

# Project Deliverable 1

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## Problem

Making a purchase should be done with due diligence and confidence. However, customers have a hard time making confident decisions when their shopping experience is unorganized. A rough solution to keeping track of items or projects that customers want to gather materials for would be creating a bookmarks folder. To help streamline the experience from finding a product that peaks their interest to making the purchase, a feature that keeps track and organizes their thoughts buying interests is essential.

## Appetite

This feature is projected to be delivered within 6 weeks. Within these 6 weeks, the software developers and UI/UX designers will work in sync to outline, design, and develop this feature. The first two weeks will be spent designing and wireframing the Wishlist feature. The next two weeks will be spent developing a prototype of the feature in the development environment. The last two weeks will be spent testing and finalizing the production version of the wishlist.

## Solution

To facilitate this, the introduction of a shopping wishlist let's customers browse and shop the website with more control and ease. Wish Lists give customers a more personalized shopping experience that helps with organizing their interests for future purchases.

## Breadboarding

This breadboard outlines the steps the customer would take from finding a product that peaks their interest to creating a personalized wishlist from where the customer can easily make a streamlined decision to the product add to their shopping cart.

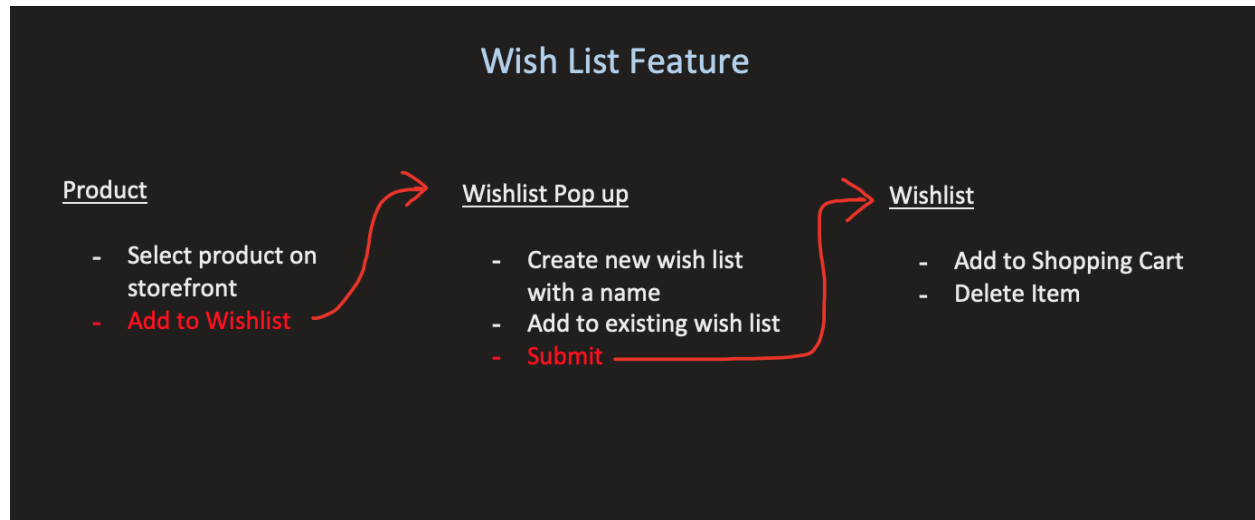


Figure 1: Breadboarding for the Wist List Feature.

## Fat Marker Sketch

The first fat marker sketch provides a visualization of the navigation bar where the customer can access their wish lists from the home page.



Figure 2: Fat marker sketch of the home page.

The second fat marker sketch visualizes the main wish lists screen where the customer can view all of their wish lists they've created over time as well as the contents of each wish list. Within the wish list, the customer can add the product to their shopping cart to simplify the shopping process. Customers can also create new wishlists through this page.

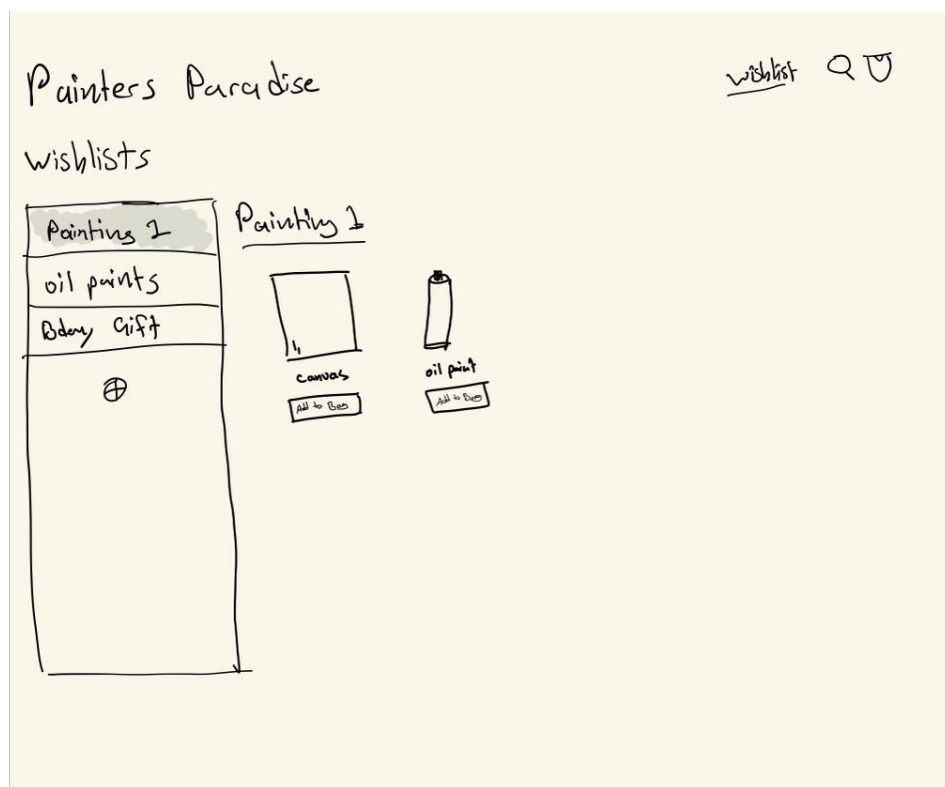


Figure 3: Fat marker sketch of the wish list page.

## Rabbit Holes

### Increased Personalization

Although allowing for more personalization let's customers truly individualize each wish list, it's important to understand giving too much control or options to customers

distracts them instead of aiding them. An example of this would be added descriptions to each wishlist when the title of the wish list already fulfills this need.

## No Gos

Although for this feature, there aren't many no go's that stand out or block the focus of developing the e commerce site, it's important to remember not to over deliver on a feature that is only designed to enhance the customers experience. Instead, making sure that the feature is completed in 6 weeks and additional features don't creep in during the design and development phase of this feature.