# Customer Needs

What colours would you like there to be on your ideal website?

Would you like to review and be reviewed by other users on the website?

How often do you think you would use Frack Hub?

Are there any features you would like on the website?

Would you like an account or to be able to access as a guest account?

Do you want to be able to directly contact the seller of products to inquire more?

# User Interface

Frack Hub target audience would be adults in the local community. This would be a wide variety of ages Between the ages of 18 to 70s. The website would have to be simple and intuitive to suit the needs of the varying levels of experience and variety of ages of the potential customers. An example of this would be a suited colour scheme as to keep the attention of the customer but not to make it an eye sore. All the interactive elements would be clearly labelled, and text would be larger so that older customers can still access and use the website easily.

The visual design features should be simple but effective to keep the attention of the customers and making it accessible for them. An example would be having matching colours and not have a contrasting colour scheme. This can be updated over time for promotional events or seasonal changes. It will help to make the website more user friendly and interactive furthermore it should have a simple and intuitive navigation menu for customers to find and sell products at ease. This would also make it accessible for users with disabilities such as any visual impairments a description as well as an image allows them to borrow and lend products to help keep an inclusive target audience.

The website will also have a lot of interactivity features such as searching for the type of product that they would like and by having an account they can easily view their transactions of borrowing and lending products. This will be able to be expanded in the future by being able to add more complex feature such as adding multiple tags for products. The features on the website will also help with cost effectiveness since it would be easier to maintain a customer base.

# Key Features

One of key features of the Frack hub website such as having the ability to upload Items and to search for items. The purpose of this is it is the main feature of the Frack Hub project. Currently the customer would be able to upload the image, the item name, price and a description so that other customers can see the product and to know how much it would be to borrow. Future Development and budgeting could allow for a more expansive page such as being able to search for genre or to compare the same items but by different owners.

Another key feature would be a relational database where all the information can be stored. This will be a relational database to help ensure database integrity and help reduce errors. The benefits of it being a relation database allow for a lot of easy access to data for Employees to manage the data and any errors such as refunds. Another advantage is it is a simple model that would not require much training. This will also allow for future expansion of the business as not much training will be required for the employees to use and understand the database when changes would need to be made for an expanding customer set.

A backend sever is the backbone of the Frack hub system this will help to hide the complexity from the customer view it will also allow employees to view and manage the system easier. It will also allow for expansion as new implementation of more servers could help expand the Frack hub system across several communities and make it more viable for customers across a wider area.

Since Frack hub is a community scale project it will be reviewed monthly to keep up with changing customer needs. This will also allow the councils of the area to stay informed and to keep in compliance with any changes that would be needed. This will also help the business to be cost effective so that they can review profits and losses and find ways to improve both the Frack hub system with customer feedback regularly while keeping a low maintenance cost of not having to constantly review and make major changes.

# Meeting report

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| **Topic** | **Method** | **Date** | **Summary** |
| Scale of Project | In person Meeting | 24/01/2022 | We decided on the scale of the project and when we would do the reviews |
| Overall Budget | In Person Meeting | 31/01/2022 | We talked about the budget and terms of service |
| Timescales and objectives | In person Meeting | 07/02/2022 | We discussed some of the aims of the project. |
| Timescales and objectives | Email to team | 09/02/2022 | Spoke with the team about some requirements of the project. |
| Website Requirements | In person Meeting | 14/02/2022 | I showed a few website designs ideas, and we found a colour scheme |
| Database / website requirements | Text Messages | 16/02/2022 | Multiple images and offers required |
| Question and Answers | In Person Meeting | 21/02/2022 | I went and answered some of the clients’ questions as well as got some clarification on the requirements. |
| Staff Potential Training | In person meeting | 28/02/2022 | We discussed the training and software requirements for the staff to use The Frack Hub system |
| Cost Management | In person meeting | 07/03/2022 | We spoke about financial support from the local government and how to effectively spend funds and keep the business running |
| Secondary Questionnaire | In person meeting | 14/03/2022 | I was instructed to do another questionnaire to see how customers might want the application or any changes to be made. |
| Overall Review and forward expectations | In person meeting | 21/03/2022 | We spoke about how the project had been developing and what to include moving forward in the coming weeks |
| Demonstrate project | Video Recording | 28/03/2022 | The team and I an initial version of the project |
| Review and target | In person Meeting | 04/04/2022 | We reviewed what went well so far and how we can improve the Frack Hub website and system. |
| Beta Testing of systems | In person and online meeting | 11/04/2022 | A small section of users was asked to beta test the website and system to find out if everything worked for them |
| Reviewing beta test | In person meeting | 02/05/2022 | Review data from the beta testers and discussing how to improve the website, server side and database system. |
| Final Improvements | In person meeting and online meeting | 09/05/2022 | After reviewing the data, we made improvements to the website and server side, we also discussed plans for videoing a demonstration. |
| Final Demonstration Video | Video Recording | 11/05/2022 | The team and I created the final video demonstrating how The Frack hub website works and the system works |

Graphical user interface, text, application, email

Description automatically generated

Graphical user interface, text, application, chat or text message

Description automatically generated

# Client Questionnaire

Text

Description automatically generated

Name : Carl Hiddleston

Age: 67

Profession: Retired

Computer Experience: Inexperienced

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| --- | --- | --- |
| Topic | Rating out of 10 | Comment |
| Accounts | 8 | Easy to find and use however no customisation of images with the login. |
| Navigation Bar | 10 | Easily located and shows what page I am on |
| Usability | 8 | Easy to use and zooming in keeps things at the right level |
| Ease of Use | 9 | It is very intuitive and clear with interactions and information displayed |
| Colour | 6 | Not very colourful but colours do show off features and text contrast background. |
| Item | 8 | Its clear what the item is and I like that there is a picture of the item |
| Renting | 6 | It is easy to rent and borrow items, but I do not want to be able to go into negative credits. |
| Overall Experience | 8 | Overall, the Frack hub website was easy to use, and I would use and recommend it to others. |

Name : Leo Grainger

Age: 18

Profession: University Student

Computer Experience: Experienced

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| --- | --- | --- |
| Topic | Rating out of 10 | Comment |
| Accounts | 8 | Easy to find and use however no customisation of images with the login. |
| Navigation Bar | 6 | It is quite basic, its effective but could have more colour |
| Usability | 8 | Easy to use and zooming in keeps things at the right level |
| Ease of Use | 8 | Its easy to use but it could have more interactive and more information easily available. |
| Colour | 9 | Nice contrast colour to display information and interactions. |
| Item | 8 | The item description is nice and informative, it shows the cost of the item. |
| Renting | 9 | It is easy to rent and borrow and I like that you can approve borrowing something. |
| Overall Experience | 9 | Overall, I like the Frack hub system and will be using it in the future |

Name : Sarah Lane

Age: 30

Profession: Librarian

Computer Experience: competent

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| --- | --- | --- |
| Topic | Rating out of 10 | Comment |
| Accounts | 10 | Simple, fast, intuitive |
| Navigation Bar | 9 | Clearly shows what page I am on and the page options |
| Usability | 8 | It is interactive and inclusive |
| Ease of Use | 9 | It is intuitive, I can easily tell where I need to type my information. |
| Colour | 9 | Nice contrast colour compared to the background |
| Item | 8 | Clearly shows the cost and the image of an item |
| Renting | 7 | It is simple to rent and borrow items however I think there should be a limit on how many items can be borrowed at once. |
| Overall Experience | 9 | It was easy to rent and borrow items, I will use this when it comes out and would recommend it to family and friends |