TRƯỜNG ĐẠI HỌC FPT

FPT Fpt University

**MINISTRY OF
EDUCATION AND TRAINING**

**FPT UNIVERSITY
CAPSTONE PROJECT DOCUMENT**

WEBSITE DESIGN FOR BRAND

Fraicheur

Students: **Đào Đông Đức - SE03558**
             Phan Nam Trân - SE03866
Supervisor: **Mrs. Trần Thị Lệ Quyên**

- Hanoi, August, 2017 -

Table of Content

This project is created by this two enthusiast designers

Phan Nam Tran & Dao Dong Duc

The purpose of this project is to create a design that expected to be suitable for ecommerce business. It needs to look good but still helps users 'get the job done' - buying products.

—

Let's find out how we do that, shall we?

Project Proposal

Name of project

Fraîcheur

COLD-PRESSED JUICE

—

100% FRESH HEALTHY

330 ml

a French word
which means
the freshness

Problem abstraction

The whole project is all about creating and designing an ecommerce website for this brand Fraicheur.

Fraicheur sells juicy and drinks that are made from organic fruits and natural ingredients. Their products is high quality, pure with no sugar or water. All the products are aim to bring out a relaxing feeling to customers and help detoxing their body.

In order to sell these products online, it's very important to showcase products' benefits as well as merchant's knowledge about this field. Especially when it is a new business and wants to educate customer not only about the products but also the brand.

Define the problem

Fraicheur is a speciality type of brand who sell products that customers have to have a throughout understanding about in order to make a purchase. The major problem it is facing up is the content presentation to showcase merchant's expertise, products benefits and build trust.

Beside the fact that it must has a suitable user experience for an ecommerce website, the Fraicheur website is also created with a content-focused mind set. It will have to: Support for content presentation; content's meaning delivery; and brings out a comfortable feeling while researching to customer.

Overall, there must has spaces for business owners to set up cross-sell on all over the website in order to convert visitors into customers.

Technology

By using Shopify platform, the webiste is opitmized for ecommerce business. Selling products on different channels such as Facebook, Instagram should be as simple as selling in one, and with Shopify's ecommerce software, merchant get one unified platform to run the business with ease. Shopify handles everything from marketing and payments, to secure checkout and shipping.

Moreover, there are also a lot of Shopify apps and plugs-in on the market that helpful for the business and help deliver content better such as dictionary API, smart pop-up, translating, etc.

Beside, for the building package features, developers will have to use SAAS (Software as a Service). To achieve this, we also need to have a server for restoring customers' data. In addition, with JS React, we can bring out a simple drag and drop system with a native feel for a simple and smooth experience.

Comparison with existing websites

Brand	Pros	Cons
Jungle Juice Bar	- Feels nergetic with colorful UI - Simple (content are separate into different sections) - Link to insta and fanpage - Have a world map to location	- Too many text - Some sections look messy - Only available in one language (Finnish)
The Cold-Pressed Juicery	- Simple and beautiful UI with trendy minimalism style - Full of information - Good information structure	- Separate to many page (product and selling) may cause inconvenient for the customers - Looks a bit boring
SuJa Juice	- Colorful and catchy - Have a notification button - Full of product information (such as nutrition facts)	- Looks out-date - Too colorful with many different styles can cause confusing to users.
Pressed Juicery	- Have special discount when buying with large quantity - Have instructions for different needs	- Too simple and boring - Lack of information on most pages - Too many products but too little spaces
Pressed London	- Nice and colorful UI - Have a blog for information about the effects of the product	- Lack of information on product page
B Fresh	- Clean UI and easy to use - Full of information - Content is divided into many parts	- Complicated shopping and checkout process
Juice Up Saigon	- Simple and clean UI - Beautiful imagery - Great content	- Similar to a blog that showcase products images - Lack of products information
Ép Pressed Juice	- Bold UI - Focus on products	- Too simple and boring - No feeling/emotional effects - Lack of product's information

Specific requirements

The Fraicheur website needs to help users in: Simple buying process, easy accessing to promotion campaign, information and gaining knowledge about healthy food and healthy lifestyle.

The website also needs to create personal shopping experience by providing customer a specific menu for their own needs such as: detox, beauty, weighloss, etc. Customers can choose a package that is suitable for them or create their own package.

All pages are carefully designed to ensure appropriate spaces for showing content. Blog is considered as primary content with tailored color and contrast for long reading. So do font size, font face and the long of the line.

Design Proposal

Building the first sitemap

Sitemap is responsible for indexing all of the website's content. The very first sitemap is built completely base on the original idea and requirements.
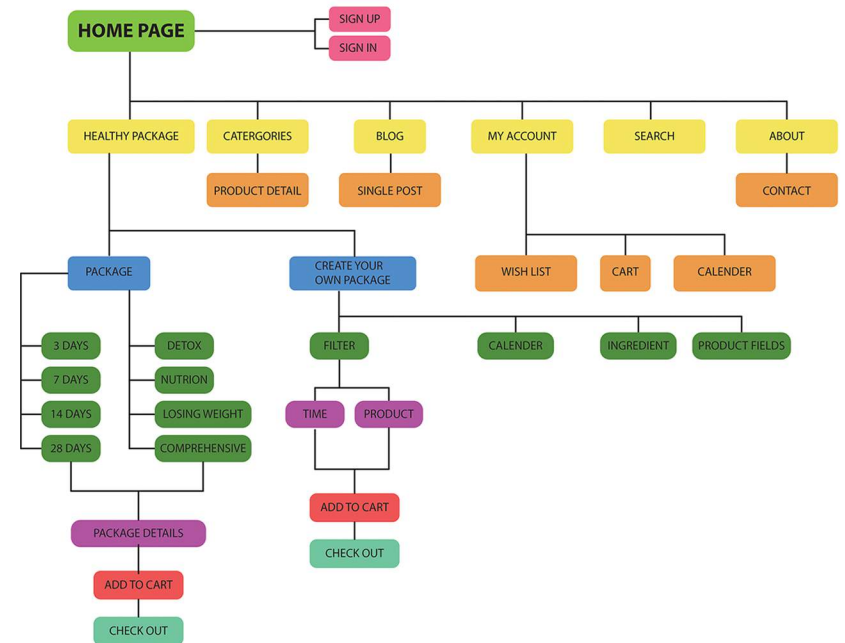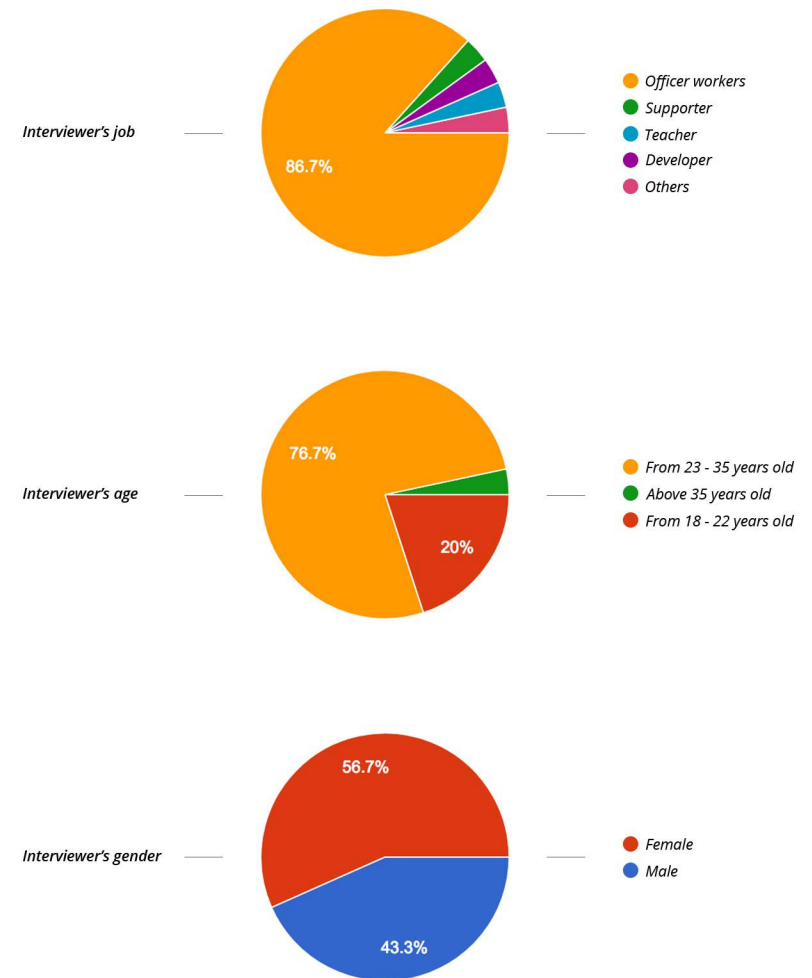

The 1st sitemap is a great in bringing the idea to reality, it shows all the features that needed, which one are the same, which one are different and how to make them more regconizable. The sitemap is useful for scoping projects as well, it helps us understand t better about he importance of how content is grouped, the hierarchy and the links between content.

However, it was very messy and confusing with many colors and steps. Many of them are very not clear about the purpose and how it works. The site has a large amount of content pages that are isolated and not linked to each other very well. It is also not naturally reference each other, it is new and has few external links to it.
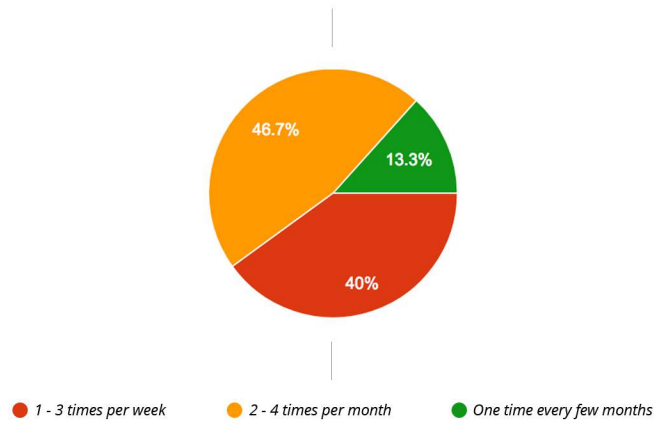
.

User requirement specification

In order to really understand customer, we did a deep research in customers' behavior and found out what are the thing that they really need on our website. Our target customers are:
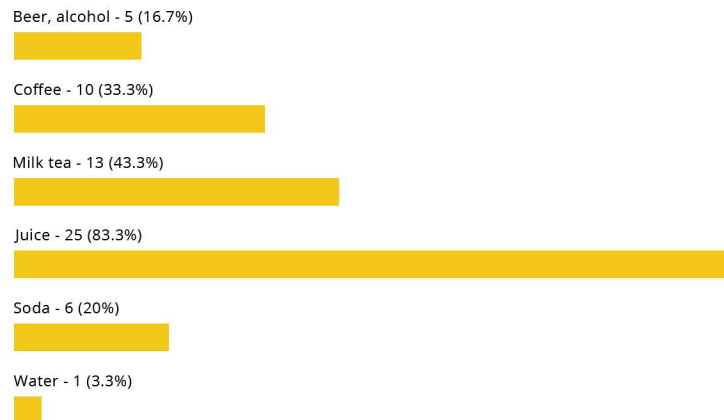
- Office workers who are currently living and working in Hanoi, Vietnam
- Age: 23-35 years old
- Approximately monthly salary: above 350$
- People who care about health, love to have a healthy lifestyle
- People who are too busy to go out but still want to have juices as their daily drinks
- People who have a specific need such as weightloss, skincare, detox, ect. and need a good diet menu in order to achieve their goals.
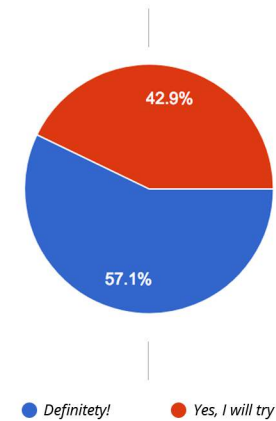
Interviewer's job ——————

86.7%

- Officer workers
- Supporter
- Teacher
- Developer
- Others

Interviewer's age ——————

76.7%

20%

- From 23 - 35 years old
- Above 35 years old
- From 18 - 22 years old

Interviewer's gender ——————

56.7%

43.3%

- Female
- Male

How often do you order drinks from store outside instead of making your own?

46.7%
13.3%
40%

● 1 - 3 times per week ● 2 - 4 times per month ● One time every few months

What kind of drinks do you usually choose?

Beer, alcohol - 5 (16.7%)

Coffee - 10 (33.3%)

Milk tea - 13 (43.3%)

Juice - 25 (83.3%)

Soda - 6 (20%)

Water - 1 (3.3%)

Beside phonecalls and Facebook, you can also order drinks from website. This will be much easier in researching for product's information and saving time, do you want to try?

42.9%
57.1%

● Definitely! ● Yes, I will try

What do you looking for in ordering on website?

Convenient, saving time - 24 (80%)

Get to know more about product's information - 23 (76.7%)

Get to know more about promotion campaigns - 19 (63.3%)

Get to know more about nutrition and healthy lifestyle - 21 (70%)

To be advised - 6 (20%)
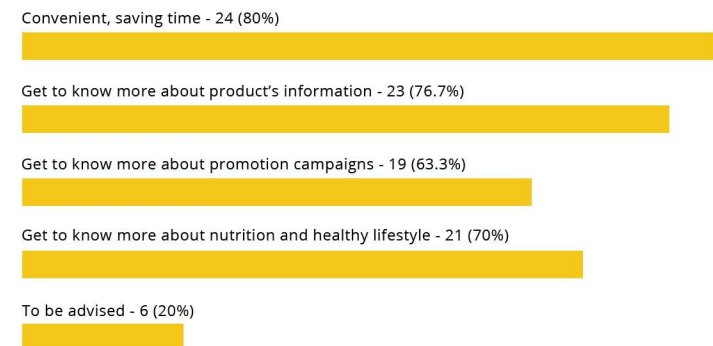
Building the first Paper Prototype

Base on the first sitemap, we started working on prototype. To map out the very first and most important features, we create a paper prototype. This is very basic and simple, mostly to visualize the features/functions and see the flow, what user need to do inorder to get what they want. By applying general and wide paper prototypes, the information architecture of the website are tested. Users are asked where they would search for certain functionality in a website.

One of the major applications of paper prototyping is brainstorming, to collect and visualize ideas on how an interface might look. The interface is built up step by step, meeting the expectations of all team members. To probe the applicability of the software design, typical use cases are played through and possible pitfalls are identified.

Pre-Design

User testing

After doing a lot of researches and testing with real users base on sitemap and prototype, we have came up with some more suggestions and recommendations for improvements:

- Some parts are not clear enough about its purpose (testing, create packages) that need to improve the content and appearances
- The creating package process needs to be more specific by:
  - Have a quick and simple instruction
  - Divided into stages with title and description
  - Filters need to have description
  - Inform customers about what stage they are in
- Add important features to homepage as homepage is considered as a shortcut way to other important pages
- The testing process also needs to be improved by:
  - Keep it short and simple
  - Inform customers about the stage with process status bar
  - Make it more interesting with interactions
- The testing result page can be more useful and easier to navigate with some small changes:
  - Allow customers to save testing result in their account
  - Recommended healthy packages needs to be placed above single products since they are the key products that can effort testing result.
  - All products need to have a 'Quick view' function so that customers can take a look at product's details without going to another page.
  - Customers are able to add products to cart directly from result page.

Building the second sitemap

The second sitemap are the full overview of the website. No rose is without its thorn, the first sitemap may not be so good and still contained many minor mistakes. It's also a bit difficult to use. That's why it has been developed and improved by time during the user research testing and also the instructions from supervisor.

Every website should have a goal and a purpose. The visitor is left wondering, "what am I supposed to be doing here?" With the new sitemap, we avoid spending too much time on creating unnecessary pages, or designing sites that are more complicated than they need to be. Users will not be confused when navigating website or interacting with the content. It's less expensive (in terms of both time and money) to add or eliminate something in the early stages than to have to do so when your site is nearly complete. It helps us in clarifying the site's goals as well.

Building and optimizing the second sitemap, using sitemap to figure out what the necessary steps are, and to combine steps where possible, we can achieve a minimum number of steps from point A to point B in the conversion funnel.
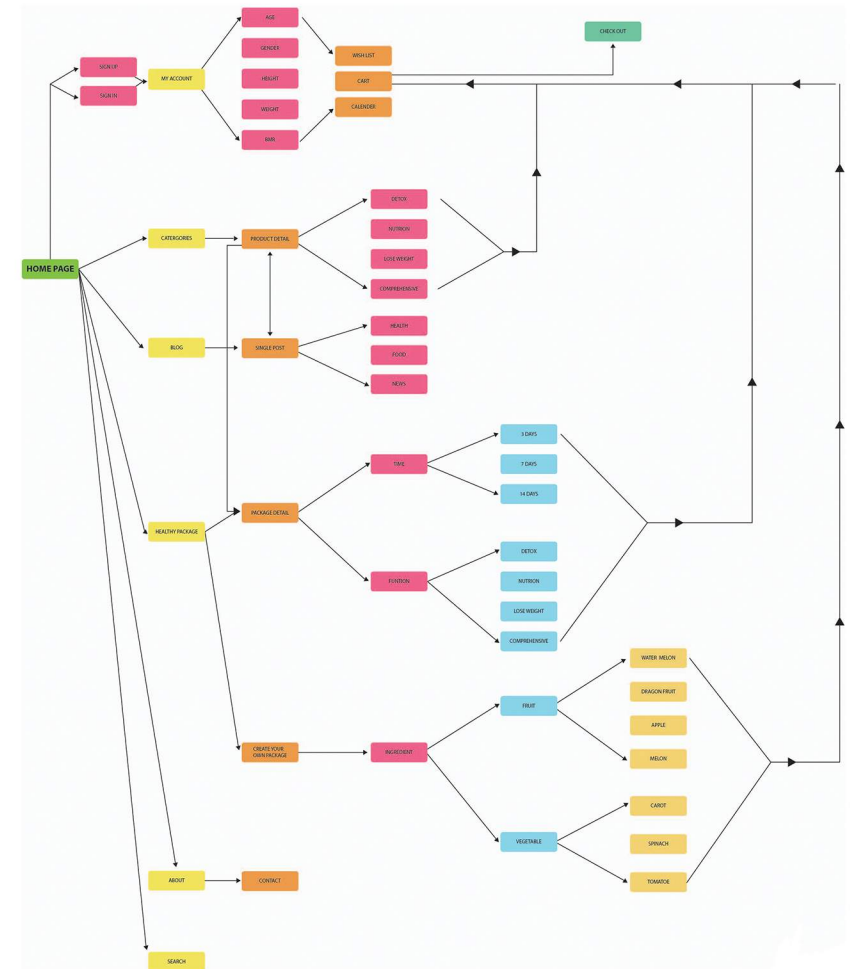
Building the second prototyoe

The second prototype is professionally build with prototyping app 'Just in Mind'. It has all the basic links and simulations that needed for users to understand and interact with. The prototype is tested by user for improvements during the whole building process.
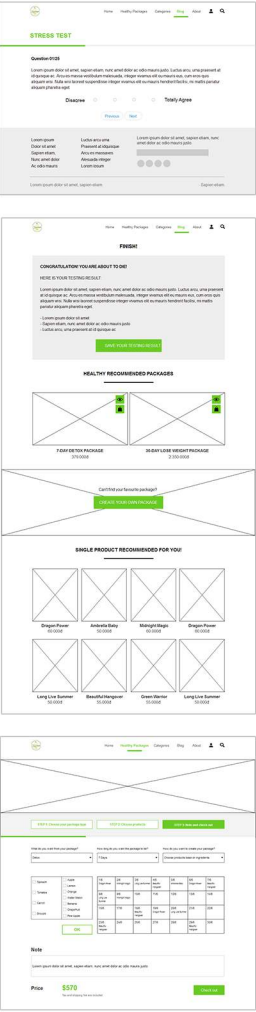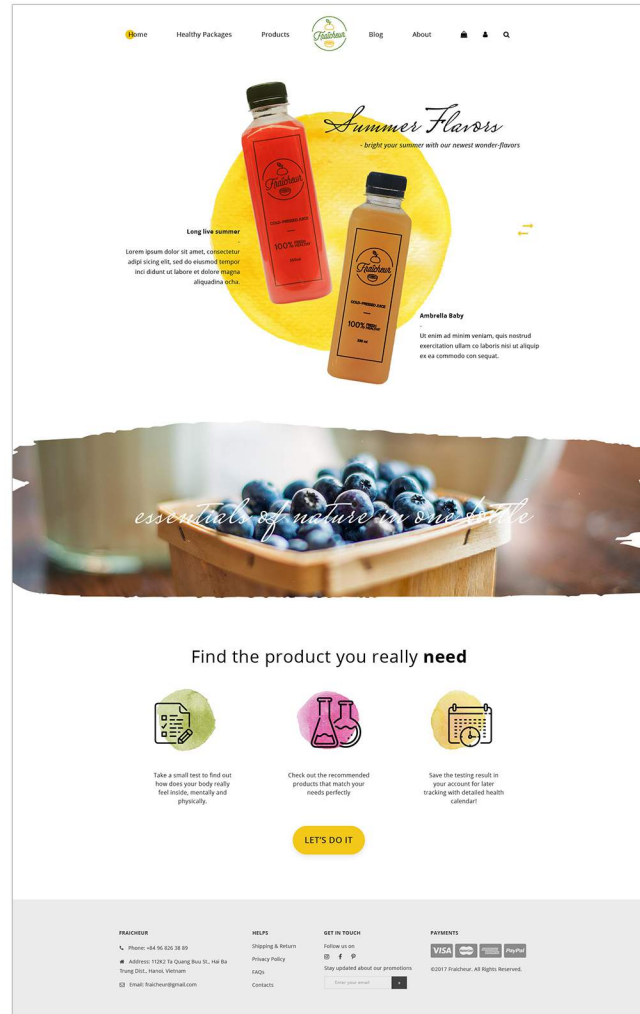
Homepage

Healthy packages page

Healthy package details page
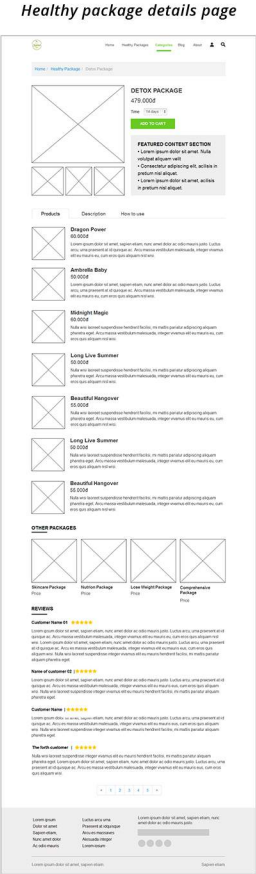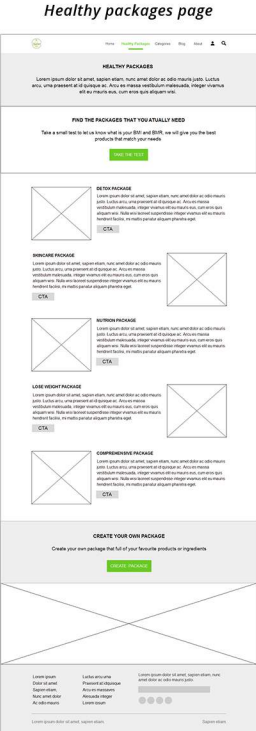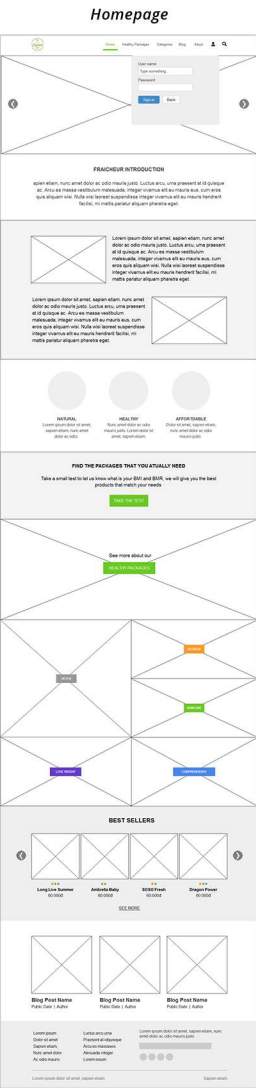
Blog flow

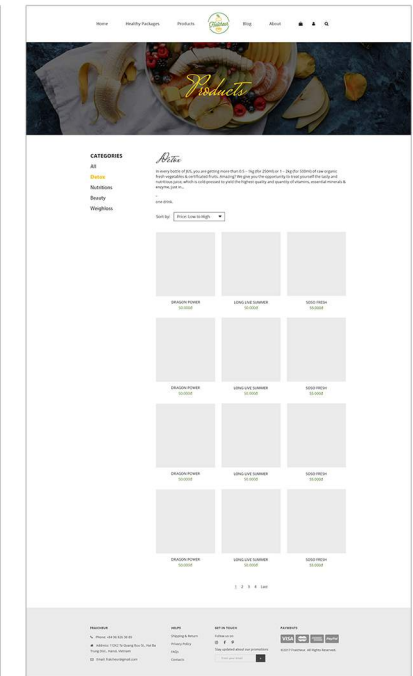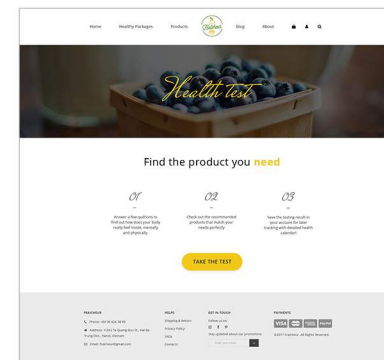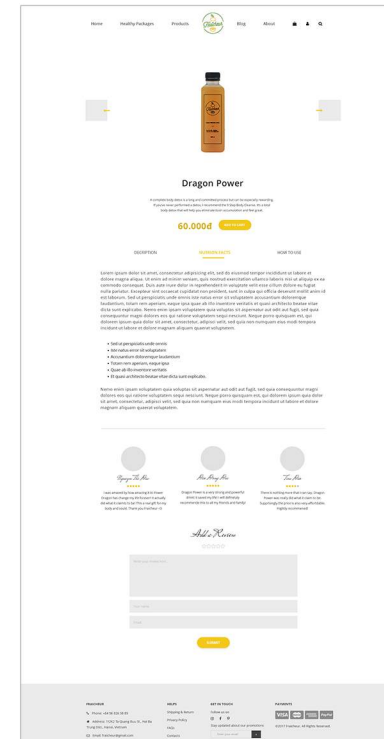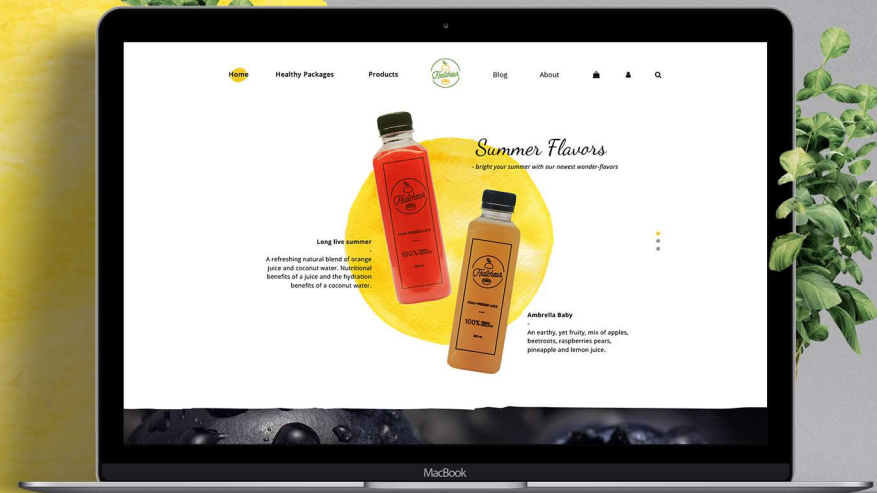### Product research flow
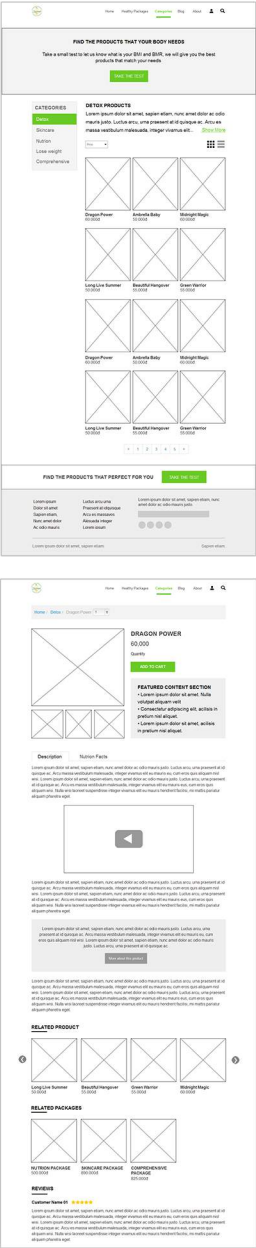
Health test flow

User interface design

Base on the tested prototype, we started to design the first version of user interface.

Homepage
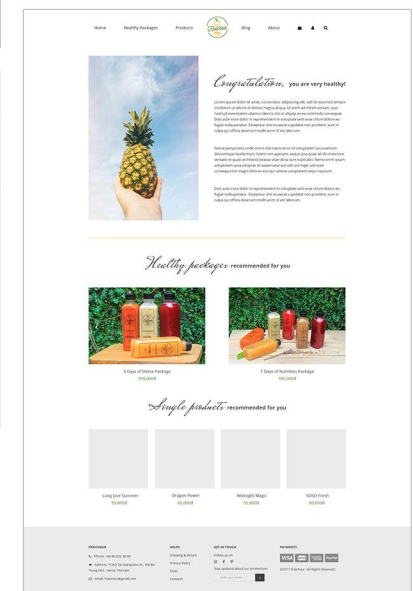
Design Finalization

The first version of user interface design still contained many bugs:

- Some pages wasn't match with the overall style
- The hand-written font is hard to see and doesn't not match with the overall style.
- The style (button, spacing, fonts) are not unified and unclear.
- Some spaces are not very well-organized, it looks messy and feels like 'bug'
- Some important parts was missing since the the design was not stay close to the prototype
- Lack of images and content text

TYPOGRAPHY

Open sans *& Dancing Script*

All mistakes are fixed in order to achieve a better user interface. The final design after many times of fixing and improving feels more native and smooth. It is generally a combination of different qualities - what it does, what it looks like, and so on. There are some qualities that the design aims to:

- Innovative: Innovative design here is the new way of creating package base on user's need. It use a very simple drag and drop system that is definitely a break-through service that no ecommerce business has achieved.
- Functional: The design solve the problem in buying process: simple purchasing process with only one page - one step. Other features also focus did a great job (creating package, researching information).
- Esthetic: The design want to create an aesthetic feelings to user. It's trendy with minimalism style combine with bright color suitable for target customers - the young adult.
- Intuitive: The design explains itself, its functions and minimize user efforts.
- User-oriented: It is successfully in creating a personal experience to user when give user the ability to create there own package drinks that match their own needs. It also give user the best recommendations since it requires their actual health status.
- Focused: The design is effective and efficient in fulfilling its purpose - selling products. Merchant is able to cross-sell anywhere and anytime, to the specific people.
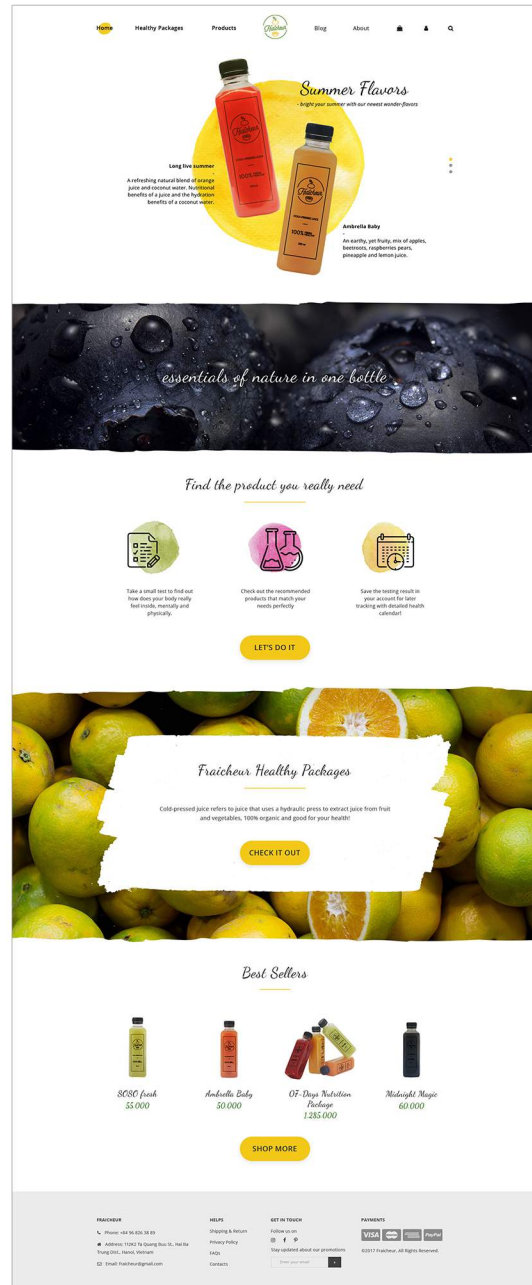
COLOR PALETTE

#EA4A27
#F4C819

#F4C819

#5C8F2D

#FFFFFF

#252525

Summer Flavors
- bright your summer with our newest wonder-flavors

Long live summer
-
A refreshing natural blend of orange juice and coconut water. Nutritional benefits of a juice and the hydration benefits of a coconut water.

Ambrella Baby
-
An earthly, yet fruity, mix of apples, beetroots, raspberries pears, pineapple and lemon juice.

OFF 30%
ALL PACKAGES

Detox, Beauty, Weightloss and Nutrition packages, all are on sale from 20 to 30 of July! Get yours now!

Home page

The 'main door' of the website. All the short-cut ways to important features are all start from here, including:
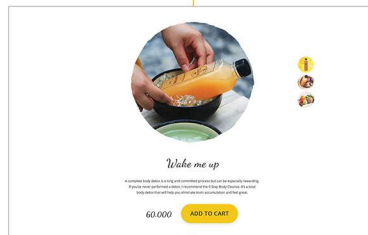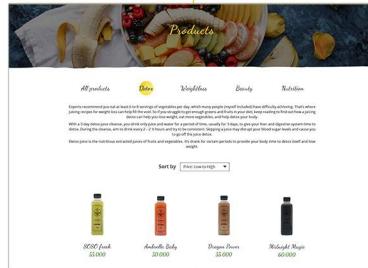
- Promotion campaigns
- Health test
- Healthy packages
- Best seller products

It is designed with the most catchy colors and layout with very short and simple text in order to made a good first impression to visitors who come to the website.


Summer Flavors
- bright your summer with our newest wonder-flavors

Long live summer
A refreshing natural blend of orange juice and coconut water. Nutritional benefits of a juice and the hydration benefits of a coconut water.

Ambrella Baby
An earthly, yet fruity, mix of apples, beetroots, raspberries pears, pineapple and lemon juice.

essentials of nature in one bottle

Find the product you really need

Take a small test to find out how does your body really feel inside, mentally and physically.

Check out the recommended products that match your needs perfectly

Save the testing result in your account for later tracking with detailed health calendar!

LET'S DO IT

Fraicheur Healthy Packages

Cold-pressed juice refers to juice that uses a hydraulic press to extract juice from fruit and vegetables, 100% organic and good for your health!

CHECK IT OUT

Best Sellers

| SOSO fresh | Ambrella Baby | 07-Days Nutrition Package | Midnight Magic |
| 55.000 | 50.000 | 1.285.000 | 60.000 |

SHOP MORE

Buying process

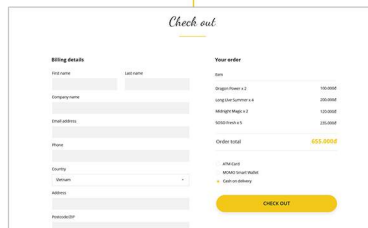Finding suitable
products or packages

Looking for more product's
details (if needed)
- Add products to cart

Recheck cart
(if needed)
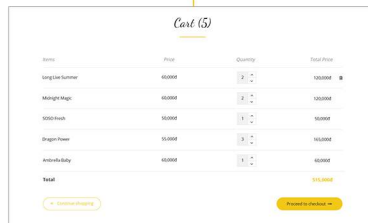
Check out

Product's details page

The page is designed to present content
as much as possible but still keeping it
clean and elegant. The most important
thing is that it's match the overall
website style.

The page has different parts of content
hidden carefully in tabs to make sure
the layout is appropriate.

Testimonials is designed to
catched for attention.

It is also have spaces for merchants
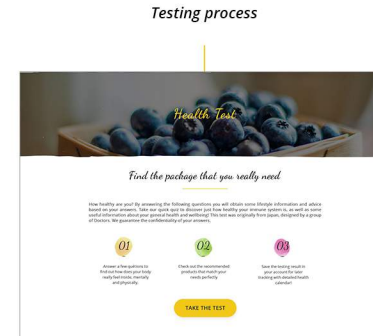to set up cross-sell.
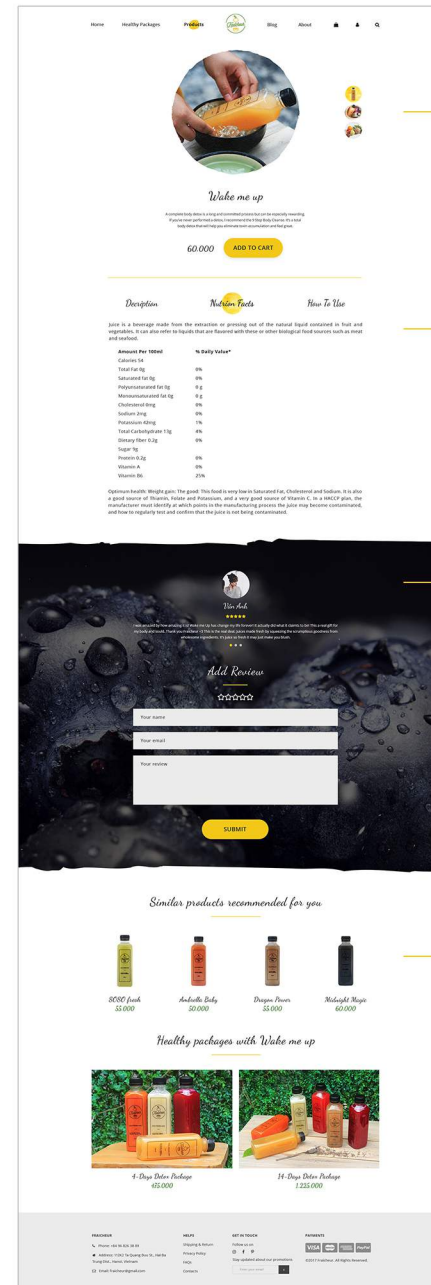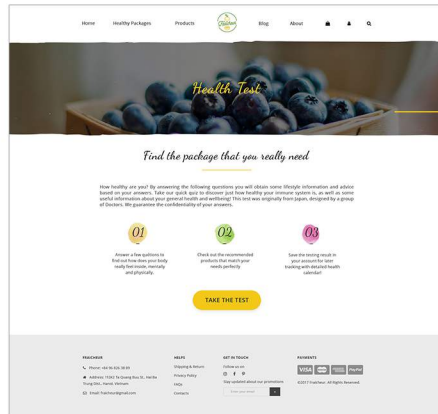
Health test page

We keep the page very short and simple since it's the start of the test. It contains 'just enough' information about the test and a simple instructions.

Using some watercolor dot to makes the page less boring and also helps drive user to a happy and relaxing feeling.
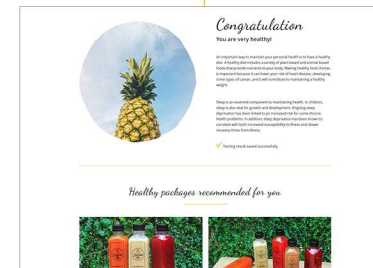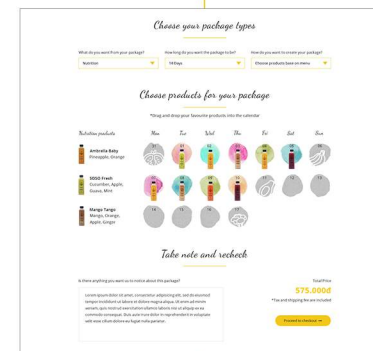
Testing result page

The purpose of the page is to show the testing result and also cross-selling related products.

Healthy packages have a higher priority since they can create a more significant effect on testing result, it is organized above all.

Users can also create their own healthy package base on the testing result if they can't find any package that matched their needs.

Testing process

Start the test

Testing - answers all the questions

Checking testing result

Create your own package (if needed)

Simulations
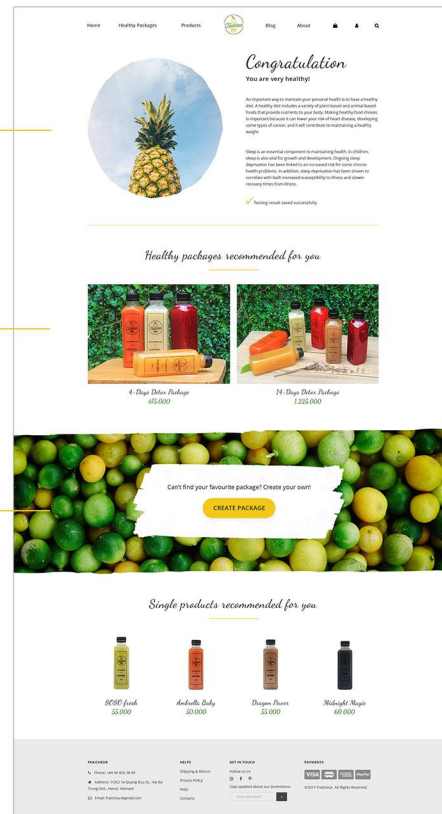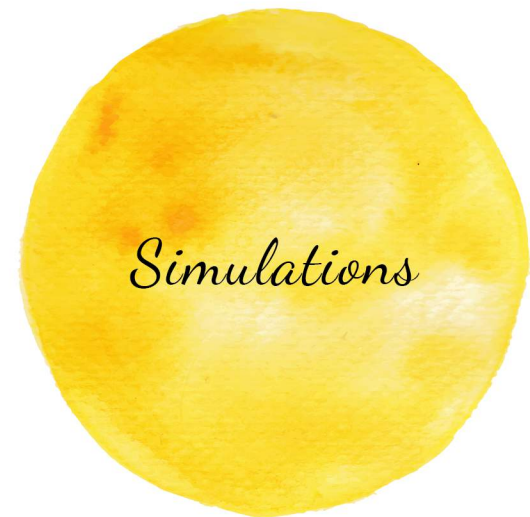
Testing interaction

In order to make the testing process more interesting and funny, we create this short animation for the progress bar. This is the whole process of eating an apple and planting its seeds to get more fruits! It has 25 stages for 25 questions of the test.
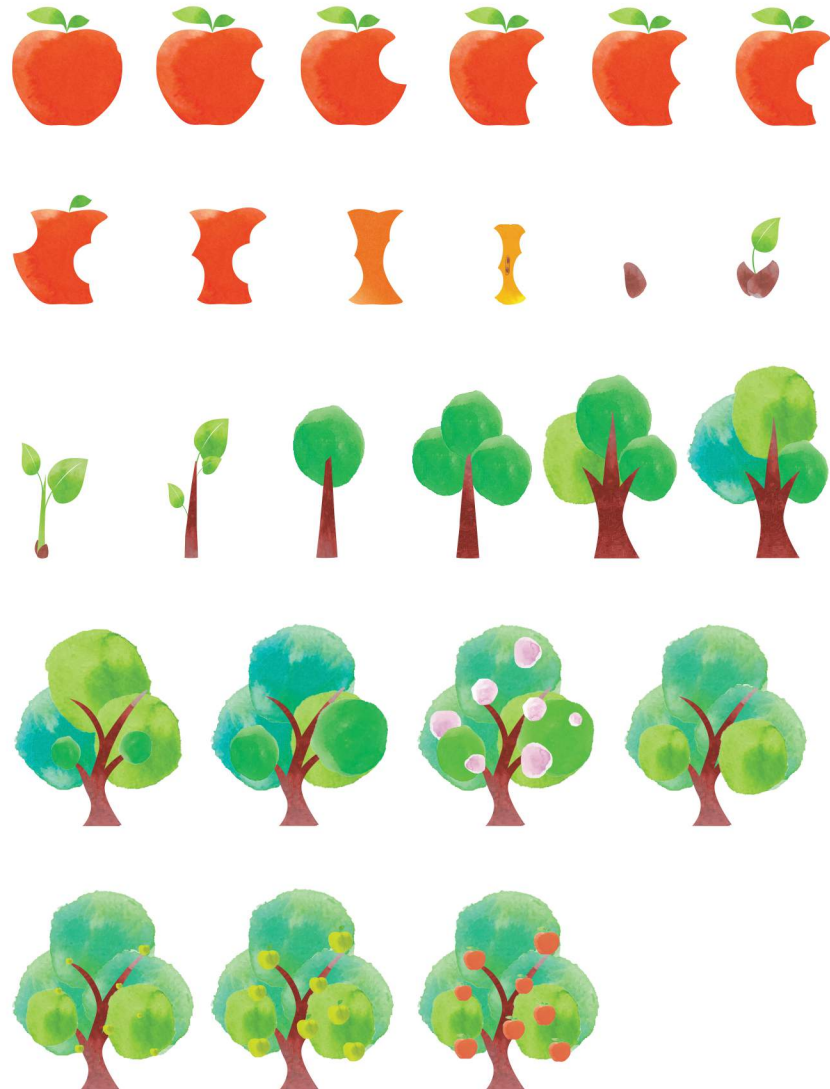
Page loading

To make user perceives the loading time shorter than it really is, we create this simple animation. Whenever user go to any page of Fraicheur website, this will be show if the loading time is too long.

Infinite loading

With blog page, all the articles stay on one page only. As user scrolling down, there will be more articles/blog post. This animation will appeared while the posts are in the loading process. This will also make users perceive the time shorter than it really is since they have something to focus on while waiting for the articles.

Other simulations

We use InVision app to as a tool to bring out an honest feeling as if we are surfing a real website. All the page are linked with each other with basic interactions. To see how the website actuall works, please check out this link:

http://bit.ly/CP_Fraicheur

That was the whole process of our capstone project 'Website Design for Fraicheur Brand'. We have been working really hard for the past four months, from May to August 2017.

This capstone project is a great opportunity for us to actually practice what we learned for the past few years and also have a better preparation for our career.

We would love to send our biggest and deepest thanks to our great supervisor Ms. Tran Thi Le Quyen for guiding and helping us a lot during the working progress, Mr. Tran Binh Duong for giving us many valuable advices.

Thank you!