TEAM 02: TRIPLE A + G

Ana Sofia Castellanos, Anna Cybulska,
Anna Thorslund, Malgorzata Warwaszynska

SILFEN

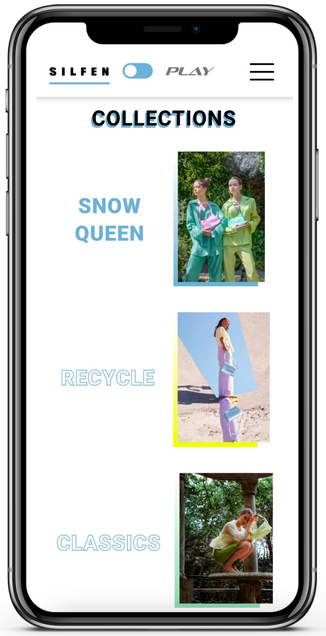
Link to GitHub repository
https://github.com/anasofich/SILFEN-website

Link to online product
https://anasofich.github.io/SILFEN-website/

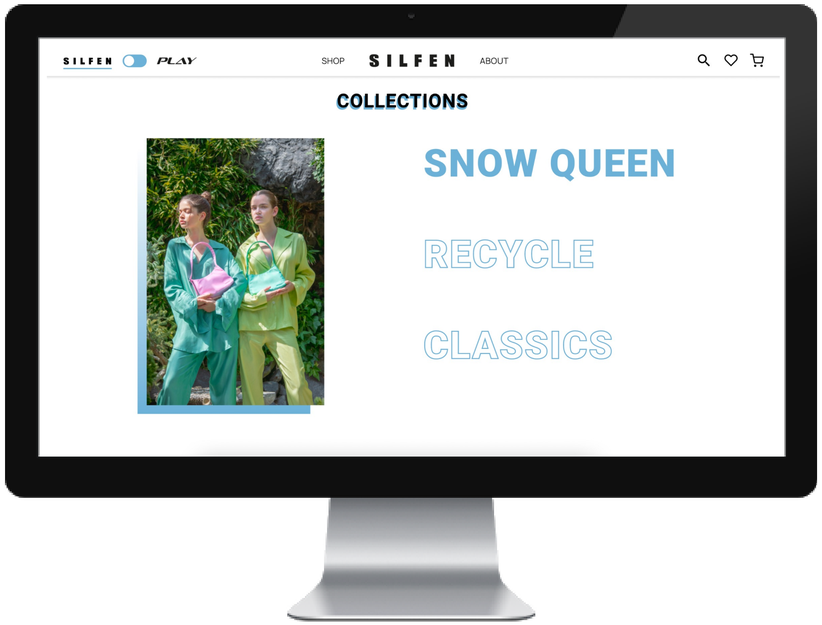
SILFEN Studio Website Prototype link:

Mobile version:
https://xd.adobe.com/view/2fd86af0-5ae4-4705-9e54-2e5a45823016-7a8b/?fullscreen&hints=off

Desktop version:
https://xd.adobe.com/view/2c98f24c-a26d-452d-a4c9-33b98d565c36-79cb/?fullscreen&hints=off



Mobile version



Desktop version

TABLE OF CONTENTS

Introduction

Introduction 2
Problem area 3
Problem formulation 4
Development process 5
Tools, methods and theories 7

Process

Research
- Key insights, problems & client's needs 10
- User research - Google Forms survey 11
- User research - Think Aloud Test 13
- Web design research 15
- Design Patterns research 17
- Conclusion

Translation 19
Ideation 23
Prototyping 29
Technical documentation 33
- Data Model Restdb.io 34
  - Bags
  - Order details
  - Newsletter
- Coding & programming process 41
  - HTML & CSS
  - JavaScript

Testing 45
- First version 46
  - Insights
- Second version 47
  - Insights
- Results 48

Tools and theories applied 49

Conclusion 51

References 55

Appendixes 56

INTRODUCTION

INTRODUCTION

In this report we aim to present our website solution for SILFEN Studio and the process behind it. This report will highlight the issues that Silfen is struggling with, research into understanding the users' behaviour as well as research-driven decisions in the design. As a group, we decided to solve two tasks: redesign website and integrating SILFEN Play. The second part is showed only on 'switch' basis - we don't cover a whole web solution for SILFEN Play.

Silfen Studio is a Danish-based accessories company which operates internationally and wants to be presented as a playful and creative company. Silfen's products are made mostly of sustainable materials that are supported by different certificates ensuring the quality and they go hand in hand with current design trends. Silfen Studio is also launching a new sub-brand - SILFEN PLAY – that will include unisex clothing for both men and women.

Therefore, this report will examine Silfen's presence in the customer's perception which will be translated into ideas. Furthermore, the report will present the technical documentation, testing and the finished web solution for Silfen. The research supporting the solution is both primary and secondary to ensure an in-depth view of the proposed issue.

PROBLEM AREA

SILFEN is currently struggling with the website presence and would like to increase its online sales through improving the user experience in their online shop. Due to Covid-19, the e-commerce sales have grown in importance (Euromonitor, 2021). The retail revenue has been decreasing for the retailers therefore, it is important to provide customers with seamless omnichannel experience. Silfen operates now in a challenging market due to increased competition and decreasing market growth across Europe (McKinsey, 2020).

Additionally, Silfen needs the solution for implementing their new upcoming brand SILFEN PLAY that needs to be implemented within the Silfen Studio's web solution. This potentially can be problematic due to lack of customer perception of Silfen selling menswear as well as clothing in general. As mentioned by (He et al., 2016), the main brand usually transfers brand associations to new sub-brand. Thus, since Silfen currently targets only women, there can be an obstacle in growing awareness amongst the male audience. However, this extension, when executed correctly, can enhance brand architecture (Aaker and Joachimsthaler, 2000).

PROBLEM FORMULATION

This report will focus on improving the website user experience and provide a solution that will be targeted at people aged 18-25 and easy to use for people all ages.

How might we statement:
How might we design an easy to use by all ages web solution that highlights the playfulness and brand identity of the company to ensure increased brand engagement and online sales?

Research objectives:
1. To understand the different types of customer needs in regards to Silfen's website
2. To implement SILFEN PLAY sub-brand that will easily be recognised by the user as a different brand
3. To change the perceived female-centred branding about Silfen to attract male audience to SILFEN PLAY

DEVELOPMENT PROCESS

Our solution was created through implementing the **Design Thinking method**. The Design Thinking method was firstly described by a Nobel Prize winner Herbert Simon in 1969. However, the model used in this project was proposed by Hasso-Plattner Institute of Design at Stanford (Dam and Siang, 2020). The process focuses on evaluating five stages:

1. **Empathise** – with the future users
2. **Define** – problems, needs that user may have
3. **Ideate** – challenge assumptions and provide innovative solutions to simple problems
4. **Prototype** – create the solutions
5. **Test –** see if the proposed solutions work

DEVELOPMENT PROCESS

We chose this method to put the users at heart and have a chance to understand what potential needs and goals the customers may have. This prompted us to conduct thorough primary and secondary research that was followed through building personas in order to identify every aspect of the journey.

1. **Empathise** – conduct thorough research primary & secondary (design research + survey and interviews)
2. **Define** – translate the research into the needs that could be implemented into our solutions (extract the results from the research)
3. **Ideate** – basing on the research results, we used Crazy 8s to choose the best design patterns
4. **Prototype** – created sketches of wireframes + detailed prototype in XD
5. **Test** – tested the prototype and yet to test the finished website solution

TOOLS, METHODS AND THEORIES

Theories

- Design Principles
- Design Thinking
- Graphic Elements
- Information Architecture (IA)

Methods

- Crazy 8's
- Survey
- Interviews
- Design Research
- Prototyping
- Think Aloud Test
- Card Sorting
- Personas
- User Stories
- Moodboard

Tools

- Notion
- Google Docs
- Google
- Jamboard
- Adobe xd
- VSCode
- Github
- restDb.io

THE PROCESS

RESEARCH

In this part of the report it is shown what methods, tools and tests our group used and conducted, why we chose those specific methods, what was the process of implementing them, and what conclusions did we draw from them.

1. COLLECTING KEY INSIGHTS, PROBLEMS AND CONCERNS AFTER CLIENT'S PRESENTATION AND READING A DESIGN

Our group's research process started while listening to the client's presentation about their needs and what they required from us as students to do for them. Each of our group members did notes from the client's and teachers' presentations and documents provided by Silfen.

After that we collected them in a collective document using notion.so and we wrote there our insights, potential problems of the brand and concerns that they can have.

OUR KEY INSIGHTS:	POTENTIAL PROBLEMS OF THE BRAND:	CONCERNS:
- Front-end of the website is not reflecting the brand identity and it is not engaging enough for the consumers to visit it for the experience - Brand wants to be seen as more playful and creative with a touch of sustainability - SILFEN focuses mostly on bags but their new sister brand SILFEN PLAY will also include unisex sportswear - The shopping flow is too long and discouraging for the user - Instagram plays an important role in their marketing communications - New arrivals' subpage drives the highest traffic	- The brand is struggling to reflect their identity on their website, it is very basic and simple, whereas the brand is experimental and playful - The website is simple and boring, the client wants it to stand out and be different, make it part of their identity, a memorable experience for the users - How to implement both SILFEN and SILFEN Play in one website without getting the user confused and losing focus on the bags which is their main product. How to keep a same base and feeling to both - User flow in too complicated and long, they want to make their website user friendly, for all types of users - Sustainability is an important factor for the brand and something they aim to convey through their website and visual identity. However they are struggling to do that, they talk about being sustainable but they don't broadcast it - SILFEN is perceived as a female product, but their aim, mainly with SILFEN Play, is to be perceived as a unisex brand. How can they attract a bigger male audience? - They are seemed as a female handbag shop, but they want to bring to the public's attention that they also make clothes and other accessories that are for both women and men	- How to incorporate the SILFEN Play into the SILFEN Studio website- how should it be displayed and how to differentiate the two - Optimising the purchase flow, so that there are fewer steps to the process Incorporating the sustainability aspect of the brand, trying to set even more focus on this aspect. And how to incorporate the sustainability focus as a reliable one - How not to make sustainability seem as the main drive for the target audience - How to incorporate content for SILFEN Play, since there has not been produced a lot as of now. (Photos that display the unisex part of the brand are missing) - What SILFEN and SILFEN Play should have in common in visual design to still make them different brands for a little different target audience?

Full document can be seen under this link:
https://drive.google.com/file/d/125QG1yLV--I4qR8LSiVL1RYA_5qx7ALJ/view?usp=sharing

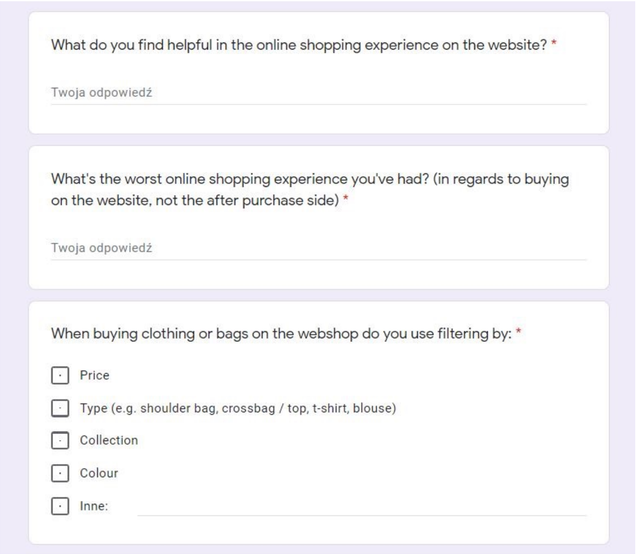
2. USER RESEARCH - GOOGLE FORMS SURVEY

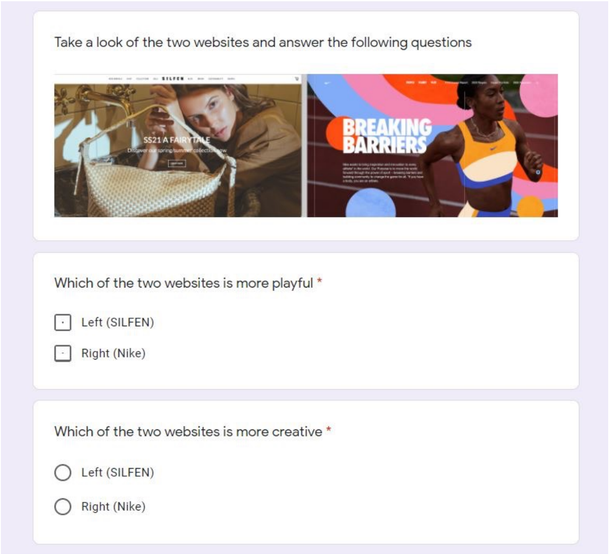
After collecting key insights, potential problems, and concerns from the brand's point of view we wanted to better understand user needs and their perspective on the online shopping experience. For that purpose, we decided to begin with conducting a Google Forms survey to gather many answers to our questions in a short period of time.

Our survey was aimed to show us what users like and dislike on webshops, what problems they have had before and what are their favourite webshops in regards to the online experience, to have a list of well UX designed sites that we could later do a further Design Pattern search on. Moreover, by already having some ideas of improving website usability and look we asked interviewees which of the homepage sites- Silfen's or Nike's is more playful and creative and if they use the wishlist feature and filters on product list sites.

We collected 21 responses to the survey. The majority of them were in the age of 21-23 y/o (61.9%) and 23-25 y/o (23.8%) and were females (17 respondents). That means that most of the respondents were in Silfen's target group (aged 18-25).

Screenshots showing some examples of questions from the survey





Full survey can be found under this link:
https://docs.google.com/forms/d/e/1FAIpQLSeqmTLlishMlY5j9G22I7J-SuLVWfaR7j-GRMupQymywwUcZA/viewform

Conclusions from answers to the survey:

- Customers like to have wishlist feature
- On the websites were many products can be found users like to have filtering options and sorting by price / product type
- Respondents are using the “Similar products” suggestions on the bottom of a product site
- The option of having real pictures of products e.g. taken by customers on instagram is useful
- Customers are looking for thorough product descriptions and measurements of products
- The buying process should be quick and informative
- Users don’t like to wait long for loading a website
- Website structure should be easy to use so that they could find what they are looking for quickly
- Users would like to find for delivery and returns information easily
- 71.4% stated that Nike's website is more playful and 81% said it is more creative than Silfen's
- 71.4% of respondents checks if the brand is sustainable

Conducting the survey helped us to gather insights, based on many answers we received, on what are the users needs of online shopping experience and what popular features like “wishlist” or filters on product list Silfen’s website currently doesn’t have. It helped us to realize what users are used to have on webshop sites and understand what improvements should be made on Silfen’s website.

Furthermore, one of the last questions in the survey: “What's your favorite webshop in regards to the online experience? What is it about it that you like?” helped us to create a list of webshops (seen on the right) with a good UX design which later we used for Design Pattern Search and those webshop were inspirations for our own solution of a website.

Examples of great shopping experience:

- Zalando (4 respondents) (Fast checkout, easy to use)
- ASOS (2 respondents) (simple&easy to navigate)
- Vinted (2 respondents) (filtering, security)

Others:

- Na-kd (thorough information)
- Urban Outffiters (easy buying process, wide product offer)
- Zara (clean setup)
- Depop (available measurements)
- Monzo (colorful, interesting and easy to use)
- Answear (measurements, videos of products in use)
- Monki (outfit suggestions, diversity in sizes, size chart, easy return policy)
- Farfetch
- droledemonsieur
- House of Sunny
- Stadium
- Banana Republic

Collected list of webshops with a great shopping experience based on answers to question from the survey: “What's your favorite webshop in regards to the online experience? What is it about it that you like?”

3. USER RESEARCH - THINK-ALOUD TEST ON CURRENT SILFEN'S WEBSITE

After conducting a survey that gave us a wider perspective of the general online shopping experience, we decided to organize a Think-Aloud test, where the interviewees had to solve a couple of tasks we gave them, which were mostly about finding some features or specific products on Silfen's website.

We choose this method as a perfect tool for letting interviewees use the website and comment on what is on their minds at the same time. While doing so we were able to collect useful insights on what users like and dislike about the UX of current Silfen's website. Our test consisted of 9 tasks and after solving them users had to answer 7 questions.

Tasks:

1. Find the information of a product that is a "shoulder bag"
2. Find information about the brand
3. Find the crossbody bags, and choose your favorite color from a random one
4. Looks for the products on sale
5. If you have any questions, where would you go?
6. What do you think you'd find under the Collections site?
7. Find Collections and explore
8. Find Recycle collection
9. What is the difference, in your opinion, between collections and shop?

Questions after solving tasks:

- What are your thoughts about the website?
- Was using the website pleasurable/easy for you? And why?
- How would you describe the brand after looking at their website?
- What did you like about the website? And why?
- What did you dislike about the website? And why?

We conducted 3 Think-Aloud tests on silfenstudio.com website with 3 women aged 22, 24, 53. By participants' answers and also by our observation of how they are navigating the website and were they are looking for specific information, we collected some important findings of user experience of the website.

Our findings from Think-Aloud tests done on current Silfen's website:

- It was surprising for users to find out that products on sale were not displayed on the "Shop" tab, under "All products", they were only seen after clicking "Sale" on the global menu.
- Participants couldn't tell the big difference between the "Collections" vs "Shop" tab. When looking for the "Collections" tab, the participant expected to find photos from lookbook and when clicking it nothing was showing up what was very confusing for them.
- Filtering and sorting options in the shop would be highly beneficial for participants. They told us that filtering by collection, colour, price and by the type of a bag would make a shopping experience much easier.
- Website perceptions: participants had diversified feelings about the web from it being boring to quite nice, as it was simple and it didn't have too much stuff on every page. However all of them agreed that photos are pretty and fashionable and for sure the overall image of the website is not playful, rather serious. They didn't find Silfen's website too engaging and standing out.
- Most of the participants didn't notice the brand is sustainable and would not perceive the brand as sustainable from the first impression.

Our findings from the Think-Aloud test mostly showed us that current **Silfen's website needs to be improved on usability and it needs to be redesigned in a way to be more engaging and playful for users.**

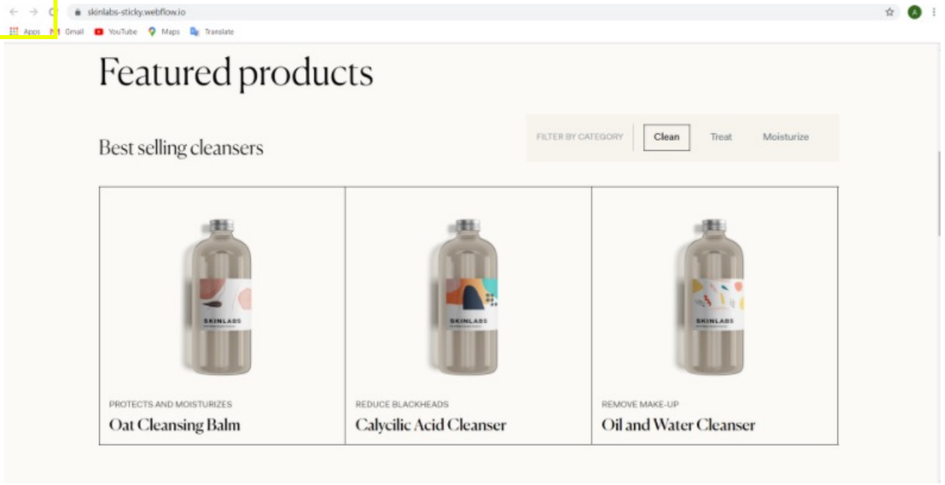
The main points from the UX point of view to be enhanced consists of adding features like filters and sorting to the product list site, creating "Collections" site showing both photoshoot photos and products from collections and making information about the sustainability of the brand more visible by adding it to the homepage.

4. WEB DESIGN TRENDS RESEARCH

After conducting user tests it was time to start thinking about our own solution for the website. As we already knew that a new webshop of Silfen needs to be playful but also modern and simple to use for people from all age groups, we decided to first get a good orientation on what are the trends in web design for 2020 and 2021 by doing a desk research. It was a great way for us to get inspired and also to compare each member's ideas for website design.

In the report we put some of the web design trends we found on the internet and which inspired us to create our design of the silfenstudio.com website.

1

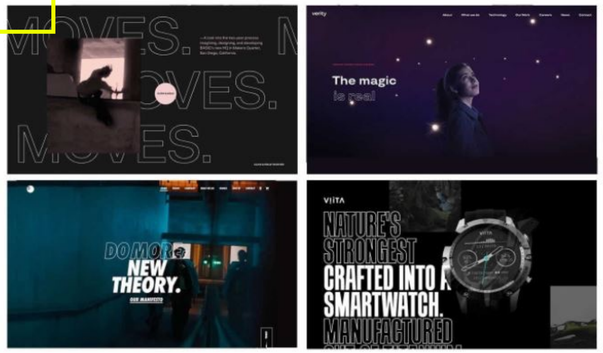


Geometric grids

Geometric grids are gaining traction as a way to structure a layout, with a clean and bold look. We will make use of grids to display the products on the landing page and the product list page.

Trend and photo from:
https://webflow.com/blog/web-design-trends-2021

2

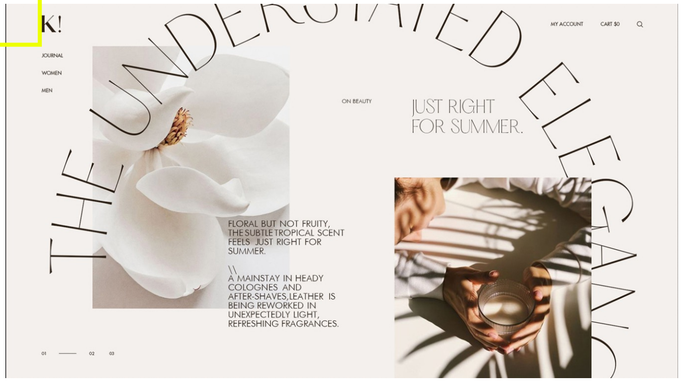


Outline typography

This trend is very popular right now. Outlined typo in most cases is using sans-serif fonts and capitalised letters. It is always in pair with filled letter next to it. This trend is making a website look more fun and creative.

Trend and photo from:
https://www.thelogocreative.co.uk/15-typography-design-trends-for-2021/

3

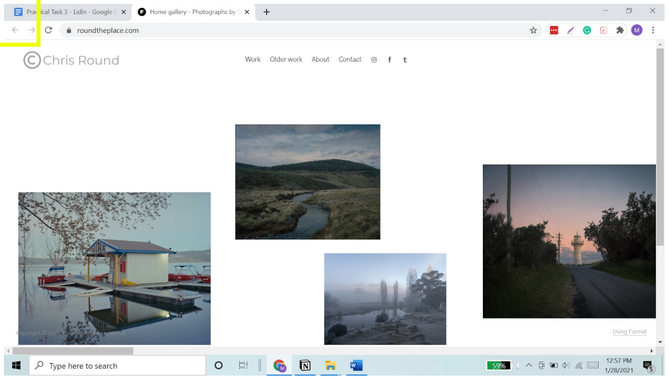


Overlapping layers

Using overlapping layers to try and create a more dynamic and creative feel to the website. This will be done by layering simple figures, images, and text.

Trend and photo from:
https://designmodo.com/web-design-trends-2020/

4



Horizontal scrolling

Horizontal scroll is having a comeback. It is important to use clear visual cues to indicate where content uses horizontal scroll. We have an idea to implement this in the collections pages and make it a sort of photo gallery.

Trend and photo from:
https://www.vectornator.io/blog/website-design-trends

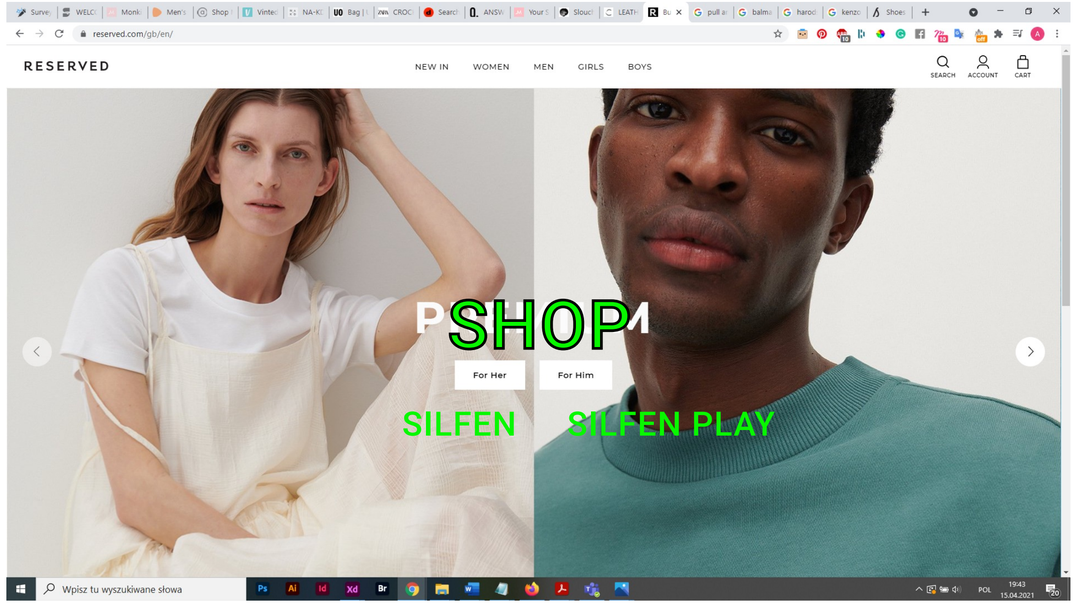
5. DESIGN PATTERNS SEARCH FOR SPECIFIC PROBLEMS

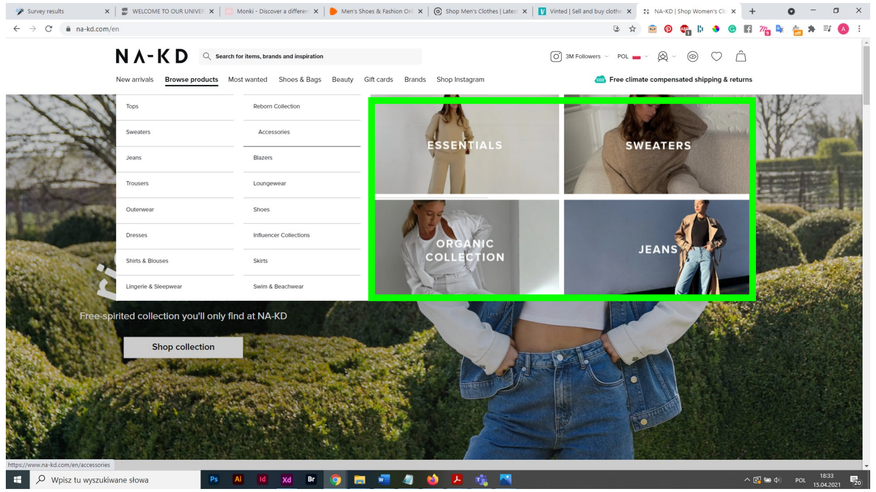
After getting an overview on web design trends we continued with our desk research by doing a Design Pattern Search. In a few words, this method is based on looking at different websites and collecting ideas on how to design some parts of the website to solve specific problems and make well thought improvements.

Since, in previous parts of our research, we collected many insights on what should be improved on Silfen's website, from client's point of view and users' needs, we could concentrate now on solving them by looking for inspirations of web designs.

Our group decided to search for design patterns on websites of direct competitors of Silfen and also on webshops mentioned as answers to the question from our survey - "favourite webshops in regards to the online experience".

We gathered many interesting solutions for solving problems on Silfen's website but for the purpose of this report we will show only a few examples here. Rest of them can be found in the section **Appendixes as number 1.**





Showing examples of images of the categories of products on hover so that it will be easier for the user to see what is for example "Tote bag" and what is "Bumbag"

6. CONCLUSIONS FROM OUR RESEARCH

Our well thought research process started by getting to know Silfen's requirements, through finding out about users' needs and habits of online shopping by doing user tests, to research about web design trends and some design patterns that can be useful for our solution. We learned a lot about Silfen's website - what is working well and what should be changed from the client's and users point of view.

By what we found out in the research part we created a list of findings and improvements that we wanted to include in our design of a webshop:

1. Creating a more engaging website, adding more playfulness to it by implementing colours from Silfen's brandbook to webshop design
2. Making navigation on the website easier- less elements in global navigation, more intuitive information architecture
3. Search feature not as "Search" elements of global menu but rather as an icon or bar where user can directly write what he is looking for
4. Adding wishlist feature to the website, so that users can save products that they like for a next visit in the webshop
5. Adding filtering by collections, sale, types of bags, colours and sorting by price in the shop site
6. Adding section "See similar products" on the bottom of one product site to create a more smooth user flow on the website
7. Easily found and understandable switch between Silfen and Silfen Play in global navigation bar
8. Home page design- adding SILFEN PLAY to landing page by having a hero section divided into 2 parts user can click to "Shop Silfen" or "Shop Silfen Play" so that when user is entering home page he can understand that he can shop two different brands
9. Home page- adding info about sustainability of the brand
10. "Collections" site design- showing all collections there and after clicking each there would be a page with photos from lookbook, info about collection and products from the collection that user can directly shop on the bottom of the page
11. Global menu design- less elements there than it is currently, list of elements showing up after hovering the menu. In that look not only having types of bags written but also adding one photo for each type to better show users how types differentiate from each other
12. Footer- adding there a sign up form for newsletter, including there more sites like "Help", "Shipping", "About us", social media links

TRANSLATION

Our translation focused around creating Personas profiles to understand the potential journeys through the website. Therefore, we have drafted three potential Silfen customers - coming from different digital understanding and needs. As stated by Miaskiewicz and Kozar (2011), personas allow brands to challenge their assumptions about the customers and pursue a more user-centred design approach. It helps to keep more focus on the users needs instead of the design only. The personas were built on the user stories (Appendix 2) that emerged from our initial primary research (Think Aloud Test & survey). This has allowed us to pinpoint certain patterns in the design that could be improved and innovate the usability of Silfen's website. Users' stories turned into personas aid turning facts into real life situations and context (Quesenbery and Brooks, 2010).

TRANSLATION

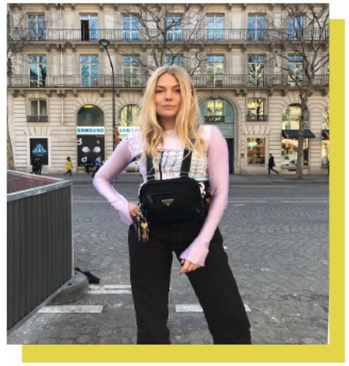
PERSONA 1

Helena fits in the main target audience as specified by Silfen's report. Living in the big city, aged 24 y/o and interested in fashion. She is a digital native and a fluent social media user that goes in line with NapoleonCat Stats (2021) - she belongs to the biggest Instagram user group. She works in Social Media as Gen Z is extremely tech-driven, thoroughly understands the digital transformation and craves the human connection (Dell, n.d.)

HELENA SØDERBERG

Influencer-driven girl

Young fashion-passionate woman looking for the perfect bag to complement her vibrant outfits



"I've been seeing all these girls on the streets and on insta with these super cute colorful bags. I'd love to get one!!"

Age: 24
Gender: Female
Location: Copenhagen
Job: SoMe Consultant
Hobbies: knitting, meeting with friends, standing up-to-date with the latest trends, content creation

WHO IS SHE?

She is a young city girl who spends a lot of her time on social media looking at influencers and fashion brands to make sure she is staying up-to-date with the latest trends. She loves to go shopping or shop online, updating her wardrobe often. She reflects her personality in the way she dresses and her outfit can really influence her mood.

GOALS

She wants to become a successful woman. Would love to be an influencer and inspire other people through her content and style. Have a good and stable job so she can afford life in Copenhagen and at the same time be able to afford staying in style. Wants to have kids some day and dress them trendy as well.

ATTITUDE

She is kind-hearted. Hardworking but also loves a good party. Fashion is important for her. Loves to do DIY activities to keep her self creative and busy. Family and friends aver very important.

BEHAVIOUR

Positive, always tries to see the positive side in everything around her and have a positive attitude.
She is more creative rather than analytical. Aesthetic is more important for her than functionality. She always aims to make striking and vibrant posts for SoMe at work. Likes to keep and aesthetic feed on her SoMe.
Makes her decisions based on emotions. Well-being is important for her so she puts emotions first.

SOCIAL MEDIA USAGE

Instagram
Facebook
TikTok
Snapchat

NEEDS WHEN ENTERING THE WEBSITE

She would like to see that the brand is worn by 'cool' people, see the outfits that she can match with, wants to have nice visual experience and be able to use go easily through the buying flow

TRANSLATION

PERSONA 2

Grete is a persona that is a grandmother to a girl interested in Silfen products. Considering the fact that the social media usage amongst older Danes has increased by 20% to 64% over the past 4 years (Statista, 2020a) and internet usage increased to 95% (Statista, 2020b), we assume that Grete is relatively comfortable with Internet usage. Moreover, Denmark is cultivating an 'active aging' model (Evans, Nistrup and Pfister, 2018) indicating the fresh mindset in the elderly.

GRETE HANSEN

Loving grandma

Loving grandma on a mission to find the perfect gift for her teenage granddaughter

"My granddaughter's birthday is approaching and with the pandemic going on I can only buy her gift online. I hope it's easy to buy it"

Age: 71
Gender: Female
Location: Aarhus
Job: Retired (former teacher)
Hobbies: Sourdough, ceramics, sudoku, Bingo Banko, watches a lot of Go'morgen Danmark, has read all of Karen Blixen's literature

WHO IS SHE?

An elderly woman living in Aarhus with her husband, Bob. She's a parent and a grandparent. Has two grandchildren, aged 12 and 16. Grete loves being retired living her best life making a lot of sourdough bread for her family. Loves spending time with her grandchildren and family in general, and also her girlfriends at the ceramics and Bingo Banko club.

GOALS

Wanting every member of her family to keep happy and comfortable. When Grete's family are happy, she's happy.

ATTITUDE

Positive, has a lot of drive for new tasks and challenges, it keeps her mind fresh.
Loves to be creative, expresses herself through her ceramics and sourdough.

BEHAVIOUR

After being on this planet for quite some years, she has realized that it's not worth it to stresst about unnecessary things. She is mostly positive and tries to take everything with a smile.
She is a creative person, loves art and making things by hand for her grandchildren.

SOCIAL MEDIA USAGE

Instagram
Facebook
TikTok
Snapchat

NEEDS WHEN ENTERING THE WEBSITE

To easily find the product that her granddaughter showed her, be sure that the purchase is secure and will get updates along the way, very clear shopping flow

TRANSLATION

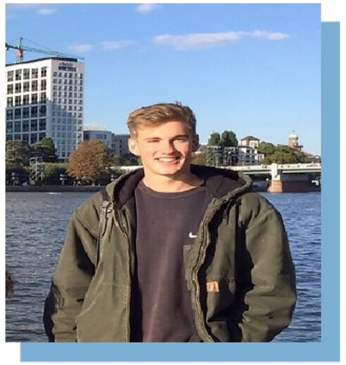
PERSONA 3

Lukas is a young individual who has just finished his studies. In Silfen context, he is the customer who shops for his girlfriend, therefore his main goal is to get quickly to the right product. He is extremely familiar with social media platforms where he can share his hobby. He is taking a gap year as this is a common choice amongst young Danes (Cphpost, 2020) and is planning to pursue business - frequently chosen by people taken a sabbatical (Cphpost, 2020). Moreover, the website needs to have clear communication and cohesive visual identity to keep the boyfriend on the website as Gen Z looks at those aspects when being online (Medium, 2020). Additionally, it is important that a website has a multichannel presence to ensure seamless experience.

LUKAS ANKER

Desperate boyfriend

Hard-working young boy desperate to find a nice present for his girlfriend that will impress her



"I want to buy a nice present for my girlfriend's birthday. One of her friends told me that my girlfriend loved two of SILFEN's bags. I want to buy one of them as a surprise gift to make her happy"

Age: 18
Gender: Male
Location: Roskilde
Job: Part-time waiter, looking for a full-time job as a part of his gap year
Hobbies: Skateboarding, running, billiards, meeting friends, model building

WHO IS HE?

Lucas is an 18 y.o. student finishing high school. He wants to get some break from studying by taking a gap year. After a gap year, he is thinking to start studying Business Management studies. For now, he wants to save some money for his hobbies and free-time activities.

GOALS

He wants to do well in exams in high school and enjoy his gap year by spending more time with his friends and girlfriend. In the upcoming year he wants to save some money and decide on what to study at university.

ATTITUDE

He is an extroverted kid witha lot of energy. Loves to hang out with friends. He is rather analytical than creative, always thinks things throughly before making a decision, but at the same time he lives in the moment.

BEHAVIOUR

Positive, meeting with friends and skateboarding with them gives him a lot of fun and energy. He cares much about his girlfriend and he wants to make her happy. He would like to get some creative present for her. He would like to get it quickly and easily from the webshop.

SOCIAL MEDIA USAGE

Instagram
Facebook
TikTok
Snapchat

NEEDS WHEN ENTERING THE WEBSITE

He wants to easily find the gift for his girlfriend, maybe have some outfit suggestions and photos, be able to see the reviews of others to see if it is fitting his expectations and her style. Good return policies - easily accessible information about that

IDEATION

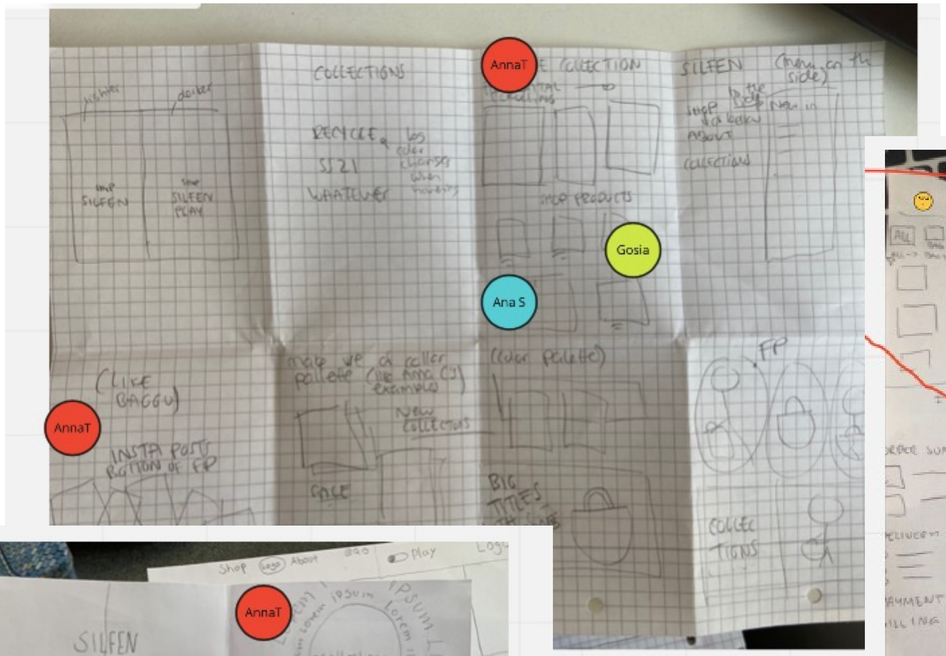
For the ideation process we discussed many different ways in which we could implement all the insights we got from our research into SILFEN's website solving the company's problems. The most important things we had to focus on were how to transmit SILFEN's playful identity on the design on the website, and also how to implement both SILFEN and SILFEN Play in one website. In order to do this and have a visual way to show our ideas, the ideation process covered creating moodboards in line with Silfen's branding and the spirit we wanted to capture when entering the website solution. This also included various design trends that were discovered through the secondary research phase. After understanding the common ground through moodboards, the next phase of ideation was Crazy 8s. Crazy 8s allowed us to explore different ideas and design pattern solutions. After compiling our Crazy 8s on Miro platform, we voted for the best ideas that could be implemented in our wireframes.

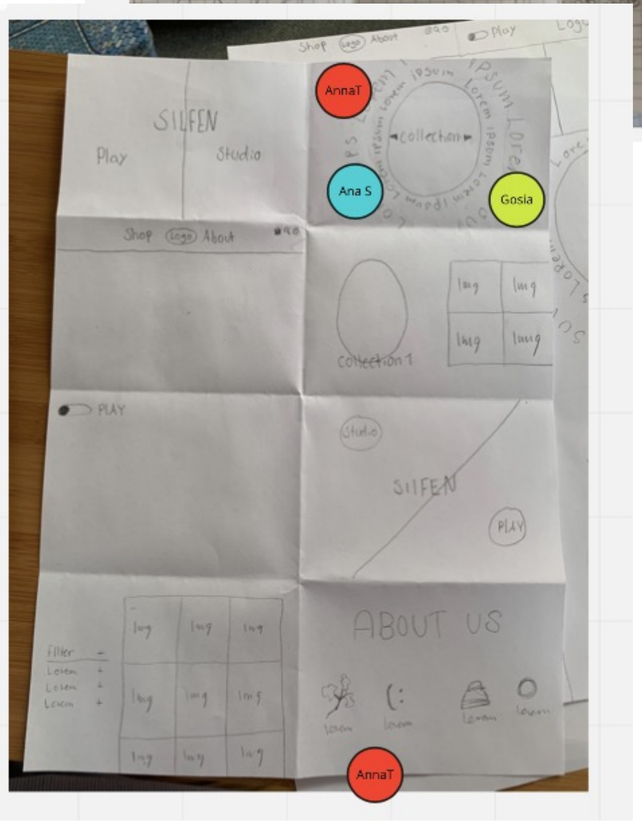
The next stage was implementing ideas in more defined sketches and understanding the potential advantages and disadvantages of our solution.

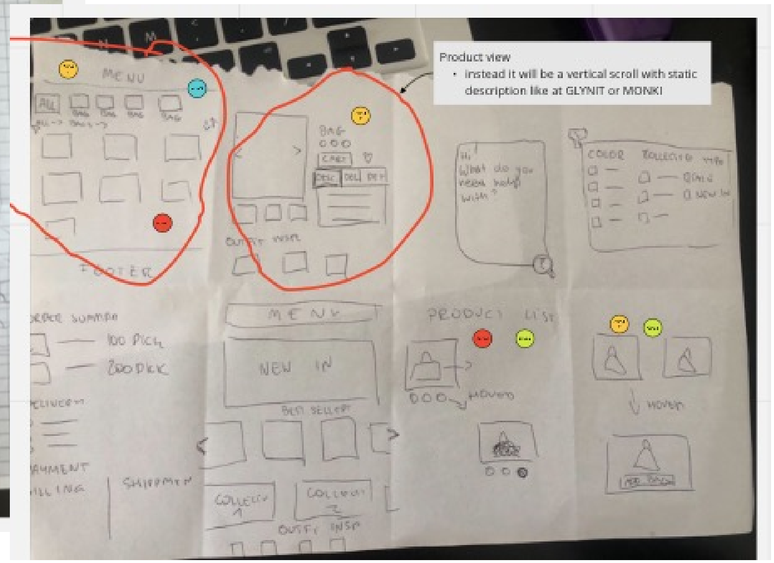
In the following pages we will present the sketches and moodboards that were the base for our prototype.

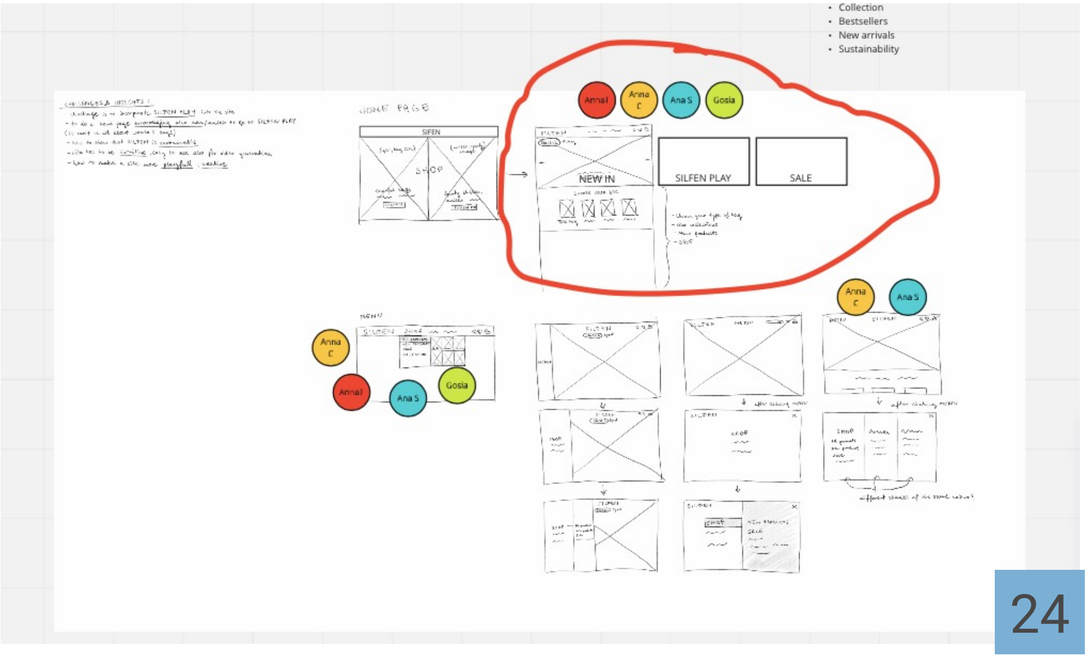
IDEATION

CRAZY 8S

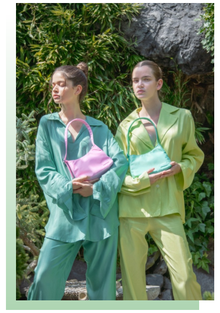


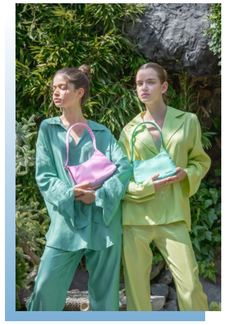






IDEATION
MOODBOARDS





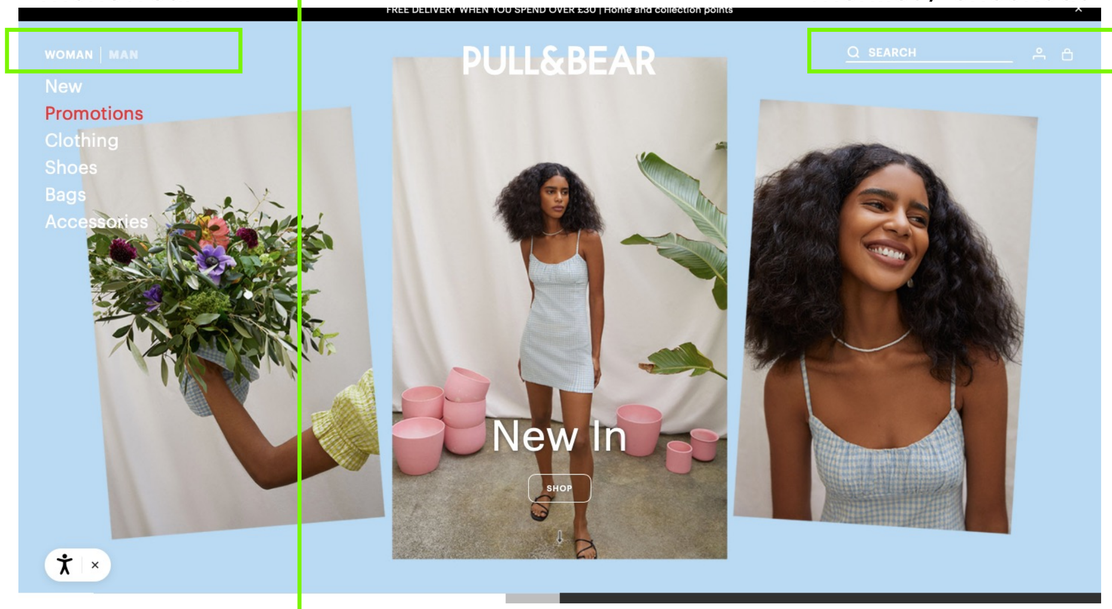
WELCOME TO SILFEN

LOREM IPSUM

IDEATION
DESIGN RESEARCH

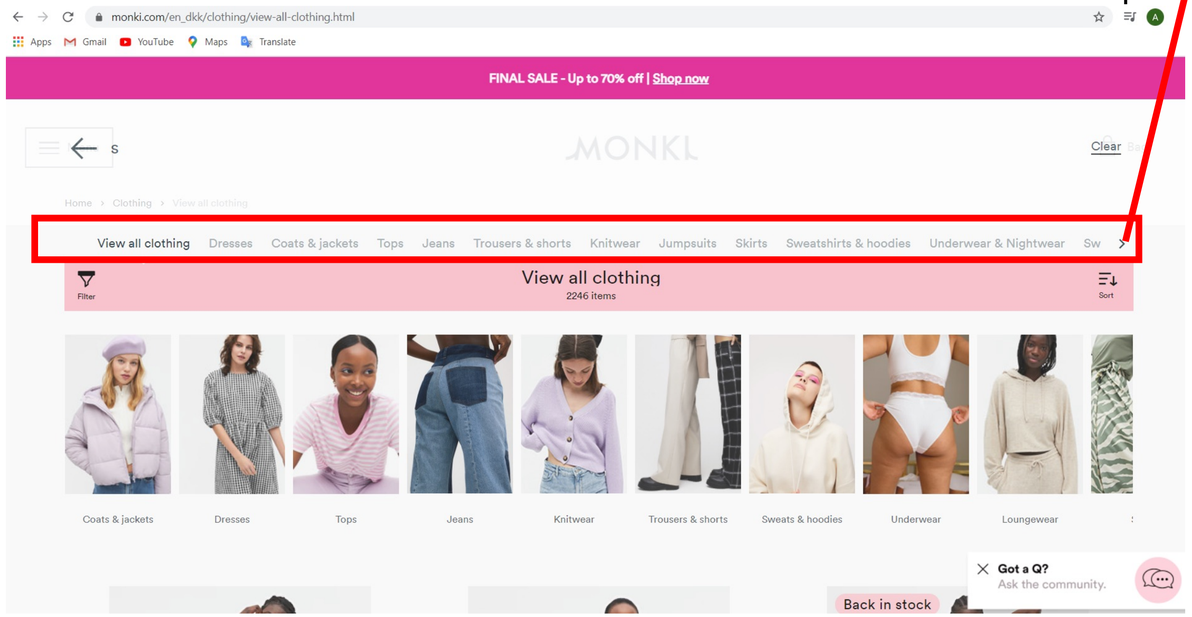
Easy change to menswear

Search / account / wishlist / checkout



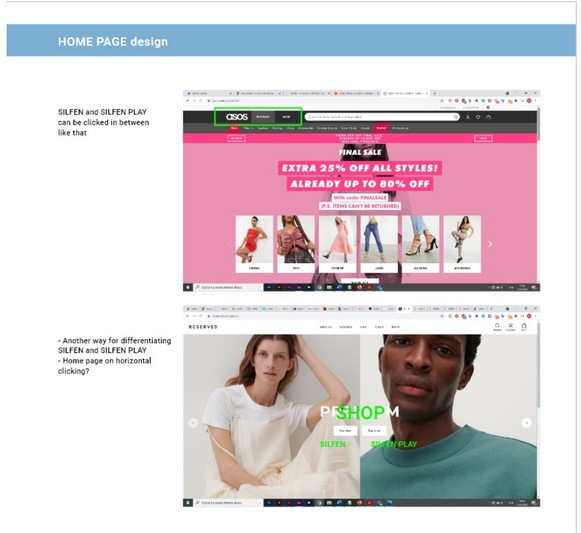
Menu visible straight away with categories / sale / new arrivals

Once inside product list you can see all the products on the top



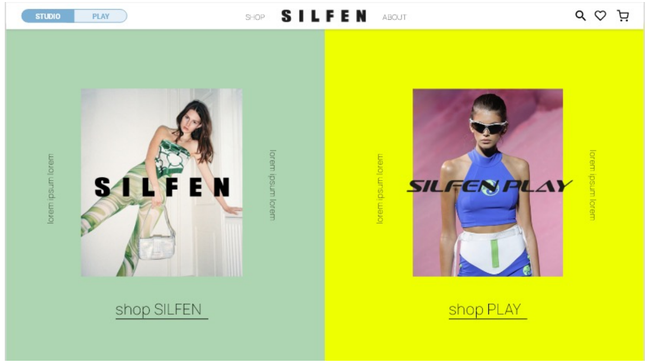
PROTOTYPING

ADOBE XD



Ideation from design and trend research

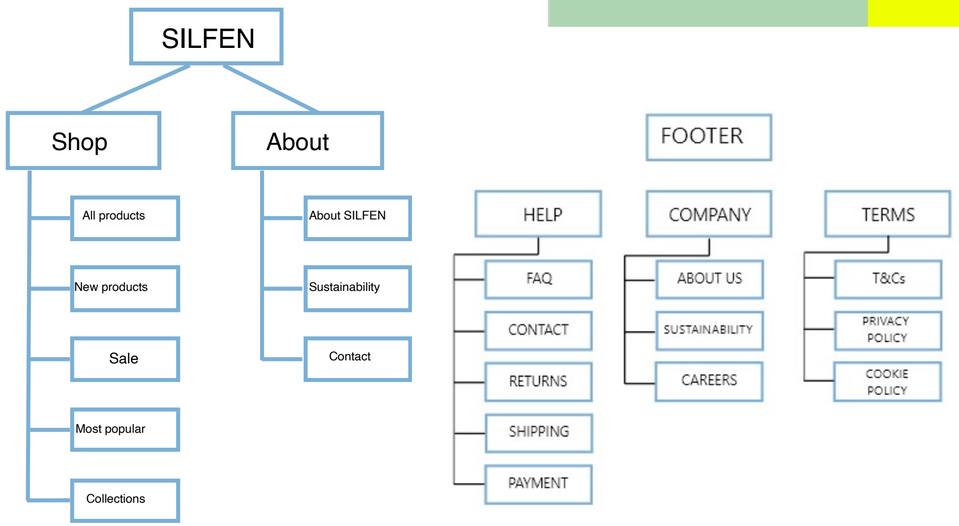
Implementation of ideation in prototype



After having completed the Ideation stage, we started to create prototypes which would be the first step of putting all our ideas together and decide if they were visually pleasant, as well as if they looked the way we expected them to look or we should do changes before starting the coding part.

We decided to use Adobe XD as our main prototyping platform, since it makes collaborative work very simple, and it's a great tool for prototyping and testing prototypes. The first step for starting the prototype was analyzing all data gathered before from the user tests, research and ideation, and finding the best way to put it all together in a functional prototype that would be easy to use and attract the users.

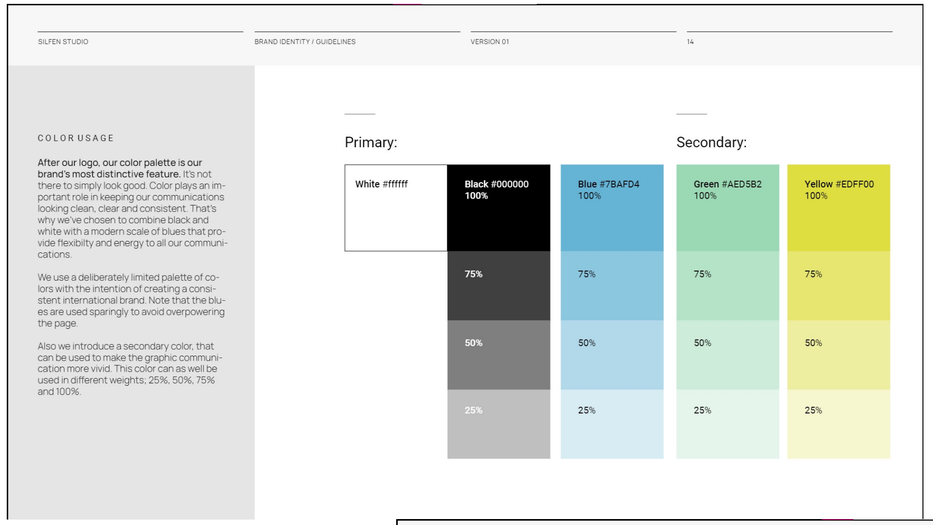
After taking this into consideration, we started creating the layout of each page following the Crazy 8s we had done before. In this part having conducted the Card Sorting technique was very beneficial to create an Information Architecture and a Site Map that would make the website easy to navigate and understandable for the user.

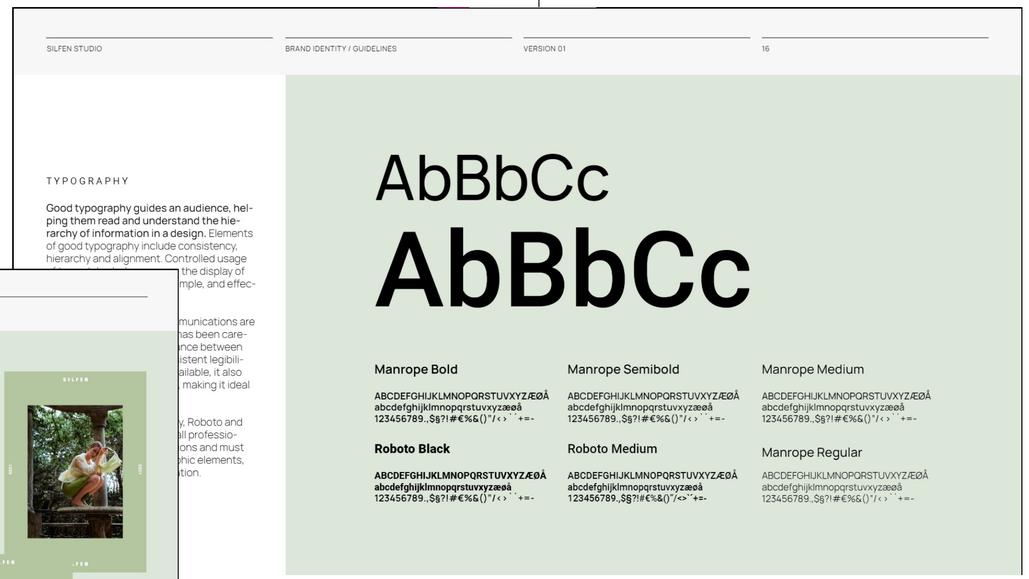


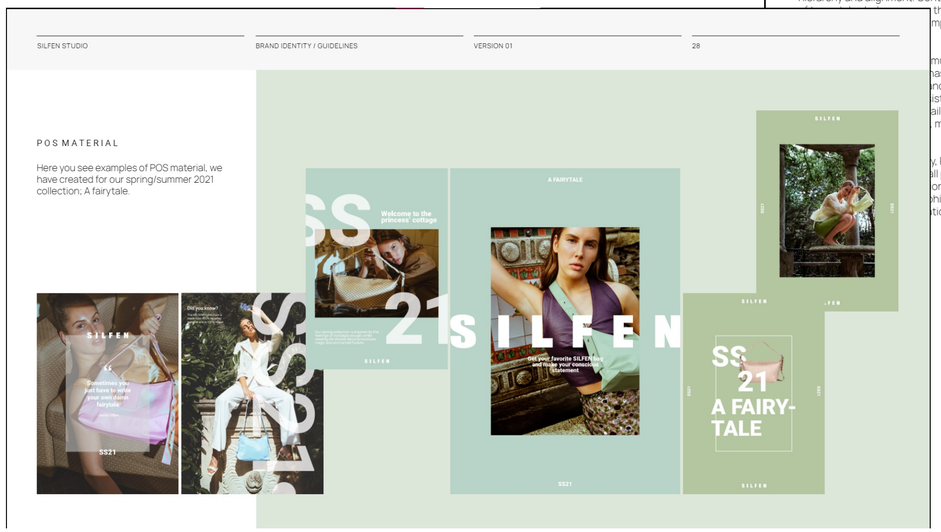
Site Map

SILFEN STYLE GUIDE

Another factor that was of big help for deciding on the layout of the website, was that SILFEN already has a well established brand identity and style guide, so we used the elements from their style guide to get inspired on the design of the website.



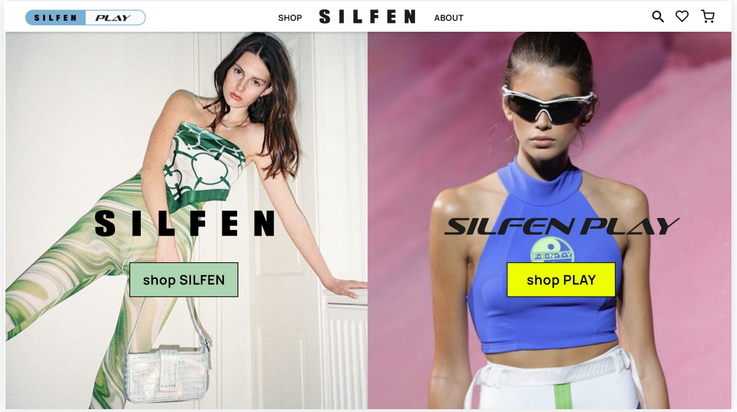




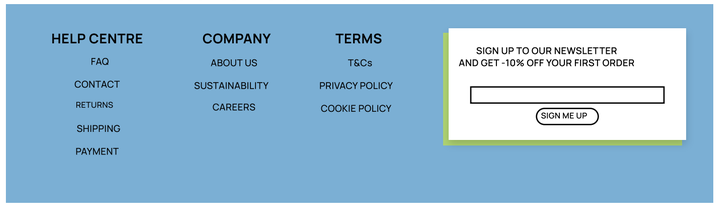
FIRST VERSION OF PROTOTYPE

We decided to have each person do a separate page, for example one did the landing page, another one the product list page, etc. Since we all had very similar ideas, this was very efficient and we only had to do some minor adjustments when we were presenting our work. However, this prototype went through a lot of changes and adjustments, since when we had the first version of the prototype done, we conducted more Think Aloud tests to make sure that we were correctly interpreting the results from the past tests. We conducted the tests at several stages of the prototype, the results and changes implemented will be discussed and shown farther on in the documentation.

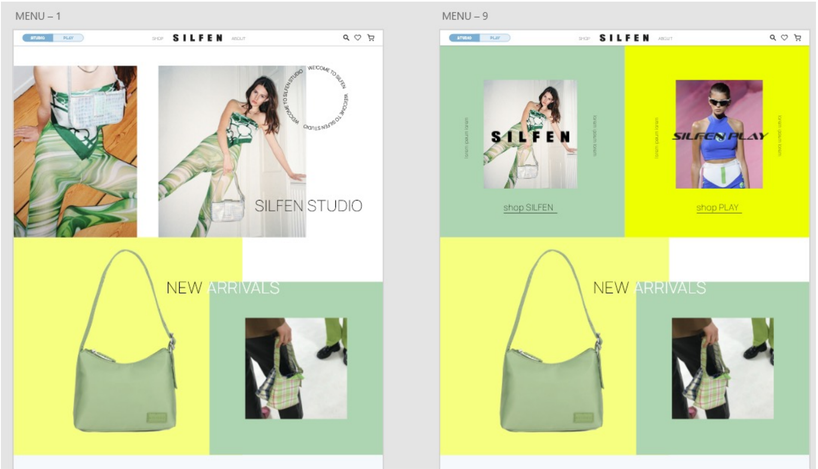
Global nav with **1st version of switch button** between brands



1s version **of footer with Newsletter form**



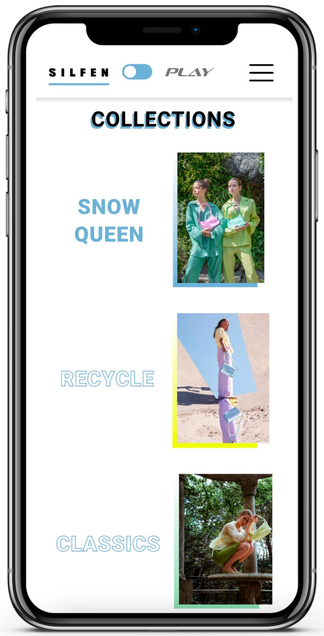
Trying out different versions of the landing page



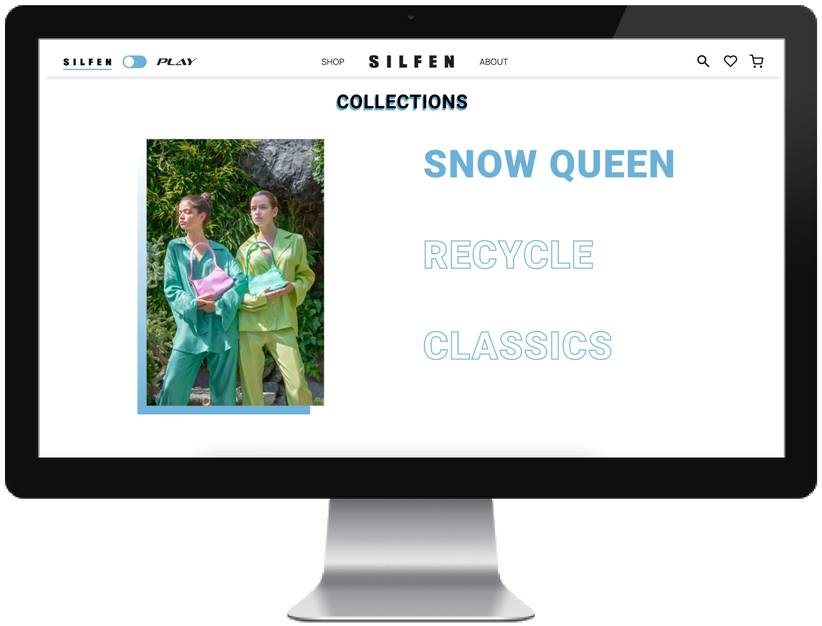
FINAL VERSION OF PROTOTYPE

The biggest advantage of using XD was that it was a great tool for testing the final product and seeing how it would look like once it is an actual website. It also made it very simple to find little mistakes that we might have overpassed when we did the testing, which would be very beneficial for when we started coding the website and hi-fidelity prototypes.

These are the results of the final solution. The changes made will be further explained in the testing section of this report.



Mobile version



Desktop version

SILFEN Studio Website Prototype link:

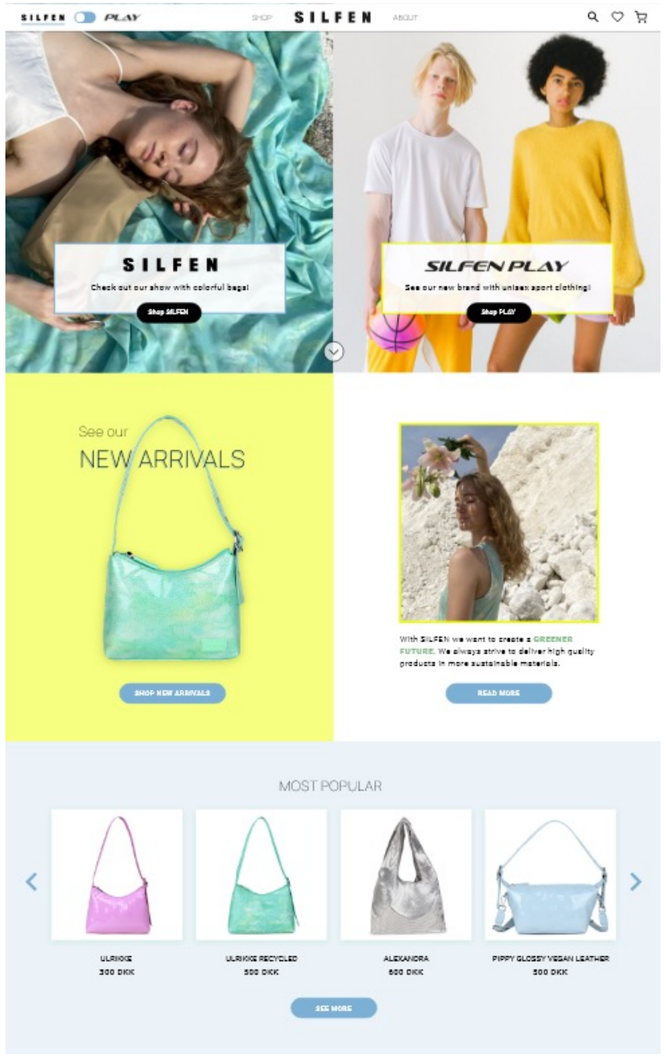
Mobile version:

https://xd.adobe.com/view/2fd86af0-5ae4-4705-9e54-2e5a45823016-7a8b/?fullscreen&hints=off

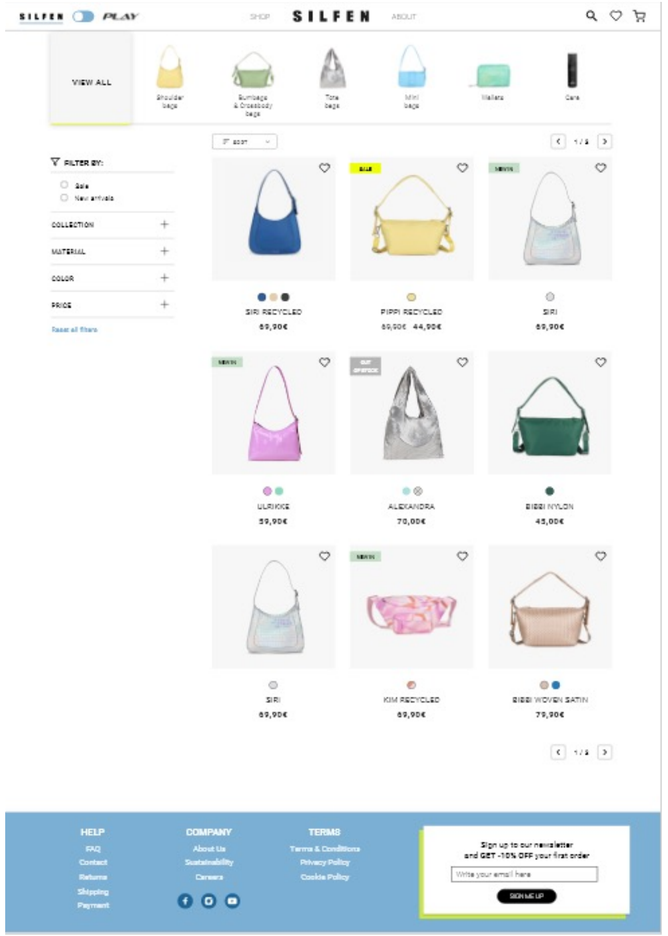
Desktop version:

https://xd.adobe.com/view/2c98f24c-a26d-452d-a4c9-33b98d565c36-79cb/?fullscreen&hints=off

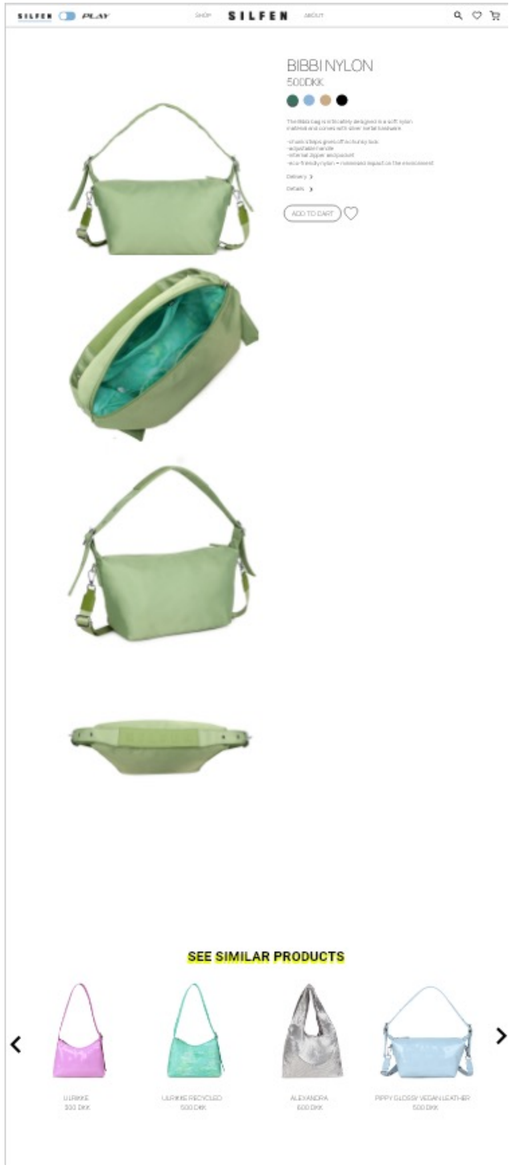
LANDING PAGE



PRODUCT LIST PAGE



PRODUCT PAGE



TECHNICAL DOCUMENTATION

DATA MODEL - RESTDB.IO

After having the final solution of the prototype, there were some things we had to take into consideration before coding the website. Since we were going to create a webshop, that meant that we had to create a database with several collections, because this would be helpful, with an API key, to fetch[1] the information from all products which would be then dynamically shown on the website, instead of having to code manually each product. The database would also be needed in order to create a purchase flow, since the information that the buyer would write in the checkout form would be sent to the database.

We used restdb.io, which is a NoSql document oriented database cloud service, to store and send the data. We created 3 different collections to fetch data from and send data to.

[1] Fetch is the retrieval of data by a software program, script, or hardware device. After being retrieved, the data is moved to an alternate location or displayed on a screen (Computer Hope, 2017)

DATA MODEL - RESTDB.IO

Bags

The first collection is “bags”. This collection is the one that stored all the bags and that would be fetched in order to show all the products on the website. Our data structure aims to encapsulate the most important parts of the products - product name, description, price and colour. Additionally, we want to notify the users if the products are on sale / new in.

Developer Mode

Name	Type	Description	Expression	Properties	Visible
name	text			{ "required": true }	☑
description	text			{}	☑
price	money			{ "autonum": { "auto": false, "offset": 0 } }	☑
colour	text			{ "required": true }	☑
sale	bool			{}	☑
material	text			{ "required": true }	☑
dimensions	text			{ "required": true }	☑
newProducts	bool			{}	☑
outOfStock	bool			{}	☑
typeOfTheBag	text			{ "required": true }	☑
collection	text			{}	☑
salePrice	text			{}	☑
photo	text			{ "required": true }	☑
photoOne	text			{}	☑
photoTwo	text			{}	☑
photoThree	text			{}	☑

DATA MODEL - RESTDB.IO

Bags

Furthermore, to allow filtering and sorting bags, we added a product category to maximise the user experience. Sale, newProducts and OutOfStock are made as boolean values to easily select the category of the product. All the other datafields, apart from the price, are set as a text field. Price is set as a ‘money’ type as it is a monetary value. This will allow the data to be fetched and append it dynamically on the website.

Data Structure

name	description	price	colour	sale	material	dimensions	newProduct
ULRIKKE WOVEN SATIN	Ulrikke Woven Satin is a new shoul...	499	Blue	false	Material: 100 % Polyester	Dimensions: 30 x 6 x 20 cm.	true
KIM RECYCLED	Kim is a sporty bumbag. The purse...	399	Blue	false	Material: 100 % rPET (Polyethylent...	Dimensions: 34 x 16 x 9 cm.	false
PIPPI GLOSSY VEGAN LEATHER	The Pippi bag is beautifully design...	499	Blue	false	Material: 100 % Polyurethane	Dimensions: 22 x 12 x 13 cm.	false
KIM RECYCLED	Kim is a sporty bumbag. The purse...	399	Pink	false	Material: 100 % rPET (Polyethylent...	Dimensions: 34 x 16 x 9 cm.	false
IDA LEATHER	Ida is a small, however practical w...	249	Black	false	Material: Calf Leather	Dimensions: 11 x 8 x 2 cm.	false
CILLE	Cille is a beautiful cometic wallet t...	299	Green	false	Material: 100 % rPET (Polyethylent...	Dimensions: 22 x 19 x 8,5 cm.	false
SIRI	Introducing Siri – a new SILFEN sh...	499	Blue	false	Material: Patent PVC	Measurements: 27 x 17 x 10 cm	true
IDA LEATHER	Ida is a small, however practical w...	249	Blue	false	Material: Calf Leather	Dimensions: 11 x 8 x 2 cm.	false
SIRI	Introducing Siri – a new SILFEN sh...	499	Pink	false	Material: Patent PVC	Measurements: 27 x 17 x 10 cm.	true
ULRIKKE WOVEN SATIN	Ulrikke Woven Satin is a new cross...	499	Beige	false	Material: 100 % Polyester	Dimensions: 30 x 6 x 20 cm.	true
ALEXANDRA	Think 90’s '						
YASMIN REFLECTIVE	Yasmin is t						
LEATHER BALM	If you want						

SIRI RECYCLED
69,90€

PIPPI RECYCLED
~~69,90€~~ **44,90€**

SIRI
69,90€

DATA MODEL - RESTDB.IO

Order details

The second collection in our database in restdb.io is order details, which is the one where the buyer details given on the checkout form are stored. The form is embedded on one site to allow the customer to have a full control over their data. This format was met with excitement during the Think Aloud Tests - the participants enjoyed the flow and having the data in only one place and not spread out across a few pages. For the purpose of shipping details, we asked to fill out basic name / address / email information. As for payment information, we will not gather data in Restdb.io for the purpose of the exercise to ensure that nobody discloses such private information as card number.

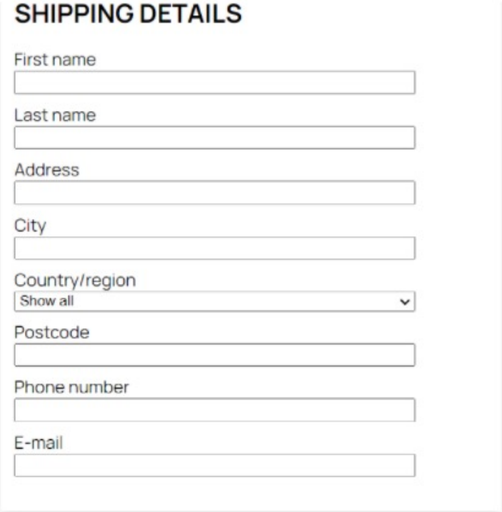
Developer Mode

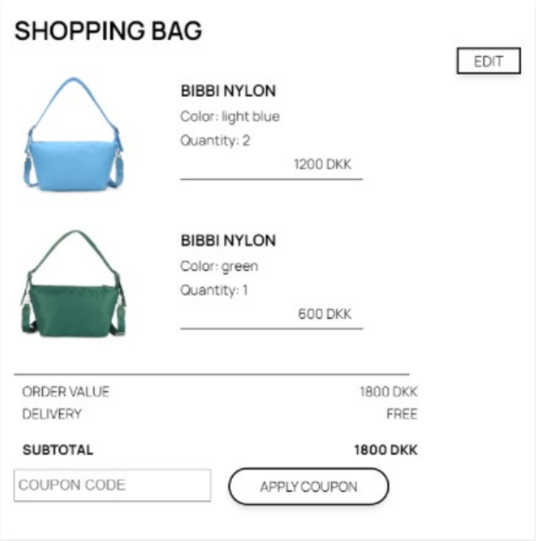
Name	Type	Description	Expression	Properties	Visible
firstName	text			{ "required": true }	☑
lastName	text			{ "required": true }	☑
address	text			{ "required": true }	☑
city	text			{ "required": true }	☑
country	text			{ "required": true }	☑
postCode	number			{ "required": true, "autonum": { "auto": false, "offset": 0 } }	☑
phoneNumber	number			{ "required": true, "autonum": { "auto": false, "offset": 0 } }	☑
email	email			{ "required": true }	☑
orderDate	date			{}	☑

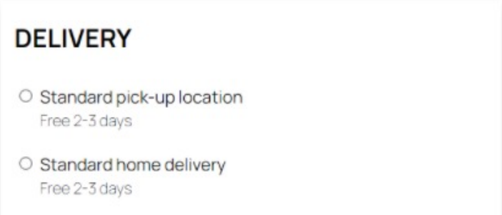
DATA MODEL - RESTDB.IO

Order details

Order details form on website







This is how the data is displayed in the database once the buyer has filled out and submitted the form.

firstName	lastName	address	city	country	postCode	phoneNumber	email
Ana	Castellanos	sdcsdv	dvdfv	Sweden	2342	33406857	ana@hotmail.com
Lilly	Hoggins	marylane 33	London	United Kingdom	2377	45678466	lilly_hoggs@gmail.com
Lucia	Zimmer	Im Troge 23	Bad Harzburg	Germany	22455	67497833	lucia.zimmer@gmail.de
Elsa	Payne	Luluave 65	Yorkshire	United Kingdom	54532	98574284	elsa1993@yahoo.com
Franka	Erikson	Berghemsgatan 34	Jönköping	Sweden	33567	34567654	franka.erikson93@hotmail.com
Greta	Soderberg	Humlegatan 45	Skövde	Sweden	56432	56432432	thegretas@gmail.com
Laura	Gonzales	vefvn 65	cdfkvmcev	United Kingdom	34532	99582734	laura@gmail.com
Laura	Gonzales	vefvn 65	cdfkvmcev	United Kingdom	34532	99582734	laura@gmail.com
Laura	Gonzales	vefvn 65	cdfkvmcev	United Kingdom	34532	99582734	laura@gmail.com
Laura	Gonzales	vefvn 65	cdfkvmcev	United Kingdom	34532	99582734	laura@gmail.com
Laura	Gonzales	dvsdf	vfsf	Denmark	3435	342343	dsf@rgv.df
Lola	O'Brien	kingston ave 234	New York City	United States	45432	88849382	lolitak03@hotmail.com

DATA MODEL - RESTDB.IO

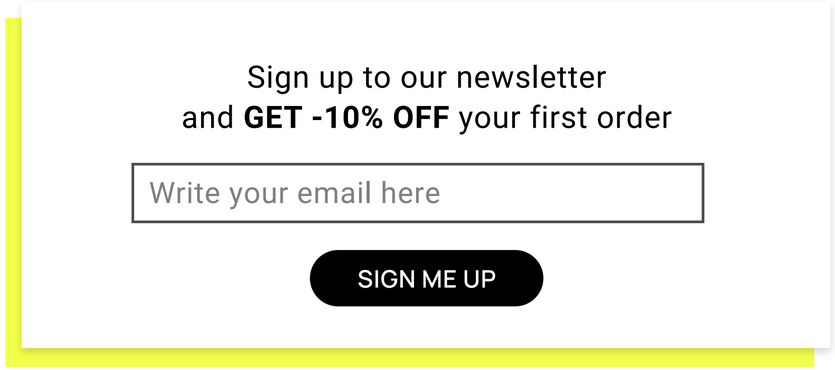
Newsletter

The third database is Newsletter, where the information filled in the newsletter form will be sent and stored. For the Newsletter sign up, the user is just required to enter their email address, so the database is very simple. There is only one field with the type of email. Once the user submits the information to the database, the different emails will be displayed so the company will be able to add new email to their newsletter list. This data won't be shown on the website, only the people with access to the database will be able to access this information.

Developer Mode

Name	Type	Description	Expression	Properties	Visible
email	@ email			{ "required": true }	☑

Newsletter form on website



CODING AND PROGRAMMING PROCESS

[2]

[1]

The coding and programming process was as usual a very long one, since to make a playful, creative, and dynamic website we had to put a lot of effort on HTML, CSS and mostly JavaScript. We also learned how to use localStorage in JavaScript, which was very useful for creating the shopping cart.

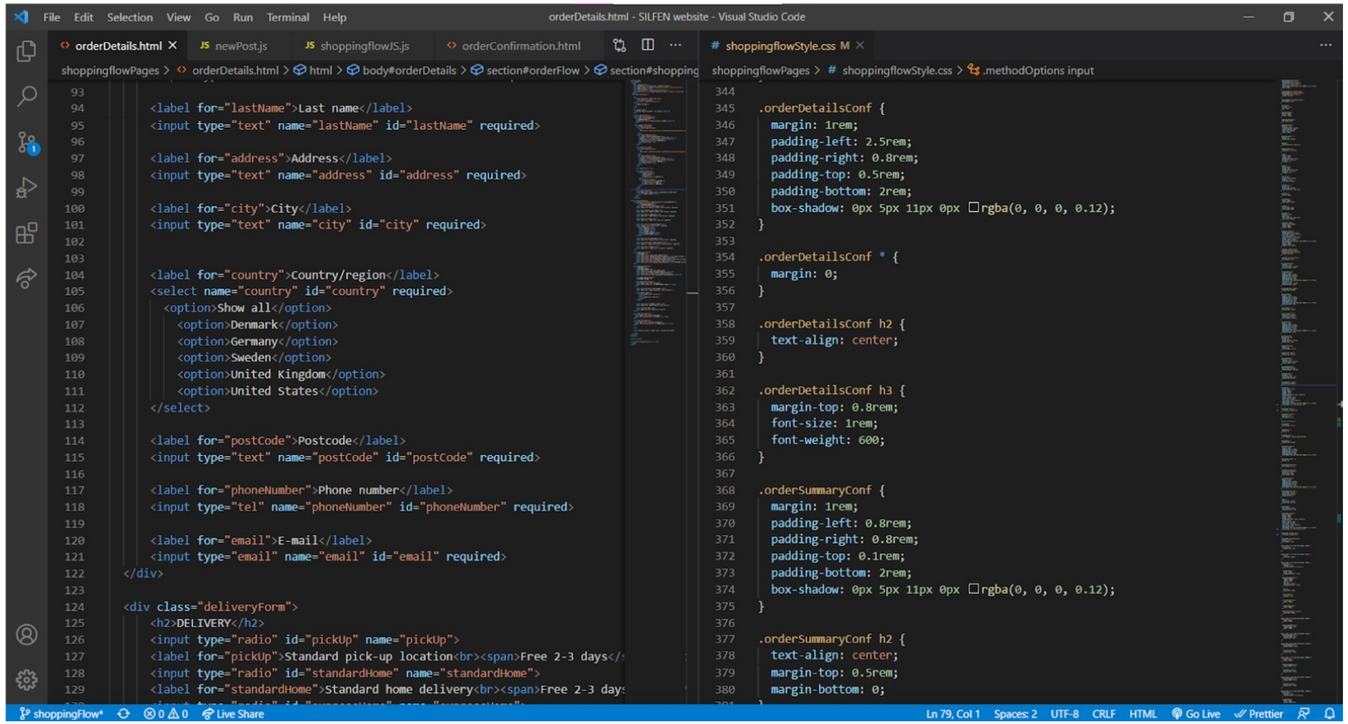
[2] The localStorage read-only property of the window interface allows you to access a Storage object for the Document's origin; the stored data is saved across browser sessions (developer.mozilla.org, n.d.)

CODING AND PROGRAMMING PROCESS

HTML and CSS

Having the prototype on XD was very useful to do the HTML and CSS part of the website. In the HTML we used several tags since we implemented several forms. For the forms we used different input types such as select, radio, submit, email, etc. Which would be useful to create a better UX.
We also used a lot of different classes which were of big help when doing the CSS to give an attractive and pleasant styling to the website. We made use of box-shadowing, animations, fonts, gradients, etc, to make the website more interactive and include SILFEN's style in it as well as different design trends.

Code on VSCode



CODING AND PROGRAMMING PROCESS

JavaScript

JavaScript was a very challenging part of the project, since there were many things that had to be made dynamic through different methods. As mentioned before, in order to make the display of products more simple and effective, we made use of the FETCH method. With the help of this method, JSON, and JavaScript, we were able to show all products on the product list page, to make filters, and to be redirected to a single product page when clicking on it in the product list.

JS of product view page

product-js.js > ...

You, 4 days ago | 1 author (You)

```javascript
const urlParams = new URLSearchParams(window.location.search);
const id = urlParams.get("_id");
const url = "https://kea2021-907c.restdb.io/rest/bags/60816c663e28515100031b63";
// const mediaurl = "https://kea2021-907c.restdb.io/media/";

/*API key*/
const options = {
  headers: {
    "x-apikey": "602e264f5ad3610fb5bb6267",
  },
};

fetch(url, options)
  .then((response) => {
    if (!response.ok) {
      throw Error(response.statusText);
    }
    return response.json();
  })
```

You, 4 days ago • adding JS to product view

```javascript
  .then((data) => {
    handleBags(data);
  })
  .catch((e) => {
    console.error("an error occured:", e.message);
  });

function handleBags(bags) {
  console.log(bags);
  document.querySelector("h1.nameBag").textContent = bags.name;
  document.querySelector("h1.priceBag").textContent = `${bags.price} DKK`;
  document.querySelector(".list li").textContent = bags.material;
  document.querySelector(".product-pic img").src = bags.photo;
  document.querySelector(".product-pic img:nth-child(2)").src = bags.photoOne;
  document.querySelector(".product-pic img:nth-child(3)").src = bags.photoTwo;
  document.querySelector(".product-pic img:nth-child(4)").src = bags.photoThree;
  document.querySelector(".list li:nth-child(2)").textContent = bags.dimensions;
  document.querySelector(".bagDesc").textContent = bags.description;
  document.querySelector(".bagDesc li").textContent = bags.description;
}
```

JS of product list page

```javascript
function main() {
    const container_type_of_bags = document.getElementById("filter-type_of_bag")
    const container_filters = document.getElementById("filter_by")
    const container_sorting = document.getElementById("sort_by")
    const container_product_list = document.getElementById("product_list")
    const filter_button = document.getElementById("select_filtering")
    const sort_button = document.getElementById("select_sorting")


    setup_filter_sort_panel(container_filters, container_sorting, filter_button, sort_button)
    setup_bag_types_listener(container_type_of_bags)
    setup_filters_listener(container_filters)
    setup_wishlist_listener(container_product_list)

    load_data()
}

main()
```

CODING AND PROGRAMMING PROCESS

JavaScript

We also made use of the POST method in order to send the information filled out on the forms to the database. For this method the tags given to each field on the form are linked to the JavaScript and then the JavaScript is linked to JSON fields in the database in restdb.io, so everytime the user fills the form a presses submit, the data will be “posted” in the database as shown the Data Model - Order details section of this report.

JS for orderDetails form

```javascript
form.addEventListener("submit", (e) => {
  e.preventDefault();
  console.log(form.elements.firstName.value);
  console.log(form.elements.lastName.value);
  console.log(form.elements.address.value);
  console.log(form.elements.city.value);
  console.log(form.elements.country.value);
  console.log(form.elements.postCode.value);
  console.log(form.elements.phoneNumber.value);
  console.log(form.elements.email.value);

  const payload = {
    firstName: form.elements.firstName.value,
    lastName: form.elements.lastName.value,
    address: form.elements.address.value,
    city: form.elements.city.value,
    country: form.elements.country.value,
    postCode: form.elements.postCode.value,
    phoneNumber: form.elements.phoneNumber.value,
    email: form.elements.email.value,
  };

  document.querySelector("input[type=submit]").disabled = true;

  fetch("https://kea2021-907c.restdb.io/rest/orderdetails", {
    method: "POST",
    headers: {
      "x-apikey": "602e264f5ad3610fb5bb6267",
      "Content-Type": "application/json",
    },
    body: JSON.stringify(payload),
  })
    .then((response) => {
      console.log(response);
      document.querySelector("input[type=submit]").disabled = false;
      form.elements.firstName.value = "";
      form.elements.lastName.value = "";
      form.elements.address.value = "";
      form.elements.city.value = "";
      form.elements.country.value = "";
      form.elements.postCode.value = "";
      form.elements.phoneNumber.value = "";
      form.elements.email.value = "";
      document.querySelector("#orderDetails").classList.add("hidden");
      document.querySelector("#orderConfirmation").classList.remove("hidden");
```

TESTING

TESTING

We conducted several Think Aloud Tests throughout different stages of the prototyping process. Think Aloud Test was our most used testing method, since it gave us really useful insights of what the users think of the website and its functionality. Since we were observing their every move and they were sharing their thoughts, it made it easy to find out what problems the website had and what could be changed.

FIRST VERSION

We first conducted 3 Think Aloud Tests with people from our target group on the first iteration of the prototype which was mostly concentrated on usability of our solution than design. In this version we had a “button” in the menu to change between SILFEN and SILFEN Play, and we hadn't made use of microcopies to guide the user through the process.

FIRST VERSION

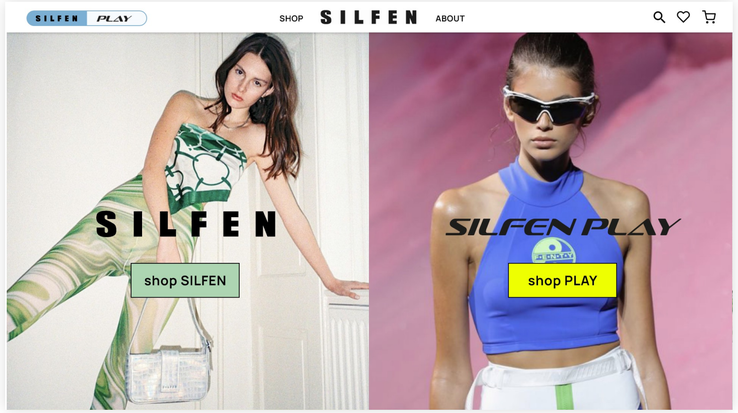
Insights

- The users did not know how to go to SILFEN Play other than from the landing page where there is the split screen. They did not notice the button to change from one to the other since they thought it was a logo or something like that.

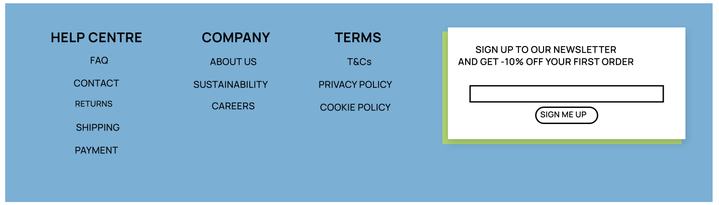
- The users did not think the brand was sustainable from looking at the landing page. Only when they went to the menu they found about the sustainability page, but wouldn't have expected it to be sustainable otherwise

- In the product view some users did not expect there to be more images other than the first one shown since it took full-height of the screen and there was no sign indicating to scroll down, so users did not notice the other images or the similar products section. The same happened in the landing page, they thought the split screen was the only thing on that page and did not scroll down to see the rest of the content on that page since there was nothing inciting them to do so.

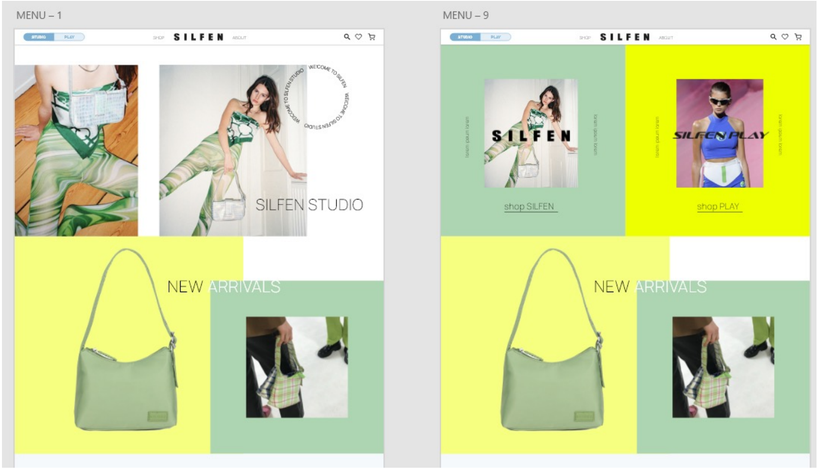
Global nav with **1st version of switch button** between brands



1s version **of footer with Newsletter form**



Trying out different versions of the landing page



SECOND VERSION

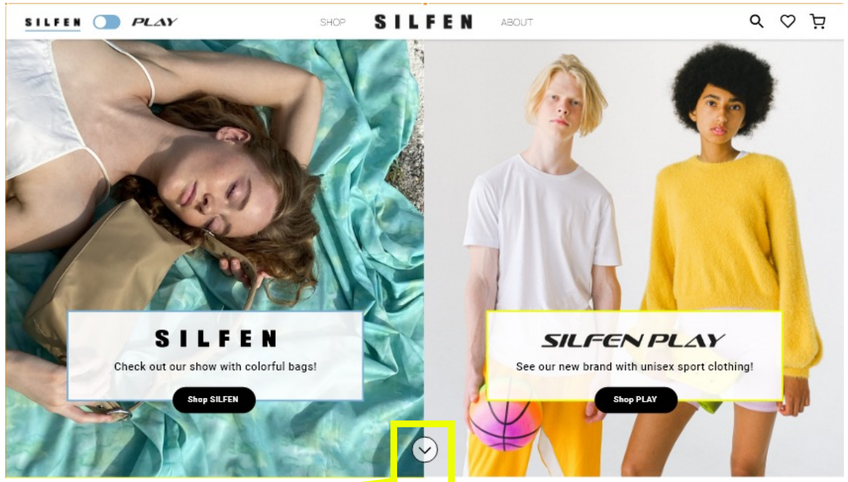
After having conducted tests on the first version, we used the insights to make improvements for the second version.

- For this version we implemented the toggle switch on the menu bar to change between SILFEN and SILFEN Play

- Added more relevant information about the brand on the landing page, for example about sustainability

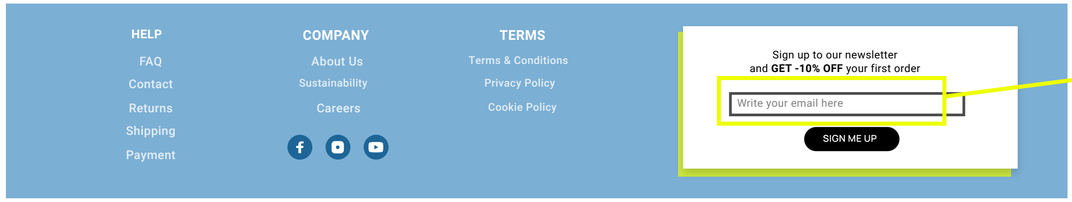
- Adjusted the size of images and made use of microcopy to guide the users through the website and make sure they would know when they should scroll to see more content

Global nav with **2nd version of switch button** between brands

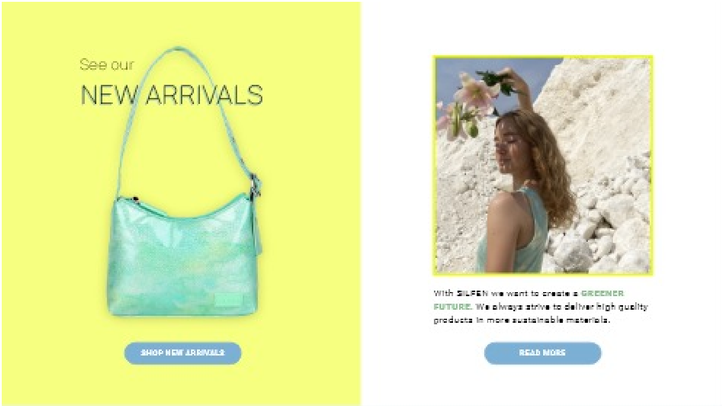


Use of microcopy

2nd version **of footer with Newsletter form**



Use of microcopy



Added relevant information to landing page

SECOND VERSION

Insights

- The users easily found the toggle switch for changing between SILFEN and SILFEN Play and thought it was a fun, playful and interactive feature.

- With arrows and other microcopies indicating the users what to do, more of them scrolled down the website and found all relevant information

RESULTS

The results from the second version were very positive and gave us a good insight into what things to change. We notice it is important for users to have “help” along the process to know what to do and where to go. We implemented all of these insights in the final version of the website.

TOOLS, METHODS AND THEORIES

Theories	Purpose/what was it used for	How it helped us
Design Thinking	To design with the user in mind	We got to create the solution with a better understanding of who the design is for. Empathising, defining, iterate, prototyping, and testing
Design Principles	For the layout of the website solution	Helped us to know how to layout the website visually. How to put text, content, etc. together so that they are to be perceived as we want
Graphic Elements	For the added visual aspects of the design	Helped us create added aspects to SILFEN's visuals. Combining shapes, color, text, lines, texture, space, and value
Information Architecture (IA)	Creating structure and organizing parts of the website	Mapping out the hierarchy/structure of the footer and menu

Tools	Purpose/what was it used for	How it helped us
Notion	Project management, notes, assignments, deadlines	Having almost everything from the project gathered one place
Google Docs	Documentation log	Keeping track of everything we've done in this project
Google Jamboard	User stories, card sorting	Having a virtual workspace where we could play around with post its for testing
Adobe xd	Prototyping, moodboard	Having a collaborative workspace where all the members of the group could work at the same time
VSCode	Coding the website	Coding the website
GitHub	Collaborate coding	Made it possible for all the group members to code on the website at the same time
restDb.io	Database for website	Helped us making the website dynamic, making it possible to fetch data from a database

TOOLS, METHODS AND THEORIES

Methods	Purpose/what was it used for	How it helped us
Crazy 8's	Idea generating	Generating ideas for the layout and features of the website solution
Survey	Researching users preferences and habits when online shopping	Gave us some qualitative and some quantitative information from users, that were used for further for the solution
Interviews	Researching users experiences using the SILFEN website	Gave us some specific examples on what users thought of the SILFEN website.
Design Research	Researching the current website design trends	Gave us inspiration on how to solve some of the features of the website for the solution
Prototyping	Created a prototype of the website, that could be tested	Made it possible to test the solutions

Methods	Purpose/what was it used for	How it helped us
Think Aloud Test	Testing the SILFEN website, testing the prototype of the new website	Gave us a good insight on how both the SILFEN website, and our prototype solution were to be optimized accordingly to users
Card Sorting	Testing users idea of menu and footer	Insights on how users expects thing sin the menu and footer to be categorised
Personas	A reference point to three different personas, representing different segments	Empathise with different segments, to help making the solution more diverse
User Stories	Exemplified some of the stories of how the personas were to use the SILFEN website	Elaborated on the ways the SILFEN website are to be used by different people and in different scenarios
Moodboard	Creating the visual reference of the new solution on the SILFEN website	Made it possible to have the same visual reference within the group

CONCLUSION

CONCLUSION

Problem formulation

How might we design an easy to use by all ages web solution that highlights the playfulness and brand identity of the company to ensure increased brand engagement and online sales?

When trying to optimize the SILFEN Studio website, and make it ‘easy to use’, we found through researching, think-aloud-testing, and comments from Silfen themselves, several features of the website which was shown to either not be working as ideally as it should or not working at all. Many of the recurring faults were found in the filtering option, purchase flow, collection, the menu, the footer, and the focus on sustainability.

When trying to optimize these funds, we took comments from the users in the think-aloud into accountability, and then we researched other websites to see how others were solving them. To develop a solution we created three personas, from different segments, to have these three types of users to reflect back to and try and empathise with into the solution of the website.

CONCLUSION

From our crazy 8's sketches an idea to incorporate a way to access SILFEN Play was formed. The idea was created upon the idea of a dark-mode feature, where a toggle switch in the menu would make it possible for the user to click and go back and forth between the two websites; SILFEN Studio and SILFEN Play.

The toggle switch in our first iteration of the website had the logos of the two brands inside of the toggle and the active site, which the user would be on, would display a darker blue color. This version was then tested in a think-aloud test and shown to be more or less overlooked, since little to none of the users were clicking it.

We then created a second version, where the brands were placed outside of the toggle, making the toggle a more recognisable, and after a second round of think-aloud testing it was shown to be that. The users were clicking the toggle and using it in the correct event.

CONCLUSION

Were we to work further on the solution, we would have dived deeper into some of the solutions we already have worked on. That would have included testing the prototype further with think aloud test to test the website functions created for the solutions.

Another aspect would be to have tested the added visual design of the website. This would could have been tested with a bert test, to see if our solution are communicating the creativeness and playfulness that SILFEN requested.

Another important point would have been to work further on the code of the website to make it fully dynamic. We were limited when it came to coding some of the solutions in the website, and had to make static.

REFERENCES

AAKER, D. and JOACHIMSTHALER, E. (2000) The brand relationship spectrum: The key to the brand architecture challenge. California Management Review; Berkeley, 42(3), pp. 8-23.

Computer Hope (2017). Fetch. Retrieved from: https://www.computerhope.com/jargon/f/fetch.htm [Accessed: 30/04/2021]

DAM, R. F. and SIANG, T. Y. (2020) What is Design Thinking and Why Is It So Popular? [Online] Interaction Design Foundation. Available from: https://www.interaction-design.org/literature/article/what-is-design-thinking-and-why-is-it-so-popular [Accessed: 29/04/2021]

DELL (n.d.) Gen Z is here. Are you ready? [Online] Dell Technologies. Available from: https://www.delltechnologies.com/da-dk/perspectives/gen-z.htm [Accessed: 02/05/2021]

Developer.mozilla.org (n.d). Window.localStorage. Retrieved from:https://developer.mozilla.org/en-US/docs/Web/API/Window/localStorage [Accessed: 30/04/2021]

EUROMONITOR (2021) Apparel and Footwear in Denmark, February 2021. Euromonitor.

Evans, A.B., Nistrup, A. and Pfister, G., 2018. Active ageing in Denmark; shifting institutional landscapes and the intersection of national and local priorities. Journal of aging studies, 46, pp.1-9.

HE, Y., CHEN, Q., TAM, L. and LEE, R.P. (2016) Managing sub-branding affect transfer: the role of consideration set size and brand loyalty. Marketing letters, 27(1), pp.103-113.

MACARAIG, A. (2020) Danish News Round-up: More students with Danish background take gap year [Online] Cph Post. Available from: https://cphpost.dk/?p=115042[Accessed: 02/05/2021]

MCKINSEY (2020) The State of Fashion 2020. BoF.

Miaskiewicz, T. and Kozar, K.A., 2011. Personas and user-centered design: How can personas benefit product design processes?. Design studies, 32(5), pp.417-430.

NapoleonCat (2021) Social media users in Denmark, Instagram users in Denmark, April 2021.

OKWATCH, L. (2020) 6 Important things to consider in UI/UX design for Generation Z. [Online] Medium. Available from: https://medium.com/swlh/6-important-things-to-consider-in-ui-ux-design-for-generation-z-5cb578043ff2 [Accessed: 02/05/2021]

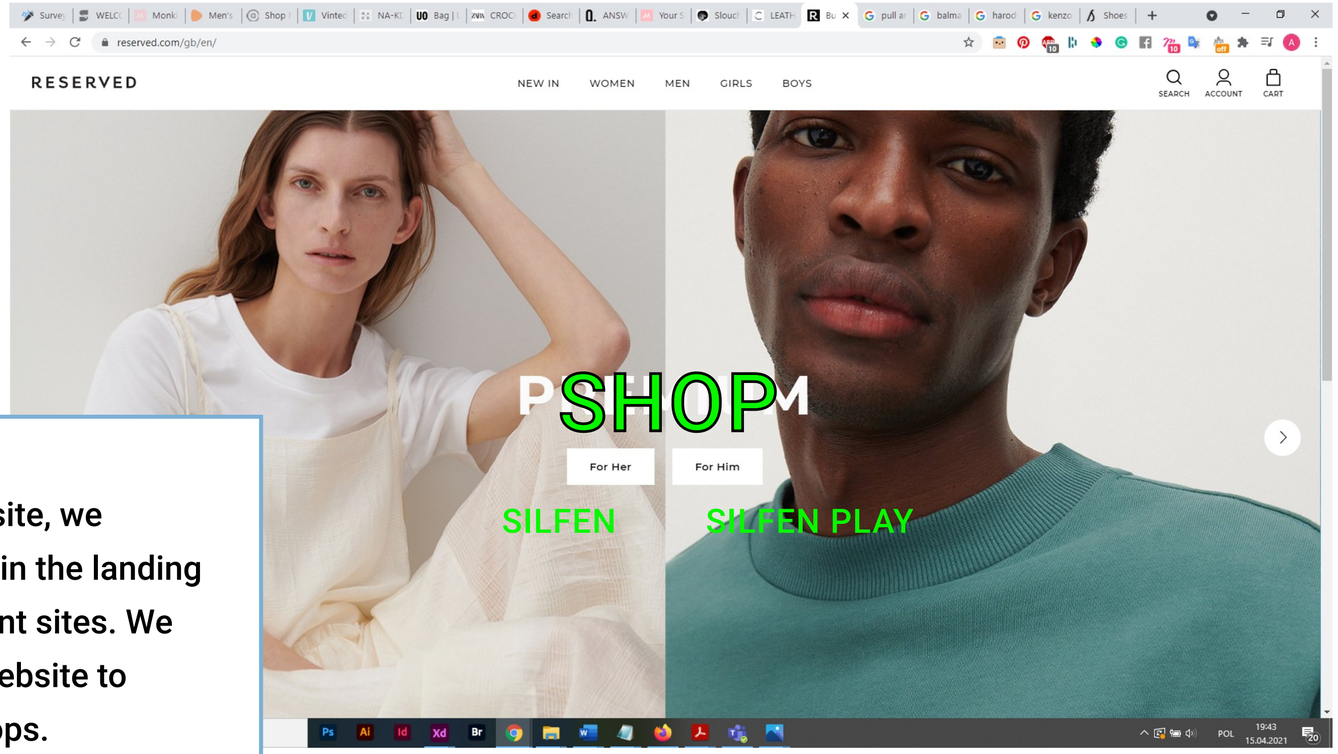
Quesenbery, W. and Brooks, K., 2010. Storytelling for user experience: Crafting stories for better design. Rosenfeld Media.

STATISTA (2020a) Share of social media users in Denmark by age group. [Online] Statista. Available from: https://www.statista.com/statistics/560994/share-of-social-media-users-in-denmark-by-age-group/ [Accessed: 02/05/2021]

STATISTA (2020b) Internet penetration rate of the elderly generation in Denmark. [Online] Statista. Available from: https://www.statista.com/statistics/560942/internet-penetration-rate-of-the-elderly-generation-in-denmark/ [Accessed: 02/05/2021]

APPENDIXES
APPENDIX 1

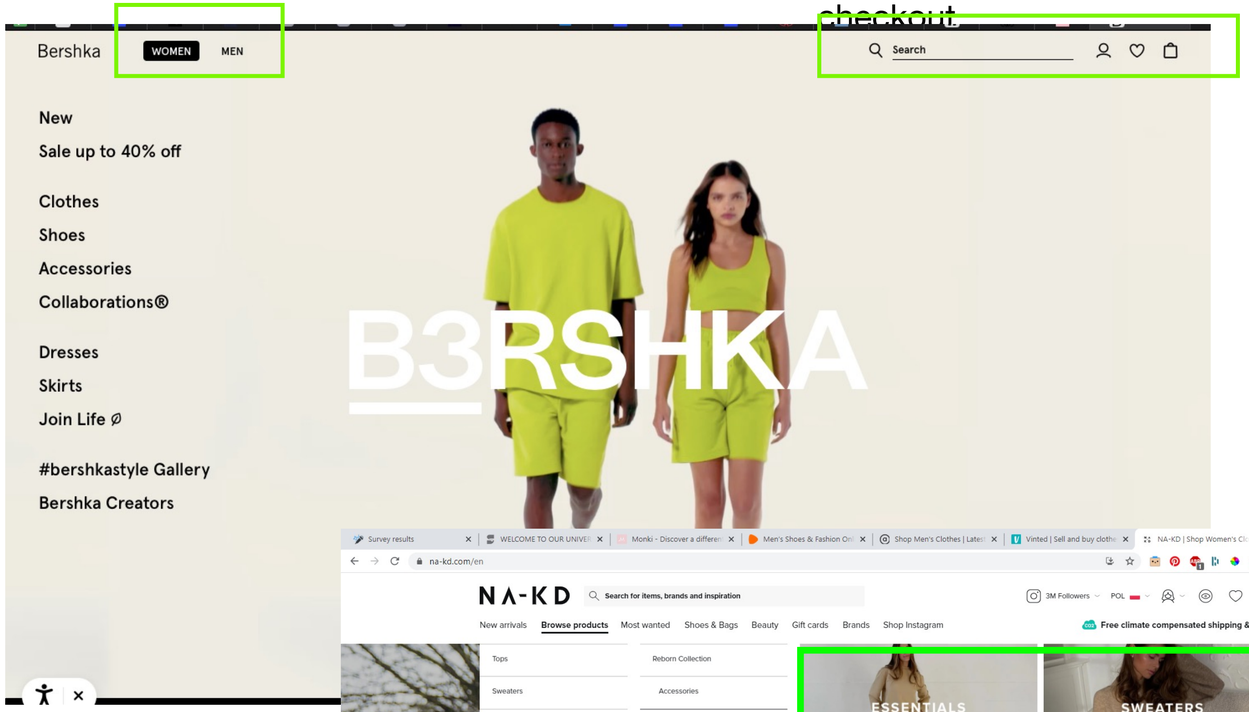
1. Most important ideas from Design Patterns Search

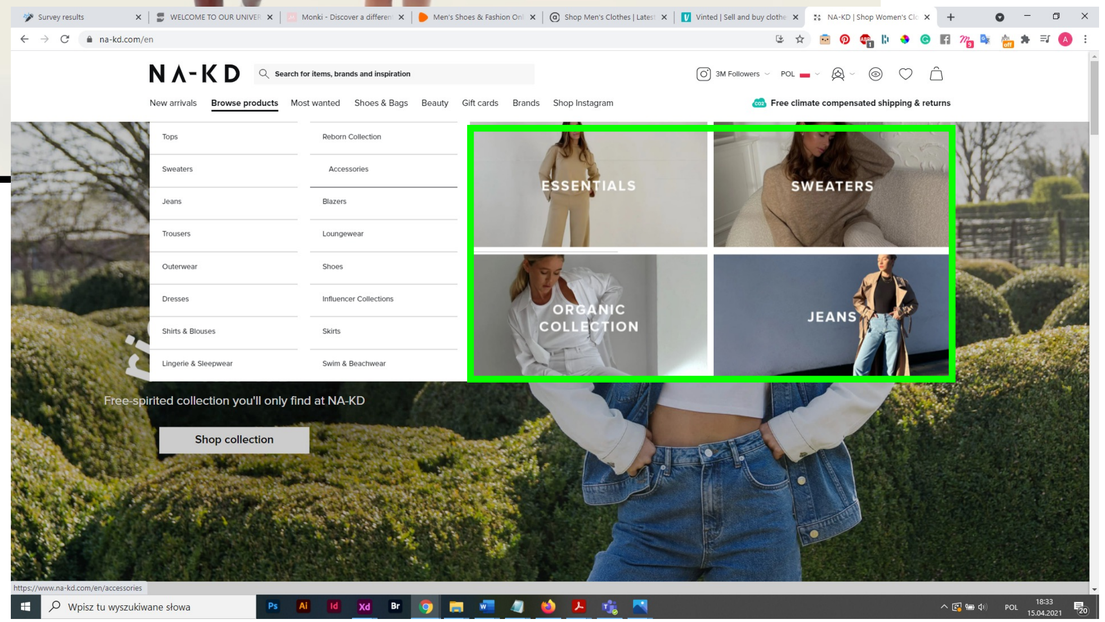


To incorporate both SILFEN and SILFEN play in one website, we noticed that several brands incorporate a double screen in the landing page where the user can choose to go between 2 different sites. We plan to implement this in the landing page of SILFEN's website to make it visible that it's the same brand with different shops.

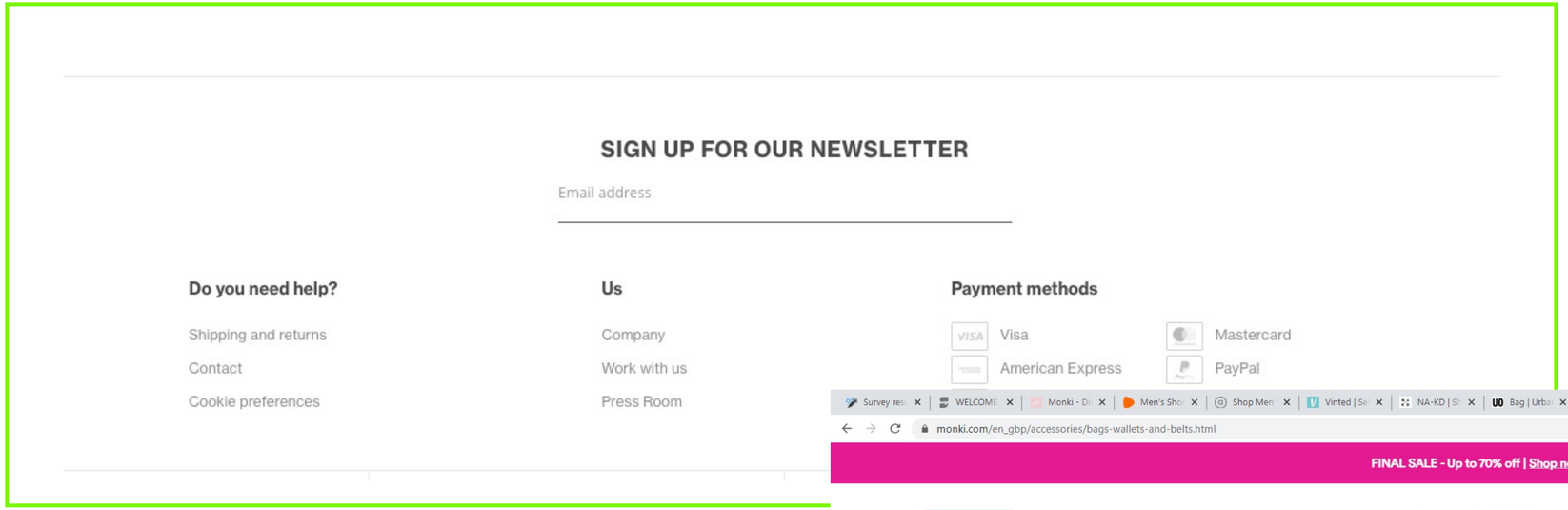
SILFEN and SILFEN PLAY can be clicked in between like that

Search / account / wishlist / checkout

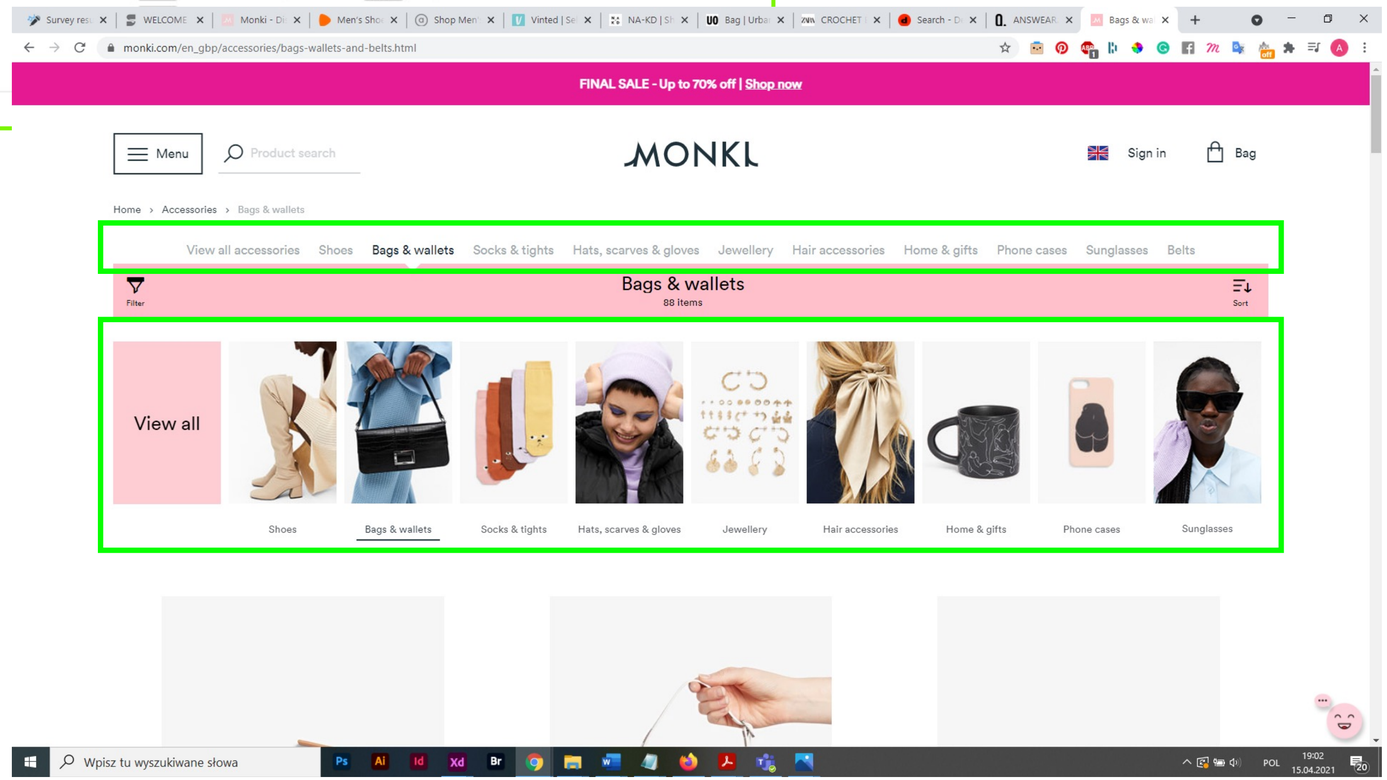




Showing examples of images of the categories of products on hover so that it will be easier for the user to see what is for example "Tote bag" and what is "Bumbag"

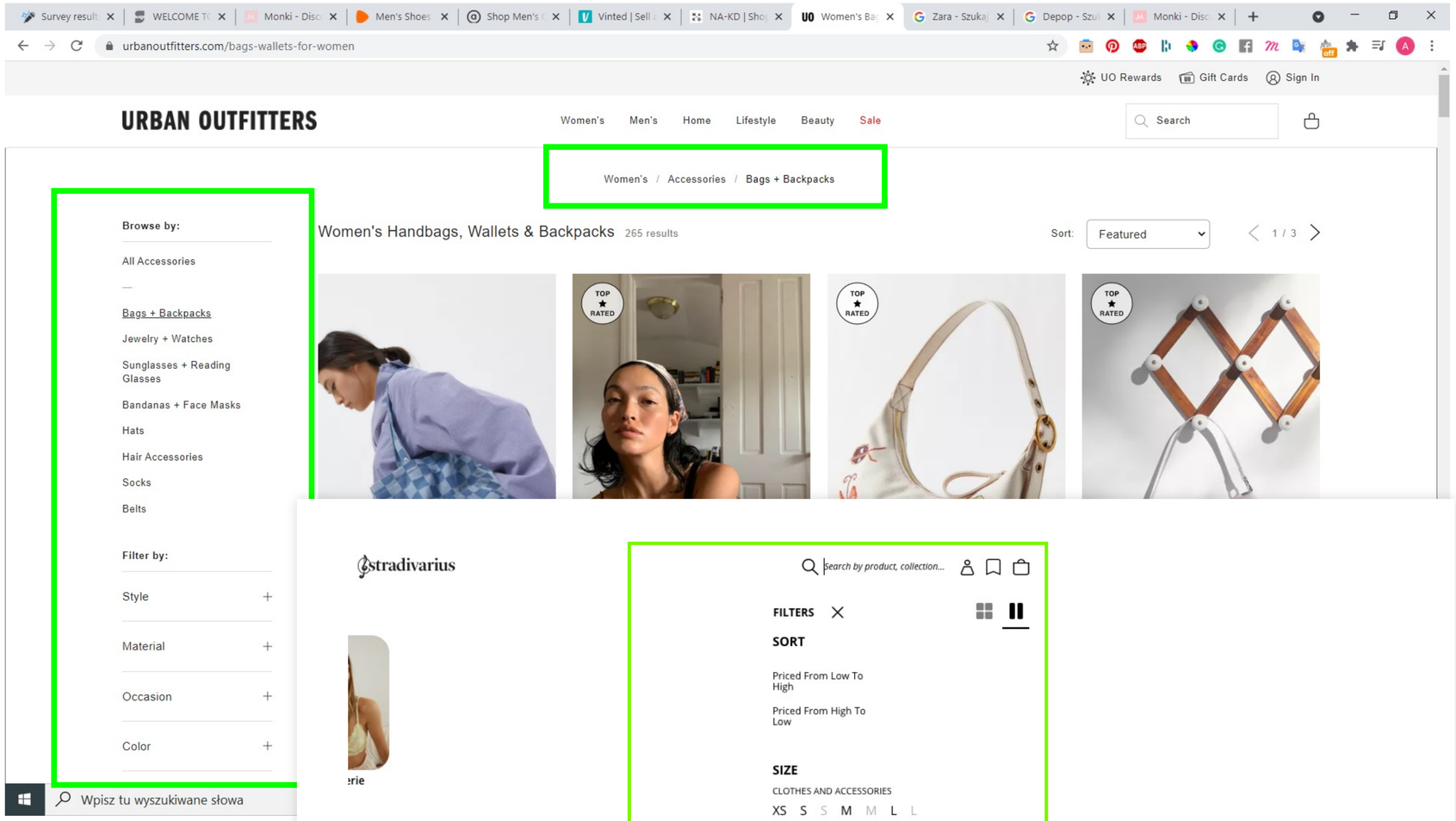


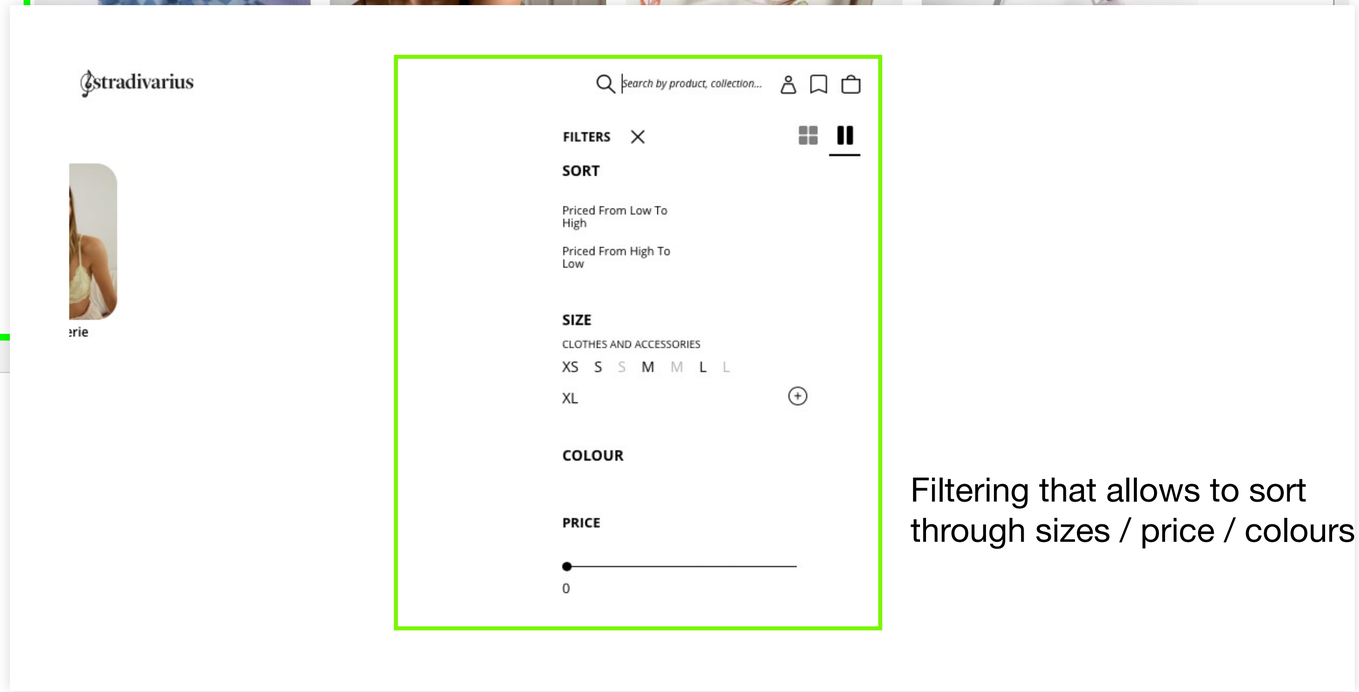
Footer including help / payment methods / return policies as well as brand information



Showing above all products what are the types of the products

SIDE filters, always seen-
easier to code, easy to use

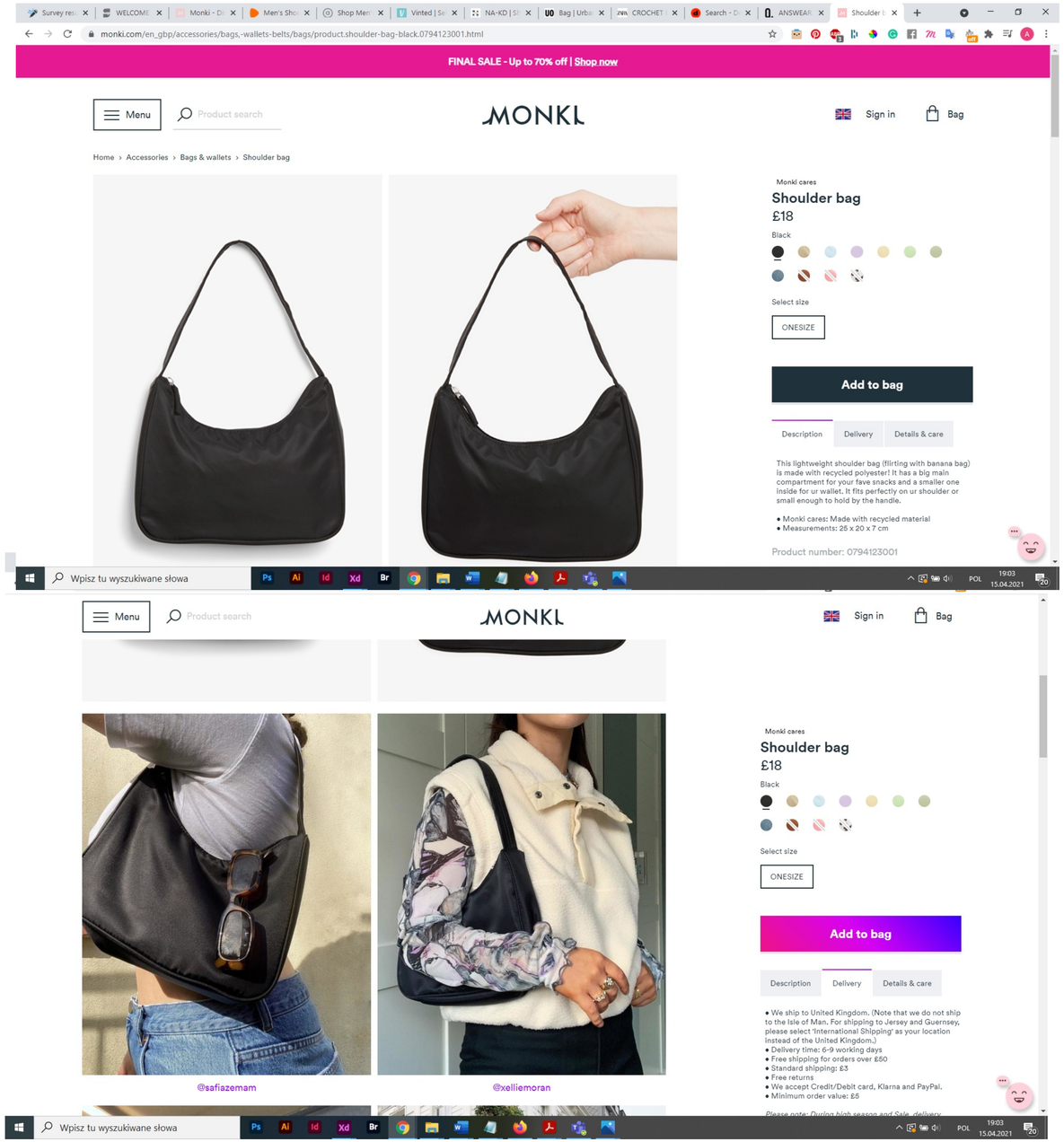




Filtering that allows to sort through sizes / price / colours

Info about the product on the right fixed (not moving when scrolling) and when scrolling you can see more photos of the product

You can see it here:
https://www.monki.com/en_gbp/accessories/bags,-wallets-belts/bags/product.shoulder-bag-black.0794123001.html



APPENDIXES

APPENDIX 2

2. User stories

INFLUENCERS-DRIVEN GIRL

Helena

As a customer, I want to see on the product's page what's the amount of products left in stock so that I can be sure if the product that interests me will be available to buy in a week or not.

As a customer I would love the website to have a filtering option so that I can easily find a bag that color matches my outfit

As a customer I would love to see videos of the products so that I could better see how they look In real life, better see the material that products are made from

As a customer I want to add products to 'wishlist' so I can always come back to them once I make up my mind and I don't have to look for them again

As a customer I want the website to have a nice design and to be aesthetically pleasant so that I my experience us even better and I get to see the real identity of the brand

As a customer I want to see real people wearing the products so I can see how the products truly look like and what's the actual size of the product

As a customer I would want Customer Support to be easily accessible in case I have trouble while using the website

LOVING GRANDMA

Grete

As a customer trying to purchase a gift for my granddaughter I want there to be easy access to find the exact product that is wished for so I don't get information overloaded

As a customer I want to get the notifications making me sure what I am clicking and where will it lead me to so that I will feel safer that I know what I am doing and that I will not click anything my mistake.

As a one-time customer I want to be able to make a secure purchase without creating an account so it simplifies the purchase process

As a person purchasing gift for my granddaughter I want to be notified about each step of my buying process and review the order details so I am sure I am purchasing the right thing

As a customer who don't shop online often I would like to have the contact information easily accessible if anything goes wrong in me trying to purchase

DESPERATE BOYFRIEND

Lucas

As a boy looking for a gift for my girlfriend I want to be able to find the product reviews so I am ensured that she will be happy with the gift

As a boy looking for a gift for my girlfriend, I want to easily find a search bar so that I will have no problem to find a specific product in a short amount of time.

As a boy buying gift for my girlfriend I want to be able to add a comment to the order that specifies this is a gift so she doesn't get the receipt with it

As a boy looking for a gift for my girlfriend I want to have a "similar product" feature so I can choose different product in case the one I wanted is sold out

As a boy purchasing gift for my girlfriend I want to have clear and easy access to information about returns policy so I am assured that if the product is not right I can easily return it