03 Basic UX - Module 01 - Early-prototypes

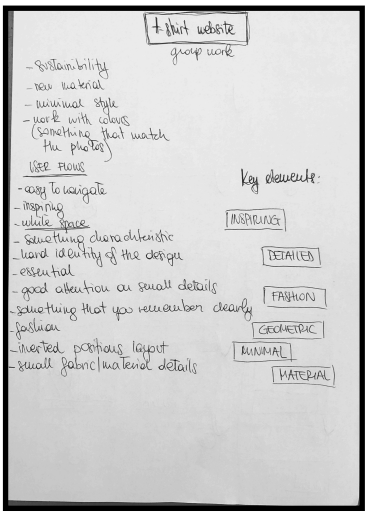
Flaming Conchitas

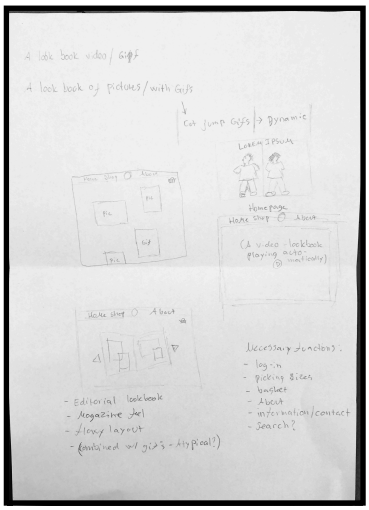
Link to XD Prototype:

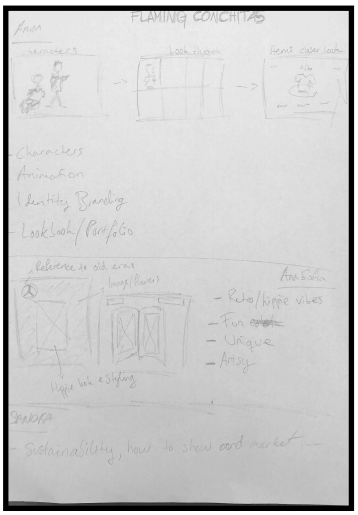
https://xd.adobe.com/view/6f3c2414-18cc-4146-bfa8-942ee4380ea4-3a6f/

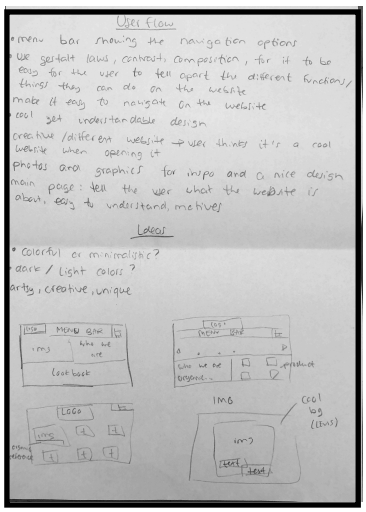
Documentation:

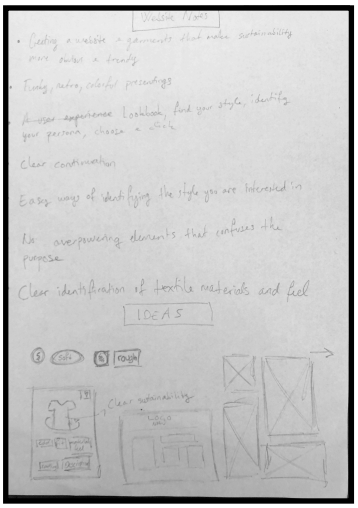
Notes and ideas

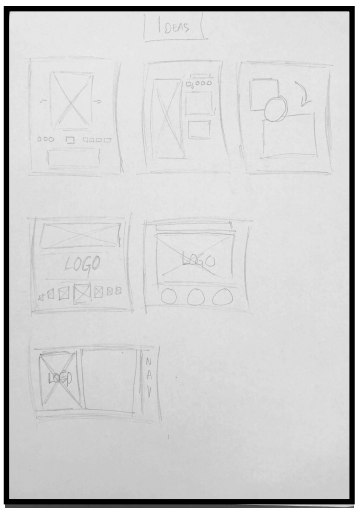


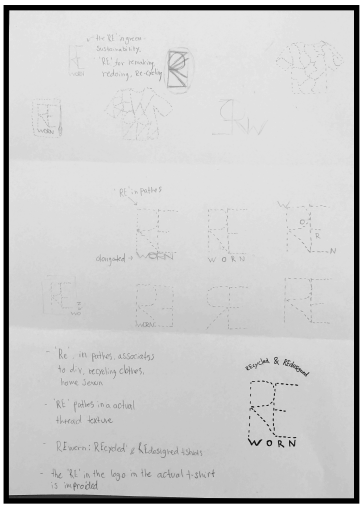








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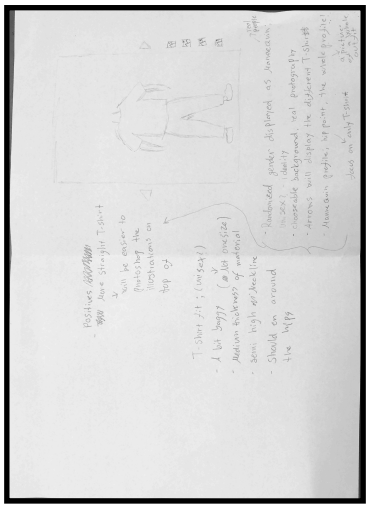
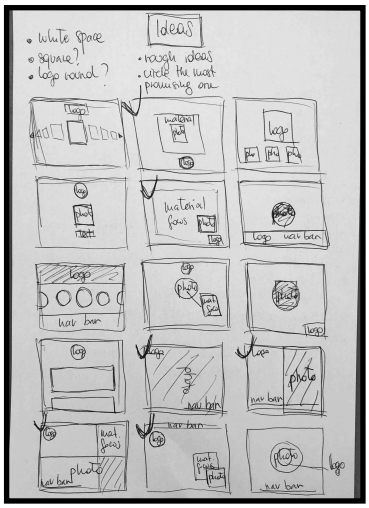
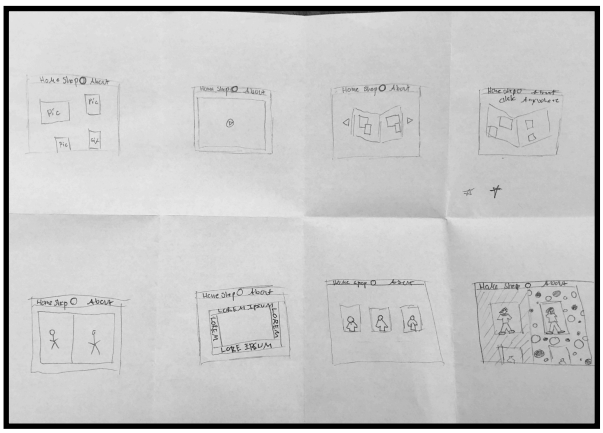
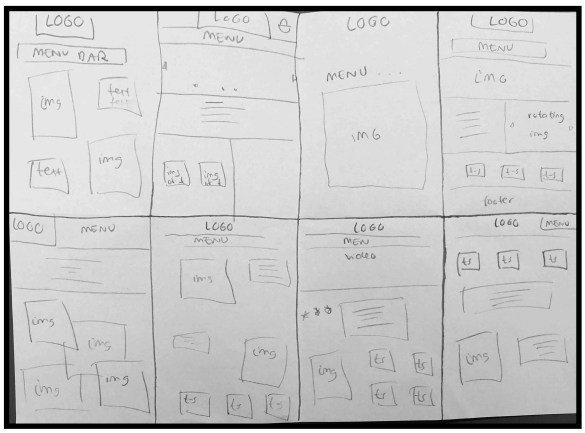
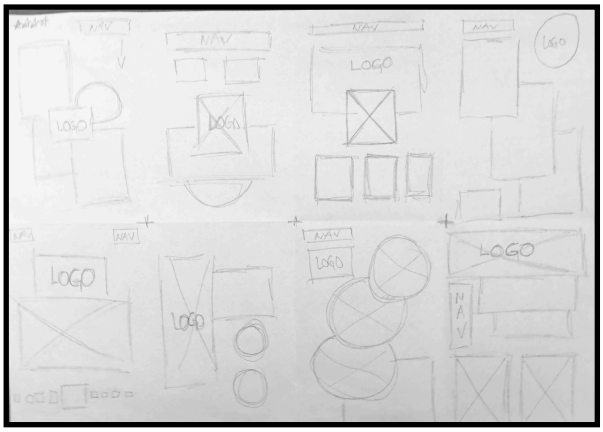


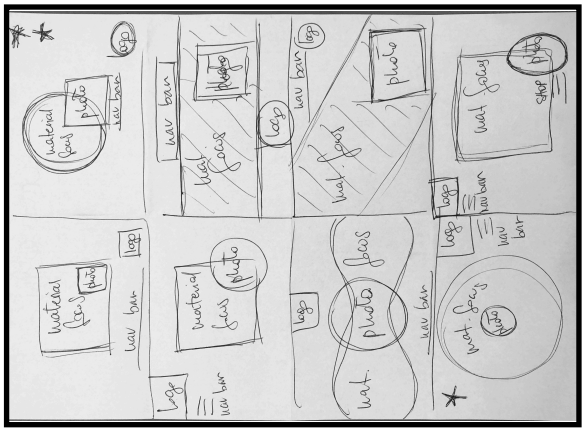

Ideas
• White space
• square?
• loop round?
• rough ideas
• circle the most promising one
material focus
nav bar
photo
logo

Crazy 8's

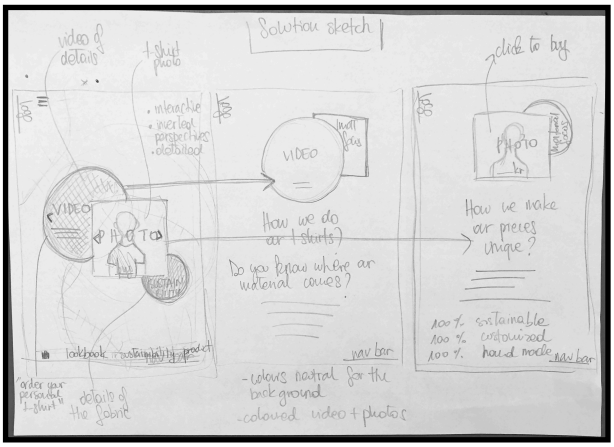

Home Shop About

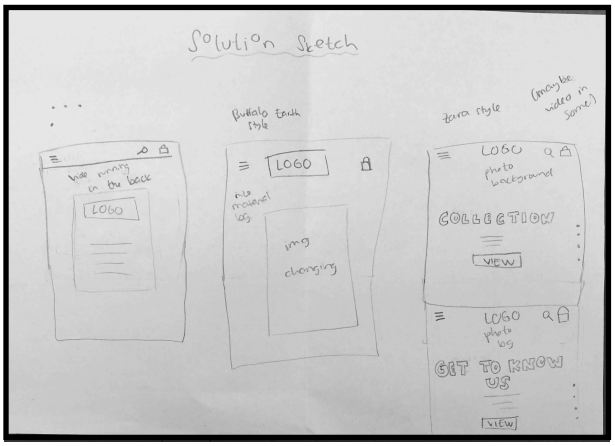

LOGO
MENU BAR
MENU
img
text
footer

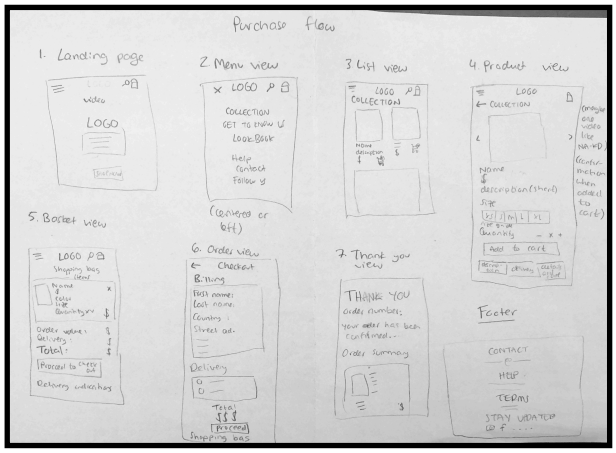

NAV
LOGO

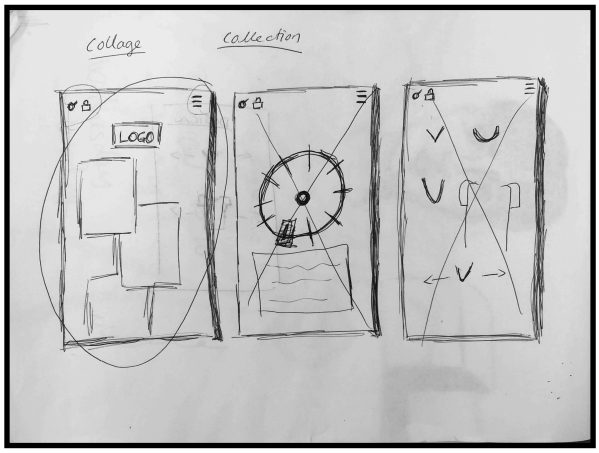

material focus
photo
nav bar
logo
shop

Solution sketches

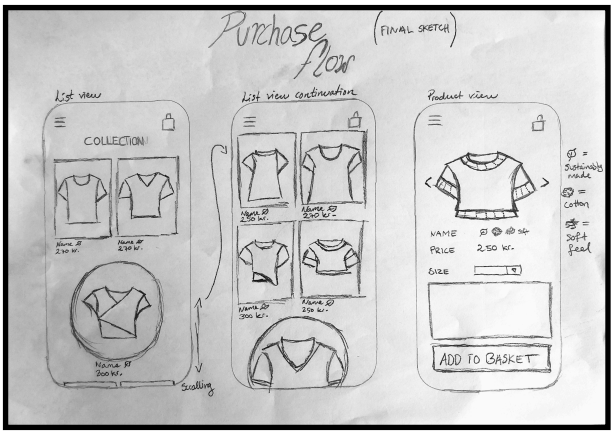


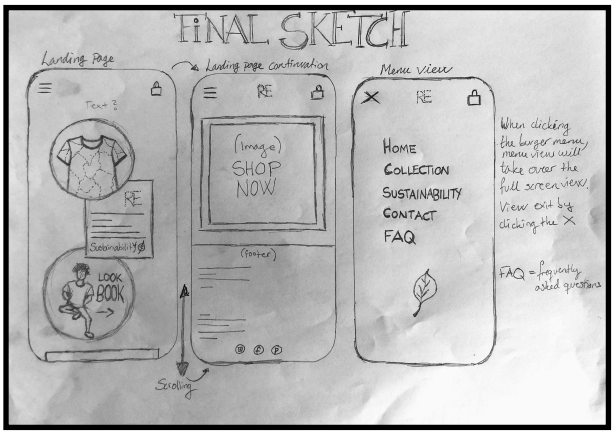




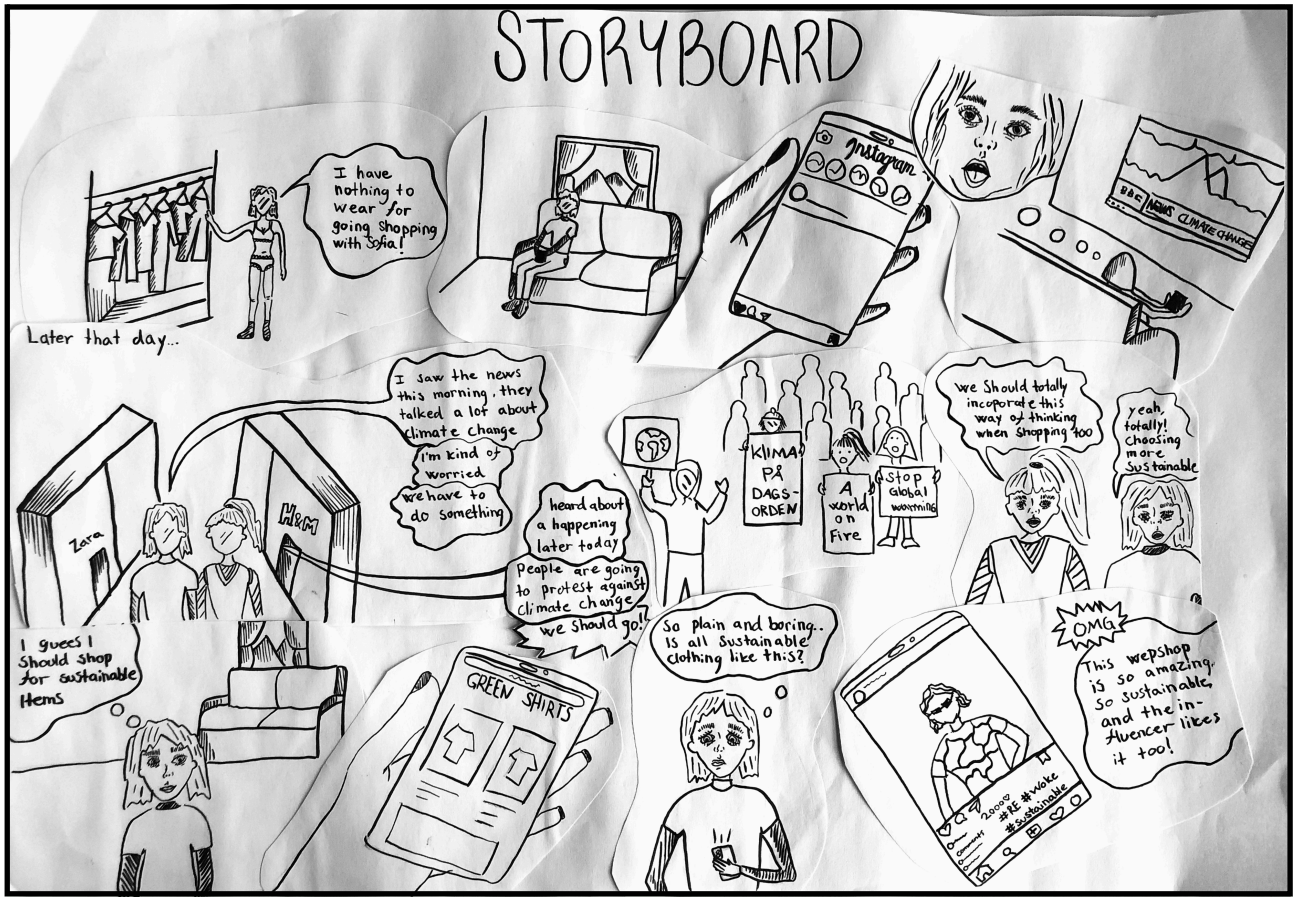


Final sketch

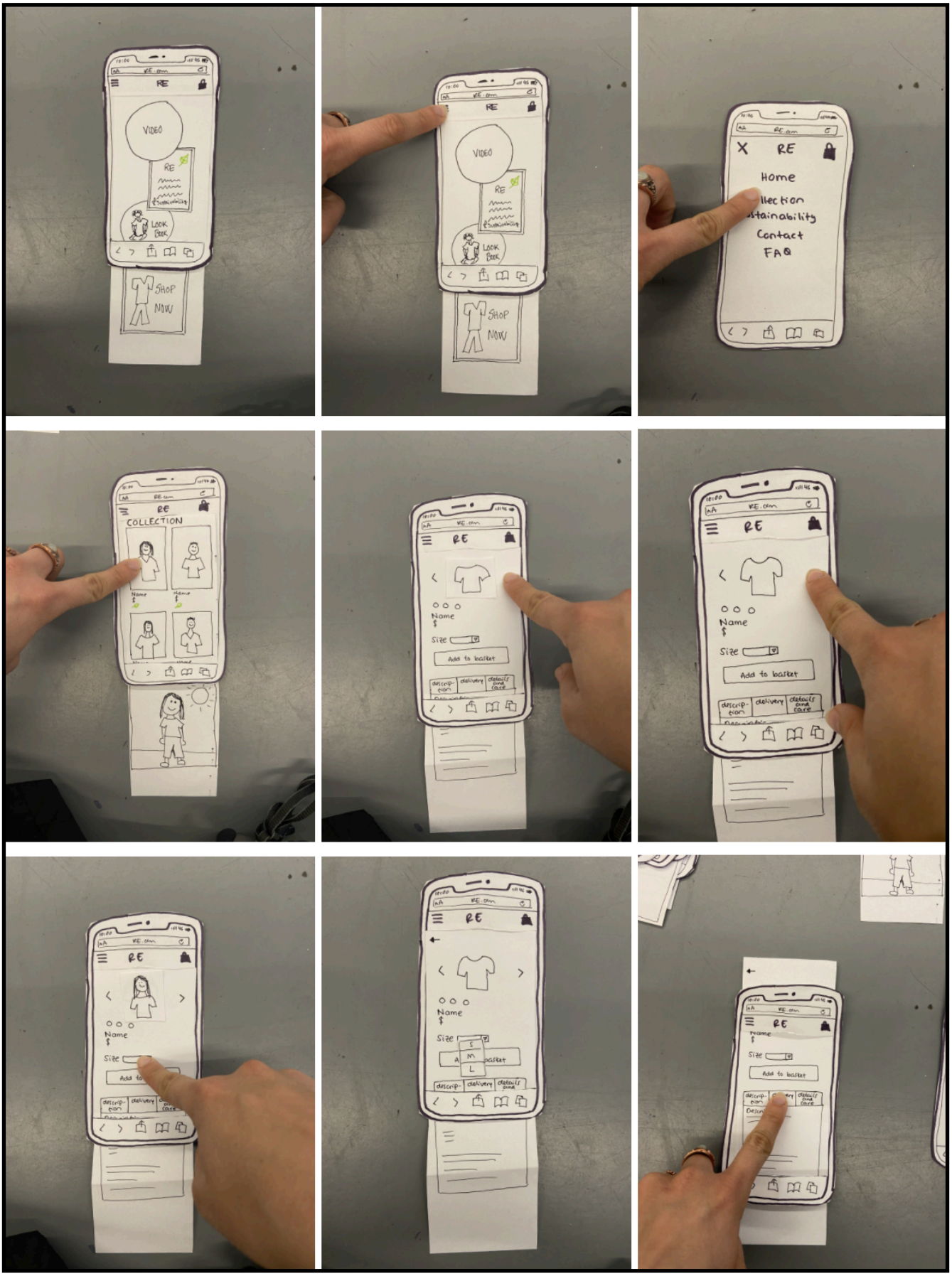


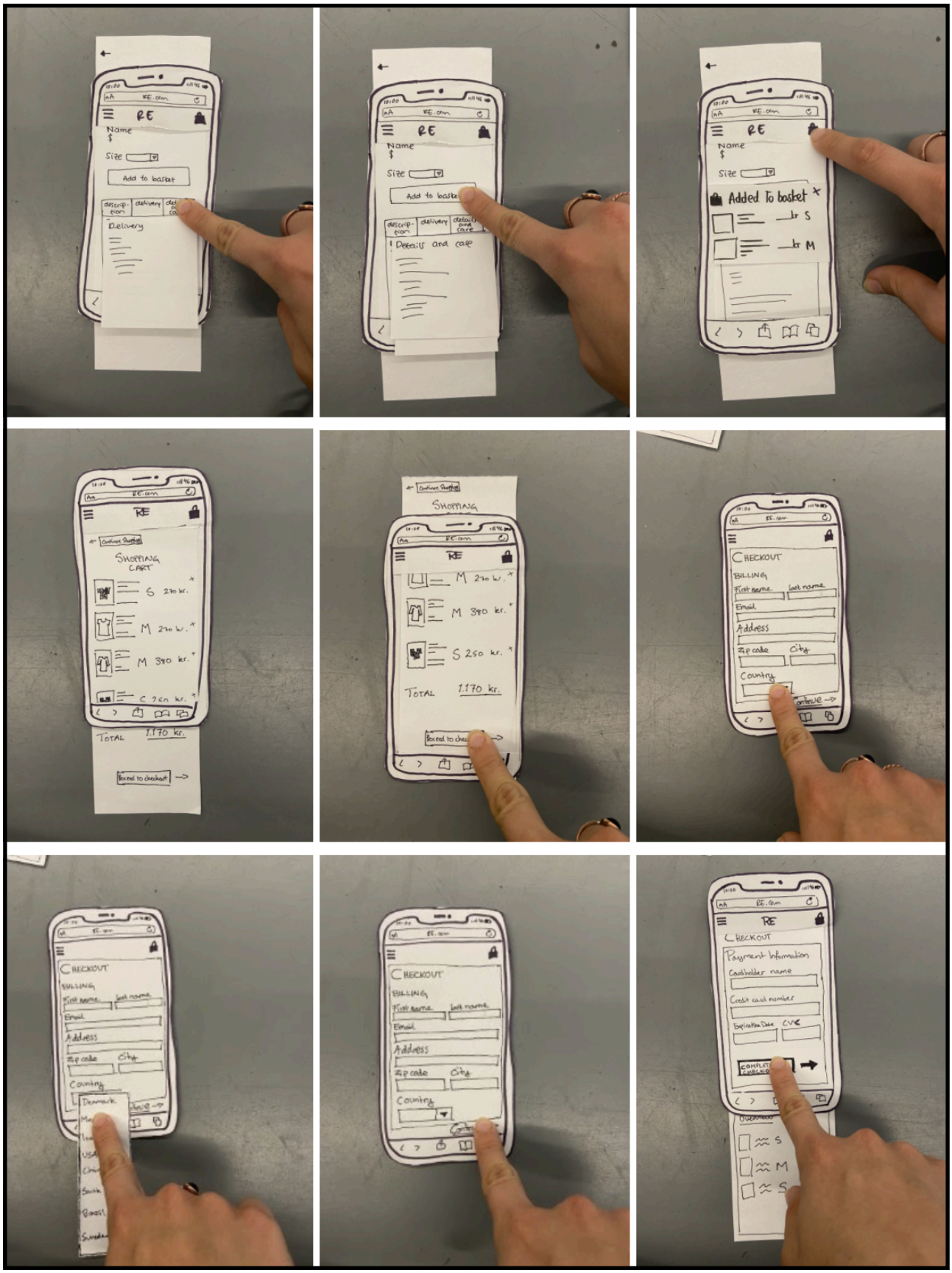


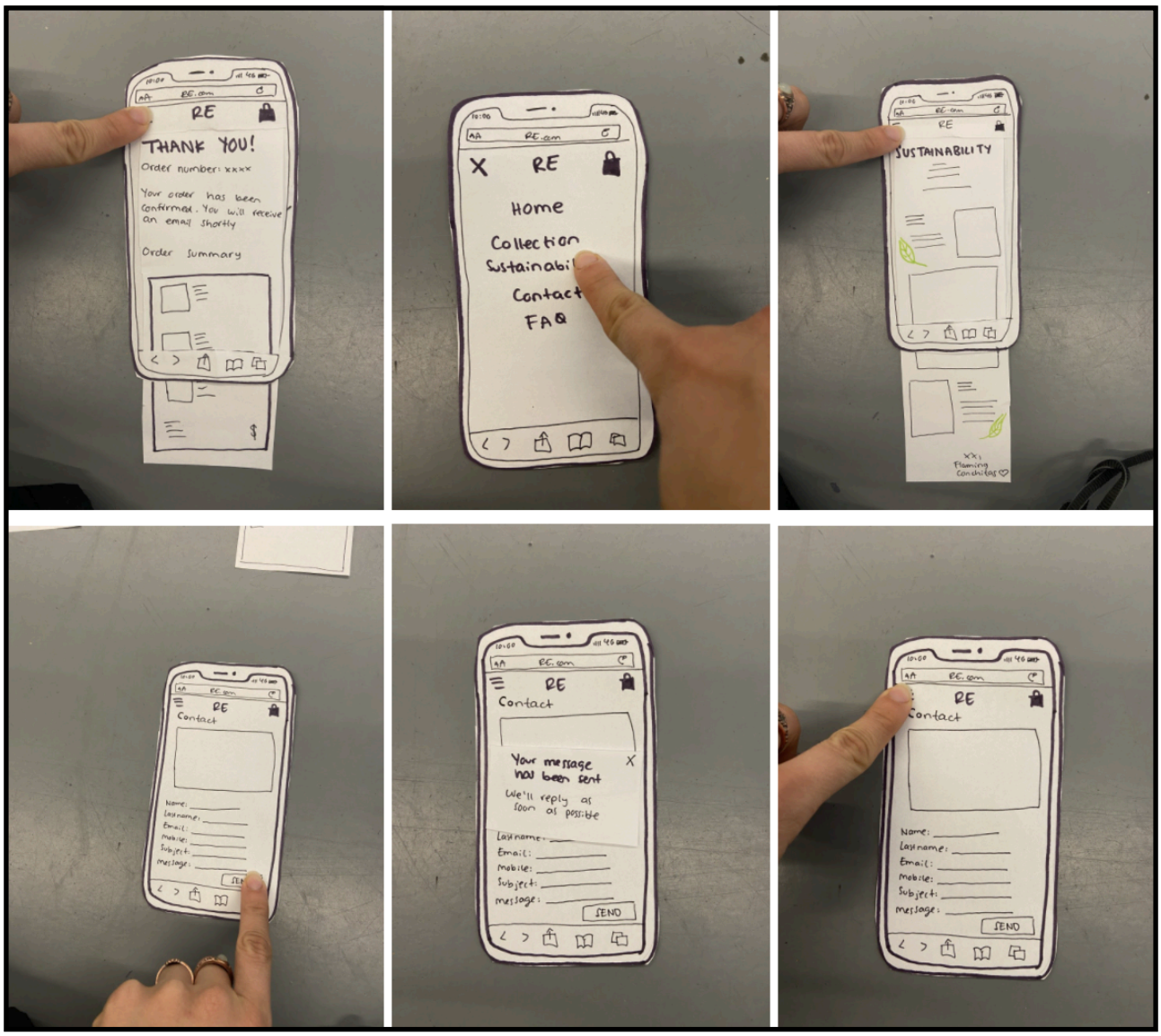
UX Storyboard



Paper prototype




RE
Name
$
Size
Add to basket
description
delivery
Delivery
Details and care
Added To basket
Shopping cart
S 270 kr.
M 270 kr.
M 380 kr.
S 250 kr.
Total
1.170 kr.
Checkout
Billing
First name
Last name
Email
Address
Zip code
City
Country
Denmark
Payment Information
Cardholder name
Credit card number
Expiration Date
CVC


RE
THANK YOU!
Order number: xxxx
Your order has been confirmed. You will receive an email shortly
Order summary
RE
Home
Collection
Sustainabi
Contact
FAQ
RE
SUSTAINABILITY
RE
Contact
Name:
Lastname:
Email:
mobile:
Subject:
message:
RE
Contact
Your message has been sent
We'll reply as soon as possible
Lastname:
Email:
mobile:
Subject:
message:
SEND
RE
Contact
Name:
Lastname:
Email:
mobile:
Subject:
message:
SEND

Think Aloud Test

METHOD:

We conducted the test on five different test-subjects; three fellow students and two family members. We decided to document the test by screen-recording with audio, also filming the actual tapping on the screen by the test-subject, while someone was taking observational notes. Only two of our test-subjects would be in the category of our ideal demographic, a person interest in fashion but also wanting to shop sustainably.
Three of the tests were conducted at KEA on 09/10/2020. The last two was conducted in one of our group members family homes in Malmö on 09/10/2020.

RESULTS:

The main findings from our conducted tests were the following:

- Problems with understanding the animation of the lookbook. After finding out, it also seemed to be annoying and time-consuming.
- The layout of the landing page created confusion; "What belonged to what?", problem with proximity.
- The burger menu not being obvious enough, people went straight to the footer.
- The layout used for the form in the contact page was not clear enough.
- Animated scrolling used in the product-view did not work, since the arrows leading to the scrolling was not clear enough.
- Missing shipping options on the check-out page.
- Overall, the buttons and layout was too small, not clickable enough.

THINGS TO CHANGE/ IMPROVE:

1. Add shipping and delivery in the check-out.
2. Button and layout has to be made bigger, more clickable.
3. Optimise/change the footer:
    - e-mail subscription
    - social media buttons
    - figure out how to present the lookbook and the layout of it
    - optimise the landing page

4. Thank you page:

    - Missing order summary to e-mail
    - More obvious “go back” button
    - Swiping of pictures in product view

Summary of the process

We started out sketching and then agreed on a final sketch with key lay-out solutions.
We found it easy deciding on a facilitator and decider and maybe we will switch up further on in the process. We created a paper prototype and tested it on people and found out that some of our initial ideas had some faults.
After discussing the demographic, we created a storyboard based on that. We then started our Adobe XD prototype, and had a lot of good talks and discussions about certain solutions, features and lay-out, which we were able to, sort of, incorporate almost all of them. After finishing the prototype we conducted think-out-loud tests, and now we have results that we can work with next week, optimising and changing our webshop.