



## Responsive Website Design

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September 2021



# Project Overview



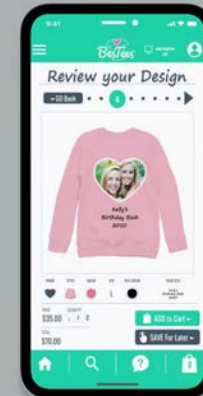
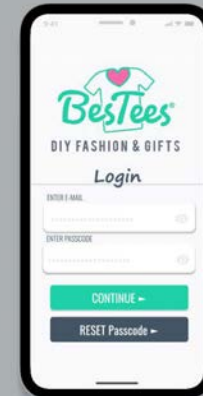
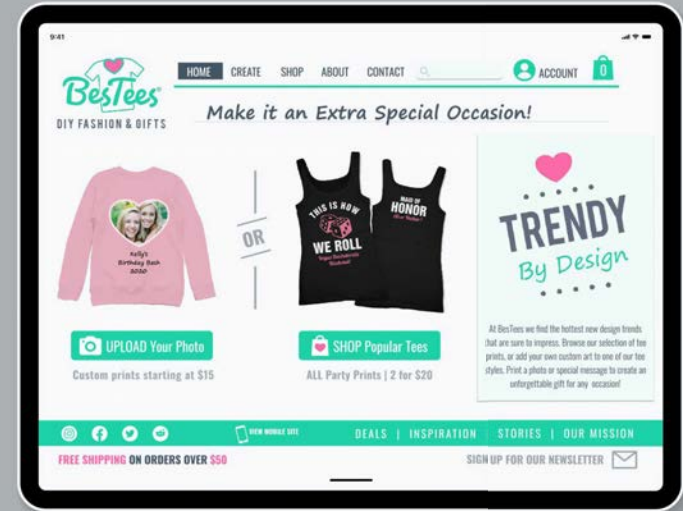
## The Product:

*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.



## Project Duration:

August 2021 to September 2021.



# Project Overview



## The Problem:

Busy users want an easy way to create and order personalized gifts for life milestone events like birthdays, weddings, ect.



## My role:

UX designer designing a responsive website for BesTees from concept to delivery.



## The Goal:

Design a Responsive Website for *BesTees* that allows users to easily create and order personalized gifts for life milestone events like birthdays, weddings, ect.



## Responsibilities:

Conceiving and conducting user research plans, interviews, and surveys. Synthesizing and diagramming user interviews and usability study data to form insights. Composing paper and digital wireframes and creating low and high-fidelity prototypes via Figma and Adobe Xd. Iterating on designs and progressing user research.

# Understanding the User

- User Research
- Personas
- Problem Statements
- User Journey Map

# User Research



## Summary

I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research was: **working adults who have a life milestone event approaching**. This user group confirmed initial assumptions about BesTees customers, but research also revealed that life milestones were not the only factor driving users to look for custom gifts. Other user interests included casual everyday events, trends, or surprise events that made them **seek out a way to create and order a custom gift**.

## Pain Points

1

### Time

Working adults are too busy to complete a full DIY project from start to finish.

2

### Accessibility

Platforms for ordering custom clothing are not equipped with many assistive technologies

3

### IA

Text-heavy boutique websites with too many categories are often difficult to read and order from

# Persona: Anna

## Problem Statement:

The user, Anna, is a married buyers assistant that lives in a major city, who needs a quick and easy way to order customized shirts for a bachelorette party, because she wants a unique and memorable gift for a special life event.



**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 an 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.

# User Journey Map

## Anna's Journey:

Mapping Anna's user journey revealed how helpful it would be for users to have access to a dedicated boutique ordering website.

### Persona: Anna Thomas

Goal: visit the custom shirt website, customize shirts, finalize order and ship the shirts, receive the shirts and share on sm

ACTION	Visit the Shirt Website via Sm Advertising	Choose a Shirt Template	Choose Shirt Customization Options	Confirm Final Shirt Design & Qty	Checkout & Confirm Shipping info	Receive Shirts and Share on Sm
TASK LIST	<b>Tasks</b> A. Notice the ad B. Navigate to the shirt website by clicking the ad C. Arrive at the site's home page	<b>Tasks</b> A. View the shirt templates B. Choose a shirt template C. Choose a shirt color	<b>Tasks</b> A. Choose customization option 1: photos/imgs B. Choose customization option 2: text/fonts	<b>Tasks</b> A. Review the final shirt design B. Make any changes C. Confirm the final design	<b>Tasks</b> A. Create account B. Add payment info C. Add shipping info & date	<b>Tasks</b> A. Confirm order B. Receive order C. Share their experience and leave review
FEELING ADJECTIVE	<ul style="list-style-type: none"><li>Interested</li><li>Curious</li><li>Skeptical</li></ul>	<ul style="list-style-type: none"><li>Confused</li><li>Creative</li><li>Inspired</li></ul>	<ul style="list-style-type: none"><li>Confused</li><li>Overwhelmed</li><li>Inspired</li></ul>	<ul style="list-style-type: none"><li>Overwhelmed</li><li>Alert</li><li>Fussy</li></ul>	<ul style="list-style-type: none"><li>Worried</li><li>Glad</li><li>Alert</li></ul>	<ul style="list-style-type: none"><li>Excited</li><li>Relieved</li><li>Disappointed</li></ul>
IMPROVEMENT OPPORTUNITIES	<ul style="list-style-type: none"><li>Target ads to users who post about upcoming events</li></ul>	<ul style="list-style-type: none"><li>Offer a few different kinds of shirts</li><li>Store stock designs to use for common events (like birthdays)</li></ul>	<ul style="list-style-type: none"><li>Offer Stock designs for common events "birthdays" ect...</li><li>Offer a virtual "designer"</li></ul>	<ul style="list-style-type: none"><li>Offer additional custom printing (mugs, hats)</li><li>Send an email with final design PNG to confirm.</li></ul>	<ul style="list-style-type: none"><li>Show Positive feedback</li><li>Show the steps in a timeline</li></ul>	<ul style="list-style-type: none"><li>Offer incentives for sharing shirt images on social media (include in shipping box)</li></ul>

# Starting the Design

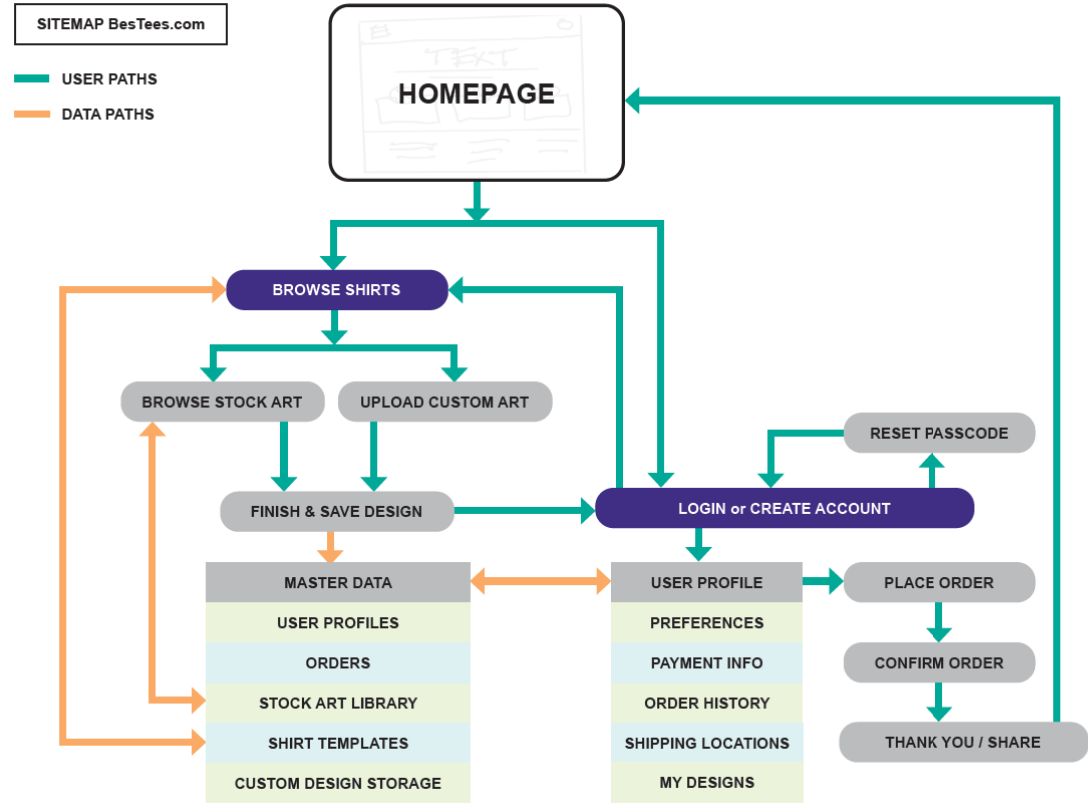
- Sitemap
- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies



# Sitemap

## Mapping the Design:

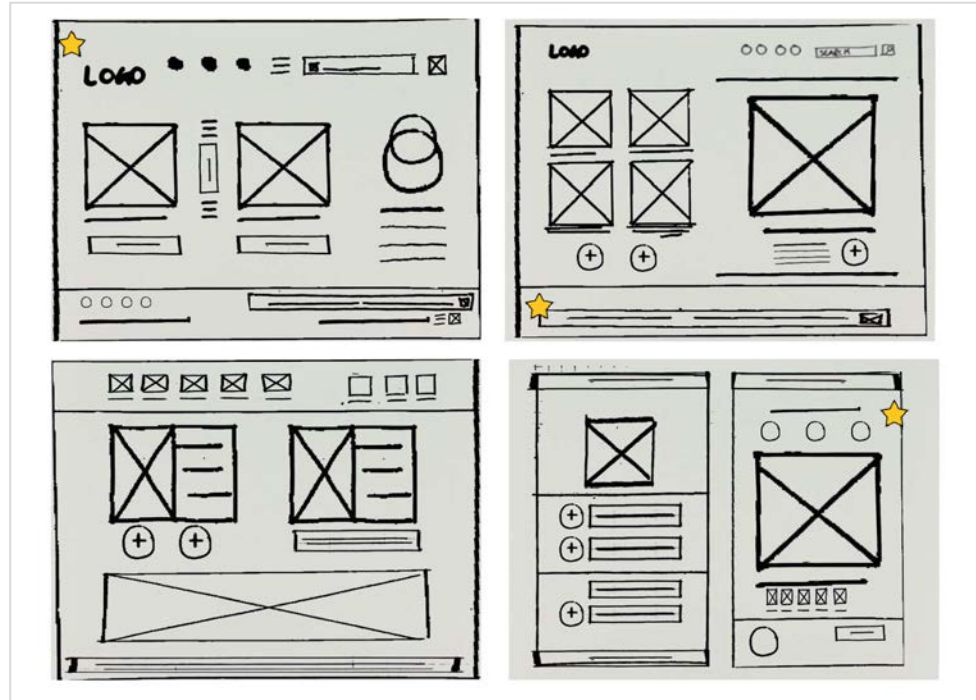
I made sure to consider the users journey when constructing the initial sitemap. My research suggested that most users would prefer to just browse and not have to sign in until they want to place an order, so I structured the site around that option.



# Paper Wireframes

## Planning the Design:

Taking the time to draft iterations of each screen of the site on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points. For the home screen, I prioritized a **quick action selection process** to help users save time.



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

# Digital Wireframes

## Clarifying the Design:

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.



The persistent nav provides an easy option for users view the search, create, or view cart.

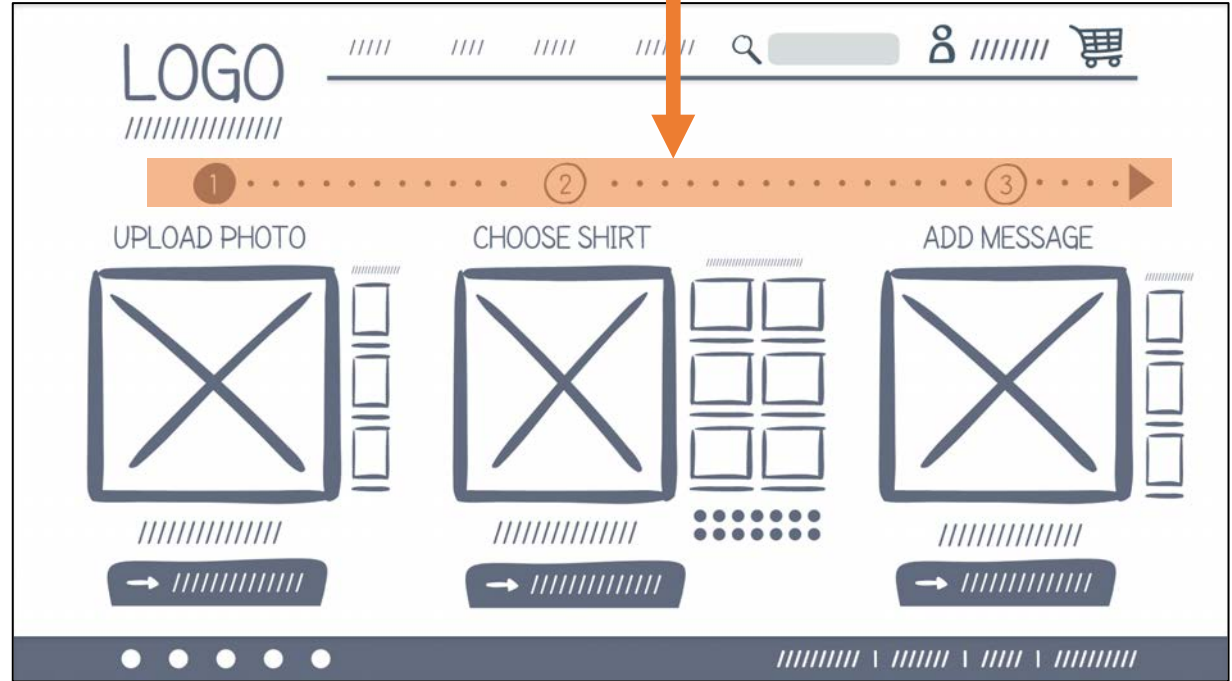
This breaks the ordering process into 2 choices to help the user decide their next action

# Digital Wireframes

## Enhancing the Design:

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.

Easy access to chronological visual cues that are screen reader friendly.

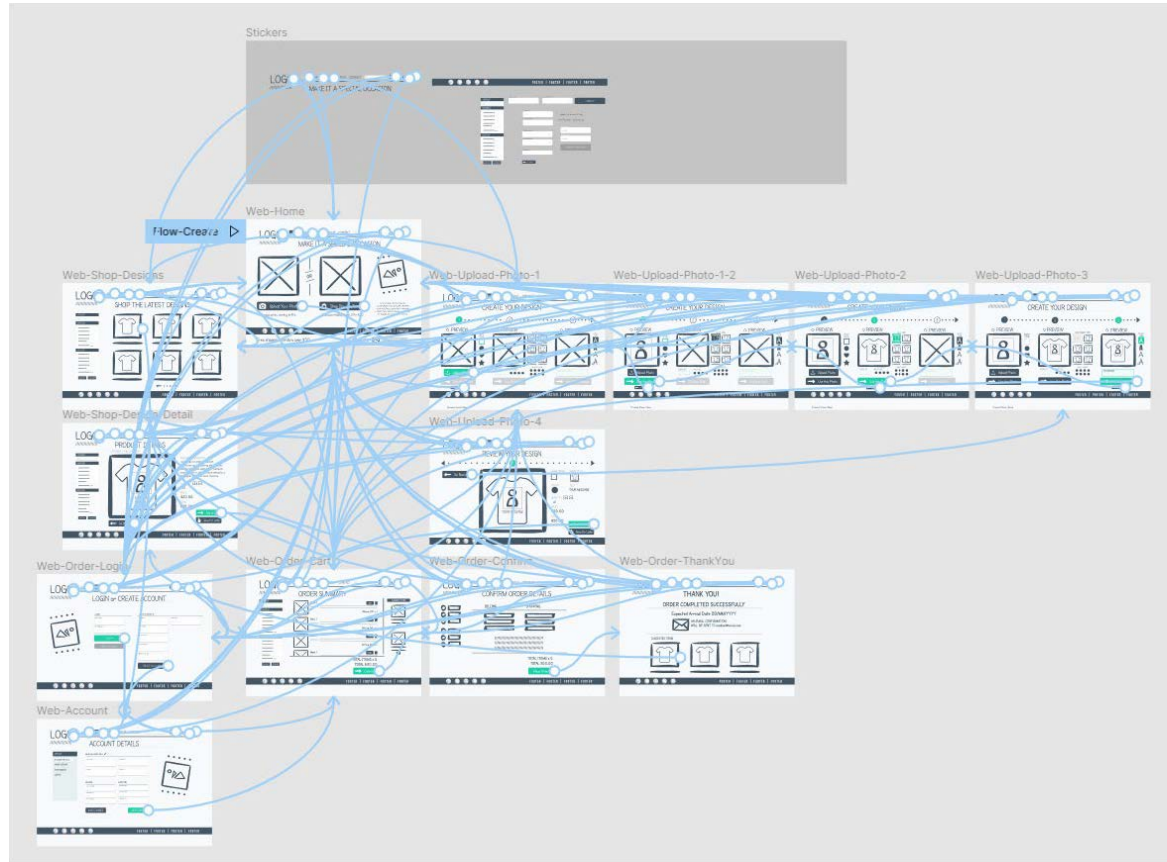


# Low-fi Prototype

## Connecting the Design:

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was building and ordering a shirt, so the prototype could be used in a usability study.

View the *BesTees*  
[low-fi prototype](#)



# Usability Study: Findings

## Testing the Design:

I conducted two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

### Round 1 findings

- 1 Users want to order quickly
- 2 Users want easy clothing customization options
- 3 Users want a shipping speed option

### Round 2 findings

- 1 The checkout process has no way to edit items
- 2 Users want to be able to re-order easily
- 3 Users want to be guided step-by-step when customizing

# Refining the Design

- Design System
- Mockups
- High-fidelity prototype
- Accessibility

# Design System

## Creating the Design Assets:

The site is a fashion trend-driven business model, so I designed art assets and chose colors that leaned toward a “mall teen” aesthetic.

A main sans-serif font was chosen to provide a wide array of weights, I also included one script font for accents.

## Logo & Slogan:



## Fonts:

*Segoe Print*  
OSWALD EXTRA LIGHT  
OSWALD LIGHT  
OSWALD REG  
**OSWALD MED**  
**OSWALD BOLD**

## Colors:



## Graphics & Icons:



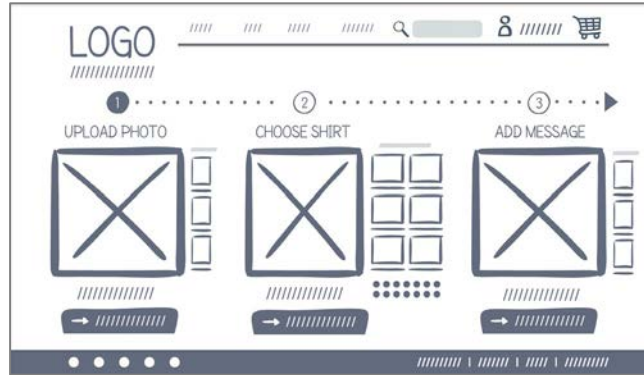


# Mockups

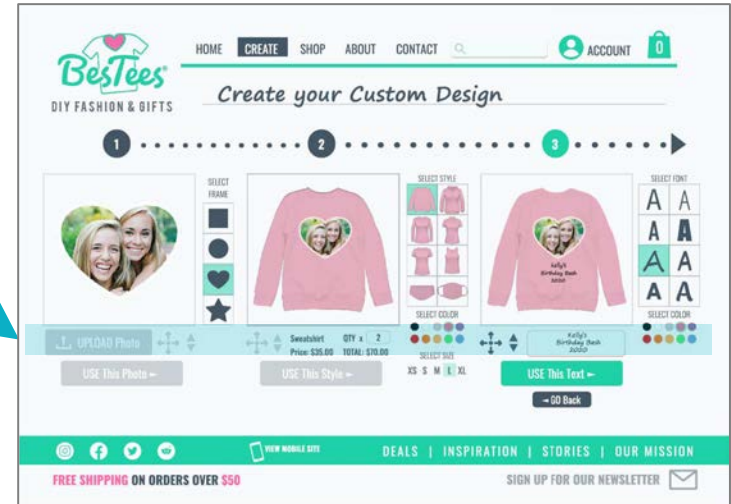
## Optimizing the Design:

Early designs allowed for some customization, but after the usability studies, I added a more robust **customization options list**. I also revised the design so users see **all** the customization options in **chronological order**.

### Before usability study 1



### After usability study 1

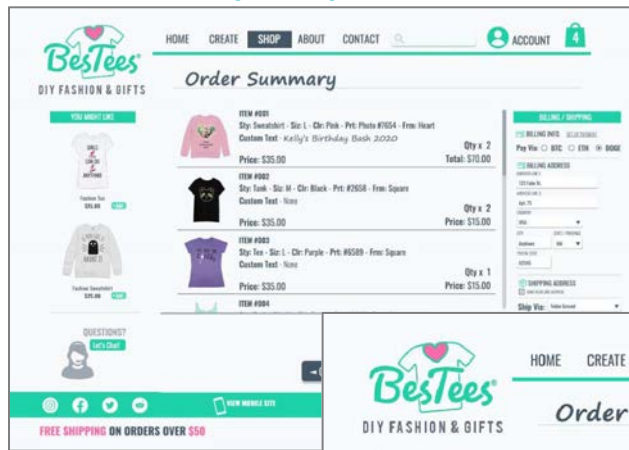


# Mockups

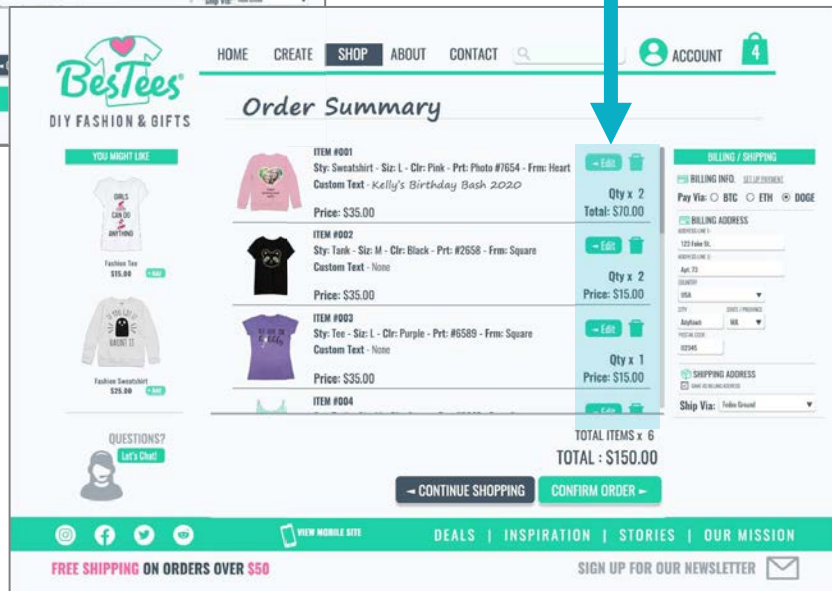
## Improving the Design:

The second usability study revealed the users' frustration with no option to delete items from their order. To address this issue and streamline the ordering flow, I added an **edit and delete** button to the **order summary** screen. I also added a prompt screen to **confirm item deletion**.

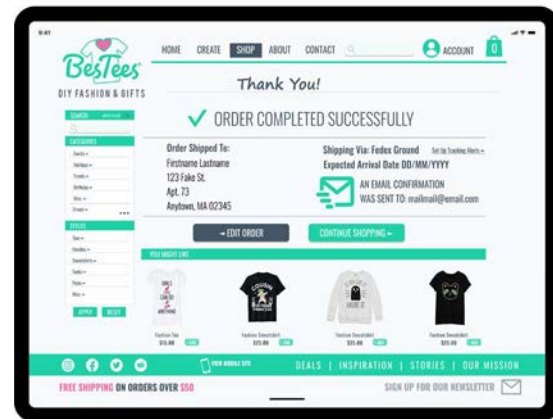
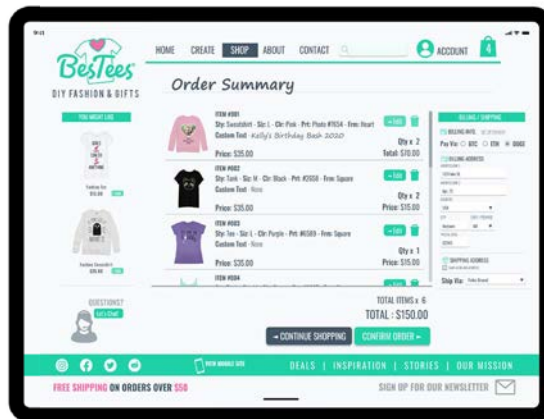
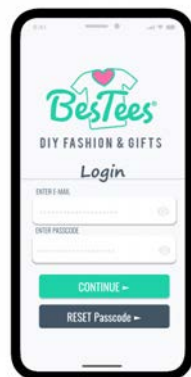
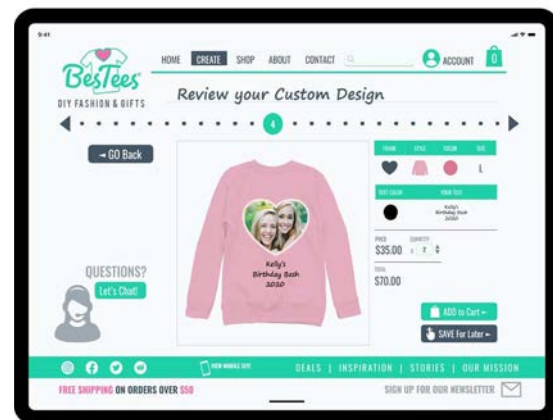
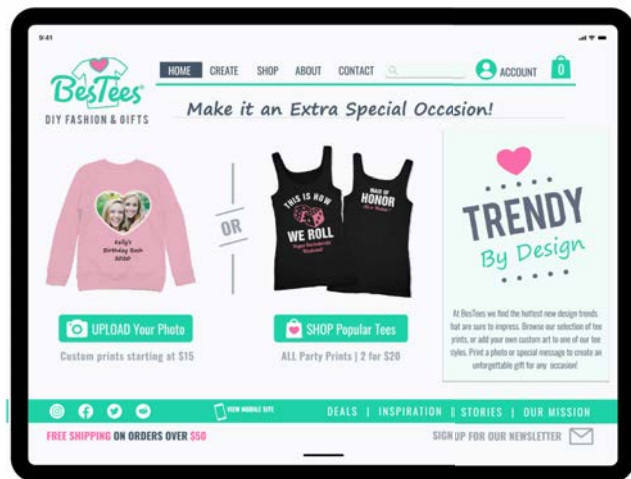
## Before usability study 2



## After usability study 2



# Key Mockups





# Accessibility Considerations

1

Provided access to users who are vision impaired through adding alt text to images for screen readers.

2

Used icons to help make navigation easier, and a chronological numbering system for step by step guidance through the design customization feature.

3

Used detailed imagery for clothing items to help all users better understand the flow and allow them to better review custom designs.

## Going Forward

- Takeaways
- Next steps

# Takeaways



## Impact:

The Website makes users feel like *BesTees* really thinks about how to meet their needs.

One quote from peer feedback:

*"The site made it so easy and fun to create my order! I would definitely use this as a go-to when I need to find a good gift."*



## What I learned:

While designing the *BesTees* website, I learned that the first ideas for the site really are only the beginning of the process. Usability studies and peer feedback influenced each iteration of the site's designs. I plan to continue testing the site and add features for the *BesTees* company to also use the site for order processing.

# Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine how the site will function on the side of the boutique- will there be a separate process that they use to process orders on their end?



# Let's connect!



**Thank you** for your time reviewing my work on the BesTees website!

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

Email: [hillmcmcl@gmail.com](mailto:hillmcmcl@gmail.com)

Website: [www.hillmcl.art](http://www.hillmcl.art)