Deliverable F: Prototype 1 and Customer Feedback

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The prototyping of our website is an essential step in our design process. This report outlines the process of prototyping set by our team. The goal of the first prototype is to validate initial concepts using easy and simple designs. This report will summarize what our team has accomplished these past two weeks, as well as how we plan to alter our prototype and test plan moving forward.

Prototyping Test Plan

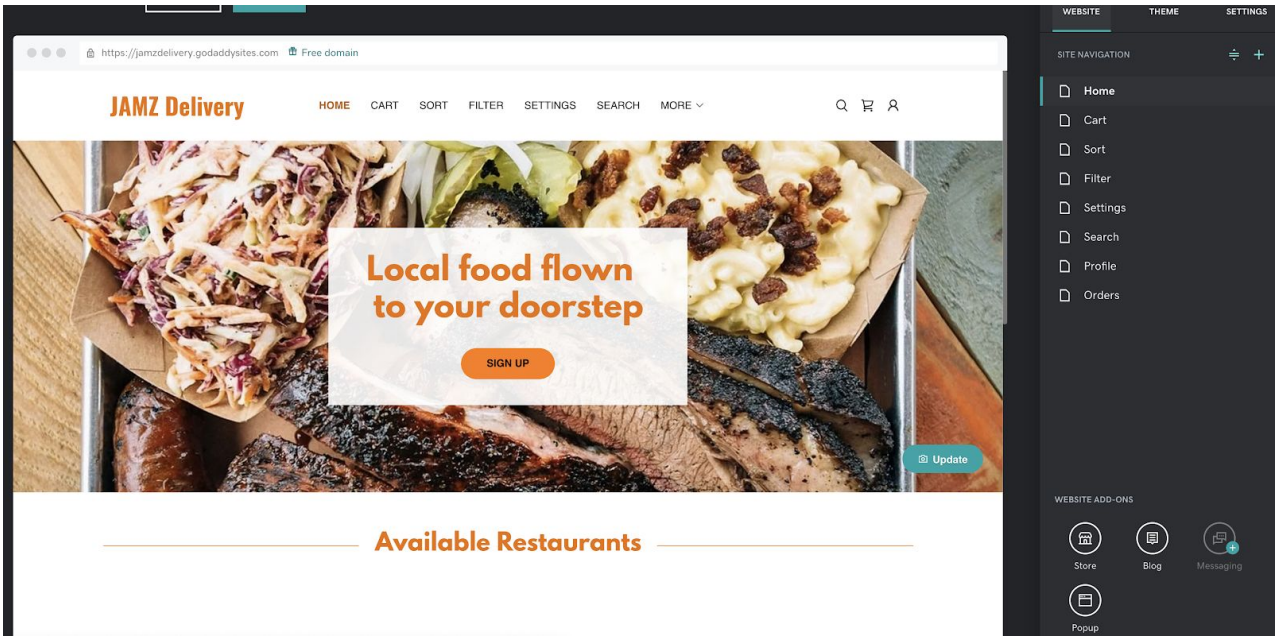
We have very little coding experience between our group members so instead of going through the process of learning HTML, CSS and JavaScript to a level of proficiency that would be required to build a functional ecommerce website, we took the route of using a website builder. This will allow us to build an aesthetically pleasing website that can provide a far smoother user experience than could be expected by coding a website from scratch, given our current knowledge in coding and our tight deadlines.

There are many website builders, each of which cater to different uses. We initially chose GoDaddy because it seemed fairly easy to use and was often recommended to beginner-level web developers.

For prototype 1, our goal was to have all the necessary pages for our desired website created, as well as work on the design and layout of the home page. We decided to take this approach in order to get feedback on the layout before elaborating on the functionality and aesthetics of our website. However, in the process of attempting to lay out each of our website's pages, we started to realize that GoDaddy is hardly catered to building an ecommerce website. The vast majority of the functionality we had envisioned was only possible with copious amounts of work, if possible at all, which defeated the purpose of using a website builder in the first place.

We therefore decided to drop GoDaddy as our website builder in favor of Shopify, which is what we found to be the best option after more detailed research. Shopify, unlike GoDaddy, is an ecommerce platform, used by many small to medium-sized businesses in the ecommerce industry. Many of the functions that were only available as add-ons in GoDaddy are native in Shopify, such as the cart function, where users can view which items are currently selected to be purchased.

Although we are essentially forced to start this part of the project anew, we've learnt the value of doing detailed research on the types of tools that will be used in a project. Otherwise, situations like the one we stumbled into can arise, where valuable time was spent with nothing to show for it. Moreover, we've learned that the design process is rarely linear, instead resembling more of a two step forward, one step back type of process.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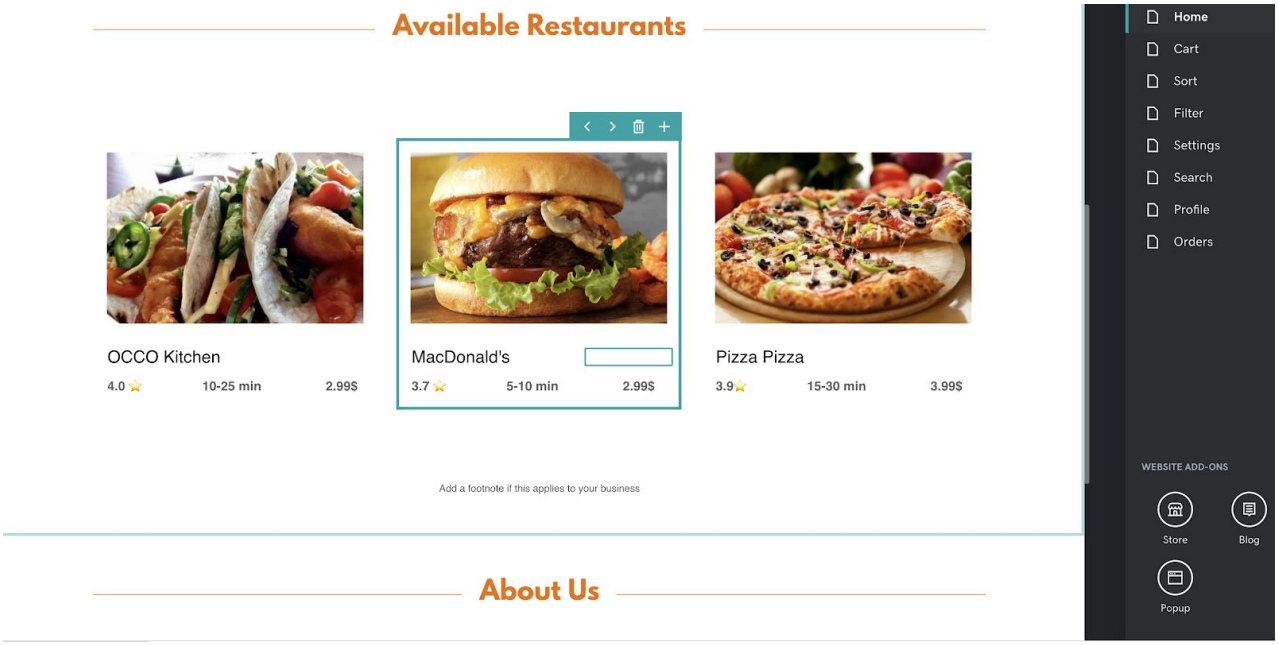
Available Restaurants
OCCO Kitchen
4.0
10-25 min
2.99$
MacDonald's
3.7
5-10 min
2.99$
Pizza Pizza
3.9
15-30 min
3.99$
Add a footnote if this applies to your business
About Us
Home
Cart
Sort
Filter
Settings
Search
Profile
Orders
WEBSITE ADD-ONS
Store
Blog
Popup

Feedback from Potential Clients/Users

- Homepage has a good flow
- Available restaurants should be scroll through, not all presented at once
    - Too much info at once will confuse users
- “Contact us” should be a clear and visible feature, available on any page (user friendly)
- Ratings option (for driver, delivery) instead of public reviews
    - Dissatisfied customer is more likely to leave a review than a satisfied user. Don’t want websites full of public bad reviews.
    - Instead of public reviews, contact company/deal with issues privately

Conclusion

While creating our first prototype, our team ran into multiple issues with regards to the customization of our website through the website builder GoDaddy. Although our initial plan for prototype 1 was to create the format, or layout, of each page, we quickly realized that would not be feasible. Our team had to alter our initial plan to account for these new challenges. We therefore decided to switch website building softwares, from GoDaddy to Shopify, essentially landing us back on square one.

Although having to recreate our website on a different platform is inconvenient, we believe that this challenge accurately represents what teams may experience throughout the design process. By creating and then testing prototypes, teams may realize that they are not able to achieve what they had initially planned, forcing them to alter their plan and essentially restart.

Despite the fact that this inconvenience sets us back a week, our group plans on applying our newfound knowledge, in order to improve subsequent prototypes and test plans.