Introduction

I decided to use a site I attend regularly to evaluate. Redbubble.com is a custom t-shirt company that appeals to both artists and students. Everything from abstract to pop culture design is included by the hundreds of different artists who contribue to the site.

Ⓐ Audience

You can tell right when you arrive what the product is. It emphasizes with it's title that not only is this a t-shirt store, but a place where independent artists design the clothing. This appeals to artists, especially young adults looking to express themselves. This is all found on the homepage.

By clicking on the "About Redbubble" icon at the left side of the screen, we are able to seen a fun music video mix of two artists creating two separate designs.

Now this site is also for individuals looking to sell their designs as well. However, the "sell your art" icon is hard to find at the top left of the screen. Once you find it however, it's set up nicely, with a ② step-by-step walkthrough to have you on your way selling.

All in all, not too much ambiguity in terms of who they are selling to. If you want something unique to wear, you're at the right spot
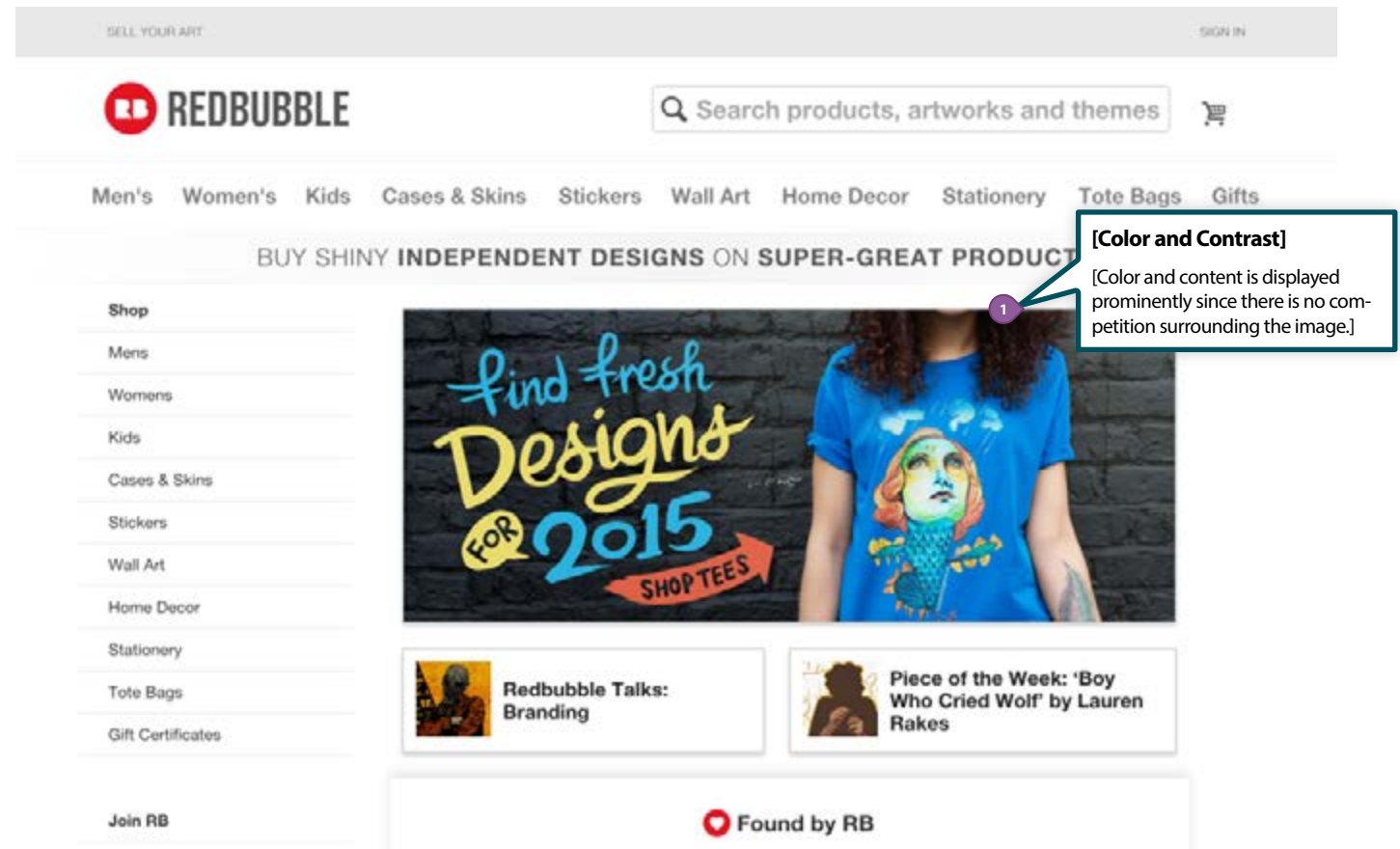

② **[It's Easy]**

[Easy step-by-step process]

D Design

Redbubble is usually one of the first websites to pop-up on my google search for custom shirts. One reason I believe is their web design. It's clean, easy to navigate and implement color in bold and pleasing way.

The layout of menus and content is on a grid and spaced appropriately. When you see the homepage, you get a nice picture banner centered at the top. Underneath are the most recent designs submitted by artists. The various styles and colors could easily clash but since they spaced out and boxed individually down middle, it does not come off as chaotic. Rather, similar to pinterest, it makes you want to scroll down for more.

Menus line the top and side of the page. Hovering over each link will drop down a few additional options but not too many that it overwhelms. Again, the use of spacing and subtle drop-shadows make it clean and easy to distinguish the content. The fact that content shifts and scales nicely as you adjust window size is a plus as well.

Finally the color scheme is simple. White background with black and dark-gray fonts. This gives good contrast and allows the product artwork to 1 stand-out. Consistent, minimal and organized. A+ in my book.

[Color and Contrast]

[Color and content is displayed prominently since there is no competition surrounding the image.]

Ⓐ Content Inventory

Redbubble.com luckily are selling a fairly straight-forward product. I believe this makes design and content integration much simpler as compared to say an all-service based company.

Finding and customizing a shirt or coffee mug is very simple. And fun even. You can cycle through different colors and styles using the pallet at the left of each product. There, in real time you can see how it will look before it arrives.

All items are organized appropriately in various categories. This make navigation easy and efficient. One feature for buyers his the "follow" option for certain artists. Similar to other social media sites, this allows you stay up to date on your favorite designers and be notified when new content is available from them. And there are a lot of artists. This almost guarantees a style that you like will be there.

As stated in the audience section, the biggest problem I noticed was placement of both the customer and seller sign-up links. Small, gray font on a gray backdrop. Not good. What might have been intended to be subtle and stylish really just ended up becoming a time waster for the customer.

Another criticism I have would be loading times. This is really depending on what machine and internet speed you're working with. At home, it loads smoothly. But at work, on 3 to 4 year old PCs, it lags a bit. This could be customizable features when selecting each product.

[I Can't See!]

[Location is fine but font is incognito]
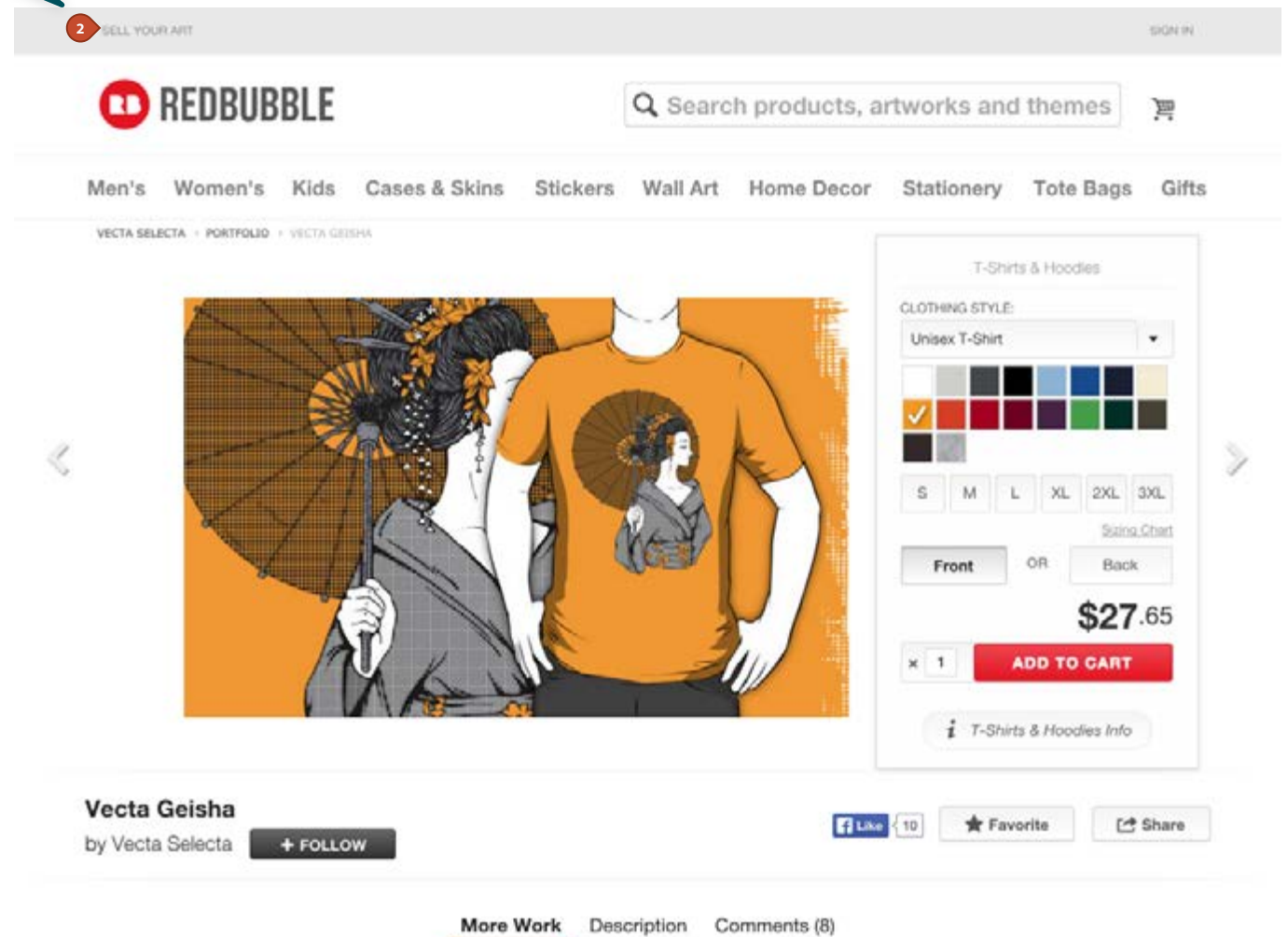
Conclusion

Redbubble is one of my favorite sites. I rarely purchase items but I always enjoy looking at new designs that come in. The ability to customize items in real time as well as following new artist creations keeps the site fresh and interesting.

Yet that alone would not keep me coming back if the design and organization weren't easy to look at and use. Good spacing, use of the grid-system, clean color scheme and fluid navigation all create solid user experience.