HCI Report

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Project Idea

Our goal is to create a modern web application for selling high-quality leather wallets. The idea is based on a real small business run by Toni's friend, which focuses on handmade leather products. We aim to digitalize and modernize his business by developing a clean, user-friendly online store. The website will showcase products with detailed descriptions, quality images, and a smooth purchasing process.

[Link to the existing shop](#)

User Personas

To gain a deeper understanding of our users' needs and create a more detailed plan, we developed 4 user personas. Each persona represents a different age group, occupation, level of technical proficiency, motivation for using the service, and interaction style with the website. This approach allowed us to account for a diverse range of users and ensure an inclusive, user-friendly experience.

Example:

Persona 1: The Style-Conscious Professional

Name: Alex Thompson
Age: 32
Occupation: Marketing Manager
Location: Urban city, like New York or San Francisco
Income Level: Upper middle class
Background: Alex is a mid-level marketing manager at a tech company. They commute to work by public transport, often have work meetings, and frequently travel for business. They care about looking polished and presentable, as it reflects on their professional image.
Goals & Needs:
  o Items that complement a business-professional wardrobe
  o Products that are stylish yet durable, with a refined, minimalist design
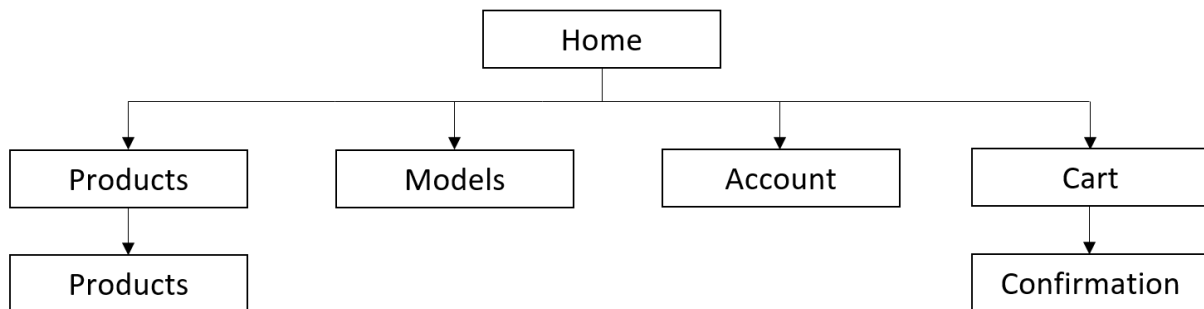 o Values quality craftsmanship and is willing to pay more for long-lasting, sustainable materials
Shopping Behavior:
  o Prefers high-quality, unique items that aren't mass-produced
  o Values a seamless online shopping experience, with detailed product descriptions and high-quality images
  o Often reads product reviews and cares about the brand story and sustainability

Learn more about our personas: [Link on GitHub](#)

Information Architecture

```
                              ┌──────────┐
                              │   Home   │
                              └──────────┘
          ┌──────────────┬──────────────┬──────────────┐
          ▼              ▼              ▼              ▼
    ┌──────────┐  ┌──────────┐  ┌──────────┐  ┌──────────┐
    │ Products │  │  Models  │  │ Account  │  │   Cart   │
    └──────────┘  └──────────┘  └──────────┘  └──────────┘
          ▼                                          ▼
    ┌──────────┐                             ┌──────────────┐
    │ Products │                             │ Confirmation │
    └──────────┘                             └──────────────┘
```

The website is structured to provide a simple and intuitive user experience through clearly defined pages and navigation paths:

- **Home Page:**
  Displays basic information about the shop, such as its values, craftsmanship focus, and highlights of the leather wallet collection. It also features a few prominent call-to-action buttons to guide users further into the site.
- **Products Page:**
  Showcases all available leather wallet products in a clean, grid-based layout. Users can click on any product to be redirected to its dedicated **Product Page**.
- **Product Page:**
  Contains detailed information about the selected wallet, including high-quality images, product specifications, and pricing. Users can add the item to their **Cart** directly from this page.
- **Cart Page:**
  Displays all the products the user has added, along with their individual prices and the total cost. From here, users can proceed to purchase, which takes them to the **Confirmation Page**.
- **Confirmation Page:**
  Summarizes the order details and confirms that the purchase was successfully completed.
- **Account Module:**
  Allows users to register or log in to their account.

UI and UX Design

High Fidelity

Before starting development, we created a high-fidelity prototype of the main page to streamline implementation. While this provided a strong foundation, we later made several adjustments to improve usability and better align with user needs. The page

is fully responsive, ensuring a seamless user experience across different screen sizes and devices.

HANDMADE IN CROATIA

At Pelletteria Bizaca, we blend tradition, craftsmanship, and timeless style to create exquisite custom leather goods, all made in the heart of Split. Every item, from wallets and belts to bags and accessories, is meticulously handcrafted by skilled artisans using the finest materials.

Whether you're looking for a personalized gift or a statement piece, our bespoke leather goods are made to order, ensuring each creation reflects your individual style and needs. Crafted with care, inspired by Split's rich history, and designed to last a lifetime.

✏ Create

DESIGN YUR PERFECT WALLET

Experience the joy of crafting a wallet tailored to your style. With our innovative 3D customization tool, you can:
- Select your favorite leather type and color.
- Choose the stitching style and thread color.
- Add monograms or personal engravings for a unique touch.

✏ Design

Home Page

HANDMADE IN CROATIA

At Pelletteria Bizaca, we blend tradition, craftsmanship, and timeless style to create exquisite custom leather goods, all made in the heart of Split.

1 2 3 4

BIZACA SPLIT

HANDMADE IN CROATIA

At Pelletteria Bizaca, we blend tradition, craftsmanship, and timeless style to create exquisite custom leather goods, all made in the heart of Split.

1 2 3 4

DESIGN YOUR PERFECT WALLET

BIZACA SPLIT

DESIGN YOUR PERFECT WALLET

Experience the joy of crafting a wallet tailored to your style. With our innovative 3D customization tool, you can: select your favorite leather type and color, choose the stitching style and thread color and add monograms or personal engravings for a unique touch.

✏ Create

BIZACA SPLIT

POPULAR PRODUCTS

Cardholder
180 EUR

Cardholder
200 EUR

Wallet
350 EUR

Keychain
40 EUR

Don't lose this

BIZACA SPLIT

Wallet
350 EUR

Keychain
40 EUR

" *Don't lose this wallet, you won't get it back* "

Privacy policy
Cookie policy
Terms od use

Follow us on social media

Peleteria Bizaca
Made in Split, Croatia
© All rights reserved.

Products Page

Products

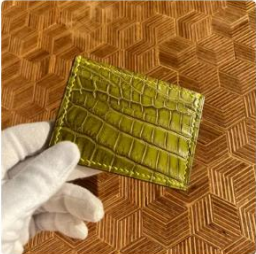**Wallet**
220 EUR

Wallet
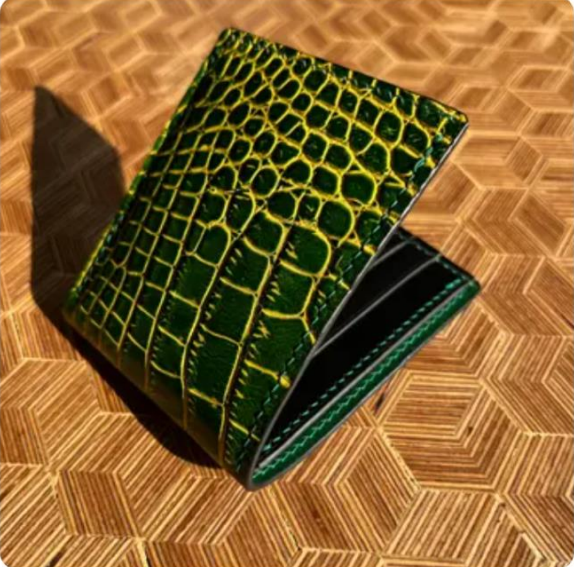350 EUR

Wallet
190 EUR

Wallet
200 EUR

Product Page

Handmade Alligator Leather Wallet

Description
Handstitched Bifold Wallet made of High Quality Full Grain Italian Vegetable Tanned Leather. Designed for Practicality and Durability.

Category
Wallet

Price
350 EUR

− 1 +   Add to cart

Models Page

Pockets

Leather

Outer

Middle

Stitches

Price: 390 EUR

1

Add to cart

404 Page

404 Not found

The page you are looking for doesn't exist or an error occurred. Go back, or head over to our home page.

Back to home

Cart Page


Design elements

We aimed to maintain brand consistency across all pages by using the main brand color strategically for key points of interest, such as call-to-action buttons. To complement this, we incorporated a cohesive color palette. Typography remains consistent, with variations in thickness used to emphasize important element such as making the active page in the navbar different color and bolder. Our goal was to keep the design minimalistic, ensuring users are not overwhelmed or confused, allowing for a seamless and intuitive experience.

Technologies used

To build this web app, we used Next.js with TypeScript for a robust and scalable frontend. Tailwind CSS was chosen for styling, ensuring a modern and responsive design.The website is currently hosted on Vercel. For design and prototyping, we used Figma.

During development, we used a variety of libraries and tools to enhance functionality and user experience:
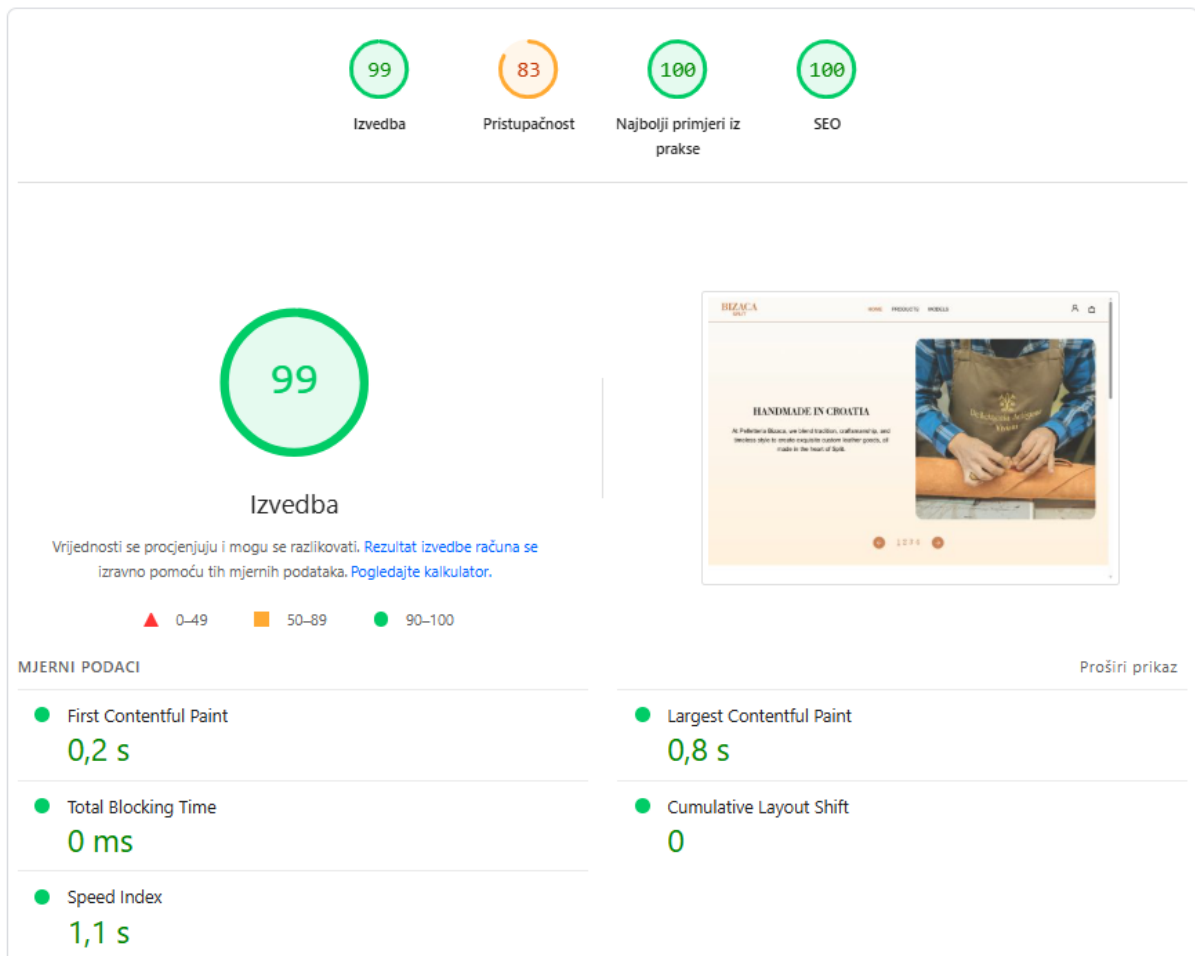
- **ReactSwiper** was used on the Home Page to implement a smooth cube slide effect for showcasing content.
- **Aria Components** were integrated for buttons and input fields to ensure optimal performance, accessibility, and responsiveness across all devices.
- **Three.js** was utilized on the **Models** page to render an interactive 3D model of the wallet, which users can view and customize in real time

- **Radix** was used for dialogs for Sign in

Testing

After everything was working as expected, we tested the performance of our page using PageSpeed Insights. Here are the results:

Mobile version:

71	83	100	100
Izvedba	Pristupačnost	Najbolji primjeri iz prakse	SEO

71

Izvedba

Vrijednosti se procjenjuju i mogu se razlikovati. Rezultat izvedbe računa se izravno pomoću tih mjernih podataka. Pogledajte kalkulator.

▲ 0–49 ■ 50–89 ● 90–100

MJERNI PODACI   Proširi prikaz

● First Contentful Paint
1,5 s

▲ Largest Contentful Paint
7,4 s

● Total Blocking Time
0 ms

● Cumulative Layout Shift
0

■ Speed Index
5,7 s