
SMC 2021 Fall - GR DES 75 (2520) - Mobile Design 1 (H)



sunnyside toad

MAEGAN IAMJAN



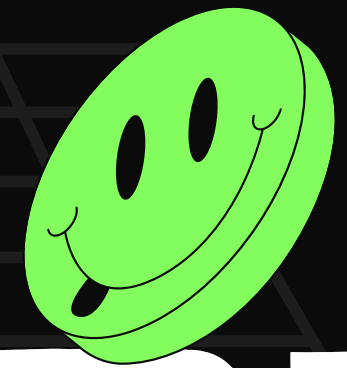

E-COMMERCE APPLICATION

Final Project — E-Commerce App
Part #3: “Pitch Deck” Presentation

PROJECT OUTLINES

- + 01_COMPANY OVERVIEW
- × 02_COMPETITIVE ANALYSIS
- + 03_INFORMATION ARCHITECTURE
- × 04_PROTOTYPE
- + 05_USER TESTING & FEEDBACK
- × 06_VISUAL DESIGN SYSTEM
- + 07_HIGH FIDELITY MOCK UP & USER FLOW
- × 08_PLATFORM POSSIBILITIES





SUNNYSIDE

TOAD

COMPANY OVERVIEW



LIFESTYLE BRAND

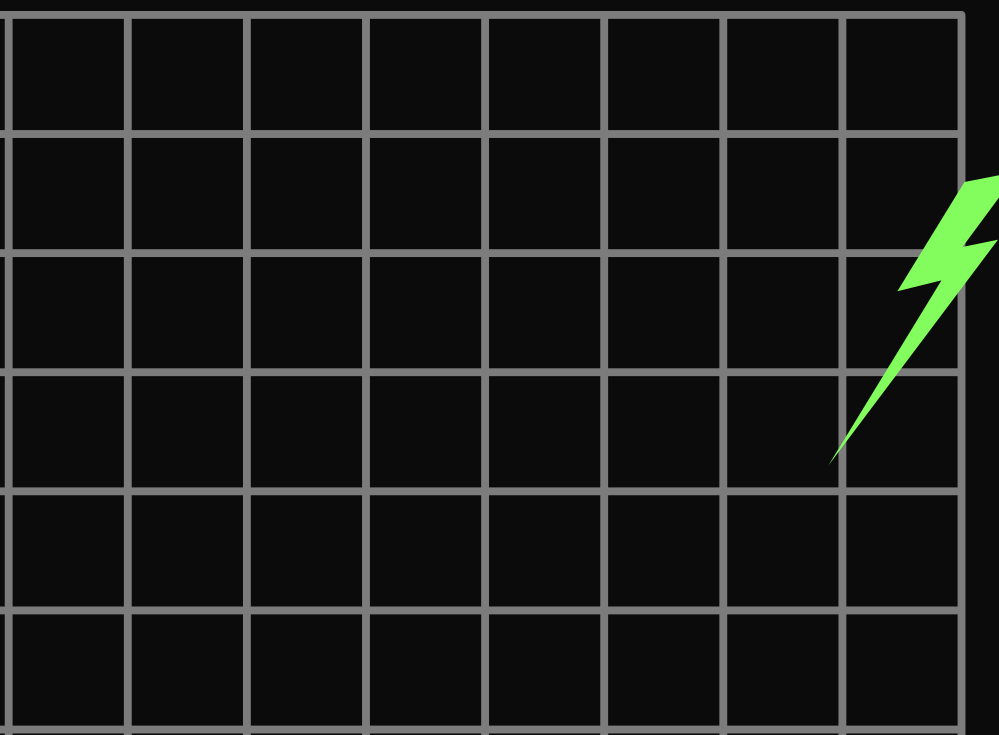
WHAT IS SUNNYSIDE TOAD

Founded in 2020 and based in Los Angeles, **SUNNYSIDE TOAD** is a studio where unusual materials and experimental processes are implemented to create the melding of fine arts and modern design into one uniform object.

We design by making — with an emphasis on capturing the unique properties of the materials we use through exploration and curiosity.

MISSION STATEMENT

Our studio fosters a unique vision that builds an emphasis on *connection, play, and experimentation* (of people, processes, and in turn convert them into objects we have created and shared). Our small team works closely and collaboratively on each project.





CHALLENGES AND THE OPPORTUNITIES

CHALLENGE

- Low savvy users to have an easy time navigating the app
- Competing in the lifestyle field
- Independent company
- Must consider users of all ages

OPPORTUNITIES

- Faster, easier way to shop
- Saves user's information faster and edit easier
- Accessible on any technology platform (phone, desktop, ipad)
- Browse products as a whole and see what is available when released



TARGETED USERS

Defining the target audience as precisely and specifically

Age group:
16 - 60
All genders

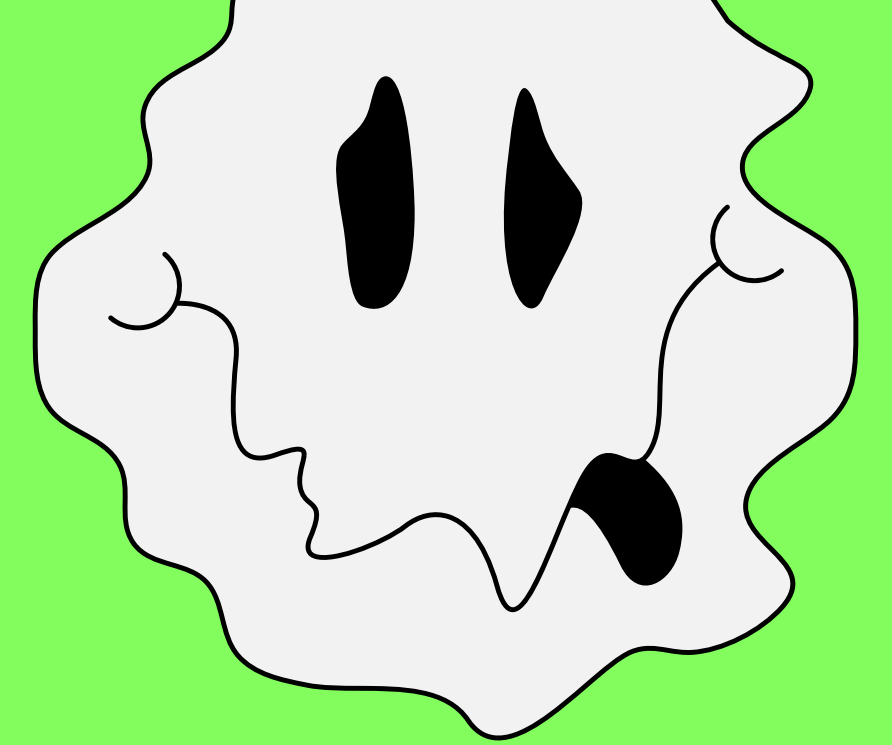
Type of user:
Fashion forward,
collectors, artists,
students, professionals,
business, diverse
groups of interest

Budget:
Mid-High
Most products range from
\$50 - \$1,000+

Tech Savvy:
Mid - High

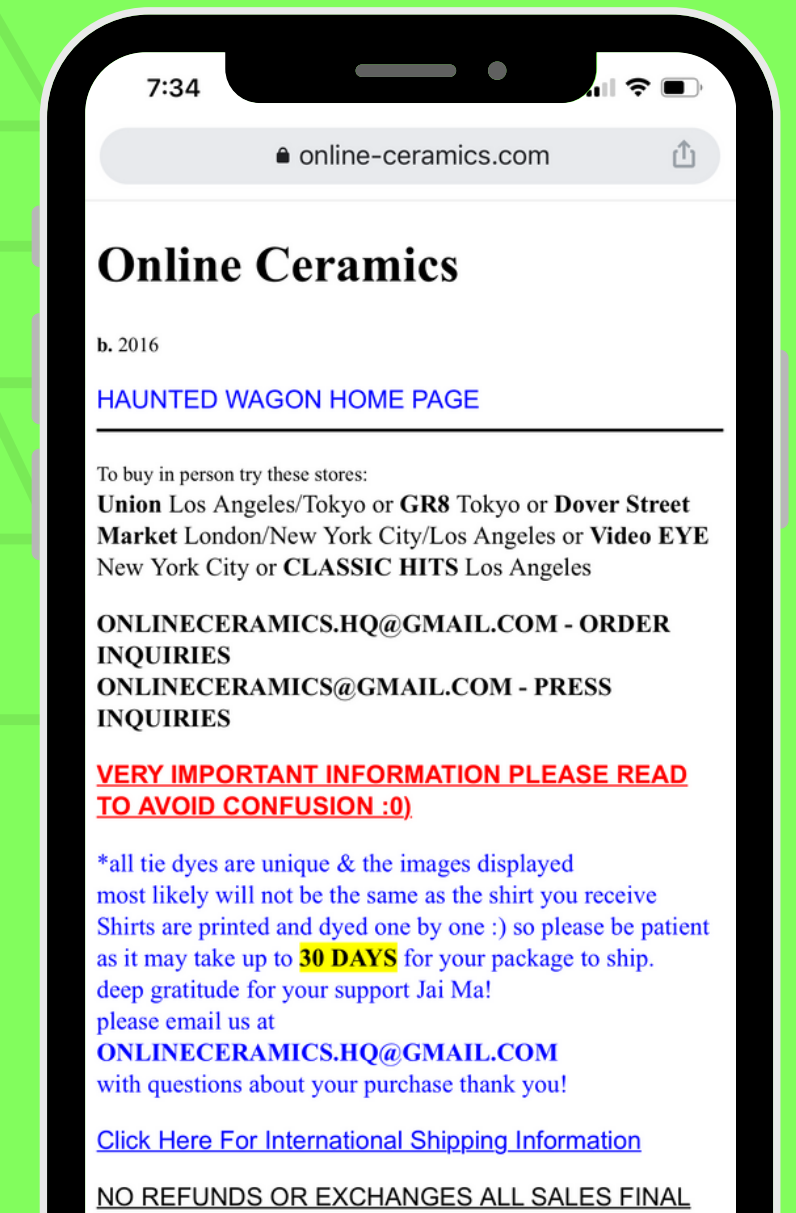
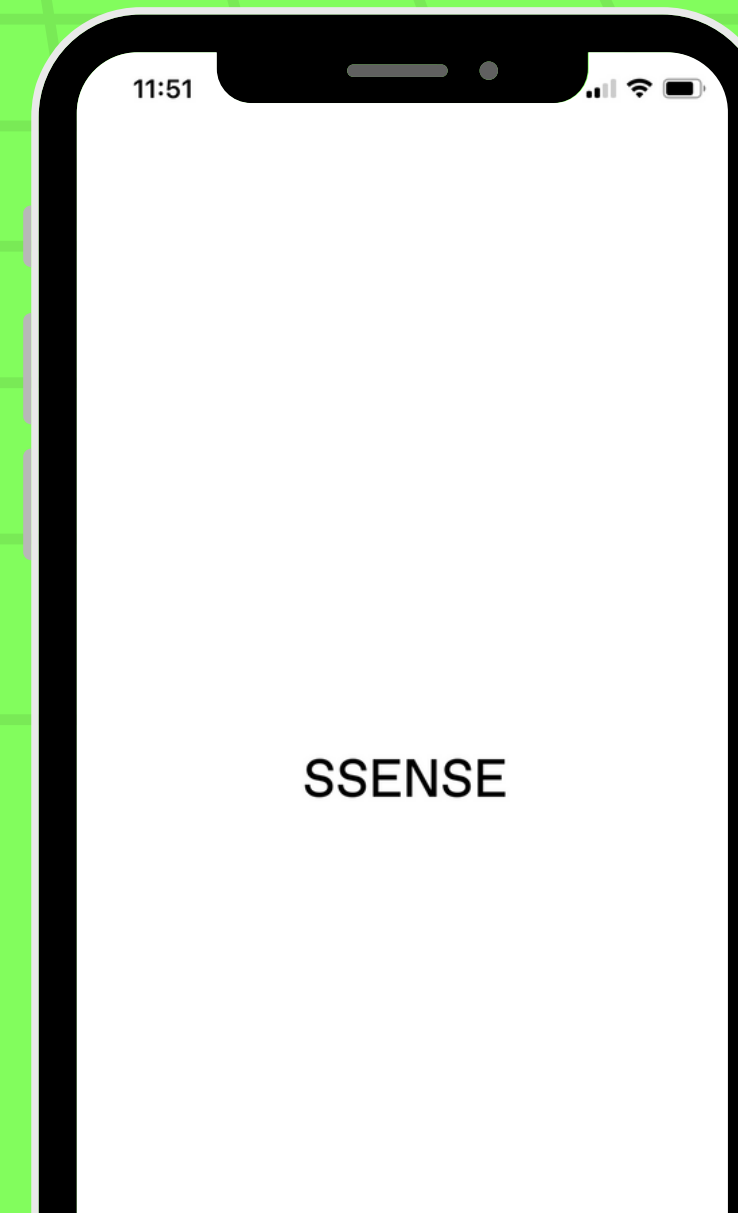
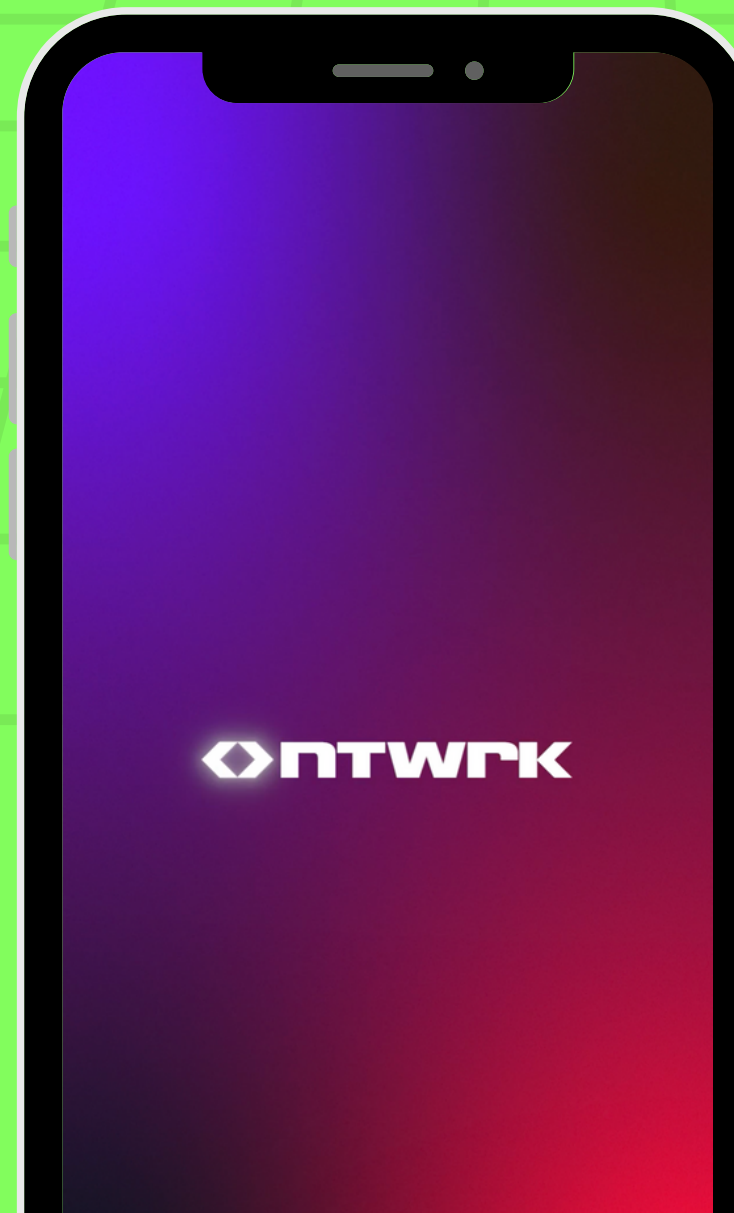
Typical Scenario:
Looking to buy hand
crafted goods and build
up a lifestyle

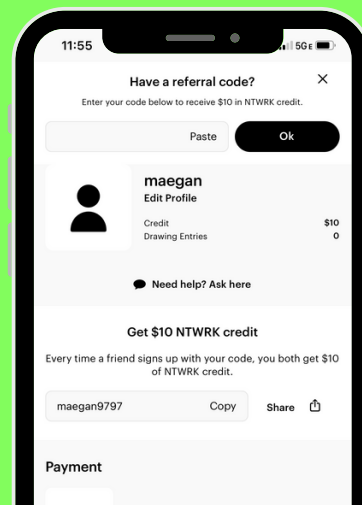
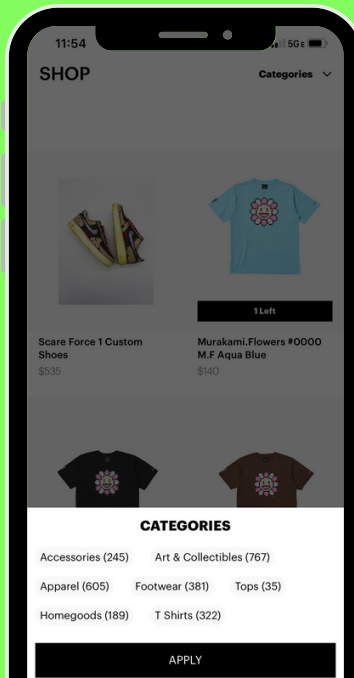
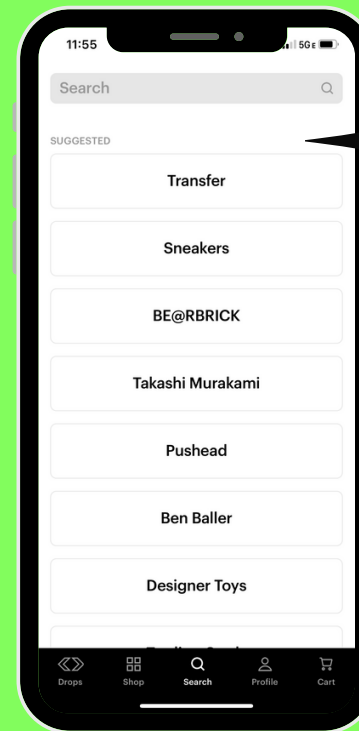
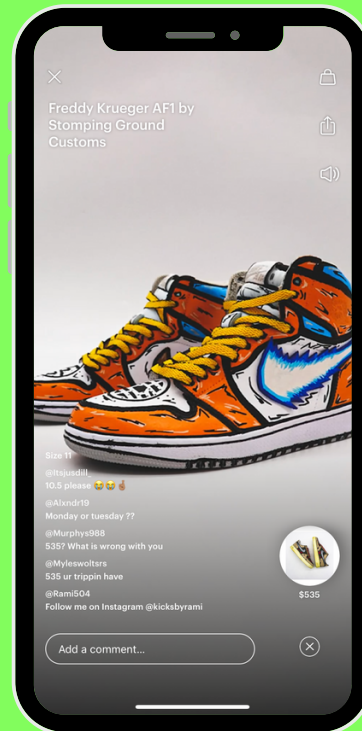
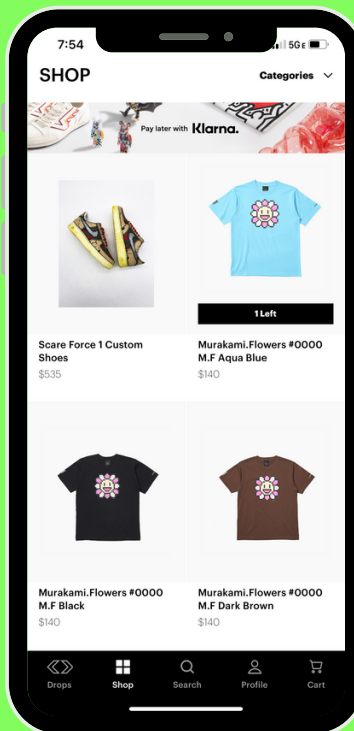
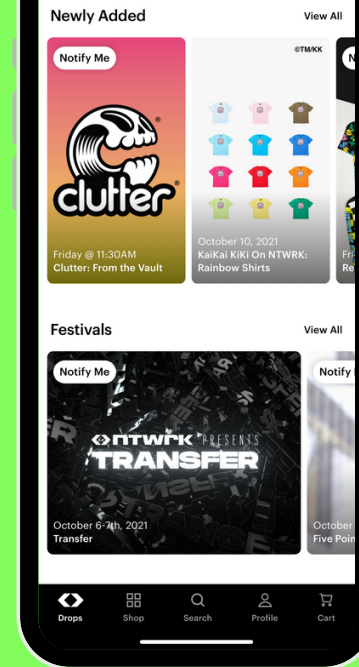
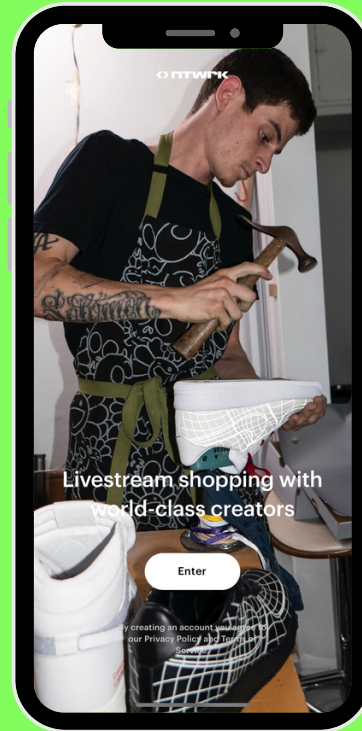
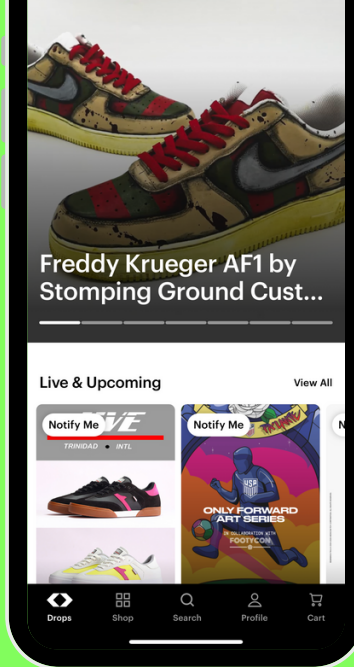
COMPETITIVE ANALYSIS



COMPETITORS:
NTWRK
SSENSE
ONLINE CERAMICS

COMPARE & CONTRAST ON:
Aesthetics
Formal presentation
Functional
Usability performance





NTWRK

NTWRK is a mobile-first video shopping platform that seamlessly blends entertainment and commerce, giving our global audience unprecedented access to exclusive products from world-renowned artists, brands, and personalities.



TYPOGRAPHY

- Sans serif typography
- Clean, crisp look

COLORS

- White background with black contrast to highlight texts
- Easy to catch products because the colors are so bright

LAYOUT

- Layout is simple, not too complex
- Easy to navigate and clear organization
- Straight to the point

IMAGERY

- Brightly colored images
- Great contrast to the white background
- Scale in size is readable and great in detail for products

INFORMATION ARCHITECTURE

Clear to navigate, and simple. It is very interactive and I am impressed with how clear and easy it is to find a product. It might not be easy for someone who isn't tech-savvy or up to date with technology.

TEXT LEGIBILITY

There is a strong hierarchy between headings and body text. Soft and easy to read, there is no crazy typeface. It goes with the company's aesthetic of clean.

BUTTONS & FORMS

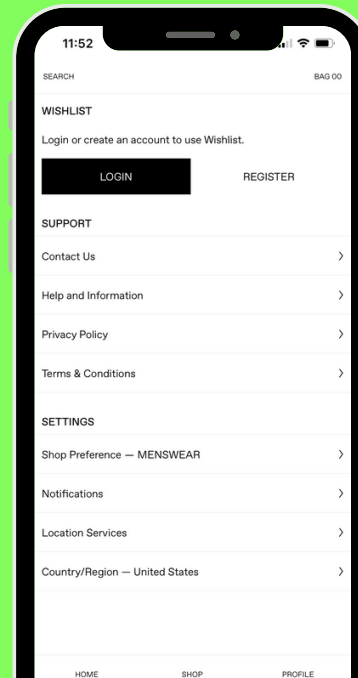
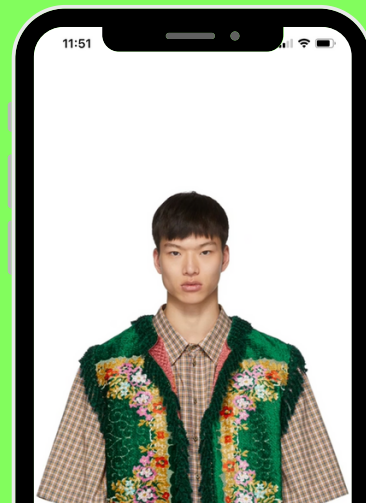
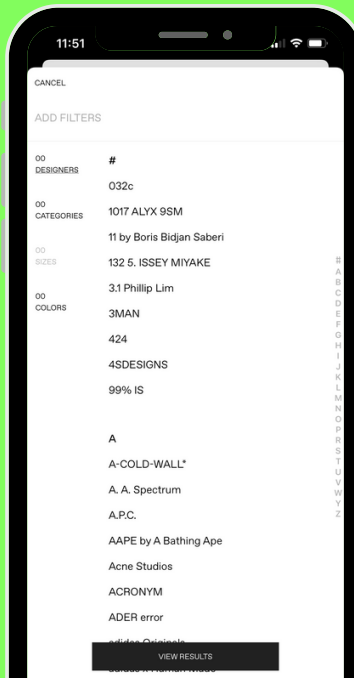
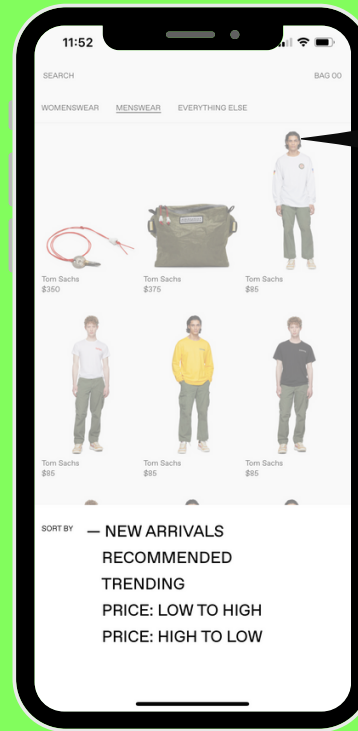
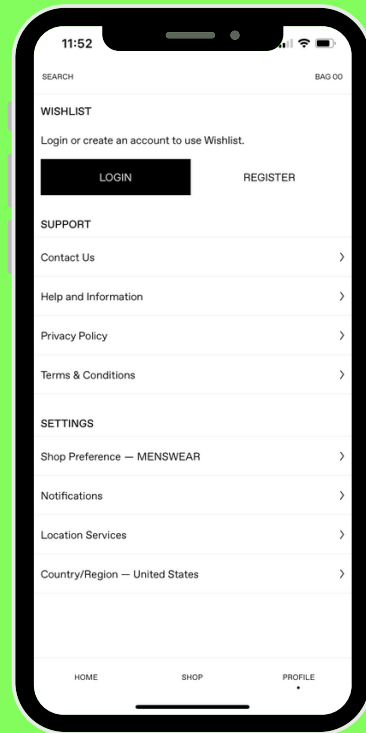
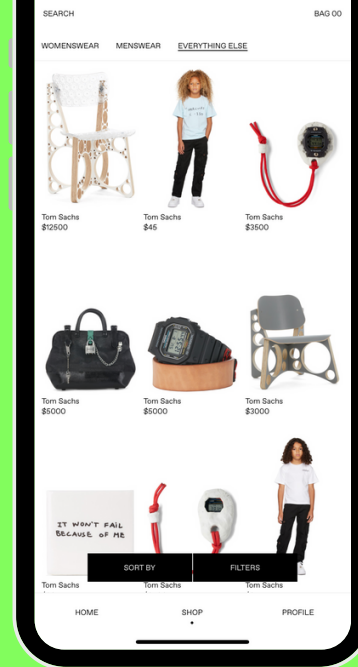
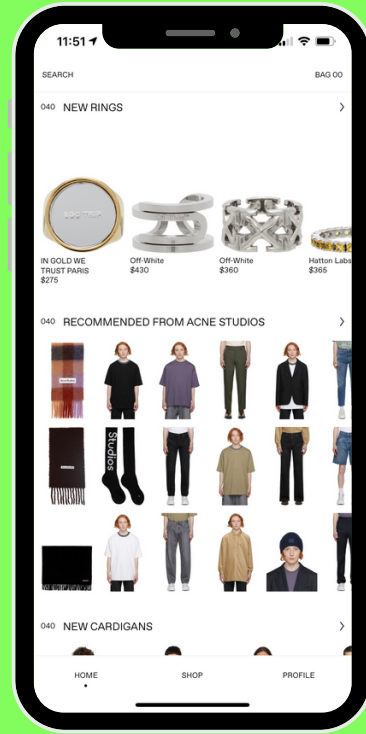
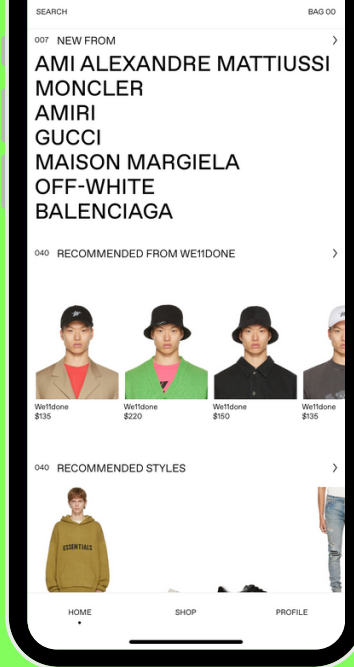
The app uses black and white as their main color scheme and I think it works well in identifying if the user wants to add a product to their cart or change the filter settings to find the right category they are looking for. Most buttons work to notify users about product drops.

RESPONSIVENESS

Responsive rate is strong, although I do think low-tech savvy users will have a hard time with the user face. It can be very fast pace, but also a lot of content to absorb and take in. The app is user friendly and interactive with videos, lots of imagery and notification buttons (as reminder product drops).

SSENSE

The SSENSE app makes mobile shopping easy with an infinite scroll of the latest in luxury products, hyper-personalized recommendations, intuitive search filters, seamless checkout, and many other new features.



TYPOGRAPHY

- Sans serif typography
- Easy to read hierarchy
- I like the organization of type due to readability

COLORS

- White background with black text contrast
- Minimal design, lots of negative space

LAYOUT

- Layout is modern-minimalistic
- I don't think non-tech savvy users will have an easy time navigating

IMAGERY

- Brightly colored images in contrast to the negative white space
- Clear and easily depicted

INFORMATION ARCHITECTURE

Easy to navigate and be able to click on buttons and links to my liking. The tabs are kept in place and organized. I can easily find my desired preferences without getting lost.

TEXT LEGIBILITY

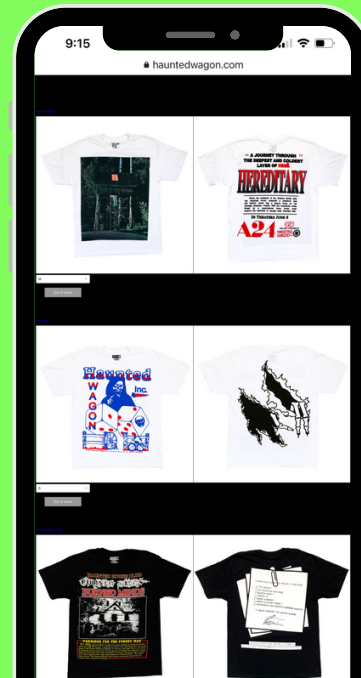
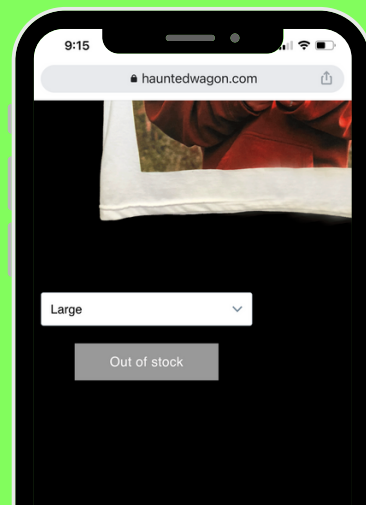
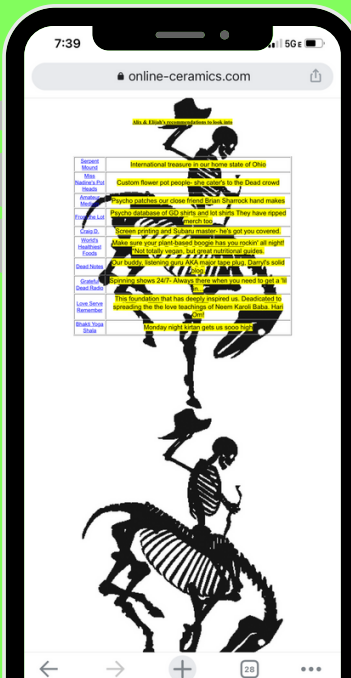
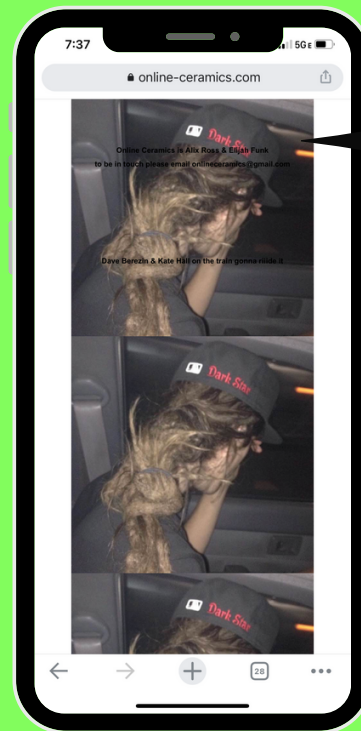
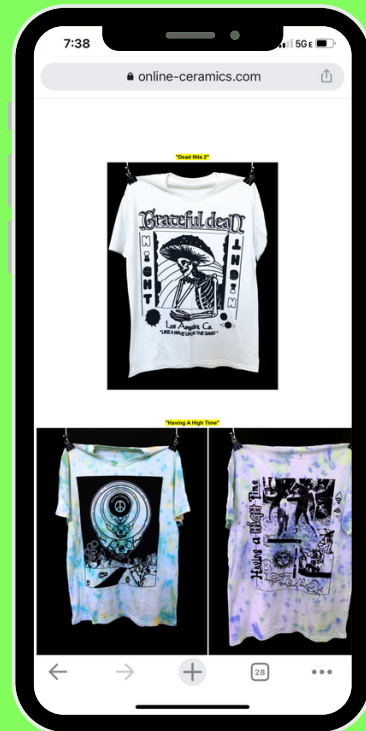
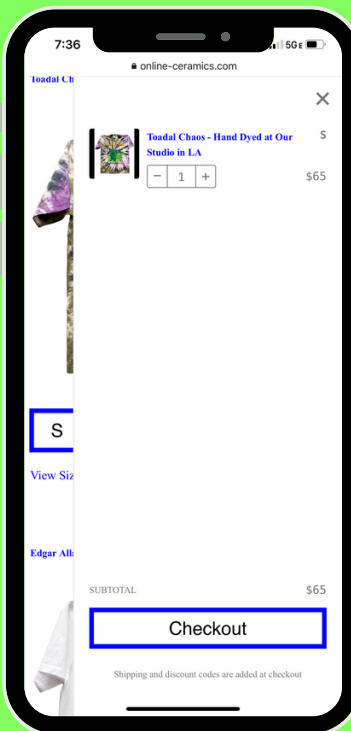
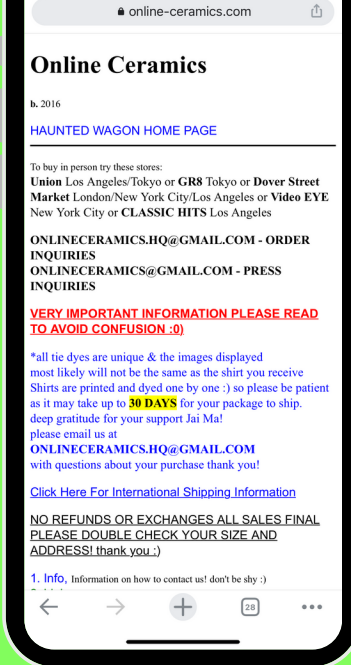
Strong hierarchy between headings and body text. Soft and easy to read, there is no crazy typeface. It goes with the company's aesthetic of clean. It can be a bit text heavy, but there is also nothing wrong with that.

BUTTONS & FORMS

The app uses a lot of black and white as their main color scheme. It is clear and easy to spot the buttons, as sometimes they can overlap but it is still readable.

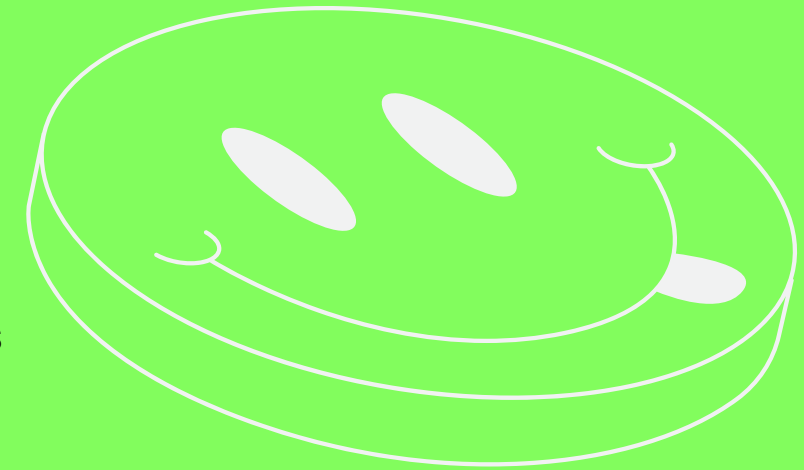
RESPONSIVENESS

Responsive rate is strong, users who are low-tech savvy will have a hard time with the interface. The app follows a minimalistic design, as tabs can be very fluid and can confuse the user. It is made for the modern day user.



ONLINE CERAMICS

Online Ceramics is a clothing company founded in Los Angeles, California in 2016 by Alix Ross and Elijah Funk. Many of their designs are tie-dyed by hand, and feature images and sayings associated with the musical act the Grateful Dead.



TYPOGRAPHY

- Serif typeface
- Text heavy
- Uses bright colors of red, blue, yellow

COLORS

- White background with high contrast on the product images
- Main colors are white, black, red, blue, and yellow

LAYOUT

- Organized vertical layout
- Spacing of products are nicely done
- Easy to get to my cart without scrolling so much

IMAGERY

- Brightly product images
- Great sizing, easy to look at

INFORMATION ARCHITECTURE

No main menu. A cart icon appears only when you have an item in your bag. Lots of scrolling if you want to make your way back to the top. Lack of easy accessibility to specifics and desired product or category.

TEXT LEGIBILITY

Text heavy, and small line spacing. Text is part of the company's aesthetic but is hard to read due to lack of space.

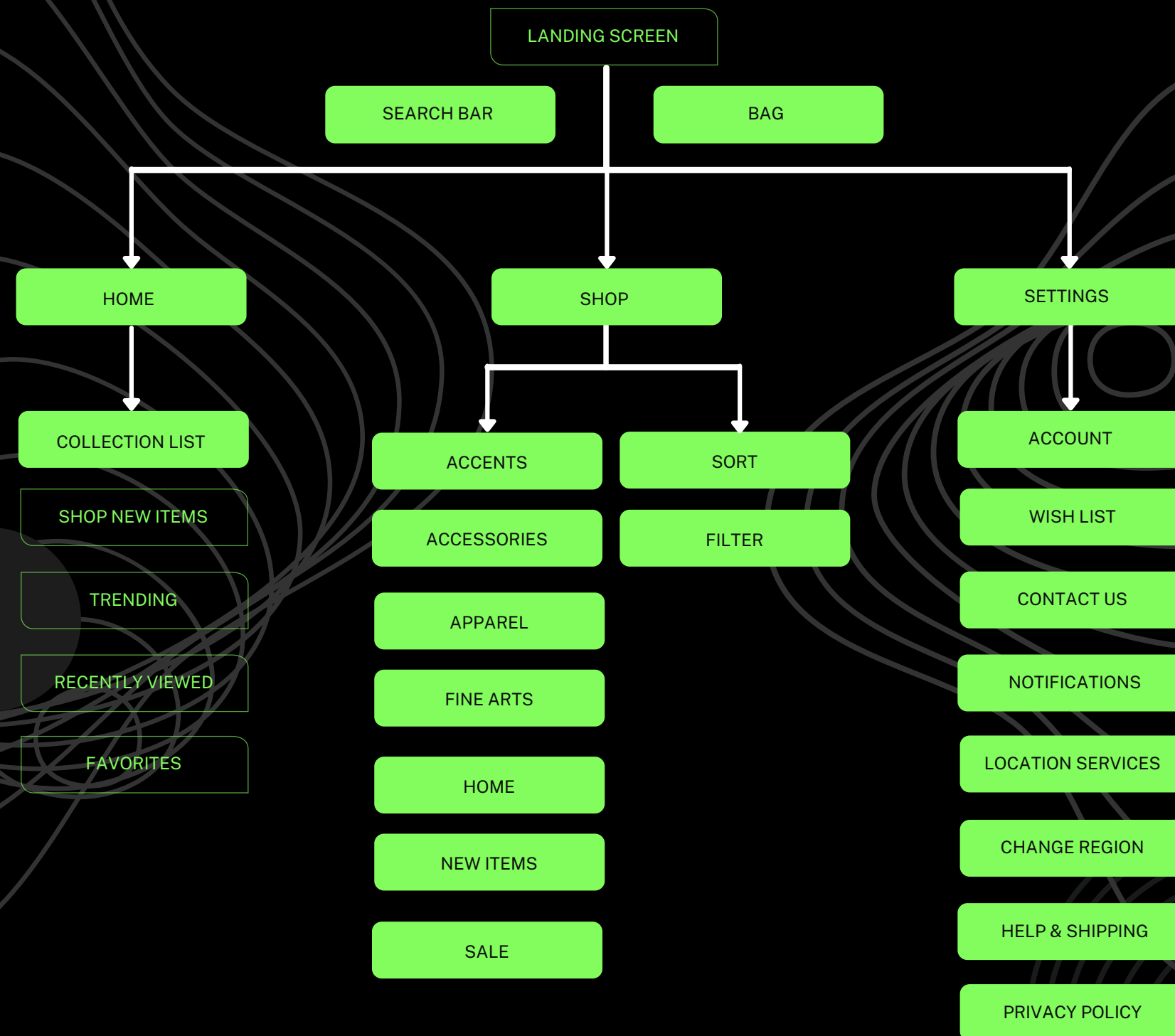
BUTTONS & FORMS

Colors help in this matter as users can tell if a product is sold out of size based on the differentiation of color. Buttons are underline links within the body text to inform readers.

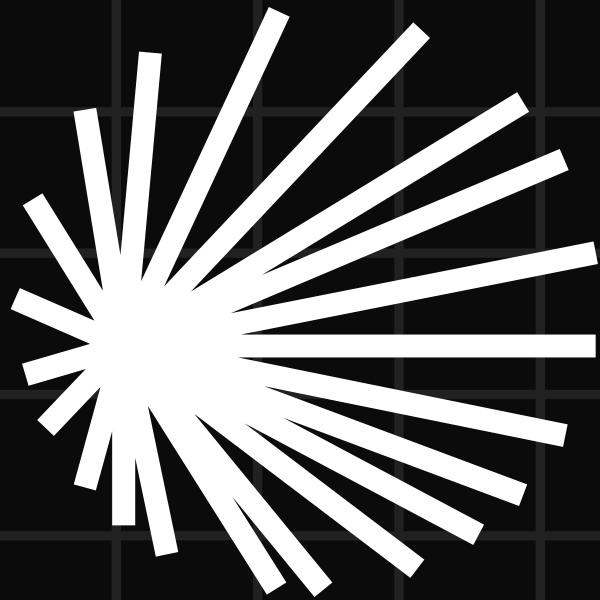
RESPONSIVENESS

Responsive rate difficult. Hard to access anything since there is no menu tab. Lack to organization of collection pieces as it seems to be scattered, but you can tell of the most recent drop that is placed at the top of the page. Very hard for non-tech savvy users.

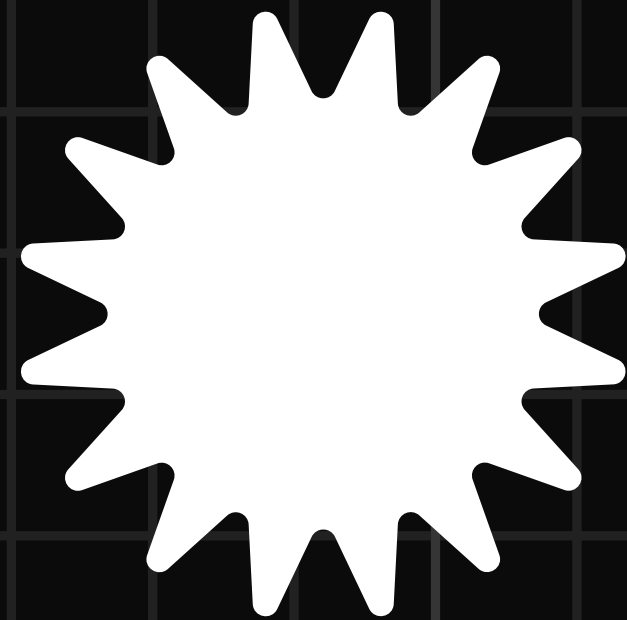
INFORMATION ARCHITECTURE



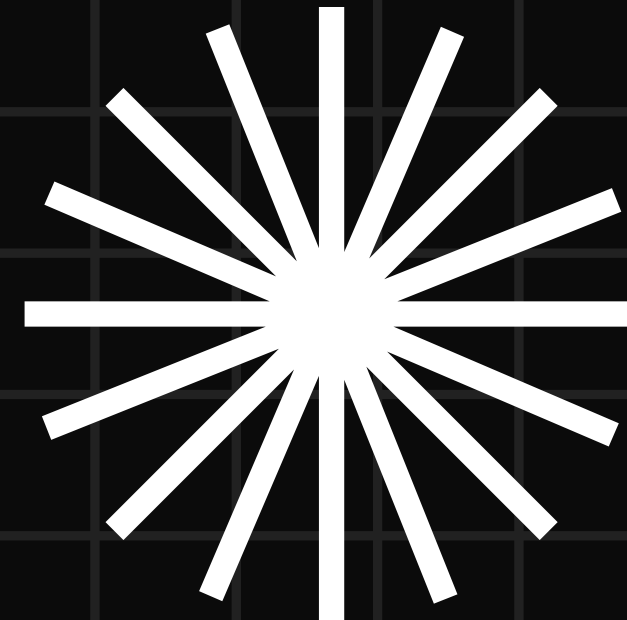
USER FLOW



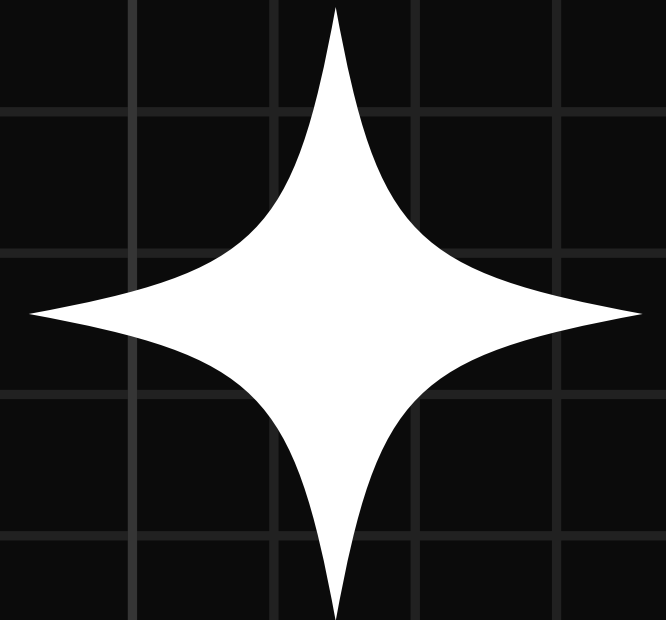
USER WANTS TO SHOP



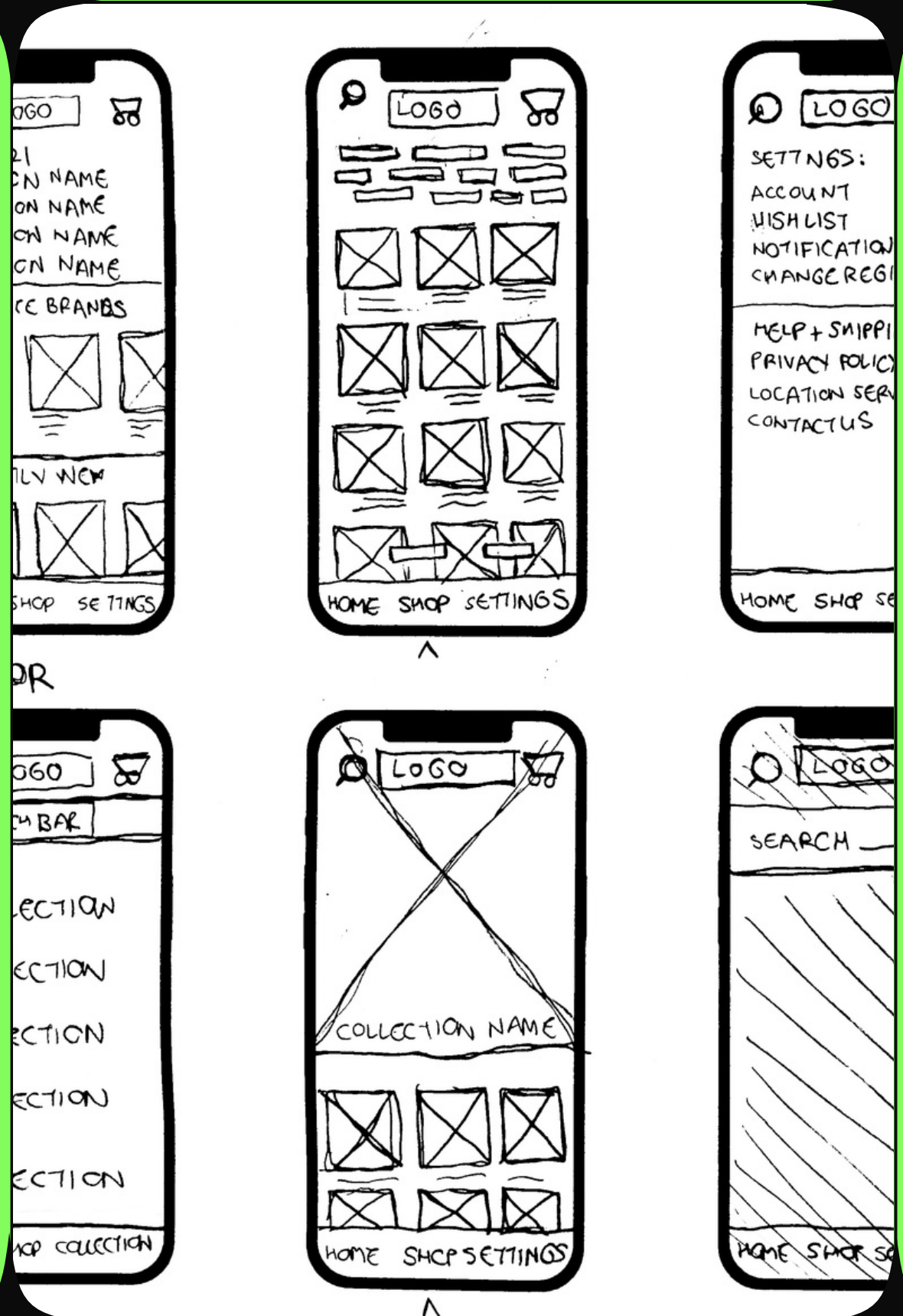
USER CAN USE APP TO STORE
INFORMATION INSTEAD OF ALWAYS
GOING TO THE WEB BROWSER



USER WANTS RECENT ITEMS
POP UP FIRST INSTEAD OF
CLICKING ON EXTRA PAGES



USER PAYS FASTER ON
APPLICATION BECAUSE
PAYMENT AND SHIPPING
ADDRESS HAS ALREADY
BEEN SAVED



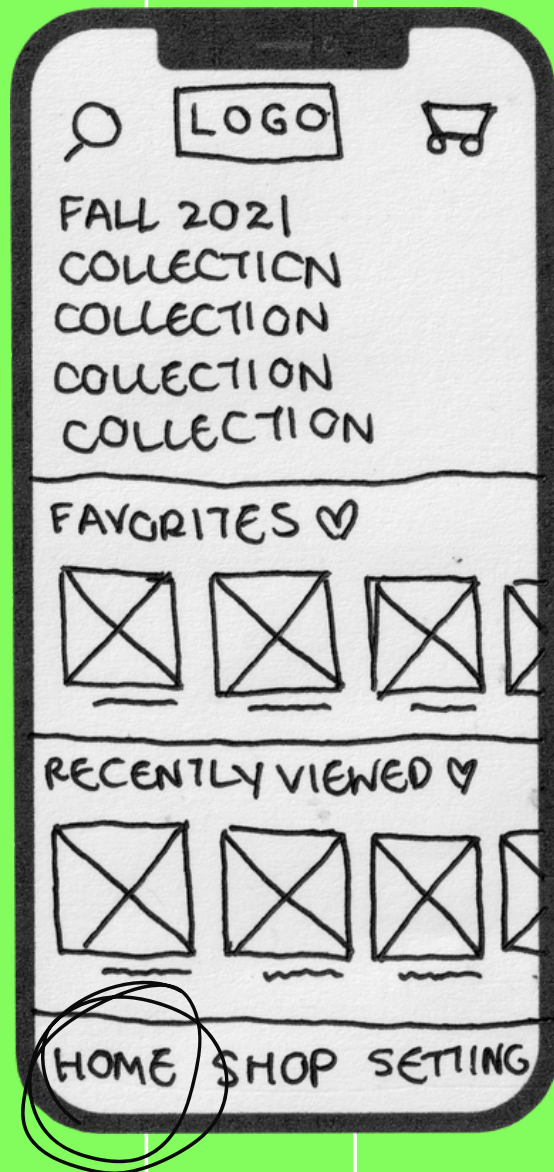
PROTOTYPE SKETCHES

Review targeted audience, user, and customers

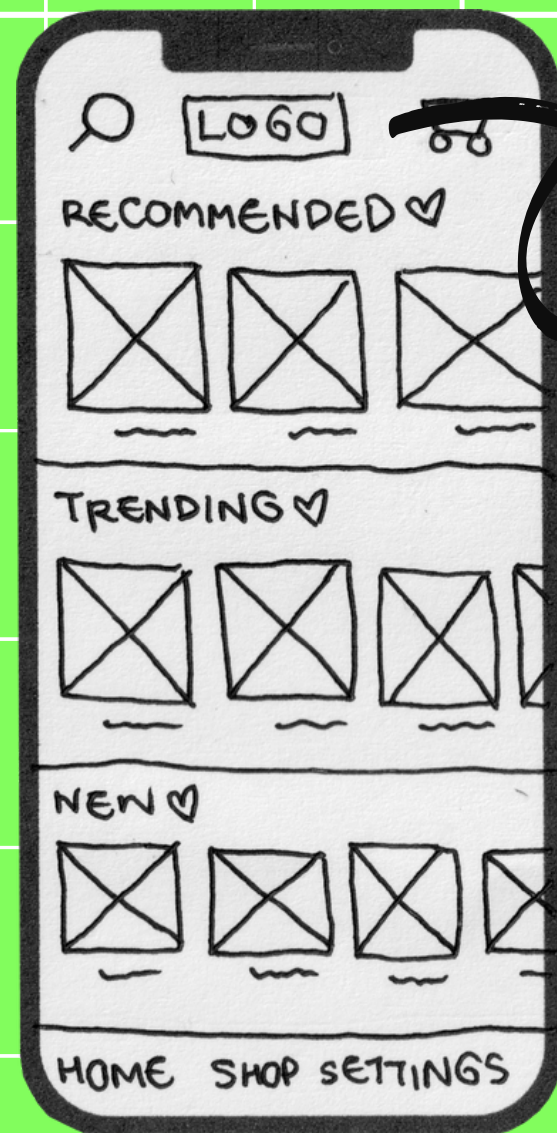
Prototypes used for user testing, tasks and questionnaire, and the documentation of the process

PROTOTYPES ✨

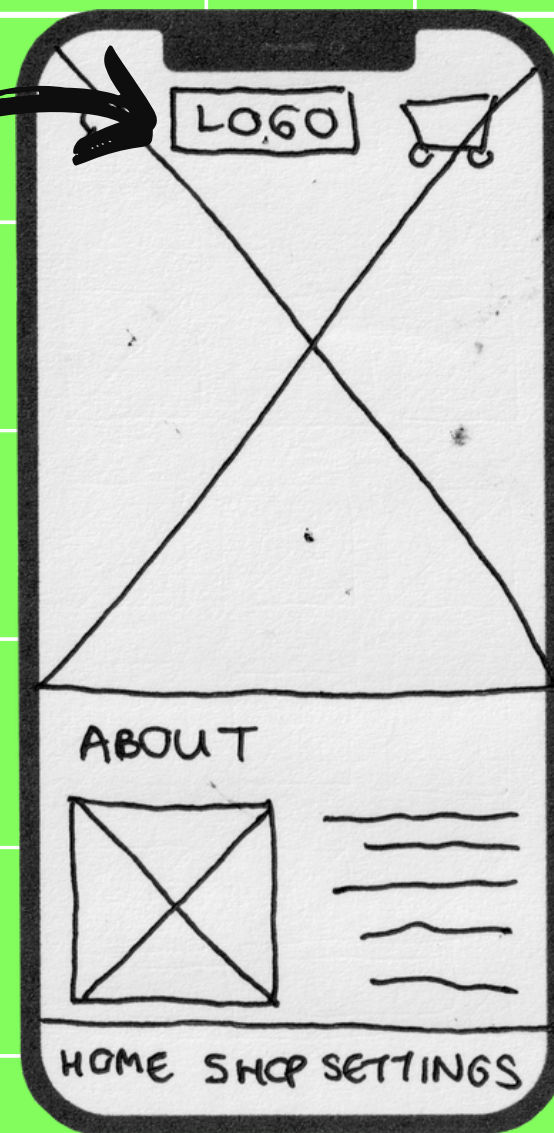
LANDING PAGE



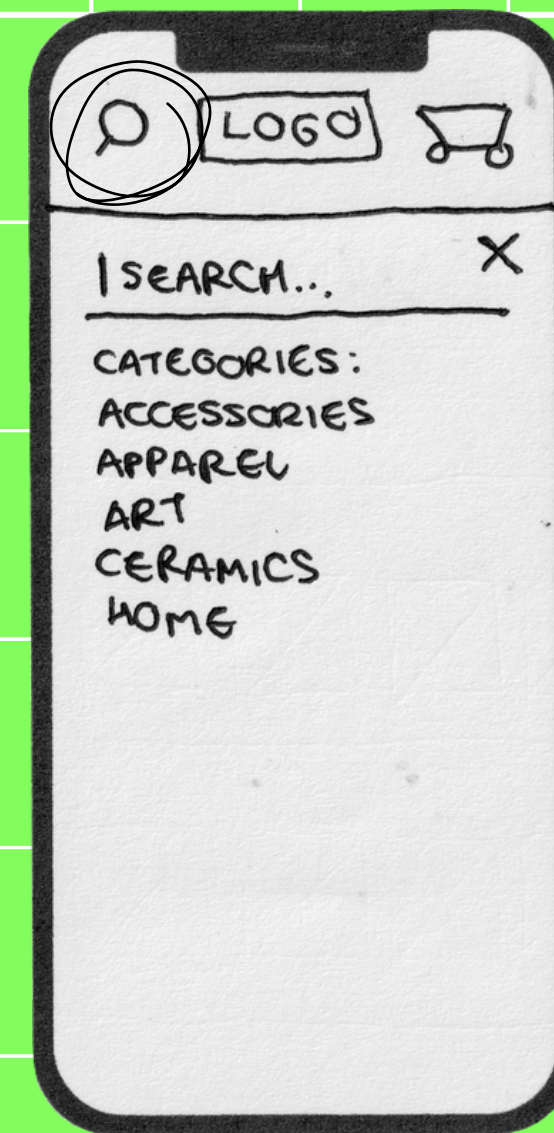
LANDING PAGE / PORTION 2



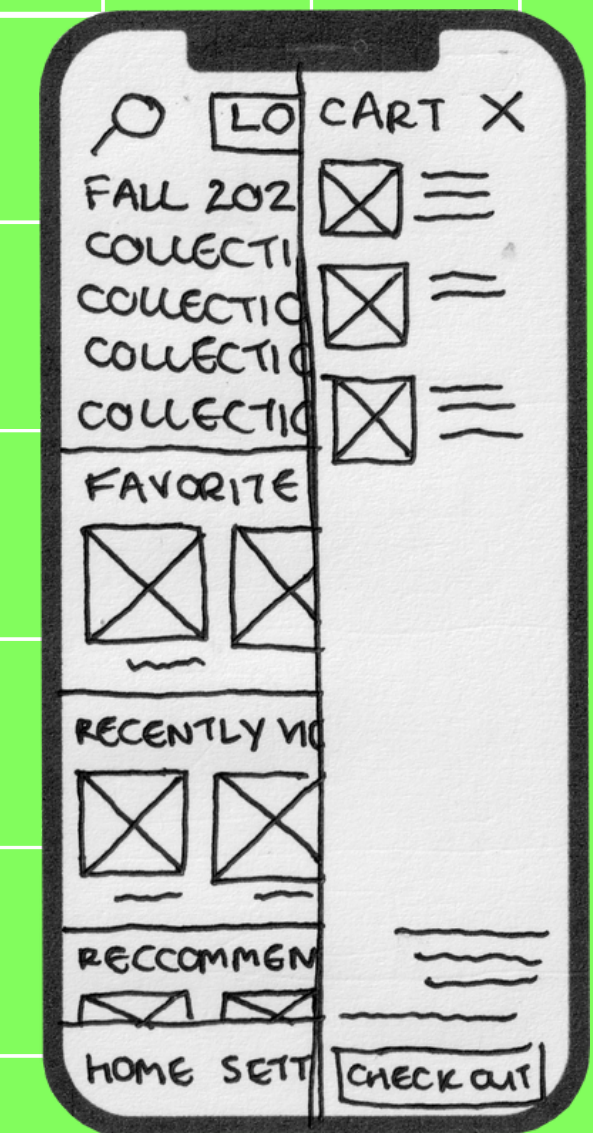
ABOUT PAGE



SEARCH FEATURE - POP UP

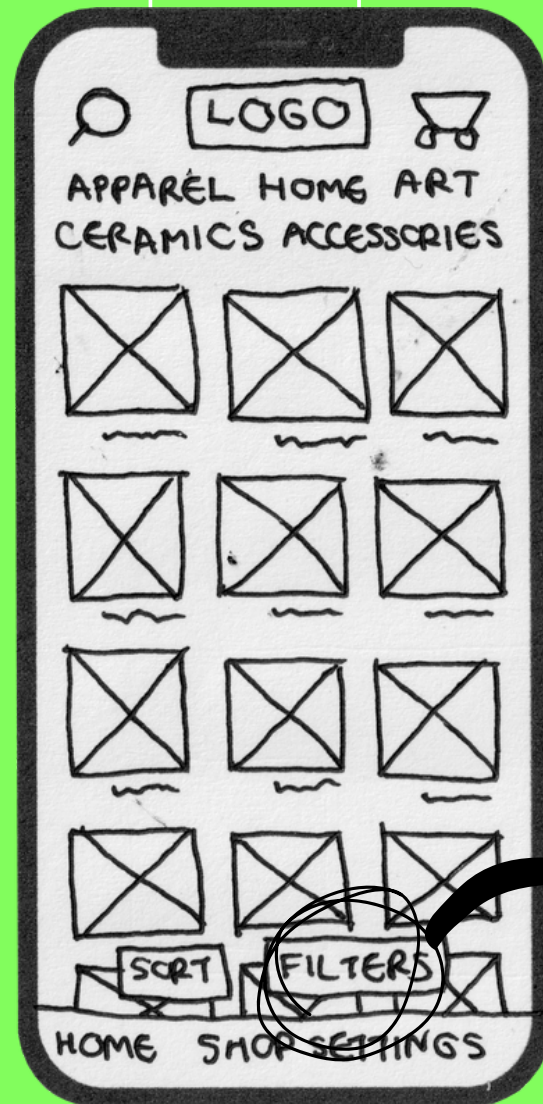


BAG/CART FEATURE - POP UP

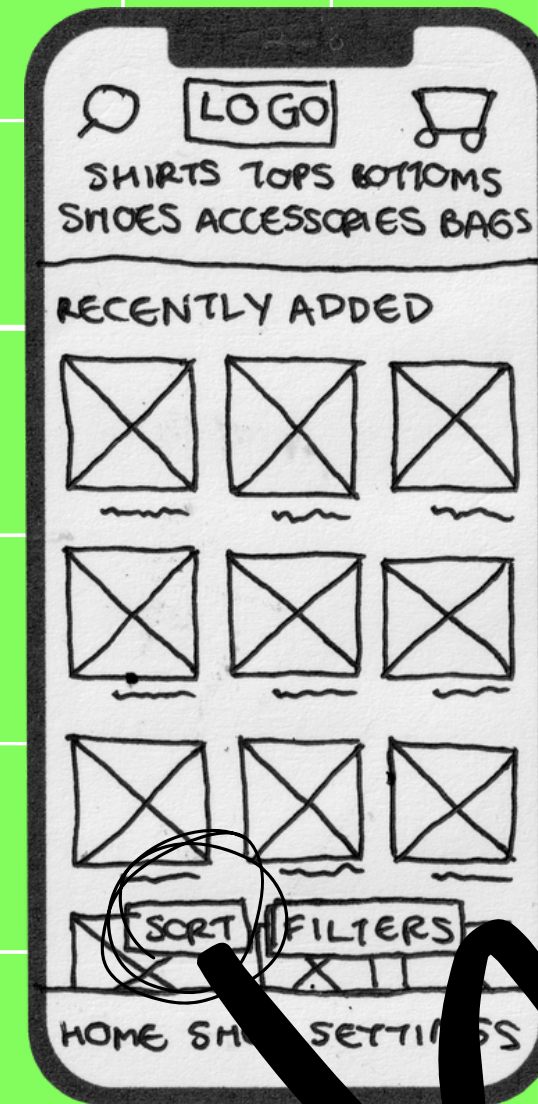


PROTOTYPES ✨

LANDING PAGE



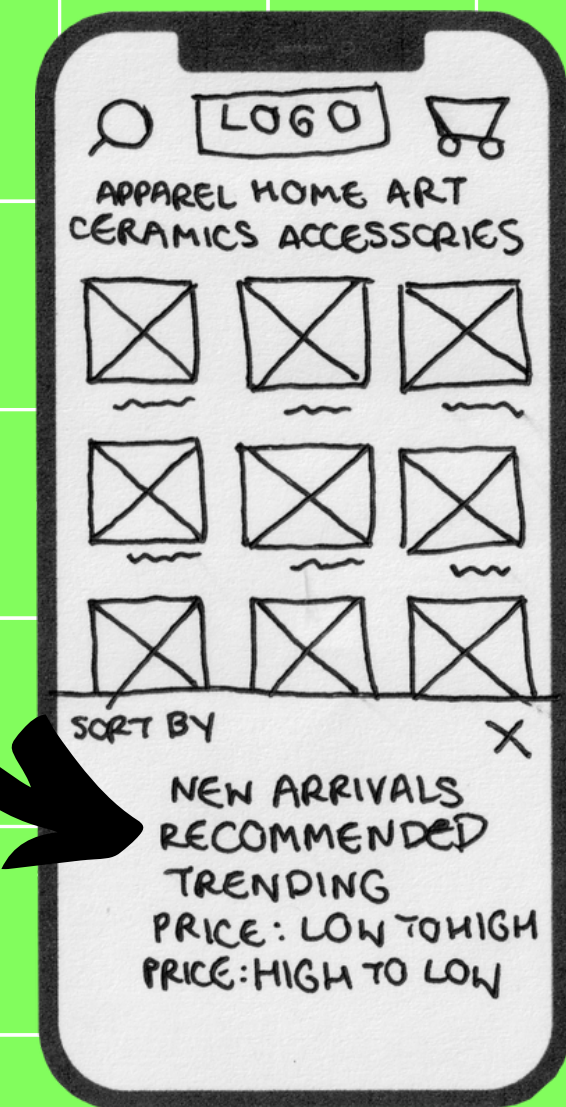
LANDING PAGE



FILTERS POP UP

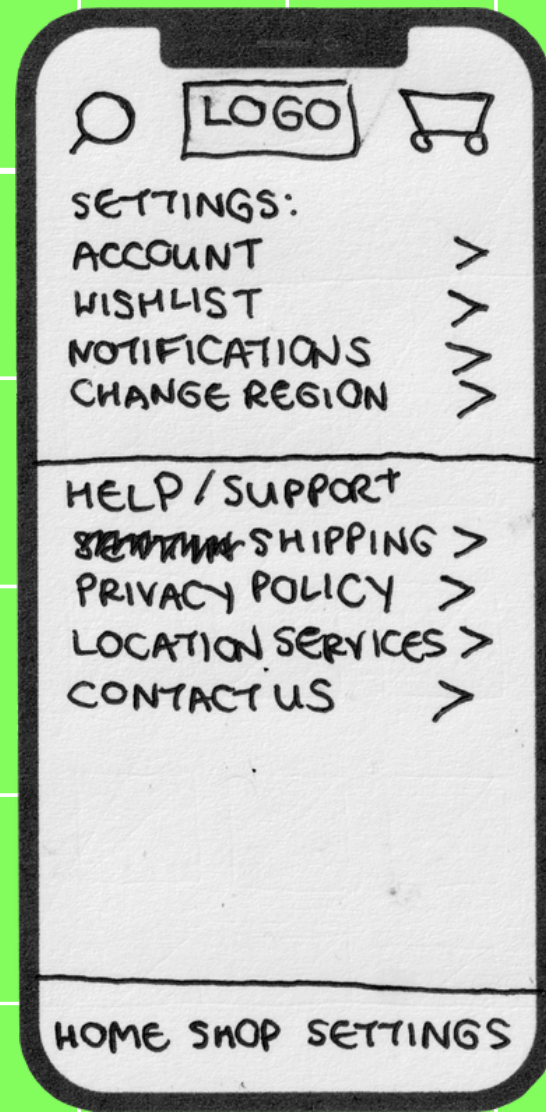


SORT BY POP UP

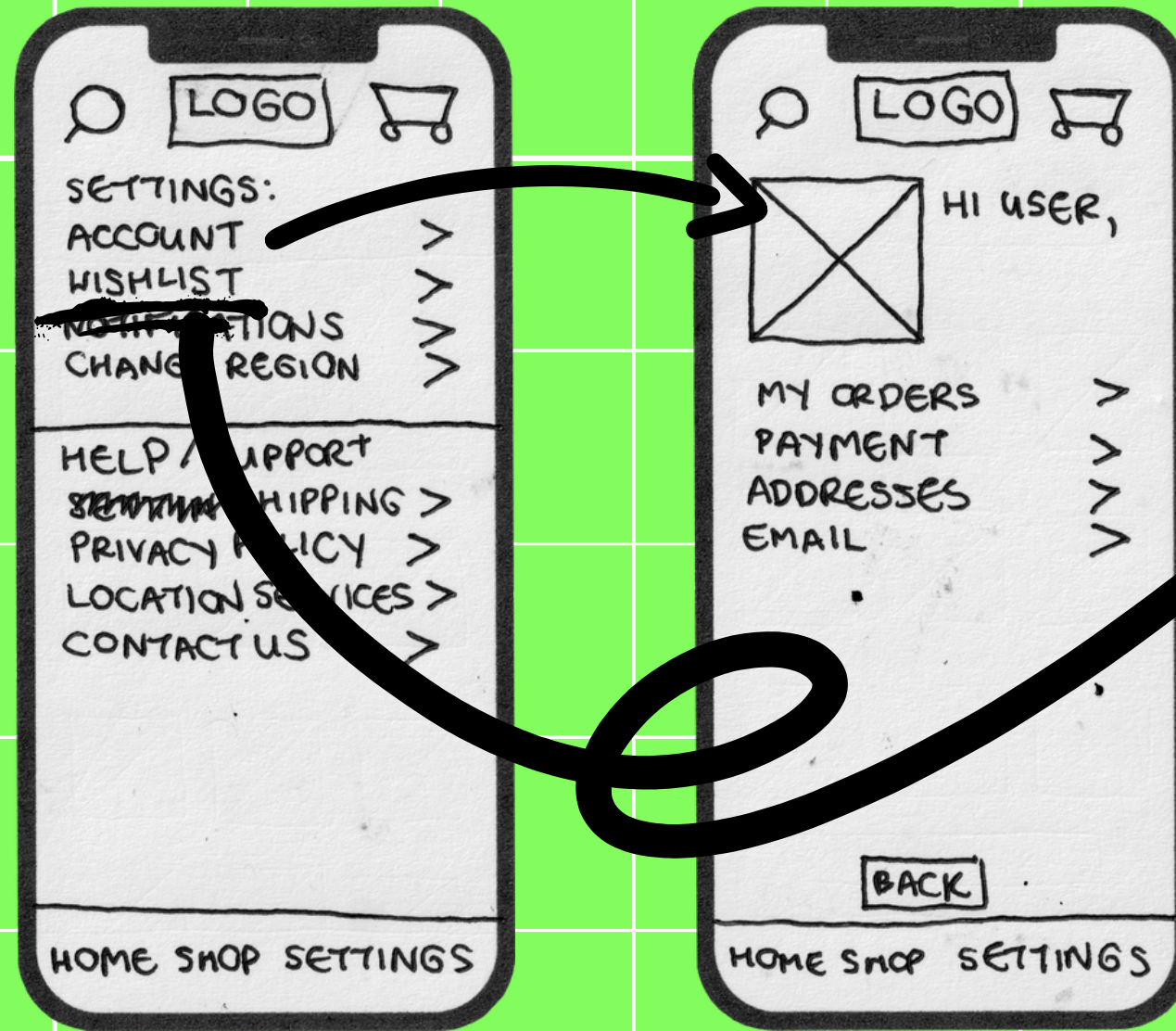


PROTOTYPES ✨

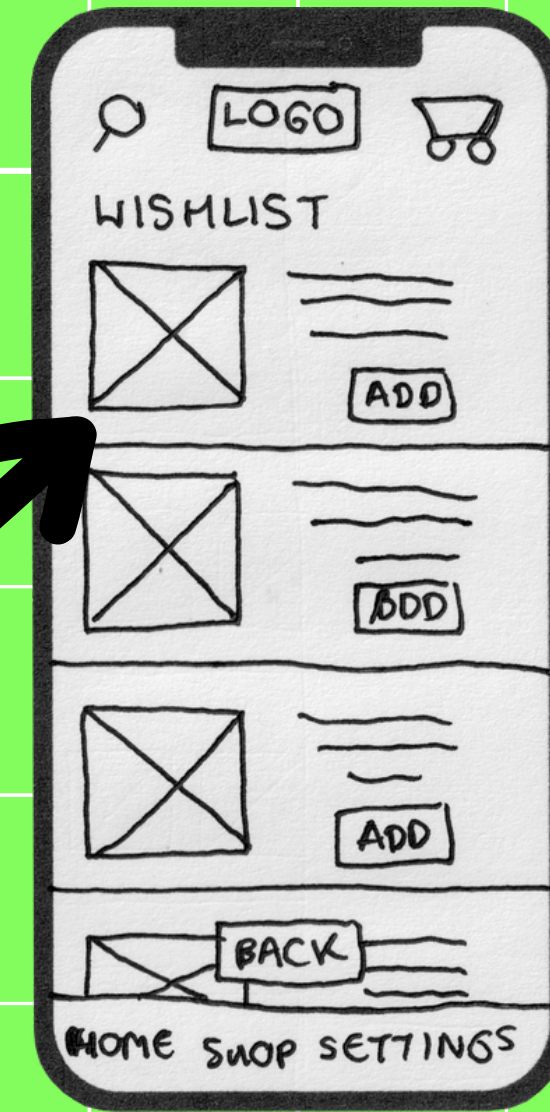
SETTING PAGE

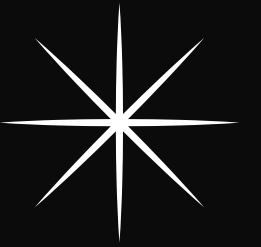


ACCOUNT PAGE

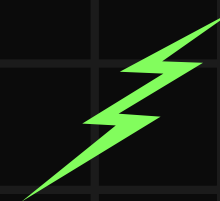


WISHLIST





USER TESTING & FEEDBACK



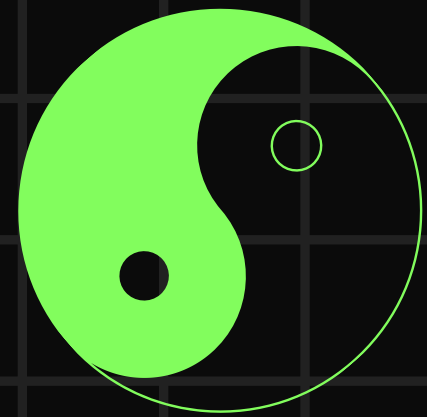
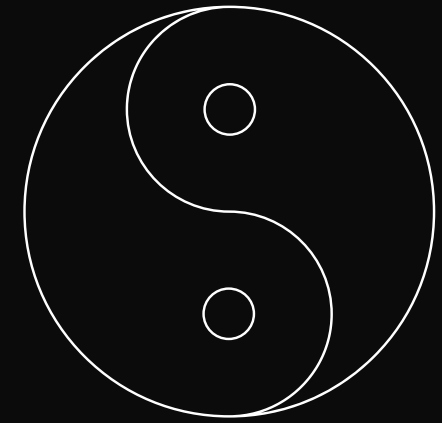
A series of user testing sessions for the design concepts that have been developed of the Mobile E-Commerce App Proposal

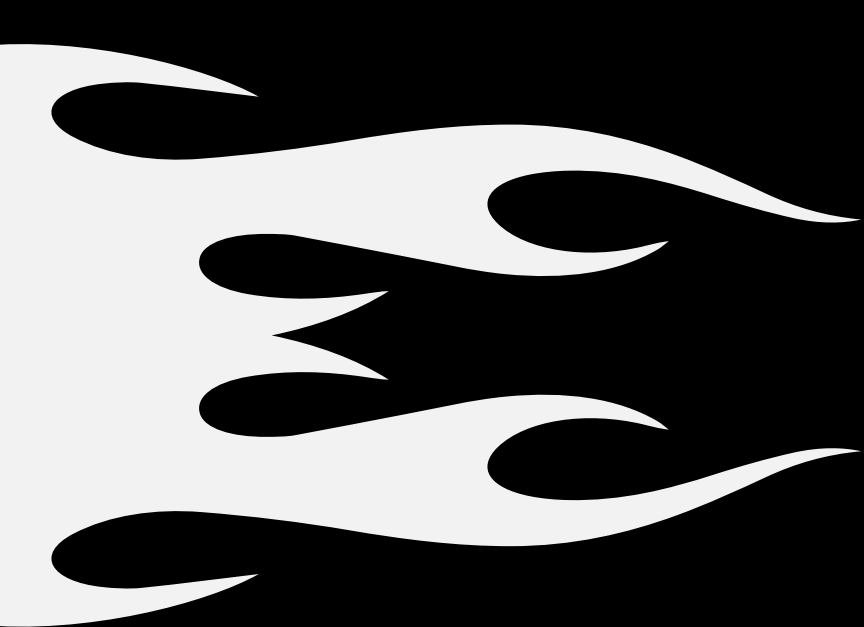


PROTOTYPE MODERATOR GUIDE



User instructed tasks and feedback:
highlights & negative points





TESTING SUBJECTS

Defining the target audience as precisely and specifically



HUNTER VIPHEAVINI

Age: 26
Occupation: Artist
Location: Los Angeles, CA
Lifestyle: Experimental Design



PRAE THOMPSON

Age: 22
Occupation: Student / Graphic designer
Location: London, England
Lifestyle: Athletic



TANNER GEERTSEN

Age: 31
Occupation: Architect
Location: San Francisco, CA
Lifestyle: Coffee and cat lover



JENNY AN

Age: 28
Occupation: Fashion translator
Location: Seoul, South Korea
Lifestyle: Makeup and skincare

INTRODUCTION

Fresh perspectives help in problem solving, decision making, and productivity.

Hi, _____.

My name is MAEGAN, and today I am going to help walk you through this session. I want to thank you for taking the time to do this prototype testing.

Before we begin, I'm going to give you a brief overview of the test and how it will work. This session is pretty straightforward — I'll be giving you a broad task to complete and then asking questions as we go along. Before we do all that, I'll be giving you a little bit of project context behind it, such as why you might be doing it and what you hope to achieve.

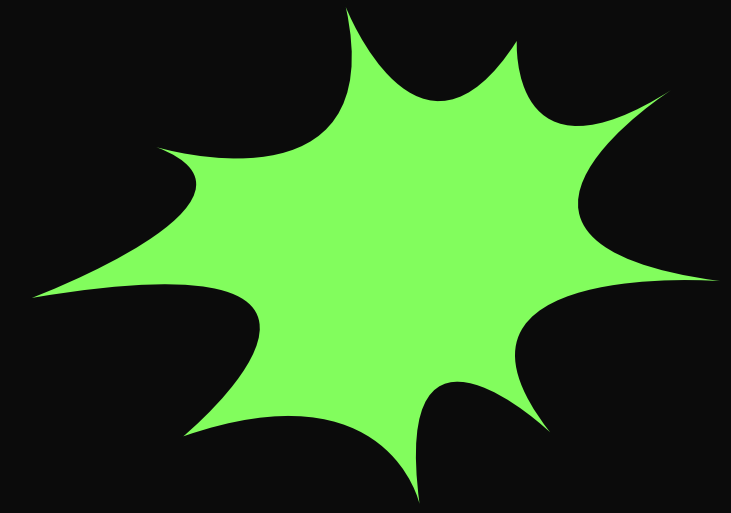
It's really important to know that we are only testing the application, not you. There are no right or wrong answers, and you can't do or say anything wrong here. However, I would like you to let me know at any time if there's something you like, dislike, or if you're confused, etc. I promise you won't hurt my feelings and this is the whole point of conducting this test. Also, I'd like you to "think aloud" as much as possible. By that, I mean that I'd like you to speak your thoughts as often as you can. For example, saying something like "this caught my eye so I'm going to see what it is" would be very useful. As we go along, I'm going to ask you to think out loud, to tell me what's going through your mind. This will help us understand what you think about certain aspects of the design.

We are testing a e-shop lifestyle app design that we're working on, and to see what it's like for actual people to use it. Again, I want to make it clear right away that we're testing the application, not you. You can't do anything wrong here. In fact, this is probably the one place today where you don't have to worry about making mistakes. We want to hear exactly what you think, we want to improve it, so we need to know honestly what you think. If you have questions, just ask. I may not be able to answer them right away, but we are interested in how people work our application when they don't have someone sitting next to them, but I will try to answer as many questions you still have when we're done.

Do you have any questions before we begin?
Let's begin!



BACKGROUND QUESTIONNAIRE



Getting to know our participants

- What's your occupation?
- How old are you?
- Where are you currently located?
- Where do you go on a daily basis? (before COVID)
- On a typical day, for instance, tell me what you do, at work and at home. How do you spend that time?
- Do you think you are well informed about or proficient in the use of modern technology? Such as using applications on your phone?
 - What are your top favorite 3 applications you would use everyday? Why?
- How many hours a week would you say you spend using the Internet, including email?
- Are you comfortable with paying things online? Or in person?

How knowledgeable are they with today's fashion and lifestyle?

- How often do you shop for leisure?
 - If often (yes), what is your preferable type of shopping?
 - Why is that your favorite over the others?
 - What are your best experiences? What is your worst?
 - If not often (no), why not?
- What would you say is your favorite style?
 - Do you like today's trends?
 - If not, why not?
- How do you feel about adapting an application on your phone to shop goods and merchandise?
- Would it encourage you to go to the physical store more if it shopping was accessible to you easier?
 - If yes, what would be some ideas?
 - If no, how would you make it?
- What is the most successful point in online shopping in your opinion? What do you expect?
- What is your ideal way/mode of shopping for products?

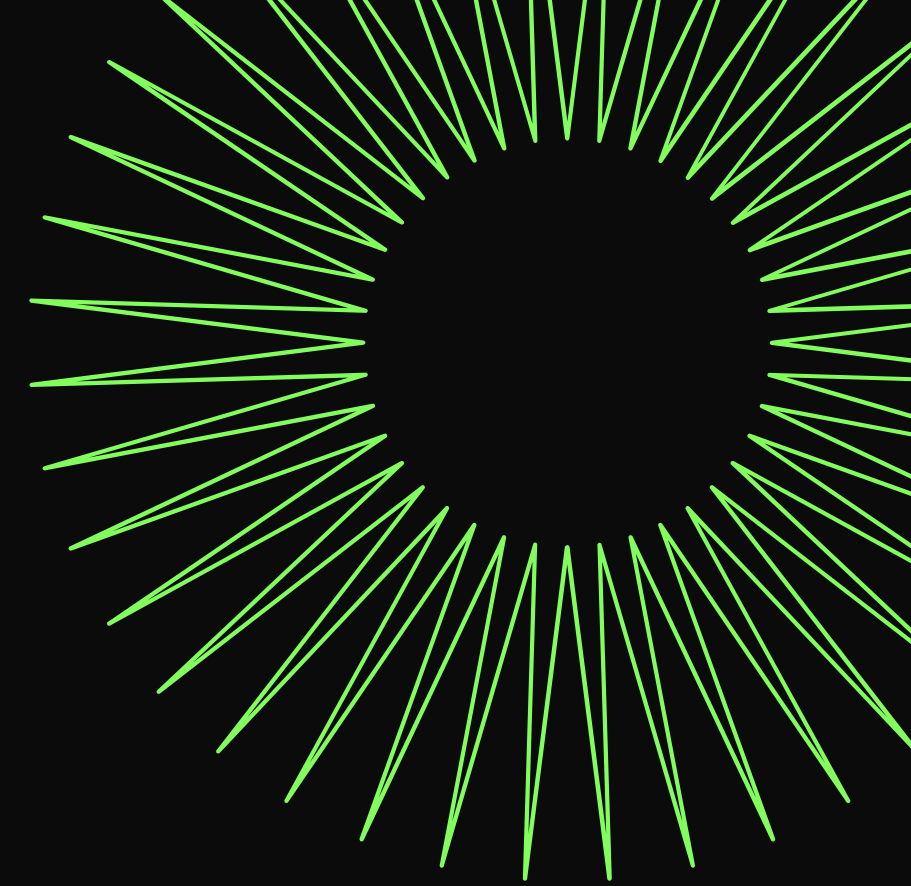
Preview the Application

- OK, great. We're done with the questions, and we can start looking at things.
- Before we look at the prototype, I want to introduce you to our prototype app. This is the app we are going to enhance and improve, is to encourage customers to shop on our app as there is no current physical store for the brand. We are thinking of how the user will pave it's way to their final destination and have an easy success rate in navigating the app.

****Show participant prototype app, briefly****

- What are your first impressions of this app?
- What would you improve?
- Would you use this app to shop? Why or why not?
- Do you feel like you can trust this app? Is it liable?

REVIEWING THE PROTOTYPE



We want to test the interface to see how intuitive it is. Focus on placement of elements, potential interactions and features. What we're looking for: Are the features, buttons, interactions, functional flow on the screen useful and intuitive?

We are first going to start with you landing on our home page. Please feel free to speak what you think and what makes you press certain buttons.

****Let participant use prototype, allow them to speak their thought process****

Questions:

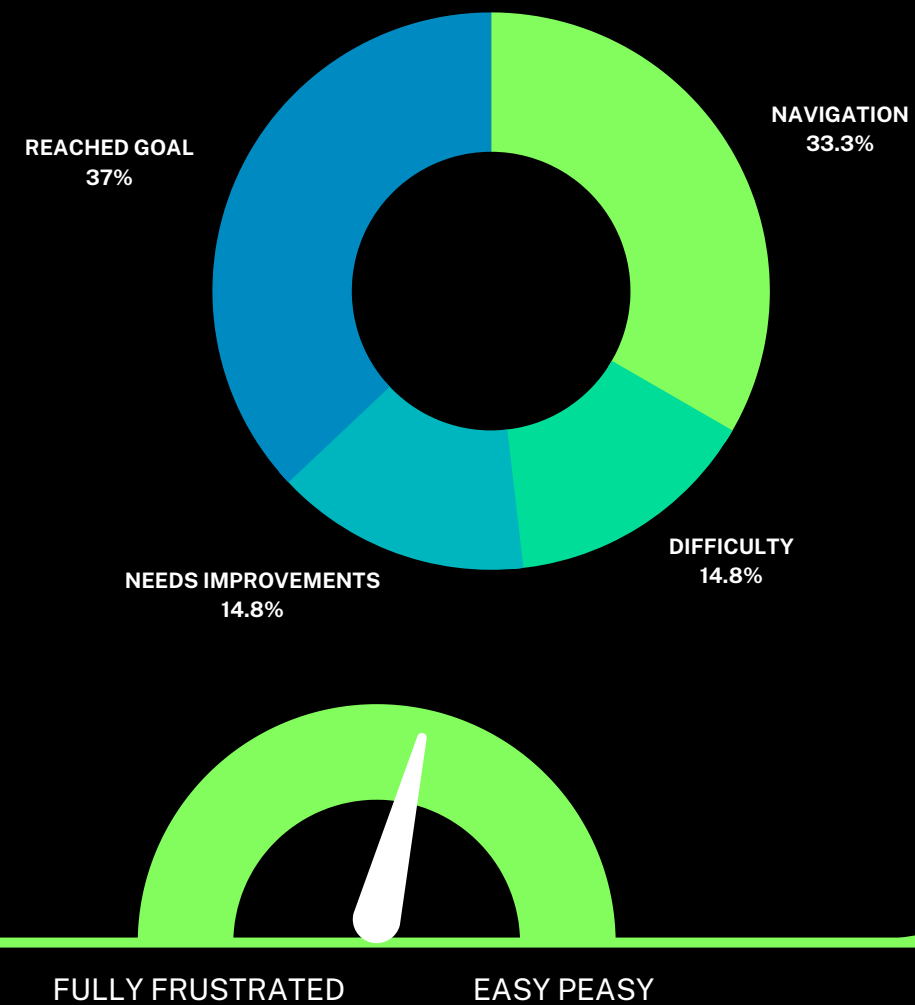
- How do you feel about reviewing your favorite items first thing?
- Do you feel comfortable with the amount of items? Is it over or underwhelming?
- Do you think it is important?
- How many items do you think is enough?
- How do you feel about the amount of information given to you
- Is it organized? Does it make you lost?
- What is causing your frustrations/pain points?
- Would you recommend this app to a friend?

- On this portion of the test, we go into more rewards and payment settings.

Have the participant navigate the prototype. Ask them to consider the elements of the page and ask for their verbal feedback every step of the way.

Things to think about

- How often do you pay with your phone (Apple Pay/Google Pay) instead of physical card/money?
- What are some rewards would you like to receive? (specifics like store credit, discounts, etc)
- What other benefits do you want to see? (payment plans, monthly, annual, etc)



FEEDBACK TESTING RESULTS

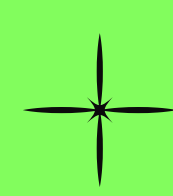
HIGHLIGHTS

- Easy, navigation - was able to locate and know where to go
- Participants like the easy access to search bar and bag/cart
- It was noted that the search bar is a success for users to achieve their goals faster
- Liked agreement on amount of products
- Home page is direct and easy to locate the user's preferred items

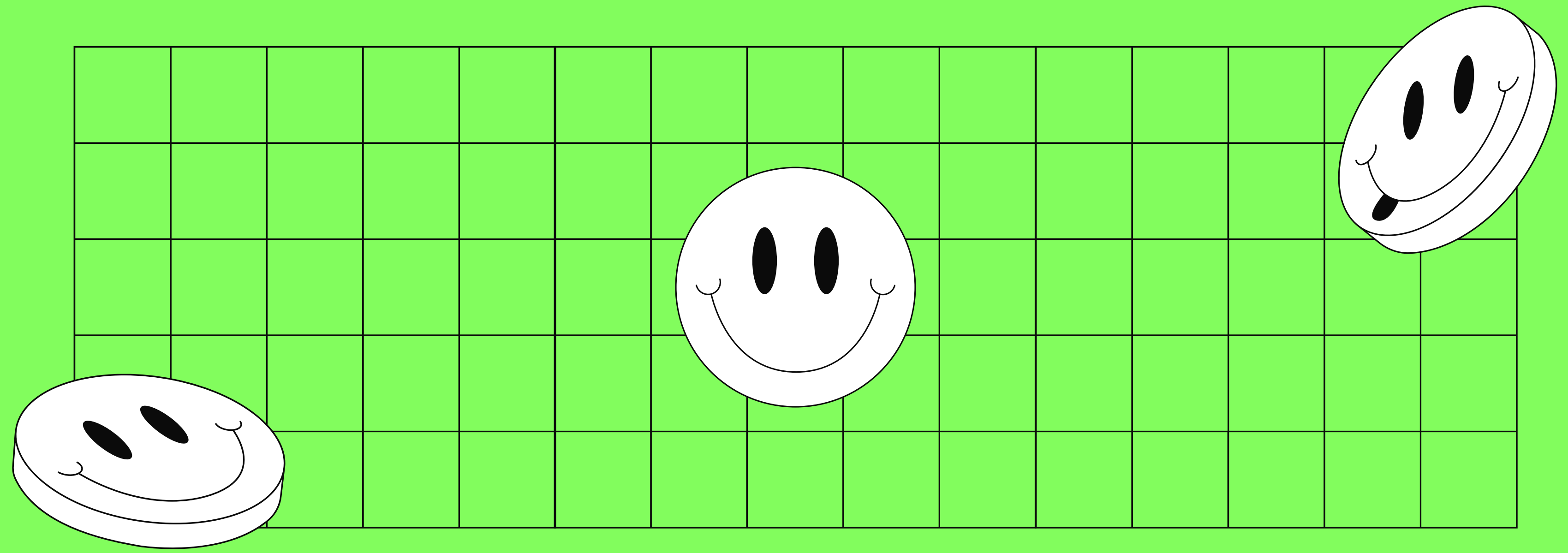
POINTS TO FIX

- Shop page can be hard to understand - need to be more clear
- Users question on where to view collections, it is not aware for them to know
- Did not like seeing the collection/season list on the filter button, should be more prominent and direct
- More back buttons would be nice
- Colors would enhance accessibility

VISUAL DESIGN SYSTEM



TYPOGRAPHIC TREATMENTS
COLOR PALETTES
HIGH FIDELITY MOCK UP



TYPOGRAPHY

FONTS USED

HEADING

Agrandir - Grand heavy

SUBHEADING

Argue - Regular

BODY

Agrandir - Wide

Agrandir Grand Heavy

ABCDEFGHI

JKLMNOPQR 1234567890

STUVWXYZ

abcdefghi

jklmnopqr

stuvwxyz

!@#\$%^&

***()_+ -= {}|[]**

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OPQRSTUVWXYZ

1234567890

abcdefghijklmn
opqrstuvwxyz

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Agrand Wide

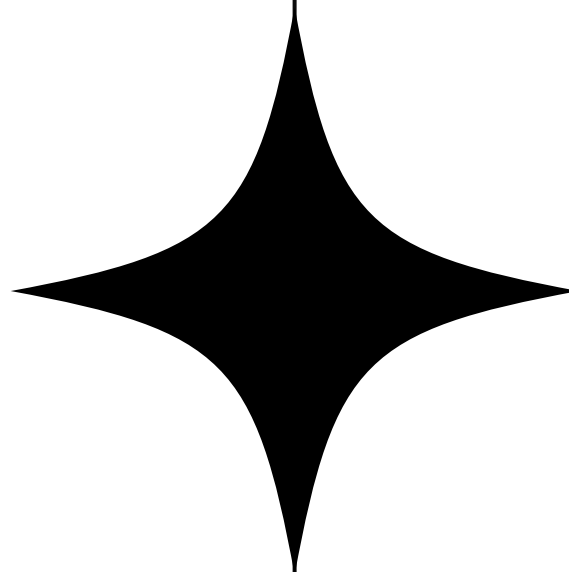
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
vwxyz

1234567890

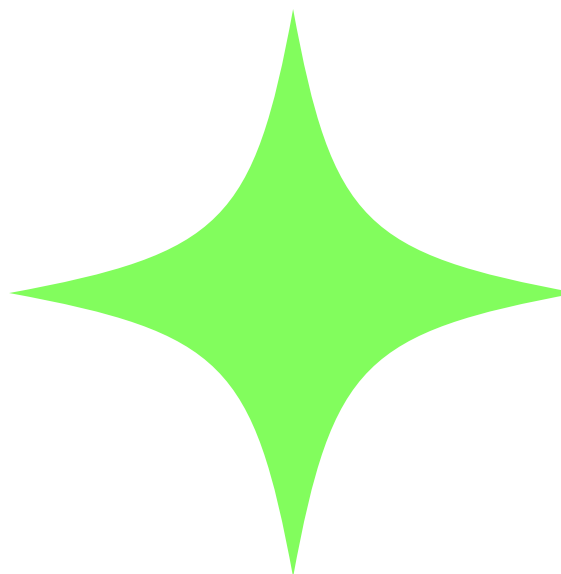
abcdefghijkl
mnopqrstu
vwxyz

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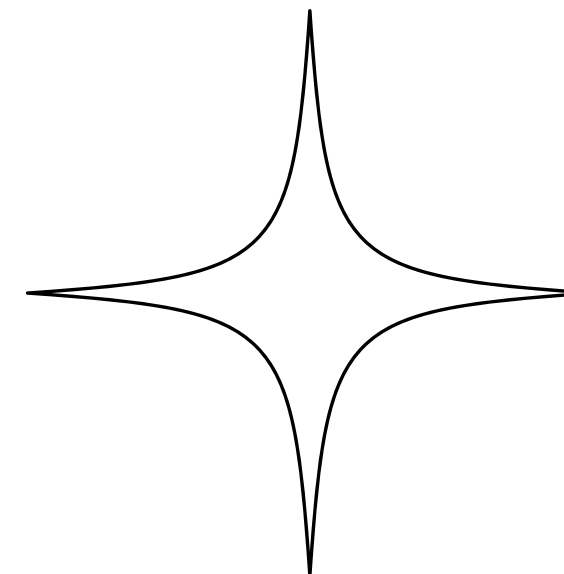
COLOR SCHEME



HEX
#000000
CYMK
C 0% M 0% Y 0% K 100%
RGB
R 0 G 0 B 0
HSL
H 0 S 0 L 0



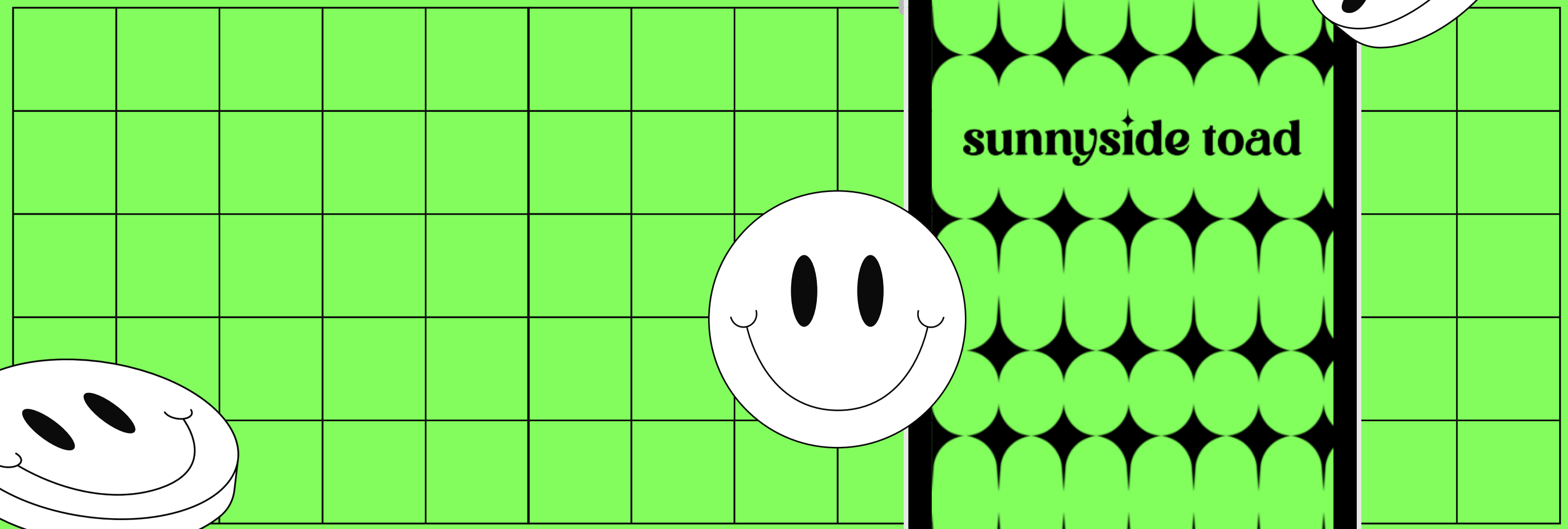
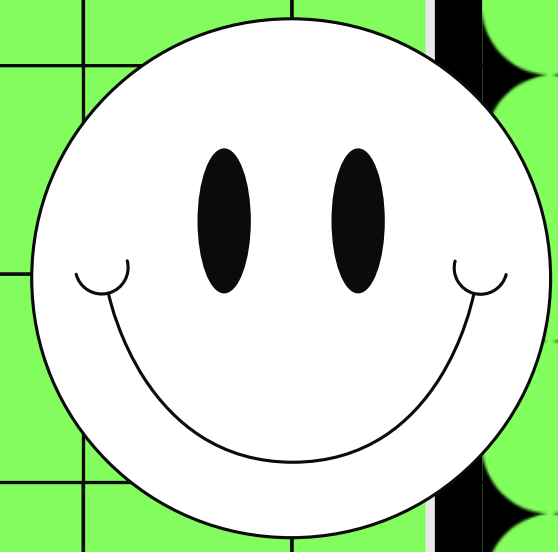
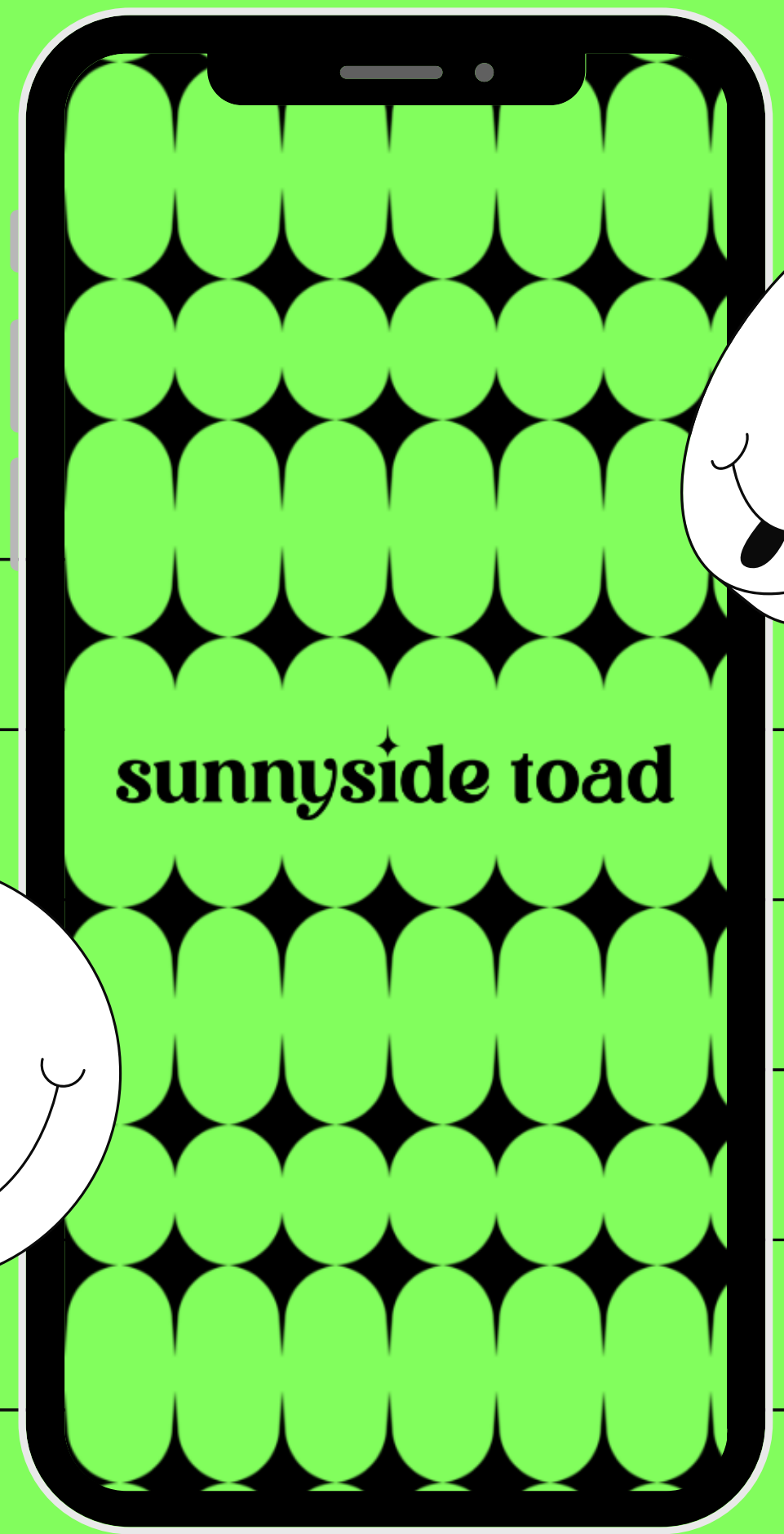
HEX
#000000
CYMK
48% M 0% Y 63% K 1%
RGB
R 130 G 253 B 93
HSL
H 106.13 S 0.98 L 0.6



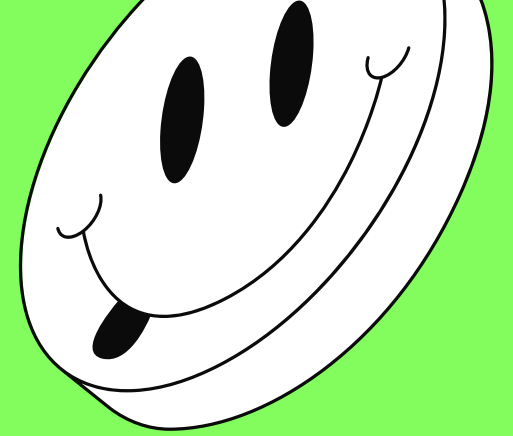
HEX
#FFFFFF
CYMK
C 0% M 0% Y 0% K 0%
RGB
R 255 G 255 B 255
HSL
H 0 S 0 L 1

HIGH FIDELITY MOCK UP

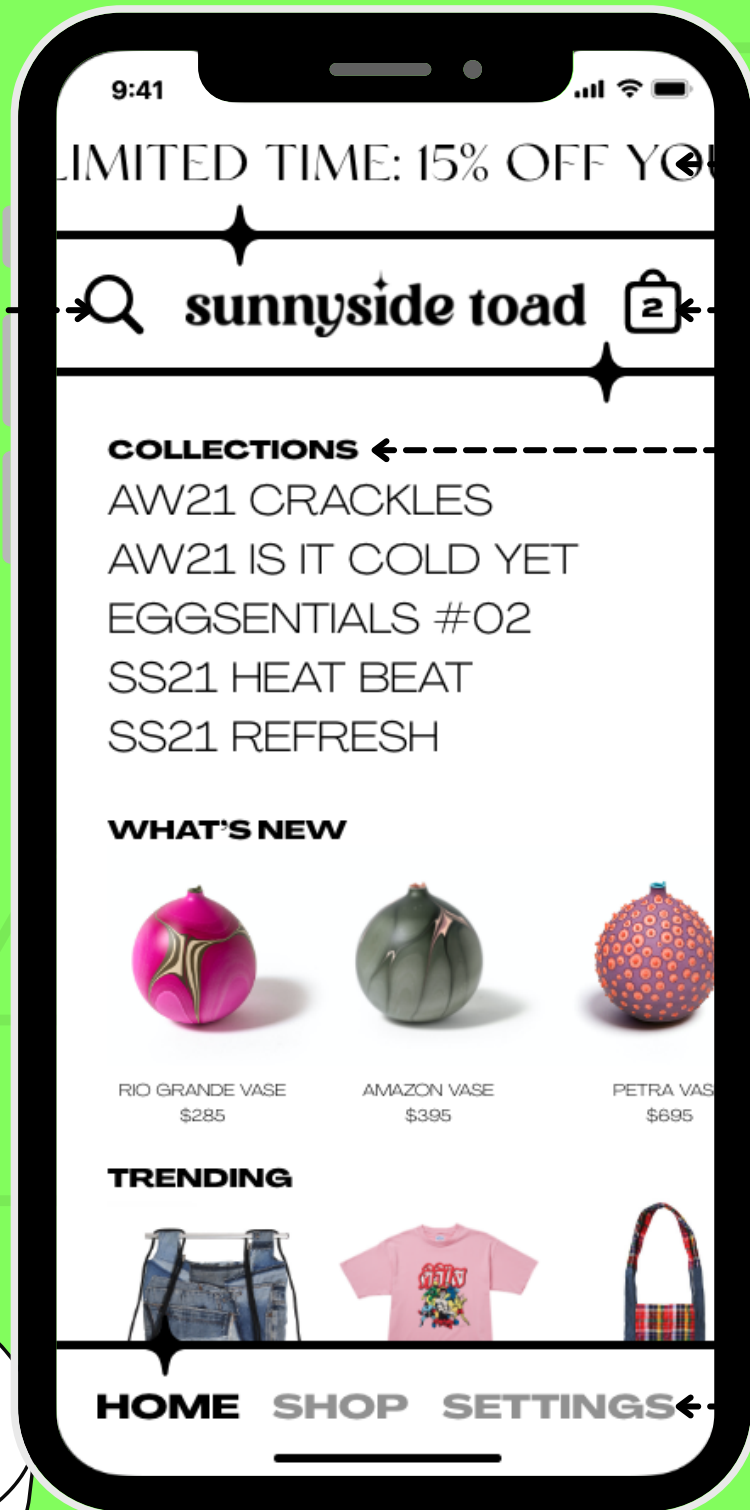
LOADING PAGE



HOME / LANDING



HOME PAGE (TOP)



SEARCH

LIMITED TIME: 15% OFF YOU

sun⁺nyside toad

COLLECTIONS ←

AW21 CRACKLES
AW21 IS IT COLD YET
EGGSENTIALS #02
SS21 HEAT BEAT
SS21 REFRESH

WHAT'S NEW



TRENDING



HOME SHOP SETTINGS

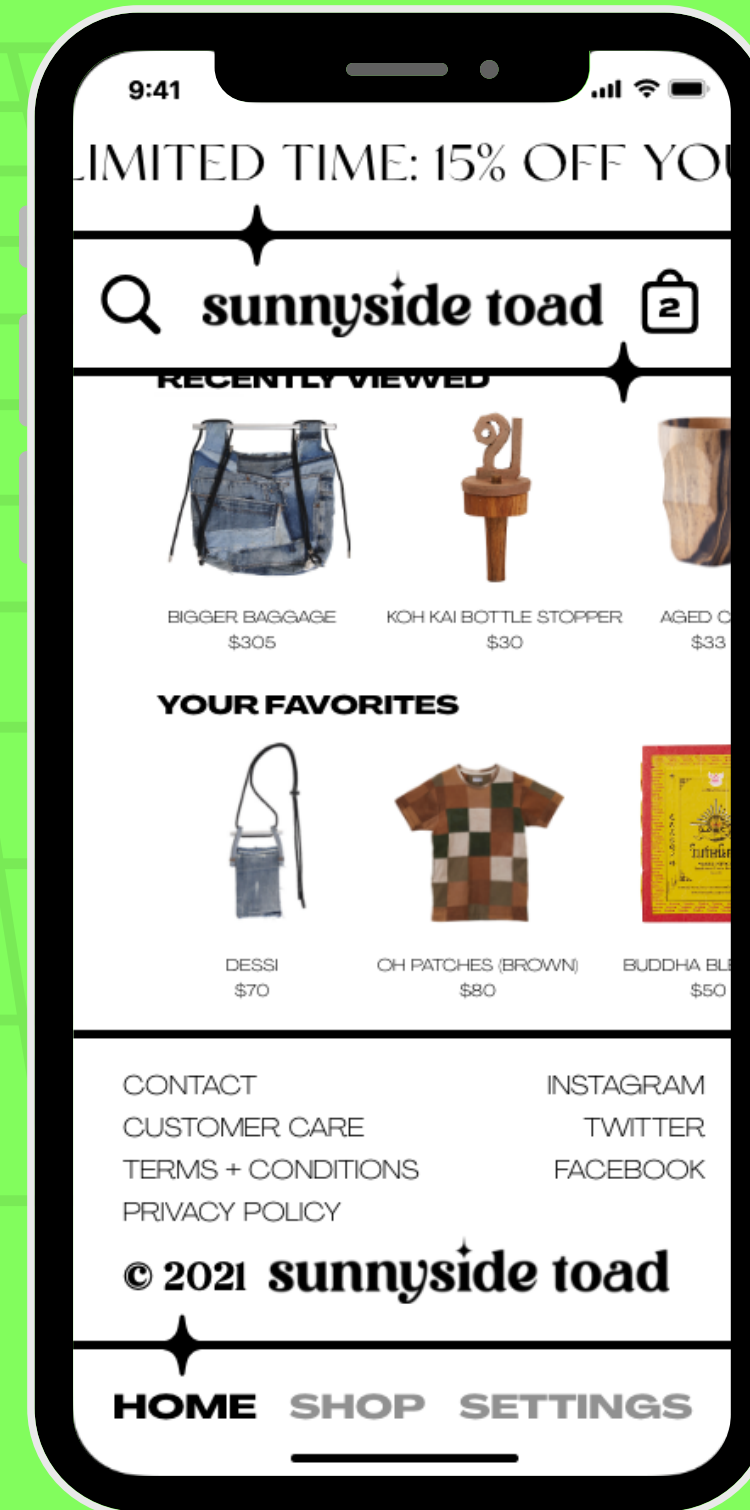
PROMOTIONAL HEADER

BAG / CART

QUICK NAVIGATION FOR COLLECTIONS

MAIN NAVIGATION

HOME PAGE (BOTTOM)



LIMITED TIME: 15% OFF YOU

sun⁺nyside toad

RECENTLY VIEWED



YOUR FAVORITES



CONTACT
CUSTOMER CARE
TERMS + CONDITIONS
PRIVACY POLICY

INSTAGRAM
TWITTER
FACEBOOK

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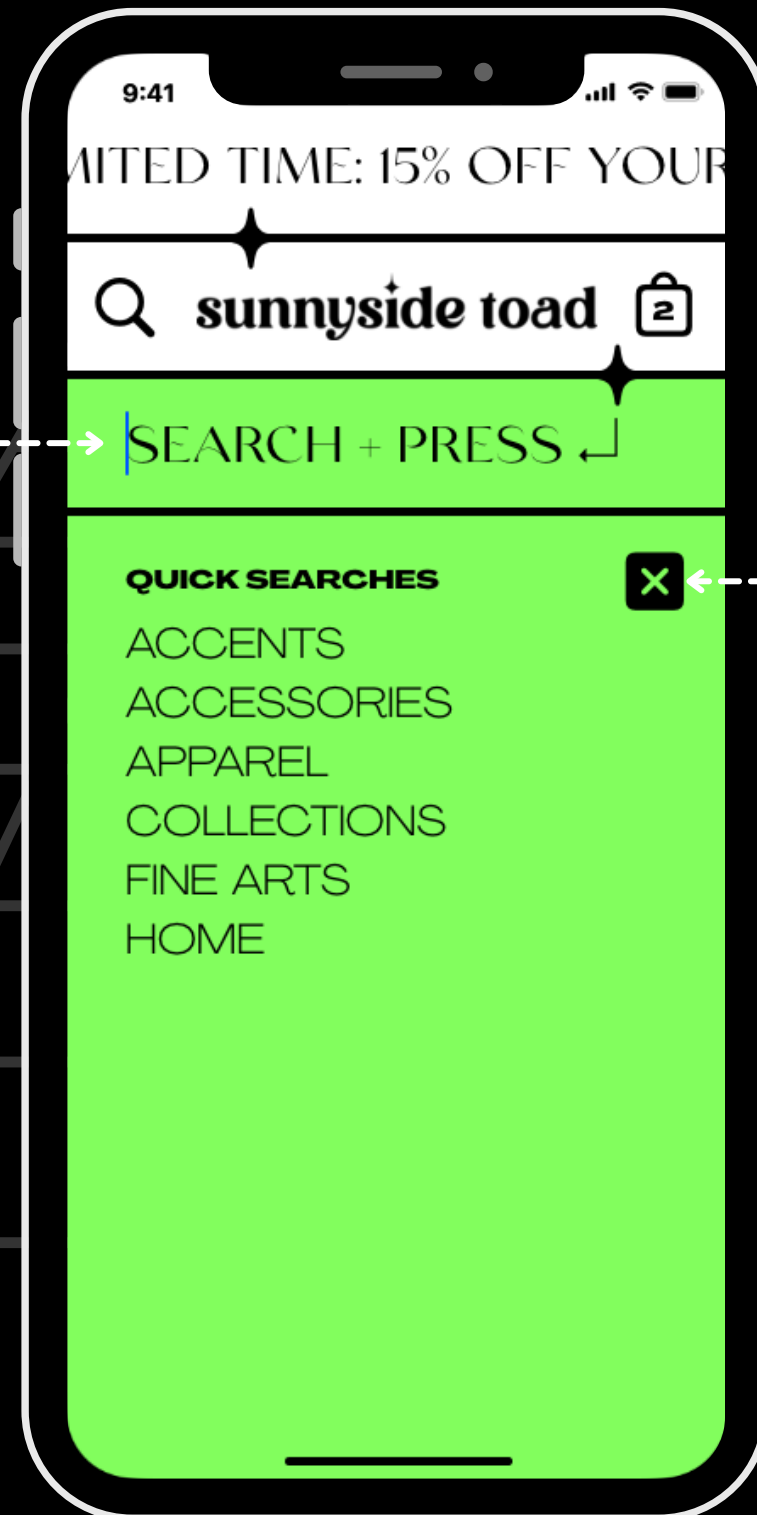
HOME SHOP SETTINGS

FOOTER



POP UPS & SLIDES

SEARCH



TYPE AND SEARCH

CLOSE
BUTTON

↑
↓
SLIDE UP FEATURE

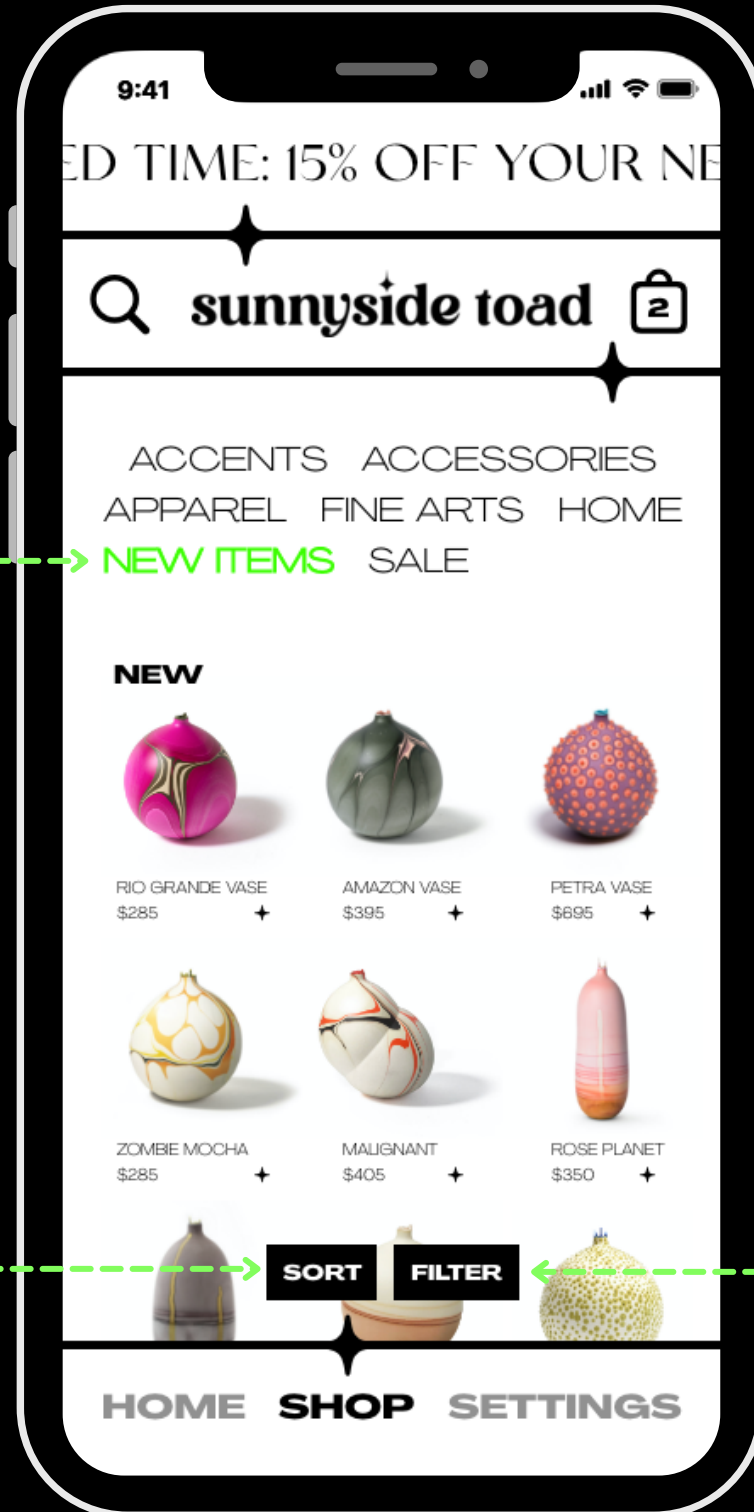
CART



←--→ SLIDE SIDEWAYS

SHOP

SHOP (MAIN)



TEXT HIGHLIGHTS CURRENT PAGE

BACK LINK

SORT

FILTER TAB

SHOP (APPAREL)

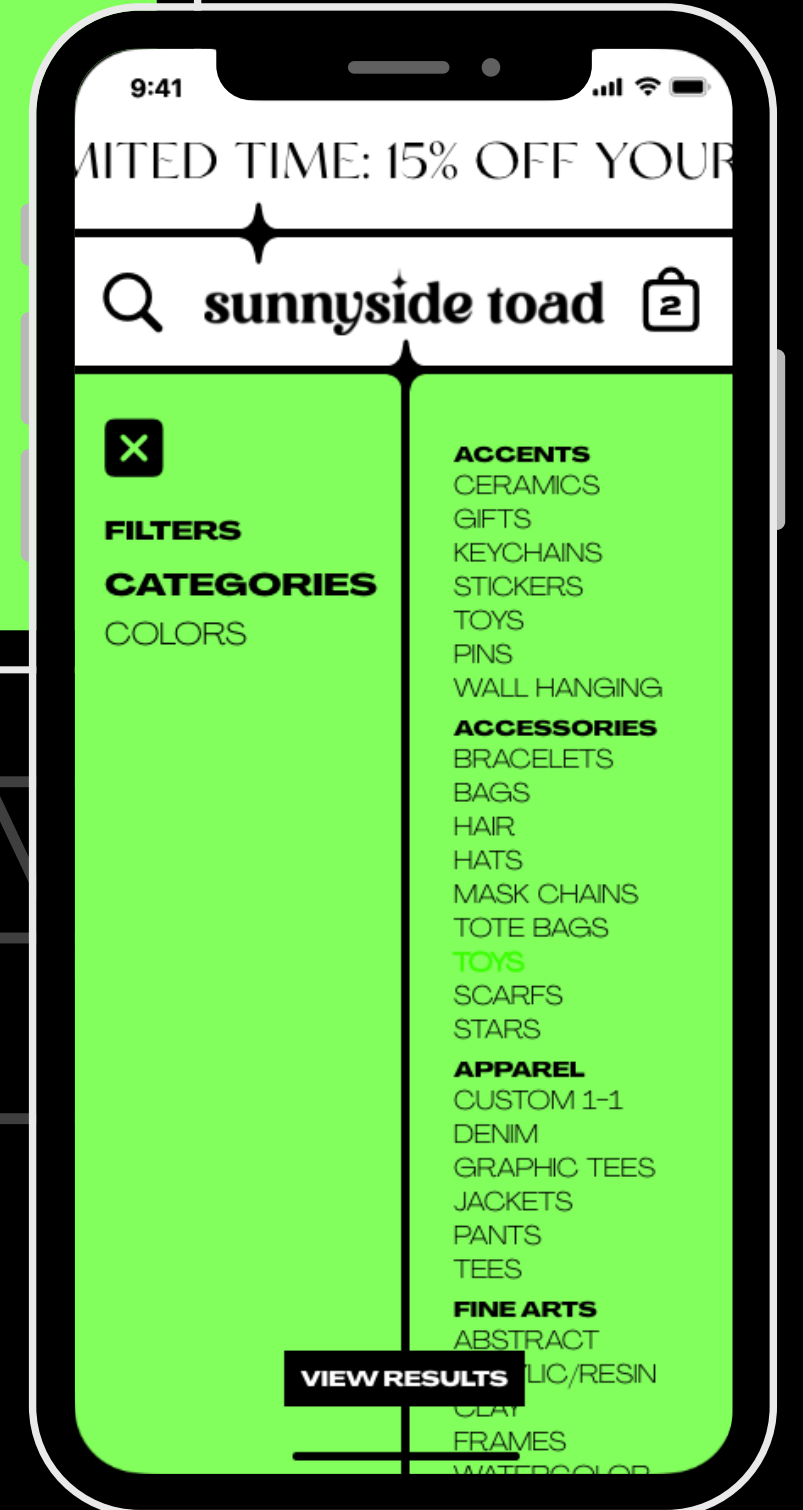


EDIT: SORT

EDIT: FILTER



↑ SLIDE UP FEATURE



PRODUCT

PRODUCT (TOP)



FLIP THROUGH
PRODUCT IMAGES

CHOOSE SIZE

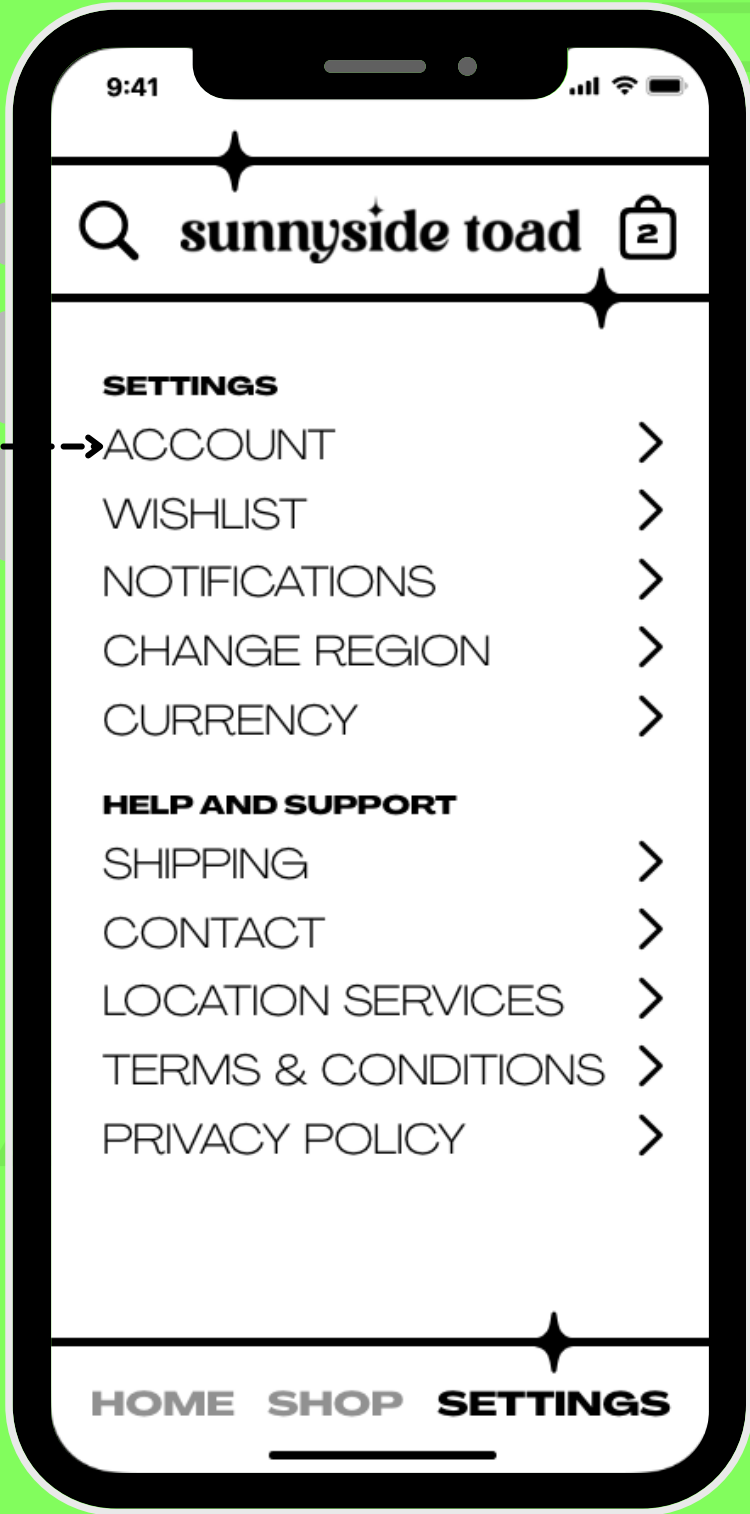
ADD TO BAG

PRODUCT (BOTTOM)

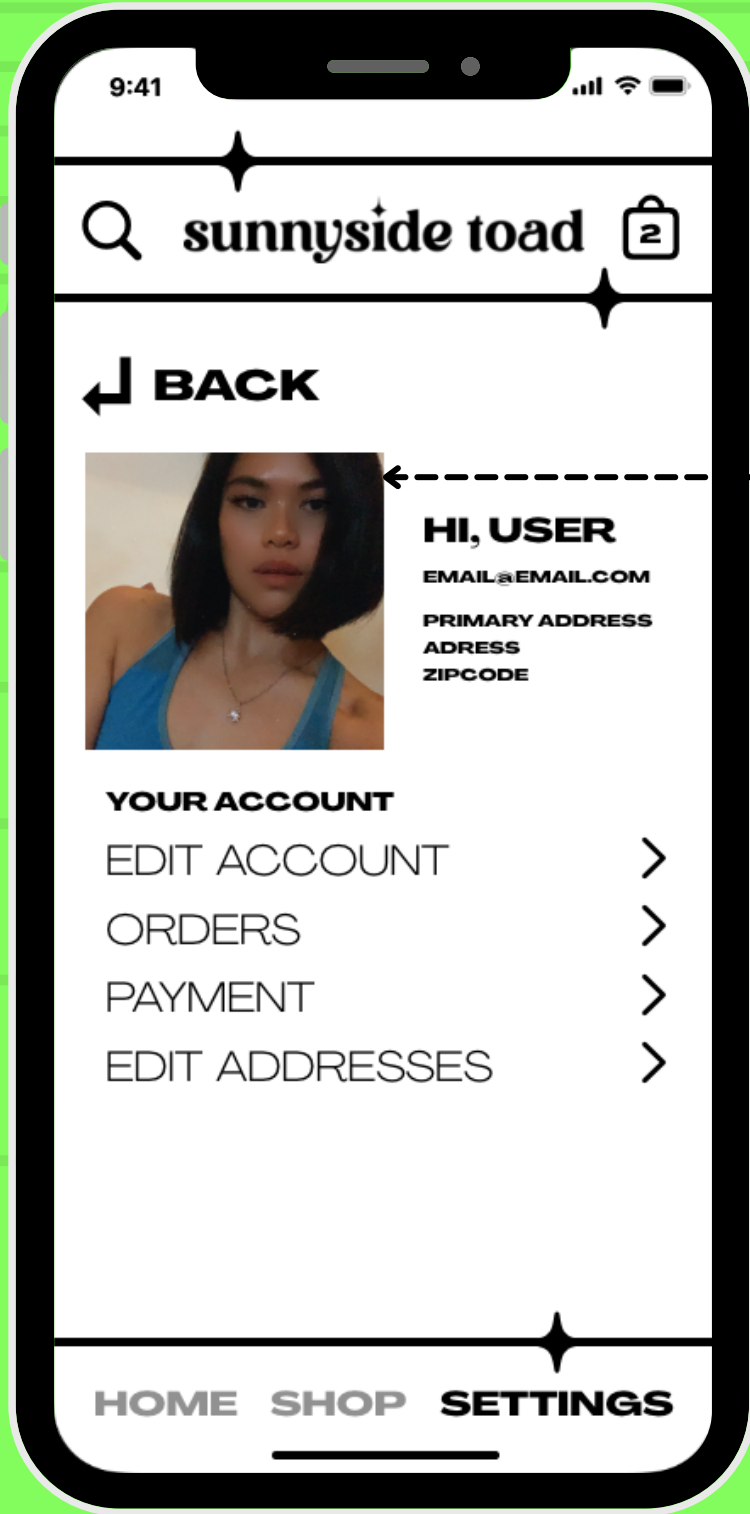


SETTINGS

SETTINGS



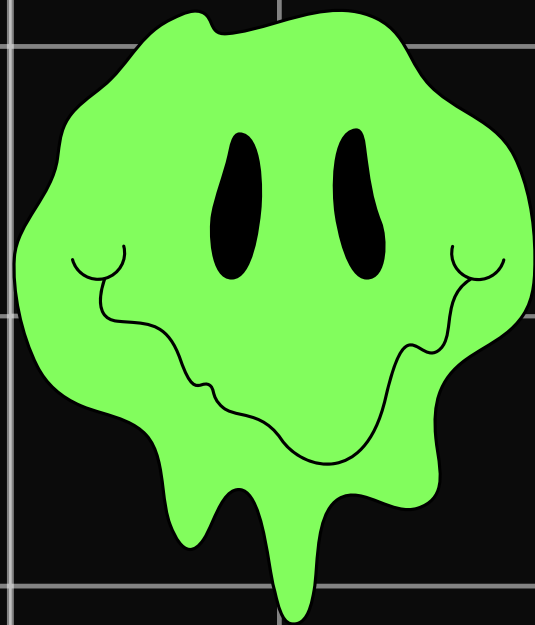
ACCOUNT



WISHLIST



PLATFORM POSSIBILITIES

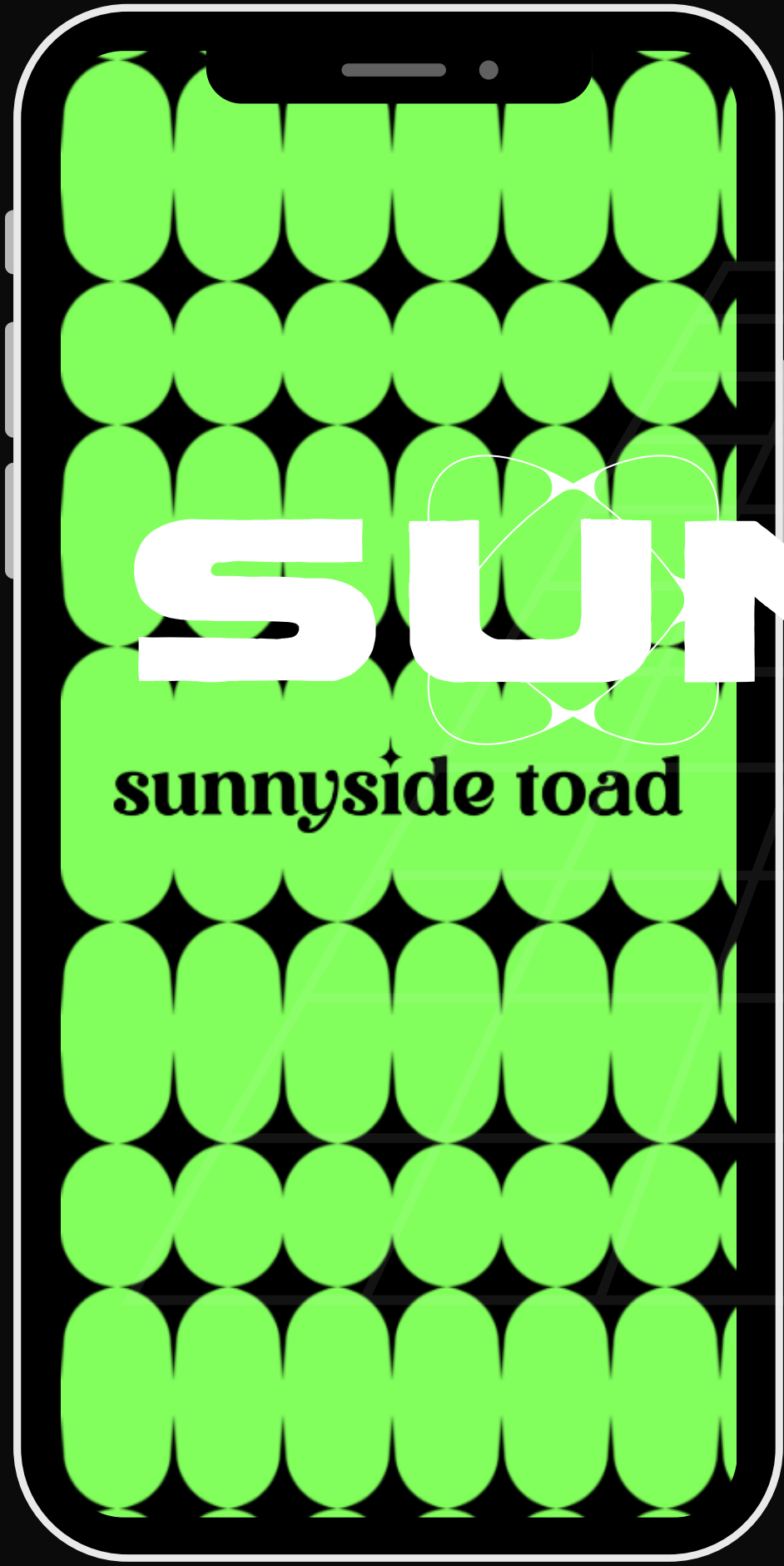


✦ makes shoppers receive their goals faster

✦ subscription features

✦ ratings and reviews

✦ blogs, about, more info about the brand's lifestyle



SUNNYSIDE

sunnyside toad

TOAD



MAEGAN IAMJAN

