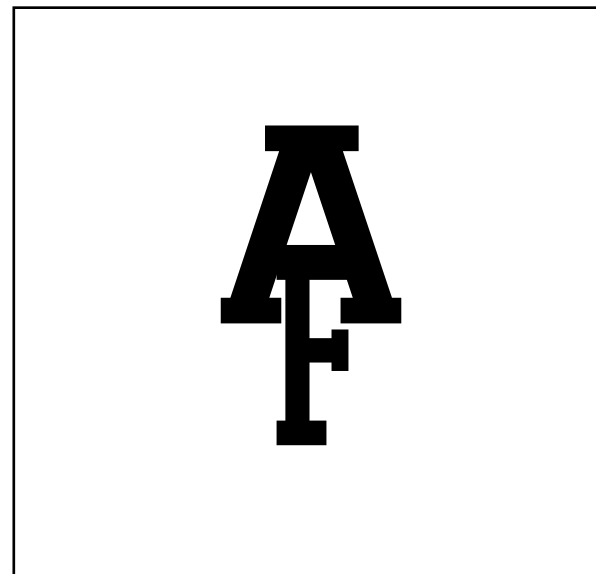


# ALL FANS

**FAN APPAREL FOR ALL.**



# Overview:

**DO FAN APPAREL SITES MEET THE NEEDS OF THEIR  
CONSUMERS?**

# The Challenge:

Many consumers are frustrated by the need to navigate to different sites for their fan apparel needs.

Female fans in particular must seek out styles/fit/sizes that fall outside of the “femme” style/fit category that are traditionally made for women sports fans, and scour the internet for unisex style/fit apparel.

Male fans also must find unisex or men’s sizes in women’s sports team apparel that requires time and effort to locate online.

# The Solution:

We propose the creation of a web application that will aggregate the products featured on several different sites on one app; which will be made with a clean and simple design, and no discount offers featured on the landing page. These offers will be featured at the cart page.

In addition, women's apparel items will be available in varying sizes/fits, and models of varying body shapes and sizes will be used as models.

Fan apparel for women's teams will be featured in men's/unisex sizes.

In addition, the size that models wear in the photos will be made clear on the item page, along with some of the model's measurements.

- Key objective: To provide users with a simple and easy to use site where they can purchase fan apparel of varying styles, fits, and sizes.
- Role: User Researcher, Visual Designer, UX Designer, UI Designer
- Tools: pen & paper, Adobe Illustrator, Sketch, Keynote, FaceTime, Markdown, InVision
- Project Timeline: 1 week

# RESEARCH PLAN

We started by establishing the topics to research, and narrowed this down to:

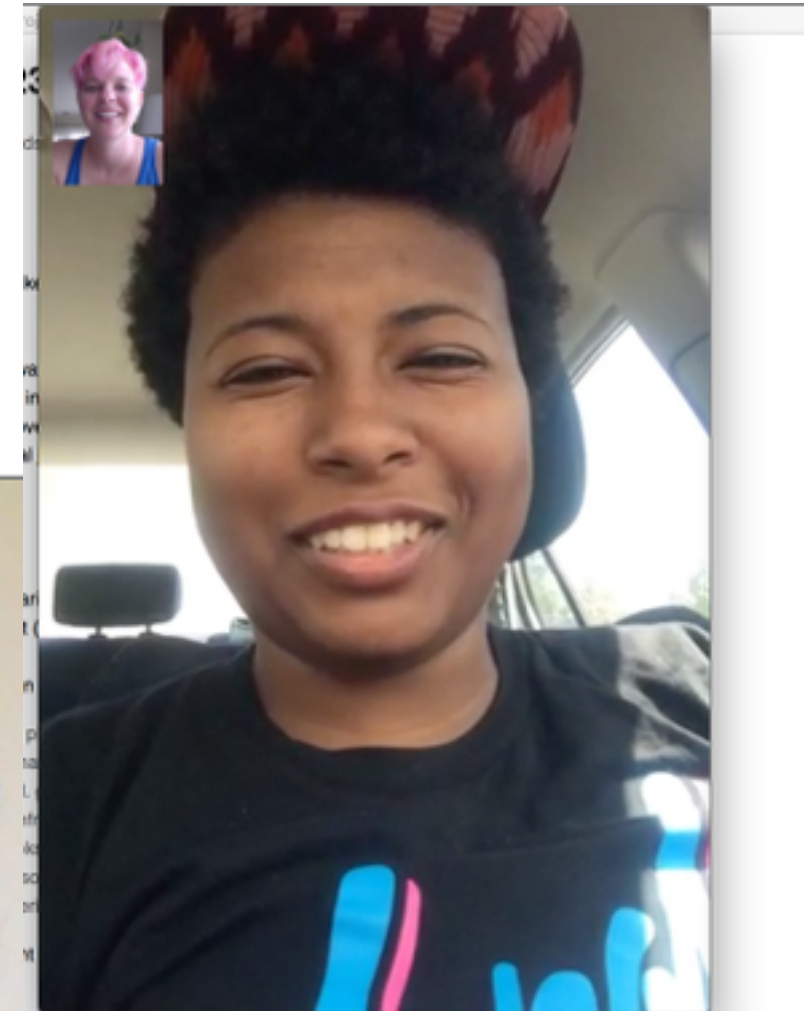
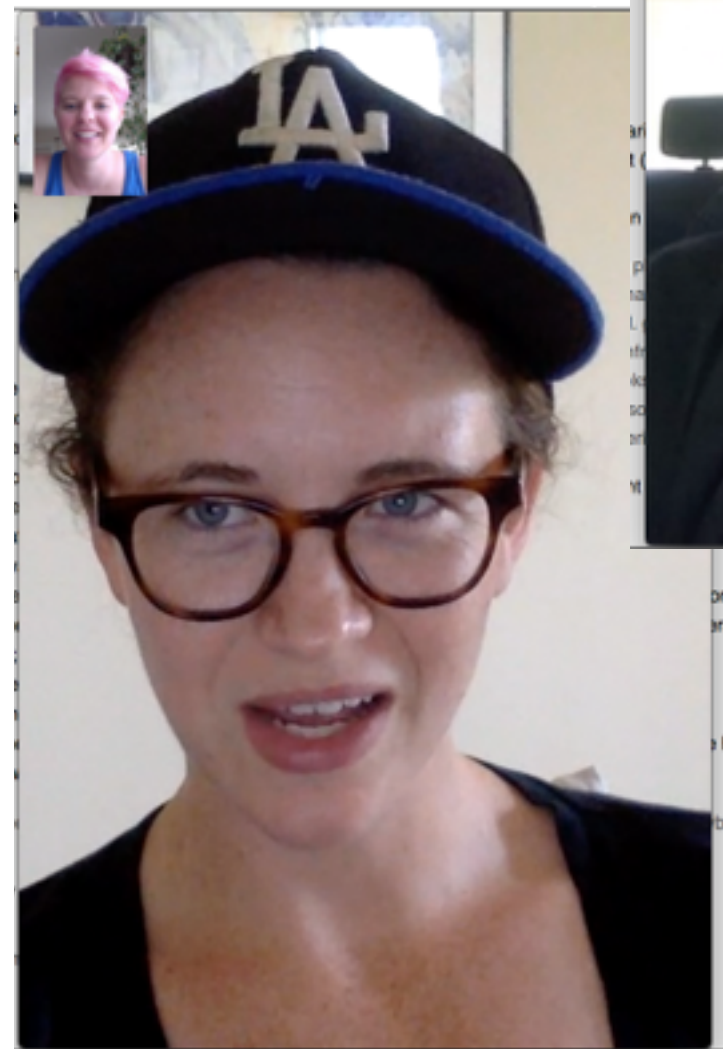
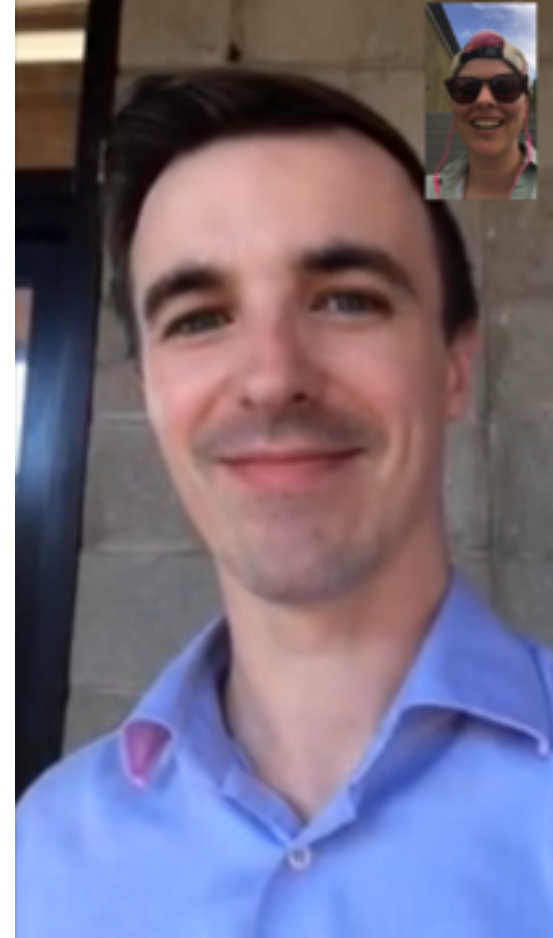
- The user's experience attempting to find appropriate-fitting sports fan apparel
- The process of finding apparel to purchase that is in-line with the user's style

# USER INTERVIEWS

We used FaceTime to conduct several user interviews.

## Pain Points:

- Users struggle to get what they want in their purchases; they must compromise on size/fit and/or style
- Users must spend time and/or money they don't have to get fan apparel that fits their body and style through customizing
- Users often returned items due to sizing or style issues
- Some apparel items were simply unavailable to some users



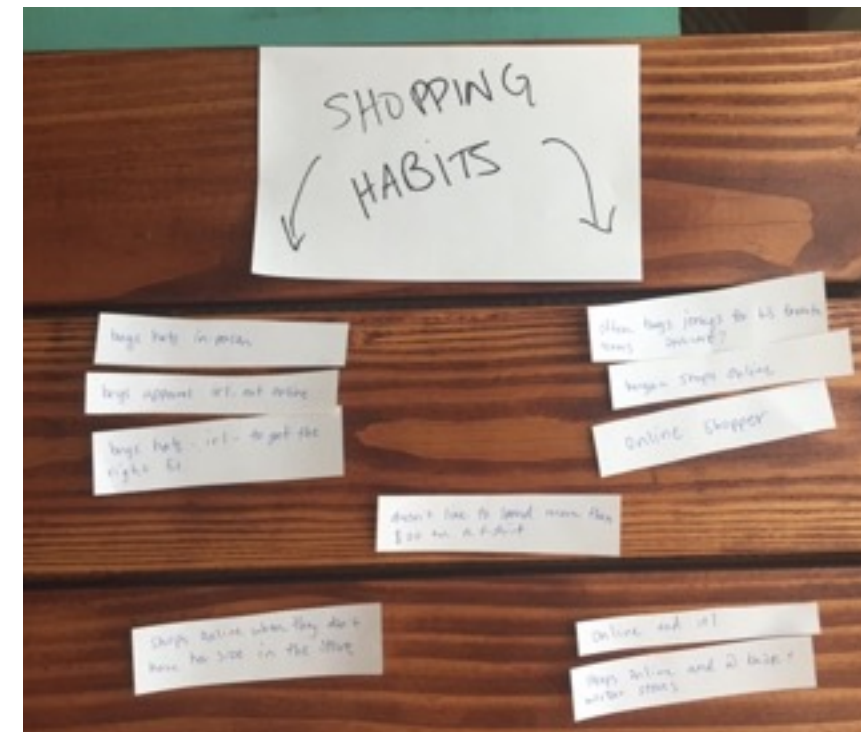
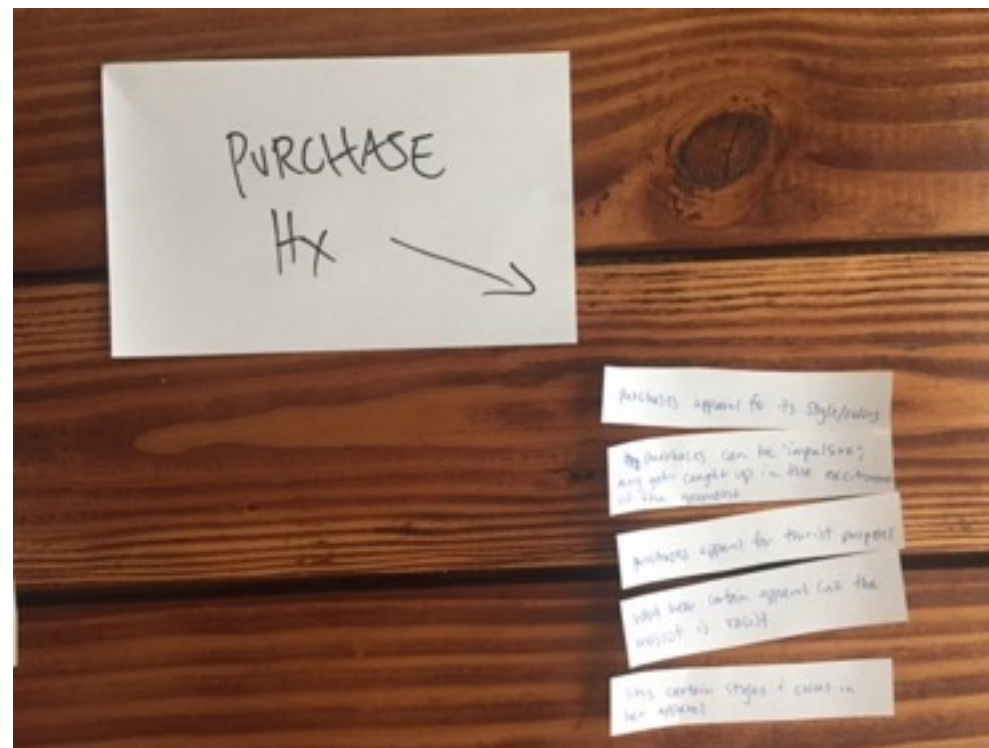
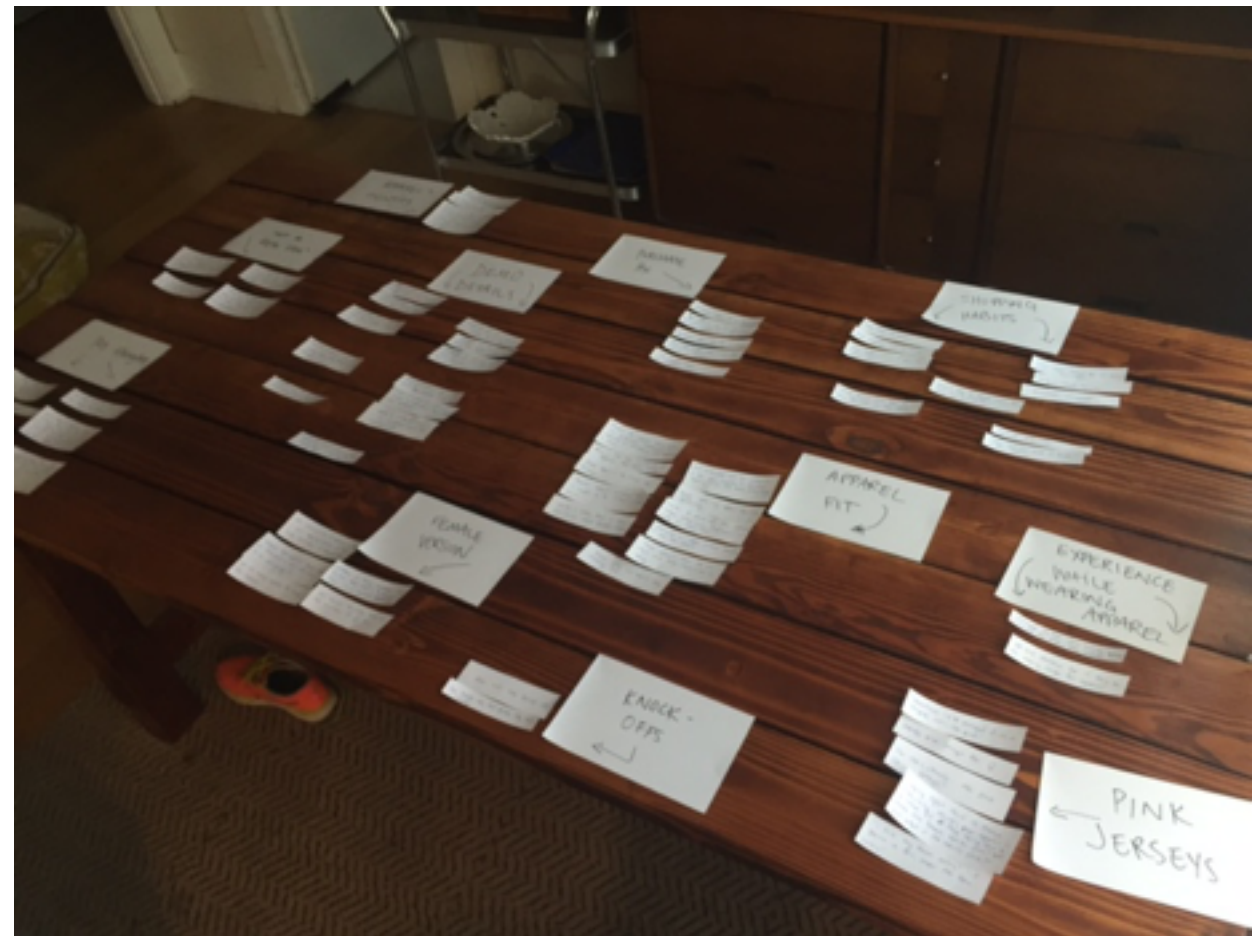


# AFFINITY MAPPING

We used pen and paper to extract key values, behaviors, and needs from the user interviews.

## Key Points:

- Most users almost exclusively shop online
- Users value their time and money
- Users want one place to visit online for their apparel needs
- Users want an easy and straightforward return policy





# USER PERSONA

## Kate Malloy



"Wearing fan apparel is a way for me to express my identity."

Age: 27

Work: Television Writer

Family: Single

Location: Chicago, IL

Character: Exclusive Online Shopper

### Personality



### Bio

Kate is a single millennial who works full-time as a writer for TV. She works on a contract-basis, and describes her income as feast or famine. As someone who often works 10-12 hour days, Kate's time is at a premium. She prefers her fan apparel in a unisex style, and must search the Internet for up to 1-2 hours for the right style, size, and fit. She rarely shops at brick and mortar stores due to the inconvenience and lack of time, and shops almost entirely online. It is important for her to know the return policy of the online companies where she shops.

### Needs

- Simple, clean site that is user-friendly
- Mobile-responsive design for fan purchases on-the-go
- Jerseys in unisex size and men's style

### Frustrations

- Finds that the majority of apparel for female fans is too "femme" for her personal style
- Having to search a site for the return policy for an apparel item
- Not knowing how an item will fit her body and measurements

### Behaviors

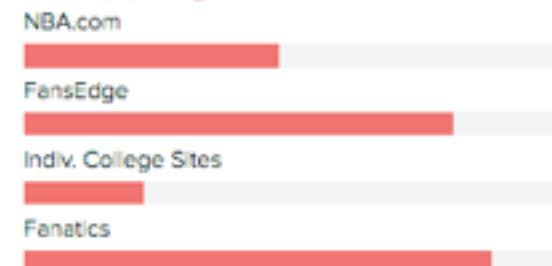
- \* Shops almost exclusively online
- \* Looks for unisex sizing and men's styles in her fan apparel purchases
- \* Values her time as a consumer

### Brands

A collection or list of the user's favorite brands.

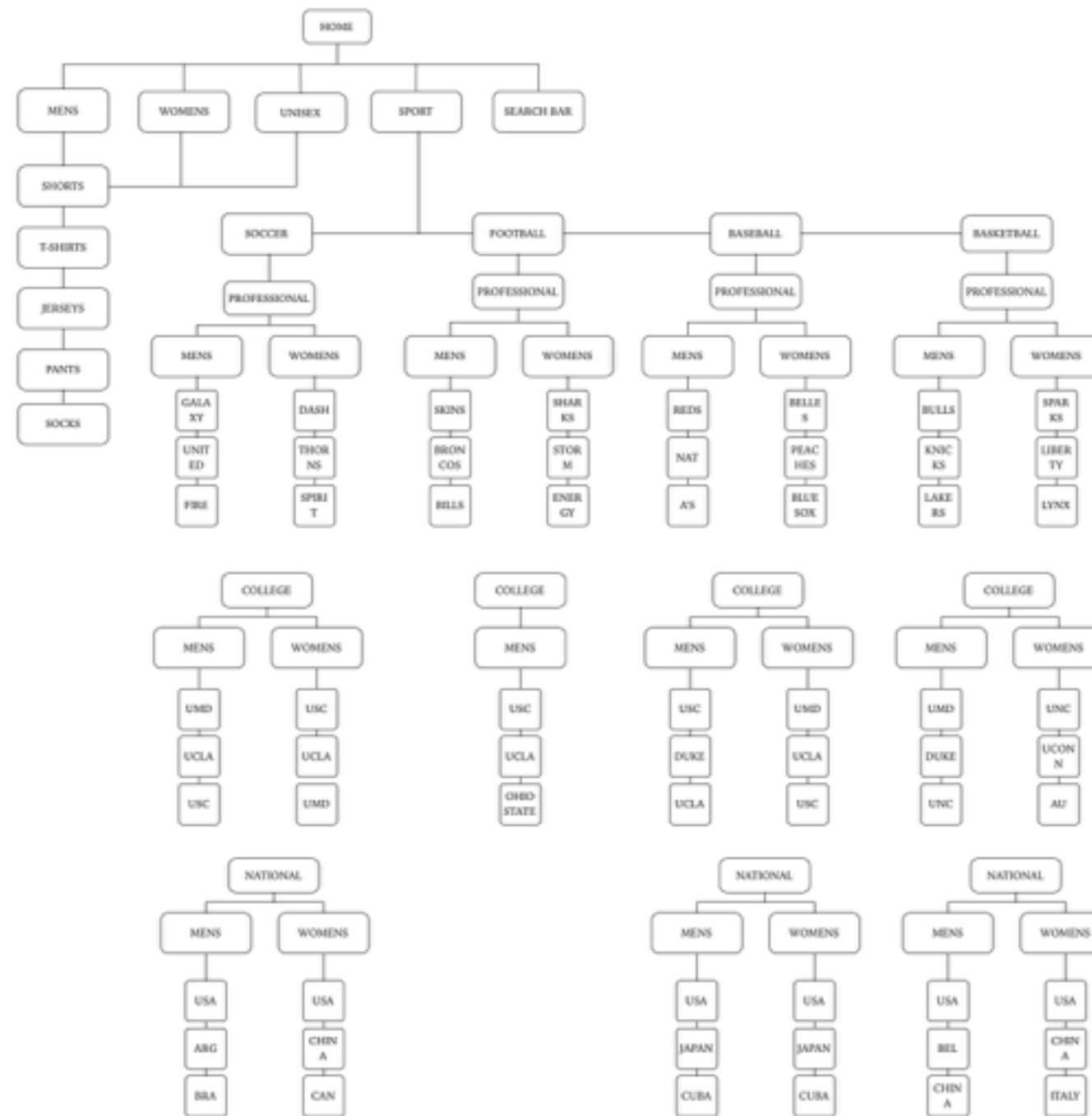


### Preferred Fan Apparel Shopping Sites



# USER FLOW

During our user research we were able to identify key features that users would like to have available to them.



Inspired by apparel sites recommended by our users, we centered our design on features our users found useful and easy to use.

The size that models wear in the photos will be made clear on the item page, along with some of the model's measurements:

Information on the item return policy will be featured on the individual apparel item page in addition to the footer of each page:

**PRODUCT DETAILS:**

97% cotton / 3% elastane / Machine wash cold / Tumble dry low

[Sizing Chart](#)

**COLOR**

BLACK

**SIZE**

XS

S

M

L

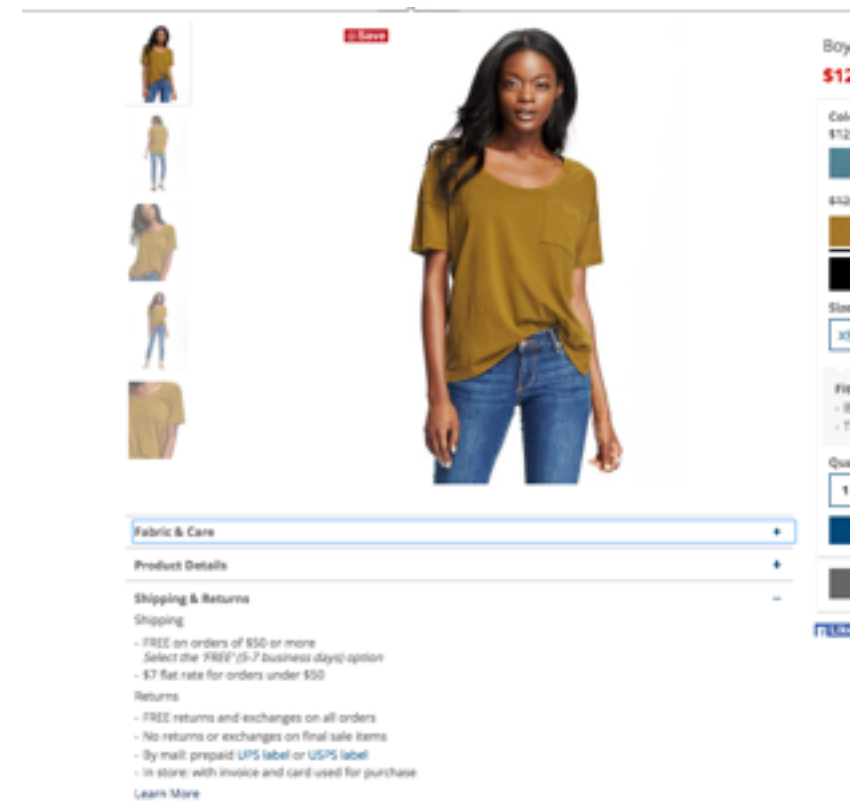
XL

**FINAL SALE:** This item cannot be returned or exchanged. See FAQs.

ADD TO BAG

SOLD OUT IN YOUR SIZE?

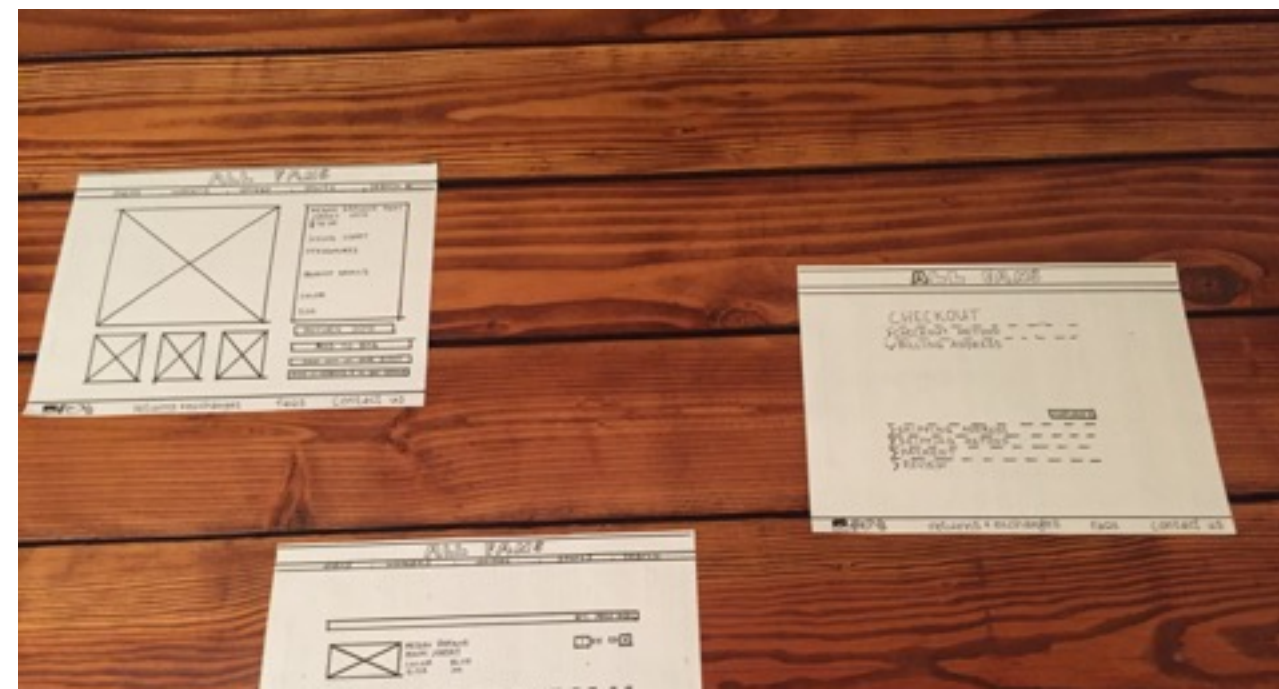
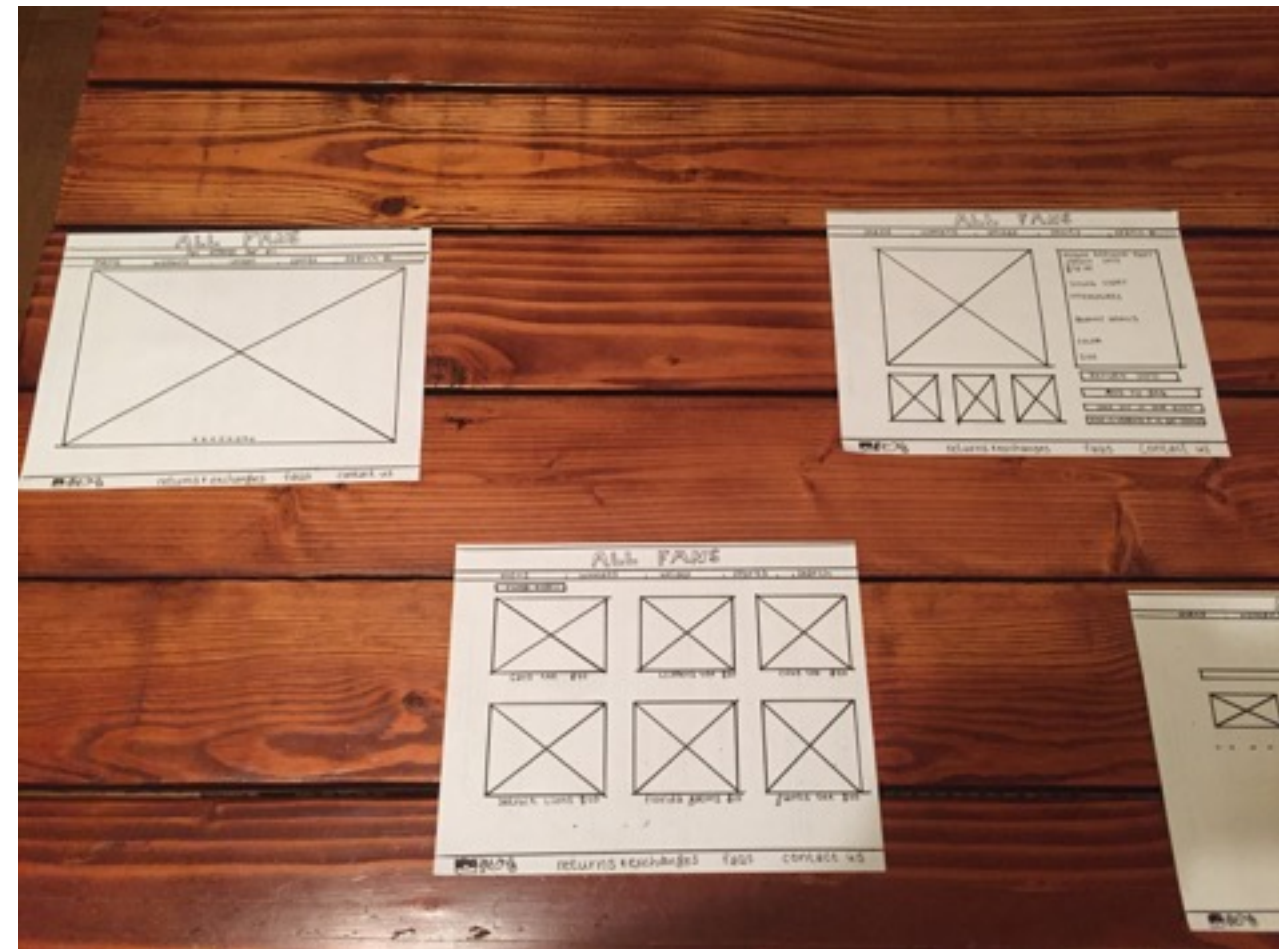
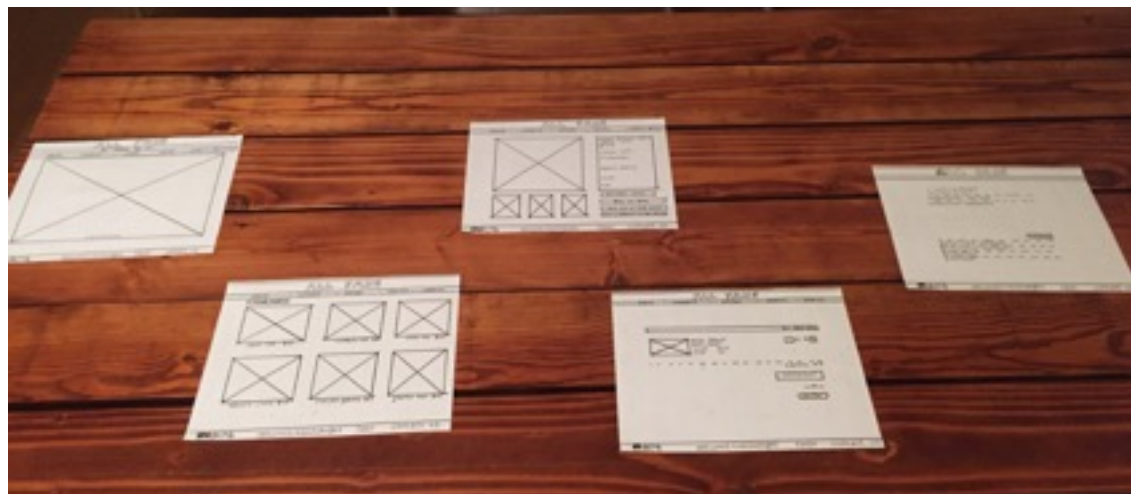
STEPHANIE IS WEARING A SIZE S. GET HER DETAILS.





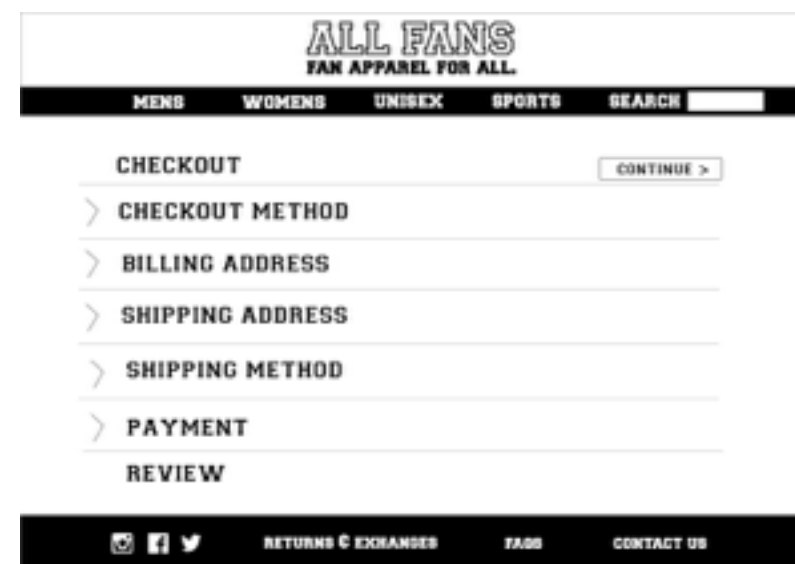
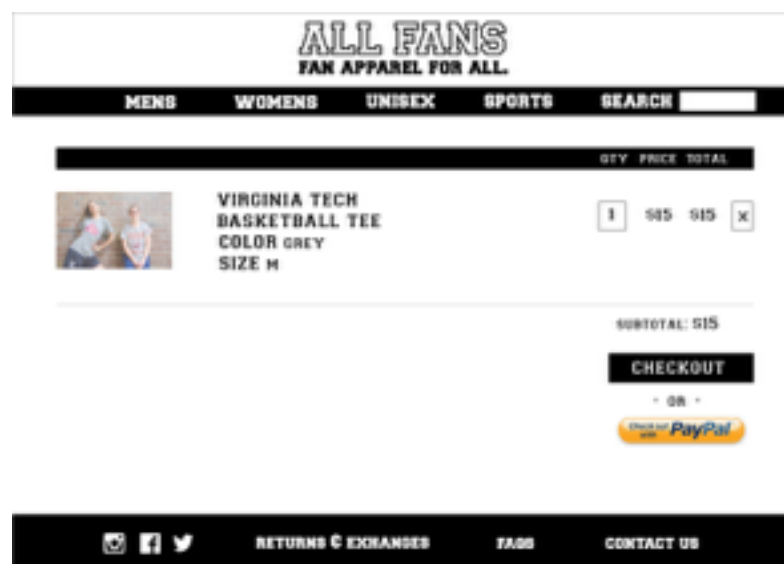
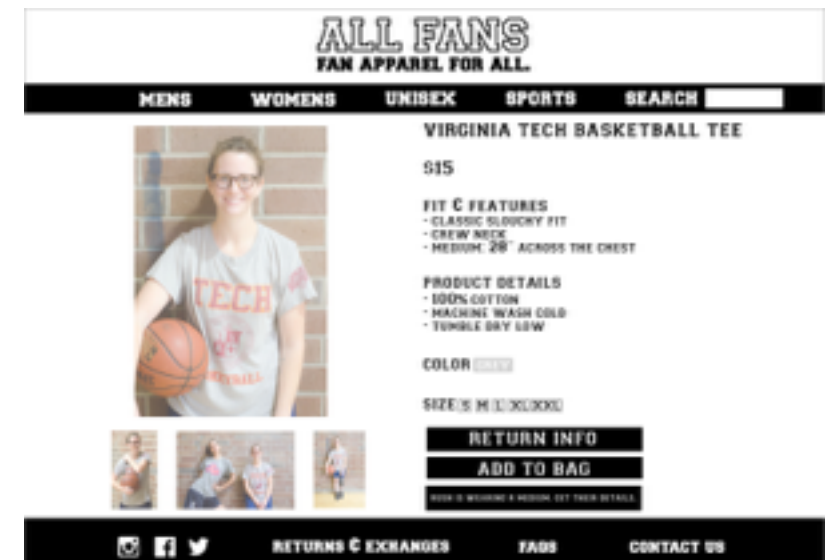
# WIREFRAMES

Using sharpies and paper, we designed a clean and simple site that offers users a choice between size, style, or sport in their search for the perfect fan apparel. Return information as well as sizing info on the models featured are included on each single item page.



# PROTOTYPES

We used InVision to bring our wireframes to life; creating clickable pages for users to navigate through the site.





# PROTOTYPE FEATURES

**ALL FANS**  
**FAN APPAREL FOR ALL.**

**MENS**

**WOMENS**

**UNISEX**

**SPORTS**

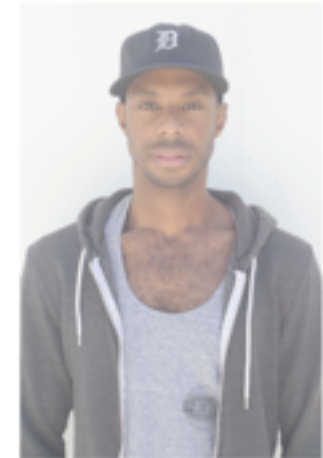
**SEARCH**



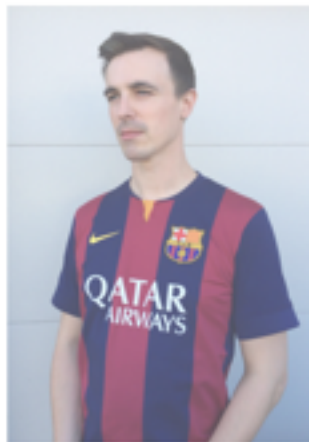
**CLIPPERS TEE \$40**



**UMD SOCKS \$15**



**DETROIT TIGERS HAT \$30**



**BARCA FC JERSEY \$80**



**V TECH TEE \$15**



**AU BBALL TEE \$18**



**RETURNS & EXCHANGES**

**FAQS**

**CONTACT US**

Users have the option to shop for Unisex items on one site as opposed to visiting multiple sites.


# PROTOTYPE FEATURES

Single item pages have clickable buttons that animate a pop-up box containing return information. Users now do not have to search the site for this information; it is featured on each item page, making the site informative and user-friendly.

## ALL FANS

FAN APPAREL FOR ALL.

[MENS](#)[WOMENS](#)[UNISEX](#)[SPORTS](#)[SEARCH](#)



### VIRGINIA TECH BASKETBALL TEE

\$15

#### FIT & FEATURES

- CLASSIC SLOUCHY FIT
- CREW NECK
- MEDIUM: 28" ACROSS THE CHEST

#### PRODUCT DETAILS

- 100% COTTON
- MACHINE WASH COLD


X

RETURNS MAY BE MADE OF UNUSED OR UNWORN ITEMS. ITEMS MARKED "FINAL SALE" OR "MARKDOWN" ARE INELIGIBLE FOR RETURN OR EXCHANGE. EXCHANGES MAY BE MADE OF ORIGINAL ITEM AND INVOICE. FILL OUT THE FORM INCLUDED WITH YOUR INVOICE TO SUBMIT A RETURN OR AN EXCHANGE.

RETURN INFO

ADD TO BAG

RUSH IS WEARING A MEDIUM. GET THEIR DETAILS.



[RETURNS & EXCHANGES](#)[FAQS](#)[CONTACT US](#)







# PROTOTYPE FEATURES

## ALL FANS

FAN APPAREL FOR ALL.

[MENS](#)[WOMENS](#)[UNISEX](#)[SPORTS](#)[SEARCH](#)





### VIRGINIA TECH BASKETBALL TEE

\$15

**FIT & FEATURES**

- CLASSIC SLOUCHY FIT
- CREW NECK
- MEDIUM: 28" ACROSS THE CHEST

**PRODUCT DETAILS**

- 100% COTTON
- MACHINE WASH COLD
- TUMBLE DRY LOW

COLOR GREY

RUSH IS 5'6".

CHEST MEASUREMENT: 32"

WAIST MEASUREMENT: 28"

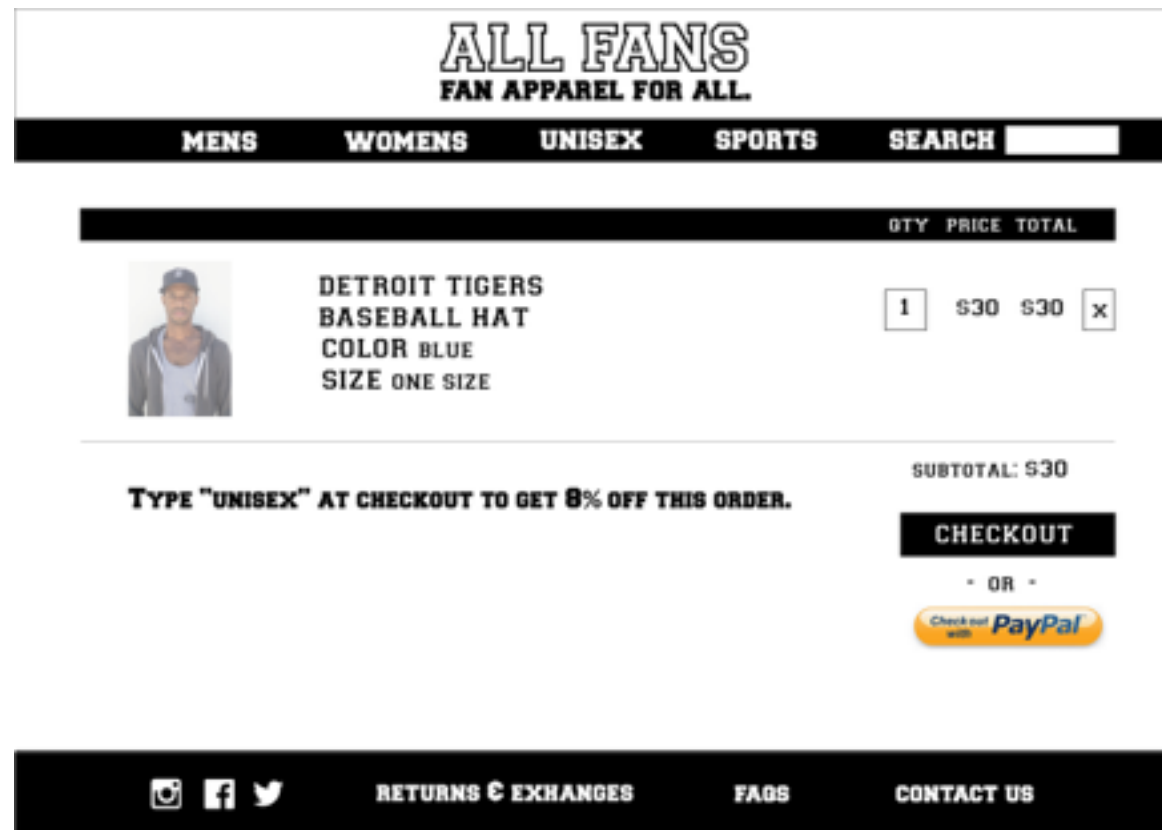
HIP MEASUREMENT: 38"

RUSH IS WEARING A MEDIUM. GET THEIR DETAILS.

Model's sizing information is detailed on each item page through a clickable button that animates a pop-up box; making sizing a smoother experience for users.

# PROTOTYPE FEATURES

Rather than clutter up a landing page with discount offers and featured items, we wanted a clean and simple design so that users are not overwhelmed. Our research showed that in most cases, users are savvy in online bargain shopping, and often know what they are looking for when visiting a fan apparel site; making these featured items obsolete, and discount codes irritating to navigate through. We would still like to offer discounts to users, and felt the most logical place to put them is the Cart page, where this information is needed.



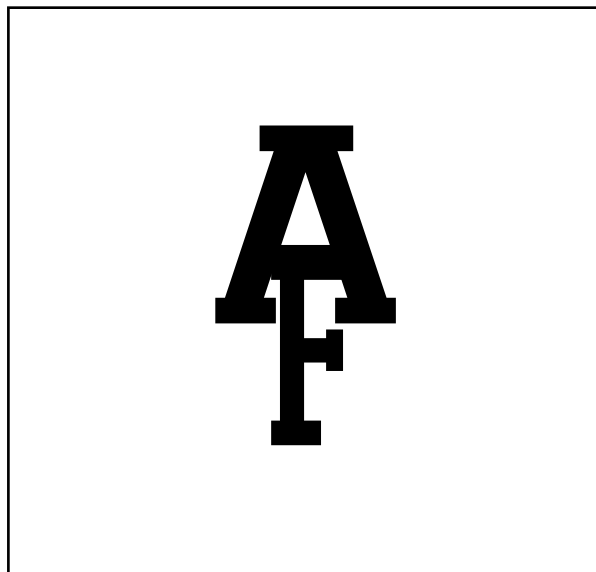
# CLICKABLE PROTOTYPE

Click through the prototype [here](#).



# BRAND GUIDELINE

Logo



Fonts

CollegiateOutlineFLF Regular

**A B C D E F G H I J K L M**  
**N O P Q R S T U V W X Y Z**

CollegiateInsideFLF Regular

**A B C D E F G H I J K L M**  
**N O P Q R S T U V W X Y Z**



2016 SAVAGE BLACKOUT