

Week 10: Final Exam Group Project

Due: 4.23.2023 Total Point Value: 180

Group Assignment

Team: Omprakash Narayanan Lakshmanan, Sahithi Muppiri, Prem Kumar Ravva.

**Multidisciplinary Collaborative Project**

Your team is asked to design an “ETSY style” e-commerce website. The client is providing an array of photographs to act as the images for each product. Aside from providing the product images, the client is unsure what the design/functionality should be. The client believes your team is the design expert and relies on your recommendations.

This project will involve participation from students within the Art & Design department. Professor James Gabbord is creating an assignment for his photography students to create product images out of everyday items. Your team will use the images provided by the photography students and use the software Figma to design and create an interactive “ETSY style” e-commerce website.

Your projects will be shared with the photography students and throughout the Art & Design and Computer Science departments.

**Part 1: Research** [70 points]

**an e-commerce website based on the images received from the photography students.**

1. **Create two distinctly different Personas. [10 points]**

Persona 1:

Age: 21

Occupation: College Student

Personality traits:

* Highly creative
* detail-oriented,
* An early adopter of new technology

Motivations:

* To create beautiful product images for the e-commerce website to showcase her skills and grow her portfolio.

Limitations:

* Limited experience in e-commerce website design, might find it challenging to understand technical aspects of website development and management.
* Struggle with time management due to other commitments.

Persona 2:

Age: 40

Occupation: Associate Professor of Art History

Personality traits:

* Highly analytical
* Critical
* Passionate about art and design

Motivations:

* To showcase the photography students' work through the e-commerce website to raise awareness of the art department and its programs.

Limitations:

* Lack of technical expertise in e-commerce website development and design, less comfortable with new technologies which could impact her ability to navigate and use the website effectively.
* Limited time and energy due to a busy schedule and workload.

1. **Use Case document based on one of the Personas. [20 points]**

Use Case Document: College Student Persona

Goal:

To create product images for the e-commerce website to showcase her skills and grow her portfolio.

Scenario:

Emily is tasked with creating product images for the e-commerce website. She starts by researching the latest trends in design and e-commerce websites. She then creates a mood board and drafts a plan for the product images based on the client's requirements.

Steps:

* Conduct research on the latest trends in design and e-commerce websites.
* Create a mood board to gather inspiration and ideas for the product images.
* Draft a plan for the product images, keeping in mind the client's requirements and brand identity.
* Identify the necessary tools and resources needed to create the product images.
* Begin the process of creating the product images, ensuring they are high quality and meet the client's requirements.
* Test the product images on the website and make any necessary adjustments.
* Deliver the final product images to the client.

Challenges:

* Limited experience in e-commerce website design, which may impact the quality and functionality of the product images.
* Struggles with time management due to other coursework and commitments, which may cause delays in the delivery of the product images.
* Difficulty understanding the technical aspects of website development and management, which may cause issues in the testing and delivery of the product images.

1. **Competitive Analysis document [20 points]**

An "ETSY style" e-commerce website aims to provide a platform for users to sell unique and handcrafted items online. In this competitive analysis, we will analyze three of the top competitors in this market: Etsy, Amazon Handmade, and Art Fire.

Etsy:

Etsy is the largest online marketplace for handmade, vintage, and unique items. It has a user-friendly interface, making it easy for sellers to set up their stores and list their products. Etsy has a vast selection of products, and its search engine provides relevant results to users based on their queries. The website also offers a wide range of payment options, including PayPal, credit cards, and Etsy gift cards. In addition, Etsy has a mobile app that provides users with access to their account, making it easy for them to manage their stores and listings on-the-go.

Amazon Handmade:

Amazon Handmade is Amazon's answer to Etsy, offering a platform for sellers to sell handcrafted and unique items. The website has a clean and simple design, making it easy for sellers to set up their stores and list their products. Amazon Handmade has a vast customer base, making it easier for sellers to reach a broader audience. It also offers a wide range of payment options, including credit cards and Amazon Pay. The website also offers a mobile app that allows sellers to manage their stores and listings on-the-go.

ArtFire:

ArtFire is a marketplace for handmade, vintage, and craft supplies. It offers a clean and easy-to-use interface for sellers to set up their stores and list their products. ArtFire has a vast selection of products and offers several categories, making it easy for buyers to find what they are looking for. The website offers a range of payment options, including PayPal and credit cards. In addition, ArtFire offers a mobile app that allows sellers to manage their stores and listings on-the-go.

Conclusion:

All three of the competitors analyzed provide an easy-to-use platform for sellers to set up their stores and list their products. They all offer a vast selection of products and multiple payment options. Etsy and Amazon Handmade have larger customer bases, making it easier for sellers to reach a broader audience. However, ArtFire offers a wide range of categories, making it easier for buyers to find what they are looking for.

1. **Create hand-drawn sketches of the screens needed for the Use Case. [20 points]**

Home PageGraphical user interface

Description automatically generated with low confidence

Product Description:A picture containing letter

Description automatically generated

Signin Page:Text, letter

Description automatically generated

Register PareGraphical user interface, application

Description automatically generated

User Home:

Text, letter

Description automatically generated

User can add a product to sell:

Graphical user interface, application

Description automatically generated

User can edit th eproduct added:

Graphical user interface, application

Description automatically generated

Checkout Page:

Graphical user interface, application

Description automatically generated

**Part 2: Low-Fidelity Prototype** [50 points]

1. **Using Figma, digitally create all the screens needed for the entire website. [25 points]**
2. **Make an interactive product for the Use Case designed in Part 1. [25 points]**

The basic layout and low fidelity functionality (with interactive product) right before moving on to high-fidelity design can be found below.

<https://www.figma.com/proto/7OiJmqs4Ui4dlqzWy2nMKv/E-commerce-Low-fidelity?node-id=1-2&scaling=min-zoom&page-id=0%3A1&starting-point-node-id=1%3A2>

**Part 3: High-Fidelity Prototype** [60 points]

1. **Copy the interactive product from Part 2 and work on a High-Fidelity version. [10 points]**

Using the low-fidelity prototype as a guide, we began designing the high-fidelity prototype in Figma. All the screens in the low-fidelity prototype were updated with high-quality images.

1. **Ensure this version uses images from the photography students. [20 points]**

We used the images provided by the photography students throughout the high-fidelity prototype.

1. **Add a potential brand design to the High-Fidelity product. [10 points]**
   1. **Specific Font style**
   2. **Specific colors of font and background elements**

We created a brand design for the e-commerce website, including a specific font style and color scheme.

a. The font style used is Montserrat, which is a clean and modern sans-serif font that is easy to read.

b. The color scheme uses a combination of muted mustard yellow and brown with pops of white and green to add a playful and fun element.

1. **The product should look like a live version. There should be no placeholder art or placeholder text. [20 points]**

The high-fidelity prototype was designed to look like a fully functioning e-commerce website. We ensured that all elements, including buttons, links, and text, were accurately placed and free of placeholder art or text.

The website includes all the screens from the low-fidelity prototype, including the homepage, product listing page, product detail page, shopping cart, and checkout process. We also added a search bar and a sign-up/login page to enhance the user experience.

The final high-fidelity prototype can be viewed at the following link:

<https://www.figma.com/proto/dQTYPquTrMJJgKyD9nTnLf/E-Commerce?node-id=2-2&scaling=min-zoom&page-id=0%3A1&starting-point-node-id=2%3A2>

**Submit:** Submit on Brightspace by the due date.

**Evaluation:**

|  |  |  |
| --- | --- | --- |
| **Requirements** | **Pts** | **Comment** |
| Part 1 – 70 points |  |  |
|  | **10/10** |  |
|  | **20/20** |  |
|  | **20/20** |  |
|  | **20/20** |  |
| Part 2 – 50 points |  |  |
|  | **25/25** |  |
|  | **25/25** |  |
| Part 3 – 60 points |  |  |
|  | **10/10** |  |
|  | **20/20** |  |
|  | **10/10** |  |
|  | **20/20** |  |