Technical Report

Interaction Design CA (ixd)

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1 – Summary

In this report you'll find a description on how I went about creating a website for *Snug*, a company selling baby carriers. I've included some research and a detailed persona/storyboard section. I've also included a link to a working prototype made using [Adobe XD here.](#)

The website can be found on [snug.kstavem.no](#).

2.1 – Introduction

The delivery for the IXD-CA is to make an e-commerce website for *Snug*, a company selling baby carriers. Their primary focus group is new mothers looking for a way to have their hands free and lead an active life while child-rearing.

The main focuses of the delivery is use of ethical persuasive techniques, and to further implement our introduction to javascript, something I've personally focused a lot on.

Finding images of baby carrier products that are not copyrighted proved difficult, so all the images used from [unsplash](#) are as thematic as I could make them.

2.2 – Process

I began my process by looking at competitors' websites, noticing the style of their imagery and presentation of the products. Even though the size of my website is vastly smaller, offering a meagre 3 products, I found some inspiration on what information might prove pertinent to potential buyers.

Following this I browsed the popular copyright free image sites for images to present my content. Not surprisingly, images of empty baby carriers of different sizes, shapes and colours are not a popular theme unless you're an actual company making such equipment. The images therefore are quite similar in fashion, a parent and a baby out and about. I managed to find three different types of products and saved those for later use.

Next, I created a list of user goals and concerns for the website and made three personas that differ in everything from age, sex, marital status and relation to the would-be parent(s)/child using the product. I put together a quick scenario of each persona ordering SNUG equipment online and made a storyboard (images below).

SNUG© Baby Carriers

Versatile baby slings and carriers for children 0-4 year.

User goals:
- Buy a carrier apparel for their new-born.
- "Window shopping" for gift ideas, maybe for a baby shower etc.
- Find a baby carrier suited for a single parent.
- Find an equipment usable for many years (i.e., from infancy to toddlerhood.
- Find a baby carrier suited for hiking / long periods of carrying.
- Find out about SNUG© and if their products warrant the investment.
- Find out about product materials and safety for infants.

User concerns:
- Easily navigable website, don't want to get spammed with pop-ups etc.
- Shipping and warranty.
- Using website on mobile phone while on bus/train.

Personas:

Helena (22)
Occupation: Cashier.
Education: High school.

Goal: Looking for a baby carrier that is suited for a single parent, nothing too fancy with bells and whistles, she just needs to be able to equip it by herself.

Concern: As a single provider she is worried about her baby outgrowing the baby carrier, requiring a new purchase.

Adam (33)
Occupation: Lawyer.
Education: Higher education, law school.

Goal: Find a baby carrier suited for weekend nature hikes. Preferably one adjustable to fit both himself and his wife.

Concern: Wants a proven brand that can confirm they use safe materials.

Gunnlaug (69)
Occupation: Retired.
Education: Nurse.

Goal: Wants to buy a baby carrier for the soon to come granddaughter, the child of her son and daughter in law. Needs the item delivered before this weekends baby shower (3 days).

Concern: Doesn't own a computer, so needs to access the website through either phone or tablet (user friendliness appreciated).

Storyboards:

Story 1:

Helena is a single mother of one and has discovered that two hands is not enough if you want to get anything done during the day. She has decided to get a simple baby carrier that will fit her baby boy as he grows. She visits the webpage of SNUG© and immediately sees an image of a baby sling she can tie around her upper body and rest her little one in. She clicks the product page, and sees the sling advertises as being fit for infants and toddlers (0-3+ years). The promise of several years of usability convinces her that this is a worthwhile investment, and that an upgrade to a sturdier carrier can wait until her boy is a bit older. Helena orders the SNUG© Baby Sling, success!

Story 2:

Adam is a married father with a new-born girl. He and his wife lead an active lifestyle, but after the baby was born there hasn't been neither the time nor the energy, or even equipment, to partake in the great outdoors. In a fit of a mixture of sleep depravation and inspiration he visits SNUGs© website looking for anything to remedy his equipment problem (the others will have to be fixed on a more personal level). To his excitement he discovers that SNUG© has a sturdy outdoorsy baby carrier fit for both new-borns and toddlers alike. He clicks on the product, gets taken to the product page and puts in an order. Success!

Story 3:

Gunnlaug, a retired nurse and grandmother to-be, is on the hunt for a present for the upcoming baby shower of her son and daughter in laws child. While clicking through a website on her tablet that gives ideas for good baby shower presents, she sees a post about SNUG© baby carriers. Clicking to the SNUG© homepage one thing immediately catches her eye – the *one size fits all* description of one of the models. Picturing her almost 2m tall son with his almost two heads shorter wife, the product seems ideal. She then notices that there's 12 minutes left for her order to be shipped *the same day* and starts the check-out process without further thought. Job done, success!

The process of creating personas and putting them through the activity of ordering an item based on their preferences and concerns gave me a better overview of the project as a whole. It spawned a myriad of ideas on how to both present the business and it's products and how to persuade visiting customers to actually complete the purchase process, and hopefully either re-visit or suggest the product to others.

With the more research heavy part of my project done, it was time to start actually designing something. The page was, per the assignment, to have a home page and a page for at least two products. A way for customers to order said product could be either on the product page itself, or on a separate page. With relatively few pages total, the site hierarky became rather self-explanatory. In total I have 4 pages: Home, Products and Order are all accessible through the navigation, and each product has a more detailed page accessed through image links and CTA's around the site.

Having worked more with javacsript recently I decided to write a quick JSON database of three different products. The information in the database is used to create a product page with all products displayed as individual links to a more detailed page. This page is dynamically built using the product id from the link. This detailed page

has all the product information, as well as a select menu for quantity. Clicking the order button takes you to the checkout page, passing through the product id and quantity selected.

I made a fully working prototype in Adobe XD, with all the different products available, and layouts for all the pages. When coding the page later on I of course made some minor changes, but the final product looks more or less identical. Link to the prototype here: Snug Prototype.

The HTML and CSS part of the coding didn't offer too many challenges, and most of the style classes on the page, especially for layout, have been re-used on all the different pages. Looking over my final github repository, almost 50% of the code turned out to be javascript. A lot of it is functionality and click-event-handlers, but for one page in particular (detailed.html) it's building the entire innerHTML of the product display. When I later on was making the order page, which also is populated by a lot of product information, I hardcoded the layout mostly in the html-file, and used javascript to change the values or text of certain sections. Having tried both ways of coding it, I definaltey prefer the latter, especially for a densely populated element on the page.

I learned a lot about workflow and a few pitfalls to avoid in the future, but one key takeaway has been the use of dispatching events. When dynamically building the entire innerHTML from scratch, trying to apply click-event-handlers to non-existing elements of course crashed my application. Learning how to dispatch an event when the HTML is ready, then having an eventlistener for that event creating the click-event-listeners I needed was very enjoyable. Especially when it finally worked (shoutout to Oliver Dipple).

I would also like to mention that all the code is scaleable with a larger database. At the moment there are only 3 products, hence why I display the same products over and over on the product-page. The only changes would be to the elements displaying on the frontpage maybe being limited to the 3 top sellers, and the "customers who bought this item also viewed"-element not having EVERY product displayed.

Functionality-wise, the order-page was the most intense. It correctly updates the name/price/image of the selected product from the dropdown menu, and also correctly updates the total price depending on the quantity selected. Finally, if the order-form is submitted correctly, the order confirmed message also displays a donation amount given to UNICEF based on the total price (not accounting for discounts, the kids deserve the full donation!).

Finally, I'll talk about the persuasive techniques I've applied on the website.

On the landing page you'll immediately see a CTA for Snug's best selling item, the *Snug Baby Sling*. This CTA is positioned over a banned showing a parent using said product. Next on the page there's a product review / endorsement from Helena, a happy customer that wished she'd known about *the sling* when she had her firstborn.

Up next on the front page is a quick display of products, one which is on sale. Clicking to the product page will show the retail price crossed out, and replaced with a new price and a sale percentage. Each product page also has a countdown (technically not counting down, as I didn't have time to dive into that whole mess of javascript in this project). The timer counts down in green, promising that the product will be shipped today if you order before a certain time of day. If the time has passed, this element wouldn't be displayed at all (I wouldn't put it in red mocking the customer for being 2 minutes late to get their item a day earlier). Each detailed product page also has a link to other products that customers has bough (As mentioned earlier, I only bothered with 3 products in my database, so forgive the repetetiveness of my small site).

Also, on all the pages, there's a mentioning of UNICEF, and how Snug donates 5% of every purchase to charity. When you confirm your order, I congratulate the customer on their purchase and also further strengthen that feeling by showing the amount the company has donated to charity on their behalf.

Another, final piece, is that the website is not overcluttered with choices. The customer isn't bombarded with information, but rather led elegantly from page to page, with the choices more or less already made for them. Success!

2.3 – Conclusion

I really enjoyed this project and work flow. Enhancing the research to also include focus groups and writing personas/storyboards and see what expectations and concerns I should keep in mind while designing a website helped a lot. I had a much better understanding of the project before I sat down and started the actual code work than I have had on any other projects.

3 – References

https://www.babybjorn.com
https://www.babylist.com/hello-baby/best-baby-carriers
https://unsplash.com

All pages visited the week of 06-14-2021.