

# Mud Pottery



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# About Mud Pottery

The primary products that the pottery store sells are hand-crafted pottery and ceramic items that range from simple planters to thoughtfully designed dinnerware to high-end pottery pieces used for decoration purposes.

A new pottery business in town is having a difficult time increasing its sales. It has already established an online presence through social media by using Instagram and Facebook to promote its products. Prospective customers are sent from these social media platforms to the brick-and-mortar store to complete their purchases, which is leading to a drop in sales due the customers' inability to complete their sales online.

*Problem Statement*



# HMW Statement

HMW develop a prototype idea for customer wanting to complete an online purchase?



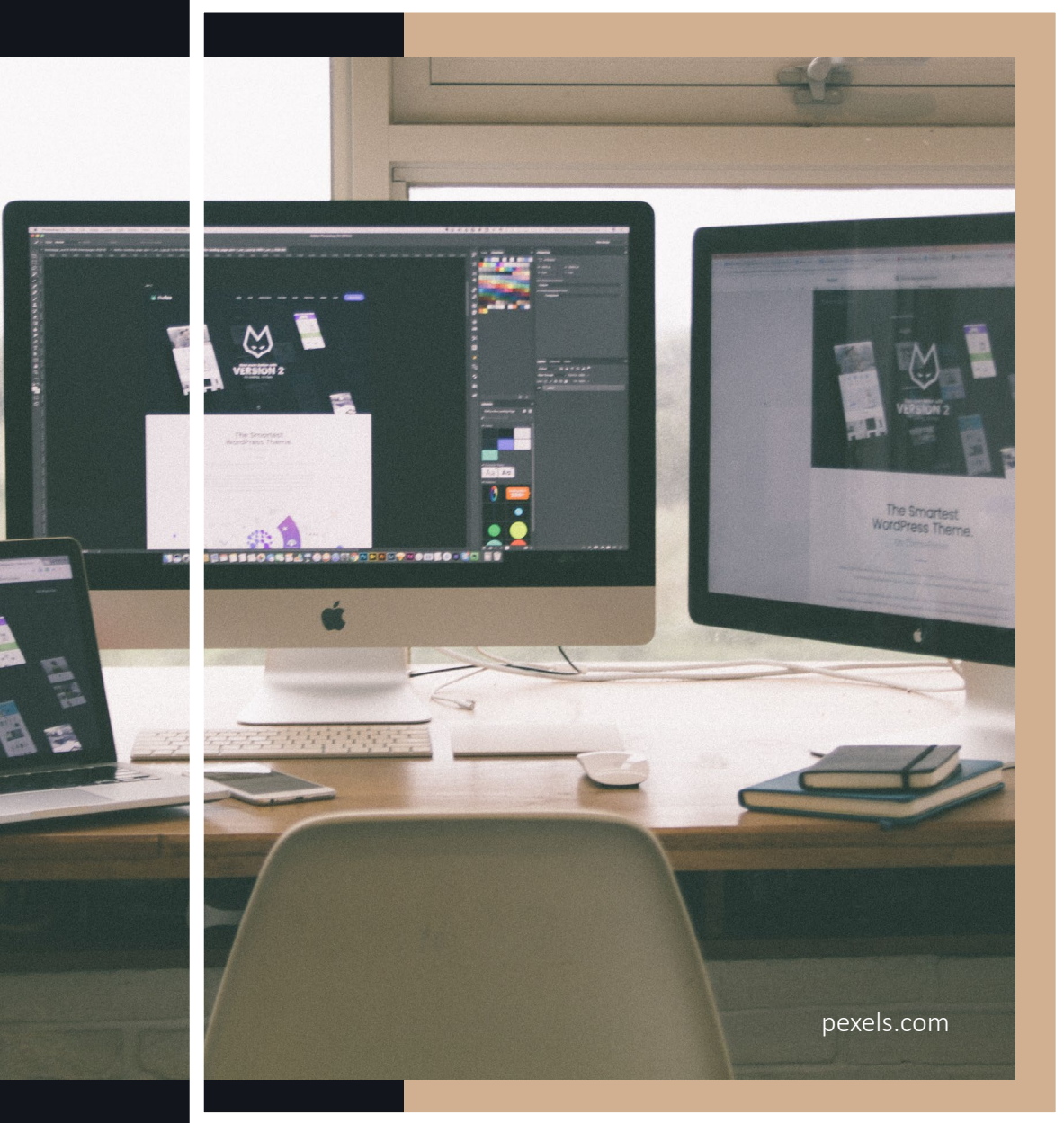
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## Option 1 Interactive Prototype

An interactive prototype that includes the landing, product, and shopping cart pages. The design will be iterative to incorporate user feedback to make sure it's usability and accessibility is in accordance with industry standards.

## Option 2 Third Party E-Commerce Platform

Utilizing a third-party e-commerce store such as Shopify or Square Space would be an easy and cost-effective way to reach new and existing clients wherever they are, and as a result increase the business sales.



# Interactive Website Prototype

This solution can be a first step towards complementing the store's already-established online presence, which will help users complete their online purchases.

**Welcome to Mud**

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The team has been tasked to design the pottery store's e-commerce website to help them improve sales. We will be focusing on an interactive prototype that includes the landing, product, and shopping cart pages of the website.

Landing page: a hero section, highlighted products, testimonials, recognition & awards section, a subscribe section, and header & footer.

Product page: images and description of products, prices, multiple selection of products, a shopping cart call-to-action (CTA) button, and social media sharing options.

Shopping cart page: list of items with prices, sub-total price, delivery options, and check-out page CTA.

# Mud Pottery

Interactive Solution

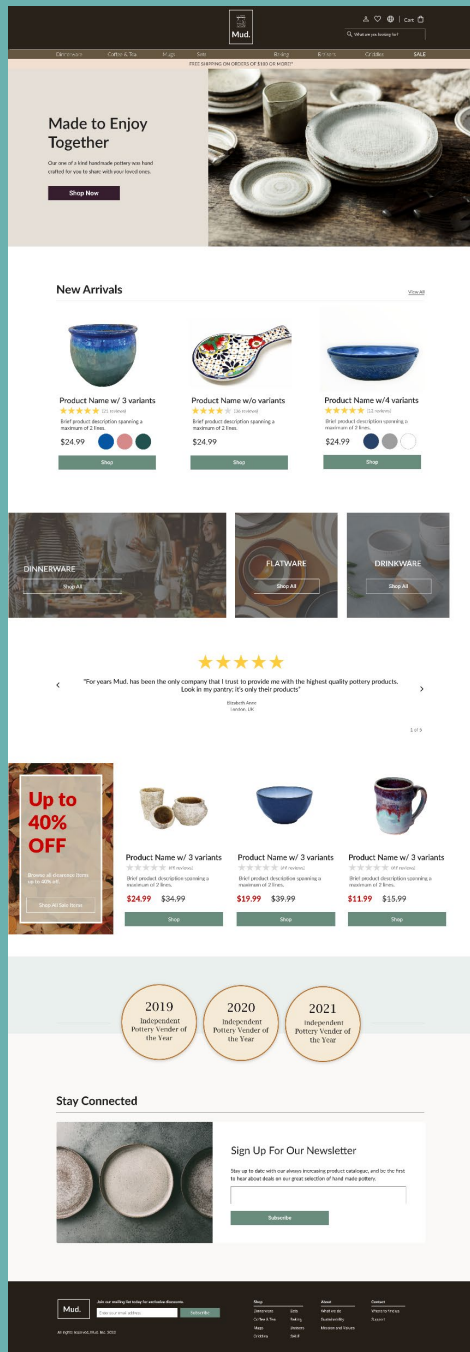


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# Product Progress

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# Landing Page



## Sprint One

- Navigation bar + logo + footer
- Hero section
- Showcased Products



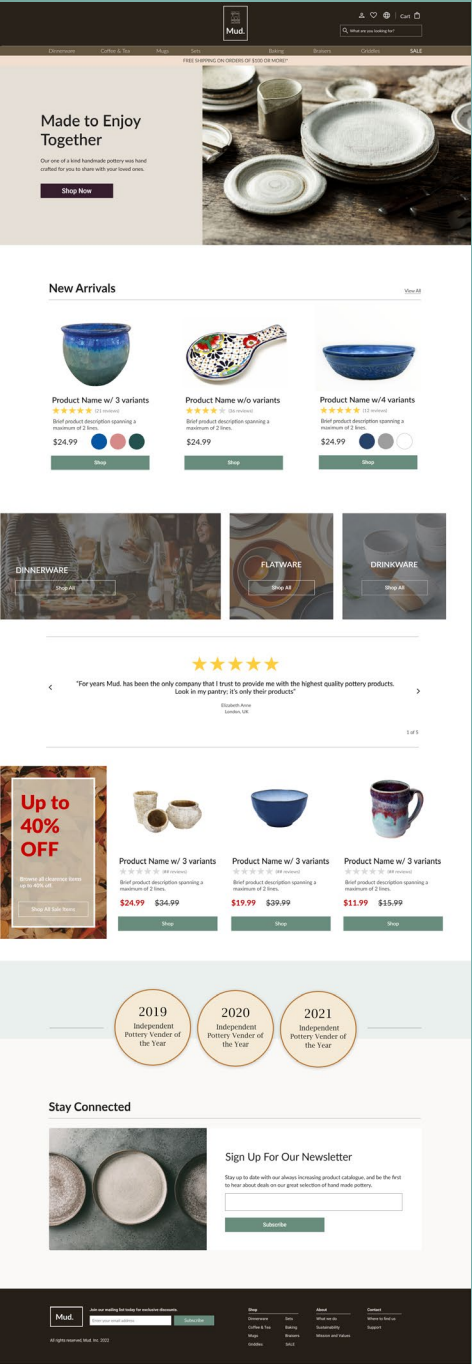
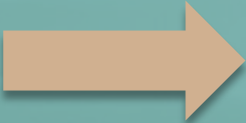
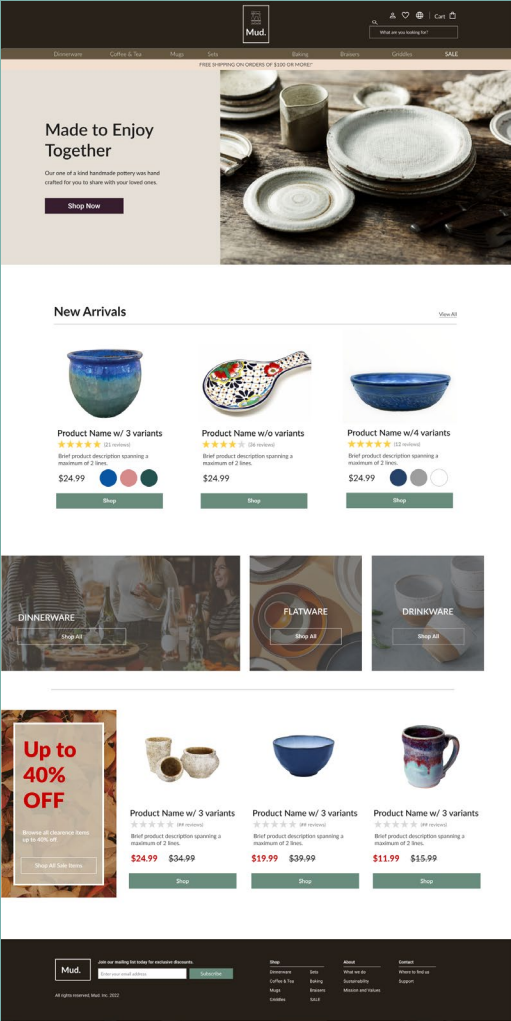
## Sprint Two

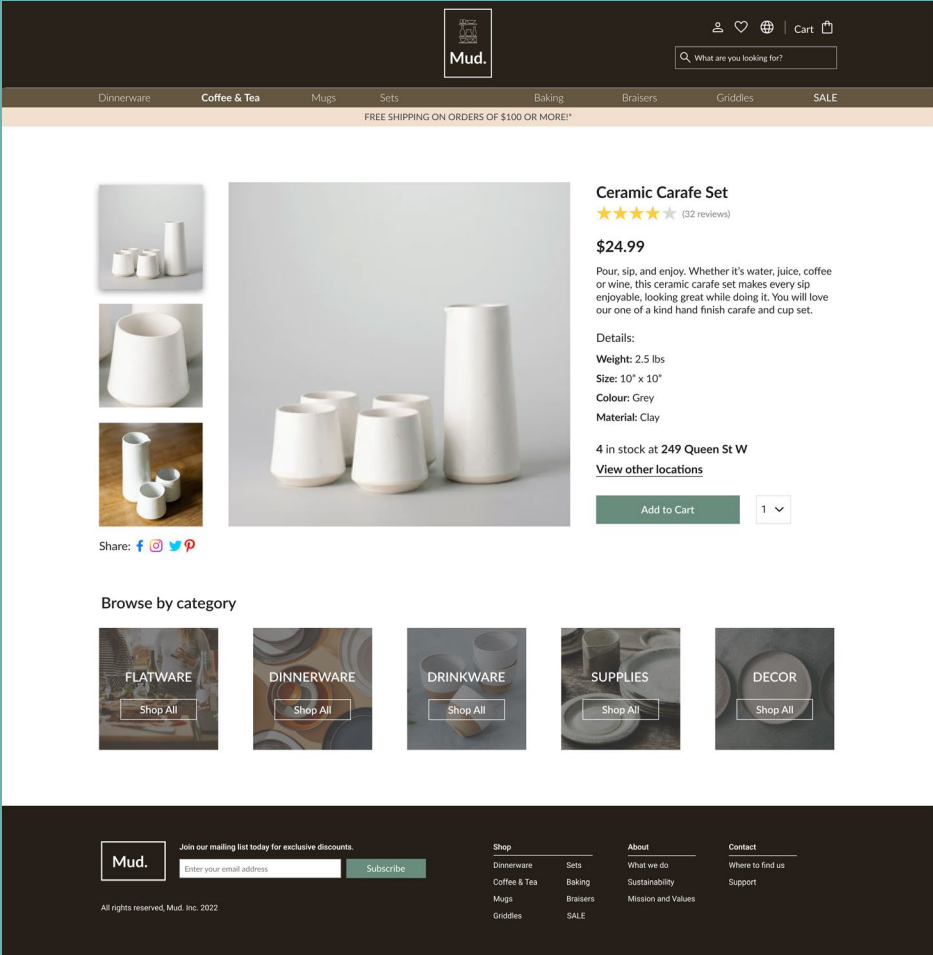
- Customer Testimonials
- Store Awards
- Subscribe Section



# Landing Page

Product Progress





# Product Page



## Sprint One

- Product Pictures
- Product details (name, price, description, other details)
- Add to cart CTA

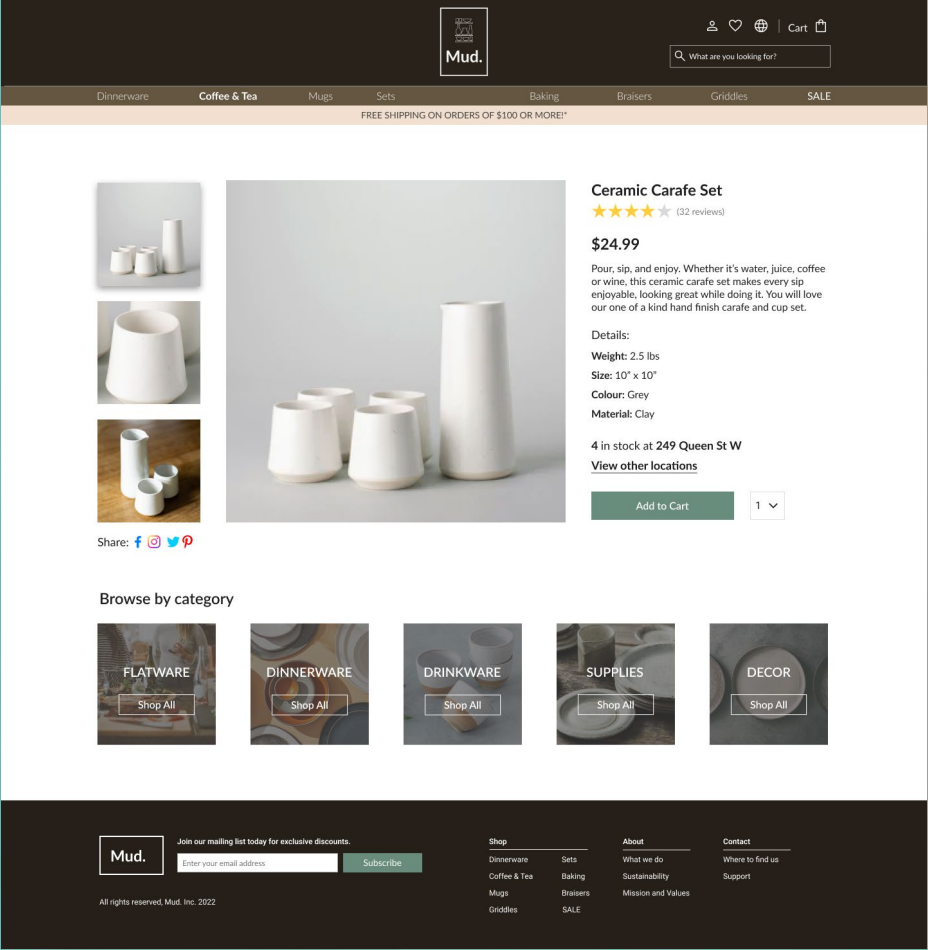
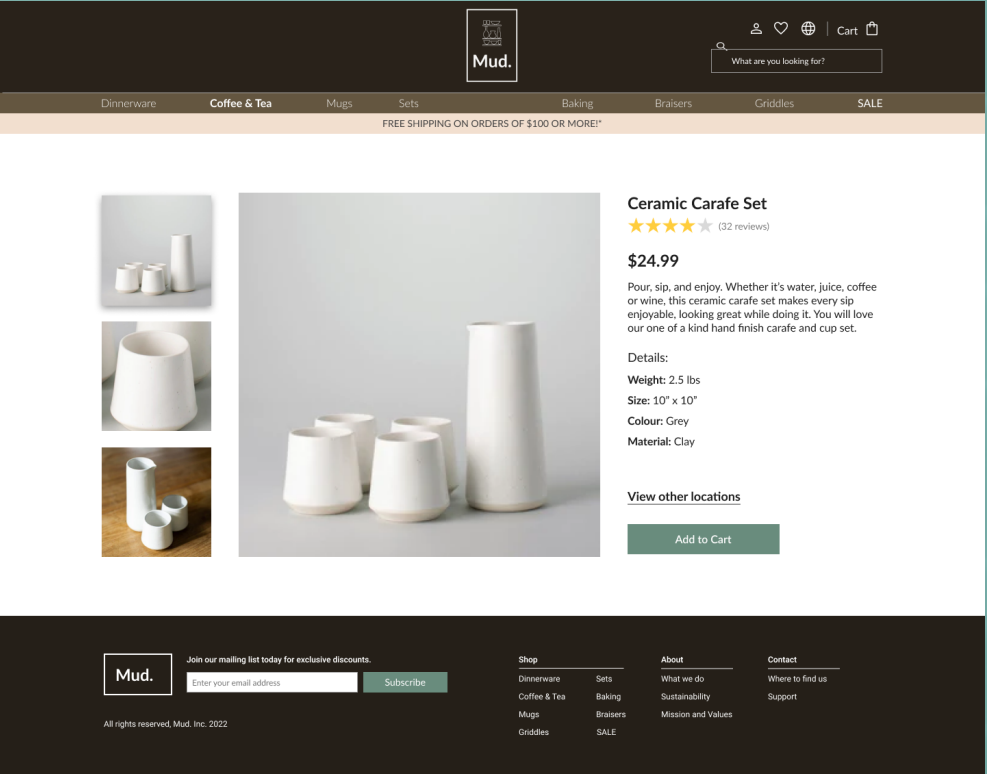


## Sprint Two

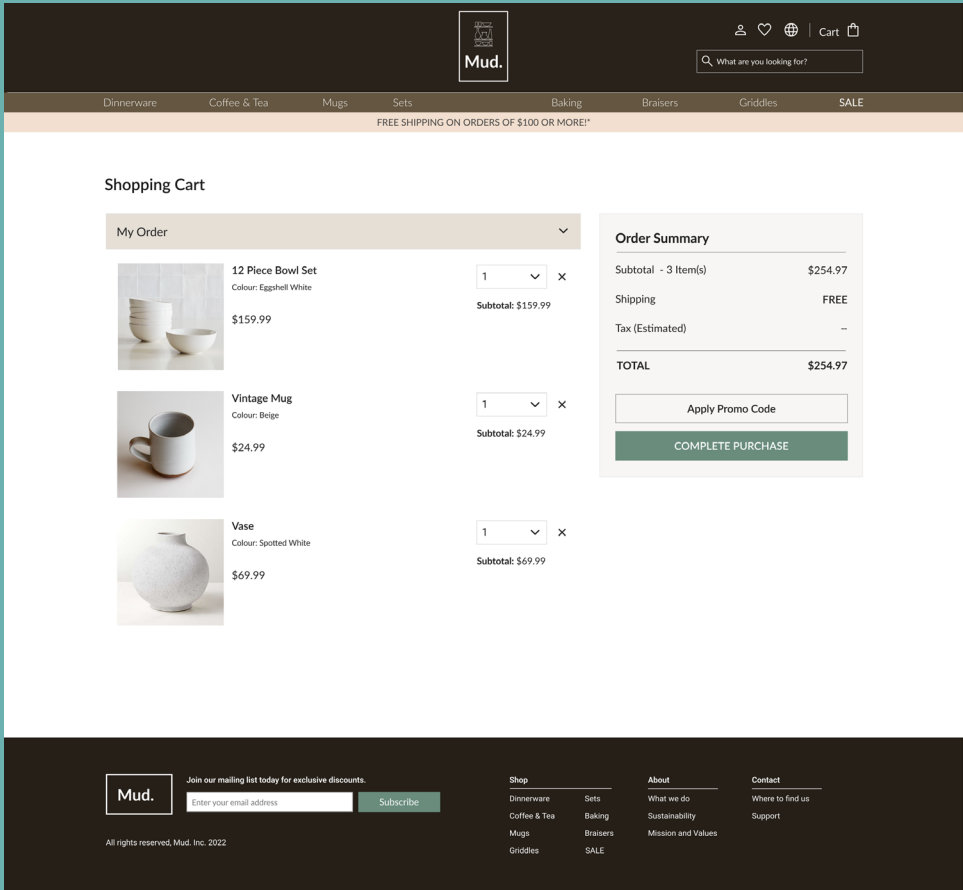
- Product Counter
- Item availability
- Social media sharing & product category

# Product Page

## Product Progress







# Shopping Cart



## Sprint One

- List of items with price, details, and subtotal
- Remove item button
- Check-out CTA & leave shopping cart button



## Sprint Two

- Free Delivery Information

# Shopping Cart

Product Progress

Mud.

What are you looking for?

Dinnerware

Coffee & Tea

Mugs

Sets

Baking


Braisers

Griddles

SALE

Shopping Cart

My Order



12 Piece Bowl Set


Colour: Eggshell White

1

X

\$159.99

Subtotal: \$159.99



Vintage Mug


Colour: Beige

1

X

\$24.99

Subtotal: \$24.99



Vase

Colour: Spotted White

1

X

\$69.99

Subtotal: \$69.99

Order Summary

Subtotal - 3 Item(s)

\$254.97

Shipping

FREE

Tax (Estimated)

--

TOTAL

\$254.97

Apply Promo Code

COMPLETE PURCHASE

Mud.

Join our mailing list today for exclusive discounts.

Enter your email address

Subscribe

Shop

Dinnerware

Coffee & Tea

Mugs

Griddles

Sets

Baking

Braisers

SALE

About

What we do

Sustainability

Mission and Values

Contact

Where to find us

Support

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Mud.

What are you looking for?

Dinnerware

Coffee & Tea

Mugs

Sets

Baking

Braisers


Griddles

SALE

FREE SHIPPING ON ORDERS OF \$100 OR MORE!

Shopping Cart

My Order



12 Piece Bowl Set


Colour: Eggshell White

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\$159.99

Subtotal: \$159.99



Vintage Mug


Colour: Beige

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# Progress Summary

- Overall, the project went as expected.
- The three pages of the prototype were completed according to the acceptance criteria.
- Good communication between the PO + SM with developers.
- Scrum artifacts were used as expected.
- Scrum events were followed as much as possible within the constraints we had.





# Challenges Encountered

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# Team Reorganization

One of the challenges that the development team encountered was the departure of one of the team members. This caused a slight delay in the project and meant that the work had to be reorganized.



# Integrating Low Fidelity Elements

The team development encountered a challenge when adding new design elements to an already existing high-fidelity webpage.





# Challenges Summary

- Development team needed to reassign work due to a team member leaving dropping the semester which caused a slight delay. However, after reorganizing the work the development team was able to get back on track and progress with the project.
- The team faced a challenge when implementing new low fidelity elements into an already high-fidelity existing website.



# Thank You

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