

# **I- HEURISTIC ANALYSIS OF BOS CREEK WEBSITE**

**Alice Walker-Lampani**

**July 3, 2014**

## **Contents:**

- I. Introduction**
  - a. Objective**
  - b. Methodology**
  - c. Procedure**
- II. Report**
  - a. General Findings by task**
  - b. Discussion and Conclusion**
- III. Current Website Features**
- IV. Heuristic Usability Chart**

## **INTRODUCTION:**

### **Objective**

The purpose of this heuristic evaluation of BosCreek.com is to provide an overview of current website usability and reveal critical areas of strength and improvement. This evaluation included tasks of: product browsing, product ordering, and learning more information about the products and Bos Creek as a company.

### **Methodology**

This evaluation was conducted based on Jakob Nielsen's usability approach, including the ten usability heuristics. Initial analysis included the think-aloud method to detail overall user journey observations. These observations were then followed with more directed recording of the website's tasks and features and a subsequent usability of those. Usability of each step included noted issues and potential solutions (displayed in attached table).

### **Procedure**

The first phase of this project consisted of two sub tasks: the conduction of an initial heuristic analysis and a report of findings. To perform the initial step of the 'think-aloud' method we used video-recording software, Morae, to record our observations. This step included verbalization of various tasks of the website, including perceptions and thoughts during performed tasks as well as any confusion or road blocks experienced during the usage of the website. This first step, aside from the recording used in later evaluation, provided an identification of an organic user's journey as well as surface level issues with website usability. This is reflected in the organization of general findings below by user tasks/goals that were sought in the recording compared to usability by page.

The recording of the heuristic analysis was then used to serve as an initial point of observation and factors to be used to evaluate. Referencing of the video yielded an initial list of features and concerns that was used to initiate the deeper usability analysis and recommendations. In evaluating the system, I first defined a list of all tasks, website features, and styling aspects that the website supported. Finally, these tasks were analyzed for usability issues, possible solutions, and then identified with the fitting design heuristic. The tasks listed below encompass the mainly used tasks on the website.

# REPORT

## GENERAL FINDINGS

- **Task: Landing Page**
  - The website's overall aesthetic is attractive, inviting, and clean, displaying beautiful images of the product and a contemporary design. From first glance, the images tell me what the company is involved with, at least what product they sell.
  - The main issues found within the landing page was that it provided very little information to the user and any information that was listed tended to be redundant (Table I.A). Rather than each page or 'div' sharing new information or a page of the website as is often seen in websites with the same layout, information was repeated. I suggest that the information be reviewed and reorganized for clarification. First, Bos Creek should determine which information is most important for visitors to know. Then once that has been decided, return to the page and list that information as efficiently as possible and in a way that reflects the value assigned to that information.
  
- **Task: Learning About Bos Creek as a Company**
  - When searching for more information about the company, little was found on the landing page. This is concerning considering that the landing page is showing what the website represents the site to follow. That being said, the navigation did include an about page clearly labeled (B.1). The highlight of the about page was the inclusion of an articulate and well-crafted video that successfully introduced the company. However, outside that video, there was a lack of information to persuade or educate customers. While there were pages, like this or the FAQ (B.3), and sections on the website dedicated to finding out about Bos Creek there seemed to be a significant lack of descriptive content. Written content often seemed irrelevant to the company, thus providing many points on the website that left the user feeling no persuasion to connect, and thus subscribe, with Bos Creek. The other location that seemed promising for information about the company was the 'blog' page in which I expected to find more information about the history or stories about the company and food (B.2). However, the blog was primarily recipes, which did not aid in this task. The site also features a calendar application but on closer observation didn't include any information on the calendar, which causes a user to feel distrust in the site for providing efficiency (B.4).

- I suggest re-locating the short promotional company documentary video within the landing page and, again, reviewing the content of the website to communicate the company's purpose more efficiently. I also suggest removing the calendar feature in the navigation at present, until information is actually shared.
- **Task: Navigation of Website (C)**
  - With regard to general use of navigation for the website, issues were primarily due to redundant, unhelpful information, or inconsistent information. It was confusing to navigate to services for current subscribers when the way to get to that page was only through the 'subscribe' page. Throughout general navigation of the site, the bar and other pieces of information, like the phone number, were not consistently available. The listing of the company phone number and navigation bar in general was not consistent. For accessibility to your customer and consistency, I recommend always including this in the navigation.
- **Task: Browsing/Subscribing**
  - Browsing and subscribing while relatively easily enough to navigate, were confusing to differentiate between the two tasks specifically.
  - To browse the boxes available (D.1) , visitors were directed through the landing page through labeled links or could access the products page through 'subscribe'. However, the subscribe page seems mislabeled in that it suggests the action of subscribing instead of inviting customers to browse first. Once at the page, it seemed relatively easy to navigate through a gallery style page of clearly pictured and labeled boxes (ex. Table for 2). While the boxes were clearly labeled, it would have been more efficient and helpful to have a designated title for browsing and, once there, to have been able to filter through the boxes and there were no tools for that on the page. While this page was useful for those who wanted to browse products, for those interested in subscribing, as the page states, I think it would be useful to have a page designated for education to new users.
  - If a person wanted to buy a specific box the process (D.2) was straightforward in that you could access the purchase page through the product. However, if a user wanted to directly order a box in mind, the only way was through that product's page, making it slow for familiar customers. One major issue experienced was during product consistency between selection and check out. For some boxes selected, the checkout would list products different than originally selected. Additionally, there was no way to buy more than one box, or cart feature, outside of going through two separate purchasing sequences.

- Primary factors in this were: the required reading of a box's information to see what meat was included, not having box options searchable, issues regarding order forms, and inconsistency in box descriptions.

## **DISCUSSION AND CONCLUSION**

Overall, it was felt that Bos Creek had a pleasant site aesthetic but one of its major problems was lack of information and organization of features that affected the overall usability and appeal of the business. Bos Creek offers an attractive service but their inability to offer these aspects is detracting from the brand quality and important customer points of purchase that will limit their success.

## **CURRENT WEBSITE FEATURES**

### **Tasks (User Processes):**

1. Subscribe to Bos Creek box deliveries
2. Browse different boxes available for subscription
3. Access page that leads to services exclusive for subscribers
  - a. Add cuts of meat to monthly order
  - b. Update your subscription
  - c. Hold your subscription
  - d. Log in to Customer Portal
4. Read about Bos Creek
5. Look through a gallery of photos uploaded by Bos Creek
6. Access a calendar
7. Read frequently asked questions about Bos Creek
8. Fill out/send a page with thoughts/questions/concerns to Bos Creek
9. Read Bos Creek's blog page
10. Jump to one of Bos Creek's social media pages (Instagram, Facebook, Twitter)

### **Website Features (Forms, Menus, Search Filters)**

1. Contact form
2. Logo/Jump to home page
3. Basic navigation tool bar (home, subscribe, subscriber services, about us, blog)
4. Pin-able photos/posts
5. Likeable/Shareable posts on blog

### **Styling**

1. Clean minimalistic design
2. Bright colorful photos of meat
3. Relatively small/clean font
4. Neutral color scheme

	Task	Sub task	Usability Issues	Potential Solutions
<b>A</b>	Landing Page		<ul style="list-style-type: none"> <li>- Redundant information (page only describes: subscribing and meat quality in different iterations) only new information is at the bottom of the page.</li> <li>- Misplaced information under the designated page sections.</li> <li>- In one section, only two pictures out of many are interactive.</li> </ul>	<ul style="list-style-type: none"> <li>- Bos Creek establishes hierarchy of messaging for visitors or reevaluates messaging.</li> <li>- Possible landing page information: about the meat, how to get started, who they are/history of the company, subscriptions available.</li> <li>- Set aside time for quality assurance to confirm working links and navigation.</li> </ul>
<b>B</b>	Learn More About Bos Creek	1. About Page	<ul style="list-style-type: none"> <li>- Lack of information about company (irrelevant to consumers)</li> </ul>	<ul style="list-style-type: none"> <li>- Move video to landing page so visitors have the right and best information up front.</li> <li>- Use space to include information about business that will tell a story and resonate with potential customers. Tell them why your service is special: people, passions, and the location, amongst other things.</li> <li>- Add information about the produce, highlight the sustainability of the meat</li> </ul>
		2. Blog	<ul style="list-style-type: none"> <li>- Although blog is relatively short, there is no navigation to pick or find blog posts. Currently, readers</li> </ul>	<ul style="list-style-type: none"> <li>- Add in simple navigation or key words</li> <li>- If blog is limited to this content re-</li> </ul>

			<p>have to look at each post individually.</p> <ul style="list-style-type: none"> <li>- Blog only showed images of recipes with the meat but had no other information</li> </ul>	<p>title as a recipe ideas and display as a service for customers.</p>
		3. FAQ	<ul style="list-style-type: none"> <li>- Long list that user needs to scroll through. Tiresome and doesn't tell people upfront if their question is present</li> </ul>	<ul style="list-style-type: none"> <li>- Collapse questions for efficiency of space.</li> </ul>
		4. Calendar	<ul style="list-style-type: none"> <li>- Calendar only included a few events per month. Seems to lack purpose/reason for having its own page.</li> </ul>	<ul style="list-style-type: none"> <li>- Take calendar out of navigation until information is added or add relevant information within the user panel</li> </ul>
<b>C</b>	Navigation	General Navigation	<ul style="list-style-type: none"> <li>- Presence of navigation bar/other information was inconsistent</li> </ul>	<ul style="list-style-type: none"> <li>- Have navigation/header consistent on all pages</li> </ul>
<b>D</b>	Browse/Subscribe	1. Browsing Products	<ul style="list-style-type: none"> <li>- Can only find products through 'subscribe' page, which seems confusing.</li> <li>- Must click on box page to see what meat is included.</li> <li>- No way to search or filter through products</li> <li>- Boxes include information not relevant to the purchasing decision</li> </ul>	<ul style="list-style-type: none"> <li>- Label gallery page as 'boxes' and have subscribe page be information about becoming a member, etc.</li> <li>- If main difference between boxes is simple, show information up front so selection is easy.</li> <li>- Keep box information to only that required for purchase. Any additional 'fluff' description added in the box page, not the gallery.</li> <li>- Add filtering tool for boxes (search by meat type included, how many fed, etc.)</li> </ul>
		2. Subscribe to Service/	<ul style="list-style-type: none"> <li>- Some box content is not consistent after buying</li> </ul>	<ul style="list-style-type: none"> <li>- Test links during purchase to make sure e-store is consistent</li> </ul>



		Ordering	<ul style="list-style-type: none"><li>- Purchasing form does not save information</li><li>- There is no cart for visitors to select products and view again before purchase</li><li>- To order the 'custom box' you must click purchase and then are redirected to a purchase page to select the meat</li></ul>	<ul style="list-style-type: none"><li>- Save information for previous customers to save time during their checkout</li><li>- Add cart option for users to review their boxes</li><li>- Offer meat selection in 'custom box' page</li></ul>
--	--	----------	---	--

JULY 18, 2014



# BOS CREEK

## THE BOS CREEK USABILITY REPORT

PHASE 2: TASK ANALYSIS

SARAH VODOVOZ, BRITTNEY KLINE  
ALICE WALKER-LAMPANI, RICKI XIE SI

### Problem Statement:

A task analysis creates a map illustrating how users navigate through the website. This task analysis follows the steps a user of boscreek.com would go through to perform certain tasks. These tasks include: learning about Bos Creek, signing up for a subscription, making additional cuts to a box, changing a subscription/order, holding an order, updating a credit card, and updating shipping information. Listing out the steps to perform these tasks can help illustrate any unnecessary procedures and enhance usability.

### Scope:

#### 1. Describe the website being analyzed

The Bos Creek is a company designed to deliver fresh, grass fed beef year round to its users. The company places great emphasis on the quality of meat delivered. They claim to work with ranches which never feed or inject hormones into their livestock. The animals are raised in pastures and are fed grass year round. The company breeds and harvests livestock year round allowing customers to receive fresh meat monthly. The Bos Creek offers different delivery packages for customers to select from and later customize. Sell and delivery meat boxes is the primary objective of the company.

#### 2. Define the user

There are two types of users: Basic and Advanced users. Basic users include people who making a one-time-purchase. According to the CEO, basic users are likely to browse for subscription information and make one-time-purchase. They can also add additional cuts to their box content. It is unclear if the additional cuts apply to current shipment or subsequent shipments. If cuts apply to the following shipment, this feature should apply to advance users rather than a basic user. Also, the registration (sign up account) is only available after the user placed a order, it might be better to categorize them into Advanced user's task.

As for the advanced user, the CEO defined them as someone who already registered for service, and plans to continue their subscription more than one time. Advanced users are allowed to update their subscription box, hold their subscription, and update personal information including billing and shipping address. Currently, if the user wants to cancel the order, they need to send an email through the Contact Us or FAQ page. To enhance usability, the user should be able to cancel subscriptions in the customer portal.

#### 3. State any assumption made prior to task analysis

This analysis assumes that the basic users will only browse for box and information about Bos Creek, but will not make monthly subscription to the box. However, they can make one-time purchase, and will be able to add additional items to incoming shipments through the one-time portal without registering a new account.

Advanced users can use all the features of the website in addition to basic user's tasks. The assumption is also made that each user can purchase more than one box.

## Tasks Outline and Operation Sequence Diagrams

### Task 1: Learn basic information about Bos Creek

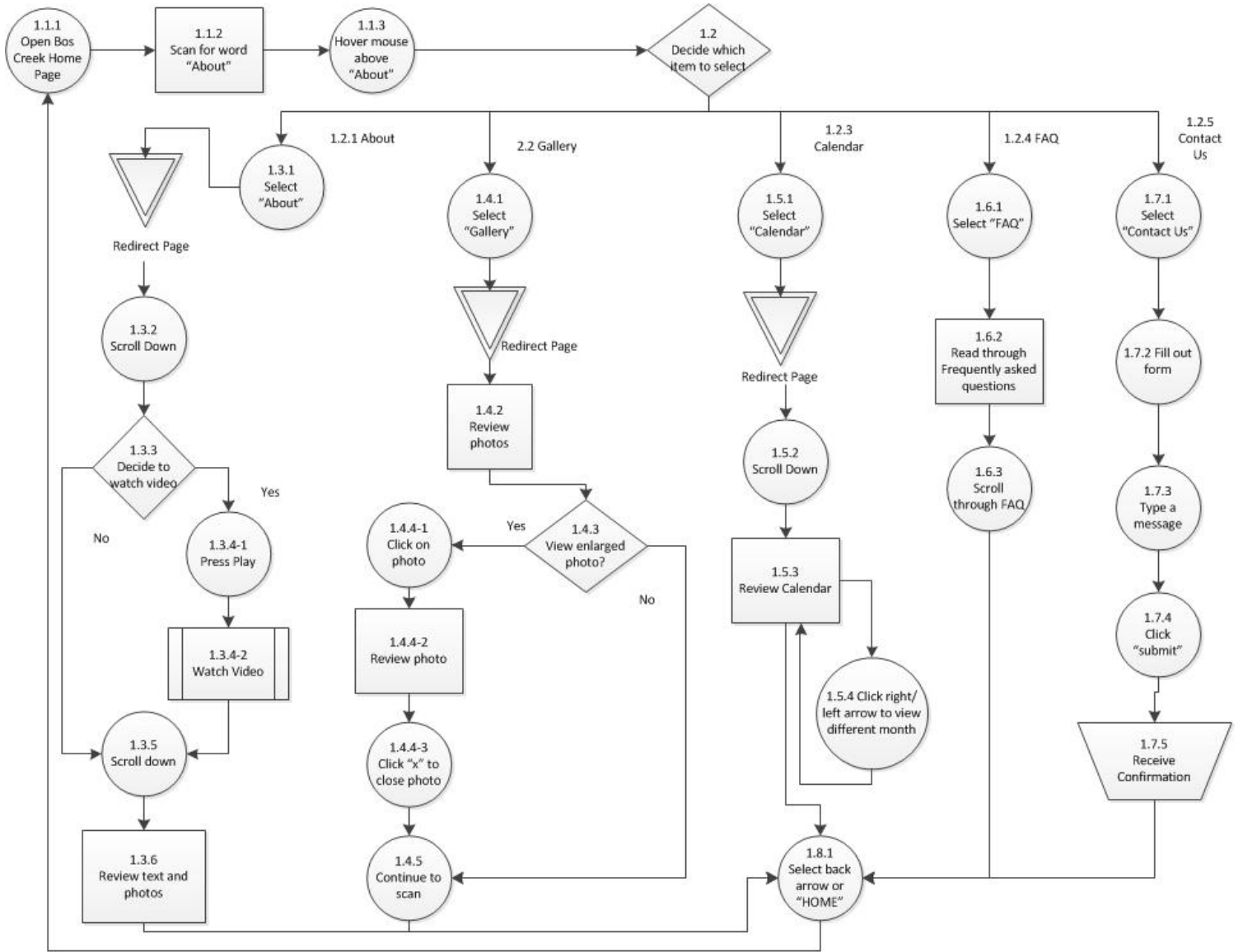
Learning more about the company applies to the basic user generally; though the advanced user can access all of the options. A user can learn more about Bos Creek through the video on the “ABOUT” page, the gallery, emailing questions, etc. Table 1 clearly labels all the tasks associated with utilizing the “ABOUT US +” menu available on the Bos Creek home page. The list also provides notes about the information provided, missing, or other usability issues. Below the list, Figure 1 illustrates the operation sequence diagram (OSD) necessary for performing each task.

**Table 1:** About Bos Creek

#1	About Bos Creek	Notes
<b>1.1 Open About Menu</b>		
1.1.1	Open Bos Creek Home Page	
1.1.2	Search for “ABOUT US +”	<ul style="list-style-type: none"> <li>a. Located on banner on upper right hand side</li> <li>b. Text is small</li> <li>c. Banner is not prominent</li> </ul>
1.1.3	Hover mouse above “ABOUT US +”	<ul style="list-style-type: none"> <li>a. Opens a drop down menu</li> <li>b. The menu could potentially close while trying to click on a menu item</li> </ul>
<b>1.2 Decide which section to open</b>		
1.2.1	To open “ABOUT” proceed to Task 1.3	
1.2.2	To open “GALLERY” proceed to Task 1.4	
1.2.3	To open “CALENDAR” proceed to Task 1.5	
1.2.4	To open “FAQ” proceed to Task 1.6	
1.2.5	To open “CONTACT US” proceed to Task 1.7	
<b>1.3 Open and navigate “ABOUT”</b>		
1.3.1	Select “ABOUT”	<ul style="list-style-type: none"> <li>a. Located in the drop down menu</li> <li>b. Automatically redirects to “ABOUT” page</li> <li>c. Does not indicate which item the user is about to select (e.g. highlighting the word “ABOUT”)</li> </ul>
1.3.2	Scroll down	<ul style="list-style-type: none"> <li>a. The banner takes up a lot of space</li> <li>b. There is a relatively large amount of white space to scroll past</li> </ul>
1.3.3	Decide to play video or not	<ul style="list-style-type: none"> <li>a. If not proceed to Task 1.3.5</li> <li>b. If yes perform Tasks 1.3.4-1 to 1.3.4-2</li> </ul>
1.3.4	Watch Video	
	1.3.4-1: Press play button	<ul style="list-style-type: none"> <li>a. play button appears at bottom left of the screen</li> <li>b. there is no large play button in the center of the video</li> </ul>
	1.3.4-2: Watch video	<ul style="list-style-type: none"> <li>a. video provides false information by suggesting that it is the only company with this service</li> </ul>
1.3.5	Continue Scrolling	<ul style="list-style-type: none"> <li>a. Images don’t show any captions</li> <li>b. There are sentences with poor grammar in the</li> </ul>

		informational paragraphs.
1.3.6	Review text and photos	<ul style="list-style-type: none"> <li>a. Text below “MEET THE TEAM” is suggestive of being a link but isn’t</li> <li>b. Doesn’t include a <i>return to top</i> button</li> <li>c. The facebook link below “Questions?...” has a label that says “Kenneth Chung”, when it clicked it open the Bos Creek Facebook page</li> </ul>
<b>1.4 Open and Navigate “GALLERY”</b>		
1.4.1	Select “GALLERY”	<ul style="list-style-type: none"> <li>a. Located in drop down menu</li> <li>b. Automatically redirects to “GALLERY” page</li> </ul>
1.4.2	Review images	
1.4.3	Decide to view image larger	<ul style="list-style-type: none"> <li>a. If yes, proceed to step 4.4</li> <li>b. If no, proceed to 4.5</li> </ul>
1.4.4	Enlarge image	
	1.4.4-1: Click on photo	<ul style="list-style-type: none"> <li>a. No information is available about the contents of the photo</li> </ul>
	1.4.4-2: Review image	
	1.4.4-3: Close image	<ul style="list-style-type: none"> <li>a. Click “x” on top right corner</li> <li>b. Clicking off screen on the photo works as well</li> </ul>
1.4.5	Continue to browse images	<ul style="list-style-type: none"> <li>a. Does not include a <i>return to top</i> button</li> </ul>
<b>1.5 Open and navigate calendar</b>		
1.5.1	Select “CALENDAR”	<ul style="list-style-type: none"> <li>a. Appears in drop down menu</li> <li>b. Automatically redirects user</li> </ul>
1.5.2	Scroll down to view full calendar	<ul style="list-style-type: none"> <li>a. This page does not automatically show the entire calendar</li> <li>b. Banner is unnecessary</li> <li>c. No information is available</li> <li>d. A day is highlighted in black for unknown reason</li> </ul>
1.5.3	Review Calendar	<ul style="list-style-type: none"> <li>a. No information to review</li> </ul>
1.5.4	Click Right or Left arrow to browse next or previous month respectively	<ul style="list-style-type: none"> <li>a. Arrows are located next to each other rather than on opposite sides of the page</li> <li>b. Does not include a <i>return to top</i> button</li> </ul>
<b>1.6 Open and navigate FAQ page</b>		
1.6.1	Select “FAQ”	<ul style="list-style-type: none"> <li>a. Appears in drop down menu</li> <li>b. Automatically redirects user to new page</li> </ul>
1.6.2	Browse through FAQ	<ul style="list-style-type: none"> <li>a. After the page is opened the title is still FAQ, rather than “Frequently Asked Questions”</li> <li>b. The questions do not provide links to related pages</li> </ul>
1.6.3	Scroll down to review all questions	<ul style="list-style-type: none"> <li>a. Large spacing between the question and the response is unnecessary</li> <li>b. “FAQ” appears in the banner title</li> <li>c. Contact information blends in with responses</li> <li>d. The “We look forward...” section blends into questions</li> <li>e. Provides information that is easy to understand</li> </ul>

1.7 <b>Open navigate contact page</b>		
1.7.1	Select "CONTACT US"	<ul style="list-style-type: none"> <li>a. Appears in drop down menu</li> <li>b. Automatically redirects user to new page</li> </ul>
1.7.2	Fill out the form	<ul style="list-style-type: none"> <li>a. Clearly labels required items</li> <li>b. Information is simplistic</li> </ul>
1.7.3	Type a message	<ul style="list-style-type: none"> <li>a. Allows user to paste text</li> <li>b. Offers users a spell checker</li> <li>c. Appears to be no limit on message length</li> </ul>
1.7.4	Select "Submit"	<ul style="list-style-type: none"> <li>a. Button is large and distinct</li> </ul>
1.7.5	Receive confirmation	<ul style="list-style-type: none"> <li>a. Provides confirmation that email has been sent</li> </ul>
1.8 <b>Return Home</b>		
1.8.1	Press back arrow or scroll to the top of the page and press "HOME"	<ul style="list-style-type: none"> <li>a. User must scroll rather than press a <i>return to top</i> button on all pages in the <i>ABOUT US</i> + menu</li> </ul>



**Figure 1:** Learn basic information



## Task 2: Sign up for the service

Signing up for the service applies to both the basic and advanced users; though the emphasis is placed on the basic user. Table 2 illustrates the steps involved in making a box selection. The task demonstrates the selection process with an example selection. The notes on the side states the information provided, information missing, user input and potential errors. Below this, Figure 2 displays these task in the form of an operations sequence diagram (OSD).

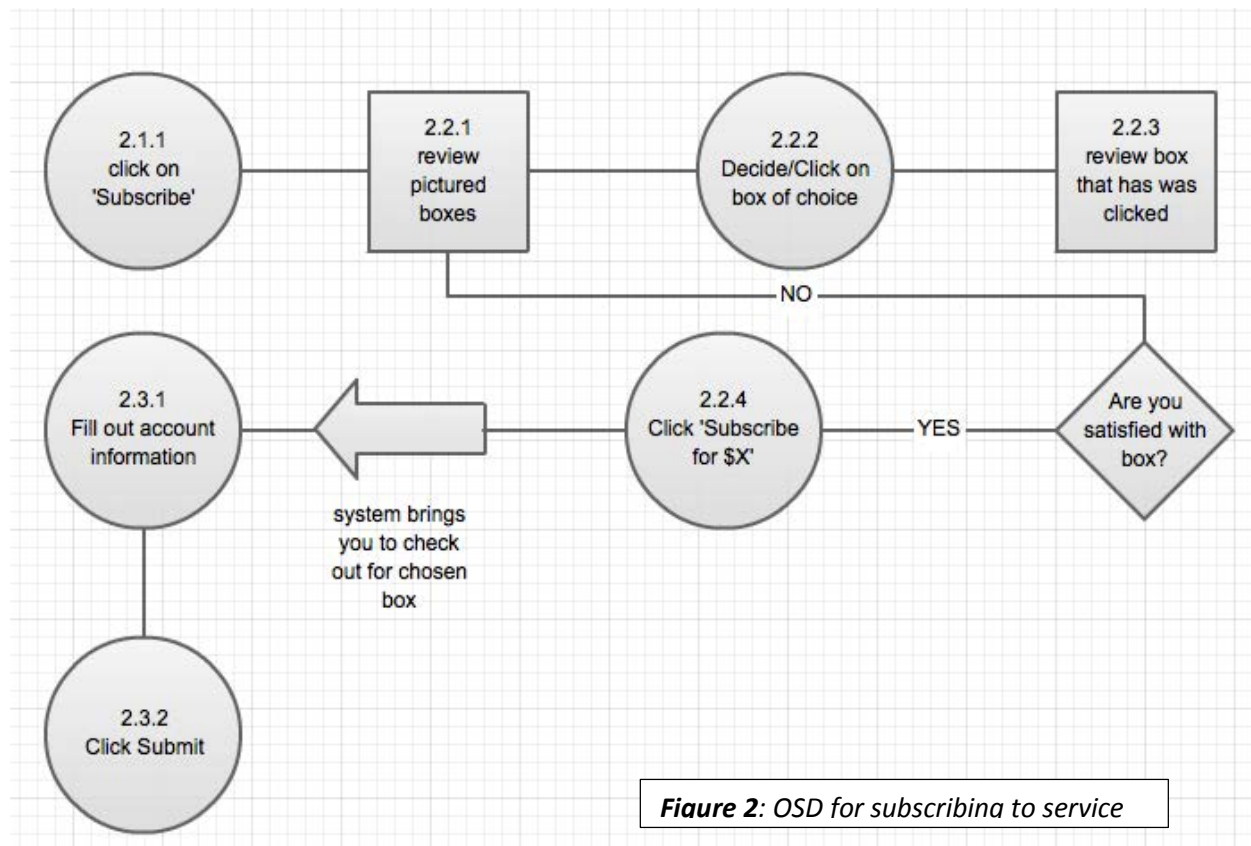
**Table 2:** Subscribe to Service

2	Subscribe to Service	Notes
2.1	<b>Access Box Options</b>	
2.1.1	Click on 'Subscribe'	<ul style="list-style-type: none"> <li>a. System identifies 'subscribe' page in title</li> <li>b. The knowledge that subscribe means to buy a box, not only 'subscribe' to your company for updates.</li> <li><b>c. Selection/decision</b></li> <li>d. Clicking this box is the only way to access different boxes. A user might: click this to subscribe already knowing what box they want, want to subscribe for updates but not purchase a box, or get frustrated because they want to browse boxes but don't know how to get there because clicking 'Subscribe' to browse isn't intuitive.</li> </ul>
2.2	<b>Decide on Box/Subscription</b>	
2.2.1	Review Pictured Boxes	<ul style="list-style-type: none"> <li>a. Instructions at top of page (they must pick a box and then subscribe), names of boxes, weight of boxes, price, a small pop up description of the meats included, the ability to pin the boxes.</li> <li>b. No ability to filter out the boxes by meat or weight, any other information outside listed that your customer might want in deciding on a box.</li> <li>c. User must decide on the box they want with their personal set of parameters and then click on the top of the picture.</li> <li>d. User may waste time having to read through all the boxes and give up/frustrated, not be able to easily click on picture because small font description of meat (causing unclickable area) takes up <math>\frac{3}{4}</math> of picture, user may not realize that there is a listing of meat when hovering over pictures.</li> </ul>
2.2.2	Decide/Click on Box of Choice	<ul style="list-style-type: none"> <li>a. System identifies name of box customer will be clicking</li> <li>b. Nothing not included that's needed to click on or decide on your box of choice. The only thing would be that <math>\frac{3}{4}</math> area of the photo taken by the description</li> </ul>



		<p>that pops up.</p> <ul style="list-style-type: none"> <li>c. System requires the selection/click from the user.</li> <li>d. User is limited in not comparing other boxes (viewing multiple box/ their variables) before subscribing, so user may feel limited in their selection or feel that they are taking too much time to review boxes.</li> </ul>
<b>2.2.3</b>	Review box that has been clicked on/ Decide if package is desired to be bought	<ul style="list-style-type: none"> <li>a. System lists box name at top of page, holistic description of box (who box is for), quantity and list of meats, button to subscribe for the price, ability to move forward or back to look at other boxes, slide show of pictures of meats.</li> <li>b. Any information not listed that would be needed for the customer to make a personal decision if the box was satisfactory.</li> <li>c. This page requires no direct information from the user other than their approval/decision outside of the page.</li> <li>d. The task relies on the user’s individual preference. Bos Creek also lists the price near the box name. While this leaves no confusion for the price, the phrasing of “subscribe for X” suggests that the user could subscribe for a different price. This might lead users to always go for the cheapest box.</li> </ul>
<b>2.2.4</b>	Click “subscribe for \$129”	<ul style="list-style-type: none"> <li>a. System identifies button labeled ‘Subscribe for \$129’</li> <li>b. No information I can observe that would limit the selection of the button</li> <li>c. User’s selection/click on the button</li> <li>d. What if someone would like to subscribe to the service to get information, but not necessarily to buy a box? (see notes 2.3) A possible error might be that the user selects this button to only subscribe and ends up buying this box.</li> </ul>
<b>2.3</b>	<b>Give Payment Information</b>	
<b>2.31</b>	Fill out account information with correct information	<ul style="list-style-type: none"> <li>a. System tops page with basic business message, order summary (quantity and price of individual meat cuts in box), Discount code box, boxes for all required information, box to ship to billing address, ability to ship to a different address.</li> <li>b. Any other information required later that company would require to purchase, back navigation bar.</li> <li>c. System requires that user/customer inputs personal information as well as billing information (correct) to proceed.</li> <li>d. I see no issues here that would prevent a user from filling out the information as long as all the</li> </ul>

		information that the company requires is present.
2.3.2	Click Submit	<ul style="list-style-type: none"> <li>a. System provides clear label of “submit”</li> <li>b. Option to edit order, ability to add meats from the butcher shop is not clearly located in the same area as the purchase</li> </ul> <p><b>Selection of the user</b></p> <ul style="list-style-type: none"> <li>c. Person purchases box without adding everything they could- losing the chance for maximum satisfaction*</li> <li>d. *This task analysis was limited to this step, causing uncertainty if there are more steps required to complete the subscription process.</li> </ul>



**Figure 2: OSD for subscribing to service**

**Task 3: Additional cut to the box**

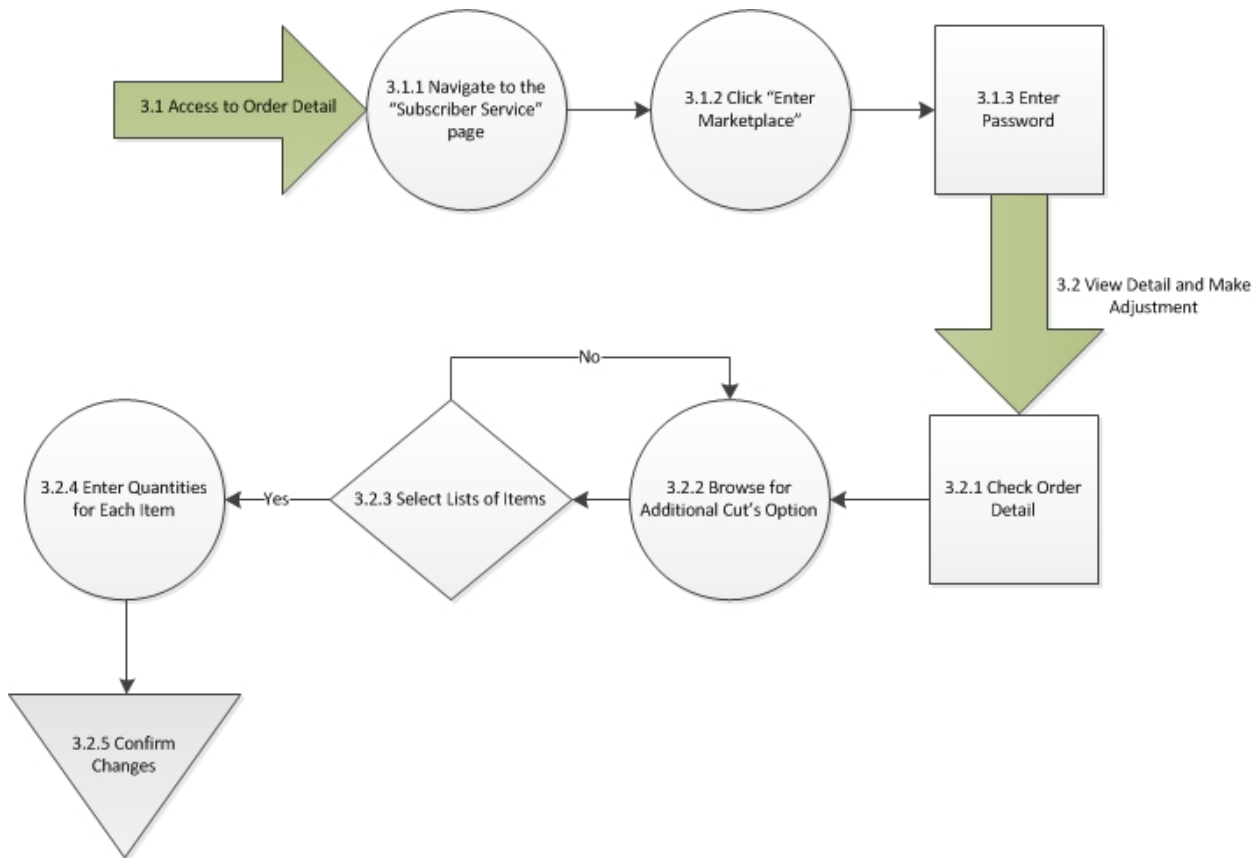
The prospective audience for making cuts includes both the basic and advanced user. This task can only occur after the user has placed a subscription or one time order. The steps involved in performing this task do not clearly illustrate whether the additional cuts will apply to the box once, or if they will change the subscription (subscription change is only applicable for an advanced user). Performing cuts on a box begins at the following page: < <http://www.theboscreek.com/subscriberservices/> >. The steps necessary for performing this tasks

are available below in Table 3. The table references the different steps for making cuts while adding notes on the side about information that is offered or missing.

**Table 3: Add Additional Cuts to the Box**

#3.	Add Additional Cuts to the Box	Notes:
<b>3.1</b>	<b>Access to order details</b>	
<b>3.1.1</b>	Navigate to the subscriber service	a. The navigation menu is on the top of the website and is between the "SUBSCRIBE" and "ABOUT+"
<b>3.1.2</b>	Click the "Click here to enter the marketplace" to open the secured page	<ul style="list-style-type: none"> <li>a. Reminder message above the link: "Do you want to add more cuts to your next Bos Creek box?"</li> <li>b. The "Click here to enter the" and "Marketplace" should be together to link for the same page</li> <li>c. "Marketplace" can mean many things and is ambiguous, maybe just use descriptive lines such as "Click here to customize your next box" or "Click here to add additional cut to your next box"</li> <li>d. It was not clear if the additional cut is one time thing, or will be updated for the rest of circle (I assume it the former option)</li> </ul>
<b>3.1.3</b>	Enter the unique password	<ul style="list-style-type: none"> <li>a. <a href="http://www.theboscreek.com/one-time-purchase">http://www.theboscreek.com/one-time-purchase</a></li> <li>b. User Input is needed, however the information is only provided after they made the first subscription</li> <li>c. It is assumed the password is unique for each order, and the order information will be provided in the one-time portal</li> <li>d. It will be nice if all the information about the order, or customer can be in one place. Such as the customer portal, which is already in place (See task 6&amp;7)</li> <li>e. It can be confusing for first time user to access information from different places</li> <li>f. We are not sure what is inside it since we don't have the access to the portal</li> </ul>
<b>3.2</b>	<b>View order detail and select the one for modification</b>	
<b>3.2.1</b>	Check the order information	<ul style="list-style-type: none"> <li>a. Confirm the order is what want to modify</li> <li>b. User should be able to see their personal information in it</li> </ul>
<b>3.2.2</b>	Browse for available option to add into the order	a. User need to see information about the available cut that can be added into the box
<b>3.2.3</b>	Select list of items	a. User input will be needed for additional item

	that are desired	
3.2.4	Enter quantities for each item	a. User input will be needed for additional item
3.2.5	Confirm the Changes	a. There should be some sort of error prevention or deadline indication b. The confirmation page should show what items are added and if there is any way to update the detail within the system right away in a time period



**Figure 3:** OSD for adding additional cuts to a box

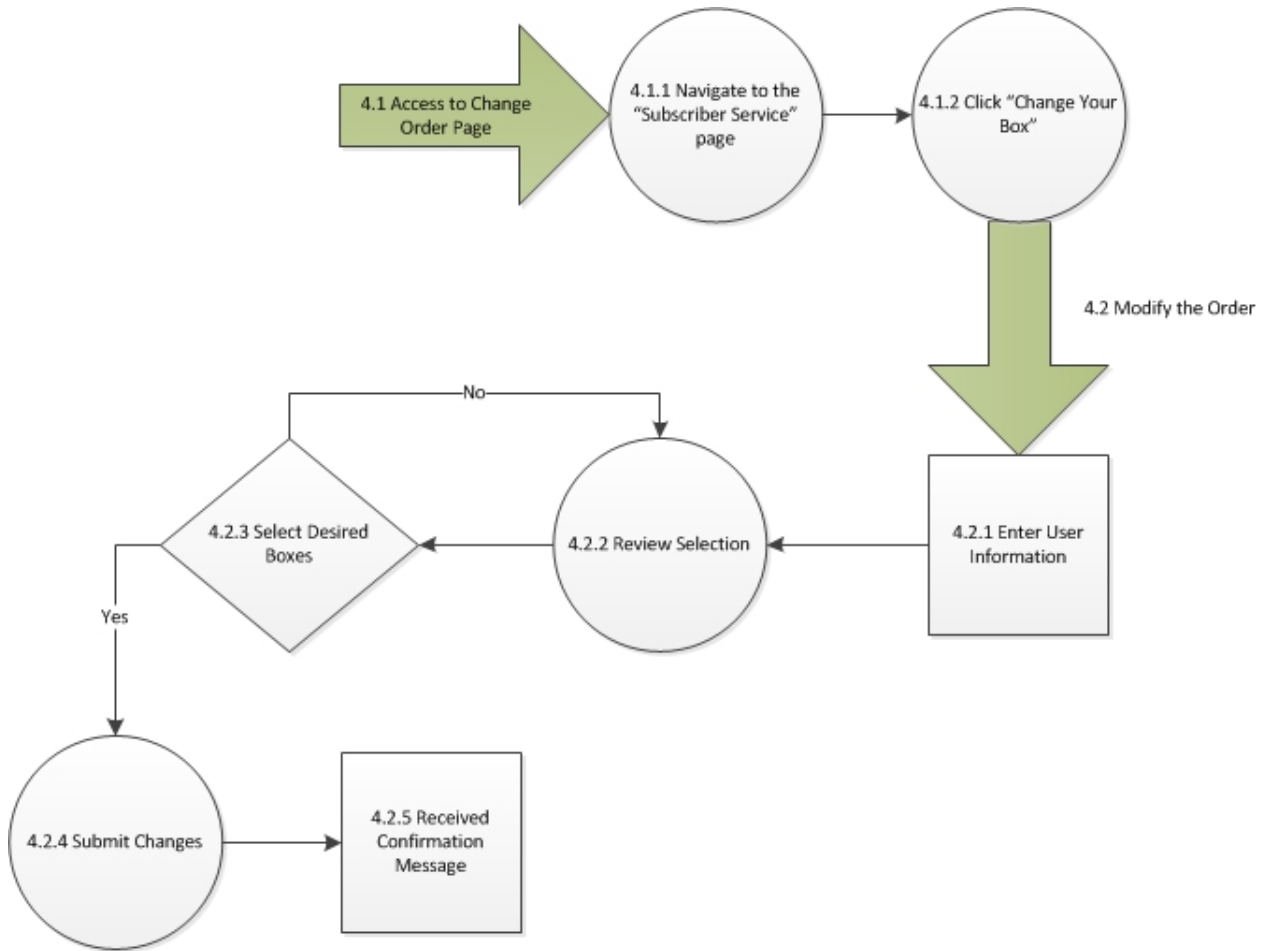
**Task 4: Change the subscription content**

The act of changing a subscription applies to the advanced user only. The user must already have a subscription to the service. The user is able to update his/her upcoming subscription (pick a different box). There were potential errors found while navigating through this process. The note describe usability issues, missing information, and information available. Table 4 clearly labels all the task/subtasks used to change subscription content. Figure 4 below displays these steps in the form of an operations sequence diagram.

**Table 4:** Change the subscription

<b>#4</b>	<b>Change the Subscription Content</b>	Notes:
<b>4.1</b>	<b>Access to Change order page</b>	
<b>4.1.1</b>	Navigate to the subscriber service	a. The navigation menu is on the top of the website and is between the “SUBSCRIBE” and “ABOUT+”
<b>4.1.2</b>	Click the second bold item “Click here to change your box” to access change order form	a. Reminder message above the link: "Do you want to pick a different box like the Performer, Family Feast, or Table for 2, or switch up the contents of your custom box?"
<b>4.2</b>	<b>Modify the order</b>	<a href="http://www.theboscreek.com/update-your-box">http://www.theboscreek.com/update-your-box</a>
<b>4.2.1</b>	Verify customer information by entering their information	a. User needs to input their name and email address b. Only email address is required (*) c. It seems like this is a rather simple spreadsheet database system, can encounter error if the use have more than one subscription and they only want to modify partial of their subscription content d. User has to enter their information mandatory, not system indication of which order they are replacing
<b>4.2.2 &amp; 4.2.3</b>	Review available options and select the next box	a. Same with the previous step, not clear information on what the user is changing since they can't see their order information b. The selection is in checkbox (which means that the user can select multiple boxes), does this means that whatever they subscribe before will be overwrite for the new subscription, regardless how many boxes that they have in the system? This can be solved if the user can see their order can make update upon their current selection c. If the overwrite condition is true, the system should provide a history list for any of the chance that the user made, just in case they might want to select any of the previous box they had ordered, even though they forgot the name of the box) d. They can provide the option to deliver to different

		addresses if the user want to deliver the box as a gift box
<b>4.2.4</b>	Click on "Submit" to confirm the change	<ul style="list-style-type: none"> <li>a. Should have a pop-up windows or confirmation page to review the change rather just submit right away</li> <li>b. Since the order will not be change until the next shipping circle, they could have a deadline while the user update their box (if they change they mind right away, there is no error prevention in here)</li> <li>c. If the users can see the information about the monthly deliver date, it will help them make the right decision (show the calendar somewhere on the same page, or just one click away - right now it is inside ABOUT US+)</li> </ul>
<b>4.2.5</b>	Received confirmation page	<ul style="list-style-type: none"> <li>a. The user cannot see information about what is updated</li> <li>b. It seems like the user has to go to their email inbox to get the whole information</li> <li>c. <a href="https://glenn-mcelfresh.squarespace.com/thanks-for-updating-your-box/">https://glenn-mcelfresh.squarespace.com/thanks-for-updating-your-box/</a> - The website should not let the user see its back-end address</li> <li>d. "Thank you very much for successfully completing the Update Your Box form. You should receive a confirmation email with more information. Thanks again for choosing the Bos Creek, and if you have any questions, please email <a href="mailto:glenn@theboscreek.com">glenn@theboscreek.com</a>"</li> </ul>



**Figure 4:** OSD for changing the subscription content of a box

**Task 5: Hold the subscription**

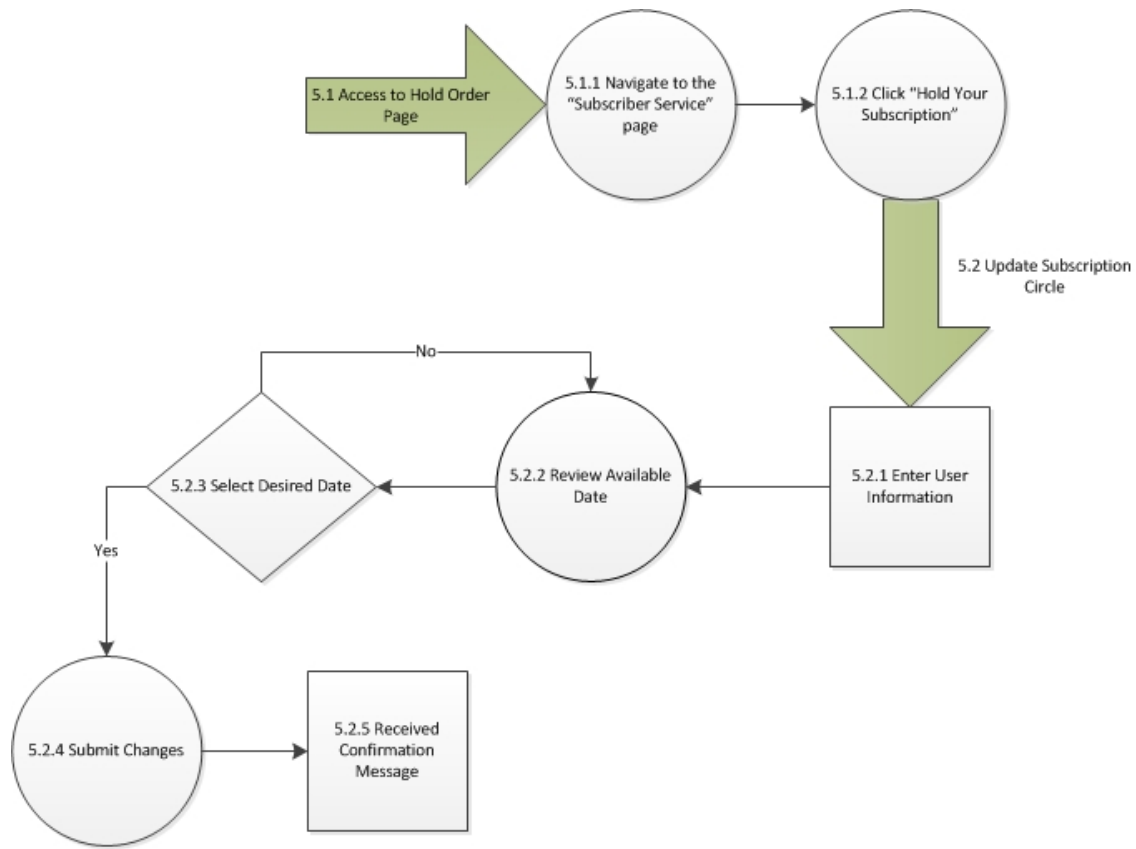
The act of holding a subscription applies to an advanced user. This task allows the user to hold his/her shipment and postpone the billing cycle. This does not involve changing the content of the box. This task has steps and notes about each in Table 5. The operations sequence diagram for this task is available below in Figure 5.

**Table 5:** Hold the subscription

#5	Hold the Subscription	Notes
5.1	Access to the hold the subscription page	
5.1.1	Navigate to the subscriber service	a. The navigation menu is on the top of the website and is between the “SUBSCRIBE” and “ABOUT+”
5.1.2	Click the second bold item “Click here to hold your subscription” to access	a. Reminder message above the link: "Do you want to hold your box until the next shipment?"

	hold subscription form	
<b>5.2</b>	Update subscription circle	<a href="http://www.theboscreek.com/hold-your-harvest">http://www.theboscreek.com/hold-your-harvest</a>
<b>5.2.1</b>	Enter user name and email address	a. No field is required in this form - no protection to make sure that user had enter all the necessary information
<b>5.2.2 &amp; 5.2.4</b>	Select the drop-down menu to review and choose restart date	<p>a. User cannot see what is in their subscription already, and if it is already shipped</p> <p>b. It is July 16 already, while the user can still choose to restart from July 5th - wrong information!</p> <p>c. Apparently, there is a small line saying that this is update the billing date, not the shipping date. However the tasks is asked the user to update the shipment circle</p>
<b>5.2.4</b>	Click on "Submit" to confirm the change	a. No error protection for user's modification
<b>5.2.5</b>	Received confirmation message	<p>a. <a href="https://glenn-mcelfresh.squarespace.com/hold-confirmation/">https://glenn-mcelfresh.squarespace.com/hold-confirmation/</a> - again, the website should prevent the user to see their back-end address</p> <p>b. "Thank you for successfully filling out the Hold Your Box form. We'll hold your box until the date you selected. Your box will ship in the third week of that month. We've sent you a confirmation email for your records. If you ever have any questions, please email <a href="mailto:glenn@theboscreek.com">glenn@theboscreek.com</a>"</p> <p>c. System only shown the shipping information after the user made the change, the information is provided at the wrong time - too late.</p>





**Figure 5:** OSD for holding a shipment and/or billing cycle

**Task 6: Change shipping information**

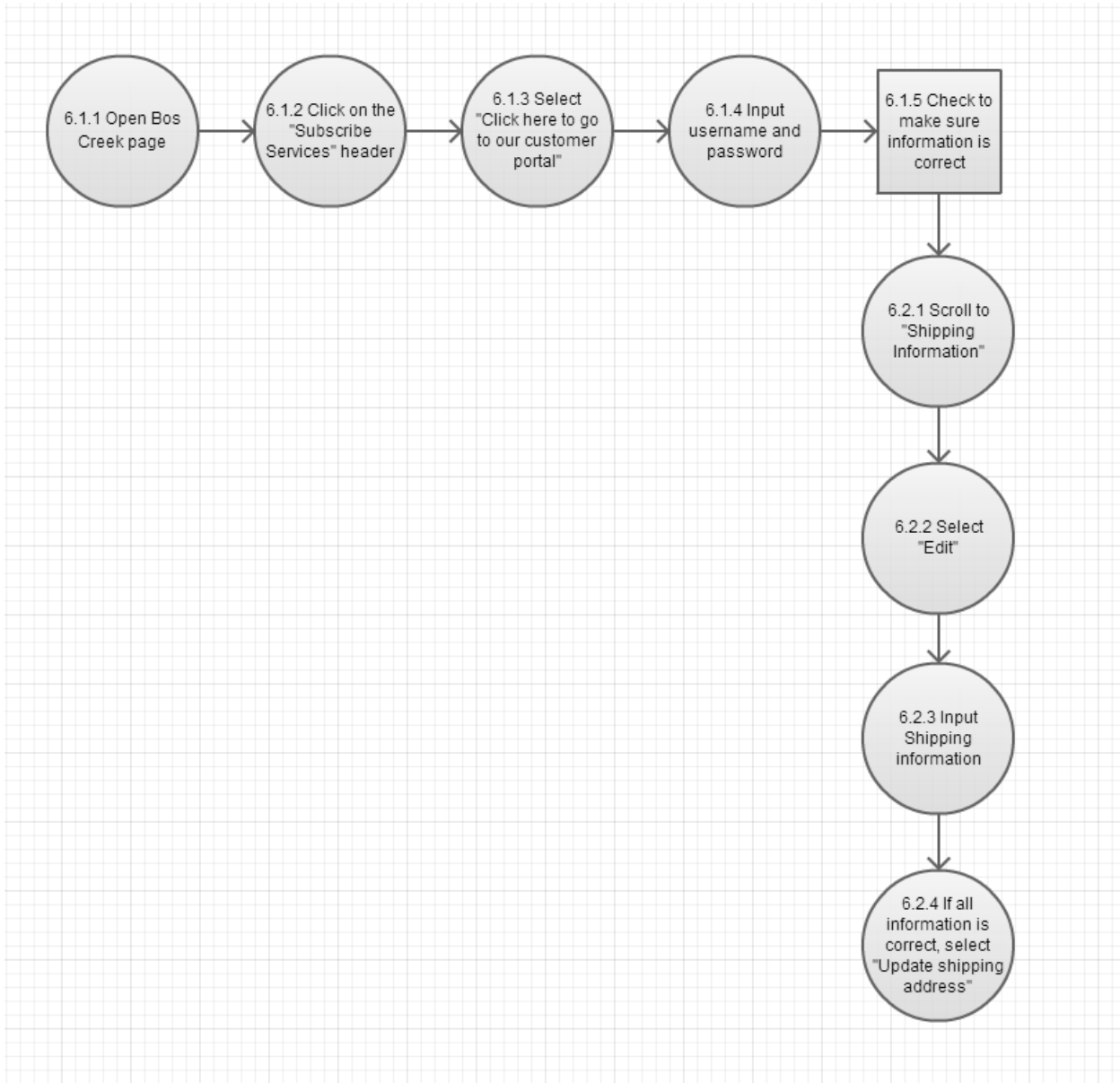
Task 6 describes how a user might go about changing his/her shipping information. This task is not exclusive to advanced users but is utilized by subscribers more than one-time purchasers..

Table 6 describes these steps in detail; below the table, Figure 6 shows the operation sequence for a user to change his/her shipping information.

<b>Table 6:</b> Change Shipping Information
---

#	Task/Subtask	Notes
<b>6.1 Open Customer Portal</b>		
6.1.1	Open Bos Creek Home Page	
6.1.2	Click on the “Subscriber Services” header	a. It is hard to assume that the user would log into the account through this page. It would be better if there was a “log in” header at the top of the page to help the user find customer services
6.1.3	Scroll to bottom and select “Click here to go to our customer portal”	a. Had to read through all of the text to find the customer portal option b. The option blended into the rest of the text. c. No contrast for the “Click here”
6.1.4	Input username and password	a. Input username and password b. Offered a signup link and a “forgot your password?”
6.1.5	Check to make sure information is correct	a. Make sure that if the information is not correct it notifies the user
<b>6.2 Change Shipping Information</b>		
6.2.1	Scroll to the “Shipping Information” header	
6.2.2	Select “Edit”	
6.2.3	Input shipping information	a. Input: Address, City, State, Zip, and Country b. Does not give you an error message if the address is wrong c. No autofill when completing address
6.2.4	When all information is in select “Update shipping address”	a. Display error message if the card information is not correct or don’t let the user exit out of the page before the information is correct b. Input an “are you sure you want to make this change?” message just to check with

		users before the exit out of the page
--	--	---------------------------------------



**Figure 6:** Changing shipping information

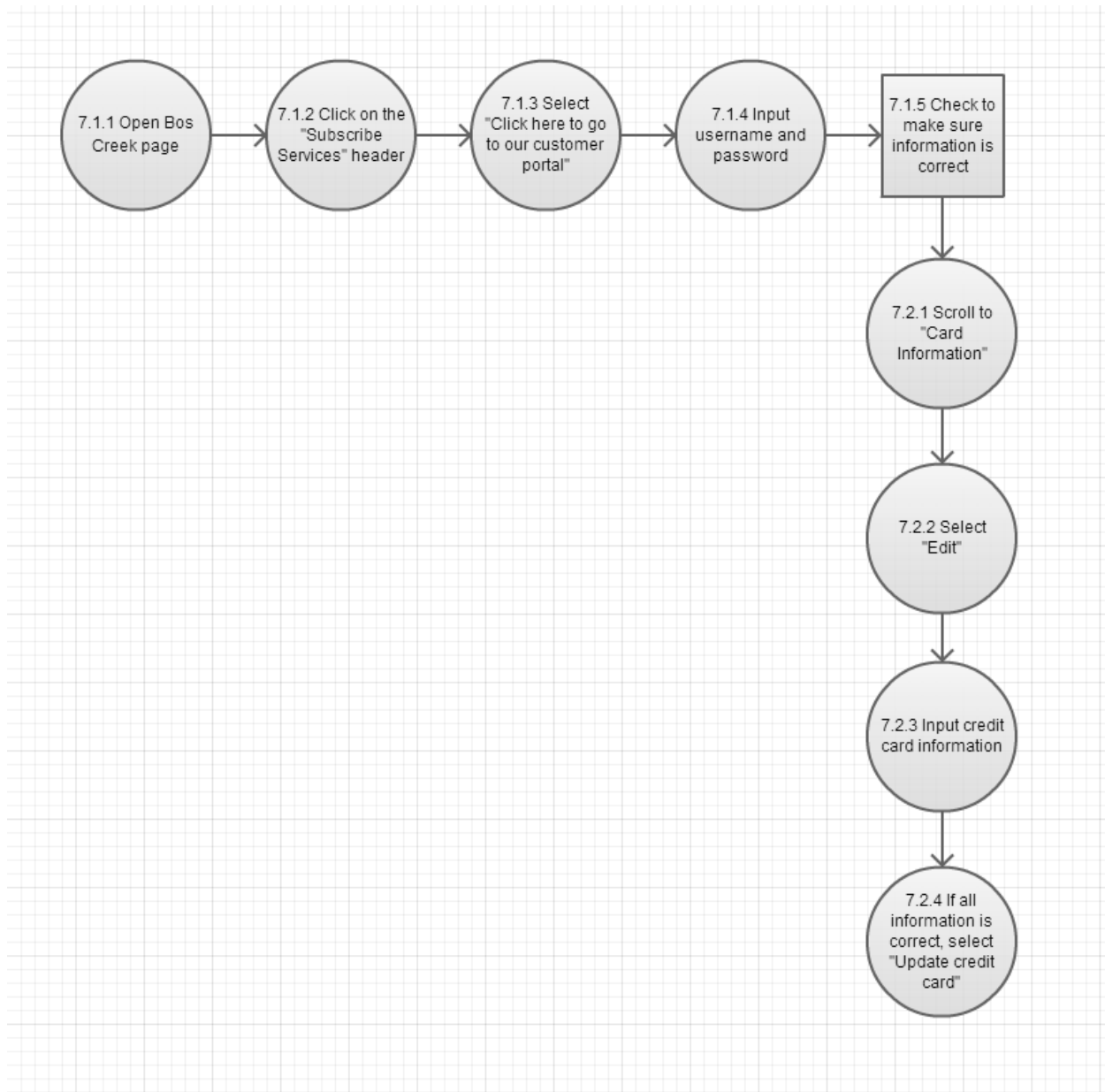
**Task 7: Change credit card information**

The Customer portal is designed for the advanced user. This window allows users to edit their account information including credit card number and other relevant billing information. Below Table 7 describes the steps for using the customer portal. Figure 7 depicts the operations sequence diagram (OSD) for navigating through the customer portal.

<b>Table 7:</b> Change credit card
------------------------------------

#	Task/Subtask	Notes
<b>7.1</b>	<b>Open Customer Portal</b>	
7.1.1	Open Bos Creek Home Page	
7.1.2	Click on the “Subscriber Services” header	a. It is hard to assume that the user would log into the account through this page. It would be better if there was a “log in” header at the top of the page to help the user find customer services
7.1.3	Scroll to bottom and select “Click here to go to our customer portal”	a. Had to read through all of the text to find the customer portal option b. The option blended into the rest of the text. c. No contrast for the “Click here”
7.1.4	Input username and password	a. Input username and password b. Offered a signup link and a “forgot your password?”
7.1.5	Check to make sure information is correct	a. Make sure that if the information is not correct it notifies the user
<b>7.2</b>	<b>Change Credit Card Information</b>	
7.2.1	Scroll to the “Card Information” header	a. This header is very clear and easy to find b. Could say “Credit Card Information” just to avoid additional confusion
7.2.2	Select “Edit”	a. This is displayed well and it uses recognition with the icon displayed next to the edit option b. Could place the edit option a little closer to the title to help users see it
7.2.3	Input credit card information	a. Input: First name, Last name, Card number, Expiration date, and CVV

		b. Gives you an error message if the address is wrong
7.2.4	When all information is in select "Update credit card"	<p>a. Display error message if the card information is not correct or don't let the user exit out of the page before the information is correct</p> <p>b. Input an "are you sure you want to make this change?" message just to check with users before the exit out of the page</p>

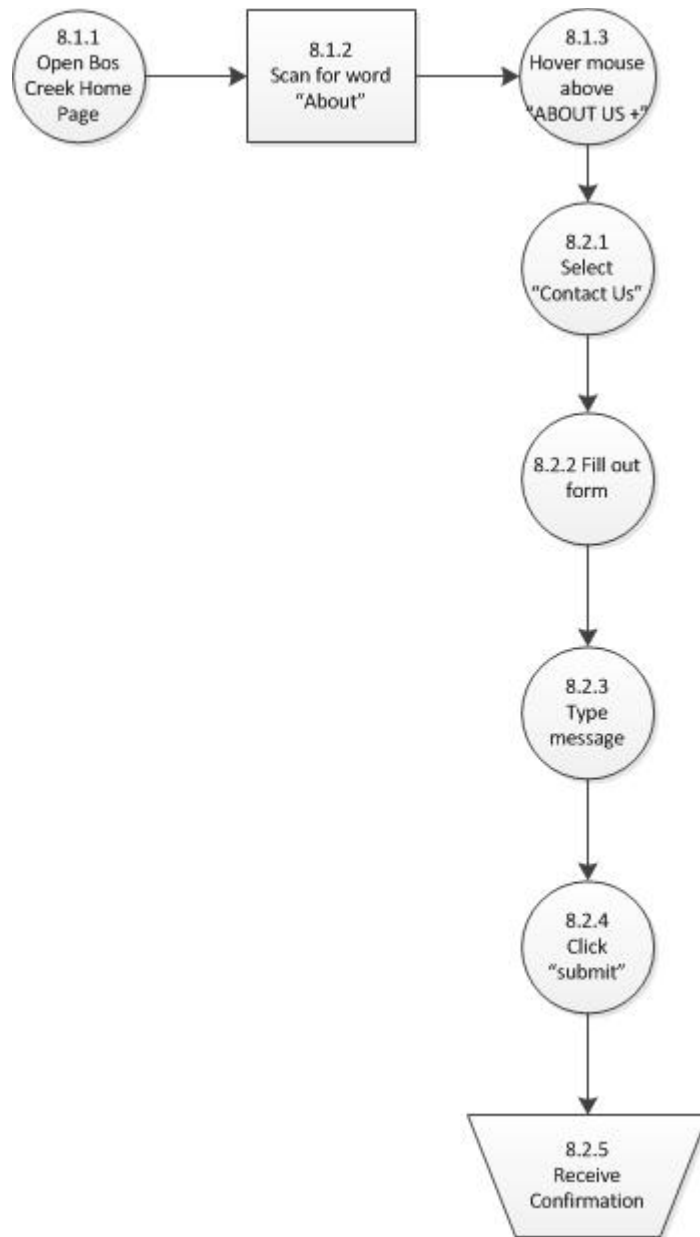


**Figure 7:** Change credit card

**Task 8: Cancel order**

The only way to cancel an order is to email Bos Creek directly. Canceling an order applies to the advanced user as a subscription must be in place prior. This task and its subtasks are available in Table 8 and the diagram of the operations sequence is available in Figure 8.

#8	Cancel Order	Notes
<b>8.1</b>	<b>Open About Menu</b>	
8.1.1	Open Bos Creek Home Page	
8.1.2	Search for “ABOUT US +”	<ul style="list-style-type: none"> <li>a. Located on banner on upper right hand side</li> <li>b. Text is small</li> <li>c. Banner is not prominent</li> </ul>
8.1.3	Hover mouse above “ABOUT US +”	<ul style="list-style-type: none"> <li>a. Opens a drop down menu</li> <li>b. The menu could potentially close while trying to click on a menu item</li> </ul>
<b>8.2</b>	<b>Open navigate contact page</b>	
8.2.1	Select “CONTACT US”	<ul style="list-style-type: none"> <li>a. Appears in drop down menu</li> <li>b. Automatically redirects user to new page</li> </ul>
8.2.2	Fill out the form	<ul style="list-style-type: none"> <li>a. Clearly labels required items</li> <li>b. Information is simplistic</li> </ul>
8.2.3	Type a message stating intent to cancel	<ul style="list-style-type: none"> <li>a. Allows user to paste text</li> <li>b. Offers users a spell checker</li> <li>c. Appears to be no limit on message length</li> </ul>
8.2.4	Select “Submit”	<ul style="list-style-type: none"> <li>a. Button is large and distinct</li> </ul>
8.2.5	Receive confirmation	<ul style="list-style-type: none"> <li>a. Provides confirmation that email has been sent</li> </ul>



**Figure 8:** OSD for cancelling an order

### Analysis

While navigating through the website there were a number of usability issues. Many of the issues were trivial; however, a few hinder the usability of the website. Written below are five different issues discovered that affect the usability of the system. Some alternative suggestions are available related to these issues.

1. **Eliminate Redundant Information and:** Although the design for landing page is clear and simple, the repeated information such as multiple "SUBSCRIBE NOW" link can create confusion to the users, and aren't necessary for the purpose. They could reorganize

the information and separate the landing page to two to three distinct session such as “About Bos Creek,” “How’s the subscription works” and “Subscribe Now”. This allow users to find the necessary information when they first arrive the website.

2. **Consolidate relevant information in one place:** Many of the functions for altering/cancelling/holding a box are available in different areas. The customer portal performs some of these functions while an email helps with others. When customers create an account with a company they anticipate being able to find all of their subscription information in one place. The Bos Creek does not display the status of the customer’s order easily. The above information and alteration options should all be available in one place.
3. **Maintain consistency between pages:** When purchasing a subscription (after picking a box), the page opens with a large banner on top that is not related to the box selected by a user. This image appears over every box regardless of whether or not the box contains that type of meat. The user then has to scroll down to navigate through the page and must scroll back up to return home or select another option. The image is also distracting. This banner should either be eliminated or be the primary photo for the box selection. The banner could display the content of the box and serve as an advertisement. Directly below the banner the “NEXT” and “PREVIOUS” buttons could be available. This would allow the user to operate the page with unnecessary scrolling.
4. **Better demonstration of problems:** The “FAQ” (frequently asked questions) page offers information to both new and advanced users. The list of questions covers many of the general questions users might encounter while trying to navigate the website. This page does no offer links to any of its responses. For example, if a user wishes to cancel a subscription, there is information available directing the user to the “CONTACT US” page. If a user wishes to cancel, he/she then must then follow all the steps as illustrates in Table 8. A link directly from the FAQ response could eliminate a lot of steps and save a customer time.
5. **Increase user flexibility:** The ability to filter the boxes can attract customers’ traffic and increase user workflow efficiency. Currently, the subscription page organized the boxes by their price, and with little description for the possible occasion for the content Customer has to browse and click through each box in order to find the prefer option. Adding filters for the page that allows users to search for boxes by weight, type of meat they would like, or even by the occasion that can be used. Within the page for each box, they can also add link to recommend recipe as they already had in the Blog page.





ISyE 349 Summer 2014: Intro to Human-Factors & Ergonomics  
Alice Walker-Lampani, Ricki Xie, Sarah Vodovoz, Brittney Kline

# Bos Creek Design Project Part 3: Prototyping

## Overview of the project

After individual heuristics research and the collective task analysis were performed, the group developed the following recommendations for redesigning of the Bos Creek website: eliminate redundant information, consolidate relevant information, maintain consistency and standardization between pages, create a more minimalist design, and increase user flexibility and control.

In order to achieve these goals, the team first gathered development requirements and then combined design principles in visual display and controls. The creation of a prototype redefines the user flow of the website that aims to maximize the usability of the website. Finally, the team re-evaluated the prototype and delivers further criticisms that can be useful for actual implementation.

### 1. Development Requirements

The general functionality of our prototype will accommodate all kinds of users to the website, which includes:

*The Basic Users:*

- Learn basic information about Bos Creek
- Browse more in-depth information about the business
- Sign up first time subscription service through the “Marketplace” with improved user control and flexibility

*The Advanced Users* - additional task to the basic users:

- Access to customer portal with all relevant account information
- Edit and update payment and shipping information of the service

### How the website has improved:

Compared to the original design, the new recommendations offer improvement for the overall flow of the website. Developing the operation sequence diagrams brought to light some of the usability issues in the original design. The new design consolidates relevant information, enhances the minimalist approach embraced by Bos Creek, and works to enhance recognition and control for the customer.

The primary platform envisioned for the final application of the BosCreek website is desktop usage. Overall, customers using the website primarily use the desktop with some mobile/android application for checking/updating information.

## 2. Prototype: Description and Changes (in arrows)

### a. Home Page

Description: The home page, or landing page, offers a first impression for all customers browsing the website. The Bos Creek uses photos and simple design to draw a user's attention. The design alterations available in the prototype offer ways to simplify the design and

enhance usability.



a. Home Page

1.2



1.3.1

### THE BOS CREEK MISSION

Bos, from the latin word bōs, means cattle. Since it's the root of the word for cattle, our mission is to raise, harvest, and deliver the highest quality meat for you to enjoy.



Changes: The changes on the homepage include: minimizing extraneous information and images, adding the video to the homepage, changing the “subscribe” link to a large button, and changing the title of the “subscribe” to “marketplace” to help meet user expectations. The analysis of why and how these changes are made is available in the prototype description section below.

### 1.3.2

## BOS DELIVERS

Subscriptions are delivered monthly, right to your door!



All Bos cuts come butchered-to-order and conveniently vacuum-packed. The perfect meal is at your fingertips. View the marketplace and click to subscribe.



With 11 delicious Boxes to choose from as well as members-only access to our artisanal Butcher Shop. Bos Creek offers a wide range of protein for you and your loved ones.



Planned monthly deliveries ensure that your meat arrives directly from our grassy pastures to your door. Bos Creek delivers healthy, delicious meat no matter where you live in the U.S.



### 1.3.3

QUESTIONS? EMAIL US [SUPPORT@THEBOSCREEK.COM](mailto:SUPPORT@THEBOSCREEK.COM)



### 1.4

### 1.4.1



## b. Marketplace and Add Cuts




Description: The marketplace (subscription page) serves as a storefront for BosCreek. The marketplace displays the available boxes for subscriptions and offers information about the box contents and price. Selecting an item on this page brings the user to financial information

### b. Marketplace



Meat Included	2.1.3-4	Weight (lbs)	FILTER BOXES	Price			
<input type="checkbox"/> Chicken	<input type="checkbox"/> Pork Belly	<input type="checkbox"/> Round Beef	<input type="checkbox"/> 7-10	<input type="checkbox"/> 11-13	<input type="checkbox"/> 14-18	130 .....	180
<input type="checkbox"/> Stew Meat	<input type="checkbox"/> Chuck Roast	<input type="checkbox"/> Pork Chops	<input type="checkbox"/>				
<input type="checkbox"/> Korean Short Ribs							

2.1.2	2.1.5	
 Flying Solo (10 lbs) \$129 <b>2.2.1</b>	 The High Flyer (16 lbs) \$169	 Premium Beef + Game (7 lbs) \$179

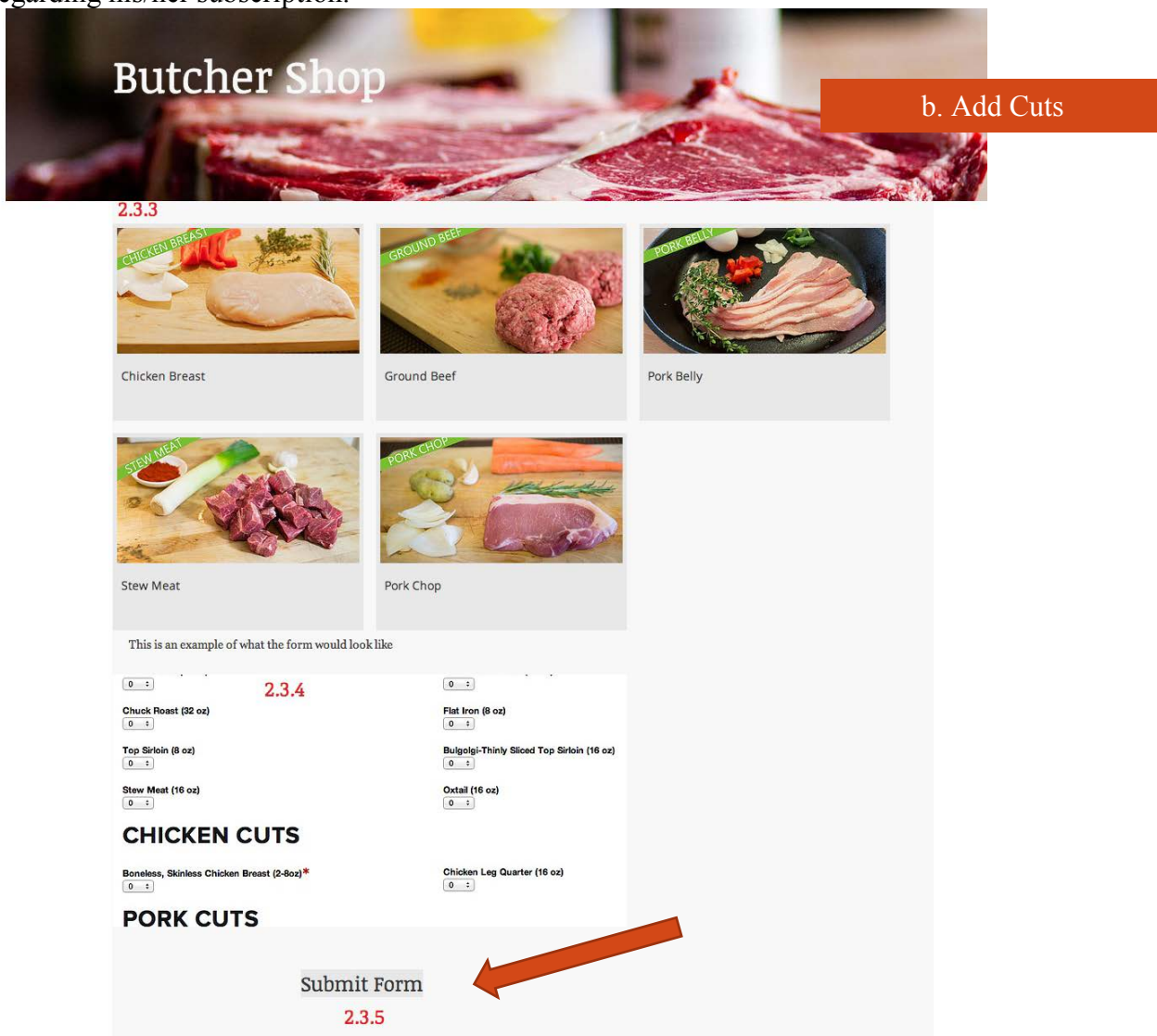
\*clicking on pictures links to page that would look similar to this



Add box to cart **2.2.2**



regarding his/her subscription.



Changes: This page is a recreation of the original ‘subscribe’ page and becomes a singular location for all the resources Bos Creek offers for the customer to order/create a box. One alteration involves renaming the ‘subscribe’ section to ‘marketplace’ to communicate to users more efficiently where to search the available boxes.

Once in the ‘marketplace’ the the new design proposes to make adding cuts to a customer’s box (the Butcher Shop) available in the same location. This is currently only available after a user has chosen a box; the option to add cuts while choosing a box increases flexibility and user control. Another important feature added is a filter system for the customer to browse the boxes available. This feature clarifies what meat is included in the boxes while increasing the efficiency of use of finding a box. These changes to the marketplace can help amplify customer satisfaction with purchases and purchasing processes with efficiency and heightened user control.



### c. About Us+



### Why we do what we do 3.1.2

We started the Bos Creek because we couldn't believe that less than 5% of 90 million cattle in the United States spend their entire lives on green pastures. The number of chicken and pigs that spend their lives roaming on open pastures is significantly smaller. We believe this negatively impacts animals, humans, and the world we live in. Making sure that the meat we offer is healthy, humane, and sustainable is the best way for us to make a positive impact, and not to mention the product is healthier and tastier.

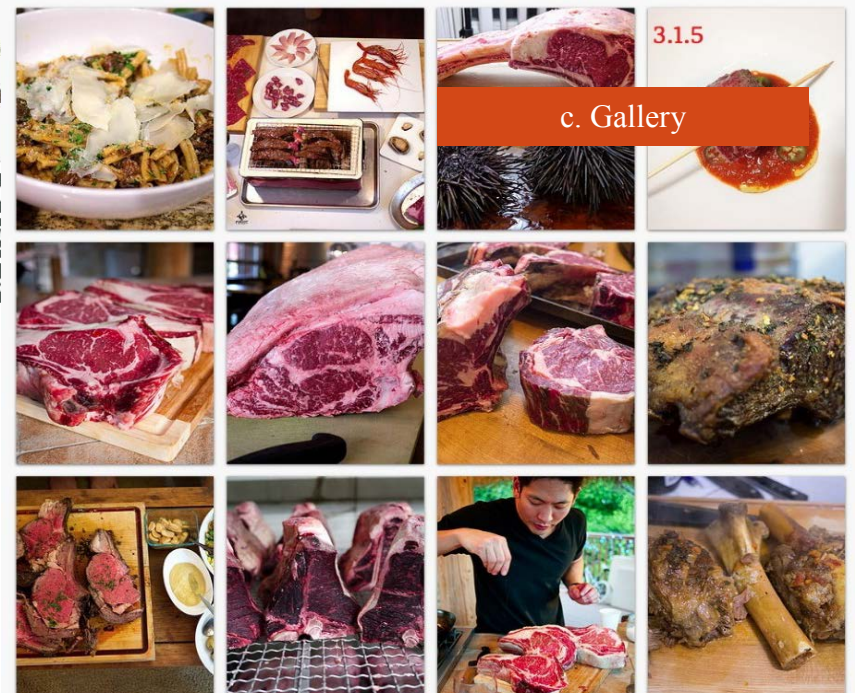
The Bos Creek subscription more than a delicious box of grass-fed beef, pasture-raised chicken, an delivered straight to your door each month - it's a connection to our Bos Creek ranch. If you ever have any questions about us, our meat, or our processes, just ask. We're always availabl

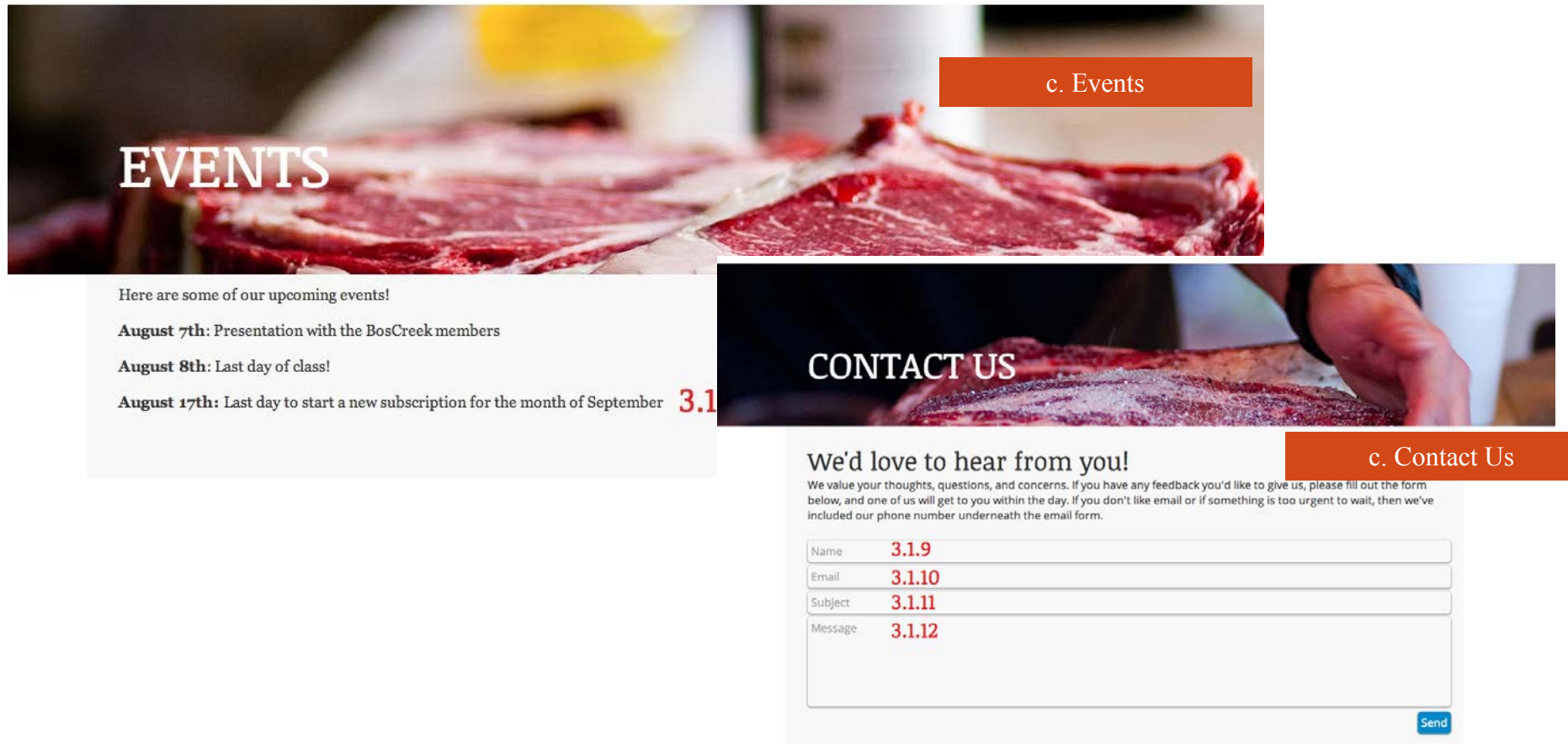


### About Us+

Description: This page allows users to browse more in-depth information about the company, and the service that Bos Creek provided, including a gallery, event, blog and contact us page.

Changes: The About Us menu on both the original website and the prototype offer similar displays. This menu is clear and concise and displays information a user might seek when browsing an "About Us" section.






Description: The Events page marks upcoming events including: harvest times, shipping dates, last day to place a subscription for a specific month, and any other events endorsed by BosCreek.

Changes: The original page displays a large calendar with small text on dates with activities. The “Events” page available in the prototype illustrates the event date only.



## MUSHROOM AND COGNAC STEAK

May 1, 2013




Ingredients:  
 12oz Ribeye or 10oz striploin  
 Cracked fresh peppercorns  
 1/2 chopped shallot  
 1/2 cup of crimini mushrooms  
 olive oil  
 1/4 cup cognac

- Take Bos Creek Ribeye or strip loin out of the fridge and place the fresh cracked peppercorns into the steak and let it stand for an hour so the pepper has time to flavor the meat, and the meat has time to come to room temperature.
- Sear a New York strip or Ribeye in a cast iron pan well on one side and kiss the other side briefly on the pan so one side has good color and the other side has seen heat for just a bit of time....


[Read More](#) **3.1.14**

### Featured Posts



MUSHROOM AND COGNAC STEAK  
 May 1, 2013 **3.1.16**

### Recent Posts



MUSHROOM AND COGNAC STEAK  
 May 1, 2013

WELCOME TO THE NEW BOS CREEK  
 May 1, 2013 **3.1.17**


### Archive

April 2013 (2) **3.1.18**

### Search By Tags

photo **3.1.19**

### Follow Us



## WELCOME TO THE NEW BOS CREEK

May 1, 2013

Hello Everyone and welcome to the new Bos Creek website and our blog, the Bos Kitchen. We've made a lot of changes and hope you appreciate the hard work. It's still a work in progress but we're committed to making the site as good as it can be. For the next couple of weeks, blog posts will be about the site and explaining some of the new features we will introduce. Once all of the dust settles, we want the Bos Kitchen to be a place where you can learn about cooking and read about issues facing food, our food supply, and how all of that ties back to your health. In addition to...

[Read More](#)

d. Blog

Description: The blog serves as an extra marketing ground for BosCreek. Users can browse through different recipes and testimonials of the company and users.

Changes: The prototype augments usability for customers. The addition of an archive and recent posts section increases the ability to browse through pages. A “comments” section is also added to promote a sense of community within the site. The blog provides unbiased feedback for potential customers by opening the page to comments of external users. This particular design prompts users to submit a post allowing the web owners to check for unsuitable content before allowing the post to display.

## d. FAQ



▶ What does the Bos Creek name mean?	3.2.2
▶ Does your philosophy apply to other meats?	
▶ What are the benefits of grass-fed beef?	
▶ What cuts do you offer?	
▶ What is so special about "pasture-raised?"	
▶ I noticed other grass-fed producers only offer grass-fed from June-October, what about you?	
▶ How fresh is your meat?	
▶ Why do you do a subscription service?	
▶ How do I know which subscription box is right for me?	
▶ How much is delivery?	
▶ How often will I get a shipment?	

Description: This page allows customers to find help when browsing through the website. This is question and answer page found on many websites.

Changes: The prototype removes the FAQ from the collapsible menu on the homepage and places it on the main task bar. The FAQ also offers a display with collapsible questions for customers to easily view his/her particular concern.

### e. Customer Portal

This page allows users to alter credit card information, shipping information, box selection, and box cuts. The user also has a clear visual of his/her exact subscription and the status of those subscriptions in processing.

Changes: The prototype adds order details that allows users to view box content and add cuts to upcoming delivery; added the ability to view order status and cancel subscription within one portal. The original website did not consolidate these options; the new design strengthens user control and the user's ability to view the status of the system.



Welcome back, Chris

#### 4.2 Account Information



**Personal Information**  
[Edit](#) Name: Chris Johnson  
 Email: email@wisc.edu

4.2.1



**Shipping Information**  
[Edit](#) 1234 University Avenue  
 Madison 53703 WI  
 United States

4.2.2



**Payment Information**  
[Edit](#) Visa ending in 1234  
 Expires 05/2017

e. Customer Portal

#### 4.3 Subscriptions

Your Bos Creek Boxes

4.3.1

Box name

Price/Current Status



**Premium Beef + Game (7 lbs)**  
[View Detail](#)

\$179  
 In Process



**Flying Solo (10 lbs)**  
[View Detail](#)

4.3.2

\$129  
 Active (Next Shipment:  
 08/07/2014)



**The High Flyer (16 lbs)**  
[View Detail](#)

\$169  
 Inactive





e. View order details

## 4.4 My Subscription

Ordered Date: 06/06/2014

4.4.4

Back to My Order

\$129.00

Next Shipment: 08/07/2014

4.4.2

Add Cuts

4.4.3

Cancel Order



### Flying Solo

We made this box specifically for individuals who don't have extra mouths to feed. This box is a great way to keep your freezer stocked with clean, artisan meats for the whole month.



Chicken breasts  
4-8oz pasture-raised chicken breasts



Ground beef packages  
2-16oz grass-fed 80/20 ground beef packages



Pork chops  
4-8oz pasture-raised pork chops

## f. Cart

Description: In this page, every change that the user made before placing the order updates instantly in the cart. In order to facilitate the subscription process, the necessary information such as monthly harvest and shipment date are shown next to the cart detail.

Changes: A bar displaying the status of the order is available on every page to monitor the customer process as well as the calendar/event list that indicates the future delivery date.

f. Shopping Cart

**BOS CREEK**

1 Home | 2 Marketplace | 3.1 3.1.1 + About Us | 3.2 3.2.1 FAQ | 4 Customer Portal

Cart: 0

## YOUR SHOPPING CART

*Thank you for shopping with us*

Your shopping cart is empty

2.4.2 

### 2.4.3 MY EVENTS

10 Aug 2014 Special Sale @ ShoeKran	02:30 PM
11 Aug 2014 Giants vs. Atlanta	10:30 AM



### 3. Specification documents

#### 1. Landing Page (Home Page)

- 1.1. **Select “View Marketplace” button**
  - Continue to step 2.1.2 – 2.4.2
- 1.2. **View Bos Creek’s promotional video**
- 1.3 **View written information about Bos Creek**
  - 1.3.1. Read the Bos Creek Mission
  - 1.3.2. Read paragraphs below “Bos Delivers”
  - 1.3.3. Read “Questions?” at the bottom of the page
- 1.4 **Share with social media**
  - 1.4.1 Share the information to selected social media

#### 2. Subscribe to the Service (Marketplace)

##### 2.1 Browse Boxes

- 2.1.1. Click “Marketplace” (on the button or top menu)
- 2.1.2. Observe List of pictured boxes below
- 2.1.3. See filters available above boxes
- 2.1.4. User (knowing what type of meat, price, or weight) interacts with filter to click only those subjects that they desire
- 2.1.5. Observe pictured boxes adhering to only those specifications

##### 2.2. Select Box

- 2.2.1. Select photo of box
- 2.2.2. Click (on box page) - “Add Box to Cart”

##### 2.3. Add more cuts to Box

- 2.3.1. On Click - Return to Marketplace
- 2.3.2. In Market place (or hover over marketplace button), select “Add Cuts”
- 2.3.3. See pictures displayed of cuts of meat
- 2.3.4. Fill out form with desired quantities
- 2.3.5. Submit form

##### 2.4. Purchase Box

- 2.4.1. Click “Cart”
- 2.4.2. In a non-prototype observe the box in the cart
- 2.4.3. Calendar information on harvest and shipping date

#### 3. Browse more in-depth information about the service (About Us+, FAQ)

##### 3.1 View About Us

- 3.1.1 Click “About Us”
  - 3.1.2 Users may observe why Bos Creek delivers monthly boxes
- 3.1.3 On Click- Bos Creek’s promotional video
- 3.1.4 On Click- View Gallery
  - 3.1.5 Users may select images to view of meats and other images in the gallery
- 3.1.6 On Click- Events Page

- 3.1.7 Users can view all upcoming Bos Creek events and some of them can be linked to go to a corresponding page
- 3.1.8 On Click- Contact us
  - 3.1.9 Users can enter their full name
  - 3.1.10 Users enter their email
  - 3.1.11 Users enter the subject of their message
  - 3.1.12 Users enter their message
- 3.1.13 On Click- Blog
- 3.1.14 On Click- Read More. This takes users to the single post, there users may read more about the most recent post
  - 3.1.15 Users may enter comments about the post
- 3.1.16 On Click- Featured post. Users may go to a view a post that Bos Creek wanted to feature
- 3.1.17 On Click- Recent Posts. Users can view other recent posts submitted by Bos Creek
- 3.1.18 On Click- Archive. If a user wants to view a post made at a much later date, they can use the archive too quickly jump to whatever time they choose.
- 3.1.19 On Click- Tags. Bos Creek can tag keywords to their posts and then users can select the tags they find interesting to view those posts

### **3.2 View FAQ**

- 3.2.1 On Click- FAQ
- 3.2.2 On Click- Select Question. Users may quickly browse through the questions the FAQ has answered and select the one they have. From there will be a drop down paragraph answering that question.

## **4. Access customer portal and review account information (Customer Portal)**

- 4.1 **Login to the customer portal** once register or has a password
- 4.2 **Review personal information**
  - 4.2.1 On Click - Edit
  - 4.2.2 Edit Customer information such as email address, shipping and payment information
  - 4.2.3 Add additional address and payment to the account
- 4.3 **Review subscription detail**
  - 4.3.1 Review subscription name, price and current status from the summary list
  - 4.3.2 On Click - View Detail (continue 4.4)
- 4.4 **Access to edit order page**
  - 4.4.1 View individual order details including box content, ordered date, next shipment date, and price
  - 4.4.2 On Click - **Add Cuts:** Ability to add cuts to the next delivery (within certain deadline)
  - 4.4.3 On Click - **Cancel Order:** Ability to postpone or cancel their subscription (should redirect to a review and confirmation page to prevent errors)
  - 4.4.4 On Click - Back to my order: Navigate back to the customer portal

#### **4. Prototype description and conclusion**

##### ***Problems faced:***

A major concern realized while developing the operation sequence diagrams is the customer portal and other customer information. The original customer portal allows users to change his/her personal information but separates alterations and cancellations to a box through web forms. Our design consolidates all relevant customer information into one customer portal. The prototype customer portal allows users to make cuts to his/her box, alter credit card information, alter personal information, view upcoming orders, and cancel the subscription. In the current website, cancellations can be performed only via email, not only does this serve as an extra and unnecessary step, this does not provide the customer with the system's status. When dealing with finances, customers prefer to know whether or not he/she is going to be charged for his/her shipment. The new design can ease concern about shipment status for the customer.

##### ***Applied Changes and Design Principles:***

The home page of the prototype demonstrates a more minimalist design. The original website had interjections of large pictures that a customer was forced to scroll through to gain more information. The text and size of the home page has been significantly reduced in the prototype. The promotional video for Bos Creek has also been added to the homepage to make relevant information about the company very prominent and accessible. The text available on the homepage is reduced to include only relevant information about subscription process and options with a brief message about The Bos Creek mission. Though somewhat trivial, these changes on the homepage work to enhance user experience and understanding.

Another minor change of the new design is to include the FAQ (Frequently Asked Questions) tab to the main menu. This is the first place users think to look if he/she encounters some confusing/missing information. The FAQ tab provides prominent help and documentation as recommended per Keith Instone's Usability Heuristics for the Web. The setup of the FAQ page promotes usability by providing drop down menus for each question. The original website has a page with questions and responses listed out for users to scroll through. The new design has the questions written out in a drop down menu, the user can select the question he/she desires and the answer appears. This enhances navigation, reduces error by reading the wrong response, and creates a more minimalist design.

To apply the best practice in display and control principles, the team has redesigned links that connect to important functionality (e.g.: Access to marketplace, canceling orders) to buttons, using redundant information such as labeling and color-coded to remind the users about the corresponding functionality. The FAQ page is moved out from the ABOUT US+ as a stand-alone component of the main menu and uses a collapsible menu that allows users to navigate to a specific question easily.

In terms of the display, the team works to avoid absolute judgmental limit, and makes the design to exceed just-noticeable difference. The use of simple color to distinguish the contrast between section in the page, and use different fonts and size (e.g.: bold for prices and title of the pages) to maintain the practice of web typography, compliment the design currently in place. The website also includes image banners on the top of each page to maintain its consistency between different



pages. This design is also available on the current website and is maintained to keep the “feel” offered when browsing through Bos Creek products.