βetabrand

mobile redesign

Case Study

TABLE OF CONTENTS

Research	p4
Persona	p5
Users context	p8
Framing & Prioritizing problems	p9
Lo-Fi UI Sketch	p14
Information Architecture	p16
Hi-Fi Mockups	p18
User flow & Testing	p21
Iteration	p25
Final Present	p26

Why I start the project?

Beta Brand use crowdfunding to collect fashion ideas into the real product. Due to crowd's support, Betabrand can experiment those styles that other brand doesn't think it will be popular. I fell in love with this platform once my friend it to me. However, I also found it has a great sight of usability problems needed to be fixed and their layout is alike Kickstarter but not relative to fashion. I decided to do a UX study and implement it.

Empathize

The first step I took an online research around Betabrand's customer-base. With a better understanding of the user, I asked users try to shop on Betabrand and other rival sites such as Zara, H&M or ASOS with THINK ALOUD METHOD. Based on those studies, I created 3 different personas try to cover Betabrand's target audience: customers in their 20s and 30s and in the middle-upper income bracket and with confidence to try something unique.

Della Owen

Stylish young lady

This dress is fabulous. I want to give it a try!

Della Owen, 27, works in Public Relations for a dating app. She watches fashion shows and reads fashion magazines, She knows fashion trend and those models well. Besides those famous brands, she also admires and is willing to try designers with new ideas. She enjoys to mixed up all her collections. She is a fashion leader among her peers.

Della enjoys seeing different fashion concepts at Betabrand. She has voted, gives feedback and shares links with her friends about what she thinks looks good.

Lucile Romero

Sports Lover

I finally found professional looking pants that work for yoga, too!

I finally found professional looking pants that work for yoga, too!
Lucile Romero, 38, graduated from Stanford, works as hotel manager. She loves sports and traveling. She often goes someplace outside of the city on weekends. She does not adopt fashion trends but rather dresses comfortably, in a way that fits her personality.

She always has trouble finding pants that both look professional and allow her to ride a bike to work — until she found Betabrand. She cares very much about the functionality of her outfits.

Lucile saves a few similar items in her list at Betabrand. She loves to buy yoga pants with a professional look, but she is concerned about loud colors. She gives them feedback and waits for the Designer's final decision before moving on.

Sally Chambers

fashion design student

Good design needs our support to become real.

Sally Chambers, 26, graduate student in fashion design. She loves decent design and cares about every detail of her attire. She can create her own dress sketches and has her own taste and style. On vacation, she loves taking photos, trying interesting food and savoring life.

Sally has a dream that her design can be realized and hit it big someday. Sally appreciates the existence of Betabrand. To her, many designs become possible because of it.

Besides updating her own design on Betabrand, Sally is always interested in special designs. And she is willing to pick those designs for her friends and convince them to buy.

When browsing online for clothes.
I want to find interesting design and the stories behind it.
Because your taste shows your life attitude.

When I hesitated about buying a product.
I will put it into favorite list.
So that I can compare similar items or ask my friend's opinion.

When I upload my photos online
I will put put something special and good looking.
So that I can catch the special moment.

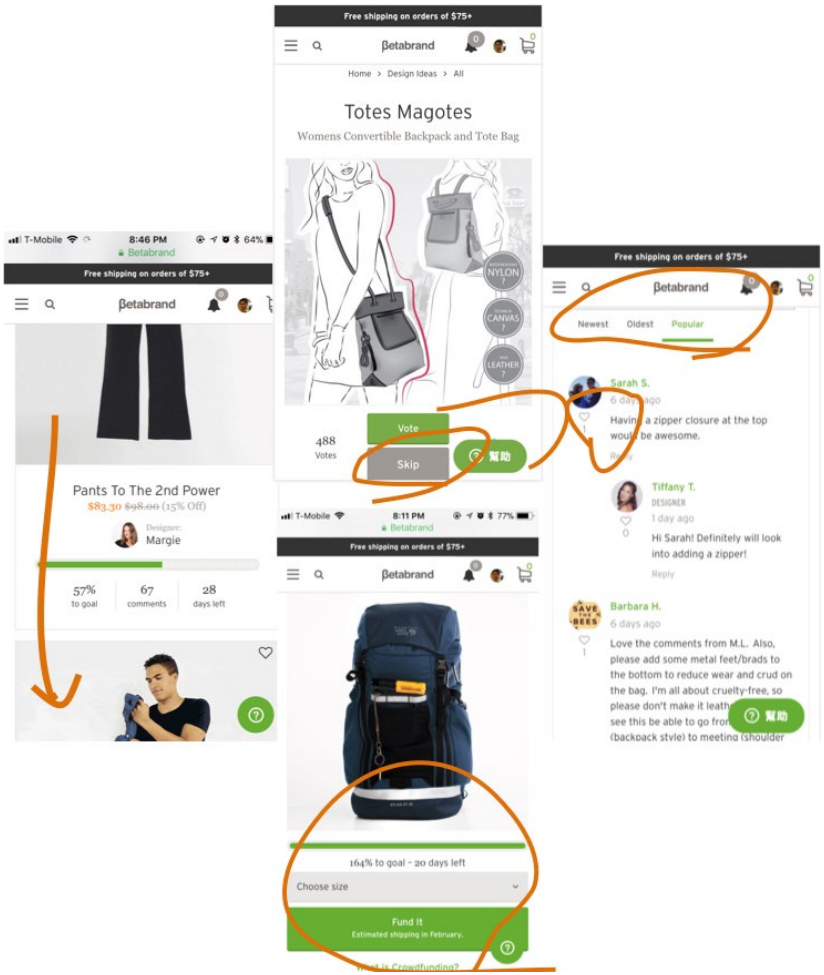
Original site usability testing

With a better understanding of the user, I sampled people to test and verified that they were at least frequent online shoppers prior to beginning the testing. Each user was asked to imagine he or she was in a scenario and to execute a series of tasks such as:

- Browsing the mobile site and pick an idea you like and vote.

- You see a product that you like. Walk me through how you compare and decide process.

- Browsing the site for 3 minutes and see did they notice the Betabrand community and try to view pages from it.

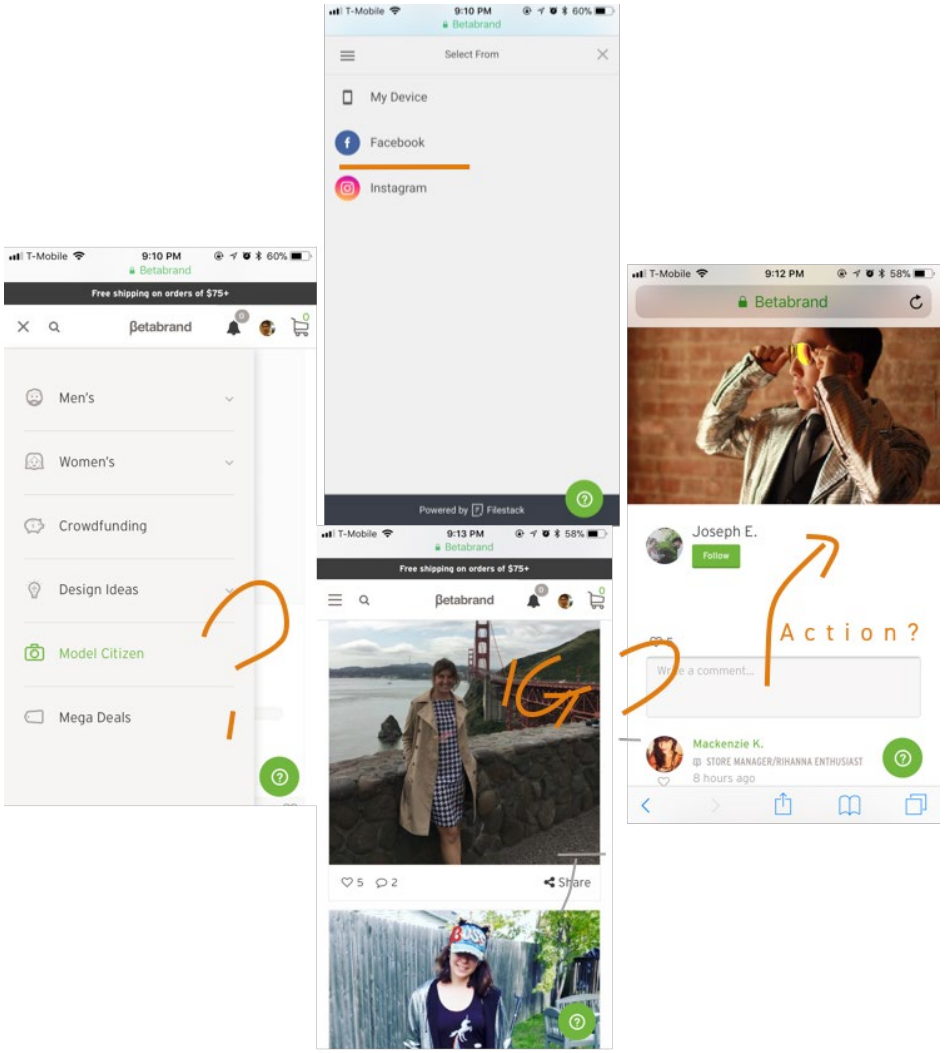


Home page, vote page and update section.

Not easy to find what users' want by waterfall. Skiped do not lead to next project.

Too many green color for call to actions makes confusing.

Cannot find useful discussion or product update.



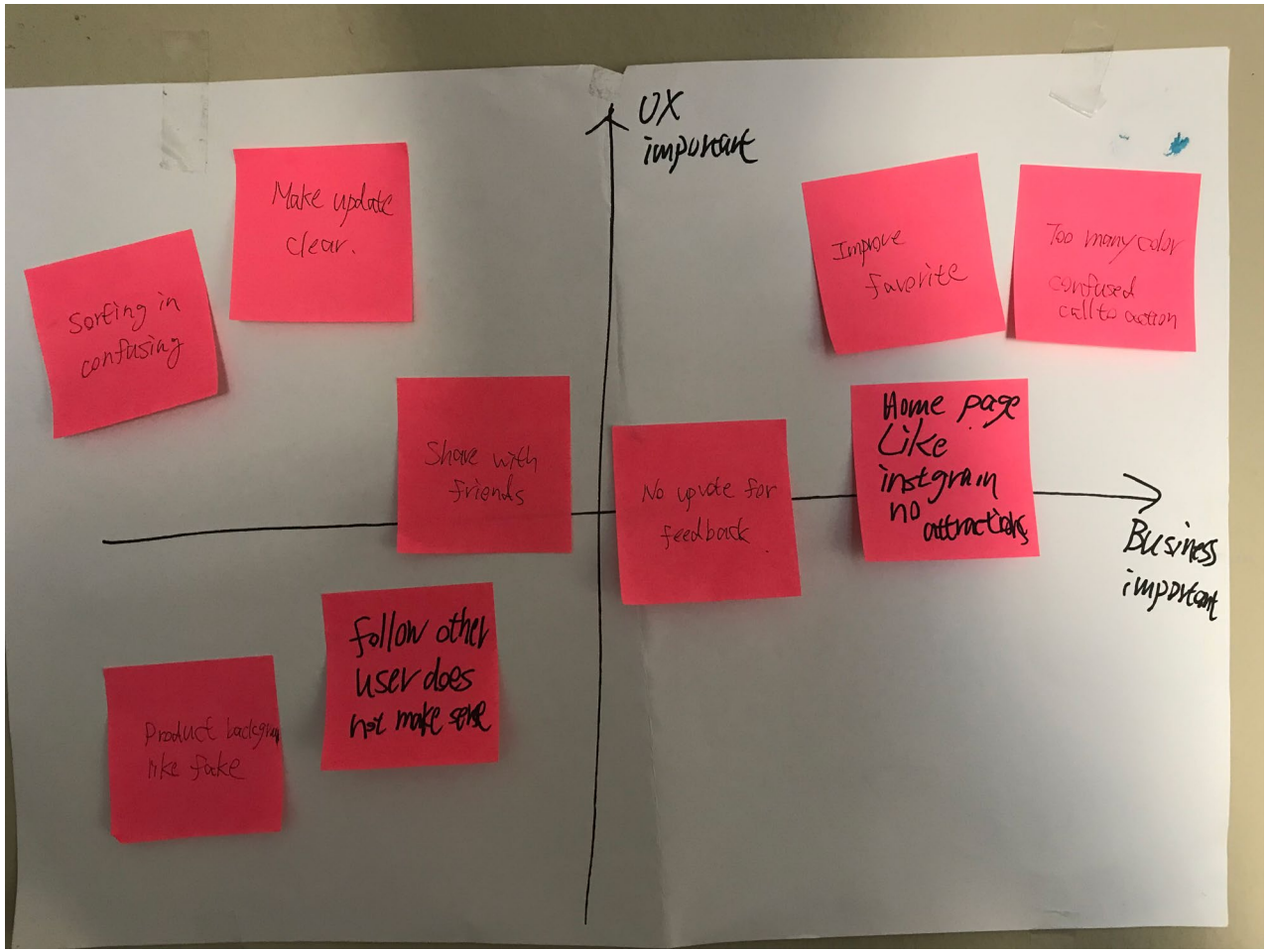
Original community pages of Betabrand

The name is very confusing.

Look like instagram but not relative to fashion.

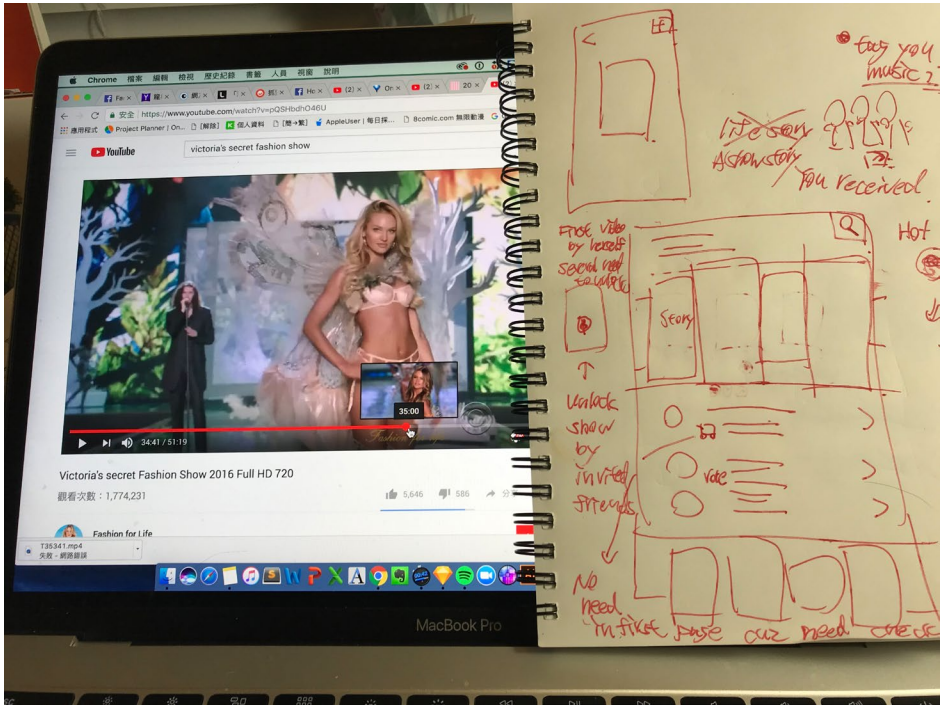
No strong willness to share the photo.

To help prioritize the issues, I used a 2x2 map to help rank the category of issues by how important they are to the business (x-axis) and to the users (y-axis).

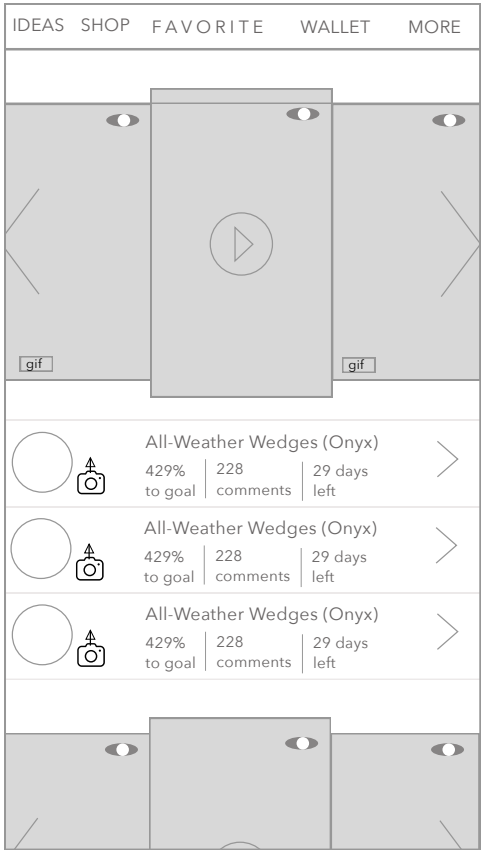


Design

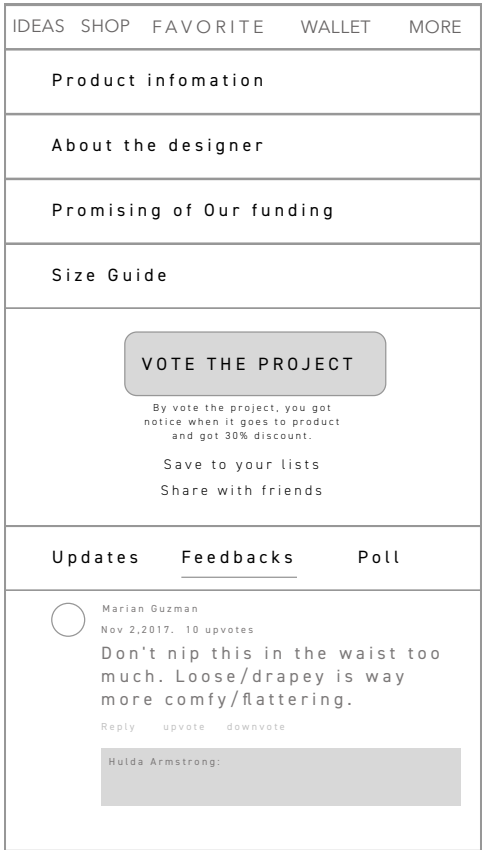
After reviewing the issues, I got potential solutions by diving to fashion world and mapped to each of the pain-points and created sketches to encapsulate the solutions.

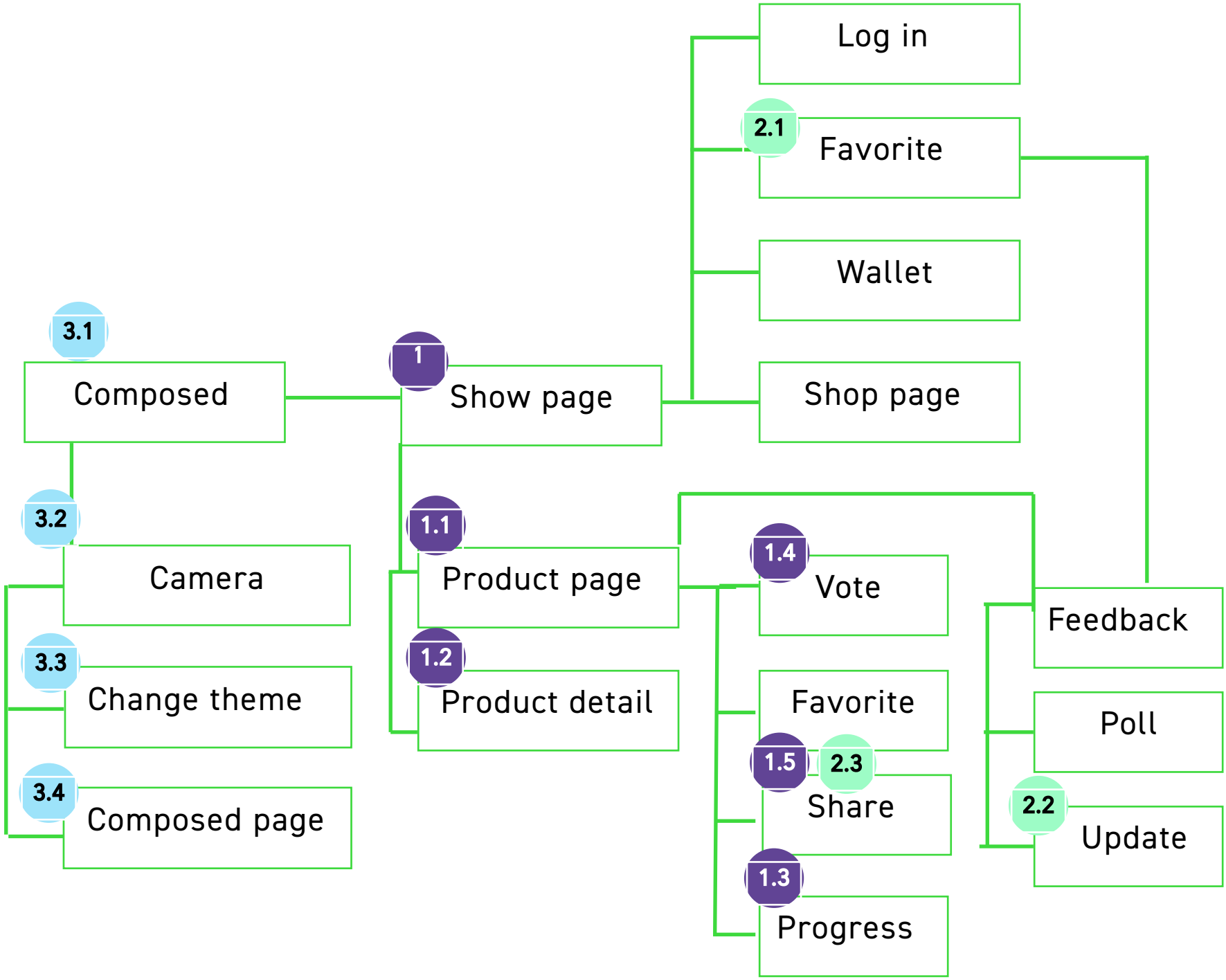


Wireframe

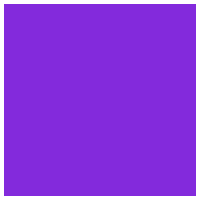

IDEAS SHOP FAVORITE WALLET MORE
gif
gif
All-Weather Wedges (Onyx)
429% to goal
228 comments
29 days left
All-Weather Wedges (Onyx)
429% to goal
228 comments
29 days left
All-Weather Wedges (Onyx)
429% to goal
228 comments
29 days left

IDEAS SHOP FAVORITE WALLET MORE
Close on 10/21
5 your friends supported this.
A Sweater dress made out of the softest material.
The Cowl Neck Sweater Dress will be a great addition to your wardrobe during the colder months.
It will consist of a soft cashmere-blend material that will be very warm but still
Read more about the project.


IDEAS SHOP FAVORITE WALLET MORE
Product infomation
About the designer
Promising of Our funding
Size Guide
VOTE THE PROJECT
By vote the project, you got notice when it goes to product and got 30% discount.
Save to your lists
Share with friends
Updates
Feedbacks
Poll
Marian Guzman
Nov 2,2017. 10 upvotes
Don't nip this in the waist too much. Loose/drapey is way more comfy/flattering.
Reply upvote downvote
Hulda Armstrong:


Log in
2.1
Favorite
Wallet
3.1
Composed
1
Show page
Shop page
3.2
Camera
1.1
Product page
1.4
Vote
Feedback
3.3
Change theme
1.2
Product detail
Favorite
Poll
1.5
2.3
Share
2.2
Update
3.4
Composed page
1.3
Progress

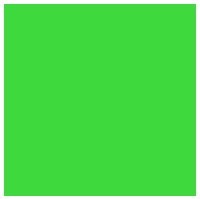
RGB(120,172,72)
#78AC48



RGB(131,42,220)
# 832ADC

RGB(28,28,28)
# 1C1C1C

RGB(104,101,101)
# 686565



RGB(67,217,61)
# 3DD93D

DIN 2014 Regular

ABCDEFGH
IJKLMNOP
QRSTUVW
XYZ
1234567890

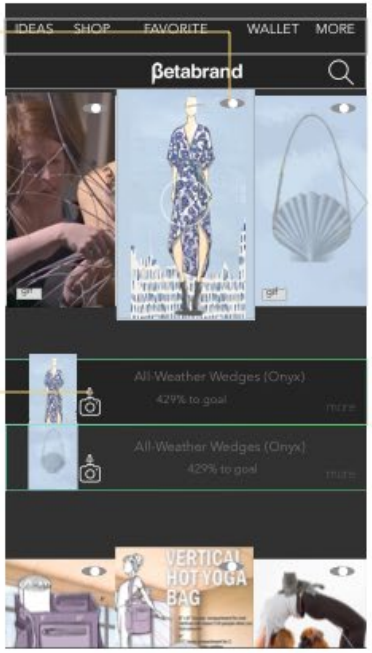
abcdefgh
ijklmnop
qrstuvw
xyz

The typface and color follows the company original design but did a little adjustment on black and gray to make it more elegent to fit fasion design.

Hi-Fi Mockups

BEFORE: The whole layout is instagram alike and could not reach the users feel impressive about the products.

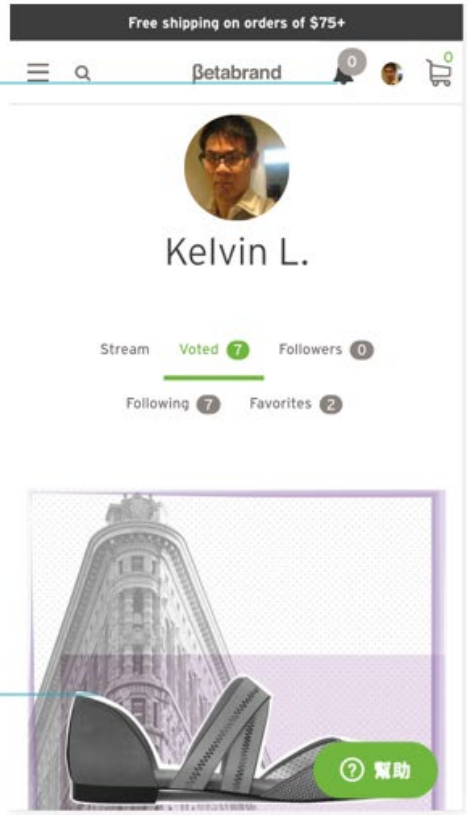
NOW: It's showing more stories and allow users to compose their faces inside to increase involvement.

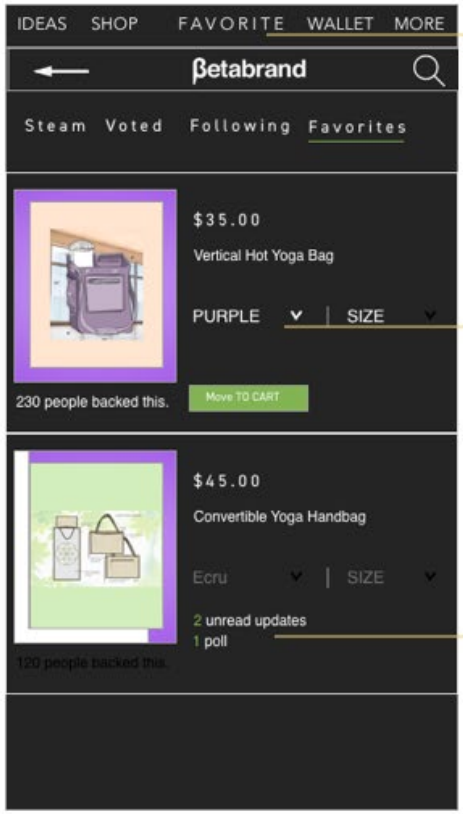


BEFORE: The call to action was mess up. Users always showed confused.

Now, my design simplifies the buttons . It also makes sense to visualize how many your friends feel this product is good instead of expressing the total backing numbers in here.

BEFORE: The navigation to access to my favorite list was unclear. The whole layout used big image to express products. Not easy to tell the different between crowdfunding product or product sales.



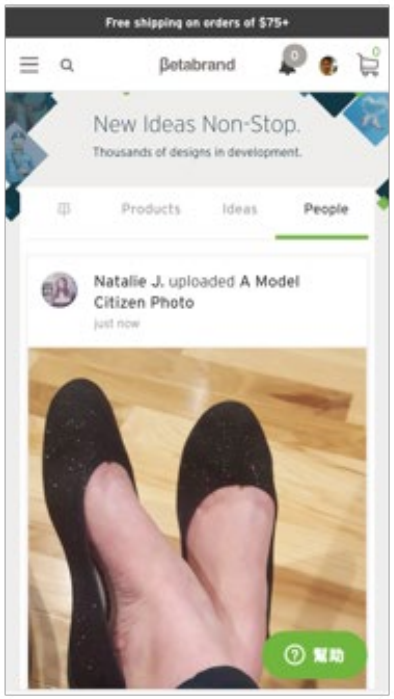


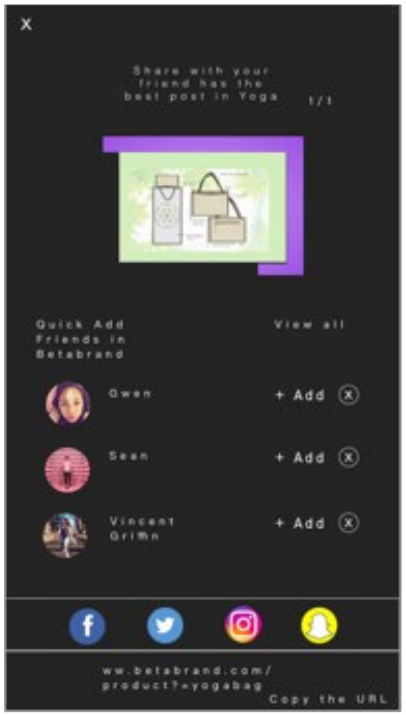
AFTER: Inprove the way to navigate the lists.

Providing extra information to allow customer to easily compare two different items.

Make it clear that the product is still in crowdfunding or not.

If users hesitate to buy the product, he/she should easily to the designers' newest updates.

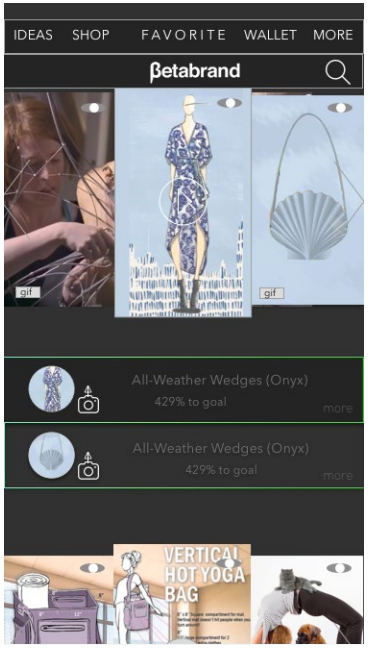


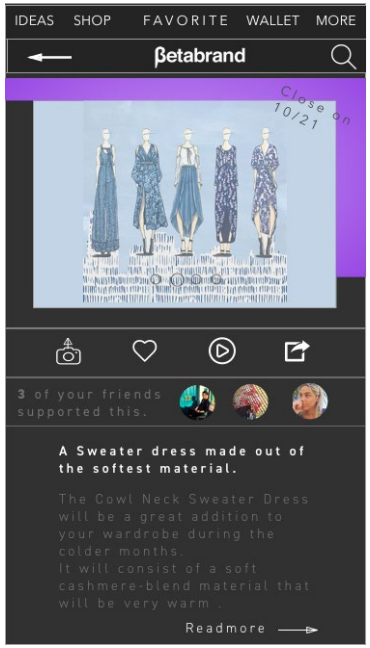


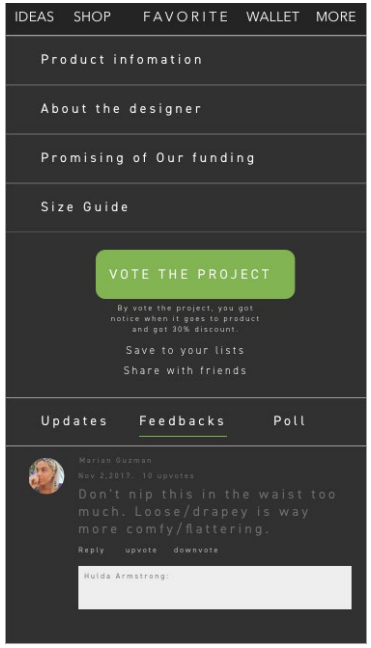
BEFORE: The community design is very life style and similar to instagram.
AFTER: It's fancy, unreal but also keep the brand spirit that make fun on your friends.

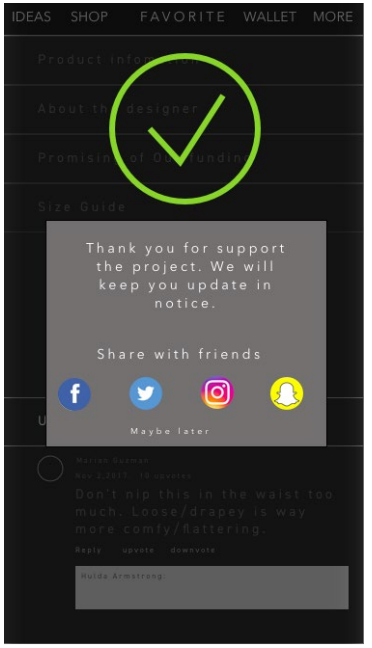
Tesk:
Vote for the product you like.

Task Result:
Positive feedback but user think they Video is product page.







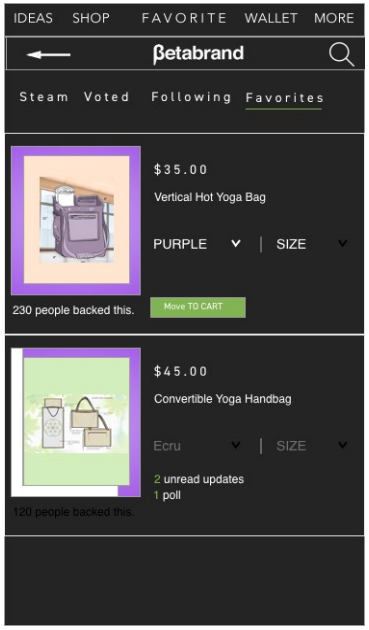


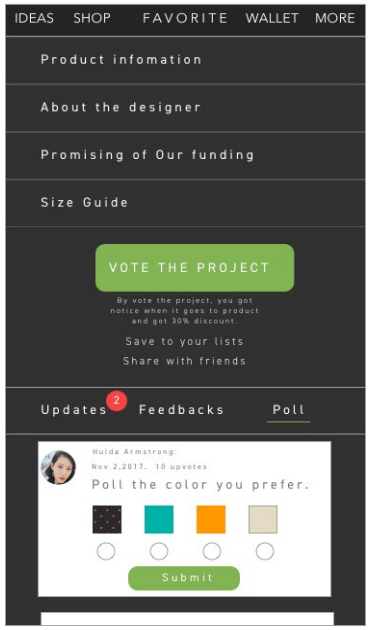
Try prototpe here: https://marvelapp.com/11j3a466

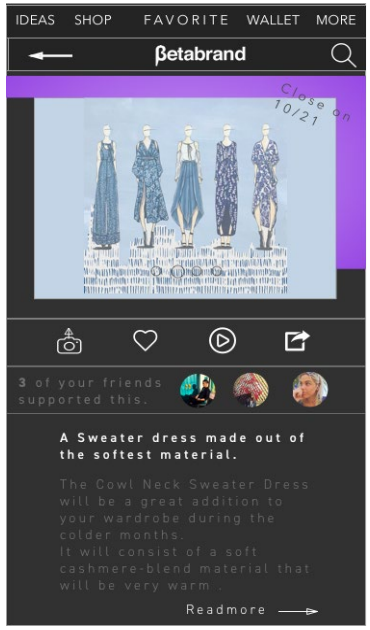
Tesk:
Compare two products in your favorite, check newest updates.

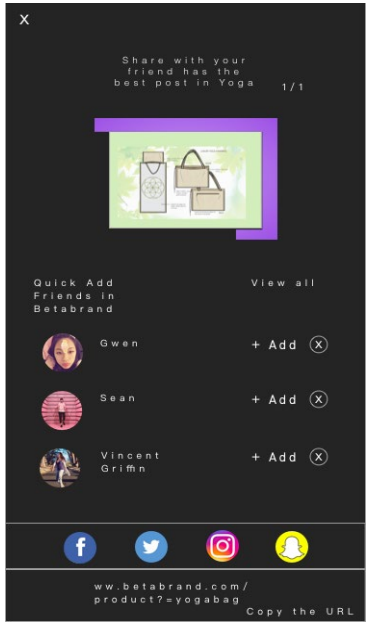
Pretent you still feel hard to make decision and ask friends' opinion.

Task Result:
Users feel much easy to find their collection compare to the orignal one. Text on the top of sharing page is a easy to be ignore.





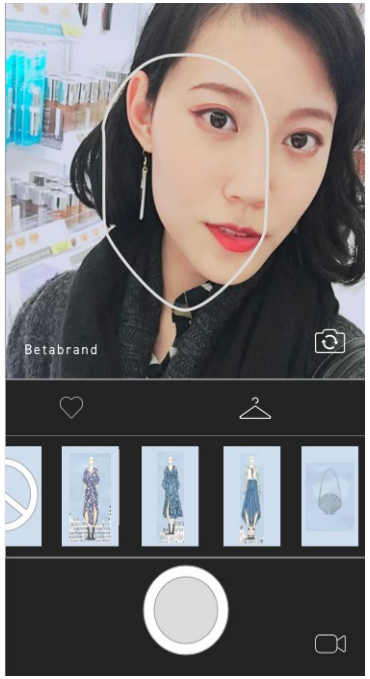


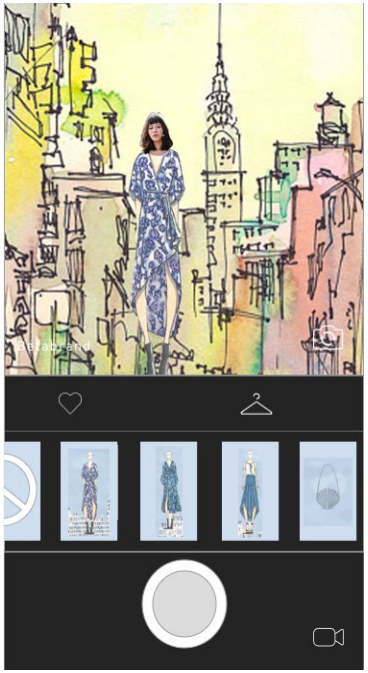


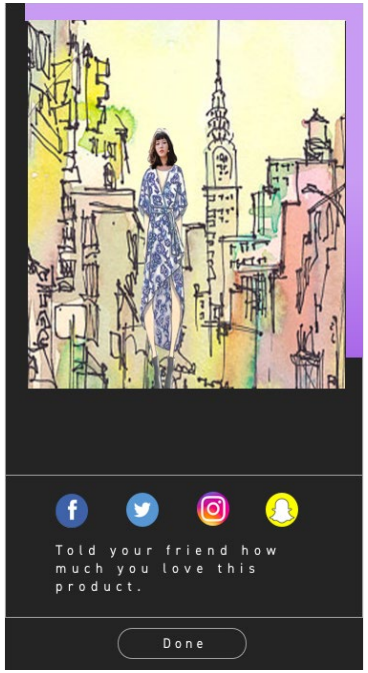
Try prototpe here: https://marvelapp.com/11j3a466

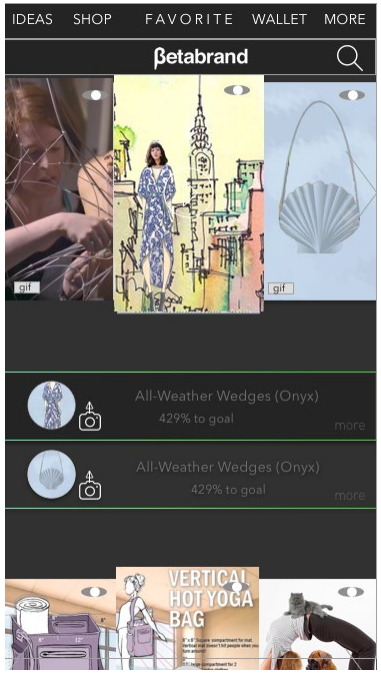
Tesk:
Composed your photo into the page.

Task Result:
Users felt very interesting and have fun about the function.









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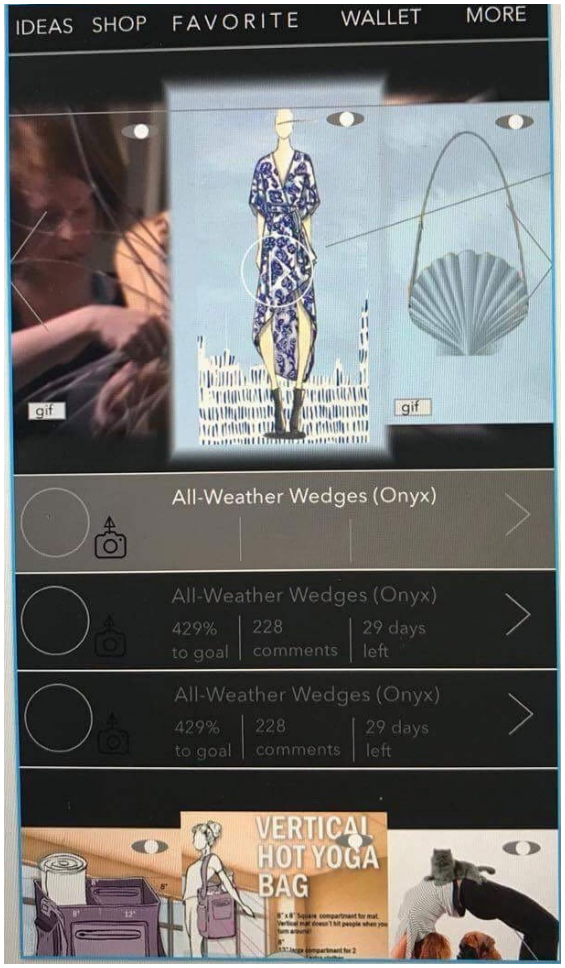
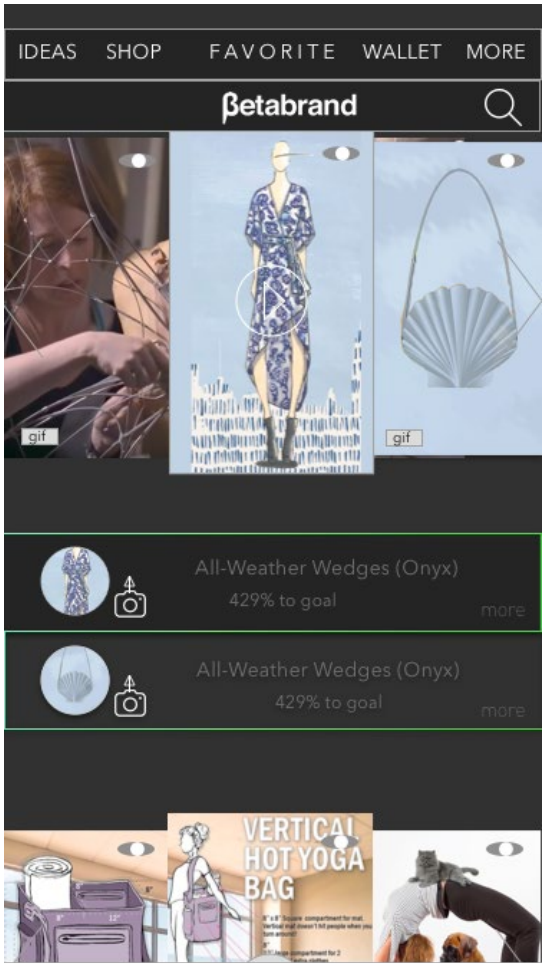
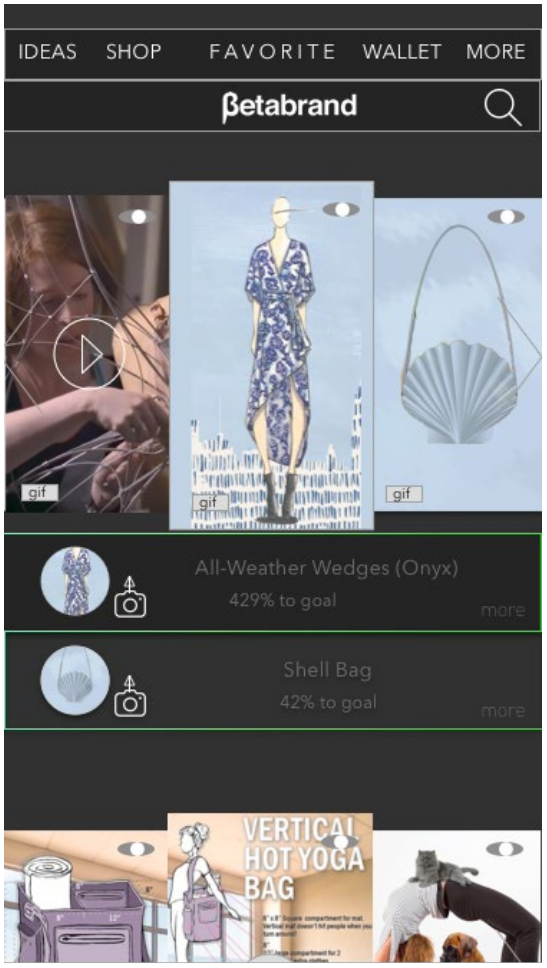


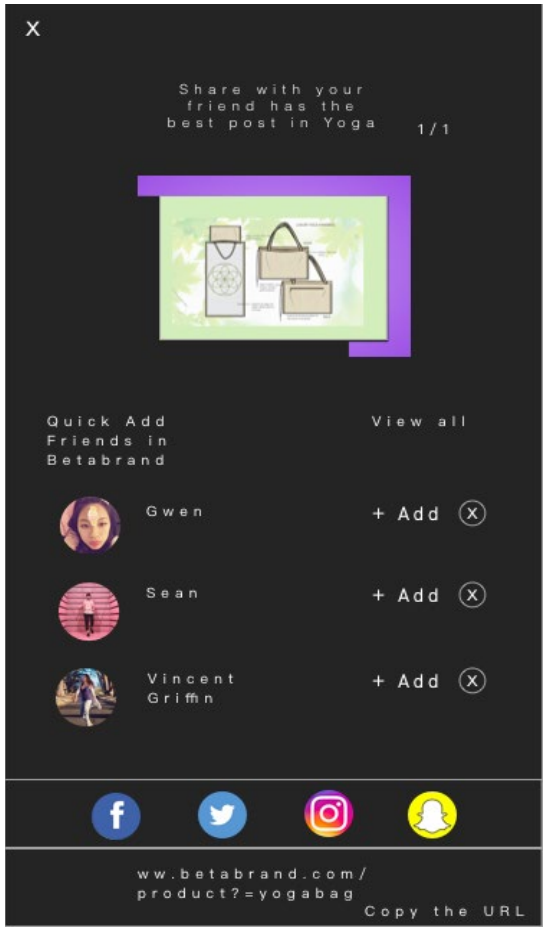
It's very crowded, and the text is too light and affected readability.



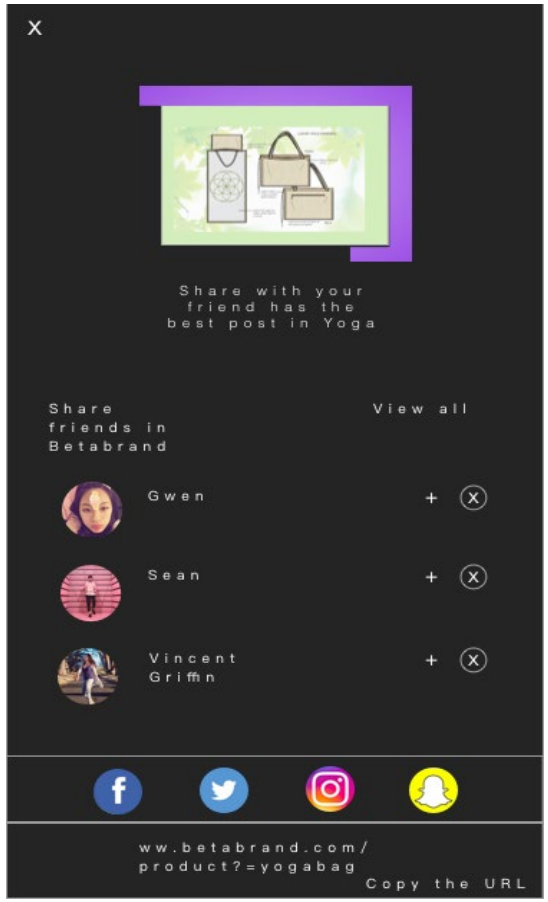
Users thought that the video and the products are the same section and try to access the product by clicking the video.



Make the two blocks more connected to solve the problem.



Users ignore the question during the process. Some of them felt confused about the wording “Add friends“.



IDEAS SHOP FAVORITE WALLET MORE
βetabrand
Convertible Yoga Handbag
Readmore
Product Infomation
About the designer
Promising of Our funding
Size Guide
VOTE THE PROJECT
Updates
Feedbacks
Poll

IDEAS SHOP FAVORITE WALLET MORE
βetabrand
All-Weather Wedges (Onyx)
429% to goal
more
Shell Bag
42% to goal
more
VERTICAL HOT YOGA BAG
IDEAS SHOP FAVORITE WALLET MORE
βetabrand
Steam Voted Following Favorites
$35.00
Vertical Hot Yoga Bag
PURPLE
SIZE
230 people backed this.
Move TO CART
$45.00
Convertible Yoga Handbag
Ecru
SIZE
2 unread updates
1 poll