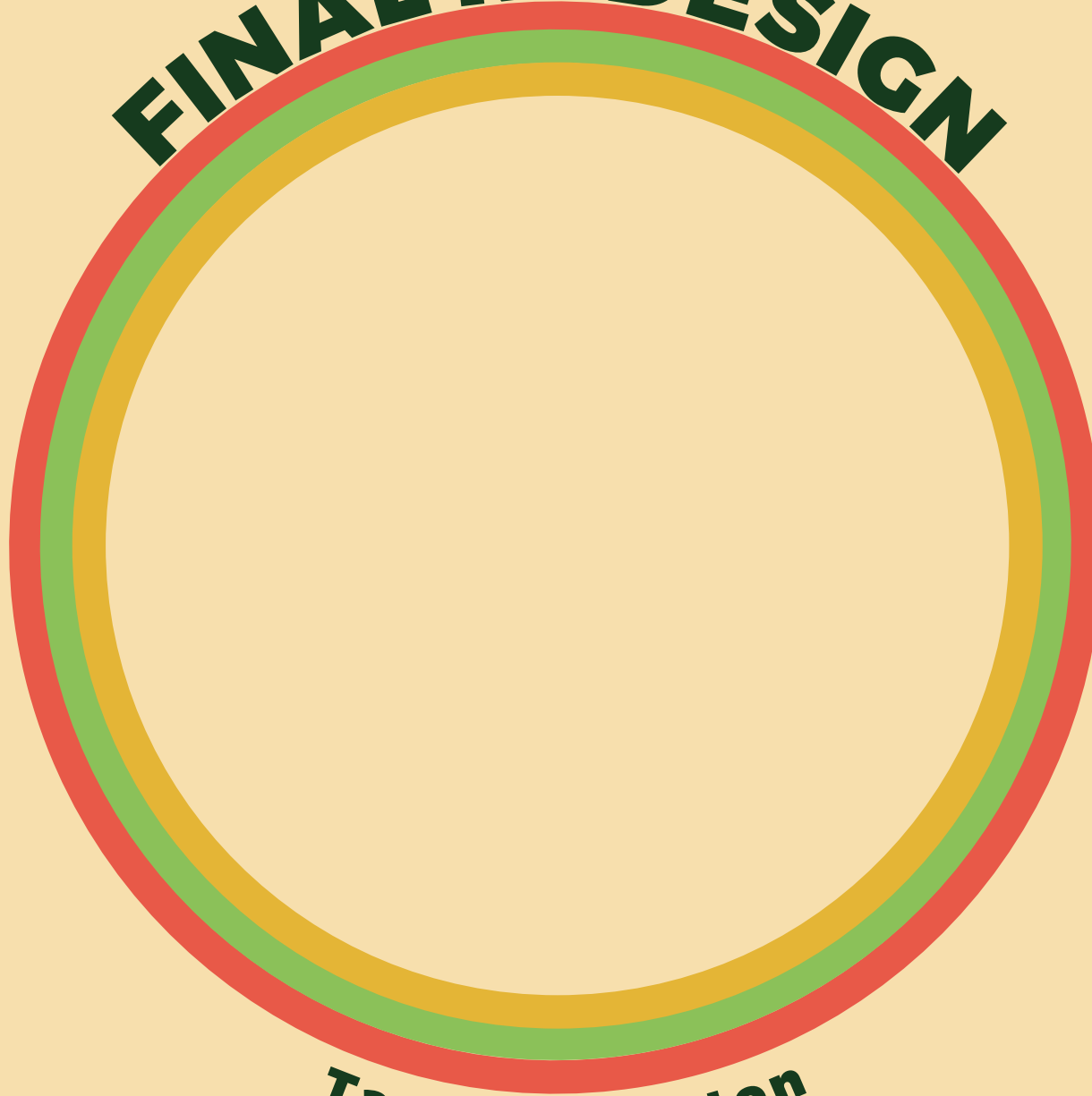


**FINAL REDESIGN**



**Taylor Johnston**

# PERSONAS





# Heather Smith

**Age:** 29

**Location:** Cleveland, OH

**Occupation:** Stay-at-Home Mom

Heather is a stay-at-home mom who goes out shopping for the house once a week. She prefers multitasking and brings her daughter with her almost everywhere she goes.

“ I am looking for a place to grab lunch for my daughter and I while shopping for the household.”

## FRUSTRATIONS

- Not being able to find specials or coupons upon visiting a website
- Having to navigate multiple tabs in order to find certain information

## PERSONALITY

Extrovert

Introvert



Sensing

Intuition



Thinking

Feeling



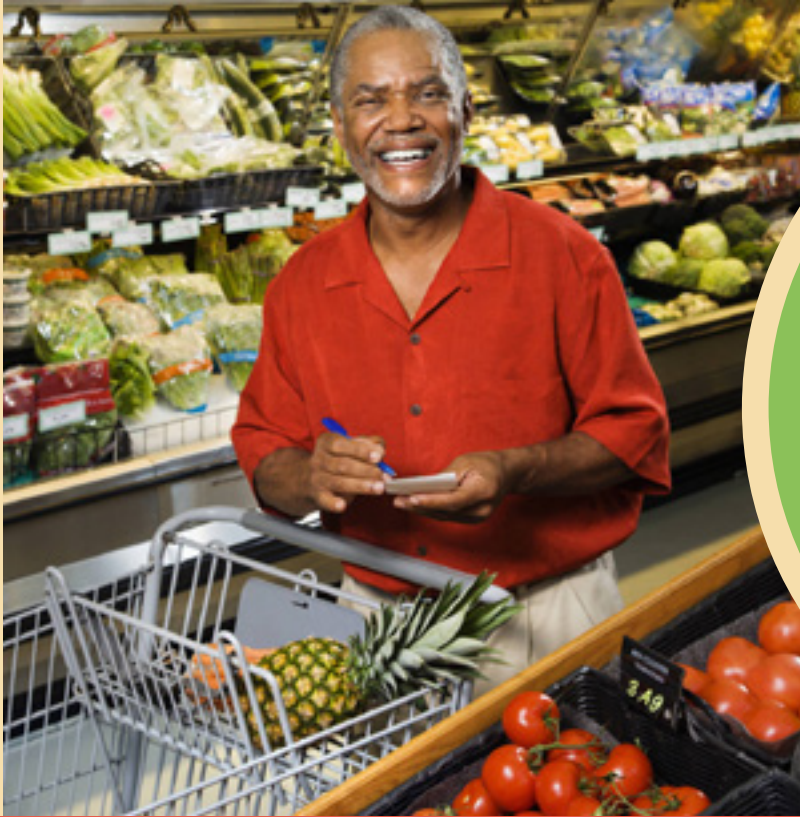
Judging

Perceiving



## GOALS

- Find everything needed in one stop
- Be able to order online for a quick and easy pick-up
- Be able to visit the store's website on a phone or tablet



## Leo Jones

**Age:** 61

**Location:** Cleveland, OH

**Occupation:** Retired

Leo is a retired business man who loves his kids. His favorite past time is cooking and he loves to watch the Food Network. His oldest is about to graduate college and wants to make it special.

“ I have big plans for my son’s college graduation party and I need them catered to! ”

## FRUSTRATIONS

- Having questions about catering orders and not being able to find contact information for the store
- Having to travel to the store just to order a party tray

## PERSONALITY

Extrovert      Introvert



Sensing      Intuition



Thinking      Feeling



Judging      Perceiving



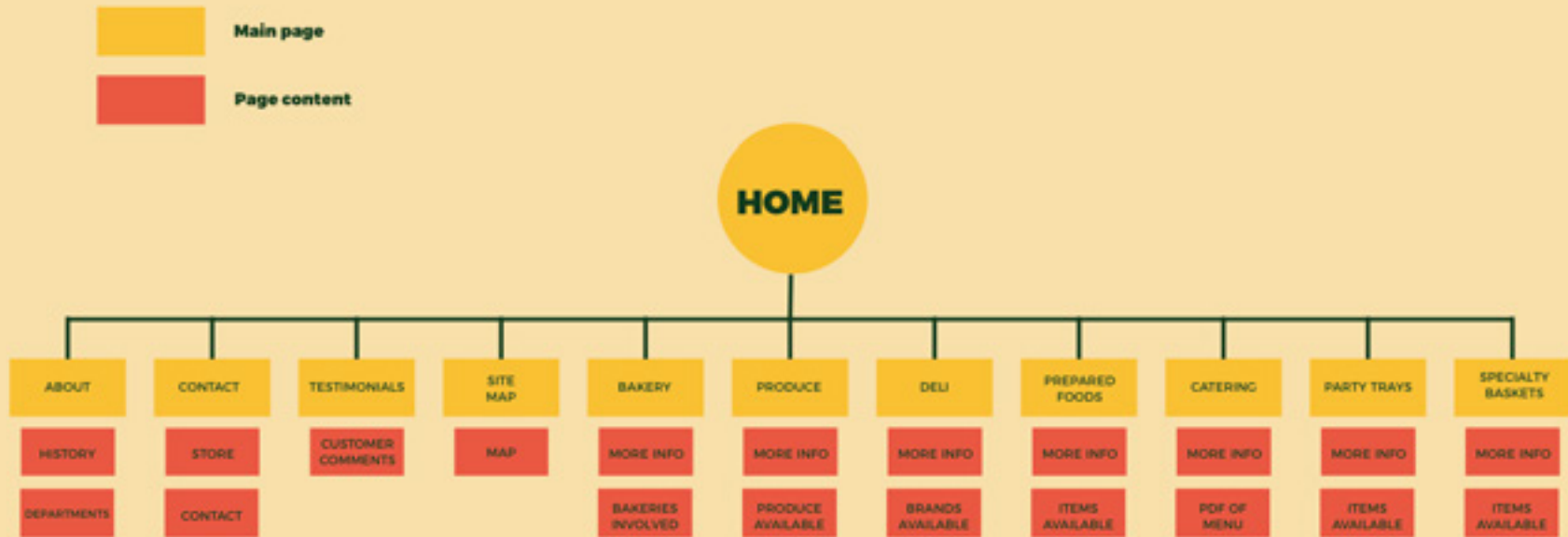
## GOALS

- To be able to order a large catering order online without any issues or frustrations
- Being able to see prices and pictures for catering items and dishes

# SITEMAP



# BEFORE:

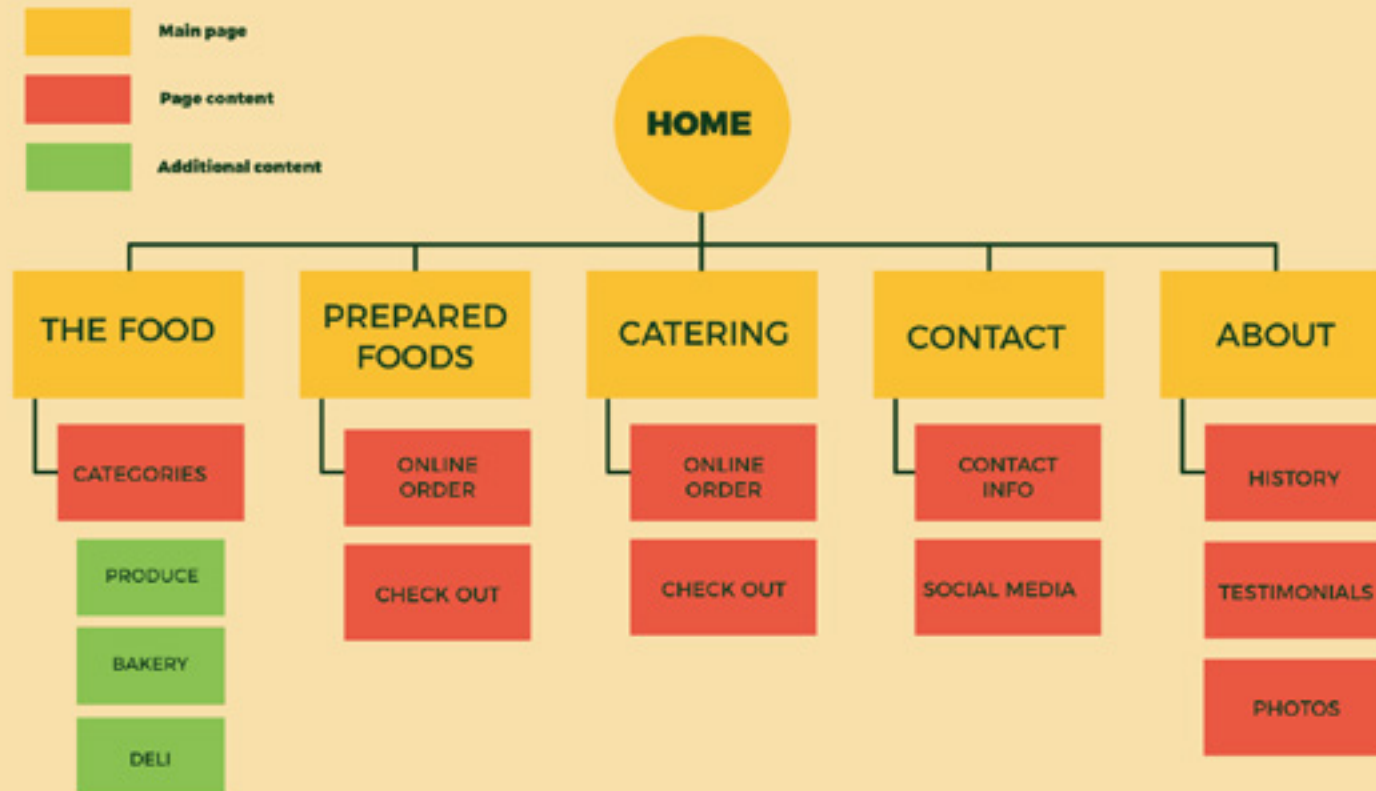


The original sitemap for Chuppa's Marketplace had top and a left navigation bar. Many of the tabs were unnecessary and could be condensed into a simpler fashion.

- Condense “bakery”, “deli” and “produce” into one single tab.
- The “specialty baskets” tab can be placed under the “catering” tab.
- “Testimonials” can be placed under the “about us” tab.

Having a few tabs with broader titles allows for more information to be placed under them and also allows for the user to be able to find what they are looking for easily without having to search numerous pages.

# AFTER:



In the reviewed sitemap for Chuppa's Marketplace, less tabs were used to hold the important pages of the website. The original site had 11 tabs and with the new optimization, only five tabs were used, all holding the same information as before.

Navigation-friendly websites are important because users will give up and leave the site if they cannot find what they were looking for in the first place, according to *Don't Make Me Think: Revisited*.

# WIREFRAME





Click the screen to view the UX of the mobile wireframe.

The mobile wireframe for Chuppa's Marketplace, the user can navigate to the menu from the homepage and select whatever page they need to go to. From the additional pages, the user can always go back to the menu.

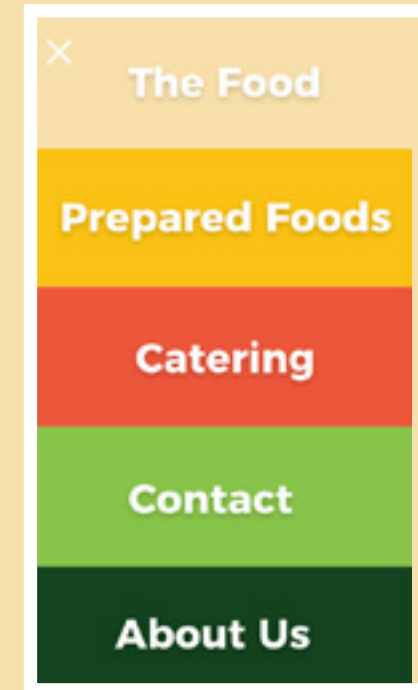
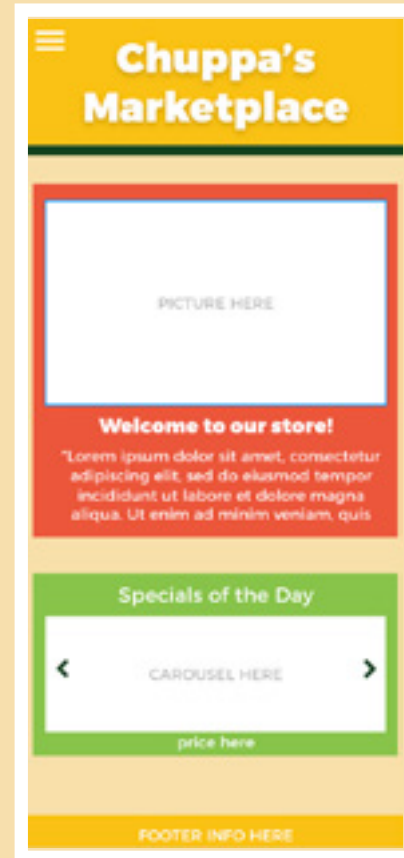
According to *Don't Make Me Think: Revisited*, home pages and the back button are important to a website because users do not have a sense of scale, direction or location.



# CHANGES MADE



# HOMEPAGE



The store's homepage was text heavy and there was not a central focal point to the site. Changes made included:

- Minimizing the amount of text on the page by having a small welcome image like the original, but only allowing a few lines of text under that image.
- Adding a plain colored background, which does not add unnecessary distraction.
- Turned the “soups and sandwiches of the day” section into an interactive carousel that would feature each of these specials with their prices labeled underneath each image.
- The navigation was also changed to condense it into broader sections of the site.

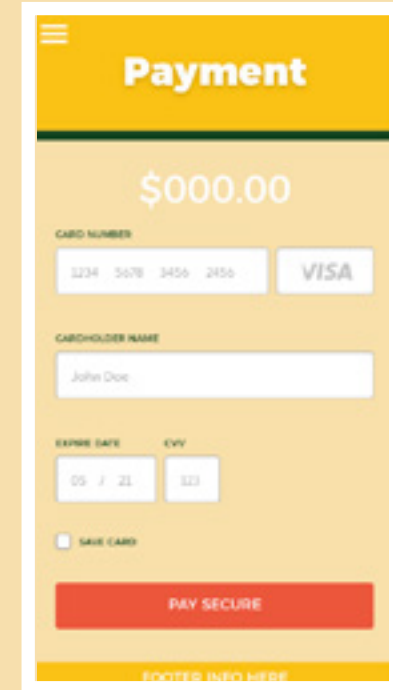
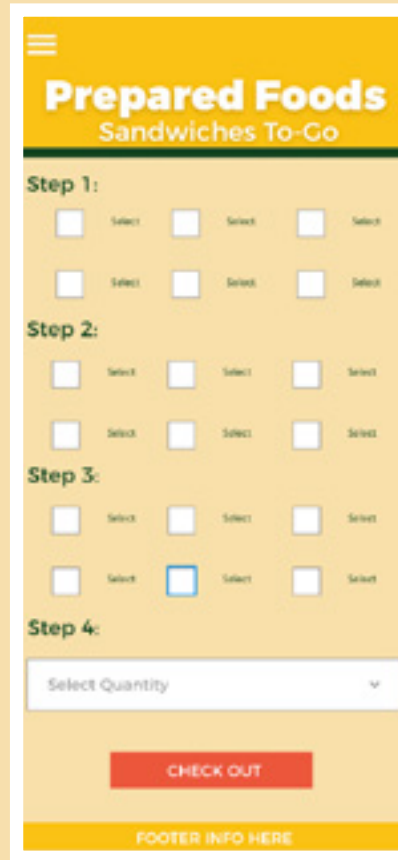
# THE FOOD



For the food portion of the site, the original had separate tabs for each “produce”, “deli” and “bakery”. Under each tab was just a list of the items they carried from each categories which was very text heavy and took up a lot of space on the web page. Changes made included:

- All of the categories of food were placed on one page which allowed users to navigated back and forth between each.
- Also, prices and brands were added for the categories to provide more information to customers.

# PREPARED FOODS



The “prepared foods” section of Chuppa’s website did not show much significance and it was very text heavy. Changes made included:

- Addition of an online ordering system for sandwiches, where each step would be to choose what items the customer would like on their sandwich plus the quantity desired.



# CATERING



Catering

Ordering Information

Name

Phone

Email

Scheduled Date

Delivery/Pick Up Time

Delivery Address

Line 1

Line 2

City

State

Zip Code

CHECK OUT

FOOTER INFO HERE

Payment

\$000.00

CARD NUMBER

1234 5678 9010 1234

VISA

CARDHOLDER NAME

John Doe

EXPIRE DATE

01 / 21

12/31

CVV

123

SAVE CARD

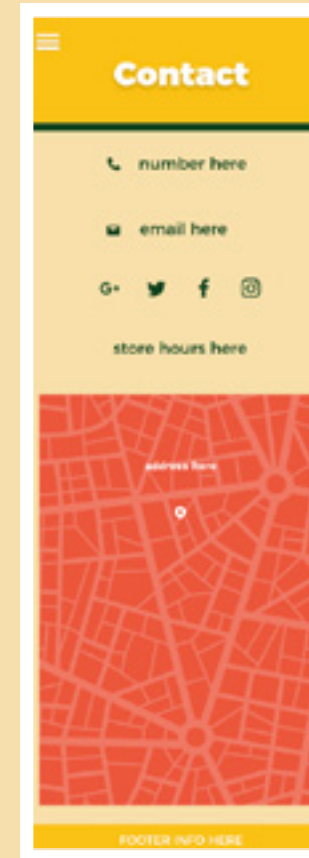
PAY SECURE

FOOTER INFO HERE

The catering page had all the right content, but the way it was shown was not aesthetically pleasing nor user friendly. Changes made included:

- The addition of an online catering ordering system which allows for the menu to be shown within that system rather than a .PDF being placed randomly on the page, such as before. This way, customers can easily order online instead of having to call in their order or travel to the store.

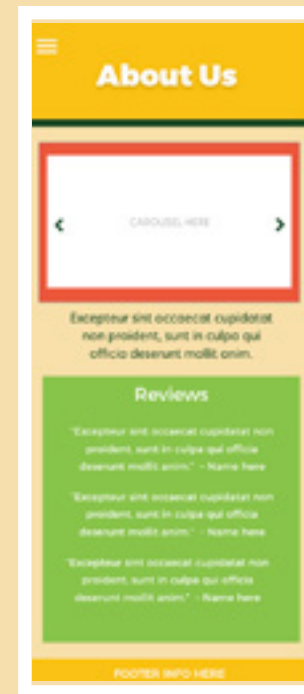
# CONTACT



On the contact page for Chuppa's Marketplace, not much change was needed. Most of the essential contact information was already there, but the changes made included:

- The addition of a map to help users locate the store.
- Social media buttons were added because that is also important for any store to have on their website and it allows the store to connect more with their customers.

# ABOUT US



Lastly, for the “about us” page, the store did a good job of explaining the history behind the company, which is important for a local grocery store. Therefore, having a text heavy page is okay in this sense. Changes made included:

- A separate content box for customer reviews and testimonials. The original site included this but it took up a large portion of the page.



# **DESIGN PROTOTYPES**



Click each screen to view the prototype on each device.

These design prototypes show the user experience of navigating “The Food” section of the website.

Upon navigating to this page, the user can select from “produce”, “bakery”, and “deli” and view prices and brands associated with each.

