

Sparks - Web store in Adobe XD

Ryllian Zhang

Project overview



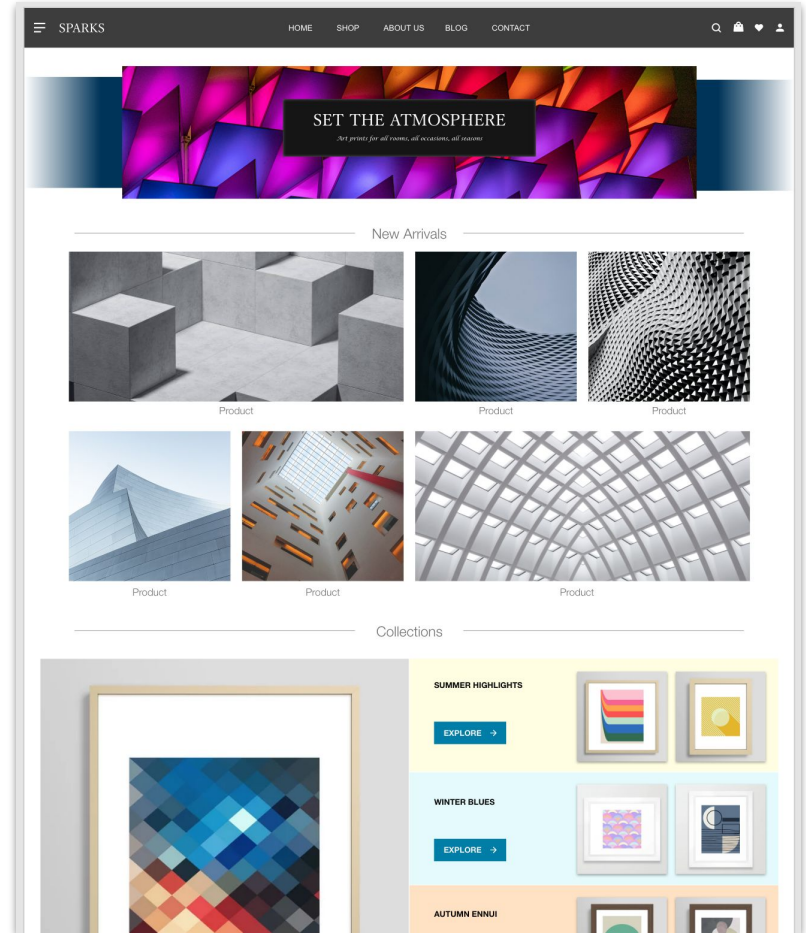
The product:

Sparks is a small graphic artist studio located in rural New Zealand. The studio strives to offer a range of products, and prides themselves in being upfront with pricing. Due to the remote physical location of their studio, they target younger audiences via their online storefront.



Project duration:

August - October 2022



Project overview



The problem:

The current web store is outdated and does not resonate well with their core customer base.



The goal:

Design a modern web storefront for Sparks that allows them to better offer their products to existing and new customers.

Project overview



My role:

Lead UX designer



Responsibilities:

Everything

Understanding the user

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

User research: summary



I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research was young adults who prefer a web store with more transparent pricing and easier navigation.

This user group confirmed initial assumptions about Spark's customers, but research also revealed additional needs from our users. Other user feedback highlighted challenges in regards to site layout as well as visual contrast in typefaces, fonts and color choices.

User research: pain points

1

Clear Pricing

Users overwhelmingly prefer clear and upfront pricing.

2

Navigation

Users often don't know what to search for due to the nature of the product.

3

Accessibility

Websites in this industry make heavy use of cursive fonts, which can be very difficult to read.

Persona: John

Problem statement:

John is a busy working professional who needs a quick and simple way to decorate the rooms of his flat.



John

Age: 26
Education: Diploma
Hometown: Perth, Australia
Family: Single
Occupation: IT Administrator

"I just don't want to think too much about it"

Goals

- To decorate his new studio apartment.

Frustrations

- Browsing to match things in a room takes too long.

John is a busy IT administrator that works from home a lot.

He's recently moved into a new apartment which does not have much in terms of decoration. This is John's first time purchasing artwork and would like an easy way to provide ambiance to each living space.

Persona: Sophie

Problem statement:

Sophie is a student and aspiring graphic artist who needs a well laid out platform to browse for gifts and inspiration.



Sophie

Age: 21

Education: High School Graduate

Hometown: Melbourne, Australia

Family: Married

Occupation: Barista

"Ugh this collection is so not fetch"

Goals

- To browse artwork for inspiration and occasional gifts.

Frustrations

- Poor navigation filters.

Sophie is an aspiring graphic artist who loves to windowshop artwork.

She enjoys browsing platforms with clear categories, social media integration and multiple wishlists so that she can track and share her finds.



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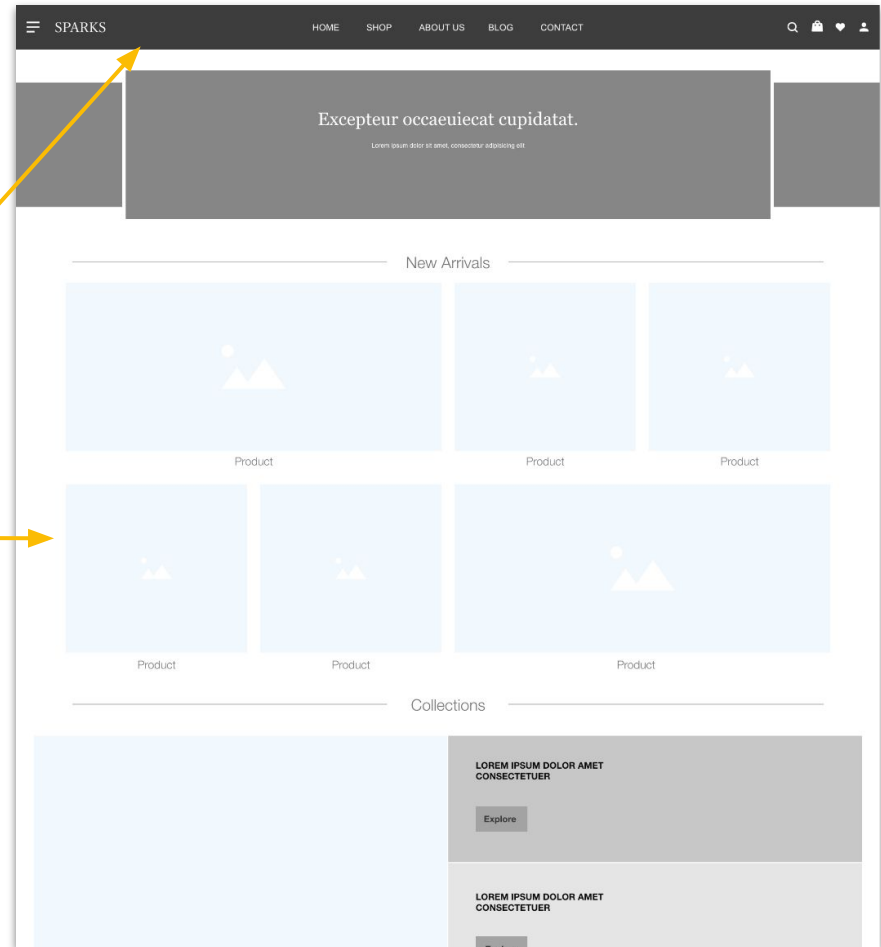
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Digital wireframes

As part of the initial design phase, I made sure to base screen designs on feedback and findings from the user research.

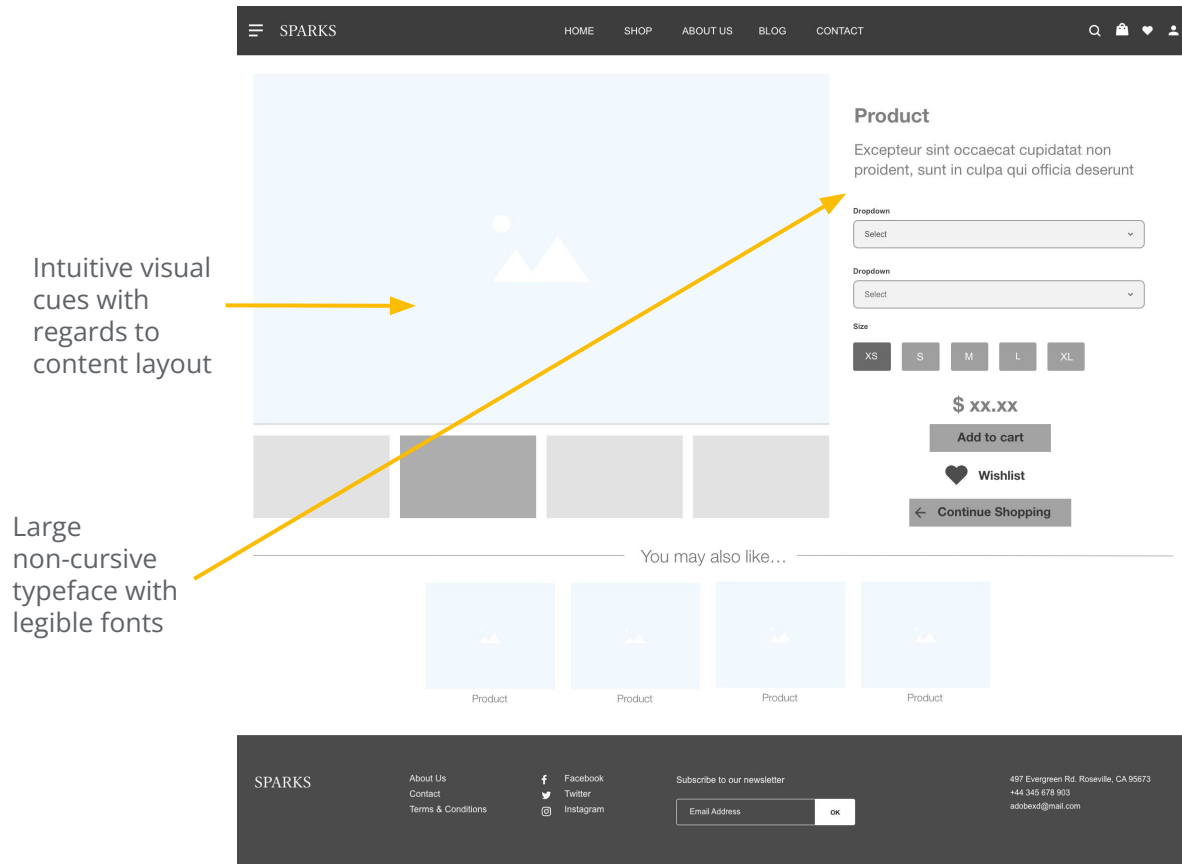
Easy access to navigation and common features

Minimalistic layout with accessible fonts

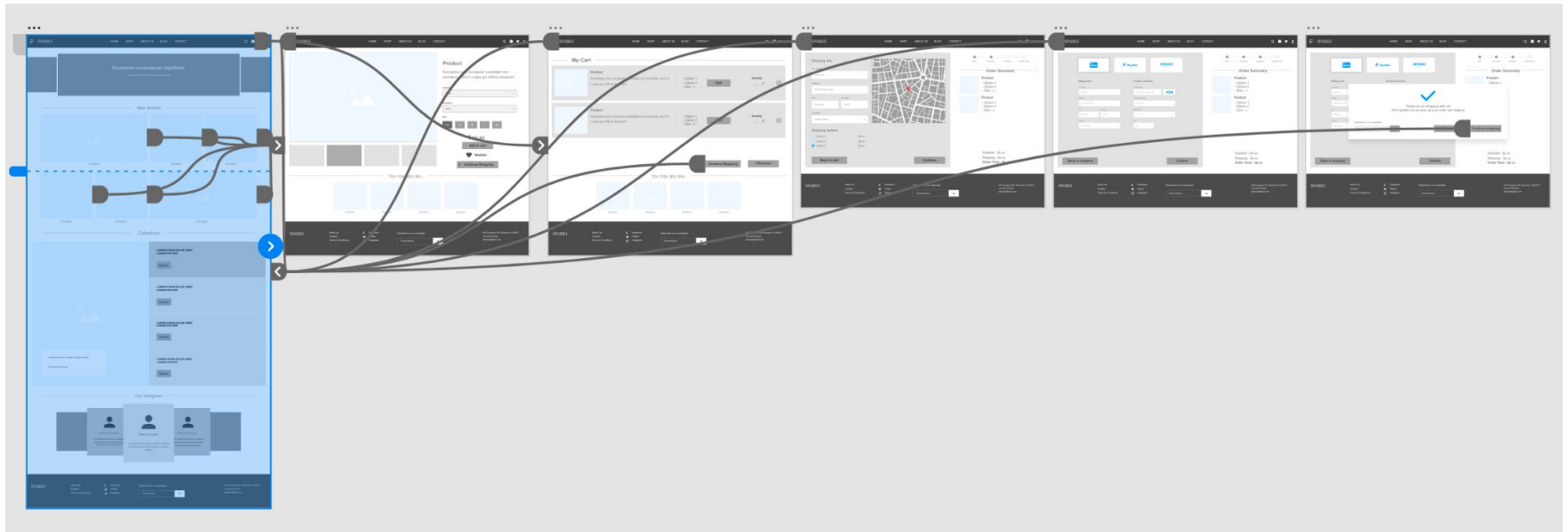


Digital wireframes

Easy navigation was a priority in the wireframe design. This meant consideration of visual layouts cues and typeface/fonts as well as grouping.



Low-fidelity prototype



The low-fidelity prototype connected the primary user flow of viewing a popular product and going through with a purchase, so the prototype could be used in a usability study with users.

[View the Sparks low-fidelity prototype](#)

Usability study: findings

Write a short introduction to the usability studies you conducted and your findings.

Round 1 findings

- 1 Users wanted a back button on the product page
- 2 The lack of labelling on product pictures could be confusing

Round 2 findings

- 1 Form inputs could be confusing as to what format is expected
- 2 A map to visually confirm address could be beneficial

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

Early designs didn't include any placeholder text in the forms, which left the input format ambiguous.

Before usability study

SPARKS HOME

Shipping Info

FULL NAME

ADDRESS

CITY ZIP CODE

COUNTRY

Shipping Options

☐ Option 1 \$x.xx

☐ Option 2 \$x.xx

☒ Option 3 \$x.xx

Back to cart

After usability study

SPARKS HOME

Shipping Info

FULL NAME

John Doe

ADDRESS

497 Evergreen Rd.

CITY ZIP CODE

Roseville 95673

COUNTRY

United States

Shipping Options

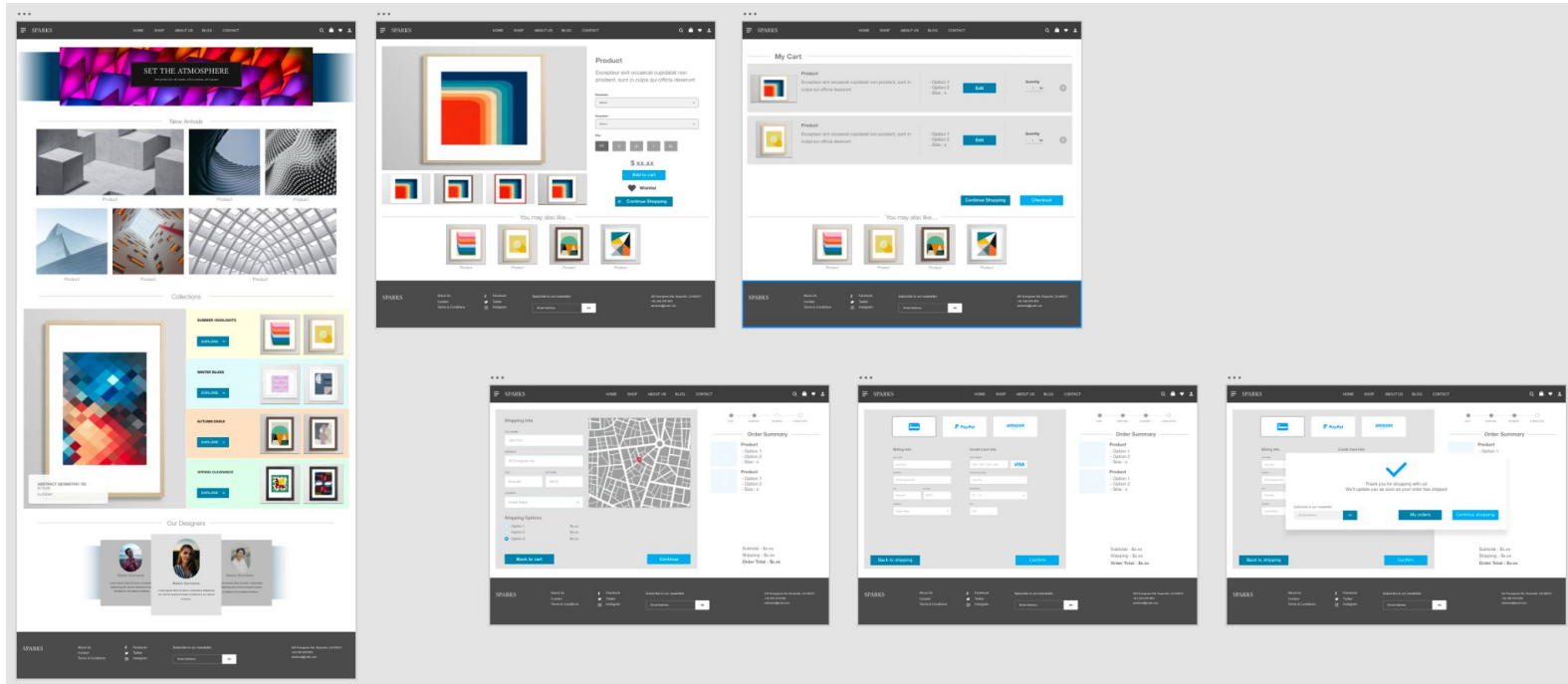
☐ Option 1 \$x.xx

☐ Option 2 \$x.xx

☒ Option 3 \$x.xx

Back to cart

High-fidelity prototype



<https://xd.adobe.com/view/e3f873b2-2482-44b0-8a03-0ed34ebc9647-b6ab/>

Accessibility considerations

1

Provided access to users who are vision impaired through adding labels and figure captions to photos.

2

Used icons to help make navigation easier.

3

Used a legible typeface and font across all buttons and text fields.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The website design really caters to different browsing/shopping styles.

One quote from peer feedback:

"The collections category was really cool! I've always wanted to decorate a room with 1 click"



What I learned:

While designing the Sparks web store app, I learned that the first ideas for the app are only the beginning of the process. Usability studies and peer feedback influenced each iteration of the app's designs.

Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine any new areas of need.

Let's connect!



Thank you for your time reviewing my work on the Sparks website! If you'd like to see more or get in touch, my contact information is provided below.

Email: ryllianz@gmail.com