

USER EXPERIENCE

ASSIGNMENT

USER PERSONA

I've considered 4 different persona's each differentiated by their behaviours, age ,etc



NAME : ELLEN
AGE : 17
OCCUPATION : STUDENT

BEHAVIOUR :
* SPENDTHRIFT
* GULLIBLE
* HASTY
* TRENDY



NAME : MANDINE
AGE : 35
OCCUPATION : HOME MAKER

BEHAVIOUR :
* MORE ORGANISED AND
MANAGE TIME EFFICIENTLY
* PATIENT
* FUNCTIONAL



NAME : DEE
AGE : 60
OCCUPATION : RETIRED

BEHAVIOUR :
* TRADITIONAL / ORTHODOX
STYLE OF LIVING
* NOT A TECH SAVVY
* VISUAL INABILITY



NAME : ALEX
AGE : 23
OCCUPATION : SOFTWARE ENGINEER

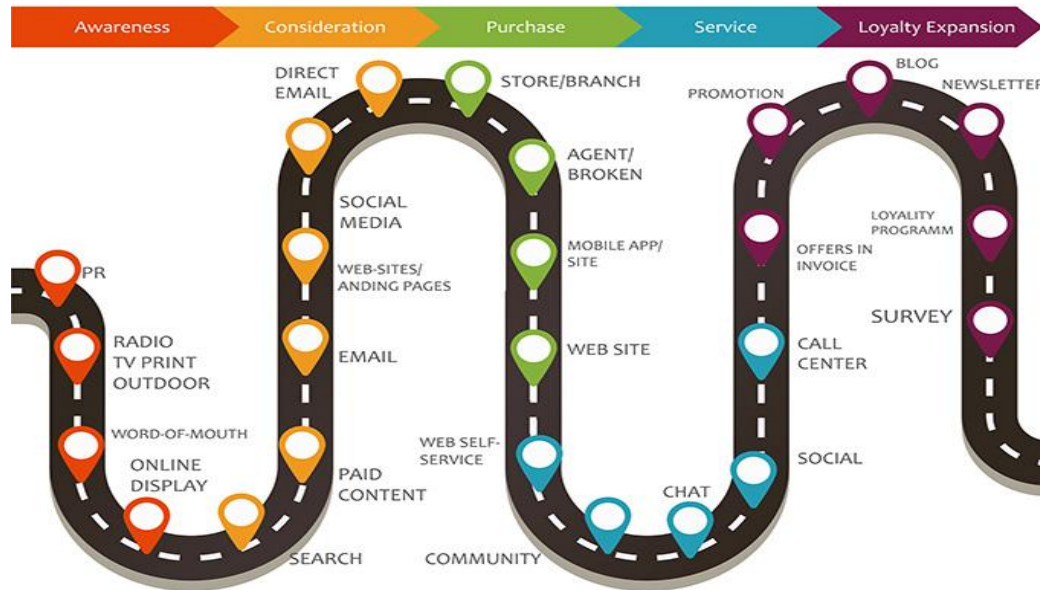
BEHAVIOUR :
* TECH SAVVY
* MISER
* NOT GULLIBLE

(Note: Scroll below to the wireframes section)

Each of the above user get excited about individual components according to the wireframe below
(According to my understanding) :

- ELLEN – Top picks for you
- MANDINE - Deals of the day
- DEE – Top picks for you
- ALEX – Item on discount

GUEST'S JOURNEY



a.



b.



c.



d.



e.



f.



g.



h.

A user's journey is depicted in the above figure :

Explanation : (Relationship between the general diagram and example is depicted as follows)

- a. The user remembers watching an online ad about a new website and soon decides to try it out
- b. The user goes to the website to explore
- c. He soon see's a bicycle and decides to buy it right away.
- d. Soonafter which he places the order and proceeds towards payment.
- e. Now he is very happy with the website experience as he had got a huge sale on the bicycle.
- f. Gets a quick confirmation on the status of the order.
- g. The bicycle was soon delivered.
- h. The user was every much happy with the entire purchase and stayed as a loyal customer.

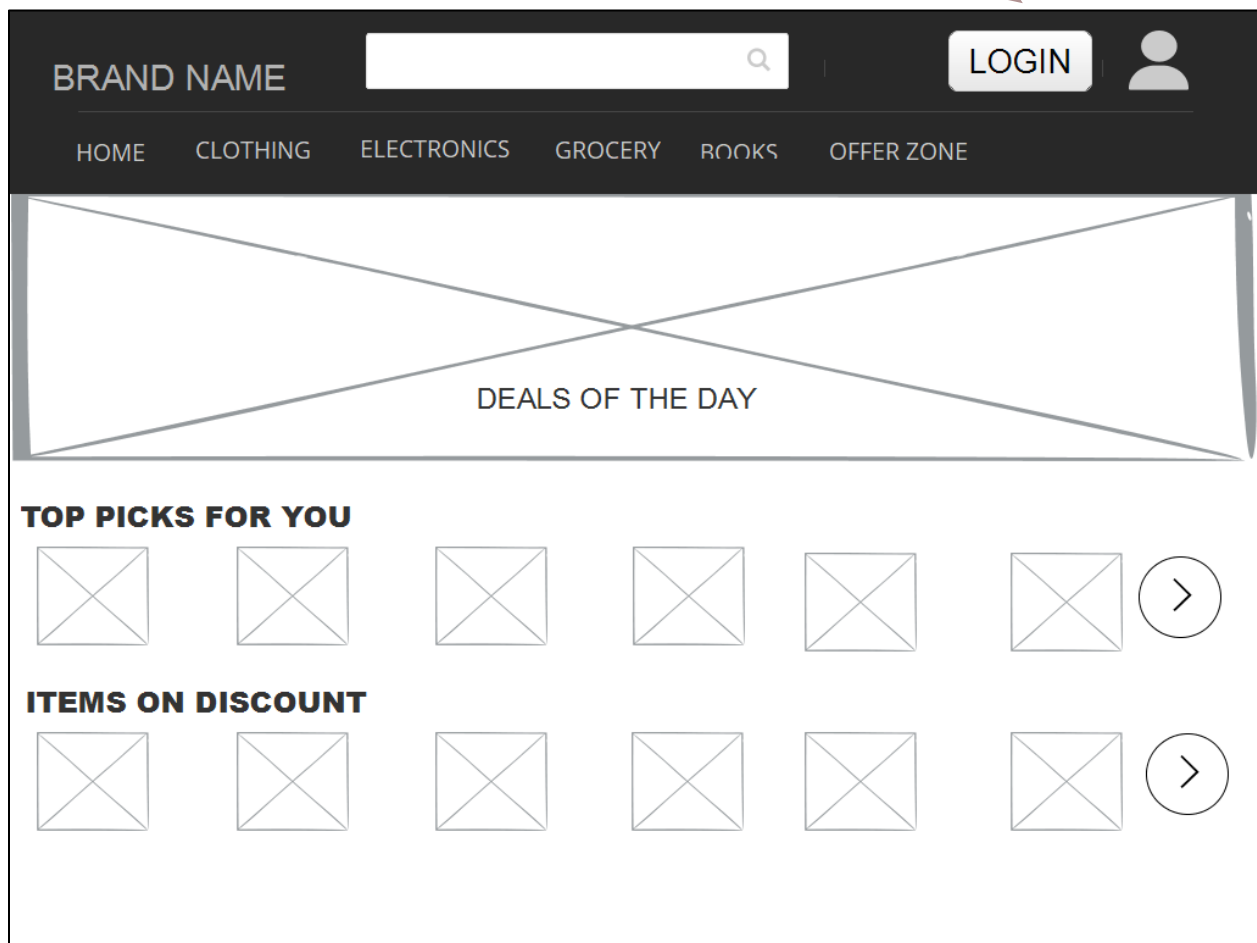
(Note : Red → Awareness , yellow →Consideration , green → Purchase , blue → Service, purple →Loyalty expansion)

WIREFRAMES

WHEN YOU CLICK ON LOGIN ON VISITING THE PAGE , IT EITHER SAYS

a.LOGIN(IF A CUSTOMER)

b. SIGN UP(IF NEW)



THIS IS THE HOMEPAGE AS SOON AS YOU OPEN THE WEBSITE

**BASED ON IF A PERSON IS A CUSTOMER OR NOT,ONE CAN
CHOOSE THE RESPECTIVE PAGE**

LOGIN

Enter email/Mobile Number :

Enter Password :

LOGIN

or

REQUEST OTP

If not a customer? Sign up

SIGN UP

Enter Name :

Enter Mobile Number :

Email :

Password :

SIGN UP





AFTER THE CUSTOMER SIGN'S UP FOR THE FIRST TIME

HELP US IN CUSTOMIZING THE PAGE FOR YOU

	✓			✓
		✓		
				✓

AFTER CUSTOMIZING OR LOGGING IN (IN CASE OF EXISTING CUSTOMER)

BRAND NAME



HOME CLOTHING ELECTRONICS GROCERY BOOKS OFFER ZONE

DEALS OF THE DAY

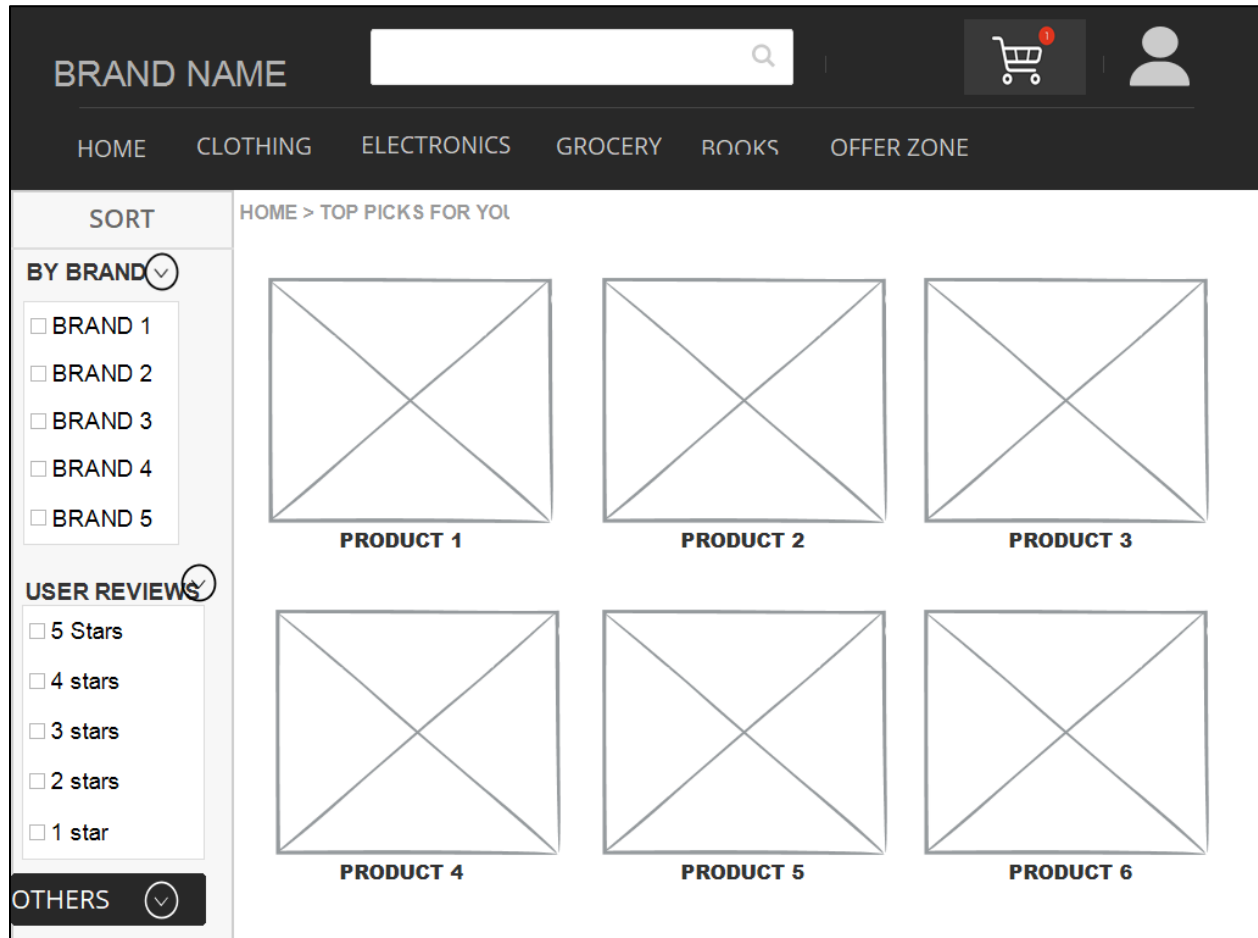
TOP PICKS FOR YOU

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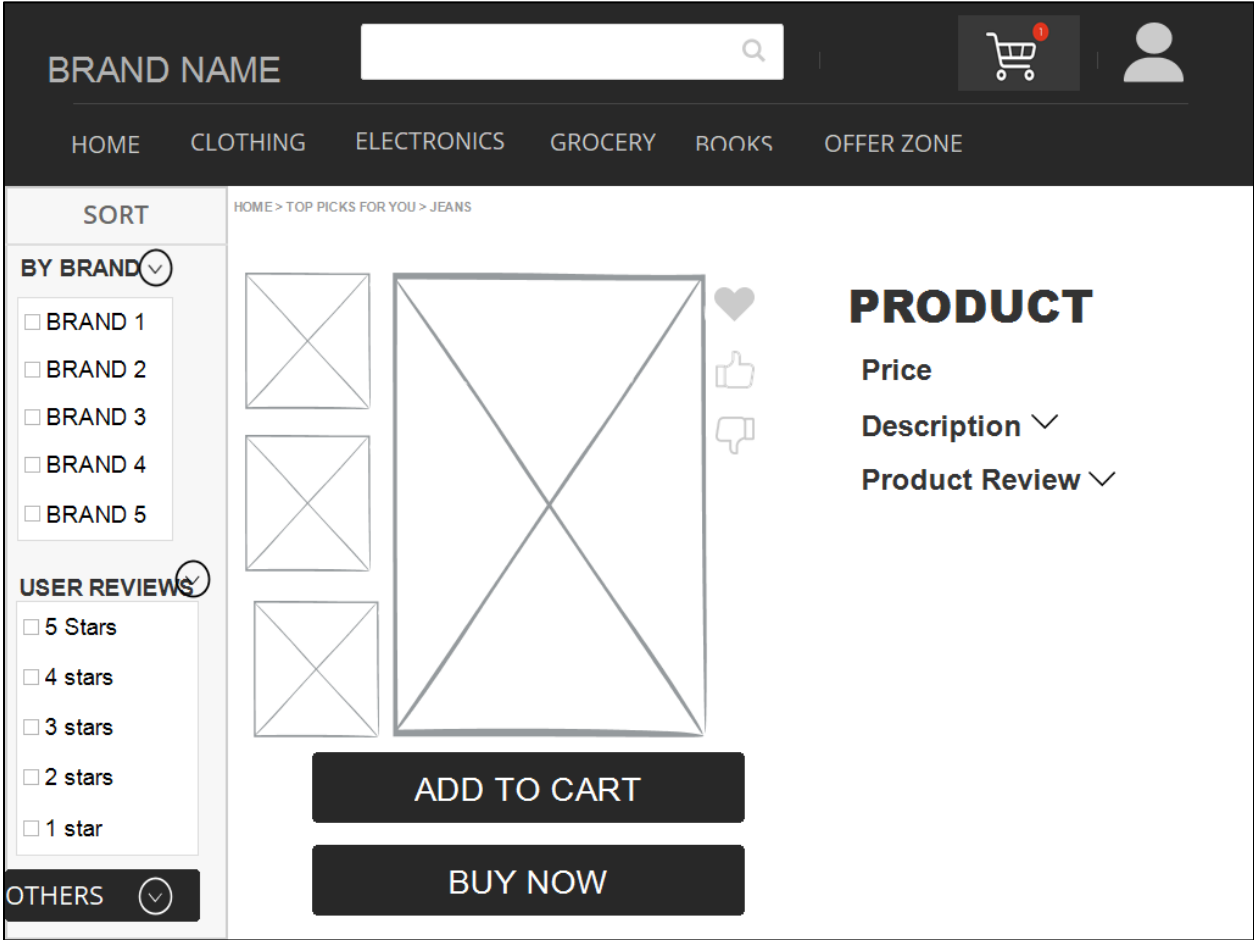
ITEMS ON DISCOUNT

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**AFTER CLICKING ON TOP PICKS FOR YOU, THE FOLLOWING
PAGE IS OBTAINED**





VIEW THE SELECTED PRODUCT



VIEWING THE CART

BRAND NAME






HOME CLOTHING ELECTRONICS GROCERY BOOKS OFFER ZONE

SHOPPING CART

Price



PRODUCT 1


1

^

v

REMOVE

PRODUCT 1 - Price



PRODUCT 2

1

^


v

REMOVE

PRODUCT 2 - Price

. . .

TOTAL

PROCEED 

CHECKOUT

CHECKOUT



First Name :

Last Name :

Mobile Number :

Email :

Address :

- ☐ Address 1
- ☐ Address 2
- ☐ Address 3
- ☒ New Address

PROCEED
TO
PAYMENT



PAYMENT

PAYMENT



MODE OF PAYMENT

☒ DEBIT/CREDIT CARD

☐ E-WALLET

☐ CASH ON DELIVERY

Card details

CARD NUMBER

NAME ON CARD

CARD TYPE

VALID THROUGH

CVC CODE

PROCEED >