

Final Project Report

Introduction

Situations are quite usual that people don't know how to dress, especially for specific occasions like an interview, a dating, or a party. Such troubles are frequently encountered thus there must be someone's need to call for outfits recommendations. Illuminated by it, the final project is designed to build an interactive platform for individuals who need suggestions of how to dress for different occasions, how to match tops with bottoms, how much money can be saved and where to purchase. The idea is hard to realize without considering UX elements in mind. Therefore, the original idea is preliminarily enriched by figuring out the strategy and scope of the final website.

Strategy

Objective: As mentioned before, the website is planned to be an outfit recommendation platform. People who browse the website will learn how to match clothes. However, there are already some apps or websites of similar functions, such as Xiaohongshu app. So it is necessary to think what is the unique point and useful functions of my website.

As an outfit recommendation platform, besides outfit choices, it is still designed to encourage customers to offer their personal recommendation suggestions for the website. In such a way, they will get inspired by the choices provided by the website and also, have a high level of engagement. Thus, two goals are set in Google analytics to measure whether my website achieves its objectives. The first one is to browse the overview page, which lists many outfit recommendations, while the second is to click to the contact page, where my users can send me their clothing matching suggestions (to be mentioned, the contact page cannot truly work unless more money is paid to get the function).

Identify users: To distinguish my website and find out powerful functions, identifying who the customers are and what they need is of vital importance. It is thought that busy individuals who are

in a rush to get out home, people who are not good at outfits matching, and people who want to pick outfits as presents for their families may be the target customers. So what do they need? Busy people require outfit recommendation in fewer and simpler steps. People poor in matching and the family-caring ones call for beautiful outfits suitable for multiple occasions. To be mentioned, it is also believed that users prefer to save money and they need information about purchasing locations.

Scope

Function and content: Thus, based on users' needs, the website is designed to occupy following functions and contents. Firstly, my website is occasion-oriented, which means outfit recommendations are given based on distinct occasions. It also reduces procedures to find the favorite outfits because when users want to know how to dress, they just choose what kind of occasions they are going for and then suitable suggestions can be shown. The occasions offered in the website are business&interview, casual occasions, dating outfits and party outfits, which are thought to cover common occasions to a large extent. Secondly, the website offers discount information scraped from online garment stores. People will know how much money they can save after picking their beloved outfits. Thirdly, information about Hong Kong local shopping malls is also offered to make users feel more convenient. The information includes shopping mall's name, location, telephone number and opening period. Additionally, it is considered that users may not need the whole outfit but how to match for some specific tops or bottoms, thus areas of "Tops" and "Bottoms" are respectively offered for those who don't need the whole outfit recommendation but a suggestion for single clothing.

Structure

Multiple pages are adopted to show more information and convey an organized structure. There are altogether 6 pages, including homepage, an overview of occasions, items, visualization, locations and contact. Homepage gives users a general idea what my website is about and what functions it can serve. The occasions page is kind of an overview or an index for users to choose

which occasion they want and more details about clothing recommendation will appear. Besides, business& interview, casual occasions, dating occasions and party occasions are covered. The items page is intended for those who prefer single item matching to whole outfits. And 8 different categories of single items are included such as t-shirts for tops and jeans for bottoms. Visualization provides bar charts of total price and money being saved in order to enable users understand the data easily. Then the locations page contains detailed information of 20 shopping malls in Hong Kong to facilitate users to choose where they can purchase outfits. The final page is a contact page, which is aimed at collecting users' clothing matching suggestions and enhance their engagement as well. To be added, the three most informative pages, occasions, items and locations, are directly linked to the homepage, which is designed to offer users a convenient approach to browsing the website. The total structure can be seen below.

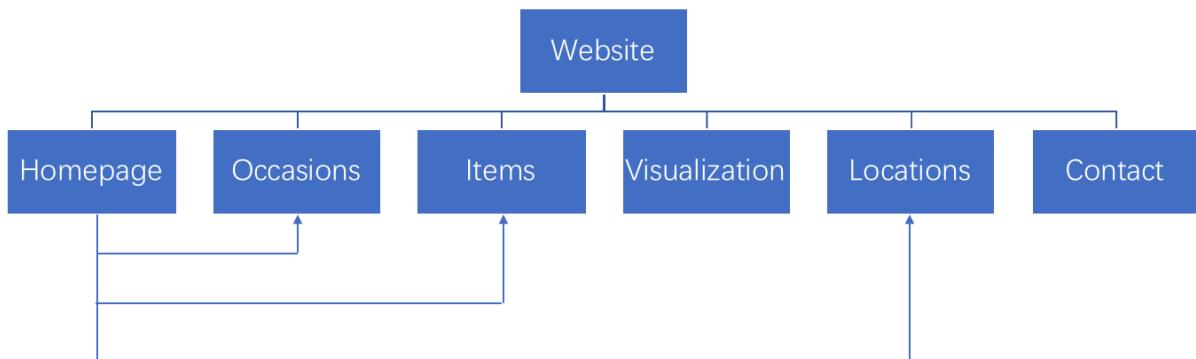


Figure 1. Structure of the website

Skeleton

To have a clear looking at the interface and navigation design, I conduct wire frame to construct the layout of the website.

Actually, the original website template is poor designed and has little aesthetic elements, thus it looks rough (see Figure 2, 3 and 4). I revised a lot by switching to a more functional template (see Figure 5, 6 and 7). Then the interface is designed better to ensure a higher level of user experience.

One of my friends who has seen both the two versions spoke to me frankly that the second version contains much more information and seems to be more specialized, compared with the original one.

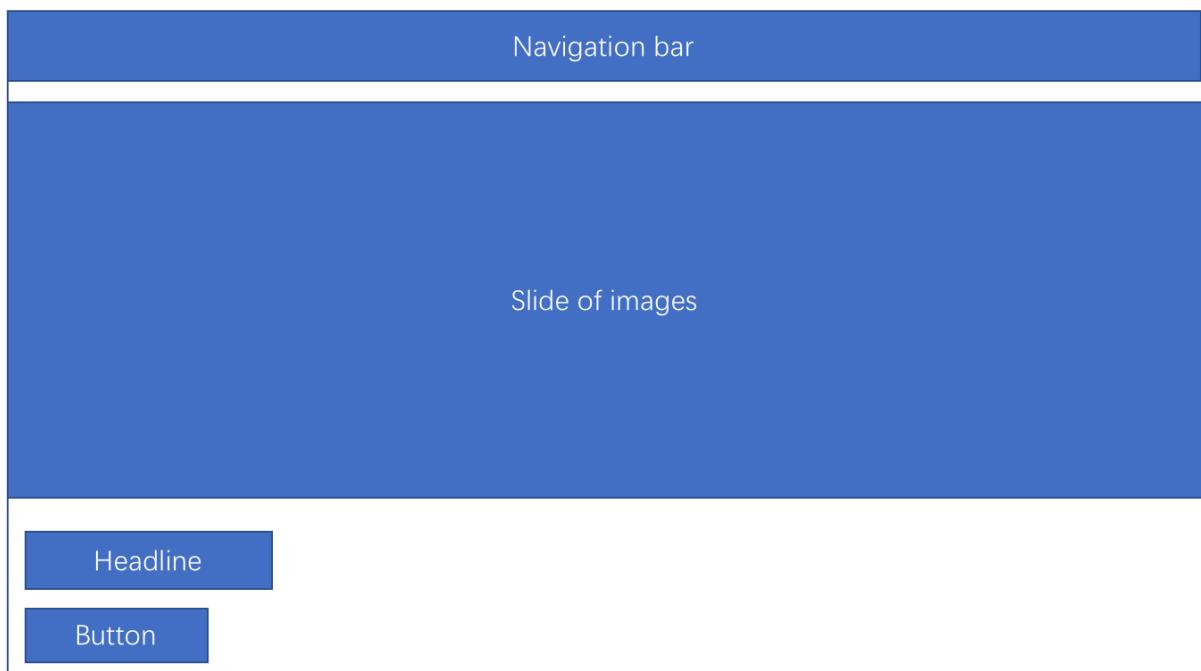


Figure 2. Original template-homepage

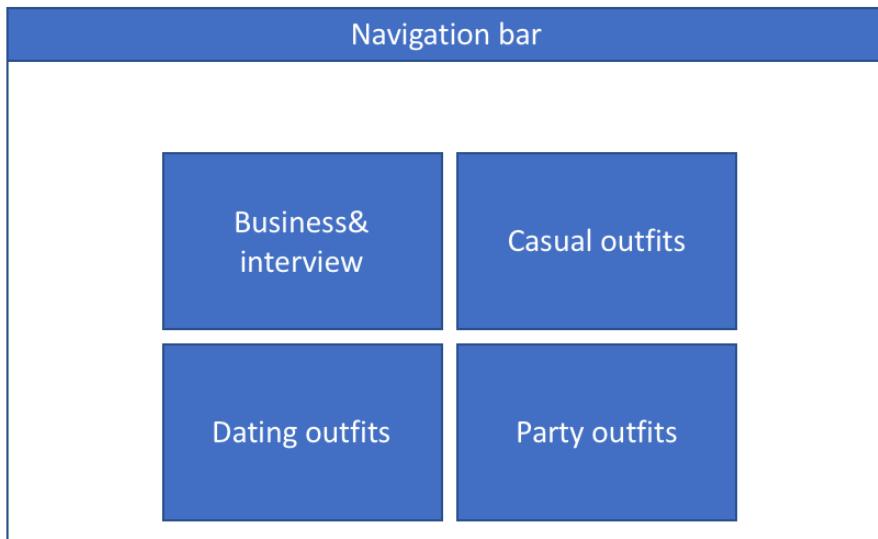


Figure 3. Original template- Overview page

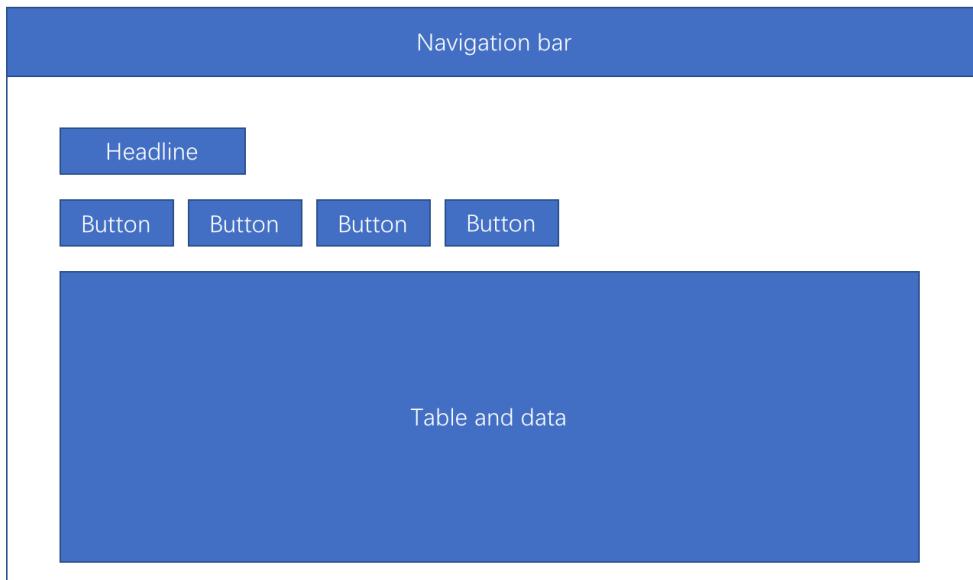


Figure 4. Original template- Business&interview page

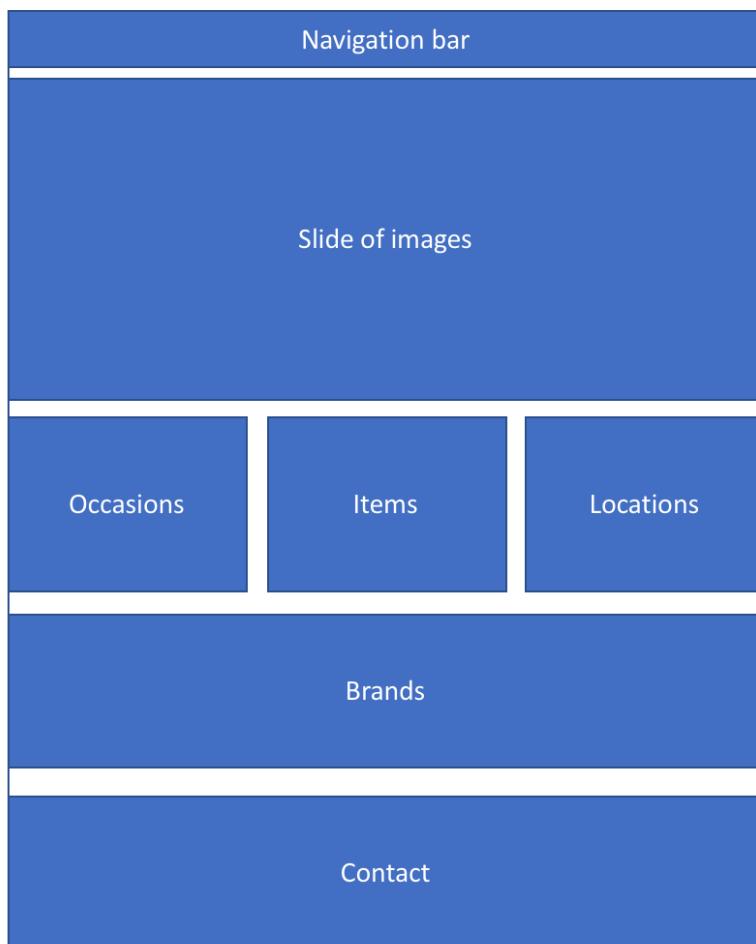


Figure 5. New homepage

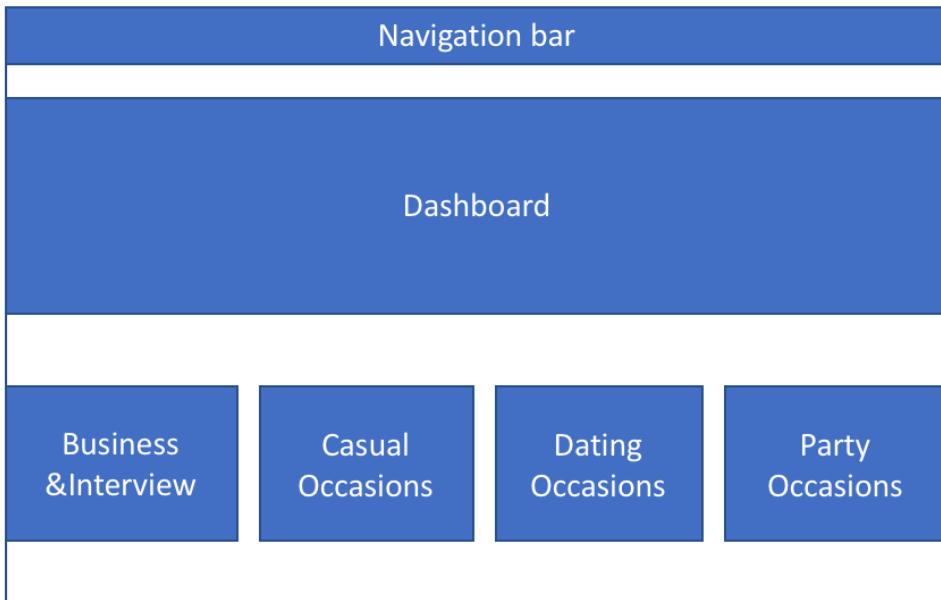


Figure 6. New overview page



Figure 7. New business & interview page

Surface

Visual design is especially significant to catch users eyes and retain them. All the elements, like images, icons texts, and buttons, should be combined together to create an interactive interface.

As can be seen from the figures below, I design buttons of most appealing in the homepage to lead users to click and guide them to find out more details on the website (see Figure 8). Images are also supposed to be exquisite and have a hover effect to enable users to view the big image of the clothing or link to the embedded Airtable database for more information regarding each outfit (see Figure 9).

The screenshot shows the homepage of a website called "Outfits". At the top, there is a navigation bar with links: HOME (highlighted in green), OCCASIONS, ITEMS, VISUALIZATION, LOCATIONS, and CONTACT. Below the navigation bar is a large banner with a dark background featuring a row of clothes on hangers. The text "Fashionable Outfits" is prominently displayed in white. Below this, a subtitle reads "Fashionable outfits choices offering for you." A green "Get Started" button is centered. On the left side of the banner, there is a section titled "Different Occasions" with a small icon of a person in a suit. Below it, the text "Click to see outfits for different occasions." On the right side, there is a section titled "Fancy Items" with a small icon of a dress. Below it, the text "Click to see 8 single items and how to match." On the far right, there is a section titled "Locations to buy" with a small icon of a heart. Below it, the text "Click to see where you can purchase outfits." At the bottom of the page, there is a section titled "OUR BRANDS" with logos for VERO MODA, LALABOBO, MO&Co., UNIQLO, ZARA, and H&M. A green banner at the very bottom encourages users to share ideas.

| Outfits

HOME OCCASIONS ITEMS VISUALIZATION LOCATIONS CONTACT

Fashionable Outfits

Fashionable outfits choices offering for you.

Get Started

Different Occasions

Click to see outfits for different occasions.

Fancy Items

Click to see 8 single items and how to match.

Locations to buy

Click to see where you can purchase outfits.

OUR BRANDS

VERO MODA LALABOBO MO&Co. UNIQLO ZARA H&M

If you have ideas...

Figure 8. Homepage- appealing button

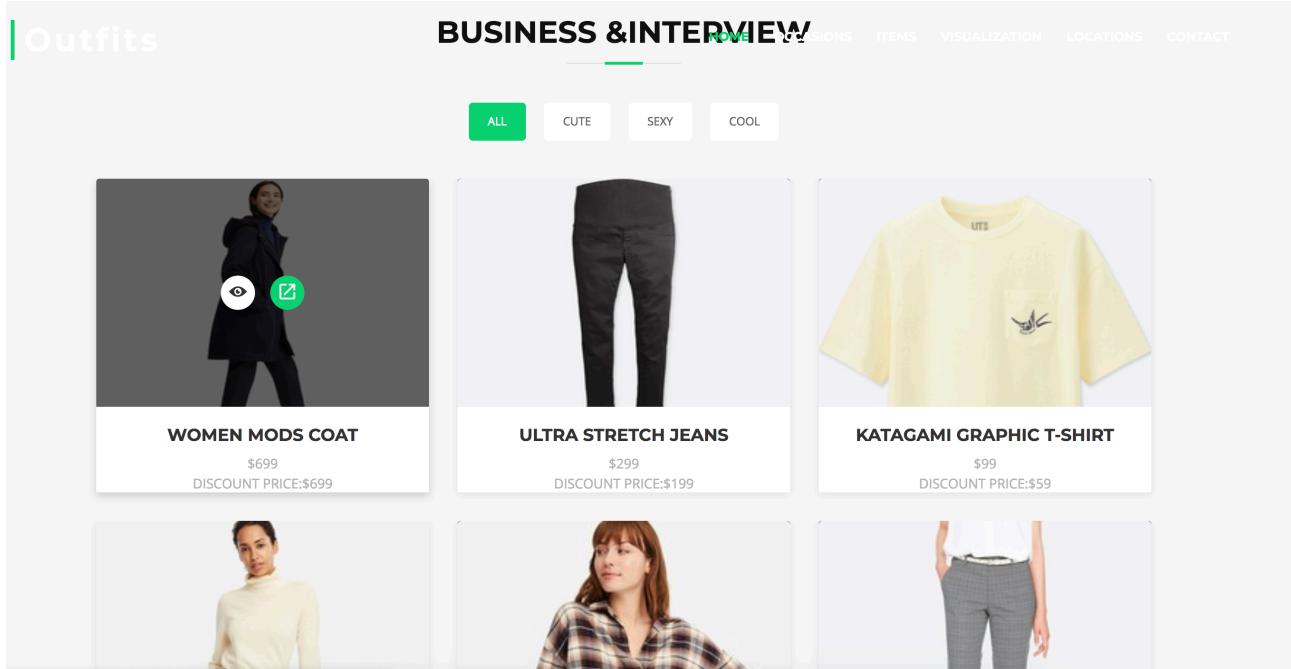


Figure 9. Hover effect of images

Usability Test

Usability test was conducted to check whether my website has the functions that customers desire, and whether those functions are easy to apply for accomplishing a certain task. Altogether there are 5 volunteers being interviewed in order to discover the deficiency part of my website. The volunteers are well selected to be the target customers of my project, 3 of whom are online shopaholic and the others are Weibo KOLs in fashion area with over 1000 fans for each of them.

There are 2 parts for the usability test, firstly the question parts. I raise several questions to ascertain whether the website conveys its benefits in a straightforward approach. Some questions are: “what do you think my website is mainly about?” “Do you perceive it different from other similar website?” “What are the most useful parts for you?” “Name one thing that you want to change for the website.” All of my interviewees know the website is about outfits at the first sight of it. Two of them believe the discount part is quite useful but sadly they cannot really purchase clothes on my website. Thus, I’m considering to add the purchasing link to the clothing though it

will drive some of my users get out of my website. Additionally, one of them suggests me to add a grading system for each outfit so as to clearly figure out which outfit is more popular.

The second part is testing whether they can accomplish a task in a convenient way. The task is to identify the cheapest jeans. The longest one takes 3 minutes to finish while the shortest one only 20 seconds. To figure out why it takes so long to find it for the 3-minute volunteer, she admitted that the steps are too many for her and advised me to put the items or outfit in the homepage since people are sometimes not feeling like clicking more than 3 buttons to find something.

A/B Test

By modifying a single design in the website, A/B test will help me to know which version is better. The original version and variant can be observed in the figures below. I switched the font size to a bigger one in the variant to make the homepage more eye-catching. The assumption is the case that users will be more attracted by the variant and have a higher conversion rate of viewing the overview page. Launched in Dec. 4th, the 4-day report reveals that version B has a much higher conversion rate and more experimental sessions, considering from the general point of view. More specifically, the conversion rate is increased by 31%-1346% and 93%-508% for page duration, compared with the original one. Thus, apparently, the variant has a better design for a higher conversion rate and longer duration. So I will change the font size according to the variant after the

A/B test is stopped.

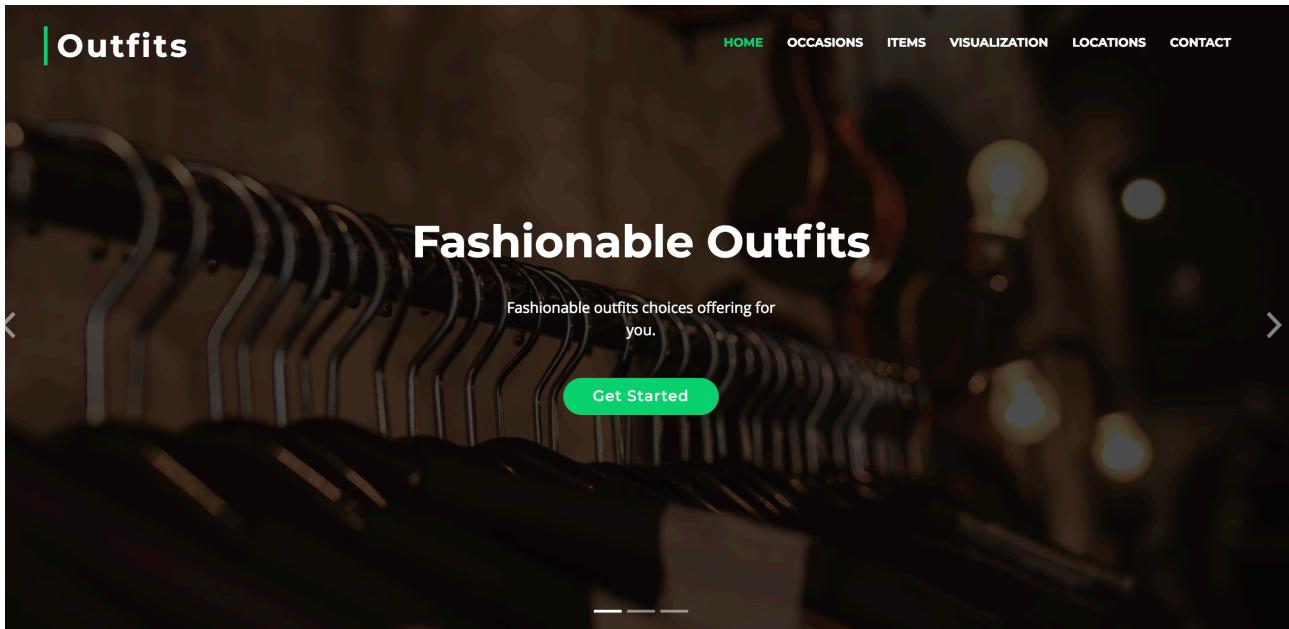


Figure 10. A/B test- original version

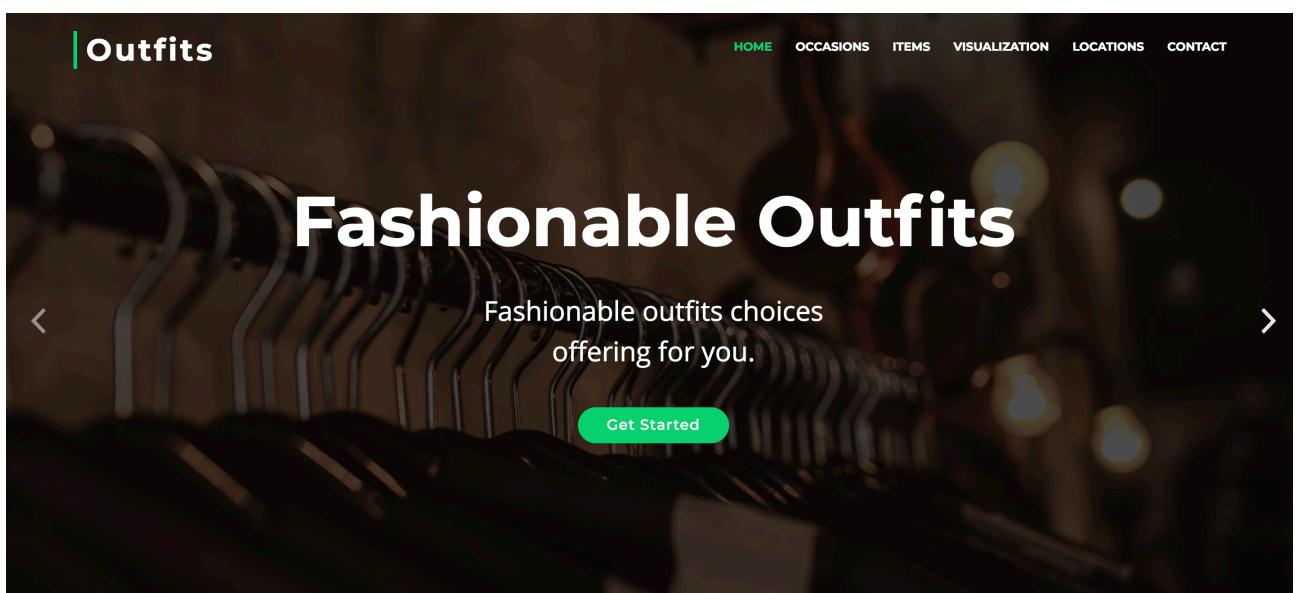


Figure 11. A/B test- version B

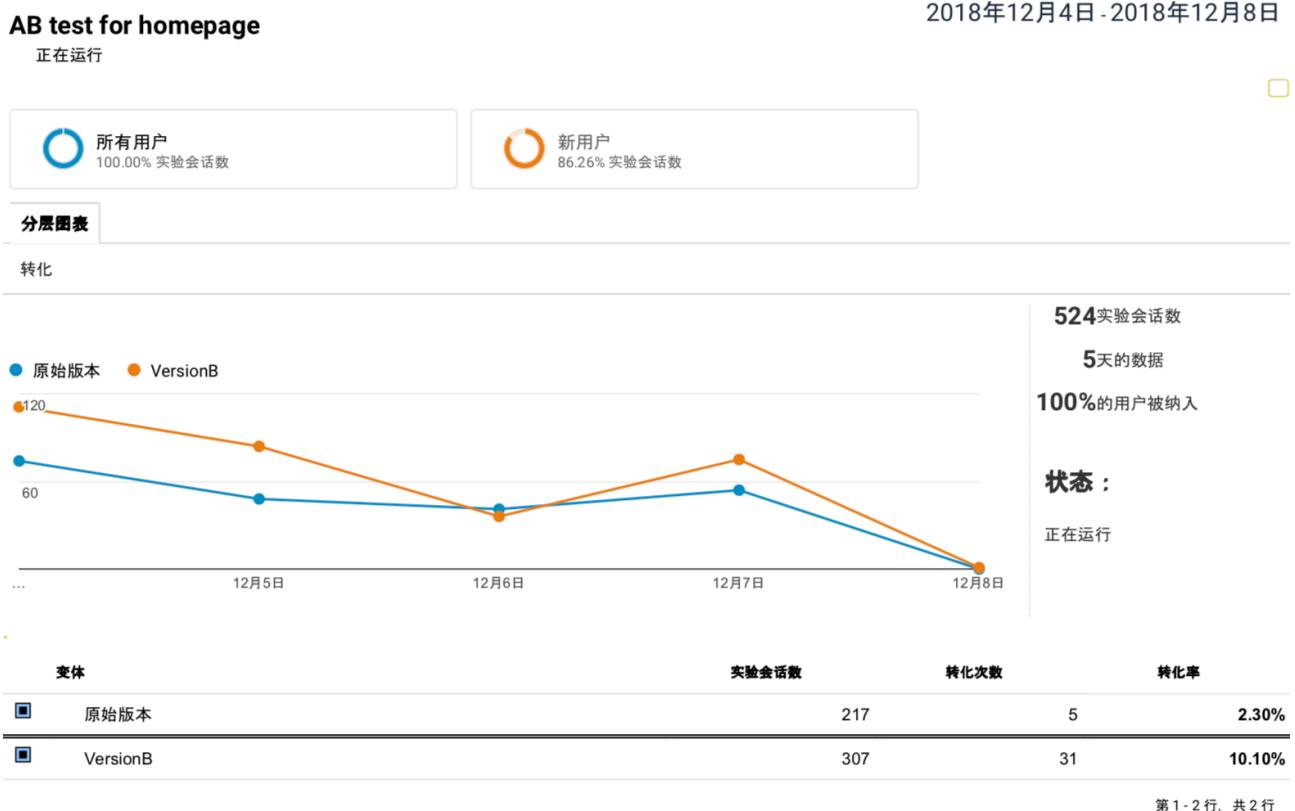


Figure 12. A/B test report



Figure 13. A/B test- Increasing range

Dashboard

In order to test whether my website has achieved its goals, it is vital to measure plenty index of it. The data in the dashboard report will enable me to see the good parts and also the deficient parts of the website, the status quo of the website and the direction to make more improvements in the future. I select 9 metrics for the dashboard, including user number, conversion rate of the first

goal and second goal, the average time spent on webpages, the times of goals achieved, the page view of each webpage, the country or district of the users, the media source, and finally, the devices of the users.

My dashboard

2018年11月28日 - 2018年12月7日



Figure 14. Dashboard

As can be observed in the dashboard report, the conversion rate of the first goal, which is to browse the overview page, is about 16%. As for the second goal of getting to the contact page, users have a 14% conversion rate. Both of the two conversion rates are above my expectation. However, I want to figure out which part leading to the loss of my users. I check the behavior stream of the website to see that the largest proportion for my users to quit the website is in the homepage. That is quite understandable because nowadays people pay special attention to the first page and multiple pages will reduce the chance users giving a click if they are not so interested. Thus, it suggests me to make more improvement in the structure part by putting the outfits recommendations in the first page instead of letting my users to click to another page to find them (although the usability test result tells me my users prefer a concise homepage).

Then, I want to know what the exact pages my users view most. The page view of each webpage in the dashboard shows that the highest ones are autumn outfits, outfits and business outfits. So my website does a good job in delivering outfits recommendations for the users, especially for the above three categories. In terms of the average duration on pages, the line chart shows that it is fluctuating but the final part indicates an increasing tendency in the future.

As for countries or districts where my users come from, the largest two proportions are users from Hong Kong and the mainland of China. There are 62 Hong Kong users but they contribute a great amount of page views (around 1805), implying that the users from Hong Kong, more or less, have more interest in outfits or fashion, compared with people from the mainland of China.

To know more about the media channels, I put the media sources divide in the dashboard. The pie chart is shown that over 50% of the customers come from Weibo, 34% from WeChat and 8% from QR code. For Weibo, I purposefully publish the website link in the outfits communities and fashion communities in order to expose my website for the target people. For example, Sina Weibo hot topics with names of the fashionable outfits, fashionable matching, goddess loves fashion. For WeChat, it is mainly published in our school of Journalism and Communication, of which a large

proportion are girls who are keen on clothing matching. To be added, the devices chart reveals that the desktop and mobile devices ratio is 1 to 1 for all users but 8:2 for new users, which indicate that new users tend to use mobile devices more. And also, another implication is that my website has a nice responsive design.

Conclusion

My final website is planned to offer outfit recommendations for people who are busy, those who are not good at clothing matching, or those who want to dress more pretty. Functions and contents are designed according to users' needs, including occasion classification, single item matching, discount information and locations to purchase. Then, structure and skeleton facilitate me to convey the needed information for users in a logical and convenient approach. Quantitative and qualitative methods learnt in class help to test whether the website is good enough. And finally, all the limitations found in my website tell me to keep improving and learning.