

CLASS PROJECT 01 – MAYNOOTH FURNITURE

Client:

Maynooth Furniture is a new business selling affordable high-end design furniture made in Ireland.

Primary objectives:

To build a e-commerce website for people to browse & purchase furniture for home delivery.

Target Audience:

See: Persona - Maynooth Furniture.pdf

Feature List (Product requirements)

Homepage:

- Logo
- Nav
 - Living Room
 - Bedroom
 - Kitchen & Dining
- Shopping Basket
- Contact
- Search Box
- Hero Slider
- New in store
- Inspiration Ideas
- Clearance Deals
- Footer

Category Page e.g. Living Room:

- Most popular
- Full product listings
- Reorder by:
 - Size, Price, Name
- Inspiration Ideas

Product Page e.g. 3 Seater Sofa:

- Description
- Dimensions & Details
- Price
- Available colours
- Add to cart
- In situ
- Similar/related products

Competitors & Product Inspiration

- www.habitat.co.uk
- www.made.com

Deliverables

- Wireframes for client approval.
- High fidelity prototype.
- User Testing - We'll be using Hallway testing & unmoderated remote testing.
- UI Assets for developers.

Cost

- \$4000 total with \$93 p/hour for any additional work outside our brief.
- 50% payment required to begin work.

Timeline

- 10 November - UX research to be completed by Daniel.
- 17 November - First wireframes delivered to BYOL.
- 21 November - Feedback from wireframes due to Daniel.
- 28 November - High Fidelity Prototype to BYOL for review.
- 1 December - Feedback of prototype due to Daniel and begin final amends to UI.
- 4 December - User testing begins
- 18 December - User testing completed & usability report presented at joint meeting.
- 12 January - All design elements handed over to developer.



Katherine

50 / EXECUTIVE / DUBLIN, IRELAND

DESCRIPTION

Katherine is an executive at the local offices of a international medical device company. She earns a salary of \$110,000 per year. She has children at University. She's both style & price conscious.

Katherine is updating the furniture at the 4 bedroom family home. The update in furniture is following the slow remodelling of the house now that her kids have left for university.

She loves to browse style guides online. She uses Pinterest to gather her design ideas.

"I now have the time & resources to express my individual style in our home."

High-fidelity prototype

The final high-fidelity prototype presented the same user flow. It includes changes made after the usability study.

View Maynooth:

Website and app:

<https://xd.adobe.com/view/23f1f9d4-9185-4735-86dd-a2fa8d3bc438-76a2/>

