CSI 3125 – Analysis and Design of User Interfaces

Assignment 4

E-Commerce Website

University of Ottawa

Faculty of Engineering

Professor: Caroline Barrière

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| **Student names** | **Student numbers** |
| Man Vu | 300404885 |

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# Designers

Group Number: 3

# Inspiration Sites

## 2a. Name and type

Name: Webdev Academy

Type: Online Learning Platform

## 2b. Inspiration Sites

### Udemy (https://udemy.com)

Inspiration: Course catalog layout, instructor profiles, and rating systems

### Coursera (https://coursera.org)

Inspiration: Professional course categorization and filtering system

### Codecademy (https://codecademy.com)

Inspiration: Modern, clean interface design and skill-based course organization

### Pluralsight (https://pluralsight.com)

Inspiration: Course difficulty levels and learning path structure

# Reflection/Design

## (A) Interactive Process / System Image Design

**a. Follow Instruction Process**  
For the checkout steps, we used a progress bar right at the top. Each step—Cart Review, Billing & Payment, and Confirmation—is clearly labeled with icons. Finished steps are green, your current step is purple, and the rest are gray. This helps users instantly see where they are and what’s left. You can’t move on until you finish the current step, which keeps things straightforward and reduces confusion.

**b. Explore Process**  
We made it easy for users to find the right course by adding several filters:

* **Category:** (Full Stack, Frontend, Backend, DevOps, etc.)
* **Difficulty:** (Beginner, Intermediate, Advanced)
* **Price:** (Slider from $0–$500)
* **Duration:** (Options like 8, 10, or 12 weeks)
* **Rating:** (4+, 4.5+, etc.)

There’s also a search bar for quick keyword searches, sorting options (Most Popular, Highest Rated), and filter badges that users can click to clear. All the filtering happens instantly, so users don’t have to wait for the page to reload.

**c. Communicate Process**  
Feedback and surveys are handled on a separate page with a clear progress tracker, so it feels organized, not annoying. Most questions are optional and use simple inputs like stars and checkboxes to make it quick. The language is friendly and encouraging, and there’s a thank you message at the end, making the whole thing feel positive and painless.

## (B) Verbal Communication Design

**Writer/Reader Model:**  
The platform speaks directly to users, like a helpful expert or mentor guiding a learner. The tone is supportive and approachable—professional but not robotic. Calls to action are lively, course info is clear and direct, and community or survey prompts are warm and inclusive. This helps keep communication consistent and engaging.

**Examples:**

* **Incite to Action:**
  + *Phrases:* "Start Your Coding Journey Today!", "Limited Time Offer!"
  + *Style:* Short, motivating, sometimes with emojis ("Don’t miss out—enroll now!")
* **Inform:**
  + *Phrases:* "Taught by expert instructors", "Covers everything from basics to advanced topics", "Lifetime access"
  + *Style:* Factual, to the point ("Learn at your own pace with 100+ real projects.")
* **Engage in Connection:**
  + *Phrases:* "Join our global community", "We value your feedback!"
  + *Style:* Friendly, inclusive ("Together, we’re building something great.")

**4. High-Fidelity Prototype**

## a. Visual Design Choices:

We went with a bold purple/blue color scheme to feel modern and creative, plus orange accents for urgency (like sales). The layout uses big headings, clear cards for each course, and plenty of space to keep everything readable. All buttons and cards have hover effects for feedback. The site works smoothly on mobile and desktop. Accessibility is built in with good color contrast, keyboard navigation, and screen-reader-friendly labels. There’s also a toggle for dark and light modes.

## b. Portfolio Links:

* [Portfolio 1 Link]
* [Portfolio 2 Link]  
  *(You can access the full prototype from either link.)*
* Portfolio Link: <https://manvu.ca/>
* Prototype Link: <https://my-matching-cards.netlify.app/>
* Group Github: <https://github.com/man-vu>

# 4. Code Repository

* <https://github.com/man-vu/SEG3125-Assignment3-MatchingCards>

# 5. Generative AI Acknowledgement

Generative AI tools were used as follows:

* **Mockups:** ChatGPT was used for brainstorming user flows, refining personas, and suggesting storyboard steps. ChatGPT was used to draft and describe user journeys and layout ideas. Figma was used for creating and editing mockup images.
* **High-Fidelity Prototype:** ChatGPT was used for most of the code development for the React/JSX frontend. **However, I made the final editing and ensured the quality of design and the prototype**.
* **Interaction:** Prompts included “fix this UI error or exception”, etc
* Final editing and all content selection were done by the designer.