

Artist & Craftsman Critique & Redesign

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Overview

Artist & Craftsman Supply is a small, employee-owned arts supply store chain. They have physical locations across the country (and one in Chicago, but sadly, that location closed in 2020 due to the pandemic). They also have a website where users can browse products and buy them directly from the site.










<https://artistcraftsman.com>

Principle Critiques

Proximity –

Elements that are close together are perceived to be more related than elements that are farther apart.

Search results do not account for proximity. Some results have long product names, making the price label lower than others. With slim bottom margins on each result, the price label is not easily grouped to its respective product based on proximity, and could be confused with the price for the result below it.

		
Richeson Masonite Boards \$1.20	Princeton Catalyst Blades \$15.75	Princeton RealValue Brush Sets #9132 Golden Taklon, Set of 6 \$14.95
		
Montana Spray Paint Caps \$0.45	Michael Harding Artist Oil Colors \$14.00	Foundation Watercolor Paper 100 Sheet Pack \$30.10
		
Winsor & Newton Professional Watercolors \$9.69	Princeton Series 7050 Kolinsky Sable Brushes \$17.95	Van Gogh Watercolor 12 Color Painting Box \$59.95

Hick's Law – The time it takes to make a decision increases as the number of alternatives increases.

The “Shop” menu is needlessly bloated with every option possible at once. To use Hick’s law more effectively, the menu should progressively display options based on the category in the menu the user has moused over.

(Also, the line spacing within the same product category and different menu categories is the same height, making spatial grouping of subcategories confusing)

SHOP							
RESOURCES CONTACT US SALES & SPECIALS FIND A LOCATION >							
Painting	Drawing	Sculpting	Crafting	Printmaking	Studio	Specialty	Kids
Acrylics	Crayons	Clay	Beading & Jewelry	Block Printing	Easels	Arty Gifts	Crafting
Airbrushing	Drawing Tools	Hand Tools	Candle Making	Etching	Lights	Bookmaking & Binding	Drawing
Brushes	Ink	Mold Making	Craft Tools	Fabric Printing	Stools	Coloring Books	Games, Gifts & Toys
Encaustic	Markers	Wire & Metal	Felt & Fiber	Presses	Storage	Fancy Paper	Kits
Fabric & Leather	Pastels	Wood	Foam	Printmaking	Tools	Framing	Painting
Gouache & Watercolor	Pencils		Paper Mache	Paper		Supplies	
Mediums	Pens		Plastic Film	Relief		Gilding & Gold Leaf	
Milk Paint	Sketchbooks & Pads		Soap Making	Screen Printing		Journals	
Oils			Stencils			Modeling	
Painting Tools						Paper Making	
Sign Painting						Photography	
Spray Paint						Puzzles	
Surfaces						Tools	

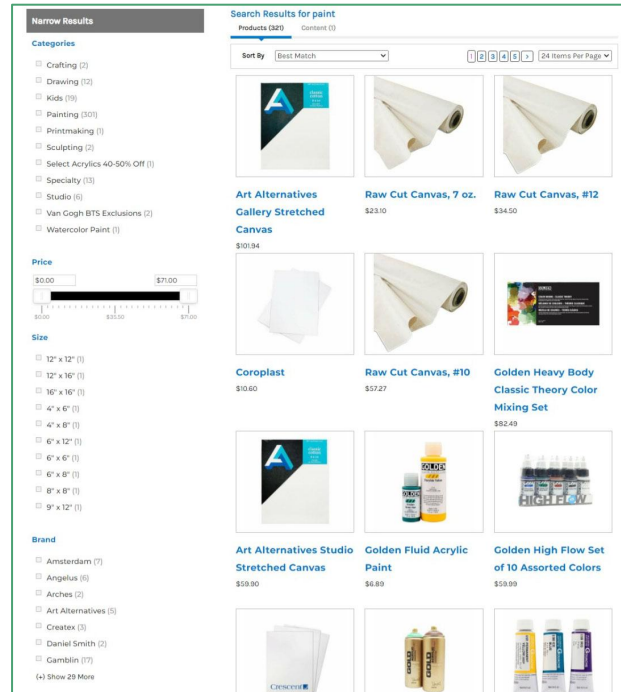
Consistency –

The usability of a system is improved when similar parts are expressed in similar ways. Consistency can be grouped into four categories: aesthetic, function, internal, and external.

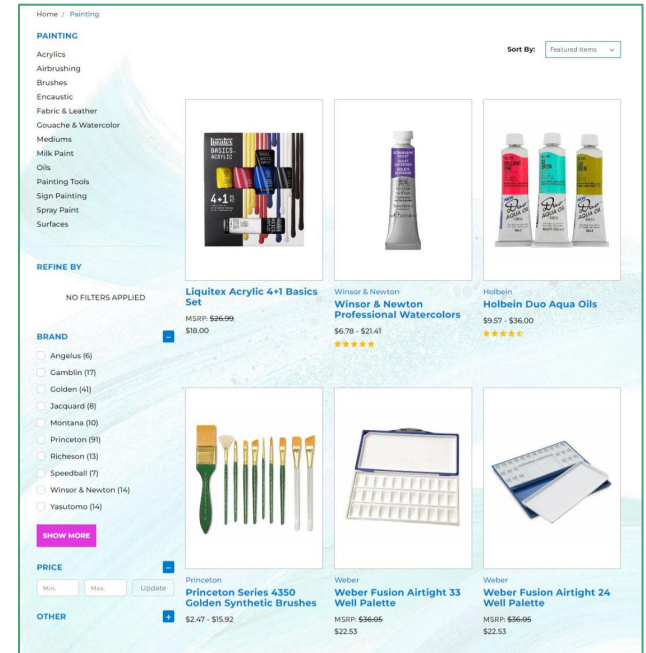
There were many inconsistent findings on the site. As such, these findings have their own respective slides.

Consistency – Search results & product category pages

There were inconsistencies in layout and components when the search results page is compared with the product page. Elements, such as the product cards, that could've been reused to create consistency are displayed differently.



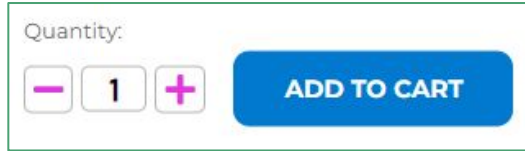
Search results page



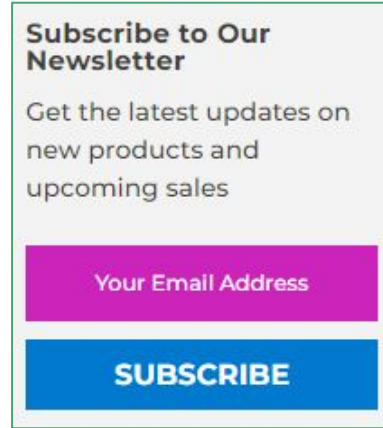
Product category page

Consistency – Components throughout the site

Speaking of components, many buttons were found to be unnecessarily inconsistent across the site. Here are some examples:



Button for adding a product to cart. This is the only button on the site (not including the buttons for rating reviews) with rounded corners.



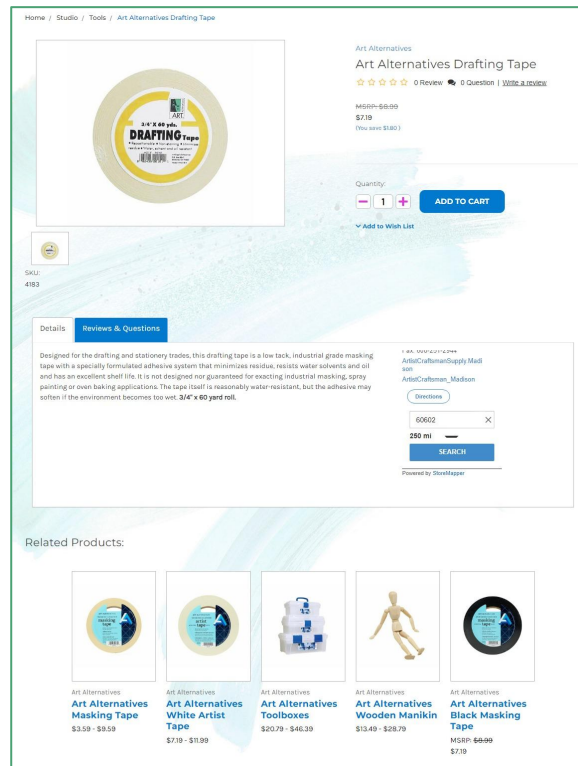
Buttons found in the footer. Except, "Your Email Address" is an input field, not a button, but follows the layout of the buttons next to it, making it look like a button

Buttons for rating reviews on the site.

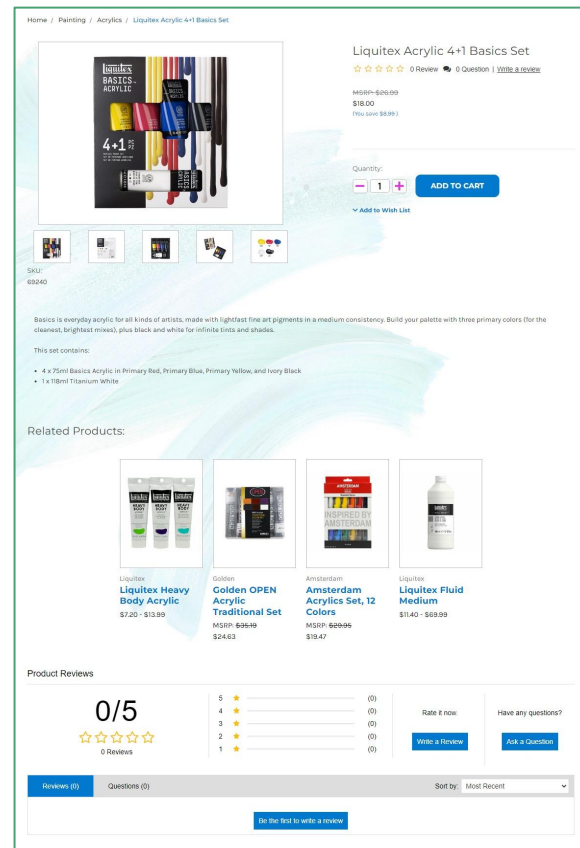
Consistency – Product Page

The layout of the product page of certain products were different from the rest. Some displayed the details and the reviews as a tabbed element, and included a feature to search for a nearby physical location.

(This feature was also poorly implemented, more on that in the next slide).



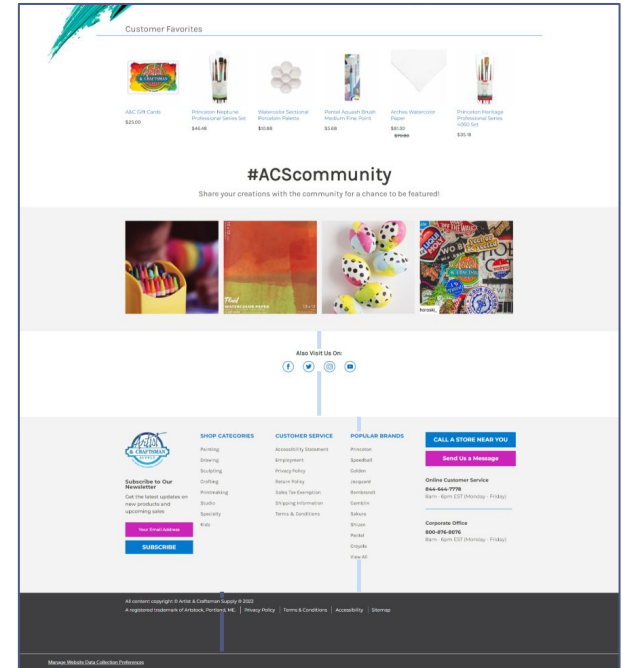
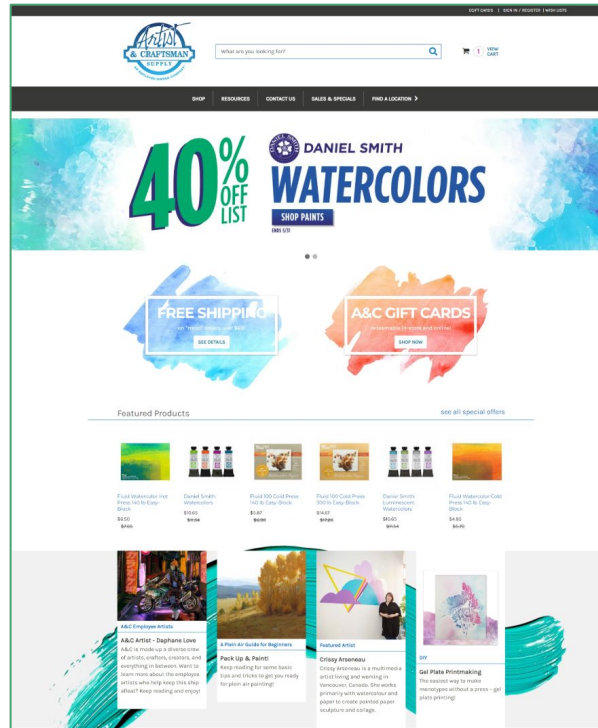
atypical layout



typical layout

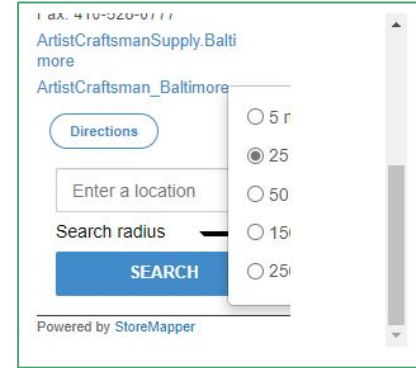
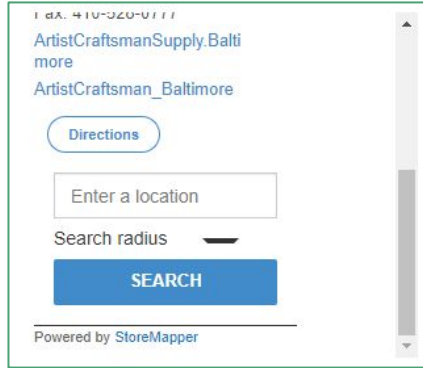
Consistency – Home Page

The homepage displayed many flaws in consistency. The top and bottom margins in some sections are inconsistent, and the middle section and the #ASCcommunity section feel inconsistent with the rest of the content displayed in the home page.



= Markers for inconsistent vertical margins

Visibility – The usability of a system is improved when its status and methods of use are clearly visible.



The store located feature present in the atypical layout found in certain product pages is fit in a needlessly tiny section of the product page, rendering its visibility poor and thus also affecting its usability. Because of the feature's small, constrained space, key elements are cut off from the view at a time. Users can only see one result at a time without scrolling, and the search function cannot be accessed without scrolling all the way down. Additionally, the search radius button and the radio options are also oddly cut off.

This feature shouldn't even be implemented to begin with, as there is already a dedicated page on the site for locating nearby physical locations

Redesign Brief

Design Objectives/Solutions

- Display the menu for the product categories in the header in a less bloated way by only showing subcategories once the user has moused over a category
- Create a consistent aesthetic and layout for the search and product category pages.
- Create a homepage with consistent vertical margins and display content that is relevant to the user and cohesive with the rest of the content displayed on the home page.
- Create a clean, consistent product page

Through these tasks, the redesign should make the site more clean, consistent, and aesthetic. With these changes, through the aesthetic-usability effect, the redesigned site should also feel more user friendly.

Target Users

The site for Artist & Craftsman Supply is targeted towards users that are mainly

- artists and
- other people looking to buy art supplies.

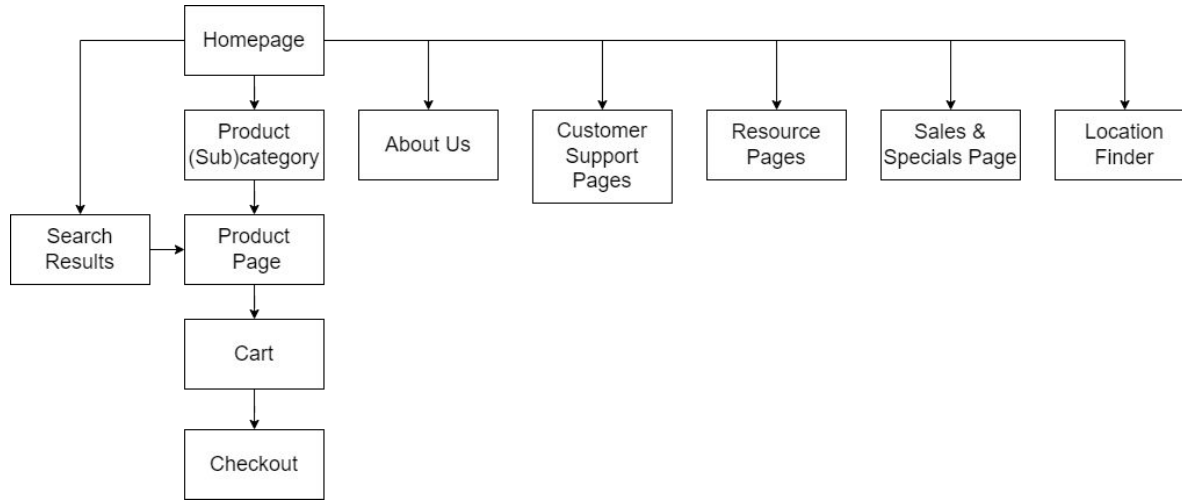
These users mainly use the site to

- buy art supplies efficiently, and
- less commonly, discover information pertaining to Artist & Craftsman Supply (such as a physical store's address and hours, as well as relevant contact information, such as store, support, and corporate phone numbers).

User Tasks

- Easily and efficiently browse and buy products from the site. This includes:
 - Browsing for products
 - Being able to search for specific products
 - Add said products to cart
 - Proceed to checkout once the user is ready to purchase the items in their cart.
- Find relevant information about A&C

Site Map



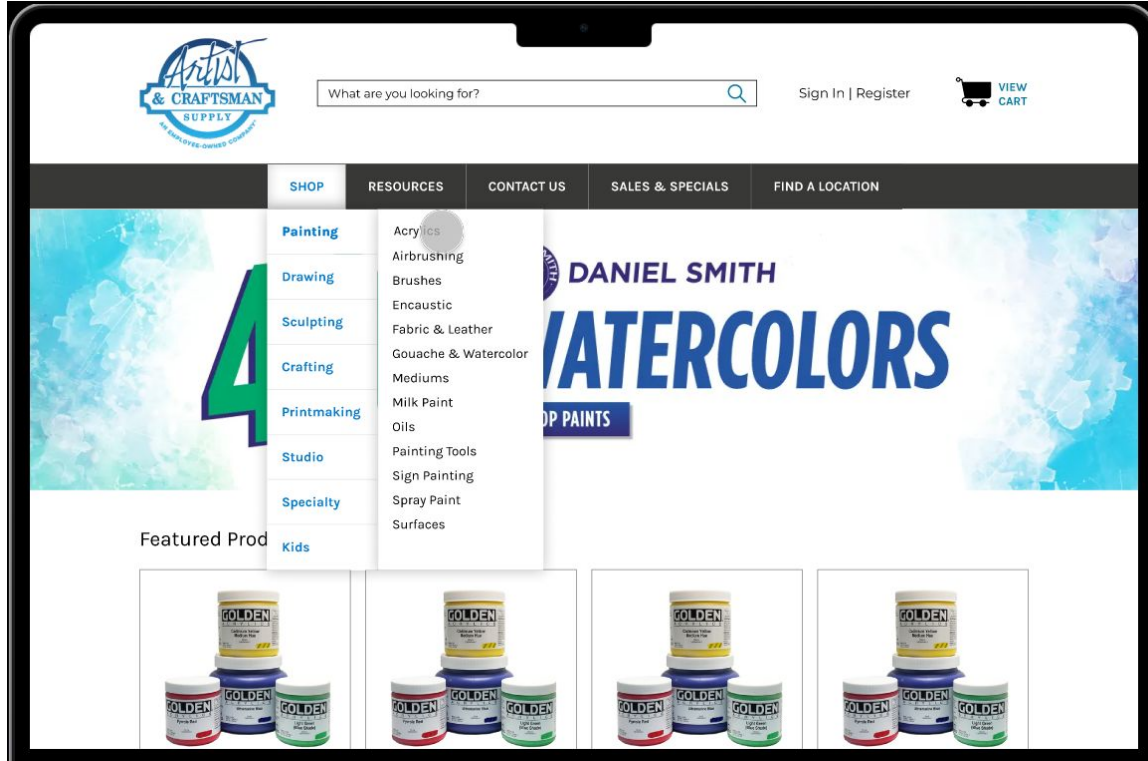
Currently, this is the site map for A&C's website. This sitemap is very generalized to account for the many pages of product category pages that the site contains. The way that the pages are laid out in A&E's website is already very intuitive and is almost identical to other online commerce sites, so I don't see a need to redesign A&E's sitemap.

Prototype

Link to Figma File: [Artist & Craftsman Redesign – Figma](#)

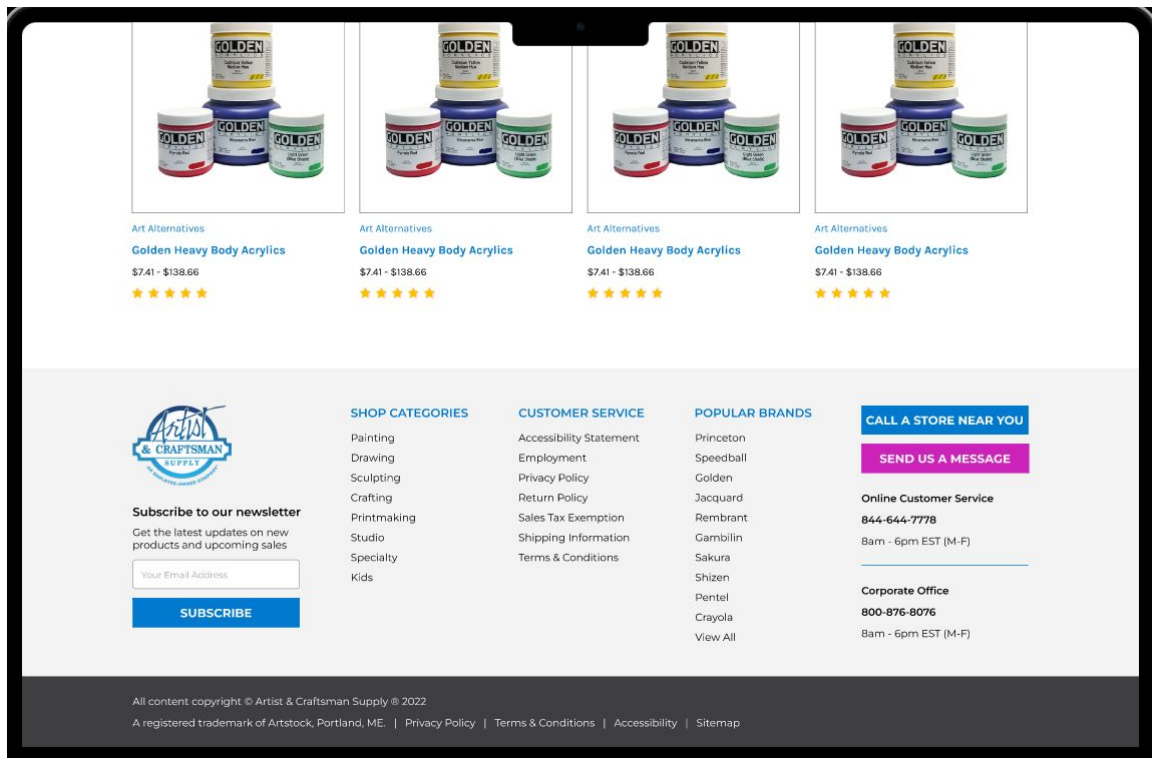
Link to demo: [▶ Artist & Craftsman Redesign \(figma.com\)](#)

Header Menu



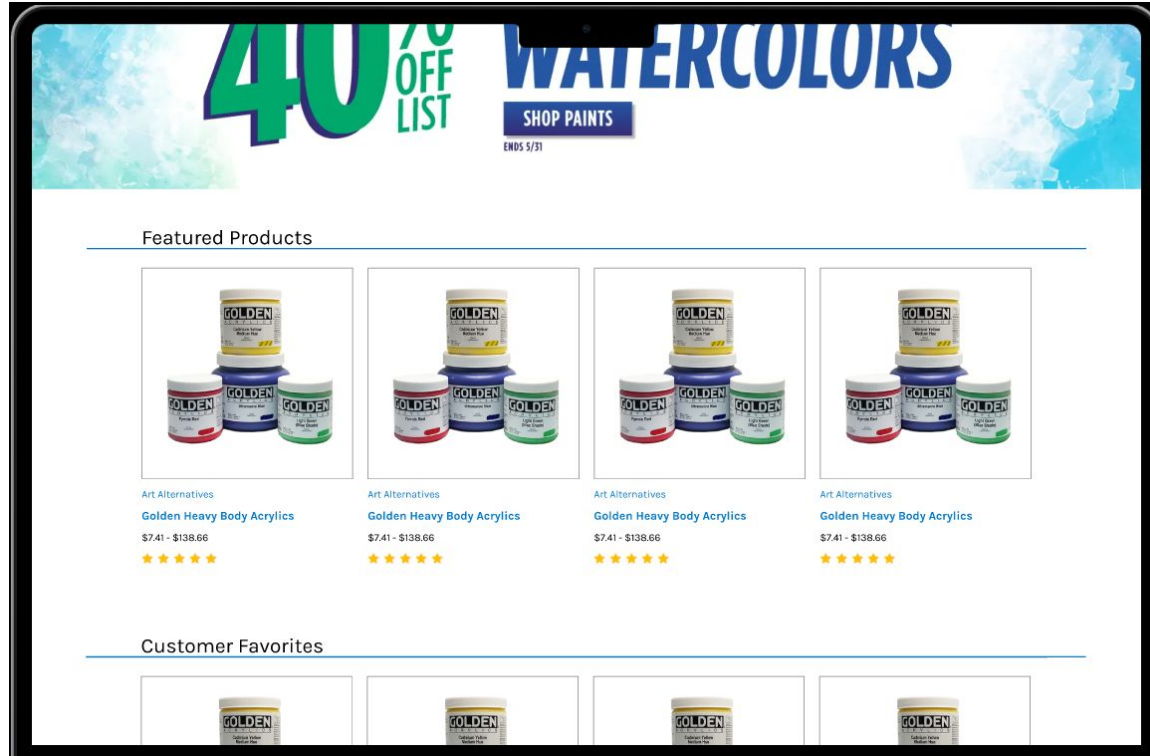
For the menu, I decided to use progressive disclosure as to only display relevant subcategories for the user's selected product category. This cuts down on the amount of menu items presented to the user at a time, making the menu a lot less bloated.

Footer



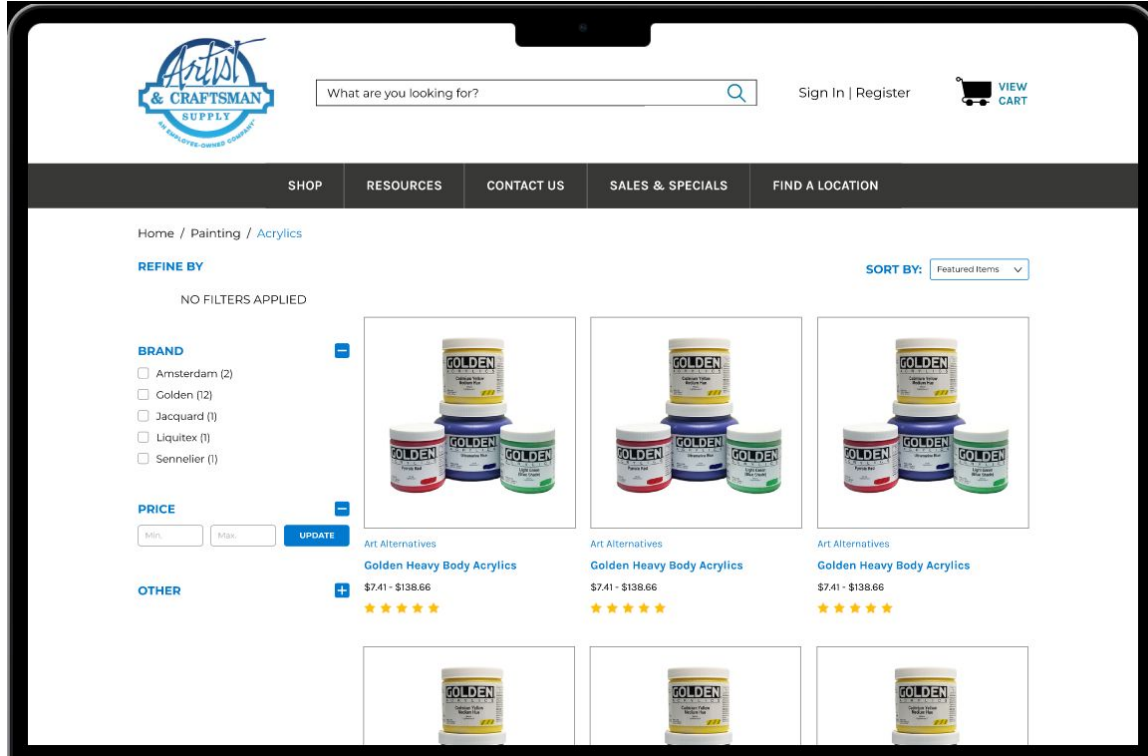
For the footer, I made sure that the top and bottom margins were consistent. I also made the input for the input field look like the other input fields on the site, also for consistency.

Home Page - Content



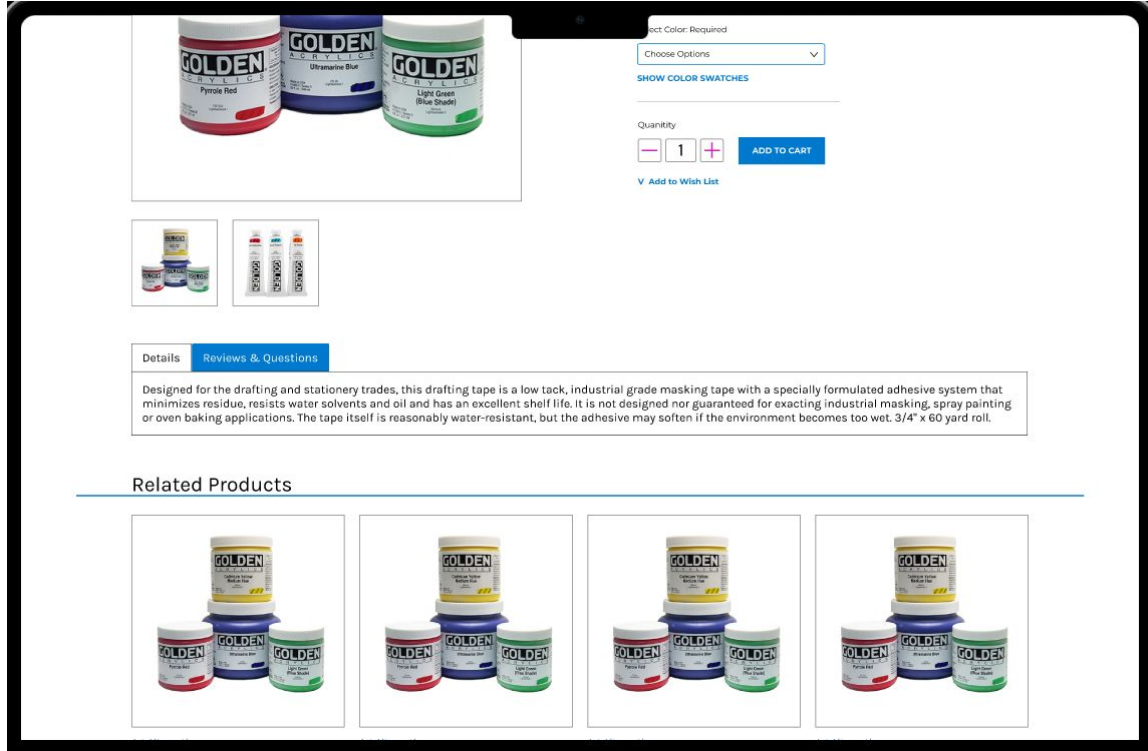
As for the content of the home page, I made cards for the products to be displayed in the “Featured Products” and “Customer Favorites”. These cards are reused across the site as to keep the layout consistent.

Product Category Page



As for the product category page, made the margins consistent and reused the product cards shown in the home page content, also to keep things consistent.

Product Page



As for the product page, I decided on the tabbed layout for the product details and rating, as shown in the atypical layout for the original product page. I decided on this layout as it would give progressive disclosure for the user's needs, rather than showing everything at once. The related products section is also using the same layout and product cards as seen in the home page.

Reflection

Since the A&C's original website was already very usable, I did not find it necessary to propose any major restructuring of the site or any pages. Rather, my redesign focuses on implementing certain design principles, such as consistency, Hick's Law, and progressive disclosure, better than the original site. This is shown in the way the header menu and product page uses progressive disclosure and how the site components and margins throughout the site are consistent. My prototype focuses on the main process of browsing the site for a product, as this process covers the pages I had the most design issues with.