CPT Customize Printed T-Shirts

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Project overview

The product

CPT Customize Printed T-shirts is a Website for customers who want to make their own t-shirts, upload their designs, order the right size, and choose the fabric they want for a good price. We need to create the path for the main user experience while the customer chooses to proceed with their own design, upload the file without any issue, make the actual order flow, and understand what challenges they have the most during the process.

Project duration:

February 2022 to March 2022
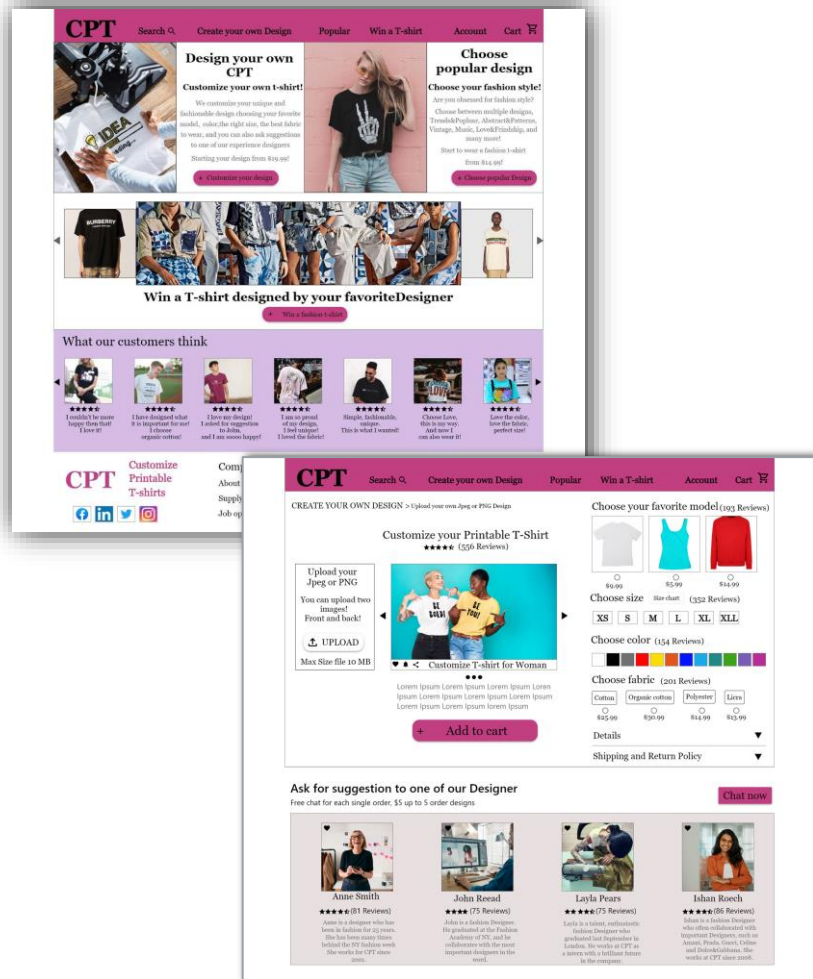
Project overview

The problem:

Customer wants to make their own printed t-shirt to be always fashionable and unique. They are not happy with the cheap fabric, and they want to be able to have options when choosing the t-shirt.

The goal:

To understand better the challenge the users face the most for ordering their designs: upload images, choose the model of the t-shirt, color, size, material and finish the task to the checkout process. We would also like to understand if they are interested in the possible feature of the website and ask one of our designers to consult their doubts.

Project overview

My role:

Ux designer who is designed the app from the first concept to the delivery.

Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: Summary

I did my research by interviewing five people from 18 years old to 40. Participants are online shoppers with a love for the fashion style, who like to be trendy all the time and very unique. Some of them used to browse or buy online clothes once per week.Two males, two females, and one nonbinary individual. One participant is a person with a visual impairment. The study is accessible for use with a screen-reader and a switch device considered people from different cultures, countries, ages, gender, and race. All of them live in city center and authorized me to record their answers. I asked nine open-ended questions. I created Empathy Maps, I evaluated what they said, what they thought, what they felt, and what they did about that.
In most of them, the biggest concern was the porr material when you buy online, the wrong size you get and the frustration to return the package, and the concern to be unique and fashionable all the time.

User research: Pain Points

1

2

3

4

5

Poor Fabric

Size Description

Upload image process

Payment

Be unique & trendy

They would like to be able to choose the fabric of the t-shirts as well. Most of the common t-shirts fabrics fade colors after a few washes.

Most of the size they order are wrong. Customers get frustrated, so they would like to have a size chart and be able to read review when choosing sizes.

They are concern the uploading process is too complicated, or the data limit is not enough when uploading images.

Customers they are afraid to put their credit card as payment only. They want to be able to choose their payment methods and feel secure.

They want to feel unique and fashionable every day.

Persona: **Melanie Krause**

Problem statement:

Melanie is a busy professional Interior Designer and fashion style lover who needs to buy good quality printed t-shirts with famous art pictures or customized her design on it because she wants to wear fashionable clothes and be unique every day.

Melanie

Age: 30
Education: Master degree
Hometown: Chicago
Family: Single
Occupation: Interior design for a kitchen brand

"I want to wear something durable with good quality, that represents me, that make me feel unique and fashionable."

Goals

- Wearing something unique and fashionable
- Wearing good quality t-shirt to avoid discolors material and smell on poor material
- She would like to buy organic and
- eco friendly materials
- Buying t-shirt that fits as description, no fake measurements sizes

Frustrations

- She gets frustrated when the material is poor and cheap
- She gets frustrated when the colors on the t-shirt after few washes fades
- She gets frustrated and super annoyed when the size she purchased fits different from the description

Melany works as an Interior Designer for an Italian Kitchen brand in a showroom in Chicago. She works Monday to Saturday from 9 AM to 9 PM. She loves design and fashion, and she likes to be updates on the last trendy and popular fashion styles. She does a lot of online shopping because she doesn't have time to go in person. She watches fashion weeks and read fashion magazines. She likes the idea to customize her clothes to represent herself with her prints, or famous piece of art or patterns so she look unique every days. She gets frustrated when she spend money for poor material clothes, when after a few washes the print fades, and she gets mad when the sizes never fit as she was expected.

User Journey map

Mapping Melanie help me to understand better what are the actual users actions. What are the tasks he need to do to achieve his goal, what he feels and how the process can be improved to help the user having a better experience.
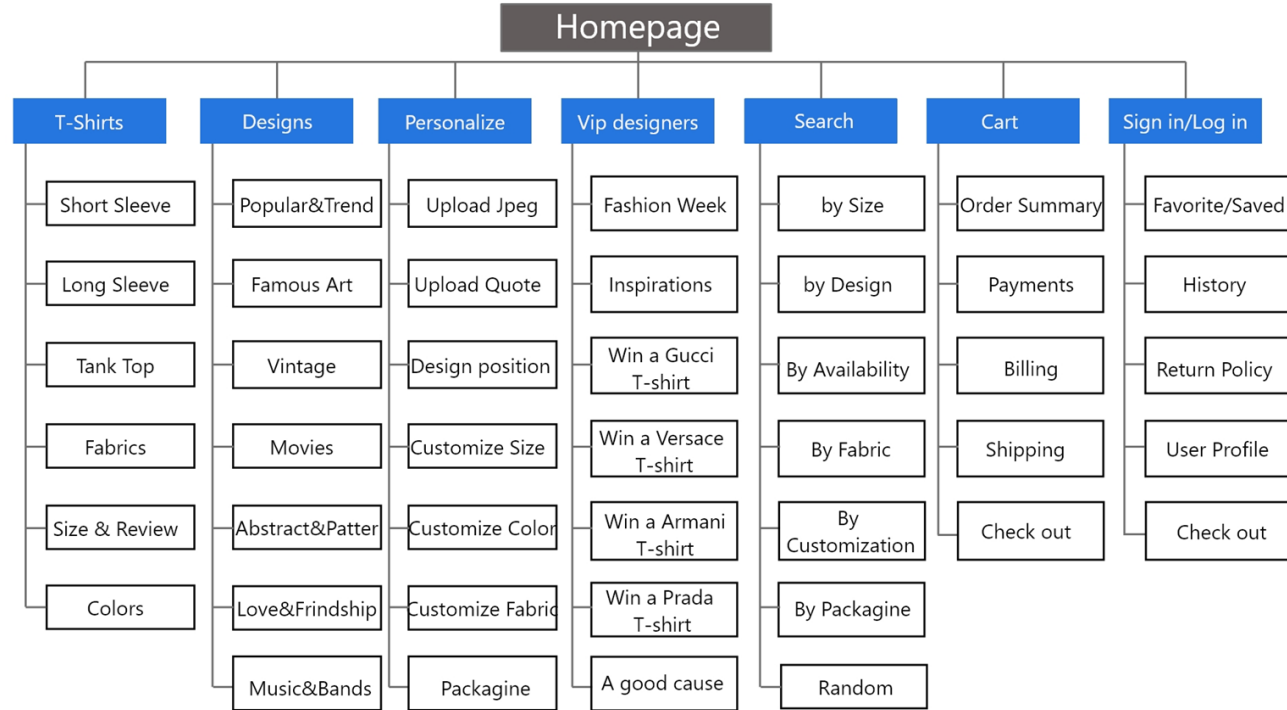
Persona: Melanie Krause

Goal: Purchase a good quality material t-shirt with in a unique style

| ACTION	Brownes the T-shirt catalogue	Choose a T-shirt	Choose Material & Size	Choose print	Check out
TASK LIST	Tasks A.Brownes new trendy t-shirts B. Sort by price C. Search for print she may like	Tasks A. Scroll to the t-shirt page B. Select available t-shirt to check out C. Click the add to the cart button	Tasks A. Sort t-shirt by size B. Check if the measurement fits your body size C. Choose organic cotton D. Click the add button	Tasks A. Click the upload your own jpeg print B. See how it looks like on the t-shirt C. Click the add button	Tasks A. See cart B. Check out & Payment C. Choose payment methods D. Pay
FEELING ADJECTIVE	-Enthusiastic -Emotional -Eager -Impatient -Overwhelmed by the trendy styles	-Excited -Optimistic -Impatient - Overwhelmed by the quantity of t-shirts	-Cautiotios -Impatient -Excited -Hopeful - Overwhelmed by size description -Overwhelmed by materials	- Happy - Excited - Impatient - Fashionable - Unique	- Satisfied - Relieved - Impatient - Hopeful - Optimistic
IMPROVEMENT OPPORTUNITIES	-Ability to select multiple filters - Clear information flow	-Big and easier button for the add to cart, colorful -Clear information Architectural -Minimal design	-Ability to select multiple filters -Having a chart in cm and inches - Reading customers reviews about sizes -Easy add to the cart button	-Ability to upload a jpeg file -Ability to brownes multiple prints -Ability to select multiple filters if choosing to add popular print	-Security payment -Easy big button -Minimal Design

Starting the design

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

Sitemap

Homepage

T-Shirts	Designs	Personalize	Vip designers	Search	Cart	Sign in/Log in
Short Sleeve	Popular&Trend	Upload Jpeg	Fashion Week	by Size	Order Summary	Favorite/Saved
Long Sleeve	Famous Art	Upload Quote	Inspirations	by Design	Payments	History
Tank Top	Vintage	Design position	Win a Gucci T-shirt	By Availability	Billing	Return Policy
Fabrics	Movies	Customize Size	Win a Versace T-shirt	By Fabric	Shipping	User Profile
Size & Review	Abstract&Patter	Customize Color	Win a Armani T-shirt	By Customization	Check out	Check out
Colors	Love&Frindship	Customize Fabric	Win a Prada T-shirt	By Packagine		
	Music&Bands	Packagine	A good cause	Random		

I thought to design a website page where the user feels familiar and confident navigating it.

I have started to build the website structure. It's a Hierarchy map, a parent-child map, which

starts from the homepage to the main content categories.

Paper wireframes
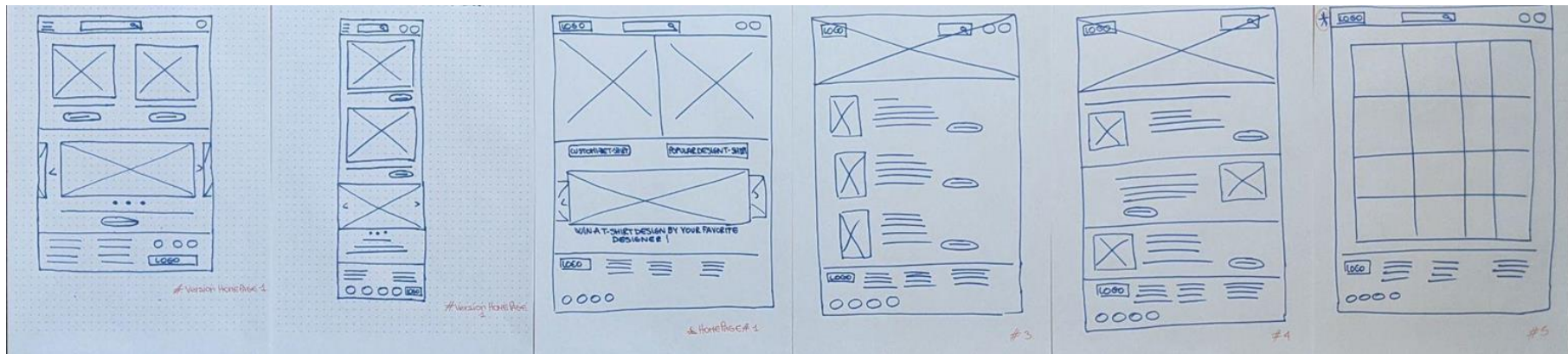
I took some time to try different interactions for the Homepage of the CPT Website on paper to ensure that the elements on the digital wireframe would be well-suited to address the user point. These are five examples of the possible home screen with a few possible screens on the right, and a mobile and tablet version for the Home page on the left.

Digital wireframes

This is the Digital Homepage of the CPT.

I designed the possibility for customers overwhelmed by the navigation process, the possibility to reach the customization from two different point. They also have the possibility to see what's new on the fashion style to be trendy and unique all the time. They also can read already reviews from the past customers.

Reaching the customization goal from multiple point

Already from the Homepages, customers can immediately read reviews experience on purchases
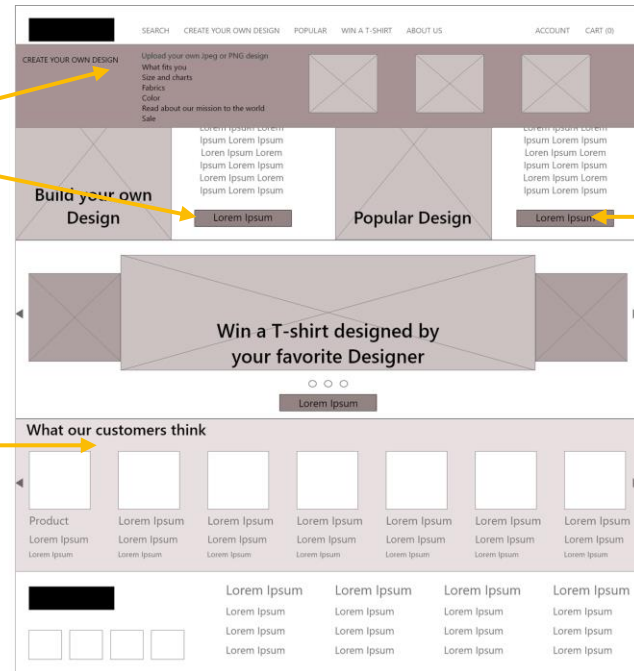
Customers want to know or have the possibility to look into fashionable style

SEARCH   CREATE YOUR OWN DESIGN   POPULAR   WIN A T-SHIRT   ABOUT US   ACCOUNT   CART (0)

CREATE YOUR OWN DESIGN

Upload your own .jpeg or PNG design
What fits you
Size and charts
Fabrics
Color
Read about our mission to the world
Sale

Lorem Ipsum Lorem
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Ipsum Lorem Ipsum
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Ipsum Lorem Ipsum
Lorem Ipsum Lorem
Ipsum Lorem Ipsum

Build your own Design   Lorem Ipsum   **Popular Design**   Lorem Ipsum

Win a T-shirt designed by your favorite Designer

○ ○ ○

Lorem Ipsum

What our customers think

Product   Lorem Ipsum   Lorem Ipsum   Lorem Ipsum   Lorem Ipsum   Lorem Ipsum   Lorem Ipsum
Lorem Ipsum   Lorem Ipsum   Lorem Ipsum   Lorem Ipsum   Lorem Ipsum   Lorem Ipsum   Lorem Ipsum
Lorem Ipsum   Lorem Ipsum   Lorem Ipsum   Lorem Ipsum   Lorem Ipsum   Lorem Ipsum   Lorem Ipsum

Lorem Ipsum   Lorem Ipsum   Lorem Ipsum   Lorem Ipsum
Lorem Ipsum   Lorem Ipsum   Lorem Ipsum   Lorem Ipsum
Lorem Ipsum   Lorem Ipsum   Lorem Ipsum   Lorem Ipsum
Lorem Ipsum   Lorem Ipsum   Lorem Ipsum   Lorem Ipsum

Digital wireframes

Uploading Image

Easy Add to Cart

Easy selecting

Payment

Possible chat with a Designer

the application form

Low-fidelity prototype CPT Customize Printed T-Shirts
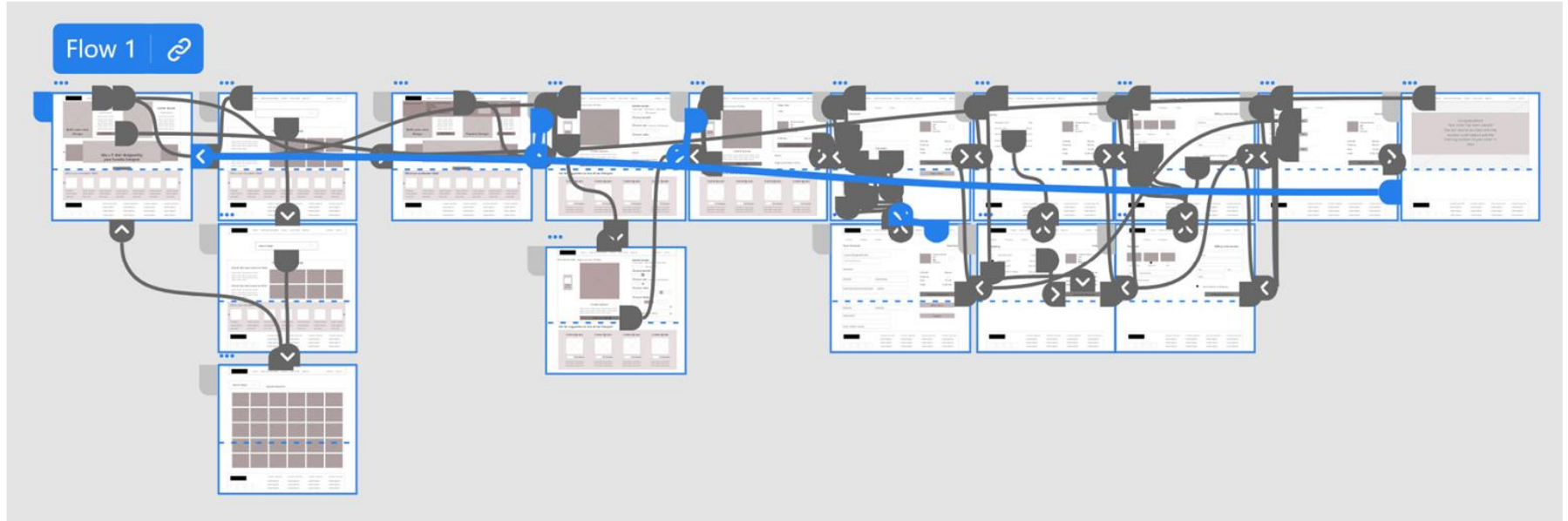
View the link of the Low-Fidelity Prototype CPT Customize Printed T-shirt Website

Usability study: parameters

Study type:

Unmoderated usability study

Location:

United States, remote

Participants:

5 participants

Length:

20-30 minutes

Usability study: findings

Write a short introduction to the usability studies you conducted and your findings.

Round 1 findings

1. Users want to see the prices more clearly
2. Users wants an easy navigation to upload images of their design
3. Users wants more payment options

Round 2 findings

1. Users want to sign in, register or continue to checkout as guest
2. User would like to use the chat for suggestions to designer if cheap
3. Users wants Upload image button bigger and specify limit data storage

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

After usability study The Selection Process
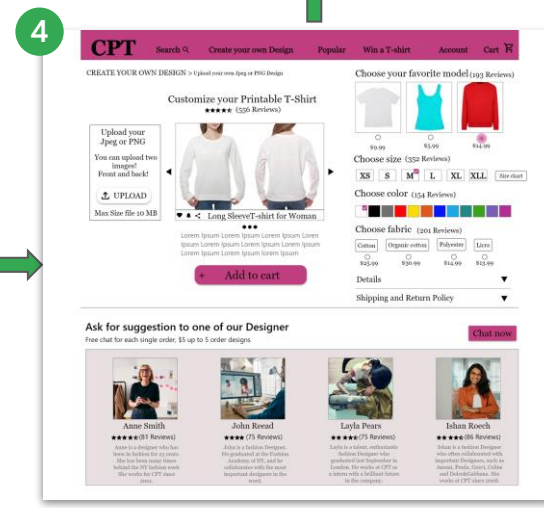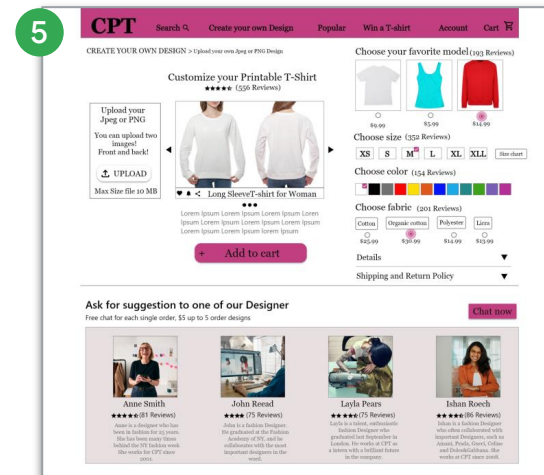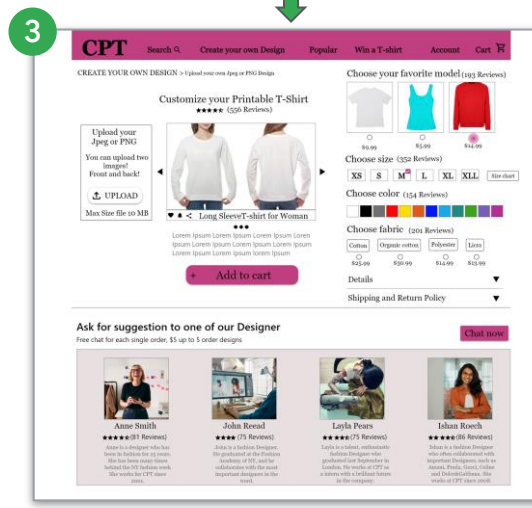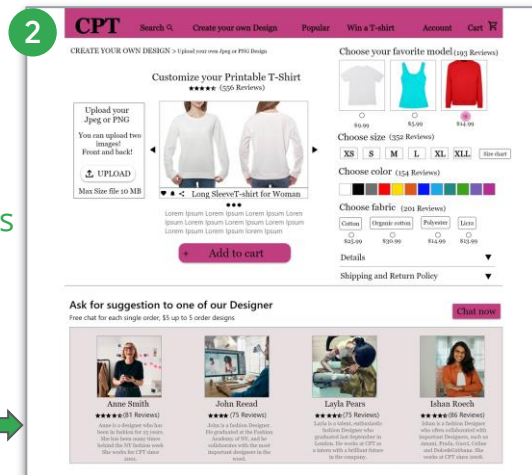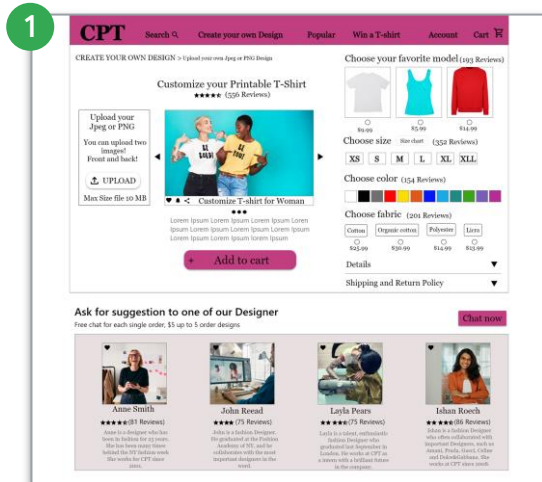
1. Customize printable t-shirts page
2. Choose your model
3. Choose your size
4. Choose your color
5. Choose the fabric and add to cart

Mockups

Before usability study Uploading process

Order and upload their own design is a crucial path for the users. This is how it was before the usability study and after.

1 Upload image on the front   2 Upload image on the back

Mockups

Before the second usability study, users had no choice that fill out the information to continue the checkout. They couldn't sign in, register or continue to checkout as a guest. After the study, the users can now sign in, register or continue as guest with possible coupons incentive.

| 1 Address | 2 Shipping | 3 Payment | 4 Review |

Your Account

Email

Password

Address

Name

Surname

Address

City

State

Zip Code

Phone

Summary

Product Nan
Color
Size
Fabric
$ XX.XX

Subtotal
Shipping
Taxes
Total

Continue to Check

Return Policy

Support

SEARCH   CREATE YOUR OWN DESIGN   POPULAR   WIN A T-SHIRT   ABOUT US   ACCOUNT   CART (1)

CPT   Search   Create your own Design   Popular   Win a T-shirt   Account   Cart

Sign in
Welcome back!
Use your coupon today!

Email

Password

Sign in

Forgot your Password?

OR

Sign in with Google

Sign in with Facebook

Register
Register Today and receive 15% on this order
and 10% on the next one!

Email

Password

Confirm Password

☐ I Agree to the Privacy & Cooking Policy and Term and Condition

☐ I am not a Robot

Register

Check out as a Guest
If enter as a Guest you will not receive
10% coupon on the next order

☐ Subscribe to the new letter and news
from the Fashion week

Continue to Checkout

CPT   Customize Printable T-shirts

Company Info
About CPT
Supply Chain
Job opportunities

Help & Support
Shipping Info
Return Policy
How to truck your order

Customer Care
Contact Us
Payment
Help & Support

Mockups

These are the next steps to the finishing tasking, choose the shipping method and the payment method. Participants were concern. Before the usability study they had the possibility to choose between credit cards only. Now customers have the possibility to choose between different options.
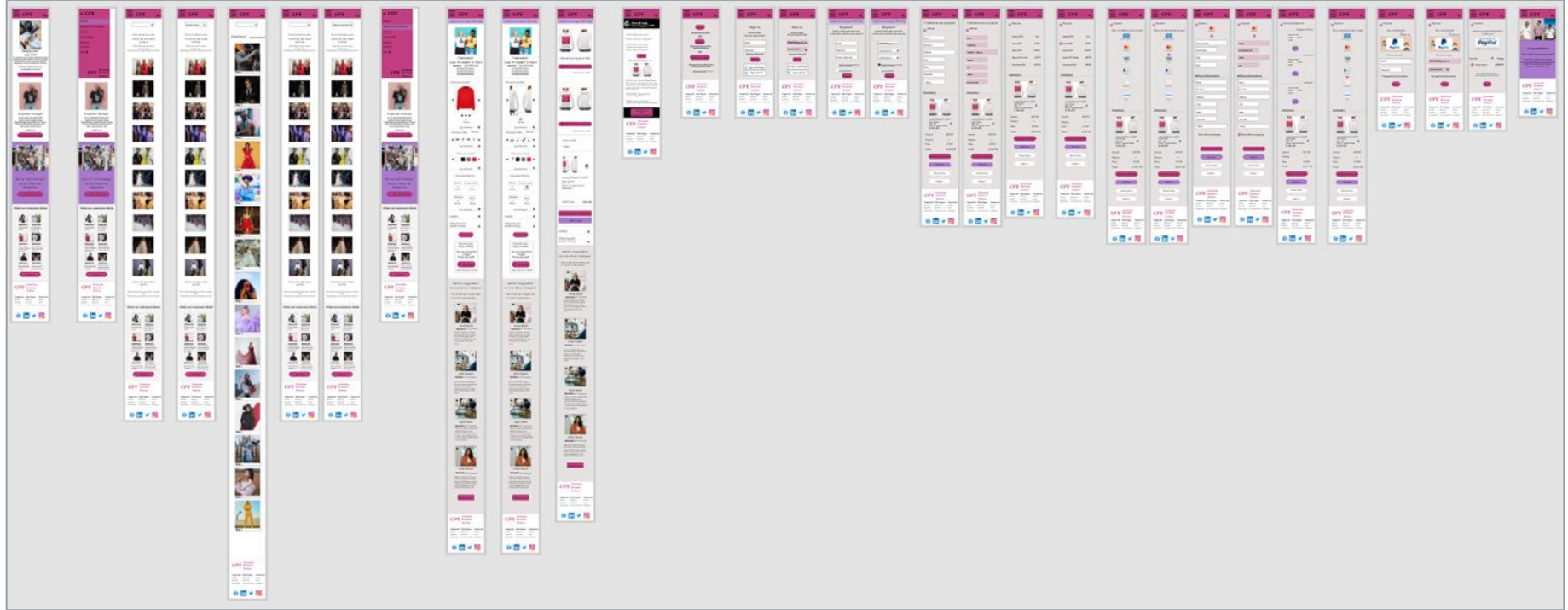
Mockups

During the first usability study, customers were sceptical about the chat. They were not sure because it would be expensive or too long for the process. I specified the price (if applicable) and at what point of the process is helpful.
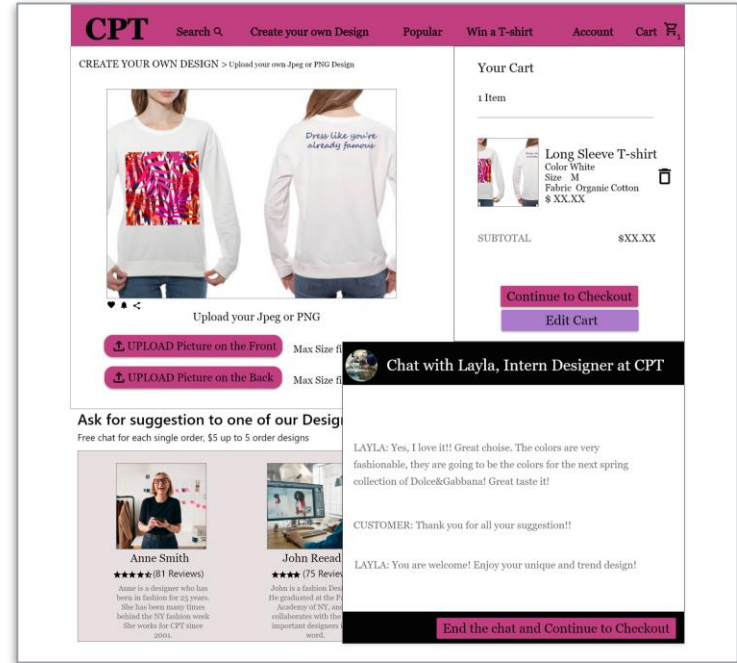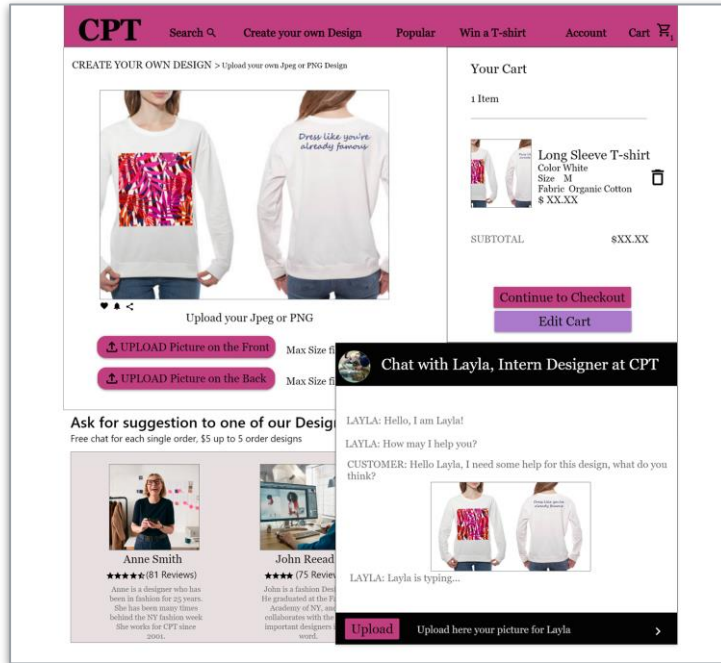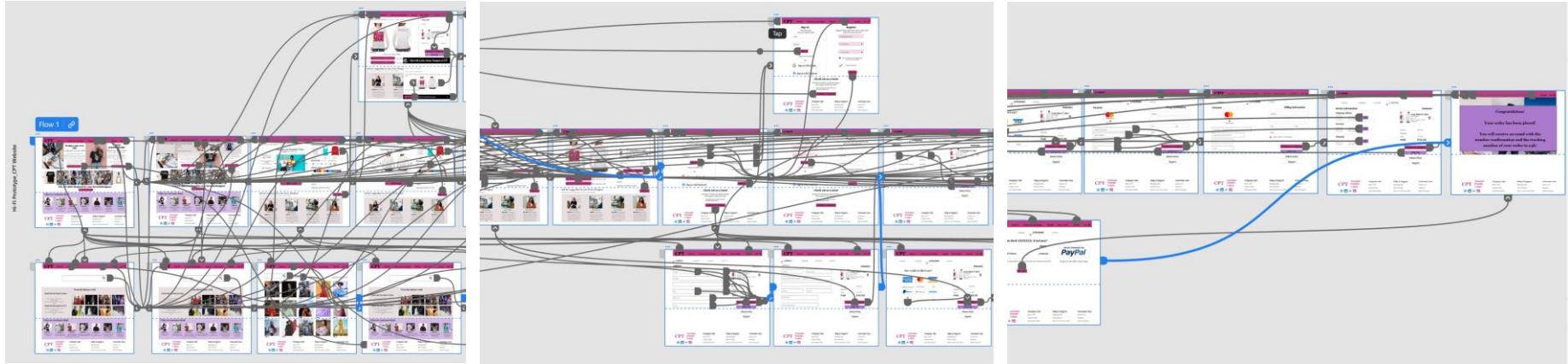

After usability study - Ask for suggestion to a designer at CPT - chat

Mockups for Mobile Version

High-fidelity prototype

[High - Fidelity Prototype CPT Customize Printable T-shirts Website](#)

The High-Fidelity Prototype Flow is a zoom of the connected screen that shows how dense is the connection between all the them. Users can navigate back and forth from all over the screens.

Accessibility considerations

1

To guarantee accessibility, I used icons and text hierarchy to make navigation easier.

2

To guarantee the accessibility, I considered typical and popular gesture to click the buttons.

3

To guarantee accessibility, I consider using high contrast colors from the Homepage through the entire flow. All the buttons have recognizable colors and shades to be more intuitive to click on it.

Going forward

- Takeaways
- Next steps

Takeaways

Impact:

The website is an easy customizations process of user's designs. They are able to finish the process and make their own unique design.

"I like to be fashion all the time. Sometimes buying famous designs clothes could be expensive. I want to look awesome when I go to work, when I hang out with my friends, even when I go to the supermarket. I mean, I can choose my design, my size, and more important even the fabric I want, I would definitely use this website."

What I learned:

During this process, I learned how important it is to emphasize the users. Making the first usability study reminds me that there are always biases, and recognizing them is a step to go over them. I learned what the users really want, why they make purchases online, what they fear and think. I iterated my design multiple times to be front-and-center for the users' needs.

Next steps

1

Conduct a third usability studies to confirm if the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine any new areas of need.

3

Go deeper in details, possible filters to adjust picture when uploading images for customization

Let's connect!

Thank you for your time reviewing my work on the CPT Customize Printable T-Shirts. If you'd like to
see more or get in touch, my contact information is provided below.

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Website: www.federicamaio.com