

Positive Vibes Prints

Maite Bosquet

Project overview



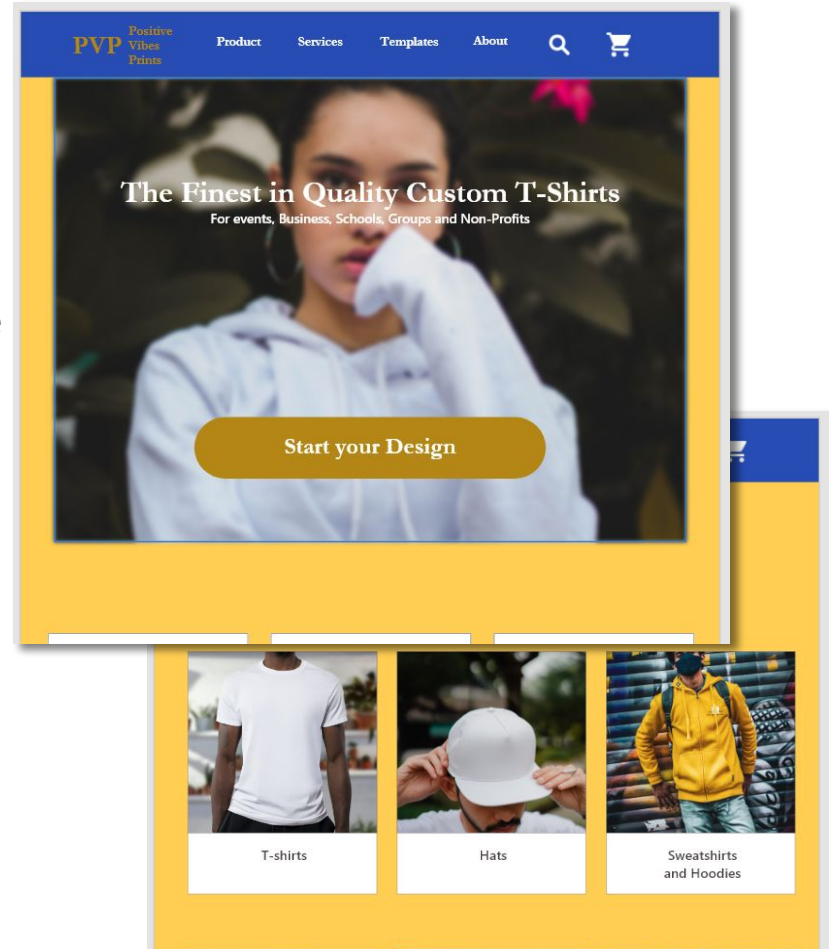
The product:

Positive Vibes Prints is an online custom T-shirts store that offers good pricing options with custom design. The typical user is between 19-45 years old, and most users are entrepreneurs and influencers. Positive Vibes Prints goal is to make shopping affordable, customizable, and easy for all types of users.



Project duration:

April 2022 to June 2022



Project overview



The problem:

Available online shopping websites have cluttered designs, inefficient systems for browsing through products, and confusing checkout processes.



The goal:

Design a Positive Vibes Prints T-shirts website to be user friendly by providing clear navigation and offering a fast checkout process.

Project overview



My role:

UX designer leading the Positive Vibes Prints website design



Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, iterating on designs and responsive design.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



I conducted user interviews, which I then turned into empathy maps to better understand the target user and their needs. I discovered that many target users treat online shopping as a fun and relaxing activity when they need a break from the usual shopping. However, many shopping websites are overwhelming and confusing to navigate, which frustrated many target users. This caused a normally enjoyable experience to become challenging for them, defeating the purpose of relaxation.

User research: pain points

1

Navigation

Shopping website designs are often busy, which results in confusing navigation

2

Interaction

Small buttons on shopping websites make item selection difficult, which sometimes leads users to make mistakes

3

Experience

Online shopping websites don't provide an engaging browsing experience

Persona: Meghan

Problem statement:

Meghan is a Podcaster who needs a custom design website navigation and search filters because they want online shopping to be stress-free.



Meghan Still

Age: 39

Education: Nutrition School Graduate

Hometown: Orlando, Florida

Family: Lives with partner

Occupation: Yoga Fitness Coach

"As a dedicated Yoga and Fitness enthusiast, I am constantly driven by a deep appreciation for the balance between hard work and moments mindful moments. I cherish every opportunity to pause and fully embrace the beauty of the world around me."

Goals

- Find the best place to do my online customize shopping Tees.
- To find challenging prices for my gears.
- To have access to better customer service delivery..

Frustrations

- "Sometimes, I have trouble finding an adequate online Shop to buy my products."
- "Sometimes, I have to give up my project due to bad services from some online shops."
- "I'd like to order without leaving my space, and not have to spend hours customize my order and get my products delivered to my door."

Meghan is a dedicated and accomplished Yoga Fitness Coach specializing in transformative lifestyle changes through yoga and nutrition. She consciously chooses to wear shirts adorned with motivational messages, carefully selected to uplift and motivate her students throughout their fitness journeys. This approach helps her clients to not only transform their own lives but also to become agents of inspiration in their own right and grow her business.

User journey map

I created a user journey map of Meghan's experience using the site to help identify possible pain points and improvement opportunities.

Persona: Meghan

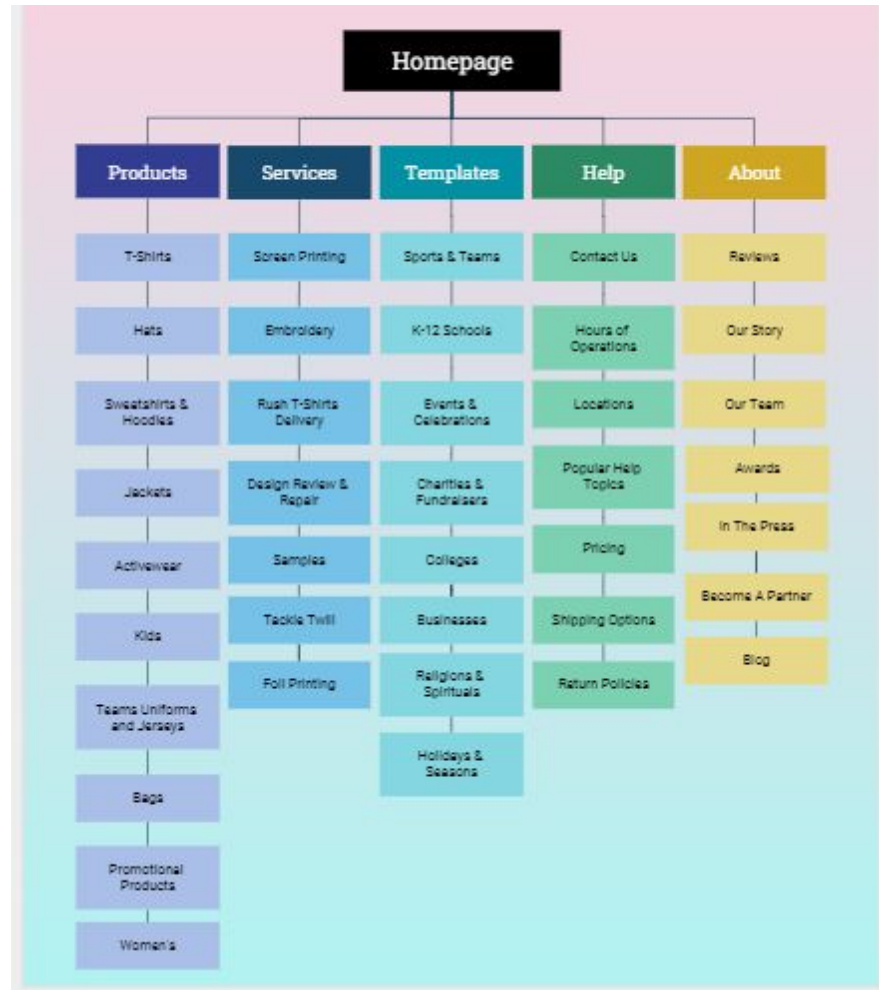
Order customize products with affordable prices and delivered to my door.

ACTION	Browse the catalogue of T-shirts	Choose T-shirt	Customize T-shirt	Go to Cart and Checkout	Have the product delivered
TASK LIST	<ul style="list-style-type: none">• Browse new releases• Sort Product by categories• Search other products	<ul style="list-style-type: none">• Scroll through the homepage• "Start Designing"• Choose your shirt by category and start design	<ul style="list-style-type: none">• Click "Add to Cart" button to save your design	<ul style="list-style-type: none">• Select "Cart" then "Proceed to Checkout" button• Review your billing information then click "Place your Order" button to confirm	<ul style="list-style-type: none">• Receive confirmation purchase and delivery date• Continue Shopping or go to Homepage
FEELING ADJECTIVE	<ul style="list-style-type: none">• Eager• Inquisitive	<ul style="list-style-type: none">• Excited• Optimistic	<ul style="list-style-type: none">• Enthusiastic• Curious	<ul style="list-style-type: none">• Disappointed• impatient• Trusting	<ul style="list-style-type: none">• Satisfied• Relieved• Excited
IMPROVEMENT OPPORTUNITIES	<ul style="list-style-type: none">• Ability to select other categories from the Homepage	<ul style="list-style-type: none">• Shopping cart full of products to check out• Easier "add to cart" button	<ul style="list-style-type: none">• None	<ul style="list-style-type: none">• Add "save your billing information" button	<ul style="list-style-type: none">• Allow people to track their delivery

Sitemap

Difficulty with website navigation was a primary pain point for users, so I used that knowledge to create a sitemap.

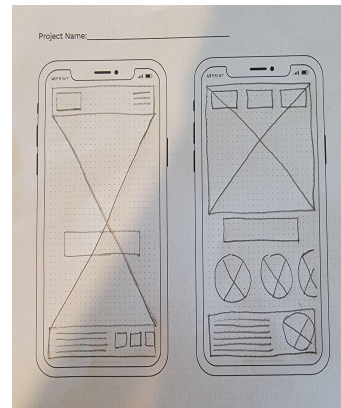
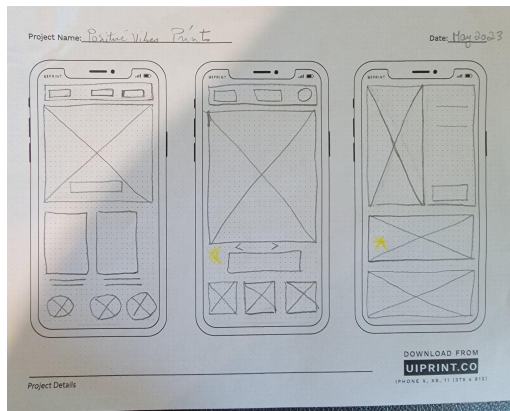
My goal here was to make strategic information architecture decisions that would improve overall website navigation. The structure I chose was designed to make things simple and easy.



Paper wireframes

Next, I sketched out paper wireframes for each screen in my app, keeping the user pain points about navigation, browsing, and checkout flow in mind.

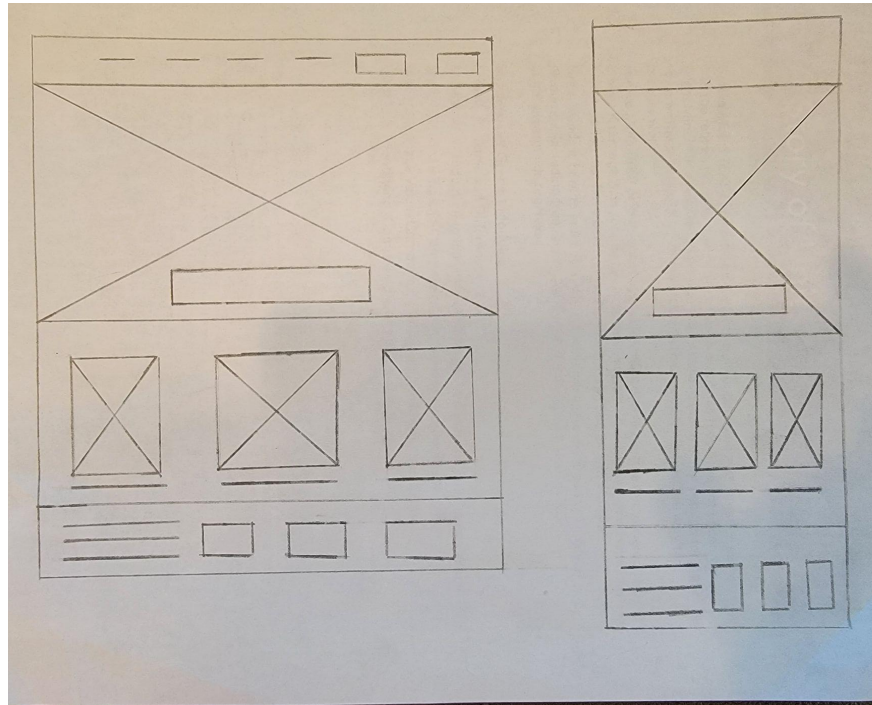
The home screen paper wireframe variations to the right focus on optimizing the browsing experience for users.



Stars were used to mark the elements of each sketch that would be used in the initial digital wireframes.

Paper wireframe screen size variations

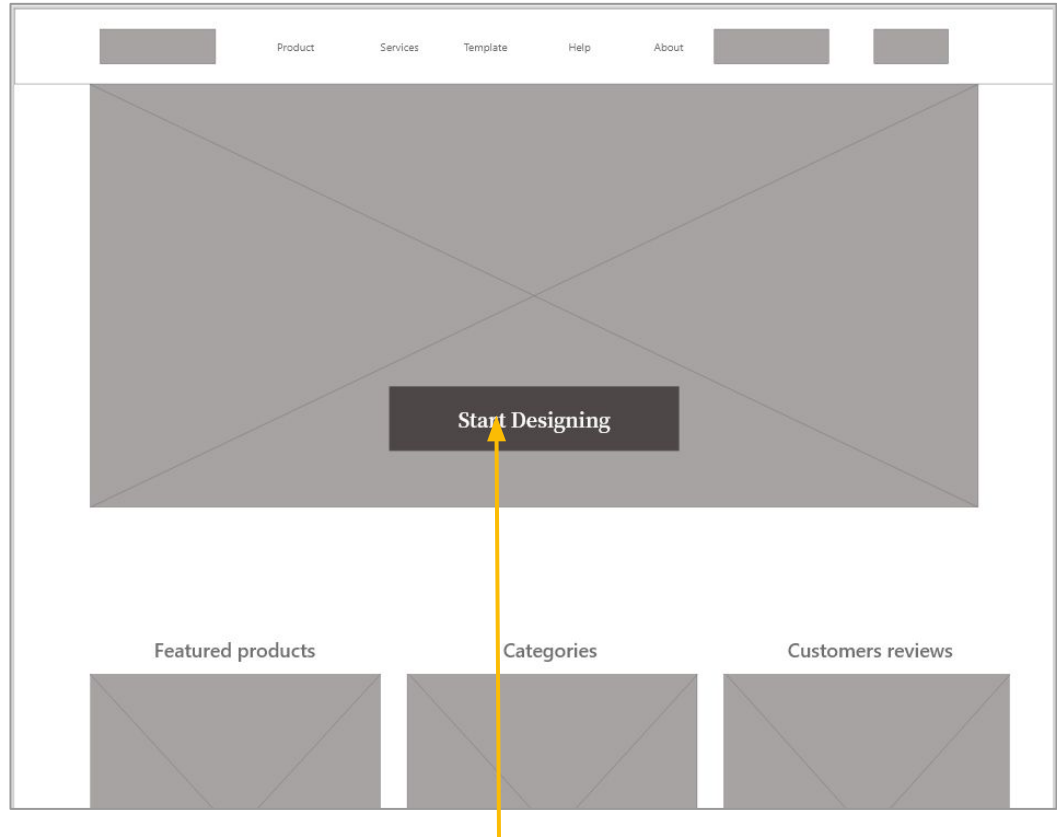
Because Positive Vibes Prints's customers access the site on a variety of different devices, I started to work on designs for additional screen sizes to make sure the site would be fully responsive.



Digital wireframes

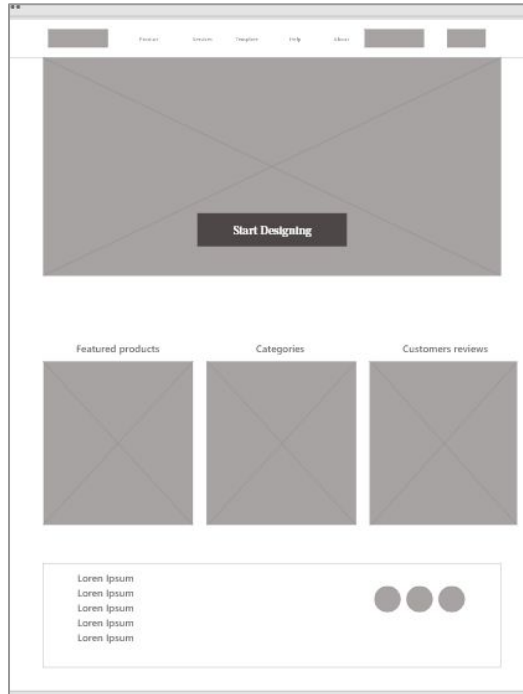
Moving from paper to digital wireframes made it easy to understand how the redesign could help address user pain points and improve the user experience.

Prioritizing useful button locations and visual element placement on the home page was a key part of my strategy.



Easy access to shop by designing

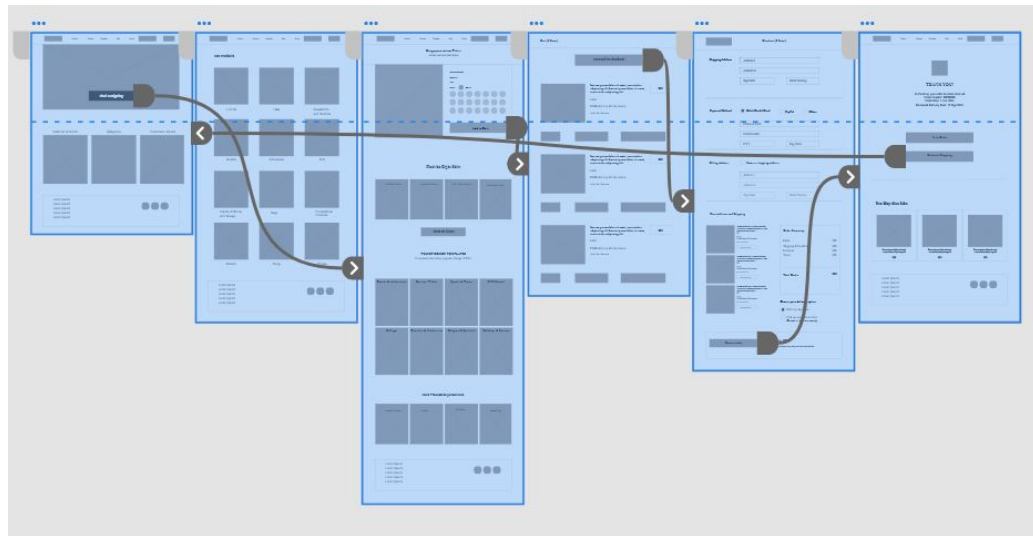
Digital wireframe screen size variation(s)



Low-fidelity prototype

To create a low-fidelity prototype, I connected all of the screens involved in the primary user flow of adding an item to the cart and checking out.

At this point, I had received feedback on my designs from members of my team about things like placement of buttons and page organization. I made sure to listen to their feedback, and I implemented several suggestions in places that addressed user pain points.



View [Positive Vibes Prints Low-Fidelity Prototype](#)

Usability study: parameters



Study type:

Unmoderated usability study



Location:

United States, remote



Participants:

5 participants



Length:

20-30 minutes

Usability study: findings

These were the main findings uncovered by the usability study:

1

Cart

Once at the checkout screen, users didn't have a way to edit the quantity of items in the cart

2

Checkout

Users weren't able to save the shipping address information and the payment info for next purchase

3

Account

During the checkout process, there wasn't a clear way for users to log in to their account to pre-fill previous billing and shipping info

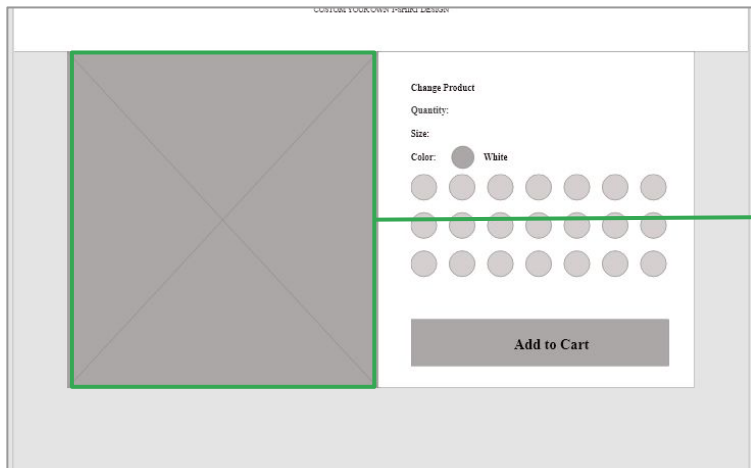
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

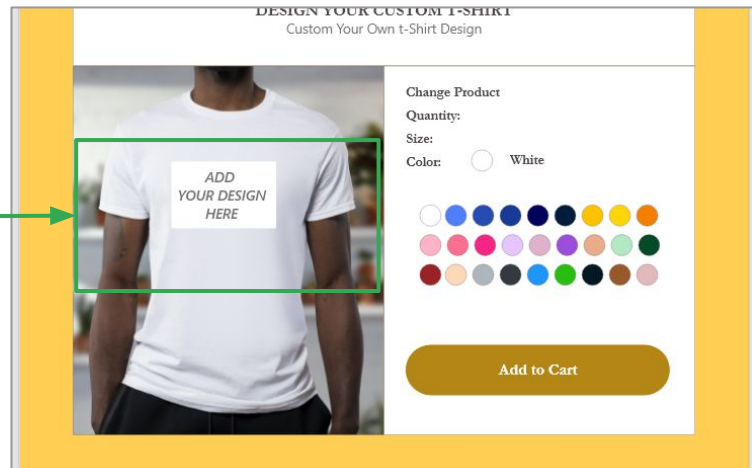
Mockups

To make the checkout flow even easier for users, I added a box that allowed users to add the design of their choice.

Before usability study



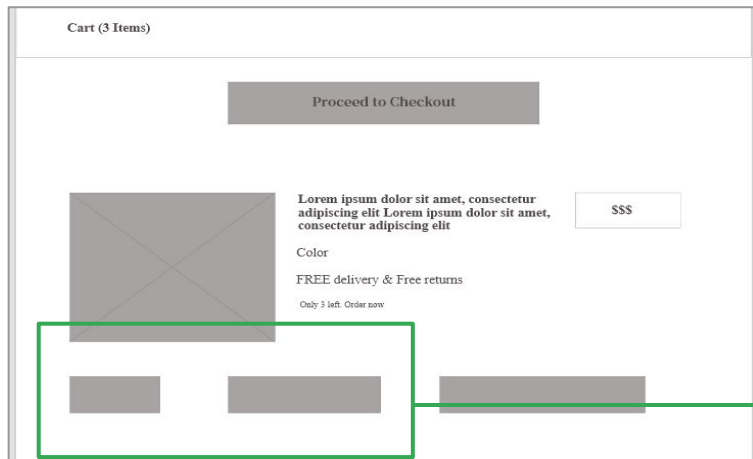
After usability study



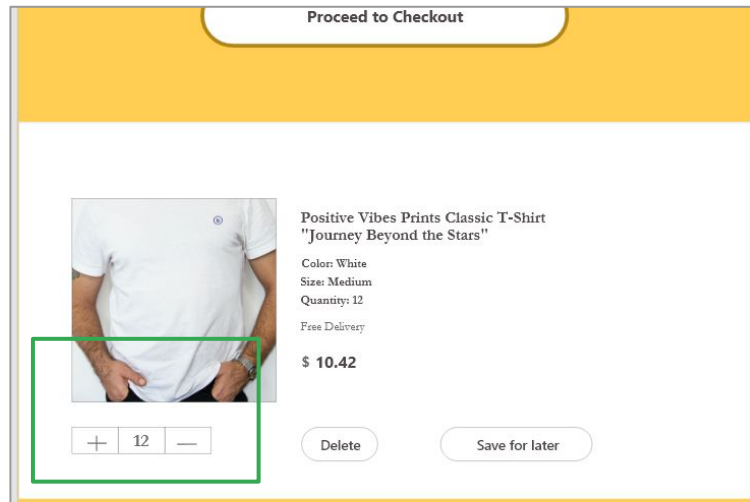
Mockups

Based on the insights from the usability study, I made changes to improve the site's checkout flow. One of the changes I made was adding the option to edit the quantity of items in a user's cart using a simple "+" or "-" option. This allowed users more freedom to edit their cart without going through a complicated process to add or remove items.

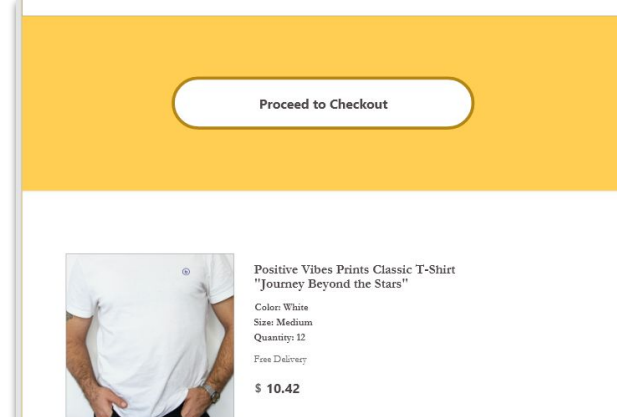
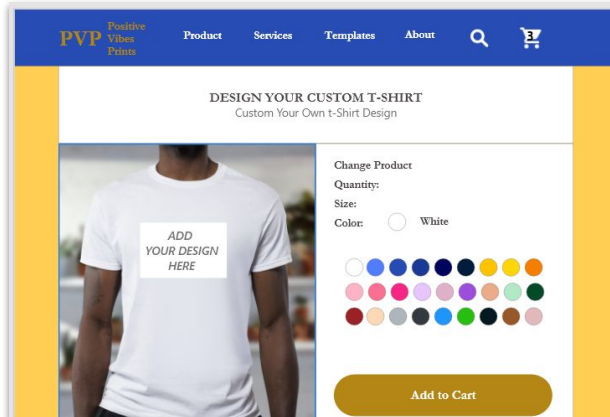
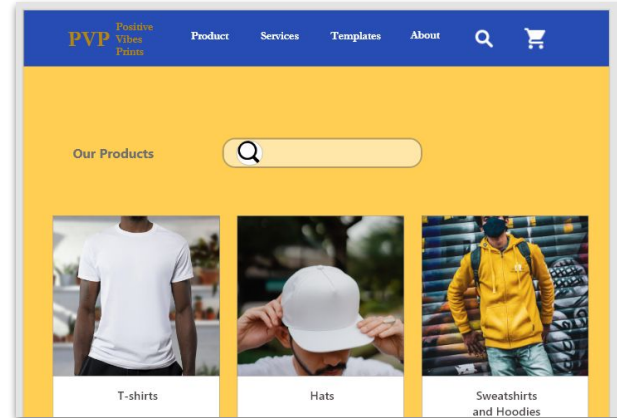
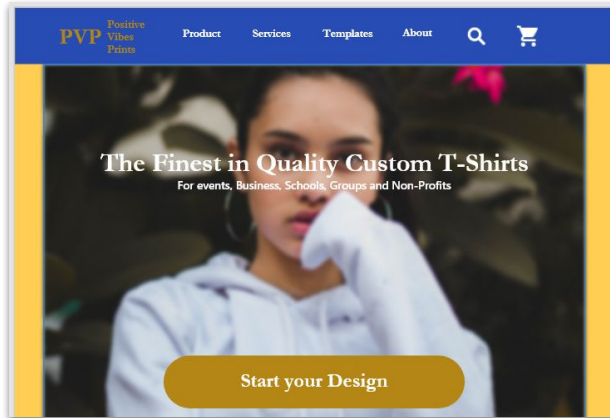
Before usability study



After usability study



Mockups: Original screen size



Mockups: Screen size variations

I included considerations for additional screen sizes in my mockups based on my earlier wireframes. Because users shop from a variety of devices, I felt it was important to optimize the browsing experience for a range of device sizes, such as mobile and tablet so users have the smoothest experience possible.

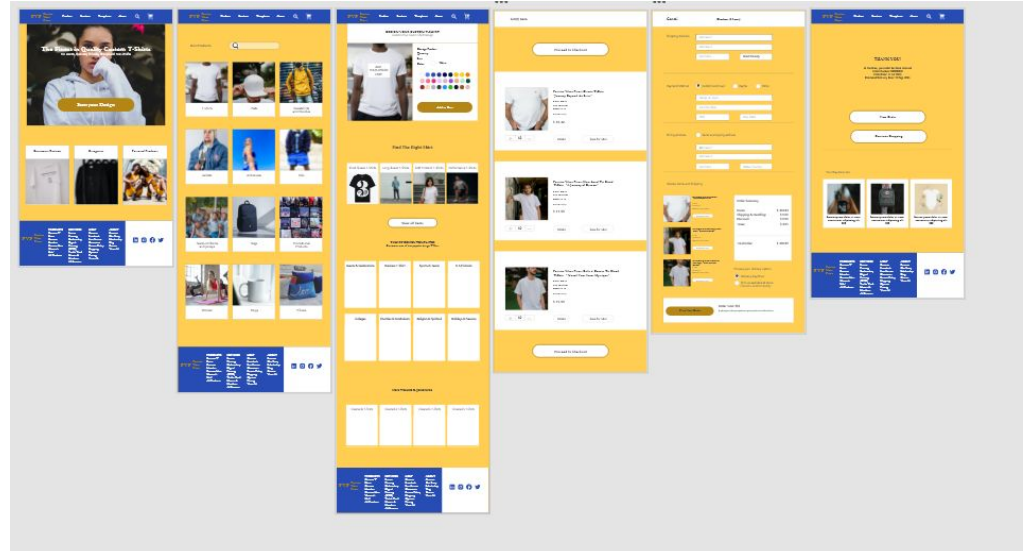


High-fidelity prototype

My hi-fi prototype followed the same user flow as the lo-fi prototype, and included the design changes made after the usability study, as well as several changes suggested by members of my team.

View the Positive Vibes Prints:

[high-fidelity prototype](#)



Accessibility considerations

1

I used headings with different sized text for clear visual hierarchy

2

I used landmarks to help users navigate the site, including users who rely on assistive technologies

3

I designed the site with alt text available on each page for smooth screen reader access

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Our target users shared that the design was intuitive to navigate through, more engaging with the images, and demonstrated a clear visual hierarchy.



What I learned:

I learned that even a small design change can have a huge impact on the user experience. The most important takeaway for me is to always focus on the real needs of the user when coming up with design ideas and solutions.

Next steps

1

Conduct follow-up
usability testing on the
new website

2

Identify any additional
areas of need and ideate
on new features

Let's connect!



Thank you for reviewing my work on the Positive Vibes Prints app!

If you'd like to see more, or would like to get in touch, my contact information is provided below:

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