Models & Patterns UX Research

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Project overview
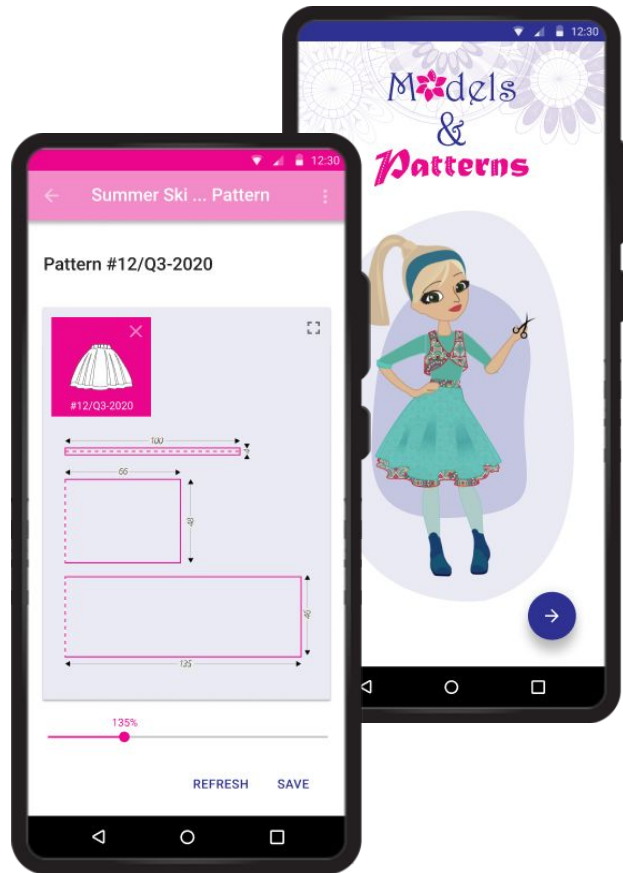
The product:

Models & Patterns

Project duration:

01.2018 - 12.2022

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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.

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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.

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Understanding the user

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

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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

"I want us to have a beautiful family"

Goals
- Dress the whole family beautifully

Frustrations
- No skills in cutting and sewing

Batsheva

Age: 16
Education: School
Hometown: Beersheva
Family: Parents, 2 sister, 2 broses

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.

Google

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.

"I am worried about the future of my children"

Mark

Age: 45
Education: University
Hometown: Bat Yam
Family: Wife, 2 son, dog
Occupation: Army veteran

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.

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Competitive audit

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

The competitors: McCalls | Burda | Ш/Ш Корфиати | 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.

Starting the design

- Digital wireframes
- Low-fidelity prototype
- Usability studies

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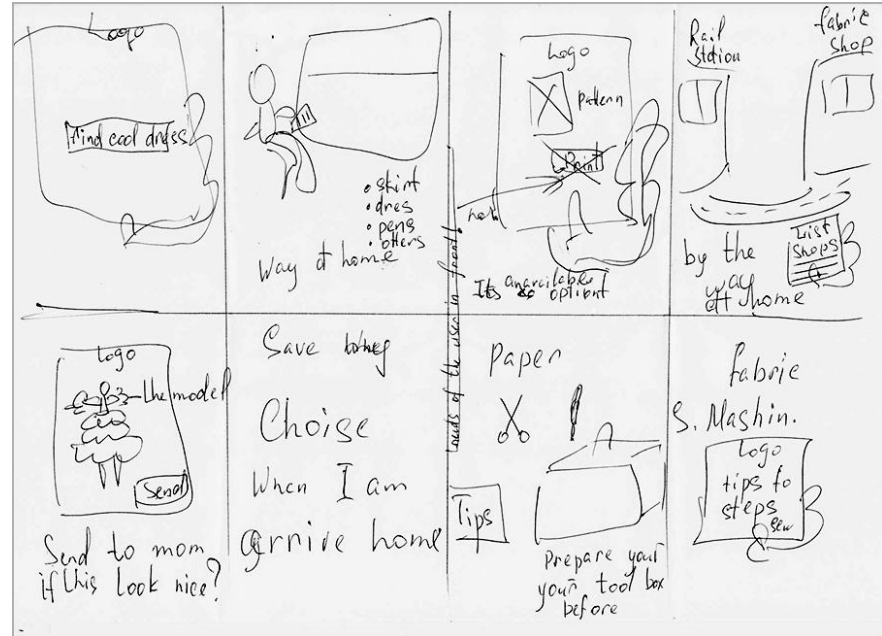
Digital wireframes

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

Searching by
keywords

Searching by
categories
(navigation)

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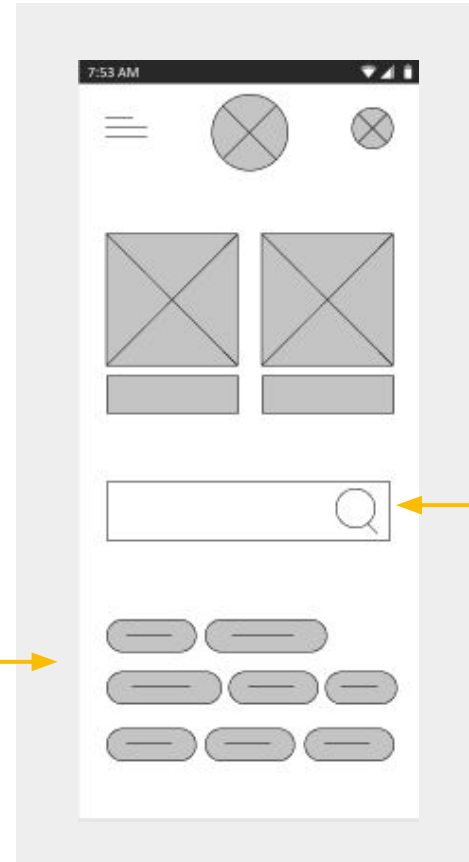
Low-fidelity prototype

The link to low-fidelity prototype site for mobile
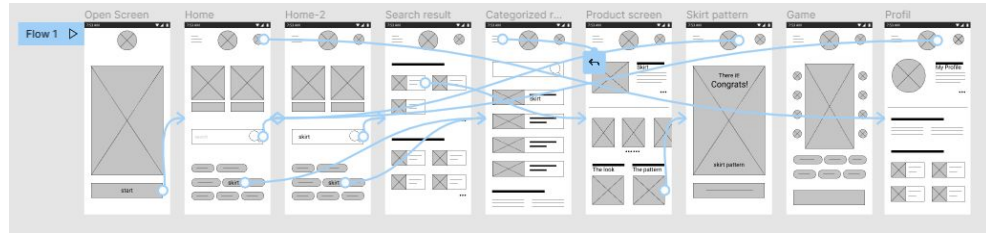
The link to low-fidelity prototype site for tablet

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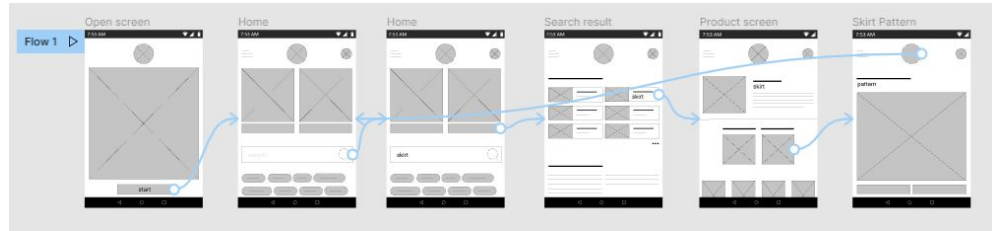
Usability study: parameters

Study type:

Unmoderated usability study

Location:

Israel, Russia remote

Participants:

3 participants

Length:

30-60 minutes

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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

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Refining the design

- Mockups

- High-fidelity prototype

- Accessibility

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Mockups

Finding solution for good place of logo.

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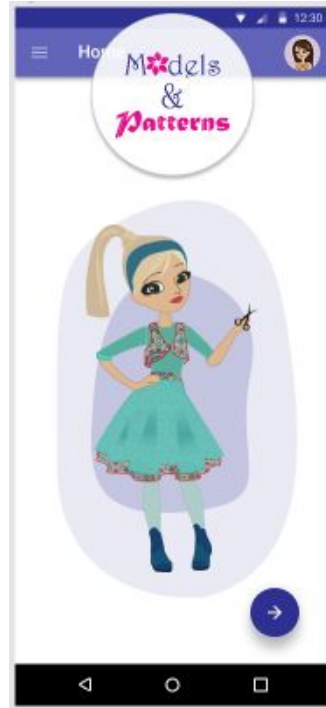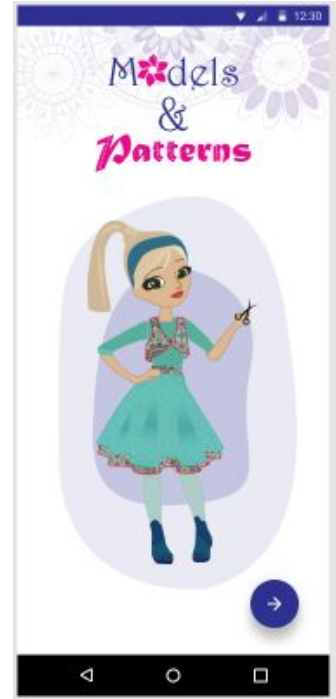
Mockups
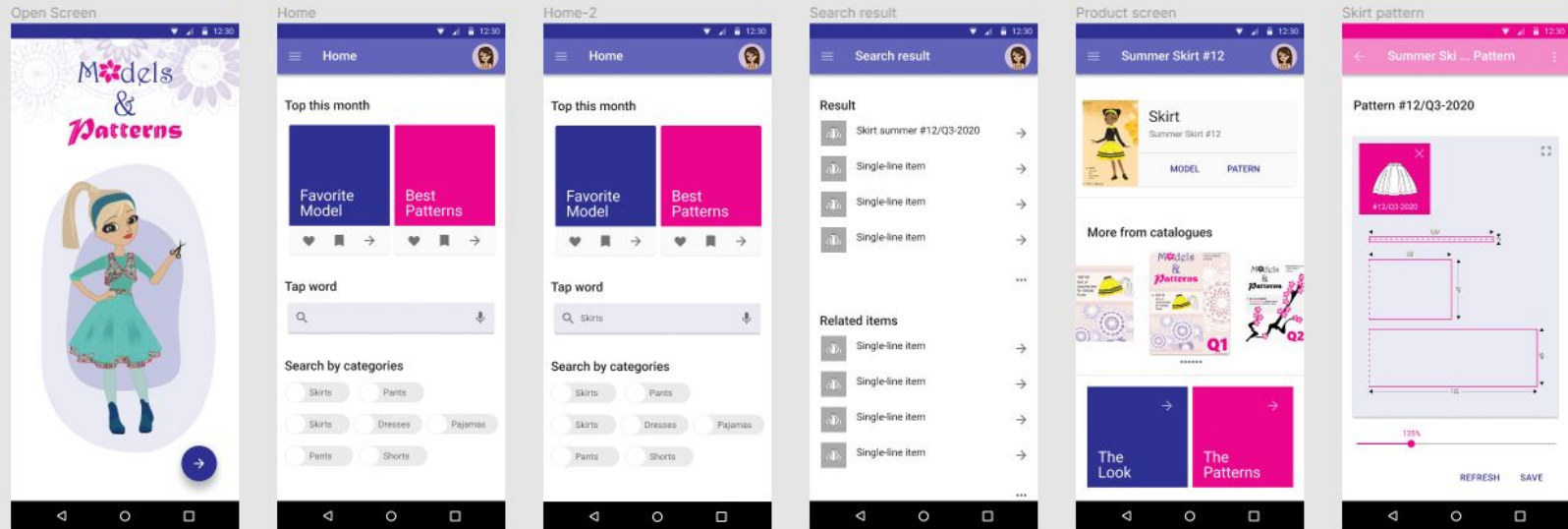
High-fidelity prototype

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

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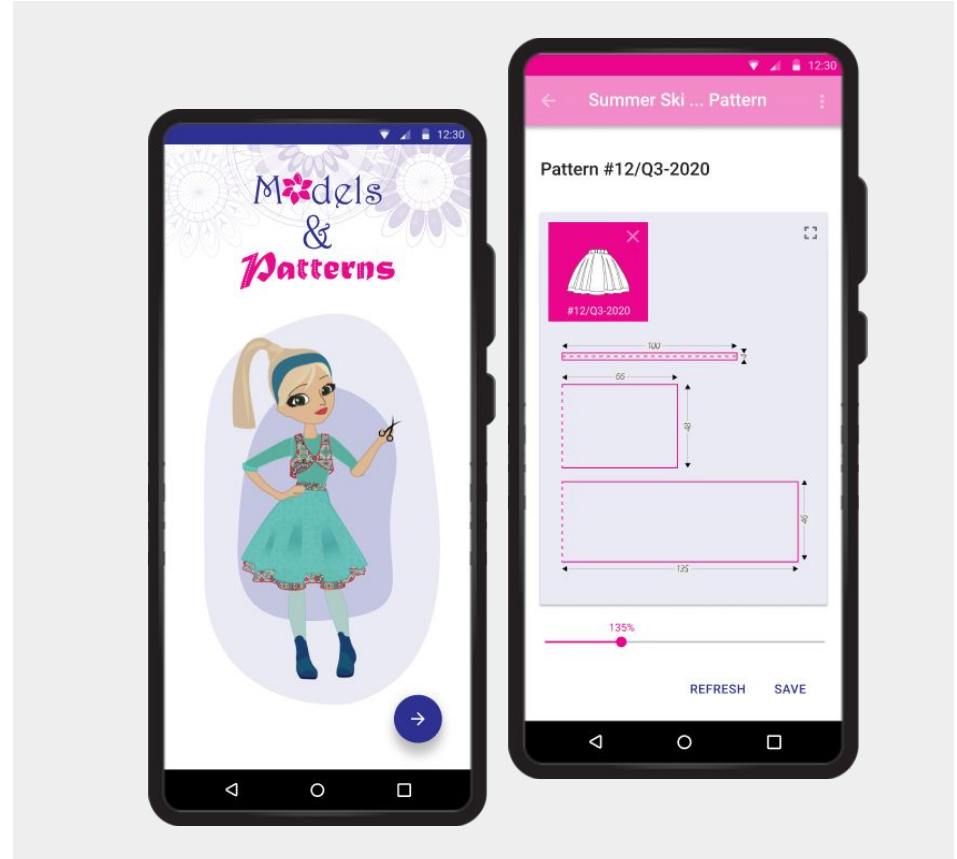
Responsive Design

- Information architecture
- Responsive design

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Sitemap

This sitemap uses a hierarchical structure and shows the parent/child relationship of categories and subcategories. The link

HOME

Catalogues | Models | Patterns | Characters | Ho to do | User profile | Contact Us

Catalogues:
- Q1-2020 Colorized
- Q2-2020 Sakura
- Q3-2020 Twiggy-summer
- Q4-2020 Spice Girls pajamas
- Q1-2021 Ice Queen
- Q2-2021 Silk Way
- Q3-2021 Queens
- Q4-2021

Models:
- Product #1
- Product #2
- Product #3

Characters:
- Bright Brainteaser
- Deep Water
- Sand and Gold
- Magic of Emerald

Ho to do:
- Tips and Tricks
- Articles
- Trainings

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.

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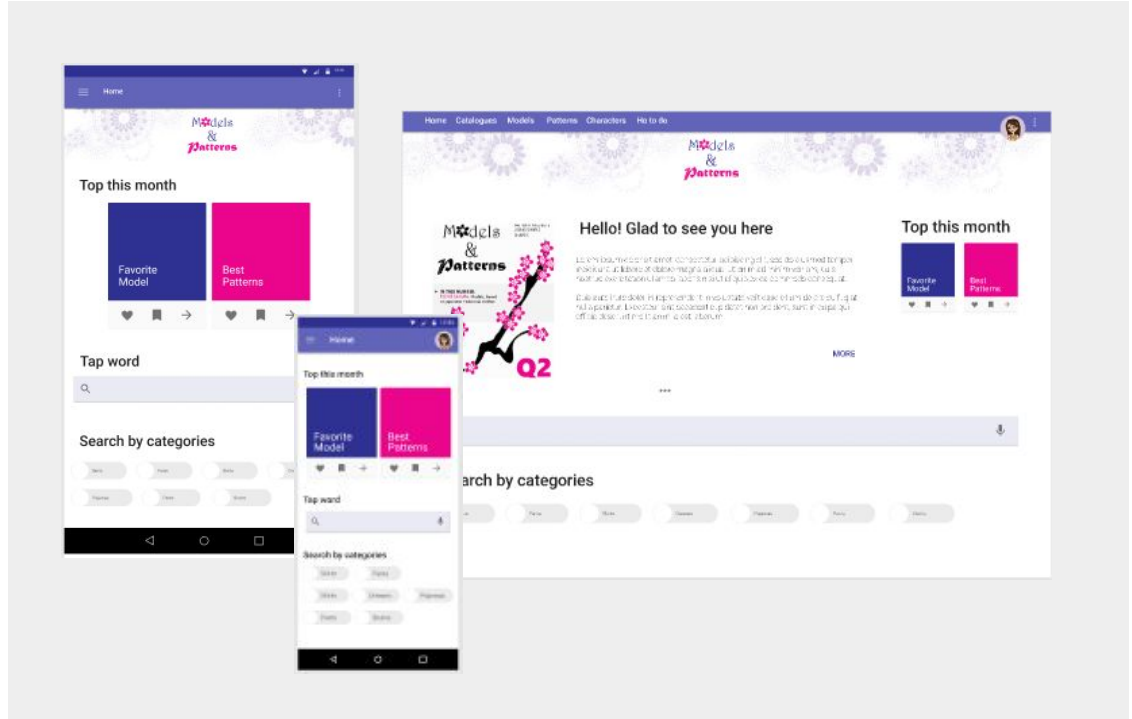
Going forward

- Takeaways
- Next steps

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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

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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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Website: svart.co.il

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