

03.02.01 Early prototypes

TEAMN

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Short description of our work: Our idea for a t-shirt shop was to create a body-inclusive and sustainable shop that would also be easy to navigate and modern-looking.

During the online class on Friday our group work started with us writing down our notes, ideas and crazy 8s individually. We misunderstood the assignment and thought we were supposed to do the solution together on Monday so when Monday came, instead of doing solutions individually, we put together a ruff sheet to combine all our best ideas.

After that, we created our final sketch where we also put down some ideas of wireframes and layout. On Tuesday we met up at the library where we did our paper prototype and tested it on other KEA students.

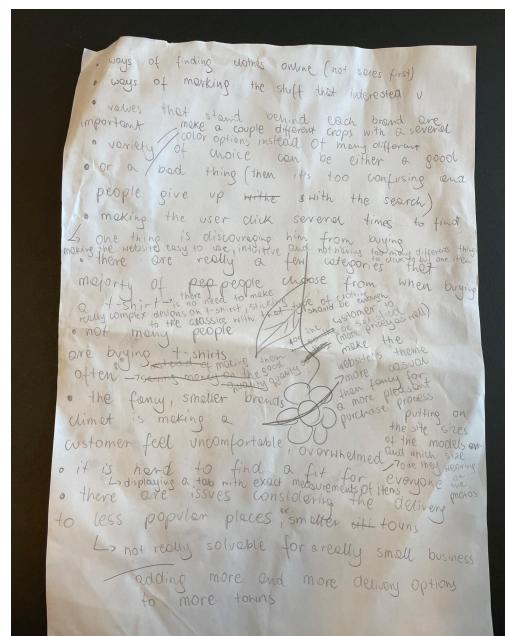
Next we started with XD prototypes. In the meantime we prepared the necessary content for the website (images + texts).

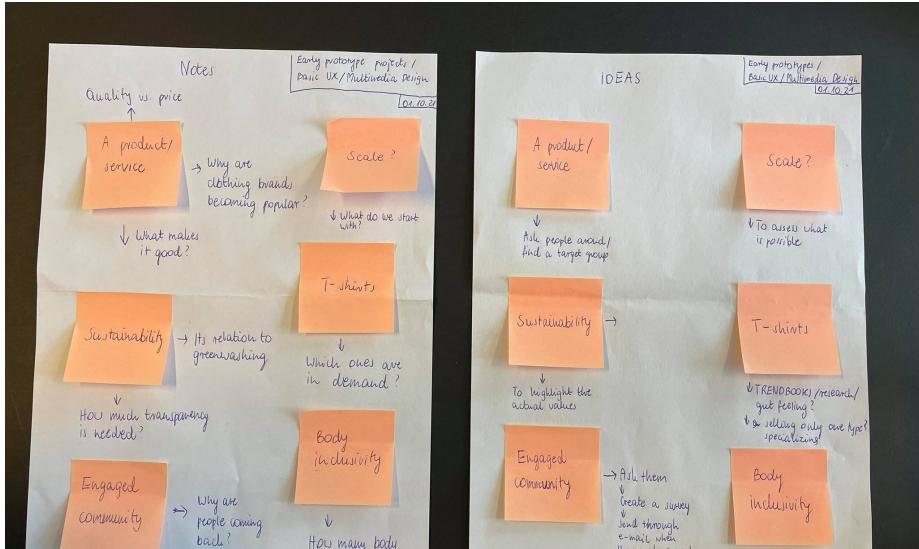
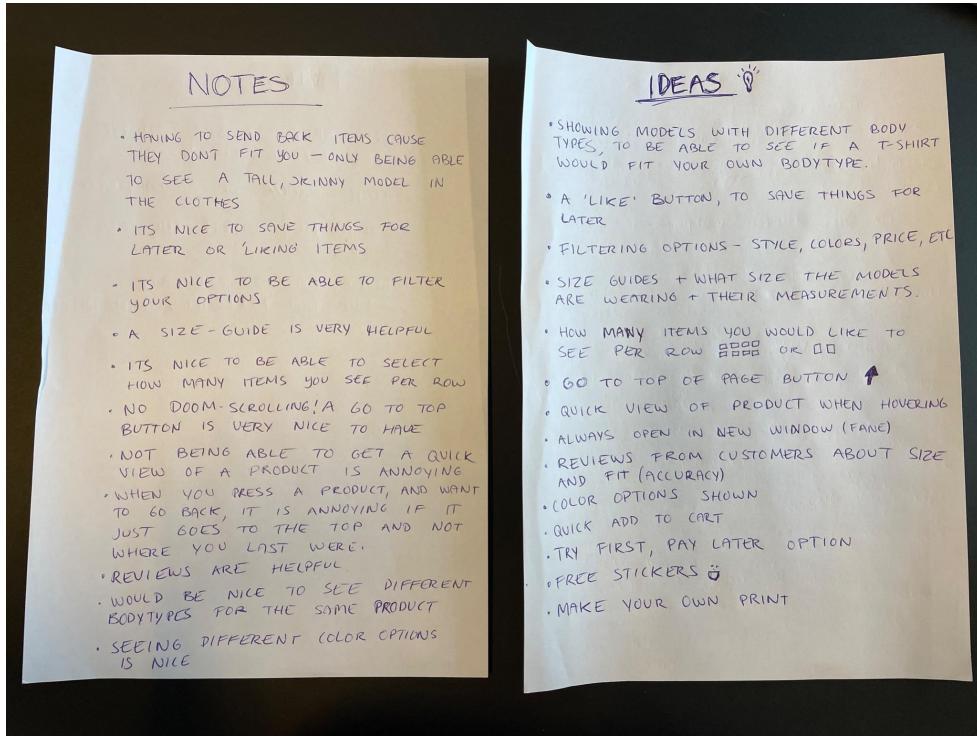
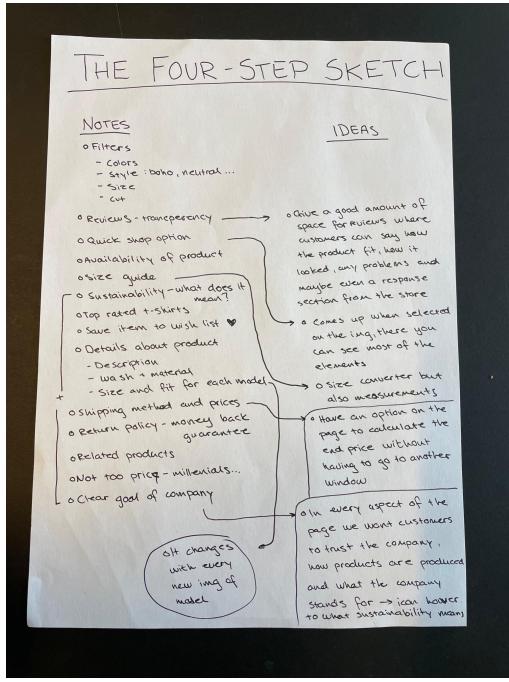
We managed our tasks through Notion where we created a Kanban view for our tasks and assigned the right persons to the tasks.

Link to XD prototype:

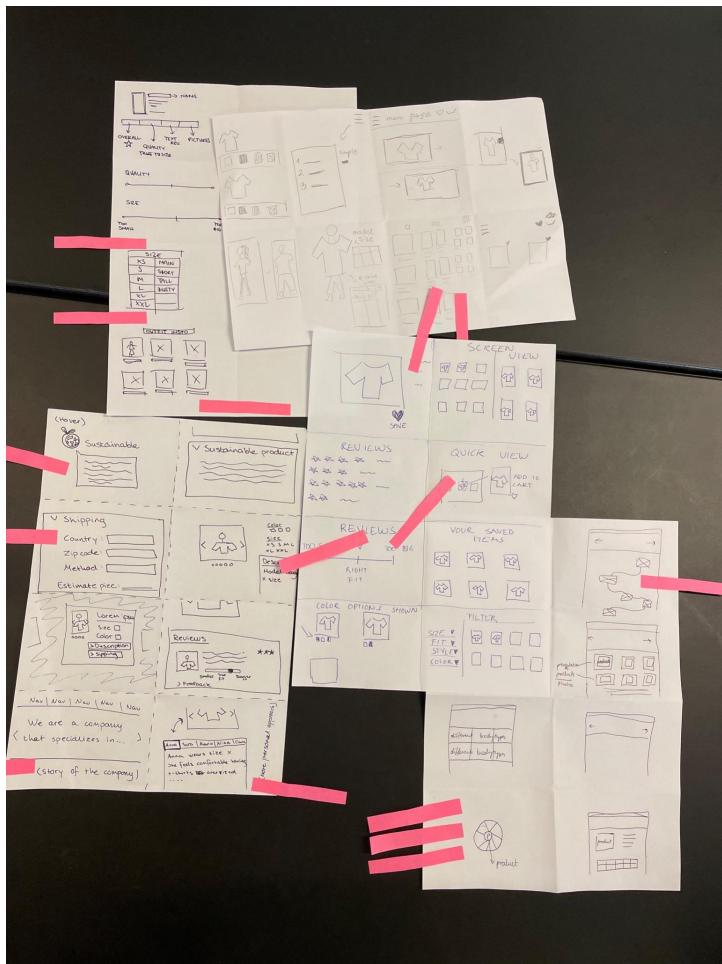
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Notes and ideas:

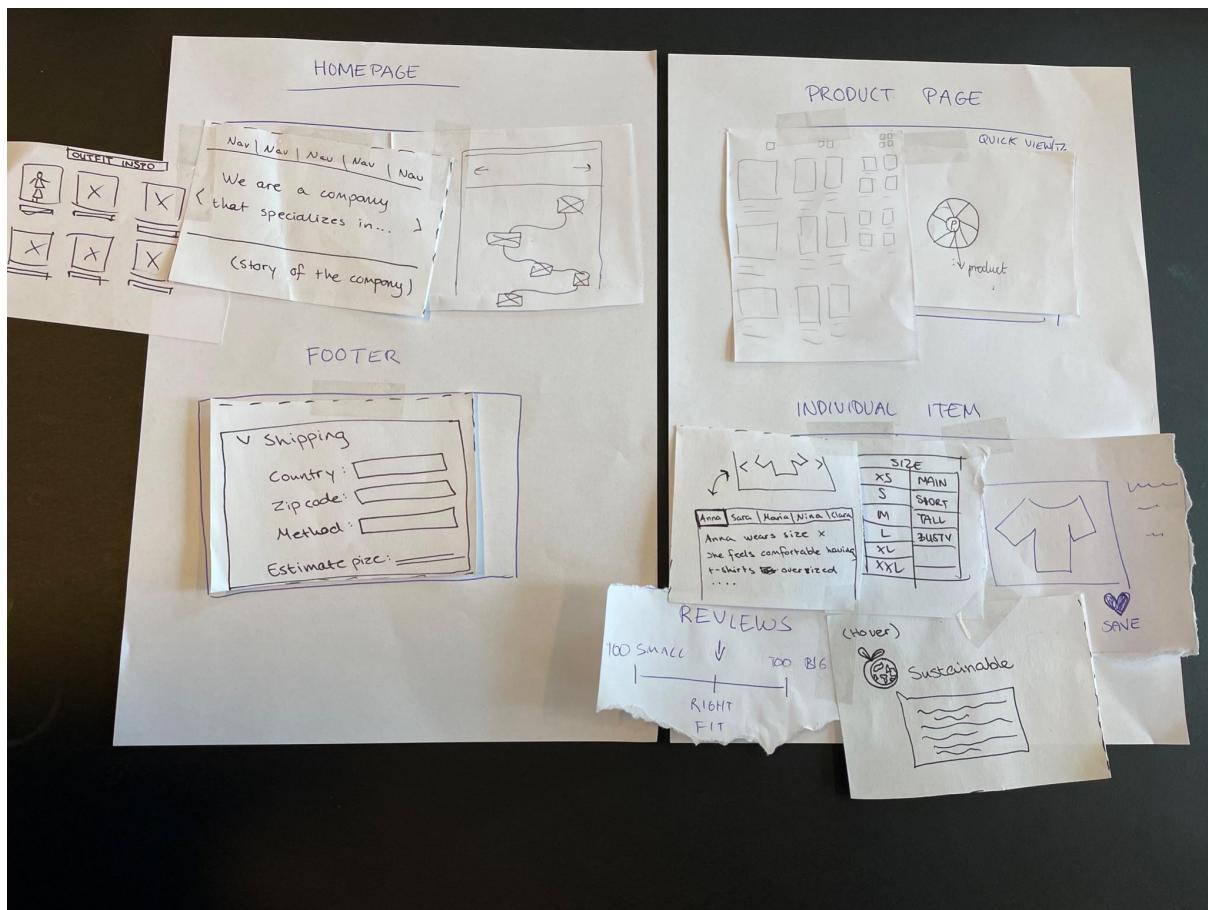




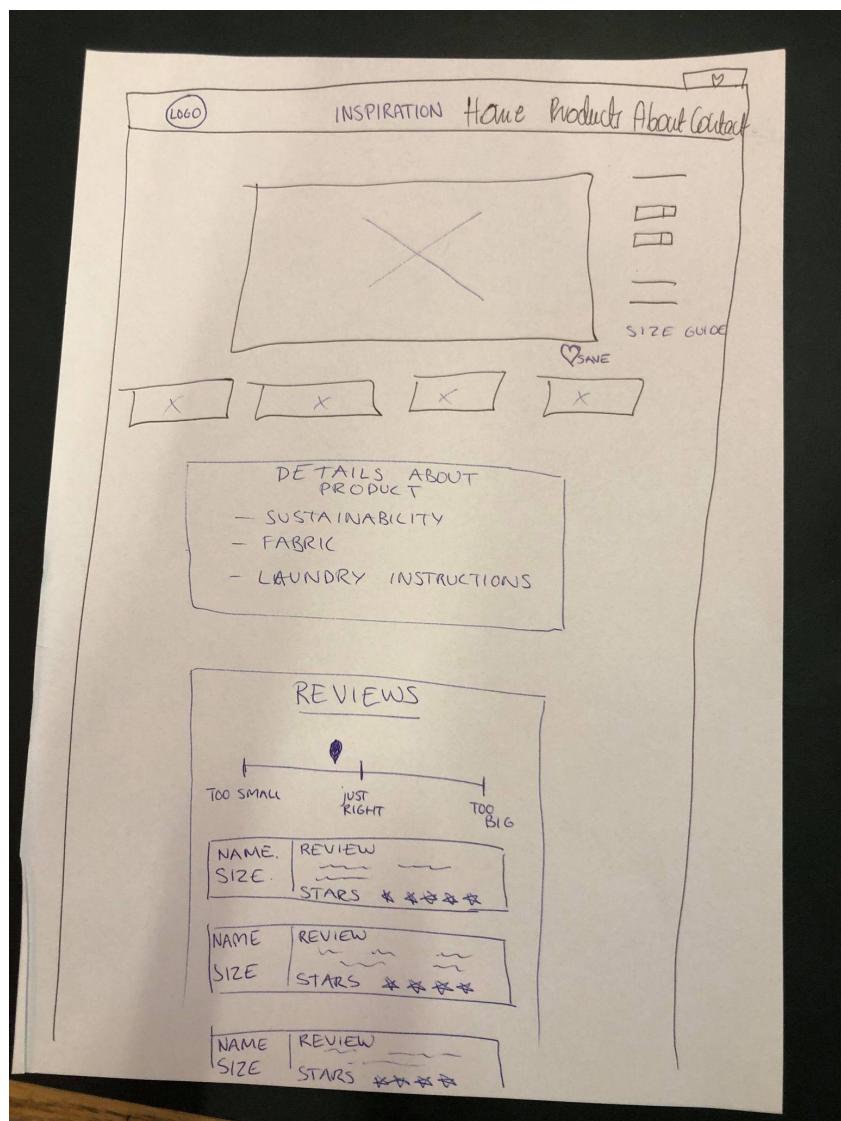
Crazy 8s:

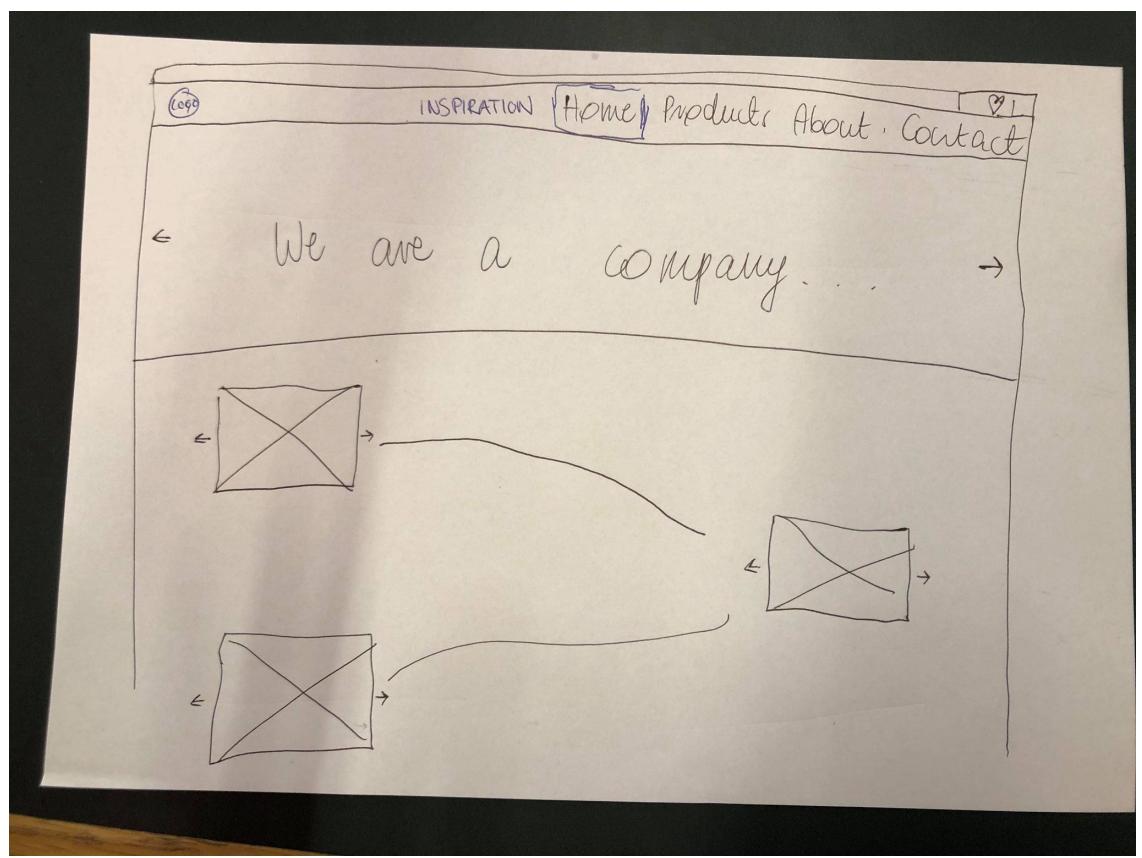
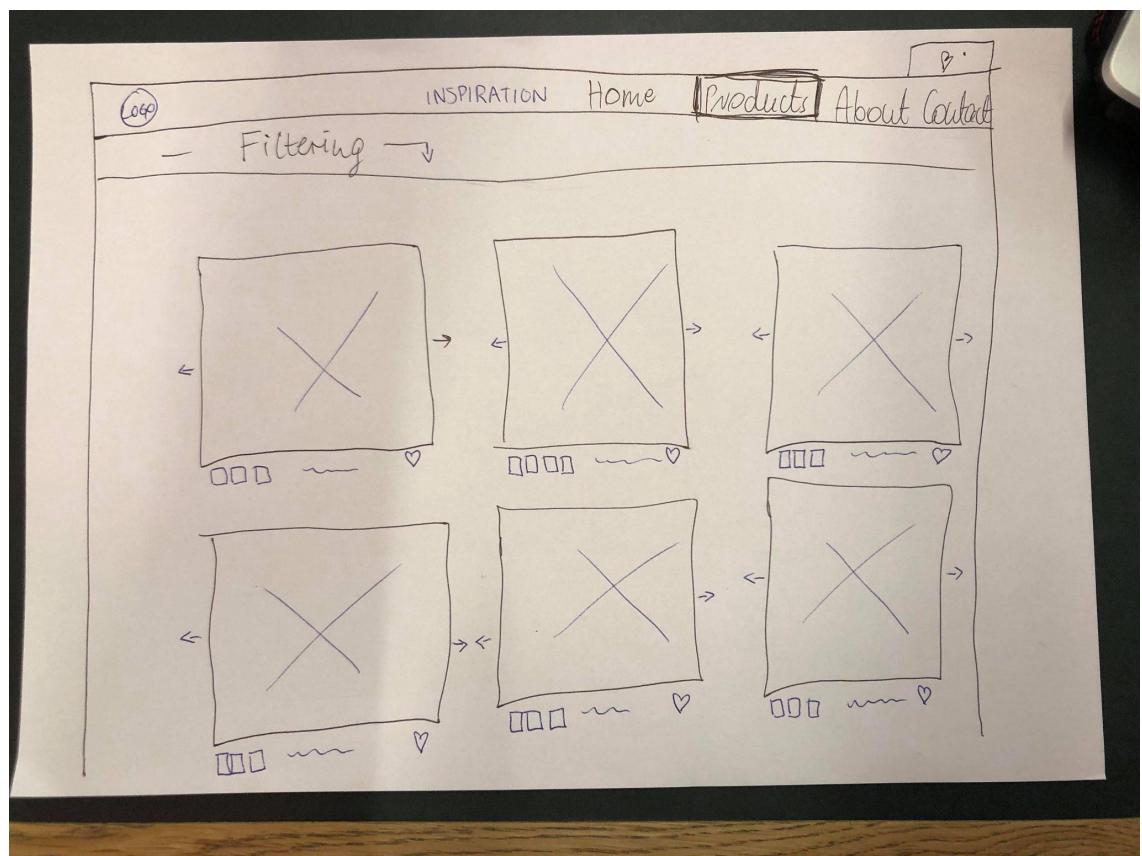


Solution sketches:

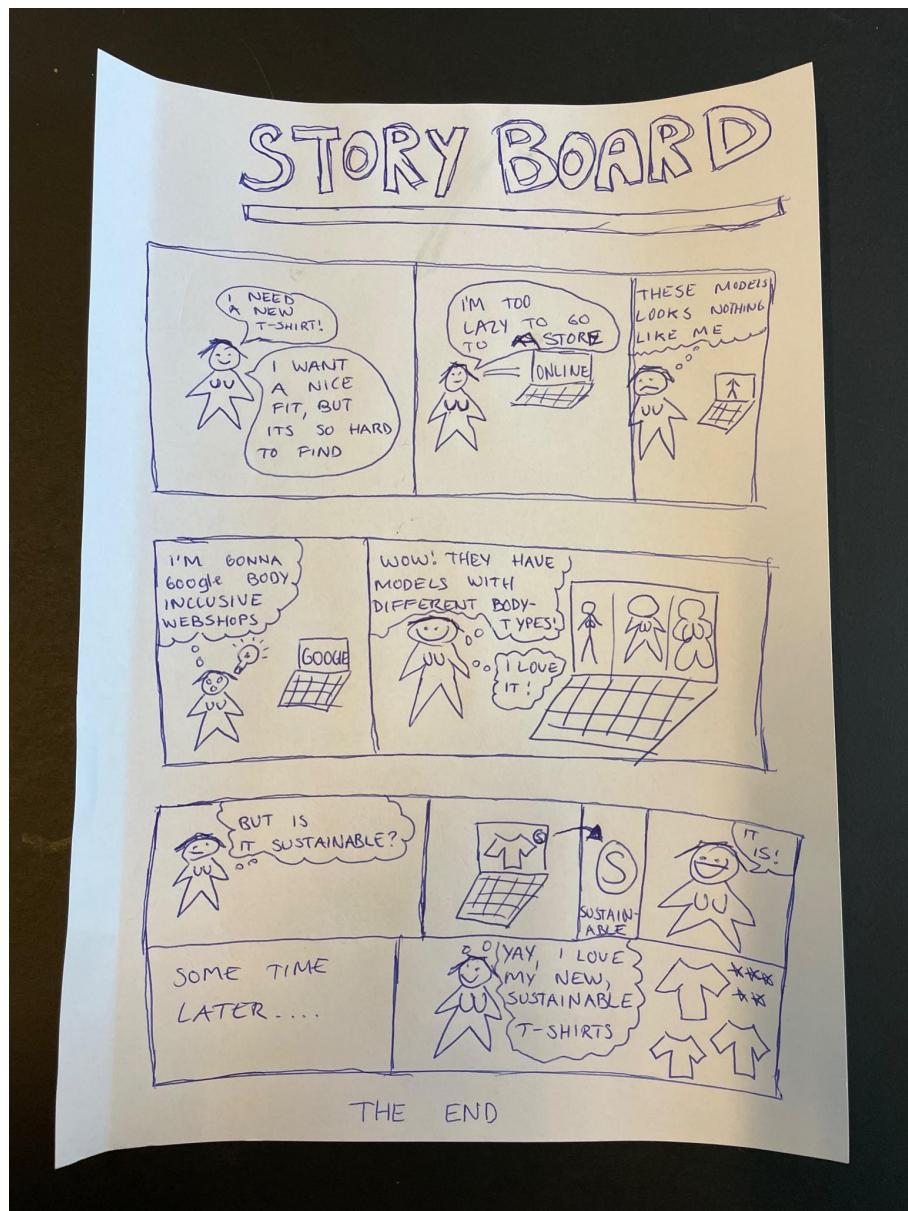


Final sketch:

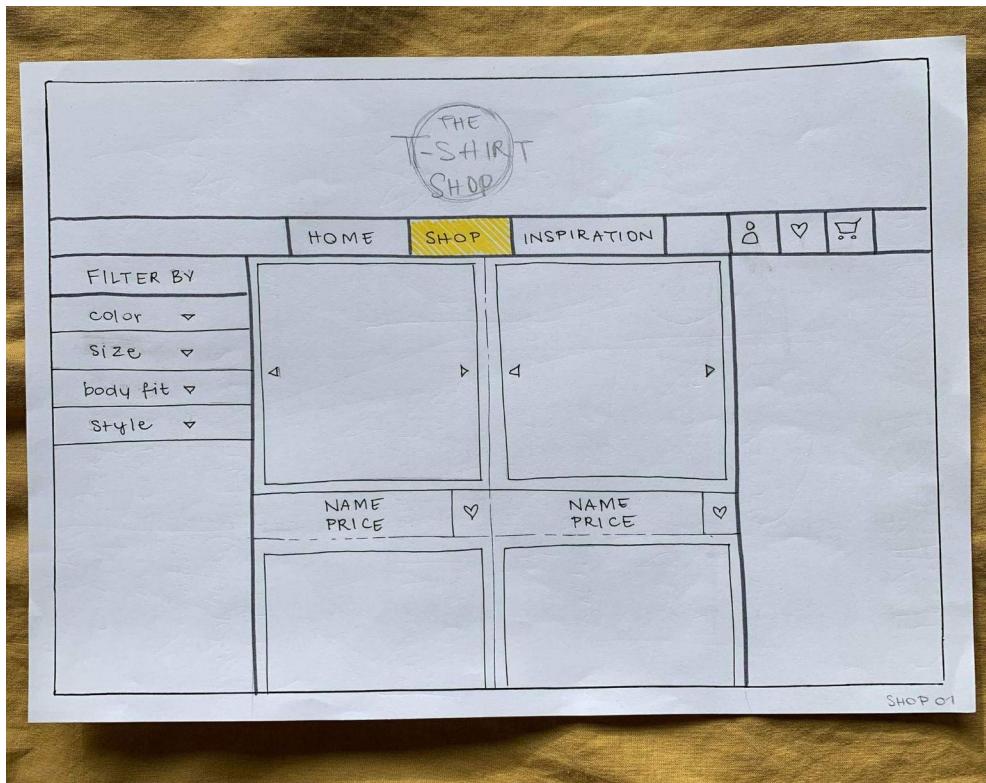
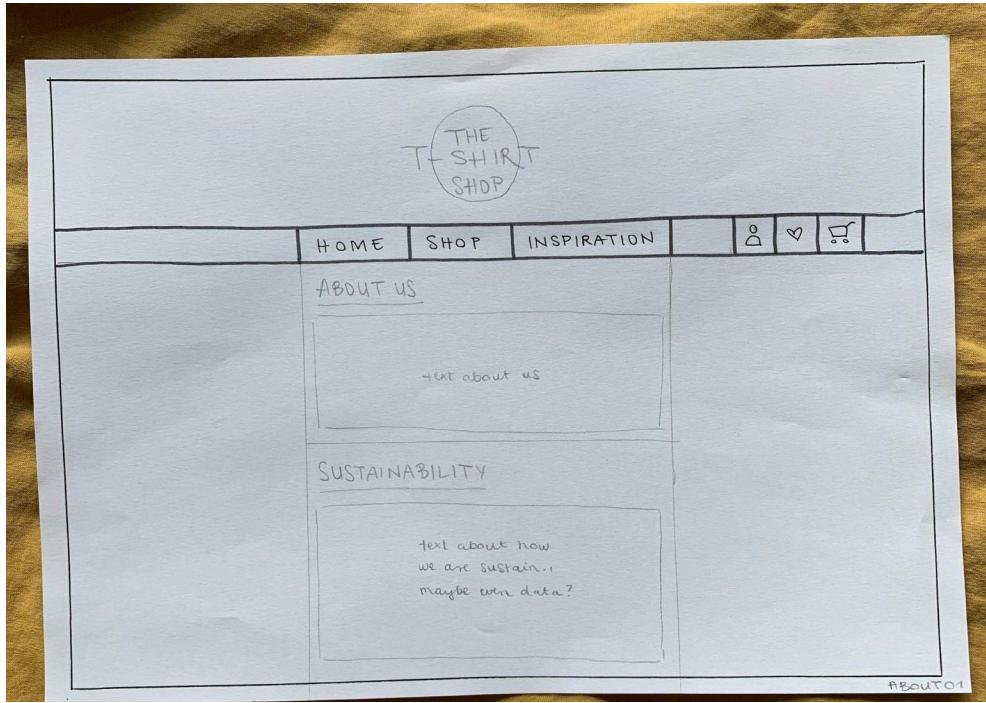


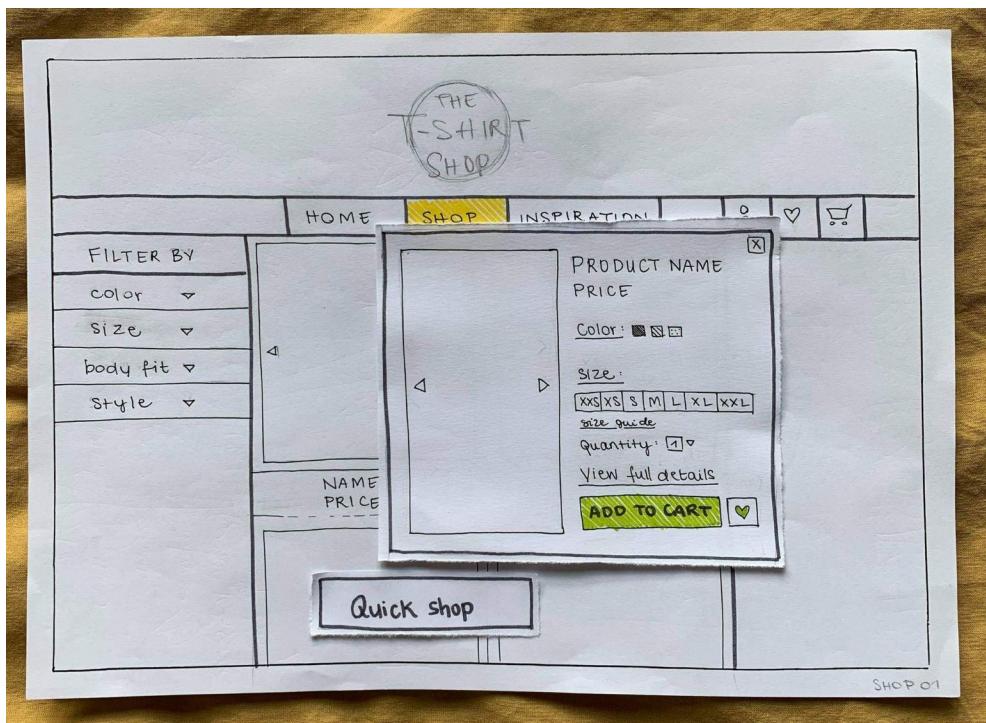
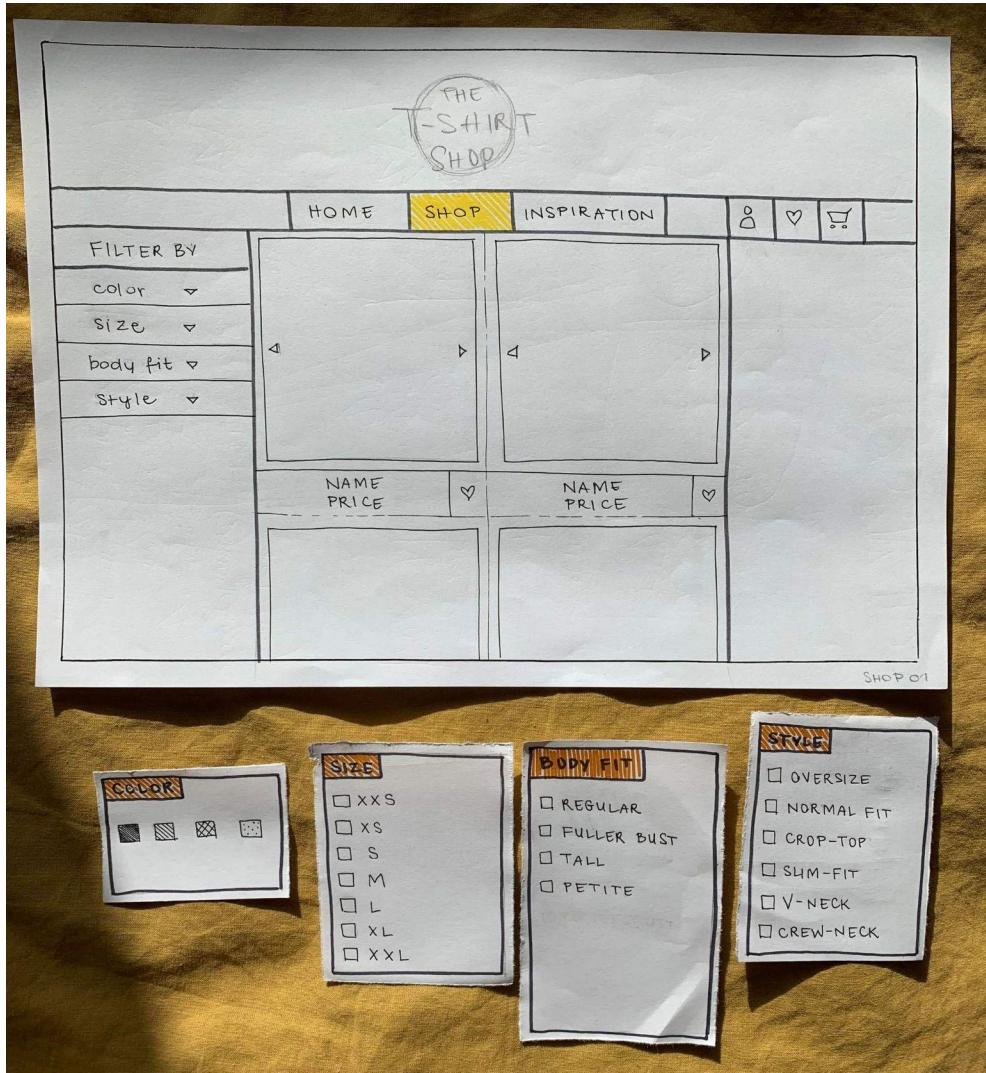


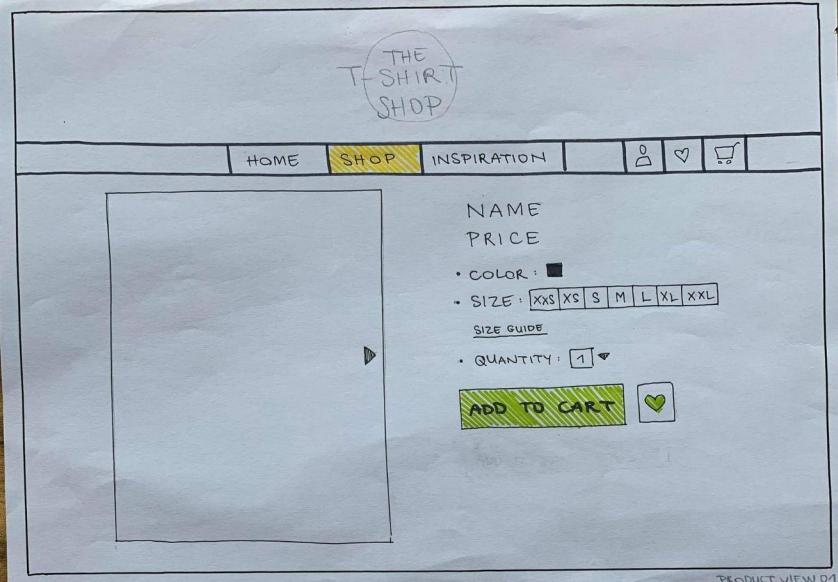
UX storyboard:



Paper prototype:

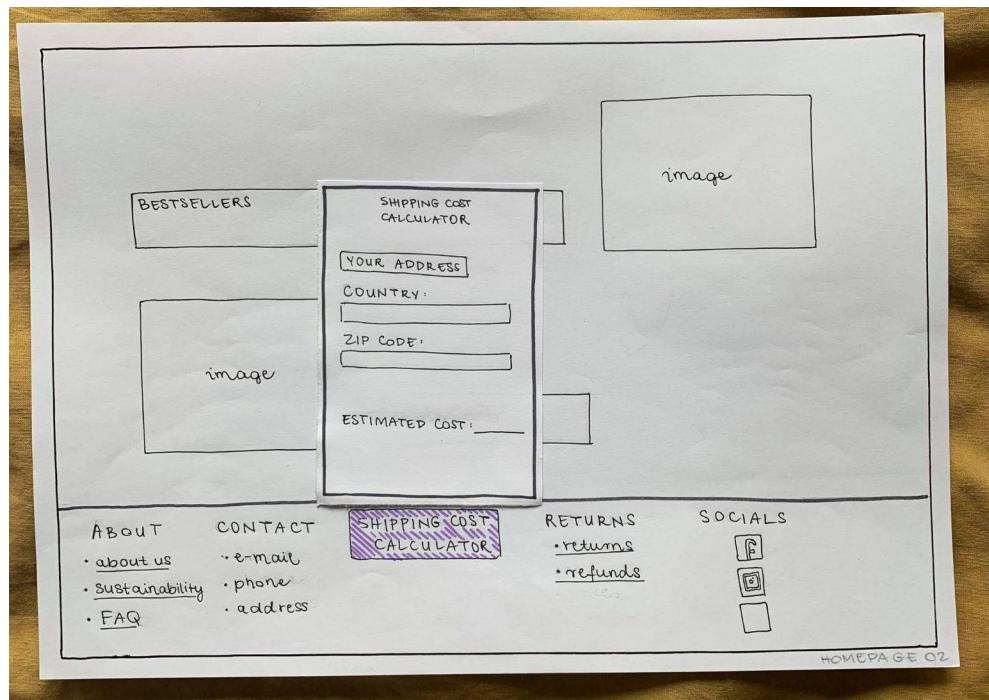
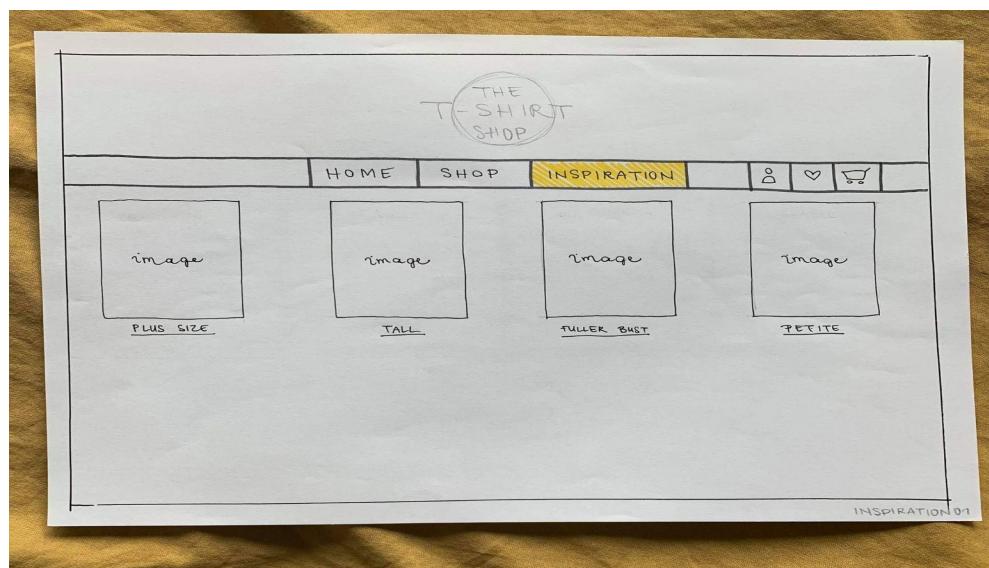


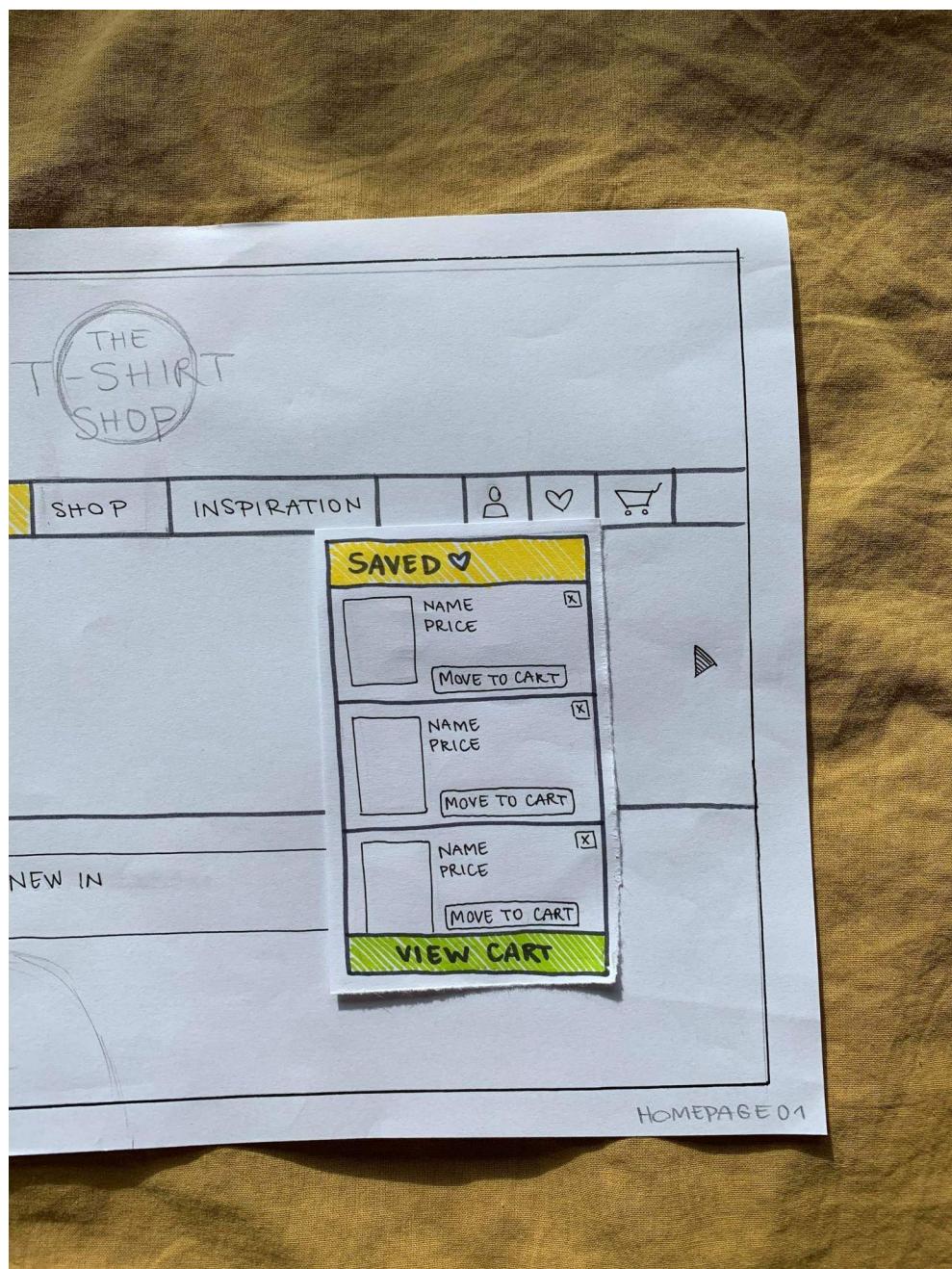


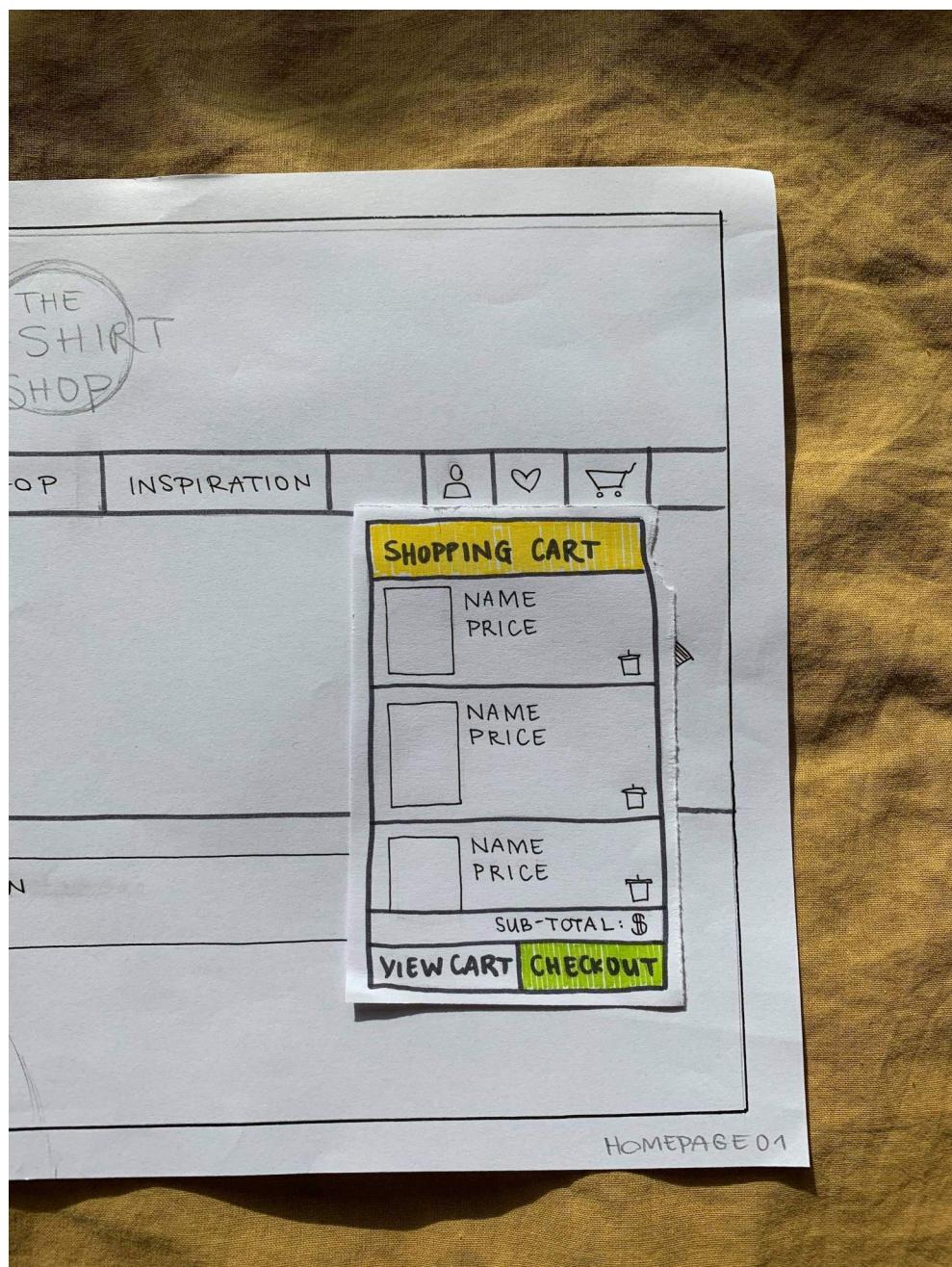


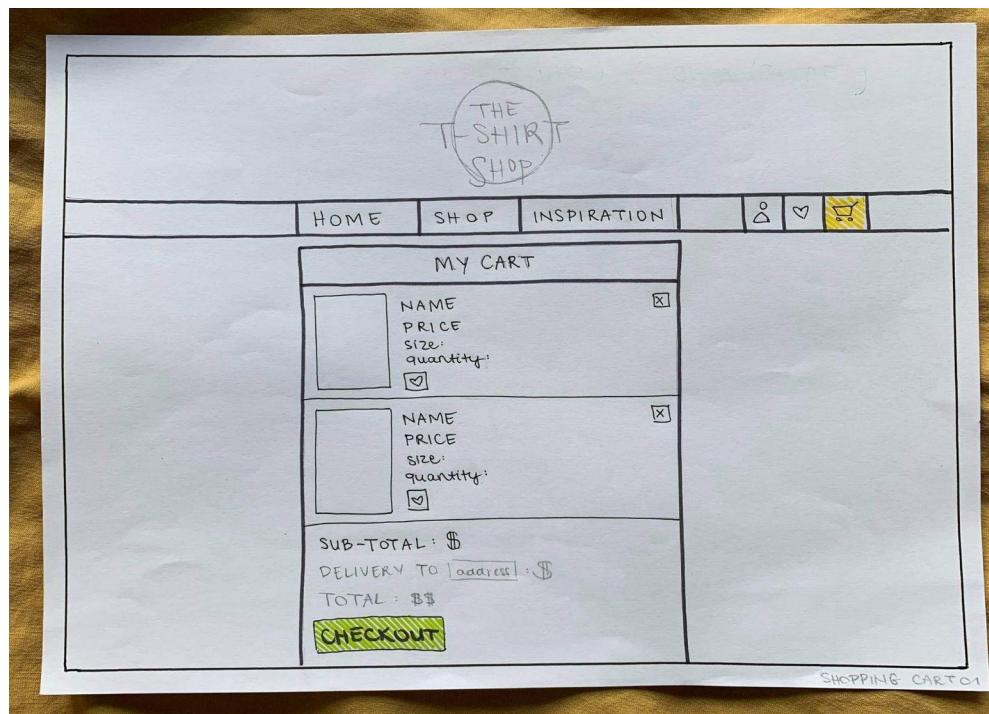
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material:	fit:	Model wears: Model's size & fit:	
style:	product code:	:	
REVIEWS			
(5 reviews)			
<input type="checkbox"/> SHOW ONLY PHOTOS			
NAME: SIZE: RATING: *****	Review text	Photo (optional)	X
NAME: SIZE: RATING: *****		X	
NAME: SIZE: RATING: *****		X	

PRODUCT VIEW 02









SHOPPING CART 01

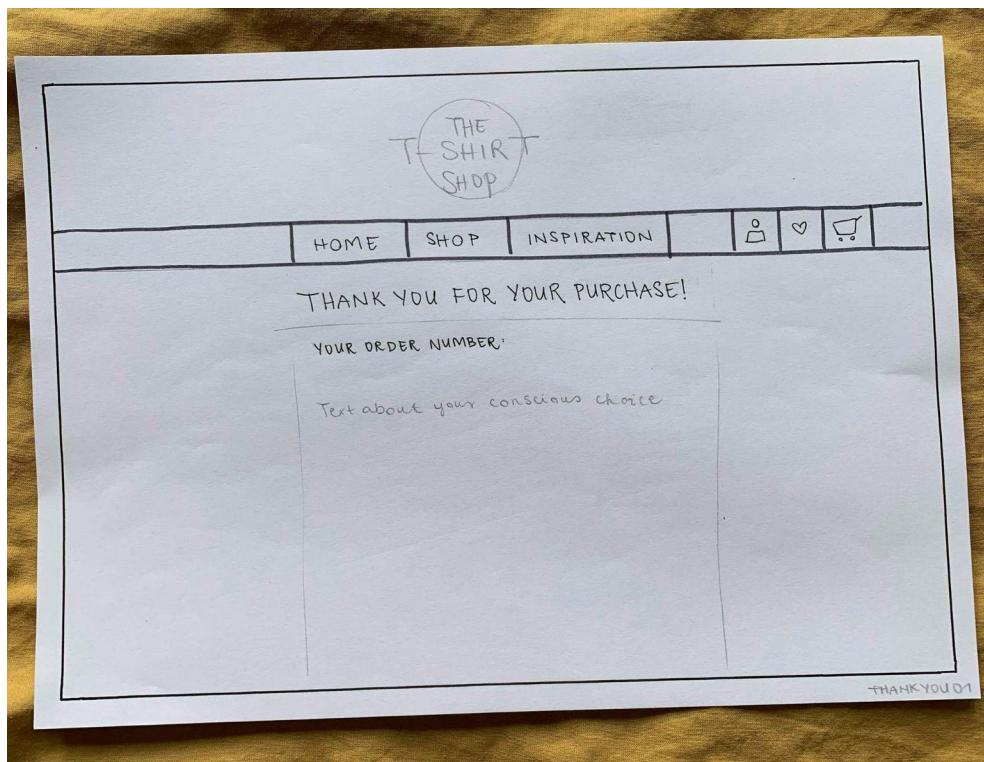
ORDER

PERSONAL INFORMATION		ITEMS
FIRST NAME: []	LAST NAME: []	NAME: \$
E-MAIL: []	MOBILE: []	NAME: \$
DELIVERY ADDRESS		SUB-TOTAL: \$ DELIVERY: \$ TOTAL: \$\$
STREET AND HOUSENUMBER: []		
FLOOR, DOOR []		
CITY: [] ZIP CODE: [] COUNTRY: []		
PAYMENT METHOD		
<input type="radio"/> CARD <input type="radio"/> PAYPAL		

ORDER 01

BILLING INFORMATION	CARD INFO	VISA ▾
FULL NAME: []	CARD NUMBER: []	
ADDRESS: Same as delivery	NAME ON CARD: []	
Street and housenumber: []	EXPIRY DATE: [MM/YY]	
FLOOR, DOOR: []	CVV: []	
CITY: [] ZIP CODE: [] COUNTRY: []	REVIEW ORDER	

ORDER 02



Think-aloud test results:

- A short description of the test
 - The test was conducted in a closed, relaxed space where there were no distractions. The testee was a 28 year old female who was relevant for our target group. The main task was to buy a t-shirt online and navigate through the site to see what options were available.
- Main findings
 - The testee's first impression of the site was that it was very clear and easy to navigate through. There were some problems with the options since they had not all been linked to the correct pages in the prototype. For example when she pushed the New In option on the main page nothing happened. Also when she tried to see more pictures of the products there were no other pictures available.
 - When she pushed the button to add the product to cart there was no pop down to indicate that the product had been put in the cart. Other than that she found the purchase flow to be very easy to navigate thorough and found it clear when she had placed her purchase.
 - Nothing happened when she pushed on the size guide which bothered her.

- She liked the fact that the site had different body type options but it was not clear what that entailed since it had not been created for this prototype.
 - She felt the website's message, i.e. sustainable t-shirts for every body type, was very clear and interesting.
- List of future improvements
 - She had some comments on the colors. Found them too transparent and vague. She also didn't like the fact that the pictures with the New in, Best sellers and Last Pieces had a white transparent filter on them since she felt she couldn't see the products clearly enough.
 - She felt the typography was too aggressive sometimes where the text was unnecessarily big on the inspiration page and in the filter options – that it took up too much space and was not pleasing to the eye.