IS PROTOTYPE
TEAM TWO
Chelsea Cui, Wanling Ding, Amy Lin, Shannon Lu
67-250: Information Systems Milieux
May 4th, 2017

Website Prototype

Homepage:
Our goal is to make the website look cleaner and easier to navigate. We selected a large picture on the homepage to capture customers' eyes. We also redesigned the logo to give it a simpler and cleaner look. The three navigation bars that we chose were "about", "products", and "locations". We thought these three tabs could conclude most information about Big Skinny and could also be further divided into smaller sections.
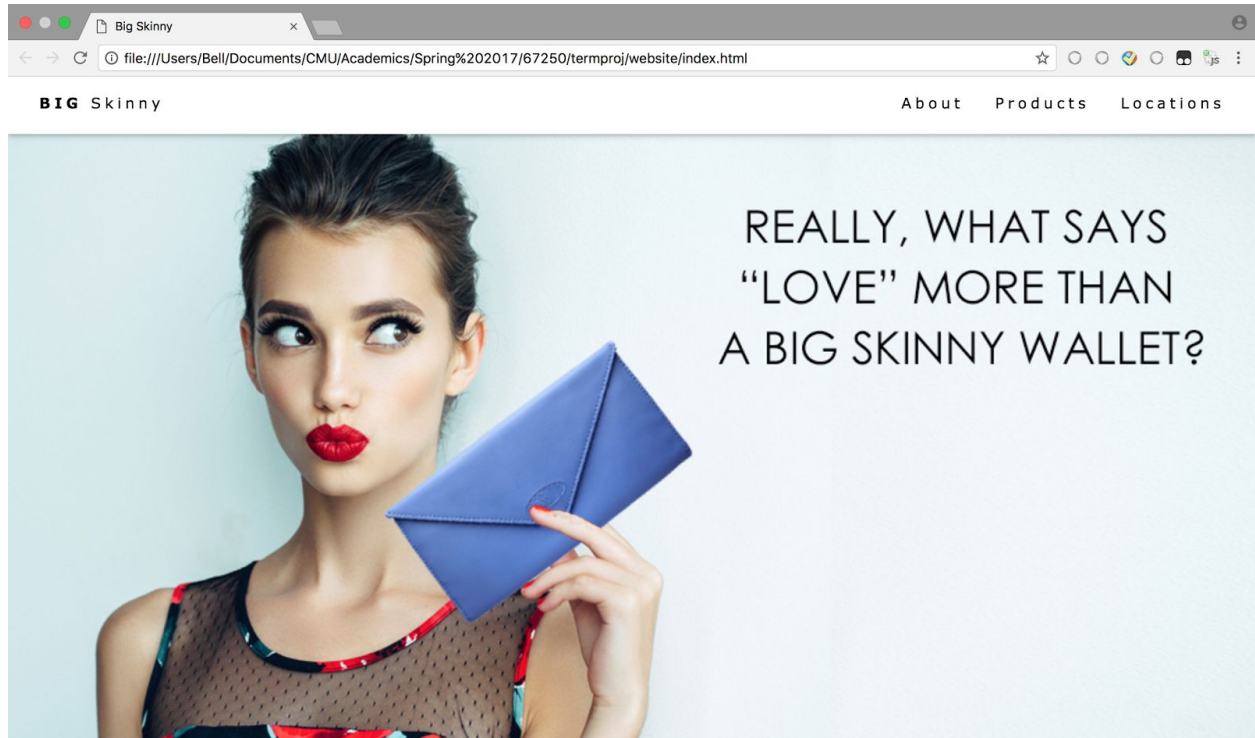
Below the large picture we have a list of featured products to give customers a sense of what the products look like. Each product has a "view details" button that allows users to explore more about it.
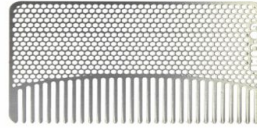
BIG Skinny   About   Products   Locations

Featured Products

Black Power Card

Blocking Slimvelope

View details

Wallet Comb

World Bifold

Leather Slimvelope
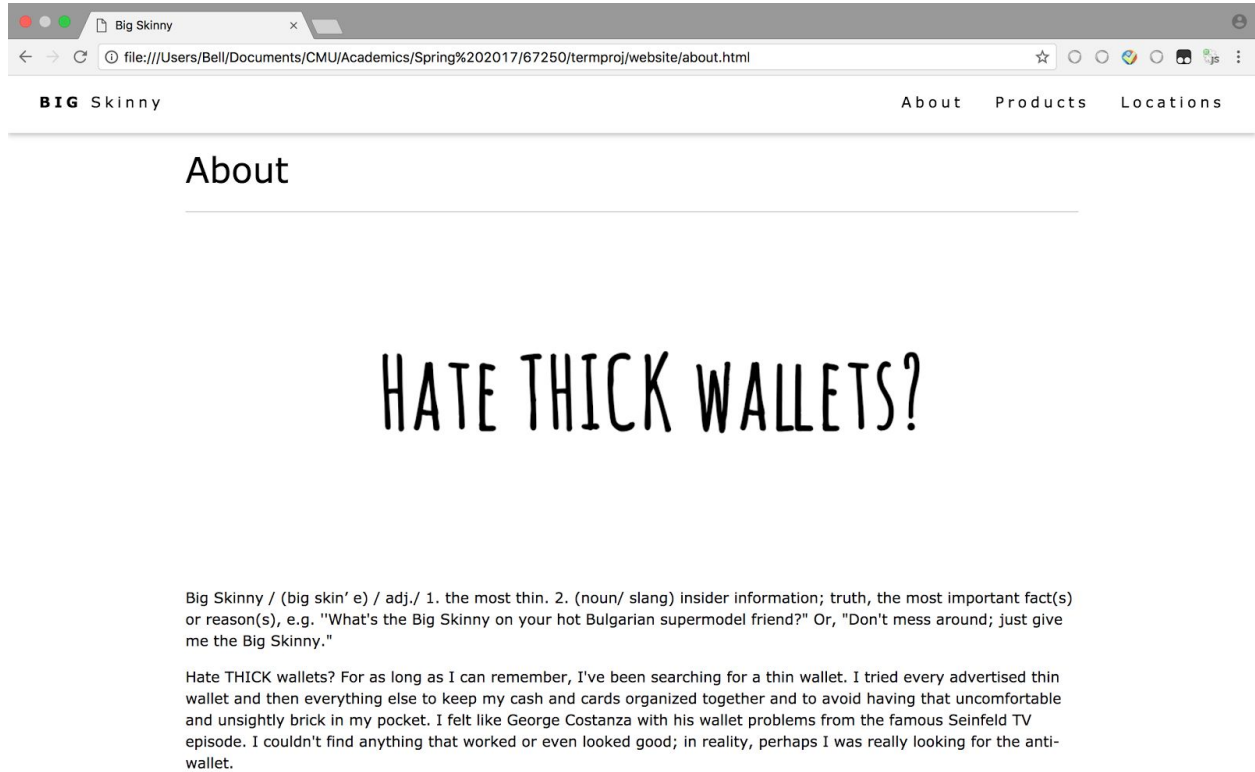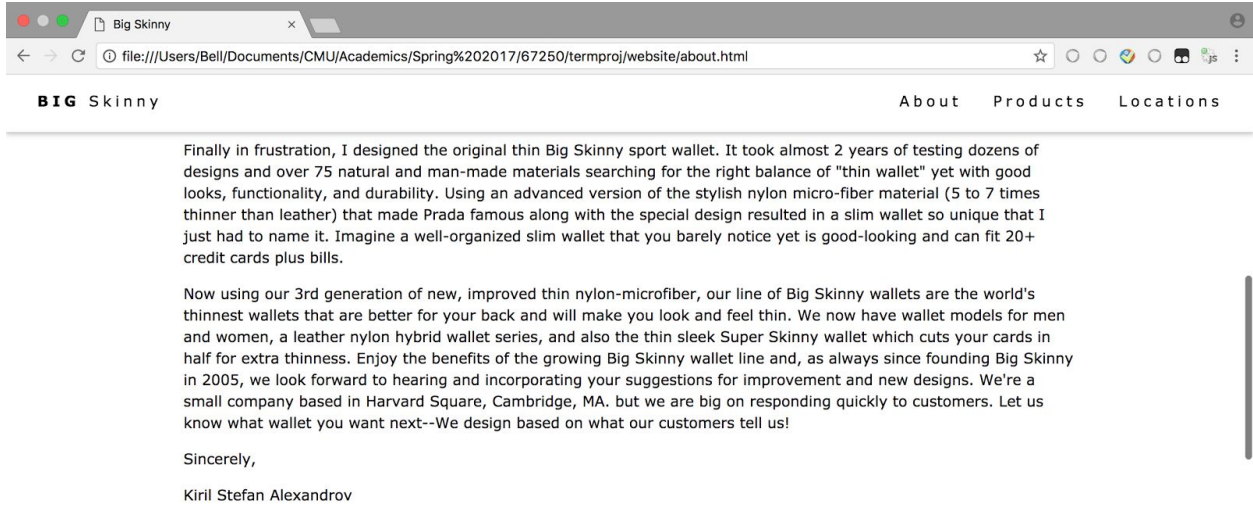
Trifold Wallet

Card Thin Charger

Passport Holder

✉ 🐦 𝑓 📌 ▶

Home   Products   Fairs   Stores   Contact
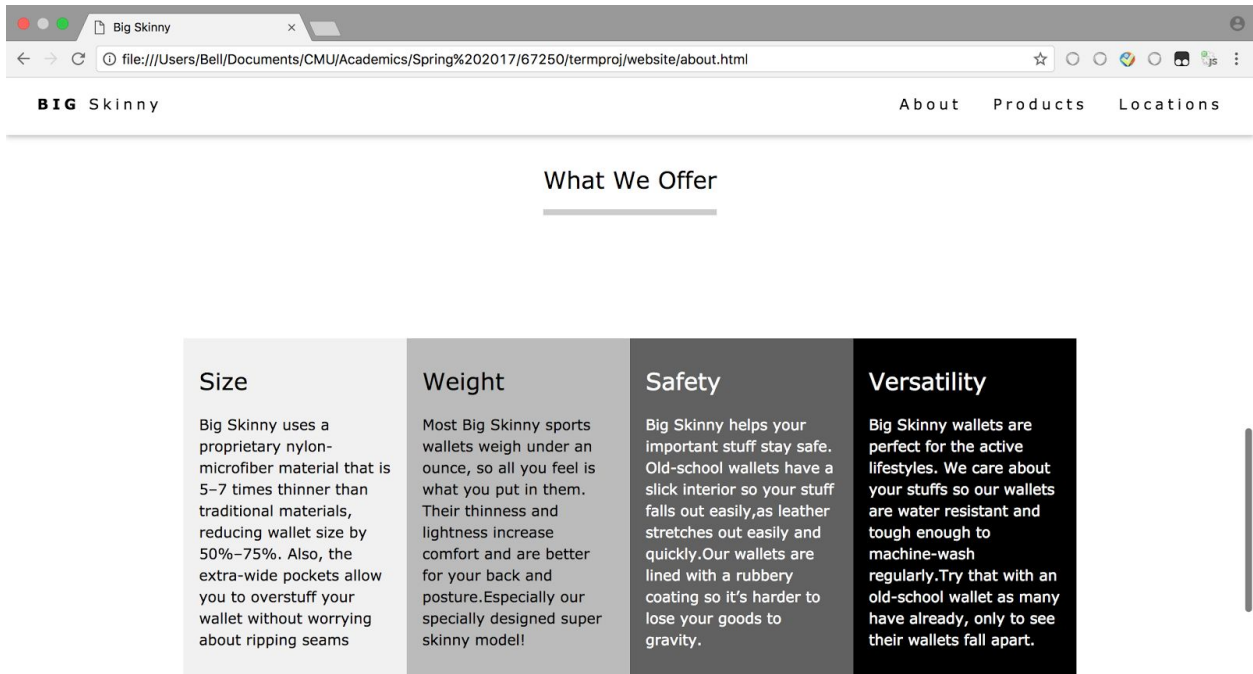
© Copyrights All rights reserved.

About page:

The original about page of Big Skinny website is hard to find and also too long to read. In our new about page, we kept the letter from the original page but also made some modifications so that it would be reader friendly.

BIG Skinny   About   Products   Locations

About

HATE THICK WALLETS?

Big Skinny / (big skin' e) / adj./ 1. the most thin. 2. (noun/ slang) insider information; truth, the most important fact(s) or reason(s), e.g. ''What's the Big Skinny on your hot Bulgarian supermodel friend?" Or, "Don't mess around; just give me the Big Skinny."

Hate THICK wallets? For as long as I can remember, I've been searching for a thin wallet. I tried every advertised thin wallet and then everything else to keep my cash and cards organized together and to avoid having that uncomfortable and unsightly brick in my pocket. I felt like George Costanza with his wallet problems from the famous Seinfeld TV episode. I couldn't find anything that worked or even looked good; in reality, perhaps I was really looking for the anti-wallet.

Finally in frustration, I designed the original thin Big Skinny sport wallet. It took almost 2 years of testing dozens of designs and over 75 natural and man-made materials searching for the right balance of "thin wallet" yet with good looks, functionality, and durability. Using an advanced version of the stylish nylon micro-fiber material (5 to 7 times thinner than leather) that made Prada famous along with the special design resulted in a slim wallet so unique that I just had to name it. Imagine a well-organized slim wallet that you barely notice yet is good-looking and can fit 20+ credit cards plus bills.

Now using our 3rd generation of new, improved thin nylon-microfiber, our line of Big Skinny wallets are the world's thinnest wallets that are better for your back and will make you look and feel thin. We now have wallet models for men and women, a leather nylon hybrid wallet series, and also the thin sleek Super Skinny wallet which cuts your cards in half for extra thinness. Enjoy the benefits of the growing Big Skinny wallet line and, as always since founding Big Skinny in 2005, we look forward to hearing and incorporating your suggestions for improvement and new designs. We're a small company based in Harvard Square, Cambridge, MA. but we are big on responding quickly to customers. Let us know what wallet you want next--We design based on what our customers tell us!

Sincerely,

Kiril Stefan Alexandrov

What We Offer

If customers don't want to read the long letter, we have a summary of the features of Big Skinny wallets which clearly brings out the highlights.

What We Offer

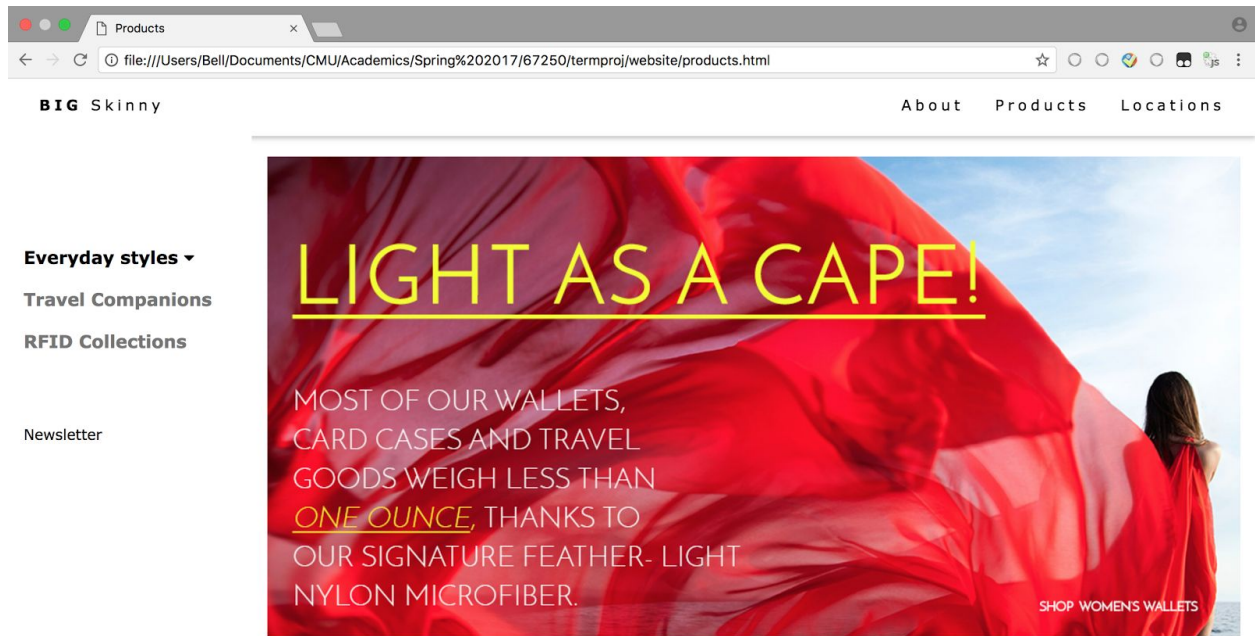| Size	Weight	Safety	Versatility
Big Skinny uses a proprietary nylon-microfiber material that is 5–7 times thinner than traditional materials, reducing wallet size by 50%–75%. Also, the extra-wide pockets allow you to overstuff your wallet without worrying about ripping seams	Most Big Skinny sports wallets weigh under an ounce, so all you feel is what you put in them. Their thinness and lightness increase comfort and are better for your back and posture.Especially our specially designed super skinny model!	Big Skinny helps your important stuff stay safe. Old-school wallets have a slick interior so your stuff falls out easily,as leather stretches out easily and quickly.Our wallets are lined with a rubbery coating so it's harder to lose your goods to gravity.	Big Skinny wallets are perfect for the active lifestyles. We care about your stuffs so our wallets are water resistant and tough enough to machine-wash regularly.Try that with an old-school wallet as many have already, only to see their wallets fall apart.

At the bottom we have a contact page so that customers can get in touch with the company. This contact page can also be directed to from other locations on the website, such as in the footer and in the street fair page.


Products page:
We used a sidebar to include the different categories of the products and also to give it a cleaner look. Users can click on the tabs and they would be taken to the corresponding sections. In the original website, there are too many tabs on the navigation bar and we don't think it's necessary. We don't have a specific target customer group, and we divided the wallets based on their functionality.

BIG Skinny

About   Products   Locations

Everyday styles ▾

Travel Companions

RFID Collections

Newsletter

LIGHT AS A CAPE!

MOST OF OUR WALLETS,
CARD CASES AND TRAVEL
GOODS WEIGH LESS THAN
ONE OUNCE, THANKS TO
OUR SIGNATURE FEATHER- LIGHT
NYLON MICROFIBER.

SHOP WOMEN'S WALLETS

Women's Wallets

Inside "every styles", we have 3 more detailed groups. Users can also hover their mouse onto the product to add it to cart.
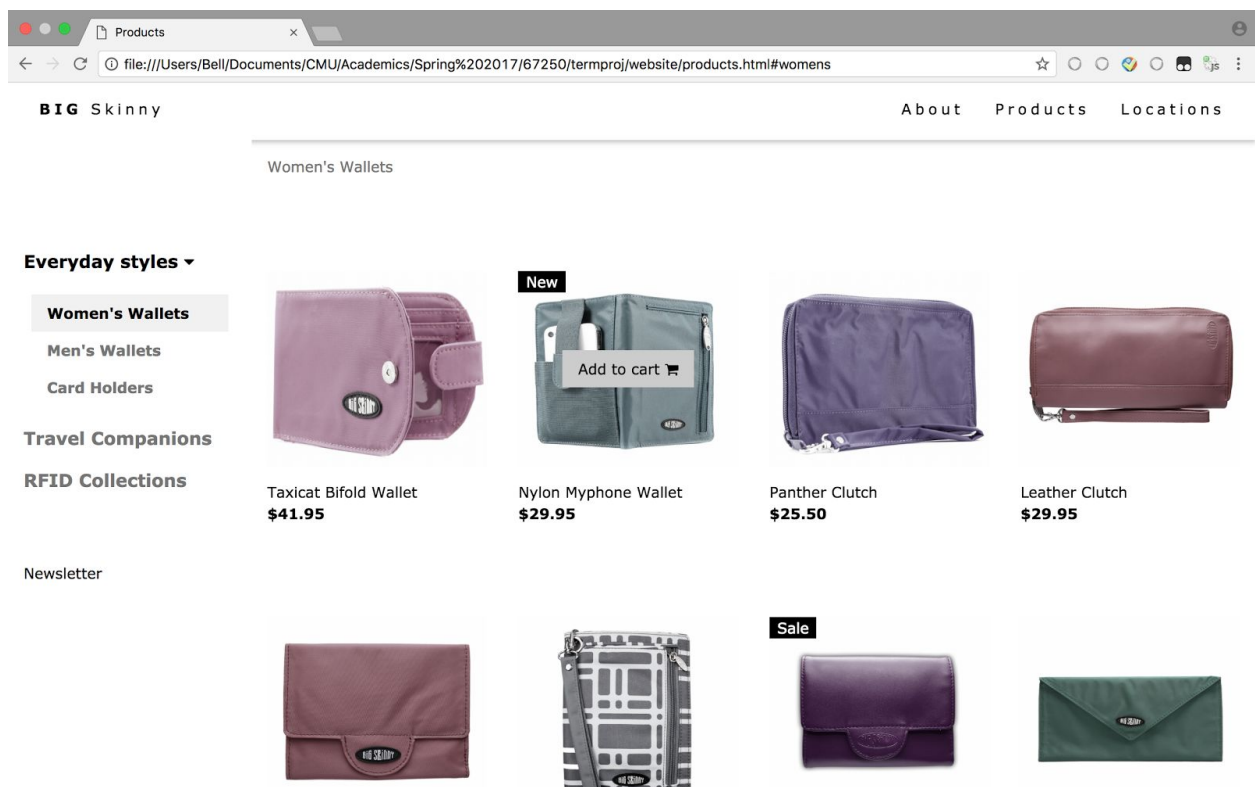
BIG Skinny

About   Products   Locations

Women's Wallets

Everyday styles ▾

Women's Wallets

Men's Wallets

Card Holders

Travel Companions

RFID Collections

Newsletter

New

Add to cart 🛒

Taxicat Bifold Wallet
$41.95

Nylon Myphone Wallet
$29.95

Panther Clutch
$25.50

Leather Clutch
$29.95

Sale

BIG Skinny

About   Products   Locations

Men's Wallets

Everyday styles ▾

Women's Wallets

Men's Wallets

Card Holders

Travel Companions

RFID Collections

New

Leather Curve Bifold
$41.95

Leather Bifold
$41.95

Blocking Trifold
$35.95

Super Skinny Bifold
$24.95

Newsletter

Sale

BIG Skinny

About   Products   Locations

Card Holders

Everyday styles ▾

Women's Wallets

Men's Wallets

Card Holders

Travel Companions

RFID Collections

New

Moneyclip Bifold
$23.95

Card Case
$8.50

Card Holder
$12.50

Card Sleeve
$3.99

Newsletter

Sale

BIG Skinny

About   Products   Locations

Go for a Hike, Get Wet, Get Muddy, Get Dirty, ENJOY LIFE!

Big Skinny Wallets are water resistant and known to be tough cookies! GET YOURS TODAY!

BiG SKiNNY

Everyday styles ▾

Women's Wallets

Men's Wallets

Card Holders

Travel Companions

RFID Collections

Newsletter

Travel Wallets

BIG Skinny

About   Products   Locations

Travel Wallets

Everyday styles ▾

Women's Wallets

Men's Wallets

Card Holders

Travel Companions

RFID Collections

Newsletter

New

Sale

Myphone Wallet
$29.95

Leather Traveler
$29.95

Bifold Wallet
$26.50

Traveler Wallet
$41.95

● ● ●   📄 Products   ×

← → C   ⓘ file:///Users/Bell/Documents/CMU/Academics/Spring%202017/67250/termproj/website/products.html#RFID   ☆ ○ ○ 🔵 ○ 🔲 🔲 ⋮

BIG Skinny   About   Products   Locations

Everyday styles ▾

Women's Wallets

Men's Wallets

Card Holders

Travel Companions

RFID Collections

Newsletter

RFID Wallets

● ● ●   📄 Products   ×

← → C   ⓘ file:///Users/Bell/Documents/CMU/Academics/Spring%202017/67250/termproj/website/products.html#RFID   ☆ ○ ○ 🔵 ○ 🔲 🔲 ⋮

BIG Skinny   About   Products   Locations

RFID Wallets

Everyday styles ▾

Women's Wallets

Men's Wallets

Card Holders

Travel Companions

RFID Collections

Newsletter

Nylon Taxicat   Leather Bifold   Leather Curve Bifold   Traveler Wallet
**$41.95**   **$41.95**   **$41.95**   **$41.95**
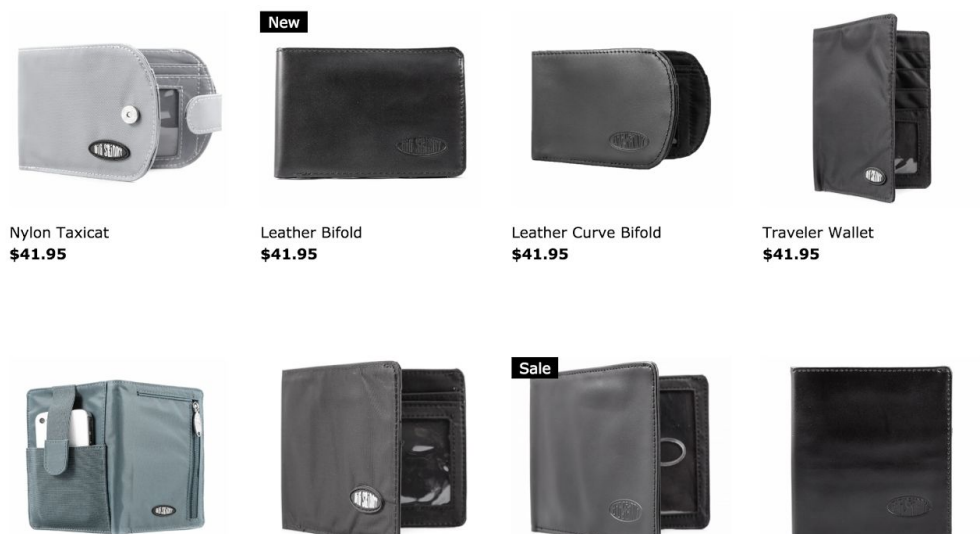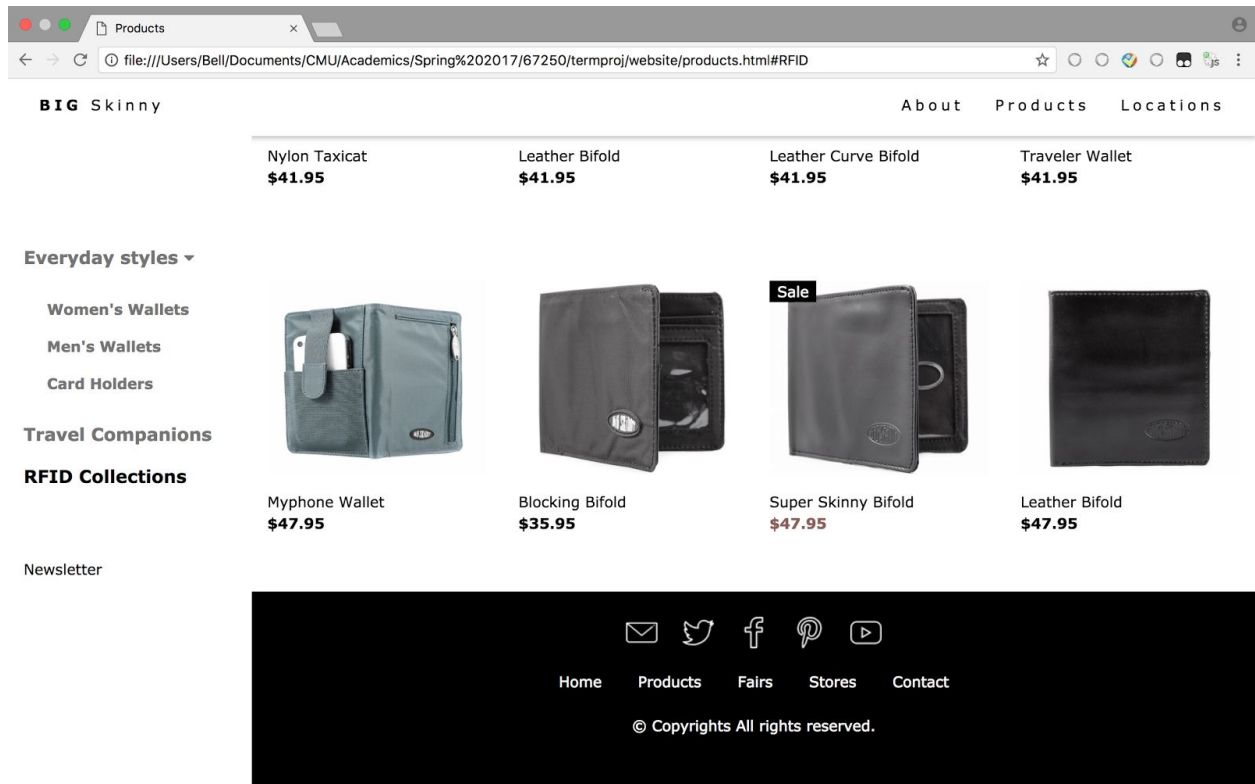
There is also a "newsletter" button on the sidebar that allows users to subscribe to the mailing list. This is an interactive feature.
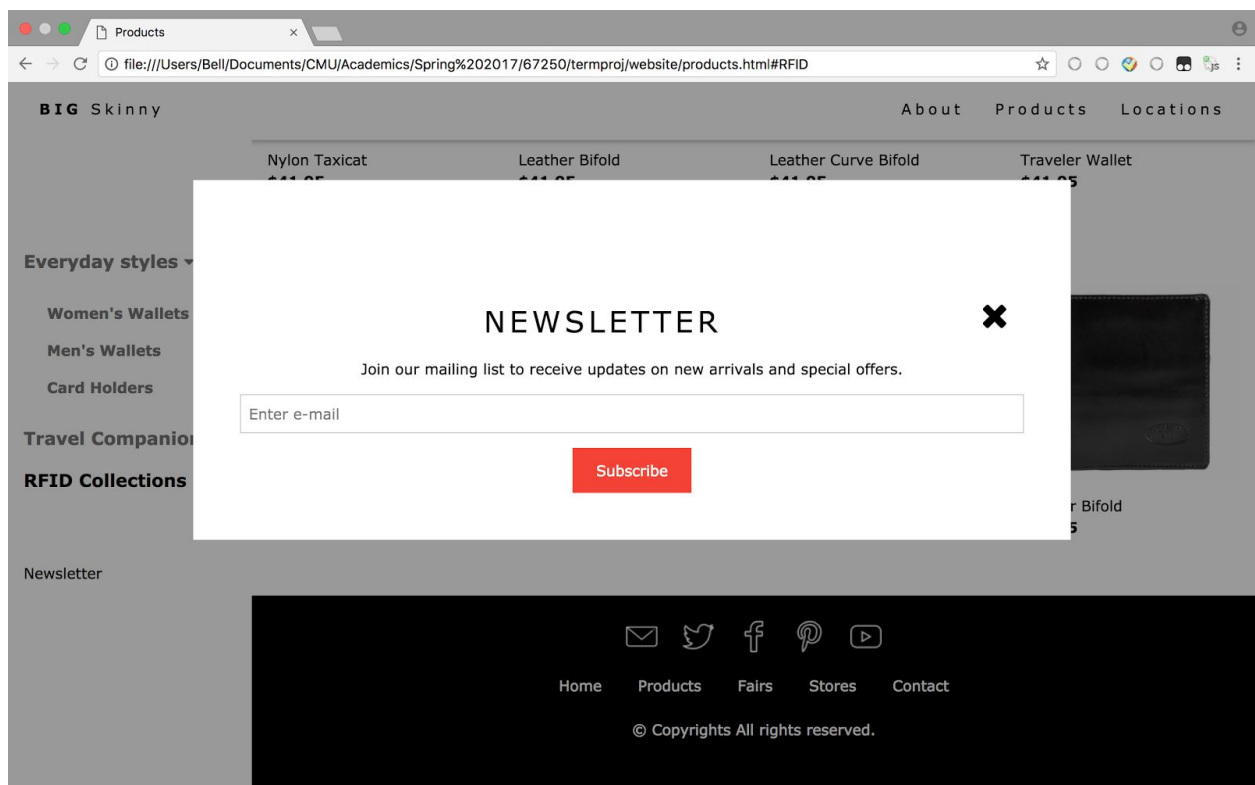
Street Fair page:

Under locations we have a street fair page that showcase the street fair events of Big Skinny. We put large pictures on the slideshow to maintain the vibe of street fair. Each picture has a message box on the side which contains a button to an external link.
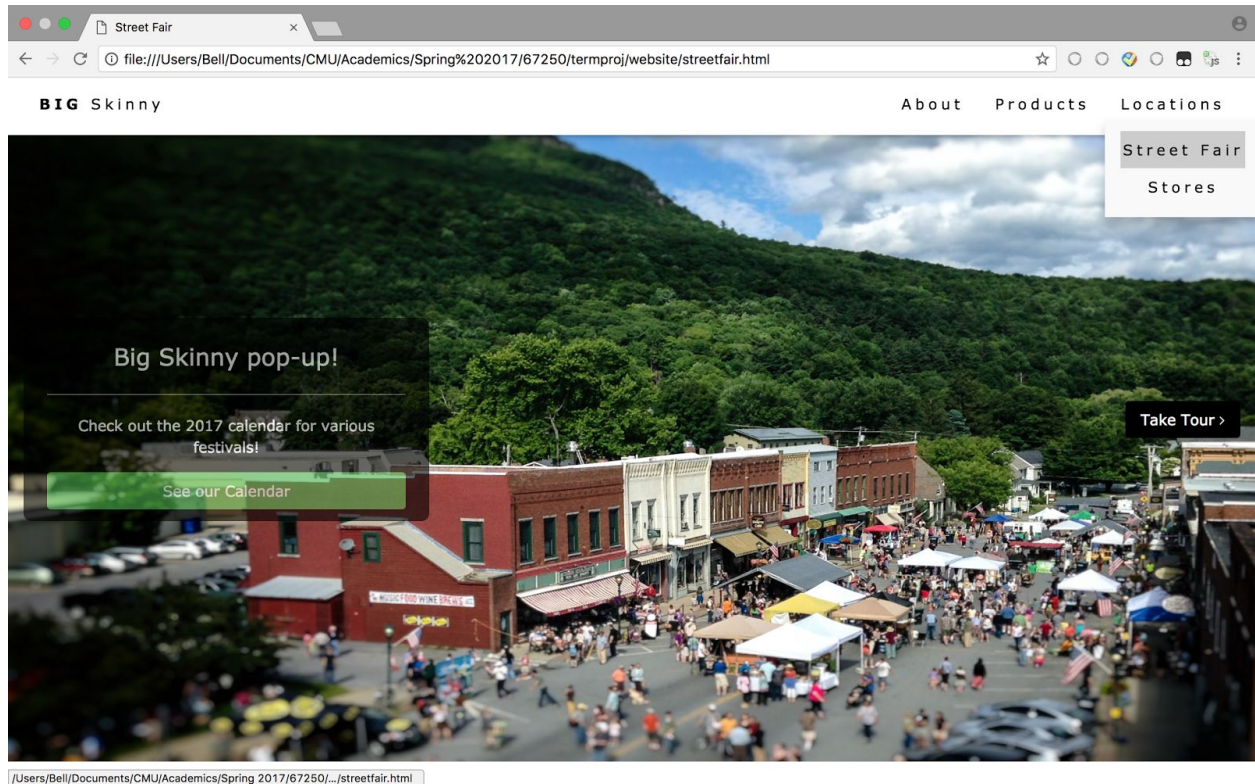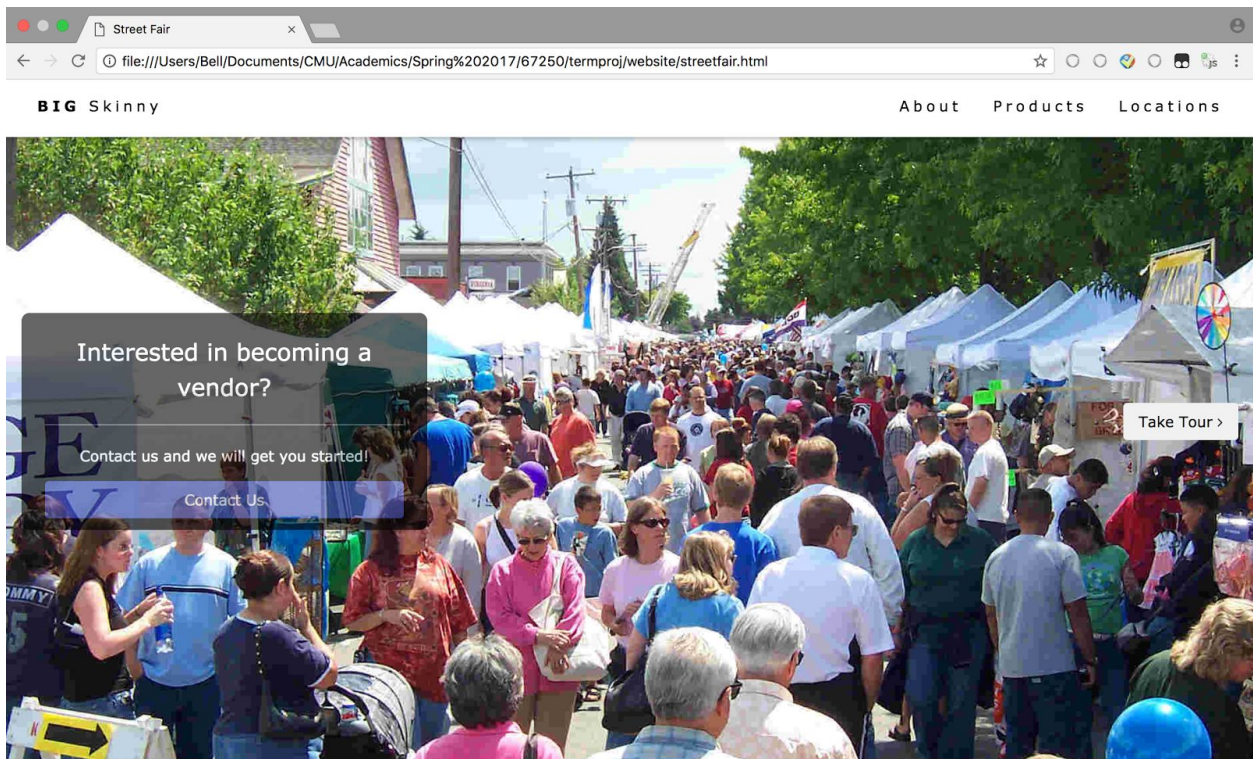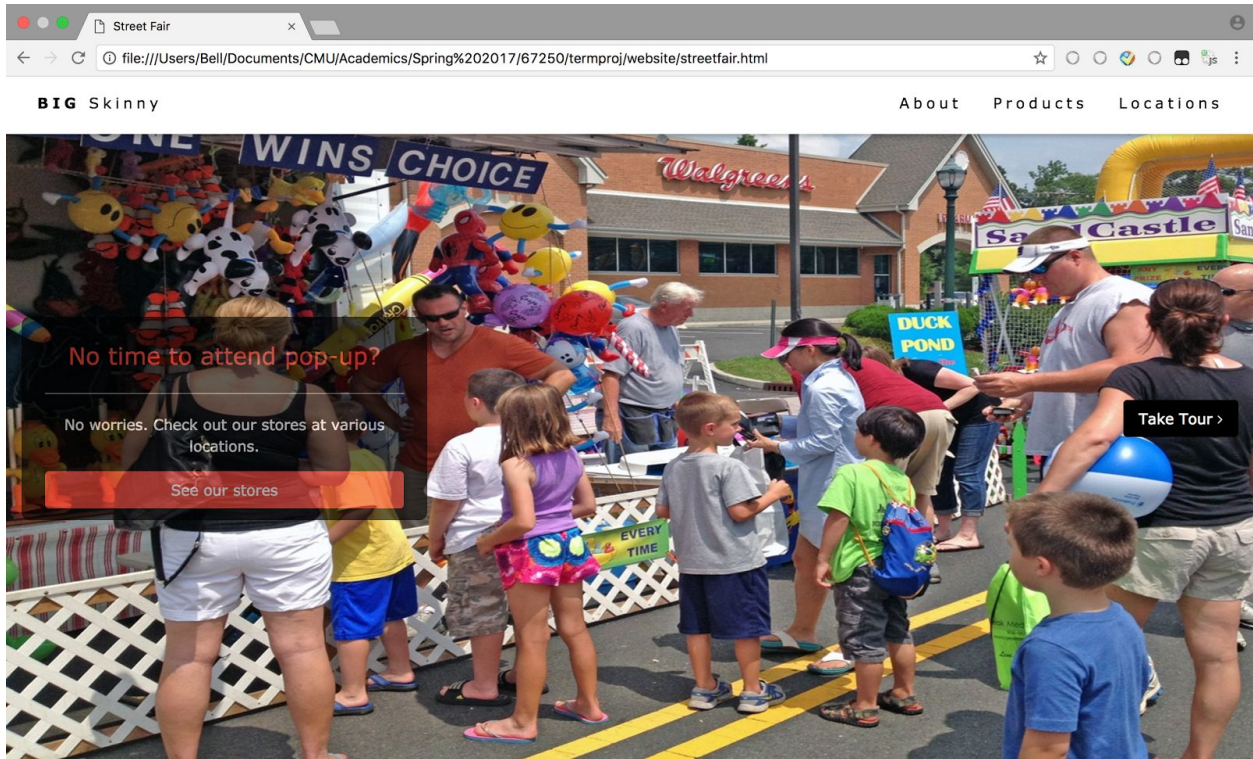
Stores page:

In the stores page, we have a large map that shows all the locations of Big Skinny stores. Users can use the search bar to find a closet store.
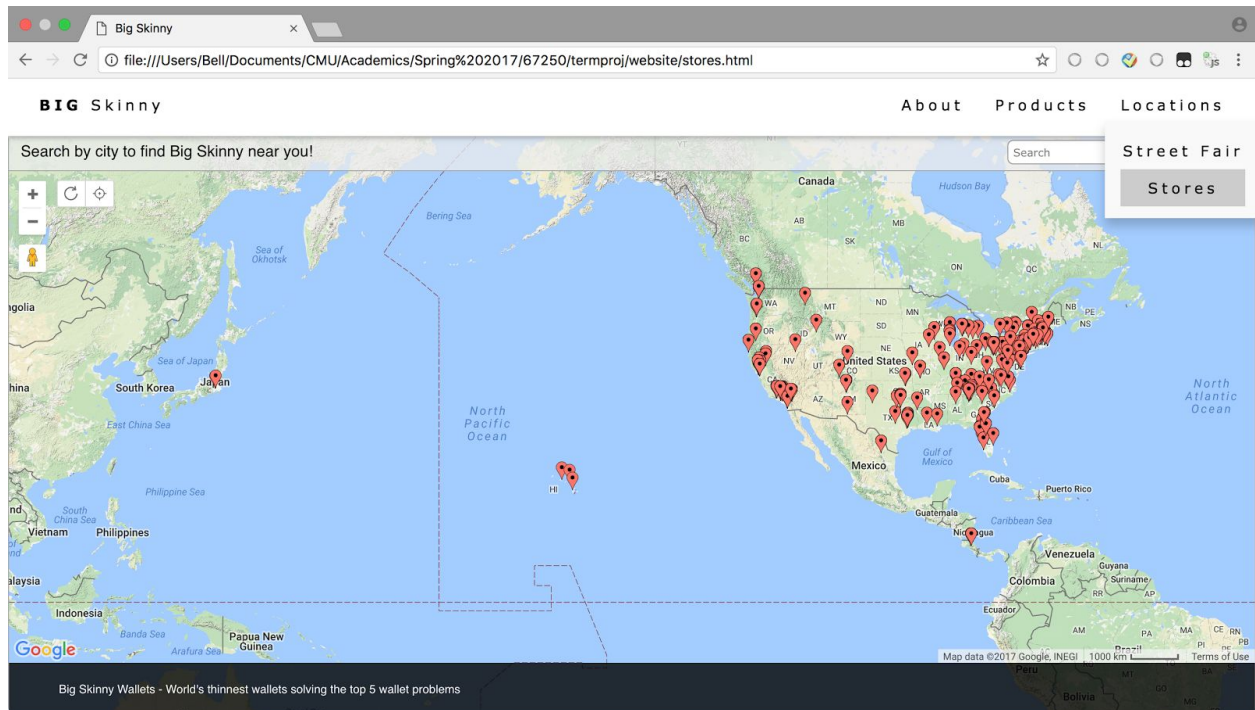
/Users/Bell/Documents/CMU/Academics/Spring 2017/67250/.../stores.html

We also have a list of countries that Big Skinny sell in under the map. In the original stores page of Big Skinny, the list is too long and unordered. Here we group the locations by countries and users can click on the countries to find locations. They can also use the search bar.

BIG Skinny   About   Products   Locations
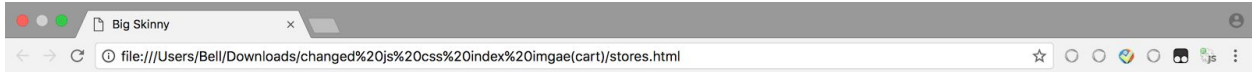
Stores

Big Skinny wallets are now available in over 800 Staples stores worldwide.

[Search for a location..] 🔍

North America	Africa	Asia	Oceania
Canada	Kenya	Japan	New Zealand
Mexico		Singapore	
Costa Rica		Philippines	
United States			

United States

Alabama

BIG Skinny   About   Products   Locations

United States

Alabama

Mori Luggage   Edward's Discount Drugs   Mori Luggage   Mori Luggage
Riverchase Galleria   8625 Grant Rd   Parkway Place   Riverchase Galleria
Birmingham, AL   Wilmwe, AL   Huntsville, AL   Birmingham, AL

California

CaroloBags   Rooten's Luggage Center   Thee Foxes' Trot   Going In Style
5907 Fair Oaks Boulevard 17775 Main St   260 Forest Avenue, Suite 2   609 Stanford Shopping
Carmichael, CA 95608 Irvine, CA   Laguna Beach, CA   Center
                                                                               Palo Alto, CA

Canada

Aretz Originals   Chic Thrills   DutchGrowers   Fancy That Fine Gifts
91 Franklin Avenue   6316 Main Street   685 Reid Rd   98 Broadway
Toronto, ON   Stoufville, ON   Saskatoon, SK   Corner Brook NL

Mexico
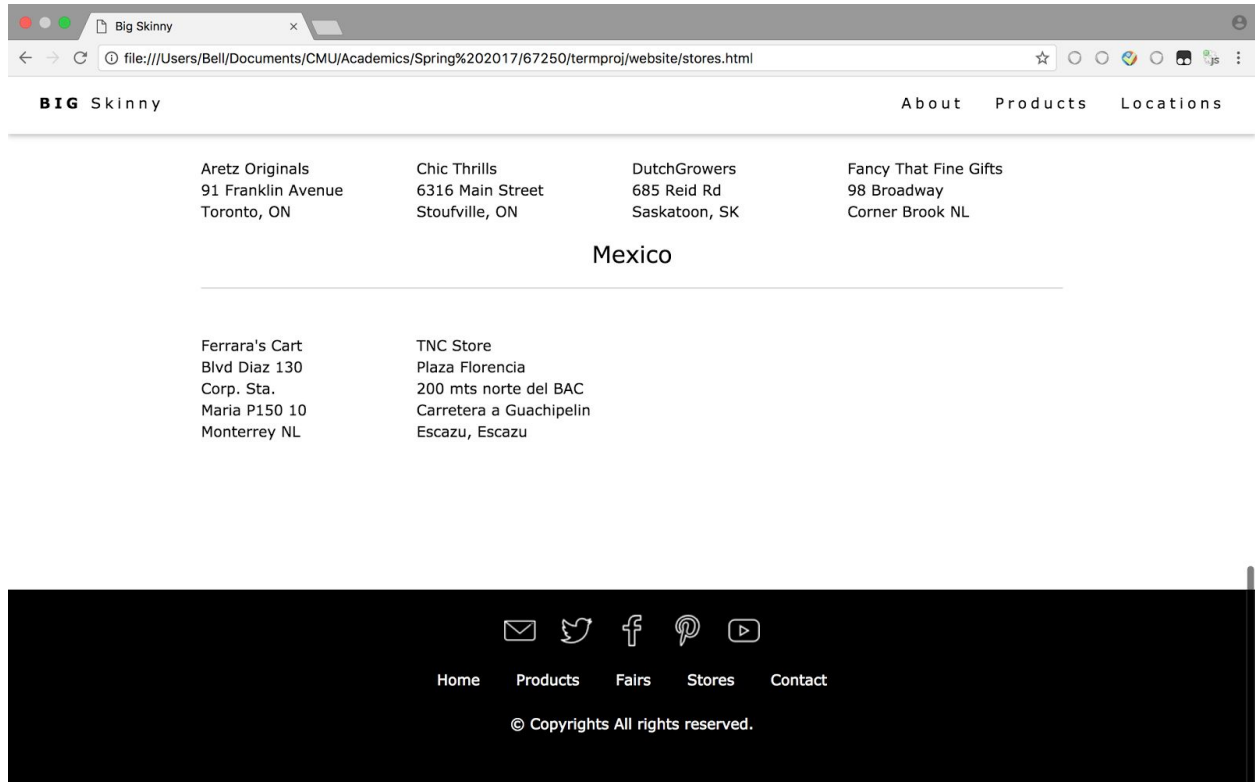
Website Prototype Implementation

Methodology

For this website prototype, we used an agile approach to create it by going through many iterations of building the site and pausing to take time to reflect and receive feedback on the progress. Designing for users' needs is extremely important, so we wanted to make sure that the website was easy to use, intuitive, and reflected the brand of Big Skinny at the same time. Through the different iterations, we asked people what they thought and took the time to consider their feedback and implement changes that we saw were necessary. By going through the process of building and then receiving feedback multiple times, we have refined the website prototype to ensure that it is as competitive as it can be.

Task Breakdown

Task	Date Due (Planned)	Date Due (Actual)
1. Create user story backlog	4/20/17	4/20/17
2. List major goals	4/25/17	4/25/17
3. Create low fidelity wireframes	4/25/17	4/25/17

4. Sort contents (decide on pages and navigation)	4/25/17	4/29/17
5. Create prototype of index page	4/27/17	4/29/17
6. Create prototype of supplemental pages	4/29/17	4/30/17
7. Debugging and adding additional features	4/30/17	5/1/17
8. Submit	5/3/17	5/3/17

Major Requirements

In this prototype we were concerned with attracting different customers who are all interested in learning more about Big Skinny's company and its products. We didn't want to focus on one specific niche because we felt that thin wallets were something that many people could benefit from - from college students to travelers and adventurers to practical parents. In order to appeal to all of these different customer types, we wanted to make the website attractive to all and easy to navigate so that the specific users could easily find what they were looking for. Going along with this, the general design aesthetic was very minimalistic - we used black and white text and background so that the color from the photos could really stand out. We were very deliberate with spacing because we wanted to make sure that the site content wasn't too cluttered. Large images were used to attract customers and keep them engaged in the site and the company. We generally wanted to use more images and less blocks of text because we know that users usually don't take the time to read large paragraphs of text. The photos and slideshow of the street vendors and fairs were used in order to bring some of those street fair vibes to the website. Another requirement for this prototype was to change the information architecture of the site - specifically the navigation bar. There was no need for nine pages on the navigation bar, as we condensed it into the three main components - About, Products, and Locations. The rest of the information could be found on each of those pages; for example, on the Products page, there are tabs on the left that can sort between Women's wallets, Men's wallets and card holders. By prioritizing and condensing the navigation, we made the website significantly easier to use, while keeping the same amount of content by reorganizing the information. The last requirement was to add an interactive feature, so we decided to add an option where users could subscribe to Big Skinny's newsletter and receive information about discounts and new products. This would facilitate positive customer relations and help Big Skinny strengthen its consumer base.

User Stories

	As a/an	I want to...	so that...
1	College sophomore at	Be able to browse through the	I can decide on a replacement

	Carnegie Mellon University	different products that Big Skinny offers	for my old wallet that is ripping
2	Stay-at-home father of two children	Sort products by functionality / use	I can find a wallet suited for everyday life
3	Mother of five children	Find a store location	I can pick up a new wallet during my busy schedule
4	Adventurous hiker	Find a wallet that is waterproof	I can adventure without worrying about my money
5	30-year-old woman	Find a cheap wallet that looks nice	I can put my money in something that isn't very expensive
6	Activist	Learn more about the company	I can make sure they aren't endangering the animals of the world or polluting
7	Loyal Big Skinny customer	Find the schedule of Big Skinny pop-up shops	So I can find one when it's near me
8	College student	Follow Big Skinny on Twitter	I can keep up with the trends online
9	Angry customer	Email customer service	I can complain about the long shipping time for my last order
10	Grandmother	Look at purse options for my granddaughter	I can send her something for her birthday because I live in Europe and she lives in the US

Successes and Areas for Improvement

We believe we did an effective job in improving the information architecture of the site as well as the overall design of the website. Including attractive images and large images of street fairs would help keep customers engaged in the content, and allow Big Skinny to adhere to its brand. Some things we could work on would be to make the website even more interactive - for example, we could add a "Build Your Own Wallet" section where customers could choose the style, color and material. We could also add popups for discounts and subscriptions. Another thing that we could improve is to make more detailed pages on specific products. We could also add the shopping cart feature.

ERD Prototype