

## Lo-fi Prototype Design Ideas

### Maksim Sharoika

My lo-fi prototype was envisioned with paper and pencil on 3 pages - the main ideas I had in mind while designing it include forcing functions, understandability and discoverability, and constraints.

Firstly I wanted to focus on the use of forcing functions throughout my design: I incorporated a lot of lock-ins in the design; many of the input forms will not allow you to move onto the next step unless there is a specific amount of data filled in - this will be further refined by the client. For example, right now the “signup” page requires at least one email or phone number, individual name, and family size. This is also near other data items such as income, and address depending on which method of service they prefer - this data can be gathered later on. Another use of lock-in is the book now screen, it will not let you move on until the booking date you have chosen works out with the method of delivery. The type of hamper is just a preference therefore it is not something that would impact the lock-in features.

Secondly, our interface and overall website look simple and easy to play around with that is the reason for the backwards arrows everywhere a user will never end up in a section of the site that does not have a cancel, go back or update button. This is to allow a new user and an old user to have a lot of flexibility in exploring the available features. I would argue the site we will create is a low threshold, middle ceiling site it allows a few button clicks to order and supply a shipment of food that could last a family a few weeks.

Thirdly, the constraints we are working with - we need the site to be very lightweight that is the reason behind the low level of buttons and features at this time. Our goal is to not impress our users with cool scripts or designs we just want it to be simple, to the point, and reliable. This is highlighted in my design by using a similar structure of every page therefore when someone is on cellular usage we will hopefully be able to re-use a large number of assets making the load on their phone lighter.

The site map I made is a simple representation of what I have in mind that will serve the needs of the customer the best - I chose to focus on the concepts of forcing functions, understandability, and constraints in order to provide the best possible product to the customer.