



The RE Collection - UX Solution Documentation

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Problems & User Needs Identified

We are living in times where being conscious about global warming is crucial for the earth to still be habitable. Many people do different things to try and help revert all the damage that has been done to the environment. It is the younger generation - Gen Z, Millennials - that are starting to be conscious about this and want to find ways to help, however sometimes it can be difficult to implement big changes in your everyday life to do this.

Through desk research we were able to learn that t-shirt productions are big polluters.

First and foremost it requires extensive amounts of water to grow cotton.

A single t-shirt requires one kilogram of cotton, which takes 20.000 liters of water to grow.¹

There is a huge waste during a t-shirt production, 15% of all textile ends up on the cutting floor and goes straight to the landfills.²

Multiple rounds of shipping is needed to transport the cotton, textile and finished products one factory to another.³

We therefore identified a problem with making t-shirts sustainably. How can a new t-shirt brand selling t-shirts online help with reducing the waste and pollution of a t-shirt production, and also the fashion industry in general?

We conducted observational research where we noticed a difficulty with identifying whether or not t-shirts were recognized as sustainable. Focus on sustainability is often recognized on websites by being etc., but the t-shirts people were observed wearing showed no identification factors whether they were made sustainably or not. So maybe there are possibilities in making sustainability recognizable on the fashion/garments?

Through a survey research we identified another problem and our target users.⁴

A lot of young adults are very passionate about fashion, design, unique brands but at the same time they care about the urgent situation regarding global warming and how big of an impact the fashion industry has on it. People are increasingly choosing sustainable brands that are eco-friendly over fast fashion brands, however we have realized that a lot of times this can be a hard task to follow.

Many sustainable brands tend to be expensive, basic, or untrustworthy. We have noticed that there are many different brands that claim to be sustainable, but it is hard to know if it is true or not because there can be misleading information on their websites.

A big struggle that people have as well when trying to buy sustainably, is that many of these brands that claim to be eco-friendly, are mass production brands and they have thousands of products on their websites. This makes it hard to find the actual products that are sustainable, searching on their websites can turn into a hideous and overwhelming task because of all the different products, pop ups, messages, long global and local menus, etc. These websites and brands make it hard to find the actual information that you are looking for and can make the experience of using the website and the purchase flow a very unpleasant one.

All of this creates a problem because it makes it hard for people to be able to actually buy sustainably but at the same time stay fashionable, buying affordable clothes that are unique.

¹ <https://www.worldwildlife.org/industries/cotton>

² <https://makersrow.com/blog/2015/03/from-cotton-to-customer-how-your-t-shirt-is-made/> - From cotton to customer
– How your t-shirt is made – article on Maker's Row

³ <https://www.youtube.com/watch?v=RaBffG1zLL8> – How t-shirts are made in America. Short Documentary

⁴ https://docs.google.com/spreadsheets/d/1g3pC2K6HEzLLCp_D_dSSjUzCFfP9arZIWO_yBmpMul/edit#gid=1432598416

Content

We wanted our website to be simple and easy to navigate. So when it came to content we started building the website with what we thought of the uttermost needed; What content is necessary for the webshop for the users to buy a t-shirt easily. We created a skeleton for the content, with all the different pages needed in the webshop; Landing page, menu, sustainability/about us, lookbook, list view, product view, card view, payment, contact, and F AQ. Within these different pages, we tried to have the necessary content to make an easy and pleasant shopping experience.

When building up the landing page, we wanted a video to be played automatically as the first feature to be seen (Is seen as a static image in the prototype with a microcopy "play video", since Adobe XD does not have the feature to insert videos). This video was to play a montage, a series of fast-paced fragmented clips⁵, from both the production of the shirt, materials, the shirts being sewn and patched together, and videos of the t-shirts being worn and shown on models.

Overlapping the video on the landing page is a box with a short description of the sustainable production and the products and a link to 'learn more'. The combination of the different content on the landing page should try and make a clear idea for the users from the moment they land on the page, what our brand is trying to communicate to them, and what its values are.

We then expanded into thinking of the content that was needed for our vision and idea to be shined through, but also what we viewed as content related to our viewed audience/demographic/users. We came up with the idea of having a lookbook: "...a set of photographs displaying a fashion designer's new collection, assembled for marketing purposes..."⁶. The lookbook would have the function to give inspiration to styling and layering of the t-shirts, and they could be styled in different ways.

The content should also be able to support our visions for the webshop, its values, and what we want to communicate to the users. We identified a problem with textile waste in other t-shirt productions through our research. Therefore we will create our own t-shirts using leftover waste material from other t-shirt productions.

We will make sure the leftover material is made from organic cotton, since this is produced using 70% less water. We created our own stitch pattern to be sewn onto all the t-shirts. This is the brand identity of RE and how everyone can recognize our tees. The stich pattern is a reference the our fight against waste by using leftover textile and "patch" it together into fashionable tees. Also patchwork follows current fashion trends and therefore appealing to fashion lovers.

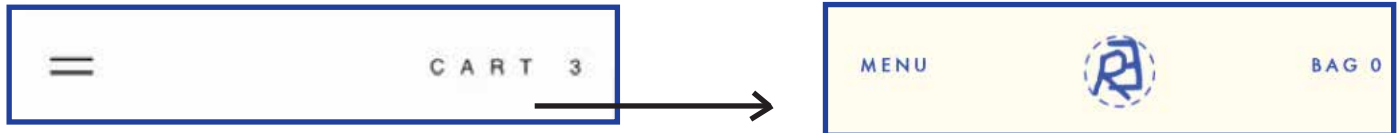


⁵ Lexico.com, 'Meaning of montage in English', visited 19/10/2020
Link: <https://www.lexico.com/definition/montage>

⁶ Lexico.com, 'Meaning of lookbook in english', visited 19/10/2020
Link: <https://www.lexico.com/definition/lookbook>

User Experience

One of the important aspects in our solution was to create a webshop with a simple and easy shopping flow and navigation. Another was the creation of a lookbook to make the site more appealing to people interested in shopping for inspiring fashion to make sustainable t-shirts and our webshop appealing to them.

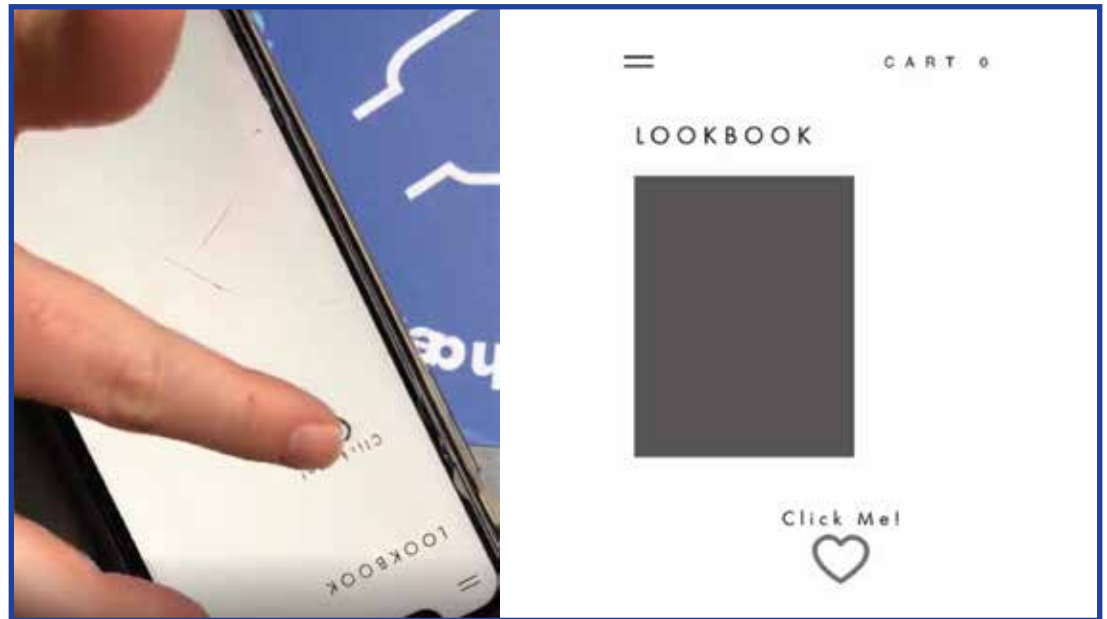
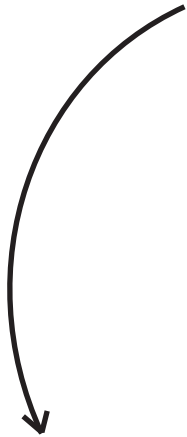


After building our first prototype we conducted Think Aloud testing to see if users could navigate through our site the way we intended them to. Some users actually found our burger menu confusing, especially with our choice of the two-lined burger. We therefore decided to make the menu bar even simpler by writing a clickable 'menu' instead of using a burger menu. 'Cart' was also changed to 'Bag' as more people associated clothing shopping with shopping bags instead of supermarket carts. Later on, after applying the design to the page, we did a 5 second test⁷ to see if users could clearly find and read the name of the brand and recognize our association to sustainability. After this test we added our logo to the menu bar and our landing page, while also adding a quick description about our brand being sustainable and a clickable 'learn more' to quickly guide them to our 'About Us' page. Basically our whole landing page works as menu where you can navigate to the lookbook, about us and collection view.



We also created a footer that the user can scroll to on every page. This acts as an extra menu to help out the user in case they want a quick gateway to other pages for information. In our Think Aloud tests all users liked the footer and used it for navigation without confusion. However many testers were confused by the extra text and discount offer in our first prototype footer, so this was changed to make the experience pleasant and simple and to support our websites image to fight against fast fashion and being sustainable.

⁷ <https://app.usabilityhub.com/tests/9fd65f30216/results/bb4fbf94ec16>



In our first solution of the webshop, our function in the lookbook was built upon leading the users to tap little hearts that included a microcopy saint "click me". We wanted to test its function in actuality. We tested in one of the tasks in a think-out-loud test. Results showed that the "click me" feature was confusing to people, and after figuring out how to tap it, it was annoying to the users, since there were too many clicks to be done.

In the next solution of the webshop, we changed the initial click idea of the lookbook. Instead of using the click we used a scroll effect, placed our photographs for the lookbook half out of the frame so that it gave the idea to scroll to see the rest of the photograph. We tried to optimize the idea of scrolling by putting arrows pointing to the outside of the screen, trying to simplify the interactivensess.

We found the lookbook an important element in making our webshop stand out as an exciting shopping experience for fashion lovers who would recognize it from other bigger fashion brands websites. During our Think Aloud test our testers did like the idea of it and wished for the page to be less confusing and with added pictures to be inspired from. Therefore we decided to continue working on it and develop it further in our prototype. The photos for it we created ourselves by during a photoshoot with our project members as models.

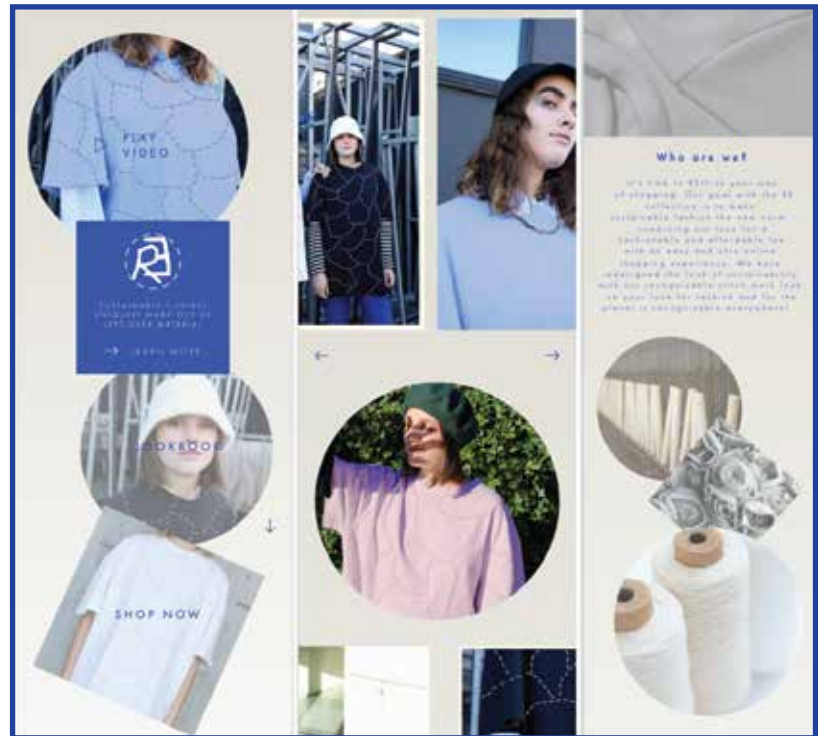
After testing we also made some small changes to the shopping flow to create a better user experience. Testers needed more reassurance after a purchase that they would receive a confirmation of purchase, so this was added to the Thank You page. Furthermore we added small pop-up windows after adding items to the basket/bag or when filling out our contact form and sending a message. This was to ensure the users that there clickable actions had worked and on the product view it gave a quick gateway to their shopping bag.



Visual Design

The Layout

The goal for the visual design was to have a fresh, new and innovative web shop that at the same time was easy and intuitive to navigate for the users. We started designing from the landing page. We created a layout playing with shapes that resemble the patches of our t-shirts. We also applied the same principle to the 'Lookbook' page and the 'About us' page. We chose round, square and rectangles and we mixed them together irregularly, asymmetric and not centred.



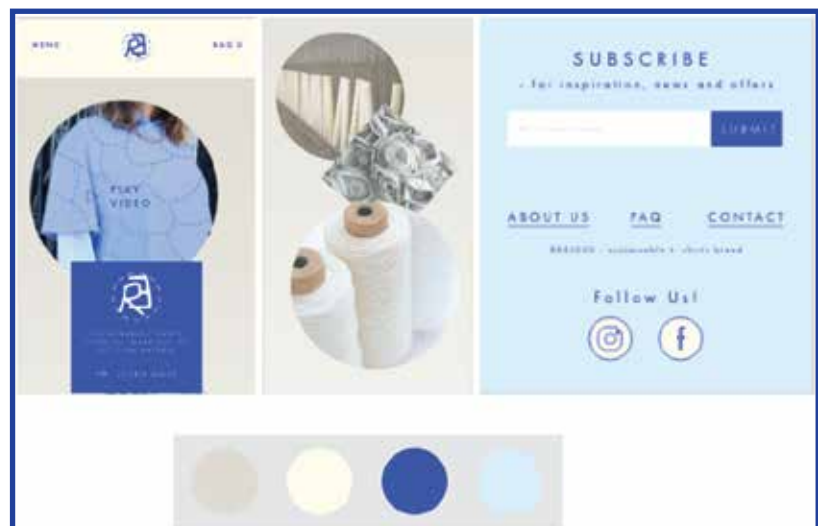
LANDING PAGE

LOOKBOOK

ABOUT US

The Colors

We worked with neutral colours (cold beige, cream) to make the user feel welcome to navigate. We chose a brighter colour (royal blue) to make the user feel inspired and to add a variety and we used a light shade of light blue to connect all the colours. We put these shades also in the landing page and in the 'About us' to create a smooth and give less importance. (Ex.: 'Lookbook' round shape and 'shop now' square in the landing page)



The Value

We decided to design the web shop with a high contrast of values to create a sense of clarity. For example we used the bright blue for the text with the beige background.

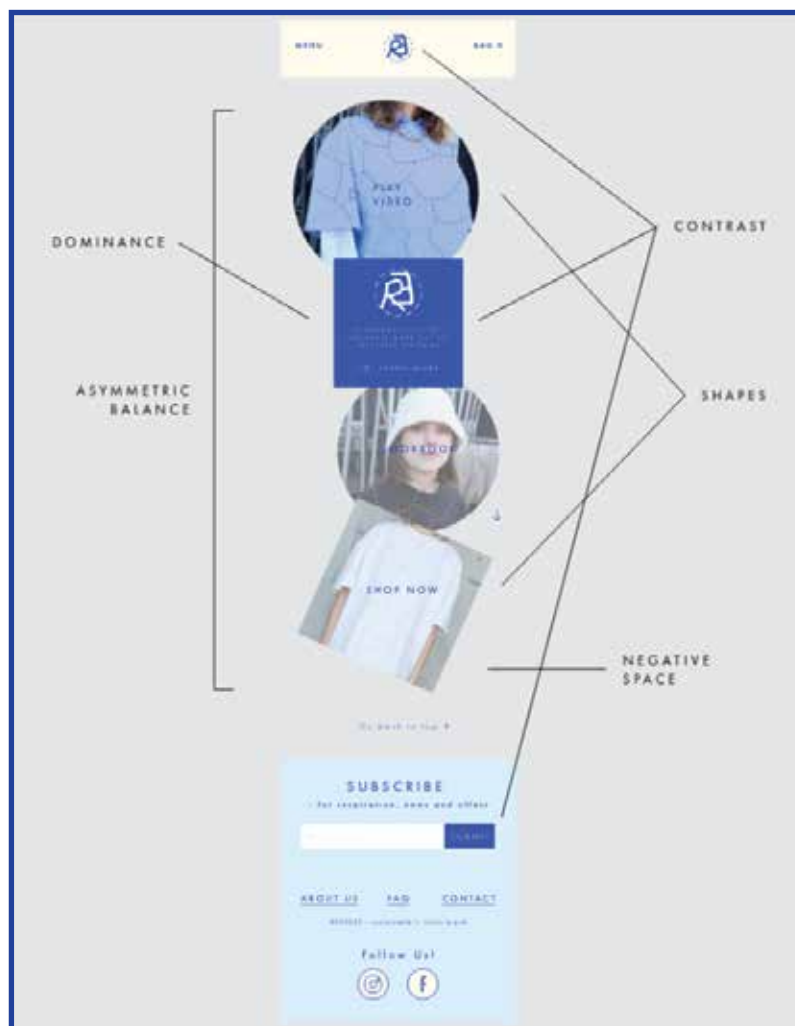
Gestalt Laws

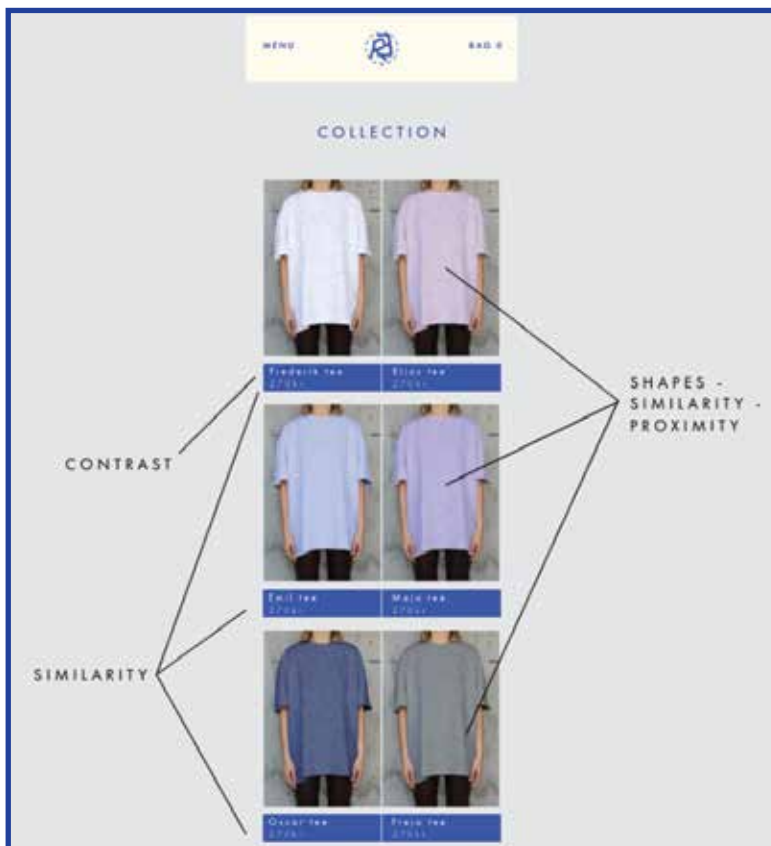
- We used asymmetric balance with shapes and text. We arranged different size, shapes and orientation elements in a way that results in unity, imagining a centre point.
- We used contrast in typography, colour, value, size.
- We used negative space to create a simple and not overwhelming web shop.
- We worked with shapes with the pictures and with the buttons.
- We put dominance in the landing page with the logo in the square.

Who are we?

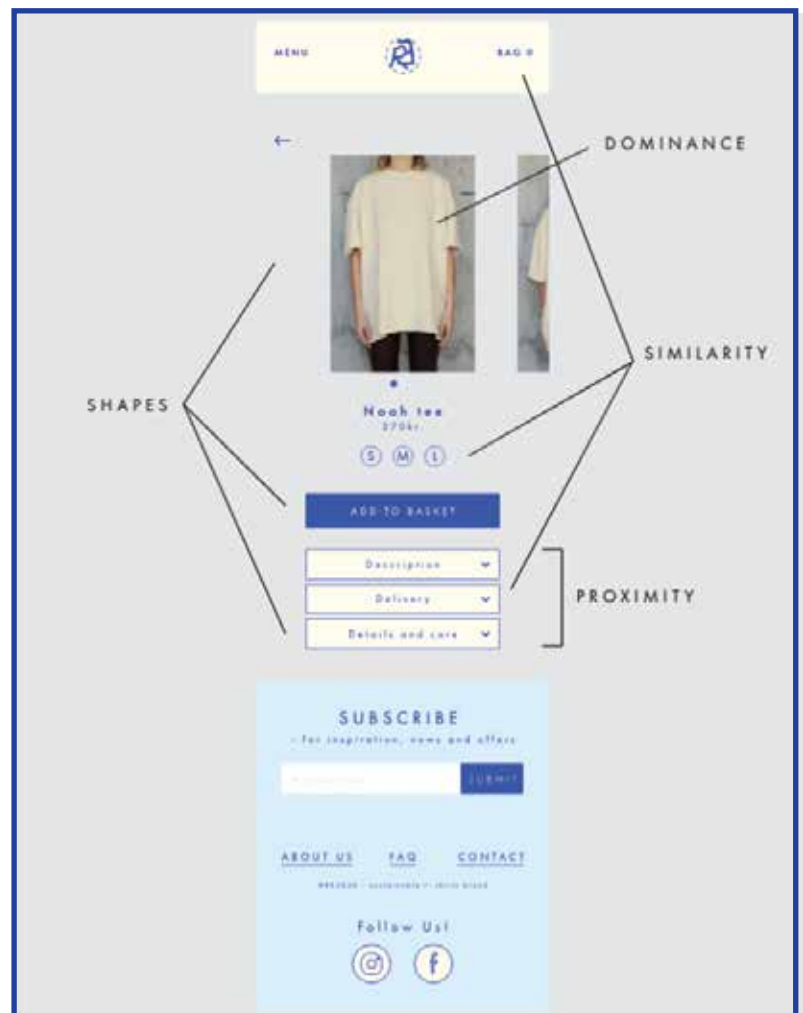
It's time to REthink your way of shopping. Our goal with the RE collection is to make sustainable fashion the new norm, combining our love for a fashionable and affordable tee with an easy and chic online shopping experience. We have redesigned the look of sustainability with our recognizable stitch work look, so your love for fashion and for the planet is recognizable everywhere!

LANDING PAGE





PRODUCT VIEW



COLLECTION VIEW