

Christmas MERN Project

Your presents is requested at this presentation.

You know the drill.
We're going to
talk about the
why.

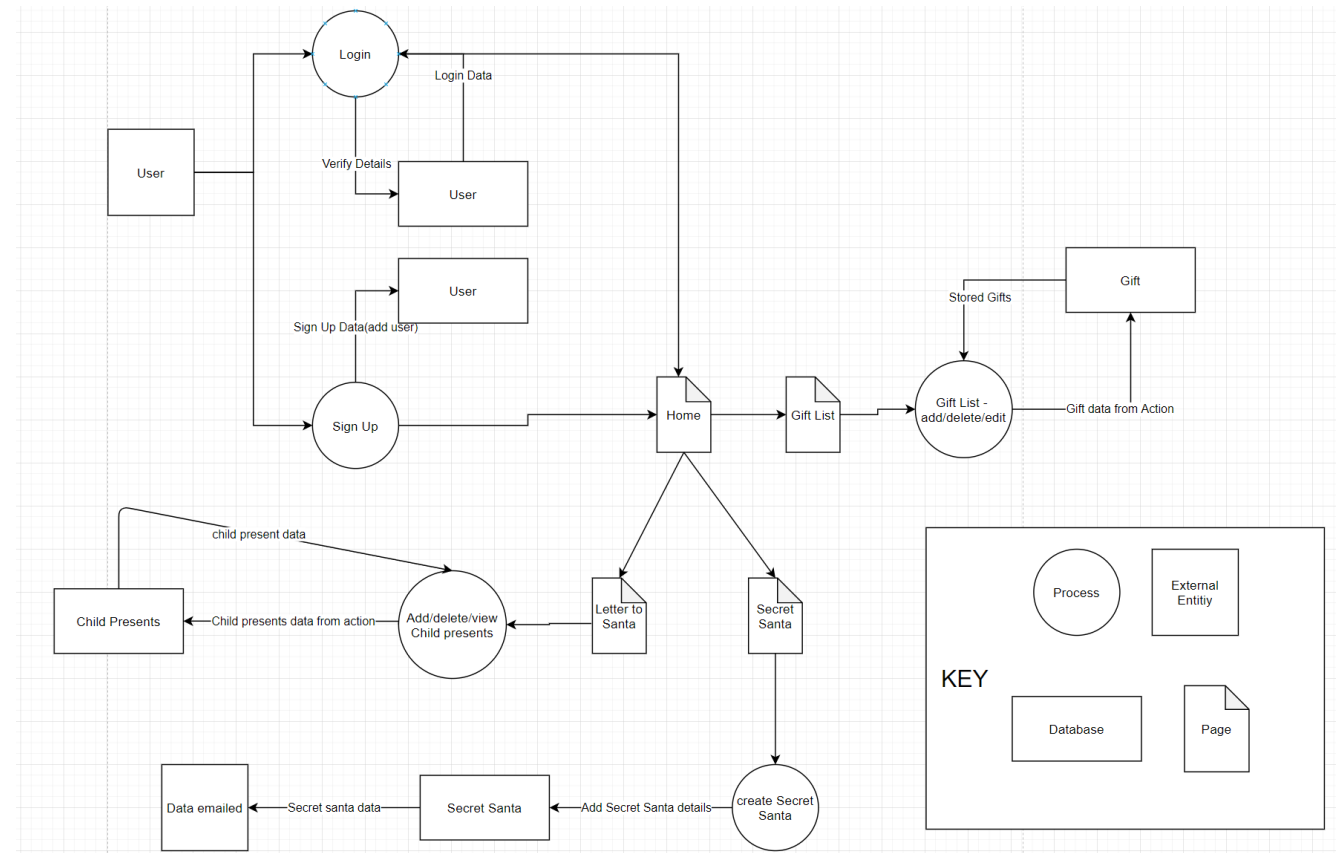
- Our client: The big guy in the North Pole – Santa.
- Why does he need a website? Well, obviously he has great word of mouth, but Santa is trying to reduce his impact on the environment. He also wants to make things a bit easier for his elves.
- How can we help? By creating a site where kids can fill in a letter to Santa online instead of sending one via post. People can also create gift lists for their friends and family members, this way the elves can collate this data to check on current gift trends and to ensure they're making the right types of presents. We'll also be creating a section for secret Santa groups for even more data.



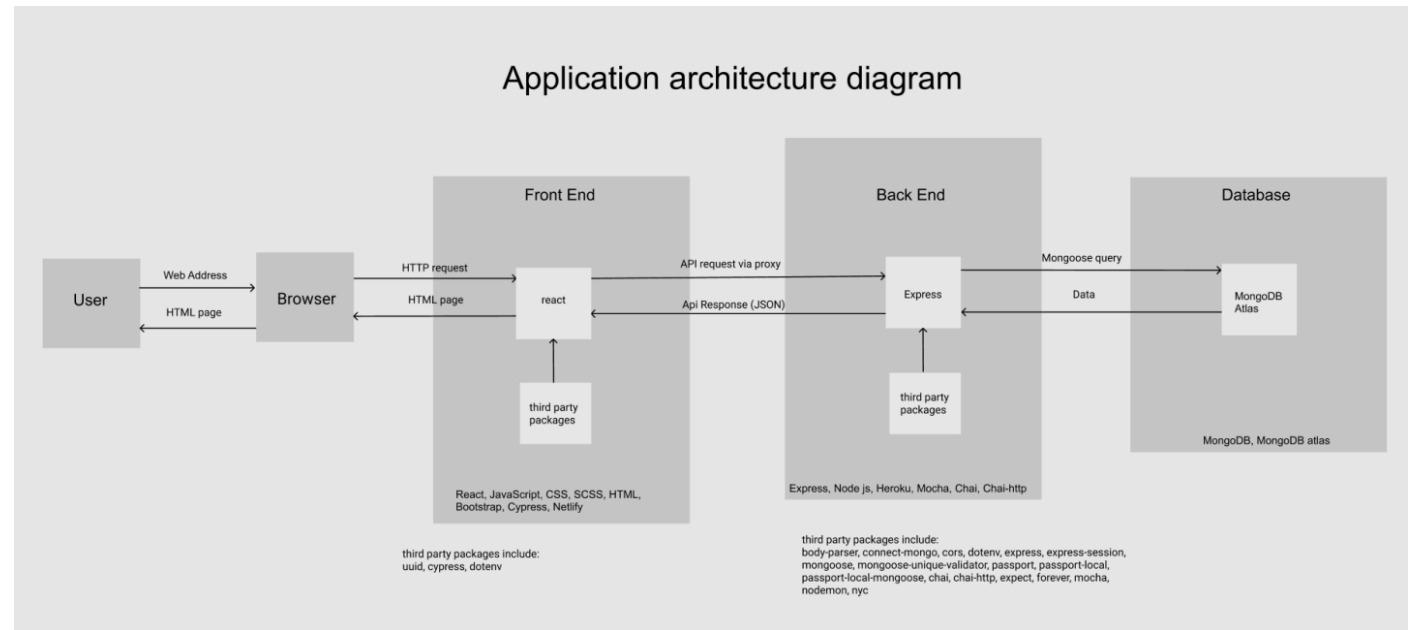
But wait—
there's myrrh.

- **Target Audience:** Parents, children, secret Santa participants.
- **Tech Stack:**
 - Front-end: HTML, CSS, JavaScript, React.
 - Back-end: Express, NodeJs.
 - Database: MongoDB, Mongoose.
 - Deployment: Heroku, Netlify.
 - Project Management Tools: Trello, Discord.
 - Testing: Cypress, Mocha.
 - DevOps Tools: git, GitHub, Visual Studio Code.
 - Design Tools: Figma, diagrams.net, Xtensio.

Oh, deer. It's the
Dataflow
Diagram.



Sleigh, what?! The
Application
Architecture
Diagram, too?!



How rude-olph of you. Let's think about the client - user stories.

- 3 different iterations.
- First iteration - We considered what our users would want in terms of functionality and wrote cases for it like:
 - As a child I want to be able to create a list of gifts I want from Santa.
- Second iteration – We created user personas to better understand our clients needs and wants. More on that in the next slide.
- Third iteration – We delved further into the why of our user stories. Instead of considering just what our users wanted we tried to isolate the motivations. This was helped greatly by our user personas. Updated like so:
 - As a child I want to be able to create a list of gifts I want from Santa so I can ensure he knows what I want.

Snow, don't tell - User Persona Example

Julia Burns



"I want my kids to have a magical Christmas experience like I did when I was their age."

Age: 35

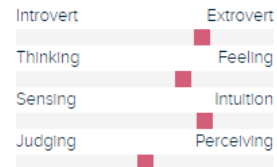
Work: Stay-At-Home Mum

Family: Married with 3 kids

Location: Sydney, NSW

User Type: Parent

Personality



Caring

Protective

Time-Poor

Goals

- To make things quick and easy while juggling looking after her family.
- To make sure her kids have fun and enjoy the little magical parts of life.
- To have an easy way to keep track of what her kids want for Christmas so she can tick things off the list.

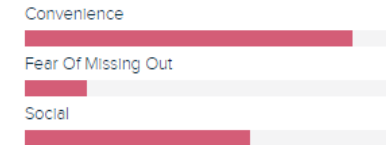
Frustrations

- Not overly tech savvy - doesn't want a hard process and wants it to be easy for her kids to use.
- Spending too much time figuring out how to use the site - she's busy.
- Doesn't want site to be too boring - should be a fun activity for the kids.

Bio

Julia's a stay-at-home mum to three young kids so she's always on a tight, busy schedule. She spends her days looking after her 3 year old and ferrying about her 2 school aged children. Between sports, school and looking after her youngest it's hard to find time to sit down and write letters to Santa and deliver them to the post office. Julia wants to try and make everything in her life accessible to her schedule whilst also making sure her kids get to experience all the magic and wonder of a childhood like she had.

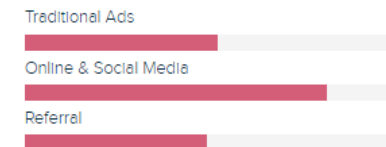
Motivation



Brands & Influencers



Preferred Channels



That look soots
you – wireframes
and design.

- Wireframes were created using Figma. We opted for detailed wireframes so the coding process would be straightforward for the front-end.
- Typography was considered: headings in Berkshire Swash to ensure they were eye-catching and blocks of text in the sans serif font Karla for readability.
- Colour palette: we wanted to stick with Christmas colours so went with red for backgrounds and white for text. Both colours were customised with the background having added greens and blues to use colour #B60D0F and the font colour having subtle hints of red in colour #FBF3F3.

It's beginning to
look a lot like a
wireframe
example.

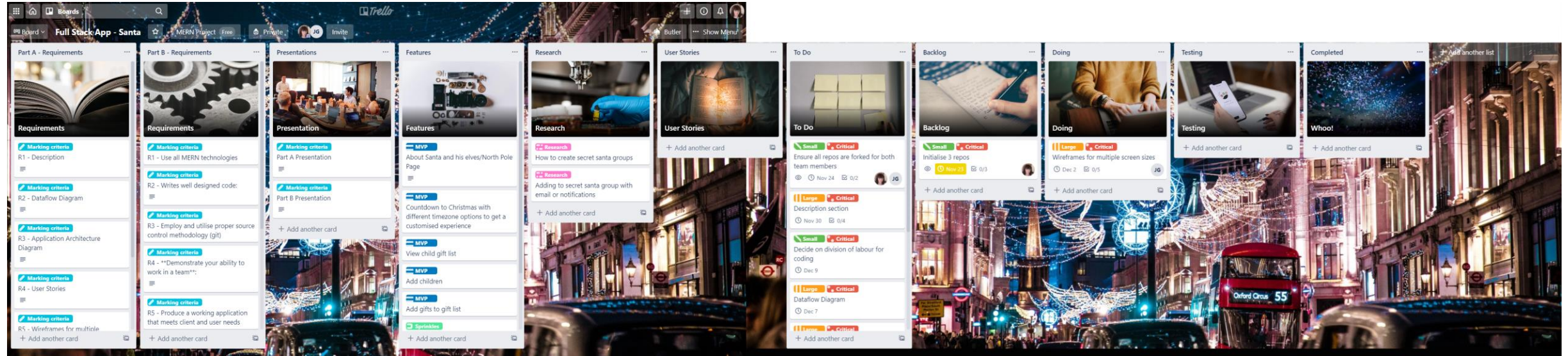
Home

time zone
picker



Trello-lo-lo-lo-lo-lo-lo-lo and Planning Methodology.

- Failing to plan is just planning to fail, am I right?
- We created a Trello board very early on. It includes all marking criteria, features broken down into MVP and sprinkles, research, user stories and then moves into a Kanban style with to do, backlog, doing, testing and completed.
- For our planning methodology we considered both Kanban and scrum, however, the flexibility of Kanban was too much of a draw and we opted to go with the Kanban approach.



Let's take an elfie – one of our Trello screenshots.

The background features a series of concentric circles in light gray, some solid and some dashed, creating a ripple effect. A large red speech bubble is centered on the page, containing white text. The speech bubble has a rectangular body and a triangular tail pointing downwards.

A round of Santa-plause,
please.

Any questions?