Redesign a T-Shirt Website

Project Overview

You have been tasked with critiquing shirtsbymike.com, an e-commerce website that sells t-shirts. Your client wants to know if anything should be changed to make the site look and/or function better for their customers. You will need to describe the design elements you see on the site and determine what improvements need to be made. Explain each improvement so your client understands how it will benefit their customers.

Target Users

Shirts 4 Mike has provided you with this information about their audience. This research represents the primary users of this website.

1. Mostly ages 16-35
2. Primarily based in the United States
3. Treehouse students
4. Lifelong learners
5. Values community
6. Playful

Stakeholder Interview

The project lead was interviewed, and here are the meeting notes. This provides information about the business.

Roberto Jiang, Marketing Director of Shirts 4 Mike

Hypothesis

Treehouse students want t-shirts that are fun and make them feel connected to the community.

Problems

1. Our website is dated. Feel free to refresh the branding, if needed.
2. The content looks stale; we want to keep it fresh with various campaigns.
3. We are unable to highlight a featured t-shirt.

Competitors

- designbyhumans.com (https://designbyhumans.com)
- threadless.com (https://threadless.com)
- teepublic.com (https://teepublic.com)

Goals

What should this project accomplish for the business?

- We'd like to launch a featured t-shirt of the month. The goal is to increase t-shirt sales by providing a limited edition t-shirt.

How will you, personally, define success for this project?

These are the success metrics:

1. Increase sales by 20%
2. Increase unique page visits by 10%

Strategy

In what direction is the business heading?

We're aiming to continue providing quality t-shirts to the Treehouse audience.

Before you start

To prepare for this project you'll need to make sure you complete and understand these steps.

3 steps

1. Google Drive

- Make a copy of this Google doc and save it in a folder in your own Google Drive account titled "Project 1 - YourName"

2. Upload Photos to your Project Folder

- Any photos of your work should be uploaded to your project folder. Make sure the photos are clear and can be easily viewed.

3. Review the "How you'll be graded" section

Project Instructions

To complete this project, follow the instructions below. If you get stuck, ask a question on Slack or in the Treehouse Community.

10 steps

1. Open the Mike's T-shirts Website: http://shirtsbymike.com/ (http://shirtsbymike.com/) Follow along with the Part 1 - Redesigning a T-Shirt Website that you copied to your Google Drive.
2. Describe what the site is from your first impression in at least 1-2 sentences What is this website? What is the website for?
3. Interpret the site by answering the following question in at least 2-3 sentences: What is the website's goal?
4. Determine the site's user in at least 2-3 sentences Who does the website target? Who is their "user"? Describe the site's user in complete sentences. To characterize the user, find a photo of a person on Unsplash.com (Unsplash.com). Complete the table with detailed information for each section.

5. Describe each of the following design features and how they are used in at least 3-4 sentences

Color

How is color used on the site? What colors are prominent? How does color affect how the site is perceived?

Shapes

What shapes are used on the site? How do they help? How do they affect the site?

Groupings

How are elements on the website grouped? Are they logical? Do they provide value?

Balance

What are the major sections of the site? How does the organization of elements on the page affect how it is understood?

6. Identify strengths and weaknesses

   - List 3 strengths with a short explanation in at least 1-2 sentences
   - List 3 weaknesses with a short explanation in at least 1-2 sentences

7. Competitive Analysis Visit the competitors' websites. What are their strengths? Weaknesses? Do you see any concepts you'd like to include in the redesign? Answer the questions in at least 2-3 sentences for each competitor.
8. Summarize your findings in at least 5-6 sentences Is the site successful in what it is trying to do? What suggestions would you give to improve the site? How will they help?
9. Create an journey map Detail the users' journey on this website to find their pain points. The journey map should include:

Stages - At least 3 stages

1. Steps/Activities - What steps do they do within each stage? At least 2 per stage
2. Feelings and Needs - How does each step/activity make the users feel? At least 2 per stage

3. Project Deliverables Your project submission should include the following items:

   1. A completed Part 1 - Redesigning a T-shirt Website Google Doc
   2. Journey Map - The photo uploaded to your project folder
   3. (Exceeds/Optional) Empathy Map - The photo uploaded to your project folder

NOTE: Seeking assistance

If you're feeling stuck or having trouble with this project

Reach out to the team in Unit-01 Slack channel.
See the project resources for a breakdown on this unit's topics if you need to review a course.
Practice your Google skills by finding different ways to ask the questions you have, paying

close attention to the sort of results you get back depending on how your questions are worded.

NOTE: Submit by sharing a link to your Project 1 folder in your Google Drive

When you submit your project link, you need to share your project folder with us.
You can do this by right-clicking the folder, selecting 'Get shareable link' and setting the permission to 'Anyone with the link can view'.
Your grader will be able to see anything you put into that folder, so make sure you are including all of your project files inside of each folder.

Extra Credit

To get an "exceeds" rating, complete all of the steps below:

Create an Empathy Map

Create an empathy map with the following information then upload the photo to your project folder.

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1. Name of the user
2. How the user feels
3. What the user does
4. What the user says
5. What the user thinks
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NOTE: Getting an "Exceed Expectations" grade.

See the rubric in the "How You'll Be Graded" tab above for details on what you need to receive an "Exceed Expectations" grade.
Passing grades are final. If you try for the "Exceeds Expectations" grade, but miss an item and receive a "Meets Expectations" grade, you won't get a second chance. Exceptions can be made for items that have been misgraded in review.
Always mention in the comments of your submission or any resubmission, what grade you are going for. Some students want their project to be rejected if they do not meet all Exceeds Expectations Requirements, others will try for all the "exceeds" requirement but do not mind if they pass with a Meets Expectations grade. Leaving a comment in your submission will help the reviewer understand which grade you are specifically going for.