

Simply Skulls

Mobile Design, Final Project
Tess Dziallo



Product Description

Simply Skulls sells a wide variety of ethically sourced animal bones. Uses range from educational, to artistic, decoration, and more! We also carry resin replicas for those who may prefer them over our organic counterparts.

Goal: Create a recognizable brand that people can rely on for quality and source.

Competitors: The Bone Room, Skulls Unlimited, Worldwide Wildlife Products



Challenges & Opportunities

Challenges

- Creating a recognizable brand
- Marketing
- Having a large selection and wide variety with clear organization without it being overwhelming

Opportunities

- Making it easy for customers to navigate and order items on their phone
- Donating some of the profits to animal shelters and other charities
- Spreading awareness about endangered species

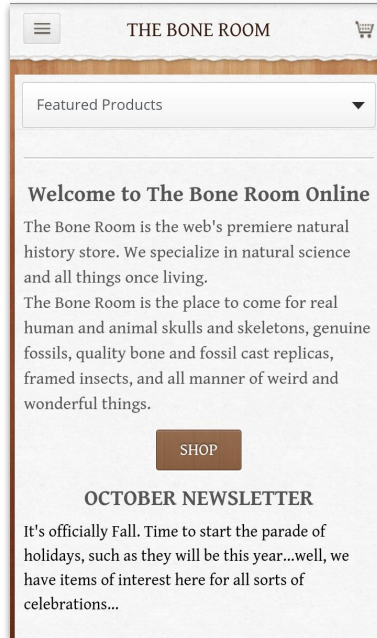
The Bone Room

Positives:

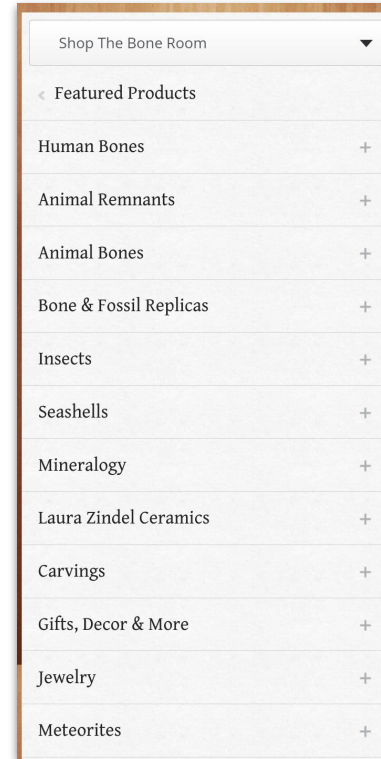
- Wide selection of products
- Has a color scheme to the site

Negatives:

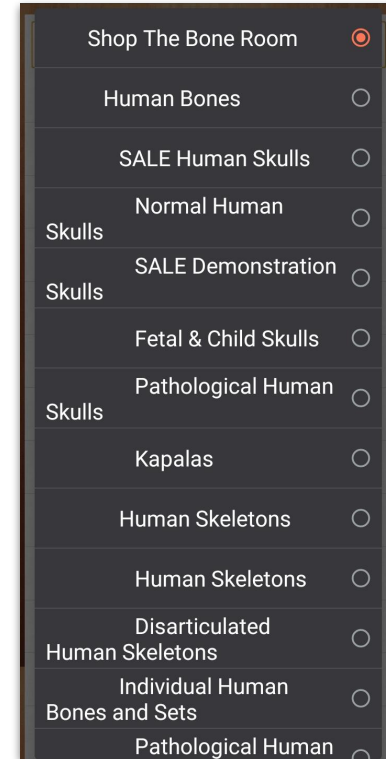
- Organization is messy
- No clear Information Architecture
- Doesn't seem to be formatted for mobile



Homepage



Menu



Shop Menu (very long, includes 180+ items)

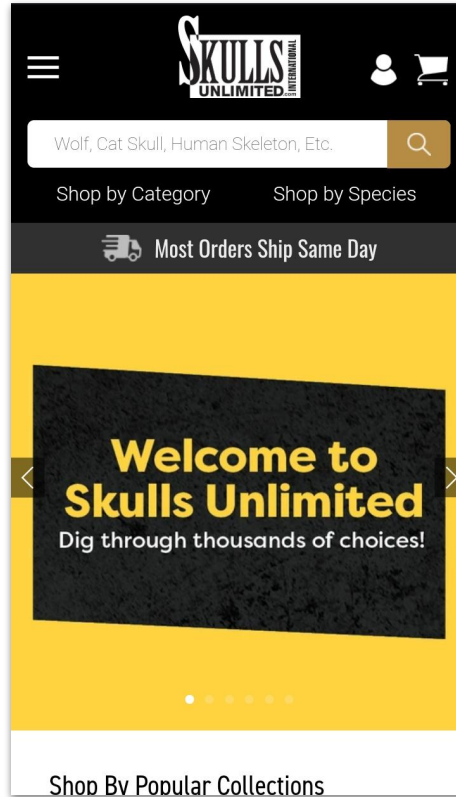
Skulls Unlimited

Positives:

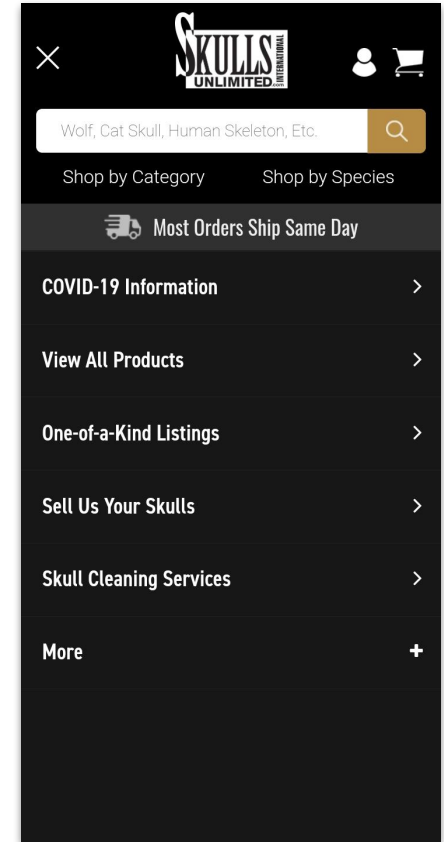
- Clear branding
- Home page has attractive imagery
- Mobile friendly
- Monthly subscription, “Bone Box”, includes random bones, claws, & teeth
- Clear Information Architecture
- Can sell them skulls

Negatives:

- Some of the UI looks dated, but that’s about it



Homepage



Menu

Skulls Unlimited

The screenshot shows the top navigation bar with the Skulls Unlimited logo, a search bar containing the text "Wolf, Cat Skull, Human Skeleton, Etc.", and links for "Shop by Category" and "Shop by Species". A banner below the navigation states "Most Orders Ship Same Day". The main content area is titled "Search Results" and features a filter section with "PRODUCTS (1509)" and "PAGES (11)". The filter section includes "RELEVANCE" (dropdown), "FILTERS" (with a red notification bubble containing the number 1), and "MAMMALS" (selected filter). Below the filters, two product cards are displayed: "Replica Polar Bear Skull" and "Real Research Quality Human Foot".

Search

The screenshot shows the "Shop By Popular Collections" section of the homepage. It features a grid of four promotional cards: "Shark Week" (with a shark skull on a table), "Wall Mounted Skulls" (with a mounted animal skull), "Home Decor Accessories" (with a skull on a table), and "Real Specimens in Acrylic" (with various animal skulls). Below this section is the "Newly Added Products" section, which includes a "VIEW ALL" link and two product cards showing anatomical skeletons.

Lower Homepage

Worldwide Wildlife Products

Positives:

- Huge selection, includes hides & taxidermied animals that The Bone Room and Skulls Unlimited don't have
- Cheaper than The Bone Room and Skulls Unlimited

Negatives:

- Not formatted for mobile
- Extremely outdated, looks like its from early - mid 2000s
- Menu, organization, and Information Architecture is severely lacking
- Hard to navigate the site

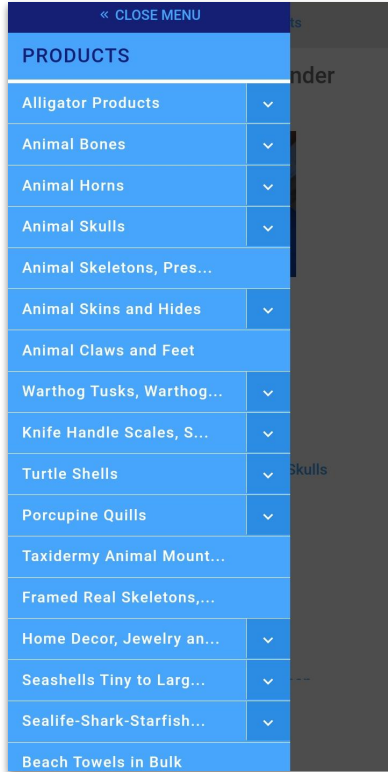
The screenshot shows the top navigation bar with a 'MENU' icon and the text 'Worldwide Wildlife Products'. Below this is a search bar with the placeholder text 'Search our online store' and a blue 'SEARCH' button. A dark blue banner contains the phone number '904-797-7478 | 800-624-7964' and navigation links: 'Home', 'Contact', 'Policies', 'About', and 'Login'. Below the banner is a blue button with a shopping cart icon and the text 'The cart is empty.'. The main content area features a blue header with a white goat on the left and a collage of seashells on the right. The text 'WORLDWIDE WILDLIFE PRODUCTS' is centered, with 'A Division of Atlantic Coral Enterprise, Inc.' below it. Contact information is provided: 'Inside FL: 1-904-797-7478', 'Outside FL: 1-800-624-7964', 'M - F: 8 am - 4 pm EST', and 'Closed Weekends and Holidays'. Below the header are three blue buttons with white text and images: 'ANIMAL SKULLS' with a ram skull, 'ALLIGATOR HEADS' with an alligator head, and 'SEASHELLS TINY-LARGE' with a seashell.

Homepage Top

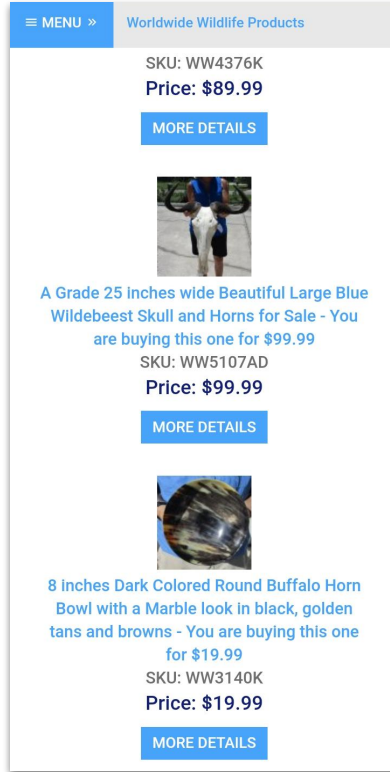
The screenshot shows a 'FEATURED PRODUCTS' section with a dark blue header. Below the header is a product listing for a '19 inches wide Nice Quality Huge Black Wildebeest Skull and Horns for Sale Imported from South Africa - You are buying this one for \$89.99'. The product image shows a person holding a large black skull with long horns. The text 'SKU: WW5432AD' and 'Price: \$89.99' is displayed. Below the product listing is a blue button with the text 'MORE DETAILS'. Below the button is another product listing for a 'Nice Quality Red Hartebeest skull, with 18-1/4 and 19 inch Horns and 17-1/2 inch skull. You are buying the one pictured for \$89.99'. The product image shows a person holding a red skull with long horns. The text 'SKU: WW4376K' is displayed.

Lower Homepage

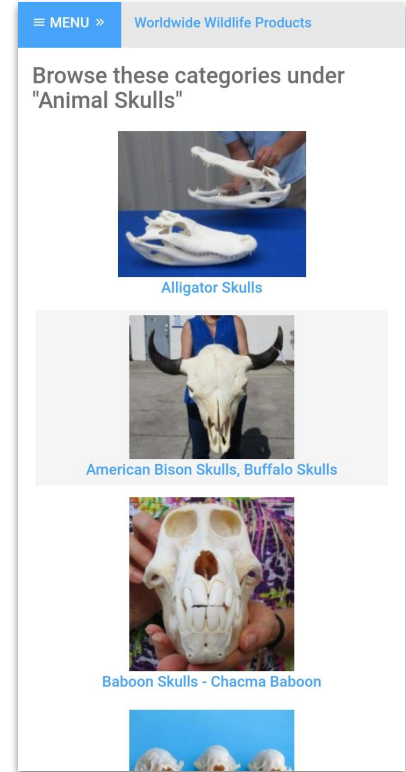
Worldwide Wildlife Products



Menu

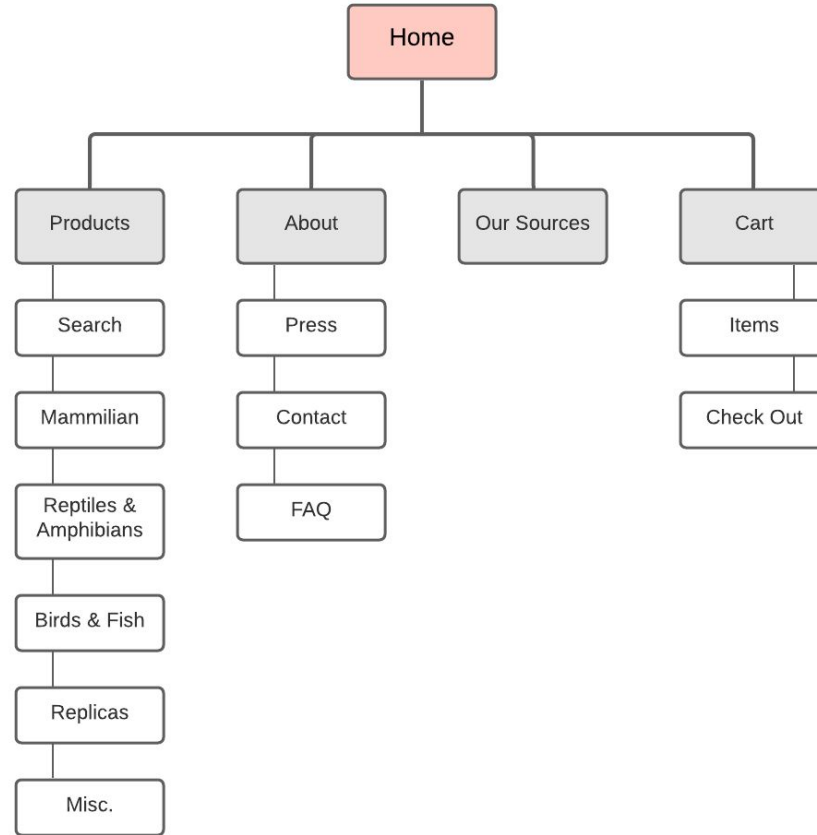


Lower Homepage



"Animal Skulls" Category

Information Architecture



Interviews

I uploaded a paper prototype to Marvel POP, an app that makes paper prototyping easy. I was able to interview 4 people using the POP prototype via screenshare through Discord or Zoom. Here is also a link to the prototype:

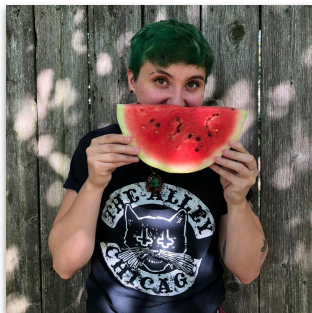
<https://marvelapp.com/prototype/7dbcf63/screen/73531758>

Each person was tasked with purchasing a dog skull.

The questions mainly asked if the page in question was what they expected, unclear, and what they liked and disliked about it. “What catches your eye on this page?” or “How do you feel about the filter option?” are some examples of questions that were asked.



Hailey, 25, Manager at
FedEx



Vic, 25, Pizza Delivery
Driver

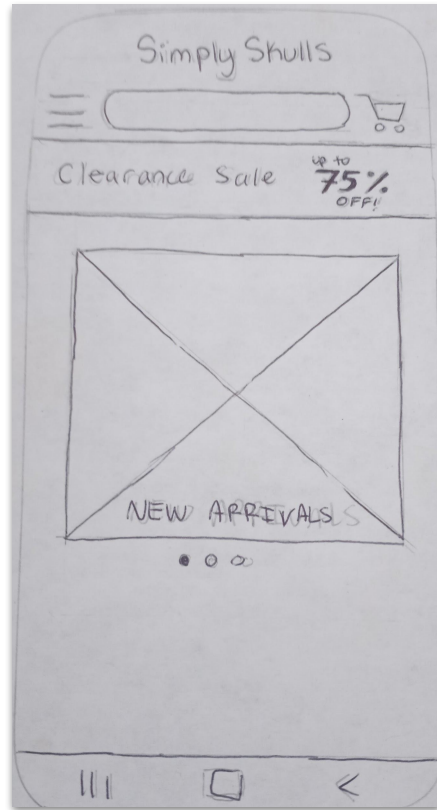


Emma, 22, Freelance
Artist

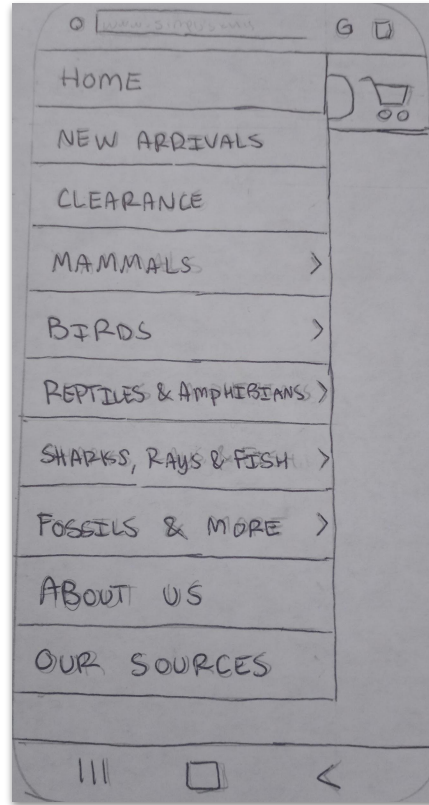


Shannon, 27, Graphic
Designer

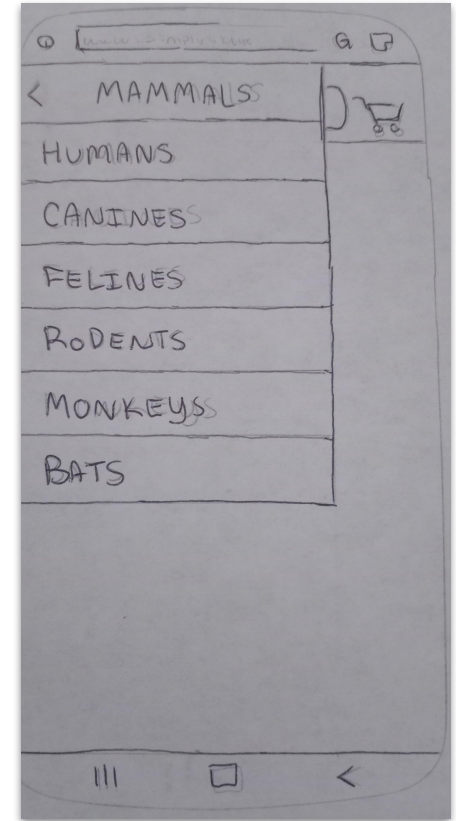
Prototypes



Landing Page

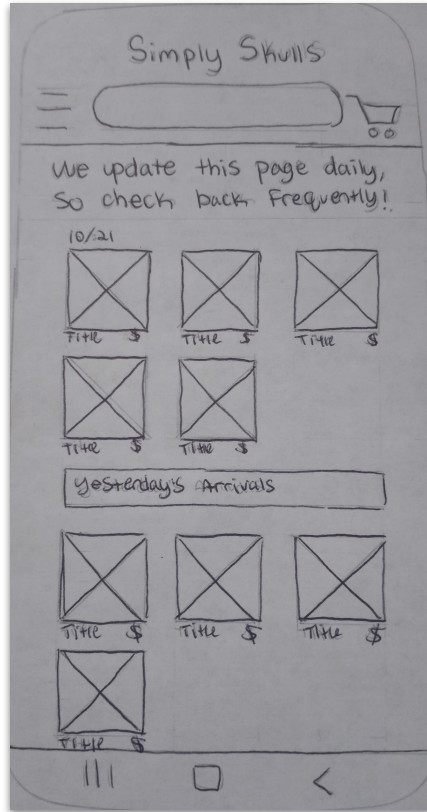


Menu

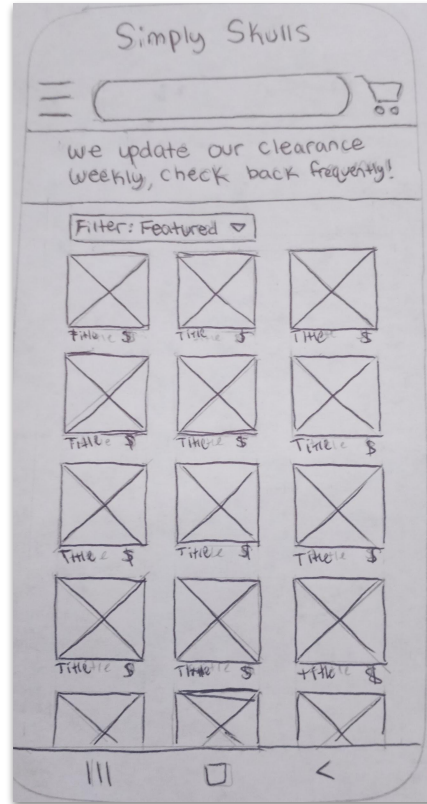


Mammals Sub-menu

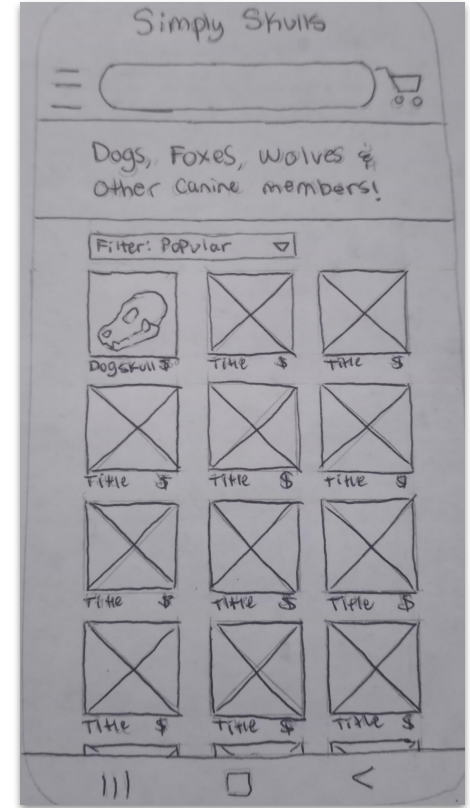
Prototypes



New Arrivals

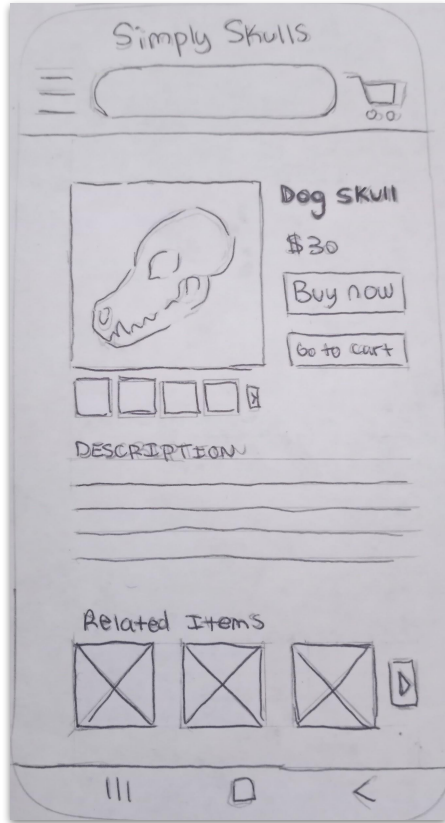


Clearance



Mammals; Canines

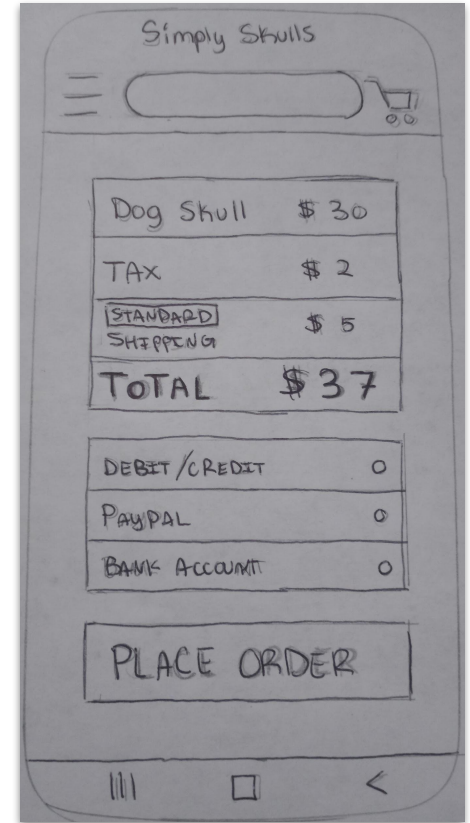
Prototypes



Dog Skull Listing



Checkout



Purchase

Insights Main themes included:

- The first action all interviewees did was use the search bar.
- They all expected the arrows on the menu categories to expand and show sub-categories.
- There was no interest in using the bank account option, or they were negatively impacted by it.
- The filter option for New Arrivals, Clearance, and Mammal pages was well received between all interviewees.
- They all liked that Clearance was advertised on the Main page.
- They all liked the “Related Items” feature on the Listing page.
- Victoria and Emma liked “Yesterday’s Arrivals”; Victoria stated she wanted to see a weekly version, meanwhile Hailey suggested a filter for recent days, and Shannon stated she wanted it completely gone as she thought it was crowding the page and wasn’t interested.

Other Insights

- Hailey and Emma wanted to see a rating or review feature with the items.
- Shannon said that “Add to cart” is more enticing than “Buy Now” to her.
- Shannon also suggested having “Recently viewed items” on the Checkout page because she may have forgotten or changed her mind about an item; seeing the item again on the check out page might entice her to buy it.
- Shannon thought that “About Us” and “Our Sources” would be better as a combined page.
- Victoria didn’t like the cart on the top right of the “Checkout” page because it seemed repetitive in conjunction with the “Go to cart” button.

Modifications Based on these four interviews, the next iteration will implement:

- **Getting rid of paying with a bank account**- Shannon and Hailey said that putting their bank account in makes them paranoid or fearful of someone stealing their information; Victoria and Emma said they don't know their account numbers off the top of their head and isn't something they would normally consider.
- **Merging the "About Us" and "Our Sources" page**- Shannon was a bit confused by the two and didn't see the purpose of separating them. She suggested to rename the page "Our Story" after its combined so that the name describes the content better. *"One less page for me, one less page for you."*
- **Including a rating feature for products**- Hailey and Emma said they wanted to see a rating system because it's something they normally use when purchasing items online. However, Emma pointed out that no two items will be exactly alike and is something customers should be made aware of.

Modifications Based on these four interviews, the next iteration will implement:

- **Include a shipping address on the same page as Checkout-** By combining both pages, it will help the flow of the check out process (*I forgot to add an area where addresses would be typed in, but based on the interviews it was suggested by Shannon, Emma, and Hailey to merge them as one page.*)
- **Changing “Buy Now” to “Add to cart”-** Shannon said that this sounds more enticing to her because of its friendly tone in comparison to “Buy Now” which sounds demanding to her.
- **Include a “Recently Viewed Items” on the Checkout page-** Shannon said this would be handy for her incase she had forgotten or changed her mind about adding something to her cart. She also stated that it would entice her to buy more items.
- **Include filter for “Recent Arrivals”-** Based on the mixed feedback, I believe the best solution was suggested by Hailey; using a filter to view Recent Arrivals. By filtering what day customers want to see, Victoria and Emma can view other days while keeping the space clean and uncluttered, as Shannon suggested.

Design Elements

Pompiere

Header 1 - Regular, 38 pt

Roboto

Header 2 - Medium Italic, 28 pt

Roboto

Header 3 - Regular, 25 pt

Roboto

Header 3 - Regular, 17 pt



#FFFFFF



#FAFAFA



#FEFEFA

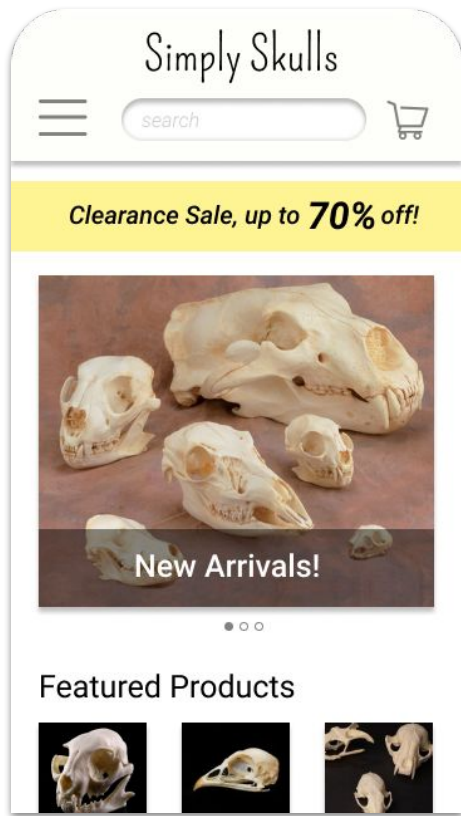


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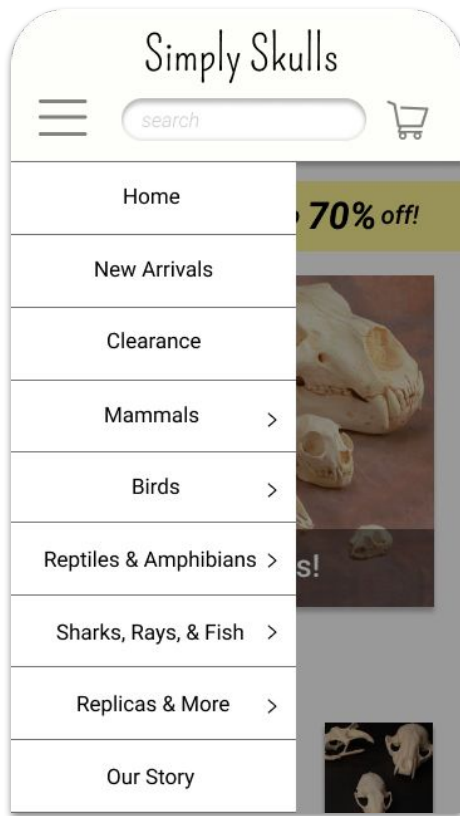


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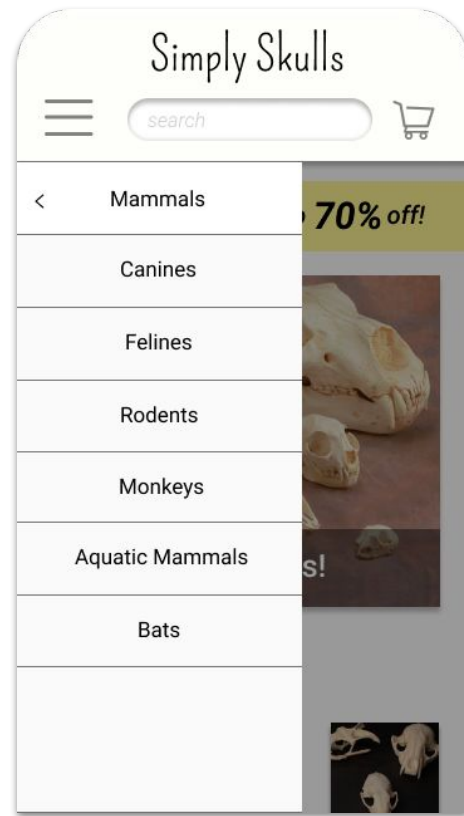
High Fidelity Wireframes



Landing Page

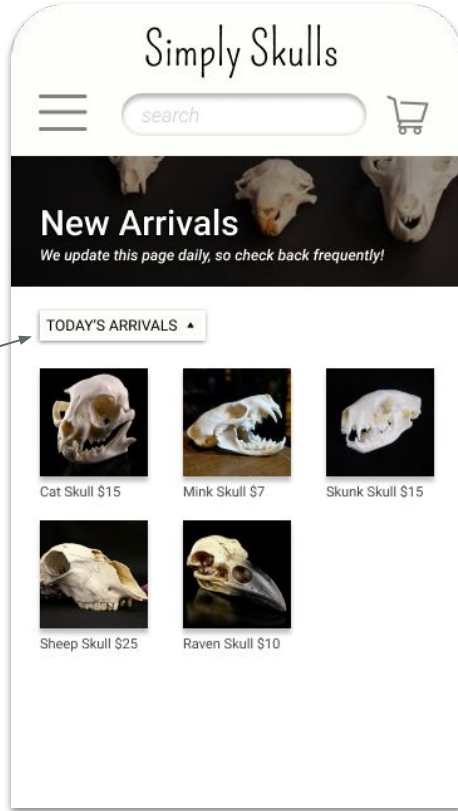


Menu

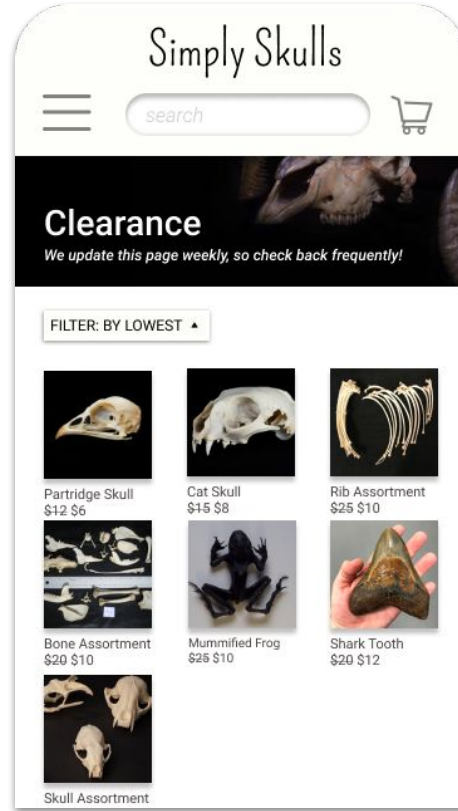


Mammals Sub-menu

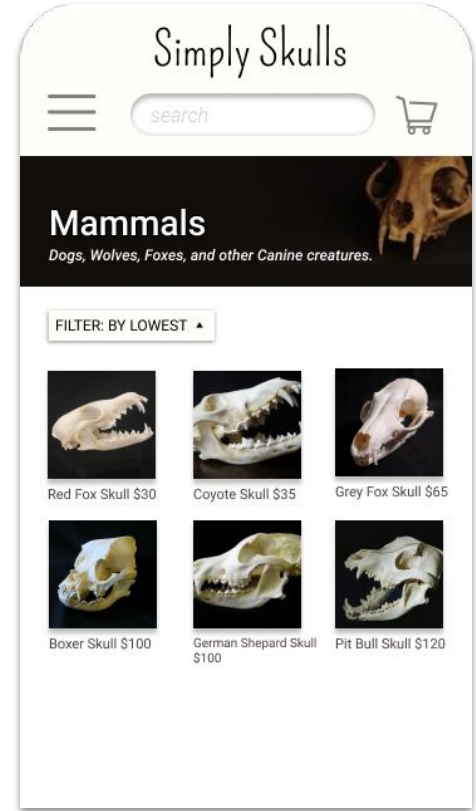
High Fidelity Wireframes



New Arrivals

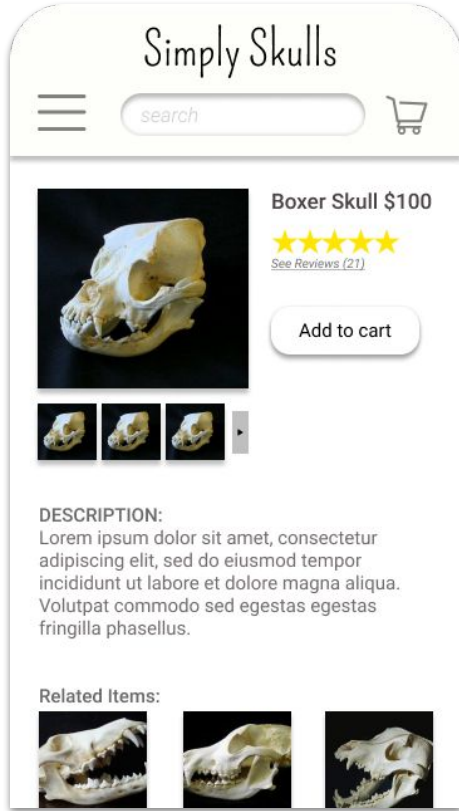


Clearance

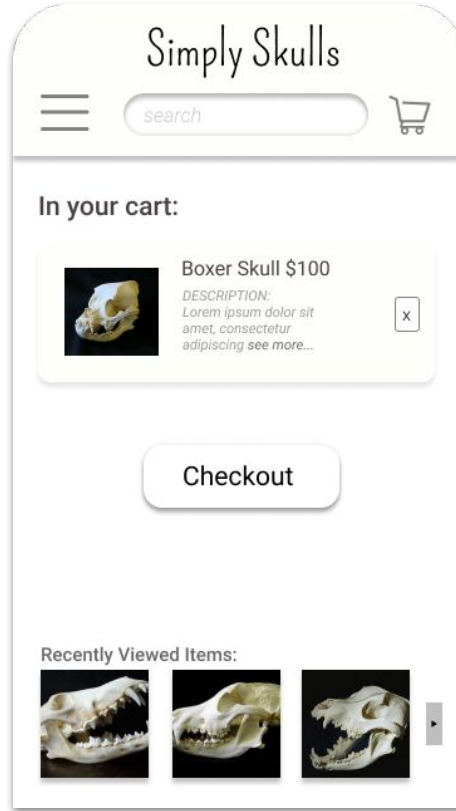


Mammals; Canines

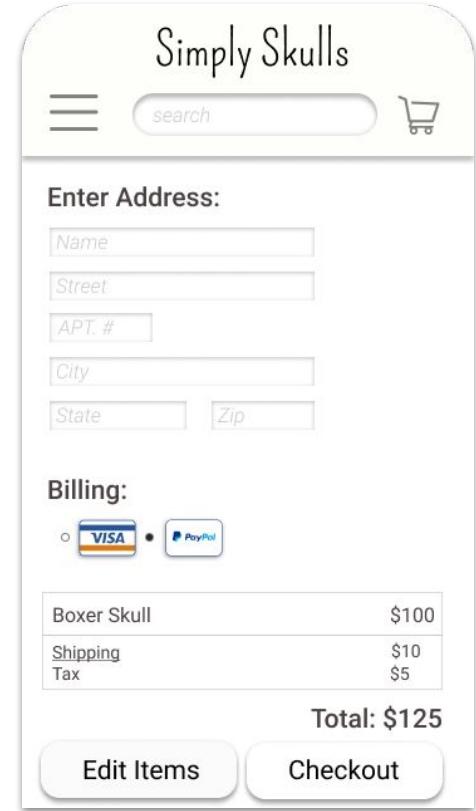
High Fidelity Wireframes



Dog Skull Listing



Checkout



Purchase

Future Possibilities

Future possibilities could include helping to spread awareness about local endangered species, combating animal abuse, and helping out overburdened animal shelters by donating a portion of the profits.

