

## **Shape Up Cycle - Deliverable 1**

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SEG4105A - Software Project Management

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## Problem

Our platform partners with three local Ottawa suppliers, including Daniel Smith, Gamblin and Artist Loft. We provide customer support to assist these third-party sellers with order tracking and sales inquiries. However, sellers struggle with efficiently managing their store metrics. They currently depend on our customer support for performance data, which is time-consuming and inaccurate. To better serve sellers, we must offer a user-centered solution for easy access to store metrics, empowering sellers to make informed decisions for platform success.

## Appetite

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

## Solution

Iteration #1: Develop a mobile app for sellers to access their store metrics

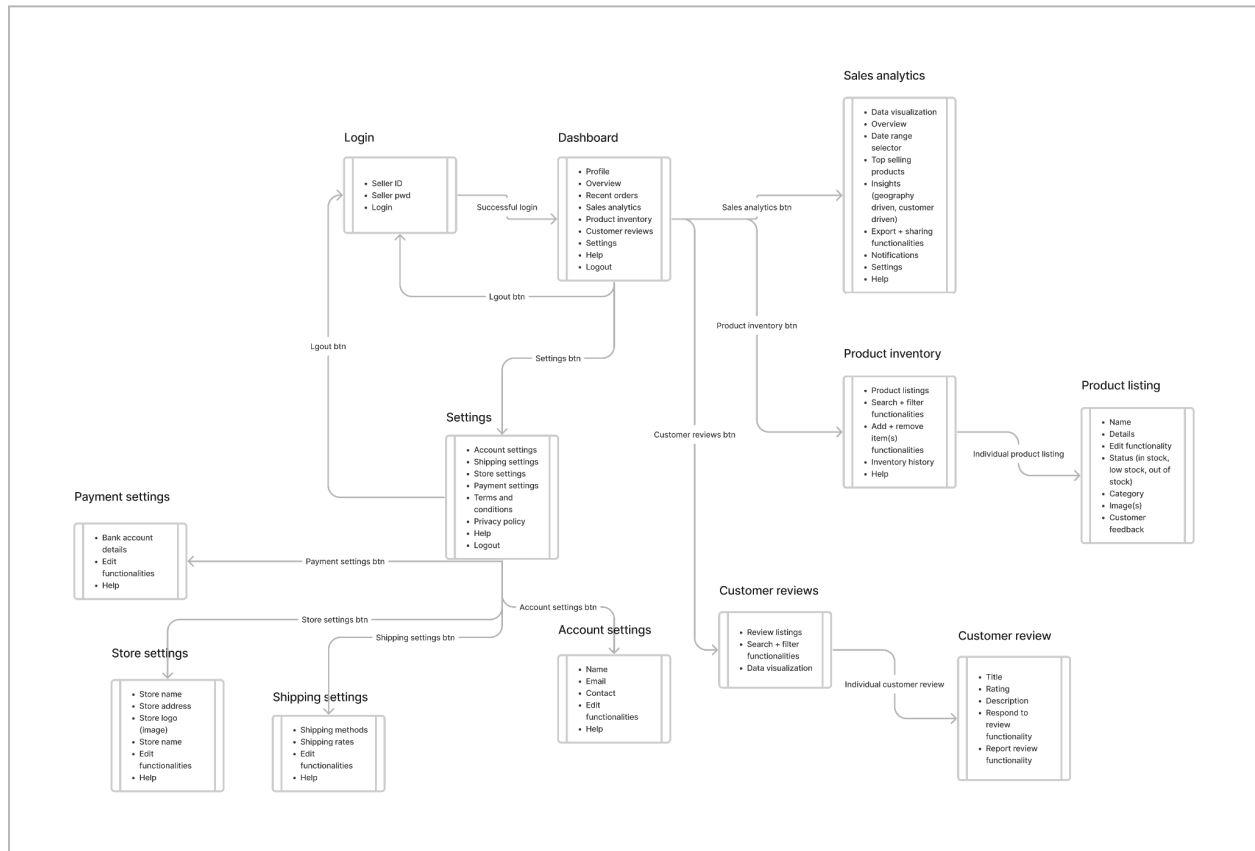
**Benefits:** quick implementation, provides access to store metrics, adheres to Nielsen's heuristics for "Visibility" (users can see their store metrics on the app)<sup>1</sup>.

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<sup>1</sup> 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/>

Risks: limited features, could lead to a disjointed user experience with multiple platforms (website vs app), violation of Nielsen's heuristics for "Consistency" (inconsistencies between the website and app)<sup>2</sup>.

## Breadboarding



<sup>2</sup> 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/>

Iteration #2: Add an admin dashboard to the website

Benefits: builds on the existing platform (consistency for users), better integration of features (eg. data visualization, customer feedback), adheres with Nielsen's heuristics for "Consistency" (consistency in user interface elements)<sup>3</sup>.

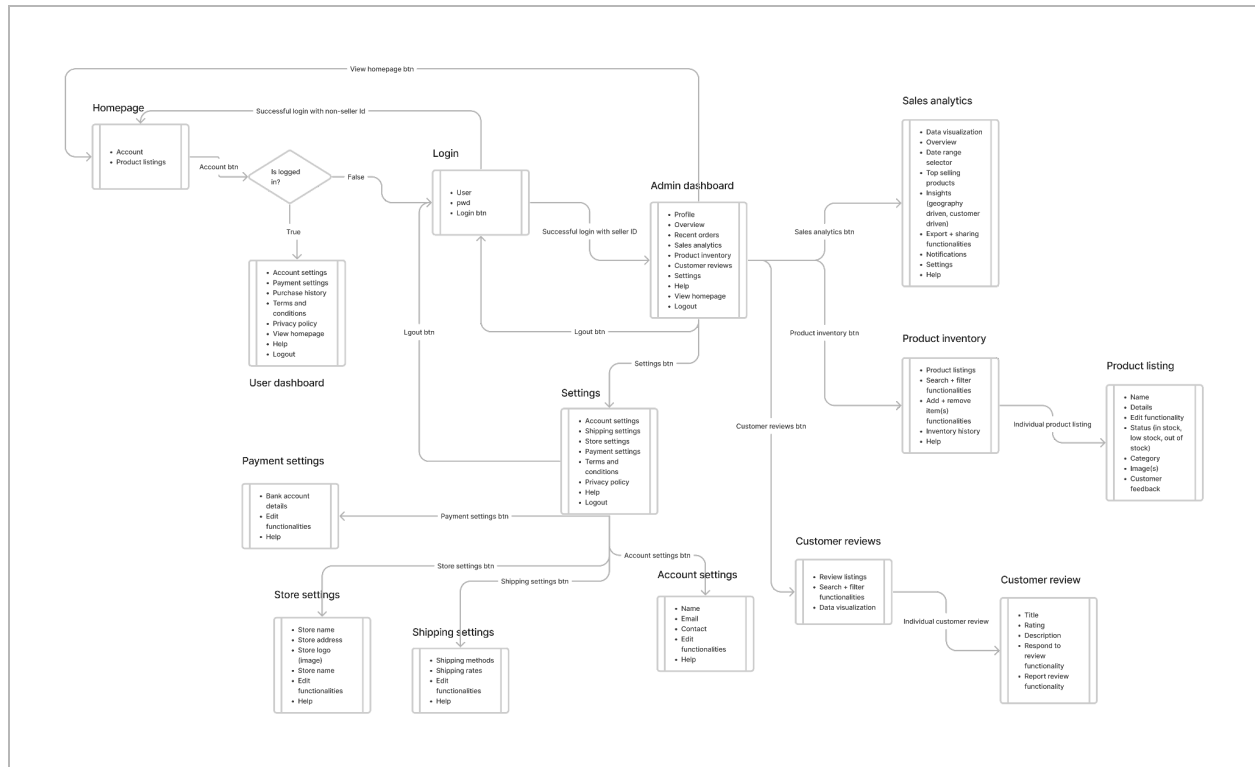
Risks: requires more development effort, potential challenges in transitioning from the old platform to the new dashboard, users may still need to navigate between pages for certain functions, violation of Nielsen's heuristics for "Memorability" (users may need to learn where specific functions are located)<sup>4</sup>.

Breadboarding

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<sup>3</sup> 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/>

<sup>4</sup> Stevens, E. (2023, July 19). 7 fundamental UX design principles all designers should know - UX Design Institute. *UX Design Institute*.  
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## Final proposed solution

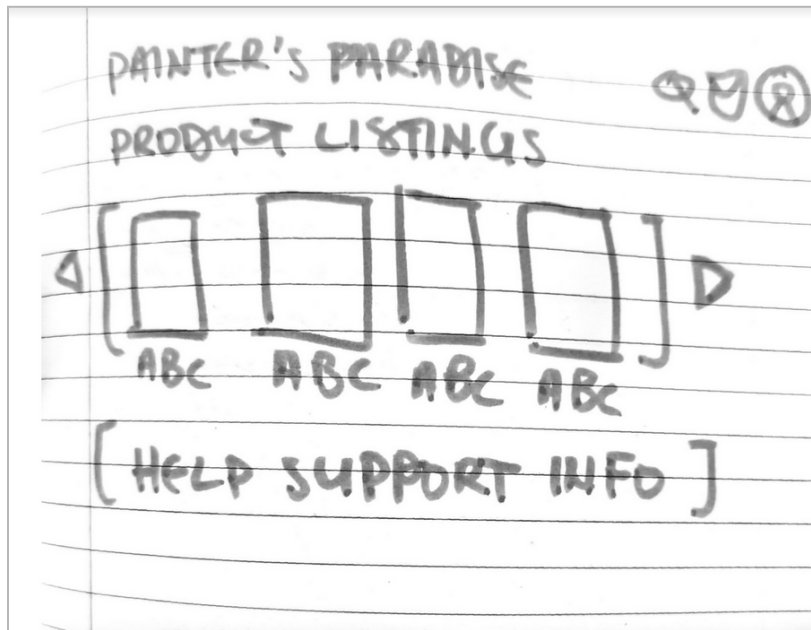
Iteration #2 is the best choice within our six-week timeframe. It enhances our existing platform, maintains user consistency, and integrates features effectively. Despite requiring more development effort, it reduces the risk of a disjointed user experience and aligns with our time and user expectations.

## Fat-marker sketch

We've included an icon on the first screen to represent the Account button. According to Nielsen's heuristics<sup>5</sup>, users rely on past experiences to understand icons. So, we've used the

<sup>5</sup> *Icon Usability*. (n.d.). Nielsen Norman Group. <https://www.nngroup.com/articles/icon-usability/>

default profile icon for familiarity. It's placed in the top-right corner of the screen with other functional icons, signaling that this section contains user-related functionalities in line with user needs.



Our user data indicates that 80% of our users are artists. Statistica reports 7.5 thousand artists selling on Etsy<sup>6</sup>. Jakob's Law guides us to create a user-centered interface, similar to Etsy's design<sup>7</sup>. Thus, our proposed interface follows Etsy's design elements, as shown in our breadboard exercise.

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<sup>6</sup> *Etsy: number of active sellers 2022* | Statista. (2023, August 30). Statista.

<https://www.statista.com/statistics/409374/etsy-active-sellers/>

<sup>7</sup> Yablonski, J. (n.d.). *Jakob's Law* | *Laws of UX*. Laws of UX. <https://lawsofux.com/jakobs-law/>



## Rabbit Holes

### User Interface Customization

While it's important to provide a user-friendly experience, hyperfocusing on excessive customization options can lead to scope changes and delays. We must strike a balance between customization and timely delivery to ensure we meet our six-week timeframe.



## Integration with External Tools

Seamless integration with third-party software can complicate development. We should be mindful of our integration capabilities within the defined timeline and focus on core functionalities first.

## Advanced Analytics Features

Advanced analytics, such as predictive analytics or complex data visualization, can significantly affect the development timeline.

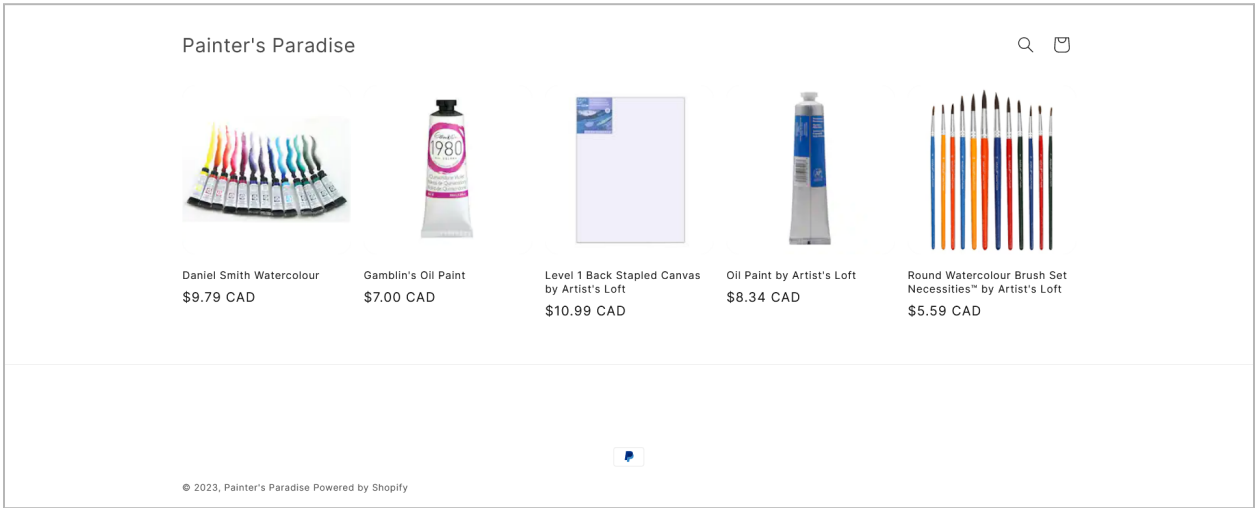
## No Gos

### Full Redesign of the Entire App

While we aim to improve store metric management, a full redesign of the entire app is beyond the scope of our current appetite. Our focus is on solving the specific pain point of store metric management within a six-week timeframe.

Annexe

1. Screenshot of the existing system



## 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/>
4. *Icon Usability*. (n.d.). Nielsen Norman Group.  
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5. Yablonski, J. (n.d.). *Jakob's Law | Laws of UX*. Laws of UX.  
<https://lawsofux.com/jakobs-law/>