




Running Shoes UI/UX Project Report



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1. Introduction

In the world of e-commerce, the user interface (UI) design plays an important role in shaping the overall user experience and influencing purchasing decisions. This project focuses on the design and evaluation of a UI for a website specializing in the sale of running shoes for individuals of all ages and genders. By delving into the intricacies of UI/UX design principles and methodologies, the aim is to create a seamless and enjoyable shopping experience tailored to the needs and preferences of the target audience.

The project begins with thorough research into the target audience, aiming to gain deep insights into their demographics, behaviors, and motivations when it comes to purchasing running shoes online. With this knowledge, the UI design process unfolds, incorporating fundamental principles such as visual hierarchy, consistency, and accessibility to create an intuitive and visually appealing interface. Usability testing and feedback collection provide valuable insights into the effectiveness of the UI design, guiding iterative refinements to enhance usability and user satisfaction.

Through the creation of personas, journey maps, wireframes, and prototypes, the project aims to thoroughly address the needs and preferences of diverse user segments, including those with special needs. By prioritizing inclusivity and user-centered design principles, the goal is to deliver a UI that supports a positive and engaging shopping experience for all users, regardless of their background or abilities.

2. User Interface Design

2.1. Chose a specific website

For this assignment, the focus is on designing the user interface (UI) for a website dedicated to selling running shoes tailored for men, women, and kids. The primary objective of this website is to offer users a seamless and enjoyable shopping experience, allowing them to find and purchase high-quality running shoes conveniently online.

With the increasing trend of online shopping, particularly for specialized items like athletic footwear, it's essential to create a website that specifically matches the needs and preferences of running enthusiasts. By specializing in running shoes and catering to different age groups and genders, this website aims to become a go-to destination for individuals looking for the perfect pair of shoes to support their active lifestyle.

The UI design will play an important role in shaping users' interactions with the website, influencing their overall experience and satisfaction. Through thoughtful design choices and strategic implementation of UI principles, such as visual hierarchy, consistency, and clarity, the goal is to create an intuitive and visually appealing interface that appeals with the target audience.

In summary, the chosen website for this assignment presents an exciting opportunity to delve into the complicated world of UI design within the context of e-commerce, particularly focusing on the unique requirements of selling running shoes online. Through comprehensive research and strategic design decisions, the aim is to deliver a user-centric website that exceeds expectations and supports a positive shopping experience for all users.

2.2. Researched the Target Audience

To create a user interface (UI) design that resonates with the target audience and fulfills their needs effectively, extensive research was conducted to gain deep insights into the demographics, preferences, and online shopping behaviors of individuals interested in purchasing running shoes.

The research process began with the identification of key demographic segments within the target audience, including age groups, gender distribution, and geographic locations. Understanding these demographic factors provided a foundational understanding of the user base and allowed for more tailored design decisions.

Also, qualitative research methods such as surveys and interviews were employed to delve deeper into the motivations, preferences, and pain points of potential users. Surveys were distributed to fellow students, friends, and family with an interest in running or athletic footwear, collecting quantitative data on their purchasing habits, brand preferences, and expectations from an online running shoe store. Additionally, in-depth interviews were conducted with select participants to gather qualitative insights into their shopping experiences, challenges encountered, and desired features in an online running shoe store.

One of the key findings from the research was the importance of convenience and accessibility in online shopping experience. Many people expressed a preference for websites with intuitive navigation, quick search functionality, and easy checkout processes. Additionally, factors such as product variety, price transparency, and customer reviews emerged as significant influencers in the purchasing decision-making process.


Overall, the research revealed notable differences in preferences and priorities among different demographic segments. For example, younger users tended to prioritize trendy designs and brand reputation, while older users highlighted factors like comfort, durability, and value for money.

2.3. Personas

To create a user-centered design, four distinct personas were developed, each representing a unique segment of the target audience interested in purchasing running shoes. These personas consisted of a variety of demographics, motivations, and challenges, providing valuable insights to the UI design process.

Persona 1: Sarah Johnson

Sarah Johnson



AGE

31

EDUCATION

Bachelor's degree in Business Administration

STATUS

Married

OCCUPATION

Marketing Manager

LOCATION

Urban area

TECH LITERATE

Yes

“ Comfort and style are non-negotiable when it comes to my running shoes.

Personality

Active

Goal-oriented

Fashion-conscious

Organized

Bio

Sarah leads a busy life balancing her career and family responsibilities. She enjoys staying active and participates in regular running sessions to maintain her fitness. With her hectic schedule, she prefers the convenience of online shopping for running shoes.

Core needs

- Comfortable running shoes that provide excellent support during workouts.
- Stylish designs that align with personal aesthetic preferences.
- Durable construction to withstand frequent use and outdoor conditions.

Frustrations

- Limited time for shopping in physical stores due to a busy schedule.
- Difficulty finding running shoes that offer the right combination of comfort and style.
- Unclear product descriptions or sizing information on websites.

Brands



Payment medium



Digital PaymentCash/Cheque

Platform



Website

Persona 2: Michael Rodriguz

Michael Rodriguz



AGE	28
EDUCATION	High school diploma
STATUS	Single
OCCUPATION	Delivery Driver
LOCATION	Suburban area
TECH LITERATE	Moderately

“ My running shoes are like my trusty companions on the job.

Personality

Hardworking Practical
Resourceful Reliable

Bio

Michael leads an active lifestyle, often delivering packages on foot or biking around the city for his job. He prioritizes comfort and durability in his running shoes to withstand long hours on his feet. While not highly tech-savvy, he appreciates the convenience of online shopping for essentials like running shoes.

Core needs

- Affordable running shoes that offer superior cushioning and durability.
- Wide width options to accommodate feet comfortably during long hours on the job.
- Simple and easy-to-use online shopping platforms with clear product information.

Frustrations

- Budget constraints limit access to high-quality running shoes.
- Limited availability of wide width options in stores or online.
- Complex or confusing website interfaces make it difficult to find suitable products.

Brands



Payment medium



Cash/Cheque


Platform



Website

Persona 3: Emily Clark (Additional Needs)

Emily Clark



AGE	42
EDUCATION	Master's degree in Psychology
STATUS	Divorced, single parent
OCCUPATION	Counsellor
LOCATION	Rural area
TECH LITERATE	Yes

“ Running is my therapy, and my shoes need to support me every step of the way.

Personality

Resilient Empathetic

Determined Adaptive

Bio

Emily is a dedicated counsellor and single mother who values health and wellness. She enjoys running as a form of stress relief and self-care. Emily has a visual impairment and relies on assistive technologies to navigate websites effectively.


Core needs

- Running shoes with accessibility features such as screen reader compatibility and high contrast options.
- Supportive and stable designs to prevent injury during runs.
- Inclusive representation of diverse body types and abilities in product marketing.


Frustrations

- Lack of running shoe options designed with accessibility features.
- Difficulty navigating websites that do not prioritize accessibility or inclusivity.
- Limited availability of inclusive sizing options for individuals with disabilities.

Brands




Payment medium



Digital Payment

Platform



Website

Persona 4: Alex Patel (Additional Needs)

Alex Patel



AGE	20
EDUCATION	Pursuing a degree in Computer Science
STATUS	Single
OCCUPATION	Student
LOCATION	Urban area
TECH LITERATE	Highly

“ My shoes may need to adapt, but my determination remains constant.

Personality

Curious Tech-savvy
Innovative Determined

Bio

Alex is a tech-savvy college student passionate about fitness and technology. They have a physical disability and rely on adaptive equipment to navigate both physical and digital environments. Alex enjoys researching and staying updated on the latest advancements in running shoe technology.

Core needs

- Running shoes with adaptive features such as adjustable closures and lightweight materials.
- Inclusive design practices that prioritize accessibility and diversity.
- Technologically advanced footwear that combines functionality with style.

Frustrations

- Limited selection of running shoes with adaptive features in mainstream retail stores.
- Challenges finding shoes that balance functionality and style for individuals with disabilities.
- Lack of awareness or representation of adaptive footwear options in marketing materials.

Brands



Payment medium



Digital Payment

Platform



Mobile App



Website

2.4. Journey Maps

These journey maps visualize the user experience for two key personas navigating the website to purchase running shoes. By highlighting key touchpoints, emotions, and pain points throughout the user journey, these journey maps offer valuable insights into the user experience and opportunities for improvement.

User journey map 1: Sarah Johnson



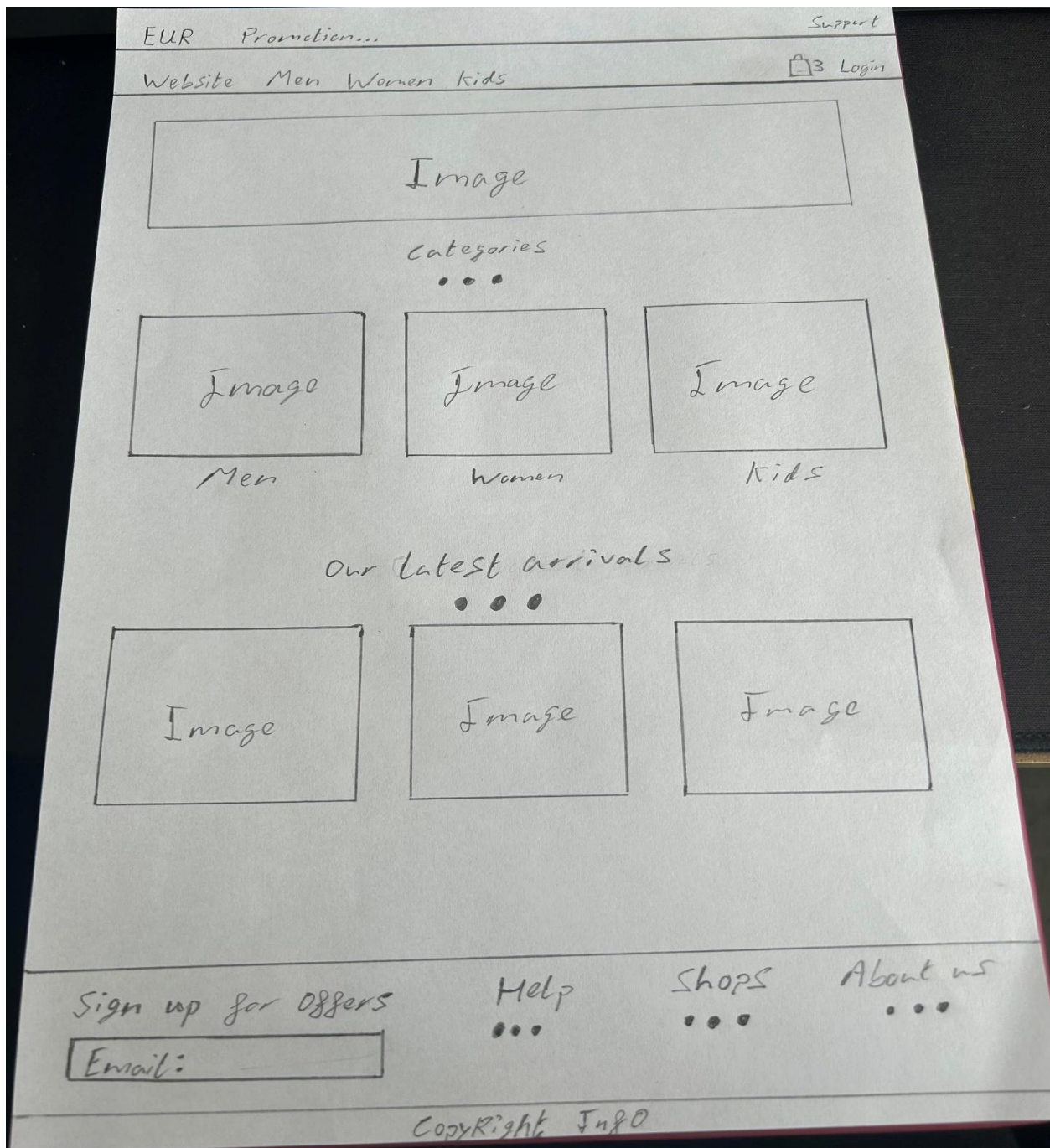
User journey map 2: Michael Rodriguz

User Journey Map 2: Michael (Persona 2)



2.5. Paper prototype

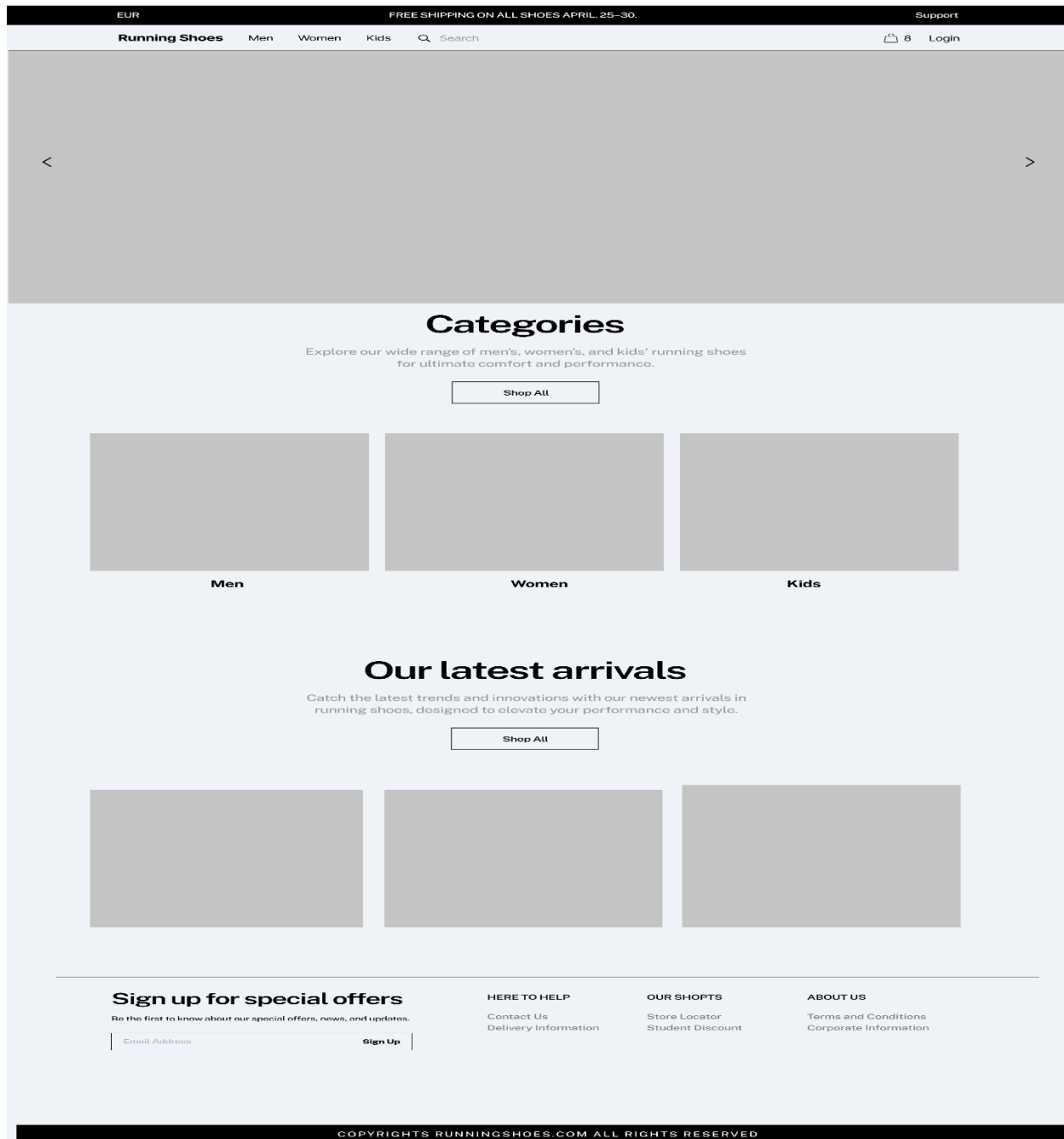
The paper prototype serves as an early-stage design iteration, allowing for the gathering of feedback and testing of design decisions before digital implementation. Through testing and iteration, insights gained from the paper prototype will be used to refine the UI design, ensuring a user-friendly experience for website visitors.



2.6. Wireframes

Wireframes and mock-ups were created using Figma, serving as blueprints for the UI design of the running shoe website. These wireframes provide a visual representation of key pages such as the home page, shop page, product page, cart page, and checkout process, guiding the design process and ensuring alignment with user needs and preferences.

Wireframe 1: Home Page



Wireframe 2: Shop Page

EUR

FREE SHIPPING ON ALL SHOES APRIL 25-30..

Support

Running Shoes

Men

Women

Kids

Q Search

8 Login

Shop

Discover the latest footwear in our selection of men's running shoes.

Filters

[Clear filters](#)

Categories

☐ Itar

☐ Kafan

☐ Caps

☐ Food

Sort By

Popular

▼

Showing 892 Products

Shoe 1

€99

Shoe 2

€99

Shoe 3

€99

Shoe 4

€99

Shoe 5

€99

Shoe 6

€99

Load more products

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Wireframe 3: Product Page

EUR

FREE SHIPPING ON ALL SHOES APRIL 25-30.

Support

Running Shoes

Men

Women

Kids

Q Search

8 Login

Shoe 1

€99

Shoe Description...

by Vendor Name

Size

7

8

9

9.5

10

10.5

11

12

13

Quantity

Add to Cart - €99

- 1 +

Free standard shipping [Free Returns](#)

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Wireframe 4: Cart Page

EUR

FREE SHIPPING ON ALL SHOES APRIL 25-30.

Support


Running Shoes

Men

Women

Kids


Q Search

 8

Login

Your cart

Not ready to checkout? [Continue Shopping](#)



Shoe 1


Size: 7

Quantity: 1

€99

by Vendor Name

[Remove](#)



Shoe 2

Size: 9

Quantity: 1

€99

by Vendor Name

[Remove](#)

Order Summary

Subtotal	€198
Shipping	Calculated at the next step
Total	€198

Continue to checkout

Order Information

Return Policy

—

This is our example return policy which is everything you need to know about our returns.

Shipping Options

+

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Wireframe 5: Checkout Page

EUR

FREE SHIPPING ON ALL SHOES APRIL 25-30.

Support


Running Shoes

Men

Women

Kids

Q Search

 8

Login

Checkout

Address — Shipping — Payment

Shipping Information


First Name


Last Name

Address

Apartment, suite, etc (optional)

City

Country 

City 

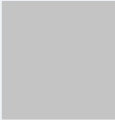
Zipcode

Optional

☐ Save contact information

Continue to shipping

Your cart



Shoe 1

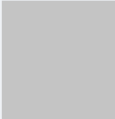
Size: 7

Quantity: 1

by Vendor Name

€99

Remove



Shoe 2

Size: 9

Quantity: 1

by Vendor Name

€99

Remove

Enter coupon code here

Subtotal

€198

Shipping

Calculated at the next step

Total

€198

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2.7. Considered the UI Principles

In designing the user interface (UI) for the running shoe website, careful consideration was given to fundamental UI principles aimed at enhancing usability, clarity, and overall user satisfaction. By sticking to these principles, the goal was to create an intuitive and visually appealing interface that not only guides users easily through their shopping journey.

One of the primary UI principles used in the design is visual hierarchy. This principle ensures that elements on the website are organized in a way that guides users' attention effectively, prioritizing important information and actions.

Consistency is another key UI principle that was carefully implemented throughout the website. Consistent design elements, such as color schemes, typography, and navigation menus, create a consistent and familiar user experience across different pages and sections of the website. This consistency not only enhances usability by reducing cognitive load but also reinforces the brand identity, fostering trust and recognition among users.

Clarity is important in ensuring that users can easily understand and interact with the website. Through clear and concise labeling, descriptive product images, and intuitive navigation cues, users are guided through their shopping journey with minimal confusion or frustration. Additionally, the use of whitespace and proper alignment helps to declutter the interface, allowing important elements to stand out and reducing visual clutter.

Accessibility is another crucial consideration in UI design, ensuring that the website is usable and inclusive for all users, regardless of their abilities or devices. By incorporating accessible design elements such as alternative text for images, keyboard navigation support, and color contrast ratios that meet accessibility standards, the website aims to accommodate users with diverse needs and preferences, enhancing their overall experience and ensuring inclusivity.

Also, the UI design reflects the brand identity and values of the running shoe website, showing a sense of professionalism, reliability, and athleticism. Branding elements such as logo placement, color schemes, and imagery are strategically integrated into the design, creating a determined and memorable brand experience for users.

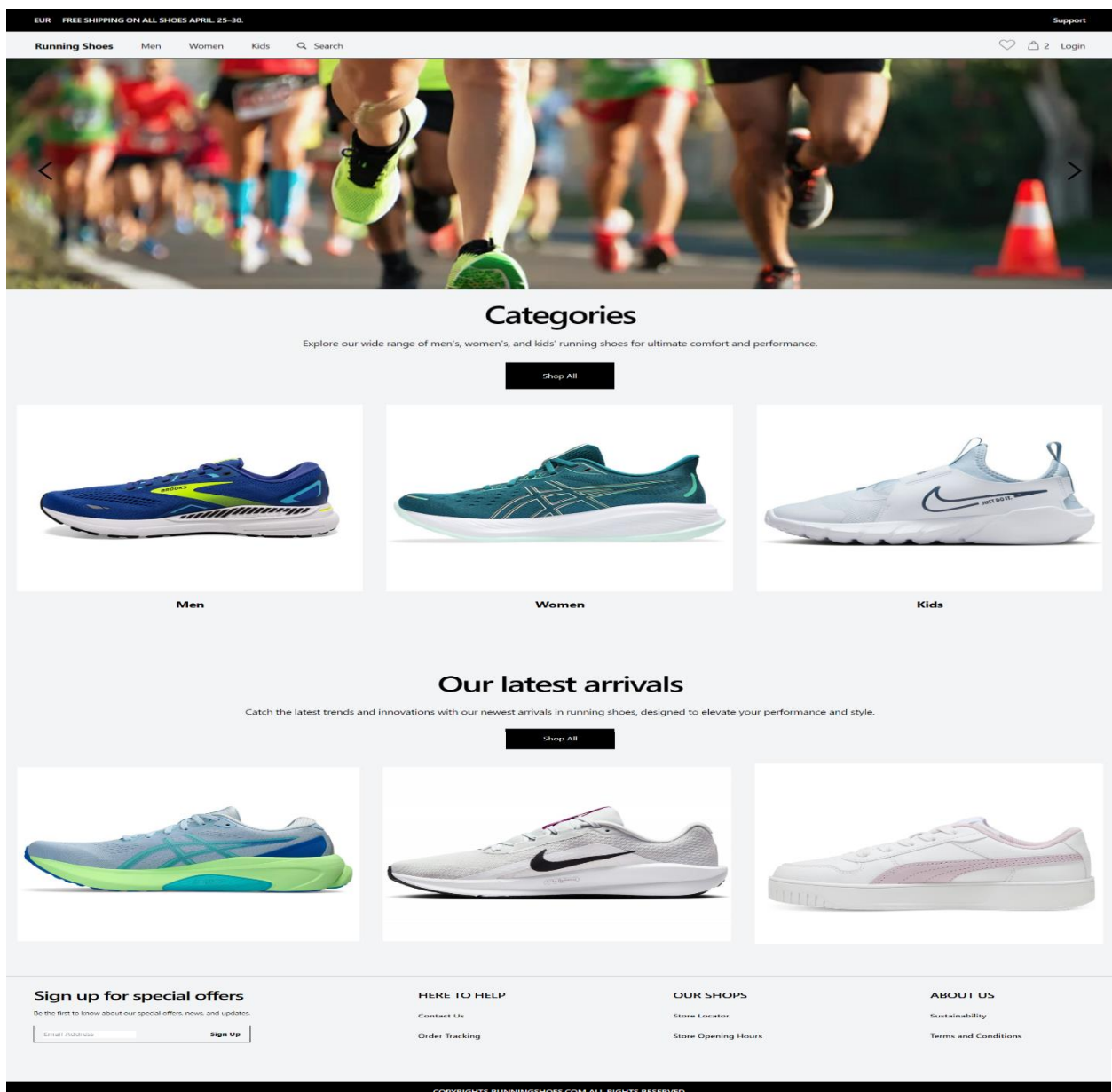
In summary, by considering principles of visual hierarchy, consistency, clarity, accessibility, and brand identity, the UI design of the running shoe website aims to create a seamless and enjoyable shopping experience that meets the needs and expectations of its target audience while reinforcing the brand's identity and values.

3. User Experience Evaluation

3.1. Implemented UI Design

The UI design was easily converted into a working prototype using HTML, CSS, and JavaScript. The prototype brings the desired UI to life through careful coding and attention to detail, allowing visitors to interact with the website and test its functionality in a simulated environment.

Page 1: Home Page



Page 2: Shop Page

EURFREE SHIPPING ON ALL SHOES APRIL 25-30.

Support

Running Shoes

MenWomenKids

Search

2Login

Shop

Discover the latest footwear in our selection of men's running shoes.

Filters

Clear filters

Sort By: Popular

Showing 254 Products


Categories

Brand


Size

Price


Colour




Asics Gel-Cumulus 26 Mens Running Shoes
€160.00




Nike Peegasus 40 Mens Road Running Shoes
€130.00




adidas Supernova Solution Mens Running Shoes
€150.00



Puma Velocity NITRO™ 3 Mens Running Shoes
€130.00



Brooks Glycerin 21 Mens Running Shoes
€180.00



Brooks Adrenaline GTS 23 Mens Running Shoes
€150.00

Load more products

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Page 3: Product Page

EUR FREE SHIPPING ON ALL SHOES APRIL 25-30.

Support

Running Shoes Men Women Kids Search

Heart Bag 2 Login



Asics Gel-Cumulus 26 Mens Running Shoes

€160.00

Whether you're preparing for a marathon or simply prefer a leisurely jog, the ASICS Gel Cumulus 26 stands out as the ultimate choice for neutral runners. Versatile in performance, this shoe effortlessly accommodates any pace, whether it's a brisk 5K or a marathon-length trek. Step into comfort and support with the ASICS Gel Cumulus 26, ensuring every stride maximizes your running experience!

by ASICS

Size

6	7	8
8	9	9.5
10	10.5	11

Add to Cart - €160.00

- 1 +

Free standard shipping [Free Returns](#)

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Page 4: Cart Page

EUR

FREE SHIPPING ON ALL SHOES APRIL 25-30.

Support

Running Shoes

Men

Women

Kids

Search

2

Login

Your cart

Not ready to checkout? Continue Shopping


Asics Gel-Cumulus 26 Mens Running Shoes

Size: 9

Quantity: 1

€160.00

Remove




Nike Pegasus 40 Mens Road Running Shoes

Size: 10

Quantity: 1

€130.00

Remove



Order Summary

Enter coupon code here

Subtotal

€290.00

Shipping

Calculated at the next step

Total

€290.00

Continue to checkout

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21

Page 5: Checkout Page

EUR

FREE SHIPPING ON ALL SHOES APRIL 25-30.

Support

Running Shoes

Men

Women

Kids

Search

2

Login

Checkout

Address · Shipping · Payment

Shipping Information

First Name

Last Name

Address

Apartment, suite, etc (optional)

City

Country


Zipcode

Optional

☐ Save contact information

Continue to shipping

Your cart




Asics Gel-Cumulus 26 Mens Running Shoes

Size: 9

Quantity: 1

Remove

€160.00



Nike Pegasus 40 Mens Road Running Shoes

Size: 10

Quantity: 1

Remove

€130.00

Enter coupon code here

Subtotal

€290.00

Shipping

Calculated at the next step

Total

€290.00

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3.2. Conducted Usability Testing

Usability testing played an important role in evaluating the effectiveness of the user interface (UI) design and identifying areas for improvement to enhance the overall user experience. This phase involved engaging with real users and observing their interactions with the website prototype to gather valuable feedback on navigation, task completion, and overall satisfaction.

The usability testing process happened by asking a diverse group of participants (Fellow students, friends, and family) who closely resemble the target audience demographic. This ensured that the feedback obtained would be representative of the actual users who would be interacting with the website. Participants were selected based on criteria such as age, gender, level of tech literacy, and familiarity with online shopping.

Each participant was given specific tasks to perform on the website prototype, simulating real-world scenarios that users might encounter during their shopping journey. By observing participants' interactions and recording their actions, insights were gained into how users navigated the website and encountered any usability issues or challenges.

During the testing sessions, participants were encouraged to think aloud and provide verbal feedback as they completed each task. This allowed me to gain deeper insights into participants' thought processes, preferences, and frustrations in real-time. Additionally, participants were asked to rate their satisfaction level after completing each task.

Usability testing revealed several valuable insights into the user experience, highlighting areas of strength as well as areas in need of improvement.

Strengths:

1. Clear Visual Hierarchy: Participants liked the website for its clear visual hierarchy, which effectively guided their attention to important elements such as product categories, featured products, and call-to-action buttons. The use of bold typography and contrasting colors helped to distinguish different sections of the website, making it easy for users to navigate and find relevant information.

2. Intuitive Navigation: The website's navigation menu received positive feedback for its intuitive structure and ease of use. Participants were able to quickly locate and access different sections of the website, including product categories, search functionality and cart. The consistent placement of navigation elements across pages further enhanced usability and reduced cognitive load.

3. Responsive Design: Users appreciated the website's responsive design, which ensured a seamless browsing experience across various devices and screen sizes. Participants found that the layout and functionality remained consistent and easy to interact with, contributing to a positive user experience.

Areas for Improvement:

1. Enhanced Product Information: Participants highlighted the importance of detailed product information, including comprehensive descriptions, sizing charts, and customer reviews. Improving the depth and quality of product information would put confidence in users and facilitate informed purchase decisions. Additionally, incorporating user-generated content such as ratings and reviews would provide valuable social proof and enhance trust in the brand and its products.

Following the completion of usability testing sessions, the feedback collected was analyzed to identify recurring themes and prioritize actionable insights for design refinement. This iterative process allowed for iterative improvements to the UI design, addressing usability issues and enhancing the overall user experience based on real user feedback.

In summary, usability testing served as a crucial step in the UI design process, providing valuable insights into users' interactions, preferences, and pain points. By incorporating user feedback and iteratively refining the design, the aim is to create a user-friendly and intuitive interface that meets the needs and expectations of the target audience effectively.

4. Conclusion

In conclusion, the design and evaluation of a user interface for an e-commerce website selling running shoes is an adaptable process that requires careful consideration of user needs, preferences, and behaviors. By adhering to fundamental UI/UX design principles and methodologies, I have created a UI that prioritizes usability, clarity, and accessibility, aiming to deliver a seamless and enjoyable shopping experience for users.

Throughout the project, extensive research, iterative design iterations, usability testing, and feedback collection have been instrumental in refining the UI design and ensuring that it meets the needs and expectations of the target audience effectively. By incorporating user feedback and insights into the design process, I have been able to address usability issues, improve navigation pathways, and enhance overall user satisfaction.

Moving forward, continuous monitoring and optimization of the UI design will be essential to adapt to evolving user preferences and technological advancements. By remaining agile and responsive to user feedback, I can ensure that the UI design remains user-centric and delivers a consistently high-quality experience for all users, ultimately driving engagement, loyalty, and success for the running shoe website.