Passion Project Concept Document   
(Stationary Store)

# Chapter 1: Introduction

In this document I want to introduce you to the client I found to make an important part of my study (Passion Project). The client is a good friend of mine and she has a small Stationary Store in Ukraine, where she sells various stationary items like scissors, pens, pencils and so on. The task that she assigned to me was to create a design for the future website of her store that she will be able to navigate through and later on transform into a functional website.

# About Client

The client is a good friend of mine from Ukraine and she has a small Stationary Store in Ukraine, city of Berdychiv. She has been running this business with her father for a few years and since Covid started there appeared a need to have a website where people would be able to buy stationary things without going to physical stores.

# Main Concept

The Main Concept of this Project is to create a Digital Prototype where client would be able to see and interact with it and that will be available for future transfers for implementations.

# Goal

The Goal for the Project is to create a beautiful, user-friendly, interactive, and easy to navigate design that will be available for testing and future implementation purposes.

# Target Audience

The Target Audience that the client provided me with is: People of all kinds of ages and professions, starting from kindergarteners, continuing with teenagers (school/college/university), adults (office workers, other jobs) and finishing with elderly people. All those people have a need for bags, pens, pencils, erasers and so on and the store of my friend provides them with all of this kind of goods.

# Chapter 2: Feedback from Survey and Interview

In this Chapter I want to show the results of the Survey that I conducted as well as findings of Interview I did. Through this feedback I received I will be able to create a design that will be user-friendly and user-oriented, that will include the features that potential customers would want to see on the Stationary Webshop.

# Survey

The Survey was spread among 8 people whose answers helped me to understand what they would like to have on the website, what kind of experience they had with Stationary shops and what I can avoid while creating the design for it. I split the Survey in two sections where the first part to find out who is the User to help me with creating Persona and the second part asking about technical things and things related to the store itself.

Here are some of the findings I got:

A pie chart with a blue circle and red circle

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Most of the people I’ve asked were Females, from the age of 13-19 and whose occupation were Students. Those are the Questions that helped me make a Persona.

A screenshot of a graph

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Here it is shown what kinds of stationaries people buy the most. This will help me to understand what to show as a prior items on the shop.

A graph with numbers and lines

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Here I asked users what kind of features and functionalities would they like to have on the stationary web shop.

A screenshot of a computer

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And in here I asked questions with free answers in case users will have something to add to the future website.

Also, I spoke with the client after the Survey was done and asked her what kinds of features and other things would she like to see on the website and here is what we agreed on: Toys and supplies for the kindergarteners, copies, Pens and Pencils, Notebooks and Paper, Art Supplies, Office Supplies, School Supplies, Personalized Stationary, Decorations for house and holidays. Those are the things that she sells and want to have on the website as well. For the functionalities she asked me to make a clear and simple design and to have the features that users asked for.

**Here is the link to Survey:**

<https://docs.google.com/forms/d/1aMEEezJqzt7iw1lzb7HDfxOzVedKIVrhuMusS92Hn1g/edit#responses.>

# Interview

I made one Interview with a 19-year-old Student who is studying in Tue on engineering where I asked her about the experience she had while shopping for stationaries. The Interview had also helped me to create a Persona. From the technical point of view, I learned from that Interview what was the good and bad experience for her while buying stationaries. For example, the shop that she visited had a poorly organised sections of items and wasn’t logical. Mostly, the information that she gave me was related for my client itself, like discounts or loyalty program for frequent buyers.

Based on the interview with Maria, a 19-year-old student from Bulgaria studying in Eindhoven, I gathered valuable feedback for the development of our stationary web shop. Maria uses stationary products daily, especially for her studies. She prefers high-quality notebooks and gel pens for neat notes, and a variety of highlighters for studying.

Maria shops for stationary both online and in-store, depending on her needs and urgency. She appreciates the variety and tactile experience of the local shop but suggests improvements such as competitive prices, student discounts, and a more spacious layout. Online shopping is a monthly activity for Maria, driven by specific needs or attractive deals. She values a wide product range, good prices, fast delivery, and a user-friendly website.

A positive online shopping experience involved a custom notebook that arrived quickly and as expected. A negative experience included delayed delivery, damaged items, and slow customer service. Maria prefers a minimalist and professional website design that is easy to navigate. Essential features for her include detailed product descriptions, customer reviews, and customization options. These elements are crucial for informed decision-making.

Personalization is important, particularly for items like notebooks and planners. Discounts and special offers significantly influence her purchasing decisions. To improve her shopping experience, Maria would like more detailed product reviews and information. She expects prompt customer service, fast delivery, a smooth shopping experience, and clear return policies.

Maria's ideal stationary web shop offers a wide range of high-quality products at competitive prices, with a user-friendly and visually appealing website. Excellent customer service, customization options, a loyalty program for frequent buyers, and regular discounts are also important. Incorporating these insights will help ensure our web shop meets Maria's needs and preferences, providing a seamless and satisfying shopping experience.

**Here is the full Interview Transcript:**

\*\*Interviewer: Danya\*\*

\*\*Interviewee: Maria\*\*

### General Information

Danya: Can you tell me a little about yourself? (Age, occupation, hobbies)

Maria: Sure, I'm 19 years old and currently a student in Eindhoven at TUe. I moved here from Bulgaria to study engineering. In my free time, I enjoy reading, drawing, and playing video games.

Danya: How often do you use stationary products?

Maria: I use stationary products daily, especially for my studies. Notebooks, pens, and highlighters are essential for me.

### Shopping Habits

Danya: How do you usually shop for stationary products? (Online, in-store, both)

Maria: I shop for stationary both online and in-store. It really depends on what I need and how quickly I need it.

Danya: What are your favorite stationary products and why?

Maria: I love high-quality notebooks and gel pens because they make my notes look neat and organized. I also enjoy having a variety of highlighters for studying.

Danya: Have you visited the local stationary shop? If so, what do you like most about it?

Maria: Yes, I have. I appreciate the variety of products they offer and the ability to see and feel the products before buying them.

Danya: What could be improved in your shopping experience at the local shop?

Maria: The shop could improve by offering more competitive prices and a student discount. Also, a more spacious layout would make the shopping experience better.

### Online Shopping Behavior

Danya: How often do you shop online for stationary?

Maria: I shop online for stationary about once a month, usually when I need something specific or when there are good deals.

Danya: What do you look for when choosing an online stationary store?

Maria: I look for a wide range of products, good prices, fast delivery options, and a user-friendly website.

Danya: Can you share a positive experience you've had with an online stationary store?

Maria: I once ordered a custom notebook online, and it arrived quickly and exactly as I had customized it. The quality was excellent, and the process was very smooth.

Danya: Have you had any negative experiences? What were the issues?

Maria: Yes, I had a negative experience where the delivery took much longer than expected, and the items arrived damaged. The customer service was also slow to respond.

### Website Design and Functionality

Danya: What type of website design appeals to you? (Colorful, minimalist, professional, etc.)

Maria: I prefer a minimalist and professional website design. It should be easy to navigate without too many distractions.

Danya: How important is it for a website to be visually appealing versus functional?

Maria: Functionality is more important, but the website should still be visually appealing. A clean, well-organized site makes shopping easier and more pleasant.

Danya: What features do you consider essential on a stationary webshop? (E.g., easy navigation, product reviews, customization options)

Maria: Essential features include easy navigation, detailed product descriptions, customer reviews, and customization options.

Danya: How important are customer reviews and detailed product descriptions in your decision-making process?

Maria: They are very important. Customer reviews help me gauge the quality of the product, and detailed descriptions ensure I know exactly what I'm buying.

### Personalization and Customization

Danya: How important is the ability to personalize stationary items? (E.g., custom notebooks, name labels)

Maria: Personalization is quite important to me, especially for items like notebooks and planners. It adds a personal touch and makes my stationary unique.

Danya: Have you ever used customization services? What was your experience like?

Maria: Yes, I have used customization services for notebooks and pens. My experience has been positive; the products were exactly as I ordered, and it was a fun process.

### Loyalty and Incentives\*

Danya: Do discounts and special offers influence your purchasing decisions? How?

Maria: Yes, discounts and special offers definitely influence my purchasing decisions. As a student, I'm always looking for ways to save money, so special offers are very attractive.

### Feedback and Expectations

Danya: If you could improve one thing about stationary shopping (online or in-store), what would it be?

Maria: I would improve the availability of product reviews and detailed product information. This helps in making informed decisions and ensures the quality of the products.

Danya: What are your expectations for a stationary webshop in terms of customer service, delivery, and overall experience?

Maria: I expect prompt and helpful customer service, fast and reliable delivery, and a smooth, hassle-free shopping experience. Clear return policies are also important.

### Final Thoughts

Danya: Do you have any other suggestions or comments about what would make the perfect stationary webshop for you?

Maria: A perfect stationary webshop would offer a wide range of high-quality products at competitive prices, have a user-friendly and visually appealing website, provide excellent customer service, and offer customization options. A loyalty program for frequent buyers and regular discounts would be great too.

Danya: Thank you, Maria, for your insights. This has been very helpful!

Maria: You're welcome, Danya. Glad I could help!

# Chapter 3: Persona

Here I show Persona that I made based on the Interviewee that I made. I also considered personal questions from Survey in order to make the character. This Perona can be used for recognising who is our target audience and their needs are. In the Wants and Needs section I highlighted from the Research that I did what kinds of things the target audience would like to see. There are some things that both my client and me can consider like High-Quality products, this the part that my client should make sure to have that in her store. For my part it is to make sure to give the users the easy navigation that they want.

A screenshot of a computer

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# Chapter 4: Secondary Research

In this chapter I show the Competitive Analys that I’ve done to make sure that the design that I am going to make is up to date with the professional standards of industry of stationary web shops. From the Competitive Analys that I made I found out about what kind of features other similar stores have and how they organize their website.

A screenshot of a website

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I made the Analys based of 3 websites that sales stationaries. From each of them in the Analysis I mentioned key features that they have and don’t have as well as the design choice that each of them has. Since the client wants to have a clean design I will be taking more notes from the MUSTHAVESTORE.nl, both for features and design choices, because for my opinion it is the best example that suits my Goal for this task.

**Here is the link to Competitive Analysis:**

https://www.figma.com/design/In4d4fjXtBTeDVWNNqvcyu/Untitled?node-id=0-1&t=TcFqy0YmnsDJKJhN-0

# Chapter 5: Prototyping

In this chapter I show the Prototypes that I’ve made based on the research that was conducted.

### Low-Fidelity Prototype

A screenshot of a website

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This is the Main Page for the website. I decided to make a footer for a good representation of the shop or if the client will want to display new offers. I also took as an idea to display new offers on top from other web shops I encountered. Then I made a Logo for a company on the left and added Login, Search etc to the right. Then I added a nav bar to display kinds of products the client has. After that I decided that it is the best to make products show straight away to keep the design clean, understandable, easy to navigate and pleasant to look at. Added categories on the left for easier navigation inside of products. Then I took an idea to add different pages from other stores to not overwhelm the page too much. On the bottom I added a map of the shop and a footer at the bottom.

A screenshot of a website

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This is the page of when you choose a product from navigation bar, it keeps the same layout as main page to keep the consistency of the design of a website.

A screenshot of a website

Description automatically generated

This is the Product page. I made a big image on the left, a few small images at the bottom in case client wants to add more pictures for it. On the right I added a name, a description box, the price, amount, add to cart and some additional useful info, like delivery, for example. Then I added similar products section for an advertising purposes and the bottom of the page as well as the top remains the same everywhere since those are an important parts to have on each page on the website for a constant access.

A screenshot of a computer

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This is a Shopping Cart page. Here I made small and straight to the point, with the information that user will need before buying the products, I also added some customization inside of it for more convenient user experience.

A screenshot of a web page

Description automatically generated

This is the Checkout Page. This is just the page to enter the personal info to purchase the products. I decided to put everything in one box for quick and easy entering.

A screenshot of a login page

Description automatically generated

This is the page to Login. I decided to add an image to cover the blank space, everything else remains the same as on other pages and the login is the general login entering details.

A screenshot of a computer

Description automatically generated

This is the Create an Account page, which is the same as login page.

A screenshot of a website

Description automatically generated

This is the Special Offers page. Here I made a Hero for the most important offers to be displayed on top as a priority. Then goes the section which shows the offers the client will want to add, for example seasonal discounts, or something like that. Then I added one more section for any additional wants and needs of client.

### Mid-Fidelity Prototype

Once the Low-Fidelity Prototype was done I immediately continued with working on the Mid-Fidelity version of it.

A screenshot of a computer

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This is the Final Version of the Main page. The Layout stays the same on all of the pages with a few things added. On Top I added Search bar, Like page (which was added after the feedback with the client), Shopping Cart and Login page. Then, I added a text on Hero to attract the customers. On the left, in the categories I added checkmarks next to the options as it was requested from the client to add multiple choices. On the product itself I added immediate name, price, like (as requested from client) and shopping cart for easier usage for a user. The color pallet I decided to mix black, white, blueish and light orange-yellow, because it will make shop look modern, teenage-oriented and pleasant and recognisable for an eye to use.

A screenshot of a computer

Description automatically generated

The product Page. In here you can see how it is supposed to look like. Added name, description, Customization options, add to cart and added info about delivery and contact details. I also decided to combine price tag with the amount as a better design choice.

A screenshot of a computer

Description automatically generated

This is the Shopping cart page. I made the color of the box sky blue to concentrate the attention on it, added a special discount tag for discounts, information about product, total price of the whole cart and checkout button.

A screenshot of a computer screen

Description automatically generated

This is the Checkout page. The layout stayed the same as in the Low-Fidelity version. Added detail information on how to purchase the product.

A screenshot of a computer screen

Description automatically generated

This is the Register Page. The layout stayed the same but I decided to remove the picture because it was irrelevant and instead I decided to make a big red button to guide the users on where to click. The same I made for the Login Page.

A screenshot of a cell phone

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The Special Offers page remained unchanged from its Low-Fidelity version.

**Here is the link to Competitive Analysis:**

https://www.figma.com/design/mu2xkYnJjRkxEw95oamkmq/Untitled?node-id=0-1&t=dCAFHzioUgR8R66P-1

# Chapter 6: Conclusion

Overall, I have managed to complete the Goal I had that was assigned and agreed on with my Client, which is to make a Prototype for a Future Website. The design that I made was checked with client, changed, and approved by her. Even though, the Main Goal was complete I wasn’t been able to test it with the user and make interactive because of a lack of time, but the design is done and is available for future improvements and implementations.