Team Peaches

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Business need/opportunity

The Regina Food Bank uses a Customer Relationship Management (CRM) tool for food provisioning built by a company called Link2Feed (L2F). L2F has signed an exclusive engagement with Food Banks Canada to manage CRM activities. At the beginning of the pandemic, L2F rushed a product to launch that allowed for online scheduling, where the Regina Food Bank was part of the pilot group. Ultimately the project failed because its application was better suited to real-time sign up (i.e. when clients were already inline) and was not a viable solution for advanced booking.

The system provisioned by L2F can import and export data and can integrate through an application programming interface (API). The opportunity here is to design, prototype, and (likely later) explore the development of a solution that allows clients to book hamper pick-ups 24/7. Thus, eliminating barriers to access and potentially freeing up time to grow the overall impact of the Food Bank on the lives of people facing food insecurity.

Reflections on project planning

North Star and Carry Over customers

During the initiation of this project, we selected the north star and carryover customers. The north star customers are the people who are in immediate need of food and since food insecurity is a major problem in Canada, the important approach is to provide food for those in hunger. As for the carry over customers, these are other people that just want to place orders anytime or are in need of the food for the time being. These types of customers do not get food from the food bank on a daily basis but may turn to the food bank for help once in a while. They could also be people who order hampers without any specific need.

Project assumptions and constraints

In the initial stage, we started out by coming up with certain assumptions to frame our ideas. These are the things we assumed to be accurate for our project to be successful. One of the initial assumptions was our time schedule. We had to assume the time and the skills required to complete the project within the stipulated period. We assumed that we had to work as a group to brainstorm ideas and put those ideas into practice to meet the project deadline. Another assumption we made was in relation to the ordering of hampers. We assumed that the food would be ordered as individual items, however, John Bailey from the food bank helped clarify this misconception. We realized that the food bank did not have the capacity for that yet, and there might also be some complications along the way. We also assumed that the project was to be completed using WordPress. We were not sure how this was going to pan out but it became clearer when it was explained in the lab.

One of the constraints we had was getting a hold of team members since most of the course was completed remotely. Another was coming up with ways to implement logical constraints such as the use of signifiers and so on. There was also a requirement of not more than 2 weeks of pre-ordering by the customer. This was a constraint but we tried our best to implement this, although, there might be some complications along the line.

Key findings from affinity diagramming and empathy mapping

The majority of the ideas we mapped out in our affinity diagrams and empathy maps were implemented. We were able to collect the data of registered users so as to create a less stressful experience for them. For example, when the user creates an account, they do not have to fill in their information all over again when ordering hampers. It will be automatically filled up for them. One thing from the affinity diagram that we could not implement was the two-step factor authentication. We decided to go with the traditional log-in and sign-up method of verifying users.

Initial and evolution of USM/MVP

As mentioned earlier in this document, we made some assumptions in the project initiation stage. These assumptions were used to map out our user stories. As we kept on iterating, we were noticing some pitfalls or rather redundant or unnecessary information in our USM that needed to be removed. This occurred at each stage such as creating low and high fidelity prototypes, as well as receiving feedback from John Bailey. These all contributed to us removing unnecessary information and adding important ones. Eventually, we narrowed it down to our final MVP which is registering users and allowing them to book hamper pick up or delivery appointments for up to two weeks ahead. We consider this an MVP because this is the main problem we are trying to fix in regards to the booking of hampers. Proper attention was paid to making sure that the website/solution did exactly what it was intended to do.

Prototyping activities and findings

During the planning stage of this project, each team member created different low fidelity prototypes. While trying to transition into high fidelity prototypes, we merged the important information and features in the low fidelity prototypes to produce a web and mobile hi-fi using AdobeXD. Linking our design to class ideas, we made use of natural mappings which let the user know when they were signed in or not, or vice versa. We made use of signifiers that are easy to comprehend. We also made these signifiers available on every page in the navigation bar to prevent the user from having to always return to the homepage. We made use of semantic constraints to control the types of hampers that customers order to satisfy their needs and restrictions. Our website is also designed in a way that the user reads from left to right. This is very common in North America, hence, the reason for choosing this route.

Reflections on project results

Feelings about the project

Overall, the project was really exciting. Moving away from the traditional development from scratch using HTML/CSS, JavaScript, etc, we got to explore designing prototypes and using WordPress to create a fully functional website. This sharpens our minds and does not limit us to being just developers but also UI/UX designers. This project also allowed us to explore creating something for the food bank that has a positive impact on people's lives, which was also satisfying.

What went well during the project

Initially, we were overwhelmed with the idea of having to work with a customer. The assumed expectations created this overwhelming feeling but overtime, we got to find this an easy-going and enjoyable experience. Working directly with John Bailey, the CEO of the food bank really expands our minds and gives us a sneak peek of what working in the industry would look like in terms of deliverables, deadlines, and so on. We were also able to manage our time excellently and never missed a deadline. The experience of working on AdobeXD was fun and mind-opening. In terms of using WordPress, we were initially not as confident because we did not cover some topics in-depth in the lab. However, we realized that this was all a learning experience as we carried on.

What did not go well during the project

Throughout this project, we wouldn't say anything went wrong in particular. Although there were times when we got stuck or panicked about not being able to carry out certain tasks, as mentioned earlier, we realized that this was all a learning experience as we moved forward with the project activities.

Translating prototypes into WordPress reality

Were we exactly successful in translating our prototypes into WordPress reality? No. We struggled a lot with making the website look exactly like the prototypes we created. We believe a key factor here was that we were freshly new to the WordPress environment which made us struggle a bit in that department. So, we decided that if we

weren't able to recreate our prototypes, we would still keep the features and other attributes that made up the functionality of the website. Below is an example of how we kept the features but changed the look of the website.
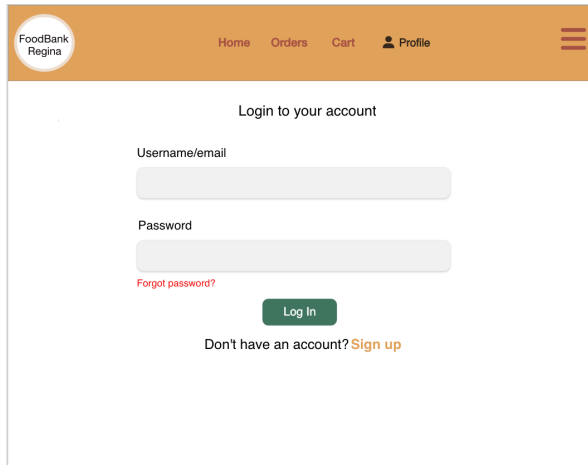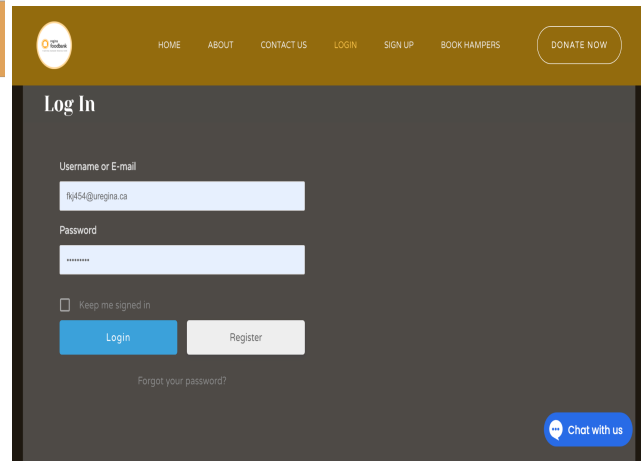

Figure 1: Hifi   Figure 2: Website

Did ideas discussed in class help/hinder design explorations?

With the results achieved on the final product, the design ideas discussed in class definitely helped in our design explorations. From signifiers, to natural mappings, to cultural constraints, to semantic constraints, and so on, these all impacted positively to the final product we achieved.

What would we do the same on projects in the future?

We will definitely be using WordPress again. Using this platform has given us a broader approach at designing and developing good end-end user experiences. Before working on this project, it had always been a habit to jump into developing websites

without first mapping out our user stories and creating either low fidelity or high fidelity prototypes to guide the way. The affinity diagramming and empathy maps opened the way to easily move through the project. All these methods will definitely be explored in future projects.

<u>What would we do differently on projects in the future?</u>

One important aspect of working on a project is displaying it along with supporting documents on a portfolio or GitHub. This is an aspect we struggled with throughout this project. In the future, we will make sure to create a very readable GitHub for people to easily understand what our project is about and navigate through the documents stress-free.

<u>Opportunities and design ideas for future work</u>

There is a possibility that we might expand on this later in the future if we get an opportunity to continue working on it with the food bank. That will give us a chance to reiterate on certain aspects where specific requirements were not fully reached. We will make better use of forcing functions for a safer and stress-free user experience. We will also extend working on the ordering limit depending on the food bank's future requests.

WordPress themes and plugins

<u>Theme/plugin name:</u> Steak House/Starter templates plugin

User rating: 5 stars

Number of users that rated: 2,758

Last update: 3 weeks ago

Number of active installations: 1+ Million

General function: It consists of several starter templates that users can use as the foundation or building block of their website.

Theme/plugin name: Easy Appointments

User rating: 4.5 stars

Number of users that rated: 118

Last update: 1 week ago

Number of active installations: 30,000+

General function: This plugin helps to create appointments and will send an email confirmation to the user once completed

Theme/plugin name: Ultimate Member

User rating: 4.5 stars

Number of users that rated: 1,338

Last update: 2 months ago

Number of active installations: 200,000+

General function: Creating front-end user profiles, user registration, user login, member directories, content restrictions and so much more.

Theme/plugin name: WPForms

User rating: 5 stars

Number of users that rated: 11,290

Last update: 3 weeks ago

Number of active installations: 5+ Million

General function: This plugin helps in creation of contact forms.

Theme/plugin name: Formilla Chat

User rating: 5 stars

Number of users that rated: 109

Last update: 3 months ago

Number of active installations: 5,000+

General function: This plugin allows you to embed into your WordPress website a live chat software with real-time visitor monitoring as well as using chatbots. The user can live chat with their visitors or use a chatbot to automate self-help.

Theme/plugin name: Helpie FAQ

User rating: 5 stars

Number of users that rated: 70

Last update: 4 weeks ago

Number of active installations: 9,000+

General function: This helps to embed a FAQs section into your WordPress website.