

Project plan



Bula surf shop website prototype

Xinamayca de Cuba

Introduction

For my project, I decided to prototype a webshop for Bula Surf Shop, a popular surf shop on Aruba. Bula Surf Shop currently does not have a live webshop, and as a local studying abroad, I feel like I'm missing out on their new product launches and other updates. A webshop would allow customers like me to stay connected with the shop's offerings, check out their products, view prices, and make purchases online from anywhere in the world. By creating this prototype, I aim to provide a solution that enhances customer engagement and expands Bula's reach to a broader audience.

Project goals & objectives

Goals

My goal is to Develop a functional prototype of the Bula Surf Shop webshop, conduct user research to understand the needs and preferences of the target audience and perform user testing to gather feedback and refine the prototype.

Objectives

Develop a Webshop Prototype: Create a functional prototype of the Bula Surf Shop webshop that includes essential features such as product browsing, detailed product pages, shopping cart functionality, and checkout process.

Conduct User Research: Gather insights into the needs and preferences of the target audience, including both local customers and those studying abroad.

Perform User Testing: Collect feedback on the prototype from target users to identify usability issues and areas for improvement.

Expand Market Reach: Enable Bula Surf Shop to reach a broader audience by making their products accessible online, which is especially beneficial for customers who are unable to visit the physical store.

Market Analysis

Target Audience

Local Customers:

- Residents of Aruba who are familiar with Bula Surf Shop and prefer shopping in-store.
- Tourists visiting Aruba who might want to purchase surf equipment and apparel before or after their visit.

International Customers:

- Locals who have moved abroad but still have an interest in Bula's products.
- Surfing enthusiasts globally who are looking for unique products that Bula offers.

Needs and Interests

Convenience:

- Ability to browse and purchase products online without having to visit the physical store.
- Access to product information, prices, and availability at any time.

Product Range:

- A diverse range of products including surfboards, apparel, accessories, and equipment.
- Detailed product descriptions, high-quality images, and customer reviews to aid purchase decisions.

Project scope and deliverables

Scope

- Develop a functional prototype of the Bula Surf Shop webshop
- conduct user research to understand the needs and preferences of the target audience
- perform user testing to gather feedback and refine the prototype.

Deliverables

- Prototype of the webshop (wireframes, mockups, and interactive prototype).
- User research report (findings, personas, and insights).
- User testing report (feedback and recommendations for improvement)

Methodology

For this project, I will use four different methods of research to further analyze our target users and ensure the successful development of the Bula Surf Shop webshop prototype.

Field Research

Interviews: Conduct interviews with current customers of Bula Surf Shop, both local and international, to gather qualitative insights about their needs, preferences, and online shopping behaviors.

Surveys: Distribute surveys to a broader audience to collect quantitative data on user preferences, shopping habits, and expectations for the webshop.

Library Research

Literature Review: Conduct a literature review on best practices in e-commerce, UX/UI design for webshops, and customer behavior in the surf retail industry. This will include reviewing case studies and existing online resources about successful webshop implementations.

Competitor Analysis: Analyze competitors' webshops to identify strengths, weaknesses, opportunities, and threats (SWOT analysis). This will help in understanding industry standards and finding unique selling points for Bula Surf Shop.

Showroom:

Peer Reviews: Conduct peer reviews with other designers and developers to get constructive feedback on the prototype. This will help in refining the design and functionality before user testing.

Workshop:

Brainstorming Sessions: Hold brainstorming sessions to generate creative ideas for the webshop's design, features, and functionalities. This collaborative approach will help in coming up with innovative solutions to meet user needs.

Prototyping: Use rapid prototyping techniques to create low-fidelity wireframes and high-fidelity mockups. These prototypes will be iteratively improved based on feedback from stakeholders, peers, and user testing.

User Testing Workshops: Organize workshops where users can interact with the prototype in a controlled environment. This hands-on testing will provide valuable insights into usability issues and areas for improvement.

By employing these diverse research methods, I aim to gather comprehensive data and feedback to create a user-centric and functional webshop prototype for Bula Surf Shop.

Timeline

Week 1:

Day 1: Project kickoff and planning.

Day 2-3: Conduct user research (surveys and interviews).

Day 4-5: Analyze user research data and create user personas.

Day 6-7: Design wireframes and mockups.

Week 2:

Day 8-9: Develop an interactive prototype.

Day 10: Conduct user testing sessions.

Day 11: Analyze feedback from user testing.

Day 12-13: Refine and finalize the prototype.

Day 14: Prepare and present the final prototype.

Resources

Team

Me :)

covering roles of:

- project manager
- UX/UI designer
- web developer
- user researcher
- user testing coordinator

Stakeholders:

- Bula Surf Shop owner/representative
- Target users (customers of Bula, including those studying abroad)

Risks and Mitigation

Risks: Limited time for comprehensive user research and testing.

Mitigation: Prioritize key research questions and focus on critical aspects of the user experience.

Risk: Technical challenges during prototype development.

Mitigation: access to necessary tools and seek support if needed.

Dependencies

- Access to design and prototyping tools.
- Coordination with target users for research and testing.

Tools and Technology

Design Tools:

- Figma or Adobe XD for wireframes and mockups.
- Figma for the interactive prototype.

User Research Tools:

- Google Forms for surveys.