

03.01.01 - Data Collection

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Date: 14/03/2022

Desk research

Topic: Online shops selling t-shirts

Desk research is the study that is done at the very beginning of a project. This is where more information can be collected about the specif topic. It is also the place where you can collect more information on the target group that the project will interest.

I have spent a lot of time going to different online shops and checking their design interface, uasbility of website and in gereal the process that a customer would usually go throught. I have also spend time on reading about data collection materials and more specifically for this topic how to best do a desk research.

- **Research design** (I have studied the process of online shopping from friends that were buy t-shirts online and following their user experience.)
- **Data collection** (presentations on the topic, photographs of people wearing t-shirt in different situations, and sketching down some information)

Desk research – documentation

Topic: Online shops selling t-shirts

<https://www.asos.com/dk/kvinder/>

- Researching the UX of a customer

<https://www.zara.com/dk/en/>

- Researching the UX of a customer 2

Following the steps of a customer buy a t-shirt from an online store

What I have gathered from my desk research is that people mostly prefer to shop cheap but sustainable clothing. Without consideration of the brand. As long as a t-shirt is advertised as eco-friendly and has a low price range as well as long life span and slightly interesting design is a hit.

Observation research

Topic: ONLINE T-SHIRT SHOPPING

Observation research is hands-on research where the targeted group is being monitored directly. Here you get the chance to follow step by step the experience the user goes through while looking for the perfect fit.

Here I have observed few people using webshops for t-shirts. Based on my observation I have gathered that almost everyone uses the menu filter such as price range and colour selector. The people seem to be impatient if the webshop has many pop-up menus and useless information. The cleaner the design of the websites is – the better. It is important for the customers to be able to focus mainly on the t-shirts to be purchased.

Observation research – documentation

Topic: **ONLINE T-SHIRT SHOPPING**

Visual documentation of 3 people going through with an online t-shirt purchase.

Activities: finding a website, choosing the desired filters, selecting size, double checking, going through with the purchase

Environments: usually from the comfort of their own home (but could be anywhere really, workplace, place of study, commuting)

Users: young people, age 20-30

Interview research

Topic: The interviewee's intent, message or motivation

This is the time to get more into detail with the research. Here you can have one-on-one, or even group interviews (depending on the wanted outcome), where you can to ask about their user experience and their motivation.

The motivation in the customers is always different – paid salary, birthday, just because they want to treat themselves, etc. However all strive to purchase from ethical stores that carry a sustainable message.

Survey research

Topic: Your t-shirt shopping

Survey research is where you get to ask a group of people questions related to the topic before going deeper into user experience analysis. Here the answers can be short and long, and can be sorted out using different filters.

The survey was conducted in a group of around 50 people. The topics mentioned were place of residency, age, sex, and thoughts on t-shirt materials, design, and usage. There was plenty of information gathered at the end and as a conclusion I can say that most people wear t-shirts on a daily basis.

Research design (The survey was conducted through Google Forms, in a period of 2 days, and the people participating were students and employed people.)

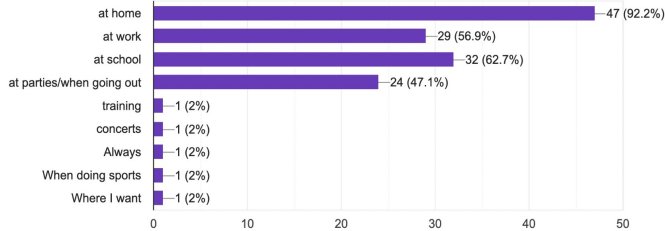
Data collection (Most of the data collected was surprisingly similar in terms of wearing t-shirts and choice of material and sustainability.)

Documentation: Survey research

Topic: Your t-shirt shopping

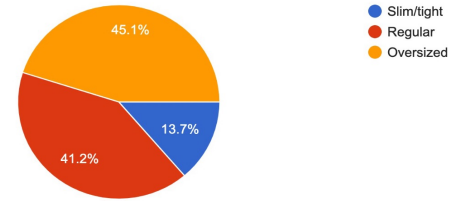
When do you wear t-shirts? (Select all that's relevant)

51 responses



What kind of fit do you usually buy? (select one)

51 responses



When do you wear t-shirts?(choose multiple)

- only at home
- at work
- at school
- at any time
- other [text field]

What kind of fit do you usually buy? (choose one)

- slim/tight
- regular
- oversized

Executive summary

Topic: Online shops for t-shirts

The above data collection focuses on the people's experience when they go on a website to buy a t-shirt. What impresses them in the website design, what they focus on and opposite to that what they wish was removed from the website.