



Early prototypes

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The good bois club

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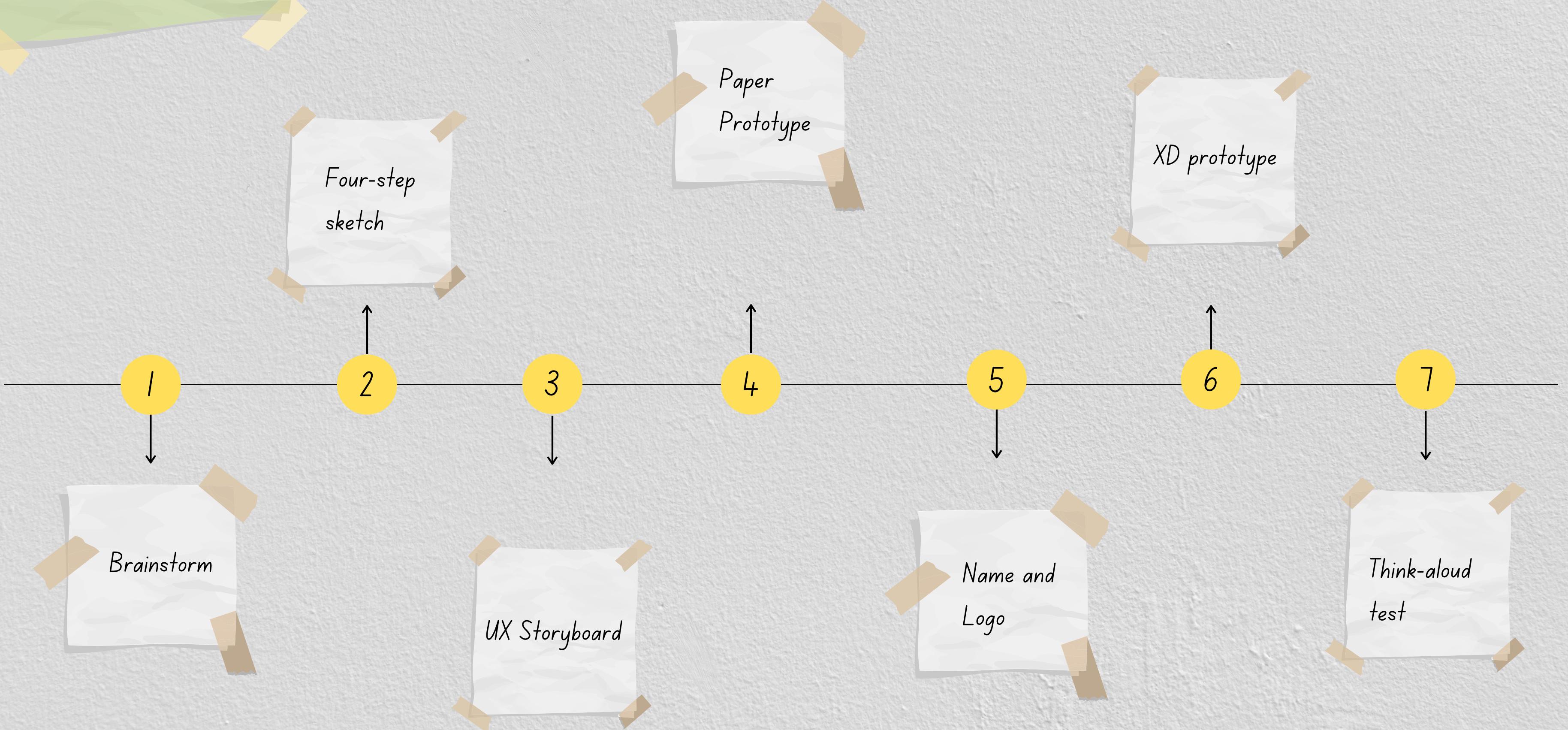
Our Project

From the very beginning, we knew we had to take advantage of how colorful Copenhagen is. That's how we came up with an idea that allows users to capture the unique colors of this beautiful city through their phone cameras and apply them to t-shirts, thus creating unique designs.

After a thorough and challenging process, we refined our vision and perfected our features. We improved our user experience and simplified the steps needed from design to purchase.

Welcome to HEX Copenhagen, the first mobile application to design your own colorful t-shirts based on your surroundings!

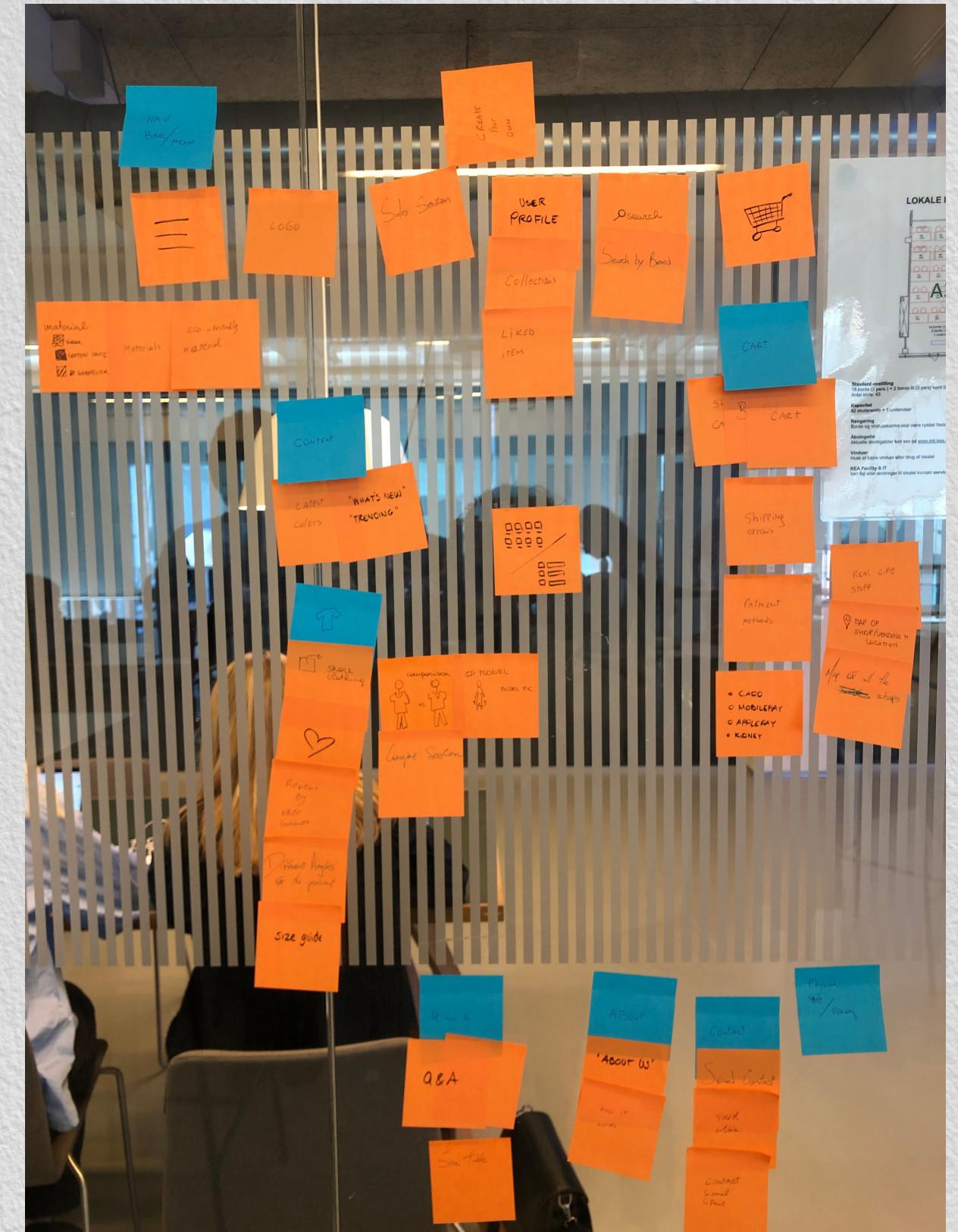
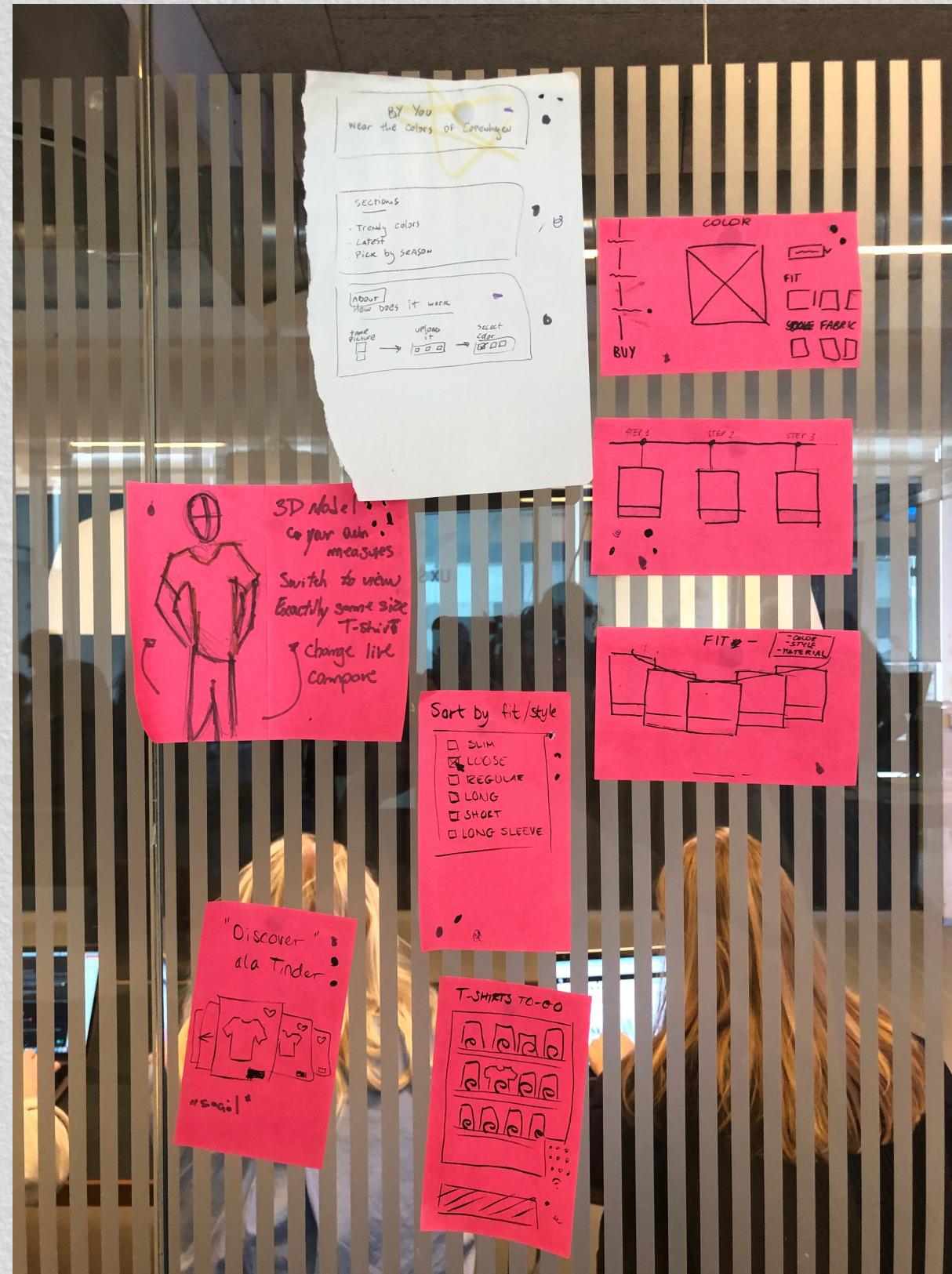
Process



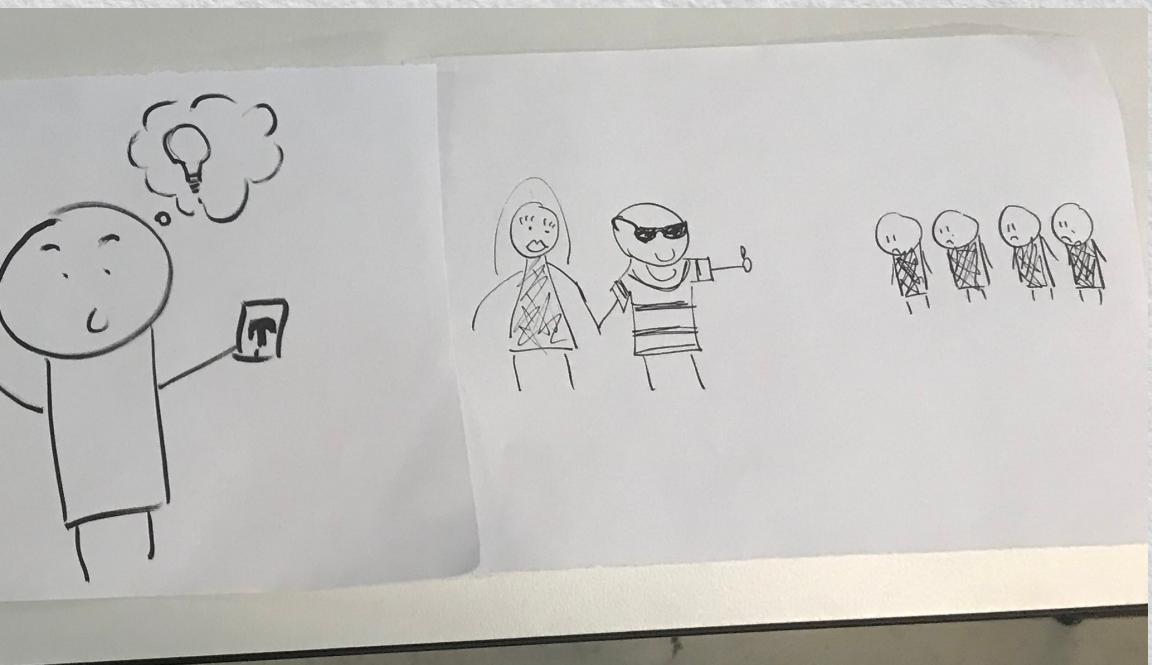
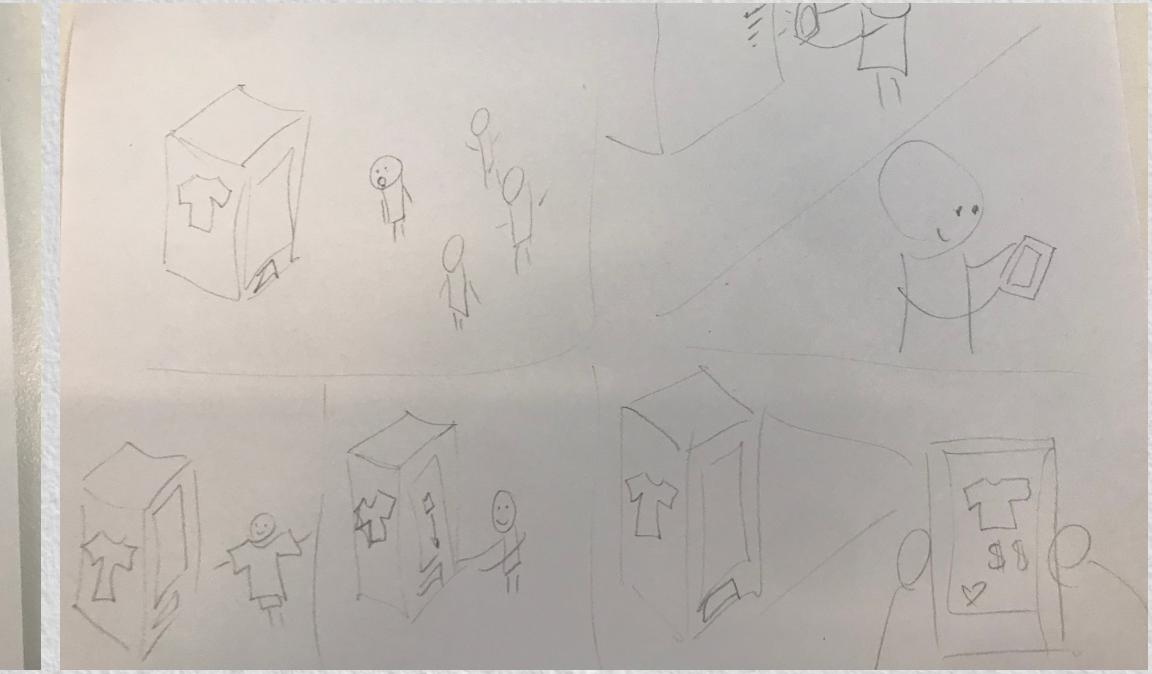
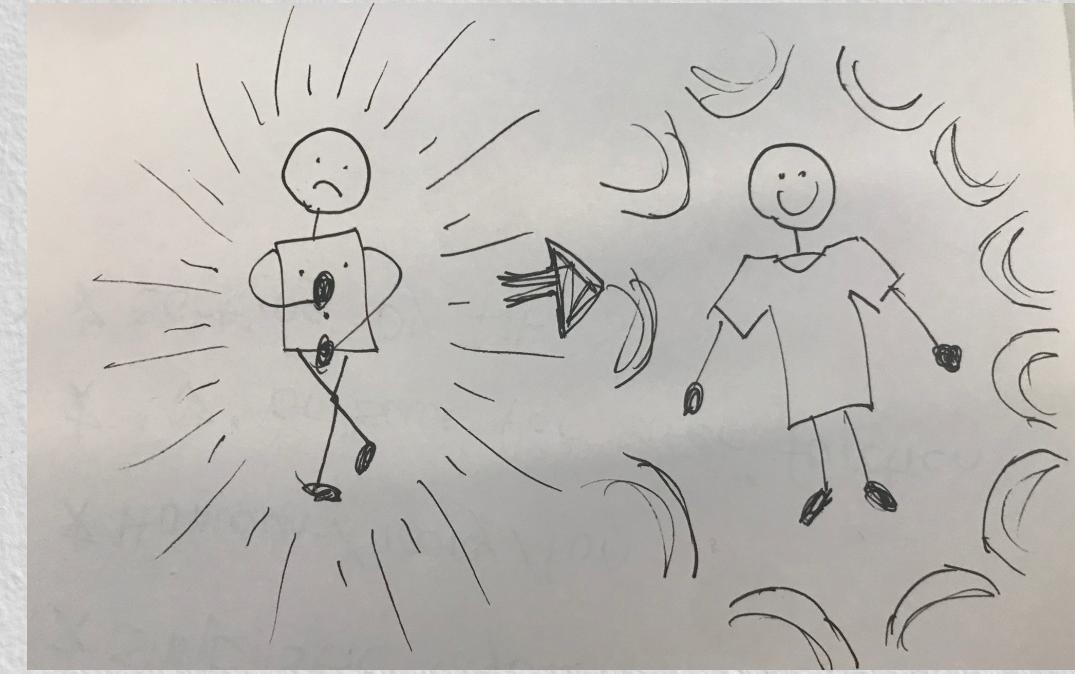
Brainstorm and Four-step sketch

Everything started with a few post-its on a wall.

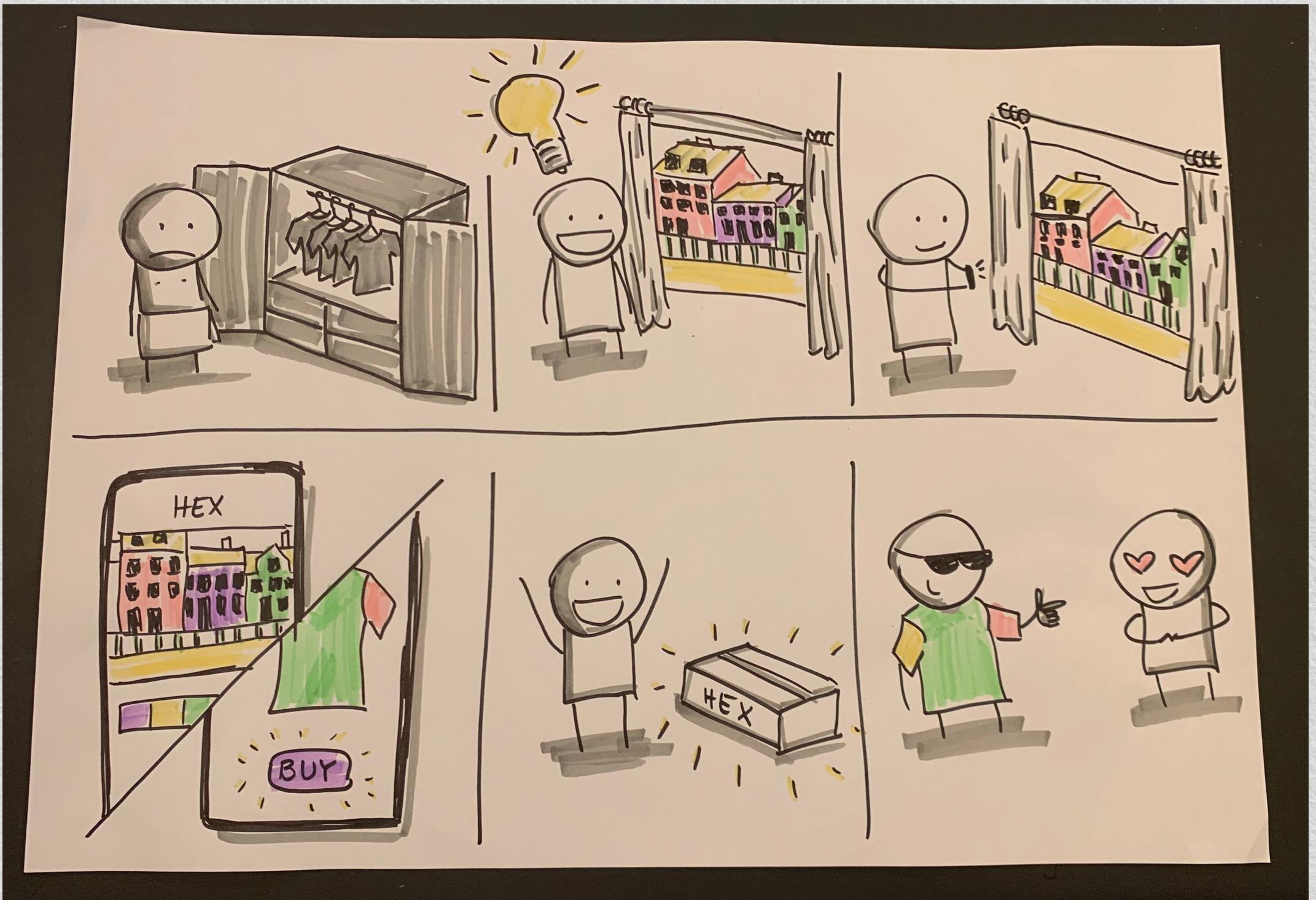
After a few tough decisions, our vision was alive!

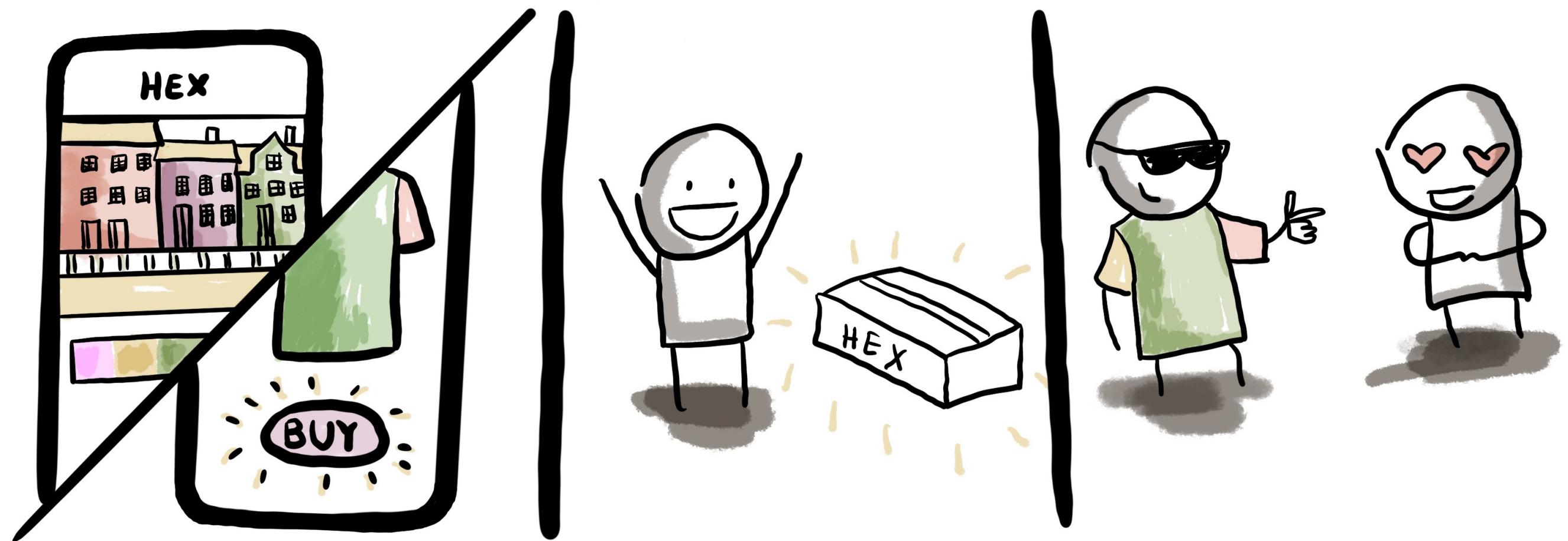
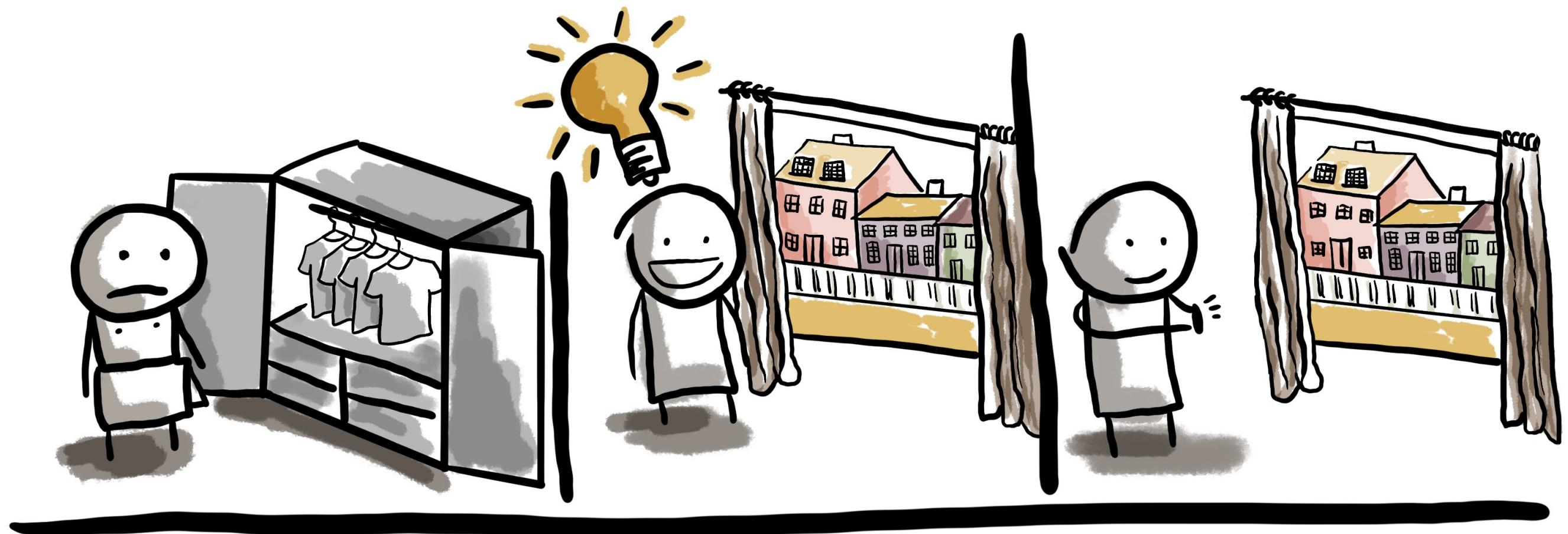


UX Storyboard

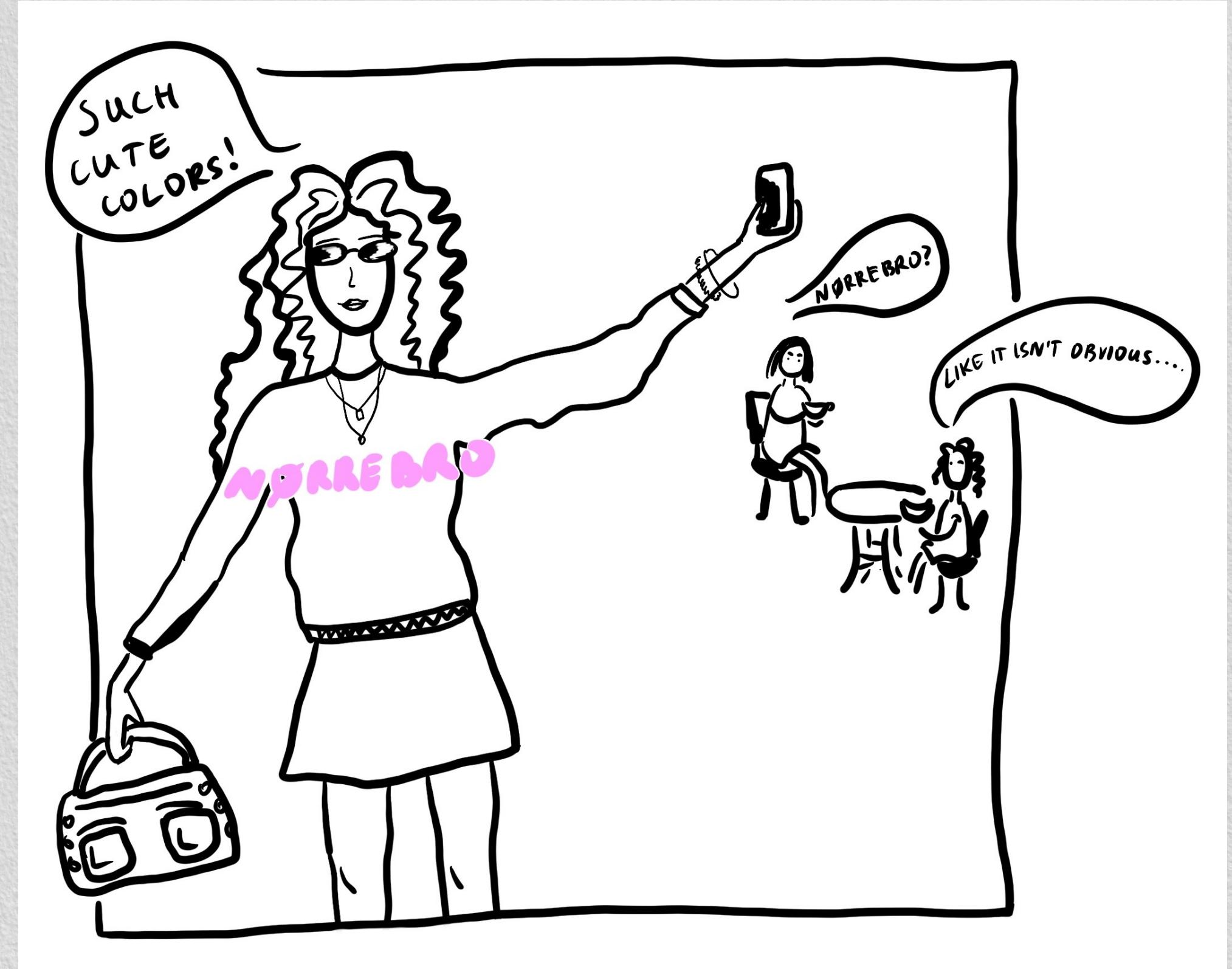


Our storyboard starts with a person realizing their clothes look all the same. But then they realize that they live in Copenhagen. So they take a picture of their surroundings, capture the different colors, and apply them to a new, unique t-shirt. Welcome to the cool life!





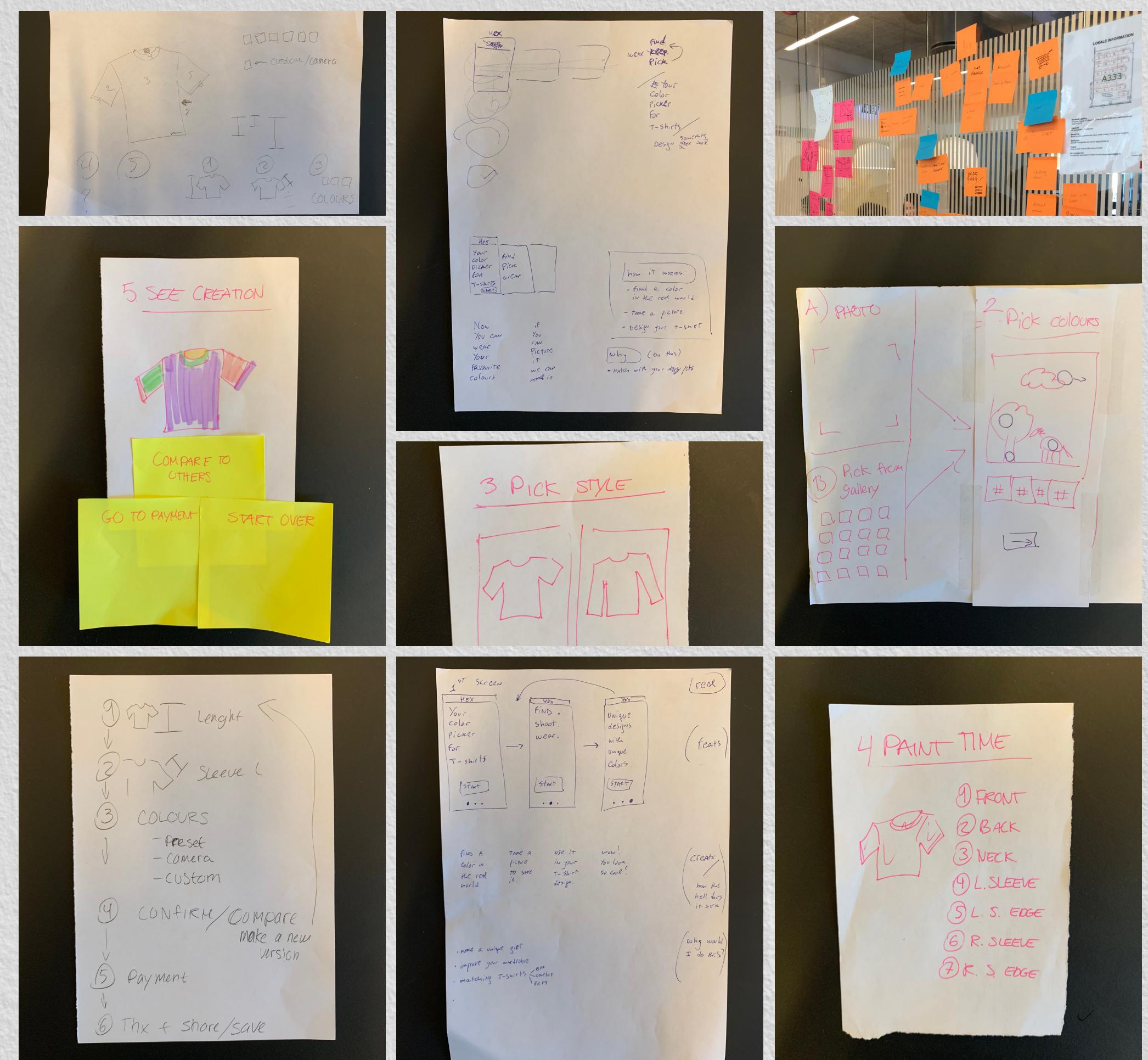
Our product would also allow users to be recognized by certain colors or patterns from different neighborhoods in the city

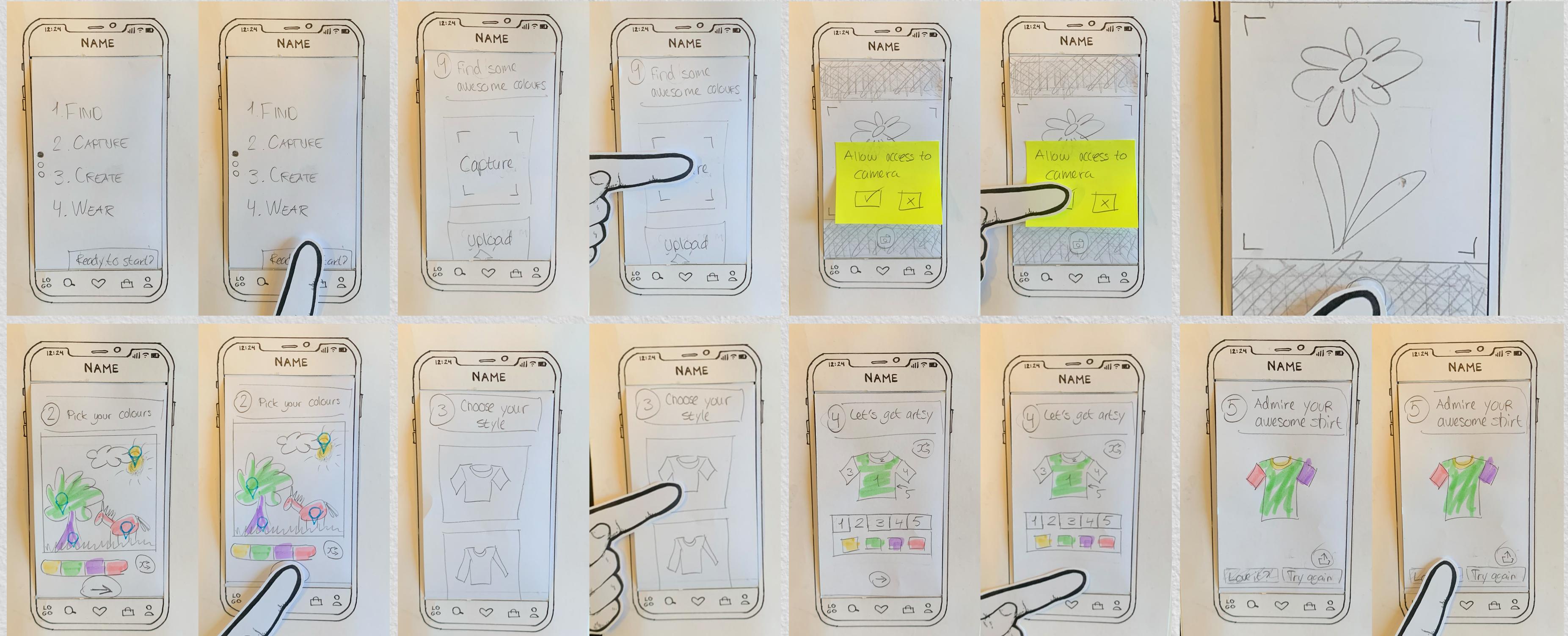




Paper Prototypes

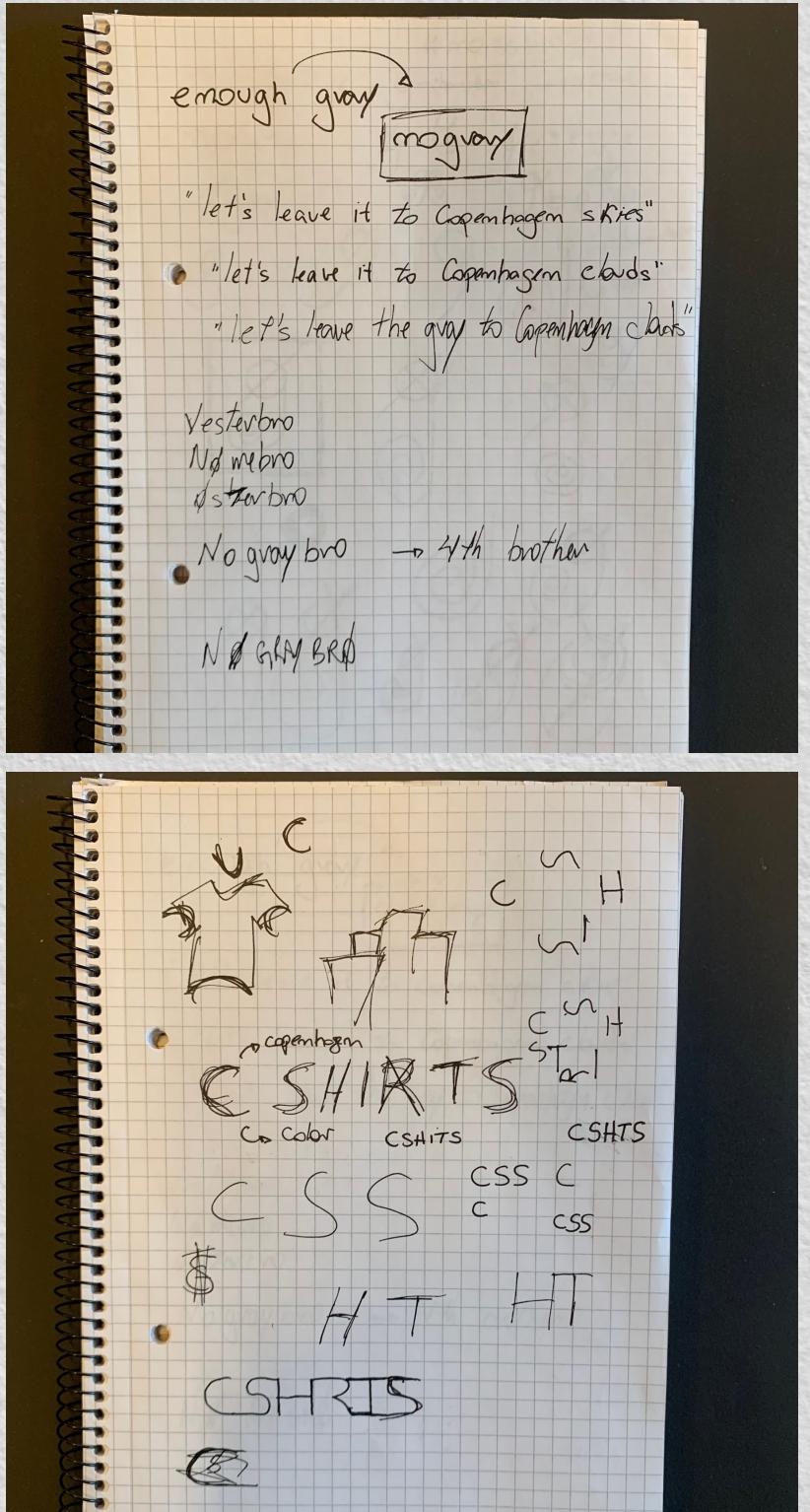
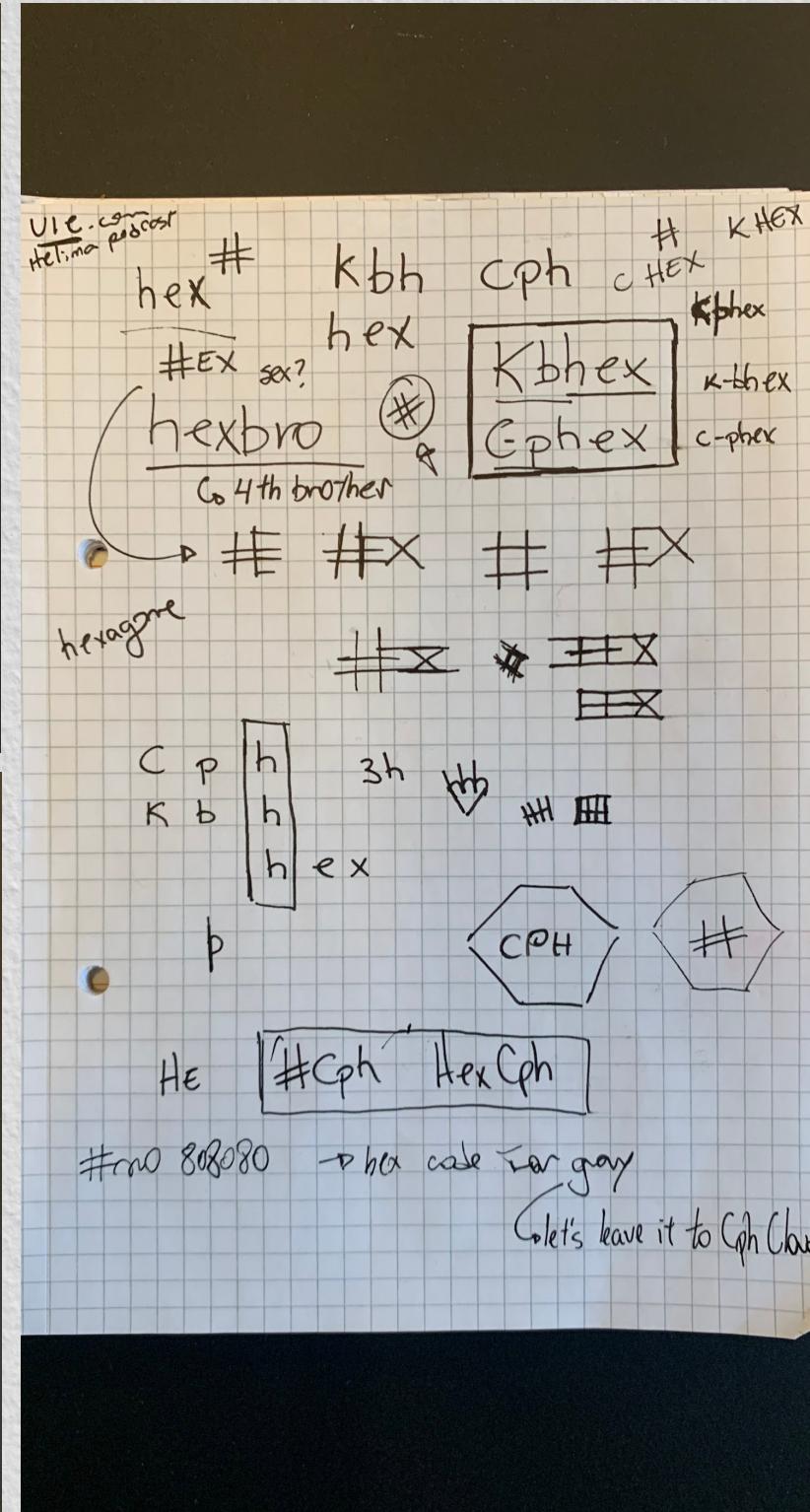
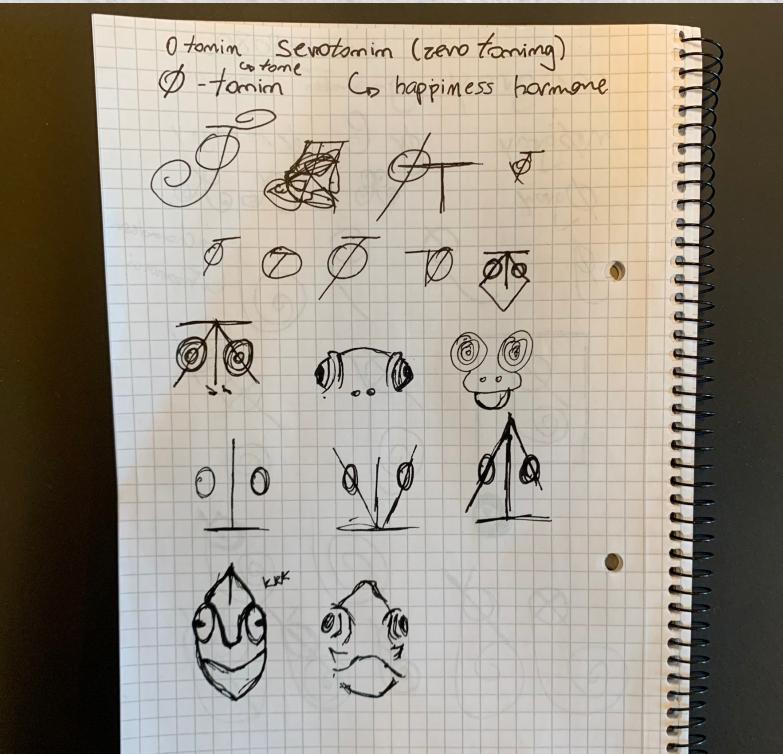
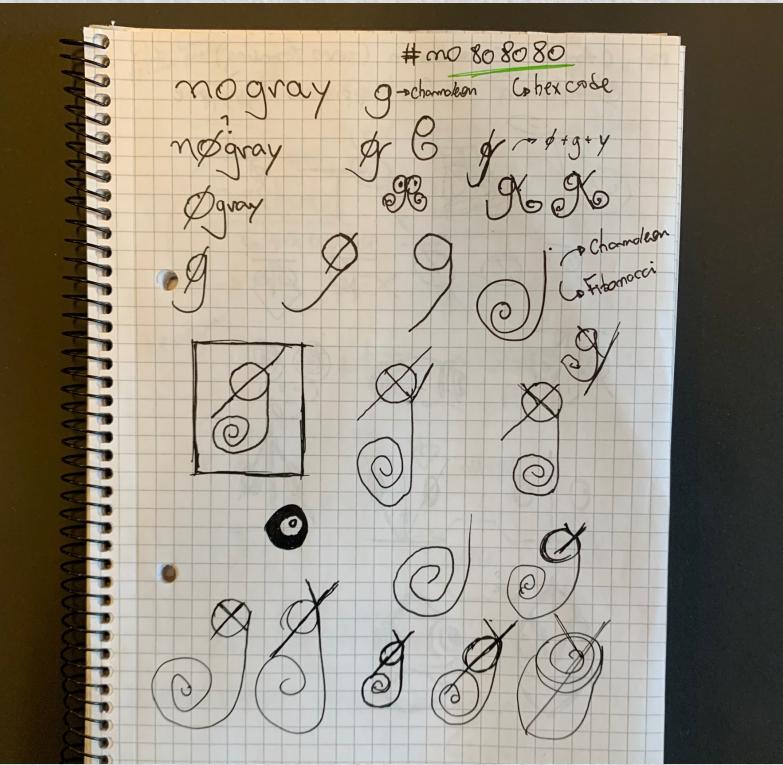
We then divided the application into three main sections: what, how, and why. This is the backbone of our paper prototype.





Name and Logo

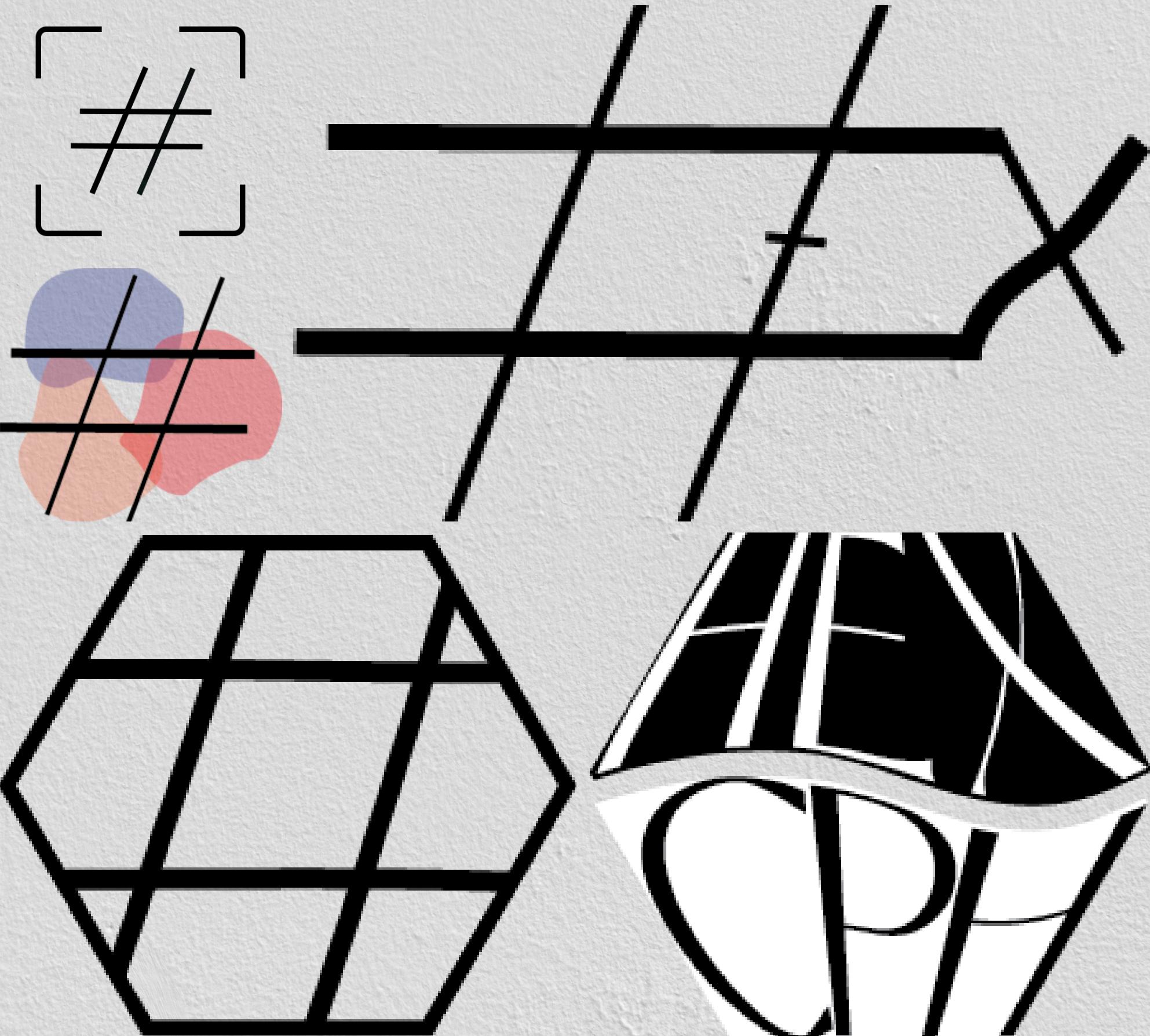
We still needed a name and a logo for our brand, so we did what any modern democracy would do: a survey. Each member had one vote and the name with the most votes would win.

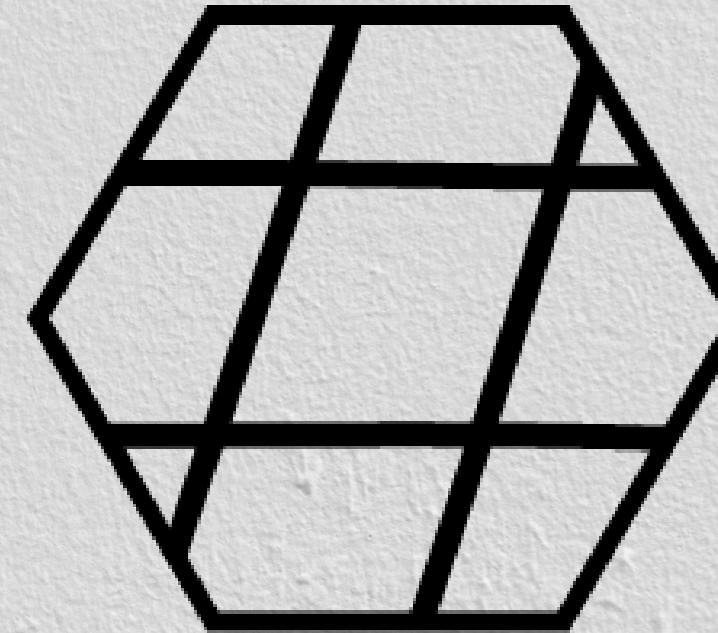
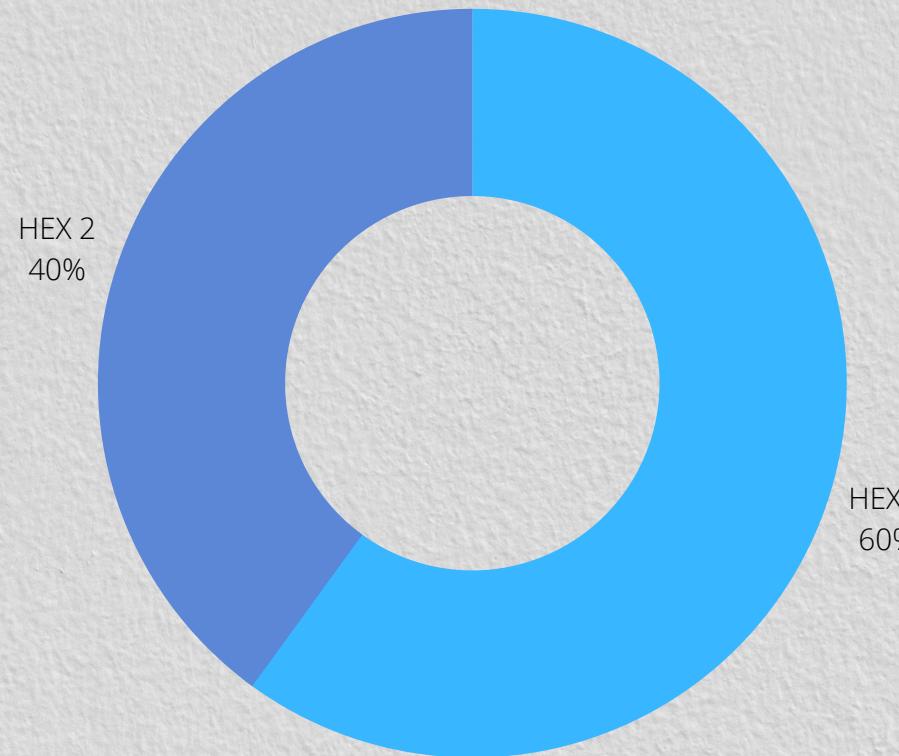
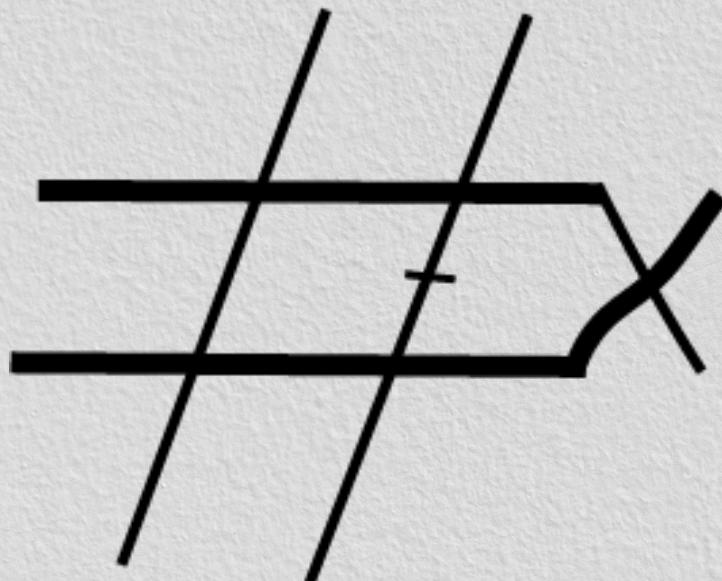




HEX
Copenhagen

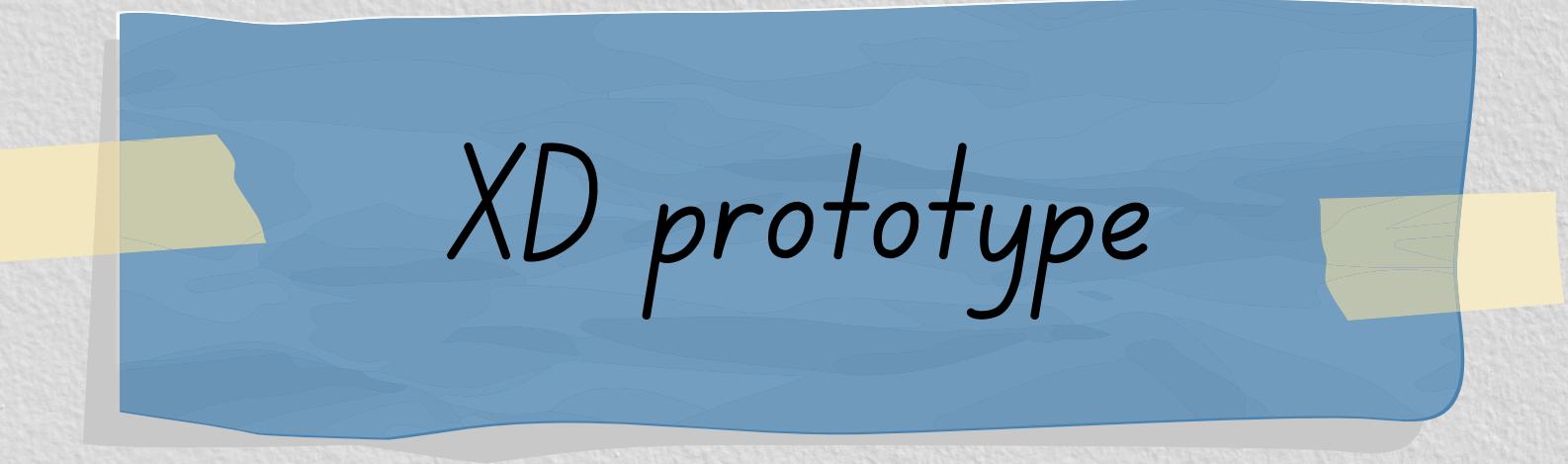
We tried different names for our project, and HEX Copenhagen was the winner. Each one of our designs is a improvement based on the previous one.





In our survey two logos received the most votes. And by just one more vote, the "HEX 1" logo was selected.

Since hex color codes represent RGB values for screens, our name and logo make a direct connection to our product.



XD prototype

After some trial and error period, our early prototype was ready.

<https://xd.adobe.com/view/6f9el05c-a9de-492e-9609-cb8f207932ef-3acd/?fullscreen&hints=off>

Think Aloud test

And last but not least, we did a think-aloud test so as to be able to make improvements to our features in the future.

Think Aloud Test is a test method where the testee is asked to use the system while talking out loud. This is useful to have an insight into the user's thought process while using the app.

Executive summary

A think-aloud protocol is a method used to gather data in usability testing in product design and development. The testees will be asked to perform two tasks on the prototype of the hex app. The first one will be to design their own t-shirt, with a color pallet of their choosing. The second one will be to purchase the t-shirt they previously design.

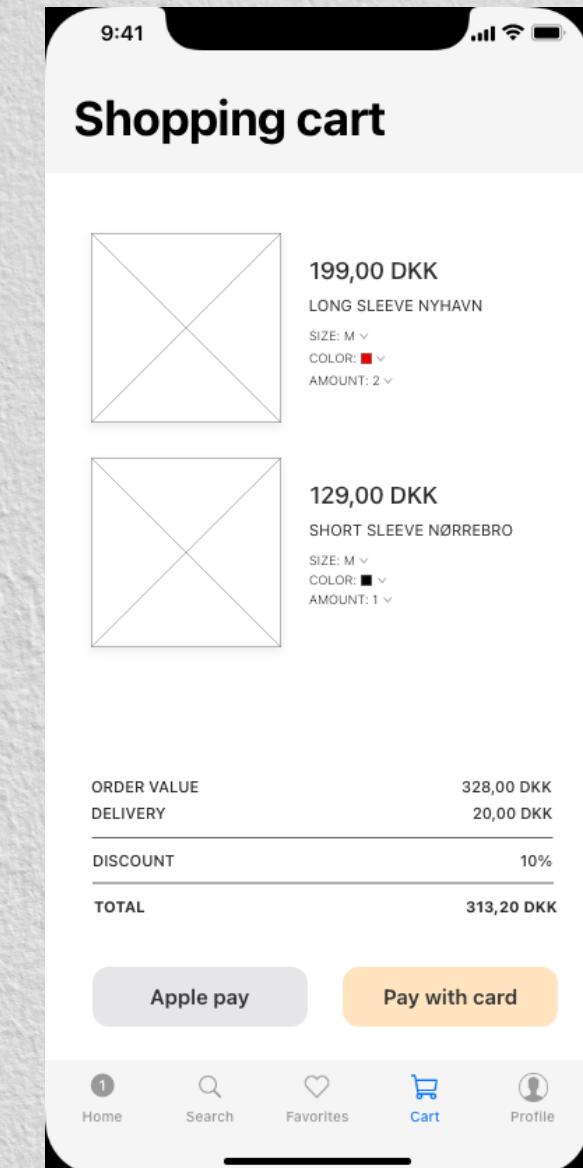
For this test, two persons were recruited, Malena D. 29-year-old female who graduated in the design field, and Felix R. 32-year-old male with a background in marketing.

- The tasks were performed within the expected time frame.
- Confusion with what the user considered the home page compared to what it was initially intended during the design process.
- The testee thought they would choose the color from a hexadecimal color wheel.
- Overall, all tasks were performed effortlessly by both testees as they explained these were processes, they were familiar with.
- After review the results, there should be a design iteration of the concepts the users pointed out and there should be a new test once the desinged has been improved.

The testees will be asked to perform two tasks on the prototype of the hex app.

The first one will be to design their own t-shirt, with a color pallet of their choosing.

The second one will be to purchase the t-shirt they previously design.



The task was performed easily although the testee thought they would choose the color from a hexadecimal color wheel.

This task was performed effortlessly by both testees as they explained was especially intuitive and this was also a process they were familiar with.

Desk Research

Successful t-shirt brand have a defined target group

Find your niche market and target your product to that specific audience

Explore advertising ideas that work for the specific group

Target the product to younger generations

The design and process of making should be what sets them apart from other brands

Younger Generations Love Personalized T-Shirts

Printed T-shirts are not recommended as a target

Due to the dominance of low-cost labor and vertically-integrated supplier countries

Brief – T shirt online store testing

Project roles:

Test Moderator: Martina Amado

Test video/audio responsible: Federico Barbieri

Team members documenting: Federico Barbieri, Yani Velasco.

Key stakeholders:

Teachers

Key dates and times:

Recruitment done by: 18/03/22

Tests planned for: 19/03/22

Documentation ready: 20/03/22

Background / current situation:

Hex is an online t-shirt shop where customers choose the color pallet, they will use for designing their own t-shirt, by uploading a photo and using the colors from it.

Test design:

The testees will be asked to perform two tasks on the prototype of the hex app.

The first one will be to design their own t-shirt, with a color pallet of their choosing.'

The second one will be to purchase the t-shirt they previously design.

Brief – T shirt online store testing

Test type: Think out loud

Test subjects:

Target group

Number: 2

Recruitment criteria: A female and a male from ages 25-35
who had previously purchased t-shirts online.

Test areas:

T-shirt design

T-shirt purchase

Output:

- The tasks were performed within the expected time frame.
- Confusion with what the user considered the home page compared to what it was initially intended during the design process.
- the testee thought they would choose the color from a hexadecimal color wheel.

Debriefing:

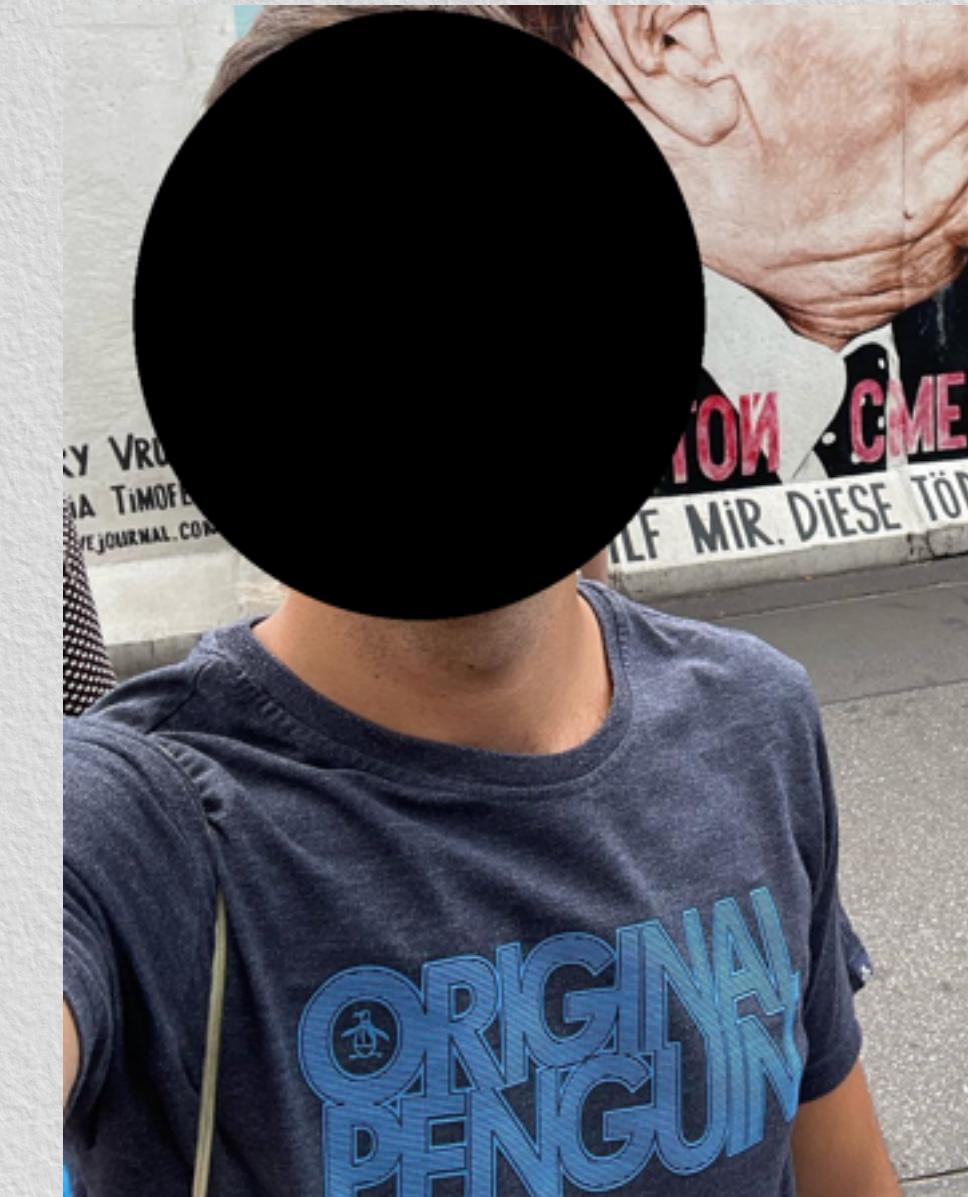
The debrief will be conducted by asking the following questions.

- was this prototype easy to use?
- how would you rate the looks of this prototype?
- how would you rate your satisfaction of using this prototype?

Appendix - participants



Malena D. 29-year-old female,
graduated in the design field.



Felix R. 32-year-old male with a
background in marketing.

Appendix – Test script

- The purpose of this test is to determine how easy is to purchase a t-shirt and the level of satisfaction with the parts that are editable in the t-shirts.
- Approximately five minutes per participant.
- Comments for the moderator conducting the test: ask about their experience using the app, avoid biased questions and encouraging affirmations, be objective.
- Success/Fail criteria: The test gives a useful insight into the customer's thought process and gives the opportunity to improve the said process.
- Metrics: time spent while performing the task compared to the time assigned on this document.

Appendix – Test analysis

Color
picker

Final
Result

Purchase
Flow

Home Page
–
Create
Page

Favorite
Opinion

Camera
Opition

Hexadecimal
Pallet



kea

KØBENHAVNS ERHVERVSAKADEMI

Thank you

The good bois club