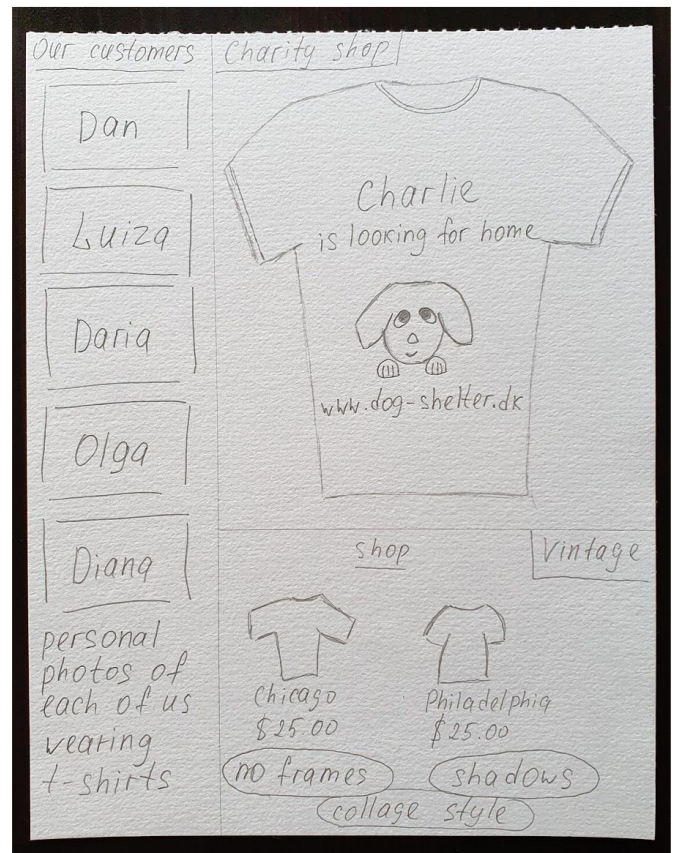
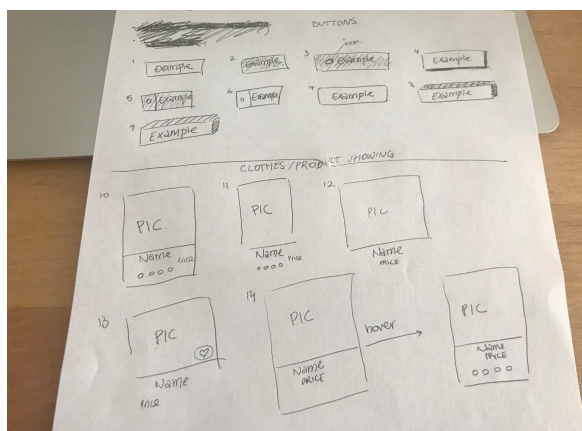
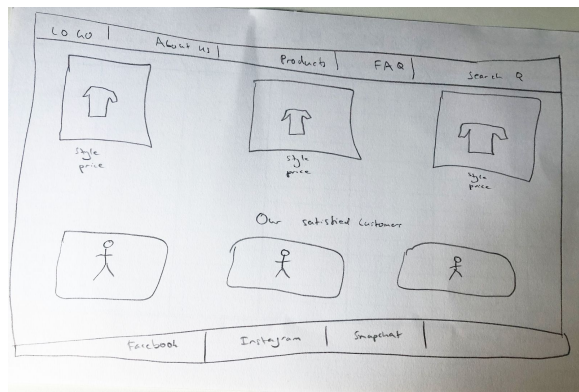


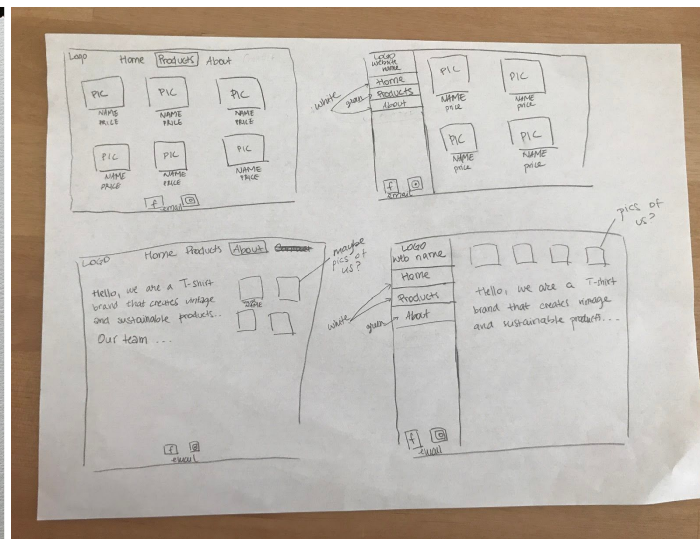
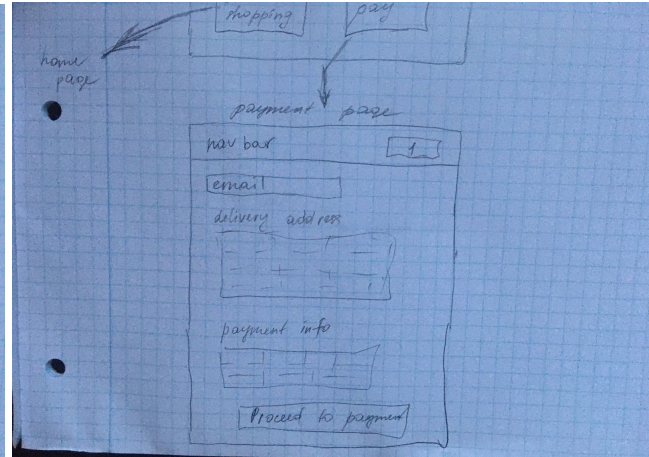
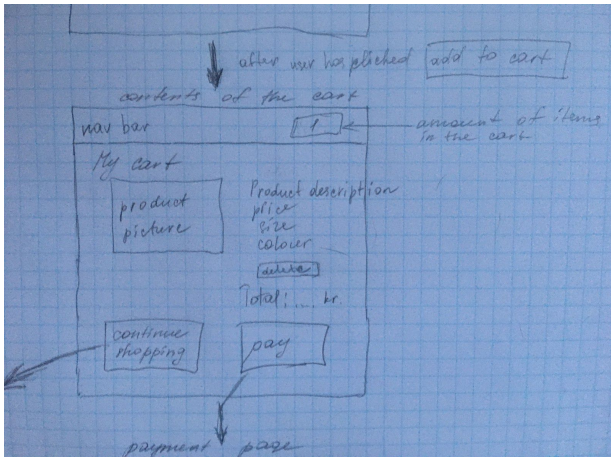
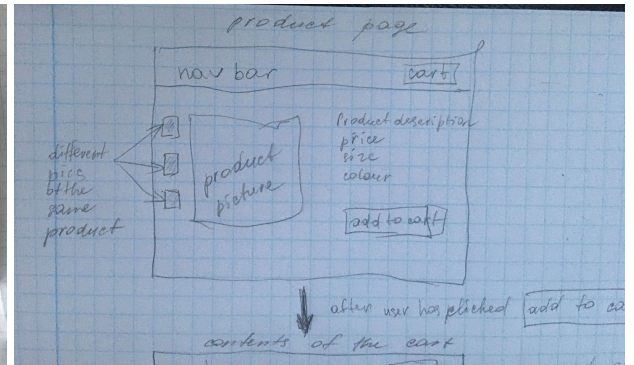
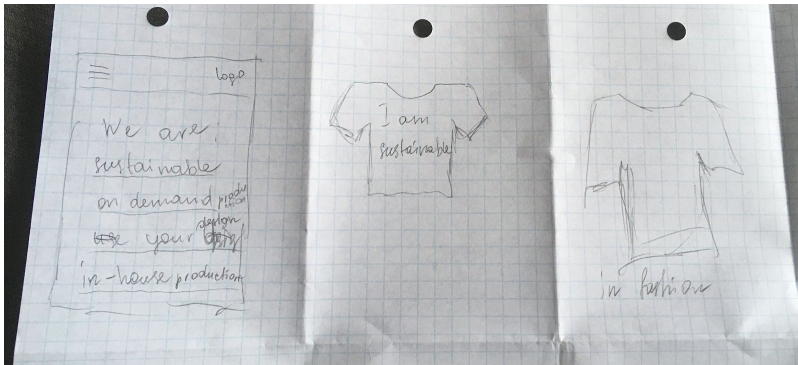
EARLY PROTOTYPE - VIRTUAL SQUAD

The theme of our website is a vintage and sustainable T-shirt brand called Vintagen, and the main color palette is white and green.

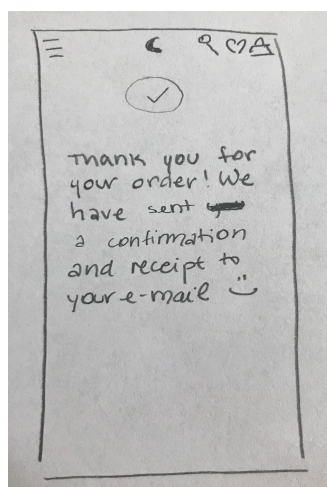
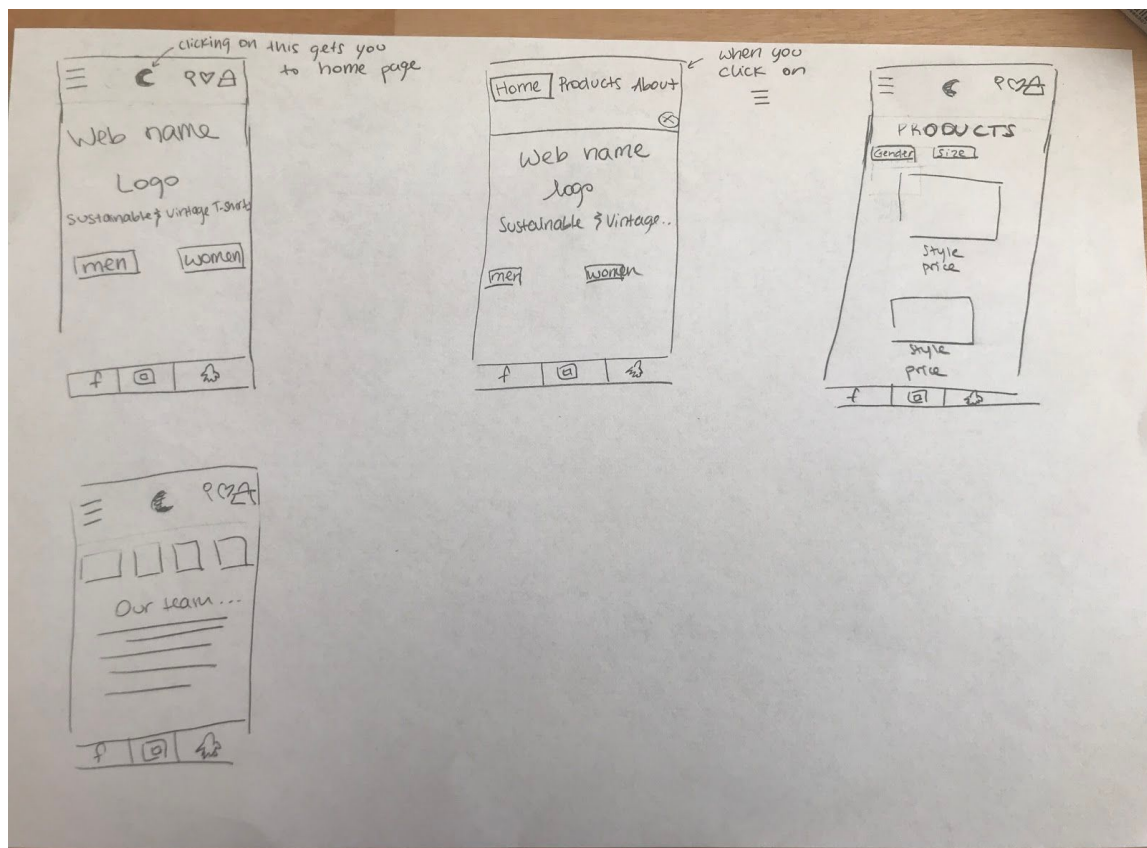
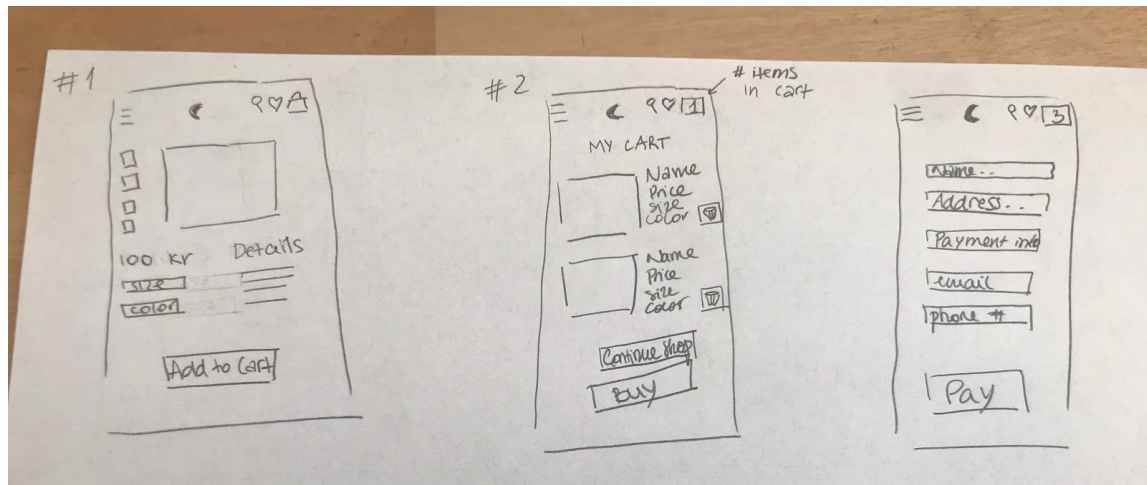
XD PROTOTYPE: <https://xd.adobe.com/view/365d8c7f-d401-4318-8769-f768e1249ce4-630e/>

INITIAL SKETCHES:

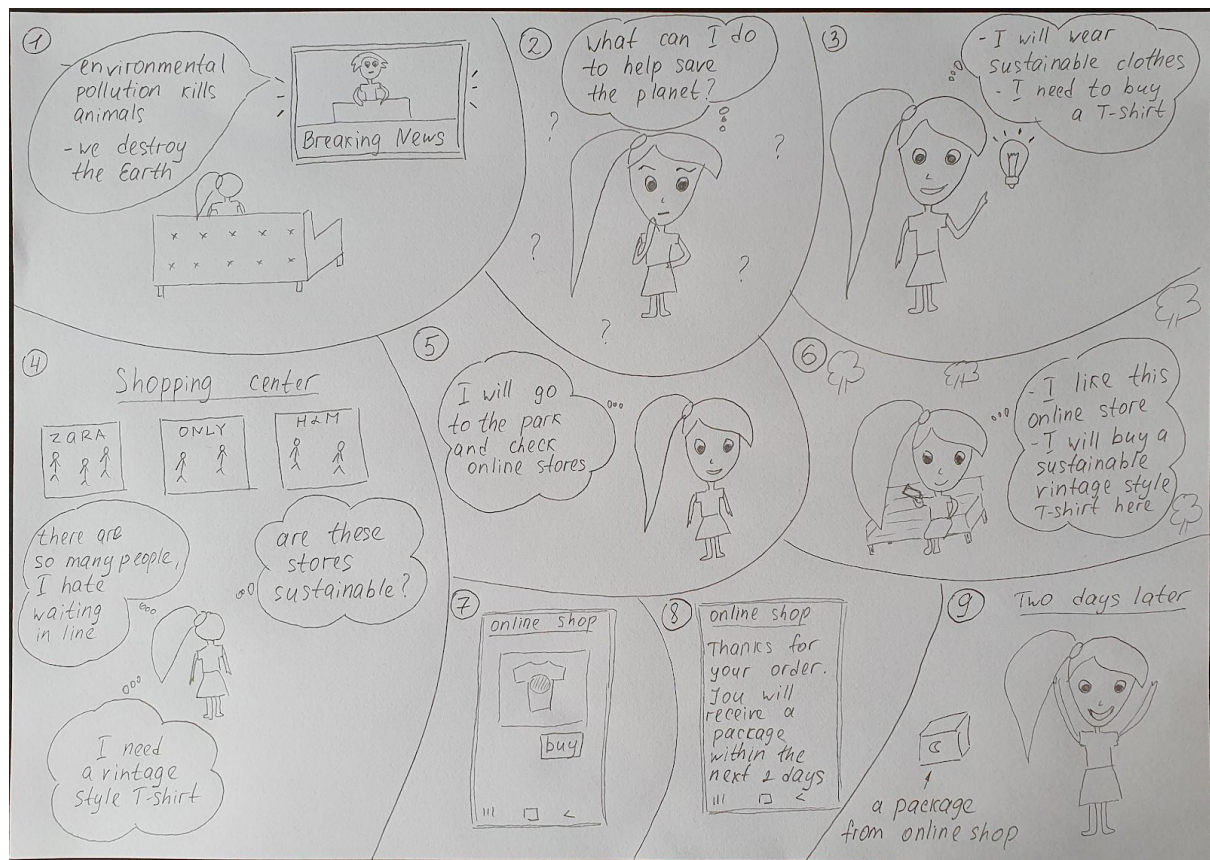




FINAL SKETCHES:



UX STORYBOARD:



PAPER PROTOTYPE:

<https://docs.google.com/presentation/d/1qxVtlam3BDpRwpA4SI4tQ2ZSzzFk5uBEWd9yHVbSAic/edit?usp=sharing>

POTENTIAL LOGOS & COLOR SCHEME:



THINK ALOUD TEST:

No. of think aloud tests: 3

Tasks: Add item to favorites, purchase an item

Main findings:

Cosmetic: background and text requires more contrast, spacing is inconsistent, limited 'breadcrumbs' on site (difficult for navigation).

Technical: not possible to add two items into the cart, no matter what item is added to cart it always contains the same womens t-shirt.

Suggested Improvements: announce payment methods before checkout, fix links between items and cart, fix consistency of spacing and the contrast, less text on order confirmation page.