Deliverable F: Prototype I and Customer Feedback

GNG 1103

Team A7

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Introduction:

The purpose of this first prototype was to focus primarily on the aesthetics and display of the website, rather than the functionality and logic of the code. This was to ensure that the user interface of the web application was appealing and helped convey the company message of JAMZ delivery. In addition to this, users were provided with a basic survey to provide feedback on the overall design as well as basic use. This document will outline all of the major subsections of the website, summarize user feedback, as well as plan for future prototypes (as displayed in the Gantt chart and Trello).

Prototyping Objectives:

- Choose the overall design : colour scheme, background, and logo
- Create the layout of the website in such a way that users can easily navigate it and perform all the functions

Pages that have been made:

The sign-in and login pages have been created with visuals, however, as of yet do not possess any functionality. They are used to display the general aesthetic of the website. In addition, customer feedback has been gathered in order to determine how to enhance the overall display of the web page. The top right icon (with a person) contains the proper functionality for logging in and creating an account, the second prototype will add more functionality to the existing pages.

There is a section at the bottom of every page that contains areas for the client to put their business information, as well as a section for businesses to sign up to partner with the company.

The browse restaurants section contains a few sample restaurants to demonstrate how that page of the website will function when JAMZ adds its own clients. The available restaurants are displayed and the user may select one to view the menu. After the restaurant logo is clicked, the user will be directed to the menu page where they can see some items that the restaurants carry. Note: The restaurants displayed are not the ones that will be used, since they are common restaurants. Once JAMZ deliveries begin to partner with local restaurants, they will be able to edit the page.

As well, there is an “About Us” page that describes the business with sections for the clients to write in information about themselves if they choose to do so.

Finally, a Checkout page, an FAQ and a Contact page exist, but they are not yet complete (aesthetically or functionally).

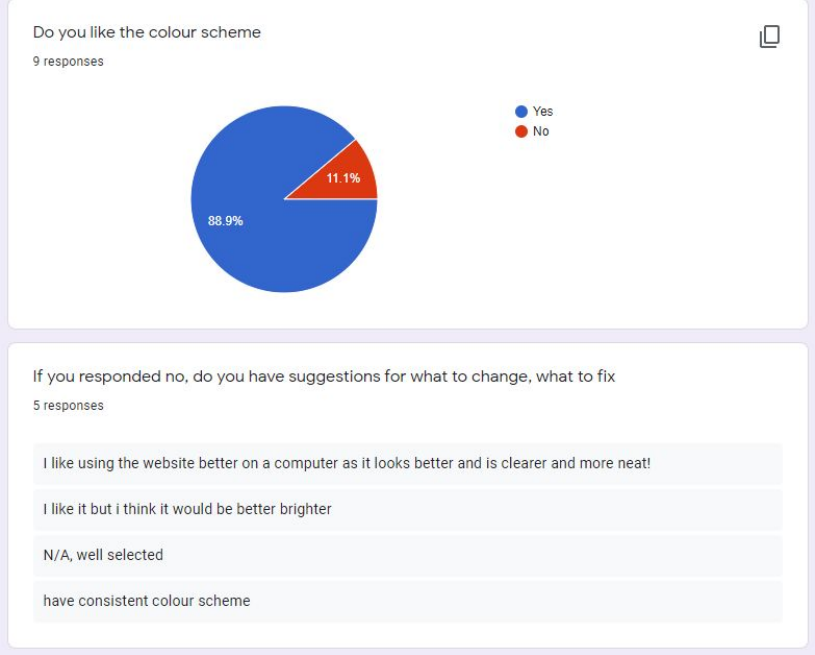
Screenshots of the prototype may be found in the appendix.

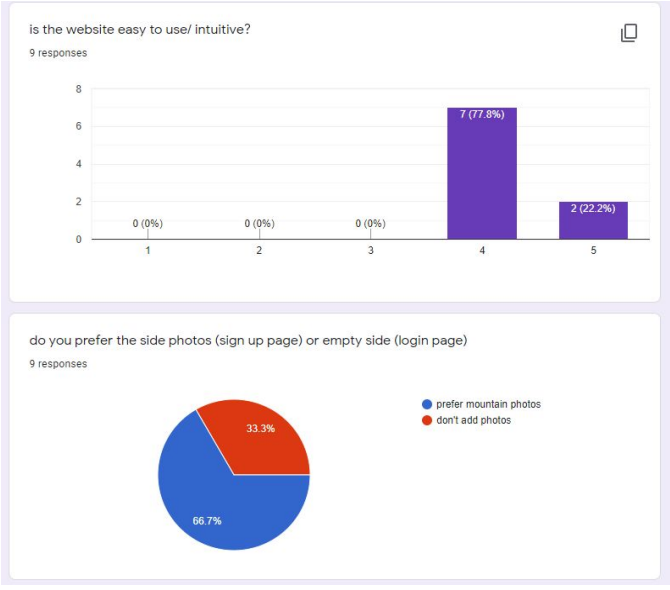
<u>Test Plan</u>:

Customer Feedback:

Create a survey/questionnaire on google forms to get user feedback. This questionnaire will be shared with various users via Social Media, more specifically, Discord and Facebook. The link to the questionnaire follows:

The responses to the form follow:
https://docs.google.com/forms/d/e/1FAIpQLSfsrLvo33N7vb3Dbp8ZgLmBVfaUALW25BFYCxLKlLTzcX2NLw/viewform





do you have suggestions for what to put on the sides?

9 responses

The photos make it more aesthetically pleasing and eye catching. I like the look of simple photos so using the same style is good.

no sorry

The filler images are nice. Could adjust them depending on the season as well if you like.

i like the idea of photos but not necessarily mountains. maybe something more related to the business.

logo or slogan

Maybe make the mountains fit the entire page

I don't understand the relation between mountains and food. But maybe u can have the about page right off the bat, and then have a login button on the right hand corner or smth, like other websites. Maybe replace mountain pictures with food pictures.

Maybe something client related?

Do you have suggestions for how to improve usability of the website? What is missing, how can we improve it?

9 responses

I'm not sure if it's just not finished yet which is fine, but some areas of the website aren't filled out yet. You should add a description about what it is at the start, a little explanation about your company (maybe before the sign up information) just so people know what they are getting in to.

I tried to make an account but my it keeps saying i have to match the requested format, it would be better if you could outline the format. Also if you could split the food by reseraunt properly. Other than that it looks AMAZING!

I have noted that I liked having the mountain photo. However, it did not translate well to the mobile version of the website... may need to reconsider image sizing depending on how many mobile customers you expect to have

it's great! nothing i can think to add. only comment is that in the search bar the word restaurant is spelled wrong. (resturant)

Provide Username/Password requirements. Having the food panel scroll sideways both ways at first is confusing, since it feels like I am starting in the middle of the list (Have the list start on one side and end on the other, not infinite scroll). Some foods dont have an option to change the number of orders. Why are there two rows of foods, one scrollable, the other not?? Where are drinks, are they only available with combos?

The mobile version of the website is a little bit hard to use. To improve the website I would suggest making the home page look sleeker by potentially getting rid of the white space

It's looking good so far, very intuitive I understand where to go without really having to be explained anything. :)

Certain boxes overlap other symbols like the social media ones (at least on mobile I didn't see it in computer)

Analysis of Customer Feedback:

- Colour Scheme: Make the colour scheme more consistent and complementary.
- Side of Pages/Blank Space: Use simple photos and make them more obviously related to the product (eg. photos of food). One user suggested changing the filler images to match the season. Overall, the filler images should be more related to the product/company being advertised.
- How to Improve Usability: Have the website open on the "About Us" page so that users know what they are looking at. When browsing food, the list of food should begin at the left (only have arrows going one way). As well, some foods don't have the option to change the quantity of the selection. Ensure that photos and white space translate well to the mobile version of the website.

Much of the feedback discussed the functionality of the website, this will be updated and worked on for prototype II.

Website Testing:

Test ID	What to test	When test will be done	Testing Method	Result
01	Login and register page working properly	November 8, 2020	Try to click on the login/register icon. See if it saves results.	Icons leads to the target pages
02	Search bar working properly	November 9, 2020	Try to put in keywords to search.	Page shows the targets properly
03	Does the Map pin user location	November 13, 2020	Input a location and determine if pin shows up at the right place on the map.	N/A
04	Does the cart function work?	November 13, 2020	Click on the cart icon. See if it leads to the cart page.	Icon leads to the cart page.

How to use results from tests:

The data recorded from receiving user feedback and testing the functional requirements can be used to improve the website. As well, this data can be presented to the client to demonstrate how the website is working, and they may see how customers enjoy it.

Stopping Criteria:

Once the questionnaire has received ten responses, it will then be closed. From there, the data will be carefully analyzed and considered for integration into future prototypes. A minimum of 5 pages must be created for the first prototype, however they do not need to be functional.

Plan for Prototype II:

Create functionality of sign up and login page. Add a map that pins user location and install a google maps API to track live location of the delivery. Edit the About us, Contact us, and rectangle at bottom of page to include actual information about the clients business. Furthermore, changing the browse restaurants page so it has a description section and a customer ratings section from Yelp. In addition to this, add a checkout page that previews customer orders and provides service fees and taxes. The actual menu page should be improved to have different subsections of what type of food to order for example, Mcdonald's Menu would have 'burgers', 'salads', and more. Images should be changed to better represent the company mantra of Jamz Delivery.

Conclusion:

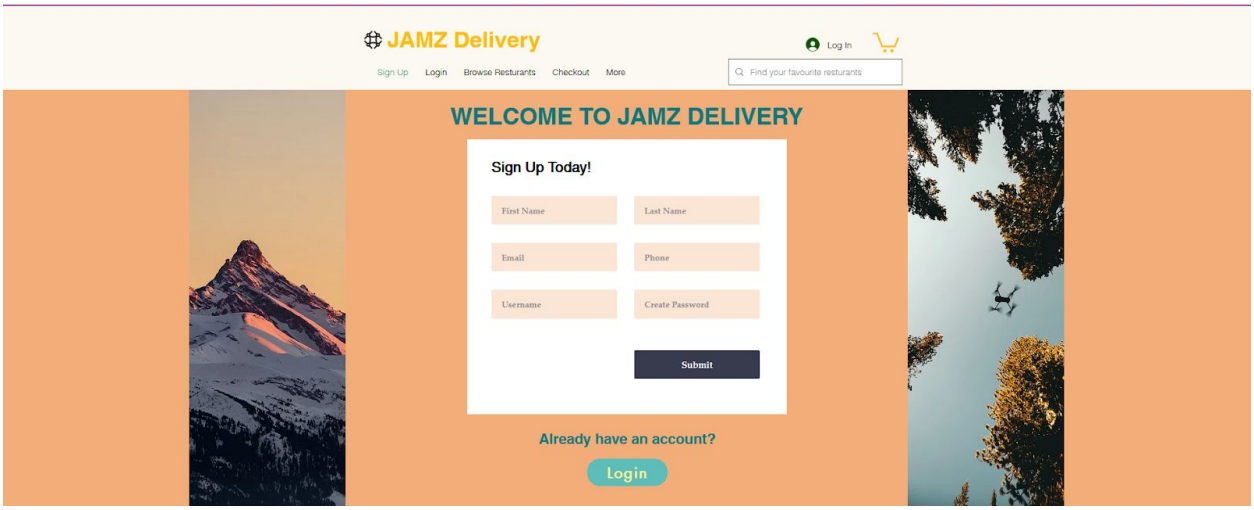
In conclusion, the basic structure of the website has been created. By using feedback from our survey as well as the client we will begin to implement changes to improve the website as well integrate additional functionality.

Link to website: https://harryxu02.wixsite.com/mysite

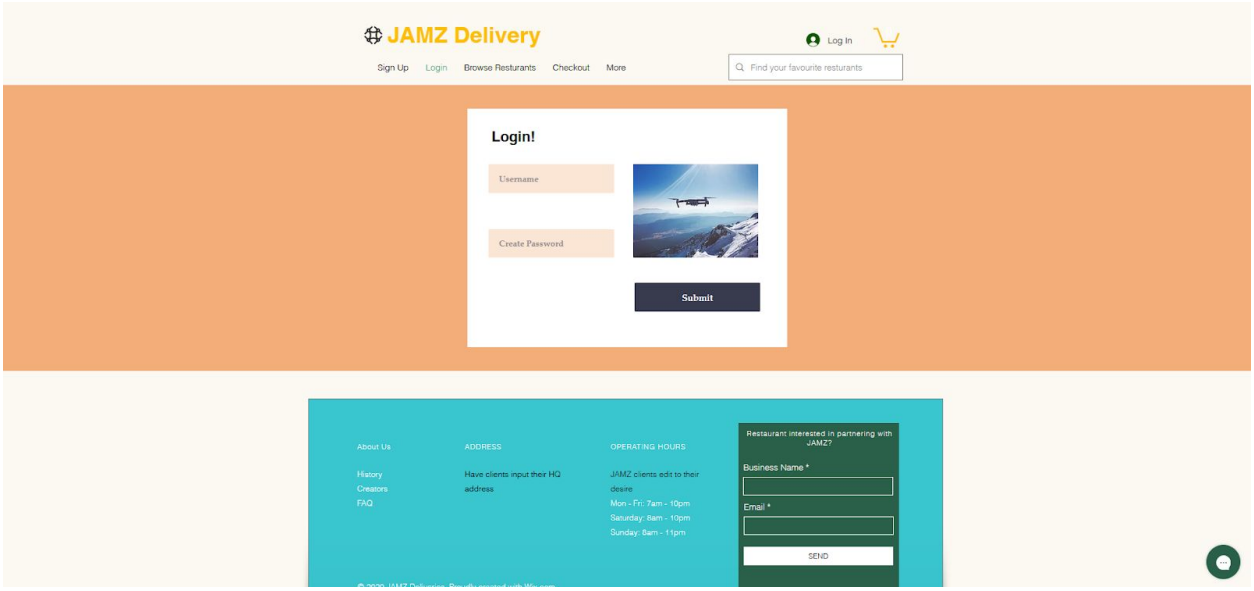
Appendix I:

Screenshots of Website:

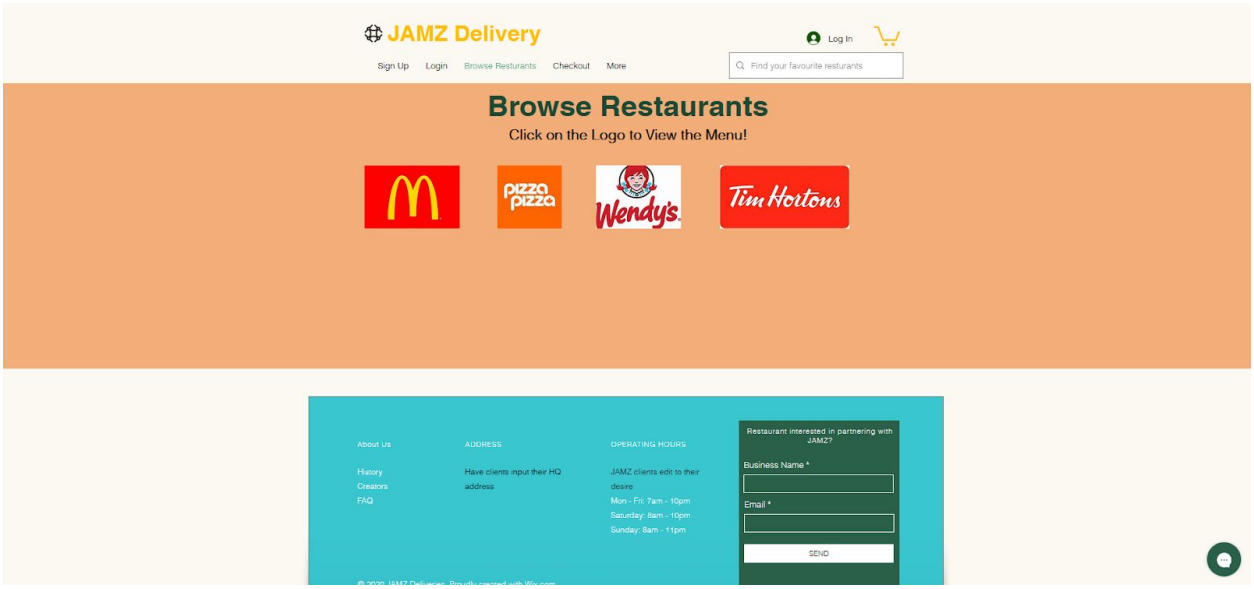
Sign Up Page:



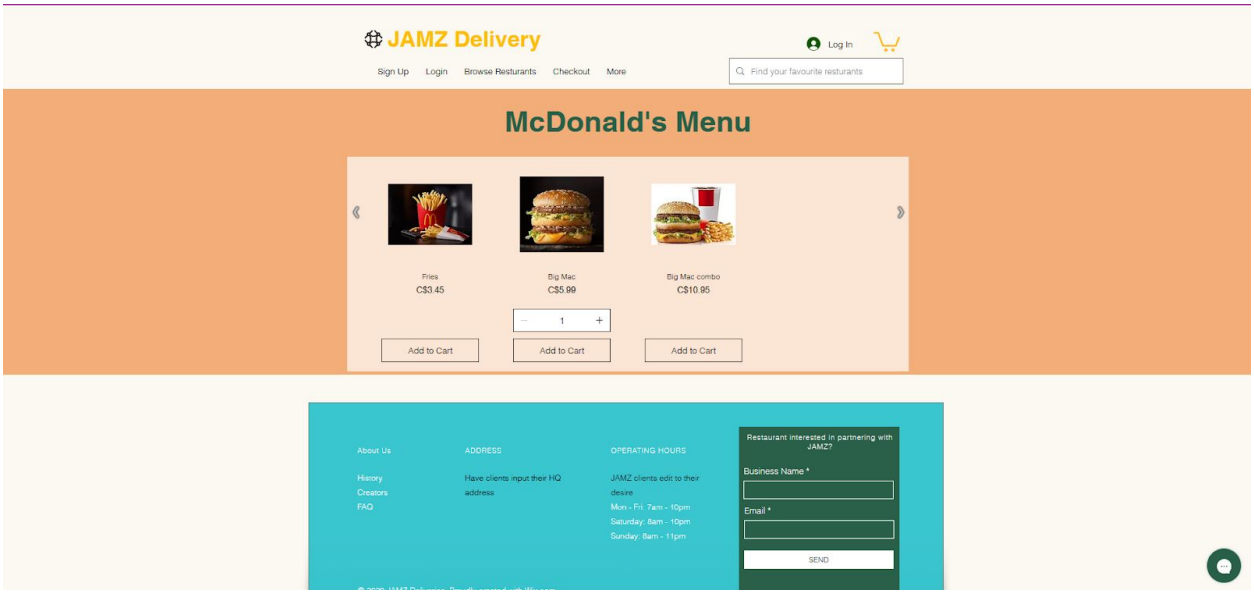
Login Page:



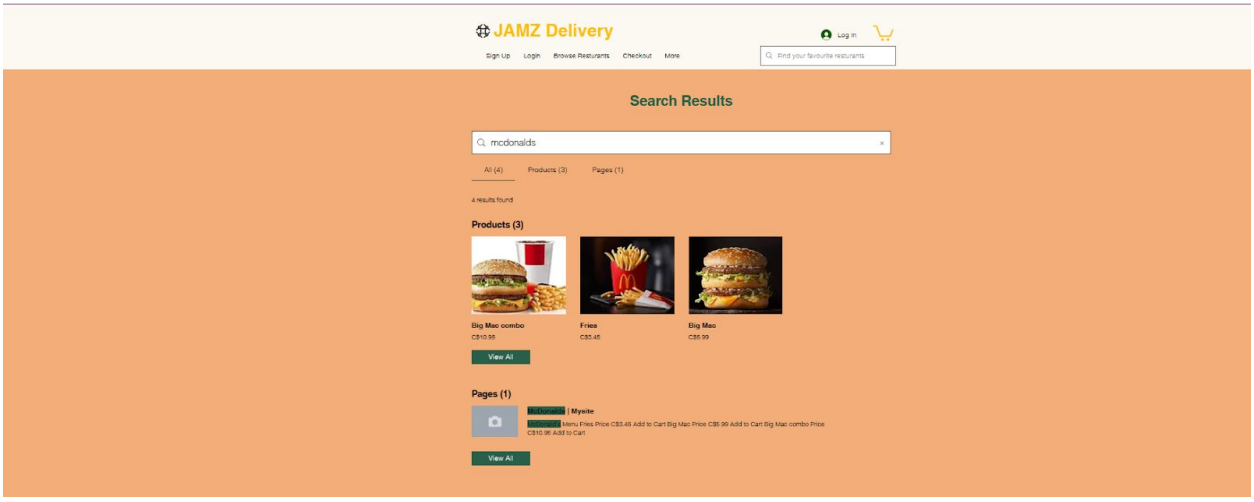
Browse Restaurant Page:



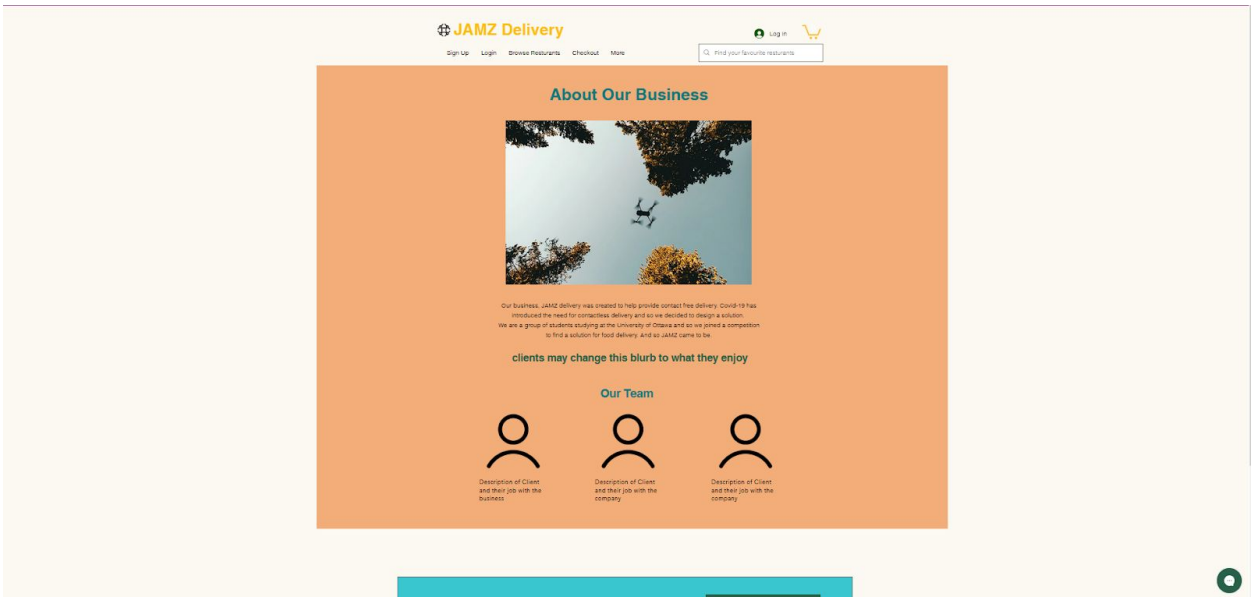
Menu Page Example:



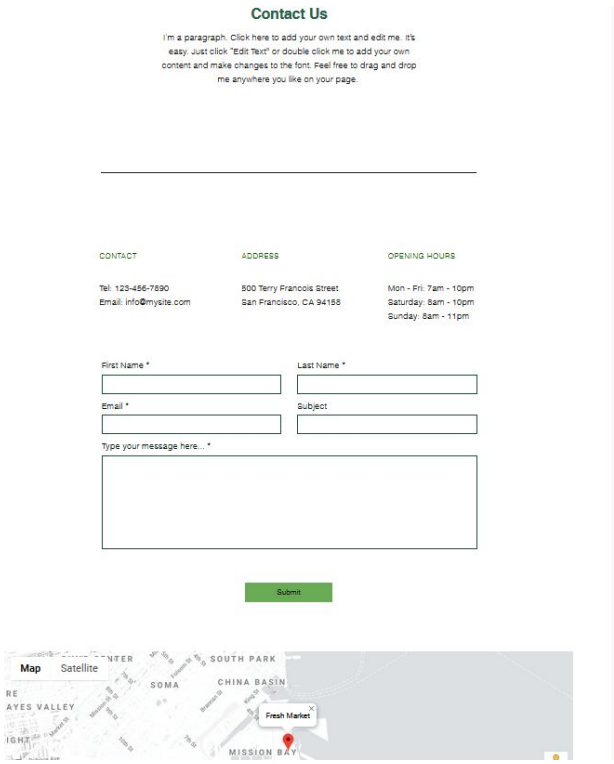
Search Page:



About us Page:

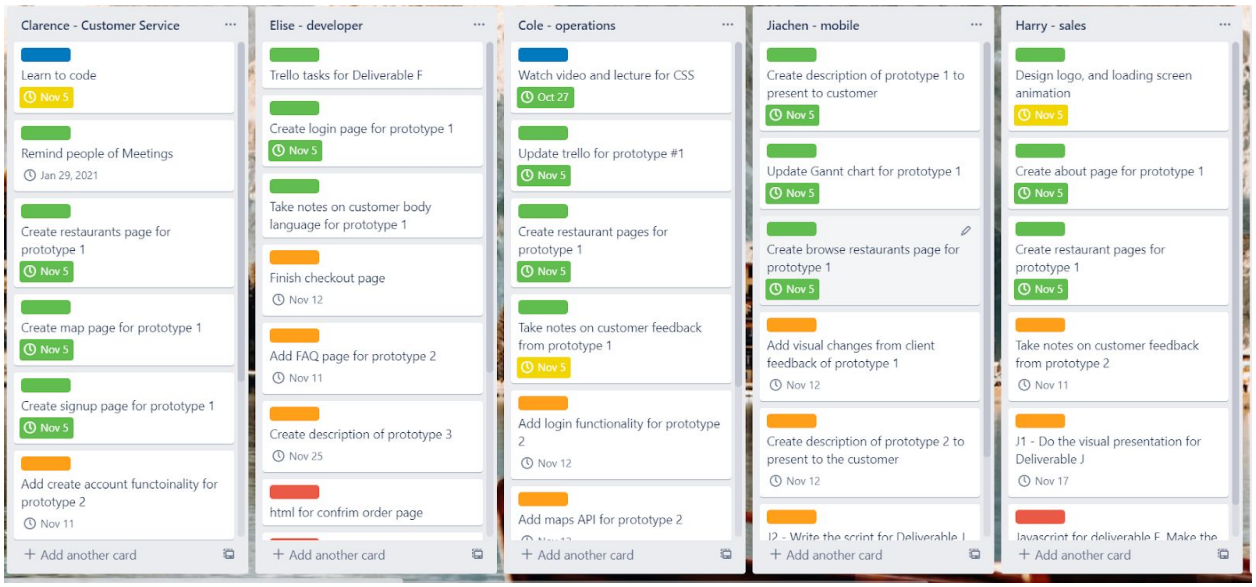


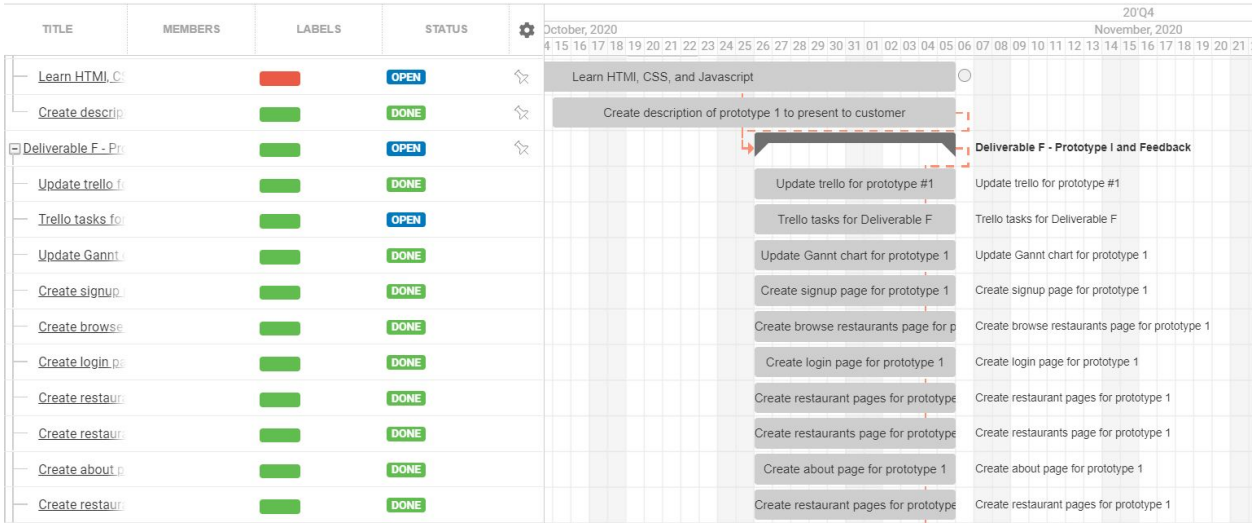
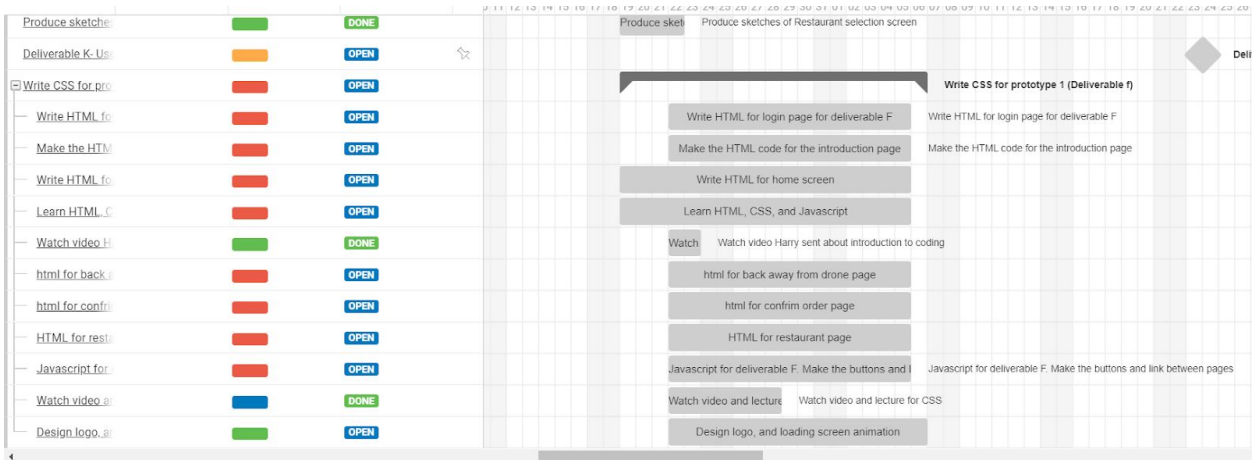
Contact Page:



Trello:

Shows Deliverable F and onwards





Dropped Tasks: