



# Solution

## 03.03.01

Link to the XD prototype:

<https://xd.adobe.com/view/fbda95eb-0888-441d-a338-96d6f1ba5ff1-ae89?fbclid=IwAR34rpgPG4tcyow1O1FTmhWTL9fMqiZDz0B8yj5yHSnfXZKjxBtWUIY89VU>

### TEAM 10 - THE UNCALLED FOUR

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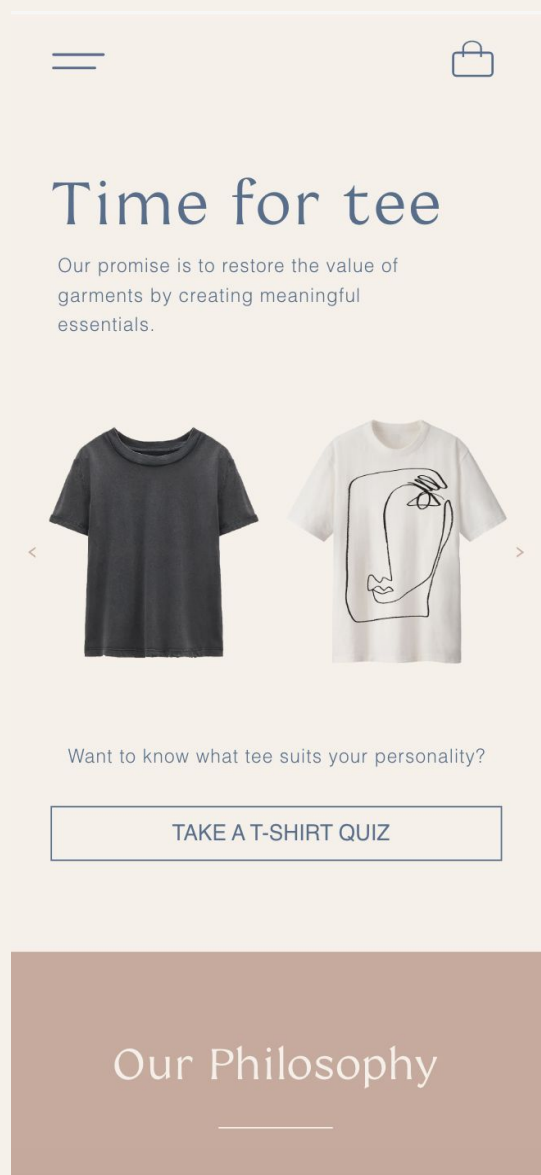
## THE PROBLEM

People are in all kinds of different shapes and sizes. We felt like nowadays almost all clothing stores still have a very basic size range, which can be hard for some people. Let's take our friend Mathew for example. While we were doing the previous research task, we had an opportunity to interview him and get to know his problem. Mathew is tall, but also skinny so he always has a hard time finding the perfect sized T-shirt in endless piles of fast fashion options with not that many basic choices. Like many other people, Mathew doesn't like to go out shopping and browse through tons and tons of T-shirts in clothing stores, only to walk out empty handed. He does have demands regarding the fabric as well. He wouldn't like to buy regular polyester material, which has a big carbon footprint and makes him sweat as it does not breathe.

## THE SOLUTION

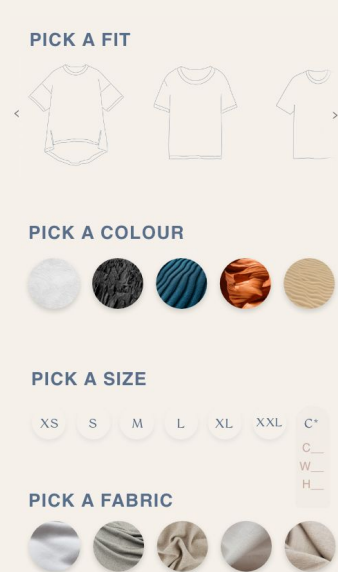
We decided to meet Mathew's demand and create features that allow him to customize his own T-shirt size or take a quiz. The customization process includes a few choices regarding the fit, the size and more. He can choose what fits him best and will be able to add it in the cart in the end.

Mathew can also take our T-shirt quiz so we can help him find the perfect T-shirt. That way he can skip going to a clothing store or spending a lot of time browsing through the website. We'll find the T-shirt that matches his answers the best which he will then be able to order right away. This way he saves both effort and time and he'll end up with a T-shirt of his style.



## UX DETAILS

We wanted our website to be as simple as possible for the customer to use and navigate. We made a clean *global menu* where it's possible to view all of our features and the help page as well.

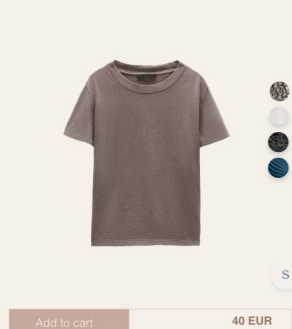


### Quiz & Customized T-shirt

The T-shirt quiz and custom tee feature is our main solution. The quiz includes 6 questions and in the end the customer can choose between types that match the answers and add it to the cart. If the customer has special demands regarding the size or basically wants to make a customized T-shirt they can choose the Custom Tee feature. There it's possible to pick the fit, colour, customize size and pick a fabric of choice.

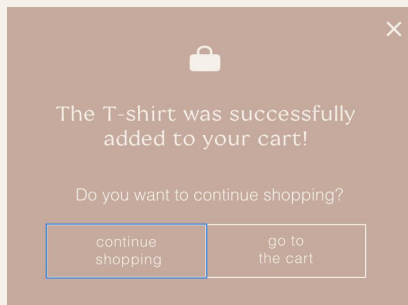
### Currency options

We decided to add a change of currency feature on our website, so the customer can choose between DKK, USD, EUR and GBP. This way we made the page a little bit more international, if we were to have customers from the rest of Europe. The customer should be able to change the currency on pages where there are prices, but not in all of the product views though.



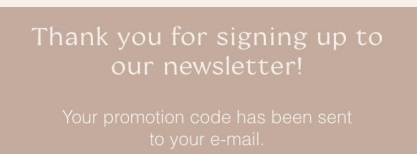
When going through our prototype, it's only possible to buy the brown shirt. The brown T-shirt's product view is the perfect user experience, and in that view you can do/choose every feature. Basically, if you were to browse through our shop view, you always end up with buying the brown shirt. Perfect scenario would be that all the product views would work, but unfortunately we didn't have enough time.

## Pop ups / overlays



We have few kinds of pop up features on our page that help the customer even more. For example, when you add a T-shirt to the cart there will be a pop up that lets you know the T-shirt has been added to the cart and it offers you to continue shopping. We felt like it would be a simple and nice way for the customer to maybe add more things to the cart and buy more.

When a customer has added something to the cart, the cart icon goes blue (fills up). This way it's easy for the customer to know the status of their cart and to be sure that the item was added.



Also when signing up for our newsletter, a pop up appears.. It offers the customer a 10% discount code which is sent straight to the email account registered.

The customer can then use this promotion code in checkout. For now, it doesn't work in the prototype but it only shows an "error" that the promo code is wrong. Of course, in a perfect scenario the code should work.



 **RCOT™ RECYCLED COTTON**

### overview

Texloop's RCOT recycled cotton yarns are premium, high-quality yarns with up to 50% GRS certified recycled cotton, blended with other natural fibers, including GOTS certified organic cotton and TENCEL™ Lyocell.

### details

### care

## Fabrics

In our fabric section, the customer can get an overview of all the materials we use for our T-shirts. They can click and view the details as well as how to take care of the shirt (the washing instructions). We decided to make a dropdown menu for that, so it wouldn't be too much information for the customer. We made a dropdown menu on the product pages as well, since they are so easy to use.

## Footer

We decided to have a footer on each page, so it would be easy for the customer to navigate quickly and easily to our help- & contact page. On the help page we added a feature that allows the customer to navigate easily by going straight to the top of the page.

[Privacy](#) [Contact](#) [Help](#)



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## VISUAL DESIGN

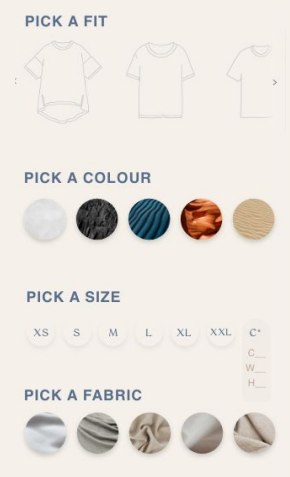
From the beginning we knew we wanted to keep the design pretty simple and minimal. We wanted our webshop to look clear and transparent not only make it easier for the customers to find what they need but also to make the whole experience of shopping as pleasant as possible. During the process of sketching the first ideas we found some inspirations when it comes to colours, typography and layout. We followed them while creating our prototype. The colours are muted and natural only some of the products have more vibrant colour to add a bit of contrast. Layout is really clear without too many superfluous elements. We used multiple gestalt laws including:

### Similarity:

- Pictures of the t-shirts (they're all edited in the same style).
- Headlines- all of the headlines have the same font, size, colour.
- Font- the same font-family, font-size and colour in all of the paragraphs on all the pages.

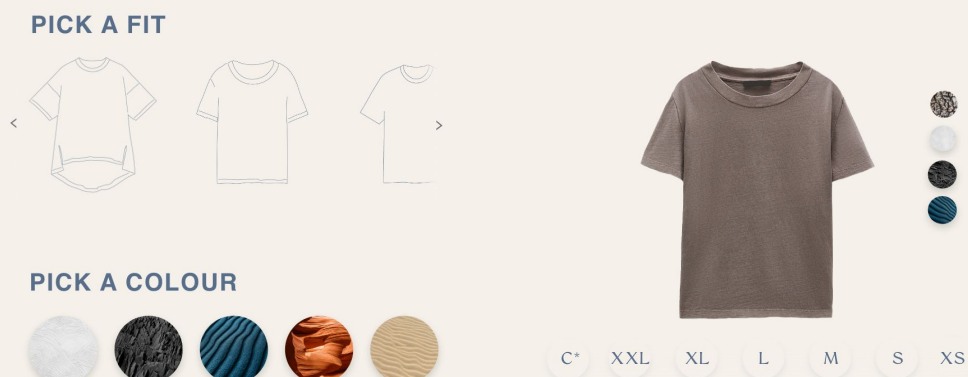
### Proximity:

- The subheadline is close to the paragraph it refers to.
- Headlines indicating which part of the t-shirt you are modifying are closer to the images below them so we know what they refer to.











### Good continuation:

- Option in the colour, fit and size menus are arranged in a straight line which makes it easier to interpret them as a group.



## CONTENT DECISIONS

We needed the content to go well with our design and picture our products perfectly. We used pictures of different cuts of the t-shirts found on the internet and modified them in a way which is more consistent with the idea of our webshop. By removing the background from photographs we made it more suitable. We also used the photographs of nature in the colour menu to make it correlate with the idea of creating the sustainable, environment friendly brand. In the fabric menu we used pictures of the specific materials to make it more clear visually. While writing the text describing our products, fabrics and philosophy we found a lot of inspiring content on already existing websites. Keeping our base idea in mind and using some concepts we found interesting on similar pages we wrote all of the descriptions, instructions and additional information.

	
leftover fabric shirt	basic
350 DKK 	300 DKK 
	
basic	perfect white
300 DKK 	300 DKK 



## WHAT WE LEARNED

We feel like we learned a lot in this UX course. We got some valuable feedback from the teachers regarding our assignments, for example the storyboard. We focused a little bit too much on the UI part rather than the UX.

We had to improve our prototype's design and features quite a lot after performing the think aloud test - which was our goal in the first place. We got great feedback from 5 different people (within our target group) that helped us see what we could do better, UX wise. There were still a few items left to do on the list which we didn't do, both because of our time frame and some of them would simply be too complicated to do. We put an improvement list in our previous assignment "Early prototypes".

We're really happy with our outcome and our prototype at the end of the day, and we feel like this course was a good guideline for the future.