## **Deliverable H: Prototype 3 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 creating our third prototype. The goal of the third prototype is to put the finishing touches on the important elements of our website. This report will summarize the work our team has done in the past week.

## **Prototyping Test Plan**

The purpose of this prototype was to determine whether or not our team has created a functioning website. We also wanted to understand how easily a potential user could navigate the website and place an order.

We have chosen the order process as the specific design concept which consists of the buttons, pages and other attributes required to place an order. Our corresponding measurable attributes that will help us gauge the success of the prototype are the number of clicks and time required to place an order. These are good indicators because a short ordering time indicates that the subject spent little time thinking about how to use the website and a small number of clicks means that the process was simple and did not elicit confusion (i.e., clicking on the wrong button, going to the wrong page etc).

Since the goal of prototype 3 was to finalize the aesthetics and add finishing touches, our team also wanted to simplify the ordering process as much as possible. In order to test our website's ability to simplify this process and limit said attributes, we went through the process of placing an order from start to finish. Our team planned to go through this order process, adjusting certain features when necessary until we reached our stopping criteria. Specifically, our stopping criteria was no more than 10 clicks, or one minute to place an order. The process of placing said order includes; navigating the homepage and choosing specific products (or searching for products using the search bar located at the top of the homepage), adding them to the cart and adjusting the quantity if necessary, and finally checking out.

Our team tested this process and all members were able to place an order while respecting the limits of our chosen attributes. However, we understand that not all users will have the same comfort level with this website as we do. We, therefore, sampled many potential users, all with different levels of proficiency in technology to determine how intuitive our user interface is. Whether or not the user has an account already created will alter the number of necessary clicks to place an order. In order to avoid this issue, we created accounts for all users prior to this test. The first user was a young adult who is very comfortable with new technology, while another was slightly older with limited knowledge on new technology. Our potential users all managed to complete an order using less than 10 clicks, and in under a minute.

By limiting these attributes to  $\leq$ 10 clicks/1 minute, our team proved to be able to successfully create an intuitive user interface.

Link to video demo of our website: https://www.youtube.com/watch?v=n6Njw2BcyZo

## Feedback from Potential Clients/Users

We haven't received any feedback from our client since there was no meeting between us after the prototype II report. However, as one of the first five groups who had given their presentations, we did obtain one interesting point from our professor that can be taken into consideration in future development if there is so.

Dr. Knox: "Yeah, I'm just curious why did you use the sort of the three emails method. Why not use the chat that you talked about or other notifications."

Group response: "Because it's a website, and we figured that it makes more sense for the user to have access to it on their phone via mobile via their email app as opposed to having to go back on their computer and then load up the website login and then pull up the barcode."

## **Conclusion and Next Steps**

The testing of prototype three allowed our group to view the entire ordering process from start to finish. With all the components to the website finished we were able to view a smooth transition through each stage of the ordering process. We feel as though we have created a website suitable for the needs of our clients. Our group is now in the process of writing our user manual as well as preparing to present our website on design day.