Title- Iterative Design

By- Simran Arora

Faculty Sponsor's Name- Jeff Huang

Abstract-
I worked with two other peers- Lautaro Santillan and Anthony Luo- to redesign the website for a small SF based startup called *Talar*. The company aimed to track your in-home groceries and offer same day delivery and stocking. The website had different plans and pricing options for single people, couples as well as families with kids to meet varying needs. However, the website was not very intuitive in terms of design. While taking CS1300 in Fall 2019, my peers and I learned that a good interface possesses 3 important and fundamental qualities- *learnability, memorability and usability*. Thus, we decided to redesign components of the website to enhance its focus on these three features. We took the assignment, Iterative Design, for the course and extended it further to make into something substantial until the point where it was almost a fully deployable app.

Process-
We incorporated the following steps in accomplishing this goal:

1. We reached out to the startup and made *low-fidelity sketches* of the website design we had in mind to get a rough outline of what we would want the final version of the website redesign to look like.
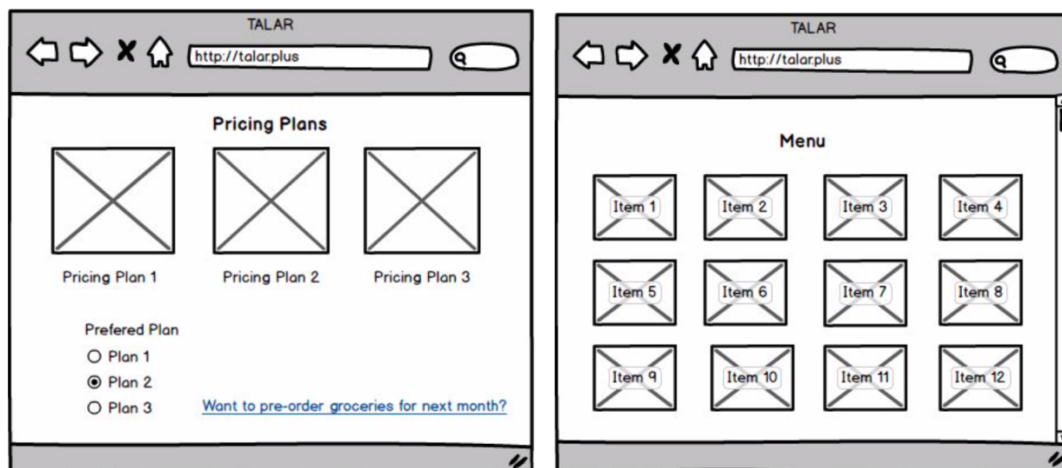
2. We then drafted *high-fidelity prototypes* that were improved iterations of the previous sketches from step 1.

3. After the website was built, we had a peer critique session in which fellow class members and TAs could interact with the website and give us constructive feedback. We

incorporated their suggestions to make the website more accessible to people with physical limitations and other restrictions ensure that that our redesign was accessible as well as intuitive to existing users, while also secure to protect sensitive information and payment methods for them.

Result-

We looked at the completion rate, error count and time on task for each of our members from the testing group and compiled the results in the table below. *A/B Testing* was a crucial step in figuring out what kinds of layouts attracted more users.

	Completion Rate	Error Count	Average Time on task
Create account	100%	0	86 seconds
Add items to cart	100%	0	127 seconds

Here are some screenshots of our redesigned website:
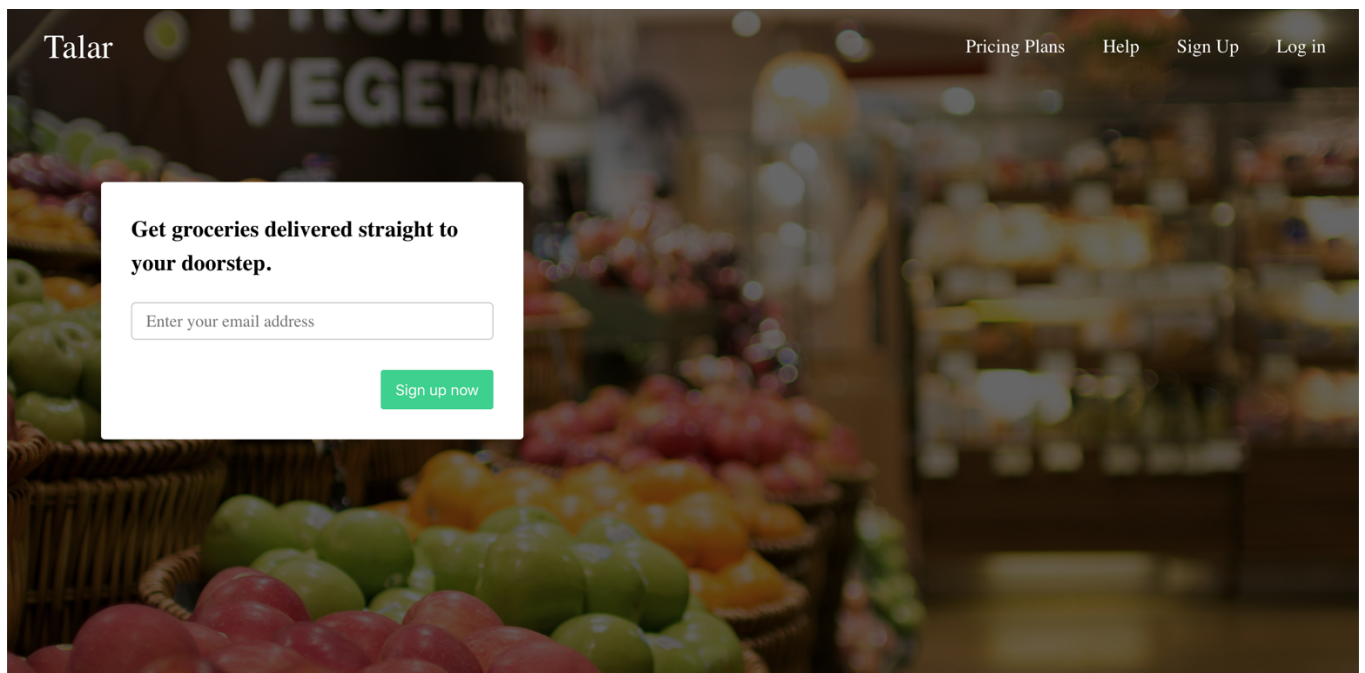
Choose the right plan for you

	Single Plan $20/month Get Started	**2-Person Plan** $30/month Get Started	**Family Plan** $40/month Get Started
FEATURES			
Delivery frequency	Every 2 weeks	Every week	Every 3 days
Free delivery	✔	✔	✔
Reduced Environmental Waste	✔	✔	✔
AES-256 and SSL encryption	✔	✔	✔
Online Order Tracking	✔	✔	✔
No hidden tips	✔	✔	✔
Morning Delivery	✔	✔	✔

All Items   Clear all
   Beverages
   Cereal
   Dairy
   Produce

All Items

Produce

Apples, 1 Each

$0.67
Sourced from Whole Foods
Add to Cart

Apricots, 1 Each

$0.10
Sourced from Whole Foods
Add to Cart

Bananas, 1 Each

$0.58
Sourced from Whole Foods
Add to Cart

Broccoli, Organic, 1 Each

$1.35
Sourced from Whole Foods
Add to Cart

Cereal

Shopping Cart

Delivery Plan: You have not selected a delivery plan yet, choose one here.

Items			
1 Springhead Water	1	1.35	$1.35
20.5 Post Cocoa Pebbles Gluten Free Breakfast Cereal	1	11.40	$11.40
1 Apples	1	0.67	$0.67
1 Apricots	1	0.10	$0.10
Whole Cart			**$15.67**