



Midterm review

Luc Swinkels

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Context

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The company

Moonly Software

- Best
- Software on demand
- Apps, websites, webshops
- ~15 developers



The stakeholder

Masita

- Echt
- Sportswear
- 1933
- Teamsport

MASITA



The assignment

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Design challenge

Design a new e-commerce platform that enables Masita, a leading Dutch sportswear brand, to sell products to individual customers (B2C) in a seamless and reliable manner, considering past integration issues and system failures.

M O O N L Y

Research questions

How can a new, user-friendly B2C webshop be built and validated by research?

- *Which problems did the old magento-based B2C-webshop face and how can I avoid them?*
- *Which features are needed for the B2C-webshop and with which priority should they be implemented?*
- *Which platforms can and should be used to develop the new webshop?*
- *How can Masita's technical requirements be integrated?*
- *How can I make sure the new webshop is user-friendly and optimised for conversion?*

Assignment

Masita

- New B2C store

Scope

- Research
- Design
- Testing
- Development

Future-proofing

- Template

Progress

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Research

- Previous issues
- Design patterns
- Requirements
- E-commerce platforms
- Front-end frameworks
- UI libraries
- Custom integrations

Which problems did the old magento-based B2C-webshop face and how can I avoid them?

Which features are needed for the B2C-webshop and with which priority should they be implemented?

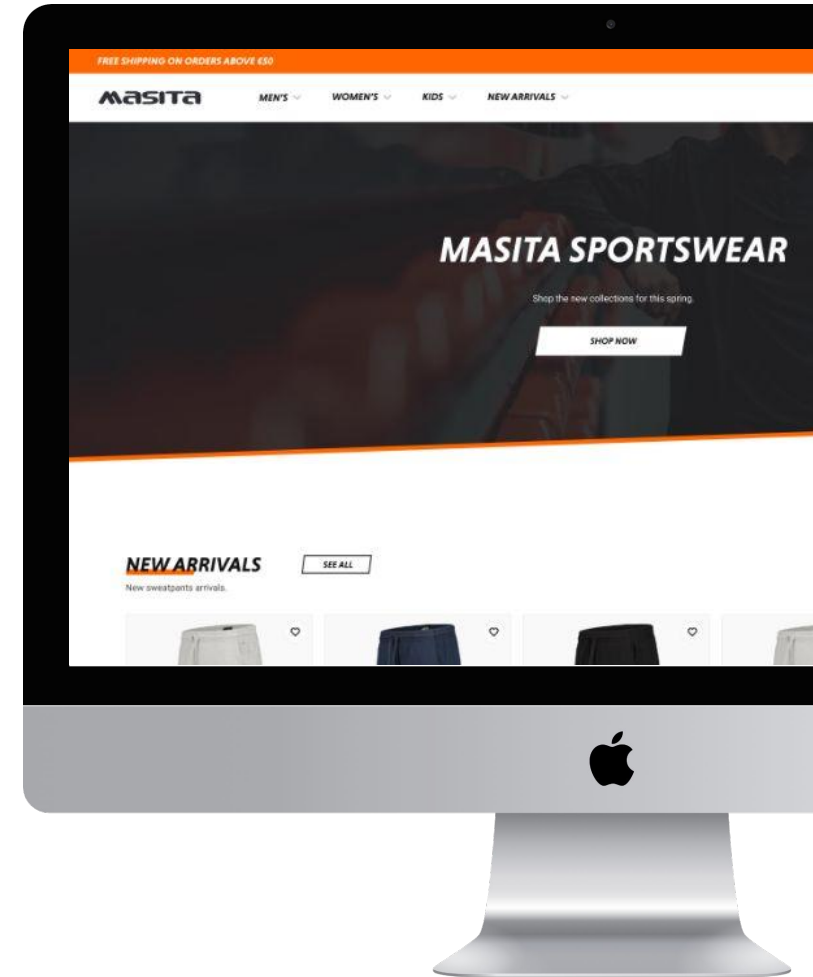
Which platforms can and should be used to develop the new webshop?

How can Masita's technical requirements be integrated?

Design

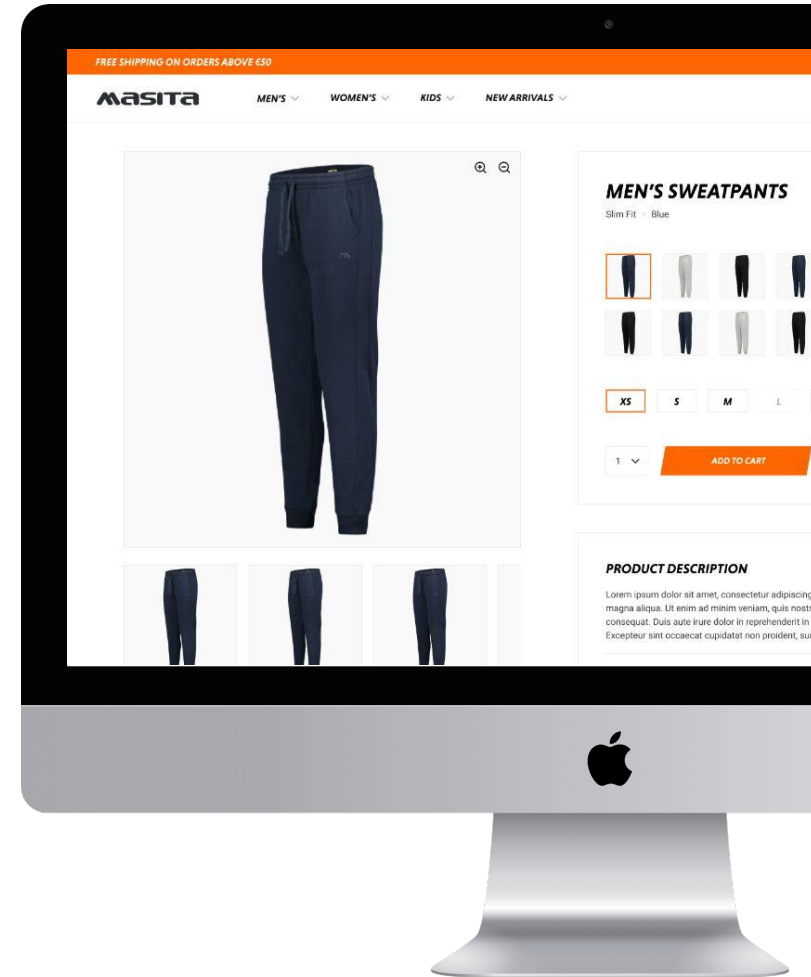
- Wireframes
- Prototype v1
- Peer reviews
- Prototype v2
- Usability testing
- Final prototype

How can I make sure the new webshop is user-friendly and optimised for conversion?



Development

- Shopify Hydrogen
- MoSCoW requirements
- In progress



Live prototype demo

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Thank you!

<https://graduation.lucswinkels.com>

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