Beads Factory BKK app design
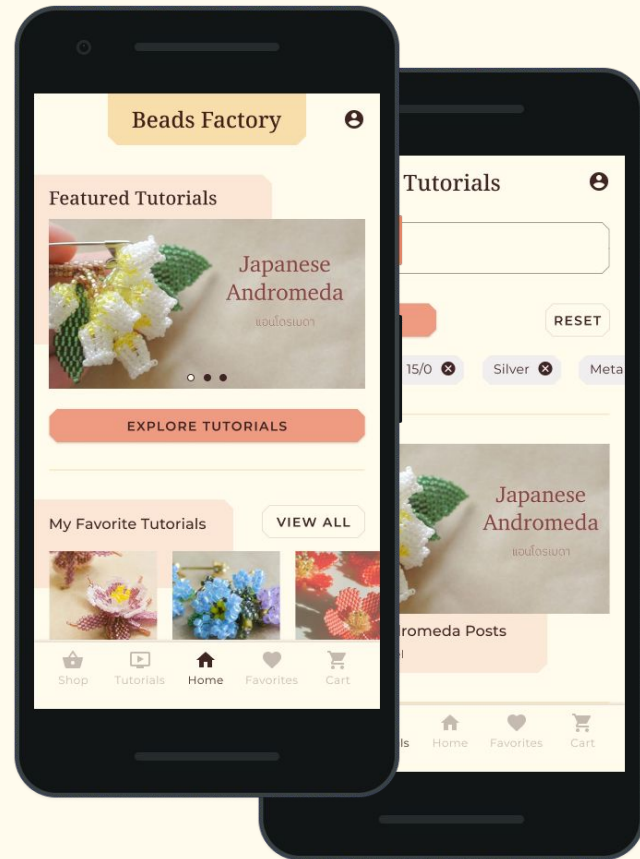
Jen G

Project overview

The product:

Beads Factory BKK is a local beading craft store in Bangkok, Thailand. They offer a wide range of high quality beads and beading supplies. Beads Factory BKK targets both beading hobbyists as well as makers who sell their beaded creations.

Project duration:

April 2021 to July 2021

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Project overview

The problem:

Customers want an app experience that offers a wide range of beading products as well as tutorial videos for beading projects.

The goal:

Design an app for Beads Factory BKK that allows users to easily find the supplies they need to start their next beading project.

Project overview

My role:

UX designer designing an app for Beads Factory BKK from conception to delivery

Responsibilities:

User research, conducting interviews, creating low- and high-fidelity wireframes, low- and high-fidelity prototypes, conducting usability interviews, accounting for accessibility, and iterating on designs.

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Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

Google

User research: summary

I conducted interviews and created empathy maps to discover the needs and motivations of the users I'm designing for. A primary user group that I identified was adult women who sell beaded jewelry part time in addition to their main jobs.

Through user interviews and surveys, I discovered other needs of the Beads Factory BKK users, including the desire to more easily identify which supplies were needed for posted tutorials and an easy to find overview of past orders, so that users can re-order the same supplies multiple times.

User research: pain points

1

Shop Organization

The layout of the website in regards to shopping for beads and bead supplies is confusing. There are no filter or sort options, and no way to easily compare products.

2

Video tutorials

Video tutorials are posted on social media channels only, not on the website. Since shopping can only be done on the website, it can be difficult to create a comprehensive list of necessary supplies for a project.
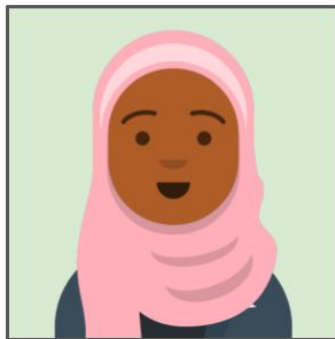
3

Repeat orders

The account section of the site does not allow users to easily reorder the same supplies. There are no notifications for items that are out of stock, and no way to request a restock or request information regarding restocks.

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Persona: **Natara**

Problem statement:

Natara is a scientist, beading hobbyist, and loving aunt who needs captioned tutorial videos with relevant materials listed, because she wants to be able to start projects quickly and easily.

"I enjoy beading as a creative outlet. I'm inspired by my work and my family."

Goals
- Natara is established in her field and is looking forward to giving lectures again
- She wants to balance her work life with her other passions, such as beading and spending time with her family

Frustrations
- When Natara is inspired by a post she finds on Bead Factory's Instagram or Facebook, she has trouble finding the same beads to order on their website

Natara Nawarat

Age: 38
Education: PhD in Biochemistry
Hometown: Chiang Mai, Thailand
Family: Sister, two nieces
Occupation: Scientist

Natara is a scientist who lives in Chiang Mai. She is close to her sister and loves doting on her two nieces. She enjoys beading as a hobby. Natara likes to use Beads Factory's social media accounts for inspiration and wishes it was easier to buy beads that correspond to the videos/images of projects the shop posts.

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User journey map

Mapping Natara's user journey revealed how useful the app would be if it included an easy way to add relevant materials for a project to the user's shopping cart.

Persona: Natara

Goal: Order supplies for a beading project

ACTION	Find inspiration	Select supplies	Create account	Receive supplies	Create project
TASK LIST	Tasks A. Like a post by Beads Factory BKK B. Follow Beads Factory C. Visit website	Tasks A. Navigate website, use translation plugin B. Find the right beads/supplies C. Add to cart	Tasks A. Enter information B. Search for discount C. Apply first-time discount code	Tasks A. Receive shipping notification B. Track order C. Make sure all supplies arrive in the package	Tasks A. Look up instructions B. Make the project C. Upload pictures of finished project and tag Beads Factory
FEELING ADJECTIVE	Excited to start a new project Intrigued by Beads Factory's posts	Overwhelmed by all the offerings Confused with some translations	Annoyed that checkout flow was disrupted to find coupon	Anticipating arrival of supplies Confusion about the order status	Frustration with complex instructions Proud of her finished project
IMPROVEMENT OPPORTUNITIES	Posts include a written list of all relevant supplies with links instead of relying on descriptions in the image	Free instructional videos with written captions in Thai and basic English Offer site in Thai and English language, with relevant alt text	Apply first-time discount automatically	Send notifications via user-selected method: voice, SMS, email Offer accurate tracking, notify users of problems with orders	Offer project help with a messaging feature that allows emojis and image uploads

Google

Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

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Paper wireframes

For the initial paper wireframes, I wanted to design a homepage that felt like a personalized, inspirational starting point for the user. The paper wireframes allowed for quick ideation and let me explore a range of layouts.
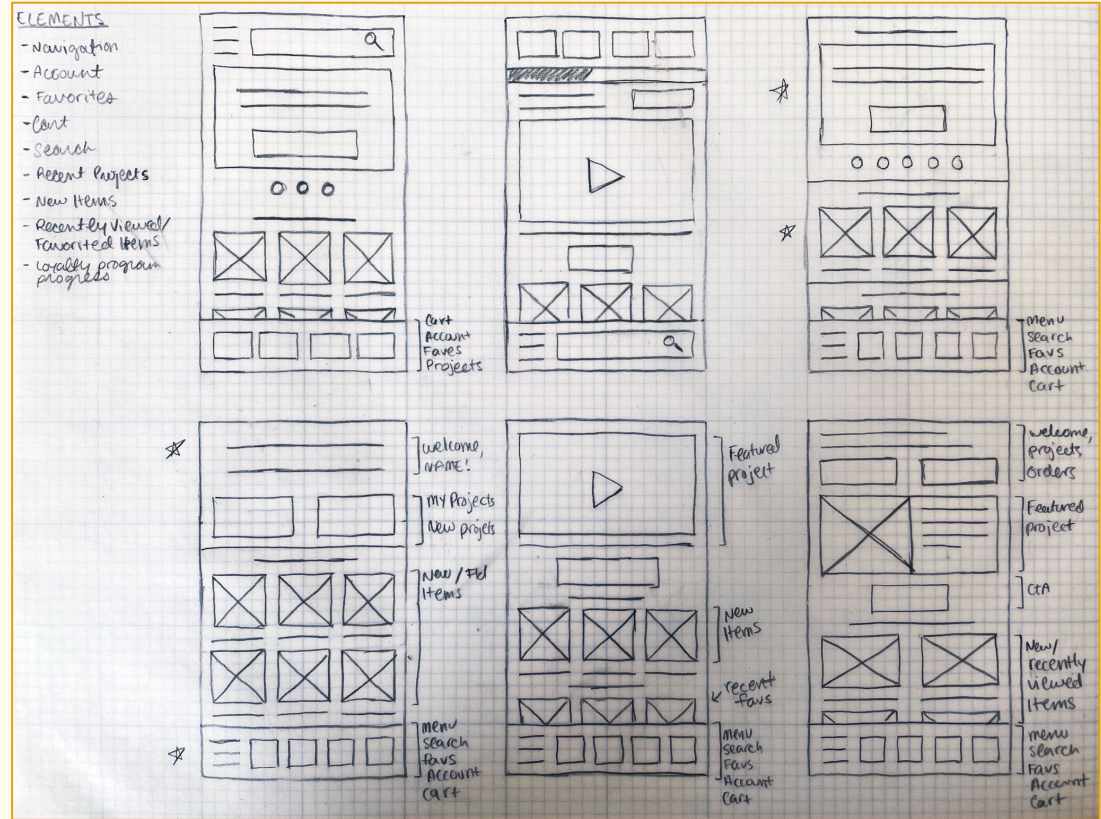
Digital wireframes

As I refined adapted the paper wireframes into digital wireframes, I made sure to keep my users' needs in mind.

The Projects CTA buttons at the top make it easy to get started finding inspiration for a new project

My Projects

Explore Projects

Featured

• • •

Recently Viewed Items
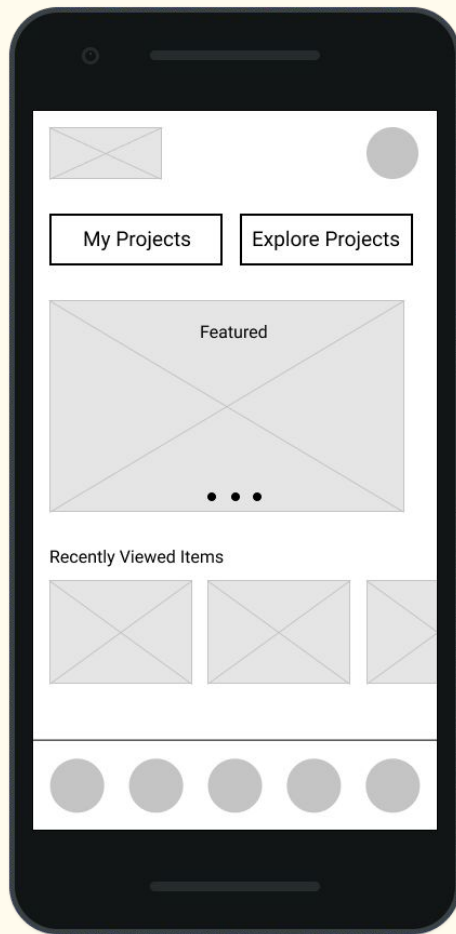
Users can easily revisit items they were viewing last time

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Digital wireframes

The projects/video tutorials page needed to have filter and sort options that would make finding a project simple and enjoyable.

Filter tags to easily narrow down the list of projects
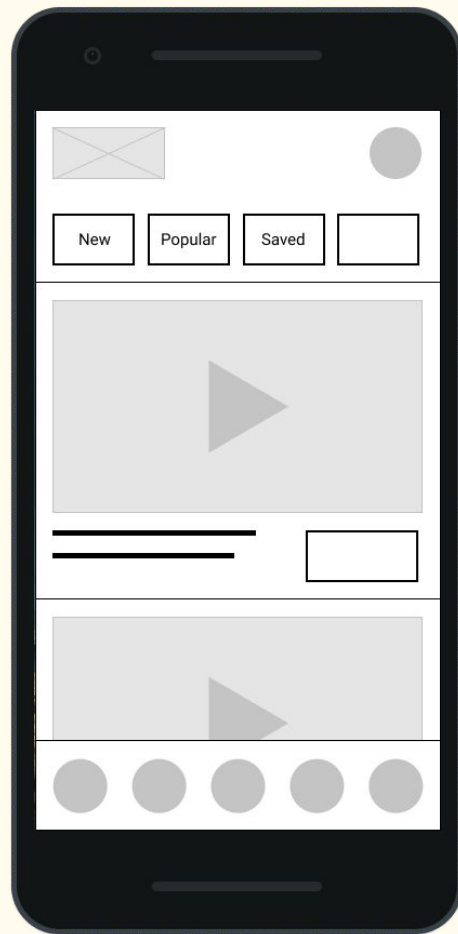
Low-fidelity prototype

I created a low fidelity prototype in Figma that outlines the user flow of choosing a tutorial, adding the necessary materials to the cart, and checking out.
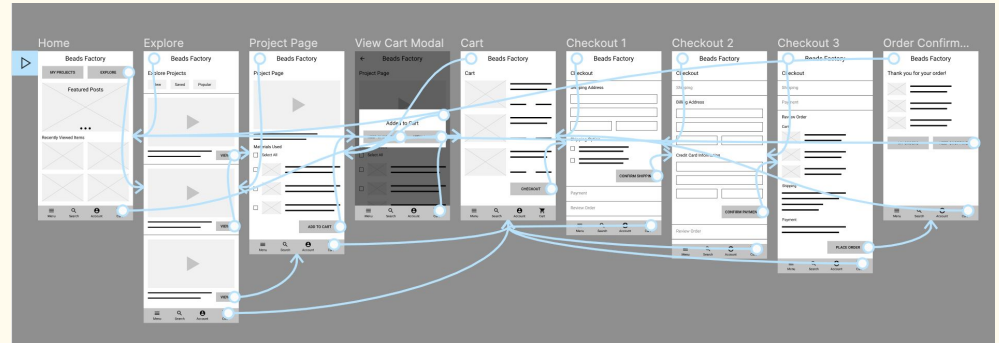
View the Beads Factory BKK [low-fidelity prototype.](#)

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Usability study: findings

I conducted two usability studies. The first used low-fidelity prototypes and helped me find areas to improve the user journey of the main user flow. The second study used high-fidelity prototypes and revealed which aspects of the user experience needed to be refined.

Round 1 findings

1. Users want better filtering and search options

2. Important buttons are easy to miss because of the layout

3. The home screen layout has too many same-level options

Round 2 findings

1. Project and product thumbnails need to be more descriptive

2. Search bar should be added to shop and tutorials pages

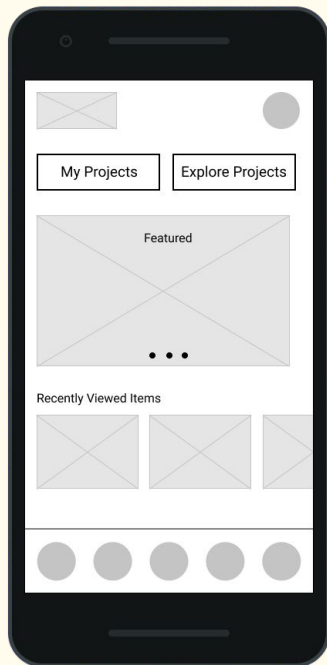3. Back buttons are needed on all pages

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Refining the design

- Mockups
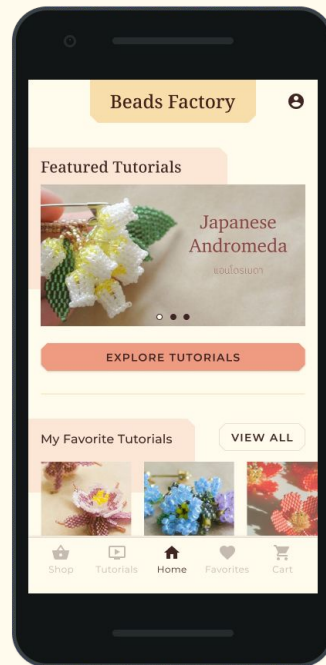
- High-fidelity prototype

- Accessibility

Mockups

Early designs placed two buttons at the top, but users had a hard time choosing one or the other. The updated mockups emphasize tutorial exploration, while the saved list is secondary.
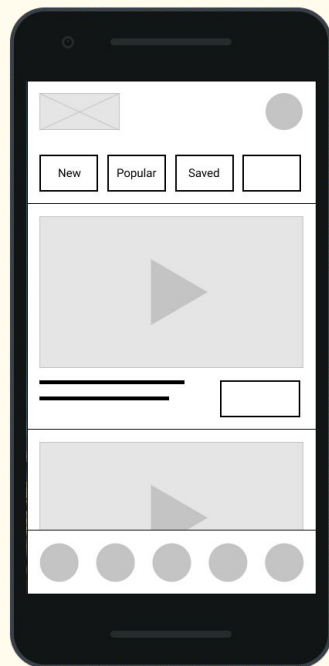
Before usability study
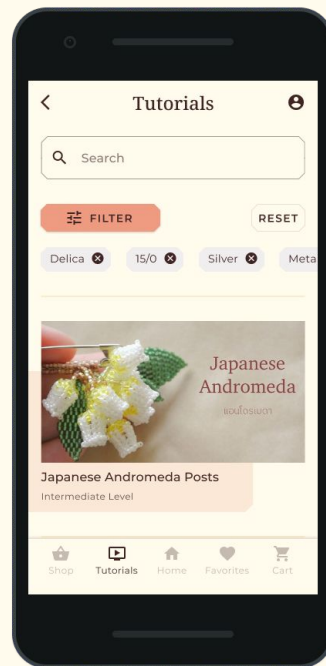

After usability study

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Mockups

The initial designs did not have enough options for sorting and filtering the tutorial results. In addition, the inline videos meant that users were far less likely to open the tutorial page and complete the user flow.
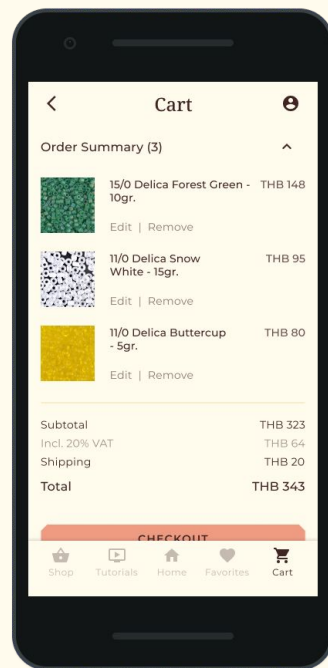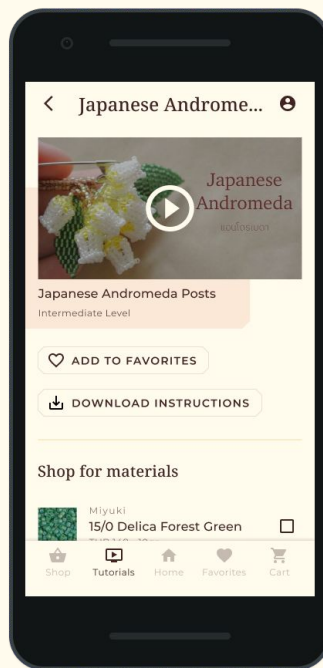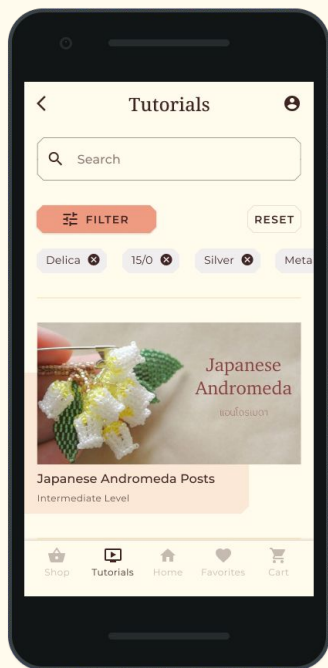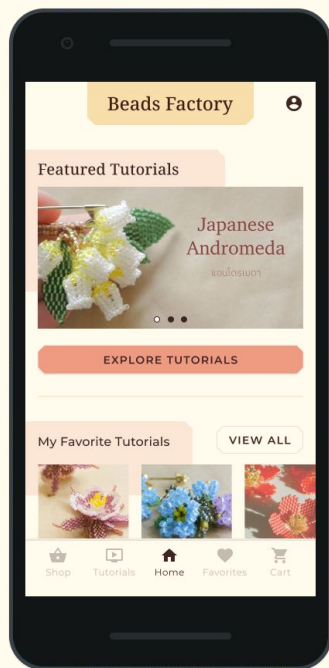
Before usability study

After usability study

Tutorials

Search

FILTER   RESET

Delica   15/0   Silver   Meta

Japanese Andromeda

Japanese Andromeda Posts
Intermediate Level

Shop   Tutorials   Home   Favorites   Cart
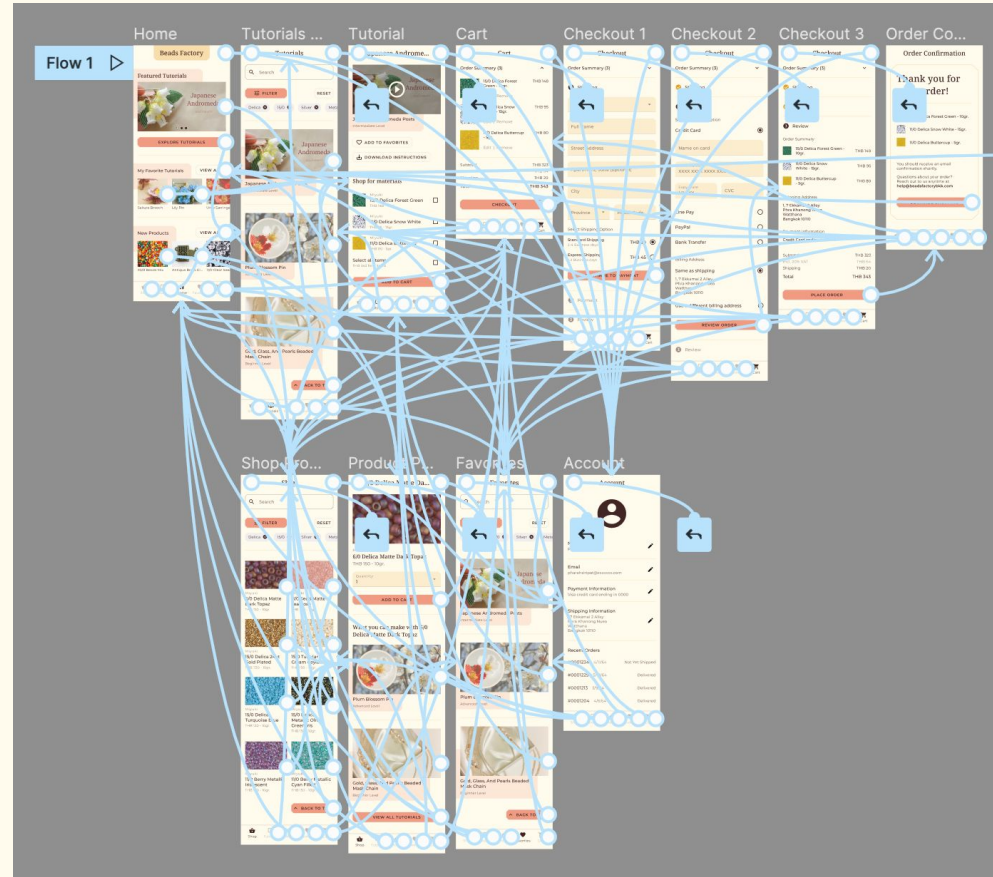
New   Popular   Saved

Google

Key mockups

High-fidelity prototype

The high-fidelity prototype addressed user concerns relating to the process of choosing a project or product from a large list.

View the Beads Factory BKK high-fidelity prototype.

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Accessibility considerations

1

Be aware of color choice and contrast concerns for visibility throughout the app.

2

Use icons and clear imagery throughout the app to make navigation and selection easier.

3

Make sure all relevant information is presented in a way that is easy to view and be read by screen readers.

Going forward

- Takeaways
- Next steps

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Takeaways

Impact:

The Beads Factory BKK app redesign offers a comprehensive experience that leads a user from inspiration to creating their beaded piece.

Quote from a study participant:

"There's so much information here, but it doesn't feel overwhelming. I'm inspired to start a new project!"

What I learned:

My initial ideas regarding what users needed from the app were close, but usability studies and design iterations helped me create designs that really meet users' needs in specific ways.

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Next steps

1

Conduct another round of usability studies to try and discover any lingering pain points in the app design.

2

Conduct more research to improve on the design and determine if additional functionality is needed.

3

Conduct more accessibility audits to make sure the app is suited for all users, regardless of ability.

Let's connect!

Thank you for your time reviewing my work on the Beads Factory BKK app! If you would like to see more or get in touch, my contact information is provided below.

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