

03.02.01

EARLY PROTOTYPES



Spicy Team

Edgars Gerhards

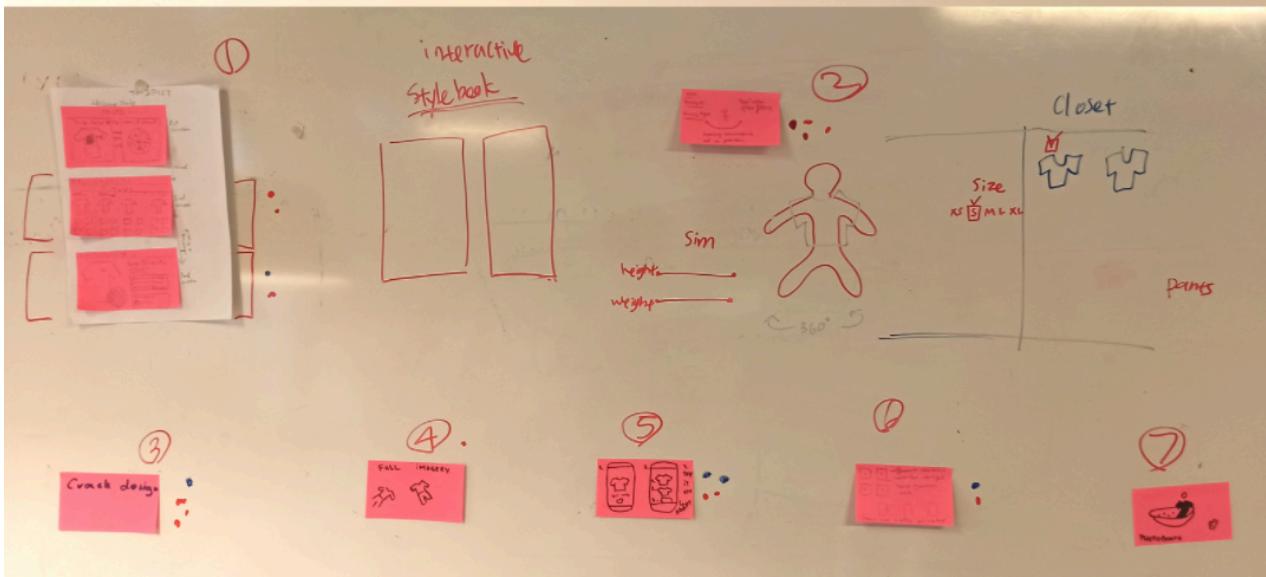
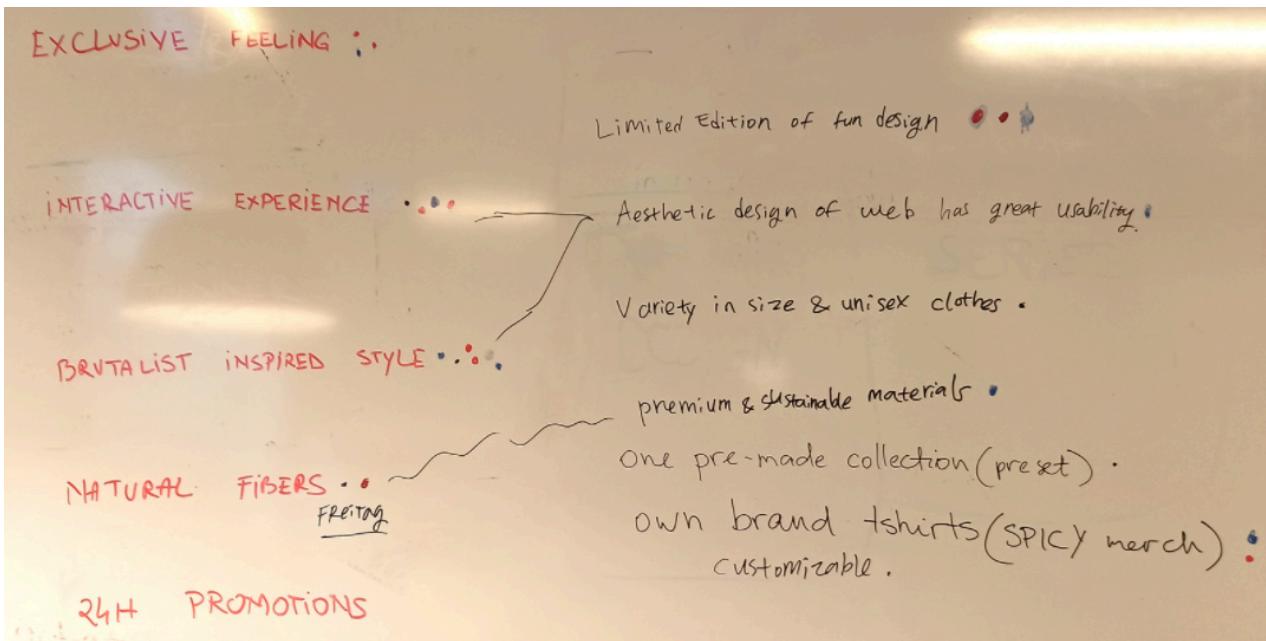
Marcin Grygo

Sarah Grau

Simona-Isabela Hritac

Yejin Youn

Early process and sketches - discussion

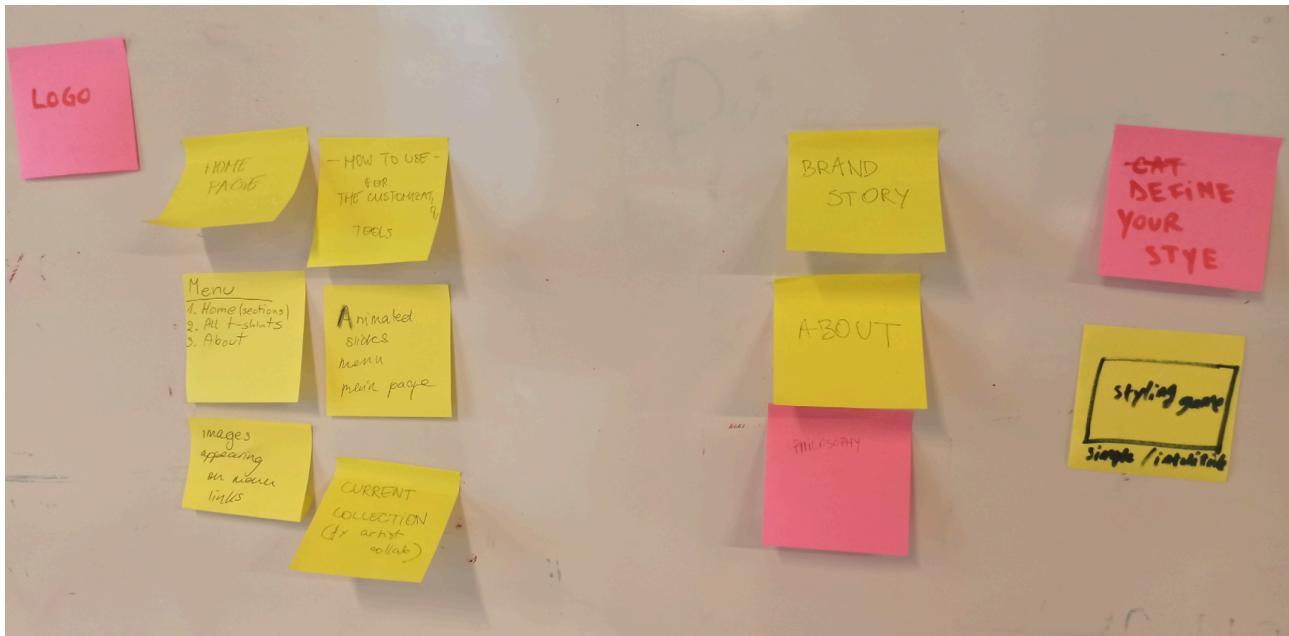


First of all, we had to explore different design styles we wanted to create for our interface. The interactive and brutalist styles spoke to us so we decided to keep it in that direction.

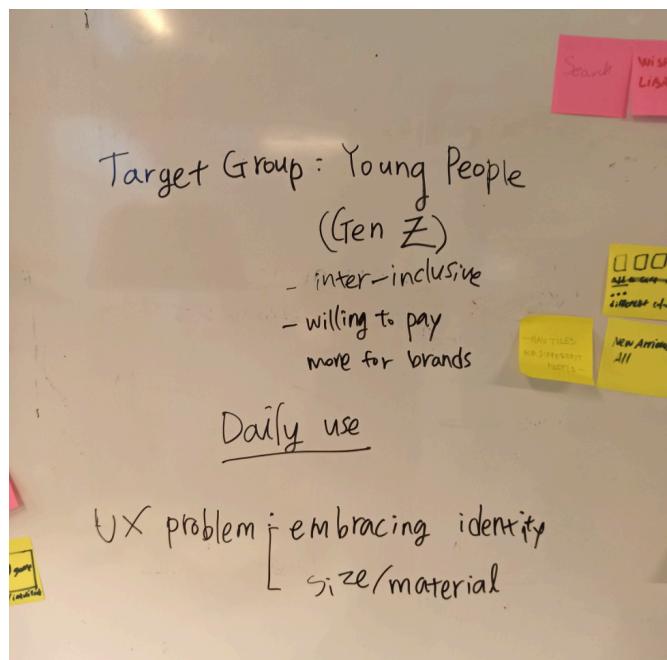
We had to gather our 8's sketches with our own personal ideas and we also attributed roles to each other before starting the discussion to make the group dynamic work. Which is something we were introduced to with the lightning demo.

The sticky notes were helpful because we could all put our inputs and reflect on which ones we would like to keep, we had to organize them, sort them and eliminate the ones that we weren't going to use by voting.

We also had to target a certain group of people where our UX problem would be relevant to them.



The most tricky part was for all of us to agree where which element would go on the interface and so on. We had to use logic and common knowledge but UI Design conventions as well.



Storyboard



The user's experience while interacting with the website is massively important. We had for target, people who find themselves unlucky shopping online because webstores aren't inclusive.

Our philosophy is to make online shopping accessible and enjoyable for everyone. We created a small storyboard where the main character is struggling with her wardrobe and feels like she lost her sense of style. Then her roommate introduces her to our website and she's super stoked about our playful and interactive website.

Online webstores are most likely to have as an illustration of the product one mannequin that has certain measurements and it's difficult for the customer to picture their selves wearing the item.

Solution based on Data Research

Interview Quote

"When buying online, it's difficult to know if I like the fit. That is why I need to try it in the physical store." Kaynat, 20 Female

Online fitting room



360

ADJUST THE MANNEQUIN TO SEE
HOW IT WILL FIT

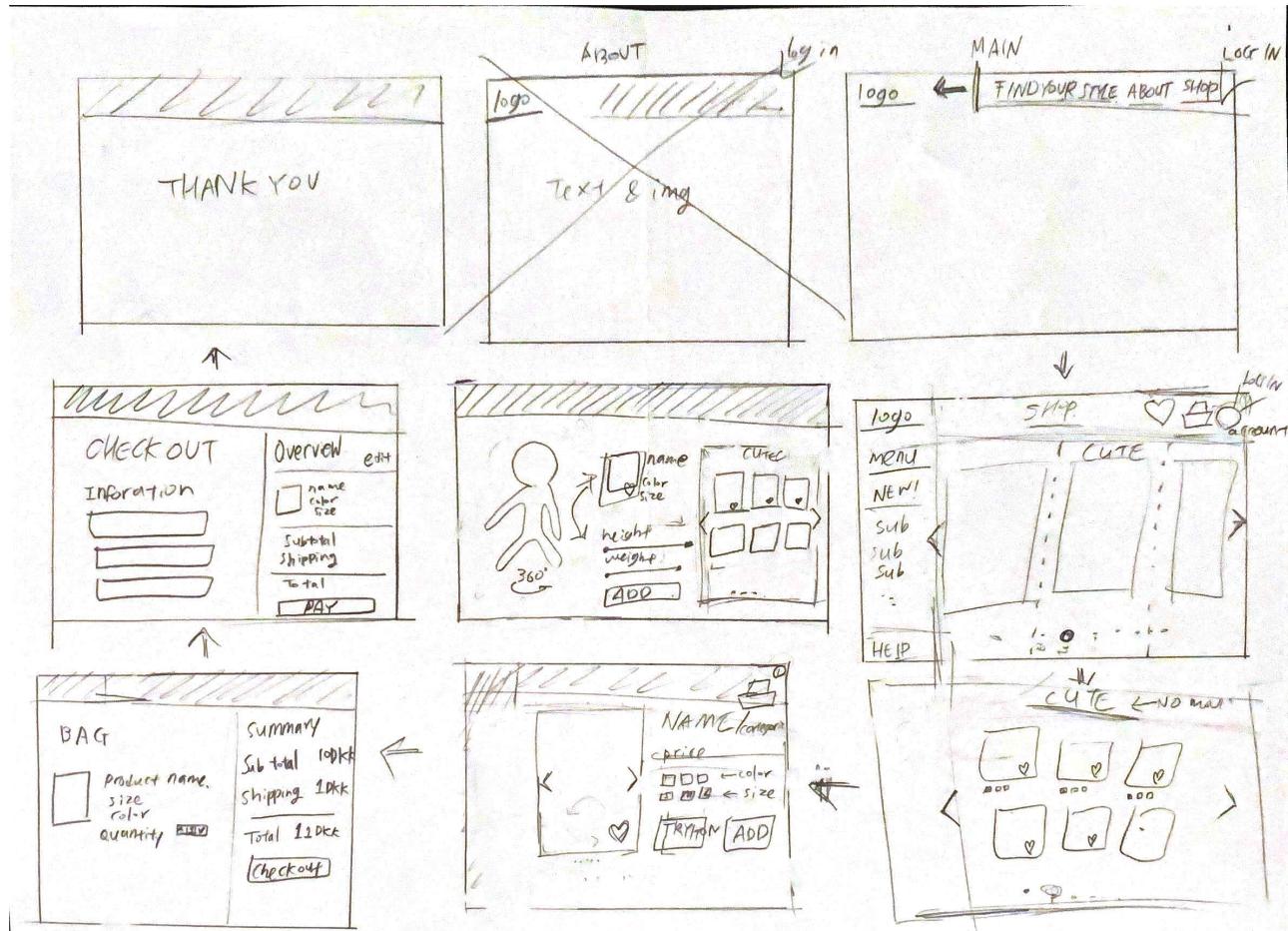


On our website, however, we chose to include a digital mannequin that the customer can choose to resemble their own body and/or see how their chosen fit and size would suit their body type.

We chose to include tools for adjusting the person's height - as well as their desired t-shirt fit. The mannequin will automatically adjust as the cursors are being moved.

Paper Prototype + Test

In order to execute and develop our idea with all the different tools, we had to do some serious planning. Therefore, after creating the storyboard and defining our store's idea, we moved on to create a paper prototype of our website and test it on several respondents in order to see if the initial plan of the created site works and is understandable.



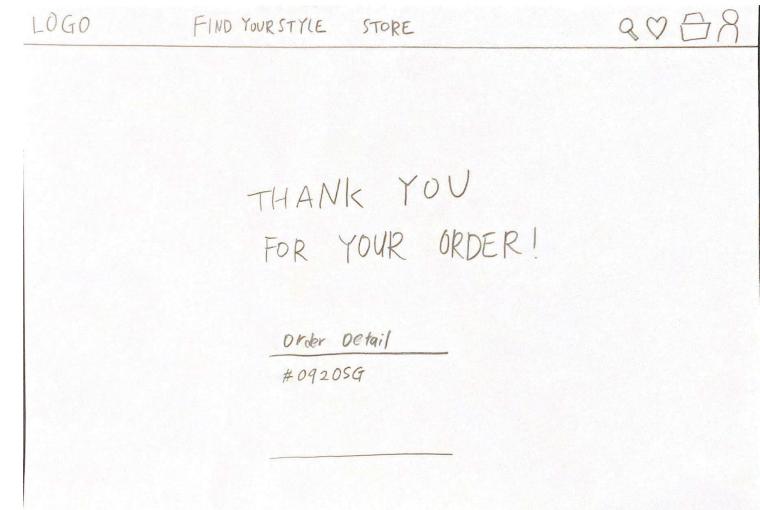
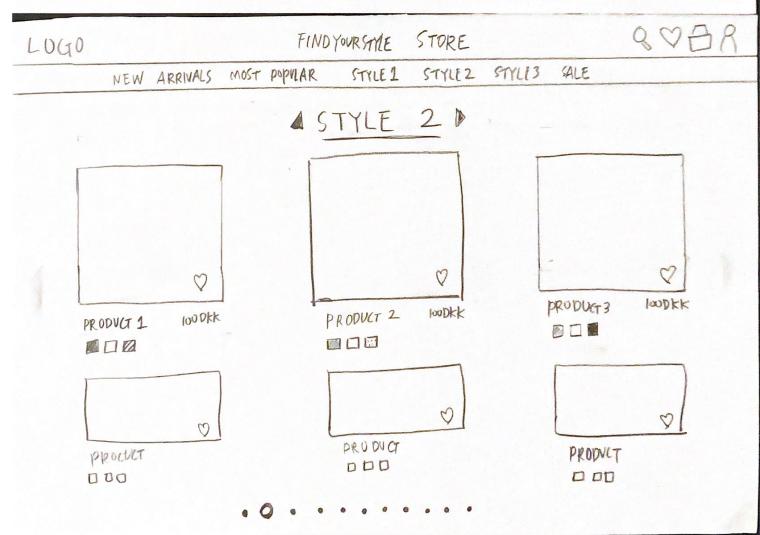
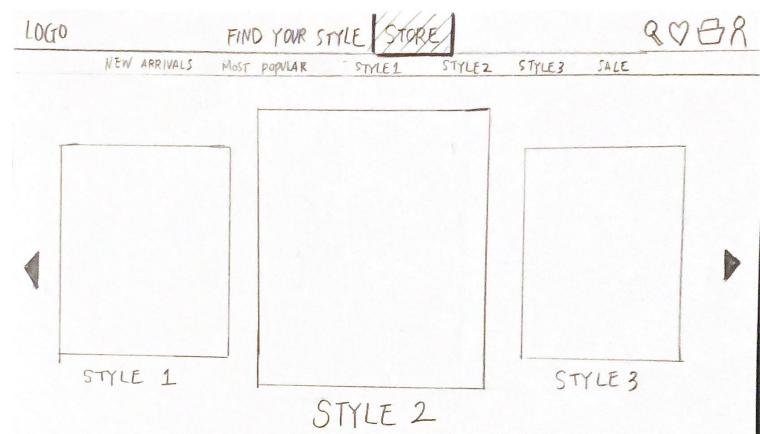
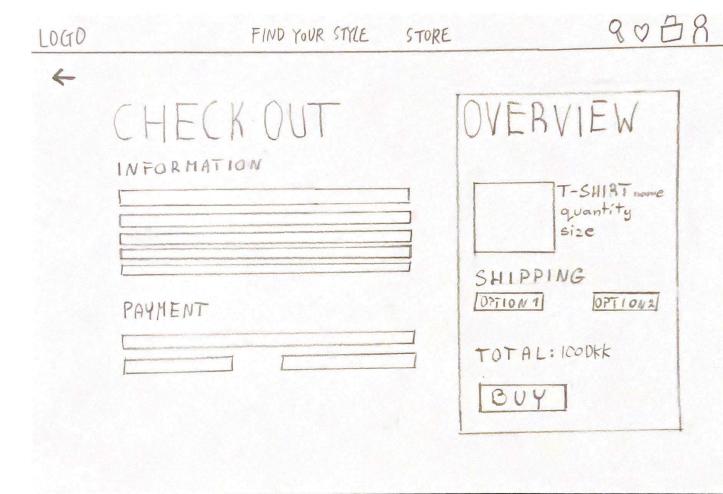
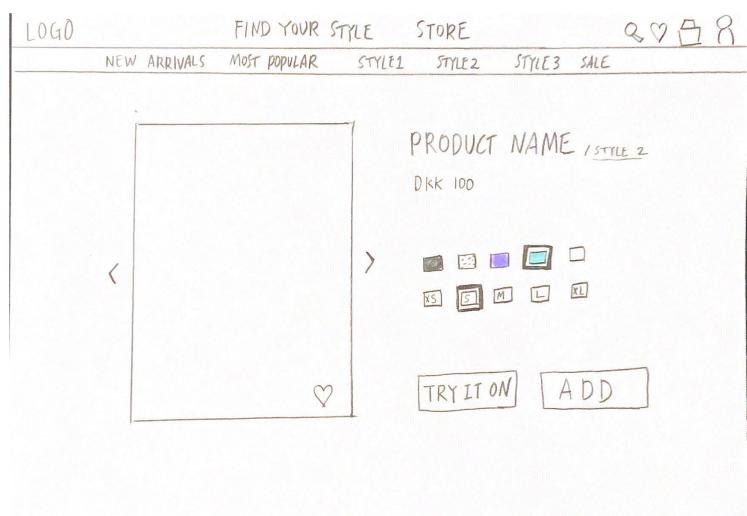
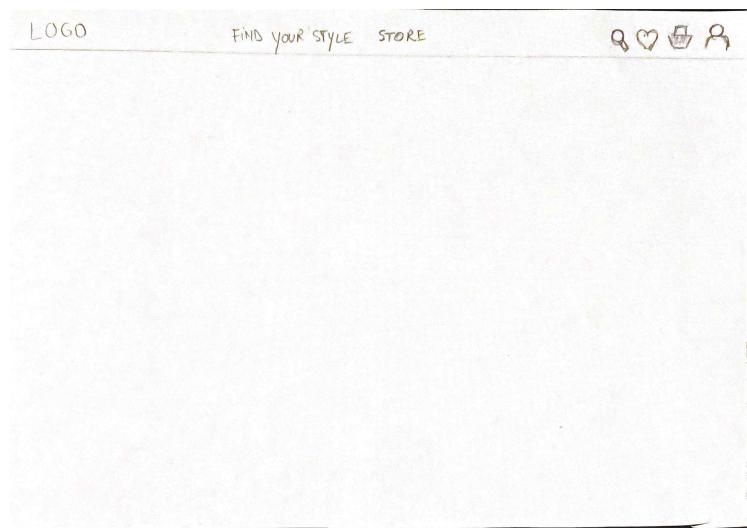
Initial sketch

Tests

The three tests of the prototype were filmed (with the respondents' consent) in order to not lose the feedback that was given by the participants. The filmed tests can be accessed through the following links:

- <https://youtu.be/H2uOGt11TMc>
- <https://youtu.be/yc8KzVinW3U>
- <https://youtu.be/d8ijywIksiiU>

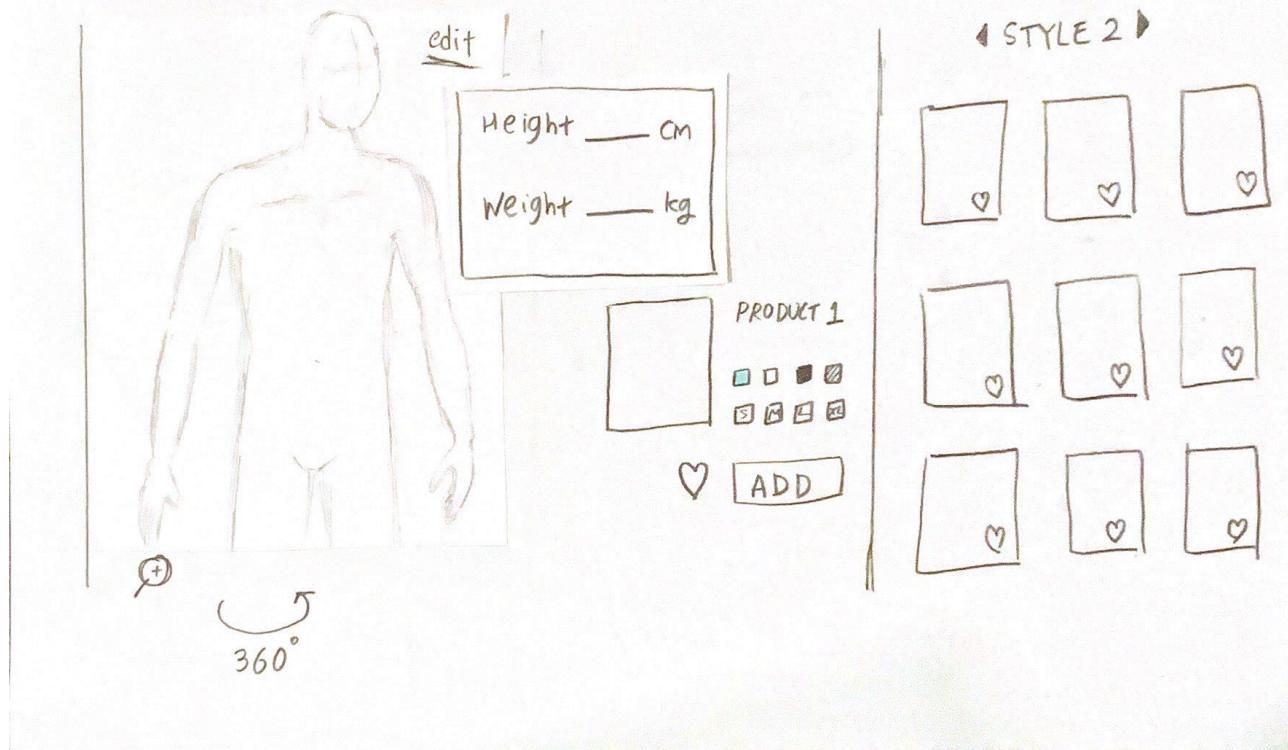
Full Paper Prototype



LOGO

FIND YOUR STYLE STORE

Q ♥ ⏺ R



A hand-drawn wireframe sketch of a user interface. It features a "LOG IN" section with fields for "Email Address" and "Password", and buttons for "LOG IN", "TOP GOT PASSWORD?", and "CREATE ACCOUNT". To the right is a "YOUR CART (2)" section showing two items in a shopping cart, each with a "SIZE" dropdown set to "2XL", a "CITY" dropdown set to "DKK", and a "SELECT SIZE" button. Below this is a "SHIPPING FEE" section with "TOTAL" and "DKK" fields, and a "TO CHECKOUT" button. At the bottom, there is a "TAGLINE!" section, a "CONTACT" section listing "PAYMENT", "SHIPPING", "RETURN Policy", "SIZE GUIDE", and "GARMENT CARE", and an "ABOUT US" section.

2022 SPICY

DESIGNED BY SPICY

Final XD Prototype Link

<https://xd.adobe.com/view/7327ffd3-fe30-4f85-a02b-0e6086d16494-2674/?fullscreen&hints=off>

Test Report Brief

Brief T shirt online store testing

Project title SPICY TEE

Project roles

Test Moderator: Yejin Youn

Test video/audio responsible: Edgars Gerhards

Team members documenting: Yejin Youn, Edgars Gerhards

Key stakeholders

Brian Christopher Everitt

Kirsten Marie Grønborg

Key dates and times

Recruitment done by: 18 March 2022

Tests planned for: 18 March 2022

Documentation ready: 18 March 2022

Background / current situation

Short description of your concept

TEST

Test type: Online

Test subjects: 3 classmates

Target group: Young People (Gen Z) inter-inclusive; willing to pay more for brands

Recruitment criteria: Describe the "must-haves" for your test subjects

Test areas

- Purchasing Products
- Simple Function
- "Find Your Style" Function
- Log-in, Wishlist, Purchase Your T-shirts from wishlist

Output

Metrics (self-reported ease-of-use, task success rate, other?)
Video and screen recordings?
Observations?

Main Findings

1. "Find Your Style" page was complicate to use. Too many functions with too little description of how to use.
2. Confusing menu name. Some users assumed menu name <store> would be an information about "location of different physical stores".
3. The order of section affect customers when visiting different sections. <Find Your Style> section comes before <Store> section and customers tend to prioritize to check out <Find Your Style> page than actual shopping page.
4. On <Wishlist> it will be easier if customers can add products right away to their <Bag>
5. Felt lost when they were on product page, had difficulty finding out how to go back
6. Wanna see reviews
7. Users found it confusing when they clicked <Try it on> of specific product and there was also option to choose other products as well.
8. On check-out there should be separation between Personal Information section and Delivery information section.
9. Users found it confusing that there are 3 different categories on one page. For example, when they click <Most Popular>, They expect to see only <Most Popular> not the one before and after.
10. Too much information when there are 3 different categories on one same page.

Future Improvements

In our main findings, we've been told that the "find your style" page was actually a bit difficult to use. I guess we could tone it down and delete some features so it's easier to navigate throughout the website.

The "store" button could use another name for it, because it can be mistaken for locations of a physical store. We should also definitely add a review section where customers could write what they thought of the product(s).

The menu/navigation bar could use more detailed sections.

SPICY TEE

REALLY COOL
DESIGN

DEFINE YOUR SPICY STYLE WITH US

ASTONISHING
PICTURES

Scroll down



Rest results links

Think-aloud Test 1

<https://www.youtube.com/watch?v=bz8dsFulW7I>

Think-aloud Test 2

<https://youtu.be/kEOlZhabMOU>

XD Feedback Test

<https://youtu.be/XYfPCpkkLF4>

Quiet Test

<https://youtu.be/8-FegGm5v6U>