Cal eStore User Centric Design

1

Research

- Research was conducted by the product owner and team reviewing current tools to identify pros and cons.
- We explored resources available online and reached out to our existing e-commerce platform development teams.

2

Interviewed the user

- We prepared a questionnaire based on the US Digital Services Play 2.
- Interviews were held individually with a prospective user as well as a prospective administrator.

3

Built the persona

- California state user persona: Florinda Sanchez
- California state admin persona: Emma Mercier

4

Created user stories

- We created stories based on requirements for the prototype and insight from potential users gathered via interviews.
- This information was then refined and prioritized in a product backlog grooming session with the product owner.

5

Developed wireframes

- We developed wireframes representing the prototypes in layman's terms.
- We created the wireframes based on the user stories.

6

Performed role-play

- We identified potential users. Member 1 acted as an user and Member 2 acted as the administrator.
- Feedback gathered from the users, was used to update the wireframes.

7

Created mock-ups

- Our mock-ups were based on a simple and flexible design style guide.
- We followed US Web Design Standards so that the user would have a pleasant experience.

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