smallgoods

AMERICAN CHEESES & PROVISIONS

Final Design

Team 2333
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Prototype Links

- Mobile
- Desktop

Final Development Plan

We were able to complete each of the items on our development plan, with an exception that the cheese menu may not contain the most up to date information. The specialty cheese is changing frequently and we haven't got a response from Smallgoods on their most current one. The one we are currently using was found from Smallgoods' facebook page, which was updated two weeks ago. Unfortunately, the owners had not got back to us with the most recent updated information during final week, which the task remained to be incomplete. After the presentation, we decided to make changes to the mobile site, implementing the professor and TA's final feedback. However, we intentionally left the desktop design unchanged, so the owners can compare their current contents with the changed contents.

After speaking with a developer, we determined that it would take about 10 days (about 75 hours) to implement the actual mobile and desktop site. If we were to pay the developer approximately $25 - $30 an hour, this would cost Smallgoods' owner an additional $1875 - $2250.

Client Feedback

From the feedback received from our client on the first prototype, we made some changes to the menu page. Our client mentioned in the client survey that they don't have a fixed cheese menu because the cheese they sell mostly depends on what they are getting from the farmers. Our clients wanted us to highlight this information because the cheese menu will constantly change and they want to make sure users know about this. We added a small banner on top of the menu saying that the cheese menu is subject to change and also included the contact information. We used a red background so that it is visible to users when landing. We also made some changes to the contents of the menu as our client later provided a new version of their menu, and we updated some names and prices so that it is up-to-date.

Based on the feedback from the class TA, we also made some changes to the prototypes as there were some problems with the overall design consistency and the priority of contents displayed. The headings for each section on the homepage were not consistent and we changed them to the same design and also make sure both desktop and mobile prototypes have consistent information and layout. Given the size of the mobile screen, there are some sections that contain less content but we make sure that the overall design looks the same. Regarding the problem of priority of contents displayed in the menu section on the homepage, we added a subsection that shows the cheese menu to provide users more direct views. We also removed the headings on desktop prototypes, and added an image banner to About,

Services and FAQs pages. We made this change so that users can see more contents when landing on the page.

User Testing Results

Scenarios/Tasks:

1. You're preparing a Thanksgiving family dinner. For the dessert, you're planning to serve cheese and crackers. You heard about Smallgoods and **you would like to check their website for what you can order and how to order them.**
2. You are a frequent customer of Smallgoods. However, due to the covide and stay-home situation, you are very cautious about going to the shops and stores and haven't been there for a while. You heard that smallgoods now has a new kind of cheese that you always wanted to try and decide to check it out. **You want to know whether their hours of operation stays the same and if they are following the safety guidelines.**
3. You are a cheese person. You've heard that La Jolla has a nice cheese shop called Smallgoods, but you don't know exactly where it is or what kind of cheese it serves. **You want to explore its cheese options and flavors from the website.**

From this round of user testing, the problems found are mostly about the accessibility of information. We tested the final prototype with 3 users and a problem that was brought up by two users was that they didn't know how to order cheese using the website. They were expecting an online order service from the website, but did not find one. Smallgoods does not have an online ordering service and from the testing, we realized that we did not make this clear on the website. **To improve on this, we made changes to the homepage by adding a phrase that tells users to "call ahead to make orders" in the menu section.** The goal is that users will know the website currently does not support online ordering.

Another problem we found from the user testing was that users had problems finding the shop's covid-related policies and guidelines. We put this section in the FAQs page, which was ignored by users. **To make this information more accessible, we added a small section on the homepage that links users to FAQs for safety measures related questions.**

Design Challenges

The hardest challenge our team has encountered is navigating around Smallgoods' business structure. Smallgoods' owners had acknowledged to us that it's difficult for them to list-out the cheese they use as it changes daily. Hence, they came up with the potential solution of generalizing how much the platter cost per person. But from the initial user testing, some users had expressed their expectation of seeing different kinds of cheese the shop offered as well as the food's quality. This disconnection between available contents and meeting user expectations encourages our team to come with another potential solution to the problem. In addition to the

cafe menu that the stakeholders provide to our team, we had created a cheese menu that emphasized the “subject to change statement”. The purpose is to show users previous cheese the shop offered and to help the users establish familiarity with the potential look and quality of the cheese products.

Original Menu

smallgoods

CHEESE & HAM SANDWICH | 10
Aged Cheddar + Cured California Ham + Red Apple + Greens + Smoked Jam + Mayo + Mustard on Multigrain.

ITALIAN-STYLE SANDWICH | 10
Spiced Salami + Layered Savory Deli Meats + Shaved American Alpine Cheese + Greens + Olive Oil + Seasonings + Mayo + Mustard on Multigrain.

WAGYU BRESAOLA SANDWICH | 12
Texas Wagyu Beef Bresaola + Shaved American Alpine Cheese + Greens + Mustard + Lemon + Olive Oil + Seasonings on Multigrain or a Baguette (when available).

SOBRASADA SANDO new | 12
Your choice of Ham, Turkey or Coppa + Sobrasada spread + Swiss-style cheese + Greens + light Mustard/Mayo + Seasonings on Multigrain Panini press.

VEGGIE SANDWICH | 10
Micro Greens + Shaved Swiss-style cheese + Cucumber Slices + Pesto + Smoked Jam + Mayo on Multigrain. When available: Add Water Buffalo Mozzarella | +4

CHEESE & TURKEY SANDWICH | 10
Shaved Swiss-style + Smoked Turkey + Green Apple + Greens + Chilled Cucumber Slices + Mustard + Mayo + Smoked Jam on Multigrain.

MICROGREEN SALAD | 10 or | 12
Local Micro Greens served with light lemon vinaigrette dressing.
Add Farmstead cheeses | +4. add American charcuterie | +4

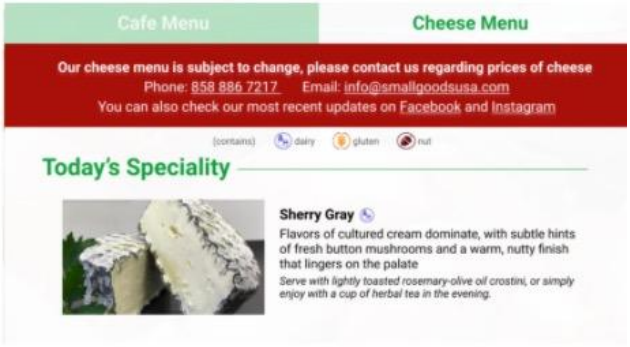
ARTISAN SNACK TRAY | 10
A snack-size assortment of farmstead cheeses, dried fruit & nuts.
add American cured meats | + 3.

BEACH BOX | 24
A small assortment of artisan cheeses & meats for 2. It's the perfect thing for a beach snack or a picnic in the park. add Paté | + 4

SMALLGOODS ARTISAN PLATTERS | 12 or 16 per person
A customized assortment of Artisan farmstead cheeses, cured meats. add Paté | + 4

DRINKS
Hot/Iced Organic Coffee, Espresso, Cappuccino or Latte
Hot/Iced Teas - Chai, Lemon Mint, Hibiscus, Turmeric or Earl Grey
Bottled Water | Kombucha | Perrier

Web: Cafe + Cheese Menu



Mobile: Cafe + Cheese Menu

Specifically for the “subject to change statement” in our cheese menu page, in our iterative prototypes below, we made changes in styles for 3 times. In the iterative prototype 2, we put the statement at the top and thought users could see the statement when they enter the cheese menu page. However, according to the peer review, we found out that our statement was easily neglected when they were looking for the cheese price. Then we highlighted the statement with a ginger background color. After that, in accordance with the user testing feedback, users still could not notice the statement when they first entered the cheese menu page. Finally, we change the background color to dark red for greater contrast.

Iterative Prototype 2

Iterative Prototype 3

Iterative Prototype 4

Another challenge we encountered is scaling the website into mobile size. Initially, Smallgoods only had a website, with only 2 sections: “Home” and “More”. Inevitably, each page includes overwhelming contents in the website. The solution for revamping the website design is breaking down the original “More” section into different sections, including about, menu, services, gallery, contact, and FAQs.

Although the same breakdown is applied to the mobile design, there are still some contents within each section that need to be hidden since the mobile device has limited space. Behind this solution, there are many tradeoff decisions we considered, such as determining what information is most relevant. For example, while designing the “Services” section, we decide to hide information related to Smallgoods farmer’s market location since they are not applicable during this pandemic. Once the pandemic is over and Smallgoods is able to start their farmer’s market business, they can highlight the information upfront by then.

The final decision of why we are not placing the farmer’s market location upfront is it could cause confusion among the users if we separate the alert detail due to COVID from the farmer’s market business (according to the critique we received from our classmate).

A side note worth mentioning is that the original website lacked information architecture, hence it took us a while to determine what information belonged to which section.

Original Website

Retail

Come and see us at our new La Jolla cheese shop and cafe for the best in sandwiches, platters, coffee and more, or call us at 858 886 7217

Smallgoods Farmer's Market Locations: Little Italy | La Jolla | Hillcrest

We're currently taking a break from the Farmer's Markets due to Covid. Come to our shop instead at: La Jolla, California 858.886.72717

Retail Sales

Our Shop: 7524 La Jolla Blvd, La Jolla, CA 92037

Ph 858 886 7217 info@smallgoodsusa.com

We take great pride in nurturing our relationships with American cheese makers. Every day we find out about something new that we get excited to bring to the markets. In many cases, our cheeses are 'first timers' to Southern California.

Prototype 1

Retail

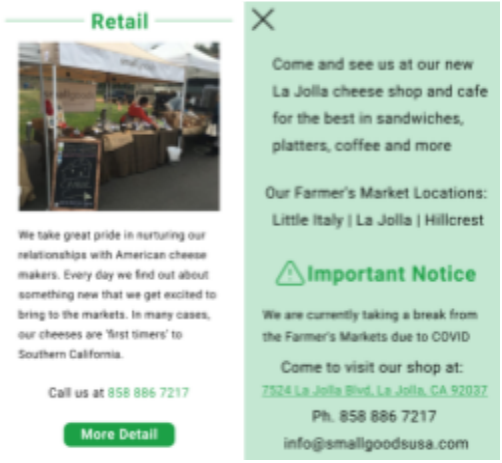
We take great pride in nurturing our relationships with American cheese makers. Every day we find out about something new that we get excited to bring to the markets. In many cases, our cheeses are 'first timers' to Southern California.

Smallgoods Farmer's Market Locations: Little Italy | La Jolla | Hillcrest

We're currently taking a break from the Farmer's Markets due to Covid.
Come to visit our shop at:
7524 La Jolla Blvd, La Jolla, CA 92037
Ph 858 886 7217
info@smallgoodsusa.com

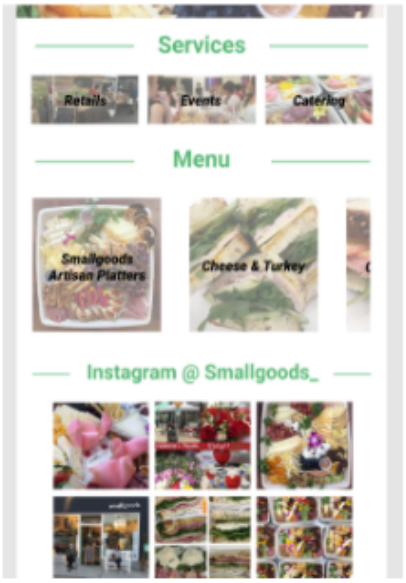
Iterative Prototype 2

Iterative Prototype 3

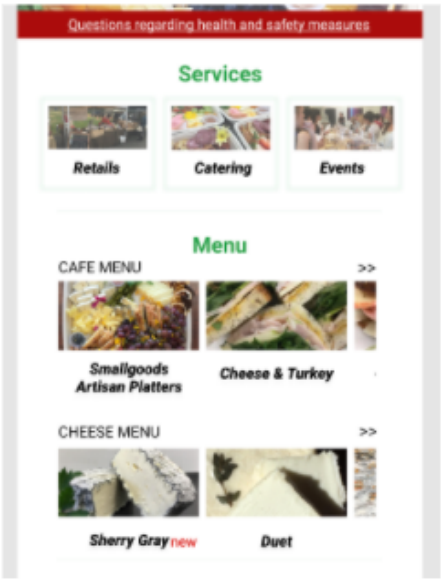


Another challenge we had was designing the mobile homepage. Considering the size of the mobile screen, we first used images with captions so that it's not taking up too much space. However, there were too many colors and the page looked crowded. Our first solution was to decrease the opacity so that the colors are not as distracting. This solution helped but created another problem that the captions are hard to see. The final solution we had was to have more organization to each section and put the texts under the images to make them easier to read. We also changed the heading to make the page look less cluttered.

Iterative prototype 1/2/3



Iterative prototype 4



Reflections

Jinghan Cao

The project provided me great insight in working closely with a real client. From working with the clients, I realized planning ahead is very important. Our client had been very responsive and corporative, and they provided us with a clear vision of what they want the website to look like, but there were times where we had to send multiple emails to asking for the contents needed such as menu and images, and for feedbacks on our work and sometimes we had to wait for over a week to get a response. While we were waiting for their responses, we looked through their social media sites and were able to find some useful information and images there. Social media platforms such as instagram, facebook and yelp really provided us with useful resources. When working with the team, planning is also very helpful in splitting the work and tracking our progress. Another thing learned from working with a client is that it can be hard to manage clients expectations. The images of the cheese platters and sandwiches have a really busy coloring, and it is hard to include these images and maintain simplicity at the same time. It actually became one of the main challenges we had. In the end, we were able to find a balance in between by changing the opacity of the images, and we were able to meet our clients expectations on the branding of the shop.

My advice to next year's 187B students is to find a client whose products relate to your interest. You will be working on this project for the entire quarter from the initial client survey to the final design, and you don't want to be working on something that you are not familiar with or not interested in and it will just make you feel that you are completing an assignment. If you find a client of your interest, you will definitely want to spend more time and put more effort into it and this will get reflected in the work you delivered.

Jieying Lou

This project is my first time to collaborate with real stakeholders and provide them with professional website design improvement schemes. Working with my team, I learned from them the skills of designing prototypes with Figma, which I didn't have due to my previous use of other design software. After this project, I have mastered how to effectively structure the design in figma and link the web pages with appropriate interaction.

In addition to mastering professional skills, I have acquired valuable insights on the design flow of web design. First, I realized that the design flow is not only about designing a prototype, but a series of iterations of user interview, competitive analysis, wireframe, and revising. To keep this iterative process running smoothly, the designer must manage her time efficiently by scheduling each part of the design flow ahead of time and strictly implementing the schedule.

The difference between web page design and mobile page design is also my biggest takeaway from this project. Through the process of designing, it became salient for me that using a mouse to navigate a website on a big screen and using fingers to navigate a website on a small screen can be two very distinct experiences. Therefore, our mobile website adopted swiping for modules of photos and yelp reviews compared to clicking circles under the modules on the computer website. This specification took into account the need for mobile web pages to adapt to the low accuracy of the fingers

My advice for the next year's 187B students is to set aside as much time as possible for each assignment. Although I planned how to implement the design plan in advance, after I actually started to get started, I always found that it took more time than I expected. Since the assignments of this class involve iterative revising, the actual time required varies according to the content. Therefore, instead of a tight completion plan, it's better to leave more time for each assignment.

Zhen Xu

I am the primary person in this group to contact the stakeholders throughout this quarter. I think one of the greatest takeaways from this project is enhancing my communication skills with the clients. To meet the client's expectations, I learned that clients want periodic updates with relevant information because they had so many other tasks to focus on for their business. Throughout the quarter, the stakeholders are very responsive, but the stage of obtaining updated contents is sometimes not aligning with the deliverables' deadline for the course. For this reason, I learned to communicate with my teammates and determine an alternate solution, making it as a temporary placeholder.

The pace of this course is relatively fast. Hence, I must be very resourceful regarding obtaining the temporary contents. For instance, when I was struggling to get a response from the stakeholders, I spent a lot of time browsing through their social media and obtaining updated contents.

Besides the soft skill of communicating with clients and my design team, I also strengthen my knowledge of using Figma as well as prototyping for visual design and interaction design. Since my primary focus of the project is building the mobile design, I learned the detailed interaction that is suitable for mobile usage. For this reason, I figured out many interaction features, such as swiping action, scrolling (with specific conditions), and many others. Because this project engaged in an iterative design process, creating components in the prototype is so essential regarding being time efficient.

One advice I have for future COGS 187B students is to be organized at the beginning of the project, so it won't be difficult to locate some of the contents on your end. And for those who are reaching out to the clients, I recommend sending the communication (either through email or message) at a consistent time because the stakeholders might only check their email/message

once a while. For instance, if they operate in a fixed hour (ex. 8am), you want to send them the messages at that time, so your email will be populating at the very top to get a higher response rate.

Euphie Zhao

It's my honor to work with a real client and do a full project with our team 2333 at this time. Although the pandemic situation brought a lot of hardships not only for us communicating with the client, but also for the team collaboration since two of us are in a different time zone with other members.

From the client survey, the most important parts were summarizing and analyzing the design objectives, user objectives, and the priority list. Before sketching down the designs, it is essential to analyze the user groups, the problem that responsive sites might face, and our goal, vision, and strategies we might apply on the design. Besides, this design project is based on a real client. Although we can be creative, we still need to limit ourselves with client's needs.

Probably because of the small business size of our client, they could not provide us with enough content that we need. Also, during the pandemics, we could not take photos physically in the store. So we had to use the pictures that the client had taken before. However, these pictures are not quite aesthetically consistent, which brought some difficulties for design.

Moreover, I have learned deeply how important peer review and user testing are. As developers and designers, we can always neglect some details since we are novices to some extent. Peer review and user testing helped us to figure out what we were lacking and what we did well. Thus, we could iterate our prototypes better and better.

For next year's 187B students, I suggest contacting the clients ahead of time. Since clients have their businesses to run and our school project is actually unnecessary for them, as both students and designers, we should appreciate all things that the clients offer, so giving enough time would be helpful for both clients and ourselves. Besides, the first sketch and prototype are really important, because they could limit the design of iterations to some extent. I suggest brainstorming before making the first decision, so that the design idea would be well thought out.