

Shape Up Cycle - Deliverable 1

Christian Tchoutang / 300101550

SEG4105A - Software Project Management

Andrew Forward

Wednesday, October 11th 2023

University of Ottawa

Table of content

Table of content.....	2
Problem.....	3
Appetite.....	3
Solution	3
Breadbording.....	4
Fat Marker.....	4
Rabbit Holes.....	5
No Gos.....	5

Problem

Finding difficult to purchase a large amount of items in one time, or to avoid buying article one at a time that could take a considerable amount of time, there was the need for something where we could store an numerous amount of articles, gather them in one place all together without having to complete the order on the same period of time. A rough solution to keep track of items that customers want to gather materials for would be creating a shopping cart. To help streamline the experience from collecting different articles that peaks their interest to making the purchase, a feature that gather and store their buying interests is essential.

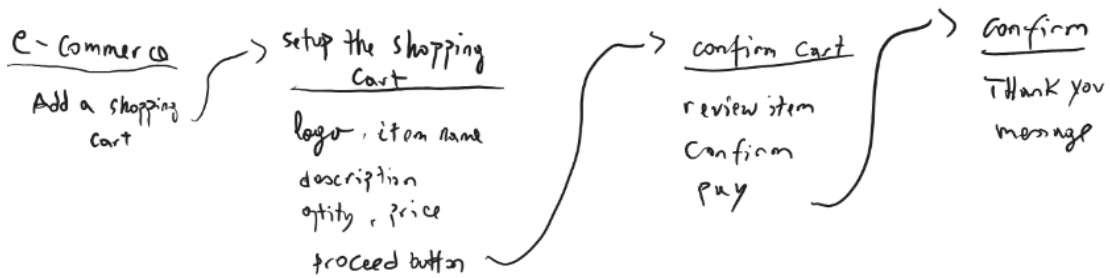
Appetite

We will provide a complete solution in six weeks. Our software team will design, develop and and deliver the software without burning out. 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 shopping cart 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 final version. This time frame is long enough for significant progress but short enough for clarity.

Solution

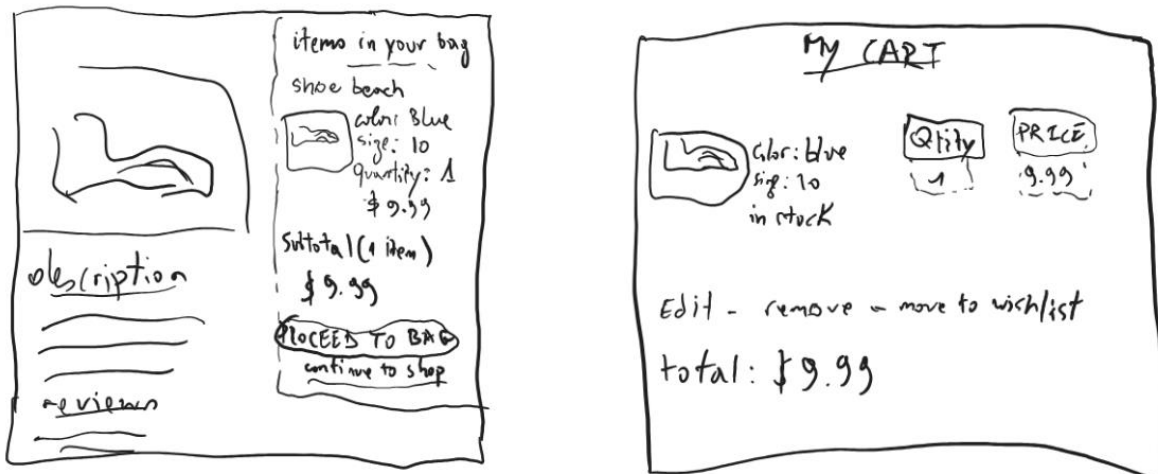
To resolve this, we needed to introduce a shopping cart which allow customers to shop and add products in the basket with ease. The shopping cart is a critical component of the e-commerce experience, impacting both the customer's journey and the seller's ability to convert browsing into sales. An effective shopping cart system contributes to a seamless and efficient online shopping experience, which, in turn, can lead to increased sales and customer satisfaction.

Breadboarding



This breadboard outlines the steps the customer would take to buy an interesting article verifying the quantity, the price, the description and then proceed to pay.

Fat-marker sketch



The shopping cart area will be display on the right of a description item, showing the recent selected articles, each quantity, color, price and an overall price for all the items in the basket.

Rabbit Holes

It refers to a situation where a customer becomes engrossed or distracted by additional items, features, or actions beyond their initial shopping goal. This can lead to extended browsing, a more extensive shopping list, or delays in completing the purchase. Rabbit holes can both enhance the shopping experience and potentially lead to cart abandonment. Here's an example of a rabbit hole for an online shopping cart:

Imagine a customer browsing an online clothing store. They initially visit the website to purchase a pair of jeans. However, as they explore the site, they encounter various rabbit holes:

Related Products: This leads them to explore complementary items like shirts, belts, and shoes.

Sale Section: They navigate to the "Sale" section and find irresistible discounts on seasonal items, prompting them to add more items to their cart.

Customer Reviews: they discover other customers' suggestions and decide to explore those items.

While these rabbit holes can enhance the customer's shopping experience and potentially increase the order value for the online store, they can also lead to distraction and potential cart abandonment if the customer doesn't eventually complete their initial purchase.

No Gos

Misinterpret the shopping cart for a Wishlist

While we aim to make sure that the user experience is filled by allowing customer to store articles in the cart, they should not think of it as a Wishlist where they will gather all their peak

interest for a long period of time; it should be used for intended purchases that should be done in a short amount of time.

Bibliography

1. *Shape Up: Stop Running in Circles and Ship Work that Matters*. (n.d.).
<https://basecamp.com/shapeup>
2. *Write the pitch / Shape up*. (n.d.). <https://basecamp.com/shapeup/1.5-chapter-06>
3. Stevens, E. (2023, July 19). 7 fundamental UX design principles all designers should know - UX Design Institute. *UX Design Institute*.
<https://www.uxdesigninstitute.com/blog/ux-design-principles/>