

SELECT: Responsive Clothing Website in Adobe XD

Liam Haefele, lead designer

Project overview



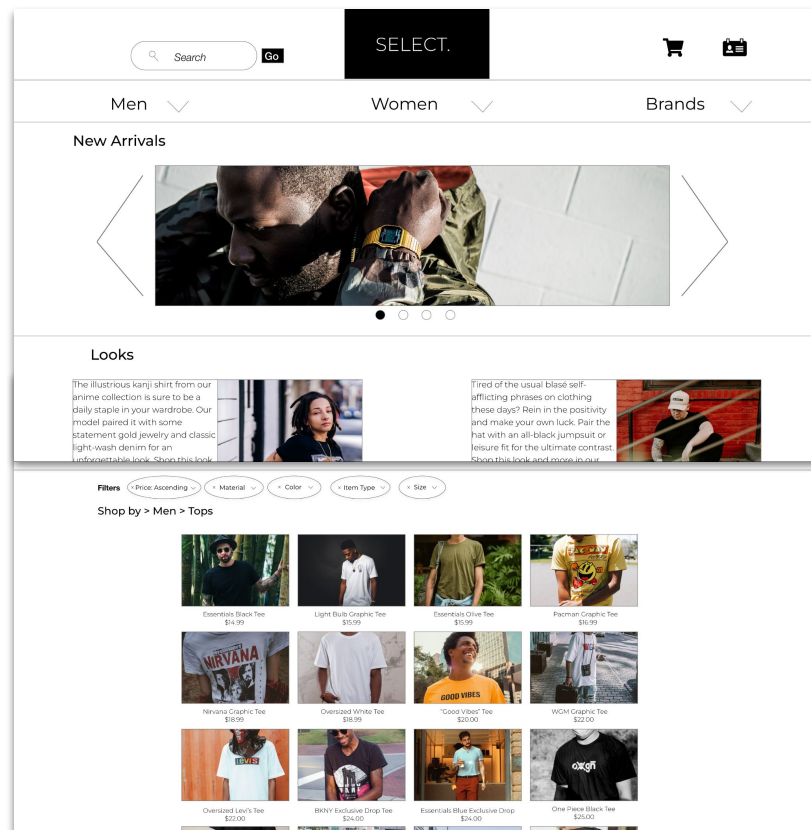
The product:

SELECT is a clothing store offering streetwear clothing at an affordable price, targeted at young millennials and Gen Z'ers – particularly those with an interest in a storefront with a sustainable product offering.



Project duration:

From April 2023 - June 2023



Project overview



The problem:

Current online websites have clunky navigation and, at times, lead to sensory overload for the user by cramming too much information into their designs at once. Lack of reliability when referencing size information.

Additionally, fast fashion has captivated the younger audience at the cost of quality and sustainability.



The goal:

The goal was to produce a website with easy, to-the-point navigation and a seamless flow from catalog to cart. Additionally, the brand concept (SELECT) reinforced sustainable business practices by restoring footwear from name brands and also selling stock that designer brands offloaded at liquidation price points.

Project overview



My role:

Lead UX designer and primary researcher



Responsibilities:

- Conducted user research (pain point surveys, usability studies)
- Competitive audits of prominent brands in the market
- Designed paper wireframes
- Digital wireframes
- Low fidelity & high fidelity prototypes

Understanding the user

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

User research: summary



To better ascertain the problems that users had with current offerings, I decided to conduct an intro “pain point” survey to better understand what issues people had with other clothing websites.

Consistently, people mentioned: lack of reliability with sizes and size charts, no way to guarantee how something will fit, low quality imagery, overwhelming or cluttered navigation, and lack of proper filters.

User research: pain points

1

Overwhelming navigation

Users indicated that other websites make use of cluttered or busy navigation, ultimately leading the user to lose interest or at the very least grow frustrated.

2

Unreliable sizing / fit

Inconsistent size charts, distrust in model photos, can't guarantee item fit before buying

3

Poor quality imagery

Users indicated that many websites have poor imagery (either low quality or doesn't show the product well enough)

4

Filtering and faceting

Websites don't have relevant filters that would benefit the shopping experience

Persona: Dimitri

Problem statement:

Dimitri is a busy media professional who needs intuitive website navigation & trustworthy sizing because he rarely has the time to come in and try clothes on.



Name: Dimitri

Age: 29

Education: Bachelor's degree

Hometown: Chicago, IL

Family: Single, no children

Occupation: Media specialist

"A wise man's goal shouldn't be to say something profound, but to say something useful." -Criss Jami

Goals

- Find a clothing website that saves time and is easy to use
- Eliminate the need to drive to shopping malls, shopping centers to try on clothes

Frustrations

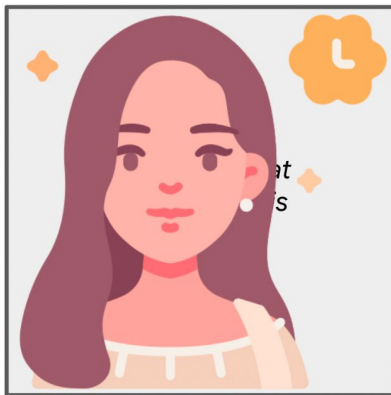
- Lack of reliability / consistency with sizing guides online
- Lack of time with full time job to visit stores and browse
- Annoying, finicky navigation and search on existing sites

Dimitri is a 29 year old media specialist in the Chicagoland area. Like many others, he has looked toward online shopping as a way to purchase quality clothing in the comfort of his own home. With his busy schedule, though, he has no desire to visit stores or boutiques to try stuff on. He gets annoyed with overly cluttered designs and menus, wanting something easy and clear to shop on.

Persona: Parker

Problem statement:

Parker is a full-time college student who wants to find cost-effective, high quality clothing because she is tired of dealing with the terrible standards of many “fast fashion” websites.



Name: Parker

Age: 22

Education: Enrolled in college

Hometown: Pittsburgh, PA

Family: Single, lives at home

Occupation: Full-time student

“Quality means doing it right when no one is looking.” -Henry Ford

Goals

- Find cost-effective clothing that appeals to her sense of style
- Quality; not just something affordable, something that'll last too
- Find a site with good return / conflict resolution options

Frustrations

- Clothes have gotten so expensive from well-known brands
- Poor quality with “fast fashion” websites
- Dishonest (or paid) reviews, inability to try on before she buys

Parker is a 22 year old college student who commutes to school and lives at home. She is looking for a part-time job on campus, and wants to find a clothing website that allows her to occasionally treat herself while investing in pieces of decent quality and at a good price point. Parker overtime has grown frustrated not only by how expensive clothes are nowadays, but also the lack of honesty with reviews due in part to the immense growth of paid placement influencer marketing.

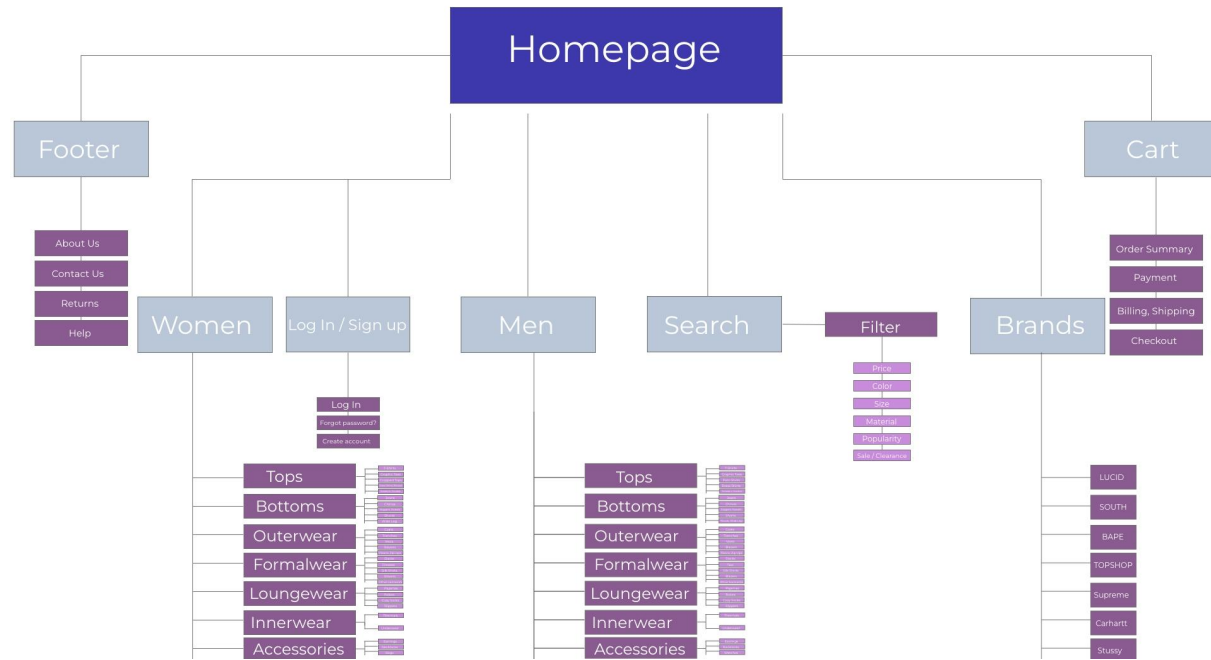
User journey map

Map for Dimitri. Goal is to find a shopping app that saves time and is easy to use. With this flow outlined, it helped me identify more particular areas that will contribute to a better user experience overall.

ACTION	Choose where to shop online	Browse catalog	Narrow down selections	Add item to cart	Checkout
TASK LIST	Tasks A. Google search clothing store(s) of choice B. Choose website that has best options or deals currently going C. Visit website homepage	Tasks A. Browse the men's and women's sections B. Open different products, compare pricing C. Apply filtering options as needed	Tasks A. Check availability of sizing, color options B. Select an item	Tasks A. Add item to cart B. Navigate to cart page for review	Tasks A. Review subtotal B. Check shipping fees, review size and color information C. Place order
EMOTIONS	Excited to be shopping, hopeful	Overwhelmed or indecisive	Concerned about fit or shipping fees	Concerned about possible fees for shipping	Excited for new item
IMPROVEMENT OPPORTUNITIES	Have welcoming, "non-busy" navigation	Make easily visible filters for the user to refine their search with	Similar items section to showcase other items that may be of interest	Make a good use of changing states to showcase if / when an item has been added to cart (like a "+1")	Have favorite payment method pre-selected, prefilled user profile

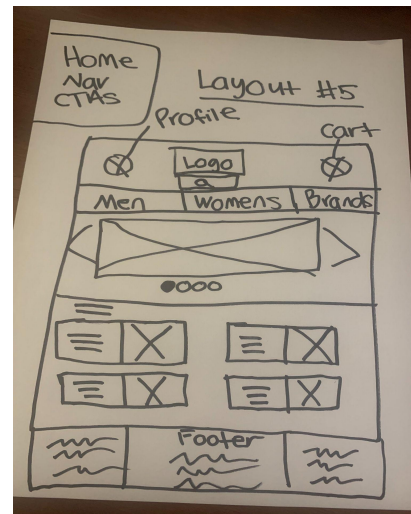
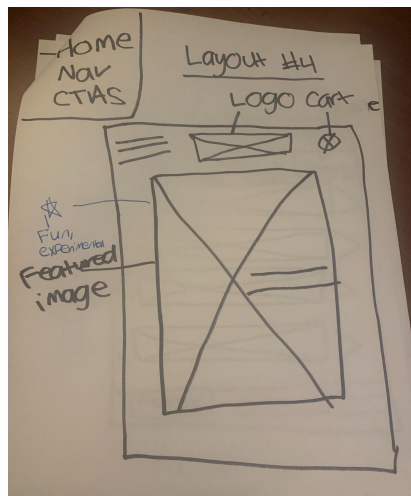
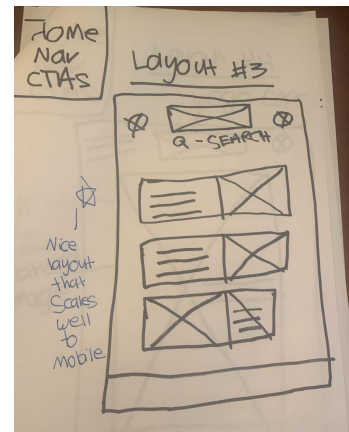
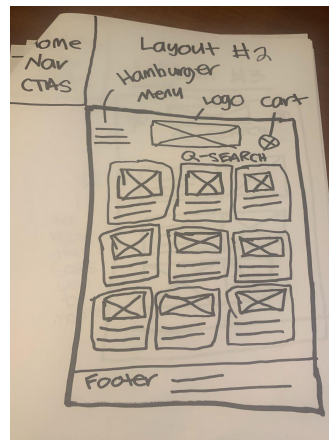
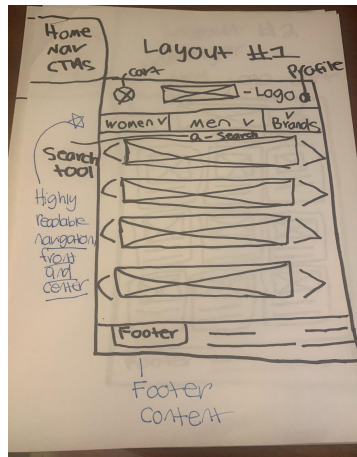
Sitemap

I wanted this to be very functional and concise, at the risk of feeling a little barebones compared to some other clothing stores with a bunch of topnav options. People will have the option to shop by Men, Women, or shop by brand and read up on some history of our partners.



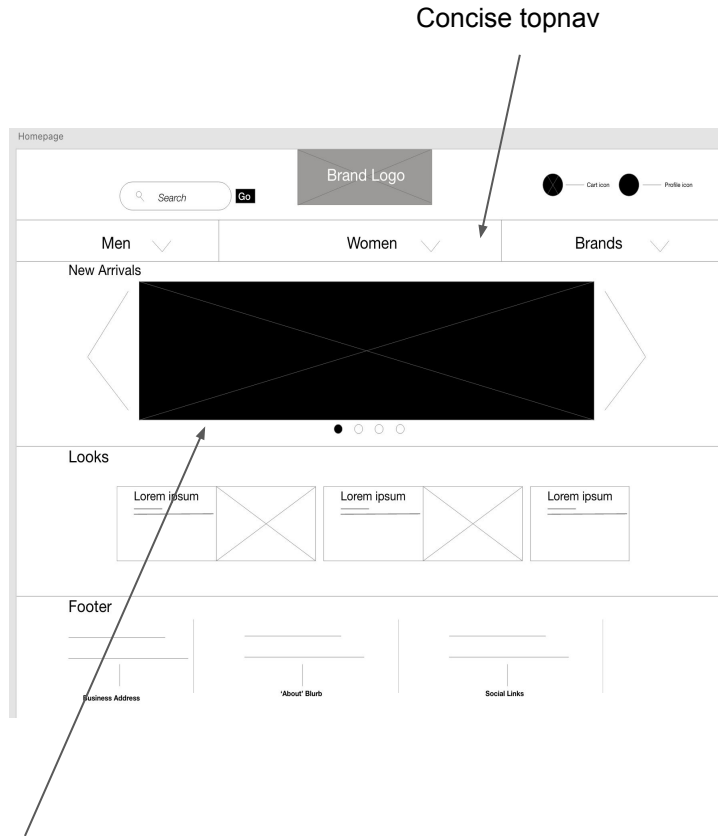
Paper wireframes

I personally have always found sites with sliders / hero images to have a more captivating user experience, so I was experimenting with different placements of that, from just having multiple sliders all the way down (#1), to just one (#5), to a grid layout (#2), even to having just one static image in the background (#4).

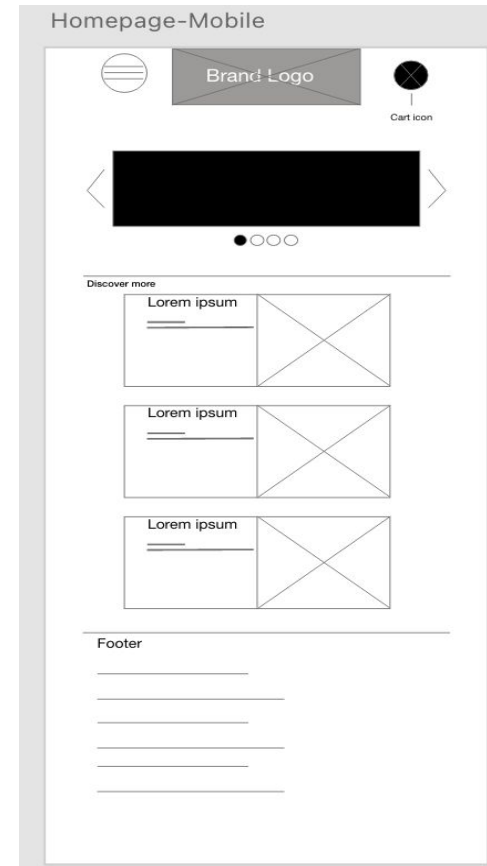


Digital wireframes

With the pain points suggesting that many clothing sites make use of a cluttered or unappealing navigation, I went for a streamlined and simple look with this project. You can see how the homepage design translates well to desktop and mobile.

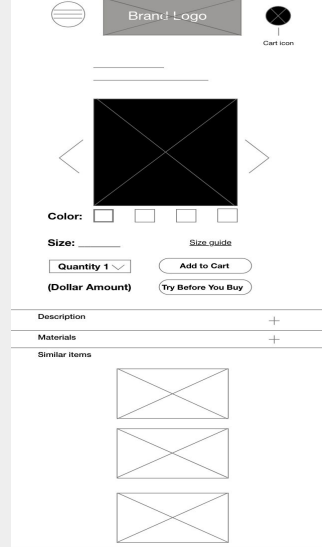


Hero slider for eye-catching content above the fold

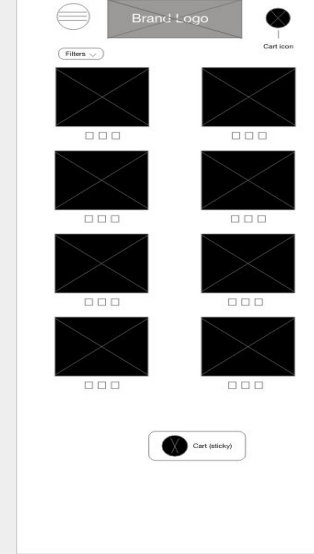


Digital wireframe screen size variation(s)

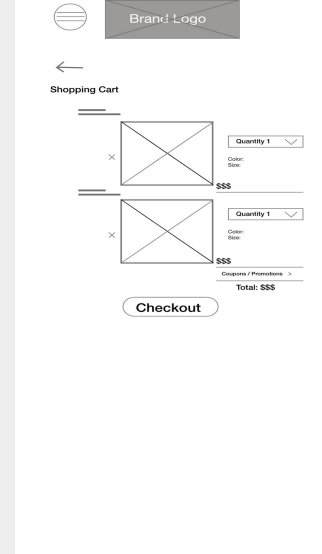
Crafting these mobile versions of my wireframes helped to reinforce a more strict placement of things like buttons and also controlling text size to make the best use of the space and smaller screen real estate.



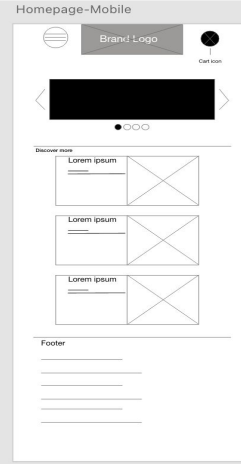
Expanded Product Page (mobile)



Item / shop by section (mobile)



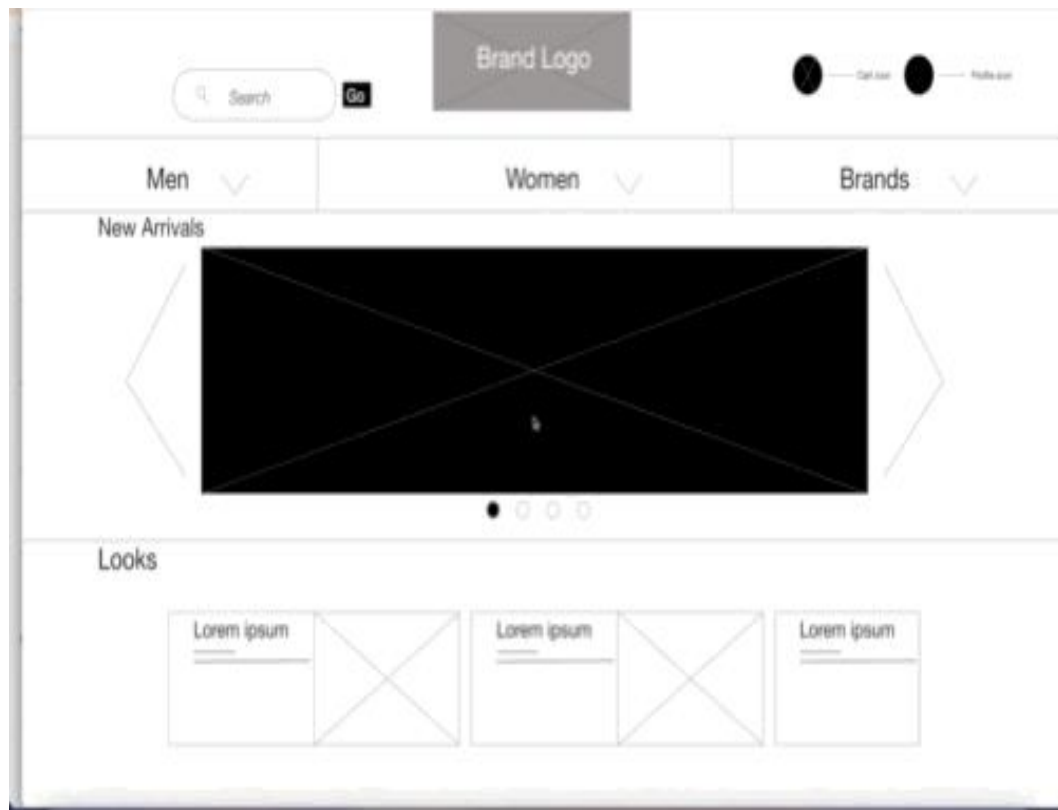
Cart Page (mobile)



Homepage (mobile)

Low-fidelity prototype

[Link to Low-Fi Prototype](#)



Usability study: parameters



Study type:

Unmoderated usability study



Location:

United States, remote



Participants:

5 participants



Length:

15-20 minutes

Usability study: findings

Insert a one to two sentence introduction to the findings shared below.

1

Catalog pages

Users felt the shopping filters were too small. Not easy enough to read at a glance.

2

Product pages

Users felt the “similar items”, “description” text was too small, and that the items should be labeled under similar items

3

Top Navigation Dropdown

Users would like to see only one section “drop down” as opposed to all three expanding / collapsing after interacting with the arrows

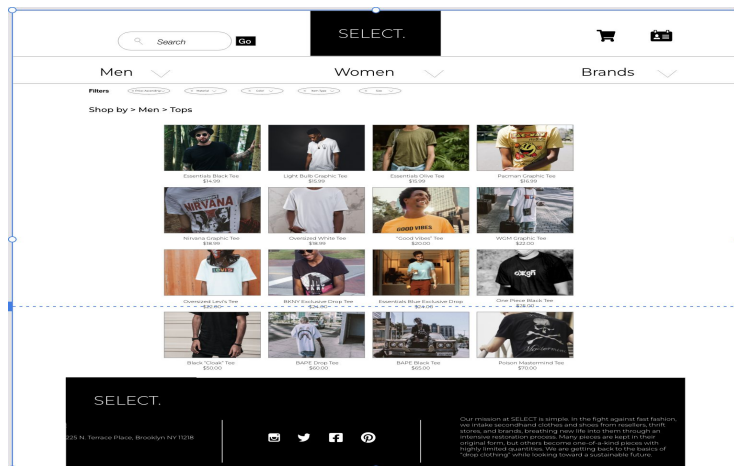
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

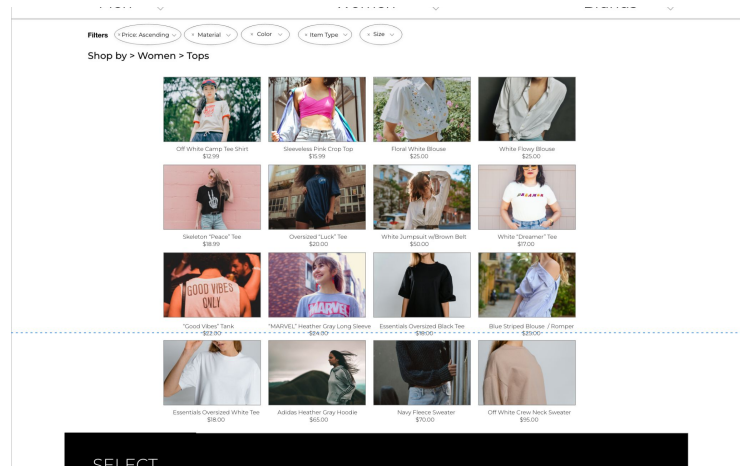
Mockups

Users felt shopping filters were too small in the high-fidelity prototype & mockups. This was adjusted to make them larger.

Before usability study



After usability study

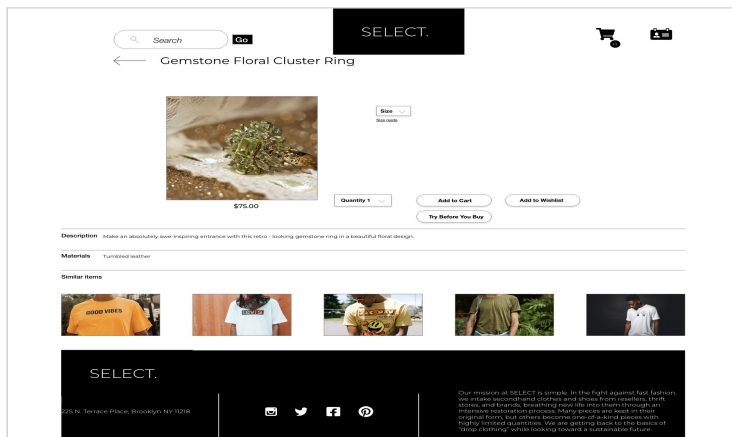


Mockups

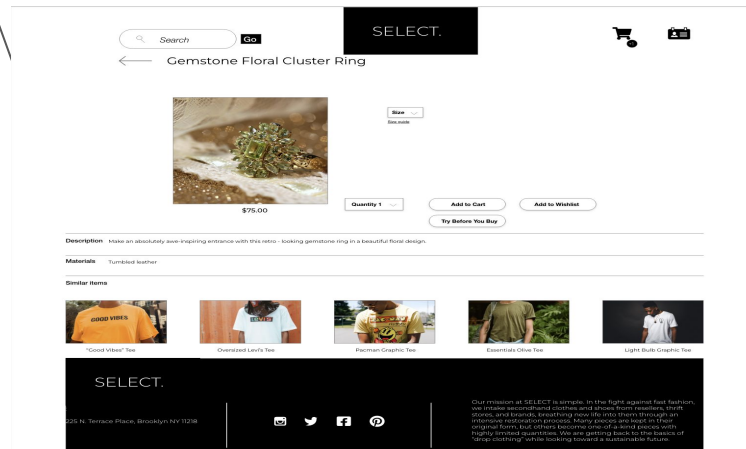
Products in the “similar items” section did not have text labels.

Each item has a label

Before usability study

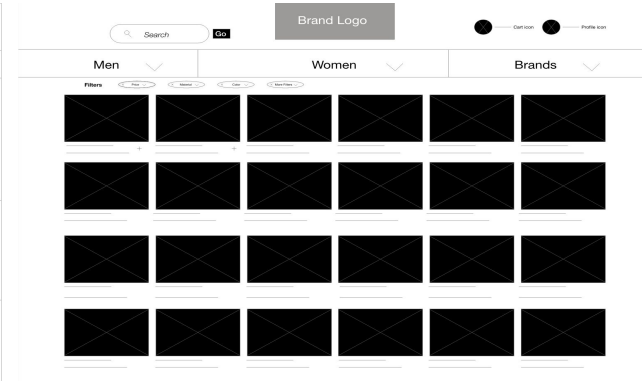
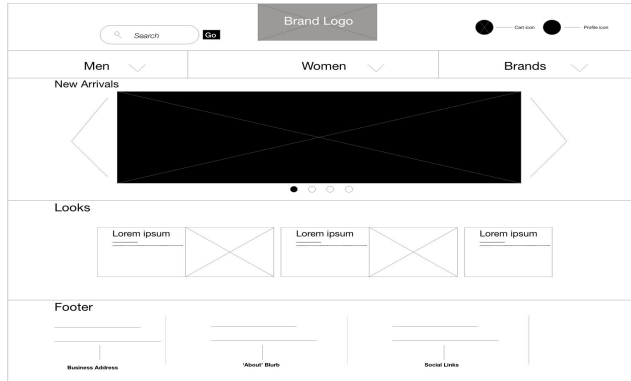


After usability study



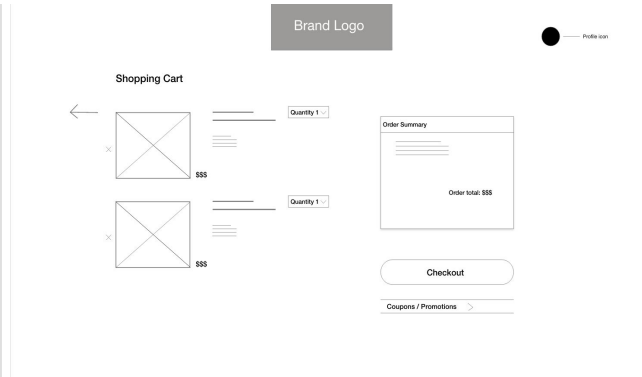
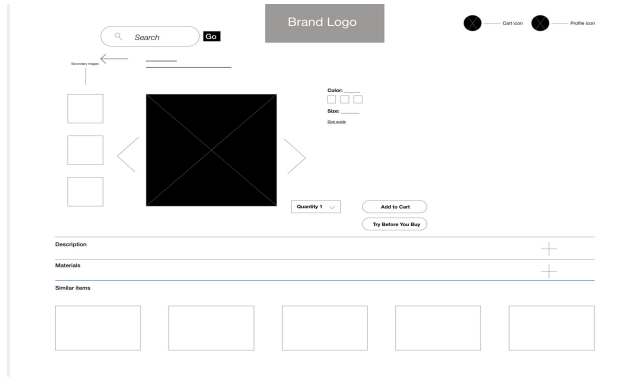
Mockups: Original screen size

Homepage



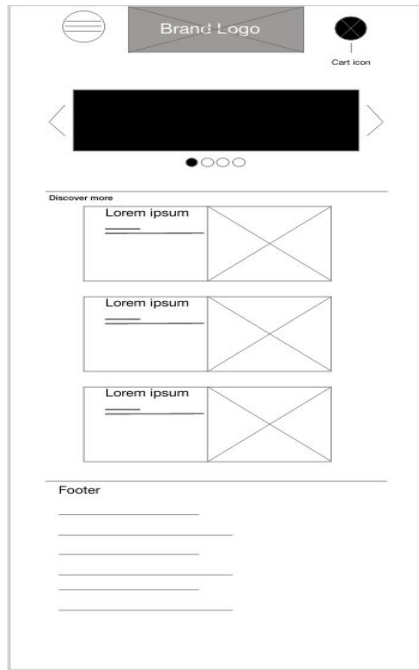
Item Section / Shop By

Expanded Item Page

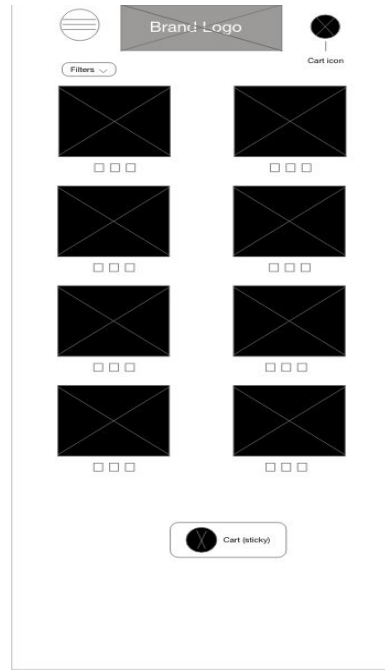


Shopping Cart / Review Order

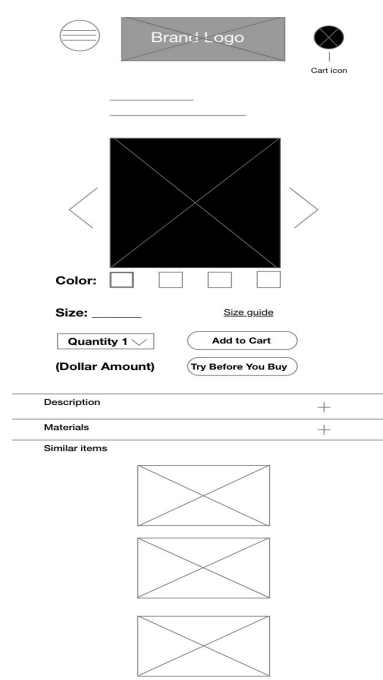
Mockups: Screen size variations



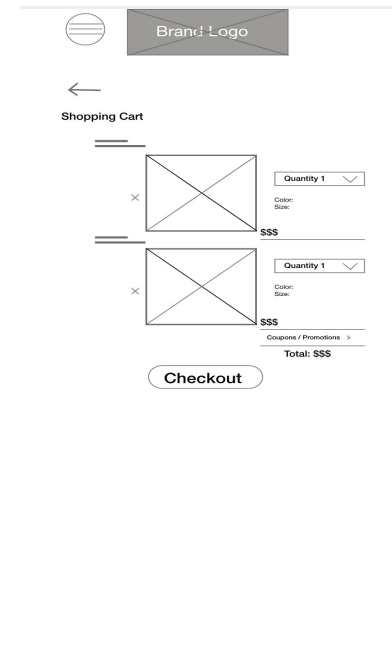
Mobile homepage



Item / shop by section
(mobile)



Expanded Product Page
(mobile)



Cart Page
(mobile)

High-fidelity prototype

[Link to High-Fidelity Prototype](#)

A high-fidelity prototype of a web form titled "New Member Signup". The form is centered on a white background, flanked by two solid black horizontal bars. Above the form is a black rectangular button with the text "SELECT." in white. The form itself has a white background with a black border. It contains the following elements: a title "New Member Signup" in bold black text; two input fields for "First name" and "Last name"; a single input field for "Street address"; three input fields for "City", "State", and "Zip code"; a "Create Account" button; and two small checkboxes with labels "I agree to the privacy policy" and "I agree to the terms of service".

SELECT.

New Member Signup

First name Last name

Street address

City State Zip code

Create Account

☐ I agree to the privacy policy

☐ I agree to the terms of service

Accessibility considerations

1

Breadcrumbs on shopping sections for easy tracking when the user is shopping

2

Simple, easy-to-use navigation with clear visual hierarchy

3

High contrast design with black & white coloring, consistent branding

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Our target users indicated that, contrary to many other popular clothing websites, our navigation was free of clutter and very quick & snappy to use. Additionally, users loved the inclusion of high-res images that clearly showcased each product. They appreciated the thoughtful brand mission.



What I learned:

I learned that it pays to take a step away from designs! Sometimes in the frenzy of producing them, little things like bits of text being slightly off-center, or small inconsistencies in your choice of typeface, can go unnoticed if you don't have your wits about you!

Next steps

1

Add a "Reviews" section –
this was another area to
add based on user
feedback

2

Design each individual
product page so that
more than a handful of
products on the site are
clickable / complete the
flow

3

Conduct follow-up
usability testing

Let's connect!



Appreciate you taking the time to review my SELECT project. If you'd like to see any more work or get in touch, my info is below:

Email: lhaeffele14@gmail.com

Website: <https://www.chieflyart.com>