

The following document includes my project for the module: **Human-Computer Interaction**. Along with its wireframes, diagrams, and a screenshot of the finished project, it includes all of the concepts, information, and design process. After utilizing Balsamiq to create the wireframes, Figma was used to create the project. In order to make sure the project was following the right track; testing was done after it was developed.

Table of Contents:

Contents

1.	Introduction.....	1
1.1.	How to use it -	1
2.	Design Process	2
2.1.	Brainstorming.....	2
2.2.	Moodboard	3
2.3.	Wireframes	4
2.4.	Designing in Figma	5
2.5.	User Flow and Task Flow	8
2.6.	User Personas	9
3.	Evaluation and Testing.....	10
3.1.	Usability Testing	10
3.2.	Navigation Testing	10
3.3.	Accessibility Testing	11
4.	Conclusion	13
5.	Appendix.....	14
5.1.	Wireframes	14
5.2.	Design and Prototype.....	20

Table of Figures:

Figure 1 Moodboard.....	3
Figure 2 Wireframe: homepage.....	4
Figure 3 Wireframe: Items	4
Figure 4 Wireframe: Fitting room	5
Figure 5: Figma: Homepage.....	6
Figure 6 Figma: Tops filter	7
Figure 7 Figma: Favorites	7
Figure 8 User Flow and Task Flow	8
Figure 9 User Personas.....	9
Figure 10 Accessibility Testing: Homepage color contrast	11
Figure 11 Accessibility Testing: Create Account color contrast.....	12
Figure 12 Accessibility Testing: Women's color contrast.....	12
Figure 13 Accessibility Testing: Item's page	13
Figure 14 Accessibility Testing: Dressing Room color contrast.....	13
Figure 15 Appendix: Homepage wireframe	14
Figure 16 Appendix: Sign In wireframe.....	15
Figure 17 Appendix: Create account wireframe	15
Figure 18 Appendix: Women's menu wireframe	16
Figure 19 Appendix: Men's menu wireframe.....	16
Figure 20 Appendix: Brand's wireframe	17
Figure 21 Appendix: Item's page wireframe	17
Figure 22 Appendix: Fitting room wireframe	18
Figure 23 Appendix: Fitting room 1.....	18
Figure 24 Appendix: Fitting room 2.....	19
Figure 25 Appendix: Size recommendation wireframe	19
Figure 26 Appendix: Favorites wireframe	20
Figure 27Homepage Design.....	20
Figure 28 Homepage footer.....	21
Figure 29 Sign in account.....	22
Figure 30 Account information	22
Figure 31 Create account 1.....	23
Figure 32 Create account 2.....	23
Figure 33 Favorites.....	24
Figure 34 Womens menu	24
Figure 35 Men's menu	25
Figure 36 Brands menu	25
Figure 37 Style your fit page.....	26
Figure 38 Size filter.....	27
Figure 39 Color filter.....	28
Figure 40 Sort by filter.....	29
Figure 41 Show filters option.....	29
Figure 42 Color changed of first item	30
Figure 43 Eye icon when hovered.....	30
Figure 44 The main Dressing room.....	31
Figure 45 Body measurement first page.....	31
Figure 46 Body measurement input	32
Figure 47 Body measurement second page.....	33
Figure 48 Size recommendation generated	34
Figure 49 Dialogue box for add to cart	34
Figure 50 Your Cart	35
Figure 51 Redirected to the seller's page.....	35

1. Introduction

The project that I've created for this module is a Web application and it is centered on clothing e-commerce. Businesses all across the world were forced to close their physical stores due to the outbreak of COVID-19, and individuals were limited to their homes. Many small and local businesses arose as a result of this.

My website is called the Wardrobe, meaning a wardrobe would value the belongings and keep them safe. I wanted a name for my website that was related to clothing and emphasized a good purchase in terms of sustainability. I also chose a wardrobe symbol for my website. It's intended to help people find the right fit for them based on their body dimensions. This website features clothing from various fast-fashion businesses that teenagers and young adults are interested in.

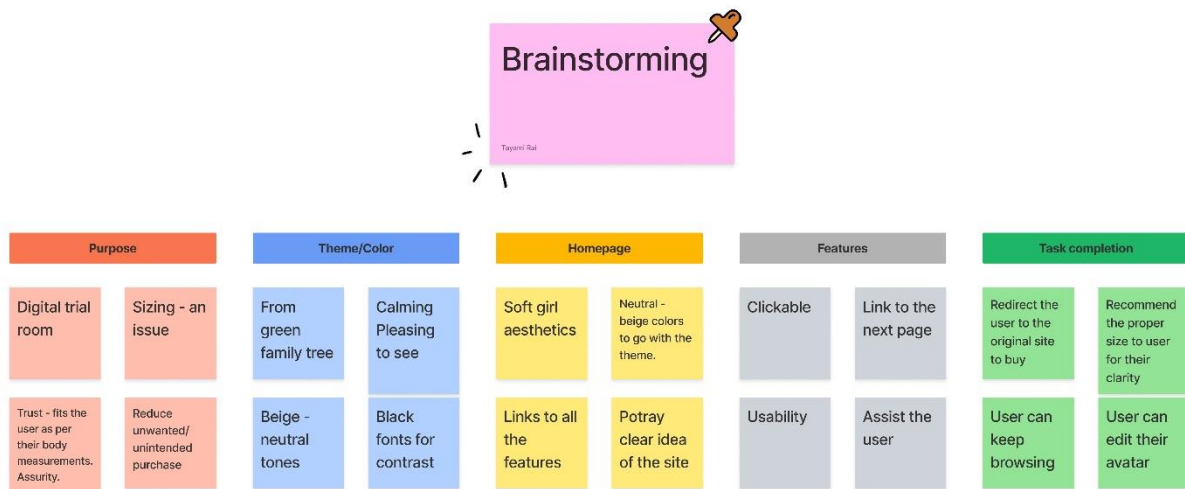
1.1. How to use it -

The Wardrobe can be browsed and used just like any other online shopping site. When the user hovers over the eye icon, an instructional dialogue box appears, and when they click on the symbol, they are taken to a website with a virtual fitting. The user will input their height, weight, waist, inseams, and other body dimensions. On the right side of the screen, there is a default mannequin.

The result is produced after the measurements are submitted. The end result recommends the best fit for the user, and the mannequin adjusts to the user's measurements so they can see how it would look on them. However, in order to purchase the item, the user will be sent to the brand's original website.

2. Design Process

2.1. Brainstorming



As I planned to build an online shopping site, I visited a number of well-known websites and studied their designs. Then I started brainstorming about what I wanted from a page - its goal, theme, what I'd maintain on my homepage, features, and how the consumer would purchase the item. My goal with the site was to provide a virtual fitting room for those who have been having problems identifying their exact sizes online.

I wanted my website's color scheme to be from the green family tree. The color green is now connected with healing, serenity, and nature. I chose it because I wanted my site to be visually appealing and have a gender-neutral tone. I wanted my homepage to have a powerful statement and incorporate all of the features. Because some users could be unfamiliar with the icons, I wanted to make my page as user-friendly as possible. My site's main function would be to provide size suggestions and solely host garments from other websites. To purchase the item however, the user will be redirected to their page for that procedure.

2.2. Moodboard

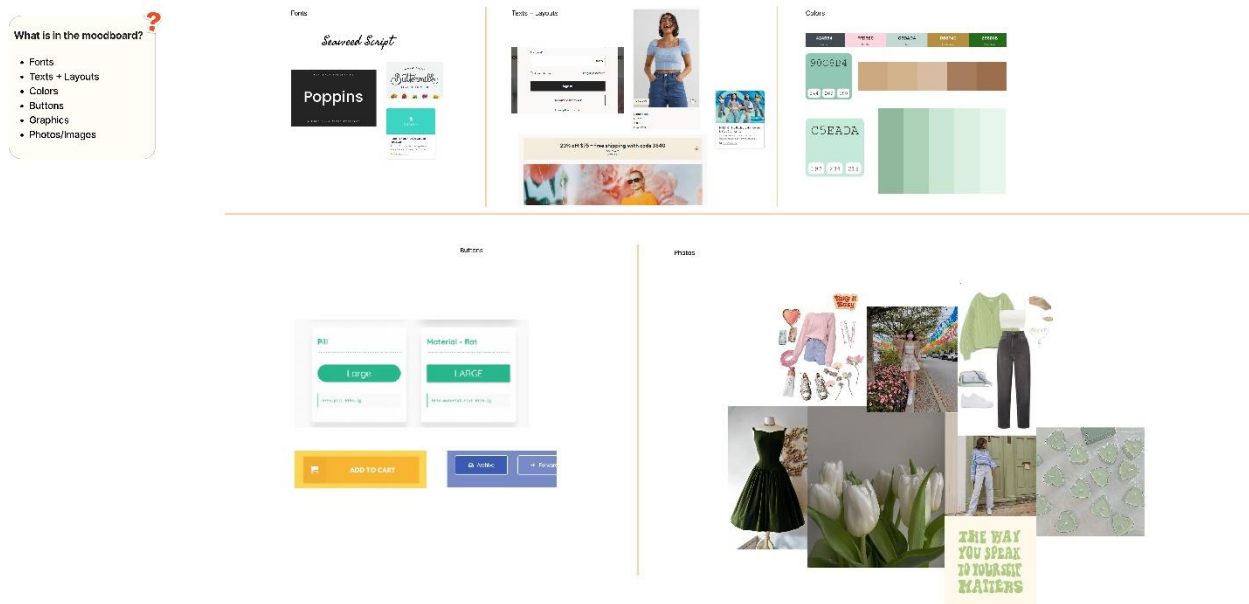


Figure 1 Moodboard

To conceptualize and finalize the color, I built a mood board. I wanted the hue to be matcha green or something similar, and the styles to be simple. To represent, I wanted to use pleasant, soothing hues. I couldn't decide if my site's buttons should be rounded or angular. My website also needed some cursive fonts. The font Buttermilk was my first choice, but it didn't fit my taste when I started constructing my site, so I dropped it. As mentioned before, I was really inspired by soft themes and pastel colors.

2.3. Wireframes

I wanted an image in the middle of the screen on my homepage, as well as all of the button links, so that the user could quickly begin navigating. I also believed that having a cart and a favorite button would give the user quicker alternatives and shorten the procedure. I knew what I wanted on my website, and as I worked on the wireframes and the layout of the site, my concept became clearer. The arrangement of texts, buttons, and icons was altered later.

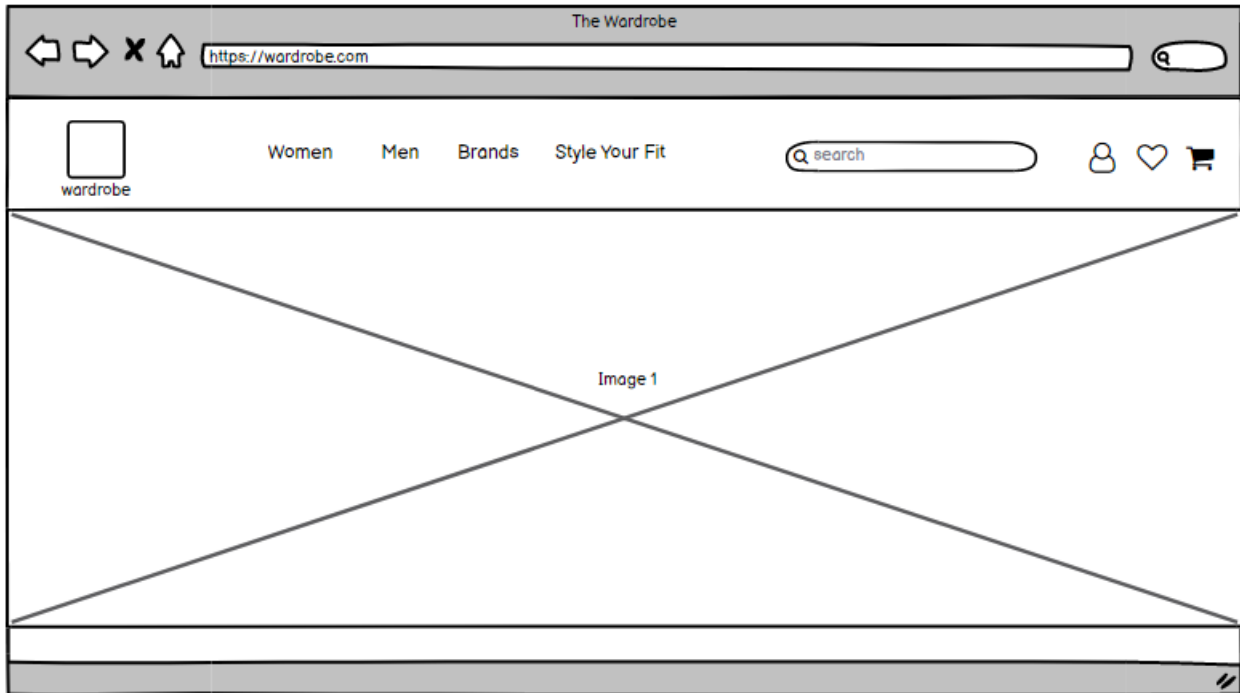


Figure 2 Wireframe: homepage

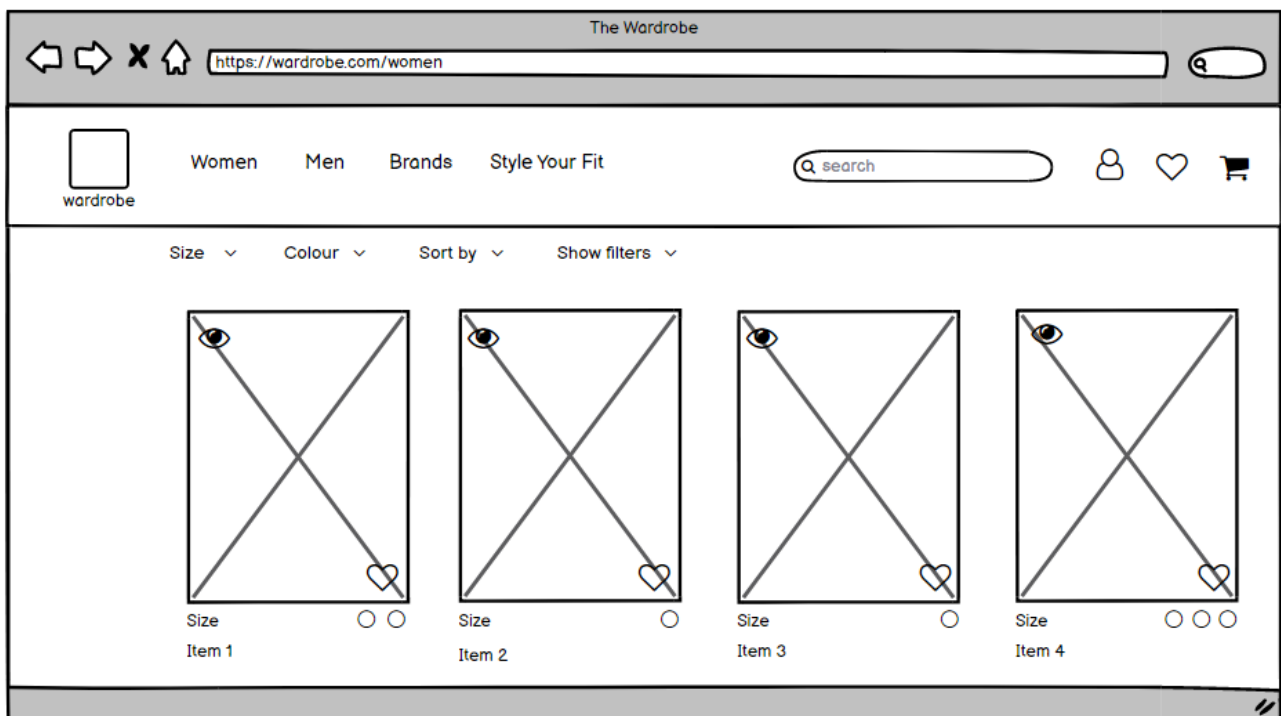


Figure 3 Wireframe: Items

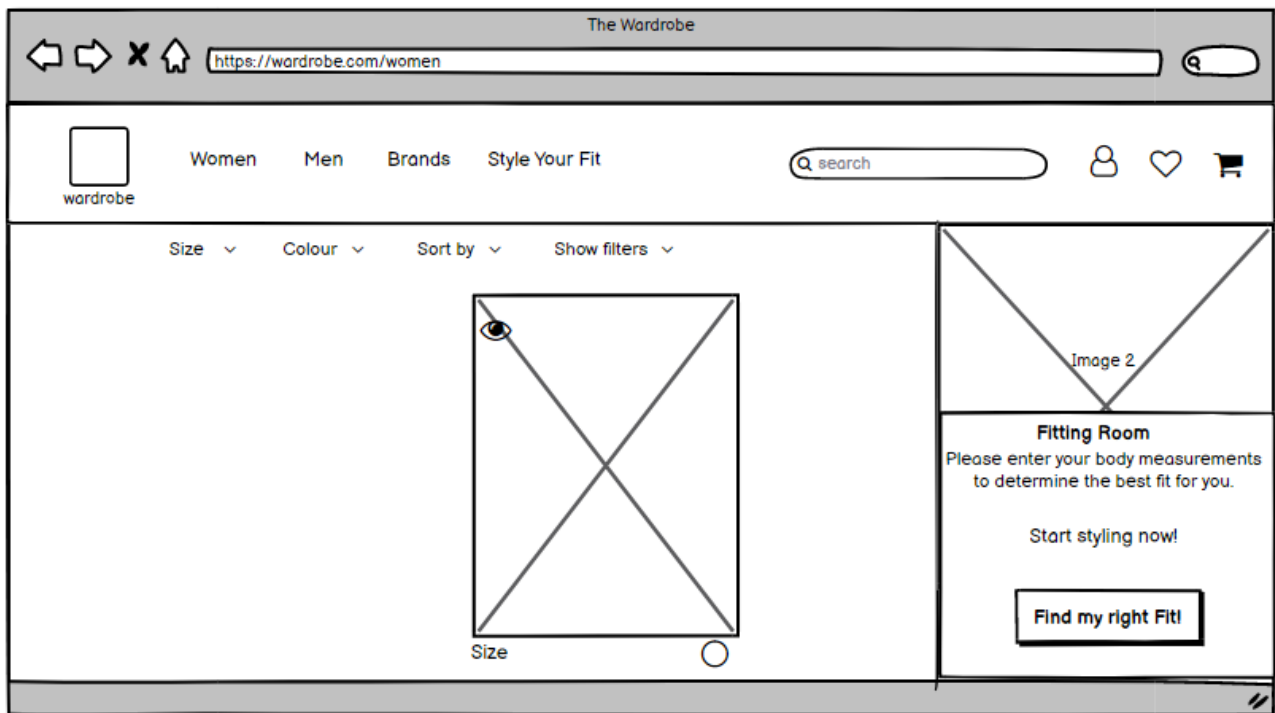


Figure 4 Wireframe: Fitting room

2.4. Designing in Figma

With my precise wireframes, I already knew what I wanted and didn't want. So I began my design by using the Coolers website to select colors. I went with a light pastel green color and complementary colors. I combined two photographs for my homepage because they seemed to convey the atmosphere I was after. In addition, I included a statement that promotes body positivity. In the footer of the website, I placed some information about my site along with the social media handles.

To keep my buttons, icons, and words aligned, I used Figma's Layout grid tool. There are some shortcuts on the footer of the site, such as Wishlist for Favorites and My Account for the user's account. For my favorites, account, and cart, I opted for simple outlined icons. Poppins was my main font, with some cursive in the favorites, dressing room, and some other places.

I have created certain filters for my website so that users may browse easily and save effort. I also included an eye icon to indicate that the object may be viewed, as well as some circular buttons for changing the item's color. I made it such that when the user presses the eye button, they are routed to the trial room. The user can input their size using measurement options. Their recommended size is generated when they submit their measurements.

They can also use the edit option to adjust or purchase the measurement. The user can amend their error or reverse their actions by using the back buttons on each page. On some buttons, I've inserted dialogue boxes that appear when you hover over them. It informs the user of what will occur and give them an idea . There is also a cancel option for the filters which is the cross button, allowing the user to cancel or move their action. The color scheme, fonts, menu bars, headings, icons, and buttons, as well as their placements, are all consistent on my page.

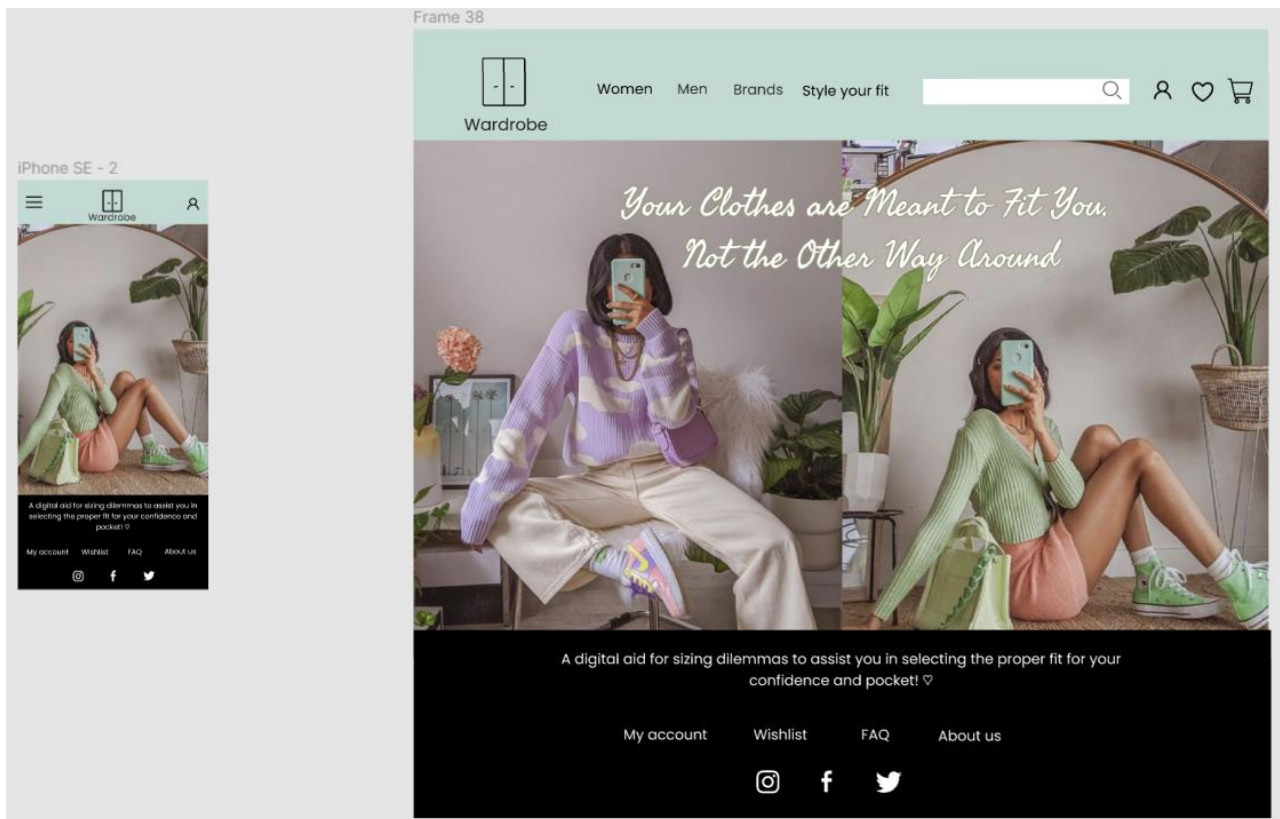


Figure 5: Figma: Homepage

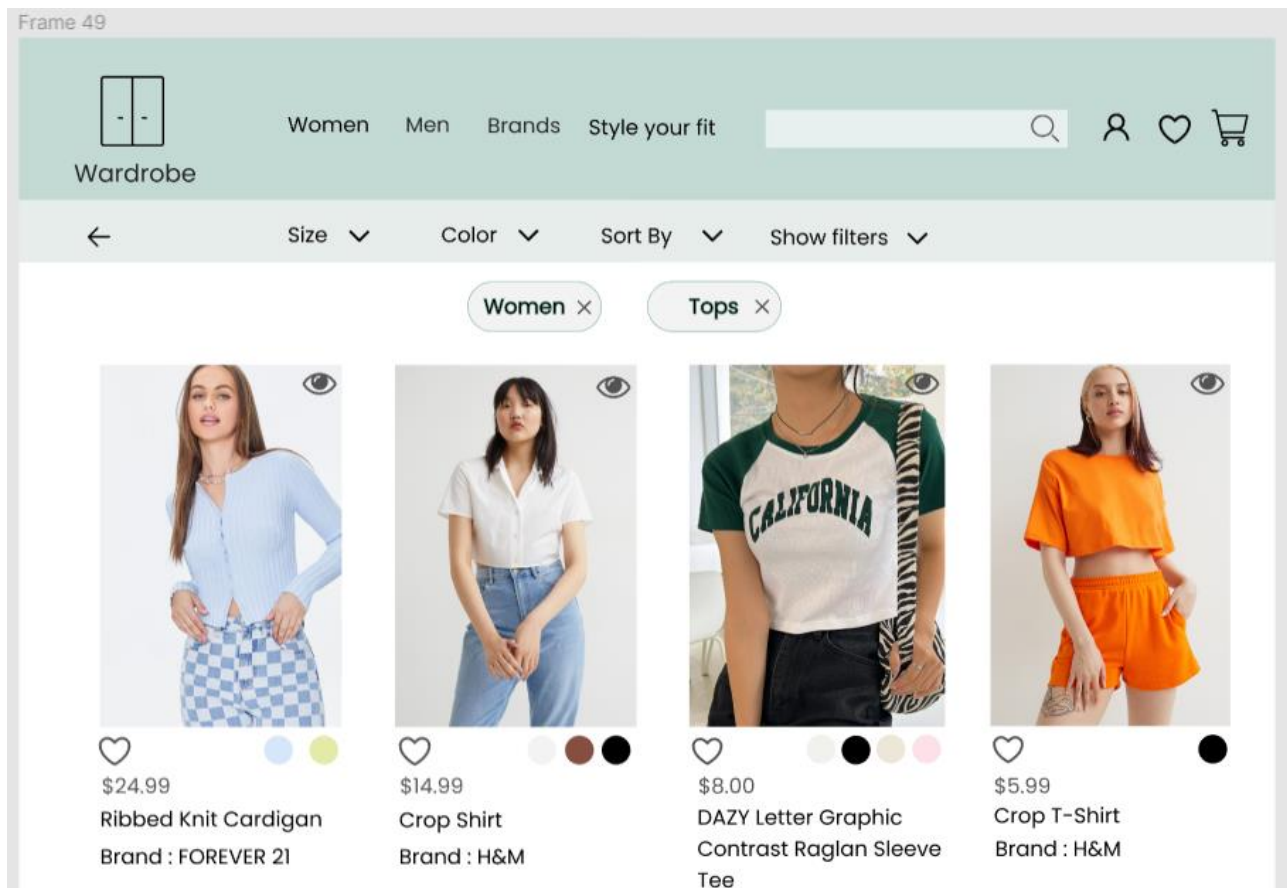


Figure 6 Figma: Tops filter

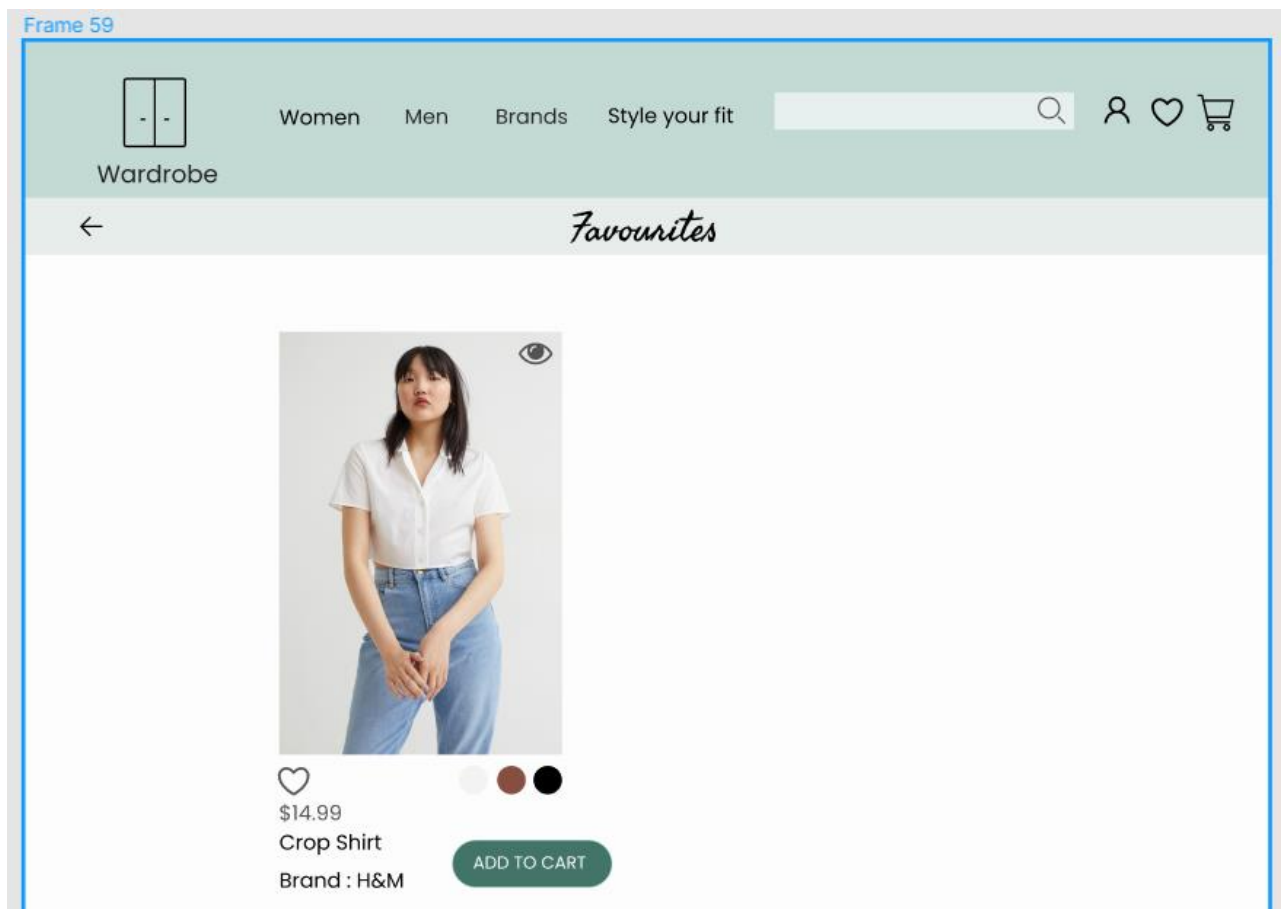


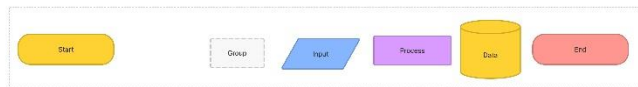
Figure 7 Figma: Favorites

2.5. User Flow and Task Flow

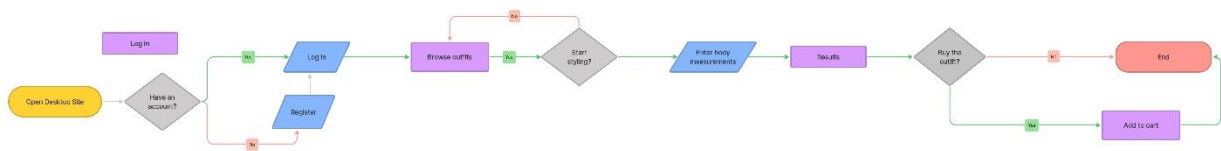
In my User flow, the user will either log in or create an account if they already have one. They will then look through the menus and select an item to begin customizing. They enter their body measurements and decide whether or not to purchase it.

The user logs into their account or creates one if they don't have one for the Task Flow. After that, users select an item and provide their measurements. After the data is submitted, the result will be produced. If the user chooses to purchase it, they will be directed to the original seller's page, or they can continue exploring Wardrobe or quit.

Tayami Rai
2060343



User Flow



Task Flow : Size recommendation

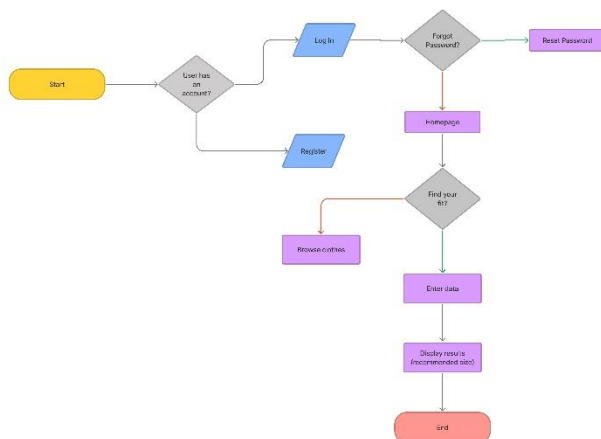



Figure 8 User Flow and Task Flow

2.6. User Personas

For my project, I have chosen the audience from teenagers to young adults age group.



1. User Persona Cards

 Maria Hwasa Age: 24 Occupation: Intern Location: Kathmandu, Nepal Education: Masters ongoing Status: Single	Bio Maria is a part-time intern at a business management firm and a student. She is quiet and shy, but she gets along with everyone. She prefers to spend her holidays at home in Kathmandu, but she does enjoy going out with her friends once in a while. As a result of the recent lockdowns and her inactivity, she has gained weight. Her clothes don't fit her properly, and it's affecting her self-esteem. She has been dissatisfied with the online size guides. She needs some healthy retail therapy, and has come across Wardrobe.	Personality Introvert ————— Extrovert Analytical ————— Creative Busy ————— Time rich Messy ————— Organized Independent ————— Team player
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2. More about this persona

Interests <ul style="list-style-type: none">• Cooking and trying new dishes• Singing• Reading comics• Makeup	Influences <ul style="list-style-type: none">• Family and friends• Body conscious, sensitive to criticism on looks• Cannot hold back when there's spicy food	Goals <ul style="list-style-type: none">• Get an employee's position at the firm she's interning• Loose some weight and gain muscle• Start gardening• Complete her Masters' degree• Strength training and yoga practise
Needs & Expectations <ul style="list-style-type: none">• To trust herself• To buy clothes which fit her body type• Not to pile clothes which don't fit her	Motivations <ul style="list-style-type: none">• Believes in herself• Body accepting speeches	Pain Points / Frustrations <ul style="list-style-type: none">• Procrastinates a lot• Cannot be committed to a diet• Feels like she her skills are not good enough at her work

Figure 9 User Personas

3. Evaluation and Testing

I did Usability and Navigation Testing on individuals in the same age category to evaluate and test my website. I also gave them a post-testing questionnaire to complete.

3.1. Usability Testing

I asked them to simply explore the page during usability testing, but I made it clear that the end goal was to purchase the black dress. During my testing, I discovered that my website was extremely user-friendly and intuitive. I also noticed that they were aware of the site's goal when they were using it. They enjoyed exploring the pages and their features as well. They seemed impressed with my page, liked the aesthetics, and were engaged in it, so I received positive feedback overall.

3.2. Navigation Testing

For my Navigation Testing, I put together a list of tasks to assess how easy or difficult my page's navigation was. The following is a list of my requests:

- Find the Tops section
- Select the Black dress and buy it.
- Check your Favorites.
- Go to the footer of the homepage, to the About section.
- Sign in and out of your account.

During my testing, I discovered that a few buttons in my prototype were not responsive, but that the users were clicking on the correct buttons. They quickly became comfortable with the page and knew how to make the most out of it. The end outcome was satisfactory because they could quickly address my requests with their navigation.

Usability and Navigation Testing Video Links:

User 1: N/A

User 2: N/A

Post User Testing Questionnaire:

https://docs.google.com/forms/d/e/1FAIpQLSebzgOLac5ewOvKAsdcNlcd7sifLg7wzuHBVYPtLw7Vu4KdbQ/viewform?usp=sf_link

3.3. Accessibility Testing

I utilized the color contrast tester – A11y to check the accessibility of my website. First, the fonts on the header were actually a charcoal gray tint. It did appear a little off-putting, and after using the color contrast analyzer, I saw the font color clashed with the background color. I also chose a light green color for my buttons, together with white text. However, because the color contrast test revealed that it was not visible, I was able to select a darker color that satisfied the requirement as well as my color palette.

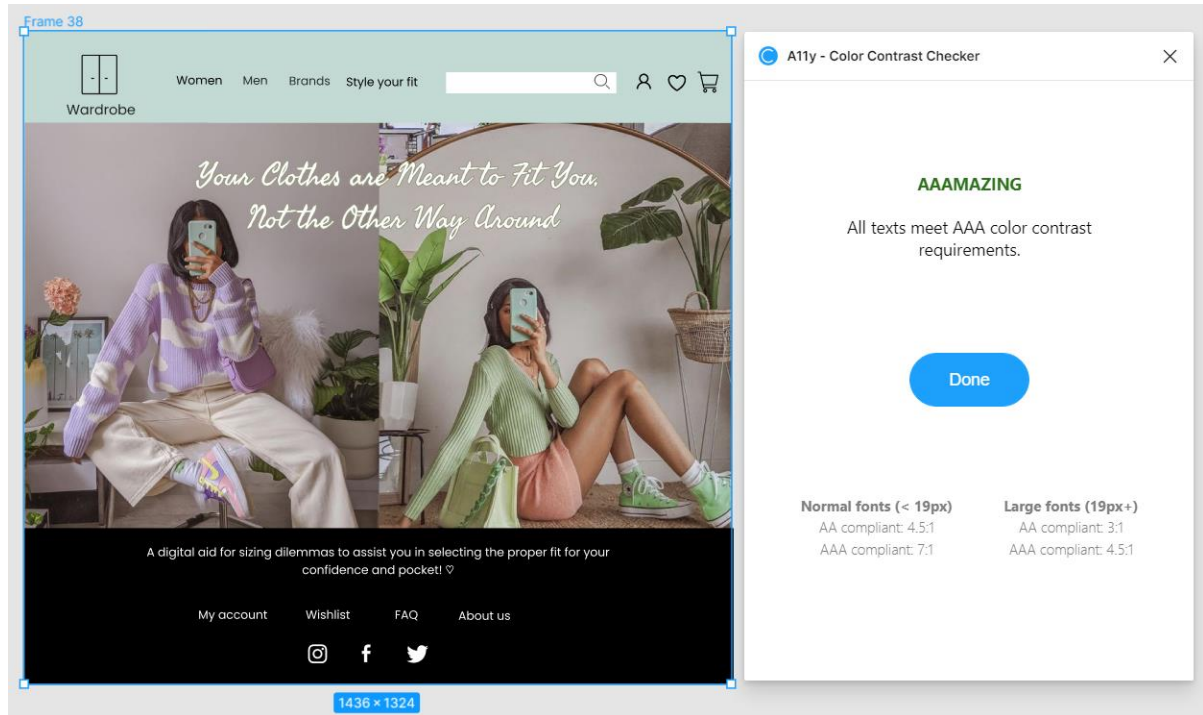


Figure 10 Accessibility Testing: Homepage color contrast

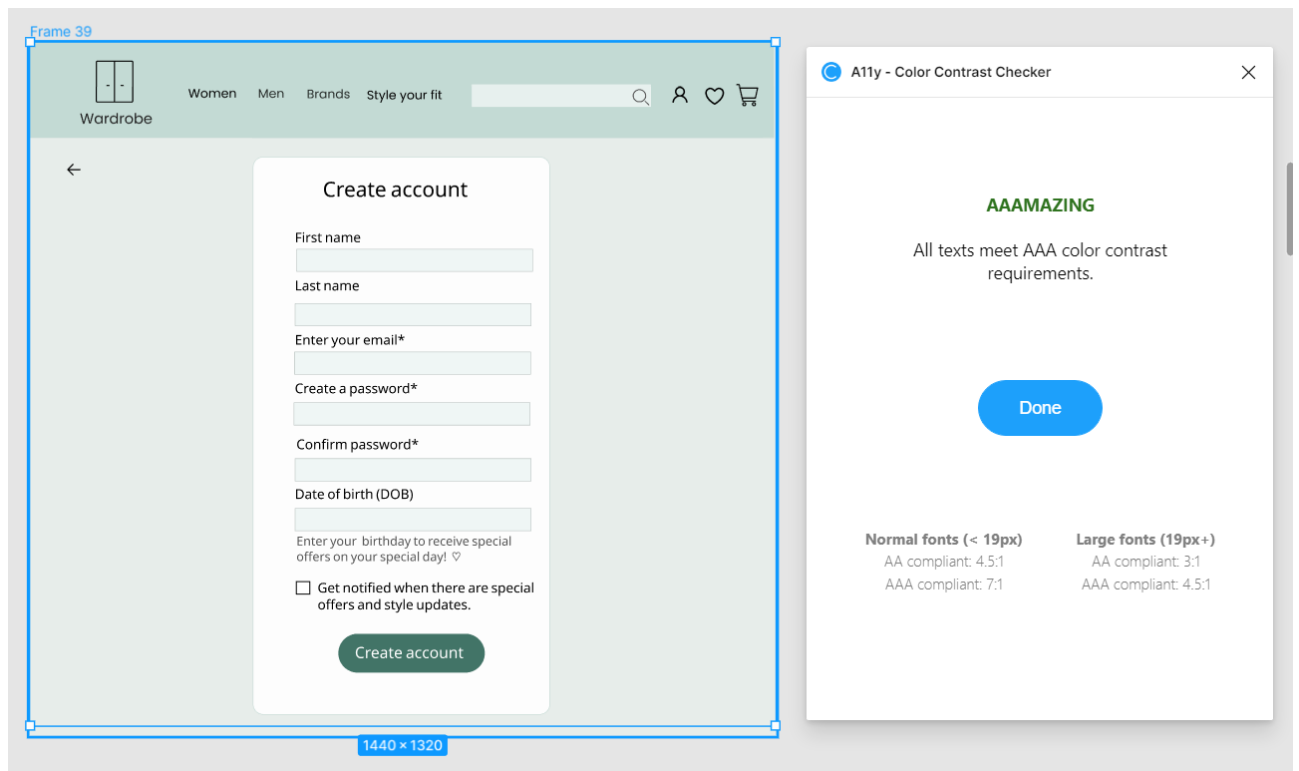


Figure 11 Accessibility Testing: Create Account color contrast

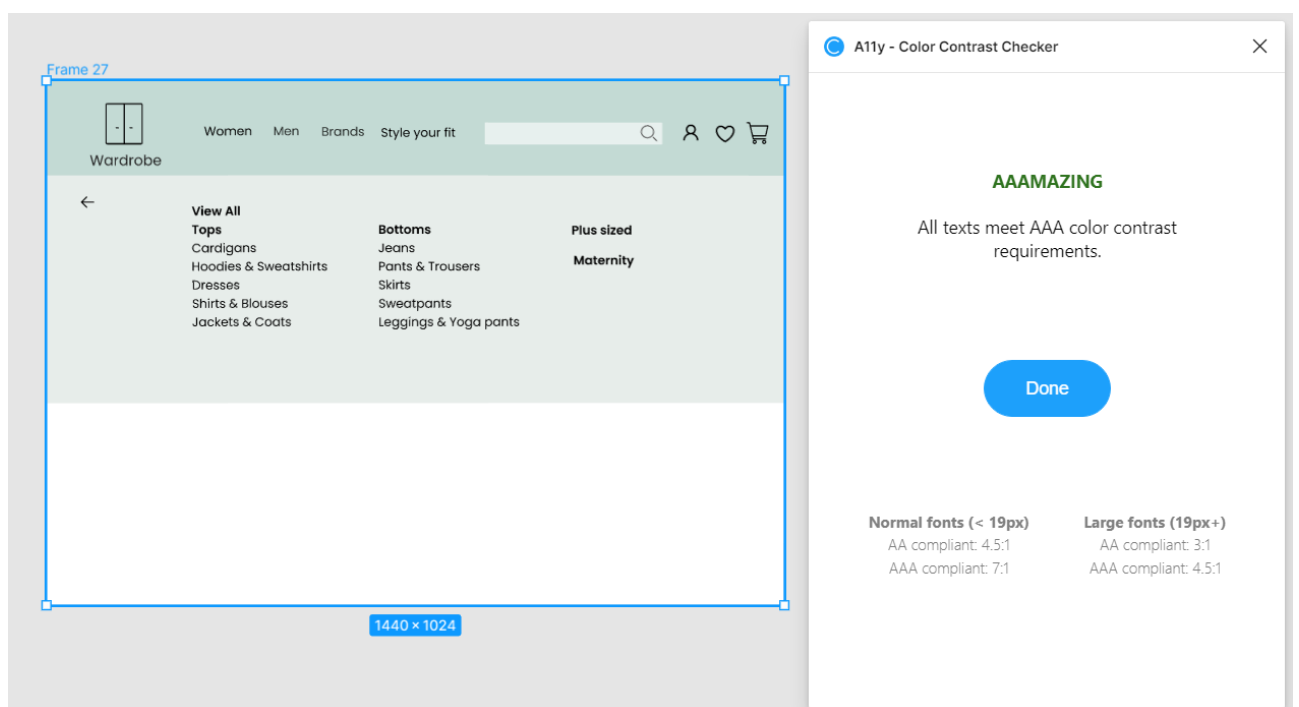


Figure 12 Accessibility Testing: Women's color contrast

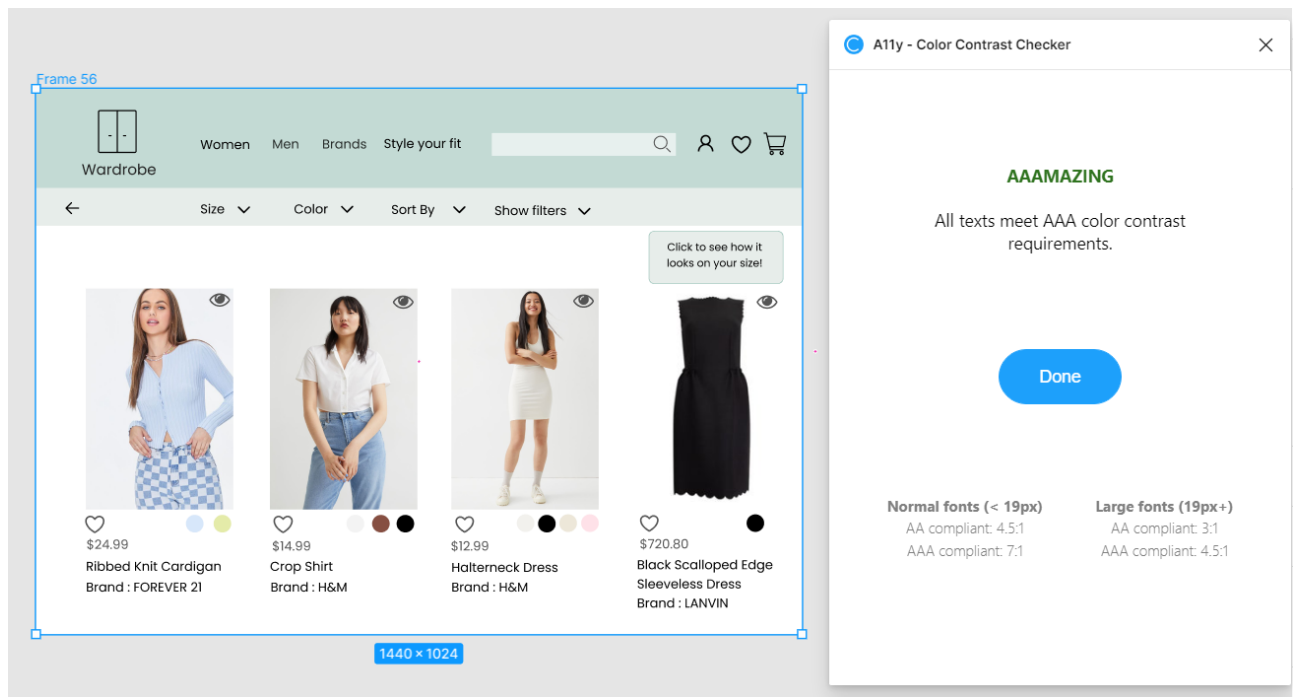


Figure 13 Accessibility Testing: Item's page

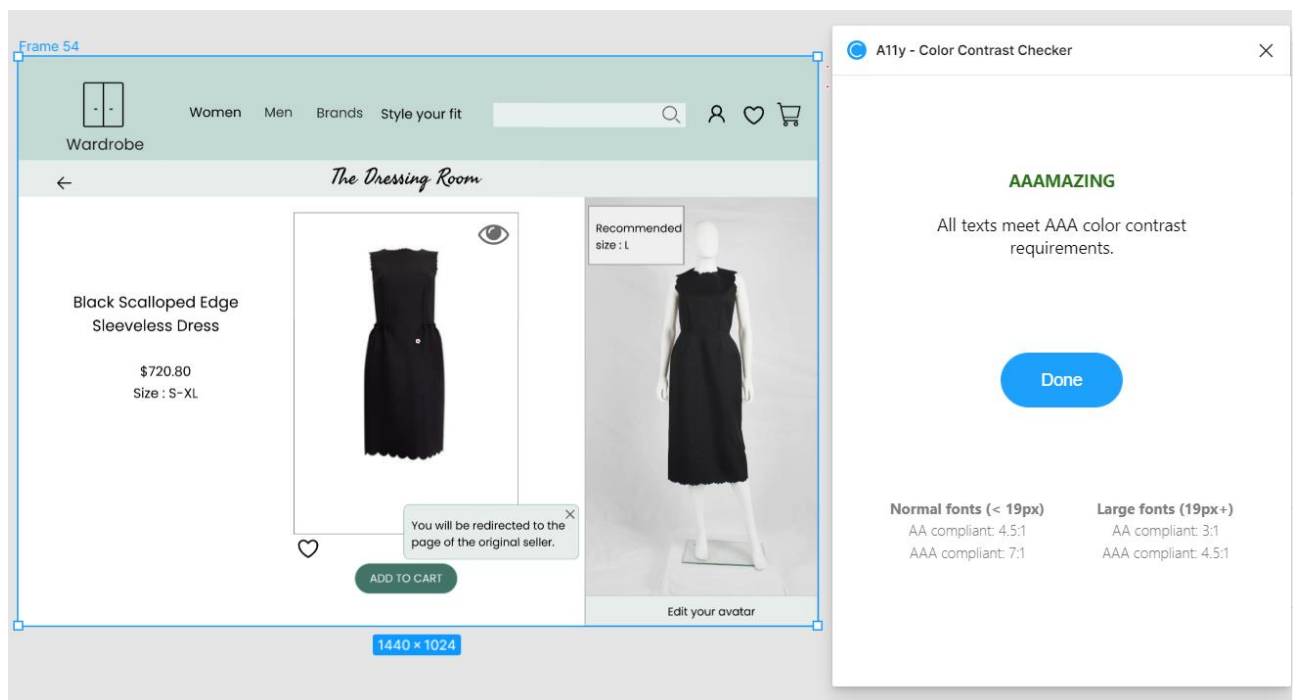


Figure 14 Accessibility Testing: Dressing Room color contrast

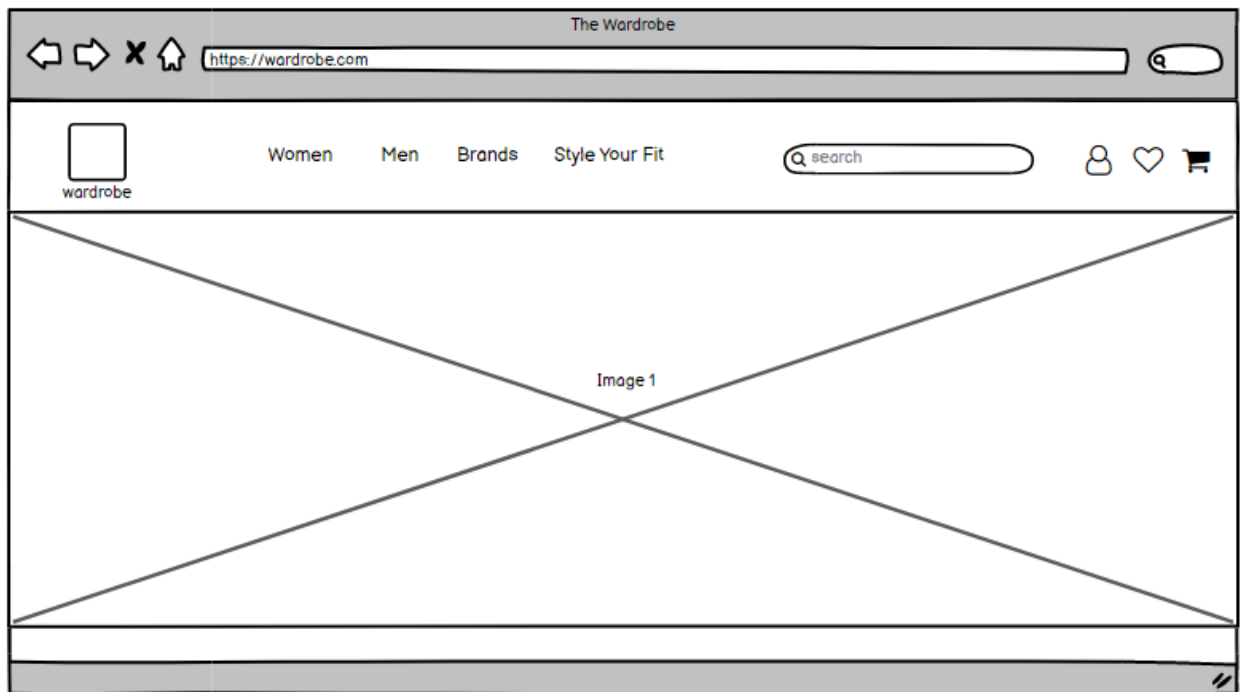
4. Conclusion

I built a website with all of the features I intended, but it took a lot of trial and error. Some of my color schemes for this project were altered due to the color contrast. I realized that even the tiniest details must be attended to. As I began to design, I realized that the positioning of the buttons was

essential. I found that a few of my buttons were unresponsive during testing, therefore if I could address that, the user would not be puzzled. After conducting testing, I was able to determine how a user interacts with the website and what may be added or eliminated.

5. Appendix

5.1. Wireframes



The website icon will be larger and longer horizontally.
There are four sections of menu items for clothing: Women's, Men's, Brands and Style your Fit.
These tabs will further have their respective sub-menus and the option 'Style Your Fit' is used to collect pieces of clothing to create your own outfit.

Figure 15 Appendix: Homepage wireframe

The Wardrobe

https://wardrobe.com/login

wardrobe

Women Men Brands Style Your Fit

search

Sign In

Email Id

Password

☐ Remember me [Forgot Password](#)

Sign In

OR

Create Account

Figure 16 Appendix: Sign In wireframe

The Wardrobe

https://wardrobe.com/login/register

wardrobe

Women Men Brands Style Your Fit

search

Create Account

Enter your Email*

Create a password*

Confirm Password*

Date of Birth

dd/mm/yyyy

You will receive special offers on your special day! ♥

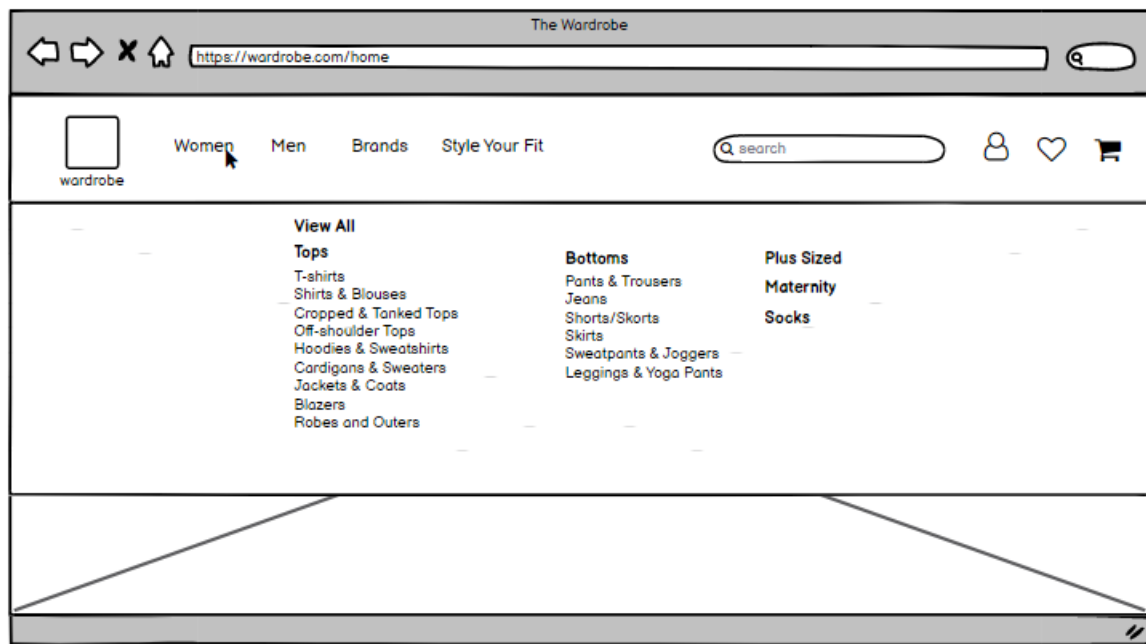
☐ Get notified when there are special offers and style updates.

Create Account

1. The Create Account box has a few details that need to be provided by the user in order to successfully create an account.

2. There is an option to enter the user's birth date so that they have a chance to get special offers and discounts on their birth day. This makes the user feel

Figure 17 Appendix: Create account wireframe



1. Drop down menu bar for women's section.

Figure 18 Appendix: Women's menu wireframe

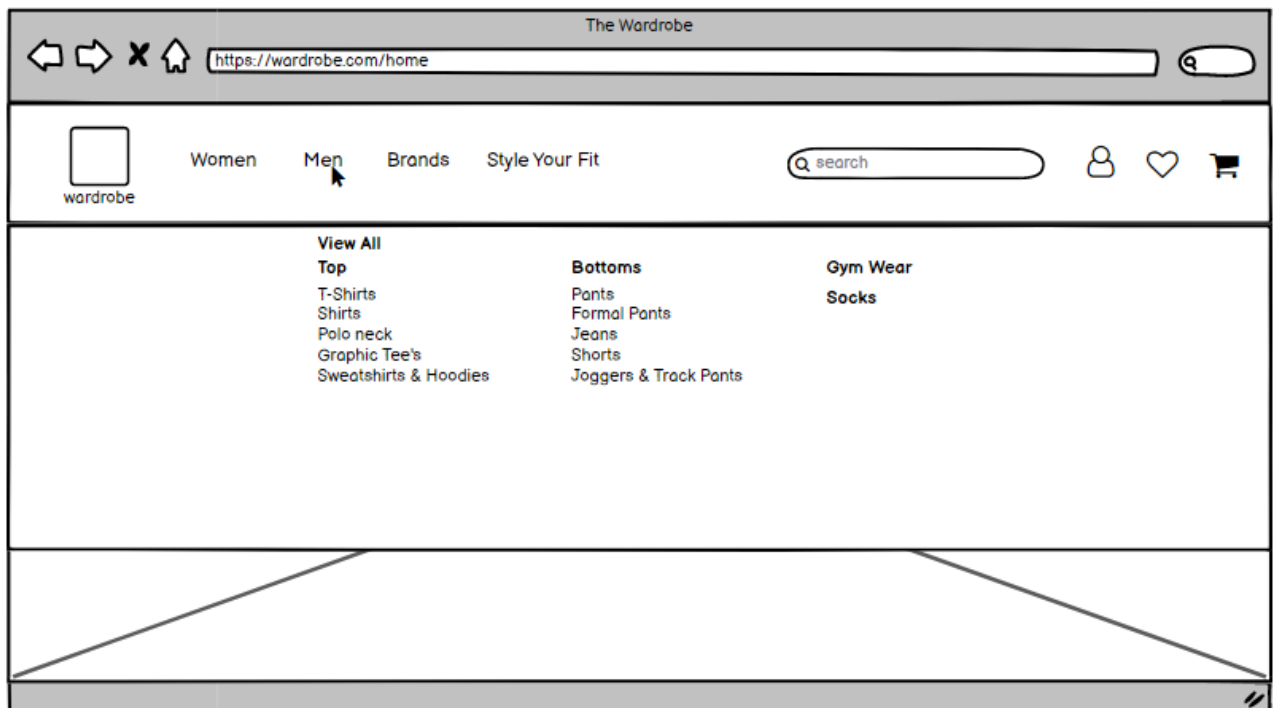


Figure 19 Appendix: Men's menu wireframe

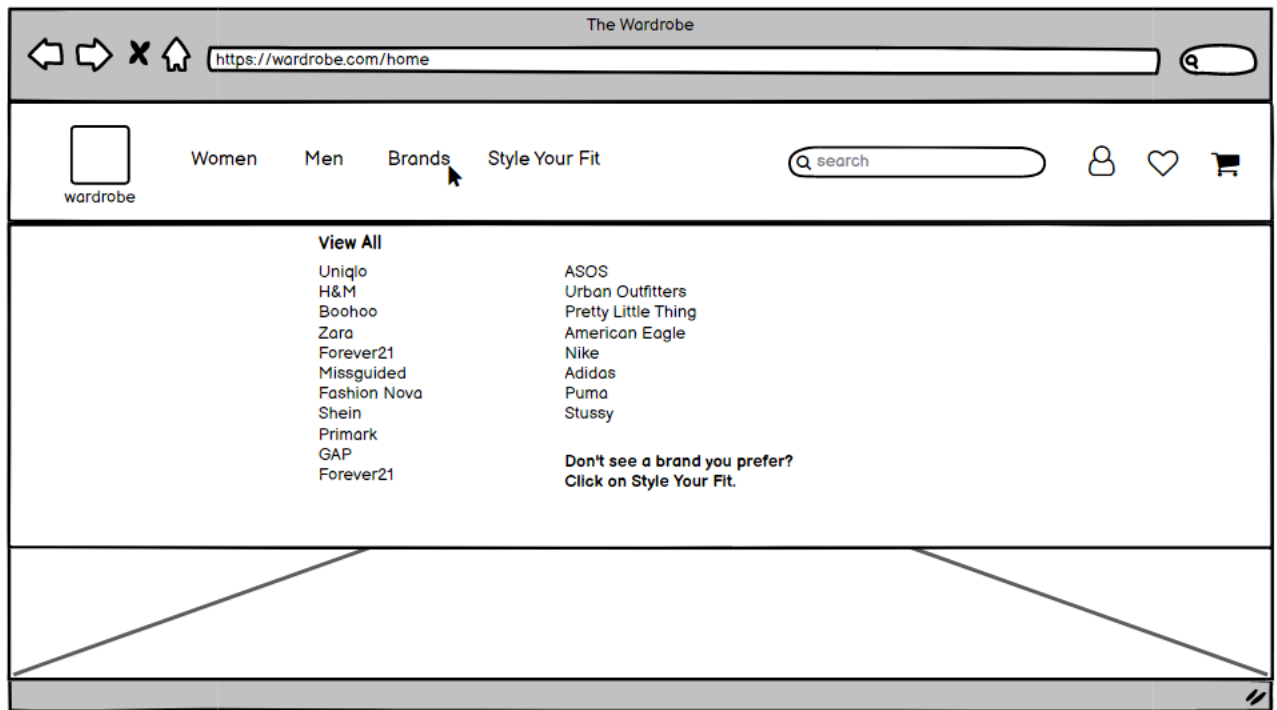
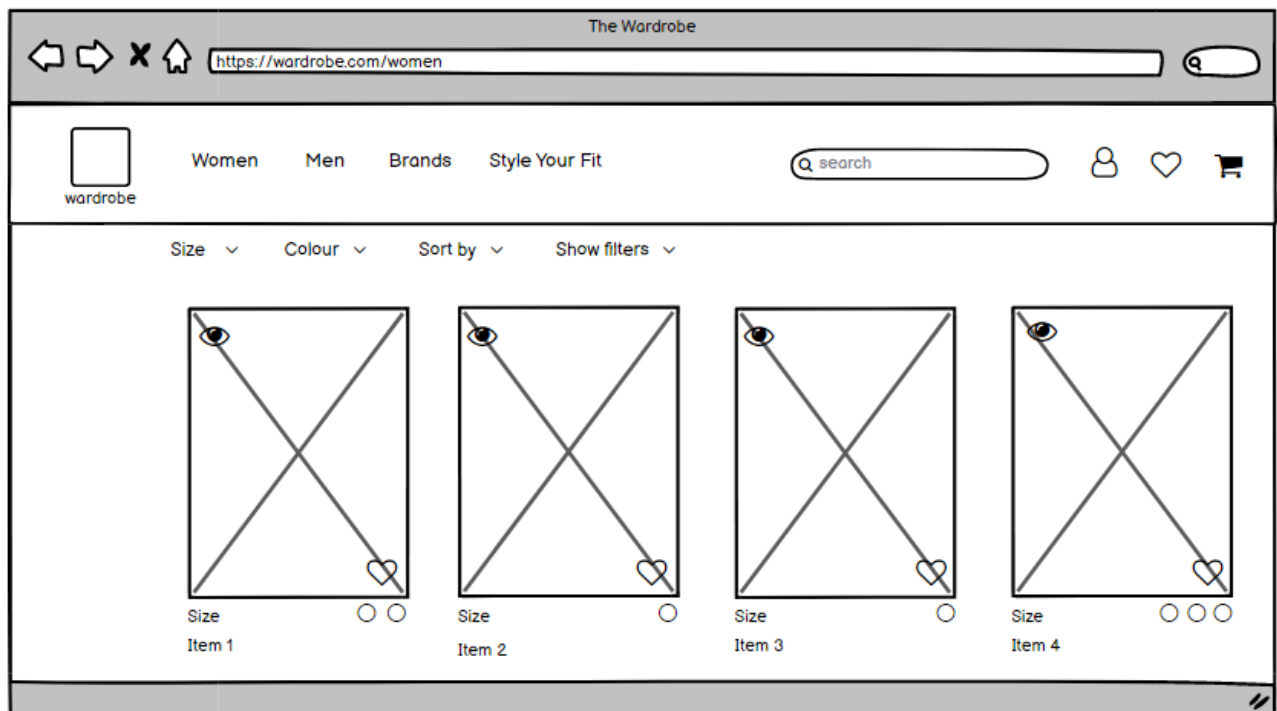


Figure 20 Appendix: Brand's wireframe



1. After the user chooses one of the sub-menus from the categories section, it displays the items.

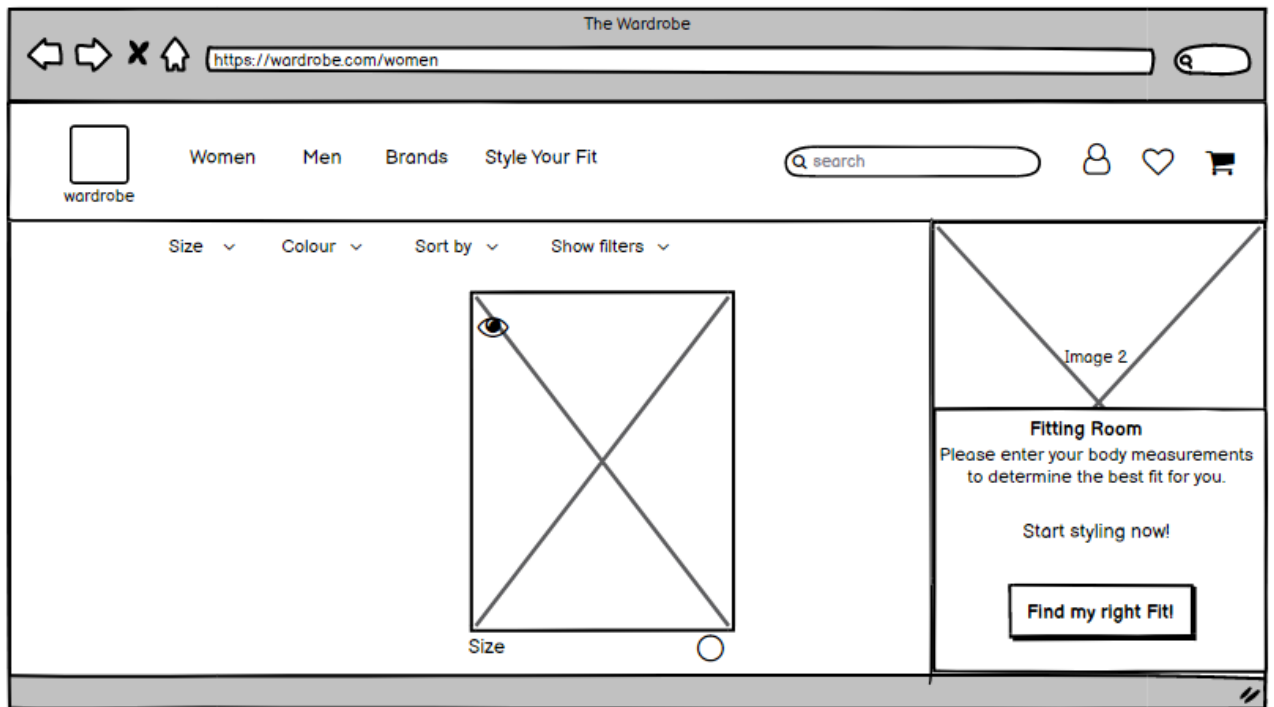
2. The heart symbol on the lower right corner of the image box represents Wishlist. A wishlist is where the user adds the items they wish to buy but do not buy them immediately, sometimes due to scarcity. When the user clicks on the heart, the item is added and kept on the Wishlist. The user can access it immediately from the upper right corner of the menu bar.

3. Size and Color
The size of the item is displayed below the image, as of now it is noted as just size but it'll consist of XS-XXXL.

The small circle on the same line as the Size represents the available color of the items.

4. The eye button helps to view the product in the model.

Figure 21 Appendix: Item's page wireframe



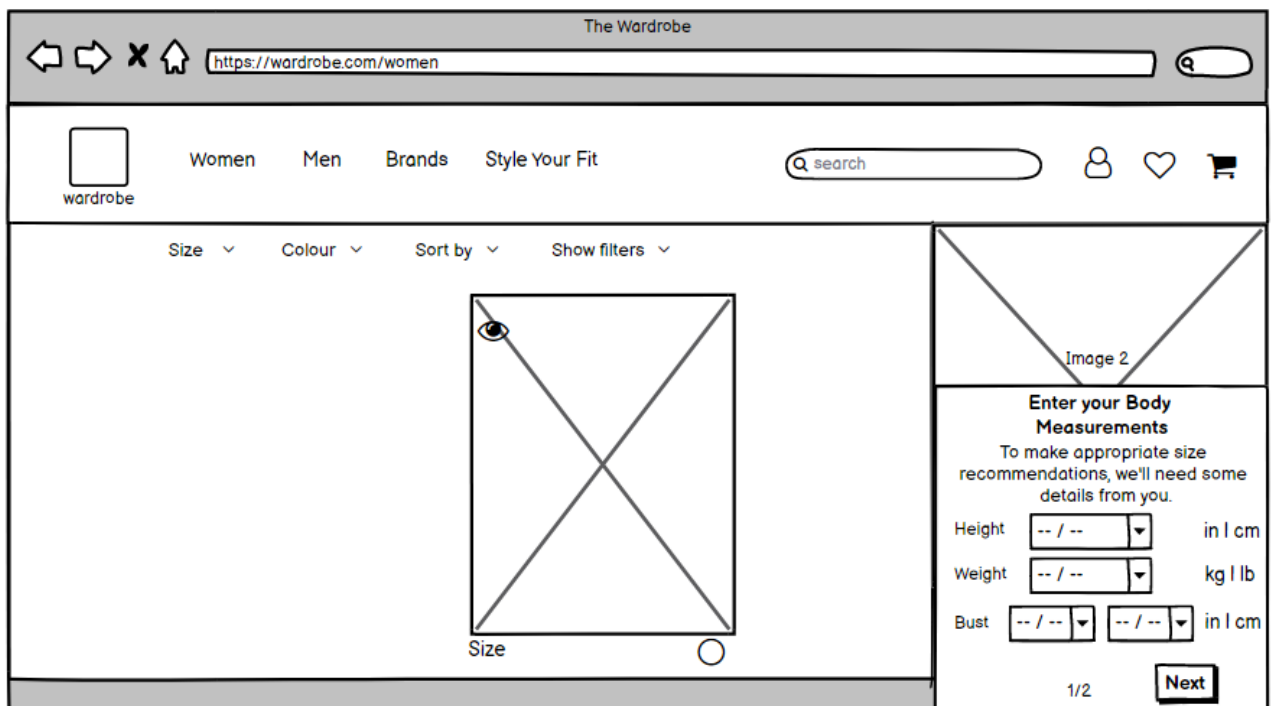
1. When the user clicks on the eye button, they are taken to the fitting room where they can start styling.

2. The Image 2 is the model in which the clothes will be put on trial.

3. A small window is open with the description to assist the user.

4. The 'Find my right Fit!' button, when clicked, is when the user can try on clothes they have imported.

Figure 22 Appendix: Fitting room wireframe



1. In the Fitting Room, the user is asked to enter their body measurements.

2. This is the Women's fitting room, for men the Bust option will be changed to Waist.

Figure 23 Appendix: Fitting room 1

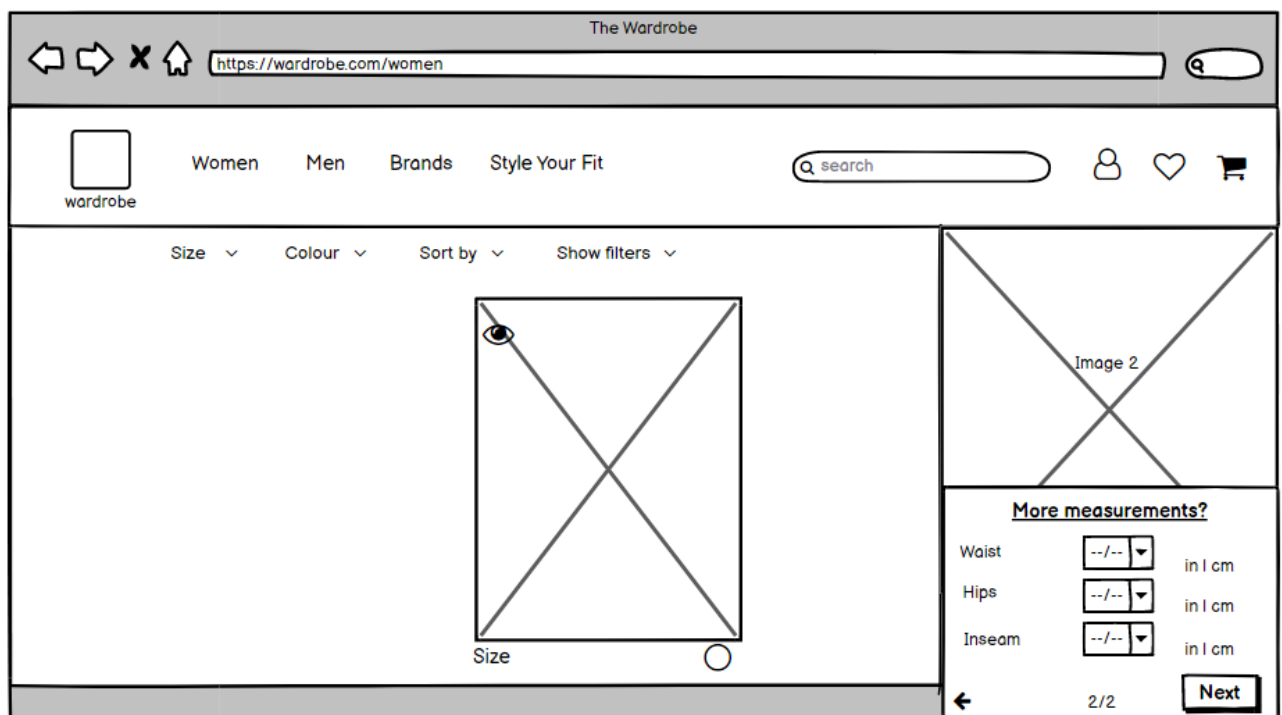


Figure 24 Appendix: Fitting room 2

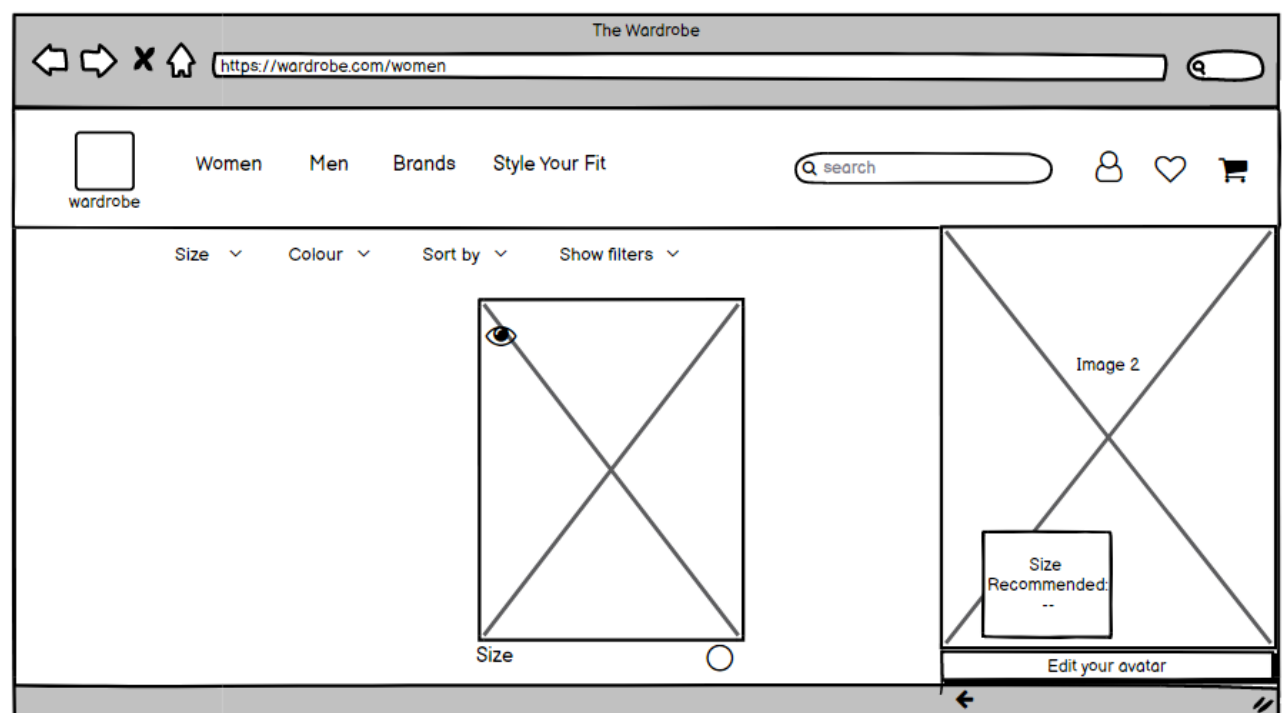


Figure 25 Appendix: Size recommendation wireframe

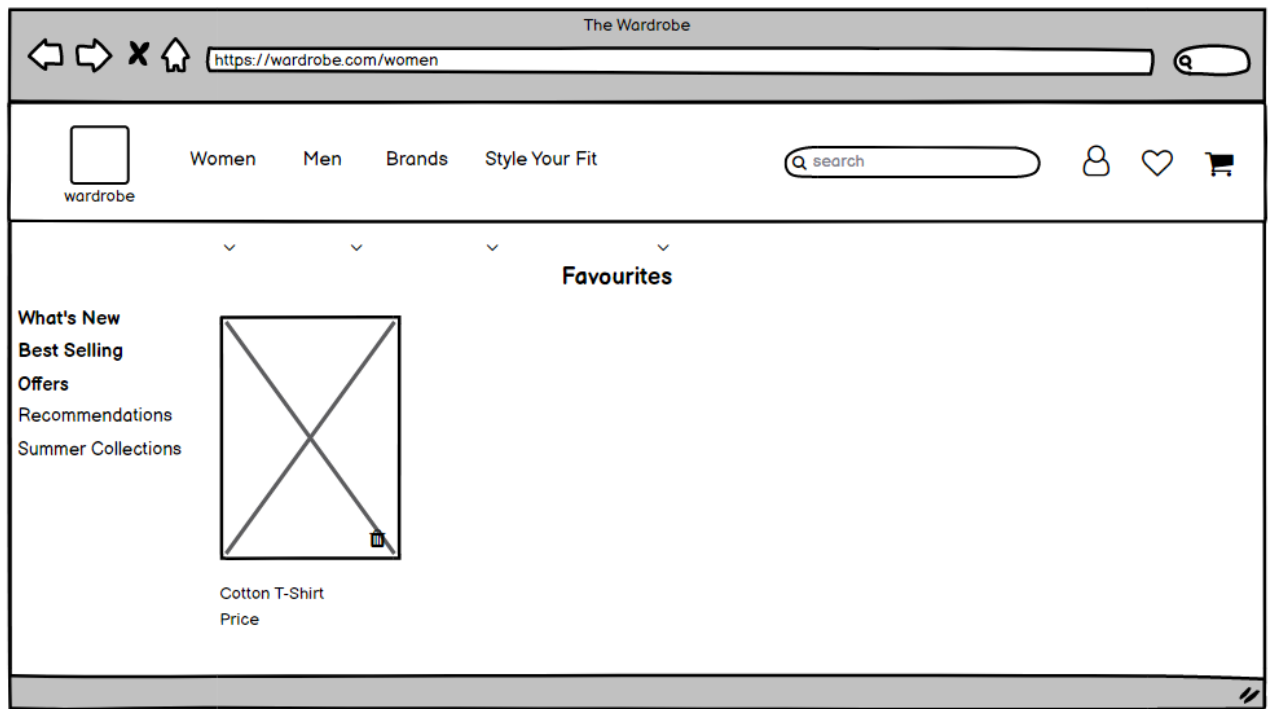


Figure 26 Appendix: Favorites wireframe

5.2. Design and Prototype

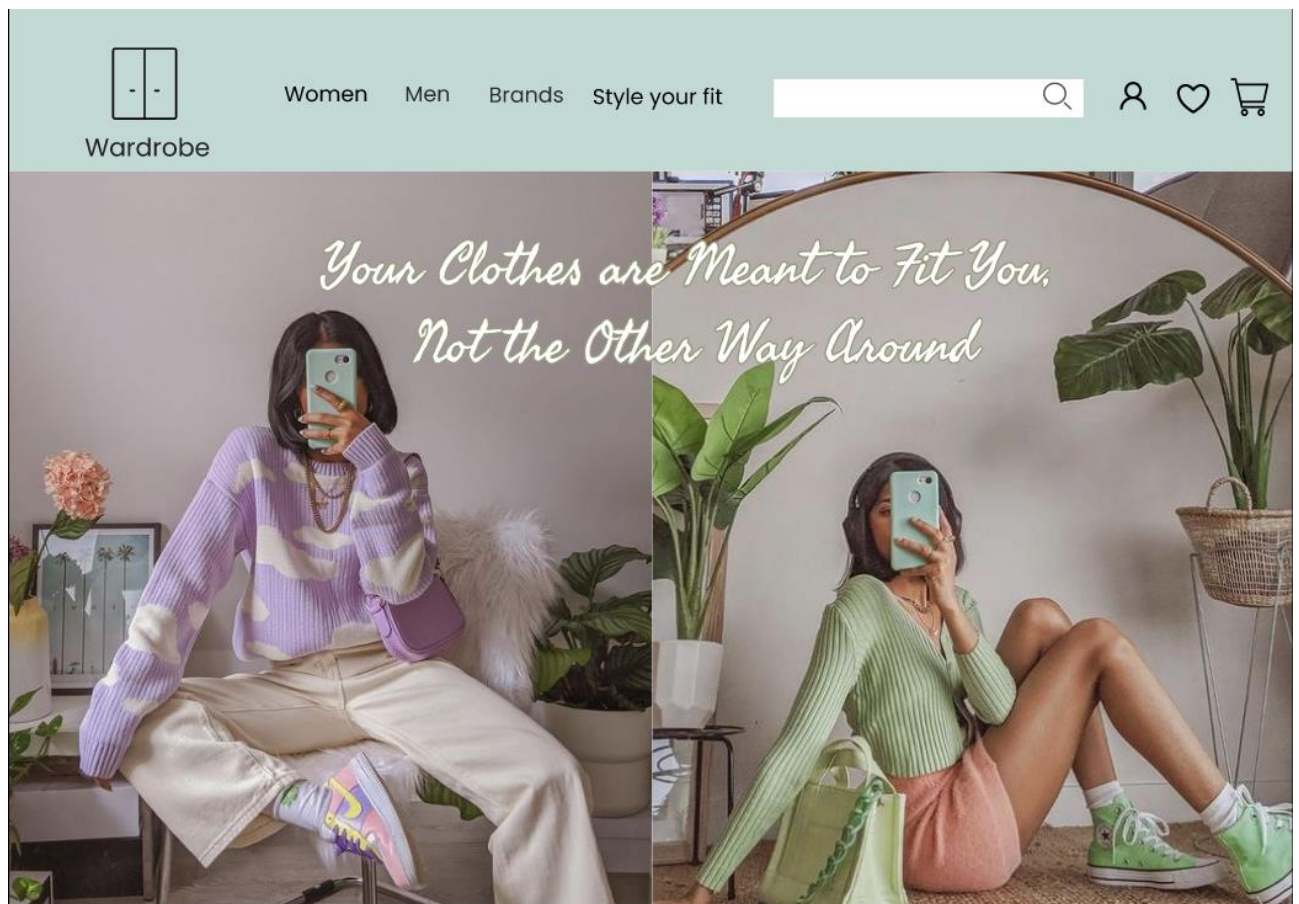


Figure 27Homepage Design

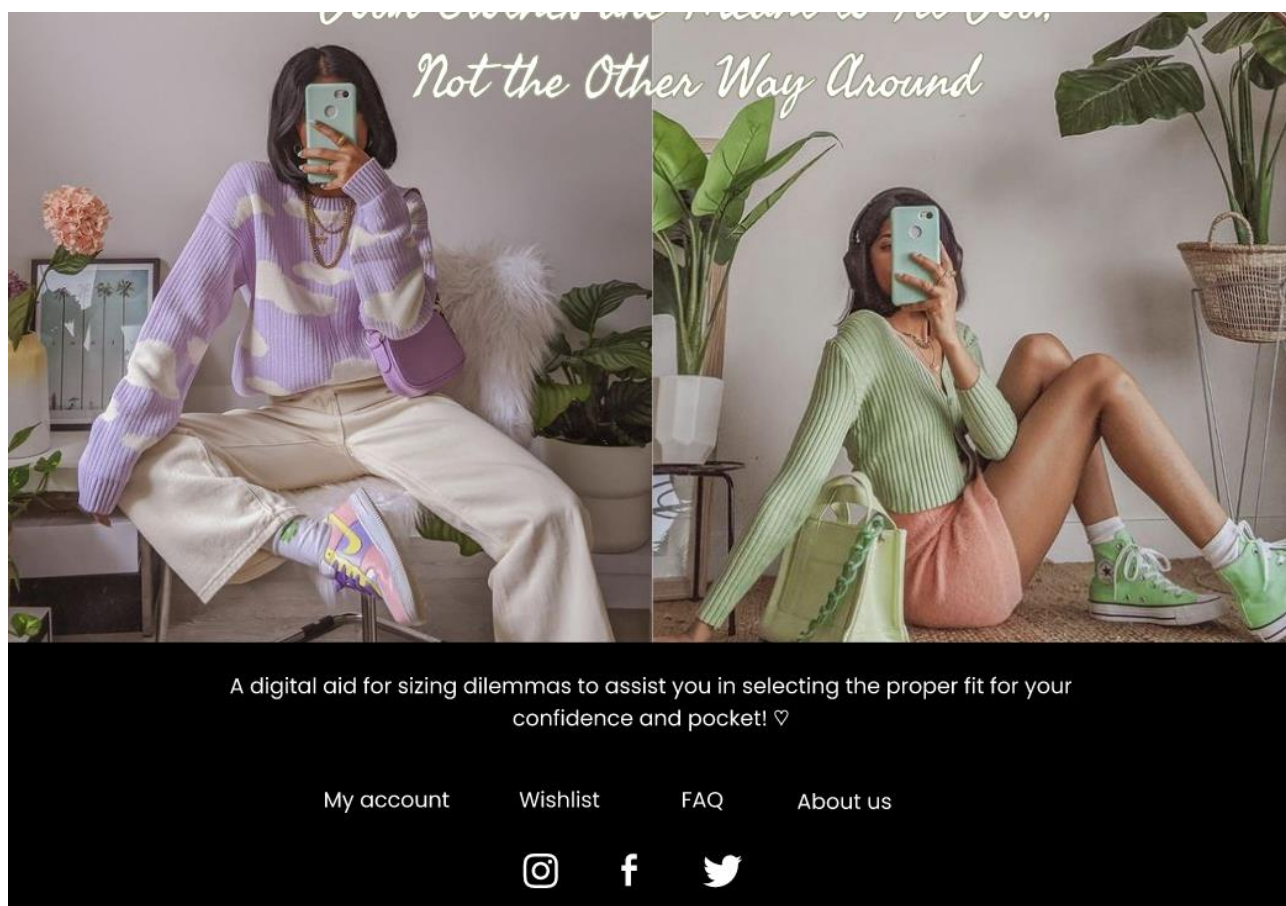


Figure 28 Homepage footer

Wardrobe

Women

Men

Brands

Style your fit

Sign in

Email Id

Password

Remember me

Forgot Password?

Sign in

OR

Create account

Figure 29 Sign in account

Wardrobe

Women

Men

Brands

Style your fit

My account

Maria Rose

Favourites

My cart

Sign Out

Figure 30 Account information

Wardrobe

Women

Men

Brands

Style your fit

Create account

First name

Last name

Enter your email*

Create a password*

Confirm password*

Date of birth (DOB)

Enter your birthday to receive special offers on your special day! ♥

Figure 31 Create account 1

Enter your email*

Create a password*

Confirm password*

Date of birth (DOB)

Enter your birthday to receive special offers on your special day! ♥

☐ Get notified when there are special offers and style updates.

Create account

Figure 32 Create account 2

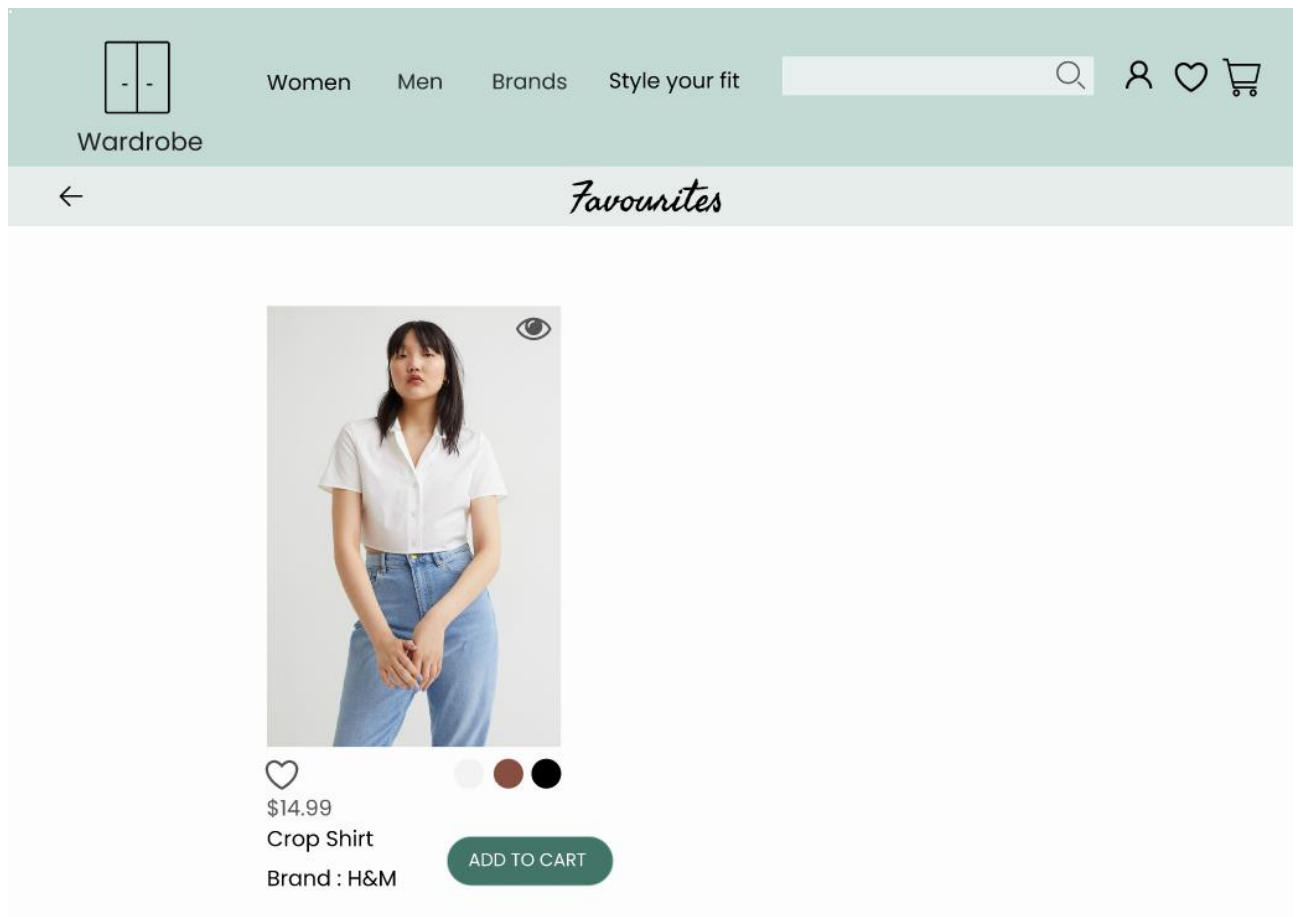


Figure 33 Favorites

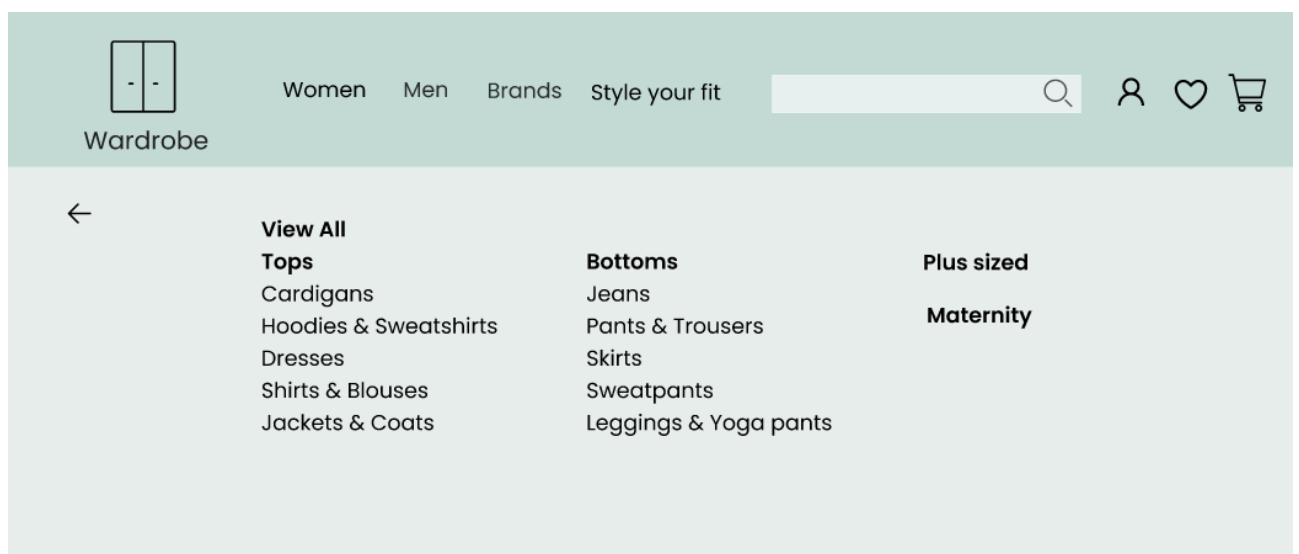


Figure 34 Womens menu

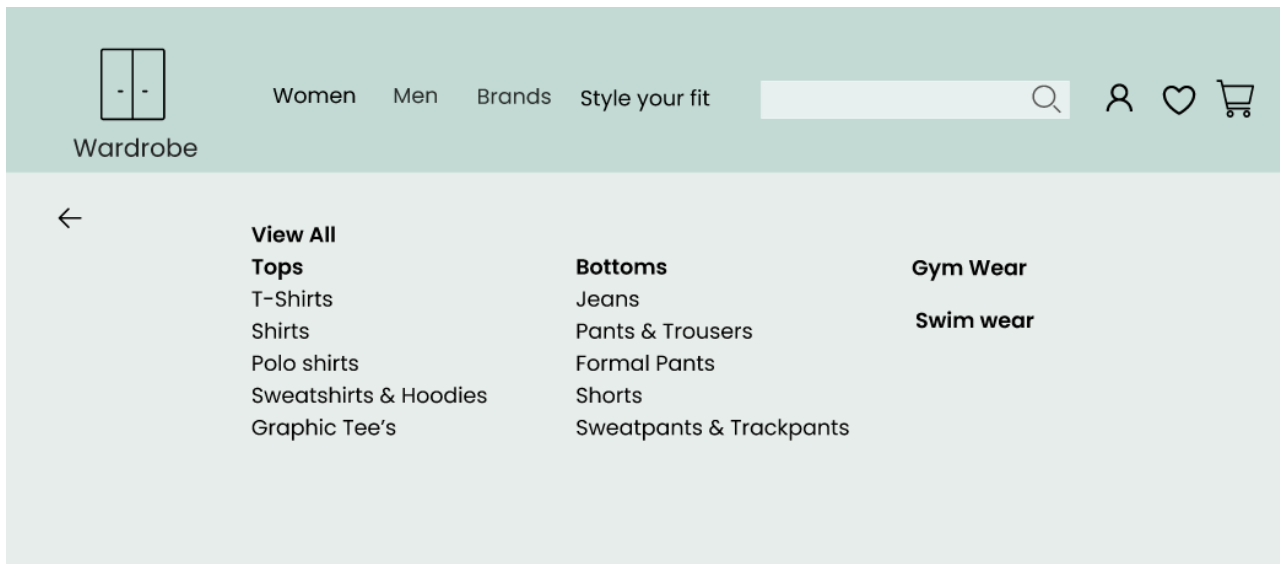


Figure 35 Men's menu

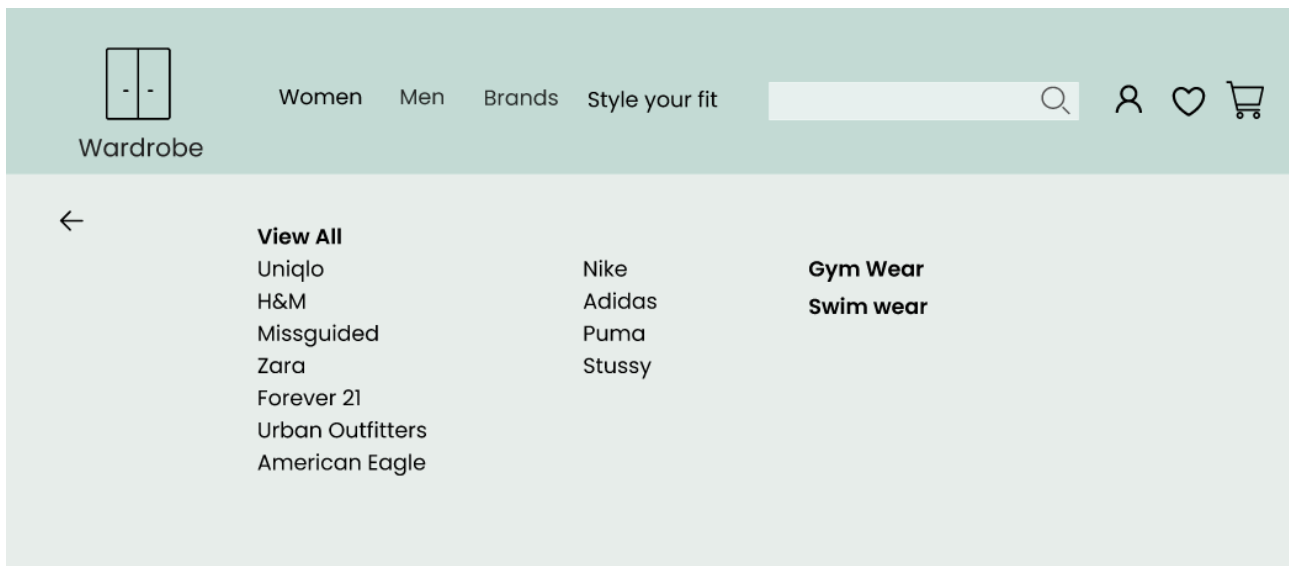


Figure 36 Brands menu

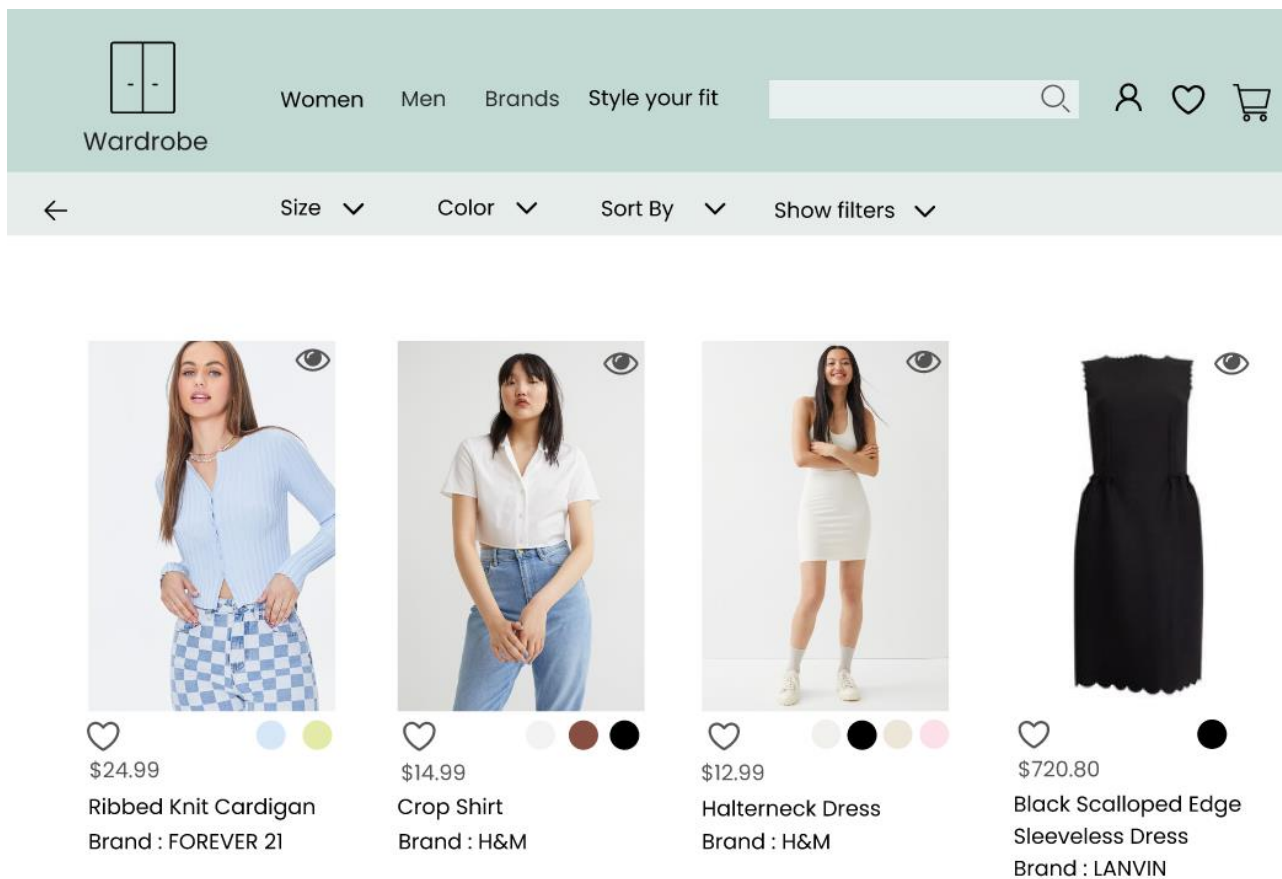


Figure 37 Style your fit page

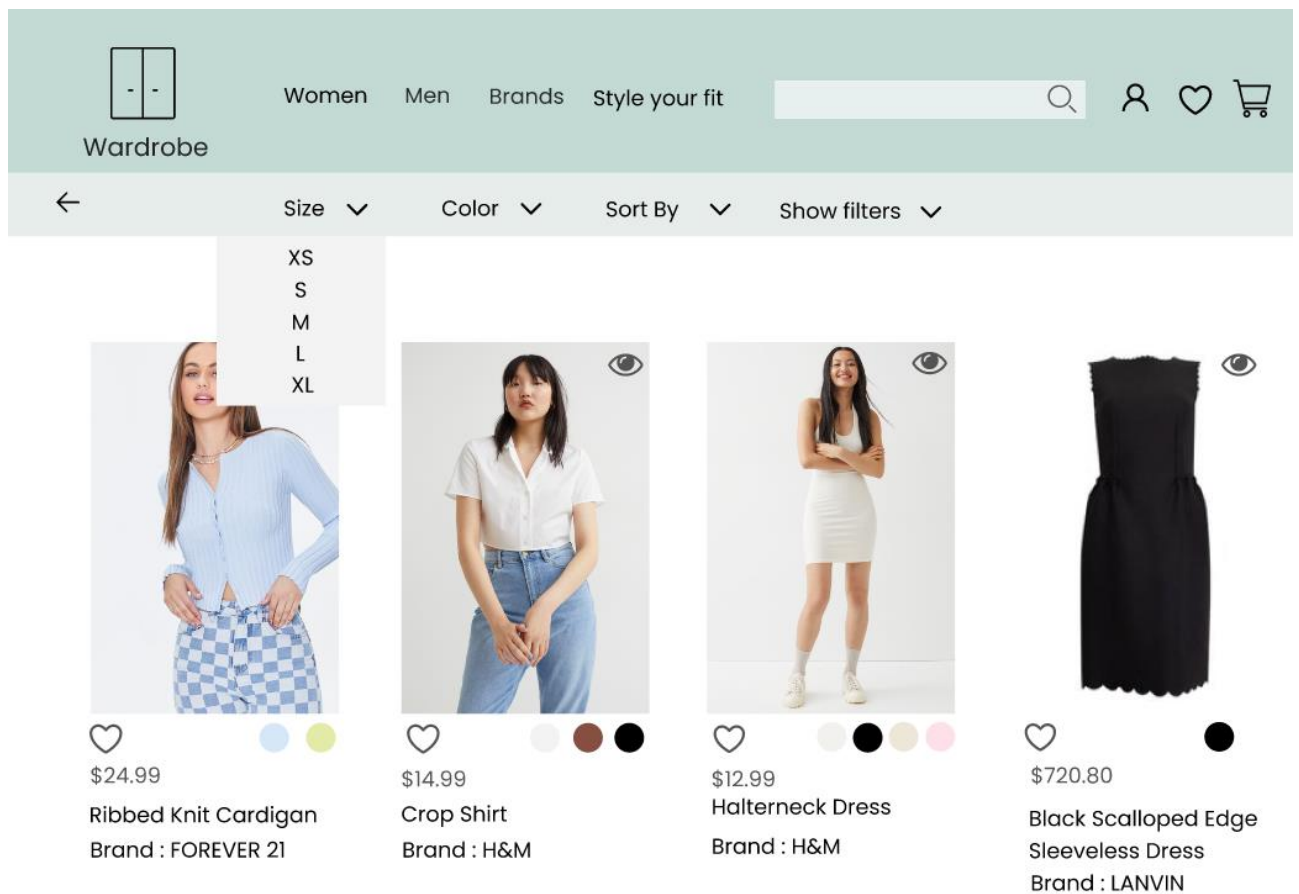


Figure 38 Size filter

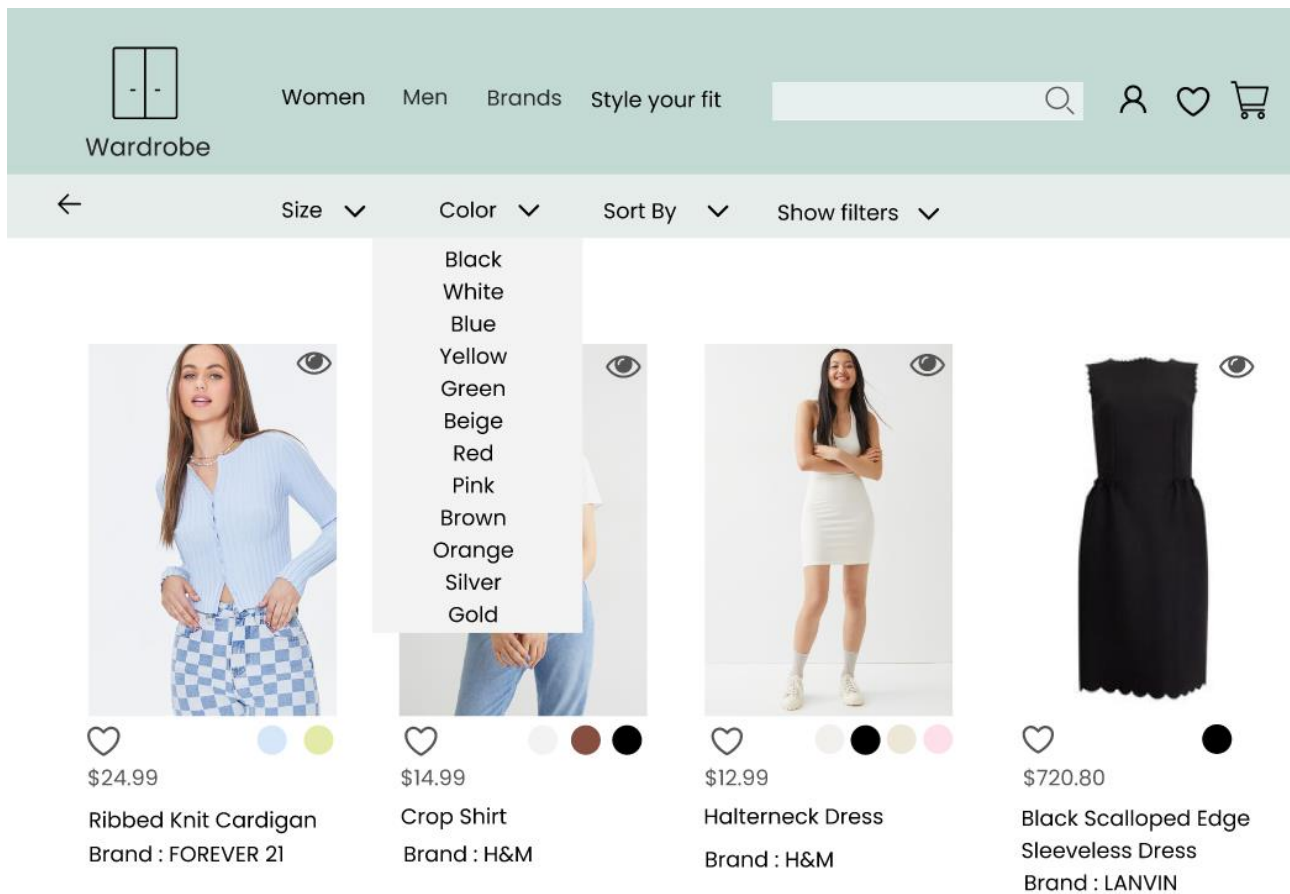


Figure 39 Color filter

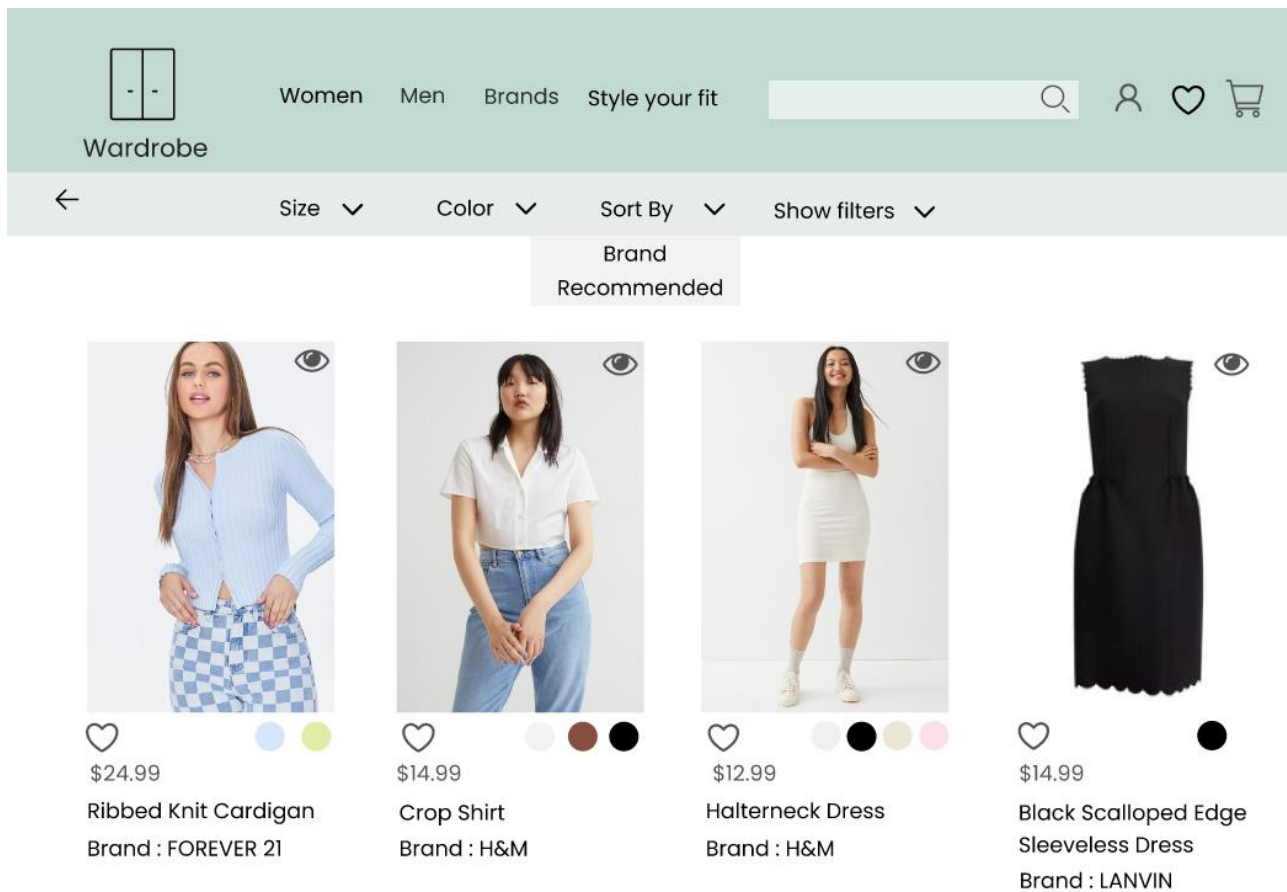


Figure 40 Sort by filter

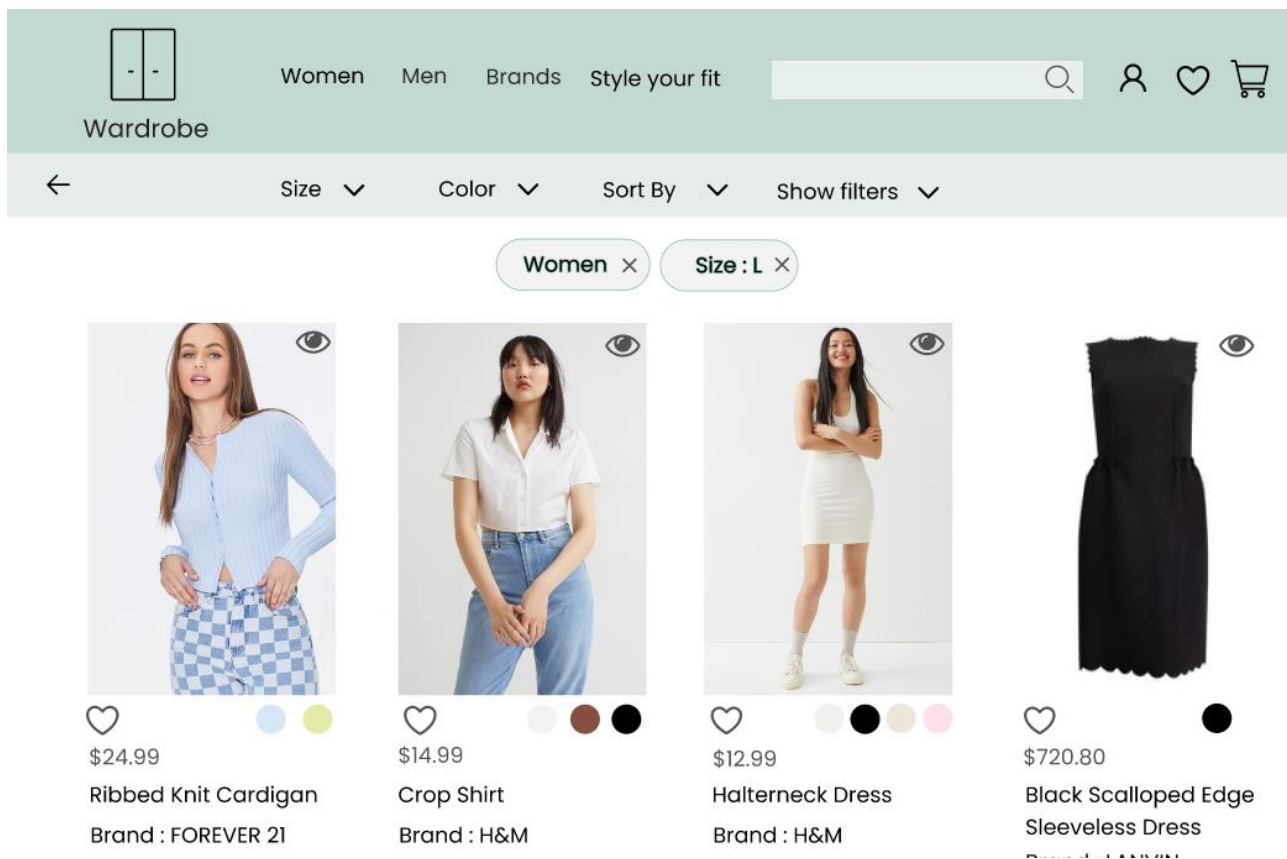


Figure 41 Show filters option

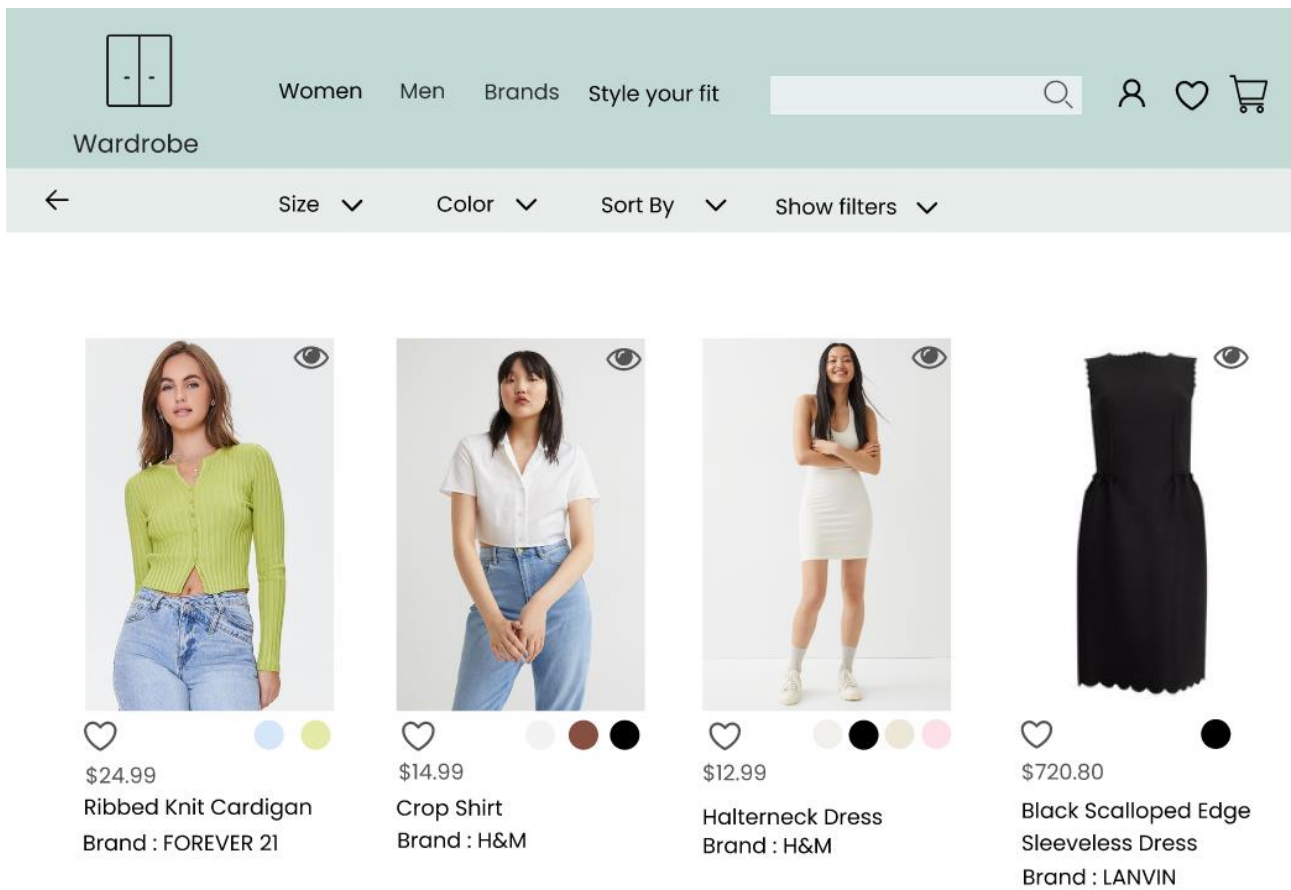


Figure 42 Color changed of first item

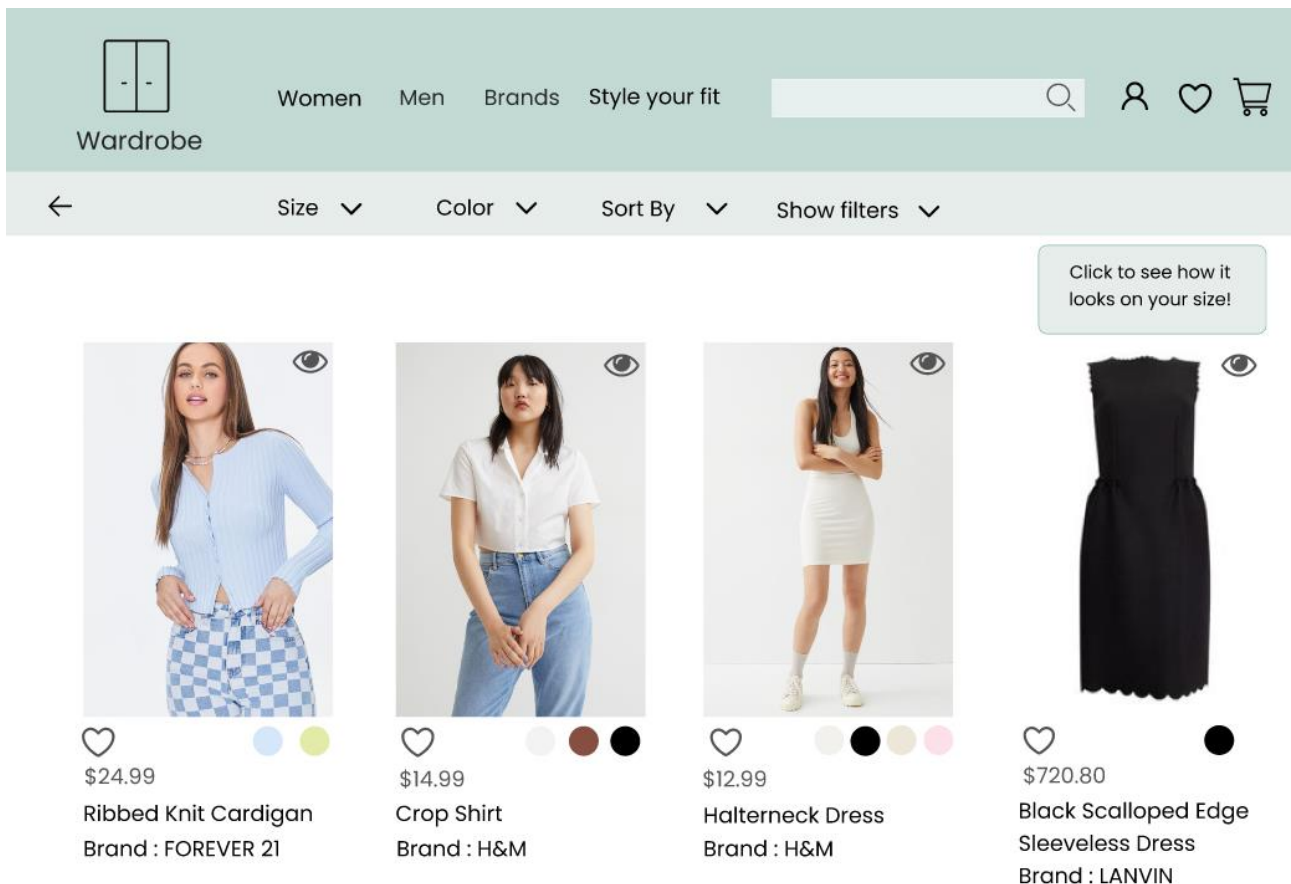


Figure 43 Eye icon when hovered

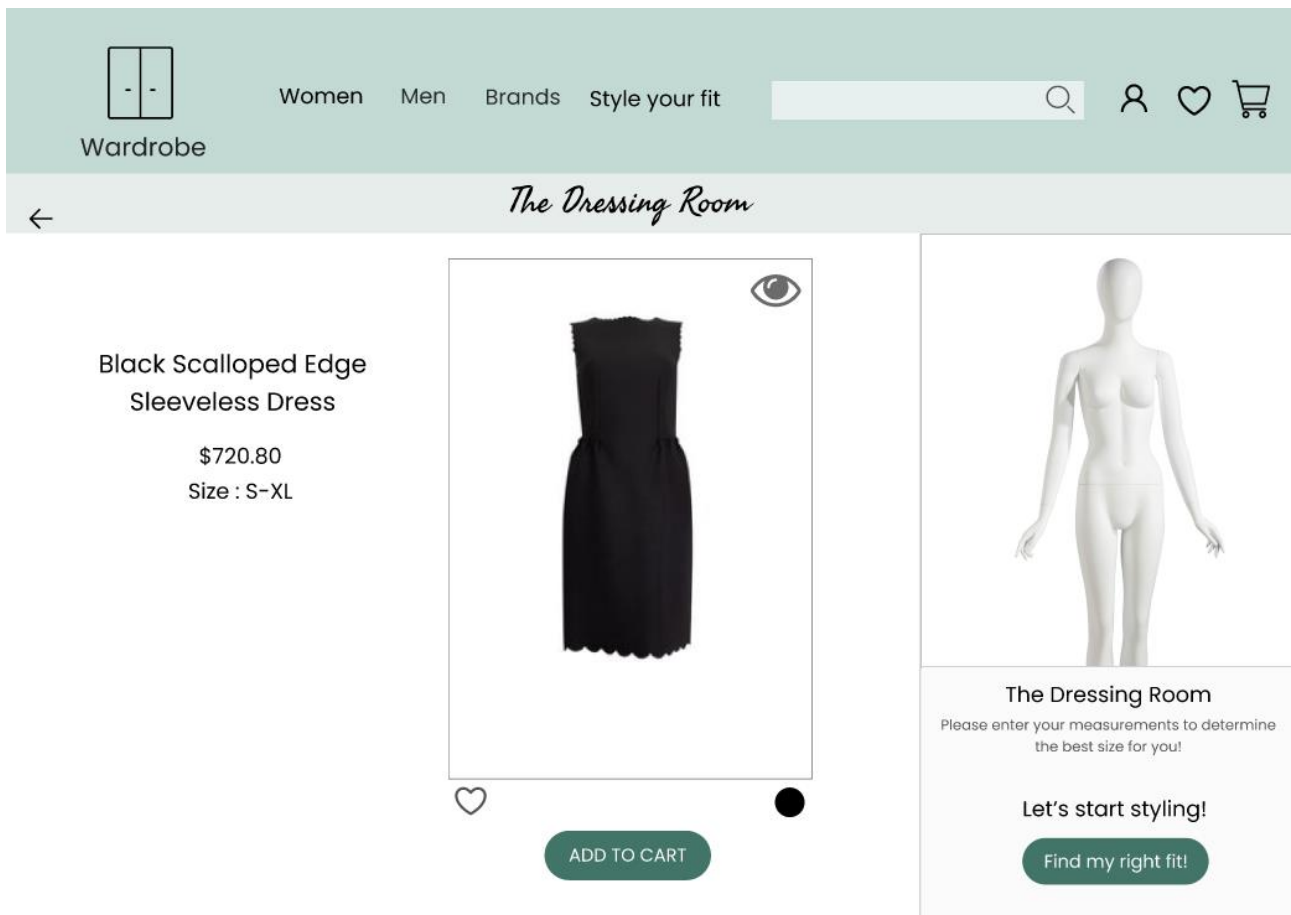


Figure 44 The main Dressing room

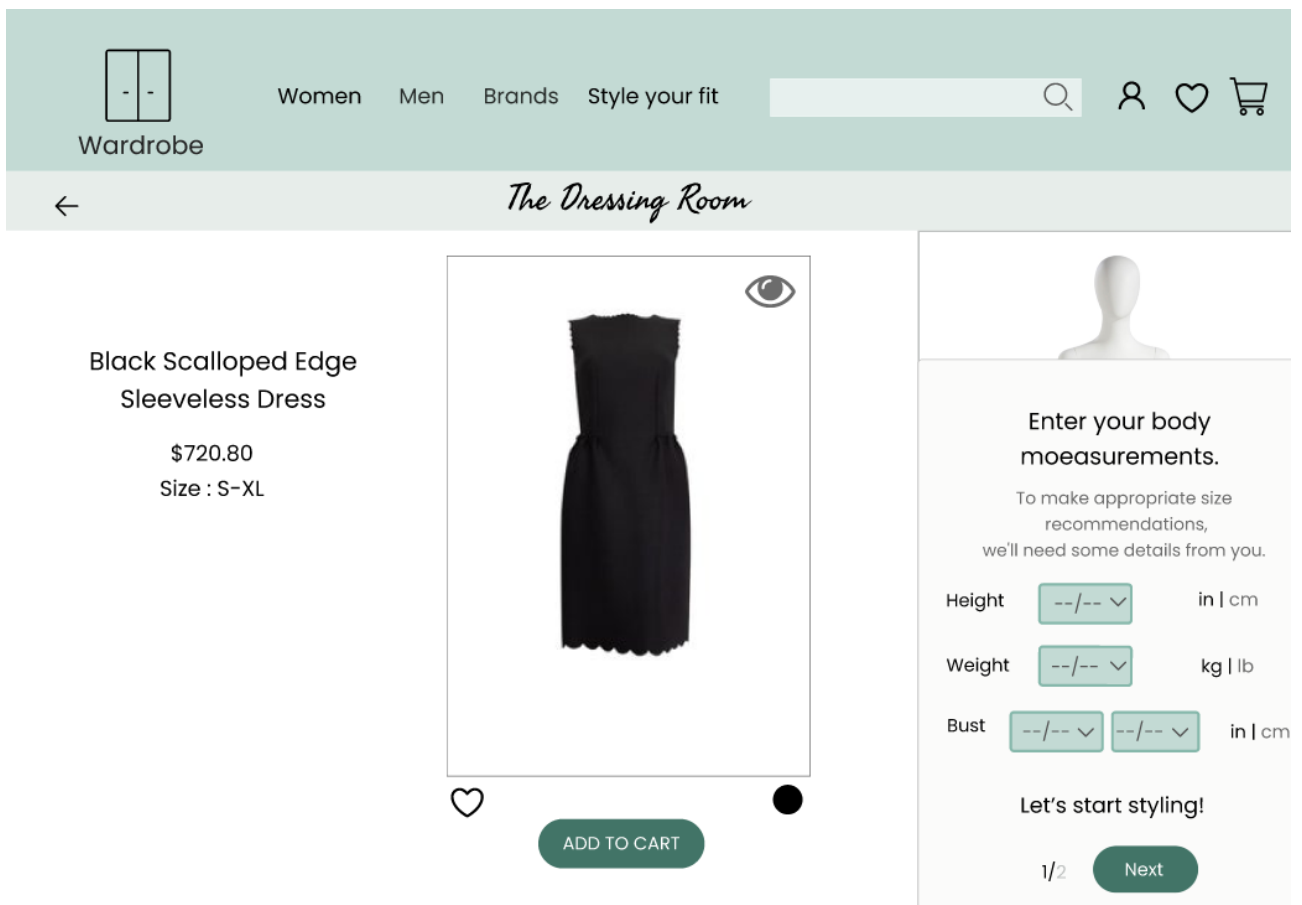


Figure 45 Body measurement first page

Women Men Brands Style your fit



The Dressing Room



\$720.80

Size : S-XL



ADD TO CART



To make appropriate size
recommendations,
we'll need some details from you.

Waist in | cm

Hips 36 in | cm

Inseam in | cm

Let's start styling!

2/2

Next

Figure 47 Body measurement second page

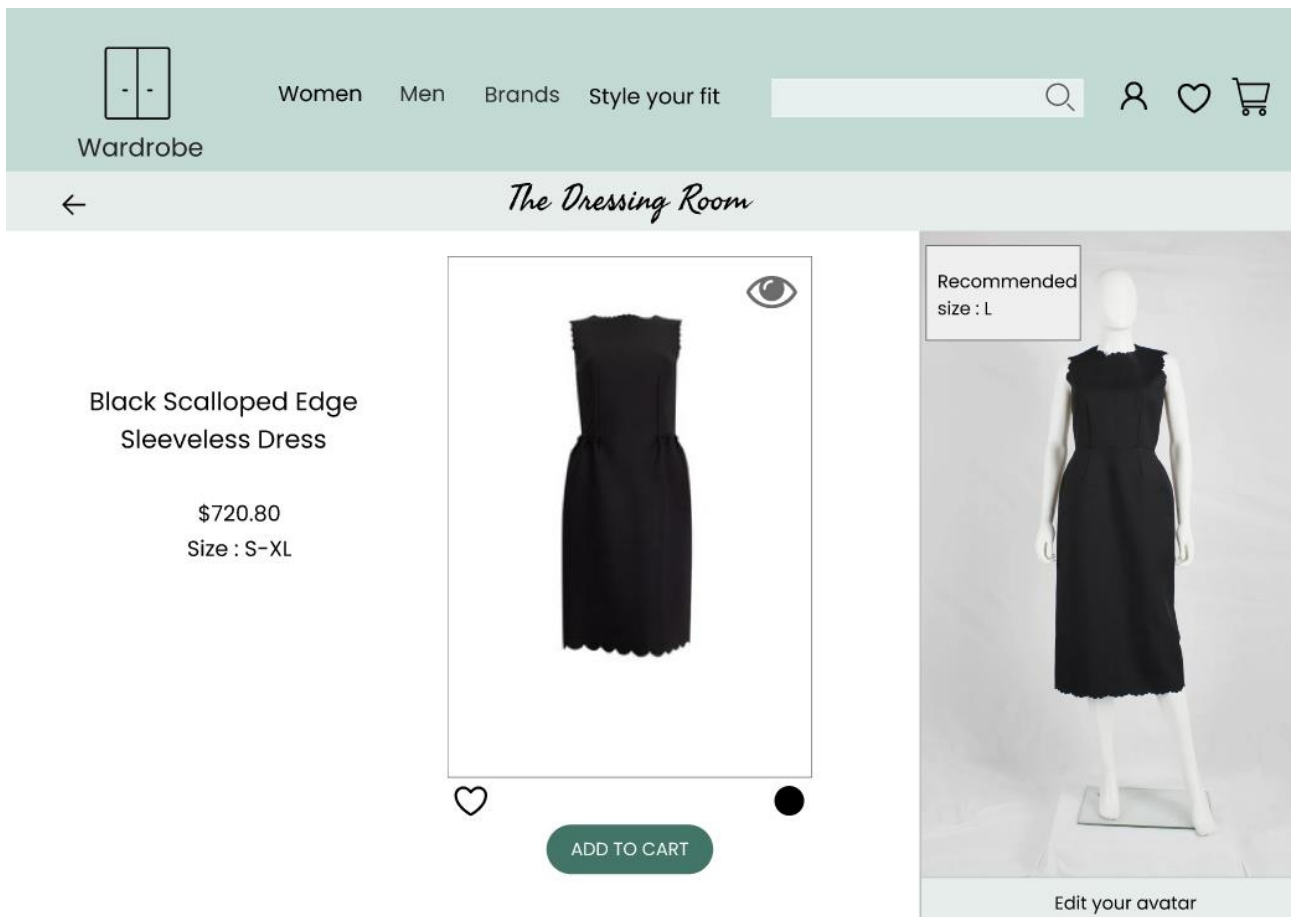


Figure 48 Size recommendation generated

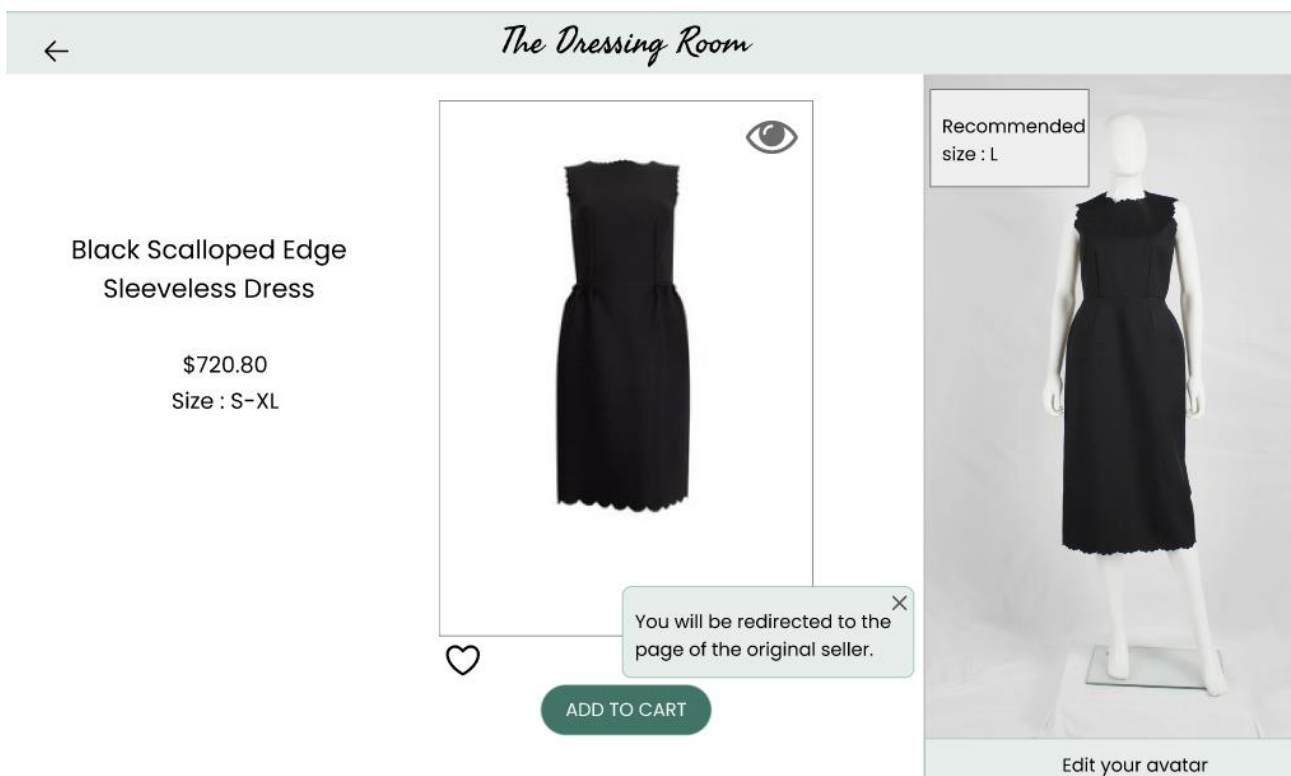


Figure 49 Dialogue box for add to cart

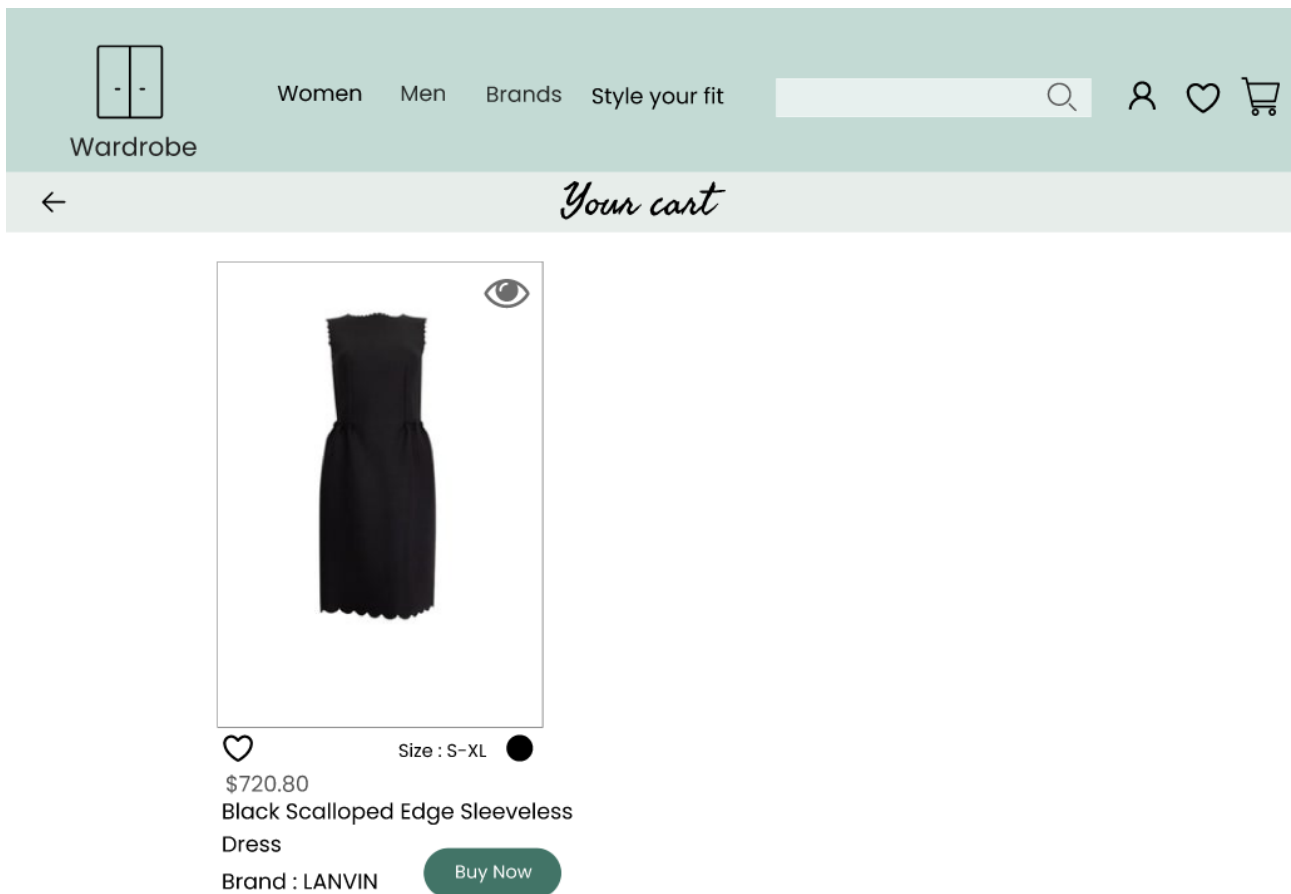


Figure 50 Your Cart

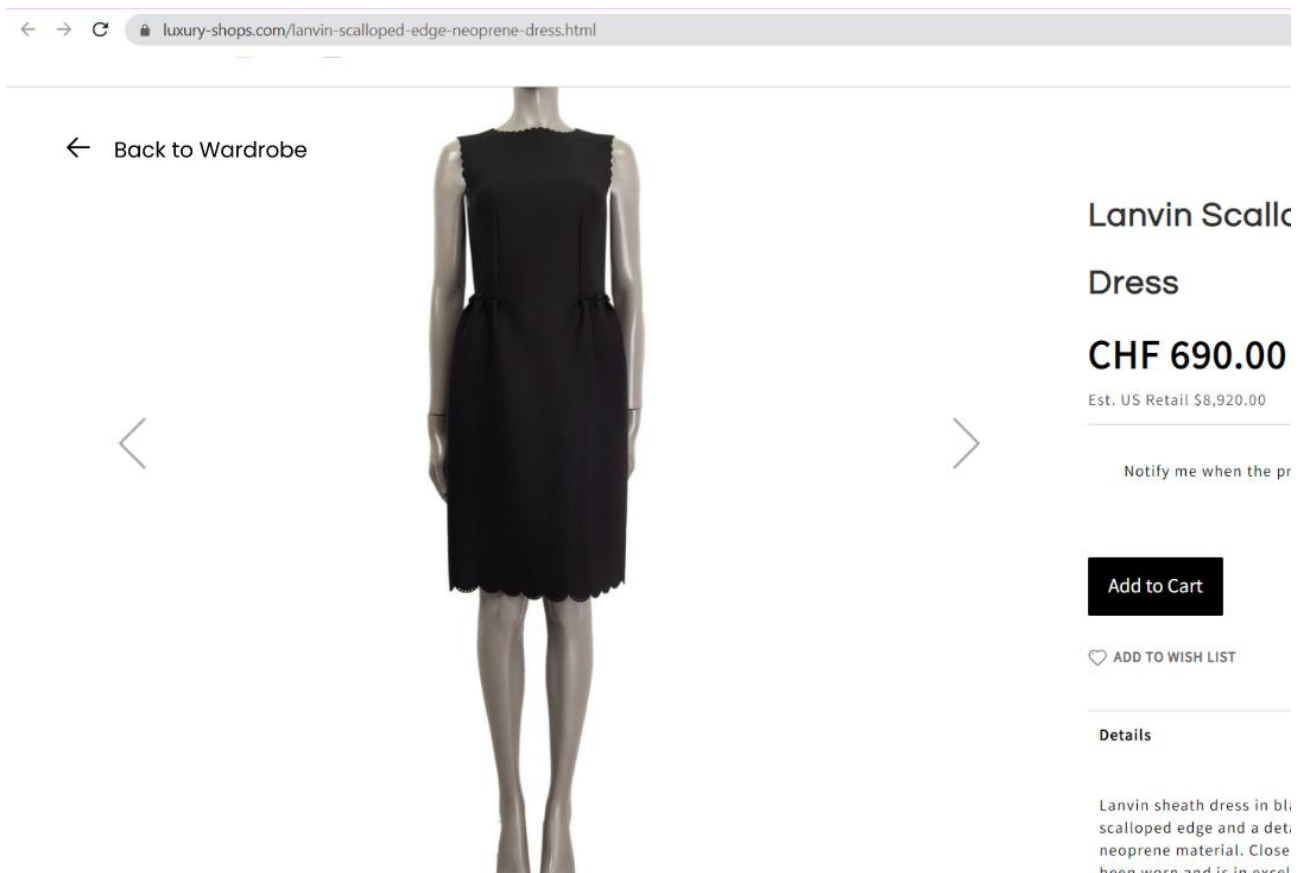


Figure 51 Redirected to the seller's page