Andres Bernadou   Lucas Zago
Evelina Falander   Tonino Grbavac
Linnea Visser

The Problem

Needs

During the first module of Basic UX, we all did a Desk re-search, along with interviews and a survey, answered by us students of MMD. In this phase, a lot of insights were brought into our minds, even before we were a group. Analysing all the data we had previous seen, and combi-ning it with our personal interests, we decided to funnel all the UX problems we had encountered so far, to only four. We identified the need for a better shopping expe-rience for the user, but not only in the website and its shopping flow aspect, but also in the ecological and social aspects, along with the user satisfaction, after buying clothes that would fit them perfectly and fulfil 100% of their expectations.
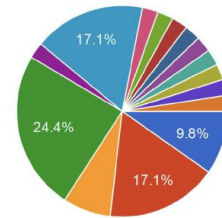
Goals

Our goals initially were to create a store that would solve the fitting problems users face when buying online, support the smaller artists that are usually exploited by big companies with fair compensation, and reduce fabric waste to zero (impossible, but urgent). We knew since the beginning that having more than one clear goal would potentially hold us back, but we decided to continue our journey regardless.
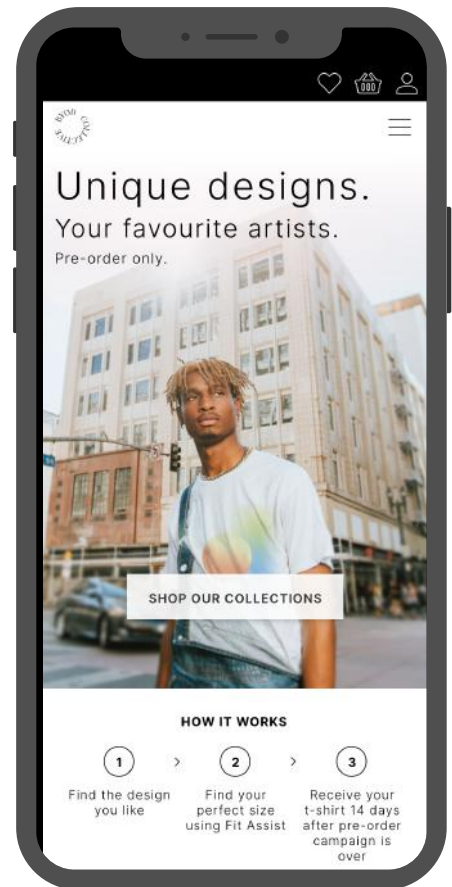

Prototype Link

Problems

With so many different UX problems on our tables, we had to narrow down our focus to just a few, since we couldn't actually focus on just one and ignore some of the others that were directly related. We chose to focus on finding solutions to the overwhelming amount of options when buying a t-shirt, environmental and social sustainability, lack of transparency with cost and production and finding the proper size.
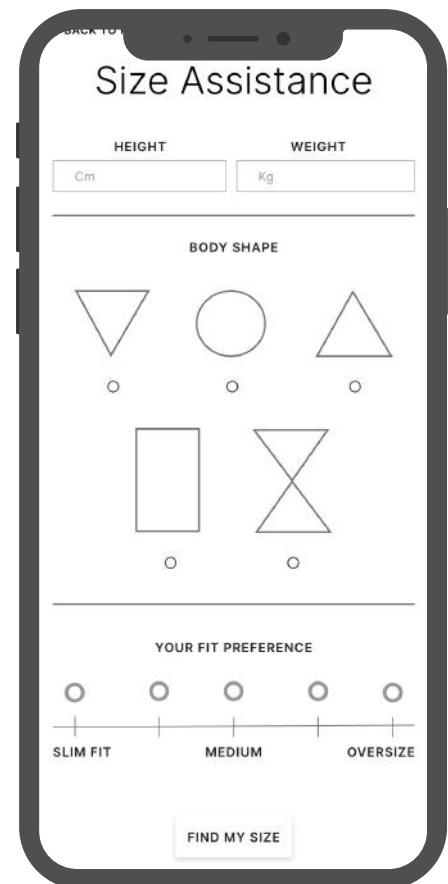
The Solution

What we created

We created a web shop in a mobile version, since our target audience would be finding us through social media artists on Instagram, and other medias. We offer time capped collections displaying two artists' work through 6 t-shirts each. Those t-shirts are then available to pre-order only. We change our collections every 30 days, and we display previous artists' work with their own profile page, although these past collections are not available to purchase.

[Prototype Link](#)

Andres Bernadou   Lucas Zago
Evelina Falander   Tonino Grbavac
Linnea Visser

How is it a solution

Our approach to solve all these problems are to give limitations and not give users a ton of options at a time, while still being transparent about our process. To solve the problem of Art monetisation, we give preference to small artists that are supported by social media fans, and that wouldn't be so commercial in high name brands, we give them a 15% commission in every t-shirt of their collection that is sold. The problem of transparency is tackled by giving clear information about all of our production cost, from the cost of the material, to how much exactly we pay the artist for each t-shirt sold. We approach the problem of waste by having a pre-order only shop, so we only produce to demand. At last, to solve the issue of proper fit, we give the users two options, one is for them to check a size chart, and the other one is to provide the user with a fit assistance, where we take in their height, weight, body shape informations, then we calculate what t-shirt size would fit them best, and provide the users with that information.
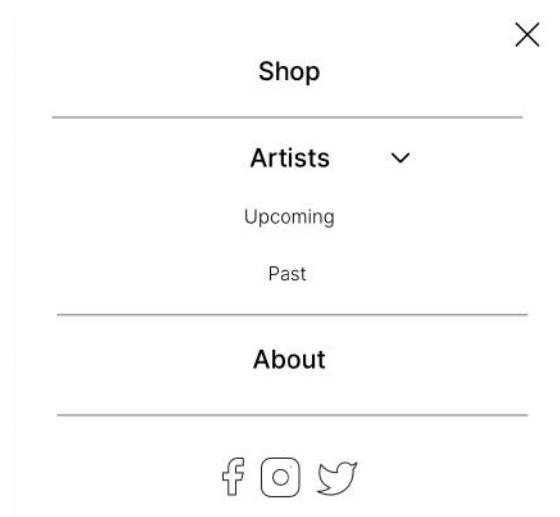

UX Details

UX Insights and Demonstrations

Throughout the process, we have been enlighten with many insights, like finding out that the users didn't know they could scroll in our home page, our buttons were too small for bigger fingers, our zoom in and out feature wasn't so intuitive, and also we had some positive feed back from the users, like the appreciation for our instructions on the first screen of our home page, the ability to zoom in without loosing sight of previous items, and also the limited amount of options, making it easy to make a choice. Most of our insights came from the Think Aloud test, but the paper prototype was also very useful when receiving feedback from the user.

Burger Menu Before our Think Aloud test

Burger Menu After our Think Aloud test

Prototype Link

Andres Bernadou   Lucas Zago
Evelina Falander   Tonino Grbavac
Linnea Visser

Visual Design

What

We chose to have our design following a minimalistic style, our goal with this choice was to support one of our solutions, which was to make the user less overwhelmed with the buying process and choosing a shirt. The abstraction of many design elements on the website makes it easy to intake the content.

How

We had in mind to focus on the Signal to Noise ratio, we wanted information to be easy and accessible, without having the eyes battling with design elements everywhere. We also focused on contrast between colours, sizes, textures. We applied many gestalt laws, having continuity and common fate as a big player on our shop page. In our navigation bar, we use proximity and enclosure, to make sure we group our elements accordingly, and yet they seem like two different set of elements.
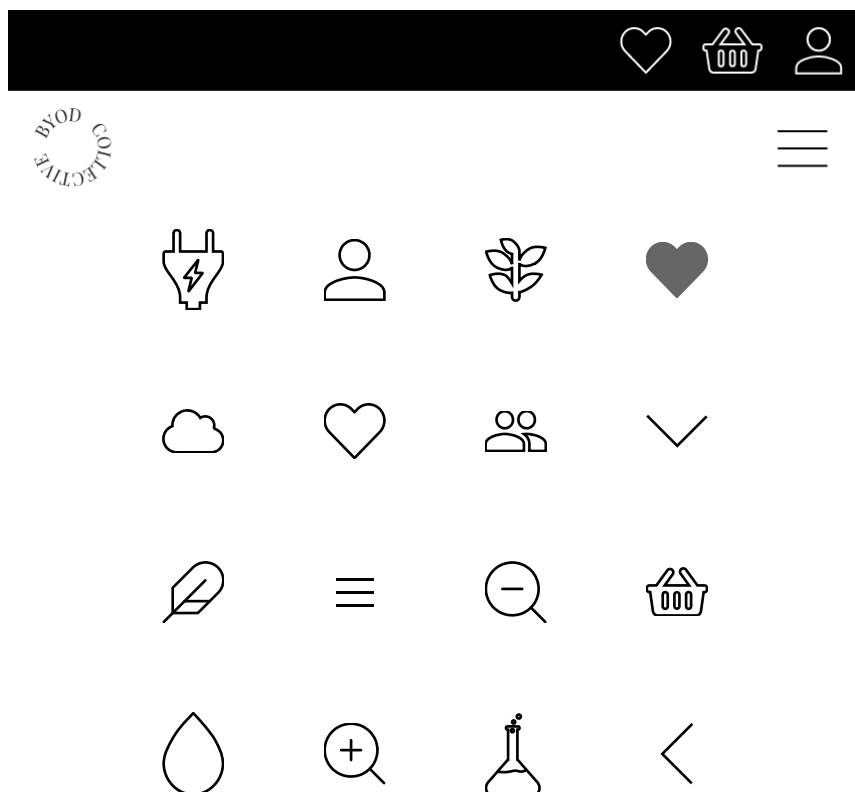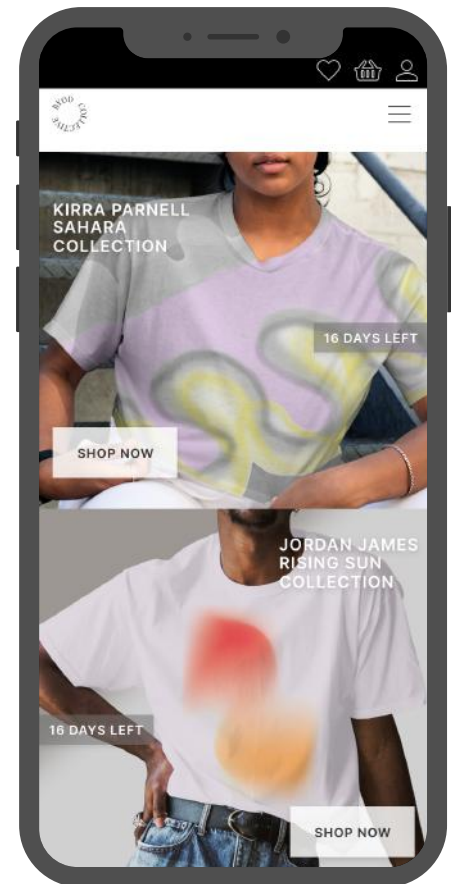
Why

The reason to go with this theme and this design was to achieve simplicity, we wanted the user to have a good experience shopping from the moment they find us on an ad, to the moment they get their item at home. Having an over-complicated website with many elements to click on would take our audience's focus away from what our goal. The choice of dividing the t-shirt options into two collections in our design, also came from reducing the stress when choosing a t-shirt, giving less options to the user, makes them less insecure about their purchase.

Prototype Link

4

Andres Bernadou   Lucas Zago
Evelina Falander   Tonino Grbavac
Linnea Visser

Content Decisions

To start with, we had a couple of pages we were required to have in our website, but to serve our target audience with our solution, only those pages wouldn't do the trick. We needed to provide a lot of information in order to get our users to trust us and believe that we were a serious company trying to solve a problem they had. We also chose to price our items quite high, so we had to be extra clear on the information to provide. We have an About page, that shows a lot about our production, our goals and beliefs, and who we are. We also chose to have Artist's Profile page, so there is more content for people to connect with their art. As social proof, we provide reviews in our products, and a direct link to Trust Pilot, since we were told in our second Think Aloud test that our website wasn't so reliable and that the test person would trust pilot it before hand.
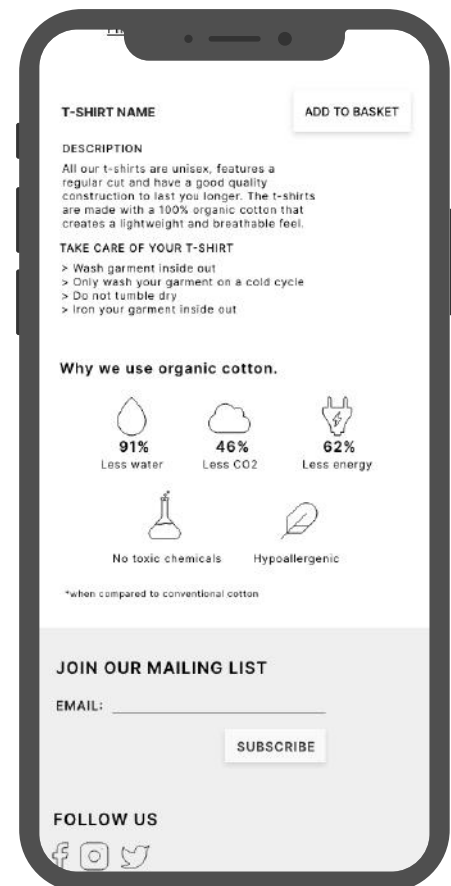
Conclusion and Perspective

Conclusion

Our goal was to create something for the community, and that is why we didn't stuck to only one selling point and rather combined more of them. In this way, we manage to benefit BYOD as a concept company, the art community and our target audience.

The whole process of coming up with this solution was very interesting, we got to experience how our users feel by getting answers straight from the source, and not having to guess how they would react to certain feature. Having a very structured process also helped us to not jump into conclusions too soon, and also not to focus on just having a beautiful looking website, but one that actually solves problems and communicate to the target audience in a way that is expected by them.

Andres Bernadou
Evelina Falander
Linnea Visser

Lucas Zago
Tonino Grbavac

Future

6

If BYOD Collective is to continue and move from a concept to an actual product, there would be many improvements to make, some of them being making our website more trustworthy (insights were found in one of our tests) by doing desk research on other trustworthy websites, along with surveys, 5 seconds test, and also have some targeted tasks on our Think Aloud tests. The preview of the product would need some work to make it optimal, but we don't know yet what we would add, or even remove from the section, so this part would take a lot of brainstorm to come up with features that could be useful, and then do the whole process of sketching it, making a way to test it via paper prototyping, and creating a working pixel prototype to have users testing it with all the different tests we would have to run.

Prototype Link