

22510064

PARSHWA HERWADE

FINAL YEAR CSE 2025-26

GITHUB LINK FOR DETAILS:

<https://github.com/parshwa913/Parshwa-s-Online-Bookstore>

Figma Prototype Link:

<https://www.figma.com/design/fziMoYTwSINqwksAHaUqY/Parshwa-s-Online-Bookstore?node-id=0-1&t=PZKn9xrA7epjRbSz-1>

Video Walkthrough Link:

<https://drive.google.com/file/d/1sbKSNWjuvj4q4leAr7xRaCtI996zChnT/view?usp=sharing>

ISE-1 – Prototyping User Interfaces Using Figma

Course: Human–Computer Interaction (HCI)

Project Title: Online Bookstore Mobile Application

Part 1: Research & User Requirements

User Personas

Persona 1 – Mike Ross

- **Age:** 21, College Student
- **Background:** Lives in Mumbai, regularly buys academic books online.
- **Goals:** Quickly find and purchase textbooks and novels.
- **Frustrations:** Confusing navigation, hidden prices.
- **Motivation:** Wants a simple app where he can log in, search, and buy books without distractions.

Persona 2 – Harvey Specter

- **Age:** 28, Corporate Professional
- **Background:** Works in a multinational company, reads during commutes.
- **Goals:** Browse new releases and purchase them quickly.

- **Frustrations:** Slow checkout process, cluttered homepages.
- **Motivation:** A clean, fast experience with fewer steps from browsing to checkout.

Persona 3 – Louis Litt

- **Age:** 35, IT Engineer & Avid Reader
- **Background:** Reads across genres, prefers curated book lists.
- **Goals:** Explore books by genre and buy instantly.
- **Frustrations:** Poor categorization and lack of sorting options.
- **Motivation:** A visually organized app with clear genre sections.

User Stories

1. As a student, I want to search for books by category so that I can find my textbooks quickly.
2. As a professional, I want a fast checkout so that I can complete a purchase during short breaks.
3. As a reader, I want visible ratings and prices so that I can make quick buying decisions.

User Scenarios

1. Mike logs in, searches for a programming book, views its details, adds it to the cart, and completes the purchase via UPI.
2. Louis opens the app, browses featured books, selects a romance novel, and places a cash-on-delivery order.

Functional Requirements

1. Secure login and registration.
2. Category-based browsing.
3. Book detail view (title, author, price, ratings, description).
4. Add to cart and view cart contents.
5. Multiple payment methods (VISA, COD, Mastercard, Stripe).

Non-functional Requirements

1. Clean, minimal design for better focus.
2. Load screens in under 3 seconds.
3. Mobile-optimized layout.
4. High-contrast, readable typography.

Part 2: Wireframing (Low Fidelity)

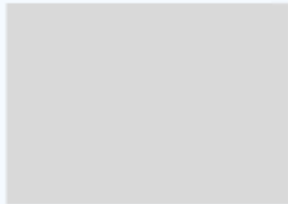
Six low-fidelity grayscale screens were created in Figma to represent the structure and flow before adding visual details.

These screens match the final app flow:

1. **Login Screen:** Email & password fields, “Login” button.
2. **Home Screen:** Search bar at the top, category list, featured books grid.
3. **Genre Screen:** 2-column grid of books filtered by selected genre.
4. **Book Details:** Large cover image, title, author, price, description, “Add to Cart” button.
5. **Cart Screen:** Book list with prices, total amount, “Checkout” button.
6. **Checkout Screen:** Payment methods (VISA, COD, Mastercard, Stripe).

Login Screen

Bookstore name



Greeting message

Credential

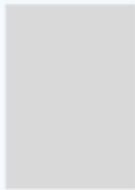
Credential

Button → log in

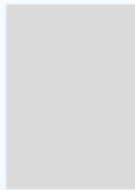
Other Message

Greeting
Message

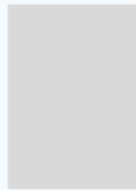
Featured



Book Title



Book Title



Book Title

Browse by category



Genre



Genre



Genre



Genre

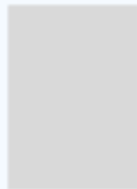
Tab

Tab

Tab

Tab

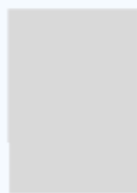
Genre



Book Title

Author Name

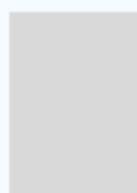
Book Cost



Book Title

Author Name

Book Cost



Book Title

Author Name

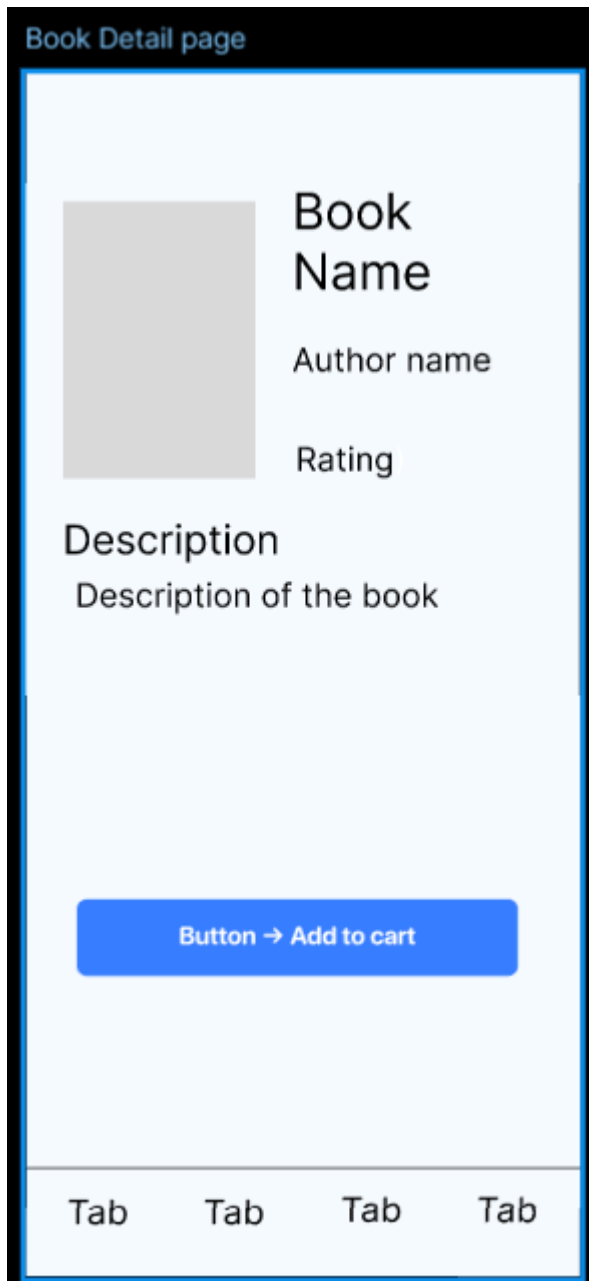
Book Cost

Tab

Tab

Tab

Tab



Part 3: High-Fidelity Prototype

The high-fidelity version was designed using the following visual and interaction choices:

Colour Scheme:

- White background for clarity.
- Bright blue buttons for primary actions.
- Black text for strong readability.

Typography:

- Clear SF ROUNDED font for modern, easy reading.

- Bold titles for book names.

Navigation:

- Bottom navigation bar with icons.
- Tappable book covers and buttons.

Screen Flow:

1. **Login** → Home Screen.
2. **Home** → Genre or Featured section.
3. **Genre** → Book Details.
4. **Book Details** → Add to Cart → Cart Screen.
5. **Cart** → Checkout.
6. **Checkout** → Order Success page with confirmation message.

The prototype was fully linked in **Figma Prototype Mode**, enabling click-through navigation from login to order confirmation.

ONLINE BOOKSTORE



WELCOME BACK 🎉

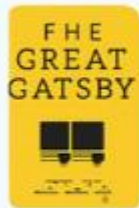
Log in

Don't have an account? [Sign up](#)

Welcome
Parshwa 😊

🔍 Search Books...

Featured



The Great
Gatsby



The
Midnight
Library



1984
George
Orwell

Browse by category



Fiction



Non Fiction



Mystery



Sci-Fi



Fiction



The Great Gatsby

E. Scott Ffzgerald

\$12.99



The Midnight Library

Mart Halg

\$14.99



1984 George Orwell

John Doe

\$9.99





The Great Gatsby

E. Scott Fitzgerald

★★★★★ (2,469)

Description

A portrait of the Jazz in all of its decadence and excess, *Gatsby* captured the spirit of the author's generation and end earned itself a permanent place in American mythology.

Add To Cart



Cart



The Great Gatsby

F. Scott Fitzgerald

\$12.99

- 1 +

Total

\$12.99

Checkout



Checkout

Shipping Address

Parshwa Herwade
1224, Vishrambag, Sangli

Payment Methods

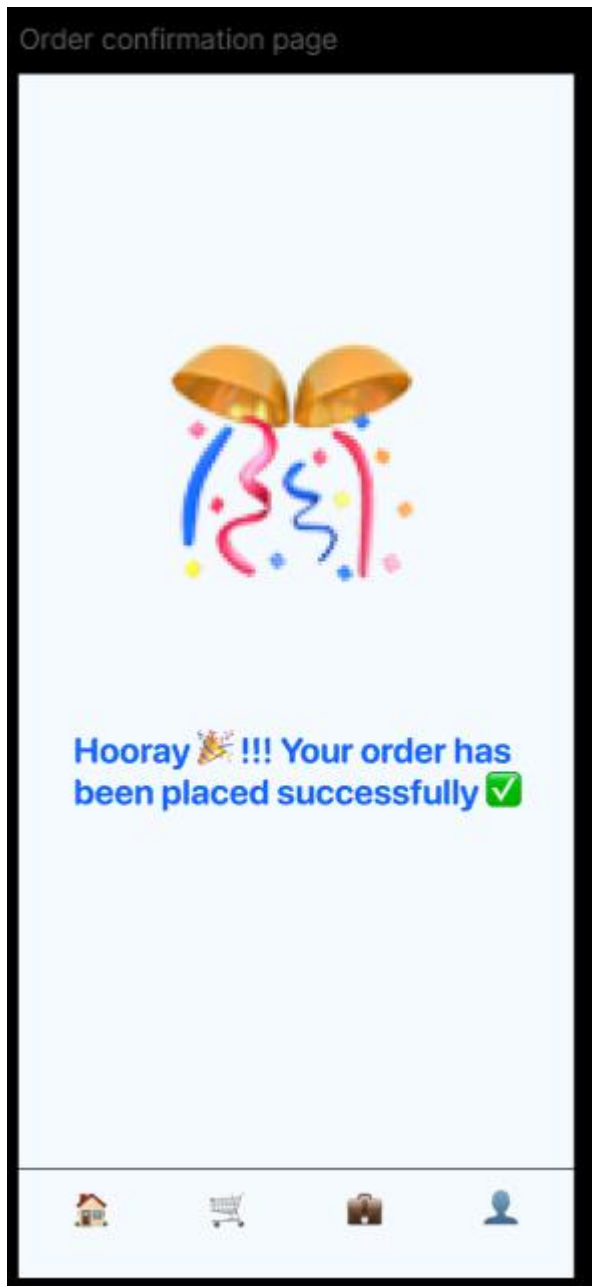
- VISA
- COD
- Mastercard
- Stripe

Order Summary

SubTotal	\$12.99
Shipping	\$0.00
Total	\$12.99

Place Order





Part 4: Usability Considerations

Consistency:

- All buttons have the same style, colour, and rounded corners.
- Same header layout across all screens.

Feedback:

- "Order Successful" screen confirms completion.
- Buttons change colour on tap to show interaction.

Visibility:

- Prices, book titles, and action buttons are always visible without scrolling.

Accessibility:

- High colour contrast between background and text.
- Large tap targets for mobile users.

Post-feedback changes:

- Moved “Add to Cart” button higher on Book Details screen for easier reach.
- Enlarged book cover thumbnails for better browsing.

Part 5: Submission & Presentation

Report Includes:

- Detailed documentation of design process.
- Screenshots of wireframes and high-fidelity prototype (to be attached in the appropriate sections).
- Justification of design choices (explained above).
- Reflection on usability.

The final prototype achieved the goal of a **simple, fast, and visually clean** online bookstore app. User testing confirmed that navigation is intuitive, and checkout is straightforward. The design can be improved further by adding wishlist functionality and sorting filters for book lists.

