

VueX - the loyalty program

By DESEND



DESEND

CONTENTS

Chapter 1: THE PRODUCT

1. Purpose
2. Concept Idea

Chapter 2: DEVELOPMENT PROCESS

1. Design part
2. Execution: Front-end
3. Execution: Back-end
4. Hardware

Chapter 3: MARKETING ASPECT

Chapter 4: DESEND

1. Group reflection(individual)
2. Important links + Final Prototype version

Chapter 1 THE PRODUCT

Purpose

What is VueX? We present you with a platform that brings all fans of cinemas, movies, and Vue clients together. To upgrade the trust and experience of Vue lovers we provide a product that reveals a new world for cinemas. Users can get many benefits in one place and at the same time increase, we will improve the company's personality and income.

Concept idea

VueX will give rewards such as free tickets, free merch, discounts for the movies and food, or even a ride to movies in a limousine, WHY NOT?

VueXers on the other side will have to do some challenges to earn the stars like watching a drama movie, watching a movie that won an oscar, inviting friends to the cinema, tagging us on Instagram stories, making a friend request on the website, using the smart bracelet and many more. Stars (points) will also be earned by watching movies, but challenges would give more Stars.

To add more things, VueX will have a system of XP such as a level bar, and a penta-chart, like you have in some games, to show your strength. This will help in some situations, like to know if somebody's reviews are honest or trolling, or even if you are going on a date, and you want to see what your partner likes to watch.

We want to keep the customers interested and willing to come back to the cinema theater more often. Partnering with a food chain for instance: like Starbucks (Win a free Starbucks drink and share a picture of it) would make the company more broad and interesting. Also to our customers a pleasant experience by making the loyalty platform easy to comprehend and give a

feeling of trust, so that the brand character can bond with the individual customer. (and make it long term)

Chapter 2 DEVELOPMENT PROCESS

VueX is a web-based platform, which is mainly developed for website/desktop views, however, we also have a phone version(responsive). Our group worked both on the front-end and back-end aspects, so we have servers and databases running to store user data and other types of information.

Design part

(Time slot: 1,5 month)

The first step we undertook to build VueX was the so-called “Brainstorming”. Before starting with sketches, wireframes, or prototypes, our group members came up with a bunch of ideas that we collected into a pile and made a selection of the best ones: we call it “The creative process”. Next, we did some research on other loyalty programs and website designs so that we have the most modern and up-to-date product. Emphasizing the user was a must. After the extracted data, we bravely dove into the actual design process. Essentially, we drew sketches on paper then turned that into wireframes and mockups. Gradually, we shaped an interactive prototype, which was, of course, accompanied by lots of testing on the way. This wasn't easy though, since we had to change the design(colors, logo, layout, UI, etc.) many times, as test participants and teachers kept giving us feedback on how to do better.

Execution: front-end

(Time slot: 3 weeks)

Technologies used for the front-end were mainly HTML and CSS on Visual Studio. Each member had to code about 2-3 pages, so in total, we had about 13 pages. We didn't use any frameworks or templates, everything was built from scratch.

Execution: back-end

(Time slot: 3 weeks)

As materials and tools for the back-end, we worked with REST API, NodeJs, MongoDB, JSON. The functionality is: the user is able to log in/sign up, write a review about a movie and see all the other reviews. We wanted to implement a lot of other features such as level system(stars), match user to the review, match the user to the profile picture, invite friends, notifications, and verify the challenges

Hardware

Hardware: For the bracelet and chip was used, in order to recreate the bracelet. And by creating a function in JS NDEFReader() we could have read the NFC tag, making a connection between the "bracelet" and the web. However this fiction only works for mobile phones

Chapter 3 MARKETING ASPECT

With the object of elevating the marketing level of Vue/VueX, we have multiple suggestions:

Collaboration with other big companies like Starbucks(to provide drinks as rewards, for instance) would help the platform spread around more people and make the rewards more inviting.

Another strategy is to **connect** people by being able to actively “invite” friends to go and watch movies together(more people will go to the cinemas) and users will be able to see the favorite movies of their friends(thanks to the penta-chart).

Advertising the brand in social media, merchandise, and product packaging (especially the smart bracelet), would help VueX grow bigger.

The main goal here is to make the experience fun and enjoyable for the users, that’s why we go with the gamified functionality/ design. We made VueX simple and easy to comprehend, the only thing the users need to do to enjoy it and to be happy with what we provide them with.

Chapter 4 DESEND

Each member of our amazing team DESEND, agrees that the semester and the project was quite challenging, but challenge means growth. Our communication and workflow was strong and we were always ready to help each other, ask questions, make mutual decisions and at the end of it all look back and be proud of what we achieved. We had project meetings at least 2x a week (sometimes even more). The main tools for collaboration were: What'sApp(group chat), Teams(meetings), Google Drive(store & share documents), OneDrive(store videos), Figma(prototyping) and Git(assign tasks, upload content, code). All the choices that were made into the creation of Vuex were provided and discussed by each member.

	Talking/ presenting	Documentation	UX/UI	Design	Code	Management
Sesil	2/5	4.5/5	3.5/5	3.5/5	2/5	3/5
Yoana	2/5	2.5/5	3.5/5	2.5/5	2/5	4/5
Victor	4/5	2/5	3/5	3.5/5	3/5	2/5
Ange	1.5/5	3.5/5	3/5	2/5	2/5	3/5
Momchil	3.5/5	1/5	1/5	3.5/5	3/5	4/5

Individual Reflection

Momchil's part of the project

It has been a long semester, filled with a lot of work and effort, but also with tons of new knowledge. Project is the main part, from which I learned so much new stuff, so here it is what I have done for it and how during the semester:

Design

- Brand Guide DESEND + VUEx – done with Adobe InDesign
- Mood board – Adobe InDesign
- Group Brand – Adobe InDesign
- Sketches – low fidelity: drawn by hand; high fidelity: Figma
- Video Prototype – recorded with ISSD camera, edited on DaVinci Resolve 16
- Mockup – Figma, I never used it before, but with a few tutorials I mastered the basics of it and learned how to make interactions
- DESEND + VUEx logo – Adobe Illustrator

Documentation

- DEVLOG
- Reflection for Sprint 1
- Final presentation

Testing

- Interaction Design
- Persuasive Design
- Empathy Map

- 5 second testing – in the beginning and in the end of the project
- Brand Testing
- UI Testing
- Usability testing

Most of the testing, I learned this year from Influencer class, which really helped in making a choice for design, positioning elements and flow of the pages, also understanding what the user wants and how we can make him want out product

Coding

The piece which took me the most, but also give me the most.

→ Initializing and fixing GIT structure and problems – this semester I went deep with git because I wanted our team to fully rely on it and everything to goes through it. At some point, it was such a mess, that I needed to restructure all the files. It was a nightmare, because I needed to fix all the links, but after 1 full day of working, we ended up with a better looking and still working git repository. I also mastered fixing merge conflicts, because before that I didn't understand them, and I was scared of it. Now I feel like I can fix any merge conflict. Another challenge which I set for myself was to only work through the console, it was hard but in the end it was worth it!

→ Hosting a website through a git repository – never done it before, turns out it's quite easy, and especially making updates/changes afterwards

→ Backend – zero background experience with it, most challenging part out of everything. I made the sign up and log in, tried to also make the uploading a profile picture feature, failed in the end, but still I tried at least. I used MongoDB, Express.js and Heroku for building a server for the website. These things blow my mind, weeks spent in watching tutorials, fixing problems, establishing connection and in the end, I admit – it's not perfect, somebody could do it way better, but for me, knowing I started from the point that I have no clue what this is, to now when the features are working, I would say it's a big step. Would I continue using it? For

sure, it may be hard, but when it works in the end it is such a pleasure to see how you made something from nothing. For debugging I used Postman.

Pages

- Log in – Backend, saving a data in the session storage of the browser and retrieving it later, checking for existing user, password check, successful or failed log in actions
- Sign up – Backend, creating and saving user in the database, check for every field, password encryption, checking for existing username or email, checking if email is real or not
- Overview – Backend, using the session storage for loading users' data and not forgetting who is logged in
- Notification – Frontend + responsiveness
- Friends – Frontend + responsiveness

The navigation bar + side navigation bar was done by me and log out button with the functionality. Also, I made a footer, pages like Schedule, Challenges and Perks, but at later point somebody did them better than me, so I removed mine one.

Conclusion

This project was a real challenge, considering that each group member had a different level of experience. However, we managed to work with each other, everybody took his tasks seriously and, in the end, we managed to create something that we all like. Everybody put a lot of time and effort, so we can deliver a nice looking and working project. For me, the part where I learned the most was the coding, how I already mentioned above. We were helping each other during the whole semester for everything, and giving each other opinions, but overall, this is my part from this project.

Sesil's part of the project

Within semester 3's project, there were a lot of challenges we faced as a group and as individuals. First, we got to know each other well, created a nice, friendly environment to work in and we learned how important and impactful teamwork actually is. I am confident in saying that I gained a lot of knowledge in the field of designing, programming, professional skills, and teamwork. Here's which aspect of the project work I covered:

Design

- Research(Secondary/Desk research)
- Survey - using QuestionPro
- Conducted interviews
- Observation
- Personas
- Wireframes - low fidelity with Figma
- Mockups - Figma
- Prototype - Figma

Documentation

- Group blog/portfolio - WordPress
- Vue Secondary Research
- Sprint 2 doc
- Vuex prototype testing
- Concept doc/ Concept validation
- Final Vuex testing report(questions)
- Advice to Stakeholders
- Competitor analysis

Testing

- Interaction Design
- Persuasive Design
- Brand testing
- 5-second testing
- UI testing
- Usability testing
- Tree test
- Feedback grid

Development

For the front end part, I made the Challenges page(+ responsiveness), and Reviews page. I touched upon some details like adding a friend function and modal box to the friend's page. I learned how to write a more efficient code with CSS so that the responsiveness works nicely and thanks to the teacher's help I now am more confident with the front-end. This semester I also got more comfortable working with GIT as the group actively stored and worked on files that were pushed in a repository. The part I invested in the most with development was the back-end/ server part of the Reviews page. It was completely new for me to dive into the world of NodeJS, Express.js, MongoDB, and Heroku deployment. The most challenging part was making the server work with MongoDB for posting and getting the reviews, basically the REST API.

Conclusion

I consider semester 3 as a challenging adventure, in which I became one step closer to my goal of becoming a web developer and a creative designer. For the first time, we had a real client, hence me and my group put a lot of effort into building a product that we are all proud of. The learning process was a colorful blend of many aspects, like design principles, understanding the user(psychology), creative processes, technology(programming), and professional skills(talk to stakeholders and teachers). Self-learning is an

essential part of our education, so I also learned how to look for the needed information within the available resources.

Yoana's part of the project

The more interesting this semester, the more challenging it becomes. I was learning new stuff that I am hoping that they made me better in the fields of programming, UX and UI. Moreover, I believe that I will become a better professional. These are the methods and things that I did:

Design

- VUE-X brand style guide new version – done with Adobe XD as using the atom structure
- Survey – done with Google Survey
- Conducting interviews
- Observations
- Personas
- Wireframes - low fidelity with Figma
- Mockup – Figma, I used it, before, but I used some tutorials for advancing my skills

Most of the methods I have learnt during this semester are classes and workshops that were conducted in the Influencer. During the whole time I was asking the teachers for feedback, so to know that I am working in the right direction.

Documentation

- Feedpulse
- CMD methods
- Project plan

- The first testing of the prototype
- Helping for some of documentations
- Final documentation

For the CMD methods I learned again from the Influencer class.

Testing

- Interaction Design
- Persuasive Design
- 5 second testing – in the beginning and in the end of the project
- Brand Testing
- UI Testing
- Usability testing

Coding

The part was one of the most challenging things in the project because there were a lot of things that I and the group as well did have any experience-. At some point, I stopped believing in myself since it was hard. However, I did not give up and continued searching for solutions for it and at the end when you see the final result, I started to feel again that I can do it. Maybe its not the best, but I put my effort and my heart into this project.

Pages

- The new footer
- Add favorite movies -front and backend
- Homepage - Frontend + responsiveness
- Overview - Frontend + responsiveness
- Challenges – Frontend + responsiveness
- Disclaimer and Private policy

Conclusion

This project was a challenge for me thus I have never created such a web application with a backend. I have knowledge about HTML, CSS and JavaScript, but I have a bare knowledge of JSON and API. However, thanks to this project I know how to do it and I brought them as well as to work with NodeJS, MongoDB. Also, I learned a lot of new methods of testing, brainstorming, etc. Moreover, during these weeks I have learnt so many things and not only about what is the process of creating an actual website as well as how in the real company people build media agencies. I understood how important group working is, because it is essential to have a good relationship with your groupmates. Furthermore, I am thankful that I was with them even though sometimes it seems hopeless or for the sleepless nights. Also, it was a great experience, thus we learnt from each other. Time management has a huge part in creating a website - the person needs to be organized and work and take decisions fast. The reason for that is that the others rely on me and my knowledge and vice versa. The person must be responsible, organized and to take hard decisions in difficult times. I am glad that I was the leader of the project, that I worked with this amazing people. I believe that we created a great project. For sure, I know that I need to learn a lot of stuff, but that project gives me the motivation to explore this amazing world of creating webpages and seeing that I am getting closer to my dreams to become a front-end developer and lead people.

Victor's parts of the project

Starting the semester with the presentation of this amazing project. A project which is presented by TEAM LIQUID. With this project everybody had to work hard and learn new things to complete it. So here I will show what I did:

Design

→ Logo: Besides Momchil was working on the logo, I gave my hand to finished and help create the logo.

- Sketches: done them by hand.
- Mock-up: here I did the reviews pages as well the index page. And in addition, after testing the 1st design with the users, I came up with the design, as well for the background giving some depth to the web.
- Video prototype: I came up with the speech and the idea. And then, next to Momchil, we filmed (with an ISSD camera) and edited it (with Da Vinci).
- Gamification: Came up with the idea, that shows the type of movie you like to watch in a spider chart, this chart is mainly used in games since it can show you your performance.

Documentation

- Wordpress: for the project's portfolio.
- 1st presentation
- 2nd presentation
- Minor fixes: as a group we like to submit everything after the group approval, in this period, we fix the grammar or spelling mistakes.
- Interviews

Testing

- Interaction Design
- Persuasive Design
- Empathy Map
- 5 second testing
- Brand Testing
- UI Testing
- Usability testing

Thanks to our teacher and her class influencer, plus the last semester class, we were able to combine all that was learnt and put it into our project, to test the product and understand how the users think. These two things were crucial in completing, implementing features, and fixing what the users didn't like. In

addition, thanks to the designer class, after testing and before the starting of the project, we had to come up with new solutions or ideas, and the techniques that were taught in class were used here.

Coding

→ Git: Never used git before in a group project or neither in my life. At the start it wasn't difficult, however it was something different and new for me and my team, so it took time to get used to. Naming the folders, files and commits at the start was a mess, however the time pass and I learnt more and more of how to use the git and fixing some problems that git may give you, like when two guys try to commit the same file one after another.

→ Frontend: the easy part for the coding, since we had to do it for the last 2 semesters. Didn't have any problem, except losing one of the pages (big facepalm). Here I did the index and the spider chart. This last one was the one that took more time, there barley no documentation to find this graph, however when investigating I found www.chartjs.org a website where you can find any chart you are looking for, and it is similar to work like bootstrap.

→ Backend:

- Difficult and time consuming of the whole project. Here I started doing the NFC bracelet, which on the internet there is no information except for a few pages, since NFC is used in apps and phones mainly and not in web, because the computers do not have NFC readers.

- Then I took over the system for the points and the stars. This was completely new for myself, I had 0 experience using MongoDB. After learning, I could have done a system where all the experience from the points and the stars were saved in the account of the current user, and also subtract those stars when the users buy anything from the shop. However, this gave me a lot of problems such as Cors policy and that the front end part for the challenges was finished 3 days before submission, which did not gave me the time I would have like in order to put my code inside the front end part, which probably with that time the code would have been more clean. And of course, the level system for the points

- Heroku: Also my 1st time, and this is the less I did in the backend part, but here between Momchil and I we tried to fix the pathing for the routes and the deployment of the website.

Conclusion

This project was very demanding of the new learning and self-research and self-taught. However, it was very fun. The fact that we had to come up with the idea of a new loyalty program, of our interest, without any objections, and also presenting the idea for team liquid and hearing their feedback was something that kept the project outside of the main projects that usually we had last semesters. In addition to the experience, the presentations were amazing for each group, and were not boring when everybody was presenting, and the reason is that everybody was presenting an idea they came up with, and not all the groups presented the same project like other semesters.

Now talking about my group, I would like to say that no matter the experience or the level we have, we push our limits in order to come up with this beautiful full of features loyalty program that stands up by itself. It is true that we had our group fights, although we overcame it, solved the problems, and finished the project with a good end result, and we learned a bunch of new stuff that will be useful in the future. To finish, I will say that our strength as a group was communication, so each member group could receive help from the others.

Ange's part of the project

What a semester that+ was filled with a lot of work and challenges through it, and yes it shaped me in one way or another and it got me to learn a lot of new things/new knowledge. So here down below I am gonna list all the tasks/work I did during this semester's project.

Documentation

- Secondary research
- Reflection for Sprint 1
- Business model
- User requirement
- Moscow
- Final test report

Design

- The first version of the friend list mockup in Figma
- Storytelling in Adobe InDesign

Testing

- Empathy Map
 - Interaction Design
- 5-second testing
- UI Testing
 - Brand Testing
- Usability testing

Coding

Pages:

- Log in: Fronted with responsiveness
- Sign up: Fronted with responsiveness
- Perks – Fronted with responsiveness
- Schedule: Backend with responsiveness
- Shop: Fronted readjustment
- Overview page: Responsiveness
- For the Coding part, I mostly worked for the fronted design but also with some of the backend.

Conclusion

In conclusion, I would say that this project was quite a huge one which challenged us and to be honest I loved the final product we have so far according to the time we had on working on it because it's not easy to create something from no existing to the existing one. So Everybody worked hard and seriously for this project in order for us to deliver that final working project and also a good one according to the feedback we got from the user testing, which I would say that working with my team was pleasurable.

As for my reflection, I would say that I improved in the design process and I also learned from the work my group members were working on even though we had different tasks that wouldn't stop me in looking at what kind of challenges they had and through the detailed explanation they would get so I learned from it.

Important links:

!!!! Final Prototype

version: <https://www.figma.com/file/TBIUjwA2iKkrcqjO4TjxG6/High-quality?node-id=0%3A1>

Git: <https://git.fhict.nl/I449717/vuex-website>

OneDrive:

https://stichtingfontys-my.sharepoint.com/:f:/r/personal/461891_student_fontys_nl/Documents/DESEND?csf=1&web=1&e=N3cyfs

VueX: <https://vueloyal.netlify.app/>

Blog: <https://vuexprojectblog.wordpress.com/home-2/>