

### 03.03.01 Solution - Spicy Team

#### Pitch deck:

[https://drive.google.com/file/d/1wO3BrV9oA\\_QF7qcnIFFxWafmF7LvO8Gr/view?usp=sharing](https://drive.google.com/file/d/1wO3BrV9oA_QF7qcnIFFxWafmF7LvO8Gr/view?usp=sharing)

#### Final link to the XD:

<https://xd.adobe.com/view/0746964d-7629-4371-b455-5bccd5678d2f-5215/?fullscreen&hints=off>

**The Problem:** It was clear from the beginning that the problem we wanted to find a solution for required a little bit of digging and doing enough research. To understand what a customer's ideal experience would be shopping online, it was needed to have conversations between us as a team and ask people around us how they felt about online shopping and what did they liked or disliked doing so.

Initially, our team had a lot of different ideas when it comes to problems you can witness yourself on online stores. The lack of fun and playful experiences was what assembled us in the first place. Some people would love to be able to find their styles through brands where they buy clothing items, that is why we were really excited about the idea of creating a section where customers could style their own shirts how they want them to look.

But time was ticking, so we had to focus on one issue at a time, we thought the lack of inclusivity and accessibility concerning sizes ranges and representation was an interesting topic to work on.

Most of the time people find it hard to picture themselves wearing clothes that you see on models wearing items from a staged photoshoot. Of course, models are supposed to beautify the products, but they do not reflect real bodies. People cannot shop in a pragmatic way. You cannot see the size realistically. The work we had to do what cut out for us, we had to think of innovative ways to create a platform with a design that would make the customer genuinely enjoy their experience shopping online.

**The Solution:** As the main problem we got from our testing results was the sizing issue, we decided to produce an easy-to-use solution to make the customers' experiences more assuring and trustworthy. We thought of the Danish brand 'Son of a Tailor' as well as the video game 'The Sims.' Both include ideas on customizing one's virtual characteristics for the user to achieve their personal preference – both when it comes to a piece of clothing as well as the 3D character of the game.

We decided to combine the two ideas together – therefore, creating not only a way to adjust the T-shirt to the perfect size, but also to make it more fun and interactive by creating the 3D virtual mannequin. The mannequin could be adjusted to resemble the customer's own (or preferred) body type and paired up with the t-shirt that is also adjusted by the user.

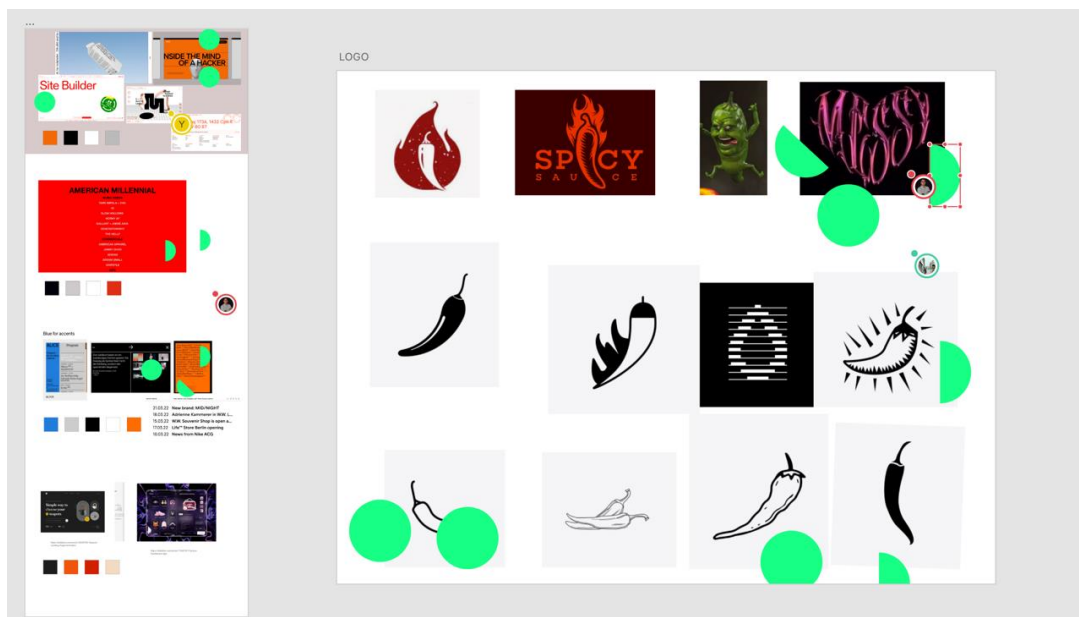
To also offer a more simple and quicker purchase experience, we decided to keep the mannequin only as an option for the customer. Therefore, the customer also has the chance to just choose a T-shirt style, a standard t-shirt size and purchase it.

## UX details:

The challenge was to start with an idea and transfer it onto paper. Initially the two features we thought about were adjustable weight and height, but we concluded that indicating the weight would not be relevant. People can feel uncomfortable giving away information as such and that is the last thing we want.

We also wanted to have a section where you could pick a style amongst others and edit it to your liking. We had to give up that idea so we could focus more on the online fitting room. After running the tests, we had feedback from users telling us the “find your style” section was a little bit difficult to use so we removed it. There were too many functions and too little indications of how to use. On the paper prototype you can see a button that indicates “store” it can be confusing, so we changed it with “shop” instead.

The biggest task we were given was to simplify the menu and the different sections. Also, we had to make a clear wish list button and go into more details with the fitting room. What would make the user feel the most comfortable? What would be the smartest way to design the interface? How can we achieve those goals and still stay true to our original ideas?



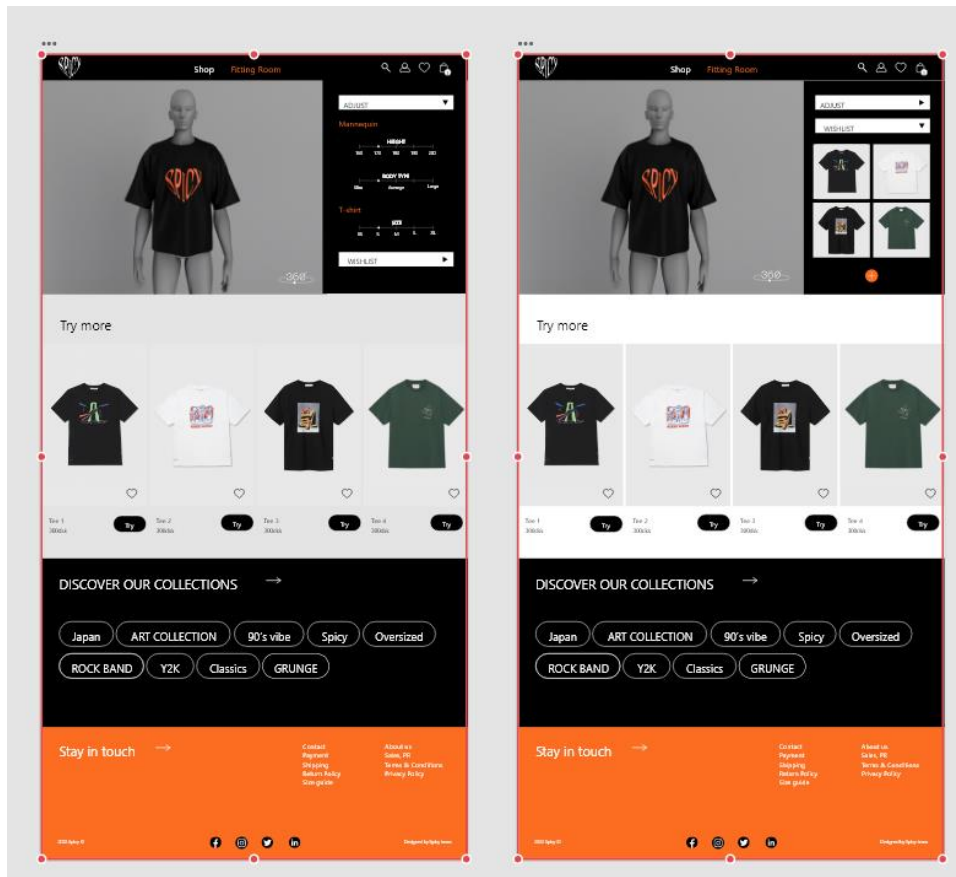
**Visual design:** After deciding on the initial structure of the website, we started thinking of the design of the site. Fortunately, all of us agreed on our personal favorite styles – minimalism and

brutalism. These styles also work well when it comes to online shopping stores – as they allow the products and any specific features to stand out.

Moving forward, however, we had to find a way on how to decide on all the style elements fairly and logistically – such as the fonts, color palette and the style of the logo. So, we went on to create a document where each of the members would do some desk research and submit their personal favorite elements of different websites. Afterwards, we used the dot-voting method to ensure a fair way to choose our final design elements.

For the site, we used an overall dark theme with just some colorful accents because we all had found the current trend of ‘dark mode’ very accessible and easy to navigate – as well as very capable of creating a modern and sleek look. To achieve this further, we voted on using the *Sporting Grotesque* font (by *Velvetyne*).

Due to time constraints, we also could not manage to create our own T-shirt designs – apart from the one with our logo. Therefore, we chose to borrow the designs of the Danish brand *WoodWood*.



## Content Decisions:

On the website prototype, we tried to make navigation as simple as possible, so customers won't feel stressed or tired about navigating when online shopping. On the top of the website, global menu is positioned including most essential functions - <home> button on the left, <shop> and <fitting room> on the middle, <search>, <account>, <Wishlist>, <shopping cart> on the right so customers can easily access on what they want. On the bottom home page, we added some visuals about our distinctive styles of collection which enable customers to understand our products better. Also, on each product page we added recommendations of equivalent products that can help customers make their choices. As our target group is people in their 20s and 30s, we wanted to have products with trendy, young design. Also, T-shirts should be something that everyone can wear and feel comfortable with, so we wanted to have products that are gender neutral, variety options in size, and inclusive models with different body sizes.

**Conclusion:** First, the number one issue with online shopping that needs to be worked is the sizing of the clothes. Wise solutions must be implemented – ones that are innovative and fresh, but also easy-to-use and not too technically demanding. In the future, we could imagine a more detailed mannequin but still neutral because we must stay realistic. We should use neutral words to describe sizes because deciding to only use three words such as “slim, average and large” can be discriminating and implement body shaming. Different buttons to adjust the measurements could also be added, we could include a breast, a shoulder and waist option. We should definitely keep in mind that sizing is a broad subject and adding more inclusive options would attract customers even more. The last aspect would be adding a scrolling option on the main page to make it clearer that there is more content.