

# Design Report

Usability & User Experience design project

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# Introduction.

This report is the result of a user experience project built around the website of VAAY, a German subsidiary brand of the Sanity Group that focuses on the development and distribution of CBD wellness products. VAAY’s mission is to revolutionise the European cannabis market by building the infrastructure for these changes, supported by the “people first” culture. VAAY, moving away from the “weed image”, presents itself as a premium and wellness business. The main target is young people and adults (an age group 18-54 years) who lead a stressful life and / or job. Their products cover moments of relaxation in the daily life of consumers by focusing on awareness and inner balance.

Since the European CBD market is quite young, VAAY has a number of growth opportunities. Among them we can identity, on the one hand the expansion of the market beyond national borders and consumer restrictions and, on the other, the possibility of including people over the age of 55 who will find in CBD products a natural alternative to medications. Both opportunities are based on the user training process.

The solution we have identified is **Made with VAAY, your hemp routine**, a hyper-personalisation service that supports the consumer shopping experience, guiding users in choosing the best formula and products based on their needs. Hyper-personalisation is an extension of standard personalisation. While the latter involves in-depth knowledge and use of customer personalities, data and analytics, hyper-personalisation uses real-time data and artificial intelligence to create even more unique shopping experiences. These customised experiences can be used to display relevant content, products or services that depend on current shopper behaviour.

We have conducted ethnographic research to better understanding the older adults’ segment and identified their main difficulties and peculiarities interacting with websites related to hemp, and in entering personal data in order to be able to customise our design and the structure of the site according to their specific needs.

The result of the analysis identified two main problems we faced with our design:

- Our segmented target audience is not made up of digital natives, the trust our user has in technology can vary, some are confident while using the internet to shop online, while others are not; thus we had to design our secondary site keeping the concepts of clarity and simplicity in mind, while also remaining consistent with VAAY’s creative and editorial style.
- Our target must be reassured: often in our interviews we found that the user tends to be inhibited in the purchase of CBD products for reasons that can be cultural, psychological, or medical.

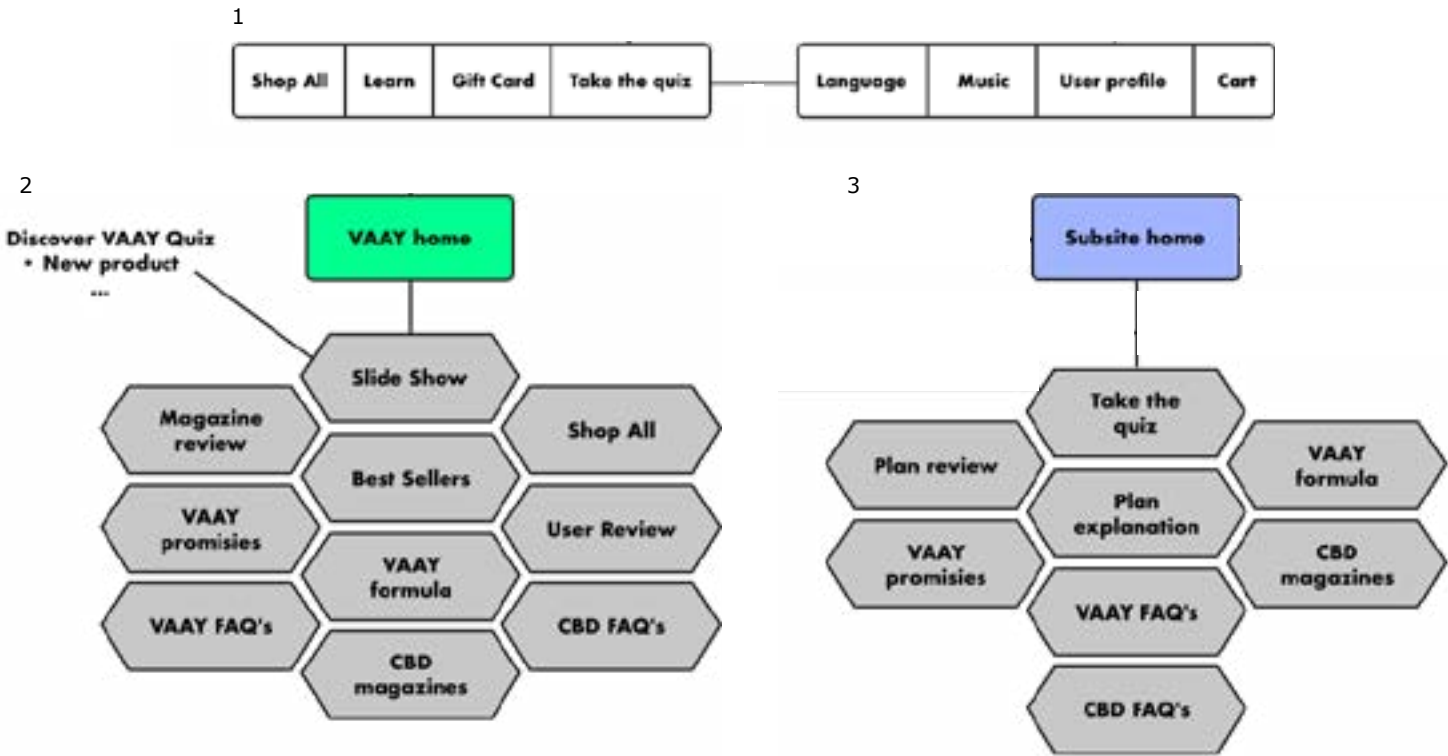
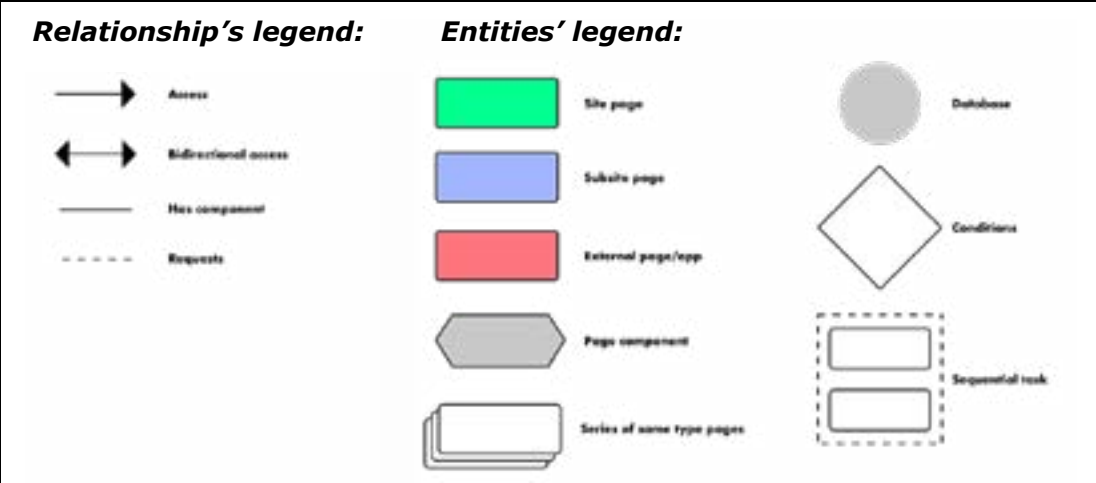
The solution we imagined was to dedicate a large part of the subsite to informing users, spreading education on the use of hemp, and creating a sense of trust and support from the brand. At the structural level we have imagined our subsite as a well-integrated part of VAAY and it can be reached at any time via the “Find out more” button on the personal page, in the shopping cart or from the user’s personal page. Several shortcuts are available on the main site for more experienced users or those who are already familiar with the system.

# 1.1\_Blueprint\_Structuring

Blueprints are extremely important tools for determining which components make up our system and how they are arranged. We choose to begin with a graphical depiction of the elements that are part of our project, as well as the relationships between them, in order to provide our application’s content a more defined relational context. This entity-relationship model employs natural language to identify its elements and follows a top-down approach. Different forms of arrows and links are used to identify relationships. Items can have varying degrees of specificity and can serve as containers for other entities. We included a legend to help people understand the blueprint.

Our biggest challenge was to find a method to integrate our secondary site as much as possible with the structure of the VAAY website which, as we have explained in Project\_Management\_Report.pdf, uses some sections to support others and vice versa. For example, the products are supported by articles from the CBD 101 blog. Additionally, the user will find suggested products and direct links to the product page at the end of an article in the Magazine section. This organization of content allows for a free exploration of the website and in-depth learning about the use and formula of CBD products. This seems to be the best way to

- 1 Navigator: for convenience we have decided to divide it into navigation commands, on the right, and experience commands, on the left.
- 2 VAAY homepage structure.
- 3 Made with VAAY homepage structure.



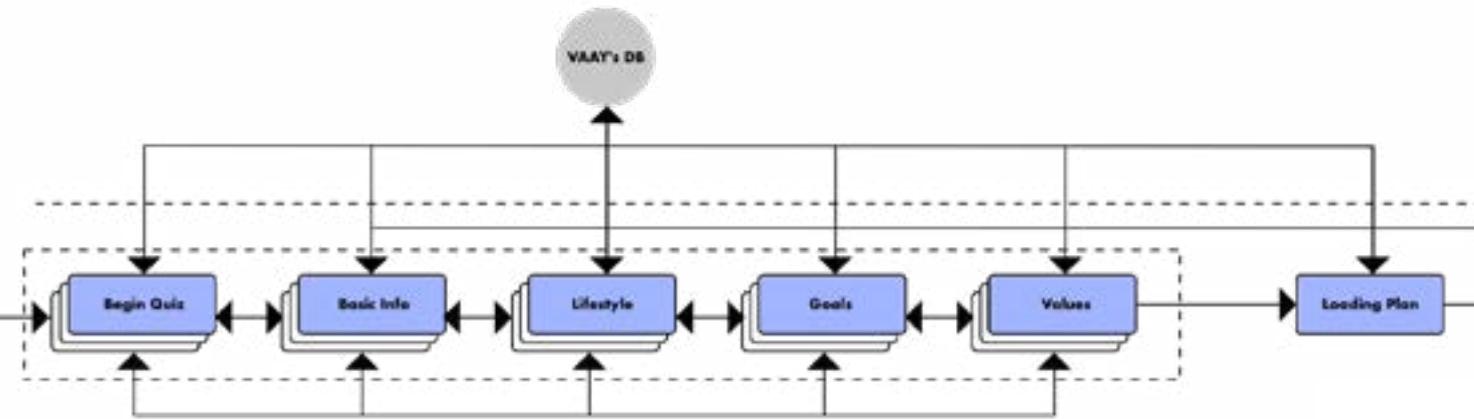
emphasize VAAY’s trustworthiness to the user. Precisely for this reason we have decided to create more accesses to our sub-site which, in fact, will be reachable from:

- The main navigation
- The homepage slideshow, presenting VAAY highlights
- The cart
- The personal page

The purpose is to inform the customer of the existence of this service that improves the shopping experience on VAAY making it more linear for users who are not familiar with the use of CBD products without affecting the exploration of the system that could satisfy the most curious ones.

In these terms, the home page of the sub-site contains information on the quiz, the nature of the data to be entered and their processing; it also highlights important clarifications on what CBD is and the values of the VAAY brand. This makes our product independent from the VAAY website, and therefore free from loss of information even if the user accesses it without going to the main home page.

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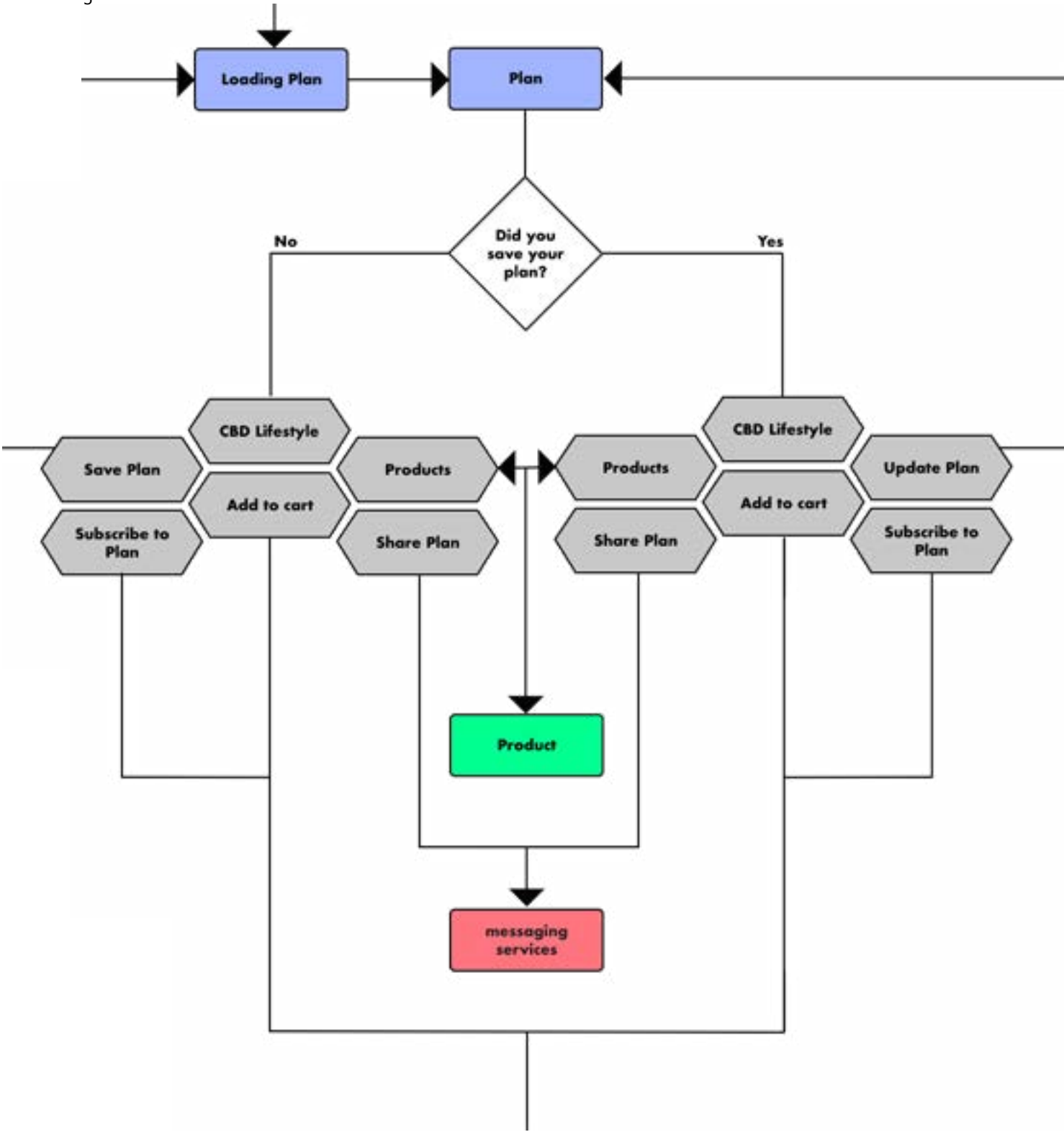


As for the test itself, we have decided to divide the questions into background information, goals, lifestyle, and values. Each answer will be saved on the VAAY databases and, starting from this, the system will return a question relevant to the user’s request. In this way, the experience will be literally built on the needs of the customer who will not be forced to answer questions about the product benefits that are irrelevant to him but who will then be able to select the flow of the quiz.

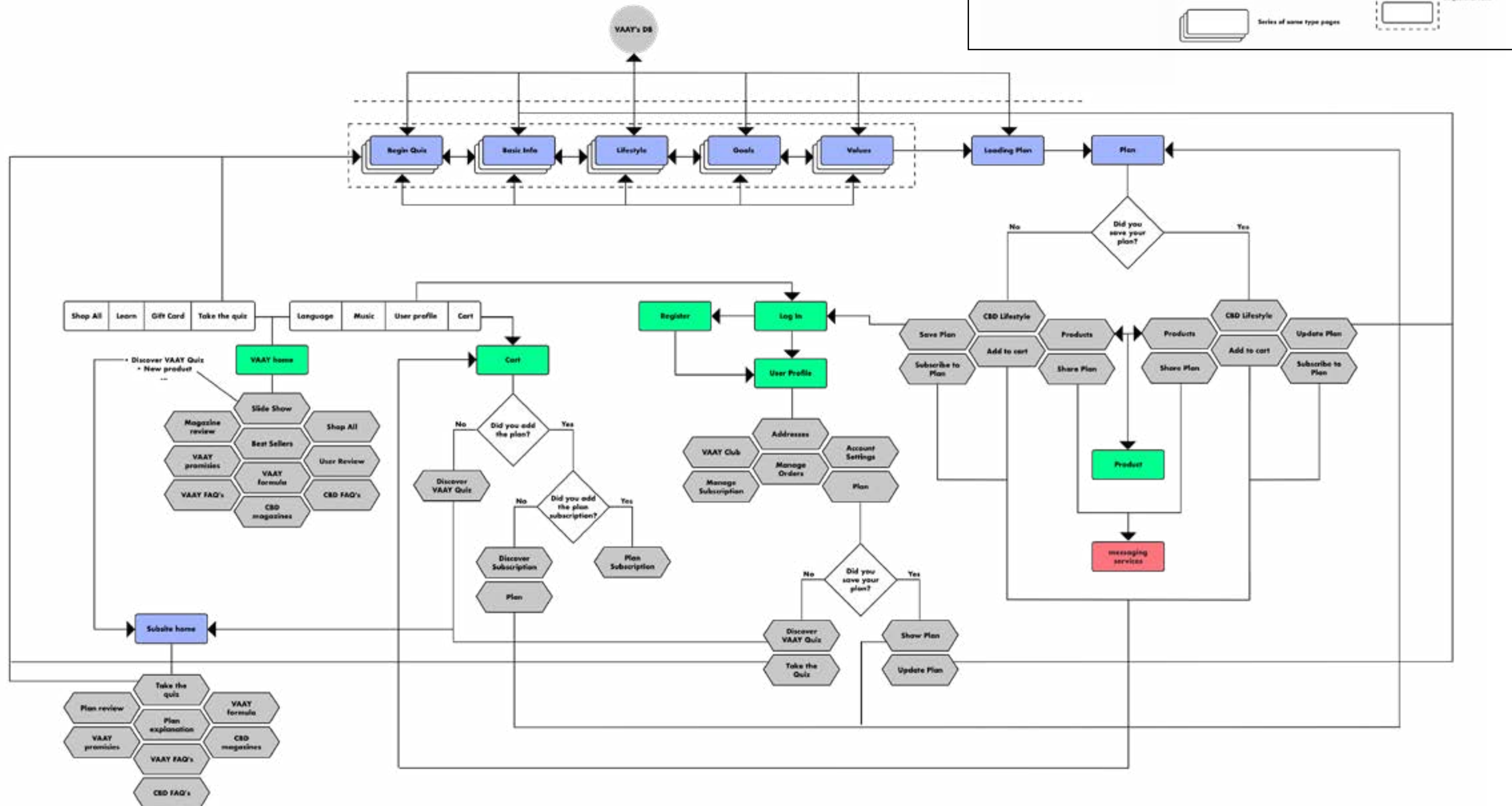
At the end of the quiz a last request is made to the VAAY database to extract the products that will make up the plan recommended to the user. On the “Plan” page, the user can browse the product-by-product recommendation and purchase them individually or add the entire plan to the cart. He/she can decide to share it via email or any other messaging service with third parties and save the plan on his/her personal page for later, where he/she can also update it. Finally, the user can create a monthly subscription plan for the recommendations that is completely manageable in the cart at the time of the first payment and subsequently manageable from the personal page under “manage subscriptions”.

- 4 Quiz structure.
- 5 Recommended plan page structure.

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# 1.2\_Blueprint\_Overview



## 2.1\_Wireframe\_Structuring

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We chose to build a wide range of website wireframes to help us present the functional features of the system in order to achieve our design goals. For this purpose, we used InVision, a web-based graphical user interface design and modification tool. Not only we designed the interface, but we also built a simple but high-fidelity prototype to plan the operation of the system and evaluate the usability of the relationship models between the components. The prototype is available in the dedicated [InVision space](#) created.

Wireframes do not include all possible paths that a user might want to explore. We have decided to implement the activities that best represent the end goal of the general user, which is to answer the quiz, explore and save the plan recommendations, update the plan, and add it to the cart, manage the plan in the cart and add the subscription; and consequently the planning of a path between these activities. Therefore, the result takes into account only the main features structured in the project and does not consider other ancillary tasks. However, the behaviour of these less complex and satellite tasks will reuse all usability choices made for the main services of the project.

Comparing with the VAAY's existing website design, we realized that, in addition to the subsite pages we had to build from scratch, the shopping cart and personal pages would need to undergo a restyling. This is because, as explained in the VAAY direct and indirect analysis section contained in the Project\_Management\_Report.pdf, these two were the pages that scored the highest number of violations with the guidelines we chose. Moreover, we decided to improve the official VAAY homepage by simply rearranging the order of the contents. Besides, all pages taken from VAAY existing website are changed in our wireframe to understand how Made with VAAY is affecting the whole system.

For the above reasons we divided the wireframes into two groups: on one hand the core of our subsite built from scratch, and on the other hand the VAAY's restyled pages.

### Made with VAAY:

- Subsite homepage
- Quiz
- Plan recommendation page

### Restyled pages:

- Homepage
- Cart
- User Profile



2.1.1\_Subsite\_Homepage

The subsite homepage design is meant to make **Made with VAAY** as independent as possible from the official VAAY site. Our purpose is in fact to create a landing page that not only explains the flow of the service but that also contains information on VAAY and CBD. Review sections by real users are inserted to increase the brand’s reliability factor. We decided to keep the same colours, font, layout, and button style for brand identity reasons.

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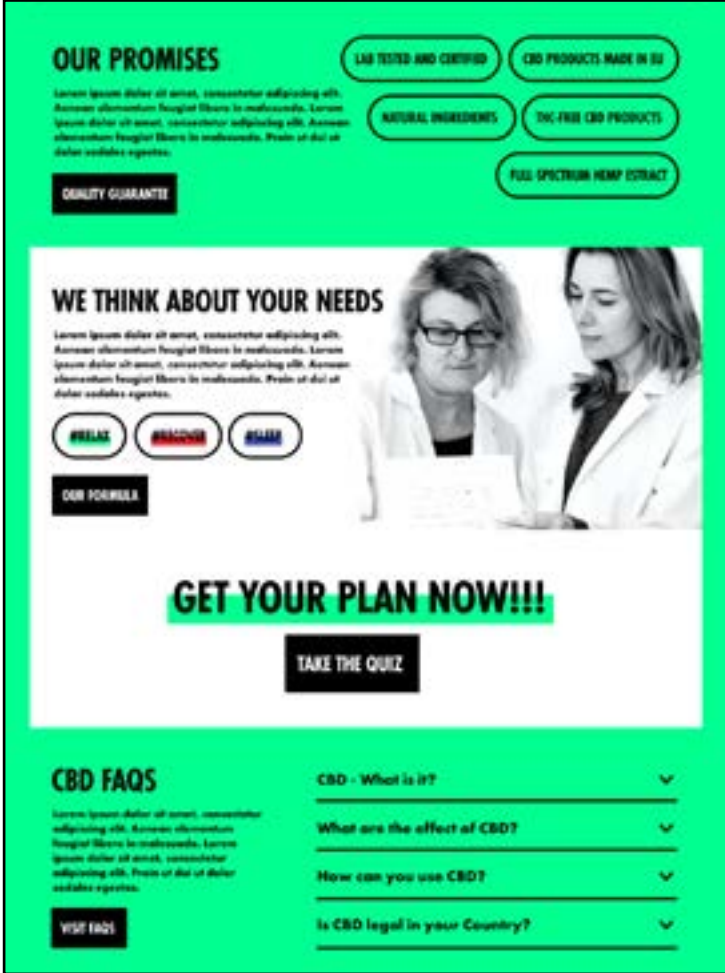
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- 6 Made with VAAY, your hemp routine cover plus call to action to take the quiz.
- 7 Slide show presenting plan recommendation revision by verified users.
- 8 Explanation of how does Made with VAAY work.
- 9 Brand promissies and CBD formula used.



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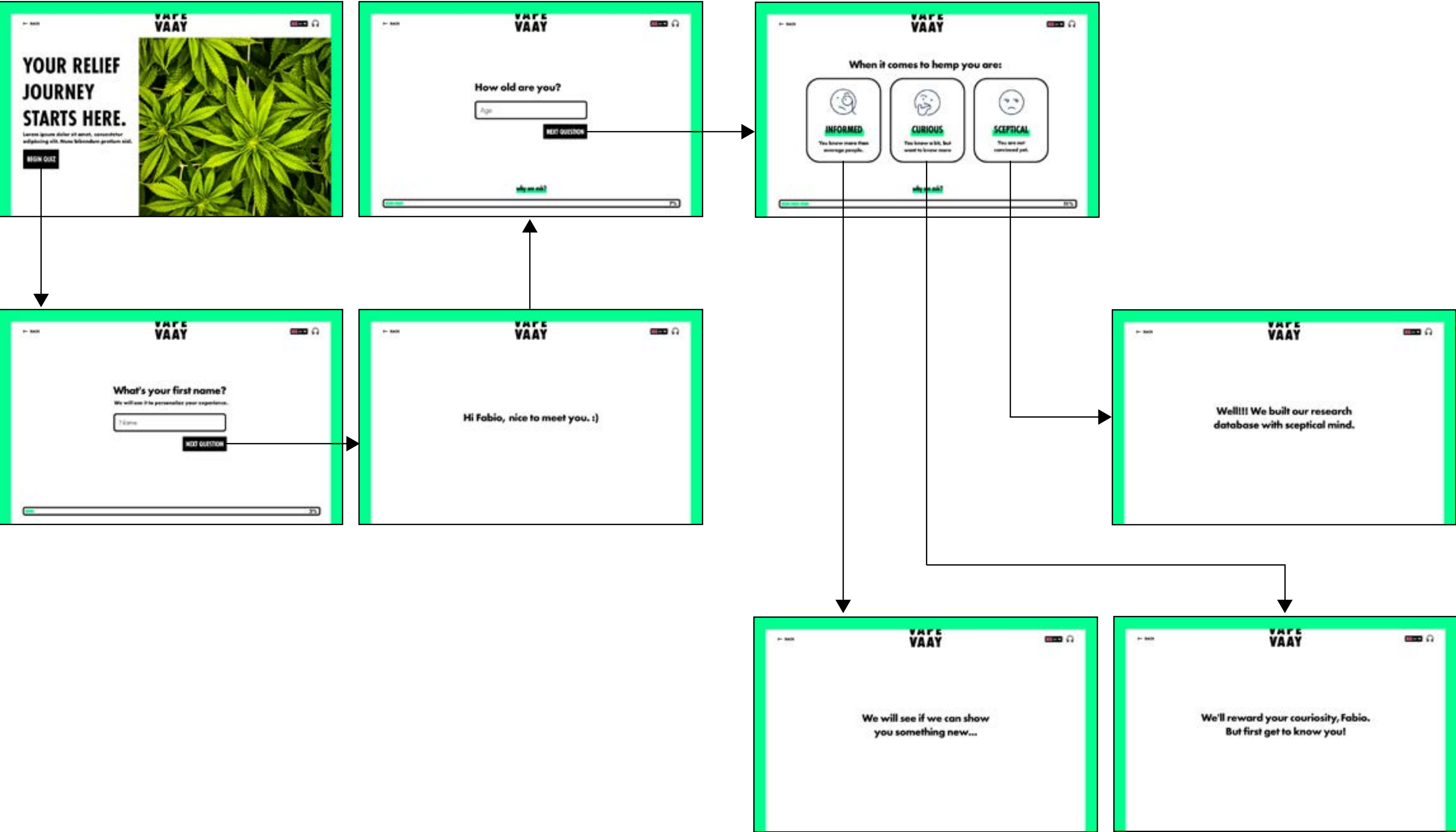
Regarding the system of interaction, we opted for a classical form, as explained in the [Project\\_Management\\_Report.pdf](#). Here the challenge was to reinvent the components of the form, matching them with the VAAY style without changing their functionalities. We used check boxes, radio boxes, classic inputs and selectors, and a counter to insert milligrams of CBD used in the past and / or prescribed by the doctor. Sometimes check boxes are enriched by icons to make the messages clearer, more direct, and friendly. As a good practice we designed our quiz focusing on less clicks as possible and error prevention.

Page 14

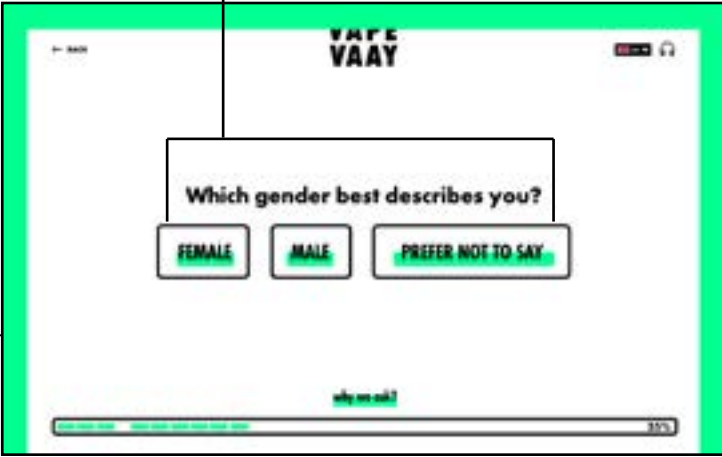
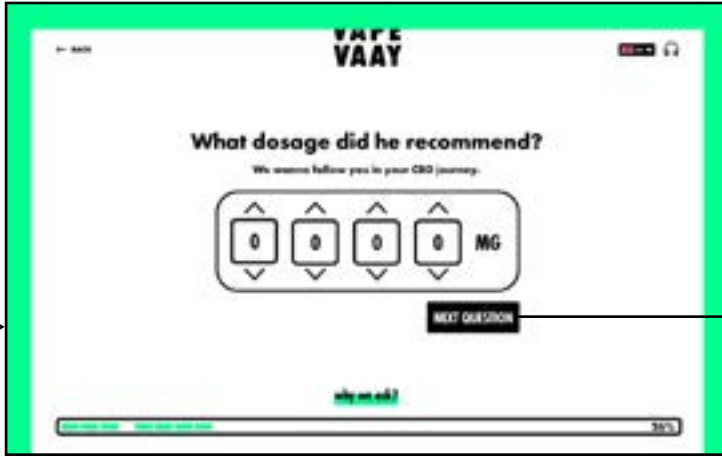
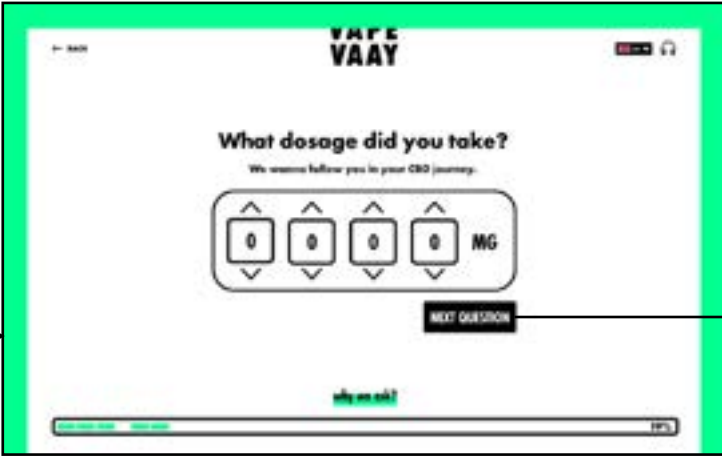
Page 15



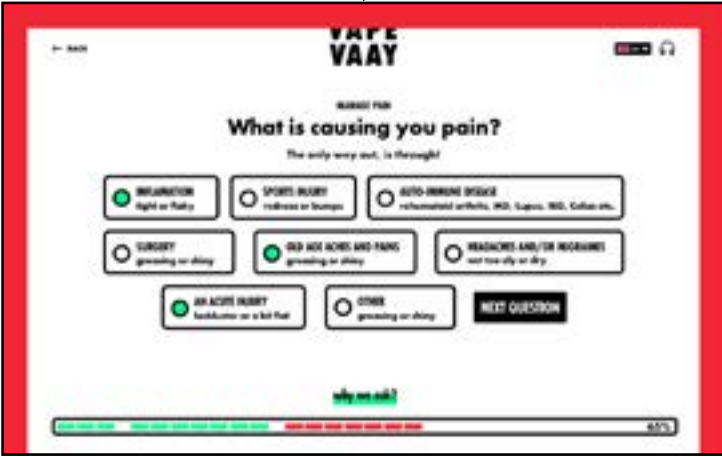
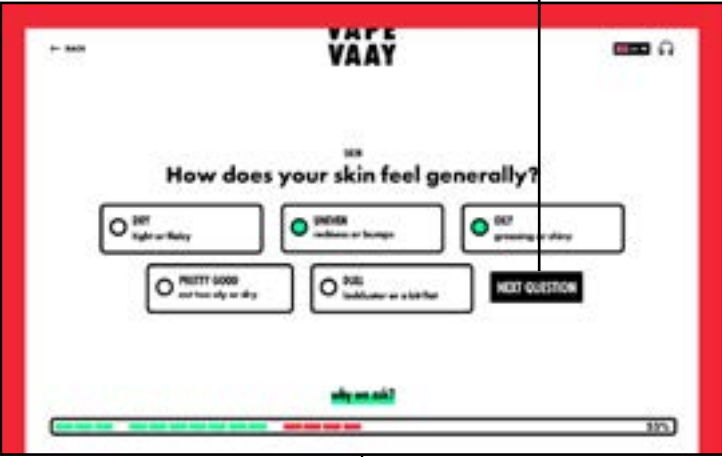
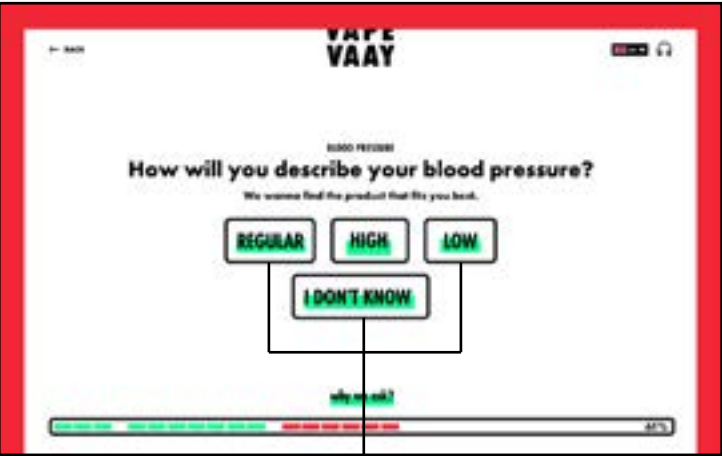
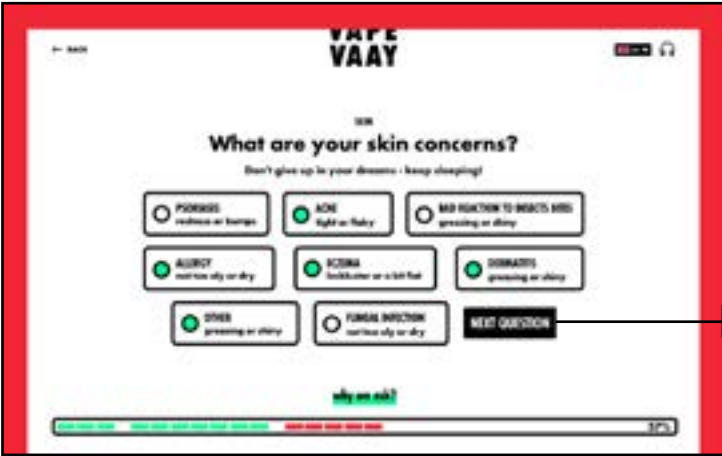
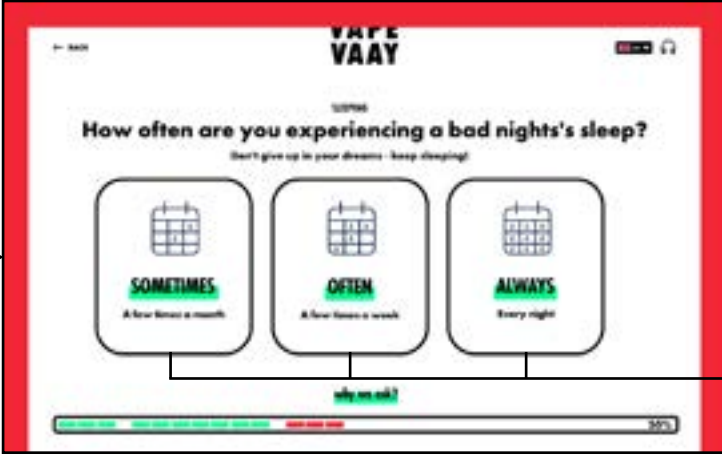
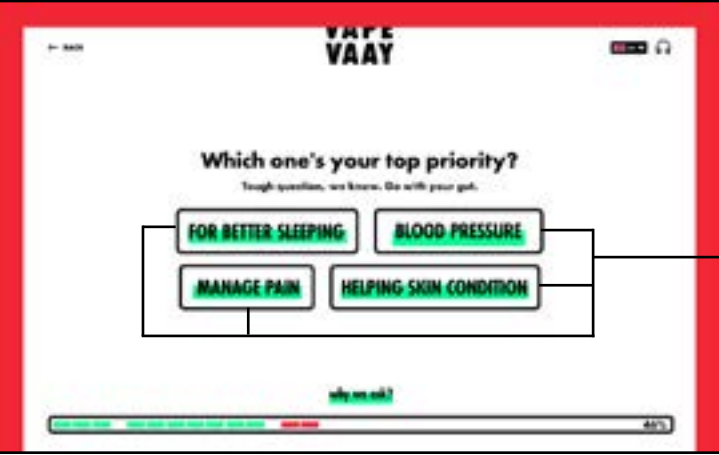
2.1.2.1\_Begin\_Quiz



2.1.2.2\_Basics

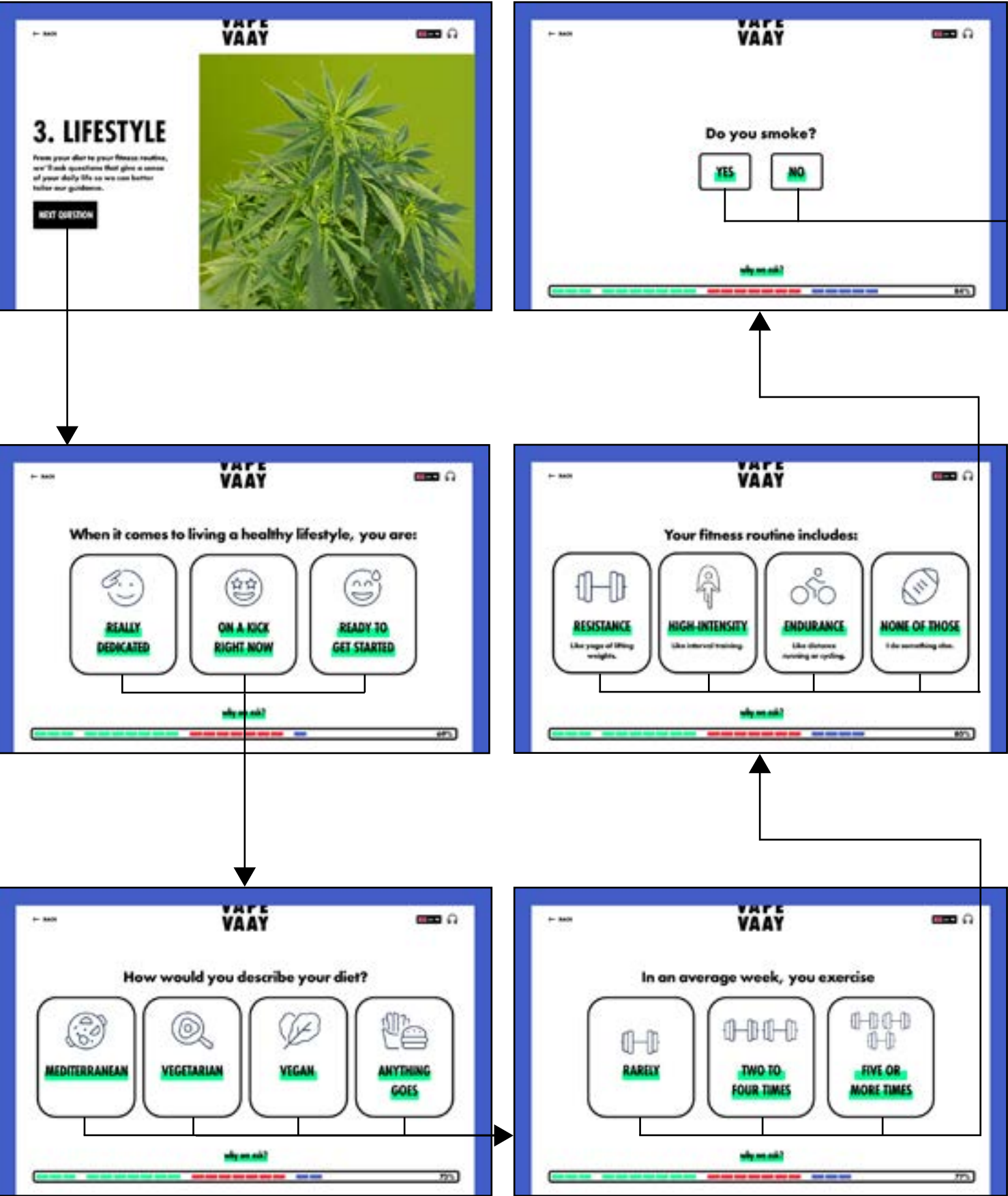


2.1.2.2\_Goals





2.1.2.3\_Lifestyle



2.1.2.4\_Value

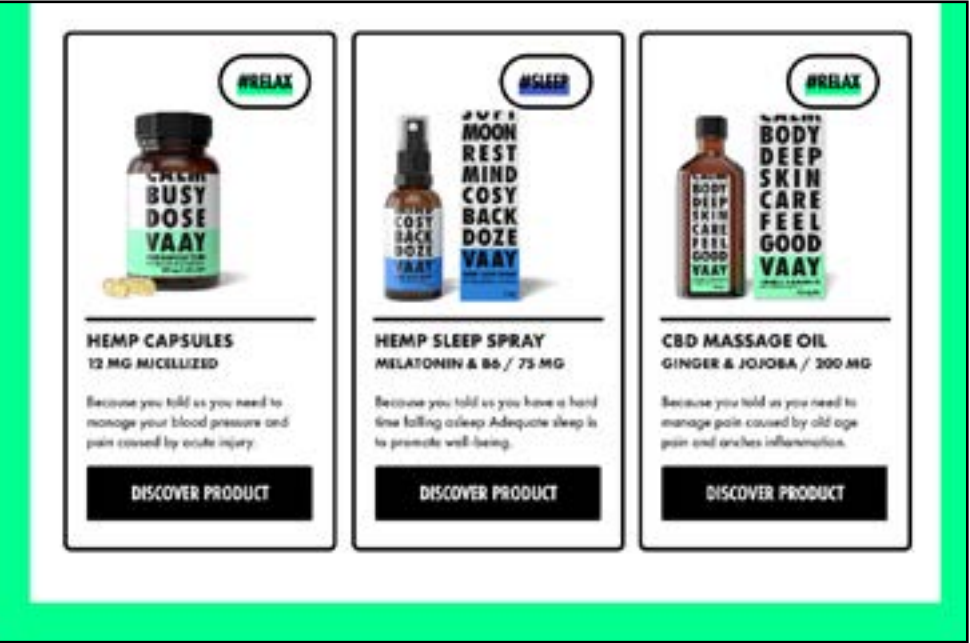




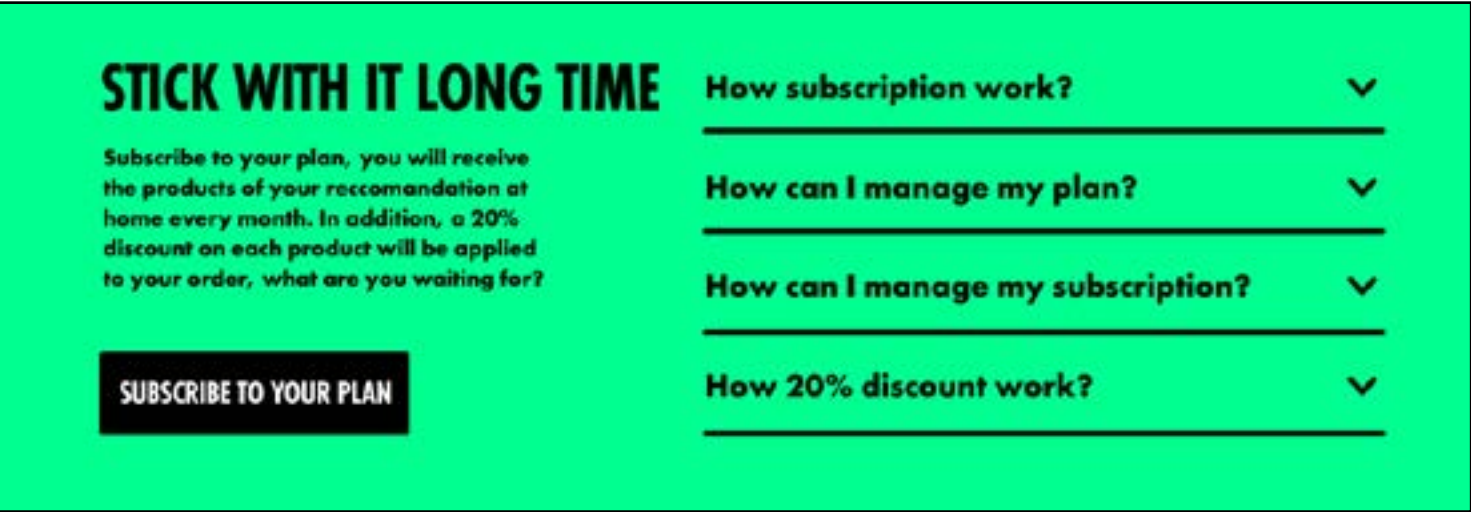
2.1.3\_Plan\_Recommendation\_Page

This is the page where the test results are shown. If this is the first time that the user has taken the test, he will be invited to save the results here. By clicking on “Save the plan”, VAAY will open the log-in page and the user can access or create a VAAY account where the plan will be saved for the future. At this point the options are different: the user can explore the plan by checking the properties from product to product or can choose to share it with third parties via the “Share plan” button. Furthermore, the user will have the opportunity to buy the plan individually or subscribe to a monthly subscription, saving 20% on each product and receiving the complete package of products comfortably at home every few (customisable) month. Once the plan has been saved, the user also has the possibility to update it: this consists in redoing the quiz starting from the “Basics” section.

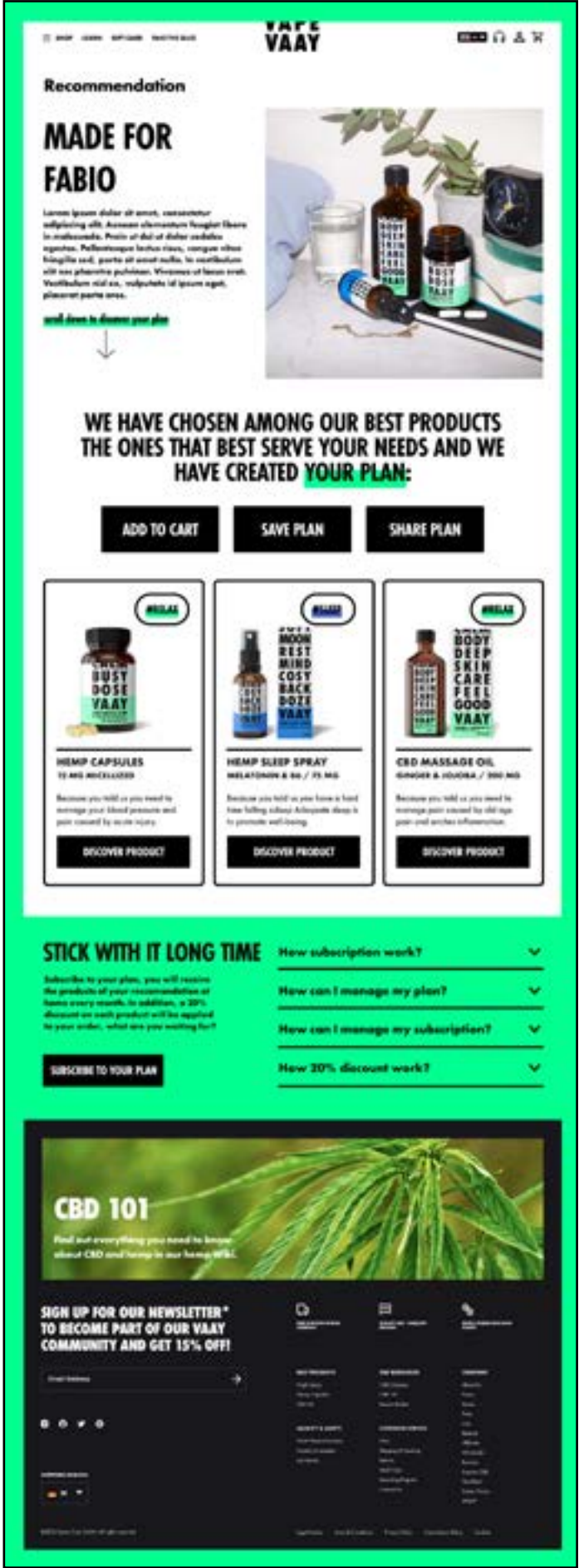
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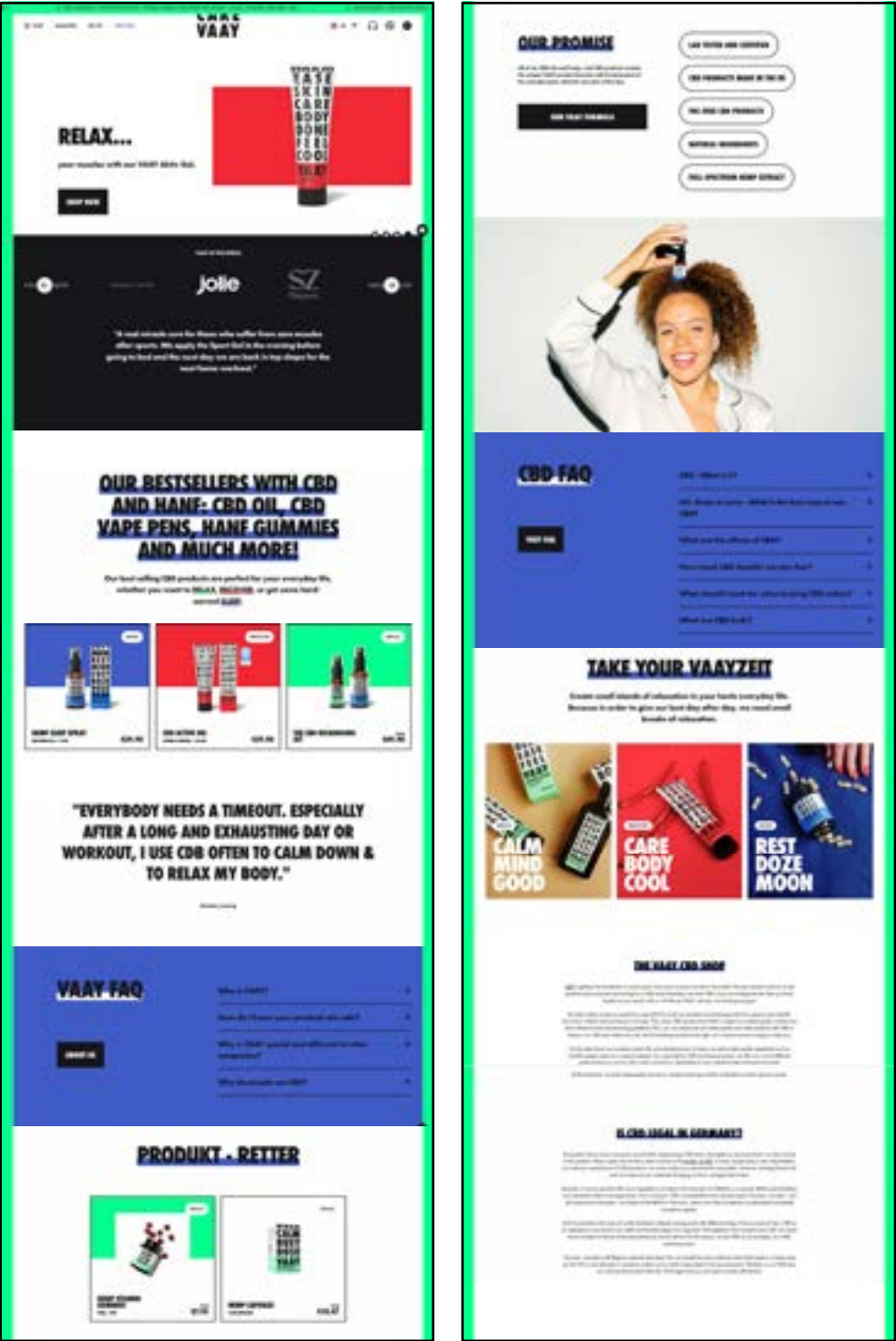




2.1.4\_VAAY\_Homepage

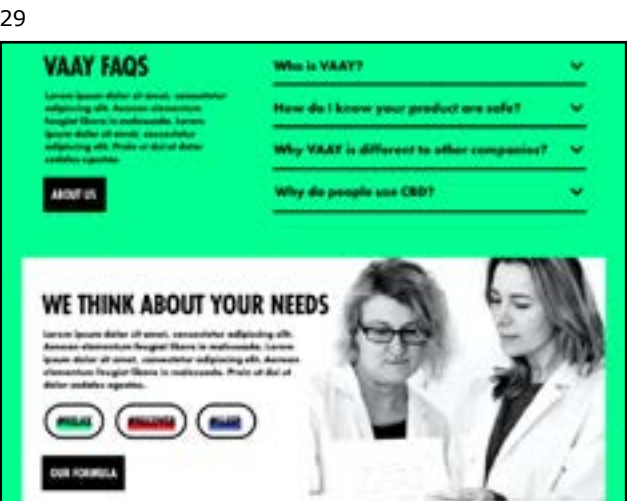
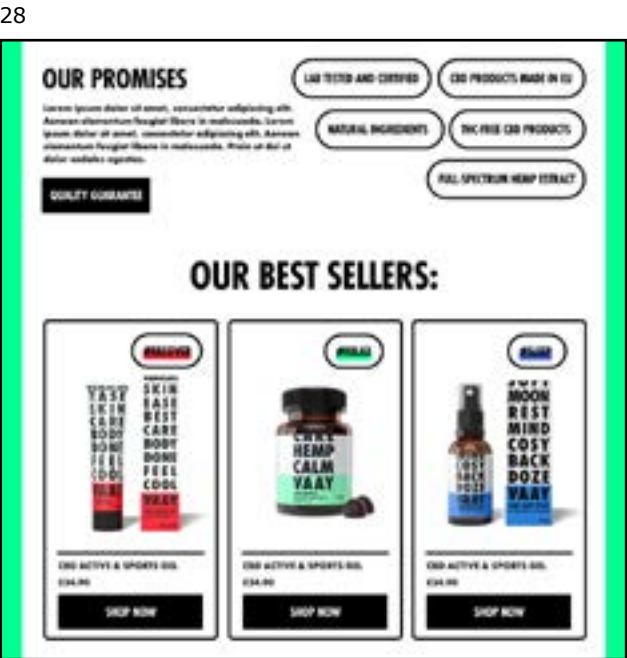
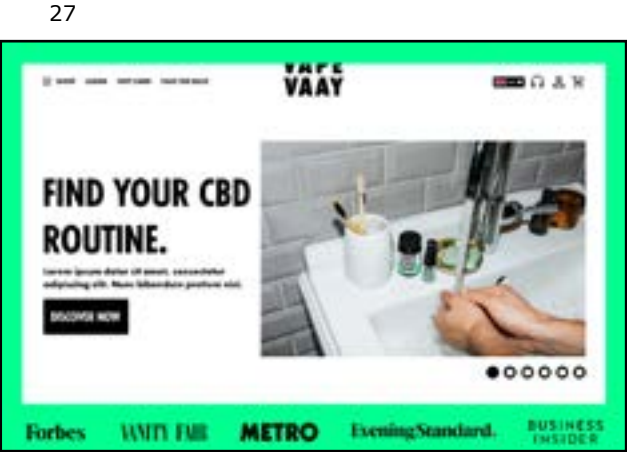
As mentioned above, on the homepage we limited ourselves to rearranging the contents. In addition, we have inserted the "Take the quiz" button in the navbar which takes directly to the preliminary section of the questionnaire: "Begin Quiz". In the slide show, already used by the brand to present the news, we have inserted a call to action that takes you directly to the **Made with VAAY** homepage.

2.1.4.1\_VAAY\_State\_of\_the\_Art



2.1.4.2\_Our\_Proposal

- 27 We make more graphically evident the slide show and we add an informative card on Made with VAAY.
- 28 We redesign products cards and our promises section taking into consideration usability guidelines violation observed during a first inspection of VAAY website.
- 29 We make a summary of the information handled by VAAY original homepage using FAQs and dedicated sections linked to the 'learning' page of the website.
- 30 Restyled homepage.



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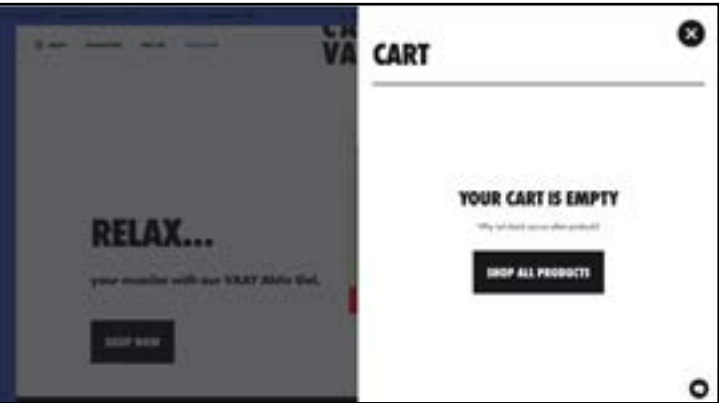
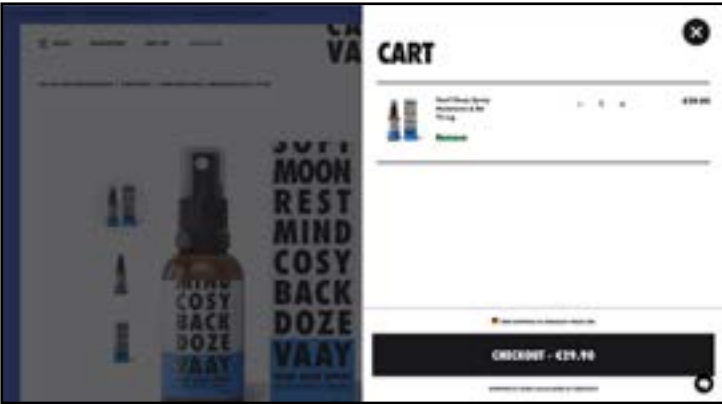




2.1.5\_Cart

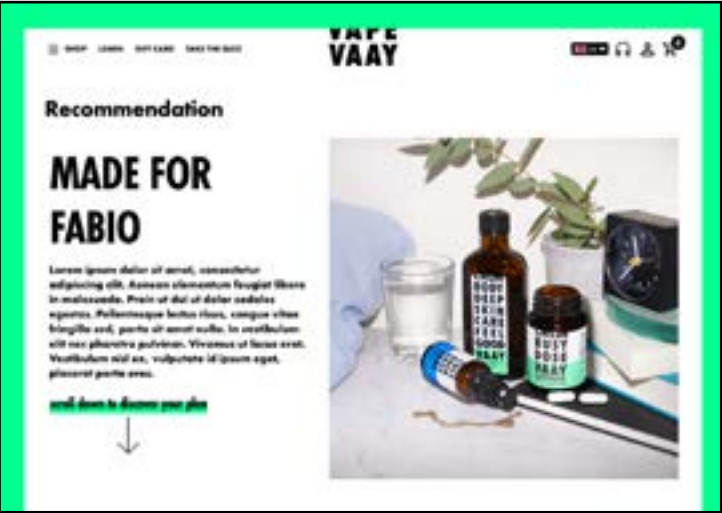
The design of the cart has almost entirely been left intact. We have decided to standardise the cart icon by changing it and adding on its top left the number of items it contains. Inside the shopping cart the user will find a call to action to discover what are the recommendations suggested by VAAY. If one is proceeding with the purchase of the plan, the cart becomes the place for managing the products, by addition and deletion, as well as the place where the user becomes aware of the total price of the package. Before the checkout button the user is asked if he/she wants to subscribe to the plan. Should he/she decide to continue with the subscription, on the shopping cart page he/she views the manageable plan in terms of product quantity and in terms of month delivery rate.

2.1.5.1\_VAAY\_State\_of\_the\_Art

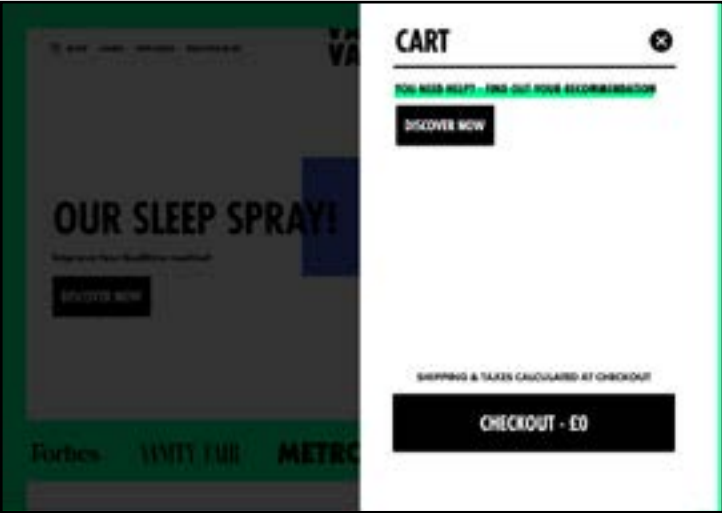


2.1.4.2\_Our\_Proposal

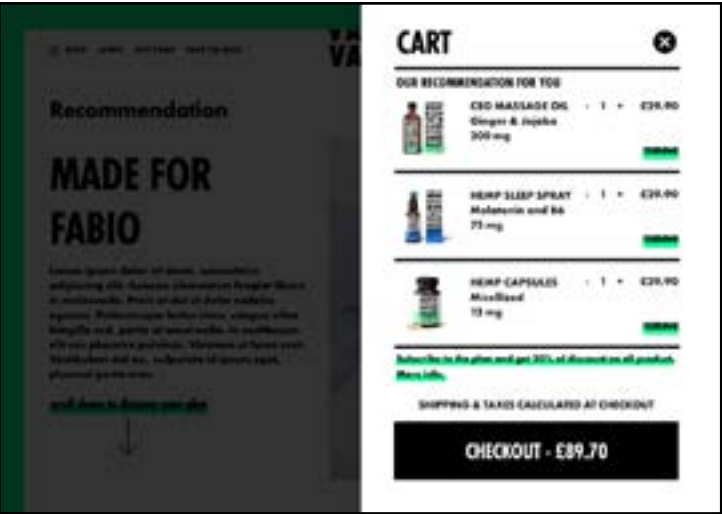
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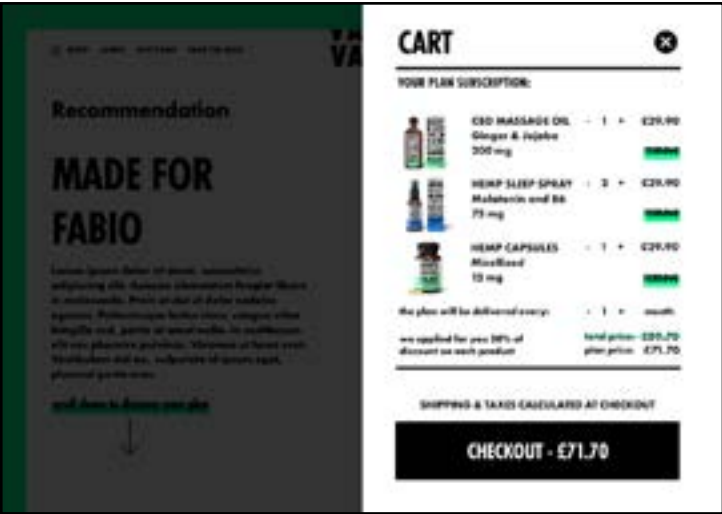
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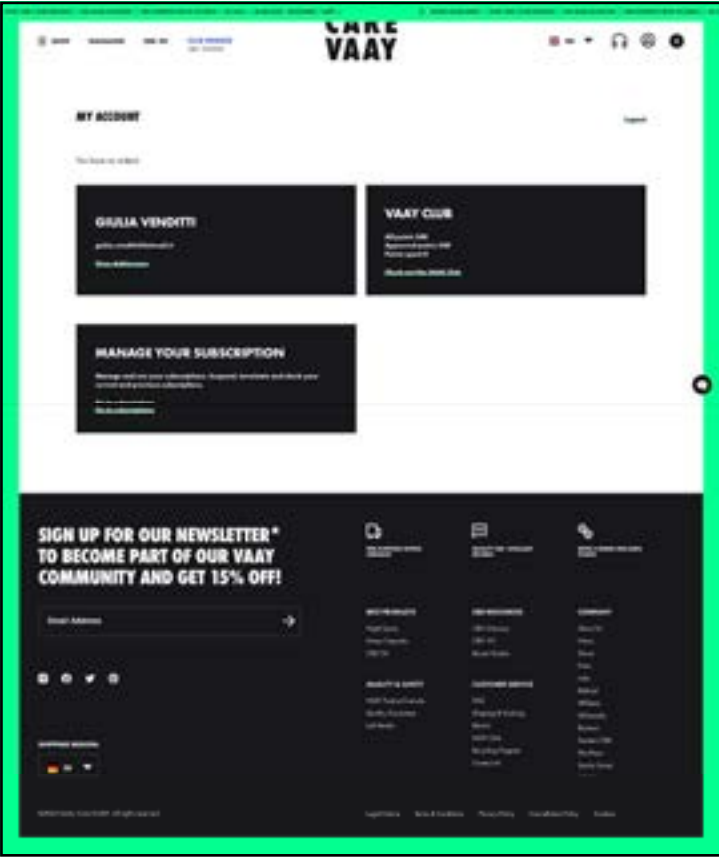
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2.1.6\_User\_Profile

The user’s page is the one that has undergone the majority of changes. The official VAA Y website’s user profile seems not to be fully developed, consisting of a single component used to access various services. We have therefore decided to develop the user page as a central body showing the main highlights that may be of users’ interests, such as recommendations, orders, and shipping addresses. The aside of the page consists of a series of cards that can be opened on click. Here the user can find the main settings of their own user page. Again, if the test has not been saved, the user will find a call to action that will invite him/her to explore the **Made with VAA Y** homepage and “Take the quiz”.

2.1.6.1\_VAA Y\_State\_of\_the\_Art



2.1.6.2\_Our\_Proposal

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- 35 Example of user profile when user already saved recommendation.
- 36 Example of user profile when user have to tanek the quiz and save recommendation.



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