



# Custom Playing Cards

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Christian Castanares

# Project overview



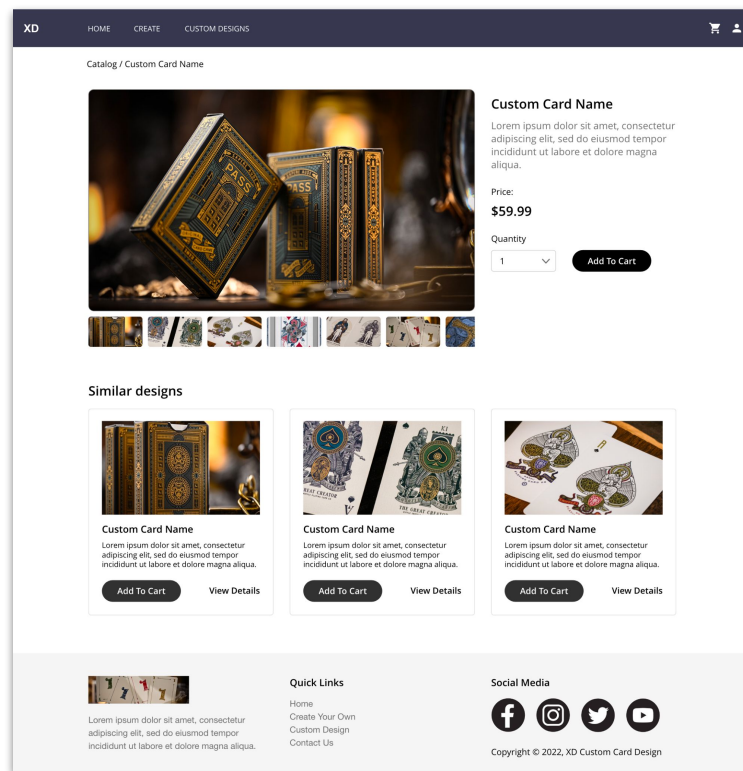
## The product:

Order or design your own custom playing cards



## Project duration:

November 2022



# Project overview



## The problem:

Typical playing cards are all the same, users want a way to customize or personalize their playing cards



## The goal:

Create a solution for user to order custom playing cards

# Project overview



## My role:

UX designer, UX researcher, etc.



## Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.



# Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

# User research: summary



I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. Most users are not card players but collectors and people looking for a custom gift.

# User research: pain points

1

## Lack of websites

Not a lot websites selling custom playing cards

2

## No personalization

Most website that sell custom cards doesn't allow you to upload your own designs

3

## Lack of options

Online stores doesn't have a variety of custom design to choose from

4

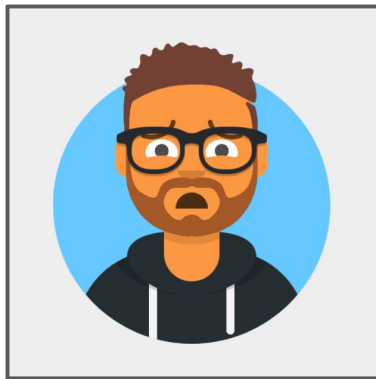
## Ordering

Ordering process is not as straightforward.

# Persona: Daniel

## Problem statement:

Daniel is a busy Web Developer who needs find a unique custom playing card because his bestfriend's birthday is coming up.



**Daniel West**

**Age:** 24

**Education:** Bachelor's Degree

**Hometown:** Orlando, FL

**Family:** Lives with partner

**Occupation:** Jr. Web Developer

*"I build things for the internets by day and a gamer by night"*

## Goals

- Find a unique gift
- Customize a playing card
- Order my custom playing cards easily

## Frustrations

- Not enough places to buy custom playing cards
- No personalization options
- Lack of pre-designed options

Daniel just graduated university and got his first job in a fast pace environment. In order to gain more skills he usually spend his free time watching web development tutorials online. To get more out of his free time he tends to shop online for most of his stuff. He likes doing things efficiently and correctly.



# User journey map

Mapping Daniel's user journey revealed a lot of insightful things about what features were needed and how to improve upon existing features based on the competitor research.

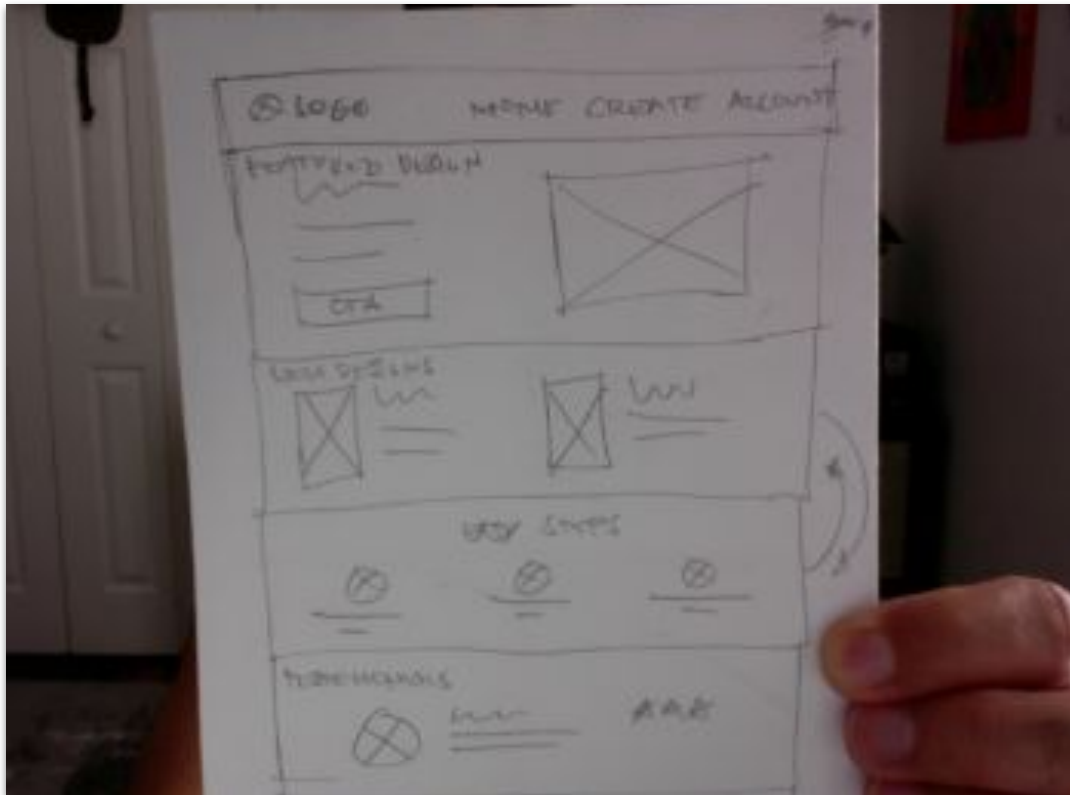


# Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

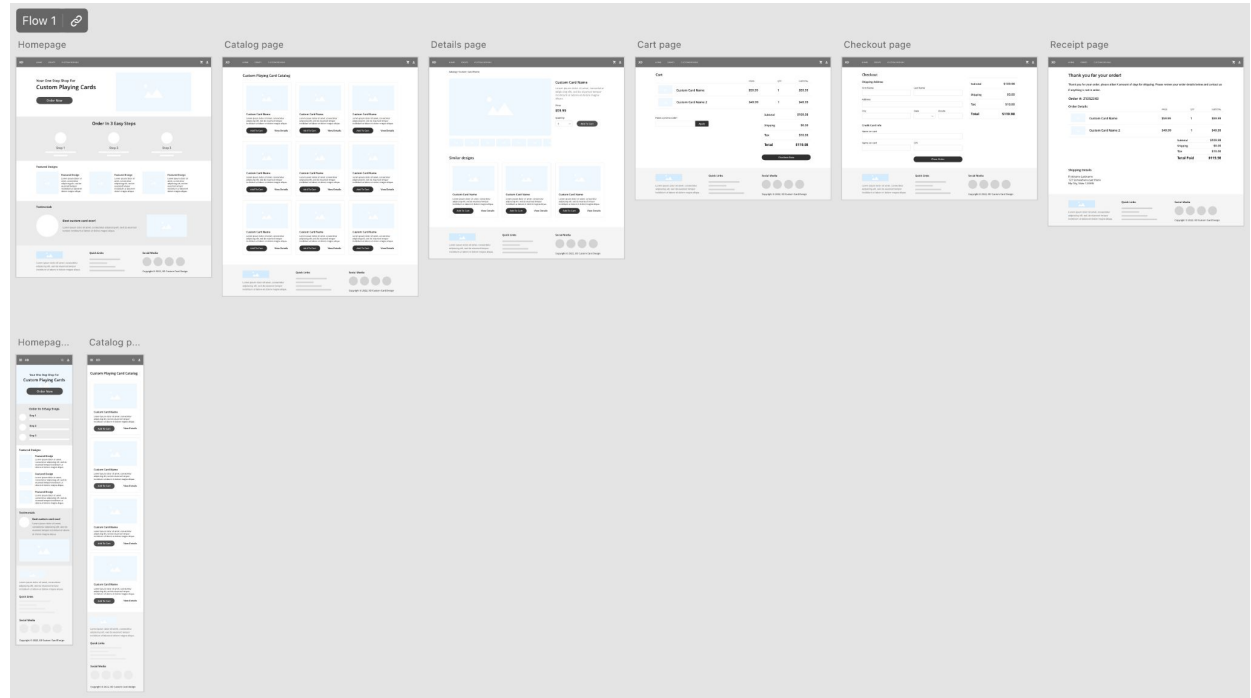
# Paper wireframes

For the paper wireframes, I focused on the very basic user flow. Adding all the basic elements that I believed the website will need to address the user pain points.



# Digital wireframes

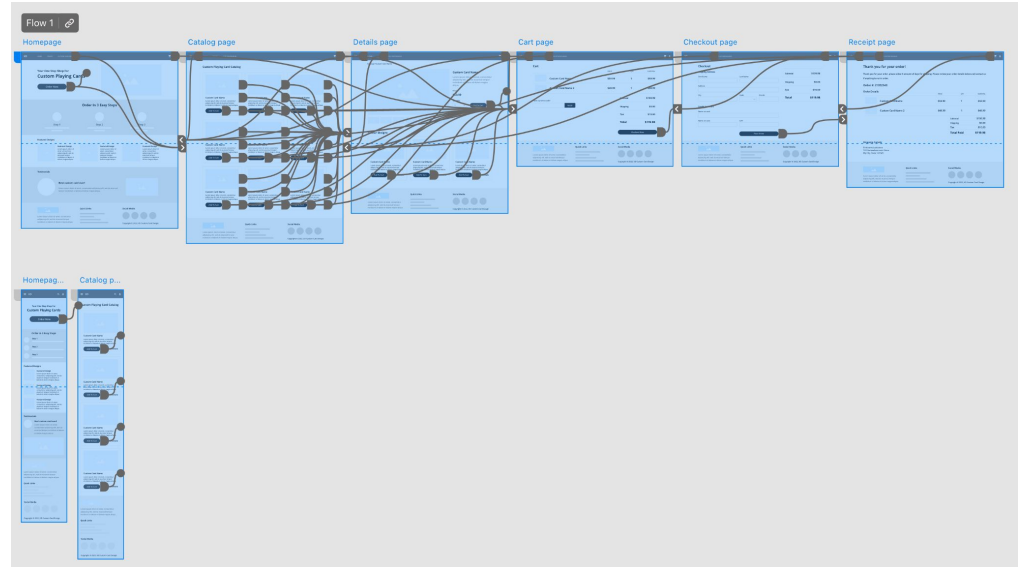
Digital wireframe were created based on the feedback received from the paper wireframe.



# Low-fidelity prototype

Using the completed set of digital wireframes, I created a simple low-fidelity prototype. The primary user flow I used is the same basic flow from the paper wireframes, so the prototype could be used in a usability study.

View the [low-fidelity prototype](#)



# Usability study: findings

There were two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

## Round 1 findings

- 1 Users want more choices based on the current design they are looking at
- 2 User wants multiple images to help them decide if they like the product
- 3 User complained the lack of images in the card

## Round 2 findings

- 1 Adding a similar designs section on the product details allowed the user to view more options
- 2 Adding the product image in the cart helped the users confirm that they added the correct product in the cart



## Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

# Digital wireframes

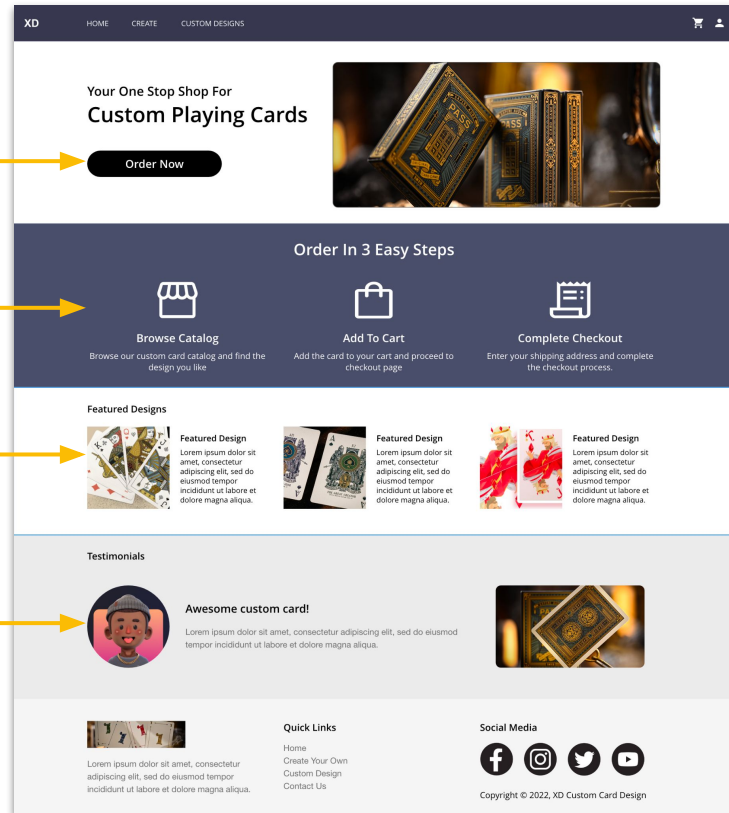
Digital wireframe were created based on the feedback received from the paper wireframe.

Main CTA

Easy Instructions

Showcase Popular Designs

Trust Mark



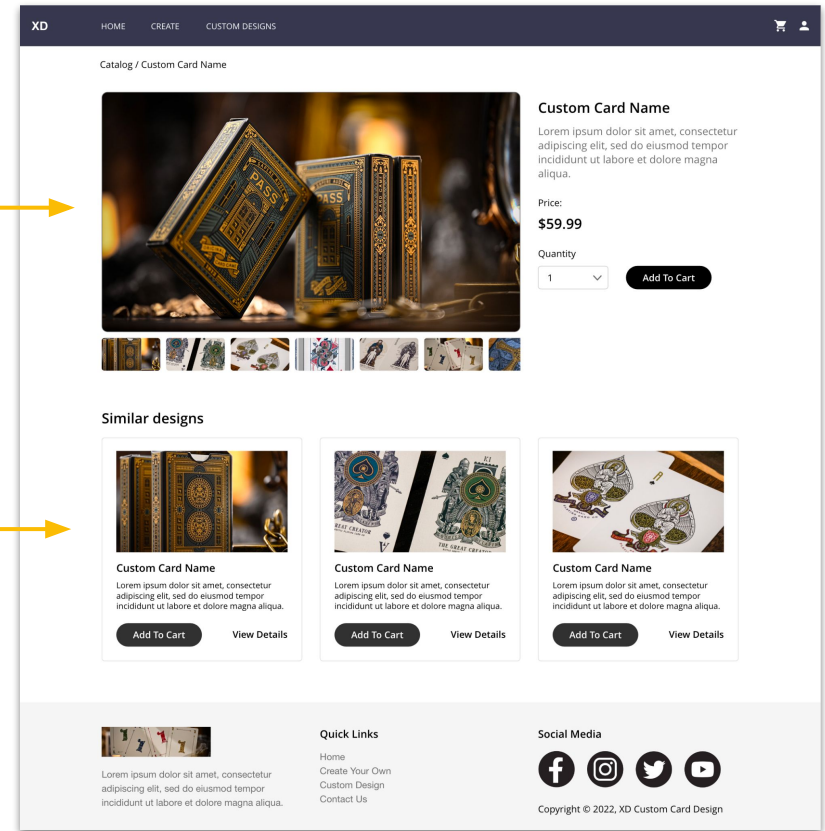


# Digital wireframes

During the research we identified that the users usually likes to see similar designs so we added a section below the product details

Main product  
the user is  
viewing

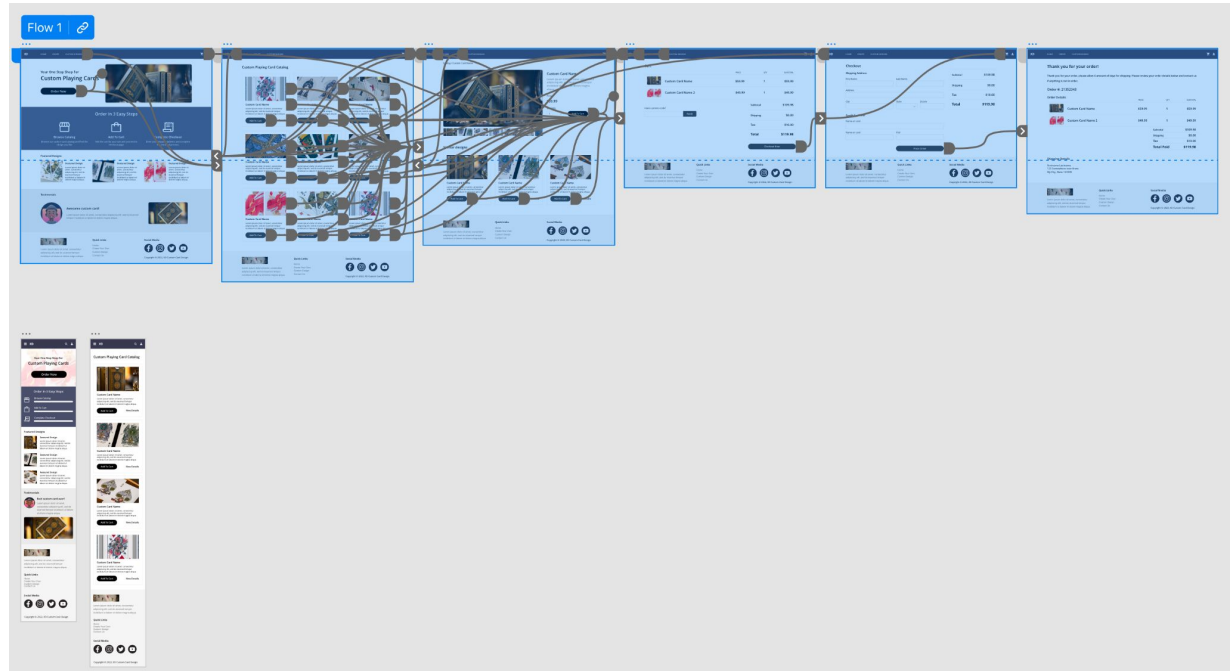
Similar Designs



# High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for building the payment app.

View the [high-fidelity prototype](#)



# Accessibility considerations

1

Adding icons that communicate the actions the user is taking to make navigation easier.

2

Bigger font sizes for users that are visually impaired

3

Avoided colors that are hard to distinguish from each other



## Going forward

- Takeaways
- Next steps

# Takeaways



## Impact:

Users feels that the website will help make their lives a little bit easier by having an easy way to order custom playing cards

One quote from peer feedback:

*"This make it easy to find a unique gift for my brother who love art."*



## What I learned:

I learned that the design is an iterative process, your first solution will not always be the best solutions. You need to get feedback from your users and peers.

# Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine any new areas of need.

3

Do another round of design critique session

# Let's connect!



Thank you for reviewing my case study! If you want to get in touch or just want to connect you can reach me at:

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