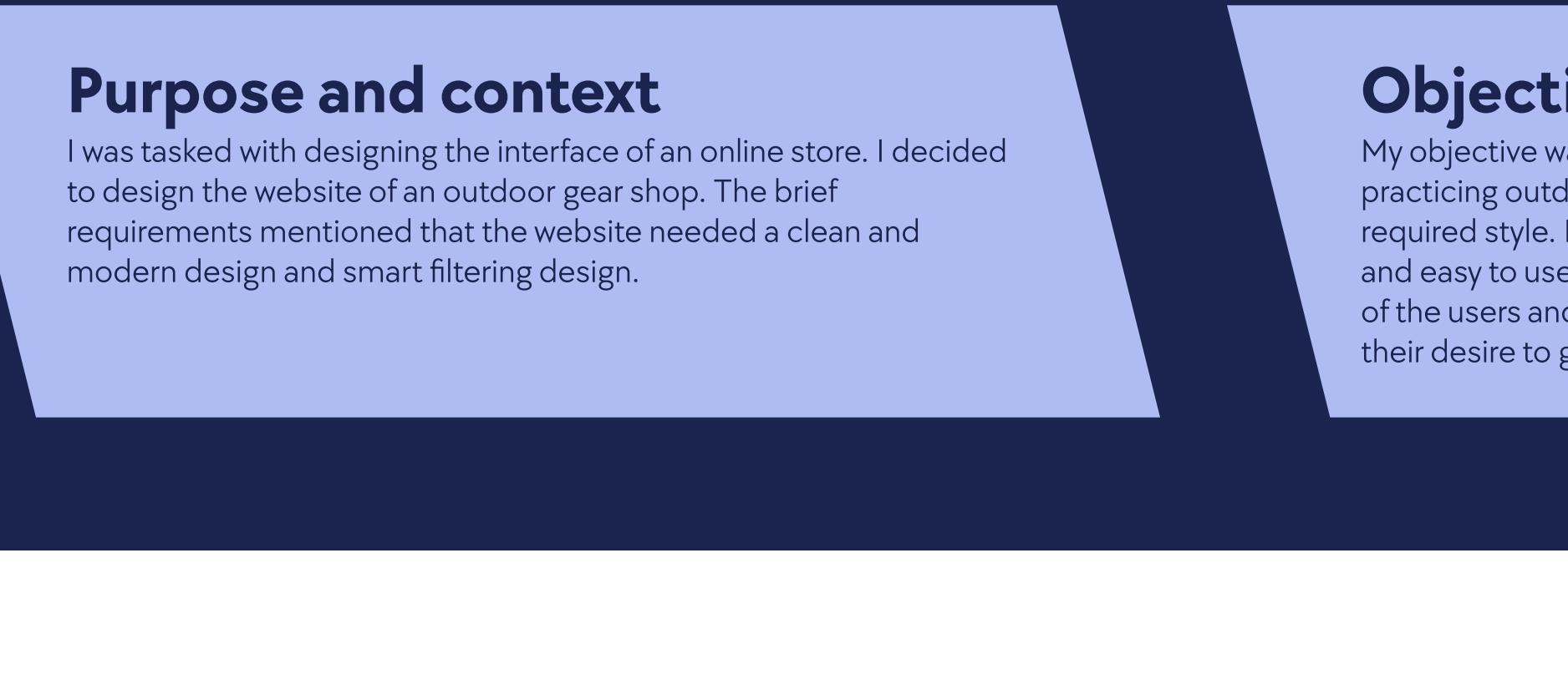
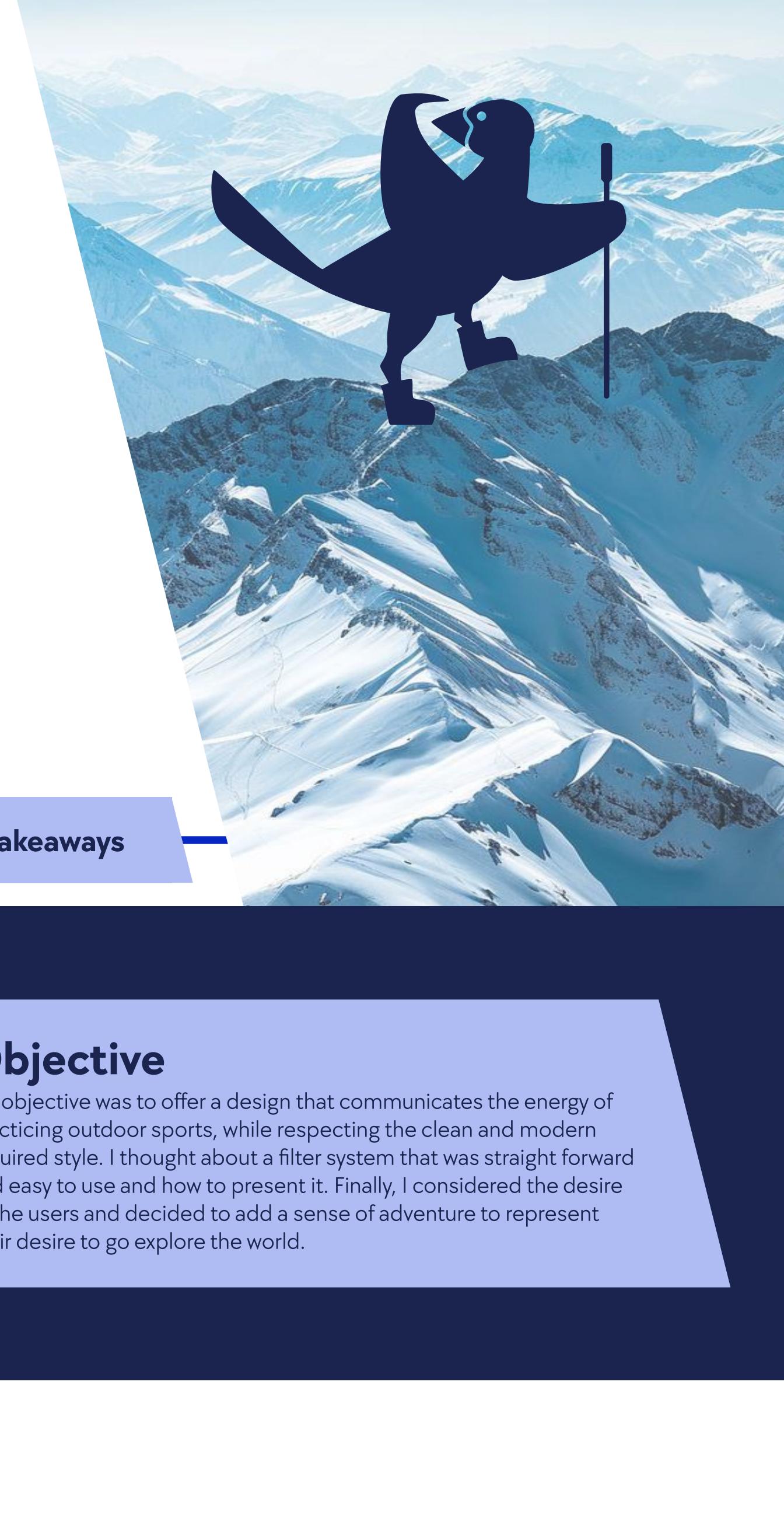


# OUTGEAR

An online store to buy outdoor equipment and high quality sport gear with easy and straight forward search and filter features.



## Purpose and context

I was tasked with designing the interface of an online store. I decided to design the website of an outdoor gear shop. The brief requirements mentioned that the website needed a clean and modern design and smart filtering design.

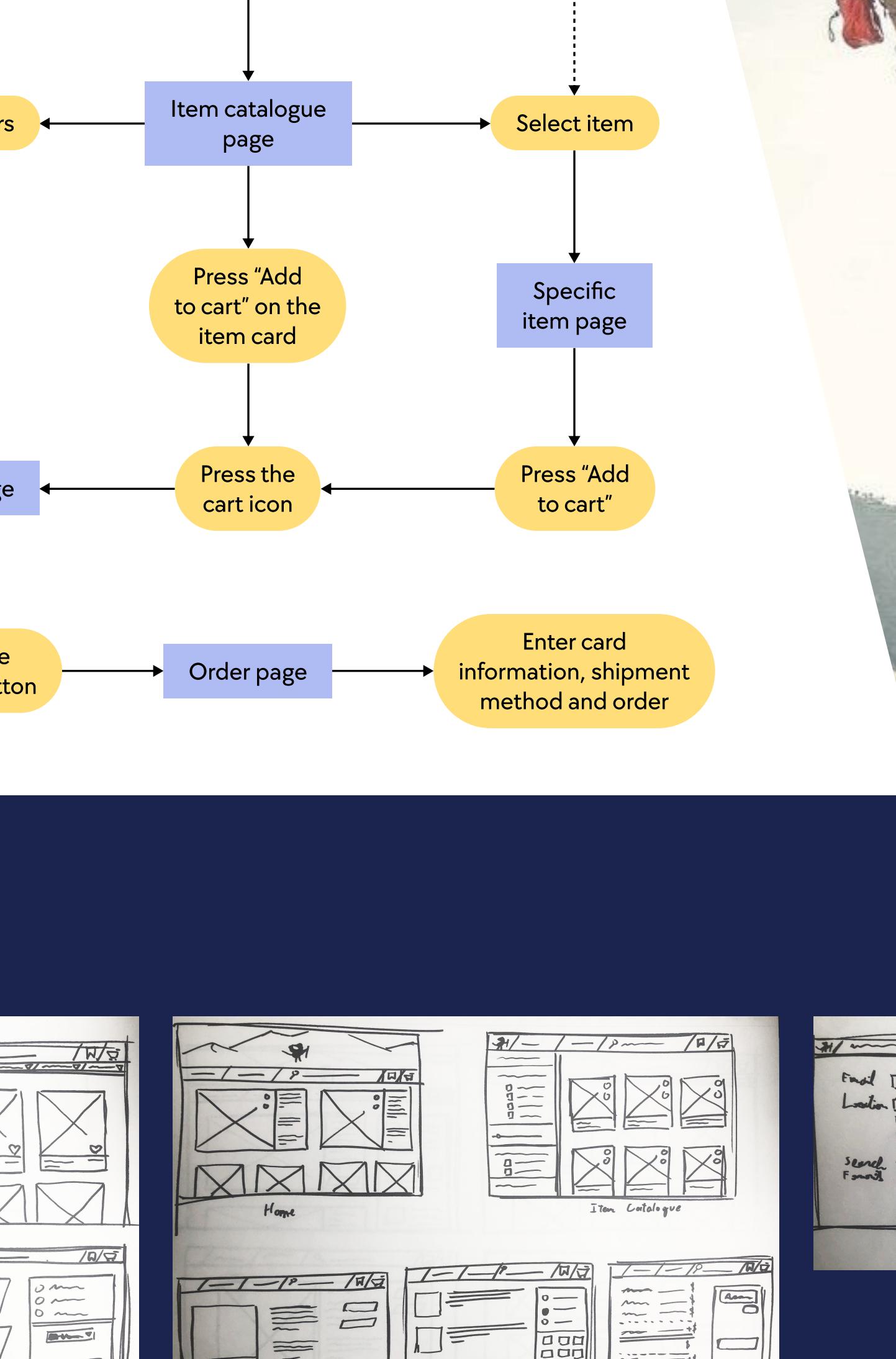
## Objective

My objective was to offer a design that communicates the energy of practicing outdoor sports, while respecting the clean and modern required style. I thought about a filter system that was straight forward and easy to use and how to present it. Finally, I considered the desire of the users and decided to add a sense of adventure to represent their desire to go explore the world.

## Approach

I started by defining the **brand guidelines** of the website. To do so I started with the **logo**, choosing a bird to represent the freedom of outdoor activities. I then decided to work with a **color palette** that would use blue as a primary color and yellow for strong contrast and to add energy to the colors. I then selected a clean **type font** and defined the **imagery and text guidelines**.

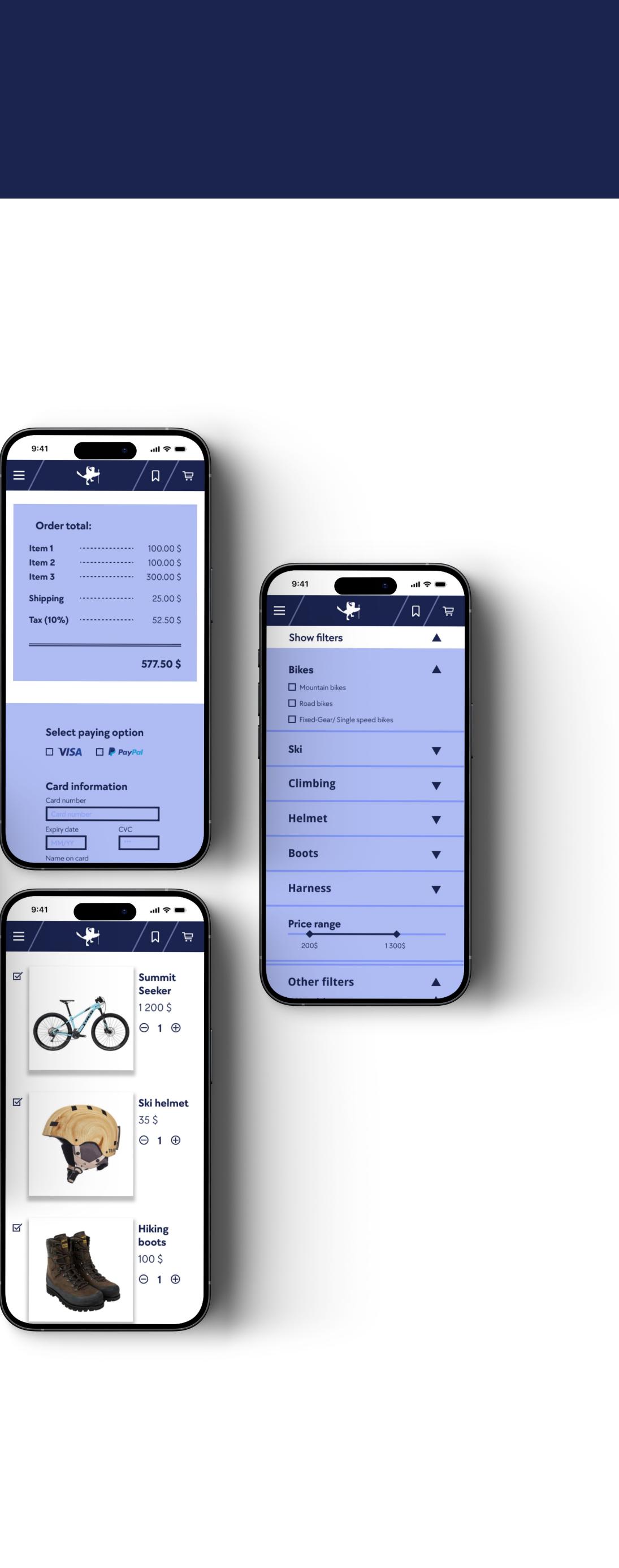
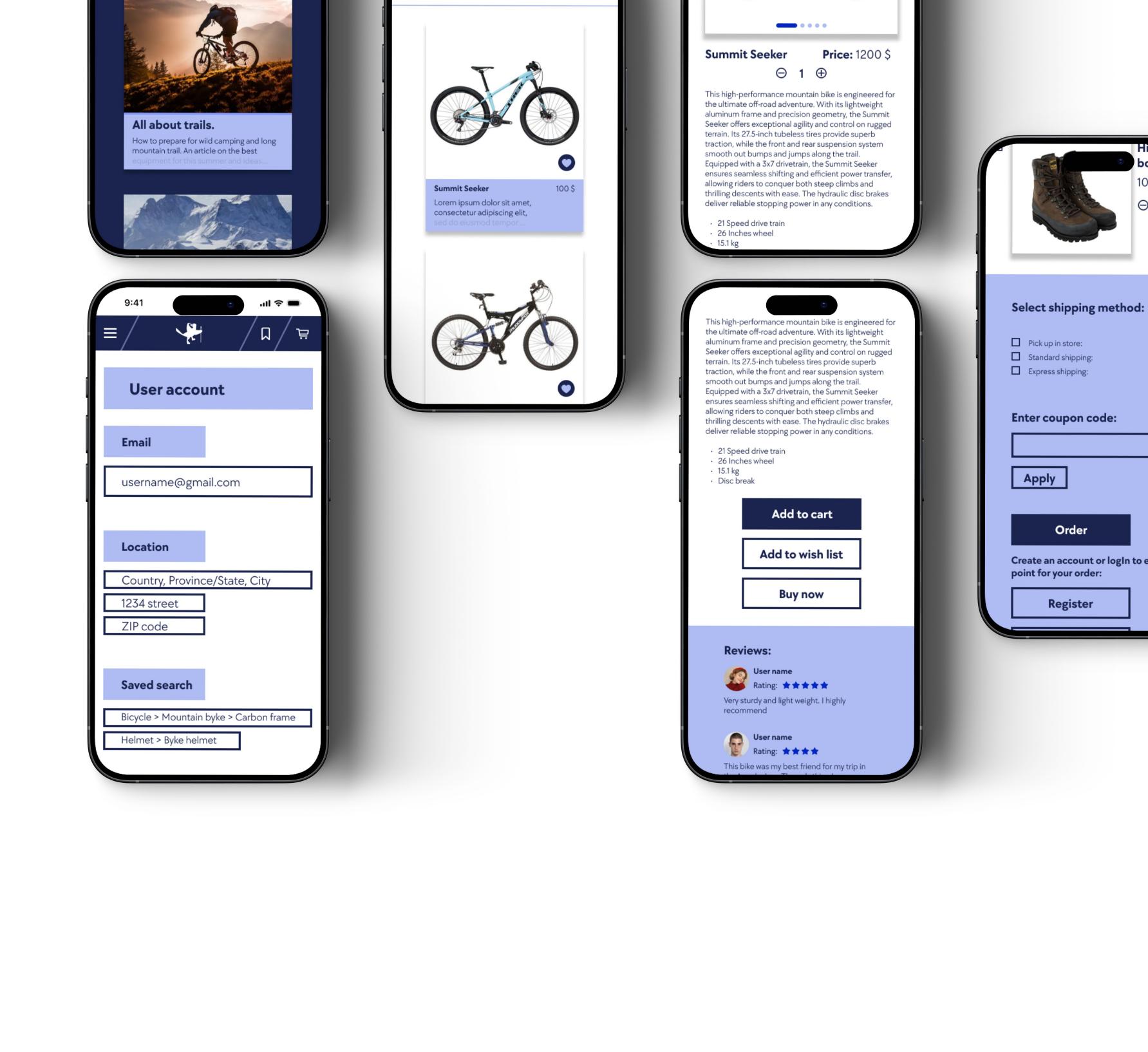
### Logo test



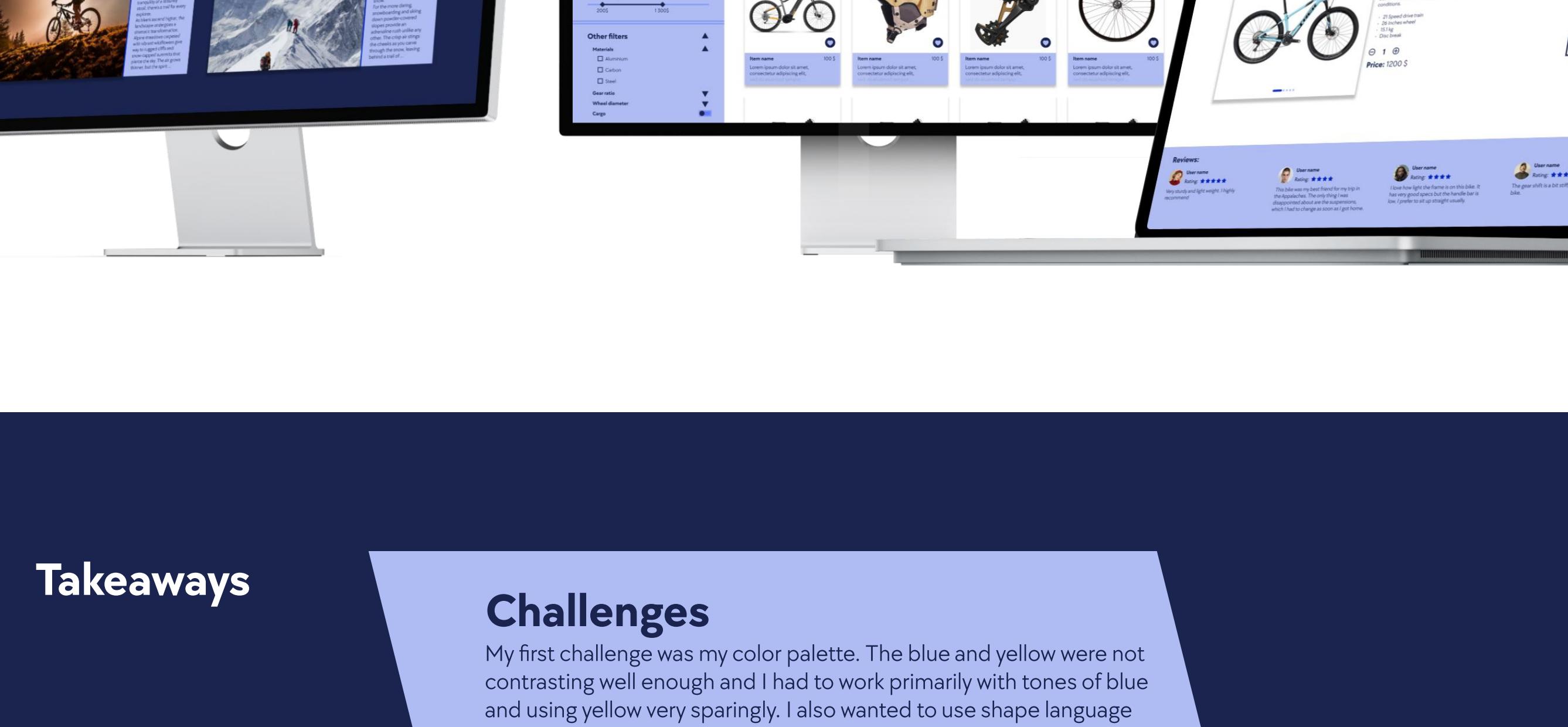
## Design

After the brand guideline were done and approved I created the main **user flow** of the app before sketching the **low-fidelity prototype**. I then designed the **mid-fidelity prototype** and used it to **test a scenario with users**. Taking their feedback and my observations into consideration, I created the **high-fidelity prototype**.

### User flow



## Showcase



## What went well

I am satisfied with my filter system, which to me is a efficient way to present a vast amount of filters and let them easily accessible to users. The user test demonstrated that this system was well understood. The other process that the users understood instantly was the ordering and paying process.

## Challenges

My first challenge was my color palette. The blue and yellow were not contrasting well enough and I had to work primarily with tones of blue and using yellow very sparingly. I also wanted to use shape language revolving around parallelogram shapes, but was afraid they wouldn't be as intuitive, which was confirmed by my tutor.

## Future improvements

The changes I would like to implement if I worked on this project for longer are: An option to view two item side by side for comparison and a dark mode and

## Thank you!