Deakin University

Information Technology Innovations and Entrepreneurship

OnTrack Submission

8.1 C Prototype

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Task: 8.1C – Prototype

Project name: ***GatherGoods – Community Bulk Buying***

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Design Explanation-

The GatherGoods prototype has been designed as a **community-driven marketplace** where neighbours can collaborate to purchase groceries in bulk, saving money while building social connections.

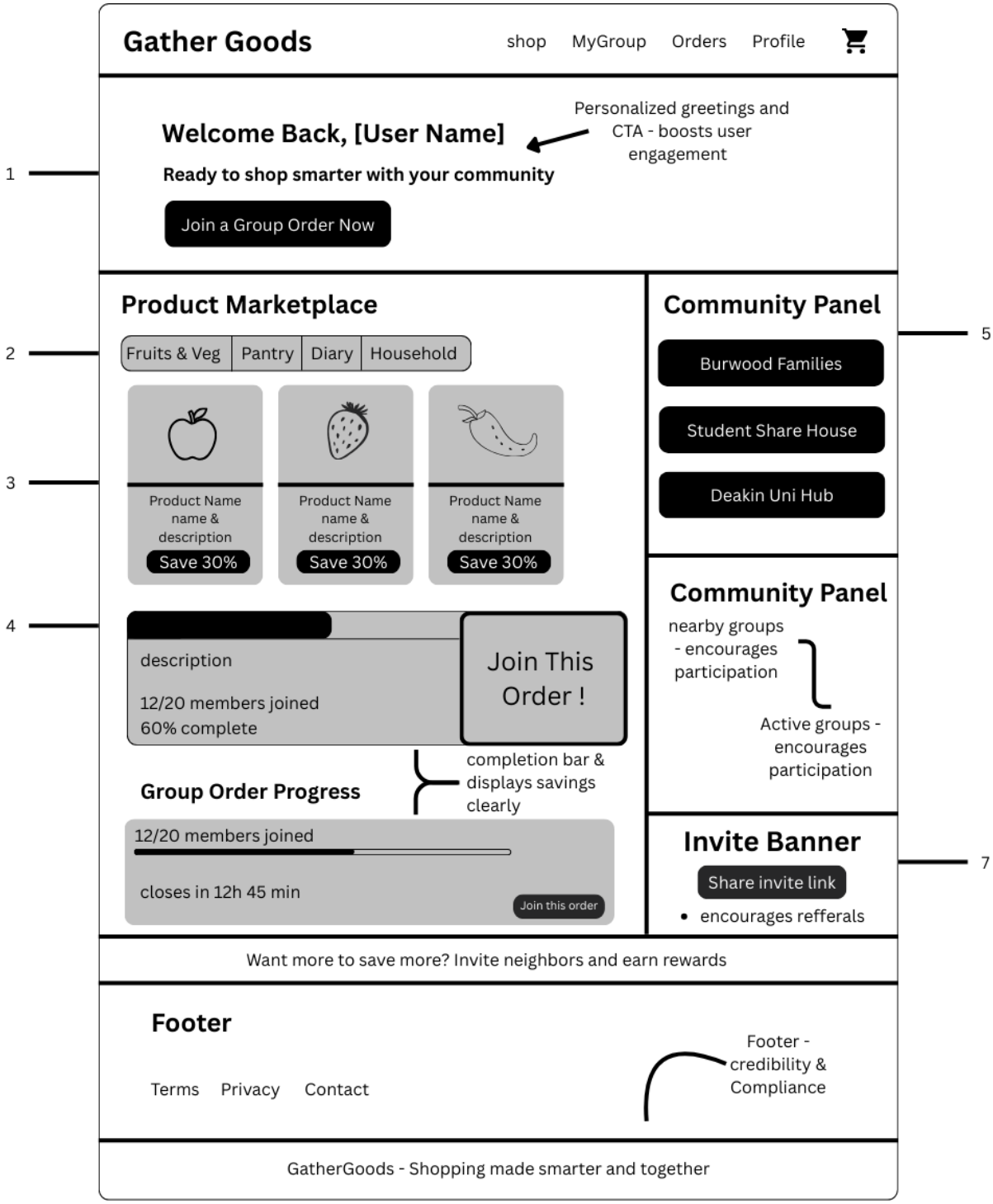
The overall layout follows a **clean and structured web app format** that balances shopping features with community engagement:

- **Navigation Bar**: Provides quick access to Shop, My Group, Orders, Profile, and Help, while the cart icon shows items added. This ensures simple navigation across sections.
- **Hero Banner**: A personalised greeting and a clear call-to-action ("Join a Group Order Now") immediately draw the user's attention and set the purpose of the platform.
- **Product Marketplace**: A grid layout with categories (Fruit & Veg, Pantry, Dairy, Household, Snacks) helps users quickly browse. Product cards show group price vs retail price, with savings badges (e.g., "Save 30%") to highlight the benefits of joining.
- **Group Order Progress**: A completion bar and countdown timer create urgency and motivate users to participate before the order closes.
- **Community Panel**: Lists nearby groups (Burwood Families, Student Share House, Deakin Uni Hub) to encourage collaboration. Users can also create their own group.
- **My Orders**: Displays active orders with delivery status and past orders with savings summaries, building trust and transparency.

- **Invite Banner**: Encourages viral growth by prompting users to invite neighbours and earn rewards.
- **Footer**: Contains links to Terms, Privacy, and Contact, along with a tagline: “GatherGoods – Shopping made smarter, together.”

This format was chosen because it combines **marketplace functionality** (shopping and saving) with **community features** (groups and invites), creating both economic and social value.

Annotated Wireframe-



Storyboard – User Journey

Panel 1: User logs in and sees the welcome banner: *"Welcome back, [Name]! Ready to shop smarter with your community?"*

Panel 2: User explores product categories such as Fruit & Veg, Pantry, Dairy, Household, and Snacks.

Panel 3: User clicks "Add to Group Order" on a product card with a savings badge (e.g., "Save 30%").

Panel 4: The group order progress bar updates, showing *12/20 members joined – 60% complete*, and a countdown timer displays the time left (e.g., "Closes in 12h 45m").

Panel 5: The user checks the Community Panel, sees groups like "Burwood Families" and "Deakin Uni Hub," and considers joining one.

Panel 6: The user views the My Orders section, checking the status of active orders (e.g., "Pending Delivery") and reviewing past savings.

Panel 7: The user clicks the Invite Banner: *"Want to save more? Invite neighbours and earn rewards"* and shares an invite link.

Panel 8: The journey ends with the user successfully joining the bulk order, saving money, and feeling connected to their community.

Testing Plan

To validate this prototype, the following testing approach will be adopted:

1. **User Testing**:
   Recruit 5–6 participants who represent the target audience (students, families, and shared households). Ask them to complete specific tasks such as:
   - Join a group order
   - Find savings on a product
   - Invite a neighbour using the share link
     Gather feedback on ease of use, clarity, and satisfaction.

2. **A/B Testing**:
   Test different variations of the call-to-action button (e.g., “Join Now” vs “Join a Group Order Now”) to measure which generates higher engagement.
3. **Analytics Tracking**:
   Measure key behaviours such as:
   - Clicks on product cards
   - Percentage of users completing orders
   - Frequency of invite link sharing
   - Average time spent on the marketplace page
4. **Iteration**:
   Use the feedback and data to refine the prototype. For example, simplify product cards if users get confused, or reposition the invite banner if it is overlooked.

Conclusion

The GatherGoods low-fidelity prototype presents a clear, functional, and user-friendly design that balances **shopping convenience** with **community participation**. Its structure highlights savings opportunities while fostering collaboration through group orders and referrals.

By combining a marketplace layout with social features, GatherGoods supports both **economic savings** and **community engagement**. With user testing and iterative improvements, this prototype provides a strong foundation for developing a high-fidelity version that can be deployed as a real-world MVP.