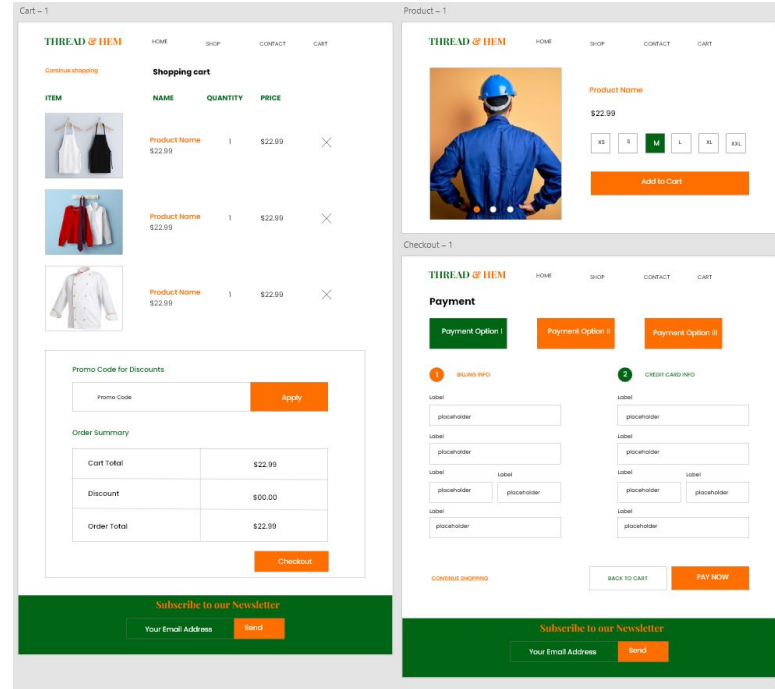# Online Uniform Store

Diana Kadzo

Project overview

The product:

Thread & Hem is a uniform store that offers affordable pricing options. The typical user is between 3-60 years old, and most users are students or career professionals. Thread & Hem's goal is to make shopping fast and easy for all types of users.

Project duration:

May 2023 to June 2023

Google

Project overview

The problem:

Current online uniform stores do not sell school uniforms which is a gap in the online market

The goal:

Design a Thread & Hem's website for users to shop for school uniforms among other uniforms

Google

Project overview

My role:

UX designer leading the Thread & Hem's website design

Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, iterating on designs and responsive design.

Google

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

Google

User research: summary

I conducted user interviews, which I then turned into empathy maps to better understand the target user and their needs. I discovered that many target users treat online shopping as a fun and relaxing activity when they need a break from school or work. However, many shopping websites are overwhelming and confusing to navigate, which frustrated many target users. This caused a normally enjoyable experience to become challenging for them, defeating the purpose of relaxation.

User research: pain points

1

Navigation

Shopping website
designs are often busy,
which results in
confusing navigation

2

Interaction

Small buttons on
shopping websites make
item selection difficult,
which sometimes leads
users to make mistakes

3

Experience

Online shopping
websites don't provide
an engaging browsing
experience

Google

Persona: **Joseph**

Problem statement:

Joseph is a busy college student who needs intuitive website navigation and search filters because they want online shopping to be stress-free.

"You have to learn in order to teach. Show them an example of loving to learn."

Joseph Karisa

Age: 16
Education: History Major
Hometown: Kwale
Family: Single
Occupation: High school student

Goals

- To instill motivation to learn.
- To be a good example to students like me and my family.

Frustrations

- Limited physical infrastructure to support my mobility when trying to purchase uniforms in the physical store

Joseph is physically disabled and uses a wheelchair. Shopping physically for him is no walk in the park. He would benefit from getting his uniforms online

Google

User journey map

I created a user journey map of Joseph's experience using the site to help identify possible pain points and improvement opportunities.

Persona: Joseph

Goal: To access contextual information about art and therefore artists that inspire him.
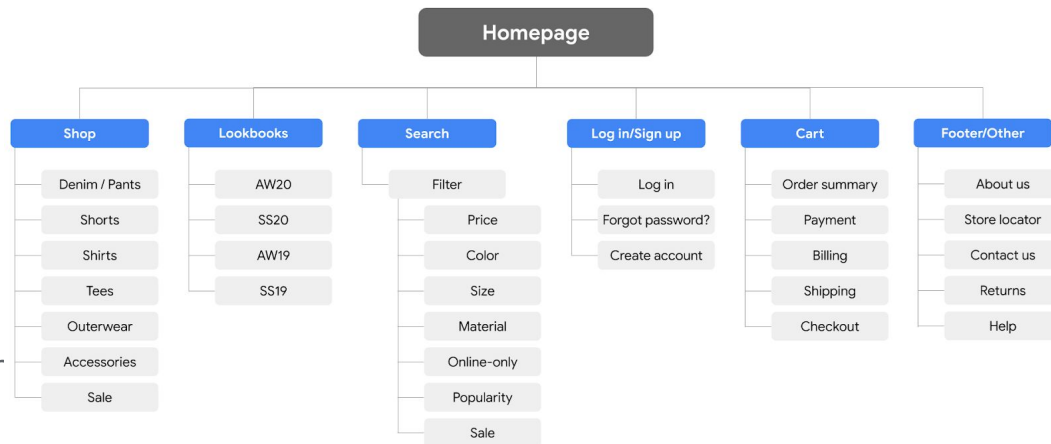
ACTION	Visit uniform store	View uniform	Identify preferred uniform	Complete purchase
TASK LIST	Tasks A. Decide on uniform store to visit B. Go into art uniform store	Tasks A. Move around uniform store B. Take time browsing for uniform preference	Tasks A. Recognize prefered uniform B. Take more time trying them on to find the best fit	Tasks A. Ask about preferred uniform B. Pay and receive receipt
FEELING ADJECTIVE	User emotions Excited to find nearby uniform store Frustrated by all physical obstacles that wasted time	User emotions Frustrated by physical elements that limit ease of movement with a wheelchair.	User emotions Happy to find a good fit	User emotions Intimidated and excluded due to the high counters, and unreachable written information and labels other people have access to.
	Area to improve	Area to improve	Area to improve	Area to improve

Google

Starting the design

- Sitemap
- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

Google

Sitemap

Difficulty with website navigation was a primary pain point for users, so I used that knowledge to create a sitemap.

My goal here was to make strategic information architecture decisions that would improve overall website navigation The structure I chose was designed to make things simple and easy.
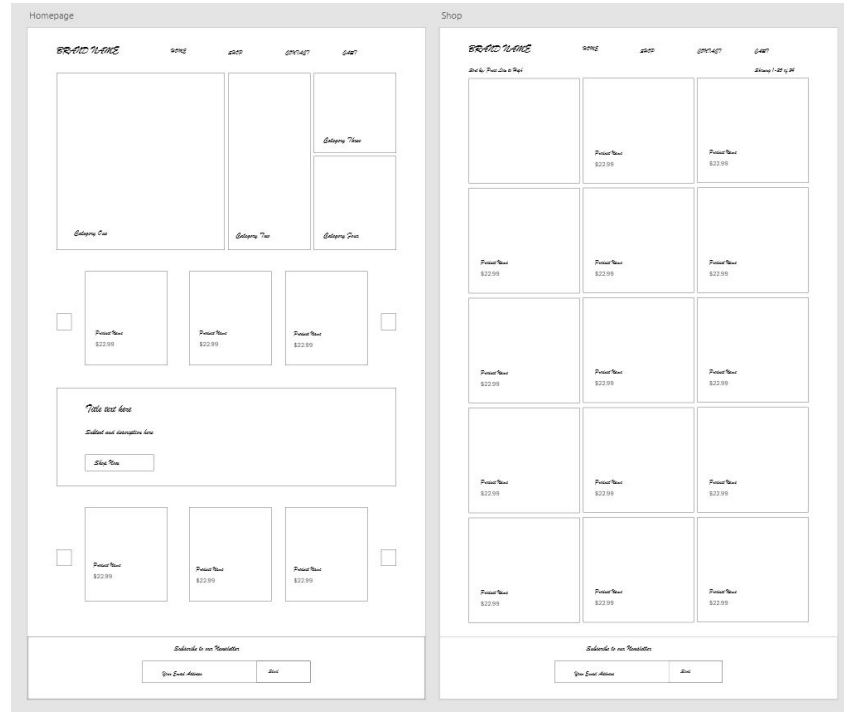
Homepage

Shop	Lookbooks	Search	Log in/Sign up	Cart	Footer/Other
Denim / Pants	AW20	Filter	Log in	Order summary	About us
Shorts	SS20	Price	Forgot password?	Payment	Store locator
Shirts	AW19	Color	Create account	Billing	Contact us
Tees	SS19	Size		Shipping	Returns
Outerwear		Material		Checkout	Help
Accessories		Online-only			
Sale		Popularity			
		Sale			

Google

Paper wireframes

Next, I sketched out paper wireframes for each screen in my app, keeping the user pain points about navigation, browsing, and checkout flow in mind.

The home screen paper wireframe variations to the right focus on optimizing the browsing experience for users.
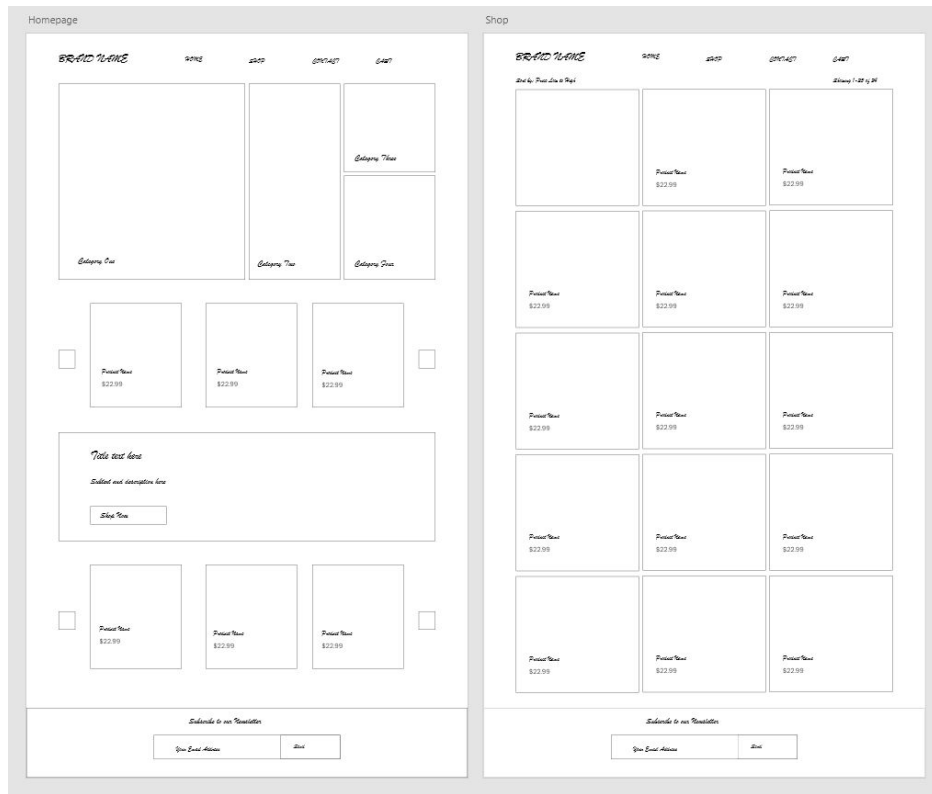
Paper wireframe screen size variation(s)

Because the uniform store's customers access the site on a variety of different devices, I started to work on designs for additional screen sizes to make sure the site would be fully responsive.

Digital wireframes

Google
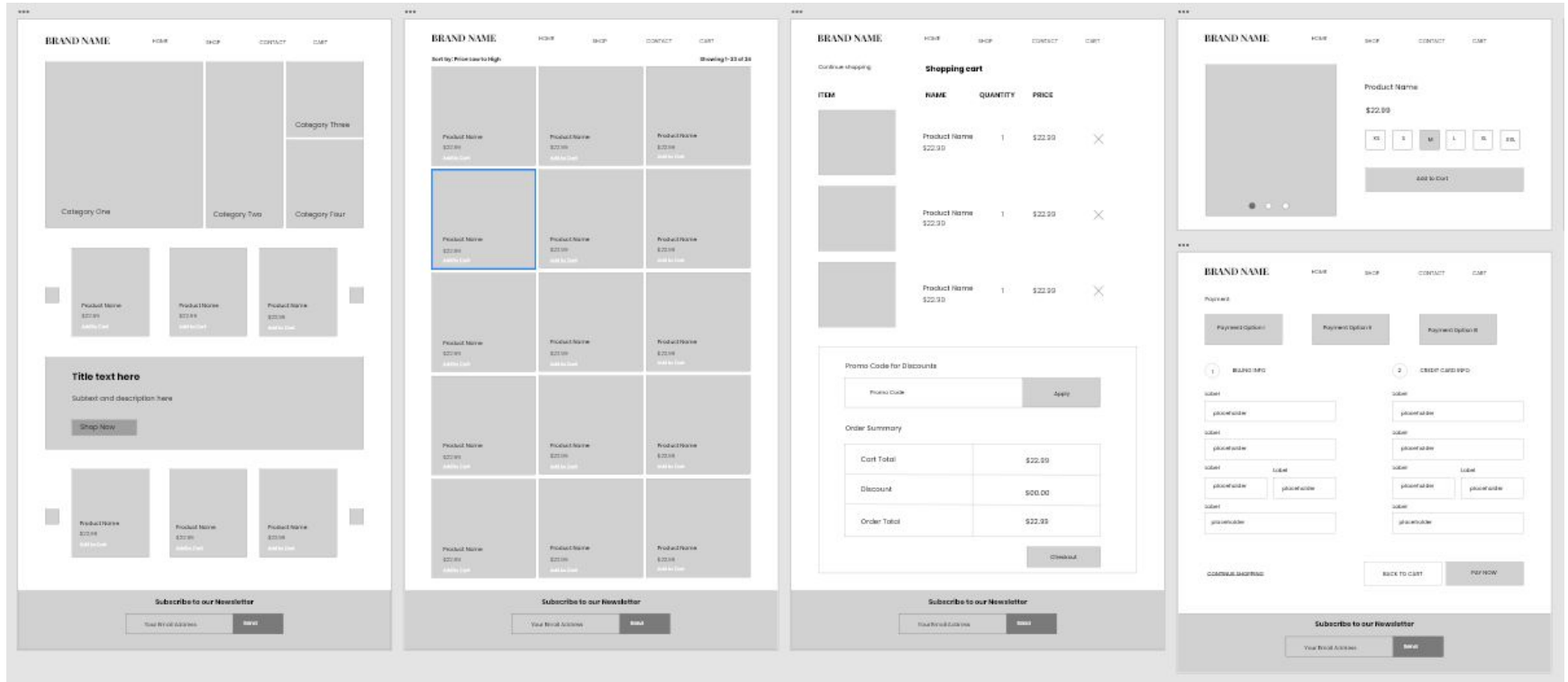
Digital wireframe screen size variation(s)
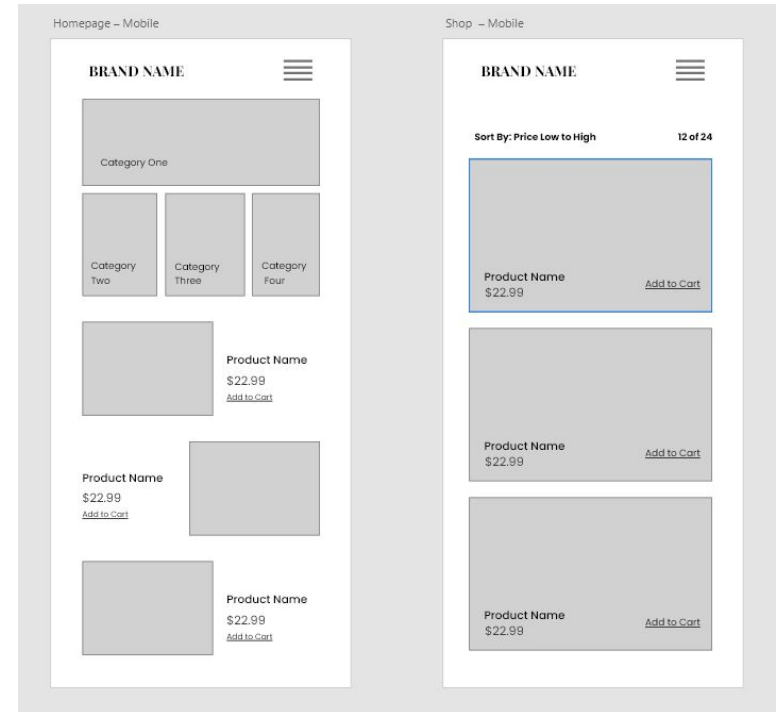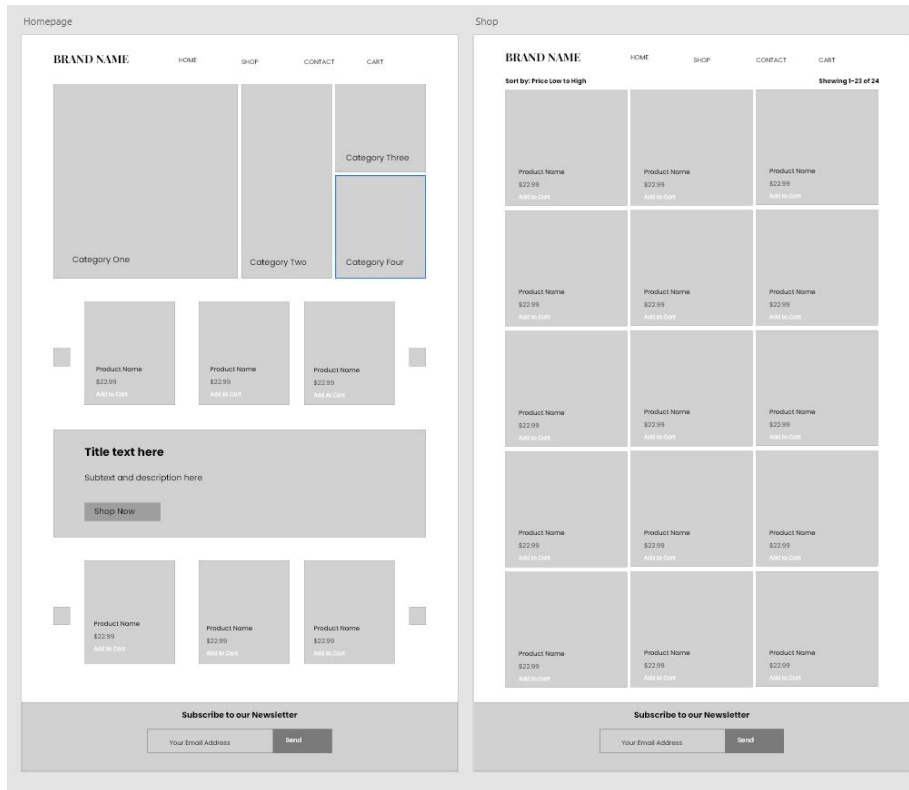
Low-fidelity prototype
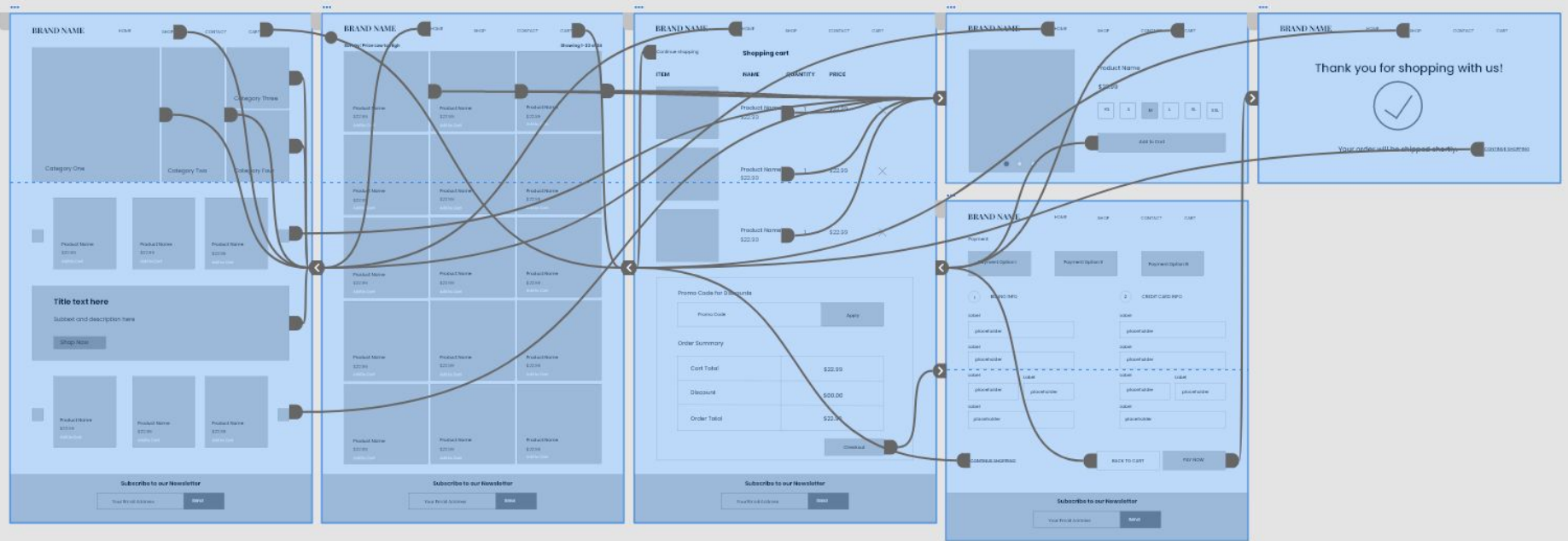
Usability study: parameters

Study type:

Unmoderated usability study

Location:

United States, remote

Participants:

5 participants

Length:

20-30 minutes

Google

Usability study: findings

These were the main findings uncovered by the usability study:

1

Cart

Once at the checkout screen, users didn't have a way to edit the quantity of items in the cart

2

Checkout

Users weren't able to easily copy the shipping address information into the billing info field

3

Account

During the checkout process, there wasn't a clear way for users to log in to their account to pre-fill previous billing and shipping info

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Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Google

Mockups

No change was made

Google

Mockups

No change was made

Before usability study

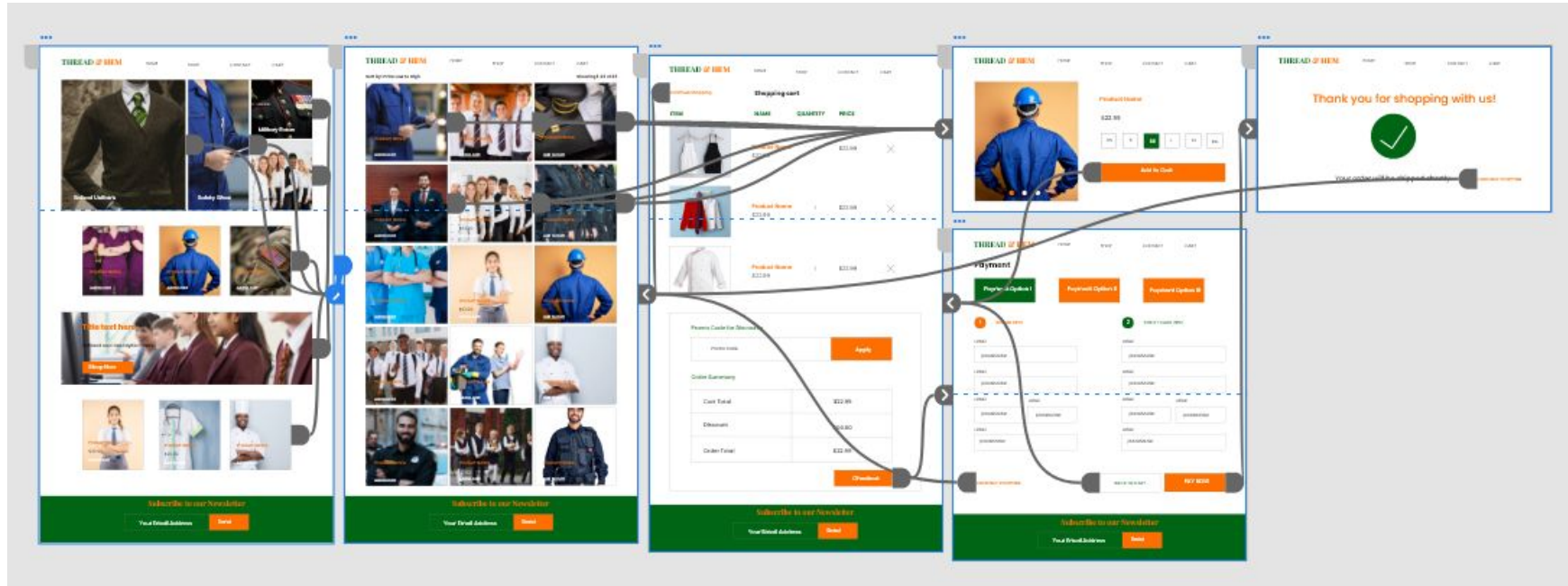After usability study

Google

Mockups: Original screen size
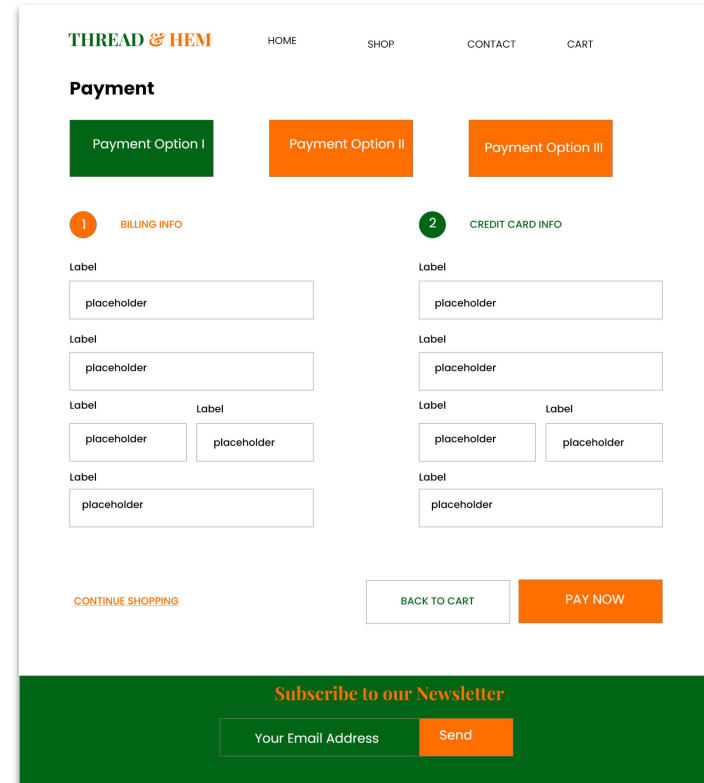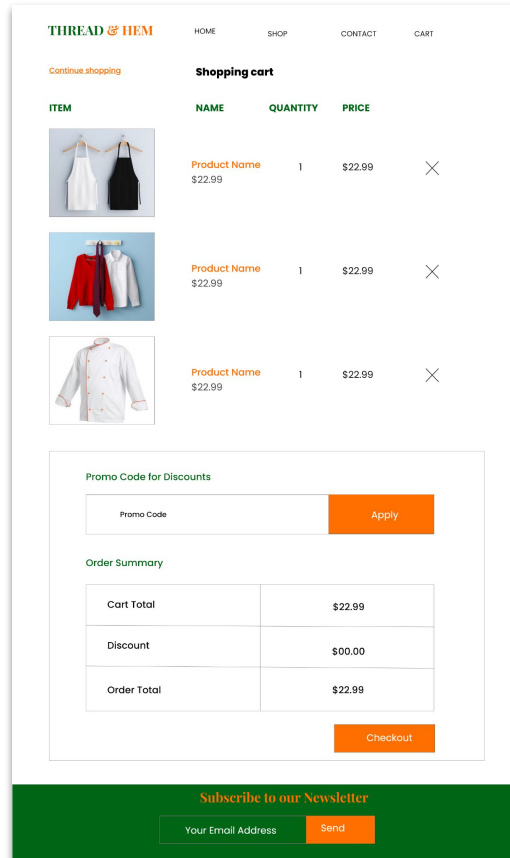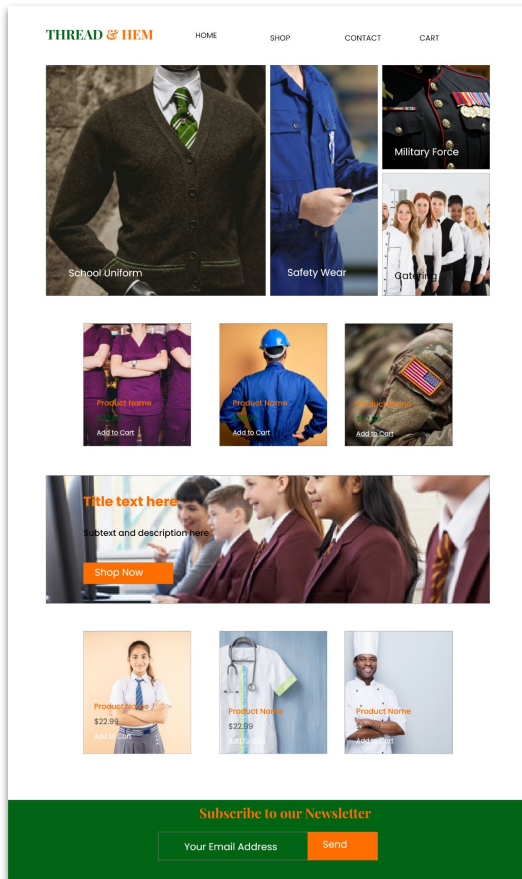
Mockups: Screen size variations

Google
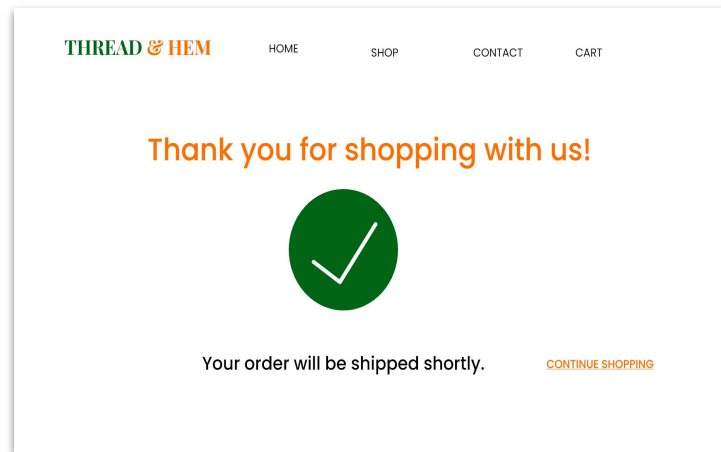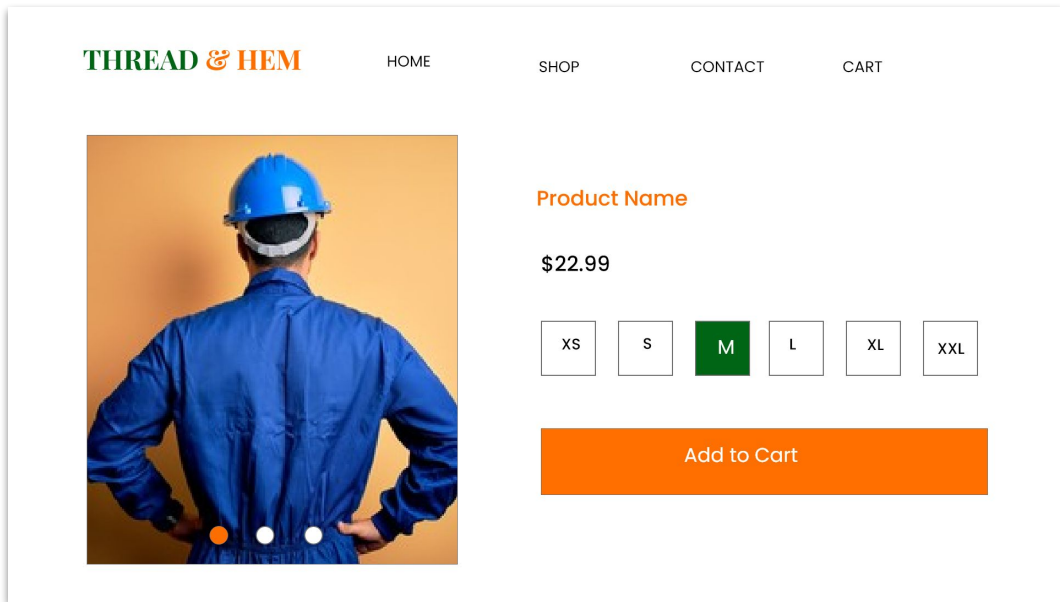
High-fidelity prototype

Accessibility considerations

1

I used headings with different sized text for clear visual hierarchy

2

I used landmarks to help users navigate the site, including users who rely on assistive technologies

3

I designed the site with alt text available on each page for smooth screen reader access

Google

Going forward

- Takeaways
- Next steps

Google

Takeaways

Impact:

Our target users shared that the design was intuitive to navigate through, more engaging with the images, and demonstrated a clear visual hierarchy.

What I learned:

I learned that even a small design change can have a huge impact on the user experience. The most important takeaway for me is to always focus on the real needs of the user when coming up with design ideas and solutions.

Google

Next steps

1

Conduct follow-up usability testing on the new website

2

Identify any additional areas of need and ideate on new features

Google

Let's connect!

Thank you for reviewing my work on the Tee's Shirts app!

If you'd like to see more, or would like to get in touch, my contact information is provided below:

Email: kadzomnyazi@gmail.com

Google