

Tee's Shirts Website Design

Pravallika Sai

Project overview



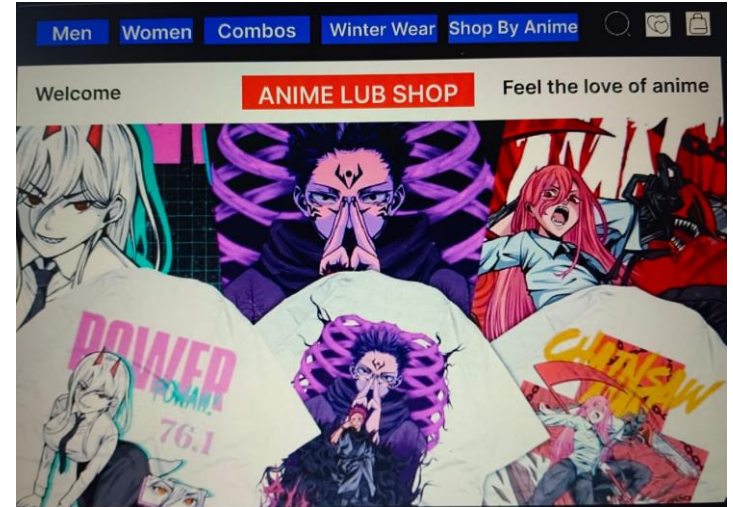
The product:

Tee's Shirts is a clothing store that offers affordable pricing options. The typical user is between 19-30 years old, and most users are college students or early career professionals. Tee's Shirts' goal is to make shopping fun, fast, and easy for anime lovers of users.



Project duration:

Oct 2022-Dec2022



Project overview



The problem:

Available anime online shopping websites have cluttered designs, inefficient systems for browsing through products, and confusing checkout processes.



The goal:

Design a Anime Tee's Shirts website to be user-friendly by providing clear navigation and fast checkout.

Project overview



My role:

UX designer leading the Tee's Shirts website design



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 conducted user interviews, which I then turned into empathy maps to better understand the target user and their needs. I discovered that many target users treat anime online shopping as a fun and relaxing activity when they need a break from school or work. However, many shopping websites are overwhelming and confusing to navigate, which frustrated many target users. This caused a normally enjoyable experience to become challenging for them, defeating the purpose of relaxation.

User research: pain points

1

Pain point

Anime shopping website designs are often busy, which results in confusing navigation

2

Pain point

Some Online Anime shopping websites don't provide an engaging browsing experience

3

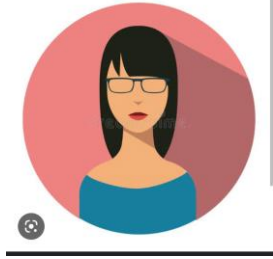
Pain point

Anime lovers are finding it difficult to Shop for their fav anime t-shirts

Persona: Mahi

Problem statement:

Mahi is a busy college student who needs wants to be an animator and loves to buy anime t-shirts because she wants online shopping to be stress-free.



Mahi

Age: 22-years

Education: 4th-year university

Hometown: India

Family: 1 sister and parents

Occupation: Animator

"I know I will reach my goal and the sky will be my starting point "

Goals

- Demonstrate her commitment to the job
- Complete every task efficiently
- Be trusted with increased responsibility

Frustrations

- The challenge of not finding the correct anime product, finding it difficult to pick from not wanting product options
- Challenge of payment most apps don't give the option for multiple payments

Mahi is about to complete a B.tech in Information technology and hopes an internship will launch her career In the Animation field. Mahi will like to demonstrate her commitment on the job complete every task efficiently and eventually be trusted with increased responsibilities in the office.

User journey map

I created a user journey map of Mahi's experience using the site to help identify possible pain points and improvement opportunities.

Persona: Mahi

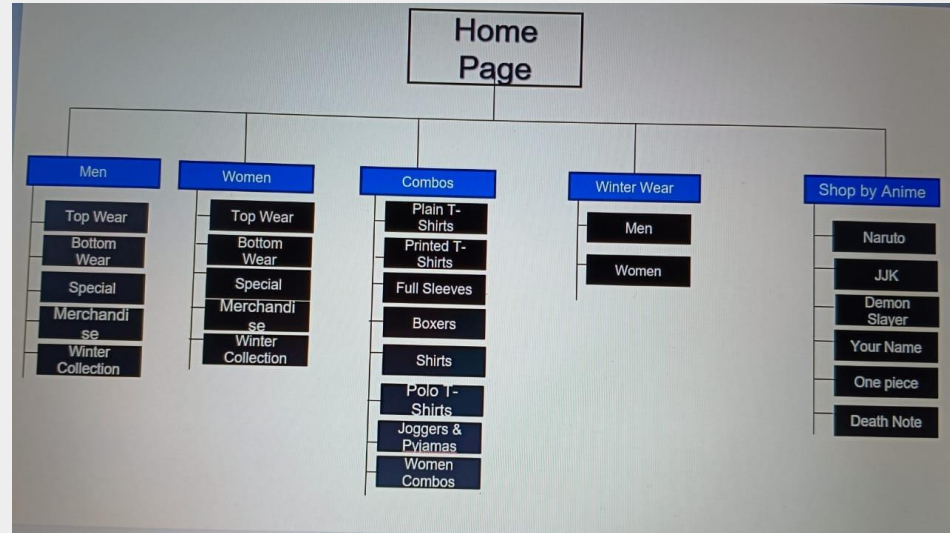
Goal: Shop for customized anime clothing online to easily buy items

ACTION	Action 1	Action 2	Action 3	Action 4	Action 5
TASK LIST	Tasks A. Search for anime shopping websites B. Choose a website that has customized clothing style	Tasks A. Browse the website to find the needed products B. Apply filter options if available	Tasks A. Select size, color, and quantity of customized item	Tasks A. Add item to the cart I	Tasks A. Review cart B. Add billing information C. Add shipping information and confirm the order
FEELING ADJECTIVE	Excited to shop	Happy to be shopping	Unsure about the color choices	Annoyed with button size	Nervous about choices Eager to check the customized product
IMPROVEMENT OPPORTUNITIES	Create an online website for t-shirts with customized feature	Add clear easy to use filters	Provide a size chart and Provide preview option	Make a large enough button	Offer return policy information

Sitemap

Difficulty with website navigation was a primary pain point for users, so I used that knowledge to create a sitemap.

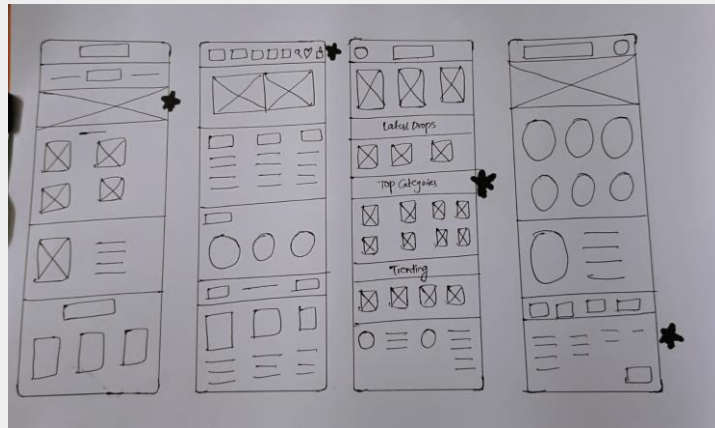
My goal here was to make strategic information architecture decisions that would improve overall website navigation. The structure I chose was designed to make things simple and easy



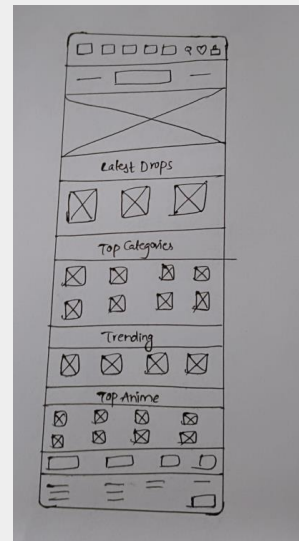
Paper wireframes

Next, I sketched out paper wireframes for each screen in my app, keeping the user pain points about navigation, browsing, and checkout flow in mind.

The home screen paper wireframe variations to the right focus on optimizing the browsing experience for users.

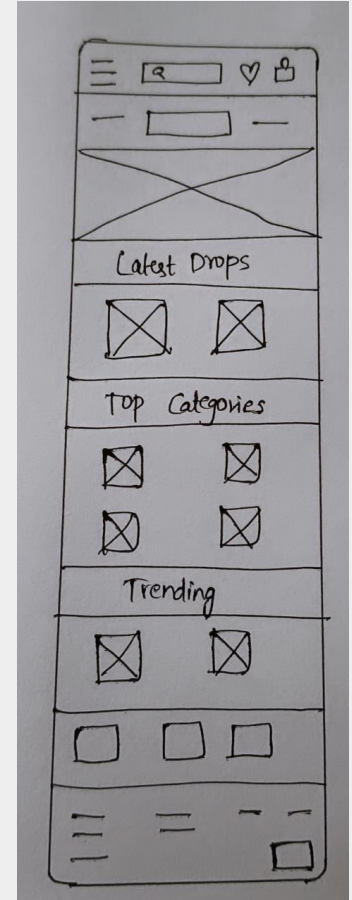


Stars were used to mark the elements of each sketch that would be used in the initial digital wireframes.



Paper wireframe screen size variation(s)

Because Tee's Shirts' customers customized to access the site on a variety of different devices, I started to work on designs for additional screen sizes to make sure the site would be fully responsive.



Digital wireframes

Moving from paper to digital wireframes made it easy to understand how the redesign could help address user pain points and improve the user experience.

Prioritizing useful button locations and visual element placement on the home page was a key part of my strategy

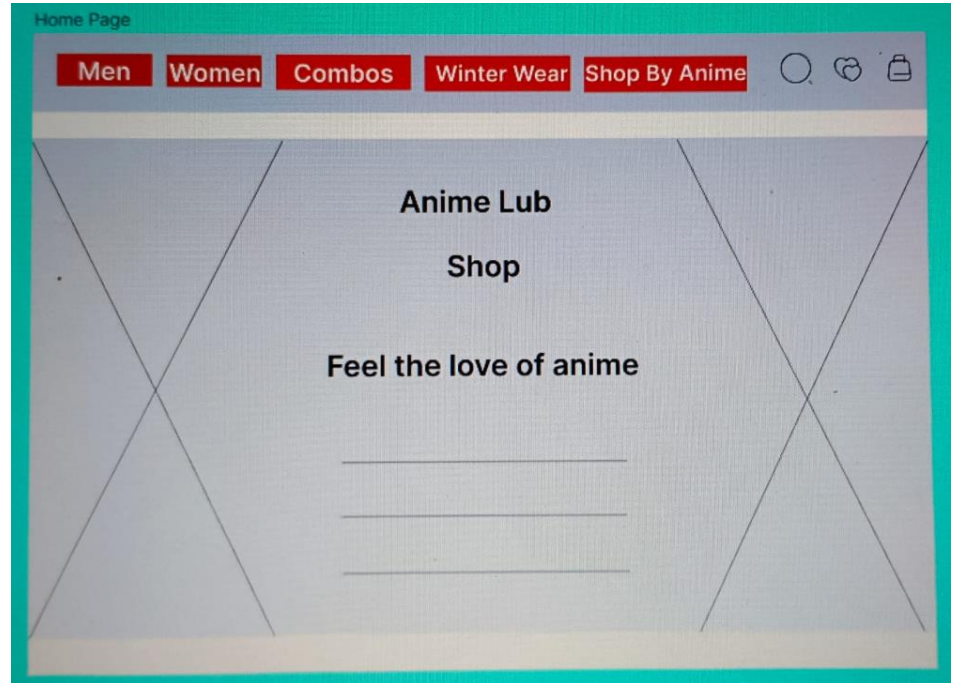
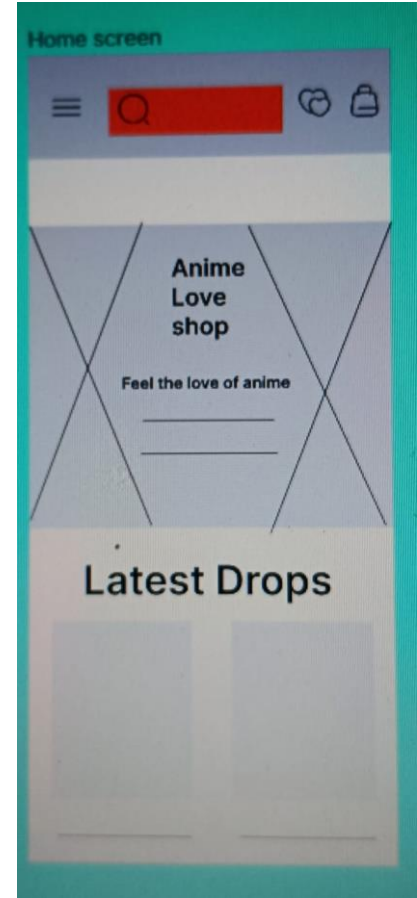
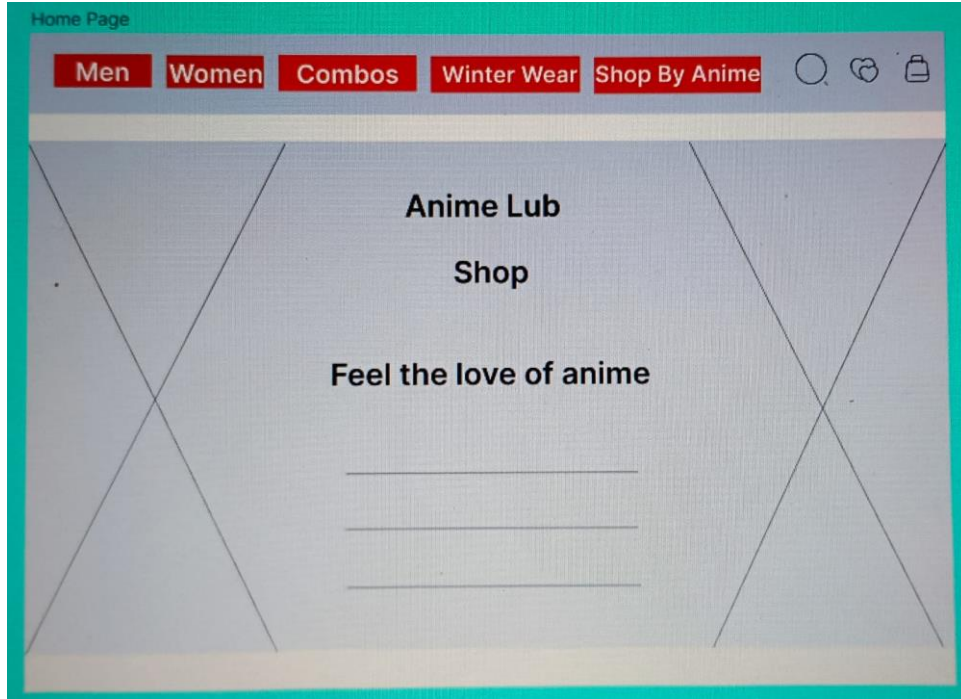


Image in the home page to make anime fans feel good

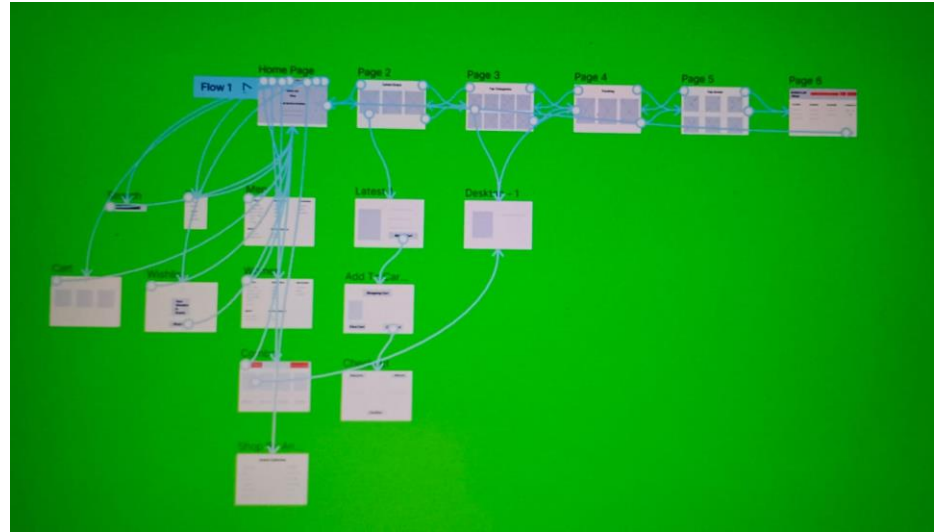
Digital wireframe screen size variation(s)



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.

At this point, I received feedback on my designs from members of my team about things like the placement of buttons and page organization. I made sure to listen to their feedback, and I implemented several suggestions in places that addressed user pain points.



View [Tee-Shirts prototype](#)

Usability study: parameters



Study type:
Unmoderated usability study



Location:
India, remote



Participants:
5 participants



Length:
20-30 minutes

Usability study: findings

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

1

Cart

Once at the checkout screen, users didn't have a way to edit the quantity of items in the cart

2

Account

During the checkout process, there wasn't a clear way for users to log in to their account to pre-fill previous billing and shipping info

3

Finding Products

Users want to find their fav anime products easily without navigating to many pages

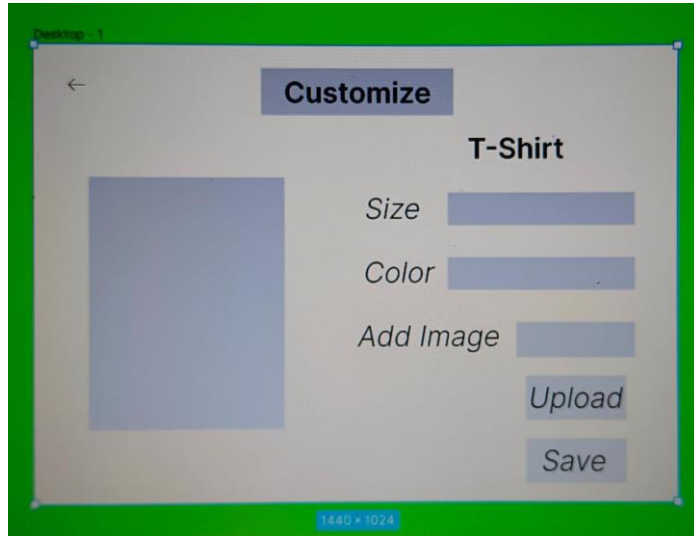
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

When customizing the t-shirt by users I added the view size chart feature and preview in order to fit and be comfortable for the users.

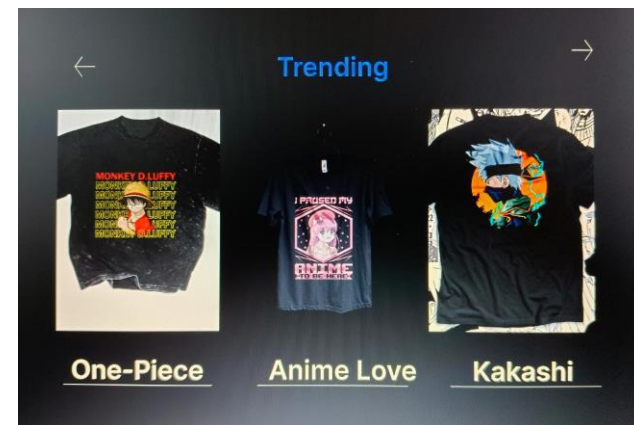
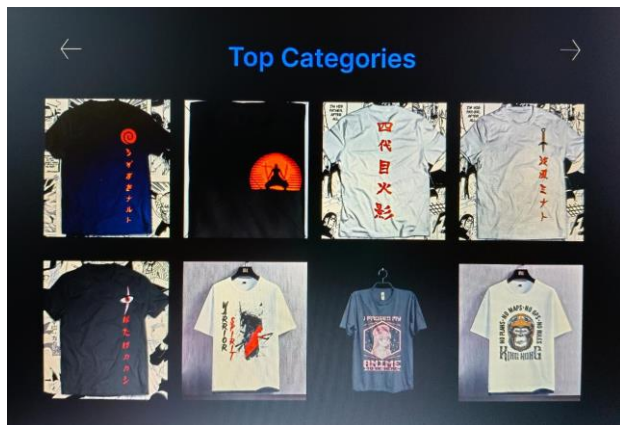
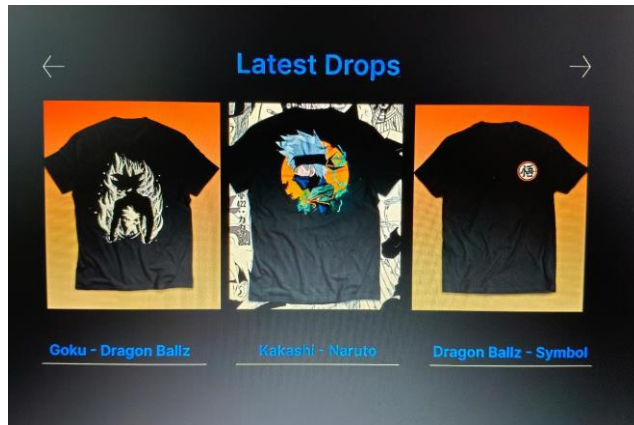
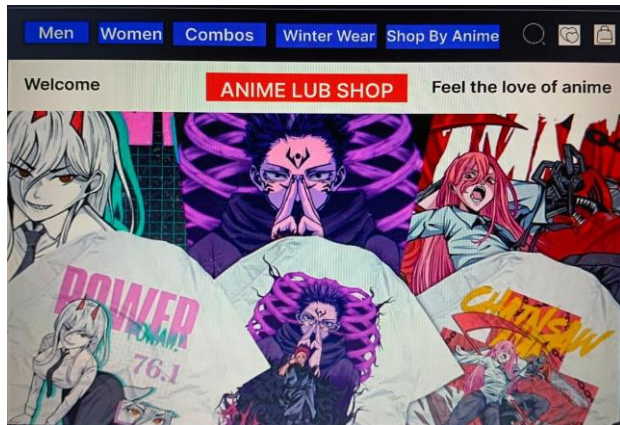
Before usability study



After usability study

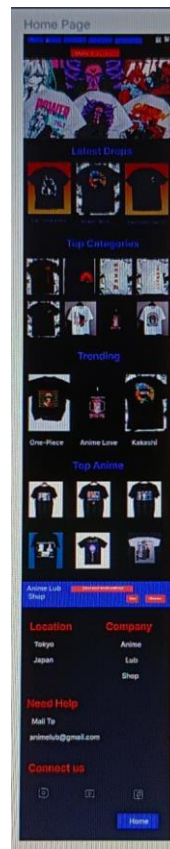


Mockups: Original screen size



Mockups: Screen size variations

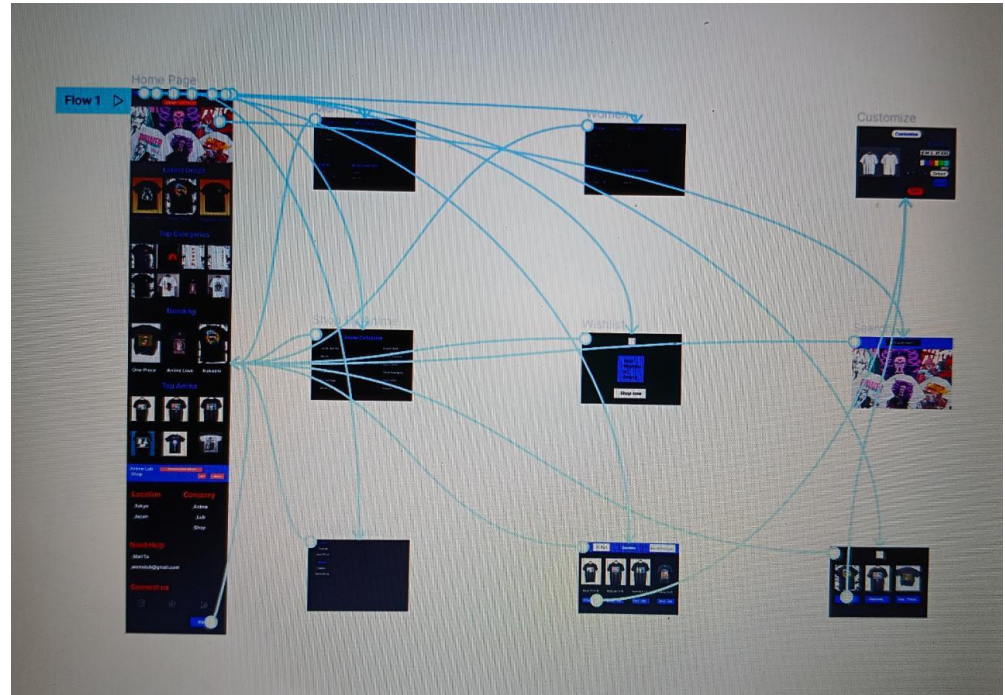
I included considerations for additional screen sizes in my mockups based on my earlier wireframes. Because users shop from a variety of devices, I felt it was important to optimize the browsing experience for a range of device sizes, such as mobile and tablet so users have the smoothest experience possible.



High-fidelity prototype

My hi-fi prototype followed the same user flow as the lo-fi prototype and included the design changes made after the usability study, as well as several changes suggested by members of my team.

View the tee Shirts
[High-fidelity Prototype](#)



Accessibility considerations

1

I used headings with clearly understandable for a clear visual hierarchy .

2

I used landmarks to help users navigate the site, including use technologies who rely on assistive

3

I designed the site with alt text available on each page for smooth screen reader access

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Our target users shared that the design was intuitive to navigate through, more engaging with the images, and demonstrated a clear visual hierarchy.



What I learned:

I learned that even a small design change can have a huge impact on the user experience. The most important takeaway for me is to always focus on the real needs of the user when coming up with design ideas and solutions.

Next steps

1

Conduct follow-up
usability testing on the
new website

2

Identify any additional
areas of need and ideate
on new features for
customized items

Let's connect!



Thank you for reviewing my work on the Tee's Shirts app!

If you'd like to see more or would like to get in touch, my contact information is provided below:

Email: animelubshop@gmail.com