# Experiment No. 7
## To Create a Website Design for selling Farm grown vegetables/grains by Farmers directly to the consumers

**Q1) Complete Description of SCAMPER technique based on your Project.**

1. Substitute
   - Give a detailed analysis of the sale to the seller instead of just providing the list of orders
   - Provide a seamless navigation with clear buttons instead of the old dull buttons

2. **C**ombine
   - Using attractive and fresh vegetable and fruit images to increase the click ratio

3. **A**dapt
   - Providing the menu with similar features like the old one but improving the spacing, colors and fonts

4. **M**odify
   - Adding filter options like price, rating, quality to improve user experience.

5. **P**ut to use another
   - Provide a common Orders page for admin and customer

6. **E**liminate
   - I can remove the See More option from the Menu page without altering its function

7. **R**everse
   - Customers can pay before receiving the order instead of cash on delivery

**Q2) What things have you kept in mind while designing the App.**
- Quality should be greater than the quantity of the materials provided
- Using vivid, exciting colors
- Keeping the UI clean
- Using familiar icons

**Q3) Link to the App you have referred to analyze the competition?**
- **https://thefarmeronline.com/**
- **https://www.gofarmz.com/**
- **https://go4fresh.in/**

**4) Write down your design goals which you have thought earlier while doing the above activity.**
- Color Combination and clean : We ensured that the color contrast and combination is not too distractive and flashy nor too dull. We also made sure that the profile looks neat by keeping things spaced out and using white color to ensure neatness.
- Familiarity : Users should naturally and instinctively understand and comprehend the system.

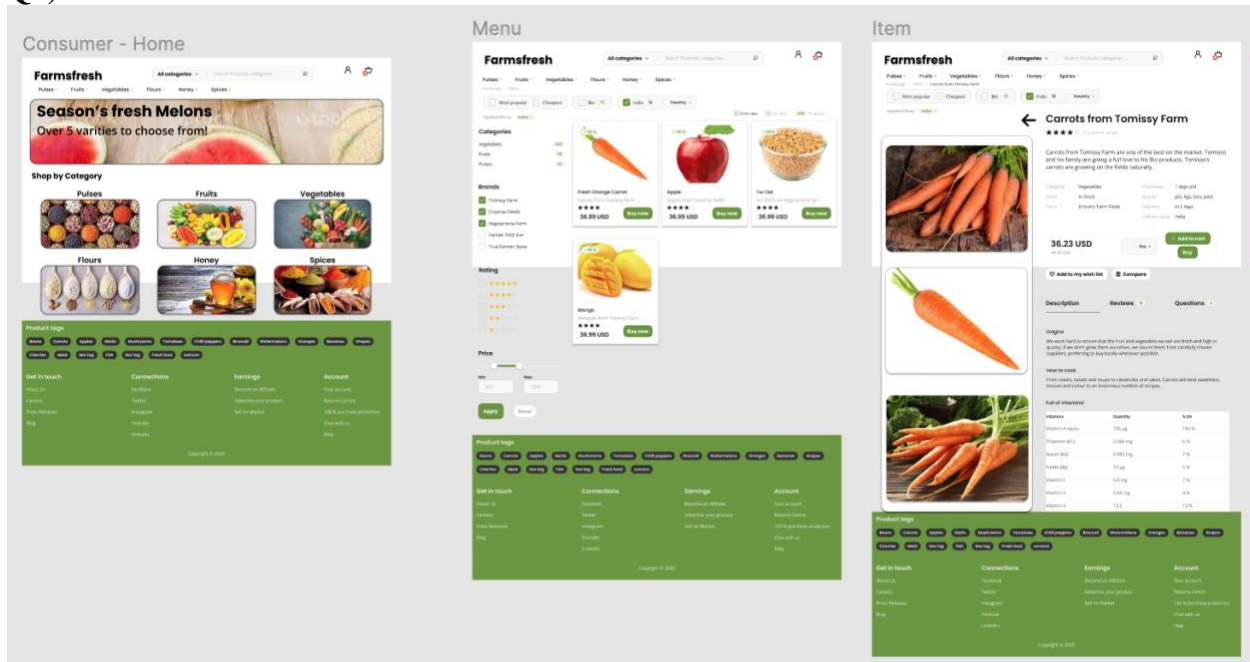| | |
|---|---|
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- Responsive : The interface should work fast. Waiting for things to load and using laggy and slow interfaces is frustrating.

- Clarity: Clarity is the most important element of user interface design. If people can't figure out how the application works or where to go on your website they'll get confused and frustrated.

- Consistent : Consistent interfaces allow users to develop usage patterns – they'll learn what the different buttons, tabs, icons and other interface elements look like and will recognize them and realize what they do in different contexts.
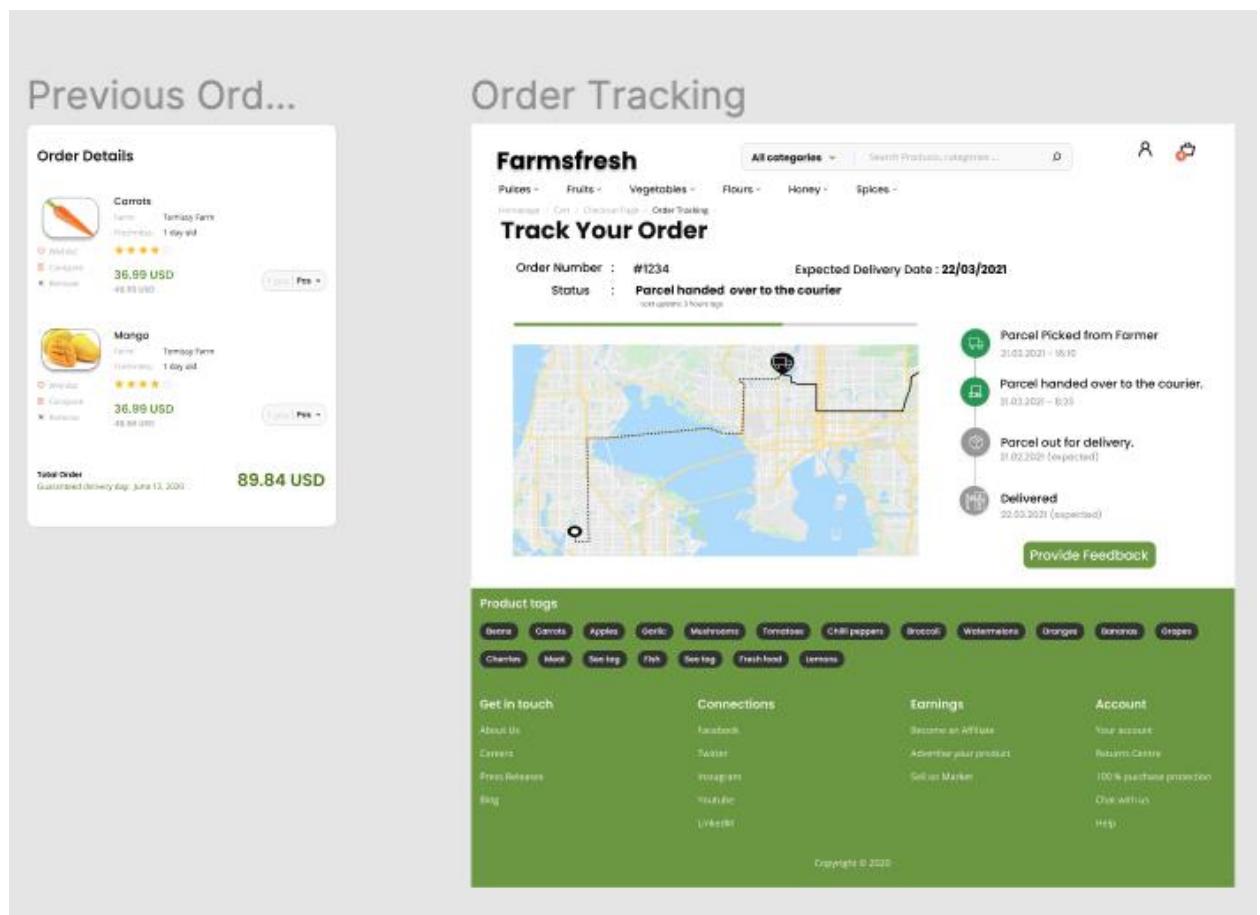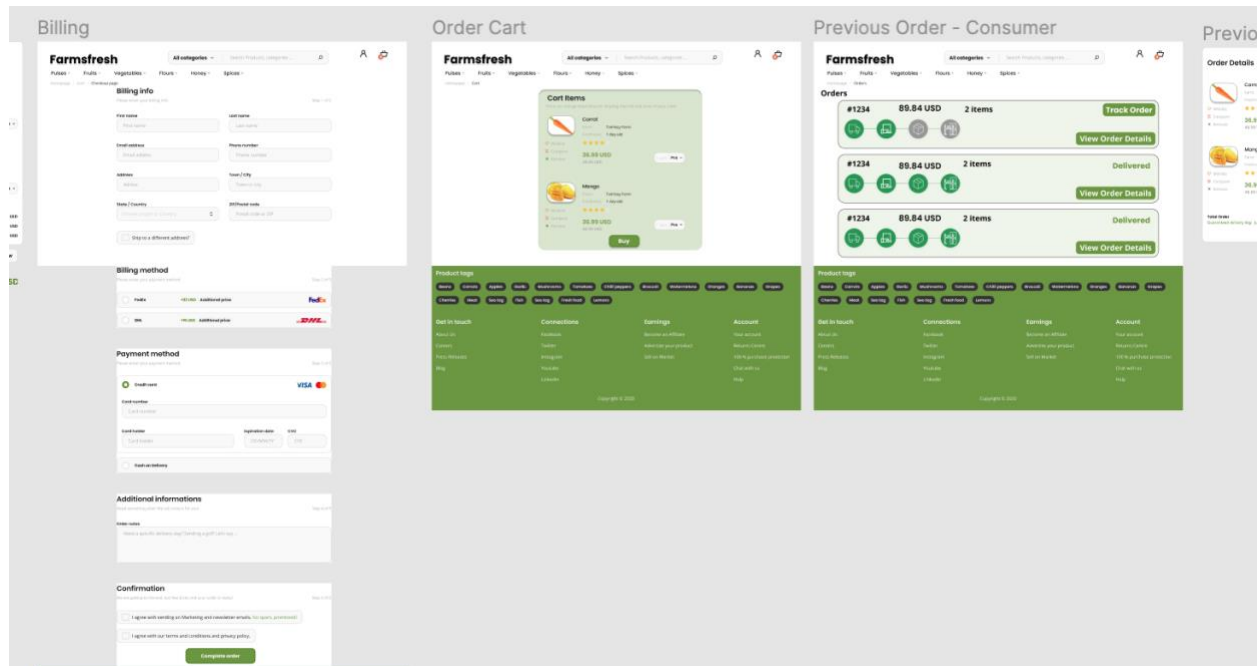
## Q5) Screenshots of UI made



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**Experiment No. 7**
**To Create a Website Design for selling Farm grown vegetables/grains by Farmers directly to the consumers**
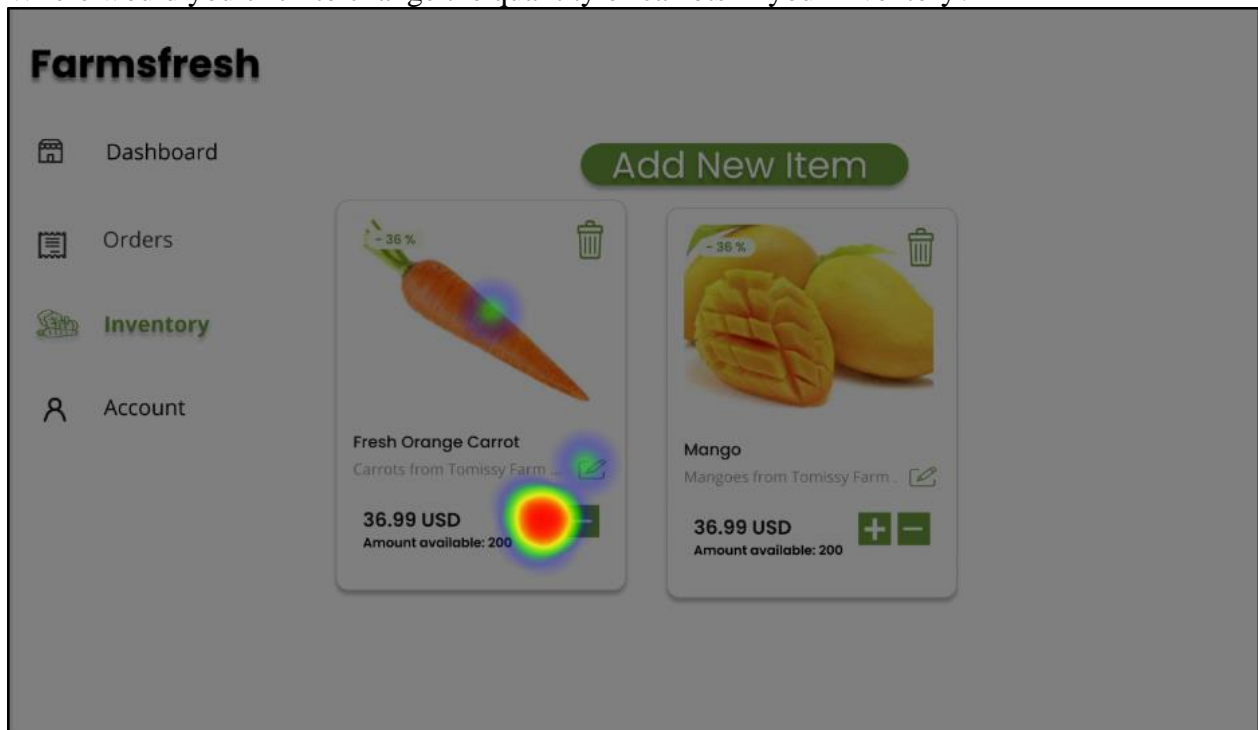
**Q6) Link of Figma file**
https://www.figma.com/file/lZuF6e6wbqjJrxWmdx6fAD/EXP7?node-id=0%3A1

**Q7) Usability Testing link and Excel sheet(csv file) of the results.**

**1. First Click Test:**

Where would you click to change the quantity of carrots in your inventory?

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Were you able to find the increase/decrease buttons?

Totals    Answers 12

| Yes | 92% | 11 |
| No | 8% | 1 |
| Other | 0% | 0 |

○ 1b. Radio buttons question

What do you want to change about the buttons?

Totals    Answers 12

| Nothing | 67% | 8 |
| Size | 25% | 3 |
| Colour | 8% | 1 |
| Position | 0% | 0 |
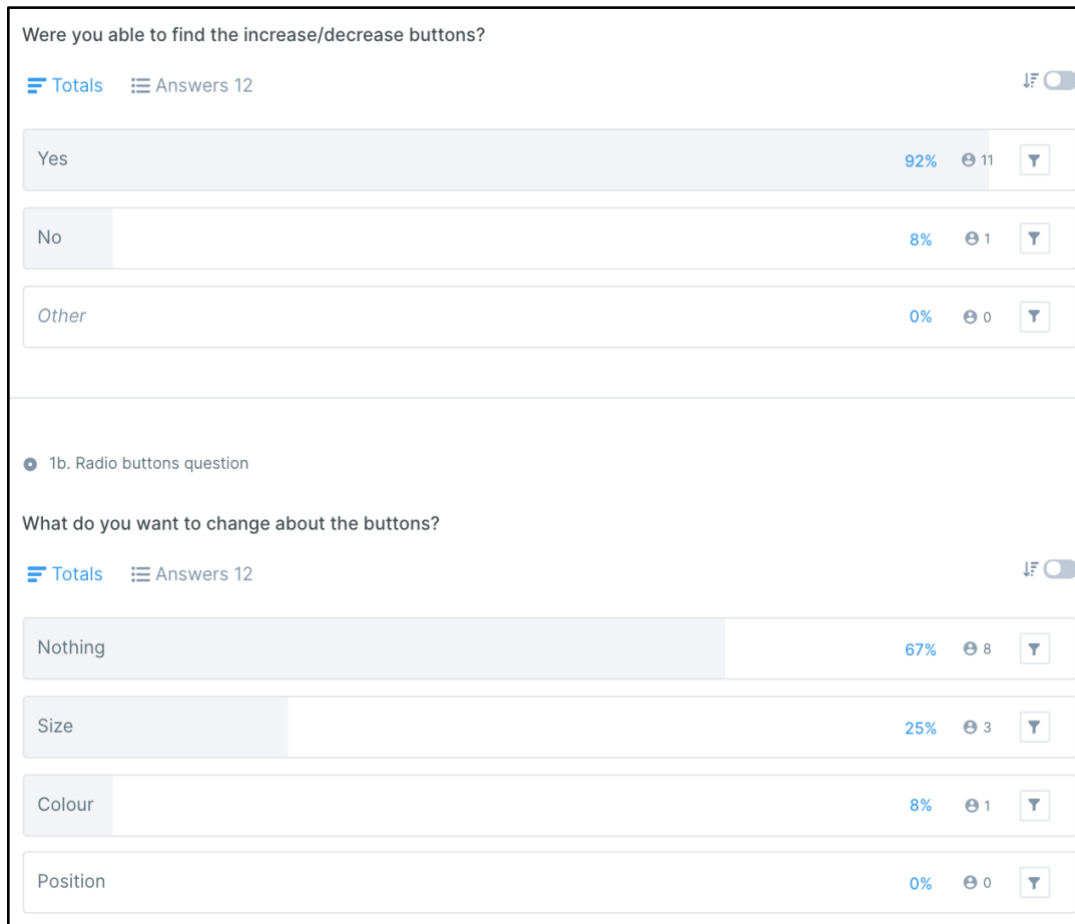
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**Yash Gandhi**      **2017140014**

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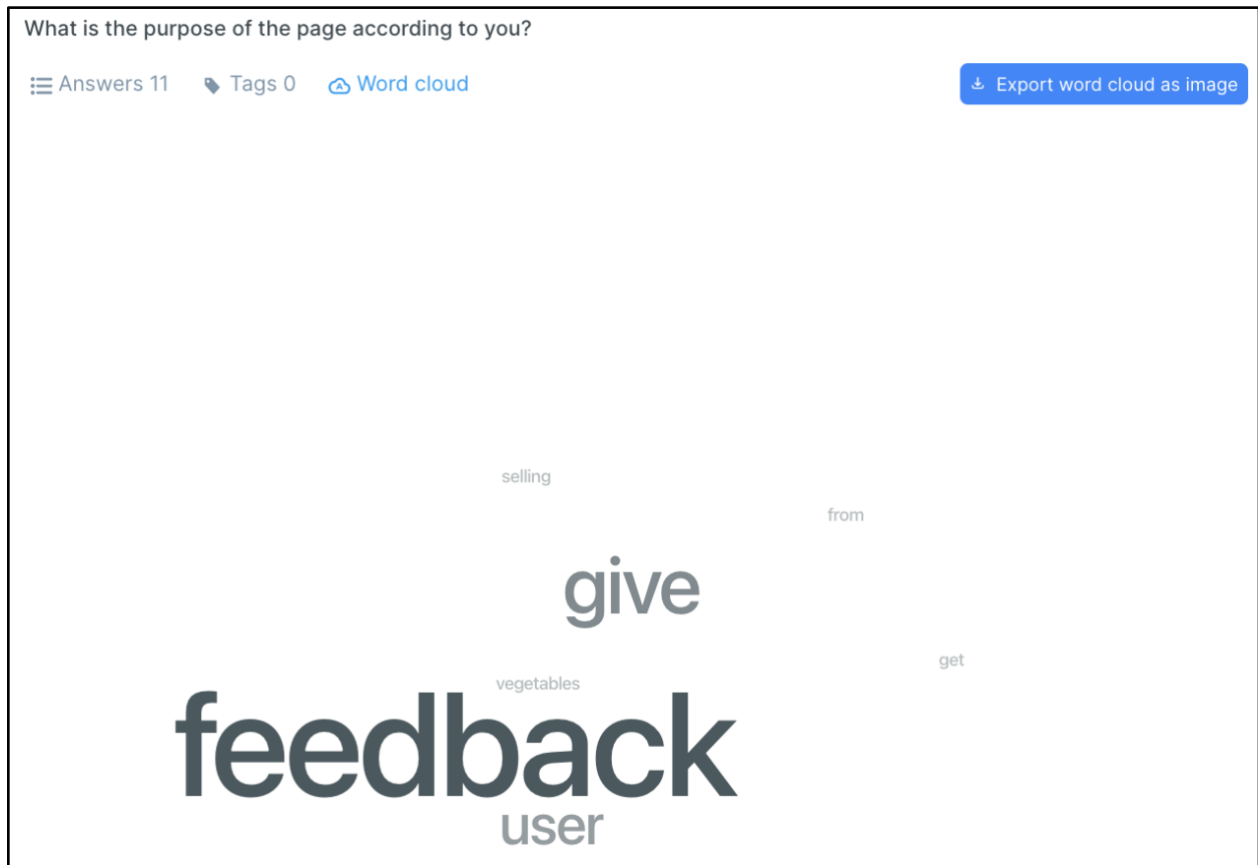
### 2. Design Questions:

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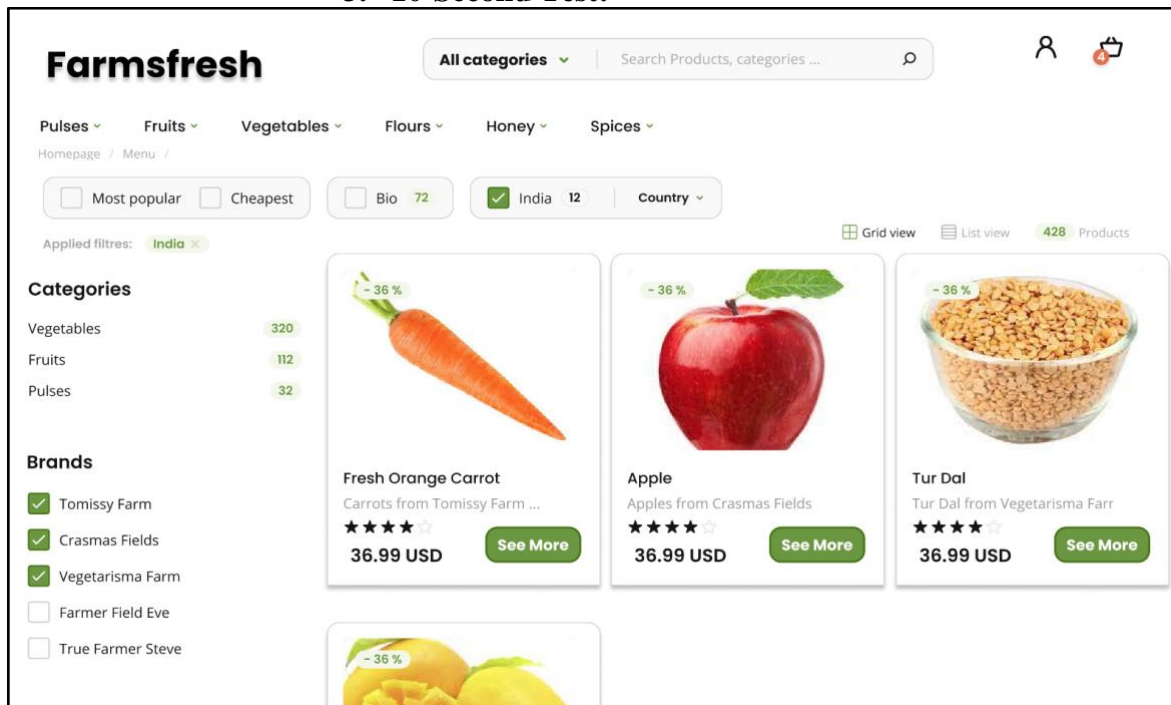Yash Gandhi      2017140014

# Experiment No. 7
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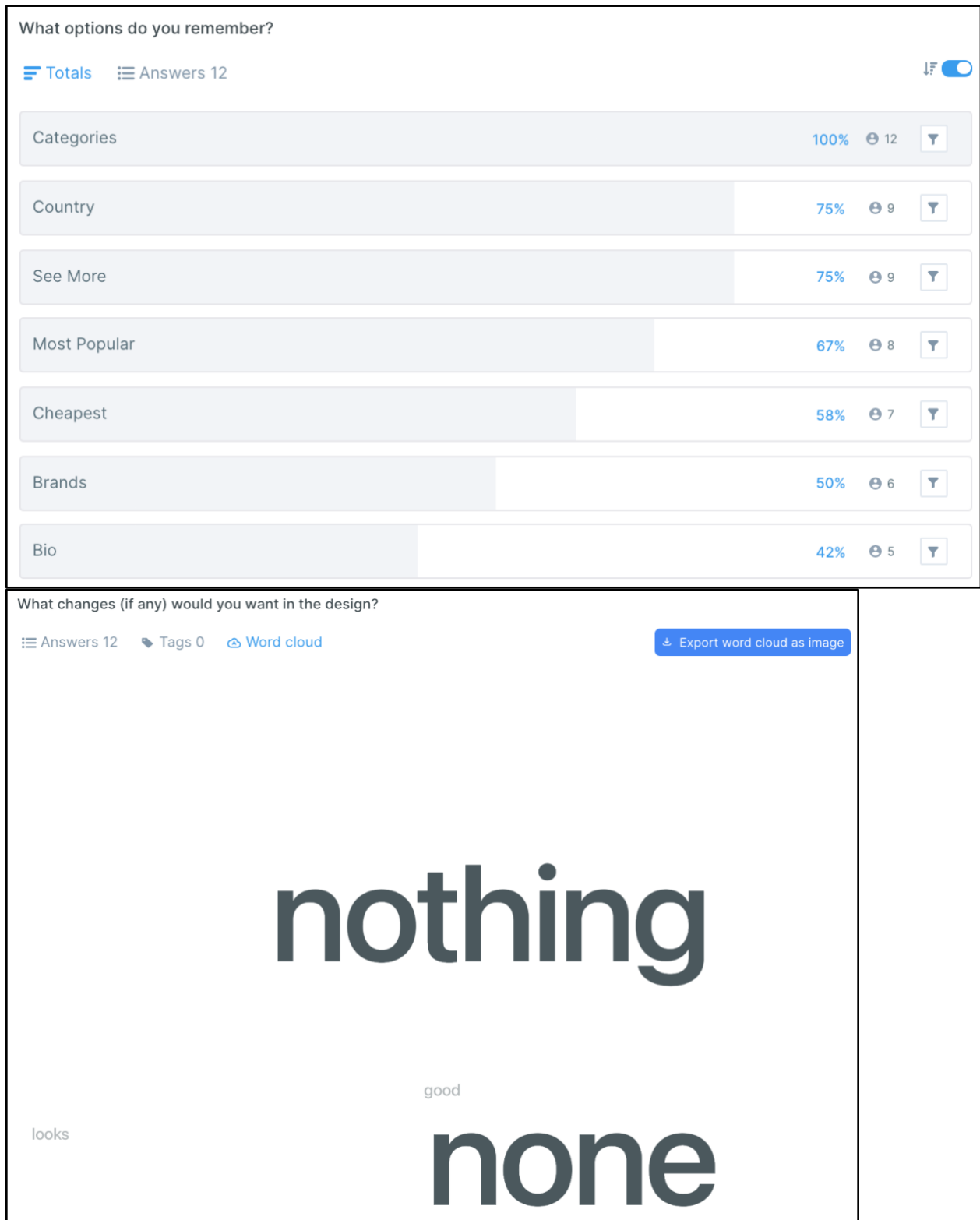What is the purpose of the page according to you?

≡ Answers 11    🏷 Tags 0    ☁ Word cloud                    ⬇ Export word cloud as image

selling

from

give

get

vegetables

feedback
user

## 3.  10-Second Test:



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What options do you remember?

Totals    Answers 12

| Categories | 100% | 12 |
|---|---|---|
| Country | 75% | 9 |
| See More | 75% | 9 |
| Most Popular | 67% | 8 |
| Cheapest | 58% | 7 |
| Brands | 50% | 6 |
| Bio | 42% | 5 |

What changes (if any) would you want in the design?

Answers 12    Tags 0    Word cloud    Export word cloud as image

# nothing

good

## none

looks

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**Yash Gandhi**        **2017140014**

### 4. Navigation Test:

Add some carrots and complete the order. Then, give a good feedback for the order.

| | | | | | |
|---|---|---|---|---|---|
| Step 1 | | 4s | 100% | 0% | Show details |
| Step 2 | | 4s | 100% | 0% | Show details |
| Step 3 | | 5s | 83% | 17% | Show details |
| Step 4 | | 2s | 100% | 0% | Show details |
| Step 5 | | 3s | 100% | 0% | Show details |
| Step 6 | | 2s | 80% | 20% | Show details |

ℹ A total **67%** of participants completed all steps in an average of **20 seconds**.

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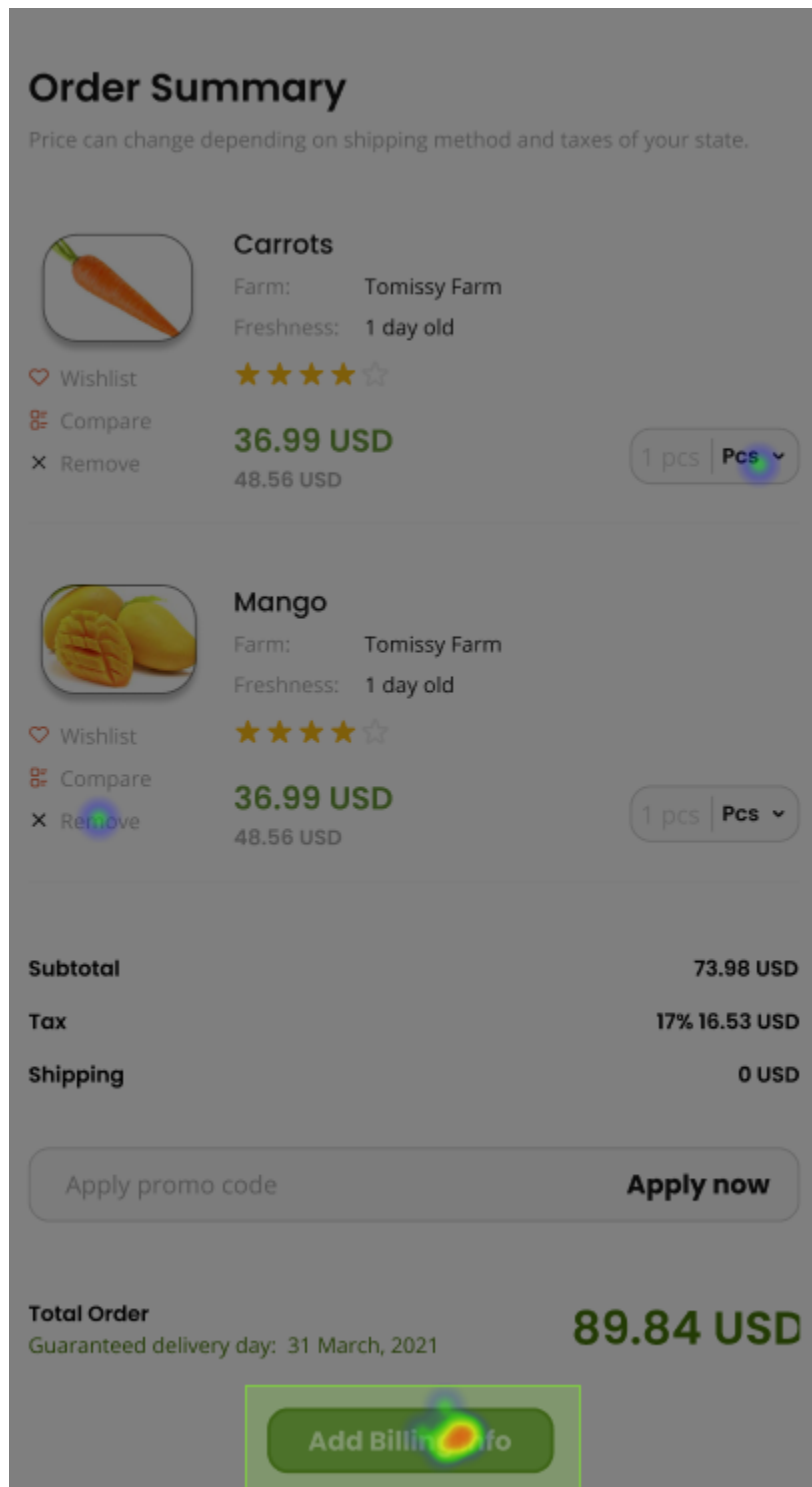
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| | |
|---|---|
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| **Yash Gandhi** | **2017140014** |
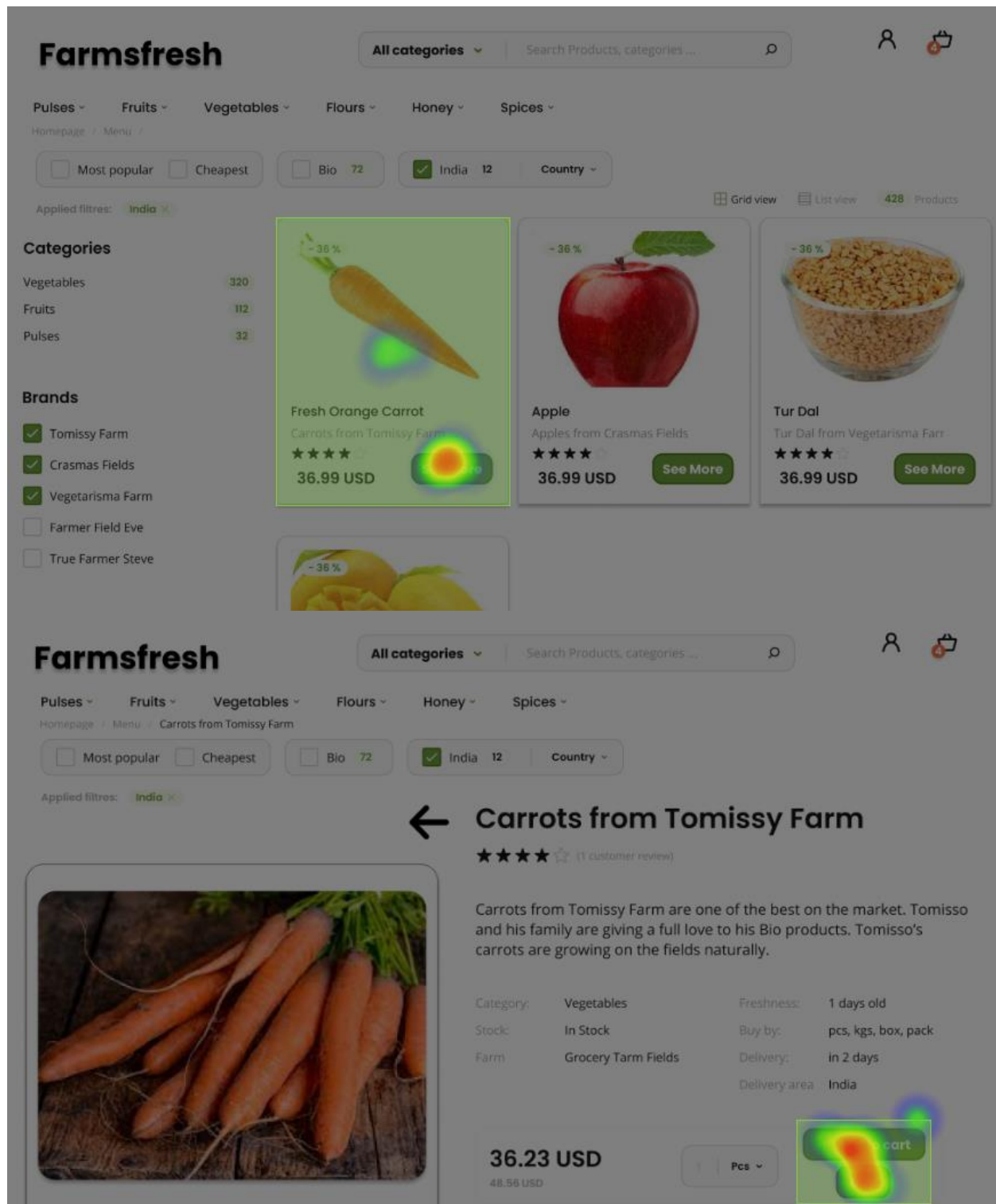
# Experiment No. 7
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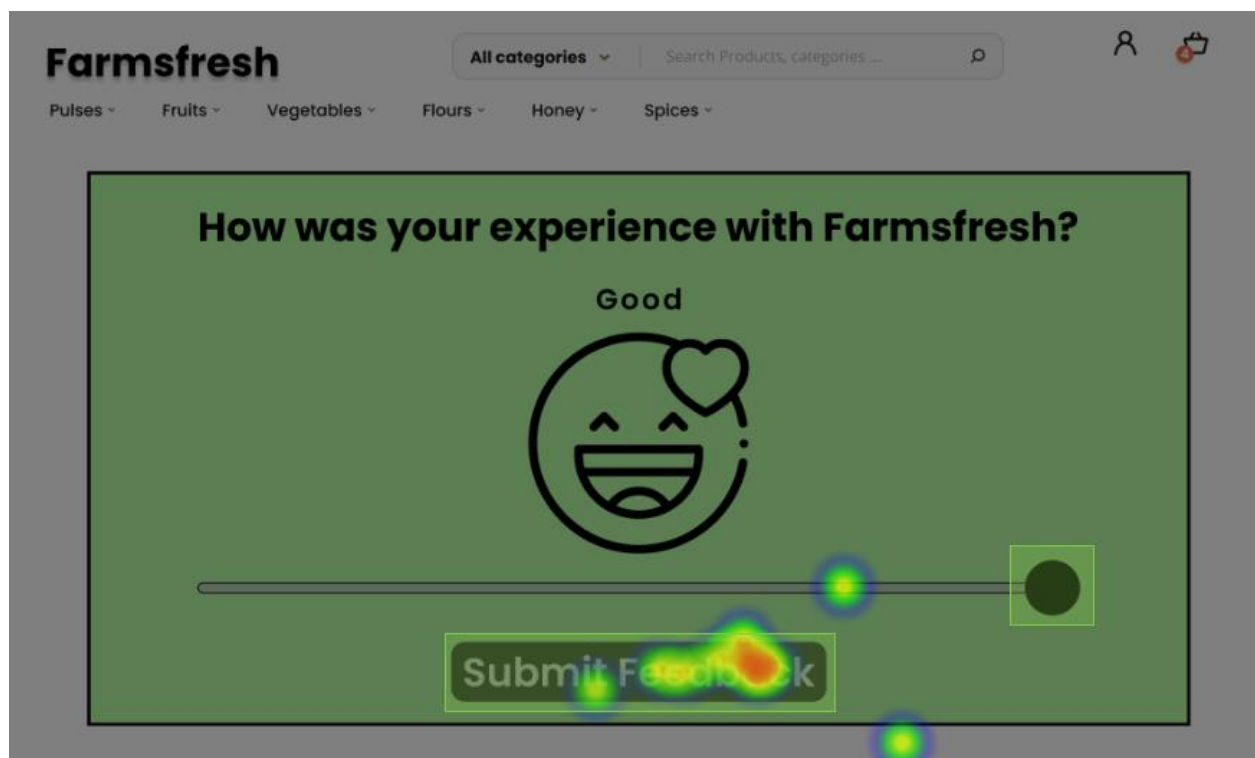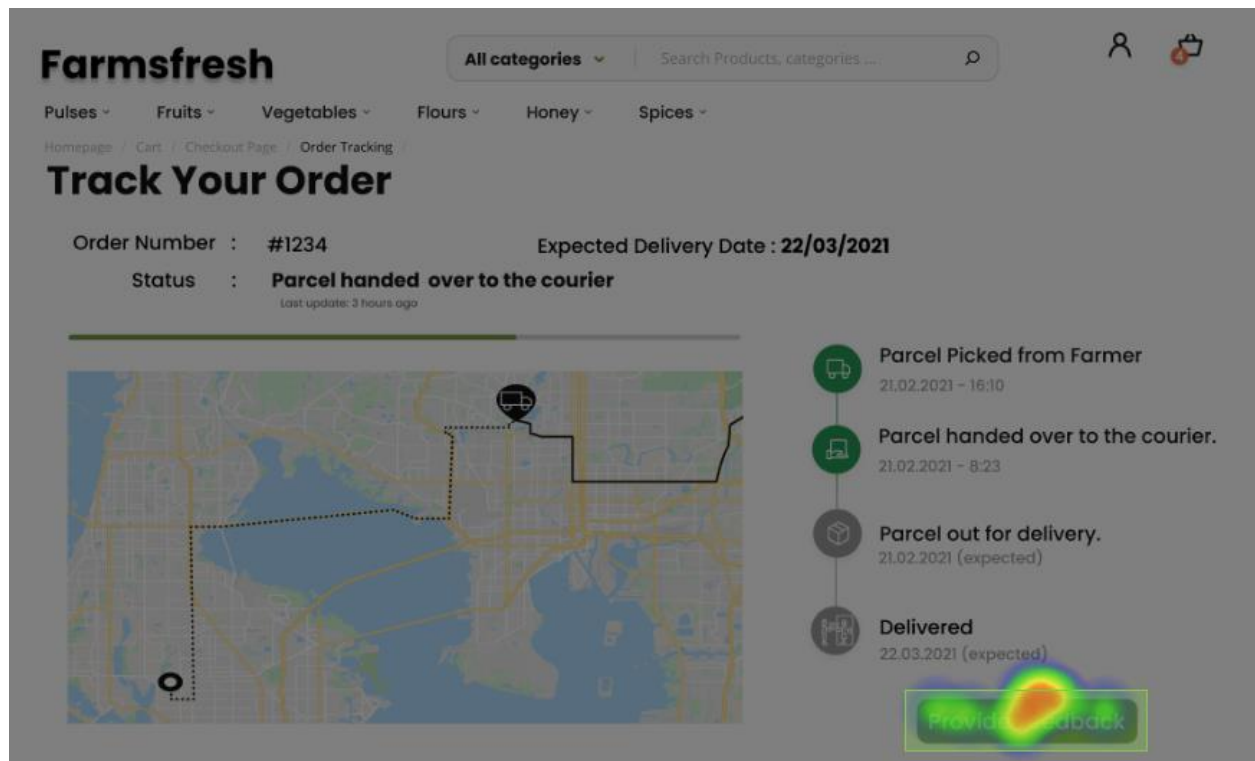
## Billing method
Please enter your payment method

|  | FedEx | +32 USD | Additional price | FedEx |

|  | DHL | +15 USD | Additional price | DHL |

## Payment method
Please enter your payment method

○ Credit card     VISA

**Card number**

Card number

**Card holder**     **Expiration date**     **CVC**

Card holder     DD/MM/YY     CVC

○ Cash on Delivery

Complete order

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