

# Submission Links:

- ✓ Video Presentation: [[Click Here](#)]
- ✓ Vercel Deployment: [[Click Here](#)]
- ✓ GitHub Repository: [[Click Here](#)]
- ✓ Figma: [[Click Here](#)]

# Expeditions Deli

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By Roderic Henry & Tom Byrne

# Business Analysis

- **Business:** Expeditions Deli
  - **Specialty:** Sandwiches with flavors from around the world.
  - **Brand archetype:** *The Explorer*

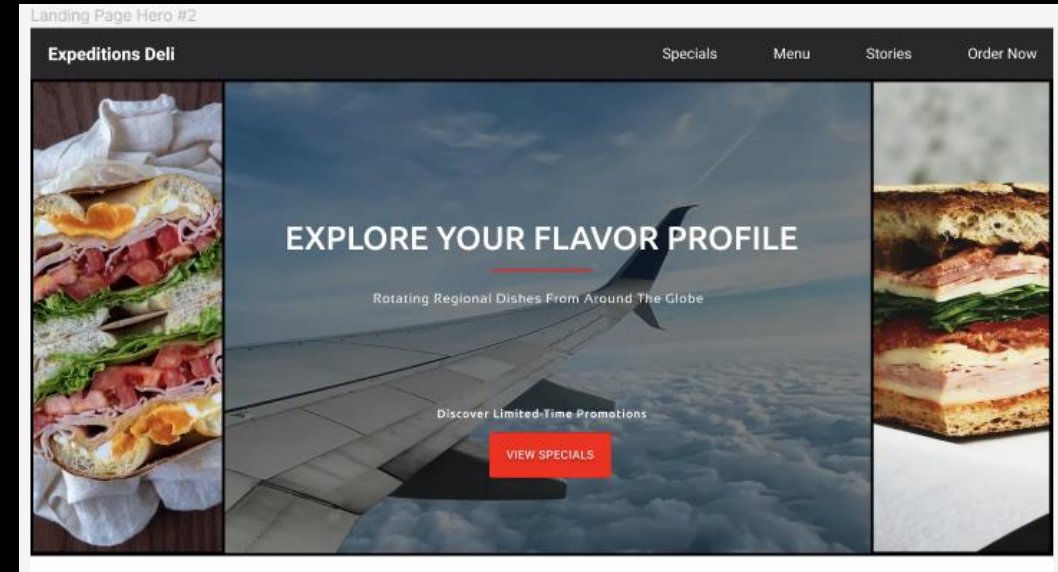
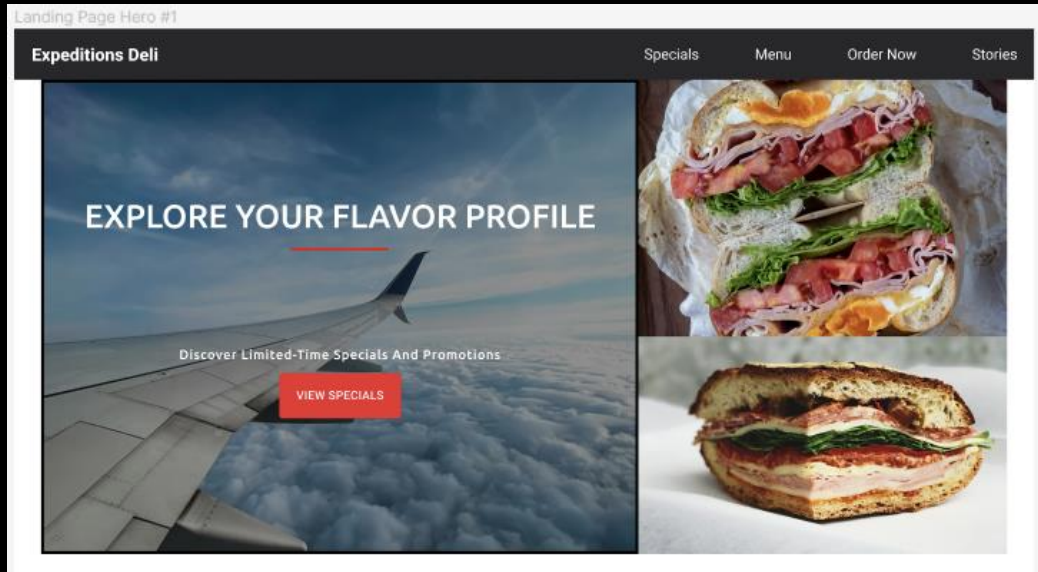


**Customer Persona:** Jane

“Jane is 24 years of age and is very curious about trying new foods that are complete, easy to travel with and not messy as she's always on the go. Jane appreciates diversity in food and pays attention to the ingredients.”

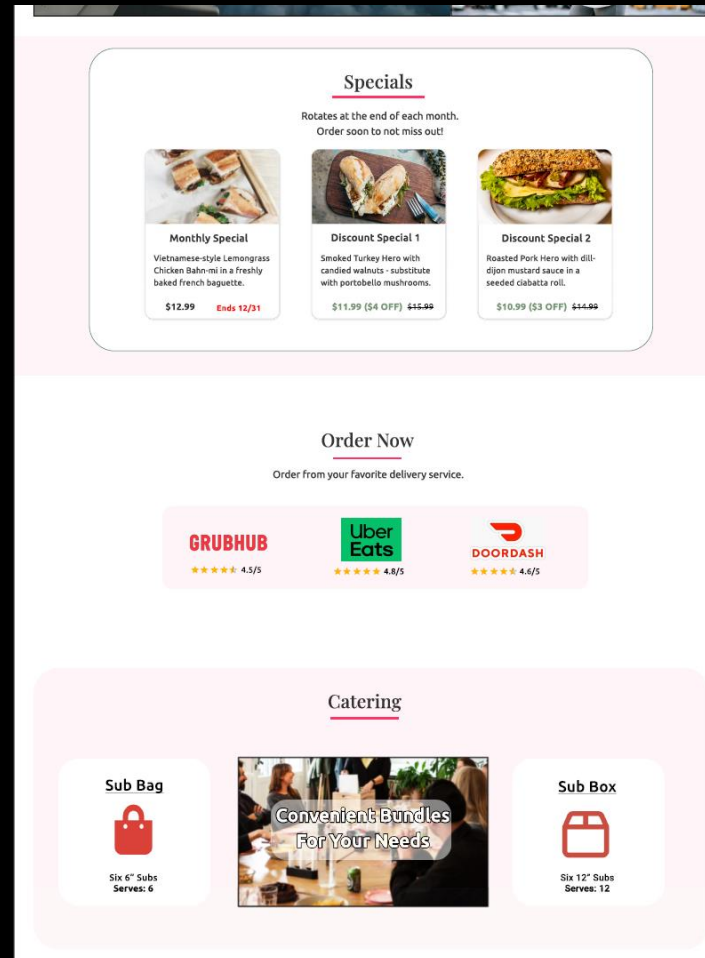
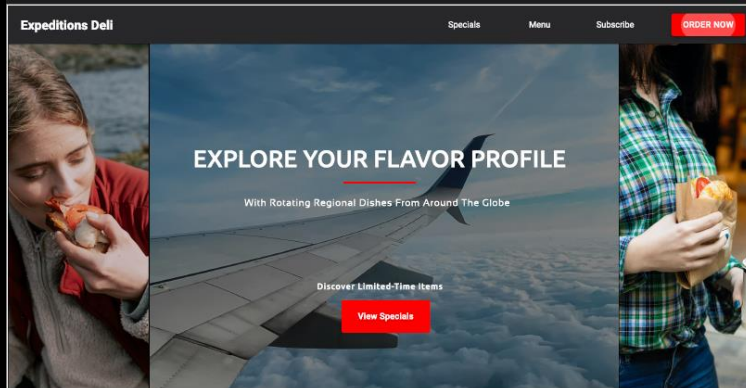
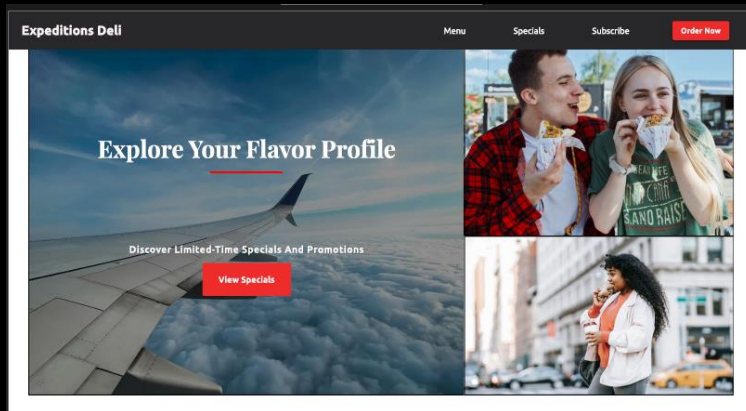
# Useability Testing Process (1 of 4)

- Initial Hero Designs:



# Useability Testing Process (2 of 4)

## • Iteration 1

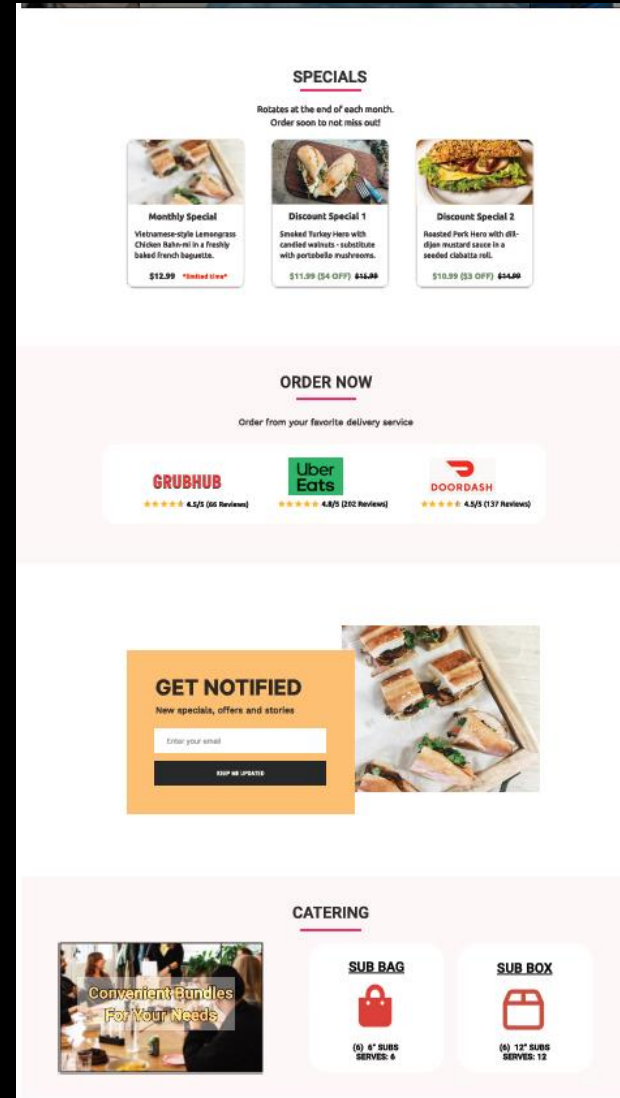
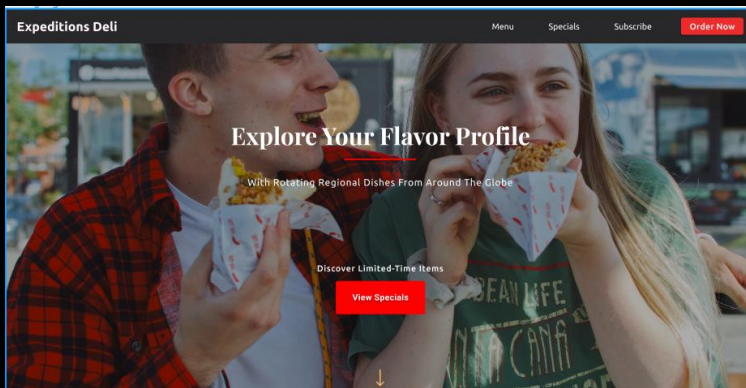


## Comments from Testing:

1. Likes the top-right image
2. Airplane image is distracting – difficult to stay focused on food
3. Eyes don't gravitate towards text
4. Shapes make it appear less scrollable
5. Catering section is confusing

# Useability Testing Process (3 of 4)

- **Iteration 2**

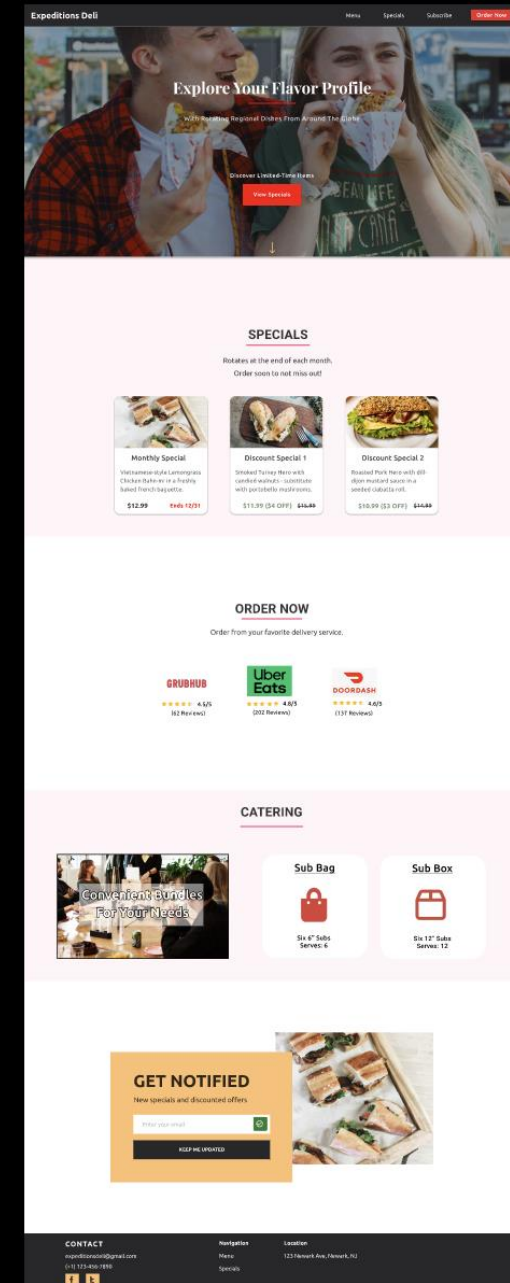


## Comments from Testing:

1. Likes the centered hero design
2. Does not like the white area below the hero
3. Prefers consistent background changes with full viewport width
4. Get notified section seems out of place
5. Cluttered appearance

# Useability Testing Process (4 of 4)

- **Final Figma Design:** ([Click Here](#))





# Design Quality

- **Persuasion Methods**

1. Scarcity – Limited time offers on unique sandwiches and sales
2. Reciprocity – Sales
3. Social Proof – Expeditions Deli ratings on each of the delivery platforms
4. Consistency – “Get Notified” section to engage customers with rotating deals
5. Liking – Hero image of happy couple

- **Key Design Considerations**

- Archetype
- Simplicity
- Technical requirements:
  - ReactJS component library – Material UI (MUI)
  - Cookie consent and privacy policy
  - Mailchimp



# Teamwork and Collaboration

- **Communication Platforms**

- Discord – Direct Messages and Calls
- GitHub – Commit messages, assignees, labels
- Figma – Collaborative design edits

- **Bi-weekly Meetings**

Nov 28 (Tue)	X	X
December 2023		
Date	Tommy	Roderic
Dec 4 (Mon)	X	X
Dec 7 (Thr)	X	X
Dec 9 (Sat)	X	X
Dec 11 (Mon)	X	X
Dec 14 (Thr)	X	X

✓ Need task-level user stories for Action and Loyalty sales funnels

documentation

#47 by Tbyrne22 was closed last week

✓ UI design of social media section

user story

#45 by rhnjit was closed last week

✓ UI design of promotion section

user story

#44 by rhnjit was closed last week

✓ UI design of navigation

user story

#43 by rhnjit was closed last week

✓ Add task level user stories for Awareness and Interest sales funnel items

documentation

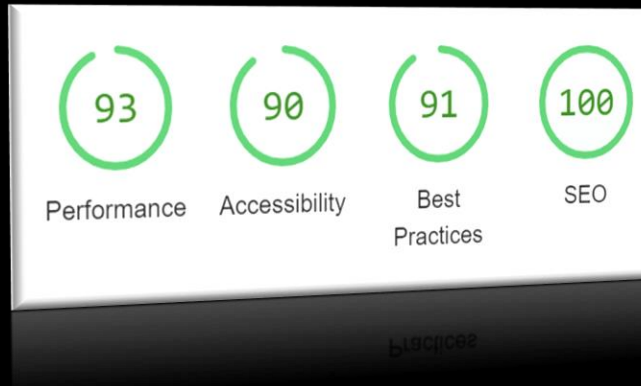
#41 by Tbyrne22 was closed 3 weeks ago

# Technical Implementation

- Demo: [[Click Here](#)]
  - Component usage
  - MailChimp Integration
  - Google Analytics
- GitHub Repository: [[Click Here](#)]

# Quality Assurance

- Playwright Testing
  - All landing page sections
  - Cookies consent
- Manual Testing
  - Links
  - Local storage states from cookies consent
- Lighthouse Testing



```
Running 27 tests using 8 workers

1 [chromium] > catering.spec.js:14:1 > Check Catering header
✓ 1 [chromium] > catering.spec.js:14:1 > Check Catering header (2.9s)
✓ 3 [chromium] > cookies.spec.js:13:1 > Check cookies banner (2.6s)
4 [chromium] > cookies.spec.js:24:1 > Check privacy policy
✓ 5 [chromium] > dummy.spec.js:3:1 > Dummy test (378ms)
✓ 4 [chromium] > cookies.spec.js:24:1 > Check privacy policy (4.8s)
✓ 7 [chromium] > footer.spec.js:14:1 > Check for email (2.6s)
✓ 8 [chromium] > footer.spec.js:22:1 > Check socials links (2.6s)
✓ 9 [chromium] > get-notified.spec.js:26:1 > Check Keep Me Updated CTA (2.1s)
10 [chromium] > get-notified.spec.js:35:1 > Check visibility and functionality of the email text field
✓ 10 [chromium] > get-notified.spec.js:35:1 > Check visibility and functionality of the email text field (2.9s)
✓ 12 [chromium] > hero.spec.js:19:1 > Check hero subheader (2.4s)
✓ 13 [chromium] > hero.spec.js:39:1 > Check View Specials CTA (2.2s)
✓ 14 [chromium] > hero.spec.js:47:1 > Check that the CTA goes to Specials section (2.5s)
✓ 15 [chromium] > order-now.spec.js:16:1 > Check Order Now header (2.1s)
✓ 16 [chromium] > order-now.spec.js:27:1 > Check Order Now text (2.2s)
17 [chromium] > order-now.spec.js:38:1 > Check delivery links
✓ 18 [chromium] > order-now.spec.js:72:1 > Locate ratings components (2.5s)
✓ 19 [chromium] > specials.spec.js:13:1 > Check Specials header (2.6s)
✓ 20 [chromium] > specials.spec.js:25:1 > Check specials text (2.7s)
✓ 17 [chromium] > order-now.spec.js:38:1 > Check delivery links (8.8s)
✓ 22 [chromium] > specials.spec.js:45:1 > Check if "Ends" text exists in any MediaCard (2.8s)
✓ 23 [chromium] > specials.spec.js:74:1 > Check if "OFF" text exists in at least two MediaCards (2.6s)
✓ 24 [chromium] > top-nav.spec.js:14:1 > Check logo (2.1s)
✓ 25 [chromium] > top-nav.spec.js:19:1 > Check nav links (2.0s)
✓ 26 [chromium] > top-nav.spec.js:34:1 > check MenuIcon for mobile view (1.7s)
✓ 27 [chromium] > top-nav.spec.js:71:1 > check MenuIcon is hidden in desktop view (1.5s)

Link https://www.grubhub.com works!
Viewport size: 1200
Viewport size: 400
Found MenuIcon element in the DOM.
Link https://www.ubereats.com/ works!
Link https://www.doordash.com works!

27 passed (16.4s)
PS C:\Users\byrne\.vscode\expeditions-deli\deli_final_project>
```

Storage	Key	Value
Local storage	ally-supports-cache	("userAgent":"Mozilla/5.0 (Windows NT 10.0; Win64; x64) AppleWe...
	http://localhost:3000	cookie_consent
		true