

Models & Patterns UX Research

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Project overview



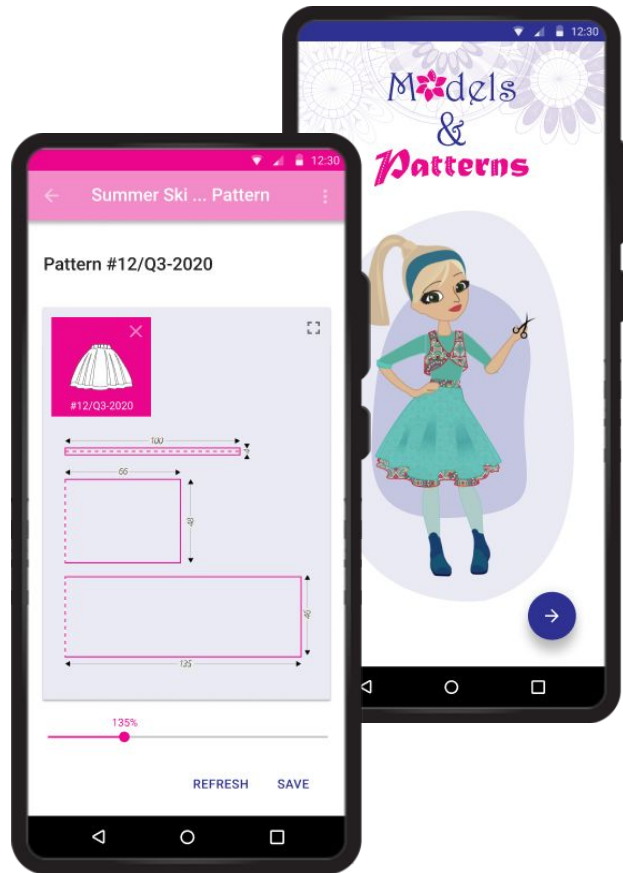
The product:

Models & Patterns



Project duration:

01.2018 - 12.2022



Project overview



The problem:

As teens who need to learn a time-management and start getting professional skills, they need to learn some serious hobby through tutorials or plans about how to start sewing, in addition get lots of examples of dress patterns and sewing skills because they want to become popular among friends, and in addition to gain sewing skills and, in addition, put a little bit power for the future.



The goal:

To build stock of tutorials and examples for help to teens to get sewing skills and also learn right way for their time-managing.

Project overview



My role:

UX designer / UX Researcher designing a product from conception to delivery.



Responsibilities:

User research, conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, and iterating on designs.

Understanding the user

- User research
- Personas
- Problem statements
- Competitive audit
- Ideation

User research: summary



I am conducted competitive audit, created personas and created empathy maps to understand the users I'm designing for and their needs. I found the primary user group and learned their pain points.

My task also was included preparation of interviews for usability study and synthesized the research results for further iterations.

Persona 1: Batsheva

Problem statement:

Batsheva **as a** big sister from large family **who need** a way to get many examples of clothing patterns and sewing skills **because** she want to give for her family good looks by limited budget



Batsheva

Age: 16

Education: School

Hometown: Beersheva

Family: Parents, 2 sister,
2 broses

"I want us to have a beautiful family"

Goals

- Dress the whole family beautifully

Frustrations

- No skills in cutting and sewing

Batsheva as big sister from large family want to give for her brothers and sisters good looks by family budget so that she search how learn to sew and find simple patterns and good ideas for clothes.

Persona 2: Mark

Problem statement:

Mark **as a** father of a son who has a talent for design **who need** tutorials or plans how to start to sew **because** he want to put little bit power for future way for son.



Mark

Age: 45

Education: University

Hometown: Bat Yam

Family: Wife, 2 son, dog

Occupation: Army veteran

"I am worried about the future of my children"

Goals

- To captivate the child in an interesting activity that can become a profession

Frustrations

- To be afraid that the son will not be interested

Disability: Wheelchair. Army veteran. Wife works hard. 2 sons are raised by a dad. The son is fond of fashion, alters things. The father wants to involve him in the creation of fast models, to instill in professional sewing skills.

Competitive audit

The Goal: Identify and understand the effectiveness of currently existing features used to time-management learning for teens.

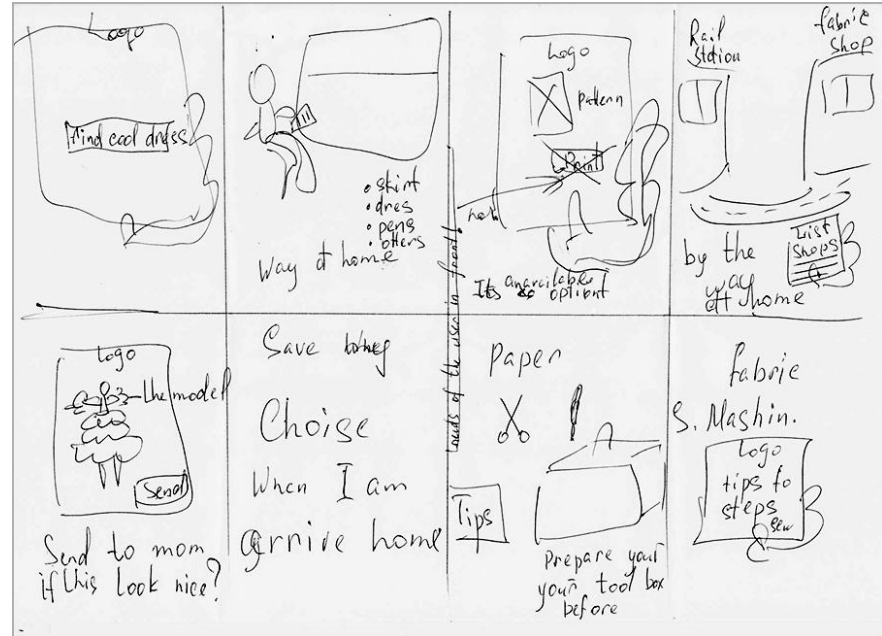
UK (noted needs work, very good or outstanding)							
Website navigation							
Features	Accessibility	User flow	Navigation	Website visual design	Tone	Website content	
Good • Online ordering features • Create account feature	Good • Website available in two languages • Images of menu items are clear and legible • Menu isn't compatible with screen reader technologies	Good • Easy to find key info (menus, location, hours) • No clear hierarchy, difficult to scan quickly	Outstanding • Easy to navigate • Clear indication of clickable elements	Good • Clear color scheme, font, and an direction • Inconsistent use of images and typography	Good • Serious and direct • Friendly in some places	Good • All key info is present • No redundancy	
Okay • "Create account" feature • Users have to download PDF of menu to open it	Needs work • Website only available in English • Menu is included as an image and is hard to read	Okay • Easy to find the menu • Needed to search to find hours • Homepage is too busy	Okay • Somewhat difficult to navigate • Some elements seem obsolete but are not	Needs work • No brand identity at all	Priority and indirect		Okay • All key info is present • Unnecessary details
Outstanding • "Create account" feature • Store locator feature • Online ordering features with pick/delivery options	Needs work • Website only available in English • Menu isn't compatible with screen reader technologies	Okay • Easy to use • Difficult to find key info (menus, location, hours) due to animation load time	Needs work • Difficult to navigate due to big animation size • Confusing way to navigate	Outstanding • Strong brand identity, including colors, font, style, images, imagery, and typography	Fun and indirect		Outstanding • Short and to the point
Okay • "Create account" feature • Users have to download PDF of menu to open it	Needs work • Website only available in English • Menu is included as an image and is hard to read	Okay • Easy to find the menu • Needed to search to find hours • Homepage is too busy	Okay • Somewhat difficult to navigate • Some elements seem obsolete but are not	Needs work • No brand identity at all	Priority and indirect		Okay • All key info is present • Unnecessary details
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Competitive audit (the user experience of each competitor's website)							
	General information						First impressions
	Location	Product offering	Price	Website	Business idea	Target audience	Desktop website experience
McCall's	United States	Patterns	\$15	www.mccalls.com	McCall's was a monthly American women's magazine	Local - millennials	Good • Visually appealing • Pests dense and overwhelming in places
Burda	Offenburg	Patterns	\$15	http://www.burdastyle.com	Burda Style is a fashion magazine published in 17 languages and in over 100 countries. Each issue contains patterns for every design featured that month. The magazine is published by Hubert Burda.	Local - millennials	Good • Fully responsive • Animations added to enhance the mobile experience • Menu is hard to read
UkrainianKlop.com	Russia	Lesson's new Patterns	\$5	www.thelittleklop.com	Get skills to modeling and sewing dress	Local - millennials	Outstanding • Fun and easy to use • Engaging animations • Clear branding
PatronesDe Vestido	Spain	Patterns	\$15	http://www.burdastyle.com	Burda Style is a fashion magazine published in 17 languages and in over 100 countries. Each issue contains patterns for every design featured that month. The magazine is published by Hubert Burda.	Local - millennials	Good • Fully responsive • Animations added to enhance the mobile experience • Menu is hard to read
Sewing	Offenburg	Patterns	\$15	http://www.burdastyle.com	Burda Style is a fashion magazine published in 17 languages and in over 100 countries. Each issue contains patterns for every design featured that month. The magazine is published by Hubert Burda.	Local - millennials	Good • Fully responsive • Animations added to enhance the mobile experience • Menu is hard to read

The competitors: McCall's | Burda | Ш/Ш Корפיати | Patrones De-Vestido | Sewing

Ideation

For best ideation I am identified my problem scenario based on Problem statement. Then identified Gaps and Opportunities based on Competitive audit report. And then sketched eight potential solutions by Crazy Eights method.

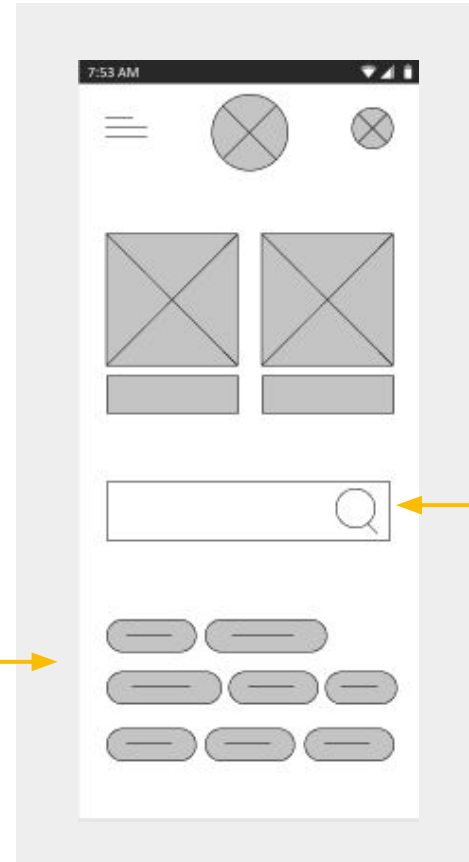


Digital wireframes

The Goal: Find a pattern for
a skirt in different ways -
search VS navigation.

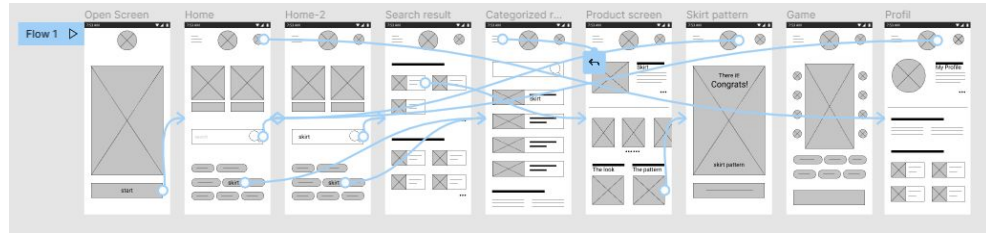
Searching by
categories
(navigation)

Searching by
keywords

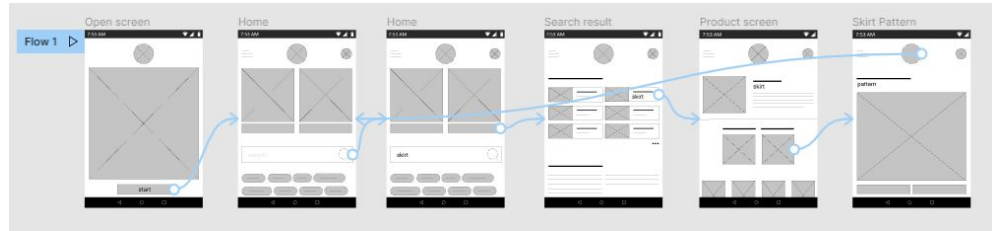


Low-fidelity prototype

The [link](#) to low-fidelity prototype site for mobile



The [link](#) to low-fidelity prototype site for tablet



Usability study: parameters



Study type:

Unmoderated usability study



Location:

Israel, Russia remote



Participants:

3 participants



Length:

30-60 minutes

Usability study: findings

There few Insight Identification according the usability study.

1

Saving the data

Users need better clear instructions on how to start using an app

2

Search options

Users need two options in the app to find products - by search and by navigation

3

Complex topic

Users need better cues for what steps are required to find needed topics

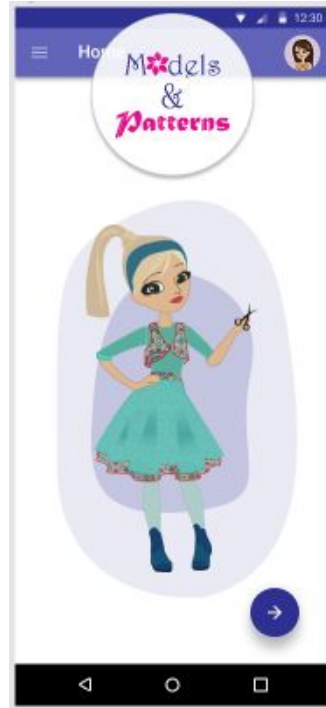
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

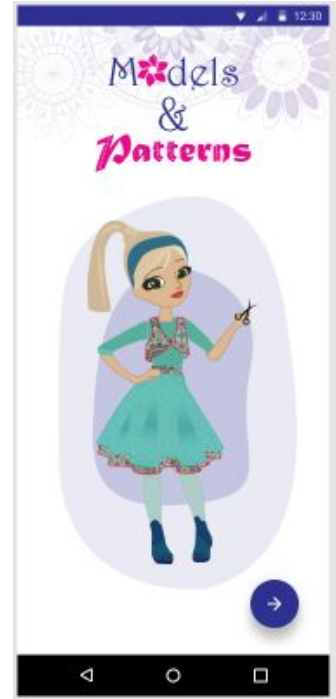
Mockups

Finding solution for good place of logo.

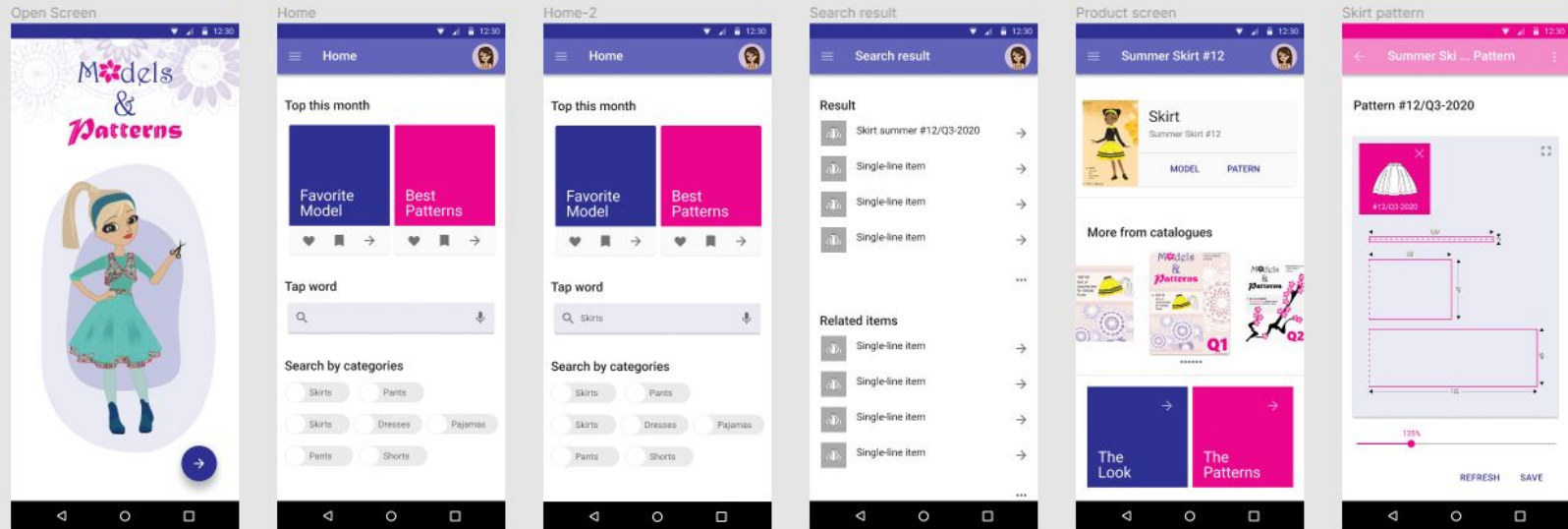
Before usability study



After usability study



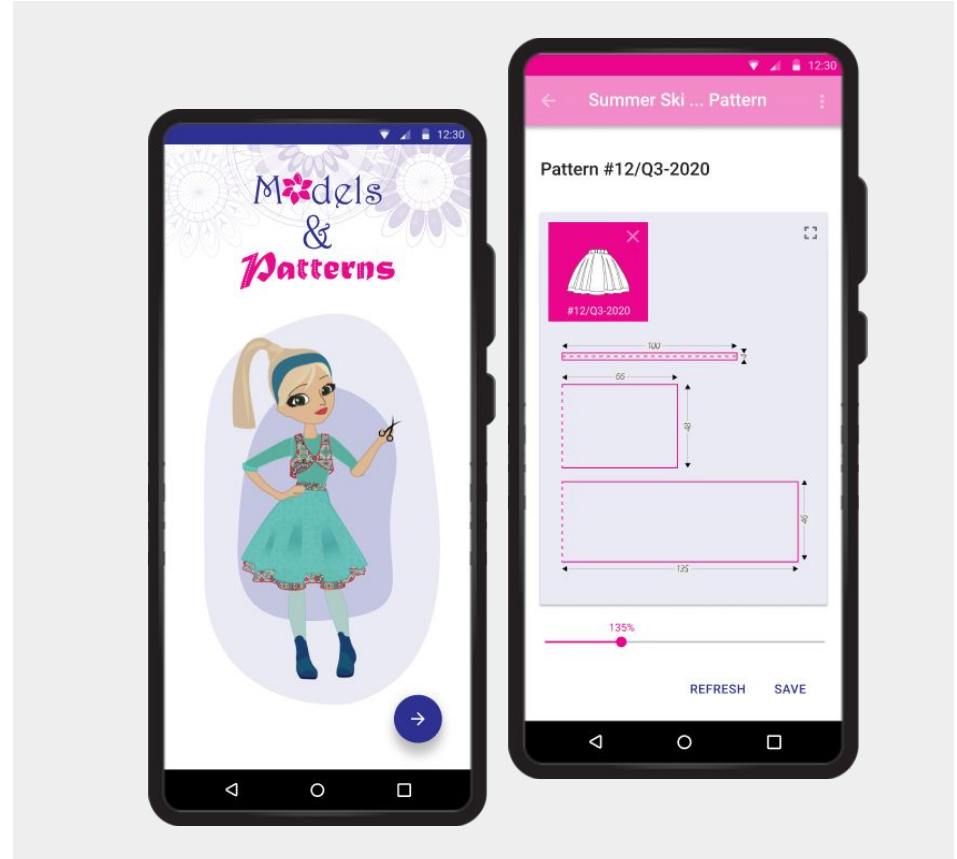
Mockups



High-fidelity prototype

The prompt: Design a user experience to help girl teens learn how to sew.

The main user flow: Find a pattern for a skirt and return to the Home screen with search. [Link](#)

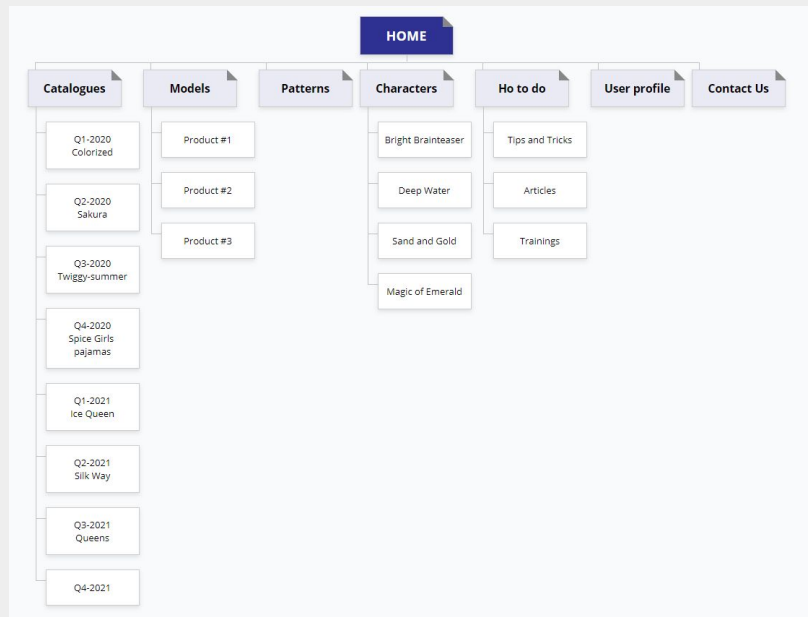


Responsive Design

- Information architecture
- Responsive design

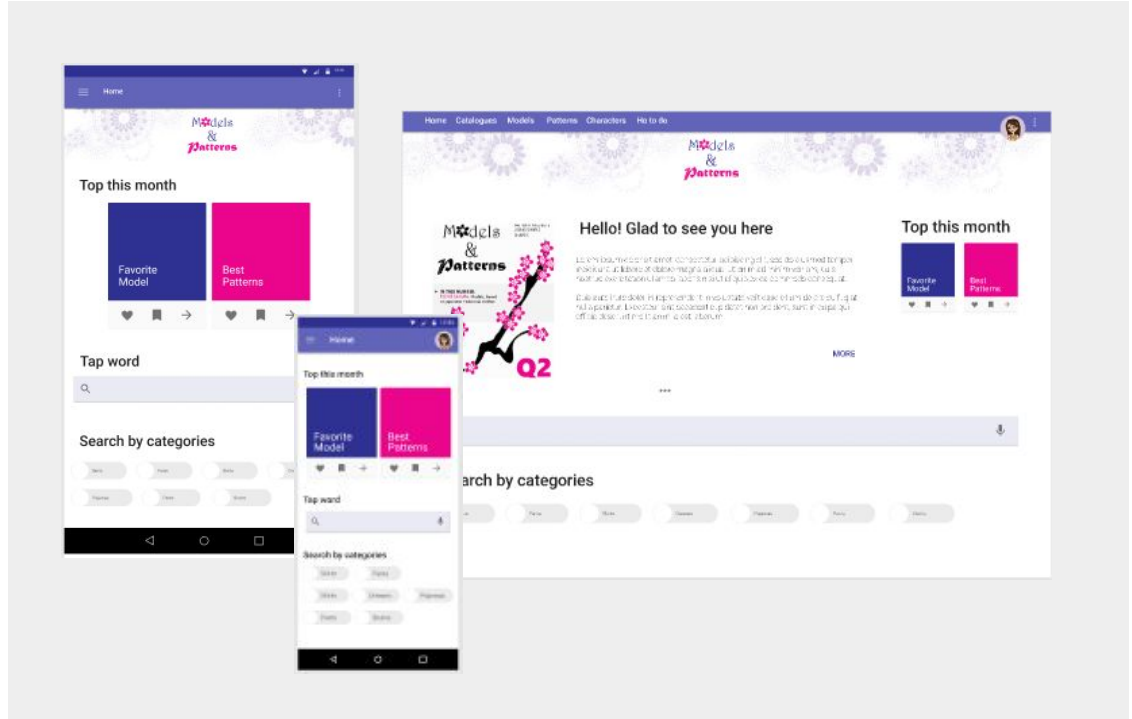
Sitemap

This sitemap uses a hierarchical structure and shows the parent/child relationship of categories and subcategories. The [link](#)



Responsive designs

Below is a completed exemplar of mobile, tablet and desktop website. The design was completed by using the **progressive enhancement** approach allows to highlight the most important content from the start, and come up with a clear vision of how the website should appear on all device sizes and types.



Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The prototype of website make a sense of completeness of main user flow. The user really can to get need skills and examples.



What I learned:

I learned that creating mockups with text hierarchy and color palette and some visual design is very important part of building prototype That lets snag a product as close to real as possible.

Next steps

1

Prepare the usability study on real website.

2

Prepare the the design system, mockups, prototypes, and specifications for the engineering team for developing website.

3

Provide the design system, mockups, prototypes, and specifications

Let's connect!



Many thanks for all your time reviewing my work on the BiArt app! If you'd like to see more or get in touch, my contact information is provided below.

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