

Electronic Store Website

Group 8: H2T Group



About us



Nguyen T. Thanh Hang

20213570



Nguyen Thu Huong

20210423



Bui Hanh Trang

20210851

A group tending to develop an Electronic Store
Website that is friendly to users!



H2T

Combination of members' names

“Highly Higher Tech”

We don't just bring you technology; we bring you higher, better technology.

Value Proposition

We tend to highlight smarter choices and advanced tech for users' perfect purchase.



Final Report



01

Problem

02

Concept Video

03

Low-fi Prototypes

04

Med-fi Prototypes

01

Problem

User, problem and solution



Target users



Students

Offer gadgets tailored to their fields of study: providing a powerful laptop for programming, a tablet for original design or tools for efficient research,...



Office Workers

They often need reliable and advanced tech devices to increase productivity and improve work efficiency—and they want to stay connected in their busy lives.

and more...

Stakeholders



Direct

- Electronic companies
- Schools
- Students



Indirect

- E-commerce platforms
- KOL/KOC in electronic fields
- Sales

Ethical Implication

- Sales can be fired and replaced by our websites.
- Users can get the wrong answer and they will not believe in our web anymore.
- Using our app too much can harm your eyes => using blue light to protect.

Problem

We are addressing the challenge of choosing the right electronic devices for your needs.

- The overwhelming variety of options can be confusing; meanwhile features budgets and personal preferences must be balanced.
- We objective to simplify this decision-making process by using a clever chatbot that gives personalized advice and makes technology shopping easy, informed and enjoyable.



Solution



We recognize that within our audience, there is a wide variety of preferences and levels of technological knowledge.

- Some users want quick and simple suggestions, while others prefer in-depth advice tailored to specific needs.
- Our chatbot aim to simplify electronics selection for all users, offering:
 - Personalized recommendations based on preferences, budget, and lifestyle.
 - Suggestions for work, gaming, studying, or entertainment.
 - Consultations for quick advice or detailed comparisons.
 - Community reviews and expert insights.
 - Wishlist and alerts for price drops or new arrivals.

Interview, survey analysis



Interviewer

- 3 normal users: familiar shopping but not highly tech advance feature (office workers, normal students,...)
- 2 expert users: highly knowledge, experienced (IT major workers, gamer, streamer,...)
- 1 under extreme user: barely shopping online (older,...)



Survey filler

- Can be anybody

Survey form for Electronic Store Website (Đơn thu thập ý kiến về Website bán hàng điện tử)

25 Responses

05:25 Average time to complete

Active Status

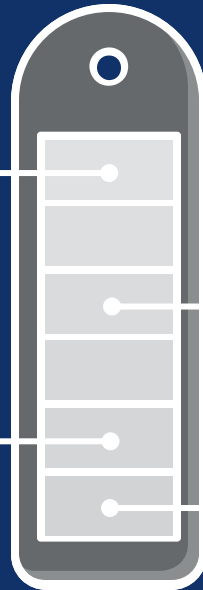
Needs assessment

Friendly interface

Users prefer simple design with as less pop up ads as possible

Reliability

Users often need insurance about product's quality



Filter and recommendations

Users want general and personal recommendations without specific filter on technical information

Reviews

Users find spam reviews for sale are annoying, they want detail and authentic experience from other buyers

02

Concept Video

After comparing with 3 famous competitors, we conclude:



What we will take away



Responsive and user-friendly design:

- Adaptable layouts for various devices.
- Personalizes user experience based on preferences and browsing behavior.
- Clear, sharp visuals with consistent color themes and readable fonts.



Effective product presentation:

- Allows sorting products by multiple criteria (type, price, brand, etc.).
- Intuitive filters to help narrow down choices.
- Persistent carelist tracking products interest & updates even without login.

What we will enhance



Personalization & engagement:

- Integrate a chatbot for instant user support.
- Chatbot sending updates of user products interest.



Improve design and usability:

- Organize product layouts more neatly to avoid a cluttered look.
- Avoid overwhelming users with too many categories by simplifying navigation.

Storyboard

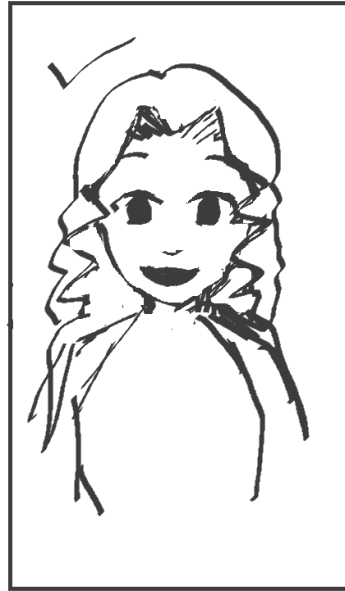
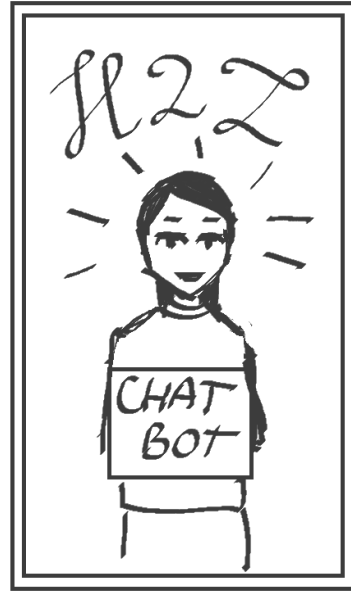
Bring the ideas to life





A girl who just got into ET-E16 receives the long list of necessary electrical equipments. She doesn't know what to buy

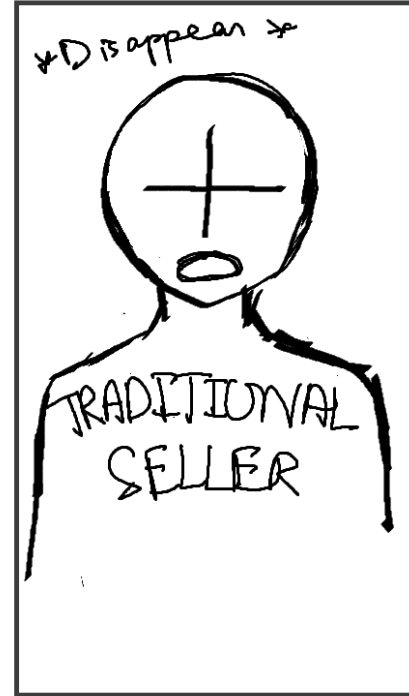
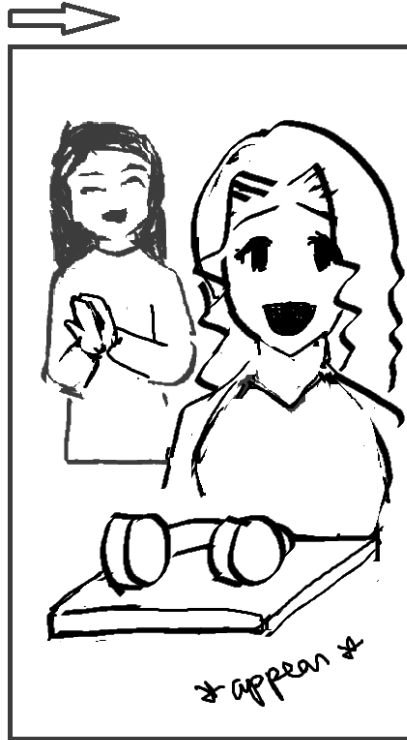
A classmate offers her a new e-commerce website comes with an AI chatbot which assists in recommendations



The chatbot gives recommendations
base on the girl's requirements

The girl makes decisions depend on
which product is given

The chosen
products
appear
before the
girl



At the same
time,
traditional
sellers
disappear

03

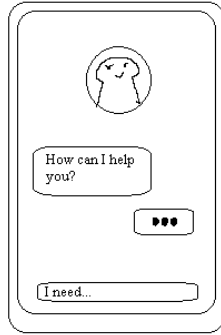
Low-fi prototypes



3.1. Mobile App

Concept 1: Mobile app

Chatbot

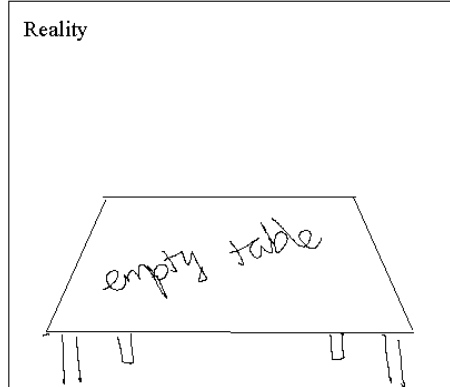


Browse and recommendations

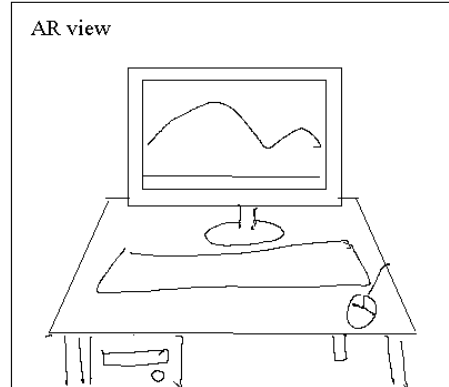


AR camera

Reality



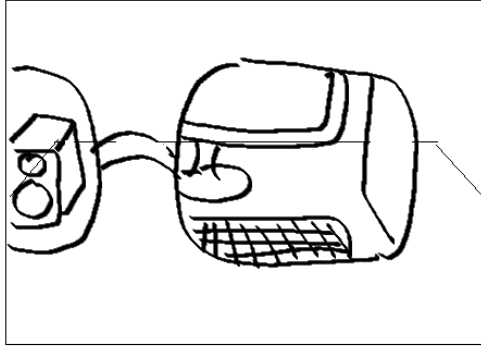
AR view



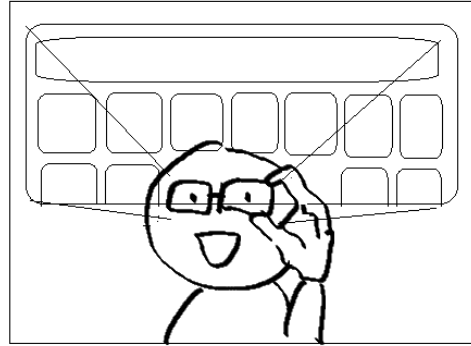
3.2. Smart/AR Glasses

Concept 2: AR glasses

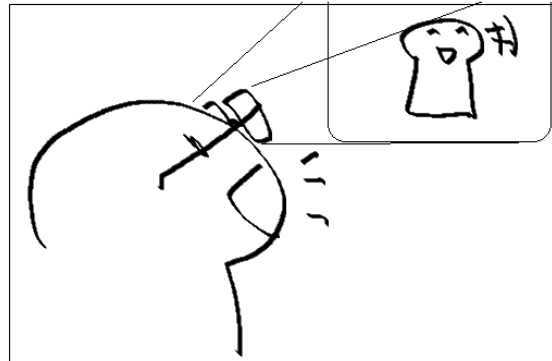
AR view



Browsing products



Interaction with AI assistant by voice



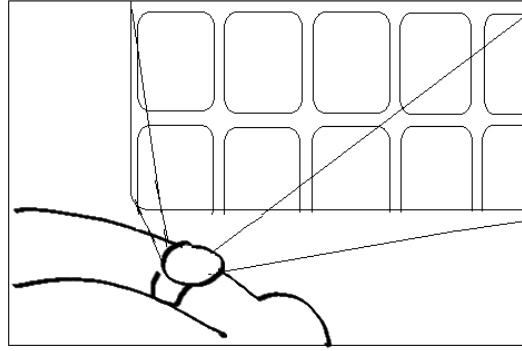
3.3. Smart Watch

Concept 3: Digital device on wrist

Getting notice instantly



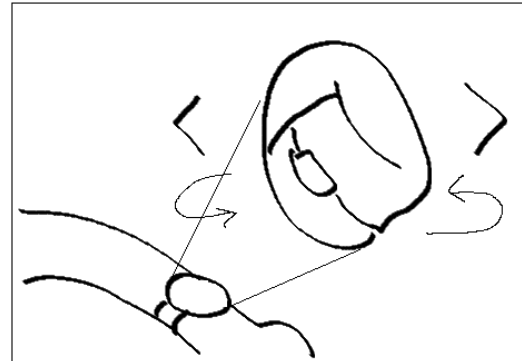
Browsing products



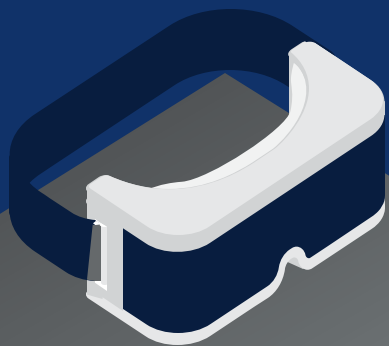
Voice chat with AI assistant



3D view of products



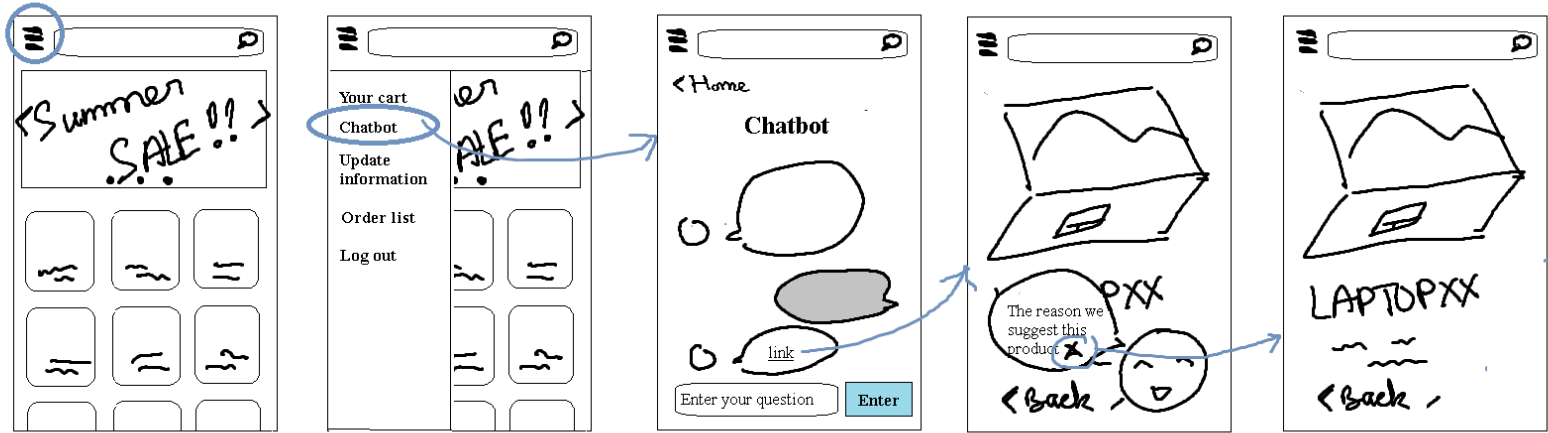
FINAL SELECTIONS



Low-Fi prototype constructions

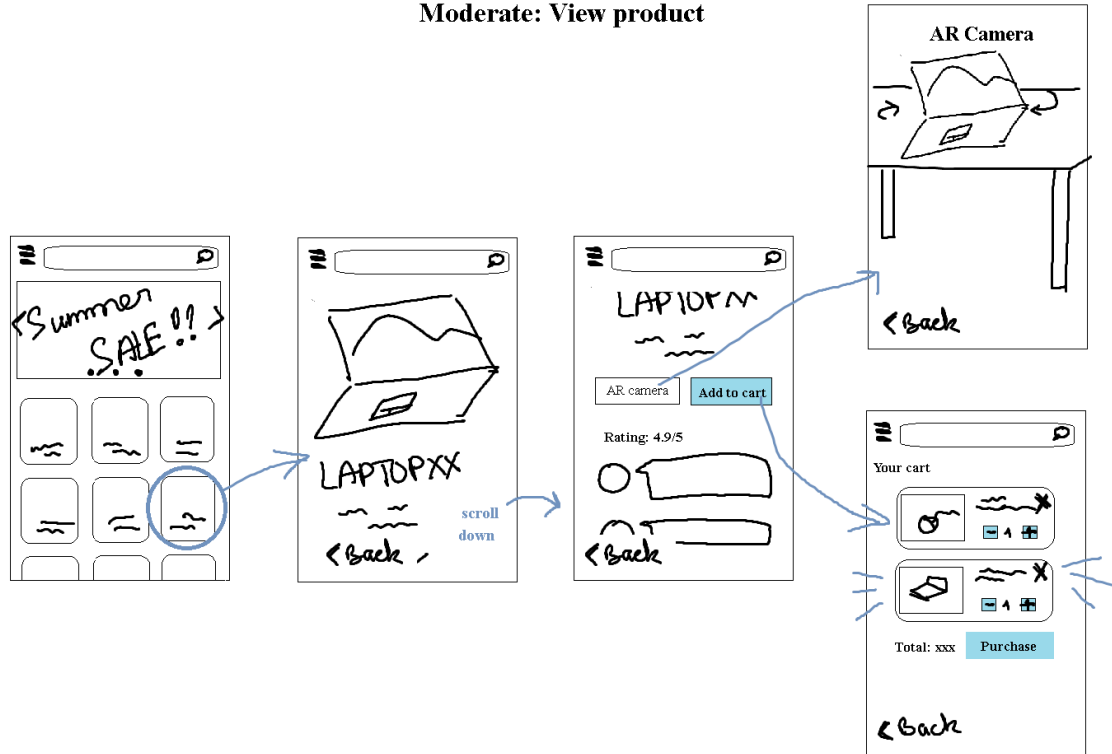


Simple: Chatbot

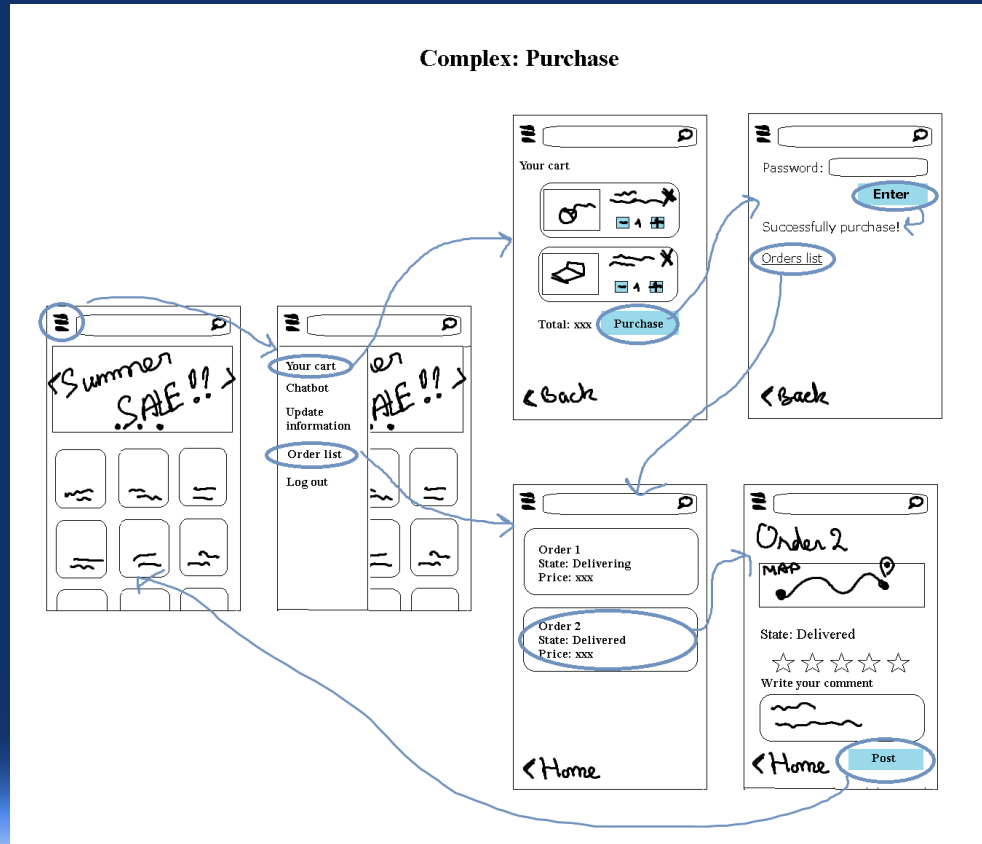


Moderate: View product

Moderate: View product



Complex: Purchase product



Prototype Participants



Testing results

What worked:

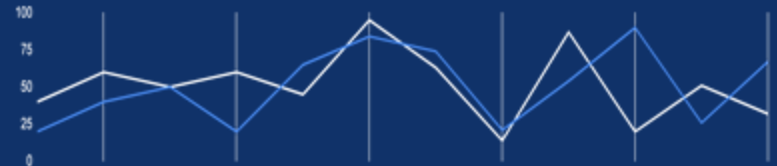
1. Seamless Navigation
2. Clear Product Details
3. Smooth Checkout Process

Key Measurement Results:

1. Response Time: average of 30s,
Moderate < Simple < Complex
2. Complex tasks have a high error rate
3. The duties' thought process was well stated

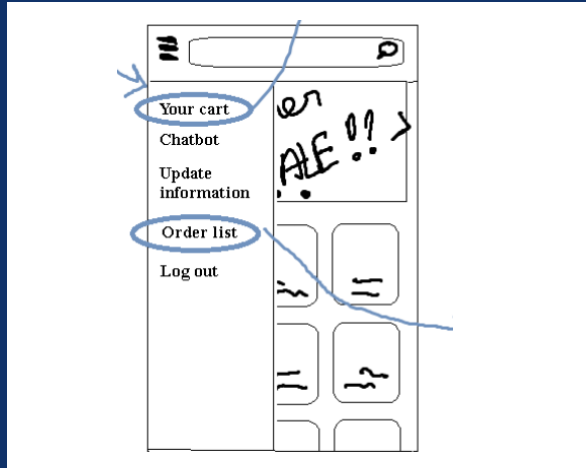
Concerns:

1. Chatbot Limitations & Privacy
2. Visual Clarity
3. Loading Speed



Possible UI Change

Navigation Bars



- Clarify icons
- Add option to sort product by category

Navigation Bars



- Tutorial for AR camera
- Multi languages

Summary



Shortcomings of usability test:

- Beautiful theme
- Manual test
- Only English -> hard to understand
- Not have many icons, only texts



Revising usability goals:

- Make experience more intuitive
- Add more languages and images for the webs

Med-Fi Prototyping

04



3 main adjustments

- Change the navigate bar from list to icons in the lowest bar
- Adding account page
- Adding forget password choice

Med-Fi prototype constructions

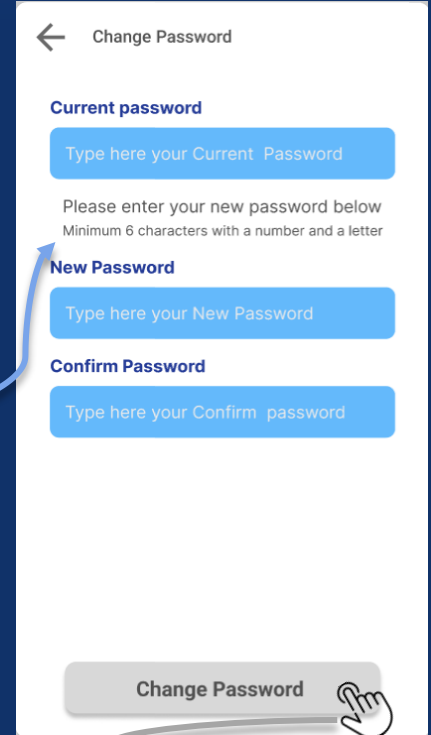
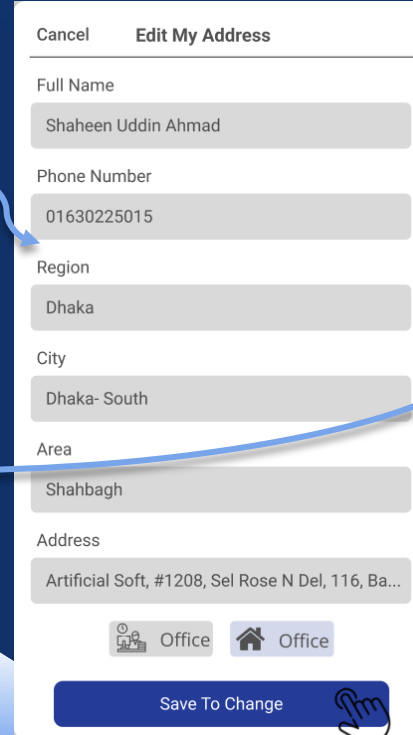
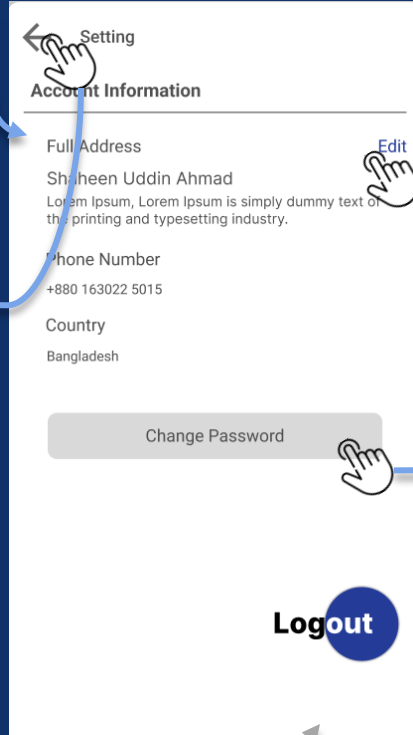
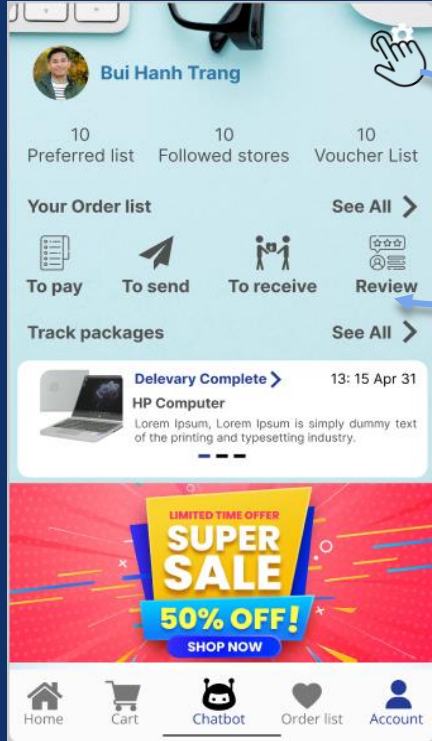


This is a login screen prototype. At the top is the "H2T" logo. Below it are two input fields: "Username" with the placeholder "Type here username" and "Password" with the placeholder "Type here your password". A blue circular button labeled "Login" is at the bottom right. At the bottom left, there are two links: "Forgot password?" and "Not have an account, yet? Register?". A hand icon is pointing at the "Register" link.

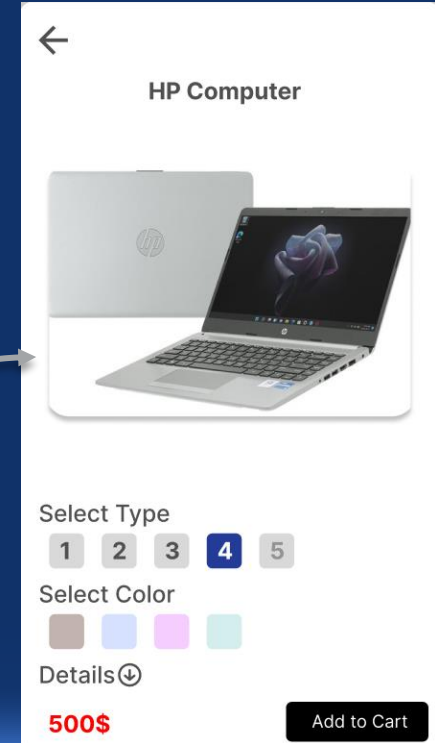
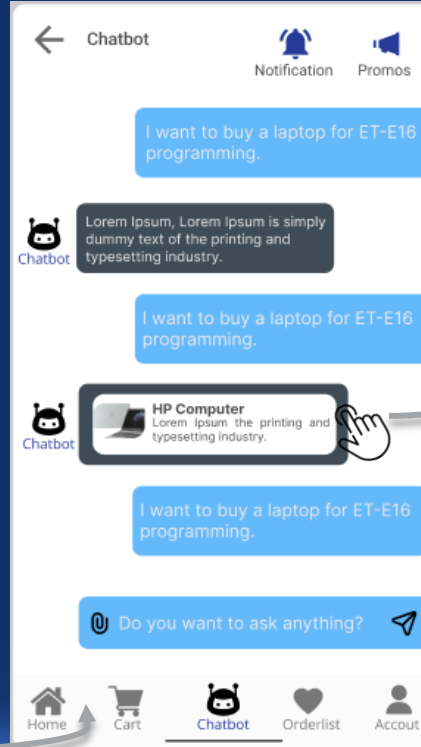
This is a registration screen prototype. At the top is the "H2T" logo and a profile picture placeholder. Below are four input fields: "Full Name" (placeholder: "Type here Full Name"), "Email" (placeholder: "Type here Email"), "Phone Number" (placeholder: "Type here your Phone Number"), and "Password" (placeholder: "Type here your Password"). Below the password field is a "Confirm Password" field with the placeholder "Type here your Confirm password". A blue circular button labeled "Register" is at the bottom right. At the bottom left, there is a link: "Already have an account? Login". A hand icon is pointing at the "Login" link.

This is a "Forgot Password" screen prototype. At the top is the "H2T" logo. Below it is an input field for "Username" with the placeholder "Type here your phone number or email". A blue circular button labeled "Send" is at the bottom right. At the bottom left, there is a link: "Already have an account? Login". A hand icon is pointing at the "Login" link.

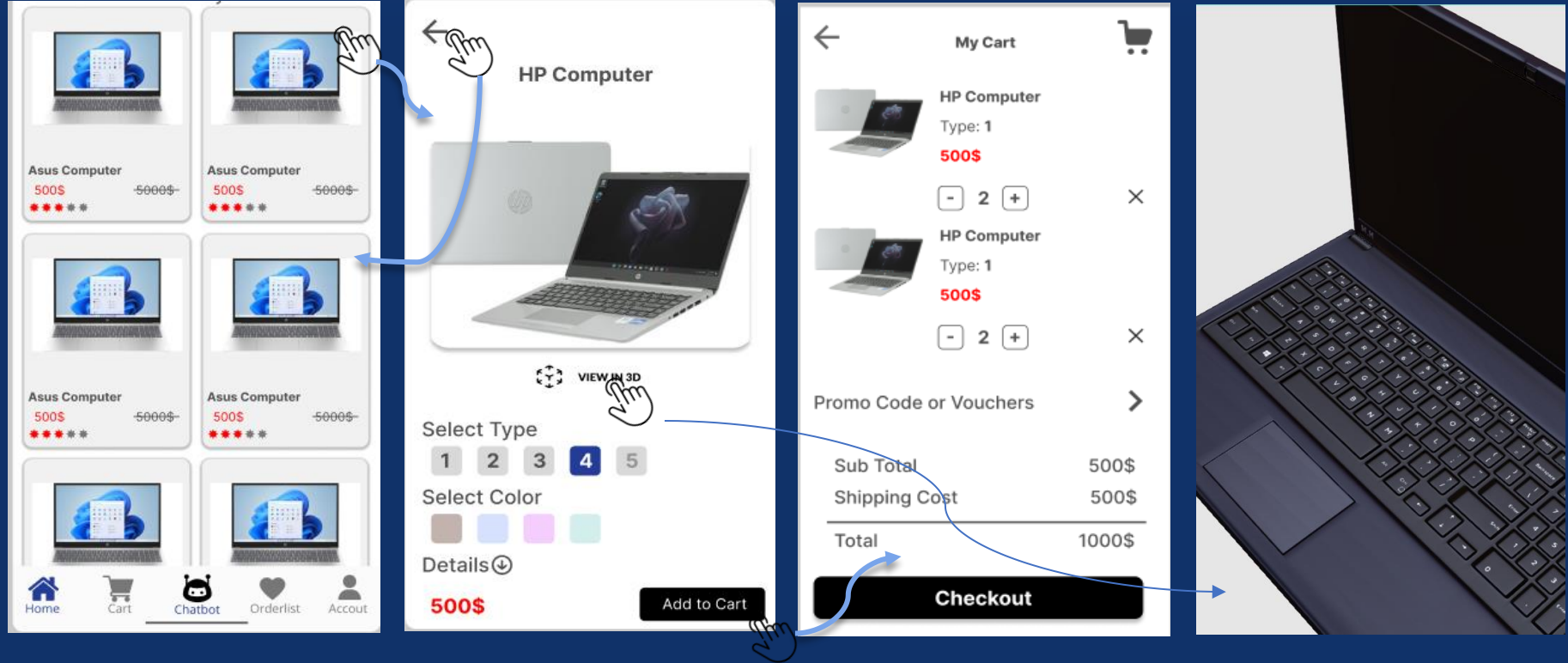
Med-Fi prototype constructions



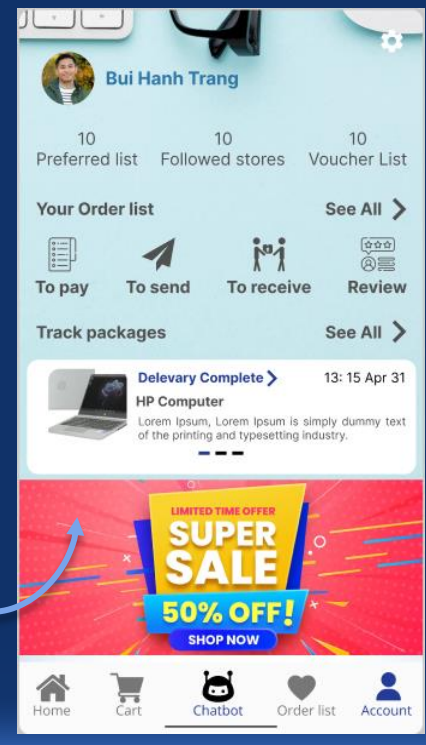
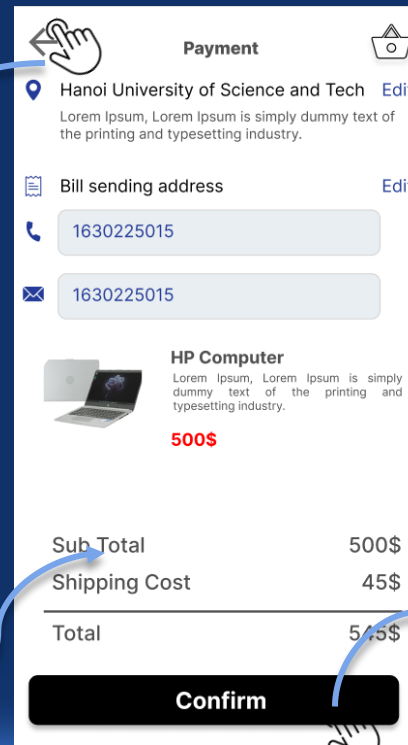
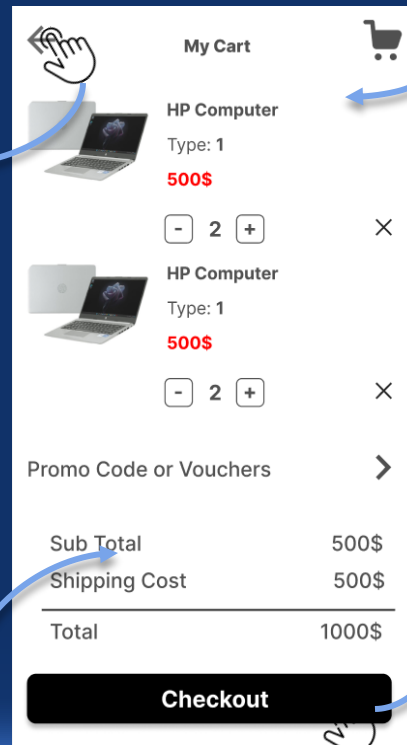
Simple: Chatbot



Moderate: View product



Complex: Purchase product



Thanks!

