



# BlueCollar

By Yoana Ivanova

# Content

- Survey - 3
- Card sorting - 5
- Sketches - 7
- Wireframe - 8
- Testing of the wireframe - 9
- Creating the brand – 10
- Final product - 11
- Peer review – 12

**Git link:**

<https://git.fhict.nl/l476234/bluecollar.git>

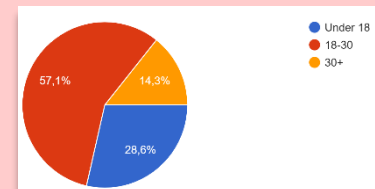
**Prototype link:**

<https://xd.adobe.com/view/641589ea-624c-45d4-99d9-90d2af37922b-3146/?fullscreen>

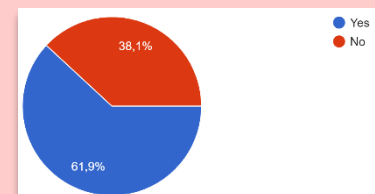
# Survey

I created a short survey to check how often do people actually shop online for shoes. Unfortunately, I did not receive many answers at all, but a little feedback is better than none.

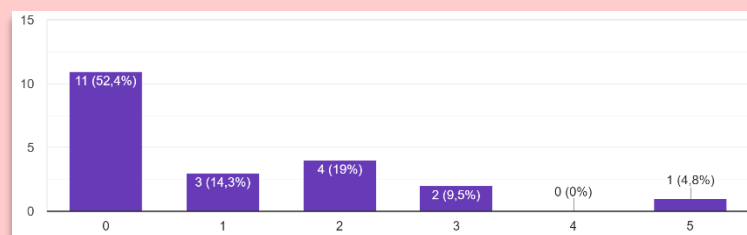
My first question was about their age since I wanted to check my target group. Most of the people have answered are teenagers/youths, which leads to me to the conclusion that my target group will be young people.



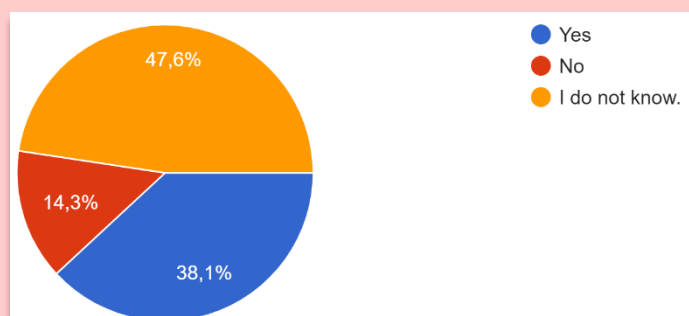
My next question was to check if the users have actually shopped online (not looking through websites, but actually buying stuff). The majority of people have actually bought some items online.



The following question is to see if people actually shop online for shoes and if yes, how often do they shop. As you can see, most of the people do not buy shoes online. Even if they do, they do it rarely.



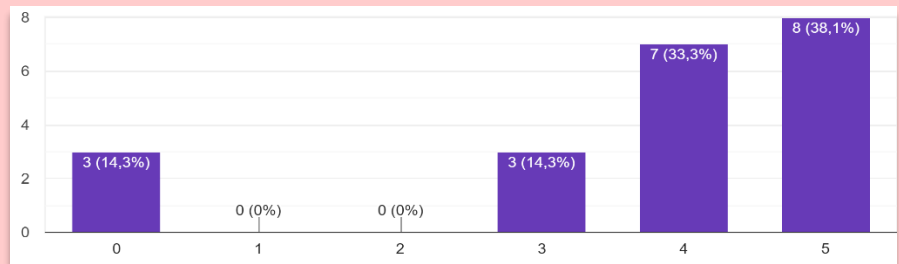
Afterwards, I wanted to get people's opinion on the online shopping websites they have used – whether they like the design or not. As expected, the majority does not have an opinion, which I think is because of the similarity of all websites. The websites do not have any individuality.



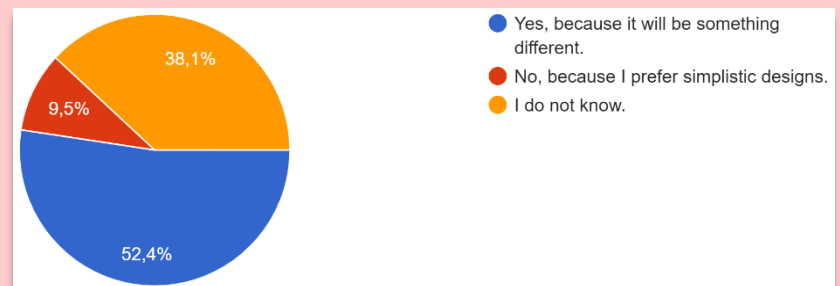
My next question was with an open answer. I wanted to check why people are happy or not happy with the designs and since the majority “does not know” in the previous question, here the answers were not very different. However, some people said that all online shops look the same, so I assume this is boring for the users. Also, some people like the organization of the websites they have visited. Which leads me to the conclusion that all websites have the same template, because it works.

The following question was to rate their experience with the online shops. As you can see, the majority is happy, so the functionality of the websites they have used is good, even if it is not that pleasing to look at. My next

question was to give me more detailed information about why they had good/bad experience, but the answers are “idk” or “-“ so I could not get any information from that question.



My last question was “Would a more colourful design of a website keep your attention for longer compared to minimalistic design?”. Most of the people said yes, which I assume is because they are young people and wants more colourful stuff. However, many people did not have opinion as well.



To conclude, from this survey I was able to find my targer group that I mainly youths (18-30 years old). Most of the people that have filled out the survey have bought some items online. However, not many of them actually shop online for shoes. The majority did not have opinion on the online shops’ designs they have used, which made me thinking I should create something memorising, something that will chatch your eye. People decribed that all the websited look the same in their opinion, so this is a problems that I should work on. Last but not the least is that people would actually like to see more colourful websites’ designs.

# Card sorting

Filters are really big part of the online shops, so it is really important to order them correctly so that the user can be happy. I asked three people to sort the filters I am thinkig of using. I asked them to order the filters by importance. We did that using an online tool since it was easier.

Cards ?

Import

Export

Delete all

Card label

Gender

Price

Size

Type of shoe (to train, to walk, etc.)

Colour

Cards ?

Import

Export

Delete all

Card label

Gender

Type of shoe (to train, to walk, etc.)

Size

Price

Colour

Cards ?

Import

Export

Delete all

Card label

Price

Gender

Size

Colour

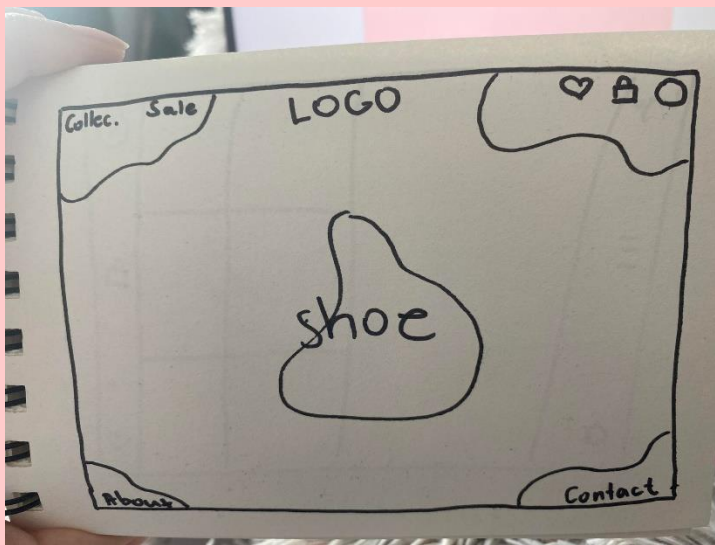
Type of shoe (to train, to walk, etc.)

To sum up, two of them actually think that the gender is the most important filter, which leads me to the fact that I should make that separation really clear. Price is the second most important filter, which I though will be in first place. Size takes the third place with the

agreement of all three people. The type of shoe and the colour of it are the last two filters. I did not put a filter for the brand simply because my idea is this website to have only Nike shoes. Thanks to this research method now I will be able to make my website more user-friendly.

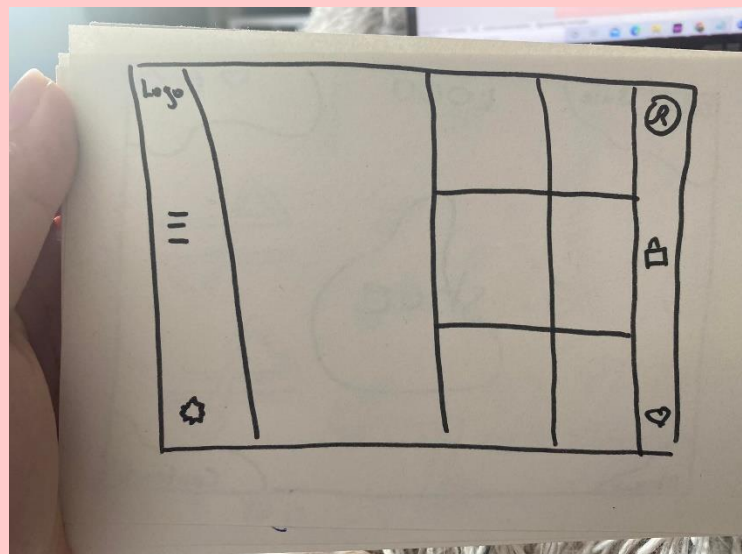
## Sketches

At the beginning I had a couple of designs in mind. My first idea was to create a design with blobs (the ones I used on my cover page), but then realised it will not be functional. I continued brainstorming and searching for inspirations on the internet and found some home pages of shoes' websites that I really likes. My main goal was to be really colourful since I really like it that way – I just wanted to put part of myself in this website. Finally, I found a home page design that I really liked so I stole it, and continued brainstorming the design of the other pages so they can match the home page.



The first design that I sketched. This is the version with the blobs.

This is my actual design that I took inspiration from the internet.

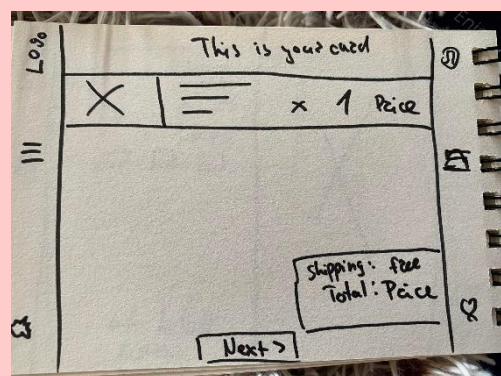
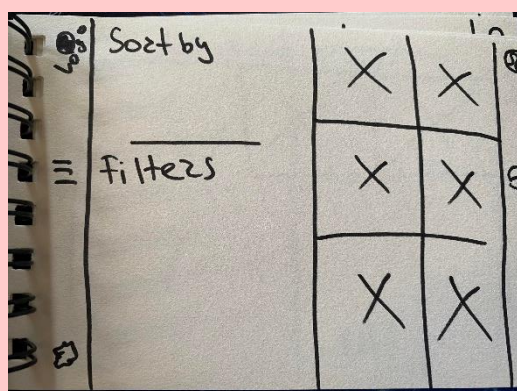
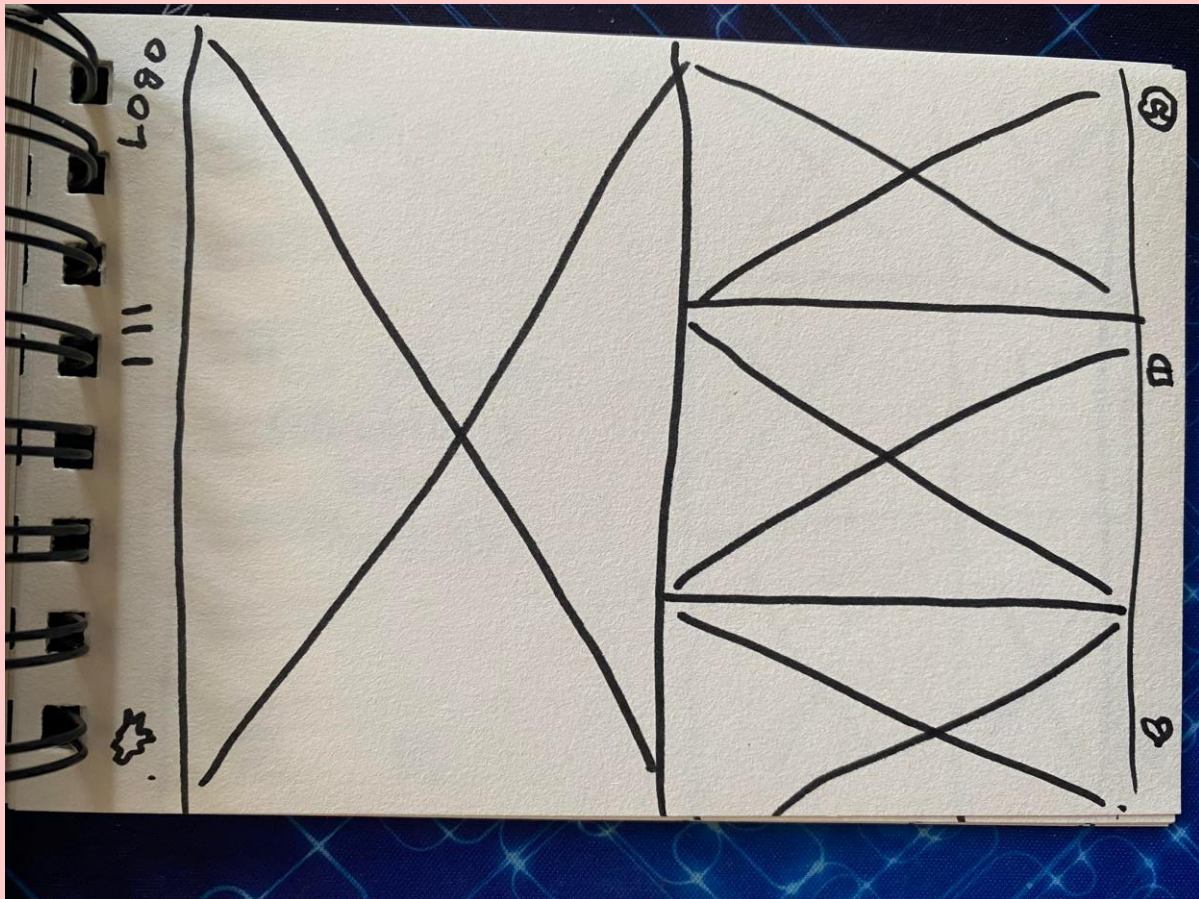


You can check all of my sketches in my git.



# Wireframe

This is the wireframe of the initial version of the website. I preferred creating a paper wireframe.



You can check the full wireframe in my git.



## Testing of the wireframe

I wanted to test my wireframe before I actually start creating my prototype on Adobe Xd. Unfortunately, the people that tested the paper wireframe did not want to be filmed. I did two tests.

The first problem occurred when I asked them to find their payment details. I planned putting the payment details in the settings button (left bottom), but both users tried to find it in the profile button (right top). However, this made me realise that it is not logical for that information to be stored in the settings and I decided to move it in the profile page.

Another problem occurred, when both users were asked to add an item to the card and to open the card. They wanted to change the quantity of the item or at least to remove it, but there was no such option. That is why I decided to create it like “ $x < 1 >$ ”, this way the user will be able to change the quantity/ remove the item by using the arrows.

Sadly, one more problem was found, when one of the users wanted to apply a discount code. He could not do it simply because there was no such thing. I decided to fix that problem by creating another square like the one that shows the shipping and the total price, but to be placed on the left side.

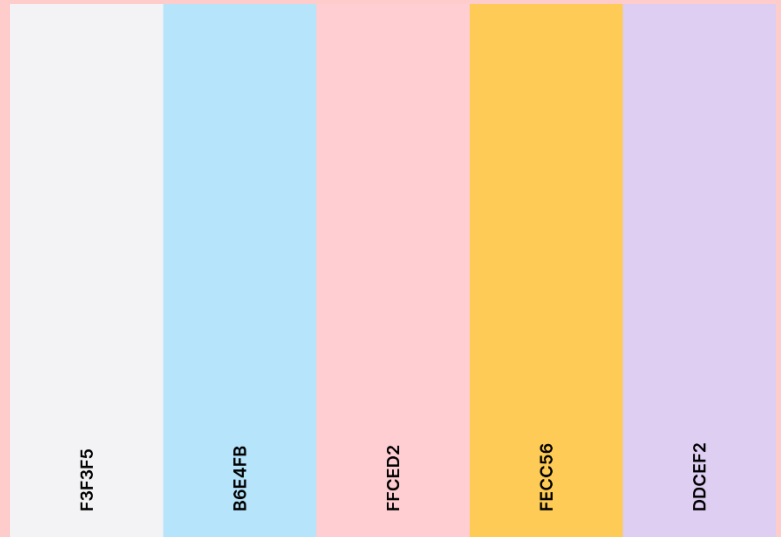
I asked them for additional feedback. One of the users said that he does not think that “change password” button is needed in the profile page and maybe to add something else. So I replaced it with the button payment details. The other user gave me an advice to add a page where it indicated whether the payment was successful or not.

## Creating the brand

Before I started creating the high-fidelity prototype I needed to create the brand. First was the name. I was stuck at that point, it is always really hard to me to think of a cool name. I tried finding a name with random name generator and some of the inspirations were – Blue Shoes, RiverView Shoes, Sneakers Zip, Collar and others. After some thinking I chose the name BlueCollar. Why exactly blue?

Because blue is a colour from the palette that I ended up using for my website (you can see it below).

Next step was to create a logo. Since I did not have that much time plus the idea of this assignment was not to create a brand I wanted something simple. I wanted it to look modern and young people to find some connection with it. Then I decided my logo to be an outline of a shoe, but what type of shoe? I really wanted my website to be mainly for sneakers so I decided to use my favourite shoe – Jordans retro 1. The colour of the logo is not fully black, because I wanted it to match the colour of the font that I will be using. That is why I chose this grayish colour.



## Final product

Finally, I was able to create the prototype on Adobe Xd. It is interactive. You can test it by following this guide:

By using the link of the prototype choose size 50% if you are unable to see the full website.

Hover on the shoes to see their model and price.

Open the menu (left middle icon).

Close the menu (top right x icon).

Open the menu again.

Click on "New releases".

Choose "Ladies".

Go to home page again (top left - shoe).

Click on "Collections".

Click on "Men". You can scroll the shoes and the filters with your mouse.

To sort, click "Price:High-Low".

Now we will add filters. For Type click on "To walk". Then we will not filter by Price (personal choice). Then for Size choose the box with 41. For Colour choose "Red". Pay attention to all the animation that are added.

Clear the filters by clicking "Clear filters".

Hover on the first shoe with the blue background. Add it to favourites by clicking on the heart (pay attention to the animations).

Go to favourites (right bottom) and remove the item from favourites by clicking on the heart when you have hovered the shoe.

Go to home (top left).

Click buy now on the first shoe with the blue background. You can toggle between two images of the shoe using the arrows. Click the box that says 41 and add the item to card (pay attention to the animations).

Go to the card (middle left). You can toggle between the quantity. Choose the quantity to be 1 and click "Next >". Click the button "Sign In" and click the button "Sign In" again. Click the button "Pay". Finally, click the button "Go to HOME".

Go to the profile (top right) and then click "Log out" (top right).

You made it!

# Peer review

For the peer review I asked a classmate of mine to look at my prototype, interact with it and then do a heuristic evaluation based on the things that she noticed.

This was the analysis:

## 1. Feedback

- Clear logo in the navigation bar.

The logo is clearly visible in the top left of the screen and can be seen from every page. It is also interactive, when you hover it changes its colour to blue, also it is part of the navigation bar – it leads to the home page.

- Description of the value proposal.

The design is really modern and it is pleasing to look at. Also the colour brings happy mood, this upgrades the user-experience. Overall, the whole design makes the website stand out.

- Clearly marked shop.

From a first sight a user can see that the website is about shoes (sneakers).

- Easy navigation options to follow.

Everything is clearly separated on two navigation bars on the both sides of the website.

- Checkout viewable from all pages.

The basket is on the navigation bar that is viewed on all pages. The user can always click on it and check out.

- Easy-view cart

As I said earlier, the card can be viewed on all pages.

- Progressive counting of products in the cart.

There is a possibility to change the number of a product from the card and also to remove the product by setting the counting to 0.

- Indication of the total value of the purchase.

There is a price for the individual items and also a total price that sums up all item's prices.

## 2. Contact with the real world

- Use a user-centered language.

All the information is easy to read and is displayed in a good way. Also there is not too much information that can confuse the user.

- Use a useful and descriptive language.

There is no description of the items, but you can see the exact model of the shoe, the price and you can see all the sizes that are available.

- Make the images scroll from right to the left.

You can scroll through images of the products using the arrows that are designed for that reason.

### 3. Freedom

- Enter product reviews before checkout.

There are no reviews of the product, but I assume that is because the items are not original product of the company.

- Ability to easily remove items at checkout.

The user can change the number of the items or remove them easily at any time.

- Possibility to change quantity at checkout.

As I said earlier, you can always the count of the items event at checkout.

- Possibility to cancel or modify the orders after the purchase.

Unfortunately, I could not find a page from where I can modify the order after purchase, but my assumption is that you can do it from “order history” that you can find in the profile page.

### 4. Cohesion and consistency

- Use recognizable CTAs as “Buy now” or “Add to cart”.

These buttons are recognizable and easy to read.

- Use a basic format or template.

The template is definitely not basic, it is really creative, but still user-friendly in my opinion.

- Use large images.

All images are with good quality and are big enough, so you can clearly see the items.

- Insert short product descriptions.

As I said earlier, there is no description of the item, but you can clearly see the full name of the shoe.

## 5. Recognition and memory

- Grid layout.

The grid when you scroll through the shoes is 2x2, but it is a little bit different for the home page. I do think it is easy to remember.

- Top right cart button.

As I said earlier, the card button can be accessed from every page, but it is not on the top right – it is on middle right.

- Menu with dropdown categories.

There is no dropdown menu, but I think the reason for that is the design, however you can find all options that will be in a dropdown menu if the website's design was more simplistic.

## 6. Flexibility

- Account creation.

You can create an account, but it is not a must if you want to buy something.

- Possibility to indicate favorite items.

You can easily add items to favourites and to remove them.

- Possibility to save the delivery information and the chosen payment method.

There is no remember button, but if you have a profile, this information will be saved.

- Possibility of payment through multiple systems.

I could not access that information since in the prototype I chose the option to sign in in my profile.

## 7. Minimalistic design

- Limit the visual disorder.

Everything is nicely ordered and the design is consistent in the whole website

- Draw attention to the main image.

In the home page one image is bigger than the rest which draws your attention to it, this user's attention is specifically to that item. Overall, you can clearly see the images since you do not have any text until you hover on them.

- Draw attention to the description.

There is no description, but the attention is drawn to the name of the shoe.