
Group 12 - Apples

Naturus
Project Description Document

Version 1.5

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Document ID: Nhom12-PA1-Decuong	

Revision History

Date	Version	Description	Author
01/6/2024	1.0	Create Project Description Document Outline	Khang Phan Thái
04/6/2024	1.1	Write Problem Statement and Recommended Solution sections.	Bảo Võ Nguyên Gia
06/6/2024	1.2	Write User Description section.	Khang Phan Thái
06/6/2024	1.3	Write Usage Scenarios and User Survey Results sections.	An Lê Sử Triều
07/6/2024	1.4	Write the Functional Requirements section.	Tâm Trần Hiếu
07/6/2024	1.5	Write the Non-Functional Requirements section.	Quang Nguyễn Hoàng Nhật

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General Information

Contact information

- Course: CSC13112 - User Interface Design, 21KTMP1
- Lecturer: Asst. Prof. Nguyễn Văn Vũ, Ph.D; Hồ Tuấn Thanh, M.Sc.; Nguyễn Đức Huy, B.Sc.
- Group ID: 12
- Group name: Apples
- Project name: Naturus
- Group Leader: Phan Thái Khang (ptkhang21@clc.fitus.edu.vn)
- List of members:

No.	Student ID	Member Full name	Contact Email
1	21127017	Võ Nguyên Gia Bảo	vngbao212@clc.fitus.edu.vn
2	21127069	Phan Thái Khang	ptkhang21@clc.fitus.edu.vn
3	21127210	Lê Sử Triều An	lstan21@clc.fitus.edu.vn
4	21127150	Nguyễn Hoàng Nhật Quang	nhnquang21@clc.fitus.edu.vn
5	21127423	Trần Hiếu Tâm	thtam21@clc.fitus.edu.vn

Roles and Responsibilities

Person	Role
Võ Nguyên Gia Bảo, Front-End Developer	Learn and build appropriate data structures, build and be responsible for interfaces for Tour Company
Phan Thái Khang, Project Manager, Front-End Developer, Front-End QA	Project Manager, Prepare plans, Keep track of progress, Build an overview framework for the website.
Lê Sử Triều An, Full Stack Developer	Learn and build appropriate data structures, build and be responsible for interfaces for Tour Customer (Tour booking part).
Nguyễn Hoàng Nhật Quang, Front-End Developer	Survey and receive feedback from users, build and be responsible for interfaces for Tour Customer (other part).
Trần Hiếu Tâm, Front-End Developer, Front-End QA	Prepare reports and related documents, Build and be responsible for the interface related to the Tour Guide.

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Project Description Document (Naturus)

1. Problem Statement

With the high demand for travel for various purposes, such as work and vacations, there is a clear need for a comprehensive platform that allows users to view specific routes, prices, tour reputations, and share reviews and experiences from previous travelers. Traditional manual tour promotion methods are proving to be ineffective, impacting several key stakeholders: tour companies, tour customers, and tour guides.

Tour companies face the challenge of lacking a unified, effective, and cost-efficient management system, which hinders their ability to promote a professional image.

Tour customers experience inconvenience in selecting tours that match their specific needs and conditions, leading to difficulties in scheduling, budgeting, and predicting potential travel risks.

Additionally, **tour guides** struggle with managing work schedules, certifications, and building a professional personal brand without an organized platform.

A successful solution would provide unified and cost-effective tour management for tour companies, enhancing their promotional efforts and professional image. It would also enable tour guides to efficiently manage their work, schedules, and certifications while building a professional personal brand. For tour customers, such a solution would improve their travel experience by offering detailed information for effective planning, helping them arrange schedules, manage budgets, and mitigate potential travel risks.

2. Recommended solution

Naturus is a website designed to make travel planning easy and enjoyable. With Naturus, tour companies can post and manage tours, while customers can book tours and share their experiences. Unlike other platforms like Traveloka, Expedia, and Klook, Naturus is more simple to use and focuses on helping people share honest reviews of their tours. It also gives tour guides a space to build their personal brands, making it a great tool for everyone involved in the travel experience.

3. User Descriptions

User characteristics:

- **Tour Company:** This individual is typically a member of the management or marketing team within a tour company. They are responsible for overseeing the company's offerings, ensuring they meet customer demands and industry standards. Their role involves strategizing marketing campaigns, managing partnerships with tour guides and vendors, and continually innovating to stay competitive in the market.
- **Tour Guide:** The tour guide is the face of the company during the tour experience. They possess in-depth knowledge of the destinations, landmarks, and history covered in the tours they lead. Their responsibilities include guiding tourists through various attractions, offering insightful commentary, ensuring the safety and comfort of participants, and delivering a memorable and educational experience.
- **Tour Customer:** This encompasses individuals who are interested in exploring new destinations and experiences through organized tours. They seek convenience, safety, and value for their money when selecting tour packages. Tour customers may vary in demographics, preferences, and travel experience, but they share a common desire for enjoyable and hassle-free travel experiences. They rely on tour companies and guides to provide informative and engaging experiences that fulfill their travel aspirations.

Name	Description	Responsibilities
Tour Company	A travel company providing tour packages to customers.	Manage and update tour details, schedules, and prices. Manage user accounts. Manage blogs sharing user travel experiences. Monitor customer feedback and reviews to improve service quality.

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		Generate statistics (most visited locations, tour guide of the year/month, etc.).
Tour Guide	Tour guides working for the Tour Company.	Manage professional certificates. Manage the tours they are registered to lead. Manage income. Support chat with fellow tour members. Manage customer service reviews.
Tour Customer	Users looking to find and book tours.	Register an account. Search for travel destinations/tours. Receive tour recommendations based on search history or personal profile. View and book tours. Write blogs sharing personal experiences. Review tours and tour guides. Manage a list of favorite tours. Chat with fellow tour members. Chatbot support.

4. Description of application usage scenarios

Scenario 1: Tour Customer finds and tracks tours

Related users: Tour Customer

Scenario description: Users log in to their account and search for tours that suit their personal needs using the search engine on the platform. Users can filter results by many criteria such as location, price, time, and reviews. After finding a tour they like, users can follow that tour to receive updated information and book a tour if desired.

Scenario 2: Tour Customer reviews tours and writes blogs to share personal experiences

Related users: Tour Customer

Scenario description: After completing the tour, users want to share their personal experiences by blogging and posting on the platform. Users can also rate the tour and tour guide, attach photos and videos if available. This article helps other users have a more objective view of the tour.

Scenario 3: Tour Guide selects the tour to be in charge

Related users: Tour Guide

Scenario description: Tour guides log in to their accounts and browse the list of available tours on the platform. They can view details of each tour and decide on tours that suit their abilities and schedule. After selecting a tour, a tour guide will be assigned and can manage details related to that tour.

Scenario 4: Tour Guide supports customer

Related users: Tour Guide, Tour Customer

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Scenario description: Tour guides support customers both online and offline. Before and during the trip, the tour guide uses the chat feature to interact, answer questions and resolve customer problems. Throughout the trip, the tour guide provides information, support and solves problems that arise to ensure the trip goes smoothly and customers have the best experience.

Scenario 5: Tour Company manages tours

Related users: Tour Company

Scenario description: The travel company logs into the admin account and manages its tours. They can create new, update information, and delete tours that are no longer relevant. The company can also track reviews and feedback from customers to improve service quality.

Scenario 6: Tour Company manages tourism statistics

Related users: Tour Company

Scenario description: Travel companies use the platform to track and analyze statistics such as number of customers, revenue from tours, customer reviews, and tour guide performance. This statistic helps the company grasp the business situation and make strategic decisions for development.

5. User survey results

The survey was conducted in June 2024, via Google Form and direct interviews with potential objects. You can follow the sample survey questions here: <https://forms.gle/mz8ygNOTn99kgO4X9>.

Survey object 1

- Survey ID: G12/Survey-01
- User type: Tour Guide
- User characteristics: 24-year-old senior student majoring in Tour Guide studies, with interests in historical tours, cultural experiences, and hiking.
- Rate the level of usefulness to users: Very useful
- Feedback: This product provides excellent tools for managing tour schedules and sharing detailed itineraries with clients. The ability to blog about travel experiences and connect with a community of travelers enhances the overall usefulness.

Survey object 2

- Survey ID: G12/Survey-02
- User type: Tour Customer
- User characteristics: 20-year-old junior student majoring in Information Technology, with interests in adventure travel, technology, photography.
- Rate the level of usefulness to users: Useful
- Feedback: The app is great for finding well-organized tours and reading reviews from other travelers. The blog section is a nice touch, though it could benefit from more frequent updates and user interactions.

Survey object 3

- Survey ID: G12/Survey-03
- User type: Tour Customer

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- User characteristics: 18-year-old high school student, with interests in Asian culture, architecture and cuisine.
- Rate the level of usefulness to users: Useful
- Feedback: This product helps me experience very realistic feedback about tours in a very vivid way. From there, you can choose suitable tours to go with friends when you go to college.

Survey object 4

- Survey ID: G12/Survey-04
- User type: Tour Customer
- User characteristics: 30-year-old Fullstack QC tester, with interests in thrilling, long-term travel.
- Rate the level of usefulness to users: Very useful
- Feedback: This product helps me easily find professional tours that suit my personal conditions.

Survey object 5

- Survey ID: G12/Survey-05
- User type: Tour Customer
- User characteristics: 45-year-old officer with a family consisting of his parents, his wife, and their two children, who enjoys family-friendly travel, cultural experiences, and nature outings.
- Rate the level of usefulness to users: Useful
- Feedback: The one is great for planning family trips, offering a variety of family-friendly tours and activities. Detailed itineraries and user reviews help us choose the best experiences, and the blog provides helpful travel tips. It's a valuable tool for memorable vacations.

Survey object 6

- Survey ID: G12/Survey-06
- User type: Tour Guide
- User characteristics: 27-year-old tour guide for a tour company with a deep interest in technology and communication.
- Rate the level of usefulness to users: Very useful
- Feedback: She finds it very useful to have an efficient app that helps them manage their guiding tasks in a professional manner.

Survey object 7

- Survey ID: G12/Survey-07
- User type: Tour Customer
- User characteristics: The user is aged between 18-24 and typically travels once a year. When booking tours online, they face two main challenges: finding information, reviews, and ratings on platforms like Traveloka and Expedia is very time-consuming, and they have a lack of trust in the credibility of tour companies. They describe themselves as highly interested in and proficient with technology, have little to no interest in blogging and sharing experiences, somewhat agree that there are still many obstacles to booking tours online, and find the presented topic very interesting and relevant to their needs.
- Rate the level of usefulness to users: Useful (4/5)
- Feedback: Naturus has effectively addressed many of the obstacles they faced when booking tours online, making the process smoother and more efficient. The site's engaging and relevant content aligns well with my needs, and I consider it a very useful tool for enhancing my travel planning and experience.

Survey object 8

- Survey ID: G12/Survey-08
- User Type: Tour Customer

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- User Characteristics: The user belongs to the 18-24 age group and travels 2-3 times a year. They prefer self-guided tours for domestic trips and opt for online booking platforms like Traveloka and Expedia for international tours. Key factors influencing their tour booking decisions include tour cost and the professionalism of both the tour company and guides. They encounter challenges with complex website interfaces, excessive text, and the need to cross-reference information from multiple sources.
- Rate the level of usefulness to users: Very Useful (5/5)
- Feedback: They greatly appreciate websites like Naturus that simplify the tour booking process. They suggest improvements to the website's interface to make it more user-friendly. The abundance of text and complex layouts can be overwhelming, especially for users like me who prefer simplicity and efficiency. Additionally, integrating comprehensive information and reviews directly into the platform would save time and enhance trust in the booking process. Overall, while Naturus offers valuable services, addressing these issues would significantly enhance the user experience.

Survey object 9

- Survey ID: G12/Survey-09
- User Type: Tour Customer
- User Characteristics: The user falls within the 18-24 age group and travels 4-6 times a year. They prefer to book both domestic and international tours online through platforms like Traveloka and Expedia. Key factors influencing their tour booking decisions include tour cost and high ratings and reviews. However, they face challenges with unfriendly user interfaces and the time-consuming process of cross-referencing information from multiple sources.
- Feedback: Naturus provides valuable tour booking services, but improvements in user interface and integration of comprehensive information would enhance the experience.

Survey Object 10

- Survey ID: G12/Survey-10
- User Type: Tour Customer
- User Characteristics: The user is under 18 years old and travels 4-6 times a year. They prefer self-guided tours for domestic trips and online booking through platforms like Traveloka and Expedia for international tours. Key factors influencing their tour booking decisions include safety and tour costs. However, they encounter challenges with the time-consuming process of cross-referencing information from multiple sources and a lack of trust in the credibility of tour companies.
- Feedback: Naturus offers valuable tour booking services, but streamlining the information-gathering process and enhancing trust in tour companies would greatly improve the experience.

Survey Object 11

- Survey ID: G12/Survey-11
- User Type: Tour Customer
- User Characteristics: The user is aged between 18-24 and travels 2-3 times a year. They prefer self-guided tours for domestic trips and online booking through platforms like Traveloka and Expedia for international tours. Key factors influencing their tour booking decisions include tour costs and high ratings and reviews. However, they encounter challenges with unfriendly user interfaces and the time-consuming process of cross-referencing information from multiple sources.
- Feedback: The Naturus platform offers valuable tour booking services, but improvements in user interface friendliness and information integration would greatly enhance the overall experience.

Survey Object 12

- Survey ID: G12/Survey-12
- User Type: Tour Customer

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- User Characteristics: The user is aged between 18-24 and travels once a year. They prefer self-guided tours for domestic trips and online booking through platforms like Traveloka and Expedia for international tours. Key factors influencing their tour booking decisions include tour costs and high ratings and reviews. However, they encounter challenges with unfriendly user interfaces and a lack of trust in the credibility of tour companies.
- Feedback: Naturus offers valuable tour booking services, but improvements in user interface friendliness and building trust in tour company credibility would greatly enhance the overall experience.

Survey Object 13

- Survey ID: G12/Survey-13
- User Type: Tour Customer
- User Characteristics: The user is aged between 18-24 and travels 2-3 times a year. They prefer purchasing tickets through travel agencies for domestic tours and online booking through platforms like Traveloka and Expedia for international tours. Key factors influencing their tour booking decisions include safety and the reputation of the tour company. However, they encounter challenges with the time-consuming process of cross-referencing information from multiple sources and a lack of trust in the credibility of tour companies.
- Feedback: Naturus has been very useful in facilitating tour bookings, particularly for someone like me who travels multiple times a year. However, the platform could address the challenges related to information cross-referencing and building trust in the credibility of tour companies to further improve the user experience.

Survey Object 14

- Survey ID: G12/Survey-14
- User Type: Tour Customer
- User Characteristics: The participant belongs to the age group of 18-24 and travels independently 4-6 times a year. They typically prefer self-guided tours for domestic travel and book tours online through platforms like Traveloka and Expedia for international trips. Safety and tour costs are the primary factors influencing their tour booking decisions. However, they encounter challenges with complex and user-unfriendly interfaces, which are overwhelming and difficult to navigate.
- Feedback: Naturus has been incredibly useful in facilitating my frequent travel bookings. However, the platform could greatly improve by simplifying its interface and making it more user-friendly, as the current complexity and abundance of text can be overwhelming.

Survey Object 15

- Survey ID: G12/Survey-15
- User Type: Tour Customer
- User Characteristics: The respondent, aged between 18-24, engages in independent travel 2-3 times a year, preferring self-guided tours for both domestic and international destinations. They prioritize tour costs and the professionalism of the tour company and guides when making booking decisions. However, they encounter obstacles with complex and text-heavy interfaces, which require double-checking with other platforms for information, reviews, and ratings, resulting in time loss.
- Feedback: The Naturus platform has been notably useful in streamlining my travel bookings. However, there is room for improvement in simplifying the interface and reducing textual overload, as these complexities and the need for cross-verification with other platforms consume valuable time.

Survey Object 16

- Survey ID: G12/Survey-16
- User Type: Tour Customer

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- **User Characteristics:** The respondent, aged between 18-24, travels once a year and prefers booking tours online, utilizing platforms like Traveloka and Expedia for both domestic and international trips. Safety and positive reviews and ratings are crucial factors influencing their booking decisions. However, they encounter obstacles with user-unfriendly interfaces, necessitating cross-verification with other platforms for information, reviews, and ratings, leading to time wastage.
- **Feedback:** The Naturus platform has proven to be highly useful in facilitating my travel bookings. However, there's a need for improvements in enhancing user-friendliness, as the current interface complexity and the requirement for cross-checking with other platforms for information and reviews can be time-consuming.

Survey Object 17

- **Survey ID:** G12/Survey-17
- **User Type:** Tour Customer
- **User Characteristics:** The respondent belongs to the 18-24 age group and travels 2-3 times a year, preferring to book tours online through platforms like Traveloka and Expedia, both for domestic and international trips. Safety and tour cost are deemed crucial factors in their decision-making process. However, they encounter obstacles with complex interfaces and excessive text, making navigation challenging.
- **Feedback:** The survey was very useful in understanding the preferences and challenges of tour customers. However, there's a notable need for improvement in simplifying interface designs and reducing textual complexity to enhance user experience and usability.

Summary of survey results

- Based on survey statistics, the predominant demographic among interested individuals comprises tech-savvy youth, predominantly under the age of 30, who typically embark on 2-3 trips annually and actively provide feedback. Their inclination towards self-reliance is evident in their preference for booking domestic tours independently, while relying heavily on online booking service for international travel arrangements. To cater to their preferences, it's imperative that the interface exudes credibility and user-friendliness. Furthermore, their tour selection criteria primarily prioritize affordability, safety, and favorable reviews, underscoring the necessity for a booking platform that accurately reflects tour quality, individual guide proficiency, and overall company service standards. Consensus among respondents highlights the existing challenges in tour booking, with a notable time investment required to sift through multiple review channels for optimal trip selection.
- The product is highly valued by both tour guides and customers. Tour guides appreciate its professional management tools. Customers find it useful for finding and planning various types of tours, including family-friendly options. Improvements to the blog section were suggested for better engagement.
- Overall, the product significantly enhances the tour experience for both guides and customers, making it a valuable tool in the industry.

6. Functional Requirements

No.	Feature	Description
Feature-01	Registration/Login	Users can register a new account, log into their account to access personal features, and log out to secure personal information.
Feature-02	Search for travel destinations/tours	Users can search for travel destinations or tours on the platform.
Feature-03	Receive tour recommendations from search history or personal profile	The system automatically recommends tours based on users' search history or profile information, through preferences, etc.
Feature-04	View tour list	Users can view the list of available tours on the platform, including

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		featured tours, recommended tours, and highly rated tours.
Feature-05	View tour details	Users can view detailed information about the tour, including itinerary, destinations, prices, schedule, and reviews from other customers.
Feature-06	Book a tour	Users can book tours online, including selecting dates, the number of participants, and making payments through various methods.
Feature-07	Write blog to share personal experiences	Users can write and post articles sharing their personal experiences after participating in tours.
Feature-08	Rate tours and Tour Guides	Users can rate tours and tour guides after completing their trips.
Feature-09	Manage favorite tours list	Users can add and manage a list of their favorite tours.
Feature-10	Chat with fellow tour members	Users can chat with other members participating in the same tour to exchange information and experiences.
Feature-11	Chat bot	The chatbot system assists users by answering frequently asked questions and providing quick information.
Feature-12	Manage profile	Users can manage and update their profile. Tour guides can additionally provide their professional certificates.
Feature-13	Manage tours registered by Tour Guides	Tour guides can view and manage the tours they have registered to lead.
Feature-14	Manage income	Tour guides can view and manage their income from completed tours.
Feature-15	Manage and update tour details, schedule, and prices	The travel company can add, modify, and delete detailed tour information, including schedule and prices.
Feature-16	Manage user accounts	The travel company can manage user account information, including registration, modification, and deletion of accounts.
Feature-17	Manage user travel experience blogs	The travel company can view and manage user posts sharing their travel experiences on the platform.
Feature-18	Monitor customer feedback and reviews	The travel company can monitor and manage feedback and reviews from customers to improve service quality.
Feature-19	Statistics	The travel company can view statistics about popular travel destinations, outstanding tour guides of the year/month, etc.

7. Non-Functional Requirements

User Interface Performance

- **Response Time:** The user interface must respond to user actions (such as clicks and inputs) within 1-2 seconds. Instant feedback information (such as error messages and confirmations) must be displayed within

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500ms.

- **Page Load:** The homepage and main pages must fully load within 3 seconds, even with a slow network connection.. Subpages or detailed pages must load within 2 seconds.

User Experience (UX)

- **Intuitiveness:** The user interface must be easy to use and navigate without requiring users to have high technical knowledge. Icons and buttons must have clear and understandable labels. Use design principles based on user habits to help users easily find the functions they need.
- **Accessibility:** The interface must comply with WCAG 2.1 accessibility guidelines to ensure it can be used by disabled users. Must include a high contrast mode and support for assistive devices such as screen readers.
- **Consistency:** The style and layout of the interface must be consistent across all pages and devices. Use a consistent set of colors, fonts, and design styles throughout the website.
- **User Guidance:** Provide clear and intuitive guidance for new users when they first use the website. Provide a search tool and smart suggestions to help users easily find the information they need.

Compatibility

- **Browsers:** The interface must be compatible with the latest versions of major web browsers (Chrome, Firefox, Safari, Edge). Must be tested on browser versions that are at least 2 years old.
- **Devices:** The interface must be responsive and work well on different devices, including desktops, tablets, and smartphones. Use responsive design to adjust the interface to different screen sizes.
- **Screen Resolution:** The interface must automatically adjust to fit different screen resolutions from 320px to 4K.

User Interface Security

- **Data Protection:** Input forms on the interface must encrypt data before sending it to the server. Warn users about unsafe input or potential security errors.
- **Authentication:** The interface must support multi-factor authentication to ensure user account security. Provide security notifications for login actions from unfamiliar devices.

Maintainability

- **Code Quality:** The interface's source code must comply with industry quality standards and be well-documented for easy maintenance and upgrades. Use automated testing tools to detect interface errors before deployment.
- **Interface Testing:** The interface must be thoroughly tested to ensure there are no display or functional errors. Provide testing with real users to ensure a good user experience.

Scalability

- **Modularity:** The interface must be designed in a modular way to easily add or update components without affecting the entire system. Use reusable UI components to reduce complexity and enhance scalability.
- **Integration Capability:** The interface must easily integrate with third-party services and backend components. Support APIs and webhooks to extend the interface's functionality.

User Interaction

- **User Feedback:** The interface must provide immediate feedback to users after each action, such as displaying notifications upon completion or errors. Provide smooth animations to enhance user experience without compromising performance.

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- **Dynamic Interface:** The interface must have smooth and minimal animations to avoid affecting performance. Interface elements must interact naturally without distracting users.

Personalization

- **Personalized Interface:** Provide users with the ability to personalize the interface, such as changing layout, colors, and fonts. Display content and suggestions based on user preferences and behavior.

Aesthetics

- **Visual Design:** Use high-quality images and graphics to enhance the visual experience. Ensure that visual design does not compromise website performance.
- **Style and Layout:** The design must be attractive and professional, suitable for the target audience. Use modern design principles to create an intuitive and user-friendly interface.