

Assignment Template: Analyzing the Project Brief

Capstone Project – ArtisanCrafts

Note to learners: Replace the italicized prompts below with your own responses. Save and submit your final document as a PDF named: Submission_AnalyzedBrief.pdf

1. Business goals

Goal 1: Build trust through site design

Goal 2: Create an emotional connection with the brand

Goal 3: Ensure a seamless and intuitive user experience

Goal 4: Expand the customer base nationally

Emotional tone to convey: Authenticity, trust, premium craft value

2. User needs (stated and implied)

Stated needs: Mobile-friendly design, smooth checkout process

Implied needs: Artisans' stories, ethical sourcing indicators, trust signals

User behavior/expectations: Users expect a visually appealing site that showcases the uniqueness of each artisan. They also expect easy navigation and a secure checkout process. Users are likely to spend time reading about the artisans and their crafting processes, indicating a need for engaging and informative content.

3. Known constraints

Constraint 1: No in-house development team – clear handoff required

Constraint 2: Limited to 4 screens per platform

Constraint 3: Must be accessible and scalable

Additional constraints: The design must be developer-friendly and well-documented to facilitate implementation by a remote development team. The focus on four key screens requires prioritizing the most critical features and content.

4. Open questions

- Who are the primary users (demographics, goals)?
- What features or flows are not yet defined?
- What kind of research is needed to validate assumptions?

Additional Questions:

- How do we balance the need for storytelling with the necessity for a seamless shopping experience?
- What are the most effective ways to visually and emotionally connect users with the artisans?
- How can we ensure the site remains accessible and scalable as the business grows?

5. Assumptions

- The users are likely conscious consumers or gift buyers who value authenticity and craftsmanship.
- Users are tech-savvy and expect a modern, responsive design.
- The primary audience is interested in learning about the artisans and their processes, suggesting a need for detailed and engaging content.
- Users prioritize trust and quality, indicating a need for high-quality product presentations and trust signals.

6. Project scope summary – draft content

Project overview: ArtisanCrafts needs a responsive, user-friendly e-commerce website that tells the stories behind the artisans, showcases craftsmanship, builds trust with customers, and ensures a seamless shopping experience on both desktop and mobile.

User focus: The key user personas are likely conscious consumers who value authenticity, craftsmanship, and ethical sourcing. They are interested in the stories behind the artisans and their products, and they expect a trustworthy and intuitive shopping experience.

Success Criteria: Early indicators of success might include increased engagement with artisan stories, higher conversion rates, and positive user feedback on the ease of use and emotional connection with the brand.

Deliverables: The project will deliver four responsive screens (both desktop and mobile) that include a homepage, product listing page, product detail page, and checkout page. The design will also include a scalable design system and accessible UI components.

Constraints: The main limitations are the lack of an in-house development team, the focus on only four screens per platform, and the need for accessibility and scalability.

Assumptions: The design assumes that users value authenticity and craftsmanship and are willing to pay premium prices for handcrafted goods. It also assumes that users are interested in learning about the artisans and their processes.

Out of scope: User accounts, backend systems, and advanced analytics will not be designed as part of this project. The focus will be on the front-end experience and key user flows