

# Build-a-Tee App and Responsive Website

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Sarah Paniagua

# Project overview



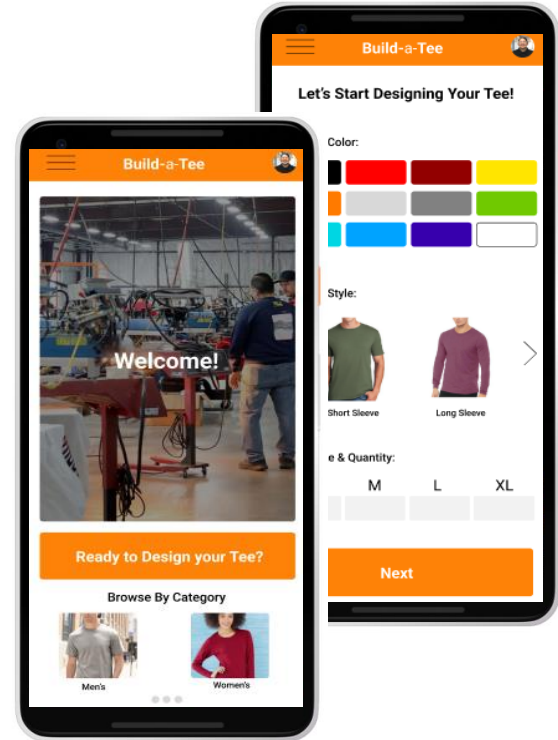
## The product:

Build-A-Tee app is a Los Angeles-based organization focused on printing shirts. The organization needs a tool that helps people learn about and order a custom shirt. Build-A-Tee app's primary target users include all individuals who are not tech savvy and want to order a custom shirt.



## Project duration:

May 2022 – June 2022



# Project overview



## The problem:

Individuals who are not tech savvy have a hard time placing an order for a custom shirt.



## The goal:

Design an app that will assist with helping individuals order.

# Project overview



## My role:

UX designer leading the app and responsive website design from conception to delivery



## Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, iterating on designs, determining information architecture, and responsive design.

# Understanding the user

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

# User research: summary

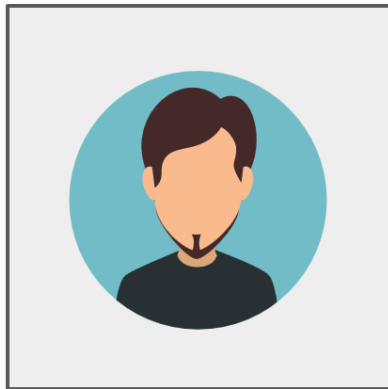


I used Shirt Apps data on shirts to develop interview questions, which were then used to conduct user interviews. The feedback received through research made it very clear that users wanted a way to order easily, if they had access to an easy-to-use tool to help guide them.

# Persona 1: Eli

## Problem statement:

Eli is a data science engineer who needs a way to order a cool custom shirt online because he lacks time in his daily routine.



**Eli Dunlap**

**Age:** 46

**Education:** BA in Data Science

**Hometown:** Austin, Texas

**Family:** Lives with partner

**Occupation:** Data Science  
Engineer

*"I prefer ordering online"*

## Goals

- Spending less searching for a custom shirt company and gain more time collecting data for new work opportunities.
- Be able to efficiently order a custom shirt online

## Frustrations

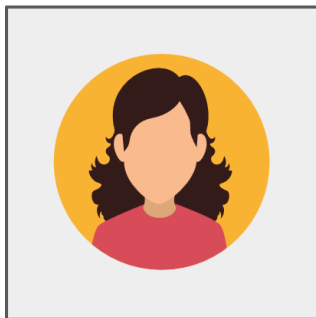
- "It's difficult to order a custom shirt online in general"

Eli is a data science engineer for a large company. Works 5 days a week, long shifts. During the evenings when Eli is not working or playing video games, he spends his time creating custom shirt designs and gets frustrated at the time it takes to order one online.

# Persona 2: Katie

## Problem statement:

Katie is a warehouse worker who needs a way to order a custom shirt online, because she wants to utilize her time to focus on fun activities.



**Katie Smith**

**Age:** 51

**Education:** High School

**Hometown:** Ontario, California

**Family:** 1 sister and cat

**Occupation:** Warehouse operations

*"I prefer the ease of having all options in front of me for easy navigation"*

## Goals

- Easily order items
- Time to focus on other fun activities
- Minimize the overexertion of energy needed to do daily tasks.

## Frustrations

- "Ordering a shirt online is unclear"
- "Placing orders can be difficult and the process it takes to place my order lacks efficiency."

Katie is working on furthering her career in warehouse operations. She enjoys going out on the weekend and wearing a custom shirt. She would like there to be a more efficient way to order one online.



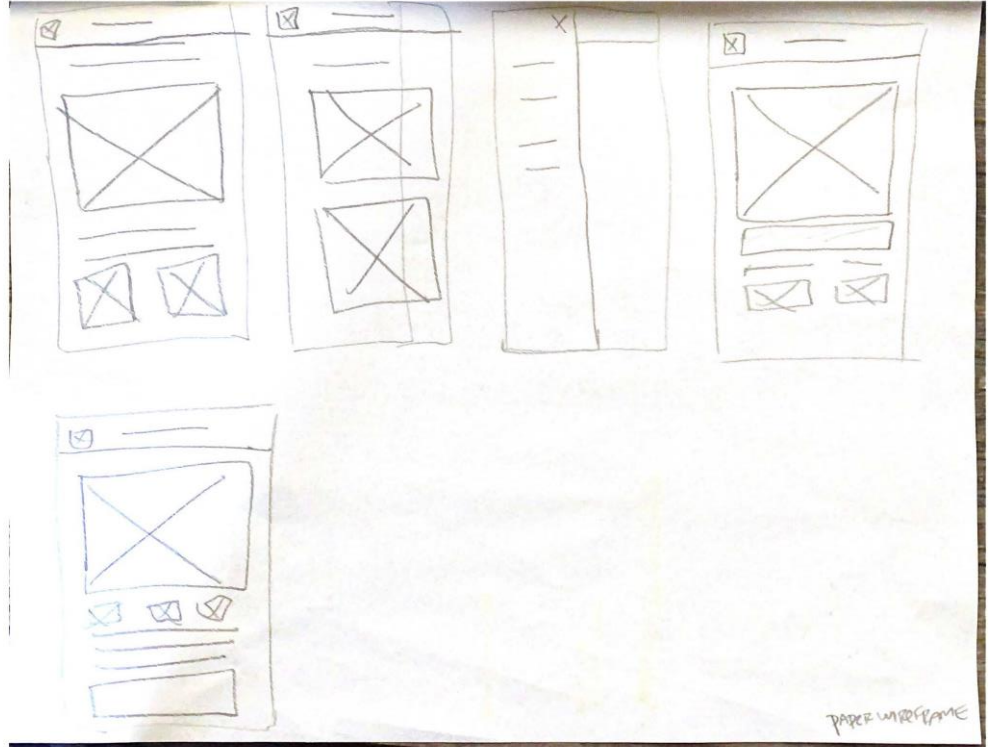
# Competitive audit

An audit of a few competitor's products provided direction on gaps and opportunities to address.

Competitive audit		UX (rated needs work, okay, good, or outstanding)							
Issues	App or mobile website experience	Features	Accessibility	Interaction	User flow	Navigation	Visual design	Tone	Content
Garment Décor	<b>No app/mobile website only Yelp</b>	<ul style="list-style-type: none"> <li>-Lack of other useful features</li> <li>-No loyalty rewards program</li> </ul>	<b>Okay</b> <ul style="list-style-type: none"> <li>-Based on yelp, very responsive</li> </ul>	<b>Okay</b> <ul style="list-style-type: none"> <li>-Editing abilities is outdated</li> </ul>	<b>Good</b> Easy basic navigation (going off Yelp since no website)	<b>Okay</b> <ul style="list-style-type: none"> <li>-No clear brand identity through Yelp</li> </ul>	Spaces, dark tones	<b>Good</b> <ul style="list-style-type: none"> <li>- Clear menu and ordering</li> <li>- No critical website</li> </ul>	
Money Merch	<b>Good</b> <ul style="list-style-type: none"> <li>-Limited number of features</li> </ul>	<ul style="list-style-type: none"> <li>-Lack of other useful features</li> <li>-No loyalty rewards program</li> </ul>	<b>Good</b> <ul style="list-style-type: none"> <li>- Website is accessible and offers the ability to resize according to browser site (responsive)</li> </ul>	<b>Good</b> <ul style="list-style-type: none"> <li>- Easy to locate food truck - location listed</li> </ul>	<b>Good</b> Easy basic navigation, options are clear. Locations and ordering are clear	<b>Good</b> <ul style="list-style-type: none"> <li>- Visual design is easy modern, - Visual design doesn't support overall content of brand</li> </ul>	Engaging	<b>Good</b> <ul style="list-style-type: none"> <li>- All information is present</li> <li>- Doesn't mirror brand identity</li> </ul>	
JK Designs	<b>Good</b> <ul style="list-style-type: none"> <li>- Smooth ordering process</li> <li>- Limited number of features</li> </ul>	<ul style="list-style-type: none"> <li>-No loyalty rewards program</li> </ul>	<b>Okay</b> <ul style="list-style-type: none"> <li>-Based on yelp, very responsive</li> </ul>	<b>Good</b> <ul style="list-style-type: none"> <li>- Easy to locate food truck - location listed</li> <li>- Straightforward user flow</li> <li>- Not memorable</li> </ul>	<b>Good</b> Easy basic navigation, options are clear.	<b>Good</b> <ul style="list-style-type: none"> <li>- Over all great visual design and company images</li> <li>- Unclear how to locate food truck.</li> </ul>	Engaging, informative	<b>Good</b> <ul style="list-style-type: none"> <li>- Limited information</li> </ul>	
Bodega Prints	<b>Good</b> <ul style="list-style-type: none"> <li>- Smooth ordering process</li> <li>- Limited number of features</li> </ul>	<ul style="list-style-type: none"> <li>-No loyalty rewards program</li> </ul>	<b>Okay</b> <ul style="list-style-type: none"> <li>- Website lacks user accessibility with large images and not very responsive</li> </ul>	<b>Good</b> <ul style="list-style-type: none"> <li>- Easy to locate food truck - location listed</li> <li>- Straightforward</li> </ul>	<b>Okay</b> Site is not clear, contrasting branding images. No official site navigation	<b>Good</b> <ul style="list-style-type: none"> <li>- Visual design communicates company well</li> <li>- Some visual design aspects do not mirror company ethos.</li> </ul>	Engaging, loud and creative	<b>Good</b> <ul style="list-style-type: none"> <li>- All information is present on site, easy to locate and order</li> </ul>	

# Ideation

I did a quick ideation exercise to come up with ideas for how to address gaps identified in the competitive audit.

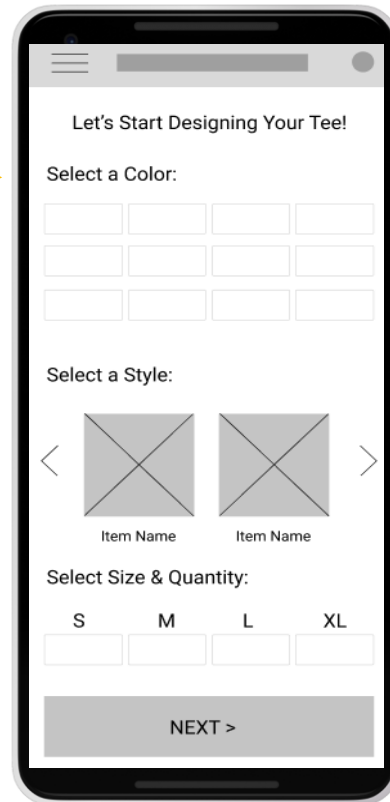




# Digital wireframes

After ideating and drafting some paper wireframes, I created the initial designs for the Build-a-Tee app. These designs focused on delivering personalized guidance to users to help them order.

Top half of the screen for starting to design a shirt is color swatches for easy color picking

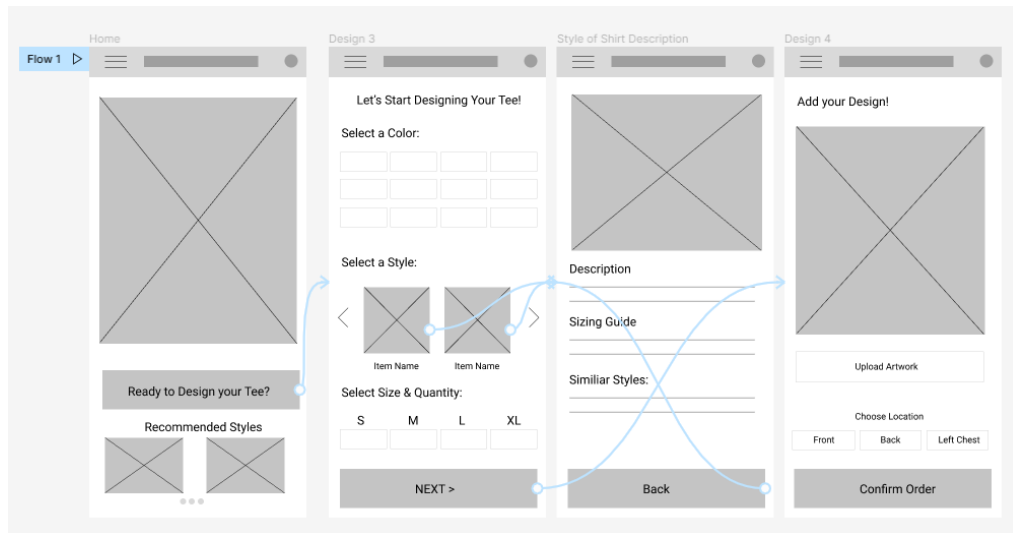


Ability to add in custom quantity per sizing

# Low-fidelity prototype

To prepare for usability testing, I created a low-fidelity prototype that connected the user flow of starting an ordering to picking all the customize options.

View [Build-A-Tee app low-fidelity prototype](#)



# Usability study: parameters



## Study type:

Unmoderated usability study



## Location:

United States, remote



## Participants:

5 participants



## Length:

30-60 minutes

# Usability study: findings

These were the main findings uncovered by the usability study:

1

## Color Selection

People want easy access to color selection

2

## Description

People had difficulty understanding all items, so including a description with a breakdown was needed.

3

## Quantity and Sizing

People needed a way to order more of different sizes and custom quantities.

# Refining the design

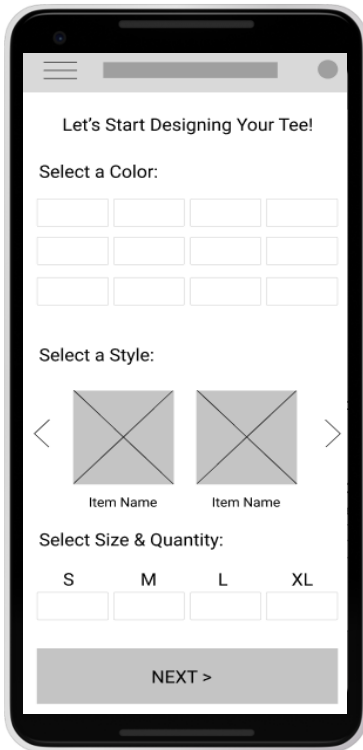
- Mockups
- High-fidelity prototype
- Accessibility



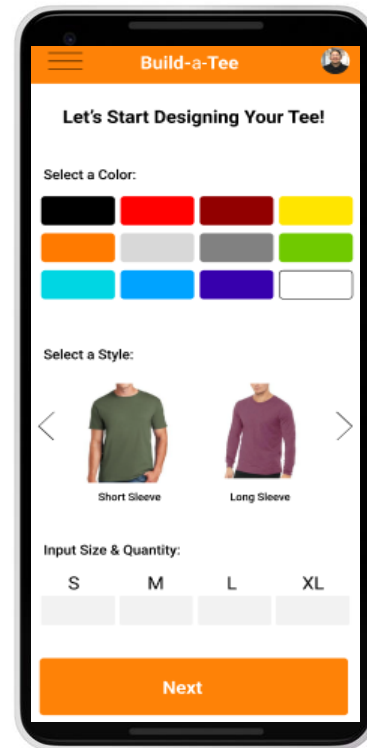
# Mockups

Based on the insights from the usability studies, I applied design changes to the color selection and quantity selector

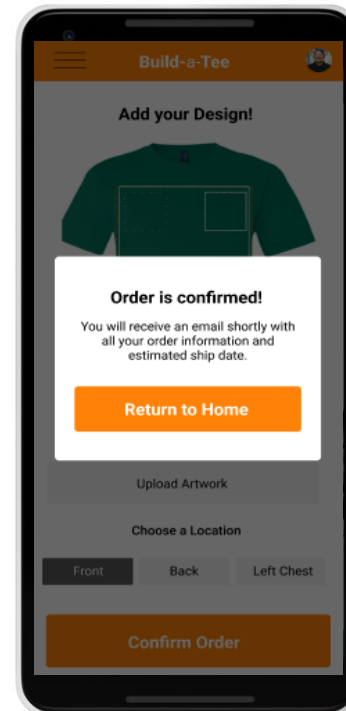
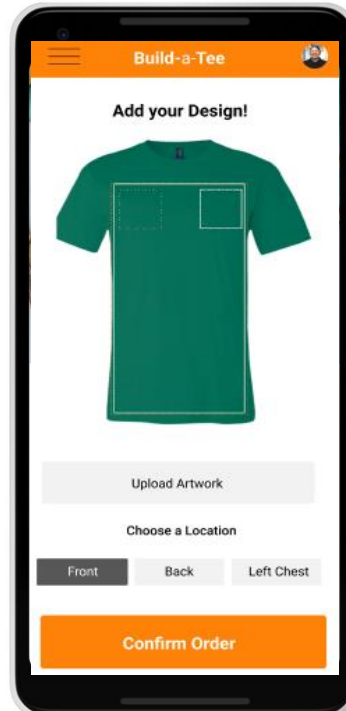
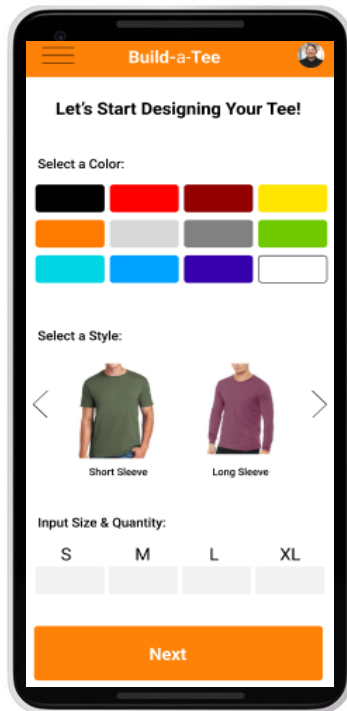
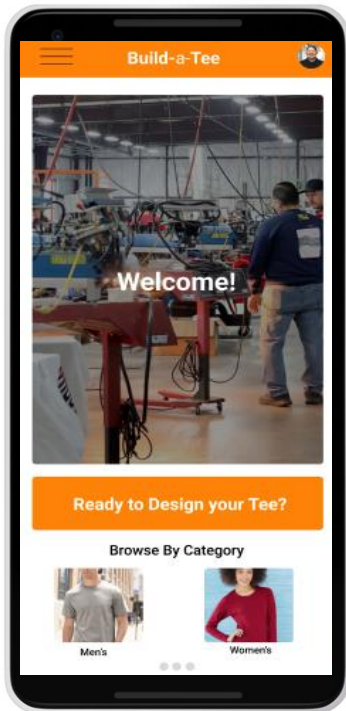
Before usability study



After usability study



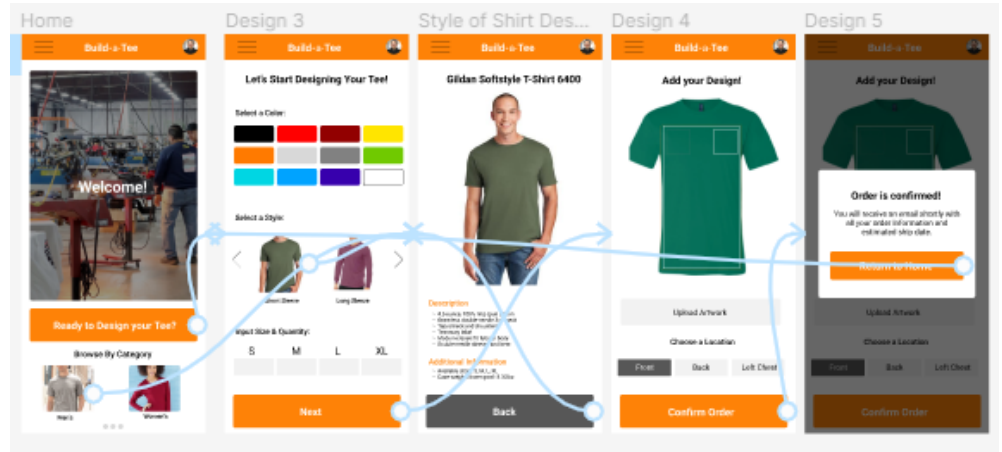
# Mockups



# High-fidelity prototype

The high-fidelity prototype followed the same user flow as the low-fidelity prototype, including design changes made after the usability study.

View the [Build-a-Tee app high-fidelity prototype](#)



# Accessibility considerations

1

Clear labels for interactive elements that can be read by screen readers.

2

Initial focus on the ability to customize the primary task or action for the user.

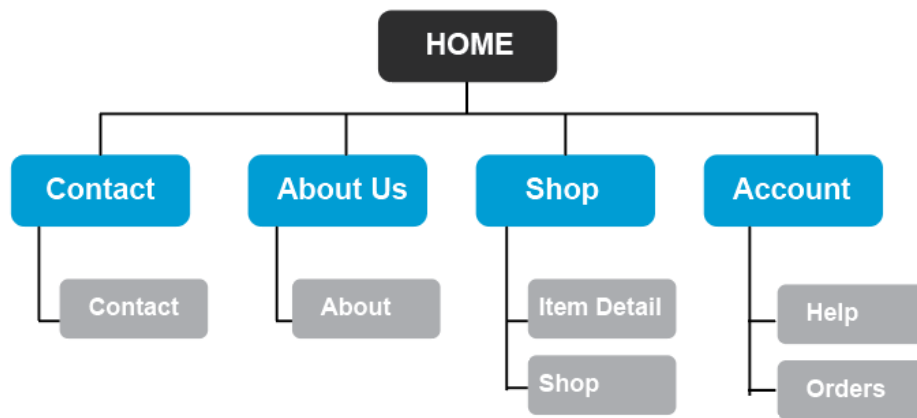
# Responsive Design

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- Information architecture
- Responsive design

# Sitemap

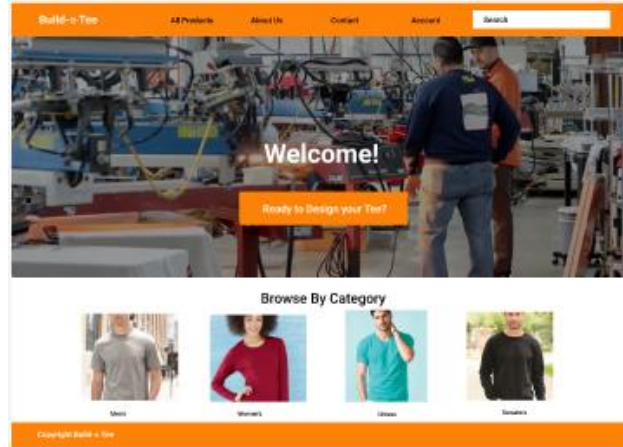
With the app designs completed, I started work on designing the responsive website. I used the Shirt app sitemap to guide the organizational structure of each screen's design to ensure a cohesive and consistent experience across devices.



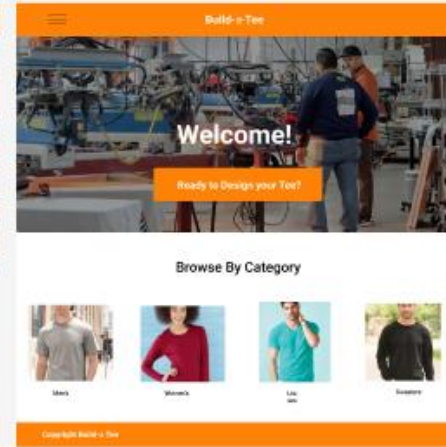
# Responsive designs

The designs for screen size variation included mobile, tablet, and desktop. I optimized the designs to fit specific user needs of each device and screen size.

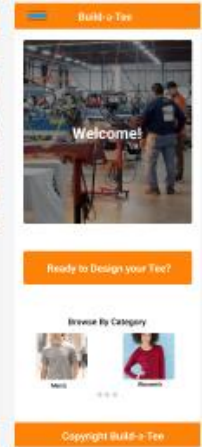
Desktop



Tablet



Mobile website



# Going forward

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- Takeaways
- Next steps



# Takeaways



## Impact:

Users shared that the app it easy for them to order a custom shirt online.



## What I learned:

I learned that even though the main problem I was trying to solve, which was creating an easy to navigate experience, going through each step and remaining unbiased help me align with specific user needs and come up with a great solution.

# Next steps

1

Conduct further research on how successful the app and website are.

2

Add more products and resources for the user.

3

Add an incentive program.

# Let's connect!



Thank you for your time reviewing my work on the Build-A-Tee app! If you'd like to see more or would like to get in touch, my contact information is provided below.

Email: [hello@paniaguadesigns.com](mailto:hello@paniaguadesigns.com)

Website: [www.paniaguadesigns.com](http://www.paniaguadesigns.com)