



BYOD COLLECTIVE

A T-SHIRT STORE

Prototype

Full Xd document

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The Concept

We based our concept on three main ideas

1. Collaborating with emerging social media artists to get unique designs
2. Only releasing collections on a pre-order basis to minimise textile waste and have no deadstock
3. Providing an advanced fit assist system to ensure that customers would be able to find their correct size and limit returns

During the research in class we found that the most common issue people have when ordering online is finding the correct fit (menti) so we wanted to focus on that for customer satisfaction.

As the t-shirt market is oversaturated we wanted to focus on collaborating with artists that have a strong social media presence to ensure a strong customer engagement. We also wanted to create a sort of community where emerging artists can grow and reach a new audience to help small businesses and creators grow sustainably.

We wanted to have a pre-order option to ensure zero deadstock so we wouldn't contribute to the textile waste that the fashion industry produces annually.

The Store

Our Xd prototype:

<https://xd.adobe.com/view/367bcbae-9a36-4d2a-8d2b-711205b343c0-6328/?fullscreen&hints=off>

The Process

Lightning Demos

To get inspiration flowing we showed each other web sites layouts and ideas that we liked. Some example of web sites that we discussed:

<https://1000skis.com/>

<https://louisiana.dk/>

<https://kikokostadinov.com/>

<https://spinnova.com/>

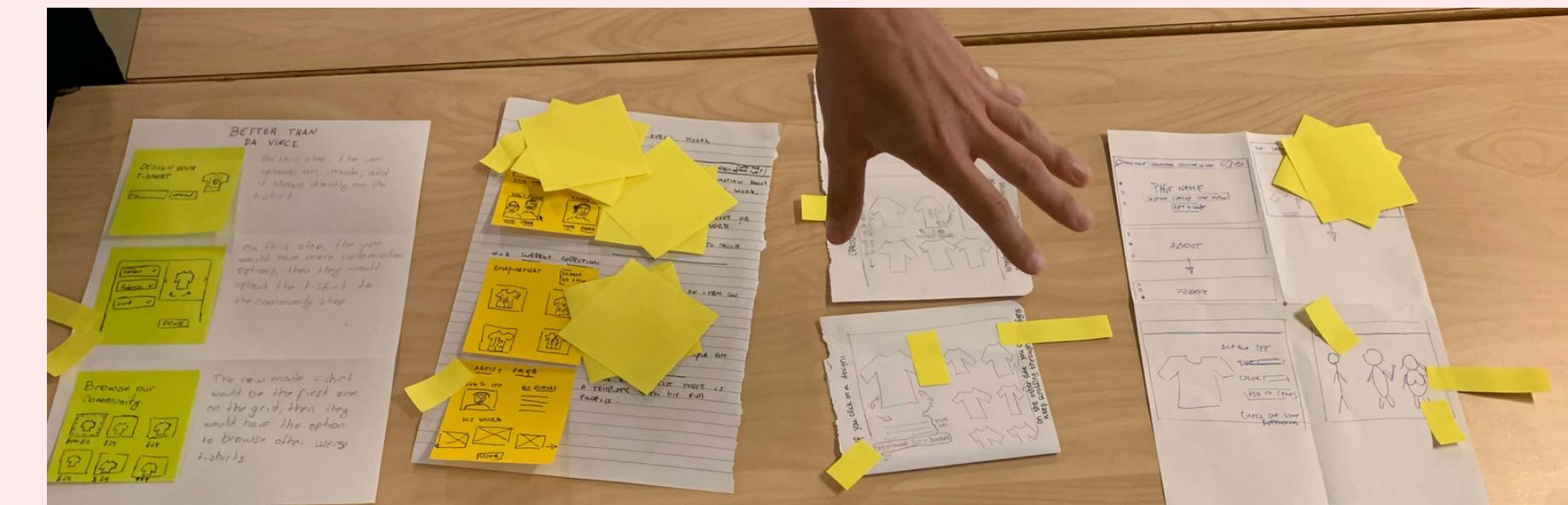
<https://www.instagram.com/meundies/?hl=en>

<https://everpress.com/>

<https://www.sonofatailor.com/>

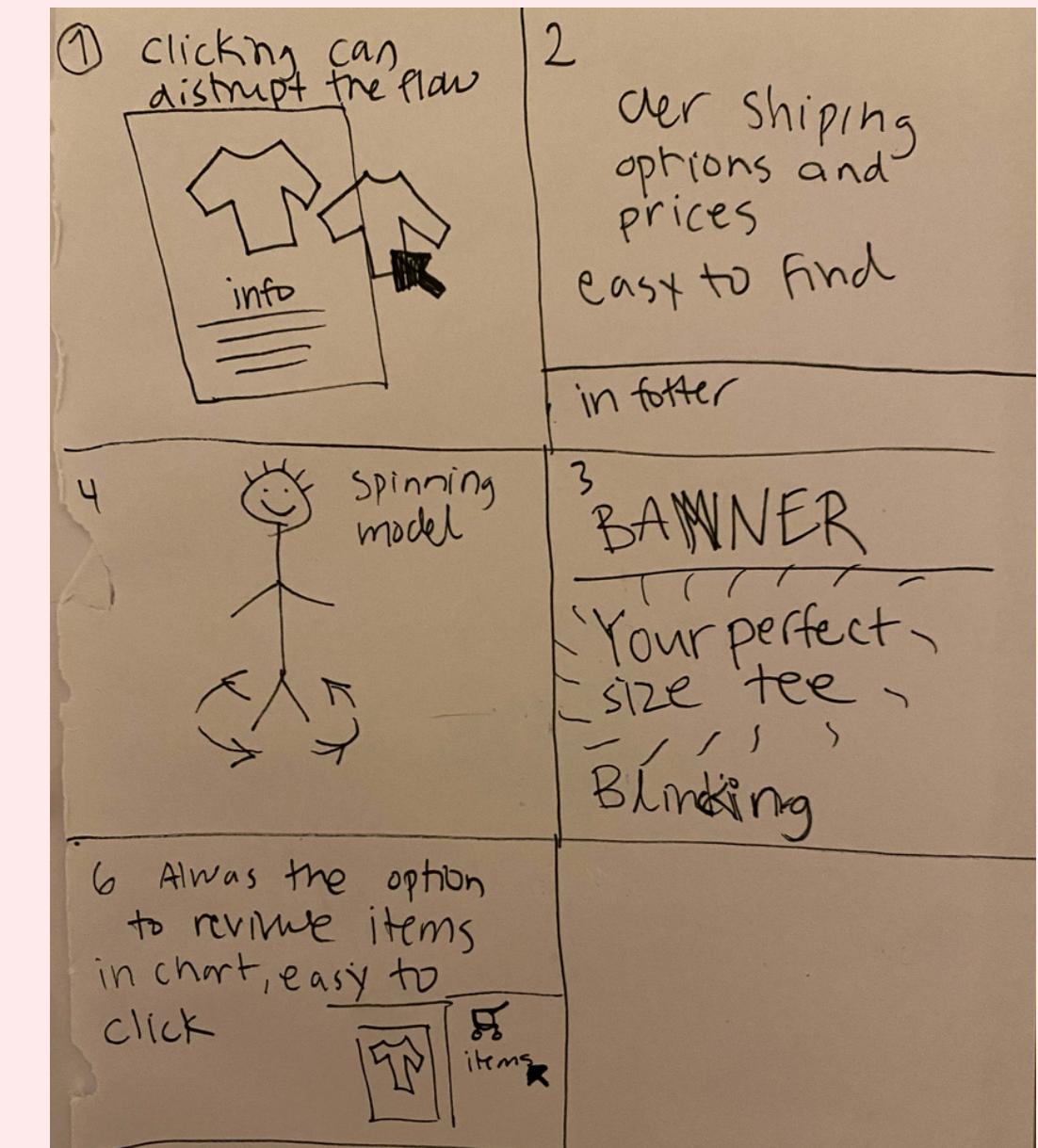
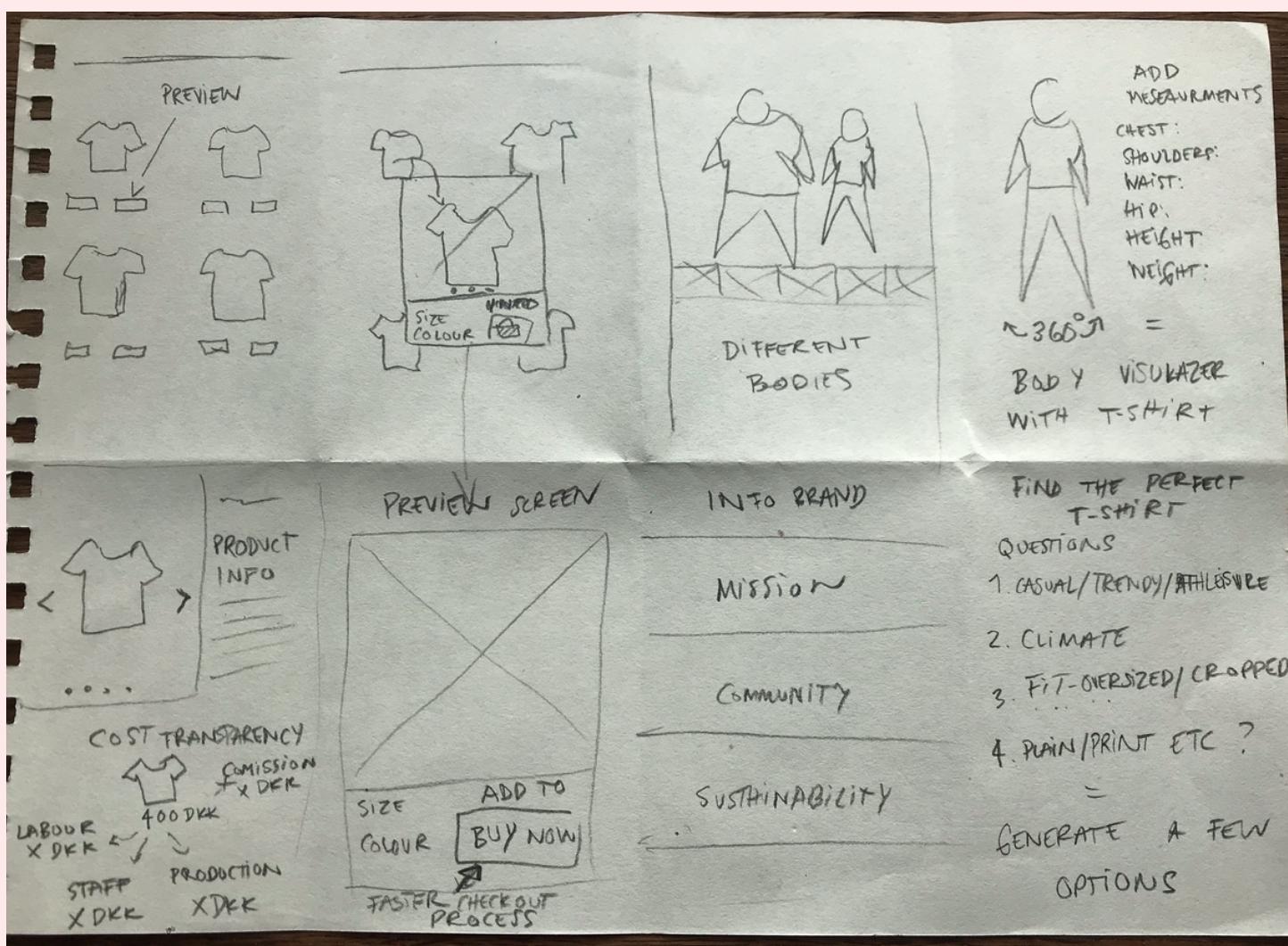
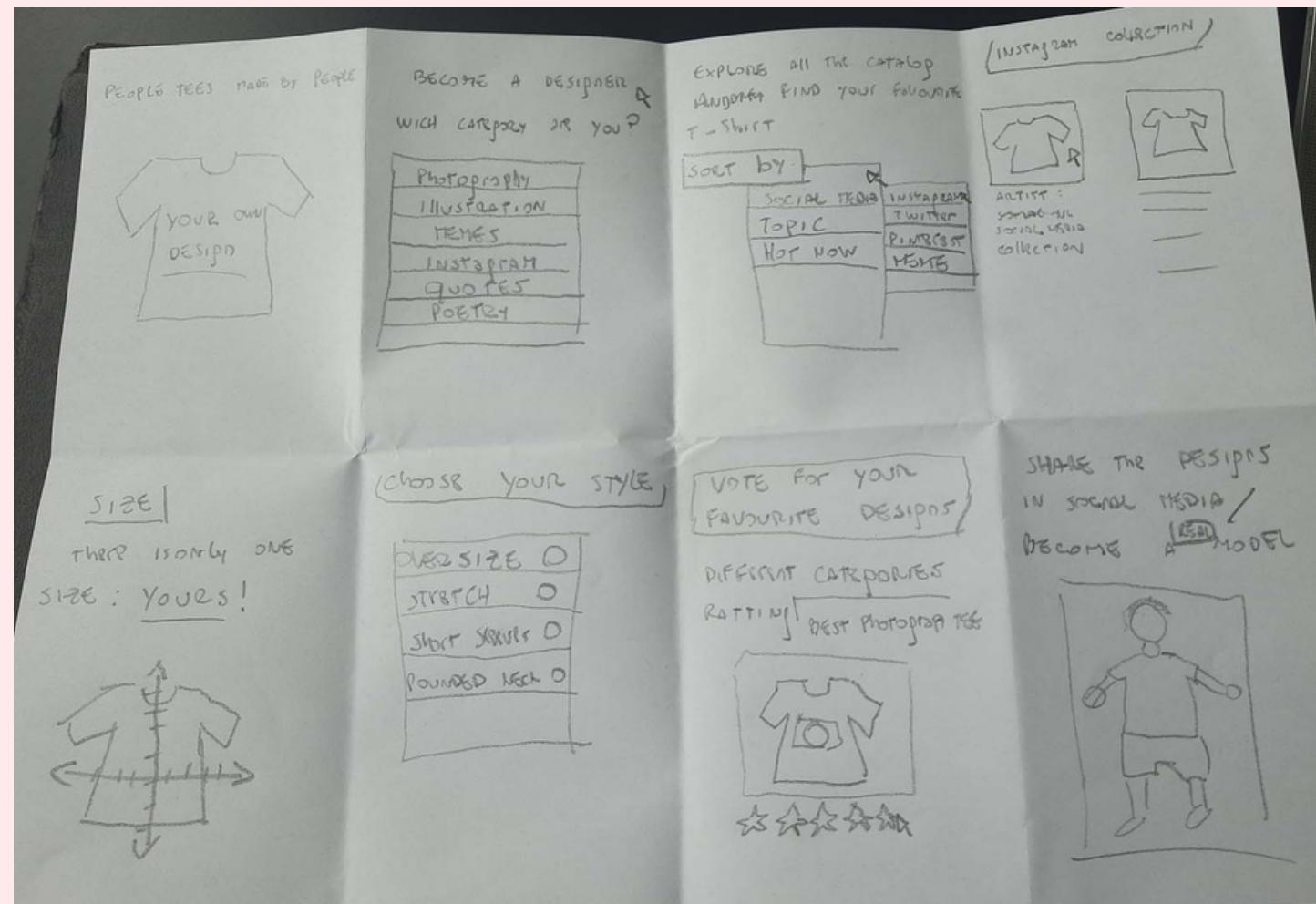
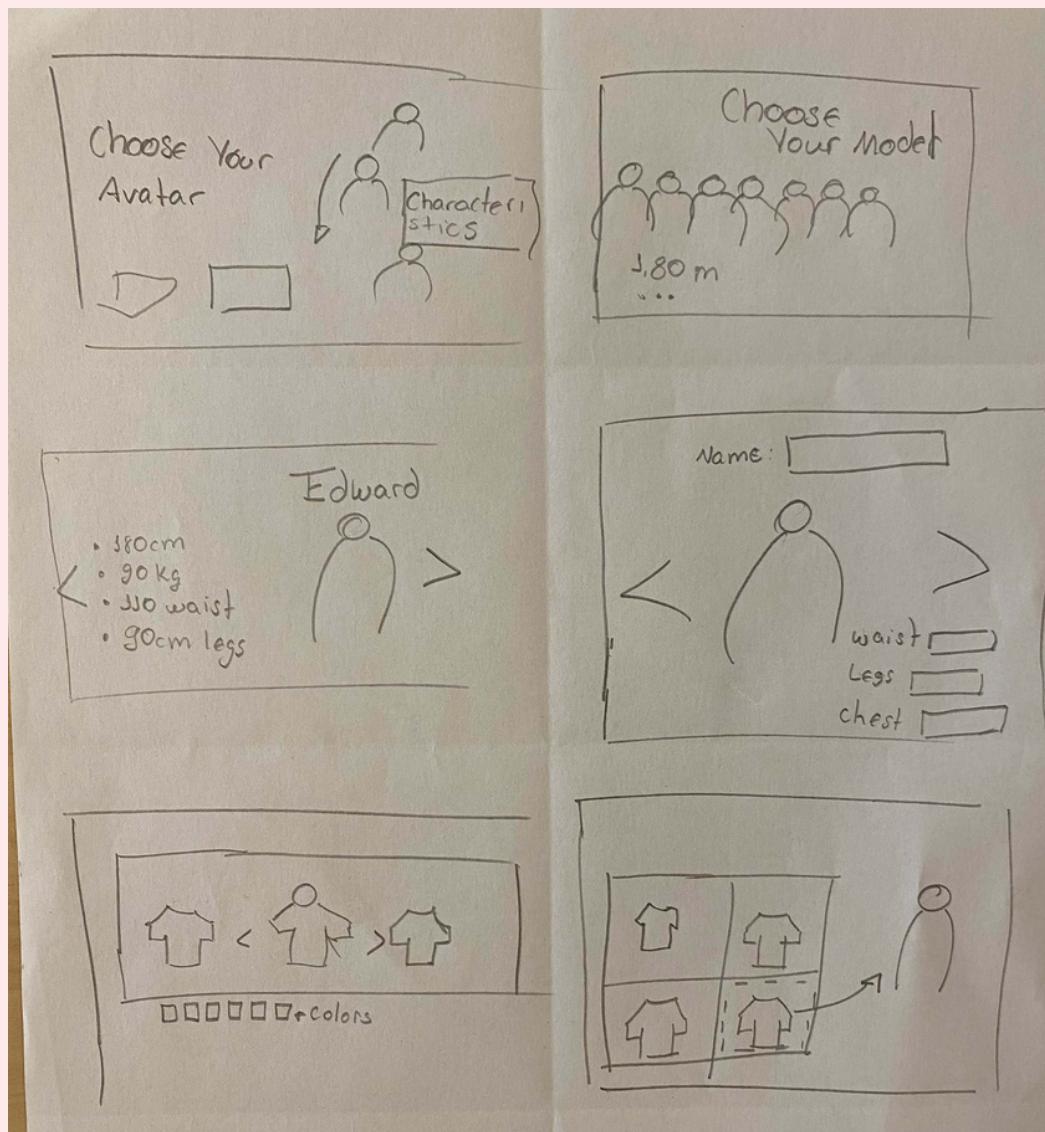
After the lightning demos we concluded that we all like a minimalistic style of web site, but also the more creative take on the classic e-comm grid model. We also talked about the issues of having to many options of t-shirts in a shop, ways of making it easy to pick the perfect size and how companies show sustainability transparency in a good way. We all found these to be the important things to tackle when building our shop.

Sketches



This was when we showed our solution sketches that we picked out from our crazy 8's

Our Crazy 8's

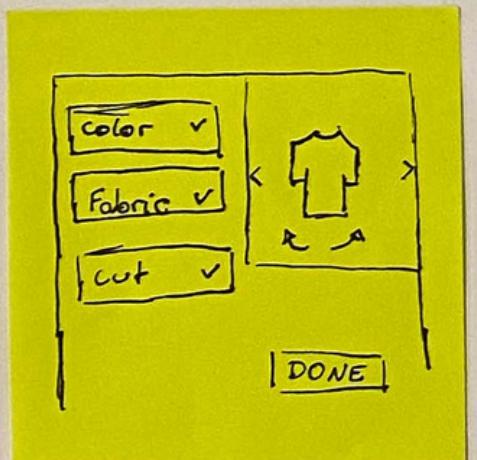


Our solution sketches

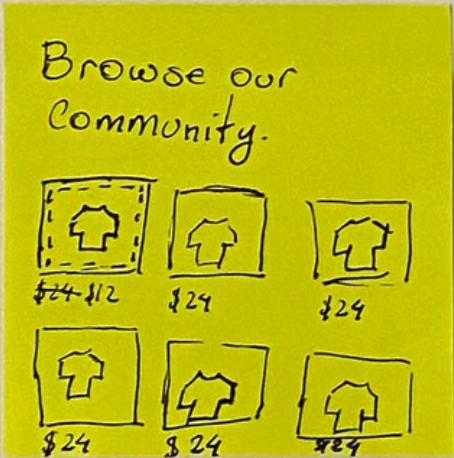
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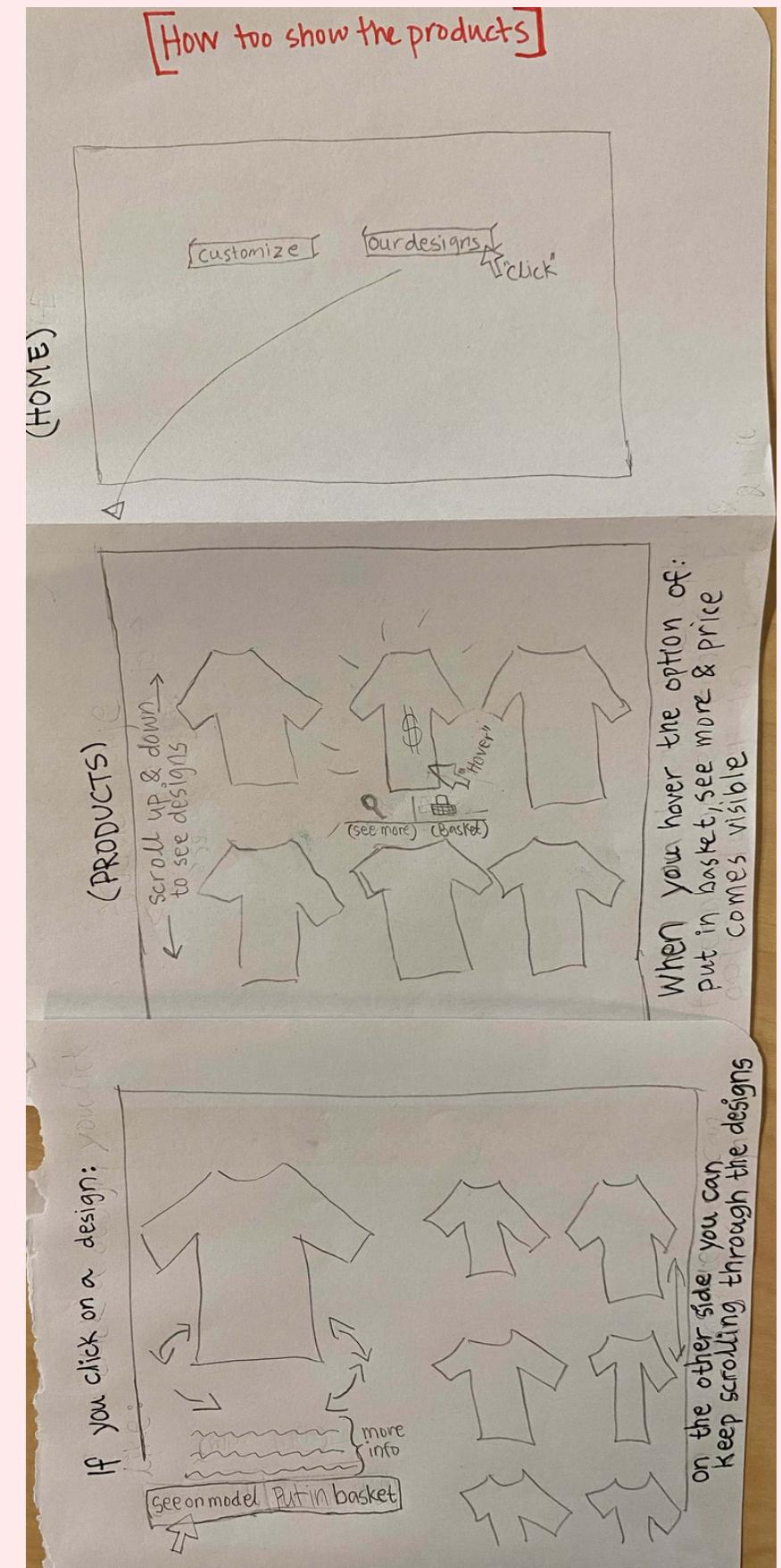
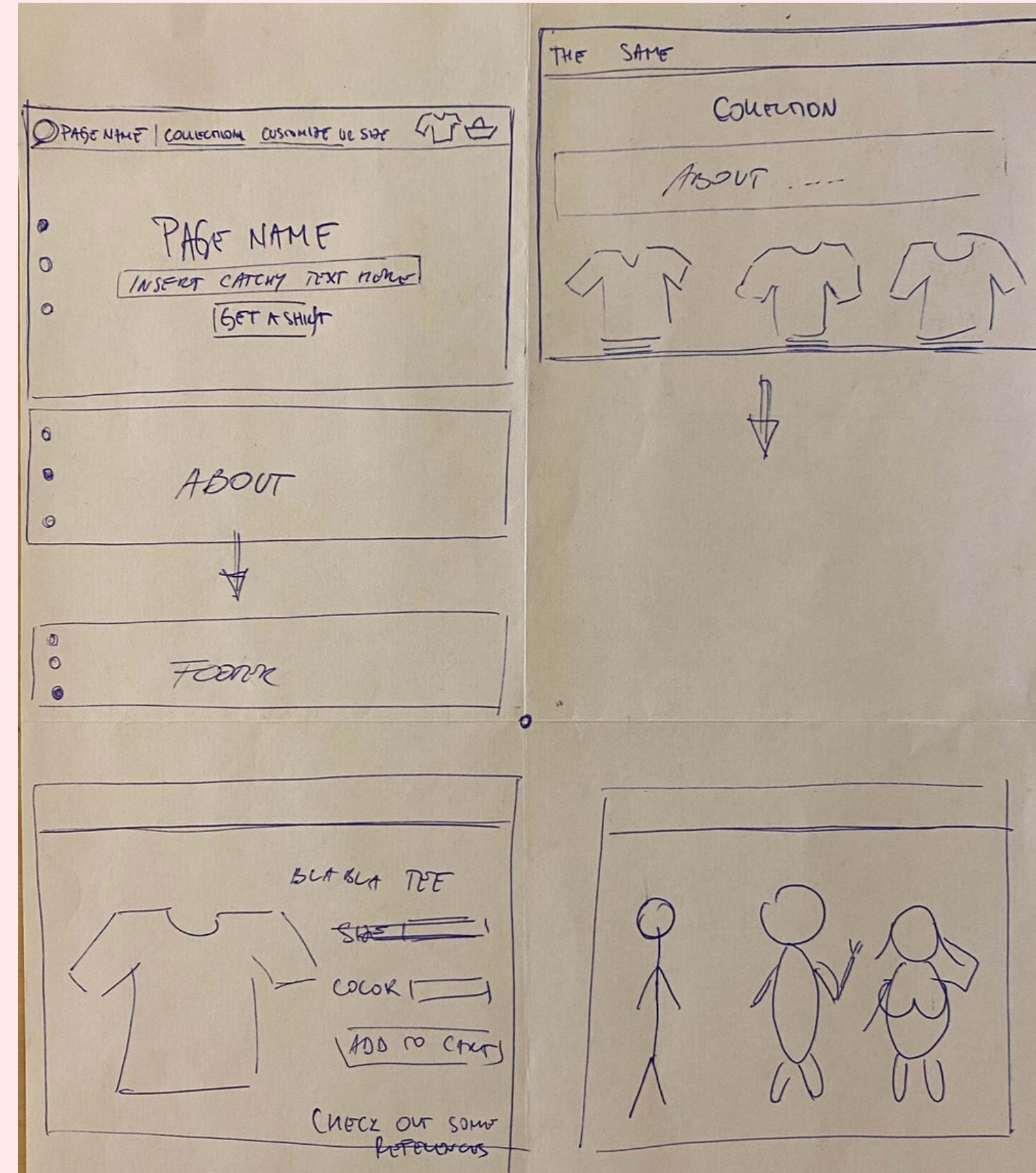
On this step, the user uploads an image, and it shows directly on the t-shirt



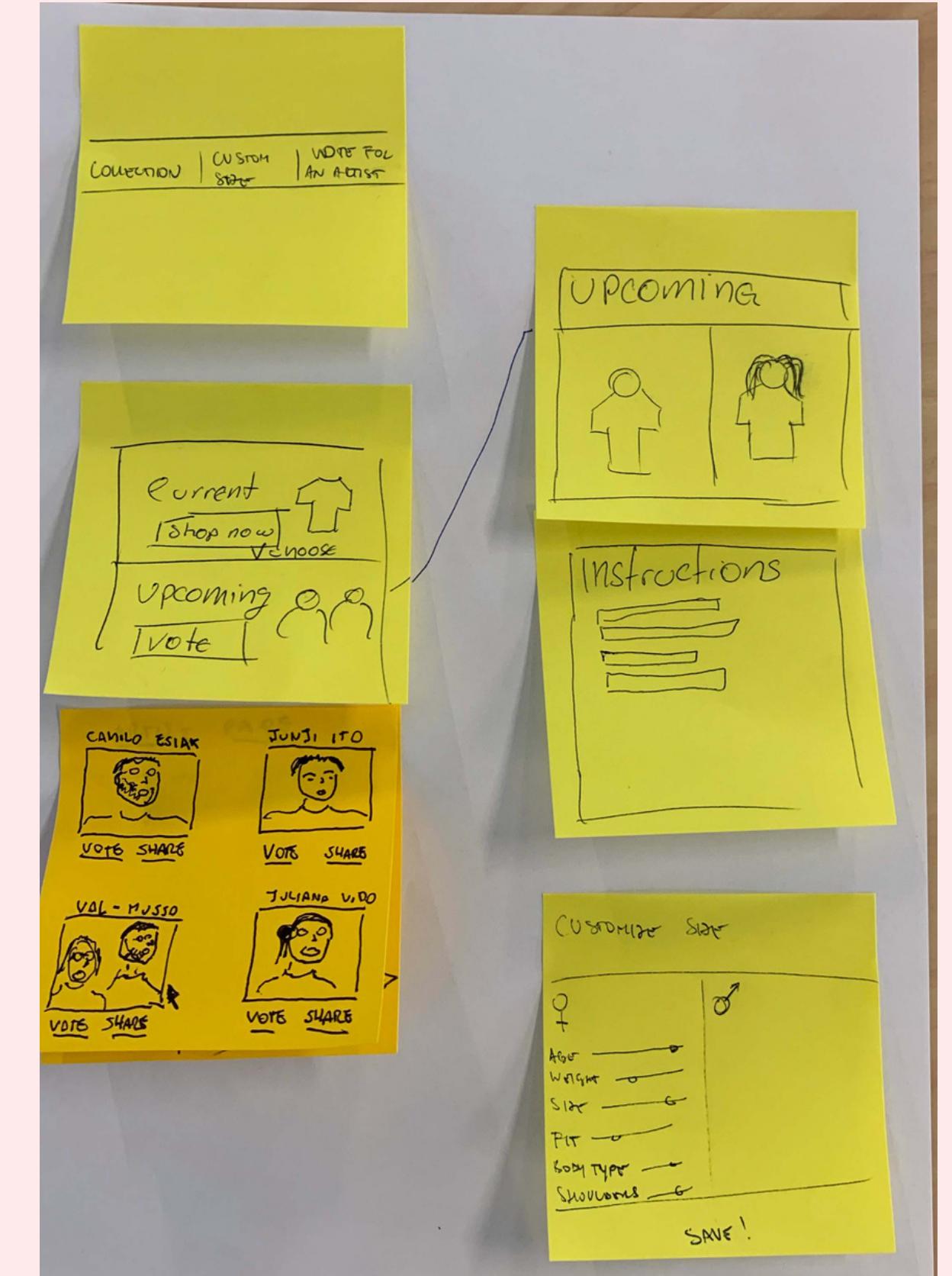
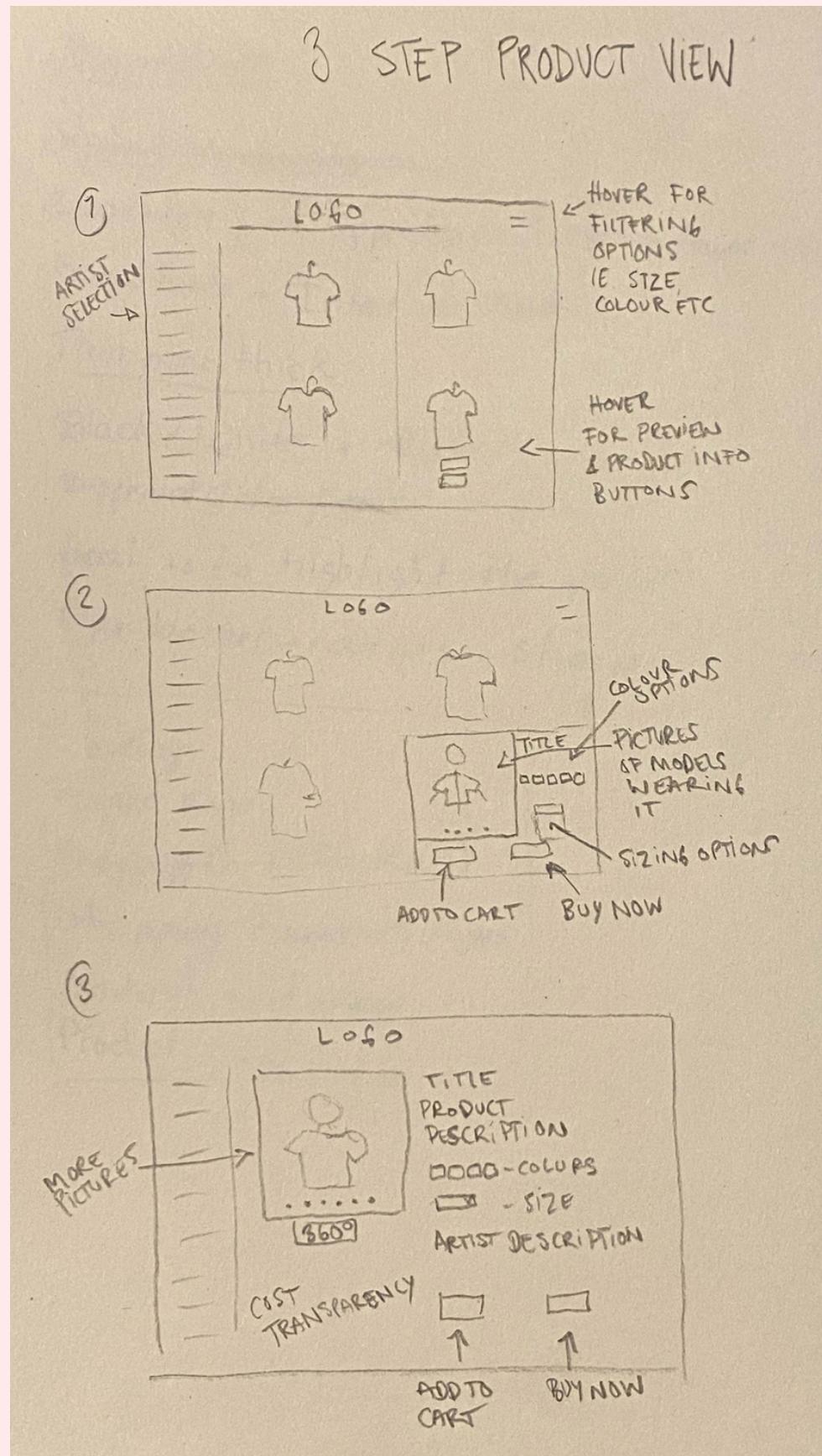
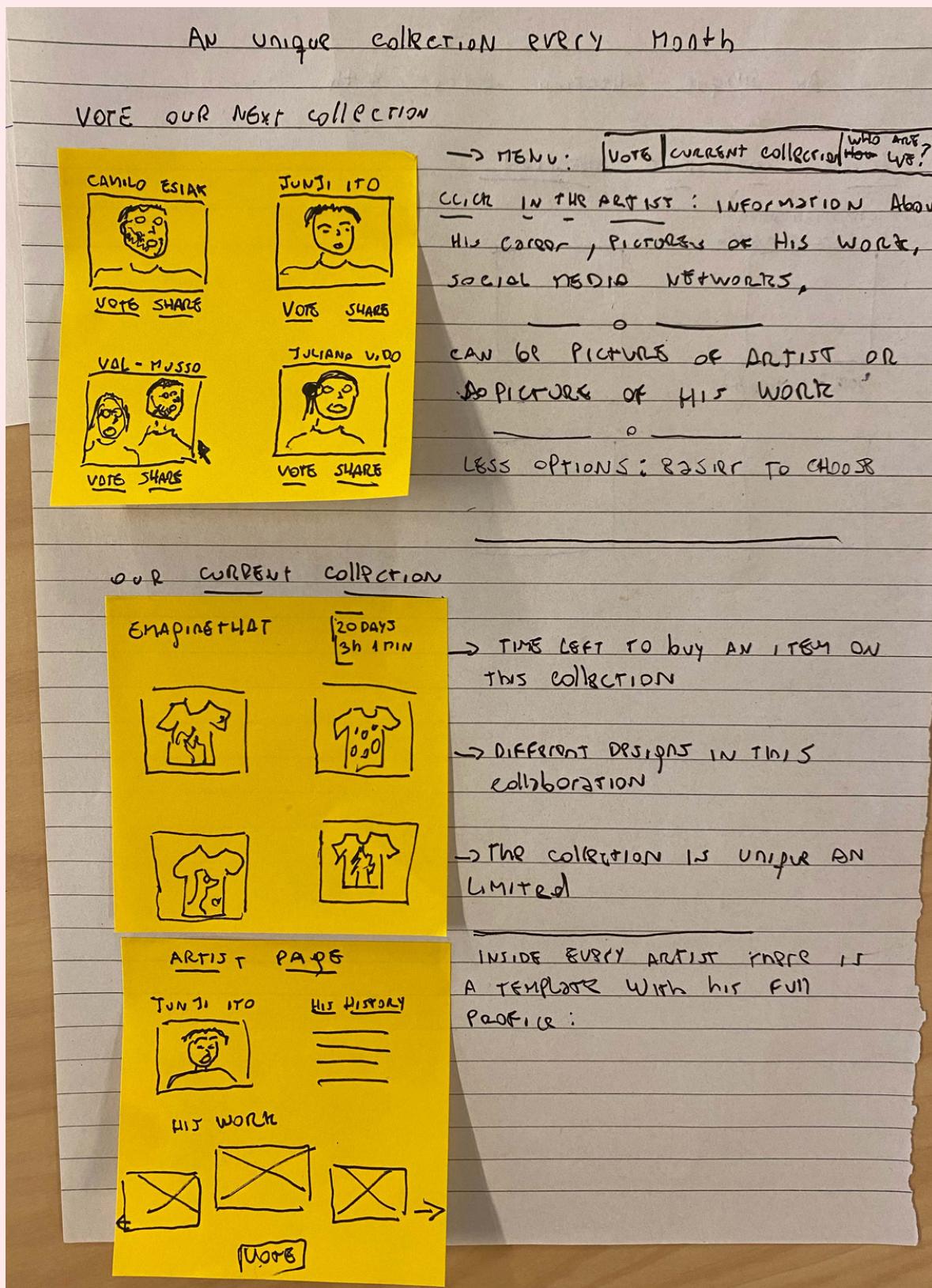
On this step, the user would have more customization options, then they would upload the t-shirt to the community shop



The new made t-shirt would be the first one on the grid, then they would have the option to browse other users' t-shirts

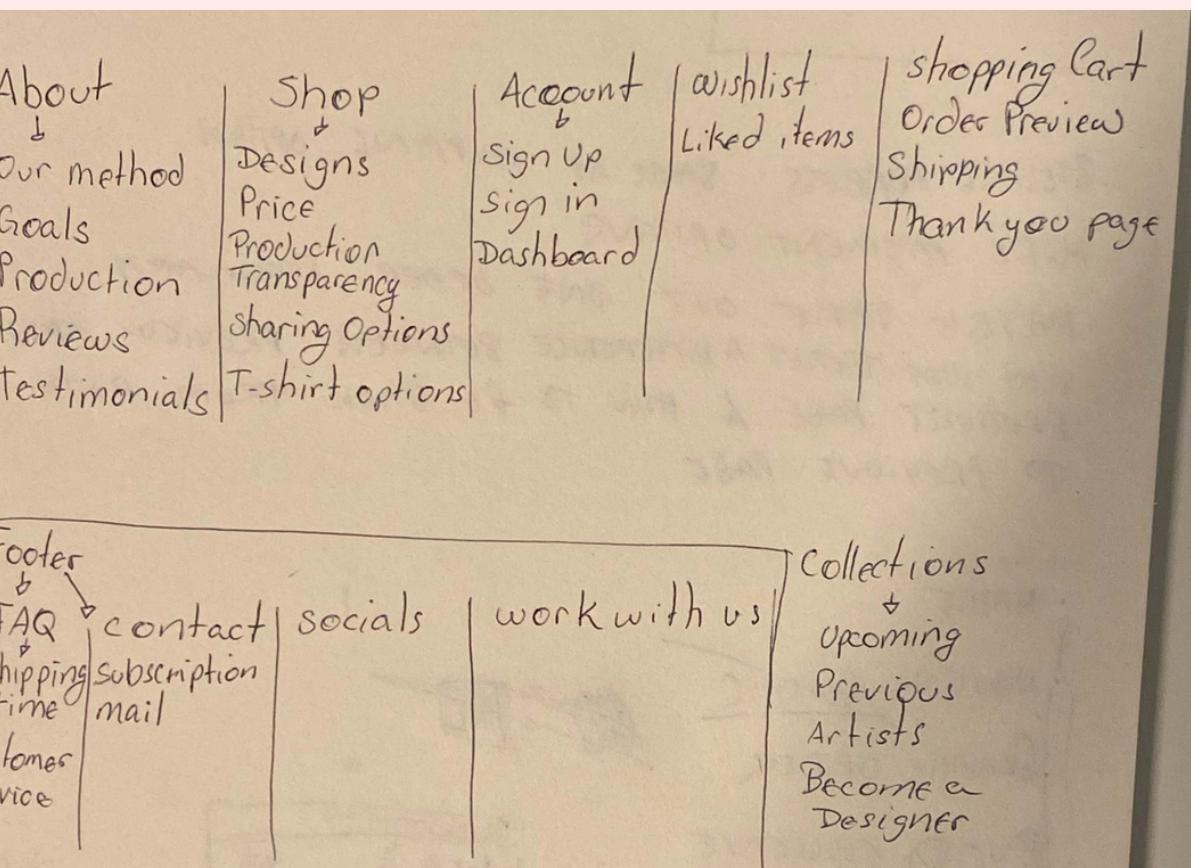
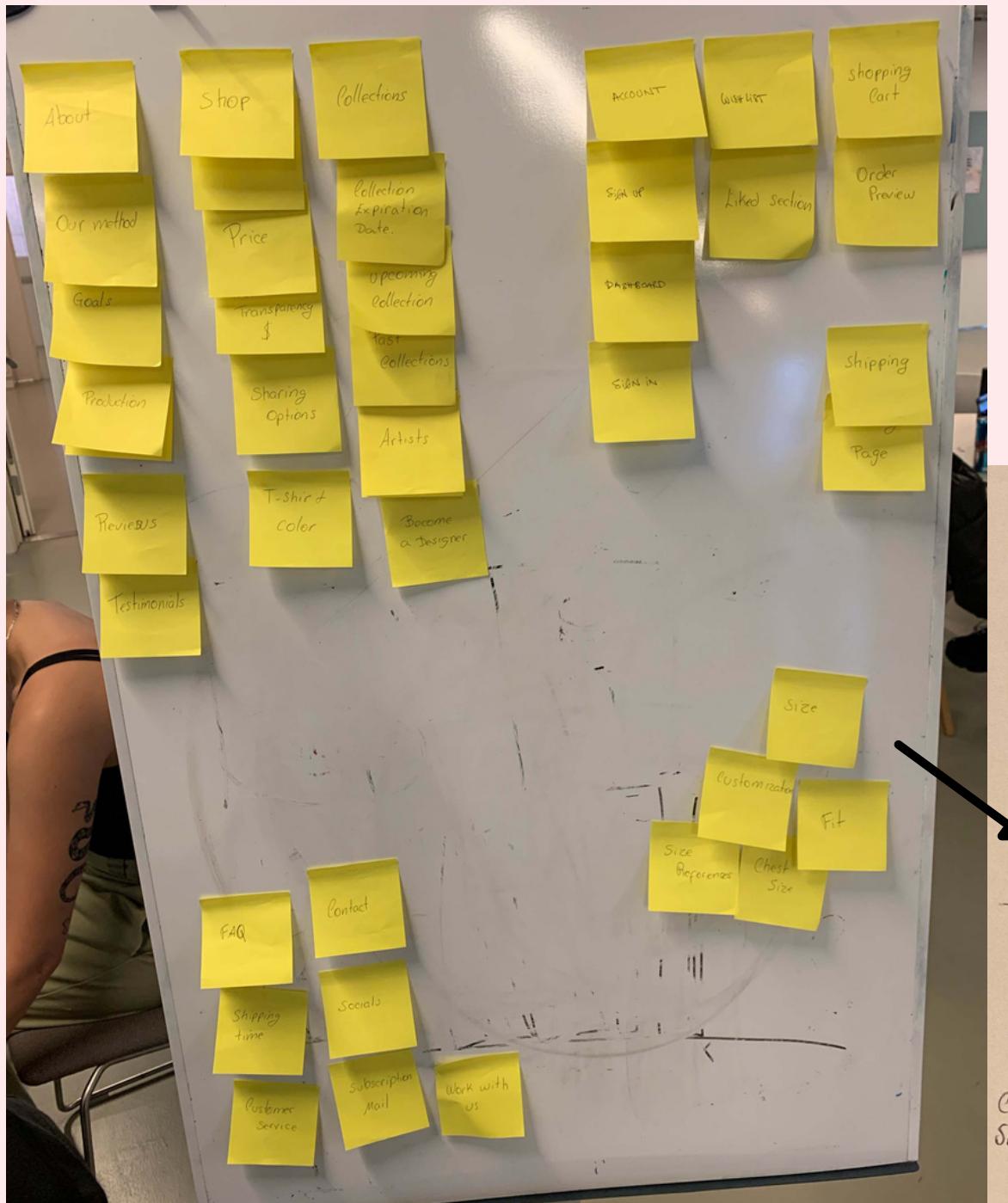


Our solution sketches



Our final sketch

Ideas & brainstorming

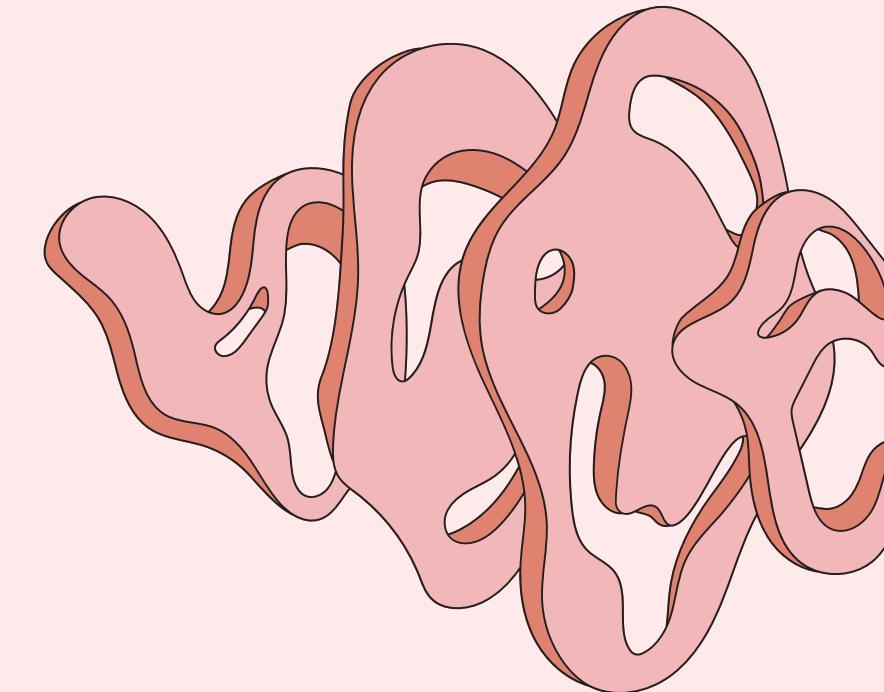


UX-problems:

- How might we display the right sizing? avatar selection?
- How can we make sure t-shirts fit properly? How might we filter the options smart?
- Photos with different body sizes?
- How can we make people feel represented?
- How can we make people understand our message?
- How can we make it easy to navigate on a small screen?
- How to prioritize certain collections?
- How many options of t-shirts per collection?
- How to make it trustworthy?
- Can we make customers part of the brand?
- Having smooth animations?
- How to gage user's psyche level?

Ideas:

- Filter clothes by cut style.
- Have color selection on the main screen
- Choose an avatar that represents you, then have it as your main model on the site
- Monthly t-shirt subscription
- Reduce amount of options into dropdown selection fields so the site feels less overwhelming
- Clean and somewhat minimalistic look to make website easy to use
- Have pictures in the home selection with customer wearing the t-shirts
- Have a story sharing section.



UX-storyboard

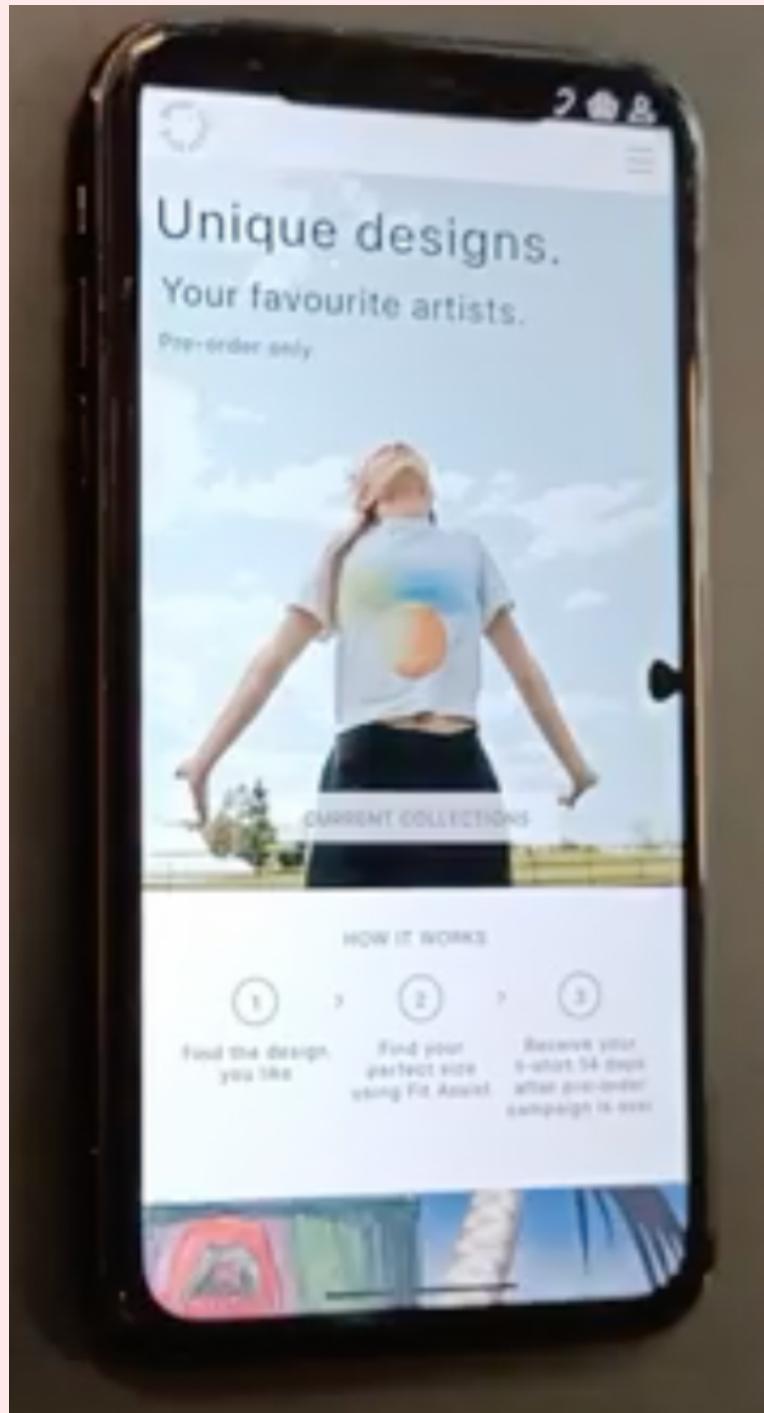


Testing of our paper prototype

<https://youtu.be/MtksNOpQYWs>

Through the user observation we realised we needed a “back” button on the preview view- we solved this by adding a zoom in, zoom out button to communicate that there is a preview option. Furthermore, it was pointed out to us that we need an option for billing address to be the same as shipping to make the customer flow easier.

Think Aloud Test



Test person: Laura Mørk - 24yo - Female

We separated the Thinking Aloud test into 5 tasks, trying to add one task for each type of task, but as all of our products had the same price, we chose not to add a comparison task, so we added another fact finding task. The 5 tasks were going to be representing two different flows in our website, one being the purchase flow, and the other being the interest for the upcoming artists, since they were classified like that, we decided to prompt the person tested with only two tasks that would make them go through all the five tasks we had previously assigned.

The tasks were:

1. To purchase a t-shirt from our web-shop and go all the way to the thank you page
2. To find an upcoming artist and read about their information
3. Find a t-shirt and before clicking check out, tell us what they expected to appear
4. The tested person has to find a t-shirt they like
5. The tested person had to go between both artists on the upcoming artists section, and choose the one they liked the most.

Tasks 1, 3 and 4 were in the same flow, so they were presented together to the user, so it wouldn't feel overwhelming with many small tasks. The tasks 2 and 5 were also presented together, since they had to do with the upcoming artist, one trying to figure out if they could find the artists, and the other one so they could identify their favourite.

Task 1 - Shopping

- When Laura was looking at the home page, she identified that the section that talks about how to purchase was very important to be seen right away
- Laura tries to go to Shop through the burger menu, which is through a long path, when she opens the burger menu, she finds out that the buttons are too small for her fingers, and that they are difficult to be pressed.
- When clicking on the t-shirt that she liked, she is faced with a zoomed in picture, she assumes that if pressing again, she would get to the detailed page.
- When clicking on the sizes, she finds out that the pages are not yet ready
- Laura likes that right when she clicks checkout an order summary appears
- Laura claims that seeing how many steps she has at checkout makes it less overwhelming
- Laura finds it confusing that there is no name asked in the shipping information
- Laura identifies that we have two order confirmations in the checkout steps, but says that it is nice to know everything before she confirms the order
- Laura gets confused when she clicks on shopping but is presented with the Collections page

Task 3 - Checkout expectations

- Laura expects to give information at checkout
- Shipping
- address
- card information

Task 4 - Find a t-shirt they like

- When Laura was finding the t-shirt she liked, she didn't browse much, although she scrolled to see if she had more options of shirts to choose from.

Task 2 - Find an upcoming artist.

- Laura assumes that scrolling through home she can find the upcoming artists
- She doesn't find the section at first hand, then has to read what the button says before she is ready to find more about it
- She identifies that the button talks about future collections and not future artists
- When clicking on the image, she is thrown back to the home page (bug not previously corrected by us)
- The artist page appears zoomed out, so she doesn't really read the text
- She claims that it is nice to know that if she buys a shirt from the artist, she will be supporting them directly

Task 5 - Choose her favourite upcoming artist.

- When Laura was choosing a favourite artist, she is faced with a malfunction in our system, delaying the process of her choosing the artist she liked more
- After fixing the issue, she claims to like the second artist she had a looked at was her favourite artist
- She claims to like Jane Doe over John Doe due to the pictures on her profile, but nothing about the text.

Conclusion by Laura

- The buttons are too small
- The favourites being so close to the top are annoying for her
- She likes the logos
- She likes that she can see the Artists and their bios
- She was confused when she was not prompted with her name when she was on the shipping information page.

Future improvements

- Make buttons, navigation bar, burger menu and links larger up to 50% larger
- Improve buttons micro-copy
- Give sections headings and coherent names.
- Make the navigation bar fit within iPhone's real estate
- Improve expectations when clicking on Shop button
- Add Name field on the shipping checkout page
- Fix all bugs within our prototyping flow
- Add another row of pictures to Artist page
- Delete first step on the check out page
- Add names under the progression steps of the check out experience
- Add a button to go back to collection page
- Change button on the main section to Shop now
- Add different t-shirts in the collections page, so the user knows they are in the right path
- Add buttons and functionality to go in and out of the preview product page
- Create Sizing pages

Main Findings

- Our buttons are too small
- Keeping the information on how to use the website on the main section of the home page is appreciated
- The favourited items are hidden on top, not too accessible
- The user does not expect to be sent to a collection page when clicking on shopping
- Seeing the progression steps at check out makes the user less overwhelmed
- Not asking for the name on the check out leaves users with a sense of doubt and insecurity
- We have two versions of a order confirmation page on our checkout process
- When clicking on a t-shirt, there is a short expectation of seeing details about the shirt, instead of seeing a zoomed in picture.
- Our buttons are not named according to the section's name
- There are a couple of faults in our prototype when clicking random parts of the page.
- When clicking checkout, there is an expectation to fill in forms straight away, before seeing information about what is being purchased.
- Having few options of a product makes the process of finding something you like faster.
- Choosing a favourite artist has more to do with the graphical elements than their bio