

03.02.01 Early prototypes / DH Group

Adobe XD Prototype
[Click here!](#)

Work summary

Our first step as a group was to make use of guard rails and sharing and voting methods to narrow down our suggestions which initially derived from our individual preparations with Crazy 8s and Solution Sketches.

We have decided on what our product will be and what makes our product's "unique selling point".

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.


In the light of these key findings, we started preparing the XD prototype to make ready for the Think Aloud test. When our XD prototype was ready, we were happy with the general results regarding the usability and flow. And we are ready to take the next step in our design.

Theoretical background


Data collection's topics

Based on ours individual researches, these were the main topics that we had taken in account during our UXs analisys.

Each topic was tested, proven and discussed in order to share knowledges.



Consumers' habits
within sustainable
fashion

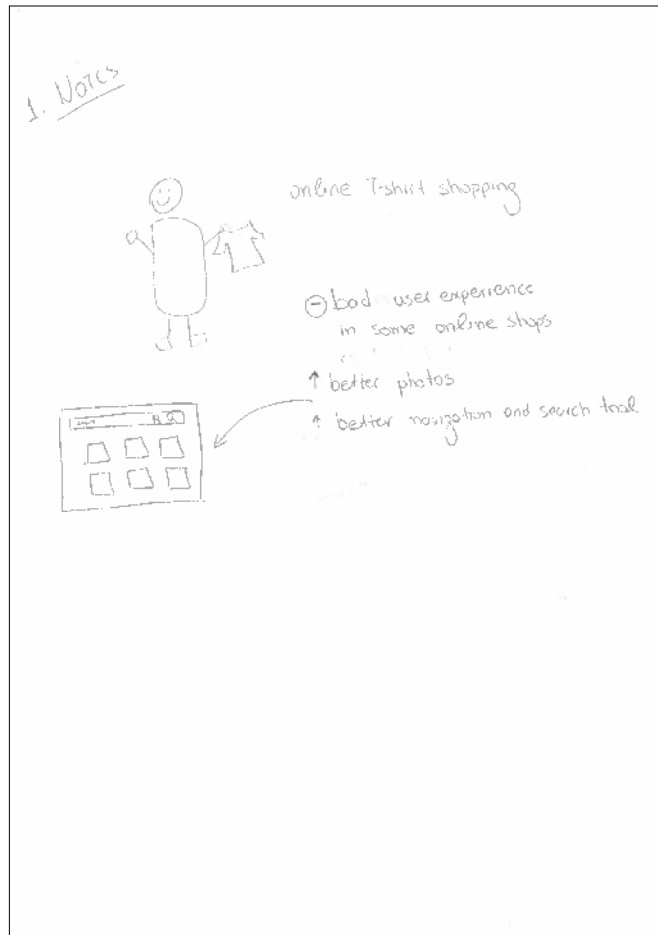


UX best practices
for e-commerces

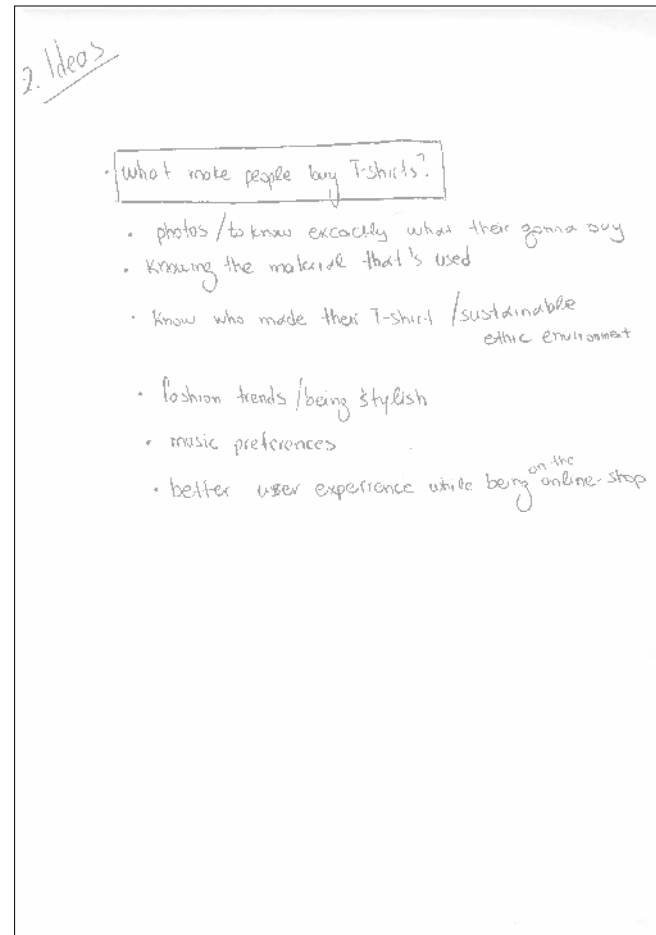


Natural dyed
garment

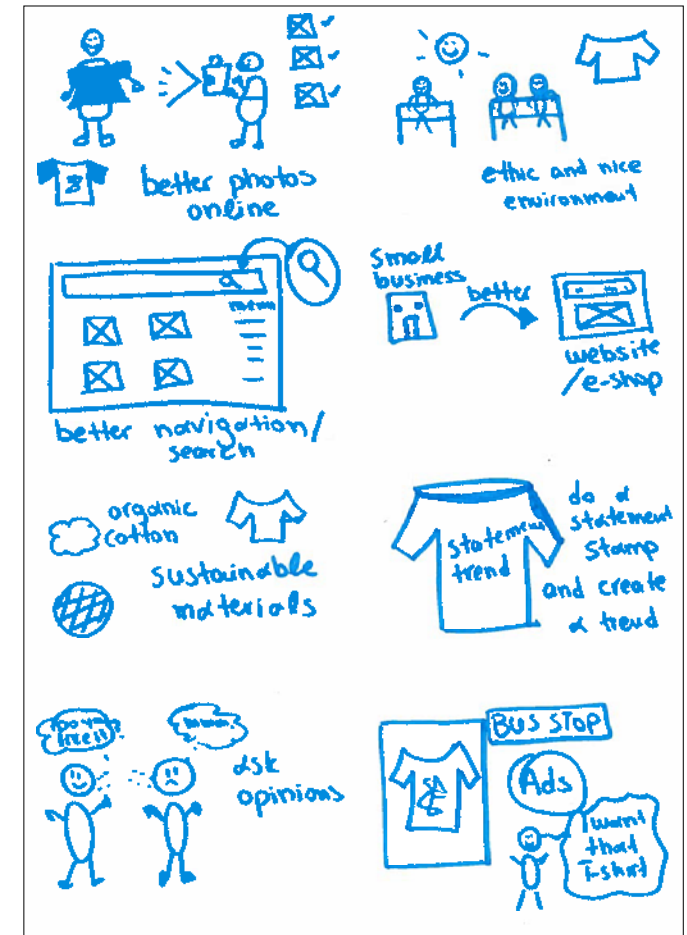
Early documentations / Notes, Ideas and Crazy 8's



Notes

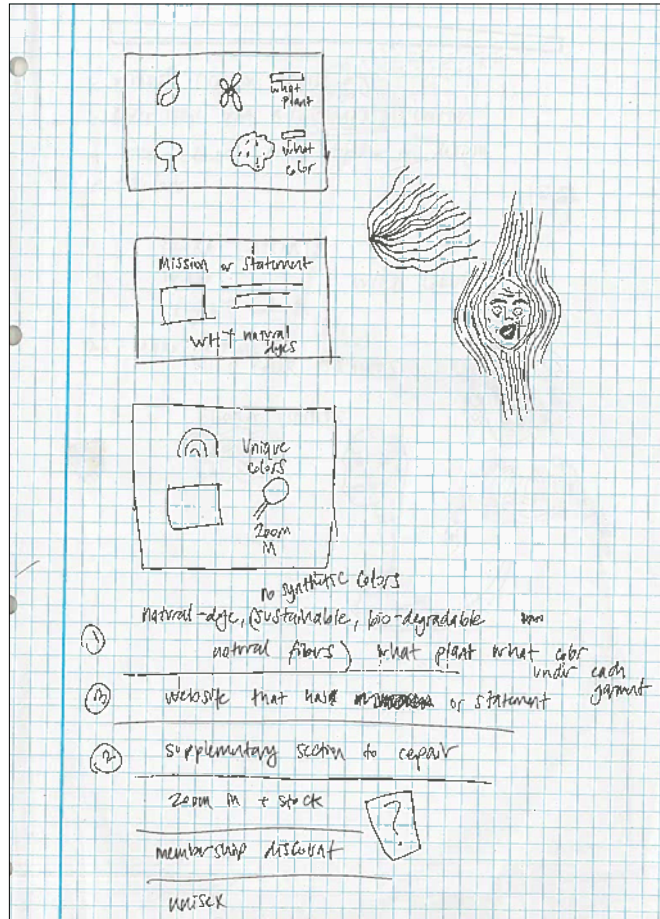


Ideas

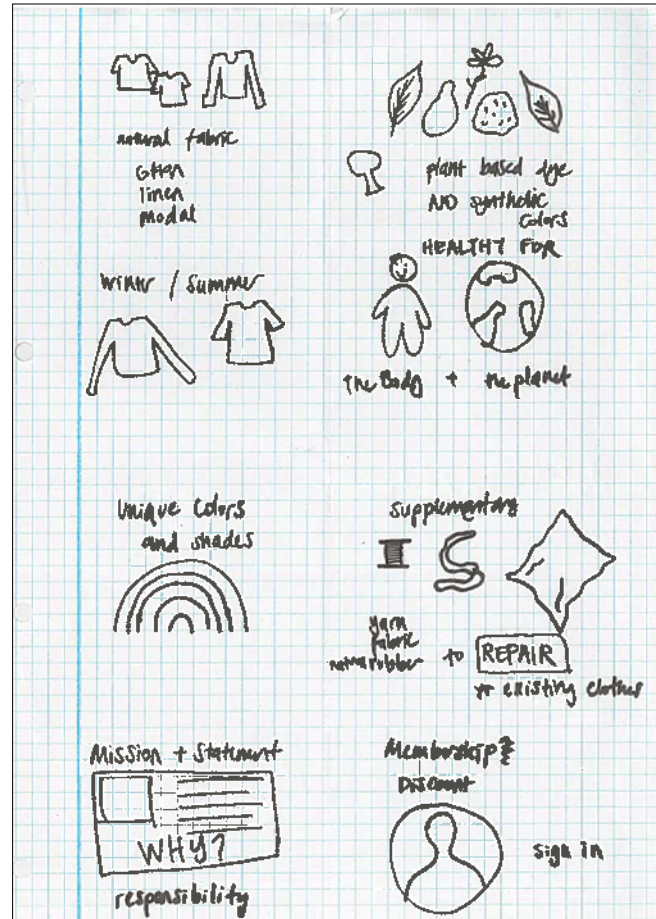


Crazy 8's

Early documentations / Notes, ideas and Crazy 8's



Notes



Crazy 8's

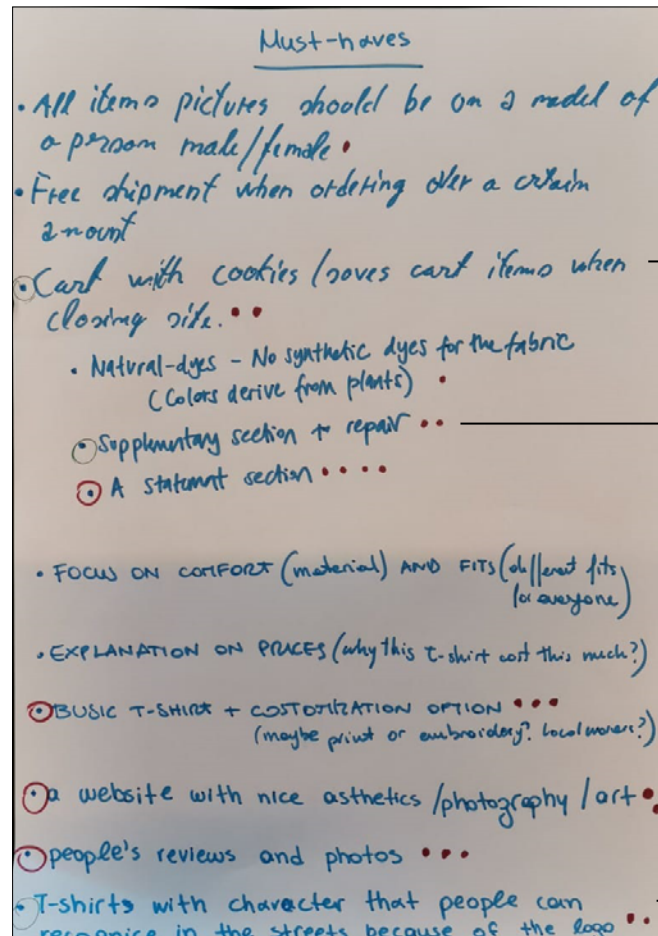
Four-step sketch / Guard rails

Each of us picked 3 must-haves that should be included in our design.

We agreed on using **5 dots each** and selecting **5 must-haves**.

However, at the end of the process we could pick just 4 must-haves since the other 3 had the same amount of dots.

After a long discussion, we decided that we would have stuck with just **4 must-haves** since some of the others were either implicit or just misleading.

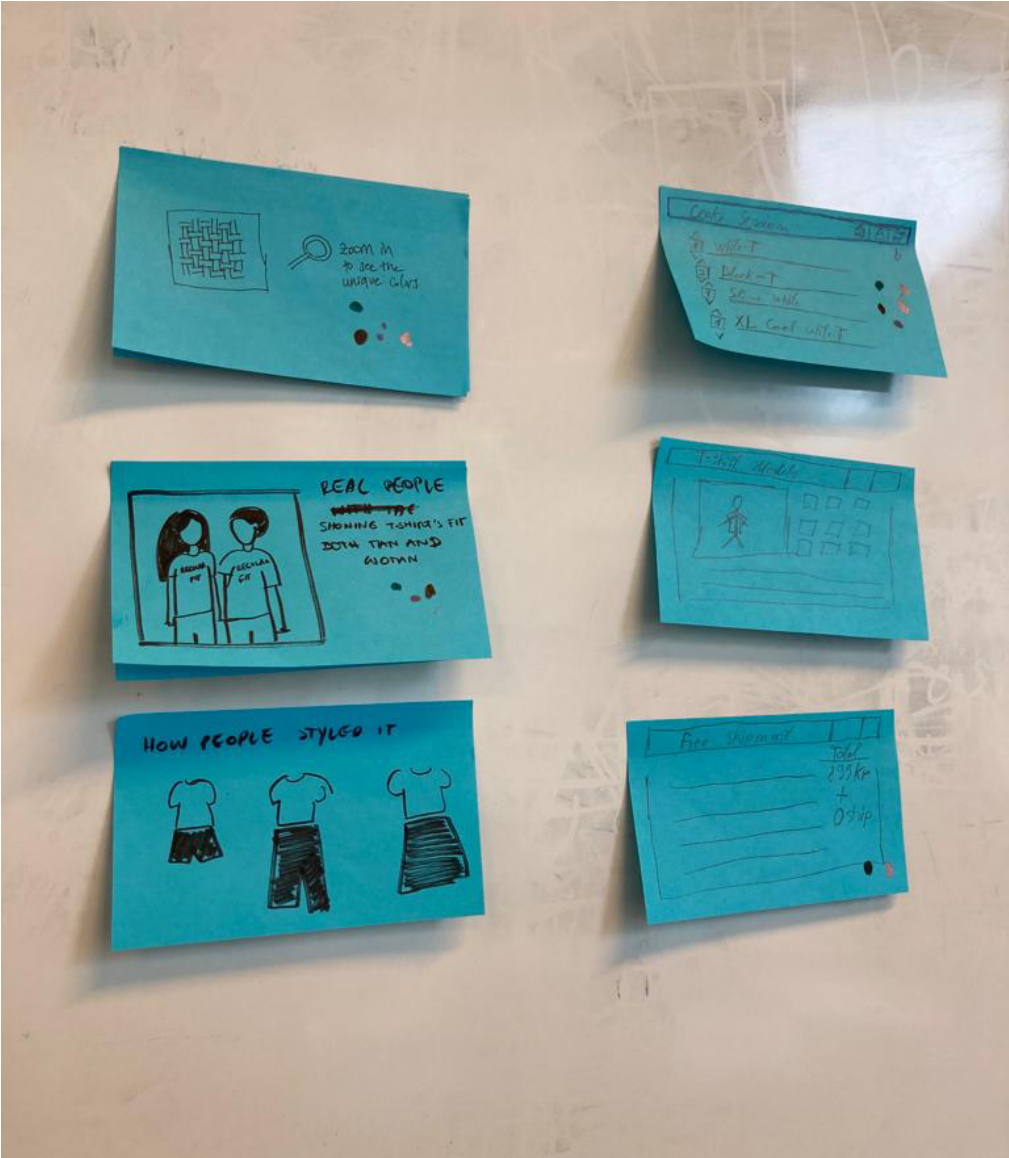


Feature related to users' experience.
It is important but not capable of influence the whole design in itself.
It should be added as a further consideration.

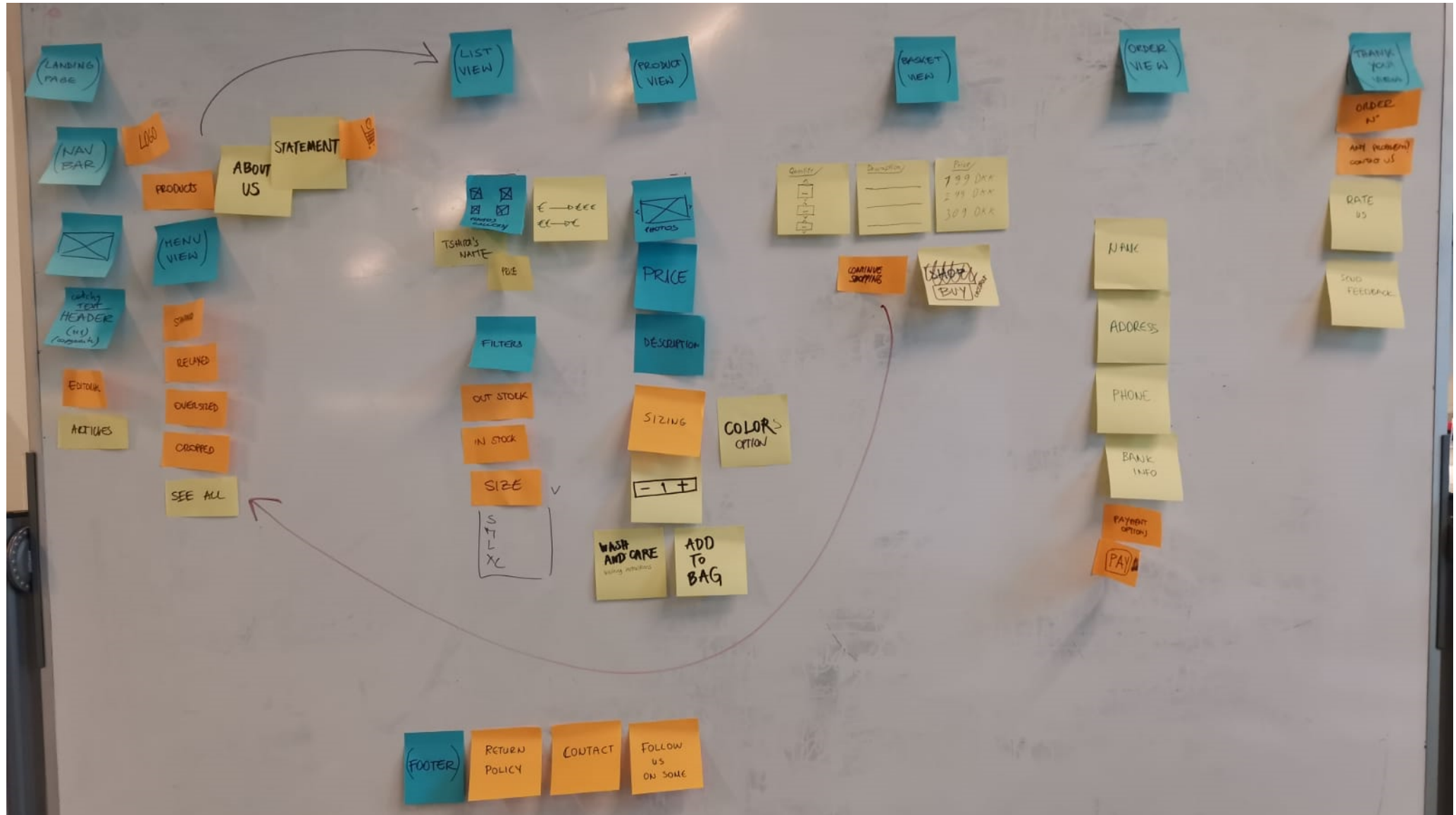
This extra service was coherent with the website's topic, but we agreed that we were putting too many things on the plate.

Our team splitted in half about this and at the end of some discussions it seemed to be too controversial, so we decided to drop the idea.

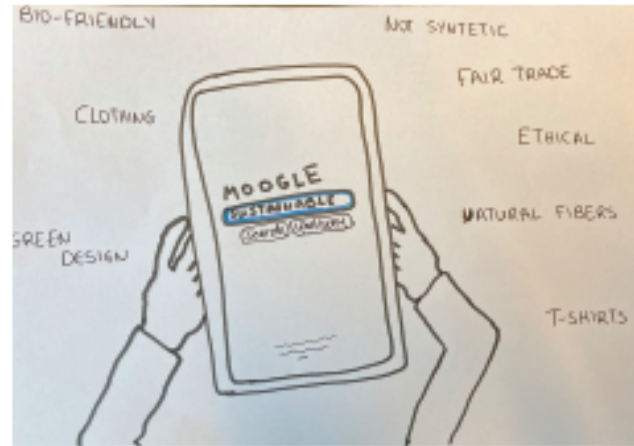
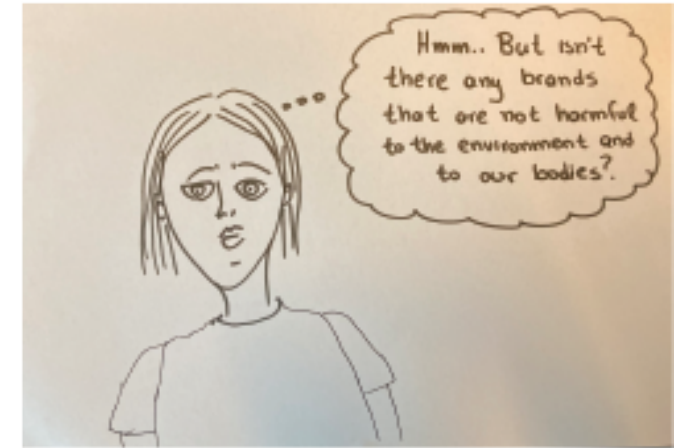
Four-step sketch / Sharing and voting



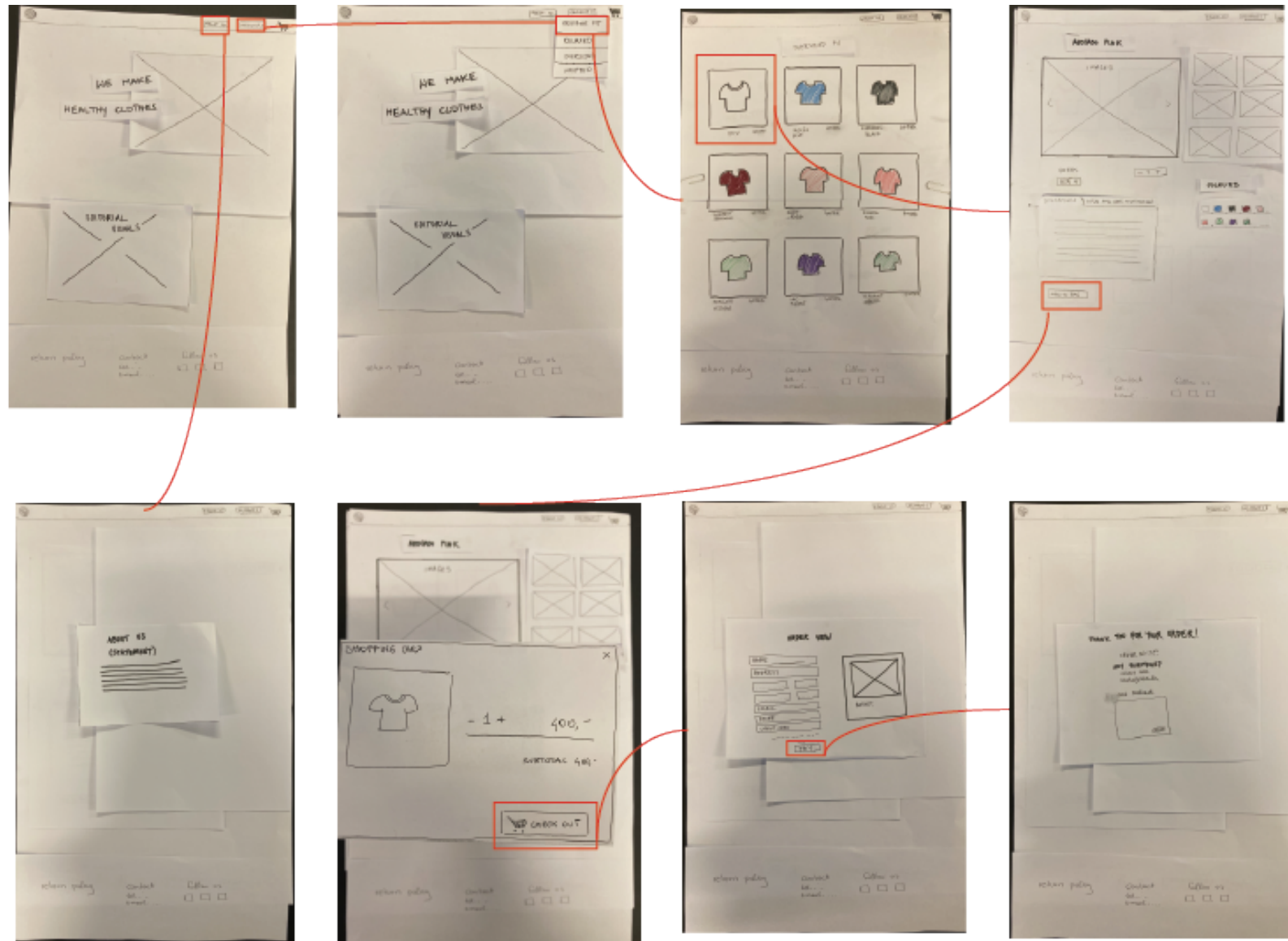
Information architecture / Card sorting



UX Storyboard / Storyboard



Paper prototype / Design

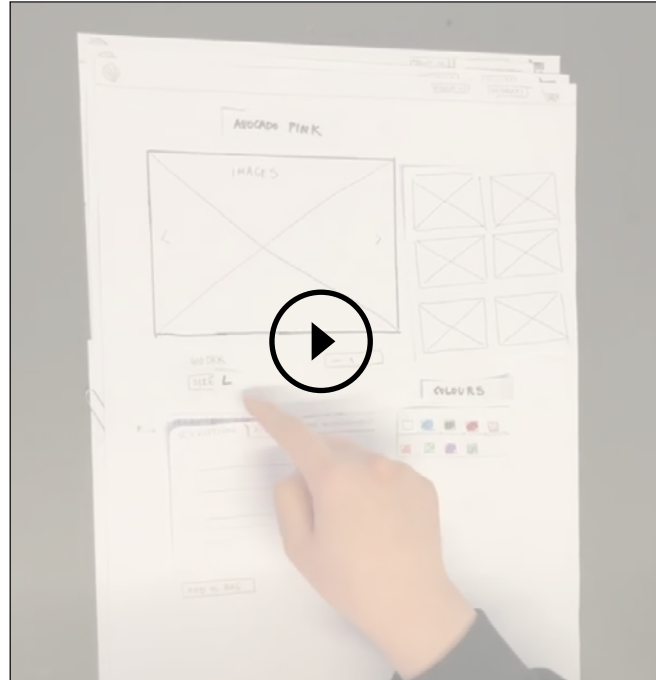


Paper prototype / Testing



Test 1

There was a concern about the need of a double email check field boxes, however our testers were not concerned about it, therefore only one field was left in place



Test 2

Nav bar tabs required adjustments from either side of the header to the middle.

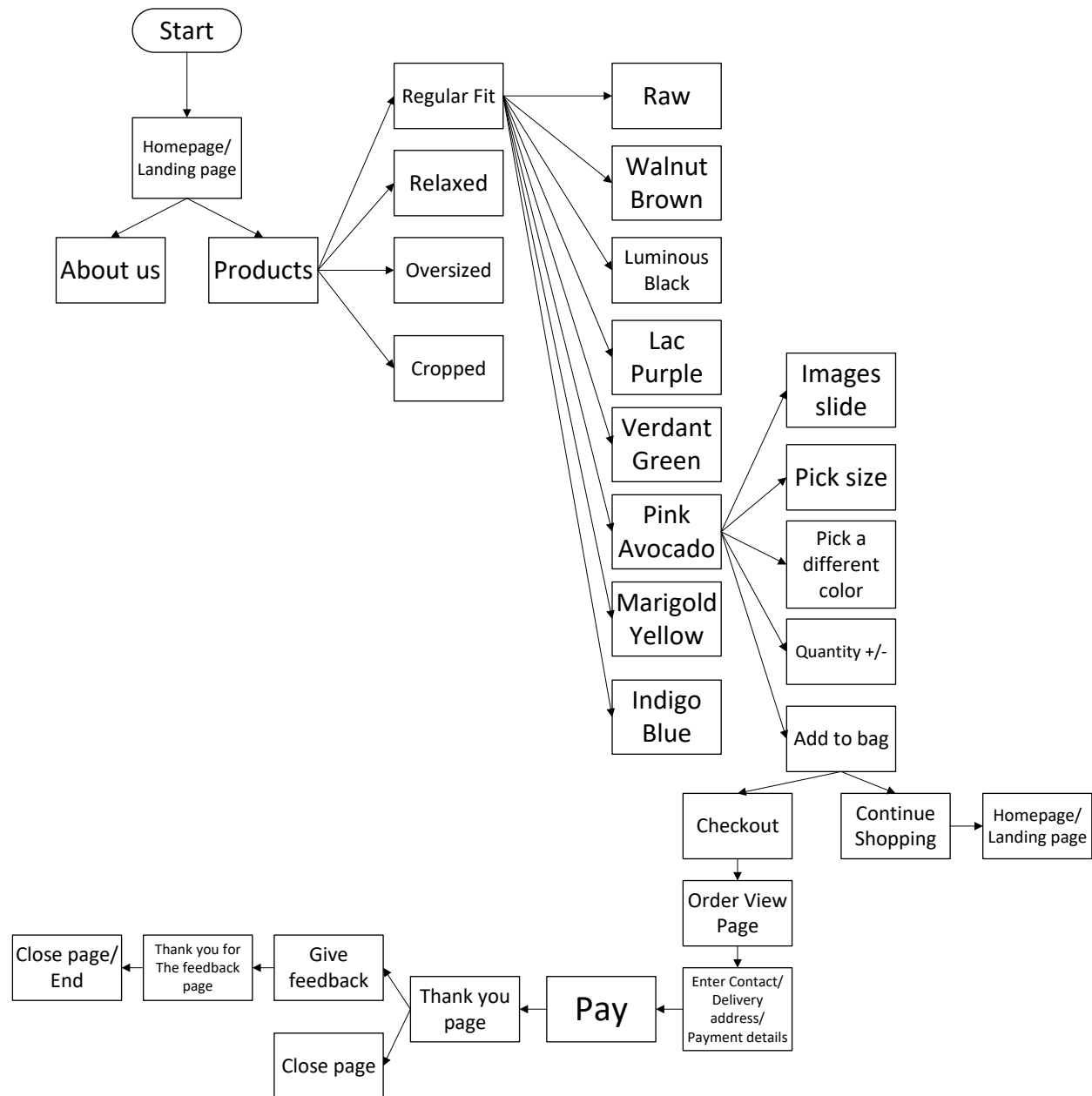
Size, amount and color selection adjusted from inline layout to a combined block layout on the right side.



Test 3

Options added to continue from the product page by closing the modal window and a continue shopping button that takes the user back to the home page.

User flow chart / Website structure



Think-aloud test / Description

Description

Asking test participants to use the test material – in our case the webstore – while continuously thinking aloud and stating their thoughts as they go through the process. As this happens, it can be filmed or screenrecorded to back up the data. Taking notes is also useful to find the key points.

Overall test design

The scope of the test is to do research on the user of our online T-shirt store. To create a shopping experience which is as pleasant and flowing as possible, the user will start on the RAW landing page, and then move on to products page and then to payment.

Test scope

The scope of the test is to find out if a virgin user finds it easy to shuffle through products on the website and make an order.

Think-aloud test / Description

Task 1 - The Selection

Test Description

You would like to buy a t-shirt from us, but first you have to choose what kind of fit and color.

Start page

Landing page

Purpose

To test how the user finds the navigation bar and products on the home page.

Output

Qualitative data about user's navigation preferences.

Metrics

Time-on-task, success rate, self reported ease-of-use.

Task 2 - The Purchase Flow

Test Description

Now that you have chosen what you want to buy, we would like you to make an order.

Start page

Product view

Purpose

To test how the user finds the purchase flow after choosing a product.

Output

Qualitative data about user's navigation preferences.

Metrics

Time-on-task, success rate, self reported ease-of-use.

Task 3 - Payment

Test Description

Tell us if it was an easy and clear form to fill to make a payment.

Start page

Order View

Purpose

To test how the user finds the process of payment.

Output

Qualitative data about user's form filling preferences.

Metrics

Time-on-task, success rate, self reported ease-of-use.

Think-aloud test / Online Store test – User

Intro (5 min):

Hi, I'm Sifat, and I will be the test facilitator today. This is Robert, who will observe the test and take notes. We have approached you today to evaluate the main features on our online t-shirt web store – if it is easy to navigate and make an order. It's important to say that we are testing the web store's user's flow not you as a user. The aim is to create an easy and pleasant online shopping experience.

During the test we will ask you some questions and require you to do some tasks. While you are doing the tasks, we need you to think aloud, which means that you should tell us what you are doing and your motivations for doing it. You will also be filmed during the test, we are doing this to record the data and to back up our test results. The film is for internal use only.

If you would like to stop the test for any kind of reason, it is completely fine. You can also ask questions at any time. Your data and answers are kept confidential and will be anonymized in the reports we make afterwards.

Interview

1. Are you used to shop online?
2. What do you think about the layout of the webpage?

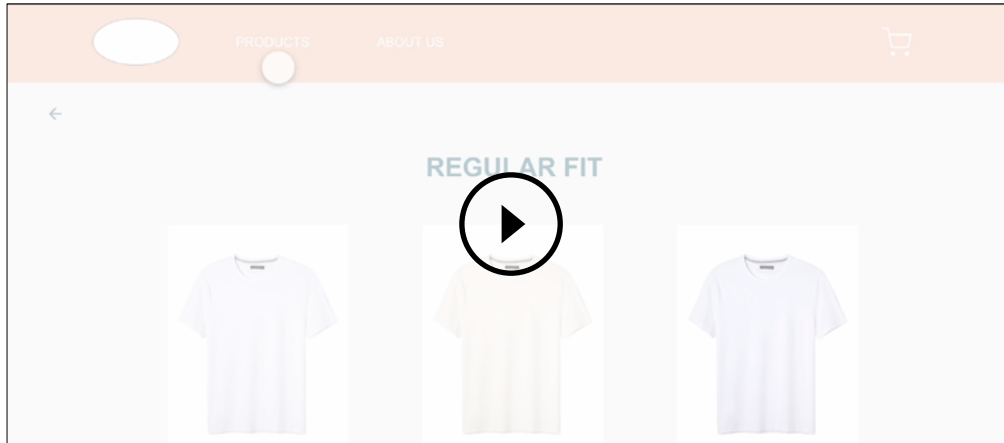
Test Start

You will be asked to do some tasks. While you are doing the tasks, we need you to think aloud, which means that you should tell us what you are doing and your motivations for doing it.

When you think the task is done, please tell us. I may also stop you, when we have the data we need.

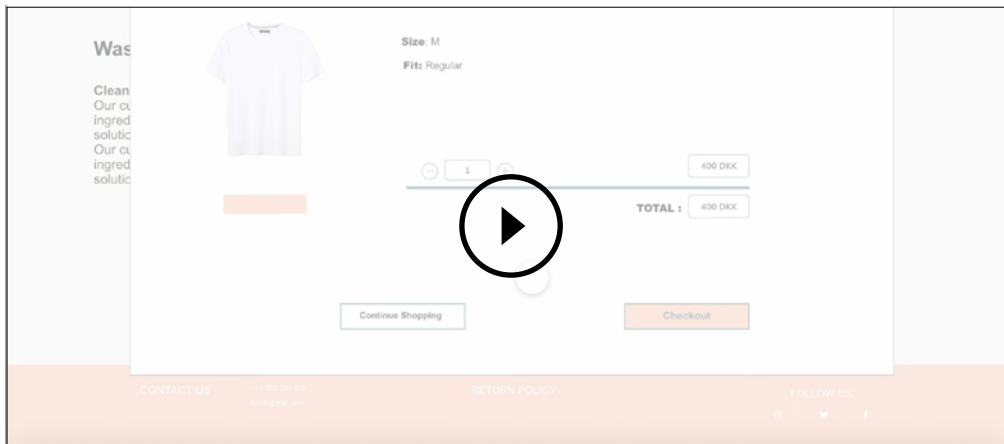
It could also be that you give up - that's OK. You can ask questions about understanding the task, but we may choose not to answer your question if it influences the test results.

Think-aloud test / Test and notes



Participant #1 - Main findings

The participant found the flow is easy and pleasant. The main key findings were that the drop down menu is too small and the check-out design was too minimal. As a group we have decided to work on our design in the next step.



Participant #2 - Main findings

The participant stated that the navigation was “very easy to go through”. But we have observed the same problem with our menu bar that it is too small.

Thank you!