

**Summary:** Solving users' pain points by redesigning Rebellious Fashion across desktop and mobile to ensure an effective user journey.

**Project Duration:** 2 Weeks

**My Role:** UX Designer | UX Researcher | UI Developer

**Research Tools:** Google Forms, Google Meet, Website review (via app store)

**Design Tools:** Figma, Figjam, InVision freehand, Pen and paper

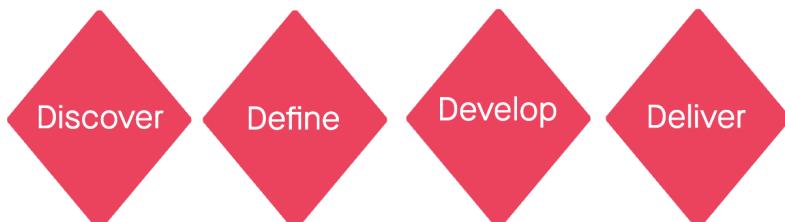
**Deliverables:**

3 pages - Desktop Website

4 pages - Mobile Site

A written case study explaining research process and solutions

**Design Process:** Double diamond



## Background

E-commerce is a term that refers to a business model that allows companies and individuals to buy and sell goods and services over the internet.

Over the last decade, the seamless shift to using mobile devices for online shopping, the growth of online and digital marketing and advertising has made Ecommerce replace the traditional way of shopping.

Due to the explosion of eCommerce, consumer shopping habits have changed drastically over the years. Shopping in-store was the predominant way to shop, however, online shopping is now the preferred way to shop, especially during the Covid-19 pandemic.

# The brief

As a UX/UI student at Love Circular Bootcamp, I was asked to select one e-commerce website and identify five problem areas within the user journey across mobile and desktop screens.

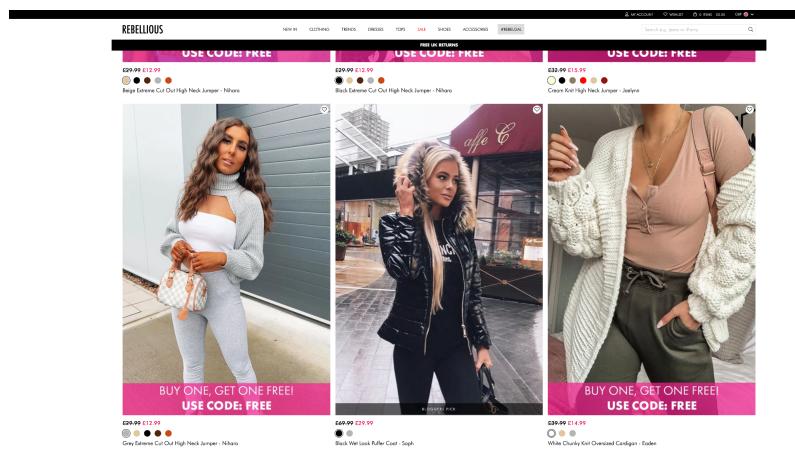
By identifying these problems, I will be applying my current knowledge and skills to carry out user research to further understand the user's pain points. I will then be required to solve these identified problems by using responsive design solutions to further improve the design and ensure a much smoother journey for the users.

In the brief, I am required to follow Aesthetic Usability laws but also maintain the functionality of the e-commerce websites. Also, ensure I create an environment whereby users are able to educate themselves on current promotions, clearance deals and even delivery schedules.

I will be redesigning the website to ensure a much smoother user journey and also promote a less cluttered looking website

## Who is Rebellious Fashion?

Rebellious Fashion is an e-commerce clothing line that was founded in 2014 their primary focus is women's clothing, shoes, accessories. They are known on Instagram for their trendy yet affordable clothing. It claims to be a one-stop for all the latest trends for affordable prices, with its main target audience being women aged 18-25. The #Rebelgal hostage has over 200 thousand posts and videos on Instagram alone.



# **Discover**

## **Hypothesis**

By utilising my skills, I am going to change the look and feel of the homepage, make the search engine more prominent, and change the layout of the item listings. To achieve this goal, I will conduct user research to identify users' pain points, ideate different solutions and create a much user-friendly site.

With these improvements, I anticipate a 20% increase in overall sales for all clothing types as well as a goal of reducing user complaints on social media platforms.

## **Competitor Analysis**

A competitive analysis is a strategy that involves researching major competitors to gain insight into their products, sales and marketing strategy.

### Direct and Indirect competitors

I have conducted a direct and indirect competitors' analysis, while direct competition is when two or more businesses offer the same product or service, an indirect competitor offers a different product but compete for the same market to satisfy the same customer need.

With this, I will learn how the competitors work, identify what they are doing right and what can be improved. By gathering this information, It will help my design approach stay relevant and potentially outperform the industry standard.

A direct competitor I have identified for Rebellious fashion is Misspap. Both companies are in the same market, share a similar price range, target audience and sell the same products.

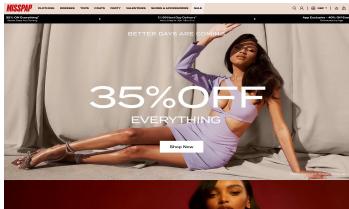
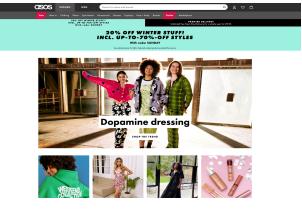
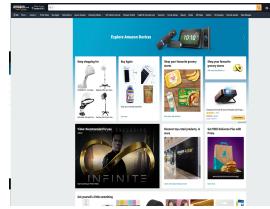
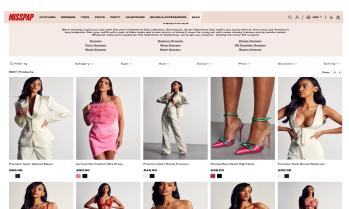
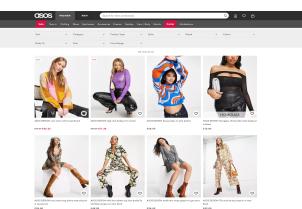
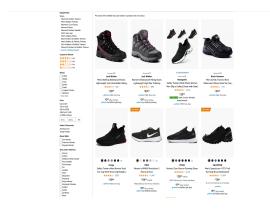
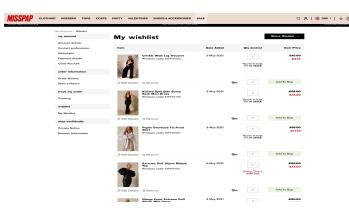
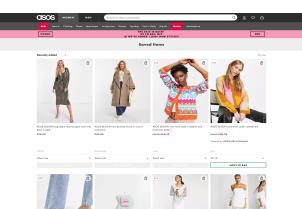
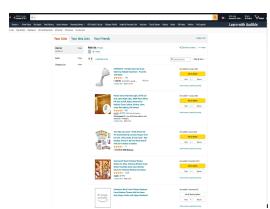
After conducting intensive user research, I found out ASOS and Amazon are also competitors of Rebellious fashion as most of the user's shop on these sites frequently. Although, Amazon is not a direct competitor they do offer products and services that user's make use of. The only difference is the quality of products and pricing.

### Findings

The information gathered from the business research shows a lot of similarities within each site, with consisted of the homepage, promotions banner and an active navigation bar.

There are a few differences identified whilst carrying out the competitor analysis with both direct and indirect competitors. This has provided a strategic insight into the competitors, I have

identified their strengths and weaknesses which will help with my product design, solve the usability issues and overall make the user experience much more enjoyable

	<b>MISSPAP</b>	<b>ASOS</b>	<b>amazon</b>
Founded	2013	2000	1994
Target Audience	Women 16–24	Men and Women 18–45	Men and Women 18–44
Social Media	Instagram- 3.1m Twitter -45.2k TikTok- 29.8k	Instagram – 12m Twitter – 1m Tiktok – 1.1m	Instagram – 3.3m Twitter – 4m Tiktok – 529.6k
Homepage screenshot			
Product Page - screenshot			
Wish list screenshot			
User experience	Clear homepage, clear navigation and great contrast	Clear and straightforward homepage, the accessibility option to adjust product layout	A busy website with different product options. Easy to read contrast
Features	Currency change Search engine Basket Account	Change of country Search engine Basket 60 days Wishlist hold Shopping cart review	Product grouping Search engine Prime Video Change of country Recommendations Online chat

Strengths	Fashion for all approach, affordable pieces and clean page	The company uses innovative ways to display merchandise to customers and interactive ways to shop, including customer-created looks, company edited fashion trends and the ASOS marketplace	Amazon provides a customised user shopping experience based on customer needs & budget
Weaknesses	Lack of diversity in body-positivity movements	Improve customer experience	Some products qualities are not great

## User Research

The User research will help me understand the problems I am trying to solve, and also the ability to create an optimal product that ensures smoother journeys. Most importantly the data collected will be used to make design decisions at a later stage.

Red route analysis A red route analysis allows users to pinpoint what feature they consider of importance to their journey on a website or a mobile app. With this information, I will be able to implement these features when conducting the ideation process and the overall product.



I conducted a red route analysis with 5 participants which consisted of 5 females. They were aged between 19-25 which matched the target audience for Rebellious fashion.

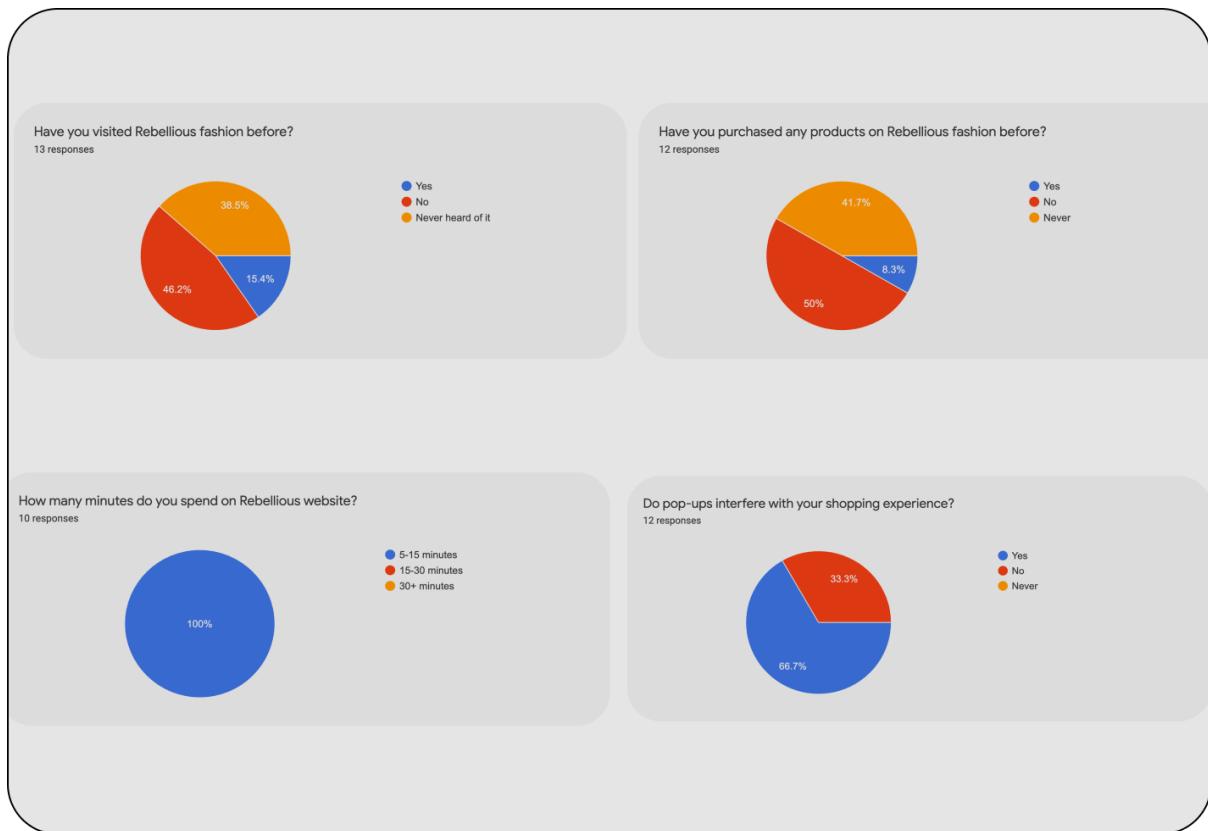
The feature that is always used by the users is the “Search Engine” which was then followed by “Wish list”. The result shows that a lot of the users frequently check the sales section, with this information, I will be able to know the most important features to focus on to ensure a smooth user experience.

#### Interview and surveys: - Qualitative & Quantitative data

Before I set out my interview and survey questions, I researched into Rebellious fashion to understand their product and services. I then continued to read a lot of their customer's reviews which helped me understand how to frame the interview questions to further dig out the user's pain-point. I also made sure the qualitative questions were open-ended so there was no bias in their response and they were able to answer the questions honestly without being led into

I conducted User Research with 10 participants which consist of 2 user interviews and 8 User Surveys, this information was used to understand users' experience with Rebellious Fashion also to identify users' pain points. Whilst conducting the survey and interview, I gained a better insight into how the current website makes the user feel, their pain point and whether the current structure of the site meets the needs of users at needs

The participants of this user research were women between 18-25, which matched the target audience for Rebellious fashion



## Quotes directly from Users

|“A lot going on at once. Different pictures showcasing different fashion pieces”

|“Very busy homepage and a lot of products that can make it hard to go shop on their website. Very similar to other clothing websites, so doesn't stand out”

|“The home page looks quite busy, there's a lot going on. Sales, product, animations etc.”

|“I think that the product page is a bit crowded and hard to focus”

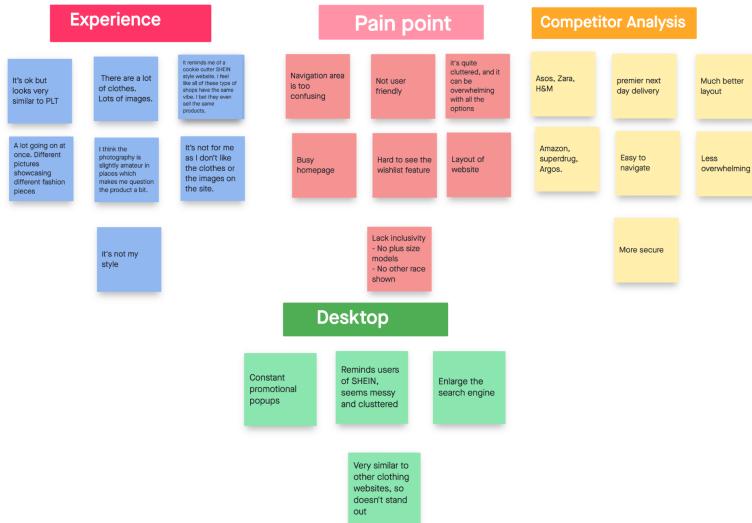
|“A standard e-commerce site, I think the photography is slightly amateur in places which makes me question the product a bit.”

## DEFINE

### Affinity mapping

Affinity mapping is a practice used to organise ideas and insights.

After gathering all the responses, I used Affinity Mapping to uncover themes which further helped me to identify key pain points



- Lack of confidence** - Some of the participants in the user research did mention they had to google reviews on some products before purchasing as the website does not promote confidence with the layout and its style.
- Website looking clustered** - All of the users mentioned how overwhelming the website and the mobile sites feel, there is a lot going on at once which makes them leave under 5 minutes.
- Photo quality** - Users mentioned the quality of the images used is not the best, one user specifically said “the photography is slightly amateur in places which makes me question the product a bit”. This issue is presented both on the website and mobile site.
- Navigating site** - Users mentioned the amount of information on the site was too much, also how the navigation area is too confusing. This was one of the main issues as a lot of participants mentioned this.

The information gathered from the user research has helped me understand the user's pain-point and prompted the “How might we” statement which will help me during the ideation phase.

**“How might we enhance customer's shopping experience and ensure effective user journey”**

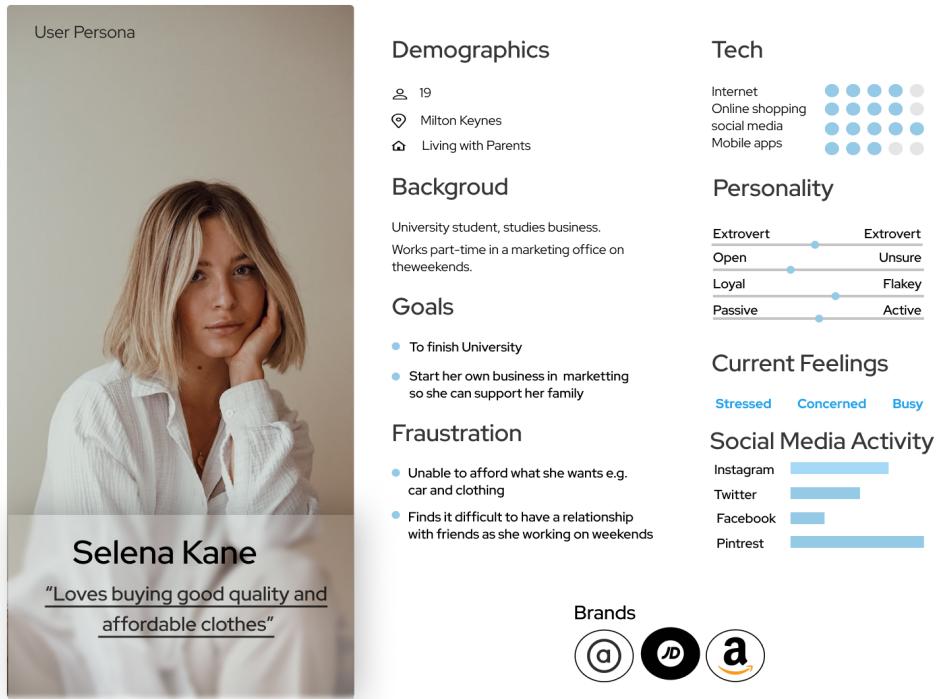
### Identified Problems:

- Too many products shown - making the page look clustered
- Constant popups with colours flashing
- The website is not accessibility friendly
- The navigation bar is not as visible

5. Image quality is not professional

## User Persona

The results of my interview and survey have helped me when building my user persona



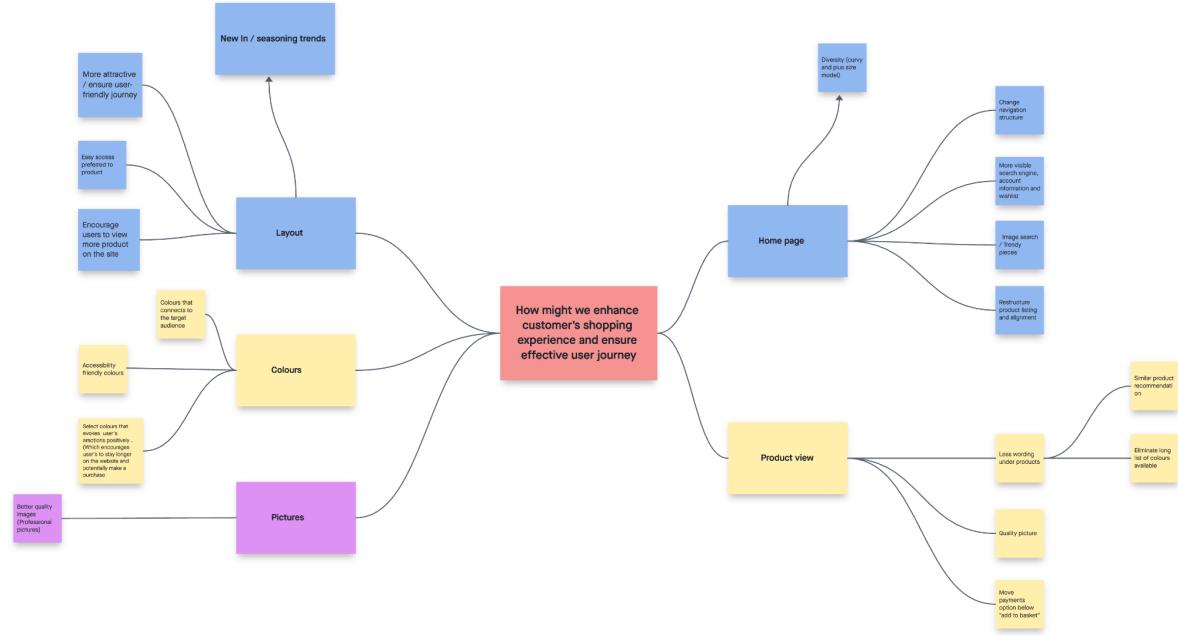
## Develop Ideate

The ideation process is about exploring different concepts and ideas that could help solve users current pain points. The two tools I have decided to use for my ideation stage are “Hmw” how might we and the strawman proposal.

When brainstorming how might “***we enhance customer's shopping experience and ensure effective journey***” I realised the 5 main issues users complained about during the user research was how busy the home page was, how uninviting the layout of the website was, and the pictures used was not making users confident in purchasing any items.

### How might we

How might we statement is a design thinking activity where known challenges are brought up and ideas follows. These ideas can help solve any design challenges.

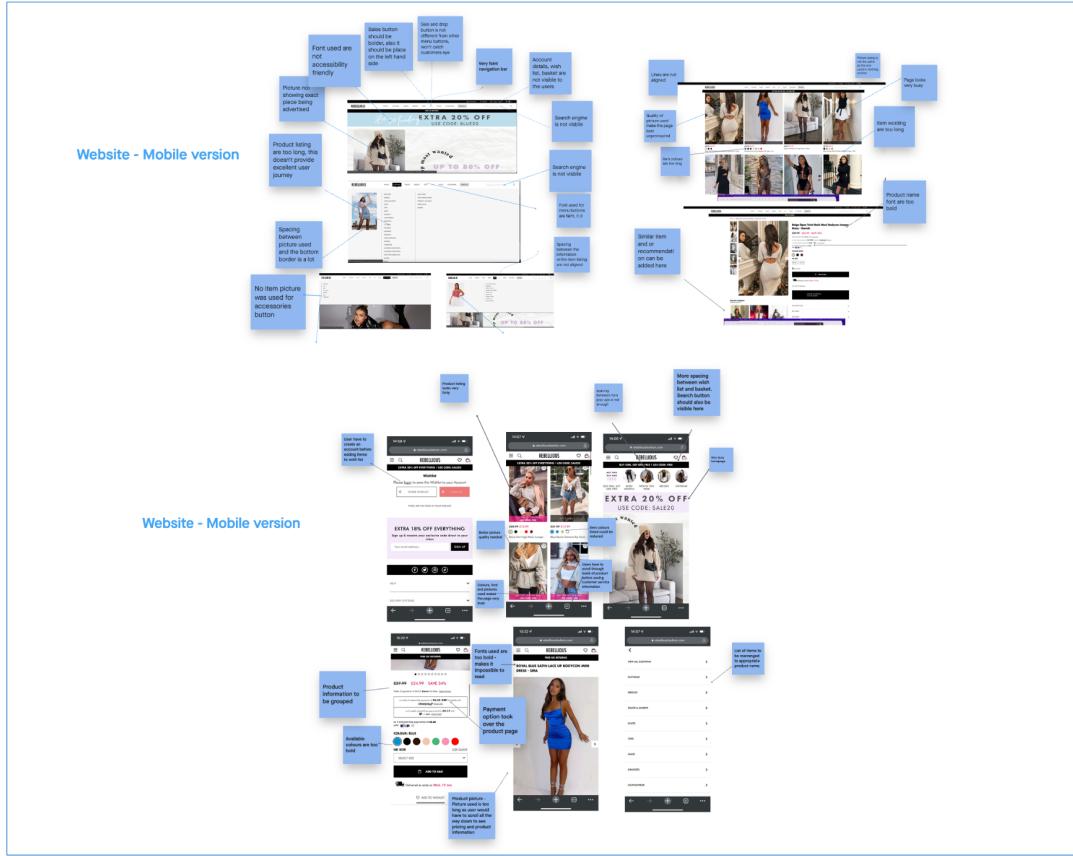


After conducting “HMW”, I was able to find solutions to customers’ pain points which will help me during my wireframe stage.

### Strawman Proposal

A strawman proposal is a great tool for brainstorming and creative problem-solving ideas. This technique helps with providing solutions to a known problem

With the strawman proposal, I inserted the current website of Rebellious Fashion and listed things that could be improved on to ensure an effective user journey. By doing this I was also able to generate different ideas and innovate solutions that would benefit the user’s which would likely make their journey more pleasing.



How might we and Straw-man proposal sessions has helped me think of ways to solve User's pain points through my design and also further research into the competitors to see how they solve might have solved similar pain points.

## Wireframe

Wireframing is an important communication tool in any designs, it gives developers, clients and also designers an opportunity to walk through the structure of the website without getting sidetracked by design elements such as colours and images.

For my wireframe, I have redesigned Rebellious Fashions' **Homepage**, **Product page** and **Wish list for the Desktop version**

For the mobile version, I redesigned the **Homepage**, **Product view**, **Menu and Item view**

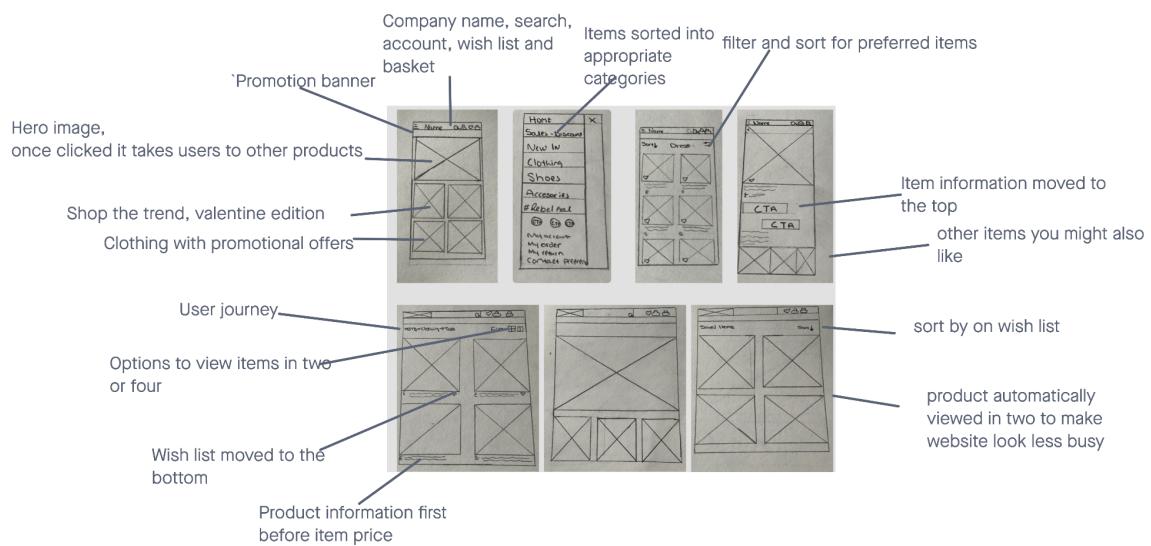
### Low fidelity

Whilst sketching the low-fidelity wireframes, I wanted to focus on solving the user's pain point of the website being extremely busy and the users feeling overwhelmed by all the options. A lot of the participants did mention "a lot is going on at once". To solve this issue, I

have designed a more minimalist yet effective website so users can easily find what they are looking for immediately.

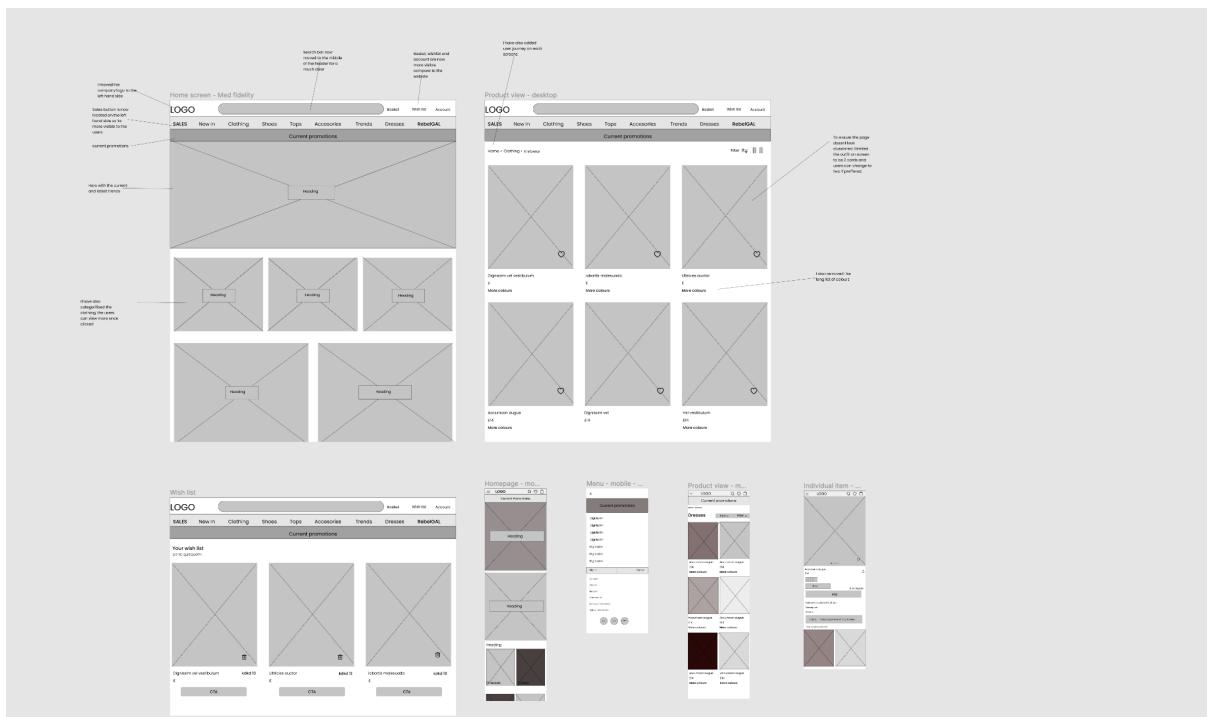
For the website, I have also added the search bar in the middle of the navigation so it's more visible to the users.

In terms of the mobile site, I wanted to ensure the users can find items quickly without any hassle, so I decided to group the products into a few selections and eliminate the previous long scroll. I also changed the product information screen as I thought it would be very convenient for the users to see useful information without the need to scroll.



### Mid fidelity

During this process, I added a few new functions that were not in my low fidelity to ensure a much smoother journey for the users. One of the new features was displaying the current promotion Rebellious currently have going on as this would save user's the hassle of finding promotional codes. Also, In the products view, I added the user's journey steps to ensure ease of navigation whilst on the mobile site or desktop site.

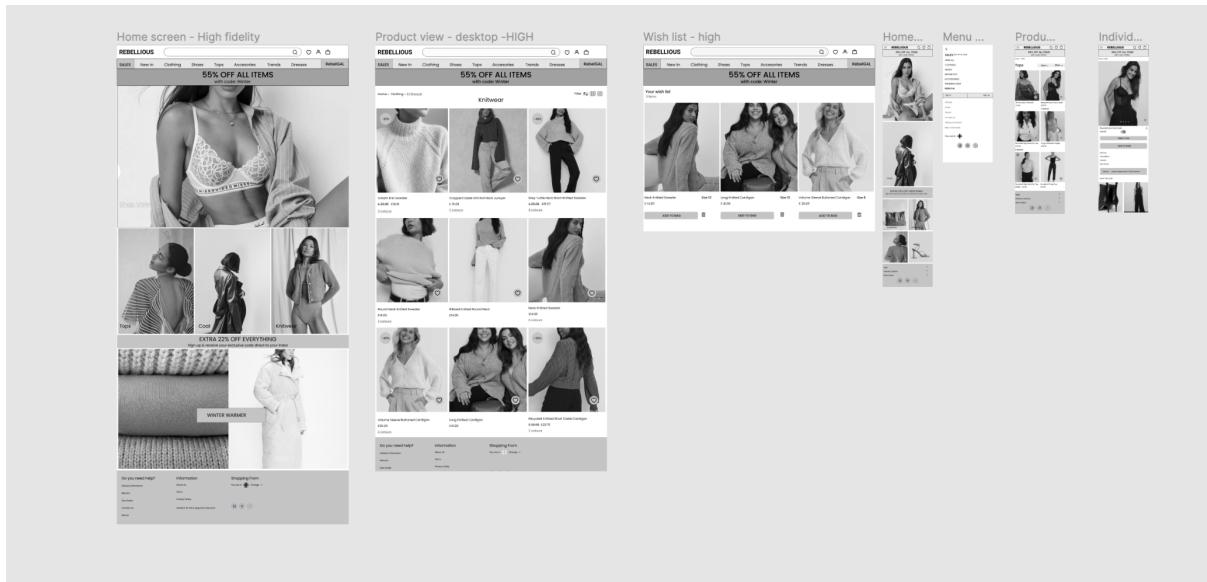


# DELIVER

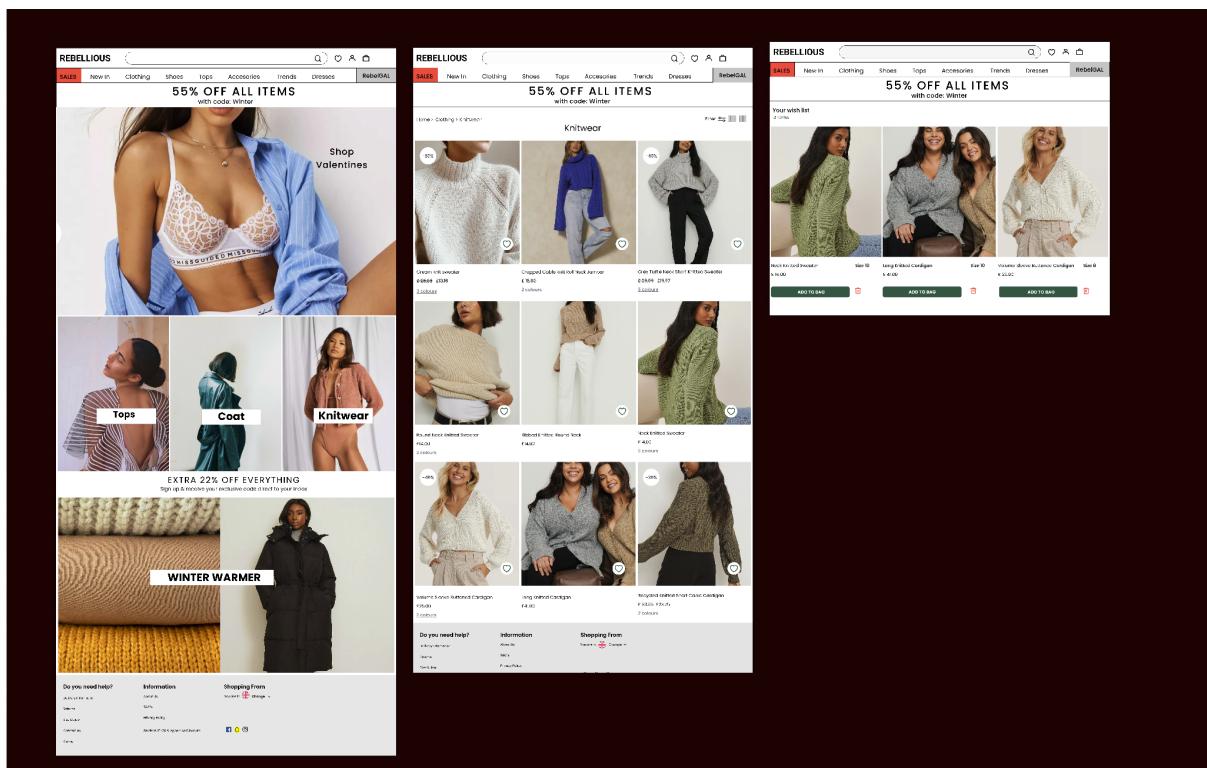
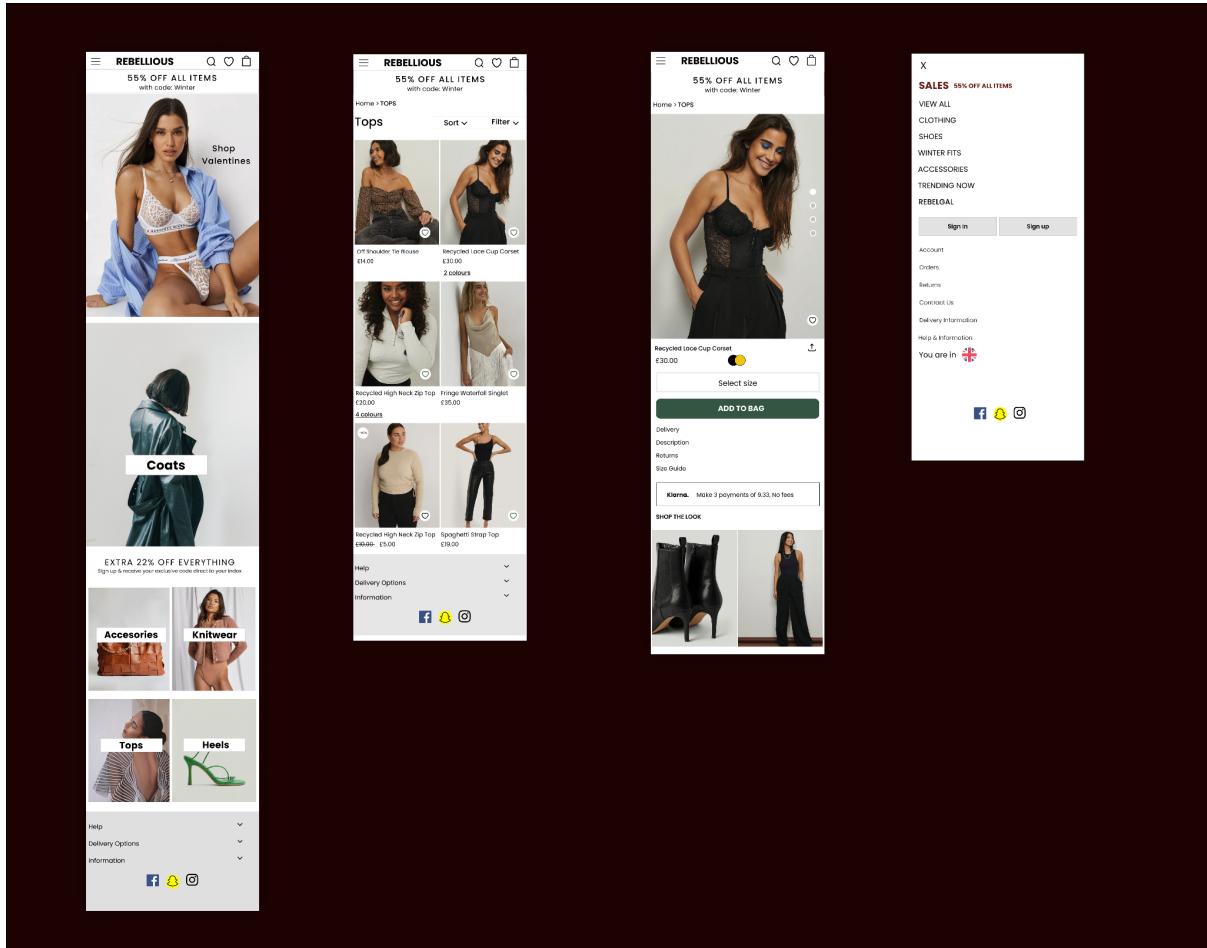
## High fidelity - Solution

During the mid-fidelity stage, I decided to add an additional promotion message in the middle of the homepage, as I know Rebellious is all about providing affordable pieces for their users.

Considering their target audience are aged between 18-25, the majority of the users might be students. I believe this would help promote what the company is all about. I also made sure the screen doesn't look or feel overwhelming for the users as one of the main pain points when conducting user research.



# FINAL DESIGN



From the High-fidelity wireframes to the final solution, I decided to add background colour on grouped items to meet the WCAG contract guidelines. Also, to make sure it's easy for the users to select.

The problem areas identified by the users during the research stage have all been resolved in my final design, the website is more user friendly, the navigation bar is also more visible and overall it looks less clustered.

I have been able to:

- Redesign the navigation bar - Making sure the account, wishlist, and basket are more visible
- Group products- which allows users to easily find what they are looking for
- Remove product colours, instead of having a long list of available colours I have changed this to 'more colours' once this is clicked on, it will display the available colours.
- Improve customers' thoughts and feel of Rebellious website soon as they land on the homepage
- Remove the constant flashing of sales on the website by keeping it more simple yet visible to the users
- Change images used, more professional images are used to promote confidence within the users'

## **Design fundamentals:**

The law of UX/UI is a collection of best practices that I considered whilst building my designs. These laws helped me consider the best way to solve the user's pain points and how it is perceived.

Hicks Law - Heuristic - The time it takes to make a decision increases with the number and complexity of choices.

My main goal whilst redesigning Rebellious fashion was to find a solution to users' current pain points, so I decided to keep the homepage very simple. The users would be able to navigate their way through the website by easily accessing the search button, menu, accounts, wish list and basket through the navigation bar.

I have also categorised all the clothing displayed on the homepage, this will help eliminate the website looking and feeling clustered.

Aesthetic Usability Effect - Users often perceive aesthetically pleasing design as a design that's more usable.

Following the Aesthetically pleasing law, I wanted to create a website that users can easily come back to, I ensured the images used are of good quality as they promote confidence within users.

Jakob's Law - Users spend most of their time on other sites. This means that users prefer your site to work the same way as all the other sites they already know.

I implemented Jakob's law in my design because I wanted to create a website that has similarities with other clothing brands, especially the direct competitors. I did this by adding known features such as a promotional banner at the top of the website. I also made sure the layout used is a standard e-commerce page.

## Style Guide & UI elements

A style guide helps to ensure continuous brand experience across the board.

**MINI BRAND STYLE GUIDE**

**Company Name:**  
**REBELLIOUS REBELLIOUS REBELLIOUS**

Comapny name colour was #000000  
The font size was 50x for Desktop and 24x for Mobile

**Typography**

Name	Font size	Font style	Typeface
H1	65	Medium	Poppins
H2	60	Bold	Poppins
H3	50	Bold	Poppins
H4	50	Medium	Poppins
H5	48	Regular	Poppins
H6	35	Regular	Poppins
Body 1	35	Regular	Poppins
Body 2	30	Bold	Poppins
Body 3	25	Regular	Poppins
Body 4	18	Bold	Poppins
Body 5	14	Regular	Poppins
Button	18	Bold	Poppins

**Popups on Mobile**  
Download the app for an exclusive  
Extra 15% OFF Sale

**Primary Colour Palette**

**Secondary colours**

**Iconography**

**Buttons**

**Disabled**

**Select size**

**Images**

## Colour palette

For the colour palette, I used the 60:30:10 rule. I also chose to use the current colour on the website which was primarily white and the writing is all in black.

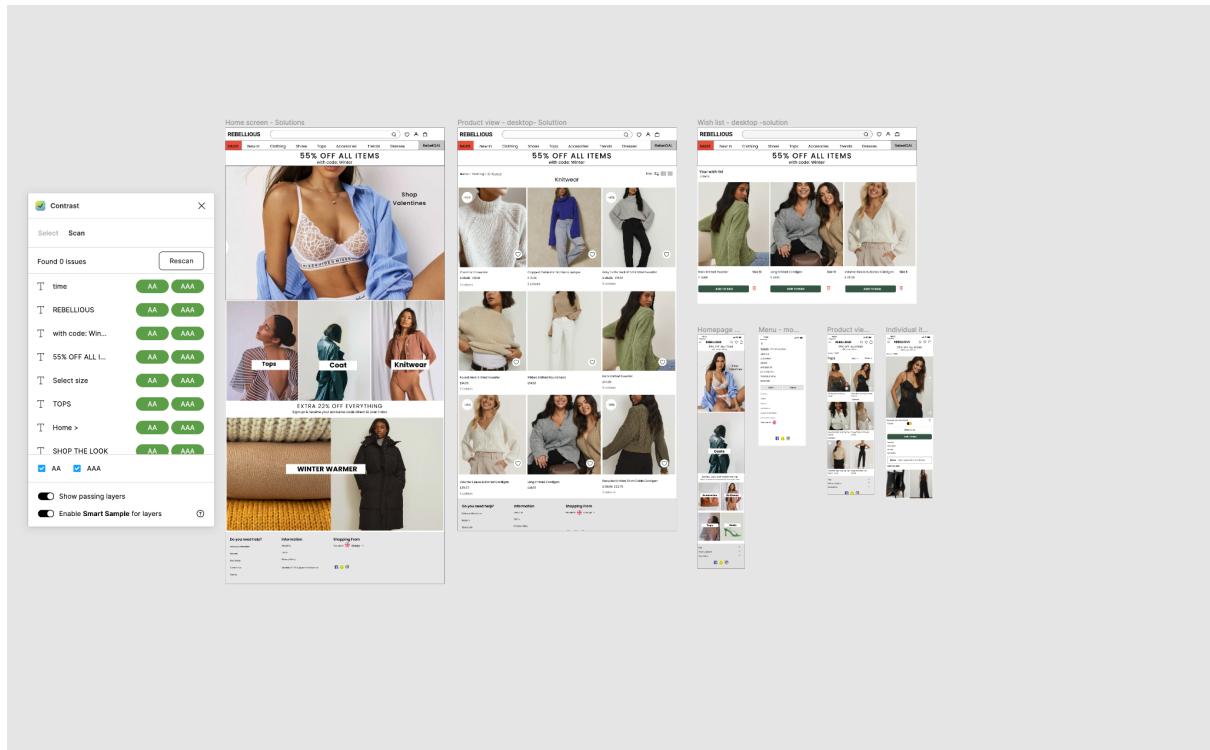
For the typography, the font I went with is Poppins. This is because it improves readability and style, it's also a clean font.

## **WCAG - Accessibility**

To ensure my designs were compatible with accessibility users, I made sure the colour palette was colour blind safe and my design got an AAA pass mark.

Following WCAG for typography, I made sure each line length promotes comfortable reading and they were not too long or too short, between 47-75 characters. I also used heading to communicate hierarchy to the users, an example of this would be the message of the promotion being a different size to product information.

The minimum text size used throughout the design was 14px, according to the guidelines, the recommended size was at least 11 px. I also made sure the images used throughout the designs were high-resolution images.



## **Reflection**

As this was my first project, redesigning the **site** has been a challenging and rewarding journey. I was able to piece together all my UX/UI knowledge ranging from user research to creating solution-based wireframes.

I particularly enjoyed my ideation process, thinking of different solutions that could contribute to a user experience no matter how little the idea is.

This project made me understand the need of users through the survey and Interviews process. If I had more time, I would have liked to test my final solutions by conducting A/B testing to see how I can further develop the website to ensure the user's pain points are fully resolved. This would have also allowed me to validate my hypothesis

Throughout this project, I have learnt the broad spectrum of design, thinking of solutions, and asking the art of asking the right questions.

overall, In this project have learnt not to underestimate how long the design phase will take as I find myself going back and forth with different ideas and improvements