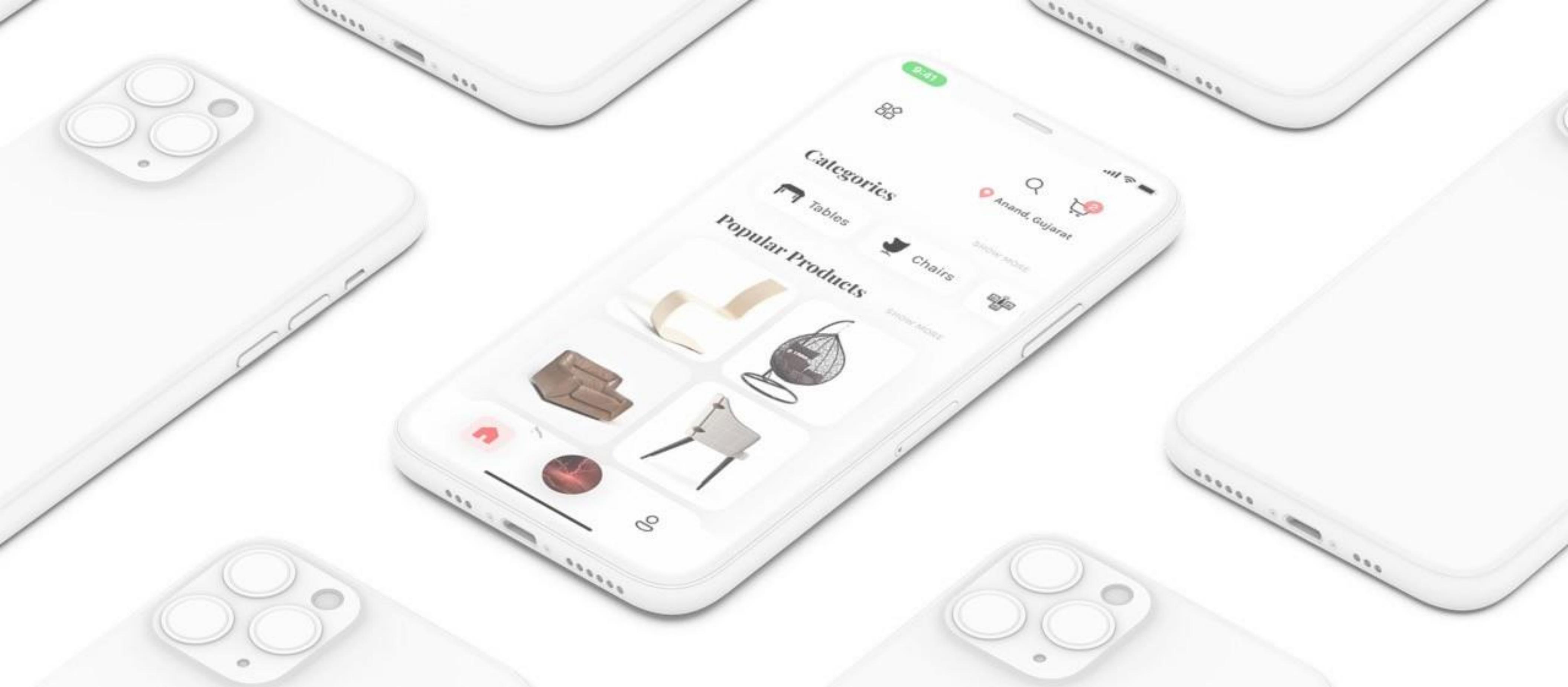


Afterglow Interior Design Store

Kunj Vyas, March - July 2023



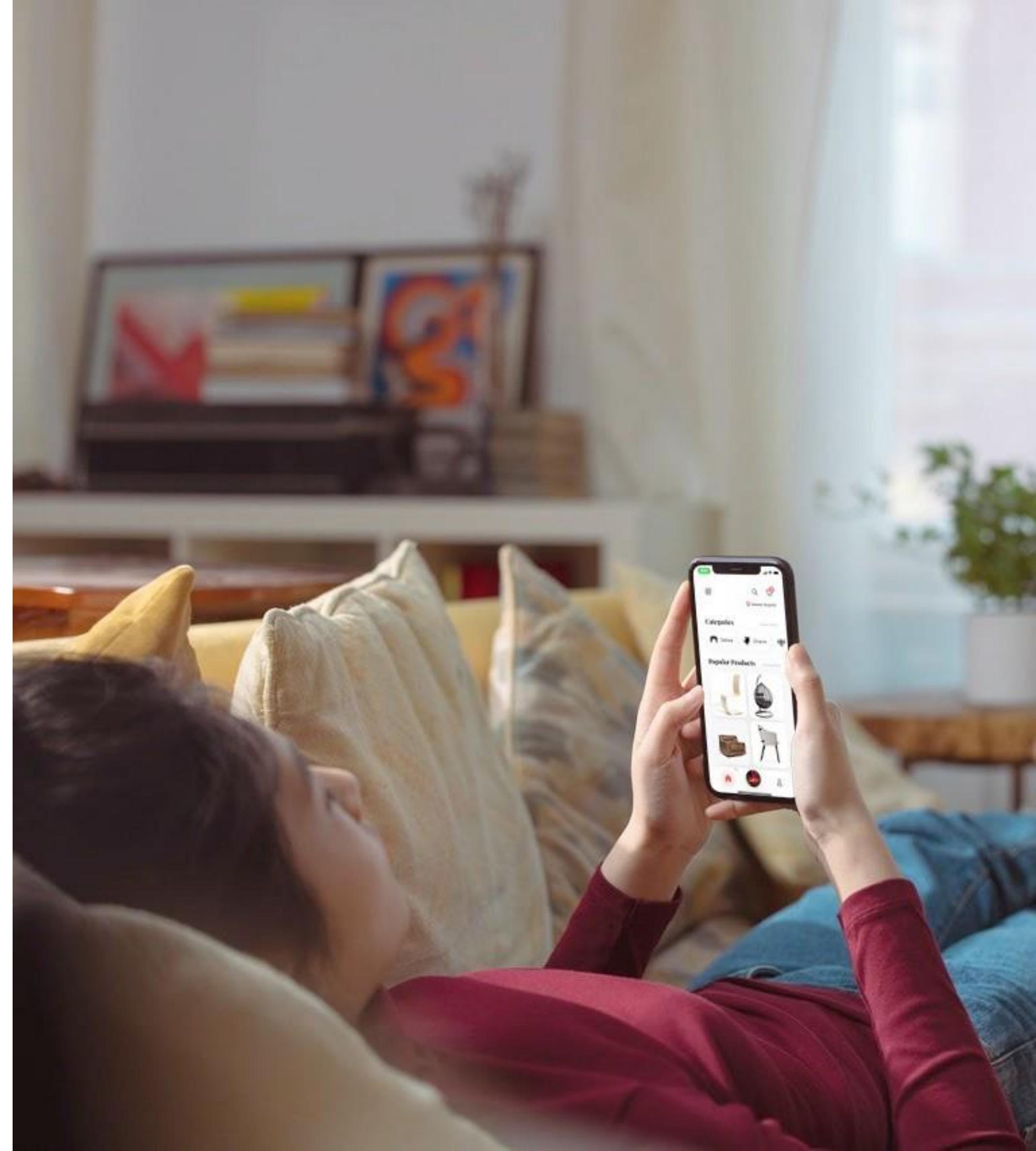
Content

- Introduction
- Research
- Design
- Journey
- Iteration
- Conclusion

Introduction

This app is designed for interior design items, that focus on how a user, who is color blind, partially blind, or completely blind, uses an e-commerce app.

This project was for my masters course in UX Design at ASU. The objective of the course was to learn how to maintain consistent design across different screens using app and responsive design. I completed the course in 4 months and learned an incredible amount about UX for social good, responsive designs, and a fragment of brand identity.



“User Experience Design, when applied to vital services and social causes, can change the world.”

– Amber Stechyshyn, Springboard

Overview

Shopping is a very vast topic and enjoyable to every person. Evidently, some items need minutiae to view like cars, sofa colour and design, carpet colour, and many others, which is a challenging task for a blind person to purchase. That's why I took the challenge and thoughtfully researched different types of blindness and how an application can change it. There are some key points to focus on before taking the research into consideration.

This application is for all the users but it is made extra accessible with some features such that a blind user can also operate easily.

My roles

UX Designer

Responsibilities

User Research, Interaction Design, Visual design, Prototyping, and Testing

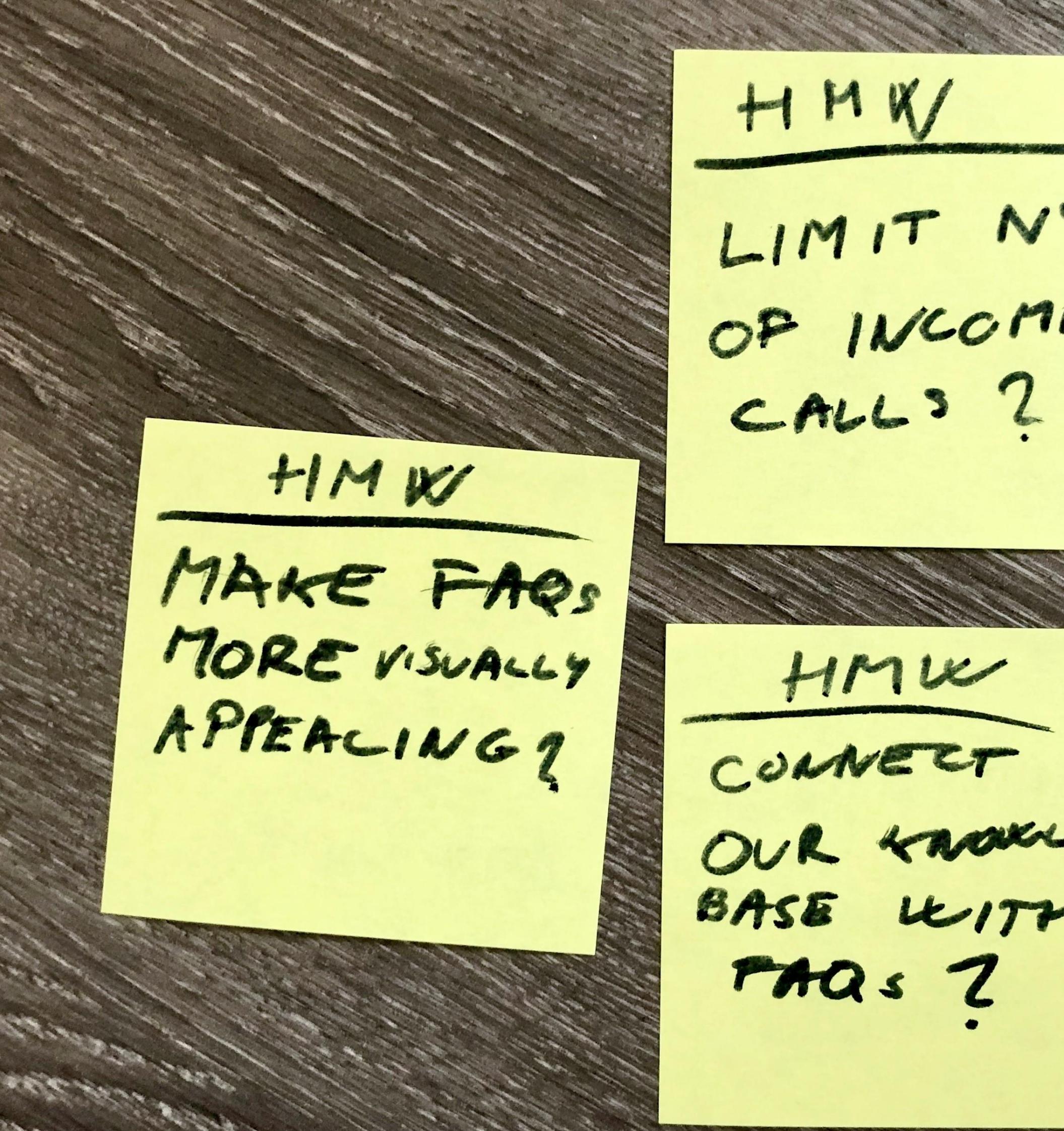
Challenges

- Make an e-commerce app with accessibility features for blind people
- Provide a live tracking status of the order
- Create a minimalistic UI while keeping products as the focus
- Provide a streamlined experience for shopping interior design items
- Make colour selection available for color blind people

Initial study

I started my initial study by understanding and answering some HMW (How Might We) questions and some important impactful questions like,

- How might we make e-commerce platforms more useful?
- How might blind people purchase online?
- Who do we see our greatest competitors?



Users & Audience

The dominant target users of the e-commerce app are blind people, I'm designing it to keep them front and centre. But with them all the other group of people will get benefit and might use these accessibility features more. I took 3 different personas and assumed their core needs and frustrations according to the opinions of some interviewed users.

Meet some user personas,



Shital Agnihotri



Occupation

Sales Manager



Age

32

Tech

Internet



Social Media



Online Shopping



Location

Pune, India



Family

Married. 2 children.

Biography

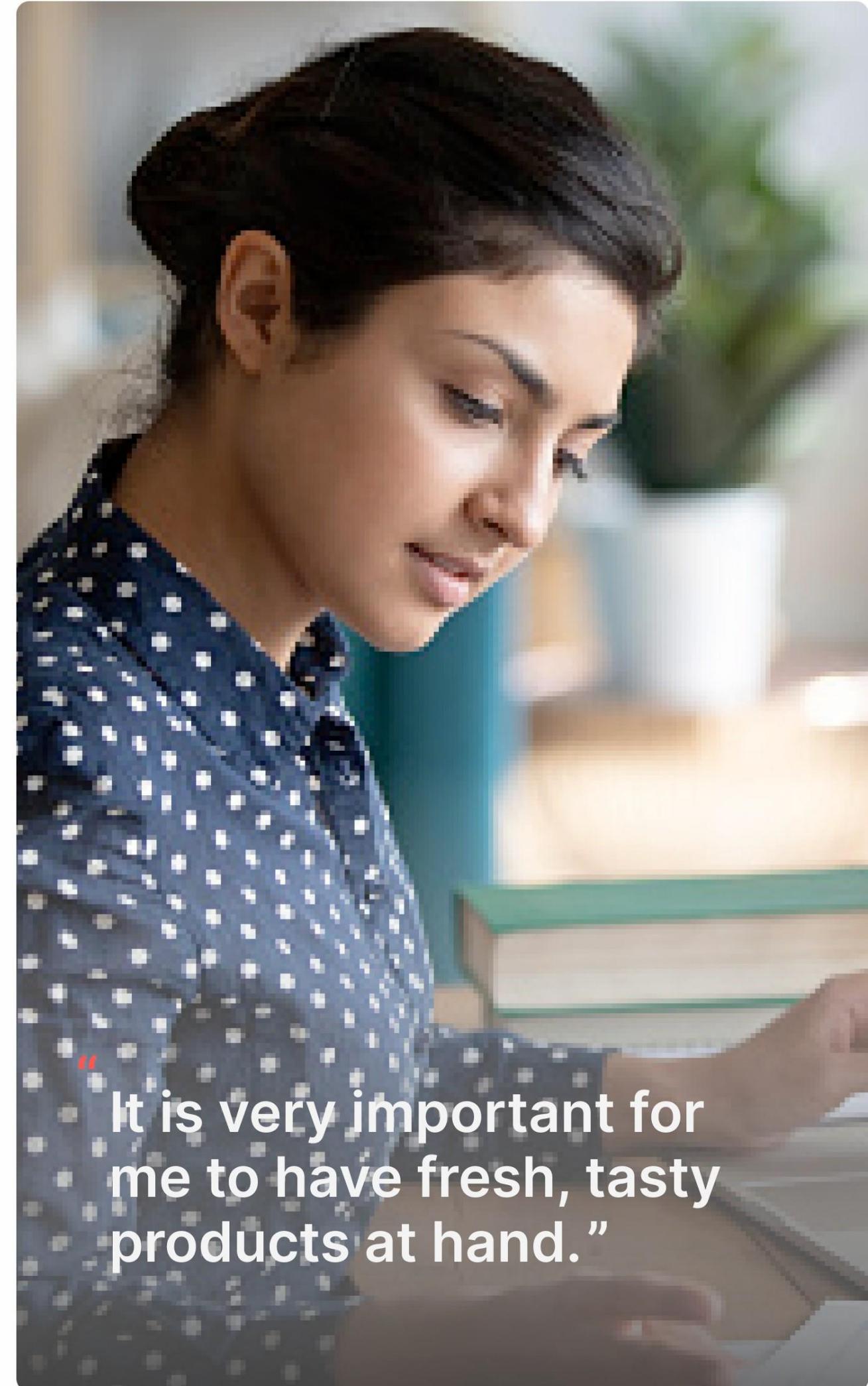
Shital and her husband have 2 kids: a teenager and a 9-year-old. Now they can focus more on their careers but their main worry is about their son's education and health. With busy workdays, the time they can really get together as a family is during dinner time and weekends. So their meal is a really special part of their days. She loves to use avocados in her diet. Interested in gardening.

Needs

- Be ready for holiday family gathering as well as for light dinner during the day.
- Find balance between feeling good about herself, being able to maintain her lifestyle, while contributing to the world.
- Single item instead of too many ambiguous applications to buy different items.

Pain points

Shital needs to find a flexible solution that can help her to optimize her shopping experience for buying proper items from the store.



“It is very important for me to have fresh, tasty products at hand.”

Alex Pal



Occupation

Product Designer



Age

31

Tech

Internet

Social Media

Online Shopping



Location

New York, USA



Family

Unmarried.

Biography

Alex is unmarried individual. He loves to spend time on internet. He is colorblind and have problem viewing shades of blue and black. He is interested in purchasing interior design items like unique tables, pots and much more. He often visit the store as he prefer to see the item before buying it as he has issues with the colour and usually online e-commerce provides color boxes which are hard to interpret for a color blind.

Needs

- Get options for choosing colors properly in online e-commerce platforms for interior design items.
- Get a smooth buying experience.
- Fast checkout process for easy purchase.

Pain points

Selecting a product with a favourable color is very important for him and because of being color blind he has to visit a store for that.



Lisa Hedegaard



Occupation

Sales Manager



Age

44

Tech

Internet



Social Media



Online Shopping



Location

Copenhagen, Denmark



Family

Married. 1 children.

Biography

Lisa and her husband have loving teenage daughter. She spends most of her time with her friends. The only time they spend together as family is when they listen to their favorite podcast together every weekend. They love comfortable arm chairs, but have difficulty finding good one.

Needs

- Help in knowing the description of the items.
- Proper hand free experience in buying from the store.
- Wise choices of the brands and respect to environment and sustainability is fundamental for her.

Pain points

Completing a streamlined process without any hurdles and getting a better fot of product she wants.



User pain points

From the early research study, I had a new perspective of how blind people shop and buy things. I was aware of some pain points, which I was concerned about before starting my design activity. According to some research analysis and a few interviews, these are the main user pain points.

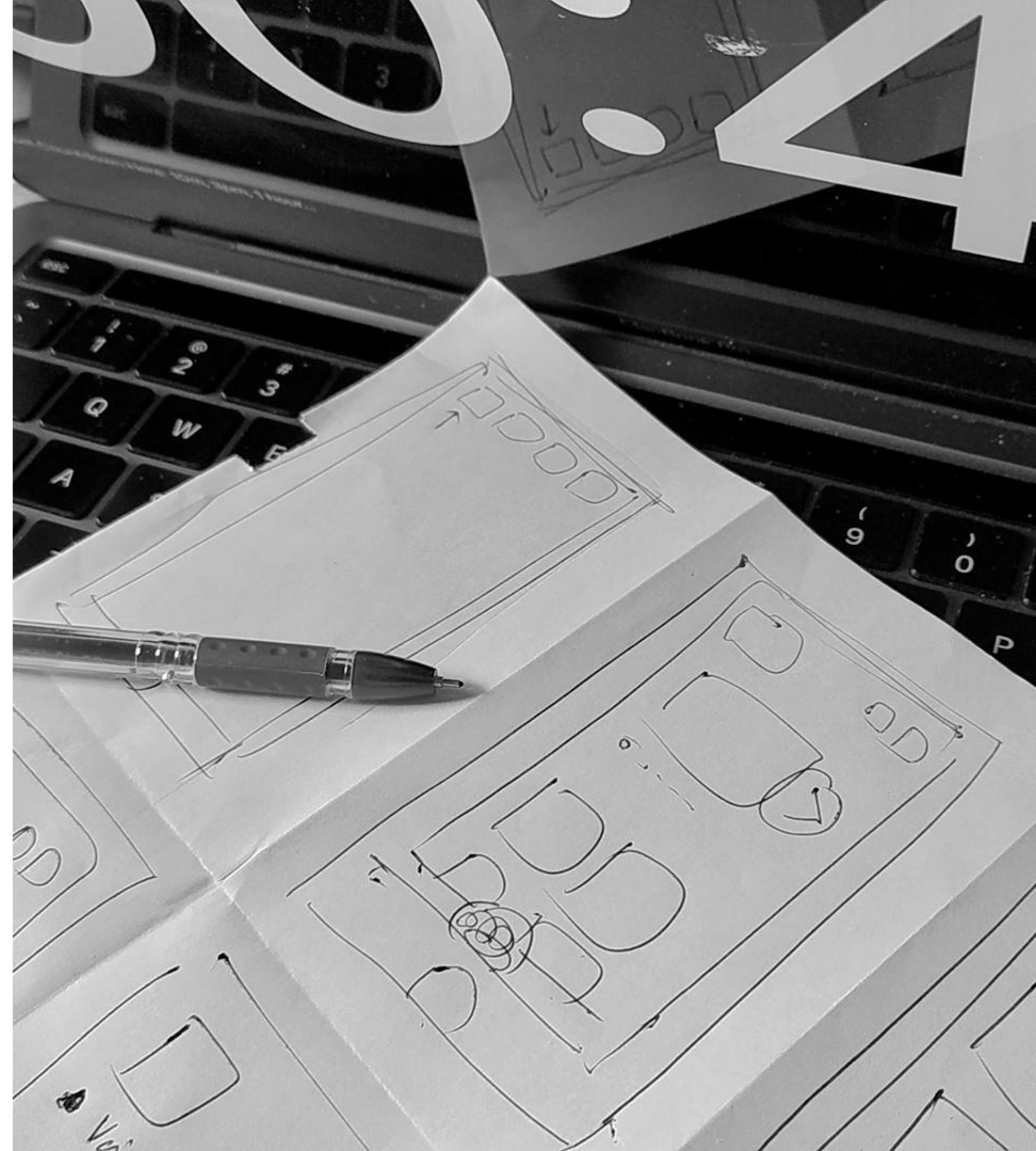
- Complex designs
- Color selector instead of names
- No purchase help
- Can't get the description if completely blind

Competitive Analysis

I looked at several potential competing companies, and although none of them compete directly with Afterglow, they can still infringe on the business' revenue & popularity. All the competitions are providing the same feature, some of the new features I included are listed in the UI Design section.

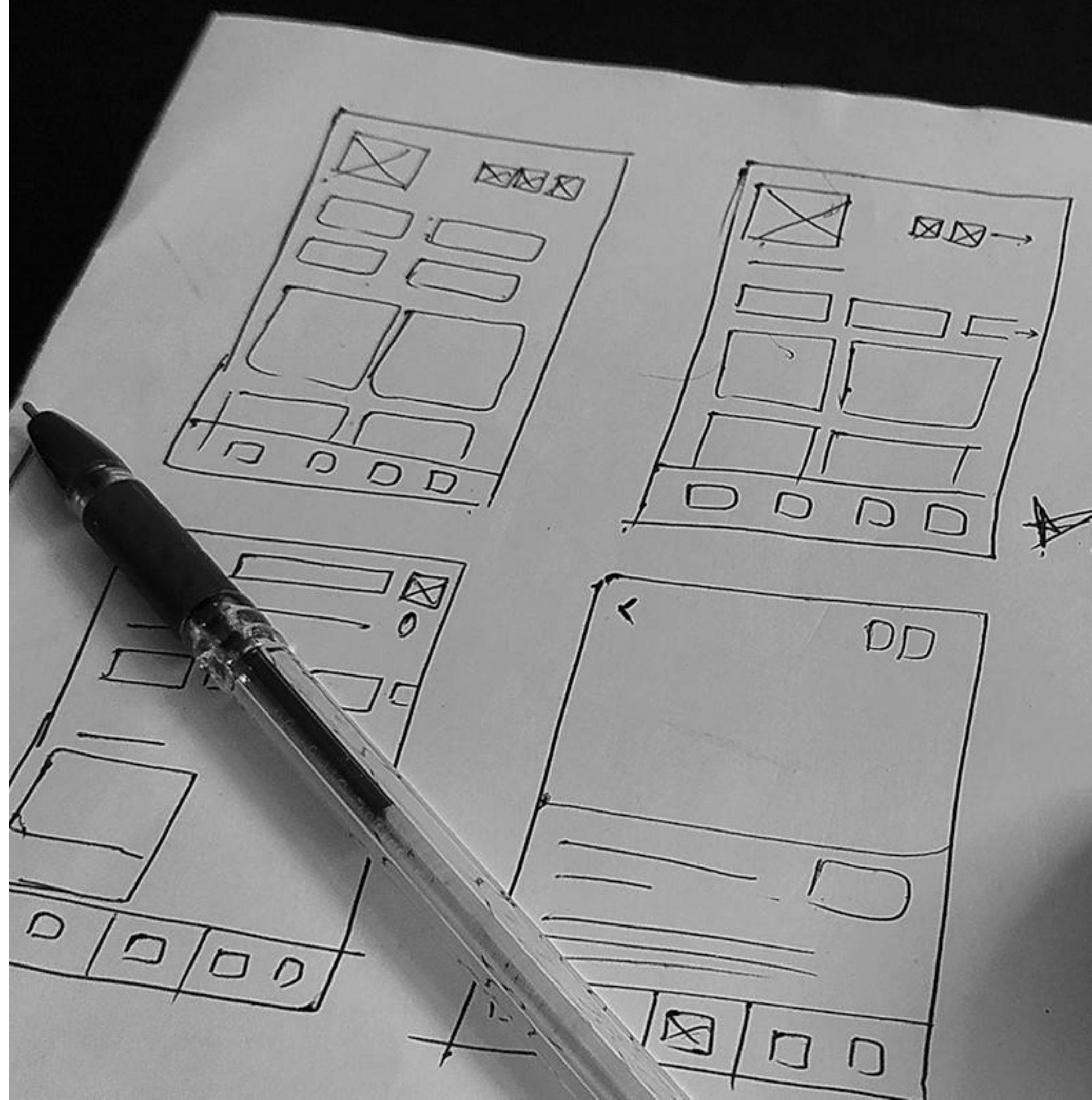
Design

Solving complex problems with intuitive interface solutions.



Paper Wireframe

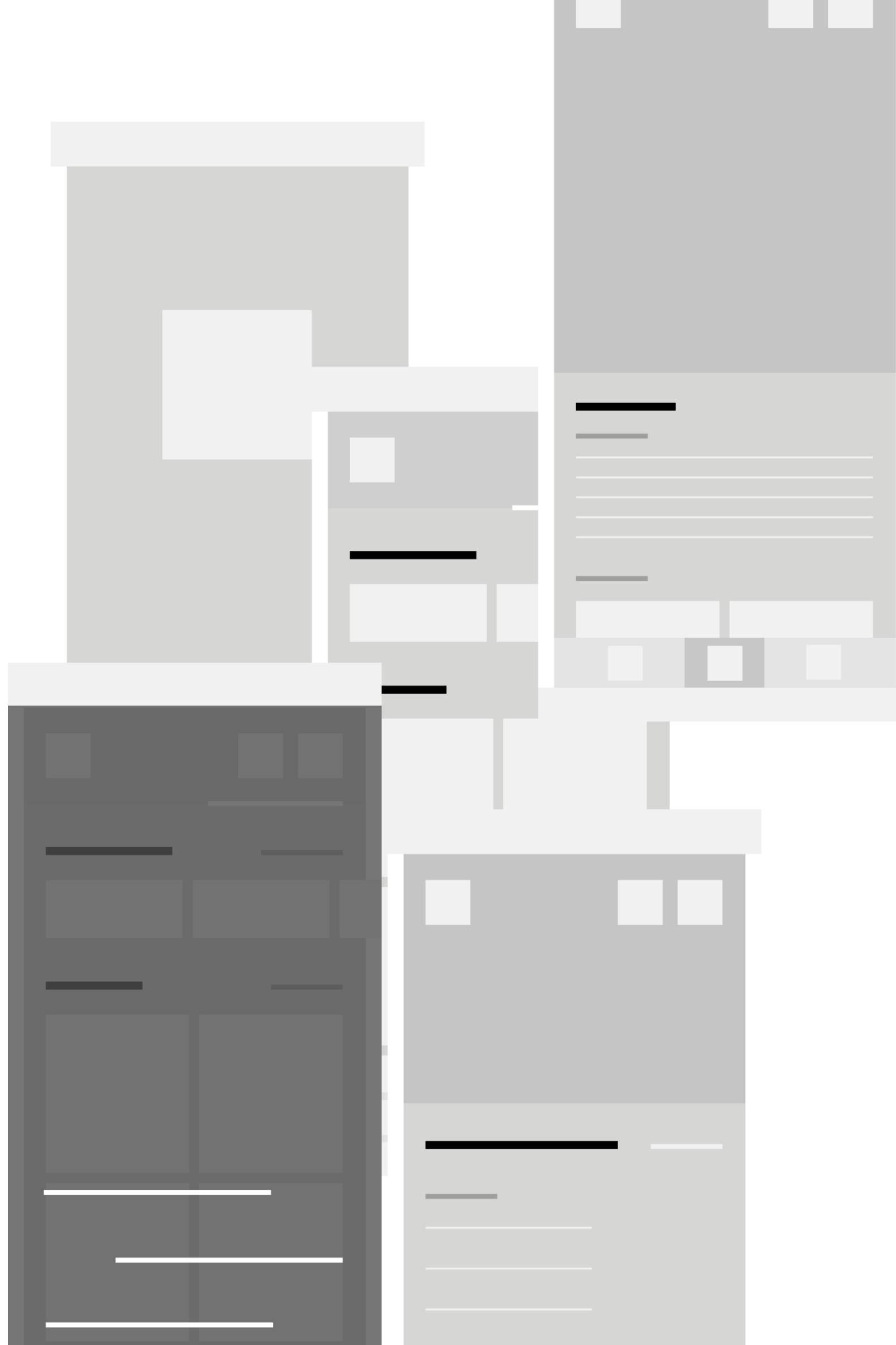
- Cost-effective
- Easy to use
- Quick iteration
- Universal
- Honest critique

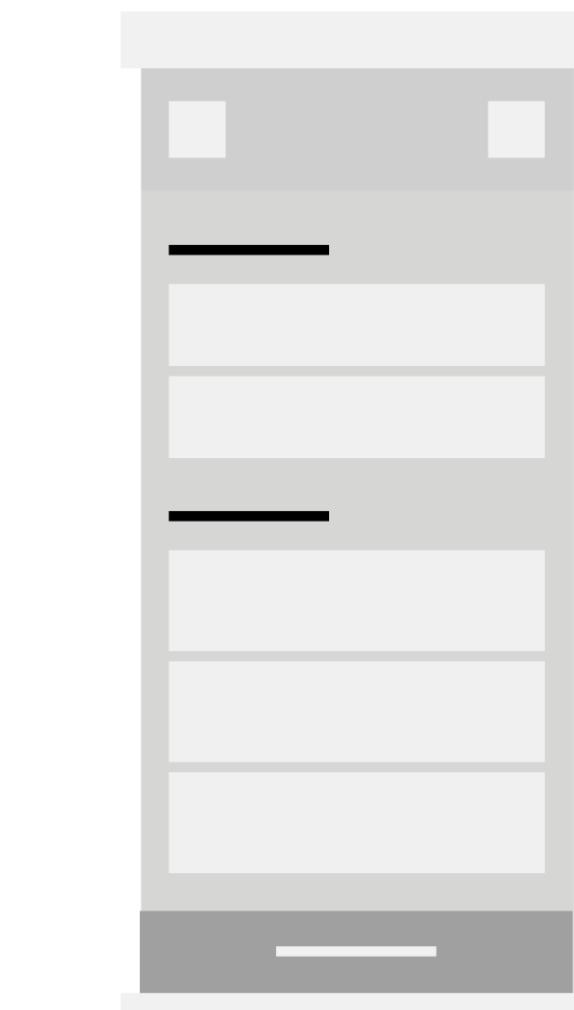
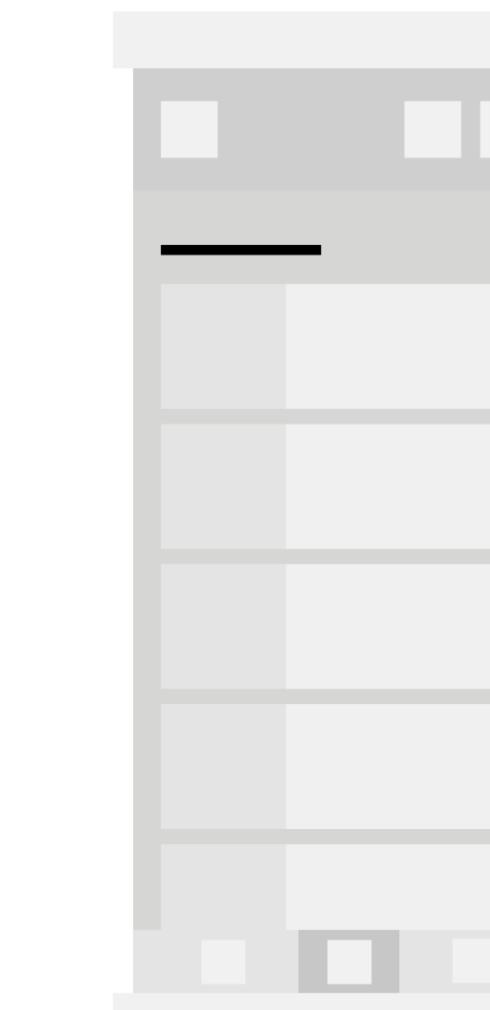
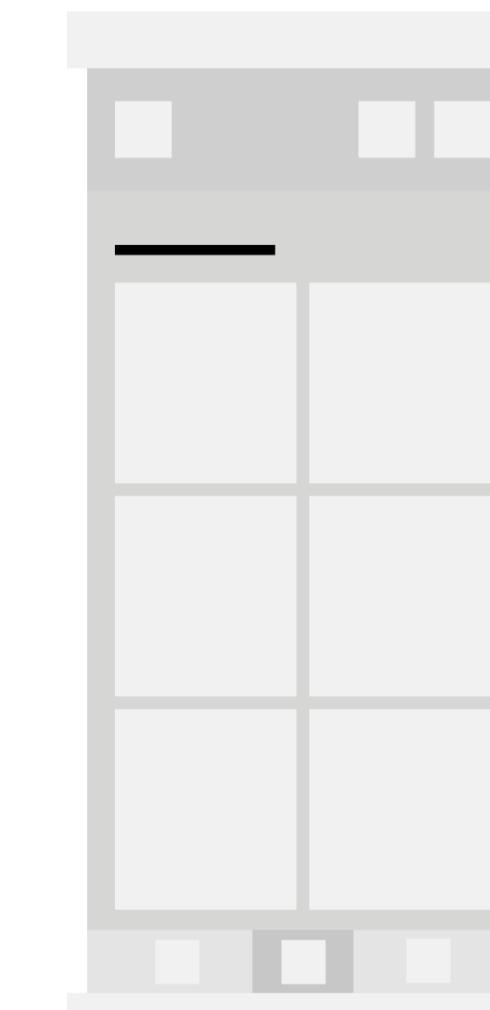
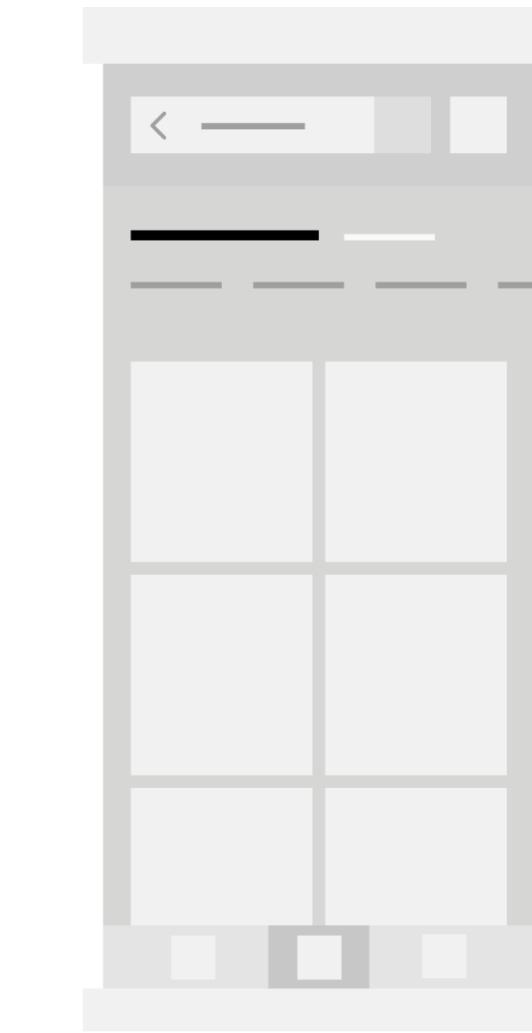
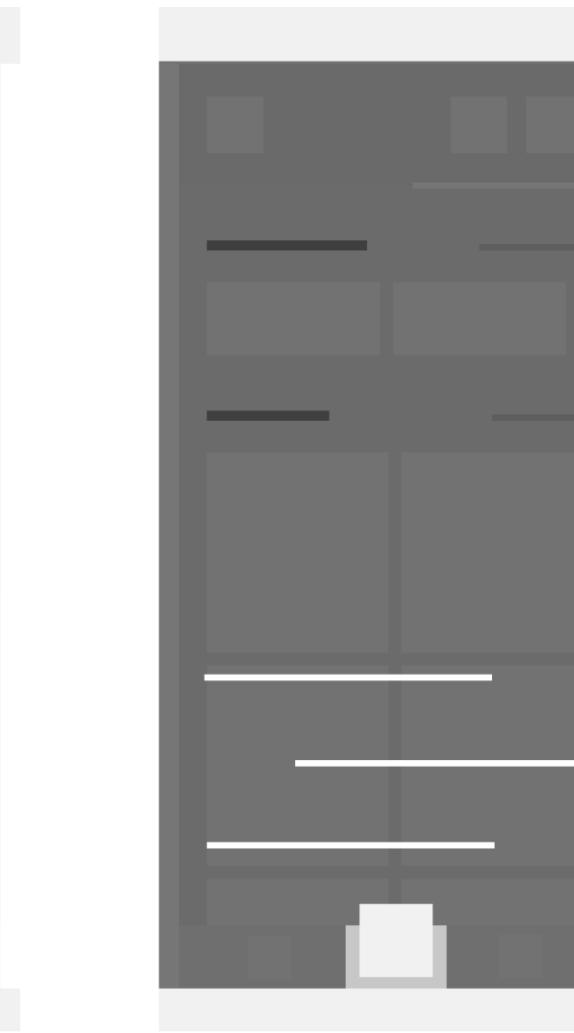
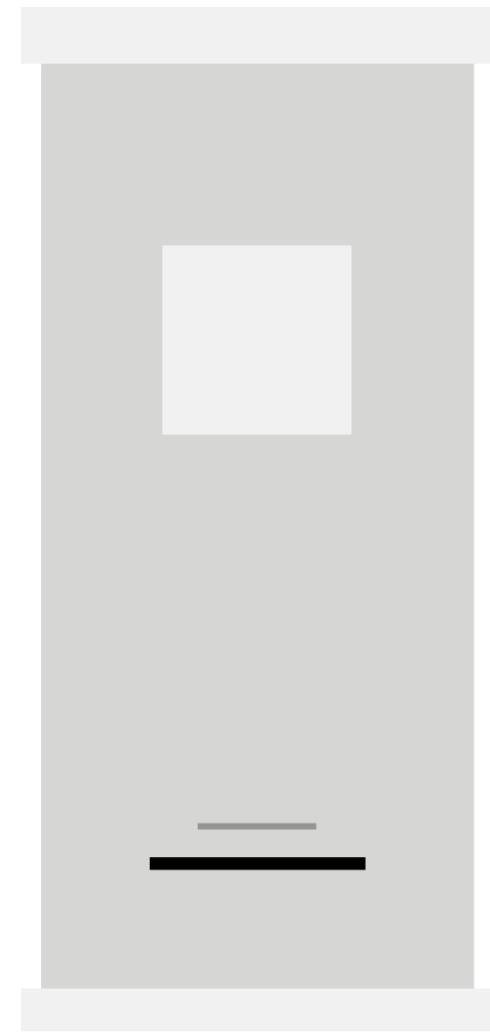


Digital Wireframe

Blueprint of design

- **Structure** - How will the pieces of this site be put together?
- **Content** - What will be displayed on the site?
- **Informational hierarchy** - How is this information organised and displayed?
- **Functionality** - How will this interface work?
- **Behaviour** - How does it interact with the user? And how does it behave?

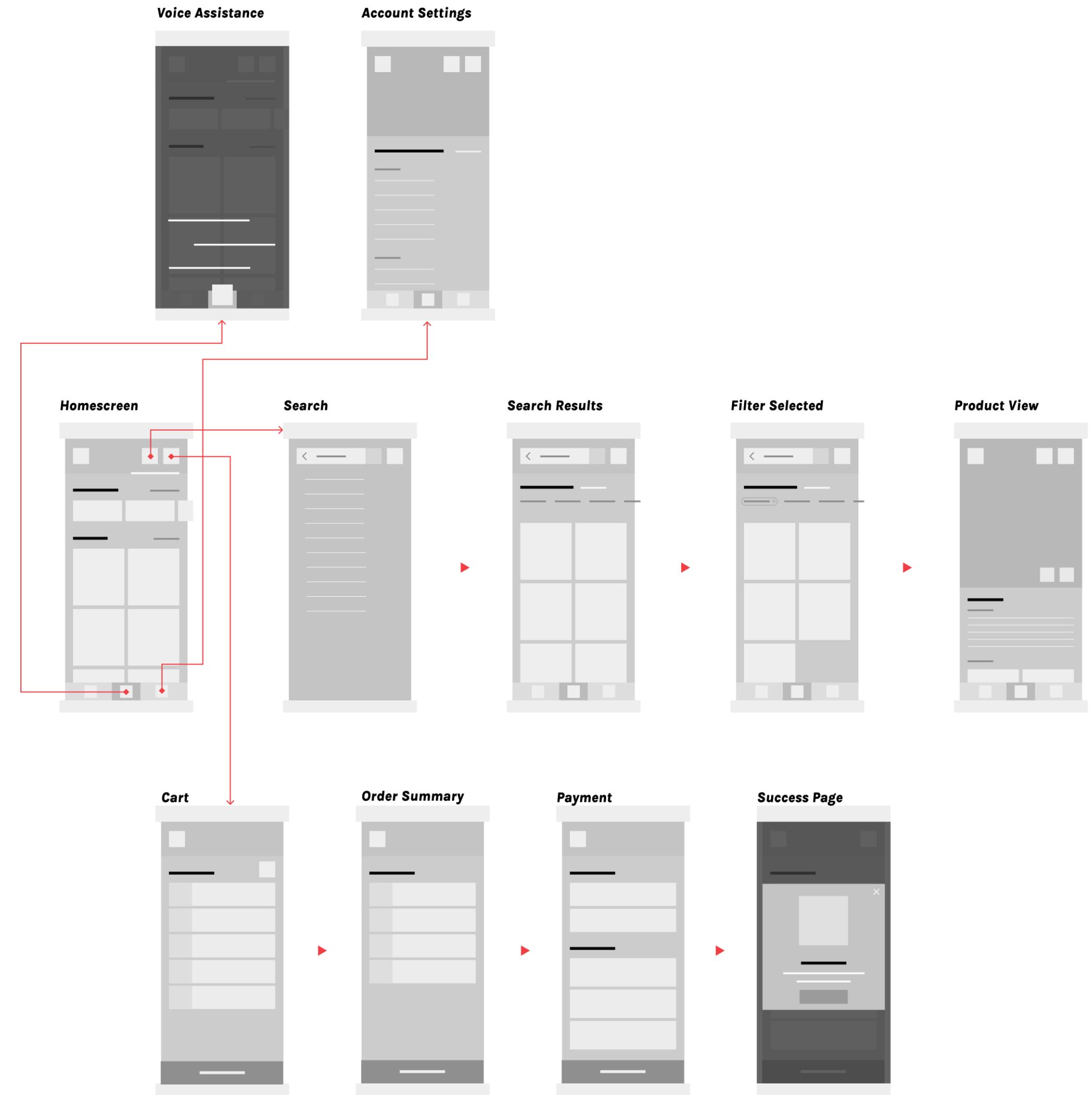




Lo-fi prototype

Check and test functionality

- Quick and easy way to translate high-level design concepts into tangible and testable artefacts.



<https://bit.ly/3nPFHry>

Usability Study

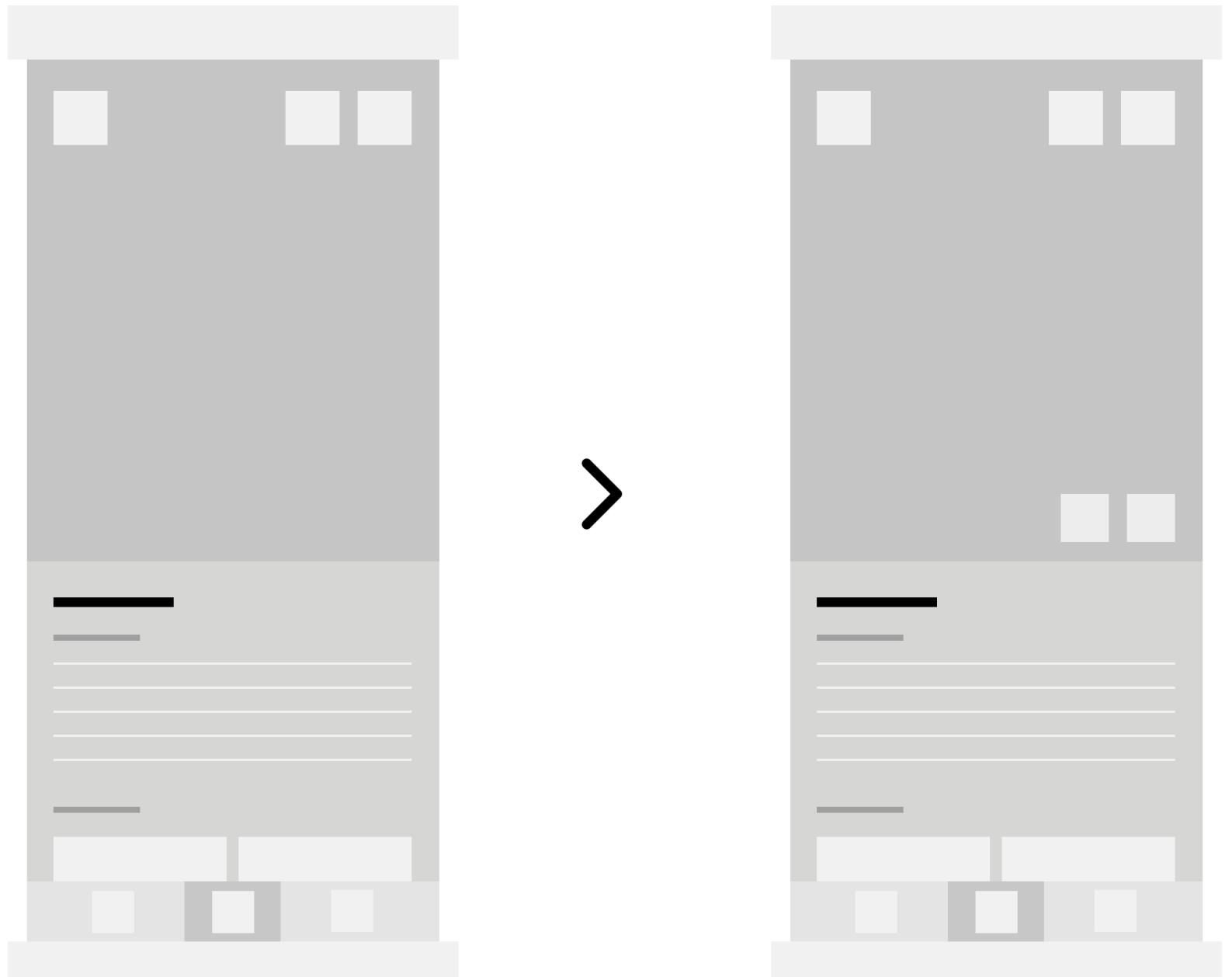
Research Insights

- Adding more options in description
- Changing colour changing options to list
- Schedule delivery order suggestion
- List of past orders



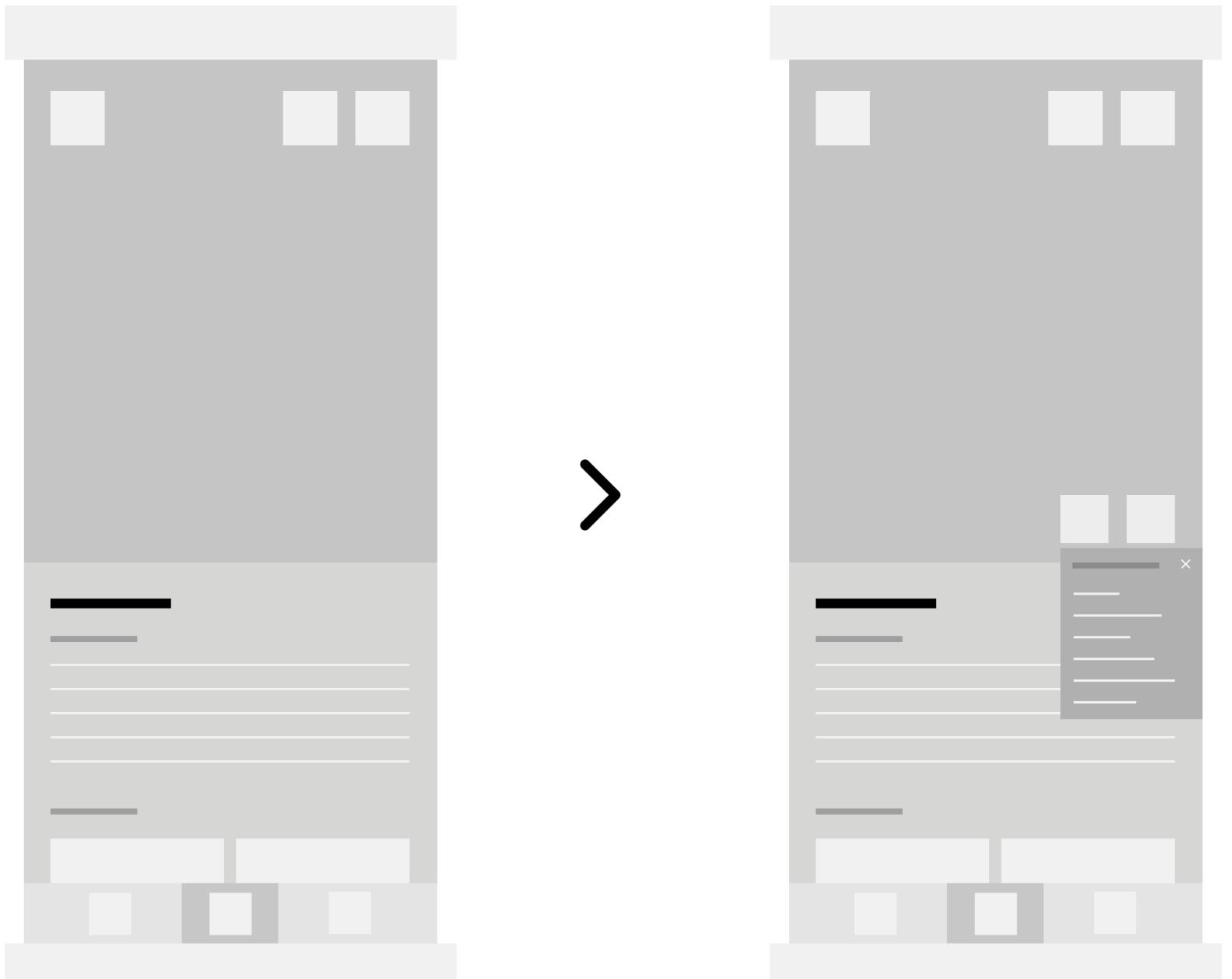
Adding more options in description

I wanted to give a audio description for the product so I placed some extra options in the product view.



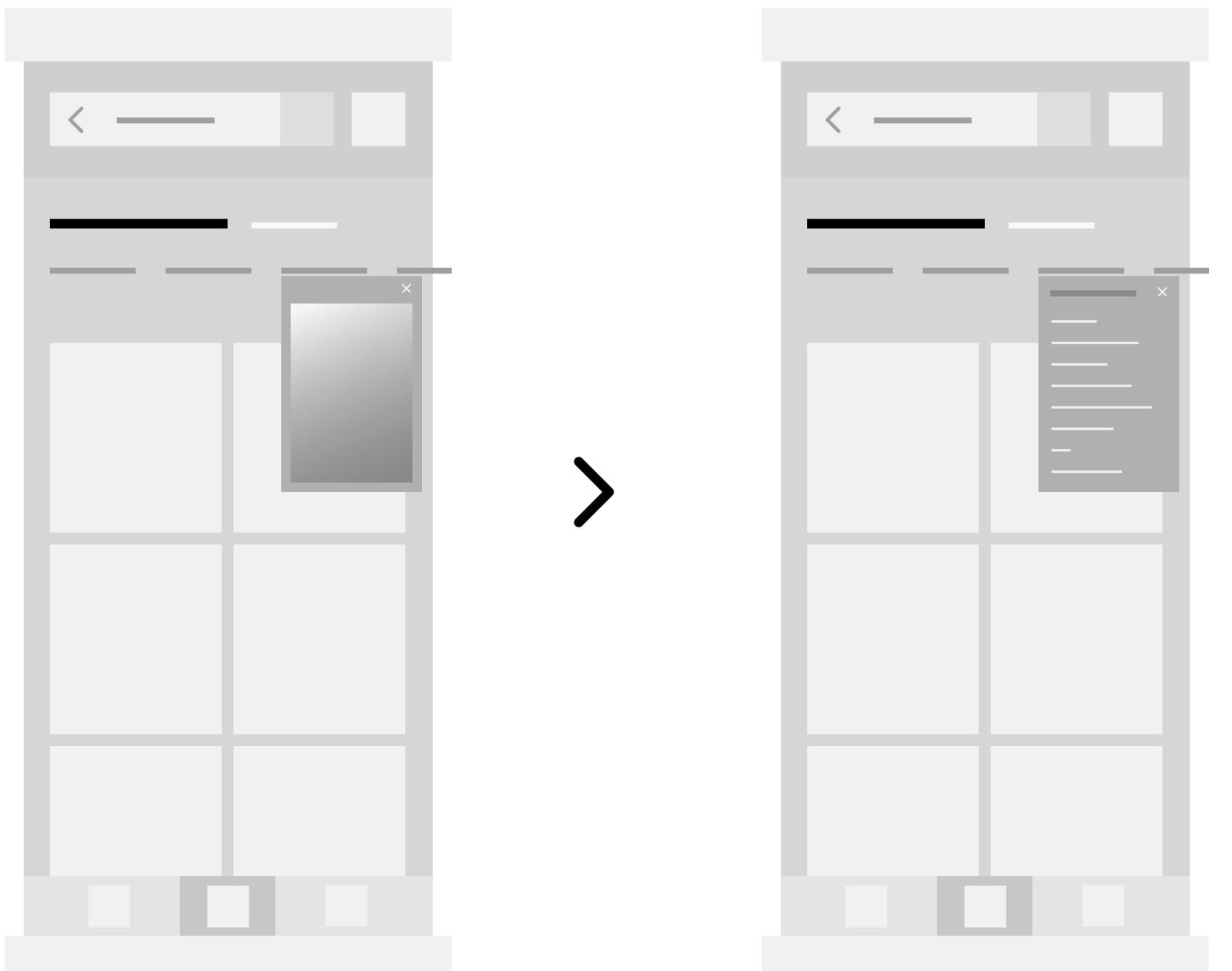
Changing colour changing options to list

For changing the colour in the same product, usually people give hex code or colour box options to choose from. I wanted to increase the accessibility more so I added a label of name in front of all the colour boxes.



Changing colour changing options to list

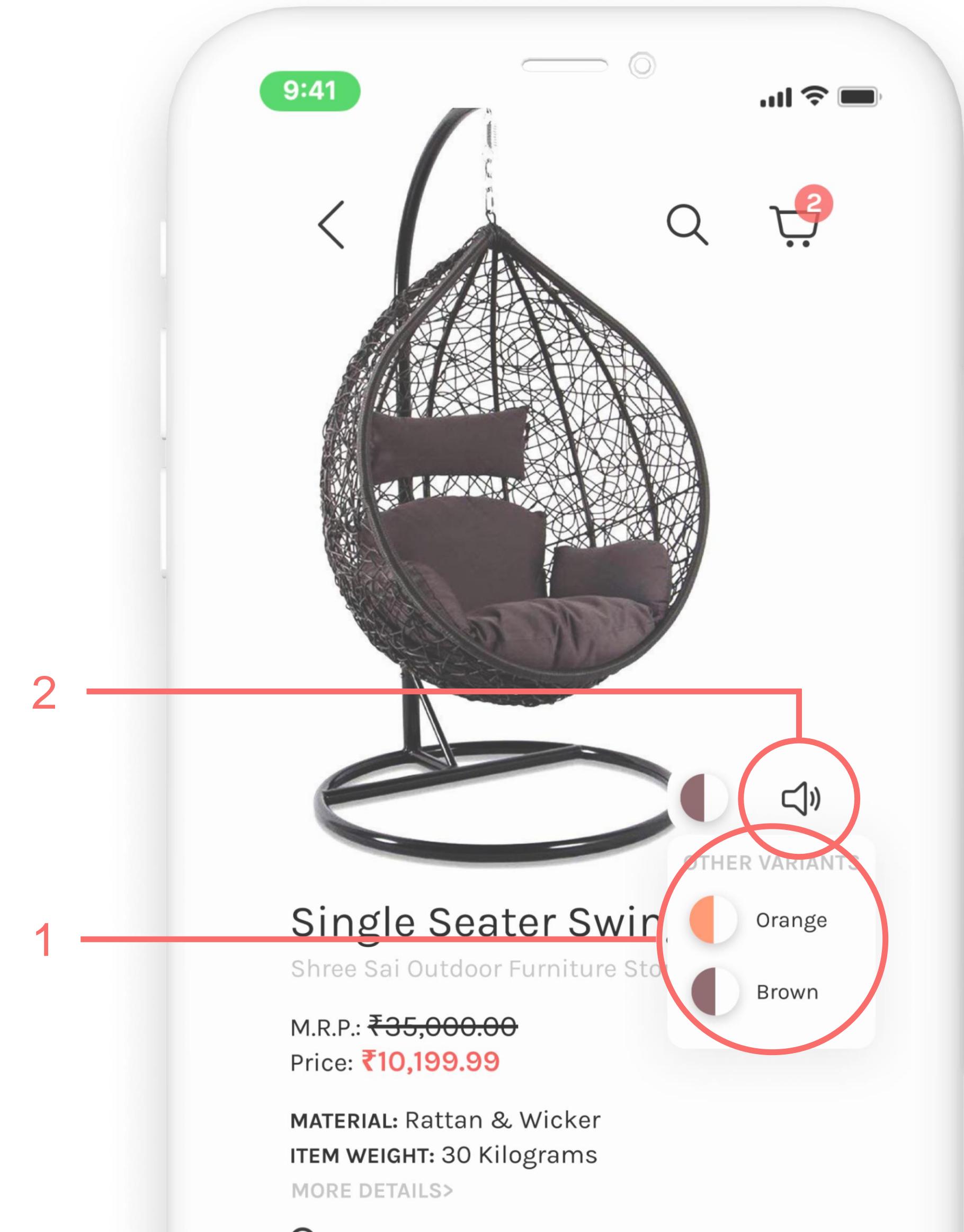
For selection of the colour of interior goods,
accessibility feature was added for colour blind
users.



Iterated Design

Product screen

1. Added colour switch button which shows name of the colour for better understanding.
2. Speaker button helps read the description of the product



Mockups

A replica of final design

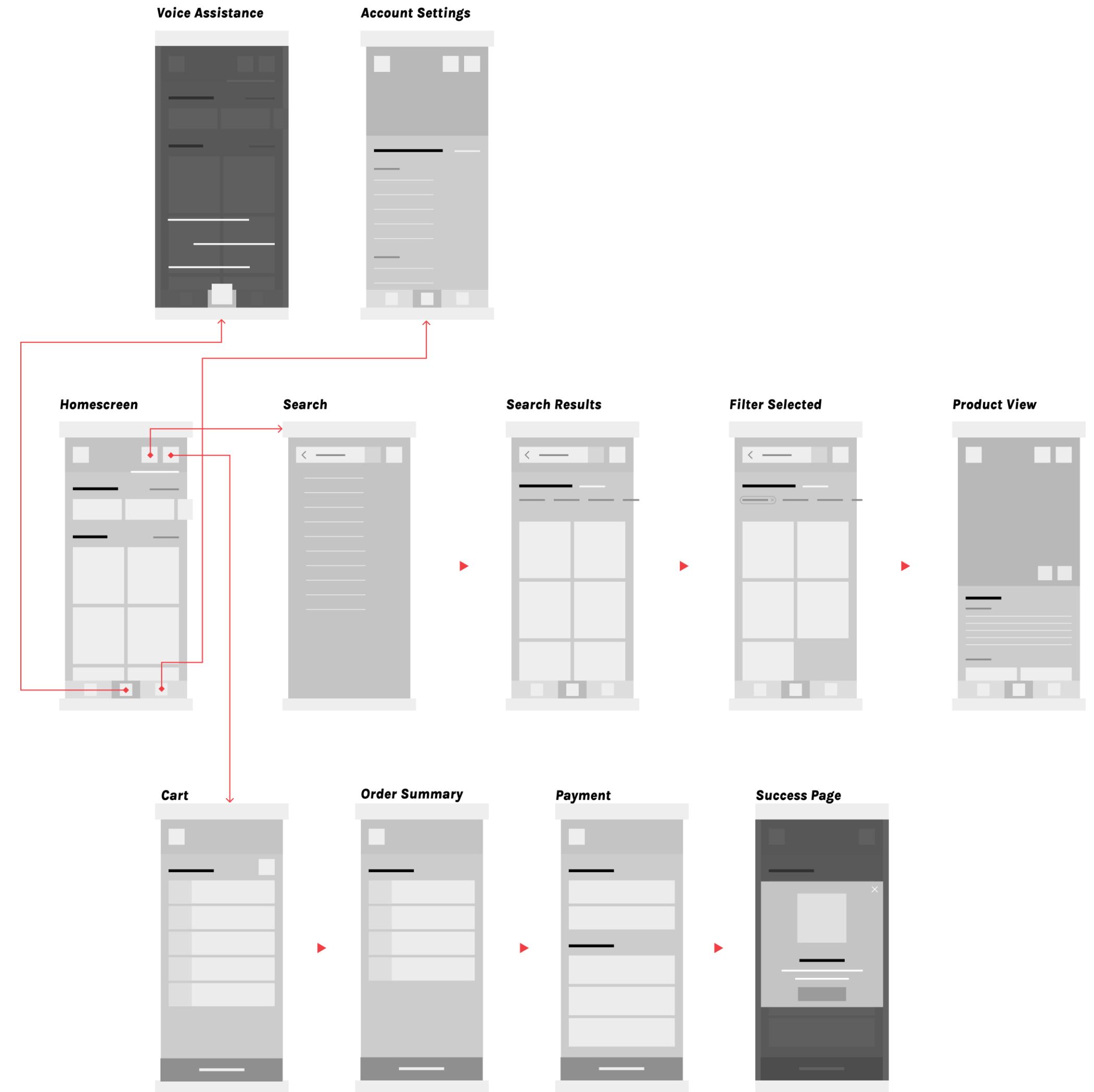
- A lot more detail
- A better taste of what real UI elements
- Easier to communicate functionality to developers



Hi-fi prototype

Check and test functionality

- Quick and easy way to translate high-level design concepts into tangible and testable artefacts.



<https://bit.ly/2VRilkk>

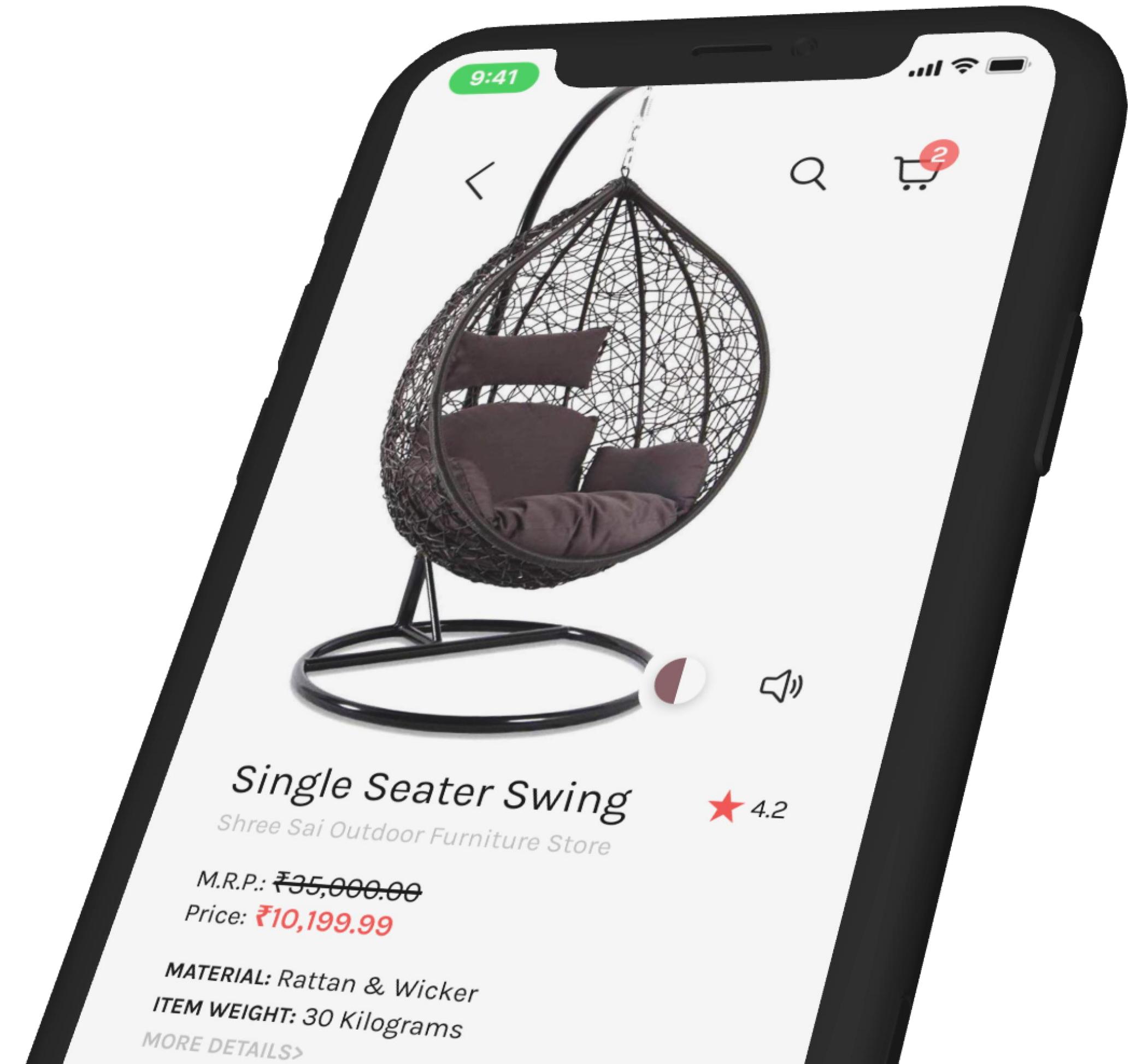
Accessibility

Designed an idea of a voice assistance to help people who are blind and want to order any particular item from the app.



Accessibility

Special button for audio description of the product



Accessibility

All the colour sections are mentioned in text and display colour rather than showing the colour or hex code.

Single Seater Swing
Shree Sai Outdoor Furniture Store

M.R.P.: ₹35,000.00
Price: ₹10,199.99

MATERIAL: Rattan & Wicker
WEIGHT: 30 Kilograms
DETAILS >

OTHER VARIANTS

- Orange
- Brown

Speaker icon

Style guide

Documentation of all the typography, colours, and iconography.

Color



Iconography



Typography

Style name	Font	Use	Colors
Heading Large	Playfair Display - Bold	Heading, Company name	●
Heading Small	Playfair Display - Bold	Category heading	●
Body Text	Karla - Regular	Body text	● ● ●
Button Text	Karla - Semibold	Button text, Location, Product details	● ●
CAPTION	Karla - Regular, Semibold	Caption text, Price tag	● ● ● ●

Buttons



Takeaway

I always wondered how online e-commerce stores worked and the more interesting fact to hear is blind people tend to purchase more goods online than a normal human. That's why as a part of the design for social good I selected the topic to design a viable solution for the problem. Thus I created Afterglow.

The first thing which was the key takeaway from this project was that learning and practicing a good user experience requires a degree of empathy with your users and a good UX design can have a significant positive impact on the world.

I have used a user-centred approach for designing the application. I also understood that not every user has the same perspective on a problem. I learned how small elements are important and they contribute to making a big difference. I understood the need of having heterogeneous user groups, making a more effective product experience.

On top of it, empathising with the minority group and creating an impactful design is way more fruitful for even other users.

Hope to learn more amazing things! 



Let's Connect!

Any Art!

I love to talk about any art!

My Favorites are Music, Designing and Sports.

I'm a professional musician and a singer.

Check out my Insta for music related stuff! ;)



<https://www.linkedin.com/in/kunjvyas-6886a3196/>



https://www.instagram.com/_kunjvyas98/

