PROJECT 2

▸ Why This Project?

▸ Overview

▸ Your Deliverables

▸ What we'll be looking for in this project

▸ The Client

▸ Personas

WHY THIS PROJECT?

PROJECT PRINCIPLES

‣This project is aiming to achieve 3 things:

‣ **IA & Navigation design**

get familiar with navigation best practices & information architecture

"10,000 hours of practice makes you an expert."
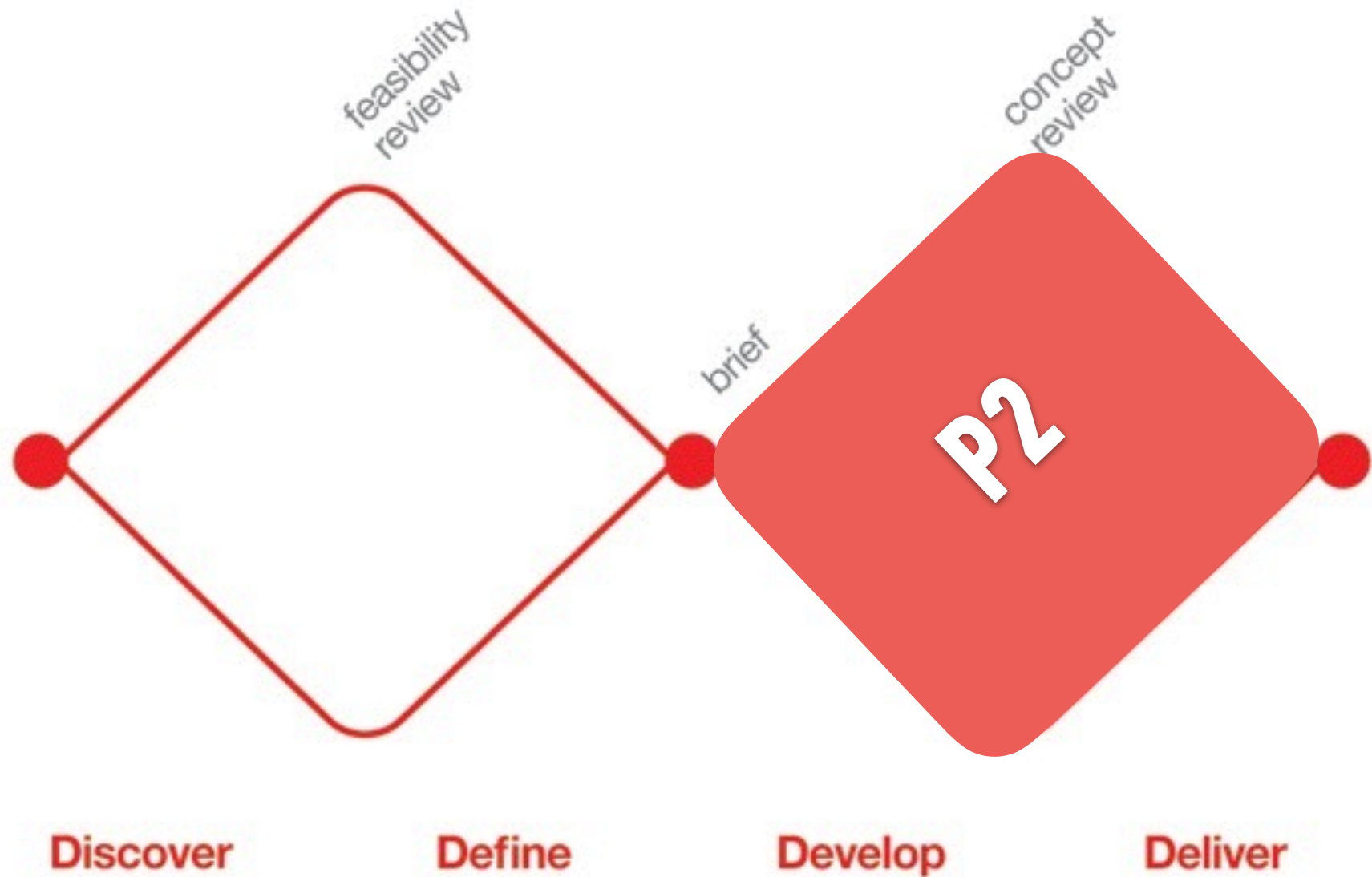
‣ **UI design**

hands-on experience with fundamental UI tools for web & e-commerce

‣ **The Design Process**

become familiar with creative problem-solving & develop confidence in design decision-making from user feedback patterns
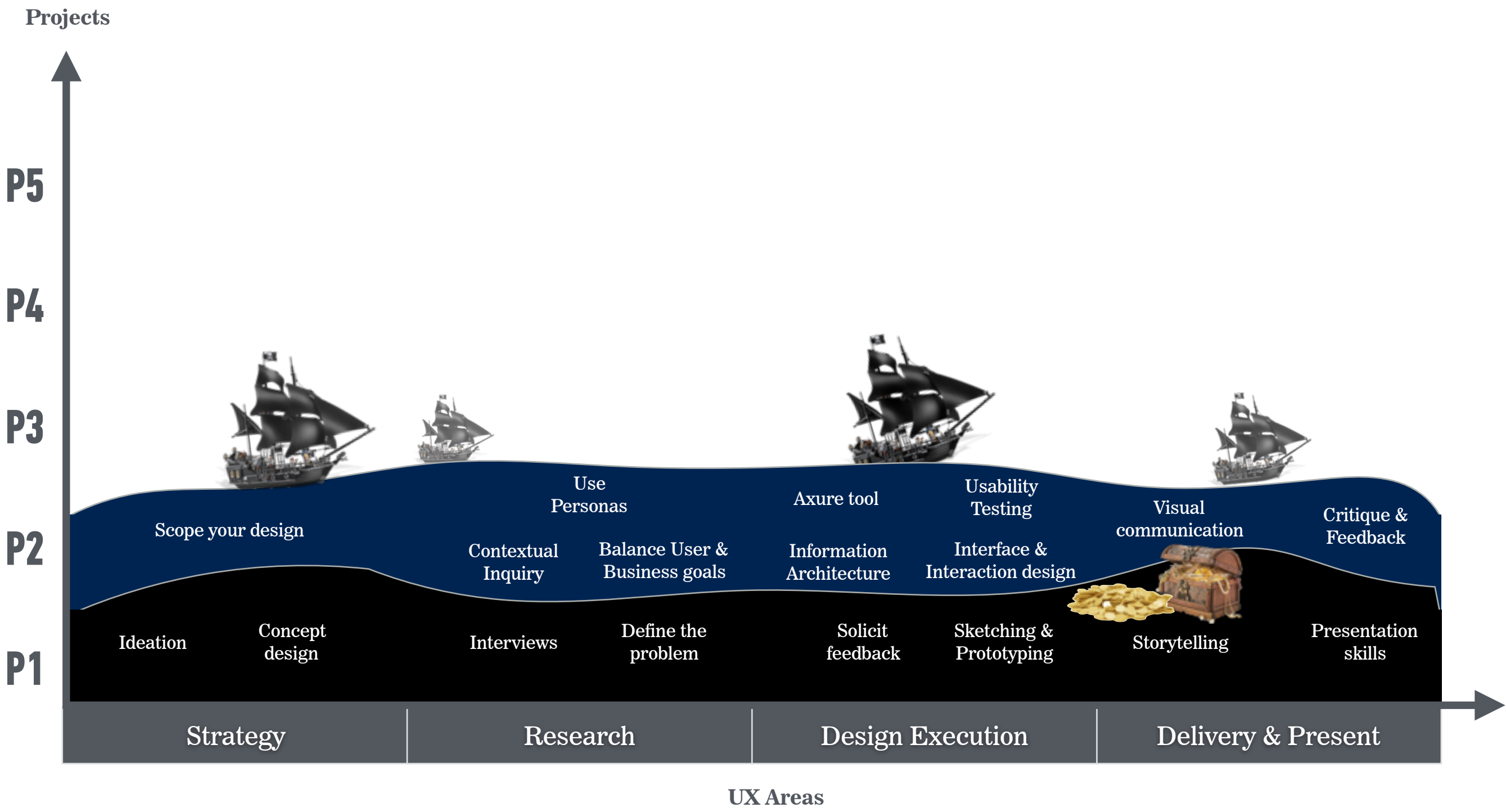
"You're a designer; confidence is part of the job."
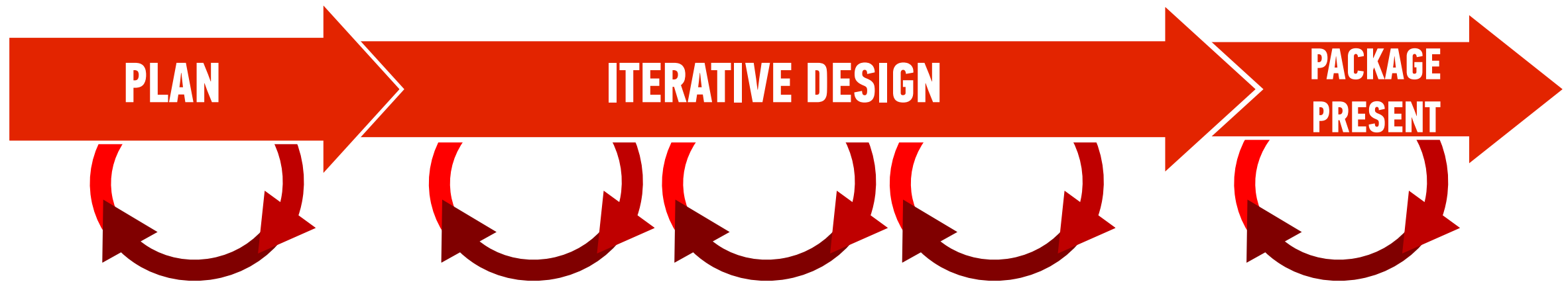
THE DOUBLE DIAMOND MODEL

feasibility review

concept review

brief

P2

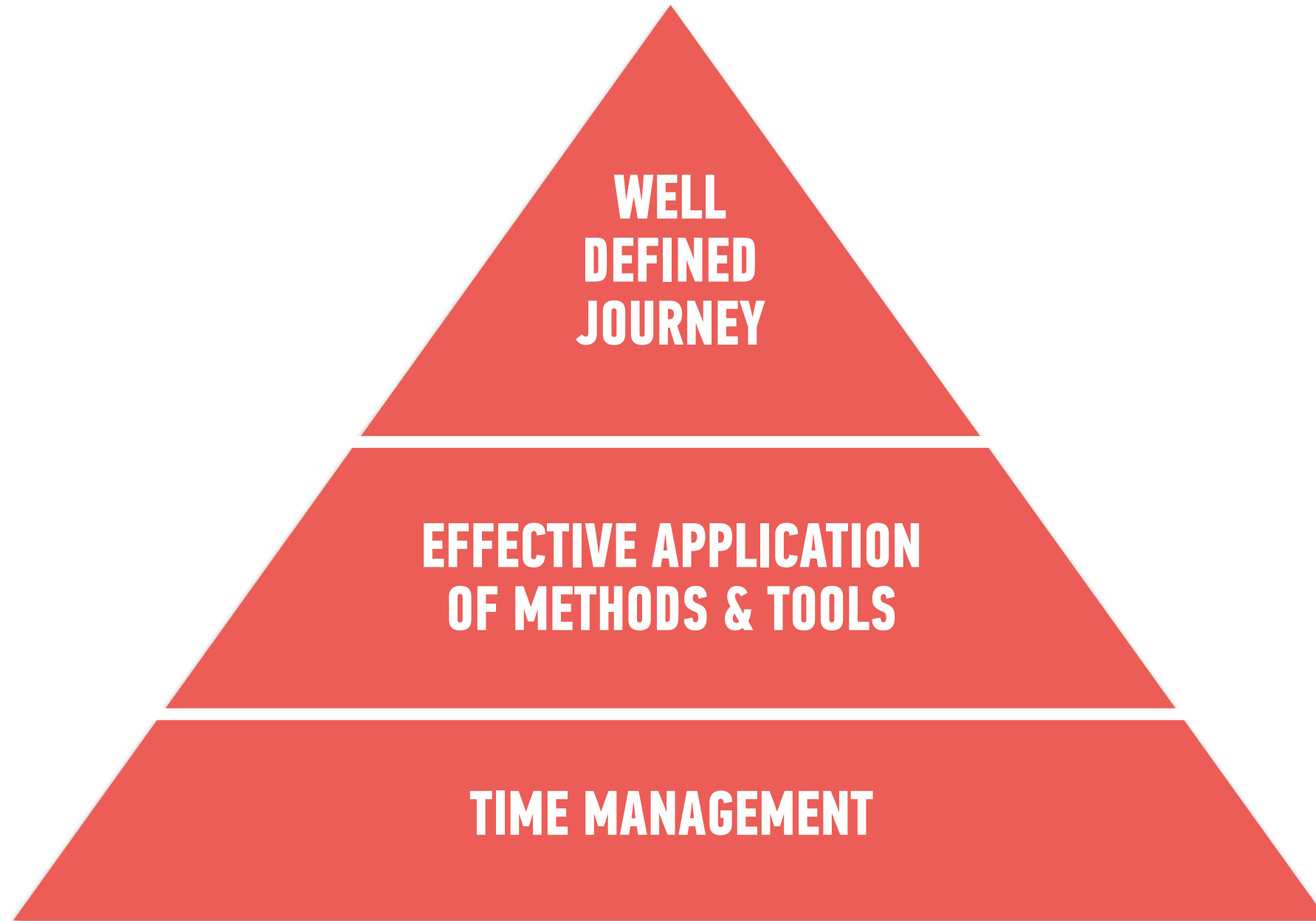**Discover** **Define** **Develop** **Deliver**

OVERVIEW

‣ This project is about individuals executing a full 2-week design process while applying fundamental UX skills. By the end of the project, you'll be walking through your interactive prototype of an e-commerce website, as a persona, and explaining how you got this design.

‣ Every day we'll explore a UX technique which will help you in your design process. Every day there'll also be workshop time for you to further your project.

‣ Class time and workshop time is expected. Any additional time you spend on making your project awesome-sauce is up to you.

‣ Instructor and IA **may** make themselves available after class on nights towards project due date.

Projects

P5

P4

P3

P2

P1

Strategy

Research

Design Execution

Delivery & Present

UX Areas

Scope your design

Use Personas

Axure tool

Usability Testing

Visual communication

Critique & Feedback

Contextual Inquiry

Balance User & Business goals

Information Architecture

Interface & Interaction design

Ideation

Concept design

Interviews

Define the problem

Solicit feedback

Sketching & Prototyping

Storytelling

Presentation skills

THE DESIGN PROCESS

PROJECT 2

RESEARCH

CONCEPT PROTOTYPE

DESIGN

	Mon 7/3	Tue 8/3	Wed 9/3	Thu 10/3	Fri 11/3
GMT+11					
09:00	**09:00** - Pearls O' Wisc	**09:00** - Remind to inst	**09:00 — 12:00** Navigation	**09:00 — 10:00** Wireframes & Layout	**09:00 — 10:30** Interaction & Interface Design - PJ
	09:30 - P2 Brief & Rut	**09:30 — 12:30** Information Architecture			
10:00	**10:00 — 12:30** Design Process			**10:30 — 11:30** Heuristic Evaluations (Maybe push out wk	
11:00					
12:00				**12:00 — 13:00** General Assembly UX Outcomes	
13:00					**13:00** - Pearls O' Wisd
	13:30 — 15:30 Business & Competitive Analysis				
14:00			**14:00 — 16:30** Site Maps, App Maps, Screenflows, Swimlanes		**14:30 — 16:00** Axure Part 2
15:00		**15:00 — 18:00** Ron Unavail		**15:00 — 17:00** Axure Part 1	
16:00					**16:00 — 18:0** Gigi Unava.. / **16:00** - Rei
17:00					
18:00	**18:00 — 19:30** Immersive bowling night				**18:00 — 21:30** Karaoke (self fund)

GMT+11	Mon 14/3	Tue 15/3	Wed 16/3	Thu 17/3	Fri 18/3
09:00	**09:00 – 11:00** Form Design		**09:00 – 10:00** DISC	**09:00 – 10:00** Presentation Skills - Part 2 w Persona	
10:00		**10:00 – 11:00** Testing Analysis	**10:30 – 11:30** Giving Feedback - Part 2 Design	**10:30 – 11:30** Storytelling	**10:30 – 12:00** P2 Presos
11:00					
12:00	**12:00 – 13:00** Guest Talk - Oliver Weidlich (UX and				**12:30 – 15:00** P2 Presos
13:00	**13:30 – 15:30** Usability Testing				
14:00					
15:00					**15:00** - Reflect
15:30					**15:30** - Pearls O' Wisd
16:00					**16:00** - Wk 3 Survey
17:00					

YOUR DELIVERABLES

You will be creating a prototype for a website. Think through the process and design the experience of shopping online for products, designed to meet the goals of users (as represented by personas) and the business and brand goals of the company. You will need to:

1. Create an Information Architecture, and Sitemap

Using the 30 top-selling products as a guide, organise the site into logical and meaningful categories and pages which help customers to find what they need, and understand what they have found.

2. Design user flows for the major user journeys

The client has provided key flows they can envisage their personas undertaking.
   Remember, the user flows should map the actions the user takes (not the computer), including any user decisions they must make.

YOUR DELIVERABLES

3. Create wireframes for each page required to illustrate the user flow

Wireframes communicate the relative priority and layout of page elements to provide a general sense of how a page may look. Your wireframes should include:

- **Global elements** (appear in the same place on all pages), such as global navigation, masthead branding, footer navigation and information
- **Common elements** (appear contextually on certain pages), such as secondary navigation, page titles, breadcrumb navigation, pagination controls
- **Custom elements** (appear uniquely on specific page templates), such as product photos and descriptions, calls-to-action, pricing and sizing options, forms, related content

YOUR DELIVERABLES

3. Create annotated wireframes for each template page to illustrate the user flow, ready as client documentation. Specific wireframes will depend on the user flows you design, but you should at least include:

- **Home page:** Establishing the site proposition, brand personality, and global navigation, and offering new and returning users enticing calls-to-action to tempt them further into the site.
- **Product category page:** Showcasing examples of available products in a category (such as 'Harry Potter costumes') and allowing for filtering of results where appropriate.
- **Product detail page:** Describes a specific product and provides options to purchase.
- **Shopping cart:** Details the products a user has chosen to purchase, allows for some editing of those products, and for the user to proceed to the check-out process.
- **Check-out pages:** A linked series of form-based steps focused on successful completion of the transaction, including capturing personal details, card details, delivery options, and account creation.

YOUR DELIVERABLES

4. A 'click-through' prototype to test with at least 4 users, over at least your first iteration

‣ Using your prototyping tool of choice (probably Axure), to link the wireframes together to allow for usability testing with four participants to complete the given user scenarios.

‣ Try to find participants that fit the persona types, which may include:
Each other, Other students on campus, Friends & Family, In the Wild

‣ You will be creating a Testing Guide / Script.
At least 2 of your 4 of your tests will be conducted by another student, using your script.

YOUR DELIVERABLES

5. Presentation for 8 minutes, going through the following:

‣ How you derived your product categories, method of navigation, and hierarchy of pages — **Information Architecture, Navigation, Sitemap, User flows**

‣ Design rationale for your UI design, throughout iterations — **Iterating & Synthesising Usability Feedback**

‣ Walkthrough a key flow of your design, as a Persona - **Persona Proto Walkthrough**

8 min presentation

During which we will bowl a few yorkers throw a few curveballs

WHAT WE'RE LOOKING FOR IN THIS PROJECT . . .

▸ Have you **identified** your **target user types**?

▸ Have you **understood** your **user's problem**?

▸ What is your design **rationale?**

▸ Does your design idea **solve that problem effectively?**

▸ Have you **validated** your design solution with users?

▸ Have you **responded** to user feedback with iterative design improvements?

▸ Can you **communicate** **and present** your idea effectively?

▸ The **quality** (not quantity) of your presentation **slide deck,** if you choose to use one for Project 1

FRAMEWORK

Project evaluations are used to track student's progress and to provide a consistent method of delivering feedback to students.

| USER RESEARCH & SYNTHESIS	STRATEGY	EXECUTION	DELIVERY	PROFESSIONAL SKILLS
How well did the student ground their design in research?	*How well did the student holistically solve the problem?*	*How well did the student produce design artifacts?*	*How well did the student communicate their design process? Both visually & verbally.*	*How well did the student work with their classmates and/or on a team?*
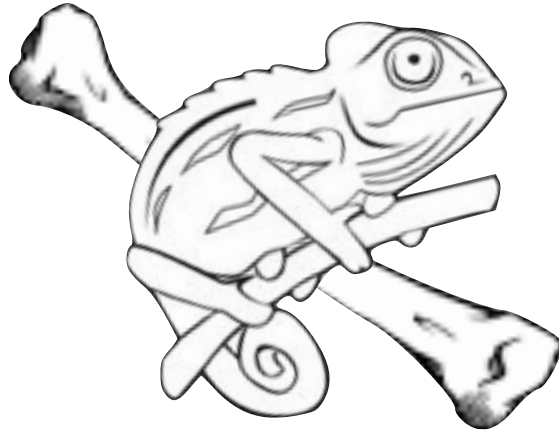
THE CLIENT

CHAMELEON SHIPPING

The Client

Chameleon Shipping services has over 300 years history as international shipping merchants, with unmeasured wealth.

Up until now, we have sold our wares in popup stalls at tourist wharfs, but now we want to sail into the modern day, by establishing an online e-commerce channel. We are not tech savvy in the slightest, and are new to this 'digital stuff'.
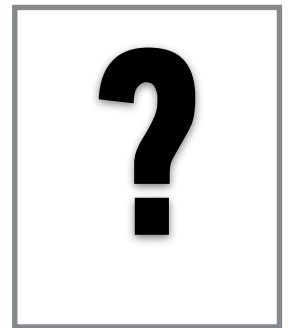
You are now on deck for this project to pitch ideas for four of our most popular departments of sales. We are open to ideas for new names and logos, however this is NOT a focus of this venture.
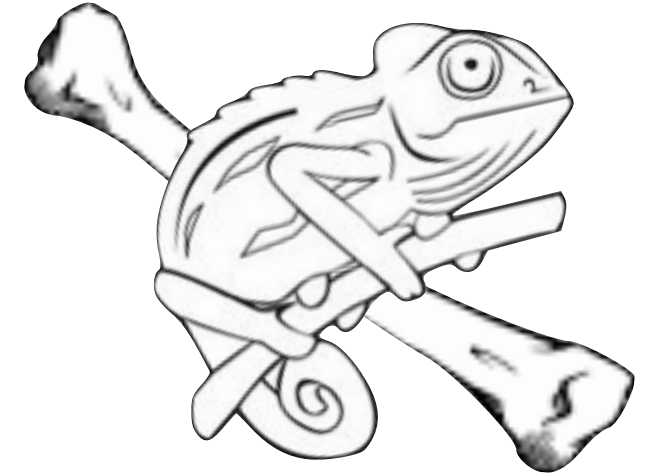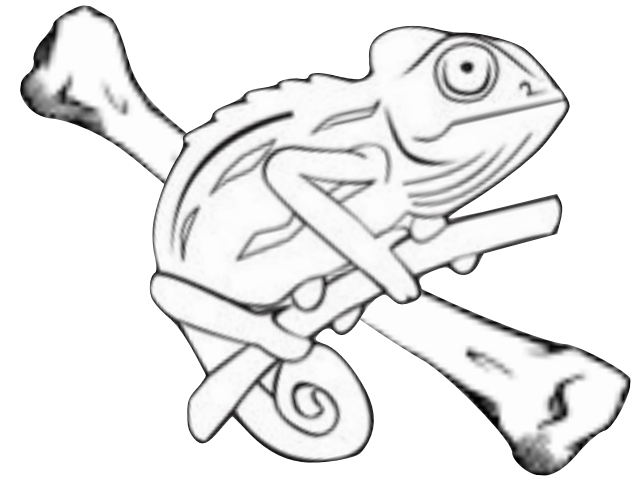

CHAMELEON SHIPPING

?

Roger
CEO

?

Holly
VP

Our mission statement

To bring back the grandest treasures from across the seas to our customers, at cutthroat prices, guaranteed to slash our competitors.

CHAMELEON SHIPPING

Our values

## Special products at Special prices

We offer seemingly-impossible cheap products, with great customer service experience from order to delivery. If we don't have it, we'll find it for you. Just holler!

The World is your Oyster

We scale the world and the seas to find the best bargains, so you don't have to.

Loot of the Day

Not only do we retrieve exactly what your heart desires, but we also come across other great products on our travels, and we share the bounty with you!
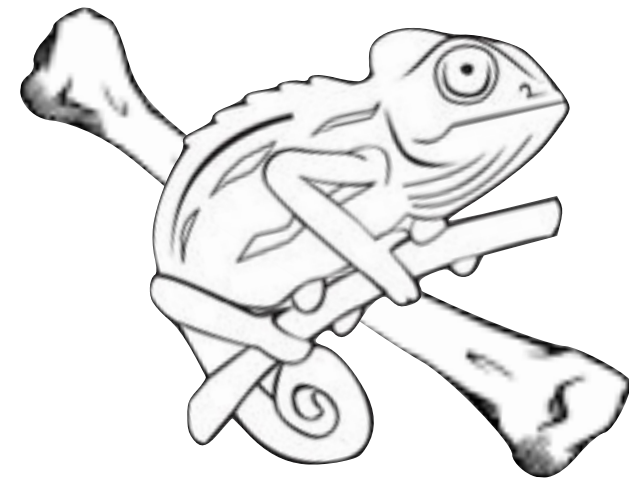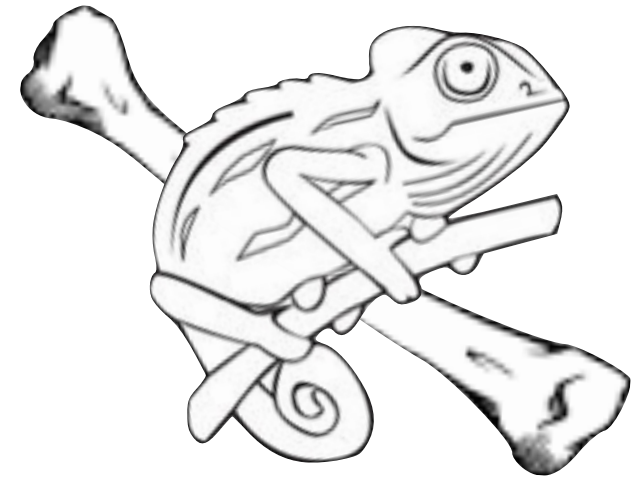

CHAMELEON SHIPPING

Our personality

Traditional but not stuffy

Friendly but not too chummy

Charming but not swashbuckling

Seasoned but not weathered

Aggressive but not cutthroat
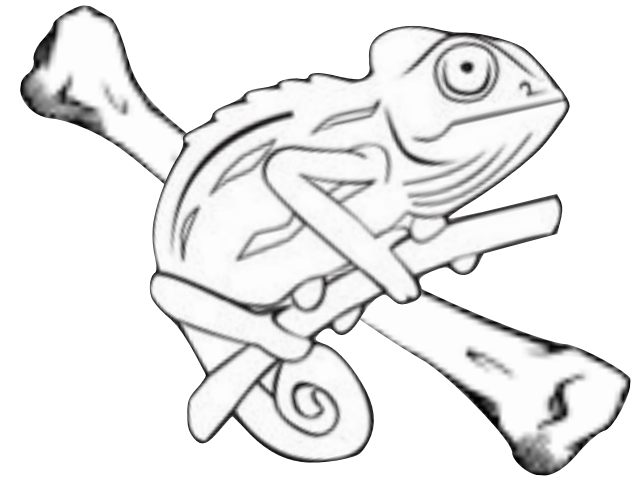

CHAMELEON SHIPPING

Our Competitors

The competitors we see are:
Ebay, Amazon, Shopify, Craigslist, Gum Tree

We're open to ideas from other industries, and would like you to explore without our influence. Though naturally, it should still align with our brand values.

Our most popular Australian wharf fronts include Sydney, Melbourne, Hobart. Though other ports may also be an option.

Specific features we'd like to compare can be derived from our *Musts, Shoulds, Coulds, and Won'ts.*

CHAMELEON SHIPPING

PERSONAS

- Chameleon Shipping has recently commissioned another vendor to conduct research into the types of customers they have, based on traffic from wharf sales.

- The research produced the following set of Personas, based on their behaviours exhibited. Not all Personas apply to all store departments.

- For the purposes of this e-commerce design project across the four sales areas, assume these personas are the most accurate representation of the key market.

- The Scenarios depicted are common and key sales funnels which comprise a significant part of our revenue streams.

JASON

38 YEAR OLD SCHOOLTEACHER | CARES ABOUT: QUALITY, EXCLUSIVITY, AND COOL-FACTOR OF PURCHASES

"If I get her the cool stuff, she thinks I'm a cool dad!"

Jason is the single parent of a 12 year old girl. He struggles to find the right gifts for her as her interests change regularly, and he tends to steer her toward the activities that he can also take part in. He is a little cost-conscious and wants cool stuff at a fair price. His daughter has also been bugging him for a pet, as all her friends have one. So he's not sure how he can handle another mouth to feed. As an art teacher, he cares about design and is critical and vocal about brands which don't meet his high expectations. He chooses his brands carefully to reflect his tastes and behaviour.

Tech empathy: **High** | Purchase frequency: **Medium** | Has: MacBook Pro, iPhone, iPad

Favoured brands

Xbox, Apple, IKEA, Aldi

Favoured channels

Desktop website, Email, Twitter

Needs from online store

- Quick access to a range of options
- Knowing what's new on repeat visits
- Being reassured by familiar brand names
- Social proof from others to know what's cool
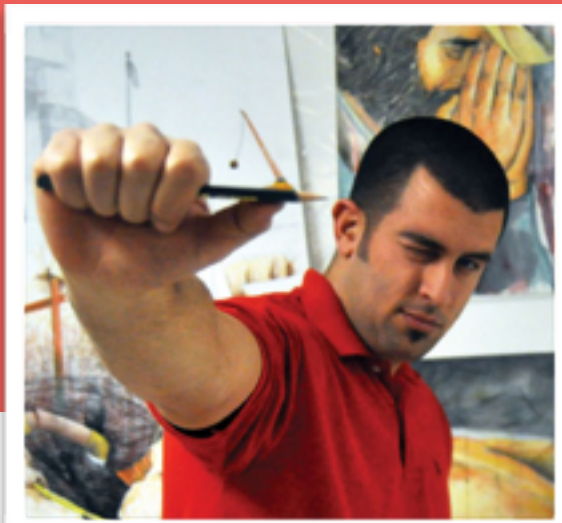- A feeling of relationship with the brand

Pain points

- Lack of sufficient product descriptions
- Difficult navigation
- Expensive shipping charges
- Complex returns process
- Lack of trust with unfamiliar retailers

How we can serve

- Establish trust and relationship
- Making it all very easy
- Providing inspiration from other customers
- Promoting ongoing deals and sales

JENNY

52YO HR MANAGER | CARES ABOUT: RELIABILITY OF SERVICE, STOCK OF SPECIALIST ITEMS, VALUE PRICING AND SHIPPING

"He tells me what he wants - the hard part is finding it"

Jenny is the grandmother of a primary school magician. As her granddaughter develops her skill, each birthday and holiday sees her buying the next magic trick, which must be appropriate for her age and skills. Jasmine doesn't buy online often, but understands that it's the best way to get specialist products, and appreciates the convenience of home delivery. This has been incredibly handy in taking care of her little Schnauzer, 'Pinches'. She usually places orders well in advance to take advantage of discounted shipping.

Favoured brands

David Jones, Aldi

Favoured channels

Desktop website, Phone, Email

Tech empathy: **Low** | Purchase frequency: **Long** | Has: Dell PC, iPhone 6S, iPad 2

Needs from online store

- Simple layout and clear choices
- Fair pricing and flexible shipping options
- Record of past purchases
- Suggestions based on past purchases
- Understanding of age/difficulty level of products

Pain points

- Overwhelmed by choice
- Finding magic tricks with unfamiliar names
- Indistinct product categories
- Having to remember payment details
- Having no person to talk to

How we can serve

- Reward loyalty / purchase history
- Support finding items not necessarily familiar to her
- Offering flexibility in dealing with the store
- Delivering to her home, at times of her convenience

DANIEL

29 YEAR OLD TV SCRIPTWRITER | CARES ABOUT: AUTHENTICITY, EXCLUSIVITY, AND SHOWING-OFF PURCHASES

"It's not whether I can afford it, it's whether I can afford NOT to have it!"

Daniel likes to collect toys and games from his childhood, and is a big fan of 'retro-chic'. When something catches his eye he must have it, whatever the cost. He considers himself a digital native and a smart consumer, and he loves to download new apps, check out technology trends, and show off his purchases. As a writer, he has a keen eye for sharp copy and likes brands who express their personality through their words. He spends most of his day writing from home, in conversation with his muse and BFF (Budgie Friends Forever), Samson.

Tech empathy: **High** | Purchase frequency: **Short** | Has: MacBook Air, iPhone 7, iPad 5

Favoured brands

Uber, Scotch Malt Whisky Society, SXSW

Favoured channels

Mobile web / apps, Twitter, Instagram

Needs from online store

- Knowledge and authority on product inventory
- Regularly updated inventory
- Fast shipping
- Able to purchase from mobile
- Able to submit product reviews

Pain points

- Poorly-written website copy
- Too little choice of retro stuff
- Lengthy checkout process
- Services that don't work on mobile
- Wants to be sure of small product details

How we can serve
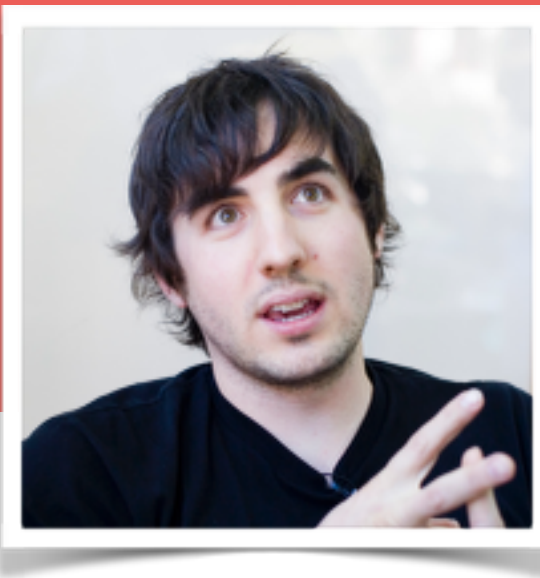
- Making it "speak" to him (in terms of how it's worded and how it's presented)
- Making it efficient
- Making it work well on a computer and a mobile
- Encouraging user-generated content

Stephen

28 YEAR NETWORK ENGINEER | CARES ABOUT: QUALITY, ECONOMY, AND COOL-FACTOR OF PURCHASES

"You guys wanna ride tonight?! 9:30 ok?"

Stephen loves getting fit and trying new activities. Although he has ridden bicycles before, he has only been introduced to the vastness of cycling through new friends. He has also taken up basic carpentry as another hobby. He plans to build his own bicycle rack with his new skills and tools. He avidly absorbs the guidance from experts and gurus who know what they're talking about. He appreciates getting fast responses to his questions. If anything or anyone seems sluggish to him, he'll immediately lose faith and confidence in it.

Tech savviness: **High** | Purchase frequency: **Medium** | Has: Lenovo, Google Nexus 2, iPad

Favoured brands

Wilson tennis, Uber, IKEA, meetup.com, Android, Xbox, Coopers beer, Masters

Favoured channels

Smart Phone, Tablet, Desktop website, Email, Twitter

Needs from online store

- Quick access to a range of options
- Knowing what's new on repeat visits
- Being reassured by familiar brand names
- Social proof from others to know what's cool
- A feeling of relationship with the brand

Pain points

- Lack of sufficient product descriptions
- Difficult navigation
- Difficult to compare
- Expensive additional charges
- Complex returns process
- Lack of trust with unfamiliar retailers

How we can serve

- Establish trust and relationship
- Making it all very easy
- Practical advice and tips
- Providing inspiration from other customers
- Providing the most suitable, and economical options to him

Harry

34 YEAR WEDDING PLANNER | CARES ABOUT: AUTHENTICITY, EXCLUSIVITY, AND SHOWING-OFF PURCHASES

"I know what I want. I just want things done, even if that means getting it myself!"

Harry likes to tinker and craft his various bicycles with the latest modifications and accessories. When something catches his eye he must have it, whatever the cost. He considers himself a digital native and a smart consumer, and he loves to download new apps, check out technology trends, and show off his purchases.
As a wedding planner, he has a keen eye for the small things, as the "devil is in the details". As part of 'firefighting' during his job, he has also become quite handy, and is able to 'MacGyver' his own solutions to wedding calamities. He holds himself and others around him to high expectations, particularly in regards to client & customer service. The show must go on!

Tech savviness: **High** | Purchase frequency: **High** | Has: MacBook Pro, iPhone, iPad

Favoured brands

Virgin Fitness, Macallan Whiskey, BMW, Bottega Veneta, Patek Philippe, Bunnings

Favoured channels

Mobile web / apps, Desktop, Twitter, Instagram, In person, Personalised call

Needs from online store

- Knowledge and awareness on current trends
- Regularly updated inventory to latest trends
- Fast shipping to store or door
- Able to purchase from mobile
- Able to submit product reviews
- Wants to be sure of small product details

Pain points

- 'Cheapness' and lack of aesthetic
- Poorly-written website copy
- No indication of popularity or 'trendiness'
- Lengthy & boring processes
- Services that don't work on mobile

How we can serve

- Making it "speak" to him (in terms of how it's worded and how it's presented)
- Making it desirable for him to visit
- Making it efficient
- Making it work well on a computer and a mobile
- Delivering reliably, on emergency last minute

Mrs Cheng

82YO RETIREE | CARES ABOUT: RELIABILITY OF SERVICE, PATIENCE, RESPECT, AND LONG-LASTING QUALITY

"Patience is very important. If you don't help the customer, why do I buy from you?"

Mrs Cheng is the grandmother of a 9yo little athlete. As her granddaughter, Karen is rapidly growing in skill and athleticism, she's yearning to move up to a "big girl's bike". Mrs Cheng doesn't buy online often, but understands that it's the best way to get deals, and it lets her see the products from the comfort of her own home. She is also incredibly resourceful in the home, preferring to tinker and her own little fixes around the home. *"Technology is really good today! But not the same as talking to someone, in the real life! When I was young girl in China, when I want something, I have to … "*

Tech savviness: **Low** | Purchase frequency: **Low** | Has: iPad, iPhone

Favoured brands

Woolworths, Aldi, Harris Farm, Lucas' Papaw Ointment, Lincraft, T2 teas

Favoured channels

In person, Phone call, Desktop, Email

Needs from online store

- Simple layout and clear choices
- Fair pricing and flexible scheduling options
- Record of past purchases
- Suggestions based on past purchases
- Understanding of age/difficulty level of products

Pain points

- Overwhelmed by choice
- Finding products with unfamiliar names
- Indistinct product categories
- Having to remember payment details
- Having no person to talk to for help

How we can serve

- Reward loyalty / purchase history
- Reliable advice and patience with her needs
- Support finding items not necessarily familiar to her
- Offering flexibility in corresponding with the store

FOUR STORES
SPLIT ACROSS 17 STUDENTS

EACH STUDENT IS ASSIGNED ONE DEPARTMENT TO DESIGN A WEBSITE FOR

LOGO **TREASURED TOYS**

LOGO **HOOK'S HARDWARE**

LOGO **SCURVY CYCLES**

LOGO **POLLY'S PETS**

These are the indicative names for these future online. We are open to alternative names which meet our hidden criterion. Logos and basic colour scheme are also up to you. However we stress again that the final visual design and branding will be revamped later, so pixel-perfect, hi-fi is NOT the focus of this project. *Please timebox to roughly 30 mins total for names, logos, and colours.*

User scenarios

The design must cater for key flows, to satisfy these typical persona scenarios:

1. Jason's daughter has come running home after playing with friends, and is obsessed with wanting a new Ben Ten Wrist Watch. Jason obliges.
2. Jenny's granddaughter's birthday is coming up, so she returns to the website, to revisit a few beginner-level magic tricks that she had picked out for her.
3. Retro-collector Daniel has finally saved up enough for a limited edition Thomas Train set he had previously selected, and now wants to complete the check-out process.

User scenarios

The design must cater for key flows, to satisfy these typical persona scenarios:

1. Jason decides to get a small pet for this daughter, starting off with a beta fish. He wants to pick up various accessories to take care of a beta fish.
2. Jenny needs dog food and shampoo delivered for her Schnauzer, Pinches. She notices Pinches needs to take better care of his teeth as well.
3. Daniel wants a new toy for his budgie Samson to play with. He see what's available, and would like to order the most fun option delivered to him.

User scenarios

The design must cater for key flows, to satisfy these typical persona scenarios:

1. Harry would like to replace his front wheel with a Shimano MT, preferably in white to match the rest of his bike and gear. He's happy to pick it up on the way home from work, once he knows it has come in.

2. Stephen wants to buy a new bike to replace his department-store bike. But he isn't sure which bike type would suit him. Stephen wants to talk to an expert for advice.

3. Mrs. Cheng is looking for presents for her granddaughter's 9th birthday. She would like it all delivered to her, including the bike itself, a basket for carrying things, and a new trendy helmet.

HOOK'S HARDWARE

User scenarios

The design must cater for key flows, to satisfy these typical persona scenarios:

1. Harry just got a call from his staff, saying that the power at a wedding reception has blacked out. He wants to order an emergency delivery of a power generator directly to the venue.

2. Stephen is about to start a new home project, to build a rack for his new bike. He thinks he'll need a power drill set, measuring tape, and an arc welder. But he'd like to call to an expert for advice

3. Mrs. Cheng would like some deck chairs delivered so she can enjoy her garden in the autumn. While she's getting that delivered she may as well add some other items too. Her trusty garden hose is leaking like a sprinkler, so she may as well get a new one. She decides she'd like to try one with one of those fancy spray heads. She orders these things online for delivery.

- Have clear ways of locating specific products. Product lists are on GDrive.

- A page design for individual products which can be linked to directly

- Have an efficient means of purchasing one, or more products

- Steer customers toward 'Loot of the Day' on-sale products

- Establish the brand and its points of difference

- Allow customers to request a product not stocked or not listed

- Allow customers to browse related products

- Allow customers to read and write reviews of a product

- Provide information about the store's history

- Reward loyalty for repeat customers

- Allow for multiple images per product

- Adapt the experience appropriately across desktop and mobile

- Offer advanced search functionality (filters, sorting)

- **Offer advanced wizard-like 'product finder' tools**

- **Offer online activities unrelated to purchasing products**

QUESTIONS? THOUGHTS?

HINT: CHECKOUT LOCAL STORES…