

# PROG8150-23W-Sec1-UI Design

Group No: 01  
Assignment: 02

## Prepared By

- Suhani Thummar([Sthummar8579@conestogac.on.ca](mailto:Sthummar8579@conestogac.on.ca))
- Jaydeep Nadoda([Jnadoda5939@conestogac.on.ca](mailto:Jnadoda5939@conestogac.on.ca))
- Jenish Suhagiya([Jsuhagiya8266@conestogac.on.ca](mailto:Jsuhagiya8266@conestogac.on.ca))
- Siyu Liu ([Sliu9412@conestogac.on.ca](mailto:Sliu9412@conestogac.on.ca))
- Meng Wang([Mwang7824@conestogac.on.ca](mailto:Mwang7824@conestogac.on.ca))

# **Application Description**

This application is an online clothing website based on PC browsers, and the name of the clothing store is "SMS". The focus of this project is on young people, with a focus on light luxury and mid-to-high-end fashion.

In order to match the design of the website with our target customers and the style of our products, we have adopted a simple and atmospheric design, with blue as the main color tone to give users a sense of stability and reliability, providing a satisfied shopping experience.

This project consists of several parts, including the homepage, product details page, shopping cart checkout page, and UI components such as login/registration and online chat. Compared with similar websites, our usability is more friendly and convenient in terms of interaction, aiming to be closer to the user's habits.

## **UX Strategy**

### **Challenges**

- Use can easily find Number of Web site to purchase their Product.
- Create a good UX so that use will use our E-commerce Platform to purchase their favourite items.
- Vision

### **New users can get adopted to this site.**

- Experienced users can get a better experience by getting a wide range of options. Such as Chatbot, Recommendation in Search and payment options, Provide Order Tracking Option to user.
- Provide Good User Experience on our Web Site.

### **Focus Areas**

- People who want to know their status of order will like this site the most.

### **Mission**

- We are going to get there by creating a workflow, team coordination, and project planning.

### **Activity areas**

- Our Group is going to make sketches, wireframes, and high-fidelity prototypes.
- Our Group is going to perform usability tests Like A/B testing to collect the feedback from some users.

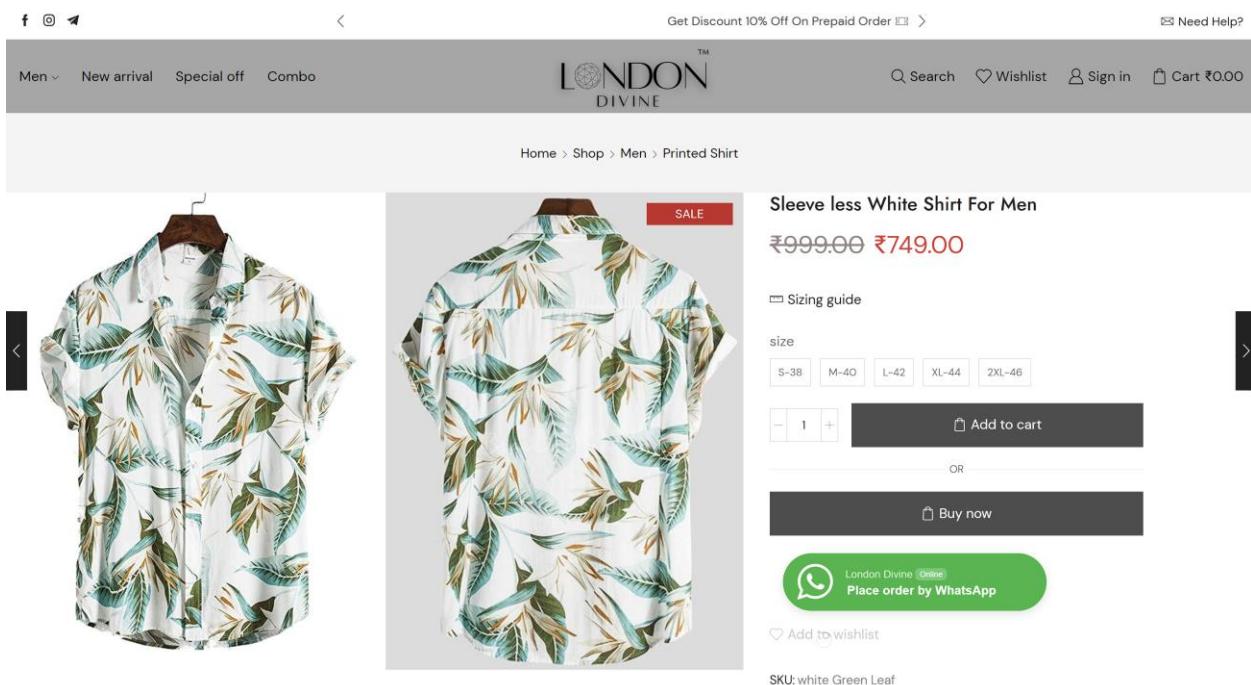
# Competitive Research

## Competitive Example One: London divine Introduction

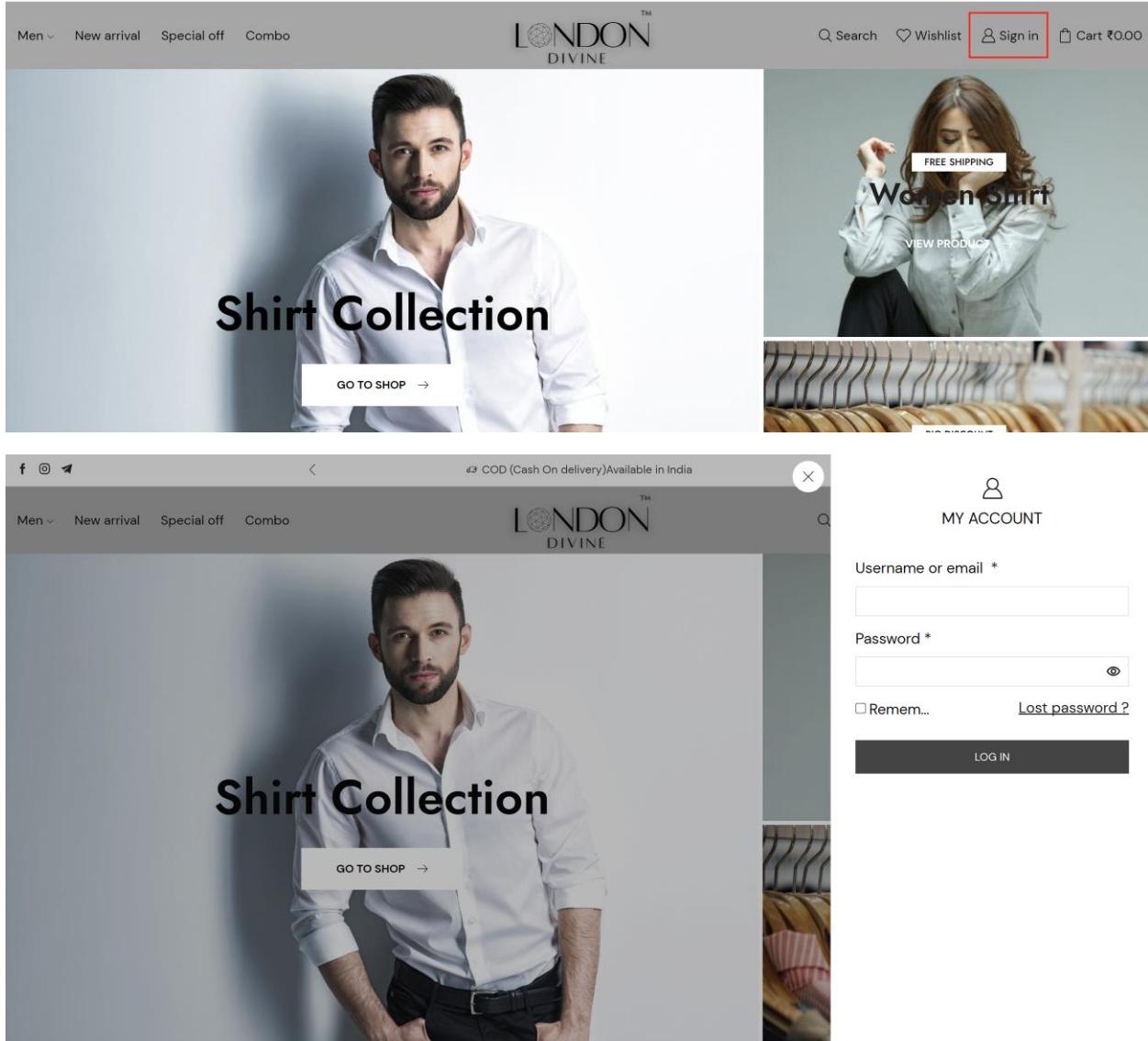
London divine offers a wide range of stylish and trendy shirt for both men and women. The design of the webpage focuses on a clean and elegant atmosphere.

### Design Features

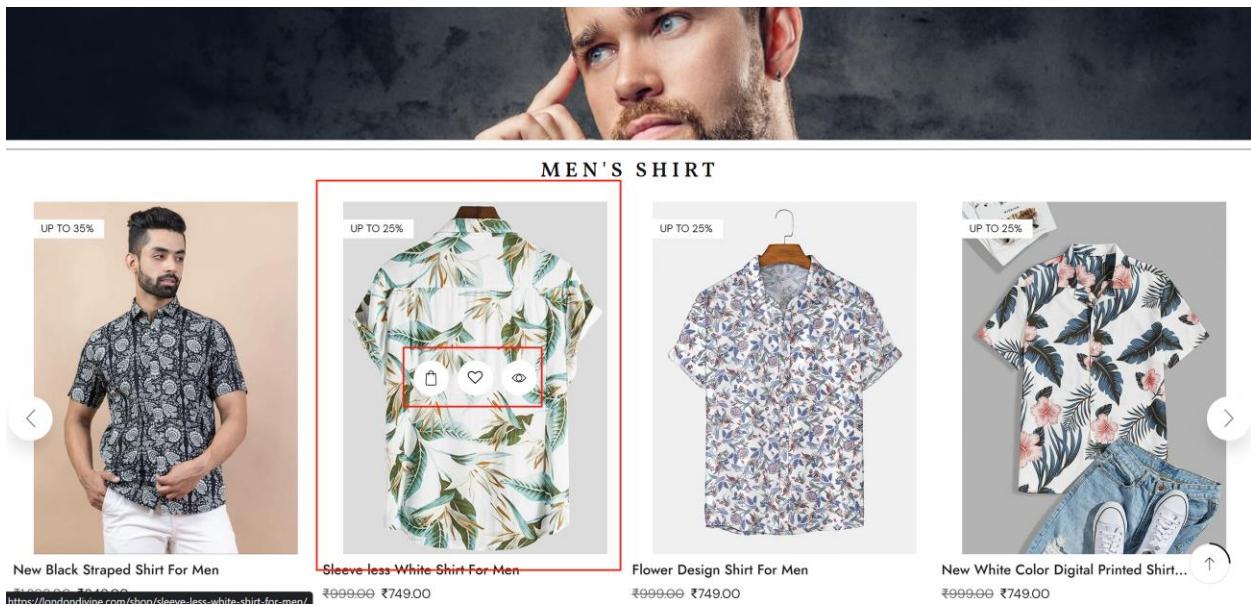
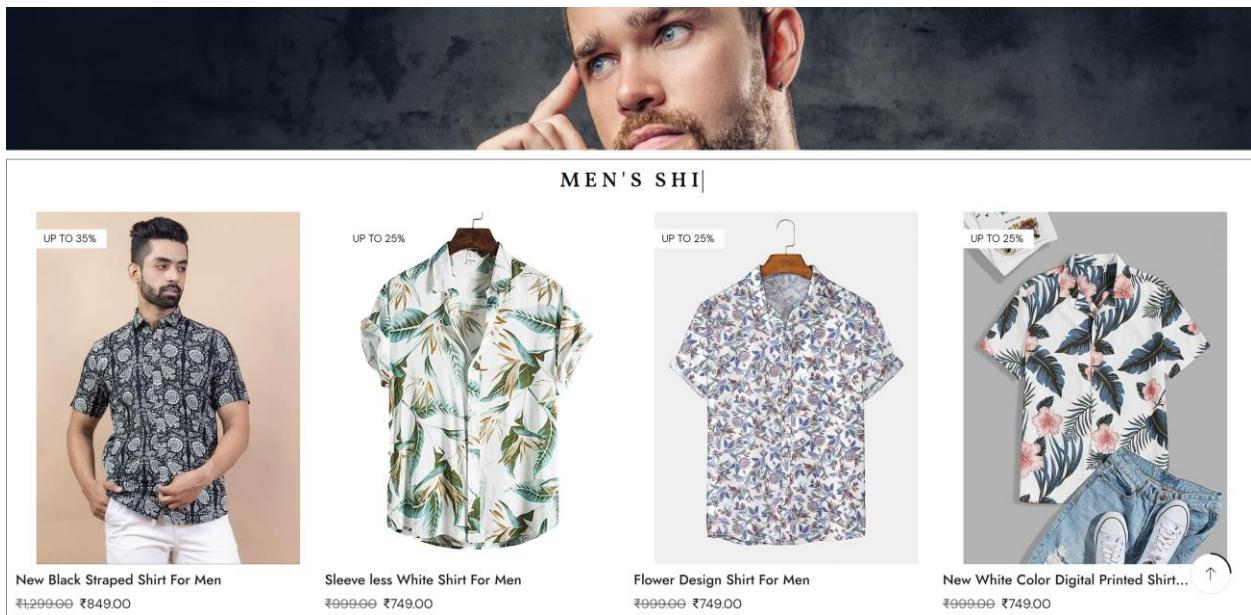
1. Color Matching: The main color scheme of the website is white and gray. White in design is to embody purity and tranquility, and it can better reflect the color of the T-shirt itself. On the other hand, gray symbolizes professionalism and elegance, which helps to enhance the product's level.



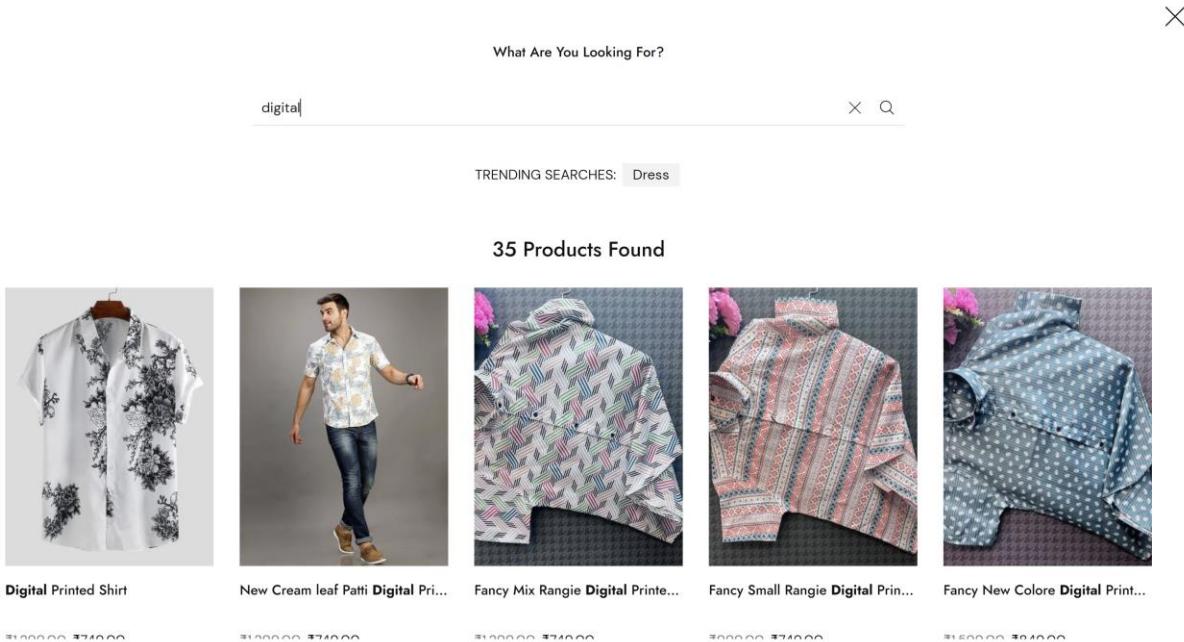
2. The Drawback of Account Entry: The website provides a login button for users in the navigation bar, but it does not provide an entry for new users to register. Users must complete the registration process when checking out the first product, which can be confusing for many users and this design does not comply with the usability of consistency and standard.



3. Rich Interaction: There are a lot of interactive designs in the webpage, such as when the mouse hovers over the product carousel component, it not only displays the style of the T-shirt on the back, but also provides buttons for purchasing and adding to the wish list, which provides users with good feedback.



4. Good Search Experience: When users try to find the products they need in the search component, the search results for relevant keywords are instantly fed back to them through AJAX technology, which reflects the usability of “recognition rather than recall”.



5. Constraint user behaviour: When a certain product is out of stock, the website adopts constraint design to avoid users purchasing it.



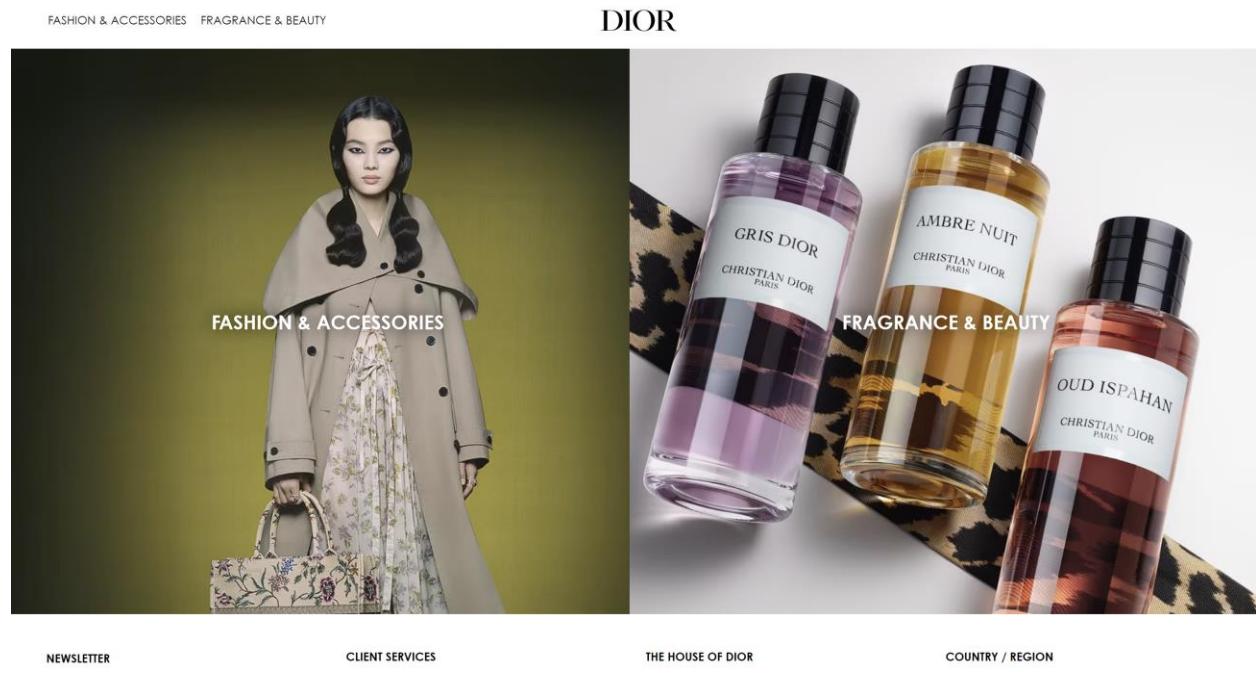
# Competitive Example Two: Dior

## Introduction

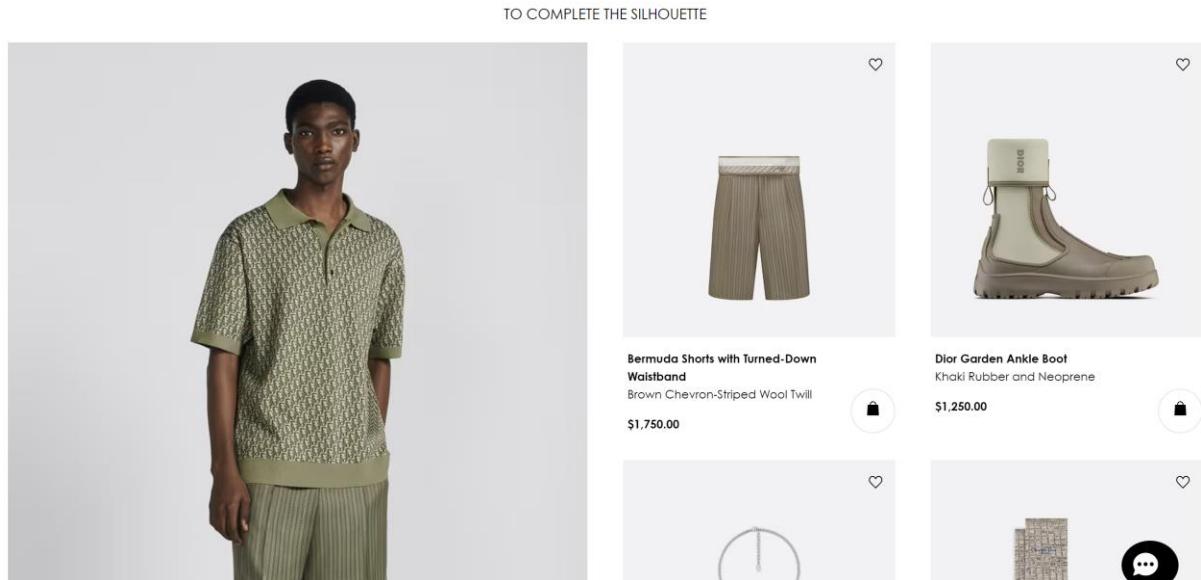
Dior is a well-known French luxury fashion house founded in 1946, known for its haute couture, ready-to-wear, leather goods, accessories, and makeup.

## Design Features

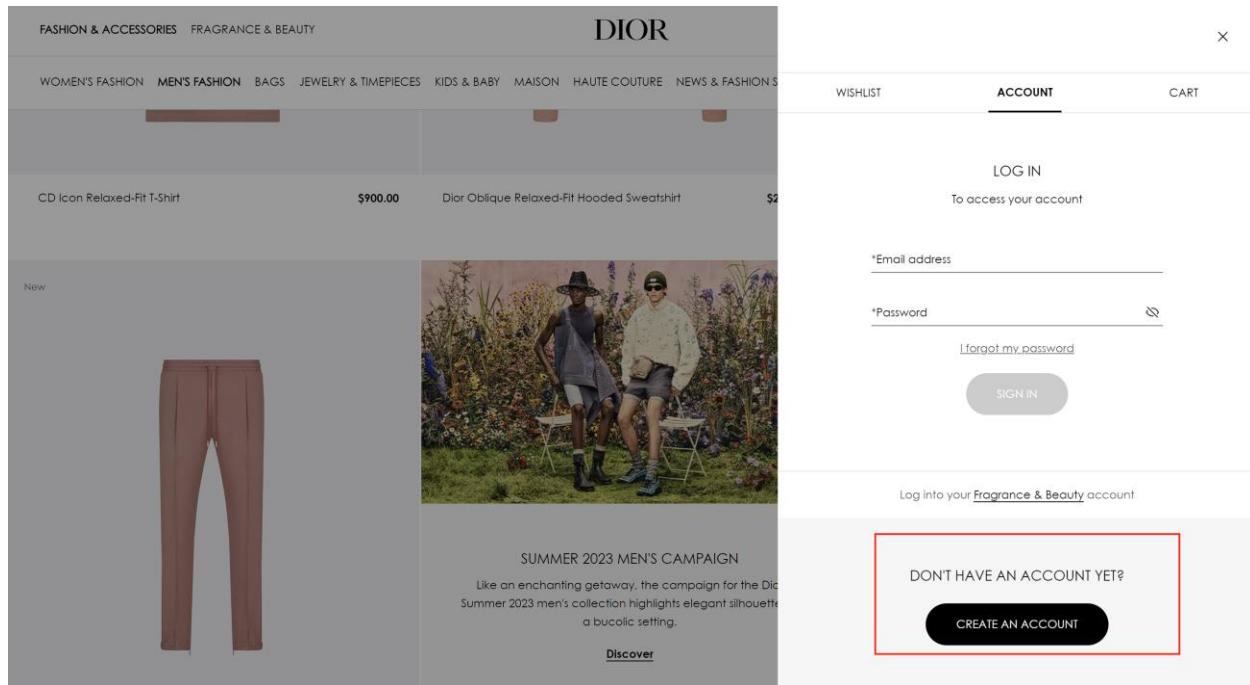
1. Simple Main Page: The main part of the homepage consists of only two sections represented by two large images, reflecting the aesthetic and minimalist design principle in usability.



2. Automatic Recommendations: Taking T-shirts as an example, when browsing a specific product, the website will provide users with matching suggestions based on the style, color, and other characteristics of the current product, which is a very good case of “recognition rather than recall”.



3. User-friendly account login: Unlike London Divine's confusing registration process, Dior follows standardized design, making it easy for users to find where to sign up for an account.



4. Color and typography: The website uses white as the primary color, which is in line with Dior's high-end and luxury positioning. The entire website uses black sans-serif fonts, which meet users' pursuit of modernity and fashion.

The screenshot shows the Dior website's product page for Dior Homme Sport. At the top, there are navigation links for FASHION & ACCESSORIES, FRAGRANCE & BEAUTY, WOMEN'S FRAGRANCE, MEN'S FRAGRANCE, LA COLLECTION PRIVÉE CHRISTIAN DIOR, MAKEUP, SKINCARE, GIFTS, and SERVICES. The main heading is "DIOR". On the right side, there are icons for search, heart, user profile, and cart. The product featured is "DIOR HOMME SPORT" with a heart icon. Below it, the text "Eau de Toilette - Fresh, Woody and Spicy Notes" is displayed. A product image of the Dior Homme Sport bottle is shown, labeled "spray 125 ml." and "C \$170.00". A large "Order" button is present, along with a link "Find a boutique". A "DESCRIPTION" section is expanded, containing text about the fragrance's notes and its connection to a boxer's uppercut. The overall design is clean and minimalist, typical of high-end luxury brands.

5. In Stock Alert: When a size of a product is unavailable for selection, Dior doesn't constraint the user from choosing that size. Instead, the website supports reminding the user when the size is available. In contrast, when a user selects an available size, the product can be added to the cart or purchased directly. This not only follows the principle of user control and freedom but also reduce the feeling of disappointment for users when they could not get the product at present.

FASHION & ACCESSORIES FRAGRANCE & BEAUTY

DIOR

WOMEN'S FASHION MEN'S FASHION BAGS JEWELRY & TIMEPIECES KIDS & BABY MAISON HAUTE COUTURE NEWS & FASHION SHOWS GIFTS & PERSONALIZATION



New

B31 RUNNER SNEAKER

Black Technical Mesh and Anthracite Gray Rubber with Warped Cannage Motif

Reference: 3SN297ZUV\_H900

Your size: 38 IT/EU (Not available)

[Size Chart](#)

\$1,350.00

[RECEIVE AN ALERT](#)

Sold out online

Check availability in boutique

Contact us +1 833 648 0778

FASHION & ACCESSORIES FRAGRANCE & BEAUTY

DIOR

WOMEN'S FASHION MEN'S FASHION BAGS JEWELRY & TIMEPIECES KIDS & BABY MAISON HAUTE COUTURE NEWS & FASHION SHOWS GIFTS & PERSONALIZATION



New

B31 RUNNER SNEAKER

Black Technical Mesh and Anthracite Gray Rubber with Warped Cannage Motif

Reference: 3SN297ZUV\_H900

Your size: 41 IT/EU

[Size Chart](#)

\$1,350.00

[ADD TO CART](#)

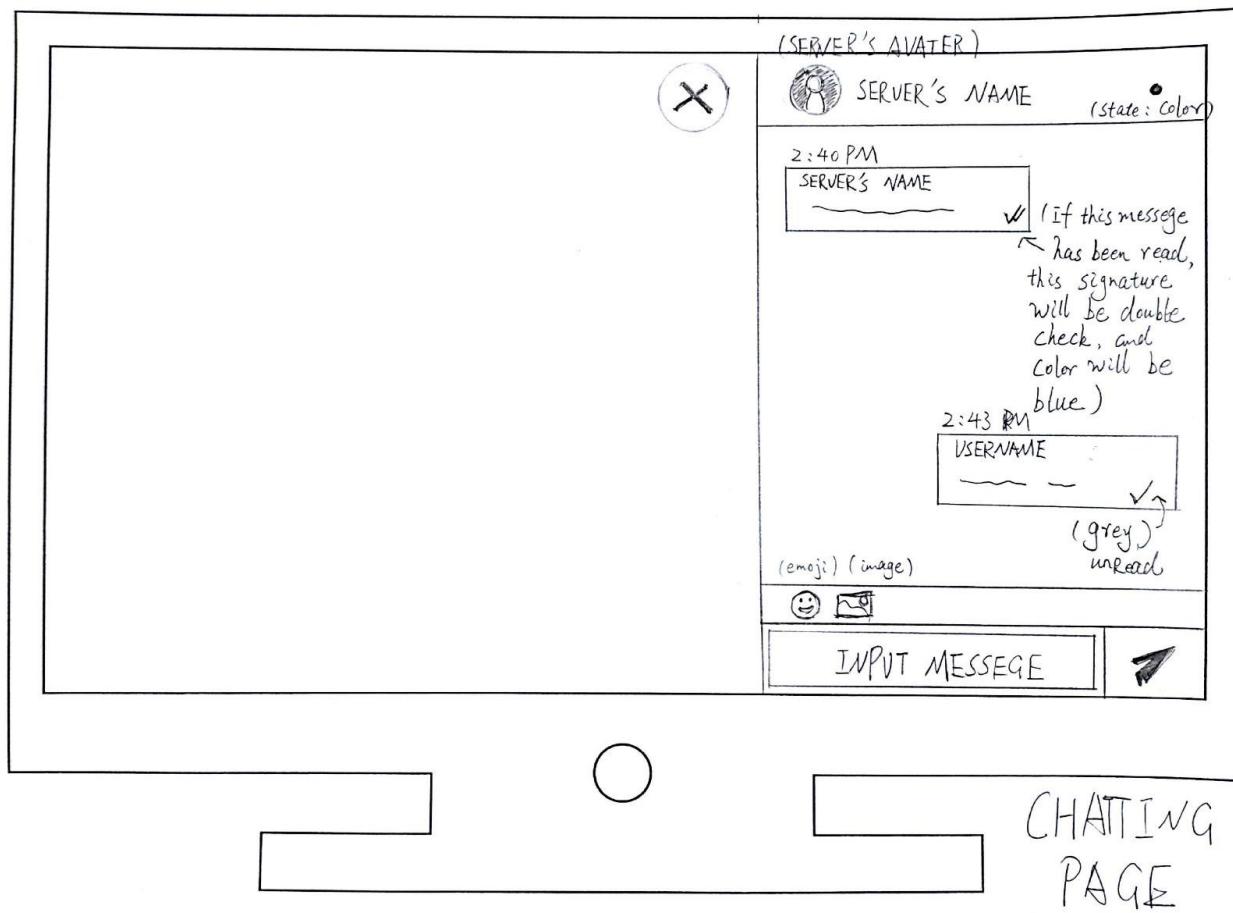
Pay with **PayPal**

By placing your order you agree to the [terms of service](#)

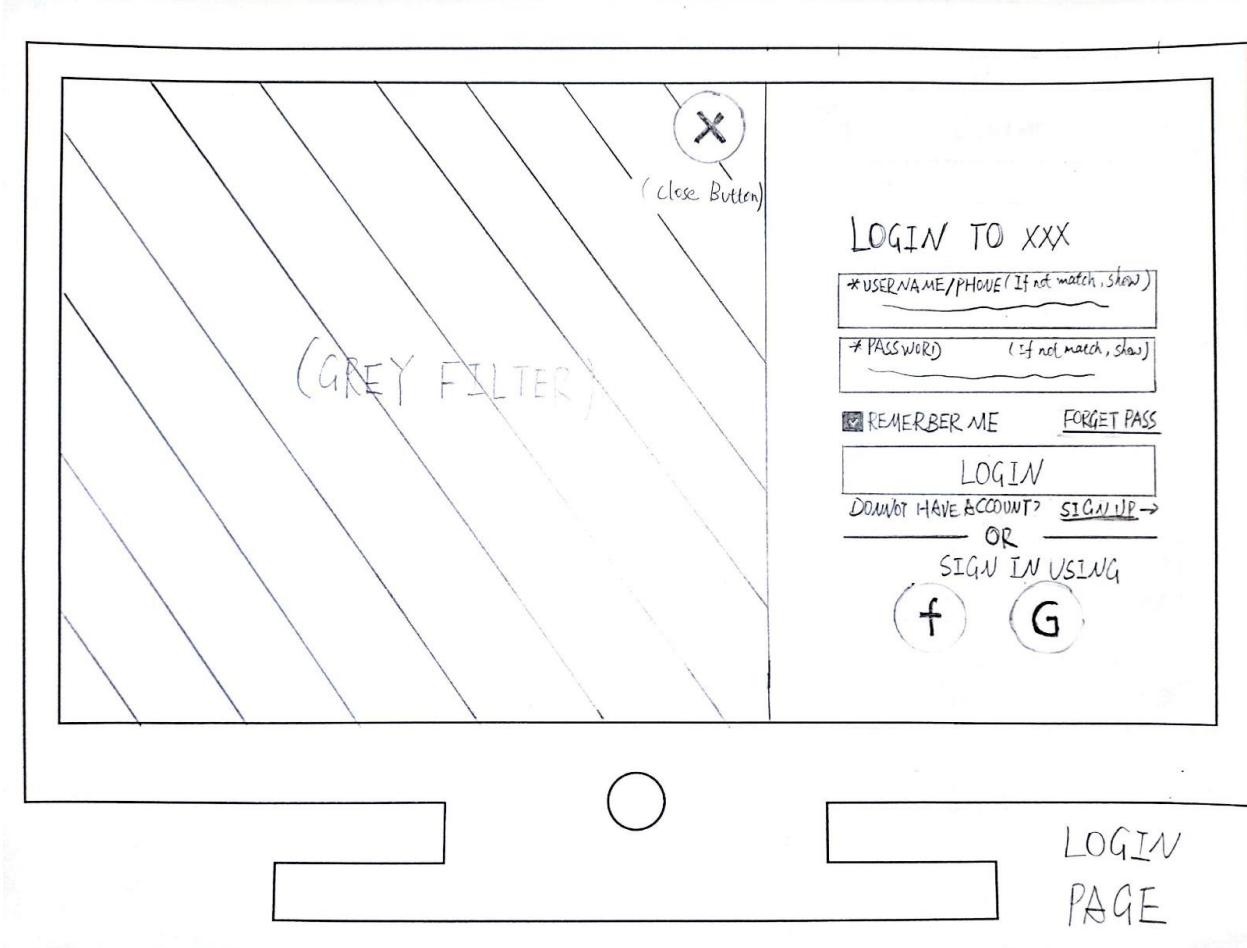
# SMS Online Clothing Store Solutions – Sketches

## Siyu Liu's Sketches

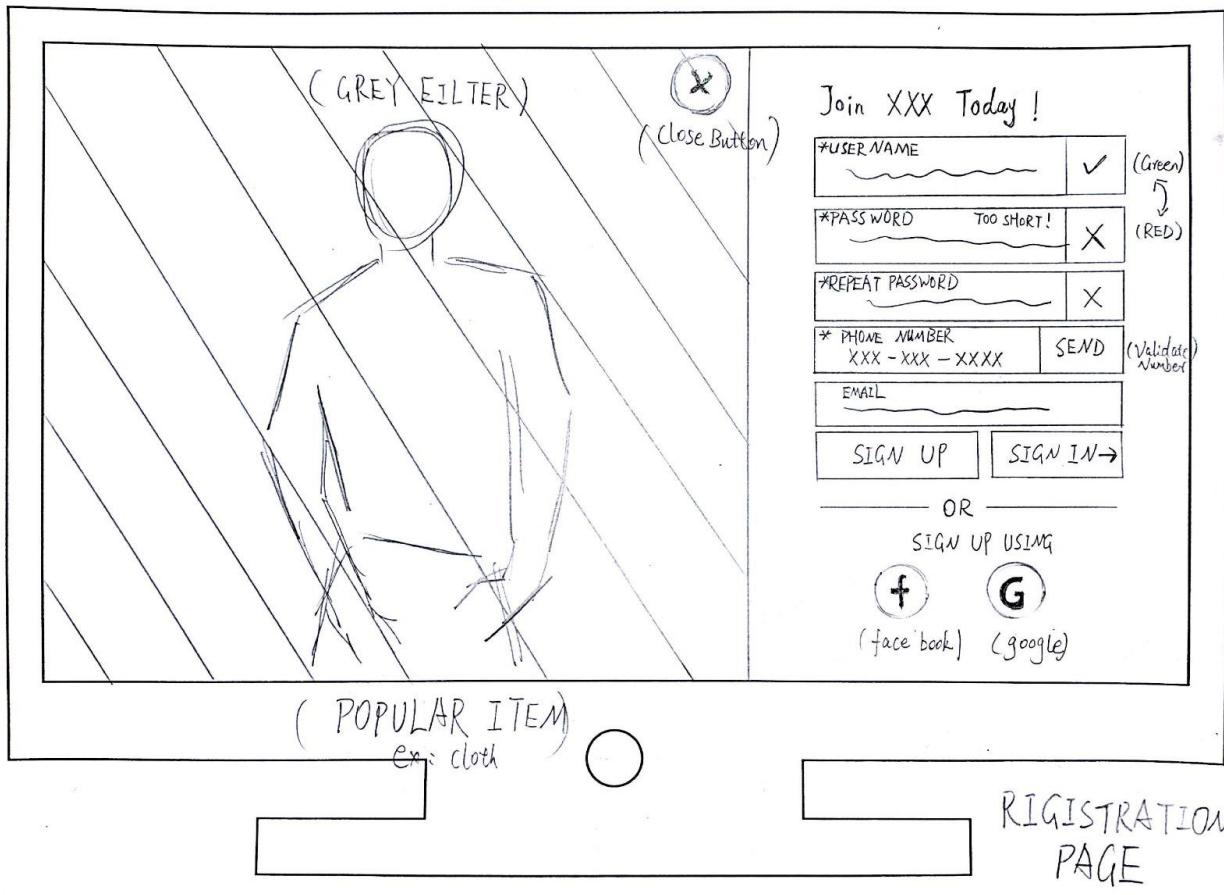
### Chatting Sidebar



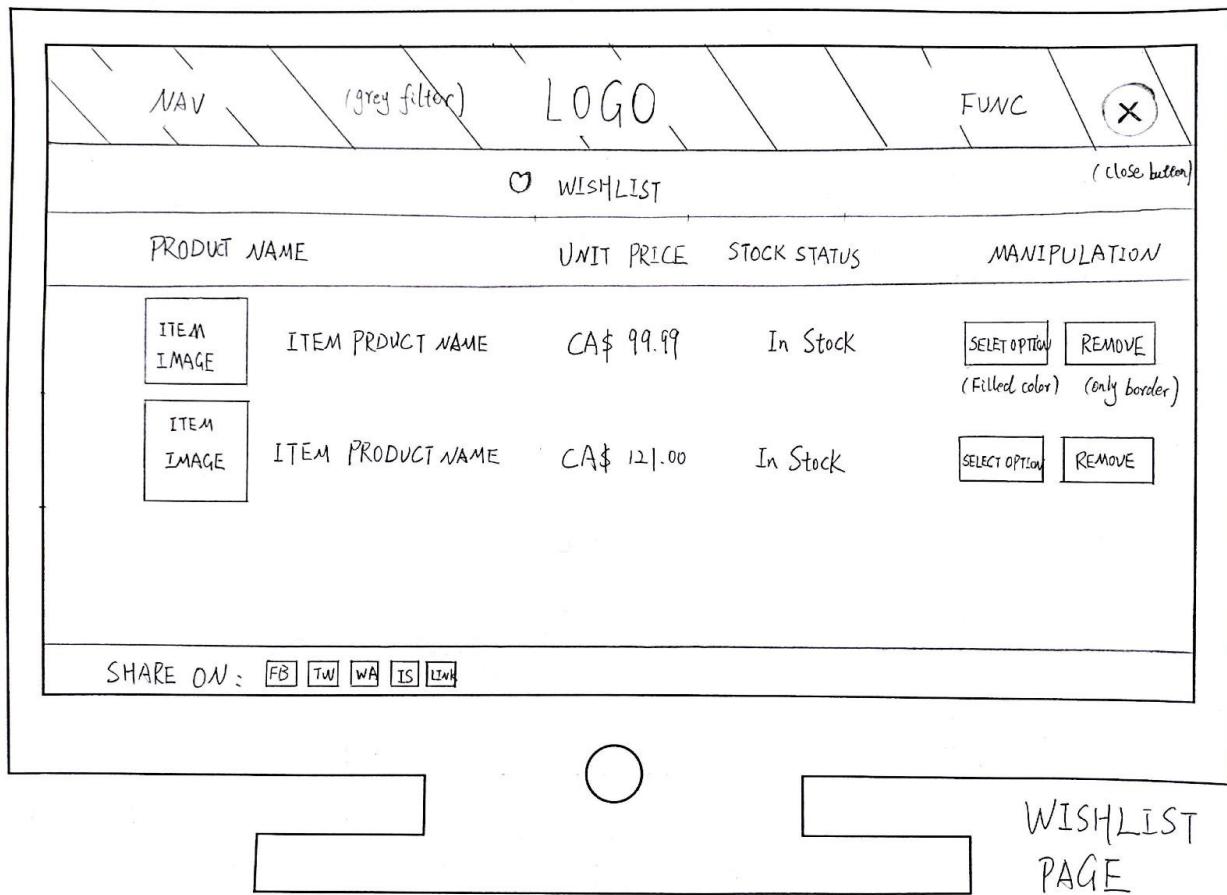
## Login Sidebar



## Registration Sidebar

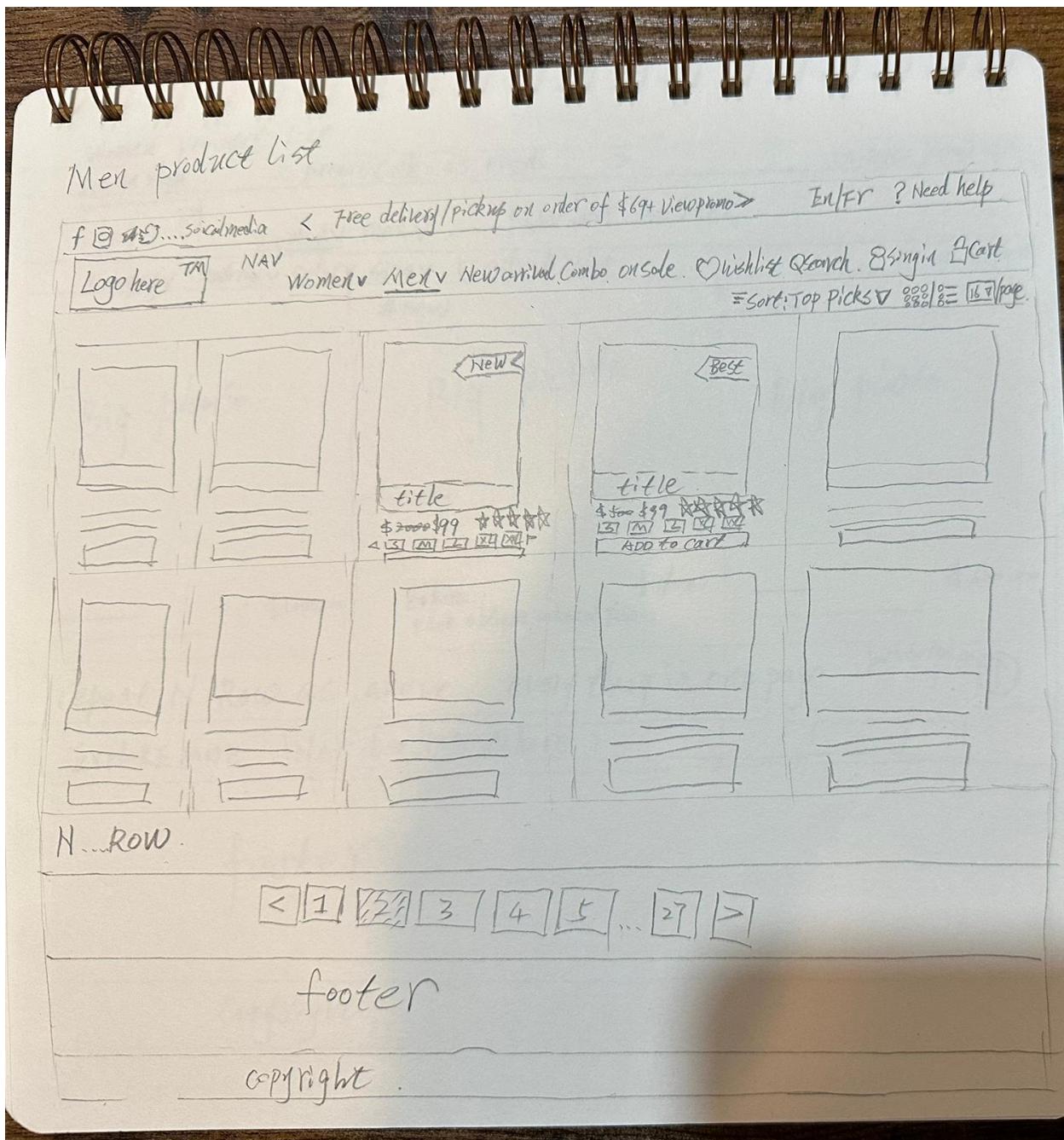


## Wish List Sidebar

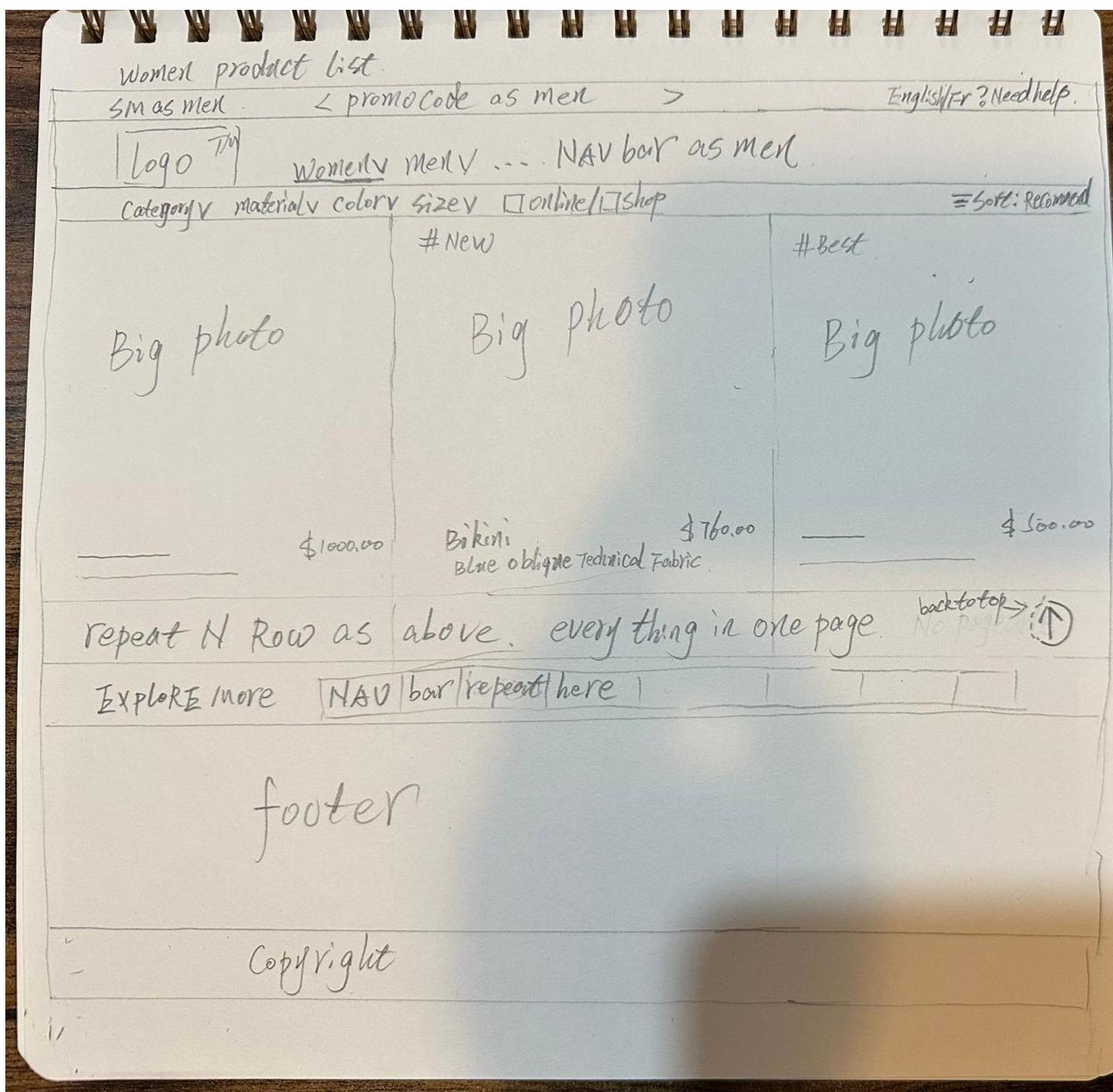


# Meng Wang's Sketches

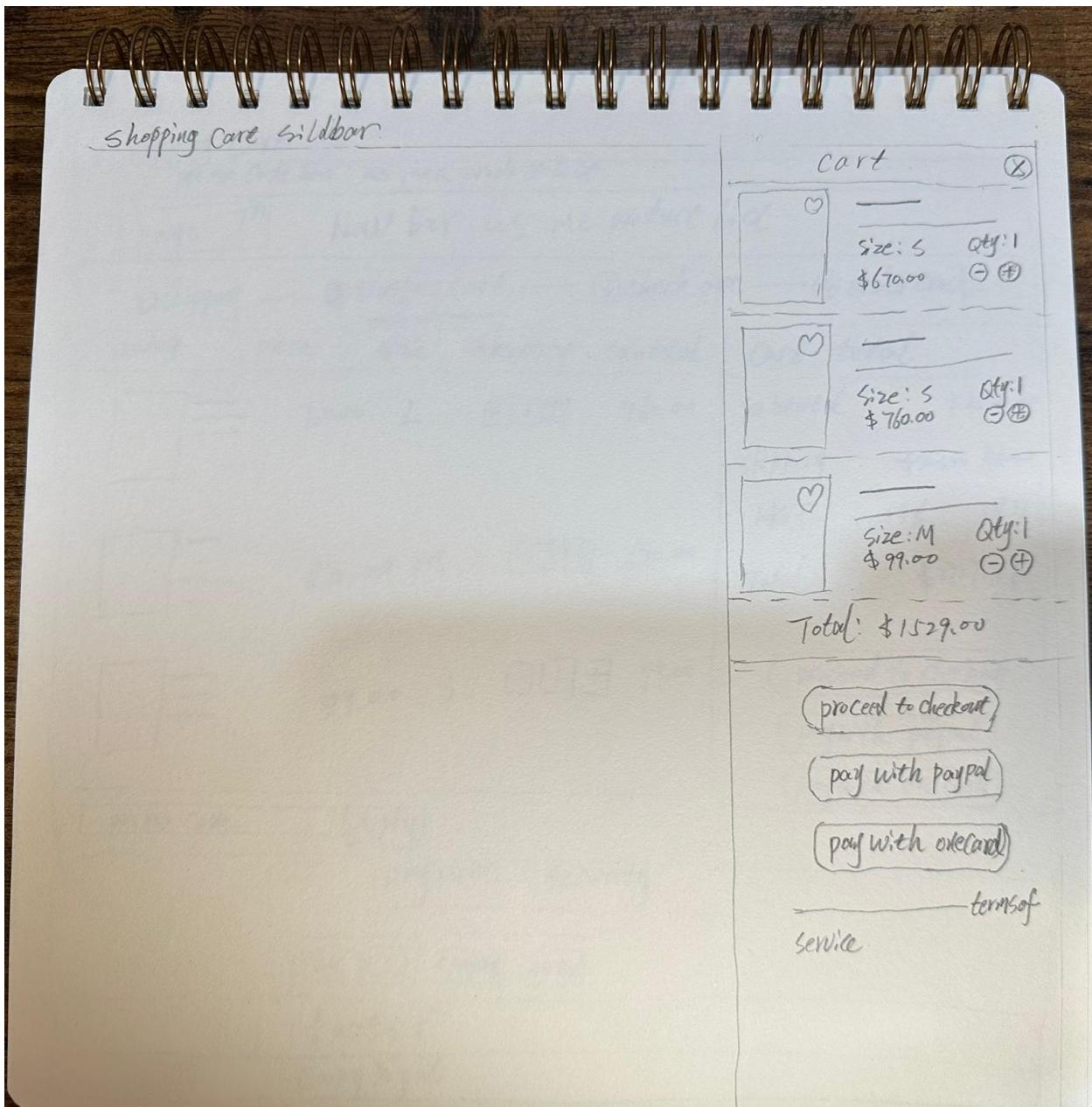
## Men's Product List Page



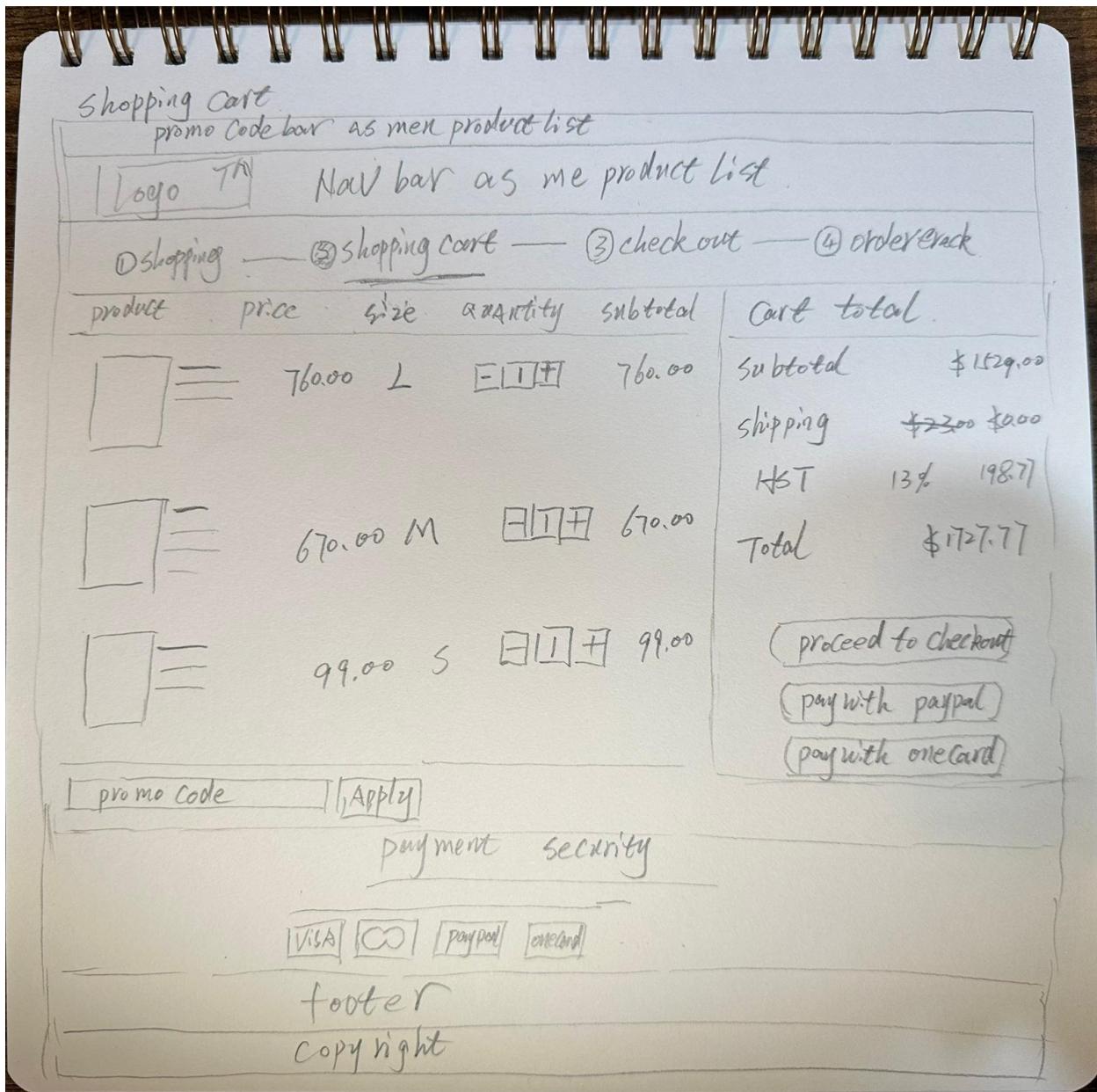
## Women's Product List Page



## Shopping Cart Sidebar

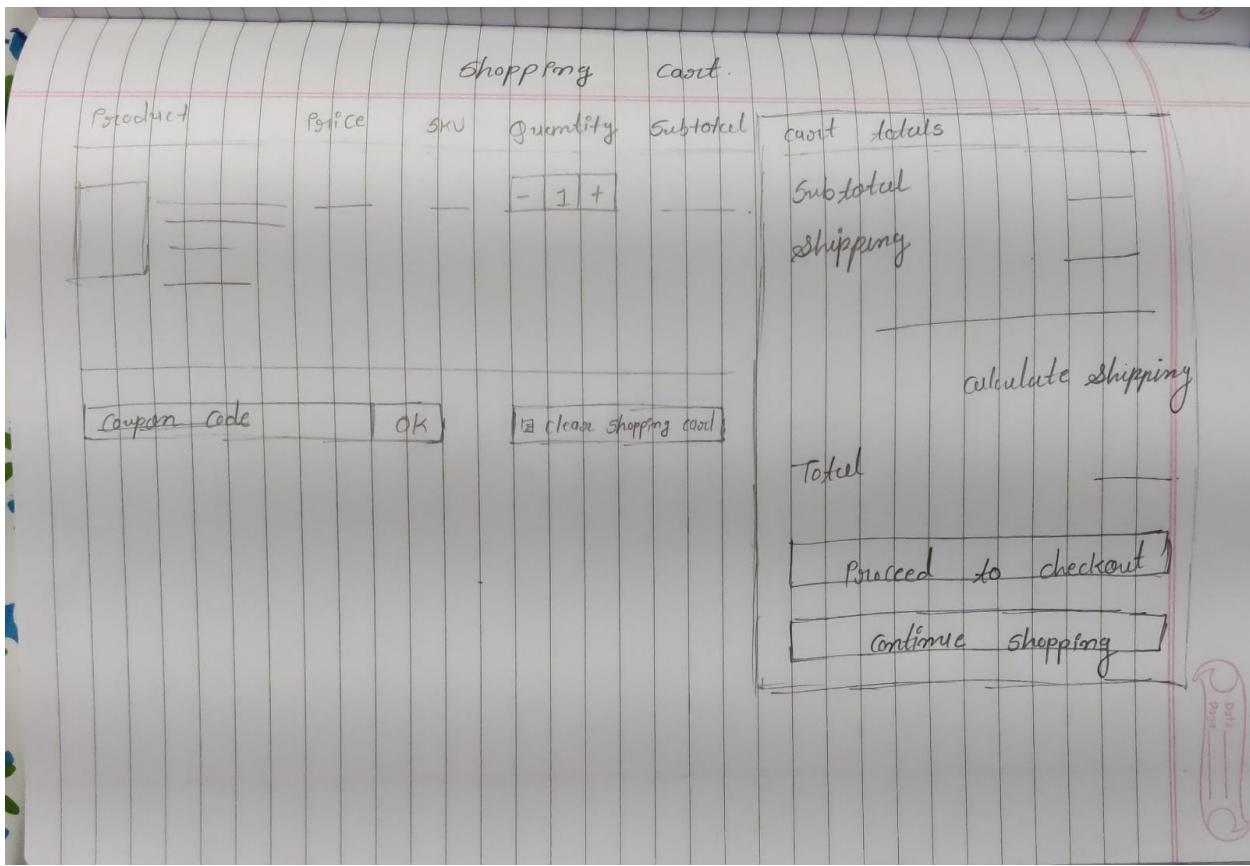


## Shopping Cart Page



## Suhani Thummar's Sketches

### Shopping Cart Page



## Checkout Page

① shopping cart      ② checkout      ③ order status.

Billing details

First name \*      Last name \*

Company name (optional)

Country / Region \*

Street address \*

Town / city \*

State \*

PIN code

Phone

Email address \*

ship to a different address?

order notes (optional)

Header

Your order

Subtotal  
Shipping  
Total

④ cash on delivery

Place order

Footer

## Billing page

Header

Thank you for shopping with us. Your account has been charged and your transaction is successful. We will be processing your order soon.

Order num:	
Date:	
Total:	
Payment method:	

Pay with cash upon delivery.

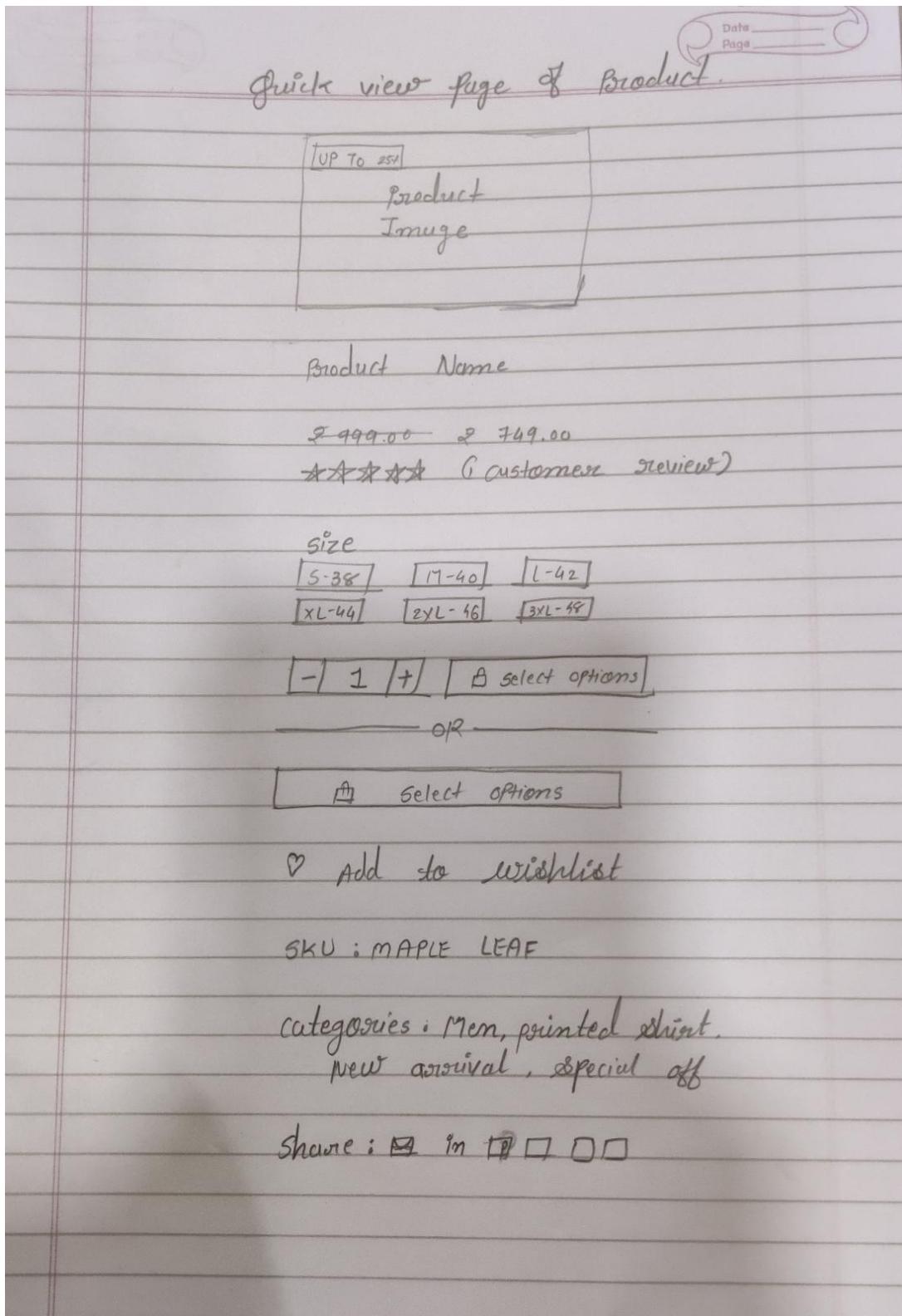
Order details:

Product	Total
	price

Subtotal:  
Shipping:  
Payment method:  
Total:

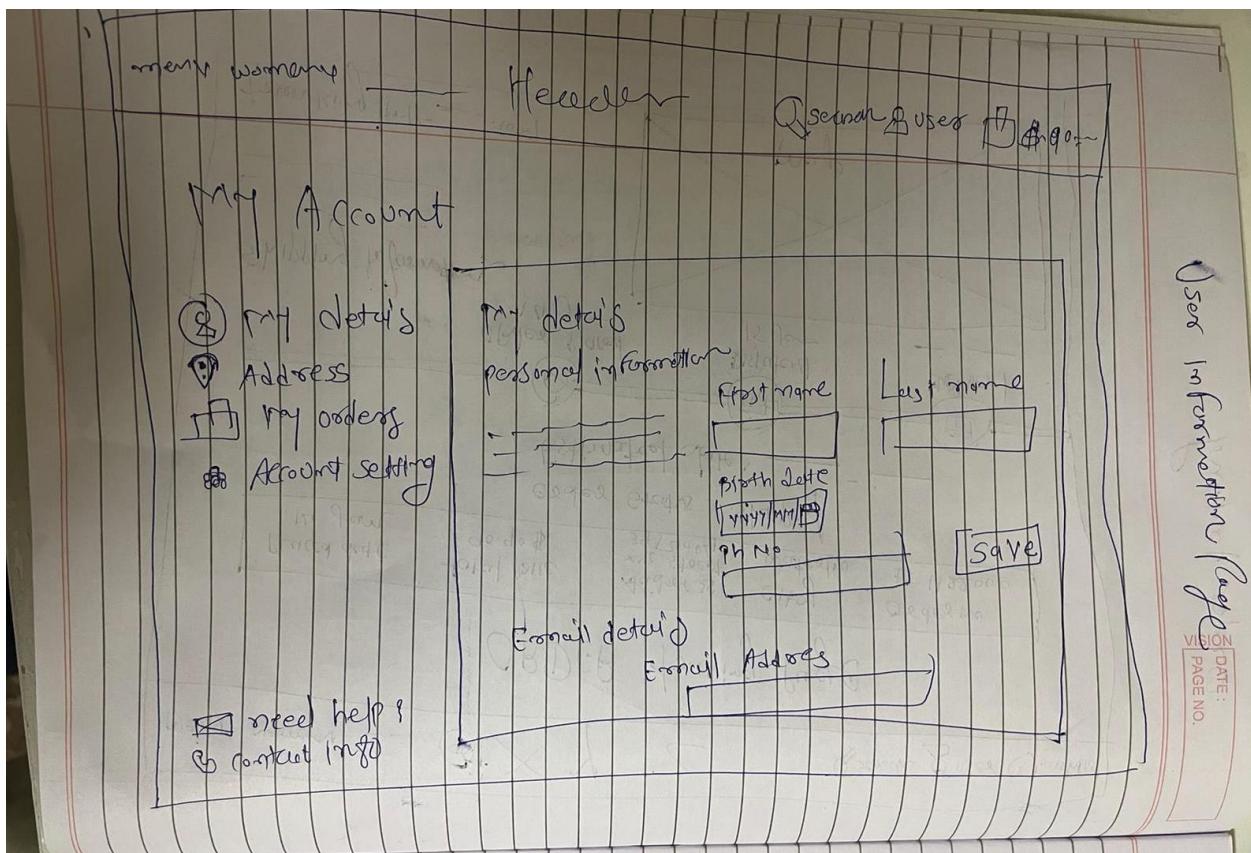
Footer

## Order State page

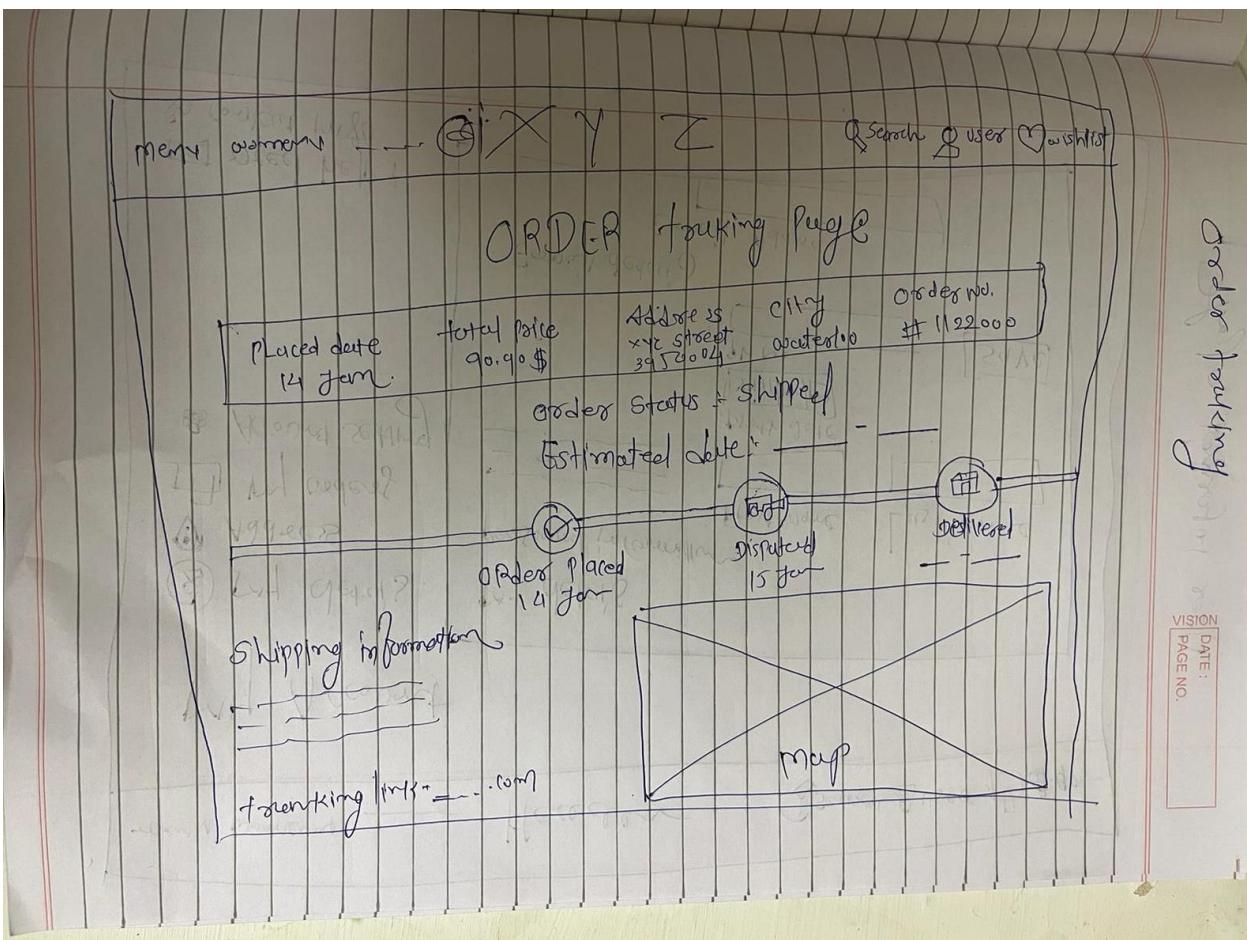


# Jaydeep Nadoda's Sketches

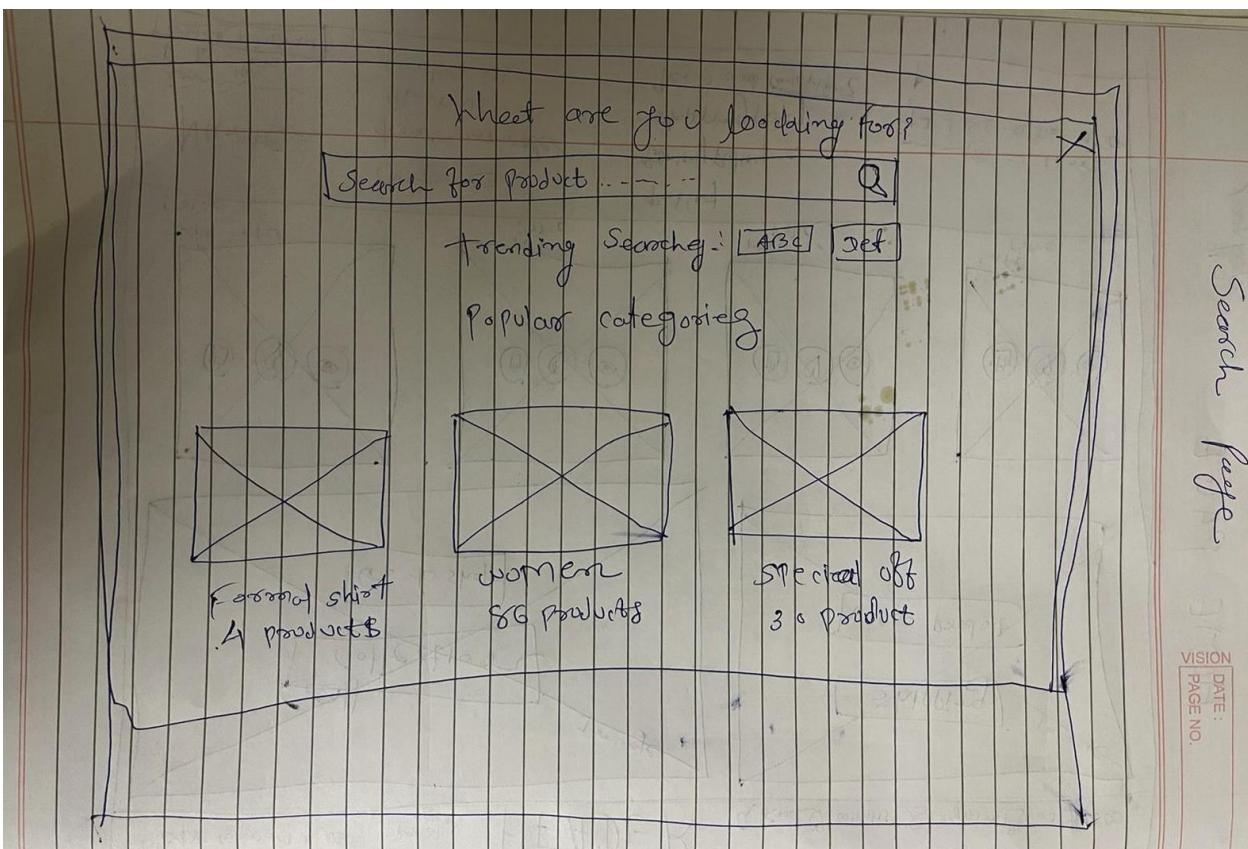
## User Information page



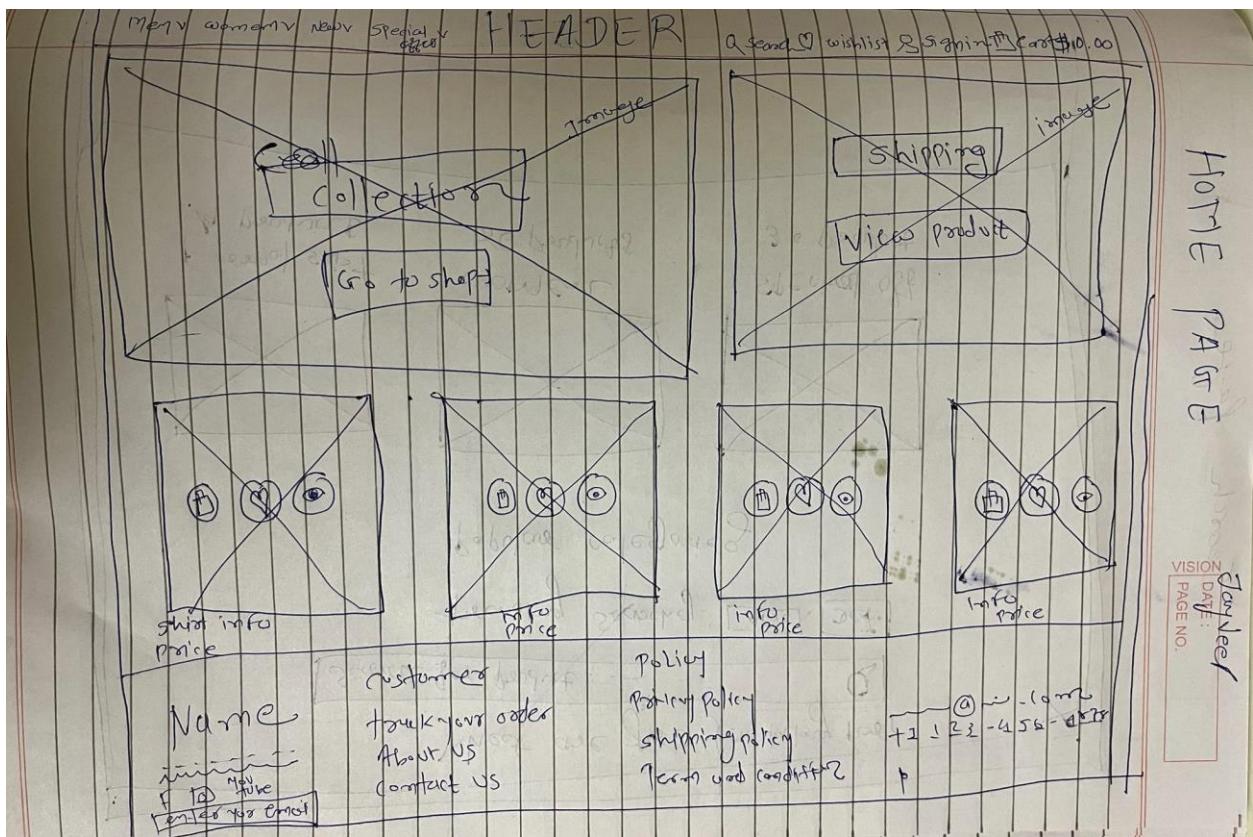
## Order tracking page



## Searching page

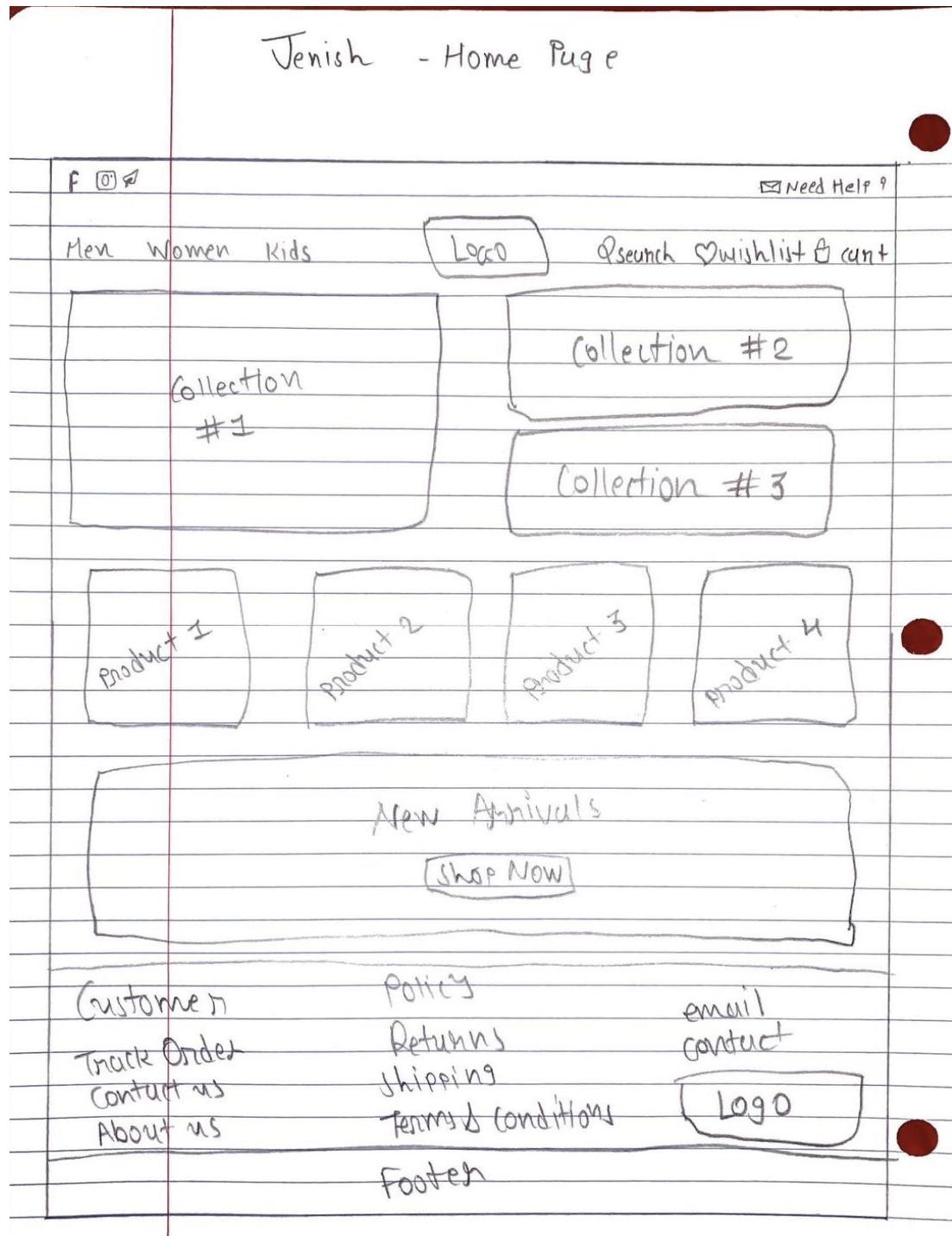


## Home page



## Jenishkumar Dipakbhai, Suhagiya's Sketches

### Home page



## Wishlist page

Jenish - Wishlist		
<input type="checkbox"/> <input checked="" type="checkbox"/>	<input type="checkbox"/> Need Help	
Men Women Kids	<input type="checkbox"/> LOCO	Search Wishlist Basket
<h3>♥ Wishlist</h3>		
Product Name	Unit Price	Stock
<input type="checkbox"/> pic	product Name	\$ --
<input type="checkbox"/> pic	product Name	\$ --
<input type="checkbox"/> pic	product Name	\$ --
<input type="checkbox"/> pic	product Name	\$ --
SubTotal		\$ --
Footer		

## Order Tracking page

Jenish - Truck Orden	
F <input checked="" type="checkbox"/>	<input type="checkbox"/> Need Help ?
Men Women Kids	<input type="button" value="Logout"/> <input type="button" value="Search WishList Cart"/>
Home > Truck Orden	
<u>Truck Orden Status</u>	
To track orden please enter your orden ID & email address in the below box.	
<input type="text" value="Orden ID"/>	
<input type="text" value="Email"/>	
<input type="button" value="TRACK"/>	
Footer	

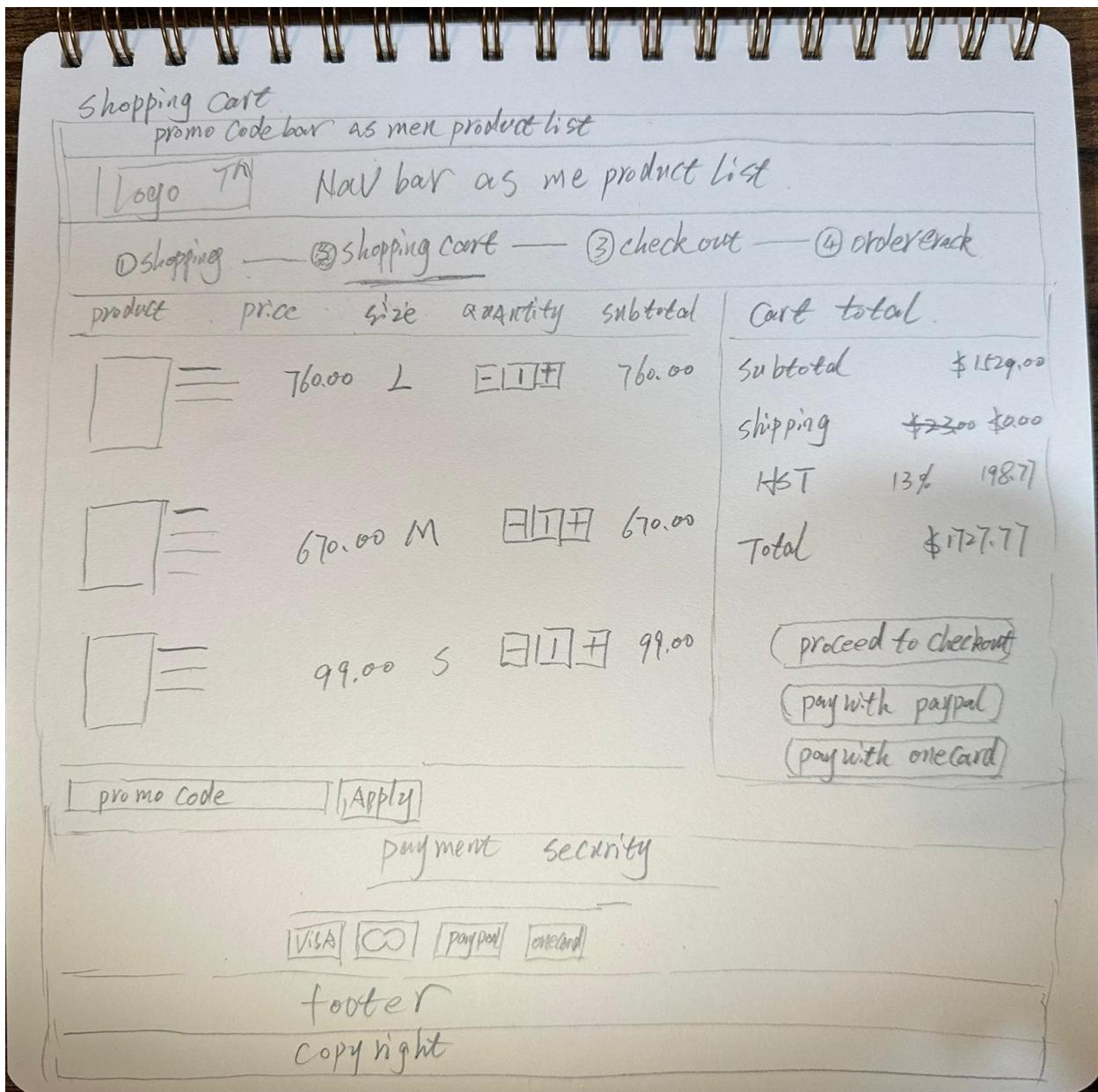
## Billing page

Jenish - Billing	
F <input type="checkbox"/>	Need Help? <input type="checkbox"/>
men women kids	<input type="checkbox"/> LOGO <input type="checkbox"/> Search <input type="checkbox"/> Wishlist <input type="checkbox"/> cart
<u>① SHOPPING CART - ② CHECKOUT - ③ Billing - ④ Order status</u>	
Your Order	
<i>Product picture</i>	Product :- Name
	Price :- \$
	Shipping :- \$
	GST Total :-
	Total :-
<input type="checkbox"/> cash on delivery	
<input type="checkbox"/> Extra 10% offer on Prepaid.	
<input type="checkbox"/> Place Order <input type="checkbox"/>	
Footer	

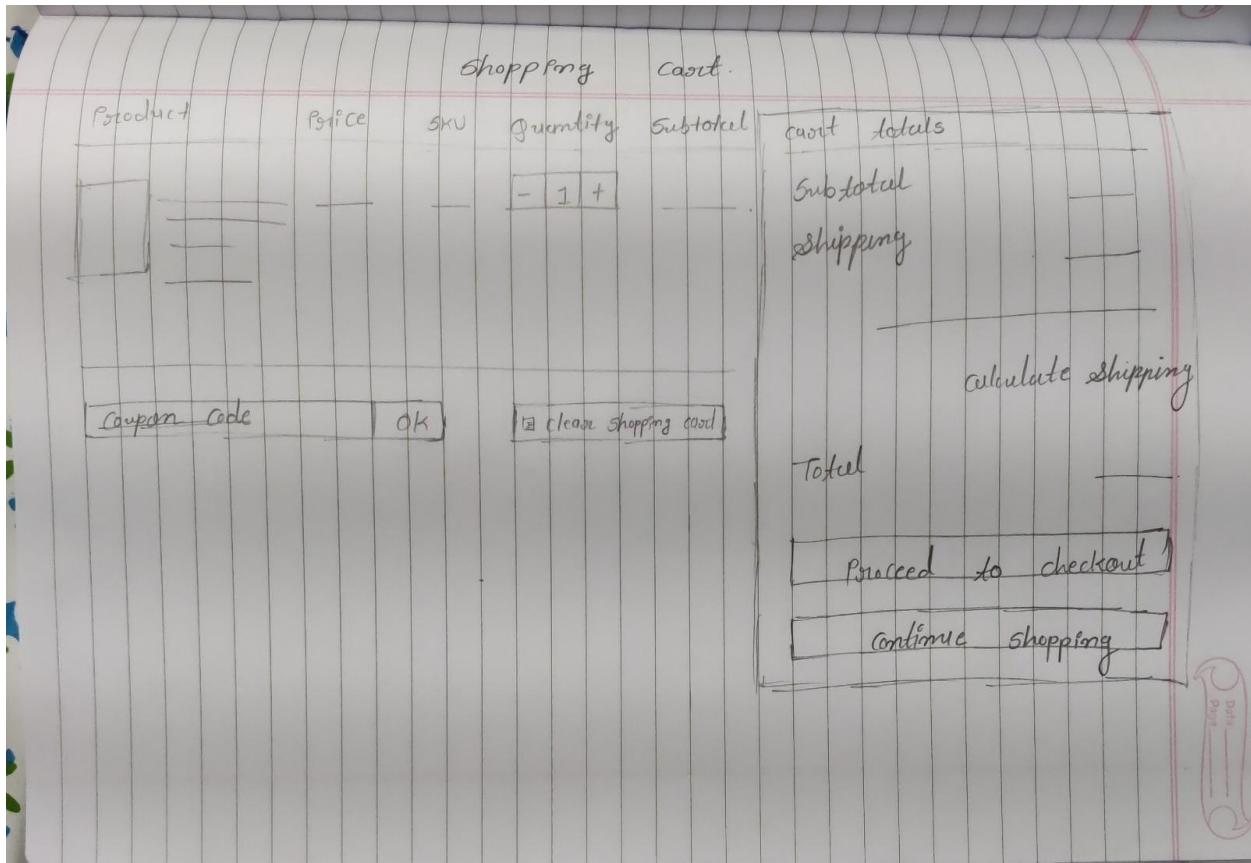
# **SMS Online Clothing Store Solution – Usability Tests Results (A/B Testing)**

## **A/B Test Example One: Shopping Cart Page**

### **Testing Sketch One**



## Testing Sketch Two

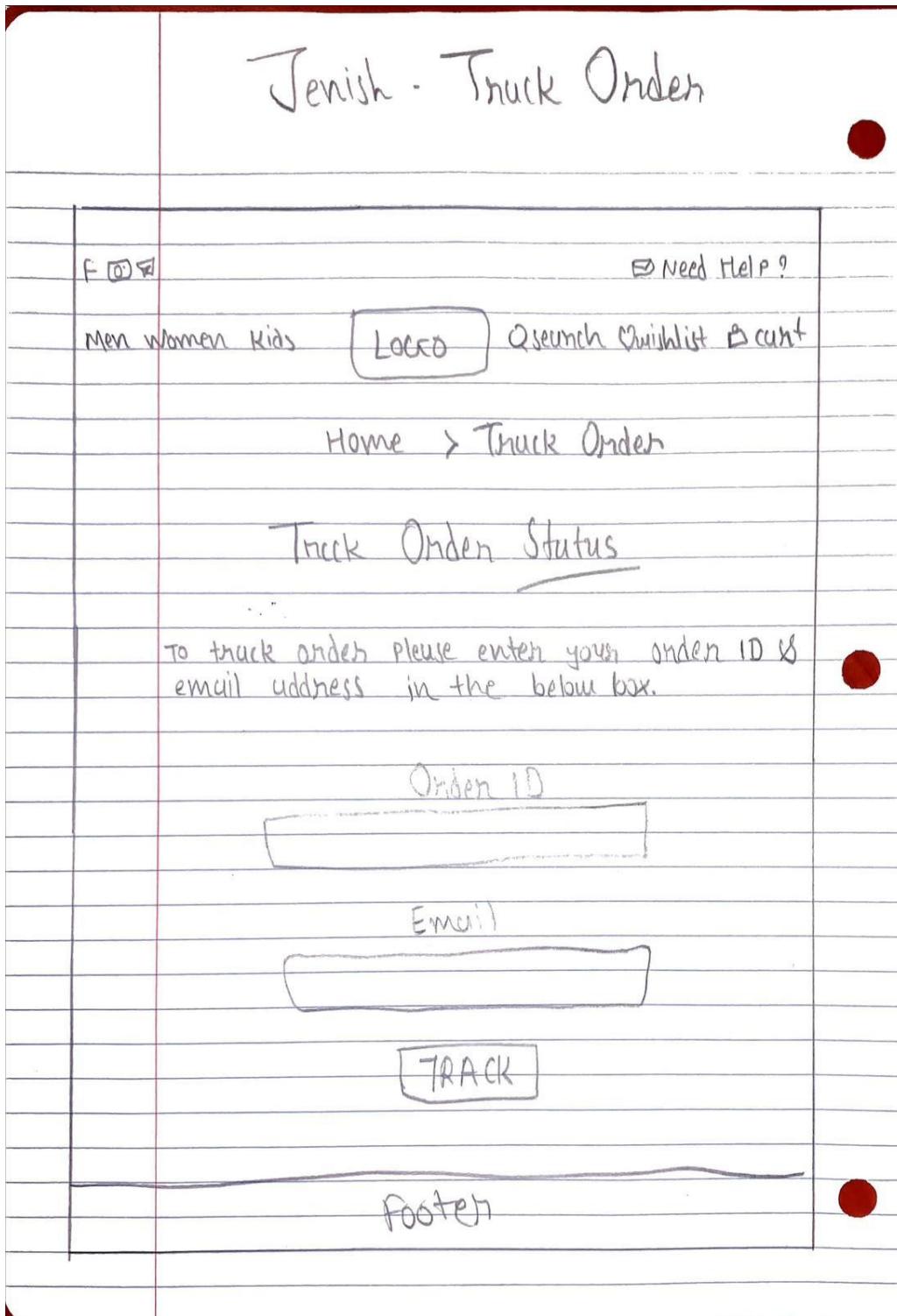


## **Testing Result**

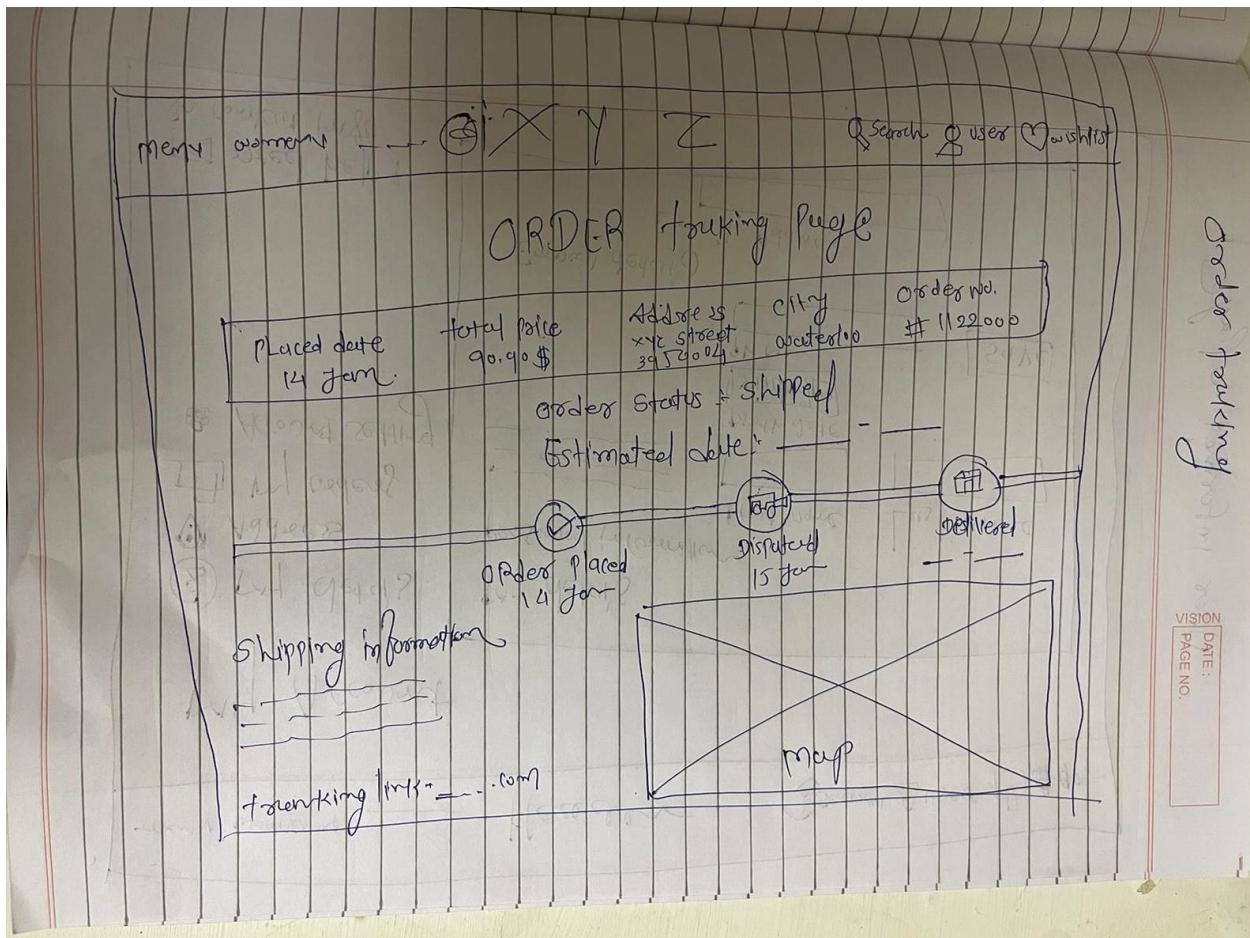
We have shown these two sketches to some of our friends and as well as our roommate. Majority of them have selected the first one because of the visibility of process has been shown in that design, and the process on the top of the table adopt mapping. Beside that it has back to top option which is very convenient for user to use.

## A/B Test Example Two: Order Tracking Page

### Testing Sketch One



## Testing Sketch Two



## **Testing Result**

We showed these two sketches to other classmates and asked them to vote. The result was that the second one received more votes, because the second not only displays the order status, but also shows the location of the package on the map, which is more in line with the principle of visibility.

# **SMS Online Clothing Store Solution – Wireframes**

## **Login Page**

Here user can login to website easily with ID password. Moreover sign-in with Google, Facebook or twitter makes it very convenient.

Web 1920 – LOGIN PAGE – 1

The wireframe shows a login page with the following layout:

- Header:** A placeholder "Web 1920 – LOGIN PAGE – 1" is at the top left. On the right side, there is a circular close button (X).
- Title:** "LOGIN TO XXX" is centered above the input fields.
- Input Fields:** Two stacked input fields, both labeled with a red asterisk and the placeholder "USERNAME / PHONE NUMBER".
- Buttons:** "REMEMBER ME" and "FORGET PASSWORD? →" are below the first input field. A large "LOGIN" button is centered below the second input field.
- Text:** "DON'T HAVE AN ACCOUNT? [SIGN UP](#)" is centered below the "LOGIN" button.
- Separator:** A horizontal line with "OR" written in the center is positioned between the "SIGN UP" text and the social login section.
- Social Login:** The text "LOGIN IN USING" is followed by two empty circles, each containing a social media logo (Facebook and Twitter).

# Register

Here user can register them self to website easily by filling form or sign-in with Google, Facebook, or twitter.

Web 1920 – REGISTRATION – 1

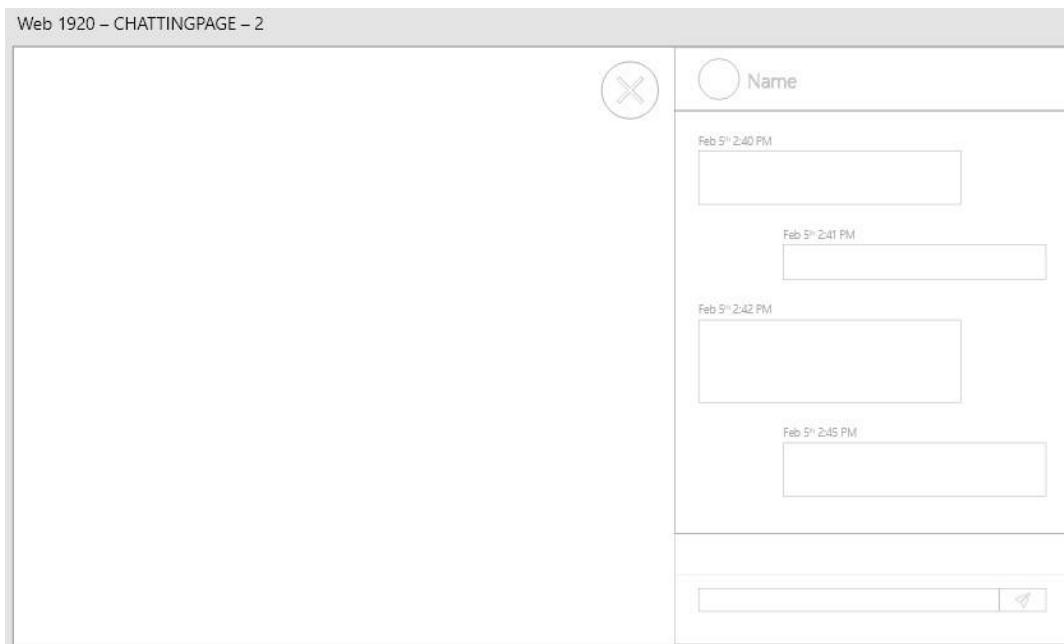
The registration form is titled "JOIN XXX TODAY!" and includes the following fields:

- \*USERNAME: A field with a checkmark icon on the right.
- \*PASSWORD: A field with a checkmark icon on the right.
- \*REPEAT PASSWORD: A field with a red X icon on the right.
- \*PHONE NUMBER: A field with a green triangle icon on the right.
- EMAIL: An empty field.

Below the fields is a "SIGN UP" button. At the bottom, there is a link to "ALREADY HAVE AN ACCOUNT? LOGIN" and two circular icons for "SIGN UP USING" (Facebook and Google).

# Chatting Page

Here user can Solve their problems and doubt with use of chat box.



# Wishlist

With the use of Wishlist page user can see their favourite bookmark or liked products.

Web 1920 – WishList – 1			
PRODUCT NAME	UNIT PRICE	STOCK STATE	MANIPULATION
 New White Color Digital Printed Shirt For Female	\$999	In Stock	<a href="#">SELECT OPTION</a> 
 New White Color Digital Printed Shirt For Female	\$999	In Stock	<a href="#">SELECT OPTION</a> 
 New White Color Digital Printed Shirt For Female	\$999	In Stock	<a href="#">SELECT OPTION</a> 

SHARE ON     

# Shopping Cart

Customer's can see their final buying product in the shopping cart and add or cancel the product from it.

Shopping Cart-MW

Product Price Qty Subtotal

Product	Price	Qty	Subtotal
Title (Size: small)	\$780.00	[L]	\$780.00
Title (Size: medium)	\$780.00	[M]	\$780.00
Title (Size: large)	\$780.00	[XL]	\$780.00

Cart Total

Subtotal	\$2280.00
Shipping	\$0.00
HST@13%	\$296.40
Total	\$2576.40

[Proceed to checkout](#)

[Pay with Paypal](#)

[Pay with OneCard](#)

Promo Code  [Apply](#)

Payment Security

VISA American Express PayPal OneCard

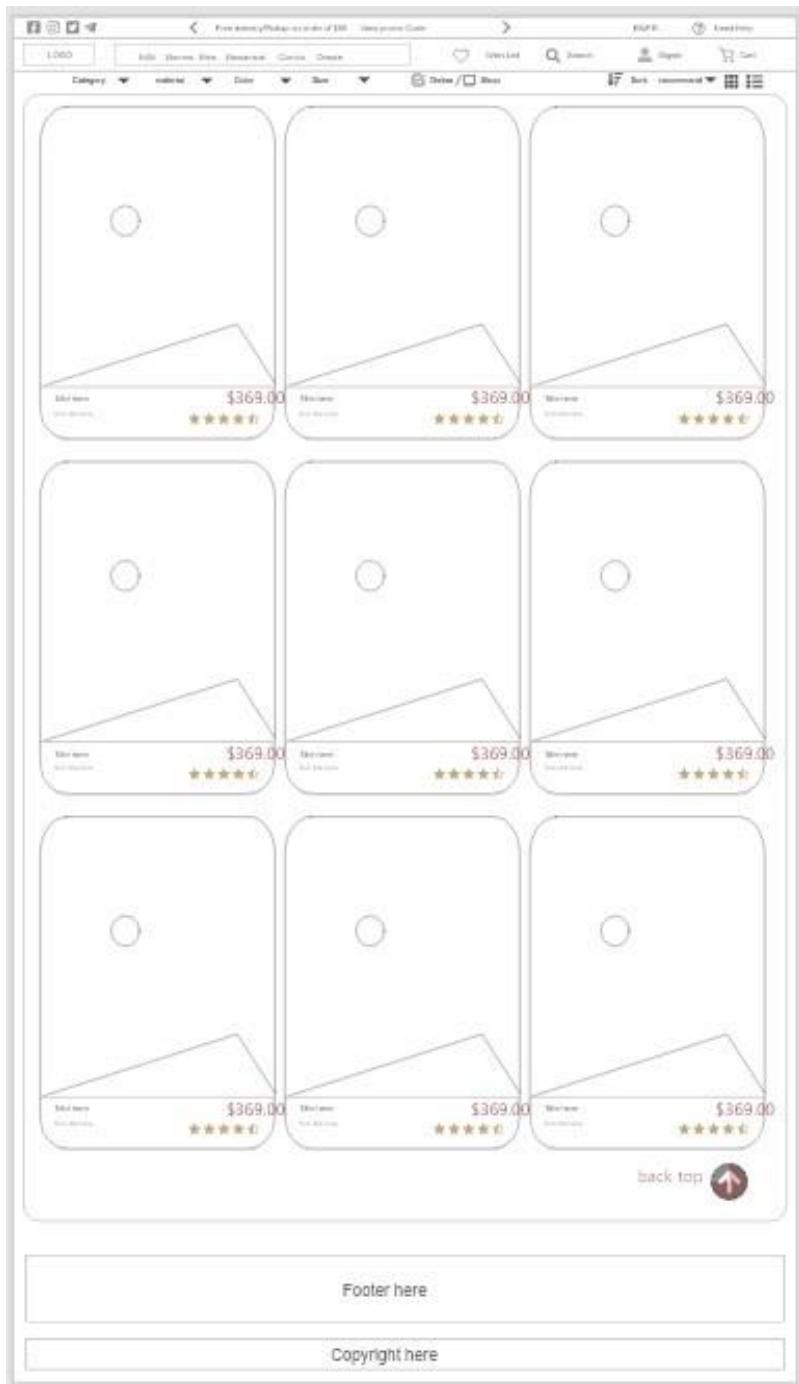
[back top](#)

Footer here

Copyright here

# Women's Product List

Women customers can see their category product from the women's CatLog.



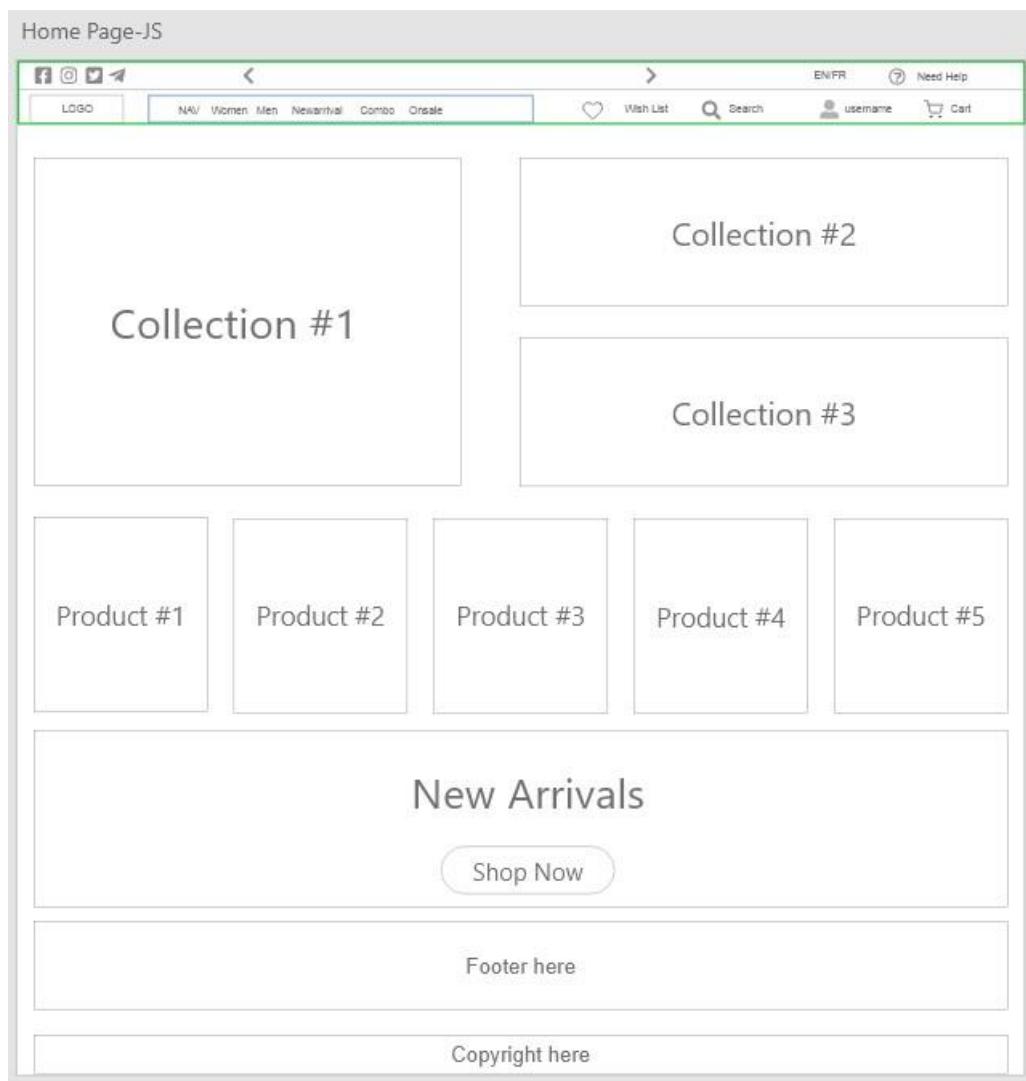
## **Men's Product List**

Men customers can see their category product from the men's CatLog.

The image is a wireframe representation of a web page. At the top, there is a header with a logo, a search bar containing 'View delivery & pickup info for order of \$49', and a sign-in button. Below the header is a navigation menu with categories: NAV, Women, Men, Personalized, Corner, Create. To the right of the menu are links for 'Wish List', 'Search', 'Sign In', and a shopping cart icon. The main content area contains a grid of 25 product cards. Each card has a placeholder image of a t-shirt with a circular logo and a triangular graphic. The cards are arranged in five rows and five columns. Each card includes a red badge labeled 'BEST' or 'NEW', a price of '\$99', a five-star rating, and size options (XS, S, M, L, XL). At the bottom of the page, there is a footer section with links for 'Footer here' and 'Copyright here'.

# Home Page

Home page is main page of our website. Where all users can explore our website and product.



# Order Information Page

User can see their order's list and details from website's order information page.

Order Information Page-JS

The screenshot shows a web browser window titled "Order Information Page-JS". The header includes social media icons, a logo, a language switcher (EN/FR), a search bar, and a user session with "username" and "Cart". The main content area has a sidebar titled "My Account" with options: "My Details", "Address", "Orders", and "Setting" (which is currently selected). To the right is a large table titled "Orders" with columns: Order Number, Order Date, Bill Name, Total, and Track & Trace Details. Below the table are two buttons: "Need Help?" and "Contact Us". At the bottom of the page are two footer sections: "Footer here" and "Copyright here".

Order Number	Order Date	Bill Name	Total	Track & Trace Details

Footer here

Copyright here

# Need Help

Need help page is for all the user's where they can contact us and solve their doubts and problems.

Need Help-JS

The screenshot shows a website interface with a header containing social media icons, a logo, navigation links (NAV, Women, Men, Newarrival, Combo, Onsale), a search bar, and user account information (username, cart). The main title is 'Need Help' with a question mark icon. Below it are three sections: 'Locate us' (with a location pin icon), 'Call us' (with a phone receiver icon), and 'Write to us' (with a speech bubble icon). Each section contains descriptive text and a 'Find out more' link. At the bottom, there are footer and copyright sections.

LOGO NAV Women Men Newarrival Combo Onsale

EN/FR Need Help

Wish List Search Cart

username

?

## Need Help

Locate us

You are never too far away from quick, efficient banking services. Locate your nearest branch or an ATM.

Locate now [↗](#)

Call us

In case you wish to speak to our phone banking officer for urgent resolution

Find out more [↗](#)

Write to us

Be it an enquiry, feedback or a simple suggestion, write to us & we'll get back to you

Footer here

Copyright here

# Order tracking page

All users can track their orders from the order tracking page.

The screenshot shows a web browser window with the title "Order Traking\_JN". The header includes social media icons, a search bar with placeholder "Free delivery/Pickup on order of \$69 View promo Code", language "EN/FR", help link "Need Help", and user links "Logout", "NAV: Women Men Newarrival Combo Onsale", "Wish List", "Search", "Signin", and "Cart". Below the header, a navigation bar shows steps: 1 shopping, 2 shopping cart, 3 check out, and 4 order track. A summary table provides details: Order Placed Date (01 DEC), Total Amount (\$100.99), Address (262, Lester St, N2L 3W5), City (Waterloo), and Order NO. (#1514651). The Order Status is listed as "Shipped" with an estimated date "YYYY-MM-DD". Below the status, there is a progress bar with three stages: "Order Placed" (checkmark icon), "Dispatch" (truck icon), and "Delivered" (house icon). A section titled "Shopping Information" contains a large grid of dashed lines. A tracking link is provided as "Tracking Link :- -----". A placeholder "Google Map for Order Traking" is shown with a large X over it. The footer contains "Footer here" and "Copyright here".

Order Traking\_JN

Free delivery/Pickup on order of \$69 View promo Code

EN/FR Need Help

Logout NAV: Women Men Newarrival Combo Onsale Wish List Search Signin Cart

1 shopping ..... 2 shopping cart ..... 3 check out ..... 4 order track

Order Placed Date 01 DEC	Total Amount \$100.99	Address 262, Lester St, N2L 3W5	City Waterloo	Order NO. #1514651
-----------------------------	--------------------------	---------------------------------------	------------------	-----------------------

Order Status :- Shipped  
Estimated Date :- YYYY-MM-DD

Order Placed Dispatch Delivered

**Shopping Information**

Tracking Link :- -----

Google Map for Order Traking

Footer here

Copyright here

# User information page

User can add and edit their information from the user information page.

User Information\_JN

LOGO NAV Women Men Newarrival Combo Create EN/FR Need Help

Wish List Search username Cart

## My Account

- My Details**
- Address**
- Orders**
- Setting**

### My Details

#### Personal Information

First Name	Last Name
<input type="text"/>	<input type="text"/>

#### Birth Date

YYYY/MM

#### Phone No.

#### Email Information

#### Email ID

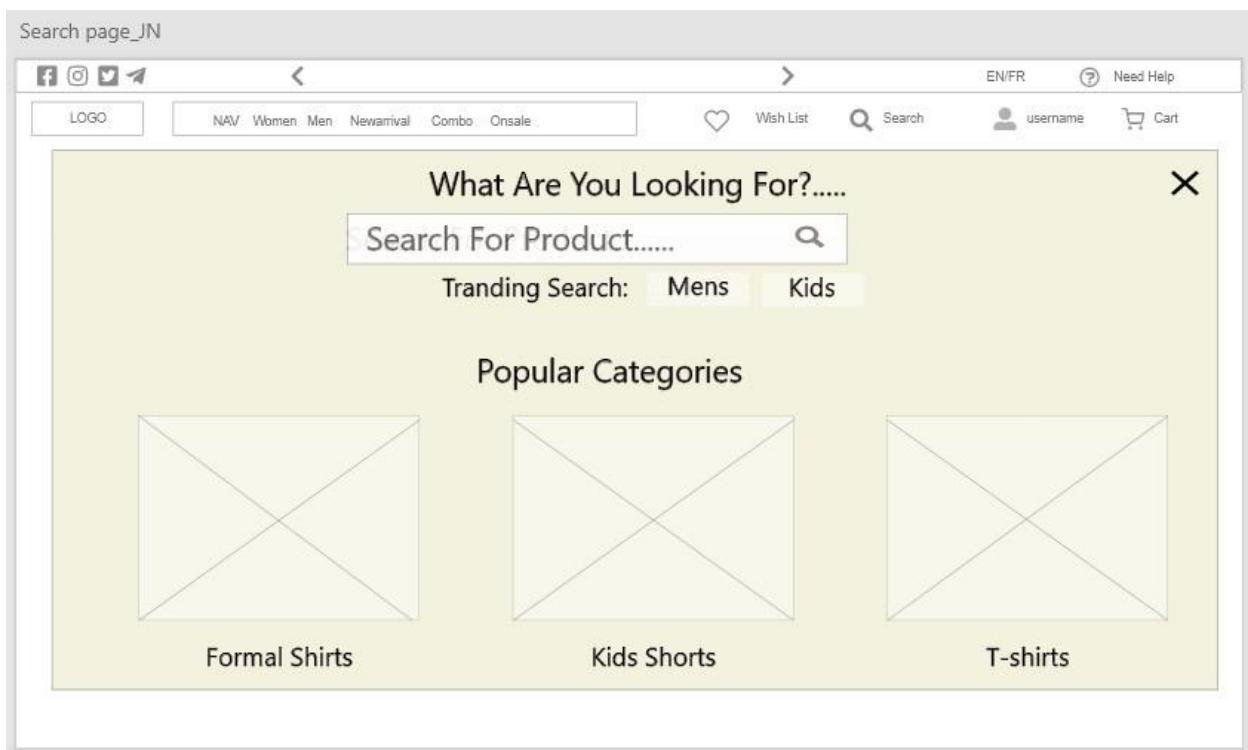
**SAVE**

Footer here

Copyright here

# Search Page

All the customer's can their products from the search bar.



# Checkout page

All users have entered their details and address and payment information in the checkout section.

Checkout page\_ST

The screenshot shows a checkout page with the following sections:

- Billing Details:** Fields for First Name\*, Last Name\*, Company Name(Optional), Country / Region\*, Street Address\*, Town/City\*, State\*, Pin code\*, Phone\*, Email Address\*, and a checkbox for Shop to a different address?.
- YOUR ORDER:** A summary table showing:

Product Name * 1	\$25.35
Size M	
Subtotal	\$25.35
Shipping	Free Shipping
<b>TOTAL</b>	<b>\$25.35</b>
- Payment Options:** Radio buttons for Cash on Delivery (selected) and Extra 10% OFF on Prepaid orders - UPI/Gpay/PhonePe/CreditDebit Card/NetBanking.
- Privacy Note:** A note stating that personal data will be used to process the order, support the user's experience, and for other purposes described in the privacy policy.
- Place Order:** A large grey button at the bottom of the right sidebar.

At the bottom of the page, there are footer and copyright sections:

- Footer here
- Copyright here

# Quick View Page

When customer select a product from the website, they must select the size which is in the quick view.

Quick View Page\_ST

The screenshot shows a 'Quick View Page' for a product. At the top, there's a navigation bar with social media icons, a search bar, and user account links. Below the navigation is a large placeholder image for the product. To the right of the image, the product details are listed: 'Product Name', original price '\$35.99', discounted price '\$25.35', and a five-star rating. Below the rating is a size selection section with options for S - 38, M - 40, L - 42, XL - 46, XXL - 48, and XXXL - 50. A dropdown menu shows the current size selected as '1'. There are also 'Select Options' and 'OR' buttons. At the bottom of the page, there are footer and copyright sections.

Free delivery/Pickup on order of \$69 View promo Code

EN/FR Need Help

LOGO NAV Women Men New arrivals Combo On sale

Wish List Search Signin Cart

Product Name  
\$35.99 \$25.35

★ ★ ★ ★ ★

Size  
S - 38 M - 40 L - 42  
XL - 46 XXL - 48 XXXL - 50  
- 1 + Select Options

OR  
Select Options

Browse wishlist  
SKU: N/A  
Categories: Men, Printed shirt, Special Offer  
Share: [Facebook](#) [Twitter](#) [Email](#) [Print](#)

Footer here

Copyright here

# Order status page

Order status page is the last page where user can see their details about orders and thank you message from the website.

Order Status\_ST

Free delivery/Pickup on order of \$69 View promo Code EN/FR Need Help

Logo NAV: Women Men Newarrival Combo Onsale Wish List Search SignIn Cart

1 shopping 2 shopping cart 3 check out 4 order Status

THANK YOU FOR SHOPPING WITH US. YOUR ACCOUNT HAS BEEN CHARGED AND YOUR TRANSACTION IS SUCCESSFUL. WE WILL BE PROCESSING YOUR ORDER SOON.

Order number: 13818  
Date: February 19, 2023  
Total: \$25.35  
Payment method: Cash on delivery

Track Your Order

**Order details**

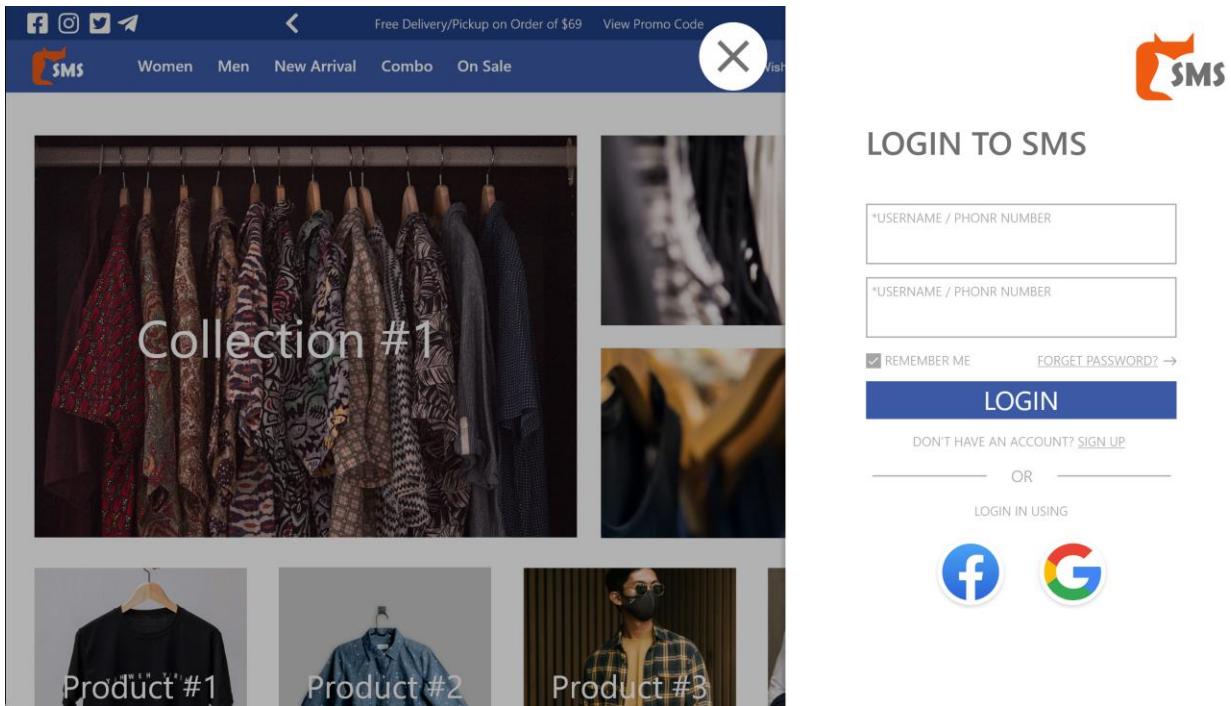
PRODUCT	TOTAL
Black Flower Design Shirt For Men x 1 size: M	\$25.35
Subtotal:	\$25.35
Shipping:	Free shipping
Payment method:	Cash on delivery
TOTAL:	\$25.35

Footer here

Copyright here

# **SMS Online Clothing Store Solution – High-Fidelity Prototypes**

## **Login Page**



The image displays a high-fidelity prototype of an online clothing store's login page. On the left, there is a screenshot of the store's homepage featuring a collection of shirts hanging on a rack, with a large "Collection #1" heading overlaid. Below this are three product thumbnails labeled "Product #1", "Product #2", and "Product #3". The right side shows the login form with fields for "USERNAME / PHONR NUMBER", a "REMEMBER ME" checkbox, a "FORGET PASSWORD?" link, and a "LOGIN" button. It also includes links for "SIGN UP" and "OR" followed by social media login options for Facebook and Google.

Free Delivery/Pickup on Order of \$69 View Promo Code

Women Men New Arrival Combo On Sale

Collection #1

Product #1 Product #2 Product #3

LOGIN TO SMS

\*USERNAME / PHONR NUMBER

\*USERNAME / PHONR NUMBER

REMEMBER ME [FORGET PASSWORD?](#) →

**LOGIN**

DON'T HAVE AN ACCOUNT? [SIGN UP](#)

OR

LOGIN IN USING

# Registration Page

Free Delivery/Pickup on Order of \$69 [View Promo Code](#)

Women Men New Arrival Combo On Sale

Wish

Collection #1

Product #1

Product #2

Product #3

JOIN SMS TODAY!

*USERNAME	✓
*PASSWORD	✓
*REPEAT PASSWORD	✗
*PHONE NUMBER	►
EMAIL	

**SIGN UP**

ALREADY HAVE AN ACCOUNT? [LOGIN](#)

OR

SIGN UP USING

# Chatting Page

Free Delivery/Pickup on Order of \$69 View Promo Code

CSMS Women Men New Arrival Combo On Sale

Maria

Feb 5<sup>th</sup> 2:40 PM

Lore ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lore ipsum dolor sit amet.

Feb 5<sup>th</sup> 2:41 PM

Lore ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.

Feb 5<sup>th</sup> 2:42 PM

Lore ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.

Feb 5<sup>th</sup> 2:45 PM

Lore ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.

Product #1 Product #2 Product #3

Start a New Conversation

# Wishlist

Free Delivery/Pickup on Order of \$69 [View Promo Code](#)

EN/FR [Need Help](#)

[Wish List](#) [Search](#) [Login](#)



## WISHLIST

PRODUCT NAME	UNIT PRICE	STOCK STATE	MANIPULATION
 New White Color Digital Printed Shirt For Female	\$999	✓ In Stock	<a href="#">SELECT OPTION</a> 
 New White Color Digital Printed Shirt For Female	\$999	✓ In Stock	<a href="#">SELECT OPTION</a> 
 New White Color Digital Printed Shirt For Female	\$999	✓ In Stock	<a href="#">SELECT OPTION</a> 

SHARE ON     

# Shopping Cart Page

Free Delivery/Pickup on Order of \$69 [View Promo Code](#)

EN/FR [Need Help](#)

 Women Men New Arrival Combo On Sale [Wish List](#)  Search [Account](#) 

**1 Shopping** ----- **2 Shopping Cart** ----- **3 Checkout** ----- **4 Order Track**

Product ▾	Unit Price ▾	Size ▾	Quantity ▾	Subtotal ▾	
 T-Shirt	\$760.00	<input type="button" value="L"/>	<input type="button" value="-"/> <input type="button" value="1"/> <input type="button" value="+"/>	\$760.00	Subtotal \$2280.00
 T-Shirt	\$760.00	<input type="button" value="L"/>	<input type="button" value="-"/> <input type="button" value="1"/> <input type="button" value="+"/>	\$760.00	Shipping \$0.00
 T-Shirt	\$760.00	<input type="button" value="L"/>	<input type="button" value="-"/> <input type="button" value="1"/> <input type="button" value="+"/>	\$760.00	HST @13% \$296.40
					Total \$2576.40
<a href="#">Proceed to Checkout</a>					   
<a href="#">Pay with Paypal</a>					
<a href="#">Pay with OneCard</a>					

Promot Code  **APPLY**

Payment Security

 **Enjoy Your Shopping**

**COMPANY**  
About  
Branding  
Jobs

**RESOURCES**  
Blog  
Community  
Feedback

**POLICY**  
Terms  
Guidelines  
Moderation

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# Women's Product List

The screenshot displays a mobile application interface for a women's fashion store. At the top, there is a navigation bar with social media icons (Facebook, Instagram, Twitter), a promotional message "Free Delivery/Pickup on Order of \$69 View Promo Code", language options "EN/FR", a "Need Help" button, and user account links for "Wish List", "Search", "Login", and "Cart". Below the navigation is a search bar and filter options for "Category", "Material", "Color", "Size", "Online / Shop", "Sort", and "Recommend". The main content area shows a grid of nine fashion items:

- Row 1:** A woman in a light blue ribbed dress with a wide-brimmed hat and sunglasses. Price: \$369.00, Rating: ★★★★☆.
- Row 1:** A woman in a bright red double-breasted coat. Price: \$369.00, Rating: ★★★★☆.
- Row 1:** A woman in a black outfit with a large black hat. Price: \$369.00, Rating: ★★★★☆.
- Row 2:** A woman in a white top and dark skirt with a patterned scarf. Price: \$369.00, Rating: ★★★★☆.
- Row 2:** A woman in a beige coat and green pants. Price: \$369.00, Rating: ★★★★☆.
- Row 2:** A woman in a denim jacket and pink skirt. Price: \$369.00, Rating: ★★★★☆.
- Row 3:** A woman in a black leather jacket and black pants, sitting on a yellow and white striped barrel. Price: \$369.00, Rating: ★★★★☆.
- Row 3:** A woman in a long beige coat and grey dress. Price: \$369.00, Rating: ★★★★☆.
- Row 3:** A woman in a white sleeveless top and jeans. Price: \$369.00, Rating: ★★★★☆.

At the bottom of the grid is a navigation bar with page numbers from 1 to 27.

The footer features a dark blue background with the following links:

- COMPANY**: About, Brandling, Jobs
- RESOURCES**: Blog, Community, Feedback
- POLICY**: Terms, Guidelines, Moderation

On the left, the SMS logo is displayed with the tagline "Enjoy Your Shopping" and social media icons for Twitter, Facebook, Instagram, and YouTube.

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# Men's Product List

The screenshot shows a grid of men's fashion products. Each item includes a thumbnail image, category (Men's Fashion), price (\$369.00), rating (5 stars), and size options (XS, S, M, L, XL). The products are arranged in five rows:

- Row 1:** Five products featuring men in various styles: black suit, blue suit, dark t-shirt, orange jacket, and a beanie/scarf look.
- Row 2:** Five products featuring men in various styles: a woman walking, grey suit, patterned shirt, brown vest, and a man sitting outdoors.
- Row 3:** Five products featuring men in various styles: black t-shirt, patterned shirt, light suit, red sweater, and two men standing together.
- Row 4:** Five products featuring men in various styles: denim jacket, white t-shirt, dark suit, purple sweater, and two men standing together.
- Row 5:** Five products featuring men in various styles: denim jacket, white t-shirt, dark suit, purple sweater, and two men standing together. The last three are labeled "OUT OF STOCK".

At the bottom, there is a navigation bar with page numbers (1, 2, 3, ..., 27, >).

The footer features a navigation bar with the following links:

- COMPANY**: About, Branding, Jobs
- RESOURCES**: Blog, Community, Feedback
- POLICY**: Terms, Guidelines, Moderation

On the left, there is a logo for "SMS" and social media icons for Twitter, Facebook, Instagram, and YouTube. The center has a message "Enjoy Your Shopping".

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# Home Page

The screenshot shows a shopping website's homepage with a dark blue header bar. The header includes social media icons (Facebook, Instagram, Twitter, and a share icon), promotional text ("Free Delivery/Pickup on Order of \$69" and "View Promo Code"), language options ("EN/FR"), a "Need Help" link, and user account links ("Wish List", "Search", "Login", "Cart"). Below the header are three large image cards labeled "Collection #1", "Collection #2", and "Collection #3", each showing a rack of clothes. Below these are five smaller product cards labeled "Product #1" through "Product #5", each featuring a different garment. A large yellow banner at the bottom is titled "New Arrivals" and contains a "SHOP NOW" button.

Free Delivery/Pickup on Order of \$69 View Promo Code

EN/FR Need Help

Wish List Search Login Cart

Collection #1

Collection #2

Collection #3

Product #1

Product #2

Product #3

Product #4

Product #5

New Arrivals

SHOP NOW

The footer is a dark blue horizontal bar containing the website's logo, social media links, and navigation links. The logo features a stylized orange 'C' followed by the letters 'SMS'. The social media links include Twitter, Facebook, Instagram, and YouTube. The navigation links are organized into four categories: COMPANY (About, Brandling, Jobs), RESOURCES (Blog, Community, Feedback), and POLICY (Terms, Guidelines, Moderation). A copyright notice at the bottom states "Copyright 2023 Conestoga PROG8150 UIDP".

Enjoy Your Shopping

COMPANY

About

Brandling

Jobs

RESOURCES

Blog

Community

Feedback

POLICY

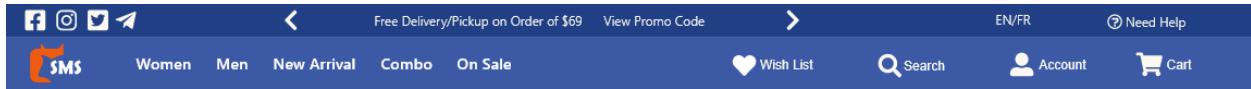
Terms

Guidelines

Moderation

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# Order Information Page



- My Details
- My Address
- My Orders
- My Settings
  
- Need Help ?
- Contact Us

### MY DETAILS

Personal Information

First Name

Last Name

Birth Date

Gender

Contact Information

Email Address

Phone Number

SAVE CHANGE



# Need Help Page



## NEED HELP



### Locate Us

You are never too far away from quick, efficient banking services. Locate your nearest branch or an ATM.

[LOCATE NOW ➔](#)



### Call Us

In case you wish to speak to our phone banking officer for urgent resolution.

[FIND OUT MORE ➔](#)



### Write to Us

Be it an enquiry, feedback or a simple suggestion, write to us & we'll get back to you.

[CLICK HERE ➔](#)



**Enjoy Your Shopping**



### COMPANY

About

Branding

Jobs

### RESOURCES

Blog

Community

Feedback

### POLICY

Terms

Guidelines

Moderation

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# Order Tracking Page



1 Shopping ----- 2 Shopping Cart ----- 3 Checkout ----- 4 Order Track

Order Placed  
Date  
01 DEC

Total Amount  
\$100.99

Address  
262, Lester St,  
N2L 3W5

City  
Waterloo

Order NO.  
# 1514651

## ORDER STATUS: SHIPPED

Estimated Date :- YYYY-MM-DD



Order Placed

Dispatch

Delivered

## SHIPPING INFORMATION

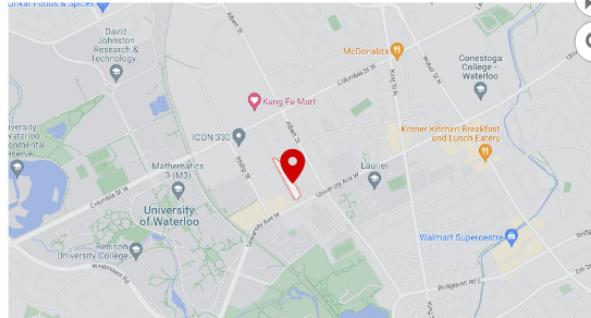
Order No: 1514651

Order Placed Date: 01 Dec

Address: 262, Lester St, N2L 3W5

Bill Amount : \$100.99

Tracking Link: [www.SMS.com/225152156/home/waterloo](http://www.SMS.com/225152156/home/waterloo)



Enjoy Your Shopping



### COMPANY

About

Branding

Jobs

### RESOURCES

Blog

Community

Feedback

### POLICY

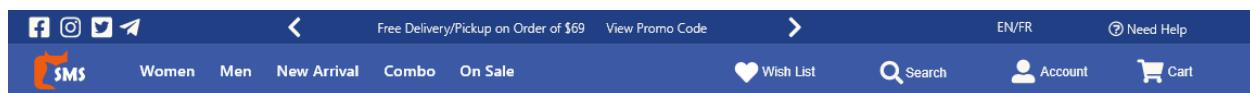
Terms

Guidelines

Moderation

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# User information page



**MY DETAILS**

Personal Information

First Name

Last Name

Birth Date

Gender

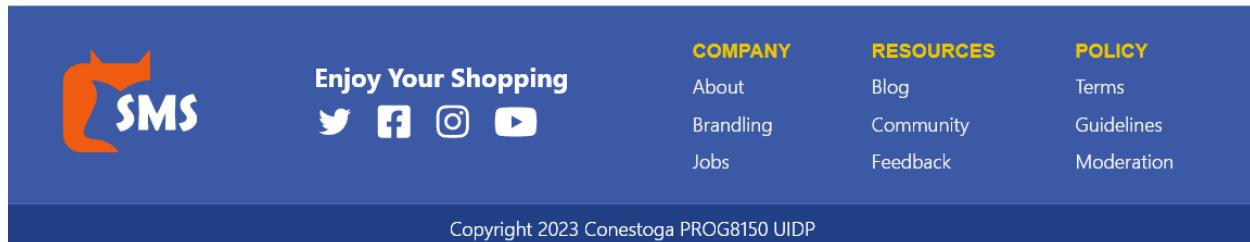
Contact Information

Email Address

Phone Number

**SAVE CHANGE**

↑  
♥  
💬  
🔍



# Search Page

X

What Are You Looking For?....

Search For Product.....

Trending Search: Mens Kids

Popular Categories



Popular Categories



Kids Clothes



T-shirts

# Checkout page

The screenshot shows a checkout process on a website. At the top, there's a header bar with social media icons, delivery options, a promo code link, language selection (EN/FR), help links, and account/cart buttons. Below the header, a navigation bar shows steps: 1 Shopping, 2 Shopping Cart, 3 Checkout (the current step), and 4 Order Track.

**BILLING DETAILS**

\*First Name \_\_\_\_\_ \*Last Name \_\_\_\_\_  
Company Name(Optional)  
\*Country / Region  
\*Street address  
\*Town / City  
\*State / Province  
\*ZIP Code  
\*Phone Number  
Email Address  
 Shipping to a Different Address?  
Additional Notes(Optional)

**YOUR ORDER**

Product Name \* 1  
Size M \$25.35  
Subtotal \$25.35  
Shipping Free Shipping  
**TOTAL** \$25.35

Cash on Delivery  
 Pay with cash upon delivery

Extra 10% OFF on Prepaid orders - UPI / Gpay / PhonePe / CreditDebit Card / NetBanking Extra 10% OFF on Prepaid orders - UPI / Gpay / PhonePe / CreditDebit Card / NetBanking

Your personal data will be used to process your order, support your experience throughout this website, and for other purposes described in our privacy policy.

**PLACE ORDER**

**Enjoy Your Shopping**

**COMPANY**

About  
Branding  
Jobs

**RESOURCES**

Blog  
Community  
Feedback

**POLICY**

Terms  
Guidelines  
Moderation

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# Quick View Page





**Men's Fashion**

~~\$35.99~~ **\$25.35**

★★★★★

S-38 M-40 L-40 XL-42  
2XL-46 3XL-48 4XL-50

 Wish List

**ADD TO CART**

Categories: Men, Printed shirt, On Sale

SHARE ON     

# SMS Online Clothing Store Solution – Metaphors

## Help Page



**NEED HELP**

**Locate Us**  
You are never too far away from quick, efficient banking services. Locate your nearest branch or an ATM.  
[LOCATE NOW ➔](#)

**Call Us**  
In case you wish to speak to our phone banking officer for urgent resolution.  
[FIND OUT MORE ➔](#)

**Write to Us**  
Be it an enquiry, feedback or a simple suggestion, write to us & we'll get back to you.  
[CLICK HERE ➔](#)


## Social Media Sharing Entries



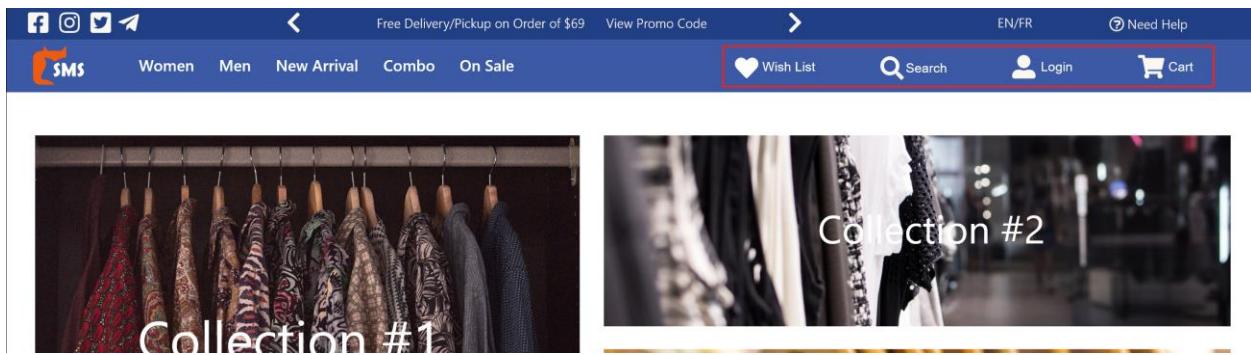
**Enjoy Your Shopping**

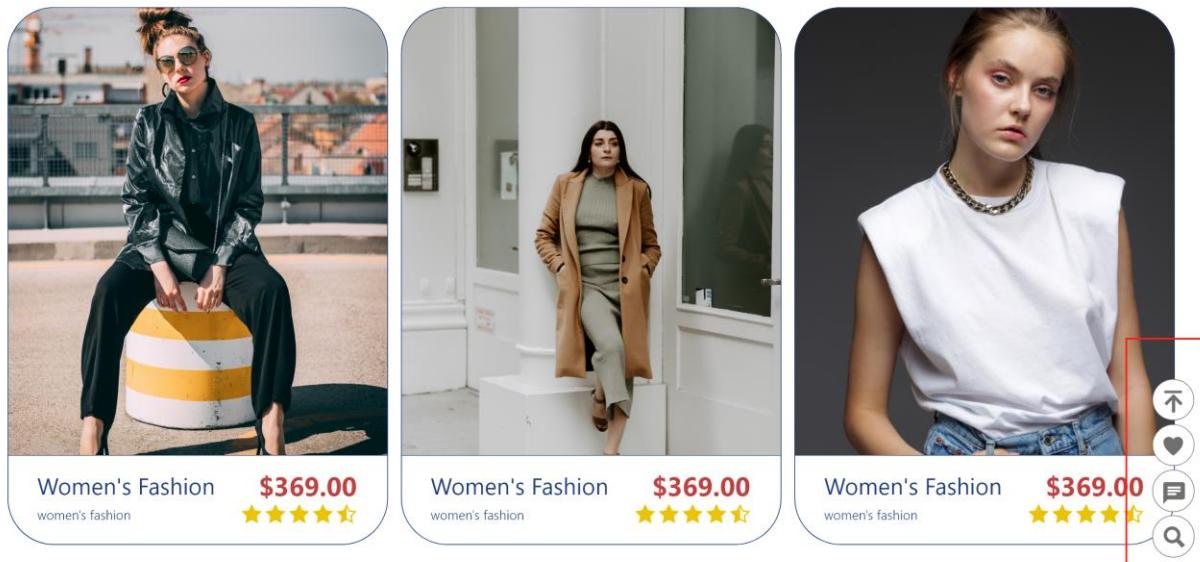
COMPANY	RESOURCES	POLICY
About	Blog	Terms
Branding	Community	Guidelines
Jobs	Feedback	Moderation

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# Navigator Buttons



## Button Group on the Right-bottom Corner



# User Information Page Function Buttons

The screenshot shows a user information page with a sidebar on the left containing six yellow buttons with blue icons and text. To the right is a main content area with sections for personal and contact information, each with two input fields and a 'SAVE CHANGE' button. A vertical column of four circular icons is on the far right.

**Function Buttons:**

- My Details
- My Address
- My Orders
- My Settings
- Need Help ?
- Contact Us

**MY DETAILS**

Personal Information

First Name

Last Name

Birth Date

Gender

Contact Information

Email Address

Phone Number

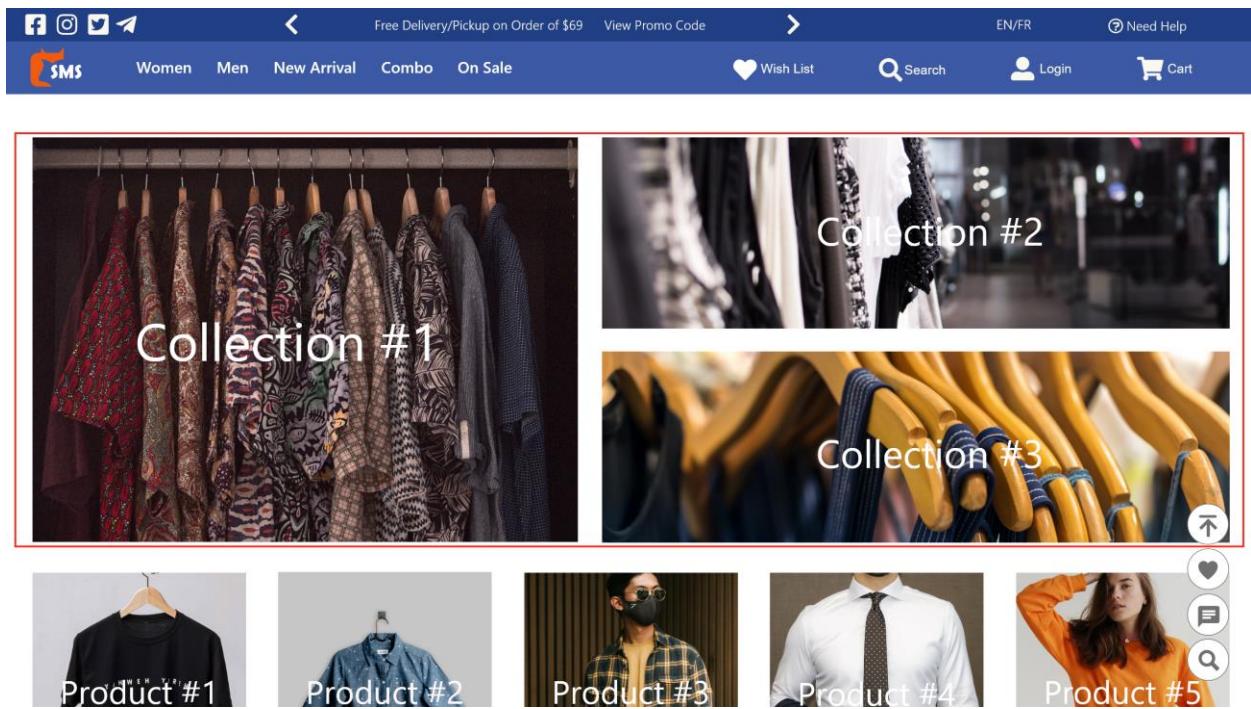
**SAVE CHANGE**

Vertical icons (right side):  
1. Up arrow  
2. Heart  
3. Chat bubble  
4. Search

# SMS Online Clothing Store Solution – Design Patterns

## Visibility

When users visit the website, various categories of clothing are placed in the most obvious position to facilitate users in finding what they need according to their own requirements.



## Mapping

In the order tracking section, the UI components match the display of the shopping process with the delivery process in the real world.

The screenshot shows a web interface for an e-commerce platform. At the top, there's a navigation bar with a logo, 'Women', 'Men', 'New Arrival', 'Combo', 'On Sale', 'Wish List' (with a heart icon), 'Search' (with a magnifying glass icon), 'Account' (with a user icon), and 'Cart' (with a shopping cart icon). Below the navigation bar, a horizontal sequence of four numbered circles indicates the progression: 1 Shopping, 2 Shopping Cart, 3 Checkout, and 4 Order Track. Underneath this sequence are five yellow rectangular boxes containing order details:

- Order Placed**  
Date  
01 DEC
- Total Amount**  
\$100.99
- Address**  
262, Lester St,  
N2L 3W5
- City**  
Waterloo
- Order NO.**  
# 1514651

Below these details, the text "ORDER STATUS: SHIPPED" is displayed in bold capital letters. Underneath it, the text "Estimated Date :- YYYY-MM-DD" is shown. A horizontal timeline below the status shows three stages: "Order Placed" (with a checkmark icon), "Dispatch" (with a truck icon), and "Delivered" (with a house icon). To the right of the timeline are four circular icons: an upward arrow, a heart, a speech bubble, and a magnifying glass. At the bottom left, the text "SHIPPING INFORMATION" is followed by a map showing a delivery route from "David Johnston Research & Technology" to "McDonald's".

## Consistency

The similar design is used in the areas where users need to enter information to achieve the same task.

### BILLING DETAILS

*First Name	*Last Name
Company Name(Optional)	
*Country / Region	
*Street address	
*Town / City	
*State / Province	

\*ZIP Code

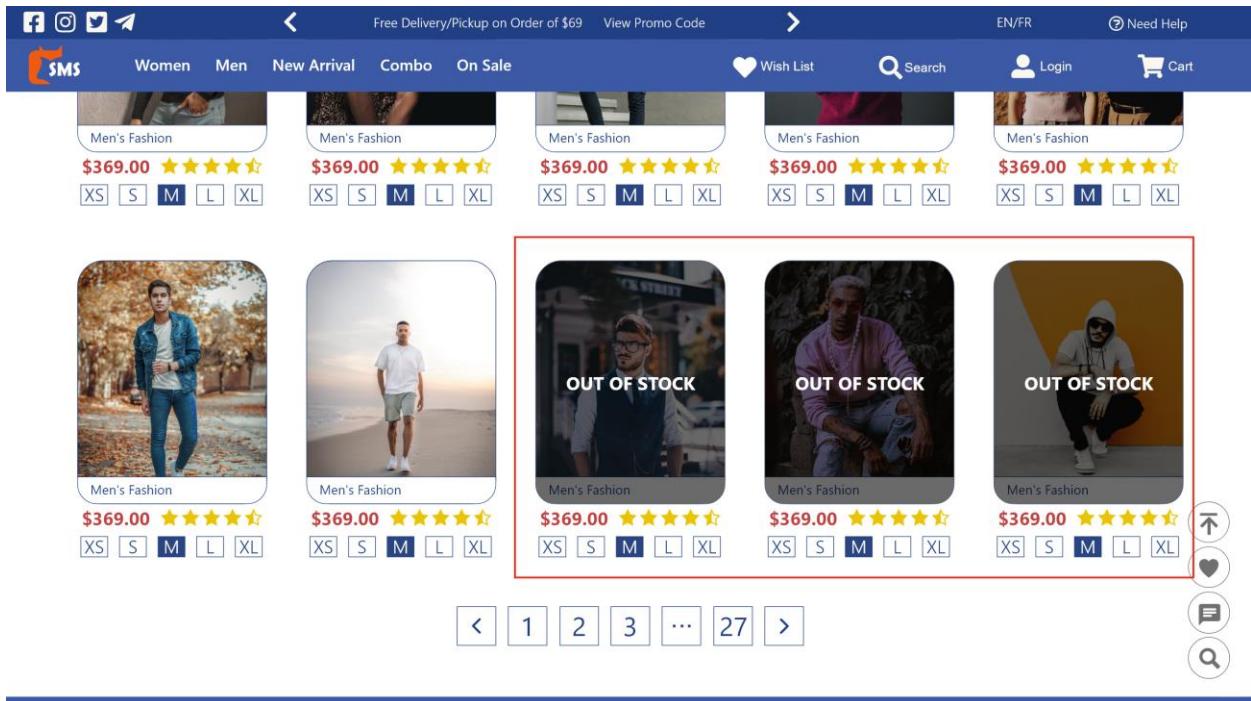
### YOUR ORDER

Product Name * 1 Size M	\$25.3!
Subtotal	\$25.3!
Shipping	Free Shipping
<b>TOTAL</b>	<b>\$25.3!</b>
<input checked="" type="radio"/> Cash on Delivery	
<input type="radio"/> Pay with cash upon delivery	

Extra 10% OFF on Prepaid orders - UPI / Gpay /

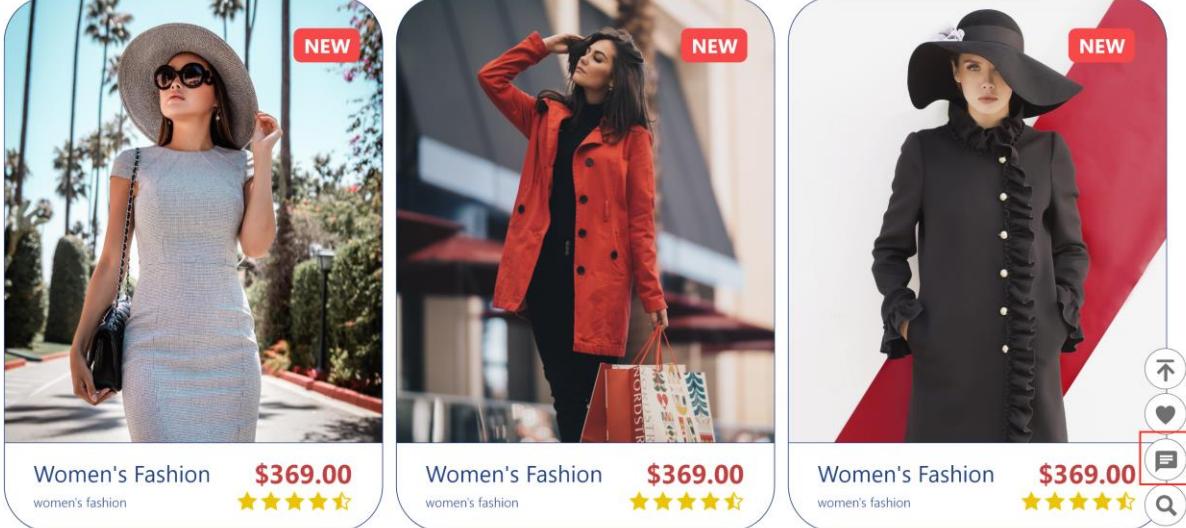
## Constraint

When a product is out of stock, its UI interface will be noticeably different compared to other products, and users will not be able to add the product to the shopping cart and checkout.

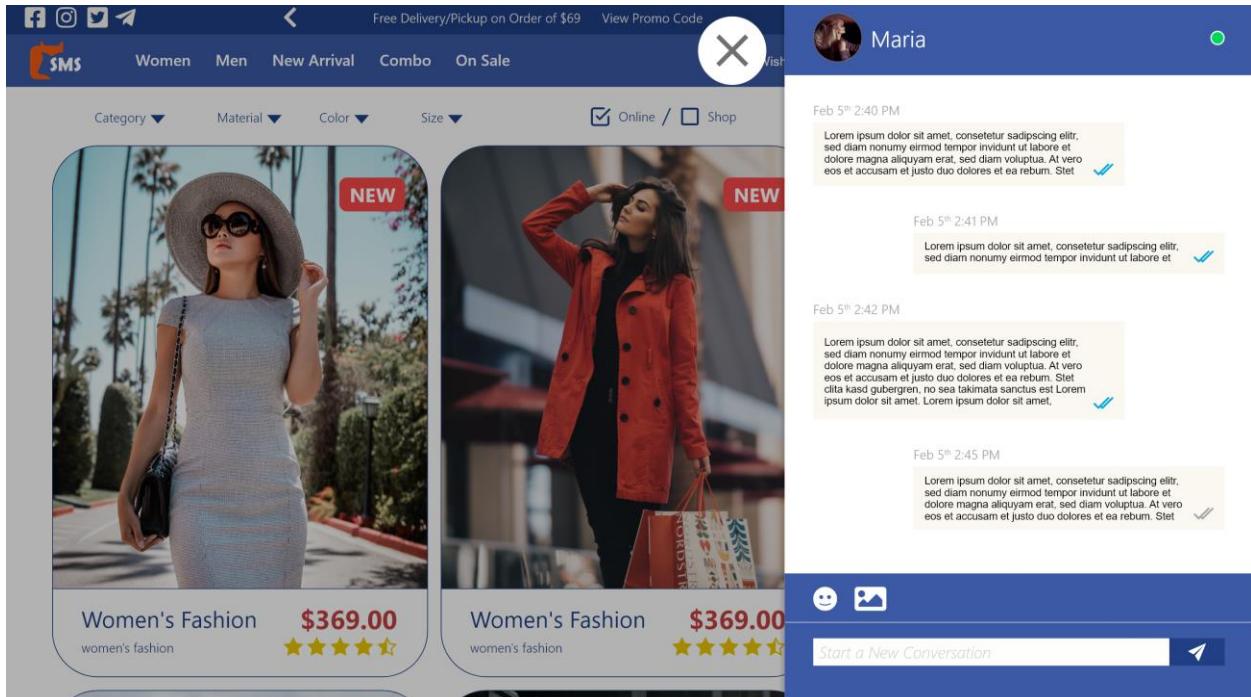


## Feedback

When the user clicks on the navigation button, the relevant overlay will immediately appear, providing the users with a good interactive experience



The screenshot shows a product grid with three items. The third item, a woman in a black coat, has a red 'NEW' badge. A feedback overlay is displayed, featuring a message icon, a magnifying glass icon, and a close button.

The screenshot shows a user profile for 'Maria'. The message history includes three messages from 'Maria' and two responses from another user. A 'Start a New Conversation' button is visible at the bottom.

# SMS Online Clothing Store Solution – Usability principles

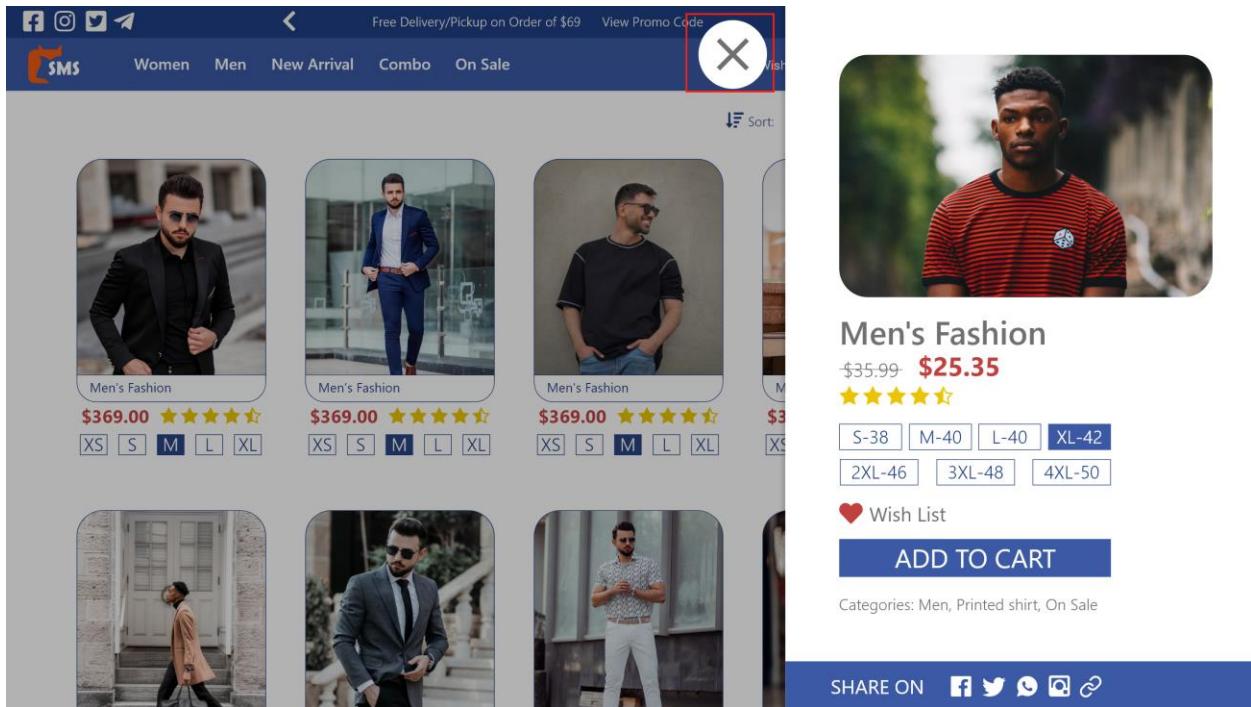
## Visibility of system status

The system should always keep users informed about what is going on through appropriate feedback within reasonable time.

The screenshot shows the SMS Online Clothing Store website. At the top, there is a navigation bar with social media icons, a search bar, and links for 'EN/FR', 'Need Help', 'Wish List', 'Account', and 'Cart'. Below the navigation bar, there is a menu with categories: Women, Men, New Arrival, Combo, and On Sale. A red box highlights four numbered steps: 1 Shopping, 2 Shopping Cart, 3 Checkout, and 4 Order Track. Below these steps, five yellow boxes provide specific order details: Order Placed (Date: 01 DEC), Total Amount (\$100.99), Address (262, Lester St, N2L 3W5), City (Waterloo), and Order NO. (# 1514651). Further down, the ORDER STATUS: SHIPPED section shows a timeline with three stages: Order Placed (checkmark icon), Dispatch (truck icon), and Delivered (house icon). To the right of the timeline are three small circular icons: an upward arrow, a heart, and a speech bubble. Below the timeline, the SHIPPING INFORMATION section includes a map showing the delivery address near David Johnston Research & Technology and McDonald's.

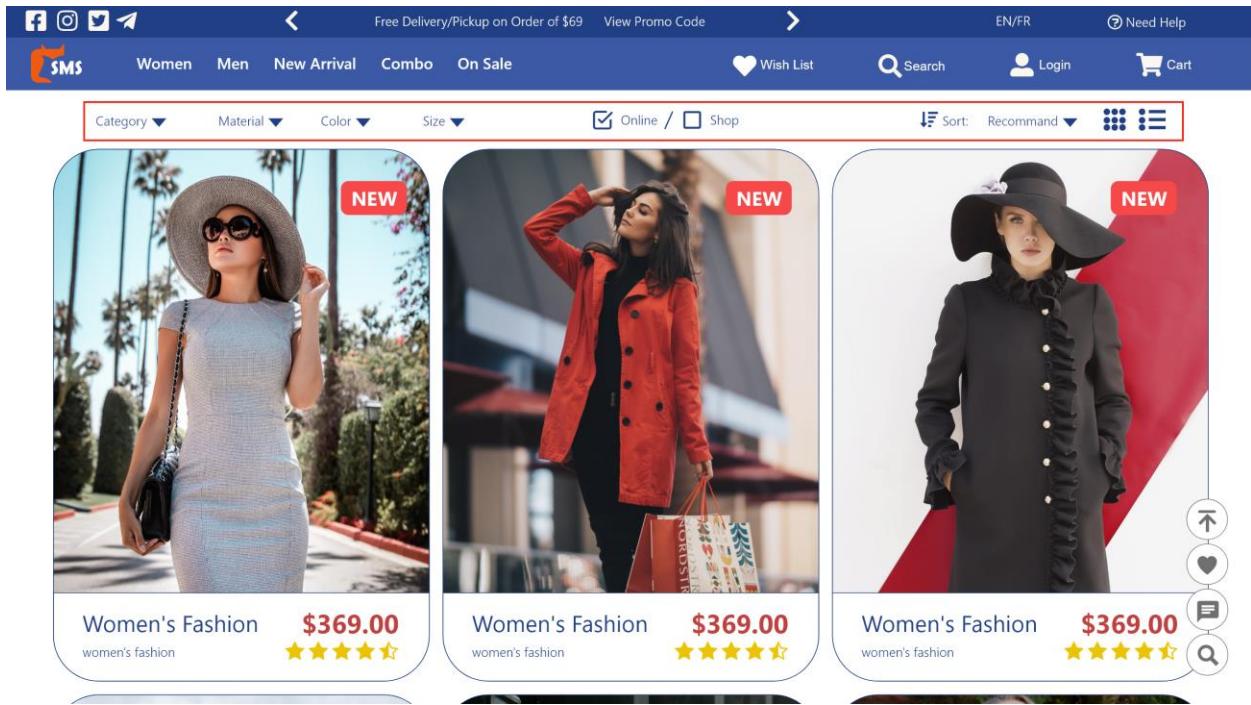
# User control and freedom

Users often choose system function by mistake and will need a clearly marked “emergency exit” to leave the unwanted state without having to go through an extended dialogue. Support undo and redo.



# Consistency and standards

To minimize the learning requirements for users, The website use common interface elements such as icons those have already been widely used by many websites, and this pattern has been industry standards.



# Error prevention

When registering, the user needs to enter a password and repeat it. If the two passwords entered are different, the process should clearly prompt the user that their entered passwords are incorrect. This is an error prevention mechanism.

The image shows a screenshot of a website for a clothing store named "SMS". The top navigation bar includes links for Facebook, Instagram, Twitter, and a search icon. It also features promotional offers like "Free Delivery/Pickup on Order of \$69" and "View Promo Code". Below the navigation, there are categories: Women, Men, New Arrival, Combo, and On Sale. A large banner on the left displays a collection of shirts with the text "Collection #1". To the right of the banner is a sign-up form titled "JOIN SMS TODAY!". The form consists of several input fields: "USERNAME" with a green checkmark, "PASSWORD" with a green checkmark, "REPEAT PASSWORD" which contains a red "X" and is highlighted with a red border, "PHONE NUMBER" with a green checkmark, and "EMAIL" with a green checkmark. Below the fields is a blue "SIGN UP" button. At the bottom, there's a link "ALREADY HAVE AN ACCOUNT? [LOGIN](#)". There are also social media links for "SIGN UP USING" Facebook and Google.

Collection #1

Product #1      Product #2      Product #3

JOIN SMS TODAY!

\*USERNAME ✓

\*PASSWORD ✓

\*REPEAT PASSWORD ✗

\*PHONE NUMBER >

EMAIL

SIGN UP

ALREADY HAVE AN ACCOUNT? [LOGIN](#)

OR

SIGN UP USING

f G

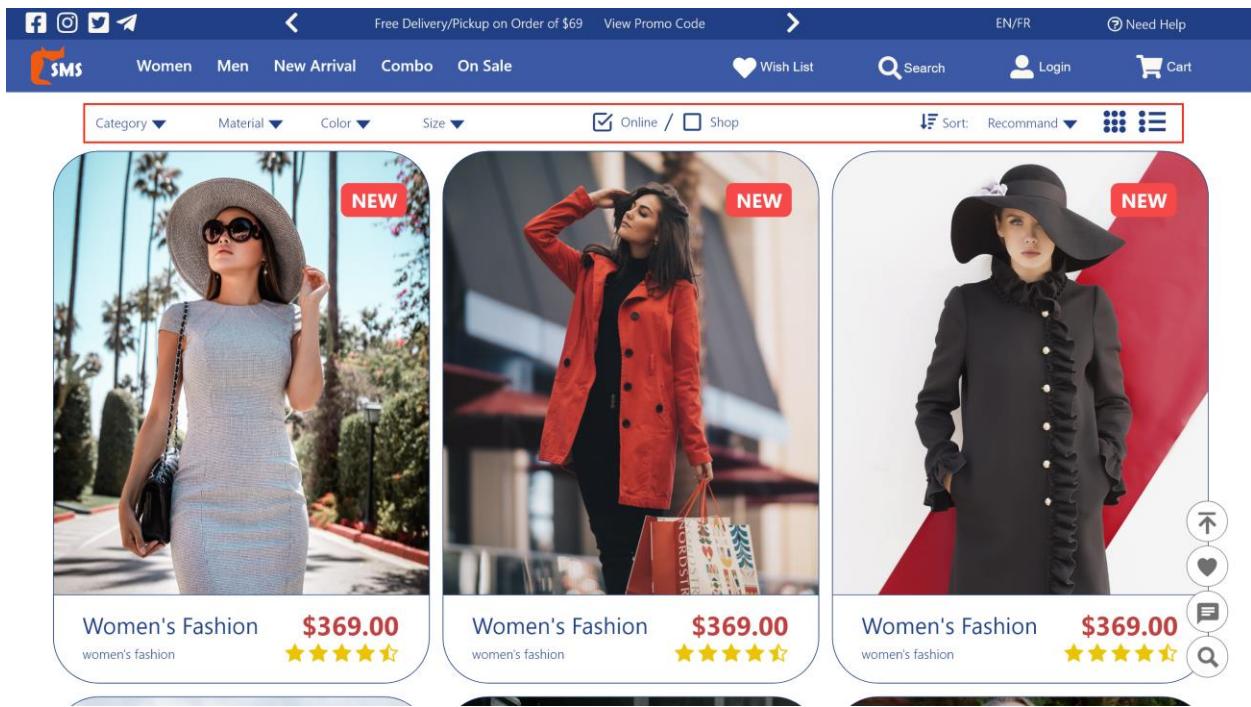
# Recognition Rather Than Recall

When users search, the search page displays current search trends as reminders, which facilitates the user.

The screenshot shows a shopping website's search interface. At the top, there are social media sharing icons, promotional banners for free delivery and a promo code, language selection (EN/FR), and a 'Need Help' link. Below the header, a navigation bar includes links for Women, Men, New Arrival, Combo, and On Sale, along with Wish List, Search, Account, and a shopping cart icon. A large blue banner asks "What Are You Looking For?...." and features a search bar with the placeholder "Search For Product....." and a magnifying glass icon. Below the search bar is a "Trending Search" section with buttons for Mens and Kids. The main content area is titled "Popular Categories" and contains three images: a row of colorful shirts labeled "Popular Categories", a group of three children laughing labeled "Kids Clothes", and a row of green t-shirts labeled "T-shirts".

# Flexibility and Efficiency of Use

System should incorporate accelerators, which are unseen to the new user, but that allow the expert user to navigate faster with frequent actions.



# Aesthetic and Minimalist Design

The webpage avoids distracting elements that are not needed. There are necessary things or options were added in the wish list part.

The screenshot shows a clean, minimalist design for a wishlist page. At the top, there's a dark blue header bar with social sharing icons, promotional text ("Free Delivery/Pickup on Order of \$69 View Promo Code"), language options ("EN/FR"), a "Need Help" link, and account navigation. Below the header is a large blue banner with a heart icon and the word "WISHLIST". The main content area has a white background and features a table for managing items. The table has columns for "PRODUCT NAME", "UNIT PRICE", "STOCK STATE", and "MANIPULATION". Each row contains an image of a product, its name ("New White Color Digital Printed Shirt For Female"), its price (\$999), its stock status ("In Stock" with a green checkmark), and two buttons: "SELECT OPTION" and a red trash can icon. At the bottom of the page is a blue footer bar with "SHARE ON" and social media icons for Facebook, Twitter, WhatsApp, and others.

PRODUCT NAME	UNIT PRICE	STOCK STATE	MANIPULATION
New White Color Digital Printed Shirt For Female	\$999	✓ In Stock	<a href="#">SELECT OPTION</a>
New White Color Digital Printed Shirt For Female	\$999	✓ In Stock	<a href="#">SELECT OPTION</a>
New White Color Digital Printed Shirt For Female	\$999	✓ In Stock	<a href="#">SELECT OPTION</a>

SHARE ON

# Help and Documentation

In the webpage, error messages are expressed in plain language (no codes), precisely indicate the problem, and constructively suggest a solution.



## NEED HELP



### Locate Us

You are never too far away from quick, efficient banking services. Locate your nearest branch or an ATM.

[LOCATE NOW ➔](#)



### Call Us

In case you wish to speak to our phone banking officer for urgent resolution.

[FIND OUT MORE ➔](#)



### Write to Us

Be it an enquiry, feedback or a simple suggestion, write to us & we'll get back to you.

[CLICK HERE ➔](#)

