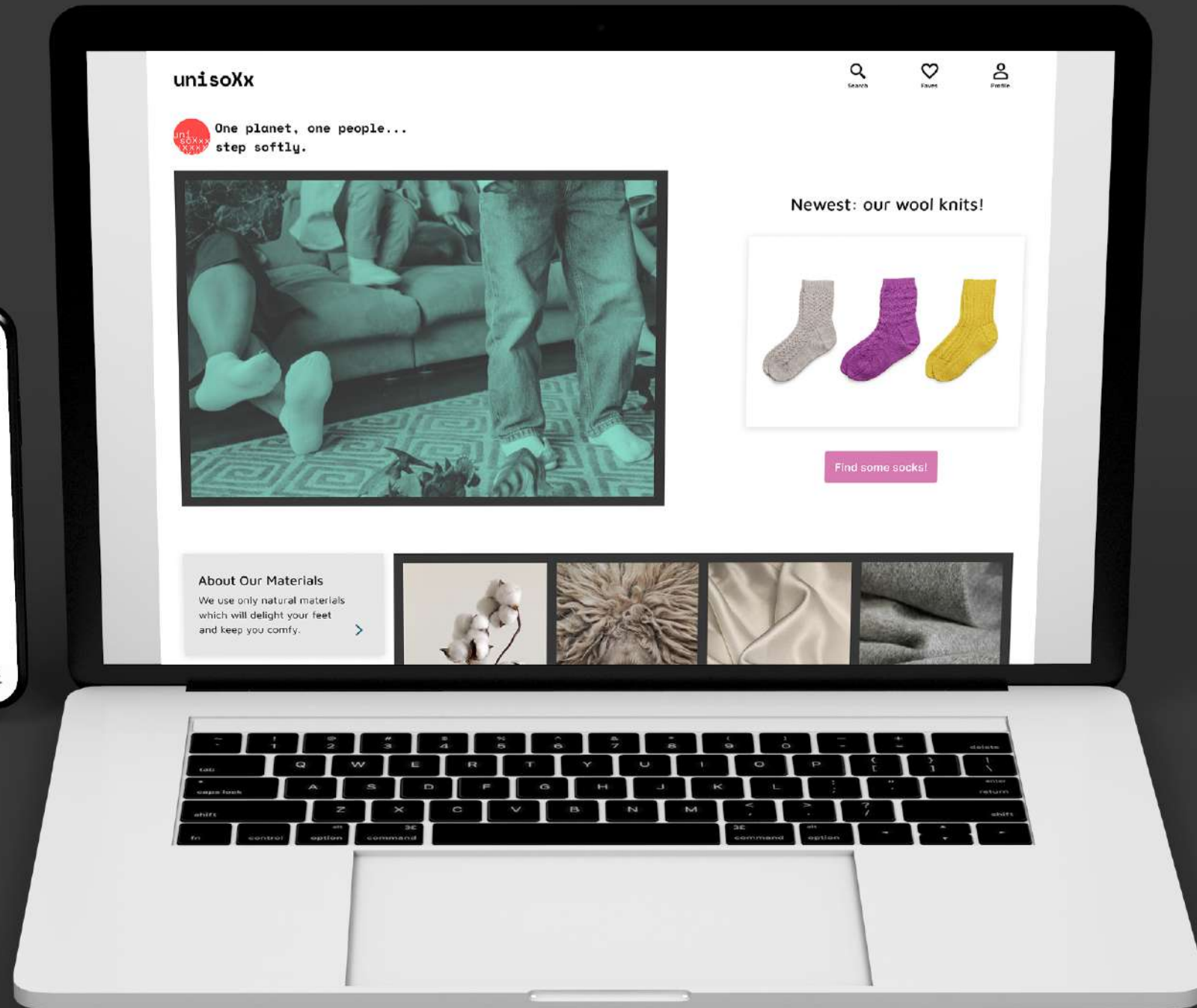


unisoXx



Introduction

My Role:

UX/UI Designer

When:

10 days in
May 2022

Responsibilities:

UX/UI
Concept
Branding Guidelines
Interaction Design
Visual Design

Designed With:



Deliverables

The project brief required the following deliverables for one task flow:

- User flow diagram
- Wireframes
- User testing notes & results
- User interface design
- Desktop design
- Mockups
- Bonus: Animation
- Bonus: Second Task Flow

How do you shop online when gender is not a concern?

I'd recently bought shoes online and spent hours comparing size charts. Measuring my feet, my mind went to gender-fluid shoppers. How would they shop online when they weren't beholden to Men's and Women's sizes? How could they find their size quickly and easily without thinking about gender?

So I approached the project from the perspective of a gender-fluid, tech-savvy, Gen Z shopper. How would they shop for socks?

New gender norms:

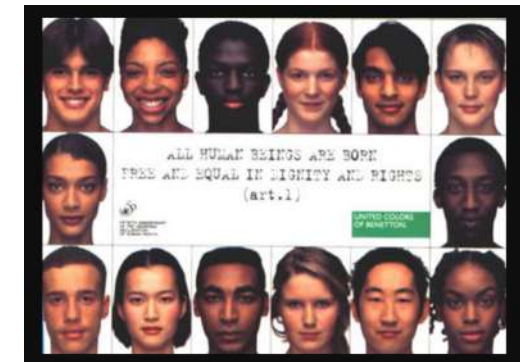
- According to new research, 38% of Gen Z respondents “strongly agreed” that gender no longer defines a person as much as it used to.
- 55% of consumers 13 to 20 years old know someone who uses gender neutral pronouns “they”, “them” or “ze” versus “he” or “she”.



Design Solutions

Awareness in branding

Looking to awareness brands like 1980-90s Benetton and the unisex Calvin Klein One perfume campaign for inspiration, I created brand guidelines. Focusing heavily on inclusivity to build credibility among the Gen Z users, I also wanted to tap in to 80s - 90s nostalgia to appeal to older users.



80s & 90s Ads

Unisoxx Brand Guidelines



One Planet,
one people...
step softly.

unisoXx

Guiding Principles

At Unisoxx we keep emphasis on our shared experience. We keep our thinking universal. Even while shopping for the humble sock.

We believe that too much emphasis is placed on otherness. Where you are from, what gender, none of that matters. We are all human.

We align ourselves with the idea that we are one people, on one planet who all share the need to cushion our step.

This thinking is essential to ensure the quality of the entire Unisoxx experience; from our material sourcing to the moment your new socks come through the front door.

We take care to make sure our socks are carefully sourced and long-lasting, while providing you with a shopping experience that doesn't try to define you in any terms other than your own.

Keywords

- gender neutral
- modern
- inclusive
- tech savvy
- ecologically minded
- simple



Logo

The logo features a repeated X pattern representing the stitches used in traditional sock knitting patterns. The first x should always be capitalized.

The logo should be flat: no shadows, warping or effects. Black or one of the three brand colors should be used for the circle element. The logo text should always be white.

Writing Style

In body text and formal documents the company name is written: Unisoxx.

Voice

All language should be gender neutral and inclusive. Descriptive, but not poetic. Thoughtful, but not overly sensitive. Idealistic, but not overworked. Positive and simple.

Tone

The tone should be friendly and supportive. Never condescending or shameful. There should be a sense of oneness and belonging when reading copy. No clichés or stereotypes.

Typography

Space Mono is the font used for both the largest headline and the logo. We just love that i and y!

Maven Pro is used for the rest of the typography. A modern Sans Serif, it supports 84 languages. Plus it blends really well!

Headline 1 / Space Mono

Headline 2 / Maven Pro

Title / Maven Pro

Body 1 / Maven Pro

Body 2 / Maven Pro

Caption / Maven Pro

Button / Maven Pro

Color

Primary colors are used for all CTAs and the brand logo. They are energizing, so use them sparingly.

Secondary colors should be used for containers and coloring photos. They were both chosen for being gender neutral.

P
R
I
M
A
R
Y

Tart Orange
#FE4A49

Blue Sapphire
#19647E

Middle Purple
#D67AB1

S
E
C
O
N
D
A
R
Y

Lemon Chiffon
#FBF8CC

Magic Mint
#98F5E1

T
E
X
T
&
B
G

Rich Black Fogra
#080708

Jet
#373737

White
#FDFDFD

Photography

All photography should have a Jet frame.



Product

Product photography should show socks flat on a white background, well lit with minimal shadow.

Lifestyle

When using lifestyle photography, photos should be two-toned with one of the secondary colors. Only feet with socks should be featured keeping focus on socks and their uses. No faces are used in the advertising photography.





Materials

Material photography should showcase the high quality of the materials used by celebrating their natural colors and varied textures.

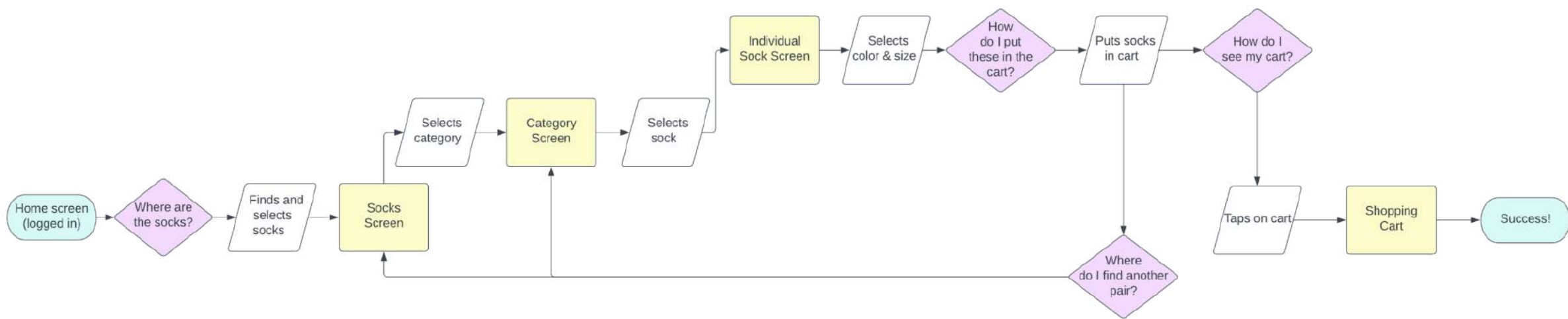
The overlooked foundational garment
everybody needs, we love the sock!

Task Flow: Shopping Cart

Since every brand needs income, I chose to design the shopping cart for the required task flow.

User Task

Your feet are cold and you need two new pairs of wool socks. Find two pairs and put them in the shopping cart.





Pardon the interruption, but there's an urgent client request...

A client is asking for five high fidelity wireframes to pitch an idea to their investors. They don't have a project brief prepared because they've never worked with a UI designer. They would like me to design a note-taking app inspired by the Dieter Rams motto: "less, but better".

Setting aside Unisoxx, I switch gears to quickly complete the request, despite already having a tight to finish this project.

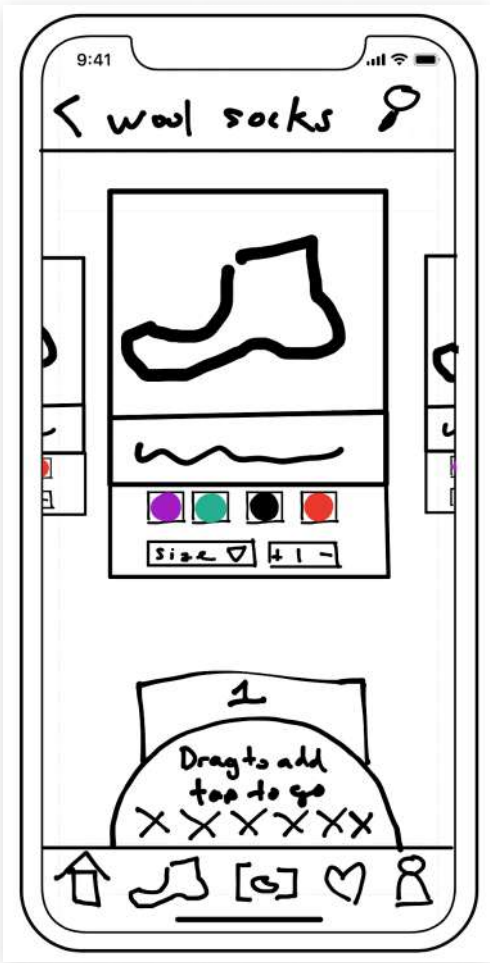
The power of documentation

At first, I was worried about leaving my main project. Would I be able to jump back in to the flow? That's when I learned the power of documentation. A quick read over my project brief and branding guidelines allowed me to dive right back in.

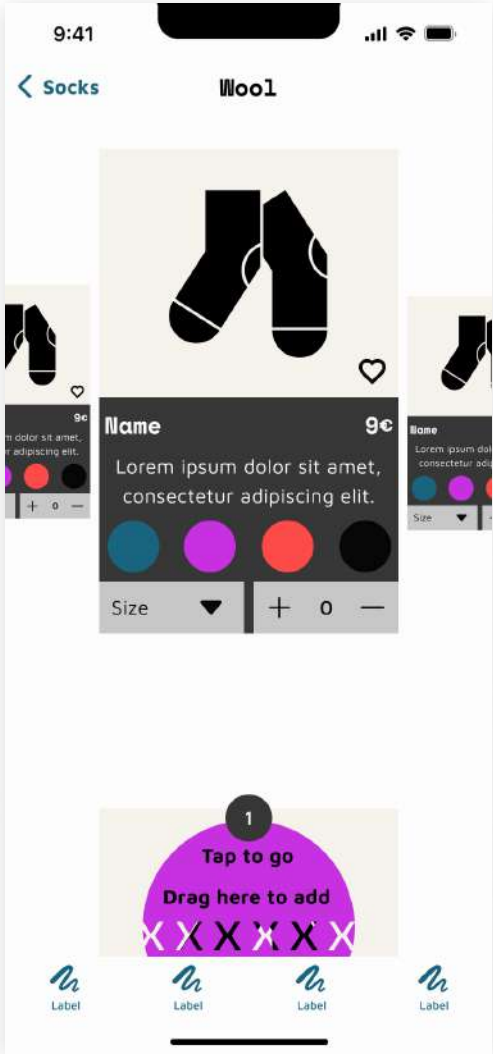
Now back to the socks.



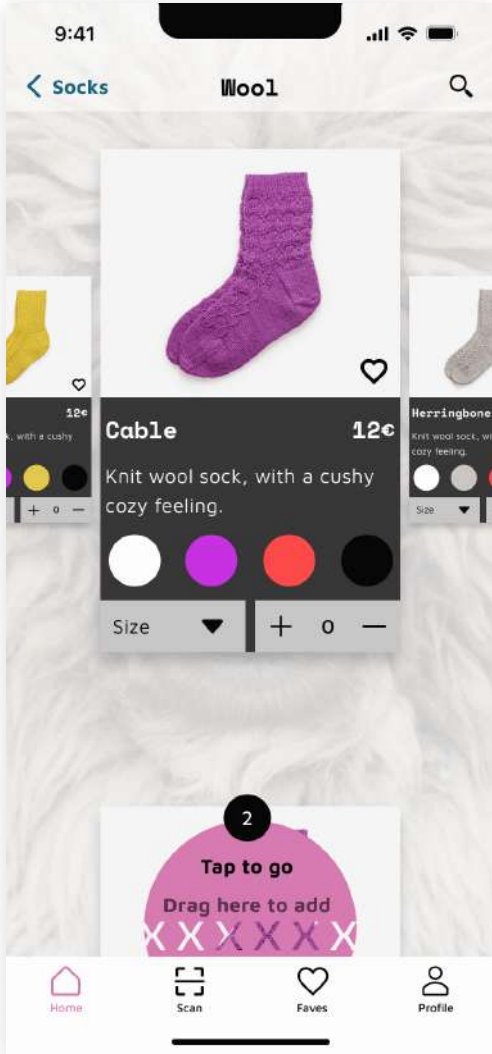
Wireframes
for Product Screen



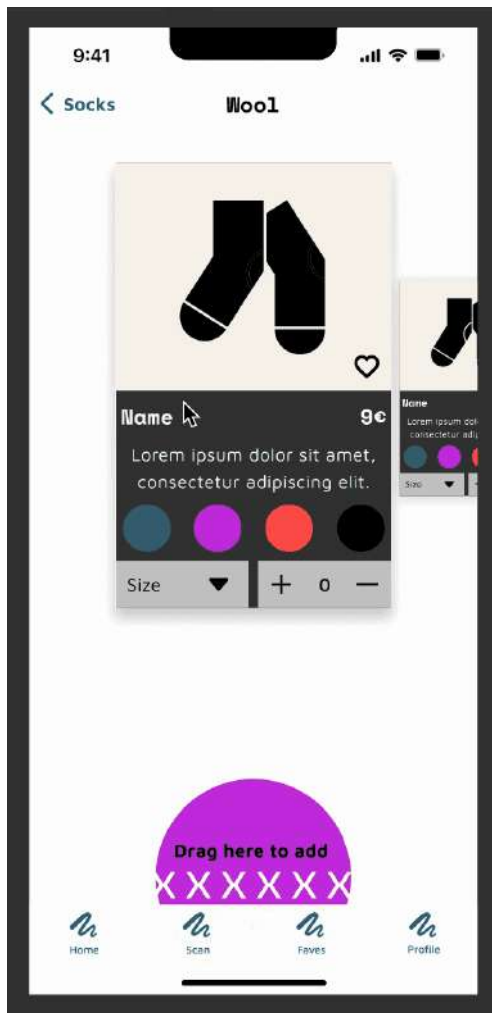
Low Fidelity



Mid-Fidelity



High Fidelity

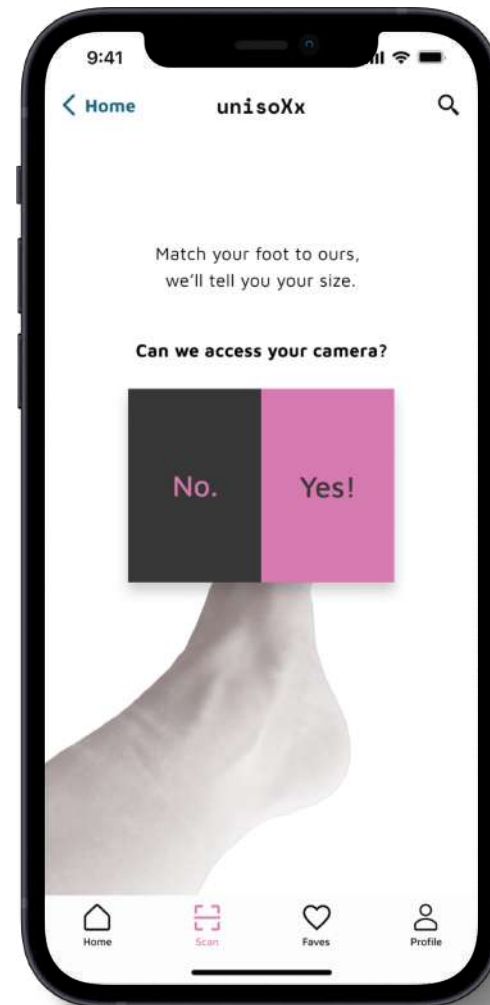


Prototype: Shopping Cart

The brand's catalog is small and I wanted to design a satisfying interaction for shopping on a mobile device. So I utilized multi-directional swiping with animations in a mid-fidelity prototype made in Figma.

Prototyping Insight

This was the first time I had worked with multi-directional swiping in Figma. With the help of some trial and error and YouTube tutorials, I managed to figure it out — smart animations were the secret!



Prototype 2 (Bonus)

Before my first user test I had a couple of spare hours, so I decided to work on the bonus task flow. I remembered using an airline app with AR to scan my carry-on luggage for size. So I snapped a picture of my foot and made some simple, text-based wireframes to test the concept with my users before committing to it.

Problem Statement for Bonus Task Flow

As a non-binary person, I want to be able to buy a simple item like socks without thinking about gender, so I can feel less anxious while shopping.

Evaluation

User Testing

Using Google Meet and Quicktime for screen recording, I remotely tested three participants using moderated testing. Happily, all three participants completed the task with zero errors.

Unisoxx Mobile App User Testing Notes

Overview

I tested three participants with two user flows on a mid-fidelity prototype built with Figma.

Results

All three participants completed the tasks with zero errors. I did make some changes to the scan user flow regarding some negative feedback from participant two.

Test script

First of all, thanks for being here today! It's important to get user feedback early in the process, so it's nice to have you here. Today we will be testing a prototype for an online shopping app. The prototype is in the early design stages, so if you run in to any problems or things feel incomplete let me know. Your feedback is valuable!

As we start, I would like you to think out loud as we go through the tasks. And just remember there are no right or wrong answers: I'm testing the prototype, not you. I will give you two simple tasks to complete.

Are you ready to begin?

Remember that I am testing an mobile app, so this prototype will use gestures similar to a handheld device.

User Flow: Shopping cart

Your feet are cold and you need two new pairs of wool socks. Find two pairs and put them in the shopping cart.

POSITIVE QUOTES:
IT'S REALLY NICE. IT'S LIKE LOOKING THROUGH RACKS.

P2 T1

OBSERVATION:
THEY HAD ZERO PROBLEMS AND NO HESITATION DURING THE TASK.

P1 T1

OBSERVATION:
EASILY ADDED TWO PAIRS OF SOCKS WITH THE DRAG FUNCTION ON THE FIRST SCREEN.

P3 T1

POSITIVE QUOTES:
I REALLY LIKE HAVING THAT THERE, PRESENT WHERE YOUR HAND IS. (CART)

P2 T1

POSITIVE QUOTES:
I LIKE THAT YOU HAVE EVERYTHING IN ONE SCREEN, THE SIZE AND COLOR.

P3 T1

User Flow: Find and save your sock size

Part of the experience of Unisoxx is that it offers non-gendered shopping. By scanning your foot for size, you can use your Unisoxx size to shop from all available socks without worrying about size conversion.

Scan in your foot to find and save your size.

POSITIVE QUOTES:
OH! THIS IS SO COOL! I WANT TO DO IT! LIKE I WANT TO DO IT FOR REAL! (SCAN SCREEN)

P2 T2

POSITIVE QUOTES:
I LIKE THIS VISUALIZATION. IT'S REALLY CLEAR. LIKE I JUST SAT DOWN AND PUT MY FOOT IN THE AIR.

P2 T2

NEGATIVE QUOTES:
IT'S NOT SO CLEAR WHERE THE NO BUTTON STARTS AND ENDS. I WOULD BE AFRAID OF HAVING THE CAMERA TURN ON IF I SAID NO.

P2 T2

POSITIVE QUOTES:
I THINK THIS IS AWESOME!
I LIKE IT. IT'S A GREAT IDEA.

P3 T2

POSITIVE QUOTES:
IT'S VERY STRAIGHTFORWARD AND EASY TO UNDERSTAND.

P1 T2

NEGATIVE QUOTES:
I WONDER IF THE WHOLE SAVED SCREEN CAN BE SOME SORT OF MODAL. IF I CLICK ON 'GOT IT' I DON'T KNOW EXACTLY WHERE I WOULD GO.

P2 T2

OBSERVATION:
TONS OF SMILING AND LAUGHING WHEN THEY SAW THE SCAN SCREEN.

P3 T2

User Testing Insight

Since Figma doesn't have a good solution for testing on a mobile device, the participants struggled a bit translating the gestures to a computer. Next time I test an intricate gesture interaction, I might try a different prototyping tool with mobile testing.

“It’s really nice. It’s like looking through clothing racks.”

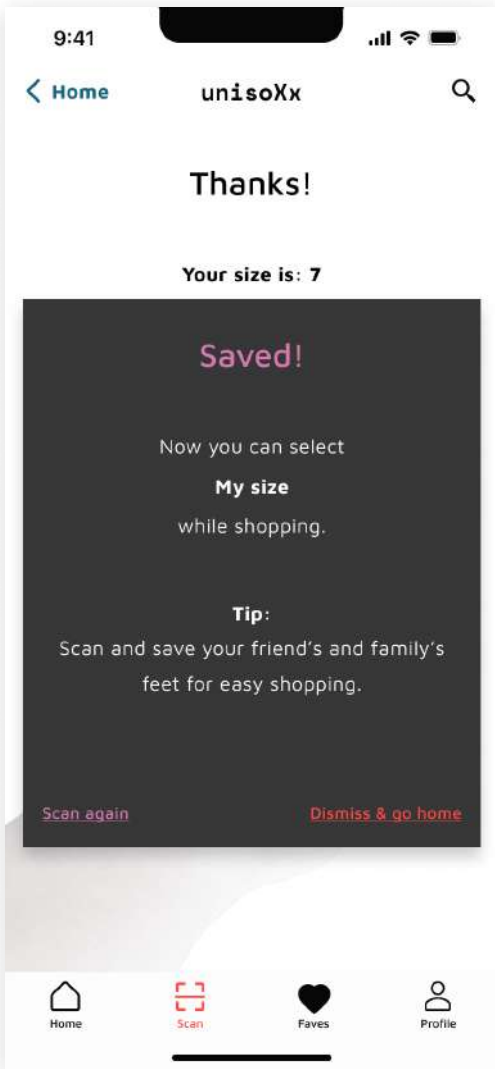
-Participant during “Shopping Cart” flow

“Oh! This is so cool! I want to do it! Like I want to do it for real!”

-Participant during “Find Your Sock Size” flow



Before

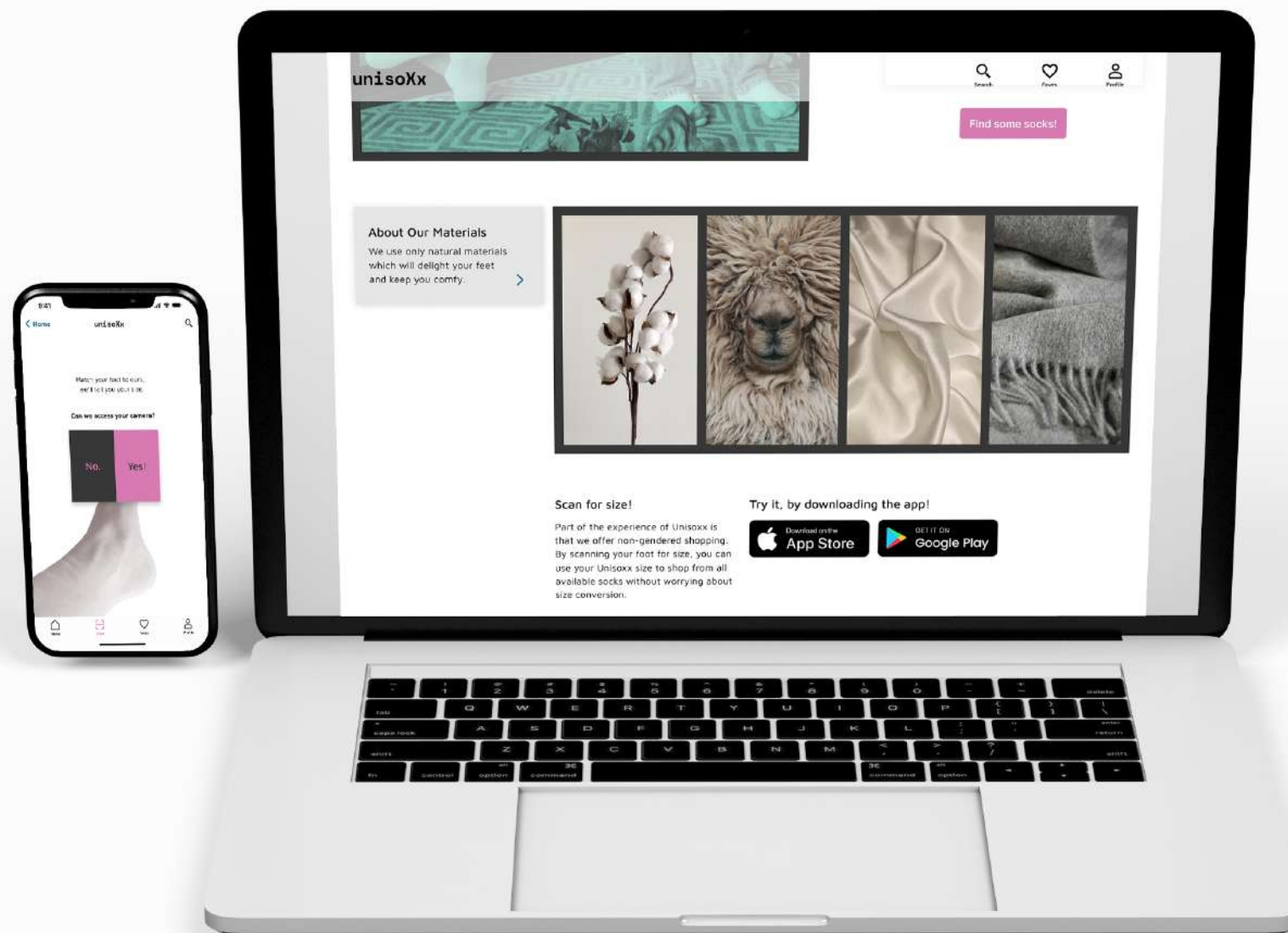


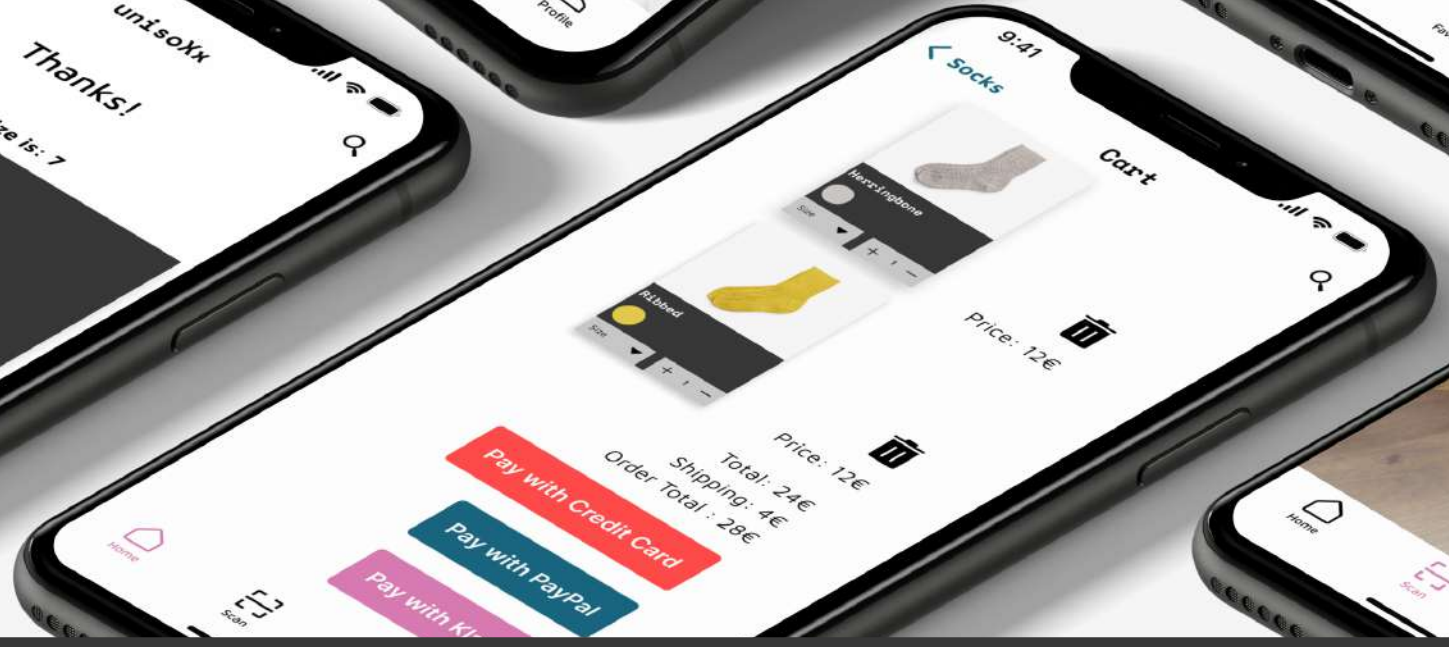
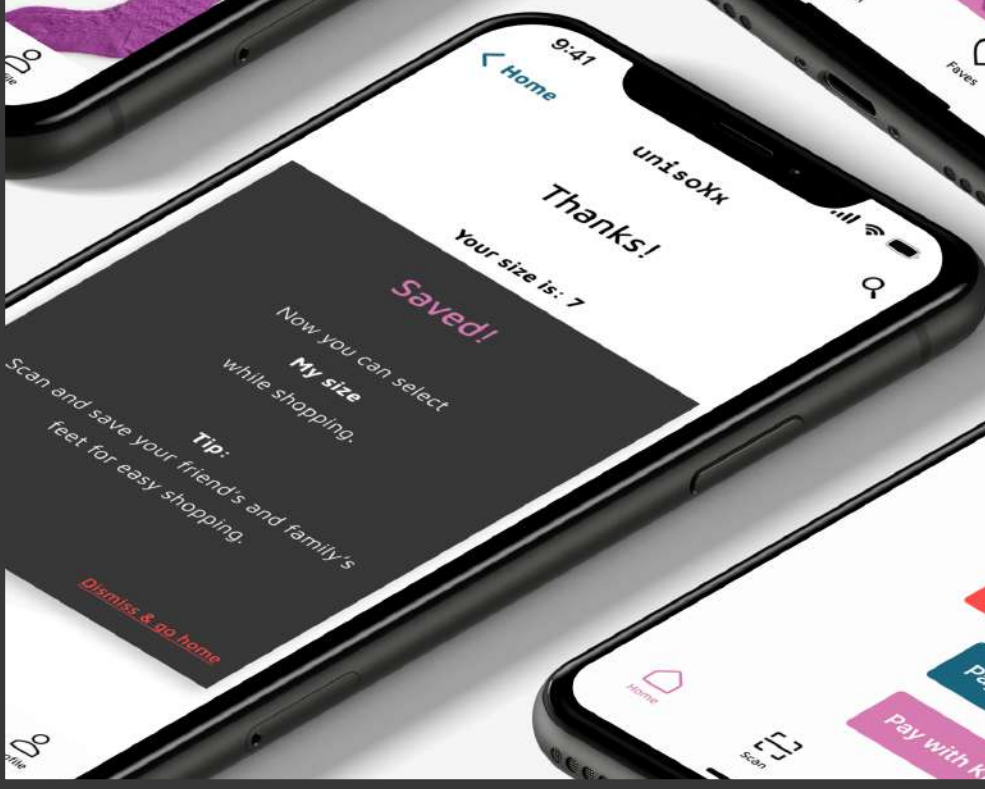
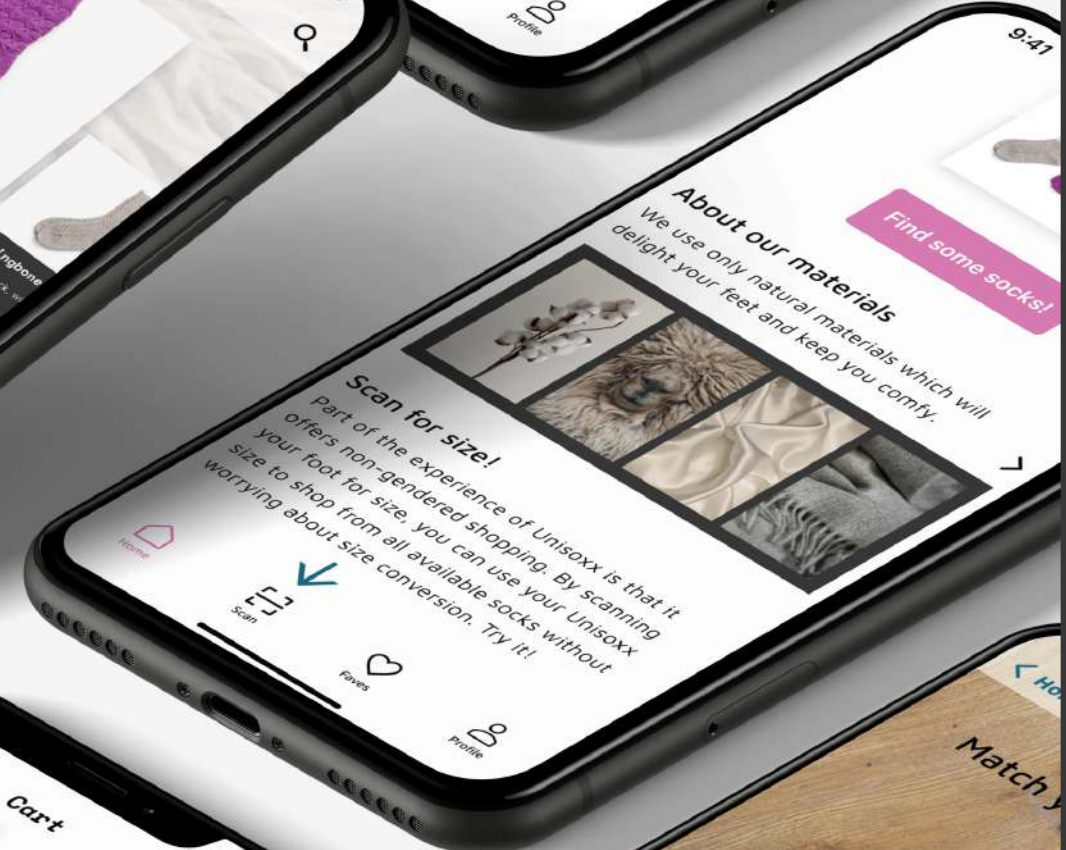
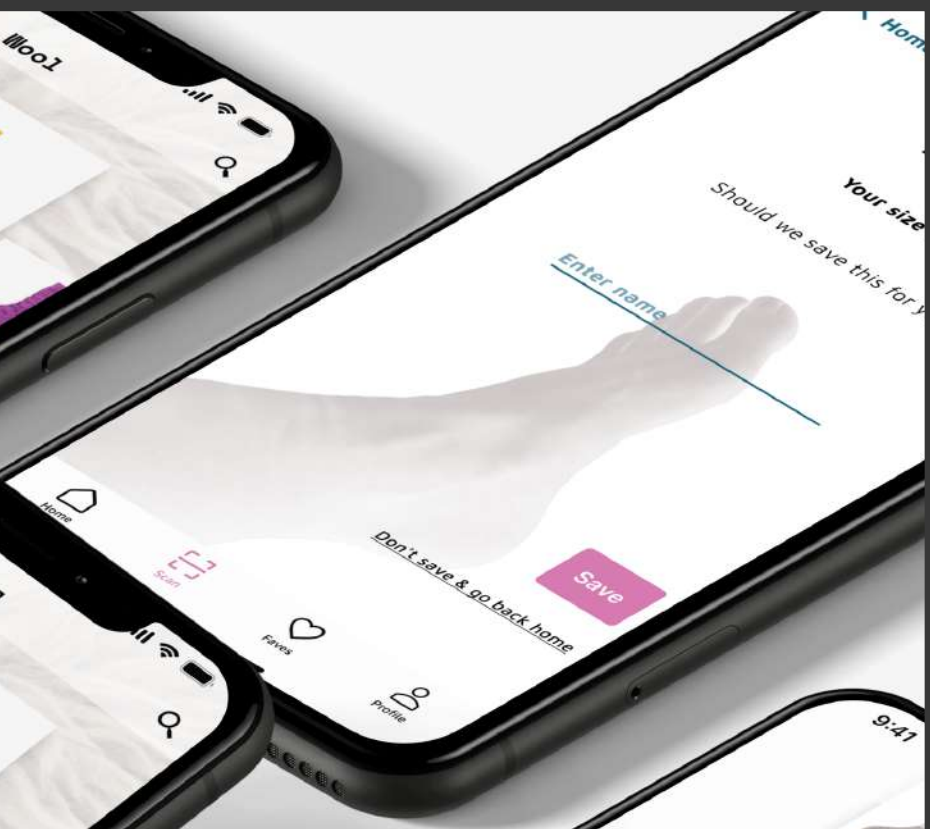
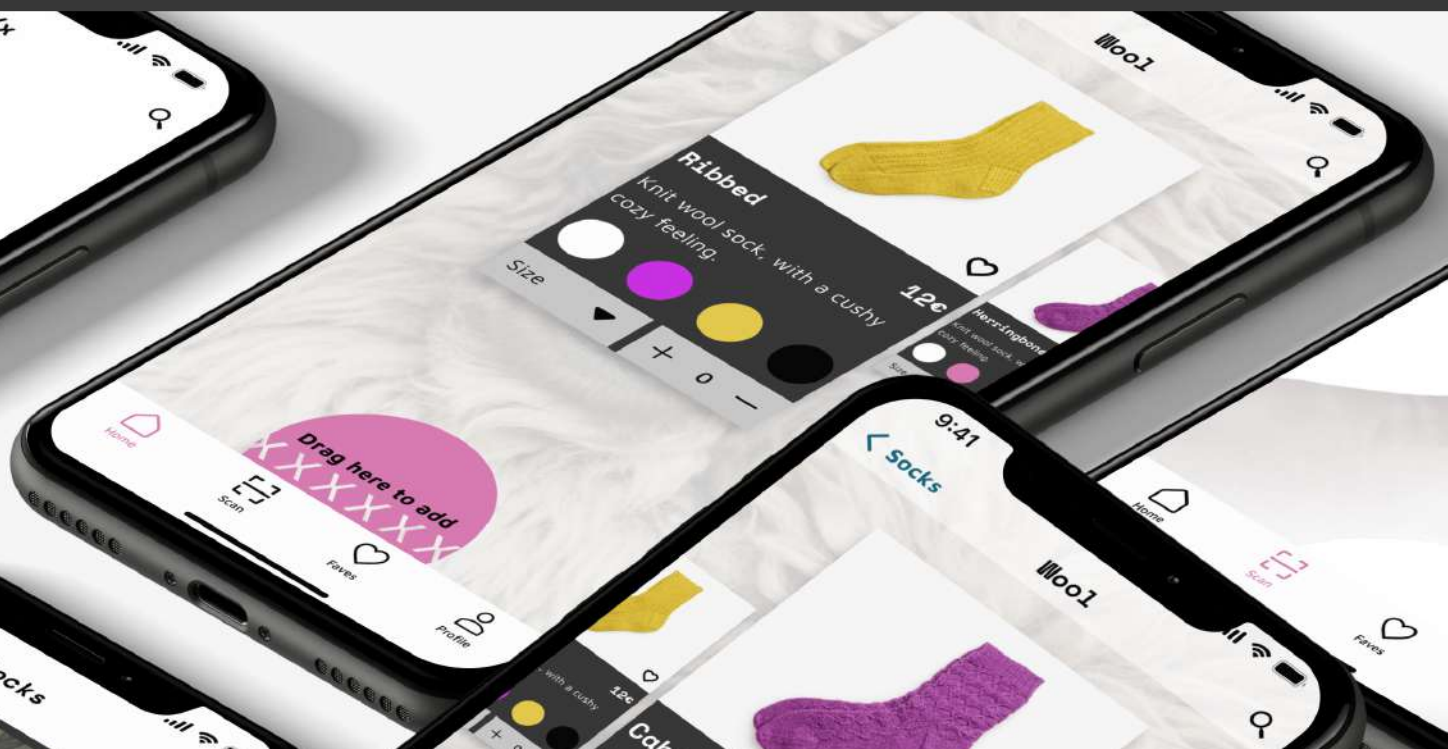
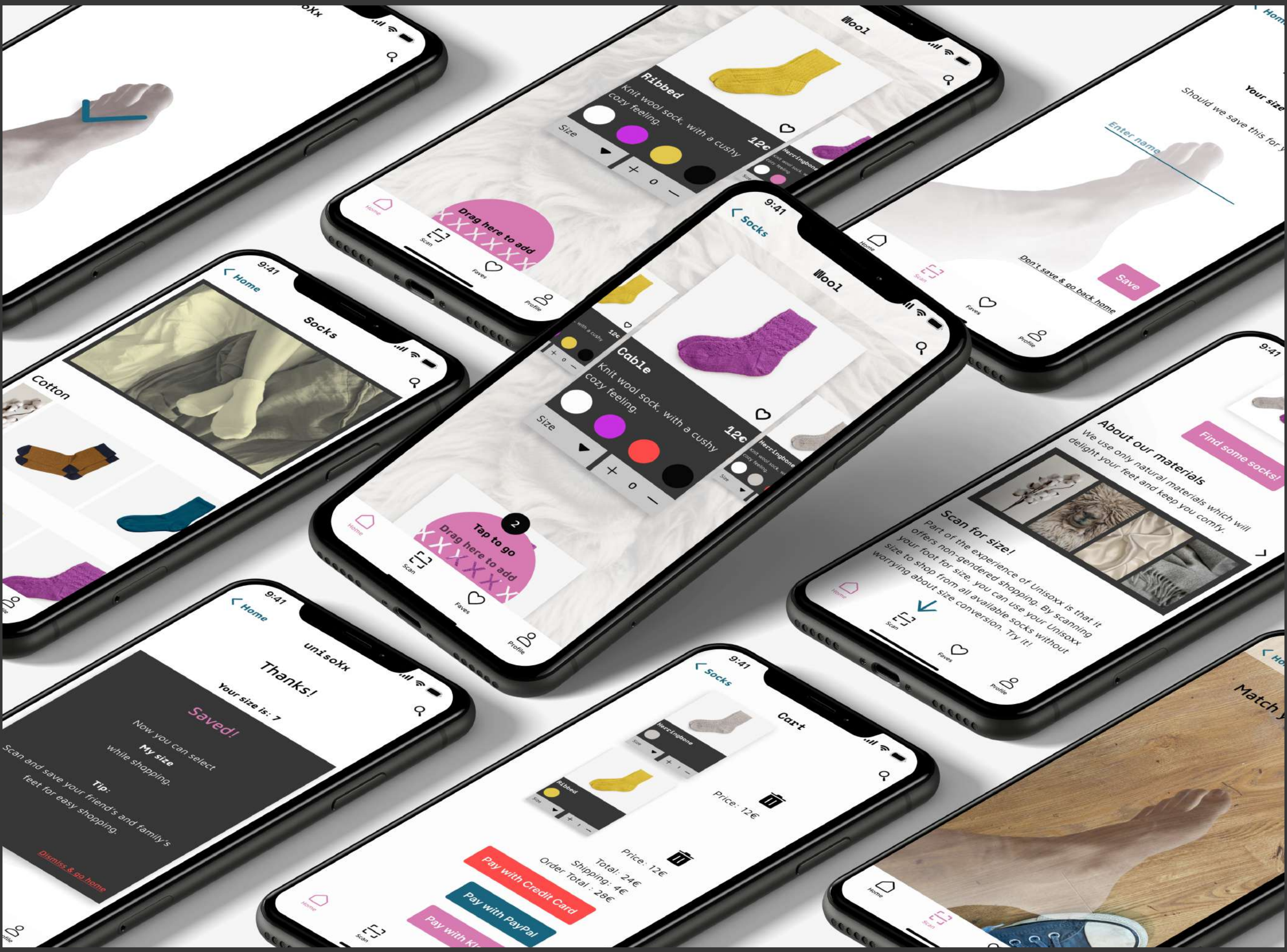
After

Negative User Feedback

“I wonder if the whole saved screen can be some sort of modal. If I click on ‘Got it’ I don’t know exactly where I would go.”

Final Design



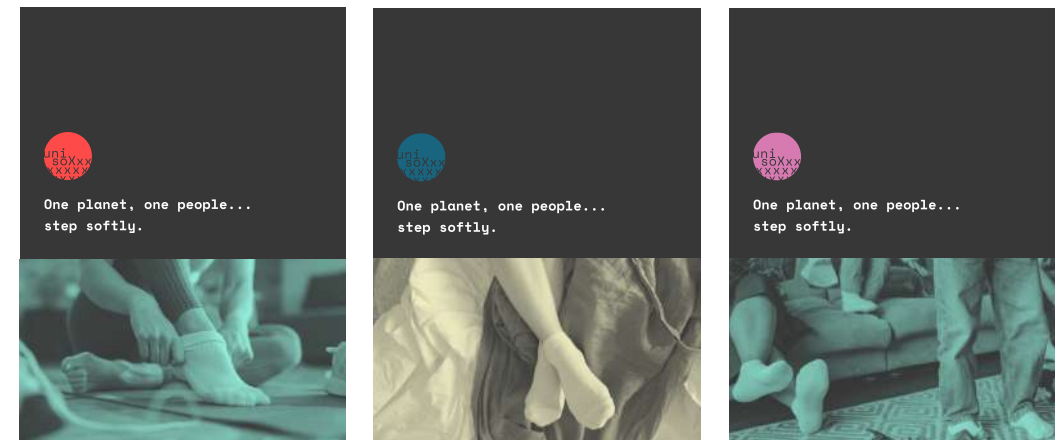


In Conclusion

Planning ahead and proper time management are key.

This project taught me, that not only can I turn out high quality work in a short period of time, but I can also be interrupted with an urgent request and still hit a deadline.

Luckily, I'm adept at breaking down tasks so that I always have something to work on. Even when waiting on participants schedules to complete user testing, I never let spare time go to waste.



Thanks for reading!