My **Role**

User Research, Information Architecture, UX/UI Design, Prototype, Testing.

**Tools**

Sketch, Illustrator, InVision, Zeplin

**Duration**: May 2019

**Background**

A class project for a fast-fashion clothing store. Mirror is based in Canada. They sell ready-to-wear clothes, accessories for women, men, and kids. Research suggests that the current frustrations consumers facing for online clothing shopping are mainly due to **lack of size information** and **cluttered sales information** on the web.

**Problem Statement**

How might we increase consumers’ confidence for online clothing shopping?

**Proposed Solution**

Design a modern, clean and distraction-free Mirror experience with an emphasize on customer reviews section to boost consumer confidence. **Key features**: comprehensive customer review section with images, with sort by and filter functions and customer sizing scale.

**Process**



**EMPATHIZE**

**Research**

The first step is to gain empathy towards users by understanding their needs and pain point.

I began my project by conducting market research to learn about current market trend. since e-commerce is a mature market, there’s a lot of existing resources online. This allowed me to better understand the importance of e-commerce.

(Source:Statista) <https://www.statista.com/outlook/244/108/fashion/canada>

**Trends from ShopifyPlus** <https://www.shopify.com/enterprise/ecommerce-fashion-industry>

 I then did a competitive analysis to learn about current market trends as well as identifying strengths and weaknesses of existing online retail stores.  This allowed me to see how Mirror can position itself against competing companies.

**Competitive analysis Image**

Once I had a basic understanding of the market, it was time to dive deeper into consumers’ behaviors, needs and pain points.  I then conducted 4 in-person 1:1 interviews with open-ended questions about their online shopping experiences.

**User needs and wants:**

• Simple, clean and easy to navigate interface

• Clearly labeled categories to find items easily

• “New in” or “Trendy” section

• High quality editorial photos

• Reviews

• Easy to find shipping and return policy

• Easy check-out process

• Size recommendations or specifications

**User pain:**

**•** Lack of size information

• Too much sales information on web

• Inability to find shipping and return information

**DEFINE**

**Persona**:

This stage is to clarify details of what will be created, for who and how.

Using the insights from previous research, I identified my target audience as young, working professionals who want to **keep up with the latest trends without breaking the bank**. I synthesized my user research findings into a persona: Kylie Obrien. By giving personality to the research data, we can better empathize with the target user throughout the design process.

**Storyboards:**

To better understand the experiences our users go through when problem occurs, I created a storyboard for the persona. This helped to define how Mirror’s website would solve users’ problem.

**Sitemap:**

Being an online clothes shopping platform with massive choices of product, as such a site map was crucial to visualize the high-level content. With the help from open card sorting exercises and existing design patterns for e-commerce websites, I created the following site map. This helped me to layout the website clearly.

**User Flow:**

To further analyze the flow, I created a task flow that shows the most essential steps a user need to go through when buying a product, and then a user flow which included a few paths in which the user might interact with the site. This allowed me to effectively identify key screens and how they should relate to each other based on user decisions.

DESIGN

**Sketches: Low-fidelity wireframes**

This stage is to identify solutions to problem through designs

After identifying the key pages I would be designing for based on user research findings, I began sketching out home page on paper to brainstorm ideas for different layouts through low-fidelity wireframes. This helped me to quickly and efficiently get feedback before deciding on which direction to move on.

**Mid**-**fidelity** **wireframes**

Next, I digitized responsive wireframes for the most essentials pages with a focus on the layout and visual hierarchy before adding colors. To test the flow of the website quickly, I decided to create a prototype using Marvel with Mid-fidelity wireframes. All users successfully performed the task. You can view the prototype here.

**Branding:**

Before moving into high-fidelity wireframes, I worked on a few explorations of how Mirror could be expressed visually. This included deciding on the mood, logo and style of the website. To keep the theme of fashion, I wanted to strive for a modern, neutral, clean and reliable look for the website. This style tile served as a guideline to make sure my designing style would be cohesive and stay focused on target audiences.

(Red-ish brown, gray and black were chose to convey the brand’s attributes. **Logo:** Sans-serif typeface with rounded the corners to give it a modern and clean look. The final logo included the letter “M” with a necklace in the middle.)

“masculine, new, and fresh,” type designer Tobias Frere-Jones drew influences from post-war building signage and hand-painted letters seen around New York City. Using the seemingly plain, geometric lettering from

The team comment on the font on Behance: "Influenced by the geometric-style sans serif faces that were popular during the 1920s and '30s, the fonts are based on geometric forms that have been optically corrected for better legibility.

"Brandon Grotesque has a functional look with a warm touch. While the thin and the black weights are great performers in display sizes the light, regular and medium weights are well suited to longer texts. The small x-height and the restrained forms lend it a distinctive elegance."

**UI Design**

Based on the research findings and with the help of style tile, I created responsive high-fidelity wireframes with a web focus. Below are the designs of some screens. For all screens, you can check out here: Desktop, tablet and Mobile.

**Link to pdf for tablet and mobile**

**PROTOTYYPE + TESTING**

**5.1 Affinity Map**

Using high-fidelity wireframes from above, I created a prototype with clickable buttons to simulate user’s buying process. The prototype was to identify if my design solved users’ problems. I conducted 1 in-person and 4 remote usability tests. Each participant was given specific scenarios with the focus on the overall feeling of the site and the review section. This was a great opportunity to improve products by studying how potential users respond and interact with my product.

Affinity Map:

I created an affinity map to summarize the findings. This served as a guide to make a prioritized revision plan in order to further improve my design.

**Positive key findings:**

**•** All participants completed tasks with ease

•  Participants liked the clean and professional look of the website

•  Size scale can be useful for certain users

**Negative key findings:**

•  More than half of participants had trouble accessing shopping bag

•  2 participants didn’t notice the change of section after filling out information in checkout page

**Revision 2:**

1. Colored the header to indicate which section user is at exactly.

2. Changed CTA button to disabled state before filling out the information to add constraint.

3. Made icons smaller and changed their positions to right side as the original icons were a bit distracting.

**6.UI KIT & Handoff**

I organized all UI elements that were used in Mirror into a UI kit and prepared my handoff using Zepline.

**REFLECTION**Most users are familiar with e-commerce, so where are a lot of common patterns. This makes a lot of design self-explanatory and user-friendly. However, even with a mature market, e-commerce still neglects some aspects that users are asking for which greatly impacts sales. As a designer, we should always strive to find what the real problem is and what problem is worth solving for,

Mirror was my first start-to-finish UX design project after my daily UI challenges.

**What I learned:**

• The whole **design thinking** process.

• **Take the time** to research, plan, develop the style tile before UI design. This saves time in the long run.

• It is important to **test with users**. As a designer, we take things for granted, we sometimes don’t see little problems, but each user is different, by testing with them, we can better understand their pains.

**Challenge:**

One of the most time consuming but rewarding part of the project was using Sketch symbols. With the help of design mentors, I was able to effectively using Sketch symbols in order to organize my UI element in a clear way. This could save a lot of time in a long run.

**What would I have done differently giving more time?**

• I would add keywords in review sections in order to reach out more potential users.

• I would add a horizontal navigation tab above reviews section with review tab, style with tab and you might also like tab, so that users have the freedom of choosing which sections they would like to view first instead of scrolling a long page with reviews.

• I would also be interested in testing and implementing an application that allows shoppers to virtually try on clothing to help them feel more confident.

**DONE!! ☺**

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**What was your favorite part of the design process? Why?**

Usability testing was my favorite part because I get the chance of saying how users would interact with my product and how I could potentially improve their experience.

The semi-​​rounded details of the let­ters give Lato a feel­ing of warmth, while the strong struc­ture pro­vides sta­bil­ity and seri­ous­ness. “Male and female, seri­ous but friendly. With the feel­ing of the Sum­mer,”

Broken Letter logos have been identified as a popular trend for 2017. Slicing, cropping, deconstruction, subtraction and unconventional geometric forms are coming back in a big way.