

Final Design Report

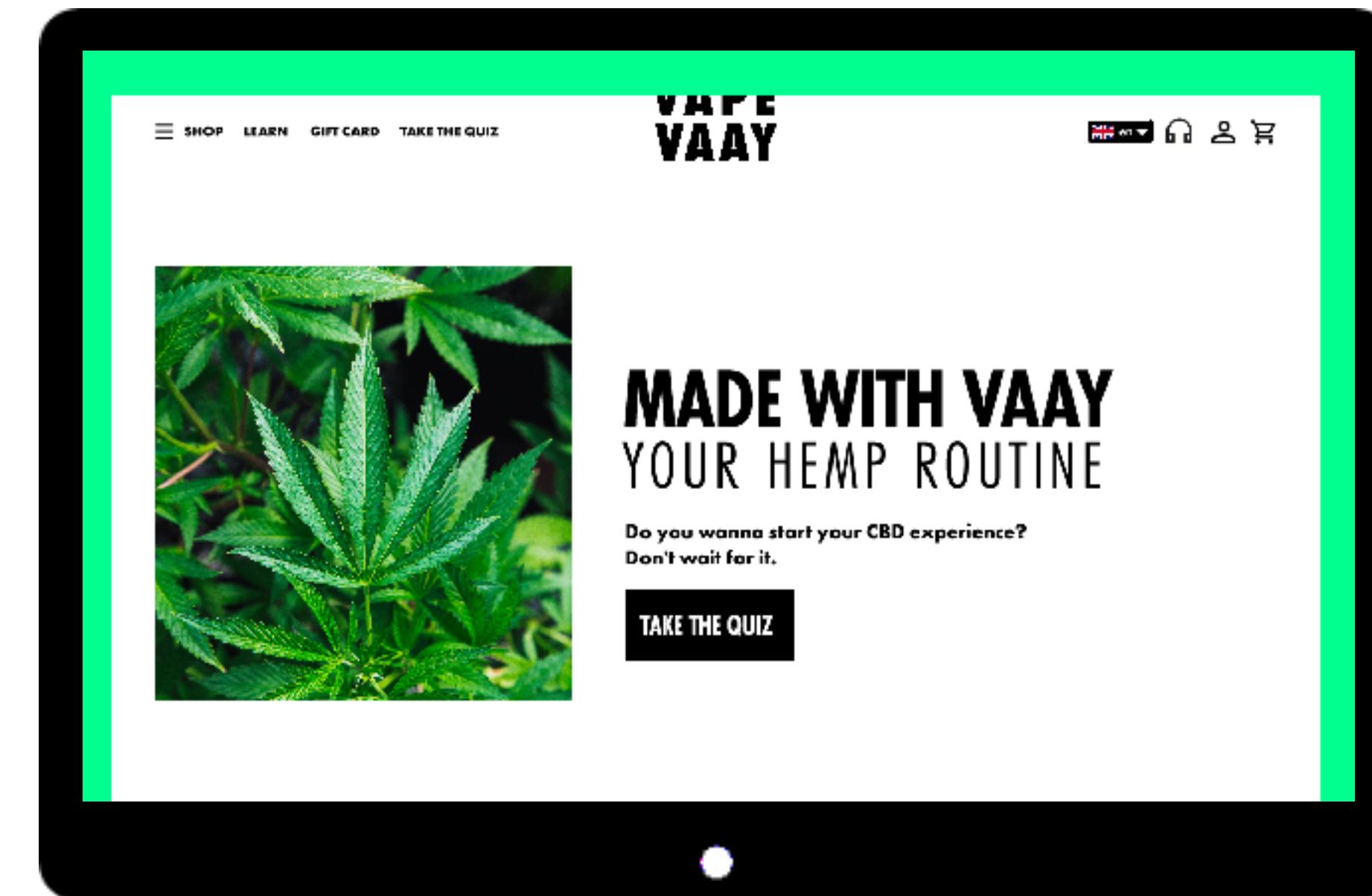
Usability & User Experience design project

A.Y 2020-2021

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Made with VAAY your hemp routine

Made with VAAY, your hemp routine is 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 uses real-time data and artificial intelligence to display relevant content, products or services that depend on current shopper behaviour.



Challenges 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 sub site to informing users, spreading education on the use of hemp, and creating a sense of trust and support from the brand.

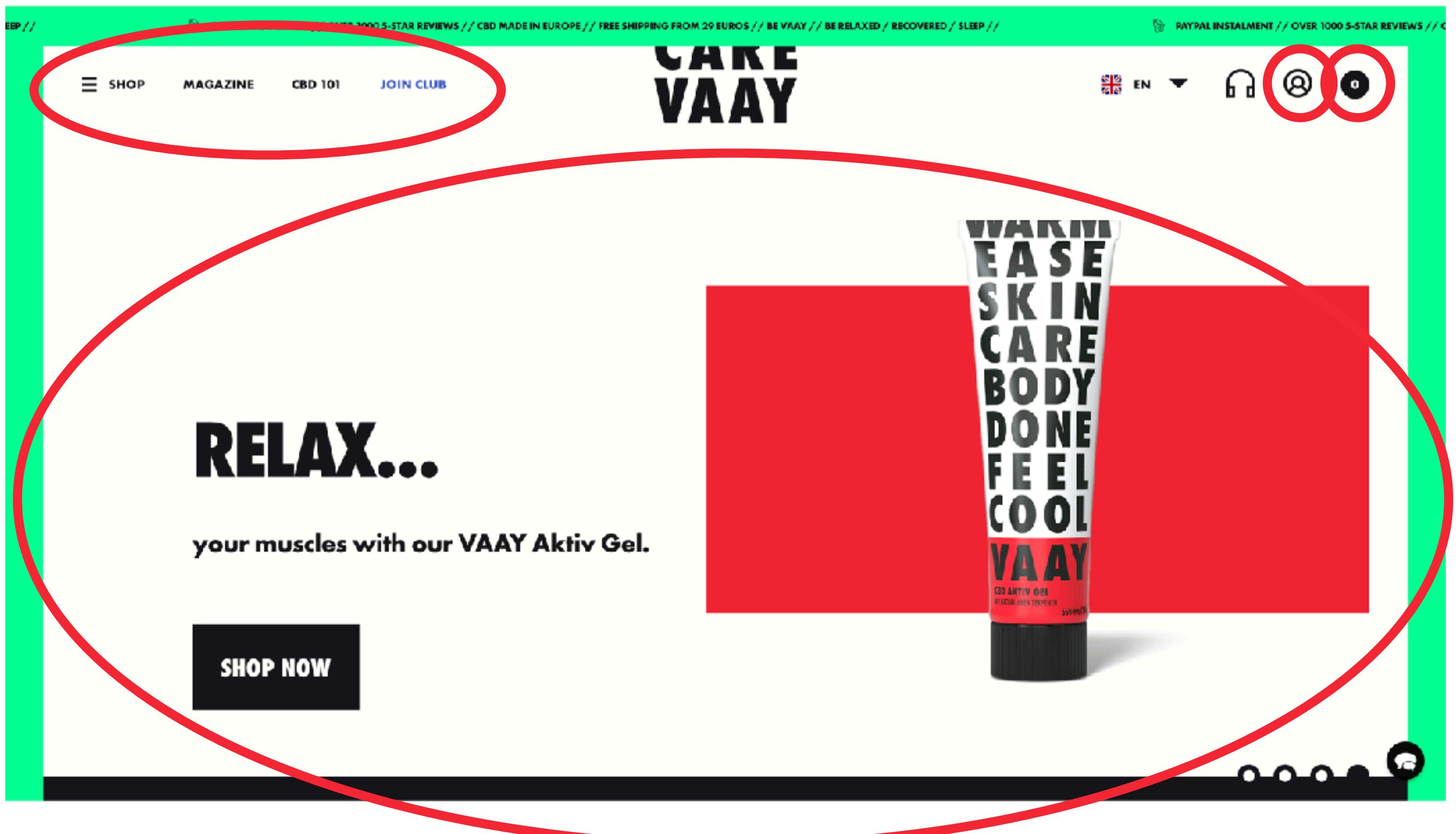
1._Blueprint

1._Blueprint

How to integrate our sub site?

VAAY website uses sections component as support for current page. This organisation of content allows for a free exploration of the website and in-depth learning about the use and formula of CBD products. So, we have imagined the structure of our sub site as a well-integrated part of VAAY. It will be reachable from:

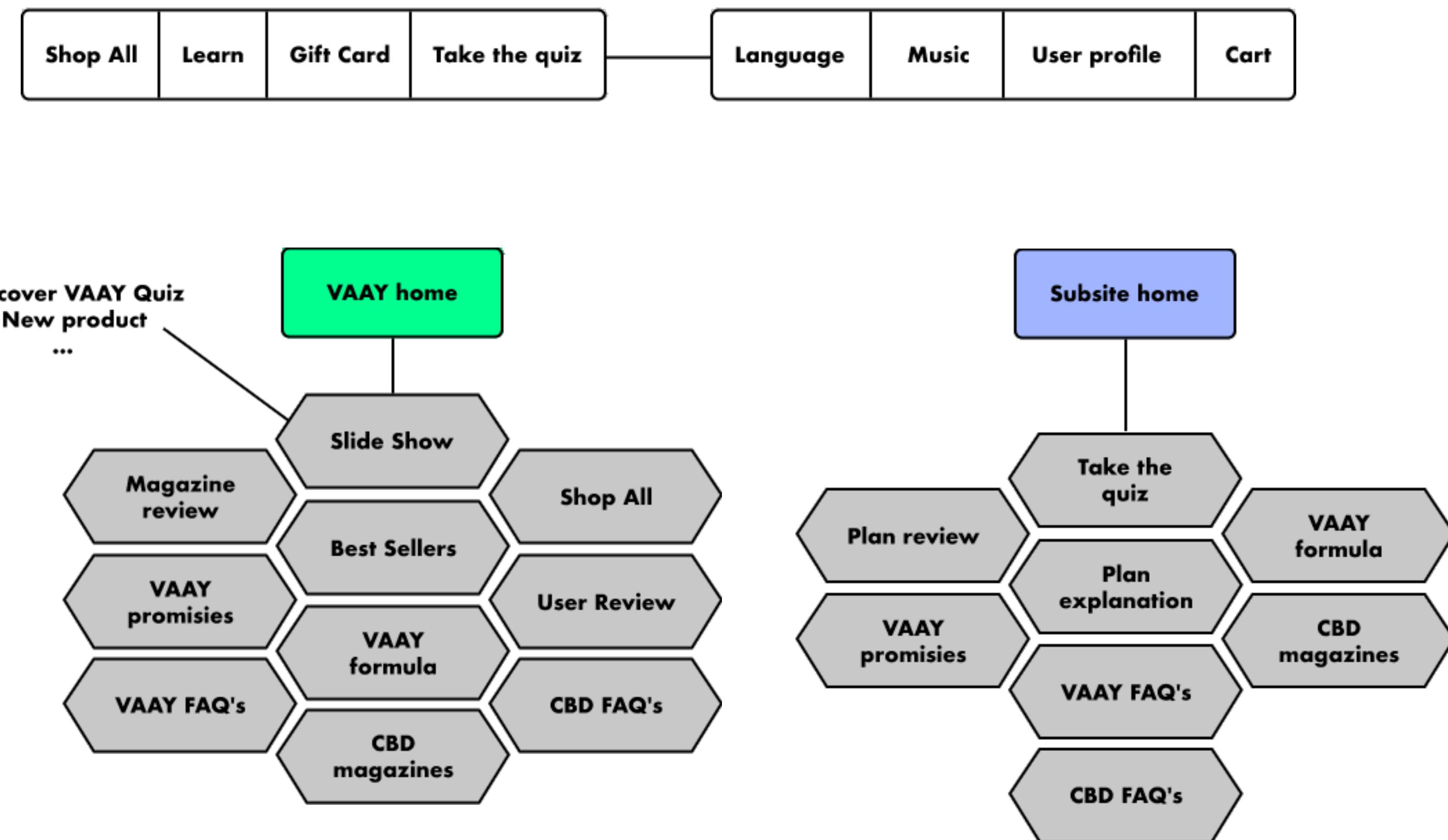
- The main navigation
- The homepage slideshow
- The cart
- The personal page



1._Blueprint

Structuring sub site homepage

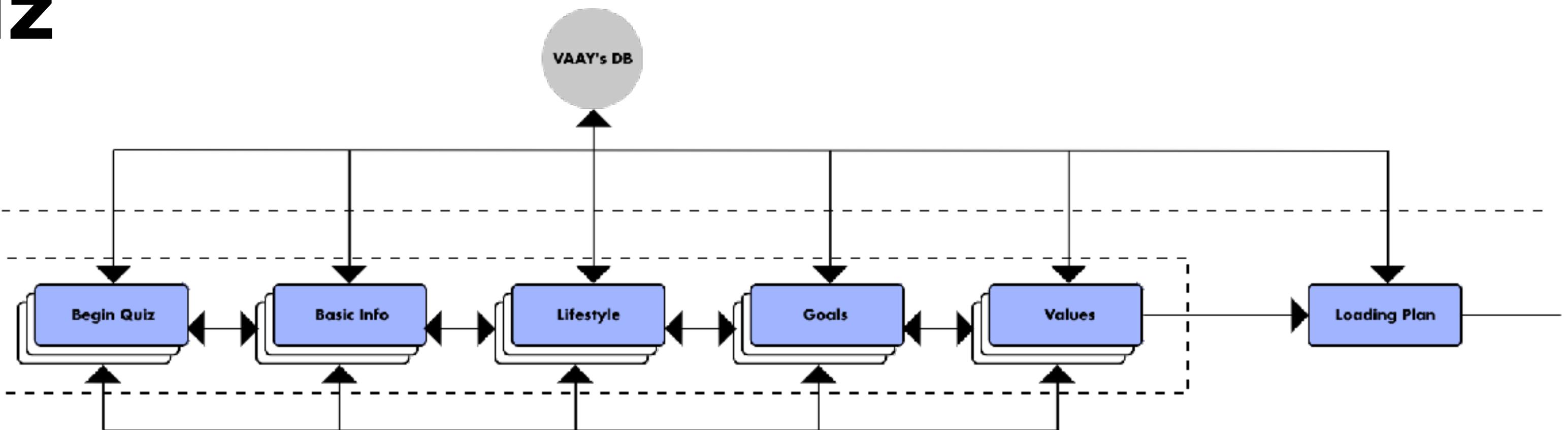
The home page of the sub-site contains information on the quiz, the nature of the data to be entered and their processing; it also highlights important clarifications on what CBD is and the values of the VAAY brand. This makes our product independent from the VAAY website, and therefore free from loss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



1._Blueprint

Structuring Made with VAAY quiz

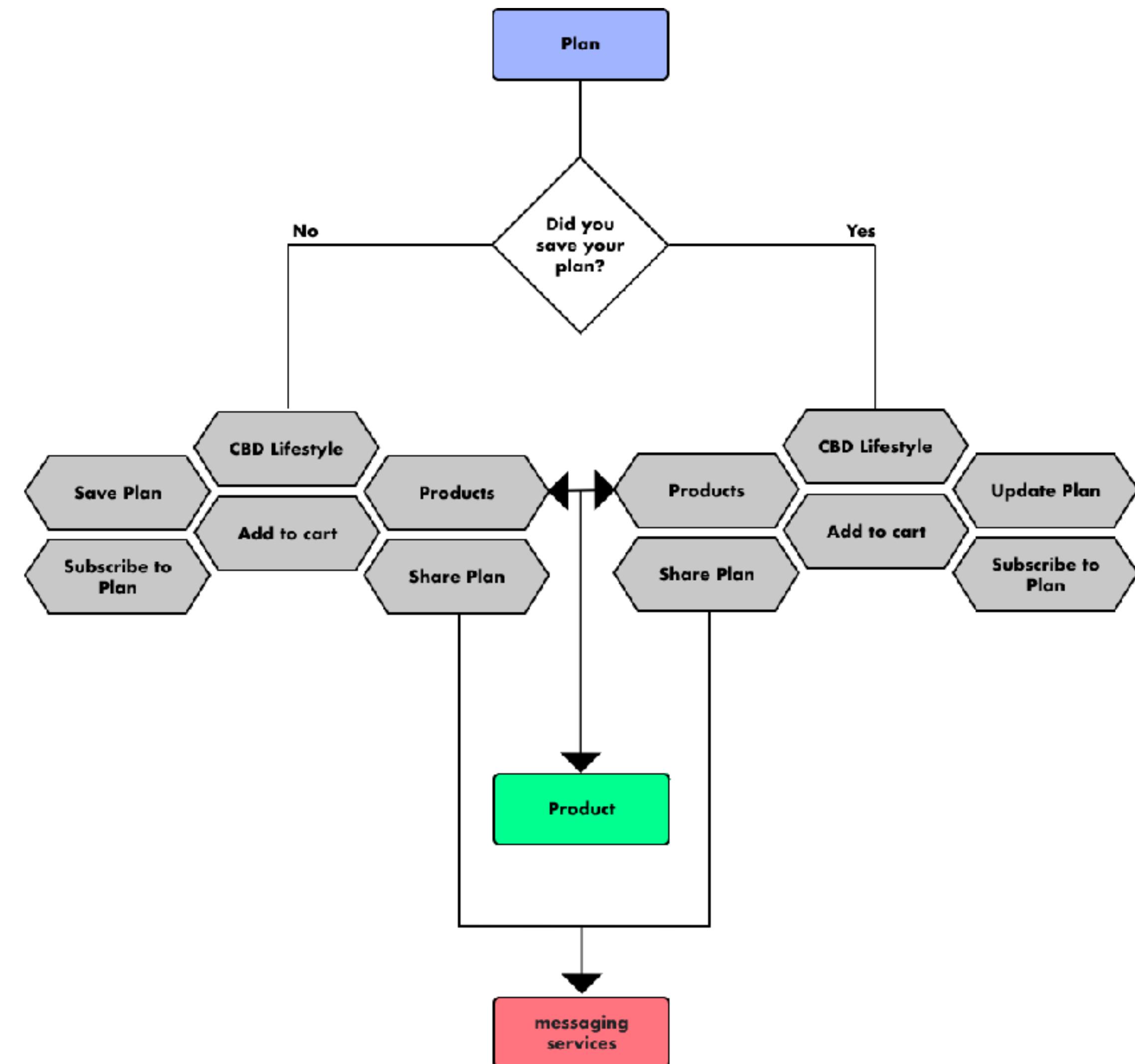
For the test itself, we have decided to divide the questions into background information, goals, lifestyle, and values. Each answer will be saved on the VAAY databases and, starting from this, the system will return a question relevant to the user's request. In this way, the experience will be literally 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.



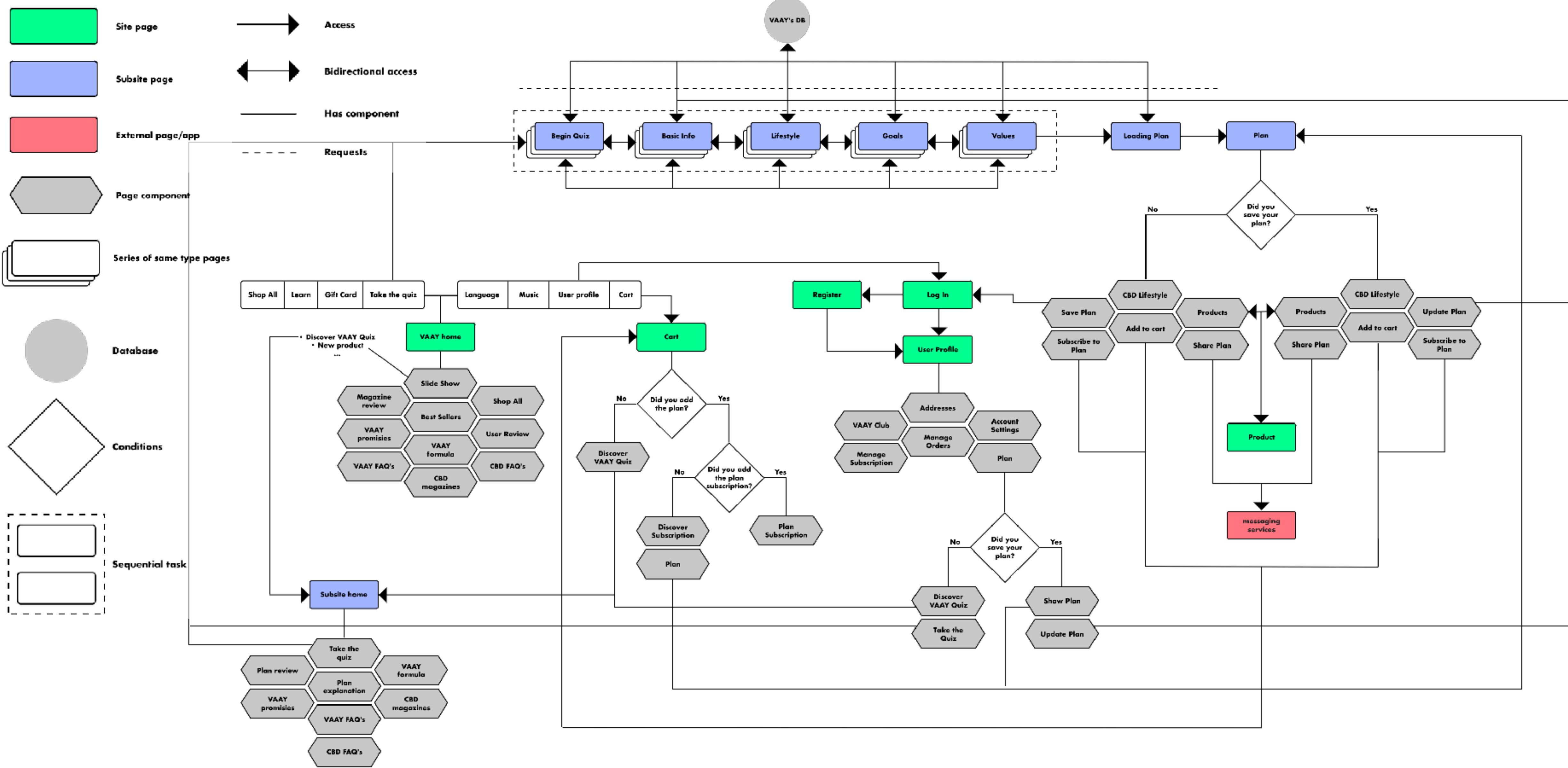
1._Blueprint

Structuring plan recommendation

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”.



1._Blueprint



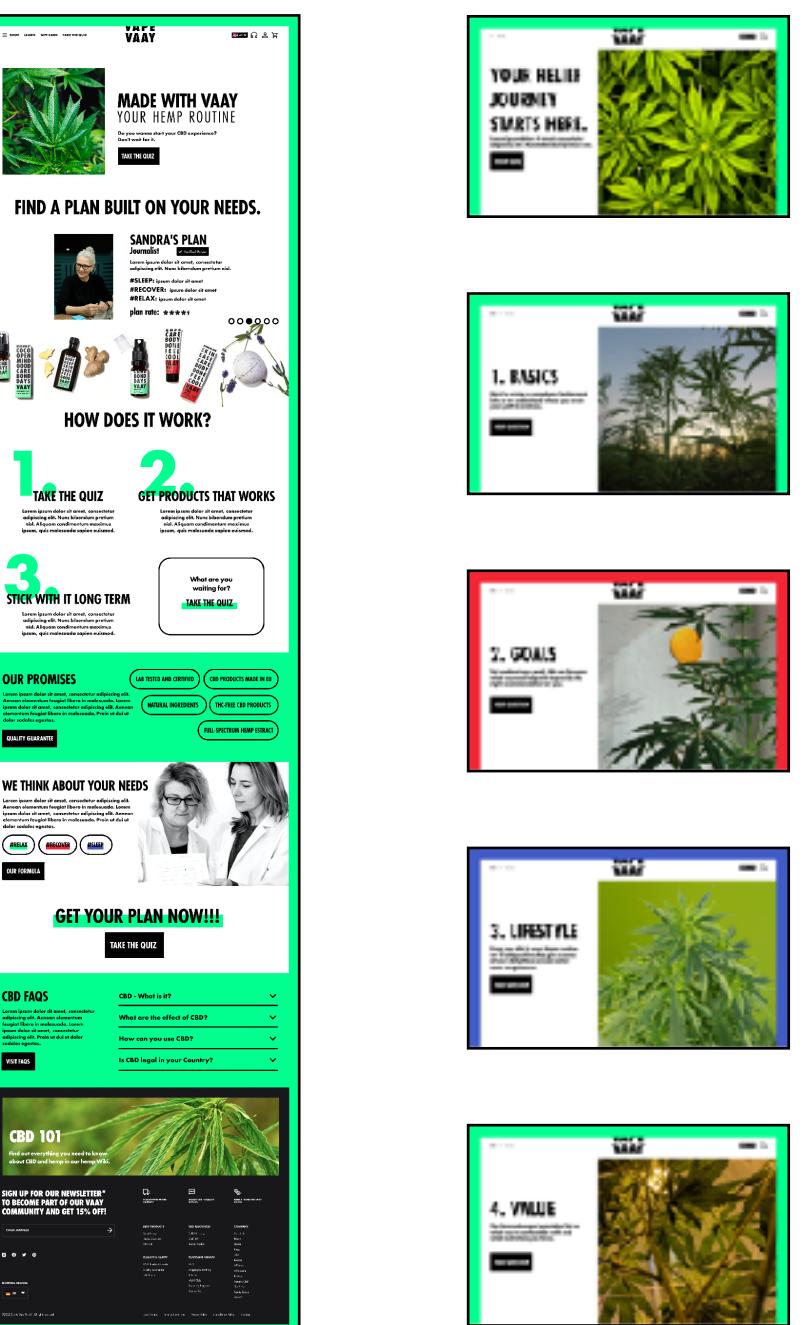
2._Wireframe

2._Wireframe

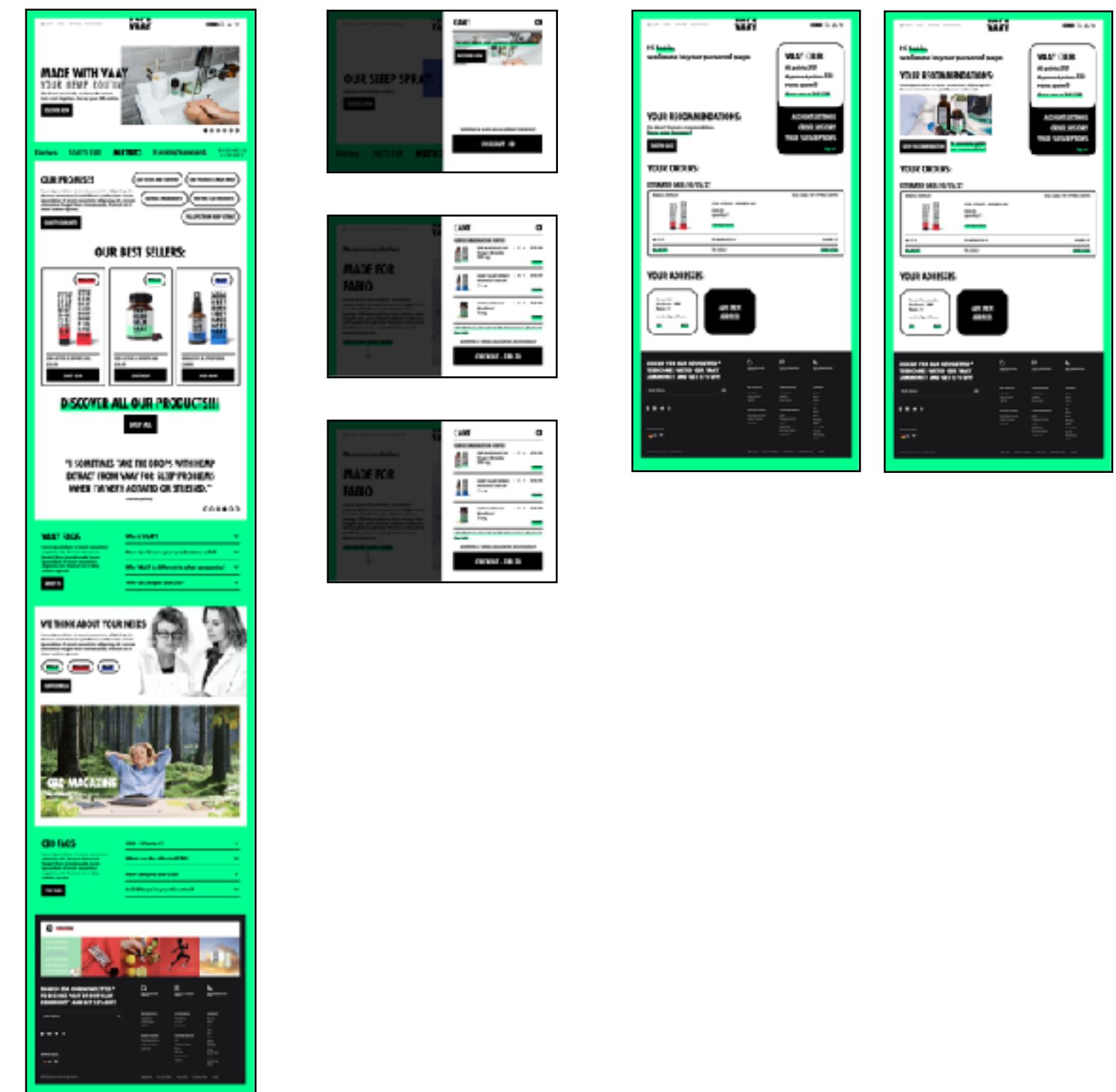
Wireframe

Comparing with the VAAY's existing website design, we realised that, in addition to the sub site pages we had to build from scratch, the shopping cart and personal pages would need to undergo a restyling. This is because these two were the pages that scored the highest number of violations with the guidelines we chose. 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 sub site built from scratch, and on the other hand the VAAY's restyled pages.

Made with VAAY:



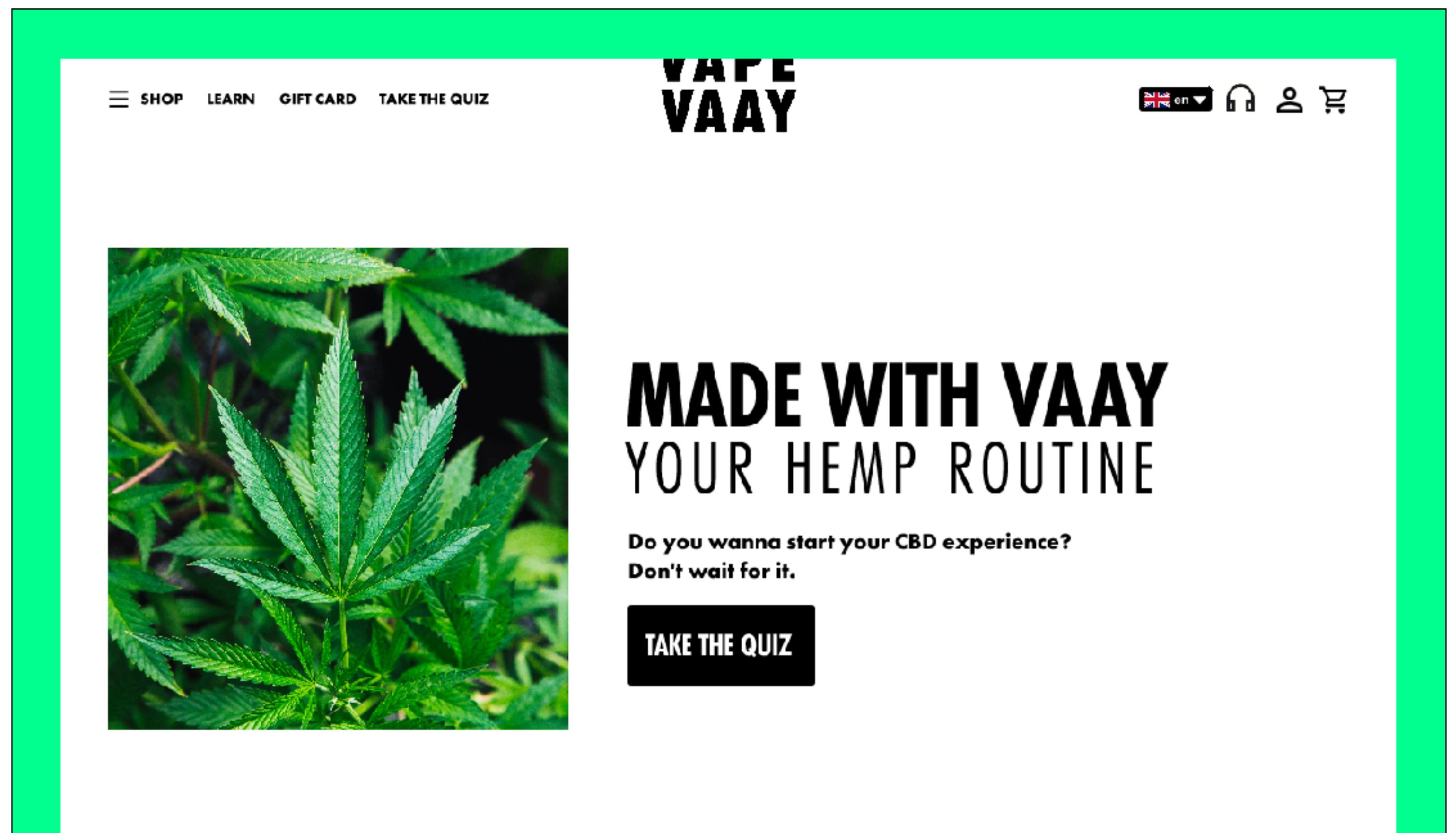
Restyled pages:



2._Wireframe

Sub site homepage

The sub site 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.



2._Wireframe

The wireframe shows the layout of the Vape Vaay website. At the top left is a navigation bar with 'SHOP', 'LEARN', 'GIFT CARD', and 'TAKE THE QUIZ'. The top right features a language switch ('en'), a search icon, a user profile icon, and a shopping cart icon. The main header 'VAPE VAAY' is centered above a large image of green hemp leaves. To the right of the image, the text 'MADE WITH VAAY YOUR HEMP ROUTINE' is displayed in large, bold, black letters. Below this, a smaller text reads 'Do you wanna start your CBD experience? Don't wait for it.' followed by a 'TAKE THE QUIZ' button. A large call-to-action 'FIND A PLAN BUILT ON YOUR NEEDS.' is positioned below the hemp image. At the bottom, there's a small image of a person and the text 'SANDRA'S PLAN Journalist ✓ Verified Buyer'.

≡ SHOP LEARN GIFT CARD TAKE THE QUIZ

VAPE
VAAY

en ⚙️ 🔎 🙁 🛒

MADE WITH VAAY
YOUR HEMP ROUTINE

Do you wanna start your CBD experience?
Don't wait for it.

TAKE THE QUIZ

FIND A PLAN BUILT ON YOUR NEEDS.

SANDRA'S PLAN
Journalist ✓ Verified Buyer

2._Wireframe

The wireframe shows a landing page for hemp CBD products. At the top left is a green vertical bar. In the top center is a large image of green hemp leaves. To its right is a black button with white text: "TAKE THE QUIZ". Below the leaves is a large, bold, black headline: "FIND A PLAN BUILT ON YOUR NEEDS.". To the left of the headline is a portrait of a woman with grey hair and glasses, wearing a black sweater, sitting at a table. To the right of the headline is a section titled "SANDRA'S PLAN" in bold black text, followed by "Journalist" and a "✓ Verified Buyer" badge. Below this is a placeholder text: "Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc bibendum pretium nisl." Further down are three hashtags: "#SLEEP: ipsum dolor sit amet", "#RECOVER: ipsum dolor sit amet", and "#RELAX: ipsum dolor sit amet". Below these is a "plan rate: ****" rating. To the right of the plan details is a decorative arrangement of lavender flowers and a purple bath bomb. At the bottom left are two product bottles: one labeled "CAKE BOND DAYS VAAY" and another labeled "Hemp Coco Open Mind Good Care Bond Days VAAY". Between these bottles are some ginger root pieces and small yellow flower petals. To the right of the bottles are two more bottles: one labeled "CARE BOND DAYS VAAY" and another labeled "SKIN CARE BODY DONE FEEL COOL VAAY SPORT". Above the "SKIN CARE" bottle is a row of five small circles, with the third circle being black.

TAKE THE QUIZ

FIND A PLAN BUILT ON YOUR NEEDS.



SANDRA'S PLAN
Journalist ✓ Verified Buyer

**LOREM IPSUM DOLOR SIT AMET, CONSECTETUR
ADIPISCING ELIT. NUNC BIBENDUM PRETIVM NISL.**

#SLEEP: ipsum dolor sit amet
#RECOVER: ipsum dolor sit amet
#RELAX: ipsum dolor sit amet

plan rate: ****



2._Wireframe

HOW DOES IT WORK?

1

TAKE THE QUIZ

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc bibendum pretium nisl. Aliquam condimentum maximus ipsum, quis malesuada sapien euismod.

2

GET PRODUCTS THAT WORKS

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc bibendum pretium nisl. Aliquam condimentum maximus ipsum, quis malesuada sapien euismod.

3

STICK WITH IT LONG TERM

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc bibendum pretium nisl. Aliquam condimentum maximus ipsum, quis malesuada sapien euismod.

What are you
waiting for?

TAKE THE QUIZ

2._Wireframe

OUR PROMISES

LAB TESTED AND CERTIFIED

CBD PRODUCTS MADE IN EU

NATURAL INGREDIENTS

THC-FREE CBD PRODUCTS

FULL-SPECTRUM HEMP EXTRACT

QUALITY GUARANTEE

WE THINK ABOUT YOUR NEEDS

#RELAX

#RECOVER

#SLEEP

OUR FORMULA

A black and white photograph showing two women wearing white lab coats. They are both looking down at a clipboard or piece of paper held by the woman on the right. The woman on the left has glasses and curly hair. The woman on the right has straight hair. They appear to be scientists or researchers.

2._Wireframe

GET YOUR PLAN NOW!!!

[TAKE THE QUIZ](#)

CBD FAQS

Lore ipsum dolor sit amet, consectetur adipiscing elit. Aenean elementum feugiat libero in malesuada. Lore ipsum dolor sit amet, consectetur adipiscing elit. Proin ut dui ut dolor sodales egestas.

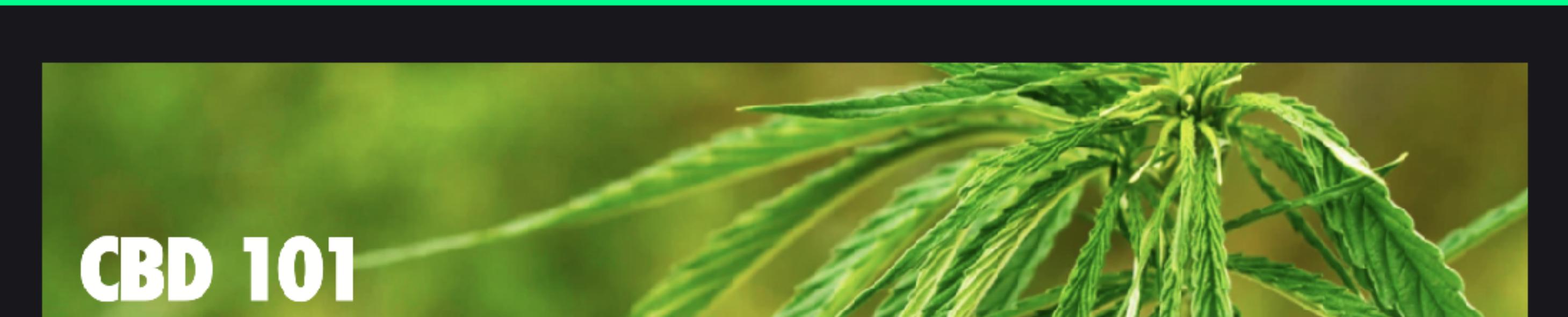
[VISIT FAQS](#)

CBD - What is it?

What are the effect of CBD?

How can you use CBD?

Is CBD legal in your Country?



CBD 101

2._Wireframe

CBD 101
Find out everything you need to know about CBD and hemp in our hemp Wiki.

SIGN UP FOR OUR NEWSLETTER*
TO BECOME PART OF OUR VAAY COMMUNITY AND GET 15% OFF!

Email Address →

SHIPPING REGION: DE

FREE SHIPPING WITHIN GERMANY

QUALITY CBD - EXCELLENT REVIEWS

REFER A FRIEND AND EARN POINTS

BEST PRODUCTS
Night Spray
Hemp Capsules
CBD Oil

CBD RESOURCES
CBD Glossary
CBD 101
Recent Studies

COMPANY
About Us
News
Stores
Press
Jobs
Referrals
Affiliates
Wholesale
Reviews
Sonato CBD
This Place
Sonity Group
VAAY

QUALITY & SAFETY
VAAY Product Formula
Quality Guarantee
Lab Results

CUSTOMER SERVICE
FAQ
Shipping & Tracking
Returns
VAAY Club
Recycling Program
Contact Us

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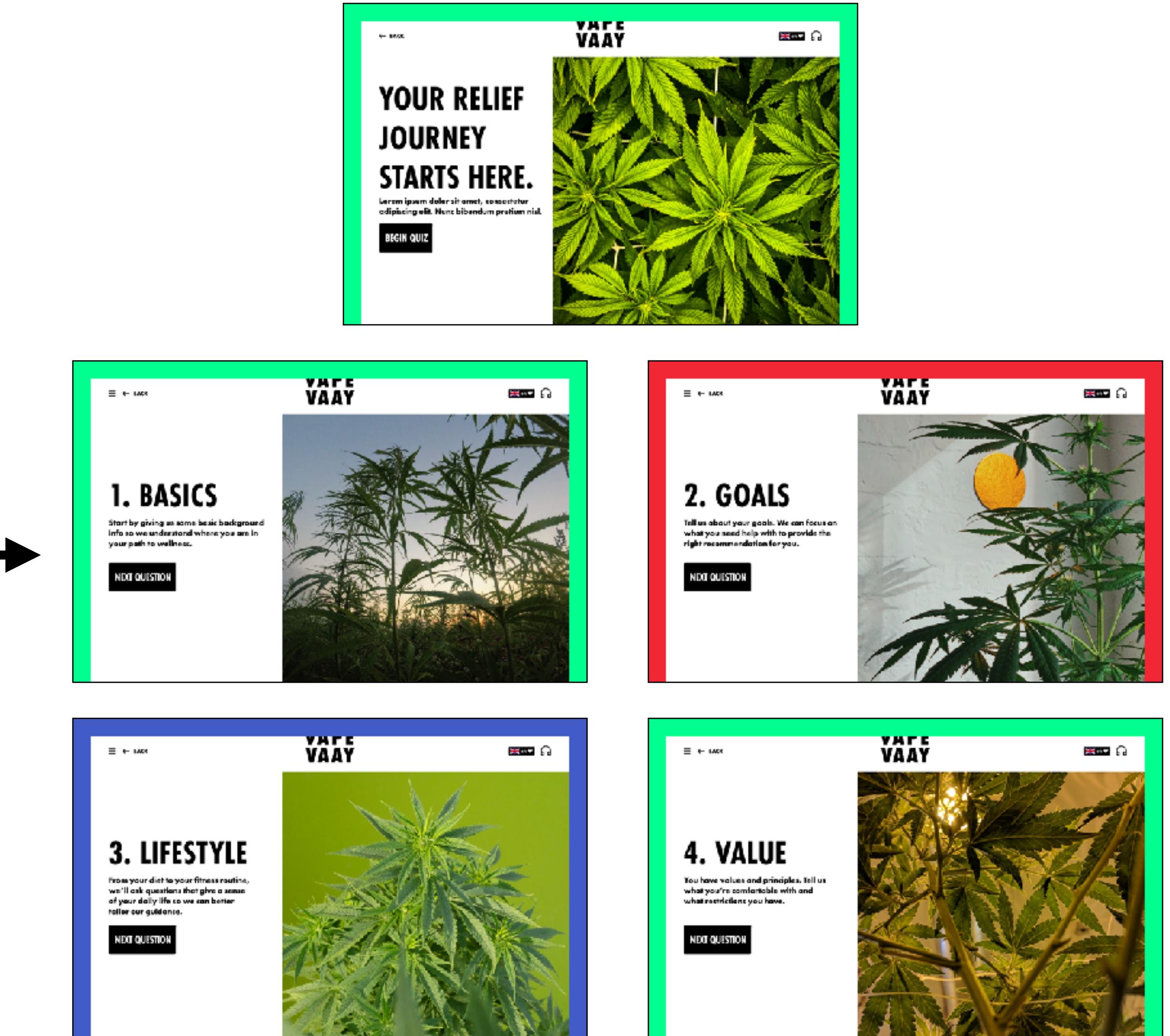
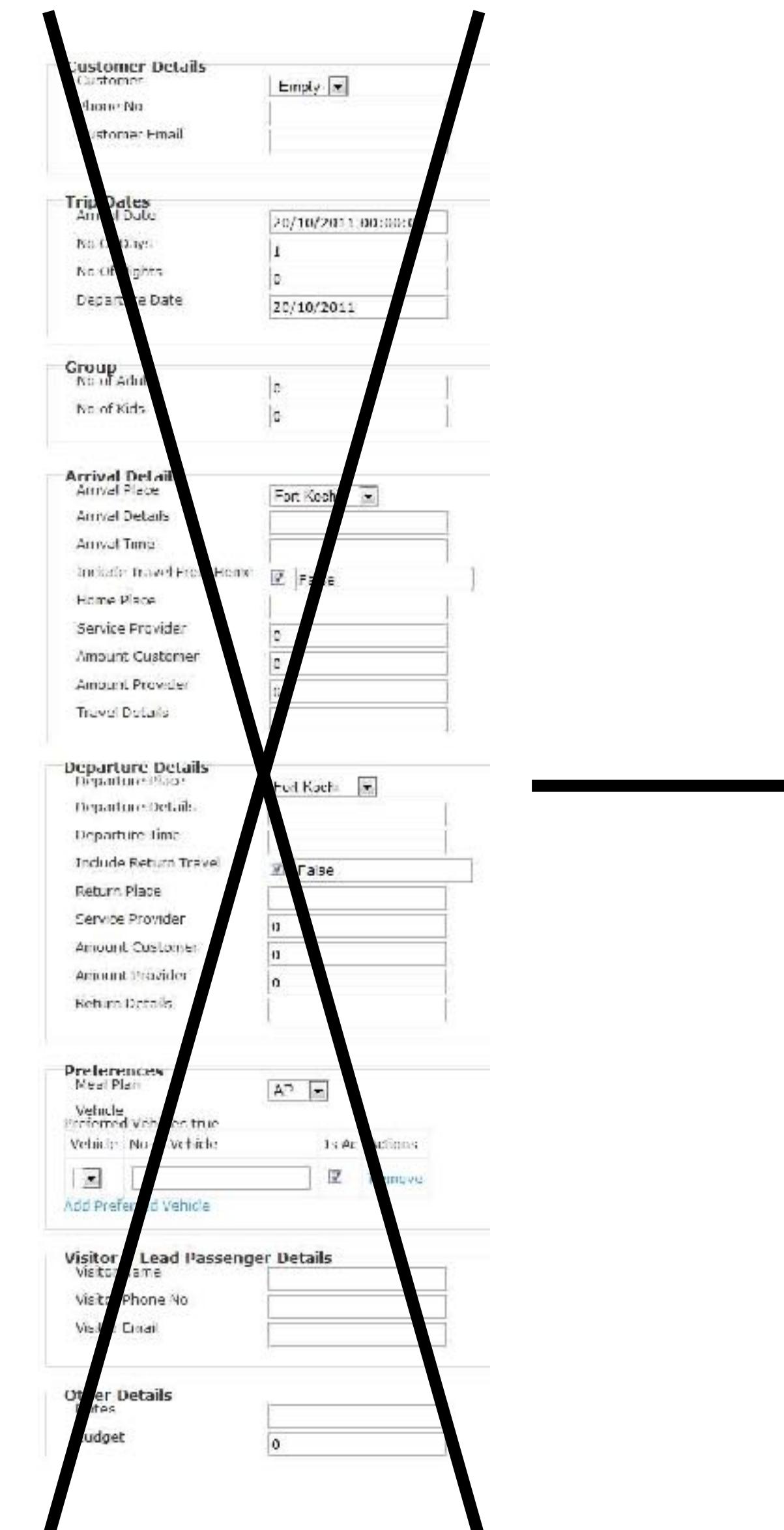
2._Wireframe

Quiz

We had to make the experience as interactive and engaging as possible, while remembering to build a synthetic and explicit layout that is accessible for our wide target audience.

We therefore decided to divide the quiz into four sections, plus an introductory one, to ease the users' first impression on the questionnaire.

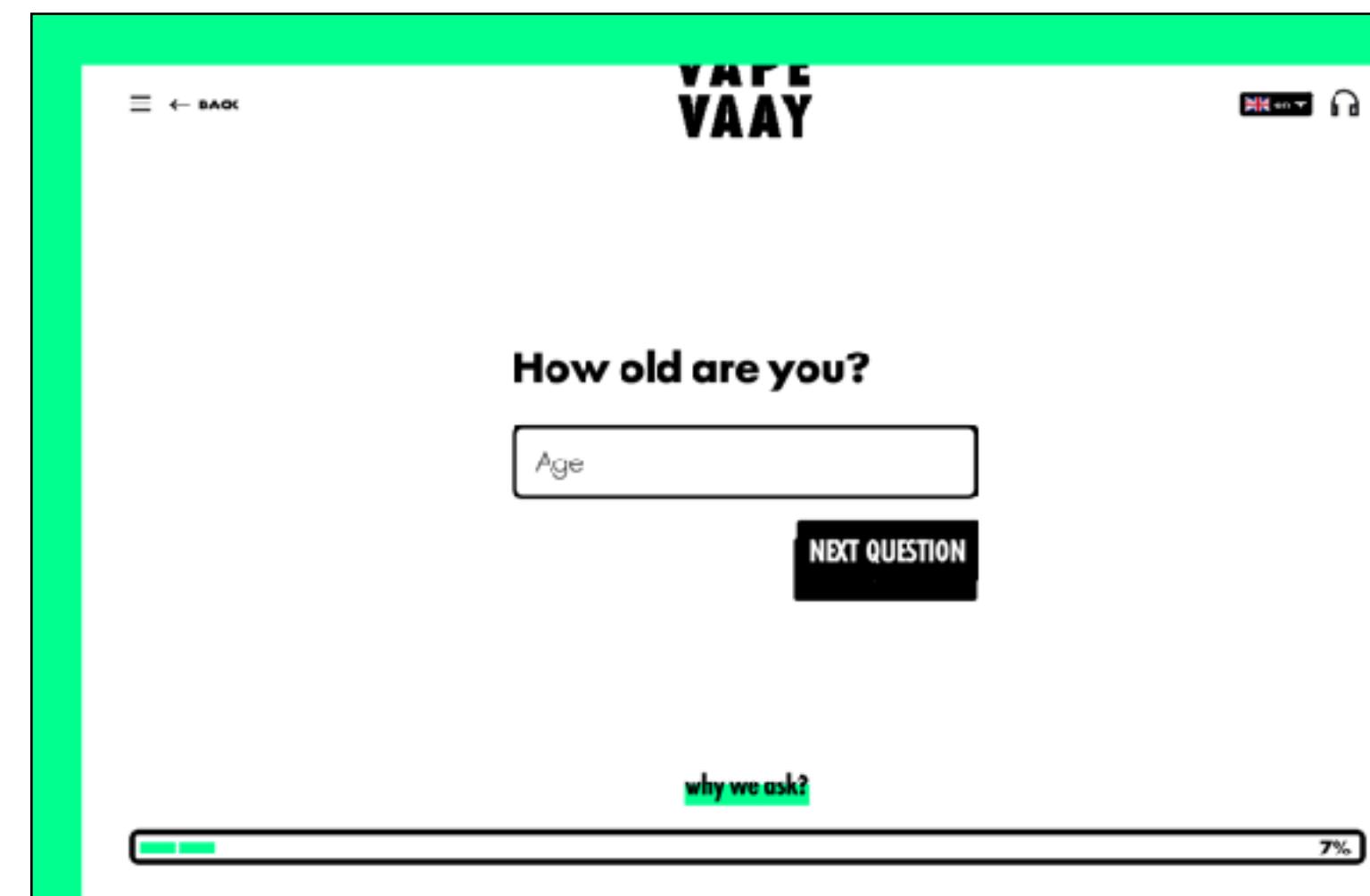
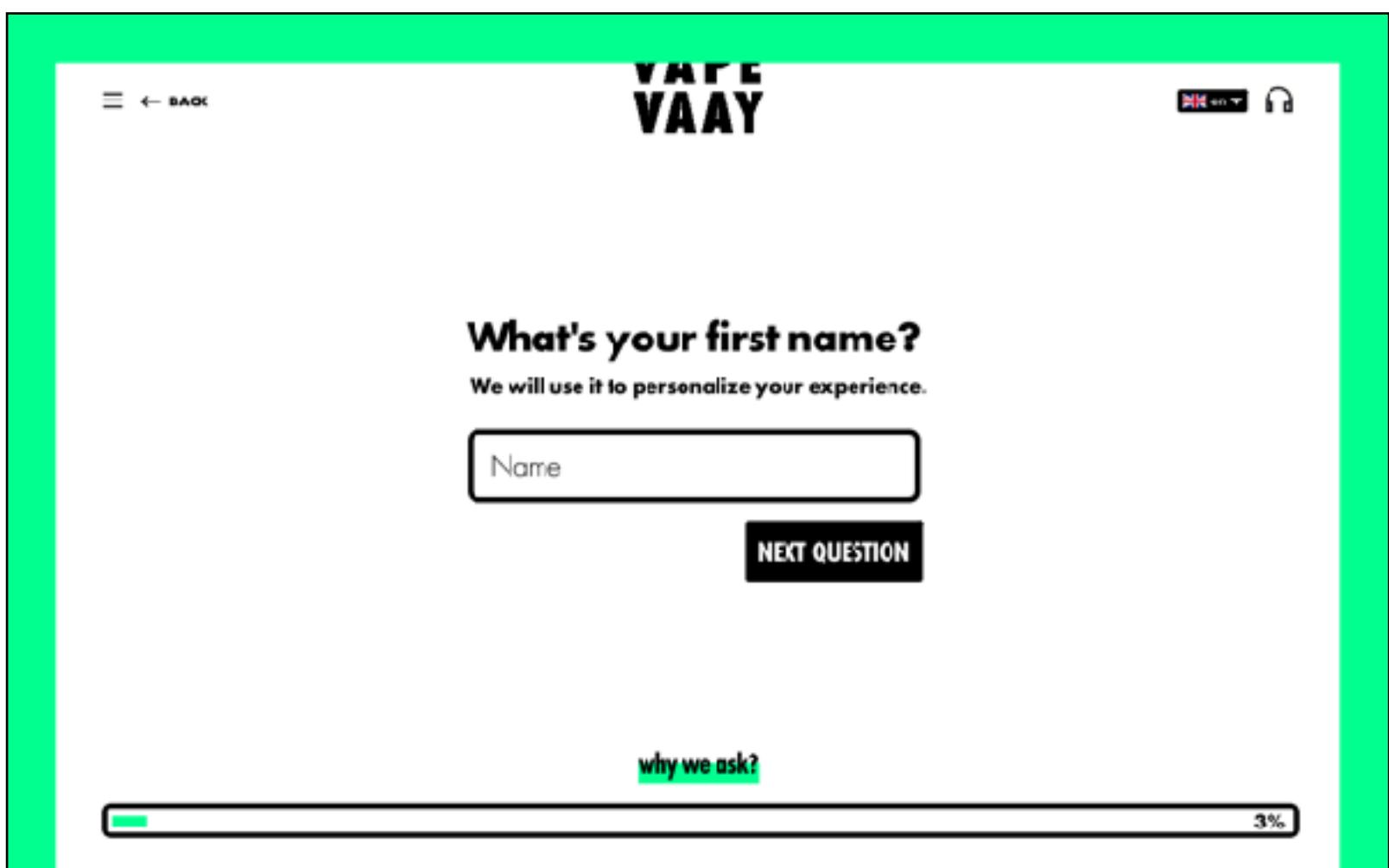
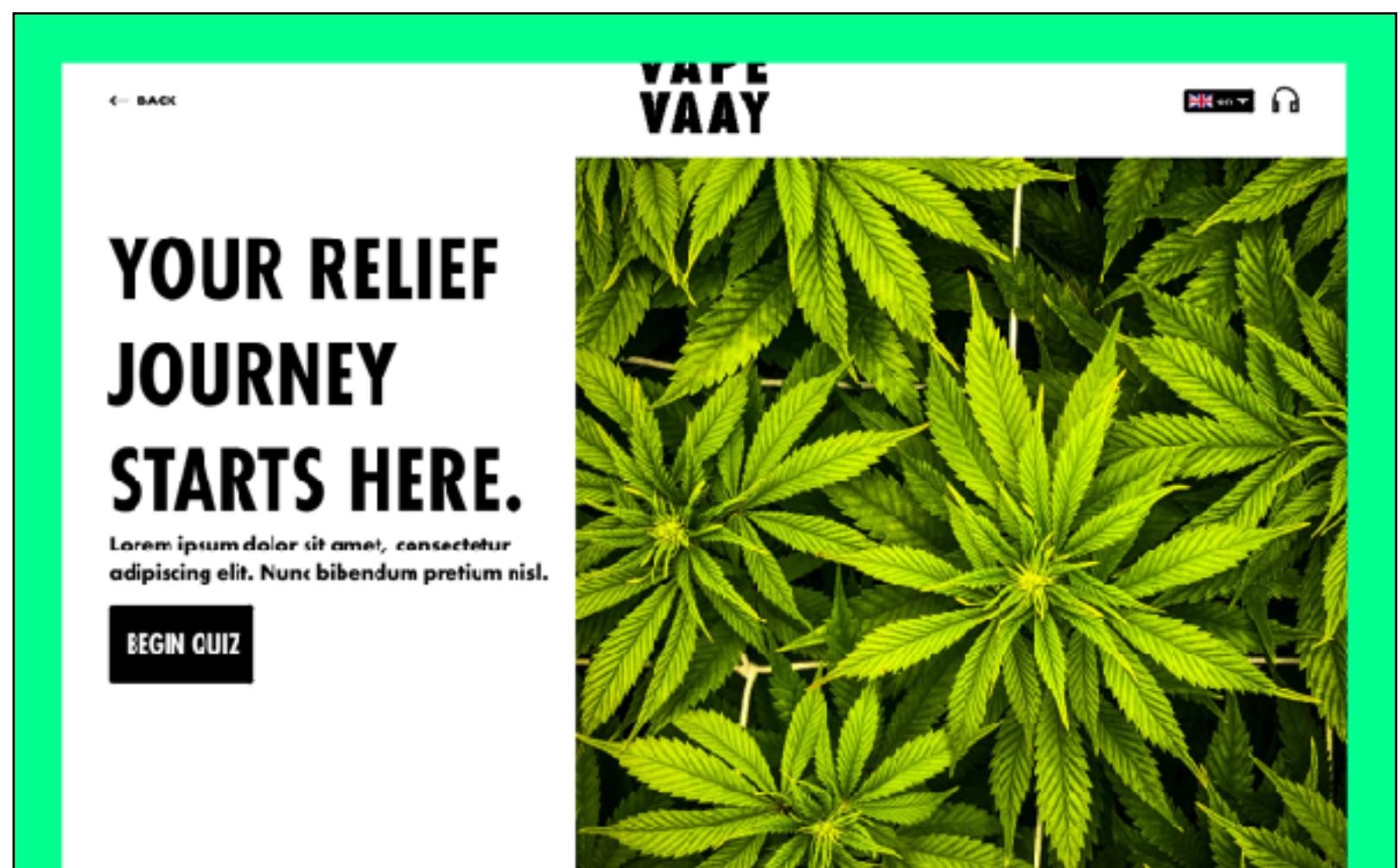
The sections are visually divided from each other by covers and different colours. For reasons of consistency, we decided to use VAAY's colour palette: red, green, and blue.



2._Wireframe

Begin Quiz

“Begin quiz” is the introductory section which asks inquiries like name, age, and attitude towards hemp-based products.



2._Wireframe

Begin Quiz

“Begin quiz” is the introductory section which asks inquiries like name, age, and attitude towards hemp-based products.

The wireframe shows a mobile application interface for Vape Vaay. At the top, the logo "VAPE VAAY" is displayed. Below it, the question "What's your first name?" is asked, followed by a note: "We will use it to personalize your experience." A text input field labeled "Name" is provided, and a black "NEXT QUESTION" button is at the bottom. A small link "why we ask?" is located at the very bottom. A progress bar at the bottom indicates 3% completion.

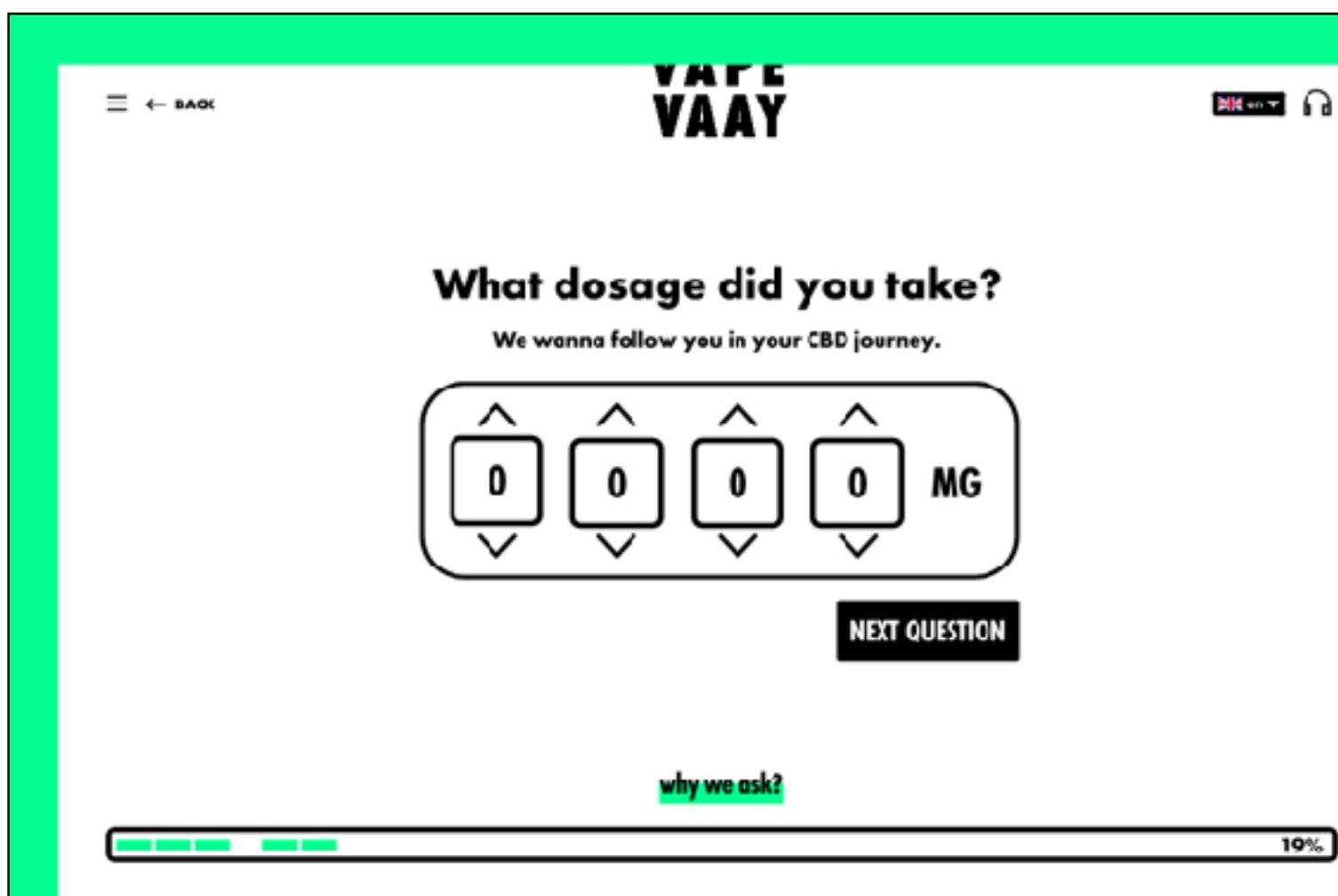
The wireframe shows the second question of the quiz: "How old are you?". It features a text input field labeled "Age" and a black "NEXT QUESTION" button. A small link "why we ask?" is at the bottom. A progress bar indicates 7% completion.

The wireframe shows the third question: "When it comes to hemp you are:". Three options are presented in boxes: "INFORMED" (with a thinking emoji), "CURIOS" (with a curious emoji), and "SCEPTICAL" (with a skeptical emoji). Each option includes a brief description: "You know more than average people.", "You know a bit, but want to know more.", and "You are not convinced yet.". A small link "why we ask?" is at the bottom. A progress bar indicates 11% completion.

2._Wireframe

Basics

The user is asked about their habits towards the product, their gender and country of provenance. When the user enters the country of origin, the system provides two possible answers: if the brand does not ship to that country, it notifies the customer and invites them to subscribe to the VAAY's newsletter for future updates, otherwise the legal status of hemp in that country and the dosages permitted are shown.



2._Wireframe

Basics

The user is asked about their habits towards the product, their gender and country of provenance. When the user enters the country of origin, the system provides two possible answers: if the brand does not ship to that country, it notifies the customer and invites them to subscribe to the VAAY's newsletter for future updates, otherwise the legal status of hemp in that country and the dosages permitted are shown.

The wireframes illustrate the 'Basics' section of the VAAY app, showing three sequential screens:

- Screen 1: Gender Selection**

VAAY logo at top right. Question: "Which gender best describes you?". Three buttons: FEMALE, MALE, and PREFER NOT TO SAY. A "why we ask?" link and a progress bar at 35%.
- Screen 2: Country Selection**

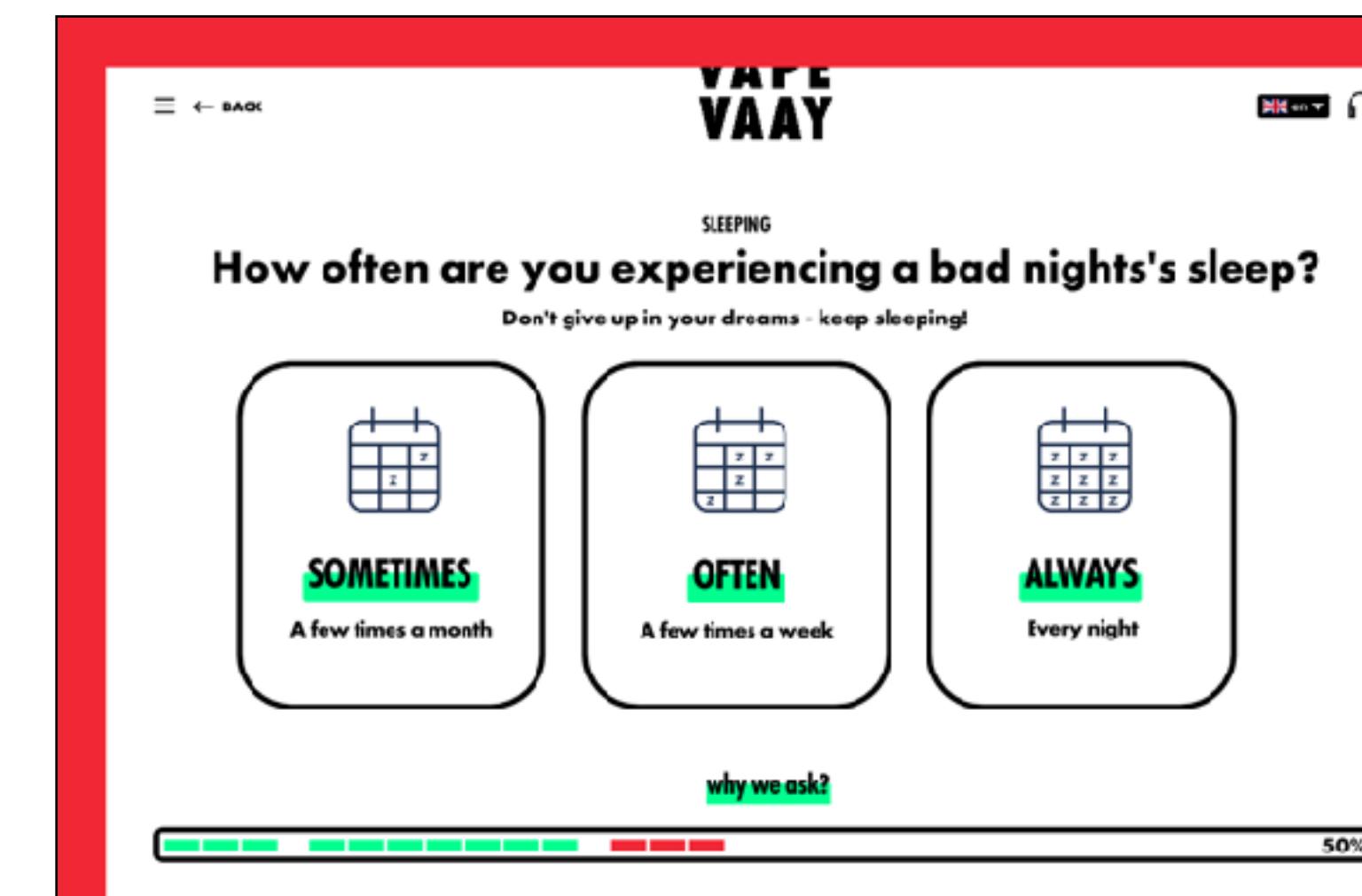
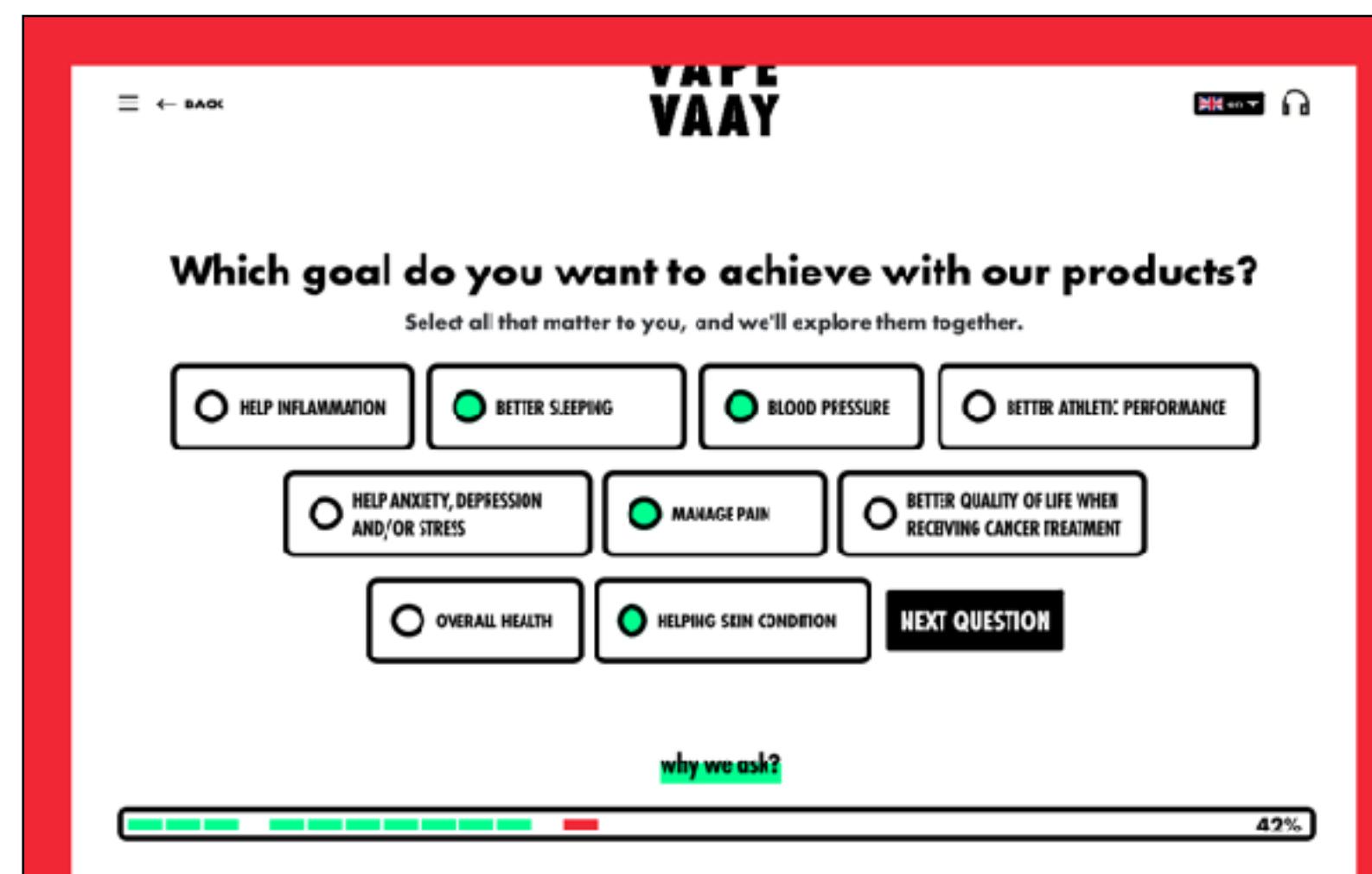
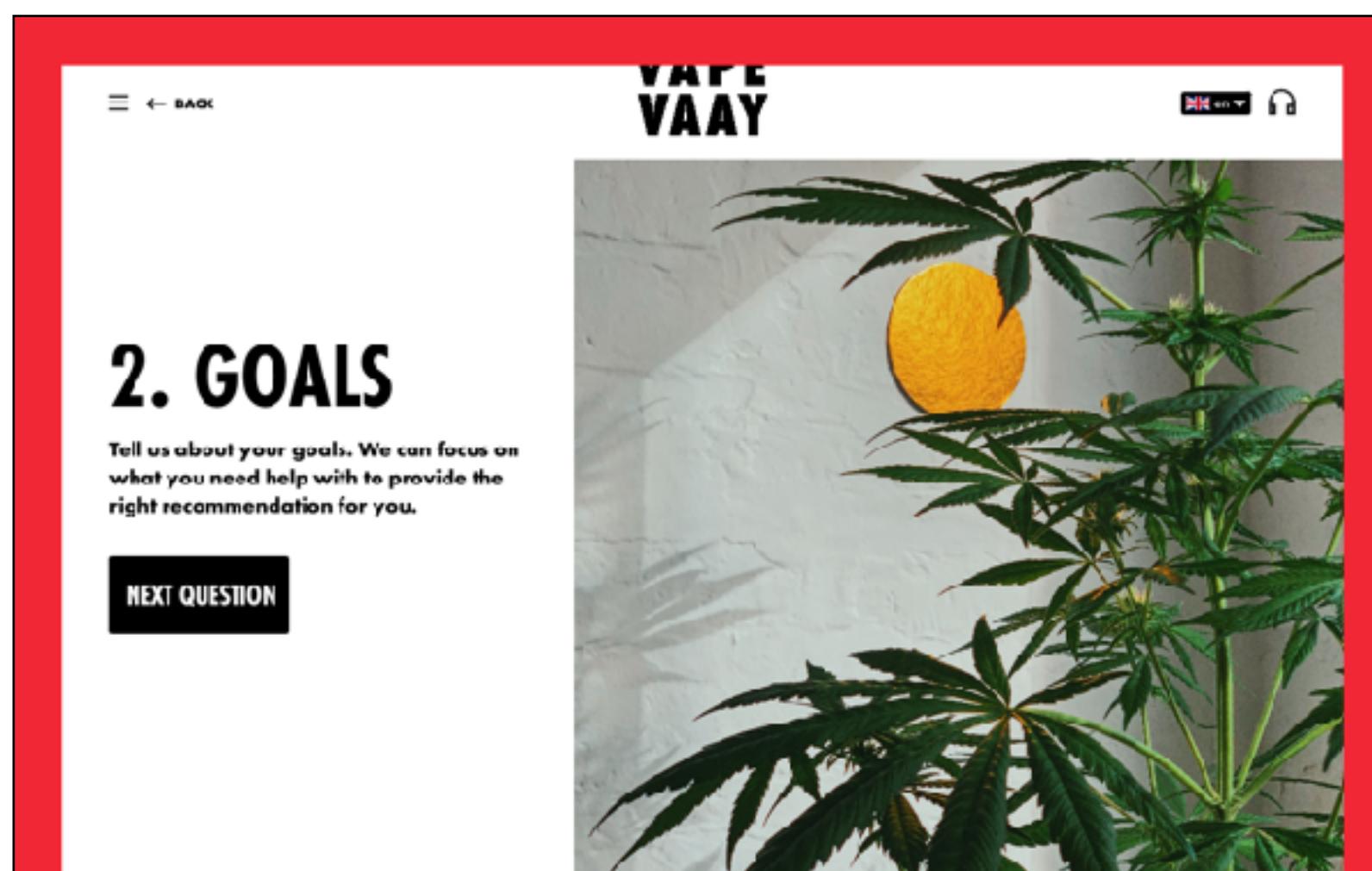
VAAY logo at top right. Question: "Which country do you leave in?". A dropdown menu with placeholder "Select a country" and a "NEXT QUESTION" button. A "why we ask?" link and a progress bar at 38%.
- Screen 3: Hemp Regulations**

VAAY logo at top right. Text: "In Italy, the regulated sale of these products is legal following the law 242 of 2016, which came into force on January 14, 2017. This essentially allows you to market hemp-based products, as long as...". Two green buttons: CBD 15-18% and THC < 0.5%. A "GOT IT !!!" button at the bottom.

2._Wireframe

Goals

“Goals” section asks about the objectives the user wants to achieve with the product.



2._Wireframe

Goals

"Goals" section asks about the objectives the user wants to achieve with the product.

VATE VAAY

What goal do you want to achieve with our products?
Select all that matter to you, and we'll explore them together.

INFLAMMATION BETTER SLEEPING BLOOD PRESSURE BETTER ATHLETIC PERFORMANCE
HELP ANXIETY, DEPRESSION AND/OR STRESS MANAGE PAIN BETTER QUALITY OF LIFE WHEN RECEIVING CANCER TREATMENT
OVERALL HEALTH HELPING SKIN CONDITION

NEXT QUESTION

why we ask?

42%

VATE VAAY

SLEEPING
How often are you experiencing a bad night's sleep?
Don't give up in your dreams - keep sleeping!

SOMETIMES A few times a month
OFTEN A few times a week
ALWAYS Every night

why we ask?

50%

VATE VAAY

SKIN
What are your skin concerns?
Don't give up in your dreams - keep sleeping!

PSORIASIS redness or bumps
ACNE tight or fatty
BAD REACTION TO INSECTS BITES greasing or shiny
ALLERGY not too oily or dry
ECZEMA lackluster or a bit flat
DERMATITIS greasing or shiny
OTHER greasing or shiny
FUNGAL INFECTION not too oily or dry

NEXT QUESTION

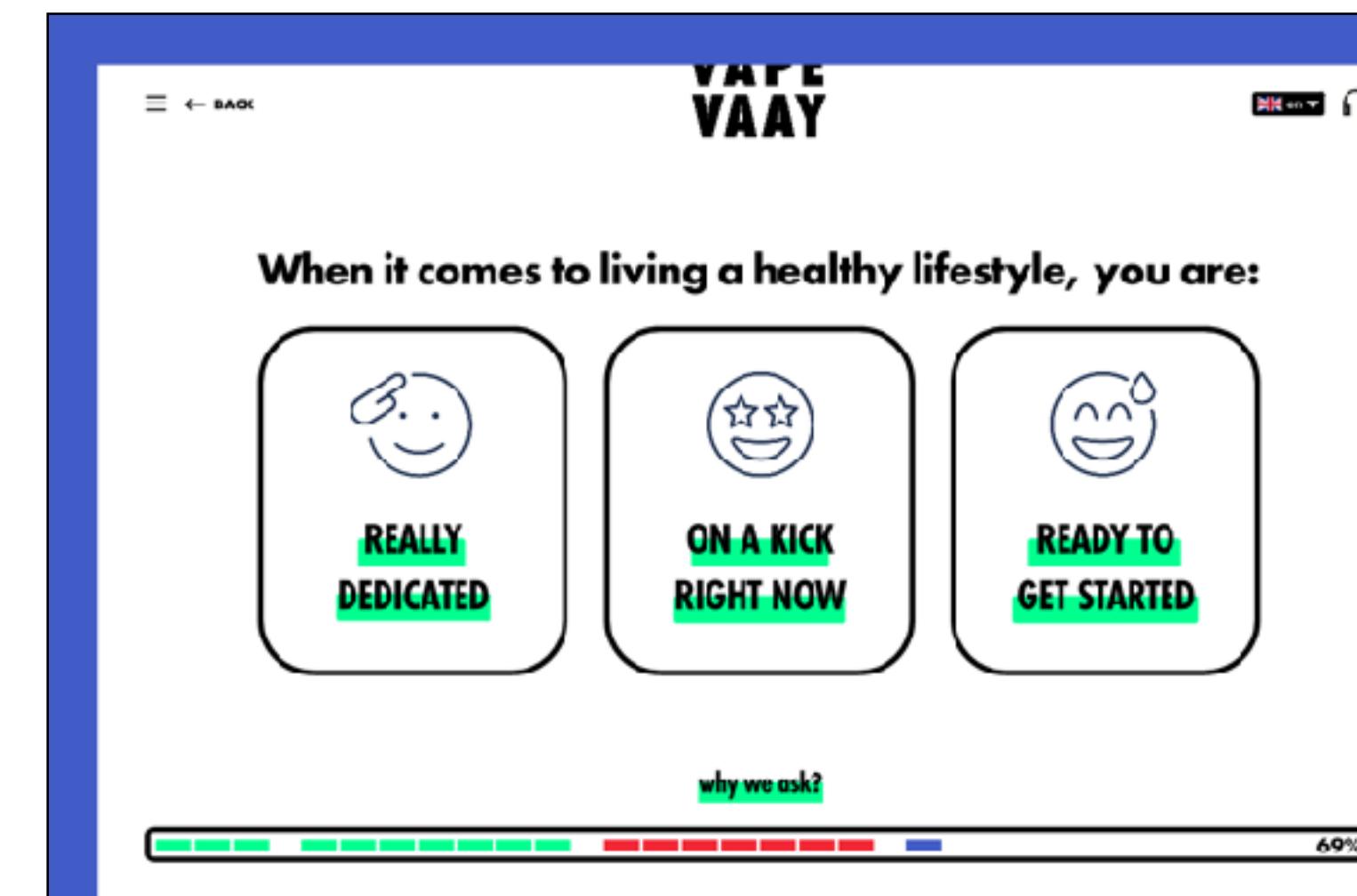
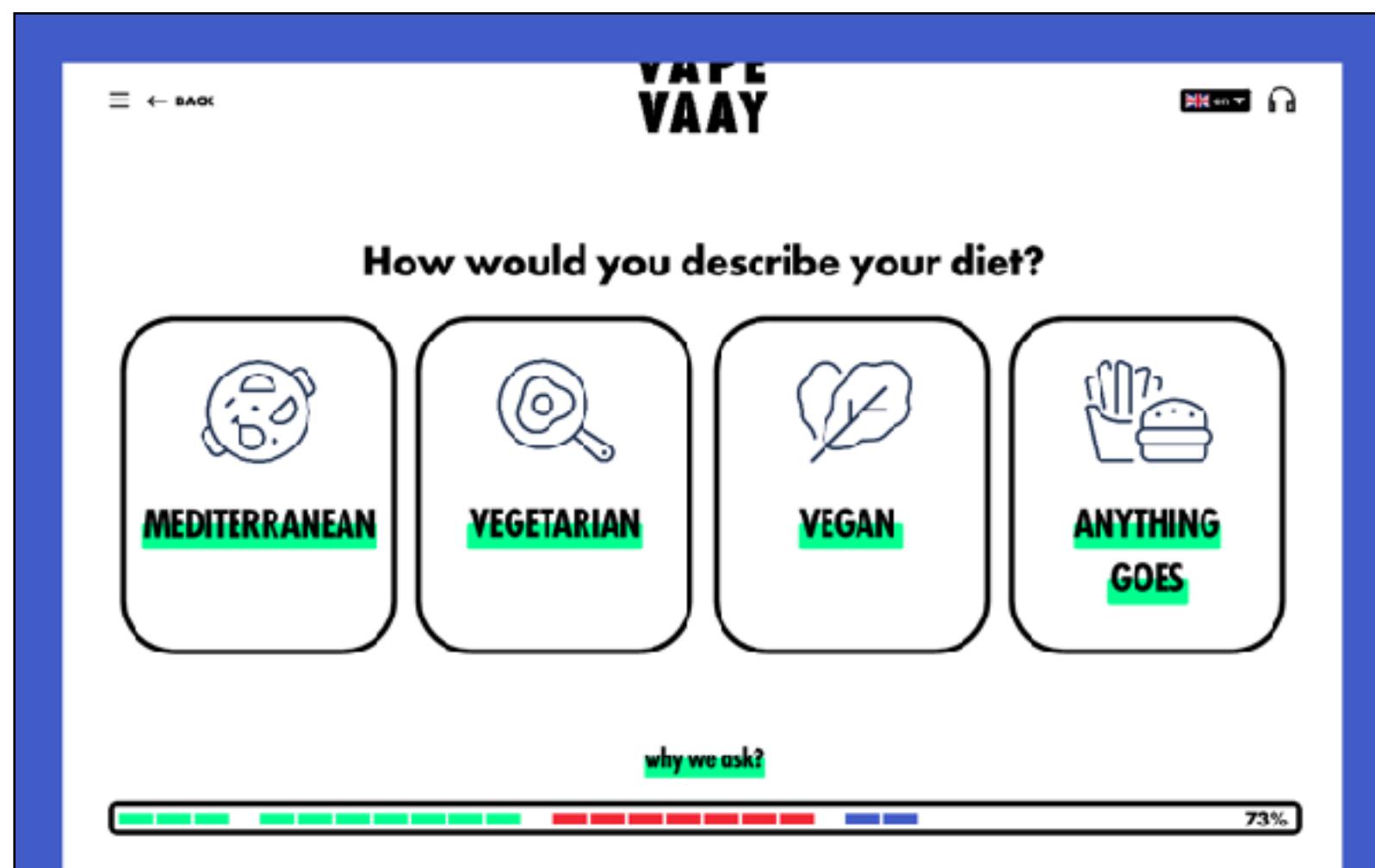
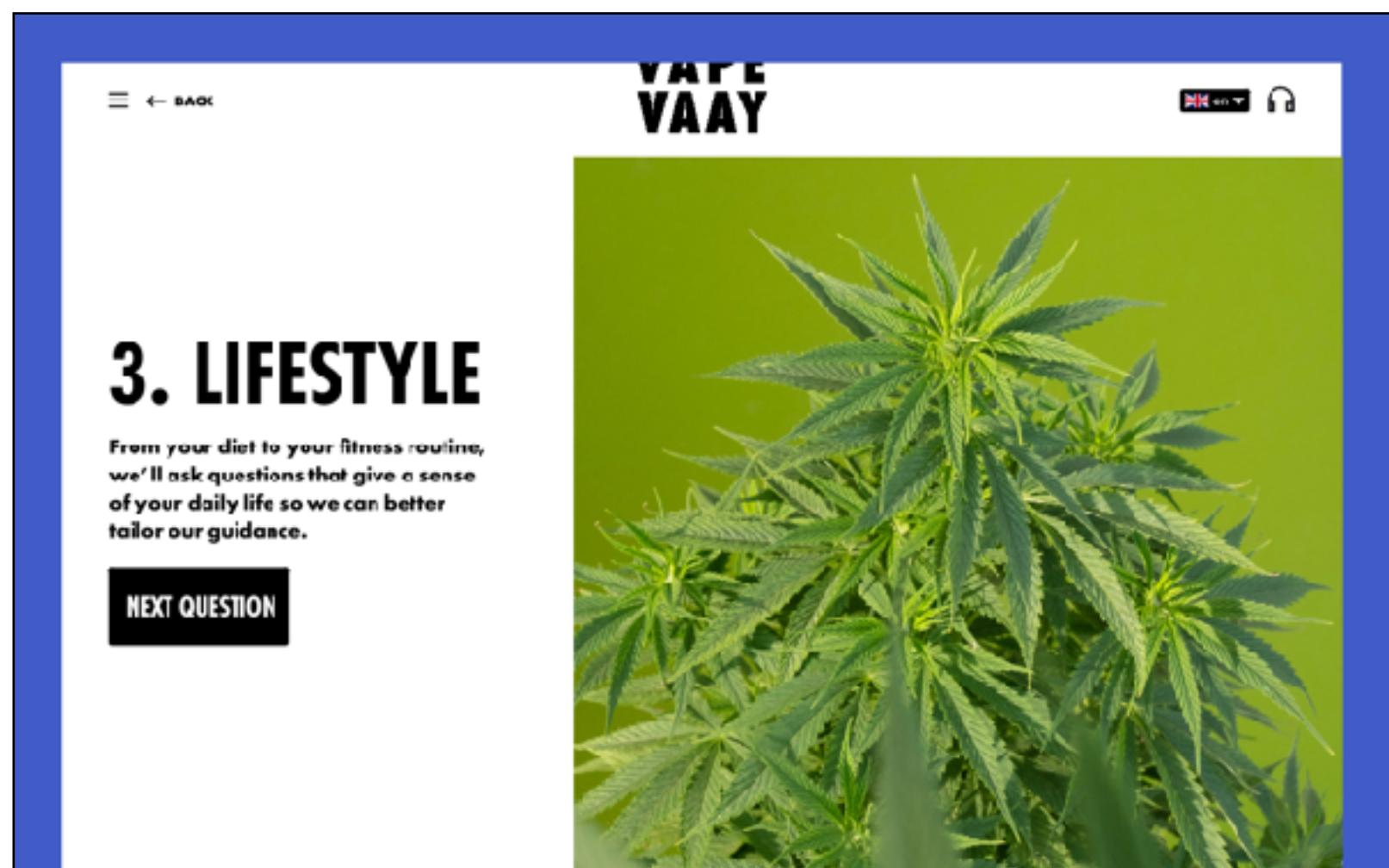
why we ask?

57%

2._Wireframe

Lifestyle

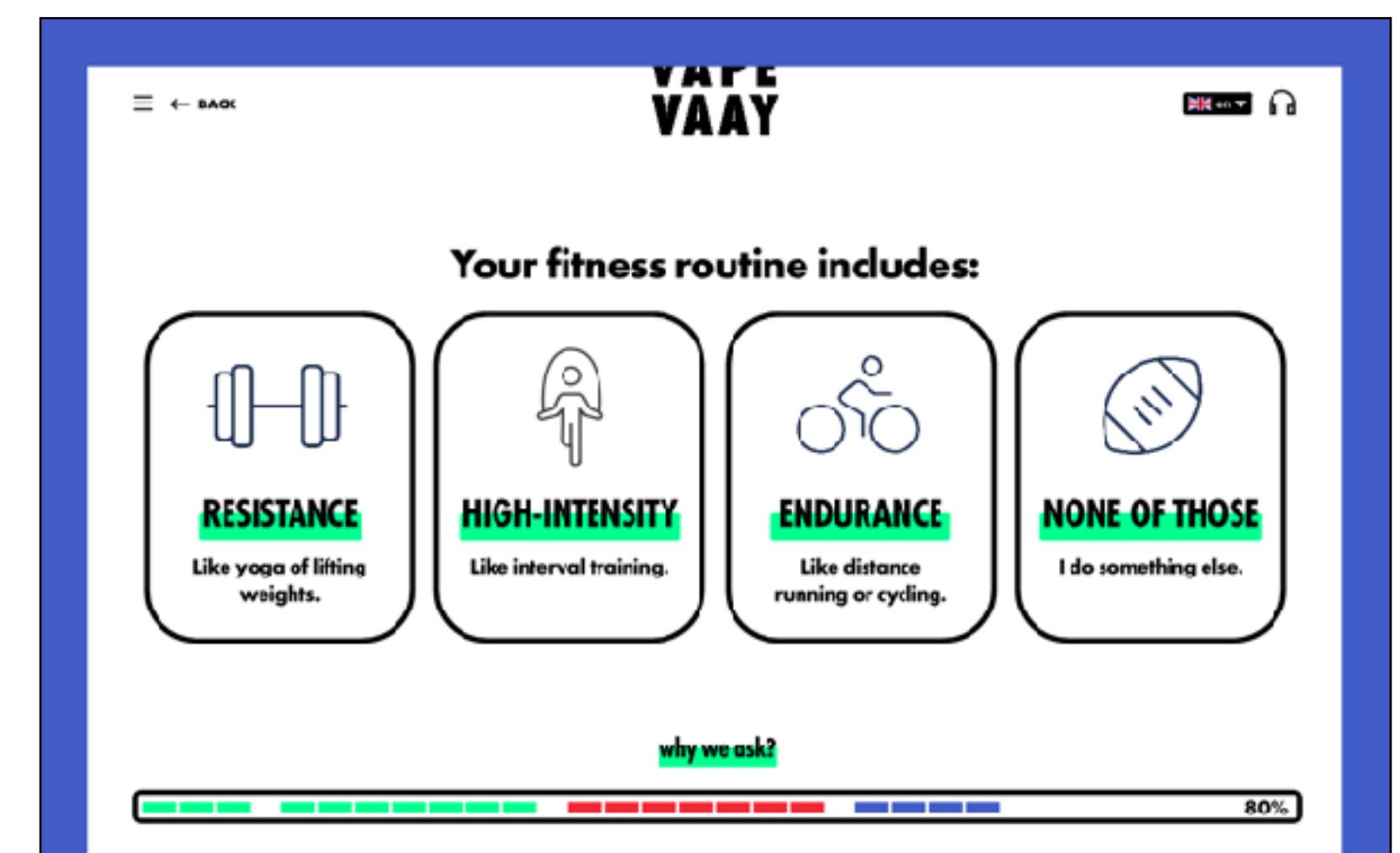
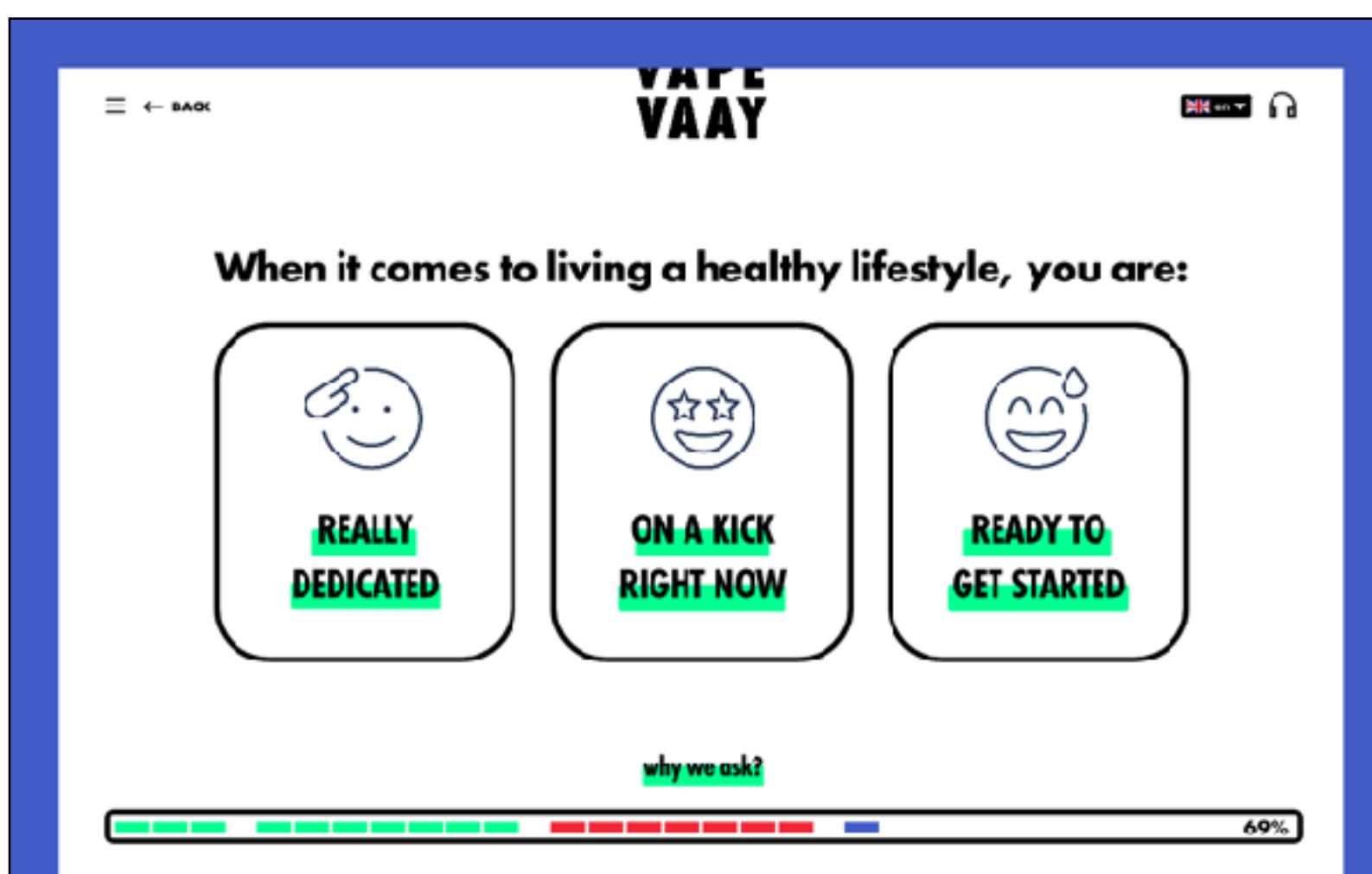
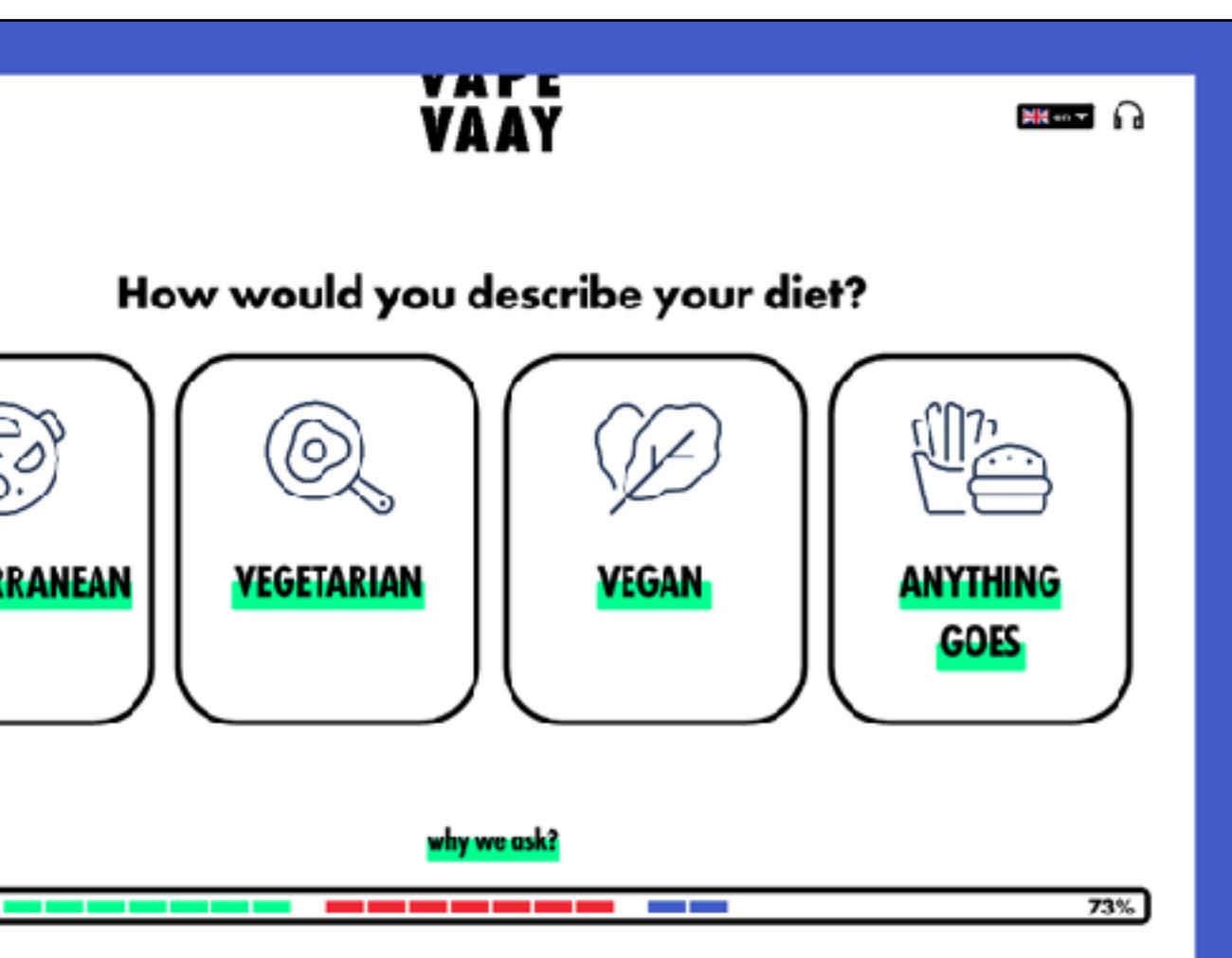
“Lifestyle” section investigates on the life habits of the consumer.



2._Wireframe

Lifestyle

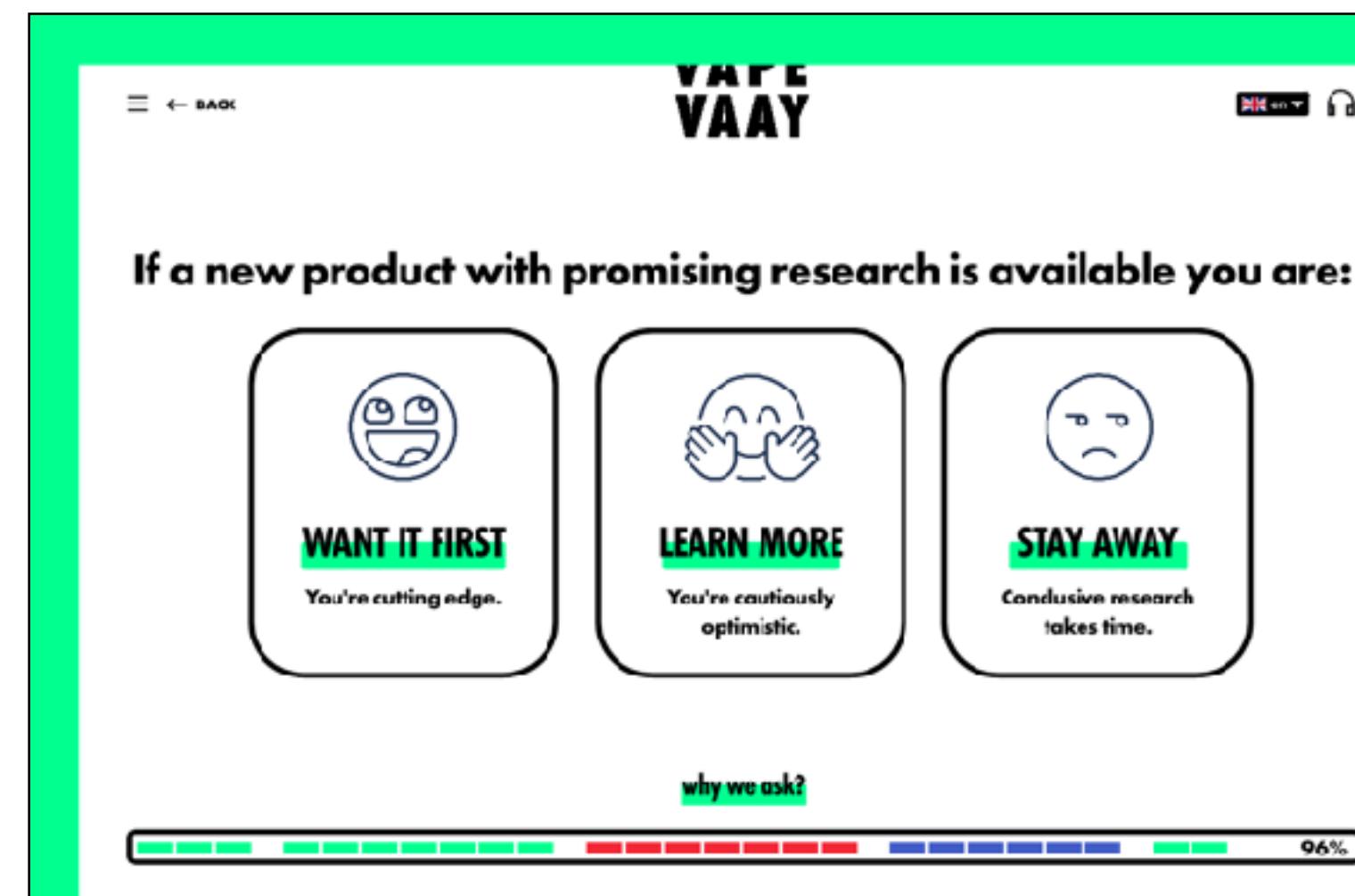
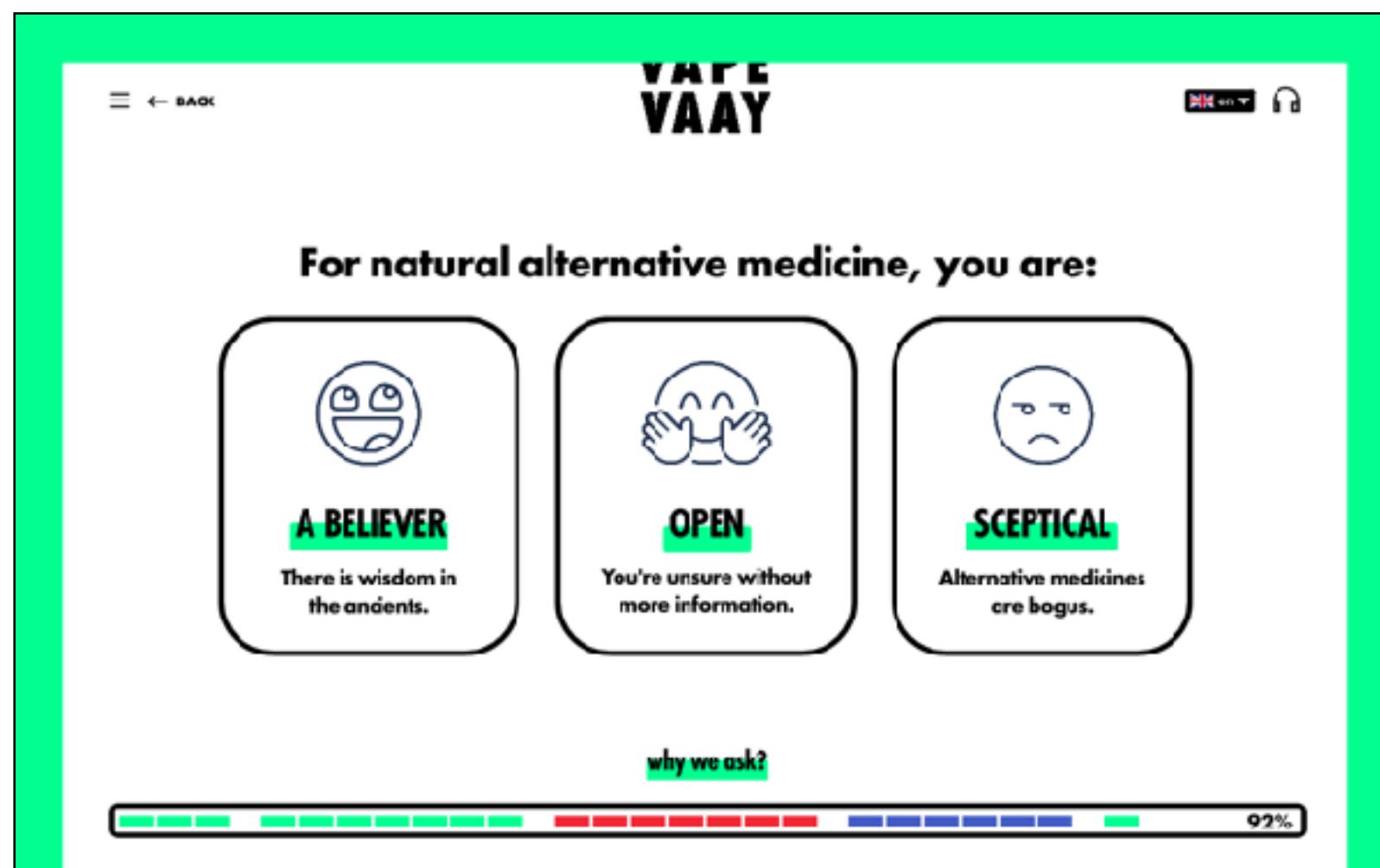
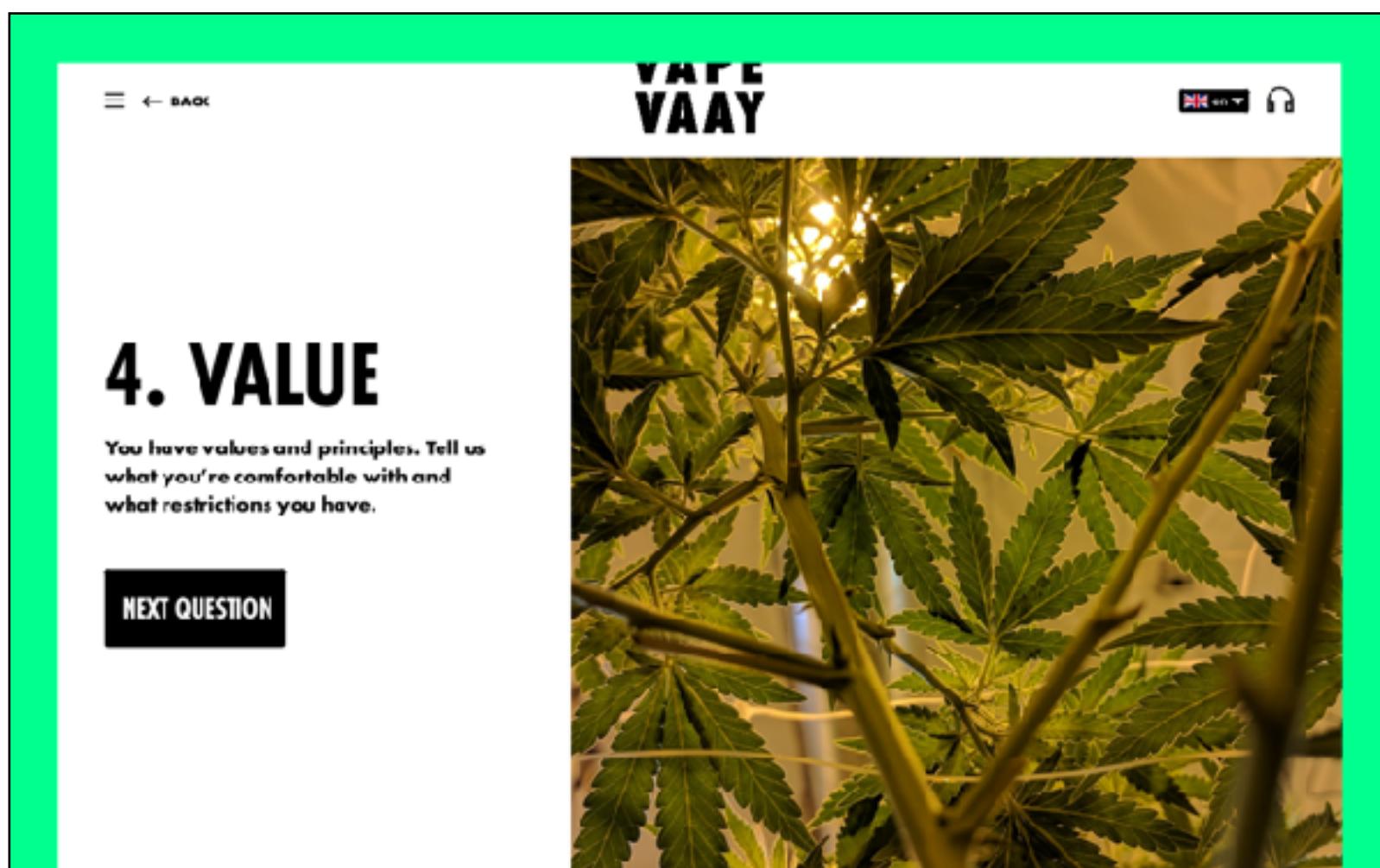
“Lifestyle” section investigates on the life habits of the consumer.



2._Wireframe

Value

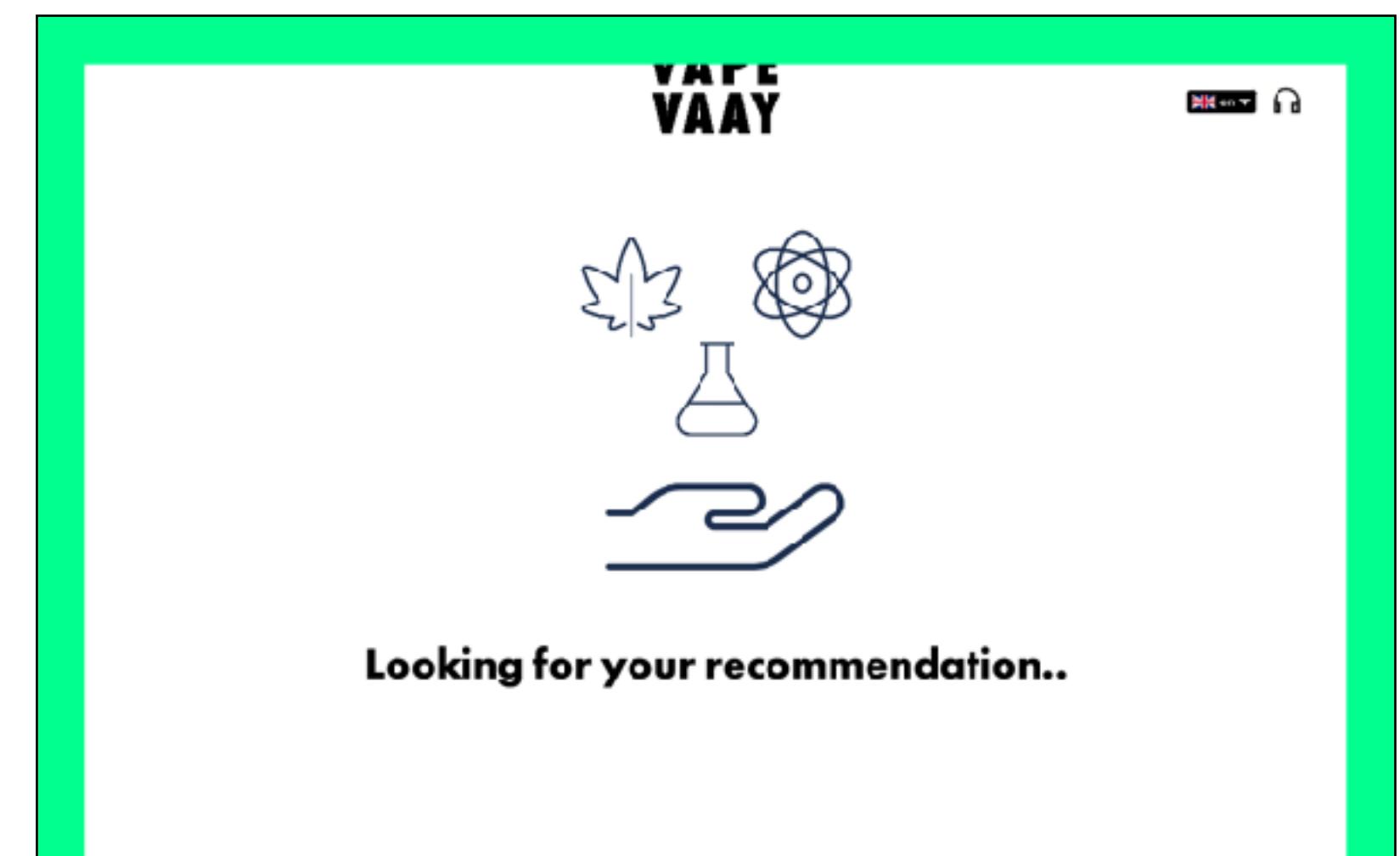
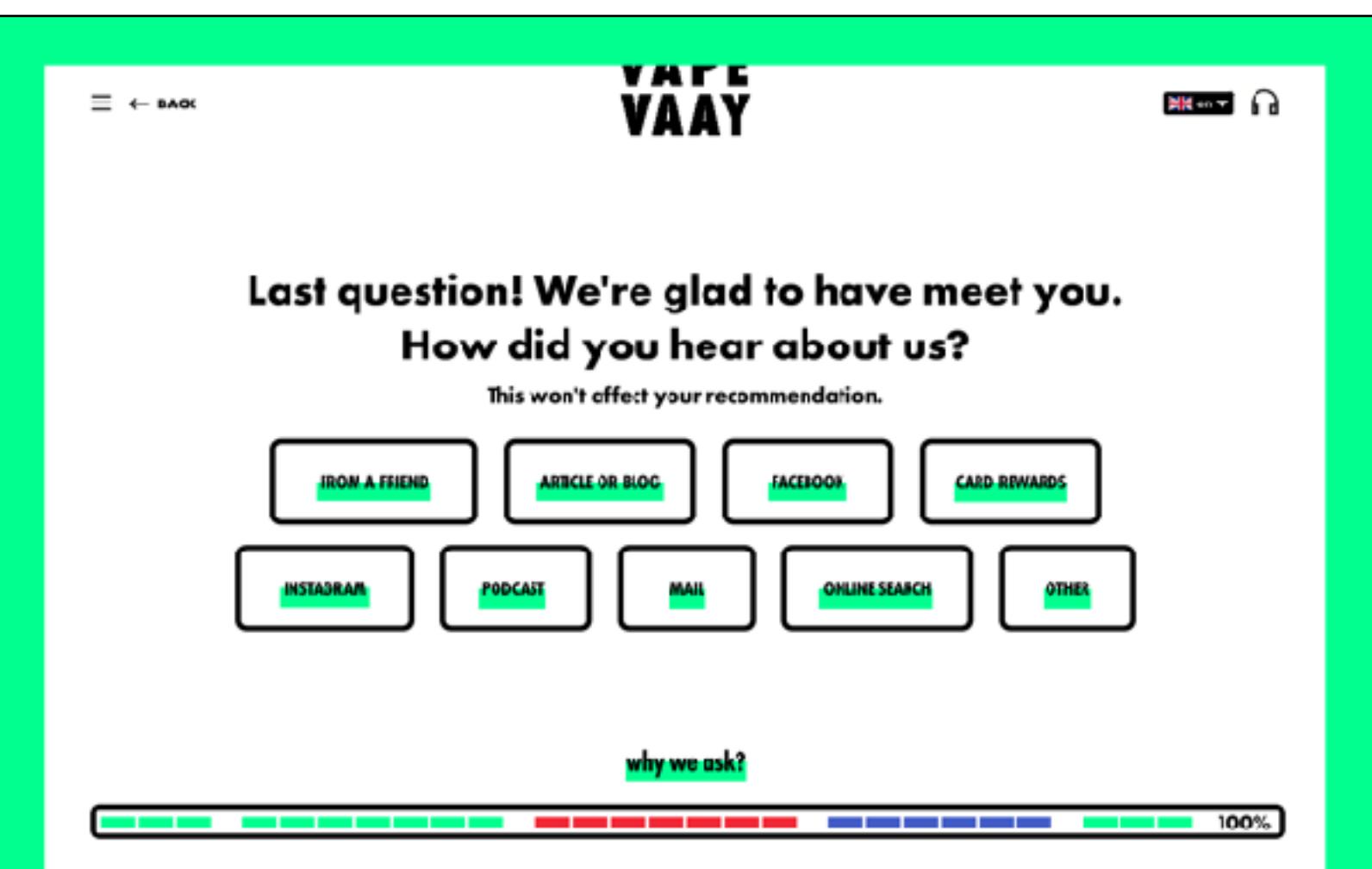
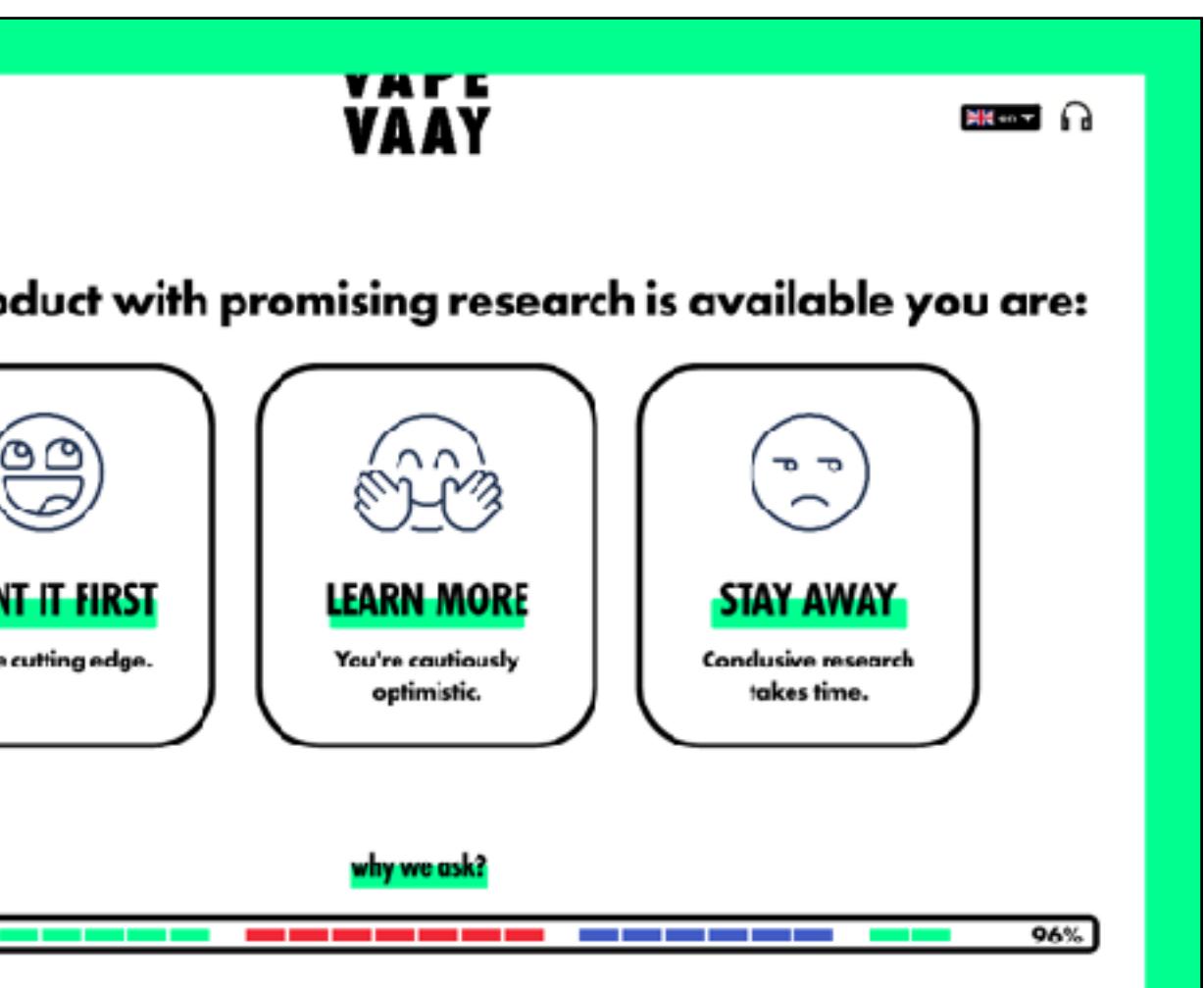
The quiz ends with the “Values” section, used to understand the user’s attitudes towards innovation and natural medicine and how they get to know VAAY and **Made with VAAY**.



2._Wireframe

Value

The quiz ends with the “Values” section, used to understand the user’s attitudes towards innovation and natural medicine and how they get to know VAAY and **Made with VAAY**.



2._Wireframe

Quiz component

Regarding the system of interaction, we opted for a classical form. 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.

Counter

A horizontal row of four input fields, each containing a number '0'. Each input field has an upward-pointing arrow icon above it and a downward-pointing arrow icon below it. To the right of these four inputs is the label 'MG'.

Check box

Three separate rounded rectangular boxes, each containing a smiley face icon and some text below it:

- The first box contains a simple smiley face icon and the text "REALLY DEDICATED" in green.
- The second box contains a smiley face with two stars in its eyes and the text "ON A KICK RIGHT NOW" in green.
- The third box contains a smiling face with a sweat drop and the text "READY TO GET STARTED" in green.

Radio box

Three separate rounded rectangular boxes, each containing two radio button options:

- The first box contains the radio button for "OVERALL HEALTH".
- The second box contains the radio button for "HELPING SKIN CONDITION".
- The third box contains the radio button for "OVERALL HEALTH".

Below the third box is the error message "Select at least one issue to go on" in red.

Select

Two separate rounded rectangular boxes, each containing placeholder text:

- The first box contains the placeholder text "--- Select a country ---".
- The second box contains the placeholder text "--- Select a country ---".

Below the second box is the error message "Select a Country to go on" in red.

Input

Two separate rounded rectangular boxes, each containing placeholder text:

- The first box contains the placeholder text "Name".
- The second box contains the placeholder text "Name".

Below the second box is the error message "Insert your name to go on. (ex. Jhon)" in red.

Quiz Navigation

The quiz is fully navigable; each page has a 'go back' button at the top left. Furthermore, at the bottom of the page there is a bar that contains the percentage of the test completed, and the notches which represent the questions that have already been answered divided by section and colour. Here the user has the possibility to go back to previous questions at his/her convenience.



← BACK

NEXT QUESTION



2._Wireframe

What about trust?

To increase the reliability factor, we have introduced a "Why we ask?" button. Each question, in fact, is equipped with this button which explains how the product can help with that specific issue or, in the case of sensitive data, it explains to the customer how that data affects the quiz results.

why we ask?



There are studies in which a sleep-promoting effect of CBD was observed. In a study from 2019, for example, sleep quality improved significantly in 2 out of 3 patients in the first month of the study. The available results and the numerous reports from users make it seem not completely far-fetched that CBD could indeed contribute to a higher quality of sleep.

Our formula mix CBD with melatonin. Our pineal gland in the brain converts our happiness hormone serotonin into melatonin.

If your melatonin level is constantly too low, this can lead to sleep disorders, among other things. This is not only extremely unpleasant, but also a constant physical and psychological burden on your body.



got it

2._Wireframe

Recommended plan

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 login 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.

The wireframe shows a landing page for VAAY. At the top right, there is a navigation bar with icons for language (UK en), volume, user profile, and shopping cart. The main title 'VAPE VAAY' is displayed prominently. Below the title, the word 'Recommendation' is followed by a large, bold heading 'MADE FOR FABIO'. A paragraph of placeholder text (Lorem ipsum...) is present, along with a call-to-action button 'scroll down to discover your plan' with a downward arrow. To the right, there is a photograph of a marble surface featuring a glass of water, a small potted plant, a blue cloth, a black alarm clock, and several VAAY products: a brown bottle labeled 'CALM BODY DEEP SKIN CARE FEEL GOOD VAAY', a smaller green jar labeled 'CALM BUSY DOSE VAAY', and a dropper bottle. A gold chain lies on the surface next to the dropper bottle.

2._Wireframe

≡ SHOP LEARN GIFT CARD TAKE THE QUIZ

VAPE VAAY

en

Recommendation

MADE FOR FABIO

Lore ipsum dolor sit amet, consectetur adipiscing elit. Aenean elementum feugiat libero in malesuada. Proin ut dui ut dolor sodales egestas. Pellentesque lectus risus, congue vitae fringilla sed, porta sit amet nulla. In vestibulum elit nec pharetra pulvinar. Vivamus ut lacus erat. Vestibulum nisl ex, vulputate id ipsum eget, placerat porta eros.

scroll down to discover your plan

WE HAVE CHOSEN AMONG OUR BEST PRODUCTS

2._Wireframe

tringilla sed, porta sit amet nulla. In vestibulum elit nec pharetra pulvinar. Vivamus ut lacus erat. Vestibulum nisl ex, vulputate id ipsum eget, placerat porta eros.

scroll down to discover your plan

↓



**WE HAVE CHOSEN AMONG OUR BEST PRODUCTS
THE ONES THAT BEST SERVE YOUR NEEDS AND WE
HAVE CREATED YOUR PLAN:**

ADD TO CART **SAVE PLAN** **SHARE PLAN**



#RELAX

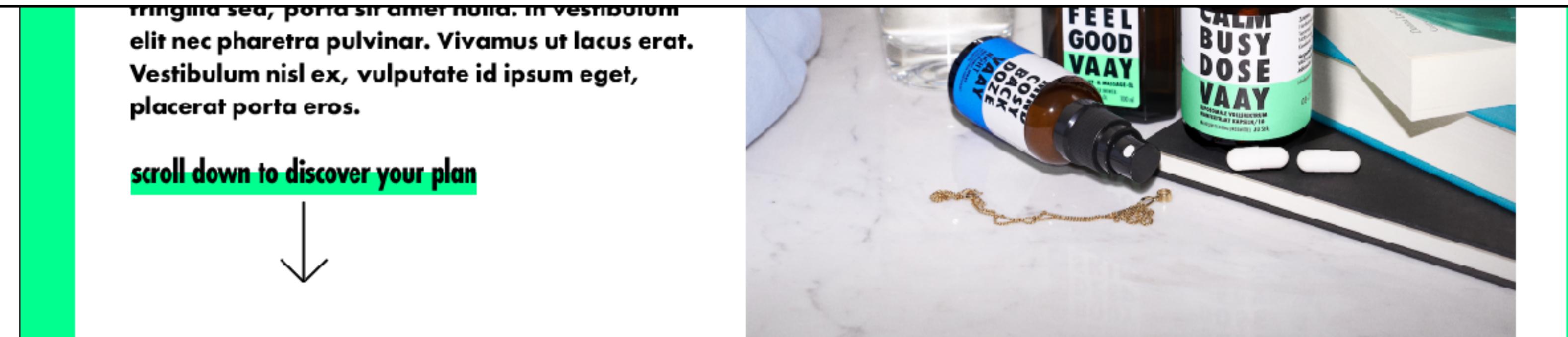


#SLEEP



#RELAX

2._Wireframe



**WE HAVE CHOSEN AMONG OUR BEST PRODUCTS
THE ONES THAT BEST SERVE YOUR NEEDS AND WE
HAVE CREATED YOUR PLAN:**

ADD TO CART

UPDATE PLAN

SHARE PLAN



2._Wireframe

[ADD TO CART](#) [UPDATE PLAN](#) [SHARE PLAN](#)



#RELAX

HEMP CAPSULES
12 MG MICELLIZED

Because you told us you need to manage your blood pressure and pain caused by acute injury.

[DISCOVER PRODUCT](#)



#SLEEP

HEMP SLEEP SPRAY
MELATONIN & B6 / 75 MG

Because you told us you have a hard time falling asleep. Adequate sleep is to promote well-being.

[DISCOVER PRODUCT](#)



#RELAX

CALM BODY DEEP SKIN CARE FEEL GOOD VAAY
CBD BALT- & MASSAGE-ÖL
GINGER & JOJOBA / 200 MG

Because you told us you need to manage pain caused by old age pain and aches inflammation.

[DISCOVER PRODUCT](#)

STICK WITH IT LONG TIME

How subscription work?



2._Wireframe

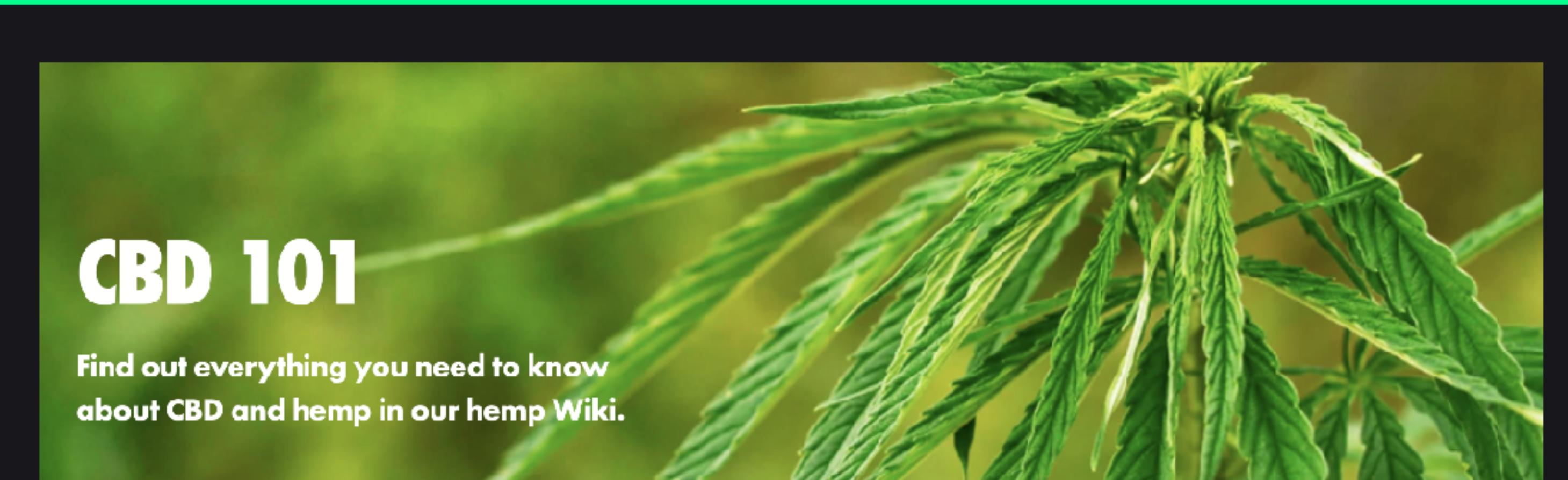
STICK WITH IT LONG TIME

Subscribe to your plan, you will receive the products of your recommendation at home every month. In addition, a 20% discount on each product will be applied to your order, what are you waiting for?

[SUBSCRIBE TO YOUR PLAN](#)

CBD 101

Find out everything you need to know about CBD and hemp in our hemp Wiki.



SIGN UP FOR OUR NEWSLETTER*
**TO BECOME PART OF OUR VAAY
COMMUNITY AND GET 15% OFF!**

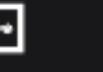
How subscription work? ▾

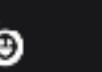
How can I manage my plan? ▾

How can I manage my subscription? ▾

How 20% discount work? ▾

 FREE SHIPPING WITHIN GERMANY

 QUALITY CBD - EXCELLENT REVIEWS

 REFER A FRIEND AND EARN POINTS

2._Wireframe

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.

The wireframe shows the VAAY homepage layout. At the top right, there is a navigation bar with a menu icon, language selection (en), a search icon, a user profile icon, and a shopping cart icon. The main header features the "VAPE VAAY" logo. Below the header is a large slide show banner with the text "MADE WITH VAAY YOUR HEMP ROUTINE" and a subtext "You know your body, we know the science. Let's work together. Find out your CBD routine." A "DISCOVER NOW" button is located at the bottom left of the banner. To the right of the banner is a photograph of a bathroom sink area where a person is washing their hands. Various VAAY products like CBD oil bottles and a toothbrush holder are visible on the counter. Below the banner is a row of social proof logos from Forbes, VANITY FAIR, METRO, Evening Standard, and BUSINESS INSIDER. At the very bottom is a footer bar.

2._Wireframe

The wireframe shows the top navigation bar with 'VAAY' logo, 'SHOP', 'LEARN', 'GIFT CARD', and 'TAKE THE QUIZ'. Below is a large image of a hand washing under a faucet with CBD products on the counter. The main headline reads 'MADE WITH VAAY YOUR HEMP ROUTINE'. Subtext: 'You know your body, we know the science. Let's work together. Find out your CBD routine.' A 'DISCOVER NOW' button is present.

OUR PROMISES

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean elementum feugiat libero in malesuada. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean elementum feugiat libero in malesuada. Proin ut dui ut dolor sodales egestas.

QUALITY GUARANTEE

OUR BEST SELLERS:

The wireframe shows the top navigation bar with 'VAAY' logo, 'SHOP', 'MAGAZINE', 'CBD 101', and 'JOIN CLUB'. Below is a large image of a tube of VAAY Aktiv Gel. The headline reads 'RELAX...'. Subtext: 'your muscles with our VAAY Aktiv Gel.' A 'SHOP NOW' button is present.

VAAY IN THE MEDIA

man: → agazin Böhmlinger: → Abendblatt jolie SZ Magazin

"A real miracle cure for those who suffer from sore muscles after sports. We apply the Sport Gel in the evening before going to bed and the next day we are back in top shape for the next home workout."

OUR BESTSELLERS WITH CBD

2._Wireframe

OUR BEST SELLERS:

#RECOVER

EASE SKIN CARE BODY DONE FEEL COOL VAAY

CBD ACTIVE & SPORTS GEL
£34.90

SHOP NOW

#RELAX

Skin Ease Best Care Body Done Feel Cool VAAY

CBD ACTIVE & SPORTS GEL
£34.90

SHOP NOW

#SLEEP

Moon Rest Mind Cosy Back Doze VAAY

CBD ACTIVE & SPORTS GEL
£34.90

SHOP NOW

OUR BESTSELLERS WITH CBD AND HANF: CBD OIL, CBD VAPE PENS, HANF GUMMIES AND MUCH MORE!

Our best selling CBD products are perfect for your everyday life, whether you want to RELAX, RECOVER, or get some hard-earned SLEEP.

#SLEEP

MIND COSY BACK DOZE VAAY

HEMP SLEEP SPRAY
MELATONIN & B6 / 75 MG

€29.90

#RECOVER

EASE SKIN CARE BODY DONE FEEL COOL VAAY

CBD ACTIVE GEL
CAVERN & MENTHOL / 550 MG

€29.90

#RELAX

MIND COSY BACK DOZE VAAY

THE CBD RECHARGING SET

€49.90

DISCOVER ALL OUR PRODUCTS!!!

SHOP ALL

"I SOMETIMES TAKE THE DROPS WITH HEMP EXTRACT FROM VAAY FOR SLEEP PROBLEMS WHEN I'M VERY AGITATED OR STRESSED."

"EVERYBODY NEEDS A TIMEOUT. ESPECIALLY AFTER A LONG AND EXHAUSTING DAY OR WORKOUT, I USE CBD OFTEN TO CALM DOWN & TO RELAX MY BODY."

@torben_koenig

2._Wireframe

"I SOMETIMES TAKE THE DROPS WITH HEMP EXTRACT FROM VAAY FOR SLEEP PROBLEMS WHEN I'M VERY AGITATED OR STRESSED."

@torben_keonig

OOOO●OO

VAAY FAQS

Who is VAAY?

How do I know your products are safe?

Why VAAY is different to other companies?

Why do people use CBD?

ABOUT US

WE THINK ABOUT YOUR NEEDS

#RELAX **#RECOVER** **#SLEEP**

OUR FORMULA



Lore ipsum dolor sit amet, consectetur adipiscing elit. Aenean elementum feugiat libero in malesuada. Lore ipsum dolor sit amet, consectetur adipiscing elit. Aenean elementum feugiat libero in malesuada. Proin ut dui ut dolor sodales egestas.

TO RELAX MY BODY."

@torben_keonig

VAAY FAQ

ABOUT US

OUR PROMISE

All of our CBD oils and hemp- and CBD products contain the unique VAAY product formula with the best parts of the cannabis plant. Ideal for any time of the day.

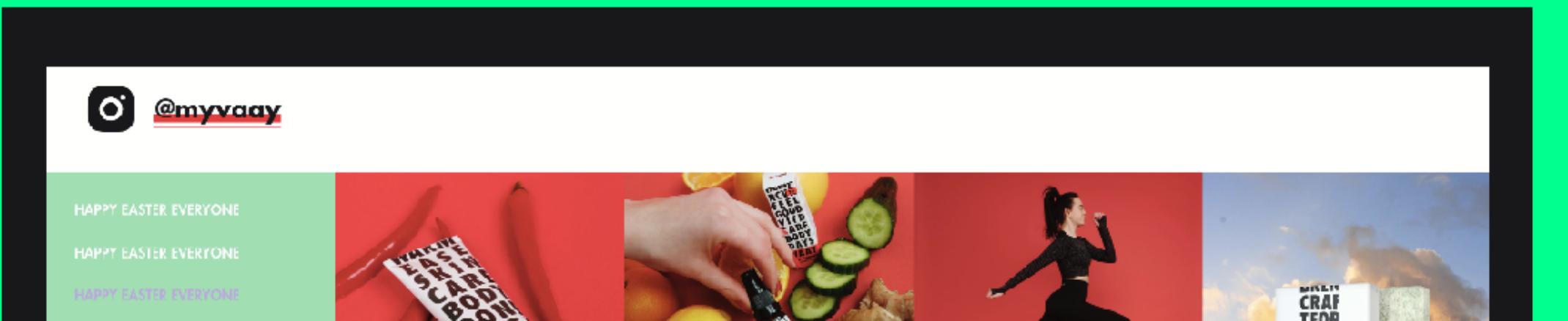
OUR VAAY FORMULA

- LAB TESTED AND CERTIFIED
- CBD PRODUCTS MADE IN THE EU
- THC-FREE CBD PRODUCTS
- NATURAL INGREDIENTS
- FULL-SPECTRUM HEMP EXTRACT

CBD FAQ

CBD - What is it?

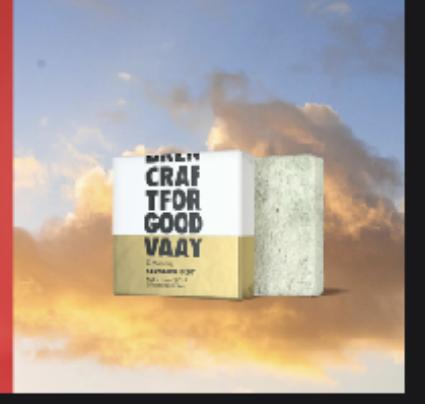
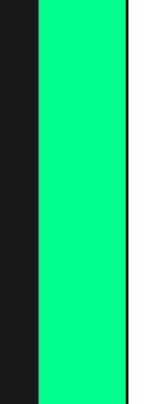
2._Wireframe



 @myvaay

HAPPY EASTER EVERYONE
HAPPY EASTER EVERYONE



SIGN UP FOR OUR NEWSLETTER* TO BECOME PART OF OUR VAAY COMMUNITY AND GET 15% OFF!

→



FREE SHIPPING WITHIN
GERMANY



QUALITY CBD - EXCELLENT
REVIEWS



REFER A FRIEND AND EARN
POINTS

[!\[\]\(5aab9da522939c346db6dde90bb91e33_img.jpg\)](#)
[!\[\]\(492b868f761778d27118cbbd67968820_img.jpg\)](#)
[!\[\]\(24c1c6a97b6afdc254baa3b9ef99aaa0_img.jpg\)](#)
[!\[\]\(dd878ddd1d7f210241e2905cc4b1f07a_img.jpg\)](#)

SHIPPING REGION:

DE

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THE VAAY CBD SHOP

CBD is getting a lot of attention in recent years. Not only in science, but also in the media. This has caused a real run on the products and consumers are looking for a CBD store where they can store CBD. If you are reading this text, then you have landed on your search with us. Hi! We are VAAY, and yes, we are the good guy!

But what makes us and our products so special? First of all, our products are developed with love, passion and scientific know-how in Berlin (and produced in Europe). Thus, every CBD product from VAAY is subject to constant quality controls and strict cultivation and manufacturing guidelines. Thus, you can always be sure of the quality and order products with CBD or hemp in our CBD store without any risk. And if something should not be right, our customer service is happy to help you.

On the other hand, our products contain the concentrated power of nature, as well as high-quality ingredients such as menthol, ginger essence or cayenne pepper. As a specialist for CBD and hemp products, we offer you a lot of different

At the same time, we work transparently and are in constant exchange with the authorities to further improve access.

IS CBD LEGAL IN GERMANY?

This question drives many consumers around when researching a CBD store. And rightly so, because there is no clear answer to this question. There is quite a bit of chaos when it comes to the legality of CBD, as many aspects play a role. Nevertheless, as a German manufacturer of CBD products, we want to help you understand the issue better. However, the legal framework and circumstances are constantly changing, so this is not legal advice here.

Basically, it can be said that CBD as an ingredient is not listed in the Narcotics Act (BtMG) as a narcotic (BtM) and is therefore not considered a BtM in the legal sense. Now, however, CBD is extracted from the cannabis plant. However, cannabis - and all components of the plant - are subject to the BtMG in Germany, unless one of the (sometimes complicatedly formulated) exceptions applies.

And it is precisely in this area of conflict that there is dispute among jurists with different rulings. From our point of view, CBD as an ingredient is and remains not a BtM and therefore legal. Our argument: If the legislator had wanted to ban CBD, he would have included it in the list of banned substances, but he did not. For this reason, we see CBD oil, for example, as a CBD cosmetic product.

However, cannabis is still illegal as already described. You can benefit from the nutritional value of the seeds in a hemp seed oil, but THC is only allowed in a medical context, as it is mainly responsible for the psychoactivity. Therefore, in our CBD store you will only find products that are 100% legal and you won't get in trouble with the law.

HOW CAN YOU USE CBD?

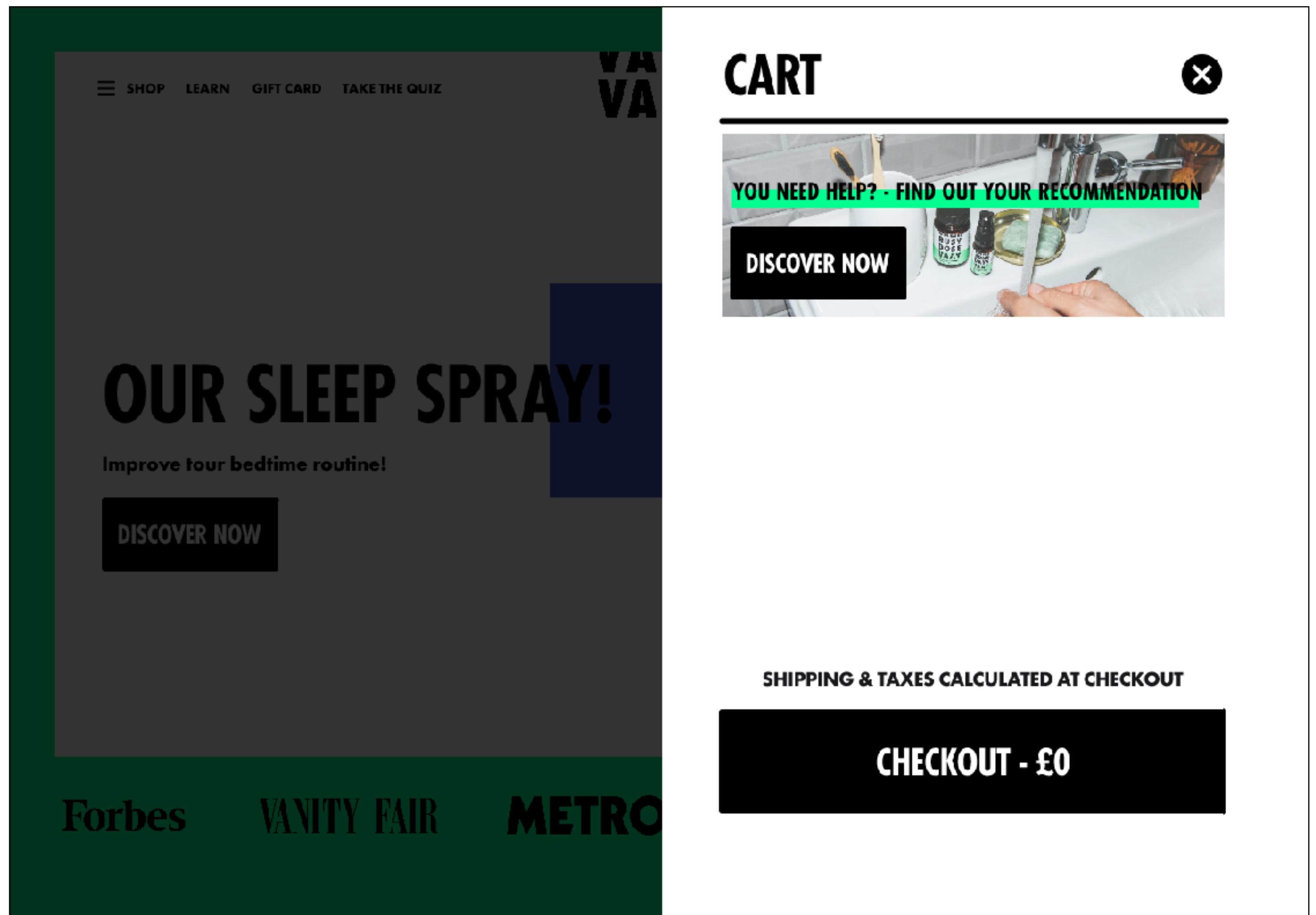
When it comes to the use of CBD and the products available on the market, you basically have free choice. You can ask yourself the following questions: Do you prefer to swallow hemp capsules (the alternative to CBD capsules) or do you prefer classic oils? Do you want to vaporize CBD as a smoke or switch to a CBD vape pen? Do you like to massage your skin with oil after a strenuous sports session? Or would you rather buy CBD tablets or CBD drops? CBD oil is the form of application that finds great favor with many users. In our CBD store, CBD oil is available in a practical and discreet spray bottle. You put 2-3 pumps under your tongue and move it there for a short time without swallowing it. Alternatively, you can treat yourself and your loved ones to a soothing CBD oil massage. If you want to rely on CBD oil for sleeping, you can resort to the sleeping spray and our capsules with melatonin in our CBD store. Hemp and melatonin are a good combination, slow down your thought carousel and help you fall asleep and stay asleep.

Translated with www.DeepL.com/Free-Translator from English

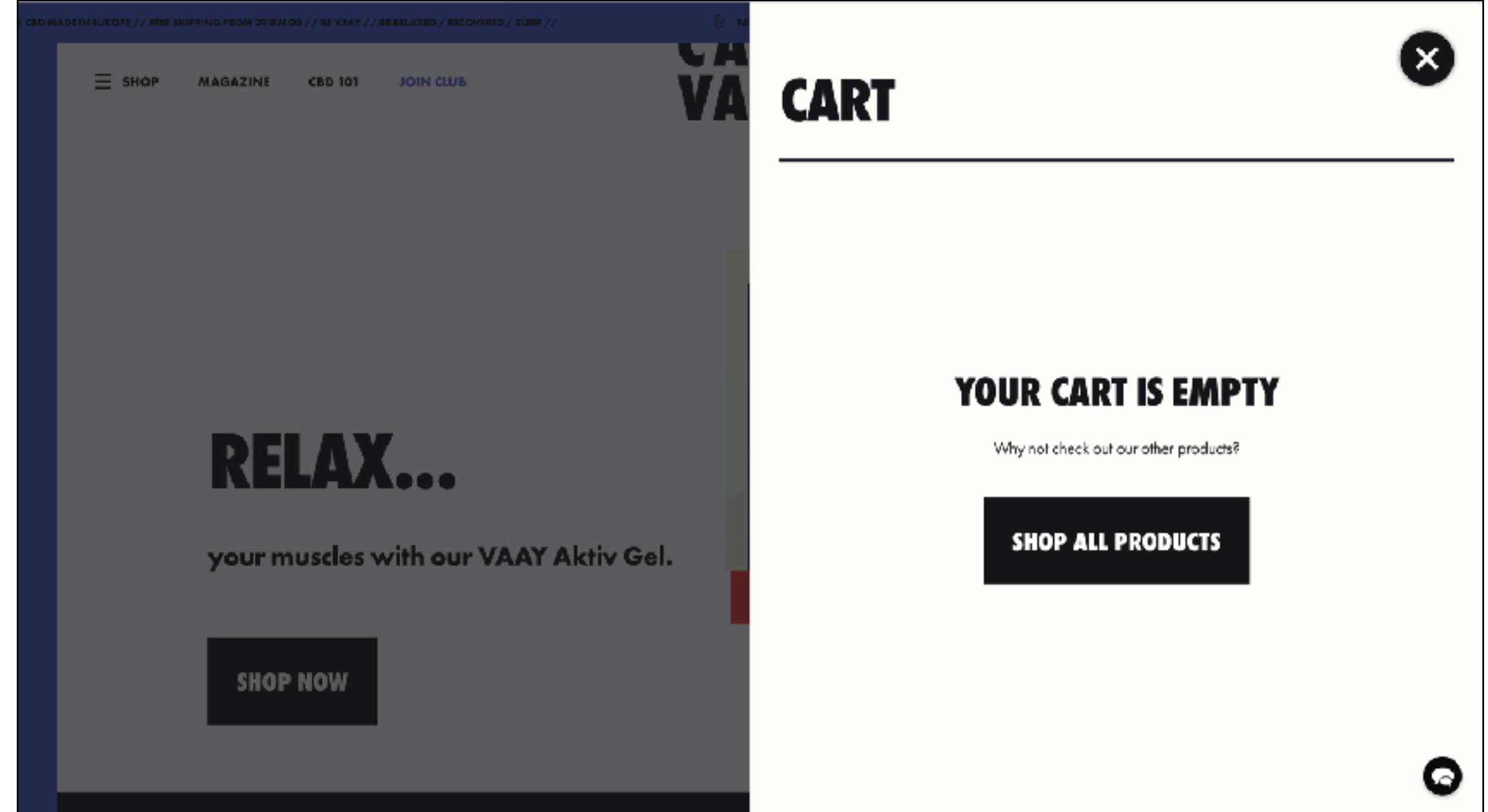
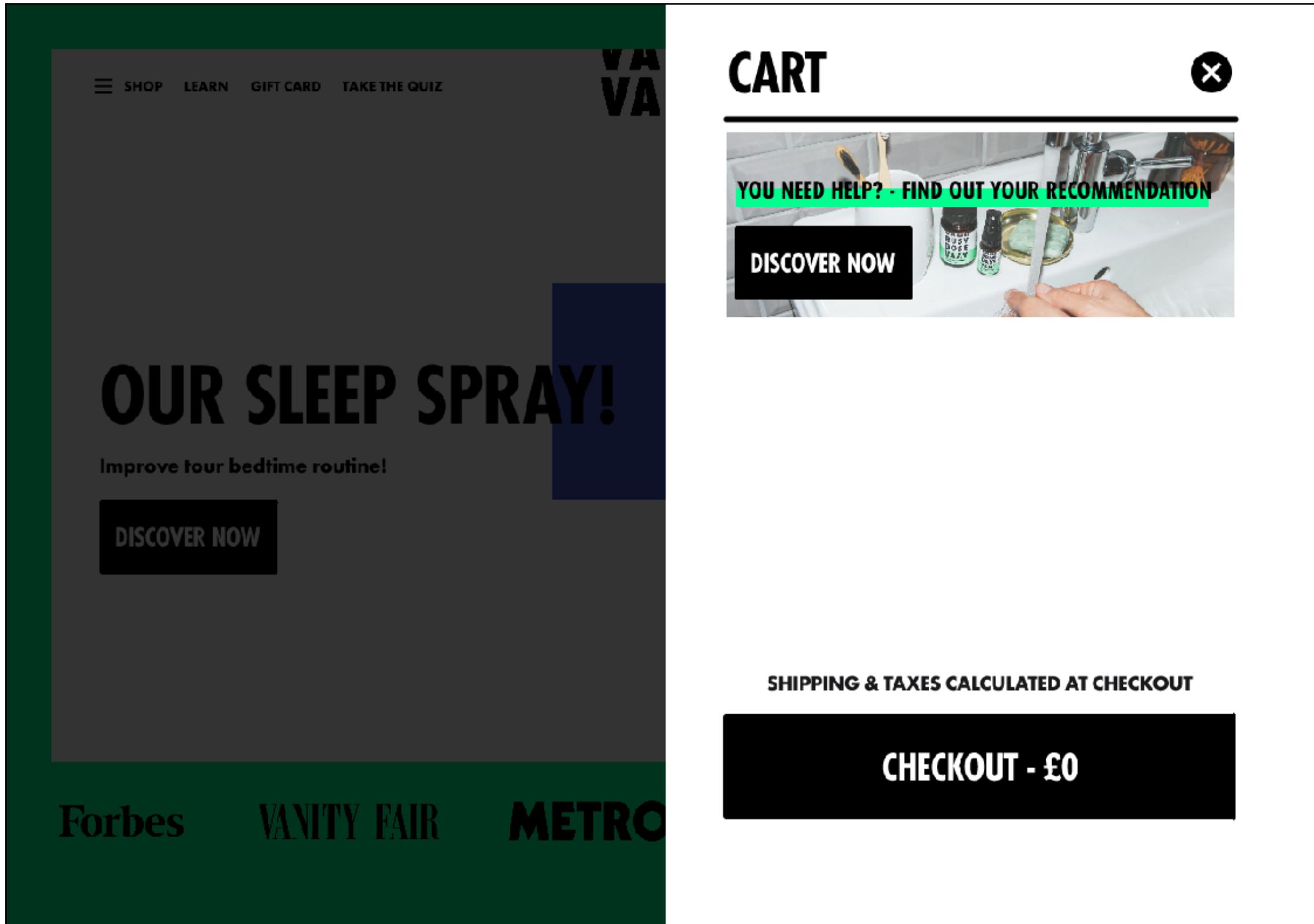
2._Wireframe

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._Wireframe



2._Wireframe



Recommendation

MADE FOR FABIO

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean elementum feugiat libero in malesuada. Proin ut dui ut dolor sodales egestas. Pellentesque lectus risus, congue vitae fringilla sed, porta sit amet nulla. In vestibulum elit nec pharetra pulvinar. Vivamus ut lacus erat. Vestibulum nisl ex, vulputate id ipsum eget, placerat porta eros.

[scroll down to discover your plan](#)

CART

OUR RECOMMENDATION FOR YOU

- CBD MASSAGE OIL** - 1 + £29.90
Ginger & Jojoba
200 mg [remove](#)
- HEMP SLEEP SPRAY** - 1 + £29.90
Melatonin and B6
75 mg [remove](#)
- HEMP CAPSULES** - 1 + £29.90
Micellized
12 mg [remove](#)

[Subscribe to the plan and get 20% of discount on all product.](#)
[More info.](#)

SHIPPING & TAXES CALCULATED AT CHECKOUT

CHECKOUT - £89.70

/ CBD MADE IN EUROPE // FREE SHIPPING FROM 29 EUROS // BE VAAY // BE RELAXED / RECOVERED / SLEEP //

CART

ALL CBD AND HEMP PRODUCTS // HEMP SPRAY // HEMP SLEEP SPRAY | MELATONIN & B6 | 75 MG

Hemp Sleep Spray
Melatonin & B6
75 mg [Remove](#)

SORT
MOON REST MIND COSY BACK DOZE VAAY
HANF SLEEP SPRAY MIT MELATONIN & VITAMIN B6

FREE SHIPPING IN GERMANY FROM 30€

CHECKOUT - €29.90

SHIPPING & TAXES CALCULATED AT CHECKOUT

CART

YOUR PLAN SUBSCRIPTION:

2._Wireframe



Recommendation

MADE FOR FABIO

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean elementum feugiat libero in malesuada. Proin ut dui ut dolor sodales egestas. Pellentesque lectus risus, congue vitae fringilla sed, porta sit amet nulla. In vestibulum elit nec pharetra pulvinar. Vivamus ut lacus erat. Vestibulum nisl ex, vulputate id ipsum eget, placerat porta eros.

scroll down to discover your plan

CART

YOUR PLAN SUBSCRIPTION:

	CBD MASSAGE OIL	- 1 +	£29.90
	Ginger & Jojoba		
	200 mg		
		remove	
	HEMP SLEEP SPRAY	- 2 +	£29.90
	Melatonin and B6		
	75 mg		
		remove	
	HEMP CAPSULES	- 1 +	£29.90
	Micellized		
	12 mg		
		remove	

the plan will be delivered every: - 1 + month

we applied for you 20% of discount on each product

total price: £89.70
plan price: £71.70

SHIPPING & TAXES CALCULATED AT CHECKOUT

CHECKOUT - £71.70

CART

ALL CBD AND HEMP PRODUCTS / SLEEP SPRAY / HEMP SLEEP SPRAY | MELATONIN & B6 | 75 MG

	Hemp Sleep Spray Melatonin & B6 75 mg	- 1 +	€29.90
		Remove	

FREE SHIPPING IN GERMANY FROM 30€

CHECKOUT - €29.90

SHIPPING & TAXES CALCULATED AT CHECKOUT

2._Wireframe

User Profile

The user's page is the one that has undergone the majority of changes. The official VAAY 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 VAAY** homepage and "Take the quiz".

The wireframe illustrates the User Profile page for the Vape VAAY website. The page features a green header bar with the Vape VAAY logo and navigation links for SHOP, LEARN, GIFT CARD, and TAKE THE QUIZ. On the right side, there's a user menu with language selection (en), a notification bell, a user icon, and a shopping cart. The main content area starts with a greeting message: "Hi Fabio, welcome to your personal page." Below this, there's a section titled "YOUR RECOMMENDATIONS:" with a message stating "You doesn't have any recommendations." and a link "Do you wanna know more?". A "TAKE THE QUIZ" button is also present here. To the right, there's a large callout box for the "VAAY CLUB" with statistics: "All points: 310", "Approved points: 310", and "Points spent: 0", along with a link "discover more on VAAY CLUB". At the bottom of the page, there are links for "ACCOUNT SETTINGS", "ORDER HISTORY", and "YOUR SUBSCRIPTIONS", followed by a "log out" button.

VAPE
VAAY

≡ SHOP LEARN GIFT CARD TAKE THE QUIZ

en 🔔 🙁 ⚐

Hi Fabio,
welcome to your personal page.

YOUR RECOMMENDATIONS:

You doesn't have any recommendations.
Do you wanna know more?

TAKE THE QUIZ

VAAY CLUB

All points: 310

Approved points: 310

Points spent: 0

discover more on VAAY CLUB

ACCOUNT SETTINGS

ORDER HISTORY

YOUR SUBSCRIPTIONS

log out

YOUR ORDERS:

2._Wireframe

VAAY

Hi Fabio,
wellcome to your personal page.

VAAY CLUB

All points: 310
Approved points: 310
Points spent: 0
[discover more on VAAY CLUB](#)

ACCOUNT SETTINGS
ORDER HISTORY
YOUR SUBSCRIPTIONS
[log out](#)

YOUR RECOMMENDATIONS:

You doesn't have any recommendations.
[Do you wanna know more?](#)

[TAKE THE QUIZ](#)

YOUR ORDERS:

ESTIMATED DATE: 10/05/22

Ordered on: 05/05/22 Order number: 407-7979825-2205943

CBD ACTIVE & SPORTS GEL £34.90 quantity: 1
[check product](#)

IVA: £5.20 TOT NO-IVA: £34.90 DELIVERY: £2

OVER 1000 5 STAR REVIEWS // CBD MADE IN EUROPE // FREE SHIPPING FROM 29 EUROS // DE VAAY // BE RELAXED / RECOVERED / SLEEP //

PAYPAL INSTALMENT // OVER 1000 5 STAR REVIEWS // CBD MADE IN EUROPE // FREE SHIPPING FROM 29 EUROS // DE VAAY

ENGLISH ENGLISH LANGUAGE LANGUAGE @ LOGOUT

SHOP MAGAZINE CBD 101 CLUB MEMBER 340 POINTS

MY ACCOUNT

You have no orders!

GIULIA VENDITTI
giulia.venditti@hotmail.it
[View Addressess](#)

VAAY CLUB
All points 340
Approved points 340
Points spent 0
[Check out the VAAY Club](#)

MANAGE YOUR SUBSCRIPTION
Manage and see your subscriptions. Suspend, terminate and check your current and previous subscriptions.
[Go to subscriptions](#)

SIGN UP FOR OUR NEWSLETTER*
TO BECOME PART OF OUR VAAY COMMUNITY AND GET 15% OFF!

Email Address

FREE SHIPPING WITHIN GERMANY
QUALITY CBD - EXCELLENT REVIEWS
REFERRAL AND EARN POINTS

BEST PRODUCTS
Night Spray
Hemp Capsules
CBD Oil

CBD RESOURCES
CBD Glossary
CBD 101
Recent Studies

COMPANY
About Us
News
Stores
Press
Jobs
Referral
Affiliates
Wholesale
Reviews
Senate CBD
Recycling Program
Contact Us

QUALITY & SAFETY
VAAY Product Formula
Quality Guarantee
Lab Results

CUSTOMER SERVICE
FAQ
Shipping & Tracking
Returns
VAAY Club
Recycling Program
Contact Us

2. Wireframe



≡ SHOP LEARN GIFT CARD TAKE THE QUIZ

en

Hi **Fabio**,
wellcome to your personal page.

YOUR RECOMMENDATIONS:

Lore ipsum dolor sit amet, consectetur adipiscing elit.
Aenean elementum feugiat libero in malesuada.



[SHOW RECOMMENDATION](#)

[Do you wanna update
your recommendation?](#)

VAAY CLUB

All points: **310**

Approved points: **310**

Points spent: **0**

[discover more on VAAY CLUB](#)

ACCOUNT SETTINGS

ORDER HISTORY

YOUR SUBSCRIPTIONS

[log out](#)

YOUR ORDERS:

ESTIMATED DATE: 10/05/22

Ordered on: 05/05/22	Order number: 407-7979825-2205943
	CBD ACTIVE & SPORTS GEL £34.90 quantity: 1 check product
IVA: £5.20	TOT NO-IVA: £34.90
	DELIVERY: £2

/ OVER 1000 5-STAR REVIEWS // CBD MADE IN EUROPE // FREE SHIPPING FROM 29 EUROS // SE VAAY // BE RELAXED / RECOVERED / SLEEP //

PAYPAL INSTALMENT // OVER 1000 5-STAR REVIEWS // CBD MADE IN EUROPE // FREE SHIPPING FROM 29 EUROS // SE VAAY

≡ SHOP MAGAZINE CBD 101 CLUB MEMBER 340 POINTS

CARE
VAAY

EN

Logout

MY ACCOUNT

You have no orders!

GIULIA VENDITTI

giulia.venditti@hotmail.it

[View Addresses](#)

VAAY CLUB

All points 340
Approved points 340
Points spent 0

[Check out the VAAY Club](#)

MANAGE YOUR SUBSCRIPTION

Manage and see your subscriptions. Suspend, terminate and check your current and previous subscriptions.

[Go to subscriptions](#)

SIGN UP FOR OUR NEWSLETTER*
TO BECOME PART OF OUR VAAY
COMMUNITY AND GET 15% OFF!

Email Address

SHIPPING REGION:

FREE SHIPPING WITHIN GERMANY

DUMBLEY CBD - EXCELLENT REVIEWS

REFER A FRIEND AND GARN POINTS

BEST PRODUCTS

Night Spray
Hemp Capsules
CBD Oil

QUALITY & SAFETY

VAAY Product Formula
Quality Guarantee
Lab Results

CBD RESOURCES

CBD Glossary
CBD 101
Recent Studies

CUSTOMER SERVICE

FAG
Shipping & Tracking
Returns
VAAY Club
Recycling Program

COMPANY

About Us
News
Stores
Press
Jobs
Referral
Affiliates
Wholesale
Reviews
Senate CBD
This Page
Contact Us

Feedback

2._Wireframe

YOUR ORDERS:

ESTIMATED DATE: 10/05/22

Ordered on: 05/05/22 Order number: 407-7979825-2205943



CBD ACTIVE & SPORTS GEL
£34.90
quantity: 1

[check product](#)

IVA: £5.20 TOT NO-IVA: £34.90 DELIVERY: £2

[BILL/RECEIPT](#) TOT: £42.10 [ORDER DETAILS](#)

YOUR ADRESSES:

Sanda Non ricordo
Via Roma, 299
Roma - IT
sandra@gmail.com

[EDIT](#) [DELETE](#)

ADD NEW ADDRESS

SIGN UP FOR OUR NEWSLETTER*
TO BECOME PART OF OUR VAAY
COMMUNITY AND GET 15% OFF!

Email Address 



FREE
SHIPPING
WITHIN
GERMANY



QUALITY
CBD - EXCELLENT
REVIEWS



REFER &
FRIEND AND
EARN
POINTS

SIGN UP FOR OUR NEWSLETTER*
TO BECOME PART OF OUR VAAY
COMMUNITY AND GET 15% OFF!

Email Address 



SHIPPING REGION:



DE



FREE SHIPPING
WITHIN
GERMANY



QUALITY CBD - EXCELLENT
REVIEWS



REFER A FRIEND AND EARN
POINTS

BEST PRODUCTS

Night Spray
Hemp Capsules
CBD Oil

CBD RESOURCES

CBD Glossary
CBD 101
Recent Studies

COMPANY

About Us
News
Stress
Press
Jobs
Referral
Affiliates
Wholesale
Returns
VAAY Club
Recycling Program
Contact Us
Sonnia CBD
This House
Sonny Group

QUALITY & SAFETY

VAAY Product Formula
Quality Guarantee
Lab Results

CUSTOMER SERVICE

FAQ
Shipping & Tracking
Returns
VAAY Club
Recycling Program
Contact Us

Thank you!

Usability & User Experience design project

A.Y 2020-2021

Vanessa Bonanno,_Valentina Cozzi,_Giulia Venditti