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ADAM & AOKI



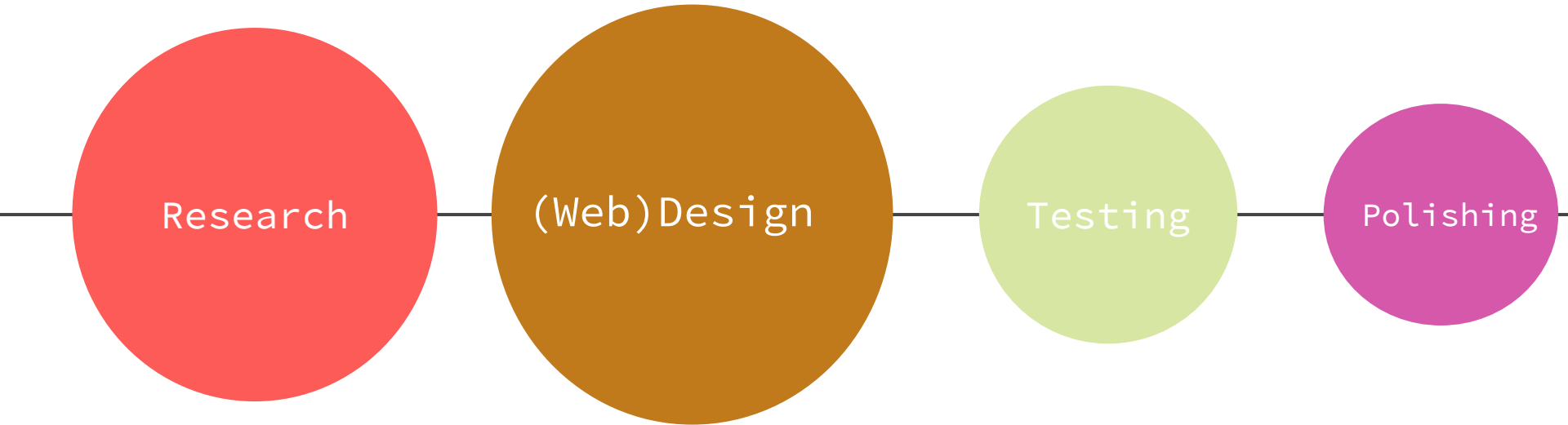


US

- Lucas - CS student
- Ruben - CS student
- Harsh - CS student
- Luuk - IMM student



PROJECT SETUP



Was actually not a linear process at all!



RESEARCH



First stage: static modelling

- Personas
- Scenarios
- Use cases



Personas

Jack

- Grandfather
- New with phones/tech
- Must be easy to order
- Website must be safe and minimalistic

Zakaria

- Athlete
- Wants information about sunlight risks
- Product must be durable
- Would like to be informed of future events / products



Personas

Richard

- Investor
- Wants to see a unique story
- Cares about details
- Company should take one extra step to make world a better place

Fiona

- Mother
- Cares about health (and risks)
- She's the 'connector', if one mother has this, she tells others, and so on...
- Convince her -> own the market
- Is busy, so goal (buying, informing) should be reached quickly



Scenarios

- How our Personas came across ADAM&AOKI and bought their shirt
 - Via Social Media, “Top 10 summer gifts” articles on the internet (third party sites)
- Why Investors (Richard) wanted to invest in ADAM&AOKI
 - Unique details, scalable idea, helps humanity
- How athletes (Zakaria) wants to engage with ADAM&AOKI
 - Newsletter, community forum

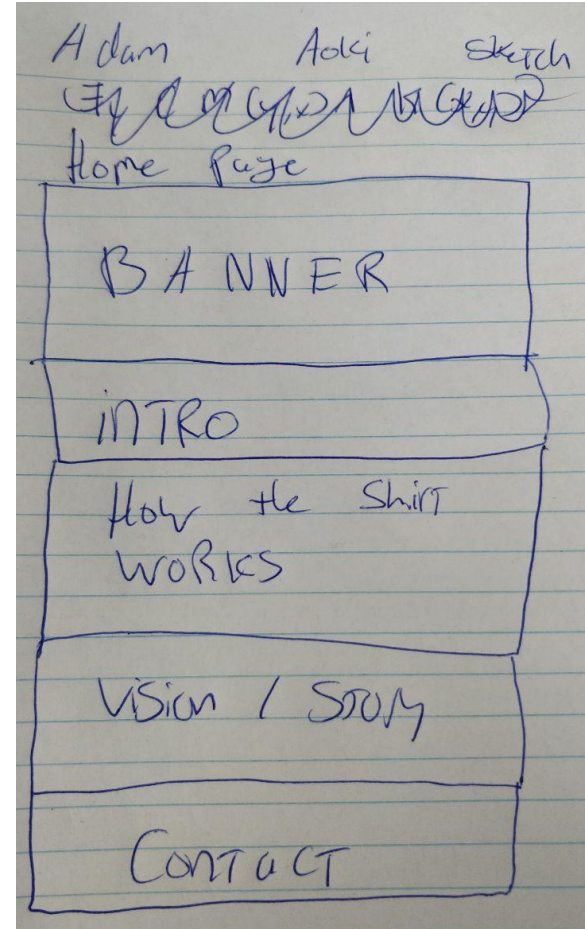
(WEB) DESIGN





LO-FI prototype

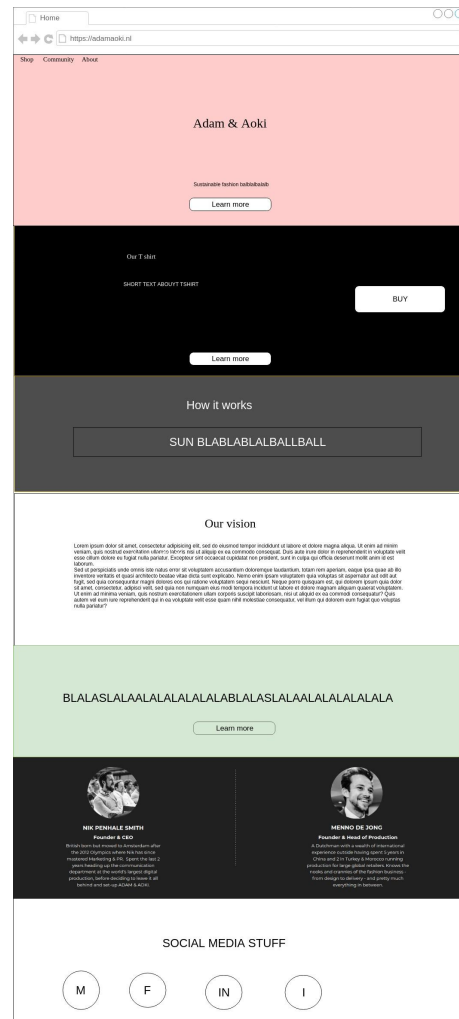
- Black and white
- Not accessible
- Basic layout only





HI-FI prototype

- Little colour
- Somewhat accessible
- A little bit more realistic





Milestone



Testing





Feedback sessions & comparison with A&A mission/vision

- Helpful comments during the feedback sessions
- Continuous comparison to the A&A mission and vision



Survey

- Strangers (matching our persona) went through our website
- Feedback via a survey

Website testing survey

Please take a few seconds to furnish this form.

Which one of these best describes you?

☐ Individual / parent (below 40)

☐ Student and or athlete (16-30)

☐ Investor

☐ Individual (above 40)

Were you able to navigate through the website completely?

☐ Yes

☐ No

What do you think is the website about?

Your answer

Do you have sufficient information about the product and the company?

☐ Yes

☐ No

Do you think it is easy to contact the company?

☐ Yes

☐ No

Do you think it's easy to buy the product?

☐ Yes

☐ No

Where can we improve?

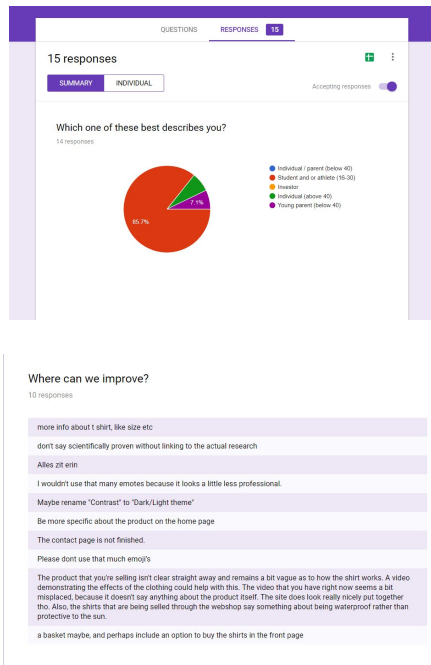
Your answer

SUBMIT



Building on feedback

- Valuable comments by our personas upon our use cases
- Refined website with testing twice.





Polishing





Conclusions drawn from testing

High priority

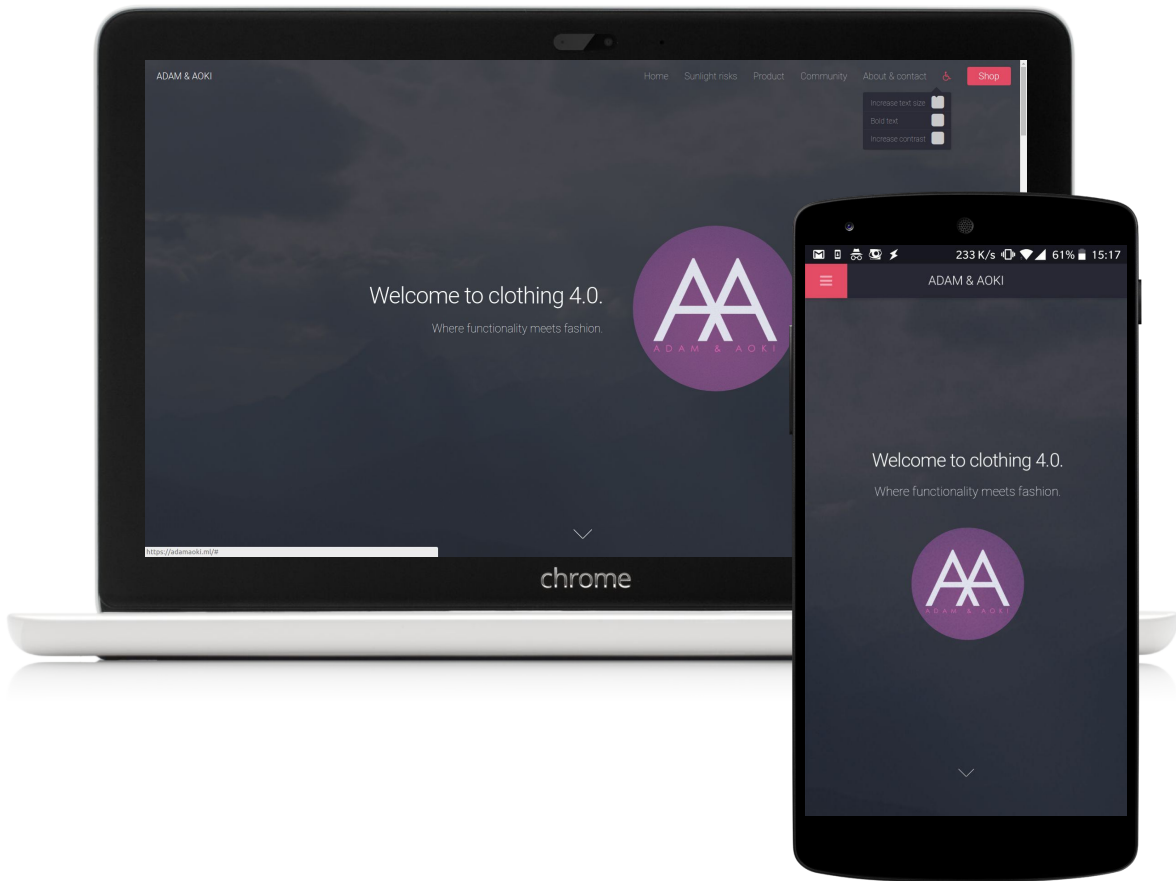
- Accessibility
- Responsiveness and interaction
- It needs to tell a unique story
- Information must be clear and to the point

Medium priority

- Some sort of bonding/community feature
- Get in touch easily with A&A staff
- Fancy website to attract users



The result





Features

- Accessibility
- Information
- Uniqueness
- Community



Accessibility Features

Increased contrast

Makes all pages black and white (media preserves its colours)

Increased font size

Increases font size among all pages

Bold text

Increases font weight among all pages



Information Features

Product information

Information about the research, sizes etc.

Community

Where users can exchange their knowledge and experiences

Contact

Directly contact A&A via their phone,mail etc.



Uniqueness

Telling the powerful A&A story

Make them feel the authenticity of ADAM AOKI's foundation

The “Unique” experience

- Innovative web experience
- The best customer care



Community Features & ideas

FAQ

Questions (from the forum) answered by A&A's experts

Community Forum

Where users can exchange their knowledge and experiences.

- Questions
- Conversations or small-talk



We could give a demo now.....



Or give yourself a live demo instead!

[HTTPS://ADAMAOKI.ML](https://adamaoki.ml)

OR

[HTTPS://WWW.ADAMAOKI.ML](https://www.adamaoki.ml)

When you get admin on the A&A webserver



**Thanks for
listening!**

