



GREEN VALLEY AUCTIONS

Kelly Carroll & Christy Marchand
User Research Analysis & Report
Green Valley Auctions
SMAD/CIS Capstone

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TEAM MEMBERS:

Media Arts & Design: Kelly Carroll, Christy Marchand

Computer Information Systems: Kellie Burns, Aaron Rosick, Bethany Kearney, Issac Ukwu, Jason DiLoreta, Michael Dawicki, Zachary Wasserman

CLIENT GOALS

1. Need an **easy to use** interface
2. An interface that **every GVA employee can use**
3. Potentially a **connection** between the **database** and **website**
4. Paper to digital **conversion**
5. Digital to **do list/calendar**(notifications)
 - Email** and **text** messages
 - Color coded** to do list
 - Not lose people in the weeds of day to day work
 - Reminders** when necessary
6. Get better **feedback** and **reviews** from customers
7. Avoid **losing** customers

DESIGN QUESTION

How can we improve the communication between GVA employees and customers by enhancing accessibility and effectiveness via website and database usability?

RESEARCH QUESTIONS

CUSTOMER RESEARCH QUESTIONS

1. What is your age?
2. What is your gender?
3. What is one thing you are looking for in a mover or moving company?
4. Have you ever been to an estate sale or an auction?
If you have been to an estate sale or auction, do you prefer to know what is there ahead of time or be surprised?
5. How frequently do you expect to communicate with your moving company?
6. What is your preferred method of communication with
7. movers or the moving company?
8. When following up with a company do you prefer a survey or phone call?
9. Would you like to sign things virtually, in person, or by mail?
10. How comfortable do you feel scheduling via online calendars?
11. Would you feel comfortable uploading photos of your home and objects within it to be viewed by all employees of the moving company?

RESEARCH QUESTIONS

EMPLOYEE RESEARCH QUESTIONS

1. What is your age?
2. What is your gender?
3. What is your position within the company?
4. What do you find most difficult to do/use with your current system?
5. What is the most problematic aspect of communication within the company?
6. What is the most important element to your company's success?
7. How comfortable are you in your technical abilities?
(ex: scheduling, uploading data)

USER RESEARCH AND STRATEGY

Our user research consisted of multiple aspects. We attended an initial client meeting where we received information and requirements for the project as a whole. Green Valley Auctions is a multi-service business owned and operated by Greg and Elizabeth Evans. They are a family business that has been passed down through multiple generations. They provide services such as auctions, estate sales, in-state and out-of-state moving jobs. The initial client meeting discussed a database for Green Valley Auction employees to use, as well as, customers in the future.

For our user research in order to gather data and create our personas, we created two surveys; one survey for customers and one survey for current employees.

DESIGN REQUIREMENTS

1. Simple enough for employees to understand all aspects of the database
2. All client information structured and organized
3. There should be a calendar for all Employees to see an overarching schedule of events.
4. There should be a to do list prioritized by task and importance
5. Most important features seen on main dashboard

KEY TAKEAWAYS

EMPLOYEES

- Ages working in office between 20 - 60 years with a mean of 46 years
- Mostly female identifying individuals, 4:1 ratio
- Main Difficulties:

Keeping track of
all client
information from
start to finish

Keeping
organized

Following through
on tasks that are
put off

- Communication Difficulties:

Structured and
complete
information

Organization of
tasks by due date
and personnel

- Needs for Success:

Personalized
customer service

Organized
teamwork

- Comfort Level with Technology: Scale 1-10
100% above 5/10
83% at comfort level of 9 or 10

KEY TAKEAWAYS

CUSTOMERS

- Ages for customers range from 20 - 65 years with a mean age of 36 years
- Customers are looking for reliability, efficiency, and consistency from their moving company
- Most customers wanted weekly contact with their moving company with more constant communication leading up to the move, but availability as frequent as needed
- Most customers' preferred method of communication with their moving company was via phone call, some also wanted to be contacted via text or email for smaller items
- 79% of individuals surveyed have moved at least once
- Over 60% of customers preferred to sign documents and forms virtually
- Customers were split nearly 50/50 for preferred follow up methods being a phone call or an online survey
- Comfort Level Scheduling Online: Scale 1-10
 - 15% at 5 or below
 - 85% above 5
 - 59% at 9 or 10
- Comfort Level Uploading Photos Online: Scale 1-10
 - 36% at 5 or below
 - 64% above 5
 - 58% at 9 or 10

ASSUMPTIONS & HYPOTHESES

1. Employees will not be completely comfortable using a complex database
2. Users will want simple ease of use for tasks
3. Most users will want to see/edit a master calendar
4. Most customers will use website for information and scheduling
5. Users will not want to see major changes in database format nor brand identity

TARGET AUDIENCE RESEARCH

*Data displayed here are assumptions of target audiences based on client meetings with Green Valley Auctions

1. Mostly older individuals (late 20s and above)
2. Family operated for extended period
3. Overwhelming amount of calls, requests, and paperwork every single day
4. 2 auctions per week and 600-800 lots
5. Years of paper trail

USER PERSONA



Jenna Williams

Age: 46

Technical Skills: Advanced

User Needs: Accessing client information, entering new information, calendar scheduling

“Sometimes information can get easily lost, I would like to be able to access all the information I need.”

Auction Coordinator/Moving Coordinator
Employee User - 33% of target audience

Jenna, an employee, coordinates all of the auctions and moves for the company. She is constantly receiving new information about clients that is incredibly important for her job including client address, service types, and details about items being transported. She also wants to be able to see a cohesive company calendar in order to schedule moves and auctions more efficiently. As someone who is technically savvy, she wants to have access to all the information online. Information can become lost more easily on paper because the information can be moved anywhere by anyone.

USER PERSONA



Johnathan Van Ness

Age: 33

Technical Skills: Advanced

User Needs: Accessing a schedule, uploading photos of items

“I was cleaning out my attic and I found some really cool stuff I’d like to sell!”

Interested in Auction Services

Customer User - 33% of target audience

Johnathan has a habit of never throwing anything away in case they need to use it again in the future. At times this can be useful, however, it has led to a large amount of clutter in their attic. They recently found a bunch of items they would like to auction off and is in need of an auction service. They love supporting local businesses and loves their community. They would like to be aware of auction schedules and the ability to sign any documents virtually due to their busy schedule.

USER PERSONA



Lenny Harris

Age: 55

Technical Skills: Moderate

User Needs: Consistent communication with moving company, solidified due dates

“My children recently moved out of the house and my wife and I don’t need all this space to ourselves.”

Interested in Moving Services for Downsizing
Customer User - 33% of target audience

Lenny is incredibly excited that both of his children got their first real jobs and have moved out of their house for good. It can seem really empty living in a large house with only two people so he and his wife want to downsize. He has never done a full move before, but he wants a reliable and efficient moving company. He is very punctual and likes things done on time, so he would like to be given a mostly definite schedule in terms of the services he needs.

TYPEFACES

JOSAFIN SANS LIGHT

josfin.sans.light. josfin.sans.light.
josfin.sans.light. josfin.sans.light.
josfin.sans.light. josfin.sans.light.

JOSAFIN SANS REGULAR

josfin.sans.regular. josfin.sans.regular.
josfin.sans.regular. josfin.sans.regular.
josfin.sans.regular. josfin.sans.regular.

JOSAFIN SANS BOLD

josfin.sans.bold. josfin.sans.bold.
josfin.sans.bold. josfin.sans.bold.
josfin.sans.bold. josfin.sans.bold.

Josafin Sans Light will be used for small details within the database such as paragraph text and calendar entries.

Josafin Sans Regular will be the most used as this is the font for all of the headings, titles, and the navigation bar.

Josafin Sans Bold will be the least used font, however this will be incorporated to emphasize buttons.

COLOR SCHEME

PRIMARY COLORS



#1c593f



#d0b020



#000000



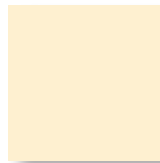
#ffffff

The primary colors are from the Green Valley Auctions logo, as well as, traditional black and white.

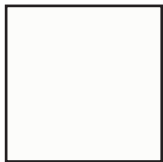
SECONDARY COLORS



#0b2218



#fff2cc



#fbfbfb

The secondary colors are variations of the primary colors from the GVA logo. These are used for aesthetic purposes to make other functions stand out.

TERCIARY COLORS



#2066ac



#ff1f1f



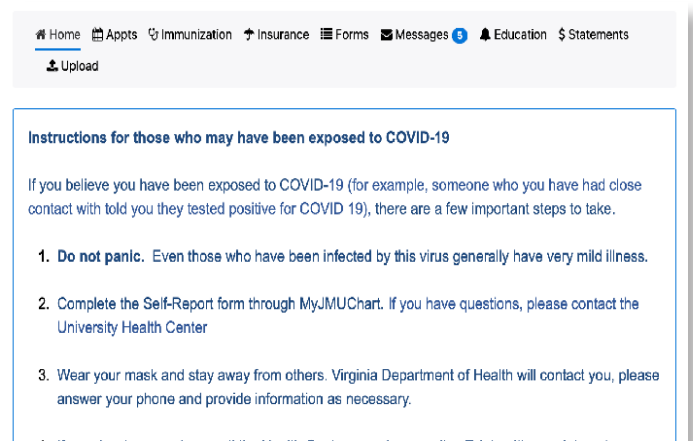
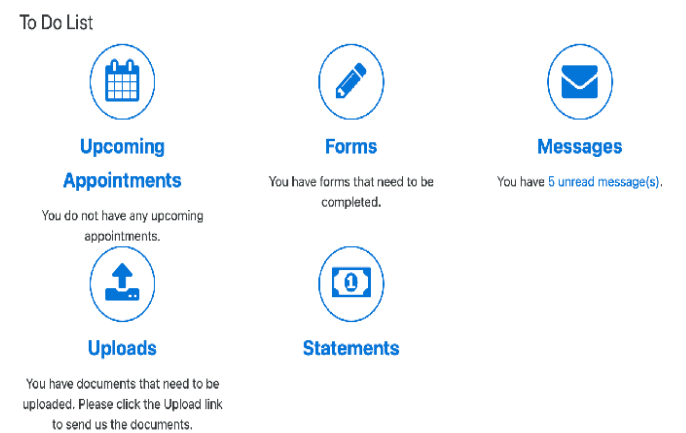
#1f9478

The tertiary colors are used within functions of the database such as prioritizing tasks in the to do list, the calender, and the status bar. Each color represents a different sense of urgency.

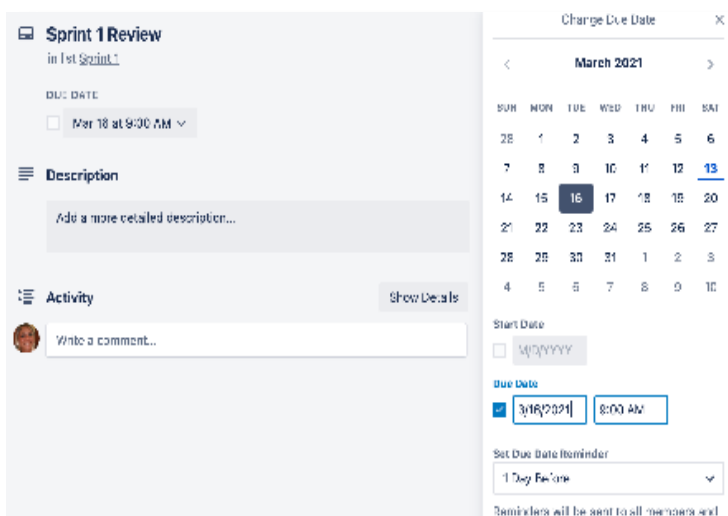


Green Valley Auctions recently had their logo redesigned and did not want to make any changes to it. We used their existing logo throughout. They have this logo both on transparent and white backgrounds.

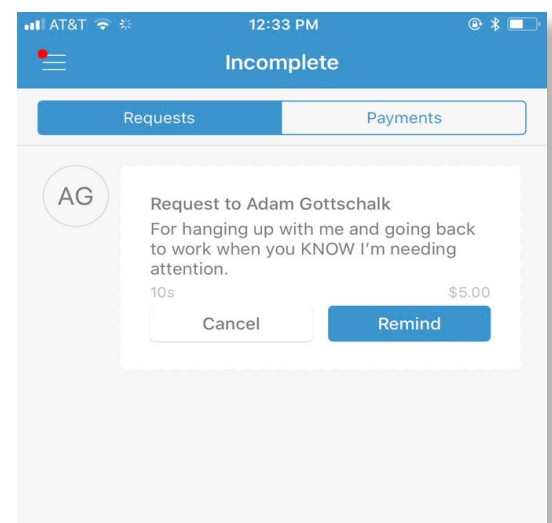
DESIGN INSPIRATION



The JMU Health Center Portal, **JMU MyChart**, has a very easy to use, and collective database. We like how all information needed is in one place, including a user's forms and scheduling functions.

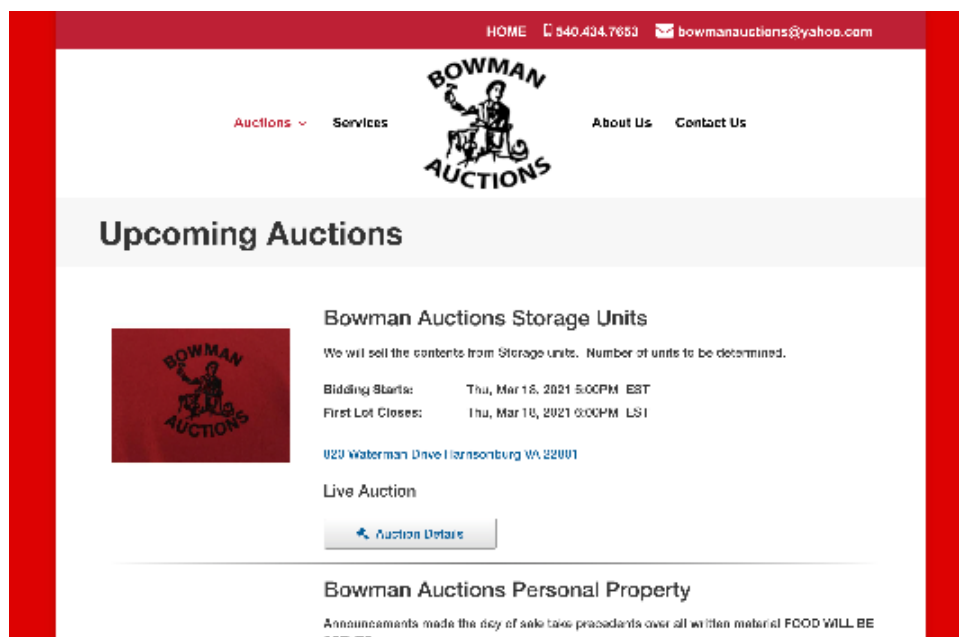


Trello is a website we use to create task lists. We really liked the calendar feature on this site because the user can set a due date and also set reminders before it is due.



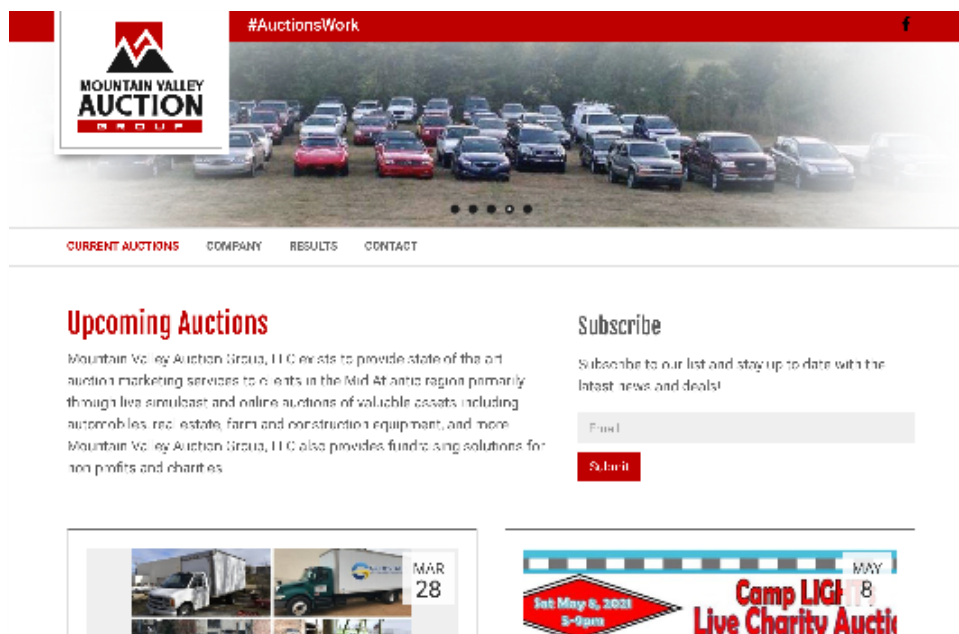
Venmo has a feature in which a user can send a reminder to another user if their task, in this case payment, hasnt been completed. We like how this is a one time reminder, not constant notifications.

COMPETATIVE WEBSITES



Bowman Auctions

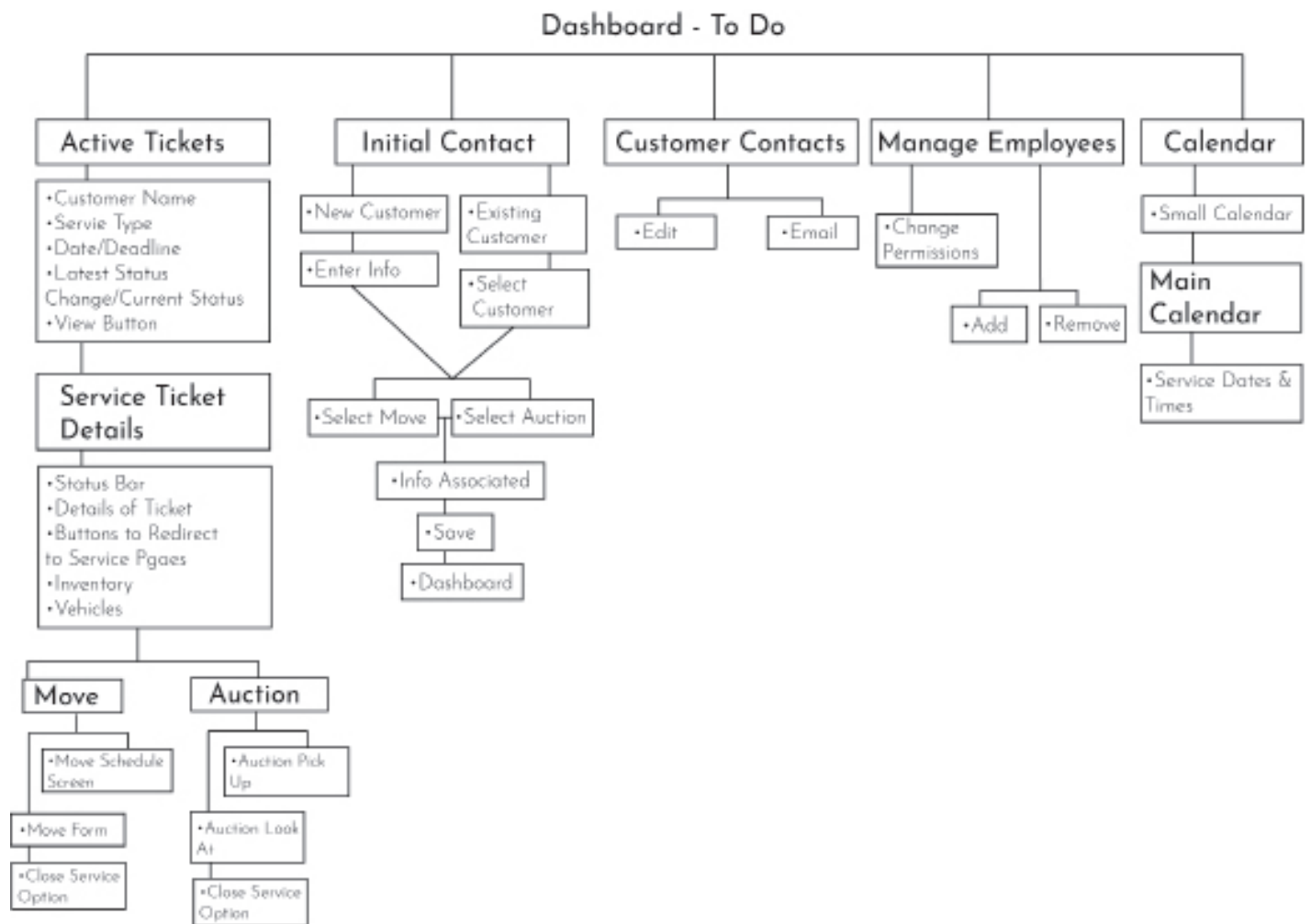
Bowman Auction is another auction service near Harrisonburg, VA. They also provide other services such as estate sales, similar to Green Valley Auctions.



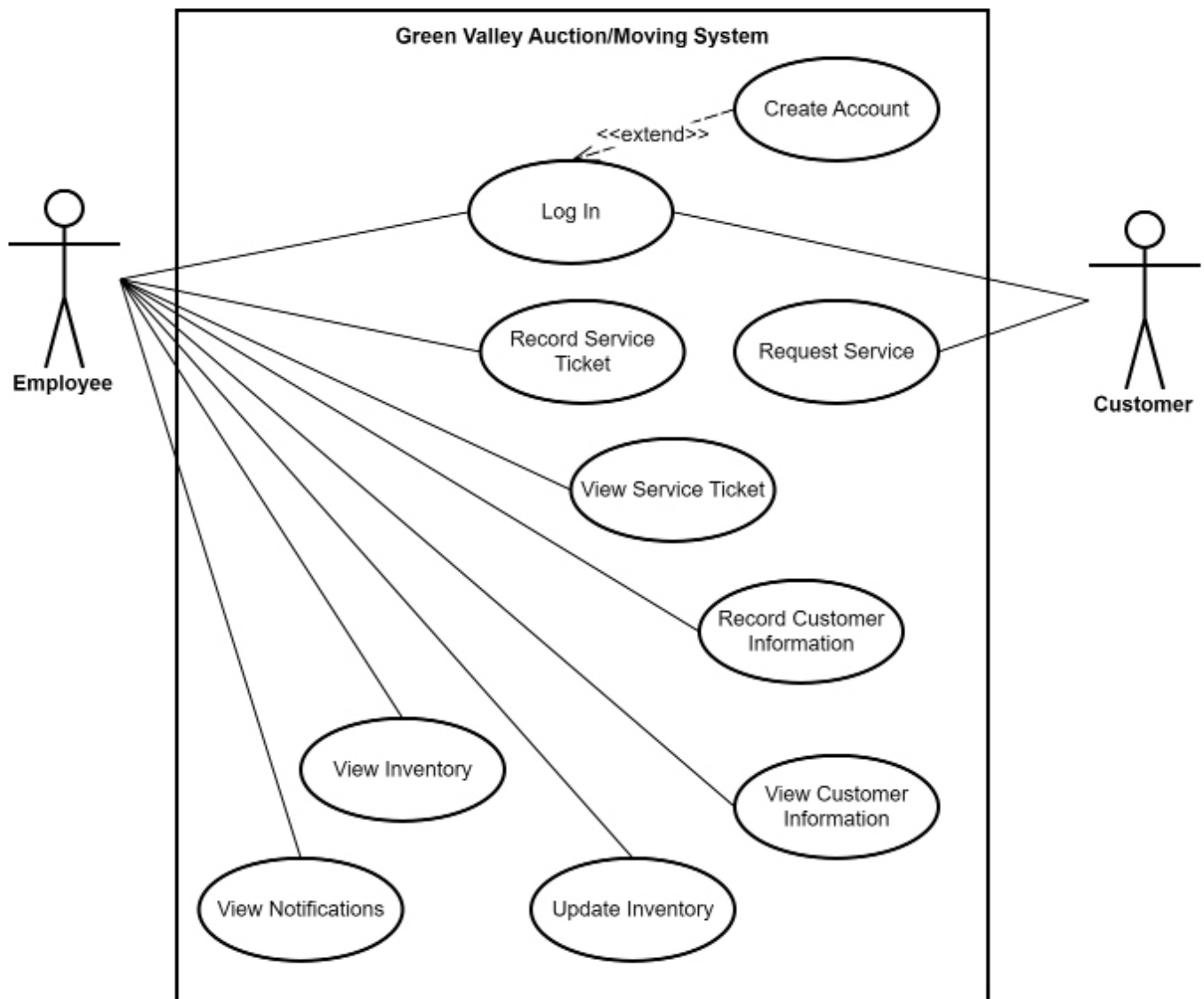
Mountain Valley Auctions

Mountain Valley Auctions provides auction services and their website focuses on the advertising for those auctions.

SITE MAP



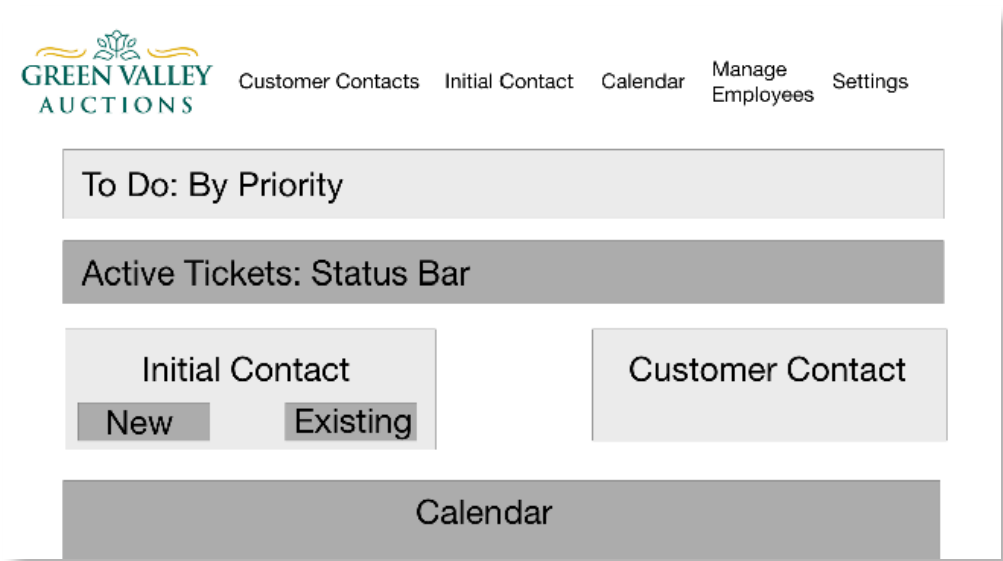
USE CASE DIAGRAM



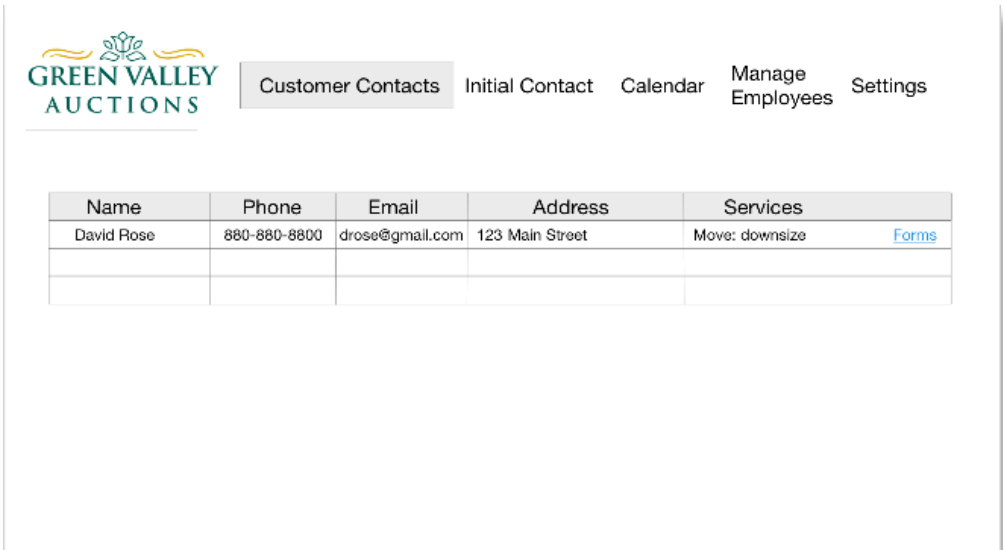
CONTENT AUDIT

Primary page	Secondary page	Tertiary page	Quaternary page	Navigation Title	File name	Files/content/images	Creators
Home(login)				Login	home.aspx		CIS (back end) SMAD (Graphics and Content)
	Employee Login				EmployeeLogin.aspx	logo, buttons for customers and employees, username entry, password entry, forgot password, create new account	
	Customer Login				Customerlogin.aspx	username entry, password entry, forgot password	
	Customer Dashboard			Customer Dashboard	CustomerDashboard.aspx	logo, upload photos, service requests, clendar,	CIS (back end) SMAD (Graphics and Content)
		Request		Service Request	CustomerSignUp.aspx	logo, service request form	CIS (back end) SMAD (Graphics and Content)
		Upload Photos		Upload Forms and Photos		logo, upload photos button,	CIS (back end) SMAD (Graphics and Content)
		Settings		Settings		logo, adjust personal settings	CIS (back end) SMAD (Graphics and Content)
	Employee Dashboard			Employee Dashboard	EmployeeDashboard.aspx	logo, active tickets, service requests, clendar, ir	CIS (back end) SMAD (Graphics and Content)
		Customers		Customer Contacts	ViewAllCustomers.aspx	logo, list of customers, view button	CIS (back end) SMAD (Graphics and Content)
		Initial Contact New Customer		Initial Contact	InitialContactNewCustomer.aspx	logo, new contact form, move button, auction bi	CIS (back end) SMAD (Graphics and Content)
		Initial Contact Existing Customer		Initial Contact	InitialContactExistingCustomer.aspx	logo,logo, customer dropdown list, move button	CIS (back end) SMAD (Graphics and Content)
			Move	Move Form	MoveSchedulingScreen.aspx	logo, move form, add button, save button, draft	CIS (back end) SMAD (Graphics and Content)
			Auction	Auction Form	AuctionSchedulingForm.aspx	logo, logo, auction form, add button, save butto	CIS (back end) SMAD (Graphics and Content)
		Calendar/ToDo		Calendar		logo, calendar with dates	CIS (back end) SMAD (Graphics and Content)
		Settings		Settings		logo, personal employee settings, admin setting	CIS (back end) SMAD (Graphics and Content)

WIREFRAMES



Employee Dashboard



Employee Customer Contacts Page

WIREFRAMES



Customer ContactsInitial ContactCalendarManage EmployeesSettings

First Name

Last Name

Address

City

State

Zip Code

Move

Auction

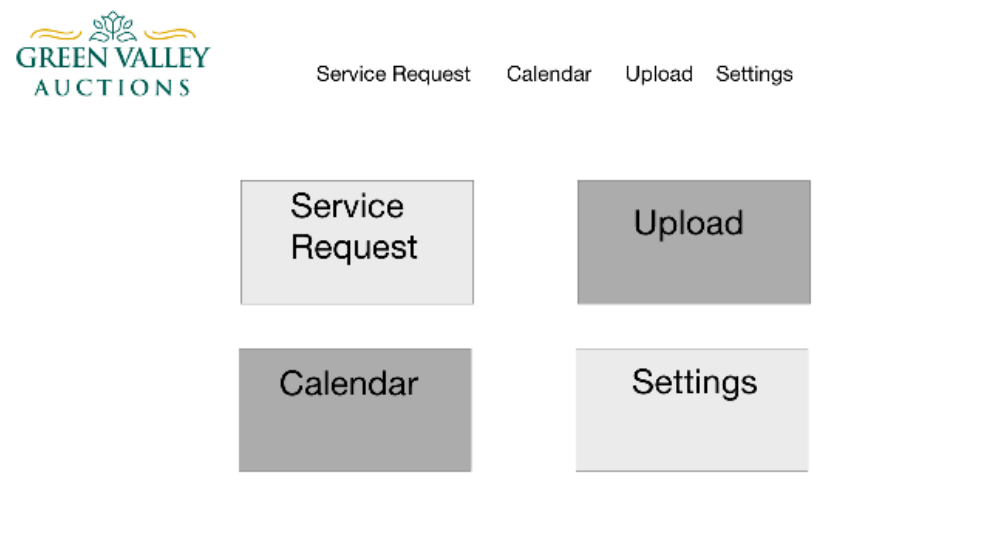
Employee Initial Contact Page



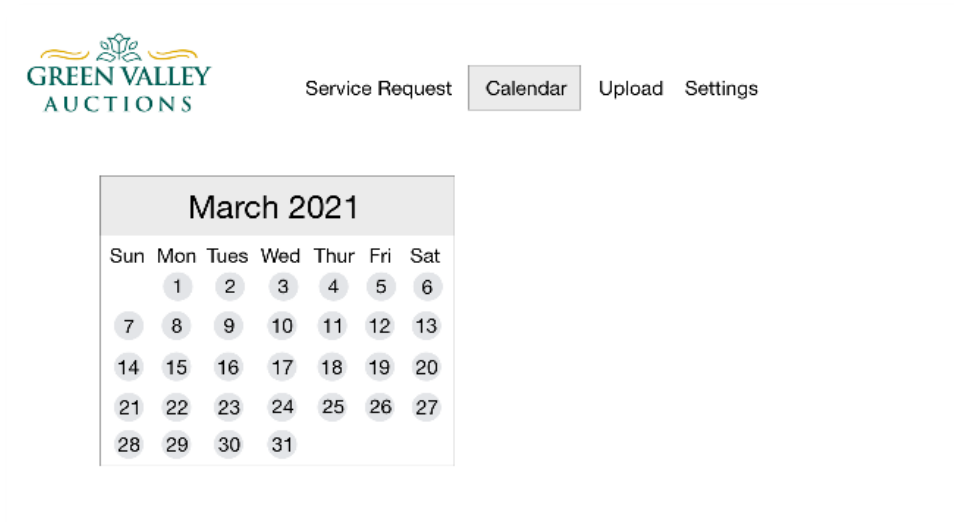
Customer ContactsInitial ContactCalendarManage EmployeesSettings

Employee Calendar

WIREFRAMES

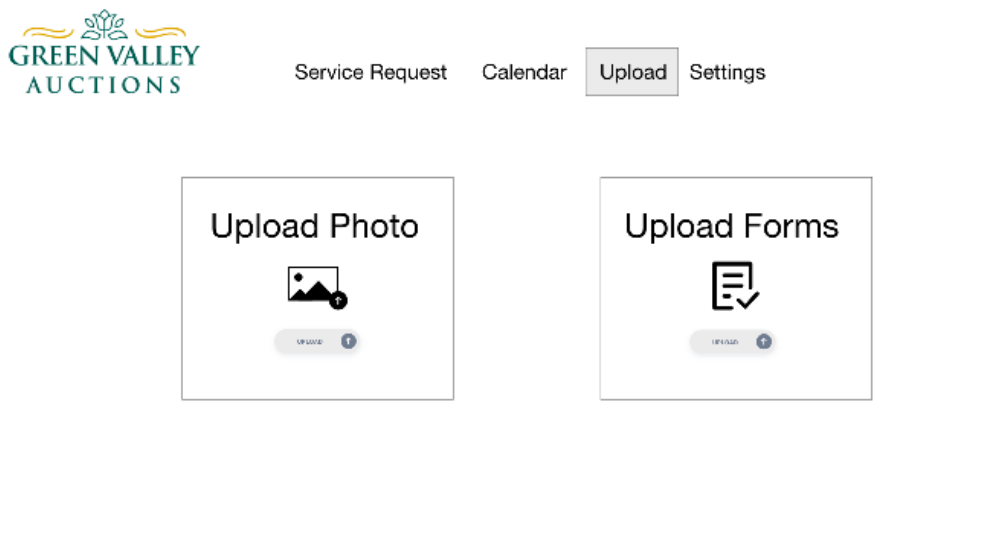


Customer Portal Dashboard



Customer Portal Calendar

WIREFRAMES

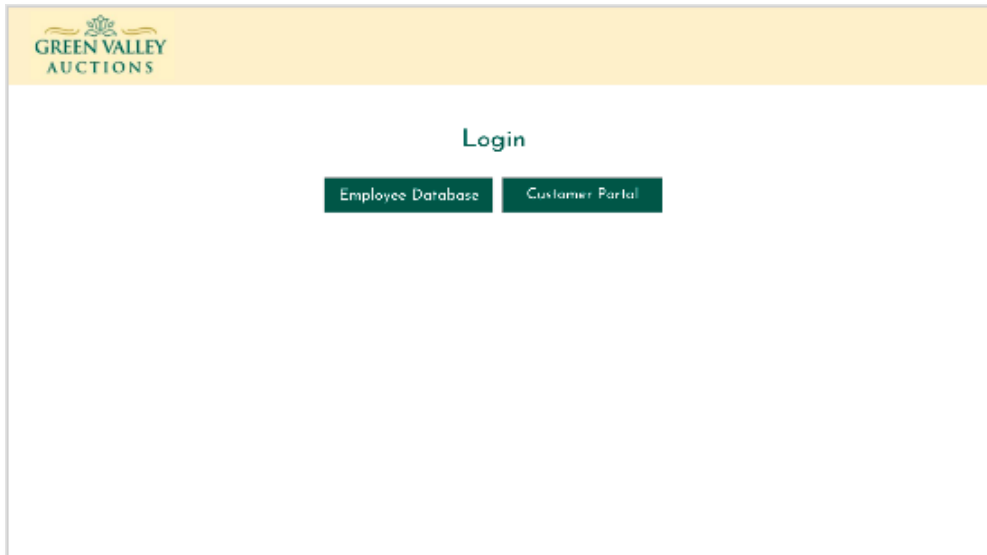


Customer Portal Upload Page



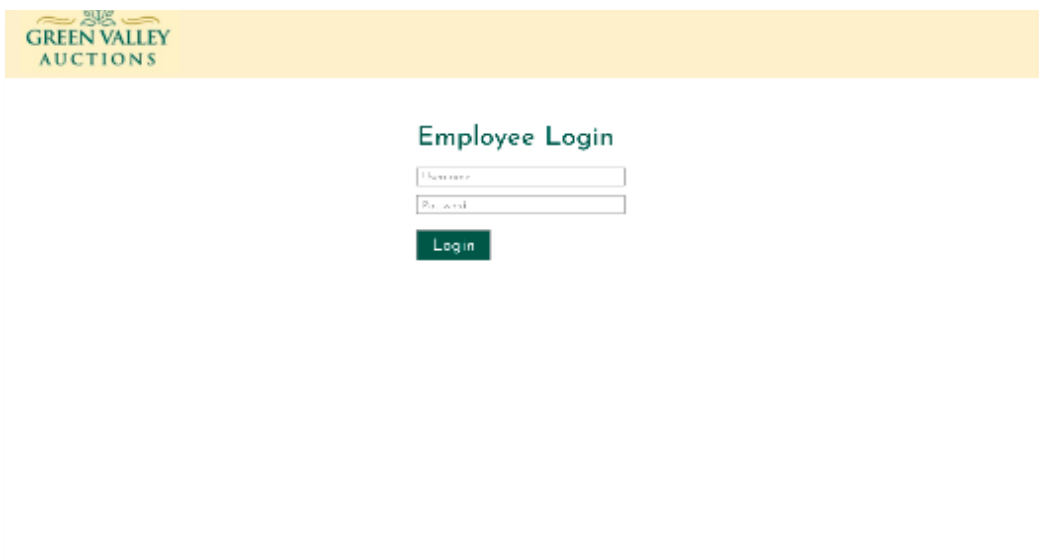
Main Login Page

PROTOTYPES



The prototype shows a web page with a yellow header bar containing the 'GREEN VALLEY AUCTIONS' logo. The main content area is white and features the word 'Login' centered at the top. Below 'Login' are two dark green buttons: 'Employee Database' on the left and 'Customer Portal' on the right.

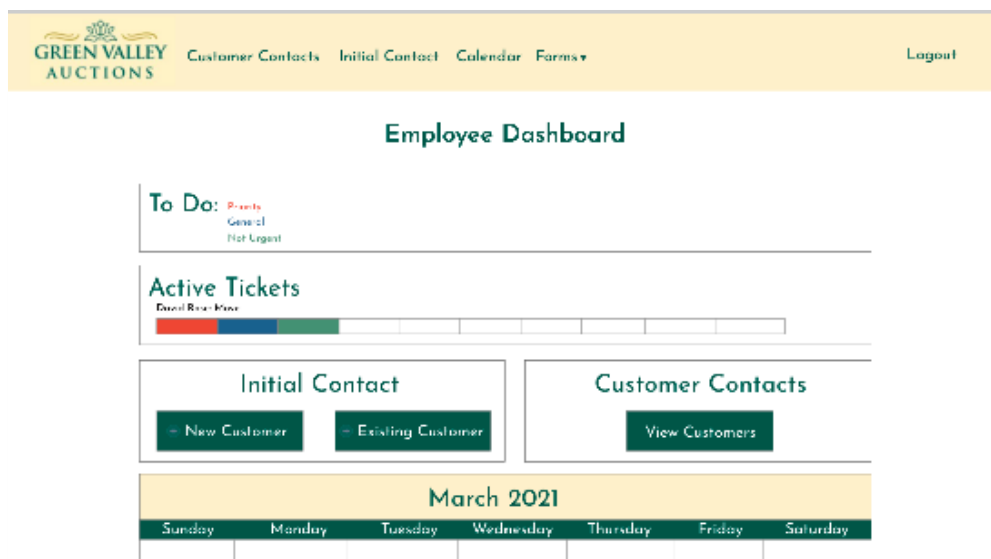
Main Login Page



The prototype shows a web page with a yellow header bar containing the 'GREEN VALLEY AUCTIONS' logo. The main content area is white and features the text 'Employee Login' centered at the top. Below this text are two input fields: 'Username' and 'Password'. Below the input fields is a dark green button labeled 'Login'.

Employee Login

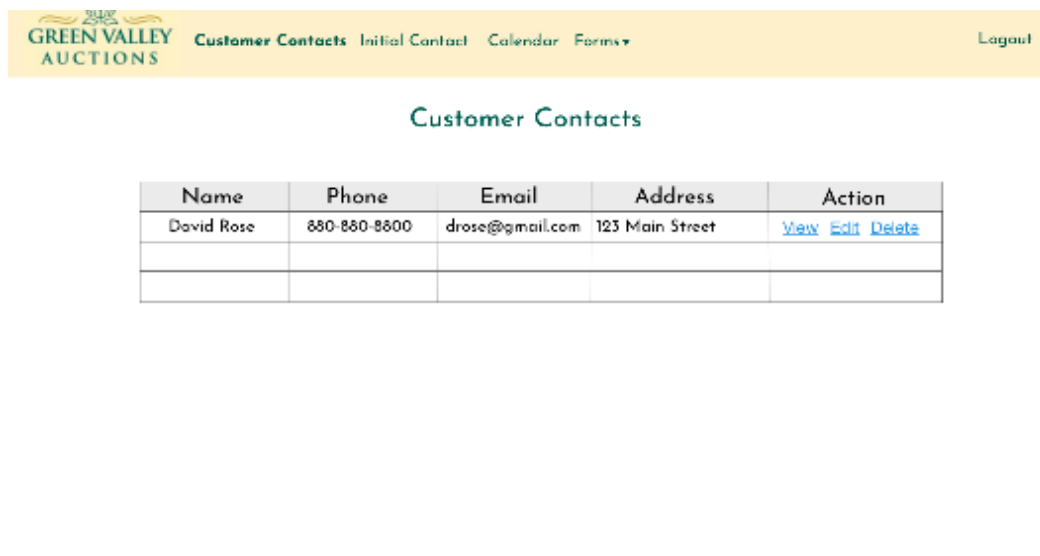
PROTOTYPES



The Employee Dashboard prototype features a yellow header with the Green Valley Auctions logo and navigation links: Customer Contacts, Initial Contact, Calendar, and Forms. A Logout link is in the top right. The main content area is titled "Employee Dashboard" and includes:

- To Do:** A section with a red "Priority" indicator and a list of "General" and "Not Urgent" items.
- Active Tickets:** A section with a "David Rose" indicator and a progress bar.
- Initial Contact:** A section with buttons for "New Customer" and "Existing Customer".
- Customer Contacts:** A section with a "View Customers" button.
- Calendar:** A section titled "March 2021" with a table of days from Sunday to Saturday.

Employee Dashboard



The Customer Contacts prototype features a yellow header with the Green Valley Auctions logo and navigation links: Customer Contacts, Initial Contact, Calendar, and Forms. A Logout link is in the top right. The main content area is titled "Customer Contacts" and includes a table with the following data:

Name	Phone	Email	Address	Action
David Rose	880-880-8800	drose@gmail.com	123 Main Street	View Edit Delete

Employee Customer Contacts

PROTOTYPES



Customer ContactsInitial ContactCalendarForms▼

Logout

Initial Contact

New Customer

Existing Customer

First Name

Customer First Name

Last Name

Customer Last Name

Address

Customer Address

City

Customer City

State

Customer State

Zip Code

Customer Zip Code

Move

Auction

Submit Form

Employee Initial Contact for New Customer



Customer ContactsInitial ContactCalendarForms▼

Logout

Initial Contact

New Customer

Existing Customer

Name	Phone	Email	Address	
David Rose	880-880-8800	drase@gmail.com	123 Main Street	Select

Employee Initial Contact for Existing Customer

PROTOTYPES

 Customer Contacts Initial Contact Calendar Farms Logout						
Calendar						
March 2021						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
7	8 Easter	9	10	11	12	13
14 Good Friday	15	16	17 Easter Monday	18	19	20
21	22	23 Good Friday	24	25	26	27
28	29	30	31			

Employee Calendar