



## **Flint Clothing Research Report**

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## Description of Users

Flint Clothing is targeted a wide arrange of individuals. One category of the target audience is for athletic individuals. Users in this group consist of runners, cyclists, hikers, and others. Another category of users is individuals who enjoy the outdoors. Users in this category include individuals who enjoy camping or hiking. The last category of individuals consists of the casual, everyday person. Users in this group simply enjoy long-lasting, durable clothing or may be fans of the Flint Clothing brand.

The primary goal for Flint Clothing's website is to provide users with a shopping experience similar to what they would encounter visiting a brick-and-mortar store. Users who visit the Flint Clothing website will be able to browse through a wide selection of shorts, t-shirts, jackets, and hats of different sizes and colors. If a user sees an article of clothing they would like to purchase, they can do so using the website's checkout feature. Users can view clothes broken down by gender/age, activity they enjoy, or what is currently on sale or trending. In addition, users can write and read reviews on clothing to learn more about how the clothing fits, looks, and feels.

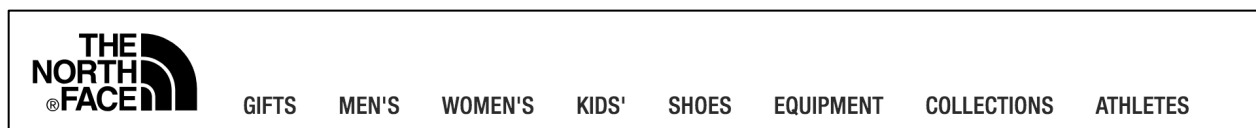
The Flint Clothing website is built responsively, so users can have an enjoyable shopping experience on mobile devices, tablets, and desktop computers.

## Research Methods

For this project, I performed a competitive analysis and user observations to learn more about the potential users of Flint Clothing's website. Based on my findings, I developed two personas for use throughout the design process.

## Competitive Analysis

I performed a competitive analysis on two websites of similar clothing companies: [Columbia](#) and [The North Face](#). One thing I noticed was some similarities and differences in the construction of each website's navigation bar.




Each website had options for users based on gender (men's, women's), age (kid's), and an option solely for footwear. However, each site took a different approach to breaking

down items into broader categories. The North Face used tabs such as Equipment and Athletes to target certain populations of users whereas Columbia used a tab labeled Activity to reach certain populations. Another key difference I observed was Columbia's use of a red-colored Sale navigation option whereas The North Face did not include an option such as this. A user can find sale items under each navigation option on The North Face's website, however.


One idea I liked that was illustrated by each site was apparel advertisements based on the season. For instance, Columbia's main page (and any subpages for apparel) included a section with images and shopping options based on the upcoming winter season.

## GEAR UP FOR WINTER


Be ready when temperatures drop with gear built for comfort in the cold.




SHOP SNOW SPORTS >



SHOP HIKING >



SHOP FISHING >



SHOP HUNTING >

This type of experience is similar to that of one a user would experience in a brick-and-mortar store: seasonal items on display as soon as you walk into the store or certain section of the store. When a user visits a store, they likely are looking for some type of seasonal clothing. Advertising seasonal clothing prominently on each page achieves this effect and also caters to the more casual audience or individuals simply browsing the company's website.

## User Observation

To gain an understanding of how users shop online and what some of their frustrations are, I gave two users the task of finding an item on a clothing website and going through

the steps to complete a transaction (sans completing an actual purchase). In one case, the user was told to navigate the site as if they were just casually looking for an article of clothing. In the other scenario, users were told to search for an item they had seen in the store, but wanted to purchase online. With each user, I observed the steps they took and had them verbally walk me through their thought process as they browsed clothing and completed a purchase. I had users perform each of these tasks on Columbia's and The North Face's websites.

Through these observations, I learned that each user first likes to scroll through the landing page of a clothing website to see if there are any current sales going on or if there is a new item available that they may have not seen in the store. Each user also mentioned that they liked how the full navigation was displayed when hovering over a category such as Women's or Footwear.

During the observation, each user took a different approach to searching for an item they saw in store. One user searched specifically for that item (either by item name or product ID) while the other individual used the navigation to drill down to the item's category and then browse all available options. When I asked the user to explain their thought process, they stated that they like to see all options available in case they see another item they like better or a similar item at a more affordable price.

## **Personas**

Michelle is a 24-year-old female who is currently working in the healthcare industry. In her free time, she enjoys outdoors activities such as quad-riding and walking on trails. Aside from the outdoors, Michelle also enjoys shopping for clothes. She will often go on shopping trips with no intended purchase in mind. When shopping, she likes to compare different clothing products so she can find the best option for her.

Walter is a 42-year-old male who is married with two children and works as a VP in the banking industry. During the winter season, his family likes to visit their local mountain resort to partake in skiing and snowboarding. When the weather is warmer, Walter enjoys running and participates in his city's marathon race each year. Due to Walter's busy schedule, he does not like to spend much time shopping. He prefers to have a quick and painless experience when shopping, especially when it comes to the checkout process. Before purchasing items, Walter likes to read reviews from other individuals who have bought the product to get their feedback.

## **Results**

Based on the results from my research, I gathered insights into what features users utilize most when shopping online and some of their shopping habits. When conducting user observation, both users took advantage of The North Face's compare option. With this feature, users can select up to 4 articles of clothing and compare the details of each on one page rather than having to switch back and forth between pages or browser tabs.

Another feature each user mentioned they enjoyed was The North Face's fit calculator. With this tool, users can enter personal body measurements to learn what the best size options are for a particular clothing item. Users mentioned they preferred this feature over Columbia's use of a table to display size and fit information.

As for shopping habits, both users did an initial scroll through of the entire landing page first before navigating to a specific category or item. This is important because the landing page is where a company can present current deals and trending clothing to draw in users, especially ones who may be casually browsing the website. In addition, having a search option is useful as well for users who want to search for a specific item (one user did so; the other did not). Both users did navigate primarily through the navigation bar and mentioned they enjoyed how hovering over a category (ex. Women's or Men's) displayed the subcategories of that selection.

For the checkout process, one user mentioned how they liked the option of checking out with PayPal rather than having to create a new account. They said in most cases, they will checkout as guest rather than creating an account in PayPal is not an option. The other user said they will create an account if they shop on the website routinely, but expressed interest in having options available like Apple Pay or PayPal so they did not have to create an account for each website.

## **Proposed Process**

When designing Flint Clothing's website, one of the major factors to consider is the overall navigation of the website. Developing a well-constructed and laid out navigation system helps users be successful in their online shopping journey. The navigation for Flint's website will be a hybrid of Columbia's and The North Face's site navigation since both users mentioned how simple and easy it was to navigate to a desired item. In addition, the landing page will be constructed to serve as an ad space for users who visit Flint Clothing's website. Going back to user observation, each user mentioned features of each competitor site they enjoyed, so I plan to implement similar features into the design and layout of the Flint Clothing website. After developing my initial prototype, I had the same users complete two tasks: one involved finding a particular clothing item (such as men's shorts) and completing a purchase. The other scenario involved users locating two clothing items and comparing the items using a feature similar to that of The North Face.

Usability testing yielded fairly positive results. Users found it easy to navigate the Flint Clothing website and complete a transaction. One user who utilizes PayPal often helped provide more details about the PayPal transaction process (logging in to account, choosing payment method, etc.) that assisted with refining that process. Another user mentioned that her instinct when using navigation is to click on a heading, such as Shorts, so she was confused when it did not take her to a products page. Based on this feedback, I decided to have each category heading and subheading link to a products page rather than just the subheading.

## Reflection

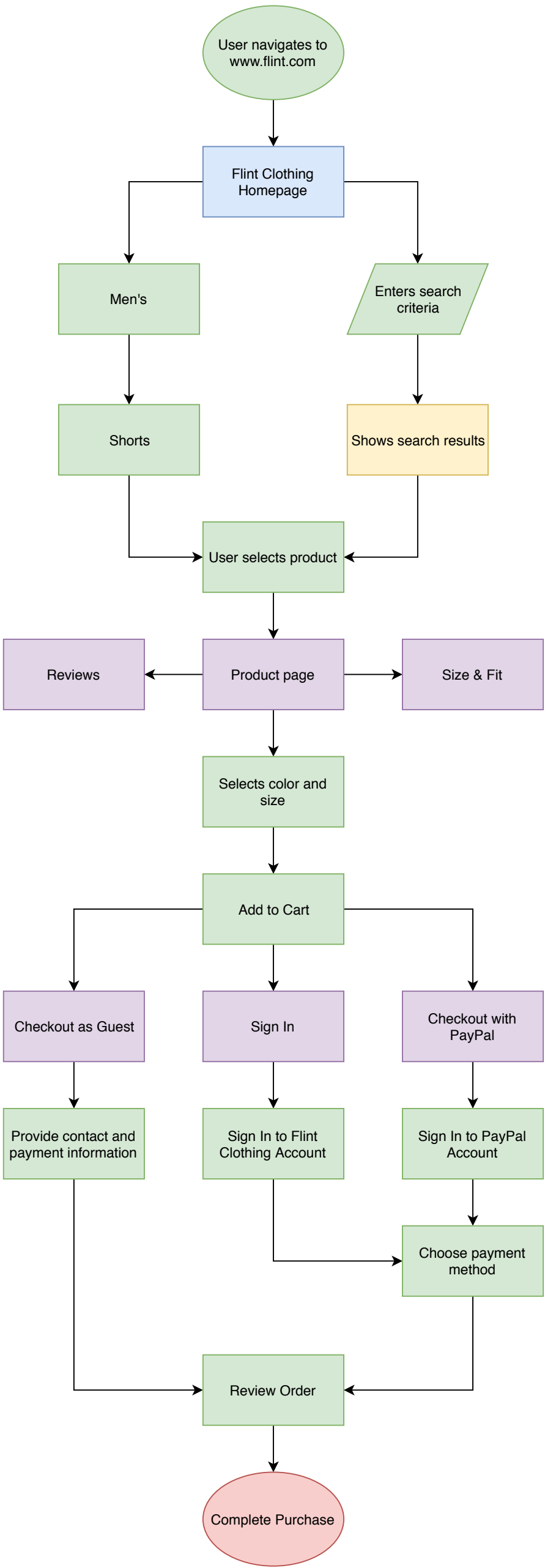
When designing the user interface for the Flint Clothing website, my main goal was to design an interface that does not inhibit the user from achieving their goals. Each page follows the same visual structure with a navigation section, main section, and footer so that users do not have to adjust to a new structure as they navigate the website. Each of these sections also contains a unique background color, which helps break up the page and differentiate each section from one another. Moreover, this helps a user easily identify which content belongs to which section of the page.

The concept of figure-ground is incorporated in the Flint Clothing website through the color selection. For instance, the dropdown menu when a user clicks on Men/Women/Kids is a black background with white lettering. In addition, buttons for adding an item to the shopping cart and to proceed through the checkout process are a darker orange placed on the white background of the website. The use of the orange button for “action items” also ties into the focal point principle as it helps draw the users attention and serves as a call to action.

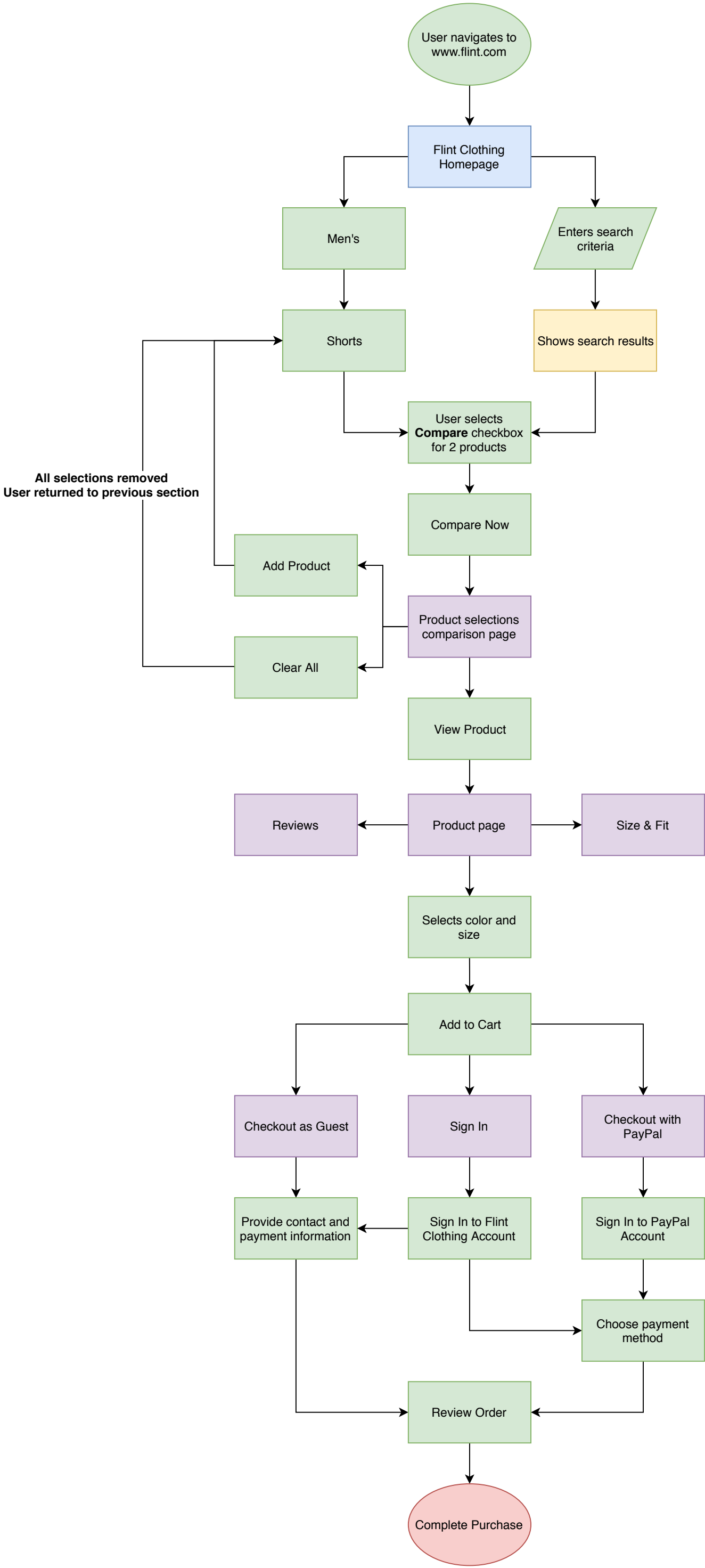
Proximity occurs multiple times throughout the Flint Clothing website. Specifically, the images on the home page correspond with a block of text below them to indicate what each item will navigate to (for example, the fishing block with the fish icon and fishing text on the home page). The product results page also exhibits proximity with a button to view a product located near the product image and details, such as color and price. This page also demonstrates continuity as each product listed features an image of the product, price, and color options.

Together, these different principles help craft a user interface that aids users in their goal of viewing and purchasing clothes from the Flint Clothing website. Each principle helps create an experience similar to what a user would encounter in a brick-and-mortar store while limiting any potentials pitfalls or frustrations for a user.

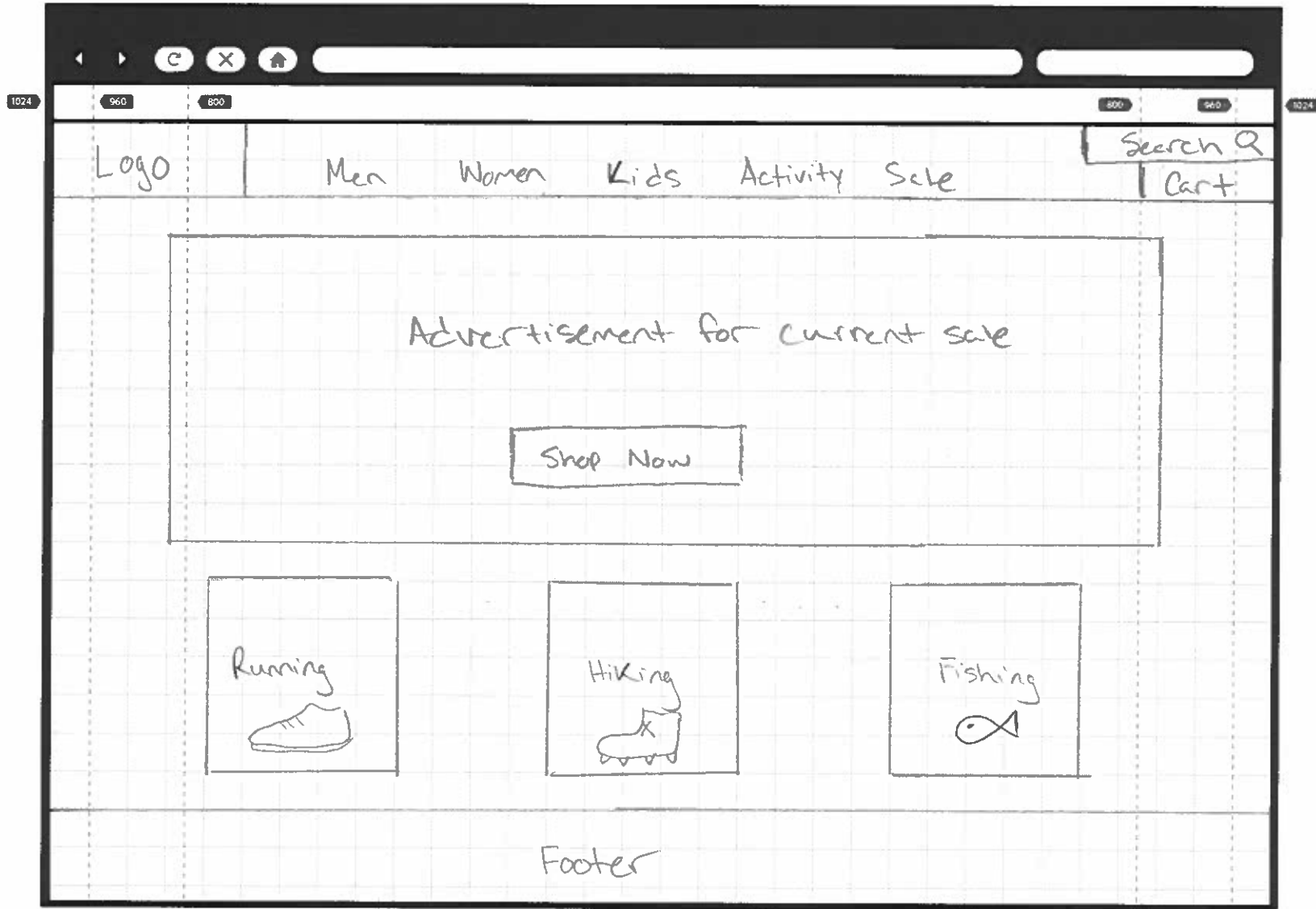
Scenario 1 : User browses to the website to purchase a pair of men's shorts.



Scenario 2: User compares 2 different pairs of men's shorts and selects 1 pair to purchase.

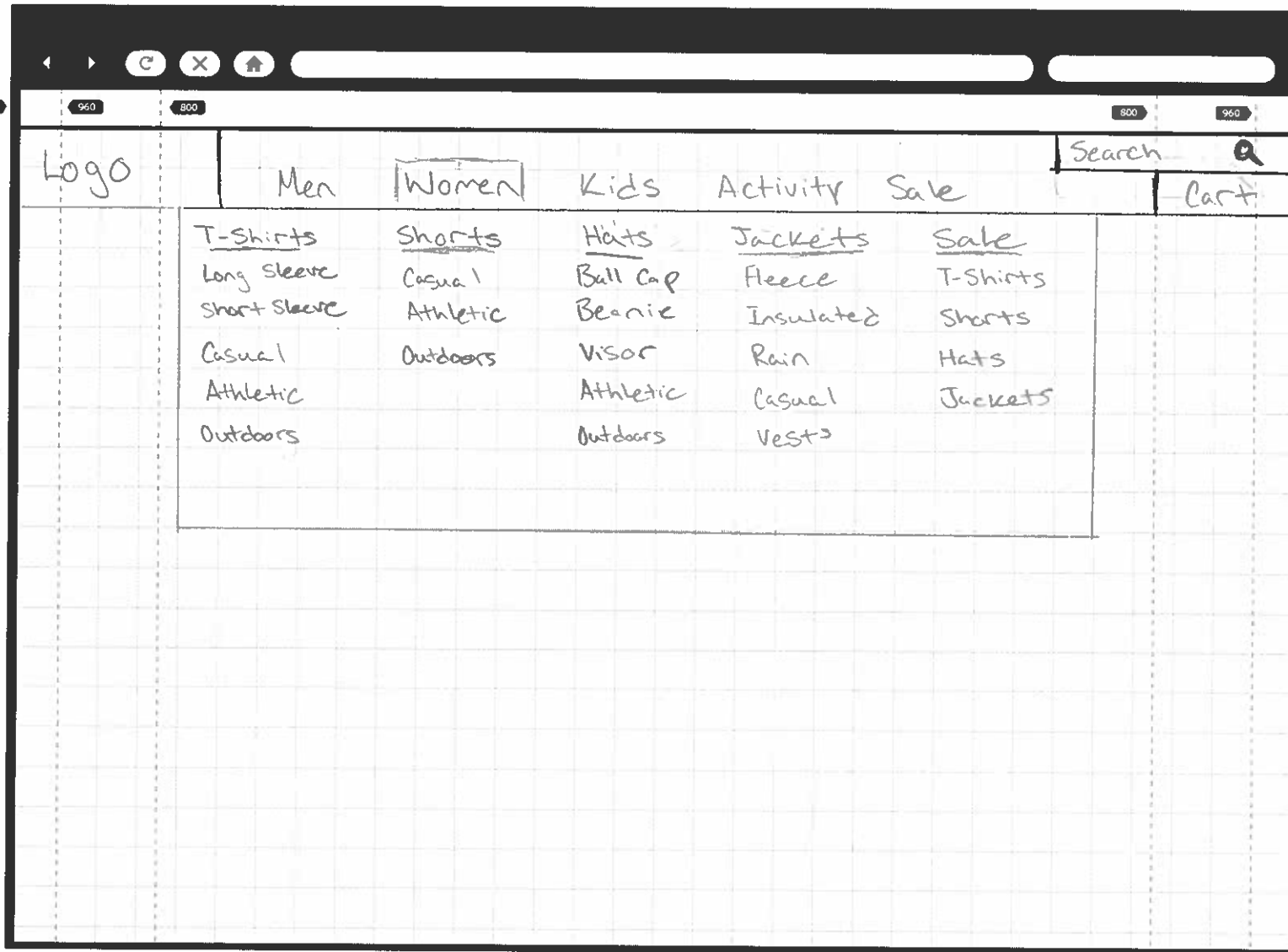






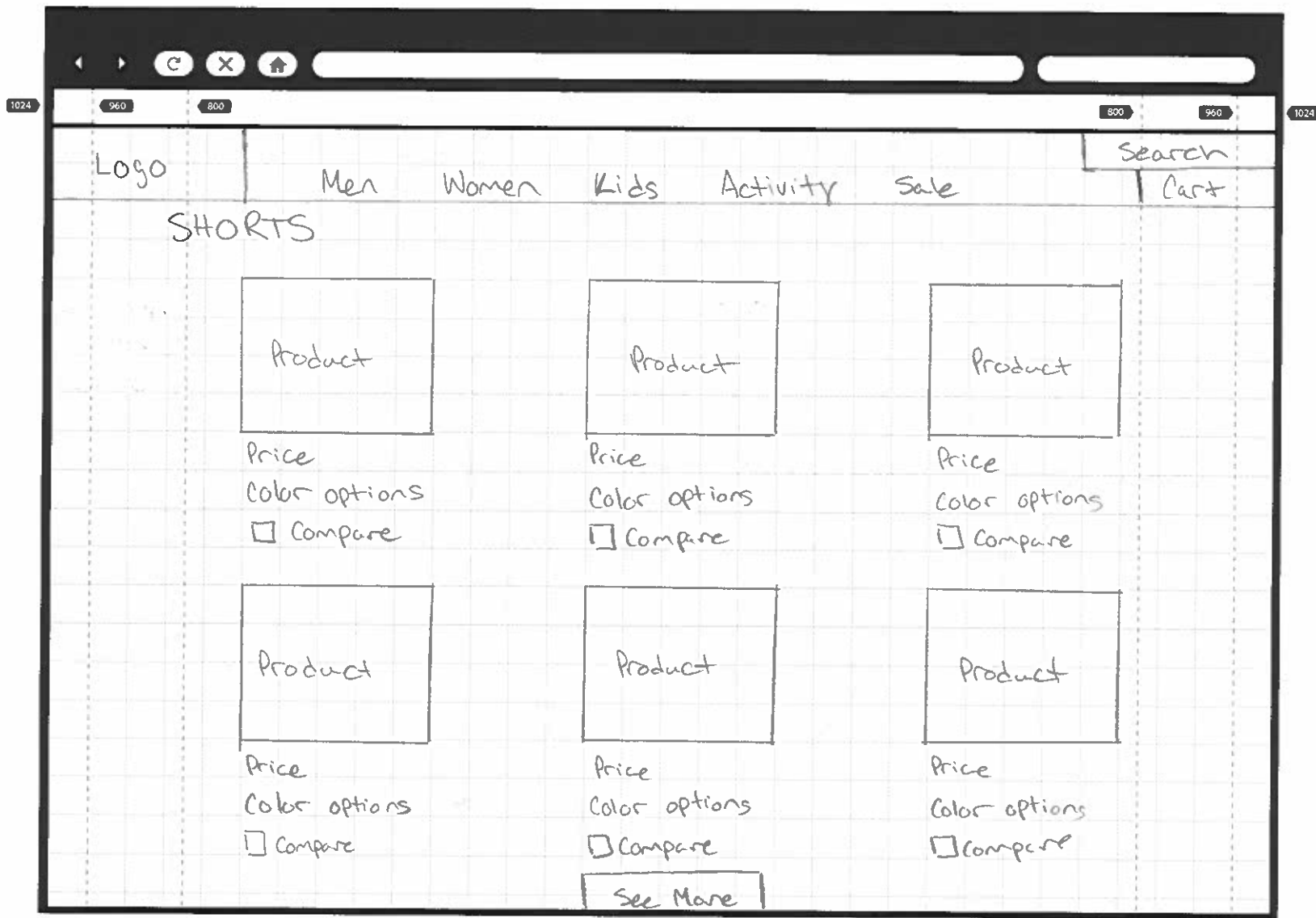
NOTES

# Navigation Hover Dropdown



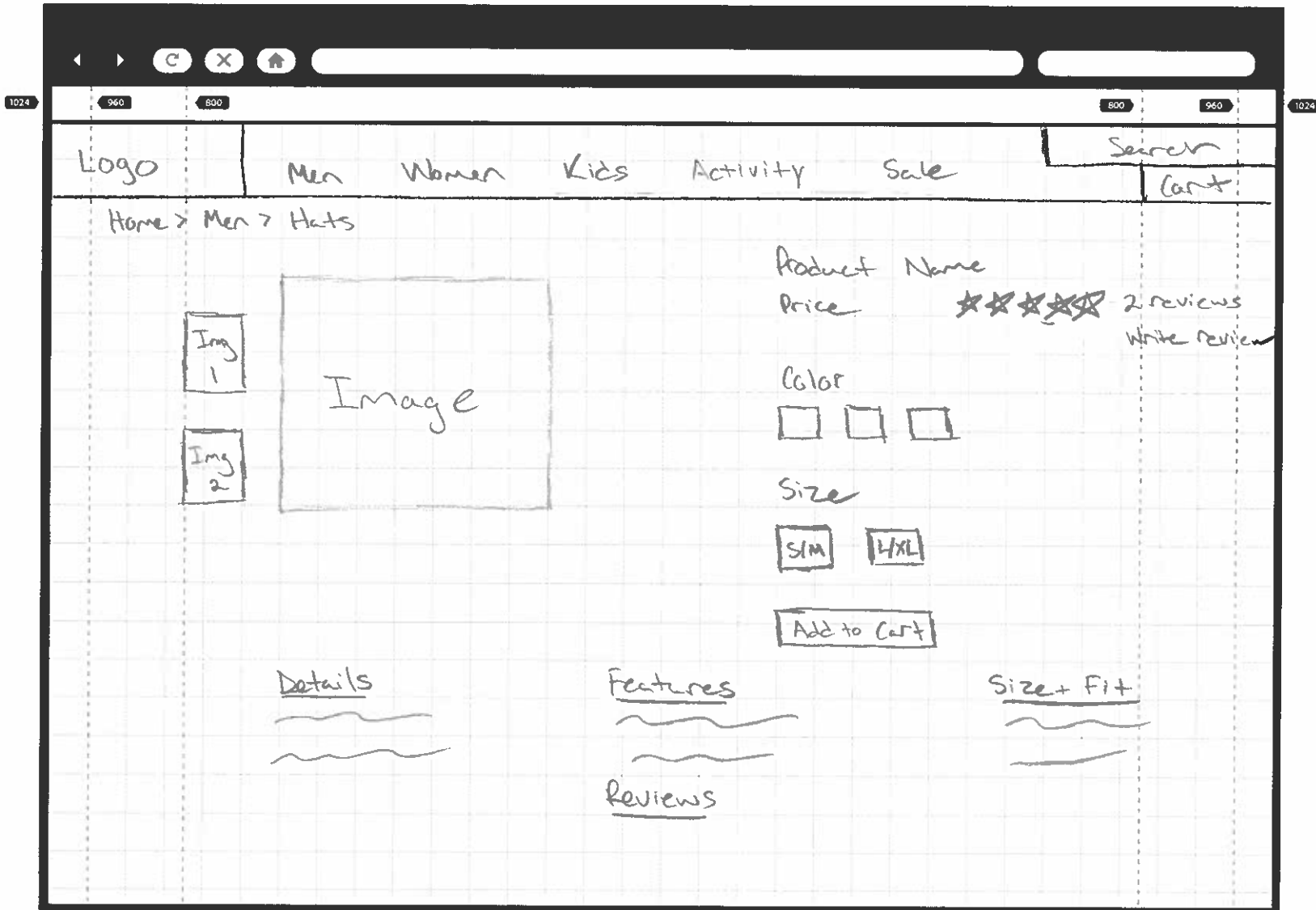
## NOTES

# Products / Search Results screen



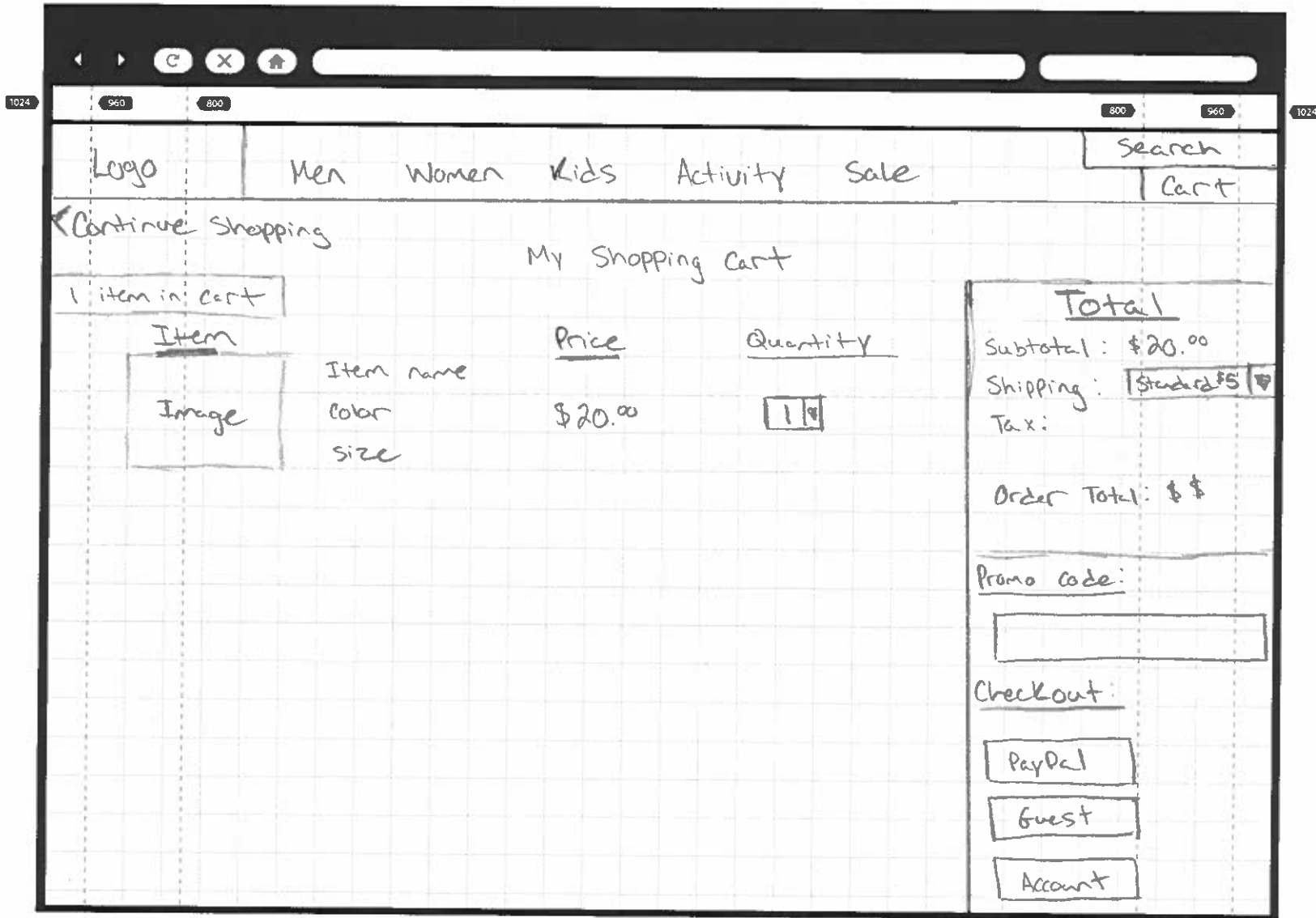
## NOTES

# Product Screen



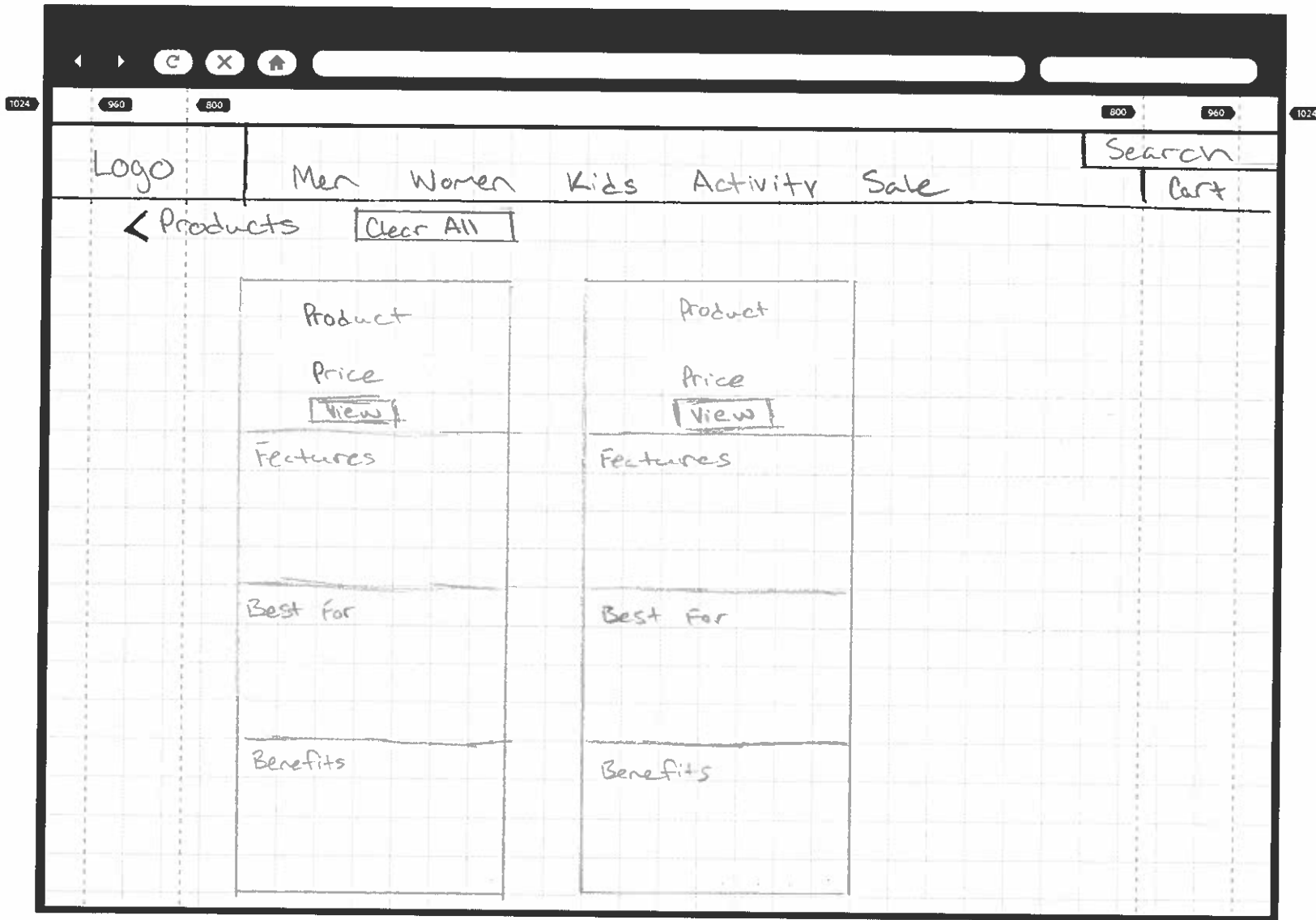
## NOTES

# TITLE Checkout screen



## NOTES

# TITLE Product Comparison



## NOTES