Vanier College

Faculty of Science and Technology

GallerieM

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Overview

GallerieM, is a local boutique situated in Montreal that specializes in handcrafted and personalized items, making it a top choice for events like weddings, anniversaries, and bridal showers. Their transition to an eCommerce platform comes with challenges such as maintaining a personal connection with customers, data security, competition, team training, and building a website. Selling handmade products adds complexity due to higher production costs and the need to convey the value of quality over mass-produced items.

Presently, GallerieM manages operations via Instagram and an Excel sheet to handle inquiries and custom product requests. They follow a creative process, including sketching, material acquisition, production, and delivery coordination, ensuring a personalized customer experience.

In the new system, there are three critical diagrams which include a flowchart, use case diagram with a description, and a class diagram. The flowchart visually represents the processes and interactions between administrators and users. While, the use case UML outlines the various interactions and activities involving users, administrators, and essential APIs. Lastly, The class diagram provides an overview of system components and their relationships.

Description of Client

Located in the heart of Montreal, GallerieM is a standout boutique, renowned for its handcrafted and personalized items. Their vast portfolio, from tailor-made t-shirts and elegant mugs to detailed invitation cards and delightful baby attire, positions them as a top choice for events like weddings, anniversaries, and more intimate affairs such as bridal showers. GallerieM operates with a clear B2C focus, handling both individualized requests and larger bulk orders, always ensuring a personal touch in every piece.

GallerieM, doesn't have any knowledge of programming but possesses a commendable understanding of digital tools. They're proficient with Excel spreadsheets and using them for various business needs. Furthermore, they are efficient with email communication, ensuring smooth interactions with customers and suppliers. As the business seeks to expand its digital footprint with an eCommerce platform, their foundational computer skills will be an asset, although the technicalities of web development will be a new territory. Her in-house design craftsmanship and a keen eye for detail, combined with her digital proficiency, set GallerieM on a path of promising growth amidst a competitive market, particularly during peak seasons and significant occasions.

Business Problem

There are some problems for most businesses when going online. However, five biggest challenges are:

- Maintaining personal connection with customers.
- Data collection and security.
- Battling and staying ahead of competition.
- Preparing and training the team for change.
- Building a website.

In addition, there are more problems when the product is handmade. The main disadvantages of selling handmade products are that having much higher production costs than similar products that are mass-produced, therefore, product's prices will be higher. Then the business' owner must get consumers to understand why the prices are higher and see the benefits of handmade products, otherwise, customers will buy the cheaper, mass-produced product.

Therefore, in the website it is necessary to focus on the quality, life time and other advantages compared to mass-produced products. Since there are special customers for these products on special occasions, targeting should also be focused on these people and on these occasions.

Another problem that exists for such businesses is not knowing the competitors. Anyone can do the same thing at home and become a competitor. Therefore, advertising for such jobs should be done with a lot of study and the virtual world should be taken care of in parallel and constantly to identify competitors.

Usability Guidelines

1. Keep the user interface simple and intuitive.

This will ensure that the design is straightforward and easy for users to understand without unnecessary complexity.

2. Maintain consistency in design and functionality.

This will include using consistent design elements, terminology, and interactions throughout the software to create a familiar user experience.

3. Provide clear and immediate feedback for user actions.

This will display feedback promptly for user interactions, such as button clicks or form submissions, to confirm that the software is responding.

4. Optimize the software for efficient task performance.

This is to design the software in a way that allows users to complete tasks quickly and with minimal effort.

5. Allow users to easily navigate through the software and undo actions.

This will enable simple navigation and provide an option to undo or reverse actions to give users a sense of control.

6. Organize information and features in a clear and logical manner.

This will structure the software in a way that organizes content and features logically, making it easy for users to find what they need.

7. Use a clean and minimalist design for an easier and more user-friendly experience.

This will simplify the visual design to avoid overwhelming users with unnecessary visual elements or distractions.

8. Design for optimal readability and legibility of text and content.

This will be to choose appropriate fonts, font sizes, and contrast to ensure that text and content are easy to read and understand.

9. Ensure that the software is responsive and works well on different devices.

This will be to optimize the software for various screen sizes and devices to provide a consistent user experience across platforms.

10. Test the software with real users to gather feedback and insights.

This will be to conduct usability testing to collect valuable feedback from real users and identify areas for improvement.

Lars Lofgren (2023, September 7). A Simple Guide to Website Usability. QuickSprout. https://www.quicksprout.com/website-usability/.

Research based Web Design and Usability Guidelines. (2016). Usability guidelines (Publication No. HHS-16-INFO-C12). Retrieved from https://www.usability.gov/sites/default/files/documents/guidelines_book.pdf.

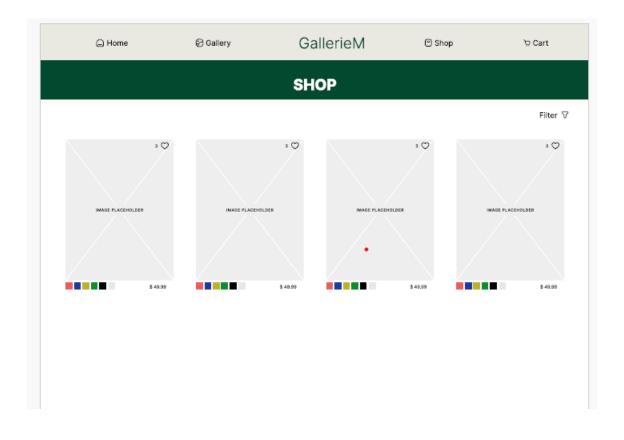
Prototype Interfaces

The files have been shared via email.

Or follow the link below:

https://www.figma.com/file/0PkWHyaNC7LZk0CKgX4VXU/galleriem?type=design&mode=design&t=Xgjuca0m9MVm1tP3-0

This is an example from the files.



Client Comments

The client had made requests for certain features not related to design. She gave us freedom to design it and was happy with the progress and design. The interactive and responsive design of Figma helped us visualize the final product effectively. The dynamic prototype on Figma provided a comprehensive understanding of the website's functionalities and user experience. It allowed the enhancing of the features after transitioning from a static mockup to a dynamic prototype. The animations and user interactions on Figma instilled showed the website's potential to be user-friendly and engaging. Figma's dynamic prototypes proved to be an excellent tool, aiding our understanding of the website's features and fostering better collaboration during the design process.

Evolution of Prototype

In our mock up, we used a specialized prototyping tool called figma. It has been a helpful to help in the evolution of our design since we discovered that it allows the user to interact with the mock up and see it responsive. There are tools allowed for the creation of dynamic, clickable prototypes with animations and user interactions. At first we did not know that it was supposed to be dynamic so we created a static mockup, and showed the static version to the client. But during the consultation, the teacher showed the dynamic functions of Figma, so we were able to add more features to it after.

Appendices

APPENDIX 1:

Nothing has changed on the user stories.

APPENDIX 2:

Nothing has changed on the user stories.