

# Modern Tibeb

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UX Design

# Modern Tibeb

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# Concept Summary

Modern Tibeb will allow people in the United States to purchase clothes from Ethiopia. This will be more affordable and faster way to get people the clothes they want. The website would include modern dresses, traditional clothing, and modern designed Merchandise. The website would be like any usual clothing apparel website that allows a person to add items to a cart and purchase. It would apply to the newer generation with trendy clothes mixed with traditional designs from Ethiopia. This platform will also promote unity among conflicting tribes in Ethiopia and represent all cultures in Ethiopia. The goal would be to make the transition of purchasing traditional clothes from Ethiopia simple and easy and also provide people with easy access to represent their culture in America.

# Competitive Research

Product Name: Ethiopian Clothing Net

URL: <https://ethiopianclothing.net/>



Features:

Ethiopian clothing Net is an e-commerce that sells ready made and custom made traditional clothing. They offer a variety of designs and cultural items.

# Competitive Research

Product Name: Modern Habesha

URL: <https://modernhabesha.com/>

Features:

Modern Habesha specializes in custom traditional clothing. It is known among Ethiopians because of social media platforms.

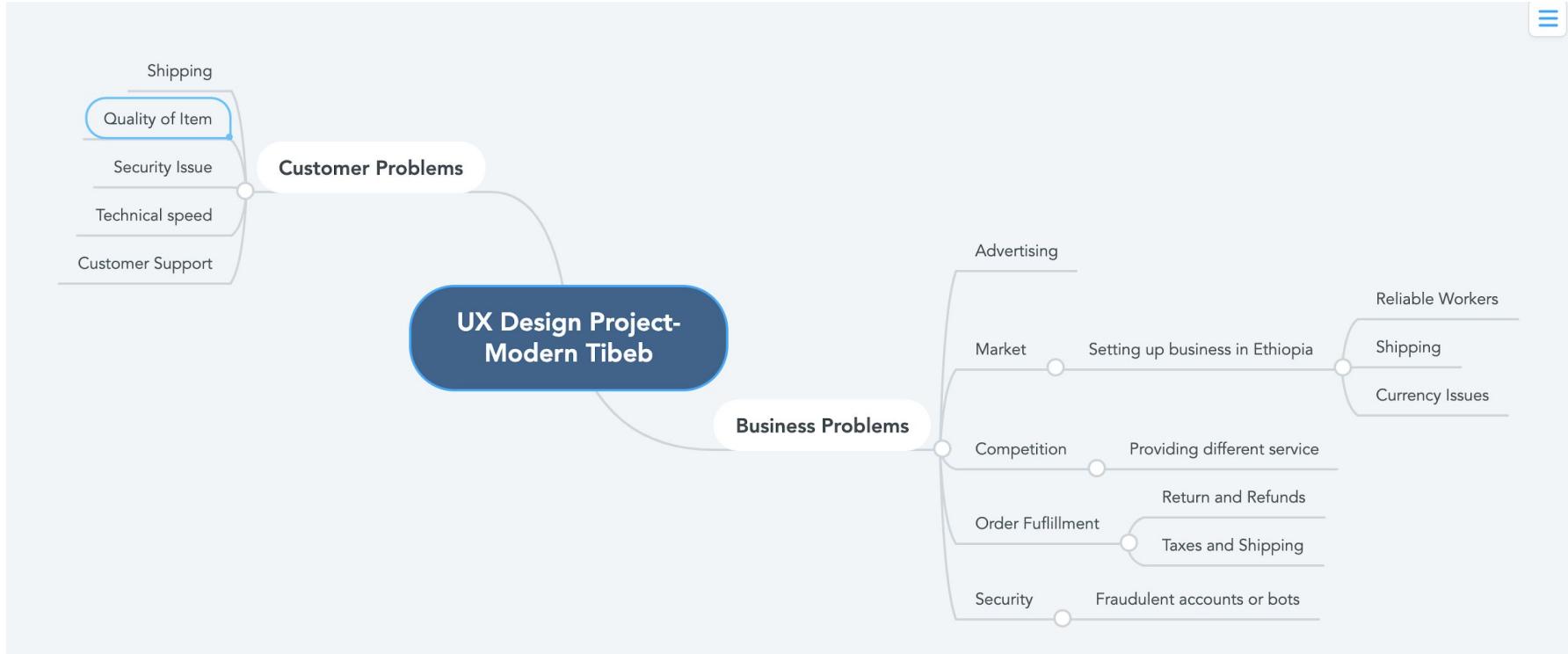


# Business and Customer Analysis

Ethiopian Clothing Net and Modern Habesha are selling some of the products that I would like to sell. They focus more on Traditional clothes and have a limited amount. It is also not well known and advertised on social media platforms. Modern Tibeb would not only be selling traditional apparel, but casual shirts and hoodies. There would be more of a broad variety of items on Modern Tibeb.

It would be challenging to rely on quality and shipping of these items because they are coming out of the country. Another problem is that sizing is tricky with clothes from out of the country. The taxing and currency can get messy when trying to purchase items internationally. Advertising would also be a challenge because these stores are not advertised well. Promoting my website and creating strategies to spread my business would be essential.

# Mind Map



# Problem Classification Table

<b>Business Problems</b>	<b>Customer problems</b>
Advertising	Return and Refunds
International Shipping and Taxes	Competition
Security	Security
Order Fulfillment	Quality of Product

# Personas

## User Narrative

Martha Kebede is a 1st generation Ethiopian-American. Her family moved to America in the 1970s. She is a senior in High School and was very disconnected to her Ethiopian Heritage. She went to Ethiopian weddings, graduations, and events but never had any traditional clothes to wear unless they were from 40 years ago when her family first immigrated.



- 18 yr old
- Senior in High school

## User Scenario

Martha will be graduating soon. Her parents want to throw her a huge graduation party. She has been communicating with an Ethiopian clothing manufacturer in Ethiopia through viber and whatsapp. He would respond to her within a week or few days because of the electrical problems in Ethiopia. It is hard for them to come to an agreement and find exactly what she is looking for because she physically is not there.

## User Needs

- A modern traditional Ethiopian dress
- She needs it delivered within a month for her graduation party

## User Story

Modern Tibeb will have exactly what Martha is looking for. She will have an option of dresses to order and put in her cart.

# Personas

## User Narrative

Allison Jacob grew up in Nashville, TN. She has always been interested in learning about other cultures and doing mission work. She traveled to Ethiopia in 2010 and adopted 2 children. Allison and her husband have had a busy work schedule and have not traveled since she adopted her kids.



- Married with 2 kids
- 34 years old
- Job: Social Work

## User scenario

Allison's children are participating in the school's International day. They need traditional clothes to wear since they have grown out of their clothes from their childhood.

## User Needs

-Convenient e-commerce that will deliver her the clothes she needs

## User Story

She will be able to find clothes ranging from Modern t shirts or traditional wear that her children can wear. It will be so easy for her because it will come right to her door.

# Personas

## User Narrative

Nathan was born in Ethiopia and moved to the United States when he was 13. He is currently 23 and is a professional dancer. He travels city to city to perform for special events and also does background dancing for music videos.

## User Scenario

He wants to start modeling and build his portfolio. He wants to incorporate some shoots with some Ethiopian Merchandise.



- 23 yr old
- Professional dancer

## User Needs

- He needs options to choose from and easy delivery
- He wants something trendy but also incorporates Ethiopian tradition

## User Story

He finds Modern Tibeb and finds multiple options for t-shirts that he could wear. He can easily order a shirt and get it delivered.

# Personas

## User Narrative

Abigail Jones is a sophomore in college.

She was adopted from Ethiopia at a young age

She has a lot of Ethiopian friends and has been in international student clubs since middle school.



- 20 yr old
- Student

## User Scenario

Her best friend is getting married. There is a part of the wedding wear everyone wears traditional clothing. Abigail is panicking because she does not own any and believes it is time for her to purchase a dress.

## User Needs

- She needs a formal traditional dress
- She wants to be able to customize it
- She wants variety and also trendy
- She wants it to be from back home

## User Story

She visits Modern Tibeb and loves the variety of dresses. She loves that it is coming from back home and that she can customize the dresses. All she has to do is select a dress and write the special comments down that she wants to customize and a representative will get to her for more details.

# Personas

## User Narrative

Paul Kim is a student in college. During High school, he started dating an Ethiopian girl. He has been in a relationship with her for 4 years and hopes to propose to her. He has been exposed to her culture and loves it.



- 21 years old
- Major:  
Architecture

## User Scenario

Paul and his girlfriend's anniversary is coming up. Paul wants to impress his girlfriend and buy matching traditional clothes for both of them.

## User Needs

-Find matching traditional clothes for himself and his girlfriend

## User Story

Modern Tibeb is a great way for him to easily choose what he wants. He also loves how he can customize certain items that he likes. It works like any other e-commerce and will get delivered to him.

# Personas

## User Narrative

Jenna Covington lives in New Jersey and has her own interior design business. She went on a trip to Ethiopia with one of her colleagues in 2017 and fell in love with an Ethiopian man. She is currently engaged to him and he has moved to the U.S.



## User Scenario

Jenna has been planning her wedding for the past few months. She plans to have an American and Ethiopian wedding in the United States. She needs to have an Ethiopian dress within 3 months.

- 30 yrs old
- Businesswoman
- Engaged

## User Needs

- Ethiopian dress for her and her husband
- quality clothing

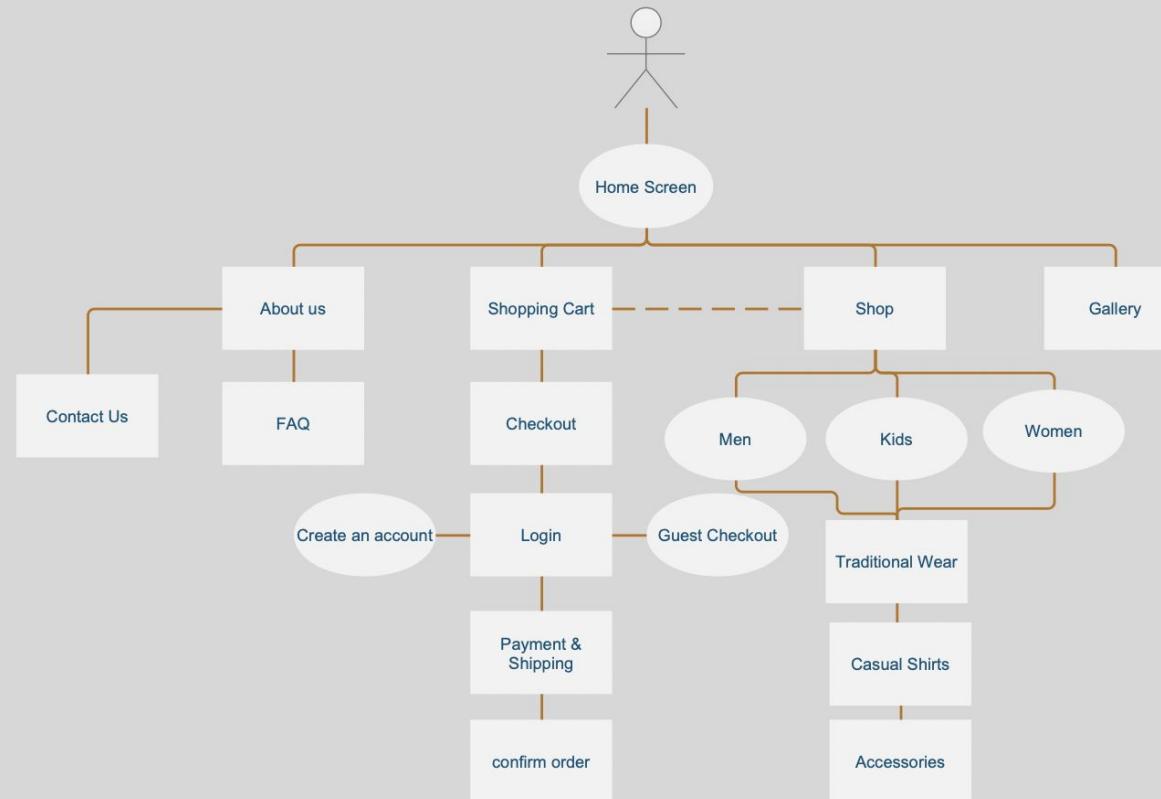
## User Story

Modern Tibeb is a great way for her to easily choose what she wants. She can find an outfit to match her husband and it will be there in time. She will be able to select what she wants in the custom category of the website.

# User Stories Table

User	User Story
Persona 1: Martha Kebede	As a user, I would like to be able to order a formal dress that would get here within a month.
Persona 2: Allison Jacob	As a user, I would like to have a convenient way to order clothes and have it shipped to my house.
Persona 3: Nathan Tesfaye	As a user, I would like to be able to choose from a variety of Ethiopian merchandise to wear for my photoshoot.
Persona 4: Abigail Jones	As a user, I would like to be able to customize a dress and have it shipped to my house.
Persona 5: Paul Kim	As a user, I would like to order matching clothes that represents Ethiopia.
Persona 6: Jenna Covington	As a user, I would like to find quality clothes from Ethiopia for my upcoming wedding .

# Modern Tibeb



# Flow Diagram Summary

- The User would be able to start off at the home page. The home page would include an about us, shopping cart, shop, and gallery category. After that the user would be able to find “frequently asked questions” or “contact us” in the about us category. In the shopping cart, the user would be able to checkout by either logging in, creating an account, or using a guest account. The user would be able to look through the men, kids, or women category in the “shop” section”. Within those categories, there would be the types of clothes they are looking for. They will also be able to find a gallery on the home page.

# WIREFRAMES

# WIREFRAMES

## HOME PAGE



# WIREFRAMES

## ABOUT US

Modern Tibeb

Home

About us

Shop

Gallery



Our Story

Contact Us

Reviews



Modern Tibeb

Home

About us

Shop

Gallery



### Our Story



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Modern Tibeb

Home

About us

Shop

Gallery



### Contact Us

### Frequently Asked Questions

# WIREFRAMES

## Shopping



A wireframe of the 'Men' section of the website. It has a white header with the 'Men' category name. Below it are three categories: 'Traditional Clothing' (with two items), 'Casual Clothing' (with two items), and 'Accessories' (with two items). Each category is represented by a small image and a link.

A wireframe of the 'Shop' menu. It has a red header bar with the 'Shop' category name. Below it is a grey sidebar with four items: 'Men', 'Women', 'Kids', and 'Custom collections'. Each item is represented by a small image and a link.



A wireframe of the 'Women' section of the website. It has a red header bar with the 'Women' category name. Below it are three categories: 'Traditional Clothing' (with two items), 'Casual Clothing' (with two items), and 'Accessories' (with one item). Each category is represented by a small image and a link.

A wireframe of the 'Accessories' section of the website. It has a red header bar with the 'Accessories' category name. Below it are three categories: 'Traditional Clothing' (with two items), 'Casual Clothing' (with two items), and 'Accessories' (with two items). Each category is represented by a small image and a link.

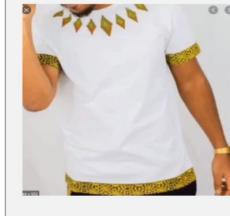
# WIREFRAMES

## Shopping Cart

*Modern Tibeb*

Home      About us      Shop      Gallery      

 Cart



Size: M  
Price: \$30.99

**Order Summary**

---

Items: 1  
Shipping  
Total

**Checkout**

# WIREFRAMES

Modern Tibeħ

Home

About us

Shop

Gallery



## Customer Gallery

## Gallery

Upload a Picture



# WIREFRAMES



*Gallery*



# User Testing Process

## Survey Questions

### Demographic Questions:

- Gender
- Race
- Occupation
- What Device are you using?
- Age

### User Experience:

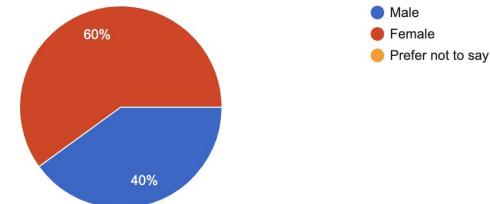
- In the "About us" category, Was it easy to understand Modern Tibeb's goals and story? (multiple choice)
- How was your experience trying to get to the Womens' traditional clothing? (scale)
- Any additional feedback/comments on the clothing categories? (short answer)
- Were you able to access the login page easily? (multiple choice)
- Any additional comments on the transition from page to page? (short answer)
- How difficult was it to add items to the shopping cart?
- Any additional feedback on the shopping cart? (short answer)
- Rate your experience on accessing the gallery?
- How smooth was the transition from clothing back to the home page?
- How likely are you to recommend this to a friend?

# User Survey: Part 1

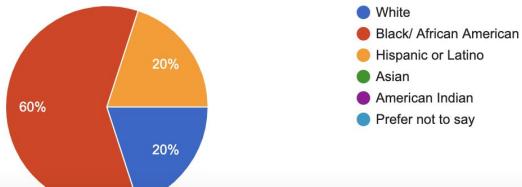
## Demographic questions

Most of the Users were below the age of 40 female, and came from an African American background.

Gender  
5 responses



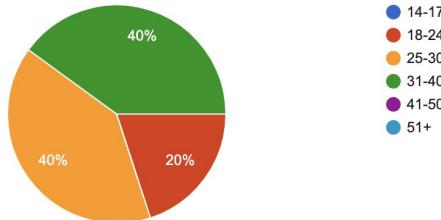
Race/Ethnicity  
5 responses



# More demographics

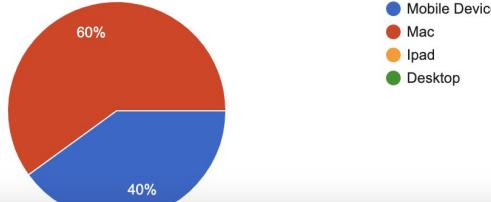
How old are you?

5 responses



What device are you using?

5 responses



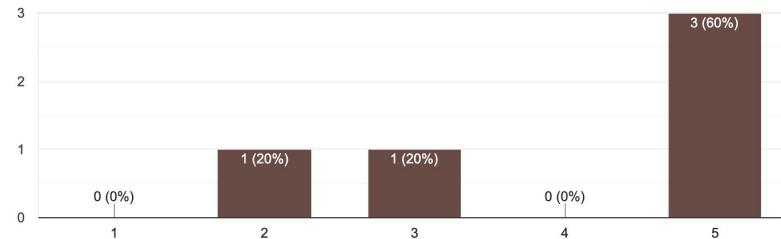
# User Issues

My common issue was the the transition from page to page. I could add more interactions to my axure settings to make the transition more thorough.

Another common issue was with the login button. A solution would be adding a login button to make things easier.

How smooth was the transition from clothing back to the home page?

5 responses



Any additional comments on the transition from page to page?

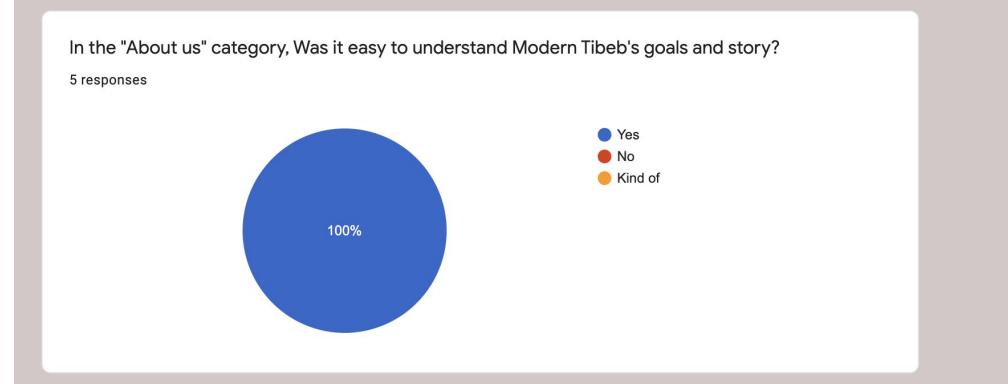
5 responses

No

It was hard to go back to some sections. Once I clicked on another category, I would not let me view the other pages.

Add a login section!

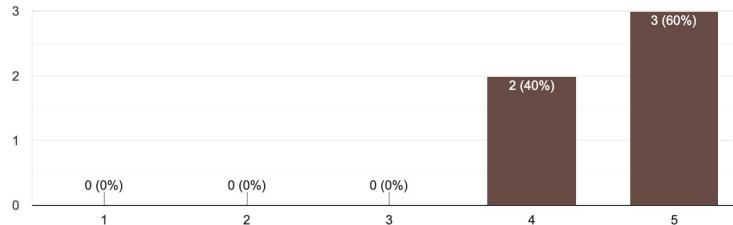
# Survey results



# Survey Results

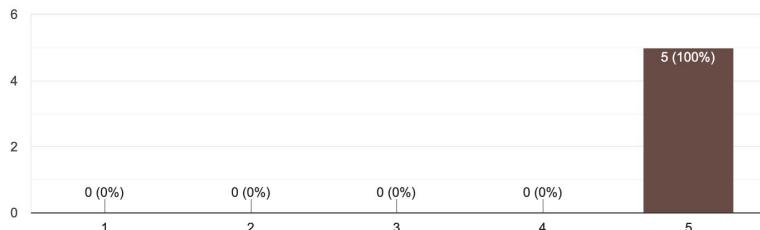
How difficult was it to add items to the shopping cart?

5 responses



Rate your experience on accessing the gallery?

5 responses



Does the website seem incomplete? If so, what could be added?

5 responses

No

I think you need more detail on your about us page. It looks pretty plain.

It looks fine

More design!

Any additional feedback/comments on the clothing categories?

5 responses

No

You could specify your types of clothing. For example: filter results by color and such

I did not have a bad experience trying to find different clothing.

I love how you have different categories within the women's clothing.

Describe your experience using Modern Tibeb.

5 responses

So unique and would definitely order off this website

Loved it

I like how you are making it easier for younger generation to access cultural clothing!

Amazing

I love how you added an area where people can upload photos!

# Qualitative Analysis

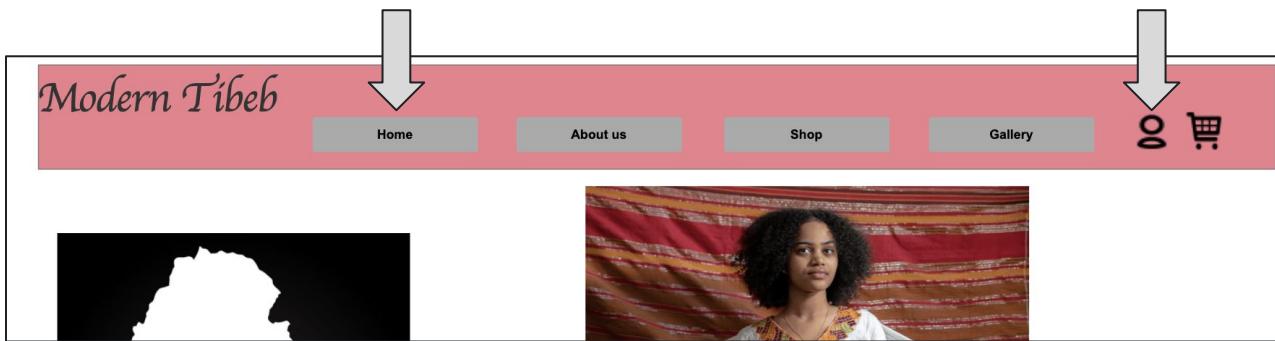
Overall, the users had no problem accessing the gallery and “about us” page. There was more feedback given on the login. A solution would be adding a login button for users to be able to view the status of their items. Another common issue was transitioning from page to page. I could work more on my wireframe and making my transitions more details so that it could be easier for the user.

# Quantitative Analysis

Majority of users were young and used more modern devices like macs and mobile devices. All users would recommend Modern Tibeb to a friend. They all also found the gallery, about us, and clothing category easy to use.

# Implementing Wireframe Changes

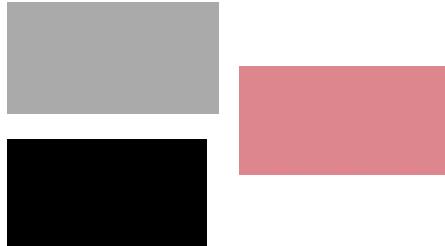
I added a home button so that users can easily come back to the home page. I also added a profile icon so that they can click and login to their profile. They can track shipping and it would speed up the checkout process for them for future purchases.



# Visual Design: Color Harmony, Typography, & Iconography

Fonts  
Nunito  
Calibri

## Theme Colors



## Icons



# Visual Design Device Mockups

