Teenation

Responsive shopping website

TEENATION

Product

TeeNation is an online clothing store that sells clothing at affordable prices. The typical user is between 19-30 years old and most are college students or early career professionals. TeeNation is designed to make shopping fun, fast, and easy for all types of users.

Project duration

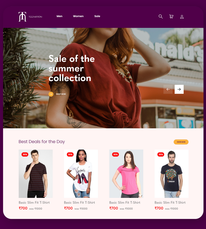
Started working from May 2020 and completed the final mock up by July 2020

The problem

Currently, the site has a busy design that sometimes feels a bit cluttered, isn't very engaging, and needs to be improved for a better shopping experience.

The goal

To design an intuitive website navigation and search filters for a stress-free online shopping experience.



Understanding the user

Persona



Sylvia

Age: 19
Education: Architecture student
Hometown: Chennai, TN
Family: Parents
Occupation: Student

"Online shopping is my escape from my responsibilities"

Goals

- Bigger buttons and improved placement for more accessible navigation.
- Less cluttered navigation and layout for easier browsing.
- Accurate and inclusive sizing for improved buying confidence.

Frustrations

- "I struggle with the size and placement of buttons."
- "Shopping website layouts and navigation are complicated and confusing."
- "Too many websites advertise clothes that aren't the size they actually are."

Sylvia is a 19-year-old busy architecture student who lives with their parents. They enjoy browsing through clothes online during their off time to relax.

They are frustrated with their online shopping experience on mobile websites because of the size of buttons and complicated navigation. They also feel disappointed that sometimes the sizes listed on the website don't match the size of the clothes that they order and later receive.

User Story

As a/an **busy architecture student** — type of user

I want to **be able to shop online** — action

so that **I can quickly reward myself for working hard** — benefit

User Journey map

Persona: Sylvia

Goal: Shop for clothing online quickly and easily buy items in a specific size

Action	Browse various styles of clothing	Choose an item	Add it to the cart	Check out	Receive clothing in the mail
Task List	• Browse clothing items, such as jeans • Sort jeans by size • Search for specific brands	• Select size from dropdown menu • Select color by tapping on an image • Select quantity from dropdown menu	• Tap Add to cart	• View cart • Tap Checkout button to complete payment	• Confirmation message showing order was successful
Feeling Adjective	Excited	Focused	Anticipation	Impatient	Unsure
Improvement opportunities	• Sort jeans by using multiple filters at once, such as: Color | Price | Designer	• Display all available sizes and let user tap to select a size instead of using dropdown • Add name of color above the image • Allow user to select quantity by tapping a plus or minus sign	• Change the Add to cart button color to stand out more • Make that button longer so it is easier and faster to tap	• Change the color of the Checkout button to make it stand out • Add a Quick Buy button to make Checkout faster	• Provide a link to view the completed order on the Confirmation page

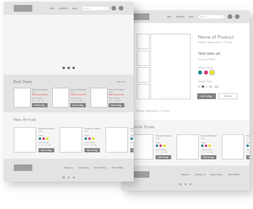
Problem Statement

Sylvia is a busy student who needs intuitive website navigation and search filters because they want online shopping to be stress-free

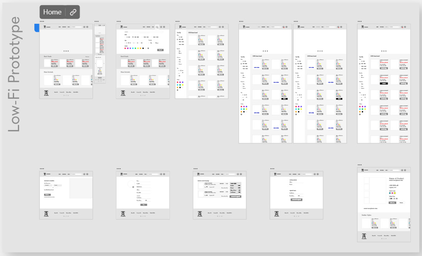
Starting the design

Digital Wireframes

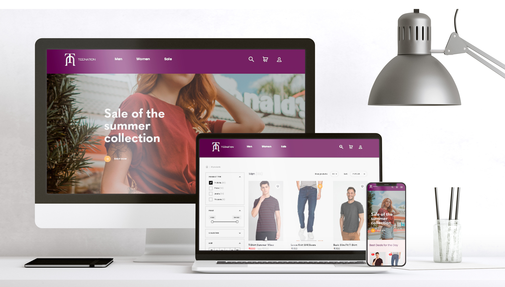
In this simple version, you can see how the designer approaches solving the user's needs. The headings are clearly listed and separated by categories, Women's and Men's. There are landmarks listed to show where things such as the shopping cart will be. There is a place for a carousel which will display clothing items, which gives the user an opportunity to browse for a more enjoyable user experience.



Low-fidelity prototype



High-fidelity prototype



Impact

Currently, the site is less more cleaner and easy to access the required item at an ease of search filters. A better order confirmation screens provide an improved shopping experience.

Learning

Users access websites from different devices. We should be ready to provide them a more usable environment no matter what kind of device they use.