BoraStore- A Concert Merchandise App

Saumya Gorantala

Project overview
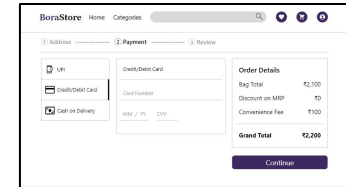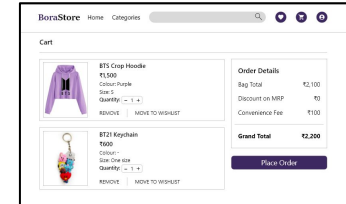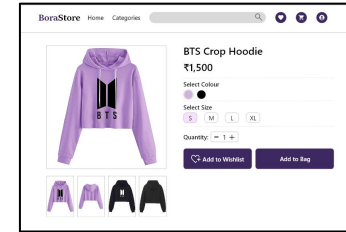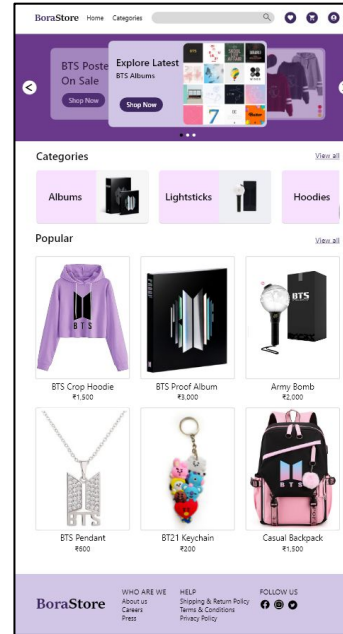

The product:

BoraStore is a concert merchandise app. This website is specific to the kpop boy group BTS. Using this website the users can purchase merchandise online easily and offers a wide range of BTS merch for lovers of kpop.

Project duration:

March 2023 to July 2023

Project overview

The problem:

People lack the time to wait in long lines to purchase merchandise.

The goal:

Design an app that allows users to order online and receive merchandise easily and quickly.

Project overview

My role:

UX designer designing a concert merchandise app.

Responsibilities:

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

Understanding the user

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

Google

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 working adults who don't have time to stand in lines to buy merchandise.

This user group also revealed that time was not the only factor limiting users from buying products
from stores. Other user problems the possibility of items being sold out, not knowing where the
stores are located, and the salesman hovering around and pressuring users to purchase items.

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User research: pain points

1

Time

Working adults are too busy to spend time waiting in lines

2

Uncertainty

Not knowing when the products are sold out

3

Pressure

Store salesman pressuring users to buy items

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Persona: **Sruthi**

Problem statement:

Sruthi is a busy working woman who needs easy access to purchasing merchandise because she has no time to wait in long lines to buy merchandise.

Sruthi

Age: 35
Education: College
Hometown: India
Family: Single
Occupation: Software Developer

"I want to support my favourite artist but I don't have to purchase merch from stores"

Goals

- To save time and effort by purchasing merchandise online at home freely
- To improve merchandise purchasing experience for fans and sellers
- To allow easy and quick delivery of concert merchandise

Frustrations

- Not knowing payment options and price of concert items ahead of time
- Items being sold out
- Waiting in long lines to purchase merchandise wastes a lot of time and money

Sruthi started listening to her favourite artist in school and ever since then she had been going to concerts to support them. But she found it inconvenient to wait in long line for concert products. Buying merchandise online would be much easier and hassle free for her.

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User journey map

Mapping Sruthi's user journey revealed how helpful it would be for users to have access to a dedicated BoraStore app.

Persona: Sruthi

Goal: A fast and easy way to purchase concert merchandise

ACTION	Browse Merchandise	Place Order	Complete Order	Receive Order
TASK LIST	A. Browse merchandise B. Select items C. Add items to cart	A. Review items in cart B. Provide phone number, address C. Place order	A. Provide payment details B. Confirm order	A. Receive items B. Check items for any defects C. Confirm delivery
EMOTIONS	Overwhelmed by many item choices Excited on finding a specific item	Anxious about having to remember order Annoyed at time it takes to confirm order	Anxious about giving card details Excited about receiving order after confirmation	Happy to receive items
IMPROVEMENT OPPORTUNITIES	Provide search filter Include images	Allow easy and smooth flow for checkout	Give choice to tip	Provide feedback option Provide return option

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Starting the design

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

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Site Map

This is the site map I created that shows how the main features the user is looking for. My goal was to use a minimalist approach so that the users to not feel overwhelmed and have the most important features hand and all set. The structure I chose was designed to make the user flow easy and efficient
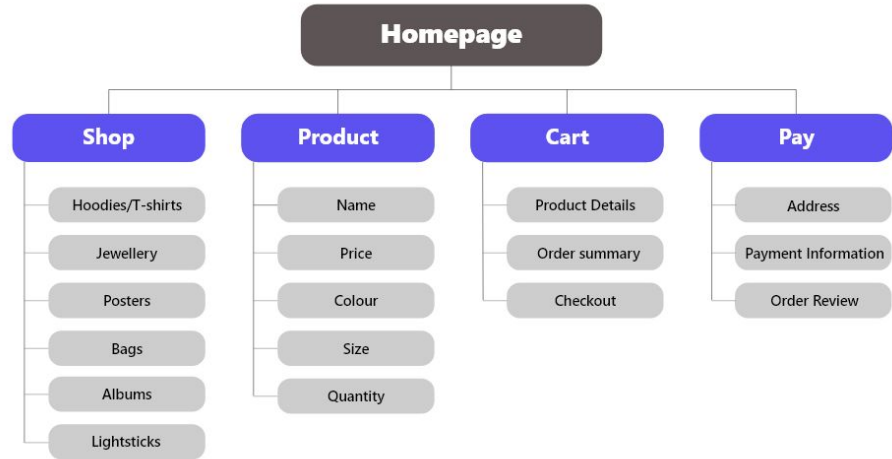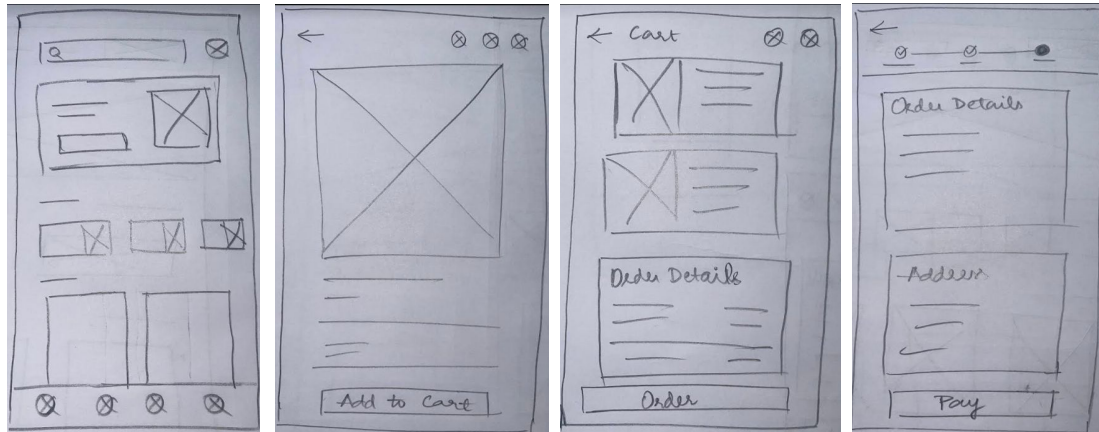
Paper wireframes

Next, I drafted iterations of each screen of the website on paper to ensure that the elements that made it to digital wireframes would be well-suited to address user pain points. For the home screen, I prioritized a quick and easy ordering process to help users save time.
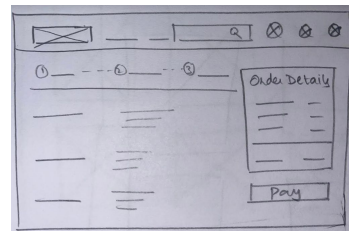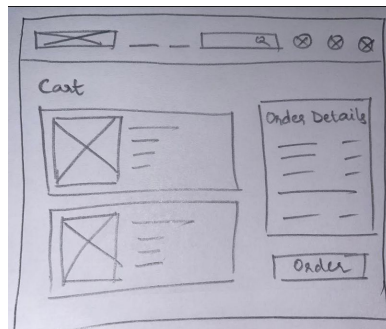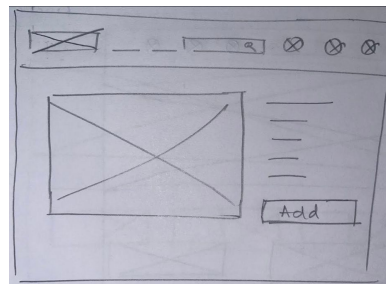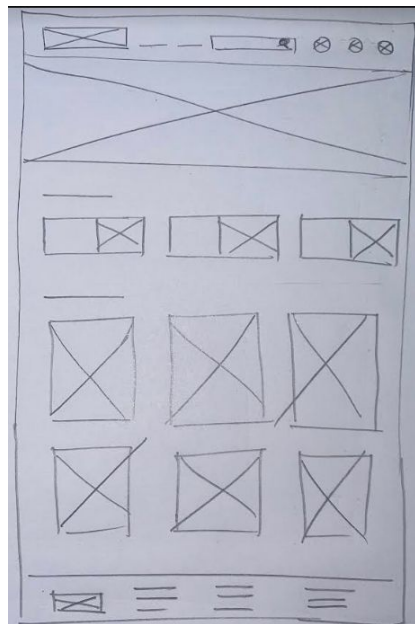
Paper wireframes
Screen Size Variations

Since the users of
BoraStore can access the
site on devices of different
sizes, I started working on
designs for additional
screen to make sure that
the site is completely
responsive.

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Digital wireframes

I then converted my paper wireframes to digital wireframes. Focusing on the location of useful buttons and visual element location I designed the digital wireframes which made it easier to understand the flow of the site.


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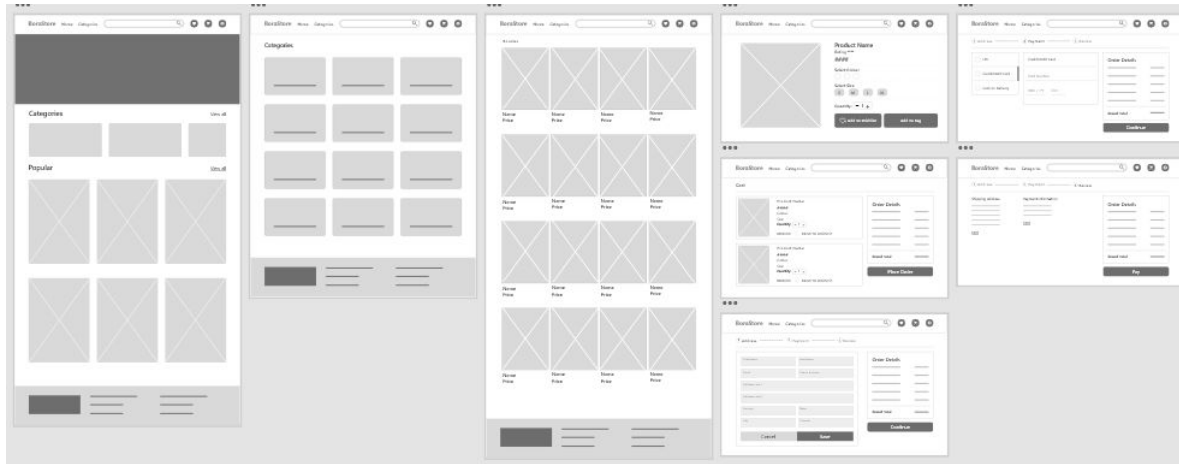
Digital wireframes Screen Size Variations

Here is the digital wireframes for another smaller screen size.

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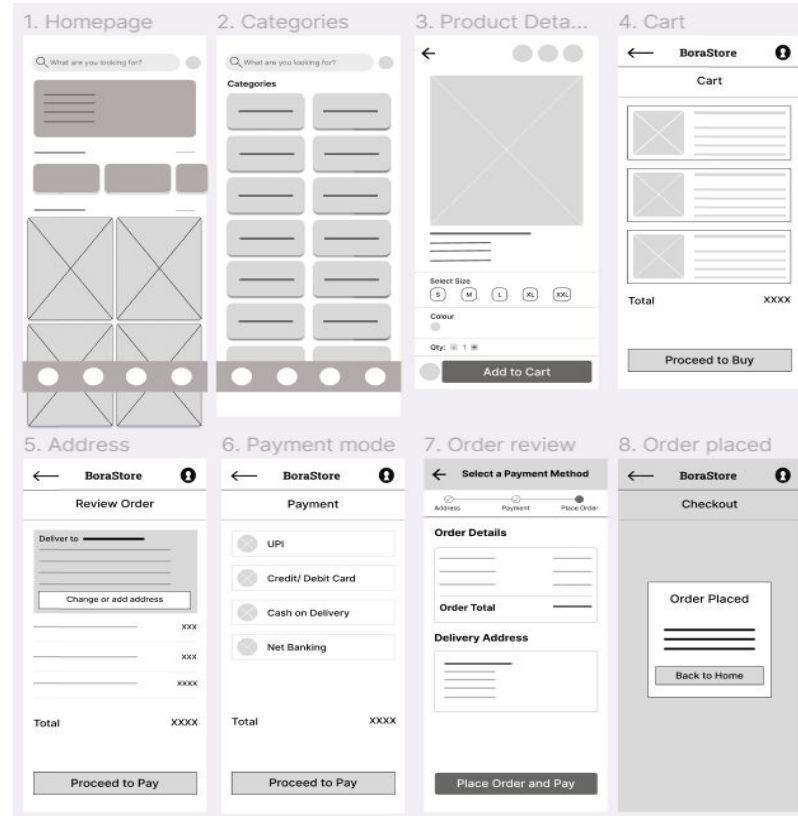
Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected involved browsing the site, adding items to cart and checking out, so the prototype could be used in a usability study.

View the BoraStore

low-fidelity prototype

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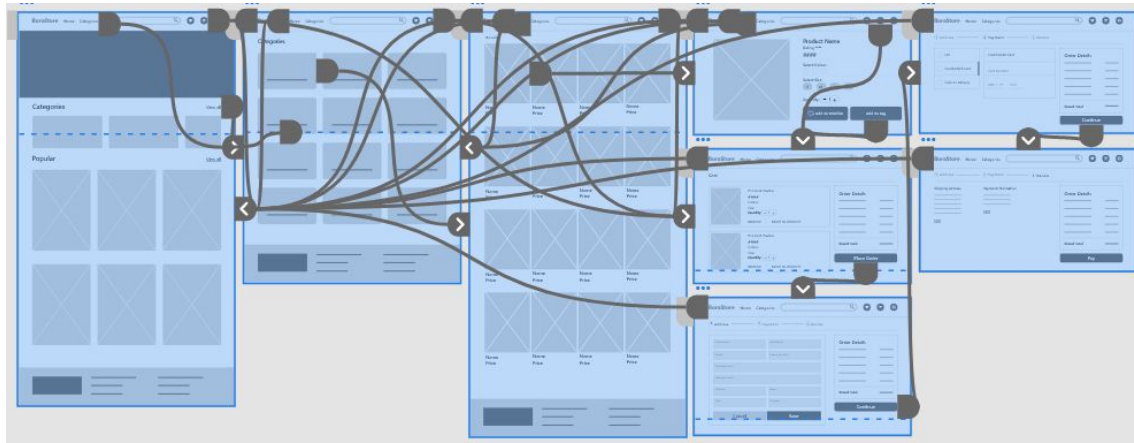
Low-fidelity prototype

This is a low-fidelity prototype for another screen

View the BoraStore

[low-fidelity prototype](#)

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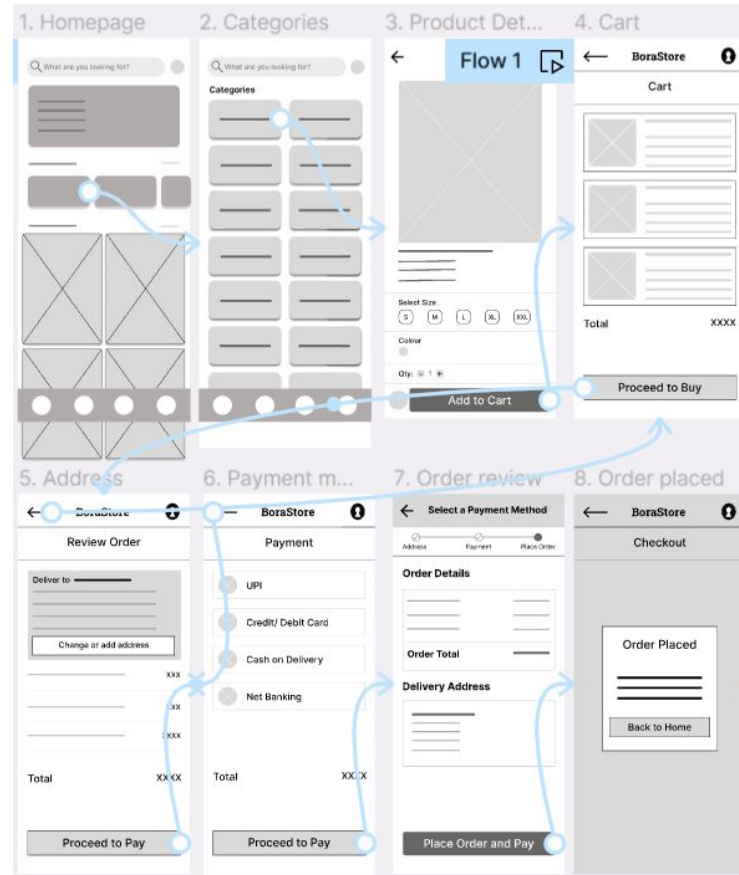
Usability study: parameters

Study type:

Unmoderated usability study

Location:

India, remote

Participants:

5 participants

Length:

20-30 minutes

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Usability study: findings

Below are the findings from the user study

1

Cart

Once items have been added to cart users did not find a way to remove items from the list

2

Payment

Users wanted a confirmation of order

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Refining the design

- Mockups

- High-fidelity prototype

- Accessibility

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Mockups

Early designs allowed for some customization, but after the usability studies, I added additional options to specifically select **hoodies, albums and lightsticks**. I also revised the design so users see **all the popular products** when they first land on the screen.

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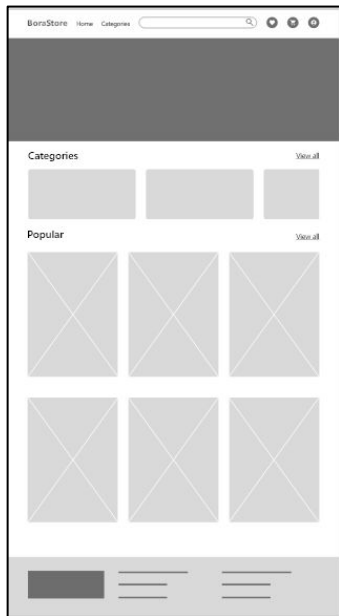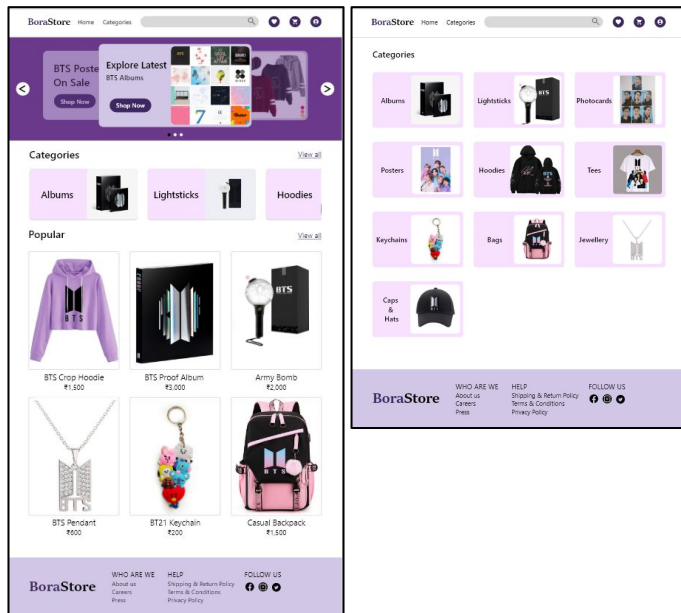
Mockups

The second usability study revealed frustration with the absence of order review page. To solve this, I added a order review option.
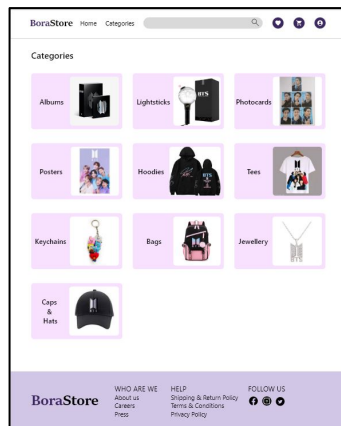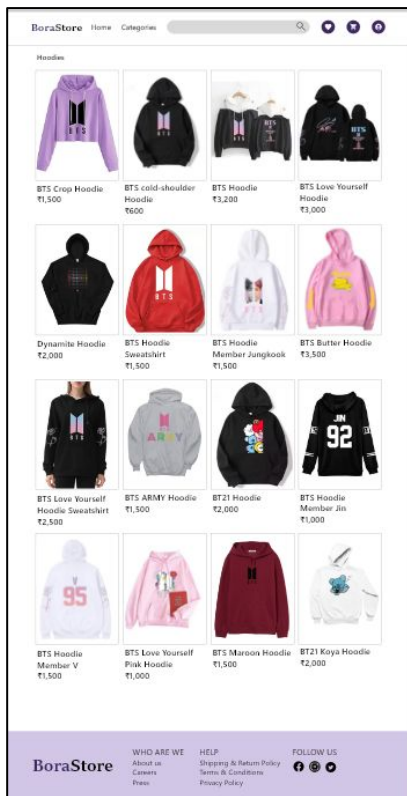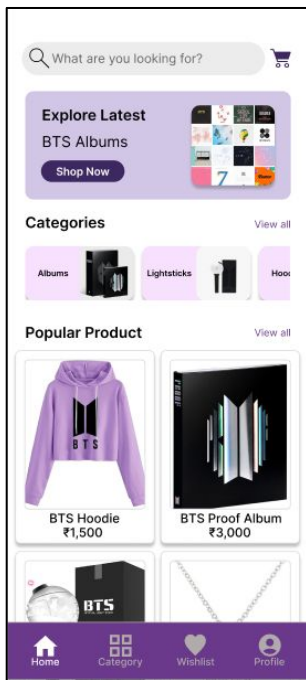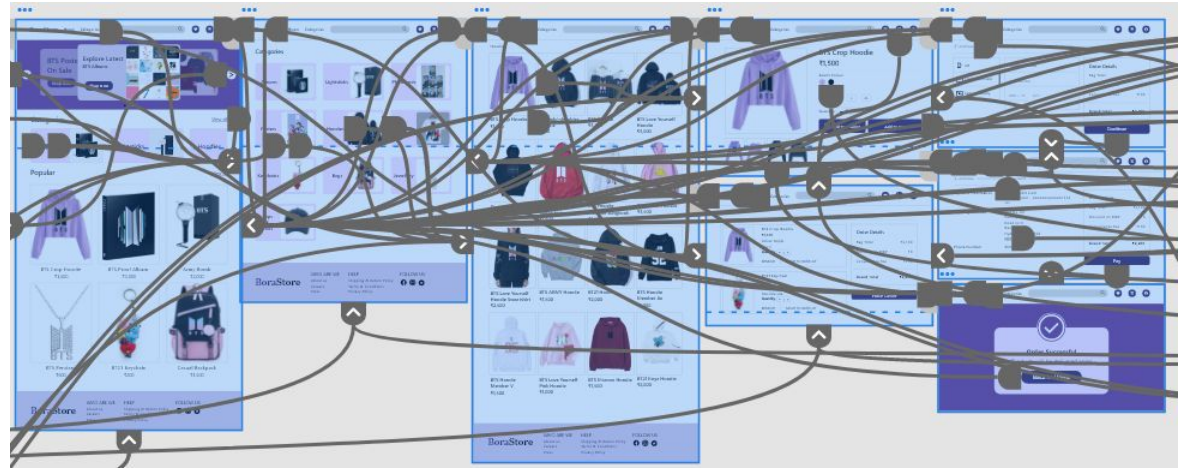
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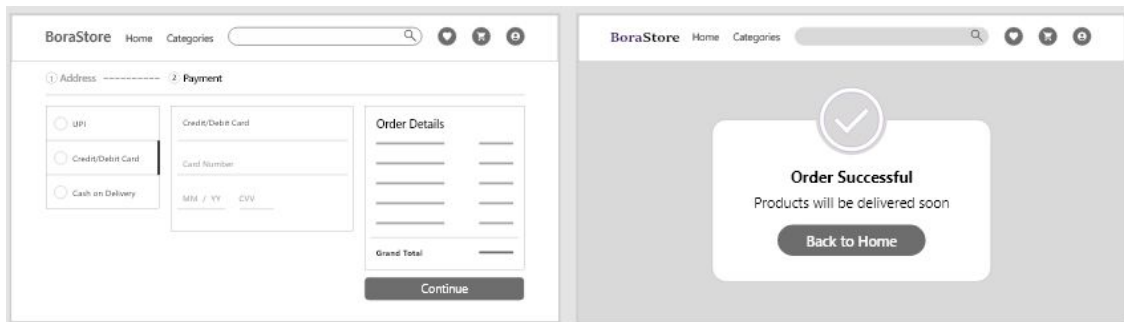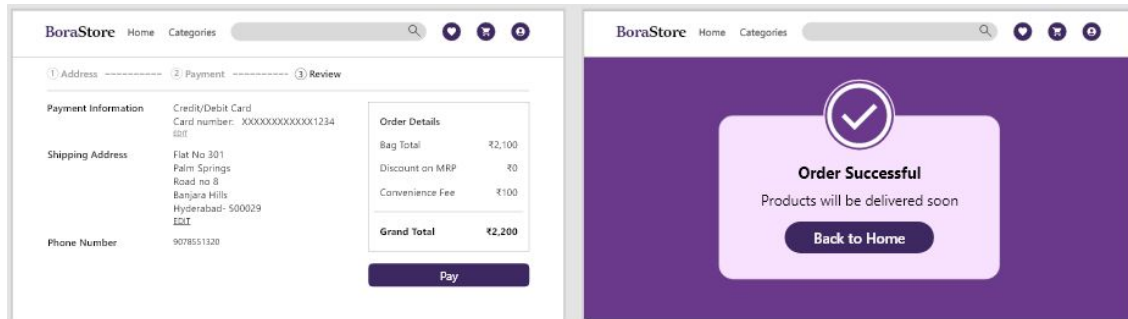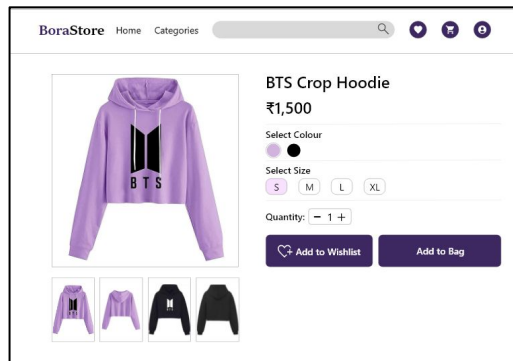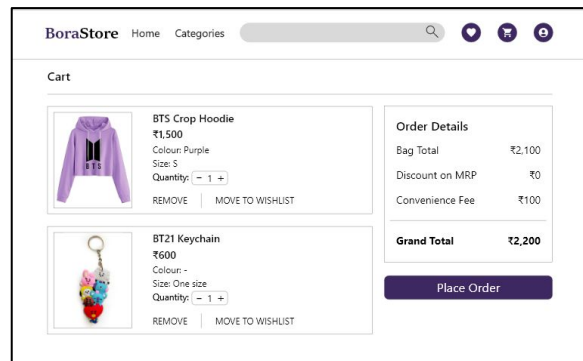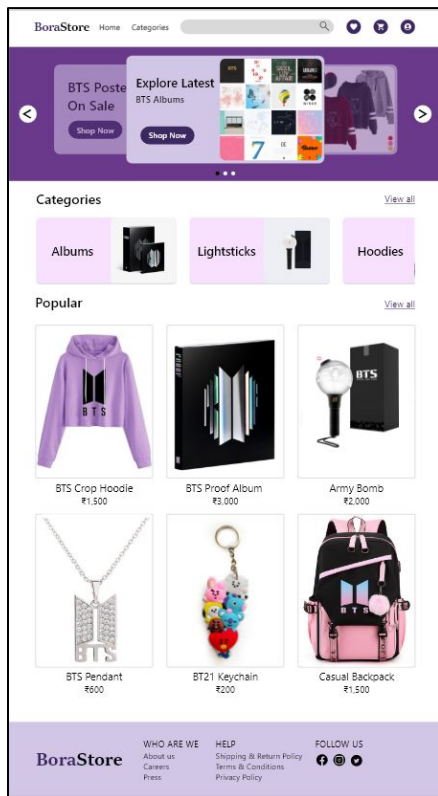
Mockups

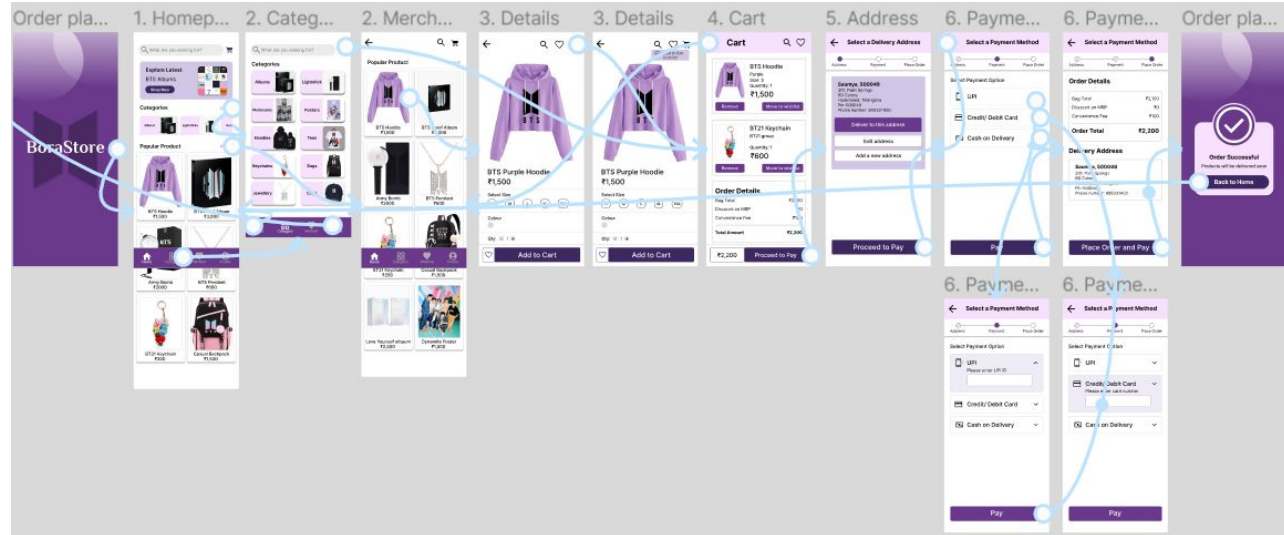# Mockups: Screen Size Variations

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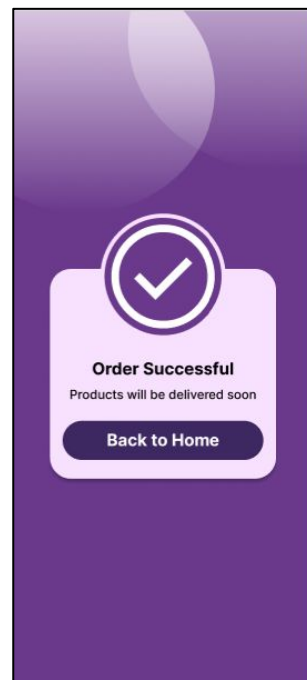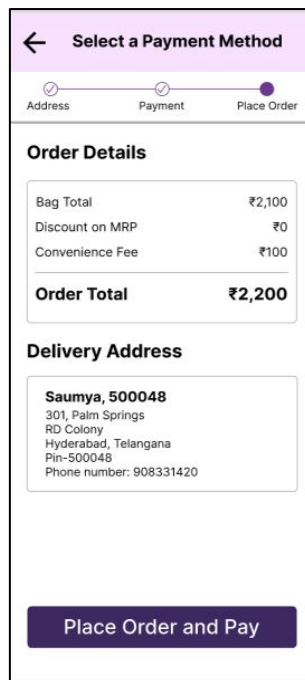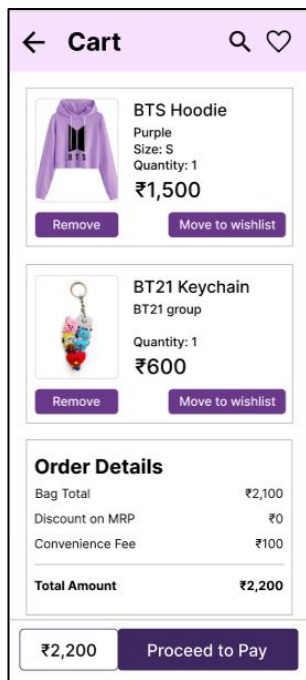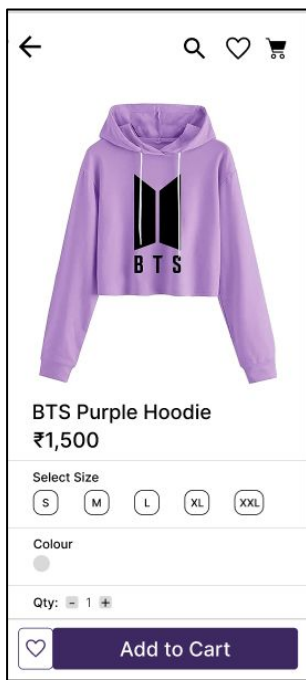
High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for ordering an item and checkout.
View the BoraStore high-fidelity prototype

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High-fidelity Prototype
Screen Size Variations

View the BoraStore

high-fidelity prototype

Accessibility considerations

1

I used font size for different headings for clear visual hierarchy

2

I used icons to help users make navigate easily.

3

Used additional customization options like size and quantity of items to help all users in easy and fast ordering.

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Going forward

- Takeaways
- Next steps

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Takeaways

Impact:

Our target users shared that the site helped them feel more in control of their time and the design was easy to navigate, straight forward user flow and visually pleasing images.

What I learned:

While designing the BoraStore 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. And even a small change can have a huge impact on the user experience.

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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.

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Let's connect!

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

Email: saumyagorantala6@gmail.com

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