

Project Report-Out & Lessons Learned

Team Name and Members

Team Strawberries:

- Zhimu Li
- Arika Pasha
- Nisarg Shah

Project Sponsor

Tim Maciag

Business Need and Opportunity

The food bank would like to implement an easy-to-use application that allows users to create accounts, answer a short questionnaire, sign in and proceed to book hampers. We have the opportunity to develop a solution that allows users to book hampers 24/7. This significantly decreases the call drops and thus, results in more people with food insecurity being assisted by the food bank. It will also make the phone operators less stressed and they will only get calls from the users experiencing trouble, or the users who find it difficult to use the online application. Overall, it will be beneficial for both the food bank and the customers.

Reflections on Project Planning

North Star Customers: Customers who are facing food insecurity

Carryover Customers: The Phone operators and Employees

Assumptions Made:

- We cannot use anything other than WordPress.
- It is easy to replicate our designs on WordPress.
- We must deliver an MVP by the end of the term.

Constraints Uncovered:

- The major constraint was time as it was very limited.
- It is almost impossible to replicate our prototypes on WordPress.
- Functionality of plugins was restricted.

- Switching to new designing software as Adobe XD would not allow team to collaborate in free version.
- Communication between the team and client was very limited.

Summarize key findings from affinity diagramming, empathy mapping:

With the help of affinity diagramming and empathy mapping, we were able to discover ideas and prioritize them accordingly. We were able to learn that with the old process of booking a hamper through Regina foodbank was not only tedious but there was no way to track their package. Moreover, the old booking method using phone was disliked by both Regina foodbank and the customers who used it as it raised other concerns like call drops. The empathy mapping helps us to know more about the potential audience. Until the end of the project, we kept referring back to empathy map as it gave us a clearer sense throughout the designing of the friendly user interface by trying to eliminate the pains in the process. Further, the affinity mapping gave us a clear story and because of the that we were able to understand the core of the story and where our focus should be. It is quite surprising that affinity diagram and empathy mapping were just a stepping stone of the project but we referred back to these diagrams' countless times with every iteration.

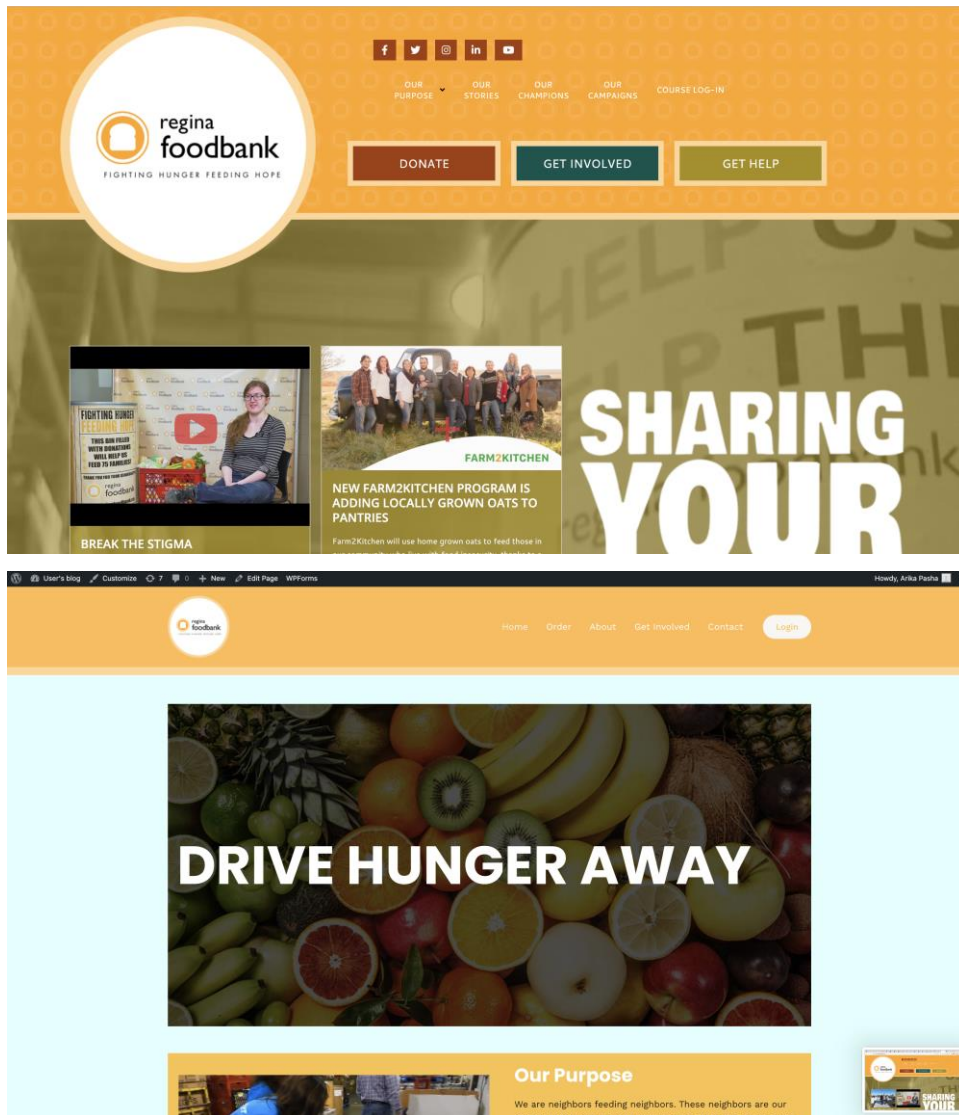
Discuss initial & evolution of your USM/MVP (why is what you produced an MVP?)

Initially our user story map was very much like our final product. It focused on a lot on the task that user is going to execute with a good narrative flow. After the first activity checkpoint and meeting with John, we were able to refine more of our tasks and take out the ones which were not needed for MVP. By the end of the term, we were able to achieve most of the tasks that we proposed for our MVP. MVP's that we had in our story board are the most important tasks that are needed to be executed in order to use the website and solve the problem.

Summarize prototyping activities and findings. Ensure you discuss how your team linked design ideas back to a minimum of three topics discussed in class relating to people-centred design (affordances, gestalt, constraints, etc.)

The new knowledge that we learned from this class about affordance/gestalt/constraints definitely helped our team in prototyping. We all made our prototypes on our own and did some brainstorming and came up with a prototype that could be shown to the customer. For our high-fidelity prototype since, we know that we were building a part that could be integrated into existing foodbank system we made sure that we follow foodbank's colour

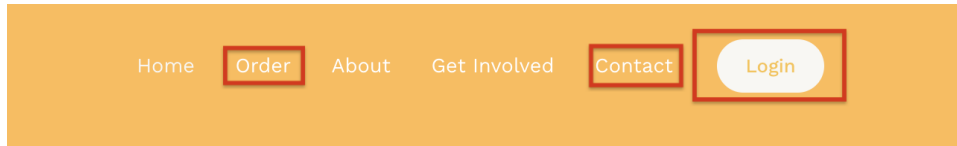
pattern and standard icons. As shown in the following images, the first image is the Food Bank's website and the second is ours:



The advantage of following same colour pattern and layout makes it easier on user to adapt to the website and carry out their task efficiently. Having Lo-fi prototypes ready before High-fidelity prototypes made it easier for us to layout the information on each page. As everything we did for this project was quite related to what we learned from the class, some links that we could make with the class would be as follows:

- **Fast Feedback Cycle:** We utilized fast feedback cycle as it helped us to ensure a fast development environment and also make sure that we are not missing on any major functionality. Here, the feedback was taken from group members.

- Discoverable: We made sure our users can carry out tasks efficiently and adapt to our site and no special training is required for carrying out tasks. All functionality is easily reached from the menu, as shown below:



- Affordances: We have used buttons and icons to provide different instructions and help user to carry out their task.

Reflections on Project Result

Summarize how you felt about this project (likes/dislikes):

According to the experience and final result of our project, our group liked this project. The reason why our group thinks this project is helpful and educational is the point that Don Norman mentioned in his speech: that traditional education only teaches student craft of design and most of the best designers were not trained to design, but they bring the wide range understanding to their designs and it makes their designs great. That is about the complex social-technical system we need to learn; it can make our design relate to the real world more. In the process of this project, our group had a real chance to communicate and discuss about feedback with client. The whole project simulated a situation that all software engineers might have in future, working with others who are familiar with and trying to understand detailed requests from a client who do not know software much. It was an interesting challenge for all new software designers. Based on the result of MVP that our group created for demo, we think we did pretty good job on that.

Summarize what went well during the project:

During the project, our group had a flexible working environment for all members. Because of this, all of us could easily share our own opinions and separate our individual duties and responsibilities. We would work individually, but then combine all works together during our meetings. For example, in our activity 3, our group actually created two different desktop version high fidelity prototype respectively on Adobe XD and Figma. However, because Adobe XD cannot allow two users to work and edit on same project together, our group had to mix up those two versions and we did really good job on activity 3. On the other hand, all of our group member had tried to use the original Food Bank website to base our design on

before we started to design our own project. This experience of having a customer, like John, helped a lot for our team designs, it made us understand some potential requirements and insufficiency that our group needed to consider during the process of design.

Summarize what went not well during the project:

Although our group did well on this project, there were still some processes that need to be improved. First of all, lack of communication is our primary problem for our teamwork. Because all members had at least two major projects to implement in this semester, we decided to only have a meeting once per week. For this reason, sometimes our group was working on the activity at the very last date and progress could be very slow. Secondly, most of our works referred to the original website of Food Bank and the desktop version demo is based on mobile version, so some parts of our designs are not creative and not suitable to display with full screen. However, we changed some designs after activity 3 to make the prototype much better than before.

How successful was your team and translating prototypes into WordPress reality?

In our activity 4, it was mostly successful when we tried translating prototypes into WordPress reality. Even though we were working with the free version of WordPress and there were many limitations to certain functionalities that were extremely hard to implement, we still found other plugins to replace the original plan. And we actually finished and completed all requirement and functionalities in the plans. Our final WordPress site did not look exactly the same as our high-fidelity prototypes but it was close enough and had all the same functionality we needed.

The people-centred design ideas:

1. “Design is not making pretty things. Design is a way of thinking.” This was the principle for our group when making the design. We did not use too much. The UI and interface of our final demo are very simple to understand and most functionalities are introduced on our home page, because we think it is best to help users.
2. “You are not the user.” For this reason, we tried to use the Food Bank’s website as our base and made improvements based on user experience and requirements.
3. “Muddling through” is another important idea we used in our design. We made a lot of changes to our high-fidelity prototype. In our opinion, we created a great balance between simplicity and complexity on final demo, because we deleted most unnecessary interface and contain all useful functionalities in our final project.

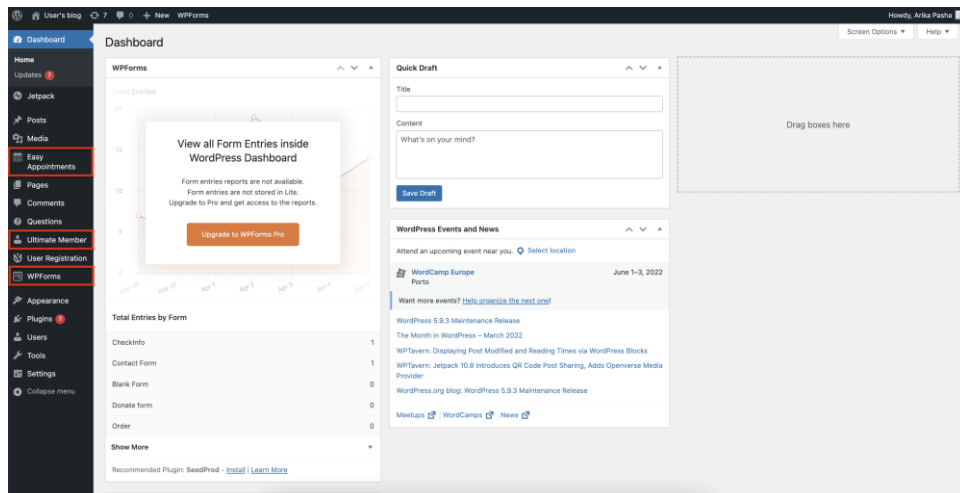
What would you do the same on future projects?

On future projects, we will collect some user experience and feedback before designing. Because every member could have many ideas and not all of them are suitable and reasonable for the project, the user experience and feedback will help us make better decision that will conform to the requirement of reality. However, as a team, we need some better communication plan for each different period of progress. The better communication and understanding between each member can effectively help organize the development processes in the future. All in all, Adobe XD and WordPress are very interesting features and tools we could use in future software design, it is much easier to create an MVP demo than coding with html and JavaScript. A good designer should not be limited by the features they have.

Opportunities and design ideas for future work:

1. The UI should be a primary focus. Most customers do not like the “learn how to use it first, then try it later” method. They want a software they can directly implement, so it is easy to understand most of the functionalities right at the start. So, UI can play an important role in introducing and guiding the user. Being understandable and useful is a critical part of developing software.
2. A helpful support functionality for our software. In some groups’ project demos, they created an AI chatbot on pages to answer some customers’ common questions. It is a brilliant idea. Because we are not users, users may struggle with some simple problems and a helpful support functionality like chatbot will increase the utility for users.
3. The fast feedback cycle will help software satisfy clients. For example, in activity 2, John clearly mentioned that we need to add a functionality to allow customers choose the amount of hamper. But in activity 3, he changed his mind and told us the Food Bank will decide the amount of hamper for each order. Because of feedback cycle, we have chance to change our demo to satisfy the client’s requirement.

WordPress Themes and Plugins



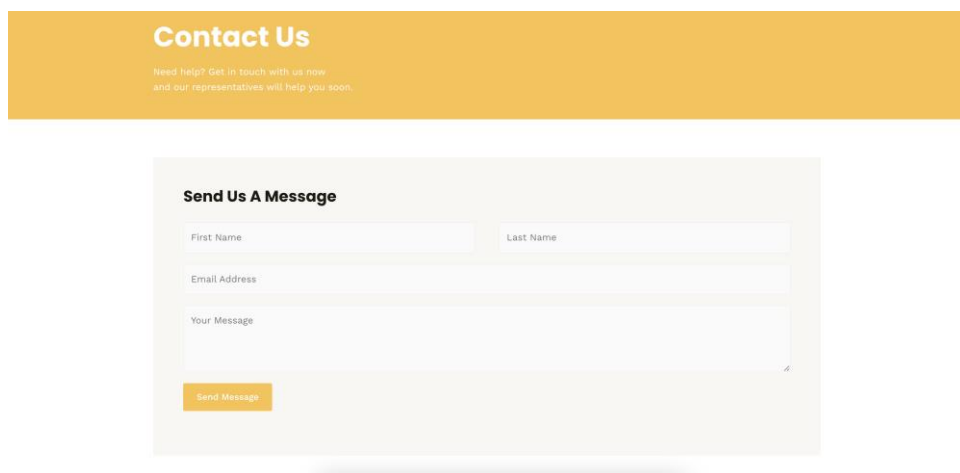
Name: WPForms Lite

User Rating: Based on 11,292 ratings, it currently has a rating of five stars

Last Updated: 4 weeks ago

Active Installations: 5+ Million

What it does: Creates simple and easy to use contact forms. As shown below, taken from our contact page:



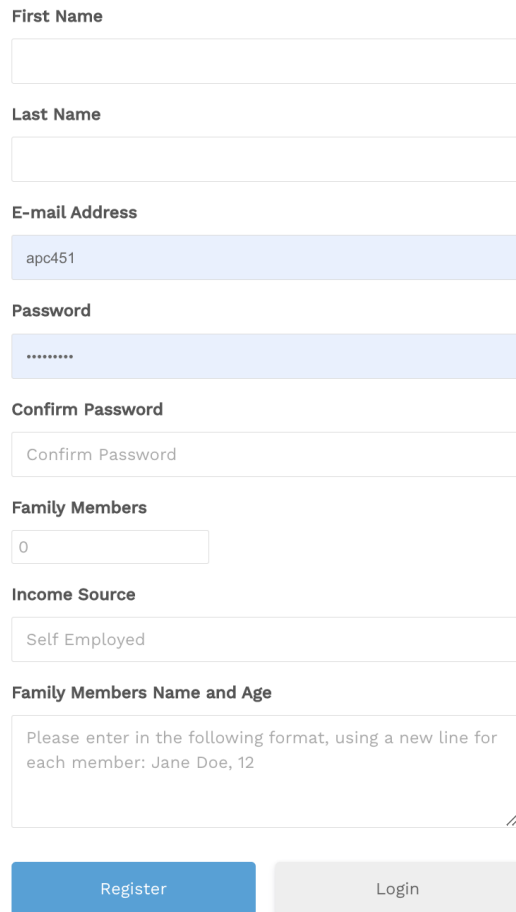
Name: Ultimate Member

User Rating: Based on 1,338 ratings, it currently has a rating of four and a half stars

Last Updated: 2 months ago

Active Installations: 200,000+

What it does: Creates simple user signup, login and member profiles. The forms were very easy to edit and include all the required information we needed. As shown below, taken from our registration page:



A screenshot of a user registration form. The form contains the following fields and sections: 'First Name' with an empty text box; 'Last Name' with an empty text box; 'E-mail Address' with a text box containing 'apc451'; 'Password' with a text box containing seven asterisks; 'Confirm Password' with an empty text box; 'Family Members' with a text box containing '0'; 'Income Source' with a text box containing 'Self Employed'; and 'Family Members Name and Age' with a text box containing the instruction 'Please enter in the following format, using a new line for each member: Jane Doe, 12'. At the bottom of the form are two buttons: a blue 'Register' button and a grey 'Login' button.

First Name

Last Name

E-mail Address

apc451

Password

Confirm Password

Confirm Password

Family Members

0

Income Source

Self Employed

Family Members Name and Age

Please enter in the following format, using a new line for each member: Jane Doe, 12

Register

Login

Name: Easy Appointments

User Rating: Based on 118 ratings, it currently has a rating of four and a half stars

Last Updated: 1 week ago

Active Installations: 30,000+

What it does: Allowed us to add a simple booking appointments system to our site. As shown below, taken from our order page:



Order Your Hamper

April 2022

Mo	Tu	We	Th	Fr	Sa	Su
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
10:00		10:30		11:00		11:30
12:00		12:30		13:00		13:30
14:00		14:30		15:00		15:30
18	19	20	21	22	23	24
25	26	27	28	29	30	

Personal information

*Fields with * are required

Name *