



Mogel: discovery

JULY 2020

Current build audit

User goals Mogal aims to solve

Generation

Creating the micro elements.

Product specs, bundles & interactions.

Construction

Piecing micro elements together.

Formation of VX specs.

Approval

Should the VX spec go live.

Conformation of previous goals.

User goals provide us with two user segments

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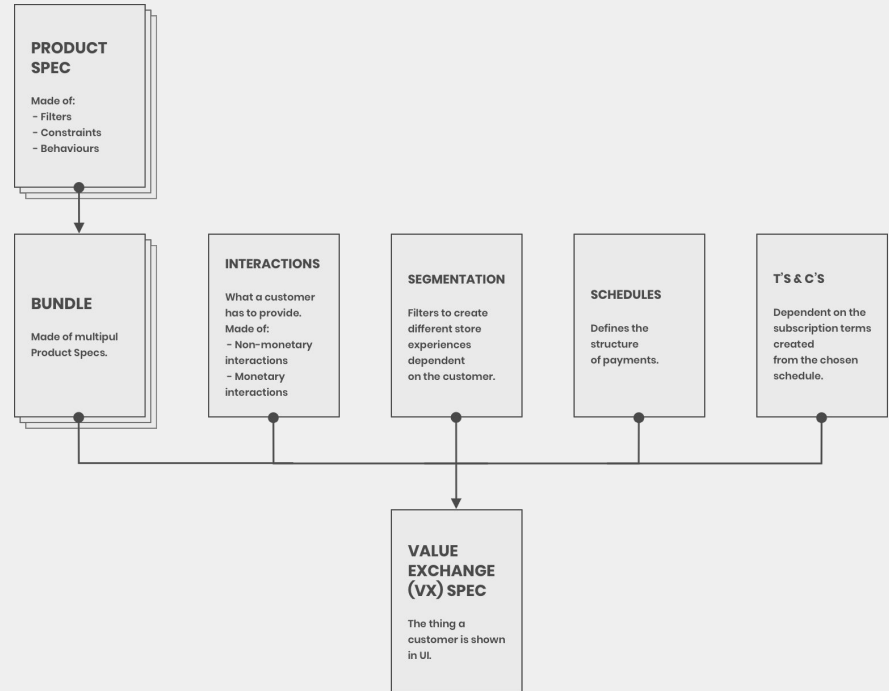
Creator

Admin

Current site architecture [flow]

Each page type has two templates:

1. **List**
Present already created items.
2. **Form**
Generate new items to inhabit the list.



Current Information Architecture (IA)

Problem

Currently the intended flow a users makes to achieve their goal is not currently clear. Yes onboarding helps but this takes time and is open to interpretation.

Solution

Use a user's goal as their driver; design an IA which clearly maps the journey they need to take.

Current



Home

Product Specs

Bundles

VX Specs

VX Specs X

Interactions

Schedules

Ts and Cs

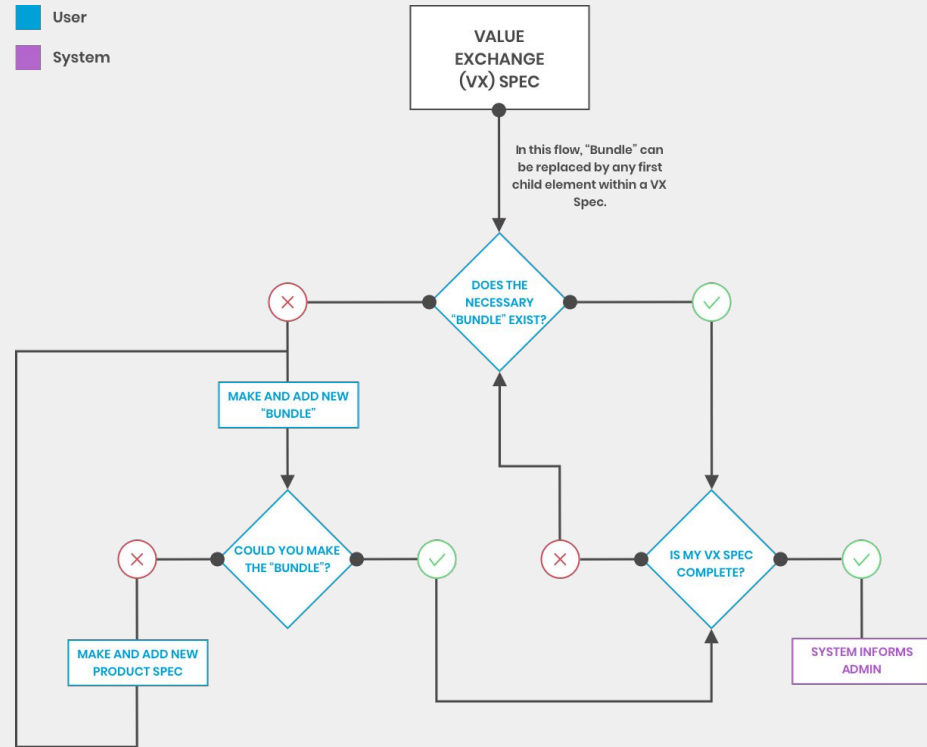


Proposed

Proposed site flow

Working from the goal (VX Spec) outwards allows users to chunk the processes of achieving their goal into manageable parts.

In page elements could assist with allowing users to understand what parameters have been added to their VX spec; taking the task of remembering completed tasks away from the user.



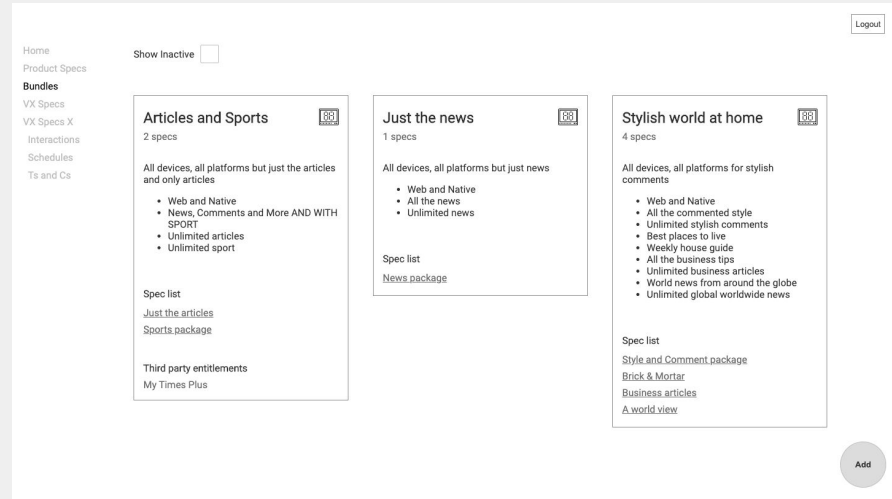
Lists audit

Problems

Comparing and interpreting multiple items within a list is difficult due to the consumption of viewport space. If many items are present, finding specific items will be difficult.

Solutions

Allow items to be full width within their container and vertically stack list items to accommodate many items within viewport. Provide filtering capability for lists to quickly sort through items.



Forms audit

Problems

Interpreting a sense hierarchy between form elements can be difficult. Understanding what has been built from the form is not apparent until a user returns back to a list.

Solutions

Vertically stack form elements and provide clear partitions between defining sections within the form. Provide users with an updating summary of what the form will output, live on the page.

The screenshot shows a form editor interface for a 'Spec Type'. On the left is a navigation menu with 'Home' and 'Product Specs' (expanded to show 'Bundles', 'VX Specs', 'VX Specs X', 'Interactions', 'Schedules', and 'Ts and Cs'). The main area is titled 'Spec Type' and has a 'Name' field containing 'digital' and a 'print' button. Below this is a large 'Description' text area. At the bottom left is a 'Labels' section with an 'Enter label' input field. On the right, there are three tabs: 'Filters', 'Constraints', and 'Behaviours'. The 'Filters' tab is active and contains several filter options: 'Article ID' (with a greyed-out input), 'Entity' (with sub-options 'Article' and 'Comments'), 'Section' (with sub-options 'Puzzles', 'Bricks and Mortar', 'Business', 'Comment', 'News', 'Sport', and 'Style'), and 'Published on' (with a date input field). A 'Logout' button is in the top right corner, and a 'Save' button is in the bottom right corner.

Existing example analysis

Hello fresh

- Starts high level and progresses to macro inputs as a user progresses through the journey.
- Informative and instructional Home page.
- Journey indicator to promote recognition.
- Defined sense of hierarchy and grouping.
- Reactive form depending upon what parameters a user chooses from, only showing what is needed.
- Summary always present to highlight what the user has currently added.

The screenshot displays the Hello Fresh checkout interface. At the top, a navigation bar includes the Hello Fresh logo and links for 'Select Plan', 'Register', 'Address', 'Checkout', and 'Select Meals'. The main form is divided into two columns for inputting personal and address information. The left column contains fields for 'First name *' (filled with 'Thomas'), 'Address Line 1 *', 'City *', and 'Phone *' (with a sub-label 'For delivery purposes'). The right column contains fields for 'Last name *' (filled with 'Moore'), 'Address Line 2' (with a sub-label 'Apt., Suite, Floor'), and 'Postcode *'. Below these are dropdown menus for 'Billing Address' (set to 'Use delivery address') and 'Delivery instructions' (set to 'Front Porch/Front Door'). Two informational icons are present: 'Contactless Delivery' (a green leaf icon) stating 'Boxes are delivered fast and safe', and 'Reducing Food Waste' (a green leaf icon) stating 'We source only the right amount of ingredients'. A large green 'NEXT STEP' button is centered at the bottom of the form. On the right, an 'Order Summary' sidebar shows the selected item 'Classic Box (Original)' for '2 People' with '3 Recipes per week'. It lists 'Subtotal' as £29.99 and 'Shipping' as FREE, with an 'APPLY PROMO CODE' link. The 'Total' is £29.99. A note at the bottom of the sidebar states 'You can skip a week or cancel at any time.' The footer of the page reads '© HelloFresh 2020'.

Next steps

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- Produce a wireframe fidelity level prototype to put outlined proposals into practice.
- Test with this prototype to answer usability assumptions and gain insight to admin user level requirements from marketing.

Thank you.

