

Introduction

A short description of your work (max 1000 characters including spaces)

Our group decided to work with the topic of body inclusivity. We quite early on talked about ways not to use labels in sizing and maybe a different way to do sizing all together. We then decided on the name 'SML' for our group, meaning 'Small Medium Large', to challenge that. Afterwards we all did the 4 step sketch to come up with ideas for what we want our website to be or include. We merged the ideas into a more solid plan, by selecting our favorite elements of the 5 solution sketches, and making a 'frankenstein' solution that combined everything.

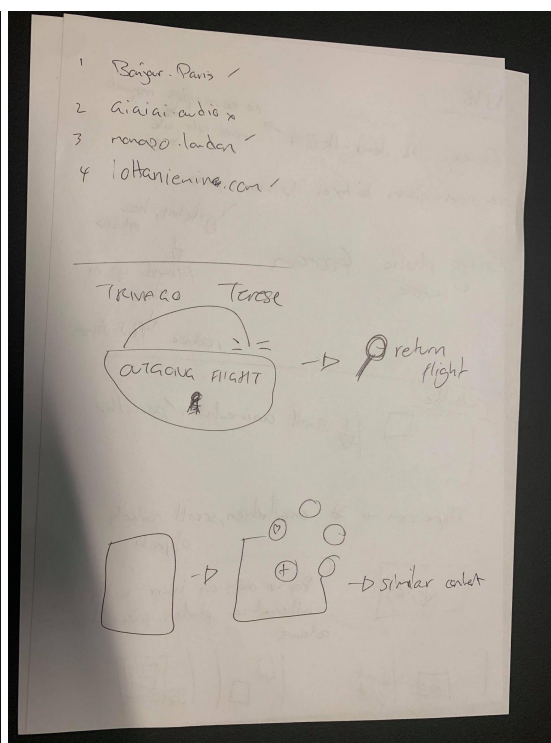
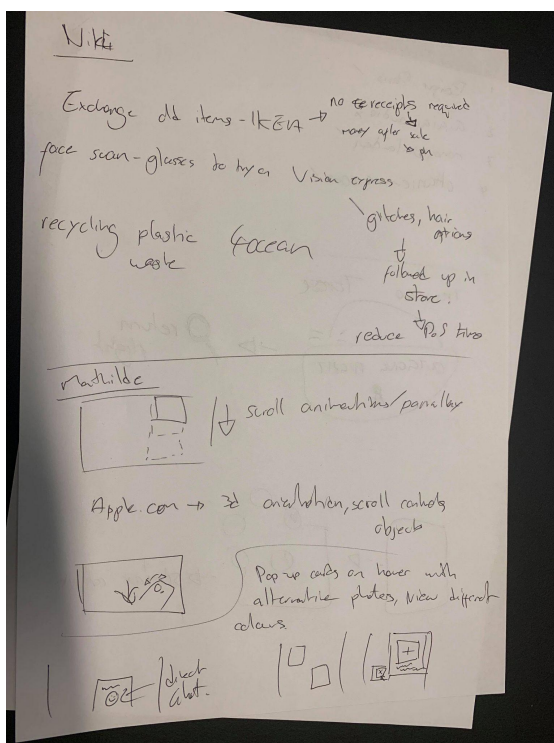
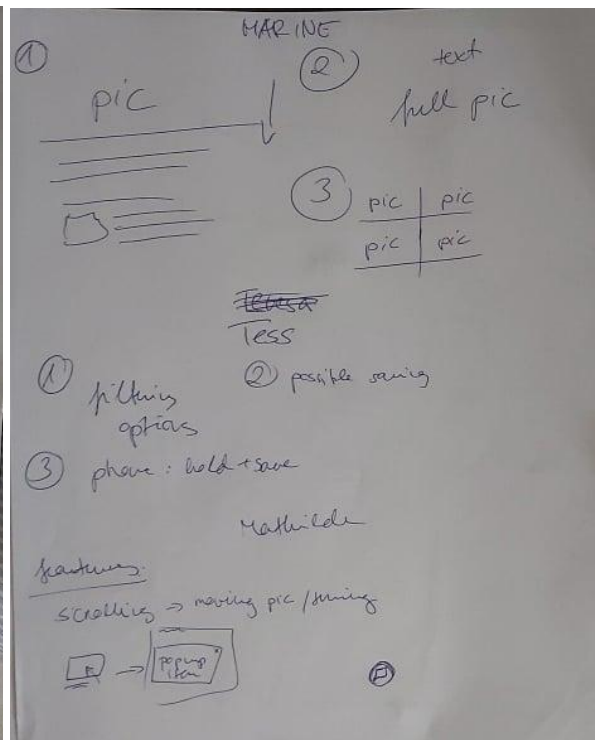
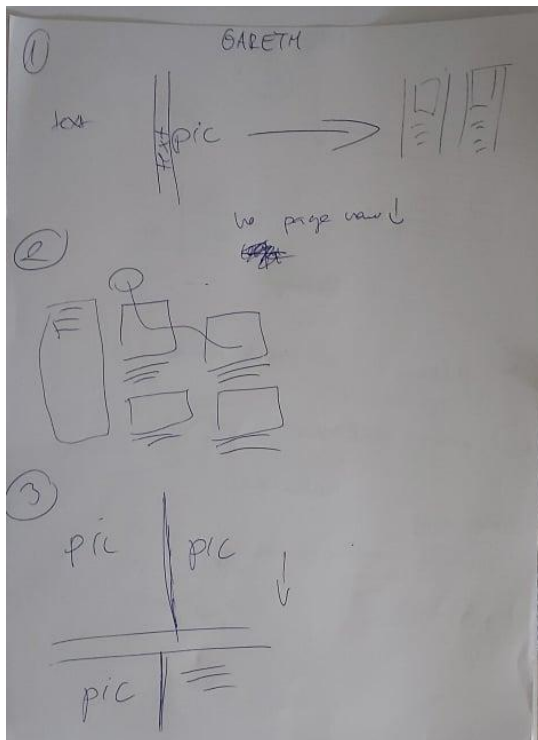
After we had decided our solution we made storyboards, one of a problem the potential user could have already, and one that solved that problem with our solution. We also went on to do a lightning test, where we organized our different UI elements, and took the results and made a paper prototype.

After testing the prototype, we implemented the changes we found, and finally did some 'think aloud' tests to find any flaws in our design or UI.

Link to prototype:

<https://xd.adobe.com/view/1e3483cc-9404-4700-bc2a-a399496252ff-4b67/>

Lightning demo:



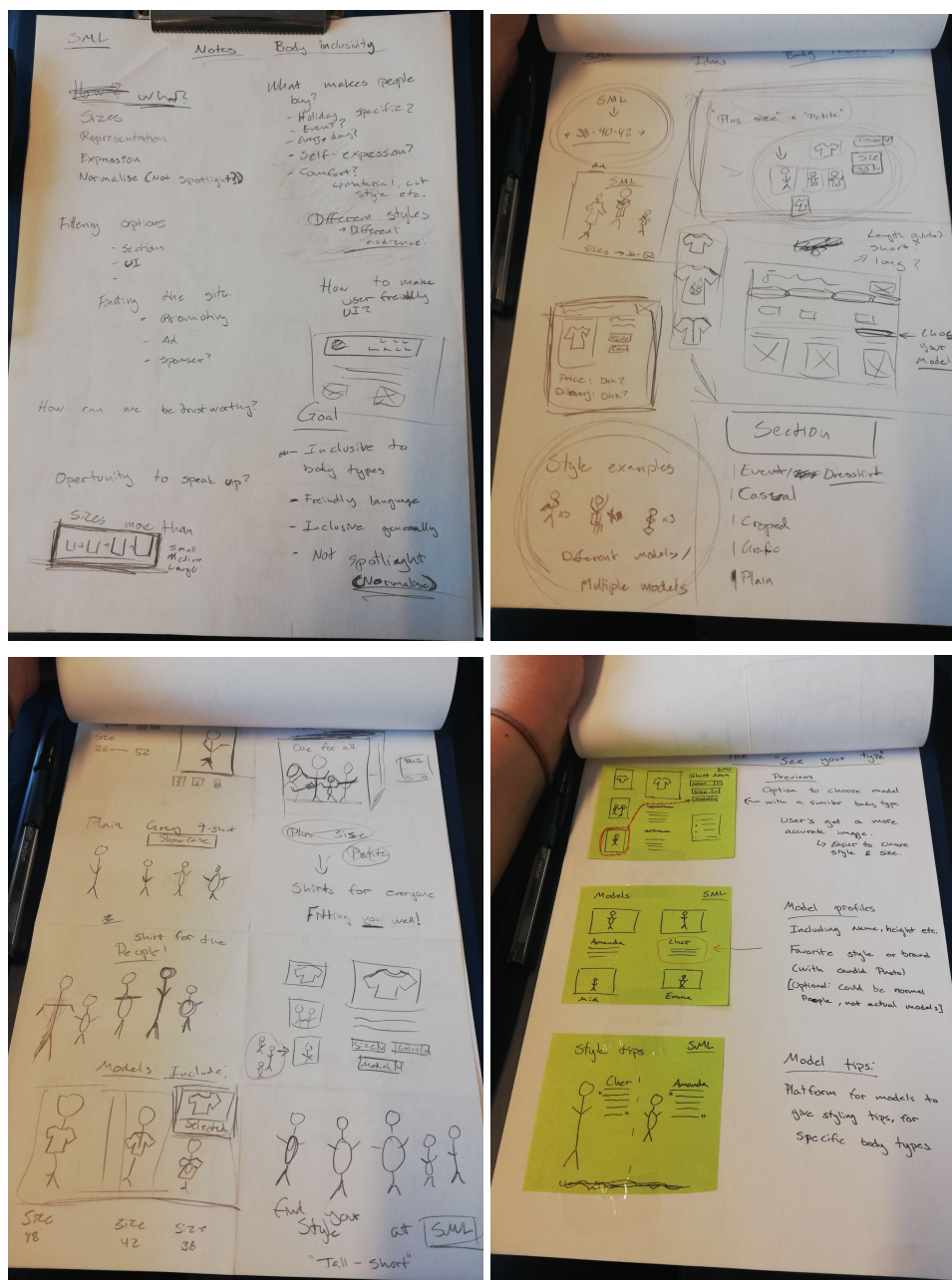
For our lightning test we all took a few minutes to think of some websites and features that we like from exciting sites, and then down. We then narrowed it down to 3 elements/sites each.

We sat down together afterwards and went through our sites and features, while one person was a facilitator, and someone else took notes and drew.

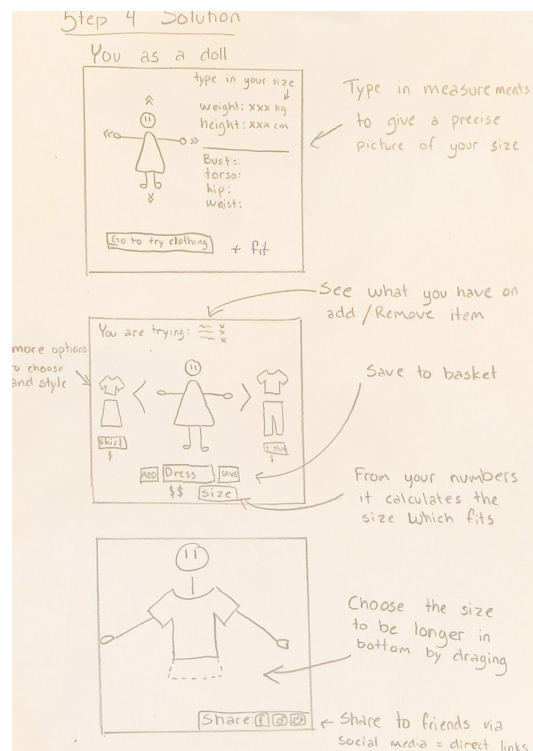
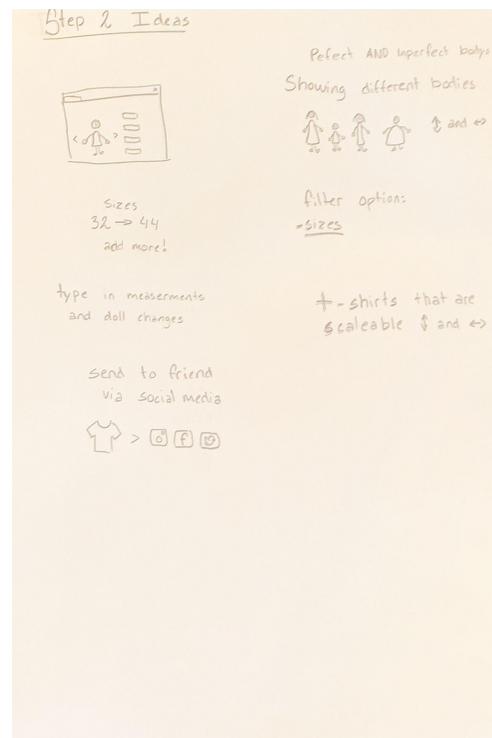
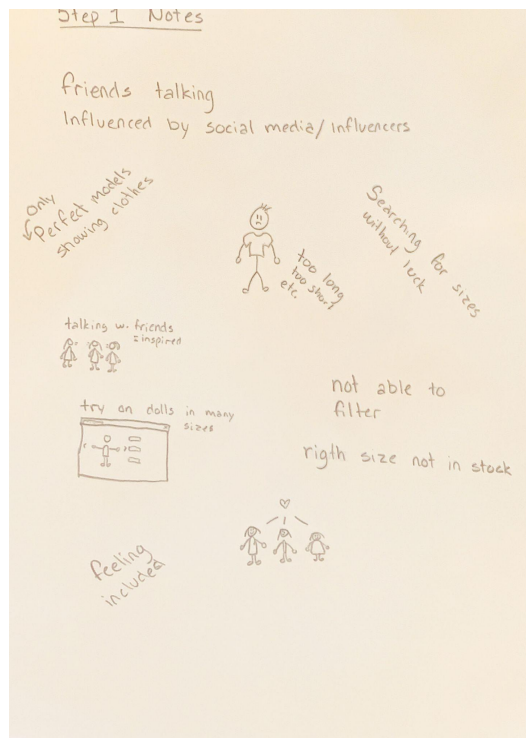
Though we didn't end up using these features in our own solution, it helped with the creative process in the form of inspiration.

4 steps sketch from each person:

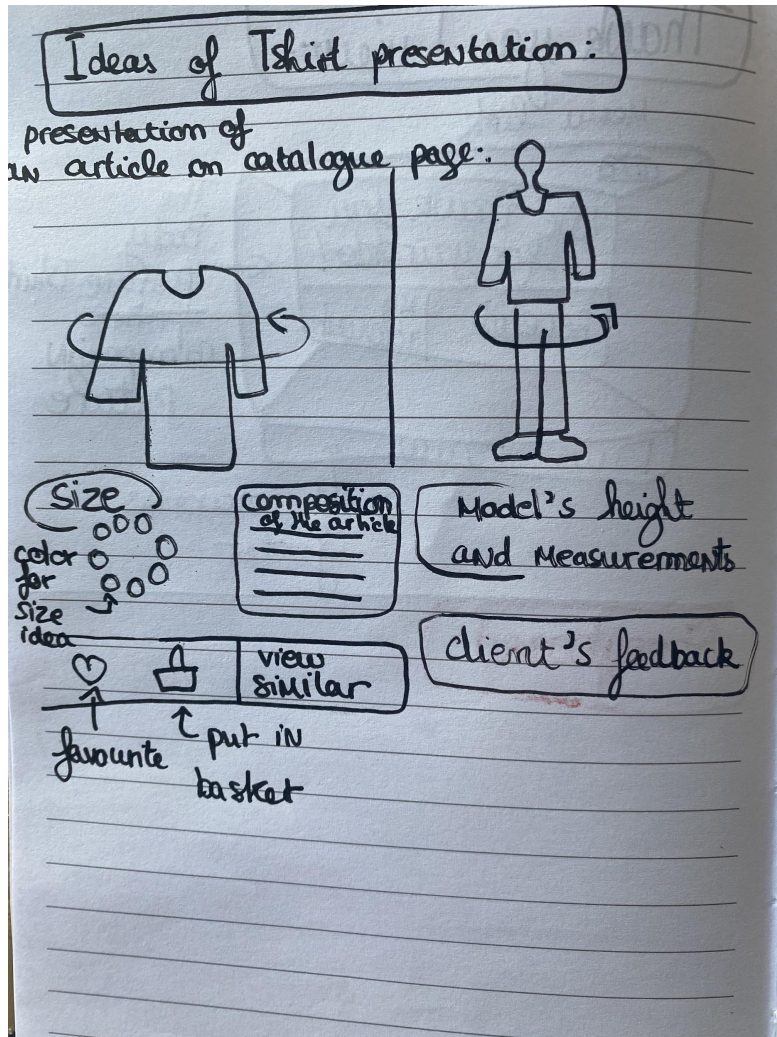
Terese:



Mathilde:



Marine:

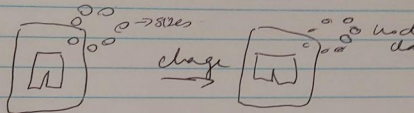


Nikolett:

1, how to find perfect size:

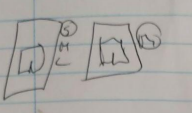
- size guide ex. height - weight
- clothing variety \rightarrow differentiation before height just like plus size with weight
- how perfect the fit should be? loose \rightarrow tight
- 36L \rightarrow numbers for waist letters for length
- 2 different models for 1 item (representation)
- \rightarrow sizes based on returned clothes for the same answers

2,

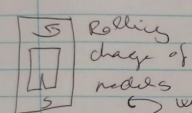


using data from
just 21 yrs. \rightarrow gather data for sizes \rightarrow 80% of people who answered they have bought this size

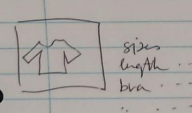
with filtering: possible choices = length: S M L
determine in size guide



size change \rightarrow dif model



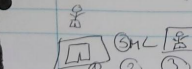
Rolling change of models with size of size



size XS

originally just the model \rightarrow choose size \rightarrow model with the answer

body scan from photo \rightarrow try online clothes



size XS

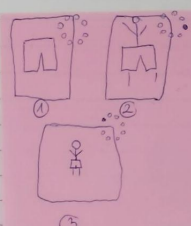
Size guide

weight:
height:
arm length:
age:

with the sizes: giving a random 3 letter (SML) size based on the number

\Rightarrow gather data and give better choice/size options

the smaller 'o' are for the dif. sizes if the user is choosing one size 'o' the product on a model that size appears. Until that just product.

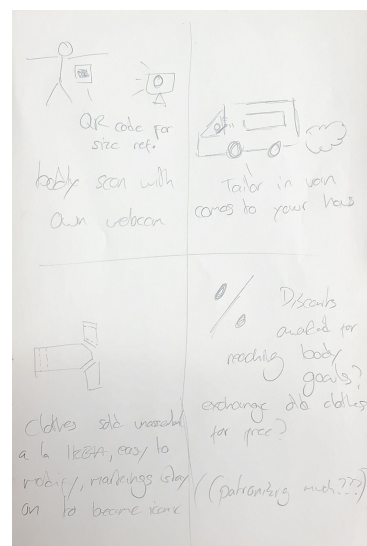
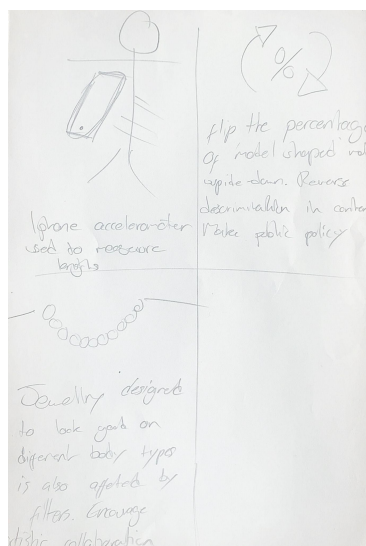
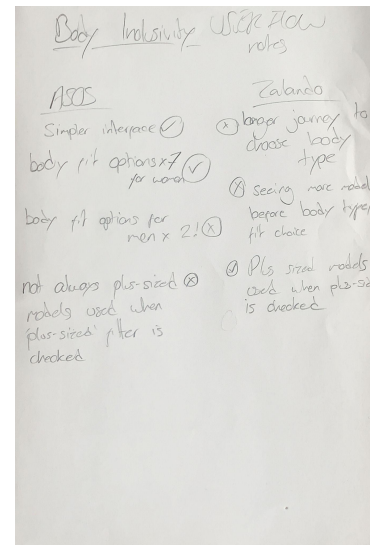
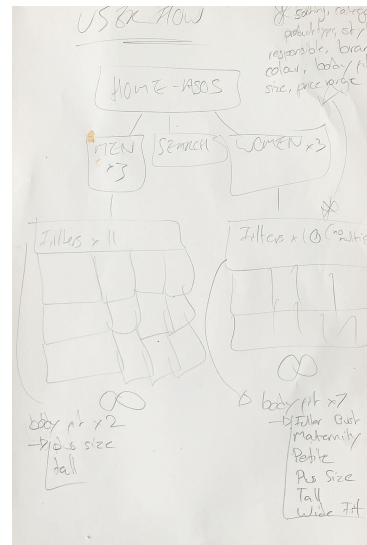
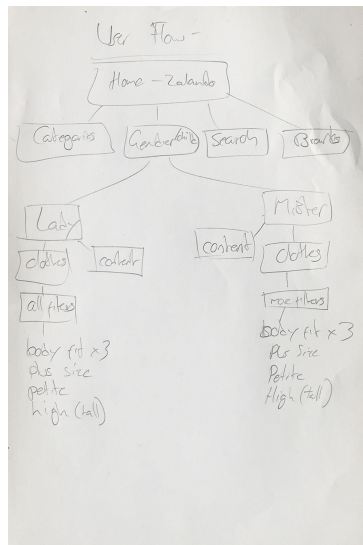


size XS

body scan \rightarrow actual product

possible photo scanning or real life camera scans of body and "virtual try on"

Gareth:



User flow analysis:

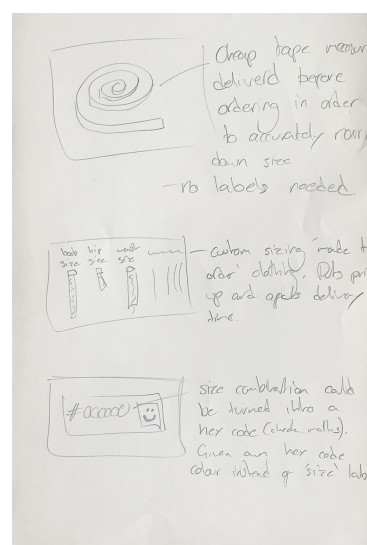
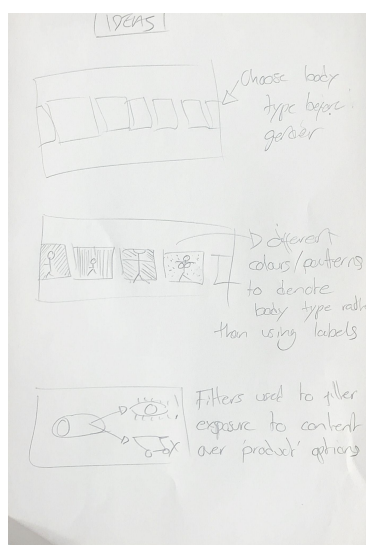
I took two of the leading t-shirt retailers from my desk research and did a breakdown of the user flow with the perspective of 'body inclusivity' in mind.

Crazy 8's:

They're crazy, managed 7 in 8 minutes!

Solution Sketches:

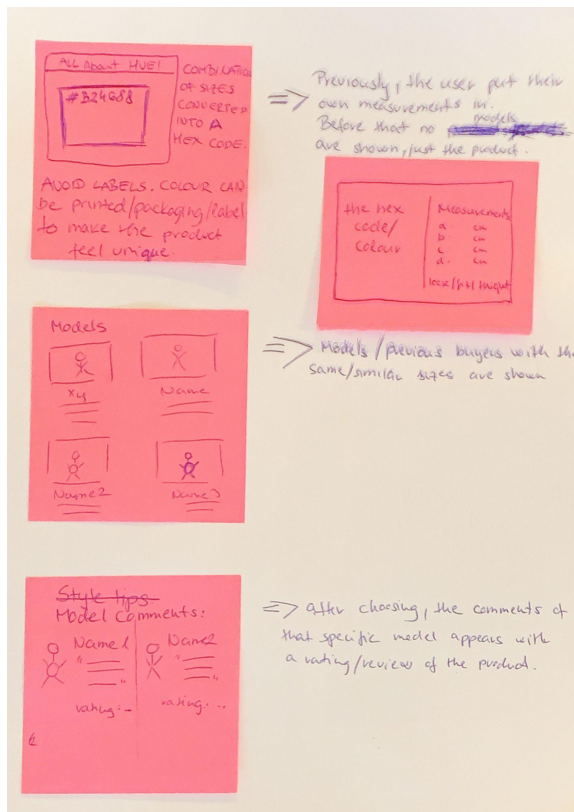
Thinking outside the box a little. I think the previous exercises were a great 'brain opener', and paved the way for some interesting ideas that the rest of the group really seemed to like!



Final sketch 'Frankenstein'

We have created this final solution from the 4 step sketches by gathering the best ideas from the groups individual previous steps.

We agreed on using the hexadecimal system for sizing, as well as what measurement might be useful in that regard. Furthermore we agreed to have a section to showcase models and previous users when looking at products that fit the user's profile, for the user to get inspired to buy.



Storyboard

These images show the 2 first steps in the process of developing our storyboard. The first one is an early idea sketch. The second one is an extended version for the storyboard.

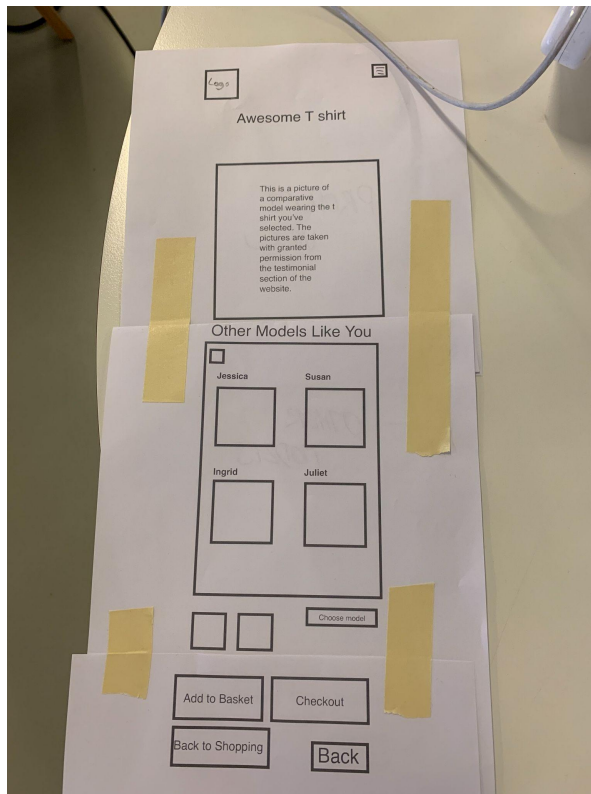


By these early idea sketches we made 2 pictures that are the final storyboards. The story is about a boy named Alexander, who we found as a target group due to the fact that he is a boy with a long skinny body type that has trouble finding the right size when shopping.

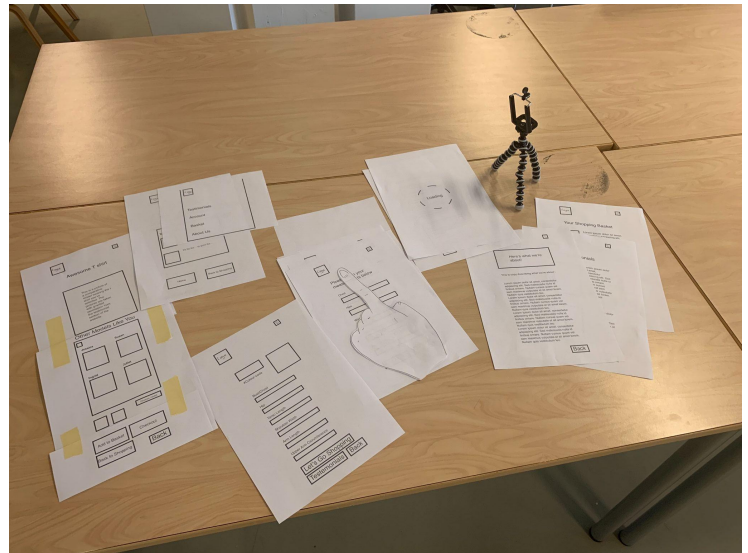


Paper prototype

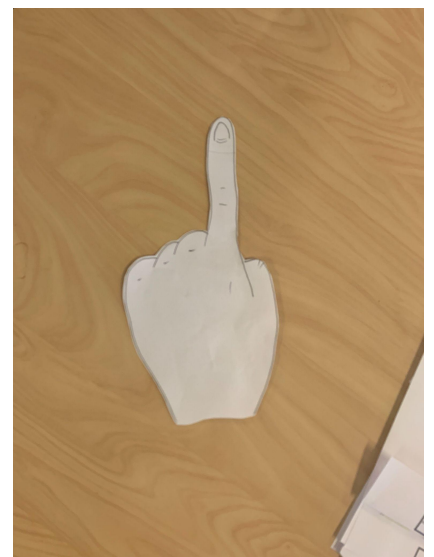
We did 3 testing on the paper prototype with 3 different people who we found in the target group. The first demo tested was not recorded but the two other testings gave some insight in how the app is working for the user.



<<< Adjustments made to Product and



'similar models'
pages during testing.



Video recording of Paper prototypes being tested with Lucas:

<https://vimeo.com/628162438>

Video recording of paper prototypes being tested with Evalina:

<https://vimeo.com/628164465>

What did we discover?

We found out that some of the buttons needed to be edited for the user's flow to be better such as duplicate back buttons that don't limit user flow but created some small confusion for one of our testers. Furthermore we merged two of the pages to a scroll function as this was much closer to the convention that the user expected.

Information architecture and card sorting

Instead of making a test on others we approached this 'test' differently and sat down as a team in the group to try making the best path in the navigation of the webpage. This gave a better overview of the webpage's structure.



Think-aloud

- A short description of the test (think: documentation and transparency)
- Main findings:

The brand name, "yourdrobe" might not be the most relevant for Tshirt selling, because it is not very specific.

There is too much text on the landing page.

The colour code according to sizes might not be very clear to understand for the users.

The check out button does not seem very understandable to the users.

. List of future improvements:

More contrast in the buttons?

shorten the text on the main page and add some pictures

Create another page after the initial welcome page, explaining the hex colour code concept.

Go back to SML?

Task 1:	
Goals - usability issue: Test the useability of a key feature of our app. Create an account and receive a hex code colour.	
Task steps, optimal path: <ul style="list-style-type: none"> • Launch on Welcome screen • Click Let's Get Started, • Creates an account • Is taken to their account page • They recognise their hex code colour • • Alternative path: <ul style="list-style-type: none"> • Launch on Welcome screen • Open burger menu • Circle back to create an account • They don't recognise their hex code colour • Meander back to account page • Recognise hex code colour • • 	
Timeframe: Ideal: 4 steps/60seconds	Actual: 4 steps/86seconds
Task text:	
Notes: So the user identified the colour in a straight-forward way, in the minimal steps with extra time for reading out loud. However, once the task was fulfilled, I let her keep exploring the app and came across her think she had to match the product colour with her personal hex code colour. As the hypothesis has already been fulfilled I decided to prompt her to explain why, It seems she wasn't sure, but was clear is that she hadn't fully understood the purpose of the assigned colour, and so we should address this in further developments.	

Task 2: Open the welcome and progress the app
Goals - usability issue: Expectations when you click “Let’s get started!”
Task steps, optimal path (thought process): <ul style="list-style-type: none"> • What is this page about? • Read the welcome page info • Initial thoughts • Press the ‘Button’ • First reactions Alternative path (thought process): <ul style="list-style-type: none"> • Hesitation • Confusion
Timeframe: 5-10 min
Task text: You were recommended this t-shirt website, that you don’t know. Read and progress through the app, and go over what your expectations are.
Notes: <ul style="list-style-type: none"> - Note that the ‘Let’s get started’ button is a focus for this particular test.
Documentation: <ul style="list-style-type: none"> - The user was introduced to the test briefly, and went through the app. Started from the welcome page, went through account log-in and measurements, went to list view, and looked at the product view. - Had trouble thinking out loud. The test could have gone better, through better prompting and instructions. Primarily asked questions, rather than thinking aloud. - we.tl/t-xQW3nPFL58
Main findings: <i>Not a great fit for the focus group. Only slight troubles finding shirts depending on use.</i> <ul style="list-style-type: none"> - The user thought the Welcome page was very heavy in text, and wanted some kind of visual, like a t-shirt. - Took a bit longer to read the welcome page (readability) - Expected to go to the “inventory to see different kind of t-shirts - Doesn’t know their measurement. - Would have liked some examples of t-shirts earlier in the process, to give inspiration - Was unsure about input of gender - On the product view, it was interpreted as the pictures were different model t-shirts. Expected to visually see what they were going through.

- Didn't Notice name/Logo at all

Future improvements:

- Add visual elements to show the t-shirt focus
- And/or think about showing some products, to give users an idea of products
- On the product view, the heading of the model/testimonials view needs to be moved inside the box
- Font colour on the Welcome page might need darkening for better readability
- Maybe change logo size

Task 3:	
Goals - usability issue: Test the representation of products in our app. Create an account and proceed to the list view.	
Task steps, optimal path: <ul style="list-style-type: none"> ● Launch on Welcome screen ● Click Let's Get Started, ● Creates an account ● Is taken to their account page ● Click's let's go shopping ● Scrolls up and down the list view ● ● Alternative path: <ul style="list-style-type: none"> ● Launch on Welcome screen ● Open burger menu ● Circle back to create an account ● Open burger menu ● ● ● 	
Timeframe: Ideal: 6steps/90seconds	Actual: 6 steps/103seconds
Task text:	
Notes: The user managed to find their way to the list view pretty simply. She said she didn't like the selection of colours, and that there should be more of a 'colour scheme' and some coordination between them. She said it looked like 'child's clothes and made the cloths look cheap. She DID like the style of the clothes and though they looked good on the models.	

Task 4: Cancel your purchase and go back to the shopping page.

Goals - usability issue: To check the user's ability to navigate the app

Task steps, optimal path:

- Scan page with your eye.
- Find the burger menu-icon and click on the button.
- Find 'Products' and click it.
- You are now on the shopping page.

Alternative path:

- Scan, with your eyes, the page and find the 'cancel' button in the bottom of the page.
- Click at the button 'cancel' when in billing details-page.
- When in the product page, scroll down and click on the 'back' button in the bottom of the page.
- You are now on the shopping page.

Timeframe: minimum 2-3 clicks

Task text: You have found a t-shirt and are about to type in the billing details, but regret the color of the t-shirt and want to find another t-shirt. You therefore need to go back to the shopping list.

Notes:

- <https://we.tl/t-Usl8iZKA7a>
- He started from the welcome page navigated into the purchase and then accidentally confirmed and needed to go back to start his task over.
- He continued trying to do the test and was succeeded after a second try.

Main findings:

- User was confused with the create account or login while there still was some information to inform at the same page.
- Didn't read the first pages' lines. Was confused with the color selected to the user, as he thought this was the only color he could pick in a t-shirt then.
- Burger menu worked fine for the user.

Future improvements:

- Front page as well as the login and create account need improvement. So it will say: "put in your login or create an account here".
- First pages need improvements (the login or create).
- We need to make it more clear to the user with the color given.

Task 5: Reaching the about us page from the product view

Goals - usability issue: The use of the burger menu, navigation test.

Task steps, optimal path:

- On the Product view page choosing the burger menu
- Finding the About Us section there
- Initial thoughts

Timeframe: 10-15 min

Task text: After browsing through the website and the products you decided to read a little more about the company as you are still a bit sceptical about buying.

Notes:**In general:**

The test subject was told first to observe the prototype as she liked it. She noticed and read the introduction text and started to browse. When moving forward she didn't understand the concept yet and wanted more information about what it is about.

Registration:

The first thing the test subject noticed was that the name field is missing, meaning she did not see the explanation text on the top. Sidenote: that needs rephrasing. Missing if the clothes should be a perfect fit or oversized.

List view:

She was missing the prices.

Did not understand what testimonials mean.

The exact task:

The test user easily found the burger menu and the flow followed her train of thoughts. However, when she wanted to press back she expected to land on the

the product view.

The link for the videos:

<https://we.tl/t-4KhKx73JY8>