



ICMONSTAR

WIREFRAMES & FUNCTIONAL SPECIFICATIONS

TEAM MONSTAZ

GRACE CHEN GENDARME DOCENA LAM PHAM NANCY ZHENG

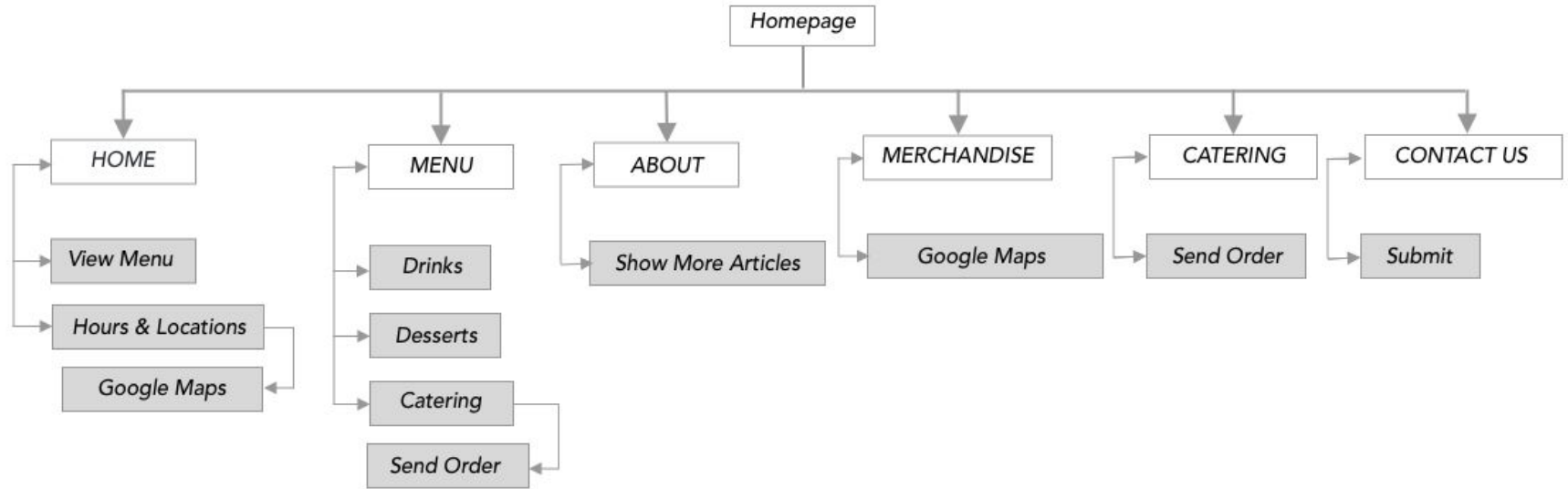
MOBILE PROTOTYPE

DESKTOP PROTOTYPE

SITE ARCHITECTURE

WHAT GOES WHERE?



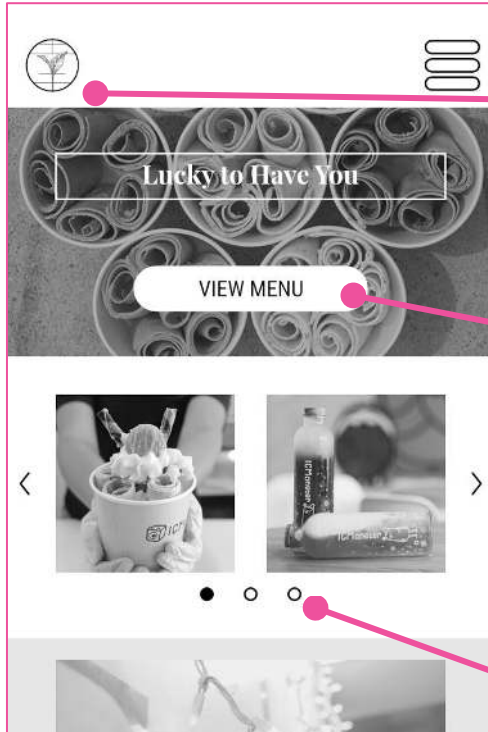


MOBILE WIREFRAMES

GRABBING BOBA ON THE GO



HOMEPAGE



Logo

Sends users to home page and unifies brand

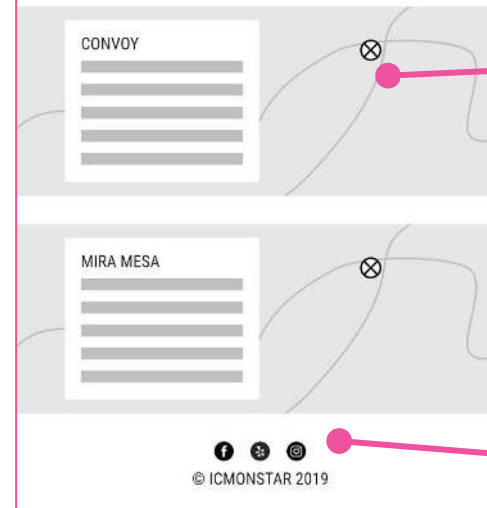
View Menu Link

Directs users to the Menu

Image Carousel

displays photos of popular drinks & desserts

Locations



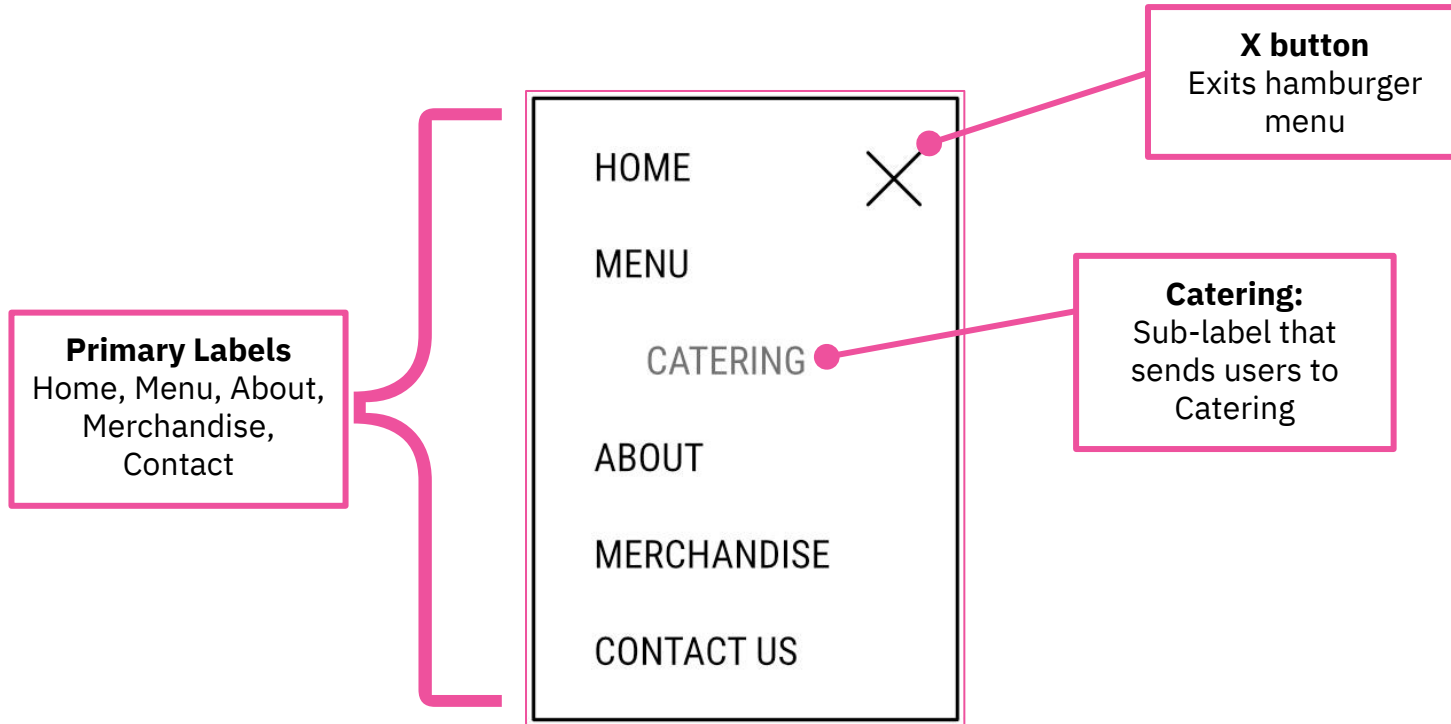
Store Hours and Addresses w/ Google Maps Link

Users can get directions directly from the site.

Social Media Links

sends users to ICMonstar's Facebook, Yelp, and Instagram pages

NAVIGATION



MENU

Image Carousel

Displays photos and labels of popular drinks and desserts

Menu Toggle

Users can select which category they want to view

Toppings Carousel

Users can see top toppings at a glance or easily search for ones they want



MAKE YOUR NEXT EVENT IC!

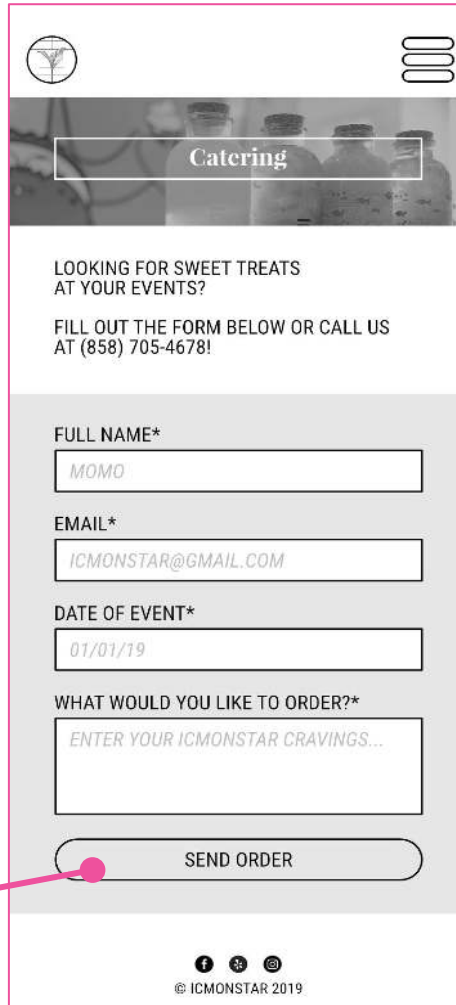


© ICMONSTAR 2019

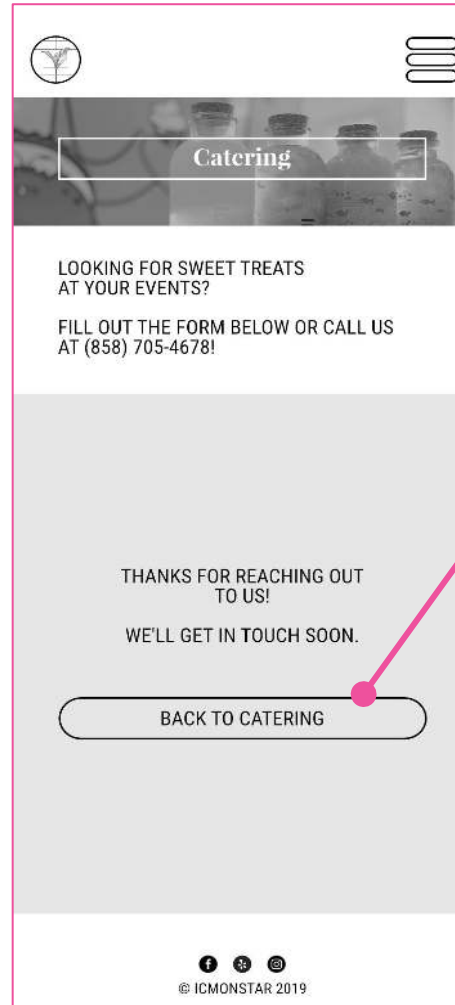
Catering Link

Sends users to Catering form page

CATERING



ICMONSTAR logo and menu icon at the top. A header image shows several jars of treats with the word "Catering" overlaid in a white box. Below the header, the text reads: "LOOKING FOR SWEET TREATS AT YOUR EVENTS?" and "FILL OUT THE FORM BELOW OR CALL US AT (858) 705-4678!". The form fields are: "FULL NAME*" with the value "MOMO", "EMAIL*" with the value "ICMONSTAR@GMAIL.COM", "DATE OF EVENT*" with the value "01/01/19", and "WHAT WOULD YOU LIKE TO ORDER?*" with the placeholder "ENTER YOUR ICMONSTAR CRAVINGS...". A "SEND ORDER" button is at the bottom of the form. At the very bottom, there are social media icons for Facebook, Twitter, and Instagram, and the text "© ICMONSTAR 2019".



ICMONSTAR logo and menu icon at the top. A header image shows several jars of treats with the word "Catering" overlaid in a white box. Below the header, the text reads: "LOOKING FOR SWEET TREATS AT YOUR EVENTS?" and "FILL OUT THE FORM BELOW OR CALL US AT (858) 705-4678!". The main content area is grey and contains the text: "THANKS FOR REACHING OUT TO US!" and "WE'LL GET IN TOUCH SOON.". A "BACK TO CATERING" button is at the bottom of the main content area. At the very bottom, there are social media icons for Facebook, Twitter, and Instagram, and the text "© ICMONSTAR 2019".

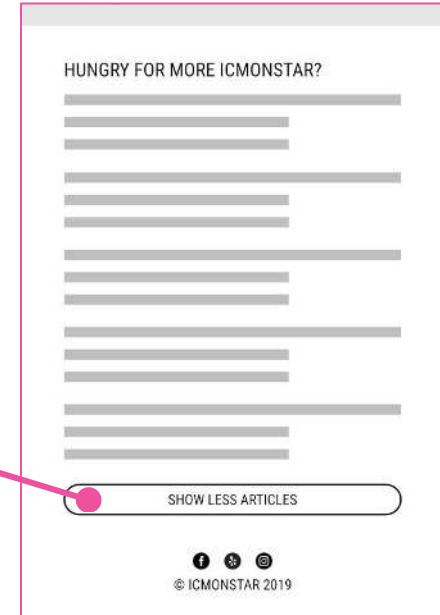
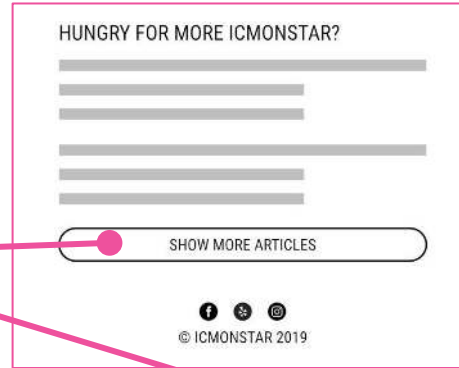
Back to Form
Users can continue browsing the site or submit another order

Send Order
Sends users' catering information to ICMonstar employees

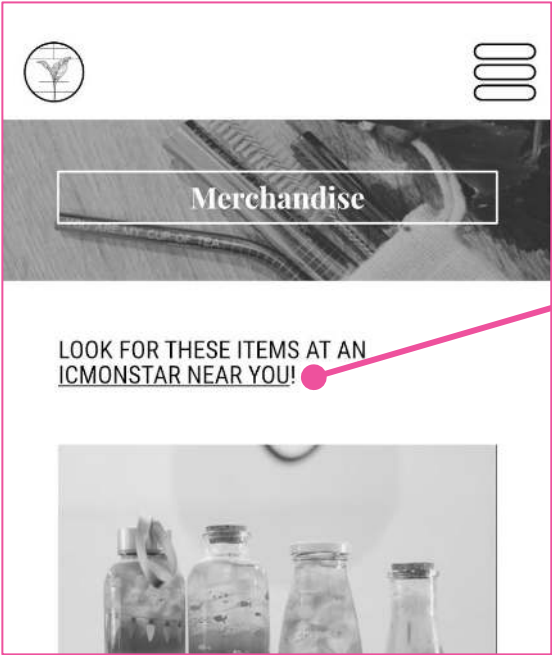
ABOUT

Show More/Less Articles

Makes the About page more compact. Provides actually interested users with more information about ICMonstar.



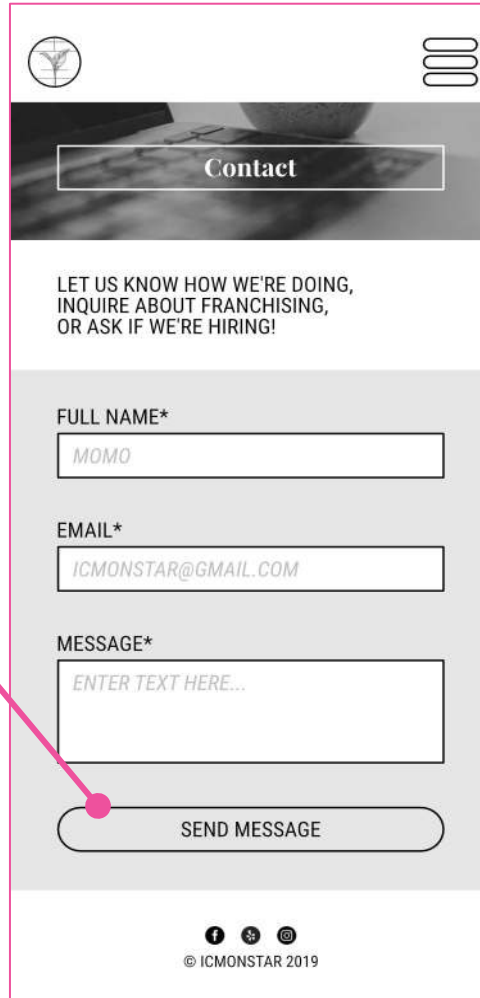
MERCHANDISE



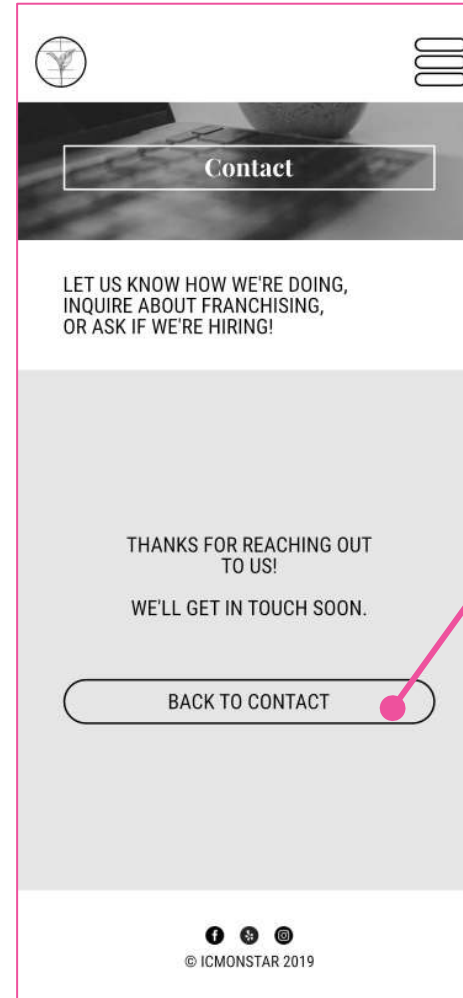
Google Maps Link
sends users to
Locations section

CONTACT

Send Message
Sends users' messages
to ICMonstar employees



Mobile app contact form screen. The header features a logo on the left and a hamburger menu on the right. Below the header is a dark banner with the word "Contact" in white. The main content area has a white background with the text: "LET US KNOW HOW WE'RE DOING, INQUIRE ABOUT FRANCHISING, OR ASK IF WE'RE HIRING!". Below this is a form with three fields: "FULL NAME*" with the placeholder "MOMO", "EMAIL*" with the placeholder "ICMONSTAR@GMAIL.COM", and "MESSAGE*" with the placeholder "ENTER TEXT HERE...". At the bottom of the form is a rounded button labeled "SEND MESSAGE". The footer contains social media icons for Facebook, Twitter, and Instagram, followed by the copyright notice "© ICMONSTAR 2019".



Mobile app contact confirmation screen. The header features a logo on the left and a hamburger menu on the right. Below the header is a dark banner with the word "Contact" in white. The main content area has a white background with the text: "LET US KNOW HOW WE'RE DOING, INQUIRE ABOUT FRANCHISING, OR ASK IF WE'RE HIRING!". Below this is a confirmation message: "THANKS FOR REACHING OUT TO US! WE'LL GET IN TOUCH SOON.". At the bottom of the confirmation message is a rounded button labeled "BACK TO CONTACT". The footer contains social media icons for Facebook, Twitter, and Instagram, followed by the copyright notice "© ICMONSTAR 2019".

Back to Form
Users can continue
browsing the site or
submit another
message

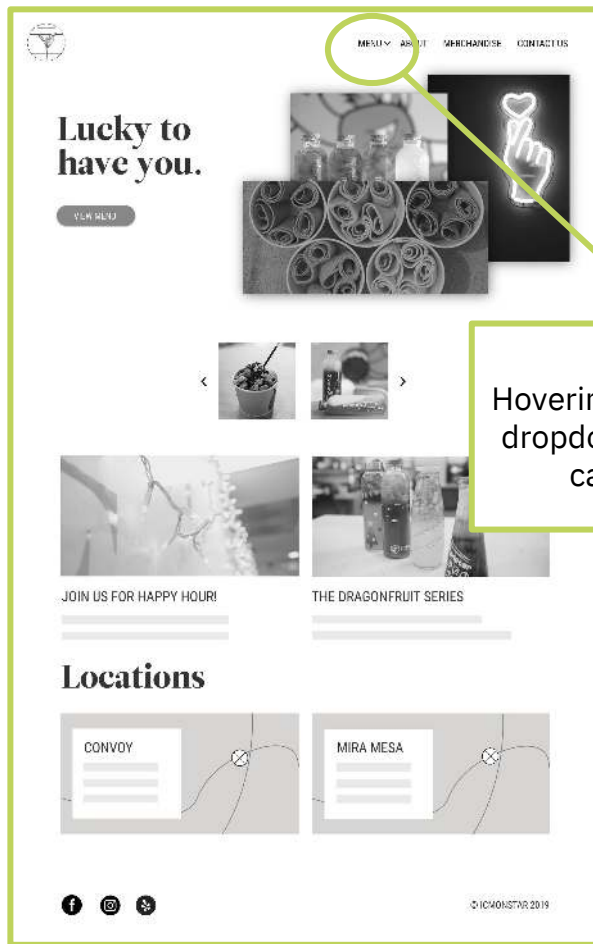
DESKTOP WIREFRAMES

LET'S GO
BOBA-SEARCHING

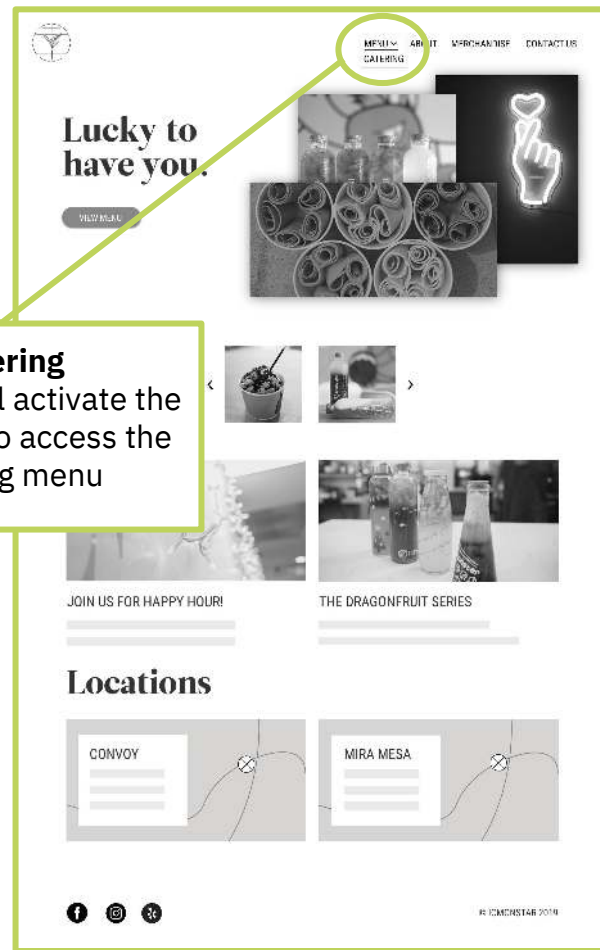
*A majority of our mobile functionality translates to the desktop version.



HOME



Catering
Hovering will activate the dropdown to access the catering menu



MERCHANDISE

The screenshot shows the top navigation bar with 'MENU', 'ABOUT', 'MERCHANDISE', and 'CONTACT US'. Below is a 'Merchandise' banner with a circular logo. A text box says 'LOOK FOR THESE ITEMS AT AN ICMONSTAR NEAR YOU!'. Two product cards are displayed: 'SEASONAL BOTTLES - \$5' with an image of four bottles, and 'SUSTAINABLE BOBA KIT - \$8' with an image of a boba kit. At the bottom are social media icons and the copyright notice '© ICMONSTAR 2019'.

The pop-up shows a product card for 'SUSTAINABLE BOTTLE - \$5' with a small image of bottles. Below the title, it says 'Available at: Convey (ICMONSTAR), Mira Mesa (ICMONSTAR)'. Two map thumbnails are shown, one for 'CONVEY' and one for 'MIRA MESA', each with a location pin and a corresponding address field below it.

Location Pop-up
Allows users to find directions to locations where specified merchandise is available.

USER TEST

STRESS-TEST ICMONSTAR'S
NEW DESIGN

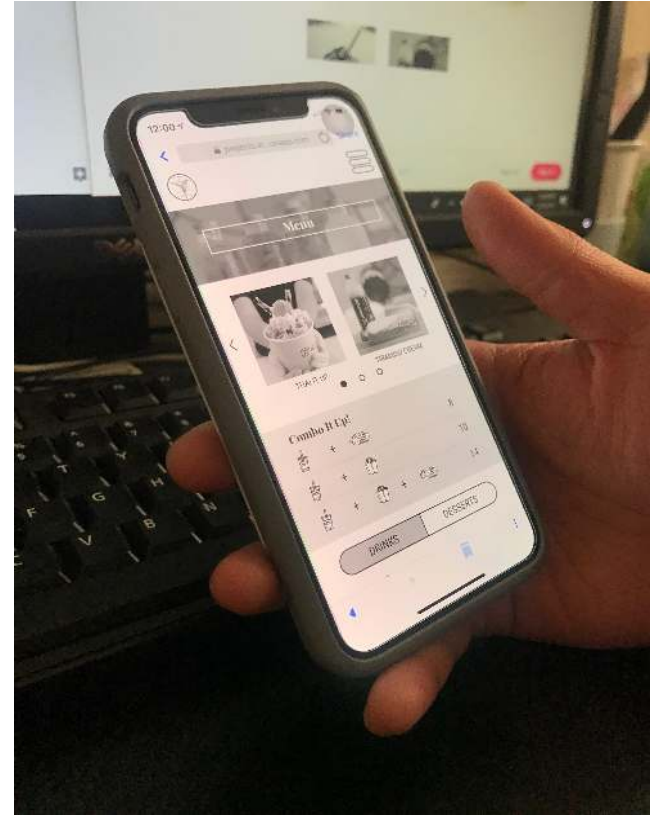


METHODS

We conducted one user test with a 24 year old who has visited ICMonstar once.

We provided three task scenarios (see next slide) and displayed the prototypes on their respective devices. The user was encouraged to comment aloud as he worked through the tasks.

The mobile prototype was shown on an iPhone X. The desktop prototype was shown on a PC desktop monitor.



TASK SCENARIOS

1. You're sitting at home and you're not especially sure what you're feeling like, but you're craving some rolled ice cream. Use ICMonstar's mobile webpage to figure out what you want to order!
2. You heard about new reusable boba straws and want to invest in some - you care about sea turtles! Use ICMonstar's mobile webpage to find some sea turtle-friendly straws.
3. You can't imagine not having your favorite snack (egg waffles) at your birthday bash. Use ICMonstar's desktop webpage to order 15 of them for your birthday!

USER GOALS

1. Find appealing ICMonstar offerings
2. Find merchandise to purchase
3. Send in catering order

ANALYSIS

This initial testing revealed gaps between the user's mental model and our wireframe's conceptual model. The participant did not notice the scrolling functionality on the Menu page since we had prioritized images and combos above the category toggler and was unable to see a difference between the two options of the toggle (Drinks and Dessert).

Overall, this test was successful because it revealed an issue we would have otherwise missed. However, having only one user limited us to the opinions and experience of a single person. With more testers, we could potentially uncover more pitfalls in more aspects of our design and see if issues are recurring or simply outliers.

TAKEAWAYS

- Scroll functionality should be emphasized.
- Primary category toggle on Menu page is obscured by the page fold.
- Participant comment: "Image galleries are the first thing I would look at".

DEVELOPMENT PLAN

TIMELINES AND DEADLINES



	A	B	C	D	E	F	G
1	Development Plan - Team Monstar						
2	Invision URL (mobile) -	https://projects.invisionapp.com/d/main/default/#/projects/prototypes/16759963					
3	Invision URL (desktop) -	https://projects.invisionapp.com/prototype/cjscbwrn8004wmr01nyk84lmh/play					
4							
5		To Do	Owner	Time Estimate (hrs)	Deadline	Status	Comments
6							
7	Week 7	Presenting Feedback Reflection	Everyone	0.5	02/21/2019		
8		Observing Feedback Reflection	Everyone	0.5	02/21/2019		
9		Build "Menu" Page (Mobile)	Grace	2	02/23/2019		
10		-insert carousel / images / dessert selection	Grace	0.5	02/23/2019		
11		-insert ICMonstar's locations	Grace	0.5	02/23/2019		
12		Build "About Us" Page (Mobile)	Grace	1	02/23/2019		
13		-insert "Why ICMonstar" info in (Mobile)	Grace	0.25	02/23/2019		
14		-insert "ICMonstar Values" info (Mobile)	Grace	0.25	02/23/2019		
15		Build "Merchandise" Page (Mobile)	Grace	0.5	02/23/2019		
16		-insert return policy / store products (Mobile)	Grace	0.25	02/23/2019		
17		Build "Contact Us" Page (Mobile)	Grace	0.5	02/23/2019		
18		-insert text boxes under contact page	Grace	0.25	02/23/2019		
19		Build "Home" Page (Mobile)	Grace	1	02/23/2019		
20		Build Nav Bar section (Mobile)	Grace	0.25	02/23/2019		
21		Insert social media links on all pages	Everyone	0.5	02/23/2019		
22		Insert hamburger menu on all pages (top right)	Everyone	0.5	02/23/2019		
23		Build "Home" Page (Desktop)	Lam	2	02/23/2019		
24		-add images	Lam	0.5	02/23/2019		
25		-insert ICMonstar's locations	Lam	0.5	02/23/2019		
26		Build "Menu" Page (Desktop)	Lam	1	02/23/2019		
27		-insert carousel / images / dessert selection	Lam	0.5	02/23/2019		
28		-insert ICMonstar's locations	Lam	0.5	02/23/2019		
29		Build "About Us" Page (Desktop)	Nancy	1	02/23/2019		
30		-insert "Why ICMonstar" info in (Desktop)	Nancy	0.5	02/23/2019		
31		-insert "ICMonstar Values" info (Desktop)	Nancy	0.5	02/23/2019		
32		Build "Merchandise" Page (Desktop)	Gendarme	1	02/23/2019		
33		-insert return policy / store products (Desktop)	Gendarme	0.5	02/23/2019		
34		Build "Contact Us" Page (Desktop)	Gendarme	1	02/23/2019		
35		-insert text boxes under contact page	Gendarme	0.5	02/23/2019		
36		Link together pages (Mobile)	Grace and Gendarme	2	02/23/2019		
37		Link together pages (Desktop)	Lam and Nancy	2	02/23/2019		
38		Site Architecture	Nancy	2	02/23/2019		
39		Functional Specification	Gendarme	2	02/23/2019		
40		- proofread and refine FS	Everyone	0.5	02/23/2019		
41		Overall Experience & Design Critique	Nancy	0.1	02/24/2019		
42		Write User Scenarios	Nancy	0.1	02/24/2019		
43		User Testing	Nancy	3	02/24/2019		
44		- Brainstorm scenarios, tasks, goals	Everyone	1	02/24/2019		

	A	B	C	D	E	F	G
41		Overall Experience & Design Critique	Nancy		0.1	02/24/2019	
42		Write User Scenarios	Nancy		0.1	02/24/2019	
43		User Testing	Nancy		3	02/24/2019	
44		- Brainstorm scenarios, tasks, goals	Everyone		1	02/24/2019	
45		- Write analysis	Everyone		0.5	02/24/2019	
46		- Upload pictures of user testing	Nancy		0.1	02/24/2019	
47		Proofread deliverables	Everyone		1	02/24/2019	
48		Send mobile/desktop prototypes to owner	Nancy		0.1	02/24/2019	
49		Development Plan	Gendarme		1.5	02/24/2019	
50							
51		To Do	Owner	Time Estimate (hrs)	Deadline	Status	Comments
52							
53	Week 8	Link to Website Files (Github)	Grace		0.5	02/26/2019	
54		Reflect/review user test	Everyone		0.5	02/26/2019	
55		Discuss possible changes	Everyone		0.5	02/26/2019	
56		Images of high fidelity assets	Everyone		0.1	02/26/2019	
57		Code "Menu" Page (Mobile)	Grace		3	03/03/2019	
58		-insert carousel / images / dessert selection	Grace		1	03/03/2019	
59		-insert ICMonstar's locations	Grace		1	03/03/2019	
60		Code "About Us" Page (Mobile)	Grace		3	03/03/2019	
61		-insert "Why ICMonstar" info in (Mobile)	Grace		1	03/03/2019	
62		-insert "ICMonstar Values" info (Mobile)	Grace		1	03/03/2019	
63		Code "Merchandise" Page (Mobile)	Grace		3	03/03/2019	
64		-insert return policy / store products (Mobile)	Grace		1	03/03/2019	
65		Code "Contact Us" Page (Mobile)	Grace		3	03/03/2019	
66		-insert text boxes under contact page	Grace		1	03/03/2019	
67		Code "Home" Page (Mobile)	Grace		3	03/03/2019	
68		Code Nav Bar section (Mobile)	Grace		3	03/03/2019	
69		Implement social media links on all pages	Everyone		2	03/03/2019	
70		Implement hamburger menu on all pages (top right)	Everyone		2	03/03/2019	
71		Code "Home" Page (Desktop)	Lam		3	03/03/2019	
72		-add images	Lam		2	03/03/2019	
73		-insert ICMonstar's locations	Lam		1	03/03/2019	
74		Code "Menu" Page (Desktop)	Lam		3	03/03/2019	
75		-insert carousel / images / dessert selection	Lam		1	03/03/2019	
76		-insert ICMonstar's locations	Lam		1	03/03/2019	
77		Code "About Us" Page (Desktop)	Nancy		3	03/03/2019	
78		-insert "Why ICMonstar" info in (Desktop)	Nancy		1	03/03/2019	
79		-insert "ICMonstar Values" info (Desktop)	Nancy		1	03/03/2019	
80		Code "Merchandise" Page (Desktop)	Gendarme		3	03/03/2019	
81		-insert return policy / store products (Desktop)	Gendarme		1	03/03/2019	
82		Code "Contact Us" Page (Desktop)	Gendarme		3	03/03/2019	
83		-insert text boxes under contact page	Gendarme		1	03/03/2019	
84		Development Plan	Gendarme		1	03/05/2019	
85							