

03.02.01

# Early Prototypes PONAMAC

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## Adobe XD prototype link

<https://xd.adobe.com/view/c28db68d-603f-4a65-8eab-1d1ca10ad518-97de/screen/0c73f0d0-c079-401e-b25e-e06b22bf9d52>

## Project Description

The project represents an online t-shirt webshop with camping style of t-shirts. It aims to showcase the user journey through using Adobe XD to present the ideas. The ideas for the shop have developed from sketching and testing the prototype showing the overall feel of the website. Building the prototype started with showing personal inspiration, followed by heatmapping the ideas and choosing the most suitable ones. Next, we aimed to create the brand feel – each individual created the style tile with the possible options and then the suitable fonts / colours were chosen to implement. The final effect the website is catered towards 22-37 y/o individuals that are usually city-lovers but the growing environmental trends have shifted their interest towards nature. Therefore, they want to explore camping but still remain stylish through clothing. However, the functionality of Adobe XD has disabled us to fully display certain options that would have been possible in the real-life scenario

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## Lightning demos and sketches

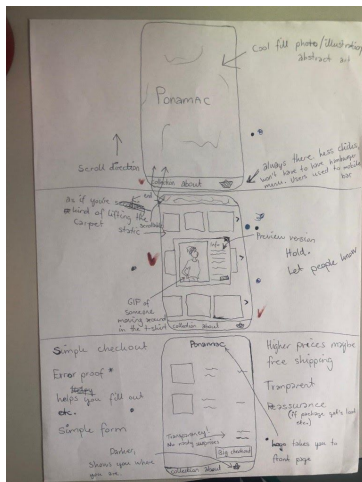
## Notes

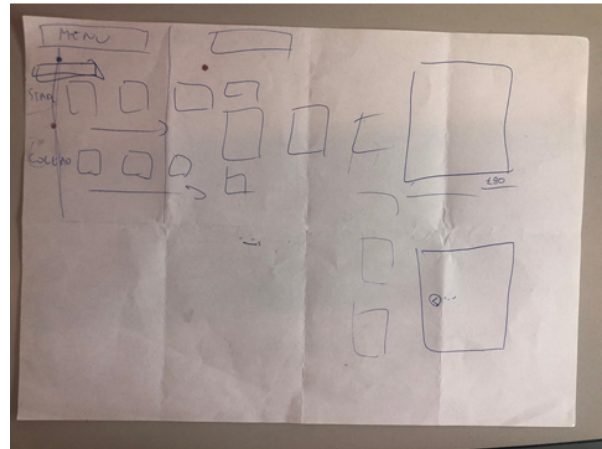
The first group meeting started by understanding the roles within the group and understanding the strength and weaknesses of the members. What we found is that three members were either a suit, ponytail, or prophead, and that one member was all three. We felt this was going to be great for the dynamic of the group, as each area of a team was covered. This was followed by discussing the availability of each member and brainstorming the name ideas.

## Ideas

We played around with a couple of team names, before deciding on an acronym of our names. PoNaMaC = Polina, Natalie, Malgorzata, Carolyn. The name inspired us to create a brand of t-shirts that are sustainable and made of high-quality cotton with an adventurous vibe. Through research of different websites, we could individually work on Crazy 8s ideas that could enhance the initial brand image.

## Crazy 8s

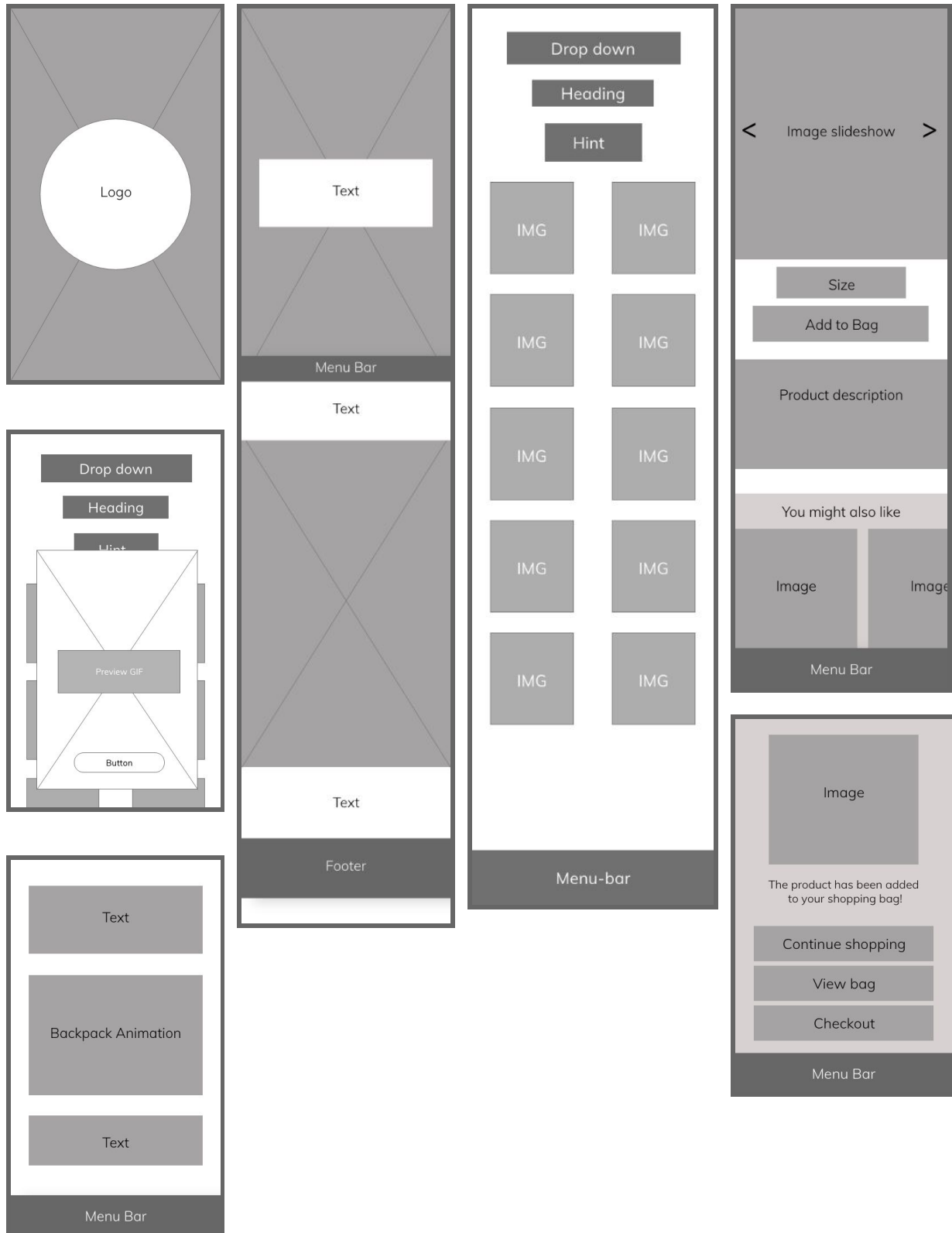




## Solution Sketches



## Wireframes



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## UX Storyboard

### The profile of potential customer

**Target group:** 22-37 years old

**Target Profile:** Mainly students or young professionals who live and work in the city, but due to the pandemic are wanting to get outdoors and away from their cramped city apartments. Many are new to the idea of camping, yet they are eager to learn. Also, due to growing sustainability and eco-friendly trends, they are looking for alternatives to fast fashion, while still looking fashionable. They are most likely on social media and will be posting about their camping trip for their friends still in the city to see, so they want to make sure they look good while hiking, canoeing, and doing other outdoor activities.

**Brand Image:** sustainable, nature-friendly, good quality t-shirts

**Purpose:** The t-shirts are designed for camping and other outdoor activities, hence the durable but comfortable, eco-friendly material. However, the designs are trendy, which encourages people to wear them on a day-to-day basis and are cute enough to share with their friends on social media.



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## Paper Prototype

We tested our paper prototype on a person from our target group. A young, active female student between the age of 22-37. This is how it went:

<https://kapwi.ng/c/M21Nxjns>

Our paper prototype tester let us know her thoughts on all the “shop” options. We had originally wanted any shop button to go to that “section” on the shop page, but we realized that would be too overwhelming. The creation of the drop down menu gave our users the chance to filter through the t-shirts through “New In”, “Best Sellers”, “Collection 2”, and “View All” if they wanted to see all the shirts at one time.

## Think-Aloud Test

The test was created based on the main question points within the prototype and the potential issues that users can meet. The priority list was as followed:

1. Go through the purchase flow of buying a t-shirt - Uncovering expectations
2. Preview a t-shirt - Uncovering expectations
3. View collection 2 - Uncovering expectations
4. Go back to main page - Uncovering expectations
5. Find contact page - Fact finding

The chosen test persons are in the defined target group for our brand to ensure the suitable answers and relevant suggestions for the website.

We decided to document the tests, by recording or photographing each test person as they go through the steps and note down where they run into usability issues.

**Number of test persons: 5**

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### Task template 1

<b>Task 1:</b> Purchase flow of buying t-shirt
<b>Goals - usability issue:</b> To go through the t-shirt buying process, from finding a shirt the customer likes to final checkout
<b>Task steps, optimal path:</b> <ul style="list-style-type: none"><li>• Enter site</li><li>• Click “New Arrivals”</li><li>• Preview shirts</li><li>• Click “Go to Product”</li><li>• View product and “Add to Cart”</li><li>• Go to “Checkout”</li><li>• Go to “Shipping”</li><li>• Enter info and go to “Payment”</li><li>• Enter info and go to “Review”</li><li>• Review page and click “Checkout”</li><li>• From Thank You page click “Back to Shop”</li></ul> <b>Alternative path:</b> <ul style="list-style-type: none"><li>• Enter site</li><li>• Click “Shop”, “Best Sellers”, etc</li><li>• View multiple products before choosing products to purchase</li><li>• Click “Add to Cart”</li><li>• Continue shopping before finally going to “Checkout”</li><li>• Customer could click “Go Back” or go back into the shop to view more items before going through final purchasing steps “Shipping”, “Payment”, “Review”, “Checkout”</li><li>• From Thank You page customers closes shop</li></ul>
<b>Timeframe:</b> Minimum 9 clicks for optimal path
<b>Task Text:</b> After entering the website, go through the purchase flow of buying a t-shirt all the way to the thank you page
<b>Notes:</b> Observe how many t-shirts customer goes through before “adding to cart”, Observe how many times customer clicks “Go Back”, See if customer goes straight through checkout process or leaves page and comes back

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### Task template 2

<b>Task 2:</b> Understanding how the preview button works
<b>Goals - usability issue:</b> The user understands the preview button through the microcopy provided
<b>Task steps and optimal path</b> <ul style="list-style-type: none"><li>• Landing page</li><li>• Scroll down to see the menu</li><li>• Click on the shop button</li><li>• See the microcopy 'hold to preview'</li><li>• Clicks on the t-shirt for preview</li></ul>
<b>Timeframe:</b> Minimum 5 clicks
<b>Task text:</b> Please preview a product before entering the product description page
<b>Notes:</b> Please note how easy was to find the preview window (if they hesitated)

### Task template 3

<b>Task 3:</b> Understanding if people can use drop-down menu to find particular page (Collection 2)
<b>Goals - usability issue:</b> Understanding the usability of dropdown menu to find the items
<b>Task steps and optimal path</b> <ul style="list-style-type: none"><li>• Landing page</li><li>• Scroll down to see the menu</li><li>• Click on shop</li><li>• Find the drop-down menu</li><li>• Select an option</li></ul>
<b>Timeframe:</b> Minimum 5 clicks
<b>Task text:</b> Please find the Collection 2 tab
<b>Notes:</b> Please note if the user navigates to drop-down menu



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#### Task template 4

<b>Task 4:</b> Go back to the main page
<b>Goals - usability issue:</b> The user intuitively knows that the logo is a button, which goes back to the main page.
<b>Task steps, optimal path:</b> <ul style="list-style-type: none"><li>• Press the logo on the top of the page.</li></ul>
<b>Timeframe:</b> It shouldn't take the user more than 5 secs. 1 click.
<b>Task text:</b> How would you go back to the main page from where you are now?
<b>Notes:</b> Please note if the user expects the logo to take them back to main page, or if they get lost trying to search for it in the menu.

#### Task template 5

<b>Task 5:</b> Find the contact page
<b>Goals - usability issue:</b> Finding the page with company contacts by going through the website
<b>Task steps, optimal path:</b> <ul style="list-style-type: none"><li>• Starting from the landing page</li><li>• Scroll all the way down to the footer</li><li>• Tap the "contact" button</li><li>• Find the contacts (email, phone number, SoMe)</li></ul> <b>Alternative path:</b> <ul style="list-style-type: none"><li>• Starting from the main page</li><li>• Go to the "shop" page</li><li>• Scroll all the way down to the footer</li><li>• Tap the "contact" button</li><li>• Find the contacts (email, phone number, SoMe)</li></ul>
<b>Timeframe:</b> Minimum 4 clicks
<b>Task text:</b> Now you want to find company's contacts like email, phone number. Go through the website and find this page
<b>Notes:</b> Note, that the "contact" button is on every page in footer, so there might be several ways

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for user to find it
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## Main Findings

### Test Person 1:

Age: 23 y/o

Gender: female

The user intuitively moved around the website and had no problem with following the given tasks. The layout was responsive enough to flow through the purchase journey and choosing t-shirts. However, these were the key issues that the person identified:

- The 'home/logo' and 'shop' buttons on product description page are not working
- The drop-down is not coming up what was confusing for the user
- Can't change size / quantity of the t-shirt

### Test Person 2:

Age: 25 y/o

Gender: female

Task 1: With little help, the user was able to move around the site easily, checking multiple product pages. They added item to cart and went through the checkout process. Like suggested in alternative paths, the user clicked back multiple times, but also commented on how "realistic" the site seemed that they had the options to move around the site and weren't forced to just go one way. User made it to the thank you page, and clicked go back to shop

Task 2: They were able to preview products using microcopy text on the shop page.

Task 3: From the shop page, the user figured out how to use the drop down menu. However, there was issue with getting the menu to go back up in case the customer was not interested in leaving that page just yet.

Task 4: When asked to go back to the home page, the user had issues. They did not know the logo would take them back and tried the "Shop" button and also scrolled to bottom looking for something that says "home". Maybe just a text logo on the menu bar would work better as a home button? You also cannot see the logo very clearly because of how small it has to be to fit in the menu bar.

Task 5: User was able to find contact page easily from footer.

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Issues found:

- Drop down menu does not go back up
- Go back arrow on product page, not all stay in the same place, some follow with scroll
- Size drop down does not go back up, cannot click “go back button”
- “Hold” for preview is more like a click
- Could not figure out logo was the “Home” button right away
- Logo in menu bar very small

**Test person 3:**

Age: 20 y/o

Gender: Female

Task 1: After entering the website, the person needed to understand that she needs to tap the landing page. Then she went to the shopping page, took a look at the drop down menu and chose “new in” category. It was easy for her to find a preview, go to the product description and choose a size. Also she noticed that the recommendations under the selected product are nice and user might like that. Shopping bag looks nice, payment forms are made simple and easy to understand, so it was not complicated to navigate and move around.

Task 2: Person previewed the product by pressing “shop” and tapping on a t-shirt

Task 3: From a landing page person went to the “shop” and tapped a drop down menu where she needed to choose “Collection #2”

Task 4: She went to a main page by pressing “back” on her phone, because it is the way she would do it on every website. However, she understood that she can go to the main page by pressing the logo. The only problem is that the logo doesn't look like a hyperlink, it looks more like the decoration, so it would be better if the logo was highlighted or had a border.

Task 5: By going through some pages she understood, that contact page is in the footer. So she scrolled the page all the way down and chose “contact”.

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**Test person 4:**

Age: 25 y/o

Gender: Female

Task 1: The test person intuitively clicked through the whole buying process on the website.

What was noteworthy though, was that the test person didn't even take a second glance on the 'added to bag' page, she instead used the bag icon in the menu bar to go to her bag to check out.

Task 2: The test person had issues with the 'preview' function, because the 'hold option' doesn't work in an XD prototype, but what was important to discover was, that the test person knew to hold down her thumb on a photo to preview the product, because she was guided by the sign explaining this. It didn't take her long to read and realise.

Task 3: The test person started from the main-page, pressed shop and scrolled up and down, before she realised that the drop-down menu, was in fact a drop-down menu. This was because the menu said 'shop' and this confused her to think that it was just a sort of header.

Task 4: The test person spent less than a second getting back to the main page, because she instinctively knew, that the logo worked as a 'home button'.

Task 5: The test person expressed that she always looks for the 'contact' button in the footer of a page. She quickly scrolled down and found her way to the contact page.

Issues found:

- Dropdown menu on shop page is confusing and unclear
- "Hold" for preview is more like a click

**Test person 5:**

Age: 24 y/o

Gender: Female

Task 1: The test person spent a few seconds before she realised that she had to tap the landing page and not scroll. She intuitively went through the buying process, but got confused during checkout, because she tried to go to the next page by pressing the numbers. This might be because she didn't have to put in her own info, and therefore wasn't guided through the process

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to the bottom of the page. After checkout she went back to the front page, by pressing the logo in the bottom. She was missing an option offering her to 'continue shopping'.

Task 2: Because the hold down option wasn't working on our prototype, the test person had a little trouble making it work, but it proves that the test person knew that she had to hold to preview.

Task 3: The test person was a little confused by the task and spent some seconds trying to look for collection 2 on the front page. After not being able to find it, she went looking for a dropdown menu on the shop page and found it.

Task 4: The test person scrolled a few times, before she realised that the logo was a home button.

Task 5: The test person went to the shop page, expecting to find contact page in the dropdown menu. When she didn't find anything there, she went to the footer and found it there.

Issues found:

- Missing 'continue shopping' option after checking out

## List of Improvements

- The 'home/logo' and 'shop' buttons on product description page are not working
- The drop-down is not coming up what was confusing for the user
- Can't change size / quantity of the t-shirt
- Drop down menu does not go back up
- Go back arrow on product page, not all stay in the same place, some follow with scroll
- Size drop down does not go back up, cannot click "go back button"
- "Hold" for preview is more like a click
- Could not figure out logo was the "Home" button right away
- Logo in menu bar very small
- Dropdown menu on shop page is confusing and unclear
- "Hold" for preview is more like a click
- Missing 'continue shopping' option after checking out

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