MAPUA MALAYAN COLLEGES OF MINDANAO

COLLEGE OF COMPUTER AND INFORMATION SCIENCE

StyLEst

Team ABA

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PART I:

Team ABA

Member: BALAGOSA, ATIENZA, AMOROSO

Overview

This project tackles the challenges users face when shopping for various products online, including clothes, cosmetics, accessories, footwear, and more. By understanding user frustrations, we aim to develop a mobile application (app) that simplifies and improves the overall online shopping experience.

Solving the Problem

The application will address user pain points such as:

- Difficulty visualizing how products will look or fit
- Lack of detailed product information (descriptions, sizing, ingredients)
- Inefficient browsing and searching
- Finding trustworthy product reviews

The Application: StyLEst

StyLEst is a mobile application designed to be your one-stop shop for a seamless online shopping experience across various fashion and beauty categories.

Features:

- **Unified Search & Filter** Narrow down your search results by brand, price range, user reviews, category (apparel, accessories, makeup, shoes), and other pertinent parameters unique to each kind of product (e.g., size, color, shade, material).
- **High-Quality Product Details:** Comprehensive descriptions, size charts (for clothing and footwear), ingredient lists (for cosmetics), high-resolution images from various angles, and instructional videos (for cosmetics application).
- **User-Generated Content (UGC) Integration:** Access customer reviews, photos of users wearing clothes or using cosmetics, makeup tutorials, and outfit inspiration.
- **Virtual Try-On Technology (Future Integration):** Utilize augmented reality (AR) to virtually try on clothes and see how cosmetics might look on your face. (Considered for future development)
- **AI-Powered Recommendation Engine:** Receive personalized suggestions based on browsing history, purchase data, user preferences, and product compatibility (e.g., recommending shoes that complement a

chosen outfit).

- **Seamless Checkout & Secure Payment:** Secure payment gateway with an easy checkout process.
- **Wishlist & Saved Searches:** Save favorite items and search for easy access later.
- **Community & Inspiration Feed:** Discover user-generated content, browse curated collections, and follow fashion influencers for style inspiration.

Questions about the Application:

Target Users:

- Who are the potential users? Individuals from a variety of demographic backgrounds regularly purchase clothing, accessories, footwear, makeup, and other fashion and beauty products online (age, gender, location).

User Tasks:

- What tasks do they seek to perform? Users want to browse product categories, search for specific items, filter results, view detailed product information, read reviews, virtually try-on products (future feature), discover new trends, and complete purchases.

Functionality:

- What functionality should any system provide to these users? The application should offer a unified search and filter system, comprehensive product details with varying levels of information specific to each product category, UGC integration, a recommendation engine, secure payment processing, Wishlist functionality, the ability to save searches, and a community/inspiration feed.

Design Constraints:

- What constraints will be placed on your eventual design? The design must be responsive and function well on various mobile devices (smartphones and tablets). It should also prioritize fast loading speeds, data security, and a user-friendly interface that caters to the diverse product categories.

Success Criteria:

- What criteria should be used to judge if your design is a success or not? The success of the application will be measured by user satisfaction through

surveys and reviews, increased task completion rates (purchases), reduced browsing time, positive user ratings, and active engagement with the community/inspiration feed.

- **Approach:**
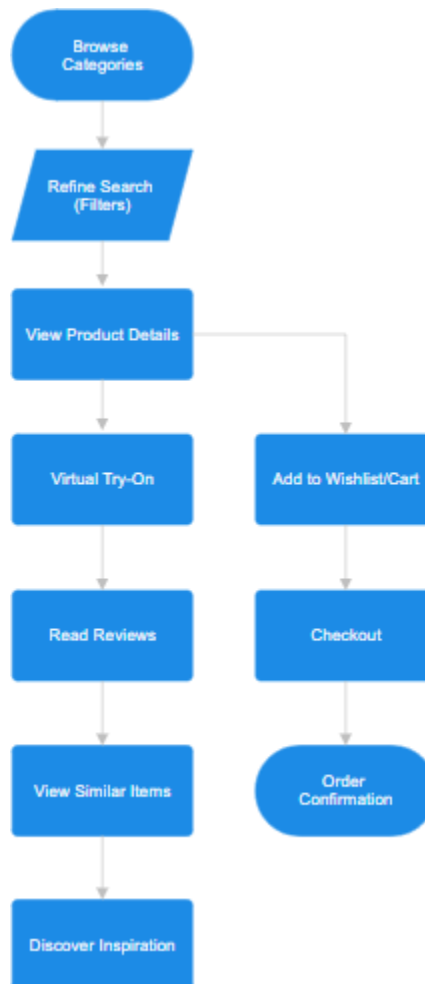
PART II: Design Alternatives

Scenario:

Scenario 1: Luna and Friends

Luna and her friends are fashion enthusiasts who have been struggling to find a reliable online shopping platform that provides personalized fashion recommendations. They come across StyLEst, which promises a seamless and stylish shopping experience.

Scenario 2: Athena's Connectivity Issues

Athena, a Japanese transfer student, faces connectivity issues while trying to keep up with the latest fashion trends online. She discovers StyLEst, which offers offline browsing and personalized recommendations, making it easier for her to stay stylish despite her connectivity problems.

Scenario 3: Jack's Limited Internet Access

Jack has limited internet access and can only go online for a few hours daily. He needs an efficient way to shop for fashion items without wasting time. He starts using StyLEst, which helps him quickly find what he needs with its efficient search and personalized recommendation features.

Storyboard (Based on Scenarios):

SCENARIO 1: LUNA AND FRIENDS

"LUNA AND HER FRIENDS STRUGGLE TO FIND A RELIABLE ONLINE SHOPPING PLATFORM FOR THEIR FASHION NEEDS."

"LUNA STUMBLES UPON STYLEST, A NEW APP PROMISING A SEAMLESS SHOPPING EXPERIENCE."

"THEY ARE AMAZED BY THE APP'S PERSONALIZED RECOMMENDATIONS AND DIVERSE PRODUCT RANGE."

"LUNA FINDS THE PERFECT OUTFIT AND COMPLETES THE PURCHASE EFFORTLESSLY."

"LUNA AND HER FRIENDS SHARE THEIR POSITIVE EXPERIENCE WITH EACH OTHER."

"THANKS TO STYLEST, LUNA AND HER FRIENDS CAN NOW SHOP WITH CONFIDENCE AND STYLE."

SCENARIO 2: ATHENA'S CONNECTIVITY ISSUES

"ATHENA STRUGGLES WITH CONNECTIVITY ISSUES, MAKING IT HARD TO STAY UPDATED WITH FASHION TRENDS."

"ATHENA DISCOVERS STYLEST, WHICH OFFERS OFFLINE BROWSING CAPABILITIES."

"SHE EXPLORES FASHION ITEMS OFFLINE, THANKS TO STYLEST'S UNIQUE FEATURES."

"THE APP PROVIDES HER WITH PERSONALIZED RECOMMENDATIONS BASED ON HER PREFERENCES."

"ATHENA MAKES A PURCHASE SMOOTHLY, OVERCOMING HER CONNECTIVITY CHALLENGES."

"WITH STYLEST, ATHENA CAN STAY STYLISH AND CONFIDENT, NO MATTER HER CONNECTIVITY ISSUES."

SCENARIO 3: JACK'S LIMITED INTERNET ACCESS

"JACK'S LIMITED INTERNET ACCESS MAKES ONLINE SHOPPING A CHALLENGE."

"JACK DISCOVERS STYLEST, AN APP DESIGNED FOR EFFICIENT AND STYLISH SHOPPING."

"STYLEST'S EFFICIENT SEARCH AND RECOMMENDATION FEATURES HELP JACK FIND WHAT HE NEEDS FAST."

"HE ADDS ITEMS TO HIS CART AND CHECKS OUT IN NO TIME."

"JACK MANAGES HIS LIMITED INTERNET TIME EFFECTIVELY WITH STYLEST."

"THANKS TO STYLEST, JACK CAN SHOP EFFICIENTLY AND ENJOY HIS NEW FASHION ITEMS."

Project Description

StyLEst is a cutting-edge app designed to provide a seamless and stylish online shopping experience, focusing on fashion and beauty products. Combining "Style" with "LEst" (implying "Lifestyle & Elegance" or "Best"), StyLEst aims to offer users a curated selection of elegant products, comprehensive details, and personalized recommendations. The app is user-friendly, allowing anyone to easily create an account, browse through a diverse range of items, and make purchases with a simple checkout process. Additionally, StyLEst fosters a vibrant community for fashion inspiration, making it the go-to platform for anyone looking to enhance their style and elegance effortlessly.

Problem Statement:

- Difficulty finding a reliable online shopping platform that provides personalized fashion recommendations and a diverse product range.
- Connectivity issues that prevent staying updated with fashion trends and making timely purchases online.
- Limited internet access restricts the ability to efficiently find and purchase fashion items within available online time.

Application Icon Size Comparison

36x36   48x48   72x72   96x96   144x144   192x192
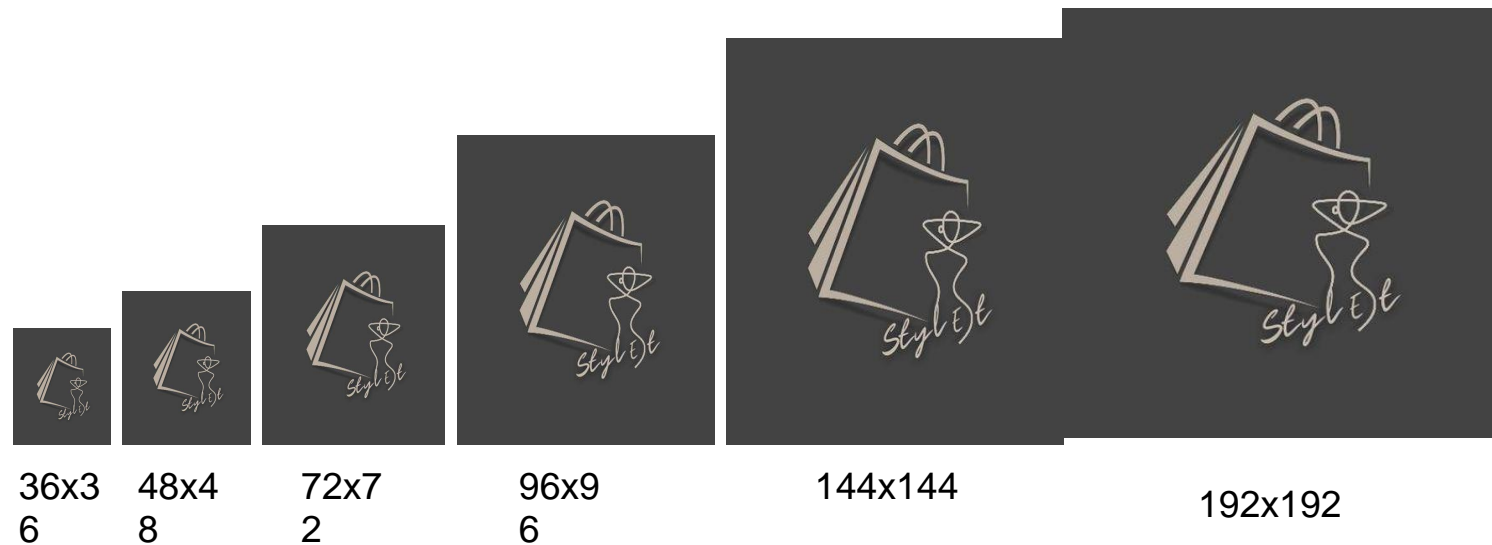
The icons above showcase the application icon in various sizes. This is essential to identify how it would look in many different screen ratios.

Design Space

What requirements may be difficult to realize?

Implementing advanced personalized recommendations may be challenging due to the need for sophisticated algorithms and significant data processing capabilities. Ensuring high-quality, real-time data for accurate suggestions requires robust backend systems and data management strategies. Another difficult requirement is maintaining a vibrant community for fashion inspiration. This necessitates active user engagement, dynamic content creation, and effective moderation to foster a positive and productive environment. Additionally, ensuring a seamless user experience across different devices and platforms can be challenging, as it requires consistent performance and interface design.

What are some tradeoffs that you should or did explore?

One major tradeoff is between personalization and privacy. To provide highly personalized recommendations, the app needs to collect and analyze substantial user data, which can raise privacy concerns. Balancing the depth of personalization with user

data protection is crucial. Another tradeoff is between a visually rich interface and app performance. High-quality images and videos enhance user experience but can slow down the app if not optimized properly. Additionally, offering a wide range of features versus maintaining a simple, intuitive user interface is a critical tradeoff. While numerous features can attract diverse users, they can also complicate the interface and overwhelm users.

Which tasks will be easiest to support?

The easiest tasks to support include account creation, product browsing, and adding items to the cart. These are standard e-commerce functions that can be implemented with well-established design patterns and user interface elements. Providing detailed product descriptions and high-quality images is also straightforward, as these rely on existing content management systems. Simple checkout processes, including filling out delivery forms and processing payments, are also relatively easy to support using existing e-commerce frameworks and payment gateways.

Which are the hardest?

The hardest tasks to support include developing the personalized recommendation engine and creating a vibrant community space. Personalized recommendations require advanced machine learning algorithms, large datasets, and continuous fine-tuning to improve accuracy and relevance. Building a community space where users can interact, share content, and inspire each other involves significant challenges in content moderation, user engagement strategies, and social features integration. Additionally, ensuring the app's scalability and performance under high user load can be difficult, requiring robust infrastructure and efficient backend systems.

Design

The StyLEst application aims to showcase a modern-minimalistic design. In order to achieve this design, the following will be identified: Color Palette, Font Style, and GUI.

Color Palettes
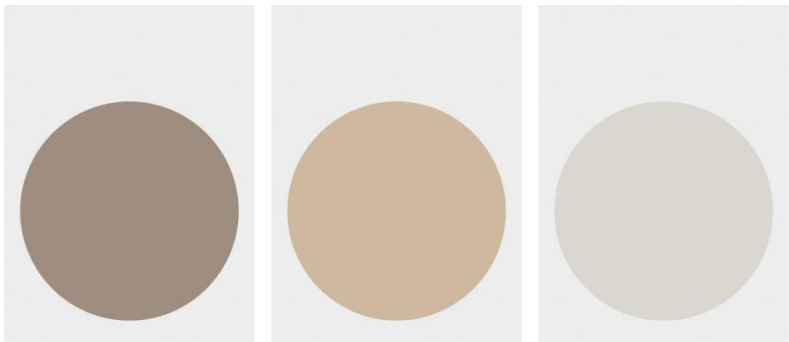

COLOR PALETTE

Font Style

For our project logo, we chose the Majesty font, a luxury handwritten script font renowned for its natural and classy signature feel. This font was selected to evoke a sense of elegance and sophistication, perfectly aligning with our brand's commitment to quality and refinement. The graceful, flowing lines of Majesty add a personal and distinctive touch, ensuring our logo stands out with a timeless and distinguished appearance.

GUI

The pair will only use the Android GUI for the application to avoid complicating matters with separate designs for different models. They will adopt the Android GUI from Figma and Canva for this application.

Sample Feature Flows

We would like to showcase a sample flow of various features that can be seen throughout the app. Please note that these features are subject to change based on the survey results.
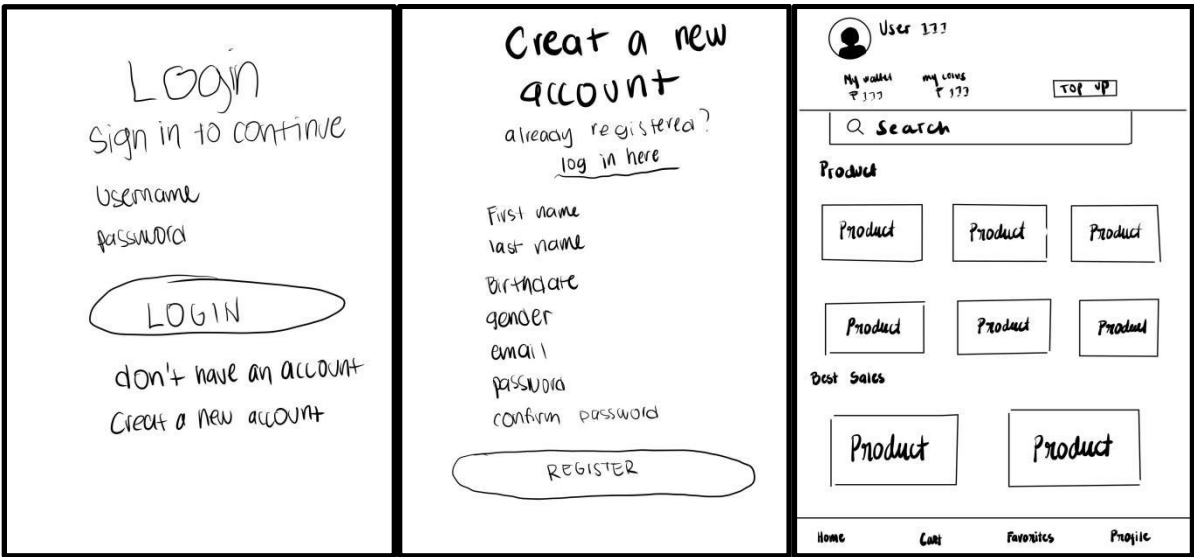

Sample Flow Login Page

Launch the styLEst app and navigate to the login page. Look for the "Login" button at the middle part of the screen. Enter your credentials, usually your personal information. Double-check your information to avoid errors. If you're unsure about your password, reset it through a "Forgot Password?" link. Once you've entered your credentials correctly, tap the "Login" button again. The styLEst app will verify your credentials, and you'll be logged into your account. Access features like order history, wishlist, and settings.
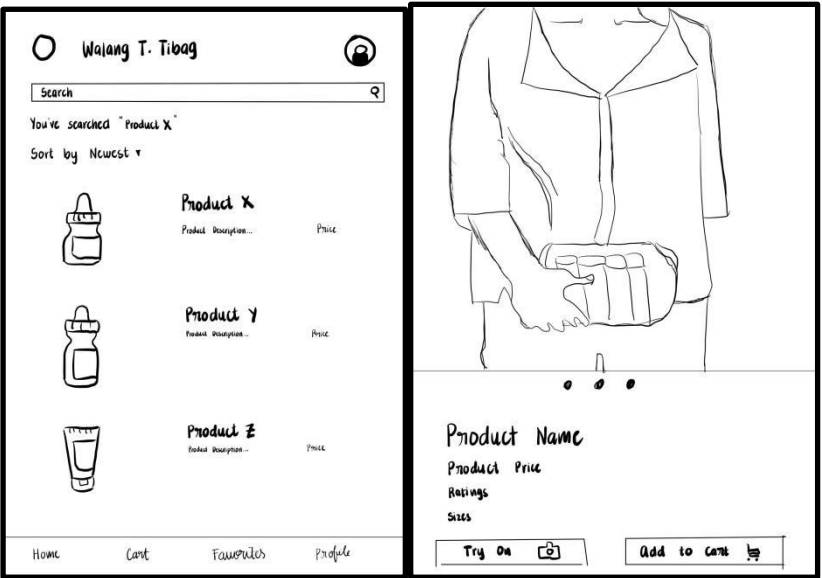
Sample Flow of Product Overview

The search bar at the top of the screen allows users to search for products by entering their name or description. To narrow down the search, filters like price range, brand, size, and color can be applied. Once the search query is entered and filters applied, the app will display a list of products matching your criteria, complete with thumbnails, brief descriptions, and prices. Users can easily browse through the results, tapping on each product to explore its details, customer reviews, and availability.
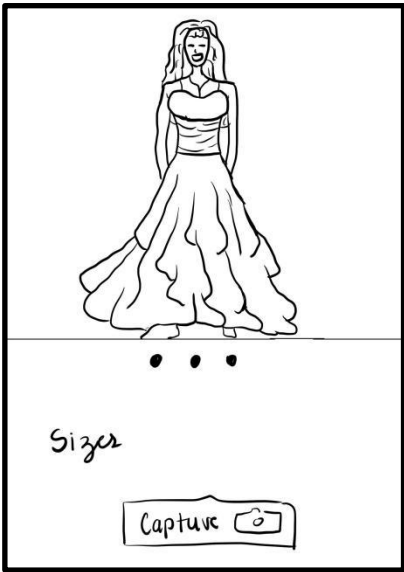
Sample flow of Try on Page

The styLEst app provides a unique shopping experience with a virtual try-on feature with a built-in model. Users select a clothing item from the catalog and tap on it to access the product details page. The virtual model automatically adjusts the item's appearance when worn, allowing users to customize the fit and placement. After making adjustments, a "Capture" button is available, allowing users to capture a snapshot of the model wearing the item. This allows users to review the snapshot, make confident purchases, and share it with others for opinions or style showcase.
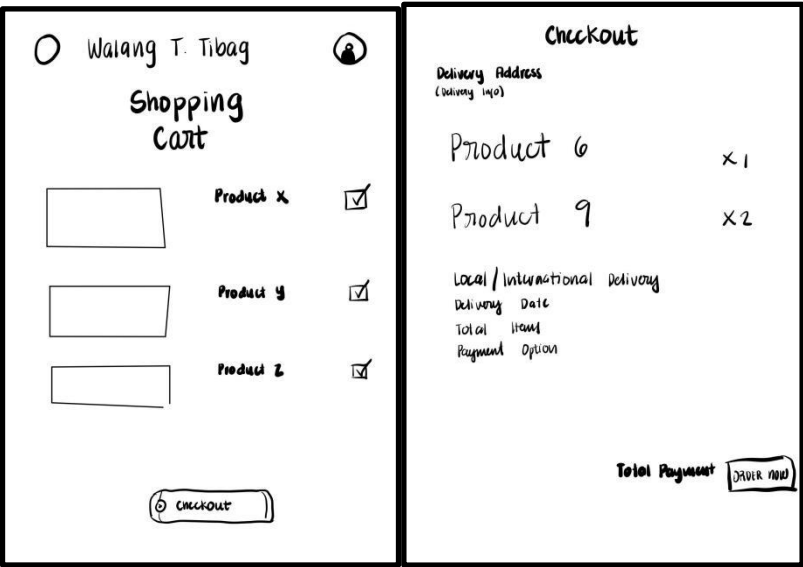
Sample flow of Checking out Items

Start by accessing a shopping cart, where you'll see all the products you've added for potential purchase. When you're ready to organize and prioritize these items, simply look for the "Add to Cart" option within the cart interface. This feature allows you to selectively move items or transfer your entire cart contents with just a tap, ensuring flexibility based on your preferences.

Once you've chosen the items you want to transition, confirm your selection to move them to your shopping list. Navigate to your shopping list within the app, where you'll find everything neatly categorized and ready for your review. This feature not only helps you keep track of what you intend to purchase but also allows you to easily check details such as sizes, colors, or quantities before making decisions.
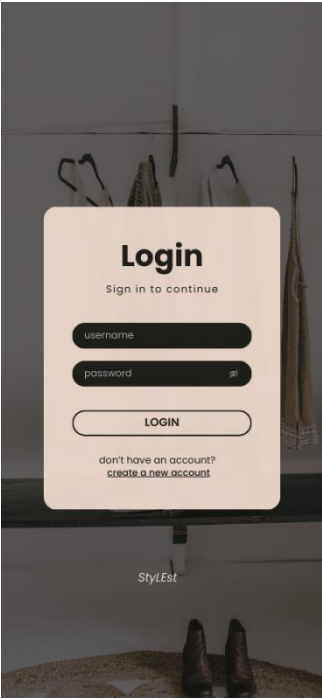
Mock-up/Prototype

Figure 1: Once the user will open the app. The user will see Log in or create new account.
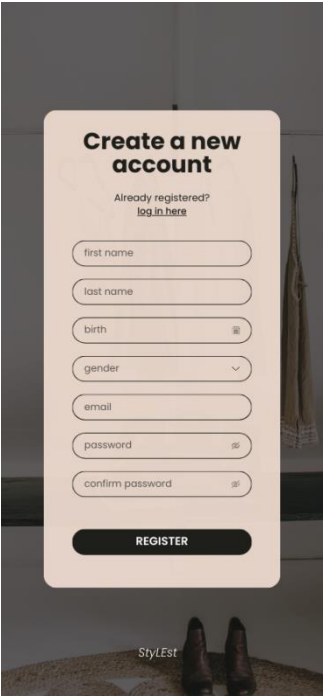

Figure 2: The user will first Sign up for an account once she is a new user. And this will be the view for the user once she click the create new account button.
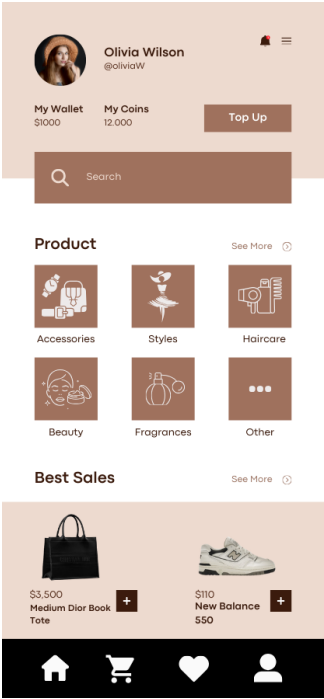

Figure 3: The user is done making her account and this is the "Me" button of the shopping application.
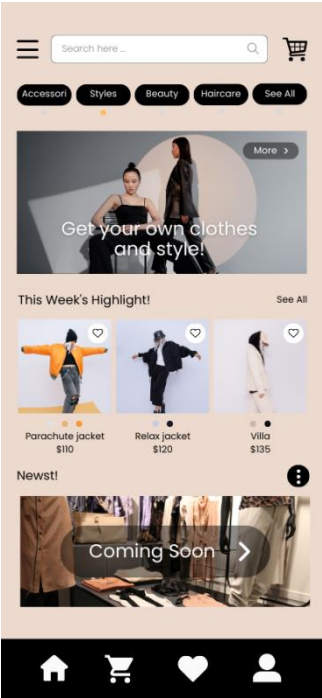

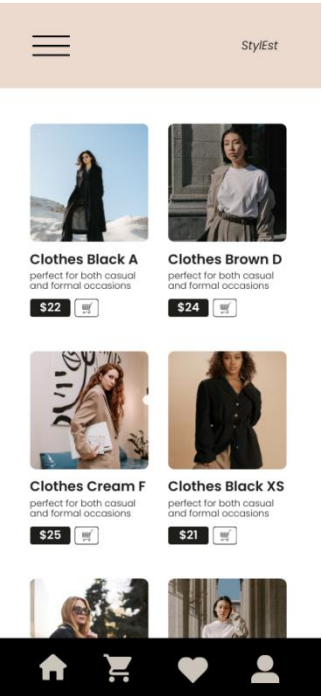Figure 4: This is the "Home" button of the application.

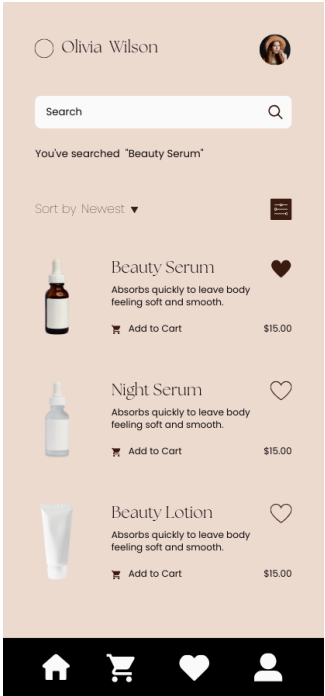Figure 5: This is the "Home" button when you scroll down.

Figure 6: Once the user will search for a specific product, the items will be sorted on that specific product.

Figure 7: This will be the view once the user will click on a specific item.
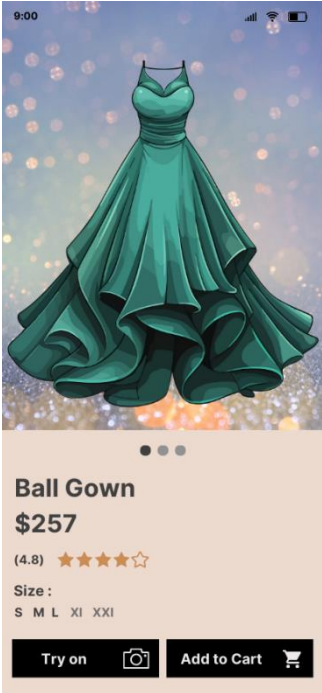
Figure 8: You can click on the "Try on" or "Add to Cart" button.

Figure 9: Once the user clicks the "Try on" button, she can try it on using her camera. So that she can see whether the item is nice to her.

Figure 10: This is the "Shopping Cart". The user will see all the items that she have been added to cart. And can click the "Checkout" button if she want to place an order.

Figure 10: When she clicks the "Checkout" button, this will be visible to the user. She will enter her details for the delivery. And after that, she will click the "Order Now" button to place her order.

PART III.I
Project Description:

StyLEst is a cutting-edge app designed to provide a seamless and stylish online shopping experience, focusing on fashion and beauty products. Combining "Style" with "LEst" (implyin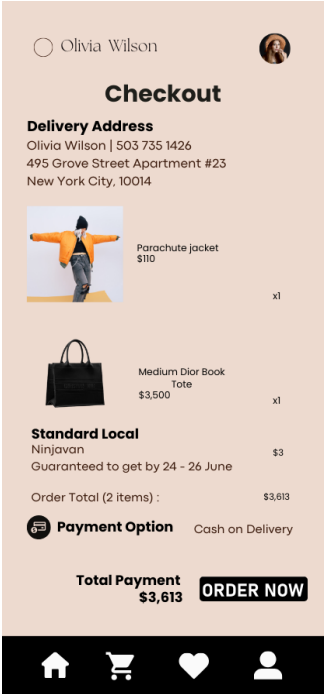g "Lifestyle & Elegance" or "Best"), StyLEst aims to offer users a curated selection of elegant products, comprehensive details, and personalized recommendations. The app is user-friendly, allowing anyone to easily create an account, browse through a diverse range of items, and make purchases with a simple checkout process. Additionally, StyLEst fosters a vibrant community for fashion inspiration, making it the go-to platform for anyone looking to enhance their style and elegance effortlessly.

Requirements Summary:

MINIMUM REQUIREMENTS	Processor Cores	Dual Core
	OS	Android 7.0, iOs 11.0
	RAM	2 GB
RECOMMENDED REQUIREMENTS	Processor Cores	Quad Core or Higher
	OS	Android 9.0 (Pie), iOs 14.0
	RAM	4 GB or Higher
OTHER REQUIREMENTS	Permissions	Notifications, Storage, Location, and Camera

Table 1. System Requirements

These specifications guarantee that the application will function flawlessly on a range of hardware configurations and offer all the functionality needed for a shopping experience while respecting security and user privacy policies.

Prototype Description:

The Prototype was created with the use of Canva. This is because Canva is an interactive Prototyping Software/Website that can easily be distributed to testers with the use of links sent by the developers.

StyLEst Canva Link:
https://www.canva.com/design/DAGGID6vi5c/cPAczEe3FiUi6zqUs6DK_w/edit

User Scenario:

Alex and Sam have been struggling to find stylish clothes online. This has made it difficult for them to stay fashionable and keep up with trends. They often miss out on new

styles and good deals, which adds to their frustration. One day, Sam discovered an app called StyLEst, recommended by a friend who loves shopping. Sam tried it and found it easy to use with a great selection of trendy clothes. Sam quickly shared this find with Alex, hoping it would make shopping for clothes online easier and more enjoyable for both of them.

StyLEst Mock-up/Prototype:
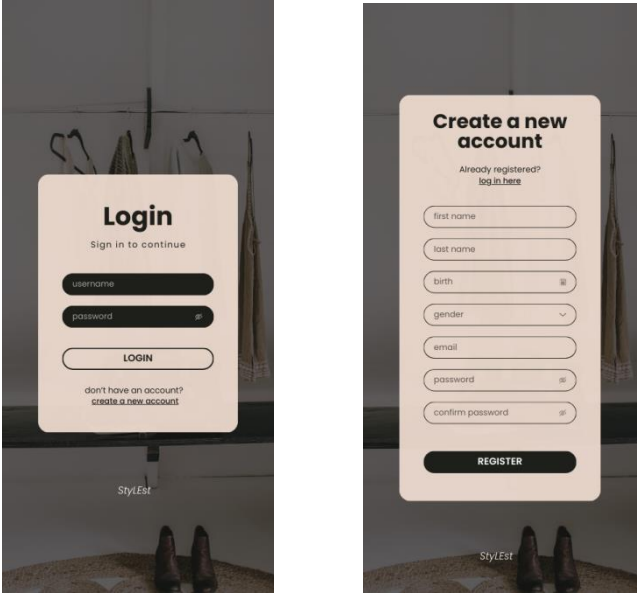
Prototype on Phone

This is how the prototype will look on a smaller phone.

Prototype Flow:

Main Screen:
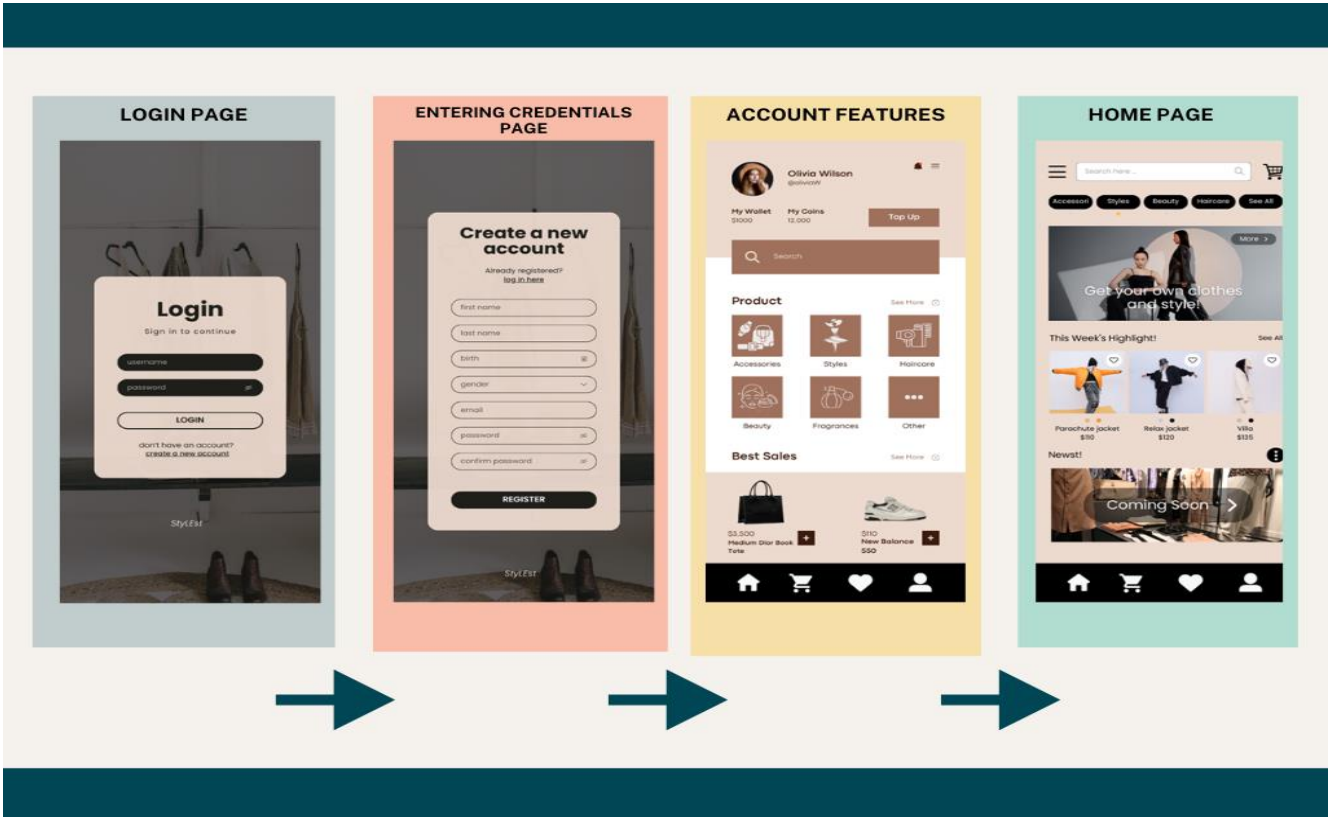
Figure 2. Login Prototype

Figure 2 shows how the user can Login and create a new account for the application.
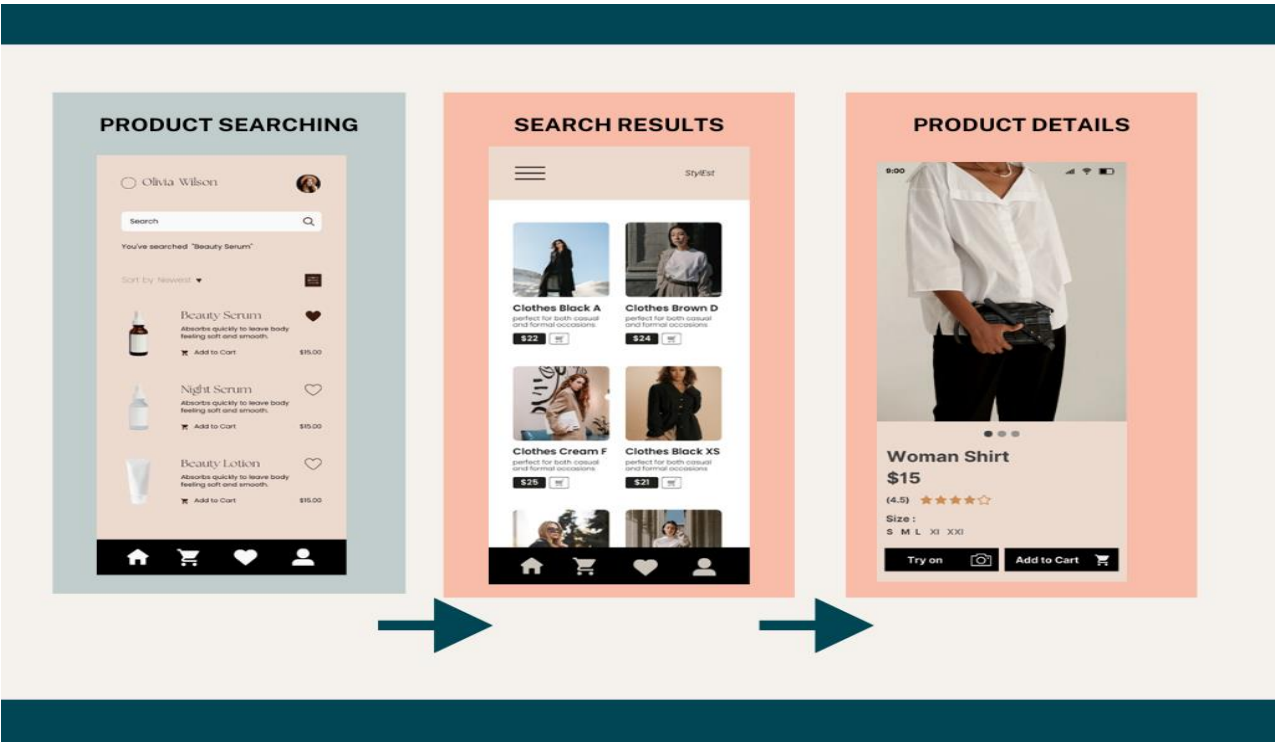
Product Overview:

Figure 3. Product Searching

Figure 3. shows the user high-resolution images and clear, concise product descriptions for an enhanced user experience.
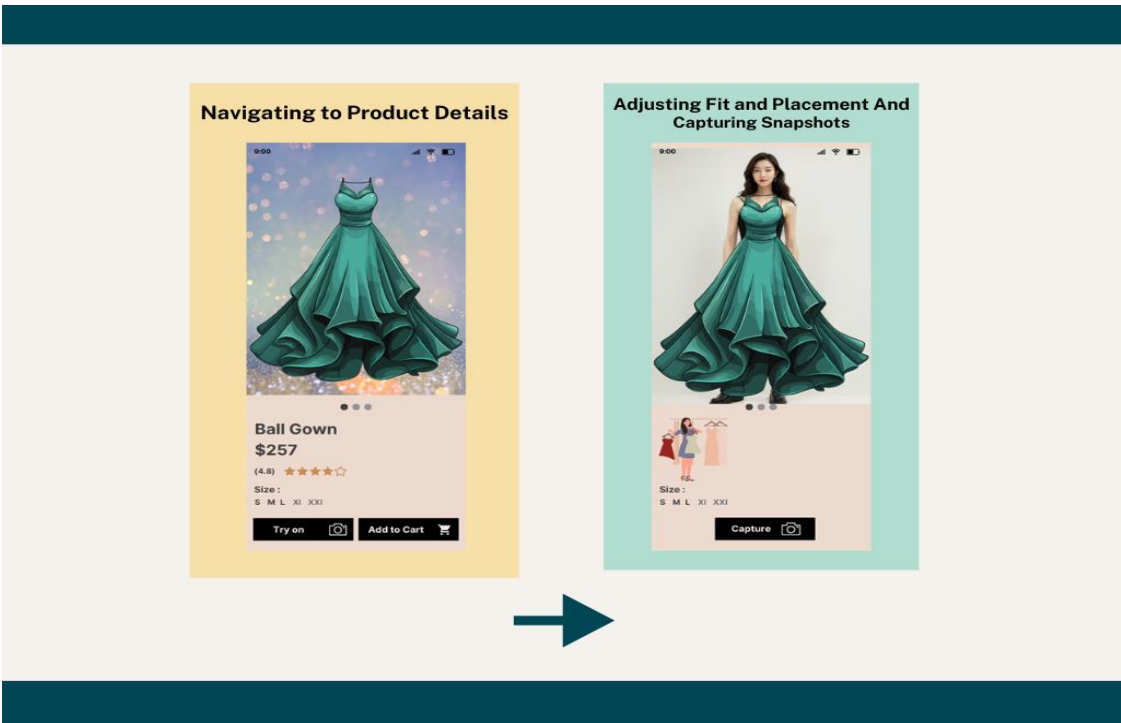
Figure 3.1. Virtual Try-on

Figure 3.1 shows the virtual try-on interface is responsive, offering smooth adjustments and realistic simulations of clothing items.
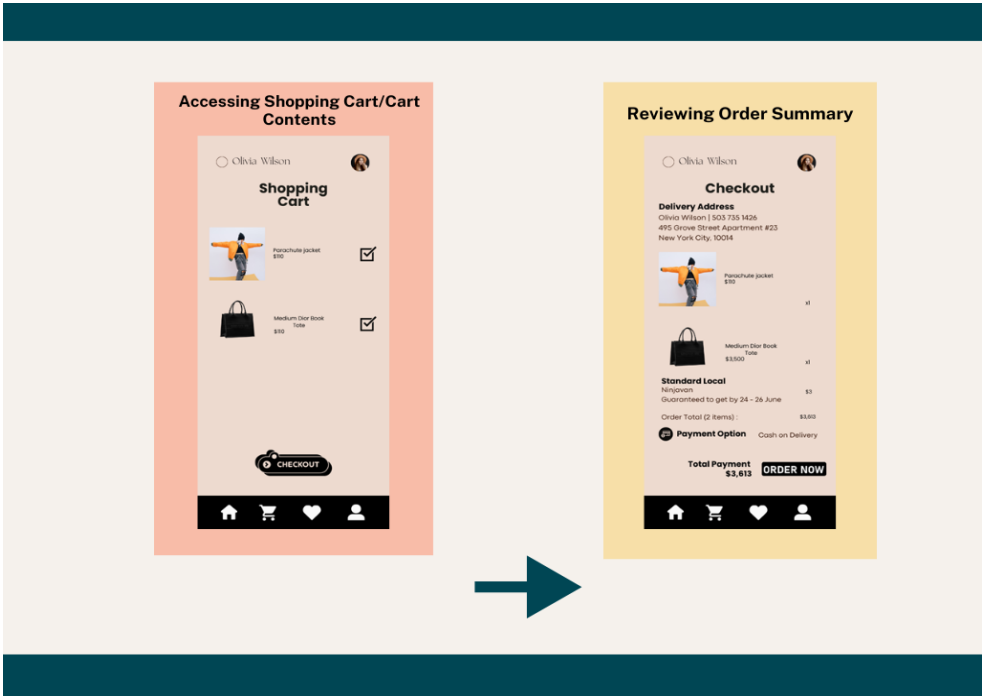
Figure 4. Checking out items

Figure 4. shows the checkout flow is streamlined with minimal steps and clear navigation.

Rationale:

The team has chosen to use Canva for creating the prototype, as it provides a user-friendly platform accessible to all team members for collaborative editing. Canva allows easy showcasing of the final application design upon completion. Moreover, it facilitates seamless presentation and sharing of prototypes with remote users, enabling quick edits

based on received feedback. However, Canva also has limitations, such as requiring internet access for saving edits, which can hinder usability in offline scenarios. Additionally, when used on larger screens, smaller interface elements might be challenging to interact with effectively.

Changes to the Requirements:

The existing system requirements for StyLEst remain the same. However, we've clarified the usability goals for the prototype. We want it to be easy for users to navigate and use. We're focusing on making sure the app is straightforward and intuitive to use, following basic principles like keeping things simple and consistent. Due to time limits, we won't include online features right now. This means we won't be testing or focusing on those parts of the app. Our main aim is to create a prototype that's easy for users to understand and use smoothly when the full StyLEst app is ready.

Initial Evaluation Plan:

Given our current setup and preference for direct interaction, we've chosen to conduct face-to-face evaluations for the StyLEst prototype. This approach allows us to observe firsthand how users interact with the app and gather immediate feedback. We'll define clear usability criteria to guide our evaluation process, focusing on aspects like navigation ease and user interface intuitiveness. Additionally, we'll incorporate heuristic evaluation techniques based on established usability principles. After users interact with the prototype, we'll gather their feedback to ensure it meets their expectations and usability standards effectively.

Usability Specifications

The prototype for StyLEst, a fashion and beauty app, aims to achieve the following usability measures:

- Effectiveness: This will assess how well the prototype performs essential tasks like browsing products, making purchases, and managing user accounts.

- Efficiency: This measure evaluates how easily and quickly users can accomplish tasks within the prototype.

- Utility: It ensures that the prototype supports necessary functions and provides suitable alternatives for different tasks related to shopping and personalization.

- Learnability: This measure focuses on how easily users can understand and navigate the prototype, assessing its intuitiveness and user-friendliness.

- Memorability: This evaluates how easily users can remember steps and interactions with the prototype, making it simpler for them to use the system repeatedly.
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Population
Around 10-20 selected colleges from Section A124 will be using the StyLEst prototype. They will be tasked with specific actions outlined for the prototype, such as adding items to the cart. The success criteria for the prototype will be based on how well it performs these tasks as required.

Prototype Tasks

Three components comprise the tasks for the StyLEst app prototype evaluation: Main Navigation Tasks, Product Browsing Tasks, and Checkout Tasks. The following are some tasks that participants will complete to show off the functioning of the prototype:

•   Utilize the main menu to navigate between the app's various parts.
•   To find particular products, look through the product categories and filter choices.
•   Put things in your shopping basket and check out.
•   Change how many things are in the trolley.
•   When checking out, provide your payment and shipping details.

        These tasks were chosen to evaluate how easy it was to navigate, how well it worked for browsing and product selection, and how well it worked for completing purchases on the prototype. In order to give users a smooth and pleasurable shopping experience, several precautions were taken into consideration when designing the prototype.

Roles

 The team will gather at the very least 10 participants when conducting this evaluation. With this in mind, the team will split the population and have similar roles in this evaluation.

Developer / UI Designer Member	Task(s)
Anne Klein F. Amoroso	Will be recording time users interact with a task section, taking notes of the user's experience, and relay the task that the participant will do.
Marchelle D. Atienza	Will be recording time users interact with a task section, taking notes of the user's experience, and relay the task that the participant will do.
Ansharlene Crystal C. Balagosa	Will be recording time users interact with a task section, taking notes of the user's experience, and relay the task that the participant will do.

Table 2. Team Member Tasks

Main Menu	Within 1 minute or Below	Highly Acceptable	Successful
	Above 1 minute	Not Acceptable	Unsuccessful
Folders	Within 5 minutes or Below	Highly Acceptable	Successful

	Above 5 minutes	Not Acceptable	Unsuccessful
Quiz	Within 5 minutes or Below	Highly Acceptable	Successful
	Above 5 minutes	Not Acceptable	Unsuccessful

Table 3. Time Interpretation

Table 3 represents the interpretation above represents how the team will be interpreting the time spent with each participant in their tasks. The table will be used as a guideline to interpret if the design of a given task is successful or not at a given task.

Heuristic Evaluation

Evaluation of StyLEst will also use the 10 Usability Heuristic method of Evaluation.

Visibility of System Status
StyLEst keeps users informed about their shopping journey, from browsing to checkout. Progress indicators show where users are in the process, such as search results loading or order confirmation.

Match Between System and Real World
The app uses familiar language and terms related to fashion and beauty. It avoids technical jargon and presents products and categories in a way that aligns with users' expectations in the fashion industry.

User control and Freedom
The Prototype offers to deal with mistakes provided clearly marked "Emergency Exit". To leave the unwanted state without going through an extended dialogue. Support undo and redo.

Consistency and Standards
Users encounter consistent design elements, terminology, and interactions across StyLEst. Buttons, icons, and navigation are predictable, enhancing usability and reducing confusion.

Error Prevention
Error messages in StyLEst are proactive, aiming to prevent mistakes during the shopping process. For example, clear notifications are provided if an item is out of stock before adding to the cart.
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Recognition rather than recall
>	*Products, actions, and options in StyLEst are visible and self-explanatory. Users do not need to remember previous steps when navigating the app. Instructions and help options are readily accessible.*
>	*.*

Flexibility and Efficiency of Use
>	*StyLEst caters to both casual shoppers and fashion enthusiasts. It offers personalized recommendations based on browsing history and allows quick access to favorite items or categories.*

Aesthetic and Minimalist Design
>	*The app maintains a sleek and elegant design, focusing on showcasing products effectively. Unnecessary clutter is avoided, ensuring that each product and feature stands out prominently.*

Help Users Recognize, Diagnose, and Recover from Errors
>	*The app maintains a sleek and elegant design, focusing on showcasing products effectively. Unnecessary clutter is avoided, ensuring that each product and feature stands out prominently.*

Help and Documentation
>	*Users can easily find help resources within StyLEst. FAQs, tutorials, and customer support contact options are readily accessible, ensuring users can get assistance whenever needed during their shopping experience.*

Participant Survey and Feedback

After conducting the online test,

DATA GATHERING METHOD	DESCRIPTION
Survey (Quantitative)	After the Online Testing, the team will be handing out a survey to the participants to gather data for the user's experience with the prototype which the team will be interpreting in a 5-point Likert scale (**Refer to Table 5**. **5-Point Likert Scale Interpretation**).
Feedback (Qualitative)	The survey that the team provided will support a Feedback section to help users/participants speak out concerns or issues with the prototype that needs to be addressed.

Table 2. Data Gathering Methods

	The table above showcases the three (3) different data gathering methods the team will be using while conducting the online test of the StyLEst Prototype.

Question	Method of Answer
Section 1	
Participant Number	Short Answer

On a scale of 1 to 5 how would you rate your experience with the StyLEst Prototype	5-Point Scale
On a scale of 1 to 5 how was the UI design of the prototype	
How easily were you able to follow the tasks provided	
Section 2: Features of the Prototype	
User Account Management	5-Point Scale
Product Discovery and Navigation	
Product Details and Shopping Experience	
Shopping Cart and Checkout	
Virtual Try-On Interface	
Adjusting Fit and Appearance	
Capturing and Reviewing	
User Experience Considerations	
Section 3: Feedback Section	
Your Feedback	Short Answer

Table 4. Survey Questionnaire

 The table above presents the Questions that will be present in the survey for this Prototype. This survey will be handed to Participants after the Test using links. The Survey can still be viewed through this link

https://docs.google.com/forms/d/e/1FAIpQLScftzD20ZvUH3PZAj_yx1hU8Kg6n5wnvx3xrikBgLovGnSj5g/viewform?usp=sf_link .

Task	Time to Accomplish Tasks	Interpretation	Classification

Scale	Range Value	Interpretation	Classification
5	4.50-5.00	Highly Acceptable	Successful
4	3.50-4.49	Acceptable	
3	2.50-3.49	Moderately Acceptable	Neutral
2	1.50-2.49	Fairly Acceptable	Unsuccessful
1	1.00-1.49	Not Acceptable	

Table 5. 5-Point Likert Scale Survey Interpretation

 Table 5 represents the Interpretation of the survey questions given to the participants. The survey will be used to interpret whether the design and features presented are successful and useful for students who suffer from pacing issues.

PART III.II

Project Description:

StyLEst is a cutting-edge app designed to provide a seamless and stylish online shopping experience, focusing on fashion and beauty products. Combining "Style" with "LEst" (implying "Lifestyle & Elegance" or "Best"), StyLEst aims to offer users a curated selection of elegant products, comprehensive details, and personalized recommendations. The app is user-friendly, allowing anyone to easily create an account, browse through a diverse range of items, and make purchases with a simple checkout process. Additionally, StyLEst fosters a vibrant community for fashion inspiration, making it the go-to platform for anyone looking to enhance their style and elegance effortlessly.

Requirements Summary:

	Processor Cores	Dual Core
MINIMUM REQUIREMENTS	OS	Android 7.0, iOs 11.0
	RAM	2 GB
	Processor Cores	Quad Core or Higher
RECOMMENDED REQUIREMENTS	OS	Android 9.0 (Pie), iOs 14.0
	RAM	4 GB or higher
OTHER REQUIREMENTS	Permissions	Notifications, Storage, Location and Camera

Table 1. System Requirements

These specifications guarantee that the application will function flawlessly on a range of hardware configurations and offer all the functionality needed for a shopping experience while respecting security and user privacy policies.

Overview

StyLEst is an advanced smartphone application that redefines the internet shopping experience, emphasizing cosmetic and fashion items. It promises consumers a carefully chosen assortment of high-end products, in-depth product insights, and tailored suggestions by fusing "Style" and "LEst" to represent a fusion of elegance and lifestyle. StyLEst's user-friendly layout makes it easy for consumers to register, browse a wide selection of products, and finish transactions.

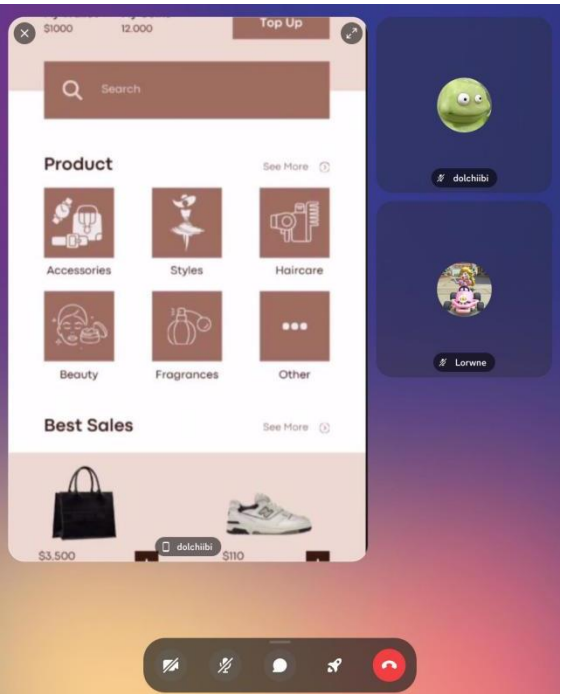| Technique	Description
Usability Specifications	Clear and quantifiable standards for assessing StyLEst's usability are outlined in the usability guidelines. These standards cover features like responsive design, easy checkout, clear product descriptions, effective search, intuitive navigation, and seamless social interaction.

| Heuristics Evaluation	To find and fix usability flaws, experts assess StyLEst against accepted usability concepts such as user control, consistency, mistake prevention, adaptability, aesthetically pleasing design, and visibility of system state.
Participant Survey and Feedback	In order to determine preferences, evaluate user happiness, and pinpoint areas in need of development, StyLEst uses surveys and usability testing to get input from users. This ensures that the app fulfills user requirements and improves the overall shopping experience.

Three components comprise the tasks for the StyLEst app prototype evaluation: Main Navigation Tasks, Product Browsing Tasks, and Checkout Tasks. The following are some tasks that participants will complete to show off the functioning of the prototype:

• Utilize the main menu to navigate between the app's various parts.
• To find particular products, look through the product categories and filter choices.
• Put things in your shopping basket and check out.
• Change how many things are in the trolley.
• When checking out, provide your payment and shipping details.

These tasks were chosen to evaluate how easy it was to navigate, how well it worked for browsing and product selection, and how well it worked for completing purchases on the prototype. In order to give users a smooth and pleasurable shopping experience, several precautions were taken into consideration when designing the prototype.

Discord Call
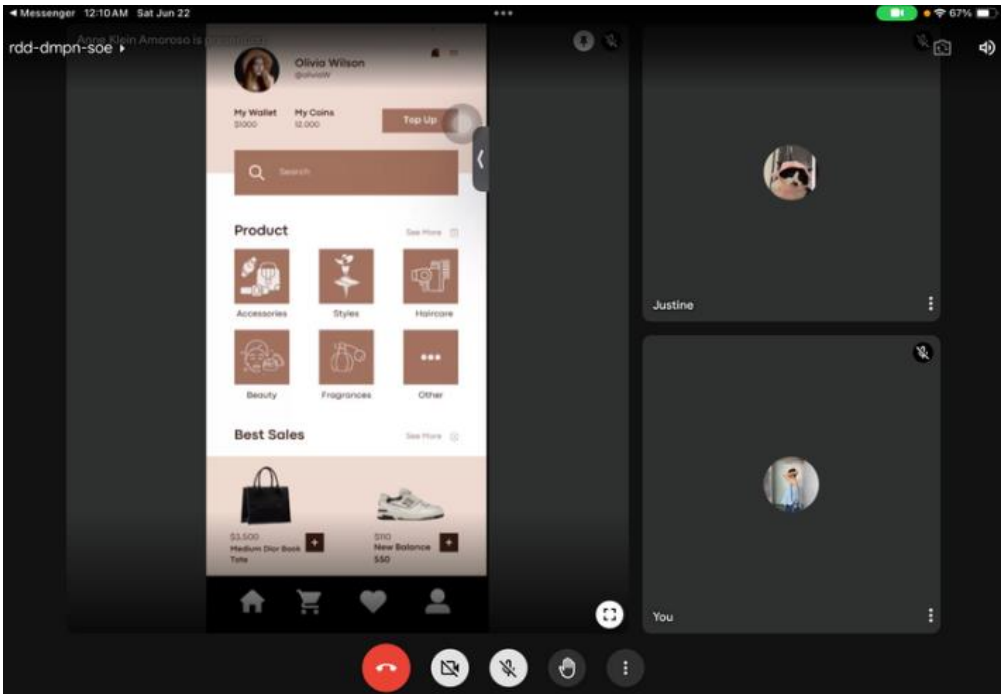
Google Meet

Data Presentation

Data Analysis

Usability Specifications

During the online testing with the participants, Team ABA has noticed that the participants interacted exceptionally well with the STYLESt shopping app. Almost all the participants were able to finish each task, which included the Main Menu task, Shopping Cart, and Checkout, with little to no issues. Participants found the app easy to use, primarily because it adopted familiar elements from other shopping applications. They

quickly learned and memorized the steps and navigation, easily maneuvering through the app.

Task	Mean	Interpretation	Classification
Main Menu Task	0.45 minutes	Highly Acceptable	Successful
Shopping Cart	1 minute and 30 seconds	Highly Acceptable	Successful
Checkout	2 minutes and 45 seconds	Highly Acceptable	Successful

Table 3. Task Time

Table 3 shows the results of the timed tasks during the online testing. The data shows that the participants were overall able to accomplish each task section with amazing times. With this result, the prototype is interpreted as successful in all three (3) task sections.

The Main Menu task was completed in an average of 0.45 minutes, which is classified as "Highly Acceptable" and indicates a successful outcome. The Shopping Cart task was completed in an average of 1 minute and 30 seconds, also classified as "Highly Acceptable" and deemed successful. Lastly, the Checkout task was completed in an average of 2 minutes and 45 seconds, maintaining the "Highly Acceptable" classification and a successful interpretation.

Heuristic Evaluation

The StyLESt prototype will be evaluated within each type of Heuristic Evaluation.

1. Visibility of System Status:
StyLESt provides clear and immediate feedback on user actions, ensuring users are aware of what is happening at any moment. Loading indicators and confirmation messages are prominently displayed, keeping users informed and reducing uncertainty.

2. Match Between System and the Real World:
The application uses familiar terminology and icons consistent with standard shopping applications. This alignment with real-world concepts makes it easy for users to understand and navigate the app.

3. User Control and Freedom:
StyLESt offers easily accessible undo and redo functions, allowing users to correct mistakes effortlessly. Navigation options such as back buttons and clearly marked exits prevent users from feeling trapped within any section of the app.

4. Consistency and Standards:
The design of StyLESt adheres to established conventions found in popular shopping apps. Icons, buttons, and navigation menus are consistent throughout the app, ensuring users do not need to wonder whether different words, situations, or actions mean the same thing.

5. Error Prevention:

StyLESt incorporates preventive measures to avoid errors. For instance, form fields are validated in real-time, and users are prompted to confirm critical actions like purchases or deletions, minimizing the likelihood of mistakes.

6. Recognition Rather Than Recall:
The app is designed to minimize the user's memory load by making objects, actions, and options visible. Users do not need to remember information from one part of the interface to another, enhancing ease of use.

7. Flexibility and Efficiency of Use:
StyLESt caters to both novice and experienced users. While new users can rely on guided prompts and help features, experienced users can utilize shortcuts and advanced search options to speed up their interactions.

8. Aesthetic and Minimalist Design:
The design of StyLESt is clean and focused, avoiding unnecessary elements that could distract or overwhelm users. The minimalist approach ensures that only relevant information is presented, enhancing the overall user experience.

9. Help Users Recognize, Diagnose, and Recover from Errors:
Error messages in StyLESt are clearly written, explaining the problem in plain language and suggesting constructive solutions. This helps users quickly understand and resolve issues without frustration.

10. Help and Documentation:
StyLESt provides comprehensive help documentation and support features. Users can access tutorials, FAQs, and contact support options directly from the app, ensuring they can find assistance whenever needed.

Summary
        Overall, StyLESt excels in adhering to usability heuristics, providing a seamless and intuitive experience for users. Its design aligns with familiar shopping app conventions, making it accessible and easy to navigate. While a few minor issues, such as unresponsive buttons, were noted, these do not significantly detract from the overall positive user experience.
Participant Survey and Feedback

Results

SECTION 1			
Question	Mean	Interpretation	Classification
On a scale of 1 to 5 how would you rate your experience with the StyLEst Prototype	4	Acceptable	Successful
On a scale of 1 to 5 how was the UI design of the prototype	4.18	Acceptable	Successful
How easily were you able to follow the tasks provided	4.09	Acceptable	Successful
SECTION 2			
Login	4.27	Acceptable	Successful
Create an account	4.45	Acceptable	Successful
User Homepage	3.91	Moderately	Neutral

		Acceptable	
Home Page	4.82	Highly Acceptable	Successful
Product Search Bar	4.55	Highly Acceptable	Successful
View Items	4.64	Highly Acceptable	Successful
Shopping cart	4.64	Highly Acceptable	Successful
Checkout	4.45	Acceptable	Successful
Average	4.36	Acceptable	Successful

Table 3. Survey Data Interpretation

      The table represents the data for the survey conducted after the online testing of the STYLESt Prototype. It shows that the prototype is at an Acceptable stage of quality and is deemed Successful. Participants rated their overall experience, UI design, and task ease with mean scores of 4, 4.18, and 4.09 respectively, all falling into the Acceptable and Successful classification. Section 2 tasks such as Login, Create an Account, Home Page, Product Search Bar, View Items, Shopping Cart, and Checkout received scores between 4.27 and 4.82, indicating Acceptable to Highly Acceptable quality and Successful outcomes, with the User Homepage being Moderately Acceptable and Neutral at 3.91. The overall average mean score of 4.36 confirms the prototype's success, although attention will be given to the User Homepage. The data suggests that the prototype met usability standards, particularly in Minimalistic Approach and Visibility.

Feedback

      StyLESt features an intuitive interface, making it easy for users to navigate through its various sections, much like a familiar shopping application. The user-friendly layout ensures that users can quickly find and use its features without any confusion. Users can effortlessly browse and interact with StyLESt , enjoying a straightforward and engaging shopping app experience.

Critique and Summary:

What were the advantages and disadvantages of your evaluation?

Advantages of the Evaluation:

      The evaluation of the StyLEst app prototype provided clear usability standards and heuristic evaluations, ensuring that the app aimed for intuitive navigation, effective browsing, and seamless checkout processes. By incorporating participant surveys and feedback, the evaluation gathered valuable insights into user preferences and satisfaction levels, which helped refine the app to better meet user expectations in fashion and beauty shopping. This iterative approach ensured that usability issues were identified early and addressed, improving the overall user experience and increasing the likelihood of app adoption and retention.

Disadvantages of the Evaluation:

One notable disadvantage of the evaluation process was its reliance on face-to-face interactions, which potentially limited the diversity and scale of feedback received. This approach may have overlooked insights from a broader demographic or users who couldn't participate in-person due to logistical constraints. Additionally, while the prototype focused on usability, it may not have been tested comprehensively across various network conditions or device types, which are critical for ensuring consistent performance and accessibility for all users.

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What would you have done differently knowing what you know now (both designwise and evaluation-wise)? Given more resources, what could you have done that would have produced significantly more insightful evaluation results (again, whether this is an improved prototype or a different evaluation path).

Knowing what they know now, a different approach would have been taken to diversify evaluation methods, incorporating remote testing and early beta releases in the development cycle. This strategic shift would have enabled broader participation and feedback collection from a more diverse user base, addressing limitations associated with face-to-face interactions. By adopting mixed-methods approaches like remote usability testing tools and analytics, deeper insights into user behaviors and preferences across various contexts could have been gathered. With increased resources, investing in an advanced prototype or simulation that replicates real-world user scenarios more accurately would have been prioritized. This comprehensive testing would have yielded richer data on usability patterns and user satisfaction levels, facilitating more informed decisions in refining the app's design and functionality to ensure a polished and user-centric final product.

Summary of the Project

The StyLESt project aimed to create a cutting-edge app designed to provide a seamless and stylish online shopping experience for fashion and beauty products. By combining "Style" with "LEst" (implying "Lifestyle & Elegance" or "Best"), the app offers users a curated selection of elegant products, comprehensive details, and personalized recommendations. The user-friendly design facilitates easy account creation, product browsing, and a simple checkout process, while fostering a vibrant community for fashion inspiration.

Minimum system requirements include a Dual Core processor, Android 7.0/iOS 11.0, and 2 GB RAM, with recommended requirements of a Quad Core processor, Android 9.0/iOS 14.0, and 4 GB RAM. Usability specifications emphasize responsive design, intuitive navigation, and seamless social interaction.

Prototype evaluation tasks involved navigating the main menu, browsing products, and completing purchases, aimed at identifying areas for improvement. While the prototype's CRUD system and easy navigation were successful, drawbacks such as the Rename Issue and Inconsistent Navigations were noted. The absence of online features, due to time constraints, limited user interaction. Given more time, online features and additional functionalities would have been implemented to enhance the prototype's uniqueness and appeal.

The study underscored the complexity of designing a prototype, highlighting the need for sufficient knowledge in interface design and a clear understanding of user needs. Despite being their first interaction with the prototype, participants demonstrated

proficiency in navigating the Android UI. Overall, the team concluded that the prototype's design was acceptable and effective, marking the project as a success.