

Custom Cases Responsive Web-Site

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Project overview



The product:

A responsive website that is easy to navigate and purchase Custom Cell Phone Cases



Project duration:

May 2022



Project overview



The problem:

Purpose of this project is to create a responsive website.



The goal:

I wanted to ensure that it had an easy user flow that would allow majority of end-users to complete a transaction.

Project overview



My role:

Lead UX Designer - Project for Coursera's UX Design course.



Responsibilities:

This project was fabricated, all information collected in the mock usability study and research was all created in order to complete the Course Project.

Understanding the user

- User research
- Personas
- Problem statements

User research: summary



The research conducted consisted of a Usability Study, Problem Statement, Pattern Identification and Affinity mapping.

This allowed me to gather end-user data to see what issues or concerns they would run into during an early prototype of the site design layout.

User research: pain points

1

Pain point

Lack of Customization
Options available

2

Pain point

Excessive clutter of
information

3

Pain point

Lack of ETA for order on
confirmation screen

Persona: Name

Problem statement:

Jess Stevens is a Medical Professional who needs a custom phone case because she is proud of her profession and wants to show it off.



Jess Stevens

Age: 32

Education: Associates

Hometown: Hodgenville, KY

Family: 2 Boys (12,15)

Occupation: Therapist

“Contrary to popular belief, smells do exist that are far worse than teen boys.”

Goals

- Ensure her two boys have a solid foundation into adulthood
- Continue to make time for herself

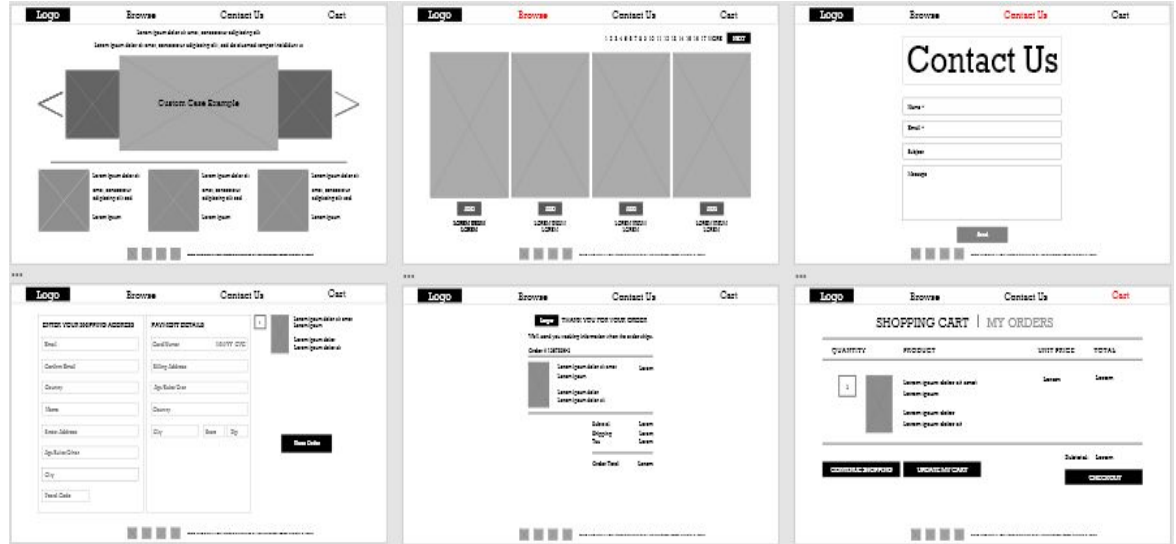
Frustrations

- Her boys making messes after she has spent all day cleaning.
- Finding the work/life balance.

Jess works long hours to give her patients the best care possible, then returns home to raise her two children. Her boys always come first and at times she sacrifices her personal time to focus on them.

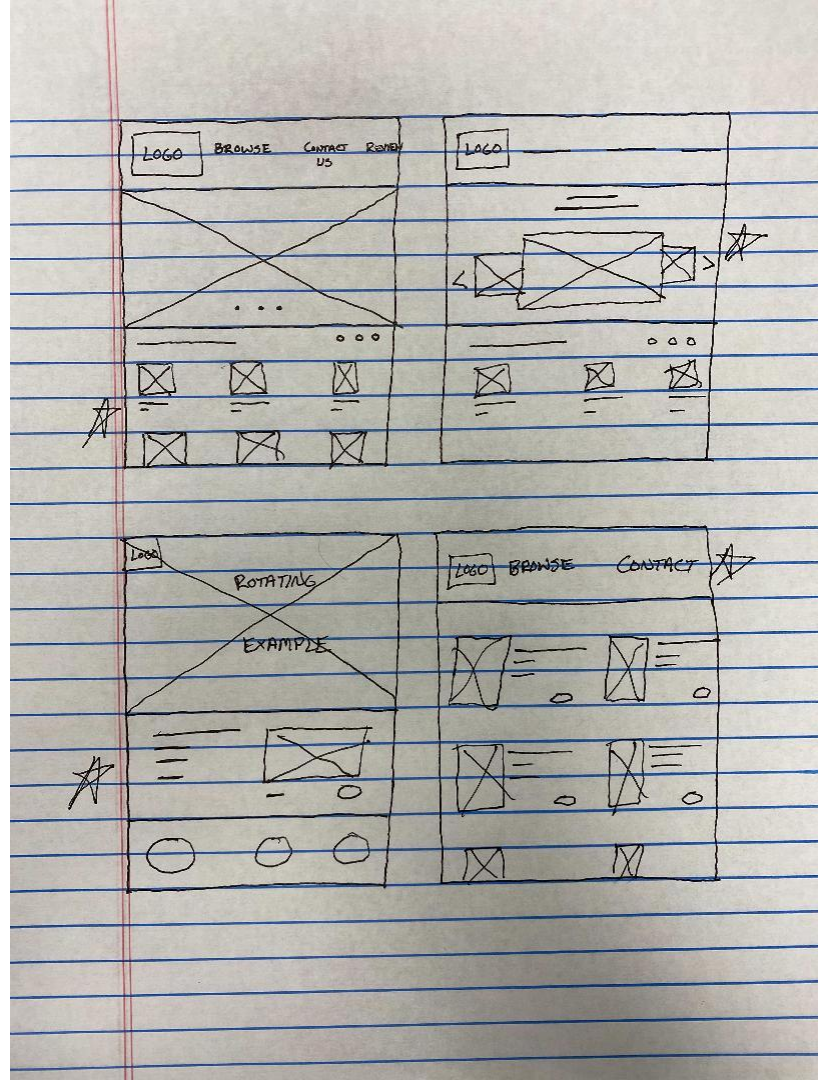
Sitemap

I wanted to create a straightforward design to minimize user error regardless of using the site on desktop or mobile.



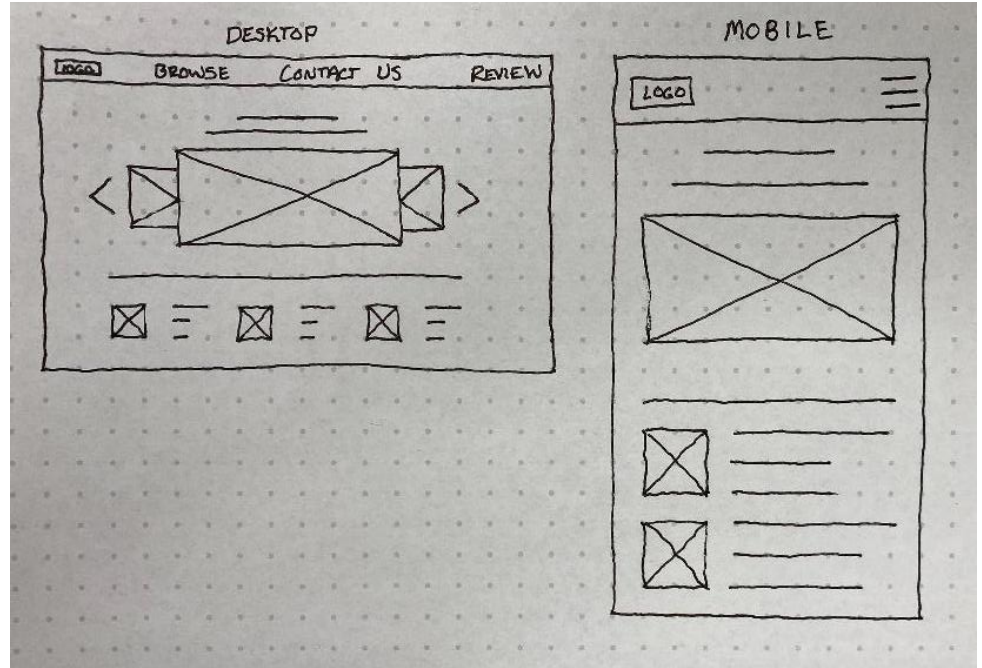
Paper wireframes

I started by creating paper wireframes that allowed me to quickly experiment with different layouts and come up with the general direction of the web site



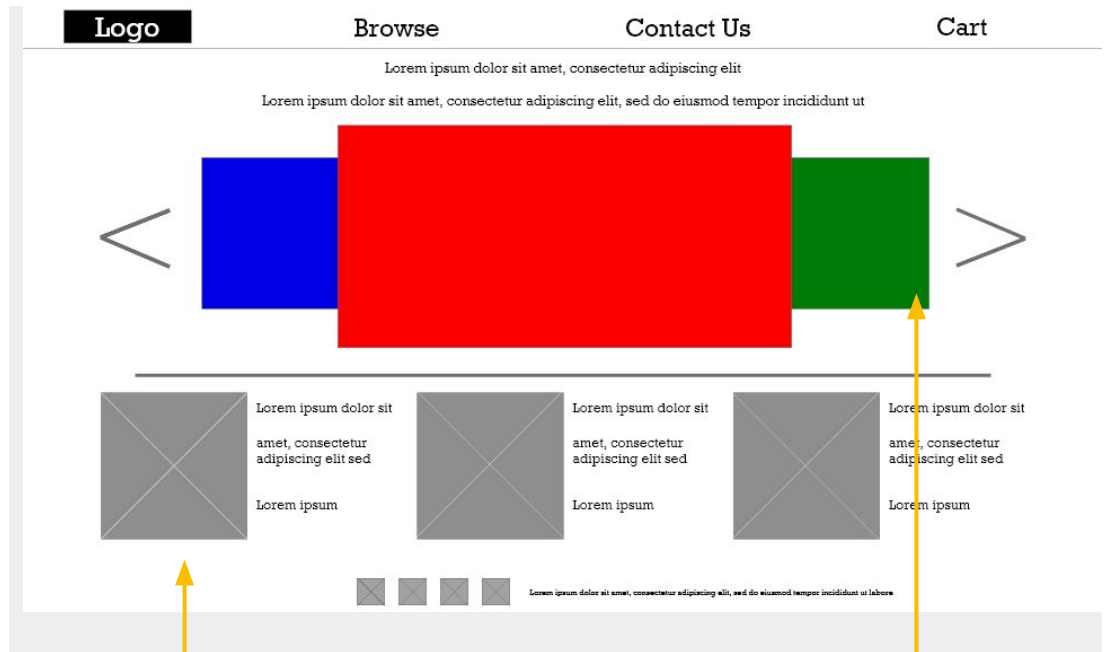
Paper wireframe screen size variation(s)

My goal here was to allow differences between desktop and mobile but still ensure it was similar enough that the user would feel familiar with the flow regardless of variation utilized.




Digital wireframes

As I continue my research and education on the UX process, I wanted to start getting into the more aesthetically pleasing design aspects.

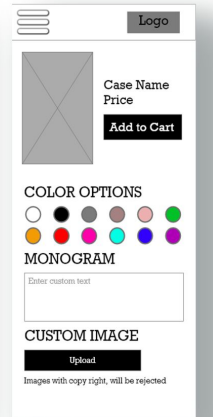
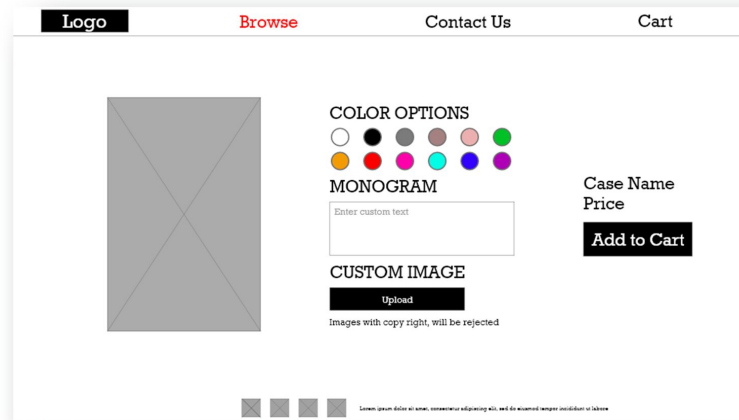


I wanted to allow horizontal scrolling of the case options

Also wanted to create a carousel of hero images 

Digital wireframe screen size variation(s)

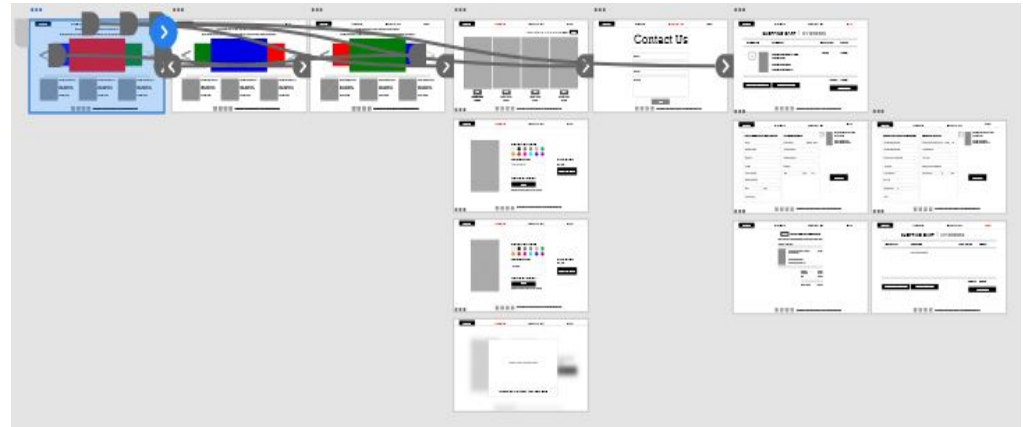
The goal still remained to
ensure familiarity
regardless of how the user
is accessing the site.



Low-fidelity prototype

I created a low-fidelity prototype of the user flow to show off the carousel concept in action as well as the overall user flow

[Low-Fidelity Web Prototype](#)



Usability study: parameters



Study type:

Unmoderated usability study



Location:

United States, remote



Participants:

5 participants



Length:

20-30 minutes

Usability study: findings

Insert a one to two sentence introduction to the findings shared below.

1

Finding

Determined Interface is
easy to us.

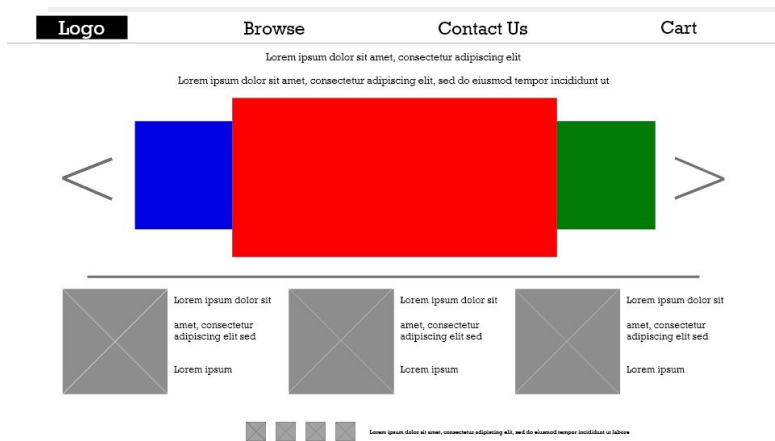
Refining the design

- Mockups
- High-fidelity prototype

Mockups

I decided to streamline the site layout by removing the browse section all together, and added the products on the home page accessible by scrolling

Before usability study



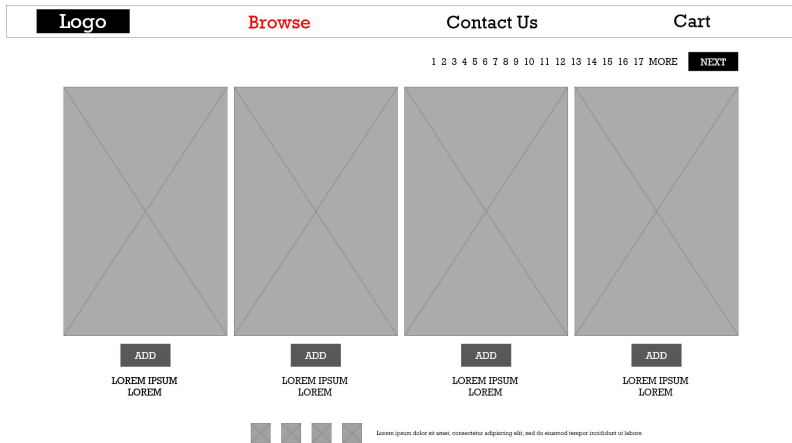
After usability study



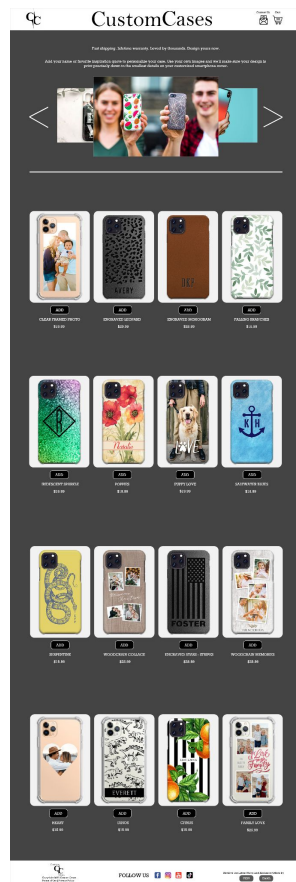
Mockups

Before the study Browse was its own page, to streamline the layout. I added the products to homepage as you can see here.

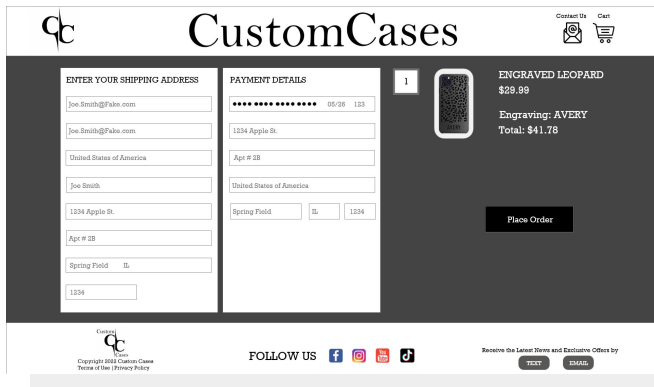
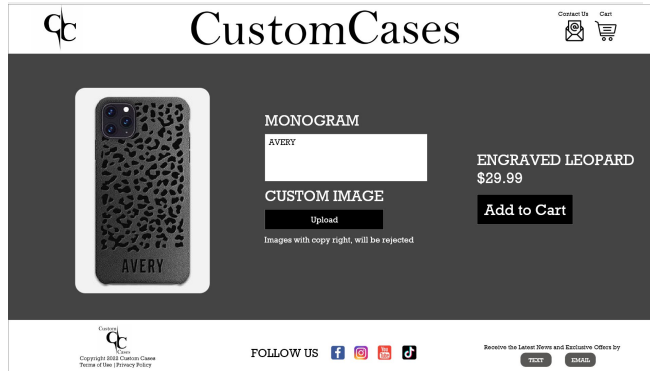
Before usability study



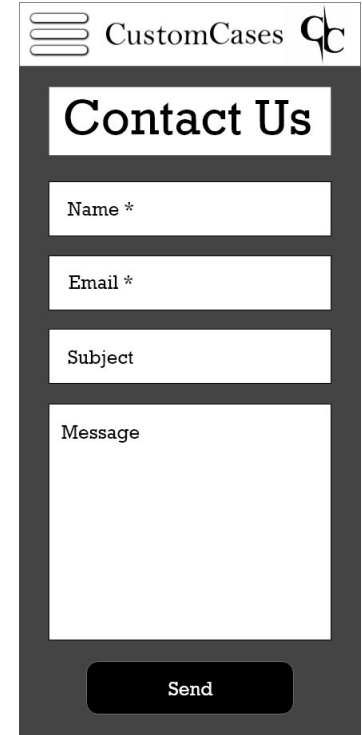
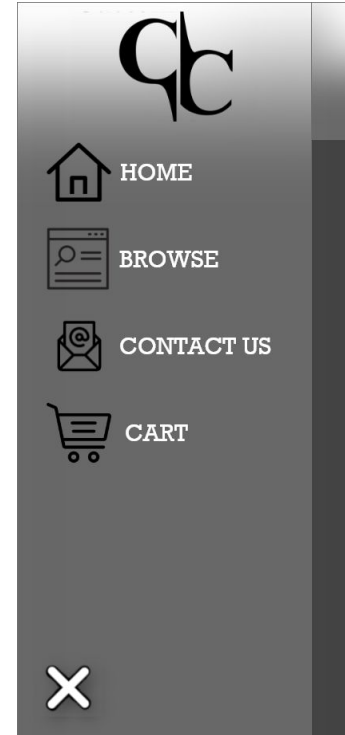
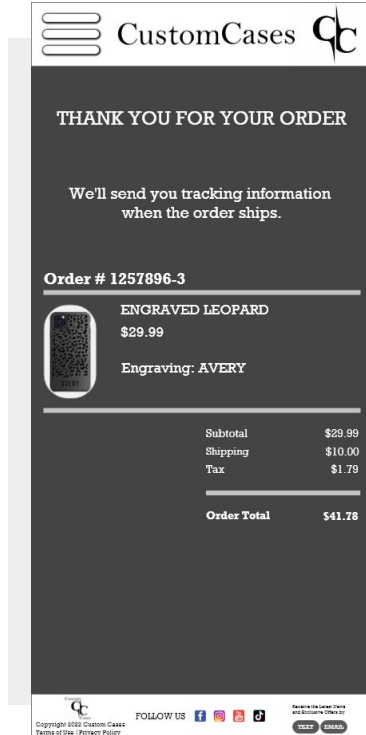
After usability study



Mockups: Original screen size



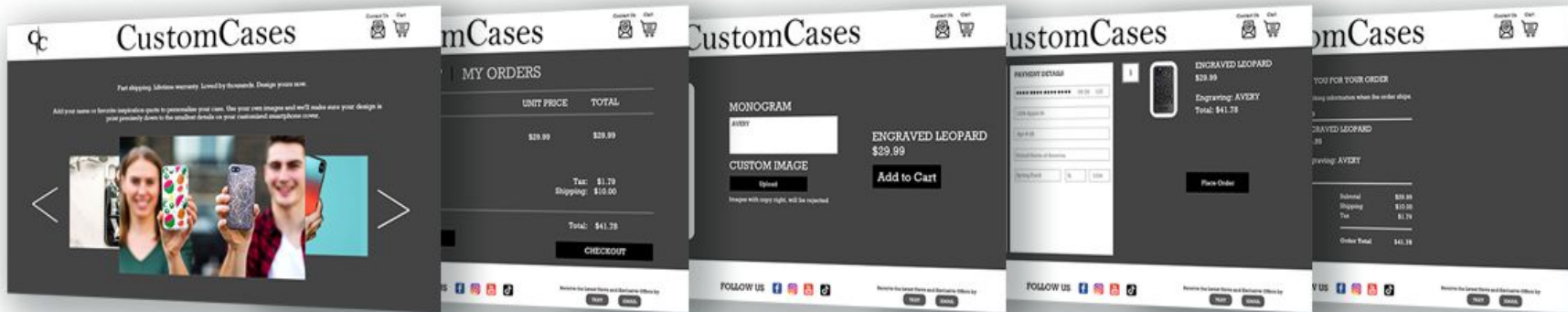
Mockups: Screen size variations



High-fidelity prototype

[High-Fidelity Web](#)

[High-Fidelity Mobile](#)



I was able to add the carousel animation as well as improve the overall flow of the site.

Going forward

- Takeaways

Takeaways



Impact:

If this design were to be used in the real world, I believe it is sufficient at completing an easy to use flow to allow end-users to navigate the site with minimal issues.



What I learned:

This project allowed me to become more comfortable with Adobe XD and witness first hand the power of implementing photoshop side by side with XD