**HANOI UNIVERSITY**

**FACULTY OF INFORMATION TECHNOLOGY  
 61FIT3HCI – Human-Computer Interaction**

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**PROJECT REPORT**

**ILUVIT - E-commerce website**

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# Introduction

ILUVIT is an innovative e-commerce platform designed to enhance the shopping experience for customers around the globe. By focusing on diverse product lines and catering to a wide range of consumer preferences, ILUVIT aims to provide a seamless, engaging, and cost-effective shopping solution. Dedicated to delivering high-quality products and exceptional customer service, ILUVIT strives to be a leading name in the online retail market.

The ILUVIT project is crafted to establish a dependable, attractive, and user-friendly online shopping destination. This platform seeks to break down the traditional barriers of physical retail by offering convenient access to goods across various categories, ensuring that everyone can enjoy the benefits of online shopping without limitations of location, time, or expense.

During the development process of ILUVIT, the following design principles were meticulously applied:

## Consistency in Design

ILUVIT features a uniform design across all its web pages, enhancing user familiarity and comfort. This is achieved using consistent typography (Roboto), a vibrant color palette of blue, black, and white, and a structured layout that facilitates effortless navigation and a pleasant shopping experience.

## Compatibility

ILUVIT is fully compatible with all major web browsers, such as Google Chrome, Mozilla Firefox, Apple Safari, and Microsoft Edge. The platform also offers a responsive design, ensuring that it functions smoothly across different devices, including smartphones, tablets, and desktops, to cater to the needs of mobile and stationary users alike.

## Ease of Use

The interface of ILUVIT is meticulously designed to be straightforward and user-friendly. The site uses well-known icons and layouts for shopping carts, wish lists, and user profiles, and organizes products and categories in an intuitive manner. Quick search functions and minimal page loading times are prioritized to enhance the overall user experience.

## Aesthetics

At ILUVIT, visual appeal is paramount. The website employs high-resolution images and engaging video content to showcase products vividly and attractively, making the online shopping experience enjoyable and effective.

## Security

Security is a top priority at ILUVIT, especially considering the sensitivity of customer data involved in e-commerce transactions. The platform incorporates robust security protocols to protect against cyber threats, ensuring the safety of personal and payment information at all times.

## SEO Standards

To increase its online visibility and reach, ILUVIT is optimized for search engines, adhering to the latest Search Engine Optimization (SEO) practices. This approach enhances its presence on Google, Bing, Yahoo, and other search engines, attracting a larger audience and driving more traffic to the site.

Through these features, ILUVIT is set to revolutionize the e-commerce experience, offering an accessible, secure, and enjoyable platform for all your shopping needs.

# II. Overview

## Use case

Our project comprises 8 distinct use cases, each serving a specific purpose within the system. These use cases are:

* Account Management Use Case
* Buyer Interaction Use Case
* Seller Interaction Use Case
* Notification and Communication Use Case
* Profile Management Use Case
* Admin Management Use Case
* Payment and Voucher Use Case
* Promotion and Reporting Use Case

## Graphic User Interfaces (GUIs)

Our system includes 42 GUIs designed for 3 main end-user groups: buyers, sellers, and administrators.

| **Buyer** | **Seller** | **Administrator** |
| --- | --- | --- |
| Create account [1]  Login [2]  Forgot password [3]  Home page [4]  Manage profile [5]  Shop page [6]  Payment method [7]  View notification [8]  Voucher [9]  Send report [10]  View product detail [11]  Review and rating [12]  Communicate with seller [13]  Manage cart [14]  Payment page [15]  My order [16]  Order tracking [17]  Setting page [18] | Manage order [19]  Manage product [20]  Add new product [21]  Promotion [22]  Total income [23]  Business information [24]  Address and shipping [25]  Chat management [26]  Data Analysis [39] | Dashboard [27]  Manage Orders [28]  Manage account buyer [29]  Manage account seller [30]  Ban list [31]  Post notice [32]  View notification [33]  Manage Products [34]  View report [35]  Create promotion [36]  Manage transaction [37]  View shipment [38]  View Users [40]  Manage shipment detail [41]  Unban User [42] |

# III. Functions and Benefits of the Web

The ILUVIT E-commerce website is designed as a comprehensive online retail platform that serves as a convenient, efficient, and interactive hub for consumers, sellers, and site administrators. Each group benefits from a range of features tailored to their specific needs, enhancing the shopping experience, streamlining sales processes, and facilitating effective site management. Below are the functions and benefits of the ILUVIT E-commerce website, categorized by users:

## 1. For Buyers:

### Convenience and Flexibility:

- Shop anytime, anywhere: Consumers can access the ILUVIT E-commerce platform from any device with an internet connection, allowing them to shop at their convenience without being bound by store hours or locations.

- Broad product selection: The website offers a diverse range of products across multiple categories, from essentials to luxury items, catering to varying consumer needs and preferences.

### Personalized Shopping Experience:

- Custom recommendations: Utilizing advanced algorithms, ILUVIT provides personalized product suggestions based on consumer browsing and purchase history, enhancing the shopping experience.

- User-friendly interface: The platform features an intuitive and easy-to-navigate interface, ensuring a seamless shopping process for all users.

### Cost and Time Efficiency:

- Savings on travel and time: Consumers save on time and travel costs by purchasing items online directly from their homes or any location.

- Price comparison tools: The platform offers features to compare prices and deals across various products, helping consumers make informed purchasing decisions.

### Enhanced Buyer Engagement and Support:

- Interactive tools: Features like live chat support and customer reviews provide a platform for consumers to ask questions, get immediate assistance, and share their shopping experiences.

- Easy return and refund policies: Clear and straightforward return policies enhance consumer trust and satisfaction.

## 2.For Sellers:

### Market Expansion:

- Access to a broader audience: Sellers can reach customers across different regions, expanding their market beyond local shoppers.

- Brand exposure: Participation in a well-known platform increases brand visibility and potential customer reach.

### Efficient Sales Management:

- Easy listing and inventory management: Sellers can easily upload product listings and manage inventory through the backend interface.

- Order processing and analytics: Comprehensive tools allow for efficient order processing and access to analytics to track sales patterns and consumer behavior.

### Enhanced Seller Support:

- Seller support and training: ILUVIT offers resources and support for sellers to maximize their sales effectiveness, including how-to guides and customer service assistance.

- Promotion and marketing tools: Sellers can access various promotional tools and campaigns to boost product visibility and sales.

## 3. For Administrators:

### Effective Platform Management:

- Comprehensive control over listings and user accounts: Administrators have the tools to manage product listings, user accounts, and permissions efficiently.

- Monitoring and fraud prevention: Advanced systems are in place for monitoring transactions and preventing fraudulent activities to maintain platform integrity.

### Data Management and Reporting:

- Real-time data access: Administrators can access real-time insights into sales data, user activity, and site performance, aiding in making informed decisions.

- Customizable reporting: Flexible reporting tools allow for tailored analysis to suit specific administrative needs.

### System Maintenance and User Engagement:

- Regular updates and maintenance: Continuous system updates ensure the platform remains efficient, secure, and user-friendly.

- Notification systems: Automated notifications keep users informed about important updates, promotions, and policy changes, enhancing user engagement.

In summary, the ILUVIT E-commerce website offers a streamlined and enriched shopping environment for consumers, provides expansive tools and opportunities for sellers to grow their businesses, and equips administrators with robust controls and analytics for effective platform management.

# IV. Key feature

The ILUVIT E-commerce website encompasses a range of key features designed to offer a robust and satisfying online shopping experience for customers, sellers, and administrators. Here are the key features of the ILUVIT E-commerce platform:

**Extensive Product Catalog:** ILUVIT offers a vast selection of products across various categories including electronics, apparel, home goods, and more, providing customers with numerous choices to meet their diverse shopping needs.

**User Authentication and Account Management:** The platform facilitates secure login and profile management, allowing users to create and manage their accounts, track order history, and update preferences for a personalized shopping experience.

**Easy Product Listing and Management:** Sellers can list their products easily, with tools available for managing inventory, setting prices, and organizing products effectively within their online storefronts.

**High-Quality Interactive Content:** Product descriptions, high-resolution images, and customer reviews provide shoppers with engaging and informative content that aids in the purchasing decision process.

**Communication Tools:** ILUVIT includes features such as live chat support and messaging systems that facilitate real-time communication between buyers and sellers, enhancing customer service and support.

**Secure Payment Gateway:** The platform supports multiple payment methods including credit cards, digital wallets, and bank transfers, integrated through a secure payment gateway to ensure safe and convenient transactions.

**Promotions and Discounts Management:** Sellers can run promotional campaigns and offer discounts, while customers can utilize coupons and codes, enriching the shopping experience and driving sales.

**Order Fulfillment and Logistics Integration:** ILUVIT integrates with various logistics providers to ensure smooth delivery of products, providing tools for sellers to manage shipments and for buyers to track their orders in real time.

**Responsive Design and Compatibility**: The website is designed to be fully responsive, providing a consistent and seamless shopping experience across all devices, including smartphones, tablets, and desktop computers.

**Advanced Security Protocols:** ILUVIT prioritizes the security of user data and transactions with state-of-the-art encryption and cybersecurity measures, ensuring the protection of sensitive information.

**SEO and Market Visibility:** The platform is optimized for search engines, enhancing its visibility and attracting a larger audience through higher search engine rankings.

**Membership and Rewards Program:** Features a membership system that rewards users with points or discounts for frequent purchases, incentivizing loyalty and repeat business.

**Administrative Dashboard:** Administrators have access to comprehensive tools for managing the platform, including user accounts, product listings, orders, payments, and site analytics to monitor performance and make data-driven decisions.

**Notifications and Alerts**: The system keeps users informed about their order status, upcoming promotions, and new product releases through automated email and SMS notifications.

**Customizable Storefronts:** Sellers can customize their storefronts to reflect their brand, allowing for a unique and personalized appearance within the marketplace.

These features collectively create a dynamic and efficient e-commerce environment that caters to the needs of a diverse user base, driving customer satisfaction, seller success, and overall platform growth.

# VI. Conclusion

The ILUVIT E-commerce website is designed with a captivating color scheme that blends modern aesthetics with functionality, using a palette that includes cool blues and clean whites. This choice not only enhances the visual appeal of the site but also focuses user attention on key elements like product displays and special offers. By adhering to design principles such as consistency, simplicity, and familiarity, the interface ensures a user-friendly experience that both novice and experienced shoppers find intuitive and easy to navigate. The layout of the website is consistent and streamlined, promoting a smooth browsing experience with minimal distractions, which helps in maintaining user focus on the essential elements, such as product descriptions, reviews, and checkout processes. Enhanced interactivity on the site allows users to receive immediate, clear feedback on their actions, from searching for products to completing a purchase, making the shopping process feel responsive and engaging.

Moreover, ILUVIT allows users to personalize their shopping experience by offering customizable features such as the ability to adjust search settings, manage notification preferences, and save favorite products. These personalized touches make the shopping experience more tailored to individual preferences and needs. Additionally, the platform supports efficient multitasking, allowing users to easily switch between different categories and products without losing track of previously viewed items or interrupting their current transactions. The site's design ensures that all user actions are quickly and reliably processed, enhancing the overall user experience.

By integrating these thoughtful design principles, the ILUVIT E-commerce website not only serves its purpose as an effective shopping platform but also creates an enjoyable and engaging environment that encourages users to return. This approach ultimately supports our goal of facilitating customer satisfaction and loyalty and driving the success of both our users and the marketplace as a whole.

| **MSV- Name** | **GUI** |
| --- | --- |
| 2101040069 - Nguyễn Thùy Dương | 5\_ Manage Account  6\_ View Shop Page  12\_ Rate and Reviewing  17\_ Order Tracking  29\_ Manage Account Buyers |
| 2101040138 - Nguyễn Thị Lan Nhi | 8. Notifications  22. Promotion  26. Chat Management  28. Manage Orders  41. Management Shipment Detail  42. Unban User |
| 2101040106- Phan Khánh Huyền | 2\_Login  11\_View Product Details  15\_Payment Page  21\_ Add New Product  32\_Post Notice |
| 2101040179- Vũ Thị Anh Thư | 9\_View Vouchers  20\_Manage Product  24\_Manage Business Information  27\_View Dashboard 38\_Manage Shipment |
| 2101040094- Đoàn Thị Phương Hồng | 3\_Forgot Password  7\_Payment Method  23\_Total income  30\_Manage account seller  39\_Data Analysis |
| 2101040098- Nguyễn Phi Hùng | 16\_My order  18\_Setting page  25\_Address and shipping  33\_View notification  34\_Manage Products  37\_Manage transaction |
| 2101040028- Trần Đức Anh | 1\_Create account  4\_Home page  13\_Communicate with seller  14\_Manage cart  40\_View Users |
| 2101040087- Kiều Hoàng Minh Hiếu | 10\_Send report  19\_Manage order  31\_Ban list  35\_View report  36\_Create promotion |