



Interaction Design

Course Assignment Re-Sit: Snug e-commerce website

Goal

To put into practice the principles learnt throughout this course and combine them with your skills in HTML and CSS.

Brief

Create an e-commerce website for a company called Snug selling baby carriers. Their primary target audience is new mothers looking for a way to have their hands free while still following an active life.

The website should be mobile responsive and needs, at least, the following pages:

- Home page
- Product pages for at least two baby carriers. This page should include a way to order a baby carrier either on the page or on another page.
- Once the form has been submitted display an 'order placed' page

Level 1 Process

1. Research what the users' goals are, who the users are, and how they interact with similar websites.
2. Create Personas for the customers likely to use 'Snug'.
3. Make a simple storyboard for how the user will interact with the website.
4. Turn your storyboard into a working prototype on Adobe XD (or Sketch if preferred)

5. Start creating your HTML and CSS for the website.
6. Include persuasive techniques to encourage users to use this website.
7. Test the website with a user. Ask them to perform simple actions and see if there are any issues with feedback or unclear navigation.
8. Create a folder on your web host and upload the website.
9. Write a report about the decisions you made. Include photos of your research, personas, storyboards, as well as a link to your prototype on Adobe XD. Finally, include a link to the website you created.

Level 2 Process

1. Optionally, you can make a paper prototype of the website before you create the prototype in Adobe XD. Ask a user to interact with the prototype so that you can gain feedback about what works and what doesn't. Move sections around and try different layouts.

Marking Criteria

- Can apply knowledge of concepts and processes to interaction and user experiences for the development of digital products for displays
- Can apply basic knowledge of methods and tools for building low-tech prototypes and perform simple evaluation and testing ease of use
- Can apply techniques for developing user-friendly solutions and service for web and mobile devices
- Can apply knowledge of universal design in development, testing and of user-oriented ICT solutions
- Can study the process for low-tech prototyping, testing, evaluation and identify any user-friendly deficiencies

Submission

- Website link
- Please include a PDF report on the process you went through to complete this CA and the final product. Your report should include reflection on your submission and must have at least the following main sections: introduction, body, conclusion, and references (if applicable). Your report must be 800-2000 words.