

## 1. A short description of your work

We did a mobile application for our store "Incredible t-shirts". We decided to go for a mobile version because our app is addressed to young adults and we think they use mobiles more often than computers. Also we want our shop to be accessible anywhere and anytime.

We are selling colorful t-shirts made of organic cotton.

Our app includes all necessary features. Our clients can in an easy way buy some t-shirts. We aimed for our app to be as clear and intuitive as possible.

Besides the obvious feature which is buying a t-shirt, our client can also sign up, check previous orders, save payment methods, change credentials, etc. We also added a "favorites" feature, where our client can save some items for later, without putting them in the basket.

## 2. A link to your XD prototype

<https://xd.adobe.com/view/ad9b458b-e1a2-45e7-971a-3b1a16324504-f8c8/?fullscreen&hints=off>

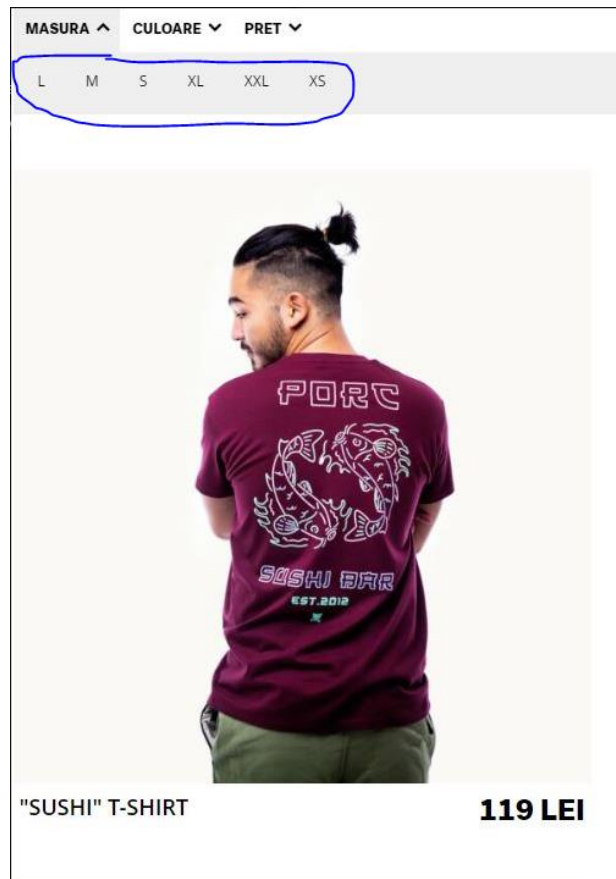
(The "Avocado" T-shirt picture is missing from some screens. This is because of this XD bug ["Some elements disappear when publishing the prototype"](#))

This was a shared XD document between all of us. We all worked and cooperated within the same file. George shared the link individually because when finishing up, the cloud save broke (see [error 49](#) and [error 50](#)). George managed to save the XD as a local file and share the link.

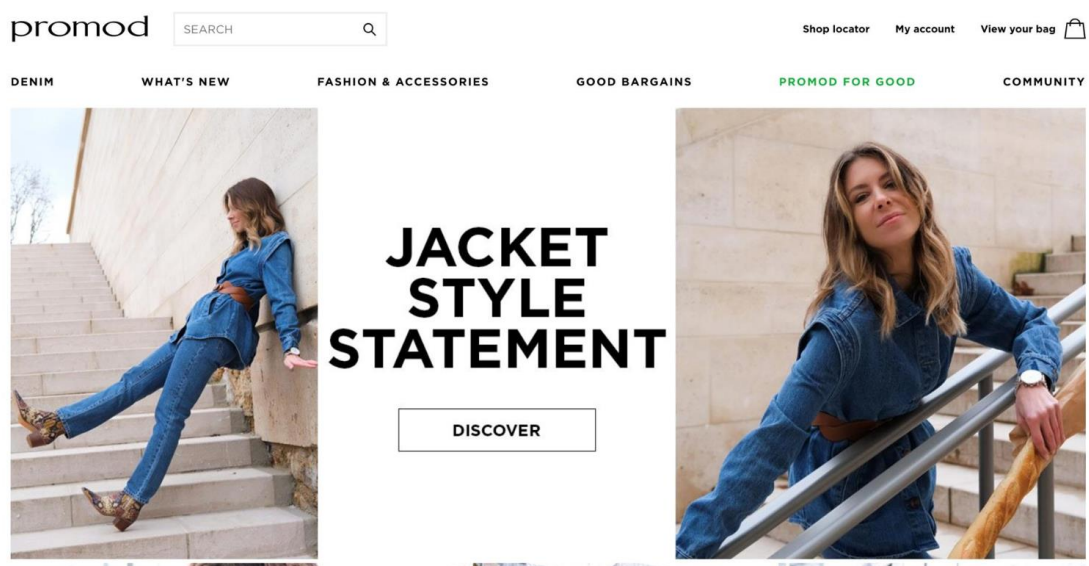
The prototype is completely functional with clickable elements and interactive fields. You can log in, sign up, add a credit card, change your account data, view different colored T-shirts and more. The T-shirts in the "item view" lead to the same page layout.

### 3. Notes and other documentation of the lightning demos and your sketches

#### Lightning demos



1 No hidden content - all sized are visible

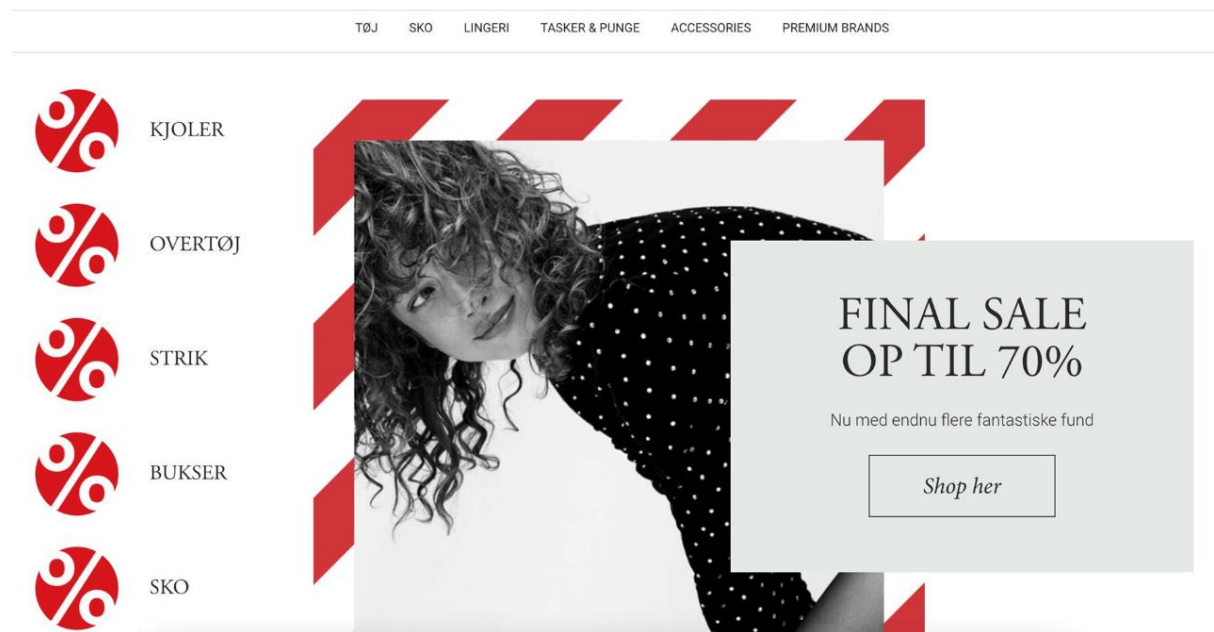


2 A lot of white space

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3 "My favorites" feature



4 Clothes categorized by the type of clothing, not gender

HELBAK | \* =

Cart > Information > Shipping > Payment

Contact information

☐ Keep me up to date on news and exclusive offers

Shipping address

Last name

City

☐ Save this information for next time

[Return to cart](#)

[Continue to shipping](#)



Butter Box, Revy, mint  
Mint

kr429.00

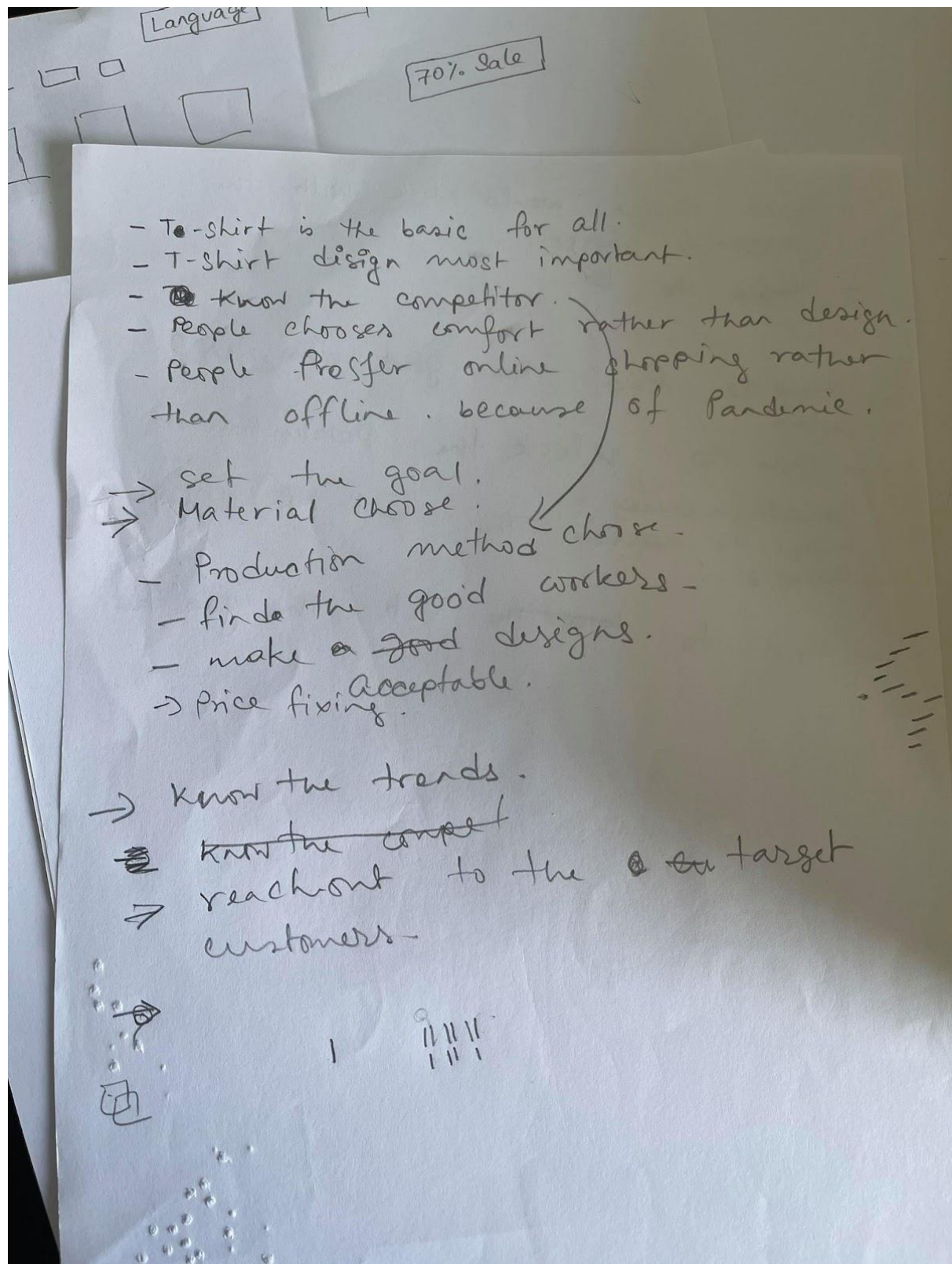
[Apply](#)

Subtotal kr429.00  
Shipping Calculated at next step

Total Including kr85.80 in taxes DKK **kr429.00**

5 Whole buying process on one page

## Notes, ideas

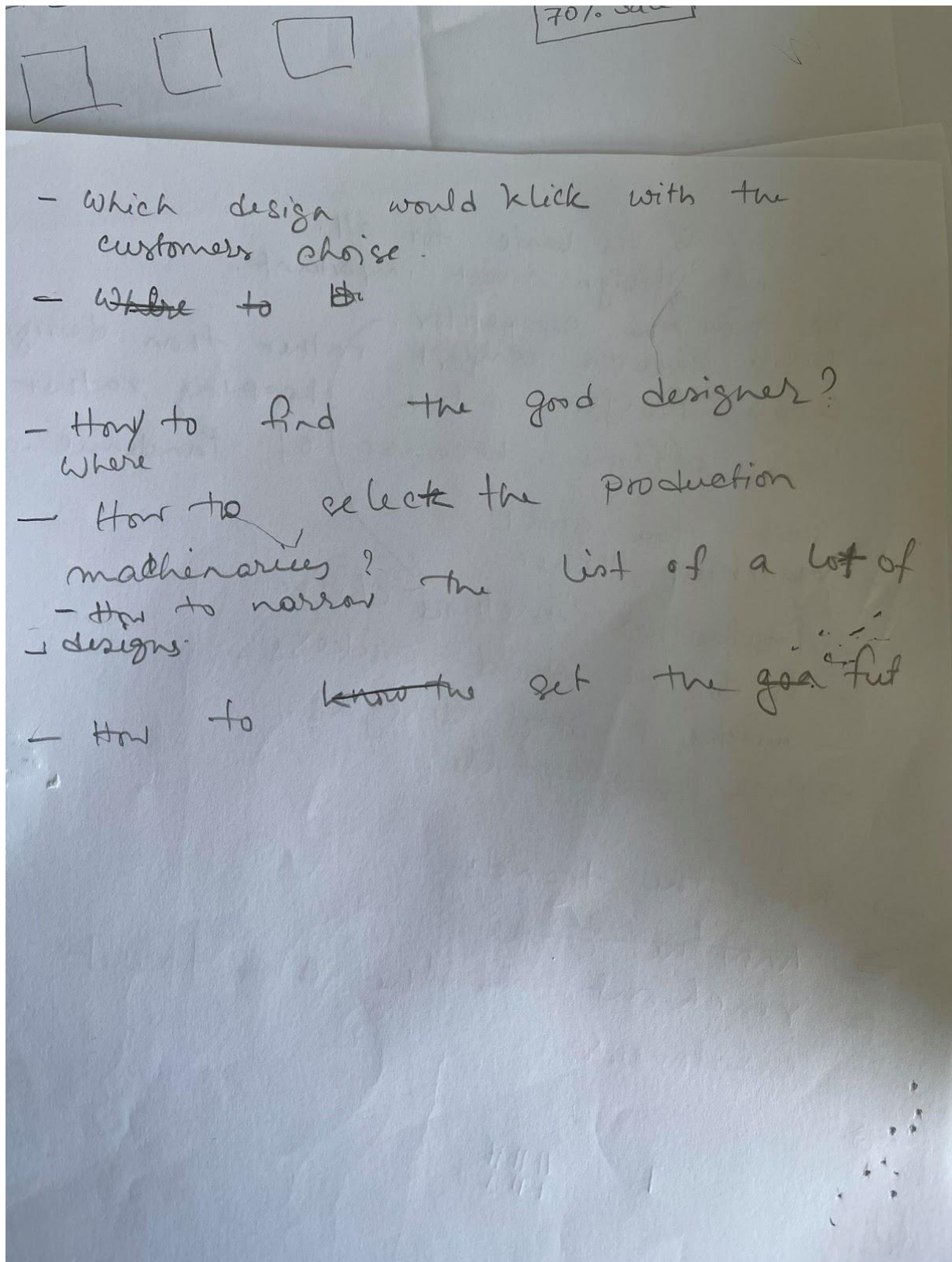




- we don't like scroll option.
- we like to have ~~have~~ direct button.
- Danish language.

- 
- Exit page (payment option) should be in one page (without scrolling)
  - we like to have a direct button to sale items. or ~~spesi~~
  - A button that changes the language. ok
  - Subscription option should be visible.
  - ~~Deti~~ If its free delivery than it should be also visible clearly.
  - there should be ~~sees~~ several picture of products with closer look, like that showing the product material and fitting.

WP





We don't like drop-down list  
we like everything is visible

like button  
all types of photos (layed down, or model)  
~~language~~ ~~language~~ language - somewhere up  
in the navbar  
we'll do in english

Profile Home picture → models  
○○○○  
XX XX  
little models - vintage  
vintage possible  
Maybe pictures without  
legs

(This clipboard ideas, liked items or sth.)

The story about production - how our t-shirt  
is made

does anybody care?

?? sth ~~also~~ about sustainability - this is sth  
people care about

→ Why we are better for the environment  
than others.

Minimalistic design → maybe t-shirts wit plant?  
~~but~~ for a website  
should we do minimalist  
t-shirts

How we

- should we use trollo?

?? → - should we see each others collections? X

→ - how often should we meet???

→ - how to share XD

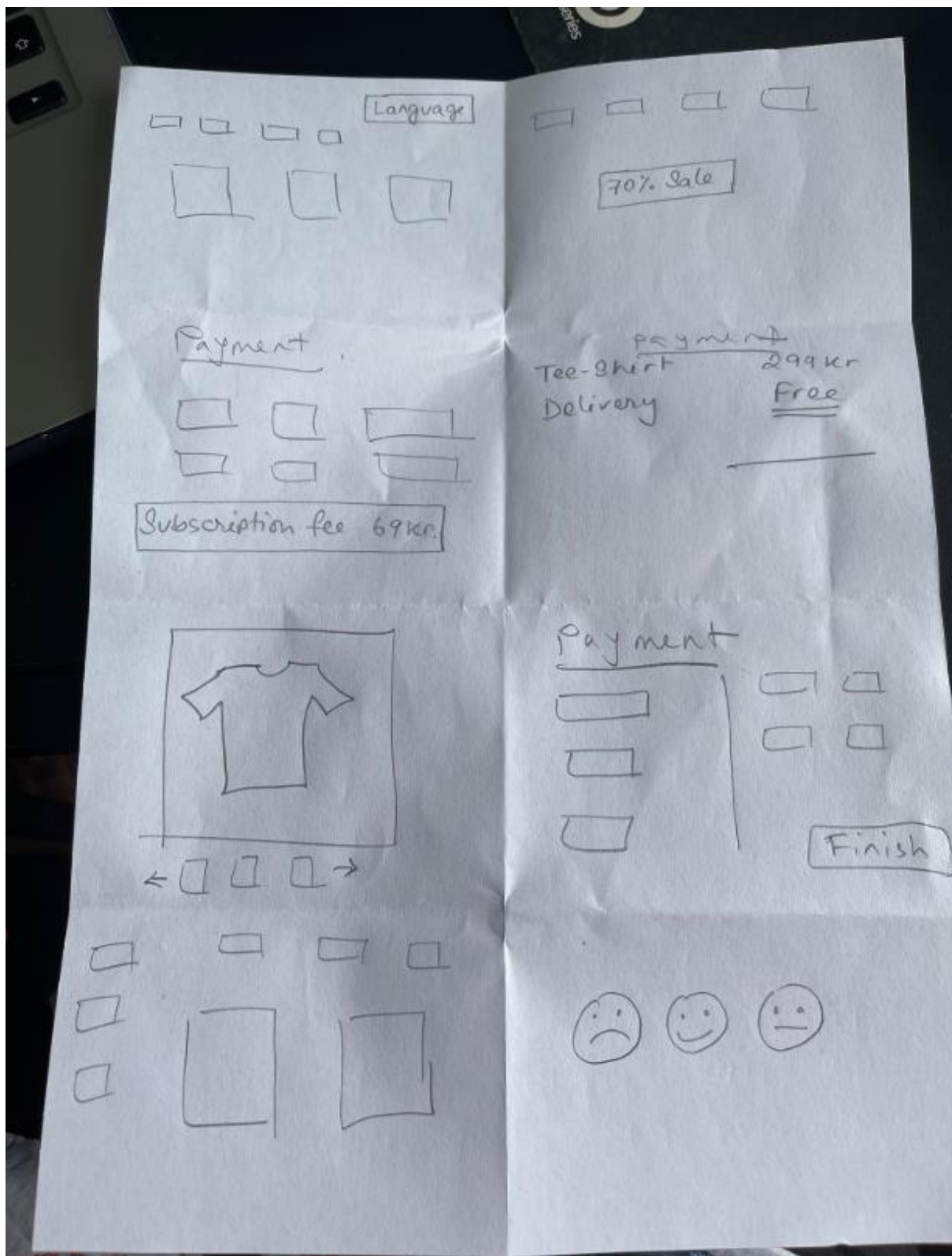
→ possible

What about nav bar

there will be only t-shirts so  
maybe we should do he/she  
or should we think about ppl without gender  
but what other categories can we do  
colours? pattern? text on the t-shirt

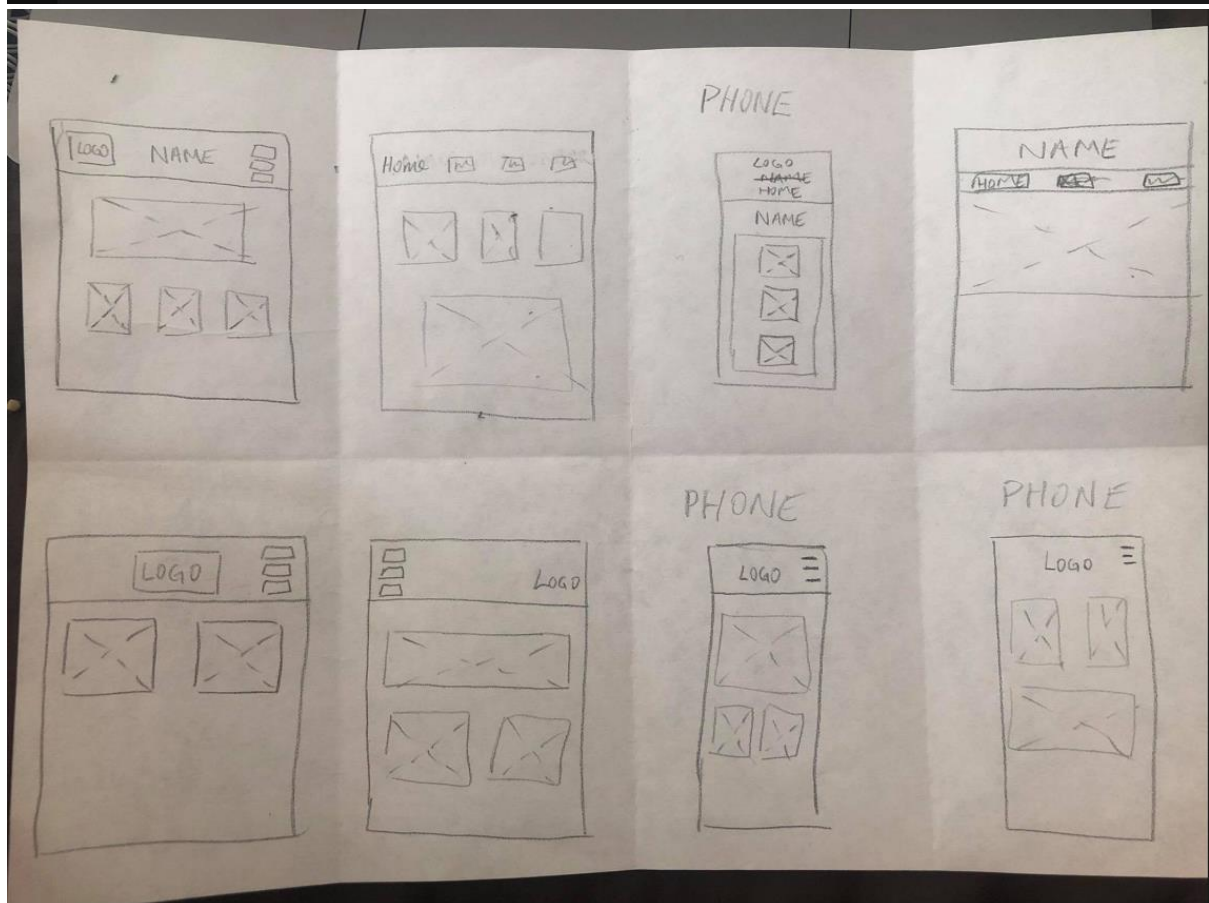
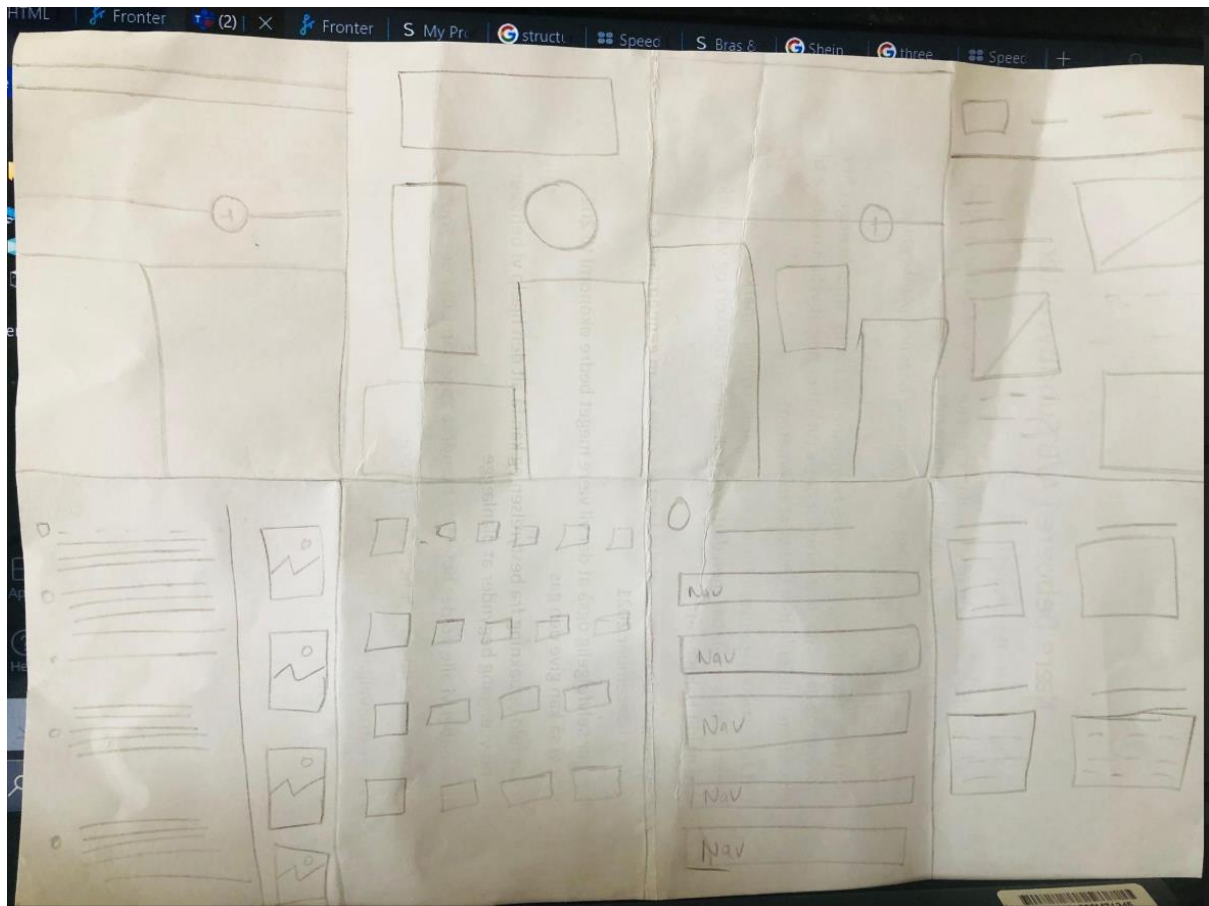
Most popular on the home site (the most  
the one bought the most  
often or the one visited?)

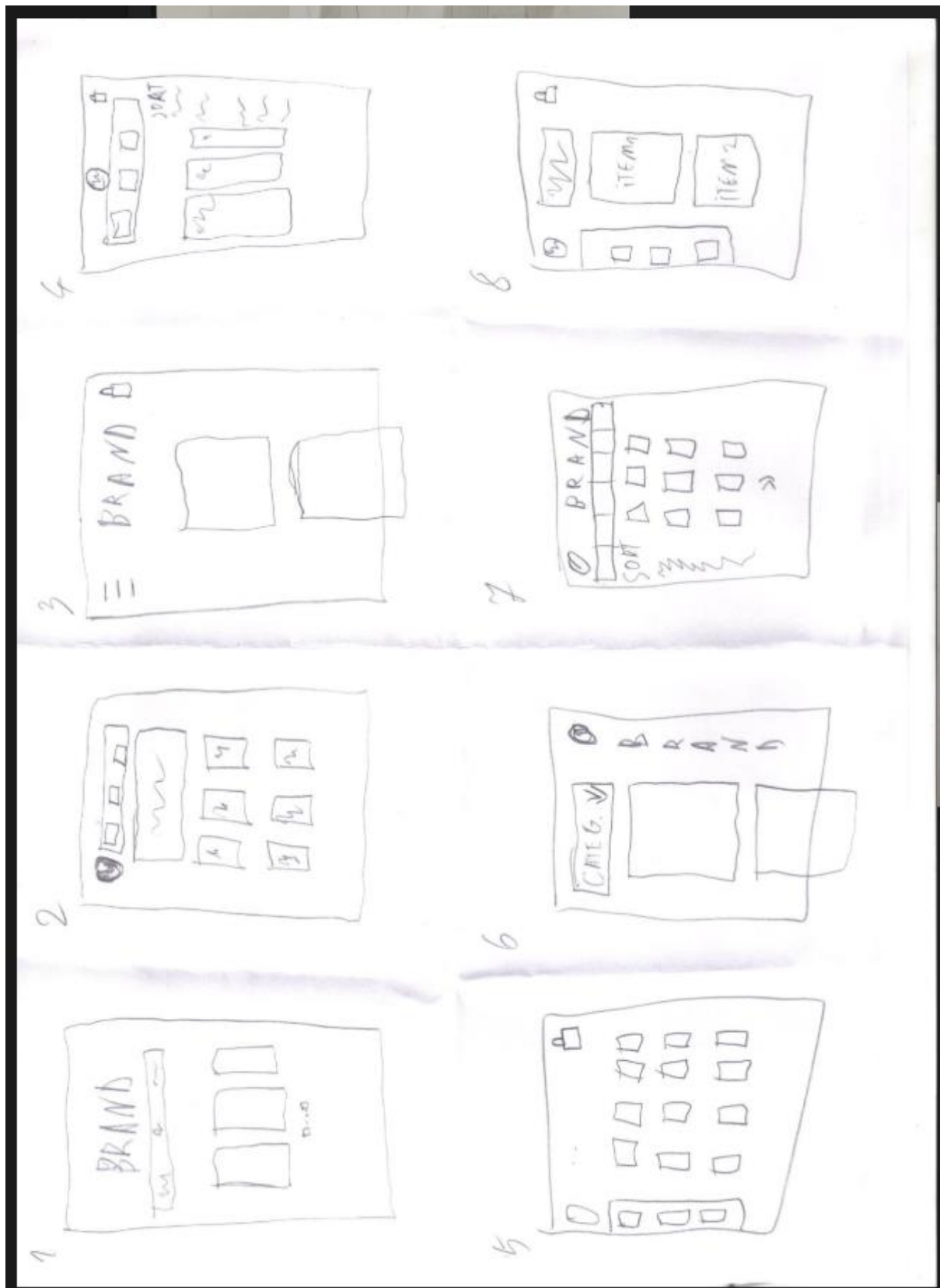
## Crazy 8s





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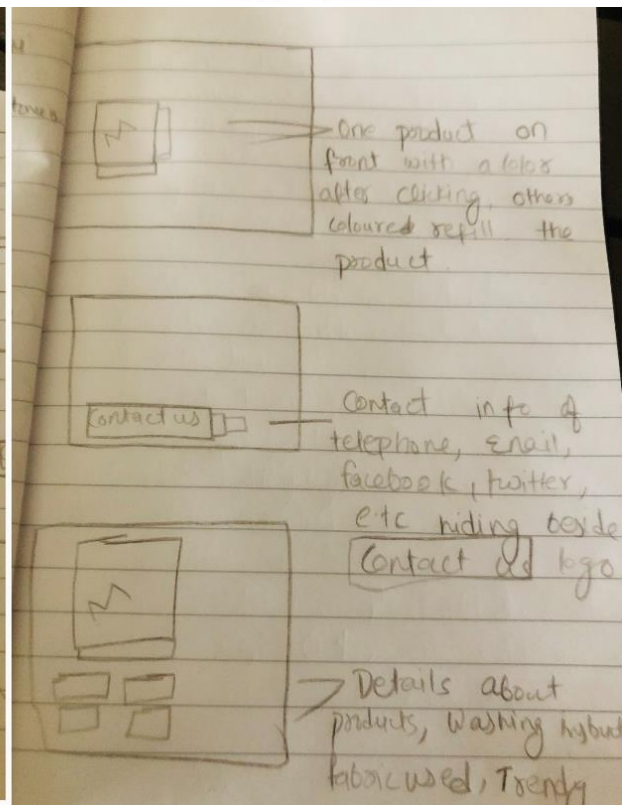
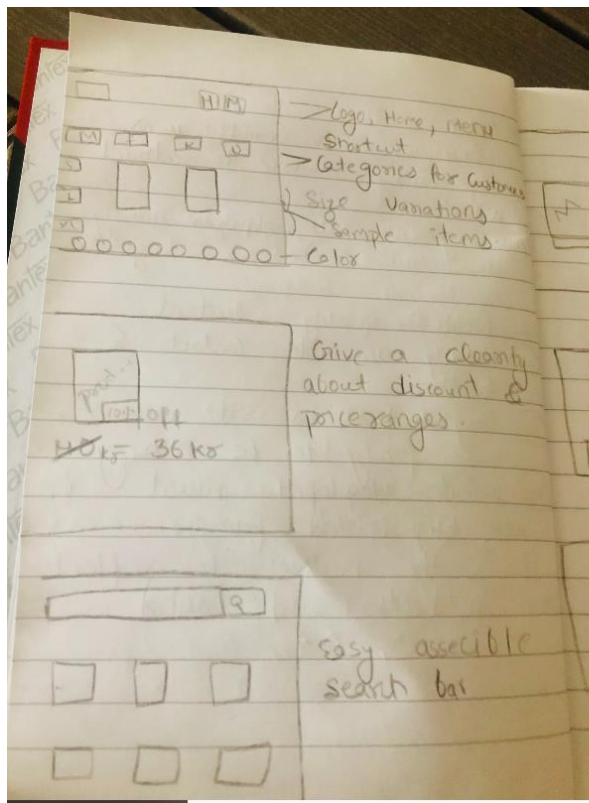
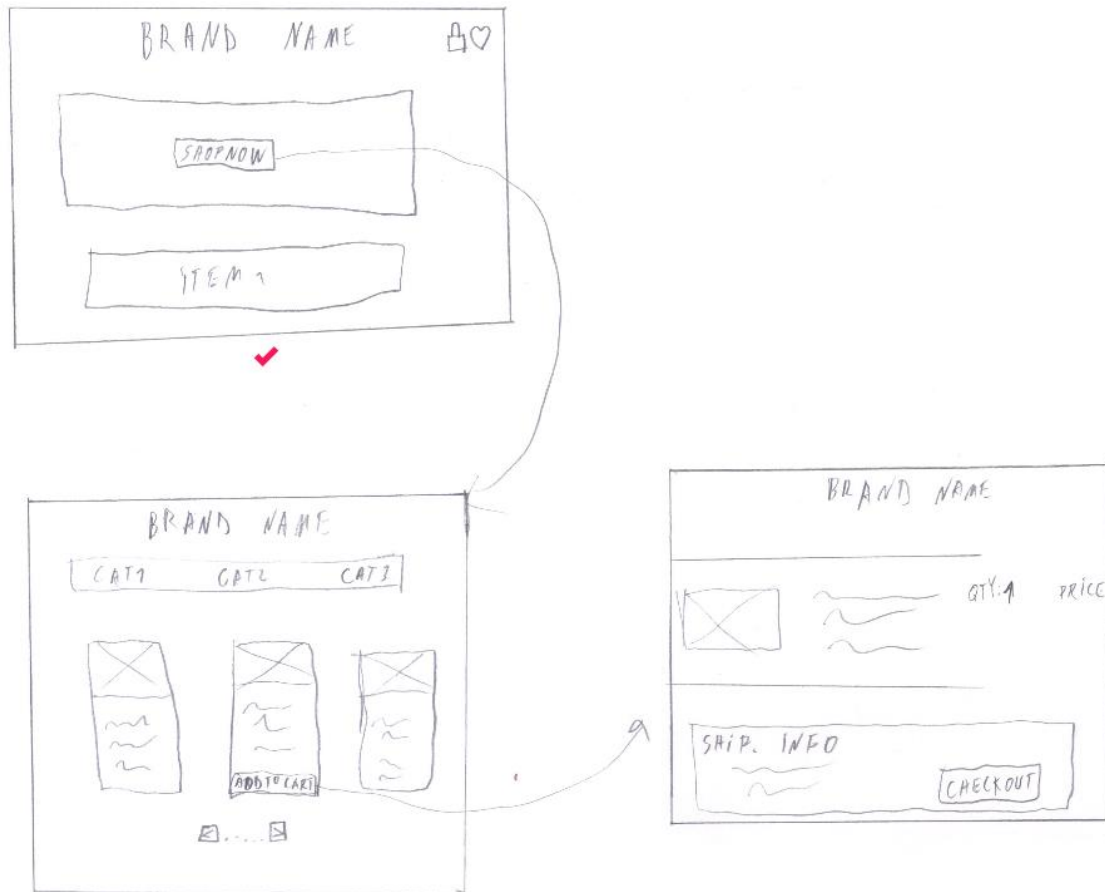
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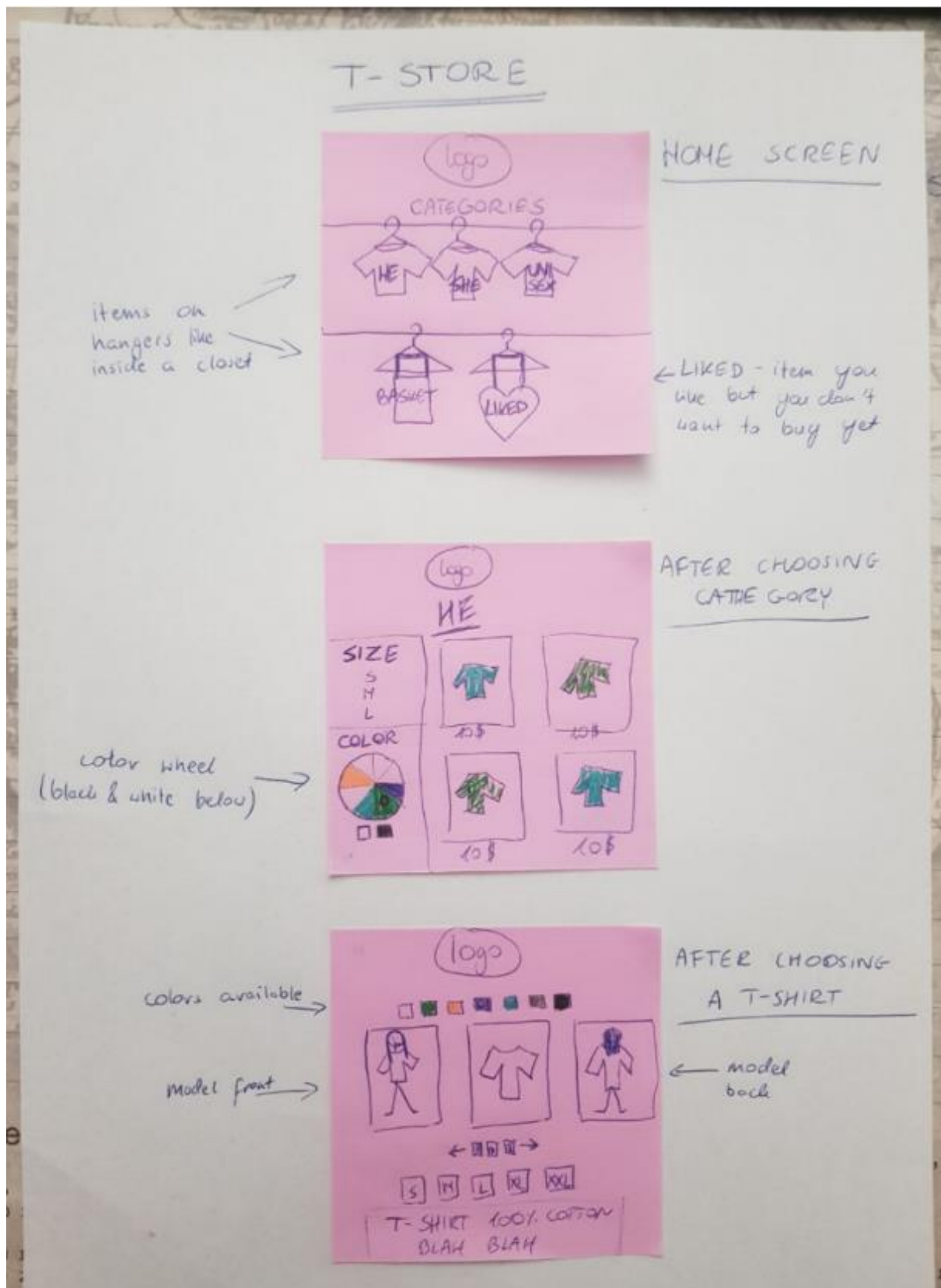




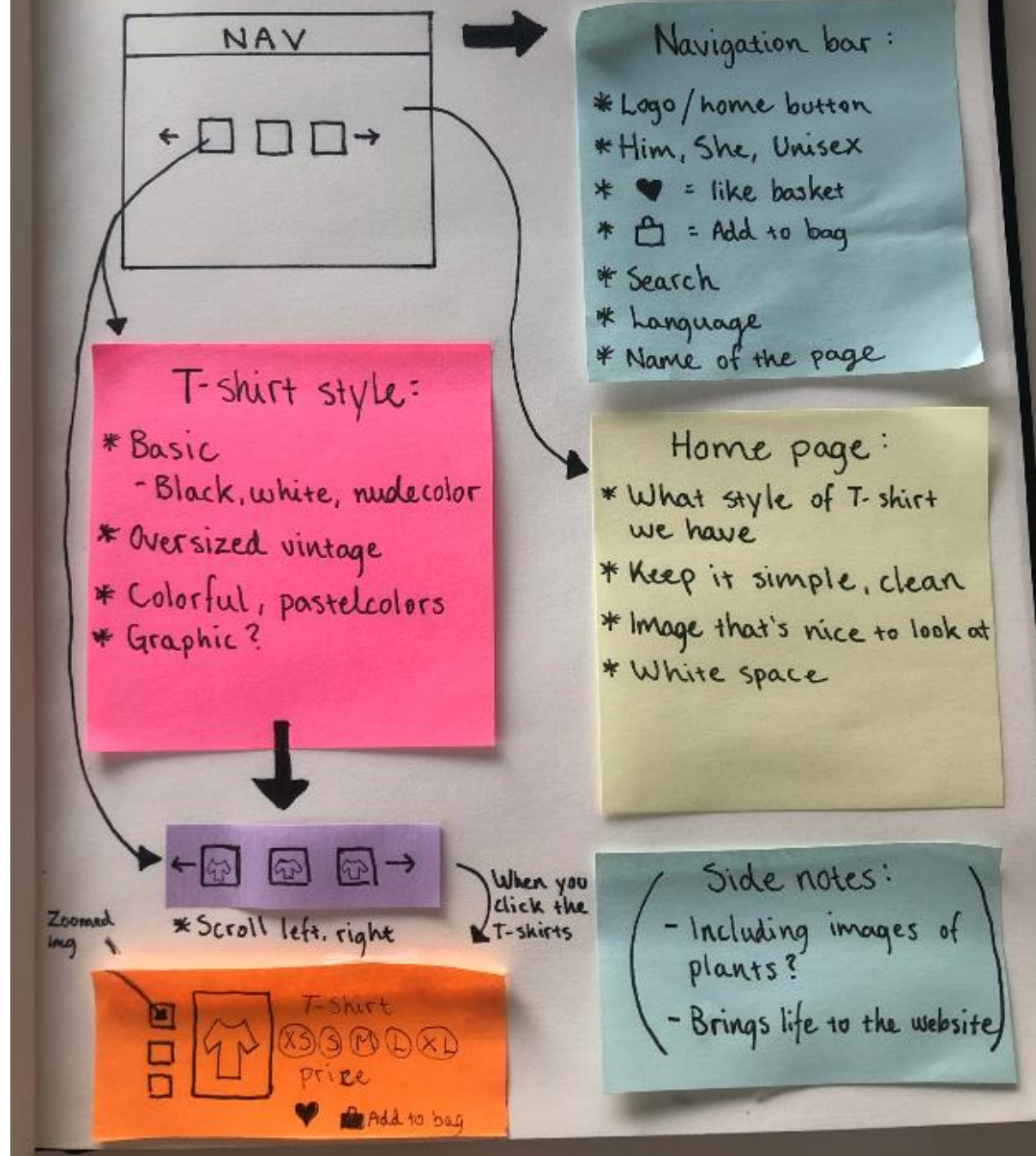
## Solution sketches

### THE CUSTOMERS JOURNEY





## SOLUTION SKETCH





The image displays a series of hand-drawn wireframes on sticky notes, illustrating the user flow for an e-commerce application. The flow is as follows:

- Product Listing:** The first screen shows a menu icon, filter tabs for 'HE', 'SHE', 'BABY', and 'SALE', and a 'Final Sale upto 70%' banner.
- Filter:** The second screen shows a menu icon and a grid of filter options.
- Choose the item:** The third screen shows a menu icon, filter tabs for 'HE', 'SHE', and 'BABY', a 'Filter Name' label, and a grid of product images.
- Payment:** The fourth screen shows a menu icon, a 'PAYMENT' title, a list of items, and a 'PRICE' label.
- Feedback:** The final screen shows three smiley face icons for user feedback.



15HE

BABY

पुनः

Final Sale  
Upto

70%

10

FILTER

choose the item



Filter Name

114

9

BRANDS

□

1

[illegible]

05

1

U

PAYMENT.

ITEM

DELIVERED

PRICE:

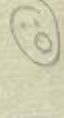
BRAND

TYEN

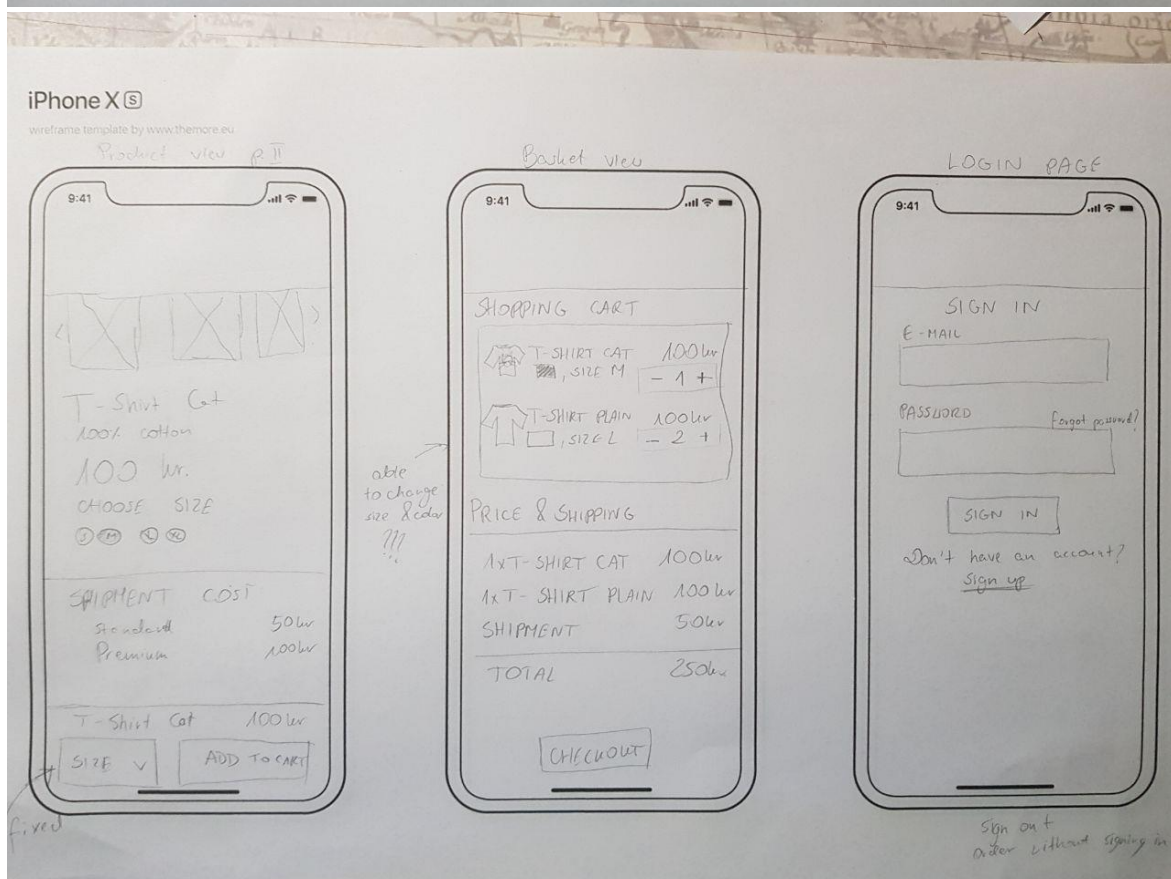
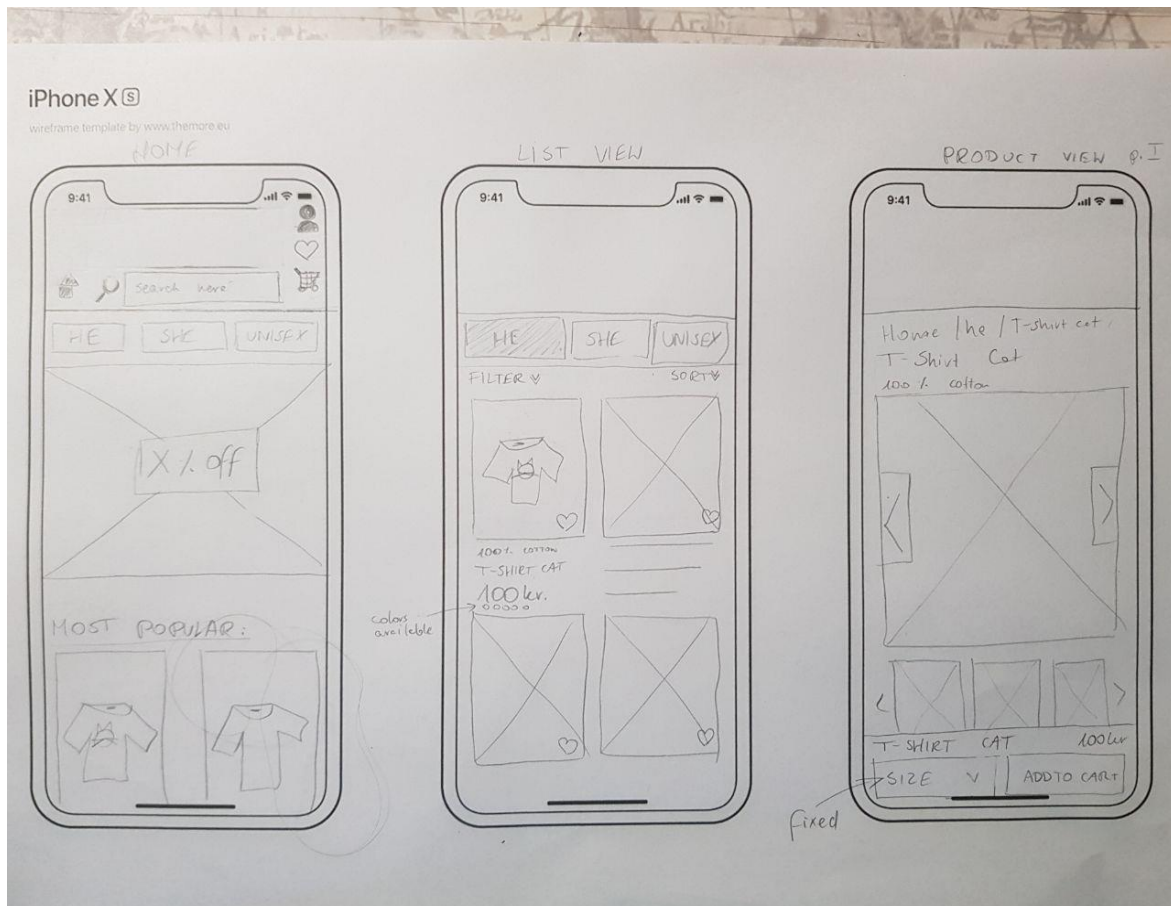
TYPE A

ITEM

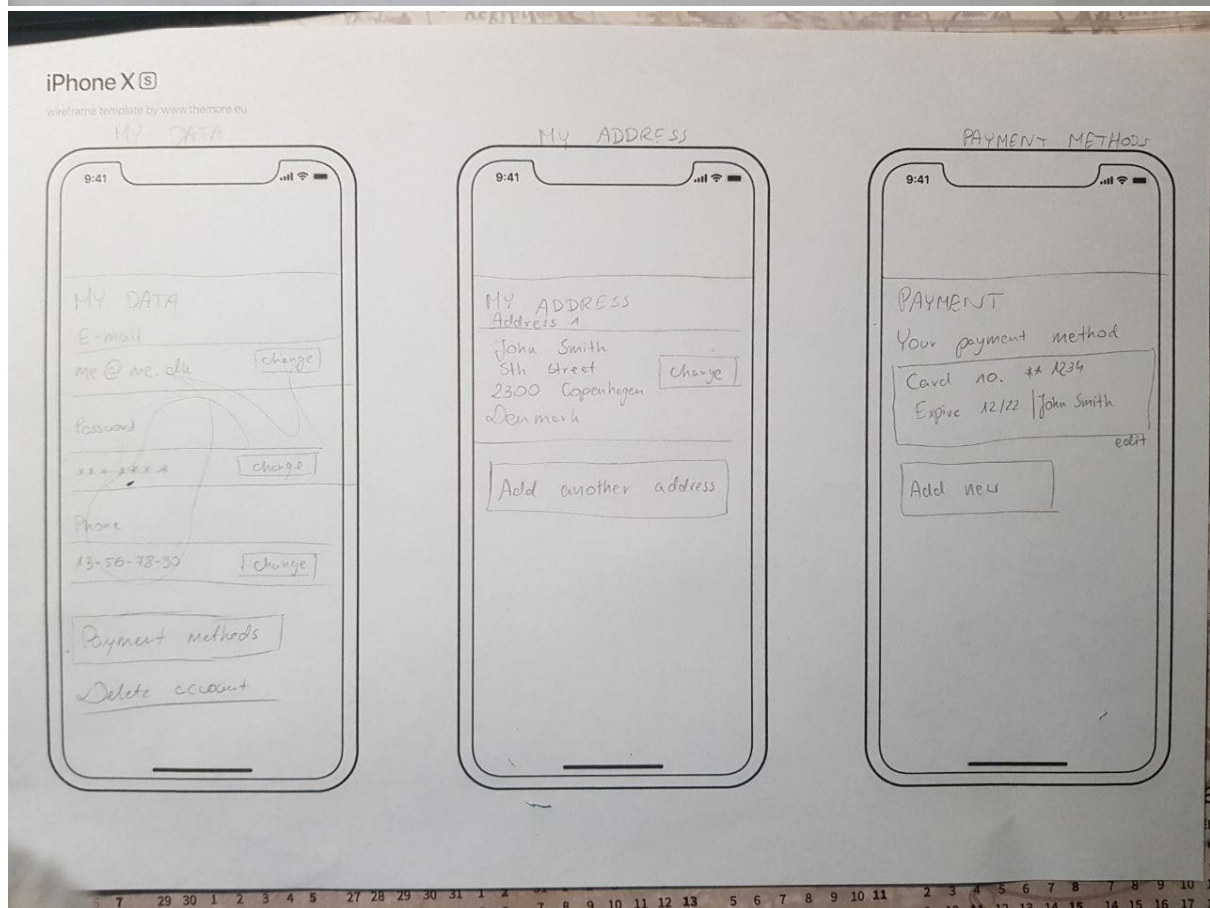
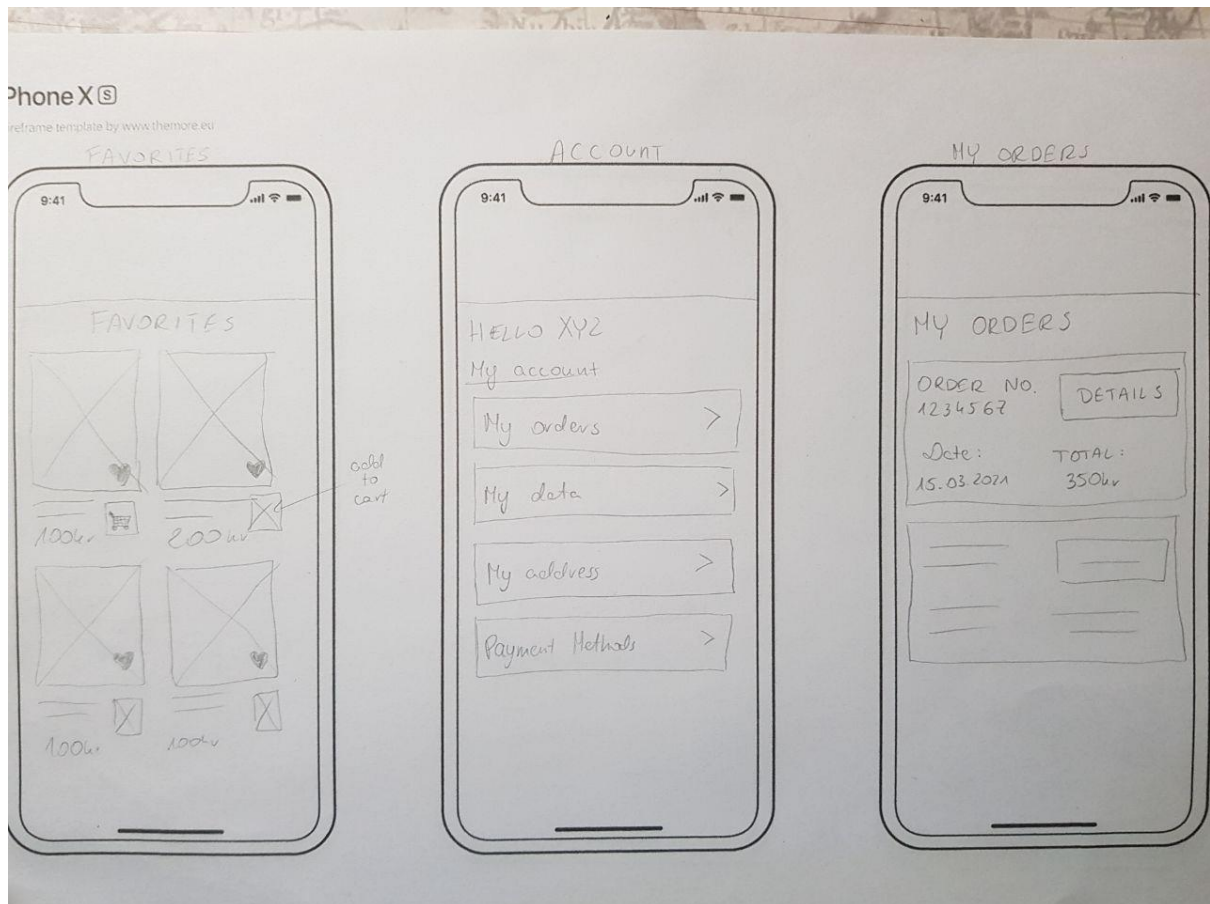
1104



## Final sketch

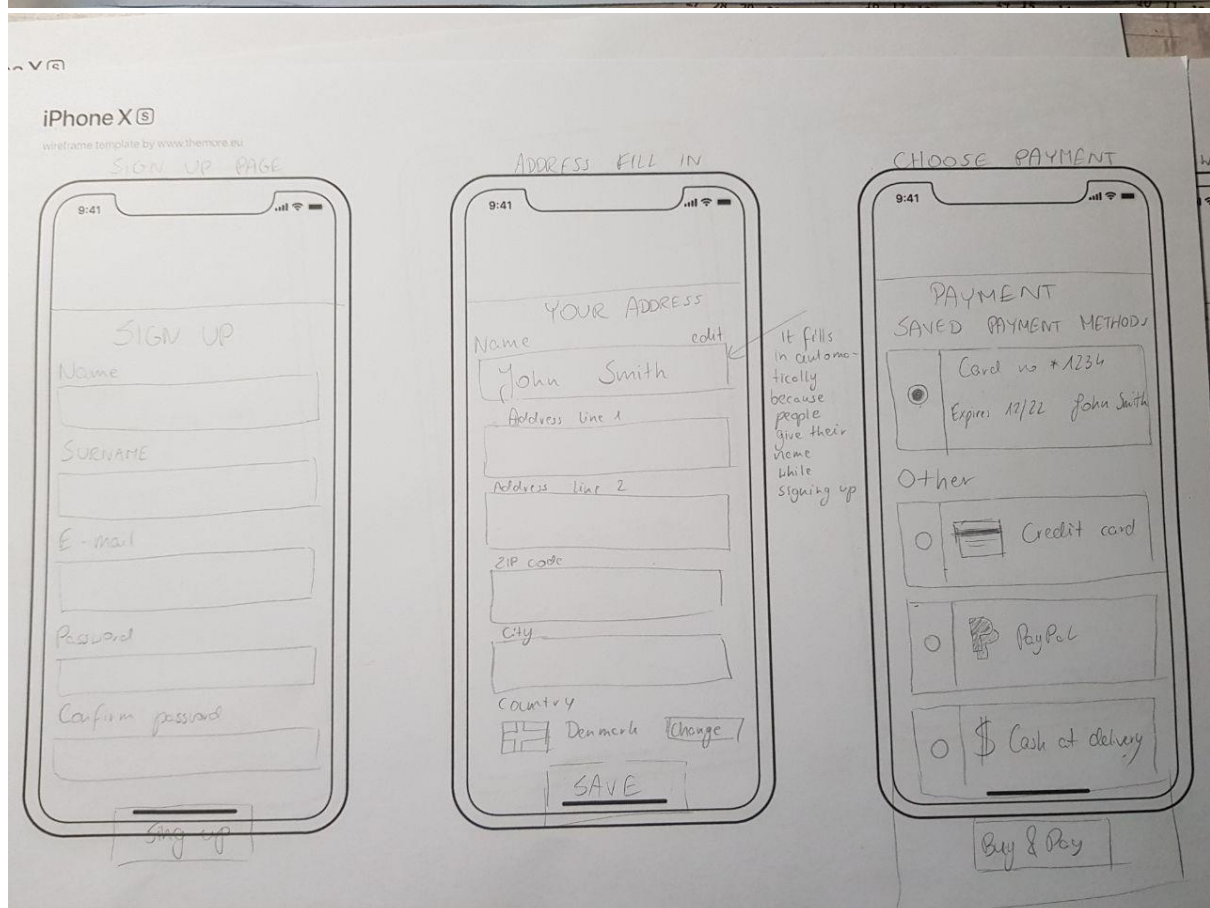
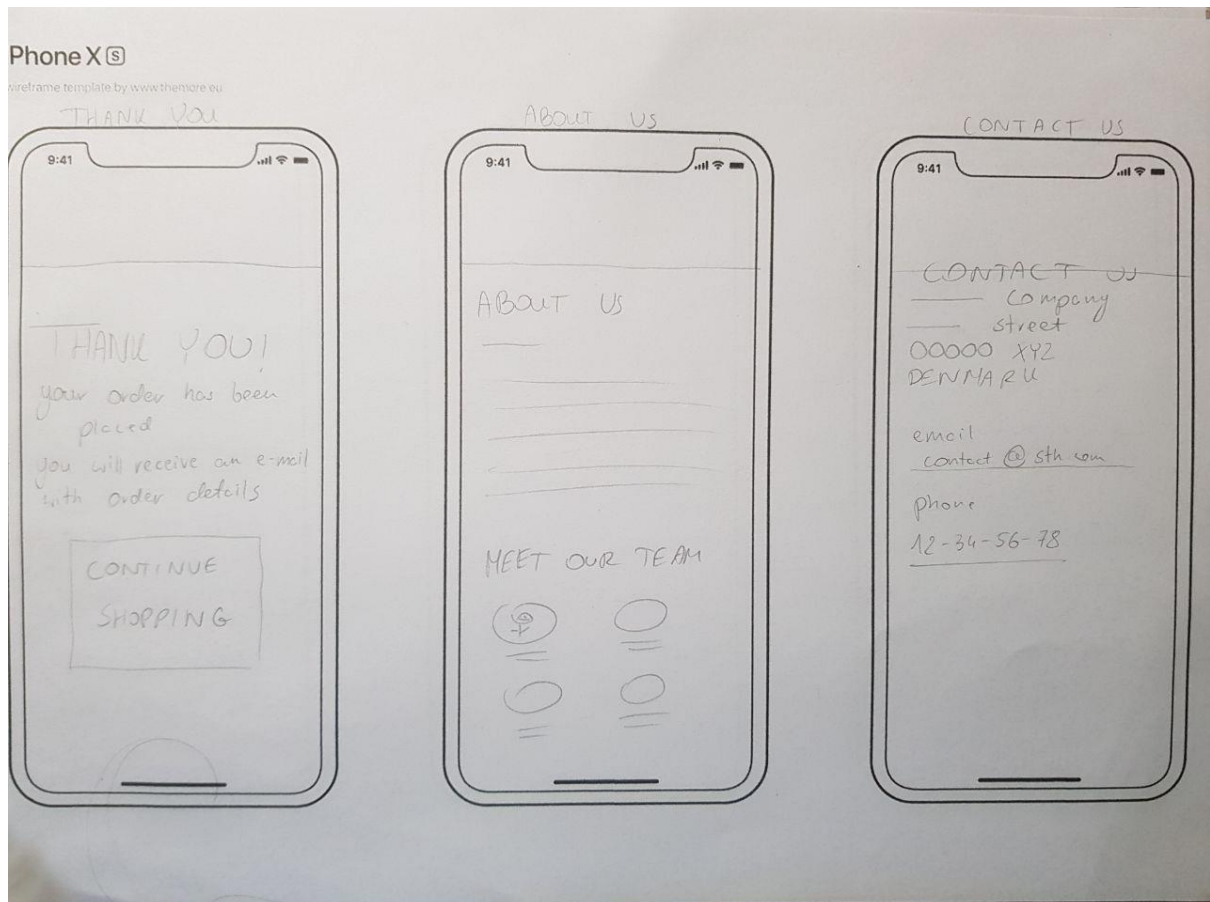


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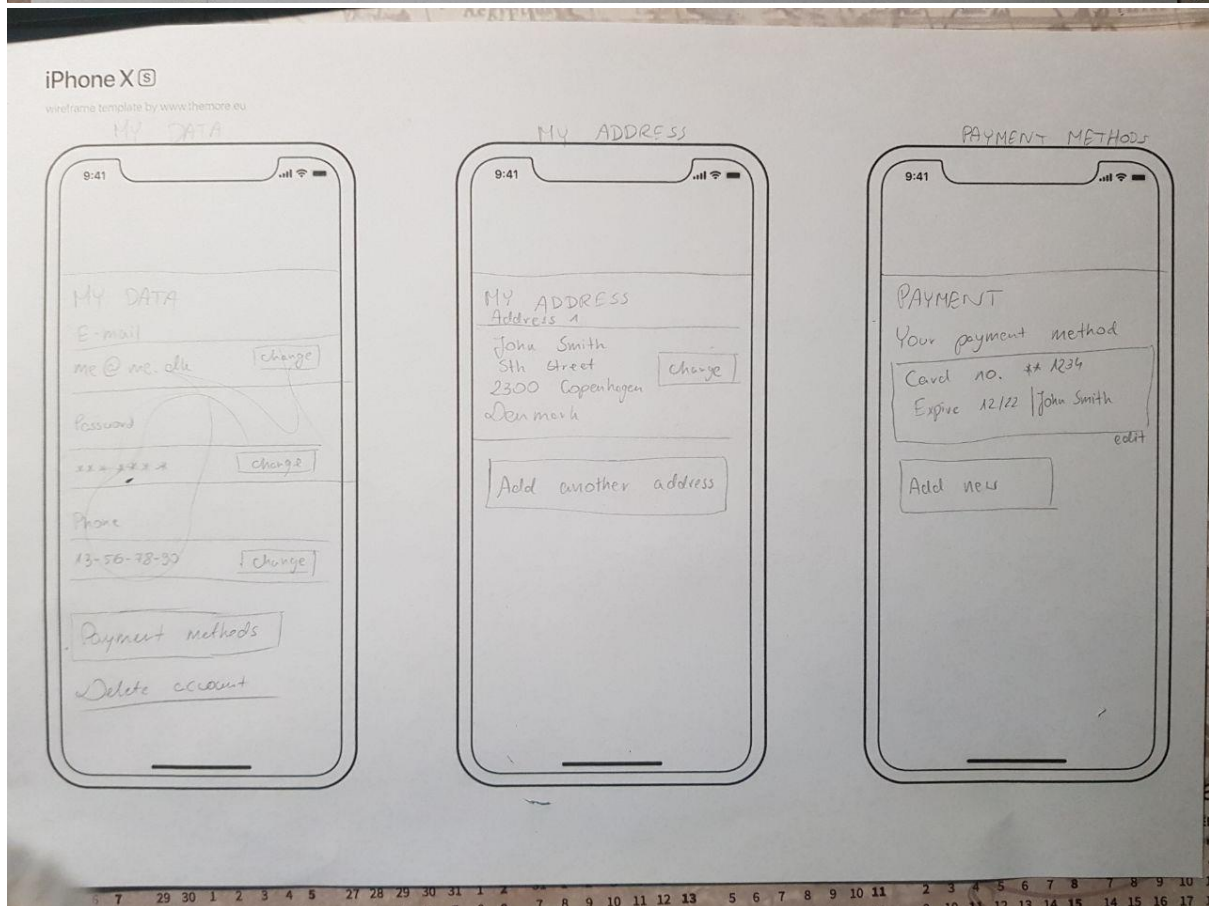
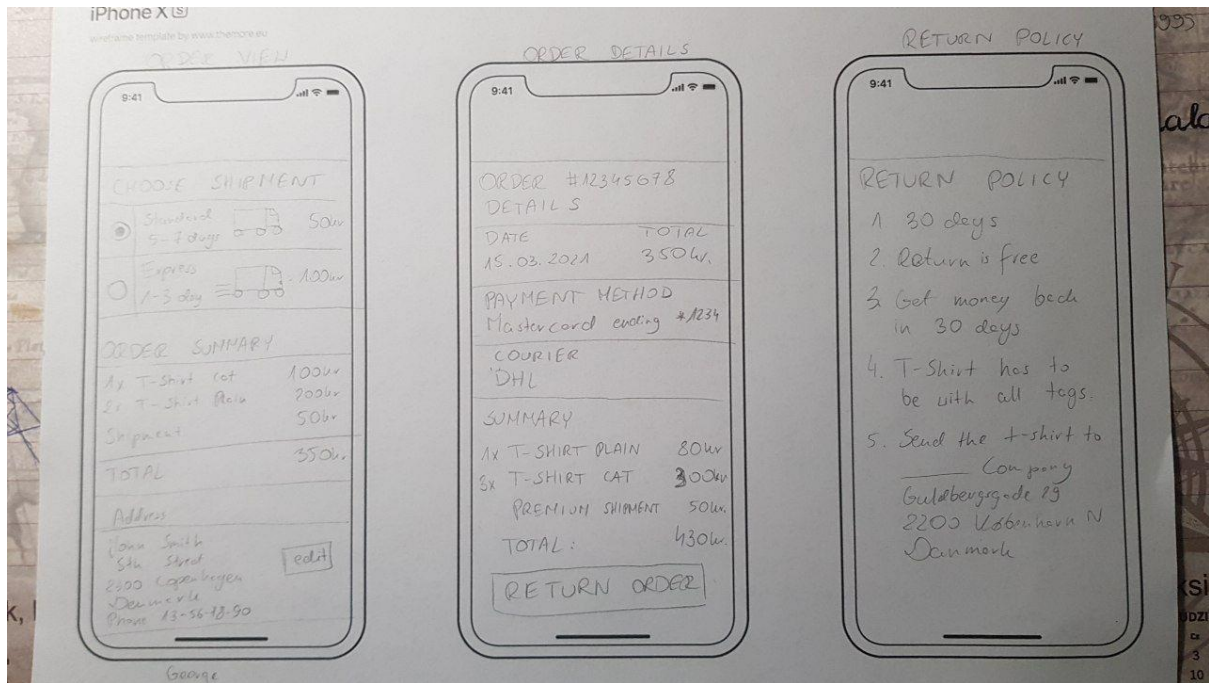




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## 4. UX storyboard



## 5. Paper prototype

<https://jamboard.google.com/d/1nDy2Ax37mID9R6XfTKO-Whgb0IeaGqa2Fc9eUxuRzTM/edit?usp=sharing>

## 6. Think-aloud test results

- Fahmida:

### A short description:

I took my husband as an **inactive** user. He does not shop online often. So I thought It would be nice to give him a task and observe how he reacts with the website. I told him to buy a t-shirt from the website.

### Main findings:

- User wanted to sort the product by using the filter button.
- User wanted a mobilepay option on the payment page. (obviously if it's on a Denmark based website).
- User would like to have a "click and collect" option as an outcome of Covid pandemic.
- User wanted to have color options in t-shirts (which we already have).



- Agata:

**A short description:**

I decided to choose my mom as a tester. She does a lot of online shopping so she knows the most common features and she knows perfectly how a shopping app should look like. I asked her to buy a t-shirt for a man. She easily got from the home view through the list view to the product view, where she faced the first problem.

**Main findings:**

- We ask our clients to choose a size from a drop-down list. So my mom did so, but she expected that the drop down list will hide after choosing the size and it didn't happen. She has to use an X in the corner, which was unusual for her. *(we've already fixed this)*
- My mom faced a second problem after adding the t-shirt to the cart. After this action there's a window showing up that asks if the client wants to continue shopping or to finish the order. My mom used the continue option and it sent her to the product view of the t-shirt she already decided to buy. She expected that it will take her back to the list view where she can check other t-shirts as well *(we've already fixed this)*

**Future improvements:**

- My mom said that it would be nice if we have a size guide, so she'd be able to check if the size is ok.