

Project Management Report

Usability & User Experience design project

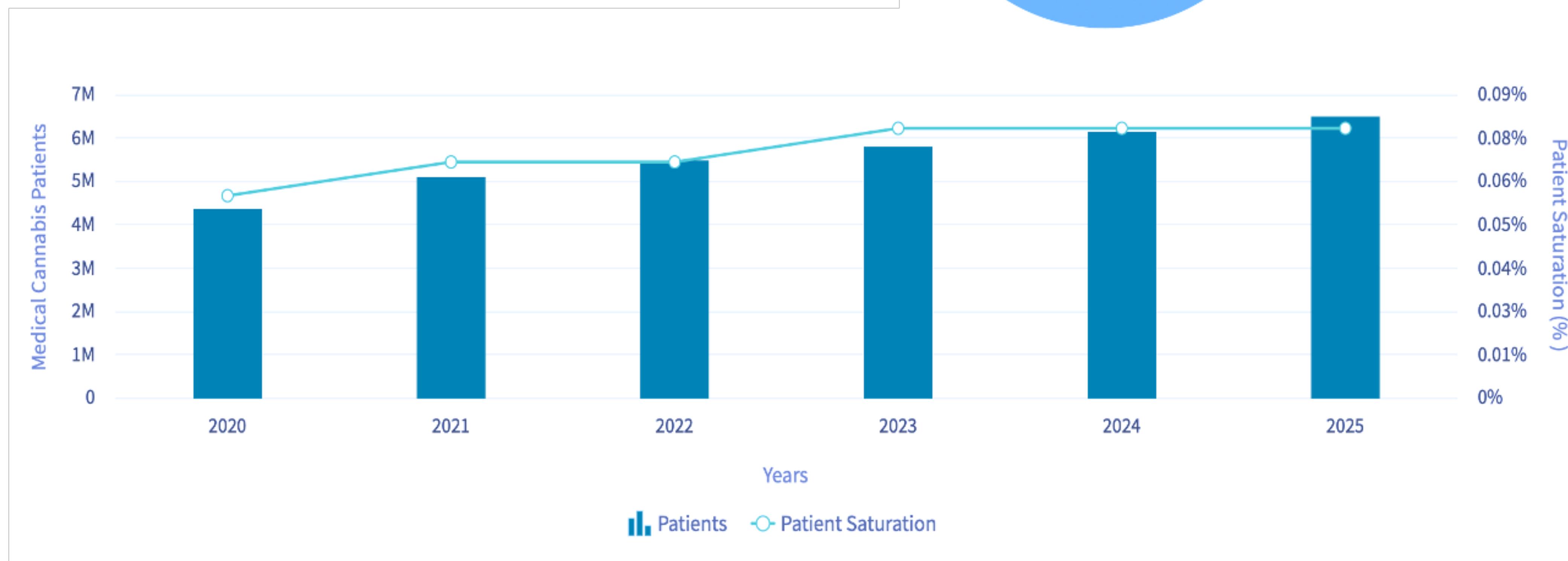
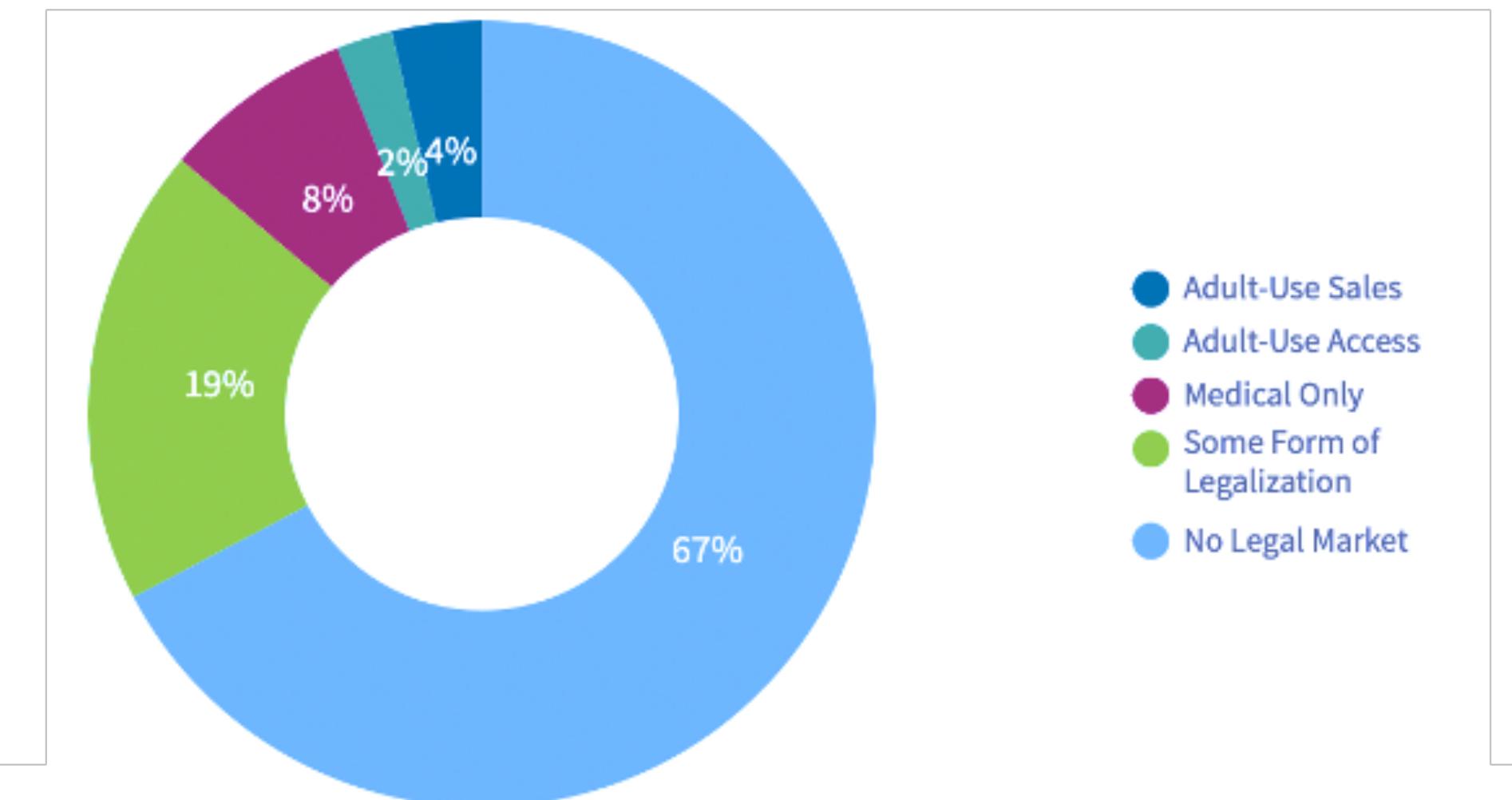
A.Y 2020-2021

Vanessa Bonanno,_Valentina Cozzi,_Giulia Venditti

Introduction.

CBD market overview

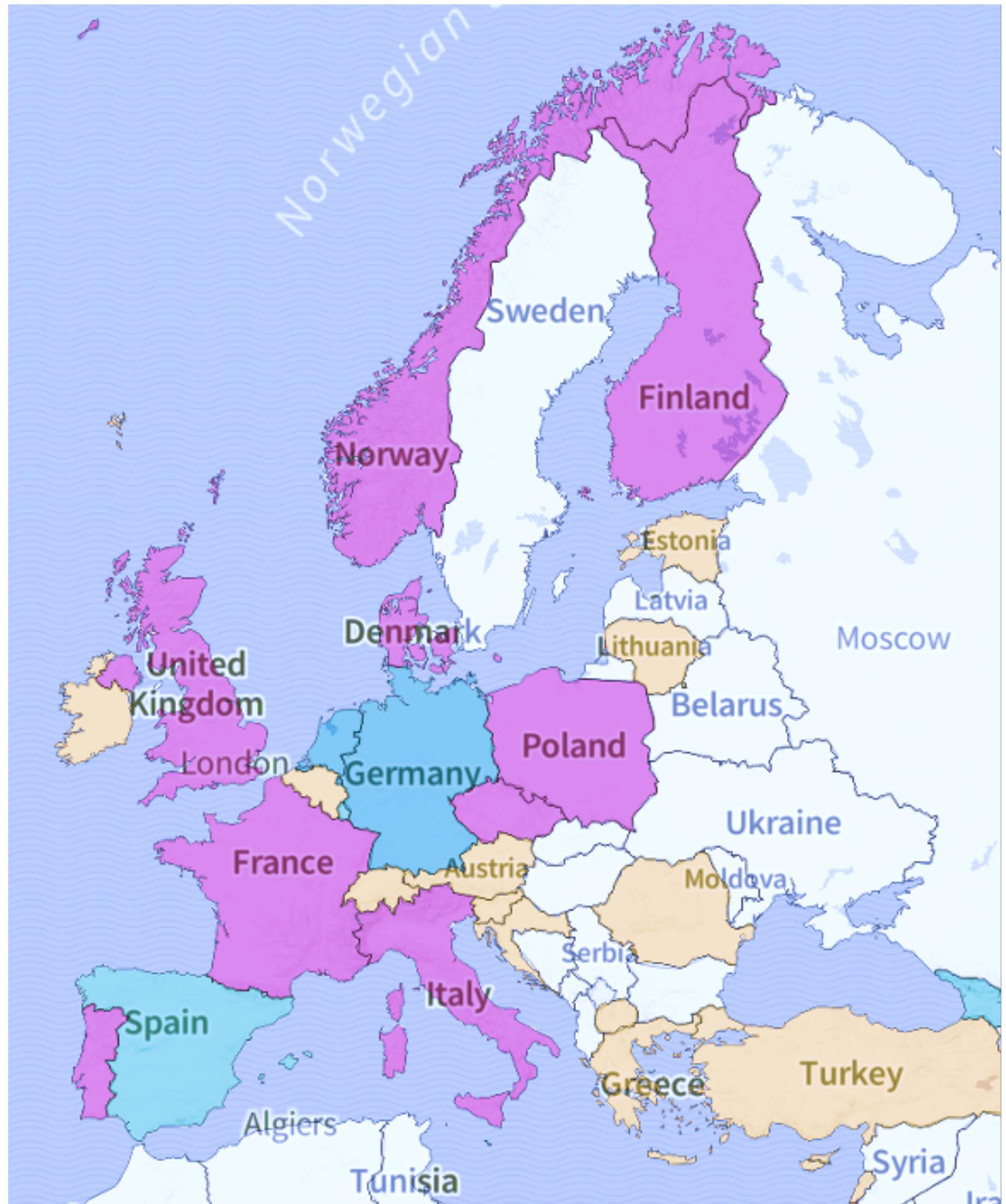
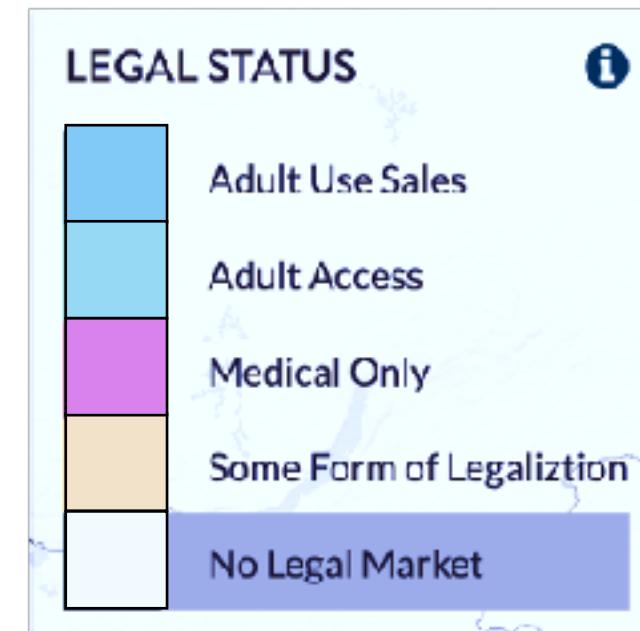
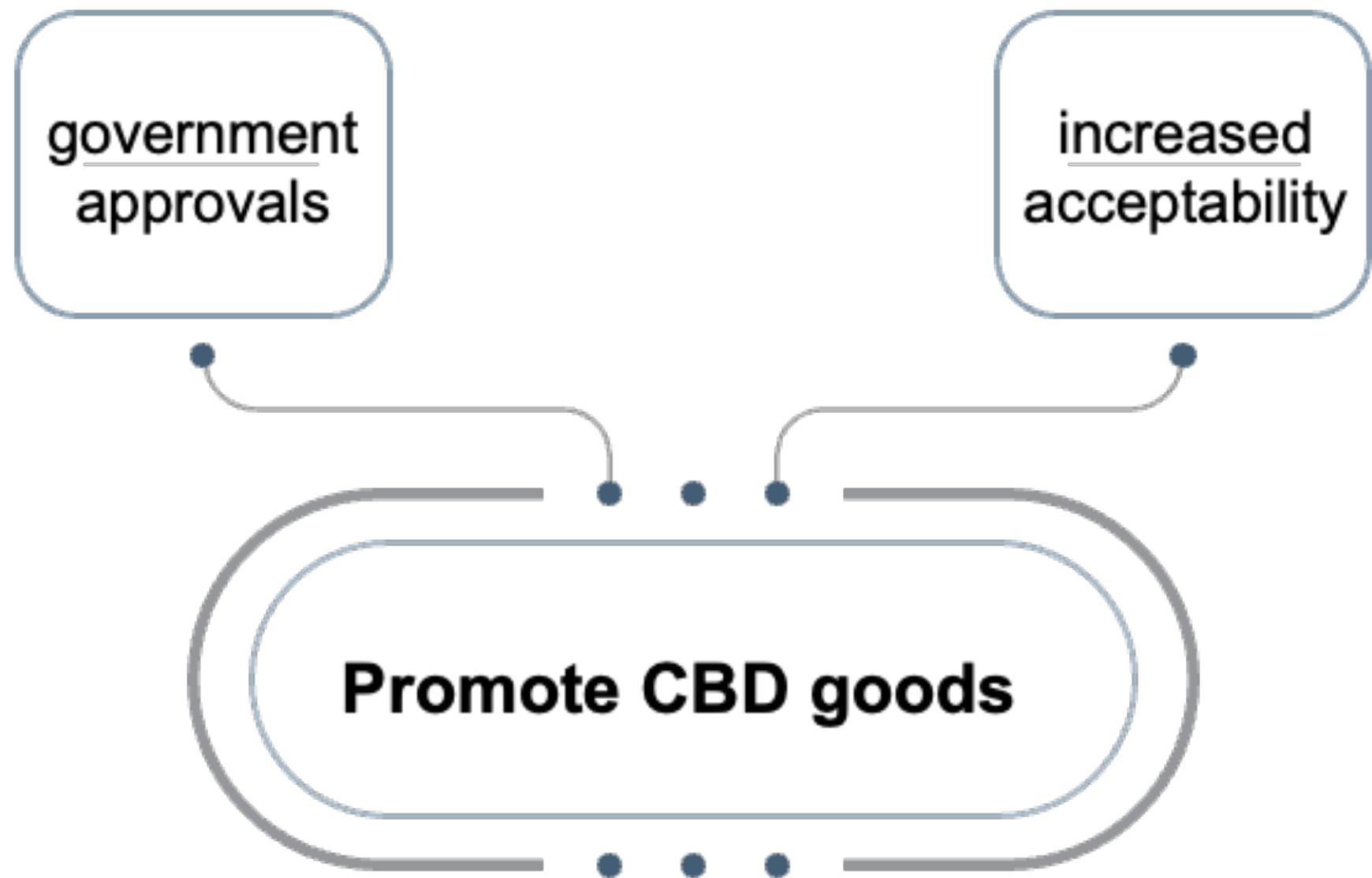
Cannabidiol (CBD) market is the fastest growing one in Occidental Countries, it is predicted to increase at a 40% compound annual growth rate (CAGR) from 2021 to 2028. The demand of CBD for health and wellness reasons is strong due to its therapeutic characteristics, which is a significant factor driving business growth. Furthermore, increased product acceptability and use, as a result of government approvals, is likely to promote CBD-infused goods production.



Introduction.

European CBD market

Europe is on course to overtake United States and Canada as the world's largest legal cannabis market in the next five years. Europe applies an incredible number of confusing laws and restrictions to define what is legal, and what is not surrounding the use of CBD; moreover, each country has its own regulations. While a few European nations have proclaimed it unlawful to import, acquire, or possess CBD, the great majority of countries have legalised CBD products that either follow the Novel Foods Act or may be obtained through a qualified medical practitioner.



Introduction.

VAAY

German brand of Hemp based products.



“Our mission to revolutionise the European cannabis market. We are a team with a vision: we build the infrastructure for the cannabis revolution in Europe.”

“People first culture”

Target: 18-34 y/o
conducting a stressful life

VAAY’s products focus on
mindfulness and inner balance

VAAY growth opportunities:

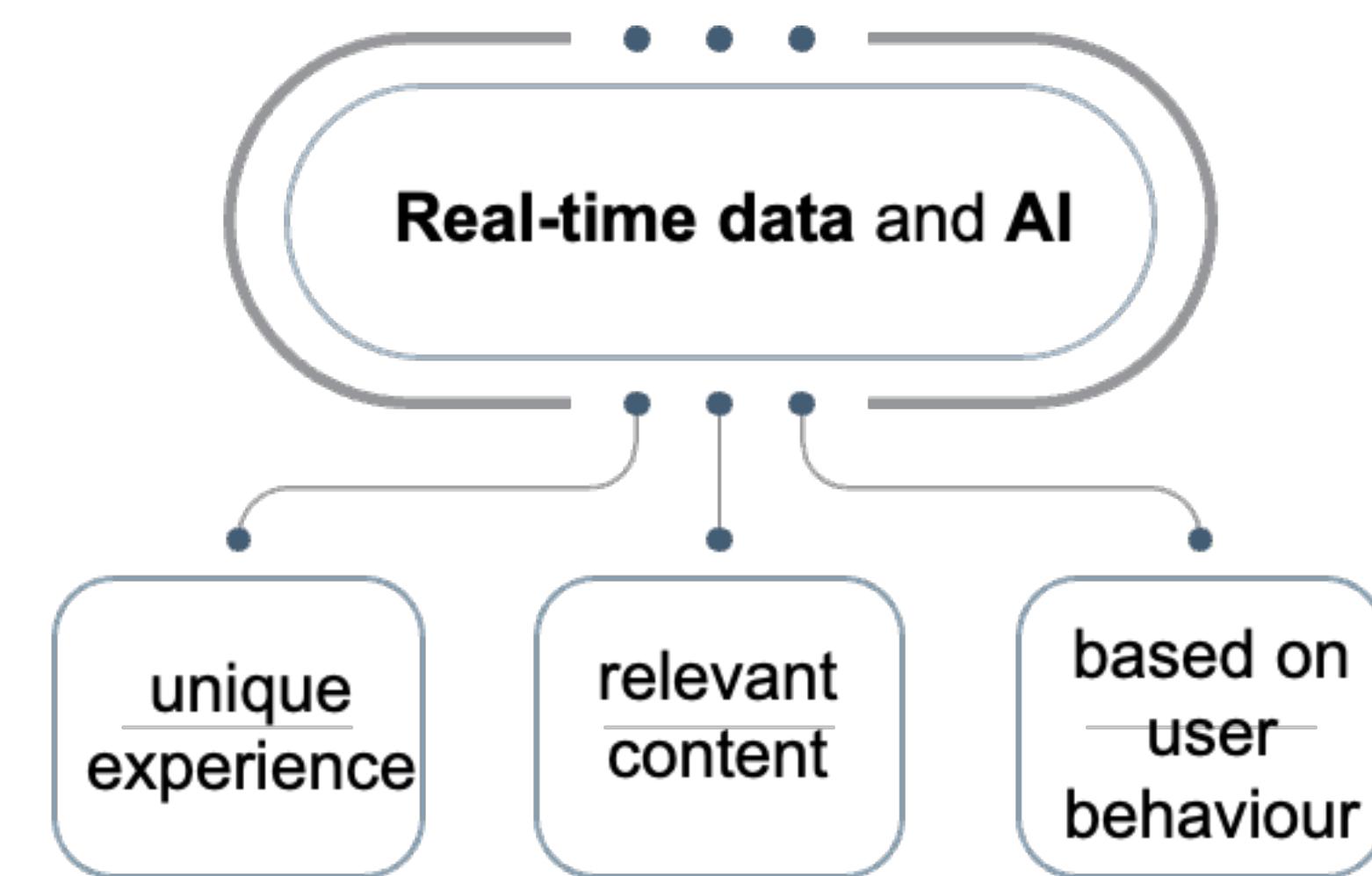
- Expansion of their market beyond country and consumer restrictions boundaries.
- Considering the inclusion of people over the age of 55 in their consumer segment, who will find in CBD products a natural alternative to medicines.



Both points imply a process of User Education



Hyper-personalisation



1._Ethnographic_Research

Segmentation of target audience

Demographic segmentation

We decided to take into consideration both sexes, since wellness and CBD products are genderless.



Income >17,000 €/year

Psychographic segmentation

We chose among Consumer Archetypes Shaping the European CBD Industry:

Consumers



Non-consumers



Target audience

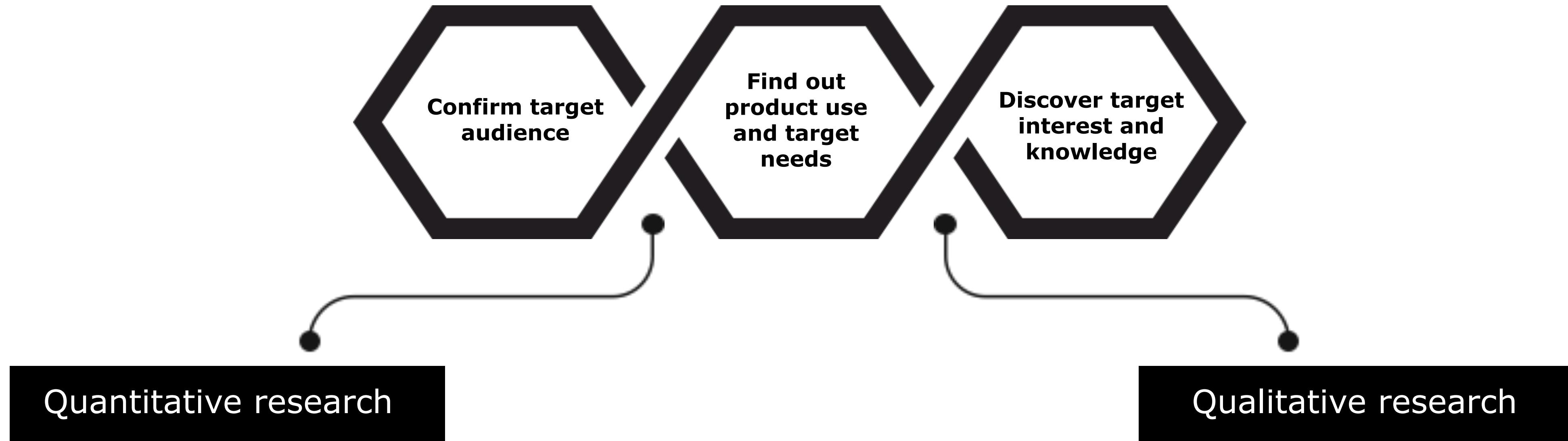


Young adult workers, between the ages of 25 and 34, concerned with environmental issues and who are looking for new sustainable products to manage their needs.



Older adults' workers or **senior citizens** over the age of 55 who are active, curious, looking for natural and ad hoc treatments for their ailments.

User research



We conduct a Google form questionnaire. 69 participants:

- 50 Italians → Among Italians:
 - 9 Youngs (25-34 yo)
 - 23 Adults (35-54 yo)
 - 15 Late adults (55+ yo)
- 19 International

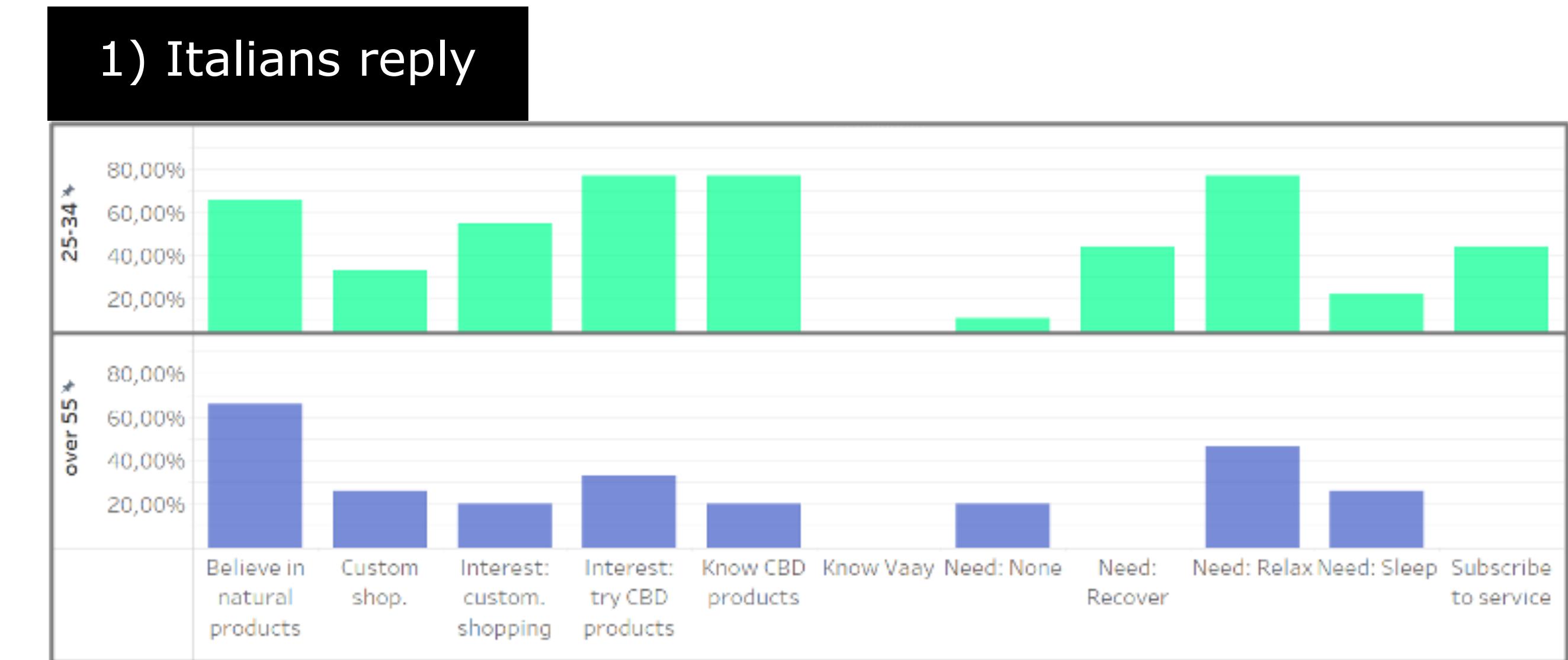
We conduct an Informal interview focusing on customised shopping and subscription service to better understand target pov. 4 participants:

- 4 Italians
- Late adults (55+ yo)

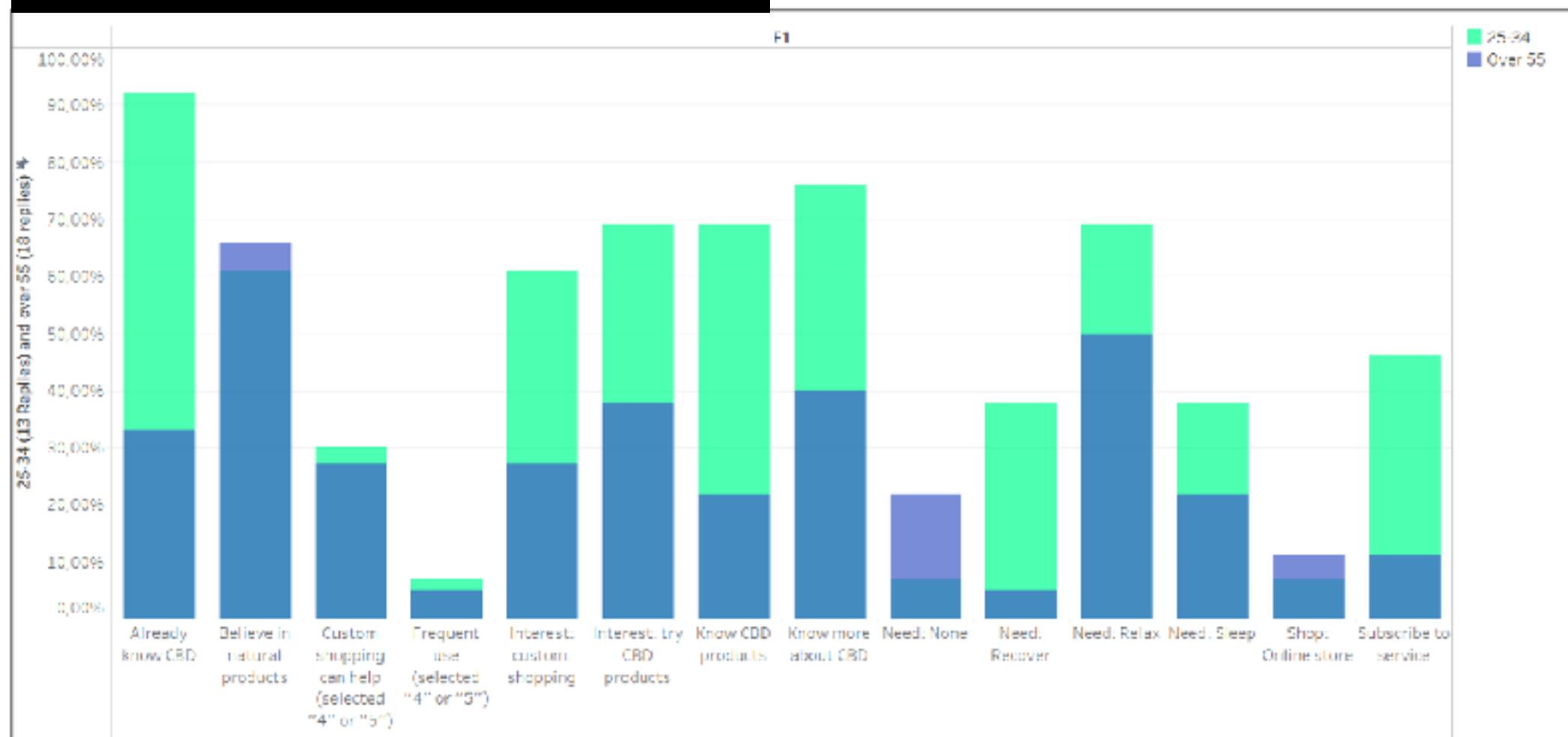
1._Ethnographic_Research

Quantitative research

- 50% shop online
- 25% already know CBD
- 6% shop CBD product
- 0% frequent user of CBD products
- 65% believe in natural products
- 32% interest: try CBD
- 45% need #RELAX
- 20% interest: custom shopping**
- 25% custom shopping can help**
- 0% subscribe



Quiz results overview



2) Italians reply



Qualitative Results

Questions

- 01 Do you know what customised shopping is?
- 02 Have you ever tried it / Would like to try it?
- 03 Do you think customised shopping could help you better understanding the properties of a product and its correct use?
- 04 Do you know what a subscription service is?
- 05 Have you ever tried it / Would like to try it?
- 06 Do you think a subscription service would ease your shopping?
- 07 Do you think a subscription service would save you some time?

Interviewed 1

- 01 I am not sure.
- 02 I don't know.
- 03 Yes, absolutely.
- 04 Yes, they send you news and advertising
- 05 I wouldn't try it, to me it is stressful.
- 06 No rather than yes.
- 07 Yes.

Interviewed 2

- 01 Yes.
- 02 Yes, rather than buying randomly.
- 03 Yes, absolutely.
- 04 I am not sure.
- 05 I am not sure, it seems to be something difficult, and if one day I want to change or delete the account I can't do it or I can't do it easily.
- 06 Yes, because people tend to be online a lot and it could help.
- 07 Yes, because people are always in a hurry, I do not like it.

Qualitative Results

Interviewed 3

- 01 No.
- 02 No.
- 03 No.
- 04 Yes, if you mean Amazon Unlimited.
- 05 No.
- 06 No, but if I have no other choice I subscribe. In general, I do not want subscriptions that limit my autonomy. I can find the info myself. It is bothering to me when they call to offer me purchases. They take away the fun of shopping.
- 07 No.

Interviewed 4

- 01 No.
- 02 Never, but I probably would like to try it.
- 03 Yes and, if we speak about a CBD website, it could help understanding the right dosages to avoid side effects or addiction.
- 04 Yes.
- 05 Yes, but if I need to try a new subscription, I would like to test the products first, before subscribing. I would then subscribe only if there were "economic feedbacks", like products discounts or free shipping.
- 06 Yes, it will help giving more information about the products.
- 07 Yes. It would be quicker than going in a physical store.

Results summary

- 2/4 try a hyper-personalised system
- **3/4 customisable shopping can help**
- 2/4 subscription can help
- 1/4 interest in subscription service + only if there are discounts

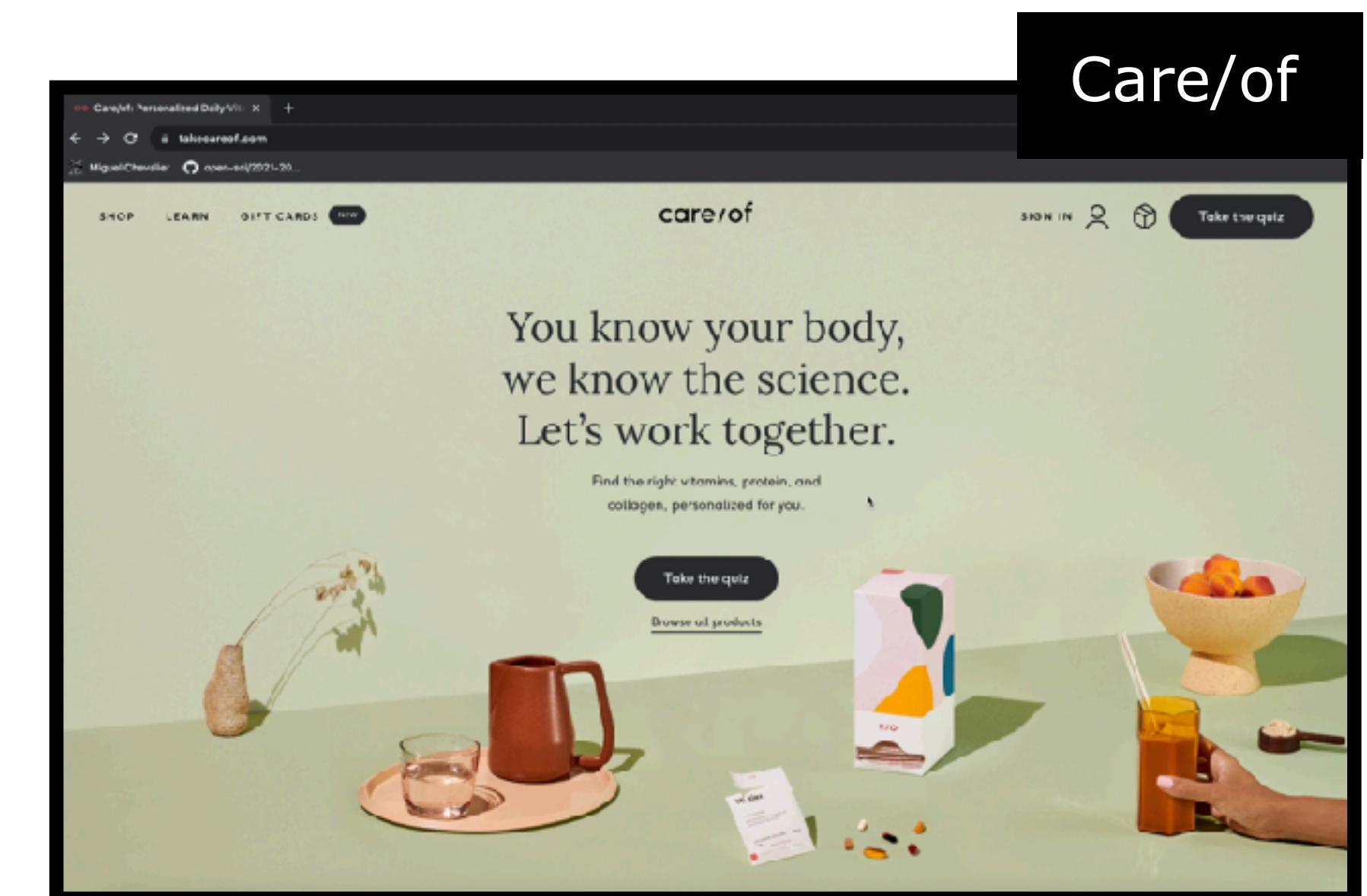
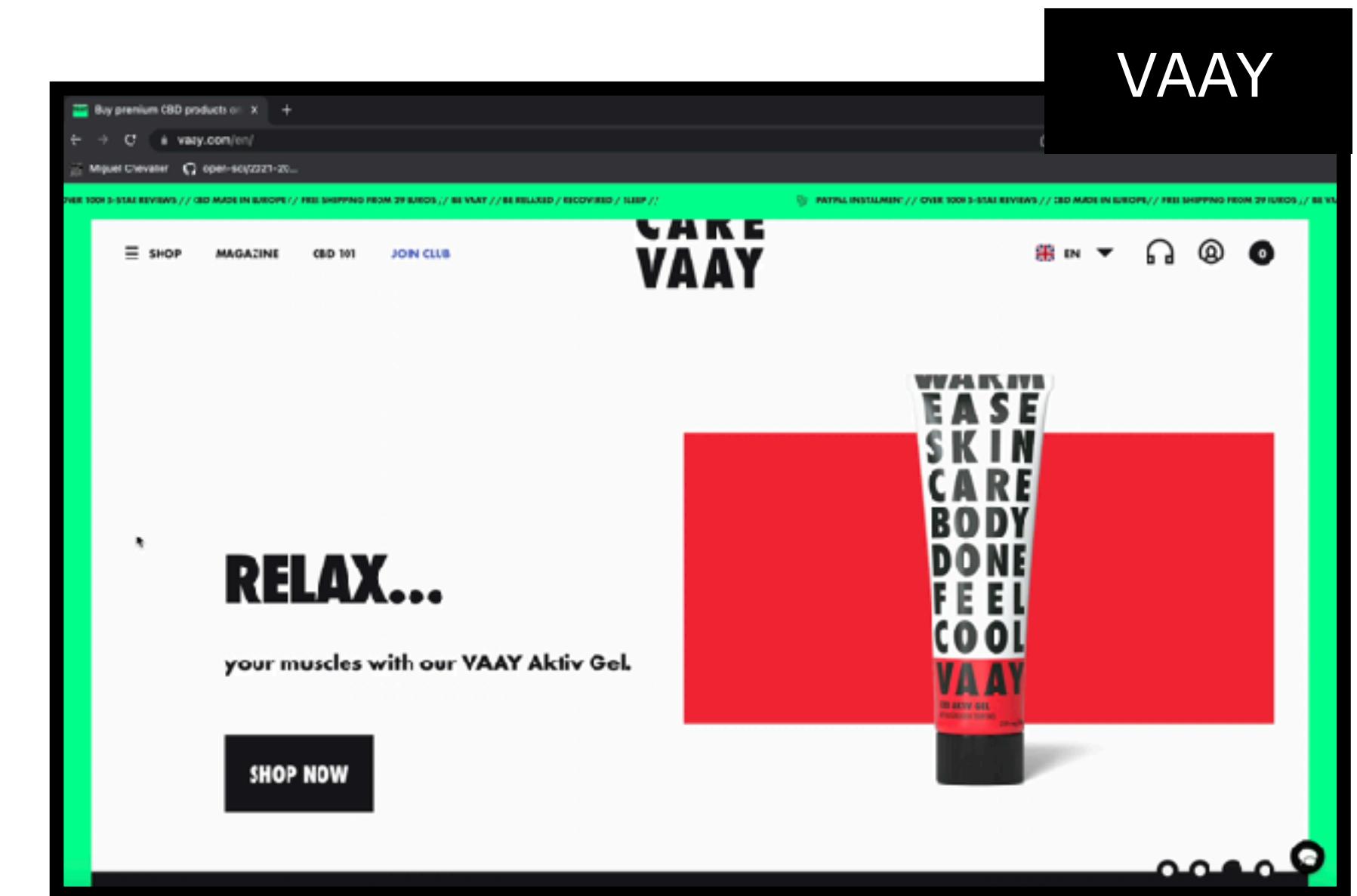
2._Assessment_of_ Existing_Resources

2._Assessment_of_Existing_Resources

Expert usability review

From Nielsen and Molich and Weinschenk and Barker heuristics we extrapolated the following 14 guidelines:

- **Visibility of system status**
- **Match between the system and the real world**
- **Cultural propriety**
- **Accommodation**
- **User control and freedom**
- **Fulfilment**
- **Consistency and standards**
- **Recognition rather than recall**
- **Flexibility and efficiency of use**
- **Responsiveness**
- **Aesthetics and minimalist design**
- **Error prevention**
- **Help users recognize, diagnose, and recover from errors**
- **User support**



2._Assessment_of_Existing_Resources

Inspection

Care/of

Direct analysis

- Match between the system and the real world
- Flexibility and efficiency of use

Indirect analysis

- User control and freedom
- Consistency and standards
- Flexibility and efficiency of use
- Help users recognize, diagnose, and recover from errors

VAYA

Direct analysis

- Consistency and standards
- Recognition rather than recall
- Flexibility and efficiency of use
- Error prevention

Indirect analysis

- User support
- Fulfilment
- Flexibility and efficiency of use
- Recognition rather than recall

2._Assessment_of_Existing_Resources

Testing protocol

Testing type: Discount Usability Testing

Testing subjects:

- **Tomaso**, 25 years old, student, proficient computer user, familiar with online shopping, already knows about CBD products;
- **Nadia**, 55 years old, artisan, never ordered anything online, not informed but curious about CBD products, uses the pc for basic tasks (videos, social media, etc.).

Testing tasks:

01. Care/of

- a. Take the quiz
- b. Delete a product from your cart

02. VAAY

- a. Navigate in the online store and find the product "CBD Pen-Lemon"
- b. Add "CBD Pen-Lemon" to the cart
- c. Navigate in the online store and find the product "CBD Oil 20%"
- d. Add "CBD Oil 20%" to the cart
- e. Find out more about "CBD Oil 20%": what is it, how to apply and visit glossary
- f. Find what are the shopping costs

2._Assessment_of_Existing_Resources

Testing process - Tommaso

- Care/of: «Il test è fatto molto bene [...]», «Se dovessi acquistare queste cose di certo non vado ad acquistarle se faccio un quiz su internet»
- VAAY: «Mi ero bloccato qua perché pensavo stesse caricando», «non era molto chiaro [...]»

	TASK	SUCCESS	EFFICIENCY	EFFECTIVENESS	LEARNABILITY	SATISFACTION
CARE/OF	1.a	Yes, task completed without help	Very high, completed in 14'	/	/	Very high, but with concern
	1.b	Yes, task completed without help	High, completed in 20"	/	/	Normal
VAAY	2.a	Yes, task completed without help	High, completed in 18"	/	/	Low
	2.b	Yes, task completed without help	Very high, completed in 1"	/	/	Low
	2.c	Yes, task completed without help	Very high, completed in 16"	Easy backtracking	Good, major improvements after task 2.a	Normal
	2.d	Yes, task completed without help	Very high, completed in less than 1"	Easy backtracking	Good, major improvements after task 2.b	Normal
	2.e	Yes, task completed without help	Very high, completed in 10"	/	/	Low
	2.f	Yes, task completed without help	Low, completed in 1'7"	Minor hesitation, dead ends	/	Low

2._Assessment_of_Existing_Resources

Testing process - Nadia

- Care/of: «è un quiz come un altro, era facile»
- VAAY: 100% tasks completed, 2 tasks with help
- Need for a translator

	TASK	SUCCESS	EFFICIENCY	EFFECTIVENESS	LEARNABILITY	SATISFACTION
CARE/OF	1.a	Yes, task completed without help	High, completed in 22''*	Minor hesitation	/	High
	1.b	Yes, task completed with some help	Low, completed in 1'	Major hesitation, dead ends	/	Normal
VAAY	2.a	Yes, task completed with some help	Low, hesitation, completed in 3'9"	Useless steps, dead ends, major hesitation	/	Low
	2.b	Yes, task completed with some help	Low, completed in 50"	Dead ends	/	Normal
VAAY	2.c	Yes, task completed without help	Low, completed in 1'41"	Minor hesitation	Good, major improvements after task 2.a	Normal
	2.d	Yes, task completed without help	High, completed in 1"	Easy backtracking	Good, major improvements after task 2.b	Normal
	2.e	Yes, task completed without help	High, completed in 50"	Minor hesitation	/	Normal
	2.f	Yes, task completed without help	Low, completed in 2'	Minor hesitation, dead ends	/	Normal

2._Assessment_of_Existing_Resources

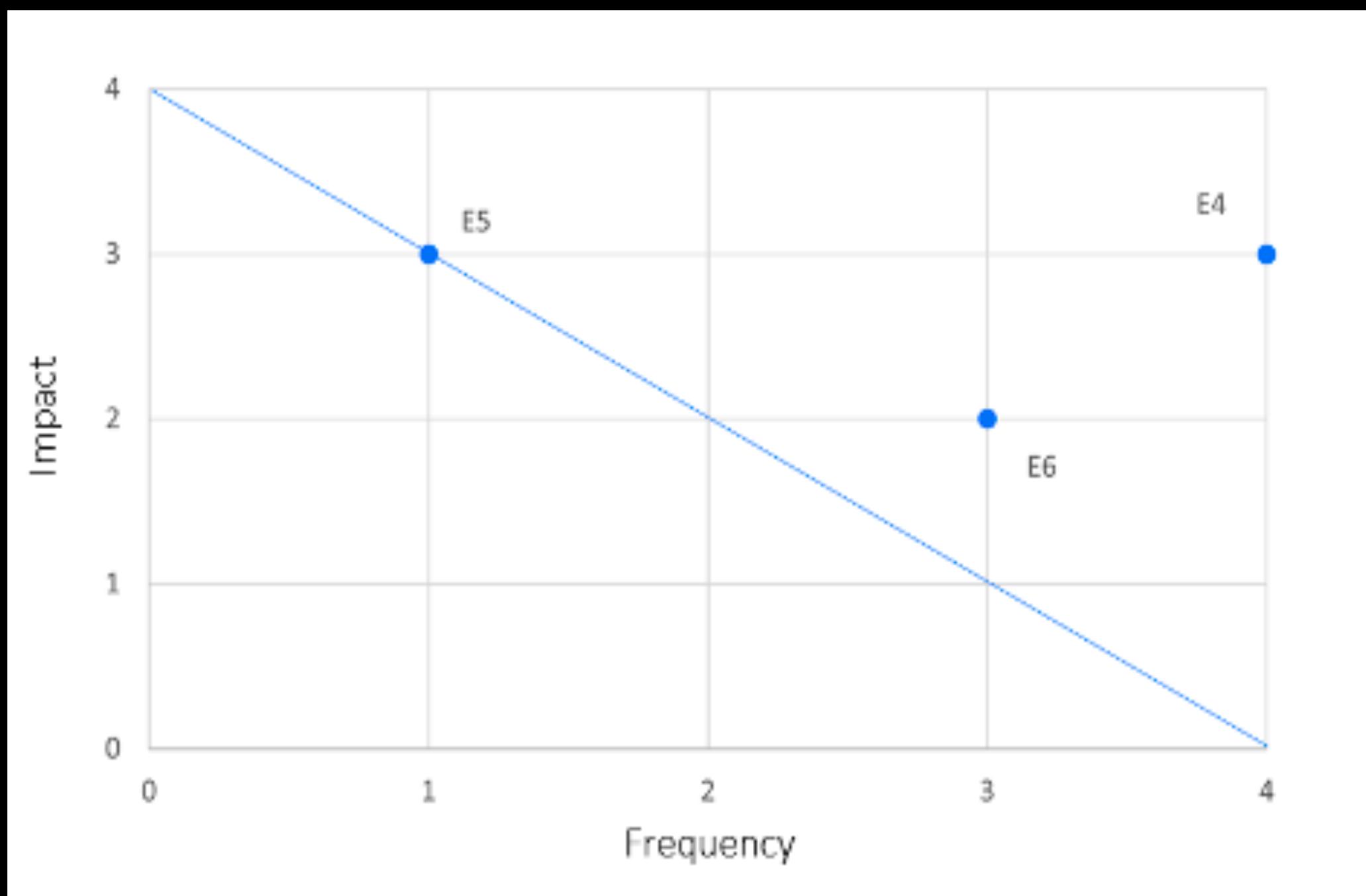
Results analysis

- E2) Care/of chart icon - violation of **Consistency and standards**
- E4) VAAY overall bad design – violation of **Fulfilment**
- E5) VAAY menu confusing interface – violation of **Fulfilment**
- E6) VAAY confusing section “CBD 101” – violation of **User support**

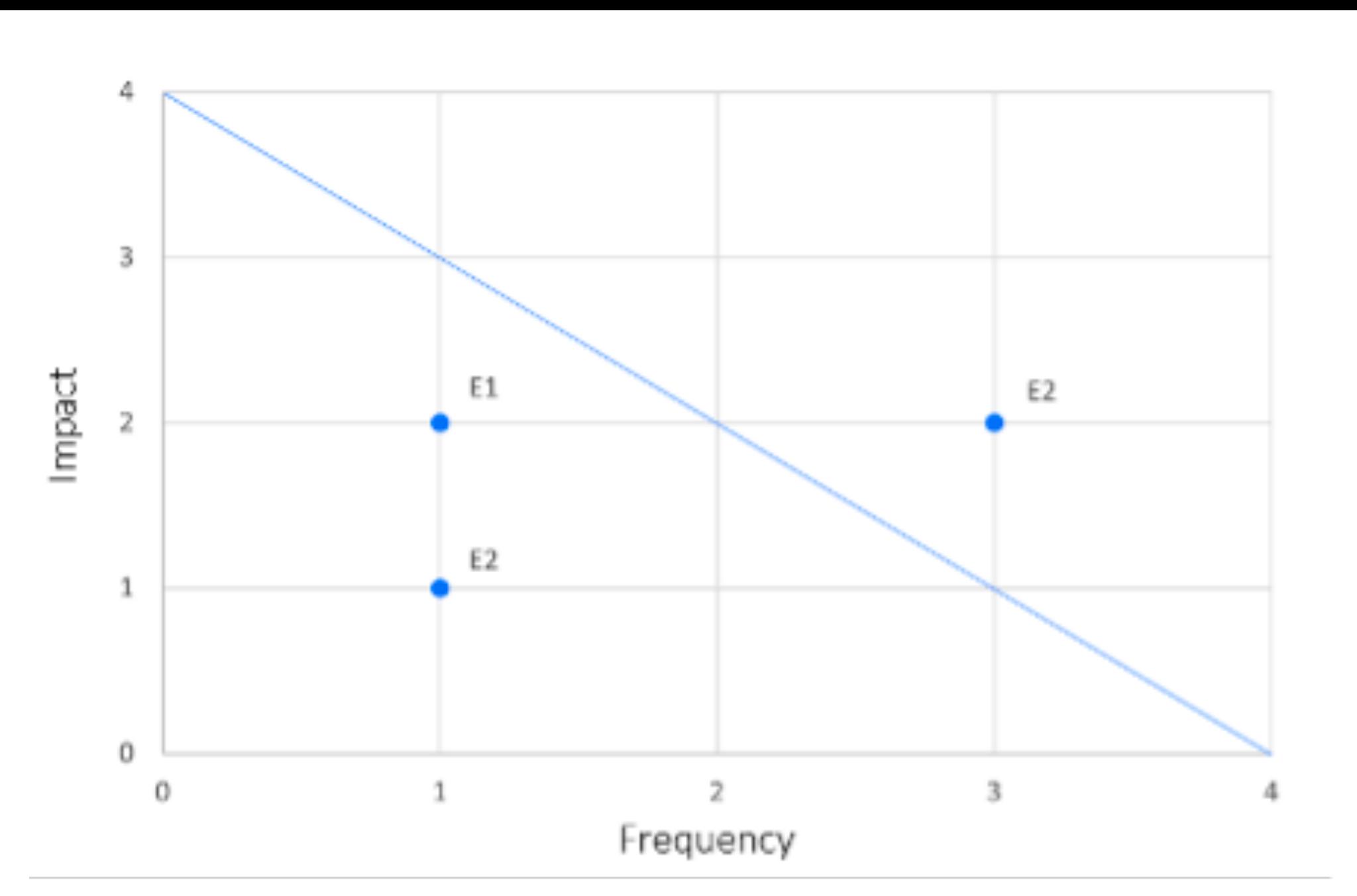
SUS result

- Tommaso: **76.3/100**
- Nadia: **65/100**

VAAY Urgency curve



Care/of Urgency curve



3._Feasability_Study

3._Feasibility_Study

Context of use

Environmental and technical constraints

Most likely, given the nature of the system we propose here, our users will access the system during their free time when they want to dedicate to themselves and their wellness, probably in the comfort of their homes.

Different viewports and device screen sizes may also influence the usability.

Intended user



Young adults

- acquainted with CBD
- have environment at heart
- looking for natural and environmental-friendly products
- deal with stress, anxiety and lack of sleep

Late adults

- mostly unaware of CBD
- curious and eager to try it out
- find natural alternatives to
- take care of their aches and pains.

Intended tasks

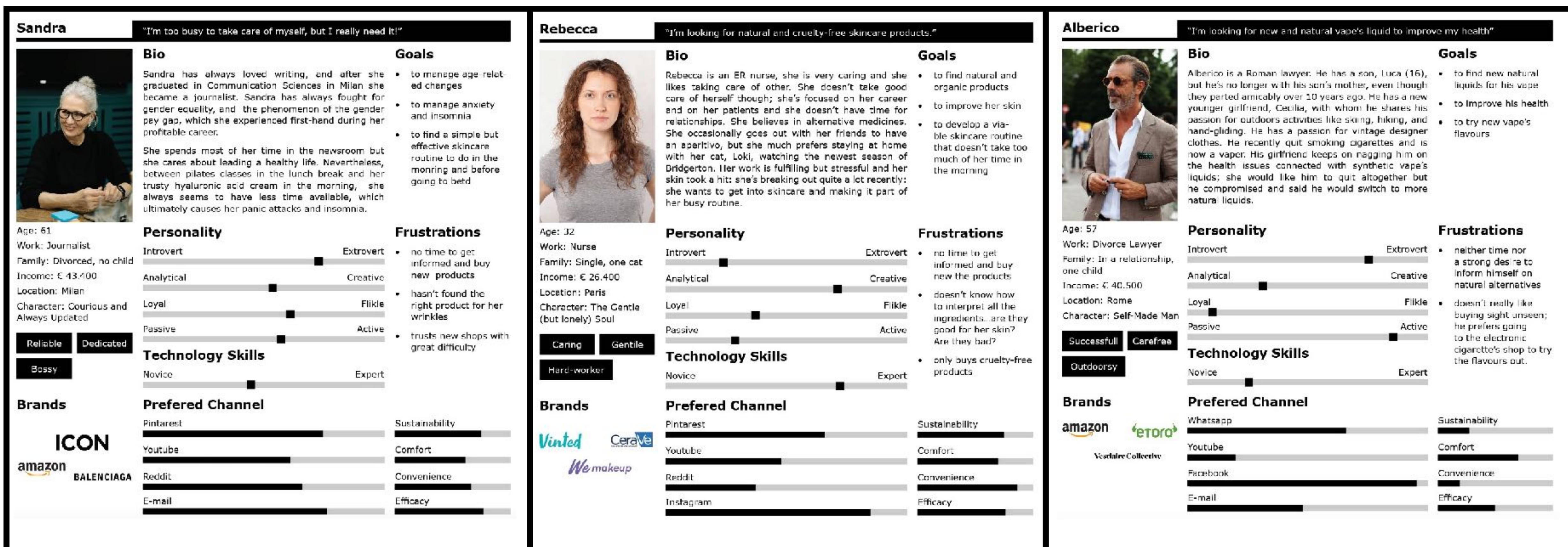
- Start the VAAY test
- Complete VAAY test
- Complete VAAY test after an interruption
- Select product typology
- Save your recommendation
- Add a specific number of recommended items to the cart
- Add all the recommendation plan to the cart
- Delete a specific number of items from your recommendation
- Go back through recommendation history
- Change e-mail associated to recommendation plan
- Buy your plan
- Subscribe to the plan
- Share your plan with others
- Discover how VAAY uses your personal data
- Discover VAAY product availability in your country

3._Feasability_Study

Persons

Stemming from our target groups we created 6 plausible personas, the primary persona (Sandra), two secondary personas (Rebecca and Laura), two additional personas (Hwang and Alberico) and one negative persona (Roberto). For the purpose of this paper, we are going to present only the primary, one secondary and one additional persona.

Complete personas at <https://workspace58382165.xtensio.com/ogwc45ym>



3._Feasability_Study

Scenarios

1) Medical Check-up

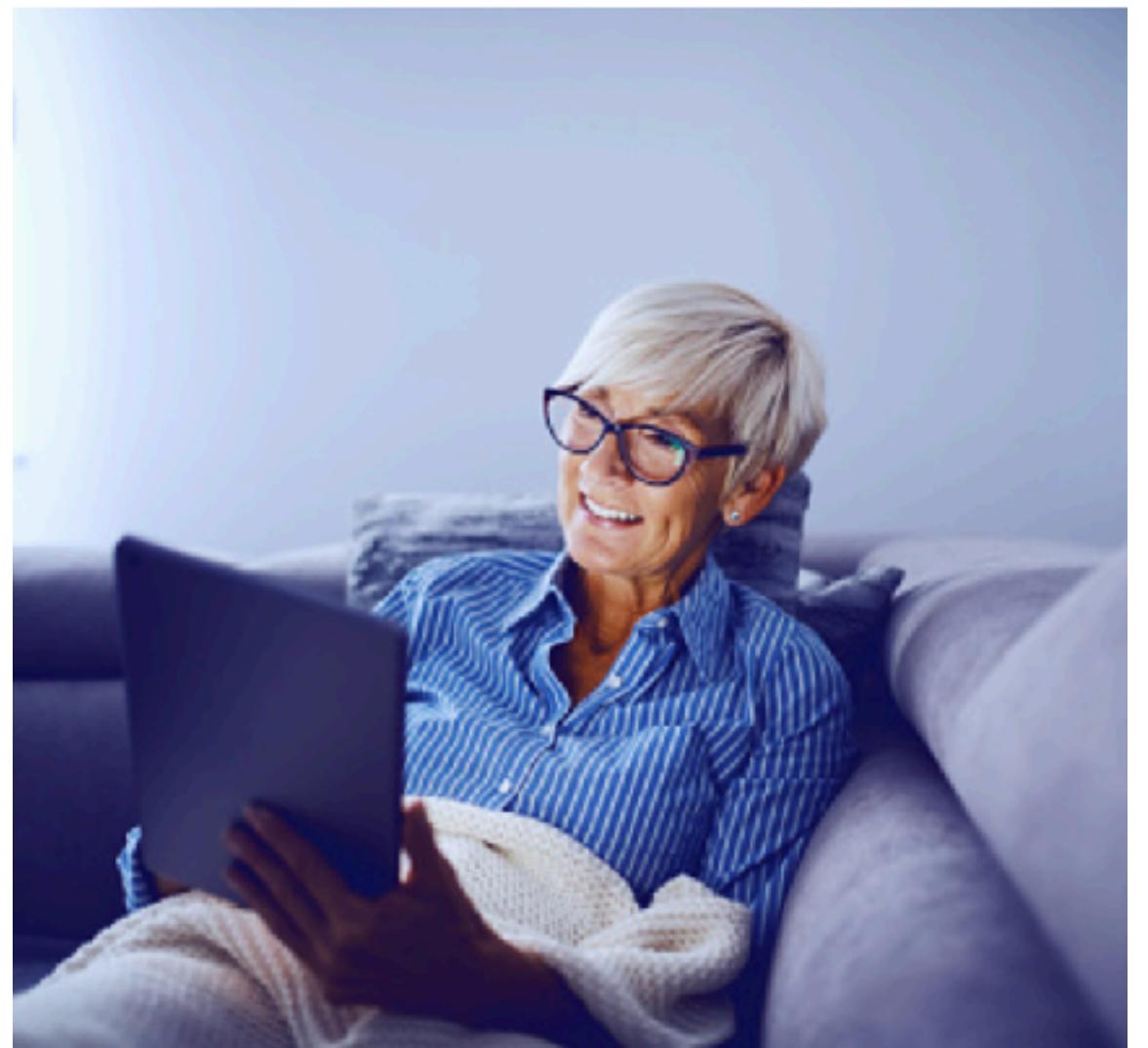
Who: Sandra

Where: in her home

With whom: alone

With device: tablet

Task: take the test



2) Leisure

Who: Alberico

Where: at the bar

With whom: alone

With device: smartphone

Task: select product type



3) Skincare Routine

Who: Rebecca

Where: in her home

With whom: alone

With device: personal computer

Task: buy your plan



4._Design_Proposal

4._Design_Proposal

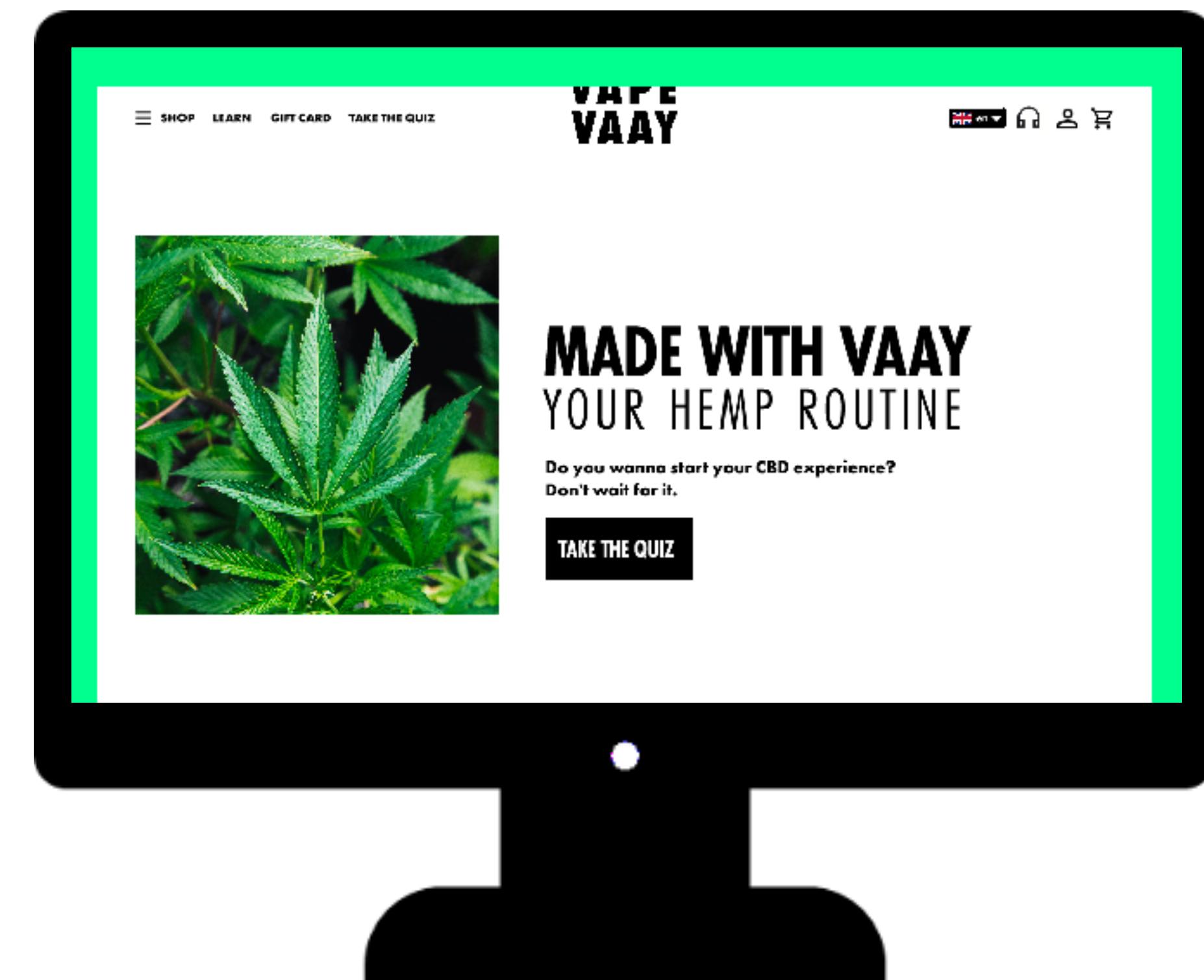
Made with VAAY your hemp routine

How to improve **interface, structure, navigability** for **55+**?

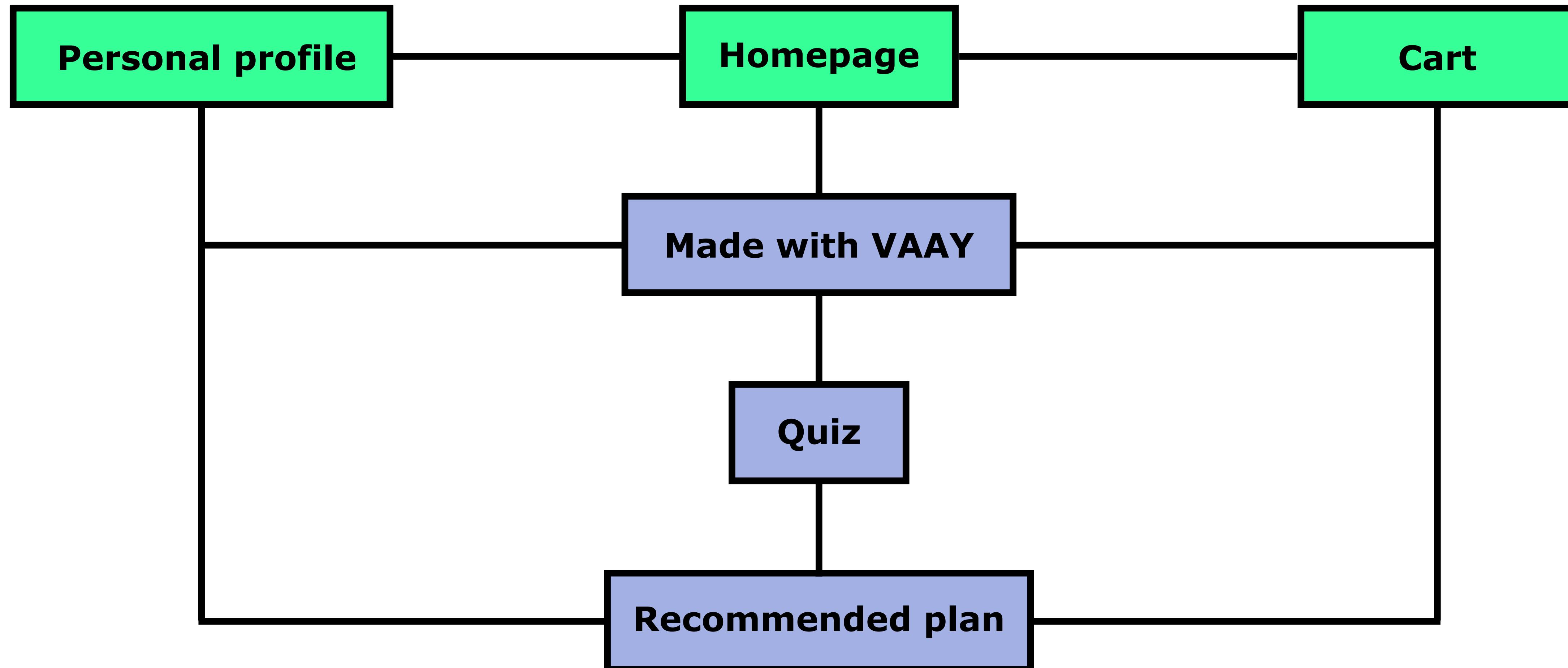
- address the hyper personalisation need
- **facilitate** navigation system

Solutions:

- general restyling
- **implementation of a hyper-personalisation experience**



Information Architecture



CAO=S Model

Concepts



Actors

Direct:



Technical competency Domain competency Linguistic competency



Motivation Concentration

Indirect:



VAAY Experts Suppliers Shipping company

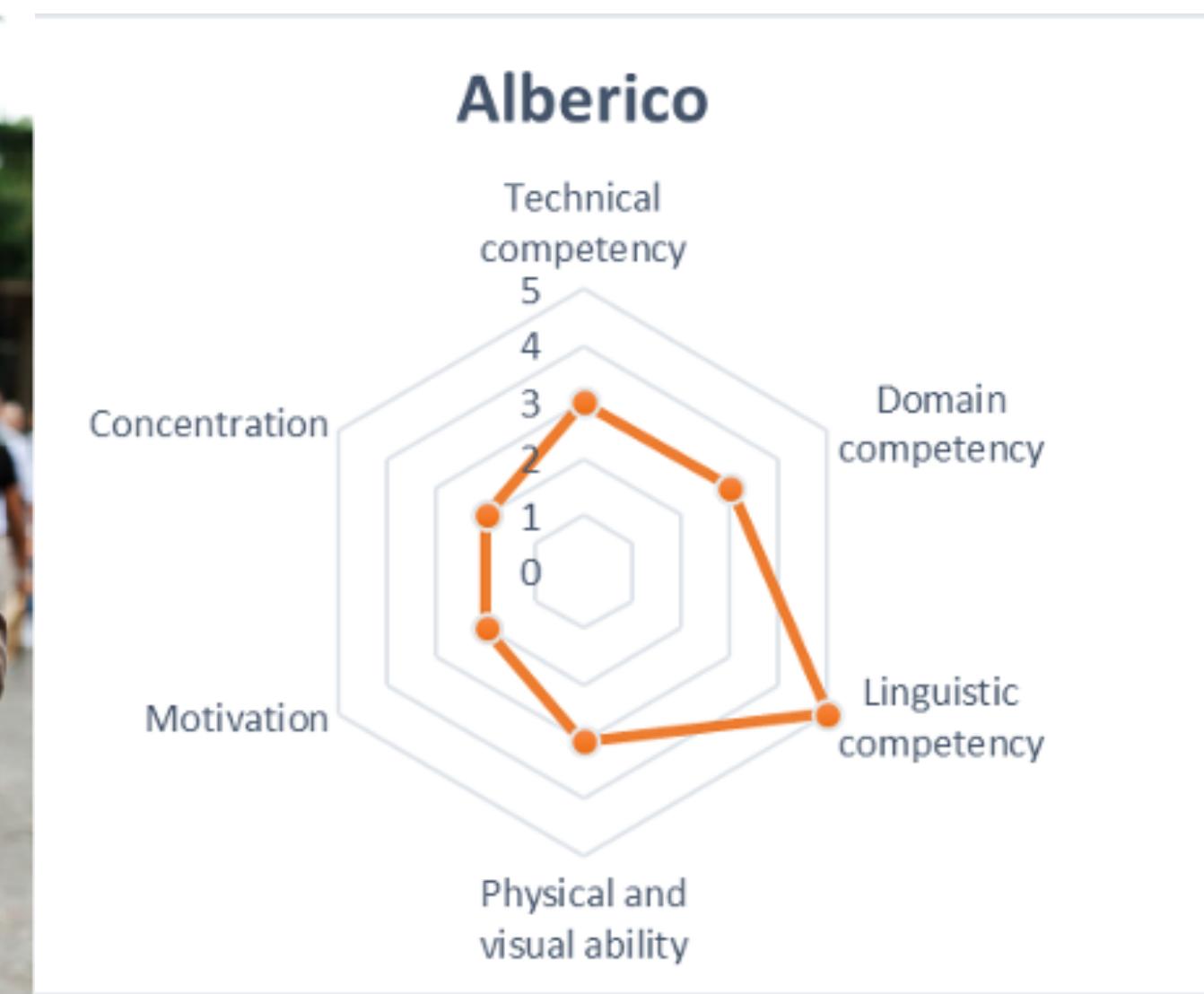
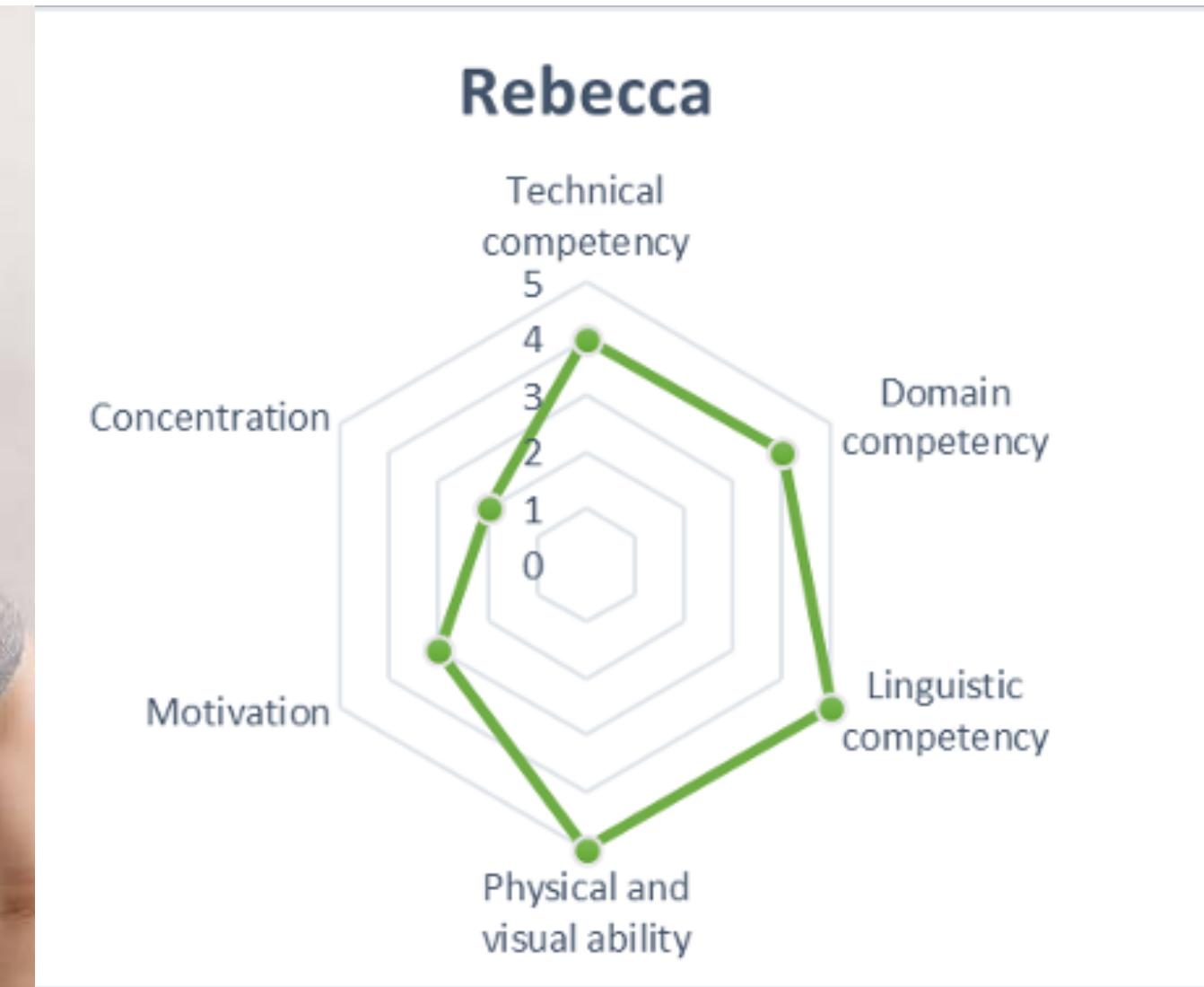
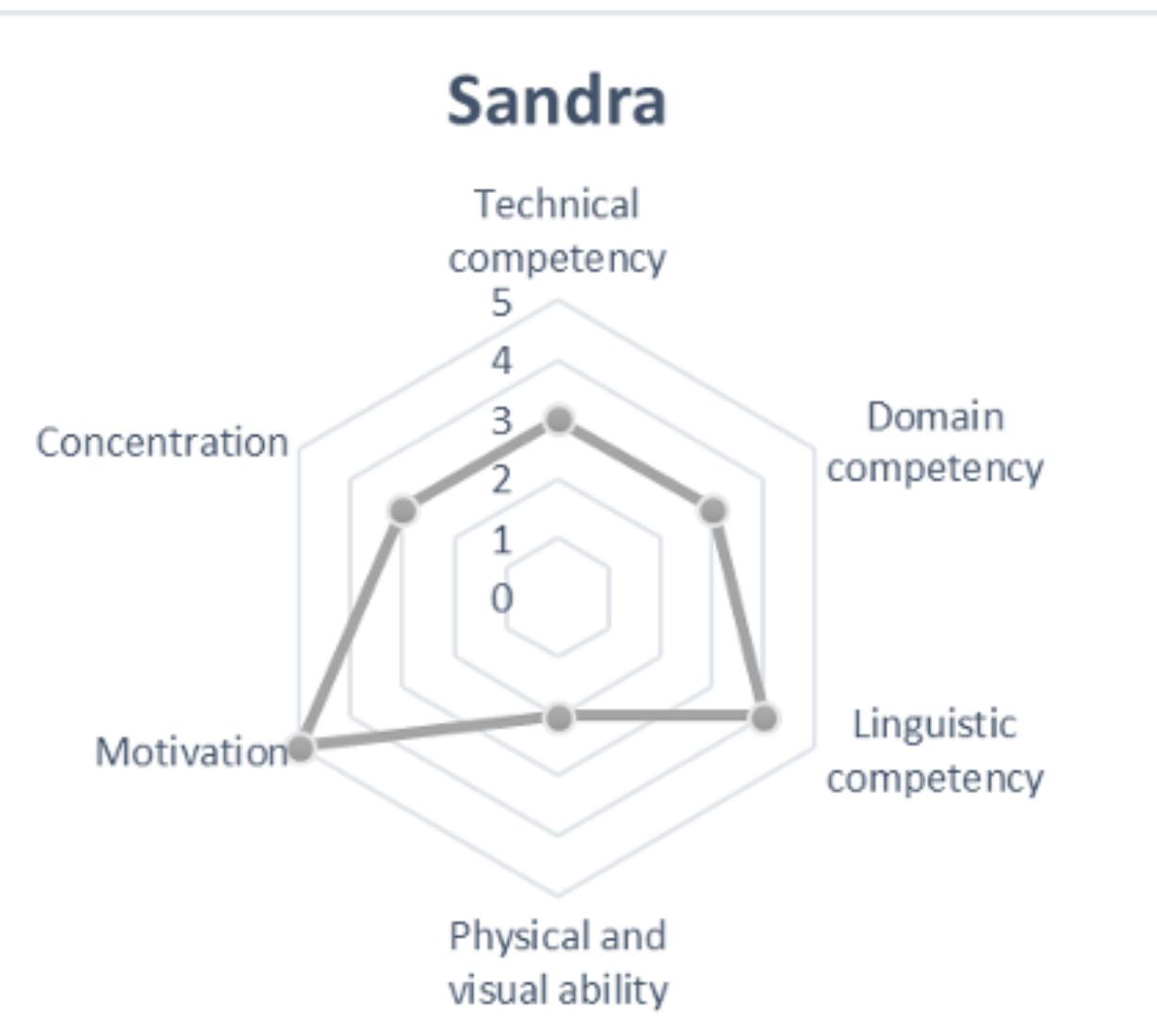
Operations

Based on the CRUD model:

- ***Creation***
- ***View***
- ***Update***
- ***Remove***

4._Design_Proposal

Actors overview



4._Design_Proposal

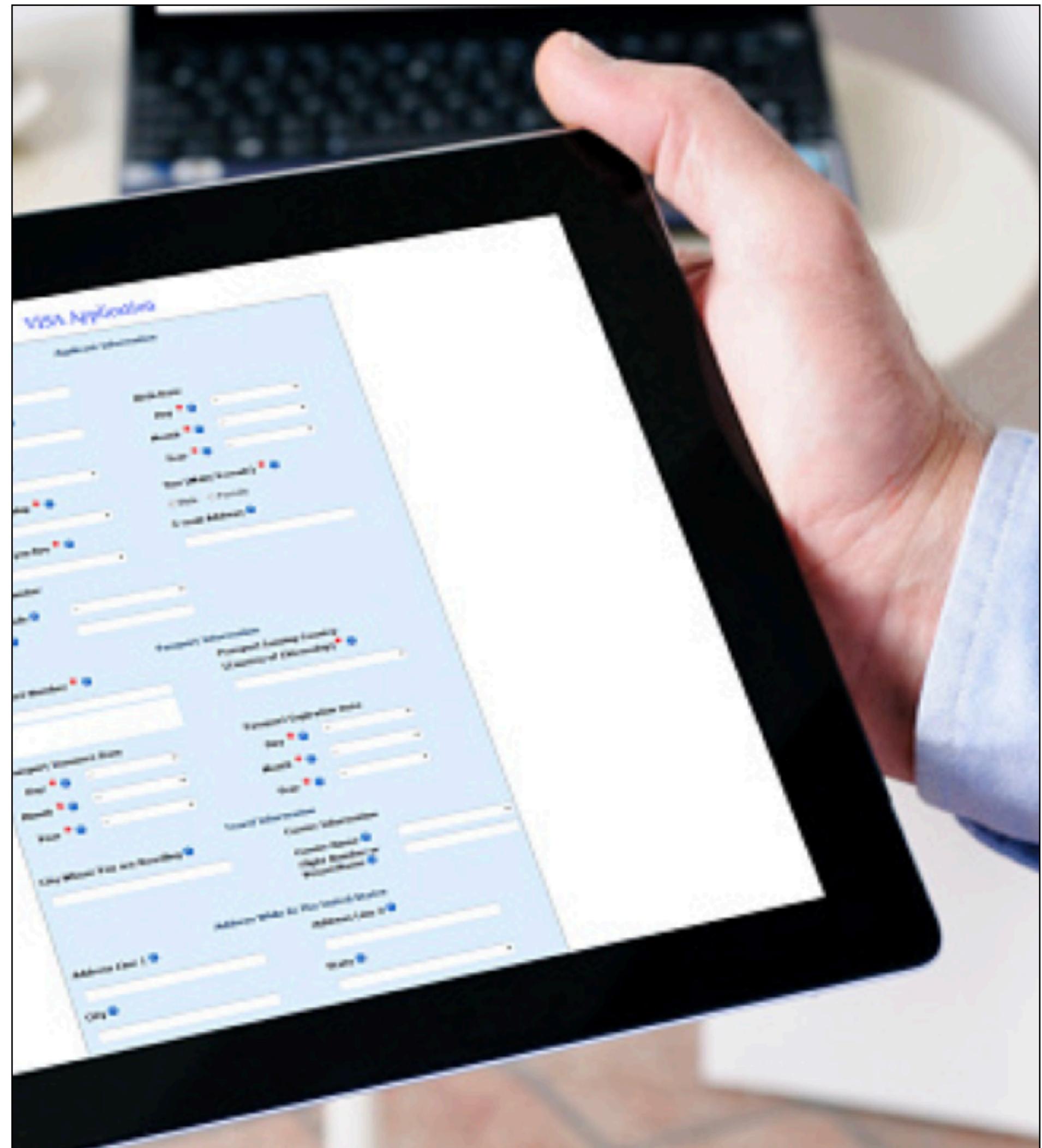
Structures

USER	Personal profile	Test	Recommended page	Cart
CREATION	The user can create his/her account once they register themselves with a valid email.	NO: prerogative of VAAAY	NO: prerogative of VAAAY	No: prerogative of VAAAY
VIEW	The user can view their account	The user can view and supervise their test	The user can view the recommended page	The user can view the cart.
UPDATE	The user can update their account information	The user can re-take the test whenever he/she wants.	The user can change the products in their recommended page.	The user can update the cart by adding or removing items from it.
REMOVE	The user can permanently delete their account	NO: prerogative of VAAAY	NO: prerogative of VAAAY	NO: prerogative of VAAAY
Elimination	The user can delete their account and keep the information			
Storage				

4._Design_Proposal

Interaction design approach

Interaction device	Personal computer, tablet, smartphone
Interaction type	Touch, touchpad, mouse,
Design	Editorial
Design format	Interactive and step-by-step guided
Feedback and errors	Inline validation
Customisation	The products' page and the recommended page changes according to the users' needs which have been established by the test.
Localisation	Filter the entire website by language and culture (e.g., showcase only products that are legal in the country of the user and feature reviews from other customers that come from the same country of the user)



5._Evaluation_of_design

Inspection

Cognitive walkthrough

3 Tasks

3 Test Users

3 Happy path

- Take the quiz to find a natural anti-inflammatory - Laura
- Manage the plan: add/remove "CBD active & sports gel" and "CBD Massage Oil" from the cart - Hwang
- Update the recommendations' diet information and share your plan via e-mail - Sandra

Action analysis

Informal approach

Time v.s. Timing

Sign in	00:22:35
Register	00:28:70
Take the quiz	03:37:97
Visualize personal plan	00:09:41
Visualize cart	00:05:98
Review a product page	01:07:88

Heuristic analysis

14 guidelines taken from Nielsen and Molich and Weinschenk and Barker heuristics

- Visibility of system status
- User control and freedom
- Recognition rather than recall
- Flexibility and efficiency of use
- Responsiveness
- User support

User testing - Protocol

Testing type: Discount Usability Testing

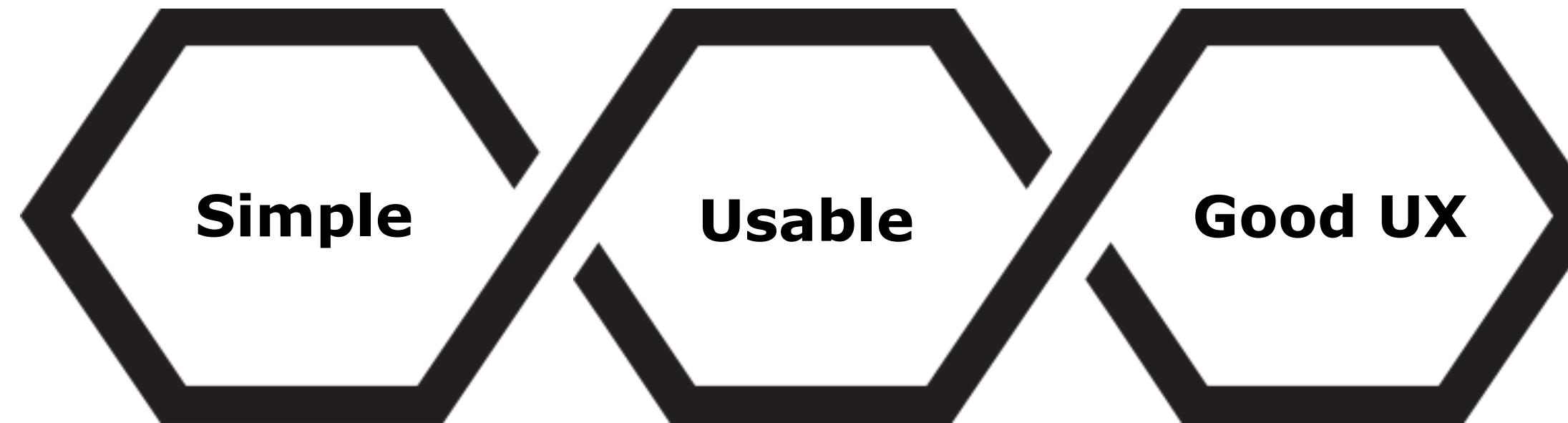
Testing subjects:

- **Tommaso**, 25 yo, student, proficient computer user, familiar with online shopping, already knows CBD products
- **Letizia**, 25 yo, working student, pc and smartphone for various tasks, familiar with online shopping and CBD products
- **Nadia**, 55 yo, artisan, never ordered anything online, pc for basic tasks, not informed but curious about CBD products
- **Sergio**, 56 yo, engineer and artisan, familiar with online shopping, proficient computer user, not informed and slightly sceptical about CBD products

Testing tasks:

01. Take the quiz a. Find the take the quiz button b. Take the quiz	02. Save your recommendation	03. Log in	04. Explore your recommendations and discover more about "Hemp Sleep Spray"	05. Add your recommendations to cart	06. Add another Hemp Sleep Spray to cart	07. Update your plan a. Find the update button b. Retake the quiz	08. Subscribe to your plan
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User testing - Results



Critiques

- **Young adults** – intricacy in finding the “Take the quiz” button and the subscription
- **Late adults** – would prefer an Italian version of the website

SUS result

- Tommaso: 92.5/100
- Letizia: 97.5/100
- Nadia: 100/100
- Sergio: 67.5/100

AVARAGE: 89.37/100

6._Final_Recommendation

Future improvements

- Italian version of the website
- Further user research on the subscription service
- Improving the point system
- Implementing a smartphone application
- Enhancing the existing chat box, for better:
 - Usability
 - Trustability

Conclusion

*In conclusion, we can say that the VAAY subsite we implemented, **Made with VAAY**, reflects the brand's values not only on a 'people first' policy level, but it goes beyond by creating a unique and appealing consulting experience that involves VAAY's loyal customers and attracts new ones.*

Thank you!

Usability & User Experience design project

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