

Retail Store
w/customization
responsive website

William Mouat

Project overview



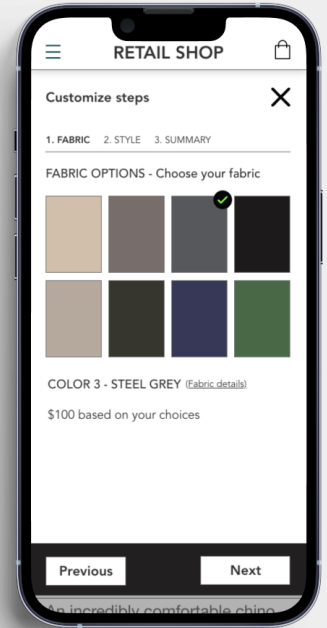
The product:

The tailor website was developed for an online retail store that offers tailoring and customization options. The online retailer wants to make it easier for men to purchase tailored clothing online, knowing the products will fit when the customer receives their order.



Project duration:

Sep 2021 - Nov 2021



Project overview



The problem:

We are creating a website for a retail store that is adapting to primarily online orders. Before launching we need to determine the necessary elements and user flow for taking measurements and customizing garments online.



The goal:

Design an online retail store specializing in customized garments, that is accessible to a large group of users. We want a customization sequence that is easy for the user, does not have too many steps and produces perfect fitting garments.

Project overview



My role:

UX Researcher - UX Designer



Responsibilities:

Competitive analysis, user interviews, paper and digital wireframing, low and high-fidelity prototyping, motion design, conducting usability studies, accessibility, iteration on designs.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps
- Crazy 8s
- How Might We

User research: summary



We started the research with user interviews. Understanding which websites users were ordering clothing from, how many times a year, and how the user perceived the ordering process. Two primary user groups were identified, people who do not want to shop in stores during the pandemic, and people who are too busy and would prefer to save time having their tailoring done online.

The users all wanted more retailers to offer customization options, both on the fabric, and styling details, as well as customized fit.

User research: pain points

1

Challenge

Clothing ordered online does not fit.

2

Challenge

My favourite retailers do not offer tailoring online.

3

User flow

Customization and measurement process needs to be easy and thorough.

4

Experience

Sizes are different for each brand.

Persona: Paul Y.

Problem statement:

Paul Y. is a busy hospital administrator who needs his online clothing purchases tailored because he does not have time to make a special trip to the tailor and 'off the rack' does not fit his muscular body.



Paul Y.

Age: 35
Education: PhD
Hometown: Vancouver
Family: Boyfriend + 2 cats
Occupation: Hospital administrator

"Loves clothing and design. Enjoys sharing what he buys with his friends on Instagram."

Goals

- Wants to find wardrobe basics that fit well
- Wants to save money
- Wants the convenience of shopping from mobile

Frustrations

- Angry when clothes don't fit
- Doesn't like to return online purchases as it is a hassle

Paul wants to be able to order his clothing online, and make necessary modifications so they are tailored to his body. This will save him a trip to the tailor as he is very busy due to the pandemic.

Persona: Mark M.

Problem statement:

Steve M. is a busy marketing specialist and art lover who needs his clothing, purchased online, tailored because he wants special details and a good fit, and he needs to avoid crowded stores during the pandemic due to underlying health issues.



Steve M.

Age: 45
Education: BA Arts
Hometown: Toronto
Family: Single
Occupation: Marketing

“Fun loving and into the arts, can’t wait for the pandemic to end so he can spend more time with friends.”

Goals

- Wants to order clothes and have them fit
- Wants the ordering process to be simple and clear

Frustrations

- Clothing ordered online often does not fit
- No options for tailoring

Steve would like to have the clothes he orders online fit. He likes special details and finds it very frustrating when things don't fit well. He has a compromised immune system so wants to avoid going into shops until the pandemic is over.

User research: problem statements



Paul Y. is a busy hospital administrator who needs his online clothing purchases tailored because he does not have time to make a special trip to the tailor and 'off the rack' does not fit his muscular body.

Steve M. is a busy marketing specialist and art lover who needs his clothing, purchased online, tailored because he wants special details and a good fit, and he needs to avoid crowded stores during the pandemic due to health issues.

User journey map

We had two user flows, both focused on browsing pants in an online store, choosing the pants to customize, specify the tailoring, confirming the order, receiving the order, and leaving feedback.

Persona: Paul Y.

Goal: Buy pants online and have them tailored to fit perfectly.

ACTION	Browse pants in online store	Choose pants to tailor	Specify tailoring	Confirm order	Receive order	Leave fit feedback
TASK LIST	Tasks A. Browse pants B. Search new releases C. Search sale	Tasks A. Compare options B. Click "add to cart"	Tasks A. choose tailoring options B. add measurements	Tasks A. confirm order B. confirm tailoring options	Tasks A. receive order B. try on pants	Tasks A. leave fit feedback B. receive discount
FEELING ADJECTIVE	Excited	Optimistic	Nervous Pessimistic	Eager	Satisfied	Trusting Happy
IMPROVEMENT OPPORTUNITIES	- enter user measurements into profile - offer discount to create profile	- mark all pants available for tailoring	- help with measurements - measuring steps - use mobile phone technology to capture measurements	- delivery notification - tailoring confirmation	- follow up re: fit - discount for leaving fit feedback	- discount for friend after leaving feedback

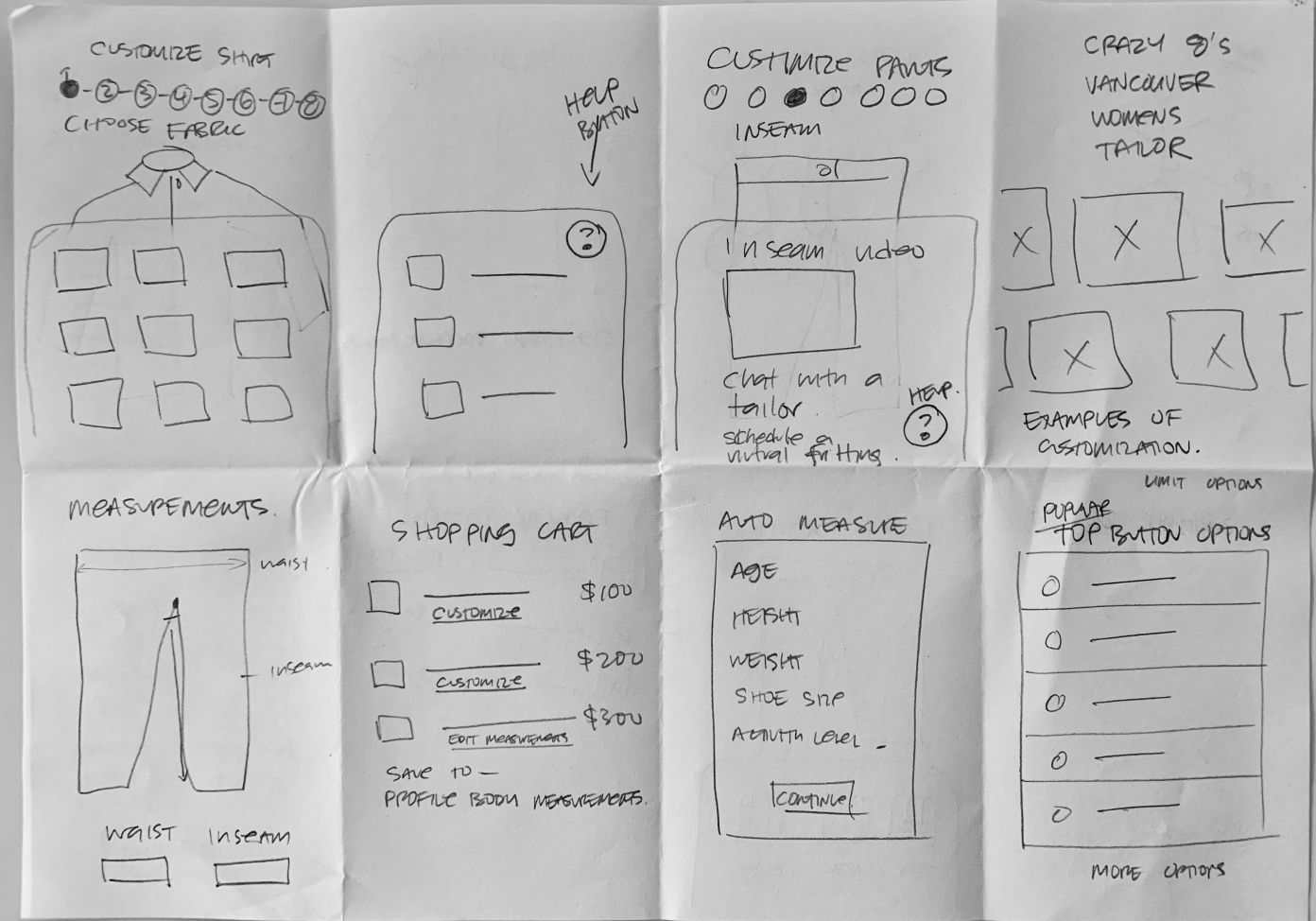
Persona: Steve M.

Goal: Buy clothing online and have it modified to his specifications.

ACTION	Browse pants in online store	Choose shirt to tailor	Specify tailoring	Confirm order	Receive order	Leave fit feedback
TASK LIST	Tasks A. Browse new releases B. Search sale C. Browse mens shirts	Tasks A. Compare options B. Click "add to cart"	Tasks A. choose tailoring options B. add extra details (different stitching, collar option 'C') C. adjust length of arms	Tasks A. confirm order B. confirm extra details C. confirm tailoring options	Tasks A. receive order B. try on shirt	Tasks A. leave fit feedback B. receive discount
FEELING ADJECTIVE	Optimistic Satisfied Relaxed	Optimistic Excited	Nervous Pessimistic	Excited	Satisfied	Trusting Happy
IMPROVEMENT OPPORTUNITIES	- enter user measurements into profile - offer discount to create profile	- mark all shirts available for extra details and tailoring	- help with measurements - simple steps to choose extra detail options - measuring steps - use mobile phone technology to	- delivery notification - tailoring confirmation	- follow up re: fit - discount for leaving fit feedback	- discount for friend after leaving feedback

Crazy 8s

Thinking about the customization flow



How Might We

How might we simplify the garment customization flow?

William

How might we give clients confidence when customizing

William

How might we make the customization process exciting?

William

How might we showcase the customization and tailoring options

William

How might we show users how to take their measurements confidently

William

How might we help clients with their measurements?

William

How might we allow for the customization flow to occur during multiple points in the buying process

William

How might we simplify the customization UI

William

How might we help clients who are having difficulty with measurements?

William

Add text

William

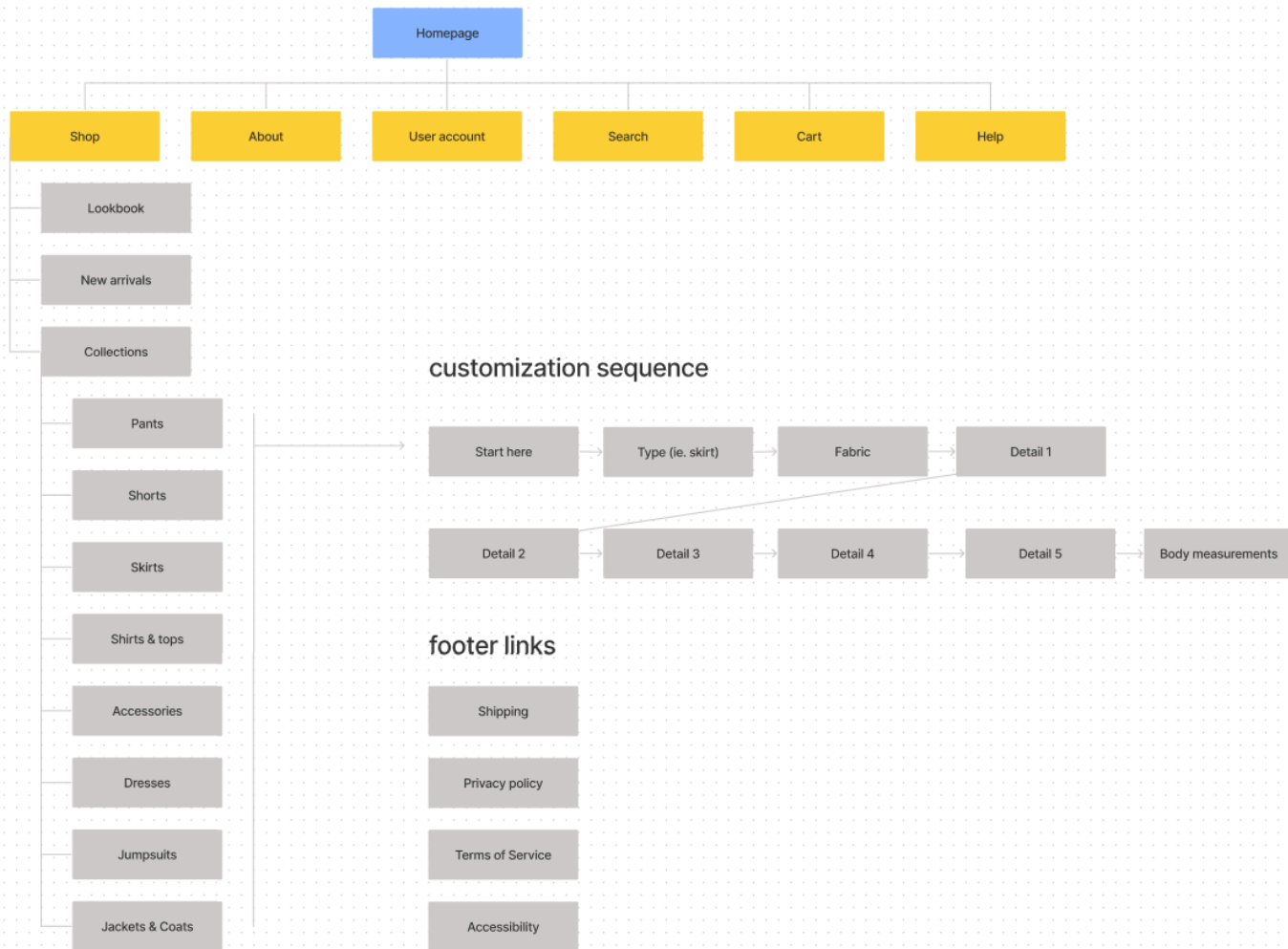
Starting the design

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

Sitemap v1.0

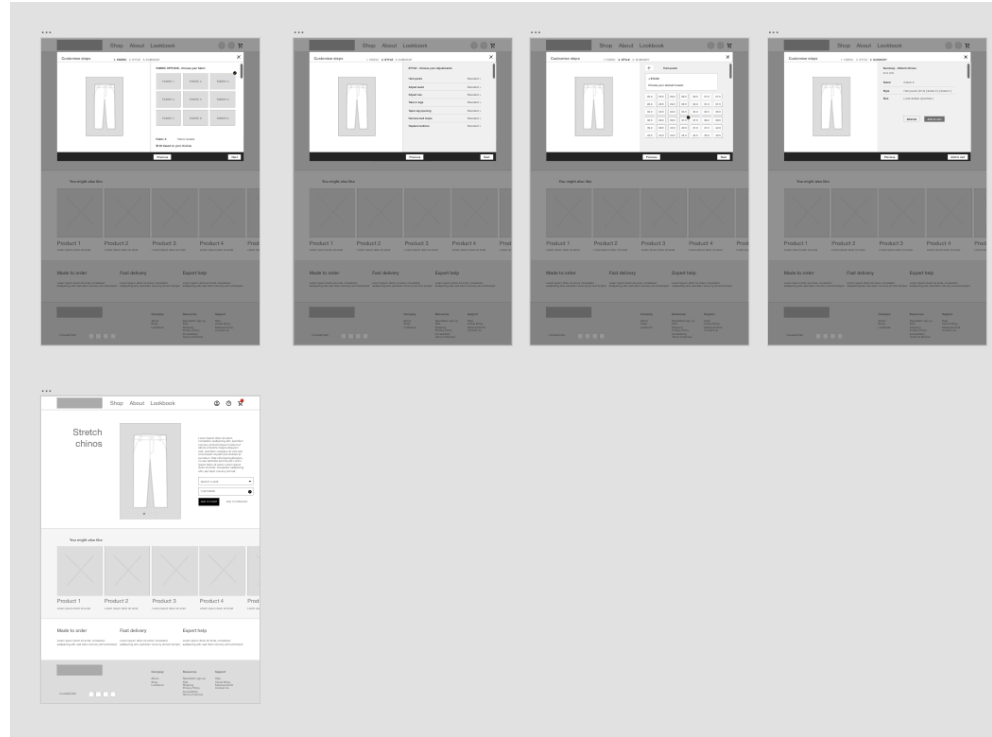
I focused on the flow for the customization of the garments.

My goal was to make standard information architecture so the user flow would be simple and easy to enter and exit.



Digital wireframes

- determine the screens and elements needed to aid users during the customization flow

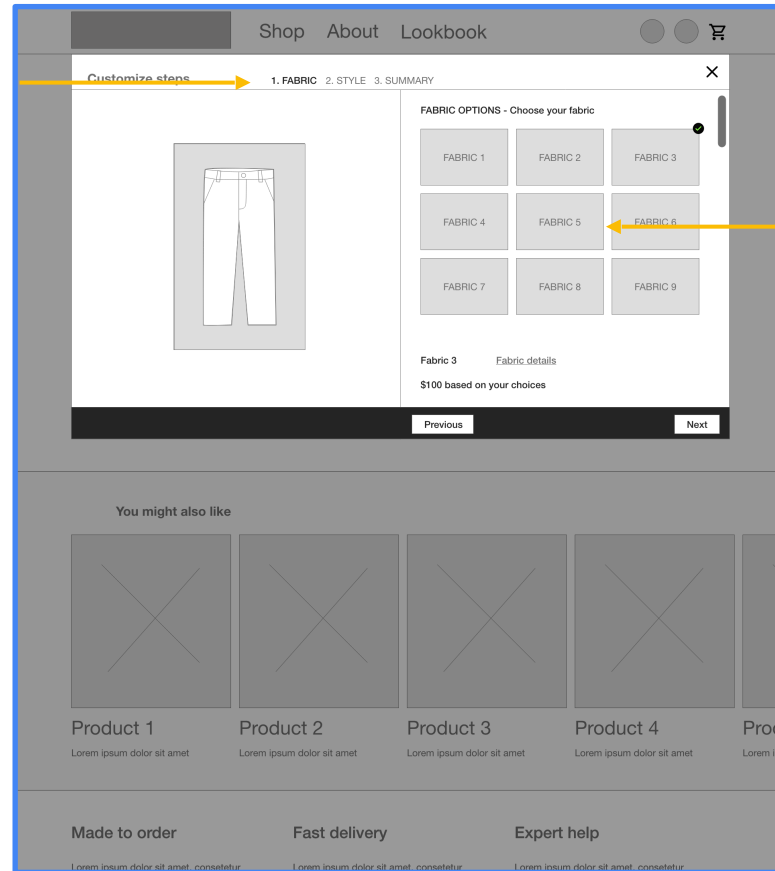


Digital wireframes

The initial round of digital wireframes were focused on how the user would navigate thru the customization flow.

Focus was on image and text parings that would aid with understanding and reduce cognitive load.

Steps in the customization process, helps users know where they are and how many steps they have left.

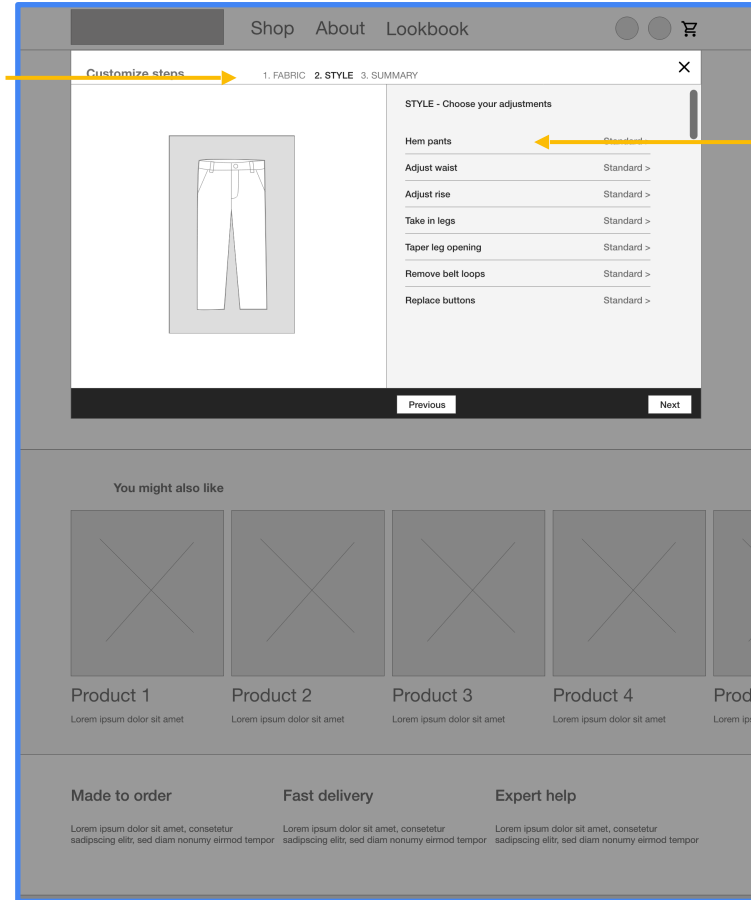


Visual representation of the customization option available (ie. colour).

Digital wireframes

As the style options will be unique to each category of garment, we needed to find the best groupings. We reviewed our comparative analysis and incorporated the best ideas.

The style step will have the most options and the user needs to not feel overwhelmed. We will keep the options to 7 and if there are more we will show the most popular with the others in a 'more options' section.

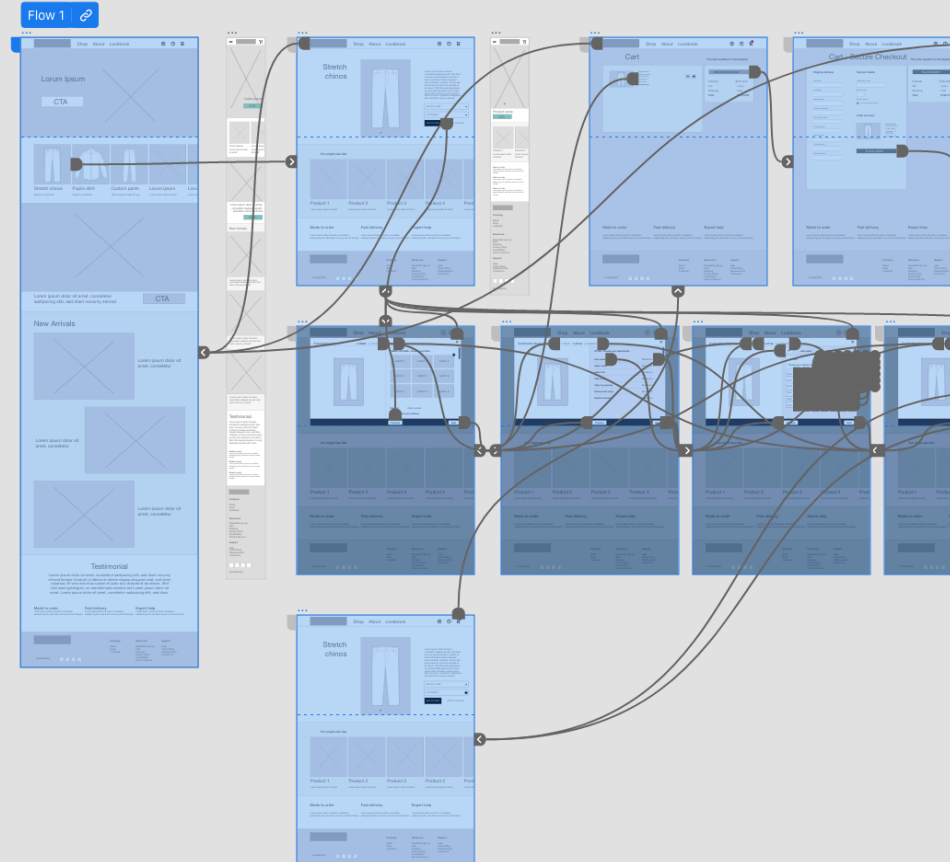


Visual representation of the customization option available (ie. colour).

Low-fidelity prototype

[View the low-fidelity prototype](#)

FLOW v1.1



Usability study: parameters



Study type:

Unmoderated usability study



Location:

Canada, remote



Participants:

5 participants



Length:

20-30 minutes

Usability study: findings

There were many findings uncovered during the test of our customization flow.

1

Style customization

Needs to see detailed examples to determine how easy it is to set the style details.

2

Style customization

Limit the number of options, users felt overwhelmed. Allow a way to have extra options for those who want more choices.

3

Size customization

Users are not sure about the interface choice for choosing garment size on mobile.

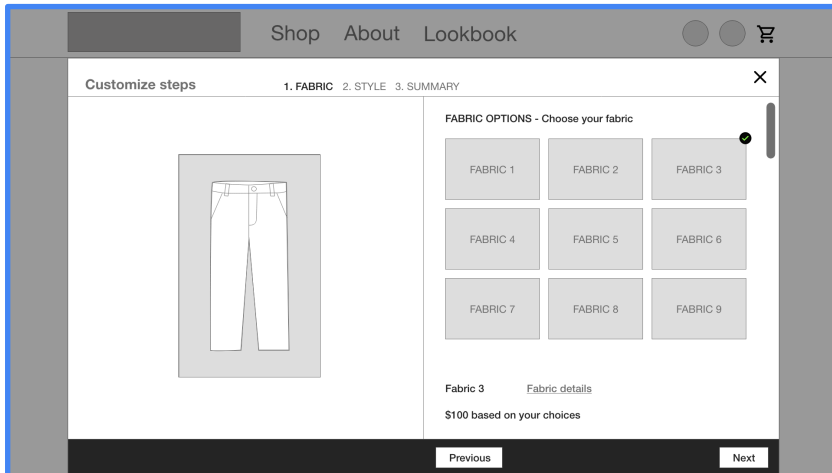
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

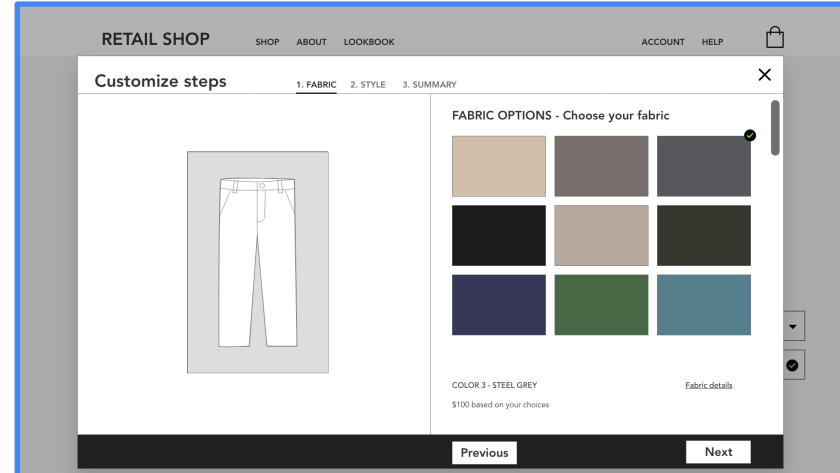
Mockups

Users needed to understand how the customization options would work, with colors and images aiding their choices.

Before usability study



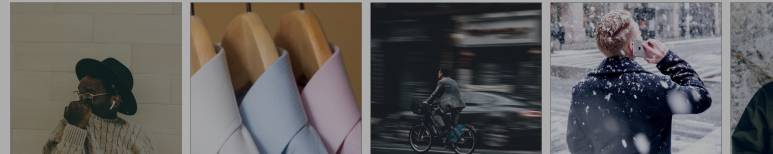
After usability study



You might also like



You might also like

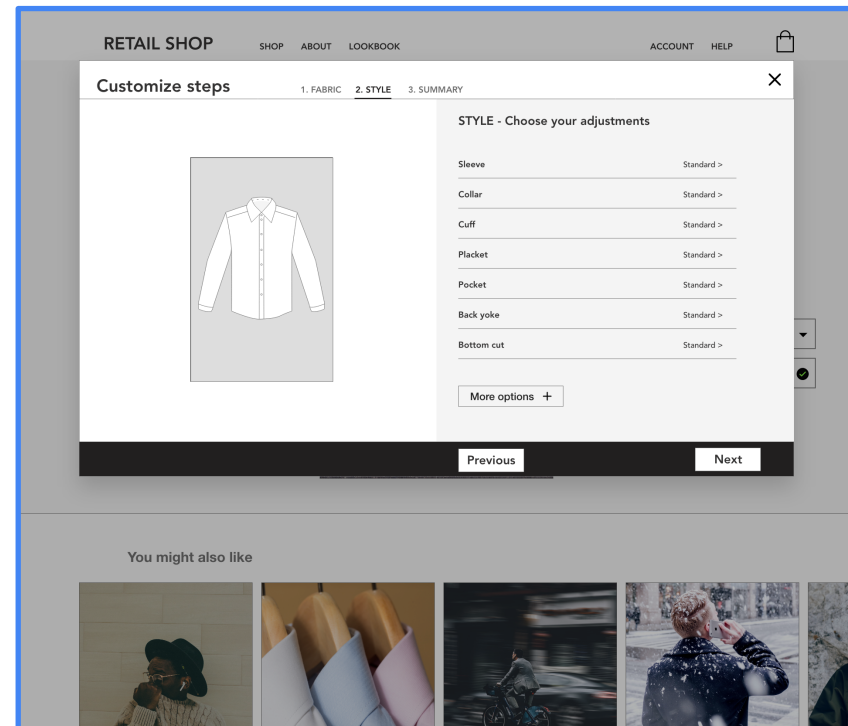
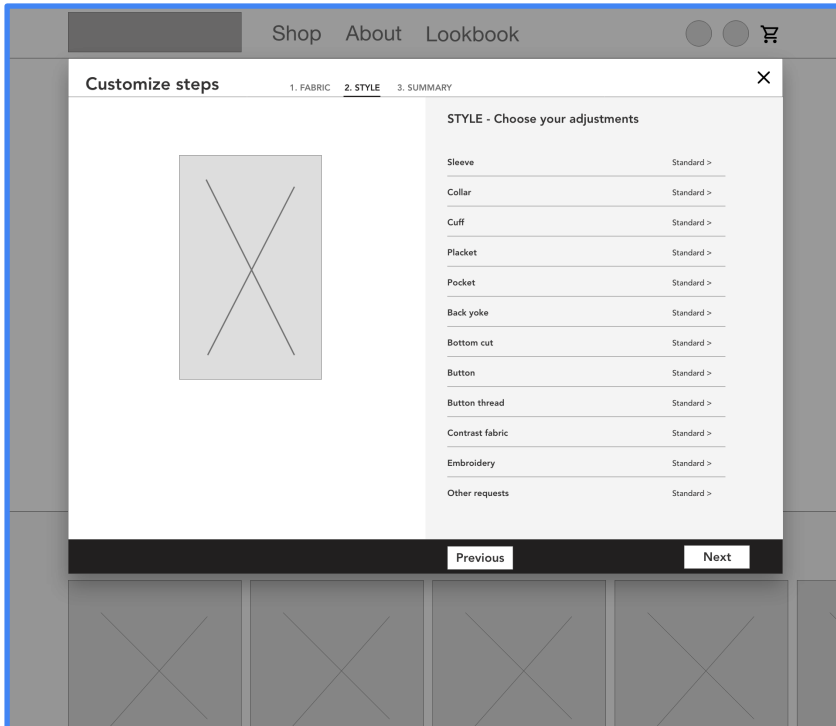


Mockups

Reduce cognitive load by only offering the essential options and grouping extra options in a 'more options' section.

Before usability study

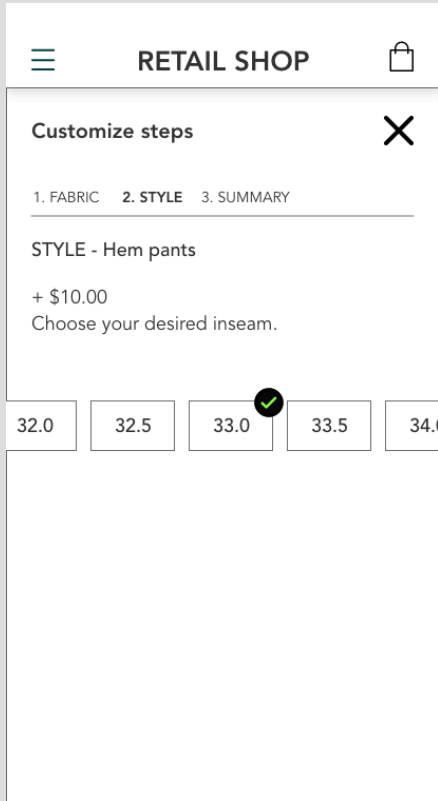
After usability study



Mockups

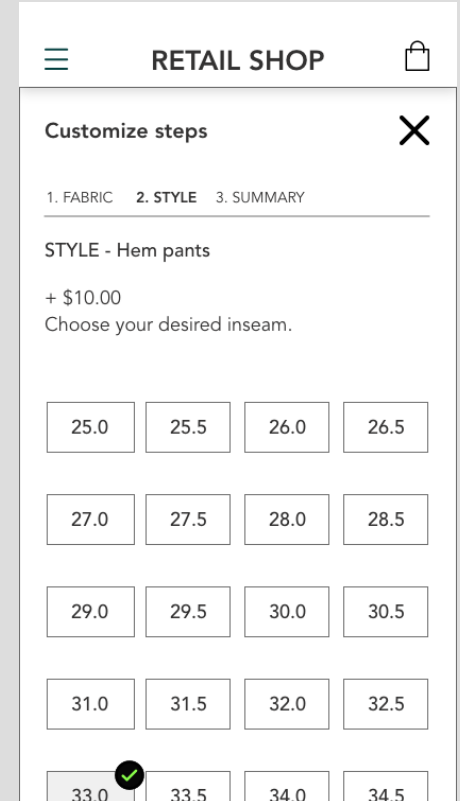
Users found the size selection on mobile 'non-standard' so we did more research and switched to a grid metaphor.

Before usability study



Mobile app mockup showing a 'Customize steps' screen. The screen has a header with a menu icon, 'RETAIL SHOP', and a shopping bag icon. Below the header, there are three steps: '1. FABRIC', '2. STYLE', and '3. SUMMARY'. The current step is 'STYLE - Hem pants', which includes a price of '+ \$10.00' and the instruction 'Choose your desired inseam.'. Below this, there is a horizontal row of size selection buttons: 32.0, 32.5, 33.0, 33.5, and 34.0. The 33.0 button is selected, indicated by a green checkmark icon.

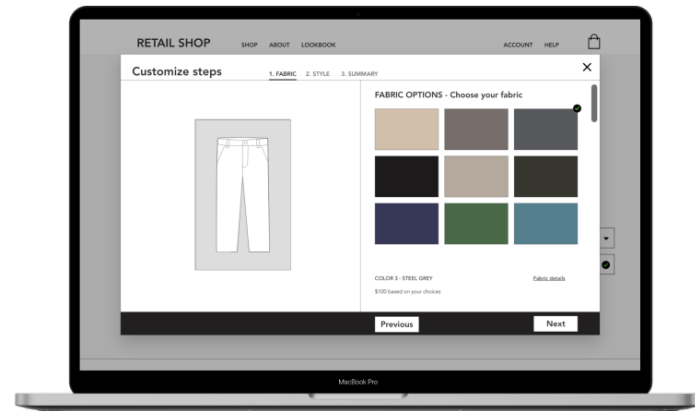
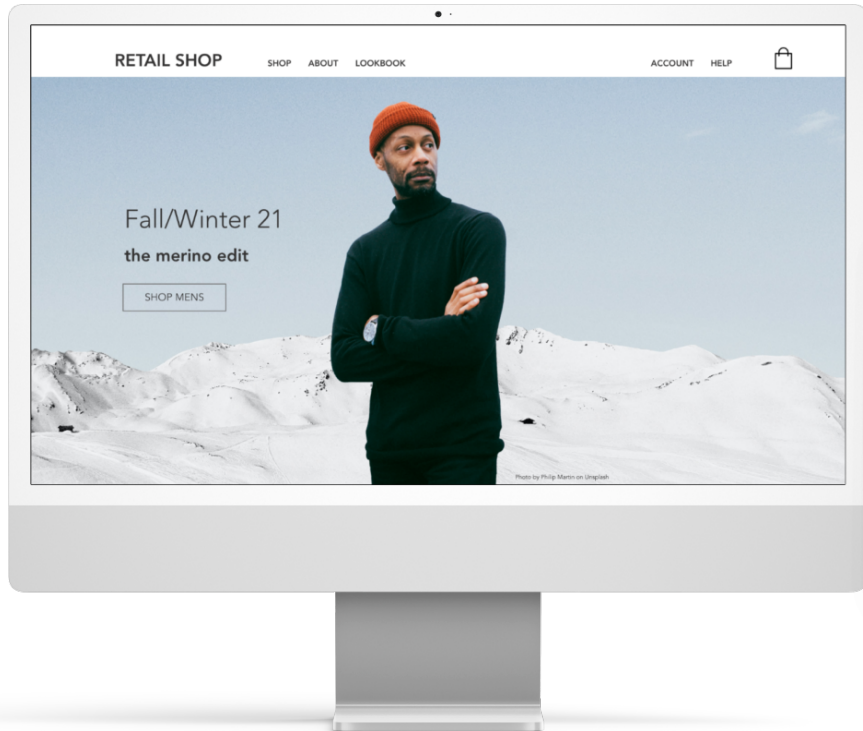
After usability study



Mobile app mockup showing a 'Customize steps' screen after usability study. The layout is identical to the previous version, but the size selection is now presented in a grid format. The grid consists of four rows and four columns of buttons. The selected size, 33.0, is now located in the bottom row, first column, and is marked with a green checkmark icon. A green arrow points from the 'Before' mockup to the 'After' mockup, indicating the change.

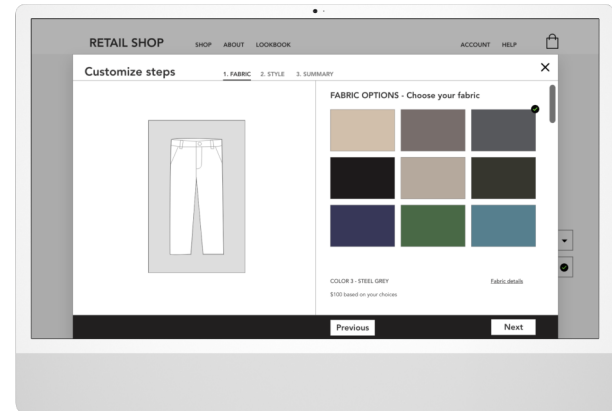
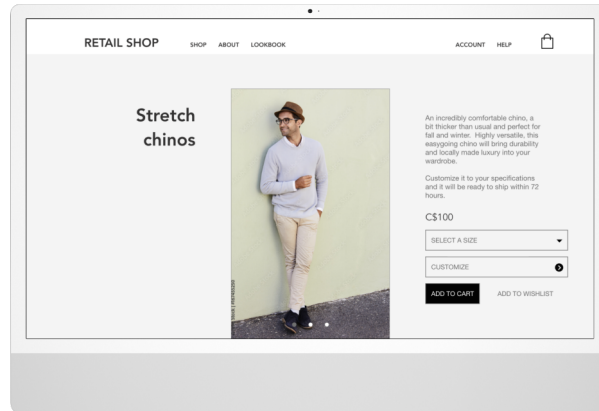
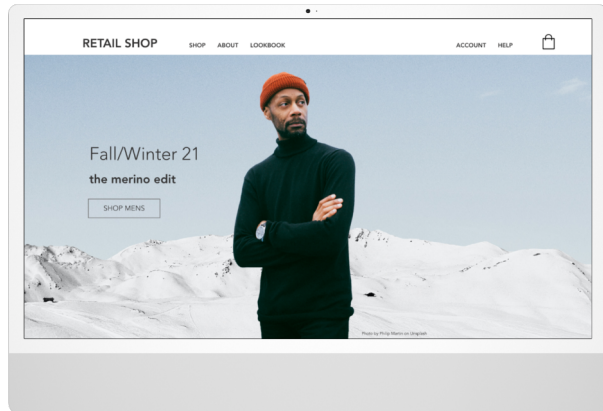
Mockups

We imagine the user visiting the site over many sessions from a variety of devices.



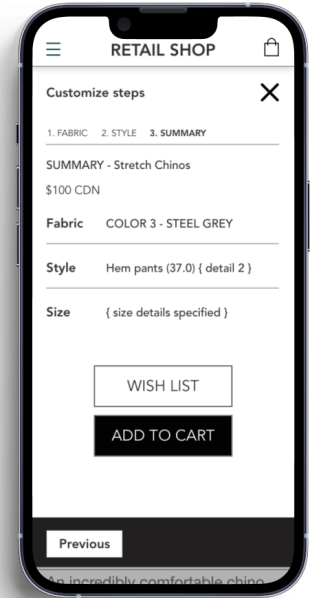
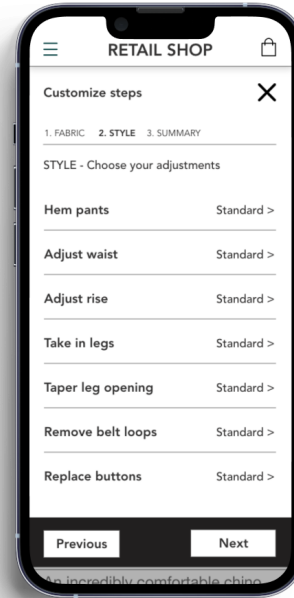
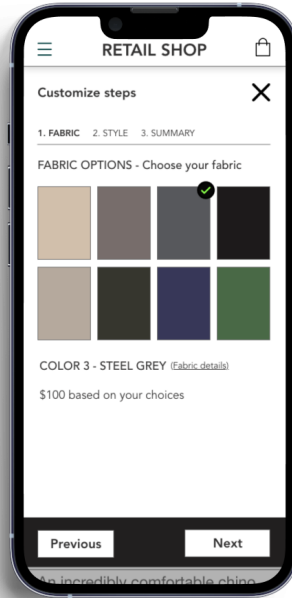
Mockups

Desktop/Notebook



Mockups

Mobile

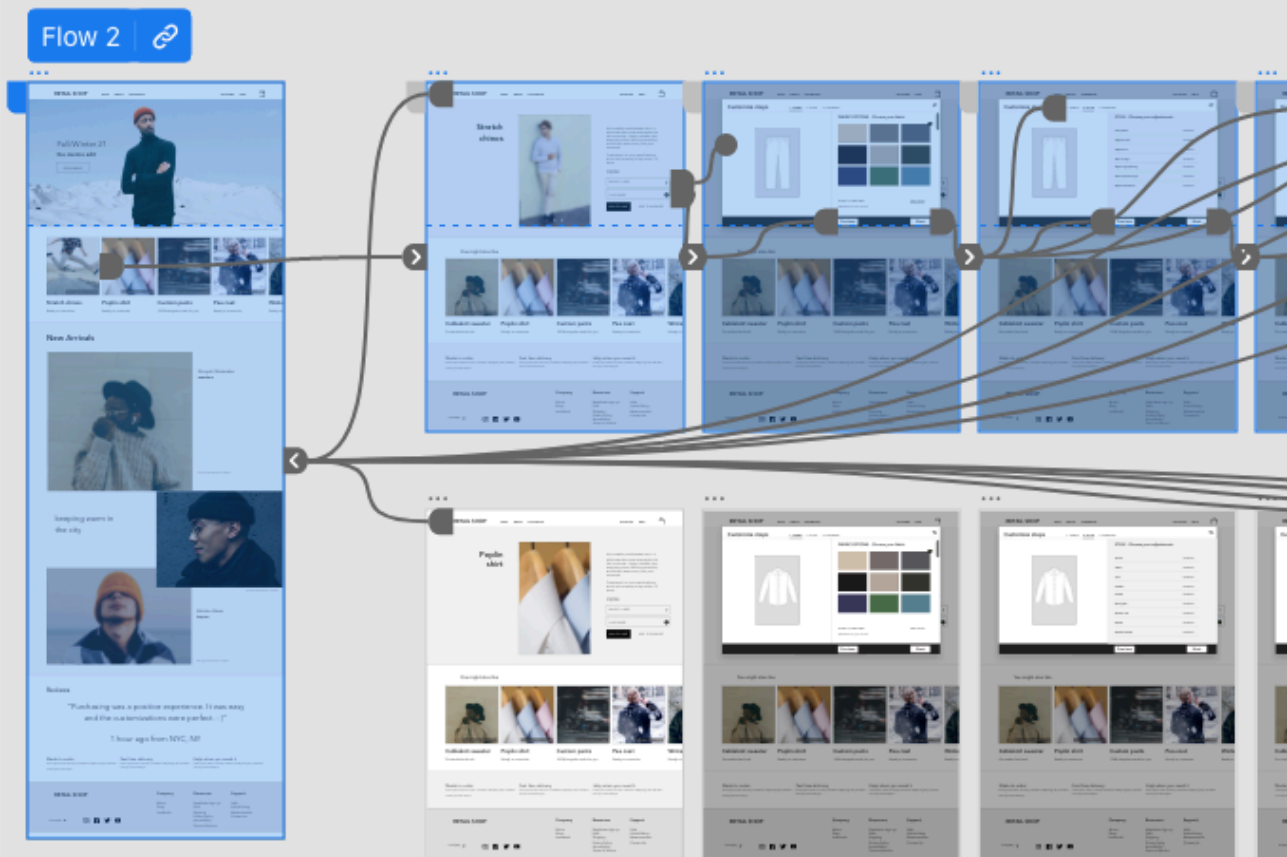


High-fidelity prototype

Try the [prototype](#)

My hi-fi prototype followed the same customization user flow as the lo-fi mockup. I will set user flows for two other items to test additional customization requirements.

HI-FI MOCKUP v1.0



Accessibility considerations

1

I tested all colours to ensure AAA ratings.

2

I set typography standards (h1 - h6 and supplementary components) so there is a consistent visual interface and a clear visual hierarchy.

3

All page elements have been designed with screen readers in mind, including landmarks and alt texts.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

My target audience found the customization user flow very easy to navigate. Knowing the number of steps to finish the customization process, as well as the ability to leave the customization flow at any point were popular with test users.



What I learned:

Building a website that is a combination of hierarchical and sequential presented its own challenges. Allowing a user to end a sequential flow at any point in the flow was essential for all user tests. Many small details, such as having good illustrations, make a big difference helping the user navigate the interface.

Next steps

1

Create another high-fidelity prototype to test more complex garment customizations.

2

Conduct follow up user testing on the more complex customizations.

3

Introduce micro animation and motion to aid the user journey.

Let's connect!



Thank you for taking the time to review my case study.

If you would like to connect.

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Thank you!