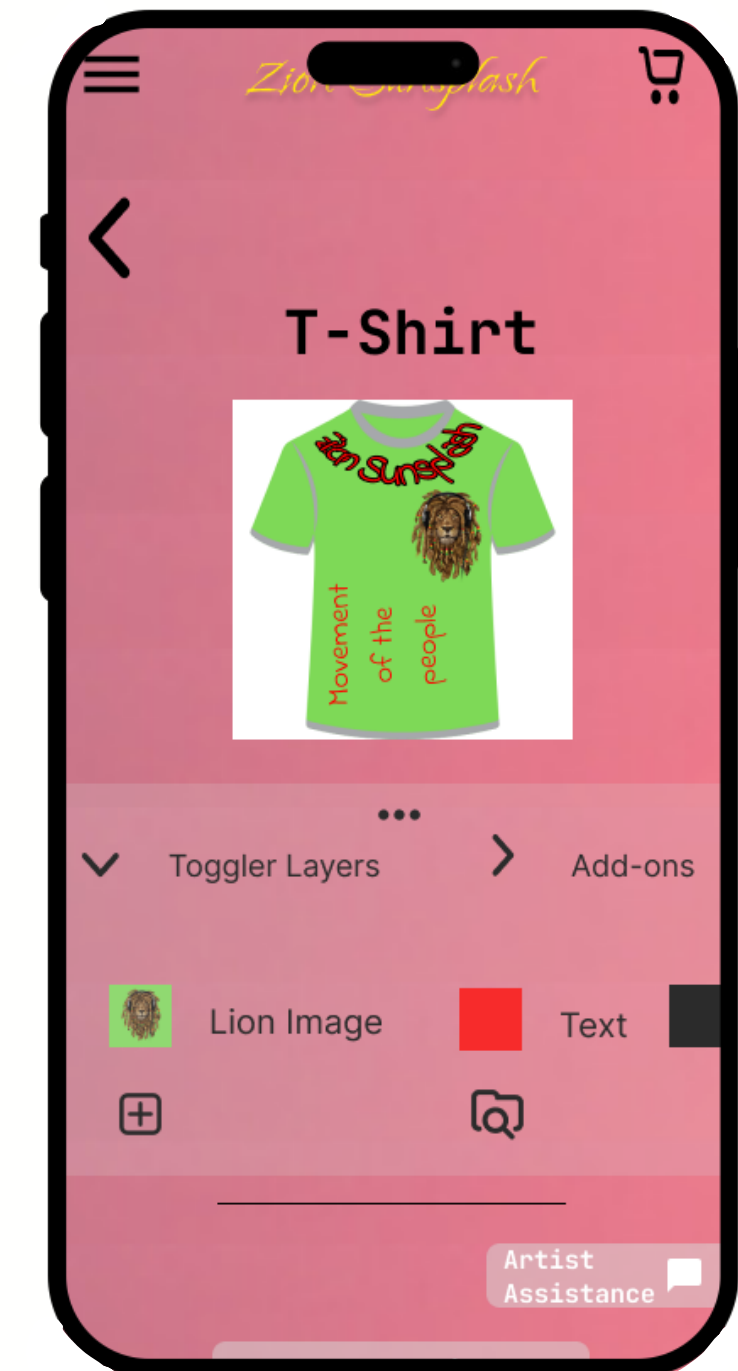


Project Overview

The Product

This dynamic website has been meticulously designed to provide an immersive, mobile-responsive experience for visitors. This online experience is seamlessly integrated with a merchandise creation and purchasing system, allowing users to express their creativity and show support for the artist. This site will expose fans to the harmonious blend of reggae music and effortless fashion design, forging a deeper connection to the artist and their brand.



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Project Overview

The Problem

Avid/dedicated music fans need an easier way to order custom-branded artist apparel because they want to wear clothing that lets them express themselves and their love for their favorite music. Additionally, transitional custom clothing systems are too time-consuming and difficult.

The Goal

Create a mobile responsive website for the reggae artist, Zion Sunsplash, that seamlessly integrates a custom fashion design/ordering system that requires minimal effort and time from fans to create their perfect design.

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Project Overview

My Role

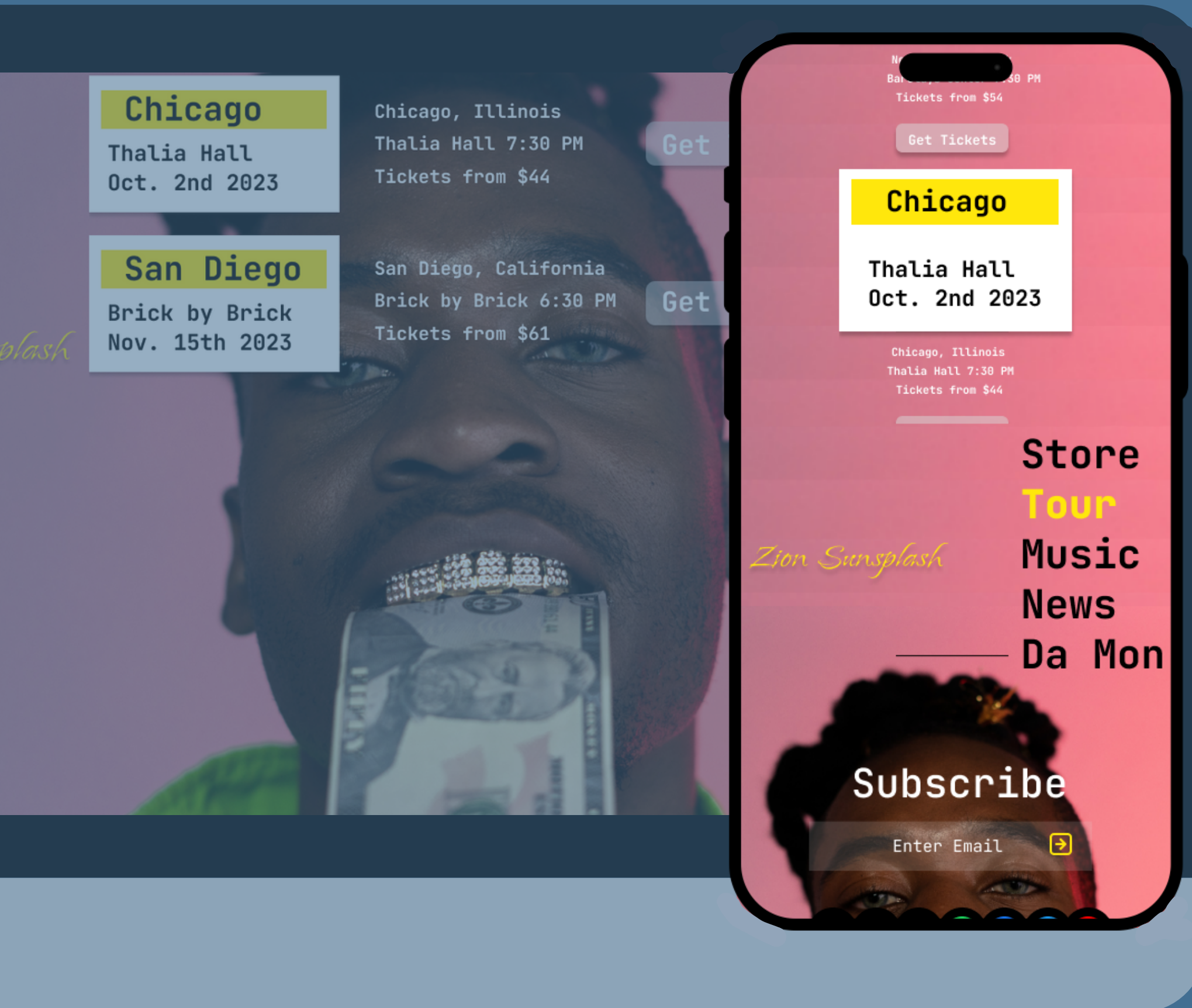
Lead UX Designer



Responsibilities

User research, wireframing, creating mockups, prototyping, UX research

NEXT →



Understanding the User

- USER RESEARCH
- PERSONAS
- PROBLEM STATEMENTS
- USER JOURNEY MAPS

User Research: Summary

During the user research phase, we interviewed five users from diverse backgrounds in the defined target market: music fans.

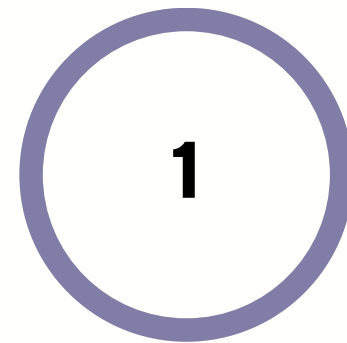
While conducting our research we realized users who wanted to create custom-designed merchandise didn't know what they wanted to create. This led us to prioritize adding various assistive methods to help users complete designs.

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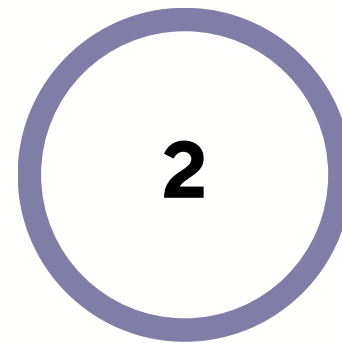
User Research: pain points

Easy of use



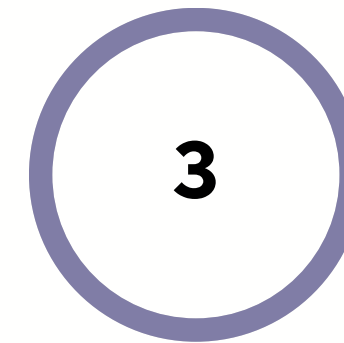
Current custom clothing design systems are hard to use and limited.

Inspiration



Users usually need to do extensive research prior to deciding what to create.

Trust in helping hands



Working with commissioned artists is not as effective when the artist doesn't understand the vision.



Persona: Sam Howl

"Feeling like a dedicated fan of my favorite reggae band is important to me."



Goals

- Wants to be a influencer in the music space.
- Want to appear knowledgeable and dedicated to their favorite bands.

Frustrations

- Getting custom clothing commissioned is a tiring and expressive process.
- Feels the right artist is needed for the right result.

Age: 27
Education: B.A. Communications
Hometown: Bridgeport, CT
Family: Single; dog owner
Occupation: Social media manager

Sam Howl is a 27-year-old social media manager from the northeast. Sam has always been very into music and is always looking around for the next band that needs to be discovered. Once Sam finds a band that he likes, he desires to form a connection with the band by, talking about them to people he knows, going to the band's concerts, and consuming digital media about the band. Sam wants to outwardly express his dedication to music and the band by purchasing unique band apparel.

NEXT →

Persona: Reena Semila

"If my clothing is custom to me, that means I can better express who I am to the world."



Goals

- To express their identity and personality unapologetically to the world.
- To be engrossed in the music world
- To stand out

Frustrations

- Hard to find the right artist to commission custom work
- Generic band graphic t-shirts are not up to their standards.

Age: 29

Education: B.S. in Computer Science

Hometown: Philadelphia, PA

Family: Single

Occupation: Front end development

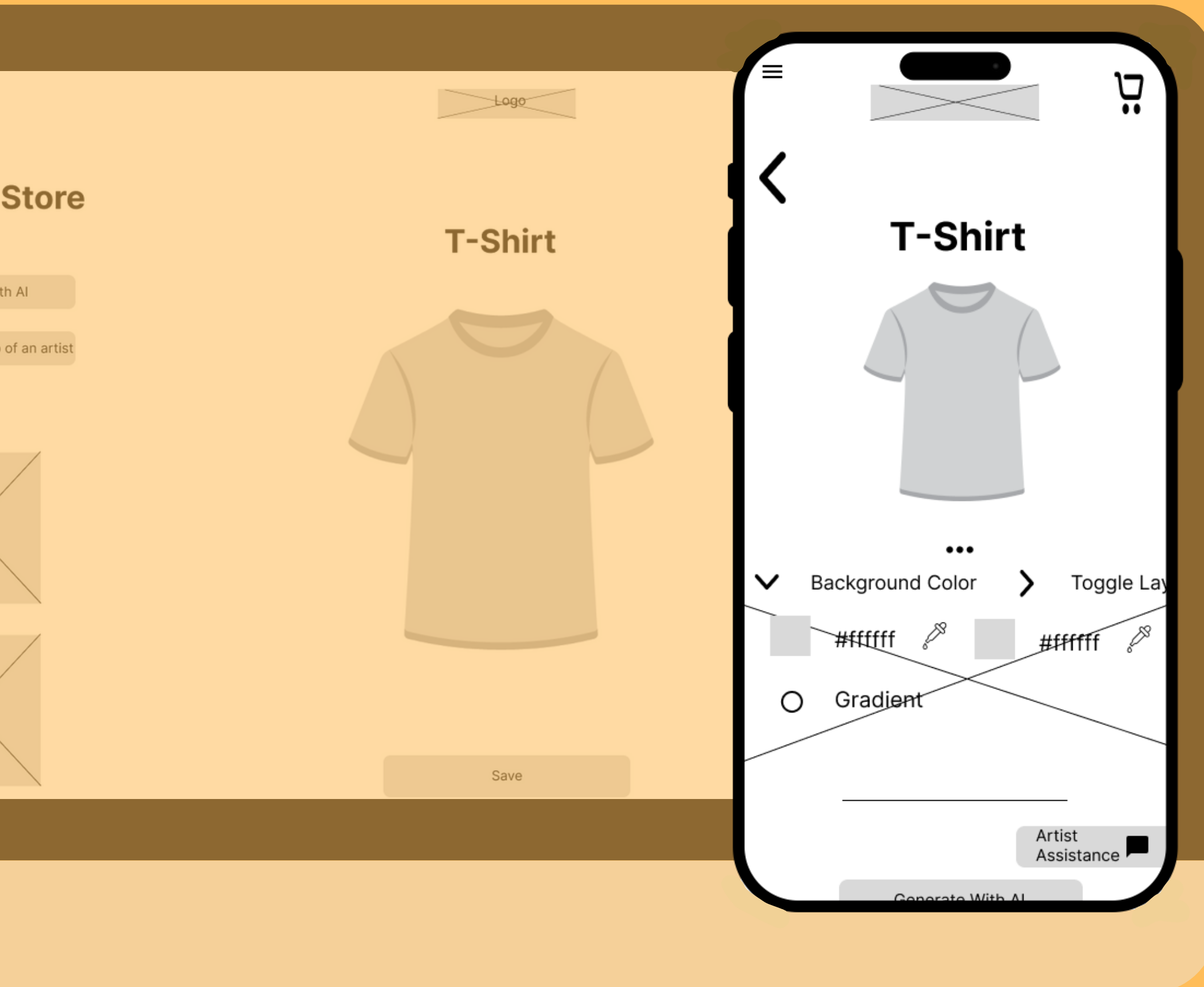
Marla Tomson is a tech-savvy millennial who loves self-expression. To Marla, if clothing does not embody who they are as a person, then there is no reason to buy that clothing. Reena has a great appreciation for the music and art scene because it is a beautiful form of expression. Buying custom clothing depicting great reggae bands fuses expression, music, and art which is important to Marla. Unfortunately, it is a challenge to find clothing that satisfies Marla's high standards of expression.

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User Research: Summary

ACTION	Design Item(s)	Place Order	Receive and wear
TASK LIST (Empathize phase)	A. Find inspiration B. Access design system C. Design item	A. Add to cart B. Process payment	A. Print return shipping label B. Buy return packaging C. Ship returned item
EMOTIONS	Excited, uncertain, anxious because they want the design to look correct.	Nervous to see how the item will look in real life	Happy or disappointed in the final result
IMPROVEMENT OPPORTUNITIES	Make inspiration more readily available. Make it easier to make a good-looking design.	AR fit analysis to confirm that the look and sizing is as the customer expects.	Allow users to sell unwanted designs on the website.

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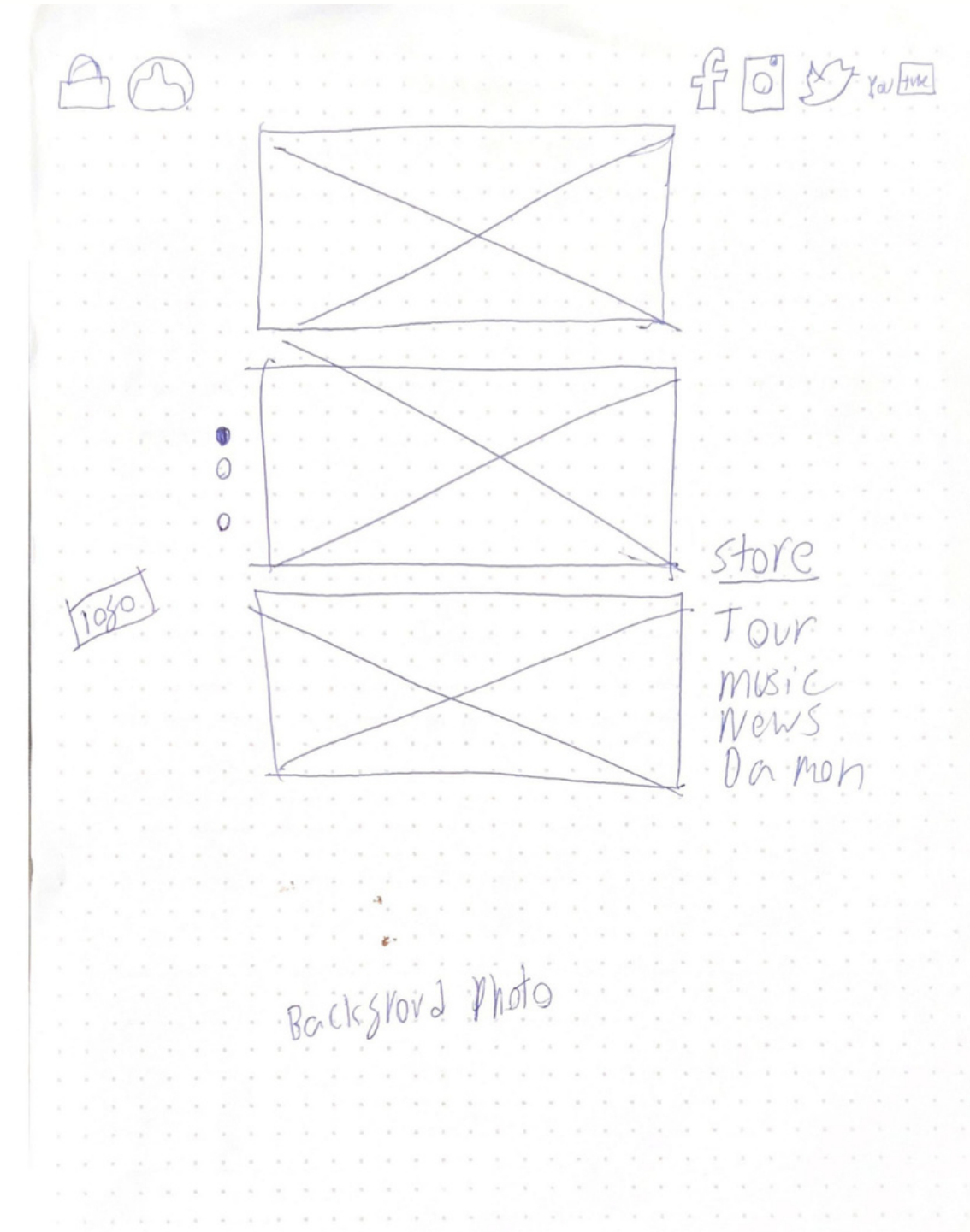


Starting the Design

- WIREFRAME
- LOW FIDELITY PROTOTYPE

Paper Wireframes

The goal of the paper wireframe created for this project was to produce an initial sketch of a homepage that satisfies the criteria of our solution statement. This first pass was created with the purpose of being quickly iterated on. Many of the concepts seen in the paper wireframe were tested and improved in later iterations.



Initial homepage sketch

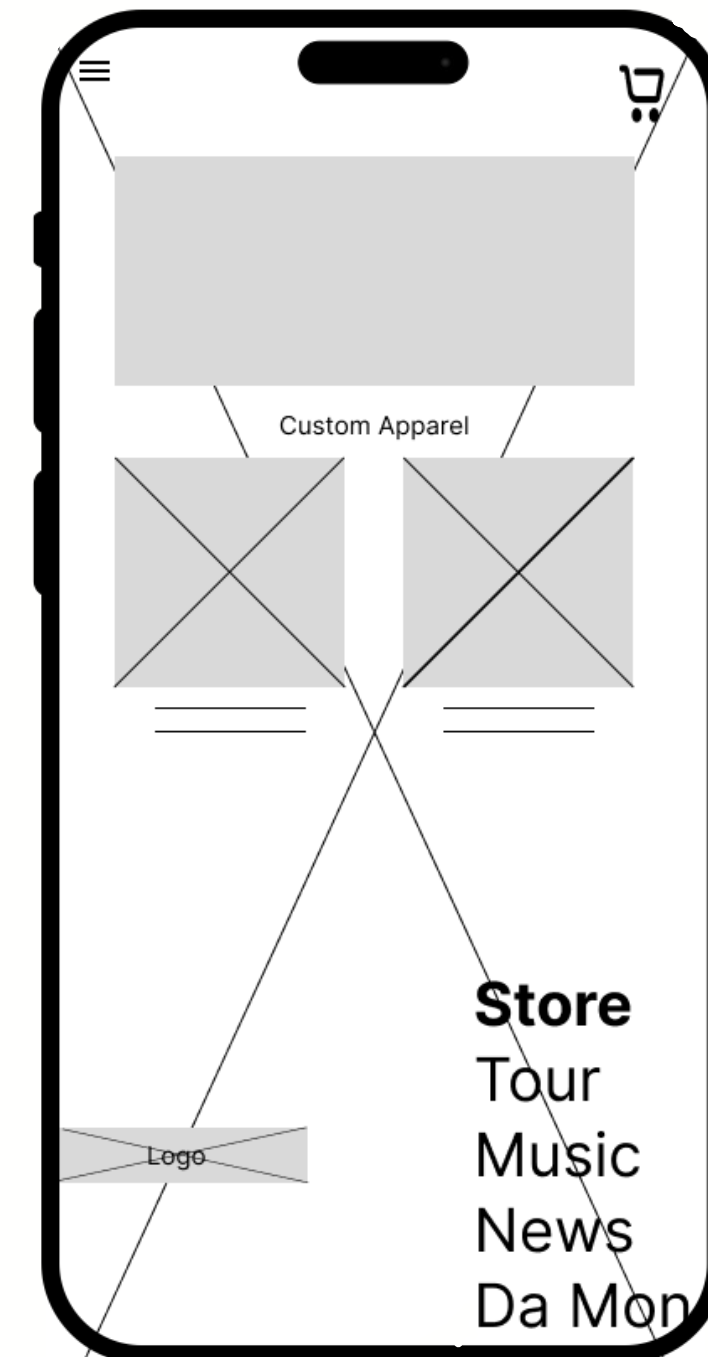
NEXT →

Digital Wireframe

The low-fidelity prototype produced early feedback about the the clothing design and purchase user flows.

Link:

<https://www.figma.com/proto/j2n2HkpgY1iP7cXUNIAPTs/Google-Digital-Wireframe?node-id=26-416&scaling=scale-down&page-id=0%3A1&starting-point-node-id=26%3A416&show-prototype-sidebar=1>



Ability to shop by deals, category, or search bar

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Usability Study: findings

In order to learn from the low-fidelity prototype, a remote, unmoderated usability study was held. During the study, users were asked to place an order and then update the order's parameters.

Findings

- 1.To develop a subcategory on the store page for custom merchandise
- 2.Allow the user to add be notified when the artist completes their assistance in the clothing design process.
- 3.Provide design templates

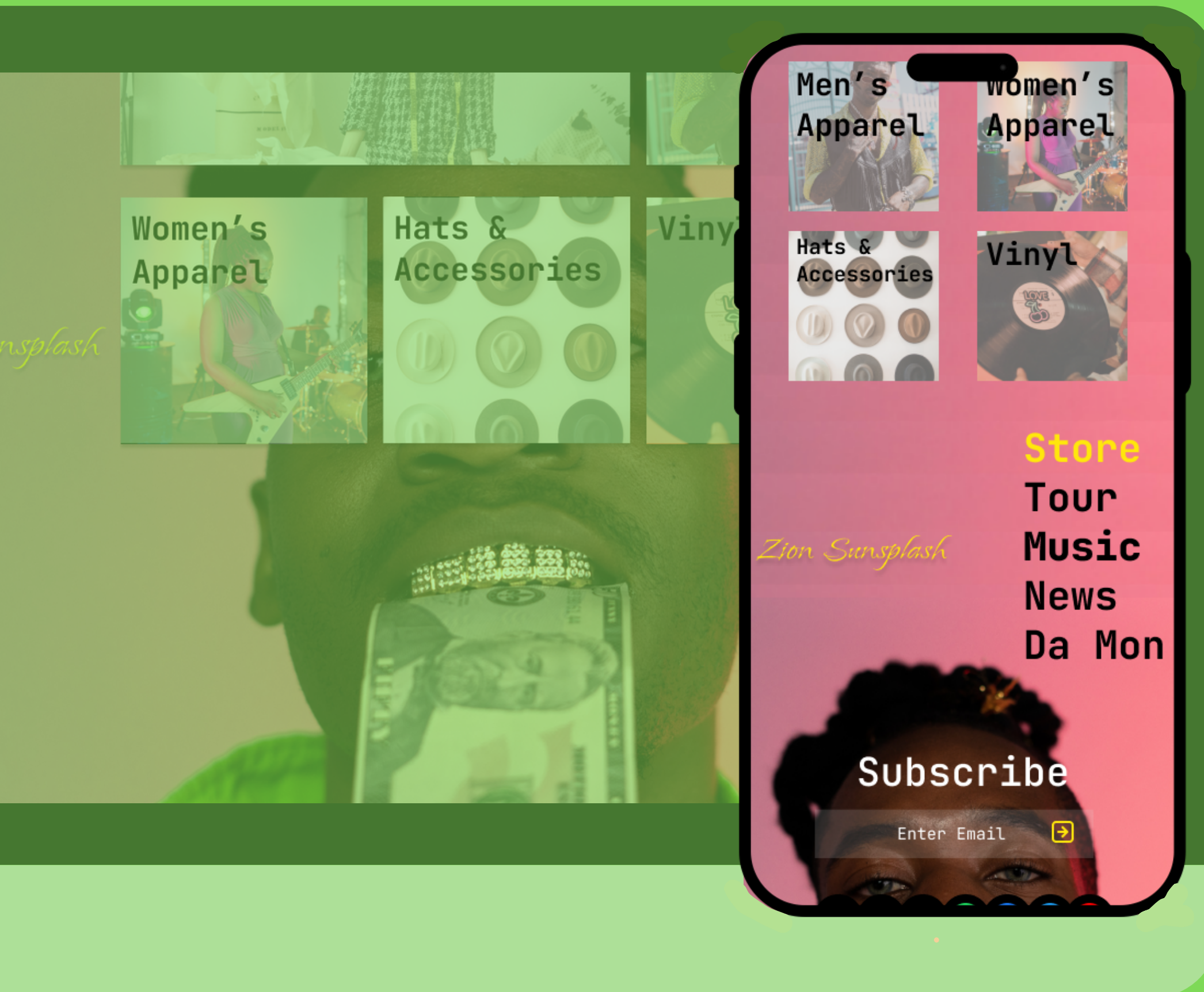
NEXT →

Edan Raymond

UX Designer

**GOOGLE UX DESIGN
CERTIFICATE SHOWCASE**

www.edanraymond.com

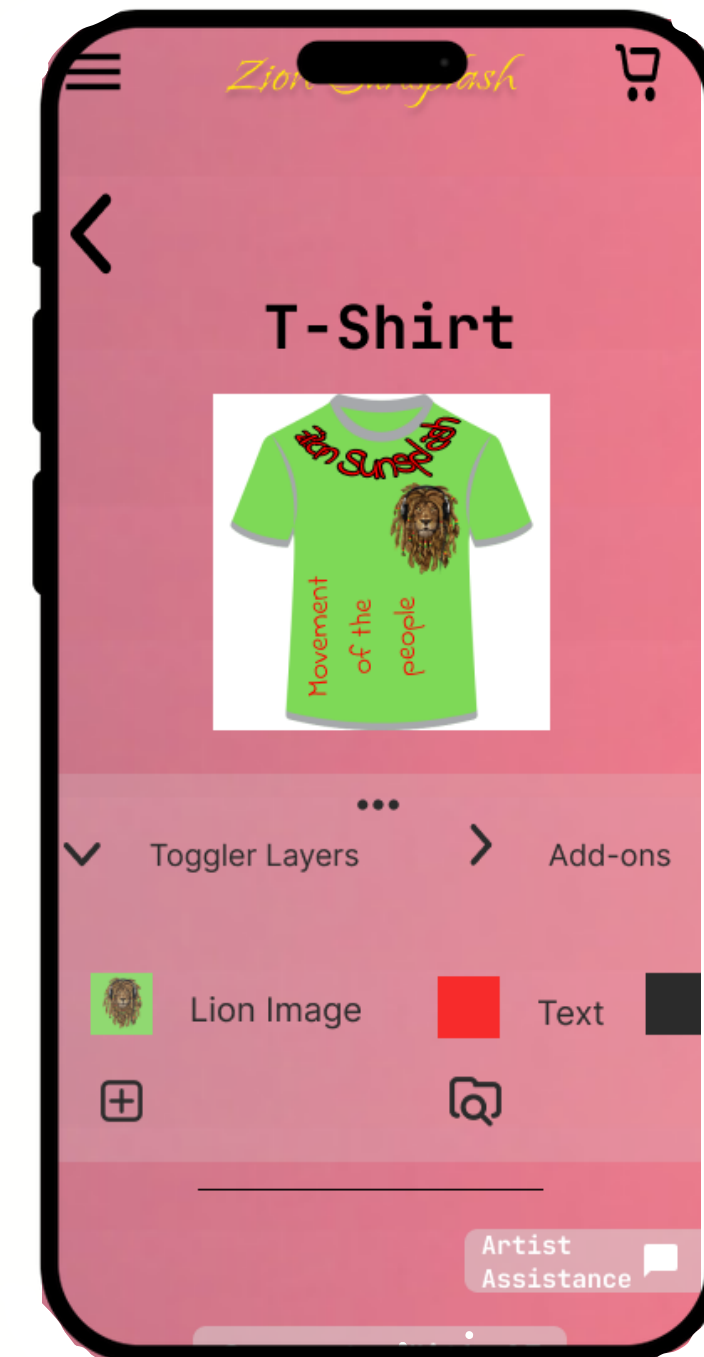


Refining the Design

- MOCKUP & HIGH FIDELITY PROTOTYPE
- ACCESSIBILITY

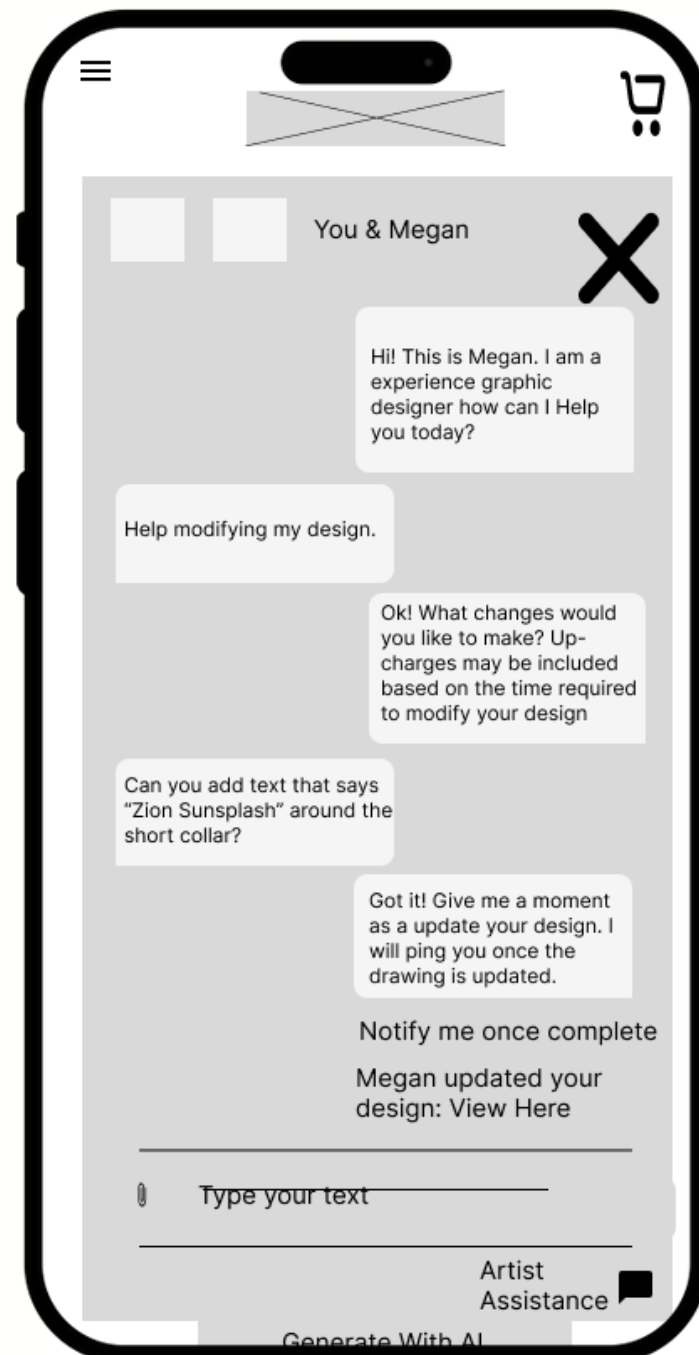
Transitioning from low to high fidelity

The creation of a mockup allowed for new feedback on the refined user flows and the incorporation of additional visual elements.



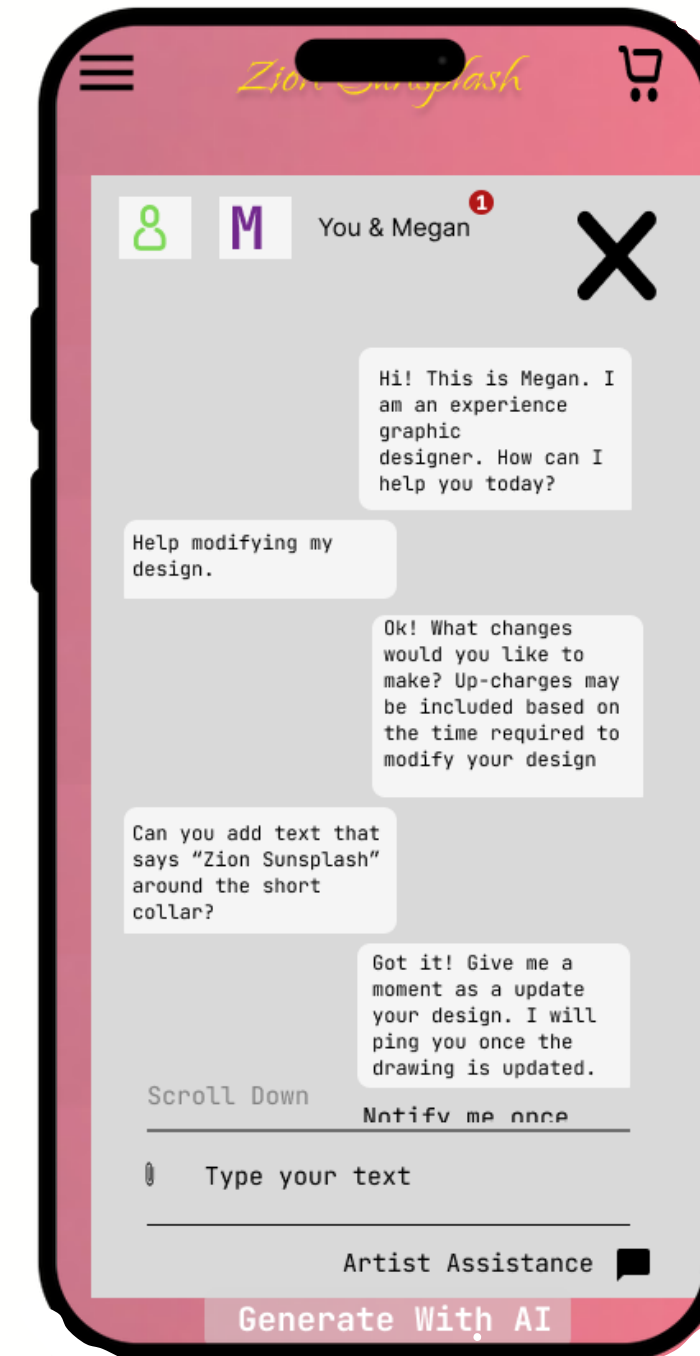
NEXT →

Transitioning from wireframe to mockup



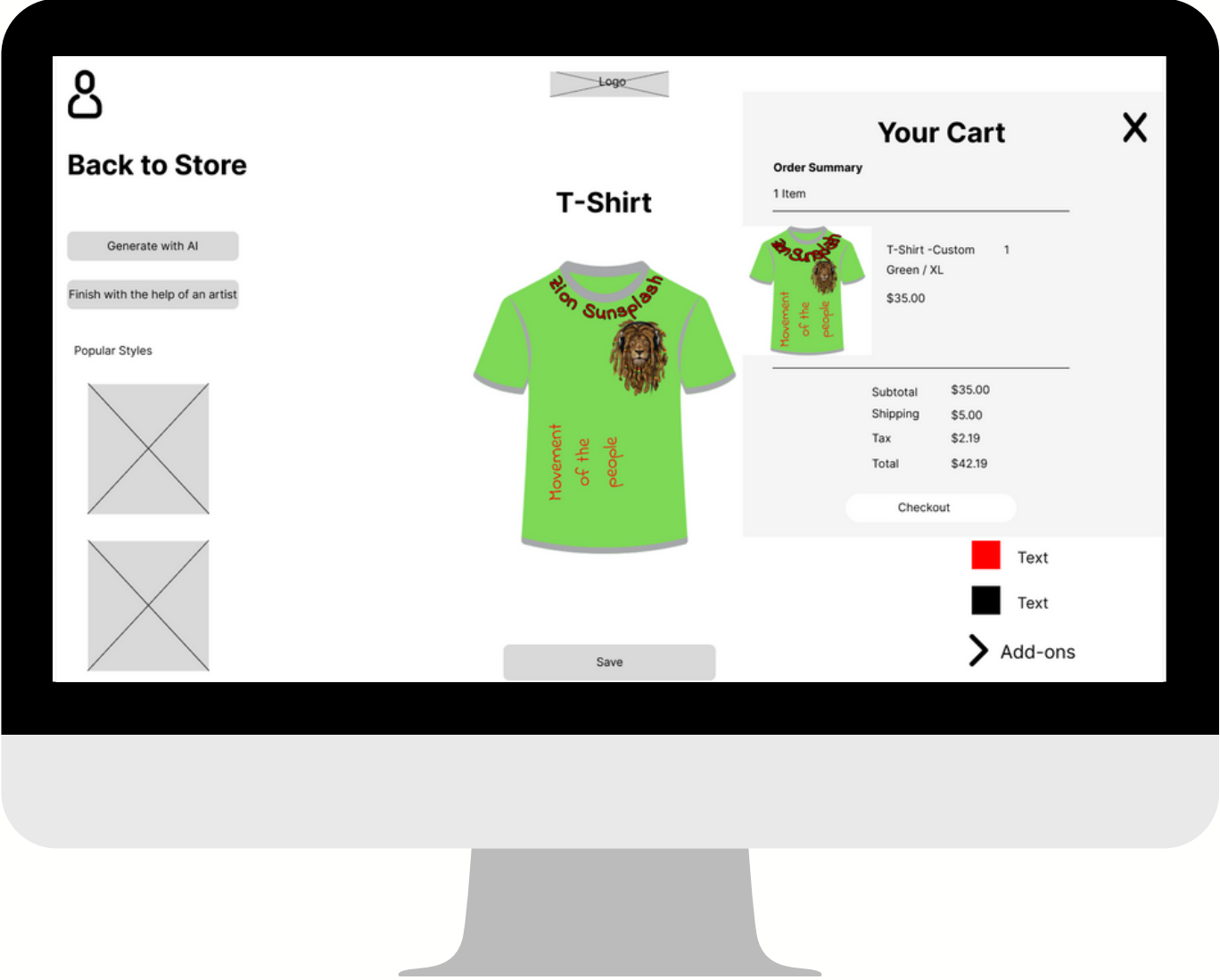
Artist assist makes the creation of the perfect design more attainable.

Changes to the spacing, information architecture, and functionality made the artist assist chat more user friendly.

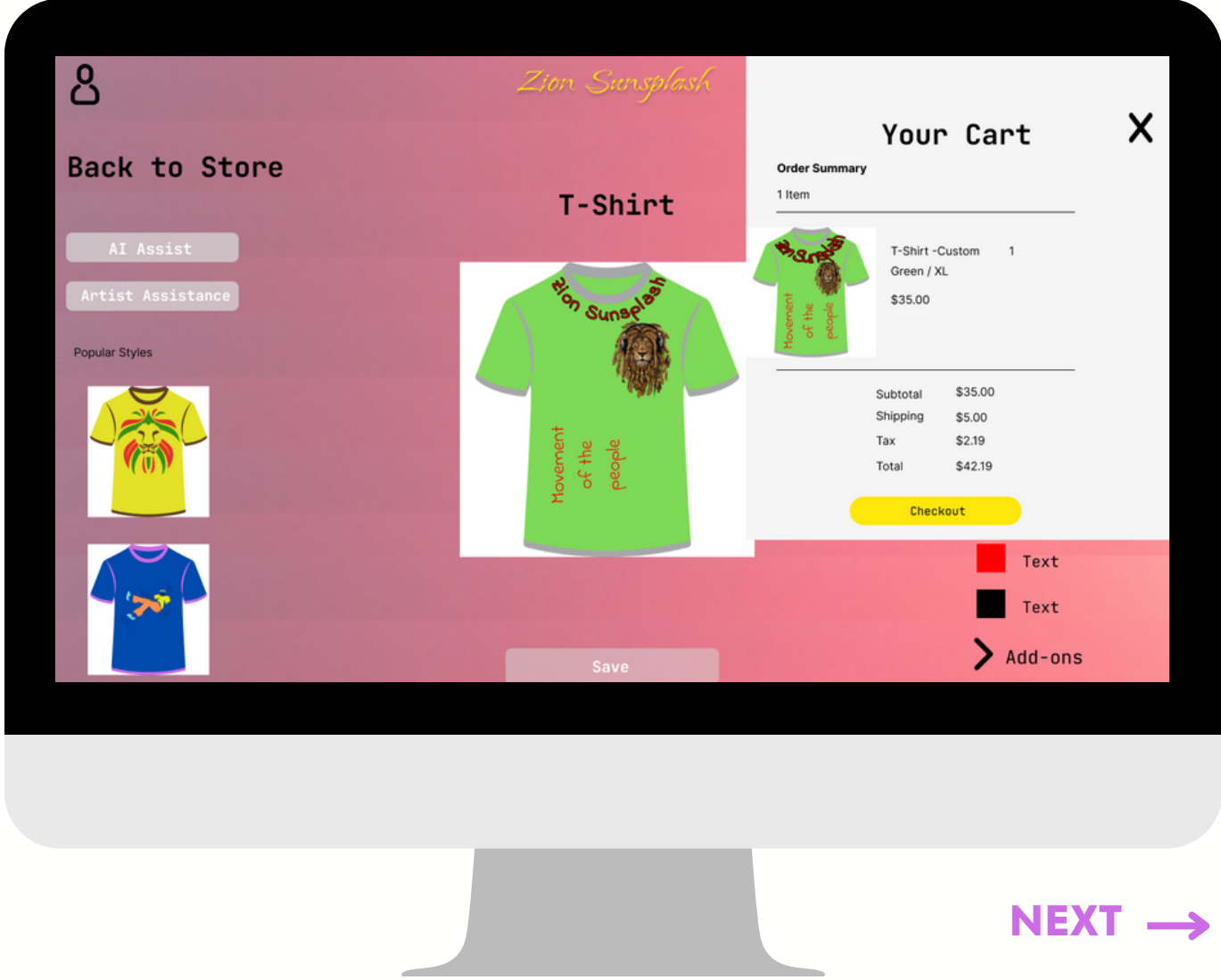


NEXT →

Transitioning from wireframe to mockup

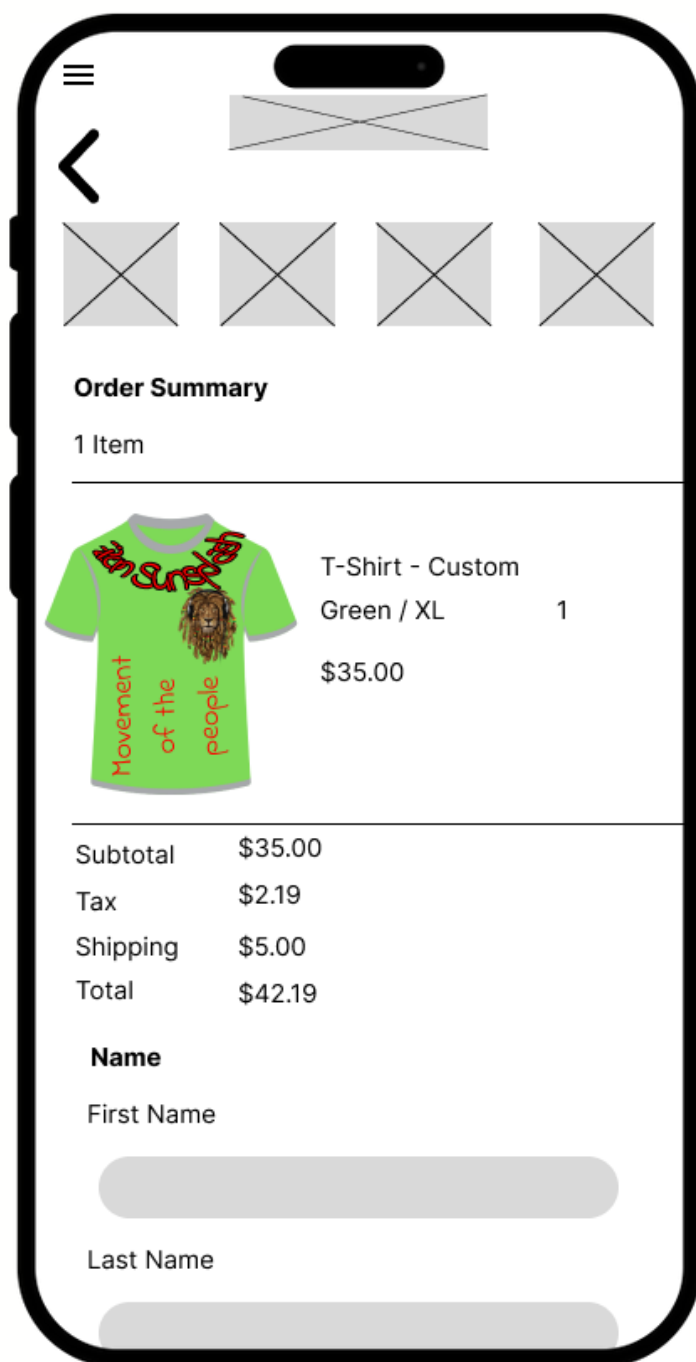


Additional of color adds to the grouping and hierarchical indications of information



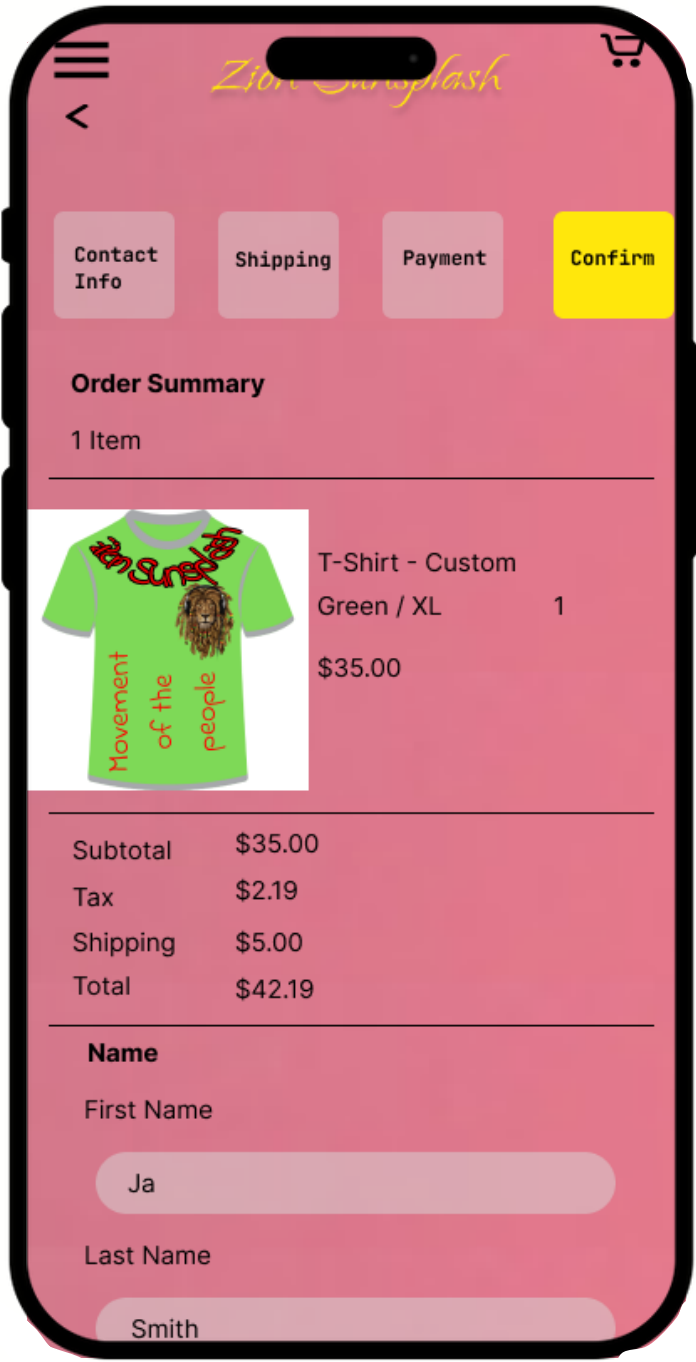
NEXT →

Transitioning from wireframe to mockup



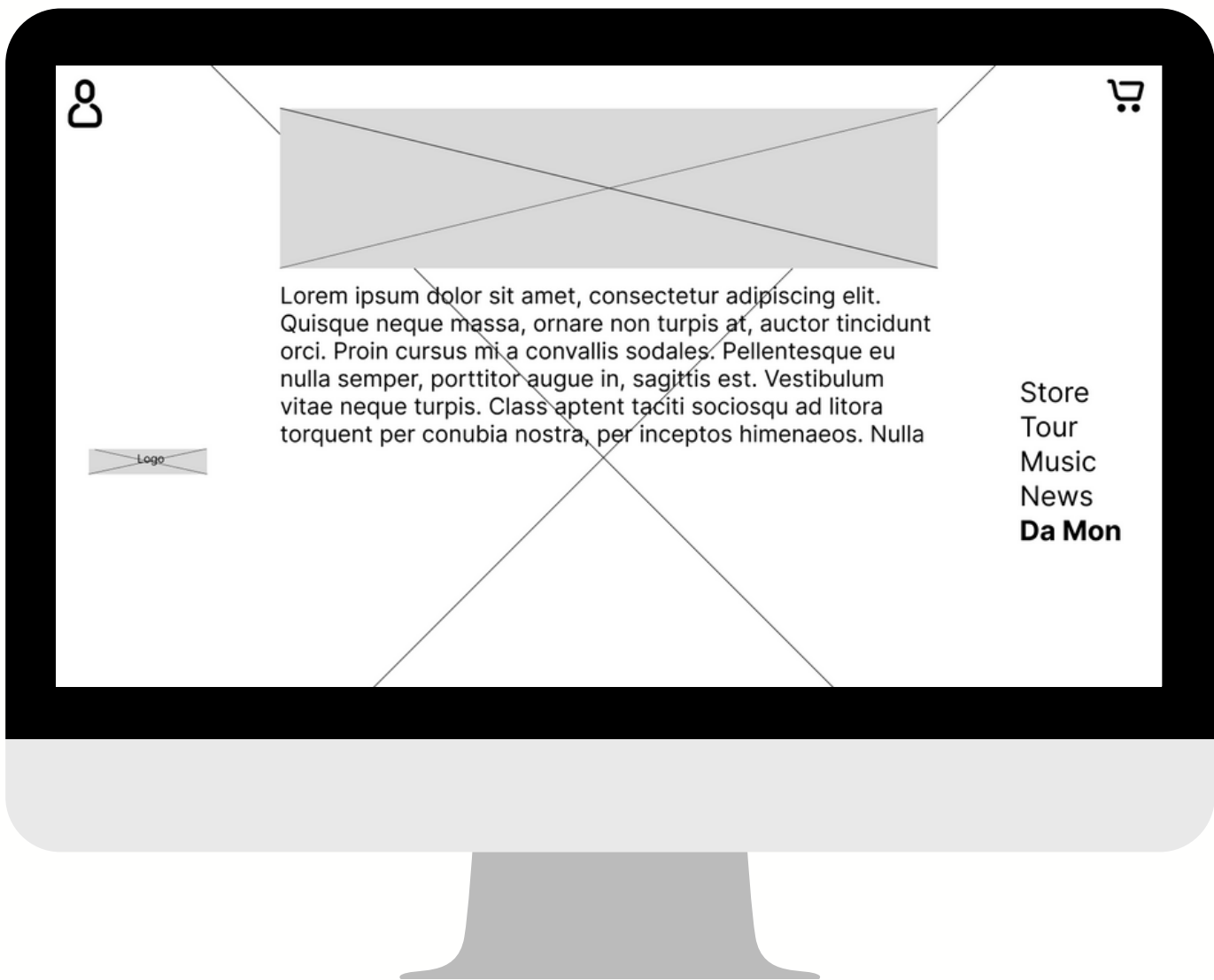
Process overviews remind users of their position in the user flow.

Removing placeholder media brings the purpose of the page to life.



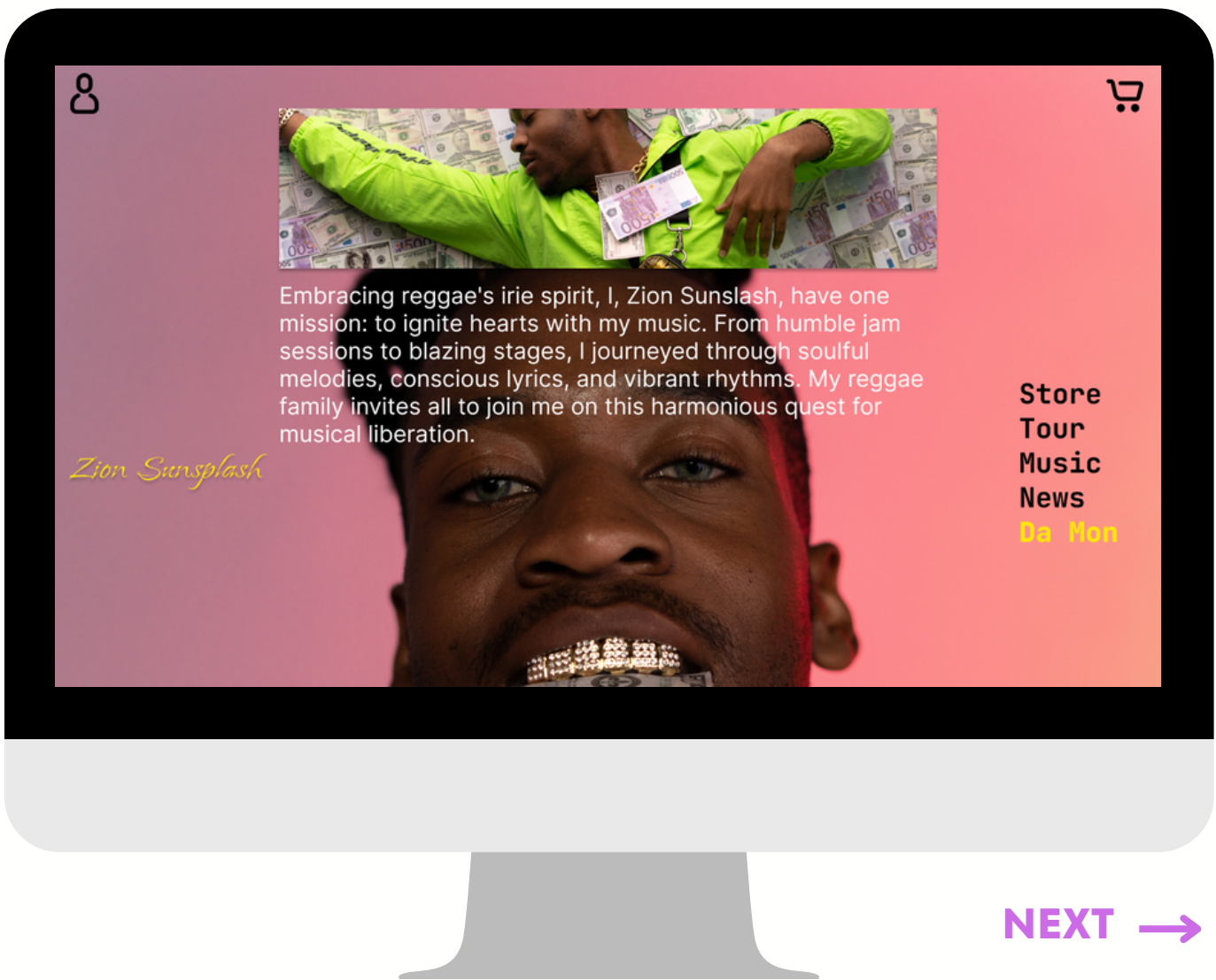
NEXT →

Transitioning from wireframe to mockup

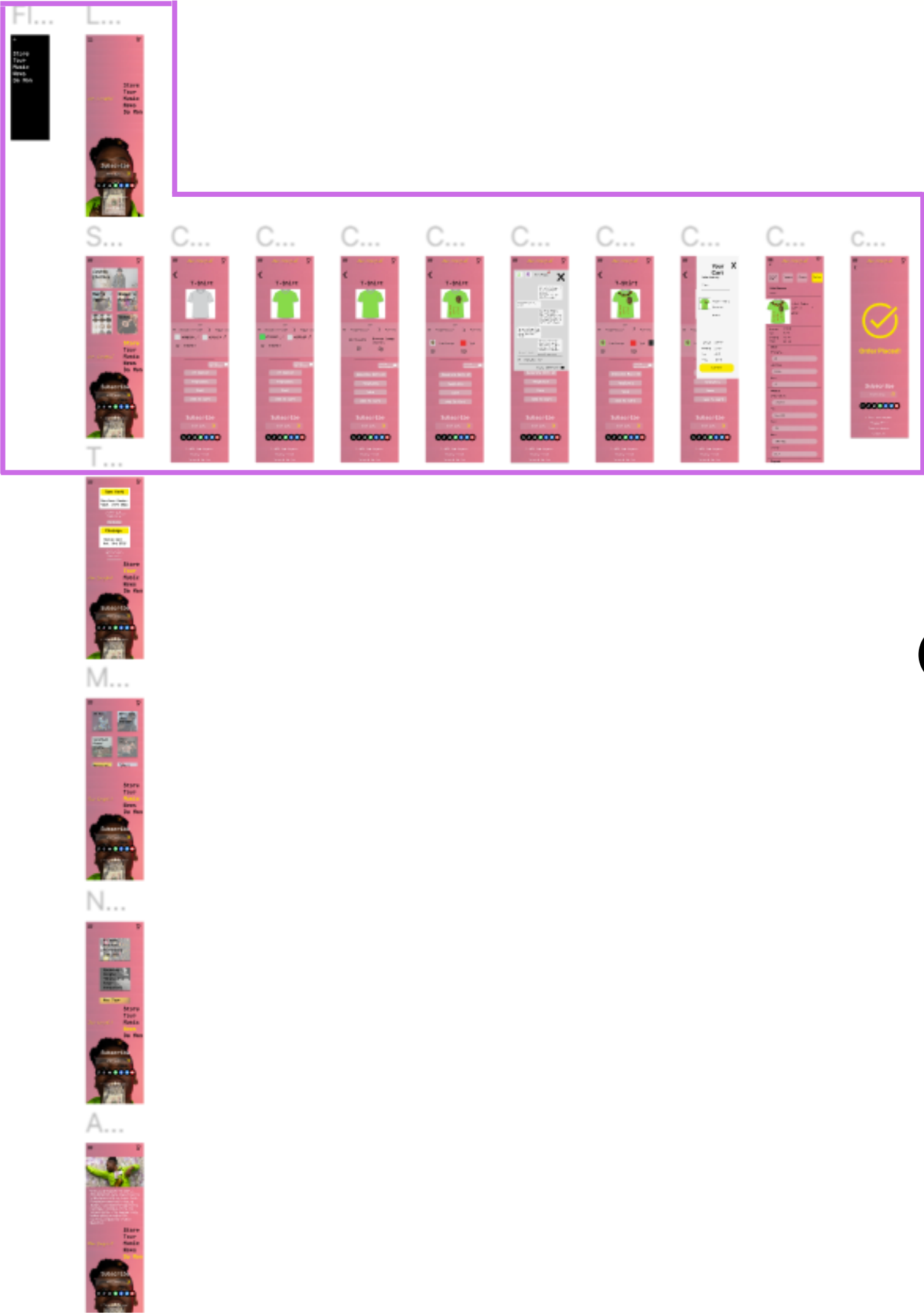


Hero images tie the page design together.

Typography was added to the mockup version of the design to further communicate branding.



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User Flow Overview: Custom Design Creation

NEXT →

Links to high-fidelity prototypes

Web

<https://www.figma.com/proto/tmB30oyMdpyArrALpucVvz/Reggae-Custom---Responsive--Web-Design?type=design&node-id=67-3292&scaling=scale-down&page-id=57%3A1846&starting-point-node-id=67%3A3292>

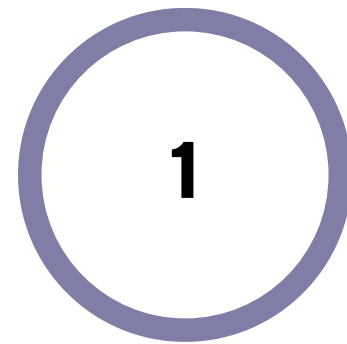
Mobile

<https://www.figma.com/proto/tmB30oyMdpyArrALpucVvz/Reggae-Custom---Responsive--Web-Design?type=design&node-id=131-3023&scaling=scale-down&page-id=131%3A2858&starting-point-node-id=131%3A3023>

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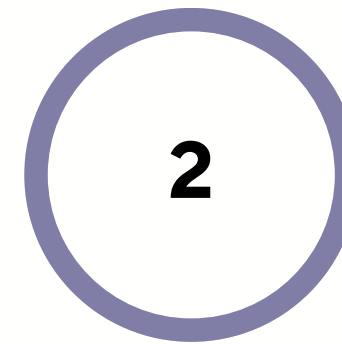
Accessibility considerations

Color Combinations



Color palette was selected to be user-friendly to color blind users

Assistive Technology



Features like artist assist and AI assist makes custom design more accessible

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Going forward

- TAKEAWAYS
- NEXT STEPS

Takeaways

Impact

The research conducted during this project will help develop a website for 'Zion Sunsplash' that features a more user-friendly and empowering way for fans to create custom fashion designs. The result will be enhanced brand loyalty, exposure, and website sales.

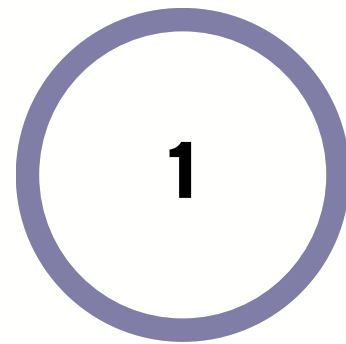
What I learned

In this project, I learned the importance of mobile responsive design. UX design must account for the range of devices and screen sizes that will access the product. Visual and functional components of the website must flawlessly transition between screen sizes.

NEXT →

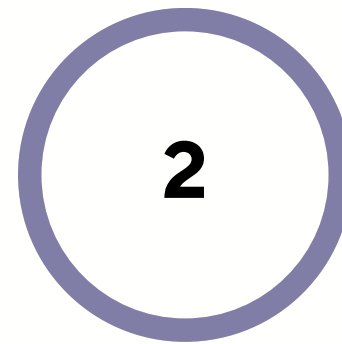
Next steps

**Expand on AI
capabilities**



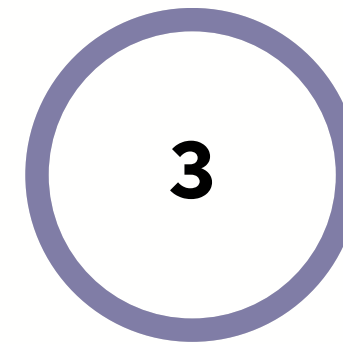
Build out the
specifications for
an AI design
integration

**Leverage live
application data**



Use user
interaction
metrics to iterate
on the design

**Build out
template library**



Give users access
to high quality
templates for
design starting
points

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Edan Raymond

UX Designer

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Thank You

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