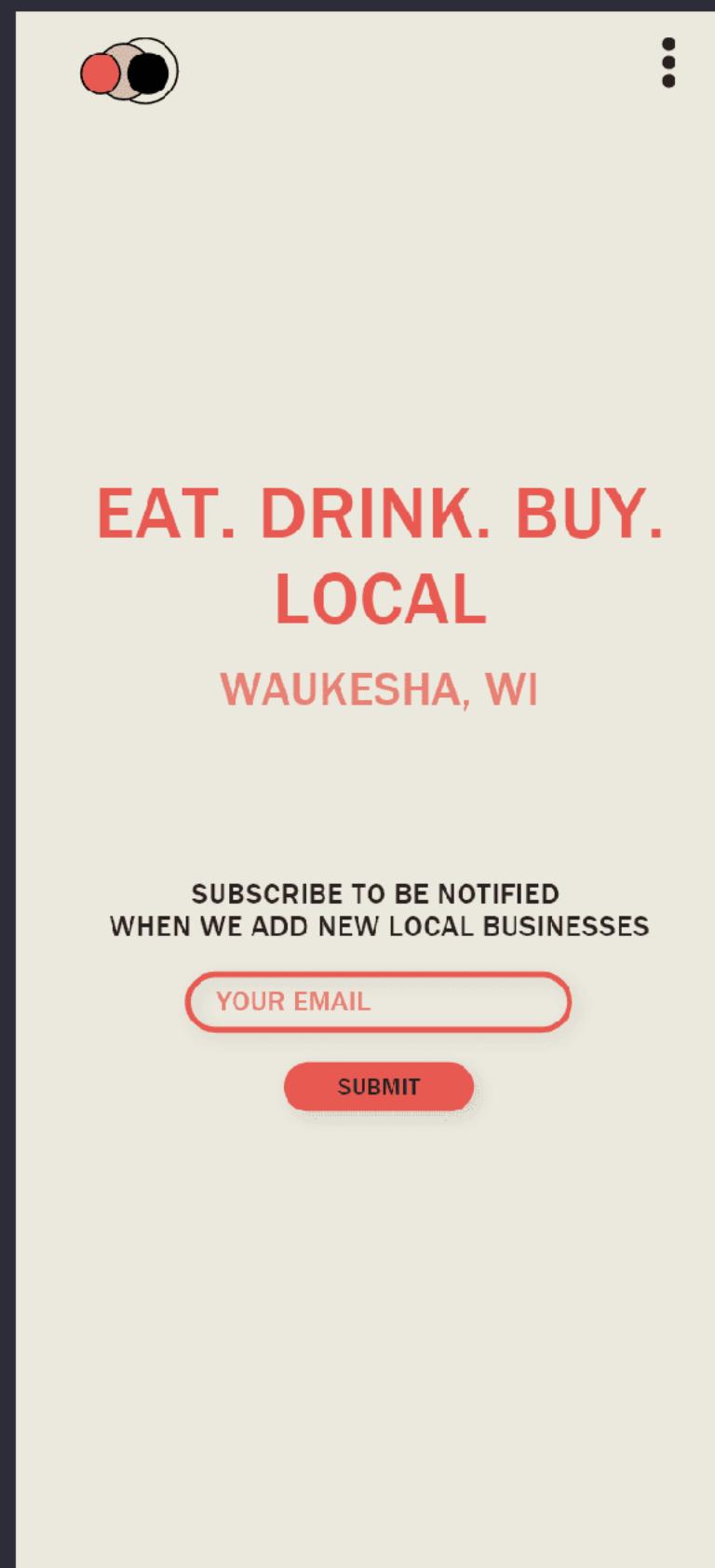


# **buy local: Waukesha**

a ux/ui design case study

# project overview



## the product

buy local: waukesha is a site designed to help consumers find and navigate local businesses in the city of Waukesha, WI. The site lists food, booze, coffee, and more.

## product duration

06.01.2021 - 09.01.2021

## the problem

many people visiting Waukesha, WI struggle to find good local businesses that may not get as much marketing as bigger companies.

## the goal

create a site that features rotating local companies to help provide exposure to local business.

## my role

ux designer creating a responsive website from conception to delivery.

## responsibilities

planning and organizing research efforts, collecting and analyzing data, paper and digital wireframing, low and high fidelity prototypes, conducting usability studies, accounting for accessibility, iterating on designs, building in Adobe Xd.

01.

# understanding the user.

understanding the user.

## user research summary

### research

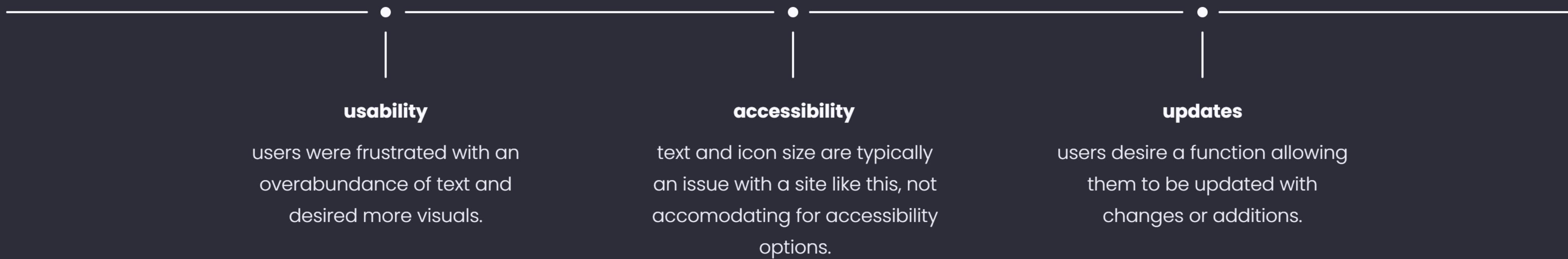
i gathered and analyzed data, as well as created an empathy map to determine my users' needs and help guide my design. a primary user group determined was tourists looking to find local businesses to try out and support. another user group discovered was college students from out of state looking to familiarize themselves with local businesses.

these user groups confirmed initial assumptions about the ideal customer, however, further research discovered even locals to the area saw value in a local business featuring website.

understanding the user.

# understanding user pain points

throughout research, three main pain points were discovered.



02.

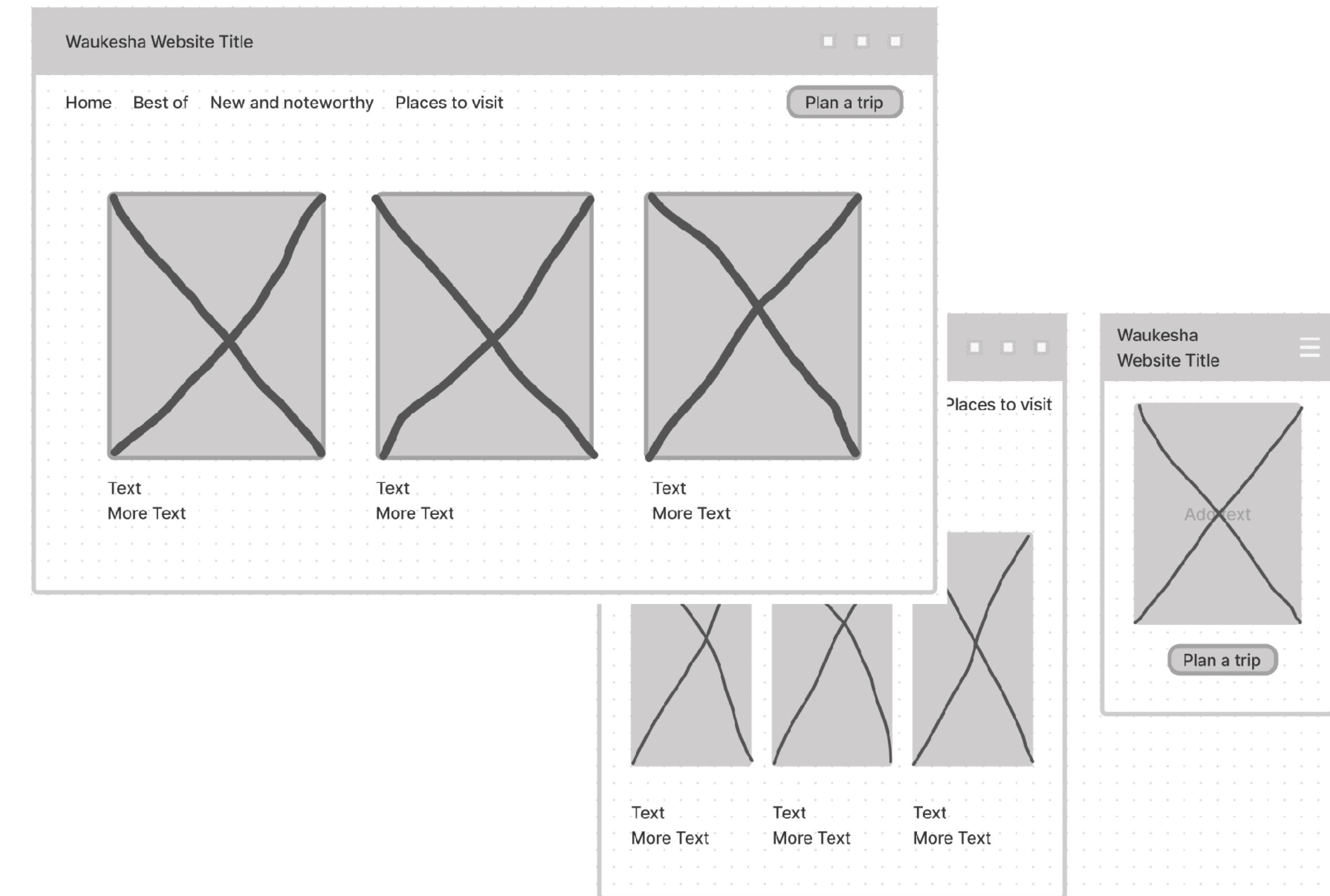
# starting the design.

starting the design.

## paper wireframe

as the initial design, i aimed to design a screen that featured cards with a text description underneath. these cards would be animated with a flip side offering further information, sample of products or services, and a link to navigate to the location.

the design was aimed at providing an accessible design to feature certain popular items on the home page.

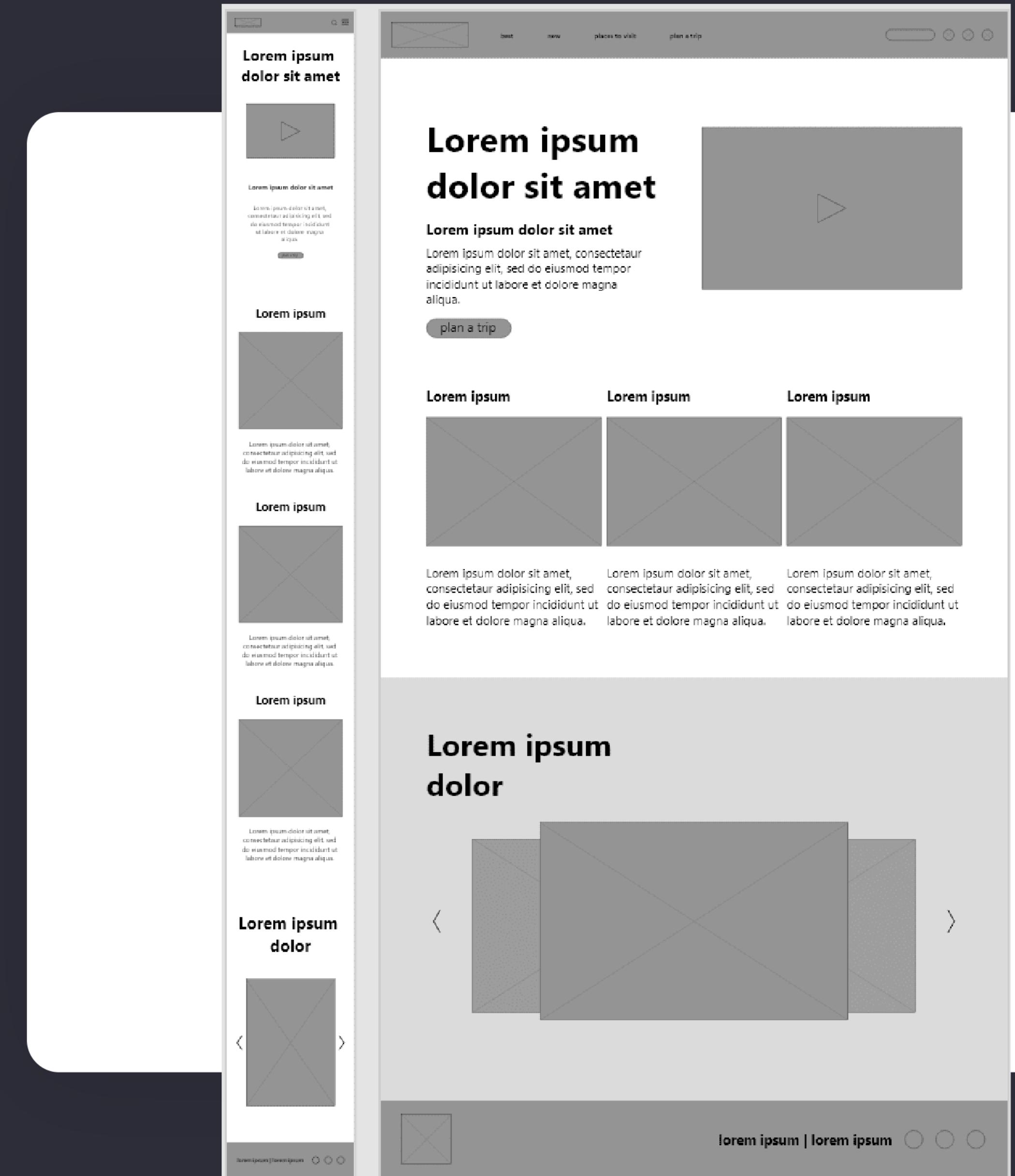


starting the design.

## digital wireframe

the digital wireframe was developed using the paper wireframe and expanded on the home screen. a hero section was added to allow for a description of the site and it's services followed by sections showcasing items based on category.

the design focused on being accessible and not overly reliant on text, aiming on not being too text heavy and showing more visuals.



starting the design.

## low-fidelity prototype

the low-fidelity prototype for this project is essentially the wireframe.  
the links in the header are anchored to places on the page  
coinciding with the heading. the page is broken down into a few  
categories reflecting those listed in the menu.

starting the design.

# usability study findings

usability study	round 1 findings	round 2 findings
	user desires image focused home page	user desires option to subscribe
	user doesn't like the category break down	user has difficulty navigating
	user wants a simpler, less text heavy design	user frustrated having to navigate to top

03.

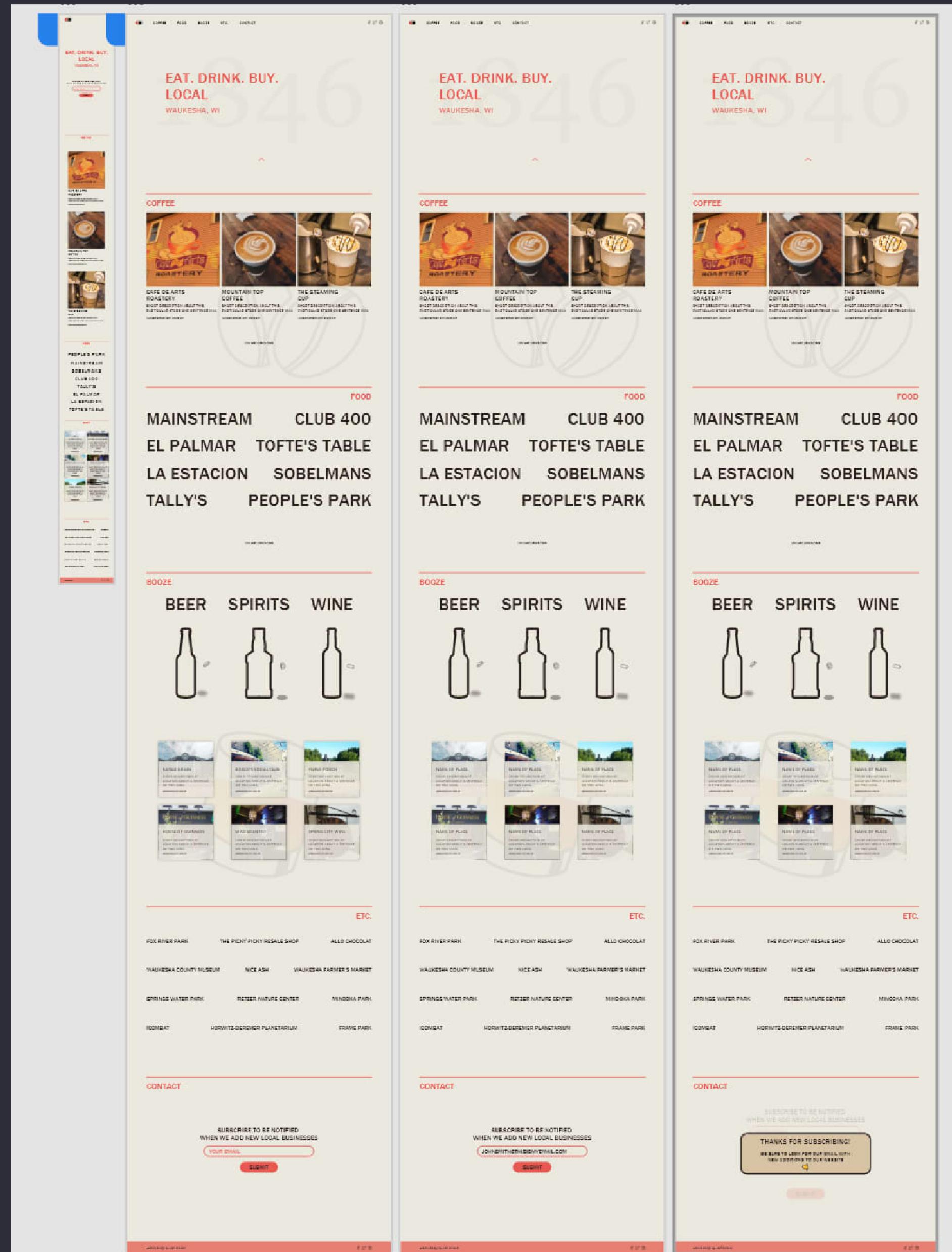
# refining the design.

refining the design.

# mockup

earlier designs focused on detailed descriptions and a text heavy design. After usability studies, user feedback indicated that the text focus was unappealing and difficult to follow or navigate.

Also going along with user feedback, a subscription option was added to the contact section of the page, as well as a fixed header and fixed return to top icon at the bottom of the page.



refining the design.

# mockups

 COFFEE FOOD BOOZE ETC. CONTACT

EAT. DRINK. BUY.  
LOCAL  
WAUKESHA, WI

46

COFFEE



CAFE DE ARTS ROASTERY  
SHORT DESCRIPTION ABOUT THIS PARTICULAR STORE ONE SENTENCE MAX  
NUMBER STREET, CITY, STATE ZIP

MOUNTAIN TOP COFFEE  
SHORT DESCRIPTION ABOUT THIS PARTICULAR STORE ONE SENTENCE MAX  
NUMBER STREET, CITY, STATE ZIP

THE STEAMING CUP  
SHORT DESCRIPTION ABOUT THIS PARTICULAR STORE ONE SENTENCE MAX  
NUMBER STREET, CITY, STATE ZIP

FOOD

MAINSTREAM	CLUB 400
EL PALMAR	TOFTE'S TABLE
LA ESTACION	SOBELMANS
TALLY'S	PEOPLE'S PARK

BOOZE

BEER SPIRITS WINE



ETC.

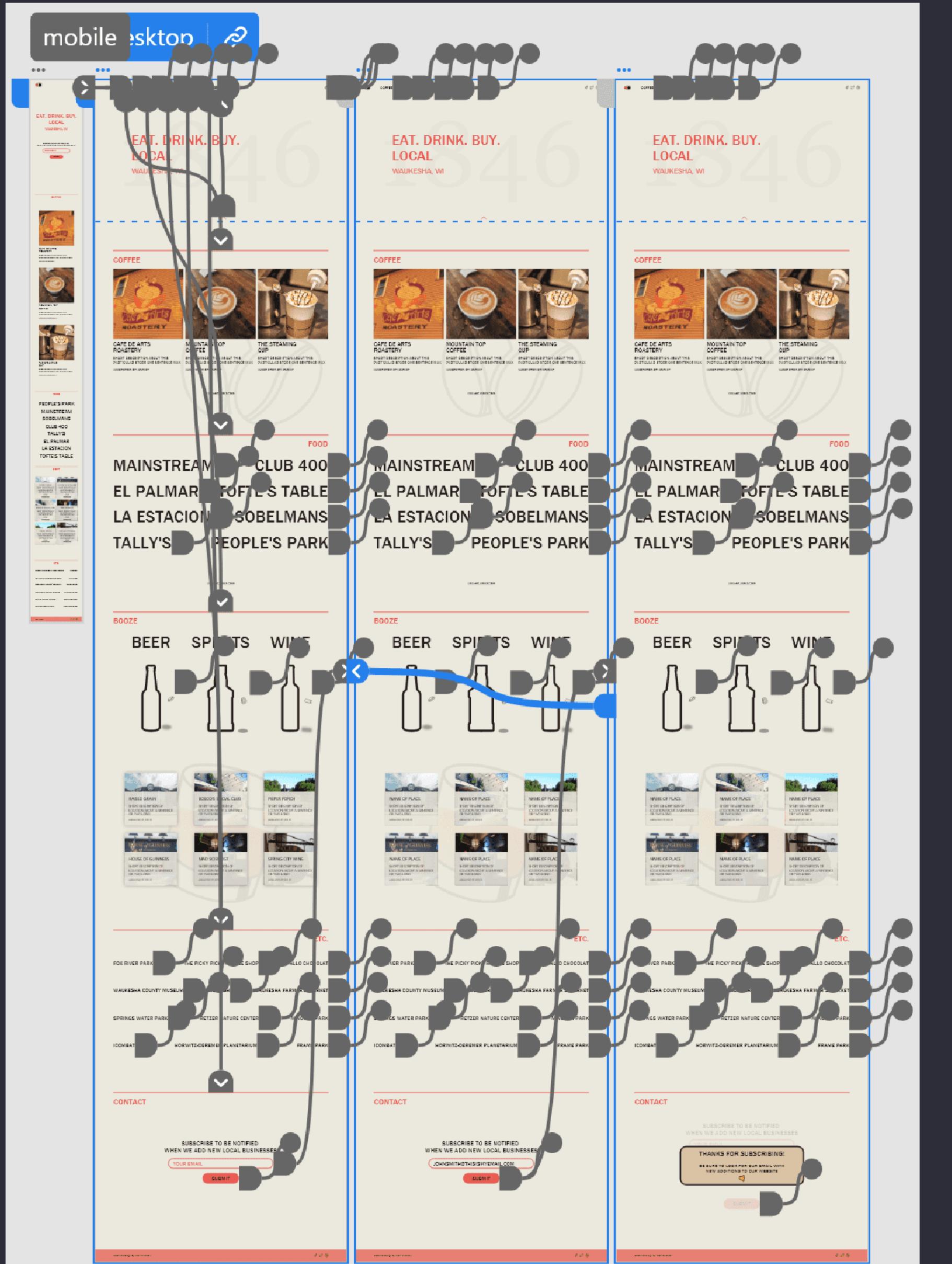
FOX RIVER PARK	THE PICKY PICKY RESALE SHOP	ALLO CHOCOLAT
WAUKESHA COUNTY MUSEUM	NICE ASH	WAUKESHA FARMER'S MARKET
SPRINGS WATER PARK	RETZER NATURE CENTER	MINOOKA PARK
ICOMBAT	HORWITZ-DEREMER PLANETARIUM	FRAME PARK

CONTACT

SUBSCRIBE TO BE NOTIFIED WHEN WE ADD NEW LOCAL BUSINESSES

YOUR EMAIL

SUBMIT



refining the design.

## high fidelity prototype

the high fidelity prototype features changes made with the feedback of the user, providing a smoother, simpler interface that is minimal and easier to navigate.

[view the prototype here.](#)

refining the design.

## accessibility considerations



### icons

icons used are large and easily identifiable.

### font

text is large and bolder allowing for easier reading.

### single page

users are able to navigate page without a mouse

04.

# going forward.

going forward.

## takeaways

### **impact.**

the website provides an easily navigated interface that gives the user an opportunity to explore a city's local businesses from any device.

the site provides the user with a level of confidence and creates a feeling of comfort when navigating through the city.

### **what i learned.**

when designing this site, i learned that the first design will almost never be the last design. meaning, you will go through many iterations before reaching a final product. this design began as a city blog style website but quickly evolved into a modern and minimal design that allows for quick navigation. sometimes simpler is better.

going forward.

## next steps

### **further research**

i intend to run another set of usability studies to help narrow in on some of the remaining pain points in the design.

this research will help guide the next set of revisions, continuing to amend the design closer and closer to finalizing.

### **one more study**

after the revisions, i will more than likely run one last set of usability studies. this will be the final one before finalizing the design.

# thank you.

please feel free to reach out.

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262.539.5174

Good design is as little as possible.  
Less, but better, because it  
concentrates on the essential aspects,  
and the products are not burdened  
with non-essentials. Back to purity,  
back to simplicity.

DIETER RAMS