

67-250 Big Skinny Case Term Project

Carnegie Consulting Firm:

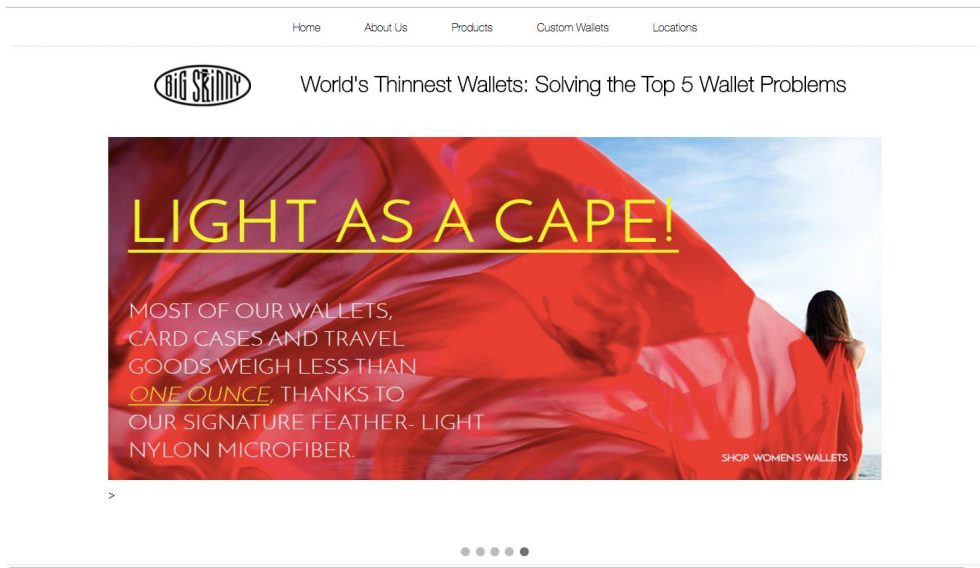
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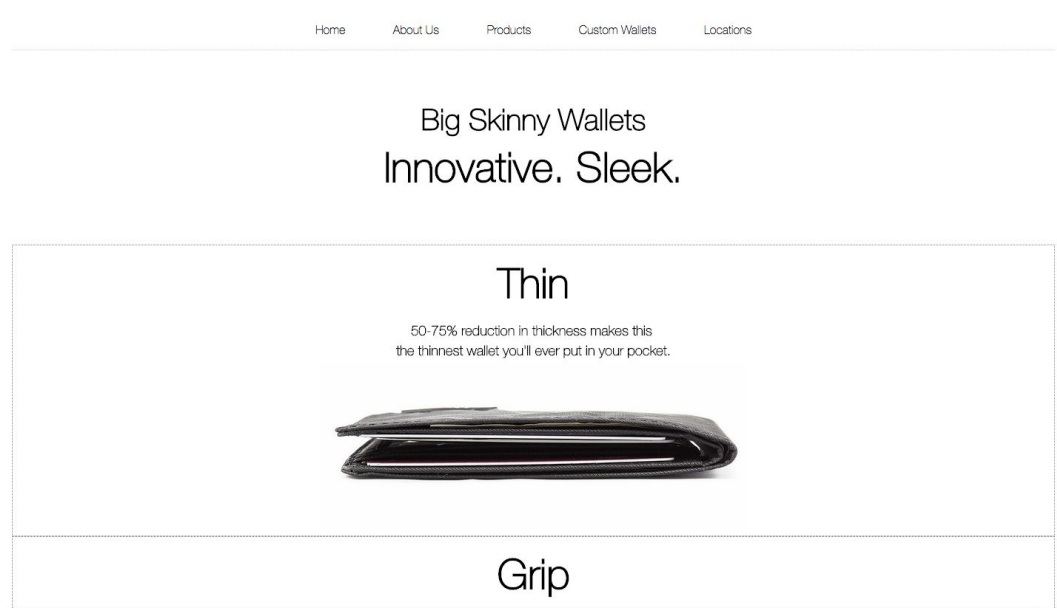
67-250 Information Systems Milieux

5/4/2017

For our website prototype, we wanted to focus on simplicity and making the website look clean and sleek so users don't feel overwhelmed by too much information. The problem with the original website was there was too much stuff, and it was all too hard to traverse. To fix this, our team created a website that had a clean and simple design. Just like any street fair, everything is simple and at its core, allowing buyers to learn about and buy the products in just a few clicks. The main home page is very simple with its clean white background, with its contrast in colors in the picture slideshow which shows various ads for our products.



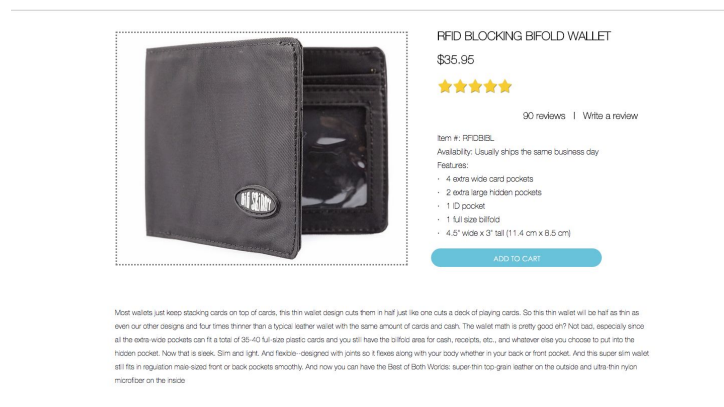
At the top is the simple navigation bar that leads us to the other four pages. We decided to reduce all of the previous tabs into just four simple tabs to negate the clutter and the make the website easier for users to traverse and use.



On the about us page, there are just quick blurbs that describe why our product is top end and shows an image right below it. We wanted to take away all the unnecessary text that was in the previous website and decided to compact it all into these small blurbs. Like any street fair, no one is going to wait around to read a long description. So, we made the descriptions as small as possible and let the image and the product itself do the actual talking. Users simply just scroll down to learn more about the wallets.

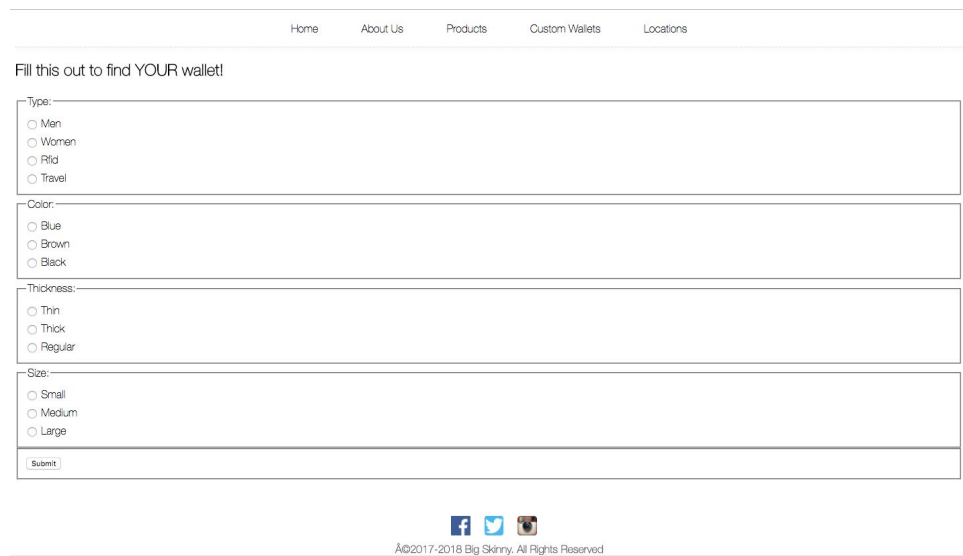


The products page has a giant banner on top which users can click to navigate to the custom wallets page. On the bottom, there are five tabs for each type of wallet. Clicking on one of the tabs brings up a table of wallets that users can click to purchase. We wanted to take away all of the tabs and bring it all into one tab to make it simpler for users to use. Clicking on a wallet will bring you to the wallet info page.

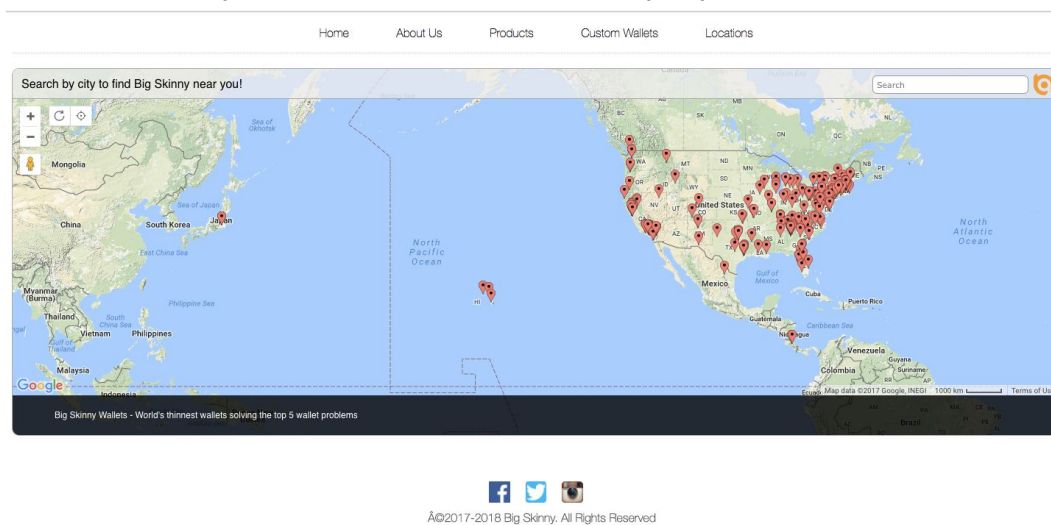


This page displays an image of the item you want to purchase and some information about the product right next to it. The big add-to-cart button is easy to see and right in the middle so users know exactly how to purchase the product. If users want to know more about the product, they

can scroll down and read the longer summary about the product. This will be the only part in the whole website with a lot of text, because we want buyers to know everything about the product before they purchase it..



The custom wallets page allows user to choose from various options. Upon submission, the website will lead you to the wallet that most closely fit your chosen options.



The locations page shows users all the locations of big skinny stores. There is a search bar on the top right that allows users to see if a big skinny store is specifically near them or a place.

1. We used an agile project management for the team project. Agile approach is efficient and effective for us, who try to design a clean and high-end website for Big Skinny. It keeps some of our main part intact and allows a high degree of ongoing revision, so called iterative and incremental development. Small bug will be fixed in a short period of time once it is identified.
2. Summary of successes:

1. Simplicity: The major issues we try to tackle in Big Skinny case is its overcomplicated style and navigation feature. We make it to four simple pages and each page is designed as clear and clean as possible. The customers will easily identify the focus of each page by looking at it at the first place due to its simple design.

2. Navigation: The navigation has been improved by making the product page containing most of the content. The rest of the links doesn't include dropdown, making it easier to navigate through the websites. Each page serves its single purpose, which corresponds to the street fair impression.

3. Recommendation System. The quiz page will allow the user to fill out some of their preferences and direct the users automatically to the products. Such system improves the user experience with using the website.

#### Areas for improvement

1. Creative content. We focus on simplifying the content of the Big Skinny to its core content. It would be innovative also to create some new links, logos, or navigation style to stand out. Some creative approach might solve the Big Skinny's problem in some alternative ways.

2. More comprehensive recommendation system. The quiz page can be better improved if give more time. It can be improved in style, design, or functionality. The customers could be easily categorized and identified by the quiz page, and the web page will serve as a better direct.

Task Breakdown
1. Distribution of work
2.General Design of the website, ERD thinking and writing
3.Website Prototype Main Page, Footer
4.Website Location, About Me, Product Page
5.Business Executive Summary
6.Website Writeup (userstories, summaries)
7.Final Revision of Website Code
8.Final Revision of Business Executive Summary

Web Development Project User Stories			
#	As a/an	I want to...	so that...

1	Investor	Look at home page	see the general design, "street-fair" atmosphere in the company.
2	online surfer	look at home page, about page	see the general design, can be easily attracted by the simplicity of the website and "street-fair" style
3	customer who wants to know location	look at location page	experience the user friendly searching style and easily find the store
4	customer who wants to find products	look at product page	easily check categorized projects and user-friendly individual product page
5	customer who is not sure about preference	take the quiz at the product page	be automatically directed to a recommended product and choose the product he or she wants
6	Big Skinny Staff	look at the navigation feature	get to know how to navigate between sites easily and introduce the site to customers
7	customer who is debating between different companies	look at index page	check the advertising video posting and choose Big Skinny
8	customer who wants to contact Big Skinny	look at the about page	see all of its great features at a quick glance

