

G6- Final Report

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The Design Process

There are 5 steps in the design process.

1. Group Project Definition

This is the first step of the application design, In this step, we need to define the website. To achieve this project team needs to identify the basic idea of the website, competition in the market, uniqueness of the website, and how the website will be useful.

2. Determining User Requirements

After deciding on the main idea of the website. We need to consider user requirements. We need to get information about what users want, what they like, and what they do not like. To achieve this, we need to create a user survey and spread it to real users. Then, after getting the survey results, we need to analyze the result and make a report in form of a graph as well as a table. By doing this we can filter what to include and what to discard from the app.

3. Designing the wireframes and mock-ups

In this step, we need to first create basic wireframes of the app using pen and paper. Before creating wireframes, first, decide what task can be performed by the user on the App. This will help us to determine the design of the wireframes. This gives us a basic idea about the UI of our app. After that create working mock-ups with prototypes. To do this use any designing software like adobe xd or any other software. In this step, our website design should be a working model, which means when the user clicks on any button or do any action it should be responsive.

4. Usability Testing

Usability testing is the most essential step of the designing process. After creating mock-ups, we need to make sure that they will be intuitive as we intended for the user. For that, we need to perform a test on the app design. We need to give our app to not only 2 or 3 but too many users and tell them to try to navigate and perform tasks in our app. Write down the feedback that we got from the user. Also, try to have small talk with the user after the testing. Whatever you got write it down on paper and make a formal report of the feedback. Use a table and chart to analyze the feedback. This report will help you to update your wireframes.

5. Revise the Wireframes

In this step, we need to analyze the feedback that we got from the user. After doing an analysis of the feedback we need to correct the old wireframes. Apart from this, we also need to make another report that shows the changes that we have done. Which includes the old as well as new wireframes. At last, we need to present our updated design and once it gets approval we can work on the coding part.

The Development of app design

Purpose

The main purpose of the app is to provide a free return, try-on delivery, fast and cheap express delivery, providing offers on the card. As well as to provide all the services as much as possible, so online shopping will not be a longer headache for them.

Stages of the design

- The first stage of the application is Strategy, in this stage, we have done meetings and research to decide the thing that makes our app unique. To

complete this stage, we planned our app's basic structure and the main purpose of the app.

- The second stage of the application is scope, which means we had to get the information that is our idea unique and survive in the market. Also, we had to get the information that customers want. For that, we did the survey and the analysis. After that, we filter out the stuff that we need to include.
- The third stage of the application is structure, in that stage, we created the pen and paper-based wireframes. For that, we discussed the layout of our design in the meeting as well as the hierarchy of the app.
- The fourth stage is the main stage which skeleton, in that stage we created the working model of the app. Here we applied the rule of thirds, contrast theory, and alignment. We placed an icon at the corner of the app page to achieve the rule of third. To achieve alignment, we placed the icon according to the context. For contrast theory, we applied it while choosing colors. We choose red to emphasize the importance, and green color to show that the work has been done successfully. For the repetition, we have not changed any icon color, size, and place (on some pages), so the user can correlate it with the last page.
- The fifth stage is the surface, here after creating the mock-ups we tested them with real users. Even though the number of users would be enough till 5, we tested our app with 20 users. To know the mistakes that we made, we also tested with the people who are not techy. So, we can get an idea about how we will improve our design to make it user-friendly for all the users. After testing, we got not only positive but also negative responses. We got some recommendations for our app. We analyzed our feedback and corrected our mock-ups. Now we have finalized mock-ups.

Overall, we have tried to apply as much as we learned through the course. Our design is 90% ready to code. Because our website needs more than 15 pages. And we have not created that many pages in our prototypes. But our website is enough to survive in the market. We would recommend adding a few pages in the feature.