

# $\alpha$ -Sauce

## Final Design Highlights

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# Contenuti

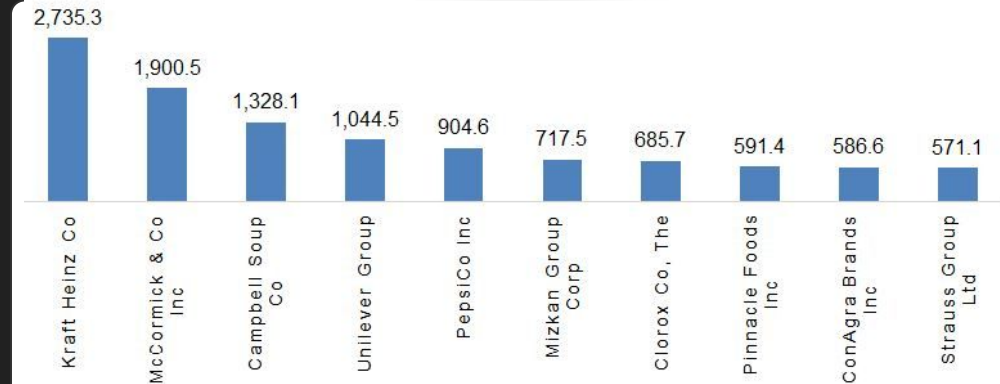
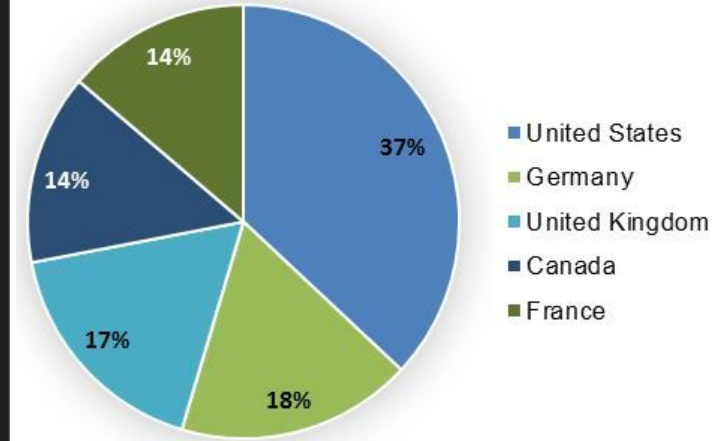
- ▶ Introduzione
- ▶ Ethnographic research
- ▶ Blueprints
- ▶ Wireframes
- ▶ Conclusioni

# Introduzione

- ▶  $\alpha$ -Sauce: extreme customization di salse
- ▶ Scelta di ingredienti, preparazione e imbottigliamento, acquisto, condivisione e ricerca ricette
- ▶ *Heinz.com* carente in:
  - ▷ Search
  - ▷ Navigation & IA

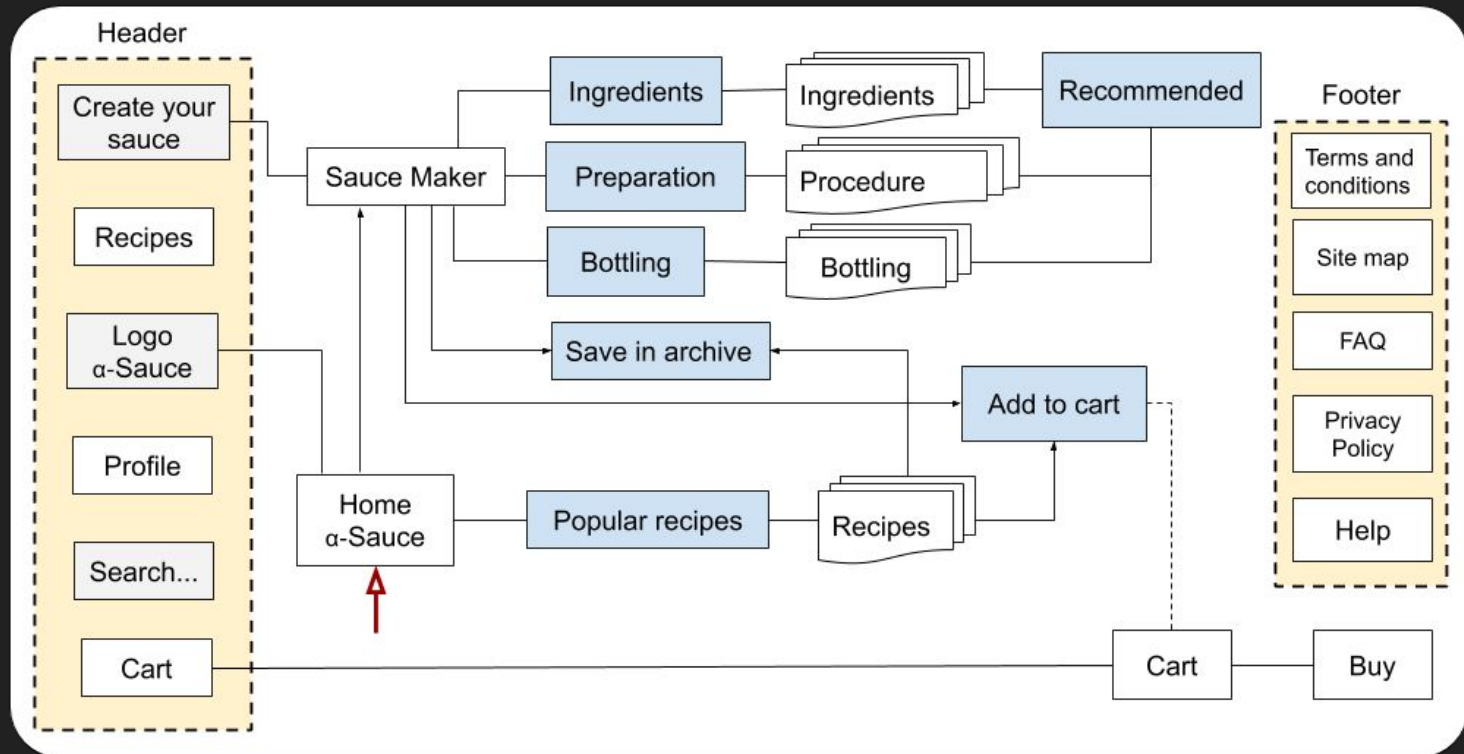
# Ethnographic research

- ▶ Cultura Anglosassone (zona atlantica)
- ▶ Old Millennials esteso, 25-60 anni
- ▶ Reddito medio-alto
- ▶ Caucasici o afroamericani
- ▶ Coste degli USA e città metropolitane dell'UK
- ▶ Vita sociale attiva
- ▶ Esperienza o interesse in cucina (anche minima)
- ▶ Istruzione e figli fattori non discriminanti



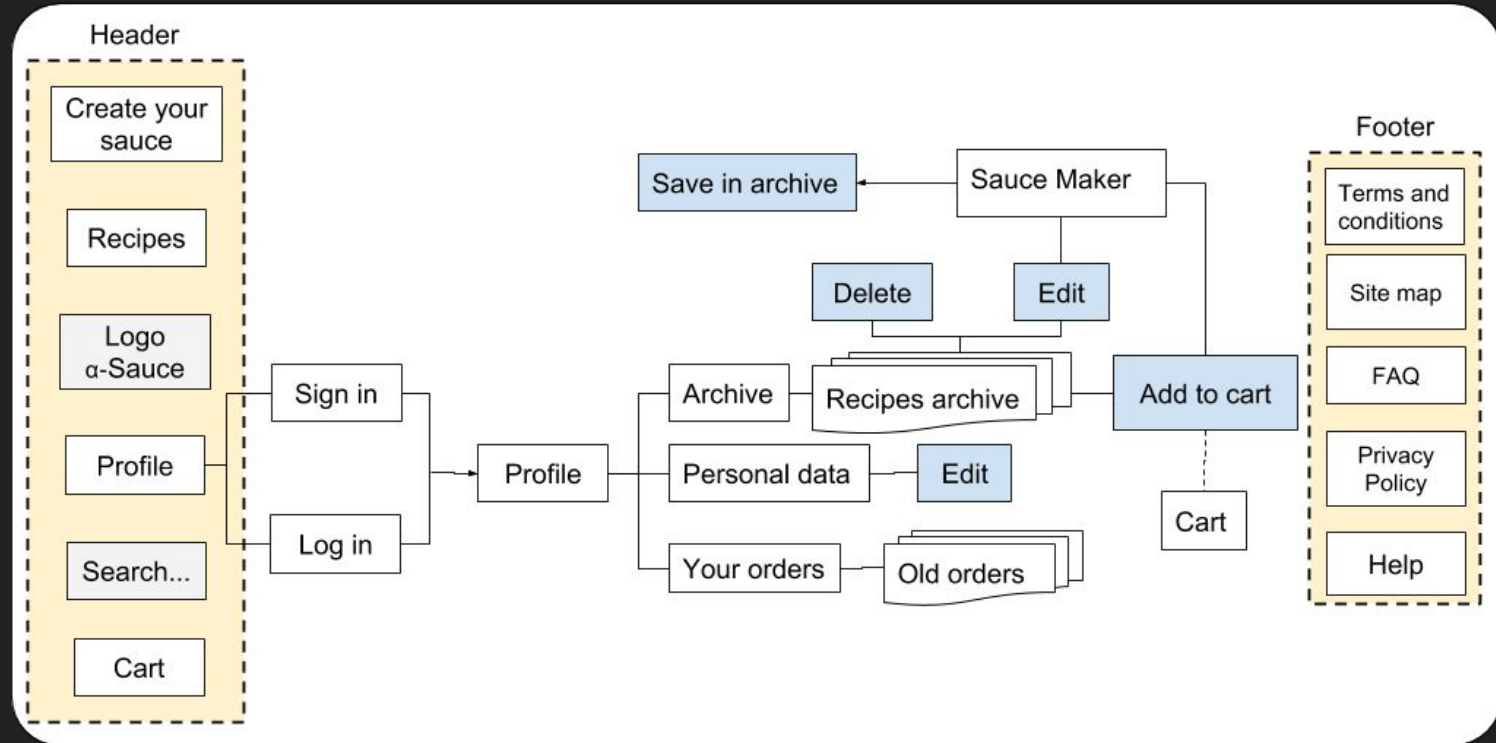
# Blueprints

## Creazione salsa



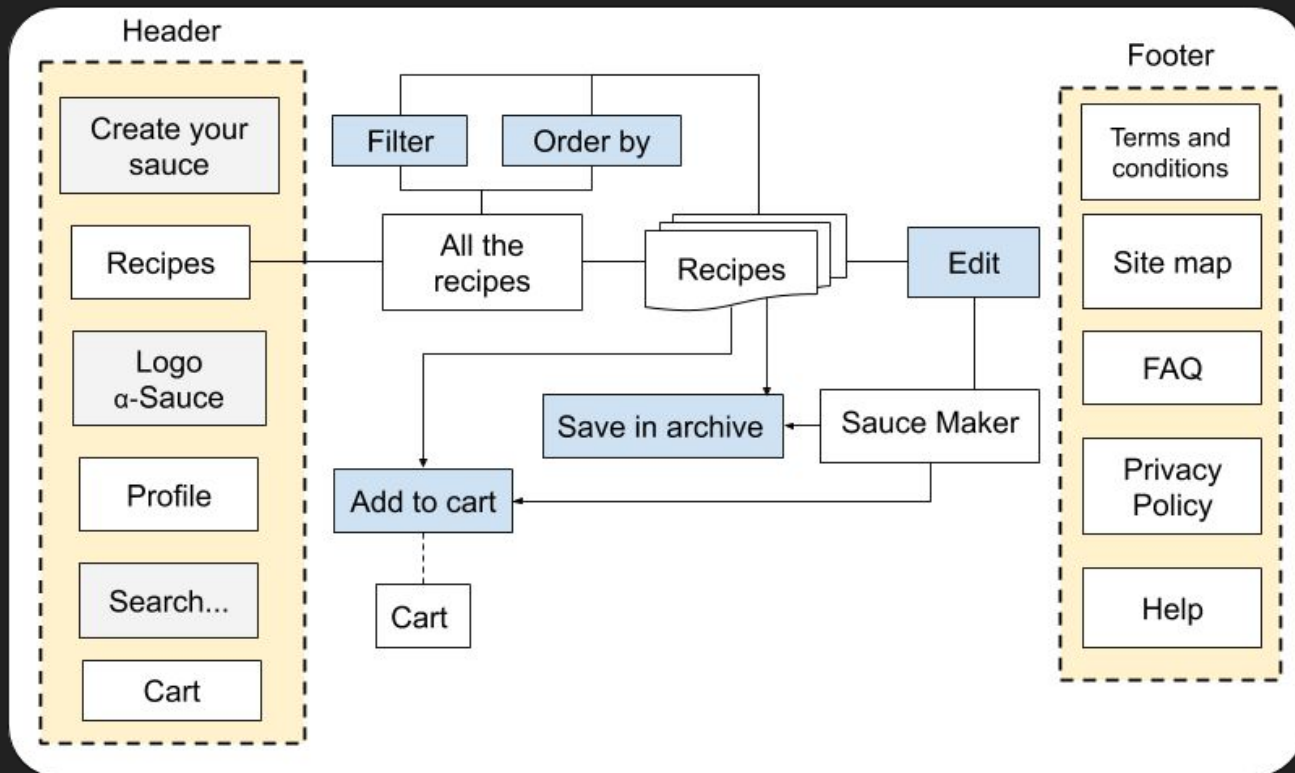
# Blueprints

## Profilo



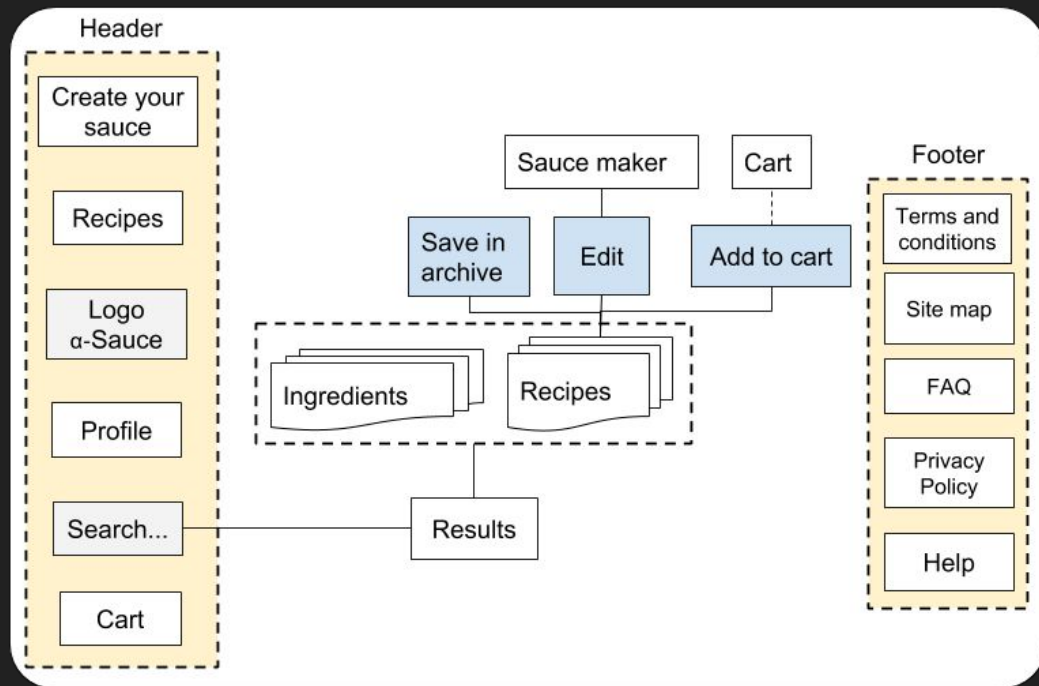
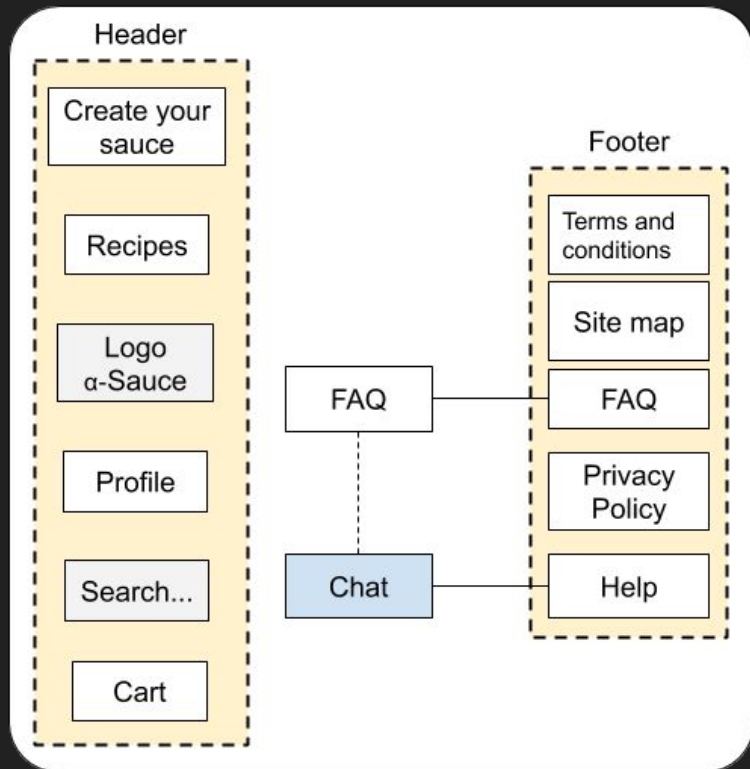
# Blueprints

Ricette



# Blueprints

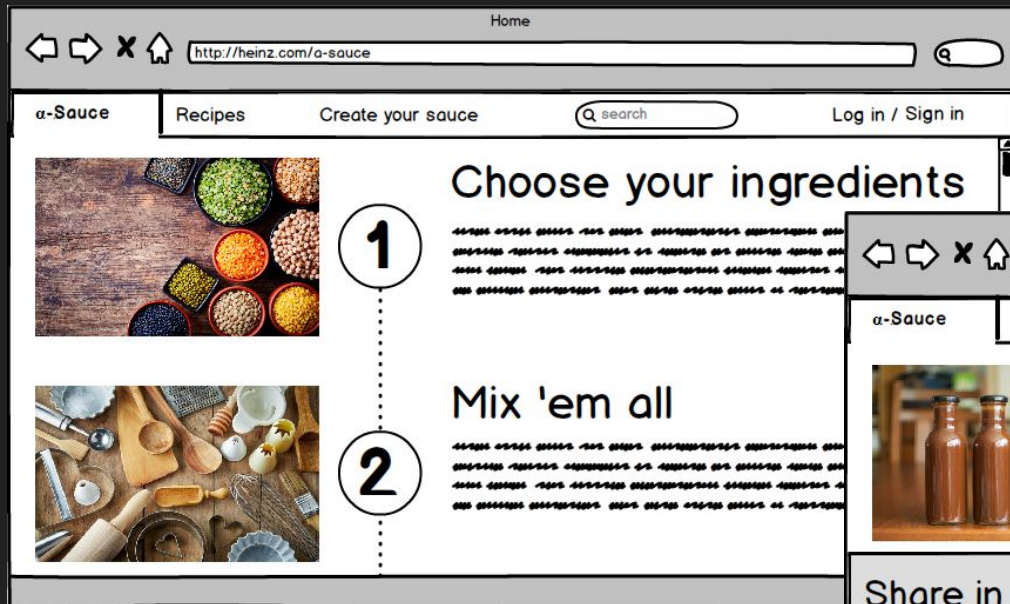
## Supporto e Ricerca





# Wireframes

## Home



# Wireframes

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username

password

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### Sign in

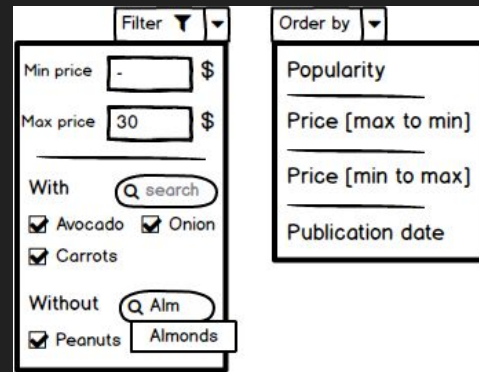
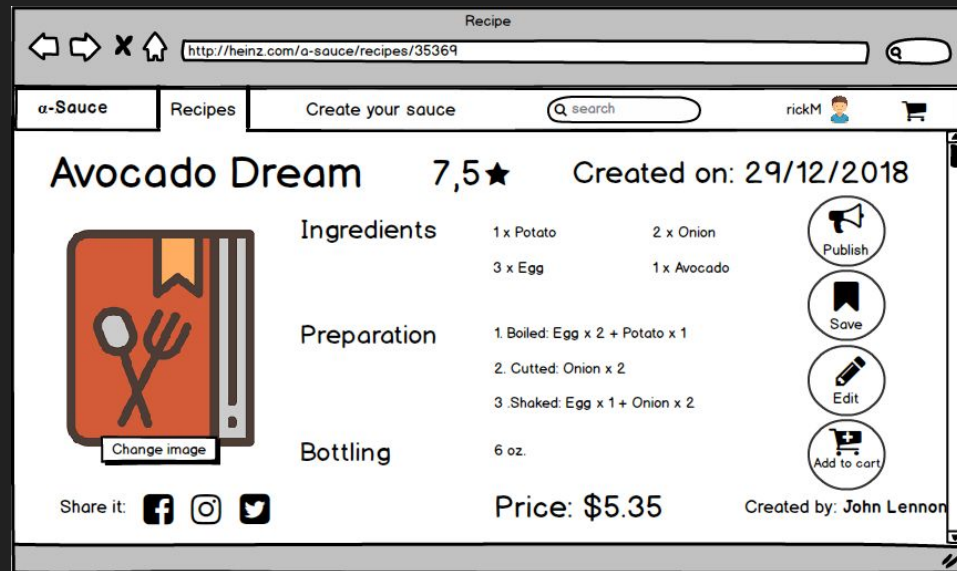
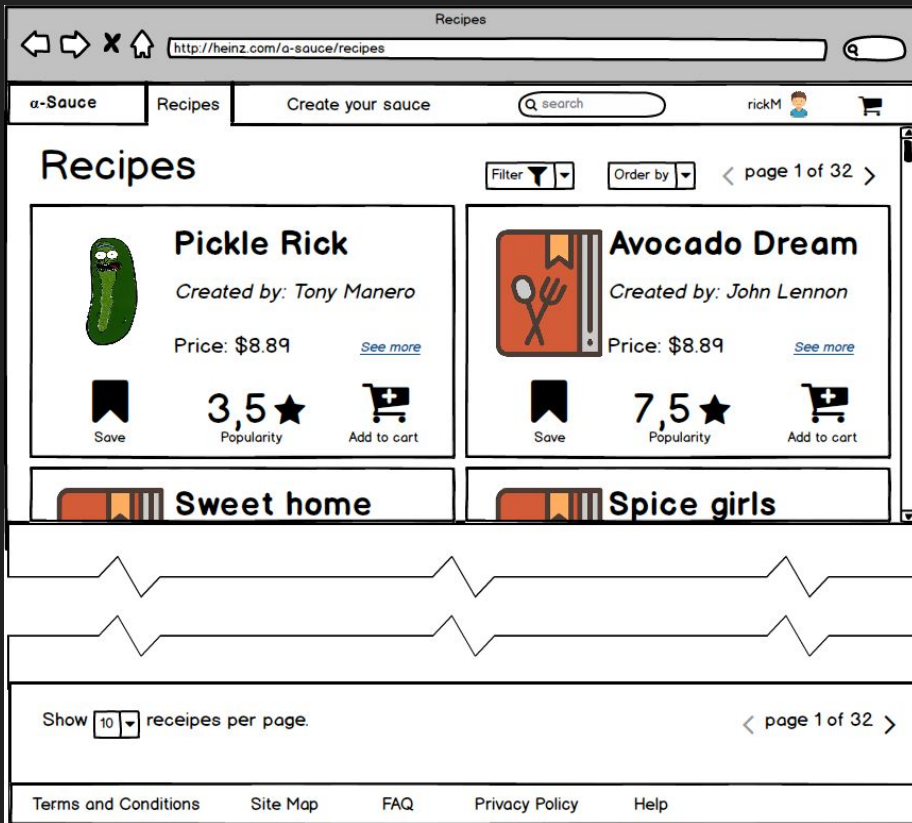
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surname	<input type="text" value="Marshall"/>	city	<input type="text" value="Baltimore"/>
email	<input type="text" value="richard.marshall@gmail.co"/>	postal code	<input type="text" value="21211"/>
username	<input type="text" value="rickM"/>	state / region	<input type="text" value="ML"/>
password	<input type="password" value="*****"/>	country	<input type="text" value="USA"/>
repeat password	<input type="password" value="*****"/>		

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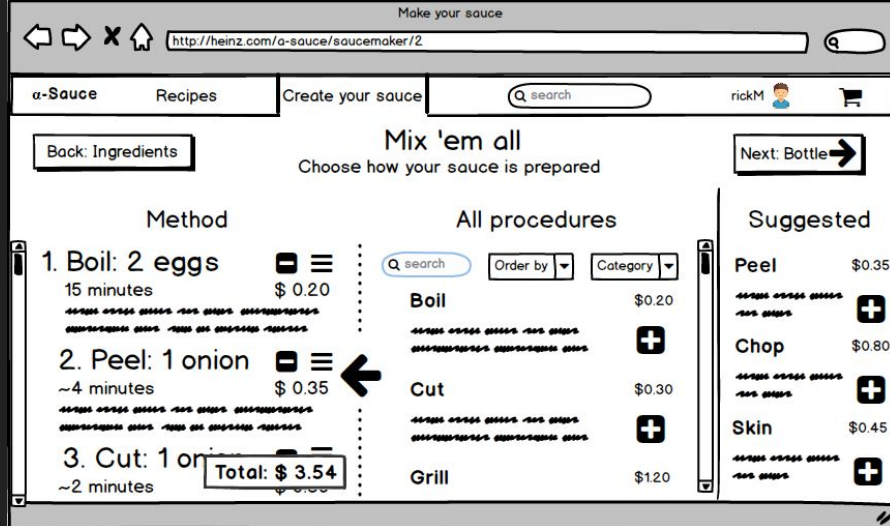
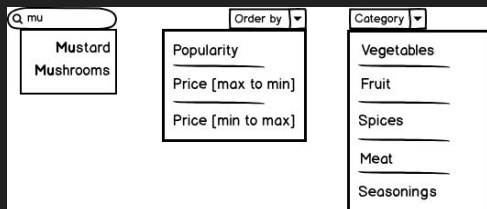
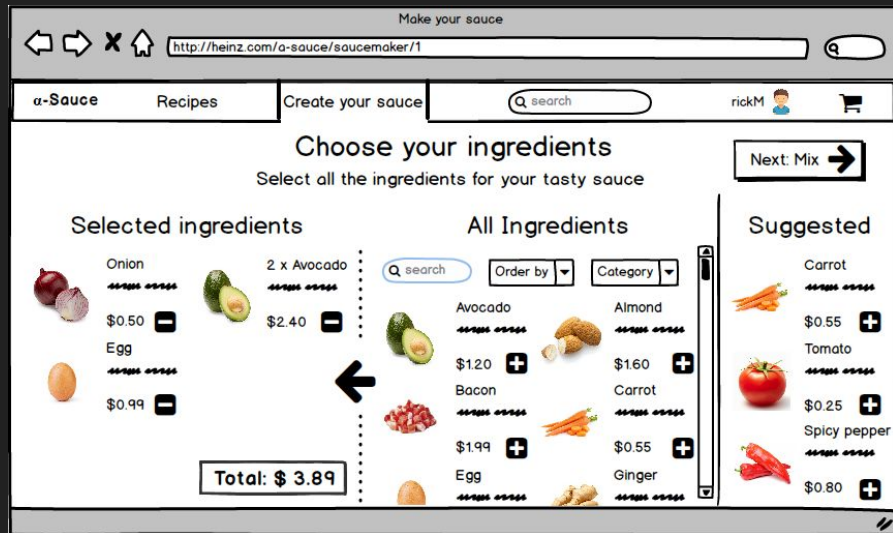
# Wireframes

## Recipes - Recipe



# Wireframes

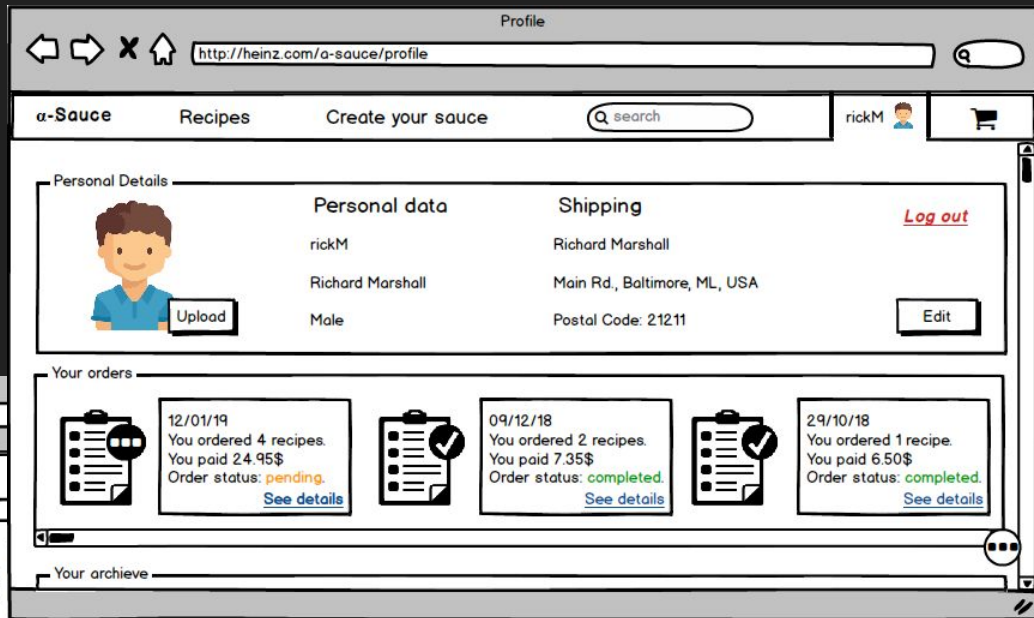
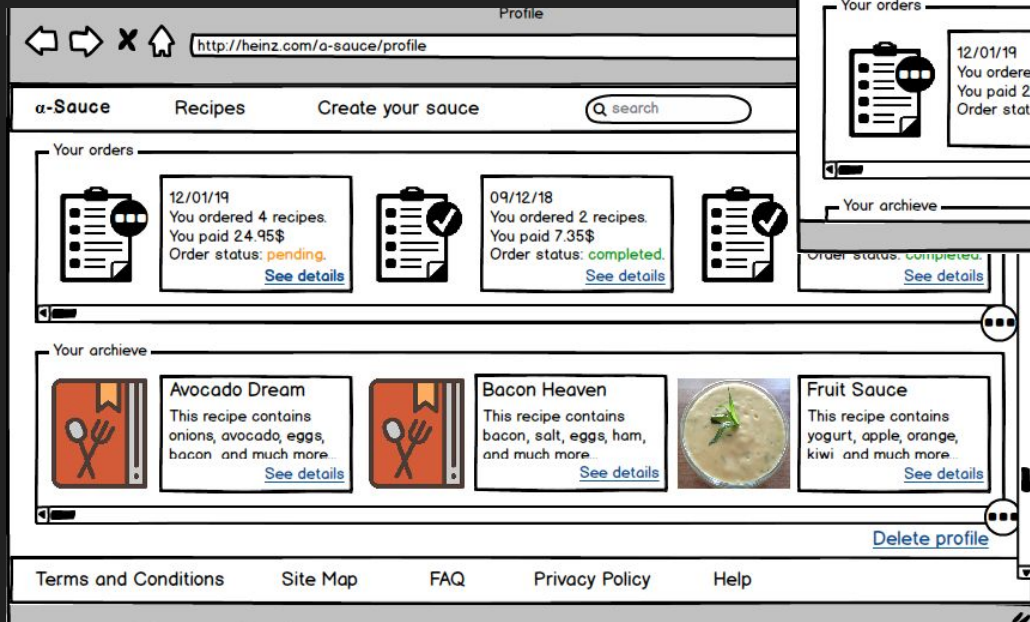
## Create sauce





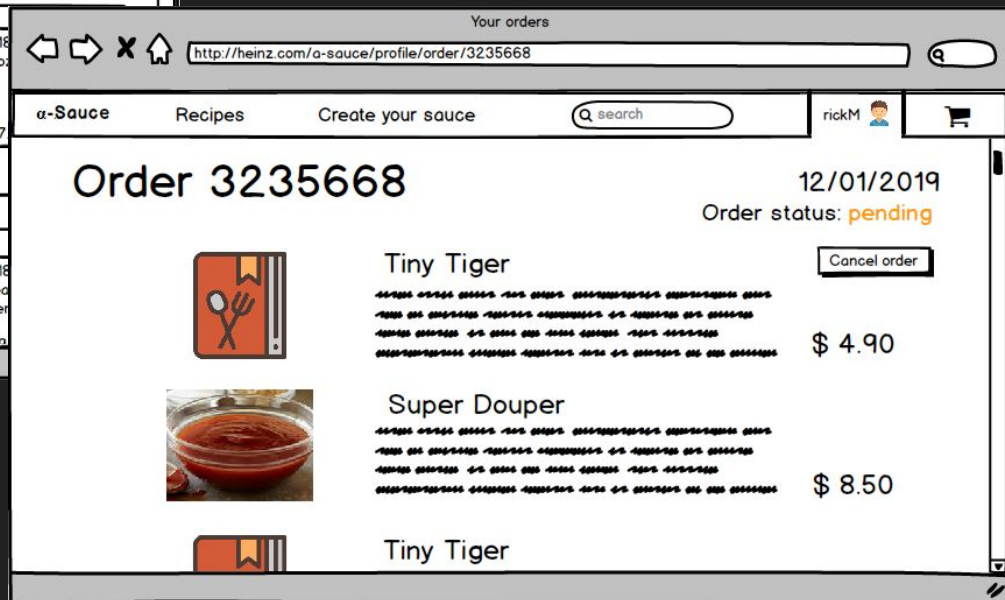
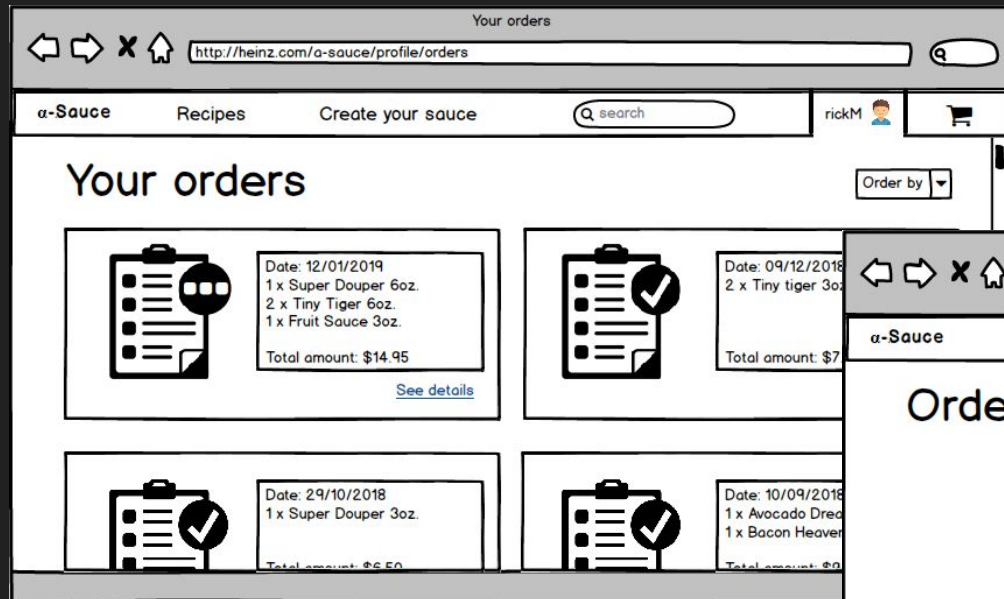
# Wireframes

## Profile



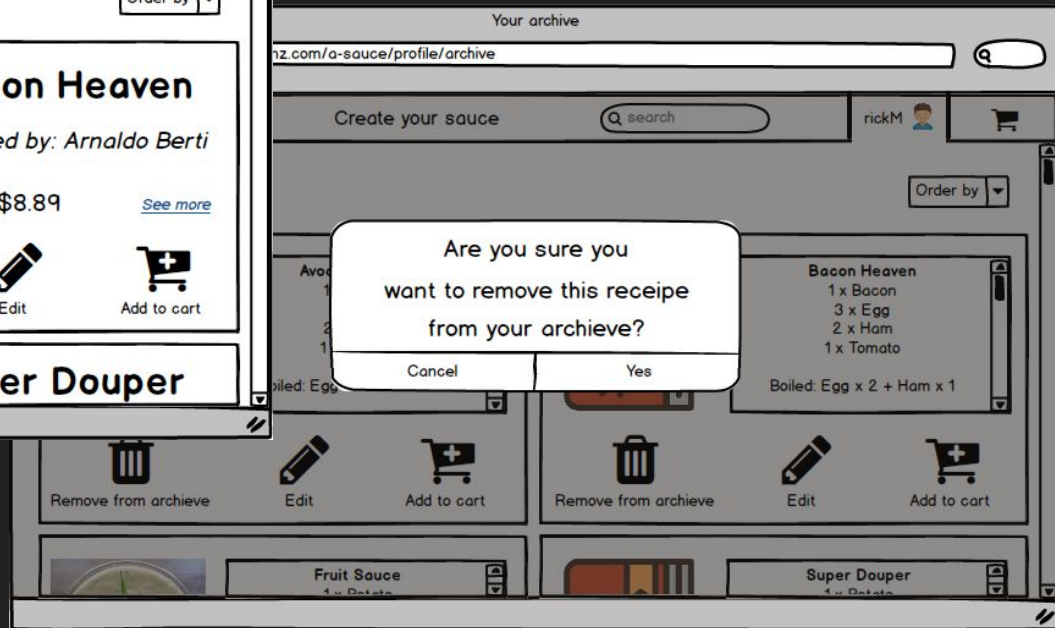
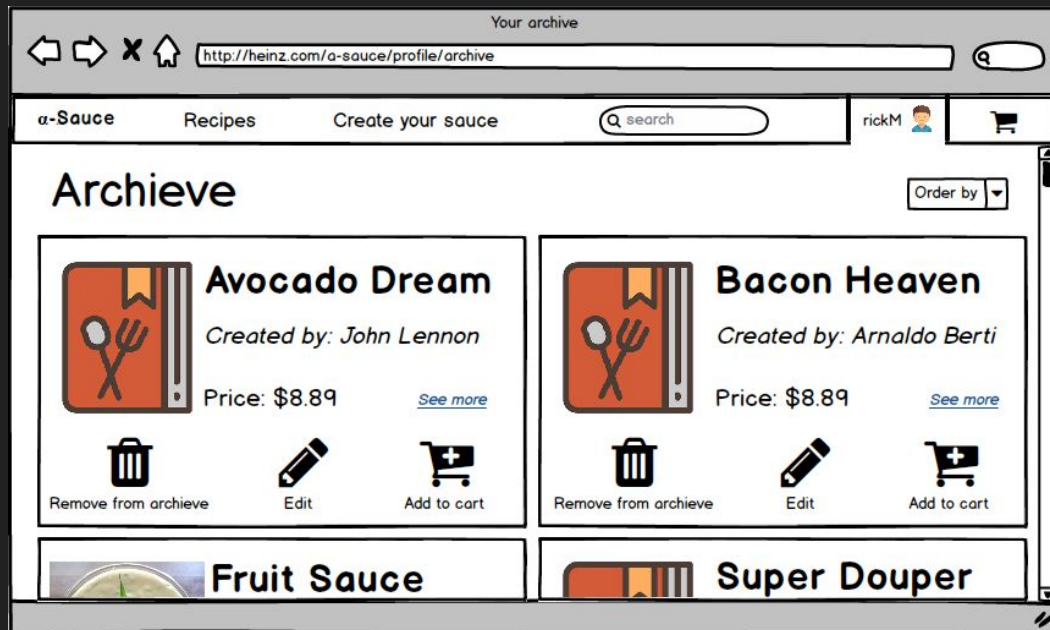
# Wireframes

## Orders - Order



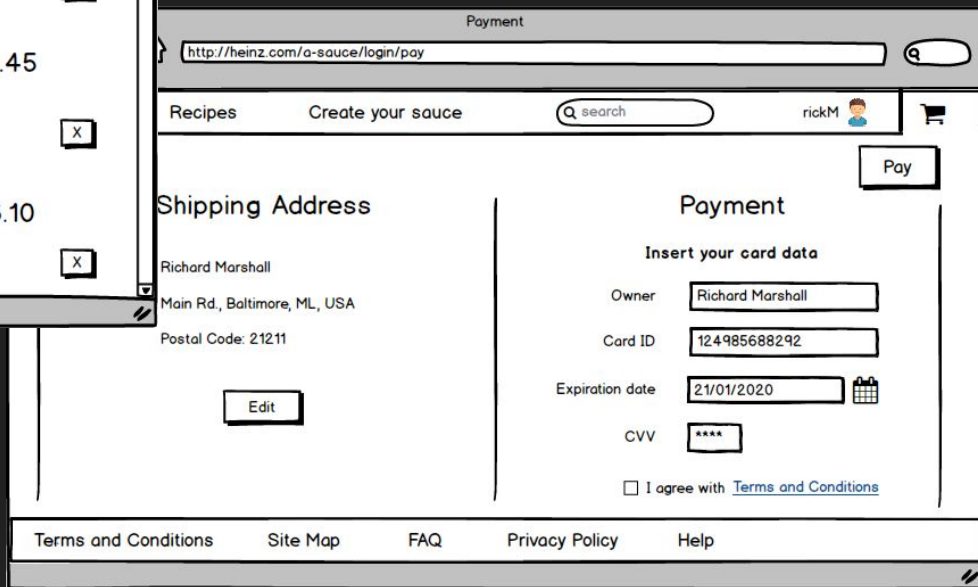
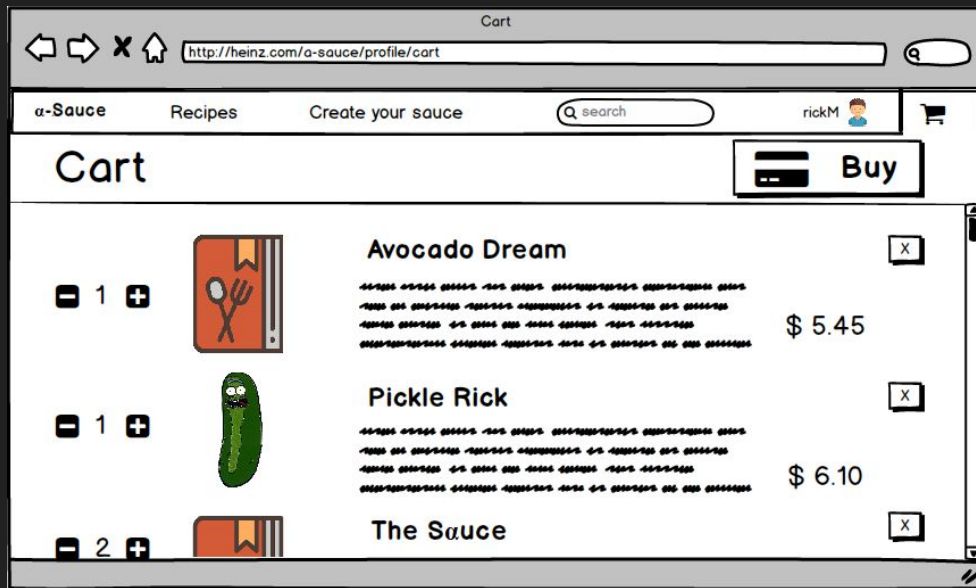
# Wireframes

## Archive



# Wireframes

## Cart





# Wireframes

## Search

Q avac

- Avocado
- Pinkerton Avocado
- Avocado Dream
- So much avocado!

Results


http://heinz.com/a-sauce/results

α-Sauce Recipes Create your sauce search rickM

### Search Results


13 results for "Avocado" ☒ Recipes ☒ Ingredients < page 1 of 2 >

#### Ingredients



Avocado


price: \$1.20



Pinkerton Avocado


price: \$1.35

#### Recipes




Sweet Avocado Fantasy

price: \$7.45




Avocado and banana

price: \$5.50



Tom's avocado sauce



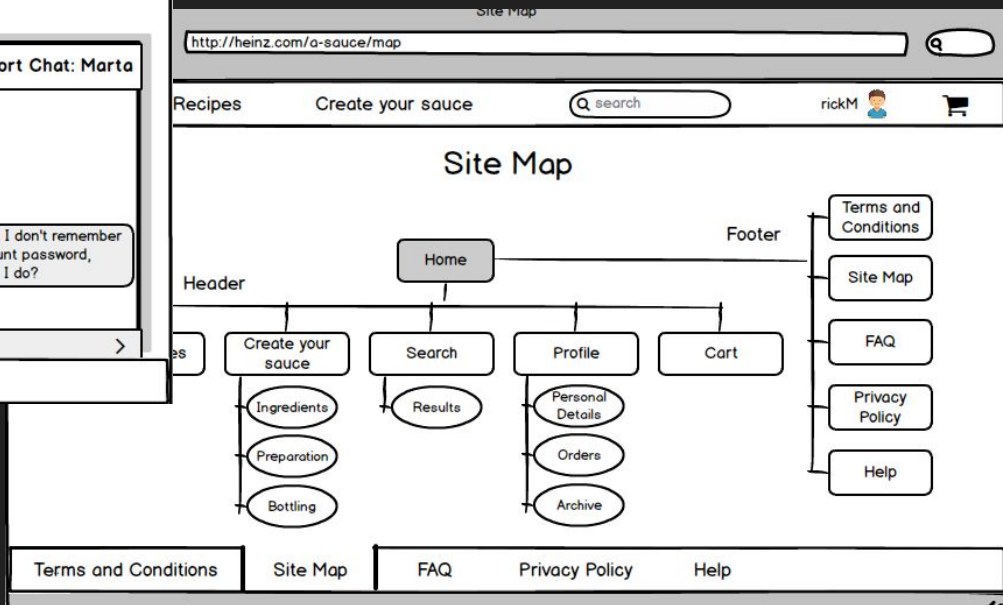
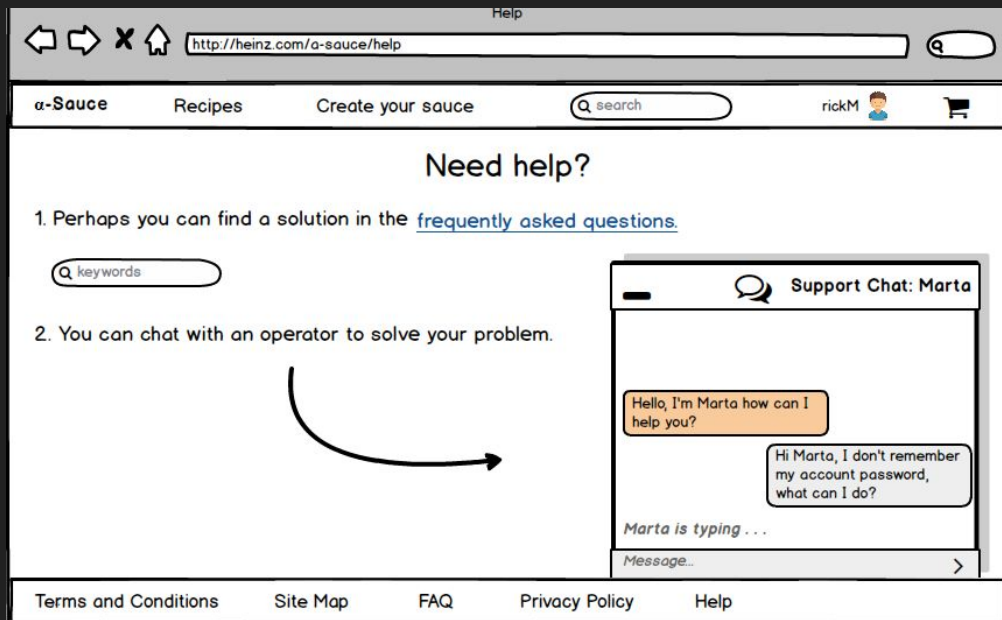
Strong avocado BBQ

Show 10 results per page. < page 1 of 2 >

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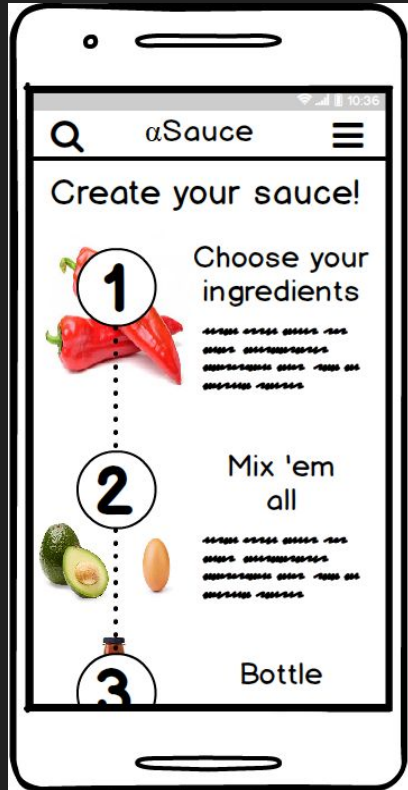
# Wireframes

## Help & Sitemap



# Wireframes

## Mobile Version



# Conclusioni

- ▶ SUS nel percentile 90 rispetto alla media siti
- ▶ Miglioramenti rispetto al design Heinz ( $\approx +10\%$ , punte  $+26\%$ )
- ▶ Alta learnability
- ▶ Sviluppi futuri:
  - ▷ Permettere all'utente di modificare l'interfaccia
  - ▷ Slegarsi da Heinz: offerta più ampia
  - ▷ Ampliare il mercato: Europa centrale e Asia