Semester 5
17 june 2024

PROTOTYPE REPORT

Product Suggestion Tool
for Low Pressure Studio B.V.

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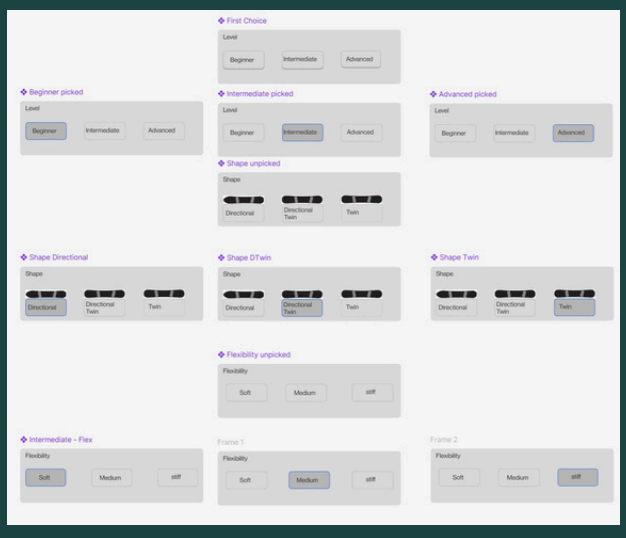
INTRODUCTION

E-commerce product suggestion/recommendation tool is a pretty common way for the companies that are operating an online store to improve their customers user experience, as well as satisfaction with a product. This solution allows users to provide input to the system, thanks to which they'll be provided with products that will suit their needs best. Bataleon is a company that is making snowboards and snowboard related equipment and they are in need of such a tool. The primary goal of making it is to improve user satisfaction with a product, and decrease return rate, by providing users with products that are most suitable for their needs. This report is meant to describe the process of prototyping and argument for why certain design choices were made.

PROCESS

Iteration 1

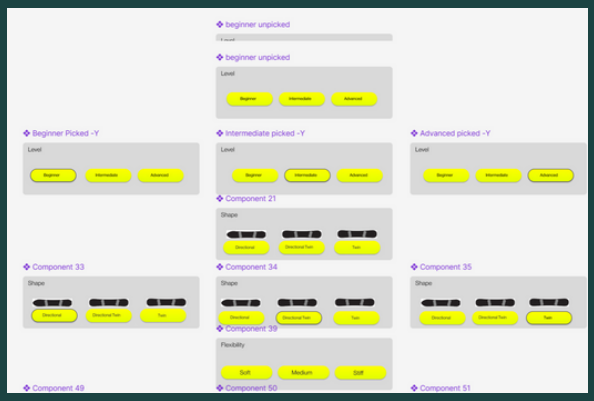
First iteration of the prototype was made very early on in the project. I believe it was within the first 2-3 weeks that I made this version. It wasn't meant for being tested or coded, but rather as a way of gathering feedback and testing if a system that is asking users questions one by one makes sense. I've included a very limited number of photos in this version in order to make it relatively small, since at the time I didn't know if the product suggestion tool is meant to be included in its own page, or is it going to be located somewhere on an existing page. In this version I didn't have much guidance regarding styling, but while making it I was trying to make it look as an element of a modern website, therefore elements like border-radius, on hover color change and blue outlining and overall minimalism were incorporated. One element that stands out is "Find your board" button, which you can see in Appendix A. It was based on the "Add to cart" button which is already integrated into Bataleon website, and is present on every product page. For reference, the "Add to cart" button is available at Appendix B. If you



would like to see the whole first version of the prototype you can find it at A or in the Figma file which you can find here and in Appendix G.

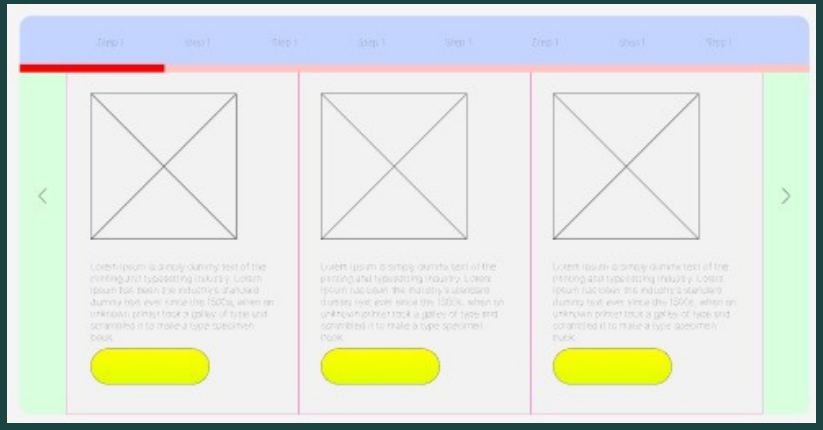
Iteration 2

Second iteration of the UI doesn't incorporate many significant changes. Feedback regarding that has led was provided by Ronald, my company mentor. In comparison to the previous version, it includes buttons that better suit overall Bataleon style. Buttons were based on the "Find your board" button which itself was based on the "Add to cart" button which you can see in Appendix B. Buttons include Bataleon style linear gradient, which is going from FEFF00 Yellow to E3FF00 Green as background, as well as font style and color used by Bataleon and a drop shadow. On hover it also includes an additional outline which is also present at the "Add to cart" button in order to clearly indicate that this particular button is about to be pressed. If you would like to see the whole second version of the prototype you can find it at Appendix C or in the Figma file which you can find here and in Appendix G.



Iteration 3

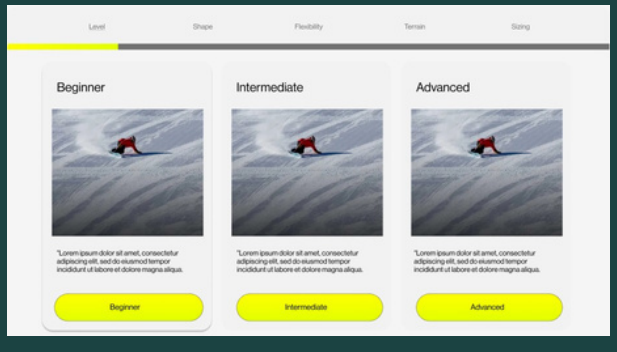
Third iteration of the UI provides a lot of changes in the design. It was developed together with my company mentor Ronald. Thanks to making it together with a stakeholder I was able to ensure that its design fulfills Bataleon needs. In this version we have included a header with horizontal navigational buttons, which are meant to allow for more user control, by enabling users to switch in between questions with a single click. Switching between questions wasn't possible in a previous version therefore, providing users with more user control I would see as an improvement. Below navigational buttons, the progress bar is located. Its purpose is



to increase the visibility of the system status which is one of the usability heuristics [1](Nielsen, 2024) and will inform users on how many questions they have already answered. In this version besides the navigational buttons on the top, which are leading directly to corresponding questions, also included are navigational arrow buttons. The one located on the left is leading to the previous question and the one on the right to the next one. In the middle are 3 options for answering questions. Each of them contains a photo placeholder, description placeholder and a button. In this version neither photos nor description were included, since in the prototype it wasn't necessary. The buttons were based on the previous version, but additional features like hover interaction weren't included, because this prototype was aimed at being a reference for the next, better prototype. In addition to this prototype, I have made 3 different variants of this prototype to verify stakeholders opinion on the topic, which you can find at Appendix D. Other variants are testing the concept of making the buttons bigger, removing the picture placeholder or resizing text. Ultimately none of those additional versions were adapted, however the concept that was utilized by the 3rd variant, of making a whole "section" clickable, instead of just the button at the bottom, was used in the next iteration of prototype. If you would like to see the whole third version of the prototype you can find it at Appendix D or in the Figma file which you can find here and in Appendix G.

Iteration 4

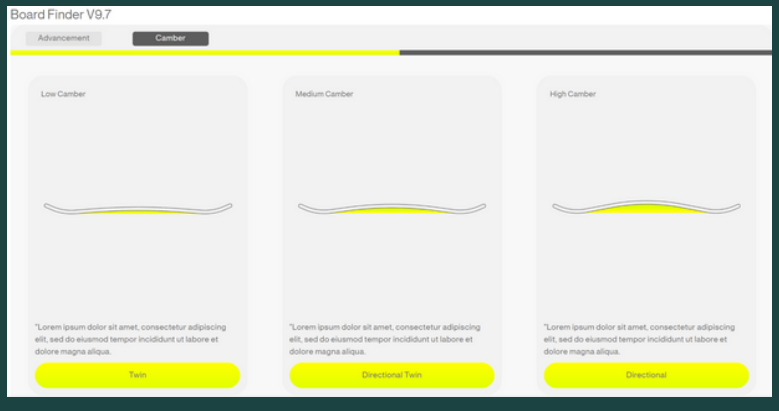
Main improvement in the fourth iteration of UI is the styling. In previous iteration there was a lot of progress regarding the layout, but the styling of if was aimed at distinguishing different elements of the layout from each other, which for layouting purposes is great, but for including it at the website as an actual product suggestion tool, not so much. It includes a header with 5 questions that we had at the time, Level, shape, flexibility, terrain and sizing. In this version, all of the header buttons were visible at all times, and the only indication on which was active at the time was an underline. Similar to the previous version, below the header buttons the progress bar is located. In this iteration however, it's no longer red, but it incorporates a Bataleon style linear gradient, which is going from FEFF00 Yellow to E3FF00 Green, similar to buttons. In contrast to the previous version, in this iteration I have decided to not include the side buttons for changing questions. Primary reason being that this function is already fulfilled by navigational buttons. I did have a few ideas on how to include the side buttons, but considering the low impact that this element had on an overall performance, as well as the fact that this function is already fulfilled by other elements, I decided to remove it



completely. In the middle are the card buttons which are used to display different options that users can pick. They have a similar layout to the previous version, but also include a label at the top, which is meant to clearly indicate which option each of the card buttons represent. I'm calling them card buttons, because despite a green button being included at the bottom of each of the card buttons, a whole button can be clicked in order to select an option. On hover, the card buttons also change a shade of gray used in a background as well as include a drop shadow to clearly indicate which option is about to be selected. I have also made other variants of the card buttons for a stakeholder to pick from, but ultimately the first made version was best in his opinion, those variants you can find at Appendix . If you would like to see the whole fourth version of the prototype you can find it at Appendix E or in the Figma file which you can find here and in Appendix G.

Iteration 5 (final, coded)

Final iteration of the prototype is the one that was ultimately coded, and used for the UI part of the product suggestion tool. Most noticeable change is in the header. In this version only the header buttons that were either already answered, or the one that is currently being displayed are shown. This practice is meant to ensure that less advanced users aren't presented with the questions that are meant for more advanced users. The reasoning behind showing more advanced questions to more advanced users
you can find in the Competitive Analysis & Best, good and Bad practices report.
Additionally, now the header buttons are clearly presented as buttons, and not clickable labels, like in previous iteration. This solution is intended to clearly indicate to users that those buttons are clickable, and marking the button that is showing which question is currently being answered with a gray background ensures that users know which question they're currently answering. Lastly there have been minor improvements in styling of text. Previously it was simply black, in the final version it is in fact one of the shades of gray used by Bataleon, #707070 to be exact. If you would like to see the whole final version of the prototype you can find it at Appendix F or on Bataleon website which you can find here. (please note that this link is leading to a testing website used by Bataleon that requires special Bataleon access, when snowboard finder is going to be implemented I'll update the link to a working one)



SUMMARY

Throughout the development of the prototype I was able to make multiple iterations of UI, which has led to tremendous progress in the development of product suggestion tool.

The journey from unappealing first version to workable prototype that has been coded presents a thoughtful and deliberate approach, including feedback in the development of later iterations in order to develop a product that would satisfy Bataleon aesthetic and functional requirements.

First iteration was only a basic framework, but it provided a good idea of how the UI could look. The second iteration incorporated a more in depth approach aimed at satisfying Bataleon style guide requirements, which has led to inclusion of elements like linear gradient and drop shadows. The third iteration, created together with company mentor Ronald, introduced significant upgrades to the design, incorporating elements like progress bar, navigational buttons, enhancing user control or system feedback.

Further improvements in the fourth iteration were aimed at creating a design that would fulfill the Bataleon style guides, while incorporating elements introduced in the 3rd iteration. This has led to remodeling buttons to card buttons, and removal of the unnecessary side navigational buttons, in favor of improved navigational buttons located in the header. The final version which was the one that was finally coded has introduced improved navigational buttons which are reactive to users choices, leading to improved user experience.

Final product is a useful tool that not only reflects Bataleon's brand identity but also prioritizes user experience. By gradually improving the UI with each iteration I was able to develop a tool that is a valuable asset for Bataleon. By guiding users to products that best match their needs the product suggestion tool ultimately aims to increase user satisfaction with a product and minimize return rates. The iterative design process, documented in detail, highlights the importance of user-centered design and constant improvement in developing effective e-commerce solutions.

Appendixes

Appendix A

❖ First Choice

Level

Beginner | Intermediate | Advanced

❖ Beginner picked

Level

Beginner | Intermediate | Advanced

❖ Intermediate picked

Level

Beginner | Intermediate | Advanced

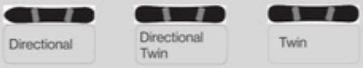
❖ Advanced picked

Level

Beginner | Intermediate | Advanced

❖ Shape unpicked

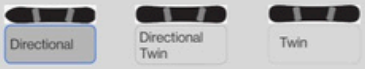
Shape



Directional | Directional Twin | Twin

❖ Shape Directional

Shape



Directional | Directional Twin | Twin

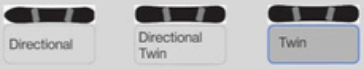
❖ Shape DTwin

Shape

Directional | Directional Twin | Twin

❖ Shape Twin

Shape



Directional | Directional Twin | Twin

❖ Flexibility unpicked

Flexibility

Soft | Medium | stiff

❖ Intermediate - Flex

Flexibility

Soft | Medium | stiff

Frame 1

Flexibility

Soft | Medium | stiff

Frame 2

Flexibility

Soft | Medium | stiff

❖ Terrain, unpicked

Terrain

Park | Groomers | Powder

❖ Beginner - Terrain

Terrain

Park | Groomers | Powder

Terrain

Park | Groomers | Powder

Terrain

Park | Groomers | Powder

❖ Beginner - Sizing

Sizing

Weight

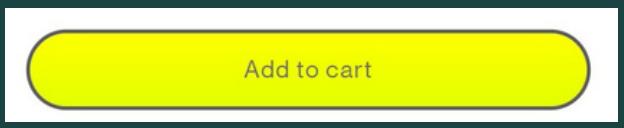
Measurements | Weight in kilograms

Boot Size

Size System | Size (EU)

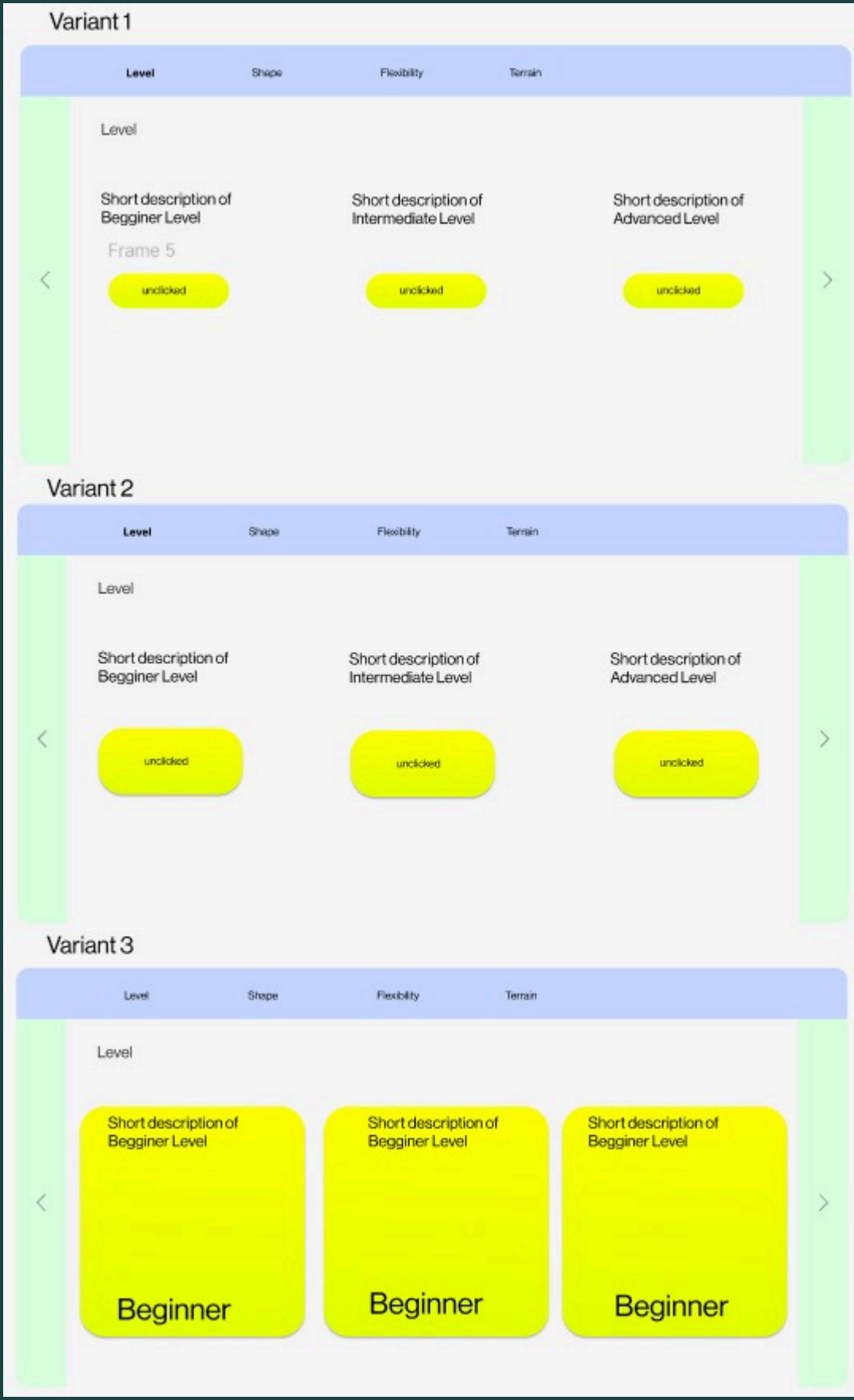
Find my board

Appendix B

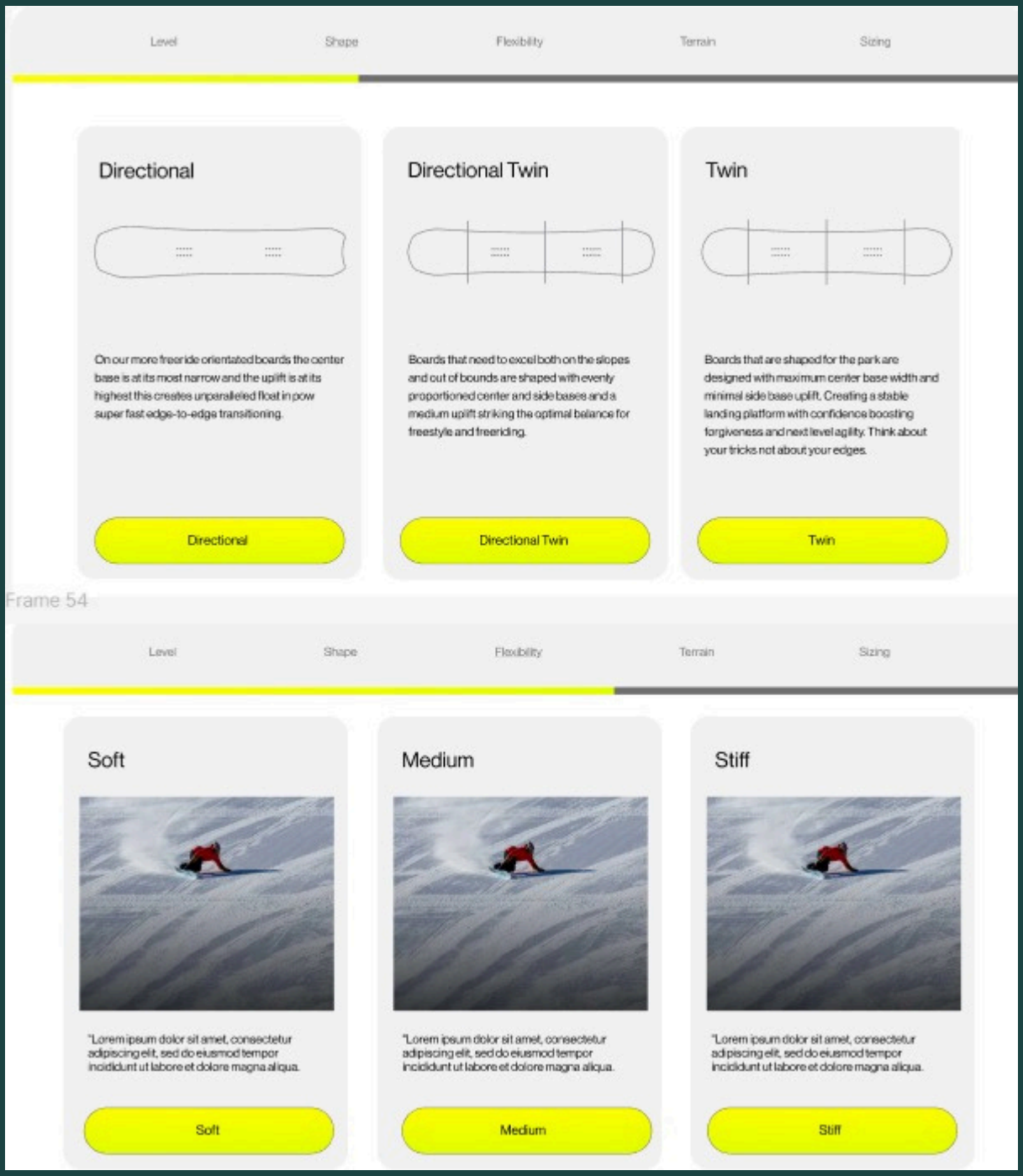


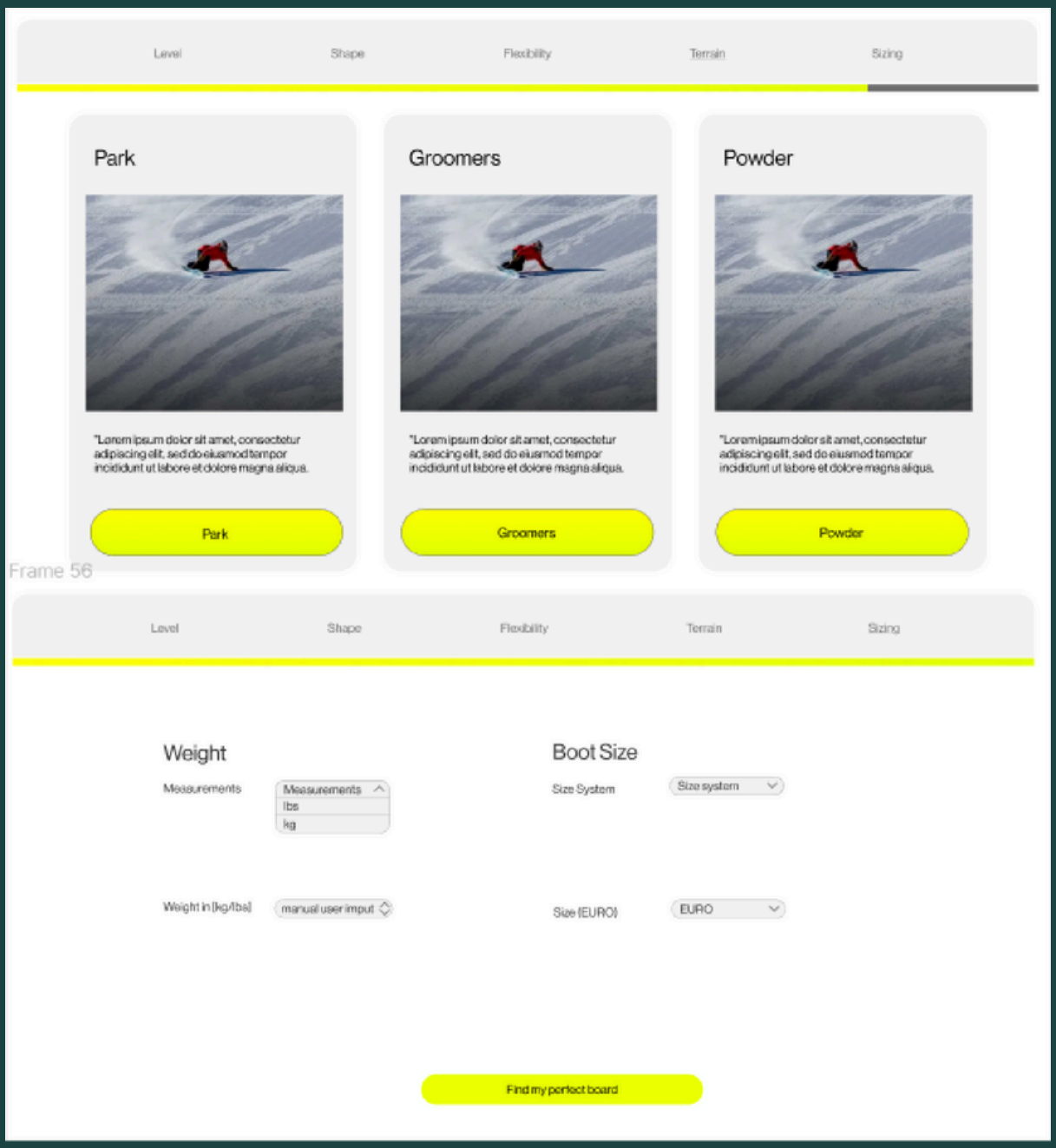
Appendix C

Appendix D

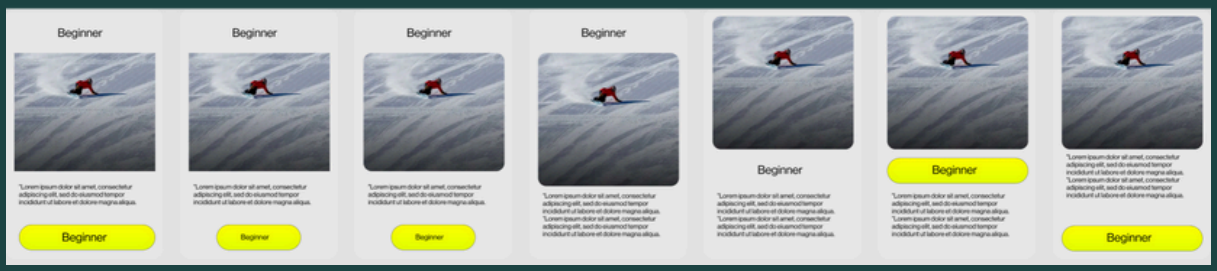

Variant 1
Level
Shape
Flexibility
Terrain
Level
Short description of Begginer Level
Frame 5
unclicked
Short description of Intermediate Level
unclicked
Short description of Advanced Level
unclicked
Variant 2
Level
Shape
Flexibility
Terrain
Level
Short description of Begginer Level
unclicked
Short description of Intermediate Level
unclicked
Short description of Advanced Level
unclicked
Variant 3
Level
Shape
Flexibility
Terrain
Level
Short description of Begginer Level
Beginner
Short description of Begginer Level
Beginner
Short description of Begginer Level
Beginner

Appendix E


Level
Shape
Flexibility
Terrain
Sizing
Directional
On our more freeride orientated boards the center base is at its most narrow and the uplift is at its highest this creates unparalleled float in pow super fast edge-to-edge transitioning.
Directional
Directional Twin
Boards that need to excel both on the slopes and out of bounds are shaped with evenly proportioned center and side bases and a medium uplift striking the optimal balance for freestyle and freeriding.
Directional Twin
Twin
Boards that are shaped for the park are designed with maximum center base width and minimal side base uplift. Creating a stable landing platform with confidence boosting forgiveness and next level agility. Think about your tricks not about your edges.
Twin
Frame 54
Level
Shape
Flexibility
Terrain
Sizing
Soft
"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
Soft
Medium
"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
Medium
Stiff
"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
Stiff



Appendix F



Appendix G

https://www.figma.com/design/RATQG4Py7tfTaVU96fmGFz/Snowboard-prototype-local?nod e-id=0-1&t=FXZYaNU0D3OQh3jN-1

References v2

[1]Nielsen, J. (2024, February 20). 10 Usability heuristics for user interface design.

Nielsen Norman Group.

https://www.nngroup.com/articles/ten-usability-heuristics/