100% Cotton

Cold machine wash. Wash dark colors separately. Wash inside out.
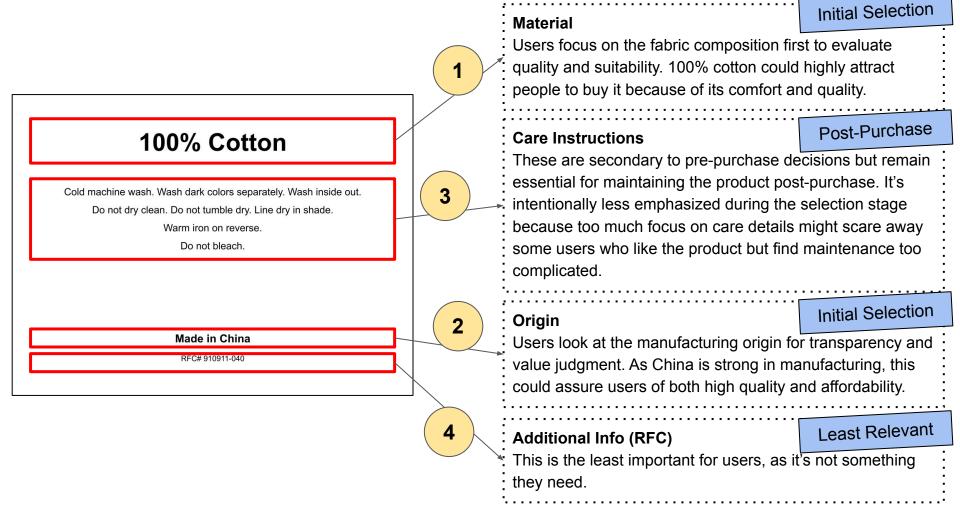
Do not dry clean. Do not tumble dry. Line dry in shade.

Warm iron on reverse.

Do not bleach.

Made in China

RFC# 910911-040

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1

3

2

4

Material — Initial Selection
Users focus on the fabric composition first to evaluate quality and suitability. 100% cotton could highly attract people to buy it because of its comfort and quality.

Care Instructions — Post-Purchase
These are secondary to pre-purchase decisions but remain essential for maintaining the product post-purchase. It's intentionally less emphasized during the selection stage because too much focus on care details might scare away some users who like the product but find maintenance too complicated.

Origin — Initial Selection
Users look at the manufacturing origin for transparency and value judgment. As China is strong in manufacturing, this could assure users of both high quality and affordability.

Additional Info (RFC) — Least Relevant
This is the least important for users, as it's not something they need.

Who is the person looking at this information?

– The person is a potential buyer or the owner of the clothes who wants to evaluate its material, origin and understand how to care for it.

When are they looking at it and what goal are they most likely trying to achieve?

– Before purchasing, their goal is to evaluate the material and origin to decide whether to buy the item; after purchasing, their goal is to understand care instructions before washing it.

Did you use color?

– No.

Group 1 (Material):

1. What is the concept behind this group? 2. Why is this the first group they should see? 3. What important information did you emphasize? 4. What did you choose NOT to emphasize? 5. What two visual information design tools did you use together to bring it out?

– It highlights the clothes' material as the most important factor influencing purchasing decisions as well as caring methods.

– Material determines the quality and comfort of the item, making it the most important detail for users during selection.

– The "100% Cotton" text was emphasized.

– None.

– Location and size.

Group 2 (Origin):

1. What is the concept behind this group? 2. Why is this the second group they should see? 3. What important information did you emphasize? 4. What did you choose NOT to emphasize? 5. What two visual information design tools did you use together to bring it out?

– It conveys where the item was manufactured, attracting users who value quality and transparency during their selection process.

– Origin, especially "made in China," builds trust to the product's quality and affordability. It can encorage consumers to consider purchasing the item.

– The "Made in China" text was bolded.

– None.

– Contrast and whitespace.

Group 3 (Care Instructions):

1. What is the concept behind this group? 2. Why is this the third group they should see? 3. What important information did you emphasize? 4. What did you choose NOT to emphasize? 5. What two visual information design tools did you use together to bring it out?

– It provides guidelines for maintaining the clothes' quality post-purchase. These instructions are important to ensure users do not damage the clothes, improve its durability, and thus to enhance the brand's reputation.

– Care instructions are not relevant until after the item is purchased, so they are placed after material and origin details to avoid distracting users during the decision-making process.

– Washing, drying, ironing, and bleaching instructions were clearly grouped and listed to ensure easy reference and usability.

– These instructions were not overly highlighted to avoid overwhelming users pre-purchase.

– Conceptual grouping and size.

Group 4 (Additional Info):

1. What is the concept behind this group? 2. Why is this the last group they should see? 3. What important information did you emphasize? 4. What did you choose NOT to emphasize? 5. What two visual information design tools did you use together to bring it out?

– The RFC only serves a regulatory and traceability purpose, it is not quite relevant to consumers.

– The RFC serves no functional purpose for users, so it is placed at the bottom as the least important information.

– The RFC was included for compliance purposes and to meet industry standards.

– The RFC was kept very small and unbolded to de-prioritize it and avoid drawing unnecessary attention for users.

– Size (minimal) and location (very bottom).