buy various products given on the site. One of the key goals of this feature is to bring in sales. In order for it to do that, the website has to be able to process payments from customers. The customers will want to have options in terms of how they make a purchase. Some would prefer Cash on Delivery while some might find Paytm more secure than other options. The customer would also need security while online money transactions are conducted. Thus managing the inflow and outflow of money through the website would be difficult and challenging.
- There would again be a problem related to sales. The customers can buy anything from Nest yoga site so it would be a challenge for the owner to manage the inventories. The website should show the right information about the products which are available and which are not available. To solve this problem, the Nest yoga group should have a team to manage their inventories and the sales.
- All the events and workshops of the website are held locally, save for a few online ones. Even if there is an online class alternative because of the COVID situation, the instructor is likely to not be able to deliver the same quality of experience for people who don't live in the same city. So, the universality of the website is reduced and the prime experience is limited to the people living in the same place as the product owner. Nest Yoga can expand their region or develop their virtual ecosystem so that people can get a good experience no matter where they are from.
- The website is not much marketed and considering the target audience is the middle aged people busy with their day-to-day life, it will be hard to attract users and prompt them to use this website. The website itself offers a lot of functionalities like groups, blogs, chat boxes etc. as an interaction medium but it all boils down to the fact that how often the users will use these services.

Chapter 7 :

References

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3. <https://www.yogatoday.com>
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5. <https://www.dietdoctor.com/>
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