

Shirtly Website Design

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Project overview



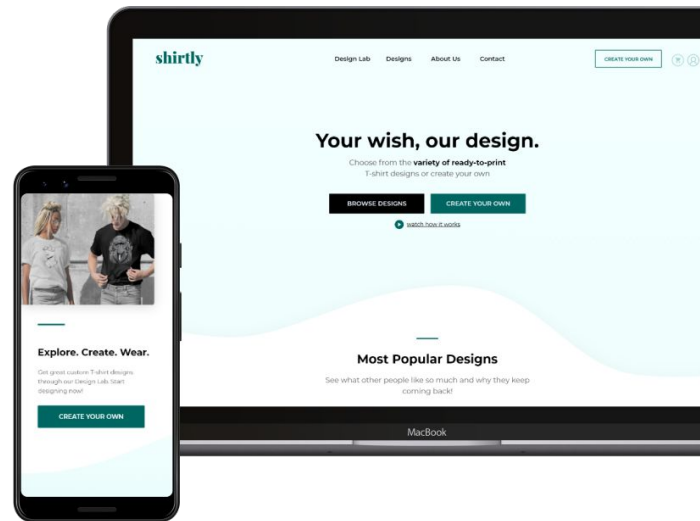
The product:

Shirtly is a custom T-shirt ordering website. Along with the custom design option, existing designs are available. The typical user is between 16 - 55 years old, but most users are students or early career professionals. Shirtly's goal is to be a user-friendly customization website for creating T-shirt designs.



Project duration:

August 2021



Project overview



The problem:

Existing custom T-shirt ordering website mostly have designs, complicated systems, and unclear checkout processes that aren't user friendly.



The goal:

To design the Shirtly's website to be user friendly by including fast and familiar checkout process, and clear navigation for custom designing.

Project overview



My role:

Lead UX designer and UX researcher



Responsibilities:

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

Understanding the user

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

User research: summary



I've conducted a series of interviews with people who frequently shop online to learn about target users habits and needs, and expectations about a custom T-shirt ordering website. I discovered that many target users very frequently shop online, usually from trusted brands. They liked the idea to create custom designs since they weren't always able to find what they were looking for.

User research: pain points

1

Shipping

Shopping websites frequently have issues with shipping - the shipment is late or doesn't arrive

2

Quality & Size

T-shirt material quality not always being true to description has been brought up frequently. Sizes have been a big issue for plus sized users.

3

Customer Care

Few target users mentioned they had bad experiences because of poor customer care

Persona: Mia

Problem statement:

Mia is a working and studying woman who needs more product reviews because she wants to know if the product is worth the purchase.



Mia

Age: 28
Education: MA Biotechnology, online studies
Hometown: Zagreb, Croatia
Family: Single, living alone
Occupation: Associate for clinical and non-clinical assessment

“As a plus-size girl, the biggest problem is sizing. Some products, especially T-shirts, have poorly described sizes.”

Goals

- Better described T-shirt sizes
- Fast, dependable and trustworthy customer service
- More reviews of the product

Frustrations

- Poorly defined T-shirt sizes
- Slow customer service
- Not many reviews of products

She is 28 year old woman working and studying in capital city. She spends her weekends visiting her friends and family back home. In summertime she likes to go to the beach or have a road trip along the coast. She prefers to spend her money on travels and friends, but every now and then she buys some clothes to treat herself.

User journey map

This is an example of a user journey map - Mia's in this case. This map shows steps that need to be taken to order a custom T-shirt design.

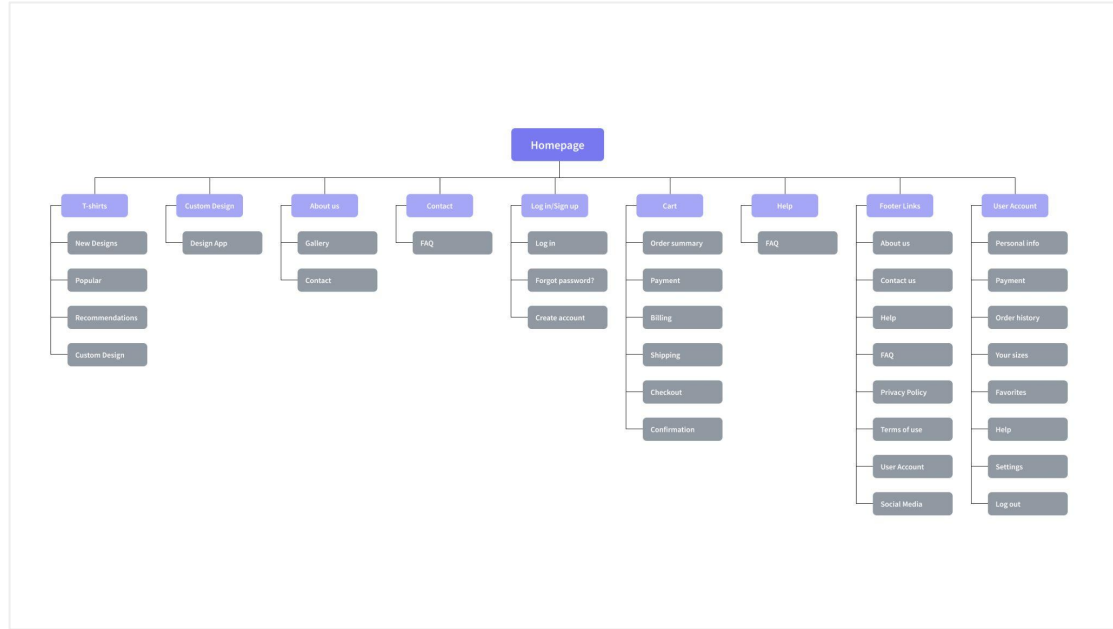
Persona: Mia

Goal: Order custom T-shirt design

ACTION	Choose custom T-shirt design website	Browse designs	Opens Design App & designs the T-shirt	Add to cart	Check out
TASK LIST	Tasks A. Search for such websites B. Choose one of them	Tasks A. Browse through existing designs to see if there's something she likes	Tasks A. Selects color and size of the shirt B. Adds text, art or uploads design C. Adjusts where needed	Tasks A. Add finished design in the cart	Tasks A. Review cart B. Add address information C. Choose shipping option D. Add billing information E. Confirm order
FEELING ADJECTIVE	Excited to shop and design her own T-shirt	Satisfied with various designs Happy to shop	Nervous about picking the right size Satisfied with an intuitive design app	Happy for a successful first design	Happy with familiar checkout process Eagerly waiting for the order
IMPROVEMENT OPPORTUNITIES	Create a website that will make that a pleasurable experience	Add first time customer discount	Include a size chart Add customer reviews	Add option to save designs so she can order again if needed	Add return policy information

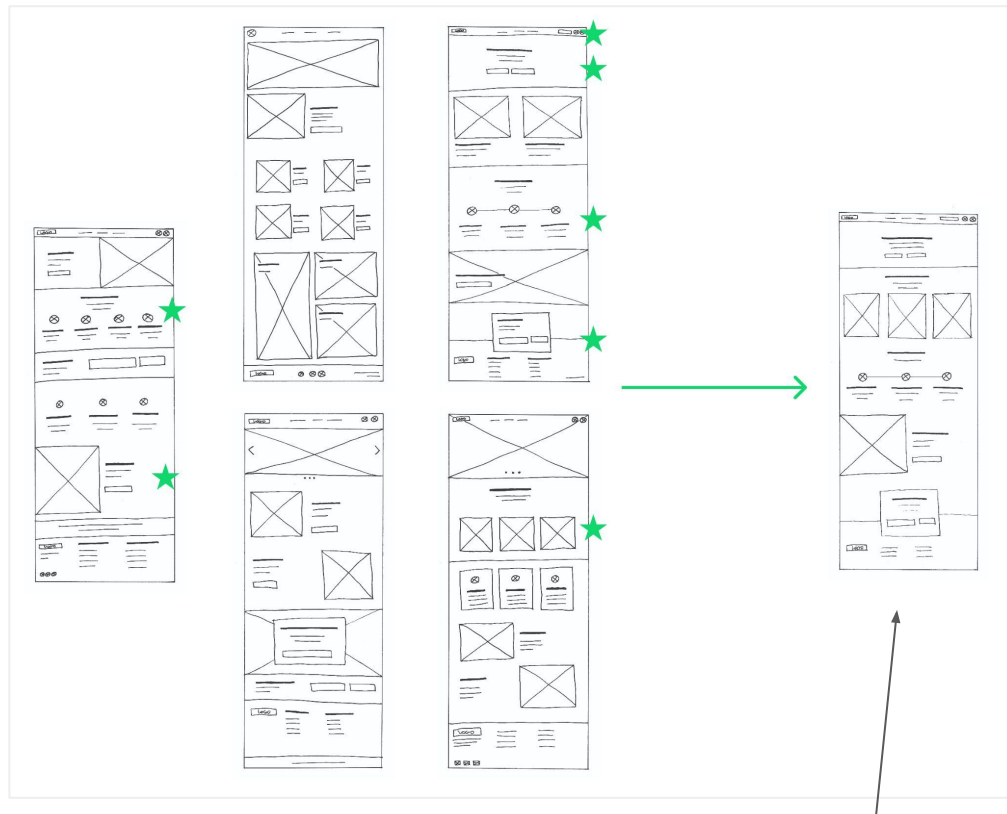
Sitemap

To create a pleasant user experience, I decided to use familiar website architecture seen on many successful web clothing shops and adjusted where it was needed.



Paper wireframes

Next, paper wireframes were made. From all versions, I chose a section (marked with stars) I thought fitted the most

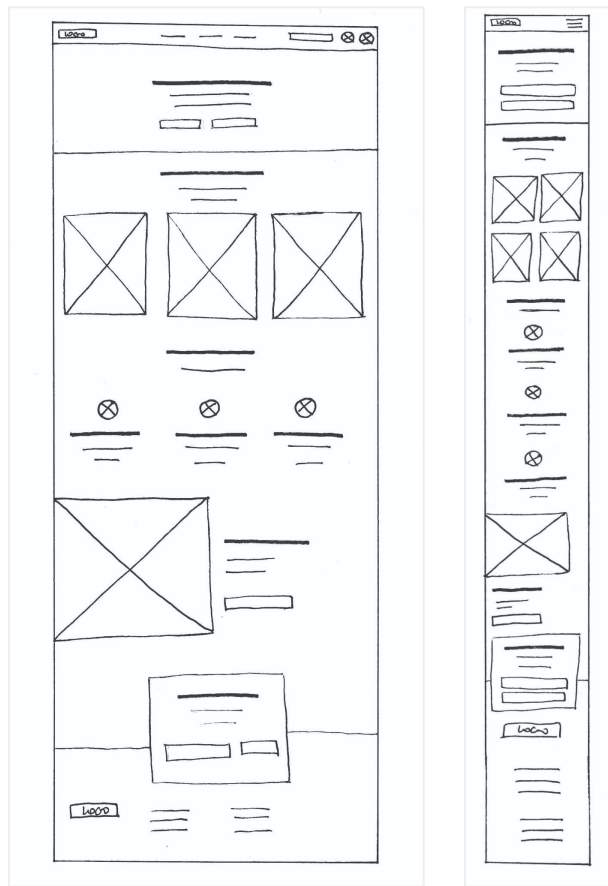


Stars were used to mark the elements of each sketch that would be used in the initial digital wireframes.

Refined paper wireframe

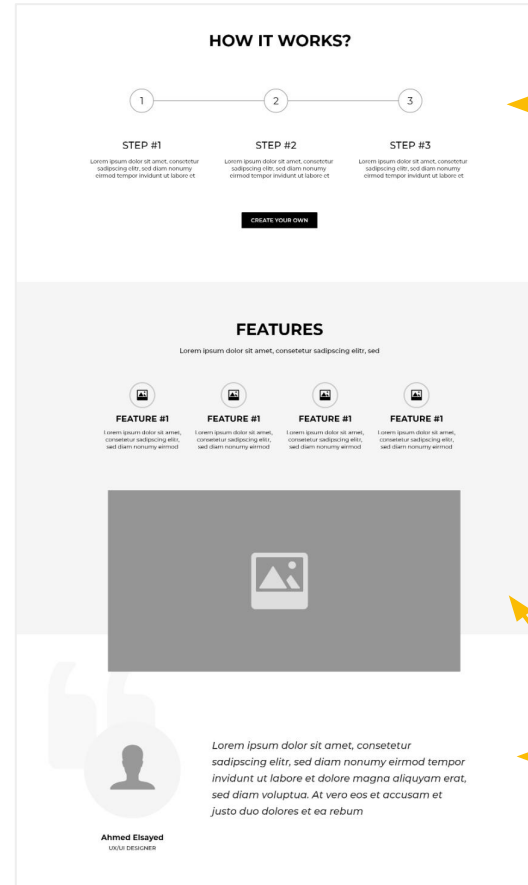
Paper wireframe screen size variations

Shirtly's customers will access the site on a variety of different devices. Designs for tablet and mobile screen sizes were made to make sure the site would be fully responsive.



Digital wireframes

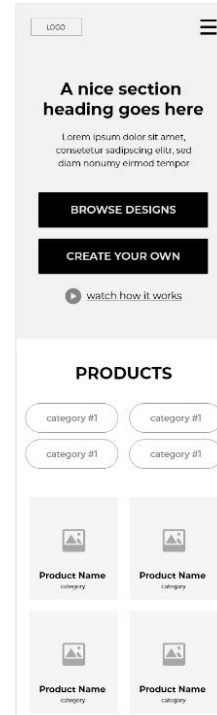
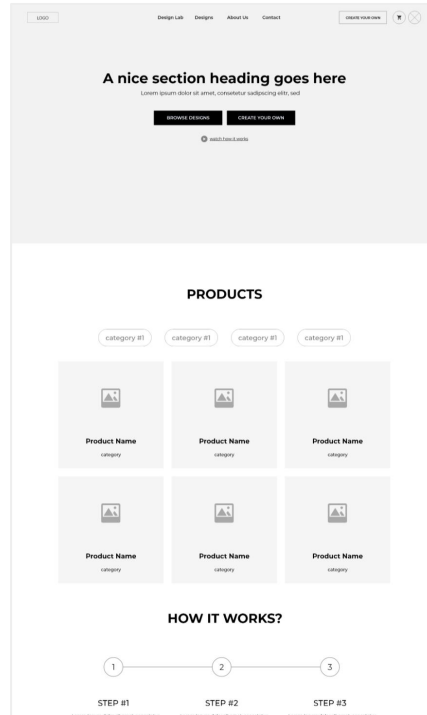
While building the homepage, I had in mind that it would be useful to have a quick guide on how the custom designing works. To address few other user pain points, I also included features (benefits), and customer reviews.



Quick guide on how the custom designing works on homepage

Features and user reviews also included on the homepage

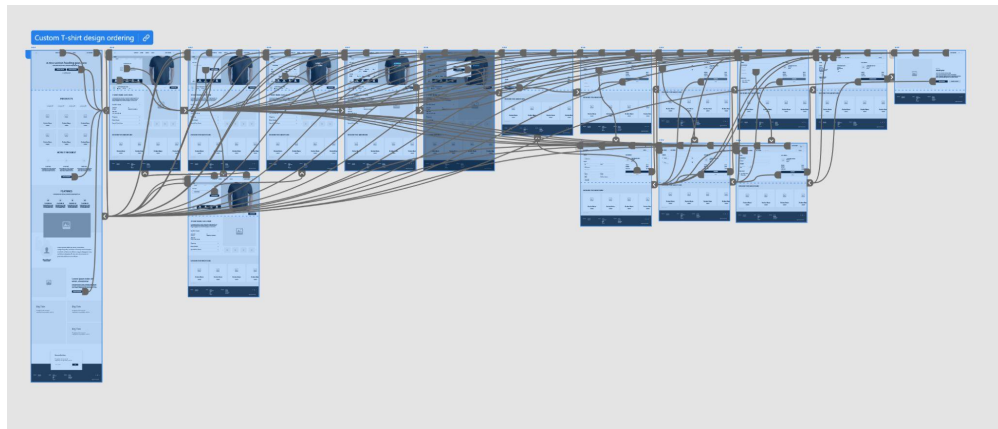
Digital wireframe screen size variation(s)



Low-fidelity prototype

To create a low-fidelity prototype, I connected all of the screens involved in the primary user flow of adding an item to the cart and checking out.

After finishing the low-fidelity prototype, I conducted a usability study for the above mentioned primary user flow.



View [Shirtly's low-fidelity prototype](#)

Usability study: parameters



Study type:

Moderated usability study



Location:

Croatia, on-site



Participants:

5 participants



Length:

10-15 minutes

Usability study: findings

These were the main findings uncovered by the usability study:

1

Design App

Participants had no issue editing the T-shirt design

2

Checkout

Users were familiar with the checkout process

3

Website overall

All participants had a pleasant experience with the websites main user flow

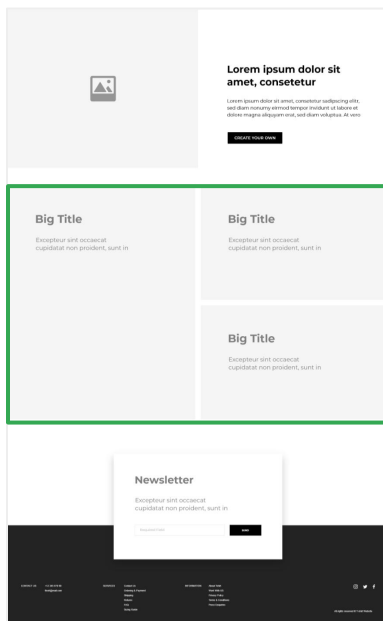
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

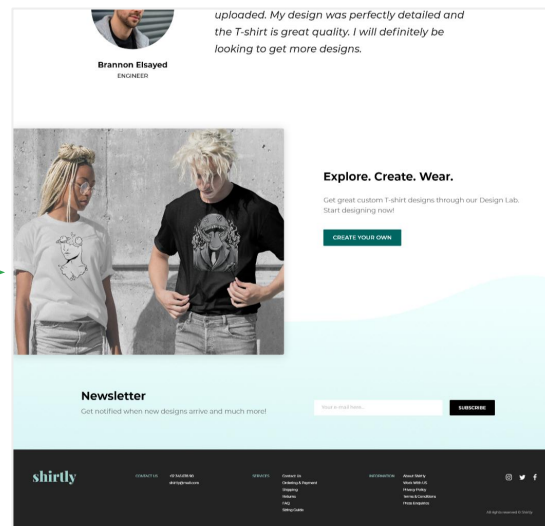
Based on the insights from the usability study, no changes were needed in the basic flow. What was done was cleaning the site from unnecessary information, i.e. keeping it concise with the goal to not overwhelm users.

Before usability study

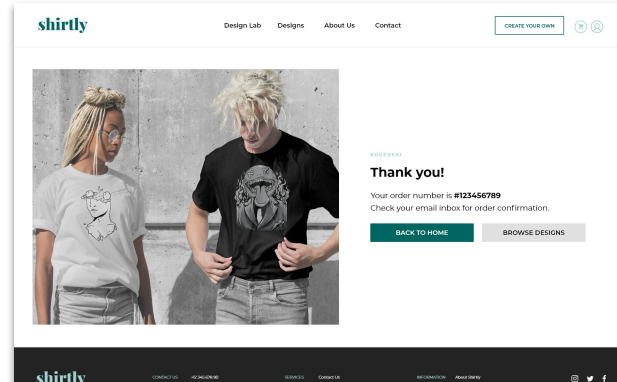
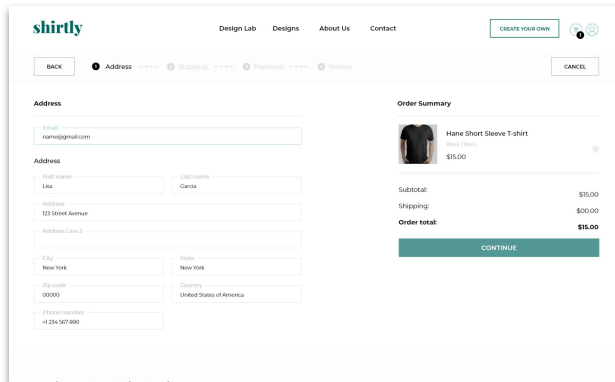
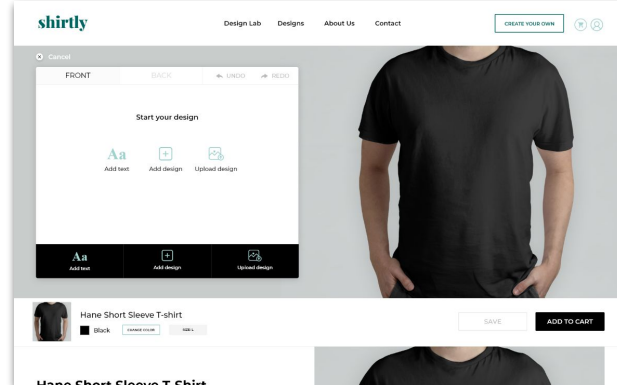
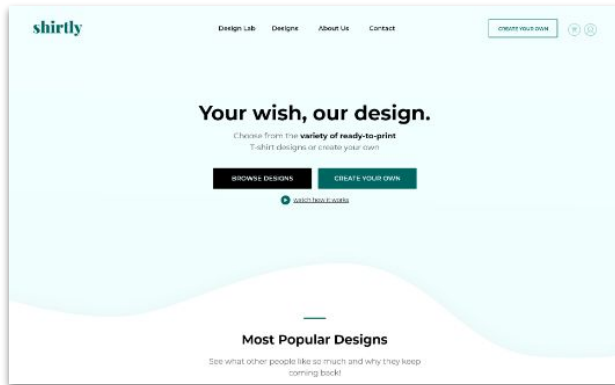


Deleted section

After usability study

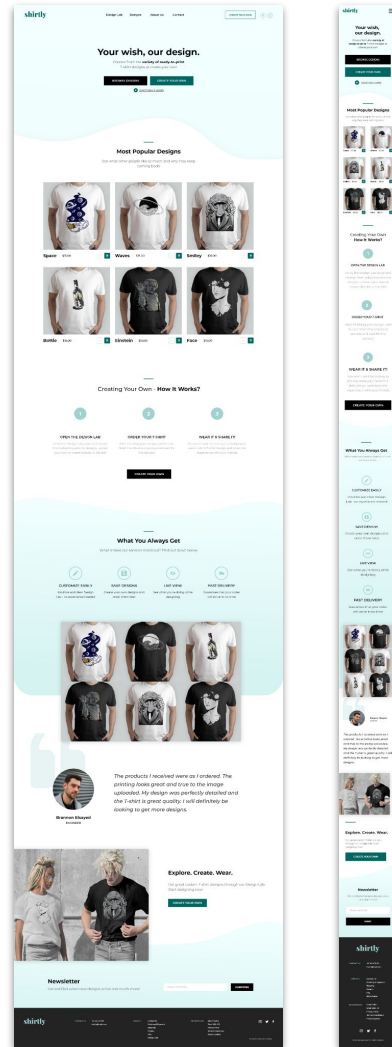


Mockups: Original screen size



Mockups: Screen size variations

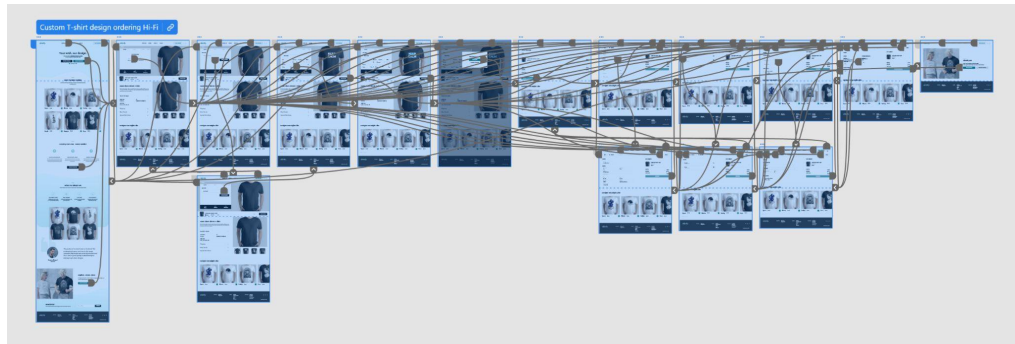
Based on earlier wireframes, additional screen sizes were considered for responsive design. It's important to optimize the experience for a range of devices (tablets, and mobiles), especially since a lot of traffic goes through mobile devices.



High-fidelity prototype

The hi-fi prototype followed the same user flow as the lo-fi prototype, including the design changes made after the usability study. Some additional minor changes were made while iterating on the designs.

View [Shirtly's high-fidelity prototype](#)



Accessibility considerations

1

Visual hierarchy

Used headings with different sized text for clear visual hierarchy

2

Color and contrast

Used colors that passed WebAIM contrast and color requirements

3

Landmarks

Used landmarks to help users navigate the site, including users who rely on assistive technologies

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

During the usability study, target users stated that they like the familiarity of the ordering process. Some of them also noted that they liked the colors. The main user flow was intuitive and clear.



What I learned:

Doing this project confirmed that the most important thing is to focus on user needs while designing and thinking of solutions.

Next steps

1

Usability study

Conduct a follow-up usability study for the hi-fi prototype

2

New features

Do research and ideate on new features that users find useful

3

Iterating

Implement research results and iterate the design accordingly

Let's connect!



Thank you for your time to review my work for Shirtly - the custom T-shirt ordering website. If you wish to see more of my work or stay in touch, link to my website is below.

Website/portfolio: <https://nikkivancas.com/>

(There you can also find links to my social media and my contact (email address).)