Submission Links:

- ✓ Video Presentation: [Click Here]

- ✓ Vercel Deployment: [Click Here]

- ✓ GitHub Repository: [Click Here]

- ✓ Figma: [Click Here]

Expeditions Deli

By Roderic Henry & Tom Byrne

Business Analysis

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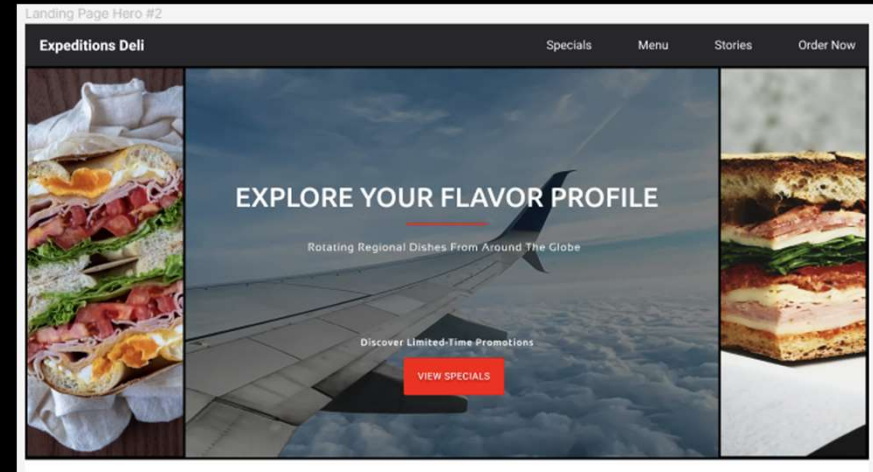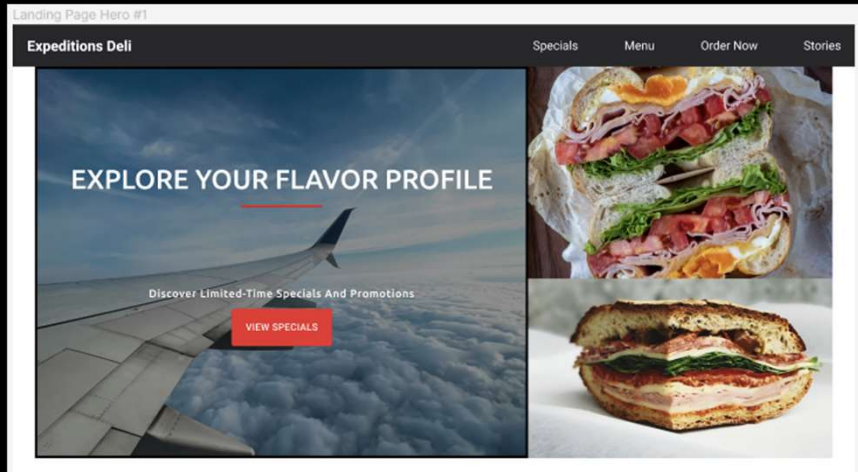 - Brand archetype: *The Explorer*

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."
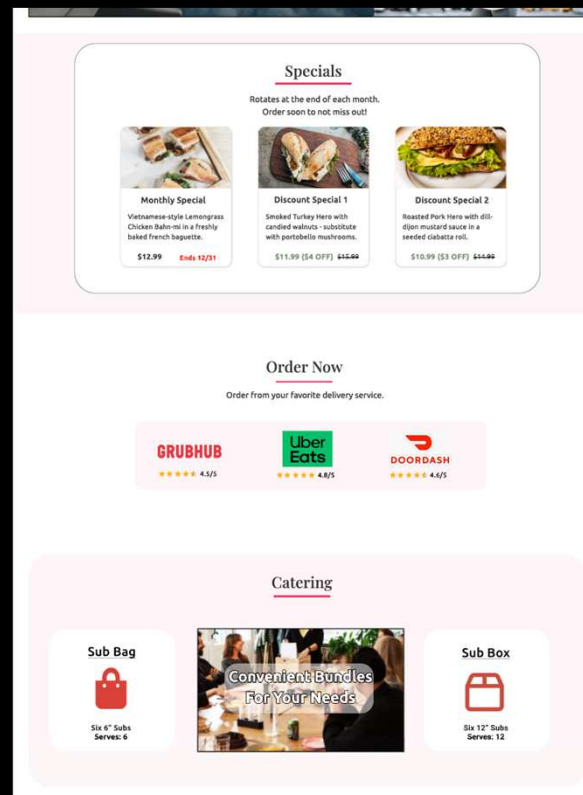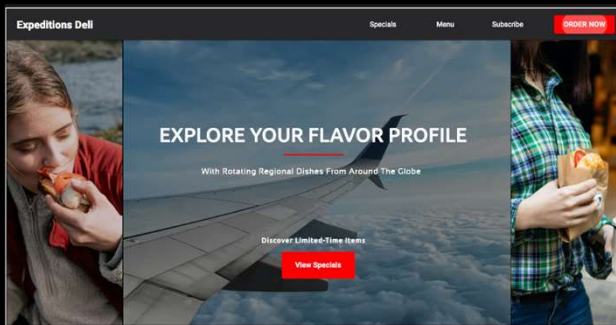
Useability Testing Process (1 of 4)

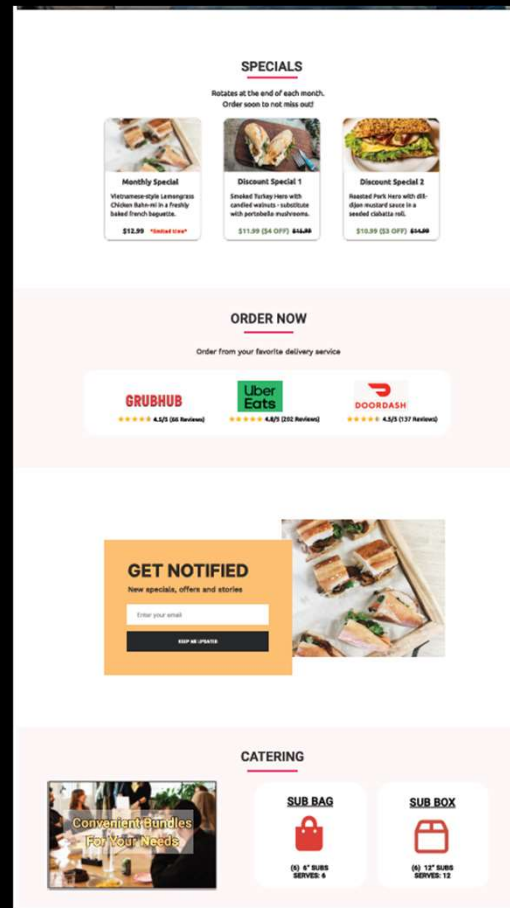- **Initial Hero Designs:**
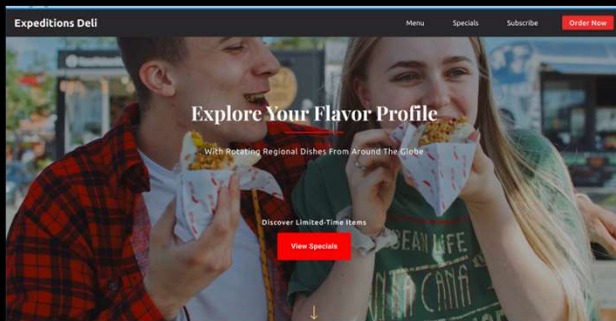
- **Iteration 1**

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
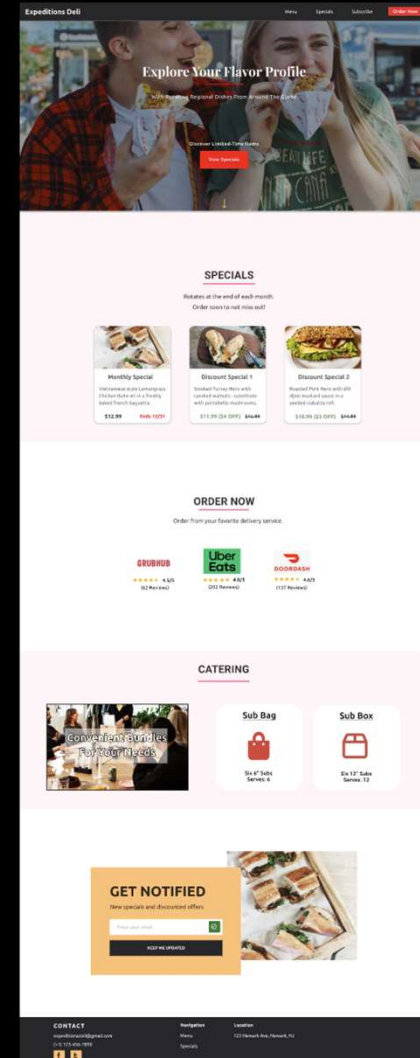
- **Iteration 2**

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
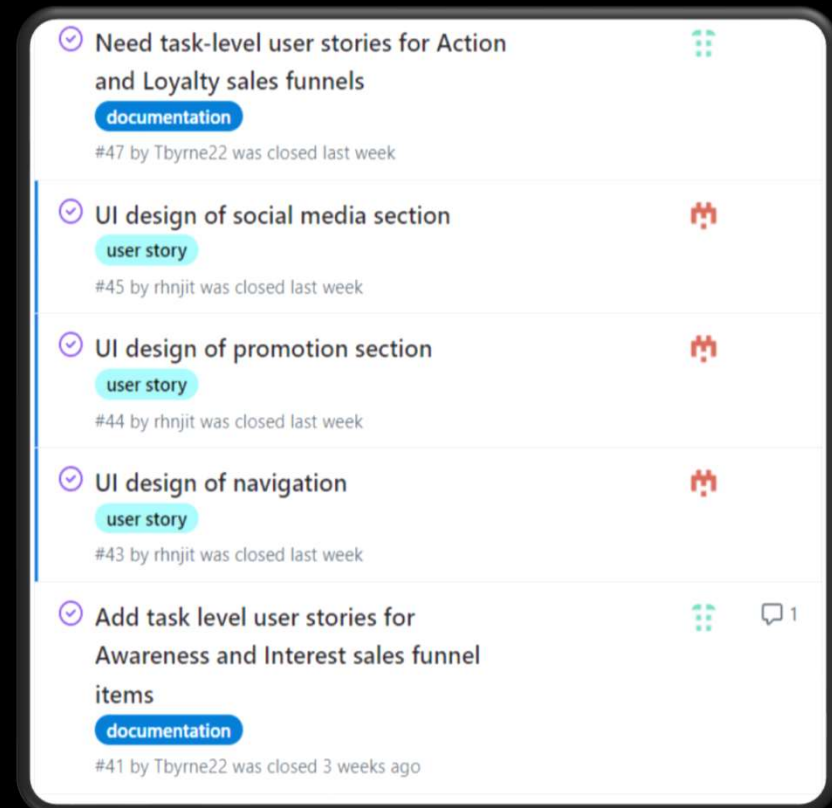   - Mailchimp

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