RAW
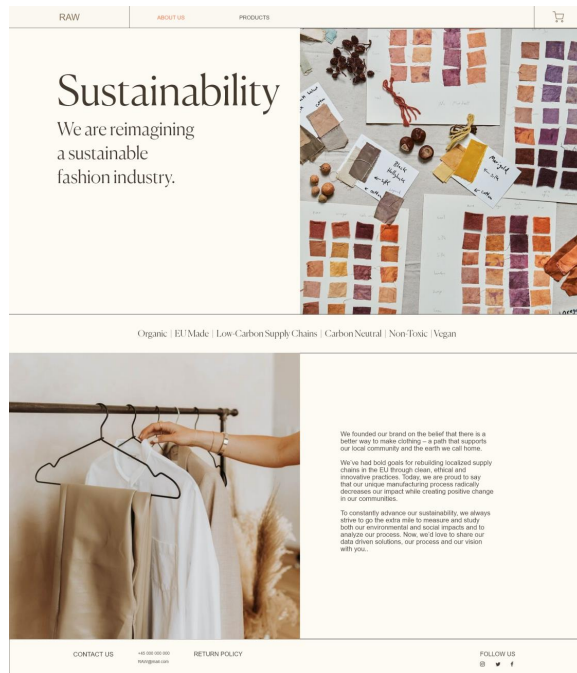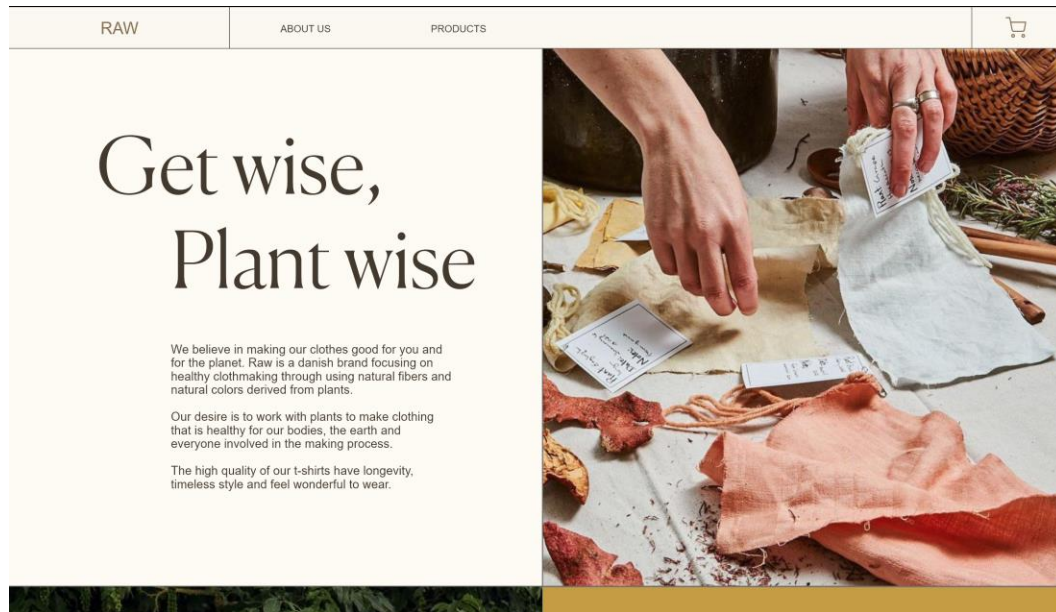
03.03.01 Solution

DH Team

Link to the Adobe xd prototype : [click here](#)

THE PROBLEMS

1. Identical pages
Homepage and About us section designs are identical. It looks like an informative webpage more than a commercial page.

2. Logo
In our first design, our logo RAW was not standing out to indicate its purpose, it was blending in the navigation bar with the other section. We haven't made use of Gestalt laws in terms of contrast and background-foreground play.
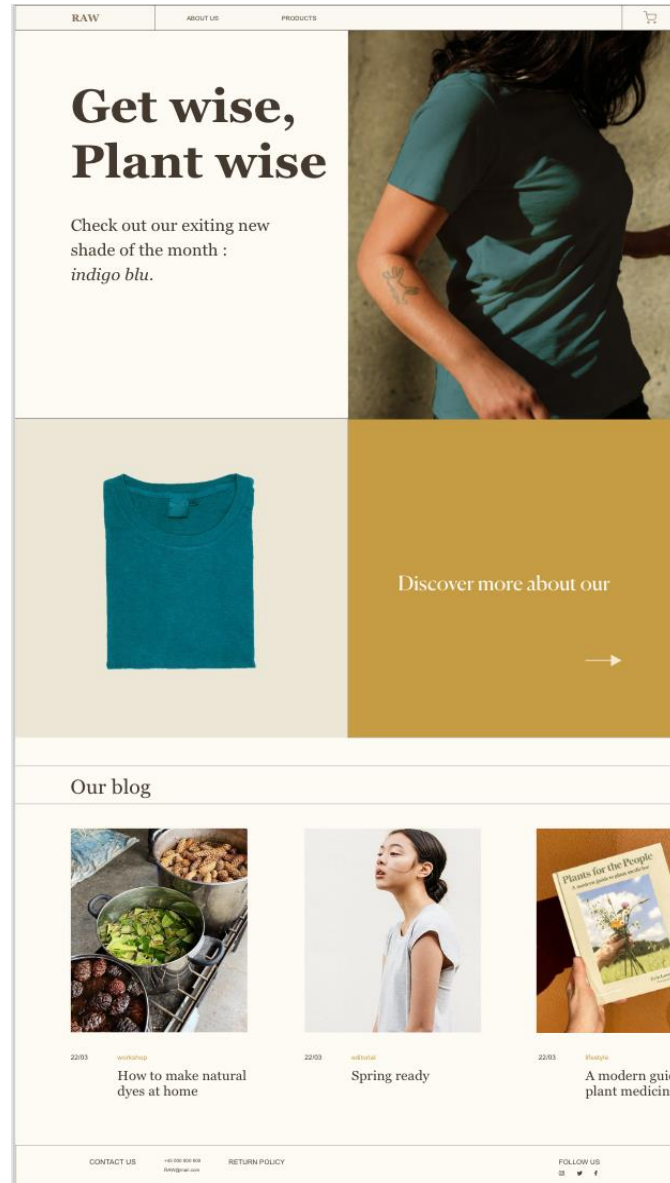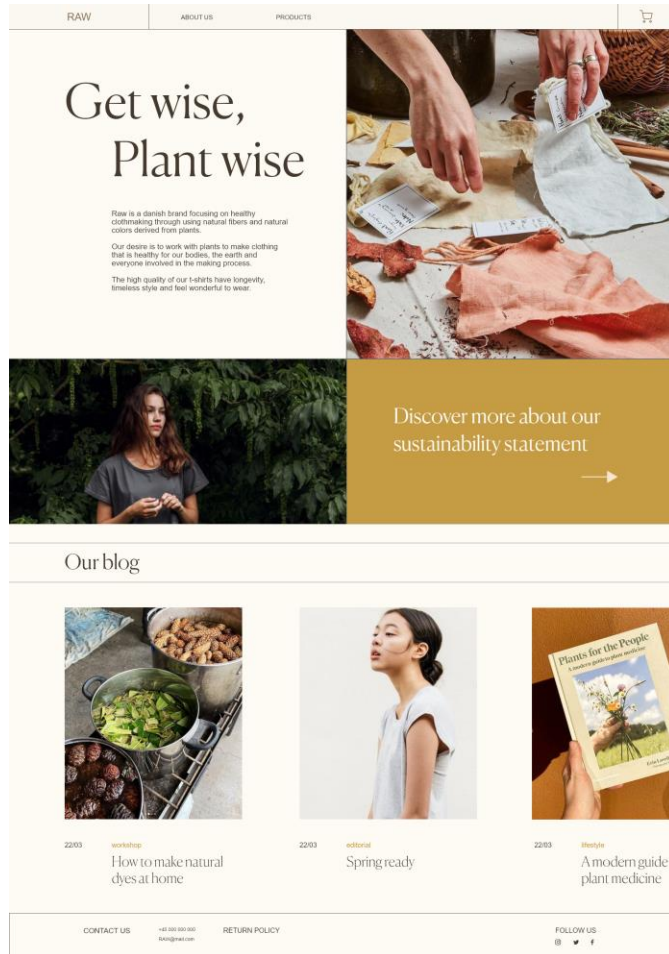
THE SOLUTIONS

Solution to problem 1:
The landing page has been altered with new images and greeting message to welcome returning customers.
The statement relating to the sustainability factor has been moved to the about us page to further make it clear that it is indeed a web shop where you can purchase clothing items.

Solution to problem 2:
Changing font type and size help distinguish the logo from the rest of the menu bar.
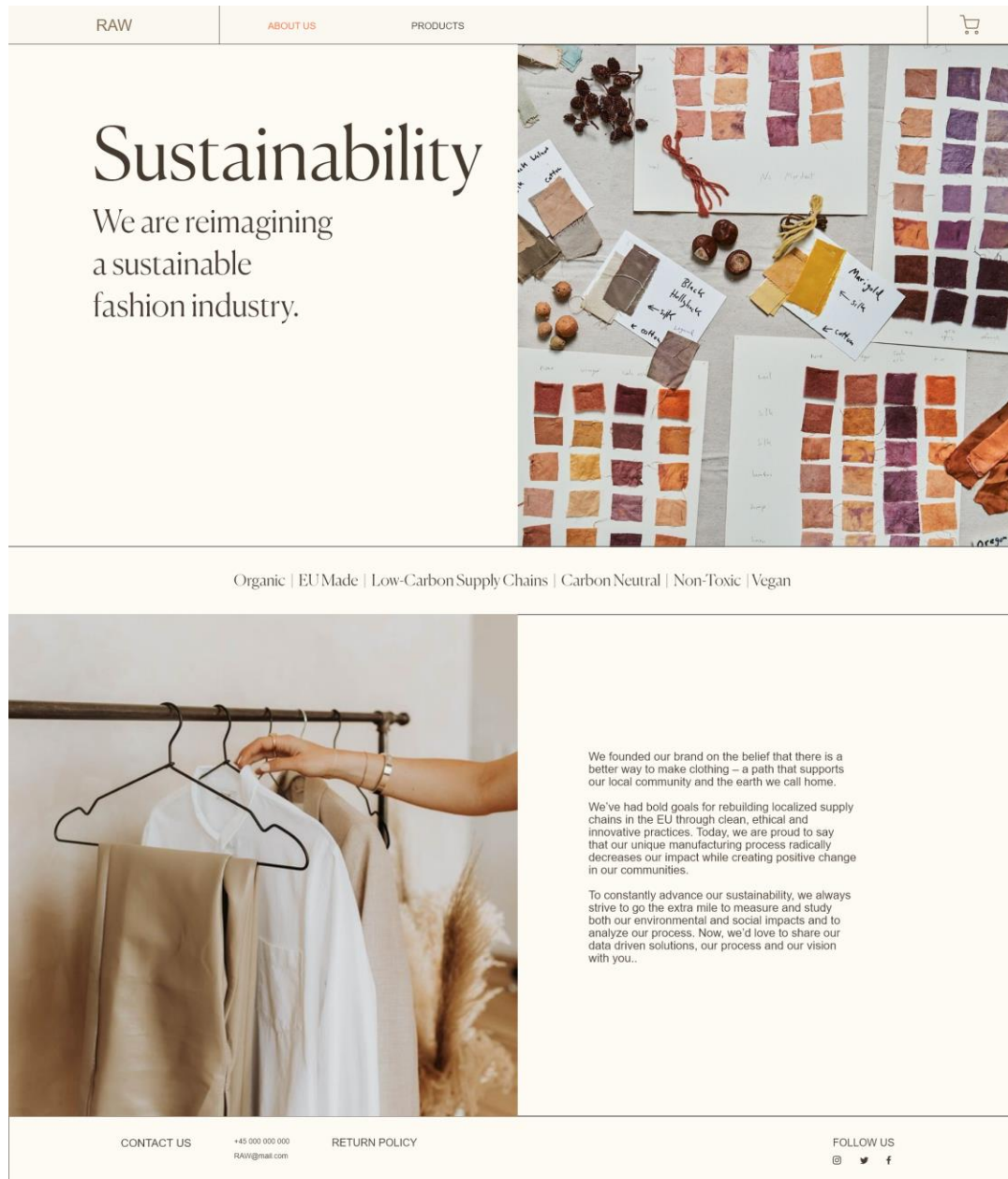
UX details

We created our website's content and design after targeting our clients. According to our client profile who is well-educated and critical, we decided to have a section that declares the company's statement.

Card sorting method was the most crucial step to our final decision of what to include in our webstore as in content and navigation. This step led us to create our paper prototype. We made 3 paper prototype tests and the results showed key findings about the placement of our navigation bar, order view page issues and e-mail confirmation section in the order form.

Our paper prototype test showed that our product view page was lacking unity. The testers showed us that there wasn't enough clear distinctions between selection elements such as size, color and amount and the visuals.
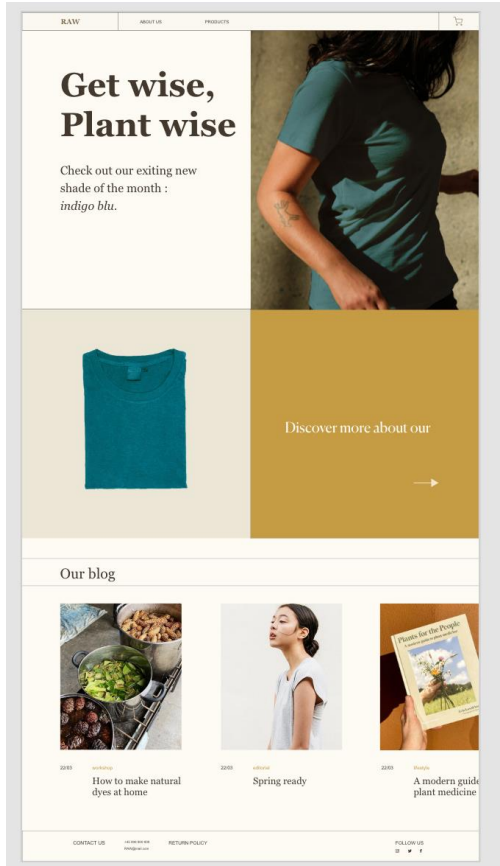
Think aloud test showed us that our drop-down menu was not big enough to be differentiated from the navigation bar.

Visual design

Unity
To create a harmony of the elements on the homepage, we have grouped our text and images side by side. We chose natural tones to match with our products.

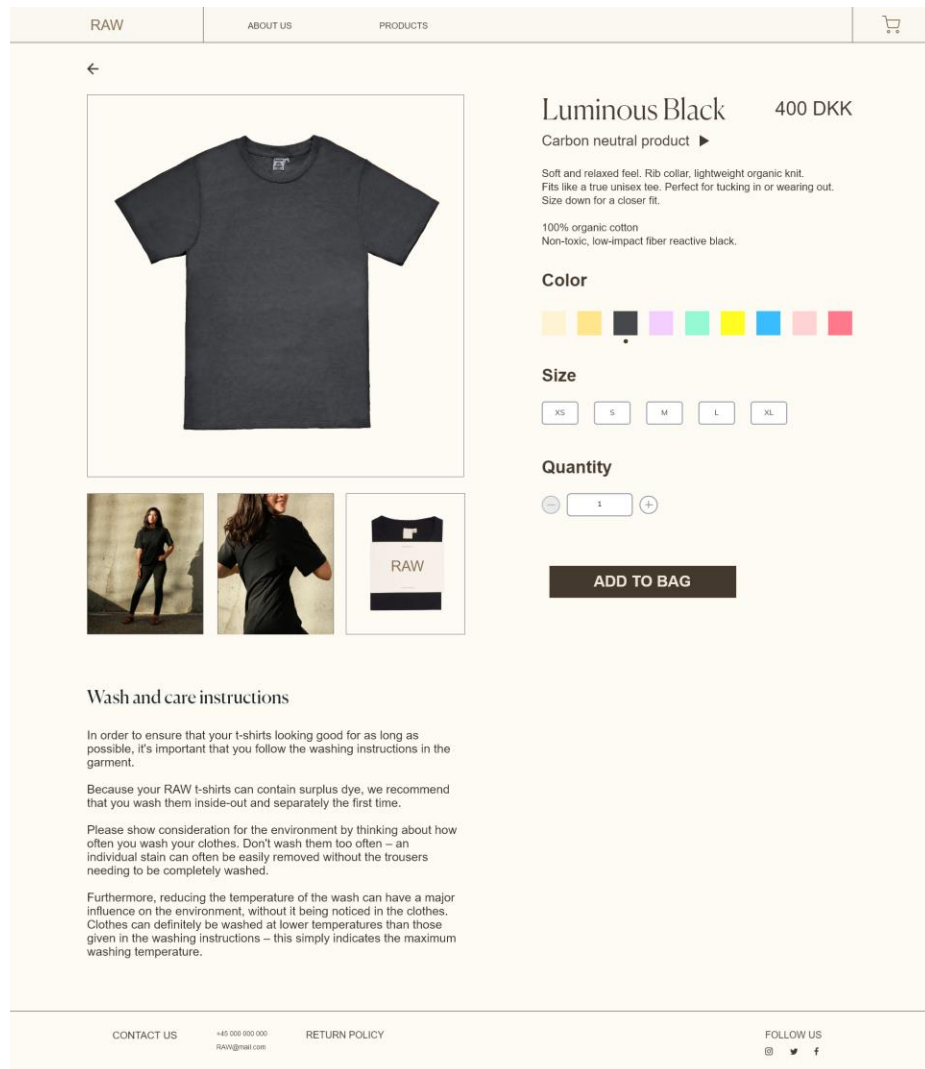**Nav bar**: law of closure , size contrast and proximity

Color contrast between the photos

Common region, similarity

Symmetrical layout

Common region and similarity between the products

Content decisions

By applying the card sorting method in the development and sketching phase, we narrowed down our website content to audience's needs and we focused on **informative contents and the product presentation**. **That's why our NAV BAR consists of the logo, the about us section and the product section**. The about us section includes the company's statement on sustainability and transparency of production.

As per requirements, the web shop prototype must contain a **minimum of 10 items**. As can be seen in the product page, there are 9 different colored items multiplied by 4 types of fits. The color names have been lifted and inspired based on the initial early research on sustainable T-shirt productions and made to synergize with the theme of natural coloring/ nature inspired.
To further sell the idea of natural dyed products for the uninitiated or simply for curios people that just so happen to stumble on the web shop, there is a blog section filled with related articles, workshops and web magazines that customers can browse before making a purchasing decision
A clear statement that puts the company vision up front and center.
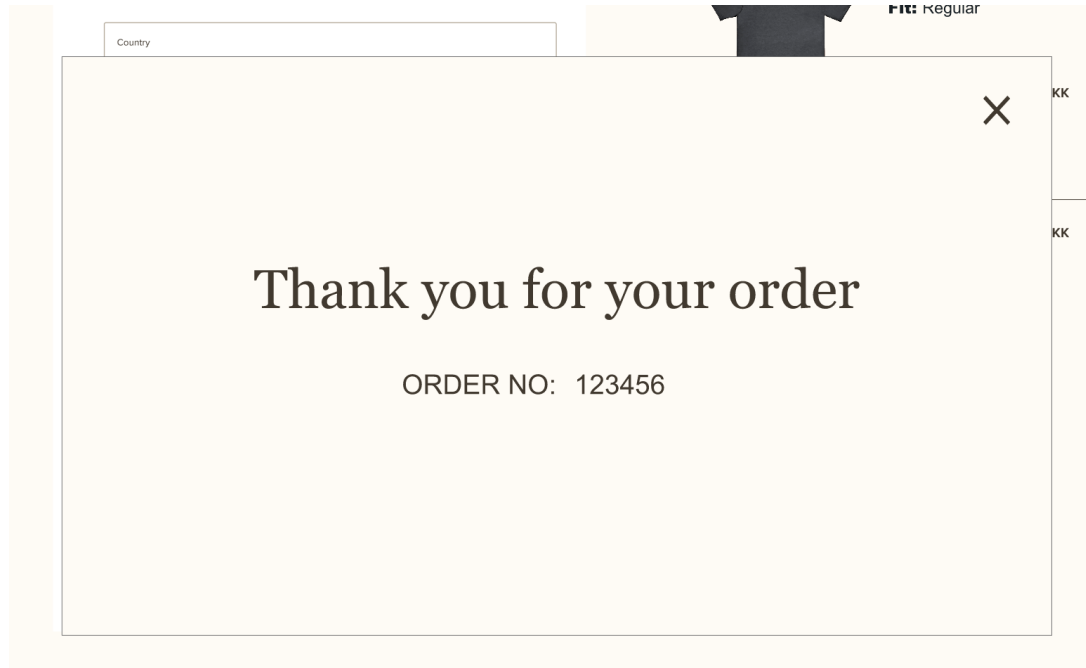
Conclusion(s) and perspectives

We need to improve the visual design of list view,

Usability of the purchase flow.

As the assignment has reached its conclusion and the team has a better understanding of all the methods that were applied and all members realized their strengths and weaknesses, a re-run of the same process would yield a better result.