

PRODUCT

Bes-Tees - DIY Custom Gifts Website

PRODUCT TYPE

E-Commerce Website

PROBLEM STATEMENT

As a customer, I want an easy way to design and order custom t-shirts and gifts, so I can create unique, memorable items for special events without a complicated or time-consuming process.

PLATFORM

Desktop & Mobile App

USER BASE

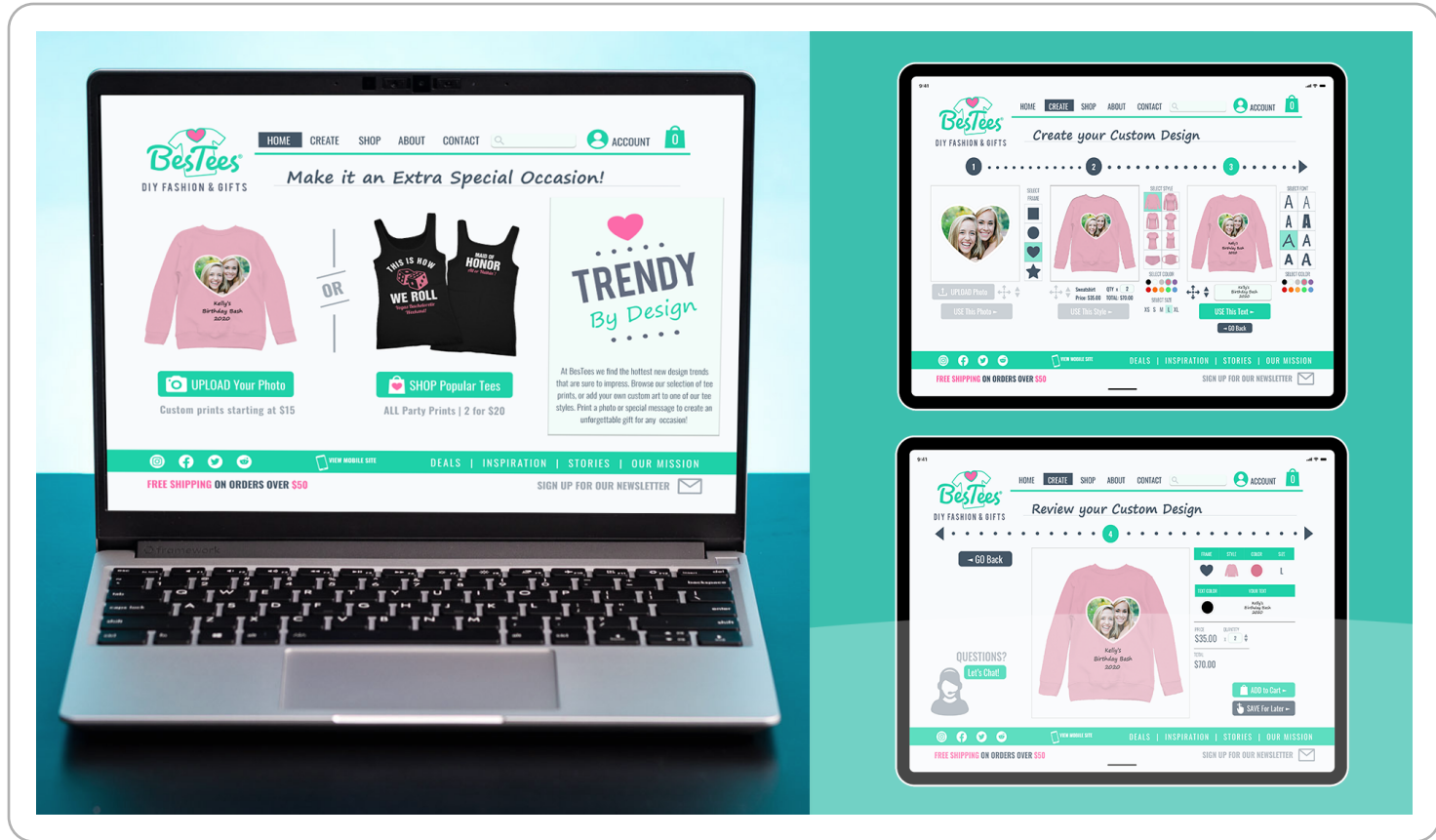
Custom Gift Clients

TIMELINE

Jul 2021 - Sep 2021

ABOUT

BesTees is an online fashion boutique offering trend-inspired apparel with customizable print options. Customers can personalize clothing by uploading images and adding custom text to create unique designs. BesTees serves users preparing for life milestone events who are looking for memorable, personalized gift options.



My Roles & Contributions

UX Designer

- Designed & built user interfaces
- Designed Product Branding & assets
- Planned & Conducted user-base Testing

UX Researcher

- Researched User Needs and Pain Points
- Defined Potential End User Base
- Conducted Market Gap Analysis

Data Architect

- Optimized product data architecture
- Built Unique Product Functionality
- Improved User Path Throughputs

Key Decision Factors

ORGANIZATIONAL NEEDS

A dependable customization and checkout experience that increases conversion while reducing production errors and returns.

USER CONSIDERATIONS

Users needed a fast path to create something memorable without confusion about sizing, placement, or print quality.

CONSTRAINTS & PARAMETERS

Print constraints, asset quality variability, and production timelines required clear validation and previewing.

MEASURES OF SUCCESS

Users created accurate designs quickly, completed checkout confidently, and received products that matched expectations.

PRODUCT CORE FEATURES OVERVIEW



The Product:

BesTees is an online fashion boutique with HQ located in metropolitan Boston. They sell trend-inspired clothing, and allow users to customize clothing orders by creating custom prints. The users are given the option to upload images and/or add text messages to the clothing. BesTees offers a small spectrum of competitive pricing. BesTees targets users who have a life milestone event approaching, and who need a memorable gift option.



∞ End-to-End Workflow

EVALUATE BUSINESS NEEDS

Validated business goals around conversion and reducing support/returns from print misunderstandings.

DEFINE SCOPE & EXPECTATIONS

Defined customization rules, proofing steps, and production constraints with operations.

CONDUCT USER RESEARCH & PROBLEM DISCOVERY

Reviewed typical event-based purchase journeys and expectations for speed and certainty.

EVALUATE USER NEEDS & PAIN POINTS

Identified pain points: preview confusion, unclear constraints, and anxiety about final output.

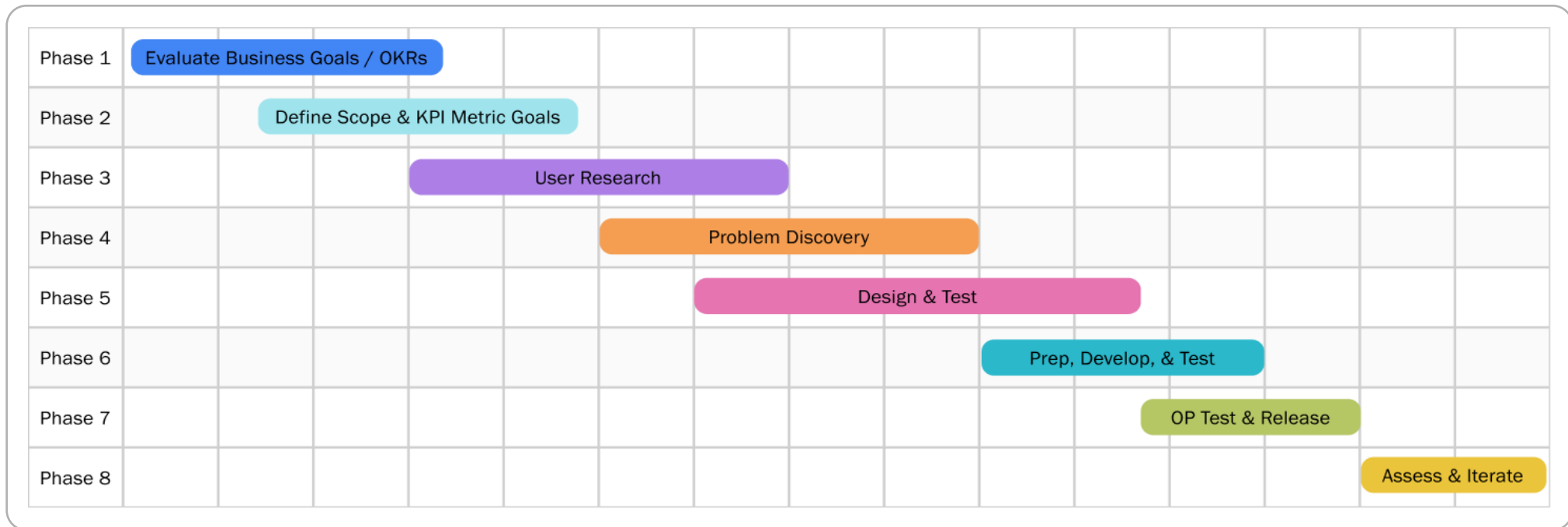
CONFIGURE CONTENT & DEVELOP SOLUTION APPROACHES

Designed guided templates, live previews, and validation warnings before checkout.

MEASURE OUTCOMES & ITERATE

Measured conversion and support tickets, iterating previews and guidance.

CONTINUOUS IMPROVEMENT WORKFLOW PHASES



Design Decision Highlights

KEY DESIGN CHOICES

Guided builder, live previews, print-area constraints, and clear proof checkpoints before purchase.

WHY I MADE THESE CHOICES

They reduced uncertainty and prevented production issues, improving conversion and satisfaction.

WHAT I INTENTIONALLY OMITTED

Advanced design tooling better handled in professional editors.

WHY THESE CHOICES MATTERED

Clear constraints reduced reprints/returns and improved customer trust.

KEY DESIGN COMPONENTS

Logo & Slogan:



Graphics & Icons:



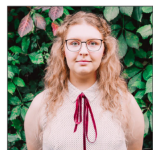
Fonts: Segoe Print
OSWALD EXTRA LIGHT
OSWALD LIGHT
OSWALD REG
OSWALD MED
OSWALD BOLD

Colors:



Design Process Elements

USER RESEARCH



Anna Thomas
Age: 28
Education: Some College
Hometown: Braintree, MA
Family: Wife, Daughter
Occupation: Buyer's Assistant

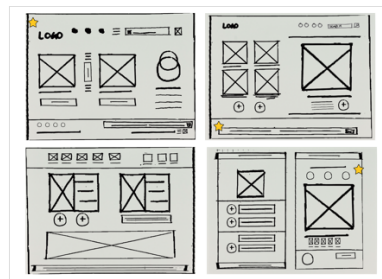
"I like finding little fun surprises to share with my friends & family."

Goals
• Keep up with ever changing trends.
• Prove herself as a savvy and responsible buyer.
• Find new ways to relax and have fun with friends.

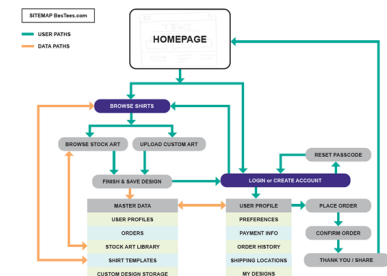
Frustrations
• My work schedule varies, so it's hard to find time to shop for my own gifts.
• I like having a lot of choices while shopping online but not if it's hard to read through.
• I don't like it when online ads try to sell me random items.

Anna has been a buyer's assistant for a retail clothing company for 4 years and works 40 hrs a week. She prides herself on being trend savvy, and she is well liked in her office. She is looking forward to being a bridesmaid in her close friends wedding in a few months, and wants to give the bridal party each a memorable gift.

PROTOTYPES



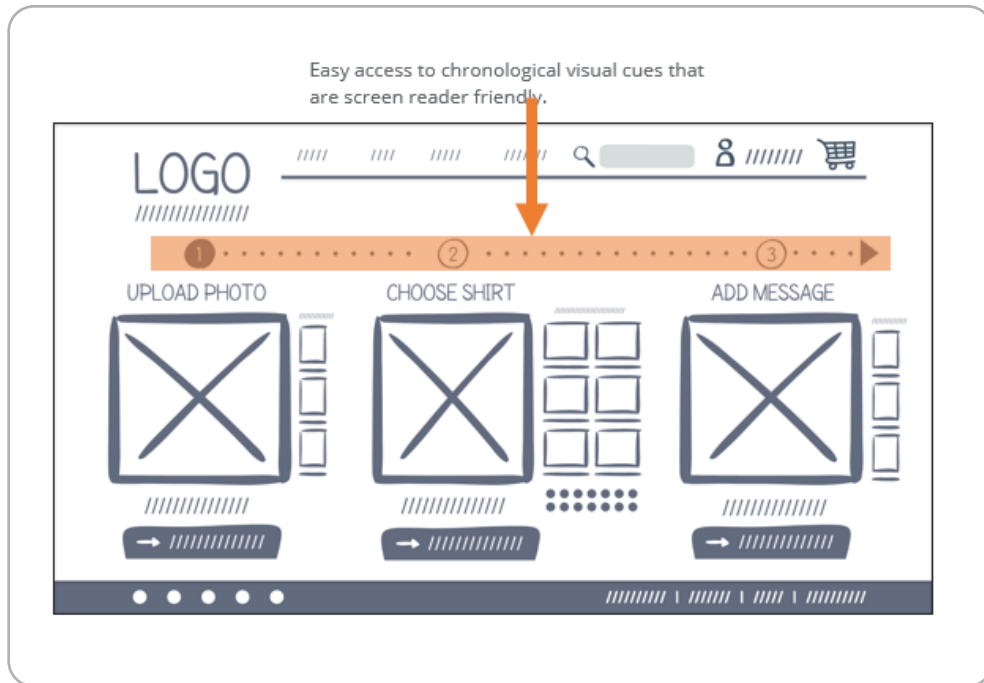
DATA ARCHITECTURE



Impact Snapshot

BEFORE REDESIGN

Users were unsure how their design would print and often discovered issues after ordering. As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.



AFTER REDESIGN

Improved previews and validation reduced errors and increased checkout confidence. Easy navigation and a chronological step bar that guides the users actions was a key user need to address in the designs, in addition to equipping the site to work with assistive technologies by including alt text.



END-USER QUOTES

BEFORE REDESIGN

"I don't know if this will print the way I'm seeing it."
- Customer



AFTER REDESIGN

"The preview and warnings make it clear before I buy."
- Customer



AFTER REDESIGN

"Templates made it easy to get something nice quickly."
- Customer



Key Visual



HOME

CREATE

SHOP

ABOUT

CONTACT

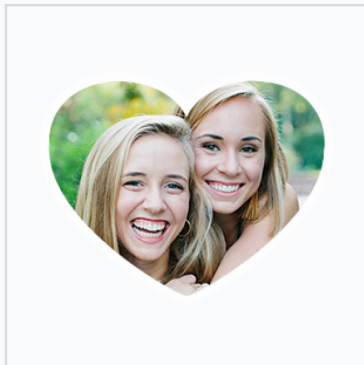
ACCOUNT



Create your Custom Design



1 ADD YOUR PHOTO



UPLOAD Photo

USE This Photo

SELECT FRAME



2 SELECT YOUR SHIRT



Sweatshirt QTY x 2
Price: \$35.00 TOTAL: \$70.00

USE This Style

SELECT STYLE



SELECT COLOR



SELECT SIZE

XS S M L XL

3 ADD YOUR TEXT

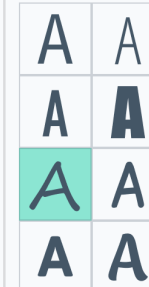


Kelly's Birthday Bash 2020

USE This Text

GO Back

SELECT FONT



SELECT COLOR



VIEW MOBILE SITE

DEALS | INSPIRATION | STORIES | OUR MISSION

FREE SHIPPING ON ORDERS OVER \$50

SIGN UP FOR OUR NEWSLETTER



Key Visual



HOME

CREATE

SHOP

ABOUT

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Order Summary

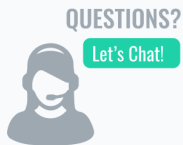
YOU MIGHT LIKE



Fashion Tee \$15.00 [+ Add](#)



Fashion Sweatshirt \$25.00 [+ Add](#)



ITEM #001
Sty: Sweatshirt - Siz: L - Clr: Pink - Prt: Photo #7654 - Frm: Heart
Custom Text - Kelly's Birthday Bash 2020
Price: \$35.00



Qty x 2
Total: \$70.00



ITEM #002
Sty: Tank - Siz: M - Clr: Black - Prt: #2658 - Frm: Square
Custom Text - None
Price: \$35.00



Qty x 2
Price: \$15.00



ITEM #003
Sty: Tee - Siz: L - Clr: Purple - Prt: #6589 - Frm: Square
Custom Text - None
Price: \$35.00



Qty x 1
Price: \$15.00



ITEM #004



TOTAL ITEMS x 6
TOTAL : \$150.00

CONTINUE SHOPPING

CONFIRM ORDER

BILLING / SHIPPING

BILLING INFO. [SET UP PAYMENT](#)

Pay Via: BTC ETH DOGE

BILLING ADDRESS

ADDRESS LINE 1:

123 Fake St.

ADDRESS LINE 2:

Apt. 73

COUNTRY

USA

CITY STATE / PROVINCE

Anytown MA

POSTAL CODE

02345

SHIPPING ADDRESS

SAME AS BILLING ADDRESS

Ship Via:



VIEW MOBILE SITE

DEALS | INSPIRATION | STORIES | OUR MISSION

FREE SHIPPING ON ORDERS OVER \$50

SIGN UP FOR OUR NEWSLETTER

Usability Studies

STUDIES CONDUCTED



MODERATED

- Scripted Interviews
- Prototype Walkthroughs
- Heuristic Evaluations



A / B TESTS

- Product Variant Comparisons
- Time on Task Tracking
- Engagement Experiments



UNMODERATED

- Email Surveys
- Task-Based Testing via Prototype
- Field Studies

BEFORE USABILITY STUDIES

Users struggled with print area expectations and image quality requirements.

AFTER USABILITY STUDIES

Added clearer constraints, better previews, and upfront warnings for low-resolution uploads.

Before usability study 1

After usability study 1

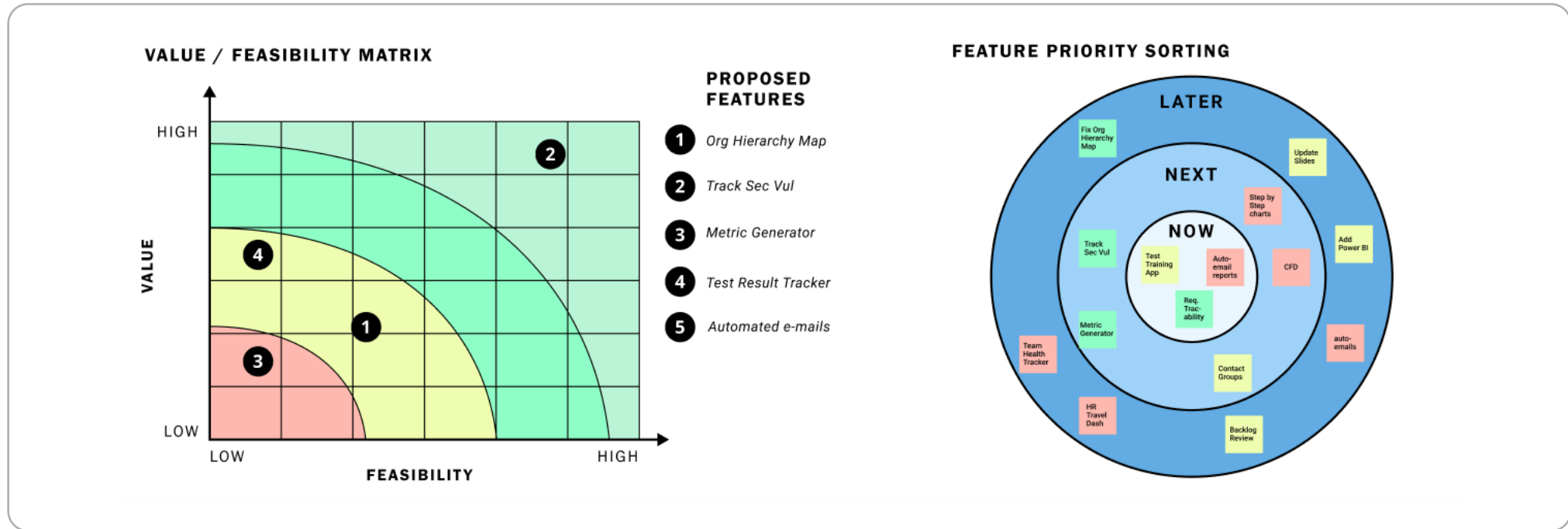
Before usability study 2

After usability study 2

★ Feature Prioritization

DETERMINING PRIORITY

Prioritized fixes that reduced returns: preview accuracy, constraints, and upload validation. User confidence in end product was crucial to conversion, so features that increased that were prioritized.



A Navigating Challenges

USABILITY

Design Builder

Challenge: Helping users create custom designs easily while avoiding sizing, print, and preview confusion.

Approach: Provide guided templates, live previews, and clear constraints for print areas and quality

COMMUNICATION

Proof Approval

Challenge: .Users and production teams had mismatched expectations about proofs, timelines, and

Approach: Add proof/preview checkpoints, clear SLAs, and confirm print constraints before checkout.

ACCESSIBILITY

Preview Clarity

Challenge: Design previews weren't very accessible for users with low vision or color-blindness.

Approach: Provide zoom, high-contrast outlines, and text alternatives for preview and warnings.

Key Insights & Outcomes

USER INSIGHTS

Users wanted speed, confidence, and guidance without feeling restricted.

WORKFLOW INSIGHTS

Most purchases were event-driven; rapid creation and certainty mattered most.

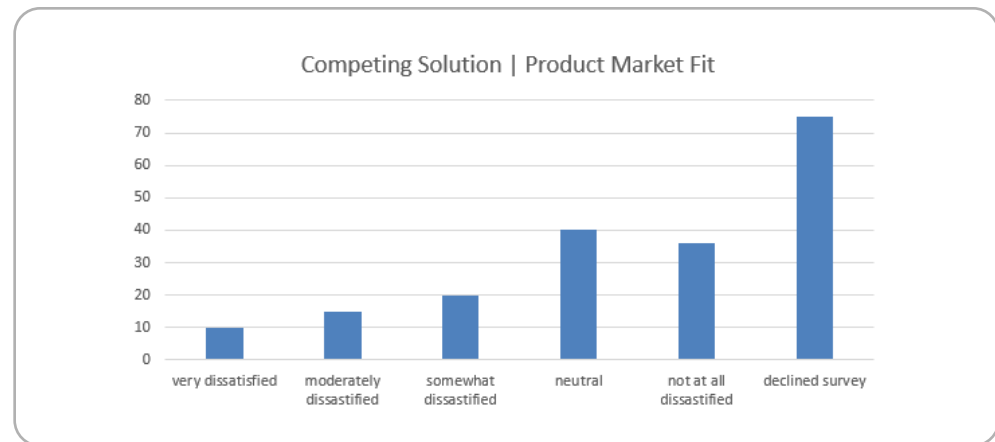
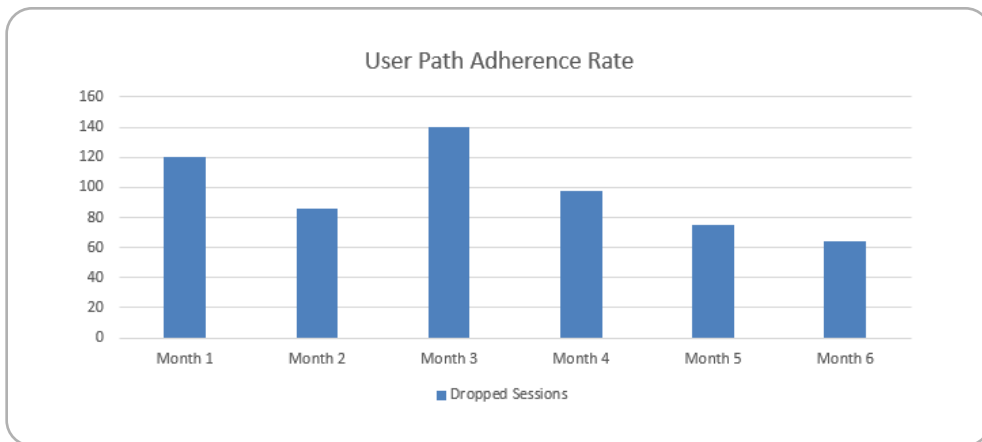
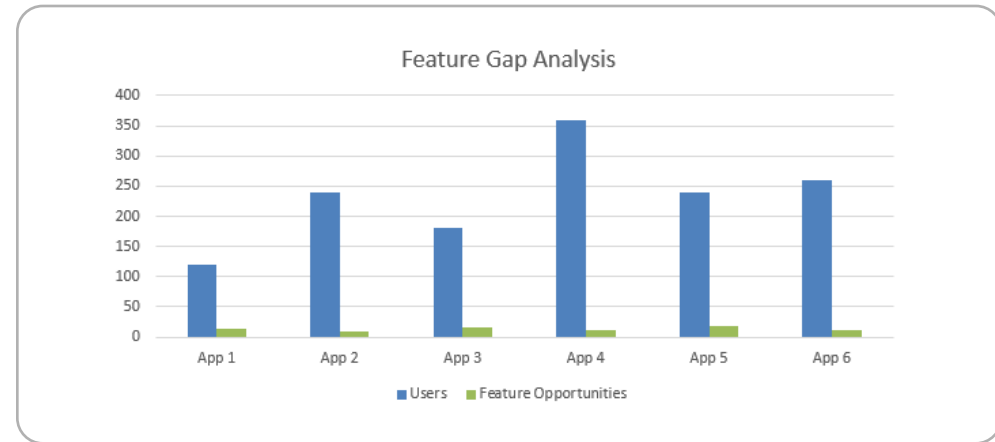
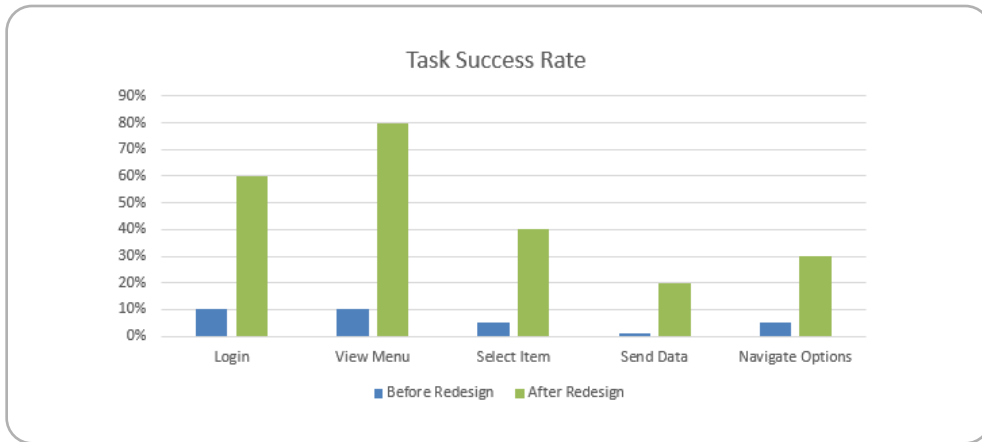
FEATURE INSIGHTS

Templates, previews, and validation warnings drove the most value.

PERFORMANCE INSIGHTS

Fast preview rendering reduced frustration and improved builder usability.

METRICS TRACKED



 Takeaways

HOW DID FEEDBACK INFLUENCE DECISIONS?

Feedback highlighted uncertainty during creation and checkout. Iterations focused on clearer previews, constraints, and reassurance at key steps.

HOW DID THESE CHOICES INCREASE VALUE?

Reduced support and rework improved margins while higher confidence increased conversion.

HOW DID THE OUTCOMES ALIGN WITH BUSINESS GOALS

Outcomes aligned with goals through higher conversion and fewer post-order issues.

WHAT ELSE WOULD I CHANGE?

When adding new product types, new print methods, or different fulfillment SLAs.

WHAT NEEDS FURTHER EXPLORATION?

Saved designs, shared links for group approval, and automated design suggestions.

WHAT I LEARNED

Preview clarity and constraint transparency were the biggest drivers of confidence and purchase completion.

 Next Steps



FOR THE BUSINESS

Reduce support and returns

Continue tightening validation rules and proof steps to prevent common print issues and improve margins.



FOR THE TEAM

Expand product templates


Create reusable templates and componentized builder patterns to add new products faster.



FOR THE USERS

Make personalization easier

Add suggested layouts, auto-alignment, and better text tools so users can design quickly with fewer errors.

 Let's Connect!



Thanks for Reading!

If you'd like to further discuss my work, talk about product strategy, UX design, or building productivity tools, I'd love to connect. Hope to hear from you!

-Hill

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RESUME

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