

Drake McGillivray

101104347

Assignment 3

Boutiques For Me

New Software:

Boutiques For Me, we are a website that takes unique up-and-coming boutiques ranging from farmers' fruits, vegetables, or meats, handmade goods, to local clothing or home goods. This is a website that will allow the user to support local businesses at the click of a button, without having to leave the comfort of your own home. These Boutiques will also be continuously rotated to provide different products and goods to the user. This boutique service has a very strong connection to Walmart as they carry a variety of products. Although the products carried by Walmart are more mass-produced, and generic. We aim to be more local, and handmade. This Boutiques For Me website would allow users to support their local community of farmers and local businesses all while finding handmade products they wouldn't necessarily find in a big box retail store like Walmart. They would also be able to access local fruits and vegetables and even meats, from local farms and prepared local food from local businesses. Something everyone would enjoy with shopping local and supporting their surrounding community.

Identifying Personas:

Patrick Roy:

Hobby Chef



Patrick Roy

28 years old

Works as an accountant

Lives in Toronto, Ontario

Family: Younger Brother, Dad, Mom

"A watched pot never boils"



Goals

- To taste everything being made
- To maybe someday write a book on his experiences
- Open his own restaurant

Frustrations

- Flavourless cooking
- Overcooked duck
- A flavourless broth

Bio

Pat only uses public transportation and commutes solely to work on it, he knows all the routes needed to get where he's going. Some nights Pat exercises or stretches, and cooks chef-inspired meals from his various cookbooks. Pat frequently goes to cooking classes and high-end dining tastings. He also hosts his friends for dinner every last Sunday of the month, where he prepares them all a 3-course meal. His friends help pitch in on the cost. Pat works as an accountant and is comfortable with most technologies. Pat just joined his current employer and is still learning the ropes. Pat writes and edits spreadsheet formulas for work.

Motivations

Curiosity



Cooking



Exercise




Likes



Kaylan Watts:


Artisanal Explorer



Kaylan Watts

26 years old
Works in Human Resources
Lives in Ottawa, Ontario
Family: 2 older brothers, Dad, Step-mom

"I think we are at the point, where our actions can drastically change the climate for better or worse"



Goals

- To achieve net neutral in her actions
- To be eco responsible
- To be successful in her field of work


Frustrations


- Fast Fashion
- Polluting the Environment
- Meetings that could be an Email


Bio

Kaylan walks every day to work, as she lives close by. If her destination is farther away she usually just Ubers there. Kaylan enjoys running in the early morning and partakes in pottery classes. She is also really into used and second-hand clothing, and furniture. She enjoys the artisanal things that life has to offer. She also frequents a bakery that sells homemade scones and locally brewed coffee. She works at a top-level company in Human Resources. She has a strong level of computer program knowledge. She just graduated from university, where she took business management.



Motivations

Eco-Friendly 

Success 

Sports 

Likes



Persona Importance and Impact (Patrick):

Since Patrick enjoys cooking he would be a very suitable person for this website. As chefs love to deal with local ingredients, because not only do they taste better but they are fresher than anything you could buy at the grocery store. He also would now be allowed to shop for seasonal items at Boutiques For Me. Items that may never be found in a big-box grocery store, these items only found in smaller businesses. This would help with his dinner parties and make for some great talking points with his friends. This will also help him explore his love for cooking and his hope to one day open his own restaurant.

Persona Importance and Impact (Kaylan):

Kaylan understands the importance of being sustainable, making her a prime candidate for buying locally made goods rather than goods from a big retailer. She understands the time effort and money required to make pieces of art and furniture. She also understands the global impact that fast fashion is causing, that's why she enjoys second-hand clothing, that way she isn't contributing to fast fashion. She also will know that Boutiques For Me offers coffee that is roasted and redistributed by local businesses.

Creating a Scenario:

Patrick (28 years old) enjoys going to farmer's markets when they hear about Boutiques For Me from a friend. They then hear about this potential app from friends call Boutiques For Me for friends at his Sunday dinners, his friend tells him all about the variety of local produces from farmers around the area. He inquires and learns that this is a mobile farmers' market/flea market. Their friends tell them that they have everything from local businesses, there's one place that sells a curated collection of second-hand furniture and clothing. Other Boutiques sell locally baked goods and homemade soups. They are also told that there are a variety of farmers looking to sell their produce. Intrigued he goes to the website they see all the fresh products and produce he can cook with, he starts to think of potential dishes for his next Sunday dinner. He starts to plan and prep with the ingredients bought from the farmer's market. The next Sunday dinner he makes has then included fresh produce from the app, with the meats also being locally sourced from farmers.

Part 2:**Planning:**

The best type of interaction type would be instruction. This would be the best type of interaction as the goal of this app is to have the user instruct the app in which they want to purchase, sort of like a vending machine. This is a type of interaction is best suitable for repetitive and efficient actions, which is something Boutiques For Me aims for with customers repetitively coming back. Another potential interaction type that would be viable is conversing. This uses a chatbot that will have the user input what they are looking for. But this may take away from the browsing element of the app. But the addition of complex language may confuse some of the users. The last interaction type would be Manipulating, however, would not be a suitable candidate for this app as this requires the user to be moving the object in their world and on the app, something that isn't suitable for this application. This would be a complicated addition to the system that is unneeded.

Story Board:

Persona: Patrick. New restaurant owner and Head Chef

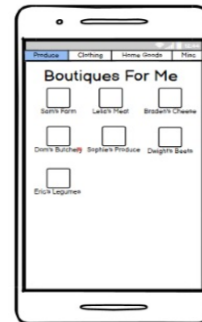
Scenario: Creating new dishes for new months tasting menu



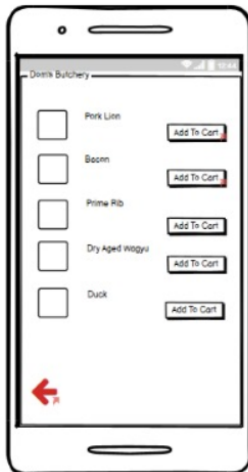
- We need new dishes for this months tasting
- We need to look at ingredients that we may need



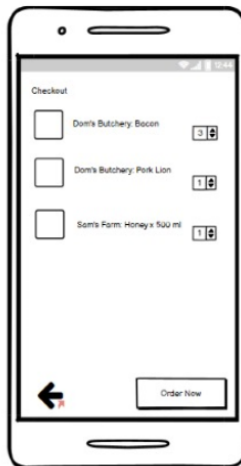
- Browsing potential ingredients from suppliers



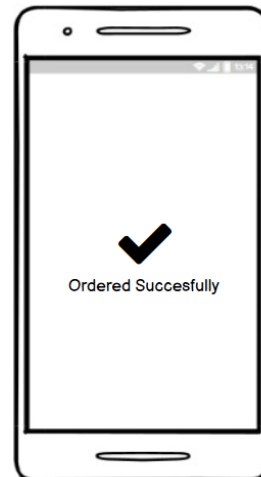
- Finding Boutiques For Me
- This may be a great opportunity to showcase the local products and may cause an increase in people coming



- Chef selecting the ingredients they wish to have in the upcoming tasting



- Ordering and finalizing ingredients



- Chef has successfully ordered there local ingredients

Sources of Images:

1. <https://www.dreamstime.com/young-black-man-cooking-home-domestic-kitchen-preparing-vegetarian-meal-vegan-food-white-background-young-black-man-image160175881>
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