



# BIG SKINNY: IS PROTOTYPE

Team 9

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67-250: Information Systems Milieux

4/29/2019

## Website Prototype

Website URL: [http://royxu.me/Big\\_Skinny/](http://royxu.me/Big_Skinny/)

### Screenshots

#### Home page

The home page features a large banner with a woman with curly hair and a yellow flower in her hair. The text reads "SKINNY WATCHES THAT COMPLEMENT BIG SKINNY WALLETS >". Below the banner, there are links for "Skinny Watches" and "Shop more designs >". The top navigation bar includes links for Home, Shop, About Us, and Locations, along with a search bar and a cart icon.

#### About Us

Big Skinny Wallets reduce your wallet size and weight by fifty percent (yes 50%) without losing any functionality or number of pockets!

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Big Skinny Wallets reduce your wallet size and weight by fifty percent (yes 50%) without losing any functionality or number of pockets!



Our Big Skinny wallets are ultra-thin, flat, and small because we use our proprietary ultra-thin (but sturdy) nylon micro-fiber wallet material which does all the work separating your cards and cash rather than thick leather like regular wallets.

#### Latest

Apr @bigskinny\_wallets now carries skinny watches from 2019 @lilkpaper\_usa Get one now! >>>

Sep Wallets that make you feel elegant all your around. >>>

Jul A wallet for the working man. As tough as you. As strong

2019 as you. As reliable as you. >>>

#### Special Grip

Our Big Skinny wallets feature a non-slip interior that allows you to stylishly sport around without losing your goods to gravity even though we designed them with extra-wide pockets!

Often, you can even fill your thin Big Skinny wallet and turn it upside down without having cards and cash fall out.



\*Click on the thumbnail to see full image and description

#### Water Resistant

On top of being slim, thin, and light, our high performance sports nylon line of Big Skinny wallets are water-resistant and tough enough to machine wash regularly.

That means you can jump into a swimming pool and/or take long bike rides or work extra hours on construction site or garden forever!



\*Click on the thumbnail to see full image and description

*What are you waiting for?*

[SHOP NOW](#)

### 👉 Special Grip

Our Big Skinny wallets feature a non-slip interior that allows you to stylishly sport around without losing your goods to gravity even though we designed them with extra-wide pockets!

Often, you can even fold your thin Big Skinny wallet and turn it upside down without having cards and cash fall out.



\*Click on the thumbnail to see full image and description

### 💦 Water Resistant

On top of being slim, thin, and light, our high performance sports nylon line of Big Skinny wallets are water-resistant and tough enough to machine wash regularly.

That means you can jump into a swimming pool and/or take long bike rides or work extra hours on construction site or garden forever!



\*Click on the thumbnail to see full image and description

*What are you waiting for?*

[SHOP NOW](#)

### Contact



### Customer Service

[FAQs](#)  
[Order Status](#)  
[Returns](#)  
[Warranty](#)  
[Privacy Policy](#)

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Created for 67-250: Information Milleux, Spring 2019

## Wallets page

Have a question? Call +1 (617) 500 6939

\$ USD English My Account Cart<sup>(3)</sup>



Search

All Categories

Search

Home Shop About Us Locations

### BiFold Wallets

Carry more with you in one of our wonderful bifold wallet designs that won't create a big bulge in your pocket.



Rating ★★★★☆

RFID Blocking Bifold Wallet

\$35.95



Rating ★★★★☆

Leather Stretch Bifold Wallet

\$29.95



Rating ★★★★☆

RFID Blocking Leather ZipFold

\$42.95



Rating ★★★★☆

RFID Blocking Bifold Wallet

\$35.95



Rating ★★★★☆

Leather Stretch Bifold Wallet

\$29.95



Rating ★★★★☆

RFID Blocking Leather ZipFold

\$42.95



Rating ★★★★☆

RFID Blocking Hipster

\$36.95



Rating ★★★★☆

Leather Taxicat Bifold

\$28.95



Rating ★★★★☆

The Curve

\$26.95



## Contact



## Customer Service

[FAQs](#)  
[Order Status](#)  
[Returns](#)  
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# Item page

[Have a question?](#) Call +1 (617) 500 6939

\$ USD [English](#) [My Account](#) [Cart](#)



Search

All Categories

Search

[Home](#) [Shop](#) [About Us](#) [Locations](#)



### RFID Blocking BiFold Wallet

\$35.95

Select Color:



Quantity: 1

Add to Cart

## Contact



## Customer Service

[FAQs](#)  
[Order Status](#)

## Cart page

Have a question? Call +1 (617) 500 6939

\$ USD | English | My Account | Cart(3)



Search | All Categories | Search

Home | Shop | About Us | Locations

**SHOPPING BAG**

Offers free 2-day shipping & free returns on items in your cart learn more | [sign in](#)

**NEED HELP WITH YOUR ORDER?**

CUSTOMER SUPPORT | 617.500.6939

ITEM	EACH	QUANTITY	TOTAL
 RFID Blocking BiFold Wallet Color: Gray Size: One-Size Style No: 21897773-114	\$39.95 DISCOUNT: 30% OFF <a href="#">DETAILS</a>	1	\$39.95 -\$13.31 \$26.64
<a href="#">Edit</a>   <a href="#">Remove</a>			
 Leather Hybrid L-shaped Wallet Color: Black Size: One-Size Style No: 21897773-117	\$29.95 DISCOUNT: 30% OFF <a href="#">DETAILS</a>	1	\$29.95 -\$8.98 \$20.96
<a href="#">Edit</a>   <a href="#">Remove</a>			
 Taxicat BiFold Wallet Color: Purple Size: One-Size Style No: 21897773-110	\$27.95 DISCOUNT: 30% OFF <a href="#">DETAILS</a>	1	\$27.95 -\$8.38 \$19.56
<a href="#">Edit</a>   <a href="#">Remove</a>			

**PROMO CODE**

[Submit](#)

**ORDER SUMMARY**

ORDER SUBTOTAL: \$67.16  
SHIPPING\*: \$9.95  
Tax calculated in checkout

**ORDER TOTAL**

Order Total: \$77.11  
Total Savings: \$30.67

[Check out](#)

## About us page

Have a question? Call +1 (617) 500 6939

\$ USD | English | My Account | Cart(3)



Search | All Categories | Search

Home | Shop | About Us | Locations

### About Big Skinny, Inc.

Hate THICK wallets? For as long as I can remember, I've been searching for a thin wallet. I tried every advertised thin wallet and then everything else to keep my cash and cards organized together and to avoid having that uncomfortable and unsightly brick in my pocket. I felt like George Costanza with his wallet problems from the famous Seinfeld TV episode. I couldn't find anything that worked or even looked good; in reality, perhaps I was really looking for the anti-wallet.

Finally in frustration, I designed the original thin Big Skinny sport wallet. It took almost 2 years of testing dozens of designs and over 75 natural and man-made materials searching for the right balance of "thin wallet" yet with good looks, functionality, and durability. Using an advanced version of the stylish nylon micro-fiber material (5 to 7 times thinner than leather) that made Prada famous along with the special design resulted in a slim wallet so unique that I just had to name it. Imagine a well-organized slim wallet that you barely notice yet is good-looking and can fit 20+ credit cards plus bills.

Now using our 3rd generation of new, improved thin nylon-microfiber, our line of Big Skinny wallets are the world's thinnest wallets that are better for your back and will make you look and feel thin. We now have wallet models for men and women, a leather nylon hybrid wallet series, and also the thin sleek Super Skinny wallet which cuts your cards in half for extra thinness. Enjoy the benefits of the growing Big Skinny wallet line and, as always since founding Big Skinny in 2005, we look forward to hearing and incorporating your suggestions for improvement and new designs. We're a small company based in Harvard Square, Cambridge, MA, but we are big on responding quickly to customers. Let us know what wallet you want next—We design based on what our customers tell us!

Sign up now for the latest on new arrivals,  
exclusive promotions and more.

Enter email address

Contact

Customer Service

[FAQs](#)

**Locations page**

The screenshot shows the 'Locations' section of the Big Skinny website. At the top, there's a navigation bar with links for Home, Shop, About Us, and Locations. Below the navigation is a search bar with a placeholder 'Enter a Zip Code' and a green 'Search' button. A sub-section titled 'Specialty Luggage' lists two locations: Waterworks Mall and South Hills Village Mall. Another section, 'West Hills Chiropractic Group', lists a single location in Moon Township, PA. A 'Gustonian Gifts' section lists a single location in Williamsport, PA. Finally, a 'SAPP Bros.' section lists a single location in Clearfield, PA. The overall layout is clean and organized, designed to help users find nearby vendors.

## Website Prototype Implementation

### **Approach**

The agile approach was used in the development of our website prototype. We maintained constant communication through Facebook Messenger throughout the design and development process. Our version control was conducted through GitHub. After a web page was constructed, the work was committed to GitHub. After every update or creation of a new page, every team member was asked to look at the site and give feedbacks to allow the developers to make changes immediately before proceeding.

We began our development process with 4 user stories. As we added more user stories (we came up with them as we developed the site), we changed the layout of the website and added/edited some functionalities to match the rest of the user stories.

## Task Breakdown

Task Breakdown and Dates		
Task	Planned Deadline	Finished Date
Create User Stories	4/25/19	4/25/19
Finish Low-Fidelity Wireframes	4/26/19	4/26/19
Create Home Page	4/27/19	4/26/19
Create About Page	4/27/19	4/27/19
Create Locations Page	4/27/19	4/27/19
Create BiFold Cart Page	4/28/19	4/28/19
Create BiFold Page	4/28/19	4/28/19
Create Cart Page	4/28/19	4/29/19

## User Stories

The prototype is successful in addressing the following four user stories:

- 1) Parent
  - a) As a parent, I want to search for a specific wallet for my teenage child. We have made the search bar more prominent to accommodate this need, as well as a comprehensive navigation bar list of all the types of merchandise we sell.
- 2) New Customer
  - a) As a new customer, I want to find the nearest Big Skinny store so I can reduce my travel time. Therefore, we included a locations page to help users filter nearby store locations.
  - b) As a new customer, I want to browse through the different products so that I can compare them and choose the one I like the most. Our wallet listing page is clean, simple, and easy to navigate through for new users.
  - c) As a new customer, I want to choose products from a particular category. Our improved categorization features simple and clear listings of each wallet category for customers to easily find what they are looking for.
- 3) Teenager
  - a) As a teenager exploring different wallet websites, I want to learn more about why Big Skinny wallets are better than similar wallets on the market. Our home page

included two prominent features of Big Skinny Wallets to help users see exactly why our wallet is better than everybody else's.

- b) As a teenager that wants to be a business owner one day, I want to hear from Big Skinny and see how it established themselves in the market. Our about us page contains detailed information about our company history, and users are welcome to subscribe to our mailing list to check out our monthly blog.

#### 4) College Student

- a) As a broke college student, I am all about saving money. I want to know exactly how much I can save with each purchase at Big Skinny because I buy wallets as gifts for my friends sometimes and I'm not about to spend \$100 for a wallet on my friend! To address this need, our shopping cart page explicitly list out the percentage and exact value saved for each item purchased so customers can be sure that they have the best deal without doing any calculation from their end!
- b) As a college student, I want the best wallet with the best feedback. Our items all come with a feedback so customers can make sure they get the best rated wallet if that's what they are looking for.

### **Successes and Areas of Improvement**

Our website prototype is successful in reducing the amount of text on the site and making the overall website cleaner in terms of content while maintaining the existing functionalities of the current website. More images, consideration of color combination, and a variety of font choices were used to achieve this aesthetic and experience flow.

Given more time, we could have improved the locations page more. Currently, the locations page is an exhaustive list of all the locations. We have prototyped the page to contain a search bar so that the user can search for a nearby location using a zip code. However, we would like for the search results to contain the distance away from the zip code area, as well as an interactive Google Map for users to further decide which store is the best option for them.

Also, to accommodate more feedback on our products, we could have developed a comprehensive feedback form given more time. Given the poor customer experience with the existing site, this would have been a very useful page for frustrated customers with untimeliness in their orders.

Lastly, we could have included more interactive features on the website such as the slide show on our home page. We had a hard time finding quality images from Big Skinny's existing website, but if we do get better images, it would be feasible and an upgrade to replace some of images with slideshows or other interactive features to make the site even more friendly to use than it is.

## ERD Prototype

