Assignment 3 – UI implementation

INFO20005 – User Interface Development

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Tutorial time – Friday 12pm

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GitHub repo: <https://github.com/rev2006/assignment-3.git>

# Project Overview

This step of the project was aimed at finalizing and creating the *FUNKY TRUNKS* website. It aims at fulfilling all established business goals, including increasing website engagement and total sales, as well as appealing to the target audience. The live website will feature a central homepage, product listing pages, product pages, a profile page, cart page, a checkout and confirmation page, therefore containing all primary pages of the interaction flow. The website will also be responsive and dynamic, as the UI element swill react directly to the user, and changes in screen aspect ratio will cause dynamic changes to the webpage. The website will be a recreation of the Figma prototype, being built on HTML, CSS and JavaScript and housed in GitHub. The website may incorporate some changes over the prototype which were deemed necessary to further improve user experience and enhance the usability of the website.

The primary aim of this project is to create a user-friendly and visually attractive website which also aligns with the brand identity of being bold, vibrant and unique. Overall, the project focuses on balancing aesthetics with functionality to meet both business and user needs.

# Changes and Improvements

I have chosen to remove the product grouping pages in my website. The use of this page was to group product listings into more specific categories, for example, men’s swimwear had multiple sub-categories, such as trunks, briefs, etc. This was also the case in boys’ and toddlers’ swimwear as well as apparel. However, upon implementation, this page is very redundant, as it provides no value to the webpage while making the interaction flow longer, hence I am deciding to remove this page and have all the sub-categories grouped together, which follows external consistency as many other clothing websites do not have this separate page. To make up for this, I have added a small label between the product name and price, naming the category which the product belongs to. I have also joined the training gear and equipment pages back into “gear & equipment”, as present in the original website, as it maintains consistency and the 2 groups are relatively similar.

The addition of the scroll bar was a necessary improvement which had to be made on the website. The prototype lacked a scroll bar underneath and side scrolling content, which may make it harder to identify scrollable content and could also make scrolling difficult on mouse and keyboard. Therefor I adopted a simple scroll bar, which follows the color theme and appears a reasonable distance beneath the related section, allowing users to scroll straight from it.

The review section under the product page has been slightly altered from the prototype. In the prototype, the content size relative to the space it occupied was small, leaving a lot of empty space surrounding the content. The width of the reviews has been increased so it takes more space vertically. Furthermore, the size of elements, such as the stars has been slightly increased to establish a clearer hierarchy, and the left and right button have been noticeable enlarged to improve usability, especially for users on devices with smaller screens.