Final Report/Summary

1. Project Overview

Project Title: Furniture Website App
Team Name: Kathryn Fox, Ivy Chen, Jaylen Edge
Team Roles: Architect, Designer, UX Digital, Content Specialist/Researcher Developer, User Testing
Project Duration: 4 weeks
Tuesday, Friday, Start at 1pm, 30 Sprint
Tools: Figma

Brief
Design and develop a website, intuitive and user-friendly interface for browsing, comparing and purchasing furniture. The app targets young professionals and families, prioritizing a fluid, fulfilling shopping experience.

2. Objectives & Goals

- Create a visually appealing and easy-to-navigate interface
- Implement a seamless journey from discovery to checkout
- Ensure consistency in style, components, and interactions
- Maintain usability through user testing and iteration

3. Design Process

1. Research & Discovery
Conducted competitor analysis and user research
Key findings: Users value quick search, high-quality visuals, and clear product information

2. Ideation & Sketching (Created initial sketches and high-fidelity wireframes for all core pages: Home, Product Listing, Product Detail, Cart, Wishlists, Profile, Order Tracking)
Applied Gestalt principles, established CTAs, and logical information hierarchy

3. Component & Style Guide Creation (Developed reusable components: buttons, inputs, toggles, cards, input fields)
Established typography and color styles
For visual consistency and accessibility
Organized layers and components for efficient collaboration

4. Key Features Delivered

Home: Featured products, categories, and search.
Product Listing: Filters, sorting, and grid/list.
Product: Large images, details, reviews, and add-to-cart.
Cart & Checkout: Simple, step-by-step process.
Wishlist: Save products for later.
Profile: Manage user info and orders.
Order Tracking: Real-time delivery updates.
Consistent design system: Reusable components, color, and typography styles.

5. Visual Documentation

Wireframes: All screens organized and labeled in Figma for clear handoff.
Components: Buttons, icons, and cards in a reusable library.
Styles: Color palette and typography applied consistently across screens.
User Interface design

6. Team Strengths/What Worked

Home: Featured products, categories, and search.
Product Listing: Filters, sorting, and grid/list.
Product: Large images, details, reviews, and add-to-cart.
Cart & Checkout: Simple, step-by-step process.
Wishlist: Save products for later.
Profile: Manage user info and orders.
Order Tracking: Real-time delivery updates.
Consistent design system: Reusable components, color, and typography styles.

7. Team Weaknesses/What did not work

One of our biggest challenges was our communication. Although sufficient it could be improved. We had to work through some misunderstandings and had to work together to ensure smooth progress. Time management was also a challenge and we do not have each other well yet, we are all new to each other. We had to be patient with each other and cover things or get lost in learning. Another challenge was the learning curve, it felt like it to be a challenge as finding a time and date where everyone could meet was difficult. We had to make weaknesses for future projects is to be more strict on time management and communication. We also know skills will actual correspondence if missed for 10 days. We also had to be more organized with deadlines would be more inclined to communicate more and be more organized. We also had to be more patient having to wait for a response.

8. Project Timeline

Week 1: Assignment day, become familiar with each others skills and goals for this project.

Week 2: Decided on original product idea/ Decision what the app will be/ 3D previews, Wishlists, Profile

Week 3: Created a typography system, color palet based on inspiration from similar products/ Conducted competitor research to determine market gaps.

Week 4: Low fidelity wire frames completed, Mid fidelity wire frames completed

Week 5: Work was completed based on user testing, early prototyping begins.

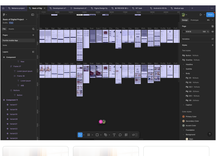
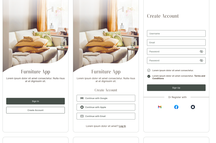
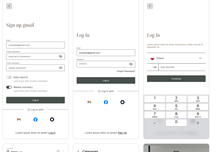
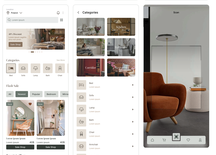
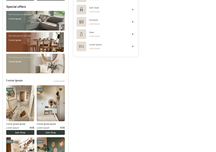
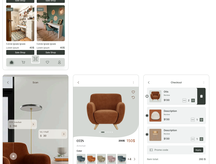
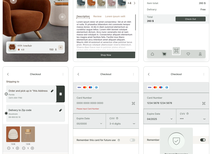
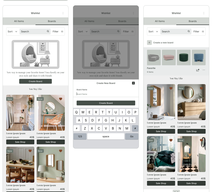
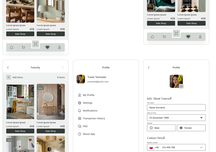
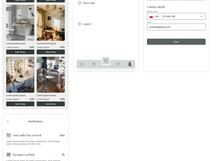
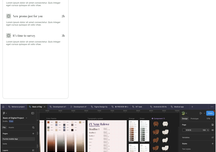
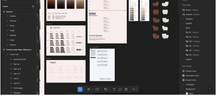
Week 6: Final prototype completed based on user feedback, final check for edge cases, last minute design changes and a smooth digital product

9. Teams Final Thoughts

Team is happy with the results and we believe with very minor changes in future projects we will be able to create a product. Future projects would benefit from more time and better communication. Week 1 and 2 were quite slow and although we had a lot of time we felt we could have done more work. This is especially guaranteed because we had to wait for the final decision of the first project to ever with. Coordinating time was difficult and communication was not as one a plane to be worked on. Tuesday and Friday were good days to work on the project. Delays in user testing would be avoided. Time management would be better in circumstances out of our control. The more that were are a crazy 10.

10. Additional

Figma UI design Link: https://www.figma.com/design/ncSAJ5wrhwTbzbbwBBrrrH/Best-of-Digital-Furniture?node-id=0-1&t=ZCRqUZ9Ouqn1Ffbw-1

Figma Prototype Link: https://www.figma.com/proto/ncSAJ5wrhwTbzbbwBBrrrH/CentralTyler-BOD%20Mobile?node-id=0-1&t=ZCRqUZ9Ouqn1Ffbw-1&scaling=min-zoom&content-scaling=fixed&page-id=0%3A1&starting-point-node-id=25%3A8858

Screenshots/PDF: