codecademy

Capstone Project

Unit 9: Capstone, Part I
Part I Resources

Resource 0: Project Overview
This document corresponds with an off-platform project: ● Capstone: [WareHouse](#) The following document contains a set of resources to help inform your design decisions in this project. Once you have completed reviewing the resources, return to the project instructions provided at the link above.

Resource 1: User Personas
Read the following User Personas:

Persona 1 - Jeff Green	
Basic Information	● Age: 45 ● Occupation: Contractor ● Site Use: Heavy ● Tech Savvy: Moderate

Bio + Use	On a day-to-day basis, Jeff works with a group of clients to help renovate and remodel houses and office buildings. He uses the site to find interesting ways to decorate and keep up to date on the latest trends in homegoods. But he needs to find this information quickly and while on the go as he is usually meetings with clients face to face in the environment he will be redesigning.
Goals	- Cut down time searching - Find content on the go - Identify and save information for later use
Frustrations	- Mobile sites tend to load slowly over data connections - Text sizes hard to read - Missing dimensions or content - Inconsistent user patterns like links, buttons, type sizes, etc.

Persona 2 - Jane Carol	
Basic Information	- Age: 29 - Occupation: Customer service representative - Site Use: Moderate - Tech Savvy: High
Bio + Use	On a day-to-day basis, Jane works with customers who have questions about her company's product. She works with and deals with their web presence exclusively. She understands what it takes to build and maintain a web store that works. She recently moved into her new home with her husband and they have been in the process of buying furniture for their new space. She loves the style and overall aesthetic of WareHouse's goods.
Goals	- Find room inspiration - See prices visible - Identify what items go together in a set - See promotions and deals
Frustrations	- Doesn't know how to navigate between room sections - Text sizes hard to

	read • Doesn't know where to client or where her saved items are located • Inconsistent user patterns like links, buttons, type sizes, etc.

Resource 2: Site Data

Based on the following two charts, we can see that a lot of WareHouse's customers spend a lot of time of the product pages. Which makes it especially important that we update these designs to be consistent and clear in intent for the customers.

Data - Top Page Views		
Page	**Pageviews**	**Time**
/	5,235	1:34
/Cart	4,560	0:45
/products	3,450	1:45
/sofas	2,234	0:56
/tables	2,190	0:34

Data - Devices		
Page	**Traffic**	**Yearly Total**
Desktop	56%	Down 12%
Mobile	40%	Up 16%
Table	4%	Down 4%

Resource 3: SWOT Analysis

Before we create actionable steps, let's review the SWOT analysis prepared on WareHouse's website and its competitors.

SWOT Analysis	
Strengths (Internal/Helpful)	• High volume traffic to cart and product pages means we should focus on making this as usable as possible • High volume traffic on mobile, increasing the mobile presence is a must
Weaknesses (Internal/Harmful)	• Lack of personality and branding - limited use of color and typography • Insufficient navigation

	techniques make it difficult to find certain pages on the website ● Lack of responsive design - website is not optimized for mobile
Opportunities (External/Helpful)	● Sticking to typical design patterns will help drive a user experience customers are used to on the client's competitor's sites. ● Driving more traffic to mobile site will help to increase sales and reduce the risk of losing customers ● Optimizing text and navigation will help increase mobile experience
Threats (External/Harmful)	● Knowing that the site still has high volume traffic on large devices means that building a responsive design is taking a bet that existing/new customers will access the site from different mediums