

# FULL VEGANEATS UX PROJECT OVERVIEW (USER/TASK ANALYSIS, CONCEPTUAL MODEL, USER TESTING FINDINGS, PROTOTYPING SUMMARIES, ETC.)

**Project Title:** VeganEats

**Team Members:** Tawny Andrews, Sophia Ladwiniec, Stephen Tselikov

## **Brief summary of project purpose and goals.**

The purpose of our group's website is to provide easy access to vegan food products and sustainable household supplies for interested consumers. Our theoretical service allows people to order these vegan and sustainable products off of our website, and get them delivered straight to their homes in a seamless process. There is a simple account creation process that requires new users to provide their name, email contact, and a desired password upon first signing up. Whether or not users create an account, anyone can browse our product directory and begin adding products to their shopping cart. Upon checkout, if users are not signed in, they will be prompted to either sign in to their account, sign up for a new account, or choose to checkout as a "guest", bypassing the need to create an account. When purchasing perishable food products as opposed to household products and non-perishables, these food products will be sent separately, with users having the option to choose to have it sent in dry ice to preserve freshness, or (if applicable for the item) have it delivered the same day. Upon checking out, users will be made aware of the difference in shipping for perishable items. If an item is out of stock, users will be notified.

## **Summary of User Analysis:**

User Profiles:

*User Profile 1:* College students, recent graduates/entering the workforce, millennials

*User Profile 2:* parents who want to feed their families healthier, "clean" food

*User Profile 3:* health conscious adults who want to change their personal lifestyle (older demographic)

*User Profile 4:* environmentalists/0 waste people who care about their environmental footprint

*User Profile 5:* people with allergies to meat and dairy products

Our user analysis from the beginning of our project to the end of our project seemed to change quite a bit. We were more thorough in our original user analysis in trying to decide which people we would target our website towards (as seen above). When it came down to actually getting people to test our product it proved rather difficult to find some people in these categories due to covid. For example we were unable to find any environmentalists to participate in our usability testing or health conscious adults. We were able to find people who had allergies and dietary restrictions, college students, and parents who wanted to feed their children healthier food.

## Summary of Task Analysis:

Our task analysis changed quite a bit as we started prototyping and during the usability tests.

**Task 1:** Users should be able to create a profile if they'd like. **SUPPORTED WITH MODIFICATIONS**

**Sub-task 1.1:** Enter basic user information -- name, birthday, location. **MODIFIED:** user enters in their name, email, and password

**Sub-task 1.2:** Specify their primary/desired usage of our site for a more personalized user experience. **NOT INCLUDED**

**Sub-sub-task 1.2.1:** Users can indicate if they are looking to explore vegan food options for the first time, if they are already experienced with vegan food options and just want to shop their favorites, if they are looking to shop for just themselves or for the whole family, etc. **NOT INCLUDED**

**Sub-task 1.3:** Users can opt to add payment options to their account for easy access later so that whenever they checkout, they won't need to re-enter their card information. **NOT INCLUDED**

**Sub-task 1.4:** Users are able to create their own shopping lists which are seen in their user profiles **ADDED**

**Sub-task 1.5:** Users are able to favorite items **ADDED**

**Sub-task 1.6:** Users are able to track their orders in their profile **ADDED**

Task 1 is supported by our project however some of the sub-tasks we modified or did not support which can be seen above. We also added some sub-tasks as well which are also seen above. Our task one was extremely thorough and proved hard to implement in a prototype as well as in the front end implementation. Even though we did support some tasks we originally planned to support, we added three extra tasks instead.

**Task 2:** Users should be able to browse and shop for vegan food products of their preference. **SUPPORTED**

**Sub-task 2.1:** Users can choose which items they'd like to see on their "home" screen and/or can navigate to different pages depending on what they're looking for (e.g. Vegan Milks, Plant Based Meat Products, Vegan Bath Products, etc.) **MODIFIED** - users can navigate to different pages depending on what they're looking for

**Sub-task 2.2:** Users can customize their view of pages by sorting items "lowest to highest price", "highest to lowest price", "best sellers/most popular", etc. **SUPPORTED**

**Sub-task 2.3:** Users can search for items they're looking for by utilizing the search bar and entering keywords. **SUPPORTED**

Task 2 is supported by our project however we did not include full support for sub-task 2.1 and instead modified it so users can only navigate to different pages depending on what they're looking for.

**Task 3:** Users should be able to create “shopping lists” and save past orders as “favorites” so they can easily reorder again later **ADDED TO TASK 1 INSTEAD**

**Sub-task 3.1:** Users can create lists of items they’d like to purchase and specify specific purchases for different reasons (e.g. creating custom grocery lists for different family members with their favorite food items, creating grocery lists for specific recipes/occasions, etc.) **PART OF TASK 1**

**Sub-task 3.2:** Users can save their past orders into grocery lists and organize the lists by different categories if they’d like. When they want to order again with no changes to the previous order, they can do so very simply by clicking on the “order again” button and confirming. **NOT INCLUDED**

Task 3 we realized was essentially task 1 and adopted some of these tasks into task 1. We also decided to not include sub-task 3.2 as it proved to be difficult to implement in our final prototype.

**Task 4:** Users should be able to checkout and purchase their desired items, with or without creating an account. **SUPPORTED**

**Sub-task 4.1:** If a customer created an account and added their payment methods during the account creation process, then they can easily checkout and confirm items without having to reenter their card information. (*Performed often, whenever a user is ready to checkout*) **NOT SUPPORTED**

**Sub-task 4.2:** If a customer created an account but did not add their payment methods, then they can enter their card information they’d like to use to make the purchase. **NOT SUPPORTED**

**Sub-sub-task 4.2.1:** After adding payment information, they can confirm and place their order. **NOT SUPPORTED**

**Sub-task 4.3:** If a customer wishes to not create an account, they need to enter basic contact and shipping information, as well as payment information, and can then proceed to check out, confirm and place their order. **NOT SUPPORTED**

**Sub-task 4.4:** Users are allowed to view their cart **ADDED**

**Sub-task 4.5:** Users are allowed to add and remove items from their cart **ADDED**

For task 4 we support the generalized task which allows users to checkout and purchase items however in our prototype we did not include any support for adding credit card numbers, confirming their order, or having the user enter basic contact and shipping information to proceed to checkout. Despite not including several sub-tasks, we added new sub-tasks to support which would be sub-task 4.4 and sub-task 4.5.

**Task 5:** Users should be able to upvote or downvote an item. Based off these votes the user can navigate to a page that shows the top 5 upvoted items **NOT SUPPORTED BUT MODIFIED**  
Users can view reviews for a product

**Sub-task 5.1:** After trying a product users can go back and rate an item they have tried by giving it a thumbs up or thumbs down. They would click on the icon thumbs up or thumbs down. Note this is only for users who have made an account. If a user would like to upvote or

downvote an item they MUST be registered since items can only be rated once by each user.

**NOT SUPPORTED**

**Sub-task 5.2:** While shopping a user will see an option to look at the top 5 most recommended products from there they can decide whether or not they would like to add the products to their cart **NOT SUPPORTED**

For Task 5 we modified the generalized task to be: users can view reviews for a product. We found it rather difficult during prototyping to create a whole new rating items page and allow for a thumbs up or thumbs down icon to be created for each product.

**Task 6:** Users should be able to navigate to our help page **ADDED**

**Sub-task 6.1:** Users should be able to contact us **ADDED**

**Sub-task 6.2:** Users should be able to track their orders through this page with an order number **ADDED**

Task 6 was a new task we added after our first usability test. Users found it difficult to track their orders if they did not have an account. They instead asked for us to create some sort of help page that allowed users to track their orders from there. We also added a contact us option on this page just in case there were any issues with orders or general questions.

**Task 7:** Users should be able to navigate to our about us page **ADDED**

**Sub-task 7.1:** Users should be able to view our local partners **ADDED**

**Sub-task 7.2:** Users should be able to view the creators of the site **ADDED**

Task 7 was a new task we also added after our first usability test. We felt that our website was missing an about us page and wanted to make it more clear what our mission was and allow users to see our local partners.

**Summary of conceptual analysis (objects, attributes, operations):**

**KEY:**

**RED - NOT ADDED TO PROTOTYPE**

**BLUE - ADDED BUT MODIFIED**

**GREEN - ADDED**

Our conceptual analysis was somewhat modified after our initial prototype and after our first usability test. We did not change much and kept true to our original.

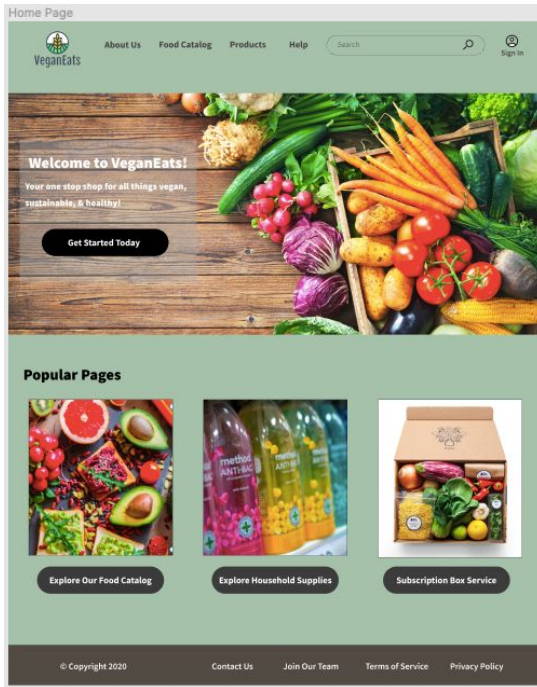
We modified our Account object instead to just include their username, password, and email. Instead of allowing them to see their past purchases we changed to track their most recent orders.

We modified our user object and did not allow for an option to invite friends to register as it proved to be too hard to implement in our prototype.

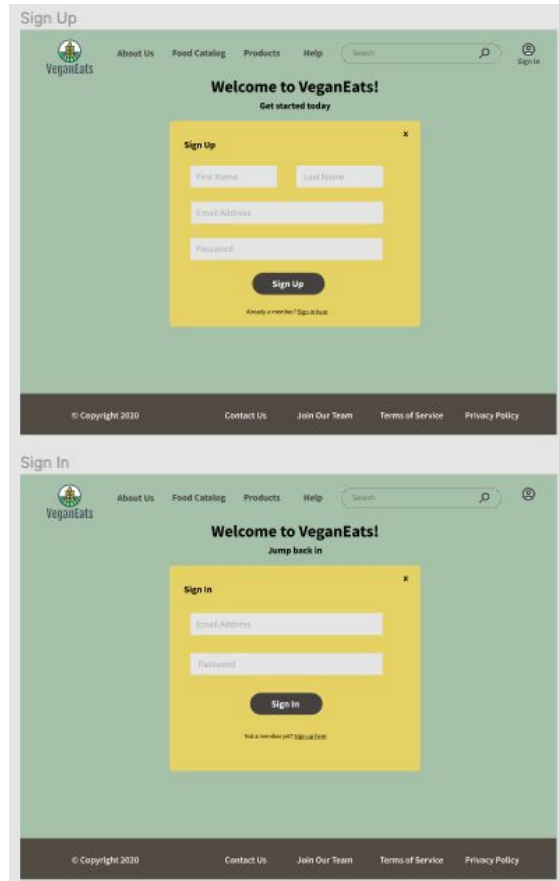
Objects	Attributes	Operations
Inventory	Food: <collection>	Add Food, Delete Food
Food-item	Name (ex: carrots), Price, shelf-life	View, add to cart, remove from cart, view attributes (such as price, shelf-life, etc.)
Account	Username, password, email, phone number, bank account info	Log in details, personal information, see past purchases, track recent orders
User	Invite, account	Invite friends to register
Grocery List	Food items, Products	Allows users to compile lists of items they'd like to buy or of favorite items they want to easily repurchase
Order	Food items (with quantities), totally price, delivery/pickup date, customer account	Allows users to see when they can expect to arrive their items/order
Cart	Cart contents	Total all the items, remove items, add items, show cart contents

### Initial design and prototype:

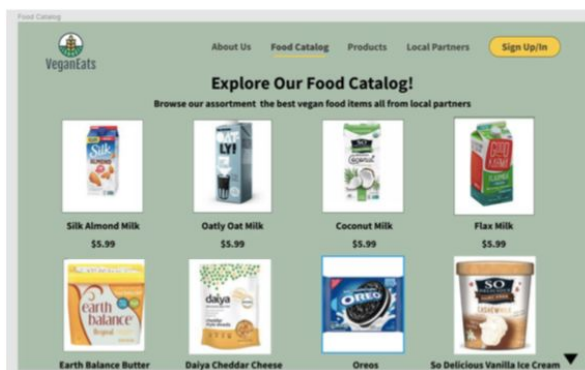
- Link to Initial Prototype (before testing/changes):  
<https://www.figma.com/file/XkuhEIUIlwMBzT6lmIzJ7z/Initial-Design-First-Prototype?node-id=0%3A1>
- Tools used to develop it: Figma
- Brief description and a few illustrations (not as detailed as Assignment 2c)



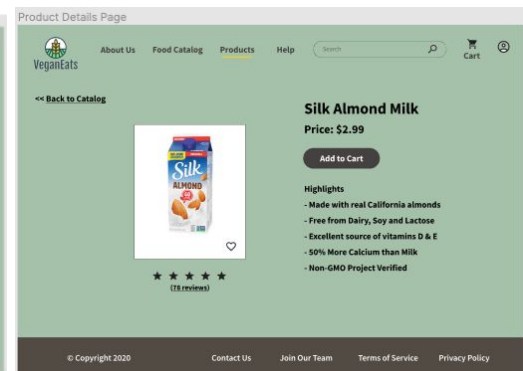
^ Figure 1



^ Figure 2



^ Figure 3



^ Figure 4

Figure 1 is our site's home page that users are taken to upon first navigating to our site. Figure 2 shows our site's sign up and sign in pages respectively. Figure 3 shows what our Food Catalog looks like. Figure 4 shows what a specific product's page looks like. These pictures and the link above show our group's initial prototype, which we eventually went on to change and improve on as we conducted usability testing.

## **Brief description of first user test:**

Participants: 4 total

Participant 1 - age: mid 20s, female, has dietary restrictions - looking for some sort of alternatives to dairy and meat - has basic computer knowledge

Participant 2 - age: early 30s, male, no dietary restrictions - has expert computer knowledge

Participant 3 - age: early 20s, female, is vegan - has medium computer knowledge

Participant 4 - age: mid 40s, male, no dietary restrictions - has expert computer knowledge

Was it an informal interview while they used the prototype, or did you give users tasks to do? We created a zoom link for all participants and shared with them our figma link. After sharing the figma link we gave the users a set of tasks to complete on a google doc.

How did you collect data from the interview?

We sent each user a google doc where we had all the tasks, as well as instructions if they did not understand. On the google doc we had them write their rating on a scale from 1 to 10 (1 being easy to 10 being hard). Next to each rating we had them write an explanation as to why they gave the rating they gave. At the end of the document we will had a place where the users could put all their likes and dislikes and any further suggestions

Summary of results (but no need to be as detailed as Assignment 2c):

We found out from our first usability test that our overall design was concise, neat, and organized. The participants' main criticisms were:

- that there was no way for the user to track their order if they did not have an account with VeganEats
- that we had no help tab like other websites have for users to ask questions
- Wanted us to remove the local partners page in from the navigation bar
- Wanted us to include a search bar on each page and a customized search on each page

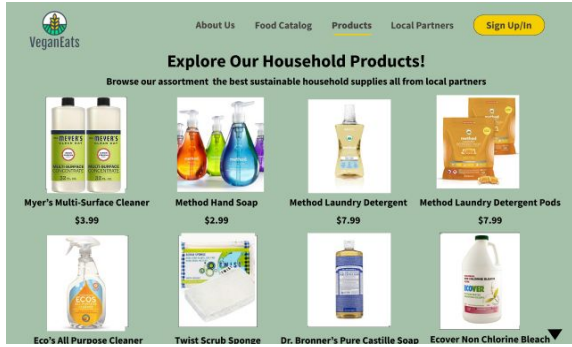
## **Changes made in prototype after first test:**

*Link to final prototype including the changes described below:*

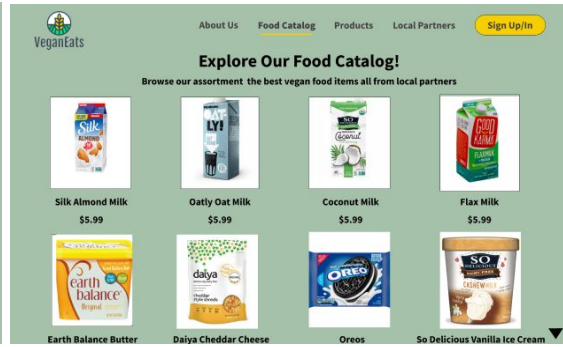
<https://www.figma.com/file/jBglt3t2AefeP0fFXPjtii/VeganEats-Final-Prototype?node-id=0%3A1>

Criticism: wanted us to include a search bar on each page and a customized search on each page

Original prototype with no search bar and no customized search on each page:

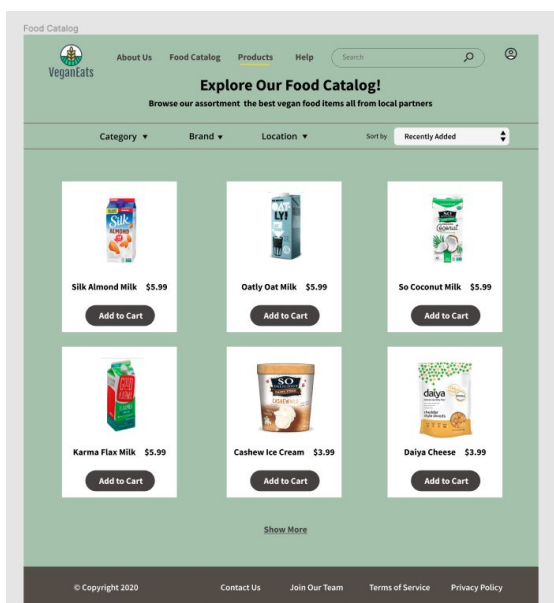


^ Figure 5

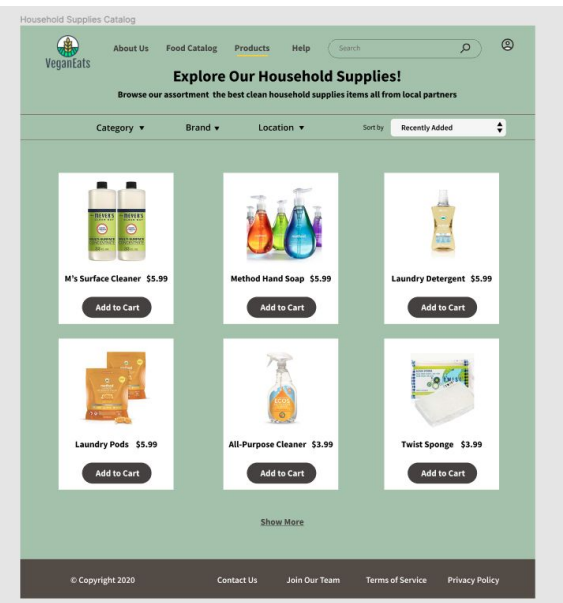


^ Figure 6

Prototype with changes made and with customized search:



^ Figure 7

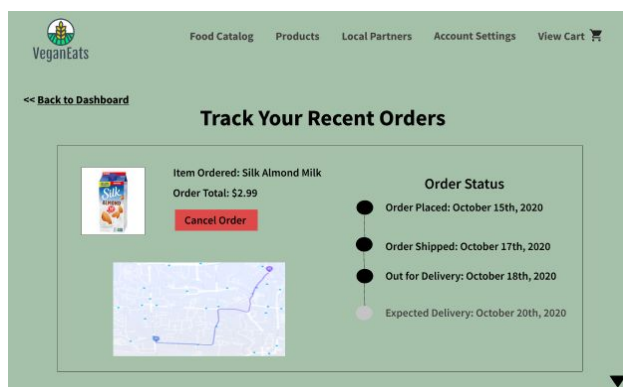


^ Figure 8

Criticism: no help tab or help page for users to ask questions, and had no way for a user to track an order with if they had no account

Initial Prototype Design with no help tab in the navigation bar :

Figure 9





Prototype with changes made - added a help tab in the navigation bar as well as a help page:

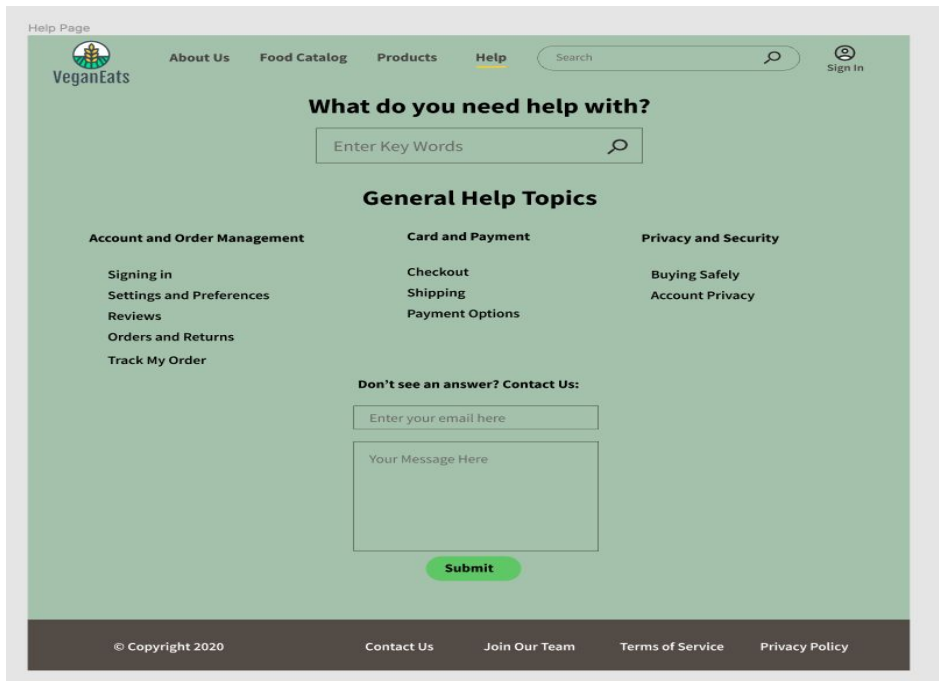


Figure 10

If the user clicks Track my Order they will be taken to this page to put in their order number thus eliminating the problem users described in our first usability test:

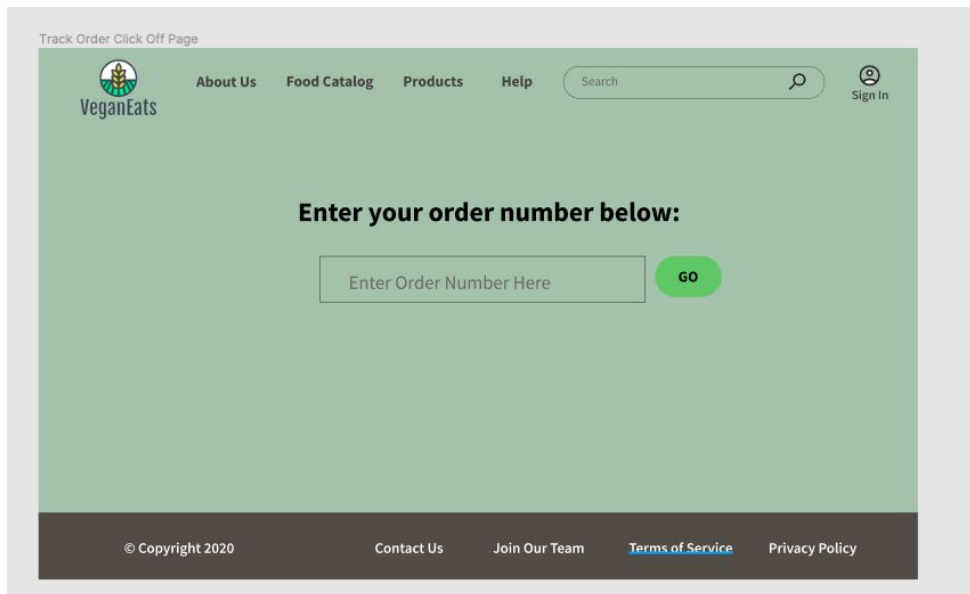


Figure 11

## Final usability test

- Link to our front end implementation/website we created based on the prototype: <https://sophialadwiniec.github.io/veganeats/index.html#>
- Same participants as initial usability test
- *Refer to user profiles above in the “First Usability Test” section*
- Users were asked to navigate through the site as they did before, noting if/how the changes to the prototype made things easier and more seamless, in addition to being given tasks to do.
- Summary of Results
  - After conducting our final usability test, we found that the changes and additions we made significantly improved the usability and design of our website as we tested our front end implementation. This new design of our site was much more intuitive and offered our participants more useful tools they could utilize while on our site, such as a search bar, help directory page, etc. We also removed the “Subscription Box” feature from our home page, as we ended up not building out this feature and decided it wasn’t fundamental to the functionality and usability of the site.
  - If we were making a real VeganEats website, other changes and additions we’d make include creating a “Suggested Products” section for users so that they can see products they may like based on previous purchases, searches, browsing, etc. We’d also look into building out what the “Subscription Box” feature would look like, as we were unable to complete this part as of right now.

## What We Learned

Overall, our team learned much about the design thinking process and what goes into developing a product from ideation to launch. From conducting a user analysis and developing user profiles to planning out our task analysis to drafting up our conceptual model, we discovered the importance of planning out exactly what we wanted to build and how we can build it most effectively for our various users. Our team became familiar with using the prototyping tool Figma, and for some of us, this was our very first time using the tool, so overall it was a very beneficial experience wireframing our site, and slowly watching it come to life. We learned a lot about the importance of user testing, and discovered that aspects of our design that we thought were easy to use actually needed to be altered as our test participants found them confusing. Lastly, as we developed our front end implementation, we were able to get much practice in using HTML, CSS, JavaScript, and Bootstrap, and it was an incredibly rewarding experience to see our semester’s worth of planning and work come to life as a website.