



Bananas in pyjamas

Members:

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CreativiTEE

Link to our prototype:

<https://xd.adobe.com/view/10f5f1cb-528c-49dd-b303-59b6aca98135-45a6/>

Online T-shirt webshop



Customize a T-shirt
online

Featured

Business
CardsMarketing
MaterialsLabels &
StickersClothing &
BagsSigns &
BannersPhoto
GiftsInvitations &
StationeryPromotional
ProductsDigital
MarketingDesign
Services

Shirts & Tops

T-shirts

Tank Tops **NEW**

Polo Shirts

Dress Shirts



Outerwear

Jackets

Sweatshirts

Fleeces & knits **NEW**

Vests



Hats

Caps

Beanies

Visors **NEW**

Other clothing

Pants & Shorts **NEW**

Aprons & Uniforms

Baby Clothing **NEW**

Accessories

Bags

Totes

Backpacks

Drawstring Backpacks

Business Bags **NEW**

Coolers

Design your own ...

- > Halloween
- > Christmas
- > Valentines Day
- > Mothers Day
- > Secret Santa
- > Ski Wear
- > Fathers Day
- > Birthday
- > Holidays

- > Weddings
- > Anniversary



T-Shirts

- Short Sleeve T-Shirts
- Long Sleeve T-Shirts
- Soft & Fitted T-Shirts
- Performance Shirts
- Women's T-Shirts
- Tank Tops & Sleeveless
- Kids T-Shirts
- V-Neck T-Shirts
- Pocket T-Shirts
- Ringer Tees
- Baseball Tees
- Shirts Made in the USA
- View All

Design your own ...

- > T-Shirts
- > Hoodies
- > Hats & Caps
- > Womens
- > Mens
- > Kids
- > Baby Clothes
- > Polo Shirts
- > Accessories
- > Sportswear
- > Fleeces & Jackets
- > Workwear

SHORT SLEEVE T-SHIRTS



SOFT FASHION T-SHIRTS



WOMEN'S T-SHIRTS



NO MINIMUM T-SHIRTS



KIDS T-SHIRTS



V-NECK T-SHIRTS



PERFORMANCE T-SHIRTS



LONG SLEEVE T-SHIRTS



TIE DYE & CAMO T-SHIRTS



TANKS & SLEEVELESS



POCKET T-SHIRTS



3/4 SLEEVE T-SHIRTS



MOTHER'S DAY



Price



A



B



Our solution

Simplifying

the customization process

Make it easy

3 simple steps

The illustrations

Big buttons

People know where to
click

CREATE YOUR T-SHIRT

How it works



Step 1

Choose a T-shirt



Step 2

Pick a design



Step 3

Get excited!



CREATE NOW!



Neutral colours



Minimalistic Design

CREATE YOUR T-SHIRT

How it works





Easy Checkout

See the basket for security

Personal Information

Card Details

Email

abc@xyz.com

Email

oven_mittens@example.com

Please make sure the email is in correct format

Phone Number

Optional

+45 22 22 22 22

Street

Vestergade 28 C

City

Copenhagen

ZIP code

2100

Cardholder name

Oven Mittens

Card number

1234 5678 9101

CVV

123

Expiry date

01/01/0000

Specific problem

Your basket

Items: 1



T-shirt

Black

size M

Qty ▼

Price

150 kr

Total

150 kr

Would your friend like the same T-shirt?

CONTINUE SHOPPING

Call to action

Proceed to payment



Target Audience

- Creative individuals with different background
- Create own design
- People 18-40

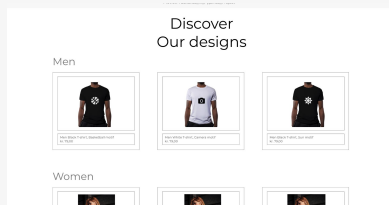




Key Insights from testing



Our Products



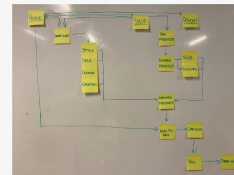
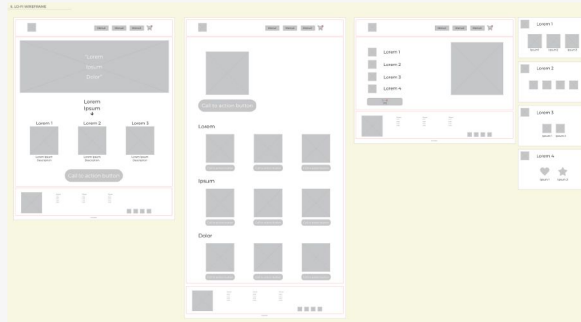
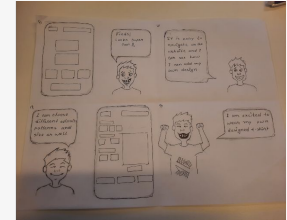
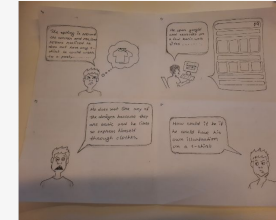
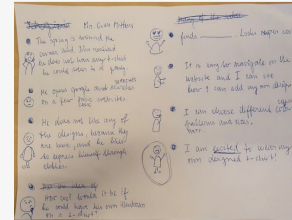
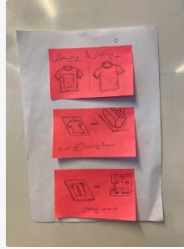
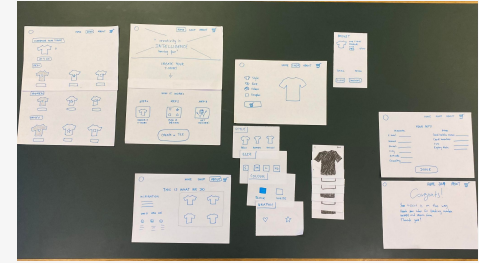
About IKEA / Life at home

**Extra
menu
item**

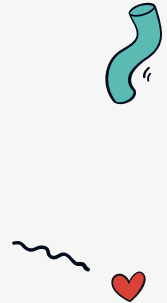
**Clarify
that we
have our
products**

**Bread-
crumbs**

UX design process

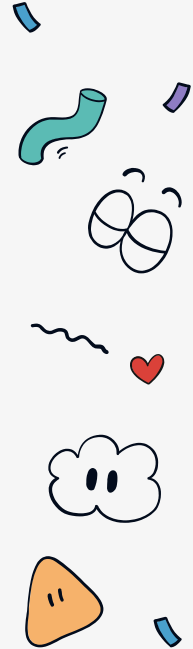


- Research
- Information structures
- Lo-Fi wireframe
- Hi-Fi wireframe
- Testing
- Problems and solutions



UX next steps

- Upsale (more income)
- Mobile View / tablet view
- Additional Content (video, illustration)
- Create a accounts
- Breadcrumbs
- Timer to convince people to buy





Thank you for
your attention!