Deliverable G: Prototype 2 and Customer Feedback

Ahmad Al-Abed, Autumn Shaw, Harry Yang, Kierra Caminiti, Olivier Carriere Westerheide

The prototyping of our website is an essential step in our design process. This report outlines the process of prototyping set by our team. To complete the second prototype we first had to transition the elements from our initial website on GoDaddy to our current website on Wix. Next, we added key elements like the search bar and user profile to our new website. For this prototype, our goal was to test the functionality, as well as the ease of use of our website to ensure it can be used by any customer. This report will summarize what our team has accomplished over the past week, and provide the next steps and additional features we plan to add to the next prototype.

Prototyping Test Plan

Once our second prototype had been developed, we moved on to the testing stage. The primary goal of this stage was to evaluate the functionality, as well as the efficiency of our website.

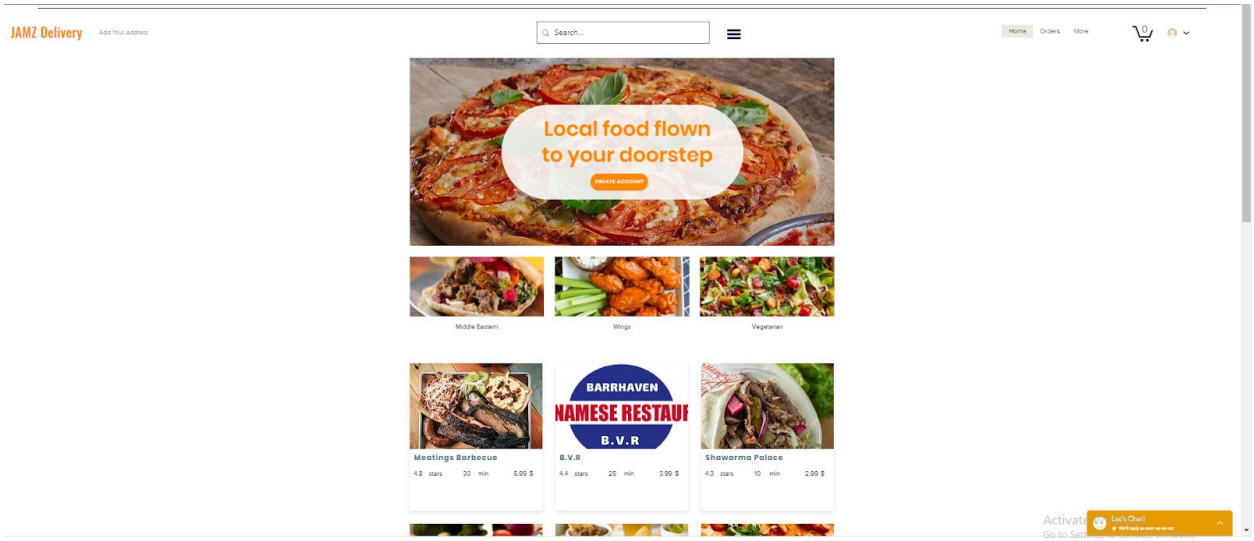
We were able to test the functionality by navigating through our web site's pages and evaluating how accurately tasks were completed, as well as whether or not any errors would occur.

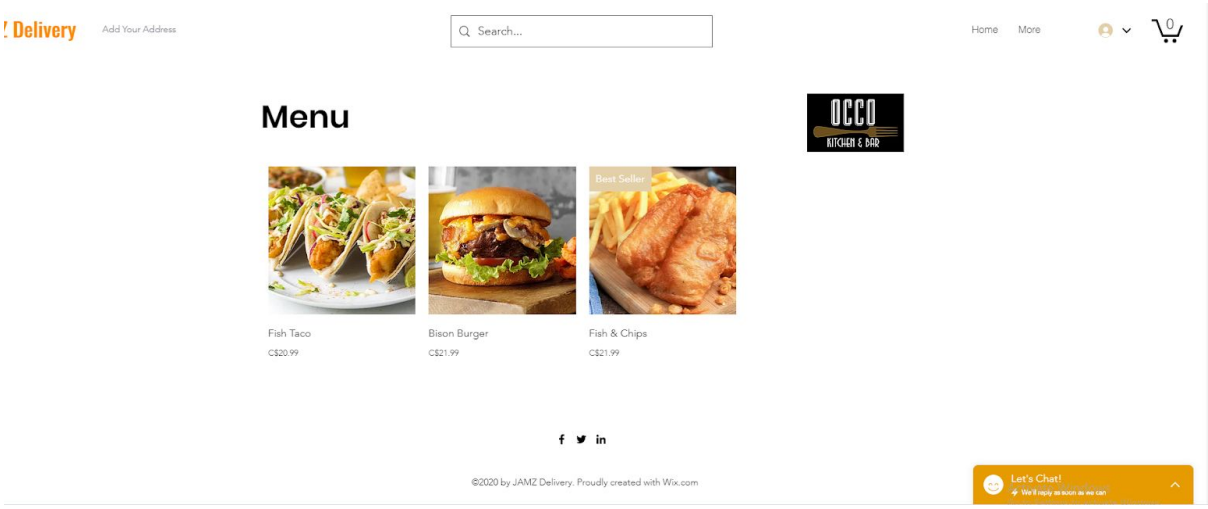
Since JAMZ's target market varies greatly, we remained aware that those using our website would have very different skill levels when it comes to navigating new websites. Ease of use was therefore a very important testing criterion to consider. Since we wanted beginners to be able to efficiently use this website, our goal was to limit the number of steps a user would have to go through to place an order. By decreasing the number of steps a user must complete, we were also hoping to limit the amount of time spent on placing an order. This was tested by using the pages we currently have to "place an order" and by evaluating the number of steps, as well as the amount of time it took to do so.

Finally, we also shared our website with potential users, as well as our clients to gain feedback. This would allow for a better understanding of the customer's point of view. This feedback will also indicate whether or not any features should be altered throughout the creation of our third prototype.

This testing stage allowed our group to learn whether or not it would be possible for anyone to use our website. Due to the limited number of steps, as well as the short amount of time required to place an order, we believe that we have successfully created an efficient, easy-to-use website.

Throughout the creation of prototype 3, as we begin developing more complex features, our goal is to keep this criteria in mind as to not overcomplicate the process of placing an order.





Feedback from Potential Clients/Users

- Liked the chatbox - " I like how the chatbox can easily be spotted"
- Profile organization
- Top menu bar -"The top menu bar was pretty small compared to the rest."
- Map -"I like the fact that you have the top bar with the address slot implemented there."
- Simple, minimalistic design looks clean

Conclusion and Next Steps

The testing of prototype 2 allowed our group to analyze the functionality of our website and test if it was easy for beginners to use. With the limited number of steps required to place an order on our website, we are confident that we have successfully created a website that any user can navigate with ease.

Based on the feedback we received from our client, the next prototype will include a larger top menu bar that draws the customer's attention. After taking into consideration the work of other project groups, as well as the feedback they received from the clients, we would like to implement a tutorial for how the drone drop-off works. We would also like to have the barcode available through different methods such as email, text, print, or shown on the screen. Ideally, we would also like to provide the customer with the option to view previous orders. The next prototype will also include a sort and filter option for the search bar and a pairing system that will show items related to what the customer already has in their cart.