smallgoods

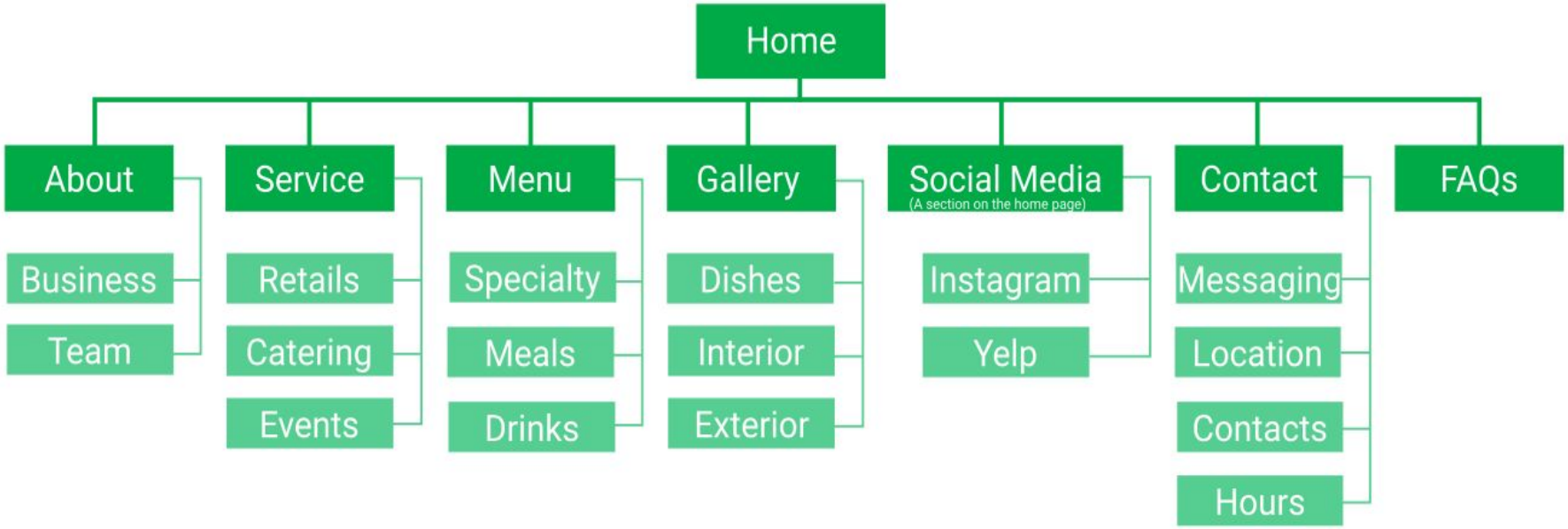
AMERICAN CHEESES & PROVISIONS

Wireframe & Functional Specification

Team 2333

Jinghan Cao, Euphie Zhao, Jieying Lou, Zhen Xu

Site Architecture


Home
About
Business
Team
Service
Retails
Catering
Events
Menu
Specialty
Meals
Drinks
Gallery
Dishes
Interior
Exterior
Social Media
(A section on the home page)
Instagram
Yelp
Contact
Messaging
Location
Contacts
Hours
FAQs

Wireframes

Mobile
Web

Navigation + header

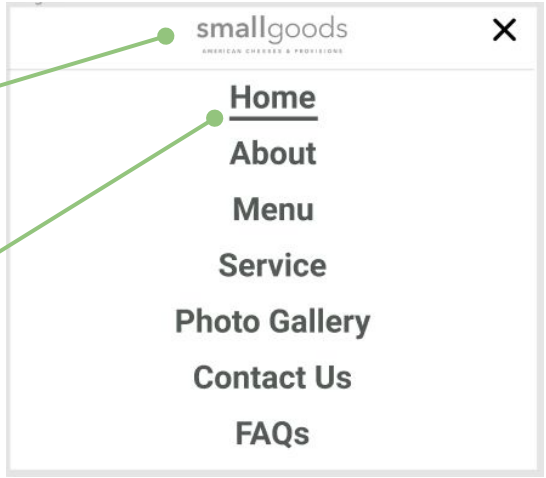
(web)

Underlined and bold when clicked

(mobile)

Hamburger menu shows the navigation links

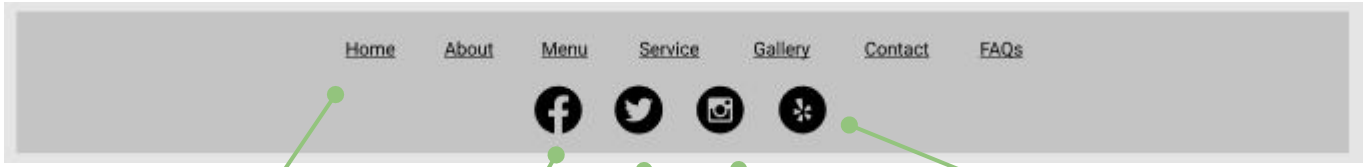
Logo takes you back to the home page



Underlined when clicked

Footer

(Web)



Links to different pages

Opens smallgoods' facebook

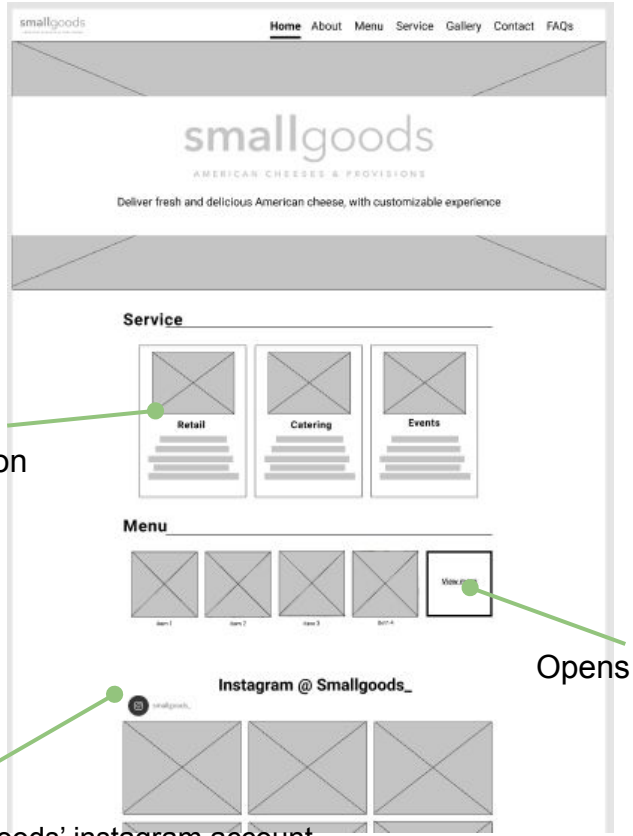
Opens smallgoods' Twitter page

Opens smallgoods' Instagram

Opens smallgoods' Yelp

(mobile)

Homepage Wireframe (web)



Opens up the service page when clicked on

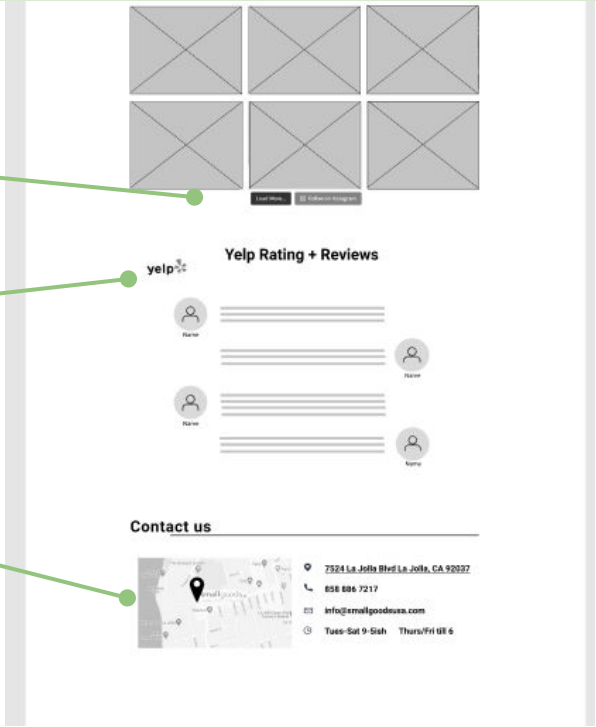
Opens menu page

Opens Smallgoods' instagram account page in a new window

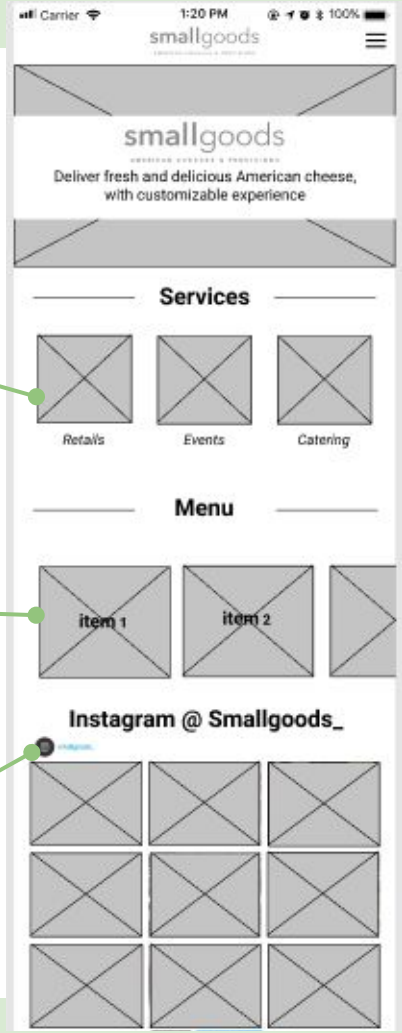
Load more instagram pictures

Opens smallgoods' yelp in a new window

Interactive google map, opens a new page when clicked on



Homepage Wireframe (mobile)

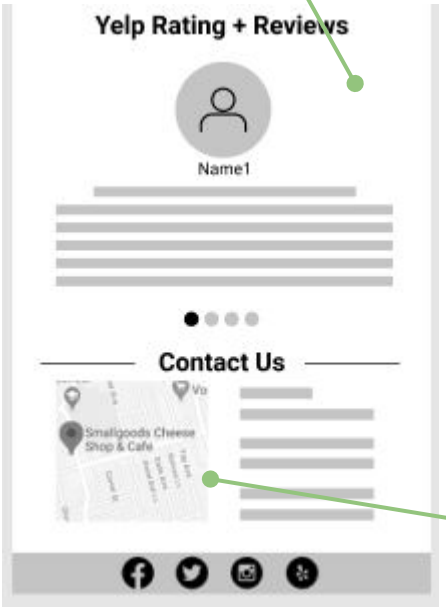


Opens up the service page when clicked on

Image slider that shows users the menu

Opens Smallgoods' instagram account page in a new window

Slider shows yelp reviews

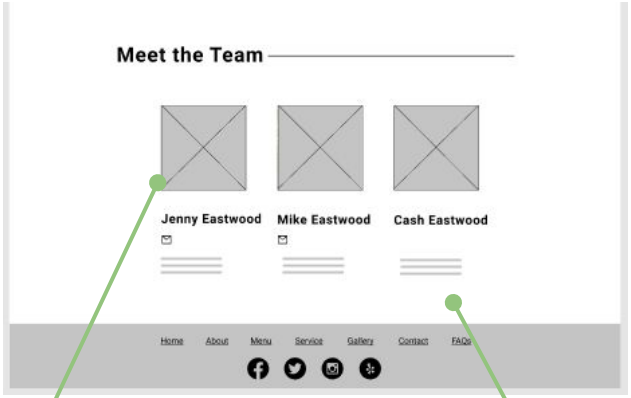


Interactive google map, opens a new page when clicked on

About page (web)

Image slider

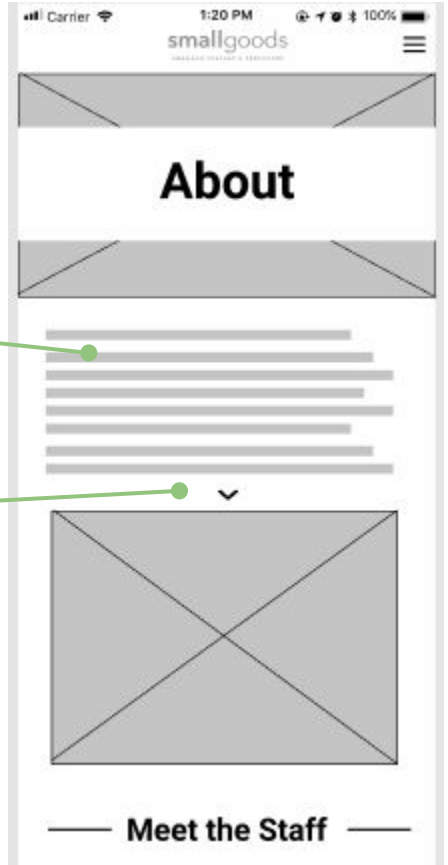
Text: Description of what smallgoods does and a short history



Pictures of owners

Contact information: email, number

About page (mobile)



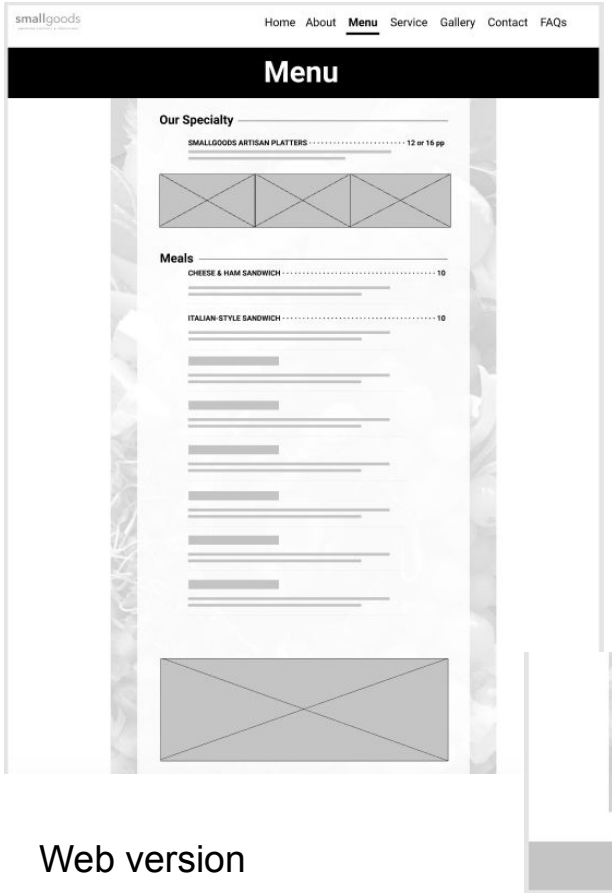
Short introduction of Smallgoods

More texts will show when downward arrow is clicked

Pictures of owner

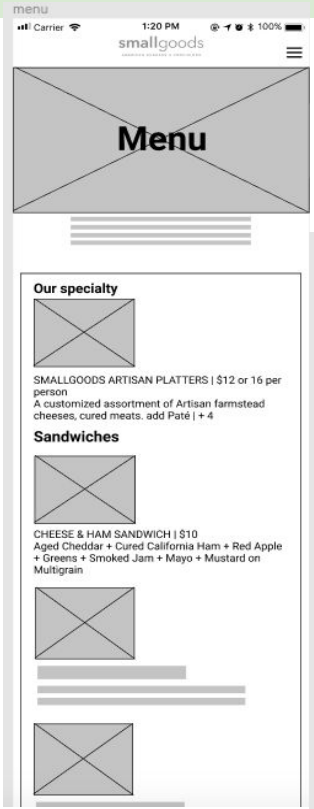
Role and contact info of the owner

Menu page



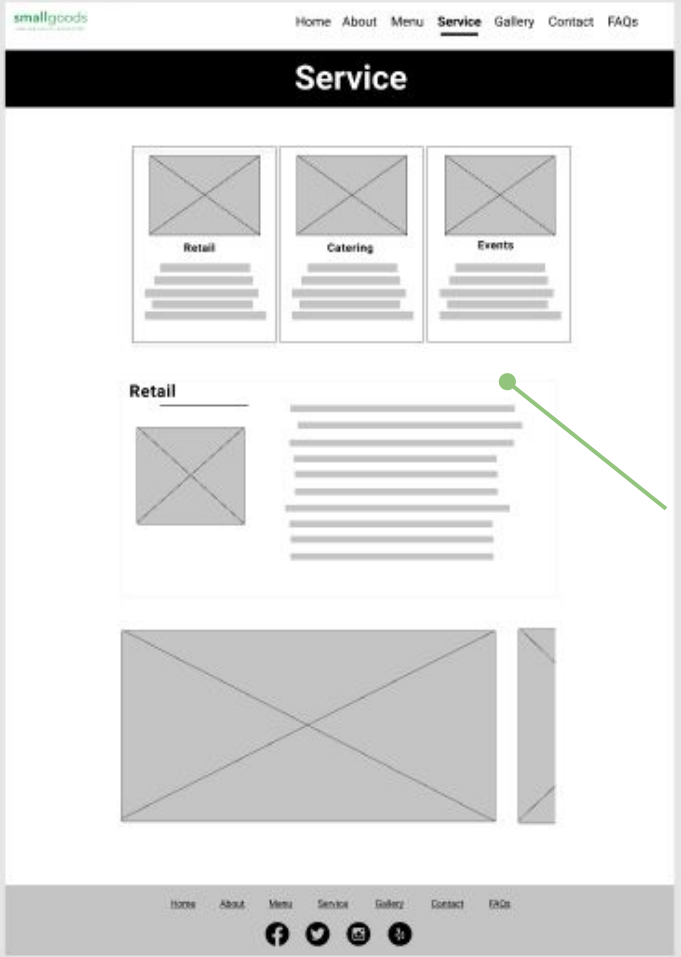
Web version

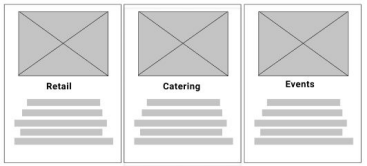
Smallgoods do not provide online ordering services, and the menu page will mostly be static texts and images.

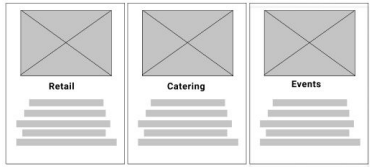


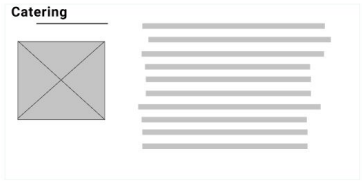
Mobile version

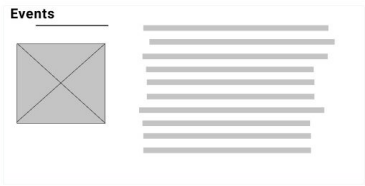
Service page (web)





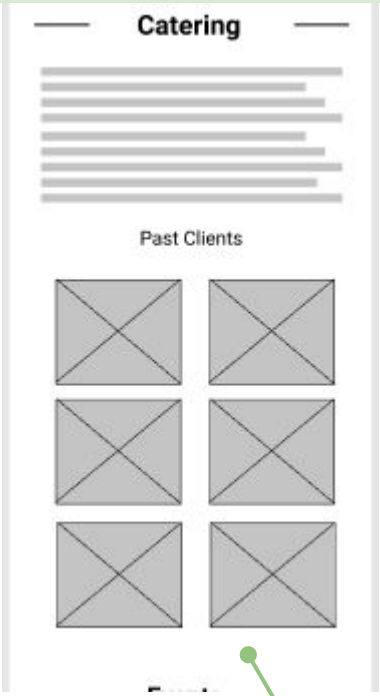


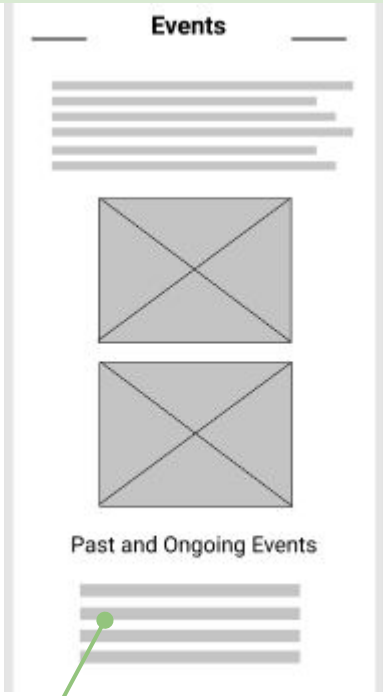




Shadows shown when a service is clicked on, and a short description of the service will shown below

Service page (mobile)



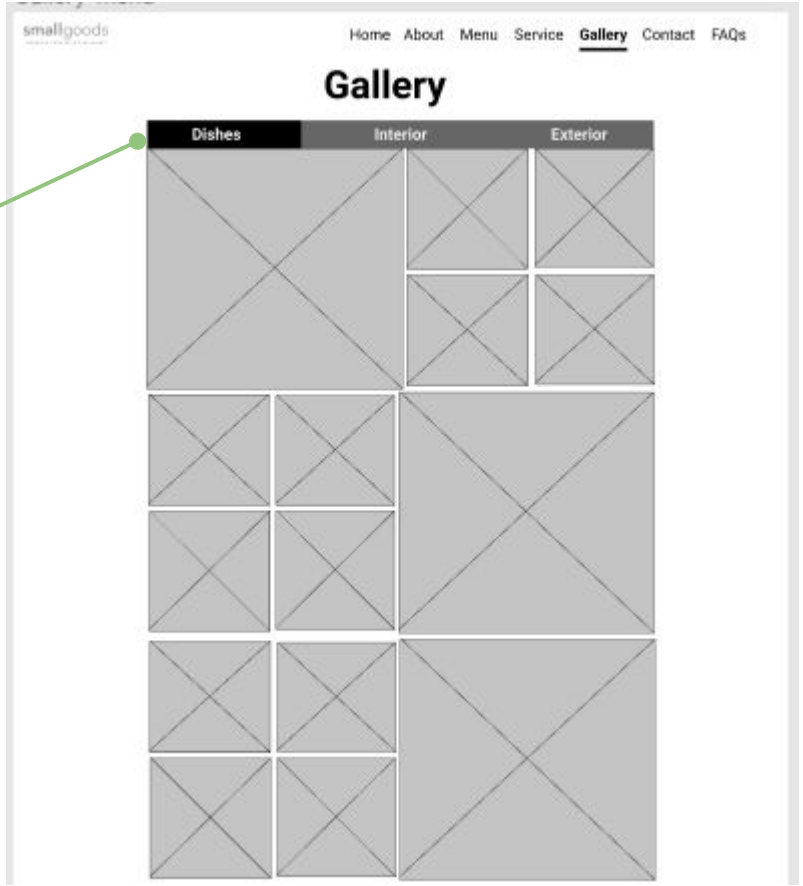


The alert button contains a hover function for the user to browse through the change due to COVID. (information relevant to clients who know Smallgoods from the Farmer Market's relationship

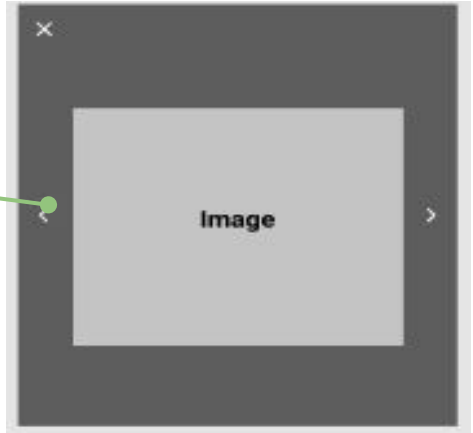
Each section contains a introduction of the service along with pictures

Gallery page (web)

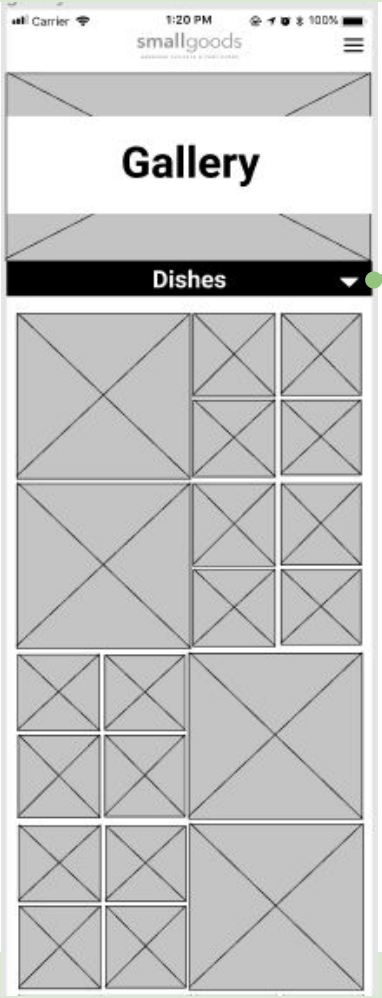
When clicked on, the text and background will change color to indicate the current selection



Show pop-up modal when images is clicked on.
Left and right arrow can be clicked to view the previous/next picture

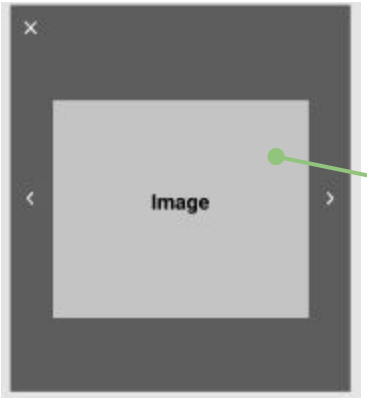


Gallery page (mobile)



Drop down menu appear when hover over the menu bar

Background color changes indicates the current selection

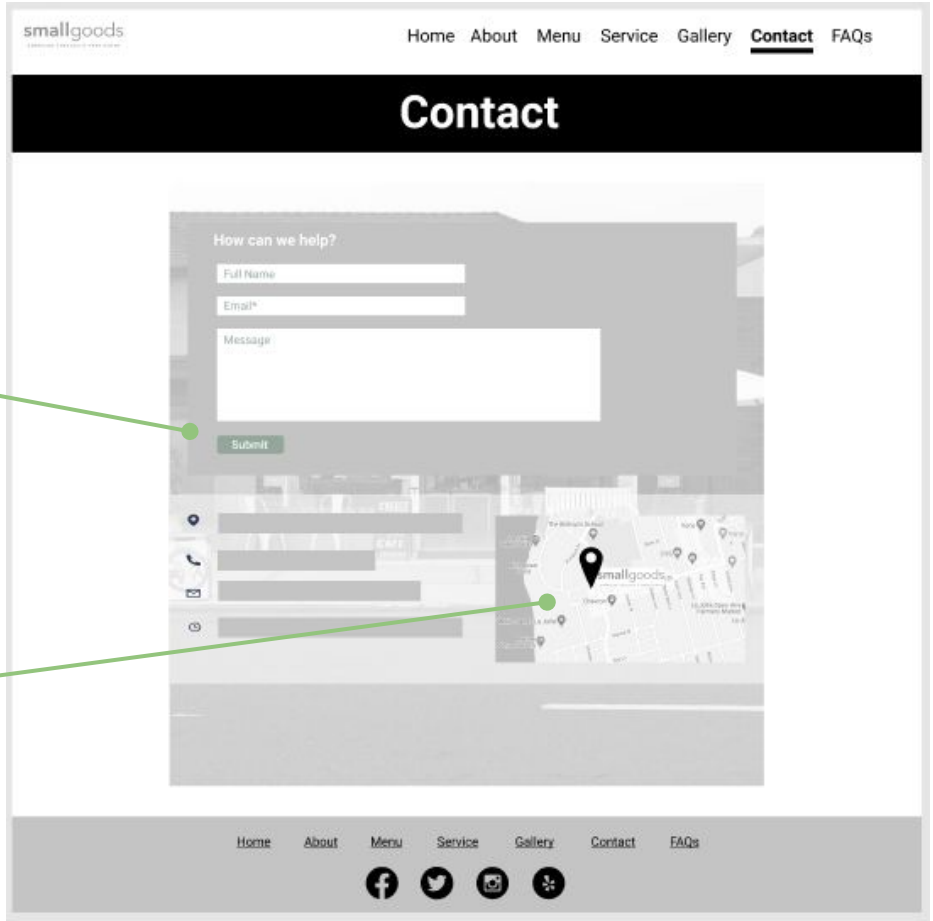


Show pop-up modal when images is clicked on.
Left and right arrow can be clicked to view the previous/next picture

Contact us page (web)

Submit button confirms to user successful submission

Interactive google map, directs user to google map page when clicked on



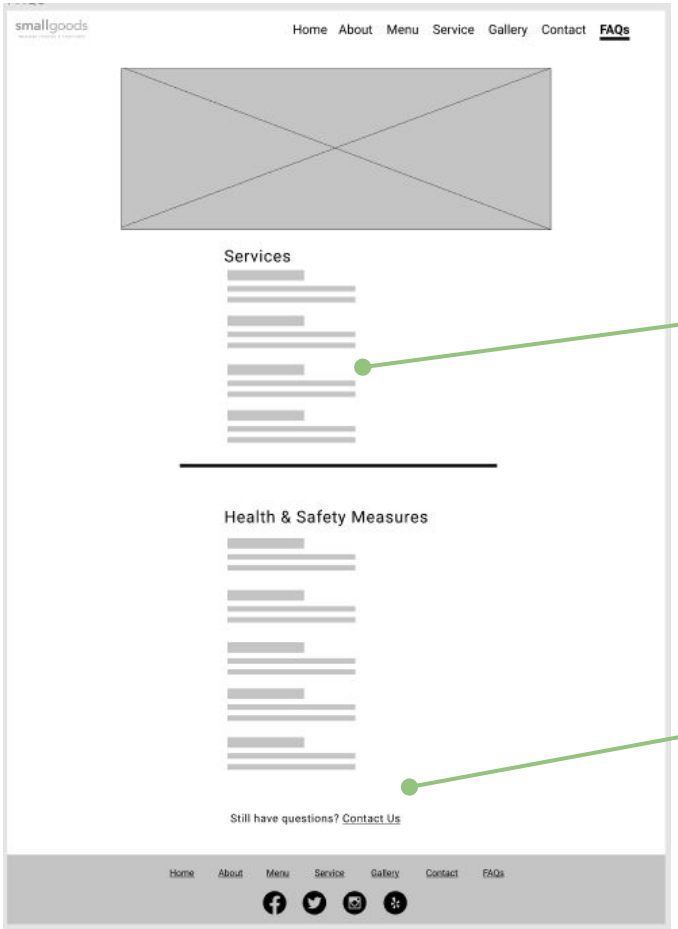
Contact us page (mobile)

Interactive google map, directs user to google map page when clicked on

Submit button confirms to user successful submission

FAQs page

Web version



Commonly asked questions and answers

Direct users to contact us page when clicked on

Mobile version

Development Plan

	To Do	Owner	Time Estimate	DDL	Status	Comments
Week 7						
	header + footer	Zhen, Euphie, Jinghan, Jieying	1	2/16	100%	
	navigation	Zhen, Euphie	2	2/16	100%	
	web wireframe					
	- homepage	Euphie, Jinghan	2	2/16	100%	
	- about page	Euphie	1	2/16	100%	
	- menu page	Euphie, Jinghan	2	2/16	100%	
	- service page	Zhen, Euphie, Jinghan	1	2/16	100%	
	- gallery page	Zhen, Euphie, Jinghan	1	2/16	100%	
	- contact page	Euphie, Jinghan	1	2/16	100%	
	- faqs page	Zhen, Jieying	0.5	2/16	100%	
	mobile wireframe					
	- homepage	Zhen	2	2/16	100%	
	- about page	Zhen	1	2/16	100%	
	- menu page	Zhen	2	2/16	100%	
	- service page	Zhen, Jinghan	1	2/16	100%	
	- gallery page	Zhen, Jinghan	2	2/16	100%	
	- contact page	Zhen, Jinghan	1	2/16	100%	
	- faqs page	Zhen, Jieying	0.5	2/16	100%	
	site map	Euphie	1	2/17	100%	
	functional specification	Jinghan	2	2/17	100%	
	user testing	Jieying	2	2/17	100%	
	proofread	Zhen, Euphie, Jinghan, Jieying	3	2/18	90%	

Week 8					
	Prototype 1 Iteration			2/25/2021	20%
	pictures, set colors	Zhen, Euphie, Jinghan, Jieying	2	2/21/2021	70%
	contents/texts	Zhen, Euphie, Jinghan, Jieying	2	2/21/2021	90%
	mobile version				
	- homepage pic+color	Zhen, Jieying	1	2/22/2021	20%
	- about page pic+color	Zhen, Jieying	0.5	2/22/2021	20%
	- menu page pic+color	Zhen, Jieying	1	2/22/2021	20%
	- service page pic+colo	Zhen, Jieying	1	2/22/2021	20%
	- gallery page pic+color	Zhen, Jieying	2	2/22/2021	20%
	- contact page pic+colo	Zhen, Jieying	0.5	2/22/2021	20%
	- faqs page pic+color	Zhen, Jieying	0.5	2/22/2021	20%
	- adjust spacing	Zhen, Jieying	0.5	2/22/2021	0%
	- proofread	Euphie, Jinghan	0.5	2/23/2021	0%
	web version				
	- homepage pic+color	Euphie, Jinghan	1	2/23/2021	20%
	- about page pic+color	Euphie, Jinghan	1	2/23/2021	20%
	- menu page pic+color	Euphie, Jinghan	1	2/23/2021	20%
	- service page pic+colo	Euphie, Jinghan	1	2/23/2021	20%
	- gallery page pic+color	Euphie, Jinghan	2	2/23/2021	20%
	- contact page pic+colo	Euphie, Jinghan	0.5	2/23/2021	20%
	- faqs page pic+color	Euphie, Jinghan	0.5	2/23/2021	20%
	- adjust spacing	Euphie, Jinghan	0.5	2/23/2021	0%
	- proofread	Zhen, Jieying	1	2/23/2021	0%
	Critique			3/2/2021	0%
	Contact Stakeholder	Zhen			0%
	Revision	Zhen, Euphie, Jinghan, Jieying		2/25/2021	0%

Click here for the live Development Plan

User Test

User Tasks (both Mobile and Web)

- Look up what does Smallgoods do
- Look up Smallgoods operating hours
  - Look up ways that you can reach to the shop
- Look up if Smallgoods offer takeout
- Look up what meal Smallgoods have

Click here for the full user test scenarios and procedure

User Test Summary

There is little information about cheese on the home page. If we can add a cheese-specific column on the home page, the user will save the effort of looking for Cheese information on other pages. Despite the limitation of conducting just one user test such that we cannot commonalities among different types of users, there are still benefits of doing an user test at this stage. By doing one user test, we found the weaknesses of our low fidelity prototype. Even if a single user test result does not cover all users' needs, it is sufficient for early low fidelity prototypes and saves time.