

Blossom clothing

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Project overview



The product:

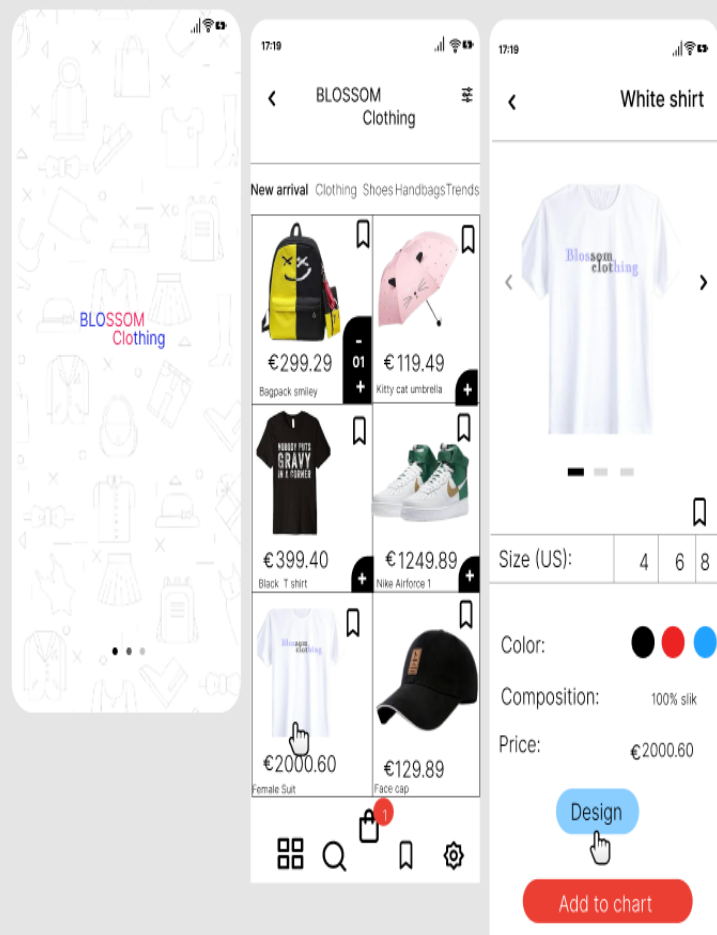
The app this a clothing brand that allows users to design the cloth the want to purchase



Project duration:

One and a half month

iPhone 13 Pro Max - 1



Project overview



The problem:

Allowing users been able to design cloth the want to purchase



The goal:

Goal is to is to allow users to be creative and design the cloth the want to purchase to there taste

Project overview



My role:

Lead ux designer, ux research, visual designer



Responsibilities:

Wireframing, prototyping

Understanding the user

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

User research: summary



I conducted an interview based on empathy to better understand the user needs and the type of user I am designing for. Primacy group identified that through research users are not able to design their clothing

The type of research conducted shows that designing a product is not the only problem but getting exactly what was asked for and quality is also another factor

User research: pain points

1

Design

Users don't have the aid to be able to add a particular feature or design to the cloth

2

Accessibility

Most clothing brands are not equipped with accessibility technology

3

Less text is added to avoid it being difficult to design and order cloth

Persona: sandra

Problem statement:

[Sandra] is a [user characteristics]
who needs [Design]
because [It saves time].



Sandra

Age: 22

Education: Masters degree

Hometown: london

Family: Married with no child

Occupation: A lawyer

"Finding a clothing app where she can design her clothing to her satisfaction"

Goals

- To be able to find a clothing app that allow her to design her clothes and deliver the cloth how she design it

Frustrations

- Not been able to find a clothing brand that gives her free access to design the cloth she trying to purchase

Sandra is a 22 year old lawyer married. Sandra has lot of idea about how she want her cloth to look like, the designs she want on it, color, pictures she want on the cloth, shape, symbol and text she want on the cloth. Sandra has beautiful ideas but she has be looking for a app in which she an design a particular cloth she want to purchase to her satisfaction

User journey map

Mapping sandra user
journey revealed how helpful
to be able to acess Blossom
clothing

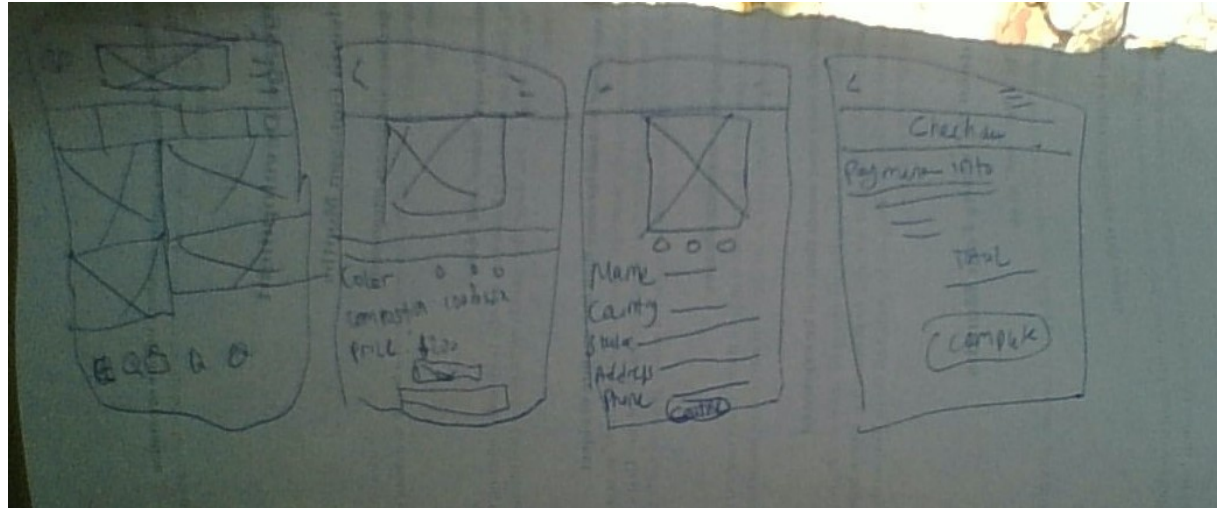
Persona: Sandra

Goal: InTo be able to find an eazy place to buy a easily add little fetures to the cloth

ACTION	Place to buy a cloth	Add little designs	Place order	Able to track progress of order	Getting exactly what was order
TASK LIST	Tasks A. Finding a cloth brand app B. Able to easily navigate and find exactly that they looking for C.Able to purchase order without	Tasks A. Able to add little features to the item being bought B. Able to chek design outcome look C.Able to complete design	Tasks A. Able to purshase order B. Able to know te specific time order will be delivered C.Able to pay for order	Tasks A. track progress of the order B. ,Provide payment information C.Able to know speific time and date order will get to her place	Tasks A. Inspect item been orderd B. Getting exacly ehat she ordered C.See her design come to life and been able to wear it
FEELING ADJECTIVE	Finding the right cloth to buy	Unable to understand what a particular icon does	Unable to find customer services	Having to put in there card detail anytime they want to order	Excited to see the cloth they ordered for
IMPROVEMENT OPPORTUNITIES	A dedicated app for blossom clothing	Providing accessibility technology for easy navigation	Providing simple payment options	Providing a save my card details menu	Including a reward for each purchase

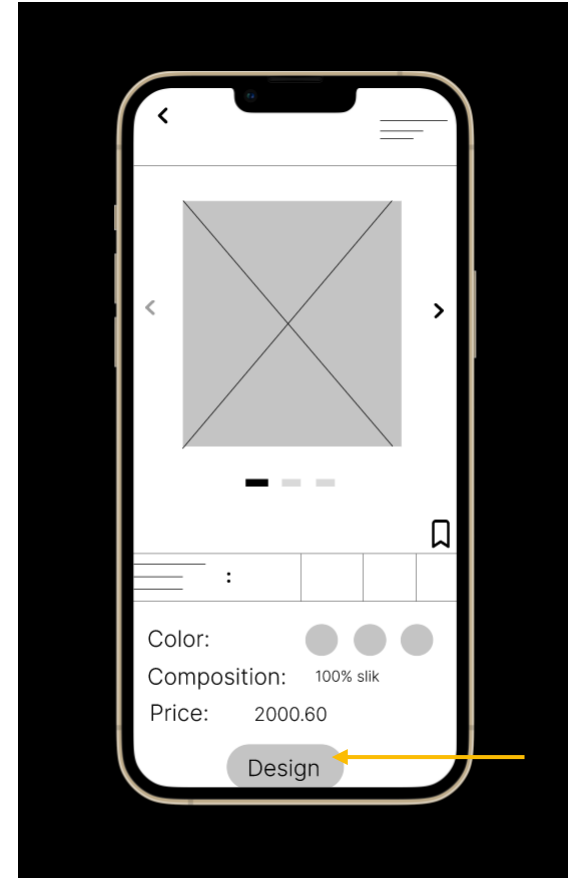
Paper wireframes

Taking time to illustrate ideas on paper help me to be able to think and put down ideas faster



Digital wireframes

As the design phase continued I made sure that I tested it and asked for feedback and continue with my UX research

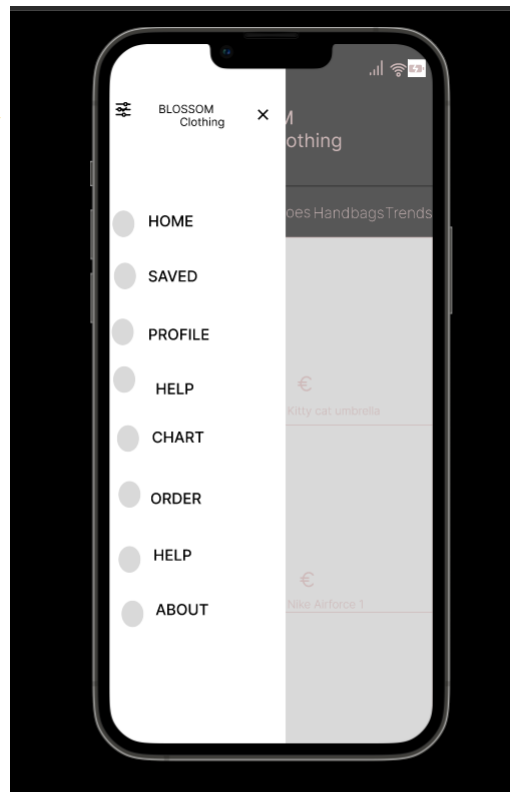


Allow user add specific features to the item there planning to order

Digital wireframes

Easy access to navigation
was key so users won't find
the app difficult to navigate

Easy access to
navigation

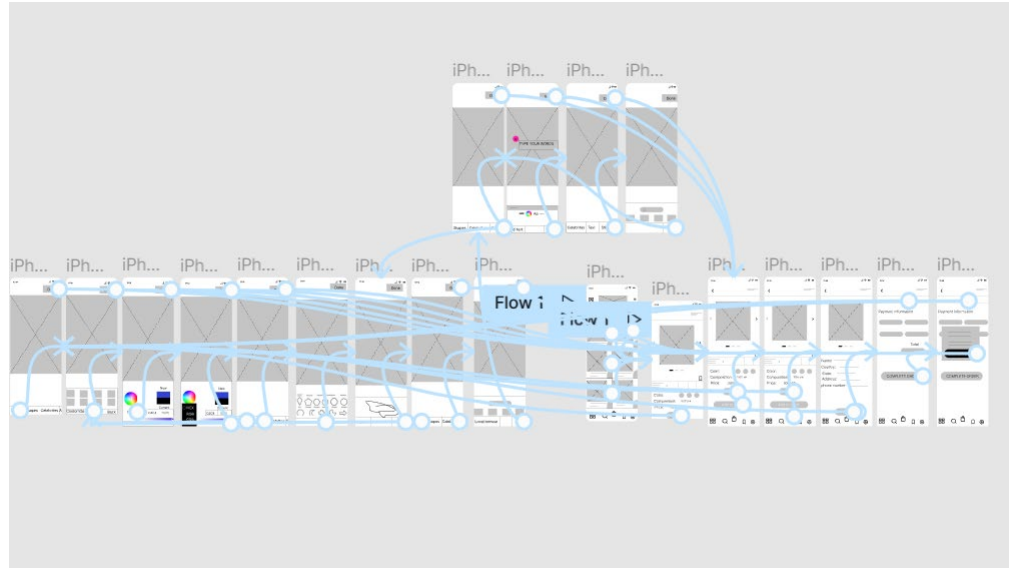


Low-fidelity prototype

The low fidelity prototype connect primary flow of the blossom clothing app

Blossom clothing

<https://www.figma.com/file/y6vAIsIGswAZRwaghXwQGn/Untitled?node-id=0%3A1>



Usability study: findings

I conducted two rounds of usability study. Findings from the first mock-up help guide the designs from wire frame to mock-ups. The second aspect helped me find and use a high fidelity mock-up

Round 1 findings

- 1 Users want to be able to add features to their clothing
- 2 Users want delivery options

Round 2 findings

- 1 Check out has too many steps to complete
- 2 Design clothing is confusing

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

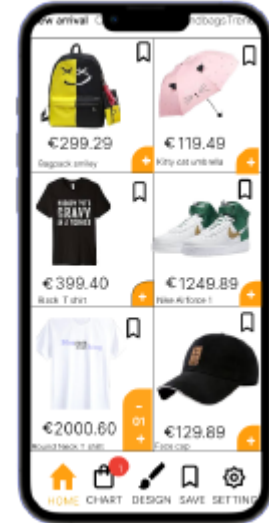
Mockups

Early designs allowed for some usability study in which participant made some comment about the colour and some icon

Before usability study



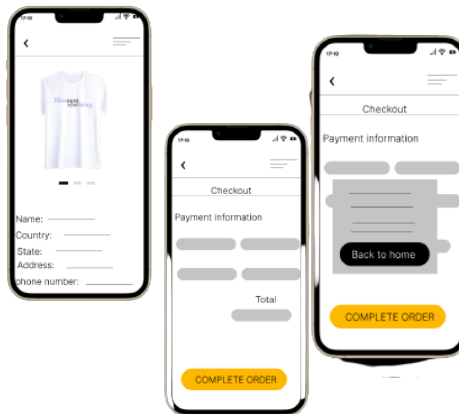
After usability study



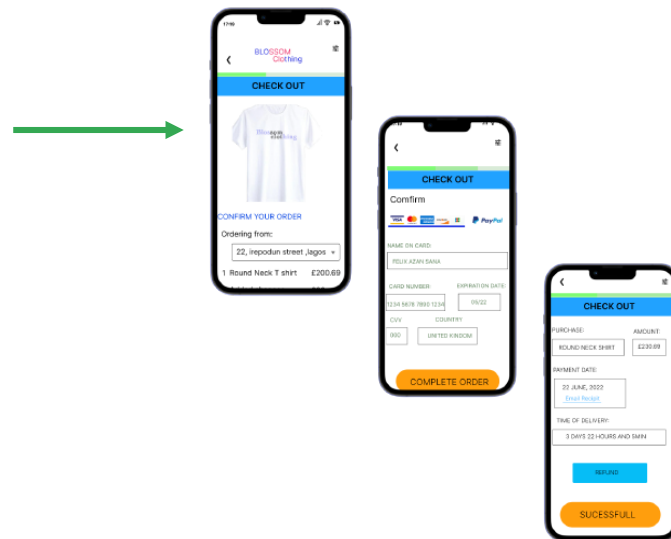
Mockups

The second study reveals the frustration in the check out flow

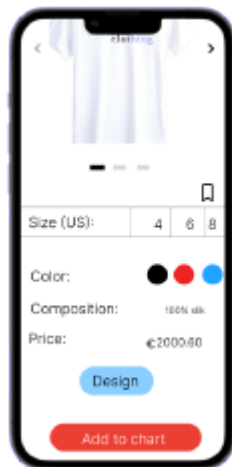
Before usability study



After usability study

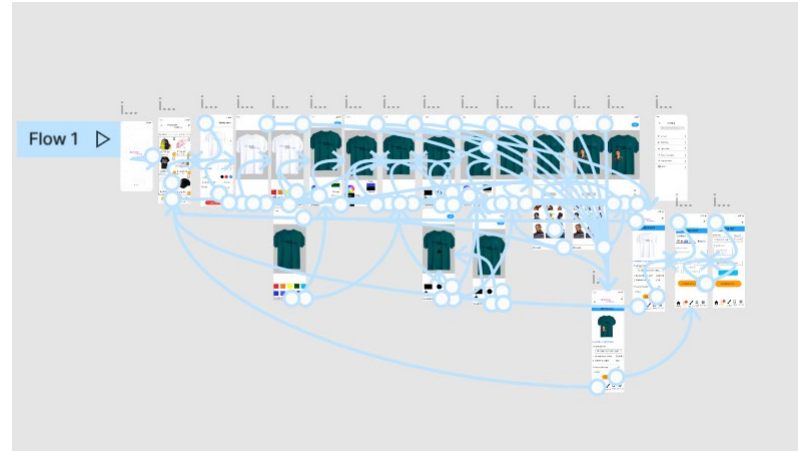


Mockups



High-fidelity prototype

The final high fidelity prototype presented shows a more easy use flow and a flexible user checkout point



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Accessibility considerations

1

Insert one to two sentence summaries describing each accessibility consideration applied in your designs.

2

Add symbols to text with user with low visions

3

Use detail design on clothing so user can have a vivid look of how the clothing will look like

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

**The app make users feel like blossom
clothin real meet there needs**

Quote from peer feedback

**“the app makes you design your own
clothin I would definitely use this app to
design costume made clothin**



What I learned:

While designing the blossom clothing app I learnt that the first idea of the app was like an un polished pure gold. It was after doing my ux research and getting feed backs I was able to polish and refine my initial ides

Next steps

1

Conduct more rounds of usability study to verify weathered the pain point of user has been effectively addressed

2

Do more user reasearch to find other areas of need

Let's connect!



Thank you for taking your time to review my blossom clothing work if you like to get in touch my contact information are below:

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