# Research and Design Planning

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Penpot Wireframes link:

[Projects - Web Design Project - Penpot](Projects - Web Design Project - Penpot)

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# Topic and Selection Research

**IDEA:**

**Online Streetwear Fashion Brand**

**GOAL:**

- Encourage people to push through fear.
- Make problems look smaller than people feel they are.
- Feel connected.
- Inspire others.

Vans - Vans IE | Men's, Women's & Kids' Shoes, Clothes & Backpacks

| | Pros | Cons |
|---|---|---|
| Usability | Going back and forward at checkout.<br><br>All-important buttons have more visual weight.<br><br>There is a loading preview after the user performs an action.<br><br>Seach functionalities are pretty effective. | The payment process shows a tick even if the details are not correct. So, it does not guide them for a correct input.<br><br>The error message shows at the top of the site and is out of screen, so the user needs to scroll up to see it.<br><br>The repeating hierarchy in each category is useless, because when a user tries go to "Men -> Premium & Collabs" it displays products for men, but also products for women such as skirts. |
| Responsiveness | The website response well to any size with the aspect ratio of 16:9 or 9:16. | The Categories are vertically aligned when the screen is adjusted which makes it harder to navigate because of lack of contrast.<br><br>The text within categories overlaps.<br><br>Aspect ratios that are outside of 16:9 and 9:16 make some content of the |

| | | website disappear or inaccessible. |
|---|---|---|
| Accessibility | Website can be navigated using "Tab" key across all button elements | Tab key cannot navigate across checkbox elements, such as "acknowledgment of privacy policy." |
| Aesthetics | The visuals are clean and look professional without visual clutter.<br>Colors, spacing and typography are consistent across all pages. | |
| Content Quality | The headings are nice and readable.<br><br>The language is extremely simple and clear. Delivering to users what they need to know. Plus, the content description is divided into dropdown sections making search across the site more efficient.<br><br>The content is relevant to the target audience, which is streetwear lovers, skaters, and young adults.<br><br>Multimedia elements are purposeful and | The subheadings are too small compared to the headings. |

| | complementary to the content. | |
|---|---|---|
| Interactivity | Rectangle framed buttons change appearance when hovering over them.

Text buttons get underlined when cursor hovers over them.

Looking over the products is nice and interactive because of fade transition used when hovering over the product.

Elements such as the arrows to slide sideways across product, gray out if you're at the end of the section and are black if there is any content to go through. | Buttons such as the shopping cart have no interactivity. A transition from color-to-color would benefit.

Logo in the left corner that works as the "Home" button of the website have no interactivity. A transition or some effect would benefit. |
| Consistency | Colors, fonts, and design elements are consistent across all pages.

Branding elements are displayed uniformly throughout the website.

The website maintains consistency throughout pages in layout that are | |

| | | |
|---|---|---|
| | relevant to each other but is overall familiar across the entire website. | |

Adidas - <u>adidas Official Website IE | Sportswear</u>

| | Pros | Cons |
|---|---|---|
| Usability | Easy to find specific clothing i.e., men's golf clothes just require hovering the men's section and look in the sports sub section to find it.<br><br>When adding an item to the basket takes a while a loading wheel will appear.<br><br>An error message appears on an item when the size of it was forgotten to be chosen.<br><br>The search bar gives extensive results for simple requests i.e., searching golf will give results for clubs, shoes, shirts, and bags. | The UI for logging in and asking for help is in the corner of the website, the text is small and doesn't make the text bold or anything to make it stand out, making it hard to find on first visit.<br><br>When clicking the logo, it brings you to the home page and there is a loading bar shown in the form of the logo, but the loading animation is a light shade of grey making it indistinguishable from the white background. |
| Responsiveness | The website transforms well into a 16:9 aspect ratio. | Swapping between portrait and landscape mode on |

| | | |
|---|---|---|
| | On mobile phones the website has three lines in the corner that represent the menu that pops from the side and covers the screen showing the product options.<br><br>The size of the moving images on the site are adjusted for mobile accordingly. | mobile causes the design elements to be moved off screen.<br><br>On mobile the login option is at the very bottom of the website.<br><br>All buttons are non-responsive and are static when pressed. |
| Accessibility | Uses simple but effective black and white contrast. White background black text.<br><br>Doesn't use any jargon and relies on simple one-to-three-word buttons. | Does not have the design elements necessary to traverse the website comfortably using tab. |
| Aesthetics | The entire website goes for a clean and sleek design, using white and black as its primary colors with yellow being used as the color for promotion and red the color of sales.<br><br>White space is used to help products that have bright colors to stand out more. | The website has all its home page menu buttons in bold except for two of them which break consistency.<br><br>The lack of colors in the design makes the website feel bland with nothing especially leading the eye towards a goal. |

| | The typography stays consistent through all the pages.

The website has high quality multimedia images of multiple of their products in use by models and items like shoes by themselves on natural backgrounds like concrete. | |
|---|---|---|
| Content Quality | Upon hovering the mouse over a main heading for an item, there will be a drop-down menu with extensive subheadings that'll lead the customer to their desired item.

Language is simple and avoids any technical jargon.

Promotes what it is known for.

Contains video media of the item, showing its quality in action. | The headings for promotion of its membership system are too small. |
| Interactivity | Hovering over images of models wearing sets of products makes the image enlarge and | The website lacks animation or transitions making it feel stagnant. |

| | | |
|---|---|---|
| | the model change poses.<br><br>Zoom in and moving around the product is available.<br><br>In the orders and returns section, the site asks what the customer wants and has a form that is filled black when filled, guiding the user that their option was picked. | |
| Consistency | Throughout all pages the website never strays from its design philosophy of white background, black text, yellow for enticing you to sign up to your memberships and red meaning there is a sale on the item. Staying consistent in its design.<br><br>No matter what page it is the Adidas logo will always be in the top left corner of the site, allowing a way back to the main page no matter where the user is. | On the home page some headings are chosen to be bolded over others without a clear reasoning or pattern. |

Bathing Ape - MEN – eu.bape.com

|  | Pros | Cons |
|---|---|---|
| Usability | The bathing ape website has a clear and organized structure, with menus that allow users to navigate various products and collections on the website. The photos are high quality with detailed information of the products which enhance the users' shopping experience. | With all the animations and graphics on the website the internet connection could affect the user's experience depending on their device. |
| Responsiveness | When the mouse hovers on the image of the product it transitions to a different angle. The website responds well with a 16:9 ratio. The buttons are responsive on mobile, and you can also swipe to navigate the images | When the mobile screen swaps to landscape mode some elements on the website do not appear on the screen, for example the menu section. Some of the images and icons on the website look smaller |
| Accessibility |  |  |
| Aesthetics |  |  |
| Content Quality |  |  |
| Interactivity |  |  |
| Consistency |  |  |

|  | Website 1 | Website 2 | Website 3 |
|---|---|---|---|
| Features | It is a bit confusing and probably useless to have two repeating items in hierarchy of categories.<br><br>The website uses graphic elements such as "checker pattern," since it characterizes the website and helps to contrast the layout elements.<br><br>When a new window appears on the screen such as a category hierarchy menu or a shopping list from right, the rest of the website/background transitions into a tinted black overlay to create more contrast for the content user is viewing. | Uses yellow to attract the customer's eye to join their membership program.<br><br>Uses red to show which items are discounted. |  |

|  | Vans | Adidas | Bathing Ape |
|---|---|---|---|
| Usability | The checkout has easy navigation and useful features, but it has issues with incorrect payment confirmations, hard-to-find error messages, and | The website makes it easy to find items and provides helpful error messages, but the login and help options are hard to spot, and the logo's loading animation |  |

| | confusing product categories. | blends into the background. | |
|---|---|---|---|
| Responsiveness | The website adjusts well to 16:9 and 9:16 aspect ratios but faces issues with hard-to-navigate categories, overlapping text, and inaccessible content on other aspect ratios. | The website adapts well to a 16:9 aspect ratio and mobile but switching between portrait and landscape mode on mobile causes layout issues, the login is placed at the bottom, and buttons are unresponsive. | |
| Accessibility | The website is navigable using the "Tab" key for buttons, but it doesn't work for checkbox elements like the "acknowledgment of privacy policy." | The website uses a simple black-and-white contrast with clear, concise buttons but lacks the necessary design elements for easy navigation via the tab key. | |
| Aesthetics | The website has a clean, professional design with consistent colors, spacing, and typography across all pages. | The website features a sleek black-and-white design with yellow for promotions and red for sales, uses white space to highlight colorful products and content, maintains consistent typography, showcases high-quality multimedia, but breaks consistency with two unbolded menu buttons and feels bland due to the lack of color guiding the user's focus. | |

| | | | |
|---|---|---|---|
| Content Quality | The website features clear, simple language, relevant content for its target audience, and purposeful multimedia, but the subheadings are too small compared to the headings. | The website features easy-to-navigate drop-down menus, simple language, promotional content showcasing its strengths, and videos highlighting item quality, though the membership promotion headings are too small. | |
| Interactivity | The website features interactive buttons and product hover effects, but elements like the shopping cart and logo lack interactivity and could benefit from transitions or effects. | The website allows users to zoom in on products and interact with images of models, provides a clear interactive form for orders and returns, but lacks animations or transitions, making it feel stagnant. | |
| Consistency | The website maintains consistent colors, fonts, design elements, and branding across all pages, creating a cohesive and familiar layout. | The website has a consistent design with a white background, black text, yellow sign-up buttons, and red sale indicators, and the Adidas logo is always in the top left, but some headings on the homepage are inconsistently bolded. | |

# Audience and Context Research

Audience:

- **Demographics:**
  - **Age:** 12 - 45
  - **Occupation:** Any
  - **Education level:** Any
  - **Religion:** Any
- **Preferences:**
  - **Design styles:**
    - Streetwear
    - Minimalist
  - **Preferred features in fashion:**
    - Versatility
    - Comfort
    - Encouraging
    - Statement pieces
  - **Content interests:**
    - Art
    - Philosophy
    - Minimalism
    - History
- **Goals**
  - Find products quickly and easily
  - Compare prices
  - Make secure purchases
  - Learn about the product origin and details
  - Discover new styles and trends
  - Style inspiration
  - Learn about the brand
  - Sign up for Newsletters
  - Customer support
  - Access reviews and social proof

**Persona Example 1:**

**Name:** Boris Ivanov, 38, Engineer

**Goals:** Have a simplified view on complex problems

**Frustrations:** Frustrated with his hard work, thinking only about it and not of himself and his family.

**Motivations:** Making his life easier by wearing a physical reflection of his target mindset.


**Persona Example 2:**

**Name:** Octavio Alejandro, 26, Teacher

**Goals:** Help himself to think bigger about his self-development.

**Frustrations:** Tired of the mundane life without vision in himself.

**Motivations:** Have an external reminder to push him to experiment.


**Persona Example 3:**

**Name:** Farid al-Malik, 16, Music Producer and Student

**Goals:** Discover new styles and trends

**Frustrations:** Forcing and feeling pushy about his results.

**Motivations:** Feeling more connected to the same audience

# Define Project Goals and Objectives

- **Identify the project's purpose:**
  - Our website encourages people in pursuit of their vision whether it is big or small, we try to provide people with materialistic possessions that will help them to connect with themselves, others and remind them of what is important to them in the midst of chaos.
  - Our audience are teenagers, young adults, and mid-aged people. Of course, some may apply to older people. Generally, people of all kinds have the spark of light within them to achieve something great.
  - Interactive experience on our website should be clear, smooth, and simple.

- **Define broad goals:**
  - Help people achieve their dreams.
  - Driving Customer Loyalty
  - Making everyone feel represented and connected
  - Building a community
  - Enhancing Shopping Experience
  - Offering Style Inspiration
- **Translate goals into user-focused objectives:**
  - Provide clear, high-quality images that will help the user navigate through the website more visually.
  - Give the user clear directions and communication using color. (Dividing the content into their own unique color sections.)
  - Gain user's trust by showing reviews with images, making the brand feel easier to connect with and more human-made.
  - Provide the user with clear headlines and typography that defines the brand's goals. Showing only what it can give and most importantly how the brand can help the user. Addressing common problems, that will make the user feel like they need something they did not know they needed.
  - Creating an emotional connection with customers through consistent quality, engagement, and exceptional customer service, fostering repeat business.
  - Creating a sense of belonging for customers through social media engagement, events, and campaigns that encourage user participation and feedback.
  - Sharing fashion tips, styling guides, and user-generated content to inspire customers and help them envision how to wear products.
- **Draft a value proposition:**
  - This website will stand out by making a direct emotional human connection to people, by addressing universal problems of every individual. Our website does it in a way that will help people to give directions, and our products will act as small companions along their journey.

## Develop Preliminary Designs

- Low-Fidelity Wireframes

- Mood Board

To do list:

- o Graphics that characterize the brand
- o Great harmony in contrast of the elements, colors (Color Palette)
- o Simple and consistent layout of the text and elements to complement each other.
- o Define consistent font sizes and use them based on the importance of the content.
- o Create interactive buttons and windows to make the website feel less rigid and provide a smooth experience.
- o Make sure that the homepage provides a great introduction to existing and new customers and show only the most important information.
- o Make sure to base it on a hierarchy and layout of content of websites in general to fit into a muscle memory of the user, making it seamless and more user-friendly.

Inspiration

EDWIN | Japanese Selvedge Denim, Jeans and Clothing

COMME des GARÇONS eSHOP – COMME des GARÇONS Germany

Welcome to UNIQLO | UNIQLO EU

タケオキクチ| ワールド オンラインストア |WORLD ONLINE STORE

UNDERCOVER ONLINE STORE │アンダーカバー公式オンラインストア

WTAPS / Official Website

The official ISSEY MIYAKE ONLINE STORE | ISSEY MIYAKE EUROPE

Nike. Just Do It. Nike IE

**Render** team

HOTOSHOP
MOCK

OTOSHOP P
MOCKU

3 PSD  FILES

HIGH RESOLUTION:
6000 X 4500 PX 300 DPI