E-Commerce Website
Group 19

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Summary & Overview

The objective of this project is to develop a general purpose e-commerce store where products like clothes, electronics, groceries can be bought from the comfort of home through the Internet

In Today's highly dynamic environment it is very important to adapt to the user need and change the product strategy accordingly with using the latest technologies to keep up with the competition

Our solution Retalia is capable of adapting the user needs in most advanced way and respond in order to maximize the output/ user footfall on the application
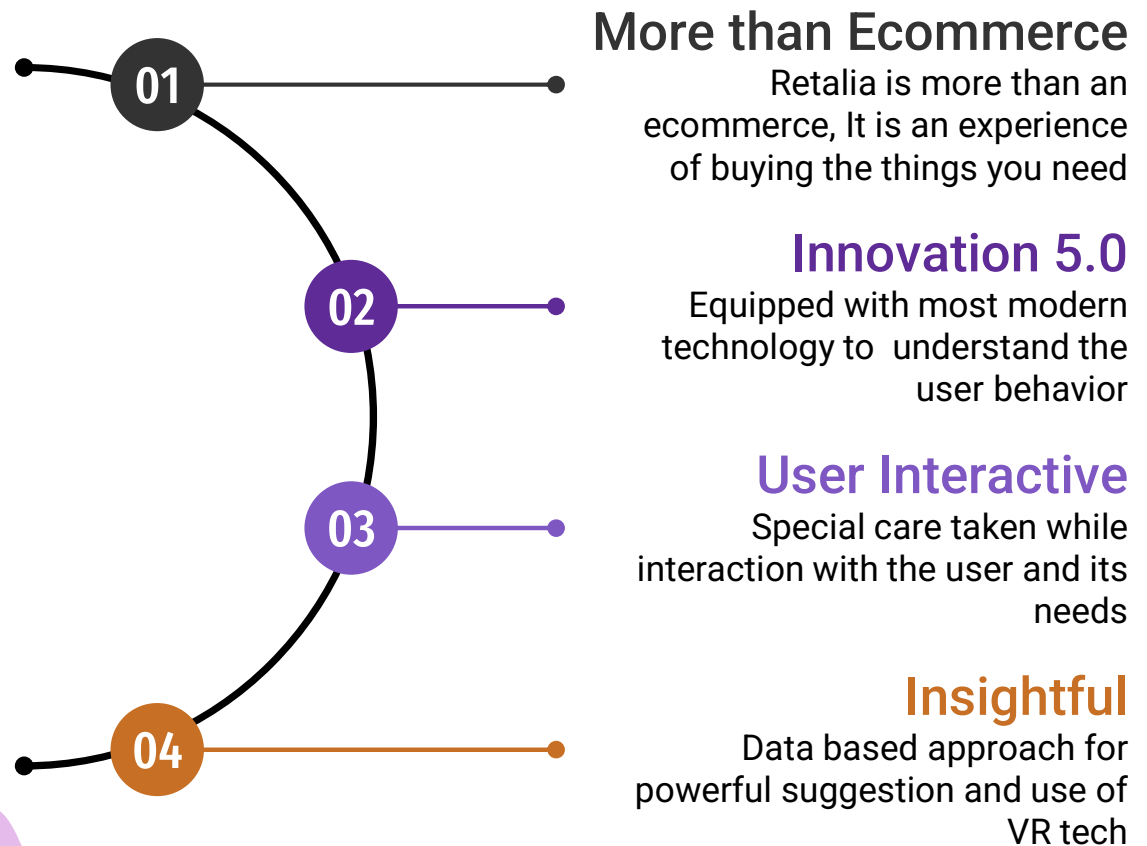
We with Retalia, Taking a moonshot introducing new way of interactions all together with shopping online and taking things to the new level of revolution

Problem Statement

In this modern world of Online Everything, Commerce Industry is becoming a competition to sell, Instead with **Retalia**, We are merging Online Buying with Artistic Views, Which provide the highly curated service and fluent experience of buying things user likes.

Retalia For You : Solution

01

More than Ecommerce
Retalia is more than an ecommerce, It is an experience of buying the things you need

02

Innovation 5.0
Equipped with most modern technology to understand the user behavior

03

User Interactive
Special care taken while interaction with the user and its needs

04

Insightful
Data based approach for powerful suggestion and use of VR tech

Design System For Retalia

Inspired by Google Material Design

Primary   **Secondary**

#460e56

#b38df7

#9c29b7

Home Background
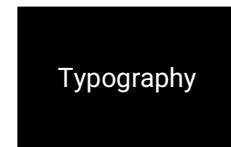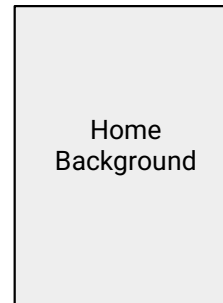
Template Background

Typography

Typography

Logo Details

Retalia

Font : Inter and Paprika
Size : 26
HEX# : 7e57c2ff
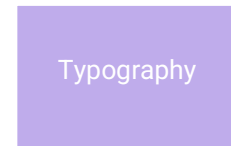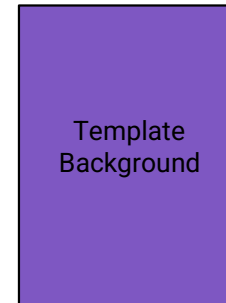
Retalia

Retalia

Retalia

Design System For Retalia

Home Background
1920x1080px

Template Background
1650x1330px

Typography

Typography

Component 1
1470x350px

Gap : 100px

Component 2
1470x350px
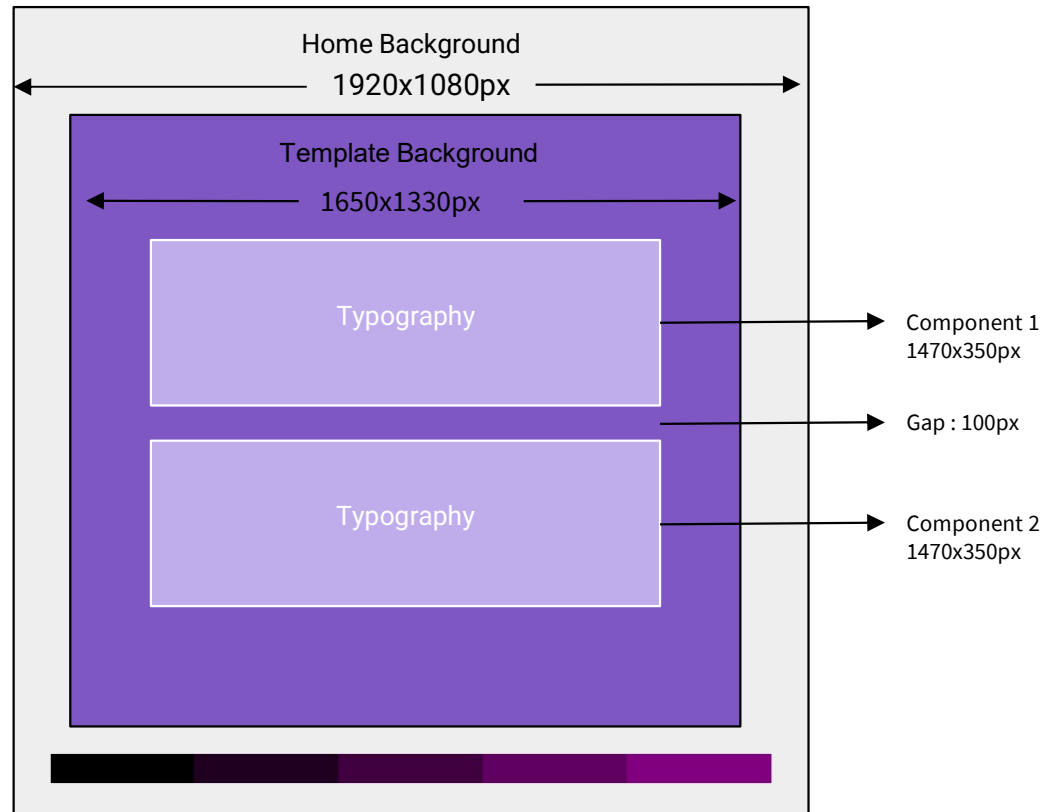
Unites : px

Screen Dimensions :
1920x1080px

Button Dimensions :
258x65px

Header Font Size :
48px - 60px

Paragraph Font Size :
30px

Link : 25px

Design Process For Retalia

01
Research
Research about user needs and requirements

04
Validation
Validate the user flow and concept for building the idea

01

04

Product Definition

02

03

02
Analysis
Analysis of the various inputs and data got from the research
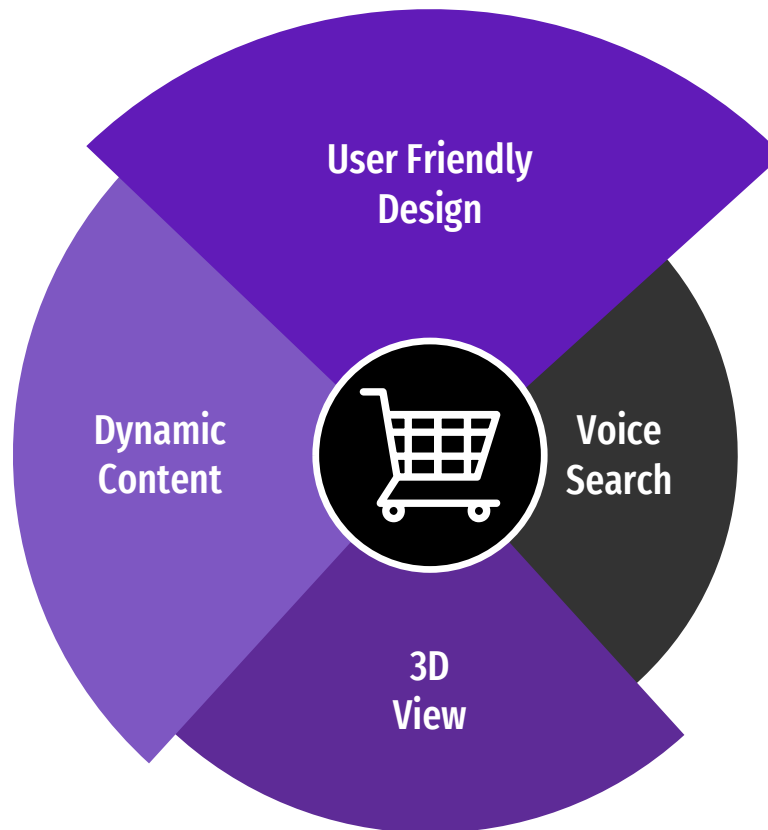
03
Design
Design based on various user research methods

Key Project Objectives

Voice Search
To get a list of products related to their search with the help of mic, to make search easy

3D View
3D View in room and placement feature to make shopping interactive

User Friendly Design

Dynamic Content

Voice Search

3D View

Demographic Content
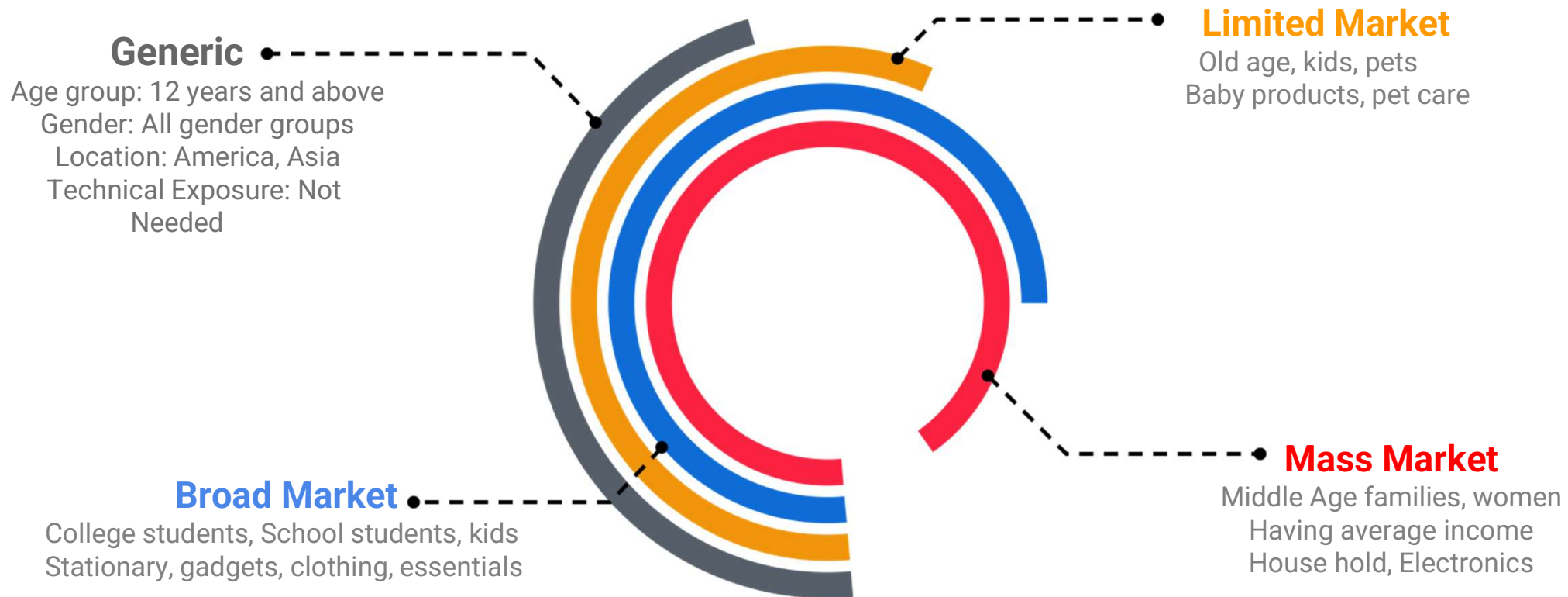Content based on geography, user search, age groups and needs

Camera Search Feature
Searching a product by uploading or clicking a picture

Project Objectives (contd)

- Persistent UI : **Fluency and Smoothness**

- Provide a Unique Customer Experience : **Tailored to the Needs**

- Transparency with Pricing : **No Hidden Costs**

- Option to choose different card for each item : **Variety of options**

- Option to Choose Shipping Address for **Each Item**

- Relevant Products Recommendation : **AI in Your Service**

Target Audience : Retalia

Generic

Age group: 12 years and above
Gender: All gender groups
Location: America, Asia
Technical Exposure: Not
Needed

Limited Market

Old age, kids, pets
Baby products, pet care

Broad Market

College students, School students, kids
Stationary, gadgets, clothing, essentials

Mass Market

Middle Age families, women
Having average income
House hold, Electronics

User Segmentation

Geographic Location based, users within different locations display different characteristics

Demographic Statistical profiles of the population based on age, marital status, gender, education level, income

Psychographic Based on not only statistical data but also on individual personality, lifestyle, attitude

Behavioral Based on online shopping habits, loyalty, usage frequency and website actions
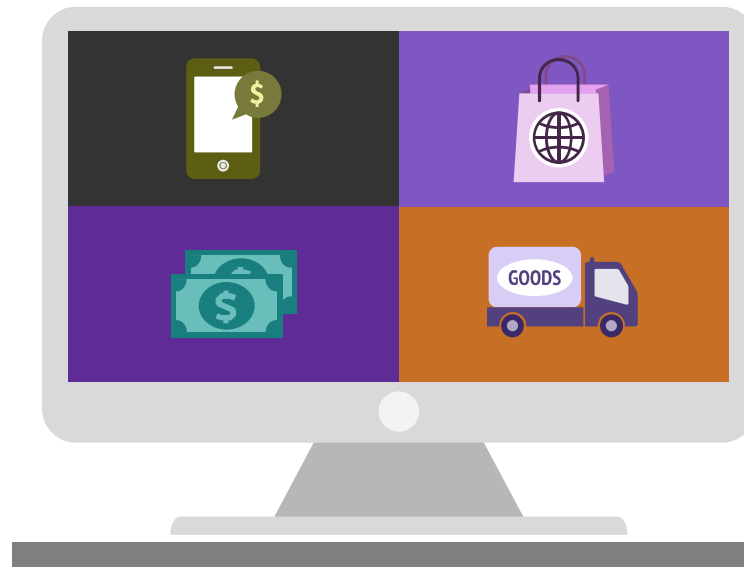
User Needs

Who?   What?   Why?

User Needs

Quick and easy Access
Different Variety of
products

Fast paced Lifestyle
Clear Visual Info
On the go quick search

Convenience with different
option of delivery
User Friendly design

Multiple payment options
User reviews
Product Make and Build

User Needs : Continued

- On the **Go Quick Search**

- Convenience with Different **Options for Delivery**

- **Multiple** Payment Options - Divide and Pay

- Ease in Locating a Product inside the Store

- Choosing products from a **Pre Designed Space**

- Product **Make and Build** Information

- **Strong User Reviews** System

Onboarding

Get User Buy-in with an Appealing Welcome Screen

Keep the Sign Up Process Simple

Provide Quick Tips to Help Users Get Started

Shorten the Path to the First Conversion with Relevant Offers
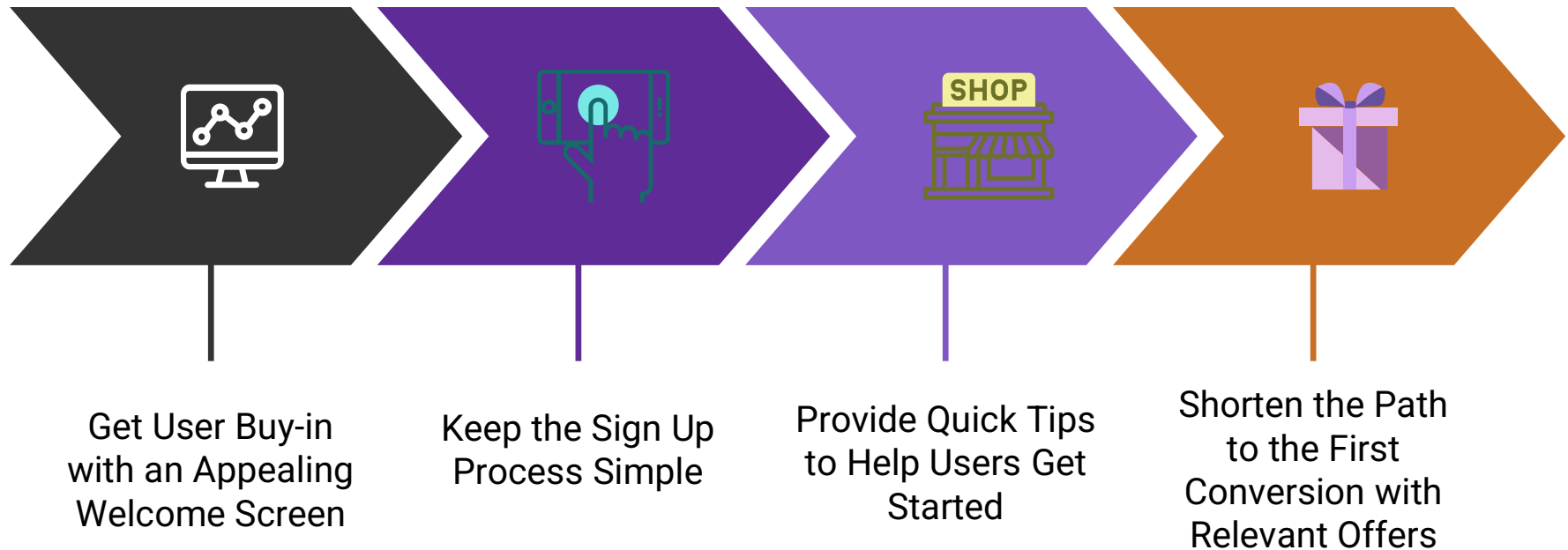
Use Cases 1

Use Case 1	Giving the product information in detail with look and feel including product contents and pictures
Actor	The website user / commercial user
Main Flow	User might wants to understand the product more than the description as if it fit the specific user needs in details. So more content like, manufacturer material, build and make. Also how is it made must be really effective
Alternative Flow 1	In one scenario, user can scroll down some pictures of the product and understand the scale of it, how it will fit, or look like.
Alternative Flow 2	User can also see the contents, make and build, In a situation which user can look and read about the product in a physical market
Alternative Flow 3	Users can also look for reviews, hence external links can be provided for better information, also it can have comparison.

Use Cases : 2

Use Case 2	Style suggestion for home improvement
Actor	The website user / commercial user / Content Creator
Main Flow	User is confused to set up the space without any suggestions
Alternative Flow 1	User doesn't need suggestions
Alternative Flow 2	User needs some suggestion on the theme

Use Cases : 3

Use Case 2	Having the purchase price and delivery estimation price
Actor	The website user / commercial user / Content Creator
Main Flow	As we know need is something which which user come to the portal to buy something. Hence, information to navigate through in order to when the user can consume/use the product is essential. Hence having the product available within user's purchasing power is needed.
Alternative Flow 1	User can check the delivery price and cart total in the carts page
Alternative Flow 2	User can check the delivery price
Alternative Flow 3	A manufacturer can comment back on the user reviews can answer the question and have instant feedback or problem solving which user might be facing with the product.

User Personas

Kiran Raj

Gender: Male
Age: 25
Occupation: Onsite- Engineer
Marital Status: Single
Location: Texas
Tech: Good with technology uses online apps
Family Income: $180,000 per year

Summary: Kiran is new to the place for his onsite project and is not familiar with the grocery store, he needs a service for finding products in the store. Also he needs products that are used for his traditional cooking. He is interested in gadgets and loves to shop them as well.

Frustration: Kiran is frustrated about finding trustable products with the optimum price

Goals: Wants a website which has variety of products from grocery to gadgets with affordable prices

Favorite Sites: Youtube, Walmart, Facebook, Facetime, Netflix and Google Maps

Jennifer Martin

Gender: Female
Age: 37
Occupation: Business Women
Marital Status: Divorced with 1 kid
Location: Boston
Tech: Comfortable using websites and apps
Family Income: $200,000 per year

Summary: Jennifer is a super busy person who works for 80hours per week and has no time for shopping for herself and home

Frustration: Being a single working mother, she has to take care of the kid and herself too, she needs an app in which she has everything right from clothing, groceries, kids essentials, home essentials, pharmacy for buying medicine for kid etc.

Goals: Wants a website which has household products and groceries that is deliverable

Favorite Sites: *Walmart, Wayfair and Amazon*

Layola Lola

Gender: Female
Age: 37
Occupation: Homemaker
Marital Status: Married with 2 kids
Location: Boston
Tech: Comfortable using websites and apps
Family Income: $200,000 per year

Summary: Being a homemaker with 2 kids lola needs a service where she can shop right from groceries, kids toys and all other house hold needs.

Frustration: Loyala finds it difficult to leave the kids alone at home and shop, also it is difficult for her to take her small kids to the store

Goals: Needs a delivery service for groceries and general shopping

Favorite Sites: *Walmart, Wayfair and Amazon*

UX Research Method : Overview

UX Research Methods

Behavioral
(What people do)

- Tree Testing
- Eye-Tracking
- A/B Testing
- Analytics

Qualitative
(Why/How)

Usability Testing
Field Studies

Quantitative
(How much/How many)

- Diary Studies
- Focus Groups
- User Interviews
- Five-Second Testing
- Surveys
- Card Sorting

Attitudinal
(What people say)

UX Research Method : Implementation

Used **Stakeholder Interviews**, It helped us to obtain project-relevant information and elicit stakeholder reactions and suggestions

Key Results :

➢ One of the Stakeholder suggested us to have divide and pay (split payment option)

➢ Have a sorted and simple option with colour consistency

➢ Simple Login

➢ Use of technology to enhance the user experience

➢ Clear Vision

UX Research Method : Implementation

Card Sorting is a research activity which helped and acted as an important step to creating an intuitive information architecture (IA) and user experience.

> Card sorting is a great exercise for understanding the mental models of our users, and it's a great way to question biases in the team by validating it with real users.
>
> **Vaida Pakulyte**, UX Researcher at Electrolux

Source

UX Research Method : Implementation

We also did Surveys, are the research tools which helped us gather useful data and meaningful insights. It consists of both open-ended and closed-ended questions. Its qualitative and quantitative.

➢ **Closed-ended :** Come with a predefined set of answers to choose from.

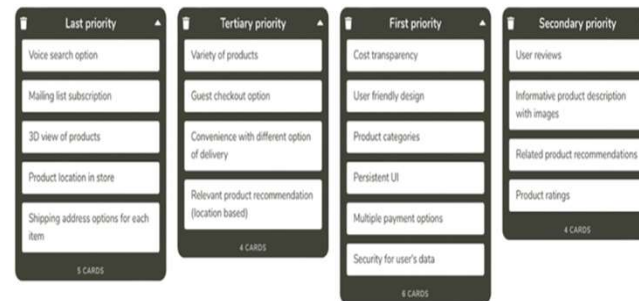➢ **Open-ended :** Participants give their responses in a free-form style.

Source

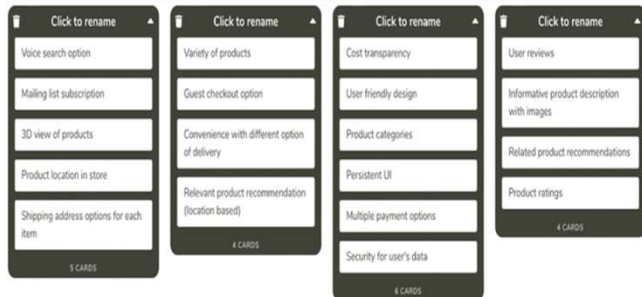# Card Sorting Applied: Open Card Sorting

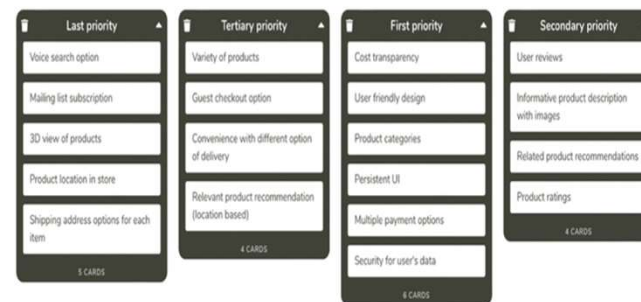➤ Participant gets a stack of cards
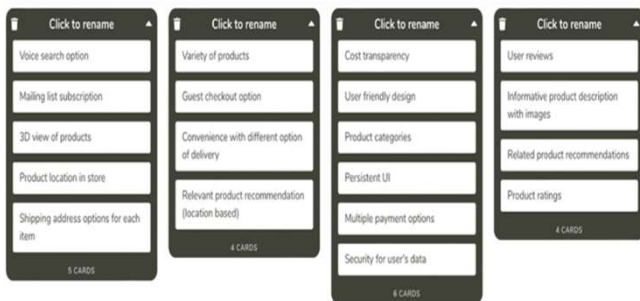
➤ Participant sorts cards into groups

➤ Participant labels his/her groups

Card Sorting Applied: Closed Card Sorting

▶ Participant gets a stack of cards

▶ Participant sorts cards into groups the researchers have created

Usability Testing Objectives & Tasks

Tested on Sites like Target, Amazon, Zara which was similar to what we are trying to build

Pre-Design

Conduct Competitive Analysis against Retailia

Analysis

Organized the results for analysis

Results

R.O.T. (Redundant, Outdated, Trivial) Analysis

R.O.T

Understanding the Trends to implement

Trends

Usability Testing Test Analysis

	Feature Name & Item to test	Done?	Time?	Observer?
📱	**Persona : Joe, Technical Support** Tested the cart experience and if can buy with multiple payment option	**95%**	25 Minutes	Team
🖥️	**Persona : Kiran, Onsite Engineer** Checked the new technology with the site and conducted analysis	**80%**	10 Minutes	Team
🖥️	**Persona : Layola, Homemaker** Just checked various products and listings	**75%**	45 Minutes	Team

Planes : Retalia

SKELETON

We used it for designing interface elements that will facilitate the user's understanding

Dive into the visual treatment of the product, text, graphical elements, and components

SURFACE

STRATEGY

We explored what features and functions are within scope as well as contents

It helped dealing with defining how users get to specific information

STRUCTURE

SCOPE

Strategy to incorporates user needs as well as product objectives

Information Architecture

Thank You!