THE FEELING

Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts. Separated they live in Bookmarksgrove.

Purchase Now

GARDEN OF WISDOM

GOW Website Proposal

Prepared by : Anh Mai

Prepared for : GOW Manager

Contents

Client & Product

Who is the client?
Who is the target audiences?
What is it for?
What is the purpose?

Client & Product

My client
GARDEN OF WISDOM

Garden Of Wisdom (GOW) is a family business based in Prescott, Arizona. Their goal is to formulate and stock unique and effective skin care products to better assist customers and their unique skin types in finding a happy while sustaining a high level of skin health.

Target Audiences

The main target audience is women and perhaps men between the ages of 20 to 50 who are looking forward to having a healthy skin with affordable prices.

My Task & Goal

Understanding that GOW is just a family business, they do not have a big budget so the current website design confuses their customers and it does not look like they sell good quality products. In addition, if a customer wants to buy skin care to treat themselves, GOW is not a good choice for them because the user interface makes them feel uncomfortable and not welcoming. That is why this website needs to be fixed to gain more customers.

Creative Brief

What are the current problems?
What are the solutions?
How will I measure success?

Creative Brief

Current Problems

The current GOW site has too many unnecessary features and lack of a clear message. Poor navigation bar confuses customers and slows down the shopping experience. This might sound harsh, but the fact of the matter is the current website feels as if they were designed and constructed by half a dozen different people. From the font to the color choices did not have the consistency to show the "family handmade business" feeling.

Solutions

My site content will be based on the current Garden Of Wisdom (GWO) website. I will focus on the navigation bar and shopping features that will bring to customers more special information as well as guide customer to the page they want.

In addition, the product display part will be extended on the home screen to encourage the users to participate in 'Shop now' and 'Add to basket ' are contained. I will eliminate some of the repeated information by collecting them under a master category and also unnecessary features will be removed, such as 'Product Search' and 'Signature Confirmation'.

Measure Success

The success of this site will be measured based on following criteria:
Profit: The difference between the cost spent to re-design the site and the revenue after finishing
Timing: By enter to the site, users will have their products right away without wasting time.
Quality: After throughout testing and quality assurance, I will evaluate whether the main target was achieved in following terms:
- Is the new site difficult to use?
- Are they satisfy with the site?

Competitive Analysis

Who else does this?

Competitive Analysis

FACTOR	GARDEN OF WISDOM	SEPHORA	KIARA PHITOCEUTICALS
Product	Skincare, especially oils	Everything about beauty products	Skincare, especially facial oils
Price	From $ 5 - $ 35 depending on the size	$ 20 and up	$ 25 and up
Quality	100 % pure essential oils	High quality products	High quality products
Strength	Familly business so they mainly focus on quality with affordable prices	Big company so they have more brand options with the best customer services	Top oil brand
Weakness	No stores, online shopping only with a few choice of products	High prices with many brands lead to difficulty selection	Only available in Australia
Apperance	Simple packaging with no brand identity	Colorful looking	Only black and white
Advertising	No marketing plan	Social media advertsing with email subscribes	Email subscribes

User Persona

Who uses it?
How do they use it?

User Persona

Sarah Greet

30, Female
Teacher
Britain
Sarah is an English teacher who always stays in the office because of the nature of her work. She lives with her cat named Lila and in her free time, she usually spends the time to travel around the world to explore different cultures and cuisines.

She has been shopping several different skin care brands to find the best skin care routine for her dry skin. She loves GOW products because of its quality and prices. Also, she does not care much about product ingredients, but she would like to have a better shopping experience at GOW website.

Current Frustrations:
- The navigation bar is difficult to use when shopping
- Overwhelming information on the website

User Needs:
- Navigation bar structure is simple and easy to navigate
- Promotion information displays more clearly

User Persona

Alen Smith

23, Male
Dancer
Redmond, WA
Alen has been working as a freelance dancer since he was in secondary school. He does not like working for others, so most of the time he does what he wants. He has a youtube channel where he posts his dancing tutorials and his travel diary.

He compares himself as the free bird. He has shopped at GOW several times in the past but he stopped it because he had he has many bad experience when shopping at GOW website.

Current Frustrations:
- Information is fragmented and difficult to control
- Lack of images and product description

User Needs:
- A nice and clean website layout helps to find product easier
- More functions to support purchase
- More featured products

User Persona

Tran Pham

23, Female
Student
Vietnam
Tran is an international student who is studying at Seattle Central College. She loves cooking, hiking, dancing and traveling with her friends.

GOW is one of her favorite places to buy skin care products even though her shopping experience was not always good. She called herself as a hard person, always looking for the best effective and affordable products for her combination skin.

Current Frustrations:
- Too many steps to navigate to the product page
- Lack of promotion information
- Poor navigation barand details are not streamlined
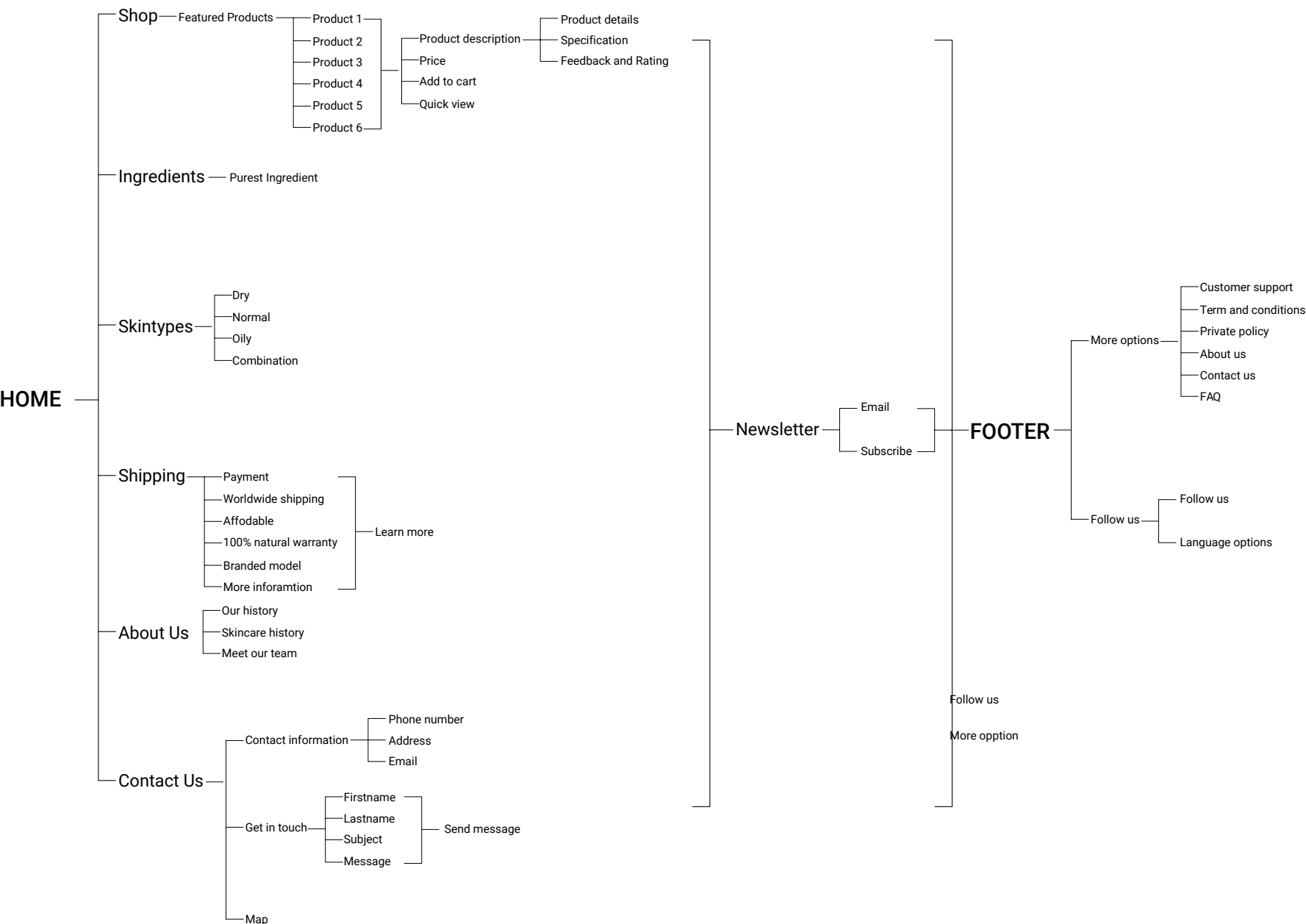
User Needs:
- More product images with prices
- Less crowded navigation bar
- Shipping options more stand out

Logic Flow

Why logic flow necessary?

The flow chart is a means to visually present the flow of data throughout the new GOW layout.

Logic Flow

HOME

- **Shop** — Featured Products
  - Product 1
  - Product 2
  - Product 3
  - Product 4
  - Product 5
  - Product 6
    - Product description
      - Product details
      - Specification
      - Feedback and Rating
    - Price
    - Add to cart
    - Quick view

- **Ingredients** — Purest Ingredient

- **Skintypes**
  - Dry
  - Normal
  - Oily
  - Combination

- **Shipping**
  - Payment
  - Worldwide shipping
  - Affodable
  - 100% natural warranty
  - Branded model
  - More inforamtion
    - Learn more

- **About Us**
  - Our history
  - Skincare history
  - Meet our team

- **Contact Us**
  - Contact information
    - Phone number
    - Address
    - Email
  - Get in touch
    - Firstname
    - Lastname
    - Subject
    - Message
      - Send message
  - Map

Newsletter
- Email
- Subscribe

FOOTER
- More options
  - Customer support
  - Term and conditions
  - Private policy
  - About us
  - Contact us
  - FAQ
- Follow us
  - Follow us
  - Language options

Follow us

More opption

Design Process and Low Fidelity Mockup

What needs to change?

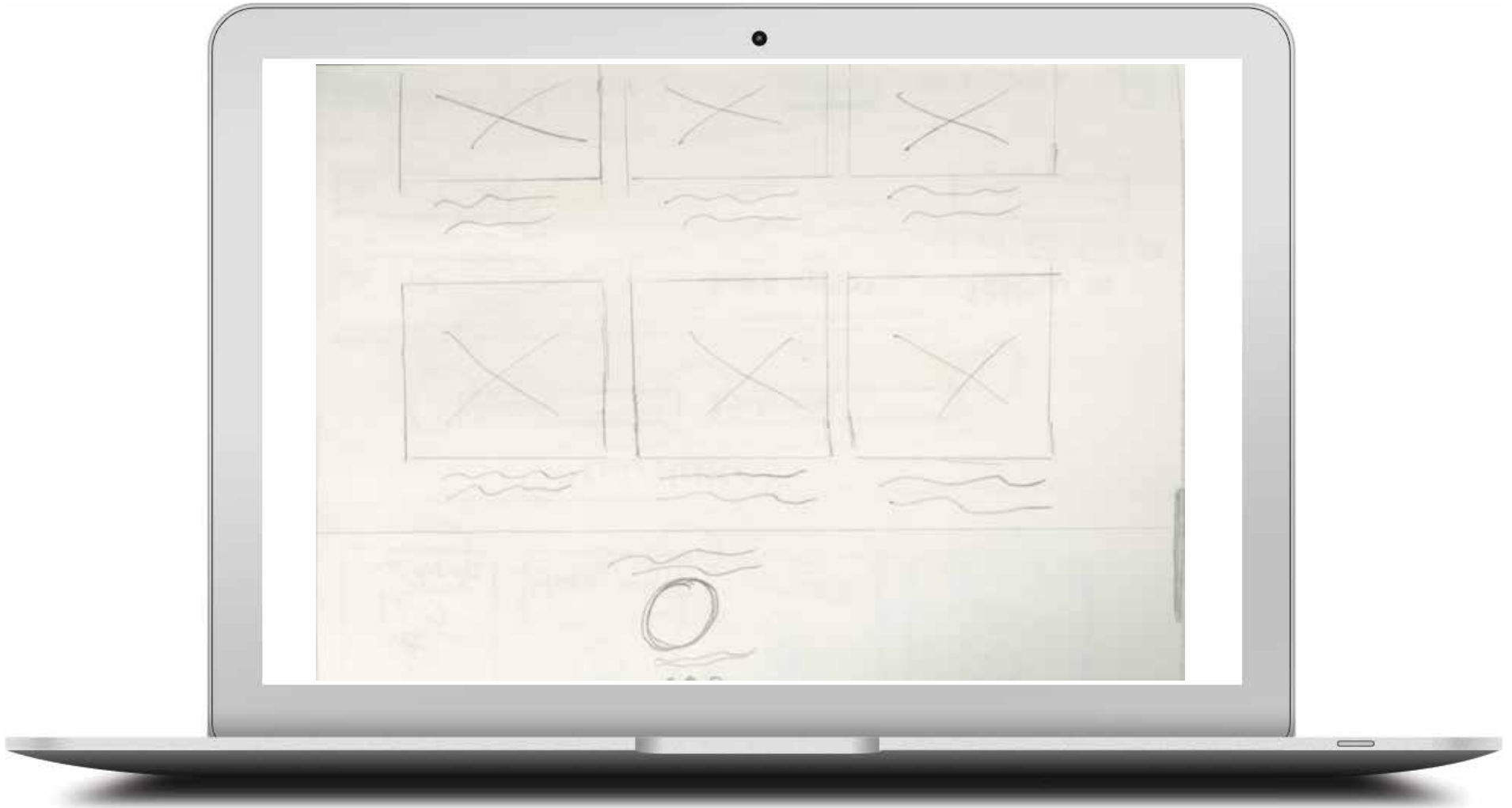# Design Process and Low Fidelity Mockup

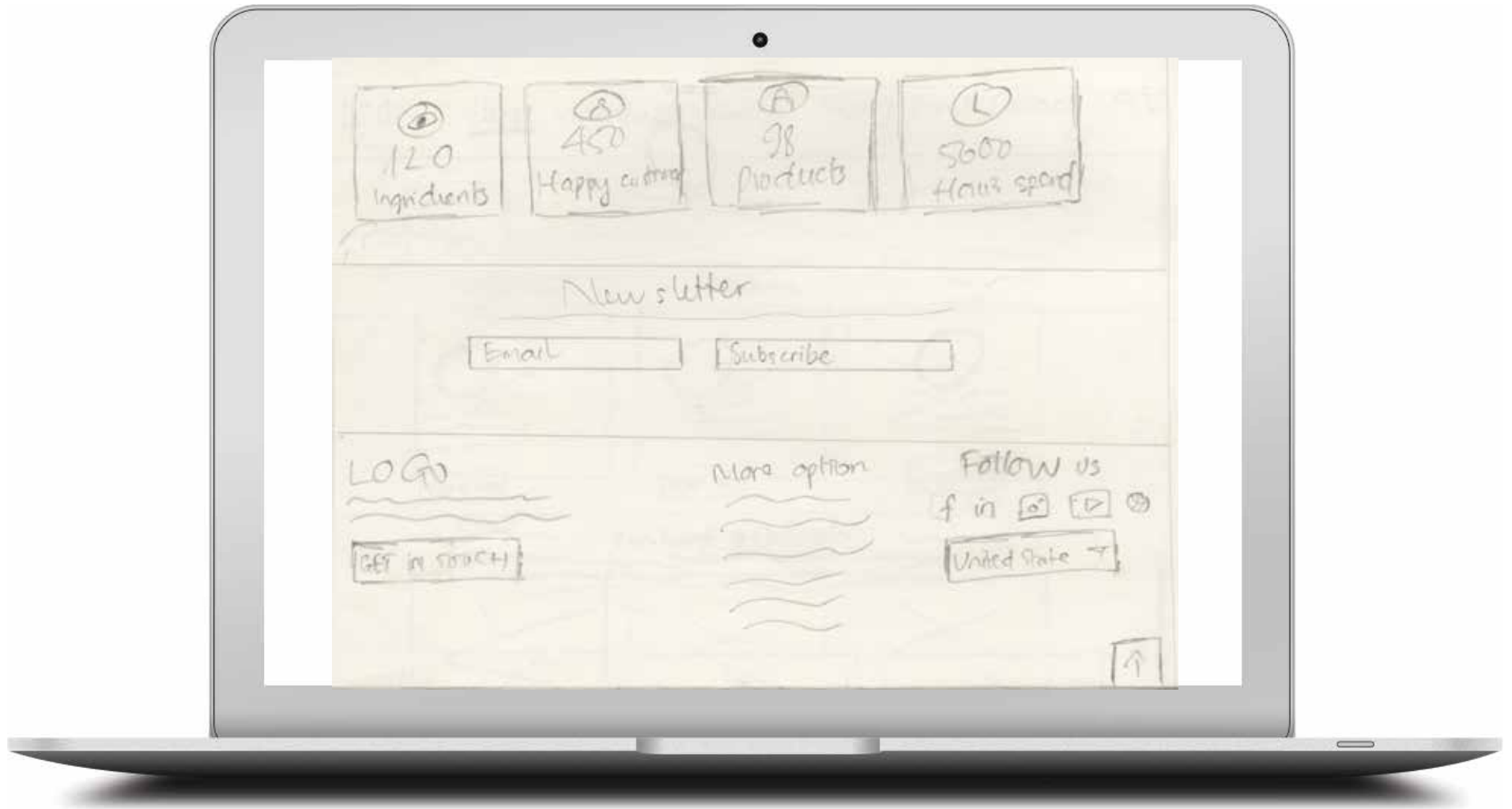Concept Sketches **Home / Shop / Ingredients / Skintypes**
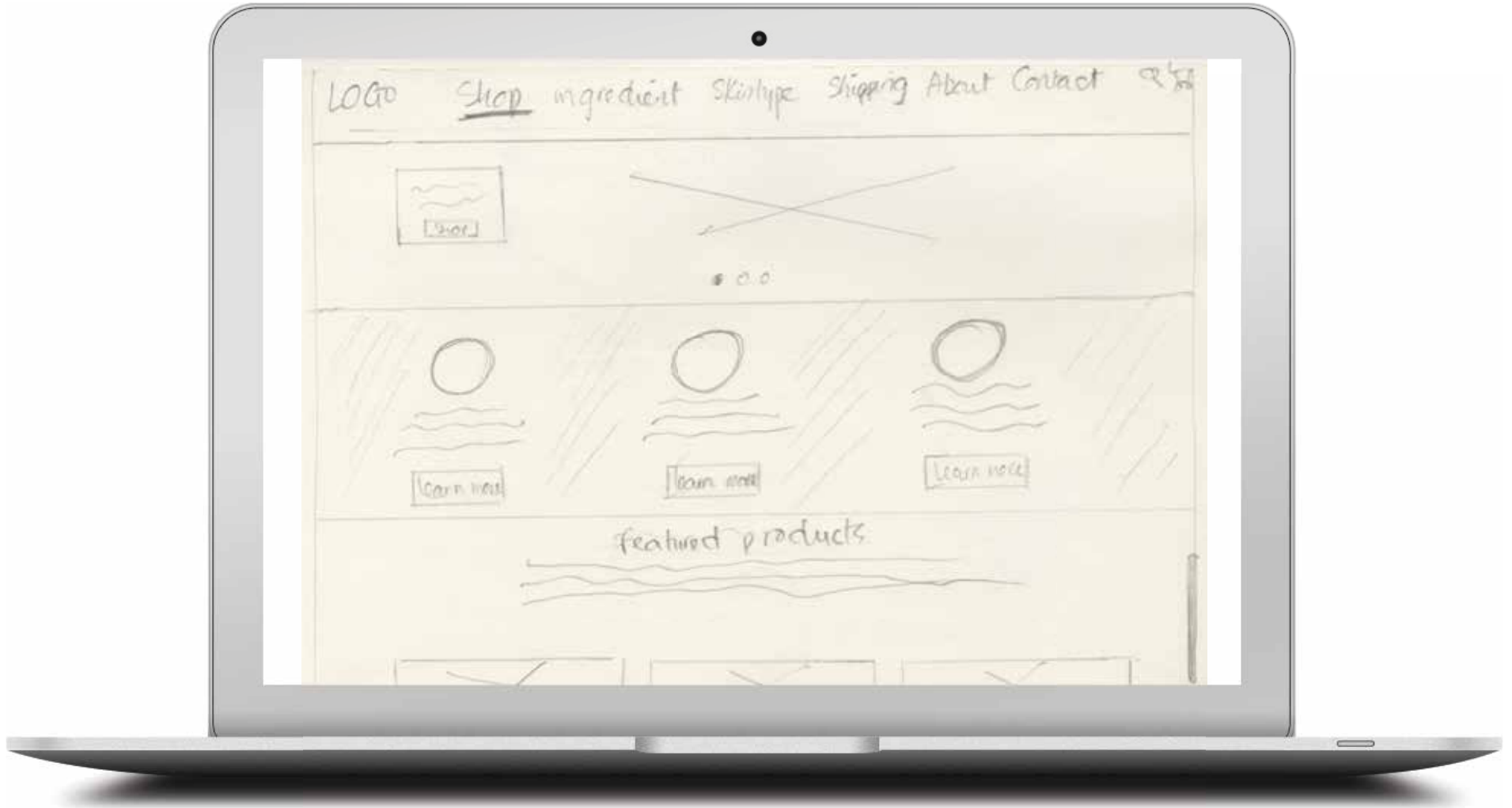
Design Process and Low Fidelity Mockup

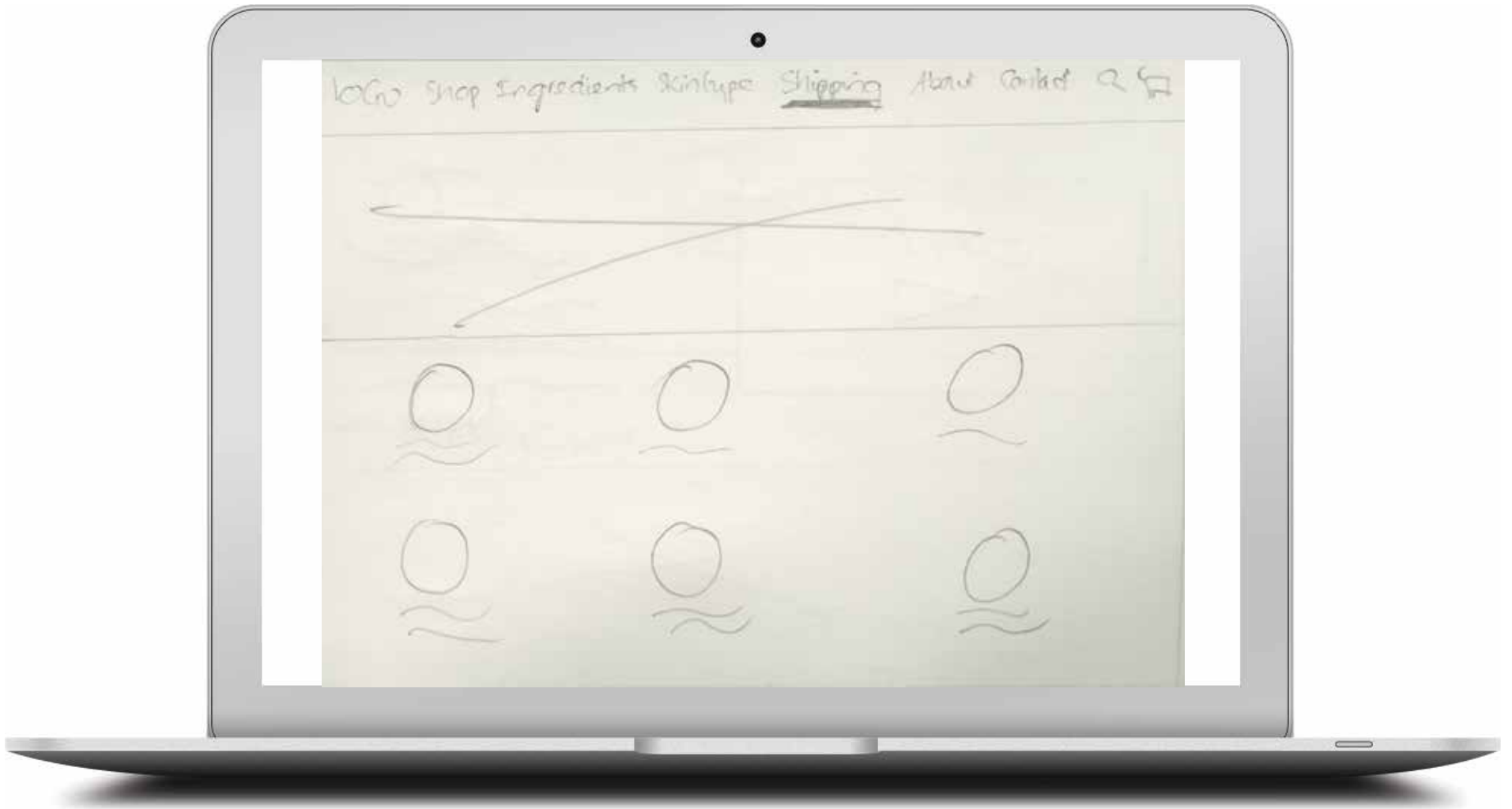Concept Sketches **Home / Shop / Ingredients / Skintypes**

Design Process and Low Fidelity Mockup
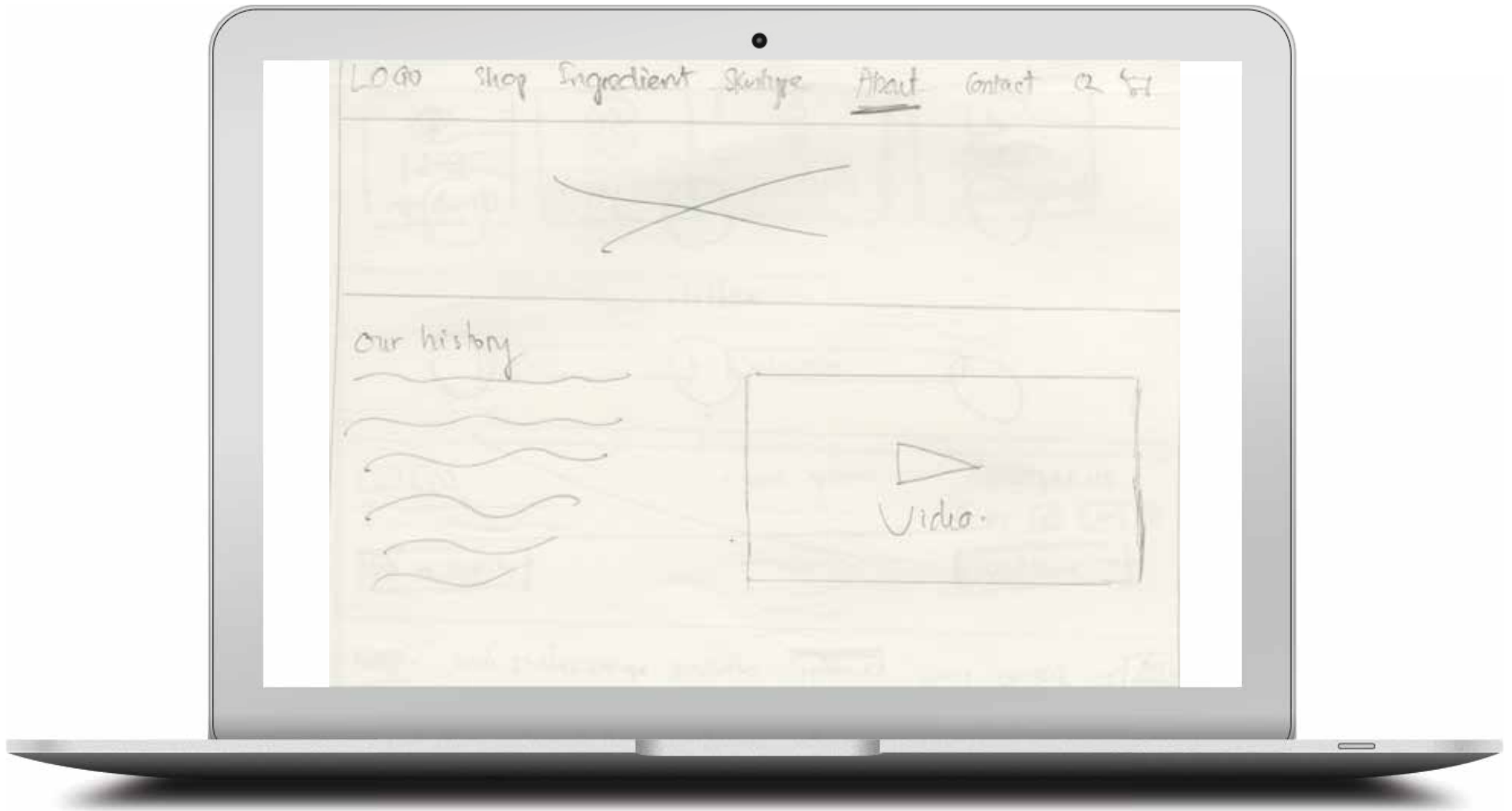
Concept Sketches **Newsletter/Footer**

Design Process and Low Fidelity Mockup
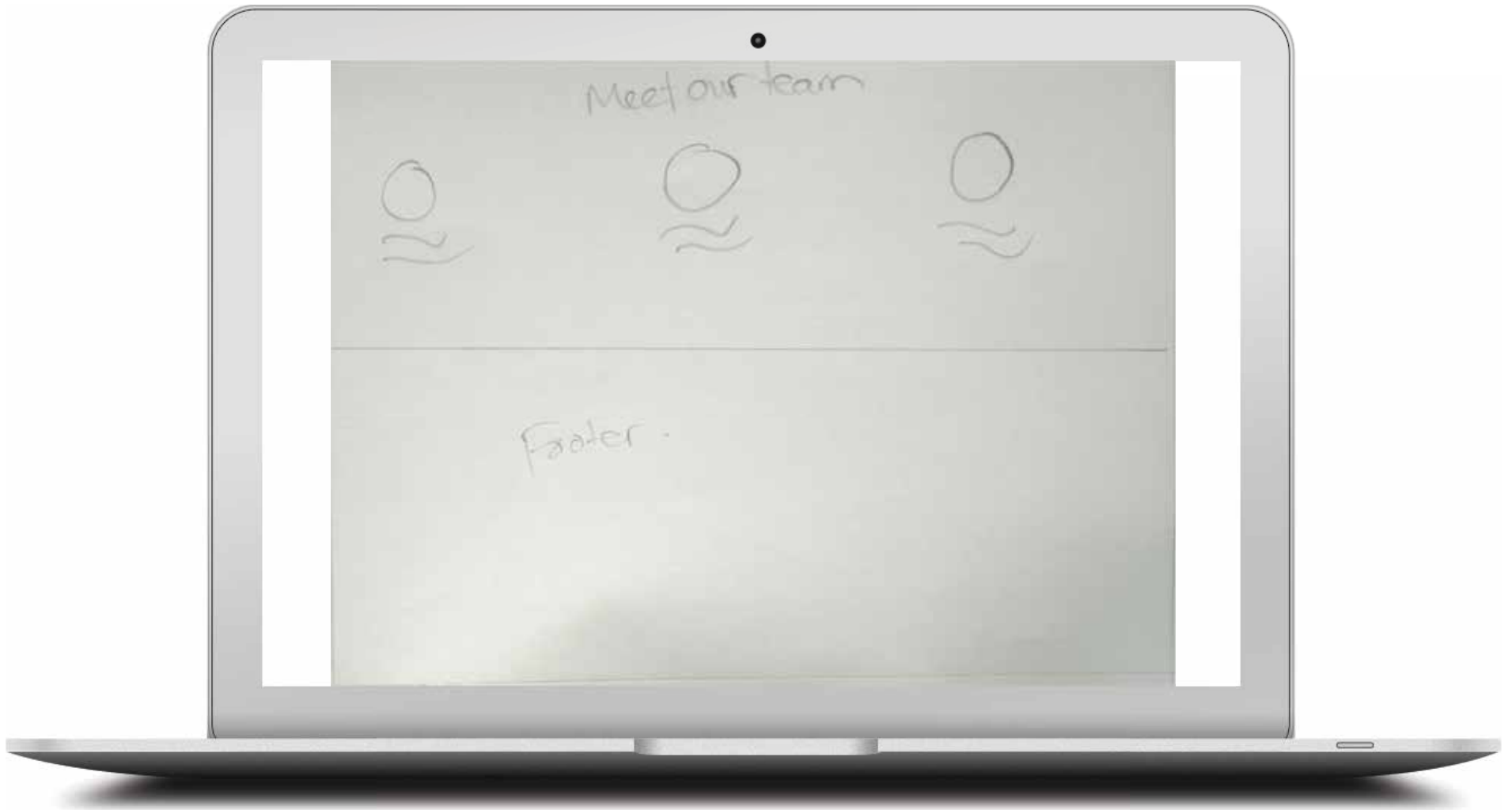
Concept Sketches **Shipping Page**

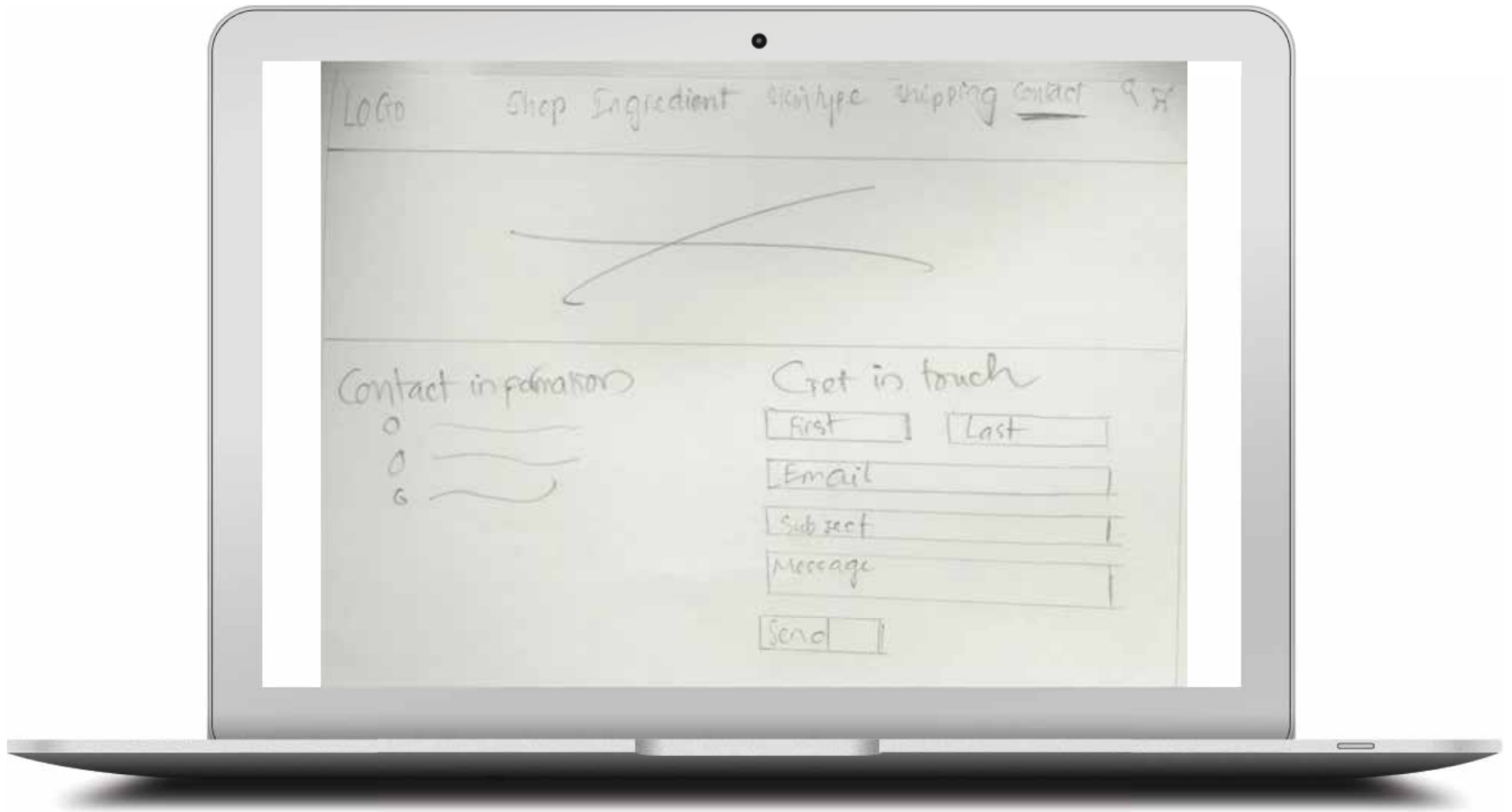# Design Process and Low Fidelity Mockup

Concept Sketches **About Page**

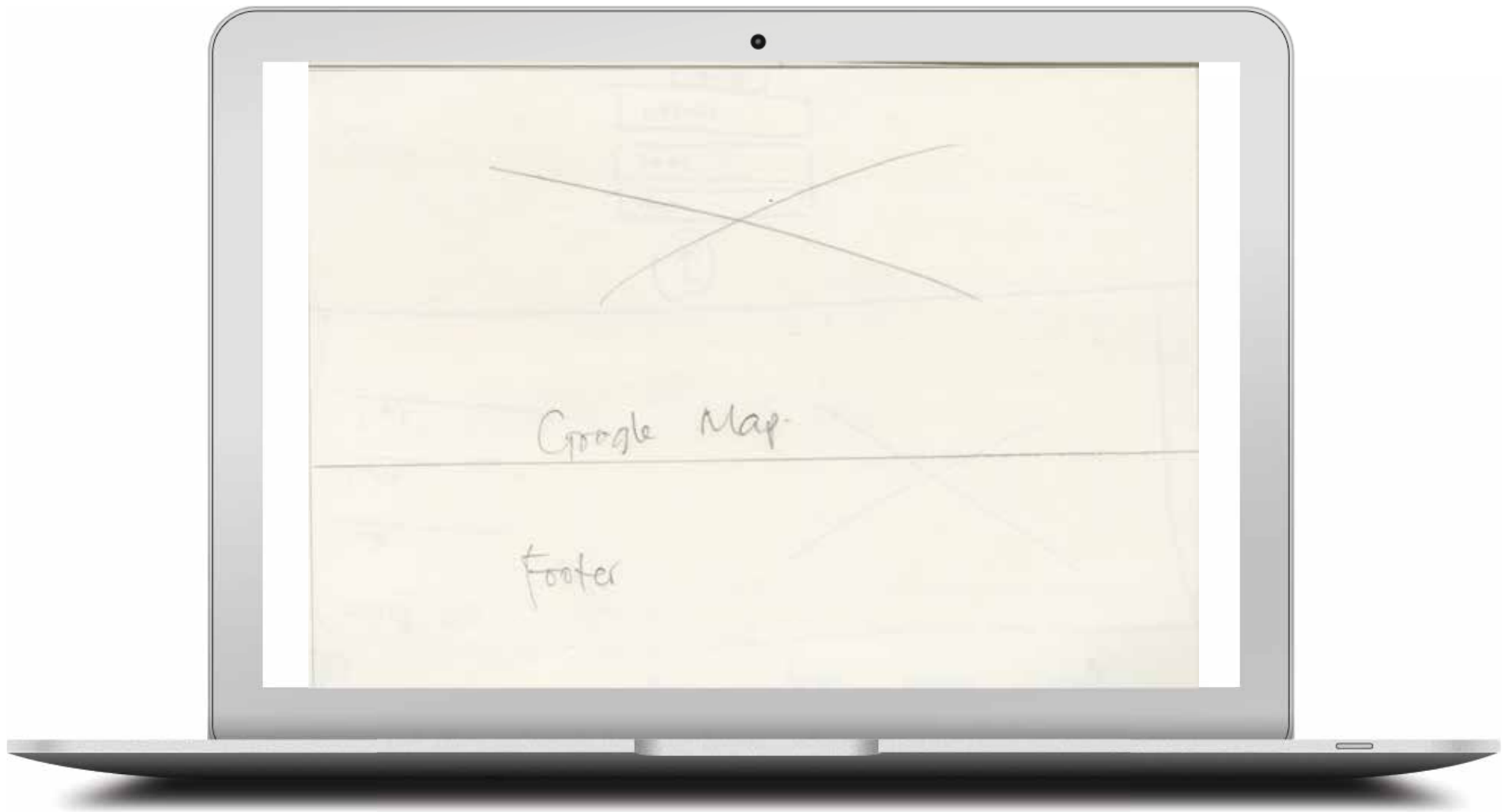# Design Process and Low Fidelity Mockup

Concept Sketches **About Page**

Design Process and Low Fidelity Mockup
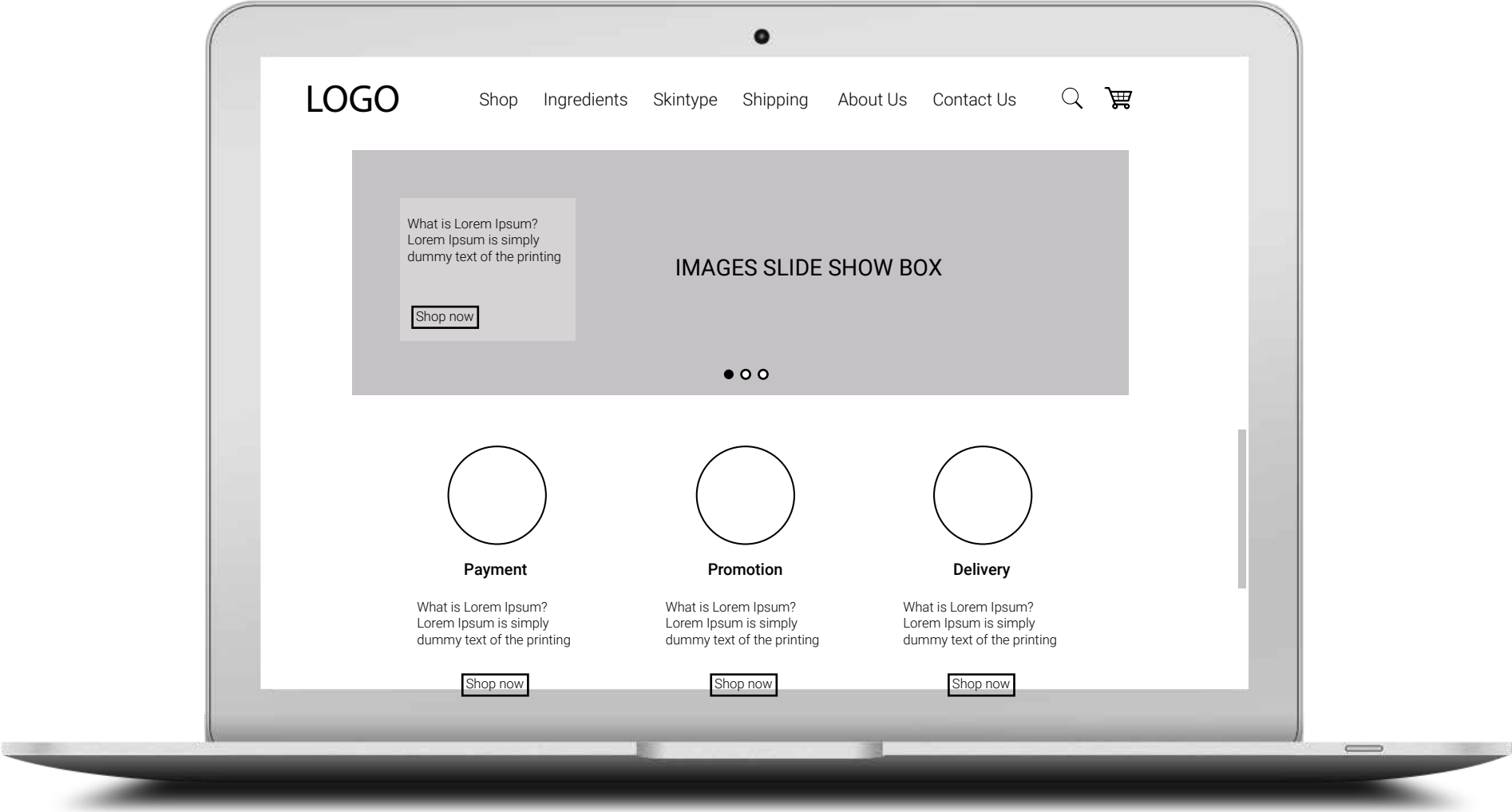
Concept Sketches **Contact Page**

Design Process and Low Fidelity Mockup

Concept Sketches **Contact Page**

Low Fidelity Mockup

Home / Shop / Ingredients / Skintypes

LOGO   Shop   Ingredients   Skintype   Shipping   About Us   Contact Us

What is Lorem Ipsum?
Lorem Ipsum is simply
dummy text of the printing

Shop now

IMAGES SLIDE SHOW BOX

● ○ ○

Payment

What is Lorem Ipsum?
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dummy text of the printing

Shop now

Promotion

What is Lorem Ipsum?
Lorem Ipsum is simply
dummy text of the printing

Shop now

Delivery

What is Lorem Ipsum?
Lorem Ipsum is simply
dummy text of the printing

Shop now

Low Fidelity Mockup

Home / Shop / Ingredients / Skintypes

FEATURED PRODUCTS

What is Lorem Ipsum?Lorem Ipsum is simply dummy text of the printing scrambled
it to make a type specimen book. It has survived not only five centuries,

IMAGE	IMAGE	IMAGE
What is Lorem Ipsu $$	**What is Lorem Ipsu** $$	**What is Lorem Ipsu** $$
IMAGE	IMAGE	IMAGE

Low Fidelity Mockup

Home / Shop / Ingredients / Skintypes

PURE INGREDIENTS

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Promotion

What is Lorem Ipsum?
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dummy text of the printing

LOREM

LOREM

LOREM

LOREM

Low Fidelity Mockup

Shipping Page

LOGO   Shop   Ingredients   Skintype   Shipping   About Us   Contact Us

IMAGES

Payment

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Shop now

Promotion

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Shop now

Low Fidelity Mockup

About Page

LOGO   Shop   Ingredients   Skintype   Shipping   About Us   Contact Us

IMAGES

OUR HISTORY

LORUM IPSUMext ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

▶

VIDEO

Low Fidelity Mockup

About Page

MEET OURT TEAM

What is Lorem Ipsum?Lorem Ipsum is simply dummy text of the printing scrambled
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LOREM

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Low Fidelity Mockup

Contact Page

LOGO   Shop   Ingredients   Skintype   Shipping   About Us   Contact Us

IMAGES

CONTACT INFORMATION

○ 198 West 21th Street,
  Suite 721 New York NY 10016

○ +1 (206) 886 0000

○ anhmaidesign.com

GET IN TOUCH

Firstname | Lastname

Email

Subject

Message

SEND MESSAGE

Low Fidelity Mockup

Contact Page

GOOGLE MAPS

Low Fidelity Mockup

Product Feedback and Details

IMAGES

Product name

Add to cart   Compare

Details   Specification   Feedback

What is Lorem Ipsum?Lorem Ipsum is simply dummy text of the printing scrambled it to make a type specimen book. It has survived not only five centuries,
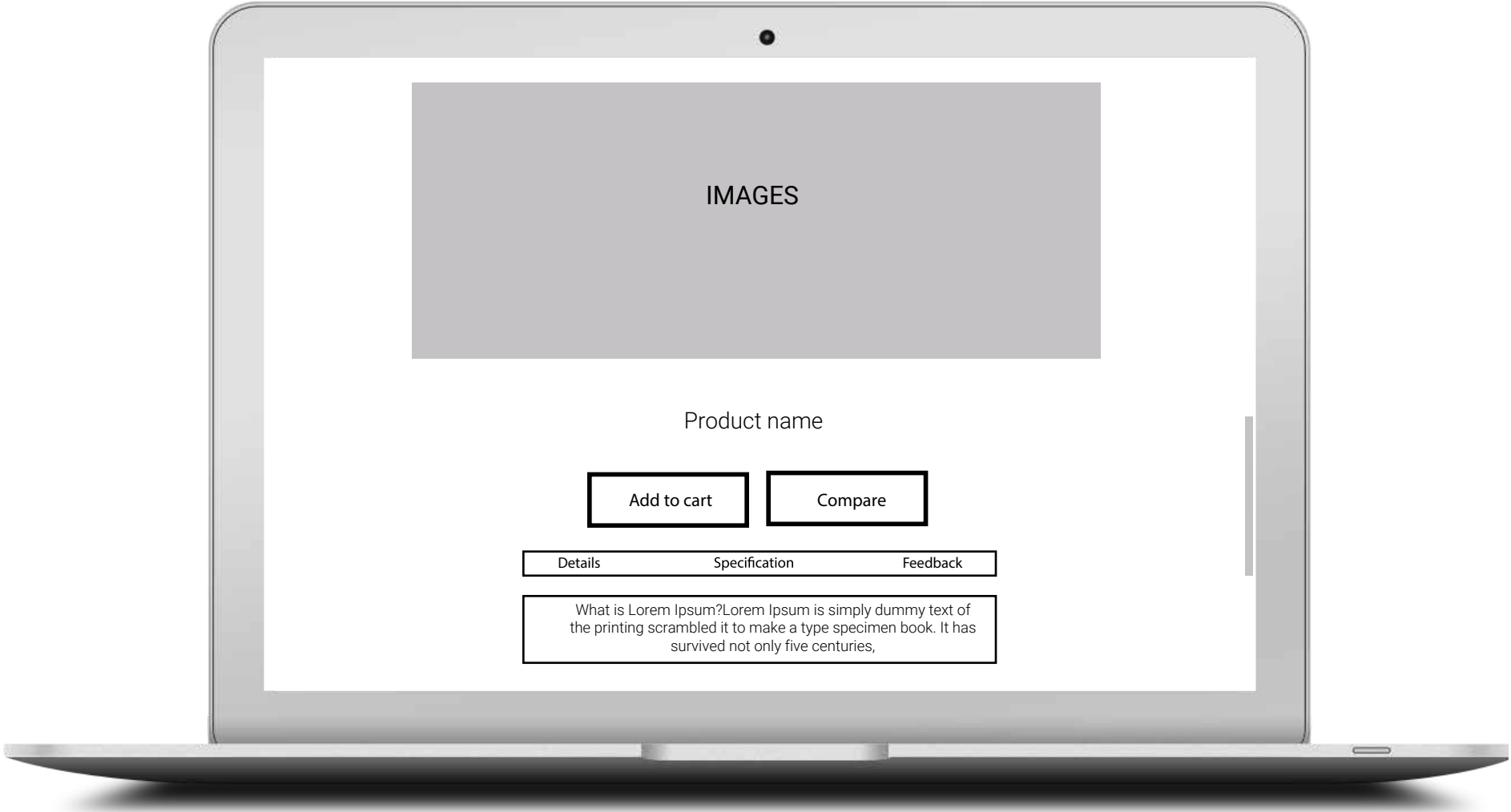
Low Fidelity Mockup

Newsletter and Footer

NEWSLETTER

What is Lorem Ipsum?Lorem Ipsum is simply dummy text of the printing scrambled
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| EMAIL | SUBSCRIBE |

LOGO

What is Lorem Ipsum?Lorem Ipsum is simply
dummy text of the printing scrambled

GET IN TOUCH

MORE OPTIONS

TERMS AND CONDITIONS
CONTENT

FOLLOW US

UNITED STATES ⌄
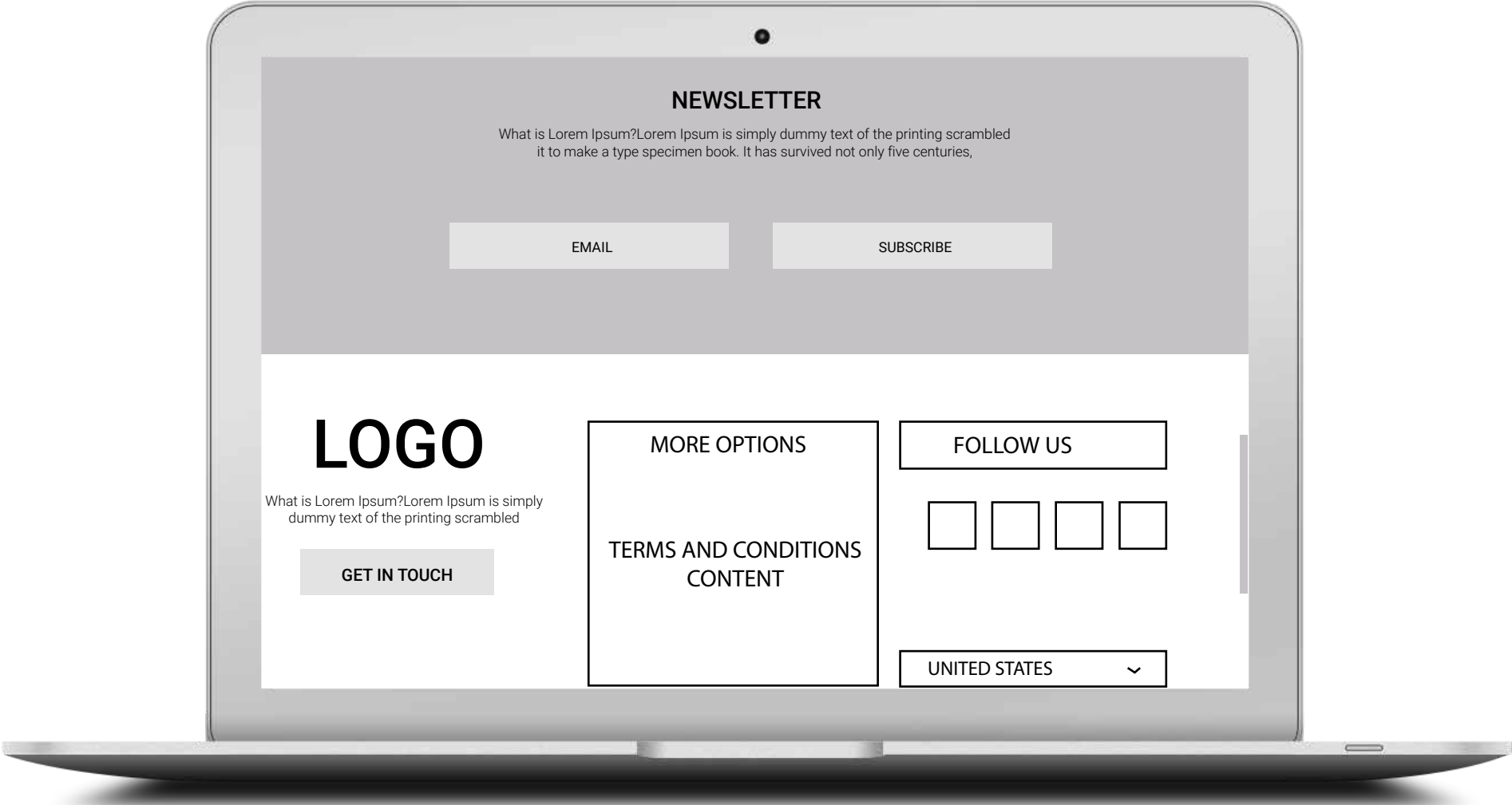
Usability Testing

What is the problems?
Is wireframe for the users?

Usability Testing

Usability testing refers to evaluating a new website layout by testing it with representative users to make sure that the design is for the users.

Participant Qualifications
- Women ages 18-55
- Have used GOW at least once before
- Shop skin cares at least once for every two months

Testing Scenario
You run out of face moisturizer and you decide to shop at GOW.

Tasks
1. Please navigate to the shop category to choose moisturizer.
2. Check a moisturizer ingredients and reviews to make sure it fits for your skin.
3. Add the moisturizer to cart, you can choose between continue shopping or check out.

Usability Testing

Tasks 1
Please navigate to the shop category to choose moisturizer.

Friction Point
- Price does not stand out
- Too much information in the preview screen
- User did not know which items are on sale.

Correction action
- Emphasize price category
- Shorten product name
- Display sale icon on the top left of sale product

Tasks 2
Check a moisturizer ingredients and reviews to make sure it fits for your skin.

Friction Point
- Image sizes are too big
- Fonts are difficult to read
- Can not find review category

Correction action
- Change the image and font size
- Improve the review layout to make it easier to find

Tasks 3
Add the moisturizer to cart, you can choose between continue shopping or check out.

Friction Point
- Can not find the cart
- Click wrong on preview icon
- Some texts are too small

Correction action
- Different color for cart and preview icon
- Resize the text

Style Guide

What are the thoughts behind
the design?

Style Guide

ICONS

TYPOGRAPHY

Title   24pt   Montserrat

Body text   16pt   Roboto

Caption   16pt   Montserrat

COLORS
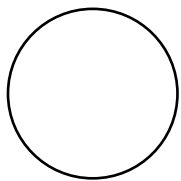
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G: 255
B: 255
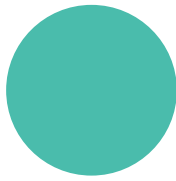
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B: 172
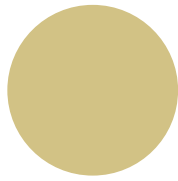
GOLD
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G: 194
B: 133
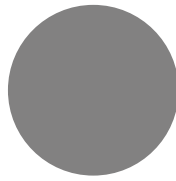
LIGHT-GRAY
HEX # : 7A7B7C
R: 130
G: 130
B: 130

BUTTONS AND SEARCH STYLES

BUTTON

WHEN YOU ARE SEARCHING

ENTERED SHOWING

Final Design

New Design. New Journey.

Final Design

Home / Shop / Ingredients / Skintypes
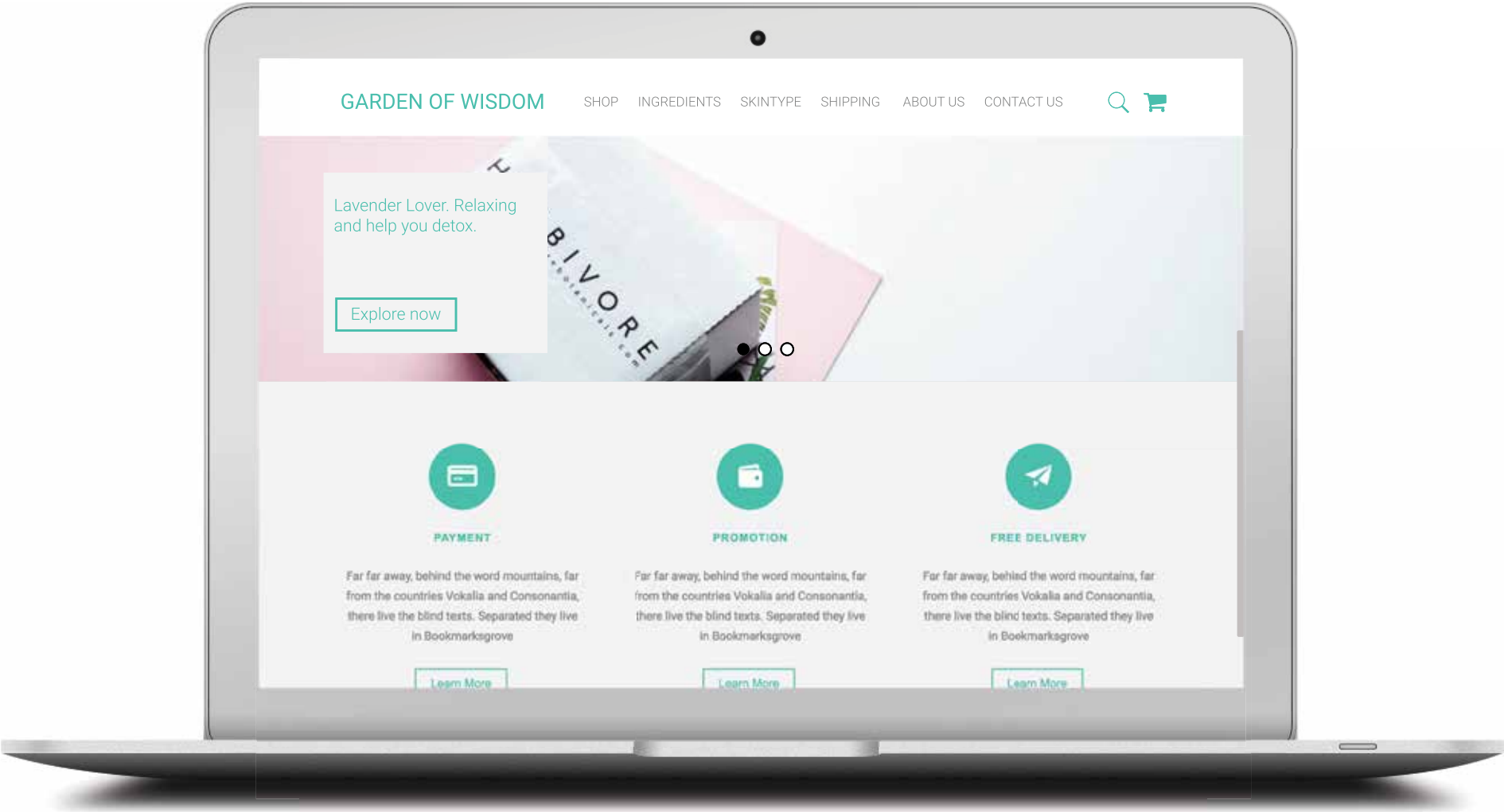
Final Design

Home / Shop / Ingredients / Skintypes
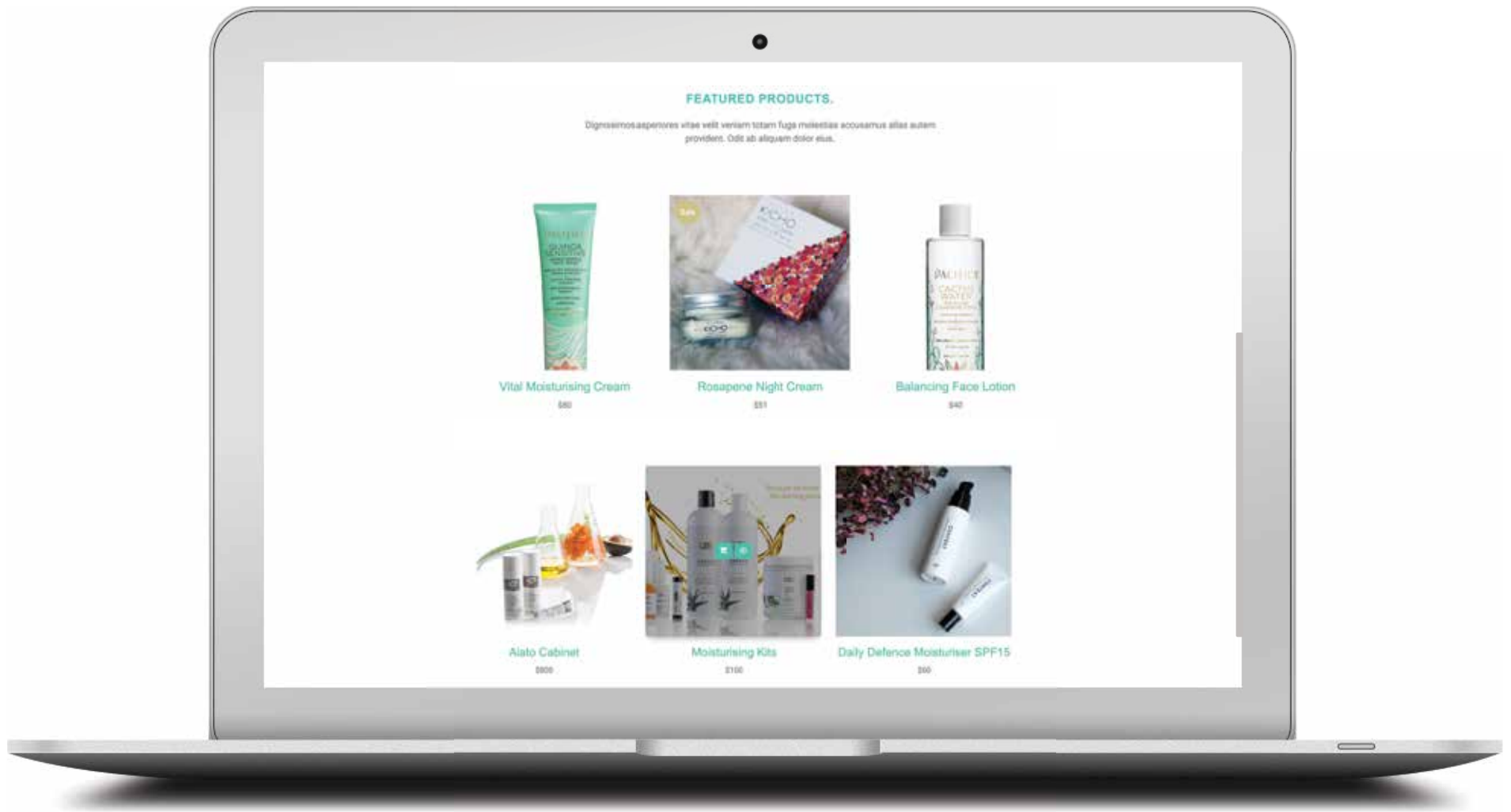
Final Design

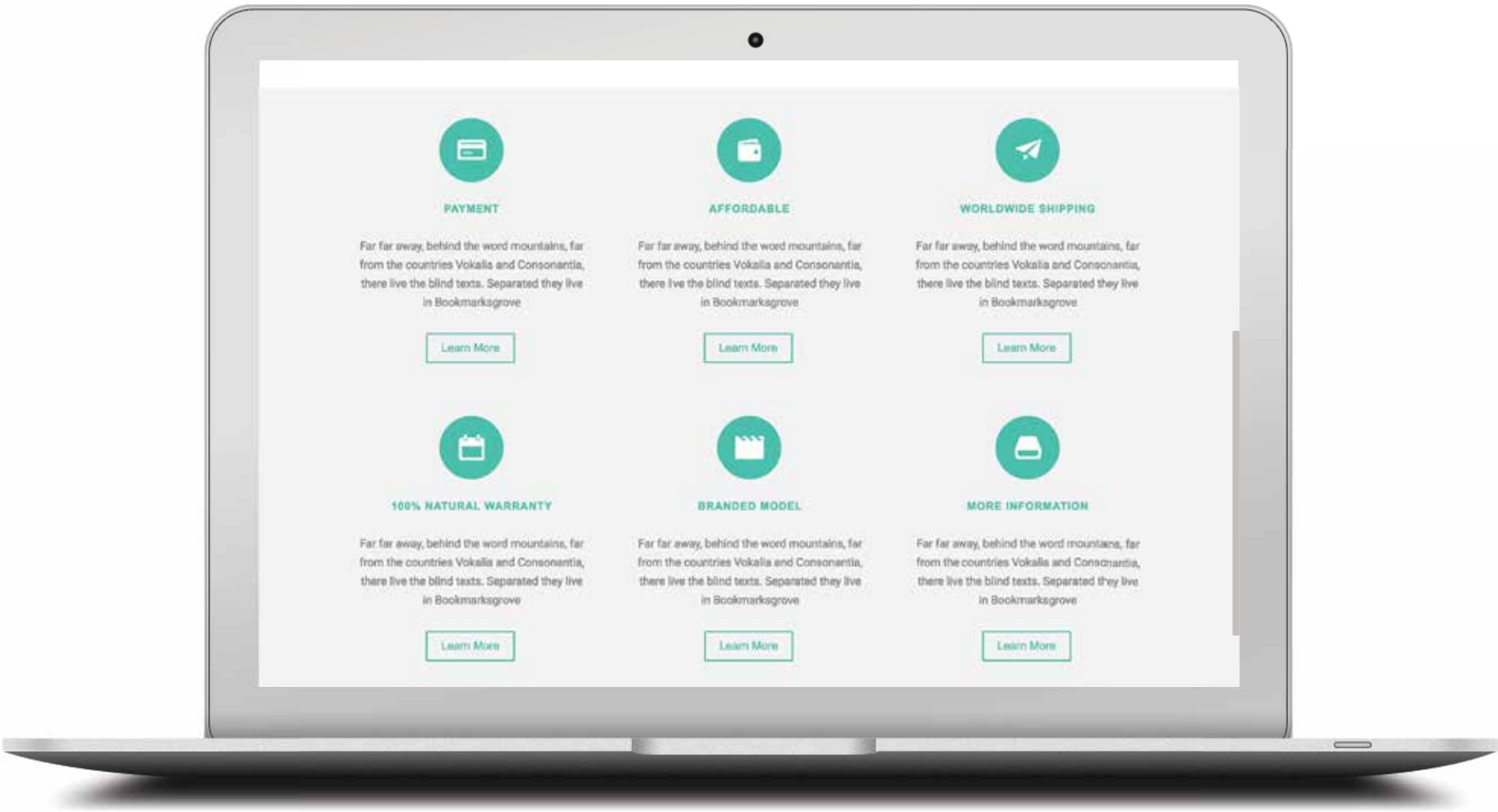**Home / Shop / Ingredients / Skintypes**
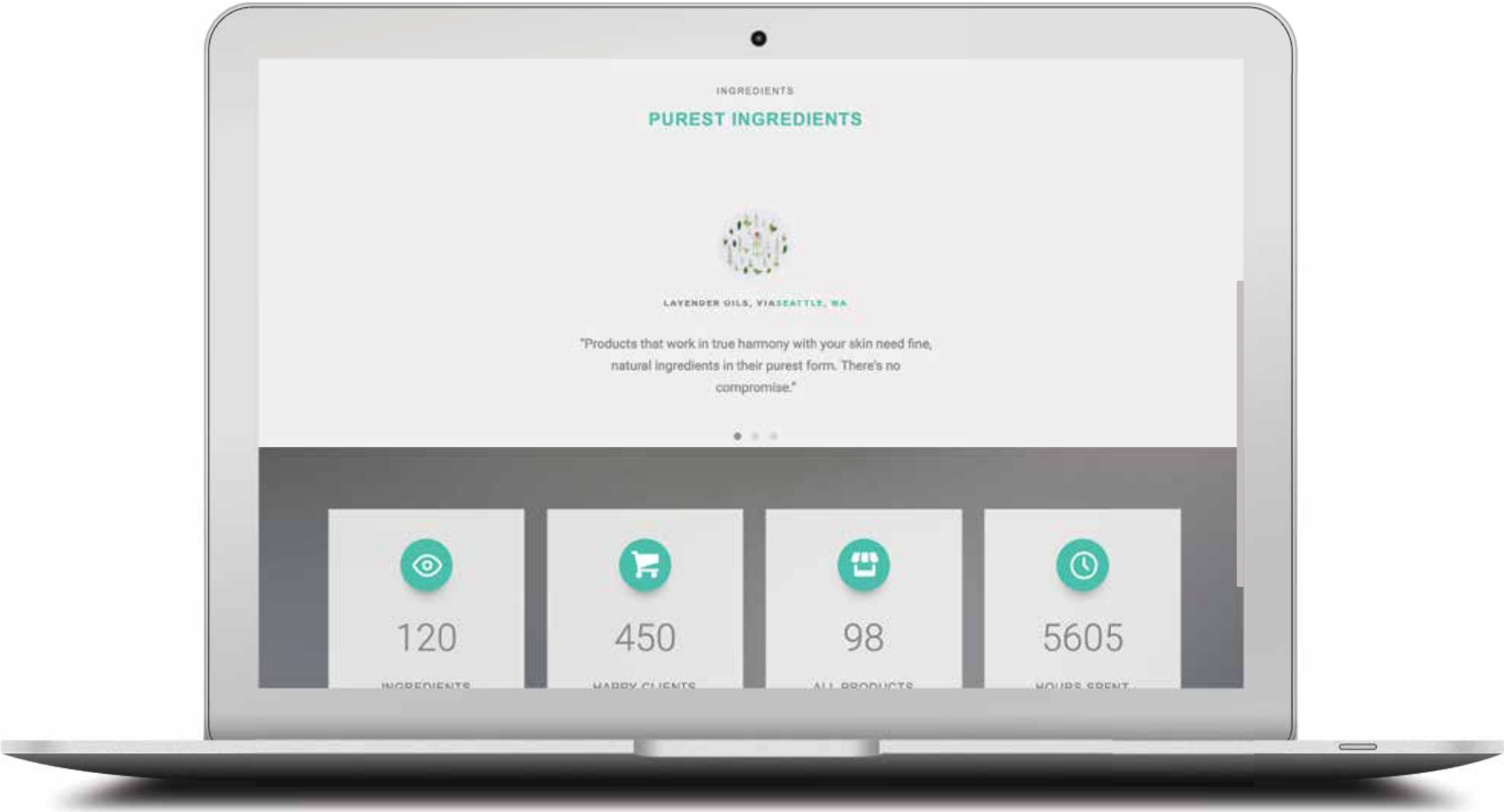
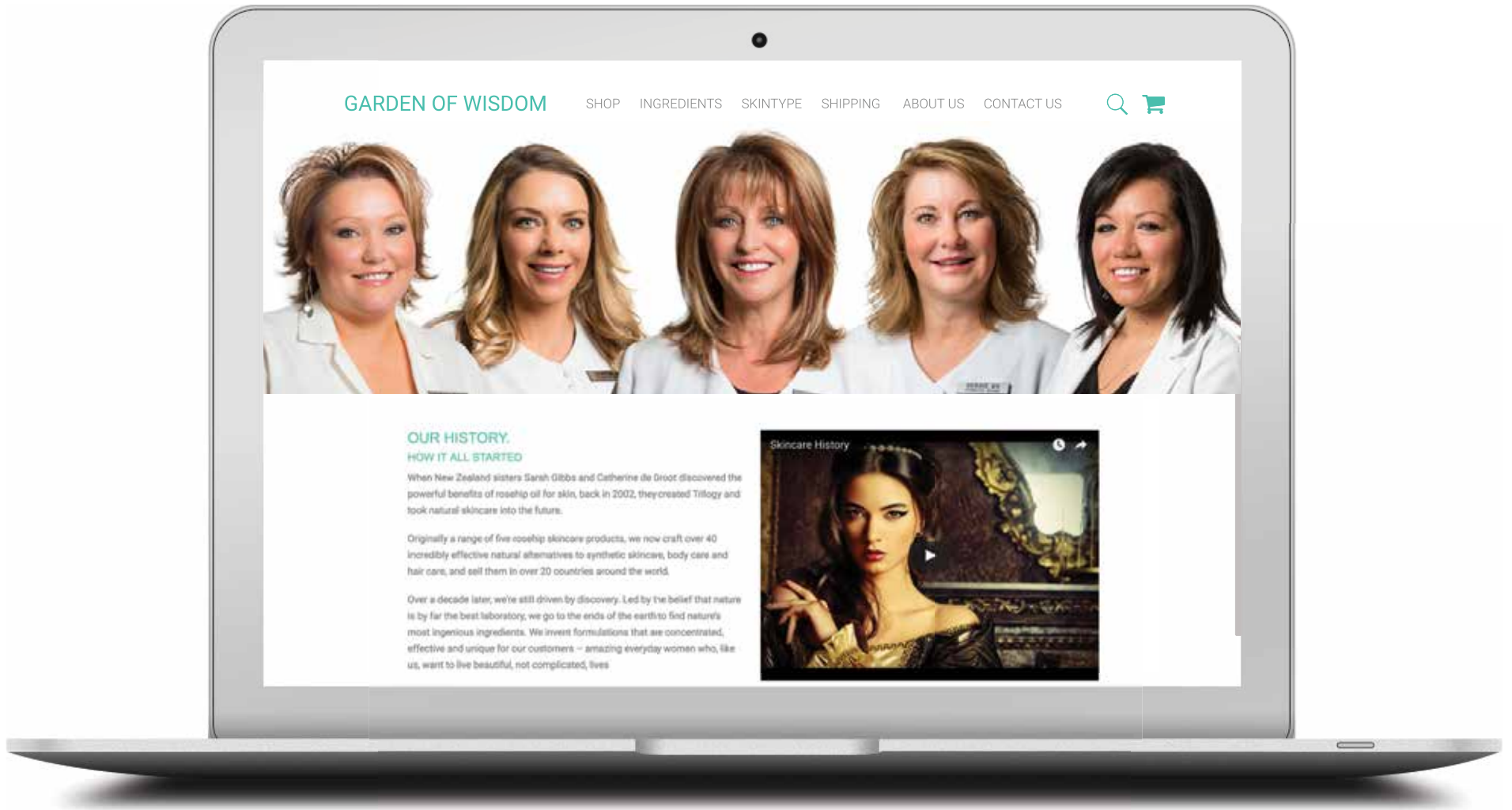# Final Design

Newsletter and Footer
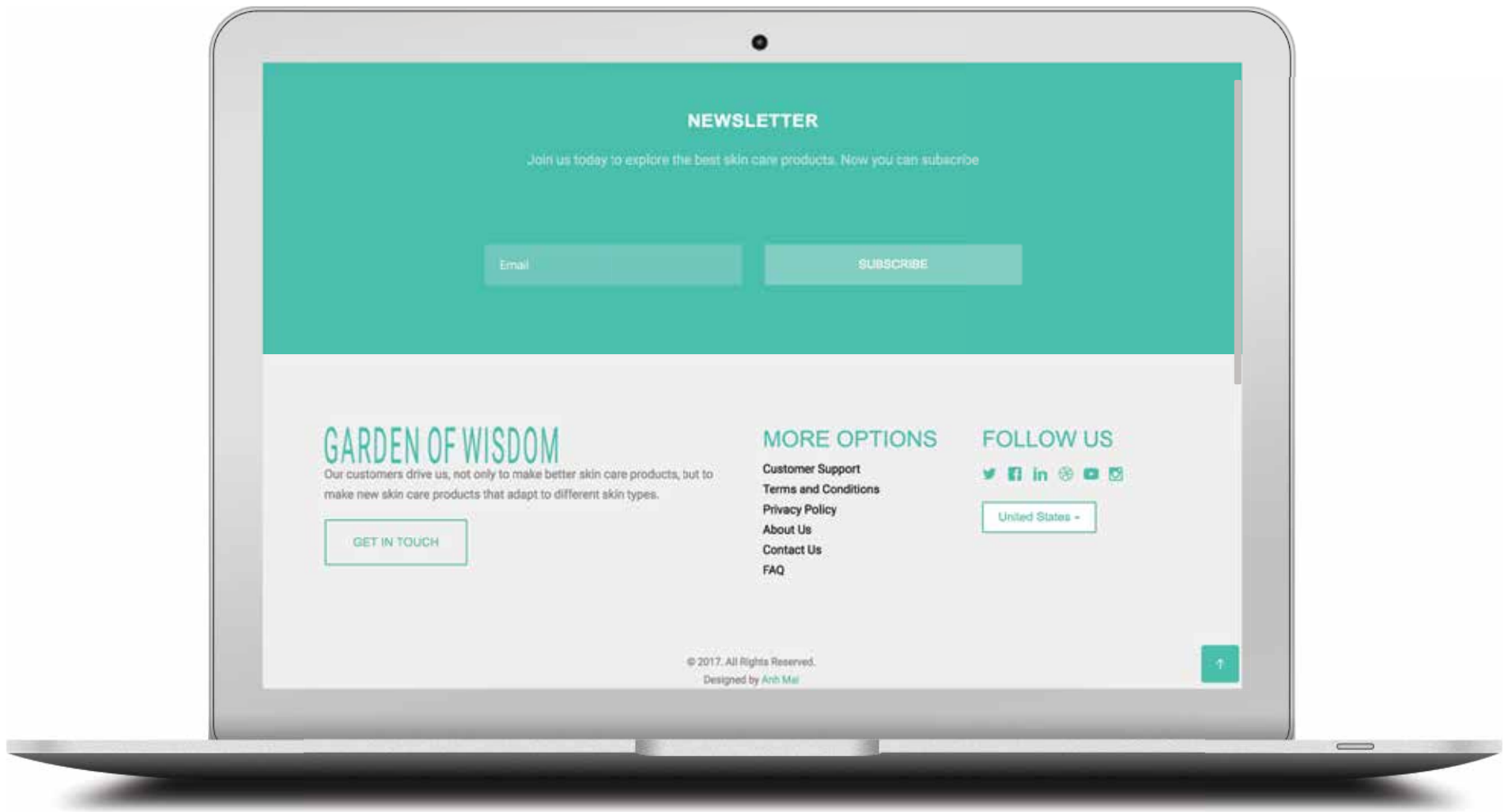
Final Design

Shipping Layout

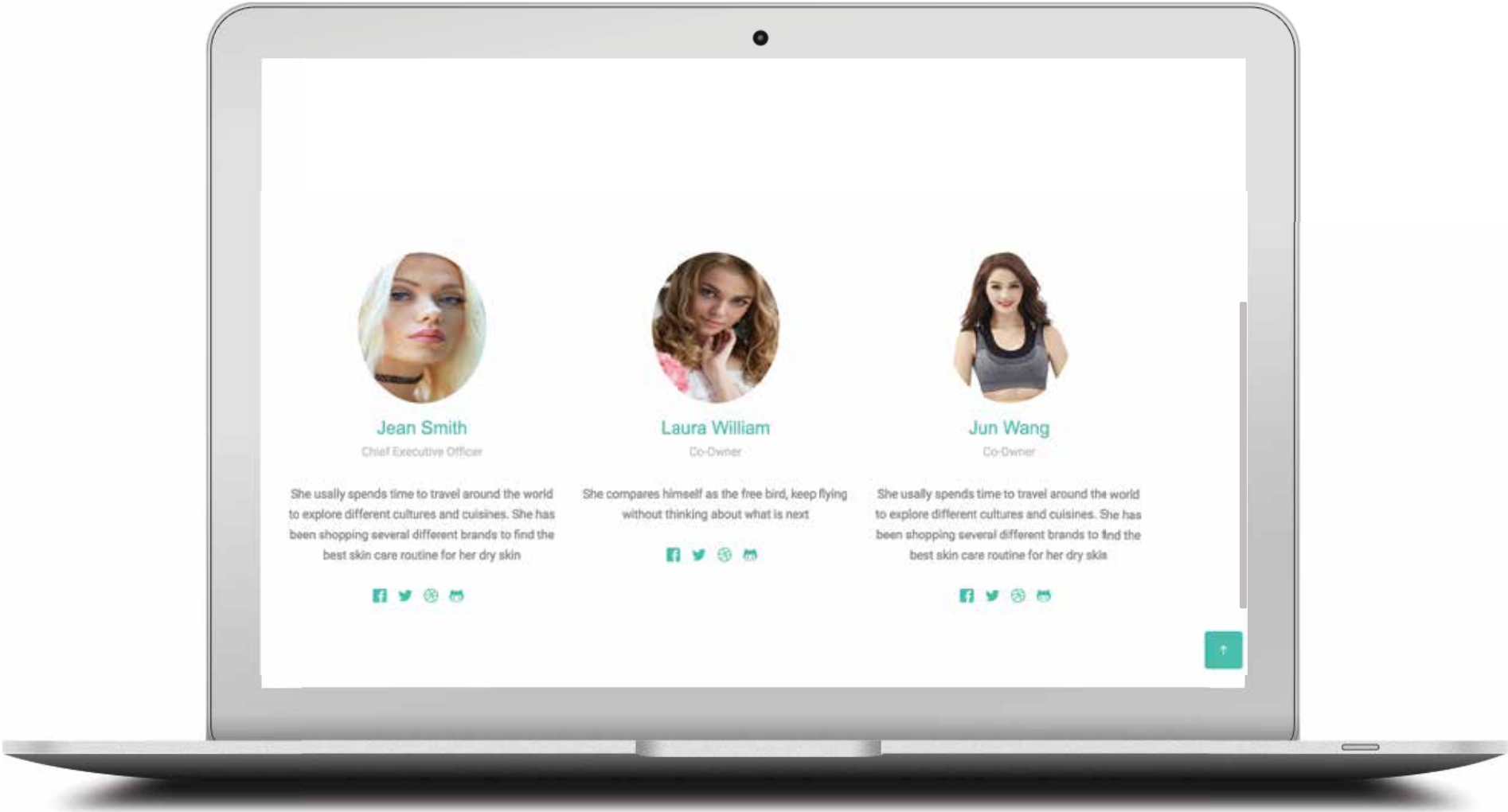# Final Design

About Page

Final Design

Meet our team layout

Final Design

Contact Form