

CJ's Wardrobe

Group Project Overview

CJ's Wardrobe is a group project developed within the framework of an undergraduate course, focusing on the design of an e-commerce website for selling clothes. The project aimed to explore basic principles of usability, navigation, and user experience in an online shopping context.

The website was created using WordPress and pre-designed templates, allowing the team to mainly focus on layout decisions, content organization, and user flow rather than technical implementation. Particular attention was given to how users browse products, access information, and move through the purchasing-related sections of the site.

Working in a collaborative setting highlighted the importance of shared decision-making, iteration, and aligning design choices with user expectations. Although the project does not involve custom development or advanced interaction systems, it provided valuable experience in evaluating and adapting existing design structures to meet usability goals.

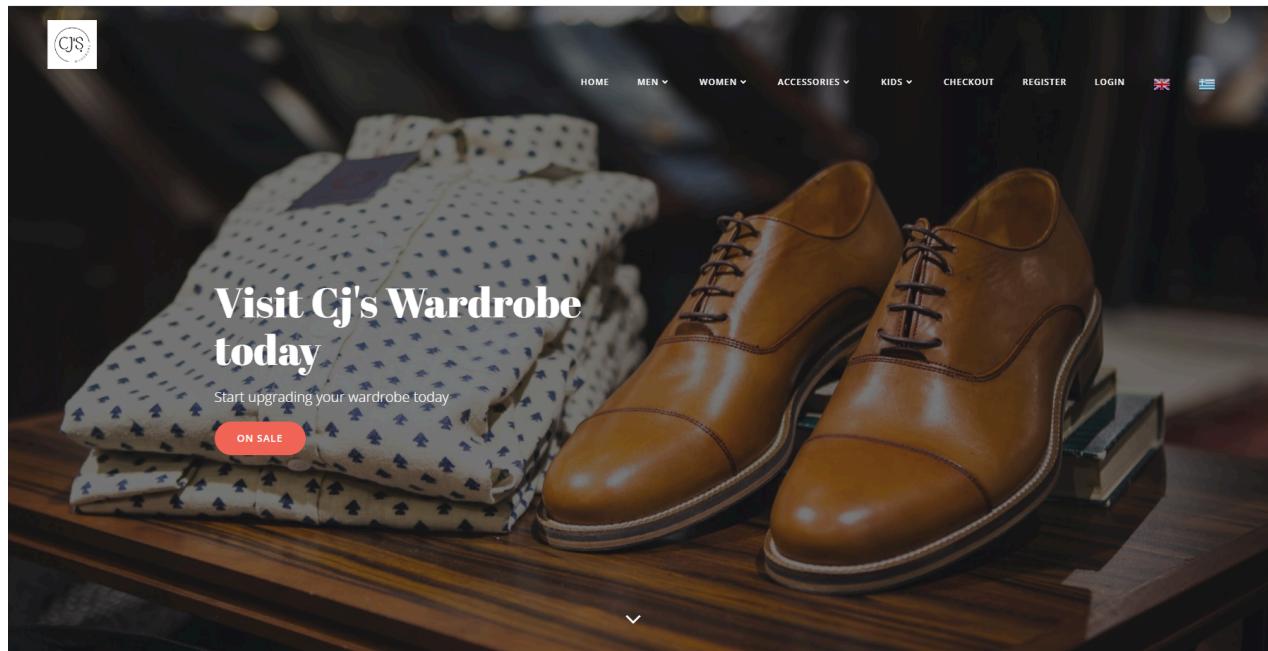


Image 7: The view of a user from the home page of "CJ's Wardrobe".

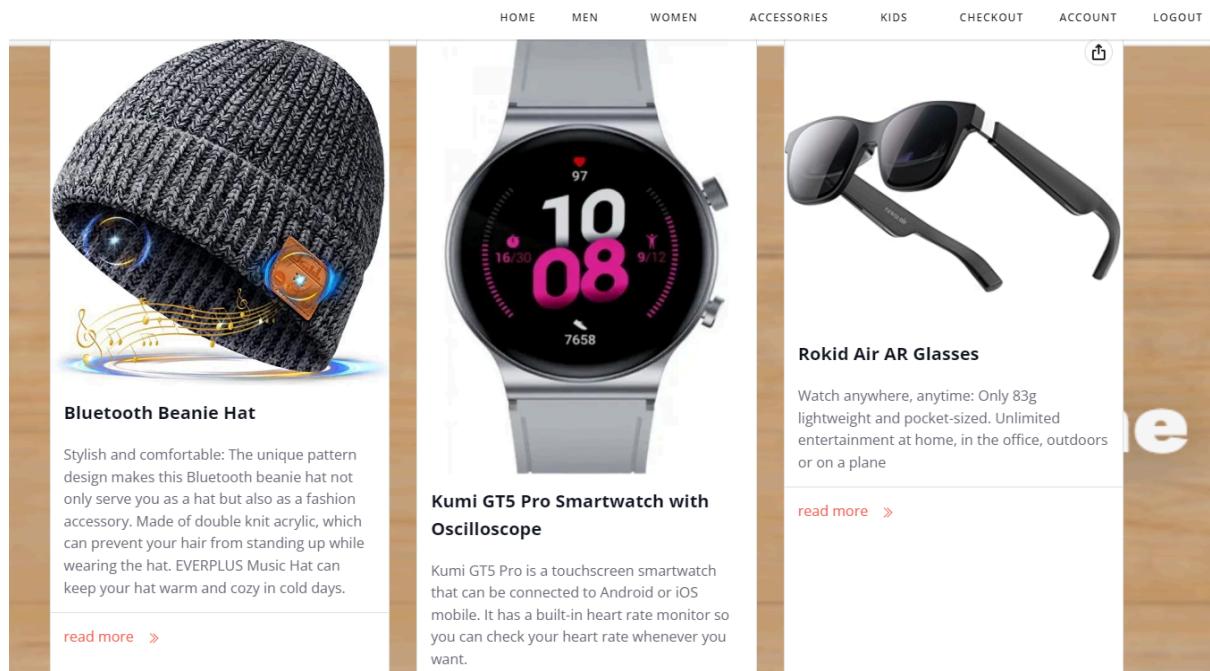


Image 8: Promotional products on the home page, from a partner store that belongs to the clothing industry.

The screenshot shows the 'Category: T-SHIRTS | SHIRTS' page on the cjswardrobe website. The top navigation bar includes links for HOME, MEN, WOMEN, ACCESSORIES, KIDS, CHECKOUT, REGISTER, LOGIN, and flags for the United Kingdom and the European Union. On the left, there is an 'Achievement Widget' with two sections: 'Achieve Newbie' (200 crew) and 'Achieve Stylist' (400 crew), each accompanied by a gold medal icon. The main content area displays 11 results for men's t-shirts. Each item card includes a small image, the product name, a star rating, the price range, a 'Select options' button, and a 'Sale!' badge if applicable. A dropdown menu for sorting is visible at the top right.

Image 9: Subcategory T-SHIRTS | SHIRTS in the MEN category. You can see the gamification with the corresponding badges that you can earn by collecting points.

Reflection

Working on *CJ's Wardrobe* as part of a group project provided valuable insight into collaborative design within predefined technical and structural constraints. Unlike projects developed from scratch, this experience emphasized the importance of adapting design decisions to existing systems and templates while still prioritizing usability and user experience.

Using WordPress and pre-designed templates shifted the focus of the project toward layout, navigation, and content organization. This constraint encouraged critical evaluation of user flow and interaction patterns, highlighting how even small design adjustments can influence user engagement in digital environments. Working within these limitations strengthened my ability to identify usability issues and propose design improvements without depending on extensive technical customization.

A key aspect of the project involved exploring basic gamification concepts, such as point systems and achievement badges, as a means of encouraging repeated user interaction and engagement. The process of discussing and implementing them provided valuable insight into how game-inspired mechanics can be applied in non-game contexts to influence motivation and behavior. This exploration reinforced my interest in game design principles and their applicability beyond traditional gaming environments.

Collaboration played a central role, requiring clear communication, shared decision-making, and iterative refinement of ideas. Working within a team highlighted the importance of aligning individual contributions towards a cohesive design vision and responding constructively to feedback.

Overall, *CJ's Wardrobe* contributed to my understanding of user-centered design, interaction within constraints, and the role of game-inspired thinking in digital systems. The experience complemented my technical background and further motivated my desire to pursue formal studies in game design, where creative exploration, system thinking, and user engagement intersect.