

## **Bananas in Pyjamas | 030301 Solution Group Assignment**

### **Participants:**

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### **Link to our XD prototype:**

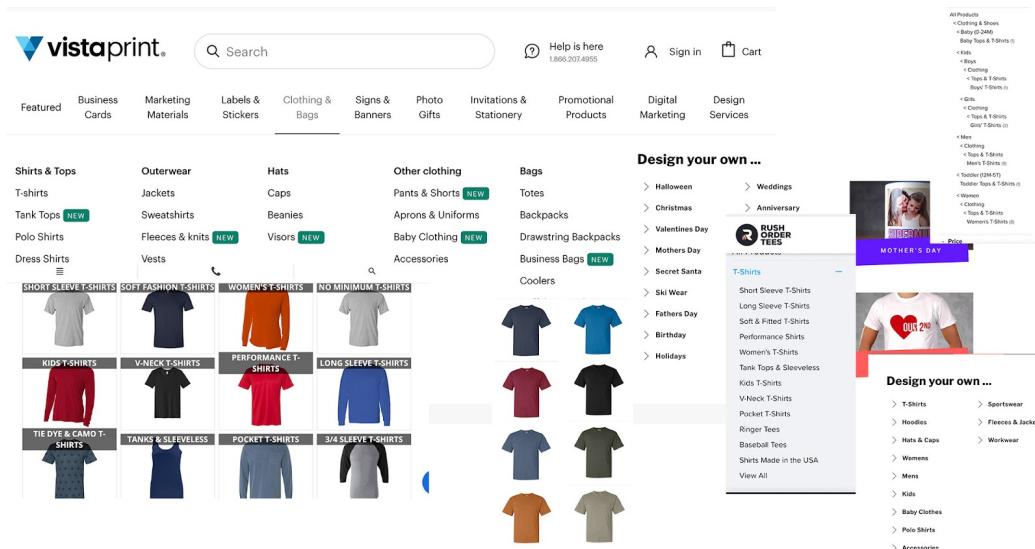
<https://xd.adobe.com/view/10f5f1cb-528c-49dd-b303-59b6aca98135-45a6/>



## The problem

### Customise a t-shirt online

Our desk research has shown that in a lot of cases, customising a T-shirt online can be complicated. The user has to deal with an amount of information and choices. Custom clothing webshops offer more than t-shirts in order to thrive and be competitive in the industry. Their products vary from pants, shirts, hoodies, cups, beanies and other products that are not even clothes such as coffee mugs.



This makes the user interface packed with product pictures, description, menu options and not to mention pop up ads. Plus, none of the websites we reviewed had a guide section in their “customise a t-shirt” page. To us, this UI design goes up against the company’s goal which is the user’s purchase. It results in a user experience where the user is confused and might not feel as motivated to carry on navigating in the interface and maybe end up buying a product.

## **The solution**

Our solution for this problem is to make the user experience friendly, straightforward and simple.

That is why we created CreativTEE, a small web-shop project where everyone can create their own design and wear it. We designed our prototype in a minimalistic style. The interface has a neutral colour palette, our buttons have contrast in colour-size and each step is illustrated clearly.

Our target users are creative individuals, with different backgrounds. It doesn't matter if it's an artist, architect, musician, graphic designer or student. As long as you want to create your own design you are the person we need. Young minds around the age of 18-40 years old. People who want to stand out.

Based on our survey that we did during the desk research phase, we found out that people nowadays are busy and don't want to waste too much time shopping online. So that is why we provide fast customisation without distracting ads and useless information.

## **UX details and content decisions**

Our think aloud test showed a tendency of people not understanding where they needed to click on the homepage so we implemented big buttons which are hard to miss when scrolling. The green colour generally indicates a positive message so people are much more likely to click on a green button than a red one. The tone of the green colour was chosen to compliment the overall muted neutral colour scheme of the page.

**3 simple steps**

The illustrations

**Big buttons**

People know where to click

CREATE YOUR T-SHIRT

How it works

Step 1 Choose a T-shirt

Step 2 Pick a design

Step 3 Get excited!

CREATE NOW!

"3 simple steps" illustration helps to clarify the three steps which users need to go through to get to their goal – buying a customised t-shirt. The use of icons themselves could show that the process is very easy compared to using real photos.

creativiTEE

Home Our Products Create About

Personal Information

Email: abc@xyz.com

Email: oven\_mittens@example.com  
Please make sure the email is in correct format

Phone Number: +45 22 22 22 22  
Optional

Street: Vesterbrogade 28 C

City: Copenhagen

ZIP code: 2100

Card Details

Cardholder name: Oven Mittens

Card number: 1234 5678 9101

CVV: 123

Expiry date: 01/01/0000

See the basket for security

Your basket

Items: 1

T-shirt  
Black size M  
Qty: ▾  
Price: 150 kr

Total: 150 kr

Would your friend like the same T-shirt?  CONTINUE SHOPPING

Easy Checkout

Specific problem

Call to action

Proceed to payment

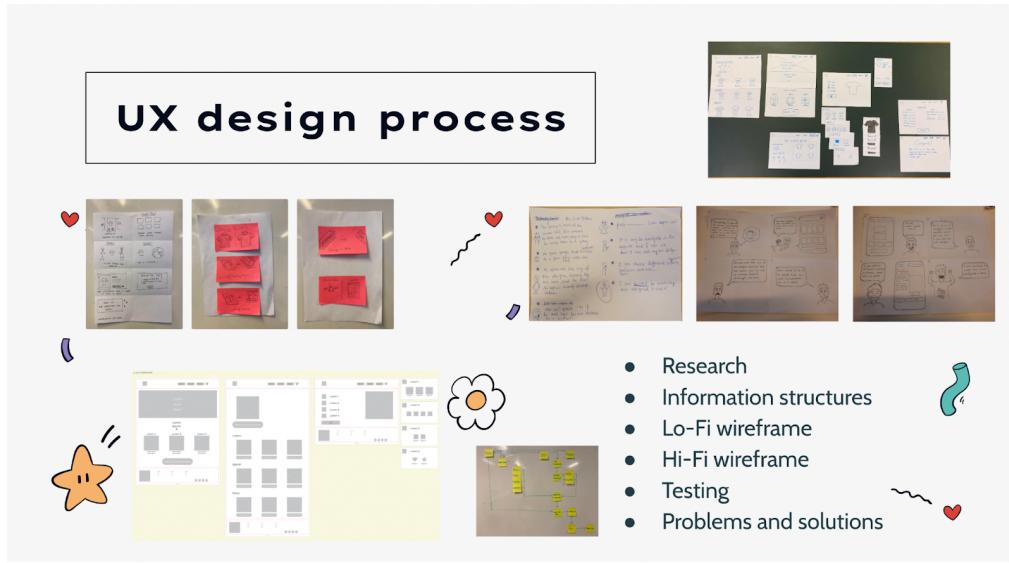
The checkout page was designed to fit on one page to eliminate the need for scrolling through several pages. The fields are divided into two columns – Personal information and Card details. During the think aloud test of our XD prototype, one of the respondents pointed out that it is important for them that the system shows in which field they made a mistake and what they need to do to correct it, so we added this feature to make the users feel secure and simplify the purchase.

Another way of making the users feel secure about shopping online is the option to see the basket on every page so they know exactly what they are buying.

The information gathered from interviews showed an indication that people do not usually think about buying a t-shirt for their friends or family, and we saw a potential to increase the sales. Using a short question like “Would your friend like the same t-shirt?” makes the user think and reconsider if they are finished buying or simply press a button to continue shopping.

## **Visual design**

Our visual design process went through different phases. Firstly, we started with affinity diagrams and then moved on to whiteboard sketching, after we made our first paper prototype. It was important to get feedback early in the design process so we conducted 3 think aloud tests on our paper prototype which gave us valuable insights. When we put the design into screen with Adobe XD, we tested again to see if our implemented changes improved the buying process and if it is easy to navigate.



In the final Adobe Xd prototype we focused on a clear minimalistic design to make the user experience easy and not confusing. We focused on implementing a simple navigation system.

We created a well seen logo design which shows our name and identity.

creativiTEE

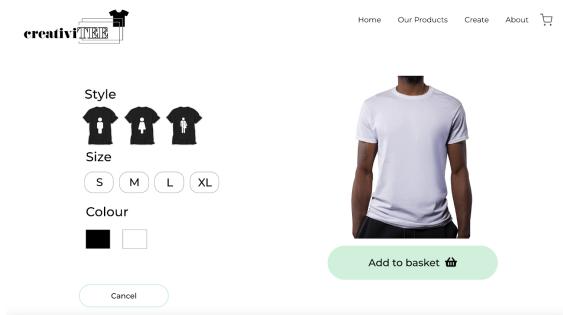
Home Our Products Create About

"Creativity Is  
Intelligence  
Having Fun"

CREATE YOUR T-SHIRT

How it works

We used symmetry as our basic design principle, also we used a lot of negative space as is often seen in minimalistic design processes. We followed this principle through the entire website.



We implemented contrast in font sizes for better readability and also colour and shape contrast for easy to find call to action buttons.

That's how our prototype resulted in a clean, simple to use and minimalistic user interface design.

## Conclusions and perspectives

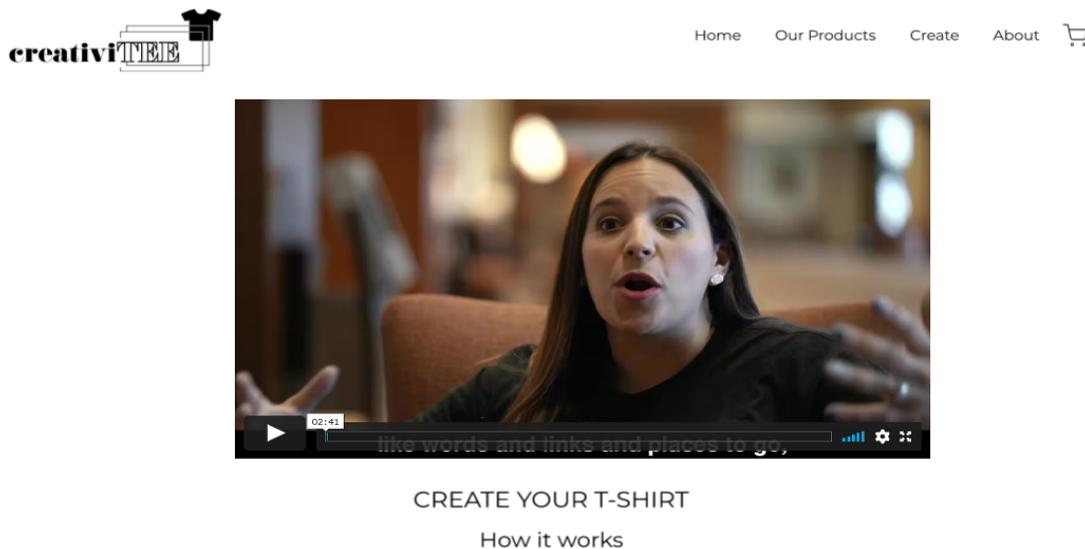
To sum up, our UX design went through different steps including sketches, paper prototype and XD prototype. All of them were tested and the feedback was implemented to improve the design and simplify the buying process.

Our tests showed that our webshop design is compatible with the user and the interface paths are clear. The internet includes all sorts of UI features that people are used to already and had a few recommendations.

Being a fact that there is always room for improvement, our near-future aim is to implement the following in our design.

## Video

Our main focus is to make it easy for the user to navigate through our UX design. We are planning to add video to our home page. People tend to be more interested in video rather than reading text. The video will be short and right to the point.



## Upsell

In this next step we will aim to implement additional sections in our design where sale offers will take place. This will support the shop's intentions to generate income from within the user interface.

## Mobile view / tablet view

We will be focusing more on the mobile view to reach more users .



## Countdown

We had a lot of discussions about adding a countdown in the shop page. We decided to implement it in order to push the user to close the deal and purchase the t-shirt. Nobody likes to be left out or miss a huge discount. The discount will be shown only in special occasion such as Chrismats, Valentine's day, Black Friday and so on.

A screenshot of a web-based t-shirt customization shop. At the top, there is a logo for "creativiTee" with a small icon. To the right are links for "Home", "Our Products", "Create", "About", and a shopping cart icon. Below the header, there are sections for "Style" (showing three t-shirt icons), "Size" (with options S, M, L, XL), and "Colour" (with black and white square options). To the right, a white t-shirt with a cartoon eye graphic is displayed. Below the t-shirt is a green button labeled "Add to basket" with a shopping cart icon. At the bottom of the page, there is a red progress bar with the text "HURRY! 40% OFF ON YOUR FIRST ORDER". To the right of the bar, a timer shows "00 Days", "00 Hours", "47 Mins", and "38 Secs". A "Cancel" button is located at the bottom left of the customization area.

## Reviews

People have an easy time purchasing from a store if others purchase from it as well. Adding reviews is a powerful tool for increasing the purchase rate. Reading the previous experience about buying the product creates a feeling of security in shopping and keeps the user interested in our UX design.

**Tanner &**  
11/24/2021  
My pups are obsessed with these treats! Hands down their favorite! I love that they are natural a...  
★★★★★

**Vivien S.**  
11/8/2021  
High quality, value for money!!! I used to purchase one before, like it very much when filled wit...  
★★★★★

**Brooks M.**  
11/1/2021  
My dog Brooks picked up this bag of treats and carried it around until I opened it and give him o...  
★★★★★

**Haakon W.**  
10/31/2021  
A fantastic product for the home - not only contributes to a great smell, but also a delicious at...  
★★★★★

**Marie**  
10/23/2021  
Gute Qualität, schönes Design. Die Düfte sind sehr angenehm, vor allem Relax und Spa. Sehr empfeh...  
★★★★★