

# Redesign Process

One of the most notable complaints from the initial evaluation was that there was no universal navigation menu which was always available.

“ Had to navigate back to the home page to get to it.

The moment you leave the home page there is no shortcut to get to it...”

In order to solve this problem I designed a page layout which was consistent for every page on the site and included a navigation menu on the left hand side.

This navigation menu never changes position and is never hidden. Such a design choice helps to reduce the number of clicks a user needs to perform in order to complete their task, means they can immediately see their options and get to any main page from any other page.

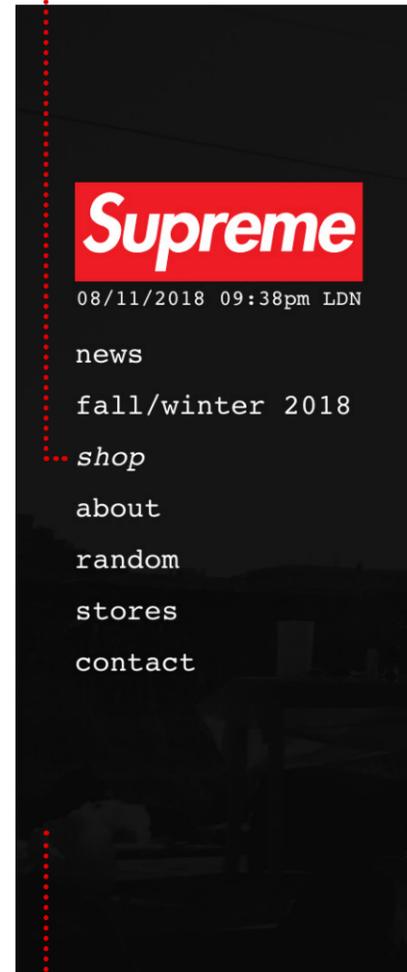
Adding a simple visual change to the active page title allows the user to know what page they are currently on and will result in the user not getting lost in the site.

I also made slight changes to how the pages are grouped and titled.

Combining relevant content into better categories/ single pages removes confusion about the contents and leads to a single source of information. For example, seasonal preview/lookbook is now combined.

The secondary navigation, most notably in the shop, has been reworked so it is clear what section the required information will be in. Splitting the existing sections up means content is more spread out and there is a much higher chance the desired information is above-the-fold.

*Italics clearly show current page.*



*Redesigned navigation menu on left of all website pages*

There are a number of small adjustments which I made to improve the general experience of using the Supreme website.

On the existing website there is a large amount of wasted screen real-estate. I designed my new layout to utilise this white space whilst maintaining a simplistic and uncluttered aesthetic.

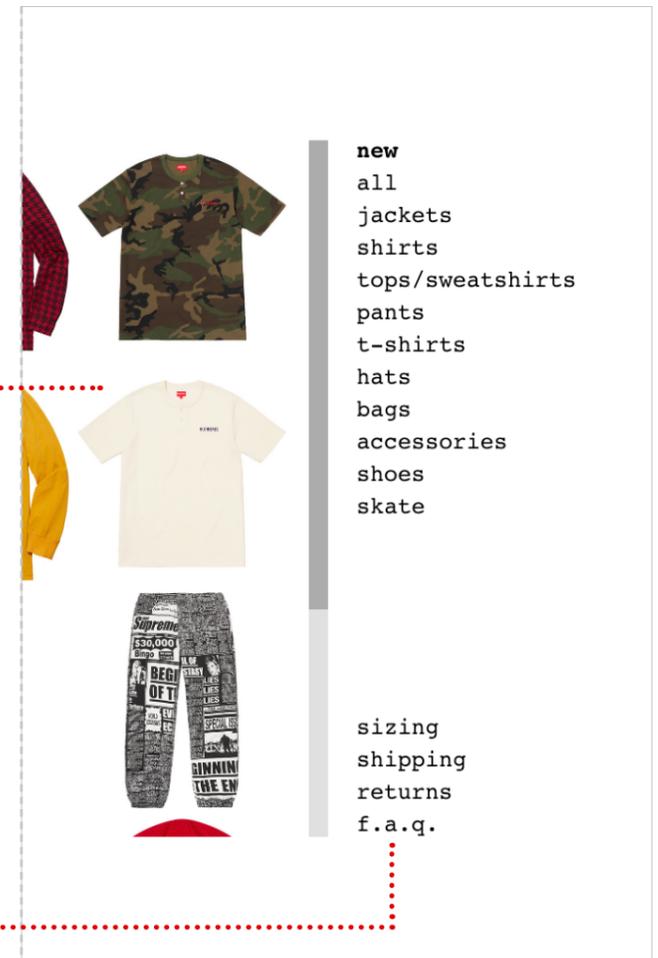
Over 90% of people who took part in the original evaluation classed the readability of the text as 'Very bad' or 'Bad'. This feedback led me to increasing the text size from the original very small size to a more readable size. Relative size comparison:

original font    new font

I also increased the size of the images on the site. Over 80% of people said the images were good quality, and numerous participants said they value being able to immediately see the products that are available.

These changes are prevalent throughout the website and not just on specific pages.

*Larger images improves the experience of browsing for items.*



*Better secondary navigation makes finding information easier*

# Redesign Process

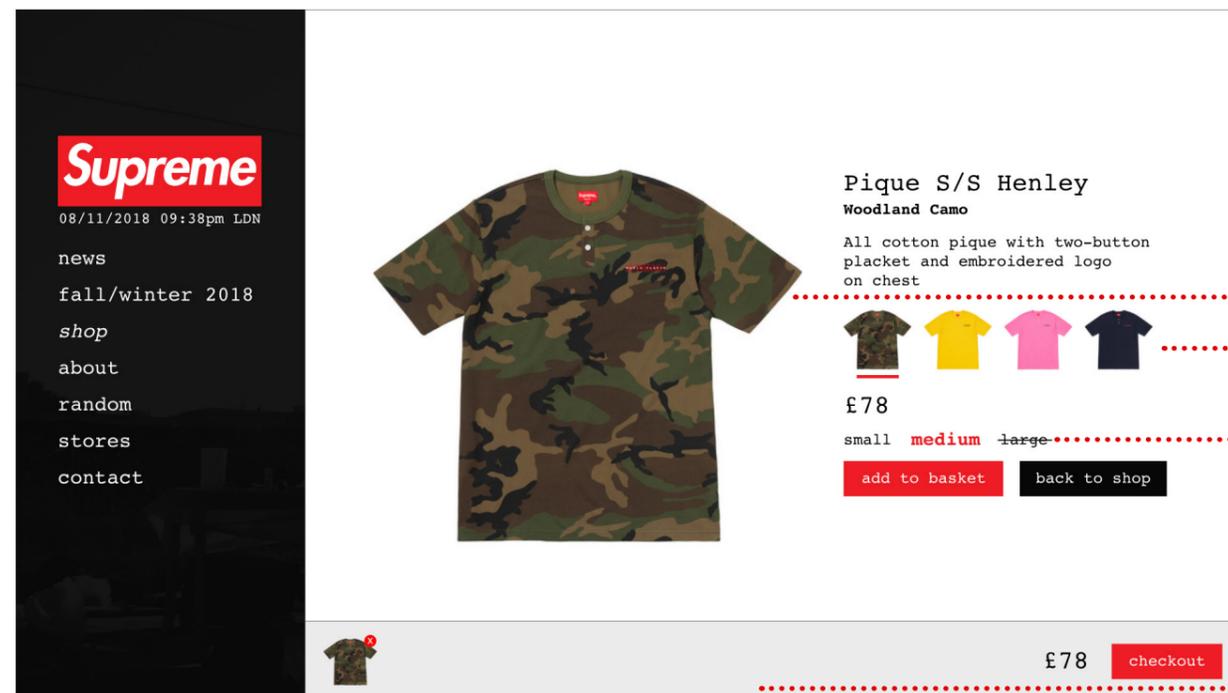
## STREAMLINING THE BASKET

I redesigned the entire shopping basket experience with the aim of reducing the time it takes to view items in the basket, remove items from the basket, view the total cost, and checkout.

When at least one item is in the basket it will be visible at the bottom of the screen, shown as a full picture to remove any possibility for confusion over what items the user has in their basket.

Items can now be removed with a single click, without having to navigate into a more detailed 'view basket' page. Finally, the total cost is clearly displayed alongside a button to quickly checkout.

The basket is a persistent element on the screen regardless of where the user is on the site. Overall, this design choice reduces the number of clicks needed to manage the shopping experience and achieve the ultimate goal of the website - buying clothes.



## REDESIGNING THE SHOP

By far the biggest source of complaints about the existing Supreme website was the confusing layout of the shop page. The original evaluation discovered that the poor user experience was almost solely down to the unnecessary and near-impossible to use view the user is initially presented with.



It just didn't make sense, you couldn't even see what you were selecting.

I had no idea what item of clothing I was clicking on...

I prefer being able to see the whole item.

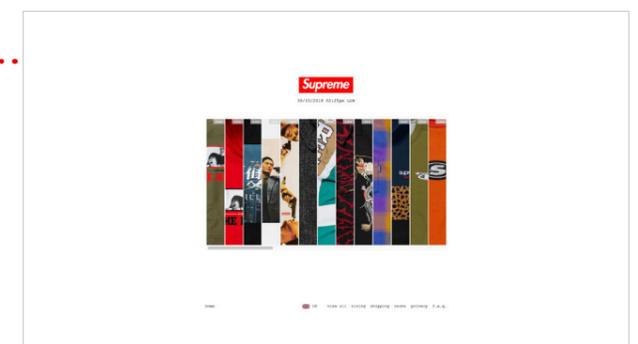


As this page provides no value I chose to completely remove it from my redesign; the user now goes straight to a more standardised online shop view where they can clearly see each item in its entirety.

In regards to specific product pages, the only significant UX enhancement is that the size selection dropdown has been removed and replaced with a more visual button list which clearly shows selected size and out-of-stock sizes - this change removes a click and enables the user to get more useful information at a glance.

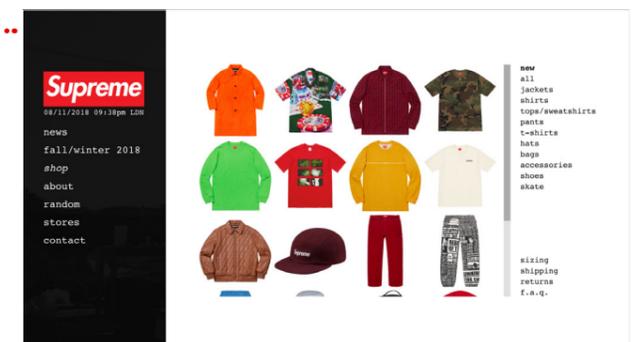
As mentioned in the general improvements, the item images have been increased and the text size throughout the page is larger to aid quick navigation and task completion.

Existing shop view (top) vs. new redesigned shop view (bottom)



Larger images makes viewing items much easier

Size selection clearly shows chosen size and out-of-stock items



Persistent basket view enables streamlined shopping experience

# Retest Planning

## TEST PROCEDURE

The overall aim of the retesting process was to determine whether my design changes improved the user experience of the Supreme website, and if so, to what extent these changes were effective.

The setting for the testing was either a computer lab at Loughborough University or a location which worked best for the participant and they were comfortable in.

The test process was carried out as follows:

- Greet participant
- Give the participant a PARTICIPANT INFORMATION SHEET to read
- Answer any questions the participant may have
- Give the participant an INFORMED CONSENT FORM to complete
- Get participant to record their initial thoughts on design
- Give participant SCENARIOS TO COMPLETE document
- Participant completes Task 1 and answers relevant questions
- Participant completes Task 2 and answers relevant questions
- Participant completes Task 3 and answers relevant questions
- Participant completes remaining questionnaire questions
- Thank participant for their time



## PARTICIPANT DEMOGRAPHIC

As discovered in the initial evaluation, the Supreme target demographic is mostly 16-35 year old males, but due to the unisex nature of their clothes and the rise of female skate culture they are beginning to attract a wider female market.

My study participants all fell within the 16-35 age range. I had 4 male participants and 3 female participants.



As Supreme was founded as an underground skate/punk brand I asked my participants whether they had any association with this demographic. Whilst nobody said they would fit the exact Supreme target demographic, it was common that the participants would consider online shopping from more niche brands and had at least a small amount of interest in current fashion trends.

I also included a dyslexic participant in my study to see if the website provided them with an equally good user experience.

## DATA COLLECTION

As with most studies, there were two types of data I wanted to collect and analyse: quantitative and qualitative.

**Quantitative** - This data was mostly collected using Likert Scales; either numerically (1 to 5, where 1 is very good and 5 is very bad) or linguistically (Easy, Somewhat Easy, Average, Somewhat Difficult, Difficult) depending on the subject of the question.

**Qualitative** - This data was collected following the completion of the respective quantitative question(s); the user was asked whether they had any additional comments about the related task.

Whilst almost all of the data collection was done by the participant in the form of completing a questionnaire, if they made any additional comments of value whilst executing the task I made a note of them and formally recorded them following completion of the session.

When the participant was completing the tasks I recorded how long it took them to complete each one, how many errors were made, how many clicks they used, and whether they completed the task or not.

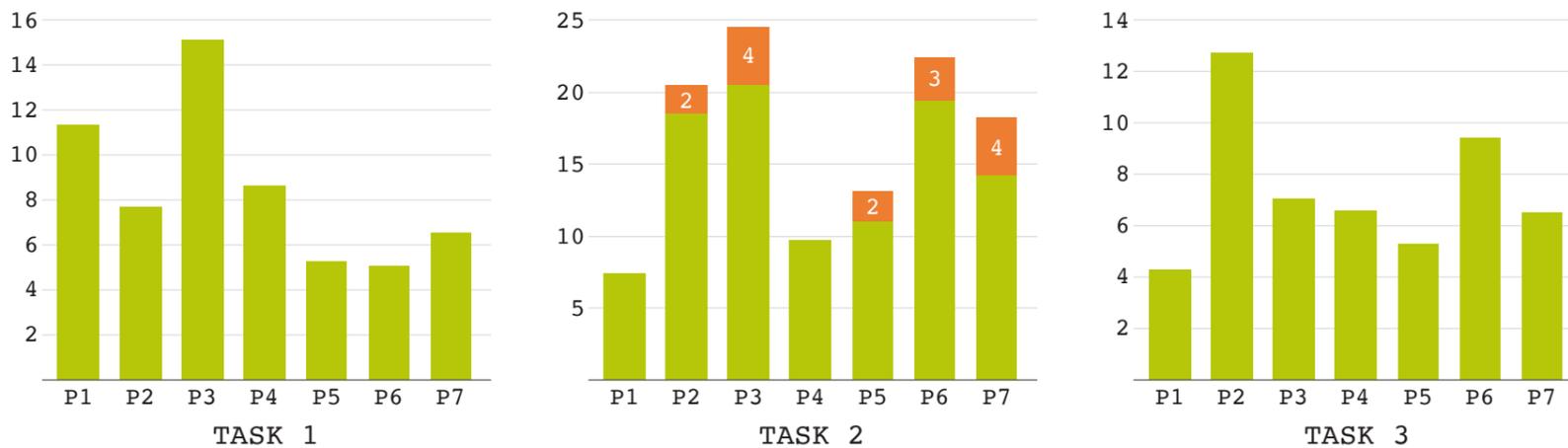
An error is defined as any click that is not part of the happy/golden path (the shortest possible route from homepage to task completion).

# Results & Discussion

## OBSERVED TASK RESULTS

By taking the data recorded whilst participants completed the tasks and compiling it into graphs alongside the original evaluation results, it is clear to see that the redesign made a drastic improvement to the usability of the Supreme website.

Time(s) [■] and errors [■] for each participant and each task



With an average time of 9s and zero errors, Task 1 saw a drastic improvement from the original evaluation. Every participant completed this task in 3 clicks which shows good consistency.

Task 2 had an average time of 14s, an average of 2.1 errors, and on average took 3.8 clicks. This task can be defined as the one which has the most room for improvement still.

Task 3 was the task with the best result in the original evaluation, but still saw significant improvement. On average it took 7s, had zero errors and required 2.1 clicks.

These tasks were designed to replicate actions which are likely to be commonly carried out by users on the Supreme website.

- TASK 1** - Add the camo t-shirt to your basket.
- TASK 2** - Find how long you have to return an item.
- TASK 3** - Find the opening hours of the Osaka store.

Using these tasks means that the research is a much better insight into how the user experience of the website has/can be improved as they cover the core components of a user's standard experience.

## SCALE RESULTS - TASKS

A large portion of the information gathered in the study was done using Likert Scales where the participant could rank their opinion on a logical scale.

Each scenario/task had a question related to how difficult the participant found it to complete. Comparing the results from the retest (bottom scales) with the original evaluation (top scales) clearly shows that the redesign improved the user experience.

How difficult was it to...

...find the camo t-shirt?



...find the returns policy?



...find the details for the Osaka store?



■ Difficult   
 ■ Somewhat Difficult   
 ■ Average  
■ Somewhat Easy   
 ■ Easy

The shift from a majority red to a majority green demonstrates that completing a range of common tasks has shifted from being difficult to easy thanks to the redesign.

## SCALE RESULTS - GENERAL

Where 1 is 'very bad' and 5 is 'very good', how would you describe your overall experience with the Supreme website?



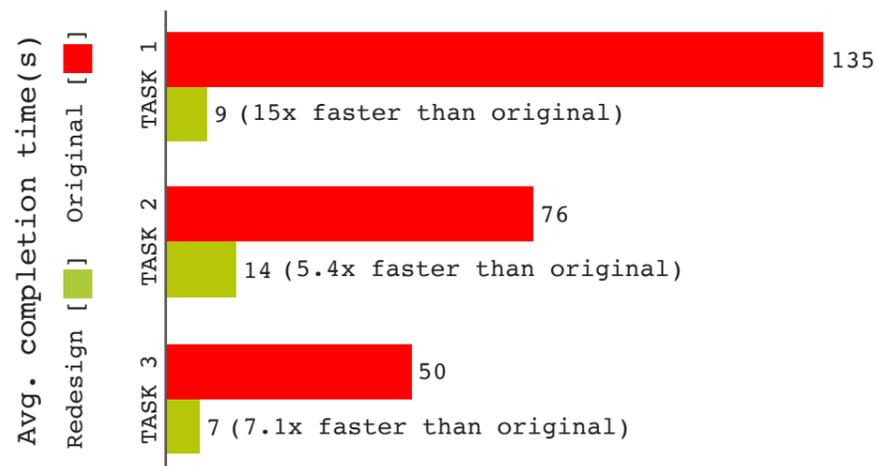
Where 1 is 'very hard' and 5 is 'very easy', how easy was it to navigate around the Supreme website?



# Results & Discussion

Overall, the redesign was proven by the results of the retest to be a great improvement of the user experience of the Supreme website.

Across all tasks, both the average time and average number of errors decreased a significant amount. On average, all three tasks were completed 9.2x faster than on the original evaluation.



Task 1, which inarguably represents the most important aspect of the website, finding/buying an item of clothing, saw the biggest improvement. 83% of participants classed the task as difficult/somewhat difficult in the original evaluation, but not a single participant felt the same way in the retest.

The only task which had errors was Task 2. This task was also the one which had the least 'Easy' votes on the difficulty scale. From my observation and participant feedback, this is because some participants didn't choose to navigate to the shop first and instead opted for 'contact us', for example. Whilst having the returns information in its own section in the shop is an improvement from the original, it still results in some findability problems which could be improved.

The dyslexic participant produced results which cannot be drastically distinguished from the other participants, and therefore I believe the redesign does a good job on this front too.

In conclusion, I would class the redesign and retest an overall resounding success based upon the evidence presented in this report.

Below is some of the linguistic feedback I received from the participant questionnaires. There was a significant reduction in the amount of 'additional comments', which can be seen as a great improvement from the vast amount of negative comments from the original evaluation.



Very simple because everything is so concise.

Standard online shopping.

Easy to use and easy to locate the wanted item of clothing.



By tallying up the sentiment of comments on both the original evaluation and redesign questionnaires you can see how opinions changed. Only 27% of comments on the original evaluation were positive, which is a big contrast to the 73% of positive comments on the redesign.

## LIMITATIONS/FUTURE CHANGES

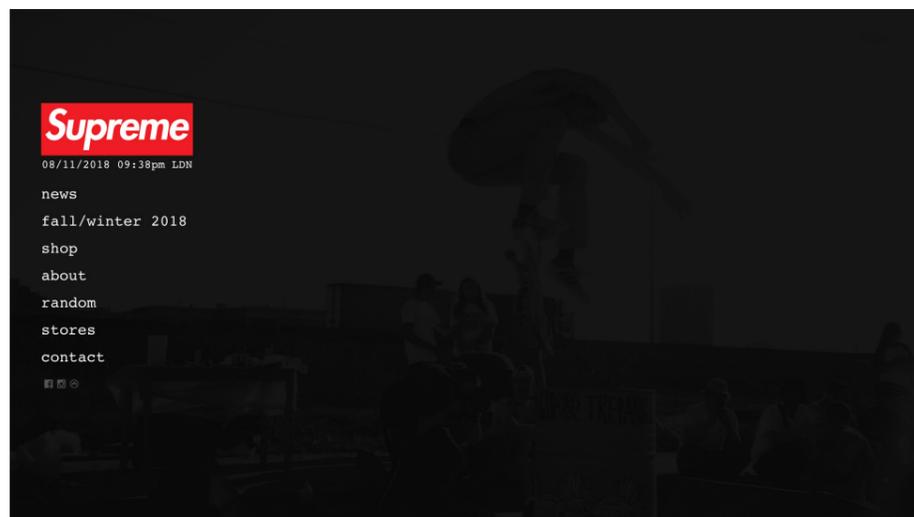
Whilst the redesign and retest were both a success, there are a couple of points which could be improved upon to produce an even better evaluation of the Supreme website.

First of all, the results are not truly representative as only seven participants completed the study. Also, the demographic could be tailored to better match the Supreme target audience. It would have been insightful to include participants who are experienced users of the Supreme website to gather their thoughts on the redesign. Therefore, if I were to conduct this study again I would use a bigger sample and make sure a sizeable percentage of the sample fell within the Supreme demographic.

As the participants were using a prototype and not a finished product this also led to some limitations in the study. I designed the prototype to be as complete as I deemed necessary but I did not redesign every single page of the site. This was an issue when a couple of users were completing the tasks or generally browsing and found links which did not work - this led to confusion and a skew in the completion time and/or number of clicks. To get even more accurate results in a future study I would either prototype every single aspect of the site or build a fully functional replica.

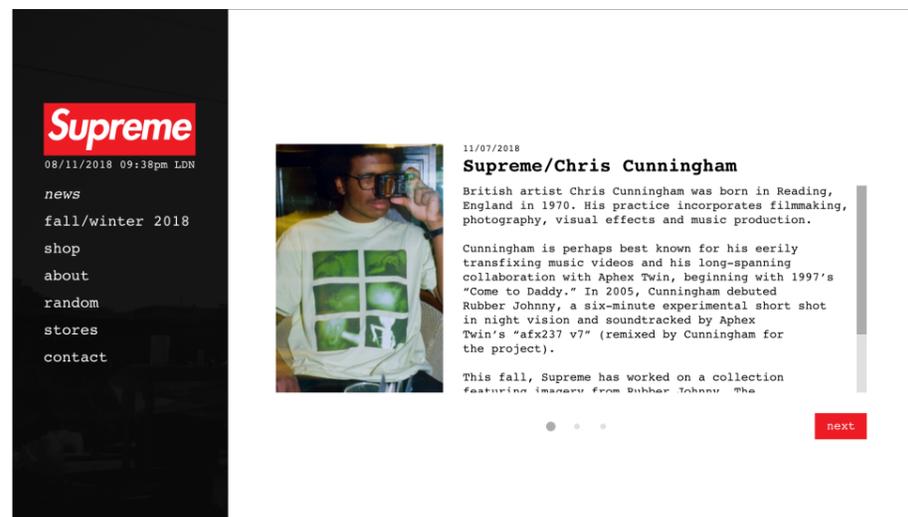
If I had more time and flexibility to carry out the study I would have liked to perform some form of A/B testing to compare how well different redesigns and/or design principles solved the problems from the initial evaluation.

# Prototype Screens



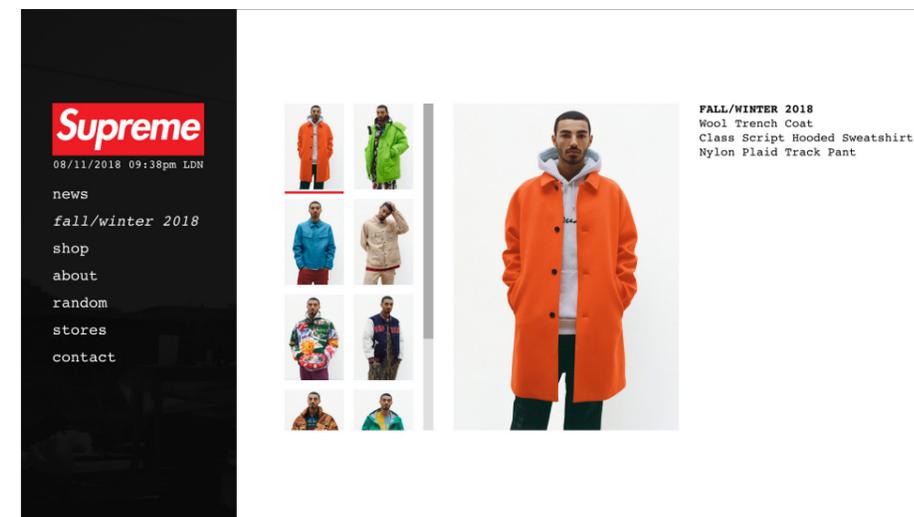
## HOME SCREEN

The home screen was designed to maintain the aesthetic of the original website. The most notable change is the increase in text size and new navigation menu.



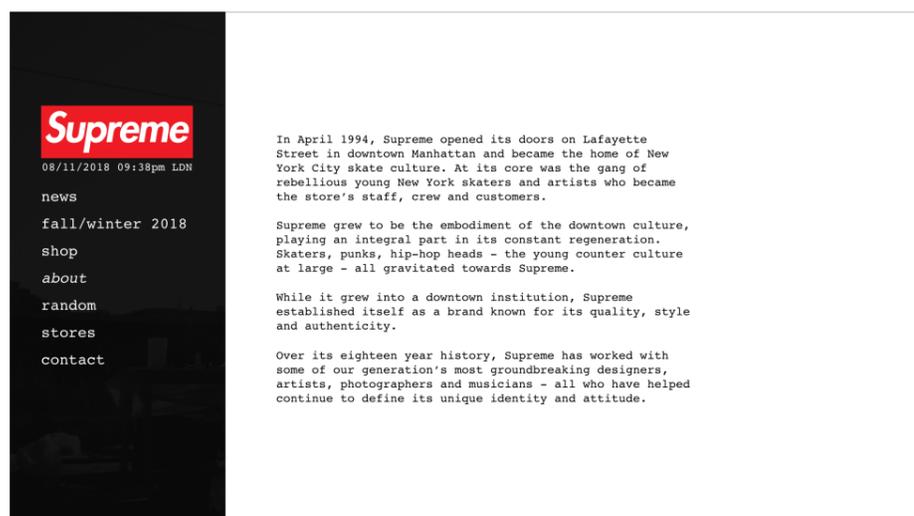
## NEWS

The news page makes use of more screen real-estate by showing more text with less need for scrolling and larger images.



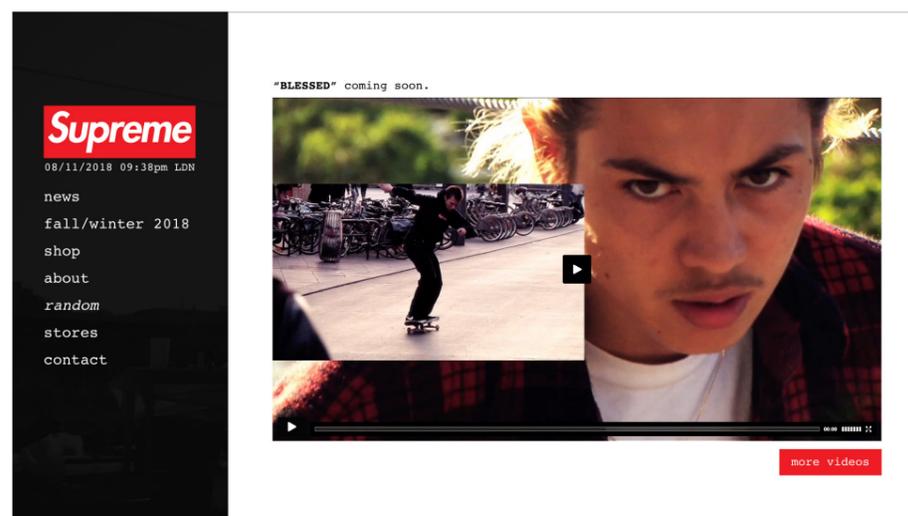
## FALL/WINTER 2018

This page was previously split across two pages. In the redesign a single pages shows the same information to remove redundancy on the site and improve simplicity.



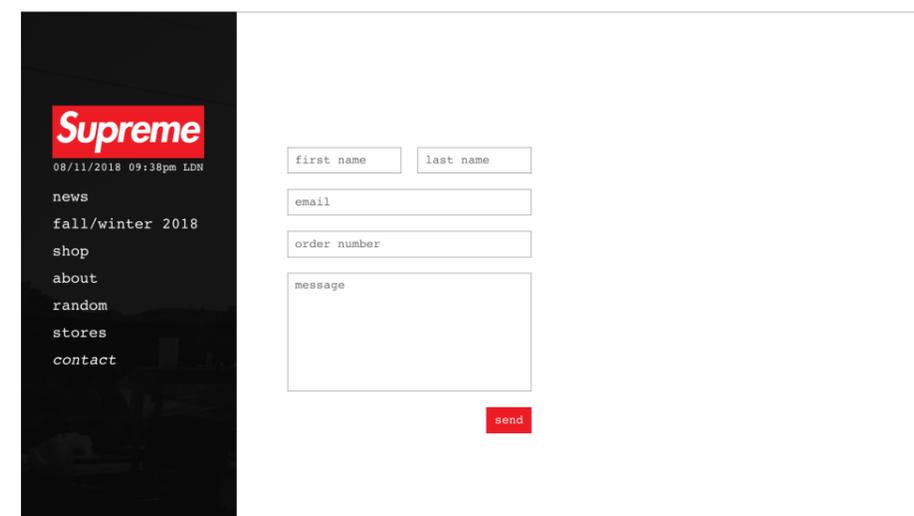
## ABOUT

This page is mostly the same as the original. The only notable change is an increase in font size to improve readability.



## RANDOM

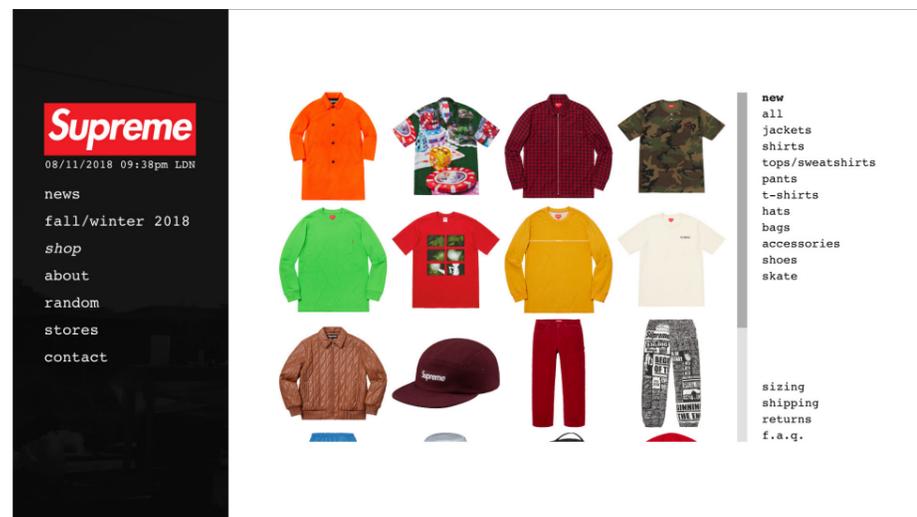
Small changes to the layout to correspond with research on eye-tracking - user will see the title of what they are presented with, the content and finally the option to see more.



## CONTACT

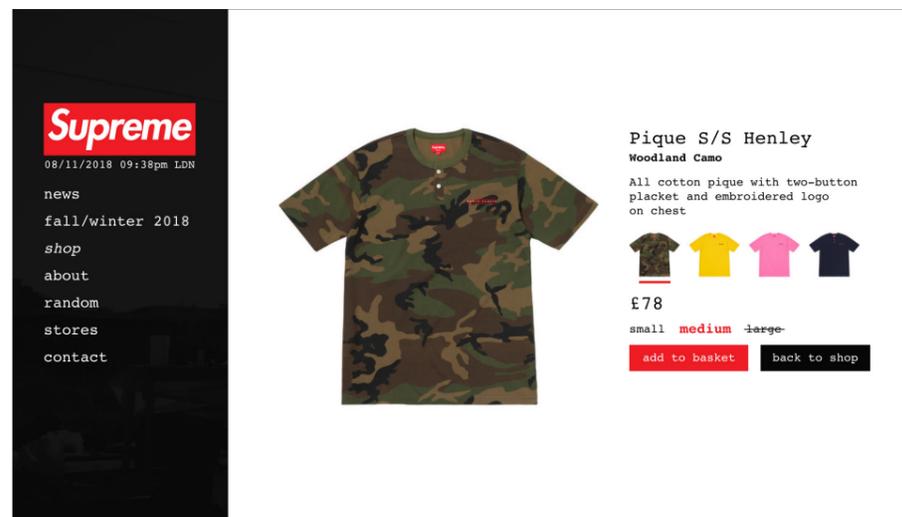
Standard contact form. Longer fields for email and order number mean the user is less likely to have to scroll horizontally within the fields.

# Prototype Screens



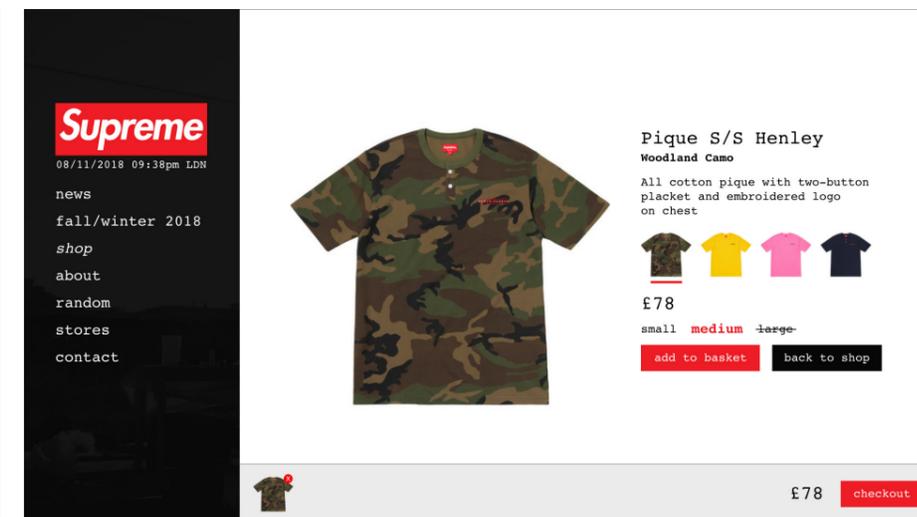
## SHOP

This is the initial page the user sees when navigating to the shop; confusing 'clothes rail' view from original website is removed. Added larger images and better secondary navigation.



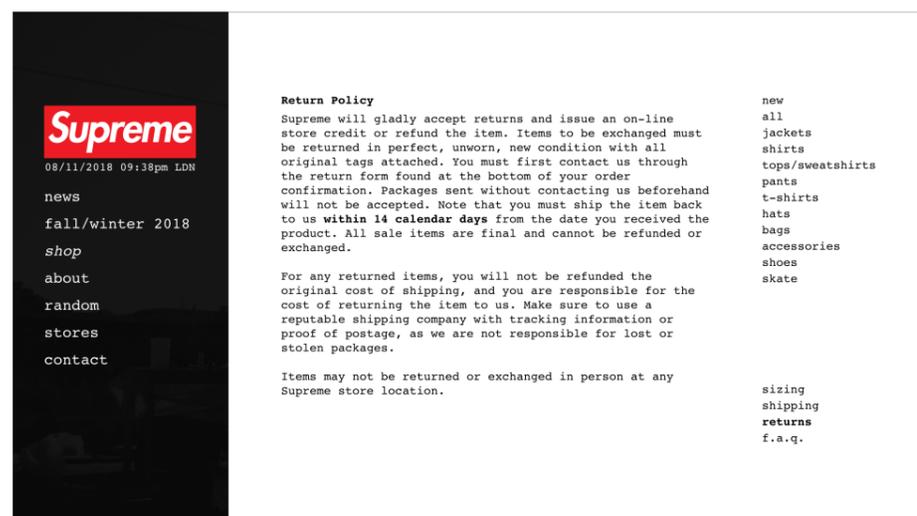
## SHOP - ITEM VIEW

Large images and easy-to-read font size enables the user to quickly get the info they need. Relabelled buttons and removed dropdown for size selection to reduce required clicks.



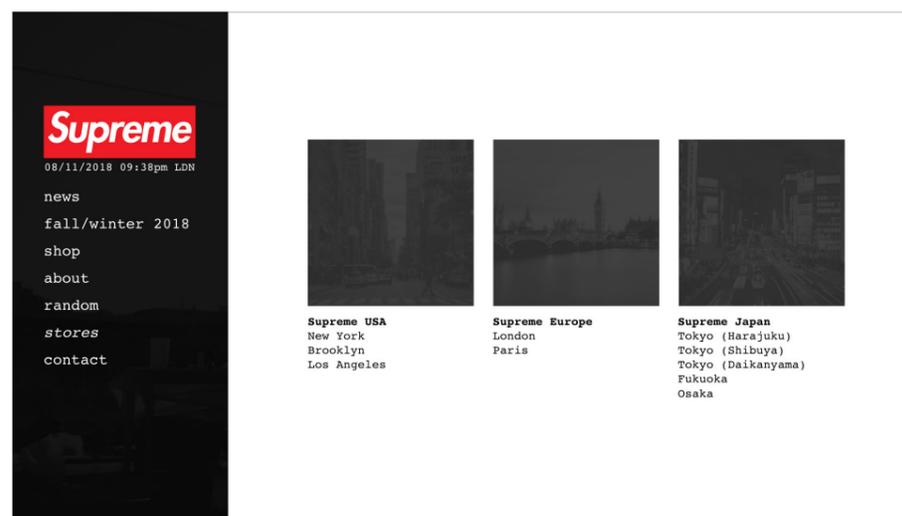
## SHOP - ITEM IN BASKET

Basket (and contents) is always available when it contains one or more items. Can easily see contents, see price, remove specific items and checkout within a single, or no, click(s).



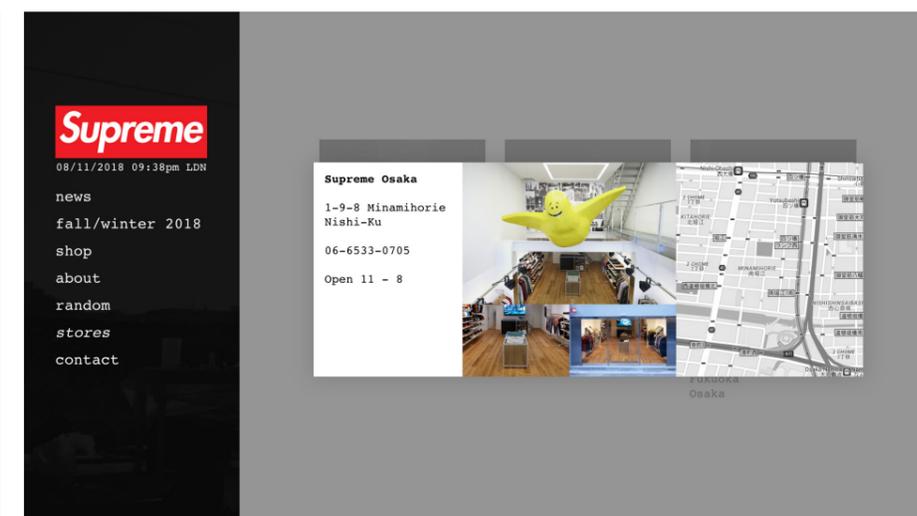
## RETURNS POLICY

Moved the returns policy to its own page in order to remove confusion about what section it belongs to. Users no longer have to scroll to find information as nothing hidden below-the-fold.



## STORES

Made the categorising consistent for all locations. All stores immediately visible in logical categories.



## STORES - STORE DETAILS

Similar to original design with an increased font size to allow the user to get information at a quick glance.