

Individual Assignment Aritzia

Sage Satsavia
Seneca Polytechnic
SYD366
Prof. Cassandra Laffan
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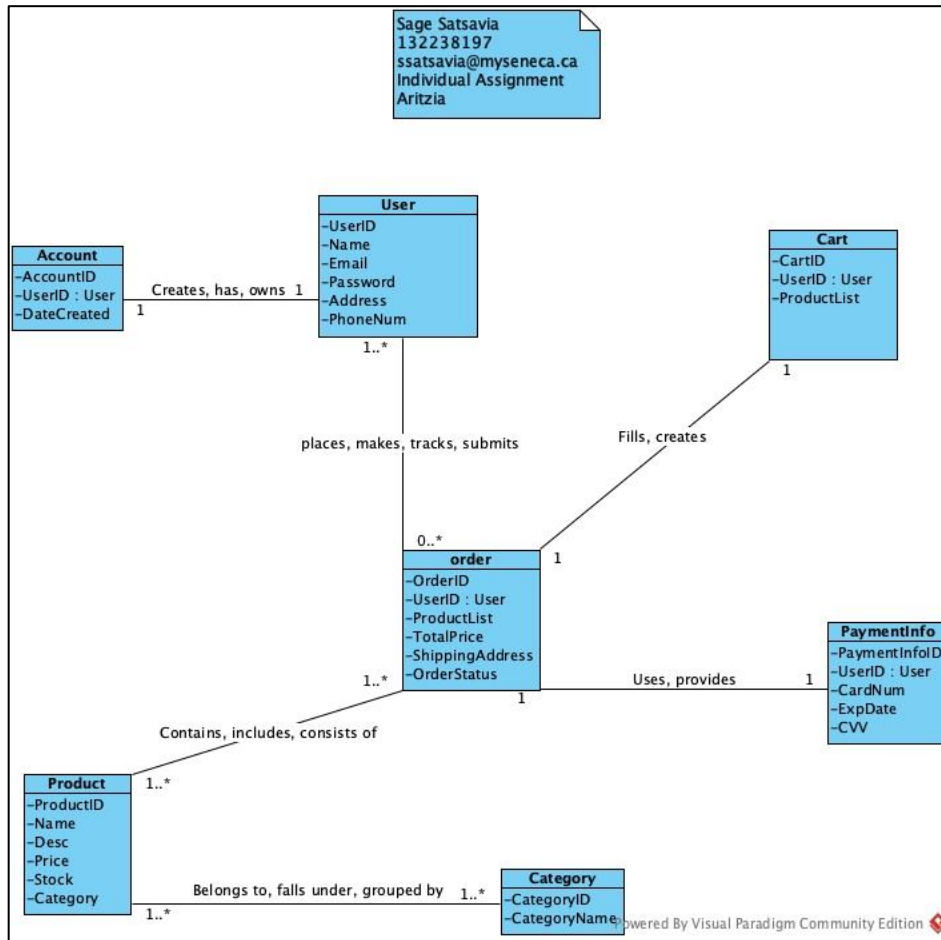
Abstract

This report provides a comprehensive reverse engineering analysis of the Aritzia website, a premium retail brand offering a curated selection of women's clothing and accessories. The report includes an examination of the website's key features, class and sequence diagrams, and a reflection on the website's design and functionality. The objective is to understand the website's architecture and suggest potential improvements.

Class Diagram

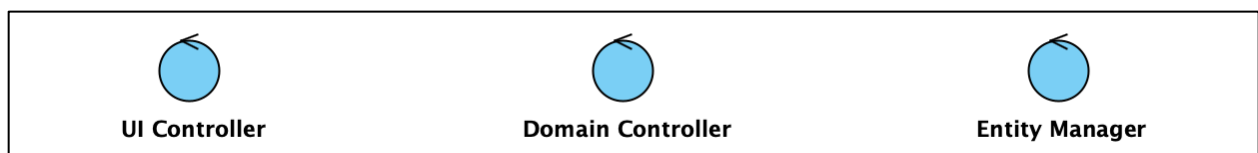
The class diagram illustrates the primary controller classes responsible for handling various aspects of the website's functionality. These classes interact with the database and the user interface to provide a seamless user experience.

Class Diagram



(Satsavia, S. S. (2024).

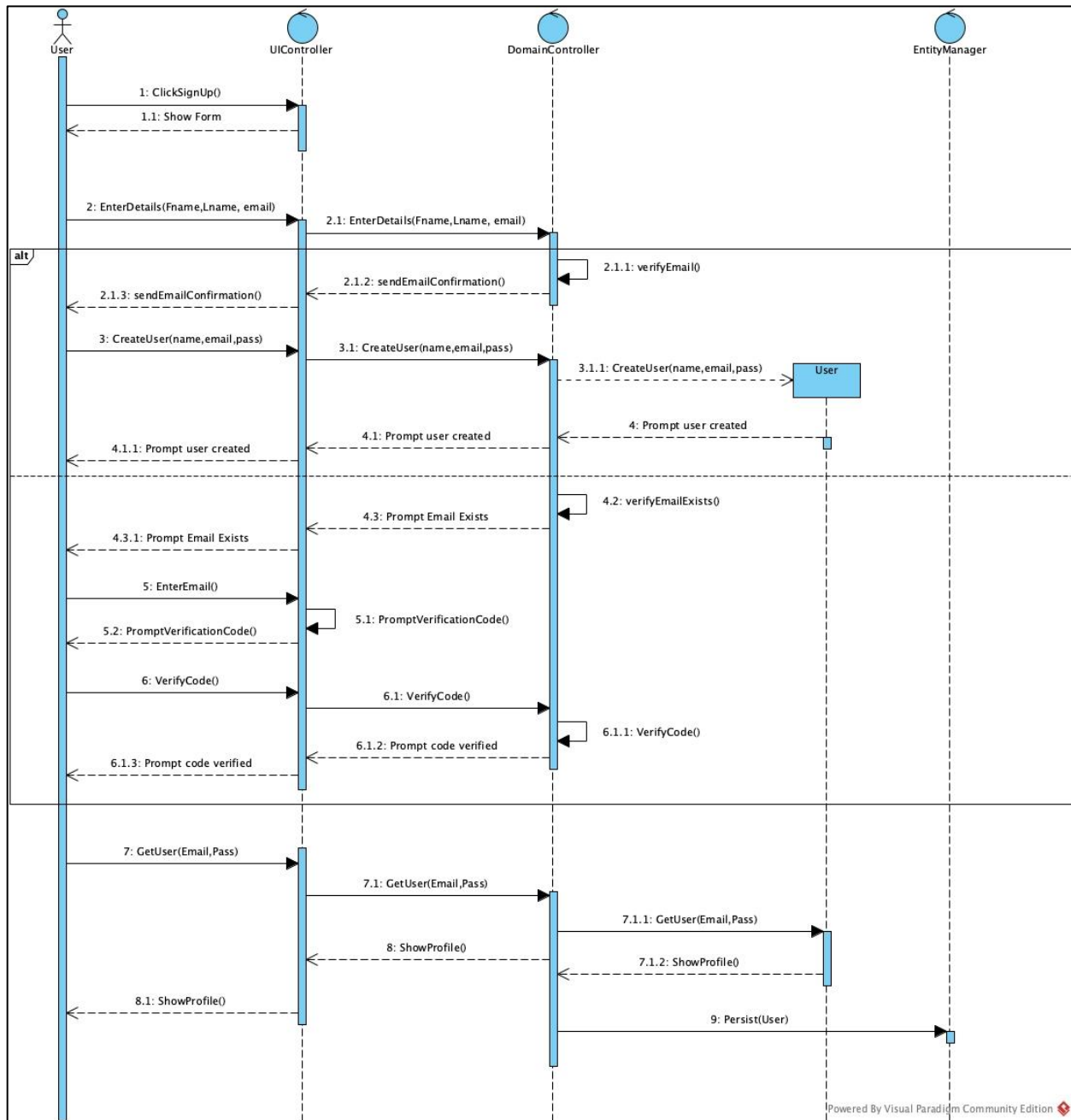
Controller Classes



(Satsavia, S. S. (2024).

Sequence Diagram: Sign-Up

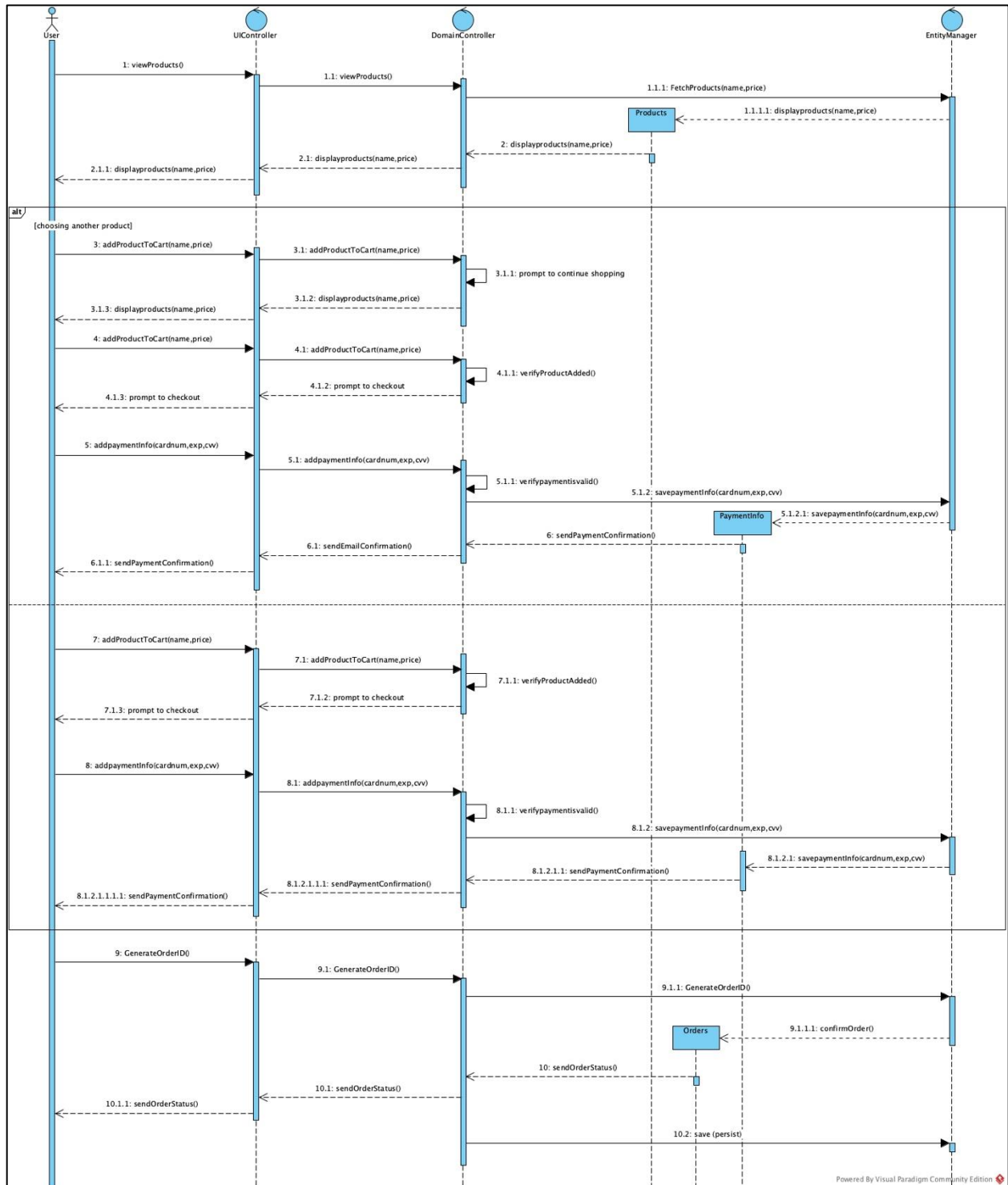
The sequence diagram for the Sign-Up process demonstrates the interactions between the user, the website's front-end, and the back-end systems during the account creation process. This process includes user input validation, account creation, and error handling for scenarios such as duplicate email addresses.



(Satsavia, S. S. (2024).

Sequence Diagram: Check-Out

The Check-Out sequence diagram illustrates the step-by-step interactions that occur when a user completes a purchase. It covers the selection of items, entering shipping details, processing payment information, and order confirmation.



Introduction

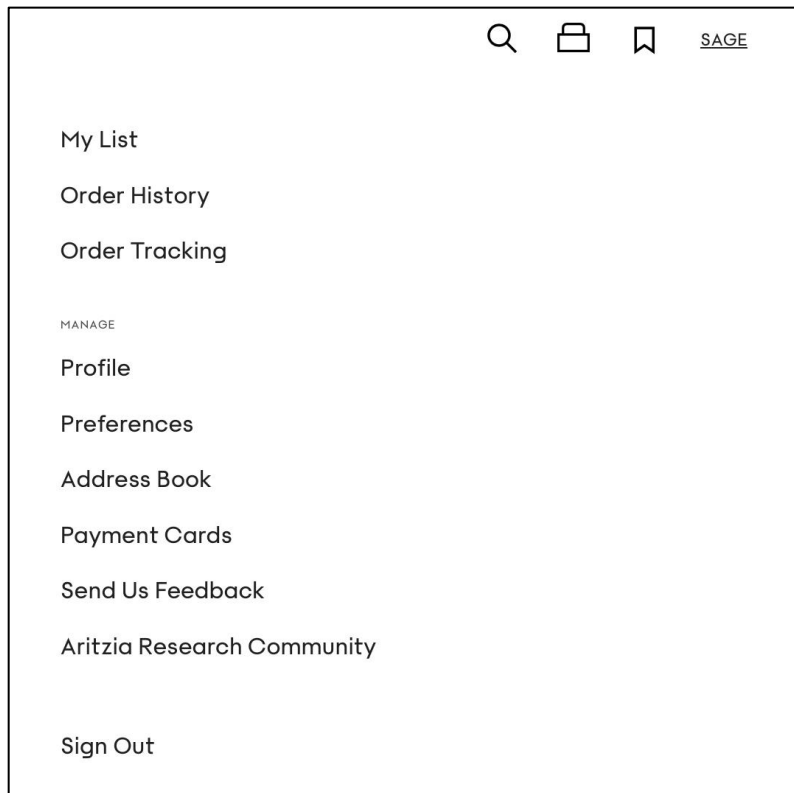
Aritzia is a premium retail brand offering a curated selection of women's clothing, accessories, and lifestyle products.

By Launching an E-Commerce platform, The primary goal of the Aritzia website is to facilitate online shopping while allowing users to manage their personal information, track orders, and engage with the Aritzia community. The platform prioritizes user engagement and streamlines the purchasing process.

Key features and Focus Areas

The Aritzia website is designed to facilitate online shopping while allowing users to manage their personal information, track orders, and engage with the Aritzia community. The following sections detail the website's key features and architecture.

User Account management



(Satsavia, S. S. (2024).

This Feature allows users to manage their accounts, including viewing order history, updating personal preferences, and managing payment methods. It ensures that users can efficiently access and modify their information.

The provided screenshot illustrates the user account menu, showcasing options such as Profile, List, Order History, Preferences, Address Book, and Order Tracking.

User Registration

ARITZIA

Create an Account

f

Continue with Facebook

or

First Name

Last Name

Email Address

Cell Phone (Recommended)

Create Password Show

By clicking "Create Account," I agree that I have read and accept the [Terms of Use](#).

Create Account

ARITZIA

Create an Account

f

Continue with Facebook

or

First Name
sage

Last Name
sat

Email Address
sagesatsavia2607@hotmail.com

Oops! This email address is invalid or already in our system

☐ Email Me

Get exclusive updates from Aritzia on sales, new arrivals and all things Everyday Luxury. Don't worry, you can unsubscribe whenever you like.

Cell Phone
4374999776 (Recommended)

Create Password
..... Show

By clicking "Create Account," I agree that I have read and accept the [Terms of Use](#).

Create Account

(Satsavia, S. S. (2024).

The registration page offers a straightforward process for new users to create an account, either by integrating with Facebook or manually entering their details. This approach accommodates different user preferences and promotes accessibility.

The provided Screenshot of the registration form demonstrate the simplicity of the process, as well as the system’s ability to handle errors, such as duplicate email addresses.


Shopping Cart and Checkout Process

ARITZIA

[Sale](#) [New](#) [Clothing](#) [Dresses](#) [Denim](#) [Activewear](#) [Sweatfleece](#) [Accessories](#) [Brands](#)

Last Chance to Shop 50-70% Off
Get your favourites before they're maybe gone forever.

My Bag ¹



Wilfred
Golden Hour Linen Dress
\$148

White
Size M
[Edit](#)

-

1

+

[Move to List](#)

#101693

☒ Deliver to Me
Ships Aug 7, 2024 [?]

☐ Pick Up In Store
[Check nearby store inventory](#)

Order Summary

Deliver to Me (1) \$148

Shipping estimate [?] Free

Taxes estimate [?] \$19.24

Estimated Total \$167.24

Checkout

One or more of your items in your bag are special order items. Your special order item may take a little longer to ship than expected. PayPal, Apple Pay and Afterpay are not available for these items. [Details](#)

(Satsavia, S. S. (2024).


ARITZIA

[Need Help?](#)

1 Shipping 2 Payment 3 Review

Delivery - 1 item

Standard Shipping Delivers in 1 – 4 business days



Wilfred
Golden Hour Linen Dress
1 x \$148
White
Size M — Will ship close to Aug 7, 2024

Shipping Address

First Name

Last Name

Street Address

Apt/Suite/Buzzer/Etc. Optional

City

Province [?]

Postal Code

Country [?]
Canada

Cell Phone [?]

☒ Save to Address Book

☐ Send with gift receipt and/or message

Shipping Method

[Shipping Policy](#)

Order Summary

Deliver to Me (1) \$148

Shipping estimate [?] Free

Taxes estimate [?] \$19.24

Estimated Total \$167.24

Proceed To Payment

(Satsavia, S. S. (2024).

The shopping cart and checkout process is streamlined, guiding users from product selection to final purchase. This process includes reviewing the cart, entering shipping details, and proceeding through a secure payment gateway.

The provided screenshot highlights the clarity and the hassle-free process to check-out. After entering all the required information and proceeding to payment, you provide your payment details and place the order.

Conclusion

The Aritzia website effectively prioritizes user engagement and simplifies the purchasing process. Features like user account management and streamlined registration and checkout are designed for ease of use, offering a personalized shopping experience. This reverse engineering analysis highlights the website's strong integration of user-friendly elements with a robust backend, supporting both scalability and reliability. To further enhance the user experience, improvements could include better mobile responsiveness and more personalized interactions such as implementing a checkout option from within the cart.

References

All sources and references used in this report are listed in accordance with APA style guidelines.

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