

UX AT2 - Documentation

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Initial Requirements

Daniel doesn't have a very specific or realised idea for the website, so a lot of these requirements are at a base level and are more ideas than necessities.

- Virtual access to workshops
- Gift cards
- Behind-the-scenes content
- Commission Requests (**main feature**)
- Client Gallery
- Testimonials
- Interactive Board for Users
- FAQ for Workshops/Commissions
- Events/Workshop Management
- Homepage Video Introduction
- Rug Care Guide
- Rug of the Month
- Contact Page

- “Etsy-style” Image Elements
- "What You'll Do" section design

What is “Design Success”?

Design success in this project relates to how successful the website is in achieving the project goals, via the use of careful UX design. From a customer perspective, this means that customers can submit commissions smoothly, easily find and RSVP for workshops, and quickly find answers to common questions. For Daniel and Britt however, this refers to their ability to track and manage commissions easily, communicate with customers efficiently, and update entries in the workshop or gallery sections as needed. Additionally, conveying a sense of professionalism and trust upon entering the website is also a primary focus.

These points will be our key metrics during our user testing, as we’ll monitor the customer’s ability to navigate and understand the website and order process.

Current Problems

Testimonials

The client wants to incorporate previous customers’ testimonials and reviews on the homepage of the website. The client currently has these reviews in the form of

screenshots of positive messages; so the problem is in finding the best way to incorporate these.

Commission Form Design

During planning, we realised that the commission form has a really fine line of how much can be on it before people lose interest. Is it better to have the most information? Or to keep it minimal to prevent overwhelming users?

Understanding of Process

A lot of people are unfamiliar with the process of commissioning work, and due to modern-day online shopping; people are used to being able to instantly purchase something whenever they want. The problem arises in how do we convey to the customer that this is not the case, as quickly and efficiently as possible.

Gallery Implementation

The gallery was a vague idea with a lot of interpretations. We were unsure whether it should be a collection of images and details, uploaded and categorised by Daniel or Britt - or a small automatic feed of SoSo Studio's latest Instagram posts.

Solutions Research

Testimonials

After researching the different types of implementation available (images, manual entry or automatic feedback form), we decided on a hybrid feedback form but with manual review by Daniel or Britt. This helps to make the process easy, while also preventing potential grieving or “vandalism” of the system.

Commission Form Design

I devised my idea of an optimal commission form, by going through old commissions I'd ordered in the past (through services like Fiverr and Etsy), and then mimicking elements of those forms. This helped to provide a clear outline of what was useful and what could be grouped together.

Understanding of Process

We were unsure how to make this apparent at first. But settled on having it on the carousel as well as the navbar to make it clear as soon as you enter the page.

Gallery Implementation

The gallery had many viable methods, with me personally deciding on the automatic Instagram feed concept for this design - and the manual entry database system for the CMS project counterpart.

User Group Interviews

User 1:

- Found website navigation easy, however a little overwhelmed by the number of forms and information on each form (commissions, contact, FAQ).
- The gallery confused them as it included prices, and they believed they could purchase those directly among standard commissions.
- Overall, understood the process of commissions and felt like the website conveyed professionalism; however maybe needed more personalisation.

User 2:

- Was also very confused by the gallery and thought they could be purchased.
- He felt there was a lot going on and was deterred a little by the commission process.
- Understood the point but agreed that it needed more heart.

User Group Personas

User 1: Madelyne

Female - 17

Creative/artsy, introverted, friendly.

User 1 fit our target audience quite well and was very helpful in having accurate user testing.

User 2: Jack

Male - 19

Realist/logical, also somewhat reserved but more conversational, friendly but more critical.

User 2 was more removed from the intended demographic; but provided useful information as it gave us a more outside perspective.

Final Solutions

We determined that the gallery was a major point of confusion, and Daniel's request to include prior prices tended to mislead rather than help. Versions of our commission forms also suffered from having too many fields separated from each other, rather than grouped - contributing to the overwhelming feeling. The total number of pages/forms the users felt they had to go through seemed excessive and deterred customers. Finally, the final version needed a more prominent and consistent use of the brand colours - rather than the placeholder green; and more "warmth" in its design to create the cozy feeling we aim for.

We presented these ideas to Daniel and decided on streamlining the gallery to no longer include prices and renamed any collections to "showcases" to make the idea clearer. The commission form was then simplified to only include the essentials, and have additional information in a textarea. The contact page was removed in favour of a contact modal, as it was less jarring and a lot neater. The website was also given a colour overhaul to lie in-line with SoSo Studio's branding.

Daniel also decided that he no longer wanted testimonials, and wanted the FAQ page to be entirely separate.