Spa de Esperanza

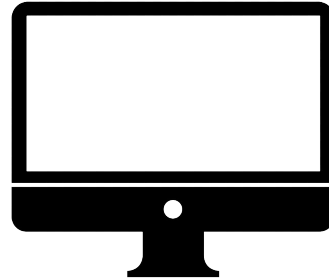## Final Design

Mathieu Lohier | Matthew Sorenson | Jialin Yan | Christopher Yoon

Links to prototypes

[Click Here](#) For Mobile

[Click Here](#) For Desktop

Dev Plan

Week 9							
	blog page - revise and incorporate critiques	Mathieu	2-3 hr		3/8/2022	100%	
	Home page - revise and incorporate critiques	Chris	1-2 hr		3/8/2022	100%	
	About page - revise and incorporate critiques	Chris	1-2 hr		3/8/2022	100%	
	Services page - revise and incorporate critiques	Conrad	2-3 hr		3/8/2022	100%	
	Shop page - revise and incoporate critiques	Jialin	2-3 hr		3/8/2022	100%	
	Do a group critique of each other's portions	Everybody	1.5hr		3/8/2022	100%	
	Complete Group 19's review	Everybody	1.5 hr		3/8/2022	100%	
	Complete group 10's review	Everybody	1.5 hr		3/8/2022	100%	
	Copy + paste and create the final pdf	Everybody	2 hr		3/10/2022	100%	
	Create the final presentation slides blog page	Mathieu	1.5 hr		3/10/22	100%	
	Create the final presentation home page slides	Chris	1.5 hr		3/10/22	100%	
	Create the final presentation services page slides	Jialin	1.5 hr		3/10/22	100%	
	Create the final presentation shop page slides	Conrad	1.5 hr		3/10/22	100%	
	Look at final presentation together to make it coherent	Everybody	2 hr		3/10/22	100%	
	Create script / plan out who is talking when for the final presentation	Everybody	2 hr		3/10/22	50%	
	Practice runs of the final presentation	Everybody	2 hr		3/10/22	50%	
Week 10							
	Copy + paste and create the final pdf	Everybody	2 hr		3/10/2022	100%	
	Create the final presentation slides blog page	Mathieu	1.5 hr		3/10/22	100%	
	Create the final presentation home page slides	Chris	1.5 hr		3/10/22	100%	
	Create the final presentation services page slides	Jialin	1.5 hr		3/10/22	100%	
	Create the final presentation shop page slides	Conrad	1.5 hr		3/10/22	100%	
	Look at final presentation together to make it coherent	Everybody	2 hr		3/10/22	100%	
	Create script / plan out who is talking when for the final presentation	Everybody	2 hr		3/10/22	100%	
	Practice runs of the final presentation	Everybody	2 hr		3/10/22	50%	
	Do the final presentation	Everybody	7 minutes		3/10/22	100%	

Click Here For Full Dev Plan

- After consulting with some developers and online sources, we estimated coding the site would take around $10,000 – $15,000 and take around 2-3 weeks if coded by a small team of developers. If done by a lone developer it could be as much as 5 weeks.

- The costs consists of labor, web hosting, ecommerce overhead, and domain maintenance.

User Testing

Scenario 1: You are a new customer referred by a friend. You don't want an in-person facial but are interested in their products and do have questions about your skin type.

Feedback: Both users found their way around the website relatively well. They didn't really utilize the footer during the testing as they relied heavily on the hamburger button. The mentioned that they would have put in certain ingredient information into the search bar. The found the skin survey but as that was not an interactable item yet they resorted to scheduling an online consultation. Initially this was viewed poorly by our team but it did fall in line with the client's goal of increasing online consultations.

Changes made: At this time a survey with interactable items would be a heavy time sink and be difficult to develop. It would be a nice feature to have but the time required would force the team past deadline and likely add more to the development cost. Adding a clean animation or at least graphic to the hamburger menu seems like a worthwhile investment at this point but at this moment it is not a functionally necessary change.

Scenario 2: You have been a long time customer and want to restock on products recommended by Kristina from you last in person visit.

Feedback: Both users were given the freedom to pick whatever products and found that the categories picked didn't exactly line up with expectations. They did not give any specific categories as recommendation but did like the filters that were provided. They added the products to cart and felt the process went smooth enough.

Changes made: A change could be made to the filter icon as it looks out of place as well as the general spacing on the mobile shop page. We haven't been able to reach our client however if given access to sales numbers pertaining to products we could optimize them according to both the products with the highest sales numbers as well as any products that are trying to be pushed at the client's discretion.

User Testing

Scenario 3: You're getting married and want a facial but don't want to break the bank getting one. See if Spa de Esperanza offers wedding treatments and check the price if they do.

Feedback: Both users navigated to the services page, found the wedding tab, correctly able to identify the price, and go book an appointment if they so pleased. One user noted that the margins of the page seemed far too small and that everything looked crammed together into one window. Whereas the other noted that the font blended in too much with the background photos, thereby making the page hard to read. As a whole, the issues were only stylistic in nature so we were pretty pleased that the flow was more or less fine.

Changes made: We changed the font color of the section headers to black so that there was more contrast with the background photos. We also changed the margins of each of the pages such as that there was more space between the edges of the content and the borders of the screen. In particular to the desktop layout, we also added a lot more space between the services sections as we felt that much of the user feedback towards the wedding treatments could be applicable to our other services.

TA / Client Feedback

- We were unable to present our prototype to our client because she was occupied with personal affairs.

- The feedback we got from our peers, TA's, and the professor were generally positive, but indicated we needed more work with our visuals.
  - "Site did not feel pretty"
  - Images / content felt cluttered or busy at times
  - UI elements such as the shop carousel were not always clear

- Overall, we think we did a good job despite the extensive breadth of the site and the complexity of the elements within it.

Key Design Problem 1

MOBILE: SHOP PAGE

Original

By body region
Skin Concern
Brand
At home facials
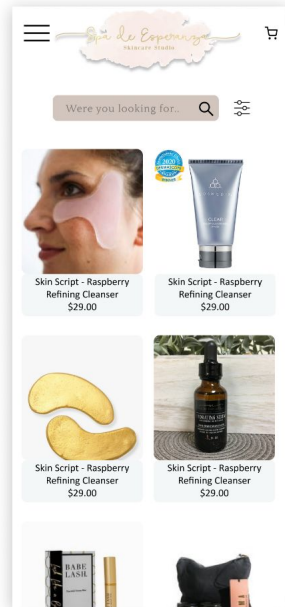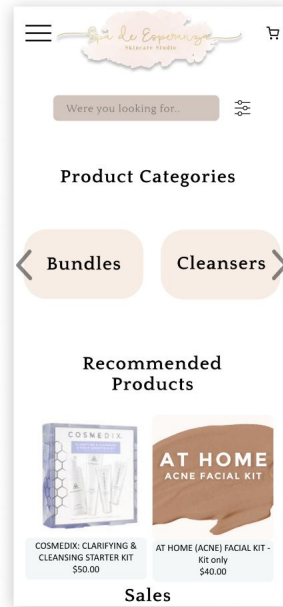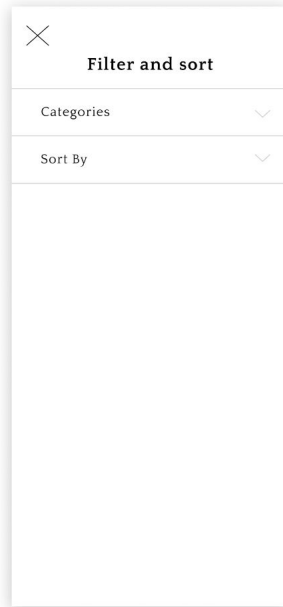
Final

The original mobile shop page was a very generic online store page based on those we saw during the competitive analysis. It listed all the products on the home page and contained a standard filter / sort menu that could be toggled by the icon next to the search bar.

After obtaining some feedback from peers / TA's, we found that there weren't enough products to warrant a full filter menu so we simply opted for a drop down as seen in the final photo. Furthermore, the client wanted to bring more attention to certain products in her store so we added in pertinent sub-category carousels on the shop landing page (Recommended products / sales).
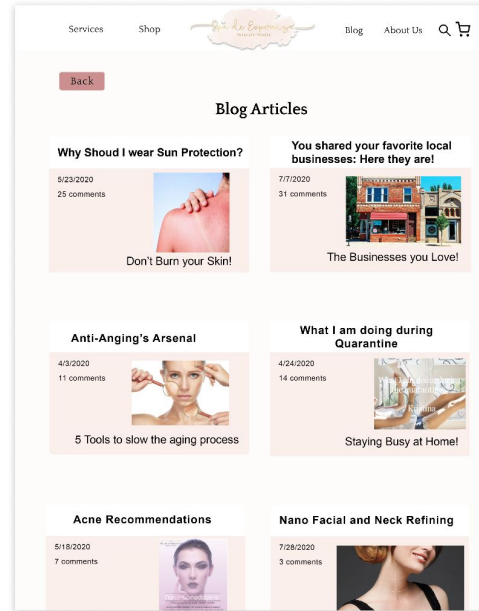
Key Design Problem 2

DESKTOP: BLOG
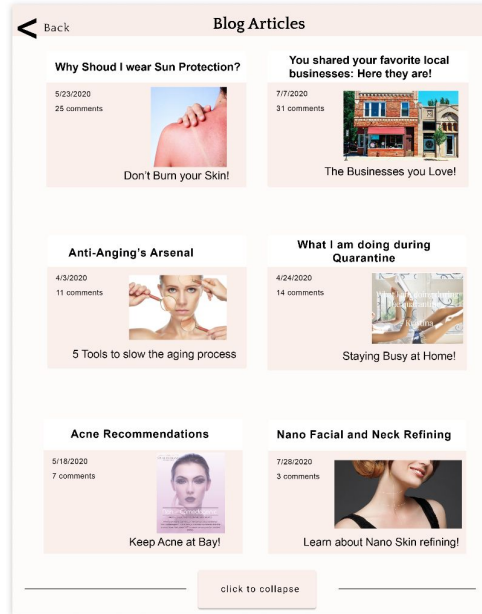
BEFORE

AFTER

Other than the stylistic elements we ended up changing (back button, bar divider) our initial blog design stayed relatively unchanged. The main issue was the our initial design had the blogs put into a single drop down menu.

None of us really thought much of it until we received some feedback from a TA saying that a drop down seemed unintuitive. Upon looking into the problem further, we also found that a drop down would quickly become untenable and increasingly more difficult to navigate once more articles were added. For this reason, we elected to turn the blog articles into its own page as that would be more scalable

Key Design Problem 3

MOBILE FOOTER

ORIGINAL

FINAL

The initial design felt way too cramped and unorganized. After doing some user testing, peers' feedback relayed similar attitudes and also indicated it looked out of place and outdated.

We thought that the lack of white space and strong type set were the key issues in the design. So in the final, we added more white space and chose a gradient shader to blend the footer into the pages more seamlessly.

Though we maintained the links to the other pages within the footer, we weren't entirely sure if they were necessary. No users during user testing really utilized them and none of the pages were long enough to warrant using the links in the footer versus just scrolling to the top.

Reflective Statements

- **Matt:** I'm happy with our redesign and feel that our final project is a big improvement over Kristina's current site. Although it leaves a bit to be desired in the looks department, I think we did very well considering just how big the site is. This project taught me that it is hard to incorporate everyone's creative visions in a way that looks cohesive and that delegates work in a fair manner. I also learned that creating elements that are visually appealing for the web is very challenging, and it's easy to get locked into a design idea without thinking out of the box. I also got a lot better at writing professional emails while keeping regular contact with our client, sending our deliverables, and letting them know of our needs ahead of time.

- **Conrad:** Designing is a game of give and take. When designing as a team it requires much more time and patience as we all have ideas that we want to implement. A big hurdle that I disliked was that our client wasn't able to communicate and guide our design which gave us too much leash to design in the dark. This meant that I was never certain that the design was in line with the client's desire and I don't like that. Also when a team collaborates on designs it means that you are waiting for others work. Their style choices if not in line with yours means that one or both of you have to alter designs constantly. This isn't the worst thing but still a thing. It was pretty nice building this as someone who doesn't use or particularly care about spa services. Since I don't really have a ton of experience with it I had no problem using styles that I wouldn't want personally so long as they aligned with the clients goals.

- **Jialin:** Better to start early than finish late.

- **Chris:** Altogether, I was decently satisfied with how the designs came together. Though there are design elements that I wasn't fully satisfied with, I was ok with it because of the size and resultantly large body of work Kristina's site required. The biggest takeaway from this experience was the importance of good media. I never really appreciated how small UI elements and relevant photos / videos can be leveraged to create a more cohesive and visually appealing design. I also learned that clients don't always know what they want. Though a person may want a redesign, this is often a vague desire rather than a clear idea with clear motivations for doing so. Some advice I have for future students is to try and meet with your group often to keep others accountable and on task.