

Client: JMW Services

Group Number: 2

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Interactive Prototype Link:

<https://www.figma.com/proto/PKxtEIsDzXFAAAPRf4B2rA/JMW-Services-Wireframe?node-id=102%3A194&scaling=scale-down&page-id=0%3A1&starting-point-node-id=4%3A42&showproto-sidebar=1>

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Focus Setting

Our focus setting is designing a website for JMW Services to showcase the services they offer, organize jobs, and streamline interactions between customers and employees. By designing a website prototype we can help JMW Services attract more customers and grow their business.

User Research Process

Focus Group, Interviews, and Data Analysis

We first met with Jaime, the owner and head of JMW Services, and Kate, the administrative lead, to understand what they hope to achieve with a website design. JMW Services is a local commercial and residential renovation company that wanted to organize their work and have a platform for their growing business. We learned after speaking with them that they wanted a website that showed examples of their past work, and a list of services they provide. They also wanted it to be easy for customers to get a quote. They also wanted a reviews section where customers could share how JMW helped them. Additionally, they wanted a calendar feature on the website that would make it easier for employees to keep track of their work.

After meeting with Jaime and Kate and getting an idea of what they want to achieve with their website, we conducted a focus group with three JMW customers and one JMW employee. During this focus group we learned that potential clients would like the JMW website to have photos and testimonials, the fact that Jaime is born and raised in Gainesville and he is licensed and insured, a list of services that Jaime has done in the past, and a picture of him on the website to make the customer feel at ease. As for how a JMW employee could benefit from a website, reviews would be useful for identifying areas for improvement, but most of all, a task-logging/timestamp feature would be very helpful.

Using what we learned from the focus group and interviews, we concluded that our website design should include a reviews section, background information about JMW Services and Jaime's qualifications, a list of services JMW provides, a task-logging feature for employees, a calendar for employees to view their tasks, and an accessible way for customers to get a quote.

User Needs

1. Employees want a personalized portal where they can manage scheduling, important documents, and hours worked.
2. Employees want a scheduler system that can keep track of tasks and appointments for the day.
3. Employees want an easy way to input hours worked for the day.
4. Customers want a review system in order to help bring business to JMW, and the ability to request reviews on other platforms like Google.
5. Customers want portfolios of JMW's work in various fields to show how much JMW can offer.
6. Employees want an About page to make the website seem more welcoming and emphasize that the business is family-owned.
7. Customers want a contact us page instead of emailing or texting directly.
8. Customers want to have the website be mobile friendly
9. Customers want a way to request a job done by a specific employee.
10. Employees want a way to track who is working on what job.
11. Customers would like a referrals page where they can get a discount if they refer JMW services to new potential customers.

Personas

Given that the website was meant to be used by both customers and employees, that have been created personas to represent both groups of users. The Mary Robertson persona embodies the responses and concerns received from any who would be considered customers that were present during the focus group held with JMW. Similarly, the John Martin persona did the same thing that the previous one did but for the employees, taking all of the responses from employees present during the focus group and incorporating them into one persona. For the customers, their primary goals were to be able to see everything that JMW had to offer, easily get in contact with them for a quote, and see reviews about their services so they can make an informed decision. On the employee end, the primary goal was to combine

everything they currently have to do for administrative work into one location, and to allow them to see all of their reviews in one spot.

Mary Robertson



Age: 55
Work: Retired
Location: Gainesville, Florida

"I rely on reviews and pictures of previous work when I go through the hiring process."

Bio

Mary was born and raised in a small town in Georgia, but moved to Gainesville, Florida because of her husband's job. In Mary's free time, she enjoys gardening, biking around her neighborhood, and cooking. Because Mary is retired, she spends a majority of the time in her house and has realized that she really wants to spruce it up. She wants to upgrade her kitchen and have modern style cabinets and granite countertops because she spends a lot of time making new recipes here. She also wants to completely redo her master bathroom because she thinks it too outdated. Mary is also unhappy with the paint colors she currently has in the house and wants to introduce brighter colors. However, she is very nervous about the hiring process because of past experiences and also wants to get this work done as soon as possible. Mary's friends are also looking for a contractor to fix some things around their house, and is curious with how Mary's service goes.

Goals

- Renovate kitchen and master bathroom
- Paint walls
- Being satisfied with the completed work
- Referring contractor to friends
- Quick turn around time

Frustrations

- Delayed response time
- Hiring someone that does not meet expectations

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John Martin



Age: 30
Work: Construction
Location: Gainesville, Florida

"I need scheduling, tracking hours, and important documents to all be in one place."

Bio

John was born and raised in South Florida but moved to Gainesville with his family because of work opportunities. John has been an employee for JMW for four years now and thinks that there could be some improvements with the administrative tasks he has to complete daily. More specifically, the way he schedules jobs, tracks his hours, and is able to check on who is working on what jobs slows him down. John wants to be able to help the customer as much as possible, and in order to do this more effectively he needs to be able to spend as much time directly working on the jobs he is signed up for. He also values his customers' feedback, but can't see his physical reviews. John is a very humble man and knows that there is always room for improvement; therefore, these reviews are essential for him.

When John is not working, he enjoys going to the gym, hanging out with his family, and cooking. His kids say that he makes the best chocolate chip pancakes! John and his family also frequently visit Disney World on the weekends because they have annual passes.

Goals

- Administrative tasks all in one location
- See all of his reviews in one spot

Frustrations

- Current ways of handling things are spread out through multiple systems rather than just one
- Too much time spent working with administrative issues
- Can't see all of his reviews in one spot which makes it hard to know what to improve on

Template created with Xtensio
Image: "BAKOKO Onjuku Beach Home Construction" by BAKOKO is marked with CC BY-ND 2.0.
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Brainstorming Process

After collecting data from the focus group, we reevaluated the needs both the customer and employee would expect from the website. From that information, we found that the users of the website would want something attractive and aesthetically pleasing, but also straightforward and easy to navigate.

For the employee, the two most useful features to incorporate into the website were the calendar and the time tracking form. To access these features, we decided that there would be an employee-specific login on the website, which would take the employee to the Employee Dashboard. From this dashboard, they would be able to access the calendar and submit their hours.

For the user, the most important features were to be able to quickly find relevant information about JMW Services and establish a point of contact. To help the user quickly find out more information about JMW Services, we would have the Homepage, Portfolio, and FAQs sections contain information on the types of services provided. Throughout the customer-facing portions of the website, all pages lead to the Contact Us form to encourage the potential customer to hire JMW Services.

Scenarios

The scenarios below explain how a user will use JMW Services' website to achieve a goal and help bring the aforementioned personas to life.

Scenario #1: Mary's Kitchen Renovation

Mary wants to hire someone to renovate her kitchen and add modern style cabinets and granite countertops. She searches online for contractors near her and finds JMW's website, where she finds a collection of customer reviews. She is happy to see that other people had good things to say about JMW's work, and the positive reviews convince her to hire JMW. Mary schedules a consultation appointment for tomorrow on JMW's website and they get back to her later that day. She is impressed by the quick turnaround time. At the consultation, a JMW employee offers suggestions for improving Mary's kitchen and helps her finalize what she wants her kitchen to look like. After a week, JMW has finished Mary's kitchen renovation and they have exceeded her expectations. She is so happy with her new kitchen that she refers her sister to JMW using the Referrals page on the website so she can get a discount on her next project.

Scenario #2: John on the Job

It's another day of work for John, and John has just finished a job at a client's house. He wants to log his hours before he carries on with his day, and he also wants to check what his next job on the agenda is, as well as where he needs to go for it. He logs onto the JMW website and sees how many hours he's worked that day, where his next job will be, and other details he needs to know about the month ahead. While he's logged in, he records the hours he worked for the job he just finished. After that, he goes to his next job using the information about it he sees in his task list. By the end of the day, John has finished this next job and has completed one more job, all without having to worry about administrative tasks and scheduling because everything he needed to know was available in the employee portal on JMW's website.

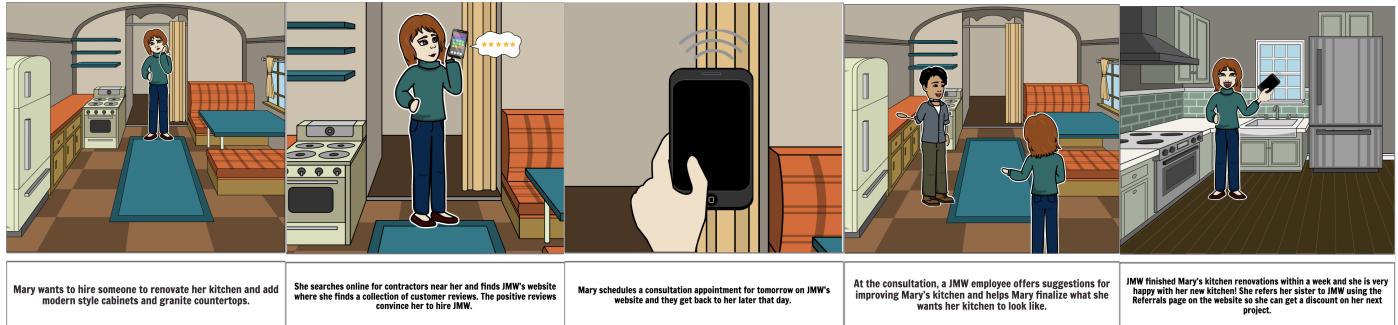
Scenario #3: John and Reviews

John has been working at JMW for a while but feels like he has room to improve. He wants to make sure he's doing everything he can for his clients and that means getting their feedback. He goes to JMW's website and clicks on the Reviews tab to read some reviews from his past clients. All of his reviewers have complimented him for completing his jobs quickly, but some of the more indecisive clients said that they wish he had provided more input during the consultation to help them brainstorm how they wanted their renovation to look. Thanks to this feedback, John knows to provide more input for customers who aren't completely sure on what they want their renovations to look like. At his next consultation appointment, John makes sure to ask his client how much help they need with finalizing their vision for their renovation. His client asks him for help picking out tile for their new fireplace and, after the job, ends up leaving John a five star review and a personal shoutout for being so hands-on! John is grateful that the reviews section on JMW's website has helped him improve and potentially get more clients.

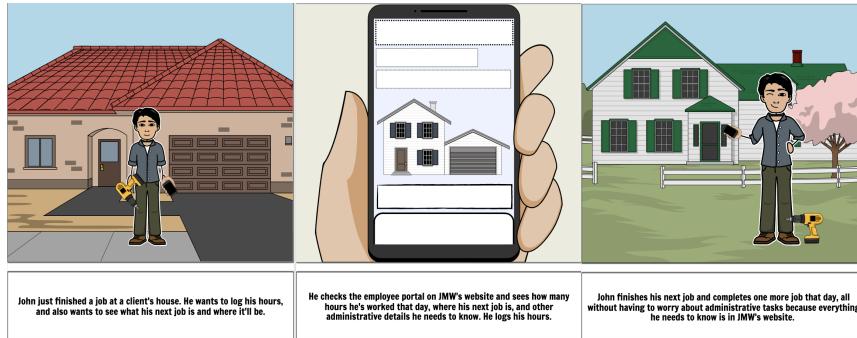
Storyboards

The storyboard displays the persona that corresponds to the scenario. Storyboards can easily show a sequence of events that could potentially take place, regarding the product, in a fun, visual way. In the end, personas, scenarios, and storyboards are about bringing greater insight to the user experience.

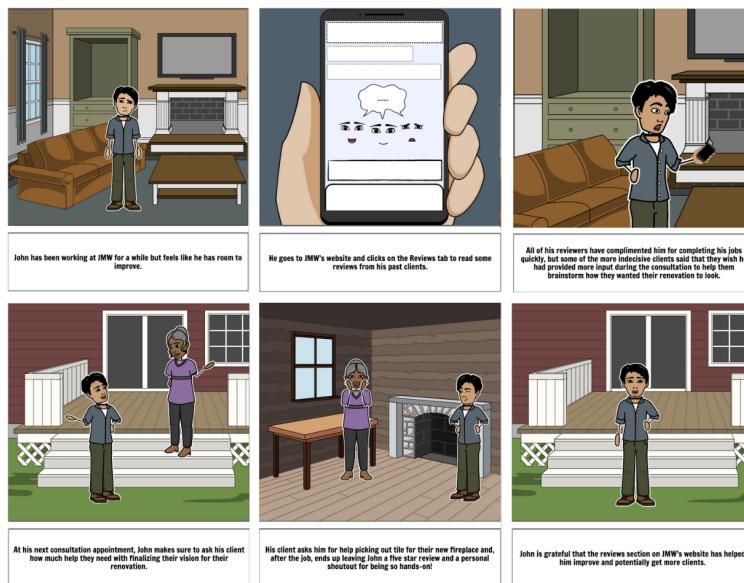
Mary's Kitchen Renovation:



John on the Job:



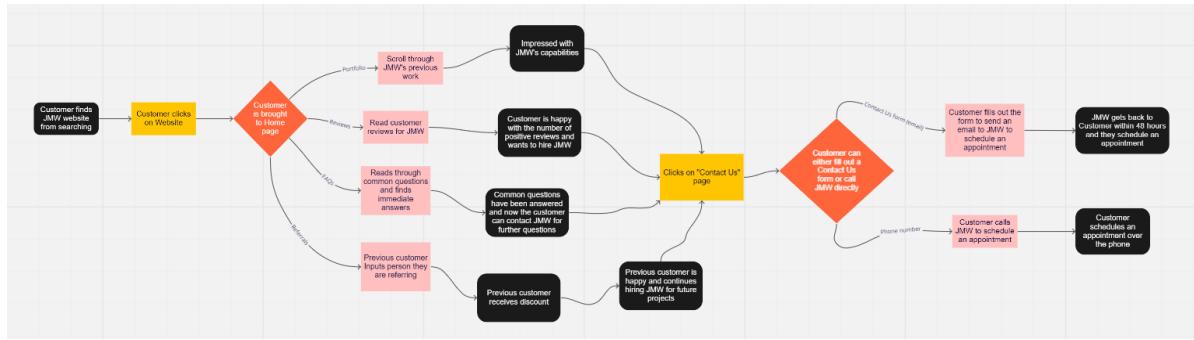
John and Reviews:



Task Flow Diagrams

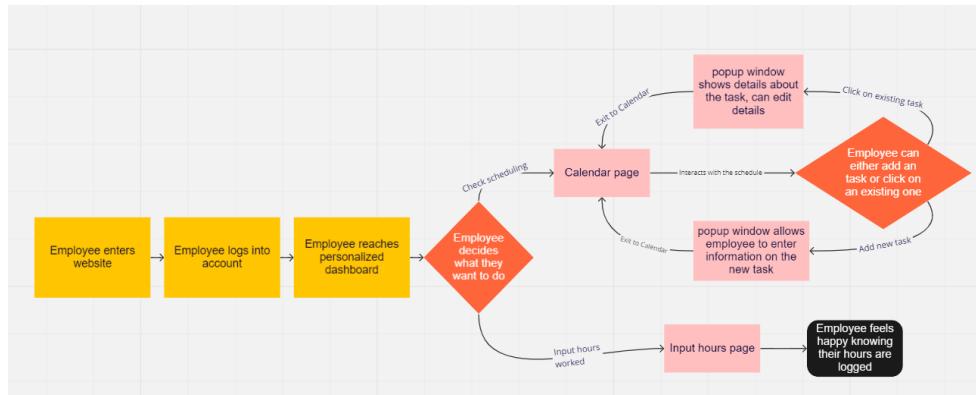
Task flow diagrams are so important in the design process because they are centered around the user's actions. It's vital to consider what the user will do and if the flow is logical to ensure a successful user experience.

Customer:



In the customer task flow diagram, as soon as the customer clicks on JMW Services' website, they are brought to the home page. From here, the customer can choose to visit the Portfolio, Reviews, refer a friend, or read through some frequently asked questions. In the end, all tasks lead to the user clicking on the “Contact Us” page so that JMW can be of service to the customer.

Employee:

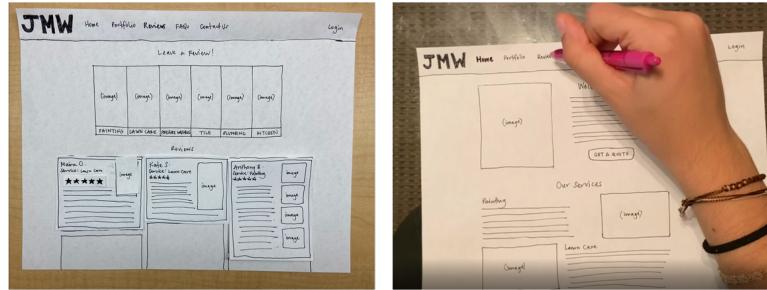


In the employee task flow, the employee would log into their account and either input their hours or visit the calendar page to see what tasks are in queue. The main goal of this task flow is to provide the employee with a simple way of getting through their administrative tasks.

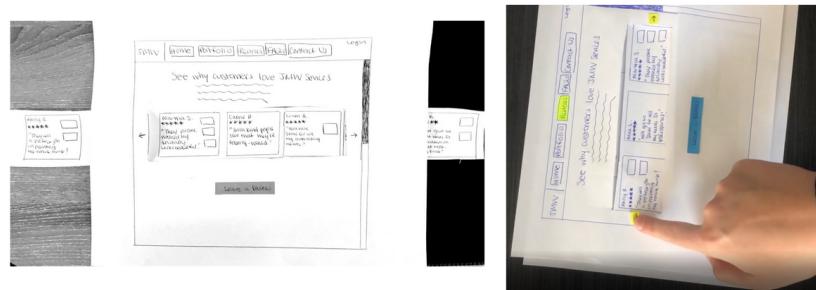
Paper Prototypes

Paper prototypes are a simple, cheap, and easy way to test a design and see if it would meet your goals. We made four paper prototypes based around the task of scrolling through reviews and writing one as well.

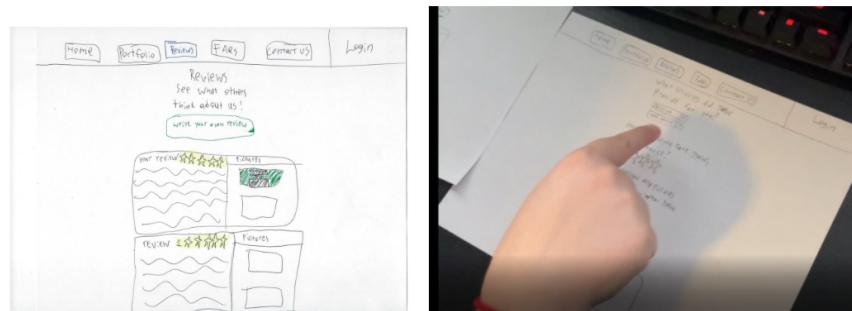
Likhita's Prototype:



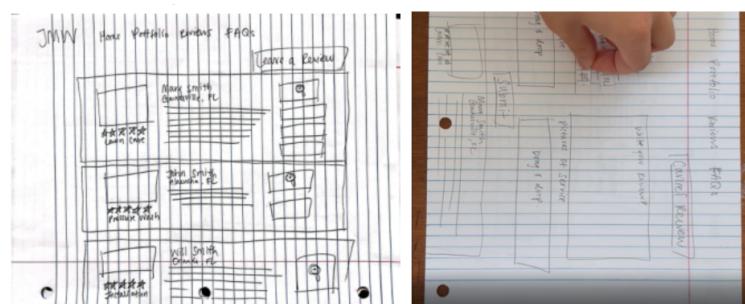
Annalina's Prototype:



Chris's Prototype:



Jack's Prototype:



Wireframes

The wireframes below represent a basic skeleton and functionality of JMW Services' website design. They are essential in the design process because they show the connections to the different pages and the overall direction of where the design idea is going.

Customer Side:

Customer Side Wireframes:

- Home Page:** Features a logo, navigation bar (Home, Portfolio, Reviews, FAQs, Contact Us, Login), a large image placeholder, and a "Our Services" section. Services listed include Painting, Lawn Care, and Pressure Washing. Each service has a brief description and a placeholder image.
- Reviews Page:** Shows a header "See what others think about us!" with a "Write your own review!" button. It displays three reviews with star ratings (5 stars) and placeholder images for customer reviews and pictures.
- Frequently Asked Questions Page:** A list of frequently asked questions with placeholder text for each question.
- Portfolio Page:** A page for viewing projects. It includes a "Portfolio" header, a "Painting" section with a quote from "Jane D.", a "Tile Work" section with a quote from "Jane D.", and a "Kitchen Renovations" section with a quote from "Jane D.". Each project has a placeholder image.
- Contact Us Page:** A form for customers to send an email or call. It includes fields for Name, Email, Phone number, Service requested, and a message area. It also features a "Send" button and a note to call (352) 555-1234.
- Referral Page:** A page for referring friends. It includes fields for Your Name, Your Email, Friend's Name, and Friend's Email. It also features a "Send" button and a note to call (352) 555-1234.

Annotations:

- Home Page:**
 - An arrow points to the "Image of logo and services" placeholder.
 - An arrow points to the "Customer interaction knows all services that John can offer" placeholder.
 - An arrow points to the "Quick access to requesting a quote right on the home page" button.
 - An arrow points to the "Star rating, description, and pictures from customers" placeholder.
 - An arrow points to the "Example image for each service" placeholder.
- Reviews Page:**
 - An arrow points to the "Users can write other review(s) uploaded to website (uploaded by JMW)" placeholder.
- Frequently Asked Questions Page:**
 - An arrow points to the "Users can search for specific questions using keywords" placeholder.
- Portfolio Page:**
 - An arrow points to the "Customers can see many pictures of the work JMW has done in the past" placeholder.
 - An arrow points to the "Each service provided by JMW is highlighted on this page with pictures, a description of the service, and a customer review for the service" placeholder.
- Contact Us Page:**
 - An arrow points to the "Customers can select the type of service they are interested in from this dropdown" placeholder.
- Referral Page:**
 - An arrow points to the "Customers can refer their friends to JMW services" placeholder.

Employee Side:

The wireframes illustrate the employee login process, a welcome screen with daily tasks and time tracking, a calendar view, and a detailed task editing interface.

Midpoint Feedback and Design Iteration

Specifically, the feedback from JMW said that the team has a good grasp on what both the employee and customer needs out of this website, the wireframes were very well thought out, and that they really like the presentation.

Based on this feedback, we did not have any things that were bad or negative that we had to change, so we instead worked on adding features, making the organization better, and ensuring that the layouts were logical. The additions that we focused on were a referral page, where customers would be

able to submit a referral form to JMW so that they could receive a discount, and a button on the home page that directs users to the referral page. We also designed pop ups that would appear on certain pages when completing some actions, like a pop up to write a review for the review page or a confirmation that a contact us form was submitted. The way we came up with these things was by continuing to brainstorm for ideas that would be meaningful additions to the design, or that would help to improve the user experience beyond what our initial ideas were. Once we determined which features would be most important, we created the below wireframes for each case.

Iterated Wireframes

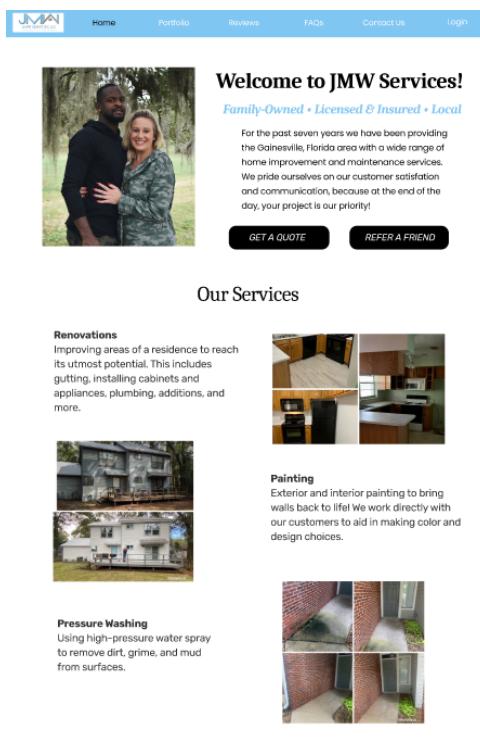
The wireframe illustrates the user flow through three distinct stages:

- Leave A Review:** This stage shows a modal window titled "Leave A Review". It includes a 5-star rating scale, input fields for "Name" and "Upload photos (optional)", a text area for "Add your comment here", and a "Submit" button.
- Review Confirmation:** This stage shows a modal window confirming the review submission. It displays the message "Your review was submitted. We appreciate your feedback." and an "OK" button.
- Your request was submitted.** This stage shows a confirmation message: "Your request was submitted. We'll get back to you within 2 business days." with an "OK" button.
- Welcome to JMW Services!** This stage shows the homepage of the JMW Services website. It features a header with navigation links (Home, Portfolio, Reviews, FAQs, Contact Us, Login), a photo of two people, and a main section titled "Welcome to JMW Services! Family-Owned • Licensed & Insured • Local". Below this is a paragraph about their services and two call-to-action buttons: "GET A QUOTE" and "REFER A FRIEND".
- Our Services:** This stage shows a detailed view of services offered. It includes sections for "Renovations" (with a description and images of interior rooms), "Painting" (with a description and images of exterior and interior painting), and "Pressure Washing" (with a description and images of exterior cleaning).
- Referral Page:** This stage shows a modal window titled "Referral Page". It contains four input fields for "Your Name", "Your Email", "Friend's Name", and "Friend's Email". Below these fields is a note: "Or, give us a call at (352) 555-1234." and a "Send" button. The footer of this page includes the JMW logo, copyright information ("© JMW Inc."), and social media links.

Interactive Prototype

The interactive prototype allows the full functionality to be displayed and shows how all the wireframes are connected. This is crucial for the design process so that when the website goes into development, the overall flow is already established.

Customer End:



Welcome to JMW Services!

Family-Owned • Licensed & Insured • Local

For the past seven years we have been providing the Gainesville, Florida area with a wide range of home improvement and maintenance services. We pride ourselves on our customer satisfaction and communication, because at the end of the day, your project is our priority!

[GET A QUOTE](#) [REFER A FRIEND](#)

Our Services

Renovations
Improving areas of a residence to reach its utmost potential. This includes gutting, installing cabinets and appliances, plumbing, additions, and more.

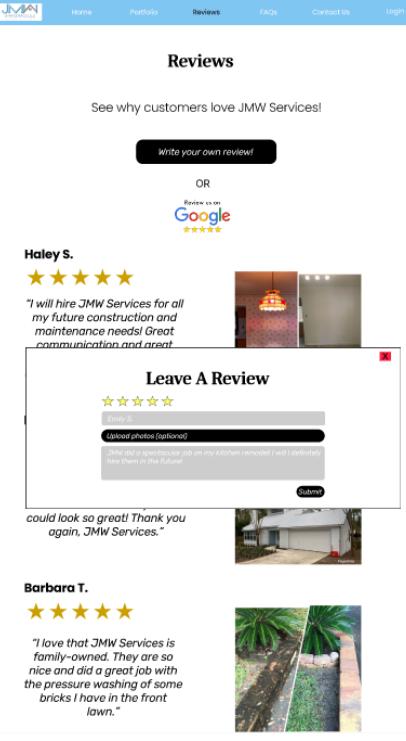


Painting
Exterior and interior painting to bring walls back to life! We work directly with our customers to aid in making color and design choices.



Pressure Washing
Using high-pressure water spray to remove dirt, grime, and mud from surfaces.

See more in our [Portfolio](#)!



Reviews

See why customers love JMW Services!

[Write your own review!](#)

OR

Review us on **Google**

Haley S.

★★★★★

"I will hire JMW Services for all my future construction and maintenance needs! Great communication and great



Leave A Review

★★★★★
Great!
Upload photos (optional)
How did it spooktacular job on my kitchen remodel? I will definitely give them 5 stars!
[Submit](#)

could look so great! Thank you again, JMW Services."

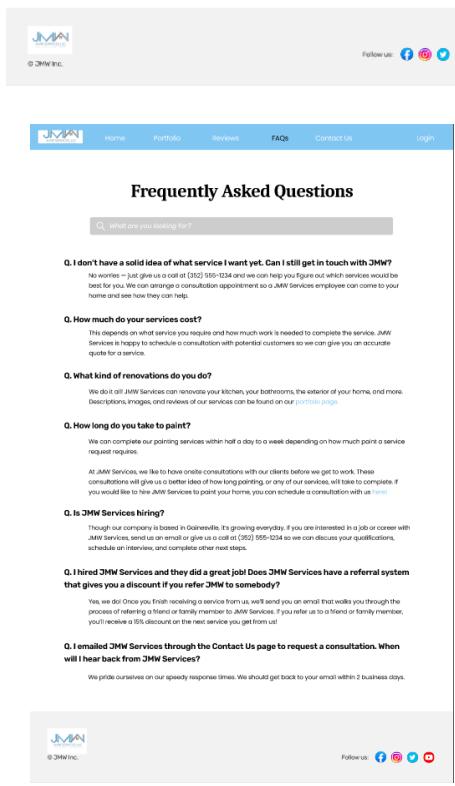


Barbara T.

★★★★★

"I love that JMW Services is family-owned. They are so nice and did a great job with the pressure washing of some bricks I have in the front lawn."





Frequently Asked Questions

What are you looking for?

Q. I don't have a solid idea of what service I want yet. Can I still get in touch with JMW?
No worries – just give us a call at (352) 555-1234 and we can help you figure out which services would be best for you. We can arrange a consultation appointment so a JMW Services employee can come to your home and see how they can help.

Q. How much do your services cost?
This depends on what service you require and how much work is needed to complete the service. JMW Services is happy to schedule a consultation with potential customers so we can give you an accurate quote for a service.

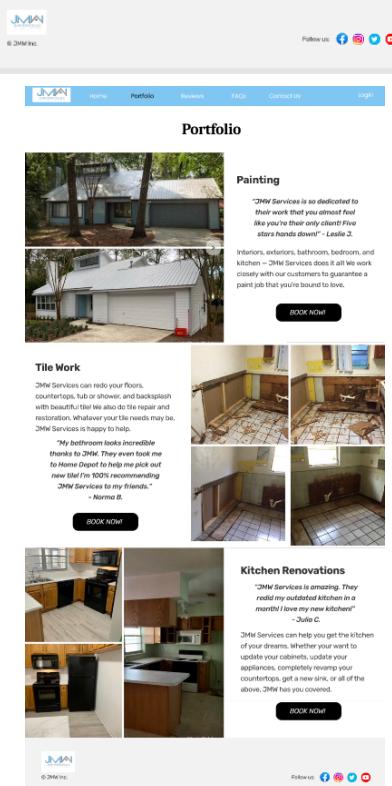
Q. What kind of renovations do you do?
We can complete our renovation services within half a day to a week depending on how much work a service request requires.

Q. How long do you take to paint?
At JMW Services, we like to have onsite consultations with our clients before we get to work. These consultations will give us a better idea of how long painting, or any of our services, will take to complete. If you would like to hire JMW Services to paint your home, you can schedule a consultation with us [here](#).

Q. Is JMW Services hiring?
Though our company is based in Gainesville, it's growing everyday. If you are interested in a job or career with JMW Services, send us an email at jobs@jmwinc.com so we can discuss your qualifications, schedule an interview, and complete other next steps.

Q. I hired JMW Services and they did a great job! Does JMW Services have a referral system that gives you a discount if you refer JMW to somebody?
Yes, we do! Once you finish receiving a service from us, we'll send you an email that walks you through the process of referring a friend or family member to JMW Services. If you refer us to a friend or family member, you'll receive a 10% discount on the next service you get from us!

Q. I emailed JMW Services through the Contact Us page to request a consultation. When will I hear back from JMW Services?
We pride ourselves on our speedy response times. We should get back to your email within 2 business days.



Portfolio

Painting

"JMW Services is dedicated to their work that you almost feel like you're their only client! Five stars hands down!" - Leslie Z.

Interior, exterior, bathrooms, bedroom, and kitchen – JMW Services does it all! We work closely with our customers to guarantee a paint job that you're proud to live in.

[BOOK NOW!](#)

Tile Work

JMW Services can redo your floors, countertops, tub or shower, and backsplash with beautiful tile! We also do repair and restoration. Whatever your tile needs may be, JMW Services can help.

"My bathroom looks incredible thanks to JMW! They even took me to Home Depot to help me pick out new tile! I'm 100% recommending JMW Services to my friends." - Norma B.

[BOOK NOW!](#)

Kitchen Renovations

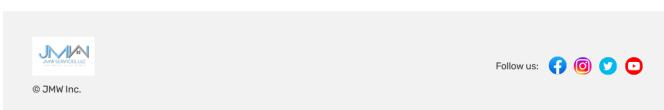
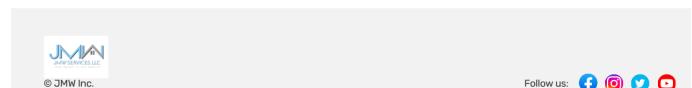
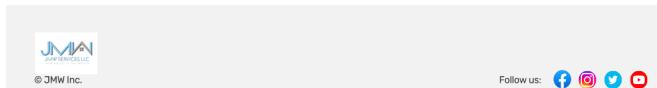
"JMW Services is amazing. They redid my kitchen in a month!! I love my new kitchen!" - Julie C.

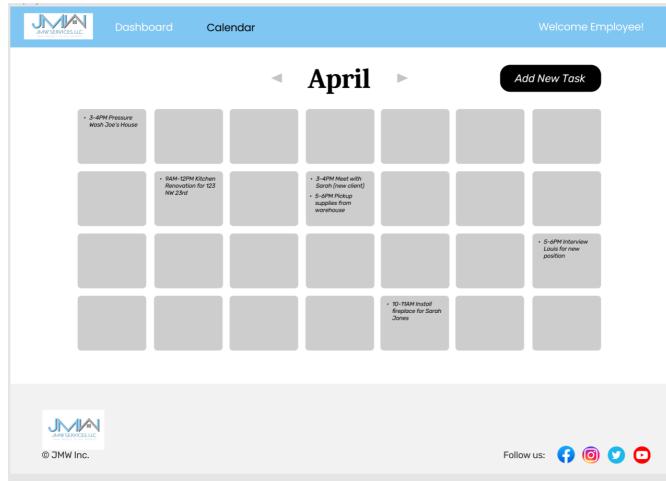
JMW Services can help you get the kitchen of your dreams. Whether you want to update your cabinets, update your appliances, or completely redo your countertops, get a new sink, or all of the above, JMW has you covered!

[BOOK NOW!](#)



Employee End:





Demo Description

Customer: When the user enters JMW Services' website, they arrive at the home page where they can read about JMW Services and scroll through a list of all that they have to offer. Moving through the navigation bar, the customer can click on "Reviews", where they can see previous customers' comments and photos of the work they had done. If the customer accessing the site has already had JMW Services' complete a job, they can write and submit their own review. The customer can also navigate to the "Portfolio" tab where they can see a beautiful gallery, grouped by service, of the previous work JMW Services has done. Each grouped service also has a "Book Now" button where the user will be directed to the "Contact Us" page. The customer can also meander over to the "FAQs" tab where they can search for a keyword of their question, or scroll through the list of questions and answers. Additionally, the customer can directly click "Contact Us" to submit their information and have JMW Services get in touch with them within 2 business days.

Employee: When the employee enters JMW Services' website, they can click "Login" in the upper right corner. Upon entering their credentials, the employee is greeted with their "Employee Dashboard" where they can see their daily tasks and the section for inputting hours worked. To input hours, the employee simply types in the time in and time out and total hours and clicks "Save". To see the tasks at large, the employee can click "Calendar" on the navigation bar. To add a new task to their calendar, they can click "Add New Task", enter the task details, and click "Save". To edit a task, the employee can just click on

the calendar square/day they want to edit, change the details, and click “Save”. To log out, the employee clicks in the top right corner, and then clicks “Log Out”.

UXD Participant Acknowledgment Form

CEN 4722
Participant Acknowledgment Form

Submitted by:

JMW Services Group 2: Annalina Becker, Christopher Henesy, Likhita Manchikanti, and Jack Wu

Participants: By signing this form, you acknowledge that you have participated in a focus group or user test for the above group related to the above course on the date indicated below. In addition, you acknowledge that you are aware that you are bound by UF's honor policy in signing this form to indicate that you have actually participated in a focus group or user test for the class as required.

Printed Name of Participant	Signature of Participant	Date of Participation	Printed Name of Participant	Signature of Participant	Date of Participation
Thomas Tymecki	Thomas Tymecki	4/9/22			
Emily Kelsey	Emily Kelsey	4/9/22			
Aditi Anna	Aditi Anna	4/9/22			
Avery Brooks	Avery Brooks	4/9/22			

Group Members: please initial below to indicate that your group members acknowledge that you are aware that you are bound by UF's honor policy in students signing this form only if they have actually participated in a focus group or user test for the class as required.

(group members' initials)	AB	CH	LM	JW	
---------------------------	----	----	----	----	--