

# The True Cost of Returns

DES157B

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Overview

# Overview

Initially sparked by a personal interest in fashion and online shopping, the project began by examining consumer frustrations, such as poor fit, inaccurate product images, or unexpected material quality, that often lead to returns. However, what appeared to be a minor inconvenience was revealed to be a much larger issue. The environmental and economic costs of clothing returns are often invisible to the average consumer, yet they have a significant impact. Items returned are not always resold and may be discarded, contributing to waste, carbon emissions from shipping, and increased resource consumption.

# Overview

The target audience for this project includes everyday online shoppers, particularly those interested in fashion, who may not be aware of the environmental footprint of their shopping habits. The goal is to raise awareness and provoke reflection, offering a different lens through which to view a familiar behavior.

# 01

## Initial Sketches

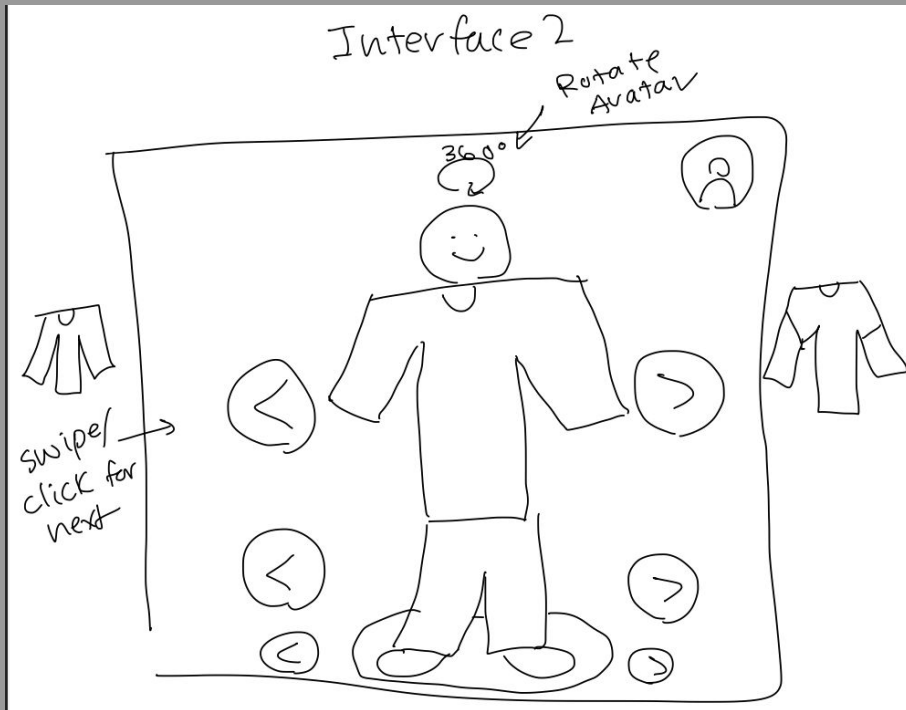
# Prototype sketches

Interface 1



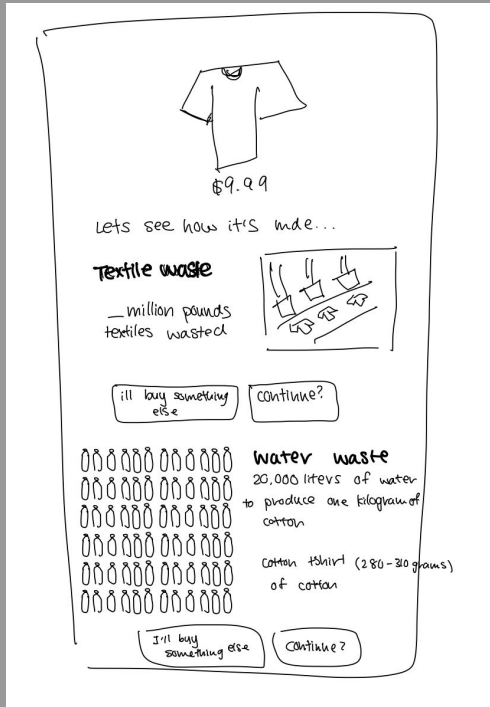
The initial prototype sketches primarily focused on designing the “app of the future”, that would help reduce the issues with returns. As evident in the sketches, the designs were heavily inspired by the interface in games such as GTA, where players would customize the look of their characters.

# Prototype sketches



This particular interface design focused heavily on making the user's personal avatar being at the center stage of the app. As the avatar would take a large portion of screen space, it would offer users the best ability to judge the size and fit of the clothes on their avatar. Clothes would be interchangeable by pressing arrow buttons or by swiping left and right at designated portions on the avatar.

# Prototype sketches



However, after feedback, the interface was redesigned to center around storytelling, to convey the issues with returns to users. The “app” was still incorporated at the end of the design to propose a possible solution in a utopian future, but was not the main focus of the webpage.



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UX Research

# UX Research

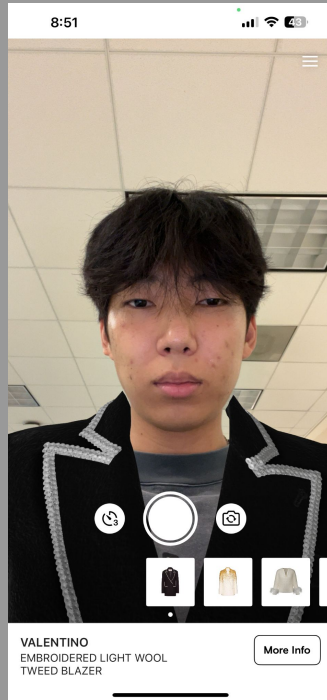
The UX research was conducted through comparative analysis of existing apps.

# UX Research



The first interface that was analyzed was from GTA. This was the first interface that came to mind where users would be able to customize their 3D avatar. Users are able to see the garment as a whole and how it looks in relation to their characters. I also found that this experience, when done with the user's personal avatar, would make for a more "gamified" shopping experience, meaning buying clothes would feel like you are customizing a character in game.

# UX Research



The second interface was a mobile app called “WANNAWear”. This app allowed user to directly “try” clothes on through AR. This app made me realize that although this can be technically achieved, I did not have confidence in the size or fit of the clothing. For the purposes of my project, where the issue is centered around getting the correct fit of the clothes, I found that this experience was not apt.

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Visual Design

# Visual Design

The visual design of the project focused on delivering vital statistics and information. A minimal design and color scheme was used to place emphasis on specific elements. This helped guide user through the different information in each section. For example, titles were placed at the top of the page with bold text and animation. This immediately grabs the user's focus towards the title of each section.

Sans serif fonts were used throughout the project for increased legibility as opposed to serif fonts. Additionally, rem font sizes were also used for scalability and accessibility. Font sizes for text, such as p element, were also increased to increase text legibility. Consistent font styles were used across the webpage for a seamless experience.

# Visual Design

The initial prototype of the project provided a visual hierarchy for text elements. However, it lacked in legibility due to overall small text size. Therefore, titles were bolded to increase visual contrast, as well as all larger font sizes for all elements to help with legibility.

## Prototype 1

### It's Not Just You.

*According to Vogue Business:*

"Incorrect sizing or fit is the most common reason for returns **(93%)**, followed by poor product quality **(81%)**."

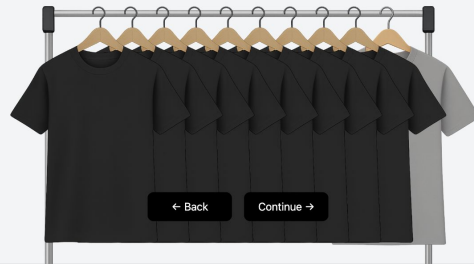
## Final

### It's Not Just You.

*According to Vogue Business:*

Incorrect sizing or fit is the most common reason for returns **(93%)**, followed by poor product quality **(81%)**.

(click a black t-shirt to return it!)



04

User Interface



# User Interface

## The True Cost of Returns

Experience how returning clothes is more than just a personal hassle



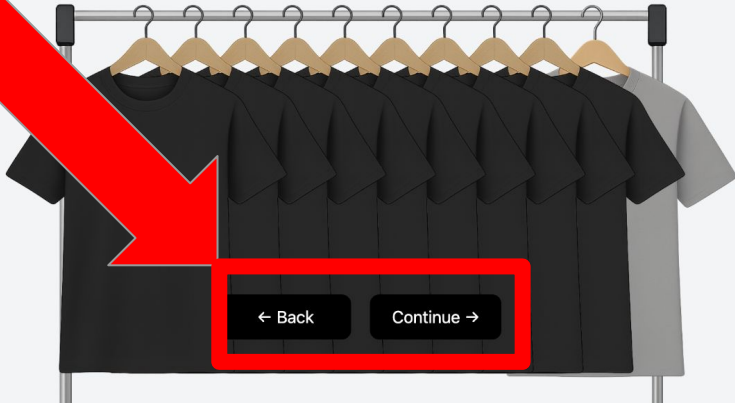
Users were invited to navigate through the different section through the clearly visible buttons placed at the bottom of each section. The button's high contrast the with background allows users to easily identify buttons in each section. "Continue" was also written next to the arrow to provide users with a familiar action.

# User Interface

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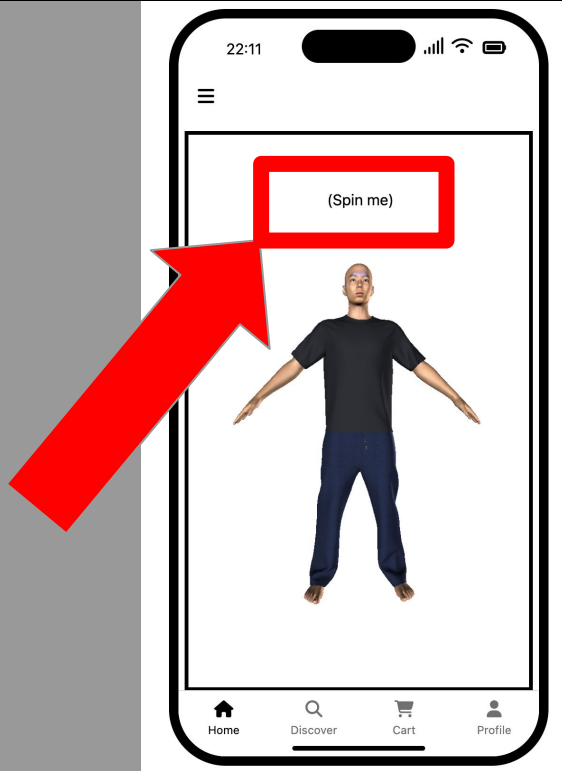


Button placement was consistent throughout each section, so that the user can always refer to and easily locate them. Animation on hover was also incorporated to provide the users with feedback before selecting which button to press.

When continuing to the next section, the next section slides from right to left to visually convey to the user that they are moving forward.

On the back button, the previous section slides from left to right to visually convey that they have moved to a previous section.

# User Interface



Furthermore, action text were written in parenthesis to guide the user to each interactive action available to them. This would help to reduce the user's cognitive load as users would be able to recognize available actions instead of having to remember them.

05

Revisions

# Revisions

Through user testing, the most significant part was understanding that actions that seem obvious to me were not as obvious to users. Interactive elements in sections were sometimes skipped all together as there was no guide for them to let them know that it is interactive.

# Revisions

Additional things I would change or add if I were to continue working on the project would be to work more on developing and designing the “utopian solution.” The interactive 3D app currently only allows users to spin the model and does not offer different colored clothes or sizes.

# Revisions

Lastly, I would add elements that engage the audience. Making audience members answer questions help to solidify concepts and reflect as opposed to just skimming through information. It invites the audience to really take time and think about the issues which help to make them more personal.

FIN.