Part 1

Functional Documents for Mobile APP

The three pages design is for a mobile APP. Although the design is so pretty, the function of the APP design can be improved in the function.

The Functional Advantages

Obviously, the design is very simple and clean. The main colors are white, red, light blue and navy blue. When people open the APP, the color can attract people's attention.

The main advantage of APP is easy to log in and create an account. Register from is so simple for inputting information. For example, people only write their username, email address, and password to finish the registration.

The Functional Disadvantages

However, the functional problems are still existing in the simple APP Muskoka.

Firstly, even if the registration process is so easy, creating account is inconvenient for most customers. For example, People do not like seeing creating an account page when they open an account. If they open an APP and see the create account page for the first time, they will give up the APP. It leads to some websites that require people to use their Google account or Facebook account to log in.

So, the APP should let people see the product page at first, which inspired them to want to buy the goods. When people open the home page, they click the Get start button, they will see the products. After they checkout their orders, they must go to create account page and register an account.

When the APP use this solution, the owner of the brand will not lose many customers who are lazy to create an account.

The second functional problem is the APP is for English-speaking user. The whole APP only has English words without a translate tab. If customers come from other country includes Asian countries or African countries, they cannot use this APP because they don't understand English.

The solution is a plugin translate tab on every page of the APP. Once the owner wants to open the overseas market, the APP should be designed for matching overseas countries' local cultures.

The third functional problem is lacking a favorite list tab. People would like to share some productions with their friends if they really like them. But, they might not buy them now, so they will put them into favorite lists. Although a shopping cart can save some products for them, it cannot contain so many products. The favorite list is much more volume than the shopping cart. The APP should take care of the needs of different groups.

The solution is to add a favorite list at the bottom of the products page. If the designer cannot, customers only put beers into the shopping cart at first.

The path of Link

The developer creates two paths for customers. The first path is for some customers who want to skip the process of creating an account, so they will see the product at first.
The second path is for people who do not mind registering an account.

1. Home Page --Click Get Start on Home Page--Get to Products Page—Click the Shop Cart on Products Page—Get to Create Account Page
2. Home Page—Click Create Account—Get to Create Page—Click Sign Up on the Create Page—Get to Product Page

Part2

A Functional Document for The Desktop APP Design

As for the desktop application design, the advantages include simple and clean structure with a pretty color palette, while people using the desktop APP find some functional problems as follows.

The desktop APP is so pretty with good color matching, so people will feel happy to use it. Moreover, because the APP is also very simple, people will be easy to find out where they can log in, skip products and order their goods, etc. The second page is easy to find a target product if they land it.

Speaking of the functional problems, it has three functional problems.

At first, people must show their ID requirements and then go to the APP. It is true that buying beer has age requirements, but people will feel unhappy when they look at the page. Customers will feel the website wants to get their privacy.

The solution to the functional problem is making the page when customers want to check out. They must register their information if they want to buy the goods. For example, if young people do not meet the requirements, they will get sorry feedback, but they already know the products. They may tell the products to others, which is also a good way for marketing. Besides, those customers know all products, which is also satisfied their curiosity.

Secondly, the home page is also very simple, and people can browser all kinds of goods, but the range is so small. People only can see one product per time, so some people who are hurrying might feel unhappy to use the APP.

The solution to the second functional problem is adding more products on the home page. Customers are also inspired by the pictures of products that stimulate them to purchase. People can see different kinds of beers on the home page if they use the filter, which also helps them to find their target products.

Thirdly, the simple and clean design is on the second page for users' profiles, but it lacks the share button. People might want to keep some good products and share them with others. If the page does not have an obvious button, a customer might make a screenshot for it, which wastes their time.

The solution to the third functional problem is adding a share button on the page. Besides, the developer and the designer can add the social media tab on the page, which also helps customers keep their favorite or share with others.

All in all, the goal of user experience is satisfied with customers' demands so that people's feelings will be improved after solving the above three problems. The developer already solves above problems with suitable arranges.