

FINAL REPORT

Name of group members:

Leena Abbi

Radhika Bhardwaj

Nandini Nandini

Gurpreet Singh Gill

Instructor: Himanshu Himanshu

Course Code: SYST15892

Introduction:

- Merchandise Return Solutions (MRS) is products return solutions applications which will pickup the return merchandise from the customer's home and deliver it back to the company.
- If the customer is not fully satisfied with their purchase, they can return their products easily from their doorsteps. MRS will make the return process easy for the customers.
- This company will send an employee to the customer's home to pick up the product and to return it to the specific company. The services will save the time for the customers who love to do online shopping just for sake to save their time by not going to shopping malls or market.
- If they are dissatisfied with their purchase and want to return the products back to the vendors, but are not able to due to some possible reasons for seniors, disabilities, illness, bad weather, busy schedule or being single parents with young kids etc.
- These services will be provided anywhere in Canada and in some countries outside Canada. There will be return charges based on the destination, weight and size of the product, but discounts will be provided to senior citizens and to the customers who are paying membership charges.
- Overall, customers do not need to worry about leaving their home to return their merchandise, they just have to book a time slot for order pickup using MRS.

Evolution of the project:

- The goal to create this interface was to design an interface that could meet the today's users' needs and provide solutions for a real-life problem.
- Because now we are in digital age a big amount of our correspondence both professional and personal are now digital for instance nowadays people don't send paper mails as an old way of correspondence nowadays people like to send and receive electronic mails.
- By keeping in mind in today's digital age in which people don't want to leave their comfort of their homes for shopping , So our group decided to create an interface which can provide solutions to the customers daily problems to provide the customer with a service by keeping an eye on the problems faced by online shoppers while returning their purchases
- After brainstorming our team came up with the idea of designing a Postal services application and after discussing and observing about all the parts of this application and testing this against other similar application in the market and after chatting with the competitor websites we came up with the idea of focusing only on return merchandise from the customers doorsteps.
- It is based on the concept that as you get your stuff from your doorstep customers should be able to return their product from doorsteps steps.
- Initially our main concept was just to provide services for seniors and vulnerable people but after doing a user survey we extended the criteria of this project by including the students, pregnant woman's, disabled people and single parents with young kids. We provide the benefits to seniors by giving them some special offers and discounts which we found really a good concept because it not only benefits the senior citizens, but it will also benefit the company to earn some loyal customers.

1. Findings:

- In this project firstly we decided that this interface will be more applicable on vulnerable people and seniors but after some survey and findings we concluded that this postal service will also help the students, pregnant woman's and many more.
- So, as in the current wireframes the special offers option is hidden and is not accessible from the main page. After moving this option on the login page, it will make the website much more functional and user friendly and user won't need to think much more.
- The tab which can take the user to the specific offers highlighted which offers are only for members and another for regular users. So that users can pick according to their requirements and applies for discount for all their transactions just by selecting that option.

B. Insights and Project Reflection:

a.) Lessons learned:

- The basic lesson we learned from this project is that what we think as the user's needs are not same the users actually want and users requirements are not static they change with the time so it always important for designers to create advanced ideas by taking the users feedback time to time. So that users should always be satisfied with our products.
- The mistakes we did while designing this application was that we placed the most demanding feature which was Special Offers under the membership so in turn it was a challenging task for the users to look for the special offers. It was a mistake as it was breaking the UI principle which states **DON'T MAKE ME THINK.**
- The biggest stumble we faced was during the user testing when we were supposed to do the user testing in a group where one person from the group of four was going to speak aloud the wireframes to the user and the other three were going to note down the user's interaction with the websites and their reactions. But, unfortunately we didn't meet the requirements due to pandemic COVID-19 situation. Due to which we couldn't work according to the plan which was to do testing in a group from the users. Instead we did individual survey in which every member did survey(one on one) from some random people and at the end we all came up our observations and survey to complete the project.

Greatest achievements:

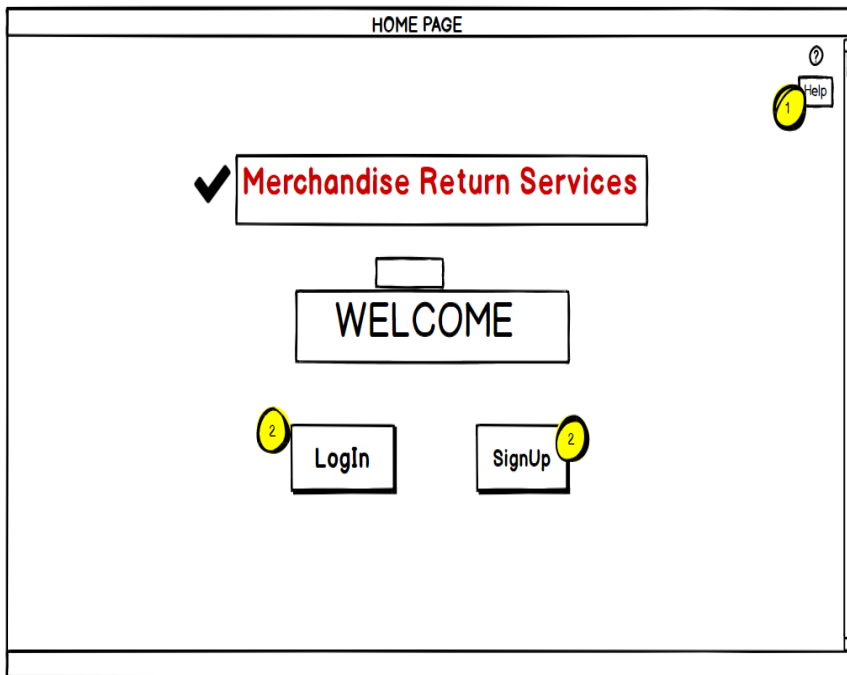
- The greatest achievement we learned during the project was how to build a better user interface to provide the best user experience with the help of initial wireframes and revised wireframes by analyzing the users feedback.
- The other achievement was that after doing all the projects that involves developing and designing the interface, we learned the concepts of graphic design, navigation design, information architecture.
- We learned to design the interfaces as user centric so that it can meet the requirements of users because if the users are not happy with the design solutions they wouldn't return back.
- User centric design allow us to make frames which will result something that is useful and easy to use.
- Moreover, we learned interface design rules that are :
 - i) Strive for Consistency

- ii) Forgiveness and reversal
- iii) Support user centered interaction.
- iv) Reduce short-term memory load on user.
- v) Rule of 7
- vi) Chunking.
- The biggest achievement we earned is that we solved a real life problems especially which will works in these situation so our interface is not only solving a fantasy problem but also a real world problem which world is facing these days like pandemic COVID-19 when people have to follow the distance rules and most of the elderly and sick people are dependent on the online shopping services. So with the help of our application they will be able to return their merchandise without leaving their safety which made this application very valuable these days.

Additional Recommendations for Improving the Prototype:

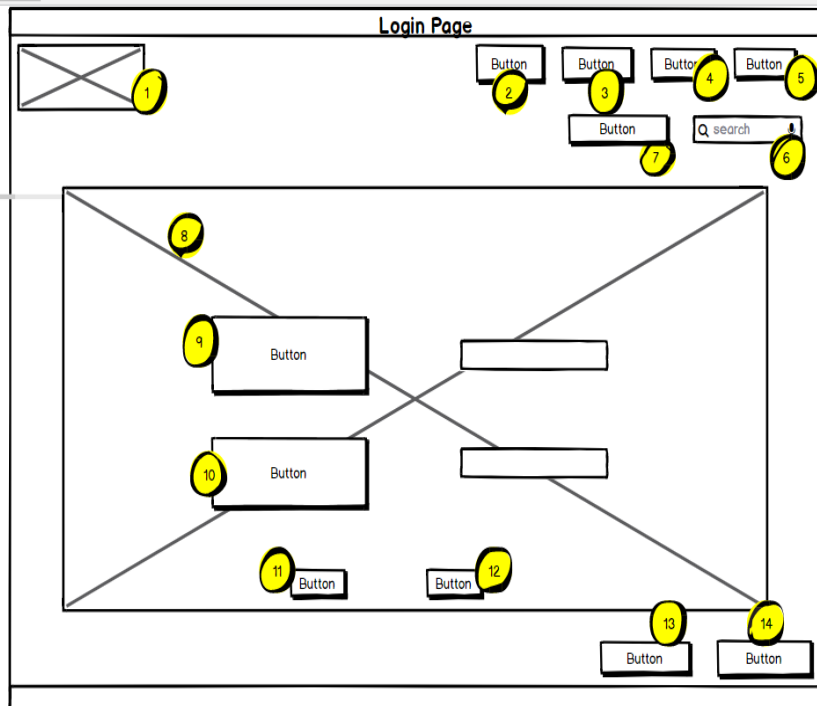
- The additional recommendations for improving the wireframes was to add the voice search command for the users who are unable to type their required searches so that they can search by recording their voice in the app.
- By providing the customized option for the page so that user can change the page layout color, language and font size according to their likings.
- Moreover, we can add social media links to get the customers feedback and recommendations on website so that we can make changes according to the needs of the customers with the help of their provided feedback for example: Facebook, Instagram or twitter accounts.
- Furthermore ,our customers are huge assets to any company so to reach out to our customers to get their latest feedback all the time so we can add a optional survey link in the website to get the latest testimonials from the customers.
- Additionally, we can add a site navigation wizard.

Initial Wireframes:

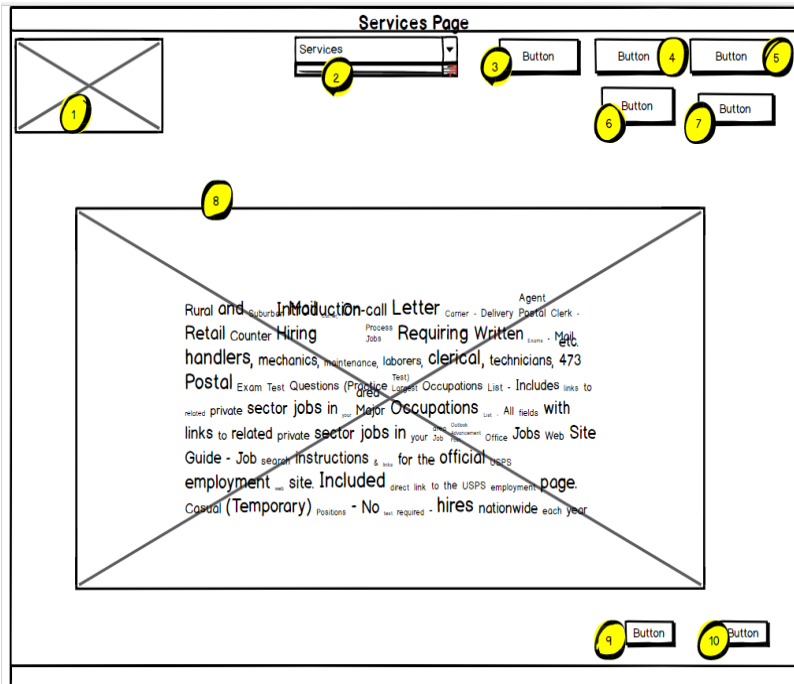


- 1.Help us
2. Login
3. Signup

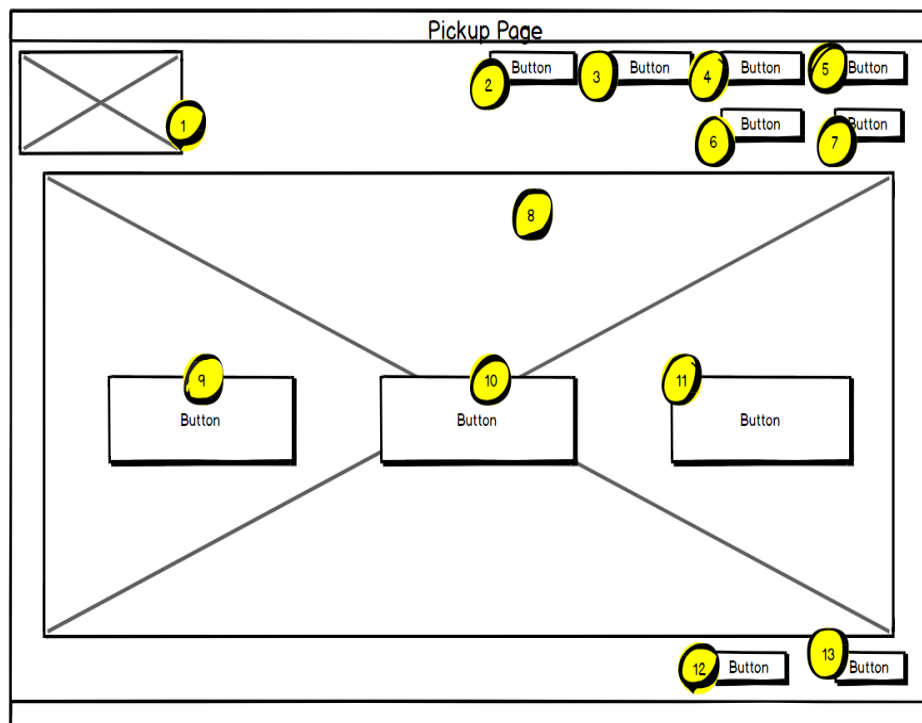
App bar Arrow block of text breadcrumbs browser Win... button button bar Calendar Layout Chart: Bar Chart: Column



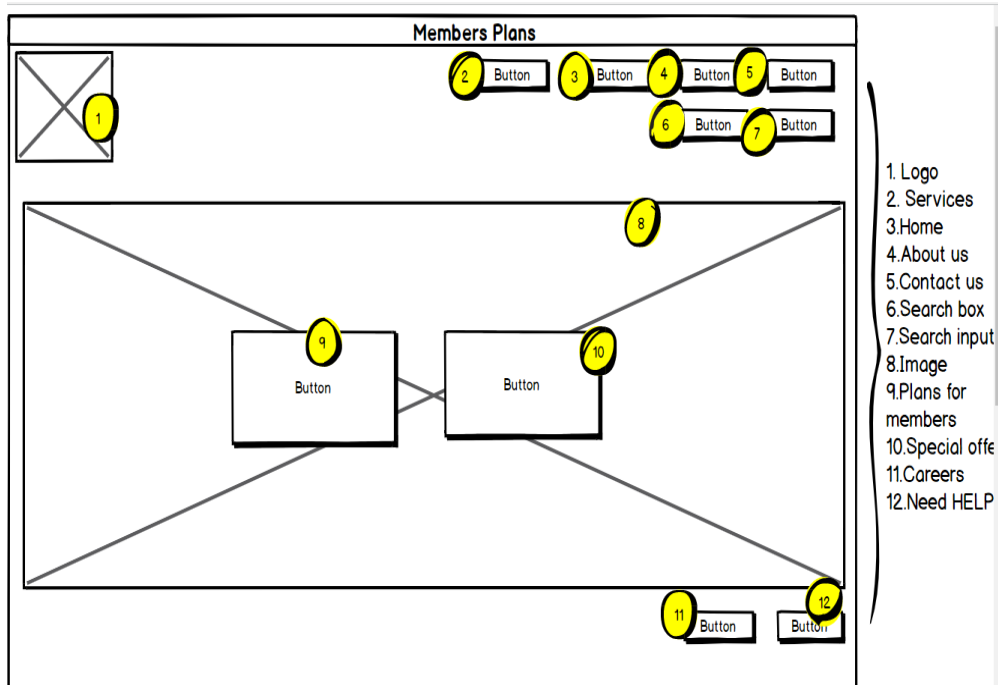
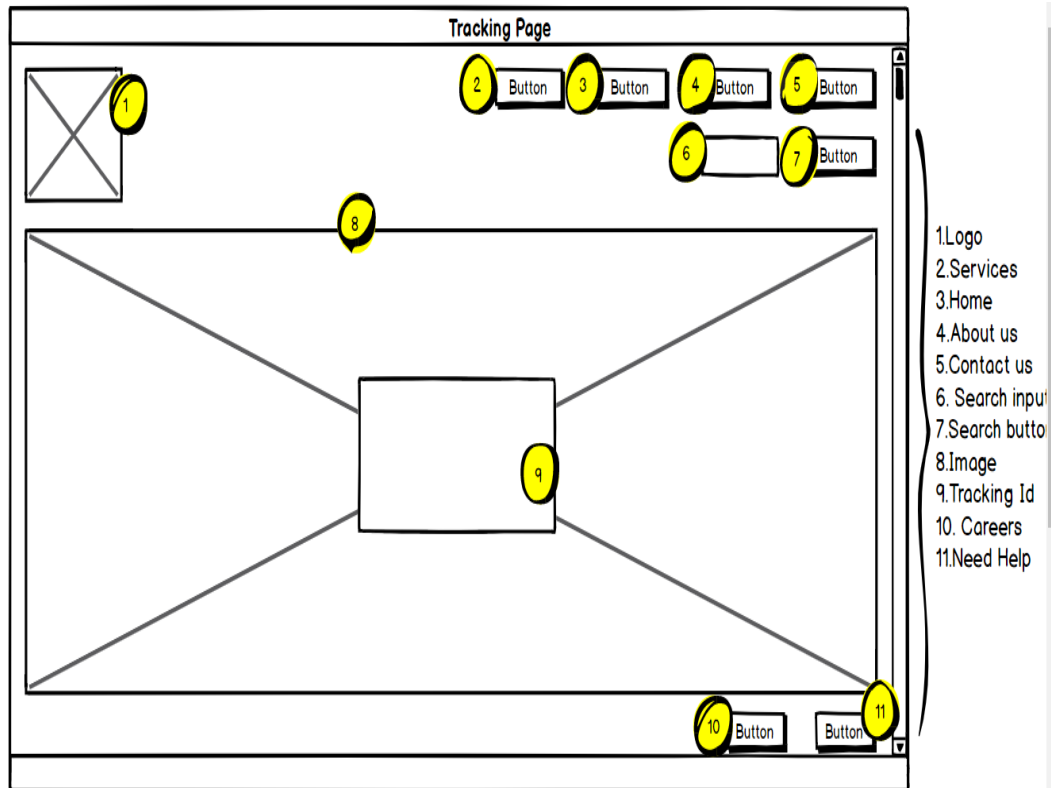
1. Logo
- 2.Services
- 3.Home
- 4.About Us
- 5.Contact Us
6. Search Button
7. Search Input
8. Image
9. Username
10. Password
11. Login
12. Forgot Password
13. Careers
14. Need Help?

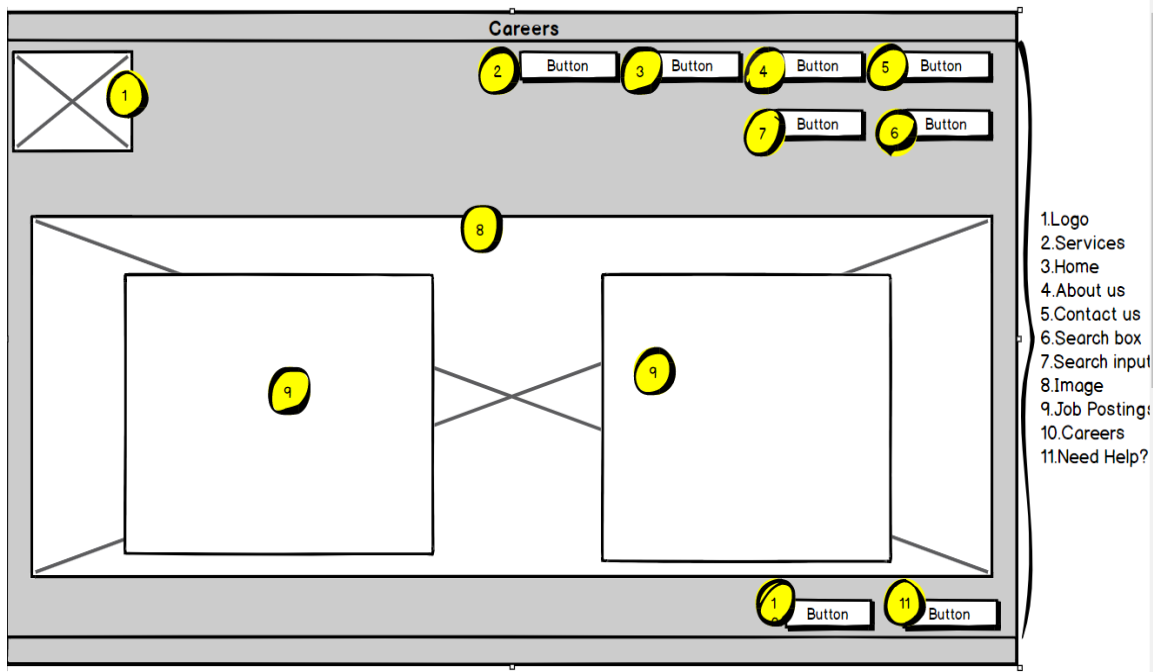


1. Logo
2. Services
 - a. Pickup
 - b. Tracking
 - c. For Members
3. Home
4. Contact Us
5. About Us
6. Search Button
7. Search Input
8. Image
9. Careers
10. Need Help?

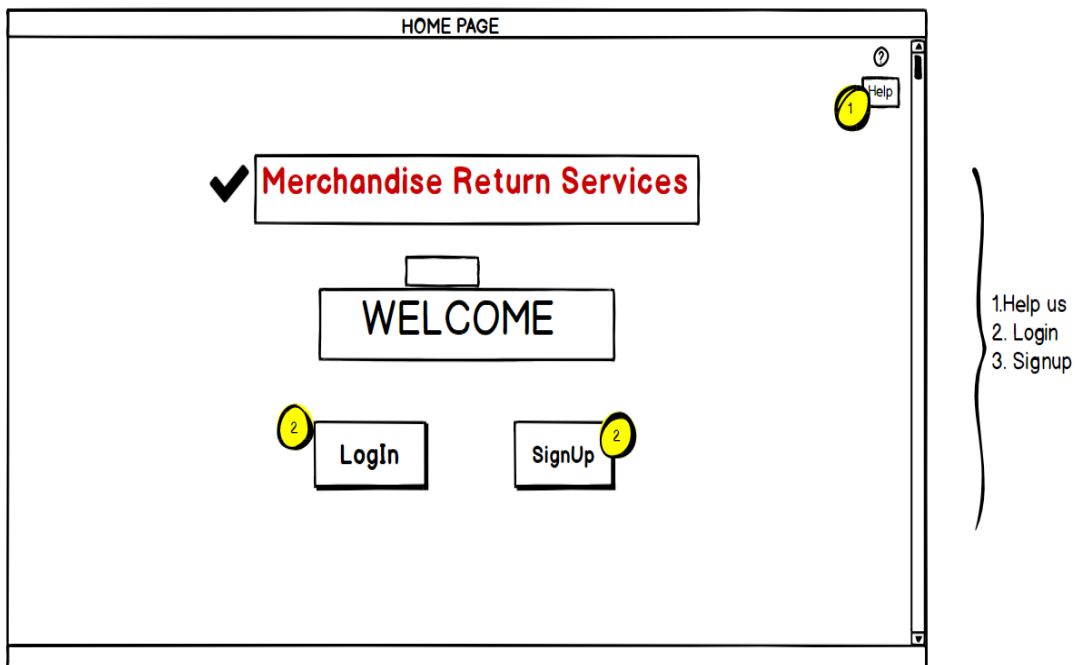


1. Logo
2. Services
3. Home
4. About us
5. Contact us
6. Search inp
7. Search inp
8. Image
9. Pickup plan
10. Pickup pl
11. Pickup pla
12. Careers
13. Need Help

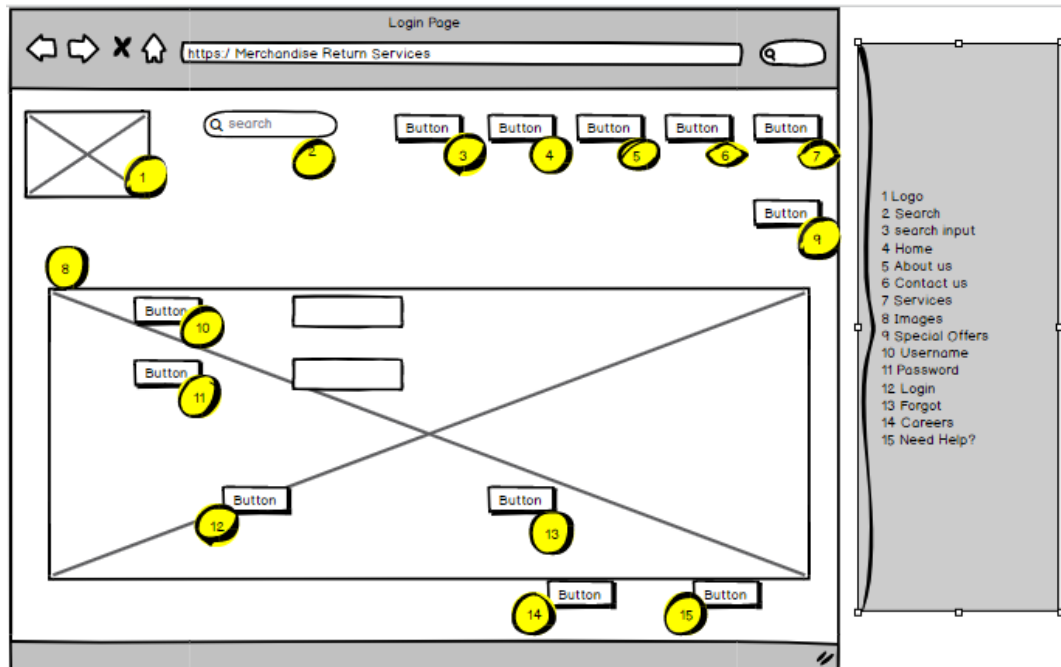


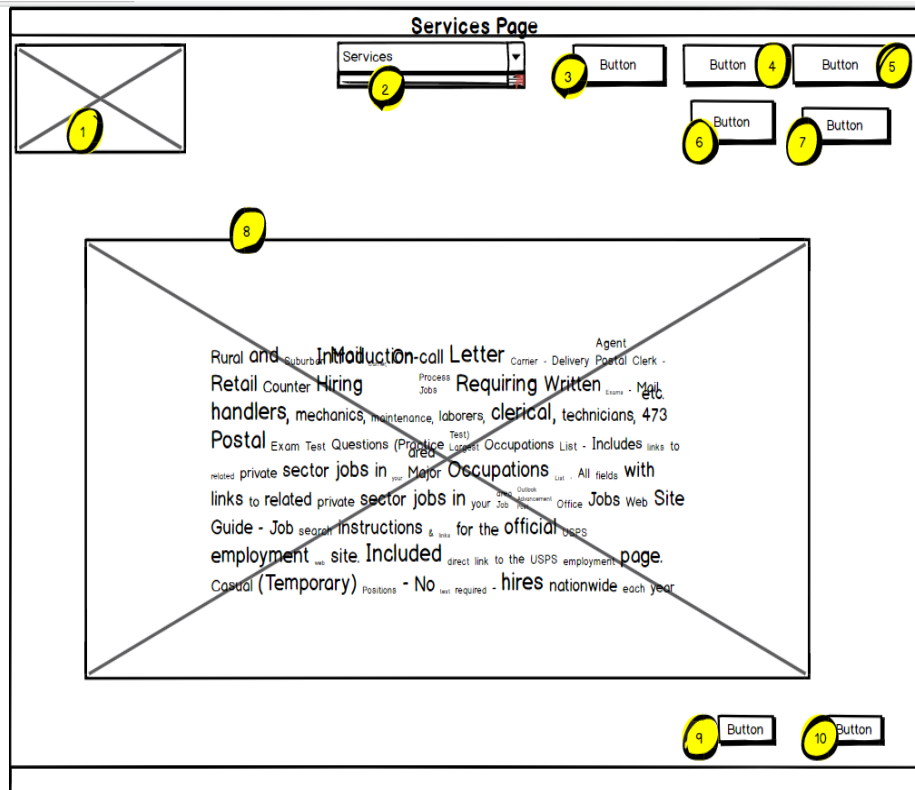


Revised Wireframes:

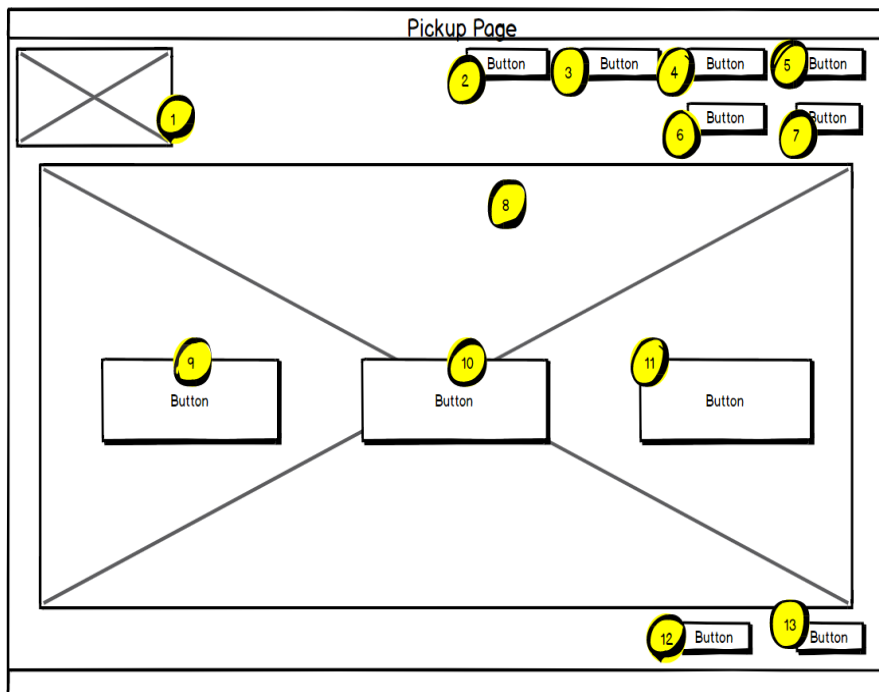


Given below Login Page is the revised wireframe for the login page:

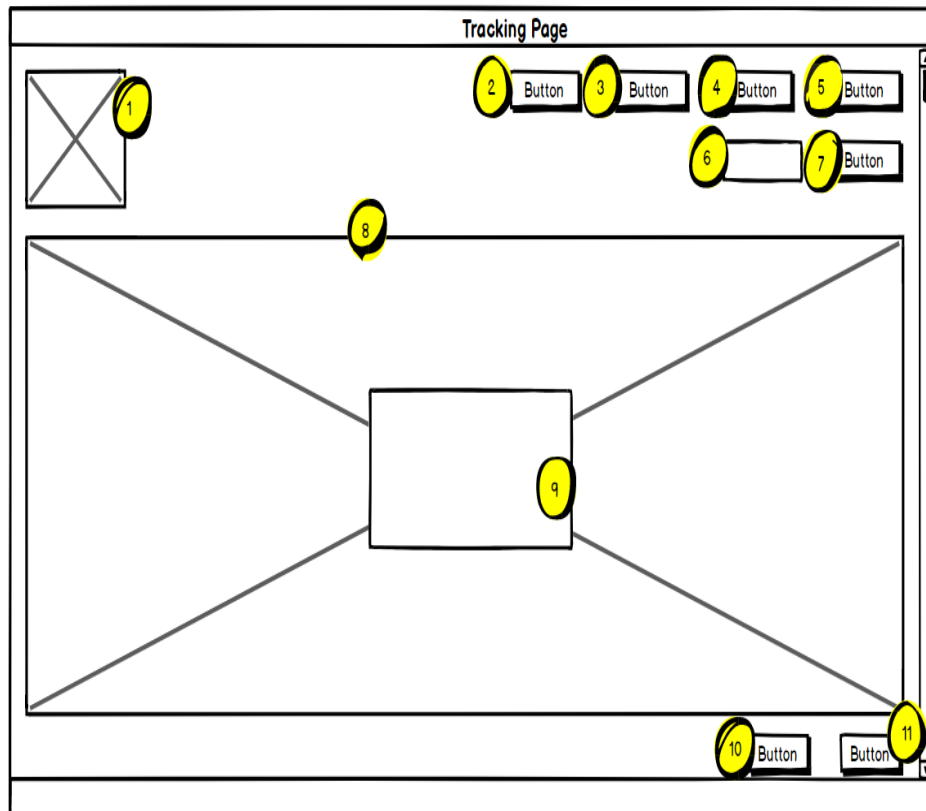




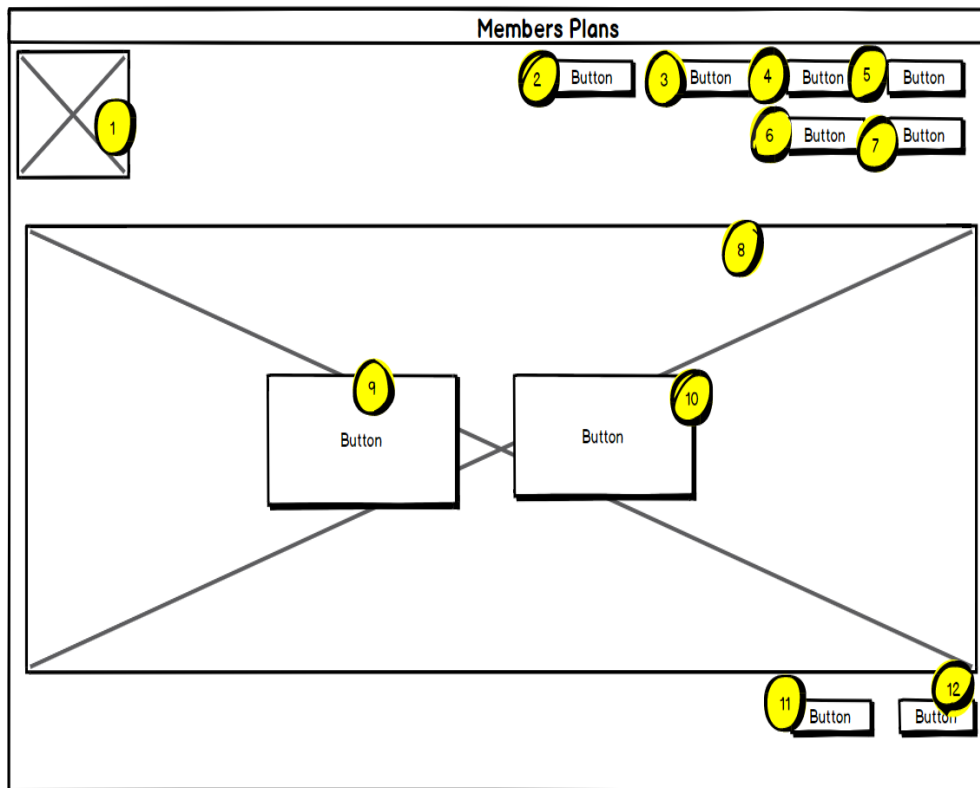
1. Logo
2. Services
 - a. Pickup
 - b. Tracking
 - c. For Members
3. Home
4. Contact Us
5. About Us
6. Search Button
7. Search Input
8. Image
9. Careers
10. Need Help?



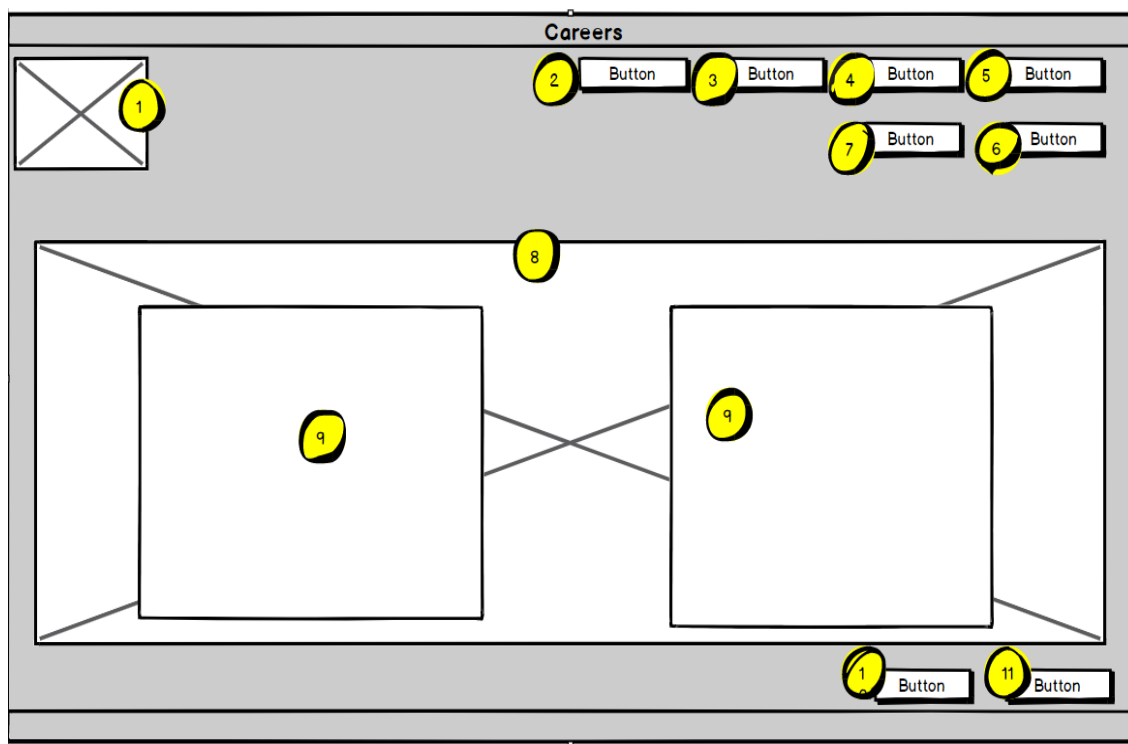
1. Logo
2. Services
3. Home
4. About us
5. Contact us
6. Search inp
7. Search inp
8. Image
9. Pickup plan
10. Pickup plan
11. Pickup plan
12. Careers
13. Need Help?



- 1. Logo
- 2. Services
- 3. Home
- 4. About us
- 5. Contact us
- 6. Search input
- 7. Search button
- 8. Image
- 9. Tracking Id
- 10. Careers
- 11. Need Help



1. Logo
2. Services
3. Home
4. About us
5. Contact us
6. Search box
7. Search input
8. Image
9. Plans for members
10. Special offer
11. Careers
12. Need HELP



1. Logo
2. Services
3. Home
4. About us
5. Contact us
6. Search box
7. Search input
8. Image
9. Job Posting
10. Careers
11. Need Help?

Wireframing Tool Used: The wireframing tool used in the project is "Balsamiq".

Group members roles:

1. Gurpreet Singh Gil :

Dealt with use of color theory principles and typography, *Testing script, list of tasks to be performed by the user, observing everything and the expectations of us from the users.* Give the ideas of wireframes. User senario. Final presentation.

2. Leena Abbi:

Drawn intilal sketches. *testing script, list of tasks to be performed by the user, designate task as simple or advanced note the task that worked well* Comparison between the initial and the latest wireframes. Prepared the Analysis details and final list of features. Final Report.

3. Nandini Nandini:

Prepared wireframes for landing and sub-pages. title page , testing script, designate task as simple or advanced, compiled transcripts of testing feedback , note the asks and cations that did'nt worked well. Prepare the wireframe. User senarios and made Survey results. Final Report.

4. Radhika Bhardwaj:

Made page hierarchy and use of proper interface rules. Testing script, list of tasks to be performed by the user, the positive and negative feedback of the user. Test the user and take their feedback. Contributes for making question of the survey. Final presentations.