Project Milestone 2 Part 1
Team EatNomz

Part 1a: Website Use Cases (10%) (list at least 5 use cases of the website)

Pre-Defined Partial Path
Checkout (Single Order)
- Navigates to the shopping cart
- Clicks on "pick up delivery date" text box and selects calendar date from pop-up graphic
- Clicks on "order quantity" text box and adjusts to desired number of servings
- Clicks on "order notes" text box and types in additional notes for deliverer
- Clicks the "checkout" button
- Enters email, name, shipping address, and phone number information into text boxes
- Enters discount code (if owned) and clicks "apply"
- Checks the information for correctness and clicks "continue to payment method"
- Enters in credit card information
- Clicks "place order"
- Waits for order to be delivered
- Receives order at the shipping address

Use Cases (Ranked by Order of Importance)

Use Case: Briefly examines the website before placing an order
- Goes to Nomz homepage
- Scrolls through the home page
- Selects product on homepage or goes directly to the buy page
- Checkout (Single Order)
- Exit

Use Case: Goes directly to place a one-time order
- Goes to Nomz homepage
- Navigates cursor directly to the "buy" button on the right
- Scrolls down page to view products
- Clicks on the product(s) of interest
- Scrolls down to view "add to cart" button
- Checkout (Single Order)
- Exit

Use Case: Thoroughly examines the website before potentially placing an order
- Goes to Nomz homepage
- Scrolls through the homepage and wants further insight
- Scrolls to the top of the page to inquire "about us", "how Nomz works", and the "FAQ"
- After satisfaction with the information garnered, goes to the "buy" page to make a purchase
- Checkout (Single Order)
- Exit

Use Case: Contact the business
- Go to Nomz homepage
- Access "Contact Us" in the bottom of the page
- Fill out the contact form
- Exit

Use Case: Goes directly to place a subscription order
- Goes to Nomz homepage
- Navigates cursor directly to the "buy" button on the right
- Scrolls down page to view products
- Clicks on the product(s) of interest
- Scrolls down to select subscription options and click "complete subscription" button
- Enter personal information in reurringcheckout.com
- Exit

Use Case: Manage Subscription
- Goes to Nomz homepage
- Click "sign in" button in the navigation bar
- "Sign in" in the upcoming window
- Click "Manage Subscription" to manage subscriptions
- Manage Subscription in recurringcheckout.com
- Exit

Use Case: Leave a product review
- Goes to Nomz homepage
- Navigates cursor directly to the "buy" button on the right
- Scrolls down page to view products
- Clicks on the product(s) of interest
- Clicks on "write a review" option on the product page.
- Complete the form
- Exit

Use Case: Further engage Nomz through the blog
- Goes to Nomz homepage
- Click "Blog" button in the navigation bar
- Read the posts
- Click "comment" link to create new comment for the post
- Exit

Persona and Path Importance Analysis

Persona	Current Population (Projected with Google Analytics)	Potential Sources of Access	Most Important Use Case(s)	Conversion Rate
Skeptical New Customer	High	Search Engine, Secondary Referral	Thoroughly examines the website before potentially placing an order	Low
Trusting New Customer	Medium	Primary and Secondary Referral	Briefly examines the website before placing an order	Medium
Returning Customer	Medium	Direct Link	Goes directly to place an one-time order	High
Community Engager	Very Low	Social Media, Direct Access	Further engage Nomz through the blog	High
Frustrated Customer	Very Low	Direct Link	Contact the business	Very Low

## Part 1b: Functional Design – Page Load Time Analysis (10%)

Preliminary Load Time Data

Performance grade out of 100	67
Mean	1.89
SD	0.43

Date / Time	Load Time
2/16/16 7:00 PM	1.51
2/16/16 8:00 PM	1.89
2/16/16 9:00 PM	1.89
2/16/16 10:00 PM	1.66
2/16/16 11:00 PM	2.12
2/17/16 12:00 AM	1.78
2/17/16 1:00 AM	2.12
2/17/16 2:00 AM	2.18
2/17/16 3:00 AM	1.9
2/17/16 4:00 AM	1.87
2/17/16 5:00 AM	2.59
2/17/16 6:00 AM	1.93
2/17/16 7:00 AM	2.07
2/17/16 8:00 AM	1.85
2/17/16 9:00 AM	1.62
2/17/16 10:00 AM	1.92
2/17/16 11:00 AM	2.89
2/17/16 12:00 PM	1.8
2/17/16 1:00 PM	2.05
2/17/16 2:00 PM	1.82
2/17/16 3:00 PM	2.18
2/17/16 4:00 PM	2.34
2/17/16 5:00 PM	1.8
2/17/16 6:00 PM	1.86
2/17/16 7:00 PM	1.69
2/17/16 8:00 PM	1.98
2/17/16 9:00 PM	2.83
2/17/16 10:00 PM	1.75
2/17/16 11:00 PM	1.93
2/18/16 12:00 AM	2.03
2/18/16 1:00 AM	2.16
2/18/16 2:00 AM	2.58
2/18/16 3:00 AM	1.75

2/18/16 4:00 AM	1.94
2/18/16 5:00 AM	1.67
2/18/16 6:00 AM	2.03
2/18/16 7:00 AM	2.66
2/18/16 8:00 AM	1.58
2/18/16 9:00 AM	1.37
2/18/16 10:00 AM	1.02
2/18/16 11:00 AM	1.3
2/18/16 12:00 PM	2.27
2/18/16 1:00 PM	1.1
2/18/16 2:00 PM	1.15
2/18/16 3:00 PM	1.41
2/18/16 4:00 PM	1.08
2/18/16 5:00 PM	1.88
2/18/16 6:00 PM	1.26
2/18/16 7:00 PM	1.55
2/18/16 8:00 PM	1.91
2/18/16 9:00 PM	1.93
2/18/16 10:00 PM	2.89
2/18/16 11:00 PM	1.55
2/19/16 12:00 AM	1.54
2/19/16 1:00 AM	2.12
2/19/16 2:00 AM	2.11
2/19/16 3:00 AM	2.48
2/19/16 4:00 AM	1.59
2/19/16 5:00 AM	1.38
2/19/16 6:00 AM	1.56
2/19/16 7:00 AM	2.31
2/19/16 8:00 AM	2.19

Daily Average Load Times

	Mean
16th	1.814
17th	2.03125
18th	1.752916667
19th	1.92
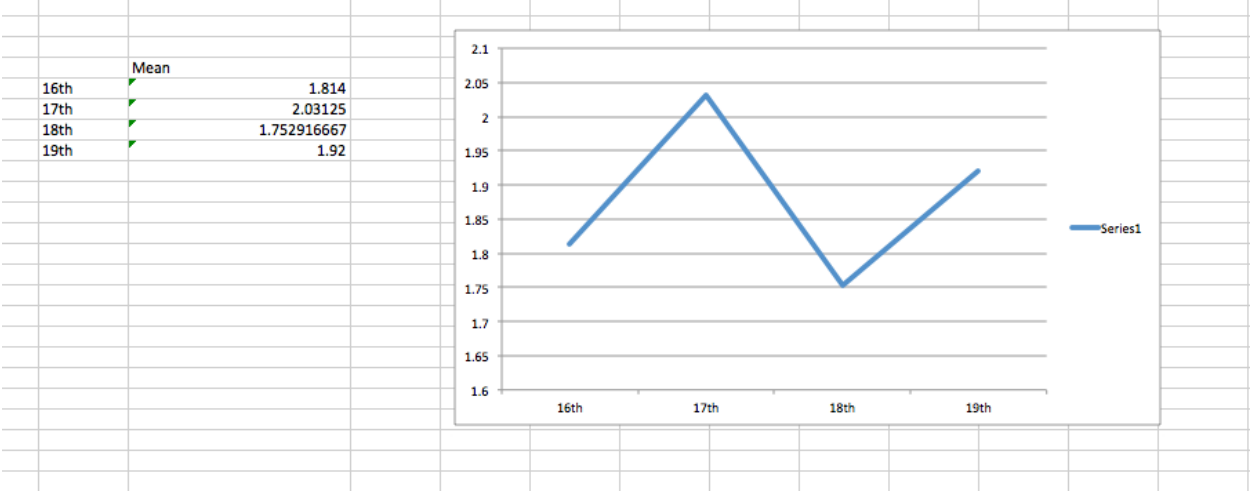
Hourly Load Times

Page load time
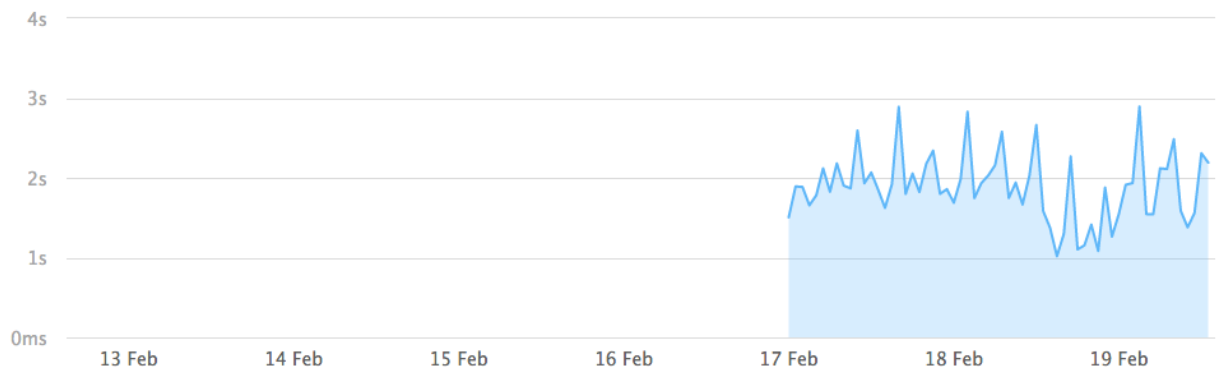
Part 1c: Visual Design – Browser Display Test (10%)

Table 1: Analysis of Visual Design Elements using Different Browser/Devices

Page	Chrome	Internet Explore	FireFox	iOS	Android
Home Page	The banner disappears then reappears as you scroll down The "buy" link button switches positions on the banner when navigating from page to page Product image does not scroll along with product description and reviews The drop-down arrows for "subscribe" is overlapping with numbers and the week text. "See details" link does not appear on one line[1] The top margin for the home page is different than all other pages	The banner disappears then reappears as you scroll down The "buy" link button switches positions on the banner when navigating from page to page Product image does not scroll along with product description and reviews The drop-down arrows for "subscribe" is overlapping with numbers and the week text.[1] The top margin for the home page is different than all other pages	The banner disappears then reappears as you scroll down Product image does not scroll along with product description and reviews The drop-down arrows for "subscribe" is overlapping with numbers and the week text. "See details" link does not appear on one line[1] The top margin for the home page is different than all other pages	Clear and navigable. Menu options on the far left and must be clicked to open up. The "buy" link button does not show up on the top banner	The "buy" link button does not show up on the top banner Product images do not load as quickly as compared to other browsers

Buy Page	The "buy" link button switches positions on the banner when navigating from page to page When you click on "Products" in the "Home > Products > Page 1 of 1" hierarchy, it keeps you on the "Page 1 of 1" page. [2]	The "buy" link button switches positions on the banner when navigating from page to page When you click on "Products" in the "Home > Products > Page 1 of 1" hierarchy, it keeps you on the "Page 1 of 1" page. [2]	Text (as headers and under products) shrinks to smaller font size When you click on "Products" in the "Home > Products > Page 1 of 1" hierarchy, it keeps you on the "Page 1 of 1" page. [2]	The "buy" link button does not show up on the top banner--must click into the menu. From there, the buy page displays products clearly When you click on "Products" in the "Home > Products > Page 1 of 1" hierarchy, it keeps you on the "Page 1 of 1" page. [2]	The "buy" link button does not show up on the top banner Product images do not load as quickly as compared to other browsers When you click on "Products" in the "Home > Products > Page 1 of 1" hierarchy, it keeps you on the "Page 1 of 1" page. [2]
Individual Product pages	The "buy" link button switches positions on the banner when navigating from page to page Product image does not scroll along with product description and reviews "Add noodles?" has a default selection, while "Is this a gift?" does not [3]	The "buy" link button switches positions on the banner when navigating from page to page Product image does not scroll along with product description and reviews "Add noodles?" has a default selection, while "Is this a gift?" does not [3]	"Add noodles?" has a default selection, while "Is this a gift?" does not [3]	Only available when go to "buy" link The product image and description as well as the reviews are oriented correctly	Product images do not load as quickly as compared to other browsers

Blog	The "buy" link button switches positions on the banner when navigating from page to page	The "buy" link button switches positions on the banner when navigating from page to page	News categories only has one category to select from [4] The text for the Nomz label picture is too small to read [5]	Similar to the desktop, the blog is easy to scroll through	The "buy" link button does not show up on the top banner
About Us	The "buy" link button switches positions on the banner when navigating from page to page The color scheme at the top of the page makes reading the words in top banner difficult [6]	The "buy" link button switches positions on the banner when navigating from page to page The color scheme at the top of the page makes reading the words in top banner difficult [6]	The color scheme at the top of the page makes reading the words in top banner difficult [6] The margins for the text under "Our Story" is not aligned with the right margins for the text below "Our Team" [7]	Clear and easy to navigate and scroll through	The "buy" link button does not show up on the top banner

*Concluding notes:
- The website is mobile optimized but not optimized for desktop browsers.
- The website presents many different problems across different desktop browsers.

[1]

Subscribe for regular deliveries!

○ ONE-TIME PURCHASE

⊙ SUBSCRIBE

Deliver every [1] Week(s)ᵛ See details

COMPLETE SUBSCRIPTION

[2]

PRODUCTS

Home › Products › Page 1 of 1

[3]

CHINESE CHICKEN SHIITAKE MUSHROOM SOUP INFUSED WITH RED DATES, GINGER AND GOJI BERRIES (XIANG GU JI TANG)

$ 8.00

QTY:

1	⌄

Is this a gift?

○ Yes

○ No

Add noodles (+$1)*

● Yes

○ No

Note – Nomz is intended to be served with noodles. Try ours – tasty, healthy and nearly fully cooked before freezing for convenience. Just place in pot and eat!
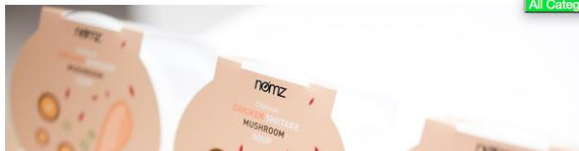
Total Extras: $ 1.00

ADD TO CART

Subscribe for regular deliveries!

● **ONE-TIME PURCHASE**

○ **SUBSCRIBE**

[4]

NEWS

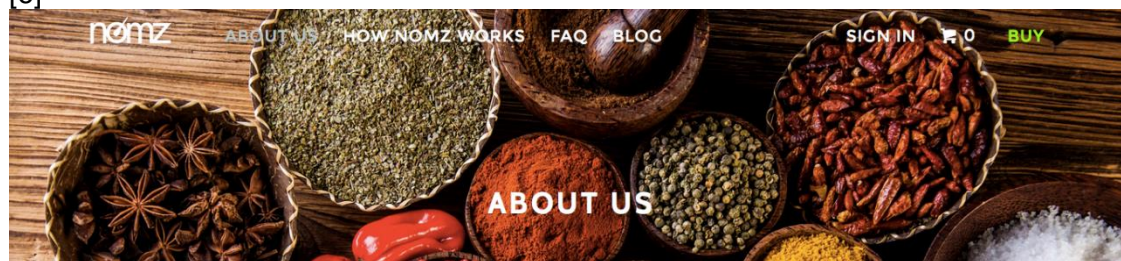| All Categories	⌄
All Categories	

[5]

1) THE FIRST NOMZ LABEL EVER! UTILIZED FOR BETA TESTING IN ANN ARBOR, MICHIGAN


[6]

[7]

Fast forward 20+ years: Time-starved, tired of unhealthy Asian take-out and not impressed by the additives frequently found in Asian store products, our co-founder found himself begging his parents for additional frozen soups from home. When he discovered many of his friends did the same, he realized there existed a significant and mutual desire for restorative and accessible Asian recipes. So we created nomz – wholesome Asian soups for busy individuals and the next best thing when Mom and Dad are far away.

OUR TEAM
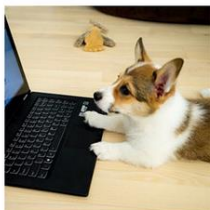
BAO

Bao is Nomz's resident dog. Her hobbies are eating nomz, waiting for the next nomz cooking session and licking bowls clean.

ERIC

A transplant from Northern California, Eric previously worked as the controller at a startup in the mobile advertising space. In his spare time, Eric likes to eat his way through New York and complain about the weather.

TONY

A graduate of the Wharton School at the University of Pennsylvania, Tony previously worked in management consulting, private equity and international trade. He loves noups ("noodle soups"), Asian American data and hitting the game-winner in pick-up basketball (it never

Part 1d: Information Design – Contact, Location, and About Us Information (10%)

Page	Information- Text	Information- Images	Status
Home	Business Overview and Problem Statement Business Process Product Description	Product Logo Cover Page Photo (Well Designed) Beautified Product Display Icons to Supplement Business Process Cooking Process Product Display	Up to Date.
About	Business Story Management Team	Management Team Picture	Up to Date
Blog	Business Development Process Business Update Information Regarding how the business came to be. Current Marketing Efforts Survey Results	Product Prototype Images Competitor Product Images Mascot Pictures Visualized Survey Results	Out of Date, needs to be updated
FAQ	Business Overview Business Process Descriptions Ingredient Sourcing Information	Cooking Processes	Up to Date
How Nomz Works	Business Processes Cooking Instructions	Images of raw materials	Up to Date
Shopping Cart (When filled)	Shipping Information Order Form Cart Information Product Price	Product Image	Up to Date
Buy (Product listing)	Product Name Product Price	Product Image	Make testimonials visible before clicking on the product

Part 1e: Initial DUX Improvement Suggestions (20%)

Functional Design:

1. Include less on the home page. Take the products and buying options out of the home page completely and make visitors go into the buy page to make purchases. Perhaps stop the homepage after the third image (see Exhibit 1e.1) and add a "Shop now" button at the bottom of the homepage.

2. On the "Shopping Cart" page, instead of leaving the pick a delivery date field blank, suggest a default delivery date. This could decrease the number of clicks to purchase. (see Exhibit 1e.2)

3. Either remove the "All Categories" button on the blog, or segment the material into multiple categories such that the button selects from these categories (informational design) (Exhibit [4] from Part 1.c above)

4. Provide an "Add to Cart" interactive element every time product information is displayed. (Exhibit 1e.3)

5. As more products are released, perhaps include a search feature on the top banner of the website.

Visual Design:

1. Increase the font size and slightly decrease the line spacing for all text on the website.

2. Place emphasis on selected information by either increasing the font size or having a different font color for call to action links. (Exhibit 1e.4)

3. On the blog page, improve layout by removing the left-most column that displays category (as this displays too much white space) and nest the category titles within the blog post. (Exhibit 1e.5)

4. On the home page, keep the "Blog" button (and all other buttons) on the same line as the logo. If the user is zoomed in too far on the page, such that the "Blog" button cannot be displayed on the same line as the logo, then move all elements in the top margin into a navigation menu in the top-left corner of the page.

5. Make sure the top banner has the same margins on all pages to increase consistency.

6. Add a translucent background to the top banner on all pages similar to that on the Blog page (Exhibit 1e.6). This will increase visibility and consistency throughout pages

7. On the "about us" page, align the right and left margins of all of the text segments, so that the layout is consistent on the webpage. (Exhibit [8] from Part 1.c above)

8. Expand the width of the "deliver every" component on the product page, so that the downward arrow does not overlap with the button text. (Exhibit [1] from Part 1.c above)

Information Design:

1. Include a video on the homepage to explain the business' key value proposition.

2. The product image should scroll along with the product description and reviews.

3. Expand the width of the text of the product description so that the user does not have to scroll down as much. This reduces the amount of unnecessary white space.

4. Shorten the "ingredients" section into a series of bullet points.

5. Make "Contact Us" page more accessible. Currently, you have to scroll down a full page to get to the link to the page.

6. The product name is too long; there is a lack of use of "benefit-oriented headlines" (ie: too many words for product information; see Exhibit 1e.7). Shorten the product name and perhaps have mouse-over-text information over the name of the product.

7. Include a phone number the customers can call. We believe that a phone number information is crucial for a delivery service.

Exhibit 1e.1: Suggestion of how the homepage should end
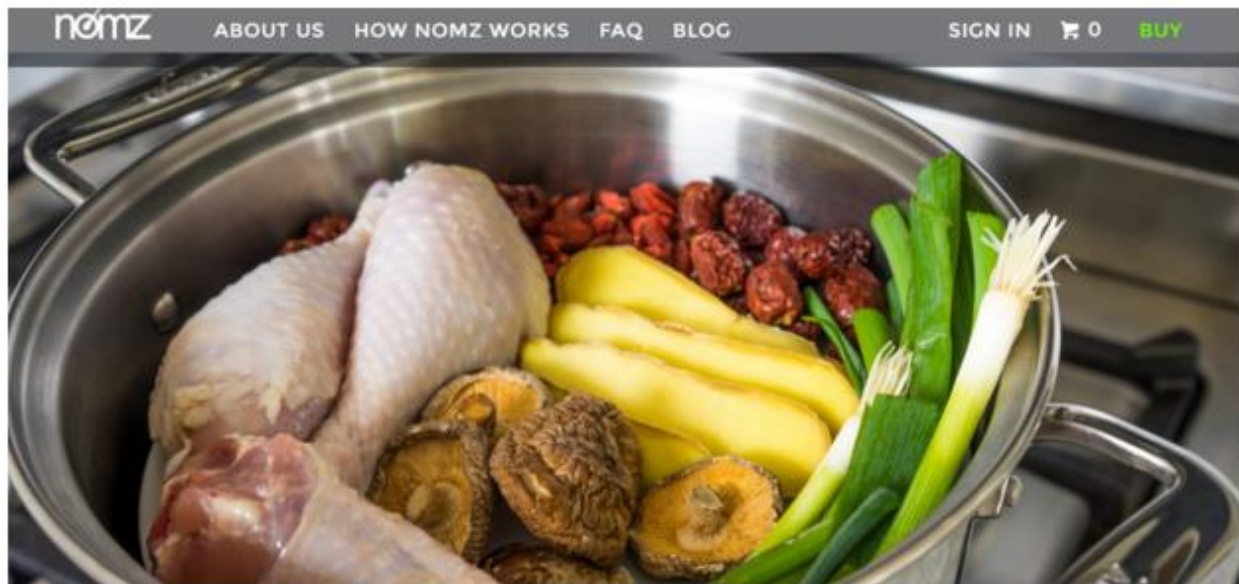

Exhibit 1e.2: Suggestion on delivery date field at shopping cart page

Before

SUBTOTAL

$ 9.00 USD

PICK A DELIVERY DATE:

After

SUBTOTAL

$ 9.00 USD

PICK A DELIVERY DATE:

02/24/2016

Exhibit 1e.3 Add a purchasing option every time product is displayed.

Chinese Chicken Shiitake Mushroom Soup Infused with Red Dates, Ginger and Goji Berries (Xiang Gu Ji Tang)

$ 8.00

ADD TO CART

Exhibit 1e.4 Have a different font color for call to action links like the "BUY" link

Exhibit 1e.5 Reduce the width of the left margin on the blog page

Exhibit 1e.6 Add a translucent background for the top banner to all pages

Exhibit 1e.7 Shorten product name and add a mouse-over text description.

Before

After

Chinese Chicken Shiitake Mushroom Soup Infused with Red Dates, Ginger and Goji Berries (Xiang Gu Ji Tang)

Infused with red dates, ginger, and Goji berries (Xiang Gu Ji Tang)

Chinese Chicken Shiitake Mushroom Soup