INCREDIBLE T-SHIRT

the problem

The problem we identified is that buying new clothes made from sustainable materials can often be a struggle. Users have to do a lot of research before they can actually buy the product they like. We wanted to give all this information to our users directly using only our platform.

We also noticed that online shopping websites tend to be complicated and it takes a lot of this to buy something. That's why we decided our app to be easy to use, intuitive and help users buy an item in the shortest time possible.
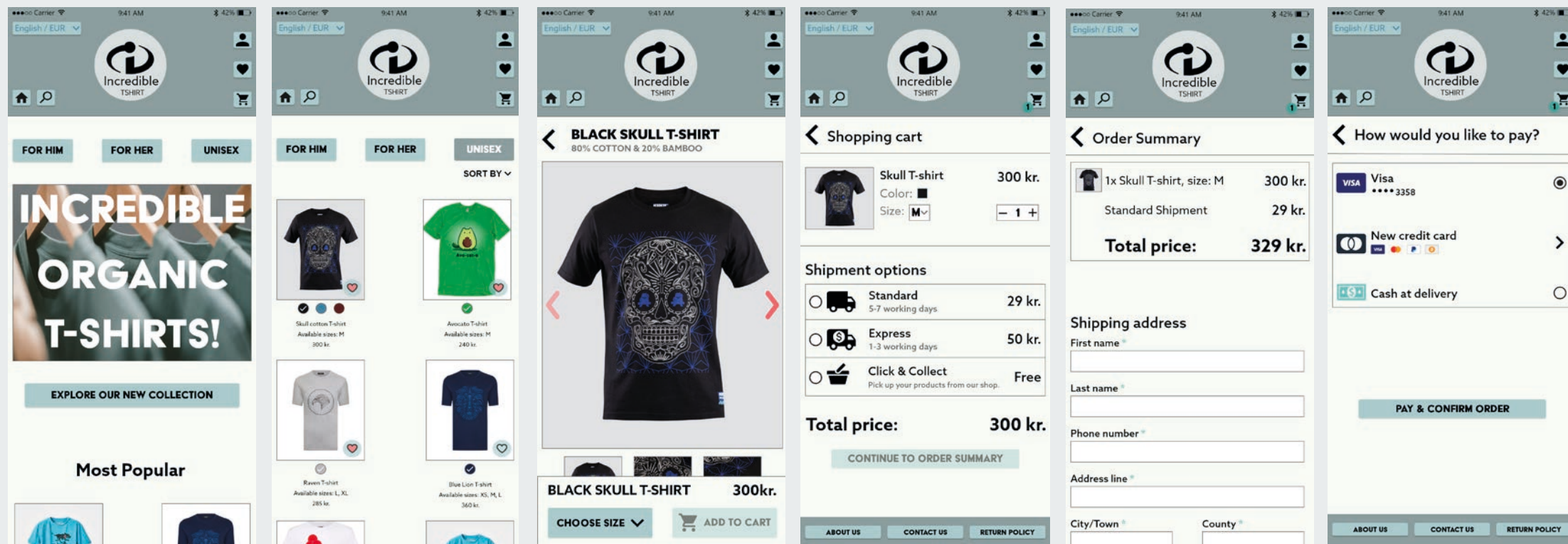
the solution

We designed an app for an online T-shirt shop. We can divide the app in three parts and one additional feature - favorites.

1st part: shopping flow

We applied solutions that let our client go through the process of buying a T-shirt in a fast way. Of course, it takes more time during the first purchase, but after signing up in the app our client is able to save their addresses and payment methods.
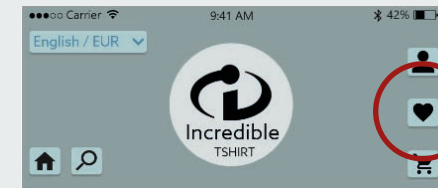
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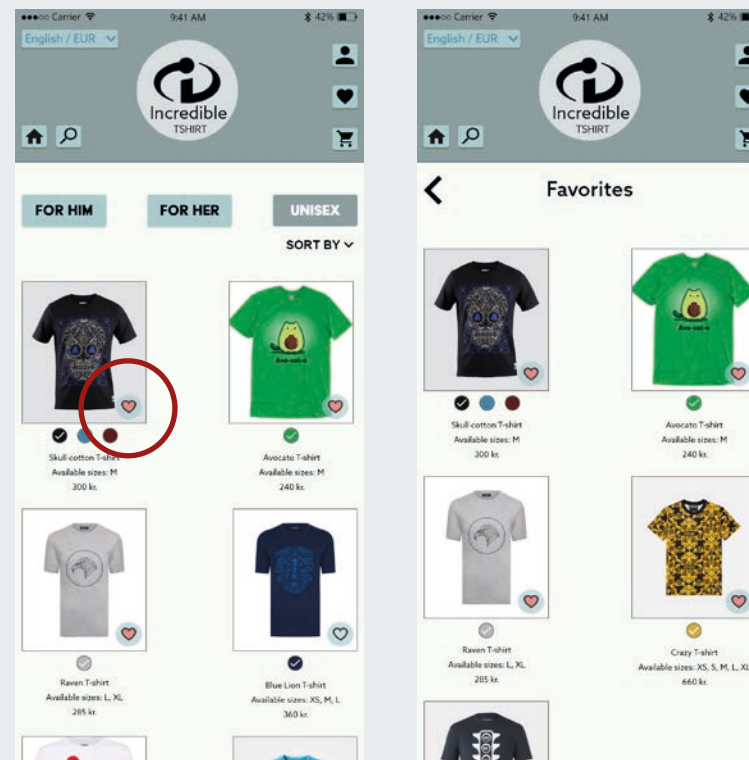

Additional feature: favorites

"Favorites" is another solution that might help speed up the buying process. Next to each item in the list view there's a heart that the client can click and save the item to his favorites. This means that the item will be saved for later without putting it in the shopping cart. An item can be deleted from the favorites by "unclicking" the heart next to it.
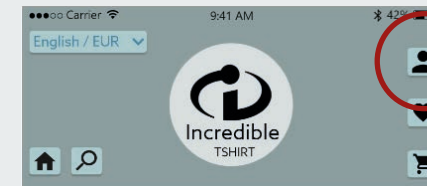

Favorites

the solution

We designed an app for an online T-shirt shop. We can divide the app in three parts and one additional feature - favorites.
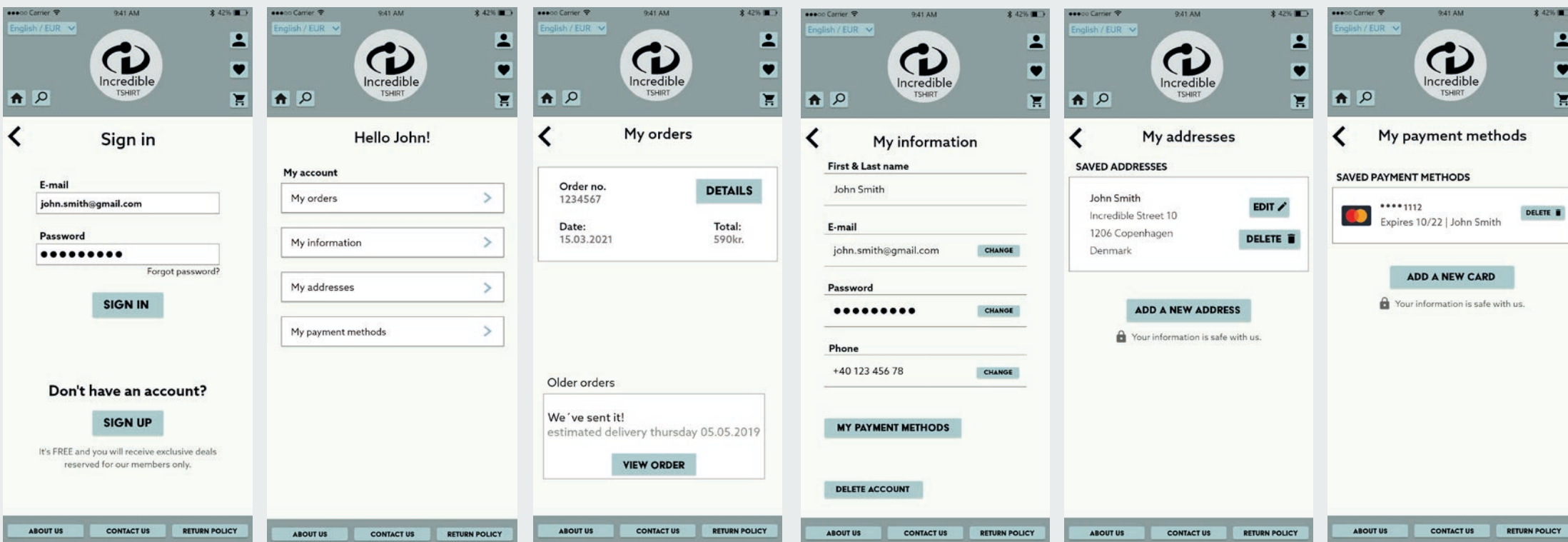
2nd part: my account

All of the saved personal information can be found in the "My account" tab.
In there client is able to add, edit and delete any saved data.
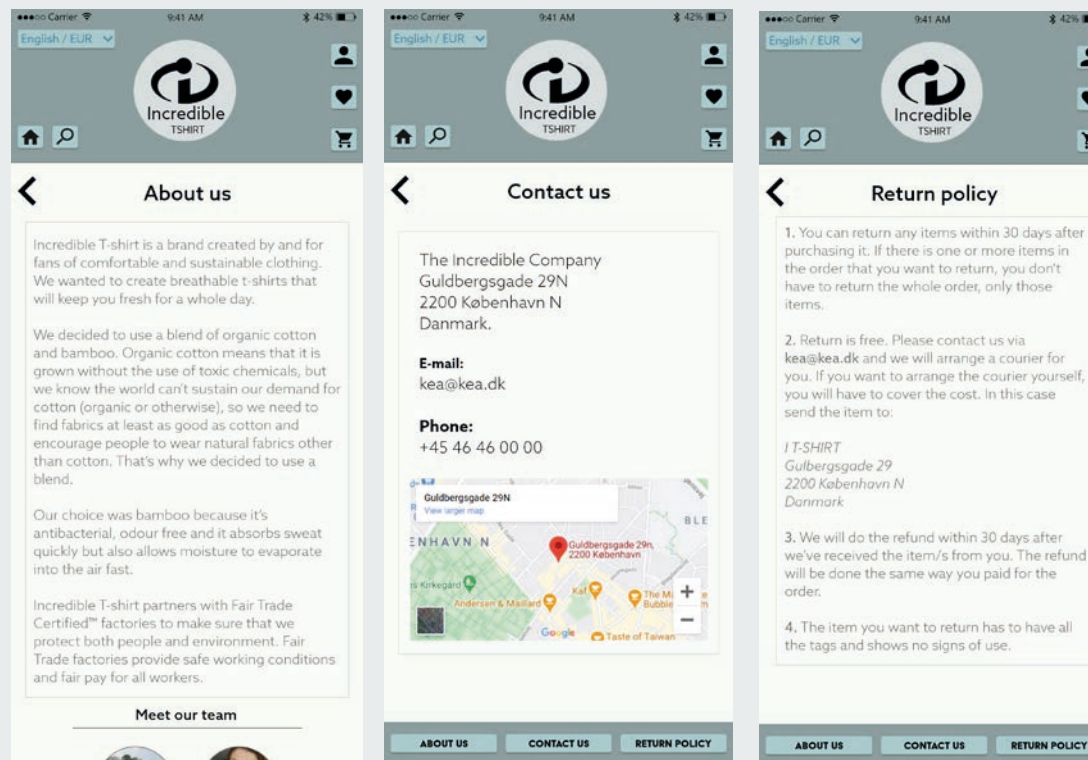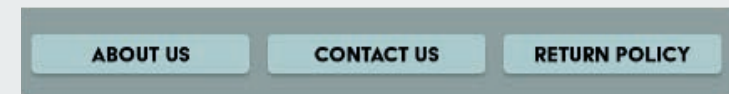

My account

the solution

We designed an app for an online T-shirt shop. We can divide the app in three parts and one additional feature - favorites.

3rd part: footer

In the footer the client can find all necessary information about our company and also our return policy.
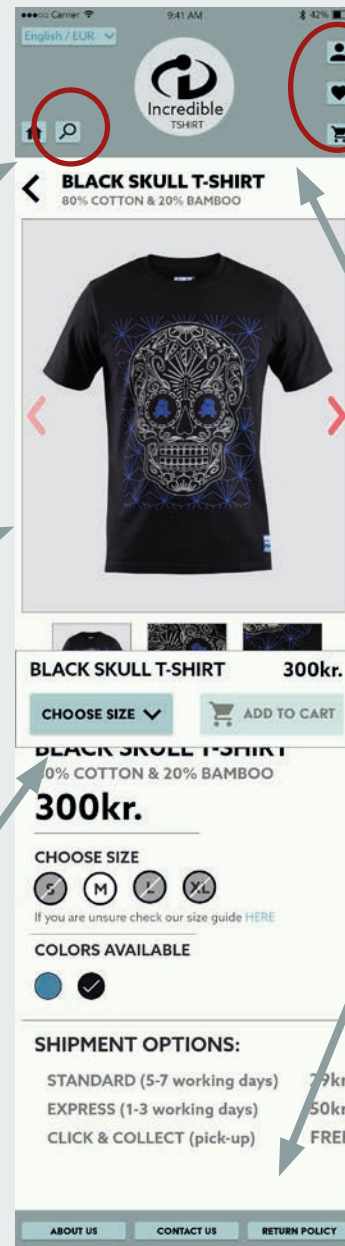
| UX details

We added a search bar to the header which helps clients find anything at any time.

We incorporated big pictures in our product view to help clients see all the details of the product.

A fixed menu where the client can change the size and continue to check out at any point while viewing the product.

Our global menu is composed of three buttons: my account, favorites and shopping cart.

Header and footer are present on every page and give easy access to all of the pages outside shopping flow.

Incredible TSHIRT

BLACK SKULL T-SHIRT
80% COTTON & 20% BAMBOO

BLACK SKULL T-SHIRT   300kr.

CHOOSE SIZE ∨   ADD TO CART

BLACK SKULL T-SHIRT
80% COTTON & 20% BAMBOO
300kr.

CHOOSE SIZE
S   M   L   XL
If you are unsure check our size guide HERE

COLORS AVAILABLE

SHIPMENT OPTIONS:
STANDARD (5-7 working days)   79kr.
EXPRESS (1-3 working days)   50kr.
CLICK & COLLECT (pick-up)   FREE

ABOUT US   CONTACT US   RETURN POLICY

visual design

Our app`s visual design is not only about making UI look good. Our goal was to create and make the general aesthetics of the product consistent. Colors, contrast and product display attract client's attention. We know that when users cannot find what they are looking for in our app, they will leave and never return.

Moreover we tried to make the font well visible, so that users with vision problems can also get a clear view.
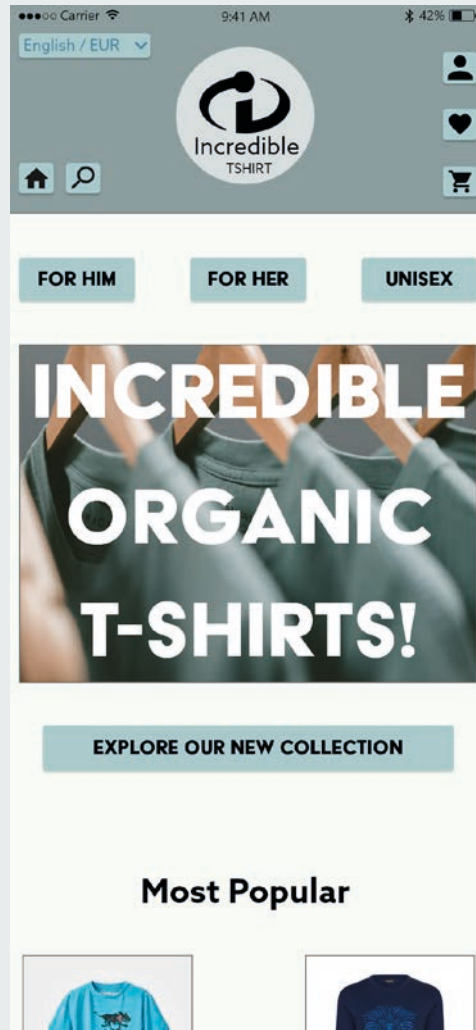
We wanted our design to be clear and intuitive, that's why we used big buttons and a combination of contrasting colors.

We used nounces of the color green which is a color associated with refreshment, peace, rest and security. We also used blue for professionalism.

Our personal experience made us think that nowadays most of the apps are created using minimalistic design. We wanted our app to stand out, that's why we decided to make it much more colorful. Another reason for that was that it matches our colorful and non-minimalistic t-shirts. We created a colorful visual design that attracts the attention of the user.

content decisions

Overview of our content decisions and the reasons to have them in our app.
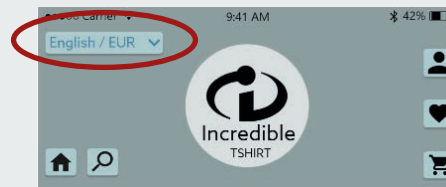
Incredible TSHIRT

favorites

we found it useful because we all use this feature when we do shopping online. We use it e.g. when we want to buy an item but we find it too expensive, so we add it to favorites to check if the price has dropped.

change language & currency

we wanted our app to be global and available also to non-english speakers

categories: for him, for her & unisex

we decided to make the simplest categories possible (another way to make buying a t-shirt fast) - male and female, but we didn't want to exclude anyone. That's why we decided to add the third category - unisex, where everyone is welcome regardless of the gender.

FOR HIM   FOR HER   UNISEX

link to our XD prototype: https://xd.adobe.com/view/904845ec-45ee-455f-8387-517ef5034845-c51b/?fullscreen

content decisions

We added some more content based on our tests. For example after conducting the think aloud test, one of our users suggested we should have a size guide while another told us that they would like to have "click & collect" as a shipping option.