



Callum Doty | December 2023 - January 2024

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Introduction

Visualize a typical game of chess. What is fun about it?
The tactics? Strategy? Opponent? Or the aesthetic of the game?
Imagine you are able to customize any piece on your board.
That's the service Cherge aims to offer.

Discover, Customize, Deliver

THREE STEPS TO CHERGE

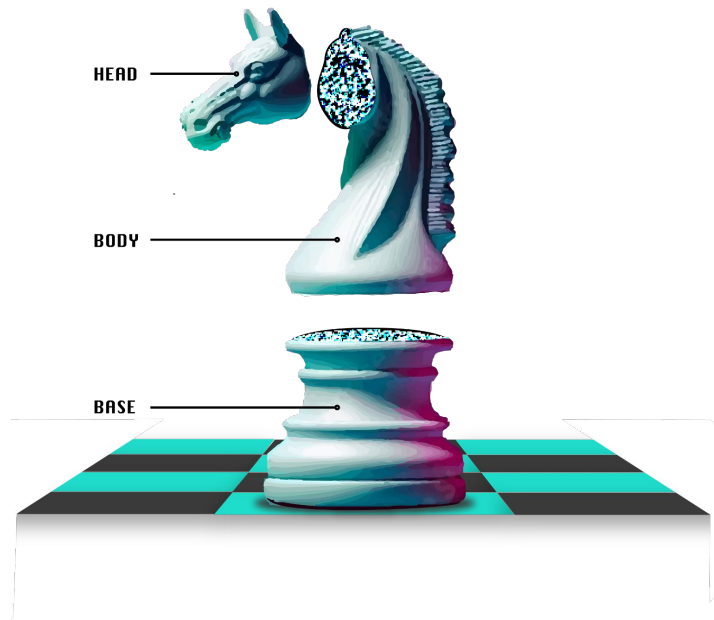
A website with a concise interface, with the option to use AI or filter to find your ideal piece, and a quick and checkout process.

Problem x2

- 1 The chessboard lacks personality and customizability
- 2 Players find that adding their flare to the board helps them maintain interest in the game.

Solution

Cherge is designed to provide a seamless process for chess piece creation. Each piece is split into three categories (head, body, and base) to be customized by the user.



My Role

Lead on everything
I am the only person on
this project

Responsibilities

Competitive Research
User research
Wireframing
Prototyping
User testing
Research Presentation
UI/UX Design
Presentation

Research

I conducted interviews, moderated usability tests, and created empathy maps to determine insights to understand the user and design for their needs. The primary user group were chess players who would give me the time of day.

Research revealed that clear explanations, the ability to easily customize, and a quick checkout process were of utmost importance. Through many attempts of making the “customize” interface, Figma is not able to match the level of complexity.

(Pain points)

1

Aesthetics

Platforms to buy chess products are not pleasing to use or view.

2

Mobile Friendly

$\frac{4}{5}$ chess platforms were not optimized on mobile

3

Image quality

The experience between all mediums and screens showed a poor image quality during product viewing.

4

Customizability

All chess platforms did not allow for a high degree of customizability per product.

Persona

PRIMARY PERSONA

Name - Danny

Age - 32

Occupation - Therapist

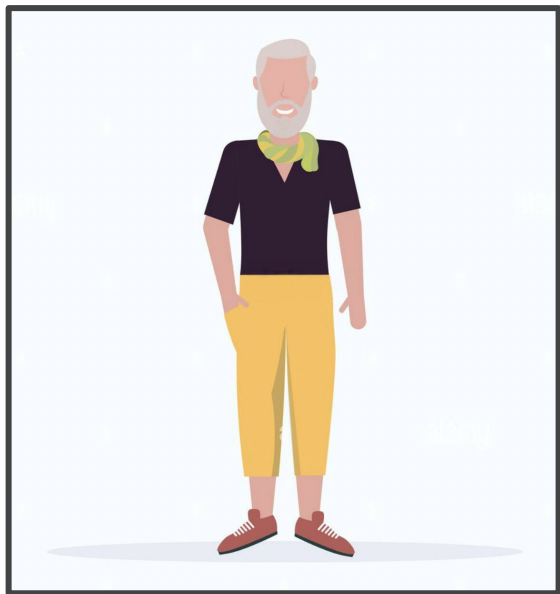
Goals - Full time job, provide for his family, get better at chess

Life Goal - Maintain a healthy work-life balance

Expertise - Psychology and career direction

Illustrative Quote - “I find myself looking to spice the game of chess up with new and interesting pieces”

Narrative - Danny works a full time job to provide for his family. He finds clients mainly looking for new career paths and how they should approach this new direction in their life. He found himself enjoying the game of chess, to a very high extent. Danny thinks that the game of chess is great, but the average board is dull, and should be more colorful and interesting.



Definition

Problem and Vision

Problem - Current chess websites have poor customizability and aesthetic in a mobile and desktop format.

Vision - The design of Cherge will help users discover their ideal chess piece and allow them to fine-tune their creation to add to their chess game. The interface will be intuitive and easily navigable.

User Persona

A male in his early thirties working as a career coach and therapist. His physical characteristics were chosen based on his interest in chess and willingness to speak with me.

Scenario

- 1 Danny is a chess player who has just finished another game of chess. Danny realizes that he is getting tired of the same old board and pieces he normally plays with. He thinks “I want to custom build my own piece, how would I do that?”
- 2 Danny begins searching online for websites that sell chess products. He finds Cherge, accesses the website through his browser, and signs up. Five minutes later, he has fully discovered, customized, bought his piece.
- 3 A week passes, Danny receives a package in the mail. To Danny’s excitement, the chess piece has arrived and looks great. He begins playing with the piece which he now calls his lucky knight. Everyone comments on his unique addition.

User Journey Map

AN EXERCISE OF EMPATHY

Persona: Danny

Goal: Find a way to customize his game of chess

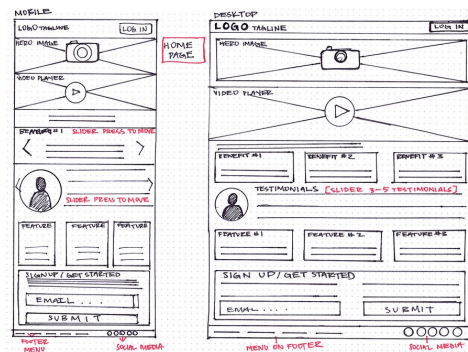
ACTION	Decide he is bored with his current chess board	Research Chess boards	Decides on a purchase	Adding pieces to the board	Begin playing	Storing new products
TASK LIST	A. Look at the pieces, board, and setup B. Handle the pieces C. Come to the conclusion he is bored	A. Open a mobile browser B. Search for chess sets/pieces C. Browse the popular sites	A. Select a desired product B. Checkout in cart C. Input information D. Deliver confirmation	A. Unpackage product B. Inspect each product C. Setup current chess setup	A. Begin playing with new product B. Discover the unique benefit	A. Put the pieces away B. Store the board
FEELING ADJECTIVE	Dissatisfaction Furrowed Doubtful	Confusion Curious Interested	Suspicious Confusion	Focused Curious	Satisfaction Interest	Confusion Annoyance
IMPROVEMENT OPPORTUNITIES	New chess setups, pieces, and setup for purchase	App with fewer steps to access	More efficient process to checkout	Easily accessed packaging	Bot to play against	Packaging that includes storage

Design

Solving problems through research,
insights, and iterations.

Evolution

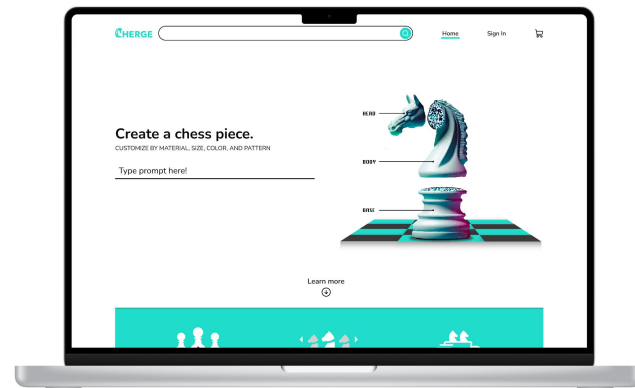
ONE PAPER WIREFRAME AND TWO SCREEN ITERATIONS



Wireframe



Lo-Fi

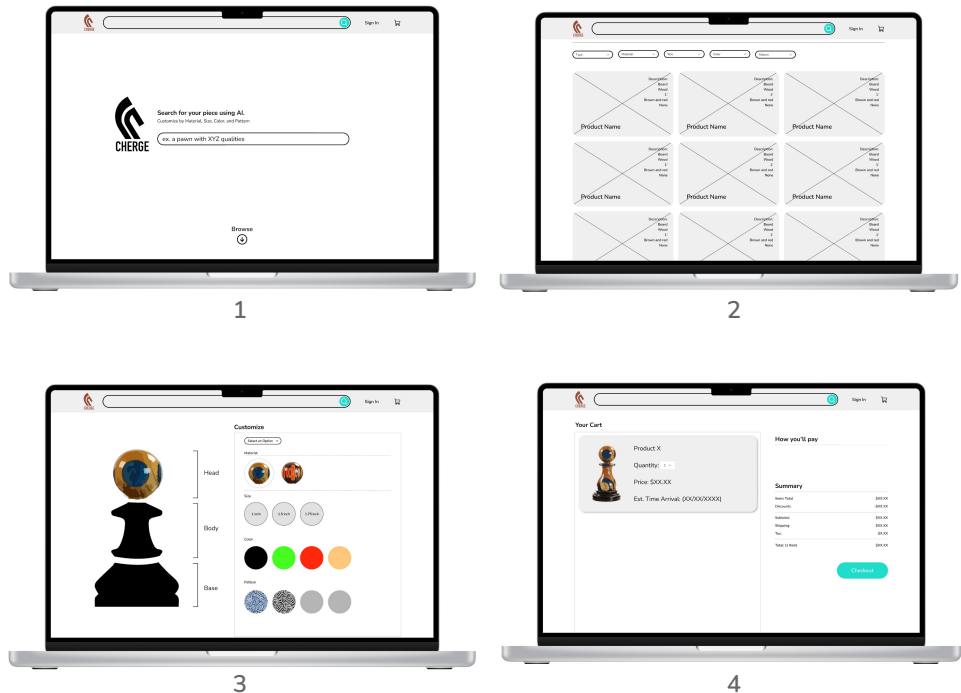


Hi-Fi
[\(Link\)](#)

Customization Scenario

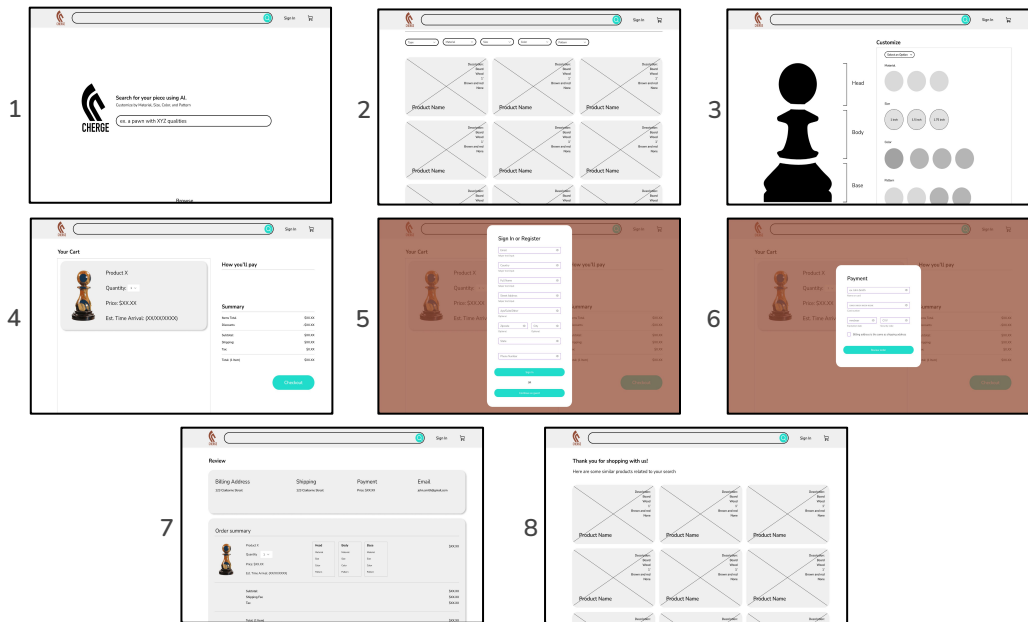
CREATE A PIECE

- 1 Danny accesses the Cherge website on his desktop browser
- 2 Danny scrolls down to find a piece that he likes by clicking on the product image
- 3 Danny customizes his piece
- 4 He adds his final creation to his cart to checkout



Key Path Scenario

COMPLETE PROCESS

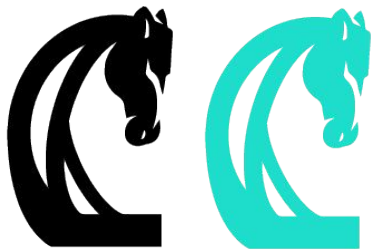


- 1 Danny launches the Cherge website on his desktop browser
- 2 Danny has the option to search using a search bar or to browse
- 3 After selecting his desired product, he has the option to customize sections of the piece.
- 4 Once he is done customizing, Danny adds his piece to the cart where he is able to select mailing and payment options.
- 5 Once he selects 'Checkout,' Danny is prompted to sign in as either a guest or to setup a profile.
- 6 Then, he has to pay by filling out the form and clicking 'Review order.'
- 7 Danny can review his purchase on the review screen before clicking 'Purchase' to send it.
- 8 Lastly, Danny is met with a confirmation page which references similar products to his purchase.

Identity

CHERGE STYLE GUIDE

The typeface, font, color palette, and layout represent the brand and service as forward thinking, innovative, and connected to technology. The logo is a knight chess piece up close and the letter 'C' at a distance.



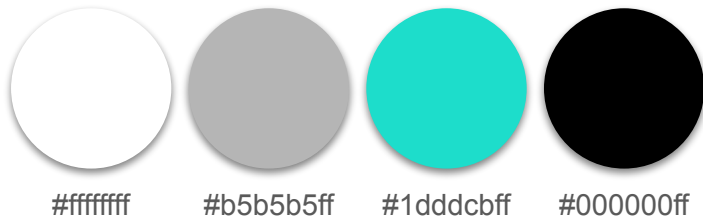
Typography

AaAa

Nunito
Nunito Semi Bold
Nunito Bold

ABCDEFGHIJKLMN
OPQRTUVWXYZ
Abcdefghijklmnopq
rstuvwxyz
1234567890

Color Palette



Iteration

Discovering what went right and what went wrong
and finding insights through qualitative research.

Moderated Usability Study

RESEARCH QUESTIONS, KPIs, METHODOLOGY

I prepared and conducted a usability study with three participants. This entailed five prompts and a usability scale to determine user satisfaction.

User Interview

USER OBSERVATION

Per usability study, I asked participants to identify the application's standout features and areas they believed required the most improvement.



Explanation

I found that most users who views the landing page were confused as to what the website was about.



Navigation

Users felt lost when seeing two search bars and did not know they could scroll when accessing the landing page.



Customization

Users could not customize and found the customization page to be inconsistent with the rest of the website.



Add to cart

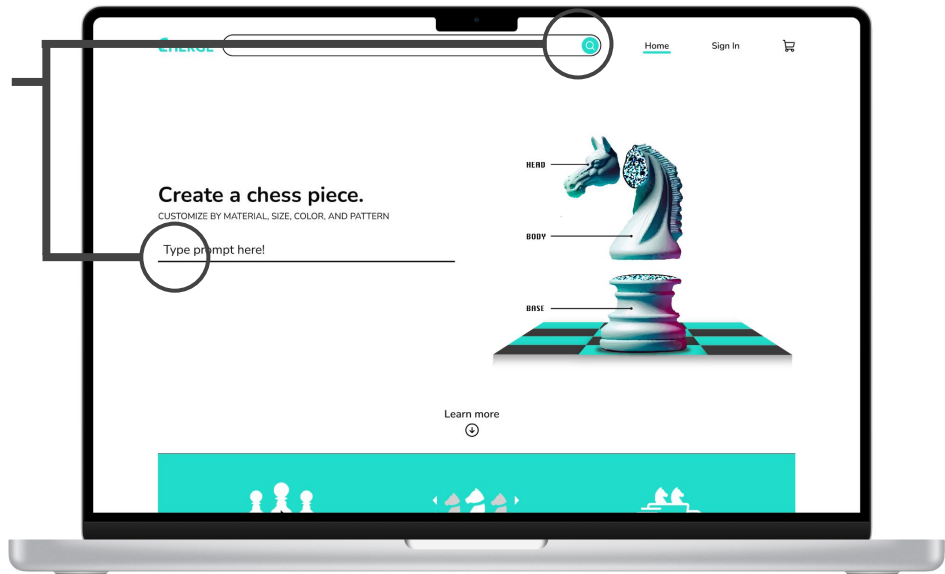
Users were confused after adding their piece to cart. They became frustrated after receiving no output.

Navigation

DESIGN FLAWS

Users explained that seeing two search bars became misleading and they would not scroll down because there was no obvious reason to. I found a solution by separating the design of search bars and creating a clear indication of content beneath.

*Clearer UI
components for
different search bars*

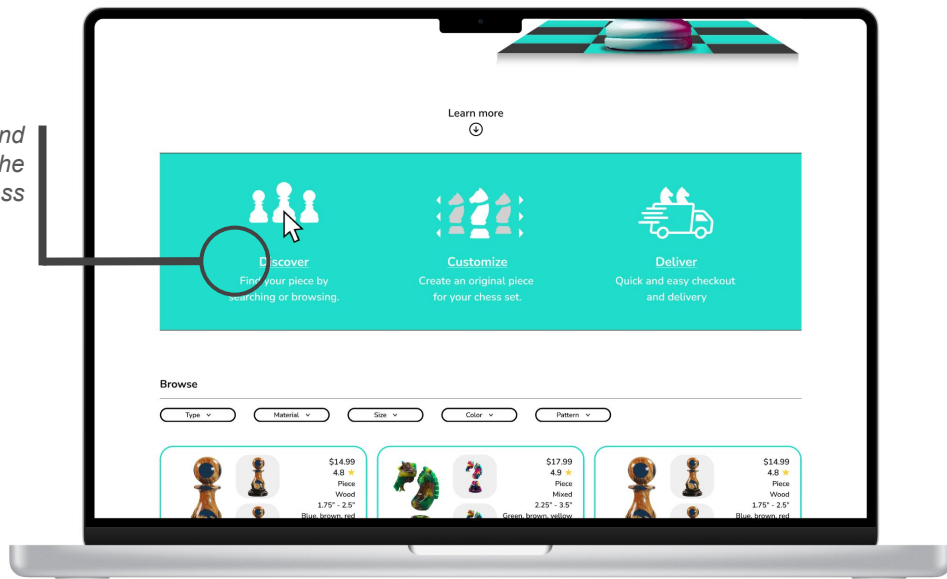


Explanation

DESIGN FLAWS

Users were confused upon accessing the landing page. Most users wanted to know what the website was about before exploring. I added an illustrative description between the search and browse UI.

Illustration and description of the process

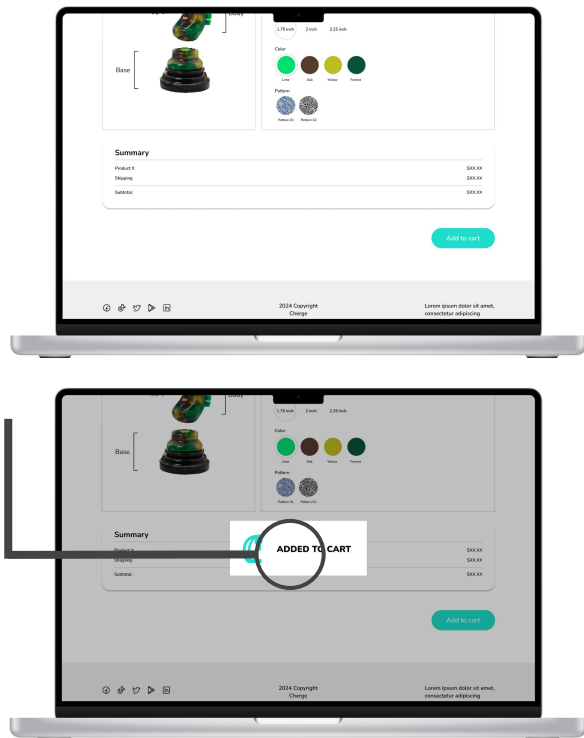


Add to cart

DESIGN FLAWS

Users were frustrated when selecting the 'add to cart' button. They expressed that they wanted some confirmation that they had actually added the product to cart. I added an centered notification upon adding to cart.

Clearer indication when adding to cart



Journey

How the solution will be used and how
will the user interact with the interface.

Persona

WHO WOULD USE THIS?

How would Danny discover, customize, and purchase a piece?

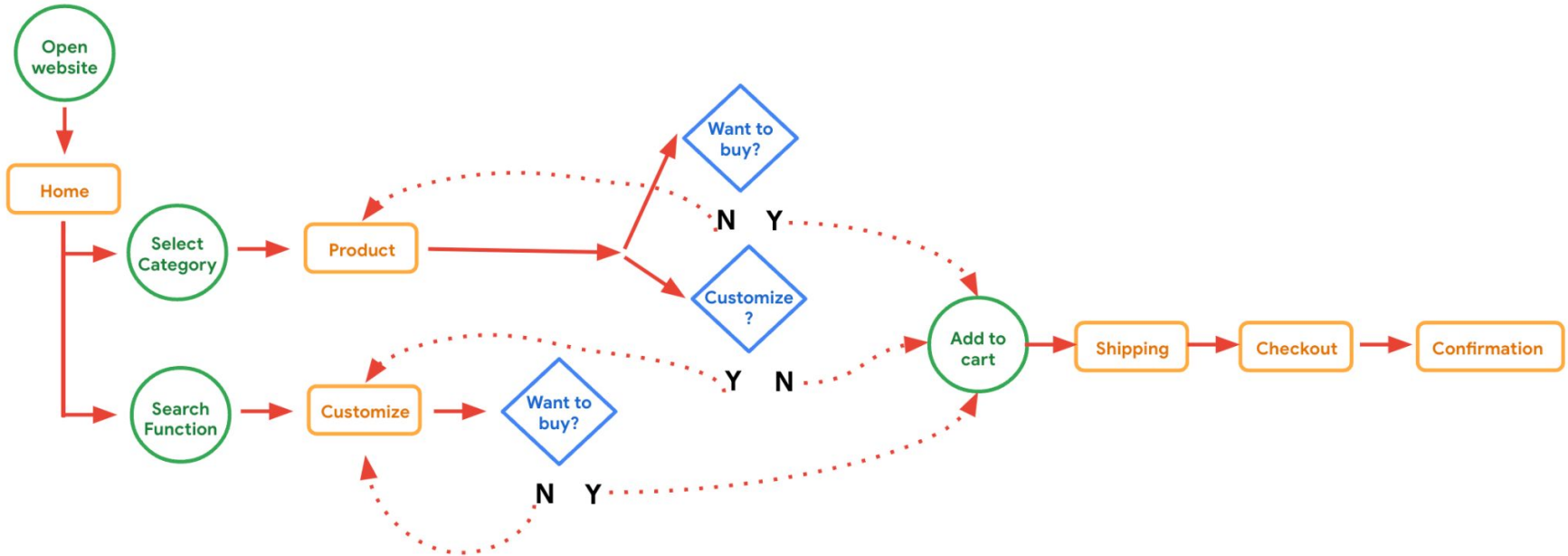
ACTIONS

- 1 Profile creation - Optional sign up process for a better experience
- 2 Find a product - Using either the search or browse UI
- 3 Customize - Create three sections to be combined per piece
- 4 Checkout - Go to cart, fill out payment info, review, and purchase



SiteMap

THE GENERAL USER PATH



Conclusion

Cherge provides a seamless experience for a user to identify and customize their desired chess piece.

CHECKMATE

Questions?