Define the project/topic for which you are going to create the interface.

What will users accomplish with the interface?

I propose a shopping experience interface for entrepreneurial company, AJ’s Quillows, or simply, AJQ. AJQ is a start-up company who designs and sews current, one-of-a-kind quillows for purchase. A quillow is a quilt that folds into a pillow. It’s compact size makes it a practical carry for car or air travel and it’s versatility makes it a great piece to keep nearby at a moment’s want for snuggling on the couch.

With this interface, users will be able to purchase one-of-a-kind, hand-made quillows.

Why do you want to develop the interface?

Traditionally, quilts use dark colors with outdated geometric and fabric patterns that are unpopular with younger generations. With contemporary fabrics, colors, and patterns, AJ’s Quillows stand out from your everyday grandma’s quillows. I want to create a current, on-trend interface to correlate with the fresh/new approach of AJ’s Quillows.

What are the primary tasks users will perform with the interface?

1. Browsing available inventory
2. Customizing personalized quillows
3. Placing orders/Payment process
4. Creating/storing/updating account information

What services/features will users want?

Users will want the option to easily and quickly purchase available quillows that are ready to be shipped and/or use the interface to customize their own product.

What value will the interface provide to users?

Like the quillows themselves, the interface will provide a current and on-trend user experience through the use of simple, direct, and flat design.
Based on your response to question 6, write a value proposition statement that explains the value of the interface (or the product you are creating) in one sentence or less. This statement can help guide your design and development efforts.

Not your grandma’s quilts & pillows.

What do you want people to think of when they think of your interface?

I want users to think about nothing other than how excited they are to have found AJQ, make a purchase, customize their own quillow, and share AJQ with their friends. The interface should be executed flawlessly so that the quillows remain the focus of their experience and making a purchase is a breeze.

Who are the intended users? Summarize their key characteristics. What do you know about them (age, computer expertise, connectivity, disabilities, etc.) and their activities or tasks – as related to your topic/project?

AJQ will attract men and women of the Etsy/Pinterest demographic who are looking for one-of-a-kind personalized gifts for themselves and/or their friends/family. They enjoy spending time searching for and stumbling upon unique hand-made items which are both trendy and practical. The thrill of finding something new is just as important as finding the item itself.

If this project is an existing interface (e.g., website), then what is inappropriate, ineffective, or inefficient about the way the interface supports the tasks you defined in question 3 above and why would people benefit by switching to the interface you propose?

AJQ does not currently have an existing interface and those who do have a website, often have outdated and cumbersome interfaces which are not optimized for mobile viewing. An interface with a contemporary look will attract new and younger users.

How do you plan to approach the design problem? What methods, approaches, designs, ideas, etc. do you have that will enable you to improve the design (if a site already exists) or the current situation?

Research will be key in developing a successful interface – Review current interfaces targeted towards purchasing quilting/homemade/unique goods and analyze how users react to those interfaces will be key in designing the interface for AJQ.