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Overview

Painter's Paradise wants to enhance its user experience by integrating a student discount feature into its website. This feature will cater to teachers and registered students from K-12 schools and universities. We will be providing a seamless discount experience during their purchases.

User-Centered Approach

Understanding User Needs

- User Persona: Develop user personas for teachers and students to understand their preferences, behaviours, and pain points.
- User Interviews: Conduct interviews with students to gather insights into their thoughts on student discounts.

Competitive Analysis

- Analyze Nike's minimalist UI design to understand how a clean and simple interface can enhance user interactions.
- Study Basecamp's implementation of student discounts to identify successful elements.

Design Process

1. Brainstorming
   a. Brainstorm to generate ideas on how to seamlessly integrate the student discount feature while maintaining the website's aesthetic appeal.
   b. Talk to developers in prototyping sessions to explore multiple possibilities.
2. Wireframing
   a. Create low-fidelity wireframes to visualize the placement of the student discount feature on the website.
3. User Testing
   a. Build interactive prototypes based on wireframes and conduct usability testing with a user group of students.
   b. Gather feedback from users to refine the design.
4. Visual Design
   a. Add minimalist design principles inspired by Nike (clean layouts, intuitive navigation, and visually appealing elements)

Development Phase

Collaboration between Design and Development

- Agile Development for continuous collaboration between designers and developers.
- Implement the student discount feature incrementally.

User Authentication Integration

- Create robust error handling for dress potential authentication issues.

Testing and Optimization

- Conduct A/B testing to compare different versions of the student discount feature and identify the most effective design.

Evaluation Metrics

1. Monitor user interactions with the student discount feature using analytics tools.
2. Iterate on the design based on user feedback and evolving needs.
3. Ensure the method is scalable to accommodate future enhancements and changes in user requirements.