

# WOMEN'S RIGHTS

Af Victoria Vevest



**14+ mio teenager-piger, føder hvert år.**

**Hvor den største grund til dette er  
voldtægt eller uønsket graviditet**

# Der er stadig ikke ligestilling!

-Og det skal vi gøre noget ved!



# Min oversigt

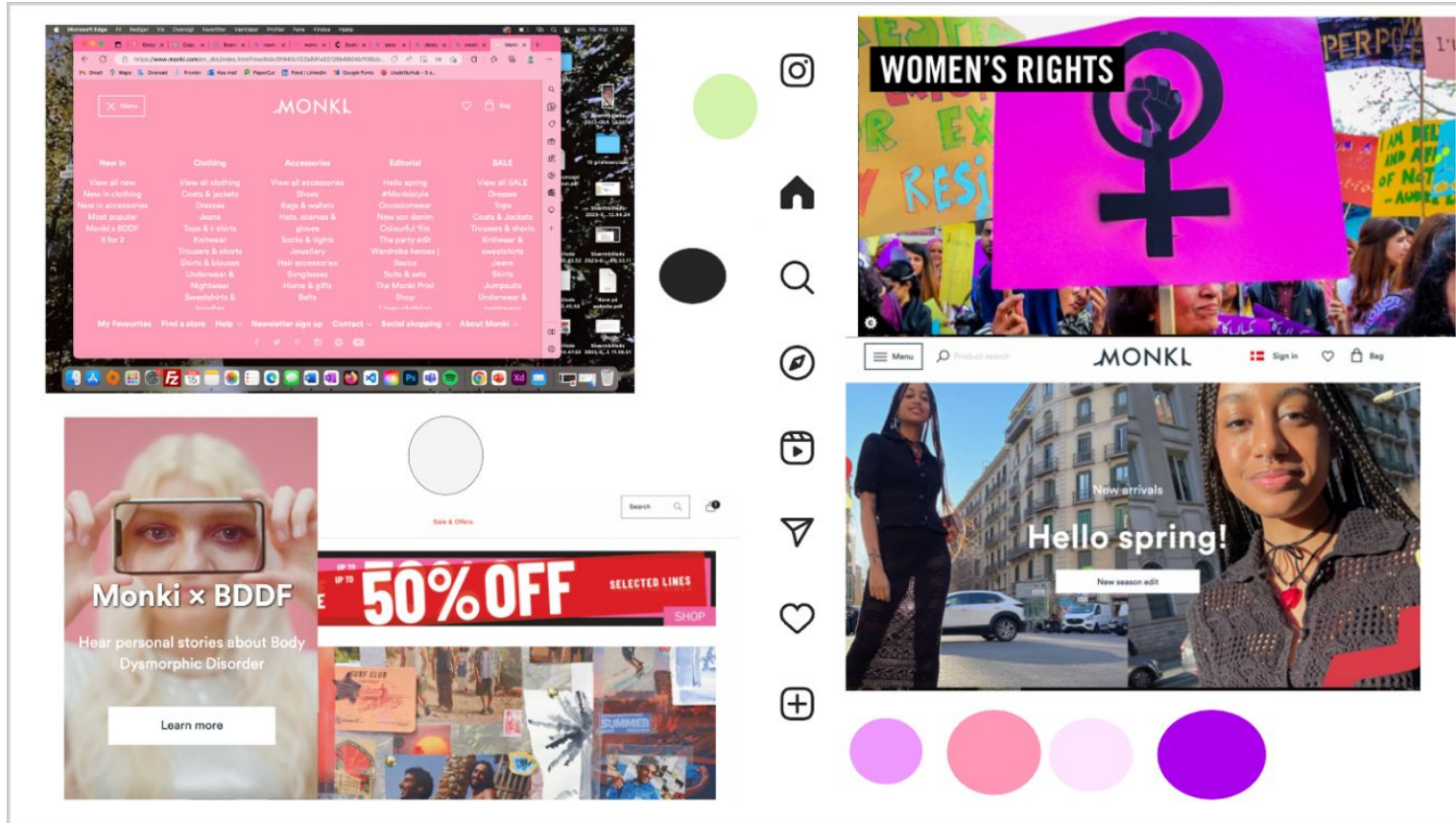
Over mit site

- Frontpage
  - Bag
  - Delivery
  - Payment
  - Thanks for order
  - About
  - Design t-shirt
  - Quick review style (choose size, color, t-shirt style)
  - Information on the course
-

# Mit koncept

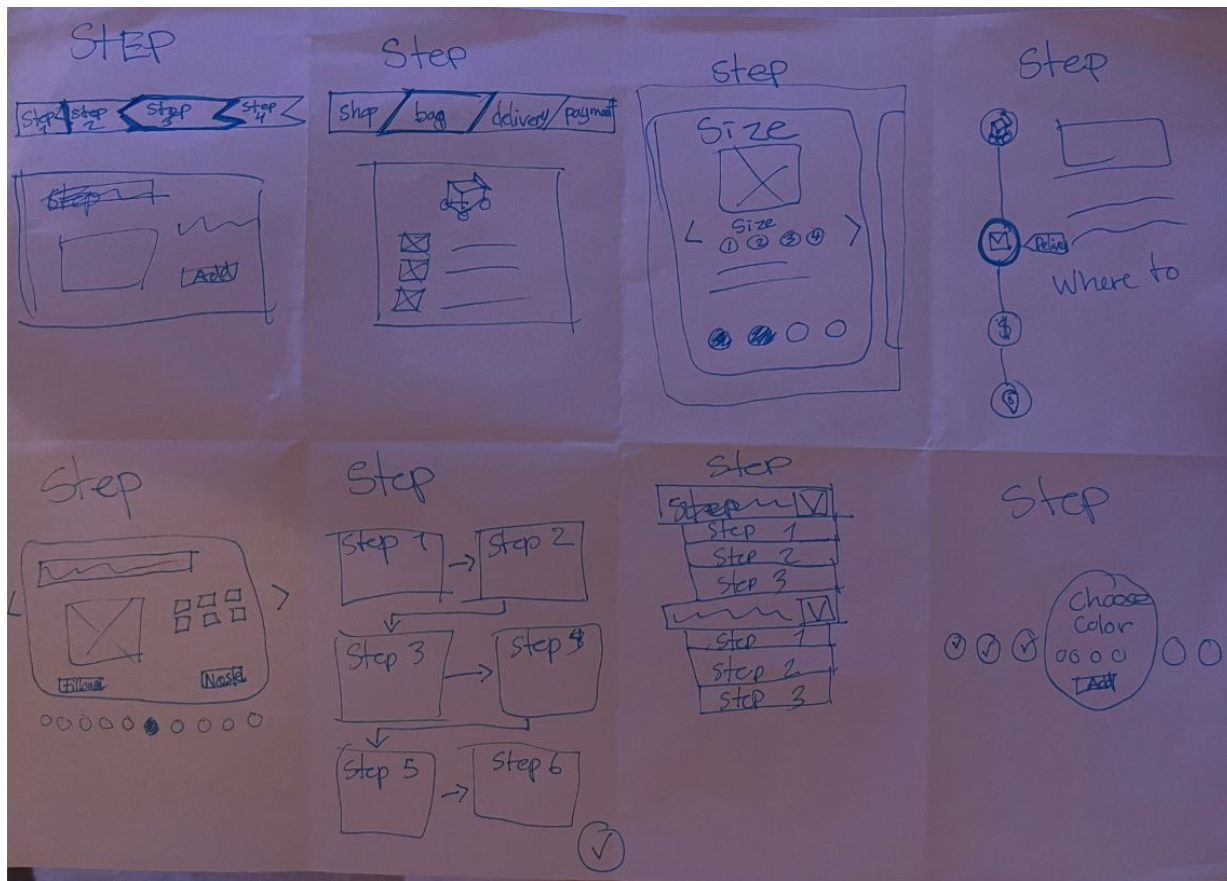
- Afsenderen kunne være noget som mødrehjælpen, sex og samfund, kvinderådet, dansk kvindesamfund.
- Min målgruppe vil nok blive unge kvinder, men jeg vil gerne have at den er mulig for både mænd og kvinder.
- Jeg vil gerne sælge en t-shirt, et net og en kasket. Materialet skal være af bomuld og der skal være diversitet i størrelse.
- Min position på markedet (USP) er at jeg gerne vil sælge en minimalistisk/humoristisk pointe som skal være appellerende men informativ, den må meget gerne provokere eller få folk til at læse teksten og tænke over budskabet.

# Designprocessen - Moodboard:

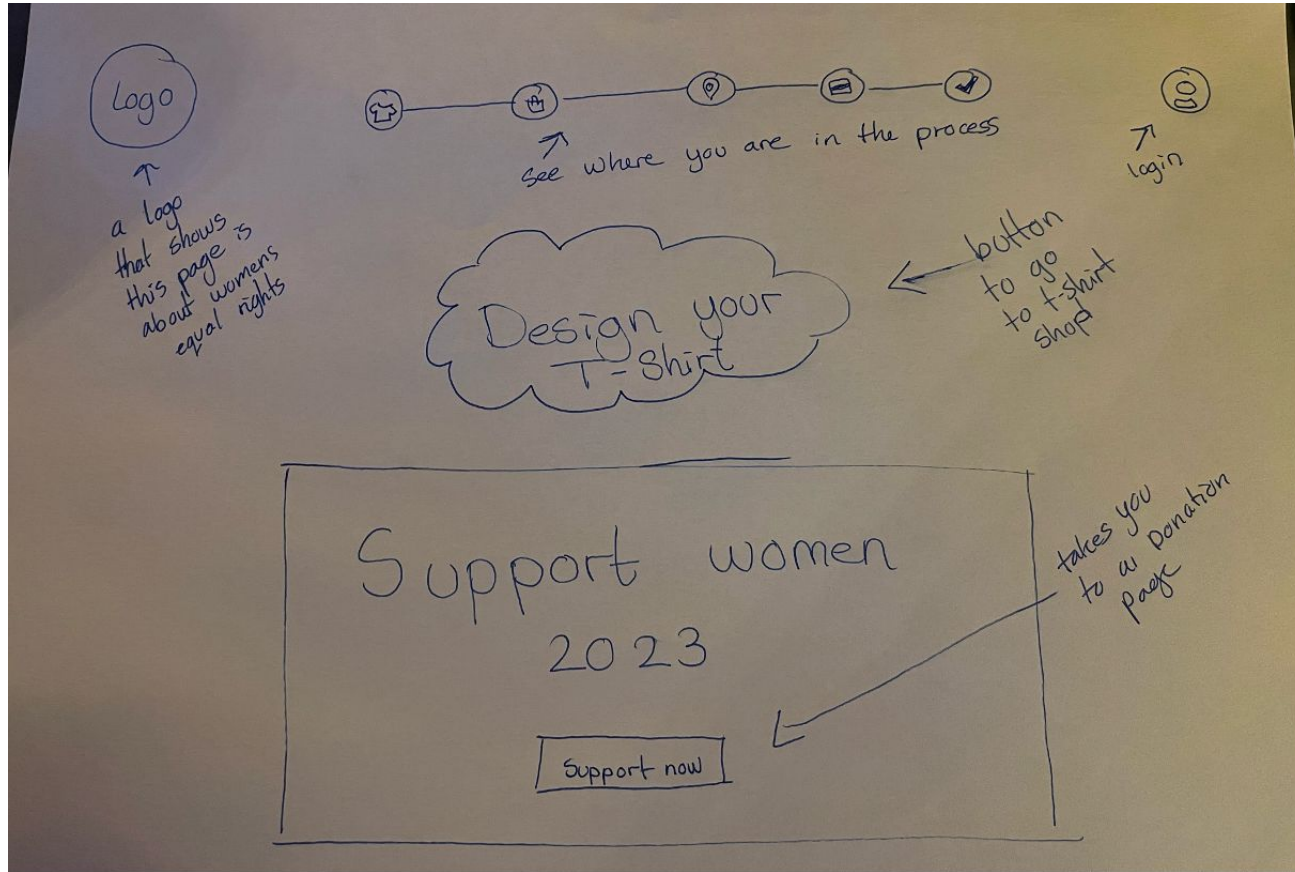




# Crazy 8:

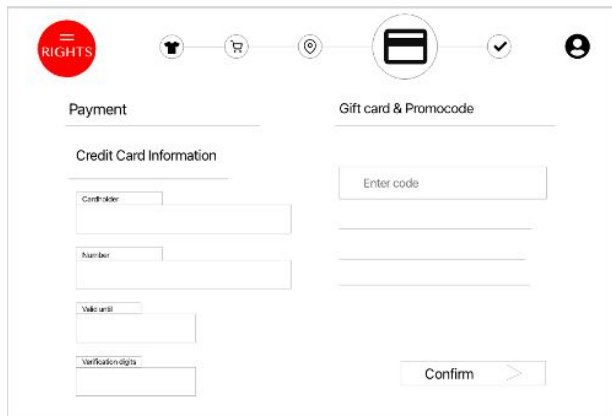


# Solutionsketch:

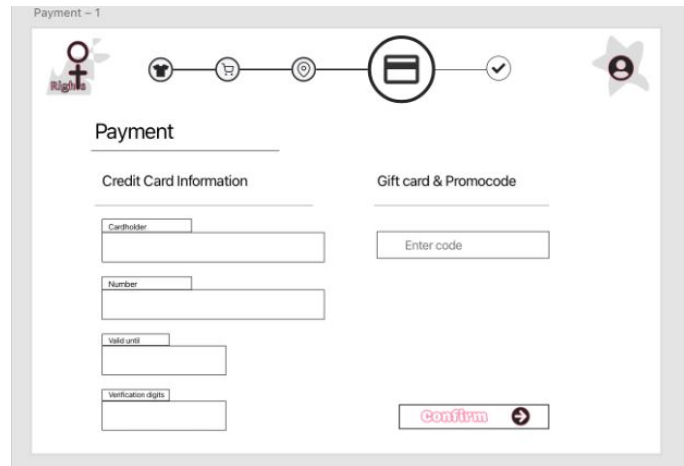




# Fra Wireframe til Prototype:



Wireframe of the Payment screen. The header includes a red circular logo with the text "RIGHTS" and a navigation bar with icons for a shopping cart, a location pin, a wallet, a checkmark, and a user profile. The main content area is divided into two sections: "Payment" and "Gift card & Promocode". The "Payment" section contains a "Credit Card Information" form with fields for "Cardholder", "Number", "Valid until", and "Verification digits". The "Gift card & Promocode" section has an "Enter code" field. A "Confirm" button with a right arrow is at the bottom right.



Prototype of the Payment screen. The header features a grey navigation bar with a "Rights" logo, a shopping cart icon, a location pin icon, a wallet icon, a checkmark icon, and a user profile icon. The main content area is divided into two sections: "Payment" and "Gift card & Promocode". The "Payment" section contains a "Credit Card Information" form with fields for "Cardholder", "Number", "Valid until", and "Verification digits". The "Gift card & Promocode" section has an "Enter code" field. A "Confirm" button with a right arrow is at the bottom right.



Wireframe of the Contact information screen. The header includes a purple circular logo with the text "Rights" and a navigation bar with icons for a shopping cart, a location pin, a wallet, a checkmark, and a user profile. The main content area is divided into two sections: "Contact information" and "Payment". The "Contact information" section contains a form with fields for "First name\*", "Last name\*", "E-mail\*", "Phone number\*", "Address\*", "Postcode\*", and "City\*". A checkbox for "Sign up for the newsletter to get notified about the latest trends, sales and discount codes by email" is present. The "Payment" section has a "Payment" button with a right arrow. A note at the bottom states: "Your password must be at least 8 characters."



Prototype of the Contact information screen. The header features a green navigation bar with a "Rights" logo, a shopping cart icon, a location pin icon, a wallet icon, a checkmark icon, and a user profile icon. The main content area is divided into two sections: "Contact information" and "Payment". The "Contact information" section contains a form with fields for "First name\*", "Last name\*", "Address\*", "Postcode\*", "City\*", "E-mail\*", and "Phone number\*". A checkbox for "Sign up for the newsletter to get notified about the latest trends, sales and discount codes by email" is present. The "Payment" section has a "Continue" button with a right arrow. A note at the bottom states: "Your password must be at least 8 characters."

# Min prototype:

<https://xd.adobe.com/view/feb9d679-bb3a-4d3b-8c83-5d78881f359d-abea/>

# Refleksion

Tænke-højt test, hvad virker?

*Nice hover effekter*

*Man får automatisk lyst til at scrolle ned ad når man er på forsiden*

*Nice knap til at komme til t-shirts – man får lyst til at trykke på den*

*Fedt at der er et #, man føler man kan blive en del af fællesskabet*

*Fungerer fint med når man skal indtaste forskellige oplysninger*

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# Refleksion

Tænke-højt test, hvad virker ikke?

*Tror alle t-shirts er den samme t-shirt – kan ikke se hvad der står på dem*

*Flere valg mht str og farve*

*Mangler ”tilbage” knap*

*Microcopy under logo så man ved hvor man går til forsiden*

*“Pick your” og “Support now”  
måtte gerne være mere fængende*

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# Konklusion

*Jeg kan konkludere at...*

*Det der blev efterspurgt mest, var en bedre "tilbage" knap*

*Microcopy under logoet for at kunne komme tilbage til forsiden*

*Microcopy under t-shirt designet for at kunne adskille dem fra hinanden*