

# Béo

Empowering businesses to do  
what they do *best!*

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PHASE ONE

# Initial Pitch Deck

# Béo App

(tentative name)

# The Market

## THE MARKET

- Americans spend **\$48 billion on houseplants and gardening** per year <sup>[1]</sup>
- The **global** ride sharing market (Uber, Lyft, Via, etc. combined) was valued at **\$50 billion** in 2017 <sup>[2]</sup>

## THE MARKET

- 30% of US households purchased a **houseplant** in 2019 <sup>[1]</sup>
- Between 2015-2017, Home Depot's indoor gardening sales **grew 3.5x faster** than its outdoor gardening offerings <sup>[1]</sup>

## THE MARKET

What's driving the indoor plant growth?

- Millennials (ages 18-34)

- 83% of 6 million Americans who **took up gardening** in 2015 were Millennials <sup>[1]</sup>

- Millennials are moving to big cities with **small apartments** and **busy jobs** <sup>[3]</sup>

- Plants **add nature** into cramped city spaces, are **low-maintenance**, and are **good for you** <sup>[4]</sup>

# The Opportunity

## THE OPPORTUNITY

- 83% of houseplant sales are from large retailers such as Home Depot and Lowe's <sup>[1]</sup>

### Pros

- Lower prices
- Online ordering

### Cons

- Low-quality plants
- Corporate

## THE OPPORTUNITY

- 17% of houseplant sales are from independent plant retailers <sup>[1]</sup>

### Pros

- Local growers
- Top-quality product and expertise

### Cons

- **No online ordering**

## THE OPPORTUNITY



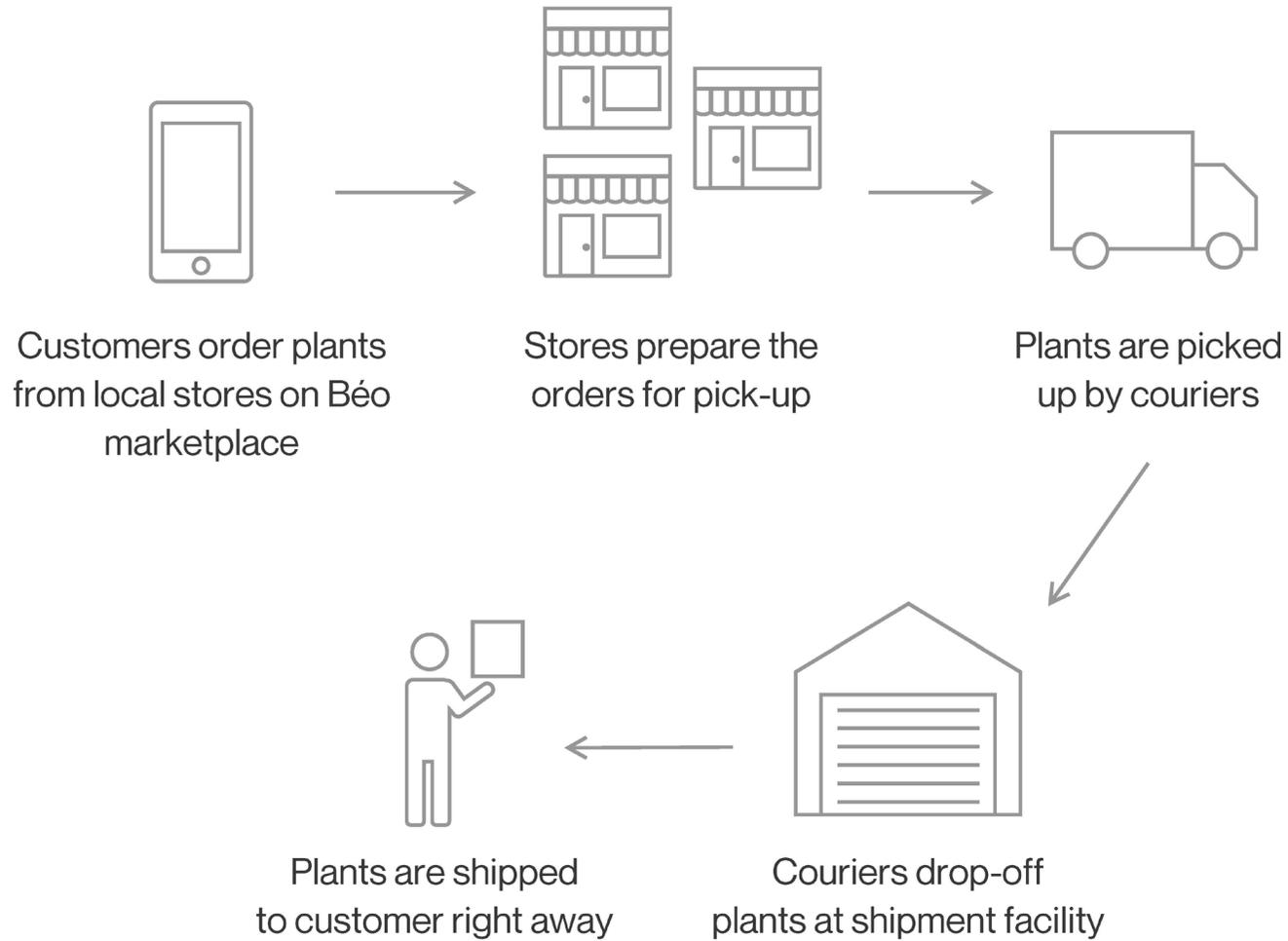
Mary, 28





# Proposed Solution

# BÉO



BÉO

- B2B (business):

A tablet or mobile app  
where online orders can be  
received and viewed by  
the store

- Possible features:

View orders, edit stock/  
prices, see insights and  
metrics for growth



BÉO

- B2C (consumer):

An e-commerce mobile app with plants from a variety of local vendors

- Possible features:

Favourite vendors, rating system for vendors, subscribe and save, premium memberships



# Competitors/Comparators

## COMPETITORS & COMPARATORS

	Béo	Fulfilment companies (warehouses)	Large retailers
No plants "waiting" in storage	✓	✗	✗
No commerce site needed	✓	✗	✓
No cost to start	✓	✗	✓
Higher profit margins	✓	✓	✗
Direct customer engagement	✓	✓	✗

## **Béo**

Letting small shops to do what they do best, while we empower them to compete in the growing online market.

**Questions?**

## CITATIONS

1. <https://trends.co/articles/online-plant-sales-are-set-to-bloom/>
2. <https://www.marketwatch.com/press-release/ride-sharing-market-industry-outlook-size-forecast-2018-2025-2019-09-02>
3. <https://population.un.org/wup/Publications/Files/WUP2018-KeyFacts.pdf>
4. <https://www.sciencedirect.com/science/article/pii/S0013935118303323>

PHASE ONE

# PACT Analysis

# People

The enterprise version of our app is targeted towards small retail business owners, specifically those who do not have established distribution networks to compete on the e-commerce market. These users can either be brick-and-mortar store owners or independent artisans who do not have a storefront. Our target audience will range from young adults to middle-age individuals, though primarily those who are technologically proficient enough to use smart devices and/or computers to receive and fulfill orders for their business. The wide age range of business owners means it is imperative that the typography has strong hierarchy and is readable at a variety of viewing distances. In order to provide prompt shipping to customers - the key feature of our business model - Béo will partner with those who operate shops locally and within city limits. With the cultural diversity of these city

business owners in mind, the copy writing will be designed to accommodate non-native English speakers. As the app's users are business owners, they will likely have their attention divided between a variety of tasks so the app needs to be easy and quick to use.

Simple, accessible language will be used throughout the app because our users are likely to be business owners who have no current e-commerce store or experience with e-commerce. According to Industry Canada's 2016 report on SME businesses, business owners are typically between the ages of 50 to 64 years old. The elements in the app need to be optimized for mature individuals - through increased text sizes, increased UI element sizes, and clear, consistent content hierarchies.

\*The color green highlights the changes made after user interviews

# Actions

The frequency of use will vary from a couple times a week to several times a day - depending on the type of the user's business. Users will be able to view current orders and the status of these orders, a list of past orders, view data analytics for their store's sales, and view a customer's past orders. For notifications during store hours, a sound and/or vibration notification will inform users that a new order has been placed at their store. After an order is placed, the user will be able to decide if they will accept the order or decline the order - for example, if an item is out of stock. After an order arrives, users will view the details of each order, package the products for the order, and set them aside for the courier to pick up. Additionally, the business owner is able to view all the items that they have added to their store's inventory in the app.

Most of the businesses owners interviewed grouped their most popular products in terms of their similar characteristics, so users are able to add tags to products - which can be searched, categorized, and tracked. The promotions feature allows users the ability to create and edit a variety of promotions and then share these promotions with their store's followers - whether through the app, social media, or email. Users are also able to adjust their business profile settings - such as a banner image or store title - and their notification settings. The owner or employee(s) will likely be using our app to fulfill orders while following store opening procedures. **Béo will be used in environments where users have their attention divided by multiple tasks.** As online orders will likely come in during the hours the store is closed, the app will be used during the early hours of a store's operations.

\*The color green highlights the changes made after user interviews

# Contexts

The app will be used in an indoor store environment that has bright lights, potentially loud conversations, a medium to slow pace of customers, and ambient music. The app will require a wi-fi connection to be used and, as businesses will have internet connection to power their point-of-sale systems, the app will be used in an environment with constant internet access. Users may be feeling frustrated due to the barrier to enter the e-commerce market prior to using our services, but will feel supported in their business by the resources gained from using Béo. The design of the app will prioritize ease of

use and will limit the design choices user's can make to help create a professionally designed look and feel throughout the platform. **As the app will be used by various employees, the UI of the app needs to be designed to maximize the store owner's privacy.**

\*The color green highlights the changes made after user interviews

# Technology

A tablet or computer with an internet connection and keyboard input functionalities will be required. The app will require disk space to store data (past orders, product meta-data, etc.) to provide insightful analytics for the business to utilize at a later time. Location services will be needed on the app to provide an estimated arrival time for an order courier. Additionally, the app will require a Google API for users to be able to share promotions to their social media and email accounts and to sign into the app using a Facebook or Google SSO.

\*The color green highlights the changes made after user interviews

# Béo M.V.P

- Receive, View, and Decline Orders
  - Inventory List
  - Order Status

PHASE ONE

# MoSCoW Chart

Requirement	Rationale	Priority	Content	System Function
<b>Receiving &amp; Viewing Orders</b>	Users will need to know what orders have come in to be able to fulfill them in time for pick up.	Must	<ul style="list-style-type: none"> <li>- Incoming order and its details (specific products and quantities, order number, customer contact, time order is due)</li> <li>- Other current orders</li> </ul>	Receives and displays incoming orders and their details onto the screen for reference.
<b>Decline Order</b>	Users will need an option to notify customers that their order cannot be fulfilled in the event of insufficient inventory.	Must	<ul style="list-style-type: none"> <li>- Decline order button</li> </ul>	Allows store owner to decline an order and, optionally, an input for estimate time for product restocking. Notifies the customer of the order cancellation.
<b>Settings</b>	Users will be in full control of the information they want to provide to customers in the event changes are necessary.	Must	<ul style="list-style-type: none"> <li>- Business Info</li> <li>- Accessibility</li> <li>- Help/Contact</li> <li>- Notifications</li> </ul>	Displays and allows editing of the user's notification settings and business information that users on the consumer-facing app will see.
<b>Inventory</b>	Users will determine the inventory they have for sale and upload it to their online store to be purchased by consumers.	Must	<ul style="list-style-type: none"> <li>- Detailed list of items that are available within a business's store</li> <li>- Series of tags to group items</li> <li>- Share to followers button</li> </ul>	Generates an editable list of products that the business is currently offering.
<b>Past Orders</b>	Users will have access to past orders in the event of error or other circumstances.	Must	<ul style="list-style-type: none"> <li>- List of past completed orders and their details</li> </ul>	Saves and compiles all past completed orders.

\*The color green highlights the changes made after user interviews

Requirement	Rationale	Priority	Content	System Function
<b>Notifications (Orders status &amp; courier status)</b>	Users will be notified of any orders, order changes, and the location status of the courier.	Should	- Changes in current orders or courier status	Push notification and on-screen message directing the user's attention to the change in order or courier status.
<b>Courier Estimated Time Tracking</b>	Users will be able to gauge the time the orders must be prepared by.	Should	- Time of arrival of the incoming courier's location	Updates arrival time of the courier assigned to pick orders up at the shop.
<b>Analytics</b>	Users will be able to see the metrics and feedback regarding their products in a simplified form to help them derive business insights.	Should	- Sales data and consumer demographics of past orders - Store sales data - Sales visualizations & insights - Customer and follower data	Visualizes relevant information into easily digestible insights through drawing from data from past orders.
<b>Employee Profile</b>	Businesses will be able to track employee activity via the app.	Won't	- Individual employee user profiles	Creates individual employee logins. System tracks and retains the activity of each employee on their individual employee profile.
<b>Reviewing Couriers</b>	Users will be able to send feedback to Béo regarding their couriers' behaviour.	Won't	- Input for rating and feedback for courier	Displays feedback input regarding courier.

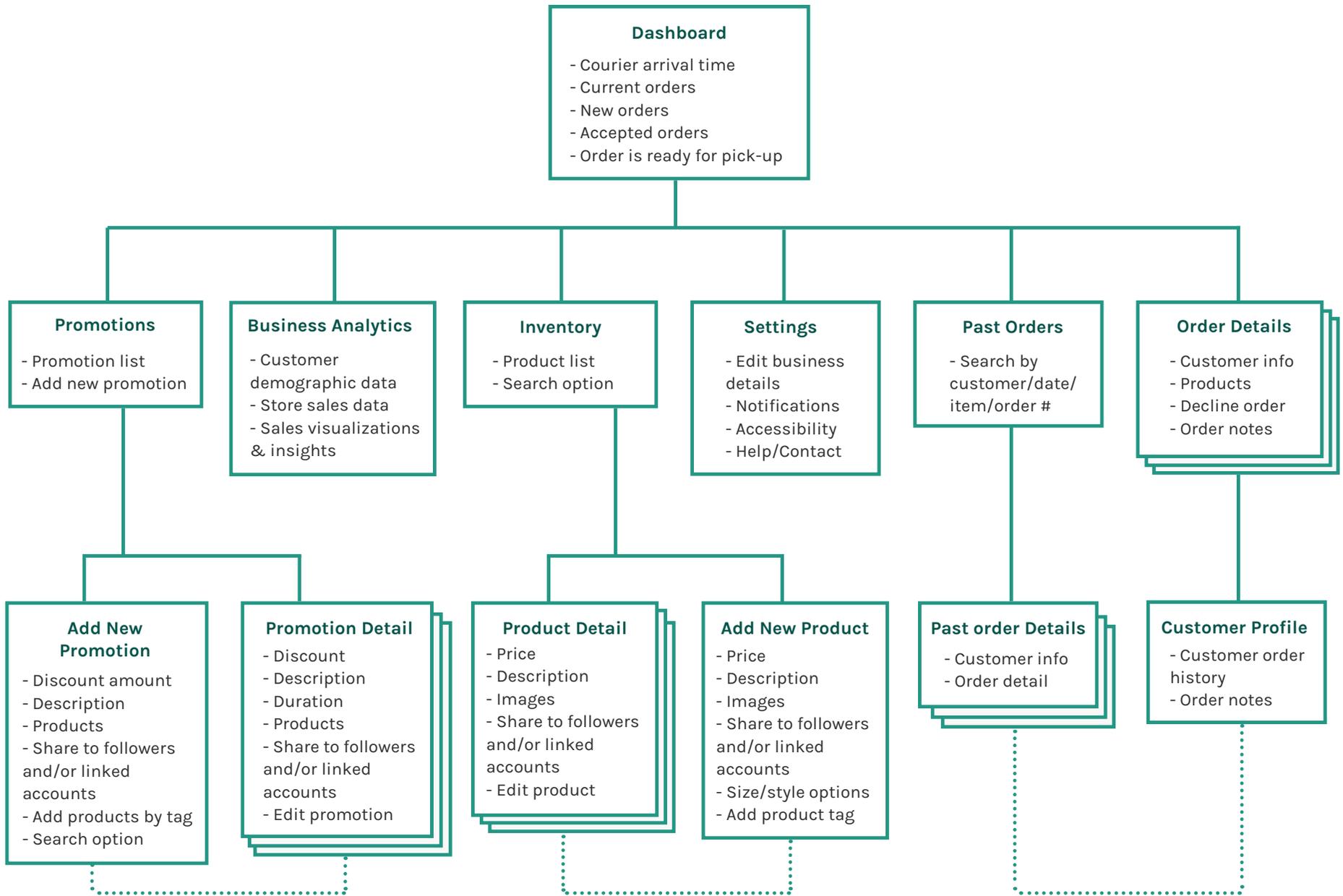
\*The color green highlights the changes made after user interviews

Requirement	Rationale	Priority	Content	System Function
<b>Customer Profile</b>	Businesses are able to track their returning customers and better maintain relationships with them.	Should	<ul style="list-style-type: none"> <li>- Unique customer profile</li> <li>- List of past orders</li> </ul>	Unique customer profile that features a list of previous orders by that account and other information about the user - such as their profile picture, age, and gender.
<b>Promotions</b>	Business are able to offer sales and advertise their products to their Béo's store's followers and social media accounts.	Should	<ul style="list-style-type: none"> <li>- Details such as discount amount, duration, and description of items and promotion</li> <li>- Share button</li> </ul>	Allows businesses to select certain products and advertise them to their followers.

\*The color green highlights the changes made after user interviews

PHASE ONE

# Site Map



PHASE ONE

# Personas

# Persona 1

## BM OWNER, NO E-COMMERCE, NON-PERISHABLE PRODUCTS

Name: Danielle Evans

Age: 35

Gender: Female

Occupation: Artist (ceramist)/ Store owner

### Hobbies:

- . Going to museums.
- . Going thrift shopping.
- . Doing hand-made art (ceramics,etc.)
- . Going to community art events.
- . Hosting pop-up markets.
- . Feng Shui and reorganizing her house Marie Kondo style.

### Traits:

- . She loves hand-made art/crafts.
- . She's vegan because of ethical reasons - including environmental and animal-rights concerns.
- . She has a unique sense of style and likes to have things no one else has.
- . She tries to reduce her carbon footprint as much as possible everyday.
- . She loves supporting local businesses.

### User's Pain Points in Selling Products Online:

- . She hates consumerist society but wishes there was a way to reach more people with her store without having to massively scale up her production.
- . She doesn't know how to even start to get into e-commerce.
- . Her store is on a side street that doesn't get a lot of foot traffic.
- . She is struggling to maintain her business since she doesn't get a lot of sales and doesn't know how to advertise her store without feeling silly or aggressive.

# Persona 2

## BM OWNER, NO E-COMMERCE, PERISHABLE PRODUCTS

Name: Mary Mas Gonzalez

Age: 29

Gender: Female

Occupation: Botanist / Houseplant Store Owner

### Hobbies:

- . Homeopathic remedies and natural approaches to health.
- . Sharing knowledge about plants, plant-care, and how they can provide holistic benefits to her customers.
- . Recently learned hot yoga as a means to incorporate more meaningful and relaxing exercises into her life.

### Traits:

- . She is at her store 5-6 days a week, 10 hours a day.
- . She manages 9 employees.
- . She uses iPad with point-of-sale system daily, laptop for email and scheduling from home, and smartphone for business and personal communication.
- . She works closely with her suppliers - often giving them advice on how to grow and care for plants that she will sell at her store.

### User's Pain Points in Selling Products Online:

- . Most of her customers tend to come to the store between four and seven in the evening, which result in line ups and long wait times.
- . She worries e-commerce shipment facilities cannot adequately care for plants that will sit in warehouses for uncertain periods of time.
- . She does not want to overstock on plants in fear that they will perish.

# Persona 3

## BM OWNER W/ E-COMMERCE & DELIVERY

Name: Patricia Meza

Age: 47

Gender: Female

Occupation: Store Owner (Book Store)

### Hobbies:

- . Attending conferences and learning new skills.
- . She loves travelling around the world and experiencing different cultures.
- . Abstract expressionist acrylic painting.
- . Watching documentaries about pretty much everything.
- . Playing board games with her family.

### Traits:

- . She studied at the University of Toronto for a Bachelor of Philosophy.
- . She has two daughters and two sons.
- . She likes to read before bed - with a glass of Sauvignon Blanc - and process the events of her day.
- . She lives a healthy lifestyle, has a regular gym routine, and eats a nutritious diet.

### User's Pain Points in Selling Products Online:

- . Her delivery system is giving her more problems than solutions. She wants an efficient way to deliver her products that doesn't interfere with her daily routine.
- . She finds herself very busy with customers during the day and often stays late to arrange the orders she received through her current e-commerce store.
- . She wants to expand her online presence and generate more orders.

# Persona 4

## SMALL-SCALE ARTISAN W/E E-COMMERCE & NO DELIVERY

Name: Michael (Mike) Leitch

Age: 29

Gender: Male

Occupation: Bank Teller/Jewelry Designer

### Hobbies:

- . Workshops for learning a new skill (such as carpet looming, jewelry crafting & embroidering).
- . Going to community art markets.
- . Potluck nights-in with close friends.
- . Biking, walking, & hiking!
- . Attending comedy shows.
- . Making jewelry.

### Traits:

- . He loves to DIY as many products in his life as possible.
- . He shops organic and local wherever possible.
- . He loves new clothing, jewelry, and interesting products but doesn't want to spend a lot of money for them.
- . He would prefer to support a local businesses.
- . He is very passionate about being environmentally friendly and tries to reduce his carbon footprint.

### User's Pain Points in Selling Products Online:

- . He wants to get his products to local consumers but doesn't want to deliver it himself.
- . He already works a full-time job so he doesn't have a lot of time to dedicate to selling his jewelry.
- . He likes making products but finds the business and logistics side of selling his products to be boring and intimidating.

PHASE ONE

# User Scenarios

# User Scenario 1

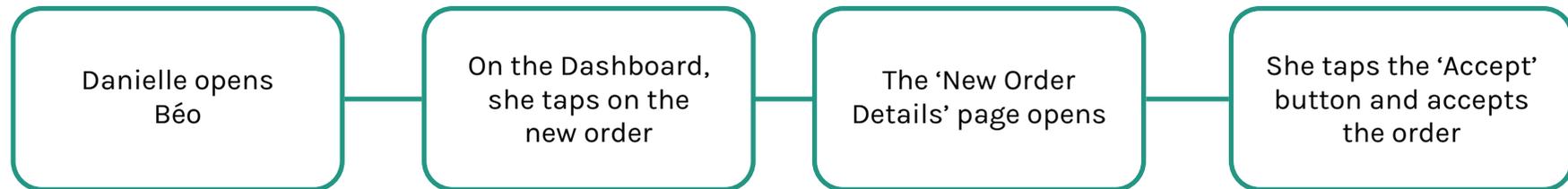
## PERSONA 1

**Scenario:** Danielle just launched her store on Béo and is excited when she sees that an order has been placed for one of her products!

**Needs:** To be able to look at the order details and decide to accept or decline it.

**Features:** Dashboard & Order Details.

### User Flow Chart:



# User Scenario 2

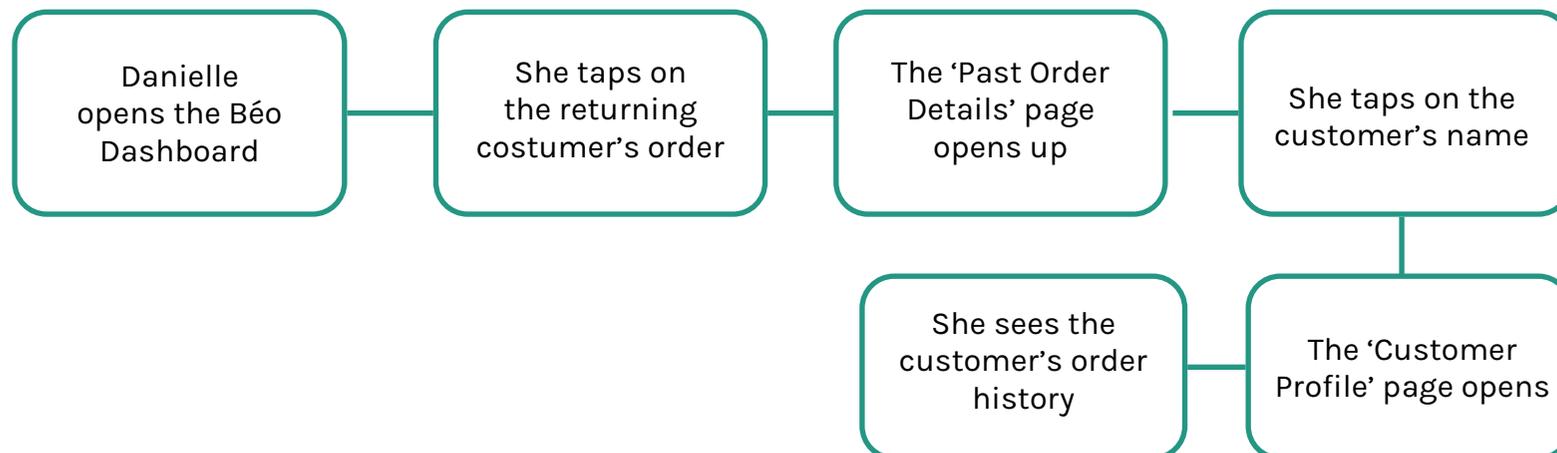
## PERSONA 1

**Scenario:** Danielle has been using Béo for a few months. She notices a returning customer just placed a second order. Danielle wants to know the customer's details so that she can add a little personalized thank you note to their package.

**Needs:** To be able to view a customer's profile.

**Features:** Order details & Customer profile.

### User Flow Chart:



# User Scenario 3

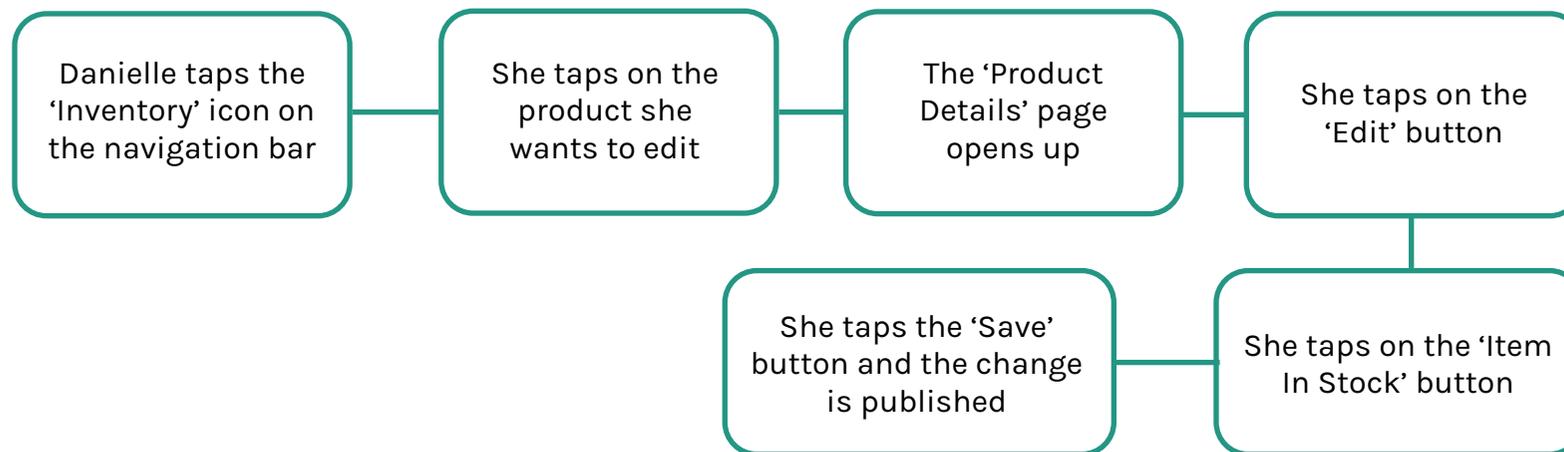
## PERSONA 1

**Scenario:** A specific product in Danielle's store went out of stock and she wants to make the item unavailable so no one can order the product via the app until she can restock the items.

**Needs:** The ability make a product unavailable.

**Features:** Inventory quantities are editable on product details page.

### User Flow Chart:



# User Scenario 4

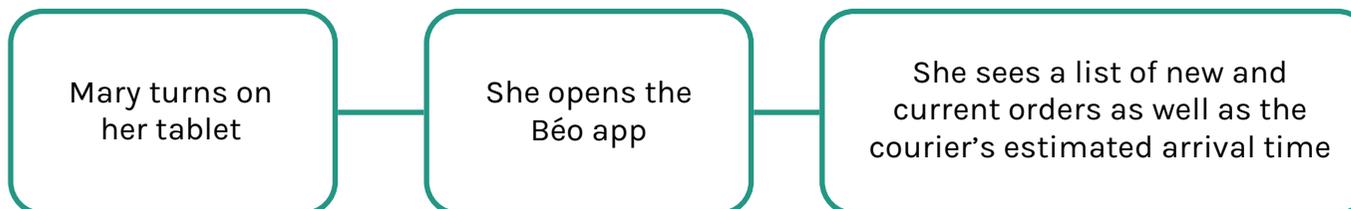
## PERSONA 2

**Scenario:** Mary has just arrived at her store and begins opening procedures. She needs to check if any orders have come in from Béo overnight and when the courier will come pick them up to plan her operations.

**Needs:** To view the incoming orders for the day and the courier arrival time.

**Features:** Dashboard.

### User Flow Chart:



# User Scenario 5

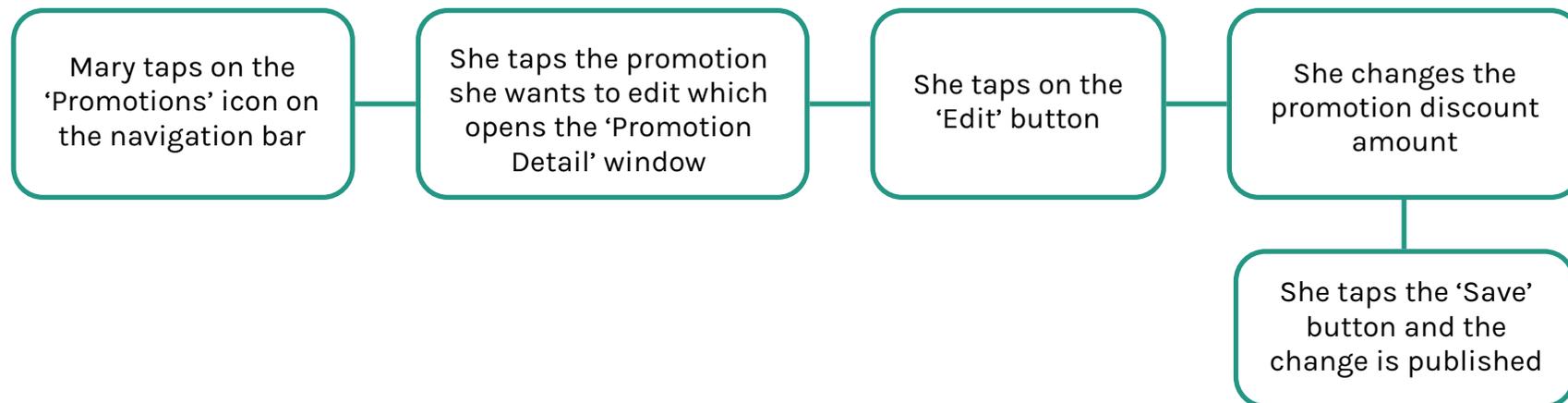
## PERSONA 2

**Scenario:** As part of a 2-week fall promotion, Mary has discounted a line of succulents that have been popular during the season. Although it is the end of the sale, she still has some extra succulents left. Mary decides to increase the promotional discount so that she can sell the remaining plants.

**Needs:** To edit an existing promotion.

**Features:** Promotion Detail.

### User Flow Chart:



# User Scenario 6

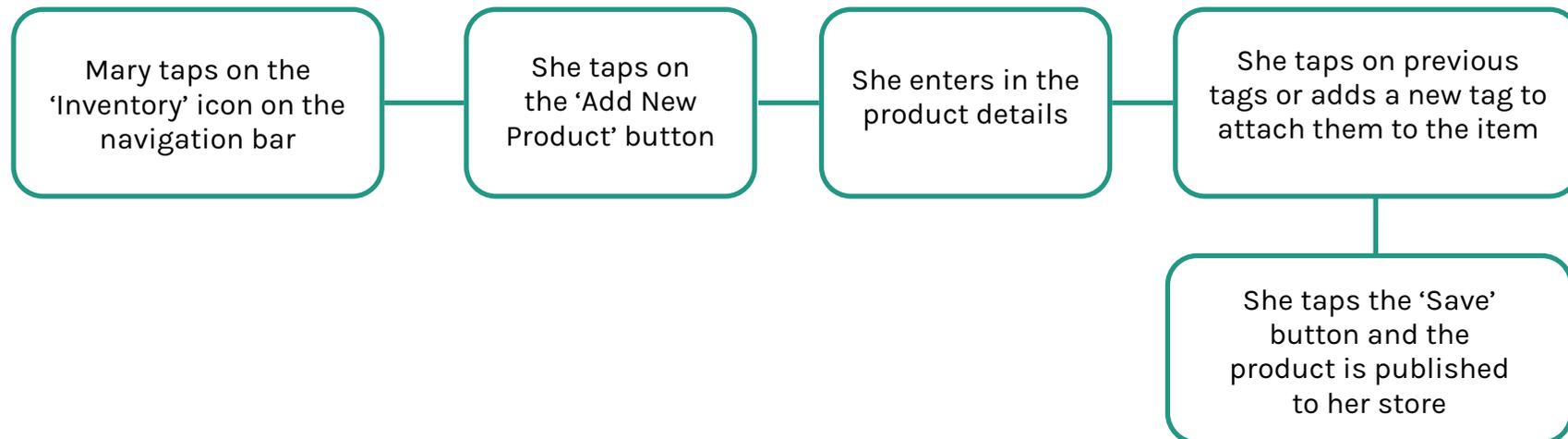
## PERSONA 2

**Scenario:** Mary has received a brand new snake plant. She wants to add the product to her Béo store.

**Needs:** To add a new item to the inventory.

**Features:** Add New Product.

### User Flow Chart:



# User Scenario 7

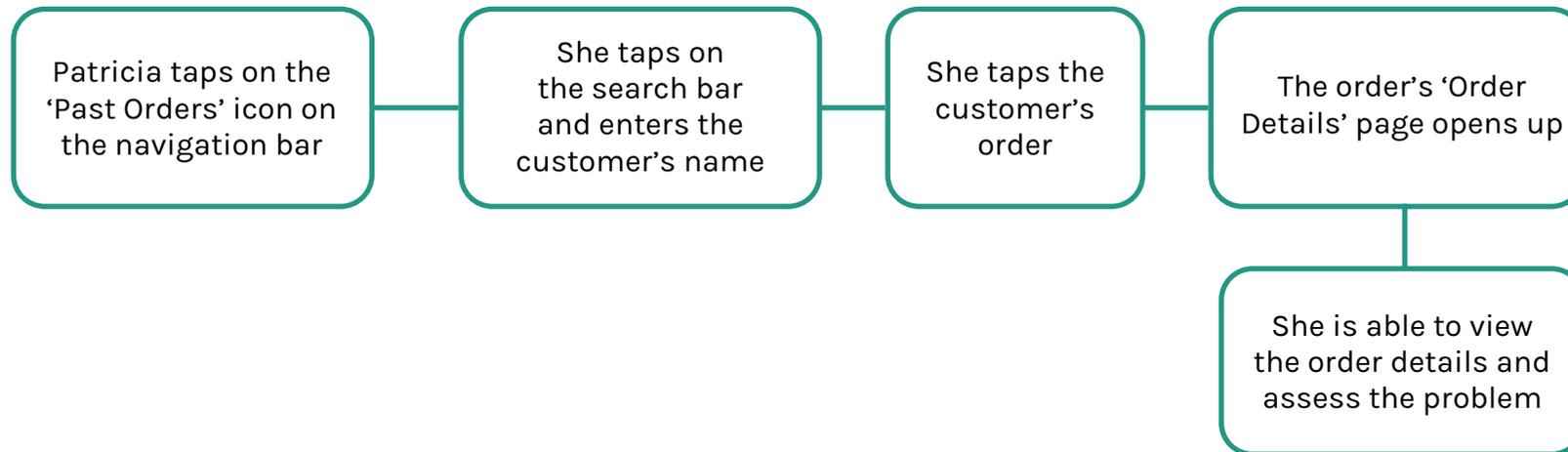
## PERSONA 3

**Scenario:** Patricia gets a call from a customer with a complaint that a product they ordered last week hasn't arrived yet. However, the product shows up in the system as having been delivered.

**Needs:** To be able to see the details of a past order.

**Features:** List of past orders and past order details.

### User Flow Chart:



# User Scenario 8

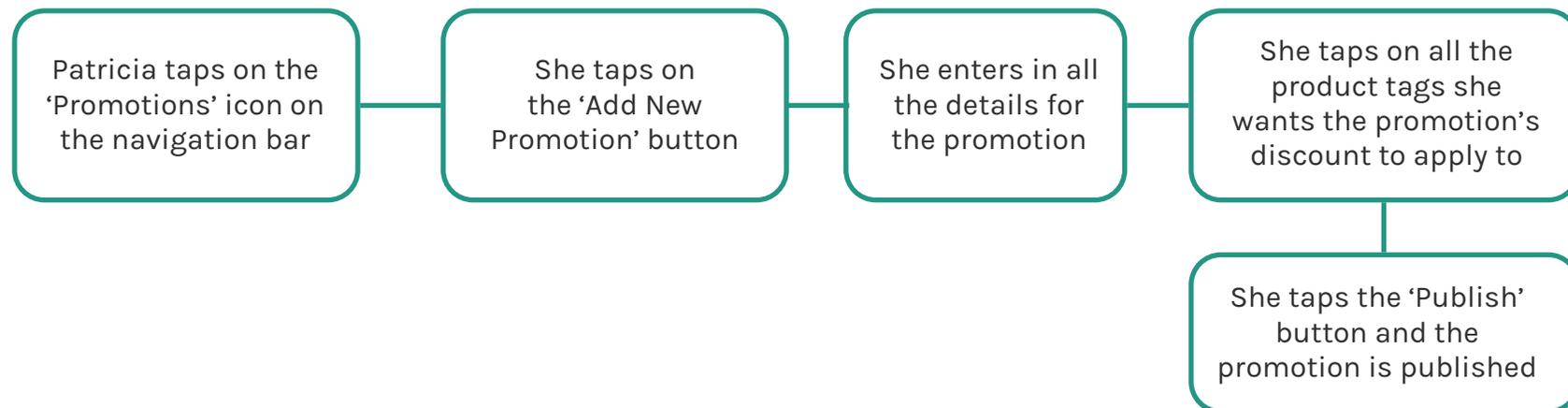
## PERSONA 3

**Scenario:** Patricia has noticed there are a couple products that haven't been selling as well as she expected and decides to discount them via a Béo promotion. She wants to publish the new promotion to her social media to connect with her already established store followers.

**Needs:** To be able to create a new promotion and share it to a user's Béo followers, social media platforms, or email.

**Features:** Promotions tab.

### User Flow Chart:



# User Scenario 9

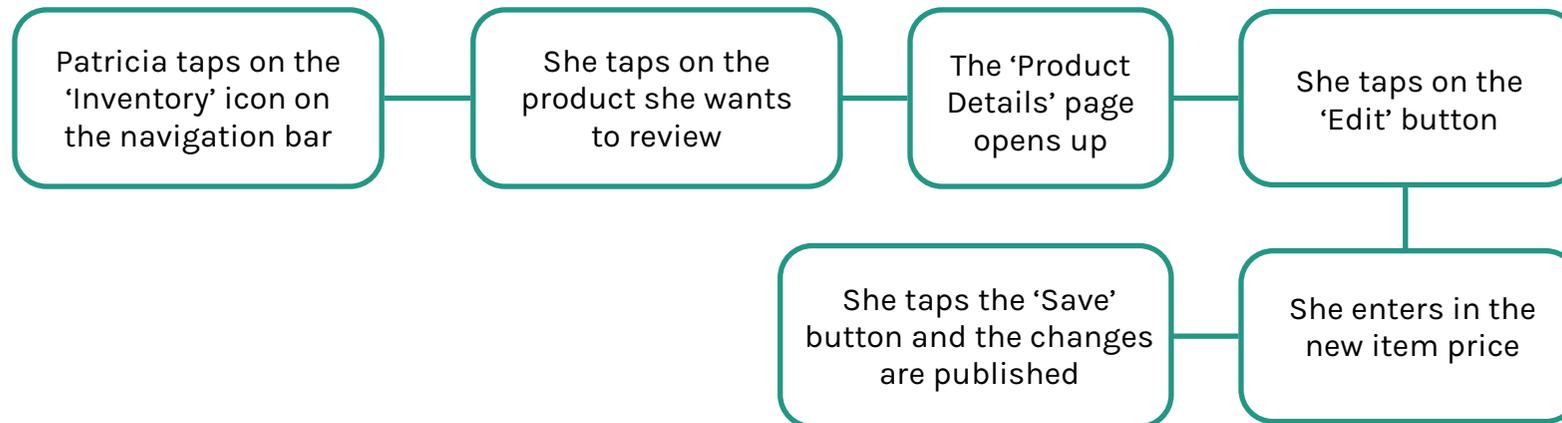
## PERSONA 3

**Scenario:** Patricia has had some of the costs for her materials decrease so she wants to decrease the price of an item to accommodate this.

**Needs:** To be able to view and edit her products' details.

**Features:** Product Details.

### User Flow Chart:



# User Scenario 10

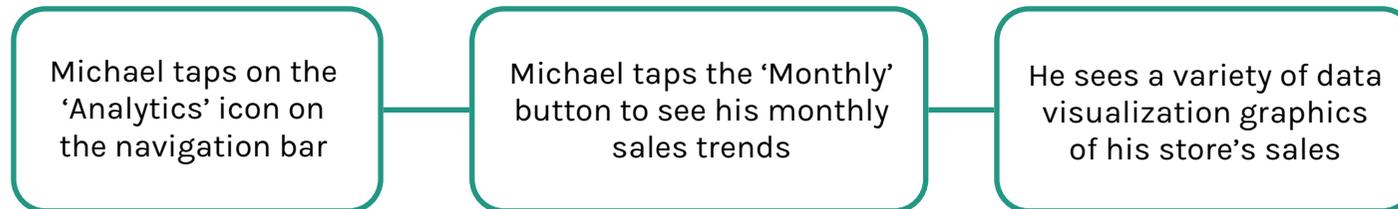
## PERSONA 4

**Scenario:** Michael is curious about which of his best-selling products have been selling the most over the past couple of months.

**Needs:** To view the sales trends and other business insights relating to a user's Béo store.

**Features:** Data visualizations of a store's sales trends and consumer demographics.

### User Flow Chart:



# User Scenario 11

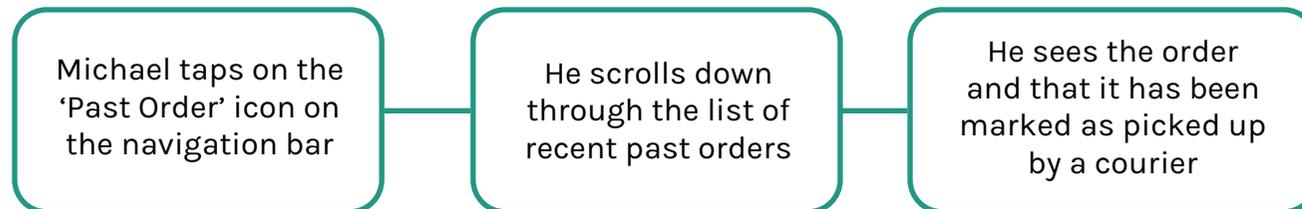
## PERSONA 4

**Scenario:** Michael has had a customer purchase a ring on his Béo store yesterday after a lengthy exchange via email. He wants to confirm that the order has been picked up by a courier and marked as a past order.

**Needs:** A list of past orders with access to additional order details.

**Features:** The ability to browse, search, and filter past orders.

### User Flow Chart:



# User Scenario 12

## PERSONA 4

**Scenario:** Michael wants to edit his business profile information.

**Needs:** To be able to edit a user's profile information.

**Features:** Settings tab.

### User Flow Chart:



PHASE ONE

# Interview Plan

## **1 - Statement of user study goals. What do you want to find out and why is it important?**

This project is a study to better understand the e-commerce market, product distribution, logistics, the day-to-day operations, and the challenges of brick and mortar small business owners and small-scale artisans. The goal is to better understand the challenges in regards to distributing their products effectively, quickly, and cost-efficiently. The gathered data will facilitate the development of the UX and UI for our app, Béo.

## **2 - What are the big questions you want to be answered that provide actionable insights?**

1. What are the businesses that would benefit from a digital delivery platform?
2. What are the needs of a small business owner, in terms of operation?
3. How frequently would businesses use delivery services?
4. Where would business owners use a digital delivery platform? (home, in-store, at a desk, in an office, somewhere else?)
5. What are some challenges business owners encounter in running their business?
6. Why do businesses want to consider online ordering?
7. What are their needs in order to easily offer online delivery?
8. How do businesses currently get their product to the customer?
9. What kind of customer information is important for businesses to consider, if any?
10. How do businesses use customer information to increase sales?

### **3 - Provide a copy of the actual questions asked and the methods applied.**

1. What is your name?
2. What type of business do you run? What is the scale of your business?
3. Do you have any employees. If so, how many?
4. How long have you been running your business for?
5. Where are you when operating your business?
6. Tell me about what your day looks like when running your business.
7. What solutions do you use for your business' general operation? If there are any digital ones, what platform (i.e. tablet, phone, computer)?  
If yes to digital ones: How do they help you?  
If no digital ones, why not?
8. What are the challenges you face in running your business?
9. Do you have a specific type of customer you target?  
What is your average customer looking for?
10. What strategies do you use to increase sales?
11. On average, how many products does your business sell per week? What are your business's top 3 products?
12. How do you get your products to your customer?  
- If no delivery, why aren't you shipping your products currently?  
- If yes delivery, why did you decide to offer online shipping? Any frustrations with the current process?
13. Anything else you would like to mention that might be useful we haven't touched on?

### **4 - Are there any ethical issues that you may encounter?**

#### **How will you address these?**

While we do not anticipate any ethical issues, we will emphasize the use of the information obtained for strictly research purposes. Businesses may be reluctant to share their strategies or techniques in fear of losing their competitive advantage, so privacy will be important.

PHASE ONE

# Interview Insights

# General Insights

After mapping out key statements from the interviewees, a variety of trends emerged that were then addressed through adding features or changing the functionality of existing features. The interview responses have their text colour change to correspond with one of the seven main trends identified.

## 1. Expenses

We observed that the interviewees identified expenses to be the main challenge to running their business. Based on this, we believe that the app needs to easily augment their current digital solutions and, additionally, the app's UI needs to clearly display the amount of money users have made via the app.

## 2. Multitasking

We observed that the interviewees reported performing most or all of the tasks for their businesses and typically have their attention divided between many tasks at any given time. Based on this, we believe that the app needs to be quick and simple to use in addition to offering notifications to users when a new order is placed.

## 3. Loyalty

We observed that the interviewees valued and prioritized their relationship to their customer, as well as their communities. Based on this, we believe that it is imperative to have a feature that helps businesses track return customers who ordered an item via the Béo app.

#### 4. Unique items

Most of the interviewees reported that they sell primarily unique products. Based on this, we believe that it is imperative to streamline the process of adding new products and provide tips to users on how to take good product pictures during the app's onboarding phase.

#### 6. Social Media ads

We observed that all of our interviewees used some form of social media marketing to boost their sales - primarily Facebook and Instagram posts. Based on this, we believe that it is essential to include a feature in the app that allows users to compose promotional posts - using product images or online store sales - and share these posts with their supporters.

#### 5. Business assumptions

We observed that the interviewees had many assumptions about their consumers that contradict currently available data - such as which demographics shop online the most and how they shop online. Based on this, we believe that it is imperative to have a feature that visualizes the user data of consumers who visit a business's Béo store - and of Béo users in general - to provide businesses with actual user research in an easily understandable form.

#### 7. Device use

We observed that the interviewees were very likely to have access to a tablet, a desktop computer, and a mobile device, though all interviewees reported having access to a tablet. Based on this, we believe that it is imperative that the app is designed and optimized for a tablet screen size.

PHASE TWO

# Wireframes

## Dashboard

Current Orders

Counter arrival time  
**7:30pm**

Current orders      Ready for pick-up

Name	Order ID	Number of items
<input checked="" type="checkbox"/> Oscar	BXF10	5
<input checked="" type="checkbox"/> Marie	AFM22	2
<input checked="" type="checkbox"/> John	FIKLL	1
<input checked="" type="checkbox"/> Isaac	TBDFV	2
<input checked="" type="checkbox"/> Lee	424PL	3

## Dashboard

Current Order Expanded, Accept Order

Counter arrival time  
**7:30pm**

Current orders      Ready for pick-up

Name	Order ID	Number of items
<input checked="" type="checkbox"/> Oscar	BXF10	5
<input checked="" type="checkbox"/> Marie <small>Ordered 2 times</small>	AFM22	2
<input checked="" type="checkbox"/> Contour Ring	1	\$95
<input checked="" type="checkbox"/> Snake necklace	1	\$145
Subtotal		\$230
Delivery fee		\$1
Tax		\$30.55
<b>Total</b>		<b>\$265.55</b>

<input checked="" type="checkbox"/> John	FIKLL	1
<input checked="" type="checkbox"/> Isaac	TBDFV	2

## Dashboard

Current Order Expanded, RFPU

Counter arrival time  
**7:30pm**

Current orders      Ready for pick-up

Name	Order ID	Number of items
<input checked="" type="checkbox"/> Oscar	BXF10	5
<input checked="" type="checkbox"/> Marie <small>Ordered 2 times</small>	AFM22	2
<input checked="" type="checkbox"/> Contour Ring	1	\$95
<input checked="" type="checkbox"/> Snake necklace	1	\$145
Subtotal		\$230
Delivery fee		\$1
Tax		\$30.55
<b>Total</b>		<b>\$265.55</b>

<input checked="" type="checkbox"/> John	FIKLL	1
<input checked="" type="checkbox"/> Isaac	TBDFV	2

## Dashboard

Current Orders, Order Confirmed RFPU

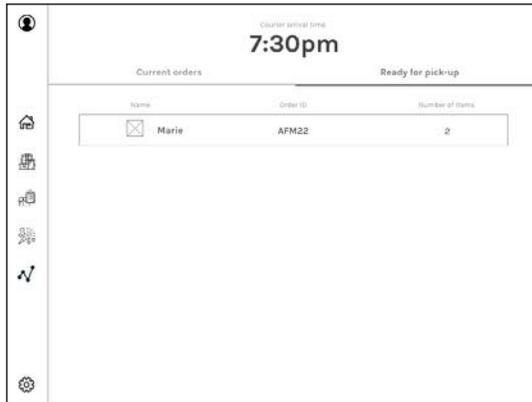
Counter arrival time  
**7:30pm**

Current orders      Ready for pick-up

Name	Order ID	Number of items
<input checked="" type="checkbox"/> Oscar	BXF10	5
<input checked="" type="checkbox"/> Marie	AFM22	2
<input checked="" type="checkbox"/> John	FIKLL	1
<input checked="" type="checkbox"/> Isaac	TBDFV	2
<input checked="" type="checkbox"/> Lee	424PL	3

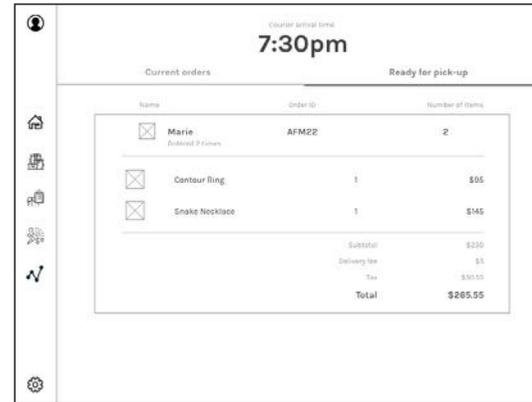
## Dashboard

Ready For Pick-Up



## Dashboard

Ready For Pick-Up, Expanded Order



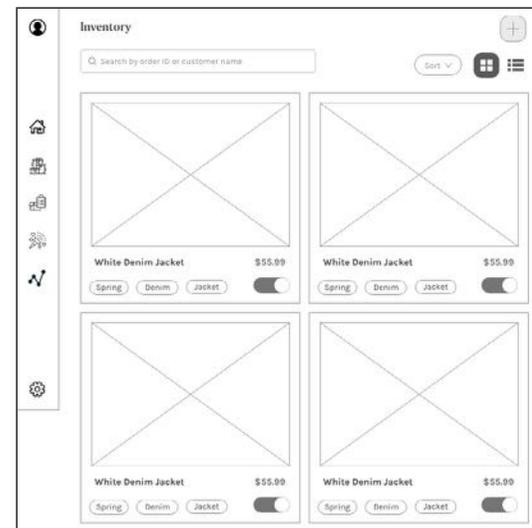
## Dashboard

Customer Profile Overlay



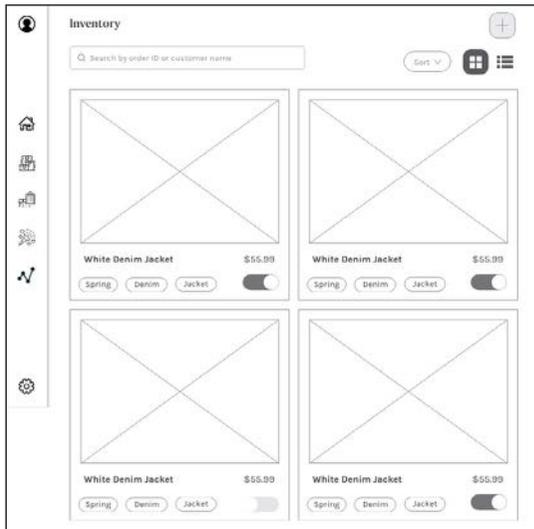
## Inventory

Image List



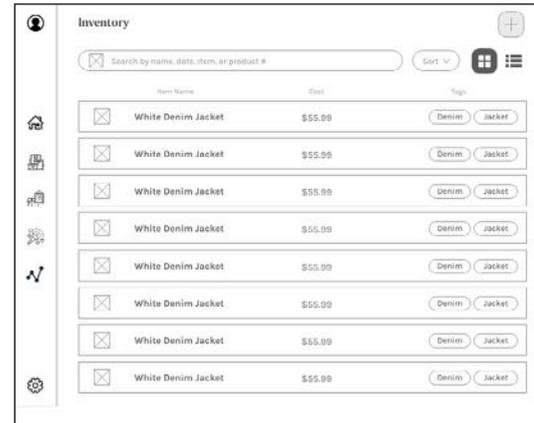
## Inventory

Image List, Item Unavailable



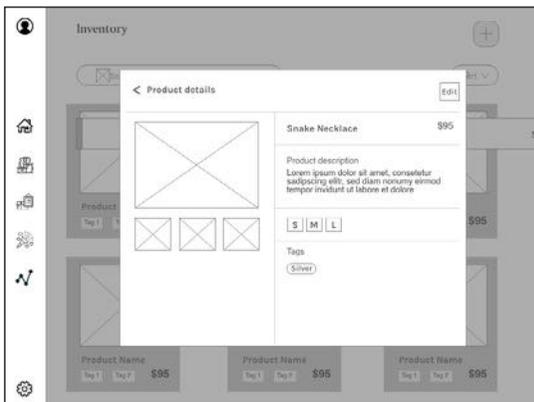
## Inventory

List View



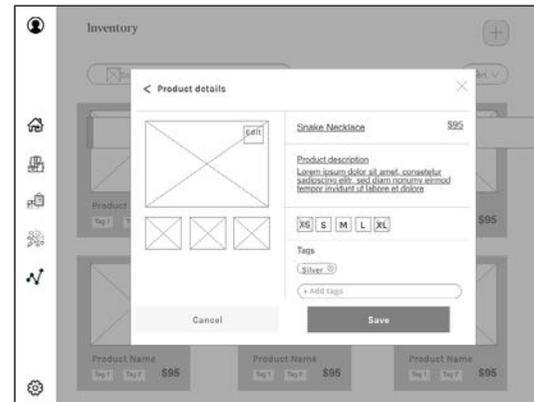
## Inventory

Product Details



## Inventory

Edit Product Details



## Inventory

### Add New Product

## Past Orders

### Past Orders List

Date	Name	Order ID	Number of items
10/01/2020	Oscar	XM4AA	3
10/01/2020	Marie	AFM22	2
10/01/2020	John	FIKLL	1
09/01/2020	Isaac	TBDFV	2
09/01/2020	Lee	HUJ5G	3
08/01/2020	Daniel	I7THU	2
08/01/2020	Daphne	424PL	3
08/01/2020	Joshua	XB45H	3

## Past Orders

### Past Orders List, Order Expanded

Date	Name	Order ID	Number of items																					
10/01/2020	Oscar	XM4AA	3																					
<table border="1"> <tr><td>Contour Ring</td><td>1</td><td>\$90</td></tr> <tr><td>Snake necklace</td><td>1</td><td>\$145</td></tr> <tr><td>Hammer silver ring</td><td>1</td><td>\$25</td></tr> <tr><td>Subtotal</td><td></td><td>\$230</td></tr> <tr><td>Delivery fee</td><td></td><td>\$5</td></tr> <tr><td>Tax</td><td></td><td>\$30.55</td></tr> <tr><td>Total</td><td></td><td>\$265.55</td></tr> </table>				Contour Ring	1	\$90	Snake necklace	1	\$145	Hammer silver ring	1	\$25	Subtotal		\$230	Delivery fee		\$5	Tax		\$30.55	Total		\$265.55
Contour Ring	1	\$90																						
Snake necklace	1	\$145																						
Hammer silver ring	1	\$25																						
Subtotal		\$230																						
Delivery fee		\$5																						
Tax		\$30.55																						
Total		\$265.55																						
10/01/2020	Oscar	XM4AA	3																					
10/01/2020	Marie	AFM22	2																					

## Promotions

### Promotions List

	Promotion Name Lorem ipsum dolor sit	-10%
	Promotion Name Lorem ipsum dolor sit	-15%
	Promotion Name Lorem ipsum dolor sit	-10%
	Promotion Name Lorem ipsum dolor sit	-10%

## Promotions

### Promotion Details

Promotions

Promotion details edit

Name of promotion

Duration: MM/DD/YYYY to MM/DD/YYYY

Promotion description: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy...

Discount amount: 5%

Silver

## Promotions

### Edit Promotion Details

Promotions

Promotion details close

Name of promotion

Duration: MM/DD/YYYY to MM/DD/YYYY

Promotion description: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy...

Discount amount: 5%

Silver

+ Add tags

Cancel Save

## Promotions

### Add New Promotion, Item Image List

New promotion

Name of promotion

Discount amount: 5%

Duration: MM/DD/YYYY to MM/DD/YYYY

Promotion description: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy...

Silver

+ Add tags

Items: Floral scented Candle

Product Name Tag \$95

Product Name Tag \$95

Product Name Tag \$95

Product Name Tag \$95

Save

## Promotions

### Add New Promotion, Item Name List

New promotion

Name of promotion

Discount amount: 5%

Duration: MM/DD/YYYY to MM/DD/YYYY

Promotion description: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy...

Silver

+ Add tags

Items: Blende, Croissant, Candle

Product Name Tag \$95

Product Name Tag \$95

Product Name Tag \$95

Product Name Tag \$95

Next

Search by name, date, item, or

Sort

Candle BXF10

Baguette AFM22

Croissant FIKLL

Necklace T8DFV

Almonds 424PL

Candle BXF10

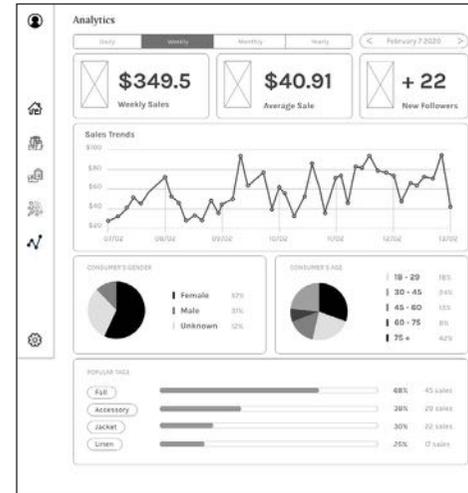
Baguette AFM22

Croissant FIKLL

## Analytics Daily



## Analytics Weekly



## Analytics Monthly



## Analytics Yearly



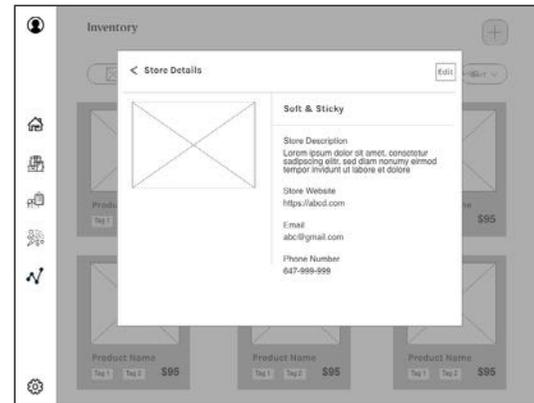
## Settings

Settings List



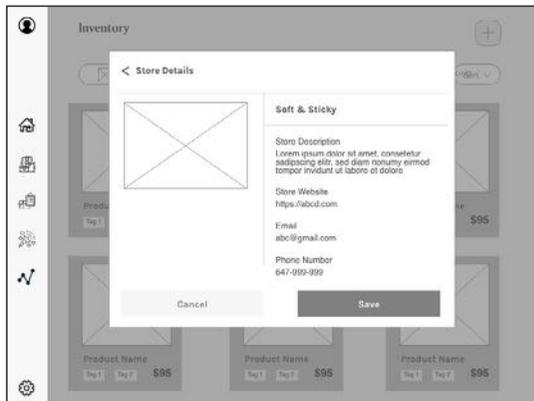
## Store Profile

Store Details



## Store Profile

Edit Store Details



PHASE TWO

# Visual Comps

## Dashboard Current Orders

Béo Courier arriving in 3h 20m (7:32pm) Ready for pick-up

Customer	Items	Address
Oscar L.	2 Items	BXF10
Marie K.	2 Items	AFM22
John S.	1 Item	FIKLL
Isaac T.	2 Items	T8DFV
Lee W.	4 Items	424PL

## Dashboard Current Order Expanded, Accept Order

Béo Courier arriving in 3h 20m (7:32pm) Ready for pick-up

Customer	Items	Address																		
Oscar L.	2 Items	BXF10																		
Marie K. <small>3 past orders</small>	2 Items	AFM22																		
<table border="0"> <tr> <td>Contour Ring</td> <td>1</td> <td>\$95.00</td> </tr> <tr> <td>Snake Necklace</td> <td>1</td> <td>\$145.00</td> </tr> <tr> <td colspan="2"></td> <td>Subtotal \$240.00</td> </tr> <tr> <td colspan="2"></td> <td>Tax \$5.00</td> </tr> <tr> <td colspan="2"></td> <td>Delivery fee \$31.85</td> </tr> <tr> <td colspan="2"></td> <td><b>Total \$276.85</b></td> </tr> </table>			Contour Ring	1	\$95.00	Snake Necklace	1	\$145.00			Subtotal \$240.00			Tax \$5.00			Delivery fee \$31.85			<b>Total \$276.85</b>
Contour Ring	1	\$95.00																		
Snake Necklace	1	\$145.00																		
		Subtotal \$240.00																		
		Tax \$5.00																		
		Delivery fee \$31.85																		
		<b>Total \$276.85</b>																		
John S.	1 Item	FIKLL																		
Isaac T.	2 Items	T8DFV																		
Lee W.	4 Items	424PL																		

Buttons: Decline, Accept

## Dashboard Current Order Expanded, RFPU

Béo Courier arriving in 3h 20m (7:32pm) Ready for pick-up

Customer	Items	Address																		
Oscar L.	2 Items	BXF10																		
Marie K. <small>3 past orders</small>	2 Items	AFM22																		
<table border="0"> <tr> <td>Contour Ring</td> <td>1</td> <td>\$95.00</td> </tr> <tr> <td>Snake Necklace</td> <td>1</td> <td>\$145.00</td> </tr> <tr> <td colspan="2"></td> <td>Subtotal \$240.00</td> </tr> <tr> <td colspan="2"></td> <td>Tax \$5.00</td> </tr> <tr> <td colspan="2"></td> <td>Delivery fee \$31.85</td> </tr> <tr> <td colspan="2"></td> <td><b>Total \$276.85</b></td> </tr> </table>			Contour Ring	1	\$95.00	Snake Necklace	1	\$145.00			Subtotal \$240.00			Tax \$5.00			Delivery fee \$31.85			<b>Total \$276.85</b>
Contour Ring	1	\$95.00																		
Snake Necklace	1	\$145.00																		
		Subtotal \$240.00																		
		Tax \$5.00																		
		Delivery fee \$31.85																		
		<b>Total \$276.85</b>																		
John S.	1 Item	FIKLL																		
Isaac T.	2 Items	T8DFV																		
Lee W.	4 Items	424PL																		

Buttons: Ready for pick-up

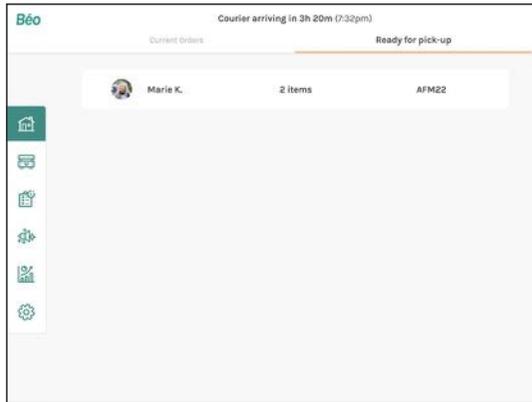
## Dashboard Current Orders, Order Confirmed RFPU

Béo Courier arriving in 3h 20m (7:32pm) Ready for pick-up

Customer	Items	Address
Oscar L.	2 Items	BXF10
John S.	1 Item	FIKLL
Isaac T.	2 Items	T8DFV
Lee W.	4 Items	424PL

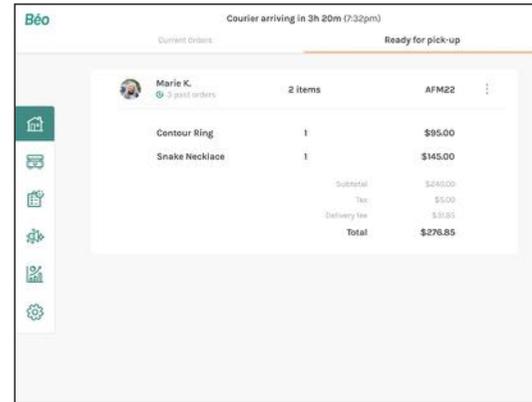
## Dashboard

Ready For Pick-Up



## Dashboard

Ready For Pick-Up, Expanded Order



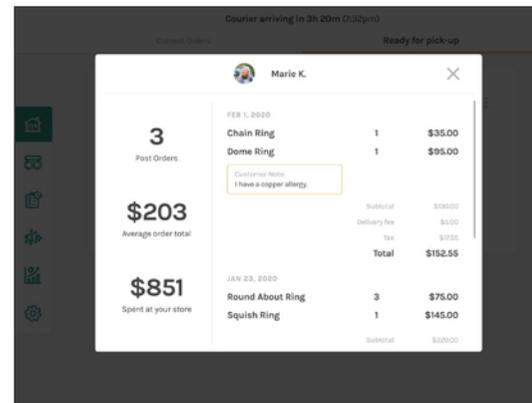
## Dashboard

Ready For Pick-Up, No Orders



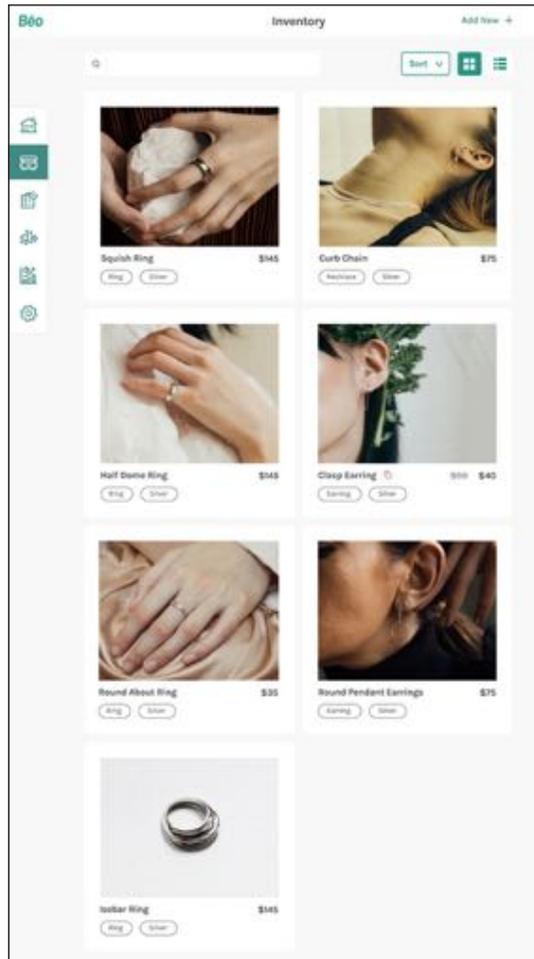
## Dashboard

Customer Profile Overlay



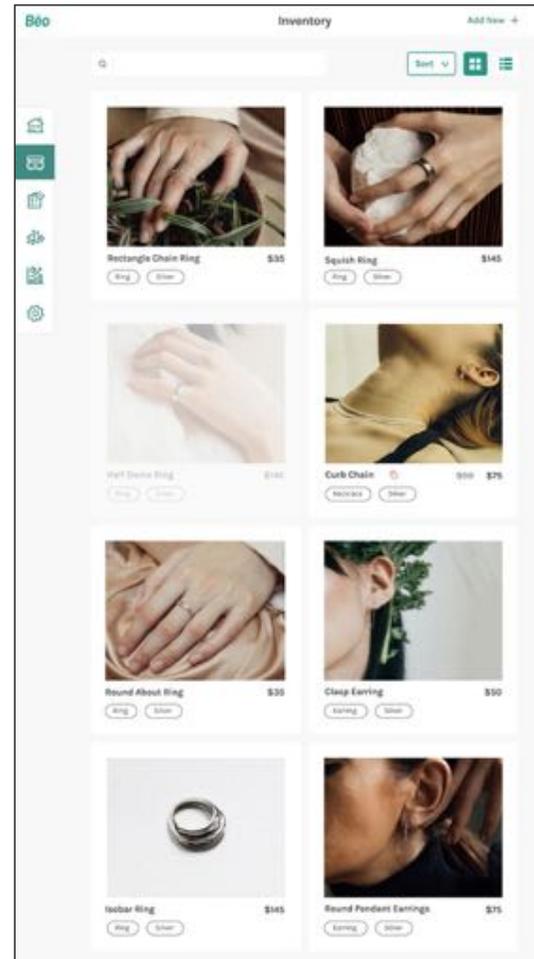
## Inventory

Image List, Before Adding Item



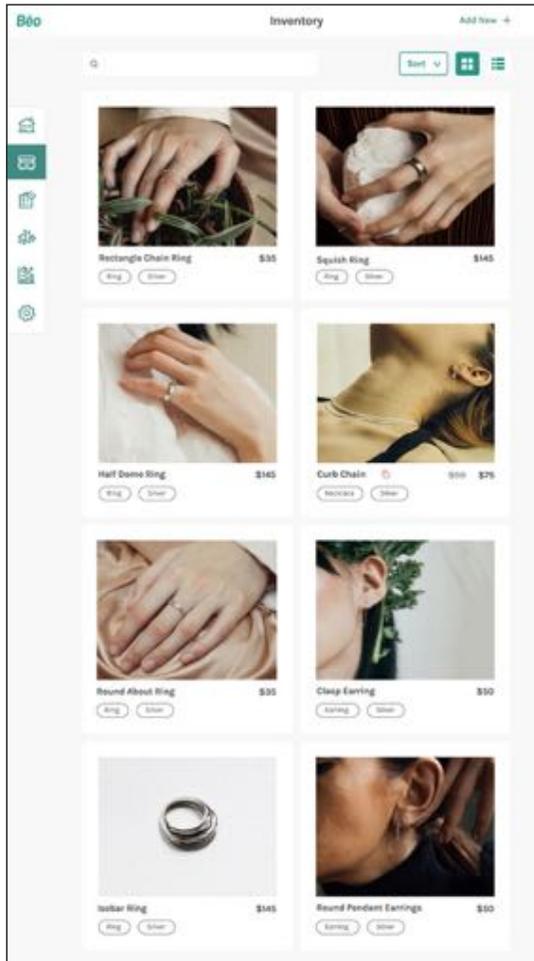
## Inventory

Image List, Item Unavailable



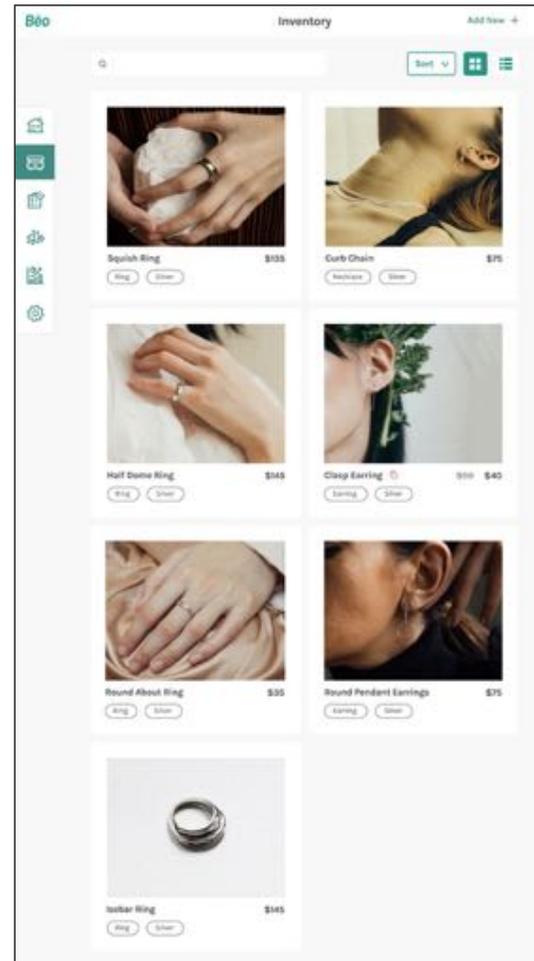
## Inventory

Image List, After Item Added



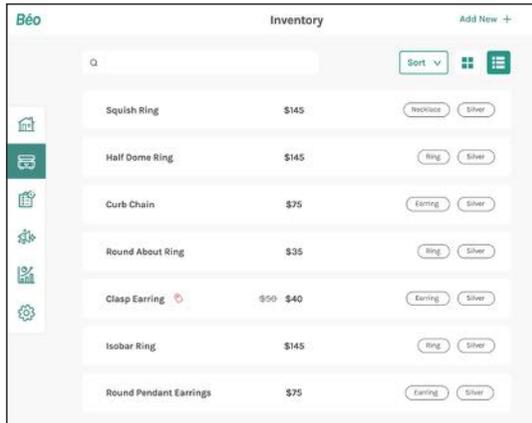
## Inventory

Image List, After Changing Price



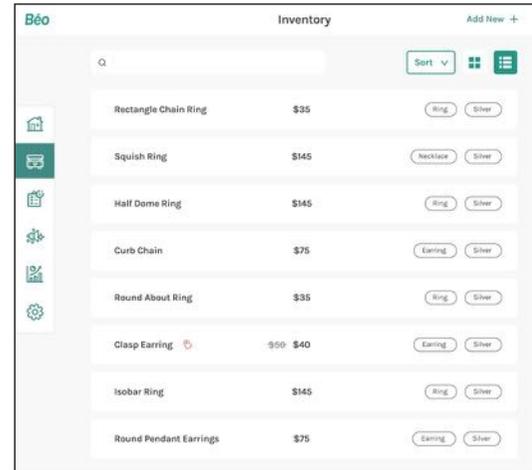
## Inventory

List View



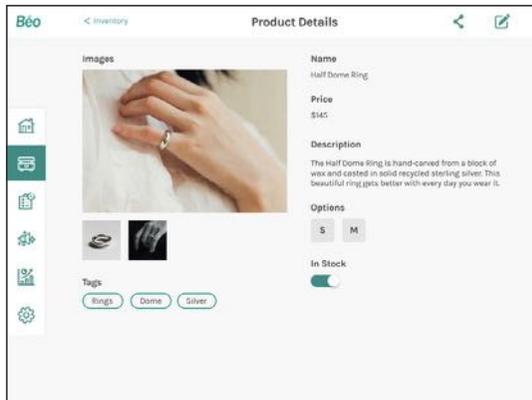
## Inventory

List View, Added Item



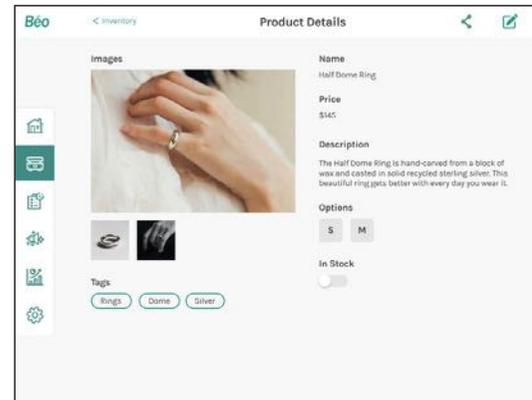
## Inventory

Product Details, Item Available



## Inventory

Edit Product Details, Unavailable



## Inventory

Edit Product Details, Editing Price

**Béo** < Cancel Edit Edit Product Details Save

**Images**

**Name**  
Squish Ring

**Price**  
\$145

**Description**  
The Squish Ring is hand-carved from a block of wax and casted in solid recycled sterling silver.

**Options**  
+ S M L

**Tags**  
Rings x Squish x Silver x

+ Add Tags

Delete Item

## Inventory

Edit Product Details, Edited Price

**Béo** < Cancel Edit Edit Product Details Save

**Images**

**Name**  
Squish Ring

**Price**  
\$125

**Description**  
The Squish Ring is hand-carved from a block of wax and casted in solid recycled sterling silver.

**Options**  
+ S M L

**Tags**  
Rings x Squish x Silver x

+ Add Tags

Delete Item

## Inventory

Product Details

**Béo** < Inventory Product Details < >

**Images**

**Name**  
Squish Ring

**Price**  
\$125

**Description**  
The Squish Ring is hand-carved from a block of wax and casted in solid recycled sterling silver. This beautiful ring gets better with every day you wear it.

**Options**  
S M L

**In Stock**

**Tags**  
Rings Squish Silver

## Inventory

Add New Product

**Béo** < Inventory Add New Product Save

**Images**

**Name**  
Type here...

**Price**  
Type here...

**Description**  
Type here...

**Options**  
+

**Tags**  
+ Add Tags

## Inventory

Add New Product, Content Added

## Inventory

Add New Product, Published

## Past Orders

Past Orders List

Time	Customer	Items	Order ID
<b>TODAY</b>			
2:32PM	Oscar L.	2 Items	BXF10
12:13PM	Marie K.	1 Item	AFM22
11:10AM	John S.	2 Items	F9KLL
7:42AM	Isaac T.	2 Items	T8DFV
<b>YESTERDAY</b>			
9:46AM	Lee W.	4 Items	424PL
12:15PM	Daniel A.	2 Items	AN56G
11:10AM	Daphne J.	3 Items	XB45H
7:42AM	Joshua S.	3 Items	TN43X

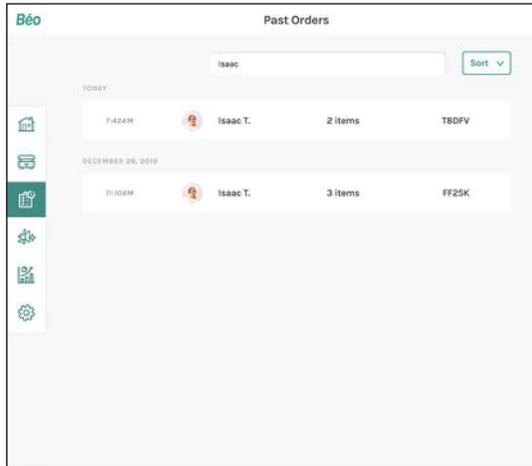
## Past Orders

Past Orders List, Order Expanded

Time	Customer	Items	Order ID
<b>TODAY</b>			
2:32PM	Oscar L.	2 Items	BXF10
12:13PM	Marie K.	1 Item	AFM22
11:10AM	John S. 2 past orders	2 Items	F9KLL
		Contour Ring	1 \$95.00
		Snake Necklace	1 \$145.00
		Subtotal	\$240.00
		Delivery Fee	\$3.00
		Tax	\$3.85
		<b>Total</b>	<b>\$276.85</b>
7:42AM	Isaac T.	2 Items	T8DFV
<b>YESTERDAY</b>			
9:46AM	Lee W.	4 Items	424PL
12:15PM	Daniel A.	2 Items	AN56G
11:10AM	Daphne J.	3 Items	XB45H
7:42AM	Joshua S.	3 Items	TN43X

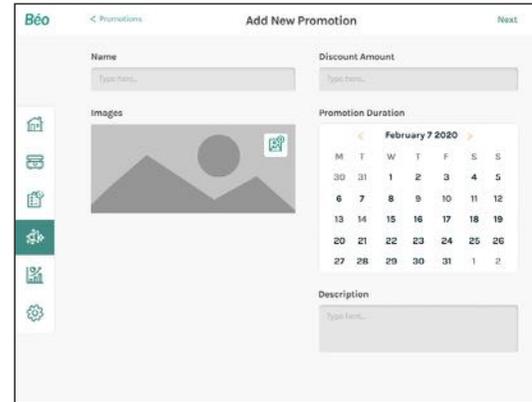
## Past Orders

Searched Orders



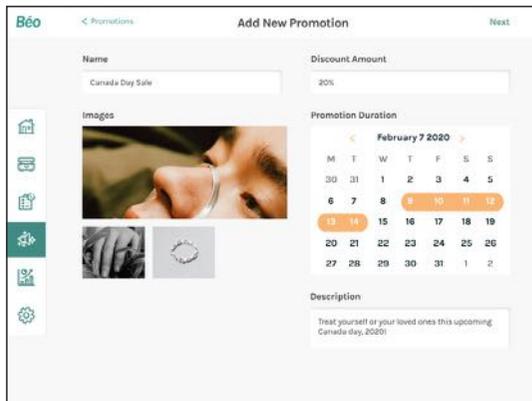
## Promotions

Add New Promotion



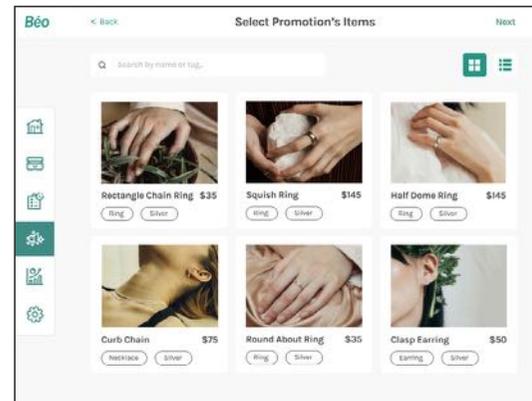
## Promotions

Add New Promotion, Content Added



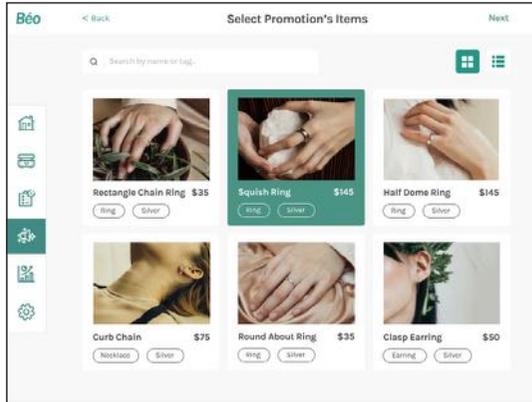
## Promotions

Add New Promotion, Item Image List



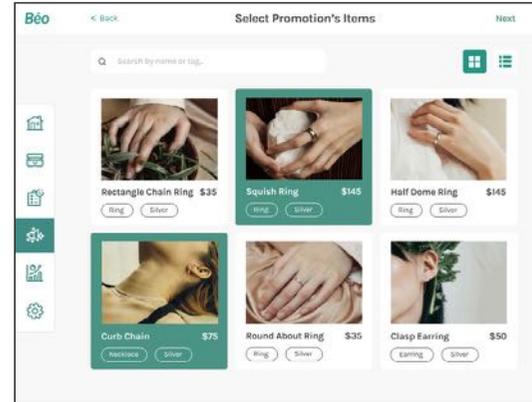
## Promotions

Add New Promotion, Item Image List  
(1 item selected)



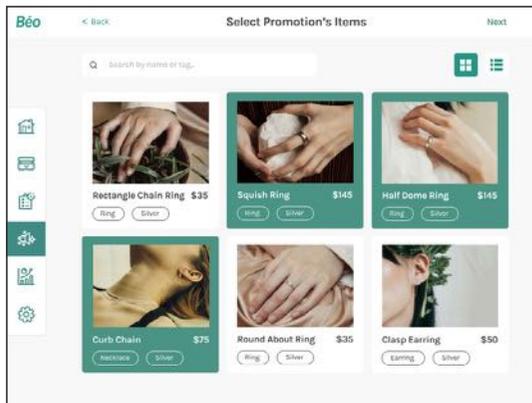
## Promotions

Add New Promotion, Item Image List  
(2 items selected)



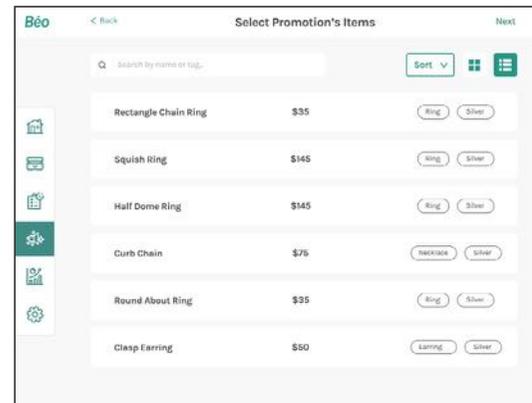
## Promotions

Add New Promotion, Item Image List  
(3 items selected)



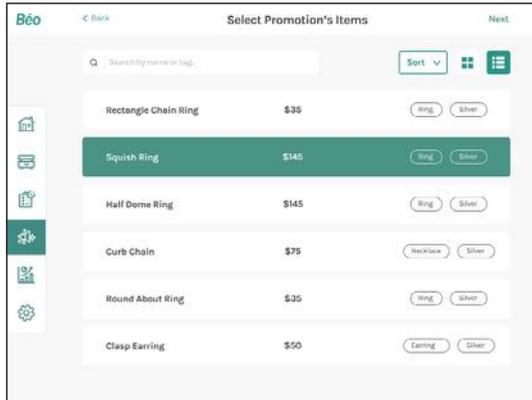
## Promotions

Add New Promotion, Item List View



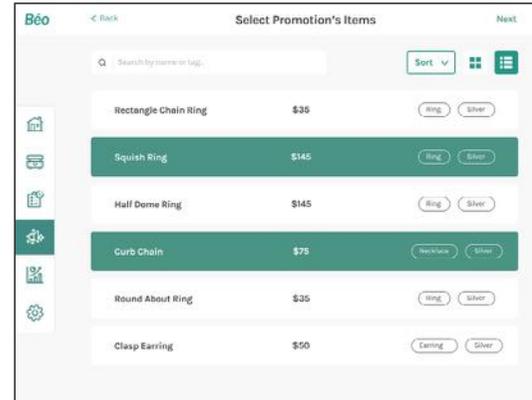
## Promotions

Add New Promotion, Item List View  
(1 item selected)



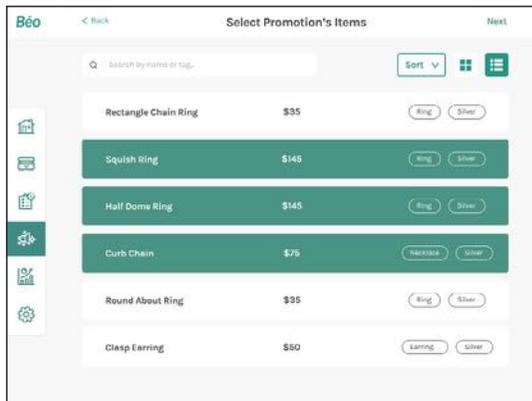
## Promotions

Add New Promotion, Item List View  
(2 items selected)



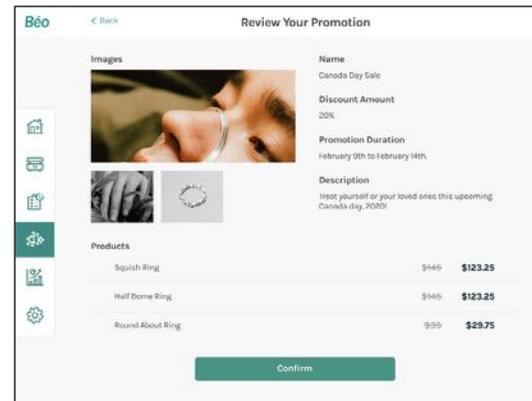
## Promotions

Add New Promotion, Item List View  
(3 items selected)



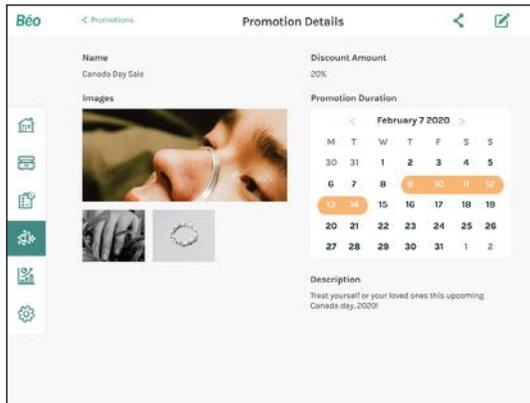
## Promotions

Add New Promotion, Confirm Details



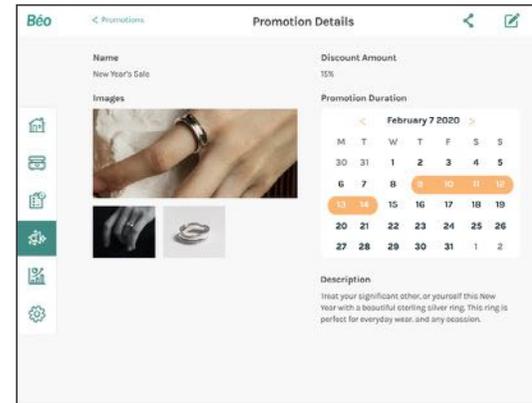
## Promotions

Add New Promotion, Published Promotion



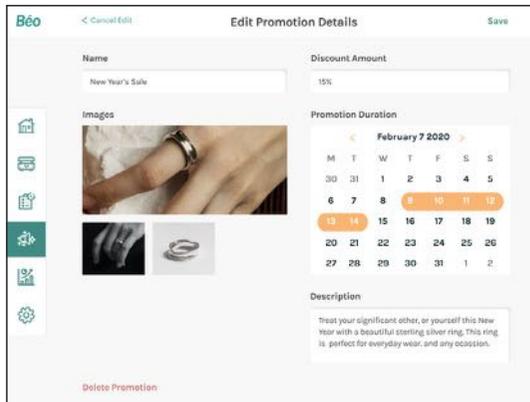
## Promotions

Promotion Details



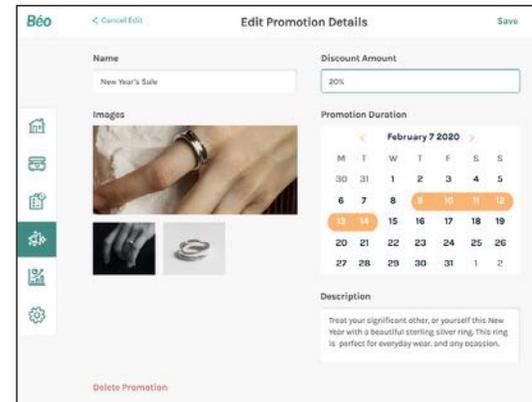
## Promotions

Edit Promotion Details



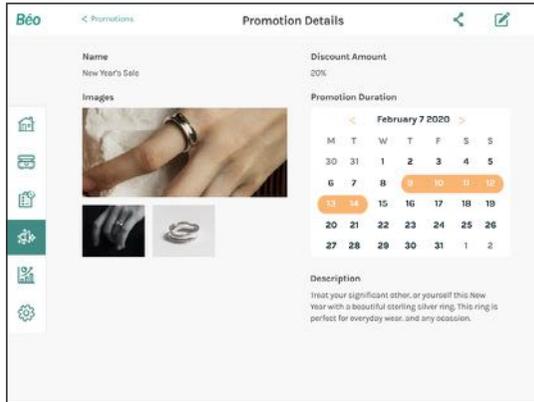
## Promotions

Edit Promotion Details, Discount Edited



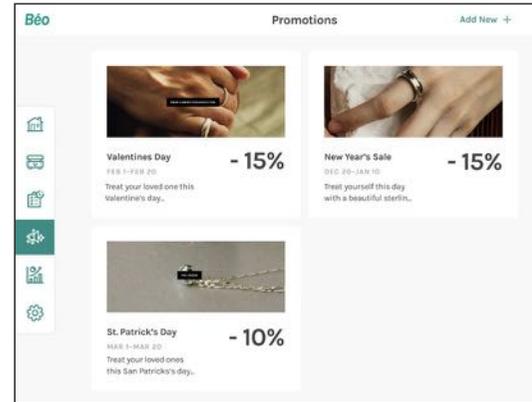
## Promotions

Promotion Details, Discount Changed



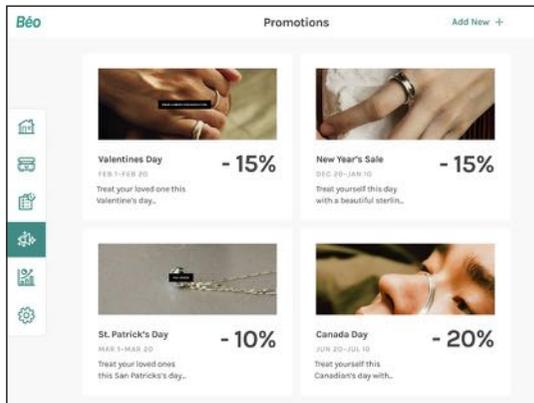
## Promotions

Promotions List



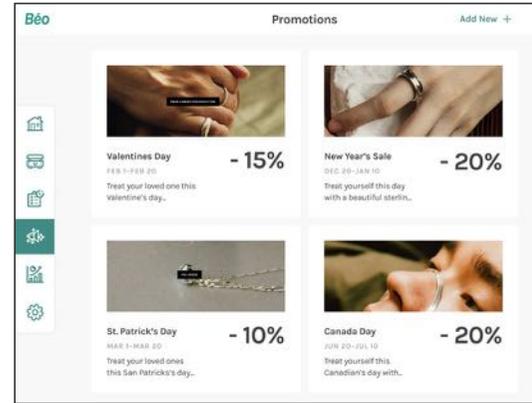
## Promotions

Promotions List, Added New Promotion



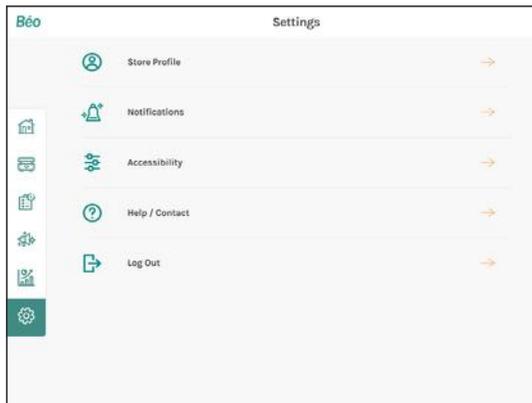
## Promotions

Promotions List, Edited Promotion Amount

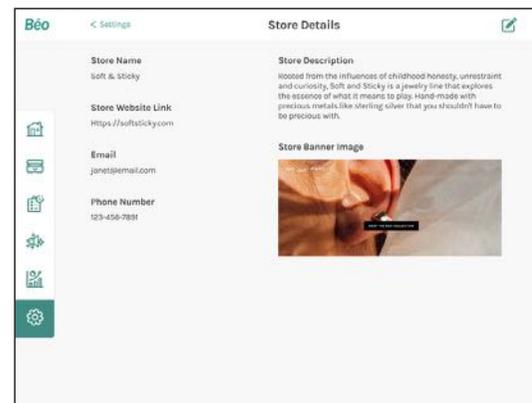




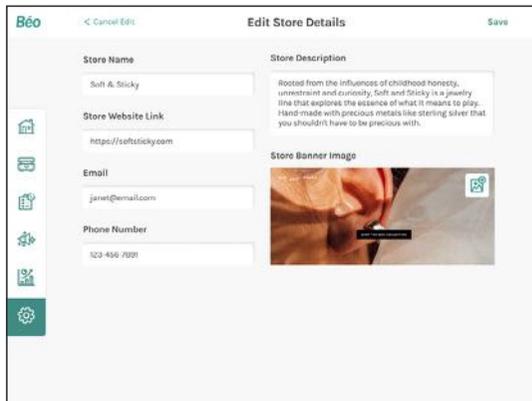
## Settings Settings List



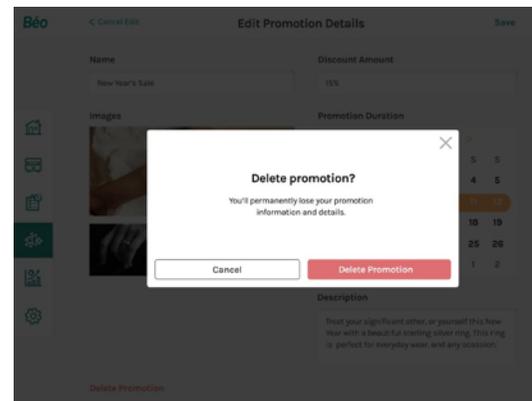
## Store Profile Store Details



## Store Profile Edit Store Details



## Delete Confirmation Delete Confirmation Overlay



PHASE TWO

# Interactive Prototype

<https://www.figma.com/proto/zxzims3iFKpWm3Cm815C5U/BEO-VC-CURRENT-Soft-and-Sticky?node-id=1492%3A8196&viewport=148%2C351%2C0.03743339329957962&scaling=scale-down>

PHASE THREE

# User Testing Plan

# Facilitator Script

## Opening Statement

We are students from the York/Sheridan Program in Design currently taking a course called YSDN 3005 User-Centered Design: Prototyping and Usability. We are conducting a series of user testing sessions to evaluate the user experience and overall look and feel of our interactive digital product.

Hi, I am [name] and I will be walking you through the session today. I am also here with [name of other group members], who are also a part of the project.

## Privacy Information

We would like to review the Informed Consent Form with you [review consent form]. Your data will remain anonymous. Your participation in the study is completely voluntary and you may choose to stop participating at any time. If you withdraw from this study, the data collected to that point will be deleted, immediately. Should you wish to withdraw after the study, you will have the option to also withdraw your data up until the time at which the analysis is complete.

## Think Aloud Protocol

We are testing the capabilities and user-friendliness of the application and not you and your abilities. We are hoping to improve

and further the product so we encourage you to speak your mind and voice your opinions on the application as you perform a series of tasks within the app.

## Project Brief

Béo is an online marketplace to buy goods from local small businesses in the city. When customers place an order on Béo, the stores receive and then fulfill the order, and our couriers at Béo will pick-up all the completed orders and take them to the shipment facility nearby for quick delivery. From there, the orders will be delivered to the consumers who ordered the products. The app we are building is the app for small retail business owners. We are aiming to attract users who are brick-and-mortar store owners and also independent artisans who do not have a storefront.

## Test Script

You are a small, brick-and-mortar business who has recently opened an e-commerce store on the Béo platform. You sell a variety of products and use the Béo app to fulfill and ship orders to your customers.

# User Testing Plan

## RESEARCH OBJECTIVES

### Research Objectives

Analyze the Effectiveness of the Dashboard's Order Management Structure

Is the dashboard effective in helping businesses manage their orders?

Understand if the Inventory tab helps businesses manage merchandise well

Can people manage their inventory effectively?

Evaluate the navigational system and structure of the app

Can users effectively navigate through the different pages of the app?

Can users identify and utilize smaller functions within the app?

Evaluate the usefulness of having in-app promotions

Is the promotions tab useful for businesses?

Gauge the effectiveness of having in-app sales data visualizations

Are user's able to draw helpful insights from the sales analytics?

### Participants

To perform our user testing, we selected participants based on the following criteria:

Own their own business.

Uses digital solutions as a part of their business.

# User Testing Plan

## OBJECTIVES, TASKS & SCENARIOS

### Objective 1: Order Management

#### Task 1: Check your most recent order.

Scenario: You've just launched your online store on Béo and you've received some new orders. You need to know what specific items are in your new order from Marie, so that you can prepare the package for shipping.

#### Task 2: Confirm an order.

Scenario: You realize you have all the products needed to fulfill Marie's order and need to confirm with her that it can be completed.

#### Task 3: Check a customer's profile.

Scenario: You recall Marie ordering from you before and want to get details about her purchase history.

#### Task 4: Confirm that an order is ready for pick-up.

Scenario: You have located and packaged all the items in Marie's order and want to confirm that an order is ready for the courier to retrieve it.

#### Task 5: Check list of ready for pick-up items.

Scenario: You have marked Marie's order as ready for pickup and want to confirm the list of items that the courier will pick up.

#### Task 6: Check courier arrival time.

Scenario: You want to know when the courier will be arriving to pick up all the prepared orders.

### Objective 2: Inventory Management

#### Task 1: Add a new product.

Scenario: You still need to finish adding a couple of products to your inventory and want to add a new item to your store, called 'Rectangle Chain Ring'.

#### Task 2: Edit product details.

Scenario: You have recently changed the price in a couple of products and the information needs to be updated. Change price from the product, 'Squish Ring' from \$145 to \$135.

#### Task 3: Make a product unavailable.

Scenario: After fulfilling an order you have realized that one of your products is out of stock. Update the information by making the 'Half Dome Ring' unavailable.

# User Testing Plan

## OBJECTIVES, TASKS & SCENARIOS

### Objective 3: Past Orders

#### Task 1: Check a past order's details.

Scenario: You've received an order from John today. You recall that he actually ordered from your store two days ago and you want to remember what items he ordered. Check John's past order details from January 21.

#### Task 2: Use the search bar to find a past order.

Scenario: A customer calls the store saying that their order from a couple weeks ago is missing an item out of the 2 they ordered. They give you their name, Isaac, and order number, FF25K. Use the search bar to find Isaac's past order.

### Objective 4: Promotion's Management

#### Task 1: Create a new promotion.

Scenario: You have been adding a lot of new products to your Béo store, so you want to discount your older products that haven't sold yet. Create a promotion with the 'Squish Ring', 'Curb Chain', and 'Half Dome Ring'.

#### Task 2: Edit existing promotion details.

Scenario: Products from a promotion you created some time ago haven't completely sold, so you decide to discount the products even more. Edit the discount percentage from the New Year's promotion from %15 to %20.

#### Task 3: Delete a promotion.

Scenario: The products from your New Year's promotion have sold out. Delete the New Year promotion.

### Objective 5: Sales Analytics Insights

#### Task 1: Check your daily sales analytics.

Scenario: You have been running a store on Béo for a year now. You want to get more information about your store's past sales to be able to project future revenues. Check your daily sales trends.

#### Task 2: Find popular items by tag.

Scenario: You want to see what your daily sales were for this day last week to be able to compare their sales. Find the item tags that are the most popular.

#### Task 3: Check your yearly sales analytics.

Scenario: You want to view your monthly sales trends to see how your sales are doing over a longer period of time. View your yearly sales trends.

### Interview Questions

Would you use the Beo app? Why?

What did you like about the app?

What other features do you think could be included in order to help you run your business?

Did you like the look of the app?

What was the most difficult scenario for you to perform?

How do you think the app could be improved?

Is there anything else you would like to mention?

PHASE THREE

# User Testing Report

# Fulfilling Orders

## TASK 1

Check an incoming order

4 out of 4 participants **completed the task without any issues**



# Fulfilling Orders

## TASK 2

Confirm an order

4 out of 4 participants **completed the task without any issues**



# Fulfilling Orders

## TASK 3

### Check a customer's profile

2 out of 4 participants **could not access the customer profile**

- Participant 1 tapped the correct area, but could not complete scenario due to **prototype error**.
- Participant 2 **could not find the customer profile initially** and explored other tabs before completing the task.
- Participant 3 completed the task without any issues.
- Participant 4 **went into Past Orders to find the customer's profile**. A **prototyping error** brought up the profile here.



# Fulfilling Orders

## TASK 4

Confirm order is ready for pick-up

4 out of 4 participants **completed the scenario with no issues**



# Fulfilling Orders

## TASK 5

Check ready for pick-up orders

4 out of 4 participants **completed the scenario with no issues**



# Fulfilling Orders

## TASK 6

### Check courier arrival time

3 out of 4 participants **could not find the courier arrival time**

- Participant 1 **navigated to various other tabs in the app** and could not find the arrival time
- Participant 2 **navigated to various other tabs in the app** and could not find the arrival time
- Participant 3 **navigated to various other tabs in the app** and could not find the arrival time
- Participant 4 went into the completed order to find the arrival time. They eventually found it at the top of the dashboard.



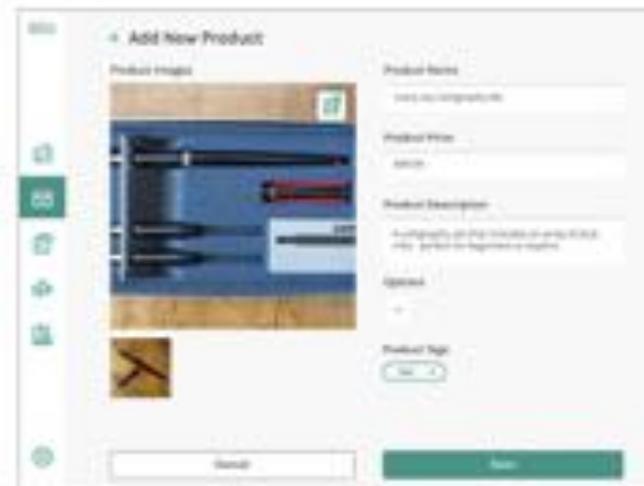
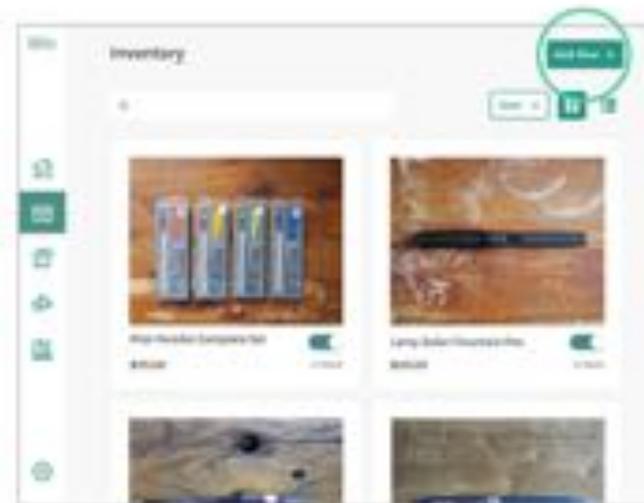
# Inventory Management

## TASK 1

### Add a new product

4 out of 4 participants **completed the task successfully**

- Participant 2 was confused at the feedback of the textbox of our prototype
- Participant 4 initially misunderstood the scenario and could not complete task. No issues once scenario was repeated.





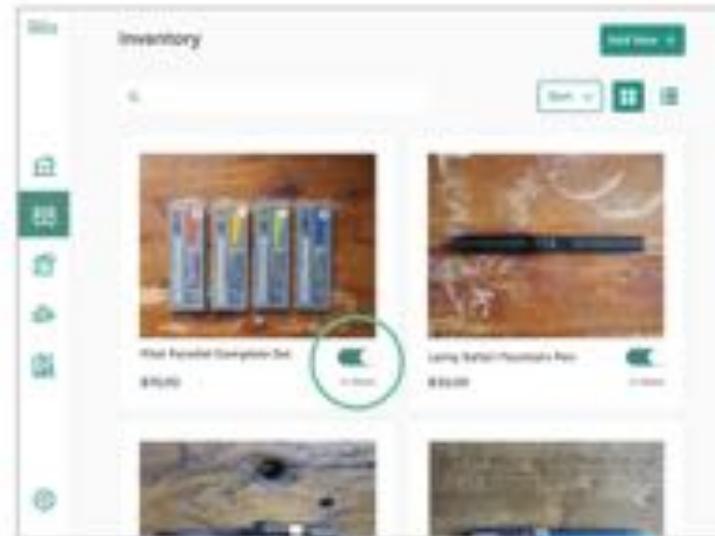
# Inventory Management

## TASK 3

### Make a product unavailable

4 out of 4 participants **completed the task with some issues.**

- Participant 1 **tapped into the product details in order** to make it unavailable. After completing the task, they weren't sure if the changes were saved.
- Participant 3 **tapped into the product details at first.** Completed the task successfully.
- Participant 4 **wanted to tap into the product details at first.** Completed the task successfully.



# Past Orders

## TASK 1

Check a past order's details

4 out of 4 participants **completed the task with no issues.**

Order ID	Customer	Product	Quantity	Total
123456	John D.	Product A	2 Units	\$200
123457	John D.	Product B	3 Units	\$300
123458	John D.	Product C	1 Unit	\$100
123459	John D.	Product D	4 Units	\$400

Order ID	Customer	Product	Quantity	Total
123456	John D.	Product A	2 Units	\$200
123457	John D.	Product B	3 Units	\$300
123458	John D.	Product C	1 Unit	\$100
123459	John D.	Product D	4 Units	\$400

Product	Quantity	Total
Product A	2	\$200
Product B	3	\$300
Product C	1	\$100
Product D	4	\$400
<b>Total</b>	<b>10</b>	<b>\$1000</b>

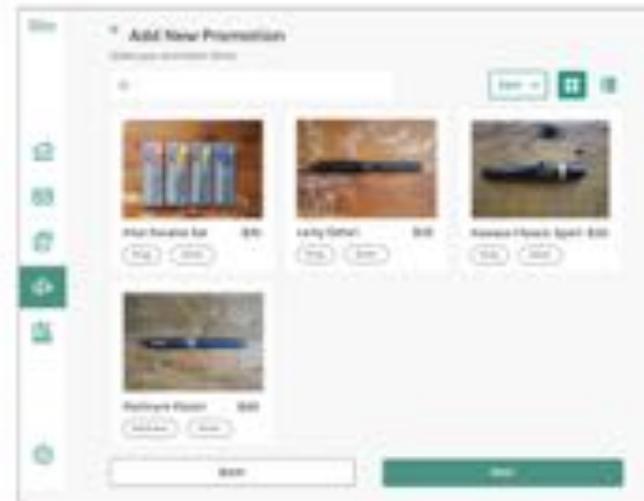
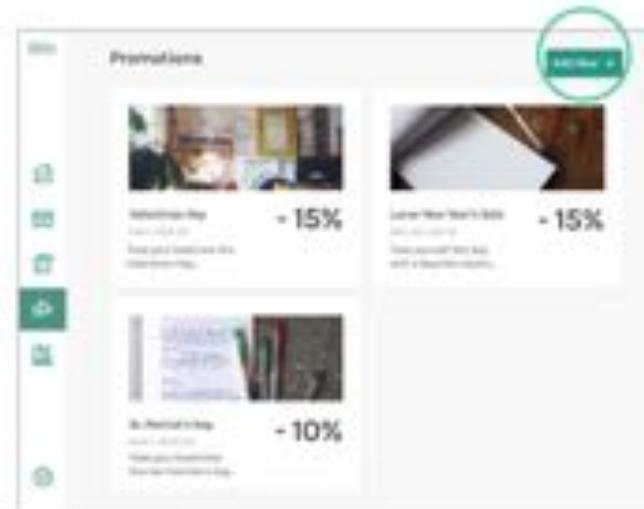
# Promotions & Sales

## TASK 1

### Create a new promotion

4 out of 4 participants **completed the task with some issues.**

- Participant 1 was unclear about the role of the Promotions feature.
- Participant 3 **went to the inventory tab first** but eventually found the Promotions tab and successfully completed the task.
- Participant 3 **went to the inventory tab first** but eventually found the Promotions tab. They were confused by the product selection page but were able to move on.

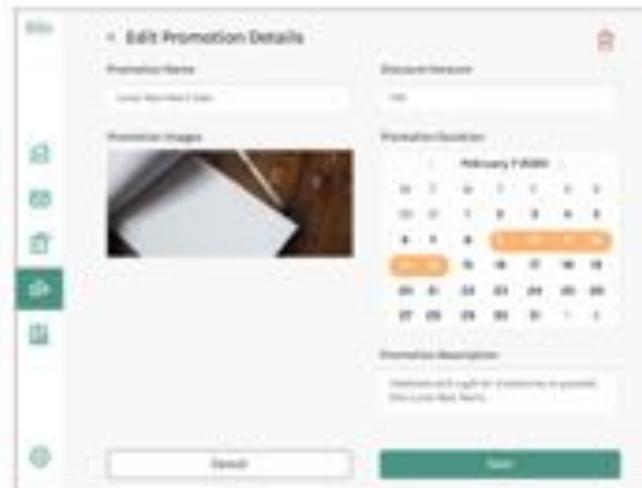
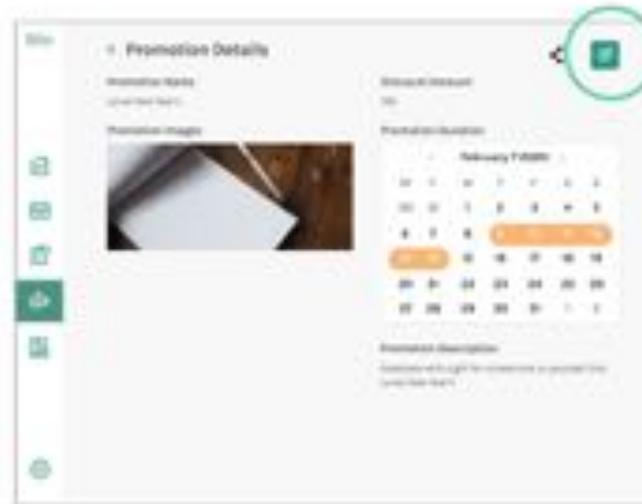


# Promotions & Sales

## TASK 2

Edit an existing promotion

4 out of 4 participants **completed**  
the task with no issues.

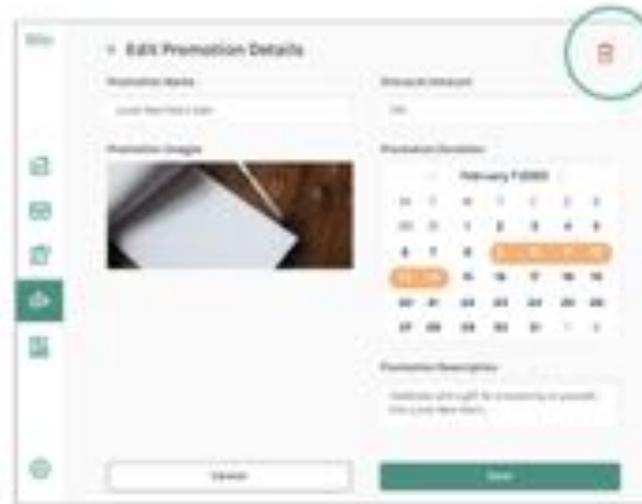


# Promotions & Sales

## TASK 3

Delete an existing promotion

4 out of 4 participants **completed the task with no issues.**



# Analytics

## TASK 1

### Find popular item tags

3 out of 4 participants **completed the task with some issues.**

- Participant 1 unable to complete the task because of a **scenario miscommunication.**
- Participant 3 **was confused by the scenario,** but could complete the task.
- Participant 4 **was confused by the scenario,** but could complete the task.



# Analytics

## TASK 2

Check daily sales analytics

4 out of 4 participants **completed the task with no issues.**



# Analytics

## TASK 3

Check monthly sales analytics

4 out of 4 participants **completed the task with no issues.**



# User Testing Reflection

## TESTING PROCEDURE

### How Things Went

Overall, the user tests went very well. As we were interviewing store owners, we were able to get extremely valuable feedback on how to refine the structure of the app to better suit their business needs. We interviewed four business owners and managers over three days - each at their place of business.

### What Occurred During Testing

We experienced a few difficulties in our user testing sessions, including needing to remind users many times to think out loud, didn't feel that issues with the app or prototype were their fault, or had issues understanding the concept of our app.

### Expectations

The participants responded well to our app, found it mostly easy to navigate through, and were able to offer us helpful insights.

### Challenges and Surprises

As we were meeting business owners at their store, they were not always willing to share their Wi-Fi passwords. This was a challenge to adapt to at the last minute as our Figma prototype needed Wi-Fi to function. Additionally, the technology took longer to set up than we had expected - around 15 to 60 minutes.

As well, most of the participants reported that they wished the prototype was more built out for them so they could explore more and get a more accurate sense of the app experience.

# User Testing Reflection

## REFLECTIONS

### How did you find the user testing process?

The entire process of user testing was extremely helpful to our development as UX designers and provide a foundation for future research efforts. While the user testing process did not go perfectly, it was a relatively low-stakes experience that helped us familiarize ourselves with current user testing methods.

### What have you learned during the process?

User research is essential to the development of a viable, successful product because it allows you to clearly identify the user's needs and design for those needs. Both the user interviews and user tests provided us with invaluable feedback that has become core features of our product.

### Would you change anything next time?

We would prototype the app more, arrive earlier to set up the recording technology at the stores, and reword our scenarios to make them easier to understand for participants.

As well, participants had difficulties understanding the fundamental concept and business model behind our app - which led to confusion during performing tasks and criticism about the overall app UX and UI.

PHASE THREE

# Proposed Changes

Feature	User Experience (UX)	User Interface (UI)
<b>Receiving &amp; Viewing Orders</b>	Very clear and easy to understand for all participants. No major changes are needed.	No major changes will be made to this feature.
<b>Edit Completed Order</b>	This was not available as an option in the user testing prototype.	We will be adding in a small icon which would allow you to edit the status of an order under the 'Ready for pick-up' tab.
<b>Business Profile</b>	Larger businesses felt that a business profile and manager profile was essential to maintain security and data privacy - particularly in editing prices of items or promotions and the sales analytics. Add in different layers of security for the profile's of different users within the business.	Adding a pop-up for changing prices on the item's details or promotions details to prompt users to input a password could help make the app more secure.
<b>Inventory</b>	Participants kept wanting to edit the item's availability by going into an item's details. It is too easy to make an item unavailable.	An icon should be added to the individual item cards to show which items are already on a promotion. As well, the item card should show the original price as well as the new discounted price. Additionally, the option to make a product unavailable will be nested inside the product details page to make it less easy to access.
<b>Past Orders</b>	The user flow in this page is extremely clear and straightforward. No participants had issues navigating to the different elements on the page.	A more robust prototype with access to more past order's details from users could be helpful for participants.

Feature	User Experience (UX)	User Interface (UI)
<b>Courier Estimated Time Tracking</b>	Most of the participants were not able to identify where the courier arrival time is located. It is either not located in the right place or doesn't have the right typographic treatment to make it clearly visible. However, it is possible that our scenario evaluating this feature was unclear and confused participants.	The time needs to be highlighted more in the UI or added to each order's details.
<b>Analytics</b>	Certain businesses would not want this information to be publicly available to the employees and should be just visible to managers or high ups.	No major changes will be made to this feature. The UI is overall clear, readable, and understandable to participants.
<b>Customer Profile</b>	Most participants were able to find and use this feature - albeit with some difficulty.	No major changes will be made to this feature.
<b>Promotions</b>	Participants mentioned that they'd like to see which items are in a promotion in the product details page as well.	Some UI elements were unclear to participants. There needs to be an icon on products in the inventory list to indicate which have a promotion currently applied to them.

PHASE THREE

# User Testing Analysis

# Analysis

The user testing experience was very insightful, largely through providing data to validate and challenge some of the features we designed for the Bèo app. Our participants provided us with a lot of information and were able to perform the ‘think out loud’ method with ease.

By interviewing business owners, we were able to better understand their needs and way of thinking when performing daily routines in their establishments. Through the tests, the subjects expressed on different occasions how the features of the app would affect the tasks a business requires. These helped us to understand better the experience of running a store and the responsibilities they need to manage. Some of the participants mentioned they would like to have different levels of security within the app. Particularly, they want to restrict some of the features so that regular employees wouldn’t have access to things such as sales analytics, the ability to change products’ prices, or create new promotions. This feedback presented a possible addition to the app that will be considered and possibly developed.

The biggest challenge that we experienced was to recreate the necessary equipment to record and retrieve all the data. The majority of our participants where business owners weren’t able to come to the user testing lab. For this reason, we had to bring similar tools to recreate the set to record. Another problem we encountered was with the Figma prototype. It was a little slow and not always perfectly responsive, so it made participants become a little impatient and tap repeatedly or in some cases believe it was the wrong button - which led them to search for different solutions.

Overall, the testing experience was very successful. We were able to answer most of our big questions as well as test the effectiveness of many design decisions across the app. The results provided as with a lot of constructive criticism as well as confidence when many participants expressed they would possibly buy the Bèo app if it was in the market. On the other hand, it was a great learning experience for the Bèo group to be able to conduct user testing with our own product and being part of this process.

PHASE FOUR

# Style Guide

# Logotype

## PROPER USE

**Béo** + 

The logo combines the name of the app with a leaf - replacing the accent over the 'e' with a more natural, leaf-like shape.

---

*Béo*

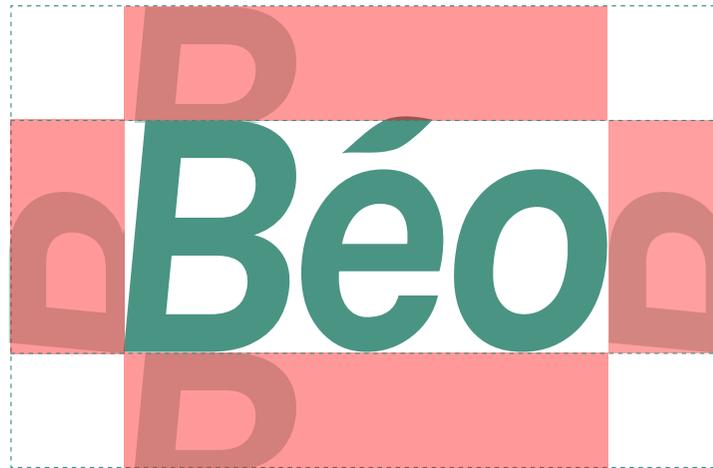
**Béo**

**Béo**

# Logotype

## LOGO SAFETY APPLICATION ZONE

The spacing for the logo is based off of the top half of the uppercase letter "B". There should be at least one unit of this spacing on the left, right, top and bottom side of the logo.



# Logotype

## IMPROPER USE

The word "Béo" is written in a bold, rounded font, colored in a bright orange.

Do not use non-brand colours.

The word "Béo" is written in a bold, rounded font, colored in a teal color, with a soft grey drop shadow underneath.

Do not add shadow.

The word "Béo" is written in a bold, rounded font, colored with a horizontal gradient from light blue to teal.

Do not use gradients.

The word "Béo" is written in a bold, rounded font, colored in a teal color, with significantly wider spacing between the letters.

Do not change letter spacing.

The word "Béo" is written in a bold, rounded font, colored in a teal color, and is tilted at an angle.

Do not rotate or distort logo.

The word "BÉO" is written in a bold, rounded font, colored in a teal color, with all caps and a different proportion than the original logo.

Do not change the proportions of the objects.

The word "Béo" is written in a bold, rounded font, colored in a teal color, with a white outline around each letter.

Do not outline.

The word "Béo" is written in a bold, rounded font, colored in a teal color, with the 'é' character being noticeably smaller than the other letters.

Do not resize elements.

# Iconography

## IN-USE

### Nav Icons (Selected)

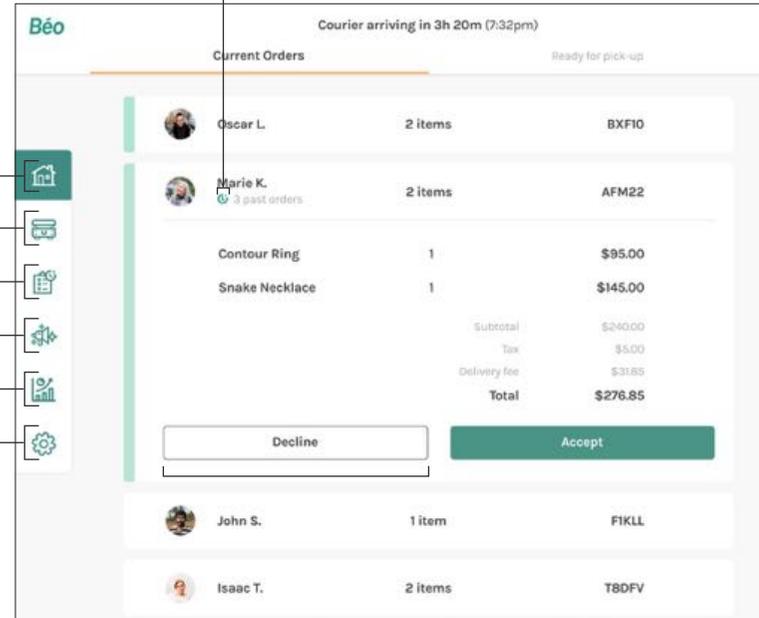
Color White #FFFFFF  
Width and Height 32px

### Nav Icons (Unselected)

Color Green #4A9484  
Width and Height 32px

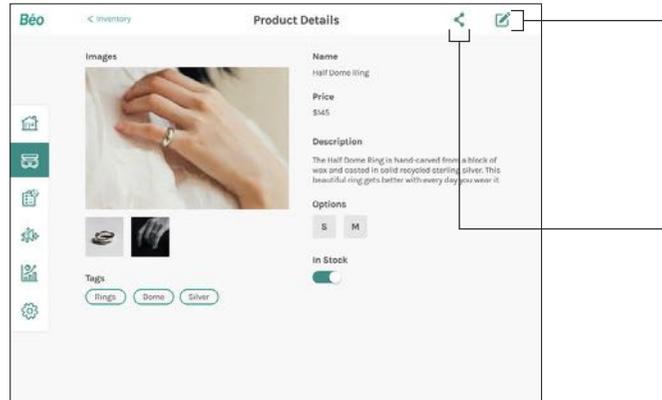
### Past Order Icon

Color Green #249684  
Width and Height 15px



# Iconography

## IN-USE

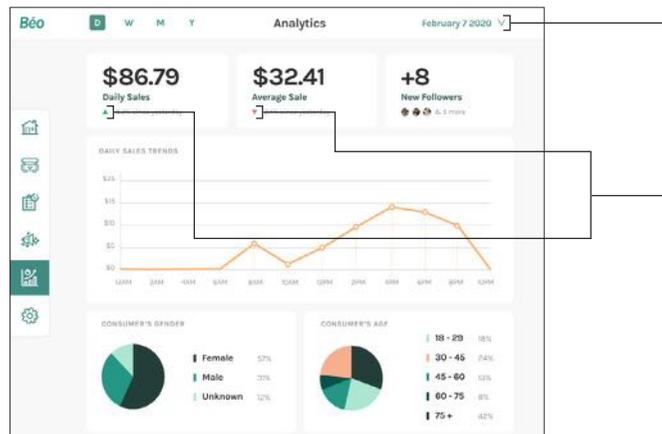


### Edit Icon

Color Green #4A9484  
Width 19px, Height 27px

### Share Icon

Color Green #4A9484  
Width 29px, Height 28px



### Arrow Icon

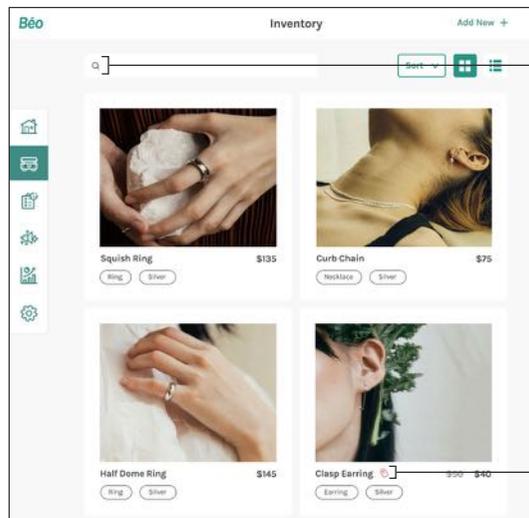
Color: Green #4A9484  
Width 12px, Height 10px

### Up/Down Icons

Color Green #1CBE54 & Red #D07474  
Width and Height 10px

# Iconography

## IN-USE



### Search Icon

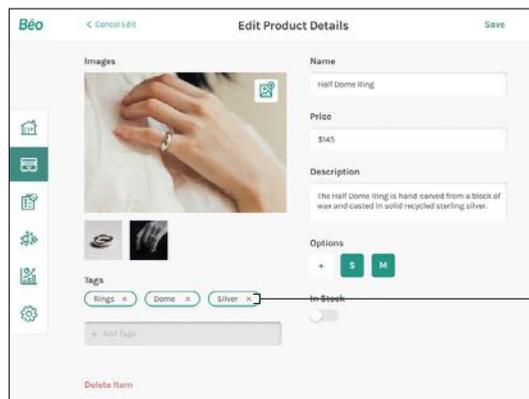
Color Grey #444444

Width and Height 15px

### On Sale Item Icon

Color Red #D07474

Width 12px, Height 17px



### 'X' Icon

Color Red #D07474

Width and Height 9px

# Iconography

## IN-USE

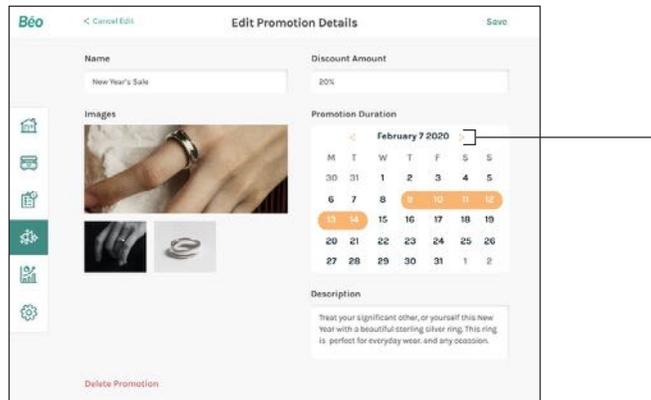


### Settings Icons

Color Green #0C8E84  
Width 35px

### Long Arrow Icon

Color Orange #FAB573  
Width 25px, Height 15px

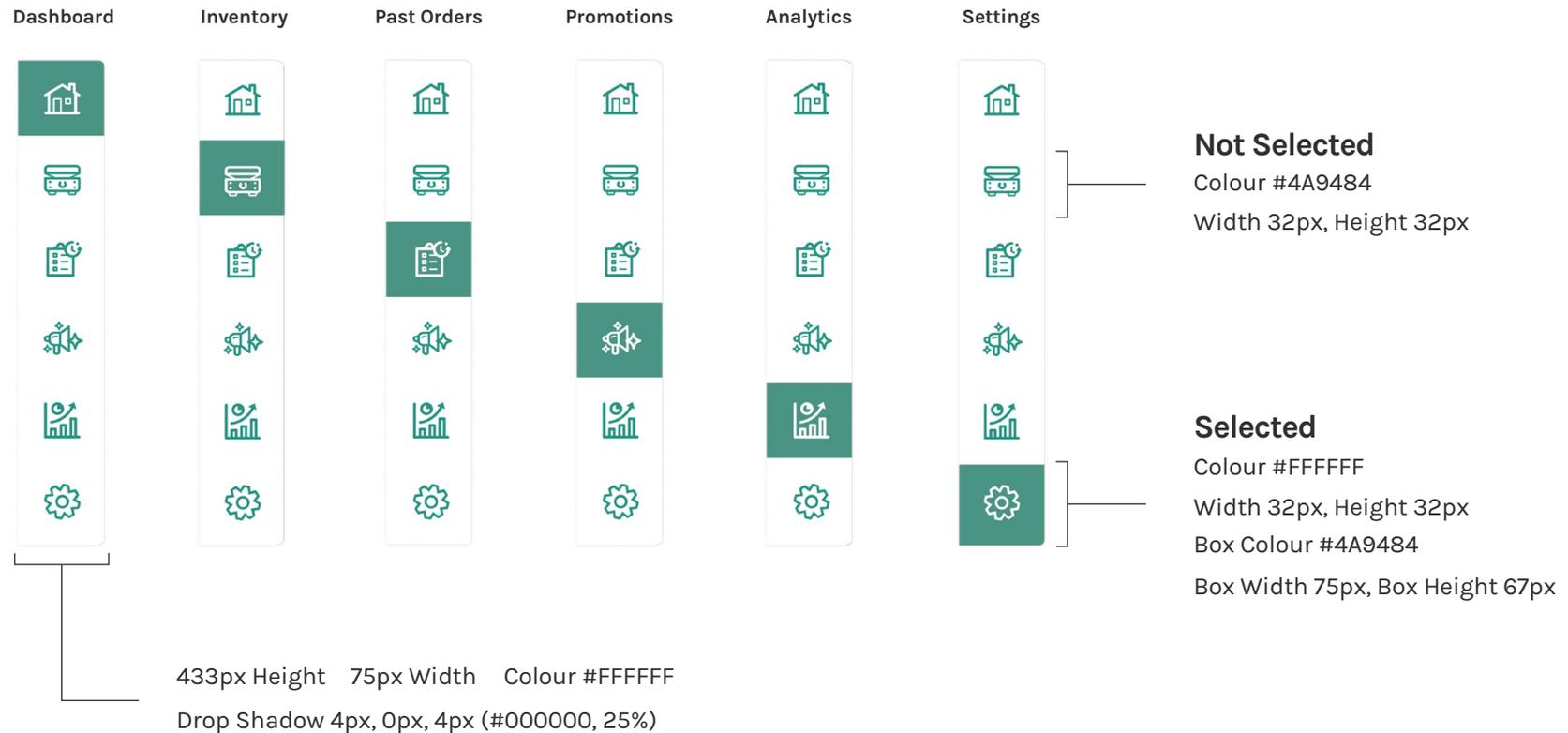


### Short Arrow Icons

Color Orange #FAB573  
Width 9px, Height 12px

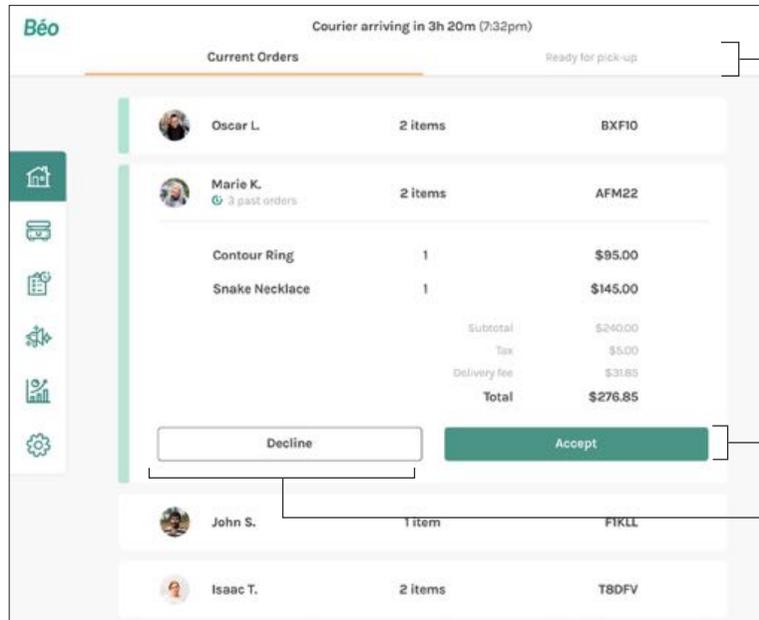
# Iconography

## NAVIGATION



# Buttons

## LARGE BUTTONS



433px Height 75px Width

Colour #FFFFFF, Text Colour #444444 & #AAAAAA  
Bottom Border; None or 3px, Orange #FAB573

45px Height 354px Width

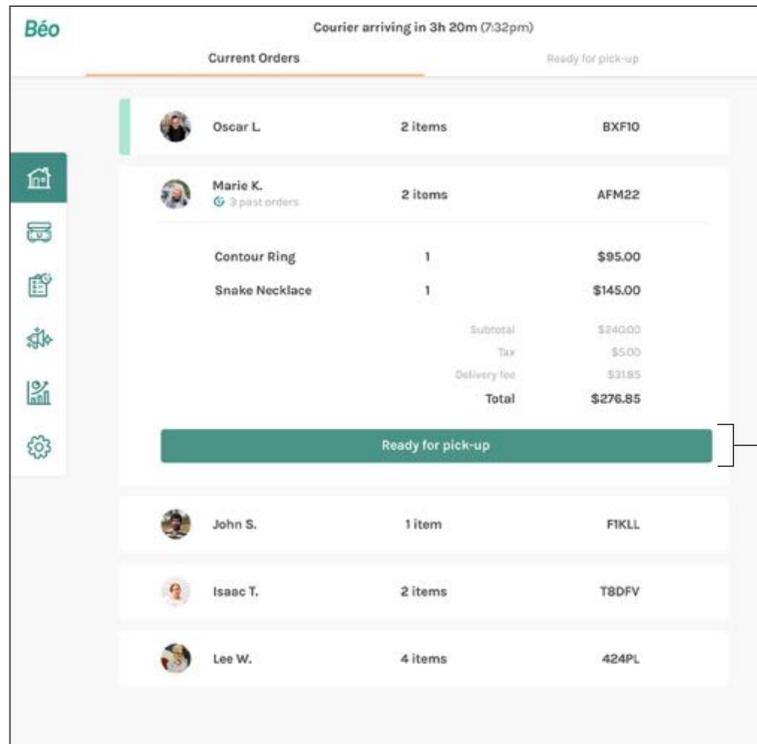
Colour #249684, Text Colour #FFFFFF  
Drop Shadow 4px, 0px, 4px (#000000, 25%)  
Round Corners, 5px

45px Height 354px Width

Colour #FFFFFF, Text Colour #444444  
Drop Shadow 4px, 0px, 4px (#000000, 25%)  
Round Corners, 5px. Stroke, 2px, Grey #444444

# Buttons

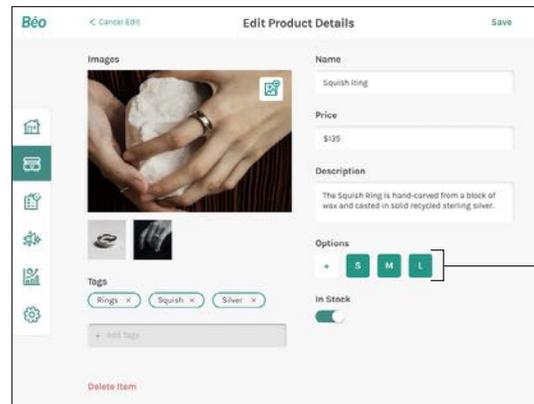
## LARGE BUTTONS



45px Height 740px Width  
Colour #249684, Text Colour #FFFFFF  
Drop Shadow 4px, 0px, 4px (#000000, 25%)  
Round Corners, 5px

# Buttons

## MEDIUM BUTTONS



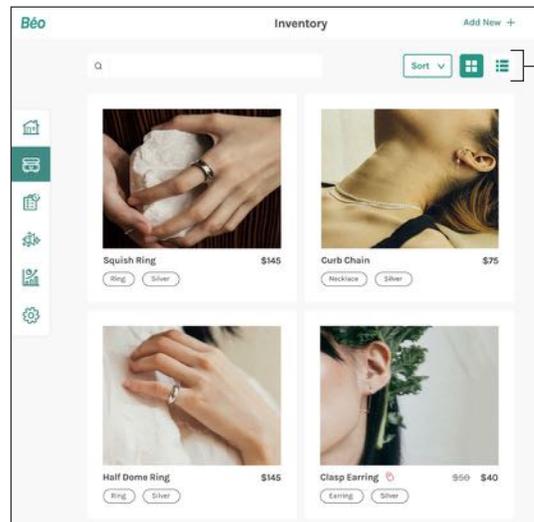
### Selected

45px Height, 45px Width

Colour #249684, Text Colour #FFFFFF

Drop Shadow 4px, 0px, 4px (#000000, 25%)

Round Corner, 5px



### Not Selected

45px Height, 45px Width

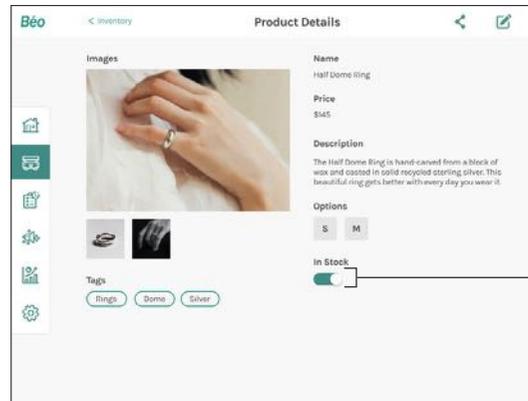
Colour #FFFFFF, Text Colour #249684

Drop Shadow 4px, 0px, 4px (#000000, 25%)

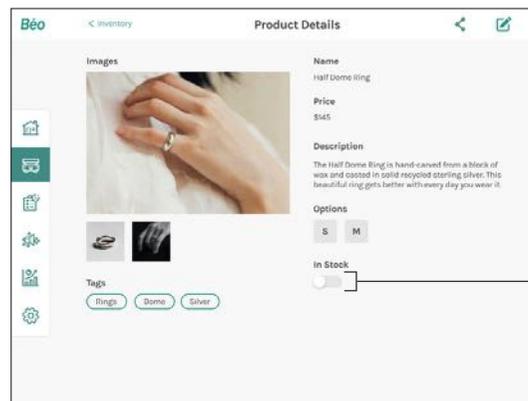
Round Corner, 5px

# Buttons

## SMALL BUTTONS



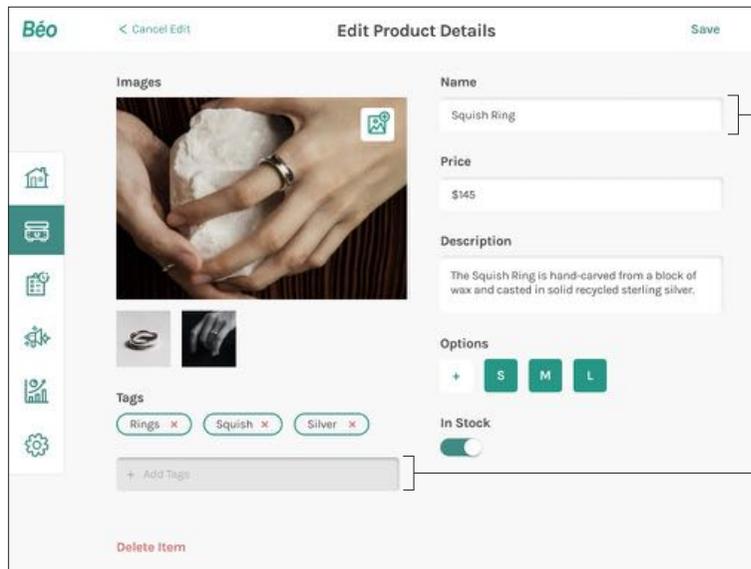
24px Height, 55px Width  
Colour #408C84 & #FFFFFF  
Drop Shadow 4px, 0px, 4px  
(#000000, 25%)



24px Height, 55px Width  
Colour #E5E5E5 & #FFFFFF  
Drop Shadow 4px, 0px, 4px  
(#000000, 25%)

# Text Boxes

## IN-USE



45px Height, Width Varies

Colour #FFFFFFF

Inner Glow: 1.2px Stroke with Drop Shadow  
(8px, 0px, 4px, #000000, 100%)

Round Corners, 5px

45px Height, Width Varies

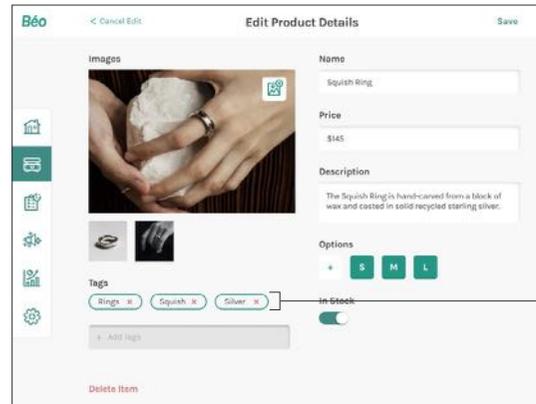
Colour #E5E5E5

Inner Glow: 1.2px Stroke with Drop Shadow  
(8px, 0px, 4px, #000000, 100%)

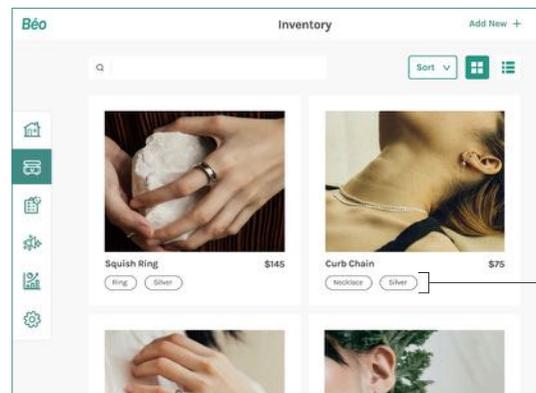
Round Corners, 5px

# Text Boxes

## IN-USE



30px Height, Width Varies  
Stroke 2px, Inside, Colour #249684  
Round Corners, 15px

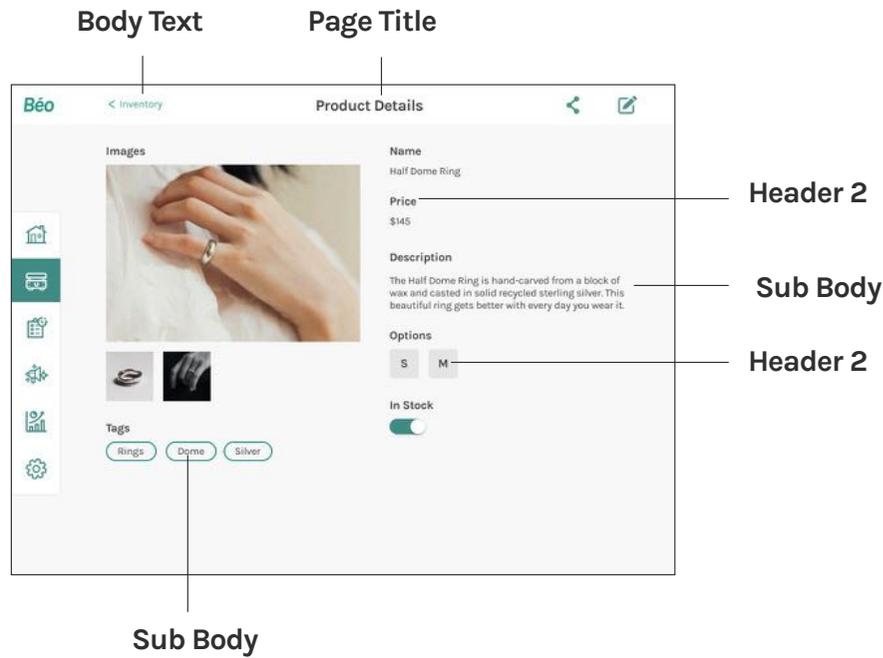


30px Height, Width Varies  
Stroke 1px, Inside, Colour #454545  
Round Corners, 15px



# Typography

## IN-USE



## Page Title

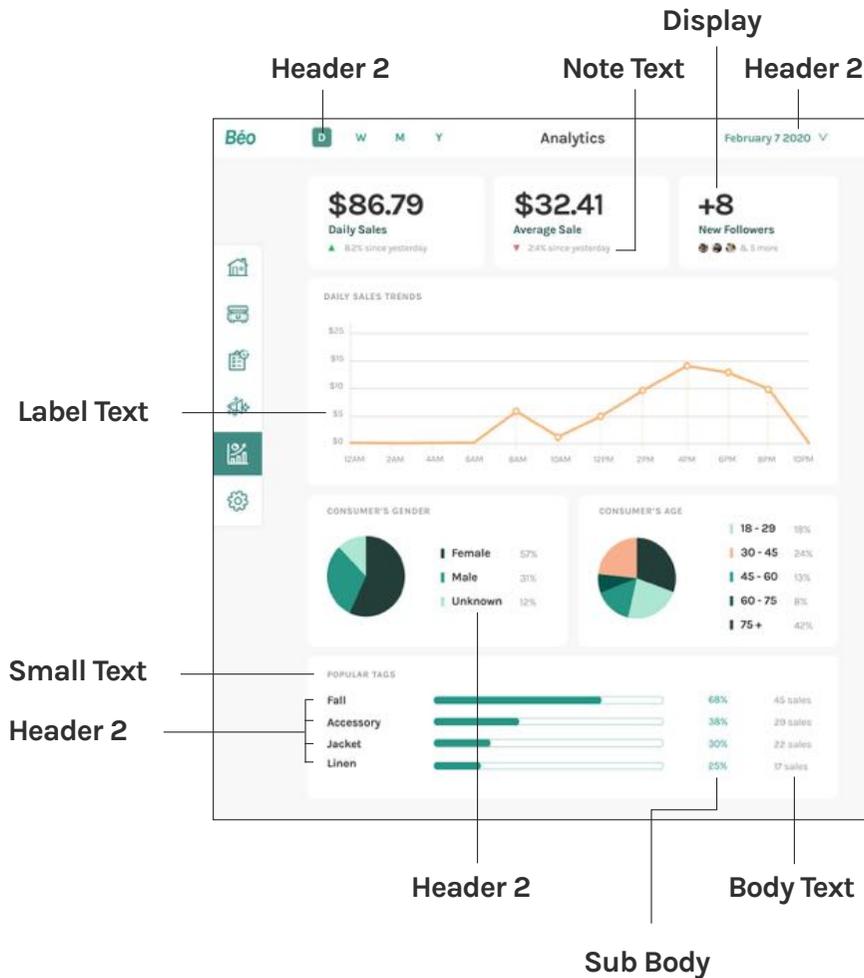
Karla Bold  
Grey #444444  
24pt on Auto  
-3% Letter Spacing

## Sub Body

Karla Regular  
Grey #AAAAAA  
16pt on 19pt  
-2% Letter Spacing

# Typography

## IN-USE



# Display

Karla Bold  
Grey #444444  
48pt on Auto  
-3% Letter Spacing

## SMALL TEXT

Karla Bold  
Grey #AAAAAA  
14pt on 18pt  
+5% Letter Spacing

## Label

Karla Regular  
Grey #444444  
14pt on 17pt  
-2% Letter Spacing

# Typography

## IN-USE

Header 2

Header 2

Header 2

Label Text

Small Text

Note Text

Body Text

Display

Date	Item	Quantity	Price
FEB 1, 2020	Chain Ring	1	\$35.00
FEB 1, 2020	Dome Ring	1	\$95.00
JAN 23, 2020	Round About Ring	3	\$75.00
JAN 23, 2020	Squish Ring	1	\$145.00

### Note

Karla Regular  
Grey #444444  
14pt on 19pt  
-2% Letter Spacing

# Typography

## HIERARCHY

### Display

Karla Bold  
Grey #444444  
48pt on Auto  
-3% Letter Spacing

### Page Title

Karla Bold  
Grey #444444  
24pt on Auto  
-3% Letter Spacing

### Header 2

Karla Bold  
Grey #444444  
18pt on 22pt  
-2% Letter Spacing

### Body

Karla Regular  
Grey #444444  
16pt on 22pt  
-2% Letter Spacing

### Sub Body

Karla Regular  
Grey #AAAAAA  
16pt on 19pt  
-2% Letter Spacing

### Label

Karla Regular  
Grey #444444  
14pt on 17pt  
-2% Letter Spacing

### SMALL TEXT

Karla Bold  
Grey #AAAAAA  
14pt on 18pt  
+5% Letter Spacing

### Note

Karla Regular  
Grey #444444  
14pt on 19pt  
-2% Letter Spacing

# Typography

## TYPE FAMILY

# Karla

Karla is an extremely versatile, sophisticated sans-serif that feels both approachable but classy. It is highly legible at a variety of different sizes, so we were able to use it in 14pt for our label text or at 48pt for our display text. Karla is a wide font, so we chose to reduce the letter spacing by 2-4% in each other of our text styles to balance this out.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

( # \$ & ! ? . , )

### Additional Notes

Flush left, rag right for all body copy.

Page titles and button text is set centered.

Any text set on top of a Green, Dark Green, or Teal background needs to be White in colour.

\*This indicates which fonts in this family were used for the app.

Karla\*

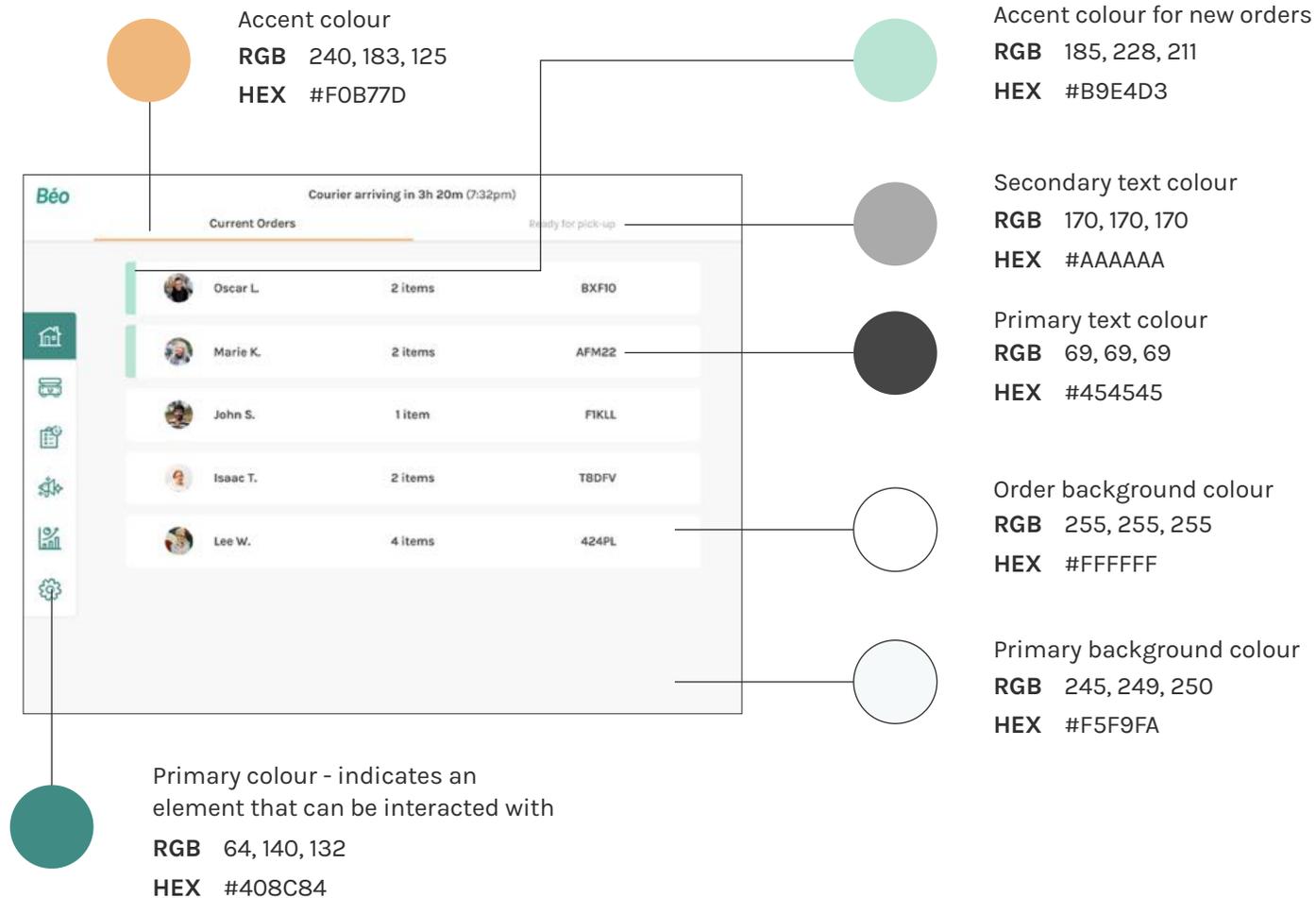
*Karla*

Karla\*

*Karla*

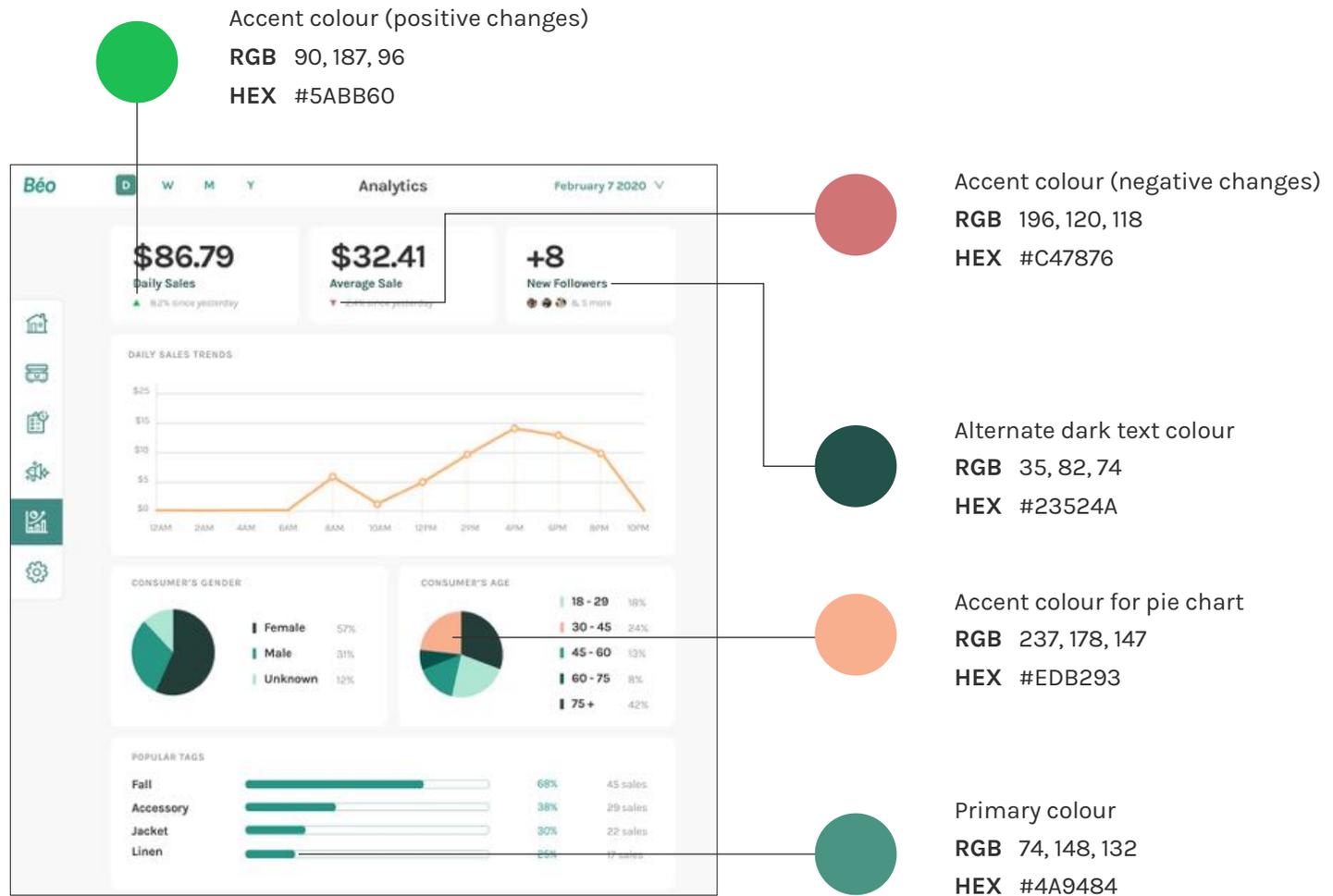
# Colours

## IN-USE



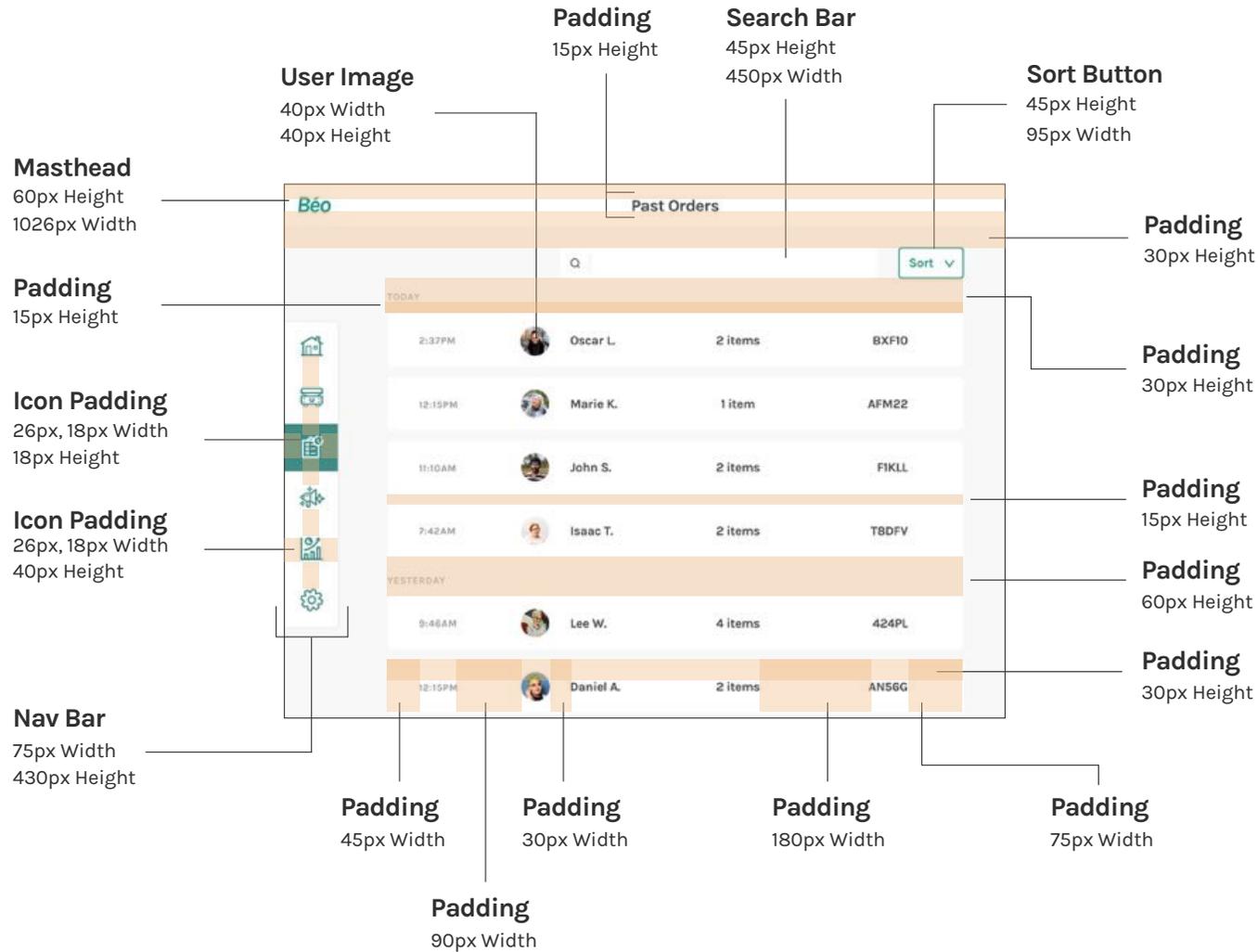
# Colours

## IN-USE



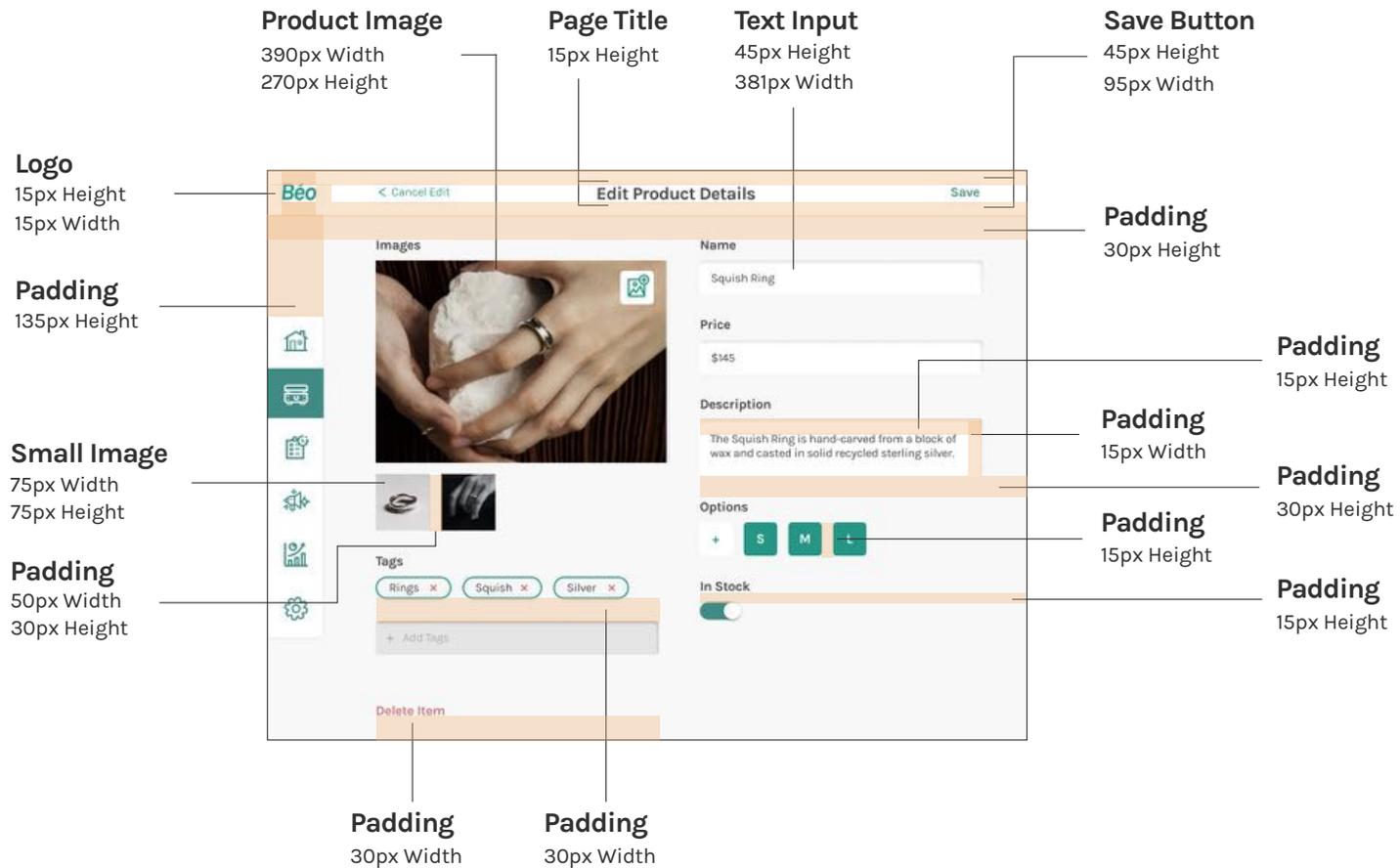
# Spacing

## ORDER LIST



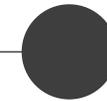
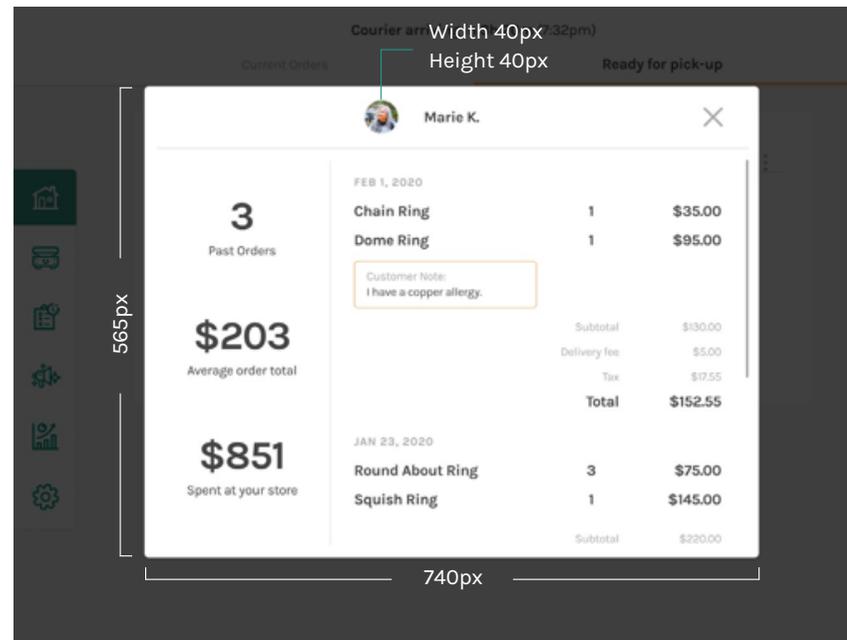
# Spacing

## DETAILS PAGE



# Layout

## CUSTOMER PROFILE SPACING



75% Black #000000 Overlay

# Interactions

## TOUCH CONTROLS



### TAP

Tapping is used for Navigation, Buttons, and Expanding Orders.

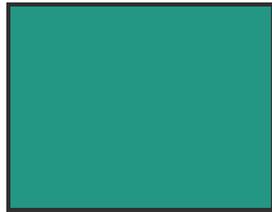


### SCROLL

Scrolling is used to explore pages - particularly Order and Item lists.

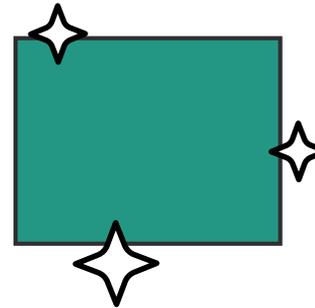
# Interactions

## SCREEN DYNAMICS



### INSTANT

Navigation between all pages  
is instant.



### FADE IN

All content fades in while slightly  
translating upwards.

## APPENDICES

# Interview Response Data

### 1 - What type of business do you own?

Three of the four business owners interviewed had brick-and-mortar stores while the other business only had an e-commerce store. Half of the interviewees are clothing retail stores.

- A. Jewelry Maker (Sole Proprietor)
- B. Housing Goods Retail Store
- C. Imported European Women's Accessories and Clothing Retail Store
- D. European designers' boutique for middle age women

### 2 - Do you have any employees? If so, how many?

- A. No
- B. Yes, 8 employees.
- C. No. Store is run by the 2 co-owners.
- D. Yes, 11 in all the locations

### 3 - How long have you been running your business for?

- A. 7 months
- B. 20 years.
- C. 5 years.
- D. 12 years

### 4 - Where are you when you operate your business?

- A. Home, Coworking space.
- B. In the back office or on the store floor.
- C. Everywhere. Only 1 owner is on shift at any given time, so I am doing every aspect of running my business.
- D. Mainly in the Toronto store, however we visit other locations from time to time.

## 5 - What do your day-to-day businesses operations look like?

Four out of four interviewees described having to perform a wide variety of tasks during an average day in their store. Three of the interviewees would even describe themselves as doing everything in their business. Two of the interviewees described also occasionally having to move to other locations outside of their business to complete tasks.

- A. I don't have any set hours. I'll check if I've received any orders via email. I'll take the respective molds to my silversmith, who smelts and sizes my jewelry, then I'll go home and finish the design, polish and finalize the piece. Then I'll either arrange a meet up with the customer or ship it out. Sometimes working on pop-ups, sometimes working on content for blog, every day is different.
- B. 4 employees are on the floor, typically, and 100-200 people come through the store in a given day. I am usually answering emails, unpacking and merchandising products, monitoring the floor, assisting staff on the floor, everything.
- C. I am opening the store, cleaning all areas, answering emails, merchandising and unpacking new orders and stock, and researching and ordering new stock for the future, pretty much everything.
- D. We are mainly on the floor managing sales, we work 10am to 6pm everyday and perform different tasks, a bit of everything.

Expenses   Multitasking   Loyalty   Unique items   Business assumptions   Social media adds   Device use

## 6 - What solutions do you use for your business' general operation? If there are any digital ones, what platform (i.e. tablet, phone, computer)?

Three out of four interviewees used computers for their general operations. Two of the interviewees mentioned using pen and paper to manually write down their orders while one of the interviewees reported they dedicated their computer to being a point-of-sale (POS) system. Half of the interviewees reported incorporating their smartphone into their business operations.

- A. Shopify, Etsy, & Instagram (DM's) for orders. I get an email in my Gmail account if I have an order from Shopify or Etsy. Gets the notification for the email on her phone but prefers opening it on a computer (wider screen). I write down all orders on a piece of paper. I use Mailchimp to keep a mailing list. At pop-up events, I use a Square reader in my phone to process card payments. I prefer Square over Shopify's processing system because the fees are lower.
- B. Custom POS system and dedicated terminal and computer.
- C. Tablet (POS system), mobile phone (for taking images of products and making phone calls), and laptop (for everything else)
- D. We manage all our operations manually including; the inventory, the financial statements, and all of our other documentation. It is cheaper for us and we don't find a need to incorporate any technology into our business.

Expenses   Multitasking   Loyalty   Unique items   Business assumptions   Social media adds   Device use

## 7 - What are the challenges you face in running your business?

Two of the business owners mentioned the expenses being the most challenging aspect of their business. One of the interviewees reported that their biggest challenge is forecasting and ordering the merchandise her clients will enjoy.

- A. 1. Discipline - Don't have anyone telling me what to do or any deadlines, have to be self-starter 2. Time management and prioritization. Blog post? Upcoming Valentine's Day special? New designs? What should I work on first? 3. Being resourceful - trying to keep expenses low. For a pop-up once, it was mandatory to have price labels but I didn't want to pay. I went to Muji where they had a sample label maker on display and used that to make all my labels. I make all my packaging to keep costs low.
- B. Rent, taxes, and labour costs
- C. I have lots of challenges in running my business.
- D. Our biggest challenge is to have the right merchandise for every season, we need to order our products 6 months in advance, therefore we need a lot of preparation in advance.

Expenses   Multitasking   Loyalty   Unique items   Business assumptions   Social media adds   Device use

## 8 - Do you have a specific type of customer you target? What is your average customer looking for?

Three of the interviewed businesses described targeting a specific age range of customers. Two of those interviewees reported that they targeted their marketing to a specific gender. Two of the four interviewees also mentioned targeting customers who value high quality goods.

- A. I imagine them to be creative, or aspiring to be creative, rebellious, introspective, searching and willing to pay for quality, can appreciate the thought and work in the designs. My brand targets a specific customer story. I think my customers (don't like to even call them customers) are looking for something that will last and fit correctly.
- B. The average customer is from aged between 18 - 75 and we are going for a really broad market - though the main customers are between the ages of 30 - 50.
- C. We target mature women, those specifically those who enjoy imported fashions and the experience of shopping in a store.
- D. We mostly target middle age women, though especially those who are looking for unique good quality products.

## 9 - What strategies do you use to increase sales?

Four of the four interviewees stated that they post promotional content on social media accounts - including Facebook and Instagram - to increase sales. However, only one of the four interviewees used the targeted advertising feature on those platforms.

- A. Product tiers - lower cost/lower commitment jewelry to lower barrier to her brand. Occasional (e.g. Black Friday, Xmas) sales. **Content marketing - blog posts**, collabs with other artists, featuring each other on blogs. Influencer program - send jewelry to an influencer on Instagram who promotes + does giveaways. **Promotional content to her mailing list - newsletter about new designs**. I release new designs and check the sales analytics to see if it did well. If it does well, I continue, but if it doesn't, then I know for the future what doesn't work.
- B. We use in-store print promotions to increase sales, in addition to making **Instagram and Facebook posts** under our business accounts.
- C. **Instagram posts, static website with store information, and occasionally use Facebook posts**
- D. We use **social media posts on platforms like Facebook, Instagram**. As well, we have a **website and send emails to our customers, organize fashion shows, and host appreciation nights**. We also reach out to local newspapers/magazines for advertisement. We spend a small part of our budget for target advertisement.

Expenses   Multitasking   Loyalty   Unique items   Business assumptions   Social media adds   Device use

## 10 - On average, how many products does your business sell per week? What are your business's top 3 products?

Two of the four businesses interviewed sold unique products and could not determine what their top selling products were. Half of the interviewees described their popular products in terms of their similar characteristics - such as 'linen', 'rings', 'containers'.

- A. Per month: 0-200. More sales if I'm doing a market or pop-up. Online orders, 20-30 previous month. Top 3 selling products: Round About Ring (\$25) by far, Contour Ring (\$145), Snake Necklace (\$90)
- B. We are uncertain how many products are sold per week. The best-selling products are food containers, water bottles, and kitchen and bath wares.
- C. We sell a small amount of products a week at a high margin. **Most of our products are unique**, so we don't necessarily have 'best-selling products'.
- D. **It is difficult to choose 3 products** but our summer materials, like cotton or linen are very popular is usually our best sales season, our customers care deeply about quality.

Expenses   Multitasking   Loyalty   Unique items   Business assumptions   Social media adds   Device use

## 11 - How do you get your products to your customer? If no delivery, why aren't you shipping your products currently? If yes delivery, why did you decide to offer online shipping? Any frustrations with the current process?

Three of the four interviewees do not have an e-commerce website or offer delivery to their customers. Most of the interviewees described their reasons for not offering e-commerce or delivery to be related to the initial expenses involved in starting an e-commerce store. Two of these interviewees expressed concern about potentially going through the process of uploading a product to an online store only to have it sell out in-store.

- A. Arrange to meet up with them (if they're not sketchy) and give their order to them directly. If they've paid for delivery, I package the item, print out the label from Shopify, and take it to Canada Post. Shopify will charge me \$10 for every label at the end of the month. If I'm at a pop-up, I bring more of the less expensive items because I know people do not go to a pop-up anticipating they will spend \$100+.
- B. No delivery for products and no ecommerce. I believe that e-commerce is way too expensive to be able to maintain and initiate, and it would be a large loss for my business for at least 5 years. Customers need to come into the store if they want a product.
- C. We like the experience of customers coming into the store where we can help and guide them. As well, we don't have ecommerce because we don't have enough room for the stock required to make such a thing happen. We also don't want to invest in uploading all of our images onto an e-commerce site because our products are usually unique from each other and it would involve a lot of upkeep.
- D. We only sell products in-store because we have a limited amount of products that are not geared towards mass production. In order to make delivery possible, we would need several of each product. Otherwise, it may have sold out before we received the order. We would also need an extra employee to check inventory and to update the e-commerce platform. Young people enjoy shopping online however my target market doesn't enjoy it as much. We also believe that shipping affects the environment in different ways and our business is proud of minimizing the waste as well as the materials used in our products. This is also important to our customers.

Expenses   Multitasking   Loyalty   Unique items   Business assumptions   Social media adds   Device use

## 12 - Is there anything else you would like to mention that might be useful we haven't touched on?

Two of the interviewees mentioned having a relationship and rapport with customers is very important to them.

- A. I have a rapport with my customers. I often throw snacks or little trinkets into the packages that I send out. Recently a customer who bought a ring with me before ordered the same one again saying she lost it during a vacation. I sent her a personal letter thanking her and some snacks with her new ring. Maintaining these relationships is extremely important to me, and my benefit as a small business.
- B. Millennials rarely shop in my store, as they are almost all off shopping online. Most people don't want to admit they shop online, but ultimately they do. It's become a way of life for most people. I don't have ecommerce because the barrier to entry is so high due to cost and the way to make an e-commerce business successful is to have a proprietary product or something with a very high profit margin. As I exist near the end of the supply chain of Factory Distributor Business Customer, my profit margins are very low. Amazon drains all the profits from the retail industry by monopolizing the industry. People aren't necessarily spending more than they were before but Amazon is just taking more and more of the percentage that people spend on products. And this is killing local businesses.
- C. Our relationship with our customers is one of the main reasons our business is successful. Most of the people that come into our store are regular customers.
- D. None.

Expenses Multitasking Loyalty Unique items Business assumptions Social media adds Device use

APPENDICES

# User Testing Data

# OBJECTIVE 1: ORDER MANAGEMENT

Legend:

- Task Completed Easily
- Issue Performing Task
- Technology Error Occurred
- Key Insight

## Task 1 - Check your most recent order

You've just launched your online store on Béo and you've received some new orders. You need to know what specific items are in your new order from Marie, so that you can prepare the package for shipping.

### Participant 1:

[1:48] Easily identified and knew to tap on Marie's most recent order to expand it. They were able to identify the order details **without problem**.

### Participant 2:

[2:10] Participant completed the task perfectly with **no issues** or comments.

### Participant 3:

[1:20] Participant **easily completed the task** and accidentally completed the next task as well.

### Participant 4:

[0:07] Participant completed the task **without any issues**.

## Task 2 - Confirm an order

You realize you have all the products needed to fulfill Marie's order and need to confirm with her that it can be completed.

### Participant 1:

[2:10] Participant **clearly understood** which button to press to confirm the order.

### Participant 2:

[0:30] Participant completed the task perfectly with **no issues** or comments.

### Participant 3:

[1:58] Participant **completed the task even before it was explained**.

### Participant 4:

[0:53] Participant completed the task **without any issues**.

## Task 3 - Check a customer's profile

You recall Marie ordering from you before and want to get details about her purchase history.

Legend:

Task Completed Easily

Issue Performing Task

Technology Error Occurred

Key Insight

### Participant 1:

[2:43] Participant **had initial issues trying to find out how to see the customer profile**, though this is partially due to **prototype error**. They tapped initially where the hotspot should have been and tried to tap a couple of times on the same spot.

### Participant 2:

[0:47] Participant had some **trouble figuring out how to see the customer profile**. They checked the analytics page before checking the right tab. After this, they completed the task easily.

### Participant 3:

[2:05] Participant clicked the picture in the first try. **They found it difficult to scroll** but had **no issues** with the functionality.

### Participant 4:

[01:20] **Did not tap Marie's name in the order**, went into Past Orders to search for Marie. **Prototyping error** on this page brought up Marie's profile here.

## Task 4 - Confirm that an order is ready for pick-up

You have located and packaged all the items in Marie's order and want to confirm that an order is ready for the courier to retrieve it.

### Participant 1:

[3:14] They had **no issue** identifying and taping the correct button.

### Participant 2:

[1:26] The participant **didn't remember how they had accepted the order before**. They fiddled in the Past orders tab for a few seconds.

[2:08] They remembered the confirm button was on the dashboard, so they went there but **pressed the "Ready for Pick-up" tab before confirming the order first**.

[2:22] He completes the task.

### Participant 3:

[3:05] The participant exited the customer profile and started to look at the order and **confirmed the order**.

### Participant 4:

[2:23] Participant completed the task **without any issues**.

## Task 5 - Check the list of ready for pick-up orders

You have marked Marie's order as ready for pickup and want to confirm the list of items that the courier will pick up.

Legend:

Task Completed Easily

Issue Performing Task

Technology Error Occurred

Key Insight

### Participant 1:

[3:31] They had **no issue** understanding the next page for them to navigate to and to click on Marie's order again to view the details.

### Participant 2:

[2:24] Participant completed the task perfectly with **no issues** or comments.

### Participant 3:

[3:40] Participant **completed the task easily**.

### Participant 4:

[2:30] Participant completed the task **without any issues**.

## Task 6 - Check courier arrival time

You want to know when the courier will be arriving to pick up all the prepared orders.

### Participant 1:

[3:53] Participant was initially confused about where the information was. They began by **navigating to different pages of the app altogether**. They then came back to the homepage and started tapping on Marie's order again.

[4:20] Reset the initial 5 tasks and went through them again to try to find the information.

[4:50] They **ultimately could not find the courier arrival time**.

### Participant 2:

[2:47] Participant could not complete the task. **They went on every tab but couldn't find the courier arrival time**.

After the testing session, the participant mentioned that his instinct is to tap on the order to see the courier information.

### Participant 3:

[4:20] **Participant started to explore the different pages in the app**.

[4:50] Participant looked in the ready for pick up order for the time, could not find it.

[5:30] **They ultimately could not find the courier arrival time**.

### Participant 4:

[2:43] Went to tap into the ready-for-pick-up order to find courier time. Anticipated the information to be within the completed order details. **Eventually found the courier arrival time at the top**.

## OBJECTIVE 2: INVENTORY MANAGEMENT

Legend:

Task Completed Easily

Issue Performing Task

Technology Error Occurred

Key Insight

### Task 1 - Add a new product

You still need to finish adding a couple of products to your inventory and want to add a new item to your store, called 'Rectangle Chain Ring'.

#### Participant 1:

[5:08] They navigated to the Inventory tab easily and knew which button to click to add a product. He understood how to add the information and save the new item.

#### Participant 2:

[3:08] Participant completes tasks easily, but is slightly confused by the feedback of the text box.

#### Participant 3:

[5:40] Participant completed task easily.

[6:40] Participant checked if the new item appeared in the inventory, but it didn't.

#### Participant 4:

[3:34] Searched for the item that needed to be added because they misunderstood the scenario. Had to repeat the scenario. No issues once the scenario was repeated.

### Task 2 - Edit product details

You have recently changed the price in a couple of products and the information needs to be updated. Change price from the product, 'Squish Ring' from \$145 to \$135.

#### Participant 1:

[5:59] Participant navigated back to the Inventory base page using the navigation bar. They then tried to use the search bar to narrow down the items before editing the product details.

[6:18] Navigated to the list view of the Inventory page before finding and tapping on the right product page. They knew to tap on the 'Edit' icon, then the price, and then 'Save' to finalize.

[6:38] Participant wishes they could change the price for each size of an item in their store.

#### Participant 2:

[4:35] After some problems with our prototype/Figma, the participant completed the task easily.

#### Participant 3:

[6:50] Participant completed the task with no issues.

#### Participant 4:

[4:28] Participant completed the task without any issues.

## Task 3 - Make a product unavailable

After fulfilling an order you have realized that one of your products is out of stock. Update the information by making the 'Half Dome Ring' unavailable.

Legend:

Task Completed Easily

Issue Performing Task

Technology Error Occurred

Key Insight

### Participant 1:

[7:02] Participant knew which area to click to navigate back to the Inventory page, though a **prototype error** led them to have issues. They wanted to tap into an item's details to make it unavailable.

[7:25] Participant went into the list view to make the product unavailable. **They didn't like that there wasn't feedback** and thought the item didn't save its unavailable status, though this is due to a **prototype error**.

### Participant 2:

[5:10] Participant completed the task perfectly with **no issues** or comments.

### Participant 3:

[7:40] Participant **completed the task easily**. However, they **instinctively wanted to tap the product to access product details**.

### Participant 4:

[4:54] Participant completed the task **without any issues**. **Mentioned wanting to initially click into the product details** but saw the toggle and didn't feel the need to.

## OBJECTIVE 3: PAST ORDERS

Legend:

- Task Completed Easily
- Issue Performing Task
- Technology Error Occurred
- Key Insight

### Task 1 - Check a past order's details

You've received an order from John today. You recall that he actually ordered from your store two days ago and you want to remember what items he ordered. Check John's past order details.

#### Participant 1:

[8:26] Participant knew how to navigate easily to the Past Order's tab and knew to tap on John's order to display its details.

#### Participant 2:

[5:35] Participant was already on the right tab, but they pressed the navbar button again. After this, they completed the task easily.

#### Participant 3:

[8:25] Participant accessed the past order page and easily found the information.

#### Participant 4:

[5:37] Participant completed the task without any issues.

### Task 2 - Use the search bar to find a past order

A customer calls the store saying that their order from a couple weeks ago is missing an item out of the 2 they ordered. They give you their name, Isaac, and order number, FF25K. Use the search bar to find Isaac's past order.

#### Participant 1:

[10:00] Participant was not able to perform the task due to a prototype error.

#### Participant 2:

[6:14] Participant completed the task fast and easily, but expressed slight confusion because they had completed the task before (when we had technical difficulties and had to restart the testing).

#### Participant 3:

Participant was not able to perform the task due to a prototype error.

#### Participant 4:

Participant was not able to perform the task due to a prototype error.

# OBJECTIVE 4: PROMOTION'S MANAGEMENT

Legend:

- Task Completed Easily
- Issue Performing Task
- Technology Error Occurred
- Key Insight

## Task 1 - Create a new promotion

You have been adding a lot of new products to your Béo store, so you want to discount your older products that haven't sold yet. Create a promotion with the 'Squish Ring', 'Curb Chain', and 'Round About Ring'.

### Participant 1:

[10:15] Participant knew which button to click to add a promotion. They knew which buttons to tap to fill in product details and which buttons to click to proceed. They understood to tap on the items to add them to your promotion.

[12:02] Participant is unclear about the role of the Promotions' tab.

Participant was unclear of the role of some elements on the Add New Promotion pages.

### Participant 2:

[7:25] Participant completed the task perfectly with no issues or comments.

### Participant 3:

[9:07] Participant attempted to create the promotion from the inventory page.

[9:53] Participant accidentally found the promotion tap and realized there was the correct path.

[10:01] Participant created the promotion successfully.

### Participant 4:

[6:05] Participant went to inventory first, wanted to adjust price into the product price or create a promotion within the product page.

[7:14] They eventually found the promotions tab, although the prototype crashed and they had to restart.

[7:06] Participant began the process to create a new promotion with no issues, however they were confused by which page was the next page in selecting items for the promotion.

[7:55] Took a pause to understand what to do on this page but then selected the products with no issues.

[8:27] They wanted to verify in the inventory list that the item reflects the new price.

## Task 2 - Edit existing promotion details

Products from a promotion you created some time ago haven't completely sold, so you decide to discount the products even more. Edit the discount percentage from the New Year's promotion from %15 to %20.

Legend:

Task Completed Easily

Issue Performing Task

Technology Error Occurred

Key Insight

### Participant 1:

[14:05] Participant knew to tap on the promotion to view its details and edit the information. They understood to click the 'Edit' icon to edit the information, though after tapping around on a few different items.

### Participant 2:

[7:51] Participant completed the task perfectly with no issues or comments.

### Participant 3:

[10:30] Participant completed the task perfectly with no issues or comments.

### Participant 4:

[8:50] Participant completed the task perfectly with no issues or comments.

## Task 3 - Delete a promotion

The products from your New Year's promotion have sold out. Delete the New Year promotion.

### Participant 1:

[14:32] Participant knew to tap on the order they wanted to delete. As well, they understood to click the 'Edit' button and then the 'Delete' button to remove the promotion. No issues.

### Participant 2:

[8:12] Participant completed the task perfectly with no issues or comments.

### Participant 3:

[11:27] Participant completed the task perfectly with no issues or comments.

### Participant 4:

[9:22] Participant completed the task without any issues.

## OBJECTIVE 5: SALES ANALYTICS INSIGHTS

Legend:

Task Completed Easily

Issue Performing Task

Technology Error Occurred

Key Insight

### Task 1 - Check your daily sales analytics

You have been running a store on Béo for a year now. You want to get more information about your store's past sales to be able to project future revenues. Check your daily sales trends.

#### Participant 1:

[15:10] Participant understood how to navigate to the Analytics page and then navigate to the Yearly sales analytics.

[15:40] Found some of the user demographic data to be "intense" - particularly about how that information was acquired.

#### Participant 2:

[9:13] Participant completed the task perfectly with no issues or comments.

#### Participant 3:

[13:55] Participant completed the task perfectly with no issues or comments.

#### Participant 4:

[9:39] Participant completed the task without any issues.

### Task 2 - Find popular items by tag

You want to see what your daily sales were for this day last week to be able to compare their sales. Find the item tags that are the most popular.

#### Participant 1:

The participant was unable to complete the user task due to a verbal miscommunication.

#### Participant 2:

[8:37] The participant completed the task perfectly with no issues or comments.

#### Participant 3:

[11:40] The participant found the popular tags. However, the scenario seemed to be confusing at first.

#### Participant 4:

[11:15] They found the popular tags after some time of exploring. The scenario was not appropriate for the task.

## Task 3 - Check your monthly sales analytics

You want to view your monthly sales trends to see how your sales are doing over a longer period of time. View your yearly sales trends.

Legend:

Task Completed Easily

Issue Performing Task

Technology Error Occurred

Key Insight

### Participant 1:

[15:50] Participant clearly understood how to navigate to the Monthly tab with **no issues**.

### Participant 2:

[9:20] Participant completed the task perfectly with **no issues** or comments.

### Participant 3:

[14:25] Participant completed the task perfectly with **no issues** or comments.

### Participant 4:

[9:39] Participant completed the task **without any issues**.

# USER TESTING INTERVIEWS

## Would you use the Béo app? Why?

### Participant 1:

The participant did not answer the question directly.

### Participant 2:

[10:00] The participant reported that **they would use the app - largely because of how clean and minimalist the UI elements are.**

## What did you like about the app?

### Participant 1:

[16:25] **The participant liked it**, but found there to be a few bugs in the prototype.

Our app is very streamlined, statistics driven, and the analytics are easy to understand. The participant believes that in reality people would probably not have pictures or age information public.

[21:23] They believe Béo is kind of like a cross between Amazon and Kijiji.

### Participant 2:

[10:15] The participant enjoyed app's simplicity and the fact that there's a search bar on most of the tabs. As well, they believe that a search bar should be added to the dashboard to help filter orders.

### Participant 3:

[15:12] Yes, because it is super easy to use.

### Participant 4:

[N/A]

### Participant 3:

[15:12] They liked the overall experience. They **liked the simplicity of the platform as well as the user friendly design.**

[15:34] They **reported it is a very smooth and simple experience** that was easy to navigate.

### Participant 4:

[12:50] The participant felt that the app was really intuitive, simple, and minimalistic - especially with the icons and the buttons. They really like the look of the Analytics page.

Legend:

Task Completed Easily

**Issue Performing Task**

Technology Error Occurred

Key Insight

## What other features do you think could be included in order to help you run your business?

### Participant 1:

They tapped 'Béo' button to see what would happen.

[23:50] **Participant reports they would need employee profiles of multiple levels and/or a way to track an employee's activity** on the app.

[16:32] They reported inventory management being their largest issue in their business and was concerned about the functionality of the inventory page. They wanted the ability to bulk add, edit, and/or delete items.

[16:50] Participant reported that they needed to be able to add different prices for each customizable aspect of an item.

## Do you like the look of the app?

### Participant 1:

[25:02] No issues with the design. The icons were initially difficult to understand but he felt that he would be able to understand them easily after a couple of days.

### Participant 2:

[11:05] The participant reported that they "really did" enjoy the app - especially the cleanness of the UI.

### Participant 2:

[10:42] The participant would like the app to be taken further and integrate a point-of-sale system so that it could function as a connected inventory, point-of-sale, and e-commerce platform.

### Participant 3:

[16:50] The participant would like the app to have a troubleshooting option for users in case there are any problems. As well, there were minor glitches in the prototype that they felt needed to be fixed.

### Participant 4:

[13:24] The participant **would like more information on the image cards on the Inventory page - particularly if it is on a promotional discount** - and the amount in stock for the product. He feels that currently it would be difficult to add a promotion for his entire store and would prefer to add promotions to the entire stock.

### Participant 3:

[17:20] The participant liked that it is a straightforward, simplistic app experience.

### Participant 4:

Yes.

Legend:

Task Completed Easily

Issue Performing Task

Technology Error Occurred

Key Insight

## What was the most difficult scenario for you to perform?

### Participant 1:

[26:00] They found it difficult to follow specific user flows and **wanted the ability to click around and into different elements.**

### Participant 2:

[11:14] Participant thought the initial tasks were the hardest, because at the beginning they have to figure out what does what. They suggested having a quick tutorial on the on-boarding to avoid the initial confusion that occurs during first time use.

### Participant 3:

[N/A]

### Participant 4:

[15:00] They found the Past Orders scenarios to be the most difficult to perform.

## How do you think the app could be improved?

### Participant 1:

[17:50] **Shipping rate fluctuates for him so he doesn't know how the shipping amounts would be calculated by the app.** As well, the participant reports that figuring out the shipping rate for an item usually takes a long time.

[24:10] Participant reported that for shipping they do most of their operations on a computer. Running it off of an iPad would be hard and they also wouldn't want to buy an iPad specifically for Béo.

Icons are a bit hard to initially understand.

[18:16] They wouldn't be checking the courier arrival time one by one; they would check as a group and would send multiple orders at once.

[18:10] Any more than 1 courier per day is too much, they would only want to deal with one courier a day. As well, tracking inventory is a major concern for them.

They would prefer to pay for shipping rather than give a cut to Béo.

### Participant 2:

[10:00] Participant said adding a search bar on the dashboard would be good. Also, on the inventory, **when you change an item to unavailable, the text should reflect the change** as well.

[10:30] Users said there wasn't much to dislike, we hit pretty much everything in terms of what they'd be looking for in an app like this.

### Participant 3:

[17:10] They believe a chatbox or ability to contact technical support should be added to the app and made really easy to access because it is such a new app.

### Participant 4:

[15:00] The participant was expecting to search for a customer's past order details instead of simply opening it by clicking on the order boxes.

Legend:

Task Completed Easily

Issue Performing Task

Technology Error Occurred

Key Insight

## Do you have anything else that you would like to mention?

### Participant 1:

[26:50] You can't choose who has access to what, they want that fixed. Particularly, **they don't want part-time employees to have the ability to make discounts or see sales analytics.**

[20:10] The biggest thing on a customer-facing e-commerce platform is not diluting the brand. They mentioned again that they are very specific about where they advertise themselves.

### Participant 2:

[12:08] The participant **liked the visual aesthetic of the app** and the fact that you can create promotions.

[12:36] The participant reported that they felt the app was very well done and fantastically designed. As well, they report that the app is definitely something he would consider using in their business.

### Participant 3:

[18:16] The participant **reported that they would like to see the courier's location and identity.** As well, they are concerned about the trustworthiness of the couriers and how to keep them accountable.

### Participant 4:

[18:32] The participant was very concerned about whether or not the prototype - and the information about his business - was being kept private. **They wanted more customizability in the prototype** - especially the ability to go into the Settings and adjust details.

Legend:

Task Completed Easily

**Issue Performing Task**

Technology Error Occurred

Key Insight

## APPENDICES

# Important Documents

## EMAIL INVITATION

Dear [Individual's Name],

We are students from the York/Sheridan Program in Design currently taking a course called YSDN 3005 User-centred Design: Prototyping and Usability. We are conducting a series of user testing sessions to evaluate the user experience and overall look and feel of our interactive digital product.

Our project, *Béo*, is an e-commerce app that provides brick-and-mortar businesses with help delivering products to consumers and with developing an e-commerce store. Our goal is to ease the current challenges that businesses face in starting an e-commerce store and distributing their products quickly and cost-efficiently.

We are calling out for interested individuals who would like to participate in a 20 minute user testing session followed by a 15-20 minute interview. We are specifically interested in investigating how easily you can perform given tasks and achieve specific results using our interactive prototype. During the interview, you will be able to express your opinions, desires and further expectations from the product. The ultimate goal of this user testing session and interview is to get your feedback in order to improve the overall quality of our product.

The user testing session will be conducted on the York University campus, at Dahdaleh Building, 88 The Pond Road, in the User Testing Lab located on the 4th floor. As well, if you are unable to come to this location, we are able to meet you at a location that is more convenient for you. If you are interested in participating in this user testing session, you have the option of choosing from one of the dates stated below that works best with your schedule.

Tuesday, March 10, 2020:  
- 5:00PM - 9:00PM

Wednesday, March 11, 2020:  
- 10:30AM - 8:00PM

Thursday, March 12, 2020:  
- 1:00PM - 8:00PM

Thank you in advance for your consideration. Your input is very important to us.

Regards,  
[Your Name]

# INFORMED CONSENT FORM

**Date:**

**Study Name:** Béo User Testing

**Researcher name:** Luisa Jahn, luisajahn15@gmail.com

## **Purpose of the Research:**

We are conducting this user testing session to evaluate the overall experience and also the look and feel of the mobile app that we have designed. We are specifically interested in investigating how easily you can perform given tasks and achieve specific results using our interactive prototype. There will be a short interview after the testing session where you will be able to express your opinions, desires and further expectations of the product. The ultimate goal of this user testing session and interview is to get your feedback to improve the overall quality of our product.

## **What You Will Be Asked to Do in the Research:**

Small user tasks will be given to you to accomplish using our interactive prototype. Your actions and performance will be recorded with a video camera (only device/monitor screen and not your face). While the user testing is in progress – and also during the interview that follows the testing session – one of us will take notes to document our observations and also your feedback.

The testing session will take about 20 minutes. The interview will take about 15-20 minutes. You will be provided with complimentary coffee or tea, courtesy of us for your interest in our project.

## **Risks and Discomforts:**

We do not foresee any risks or discomfort from your participation in the research.

## **Benefits of the Research and Benefits to You:**

The benefit for us is that we will be able to evaluate the usability and functionality of our mobile app – to further enhance and improve its functionality and features. The benefit to you is that you will become familiar and learn about the processes involved in the design and development of digital products.

## **Voluntary Participation and Withdrawal:**

Your participation in this study is entirely voluntary, and you may choose to stop participating at any time. Your decision not to volunteer, to stop your participation, or to refuse to answer particular questions will not influence the nature of the ongoing relationship that you may have with the researchers or study staff, or the nature of your relationship with York University either now, or in the future.

If you decide to stop participating, you may withdraw without penalty, financial or otherwise.

In the event you withdraw from the study, all associated collected data will be immediately destroyed, wherever possible. Should you wish to withdraw after the study, you will have the option to also withdraw your data up until the analysis is complete by April 15, 2020.

**Confidentiality:**

Unless you choose otherwise, all the information you supply during the research will be held in confidence. Data will be collected by video recording, and by note-taking during the testing session and interview. Collected data will be anonymized by assigning a number to each testing session – your identity will not be disclosed in any way. Collected data will be safely stored on a password-protected computer, and only student researchers and the professor (Borzu Talaie – borxu@yorku.ca) will have access to this information. All collected data will be destroyed by April 15, 2020, when the study is complete. Confidentiality will be provided to the fullest extent possible by law.

The results of this research will be shared with the class and instructor that include: presentations, written reports and video documentation. We may also use this work in our portfolios.

**Questions About the Research?**

If you have questions about the research in general or about your role in the study, please feel free to contact me at ylim13@my.yorku.ca or our professor, Borzu Talaie at borxu@yorku.ca

This research protocol has been reviewed by the Research Ethics Committee in the Department of Design at York University, which is the delegated authority to review research ethics protocols by the Human Participants Review Sub-Committee, York University's Ethics Review Board, and conforms to the standards of the Canadian Tri-Council Research Ethics guidelines. If you have any questions about this process, or about your rights as a participant in the study, please contact the Department of Design Ethics Committee members, David Gelb (dgelb@yorku.ca), or Shital Desai (desais@yorku.ca), or by phone at (416) 736-2100 x22831.

**Legal Rights and Signatures:**

I \_\_\_\_\_ consent to participate in Beo App User Testing conducted by \_\_\_\_\_ . I have understood the nature of this project and wish to participate. I am not waiving any of my legal rights by signing this form. My signature below indicates my consent.

**Signature**  
Participant

**Date**

**Signature**  
Principal Investigator

**Date**

**Additional consent (where applicable)**

**1. Video recording**

I consent to the audio-recording of my interview(s).

**2. Video recording or use of photographs**

I \_\_\_\_\_ consent to the use of images of me (including photographs, video and other moving images), my environment and property in the following ways (please check all that apply):

In academic articles	N	Y
In print, digital and slide form	N	Y
In academic presentations	N	Y
In media	N	Y
In thesis materials	N	Y

**Signature**

**Date**

Participant Name:

Human Participants Research  
**INFORMED CONSENT FORM**

Department of Design  
York University

**Project Title** BÉO

**Course** FA/YSDN 3005 User-Centred Design: Prototyping and Usability

**Section** M

**Instructor** Borzu Talaie

**Student Name(s)** Robyn Chmelyk, Grace Lim, Luisa Jahn, Bernarda Ávila

**This project is a study of** better understanding the e-commerce market, product distribution logistics, and day-to-day operations of brick and mortar small business owners and small-scale artisans. The goal is to better understand the challenges in regards to distributing products effectively, quickly, and cost-efficiently. The gathered data will facilitate the development of the UX and UI for our app, Béo.

**Participants will be asked about** the nature of their business and its needs, in addition to what their current experience of e-commerce and product delivery is.

- What is your name?
- What type of business do you run? What is the scale of your business?
- Do you have any employees, if so, how many?
- How long have you been running your business for?
- Where are you when operating or managing your business?
- Tell me about what your day looks like when running your business.
  
- What solutions do you use for your business' general operation? If there are any digital ones, what platform (i.e. tablet, phone, computer)?
  - If "yes" to digital ones: How do they help you?
  - If "no" digital ones, why not?
- What are the challenges you face in running your business?
- Do you have a specific type of customer you target? What is your average customer looking for?
- What strategies do you use to increase sales?
- On average, how many products does your business sell per week? What are your business's top 3 products?
- How do you get your products to your customer?
  - If no delivery, why aren't you shipping your products currently?
  - If yes delivery, why did you decide to offer online shipping? Any frustrations with the current process?
  
- Anything else you would like to mention that might be useful we haven't touched on?

**Nature of participation**

- Questionnaires
- Interview
- Naturalistic observation
- Focus groups and workshops
- Other (please specify)

Human Participants Research  
**INFORMED CONSENT FORM**

Department of Design  
York University

**Following information has been informed to the participant**

- The right not to participate, not to answer any questions, and/or to terminate participation at any time without prejudice
- The right to anonymity and confidentiality
- Note may be taken during the interview
- Any queries concerning the research or the project as a whole will be answered promptly
- Participant may contact the Department of Design at telephone number (416) 736-5885 or email the instructor Borzu Talaie at borxu@yorku.ca for answers to questions about research and the rights of the participants
- There are no foreseeable risks to the interviewee. The benefits of this interview is that the interviewee will gain further information about digital app development.

**Participant's statement**

- I have read and understood this form
- The participation is voluntary, and hereby agree to participate in this project
- Agreement to allow the student(s) to use the research results in their course project (as stated above) both in print and online
- I acknowledge that I have received a copy of this consent statement

**Participant's Name**

**Participant's Signature**

**Date**

**Thank you for  
your time!**