

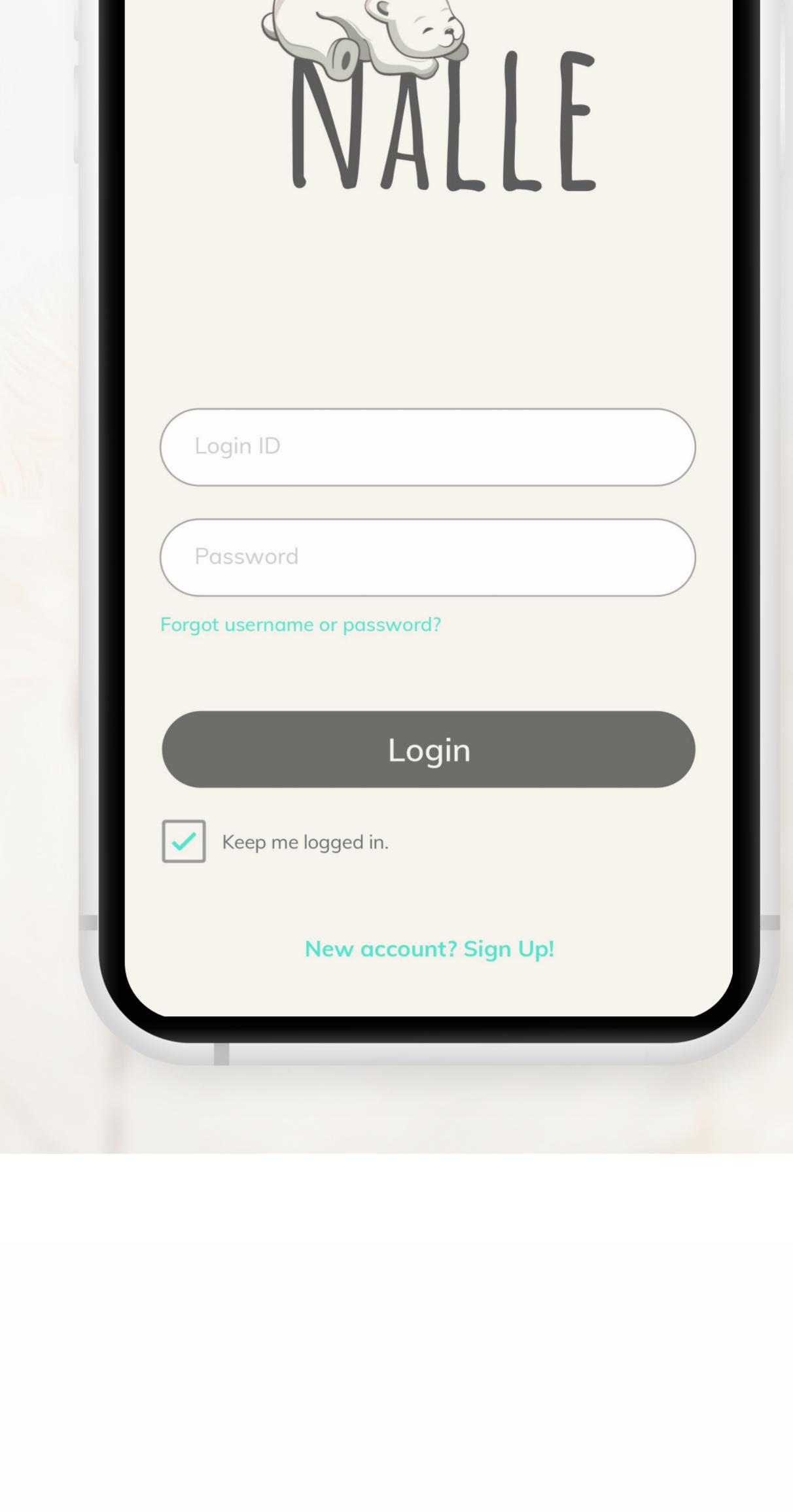
HANDMADE AND COUTURE PRODUCTS
NURTURING THE LOVE OF BABY AND PARENT.

UI/UX Case Study

Xd Ai in Ps Id

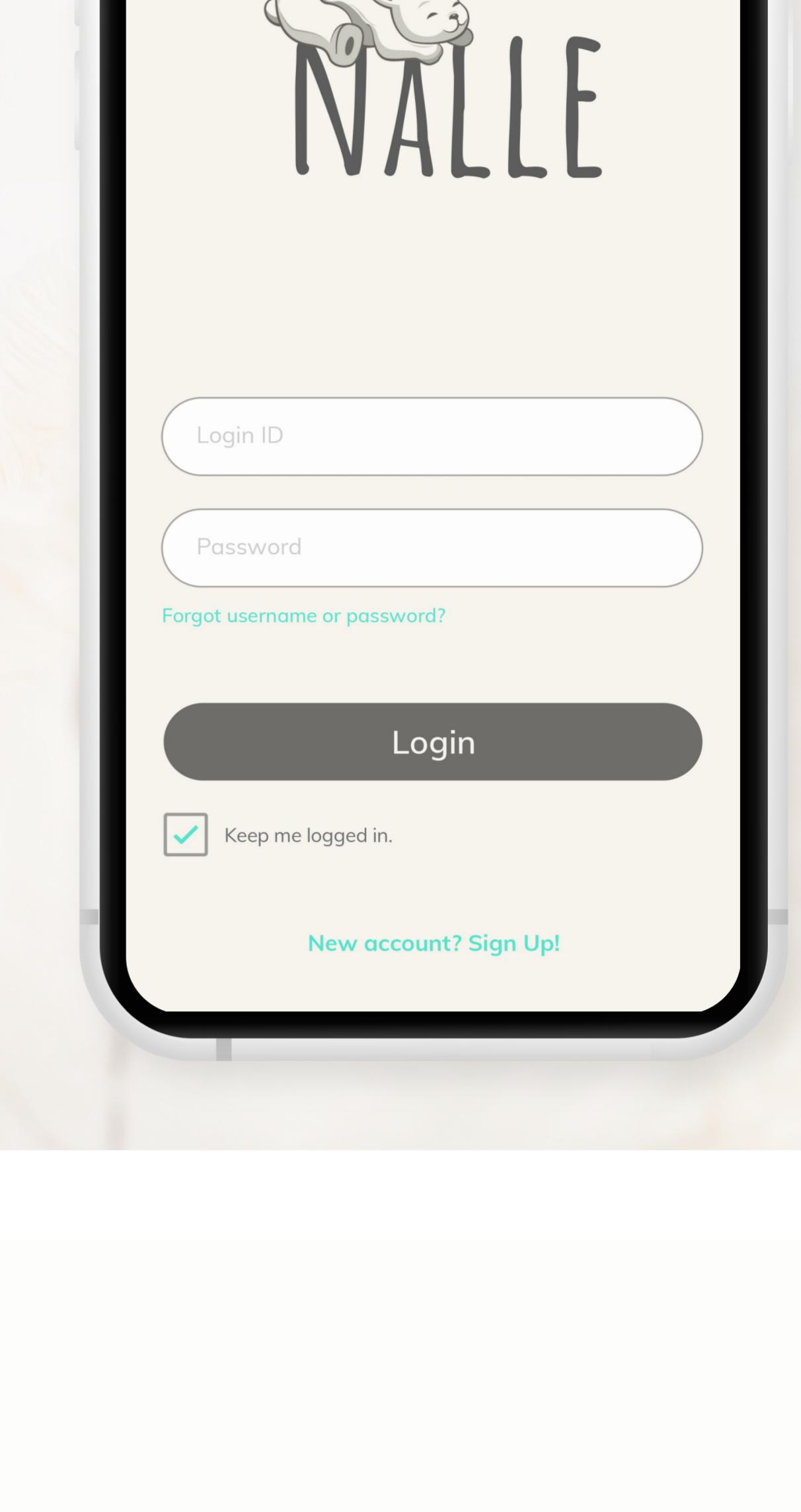
OVERVIEW

An e-commerce website that offers luxury products for the newborn child.

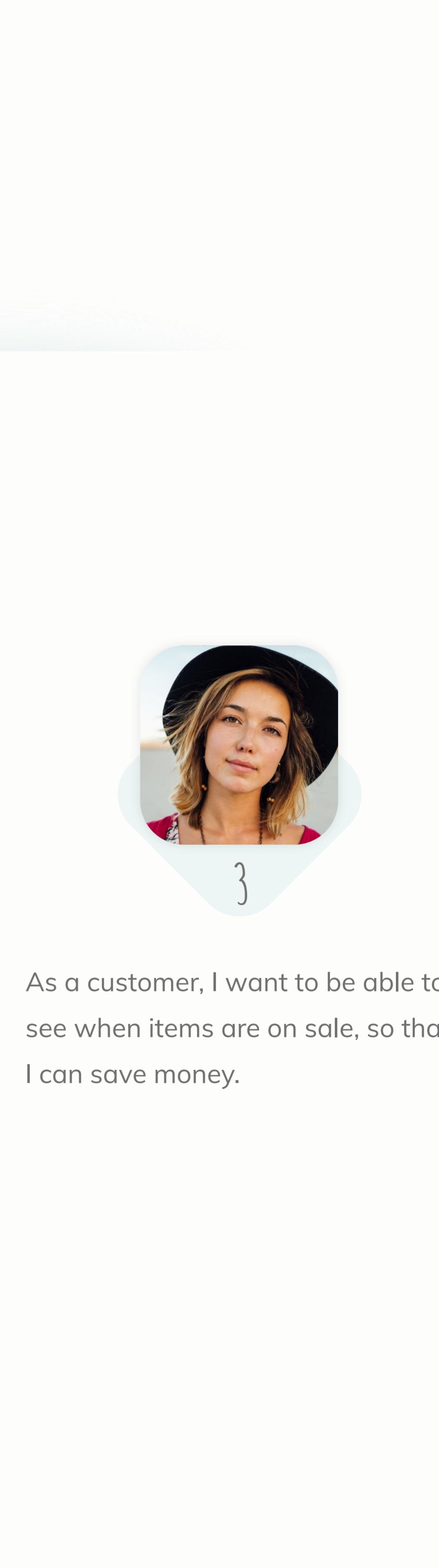
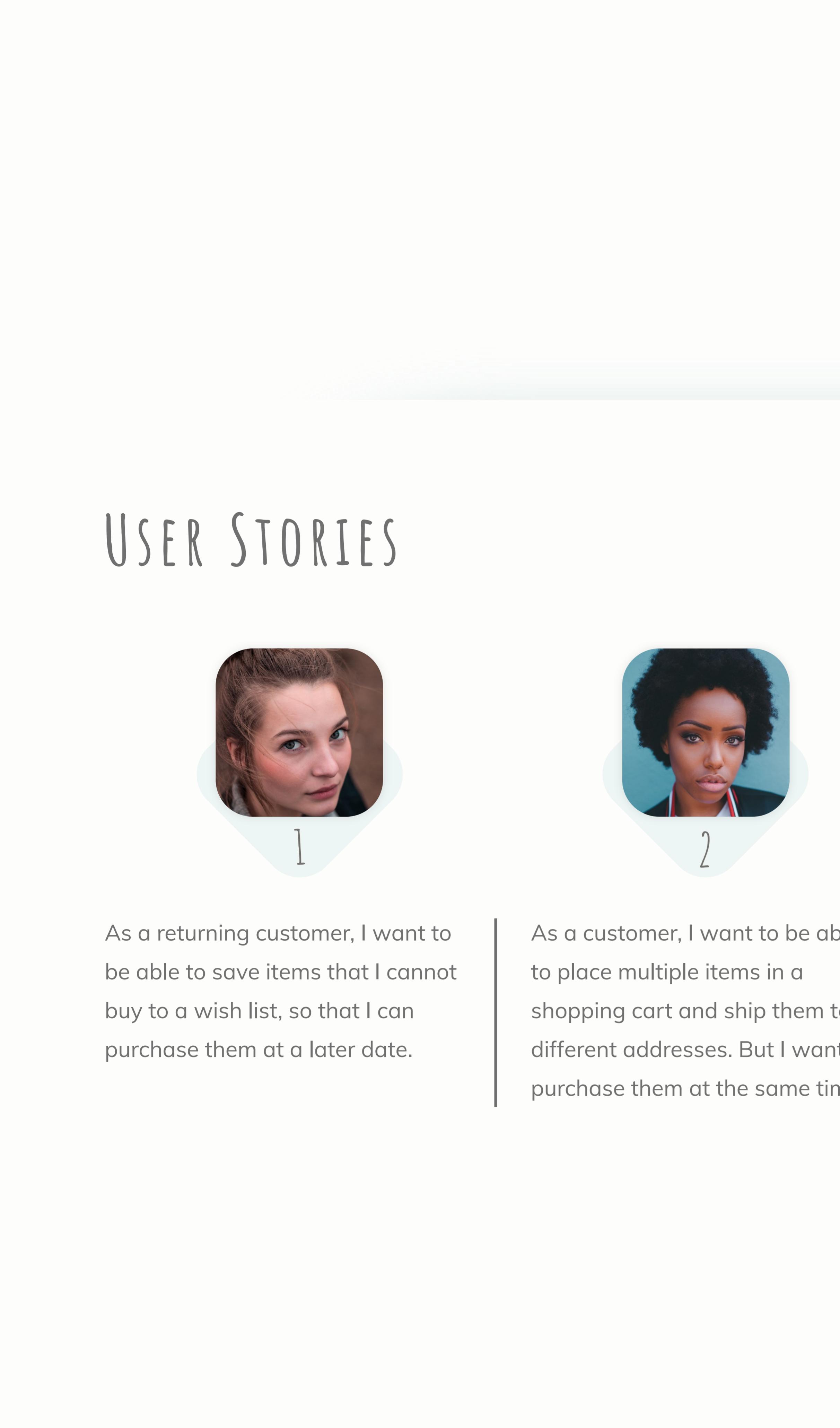


GUIDING PRINCIPLES

Our brand provides a sense of security, comfort, and trust. The curated products will be safe for the baby and bring a sense of comfort to the parents' newly stressful lives.



COMFORT • WARMTH • PEACE • PURITY • ORDER

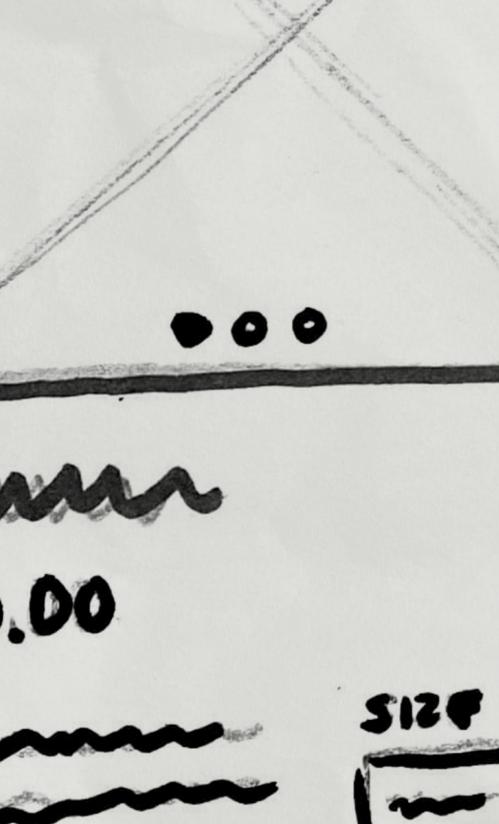


CHALLENGE

With an abundance of children's clothing stores, how could we set ourselves apart? We set out to create a store that offers quality and luxury products to assuage the self-doubt and stress of parents as they embark on their new parenting adventure.

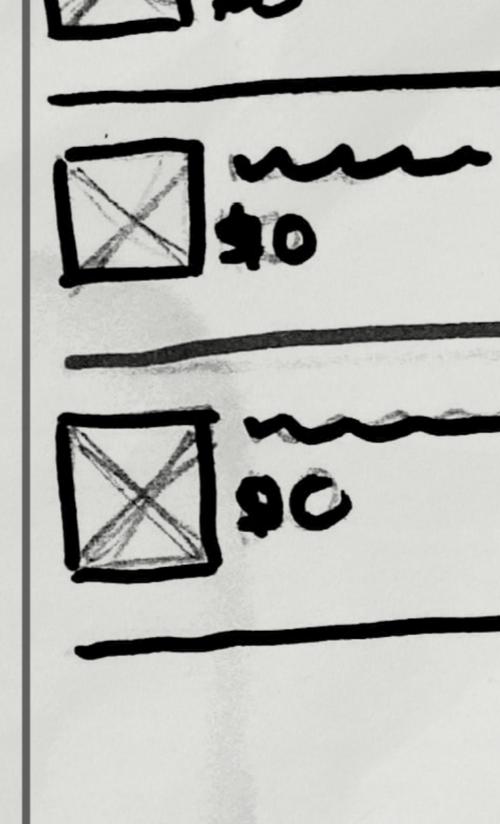


USER STORIES



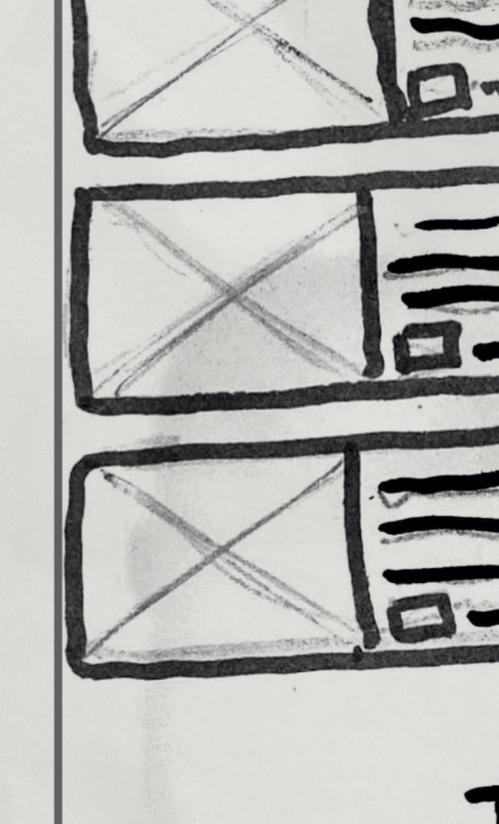
1

As a returning customer, I want to be able to save items that I cannot buy to a wish list, so that I can purchase them at a later date.



2

As a customer, I want to be able to place multiple items in a shopping cart and ship them to different addresses. But I want to purchase them at the same time.

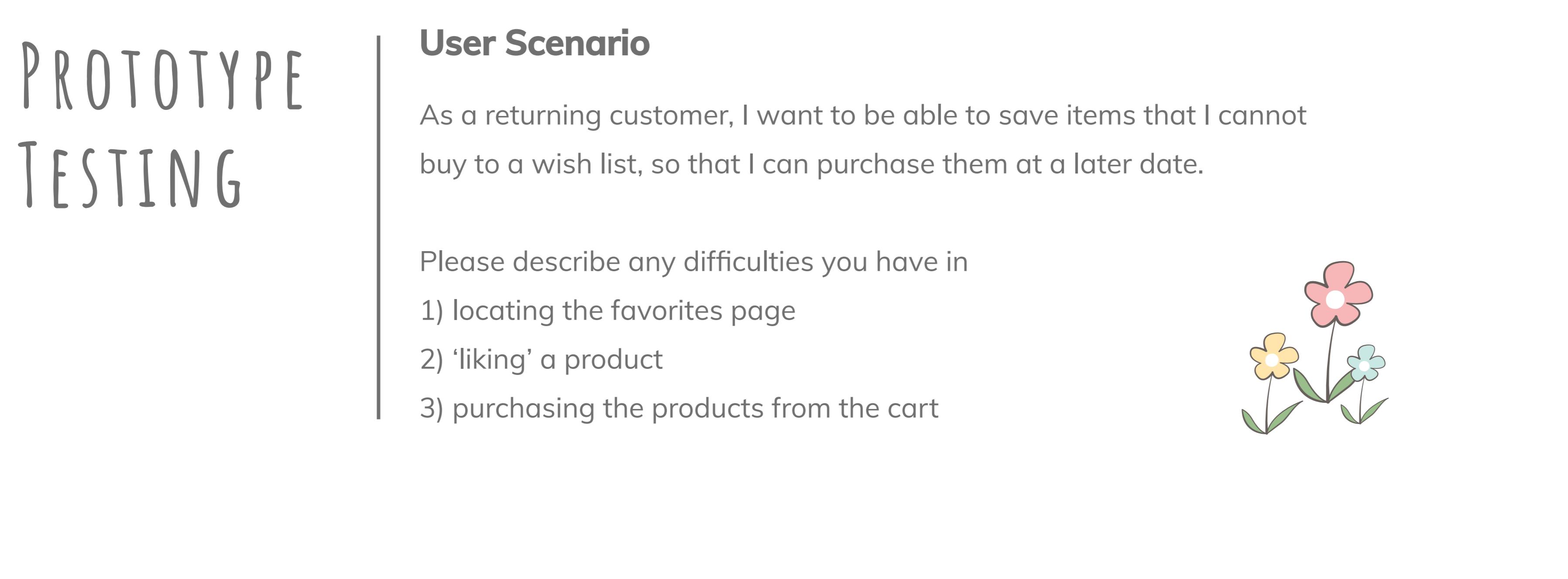


3

As a customer, I want to be able to see when items are on sale, so that I can save money.

USER FLOW

LOW-FIDELITY SKETCHES



PROTOTYPE TESTING

User Scenario

As a returning customer, I want to be able to save items that I cannot buy to a wish list, so that I can purchase them at a later date.

Please describe any difficulties you have in

- 1) locating the favorites page

- 2) 'liking' a product

- 3) purchasing the products from the cart

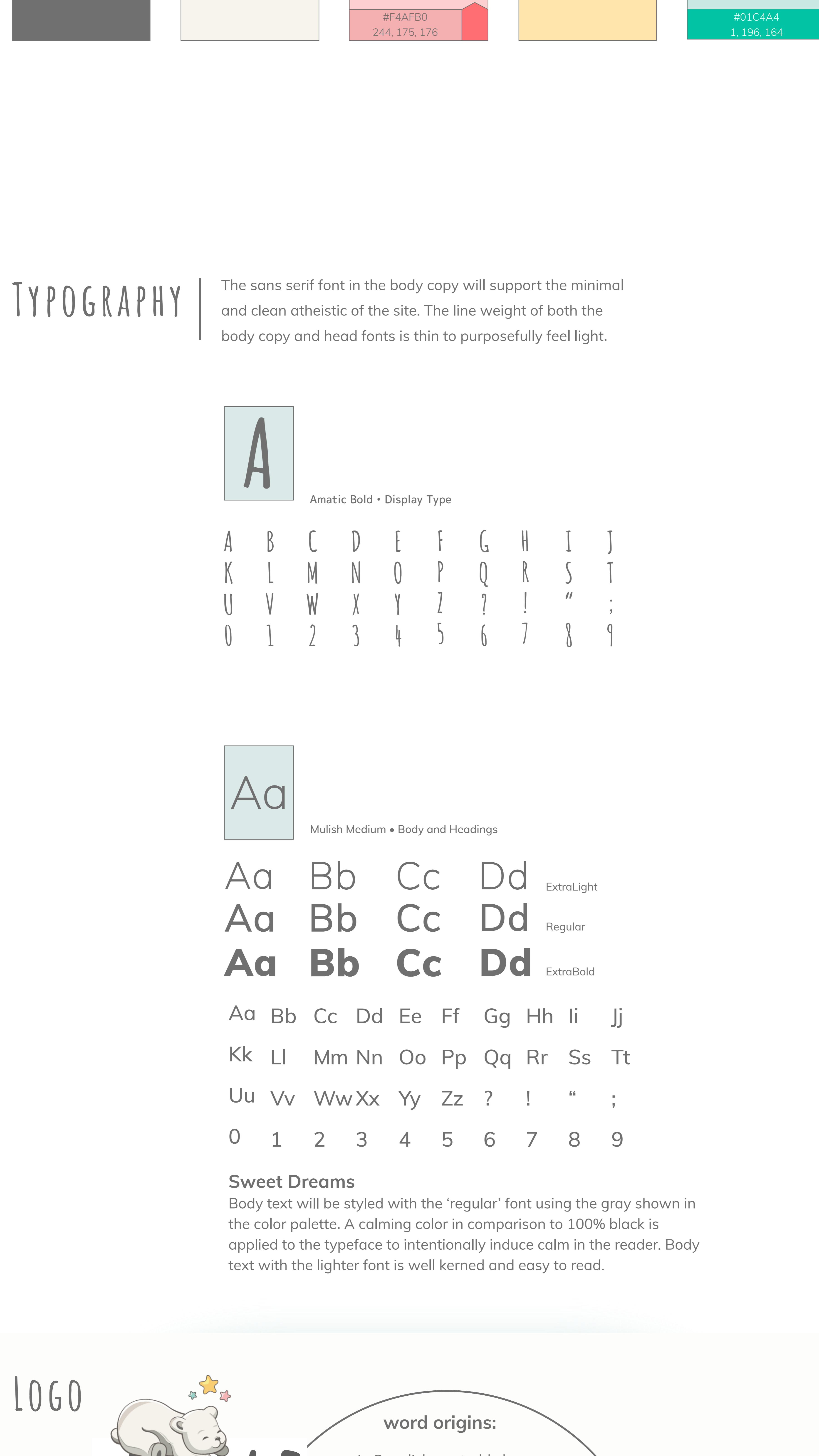
TESTING FEEDBACK

Participant #1	Participant #2	Participant #3
Janet Holmes, 35 yrs Aunt of toddler UI Student	Samantha Stine, 21 yrs Mom to newborn baby Radiology Student	Lisa Saline, 50 yrs Mom of 2 boys Operations Manager
Quote Why would I go to Products page if products already on the Home page?	Quote Love the logo!	Quote Easy to find the Favorites and Cart.
Task <ul style="list-style-type: none">• My first reaction was to click the product on the Home page before going to the Products page.• I don't know that I found the Favorites page, after I liked the blanket, the prompt was to go to checkout.	Task <ul style="list-style-type: none">• Put the login information on the first page.• Put the Add to Cart button closer to the dollar amount.• Images have severe rounded edges that don't align with the text above them - try square?	Task <ul style="list-style-type: none">• Put the cart icon closer to the price on the Products page.• Put most important information on the image that will show above the scroll on the product page.

REMEDIES

Pain Point	Priority	Recommendation
Missing ID and Password to Login	Critical	Add Input fields for ID and password to Login page.
Not sure where to find the Favorites page after I 'liked' a product.	Medium	Further testing needed because heart icon is located in nav bar.
Rounded image boxes don't align with type above them.	Low	Soft edges and round objects are aesthetic to the baby site.
Place cart or add to cart button nearer to the price for ease of use.	Critical	Due to same comments from two users, will move add to cart button closer to price.

MID-FIDELITY WIREFRAMES



TYPOGRAPHY

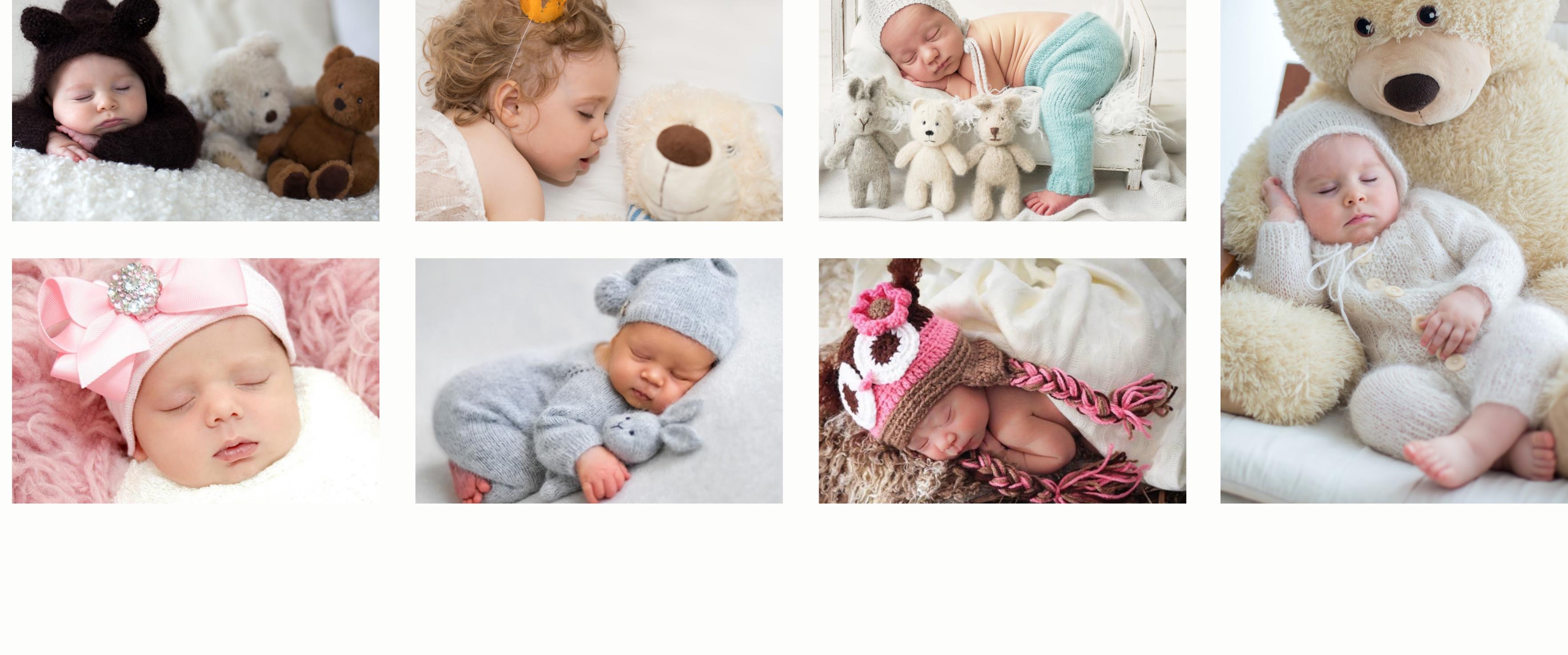
The sans serif font in the body copy will support the minimal and clean aesthetic of the site. The line weight of both the body copy and head fonts is thin to purposefully feel light.

A Amaic Bold • Display Type

A Amaic

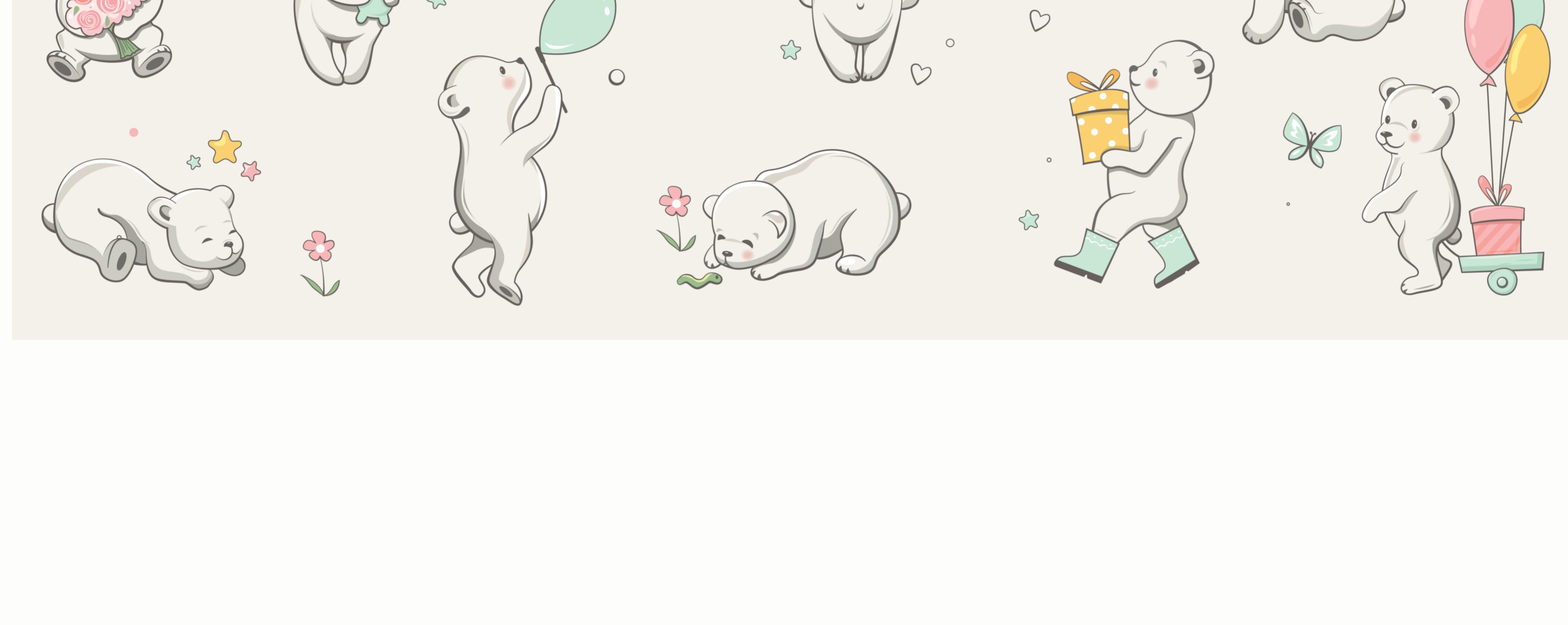
PHOTOGRAPHY

The user should be drawn to each photo rather than the design of the minimalistic site. Photos should show the product in use by the baby and evoke a sense of calm, trust, comfort, and love. Colored backgrounds should be neutral so that the baby and product are the main focus of the imagery.



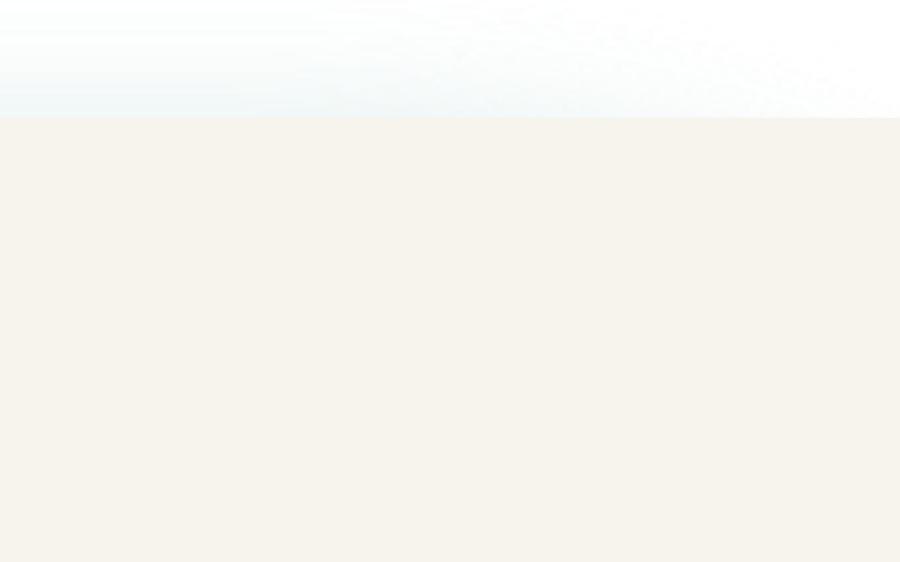
ILLUSTRATION

There will be stylized illustrations throughout which may be paired with the logo as long as they do not cover the typeface of the logo itself. Neutral body with minor use of secondary colors from palette.



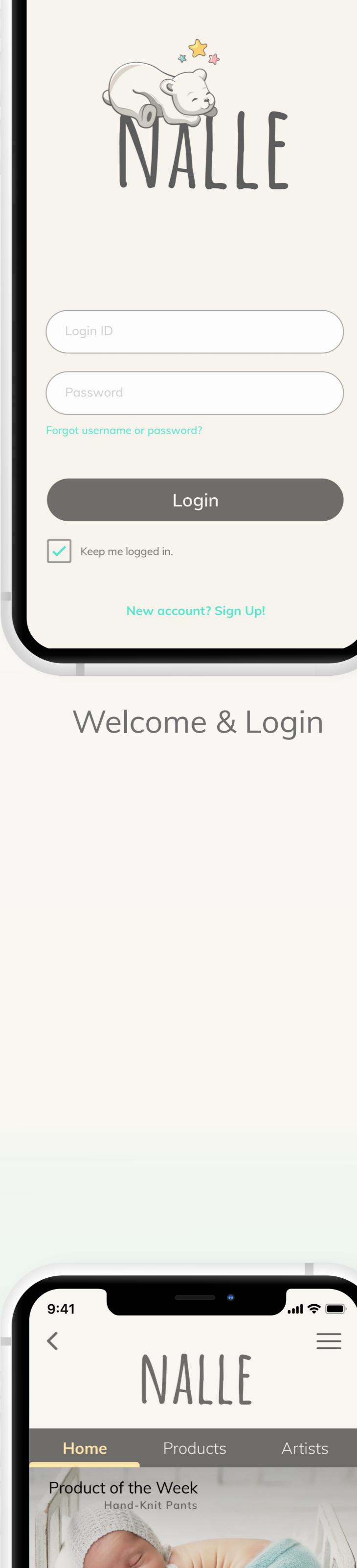
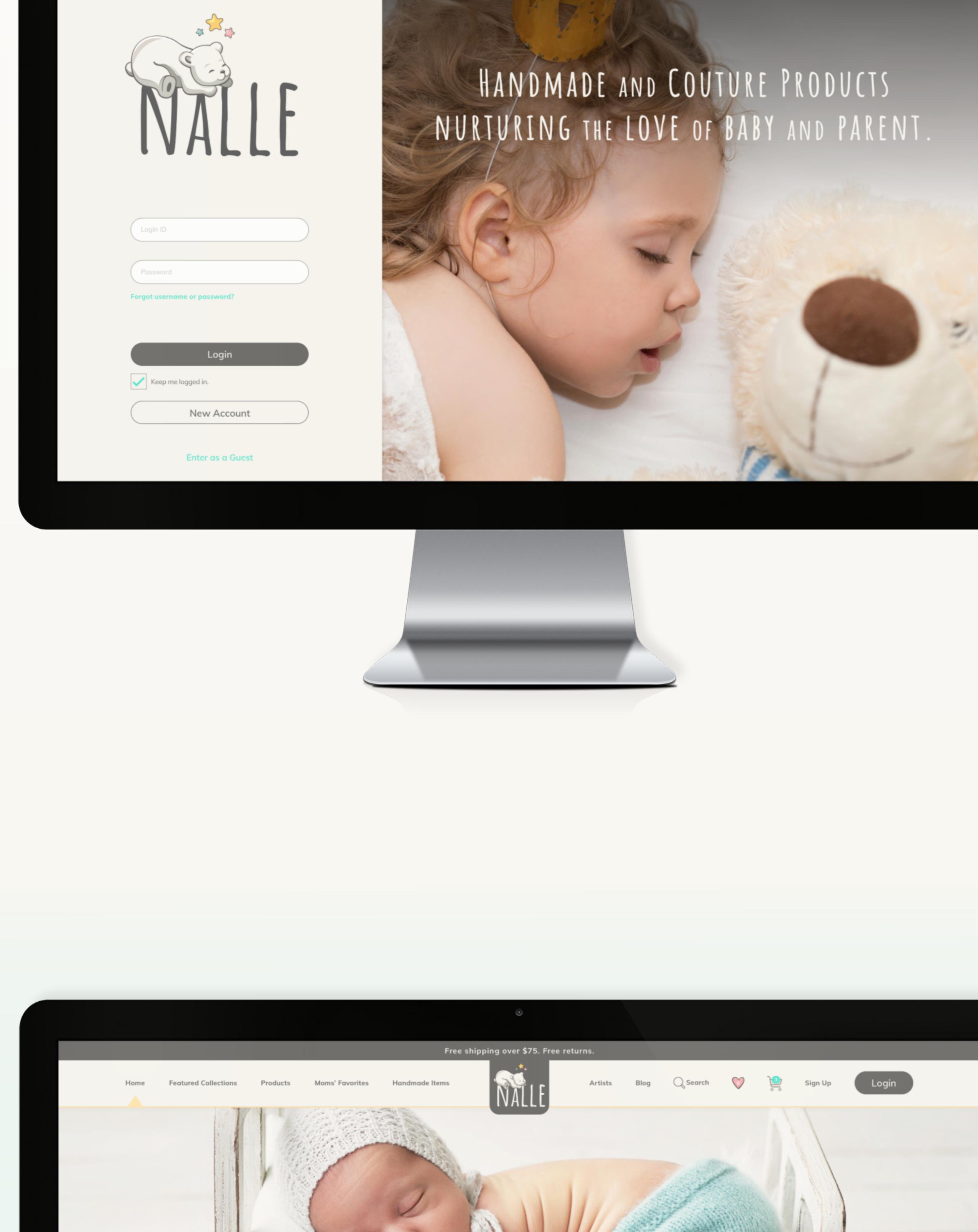
WRITING

Short descriptions with no superfluous verbiage—let the photo sell the product. Photography should be close to children's faces when possible so that the sweetness of the child is seen. The writing should be casual as if talking with a family member whom there is great affection. The user should feel as if there is a familiarity with the writer. Intention of the writing should be filled with care and nurturing words for the parent who is navigating their most important duty of caring for a new human life.

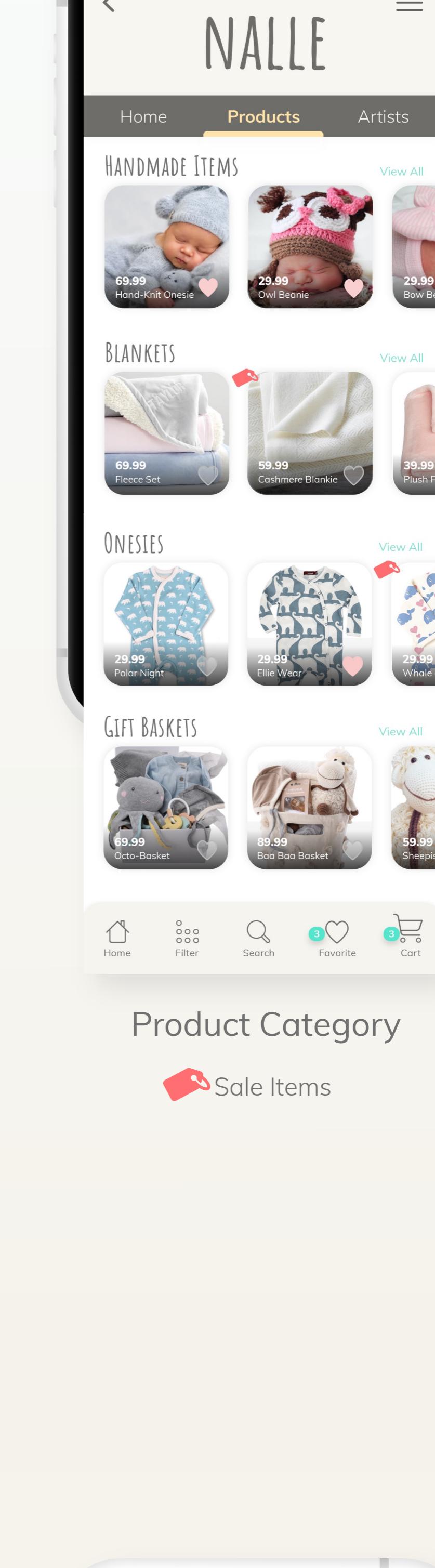
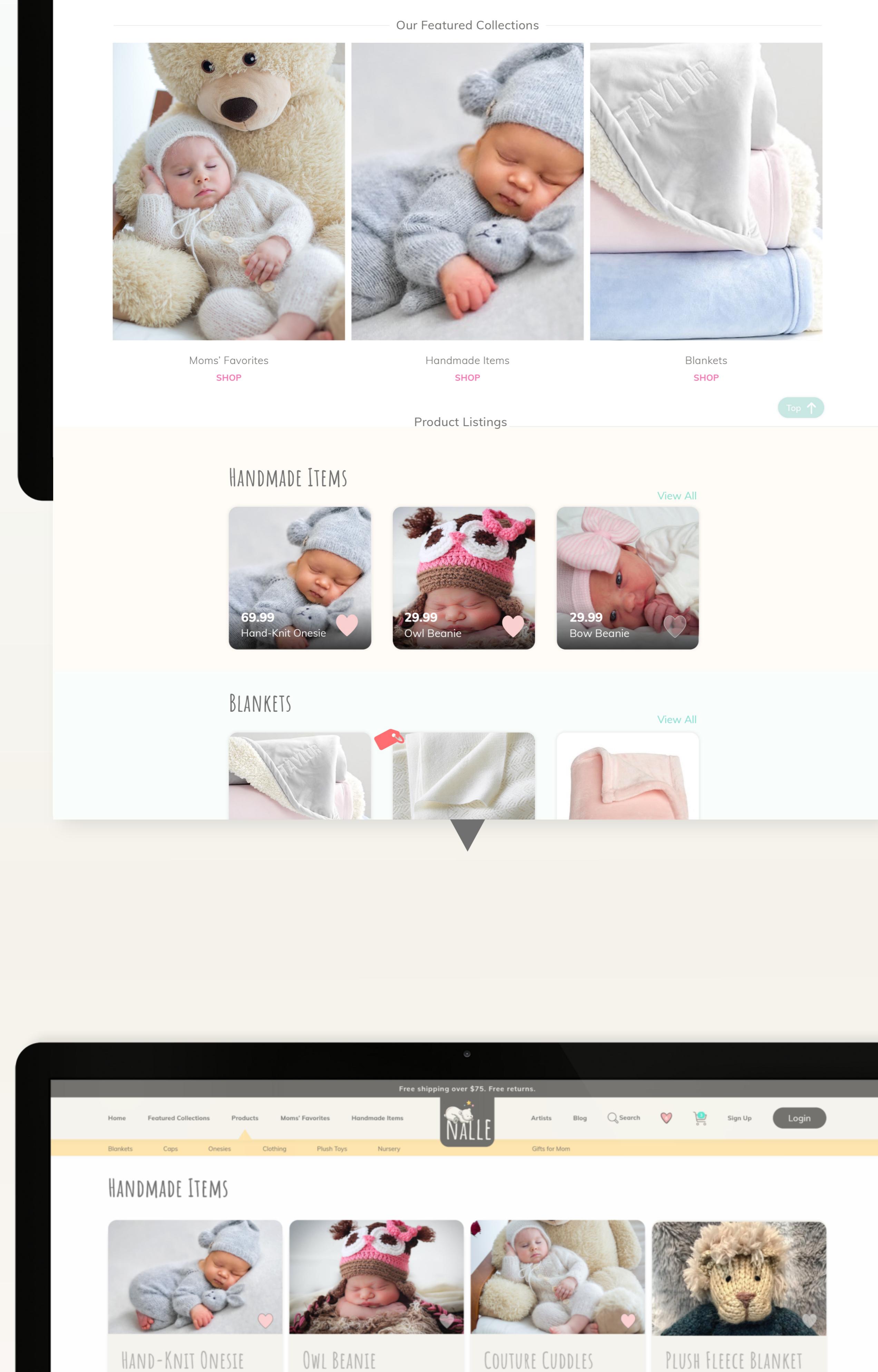


THE PRODUCT

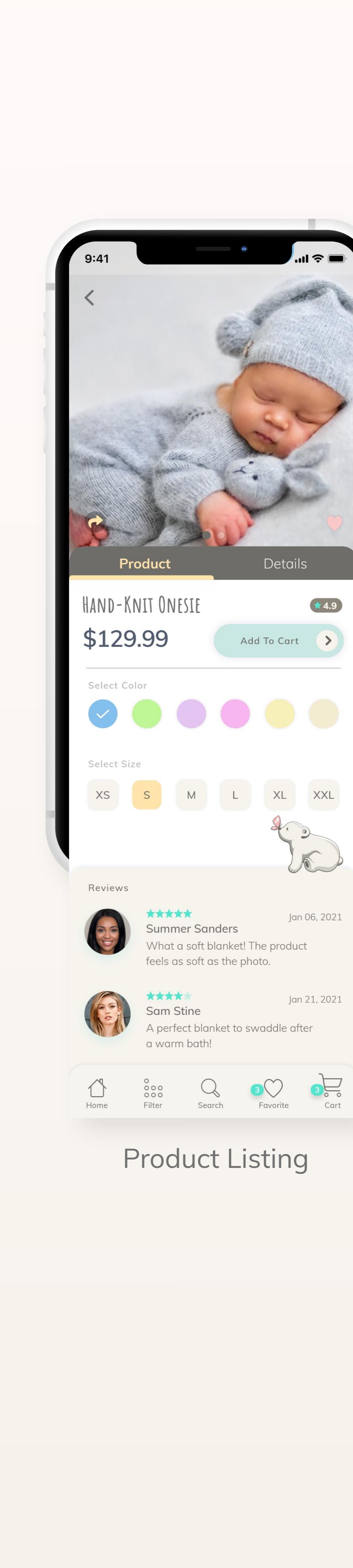
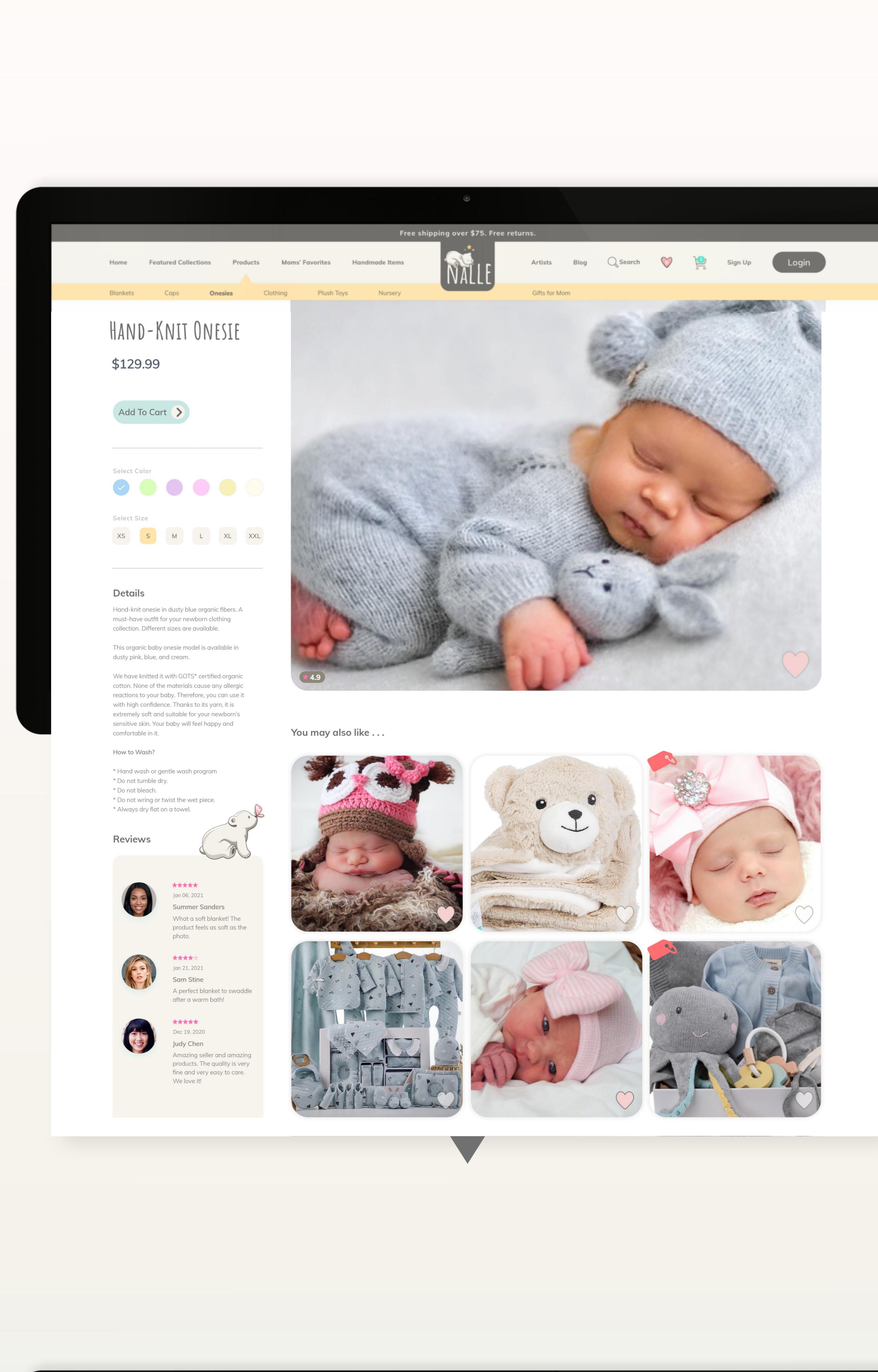




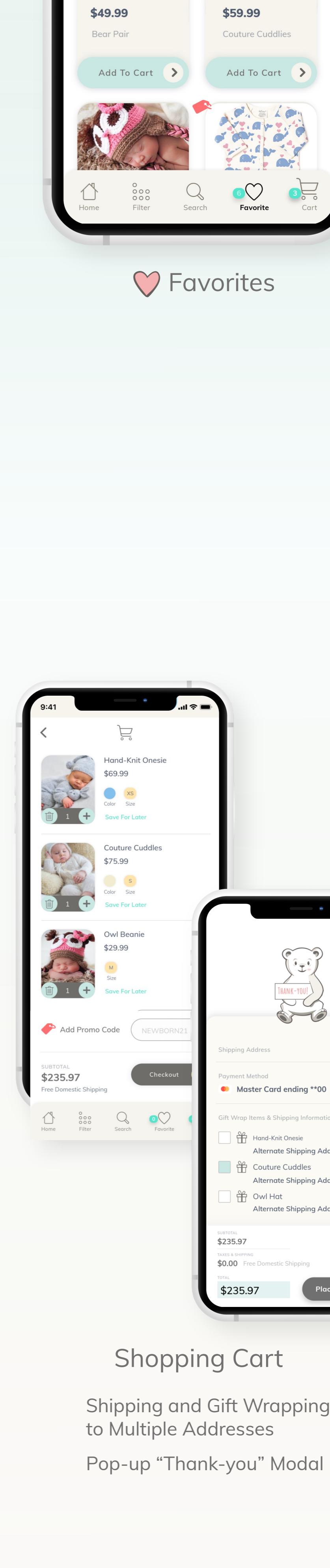
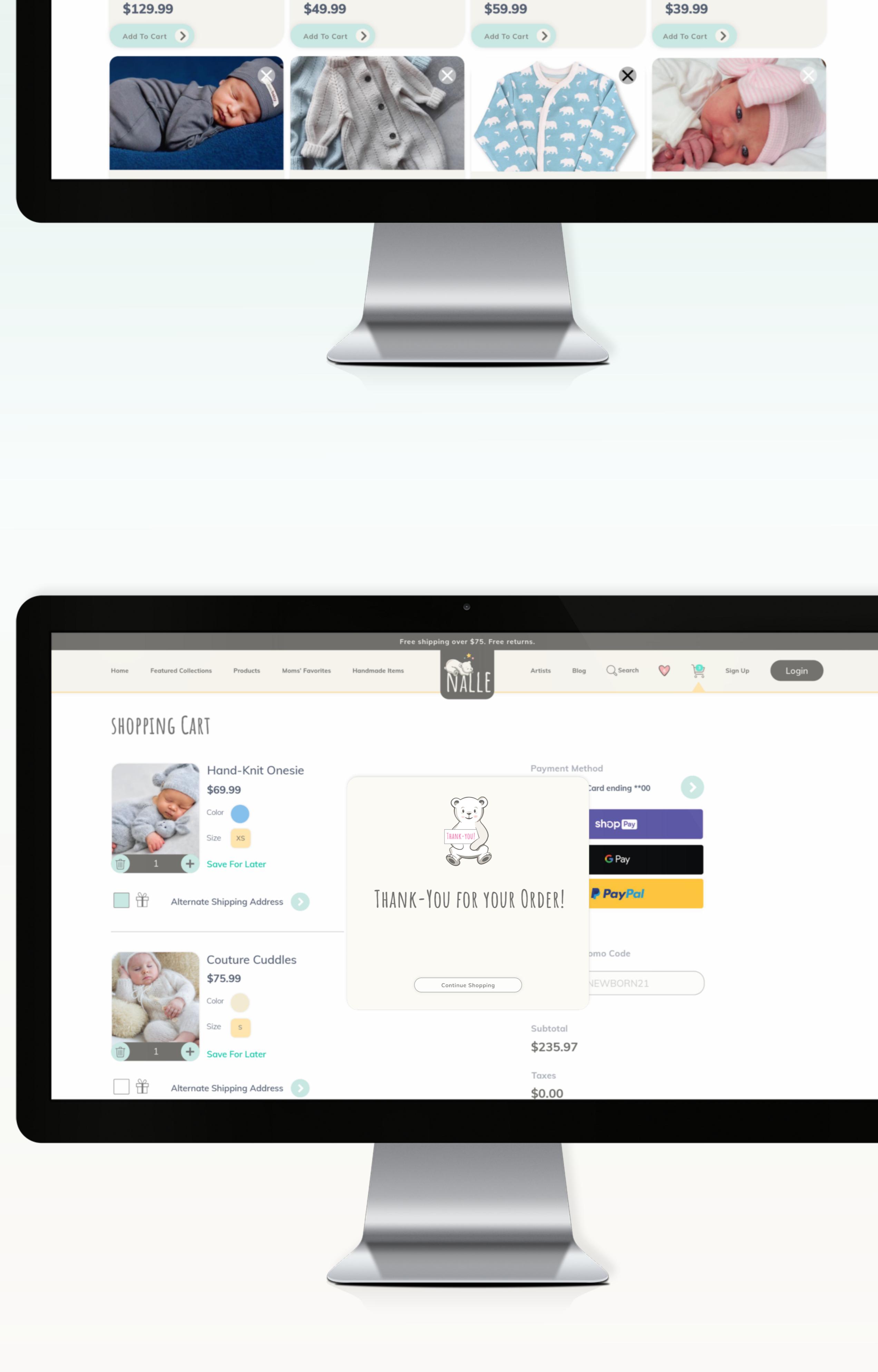
Welcome & Login



Home Screen



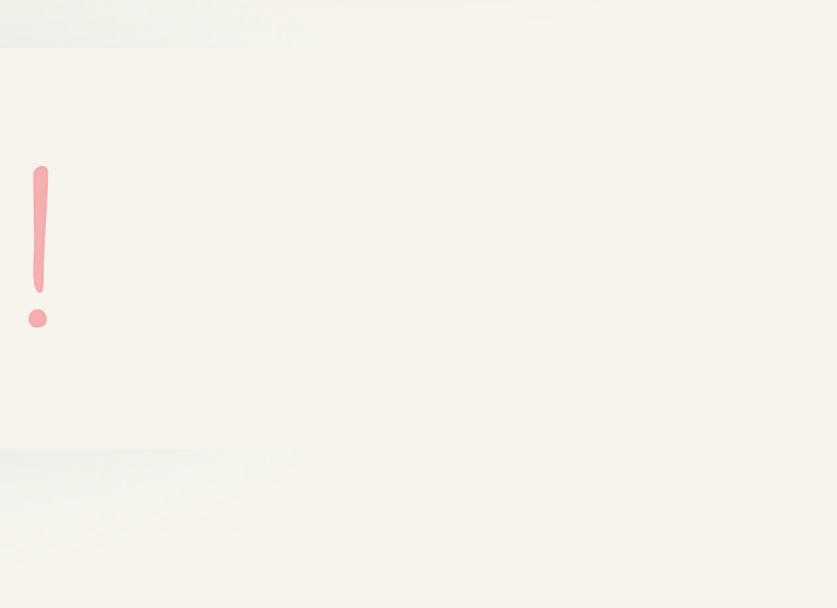
Product Category



Category



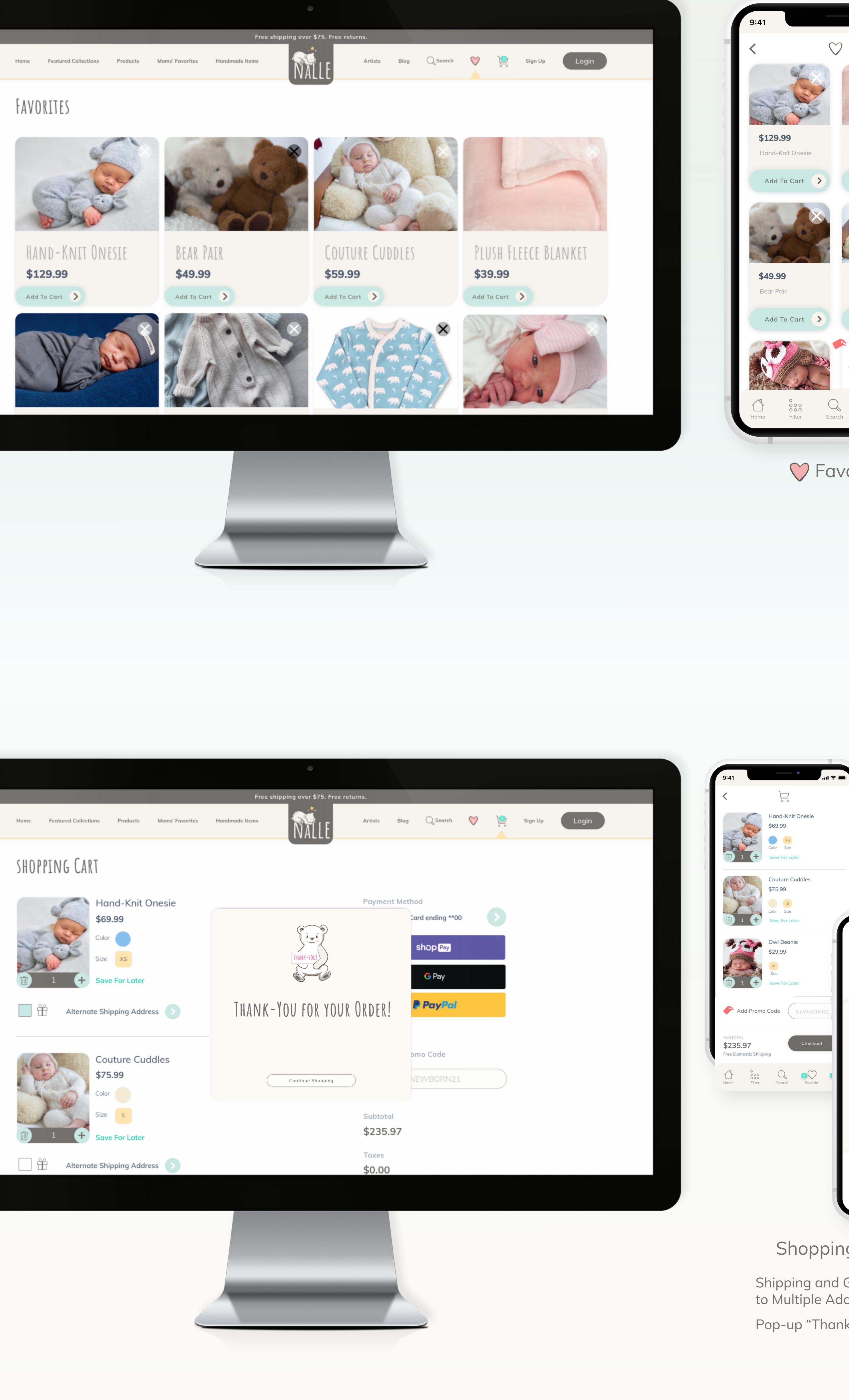
Favorites



Shopping Cart

Shipping and Gift Wrapping to Multiple Addresses

Pop-up "Thank-you" Modal



Thank You



Thank You



Thank You



Thank You



Thank You



Thank You



Thank You



Thank You



Thank You



Thank You



Thank You



Thank You



Thank You



Thank You



Thank You



Thank You



Thank You



Thank You



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