

A spiral-bound notebook lies on a wooden desk, open to a page with several hand-drawn mobile application wireframes. The sketches are in pencil and light green ink, showing various screens with text boxes, buttons, and icons. A large, bold, handwritten title '#Content' is at the top right of the page. An orange arrow points from the left edge of the frame towards the text 'Costo Mobile Application'.

Costo Mobile Application

Group13:

Neha Lokhande (001520072)

Varada Kulkarni (001001191)

Sharan Chandra Shekar (001582721)

Ravi Patel (001533801)

Kulbir Singh (001548318)

1. Style Guide

Theme and Color Theme



Theme and color theme



The graphic

The **pictorial logo** represents the company name for simplicity. Looking at the image alone, one can easily guess it relates to a traditional sophisticated design

Theme and color theme

Red-Buttons

Tag

**Gray(F9F9F9) -
Background**

Black - Text

Label
Input text

Label
Input text ✓

Label
Input text ✗
Error message

2. Product objective





Product Objectives

- A simple design that allows the user to concentrate on the products
- It guides the first-time users of the application, including how to search for products and navigate through the various sections
- Creating personalization of the application to provide a more relevant and tailored experience for users
- Displaying new and popular products having clear images and accurate product description
- Having appropriate product recommendations on the basis of user's location and their previous order history if it exists
- Enhance customer experience by giving live chat support facility and Frequently Asked Questions page
- To prevent cart abandonment, a consumer should be able to move smoothly around the website.
- Provide a seamless and smooth experience navigating through the website to lower the cart drop rate
- Use a consistent theme or style throughout the application for easy use and to provide good look and feel
- Provide multiple and popular payment options so user has convenient way of checking out

3.Target Audience and User Segmentation



Target Audience & User Segmentation

- **Age group** – 18 to 70
- **Online Shopping Exposure** – Little to Highly experienced with online shopping
- **Technical Exposure** – Mid-range laptop/computer and mobile with high-speed internet
- **Financial Background** – Mostly middle-class working people
- **Demographics** – American, African American, Asian, Caucasian, Hispanic

Gender: Any

Age: 18-30

Online Shopping Exposure: High

Technical Exposure: High

Financial Background: Working

Gender: Any

Age: 45-55

Online Shopping Exposure: Low

Technical Exposure: Low

Financial Background: Working

Gender: Any

Age: 30-45

Online Shopping Exposure: High

Technical Exposure: Mid

Financial Background: Working

Gender: Any

Age: 55-70

Online Shopping Exposure: None

Technical Exposure: None

Financial Background: Retired

customer



needs

4. User Needs

User Needs

Flat and Clean Design

More Granular
Categories at a single glance

Product Comparison

Relevant product information

Easy Checkout

Fast & Easy Customer
Support

LiveChatbot Support

User inputs

5. Personas



Personas



Adam Ramsey
27, Boston

Software Developer

· STATUS
SINGLE

· SALARY
\$50K



BIO

Adam is a Software Developer working a huge multinational company located in Boston. His workload is quite heaving and so it doesn't leave him any time to go shop for essentials. He works out on a regular basis and needs protein and healthy food.



Motivations

Technology



Social Media



Online shopping



Gym



Needs

- He needs to make time to shop for household essentials
- He needs healthy and organic food due to his food habits and everyday workout.
- He requires an easy way to shop and get the items he needs delivered on the same day or next day.



Frustrations

- Going to the grocery store is difficult with his work schedule
- Even if he does visit the grocery store, there is always a huge crows
- In rare cases, the items delivered to him is not fresh.

Behavior

Job



Gym



Online shopping



Gaming



Household work

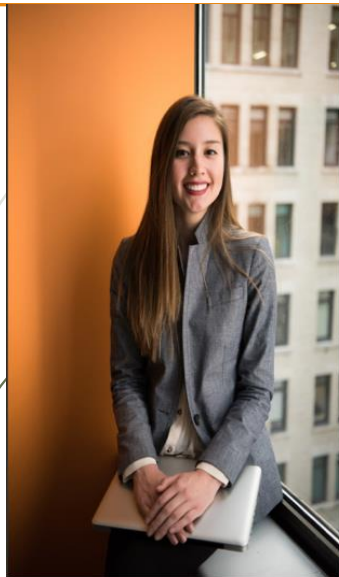


Frequently used apps

Instacart

Getir

Personas



Lindsey Ramos
22, Boston

Student

• STATUS
SINGLE

• SALARY
\$10k

BIO

Lindsey is a student at Northeastern University, Boston studying Art and Literature. She usually has a lot of assignments to complete. She is also an influencer on Instagram where she posts reels of her art and photography. She manages to save up money from her on-campus job and tries to buy camera lenses and Acrylic painting supplies. Along with the roommates who are constantly busy with assignments they hardly have time to go out to shop for essentials or for themselves.

Motivations



Needs

- She needs to an app which is easy to use and where she gets all the items that she needs in one place like camera lenses, grocery, toiletries etc.

Frustrations

- Going to the store is difficult with her assignments and managing her Instagram page.
- She will have to make two visits, one to the grocery store and the another to buy canvas, Acrylic paints or camera lenses

Behavior



Frequently used apps

Amazon

Bestbuy

Personas



Maria Hill
22, California

Student

• STATUS
Single

• SALARY
\$10k



BIO

Maria is student at California Tech pursuing computer science. She loves to code and is always on the lookout for powerful laptops. She is also an avid gamer and like to research about laptops before she buys them. She is an introvert.



Motivations



Needs

- She requires more detailed specifications about the laptop she wants to buy.
- She loves coding and gaming and she needs a high-end laptop with a good processor and a good gpu



Frustrations

- Choosing a laptop that suits both gaming and coding is difficult for her.
- Since she is an introvert, she would prefer online shopping and hence more details regarding a particular product is required

Behavior



Frequently used apps

Walmart

Bestbuy

Personas



Joseph Carter

26, Boston

Content Creator

• STATUS
Single

• SALARY
\$500k

BIO

Joseph Carter is a famous content creator on youtube with over 10 million subscribers. He gets paid really. His content is mostly about vlogging his experience in hiking into the woods and mountains if any. He needs an app where he can get the essentials such as camping tents, hiking gear, bags as well as fruits and vegetables that he needs to cook in the wilderness.

Motivations



Needs

- He needs an app where he can buy everything he needs such as a goopro for vlogging, hiking gear and food as well.

Frustrations

- Will have to visit multiple shops if he wants to buy everything he needs.
- Buying in bulk is going to be difficult since he will have to visit multiple shops

Behavior



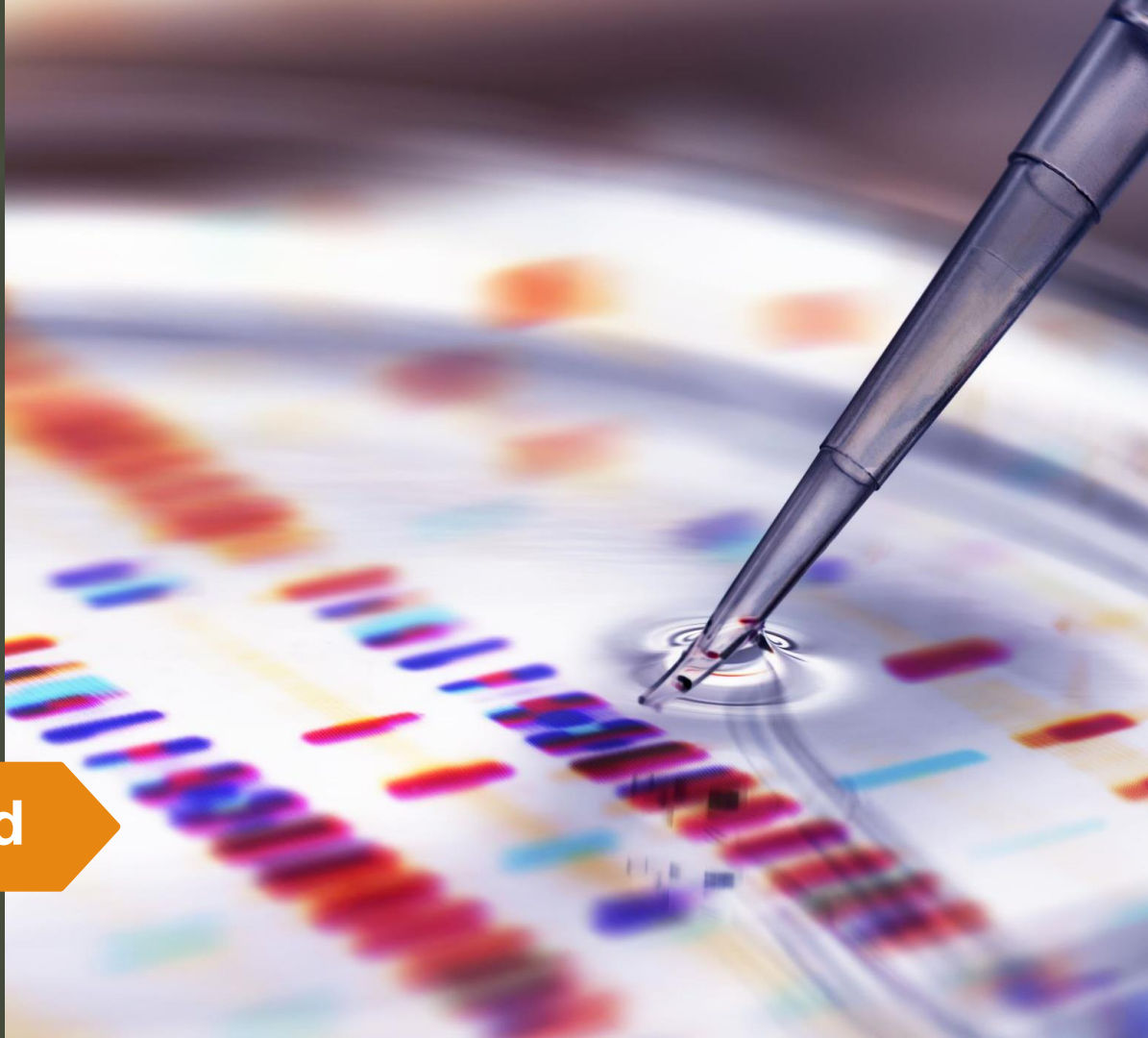
Frequently used apps

Amazon

Getir

6. UX Research Method




Online Surveys
Parallel Design



Online Surveys

▶ An **Online Survey** is a structured questionnaire that your target audience completes over the internet generally through a filling out a form. Online surveys can vary in length and format. The data is stored in a database and the survey tool generally provides some level of analysis of the data in addition to review by a trained expert.

AddFeedback

9:41   

< Feedback

Full name

Sachin Lokhande

Address

31 Jersey Street, Apt 12 , Boston,
Massachusetts , 91709






Feedback

Is this your first visit ? ☒ Yes ☐ No

Found your desired product ? ☐ Yes ☒ No

Product not found, do let us know ?

Write your reply here

Your overall experience ?     

SUBMIT



Pros and Cons

Pros

- Faster medium to reach target audience
- Real time analysis
- Cost efficient
- Minimum margin of error
- Save researcher's time
- Respondents are more truthful

Cons

- Respondent cooperation issues
- Questionable data reliability
- Limited access to certain sets of population

Parallel Designing

- ▶ In parallel design, several designers work independently to create suggested user interfaces. These interfaces are then merged to create a single design
- ▶ **Multiple alternative designs** are created by designer(s). Each design goes under user testing and a single design is created by taking best parts of the individual design



9:11

<

Sign up

First Name

James

Last Name

Bond

Email


james123gmailcom


Password


Already have an account?

SIGN UP

Or sign up with social account







9:11

<

SIGN UP

First Name

James

Last Name

Bond

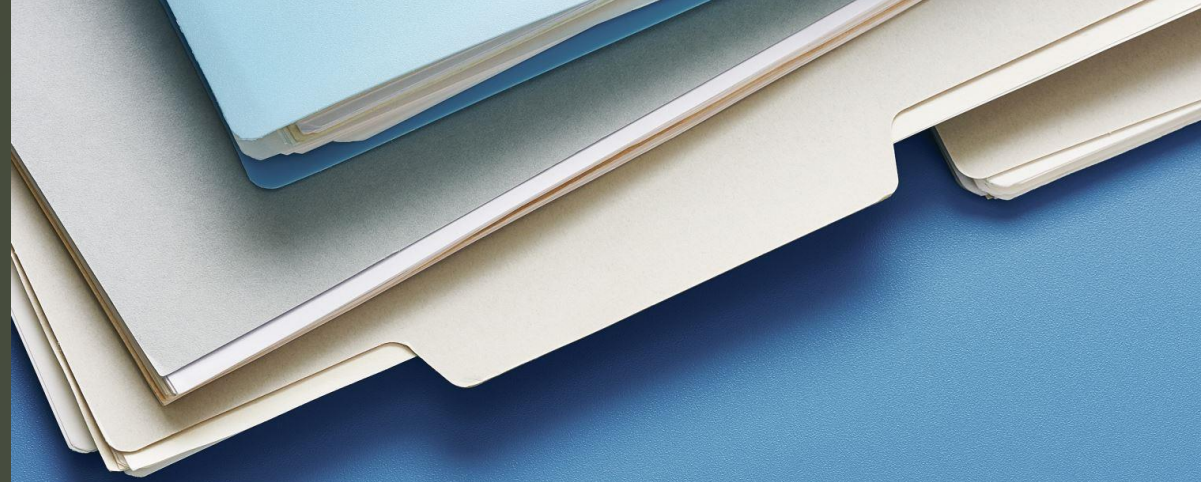
Email

james123gmailcom

Password

Already have an account?

SIGN UP



7. Card Sorting

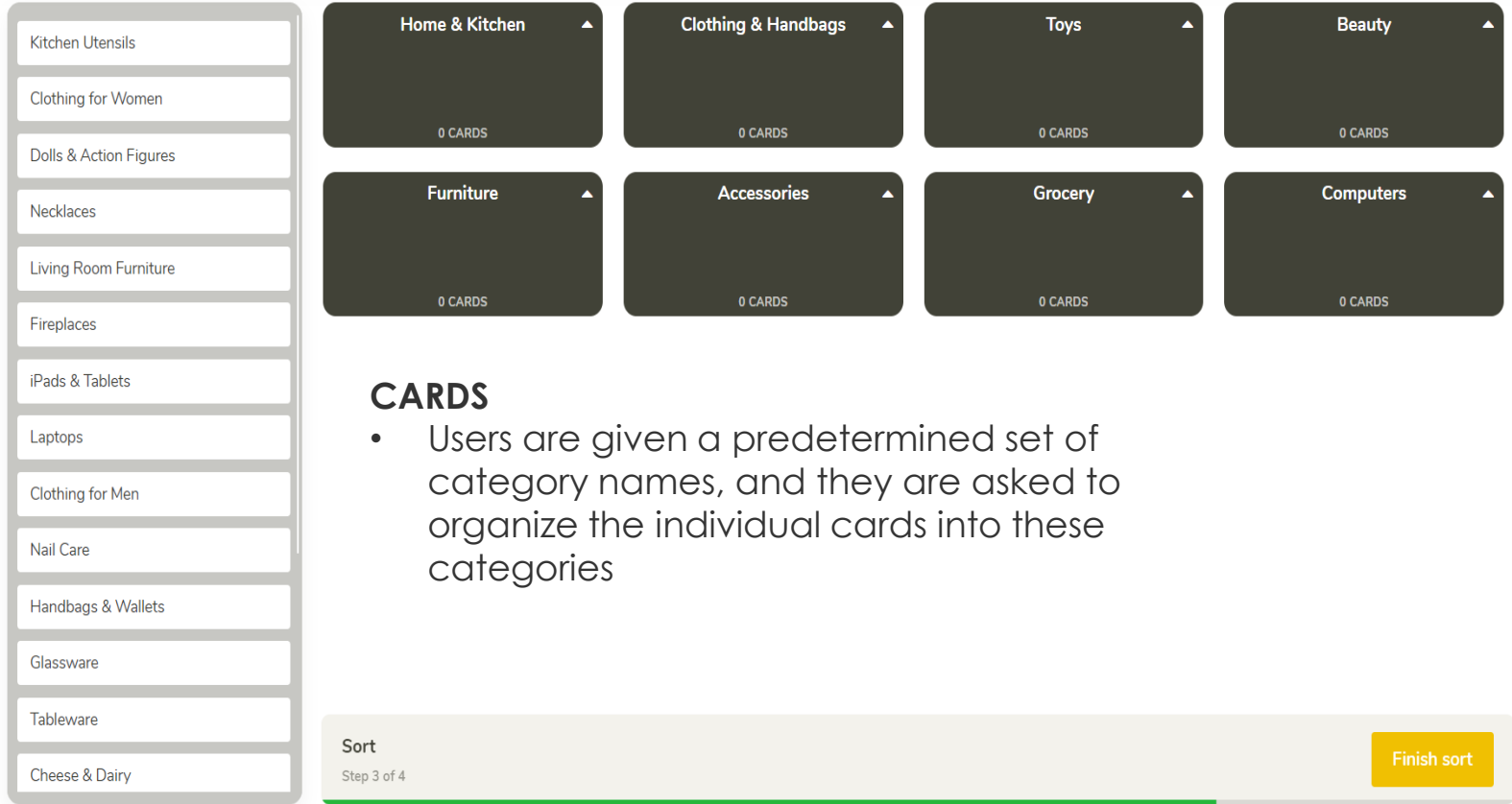


Card Sorting

Closed Card Sorting

- ▶ Participants are asked to **sort topics** from content within your website into **pre-defined categories**. A closed card sort works best when you are working with a pre-defined set of categories, and you want to learn how users sort content items into each category
- ▶ Users are given a **predetermined set of category names**, and they are asked to organize the individual cards into these categories
- ▶ Closed card sort is **good for getting people to rank** and prioritize items from important to unimportant

Closed Card Sorting



The interface for a Closed Card Sorting task. On the left is a vertical list of 15 cards to be sorted. On the right are eight target categories, each with a title, an upward arrow, and a '0 CARDS' count. At the bottom is a progress bar and a 'Finish sort' button.

Available Cards:

- Kitchen Utensils
- Clothing for Women
- Dolls & Action Figures
- Necklaces
- Living Room Furniture
- Fireplaces
- iPads & Tablets
- Laptops
- Clothing for Men
- Nail Care
- Handbags & Wallets
- Glassware
- Tableware
- Cheese & Dairy

Target Categories:

- Home & Kitchen ▲ (0 CARDS)
- Clothing & Handbags ▲ (0 CARDS)
- Toys ▲ (0 CARDS)
- Beauty ▲ (0 CARDS)
- Furniture ▲ (0 CARDS)
- Accessories ▲ (0 CARDS)
- Grocery ▲ (0 CARDS)
- Computers ▲ (0 CARDS)

CARDS

- Users are given a predetermined set of category names, and they are asked to organize the individual cards into these categories

Sort
Step 3 of 4

Finish sort

Closed Card Sorting

RESULTS

Result after
the user
categorize
the cards
under
predefined
categories

Home & Kitchen ▲ Glassware Tableware Kitchen Utensils 3 CARDS	Clothing & Handbags ▲ Clothing for Men Handbags & Wallets Clothing for Women 3 CARDS	Toys ▲ Dolls & Action Figures Board Games Building Block Sets 3 CARDS	Beauty ▲ Nail Care 1 CARD
Furniture ▲ Living Room Furniture Fireplaces 2 CARDS	Accessories ▲ Bracelets Sunglasses Necklaces 3 CARDS	Grocery ▲ Cheese & Dairy Beverages Coffee & Sweetners 3 CARDS	Computers ▲ iPads & Tablets Laptops 2 CARDS

Sort
Step 3 of 4

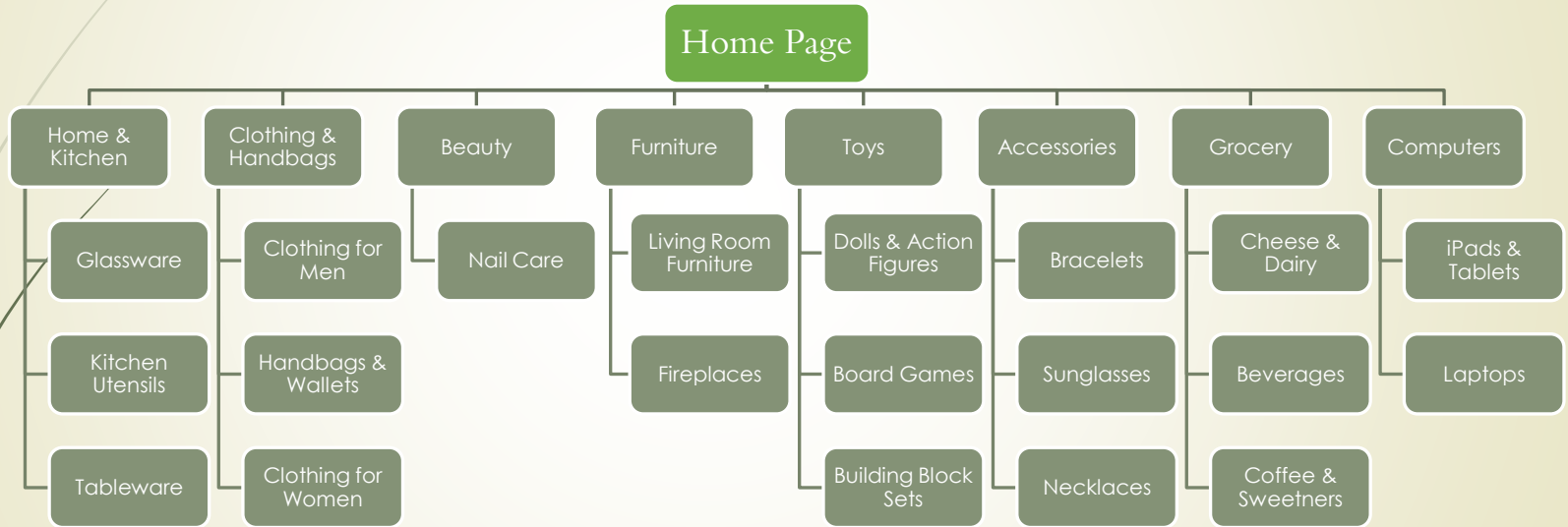
Finish sort

8. Information Architecture



Information Architecture

Closed Card Sorting



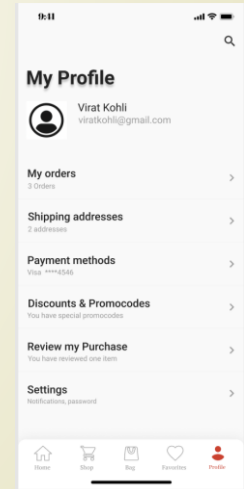
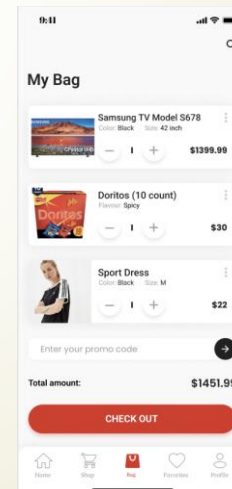
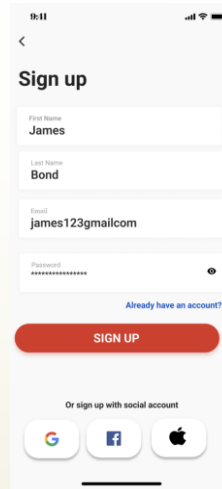
9. Usability Testing



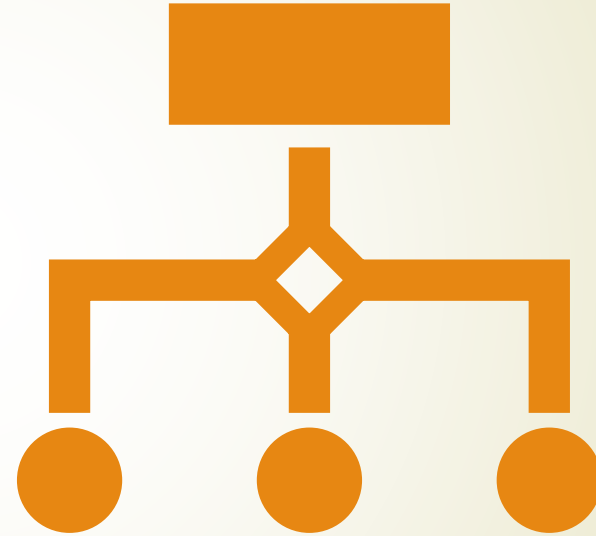
Usability testing

Usability testing is a technique used in user-centered interaction design to evaluate a product by testing it on users.

Users	Registering to the App	Adding product to the cart	Check your profile information
User 1	Clear and easy step	Simple process. Select the product and add to cart	Should be much easier to find
User 2	Same as every other e-commerce applications. Easy and simple to register.	Direct checkout would be useful	Could navigate to it easily
User 3	Familiar with the process	Easy to understand and navigate through	Simple and easy



10 .Use Of Each Plane





The five planes — strategy, scope, structure, skeleton, and surface — provide a conceptual framework for breaking down the task of designing as a whole

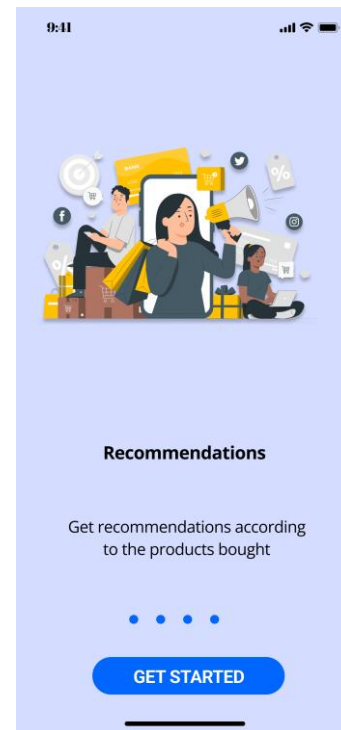
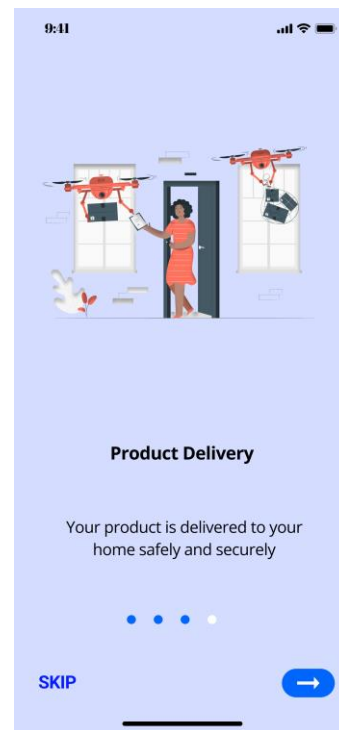
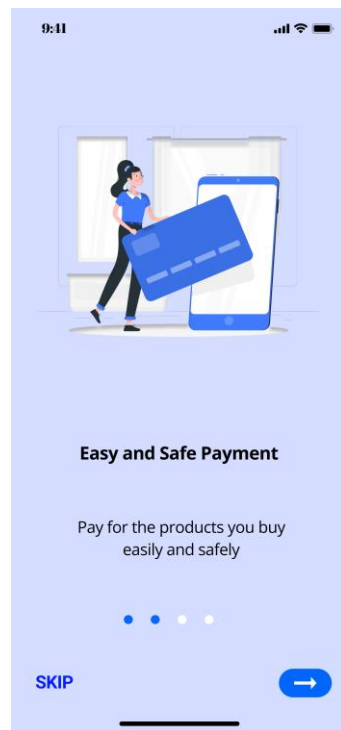
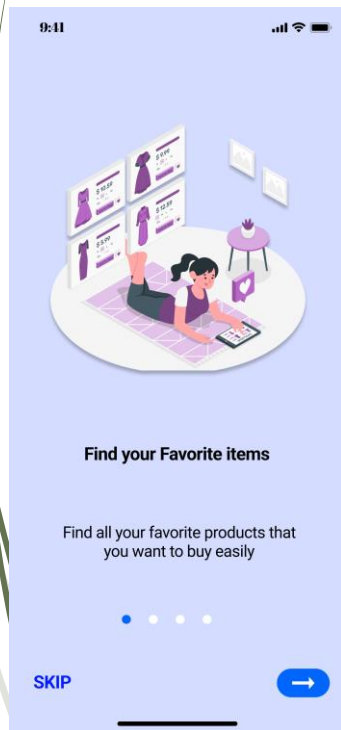
- ▶ **Strategy plane** - Identifying and addressing user needs, problems, and desired outcomes were the primary considerations in the strategy phase. We were able to acquire the user's demands using various research approaches, such as surveys and interviews. Users who wished to order things from the comfort of their own home were the most common users.
- ▶ **Scope plane** - In the scope plane, we learnt how to take user goals and product goals and turn them into product features. Moscow helped us prioritize the functions.
- ▶ **Structure plane** - Main point in skeleton plane was designing the architecture of the application. Implemented necessary error handling.
- ▶ **Skeleton plane** - Decided on how the user flow should be and selecting correct elements that the user will interact with. After understanding what makes the application easy to use by the user, we went on ahead and started with the design
- ▶ **Surface plane** - Made sure that the final visual aesthetics of the application was good by adding good images, graphical elements and easy to use navigation components(eg - buttons).

11. Onboarding



- Onboarding user experience, or UX, is a process that begins the minute a user enters your website, app, tool, or product. This is the initial step in determining your relationship with the user, and it may even influence whether your consumers purchase or upgrade.





12. Error Handling

9:11

<

Sign up

First Name

James

Last Name

Bond

Email


Please enter a valid email


Password


Already have an account?

SIGN UP

Or sign up with social account







9:11

<

Sign up

First Name

James

Last Name

Bond

Email

james123@gmail.com


✓


Password


Already have an account?

SIGN UP

Or sign up with social account

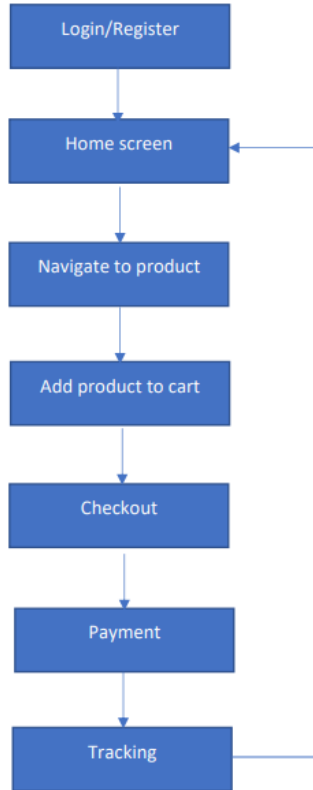






13. Basic User flow





Demo

