

UI Case Study

UX-130

By Erika Zimmermann

Introduction

The objective of this project was to learn how to work on the aesthetics of the website while keeping the user experience efficient and easy to manage by the user.

Additionally, the project help us identify and fix possible problems. Or validate the existing ideas thru the same mediums in both cases, prototyping and user testing experience.

Finally, I aimed to meet the desired outcomes as requested, in order to learn how to work with clients.

1. Company Information

The company I presented is called Green Base, and it is an eco-friendly clothing brand that use organic materials and manufactures its clothing lines without Carbon Dioxide (CO₂) emissions to the atmosphere, complying with the Paris Accord originally signed in 2016; and to which the United States adhered again in 2021.

The company was founded in Miami, in 2019 and have sold millions of clothing pieces designed by royalty and celebrities that agreed to join the cause.



let's keep it Cool!

1.1 Style Tile

The following is the company's UI style tile, and every piece and color was chosen with the idea to captivate every generation since the brand soon will release a clothing line to fit the needs and taste of baby boomers and generation X's.

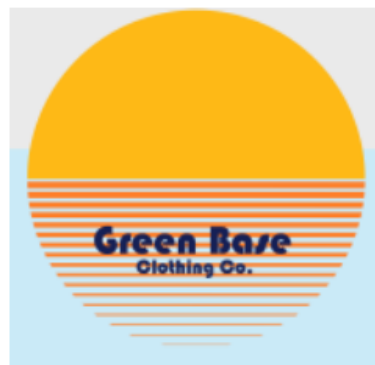
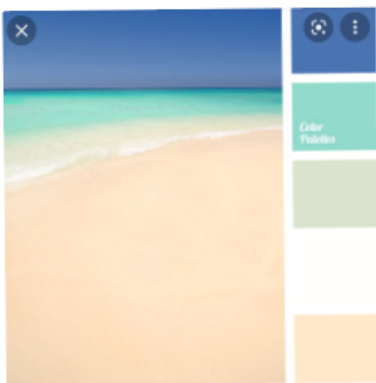
Style Tile UX-130 by Erika Zimmerman

Sitka Text 50 Regular

SimSun- ExtB

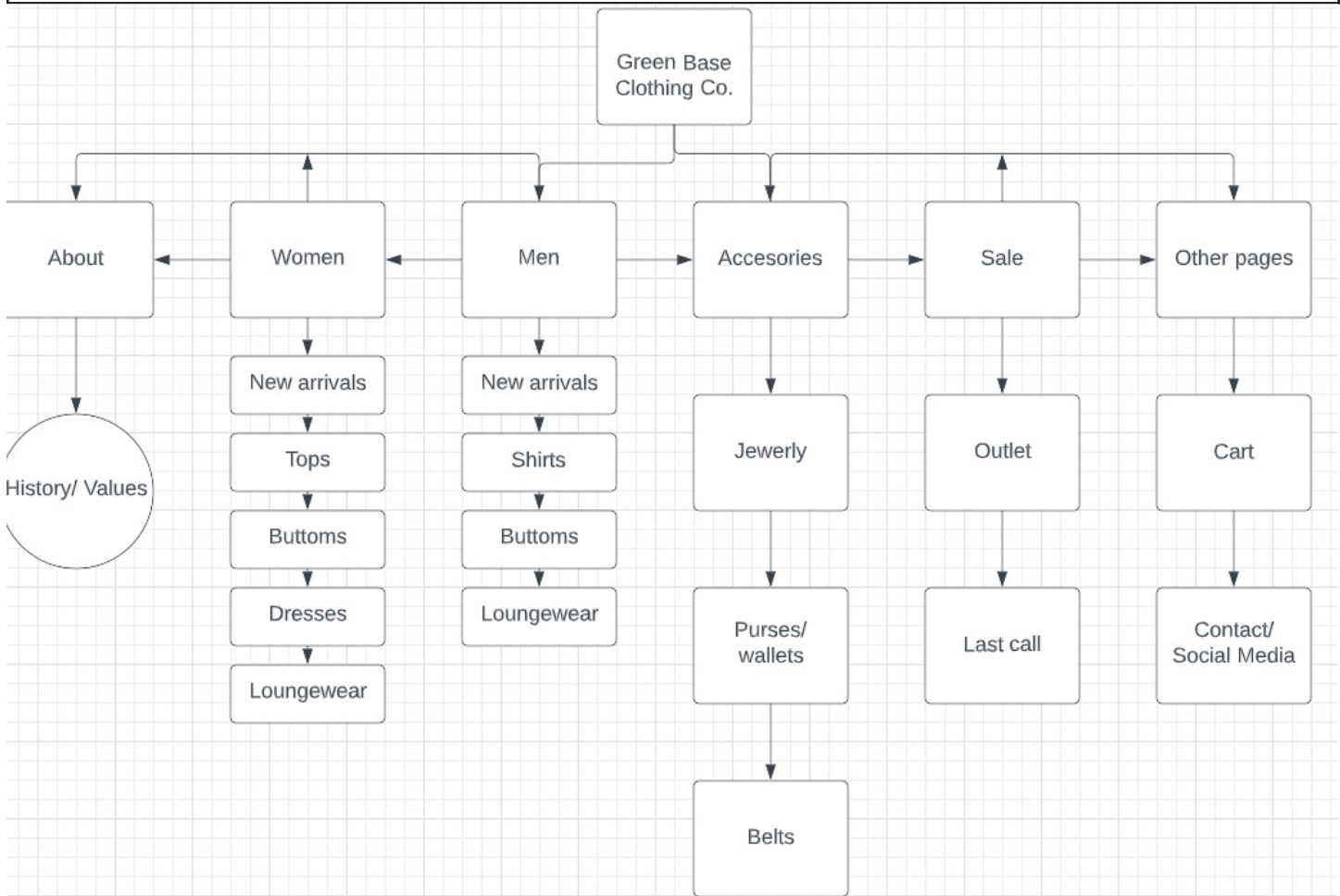
Sitka Banner

Times New Roman



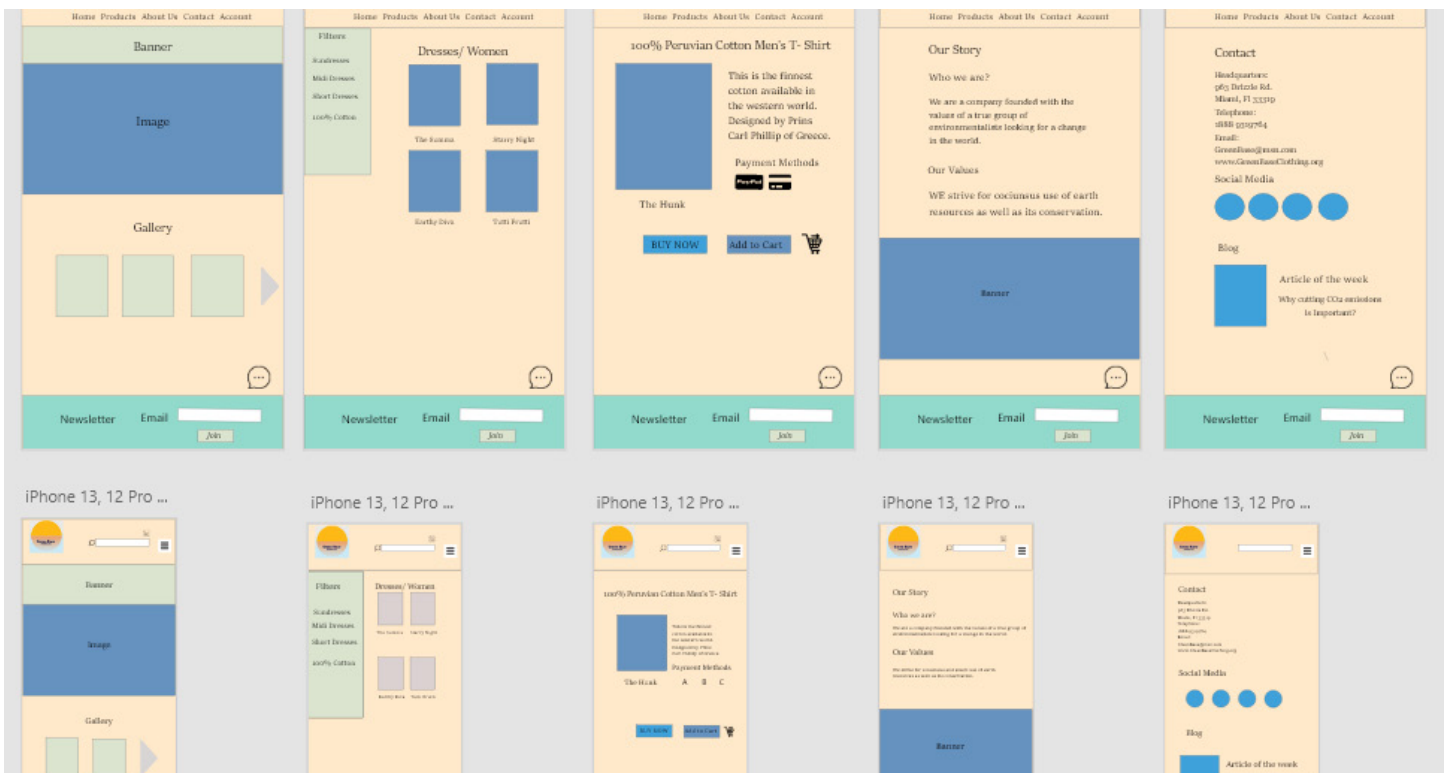
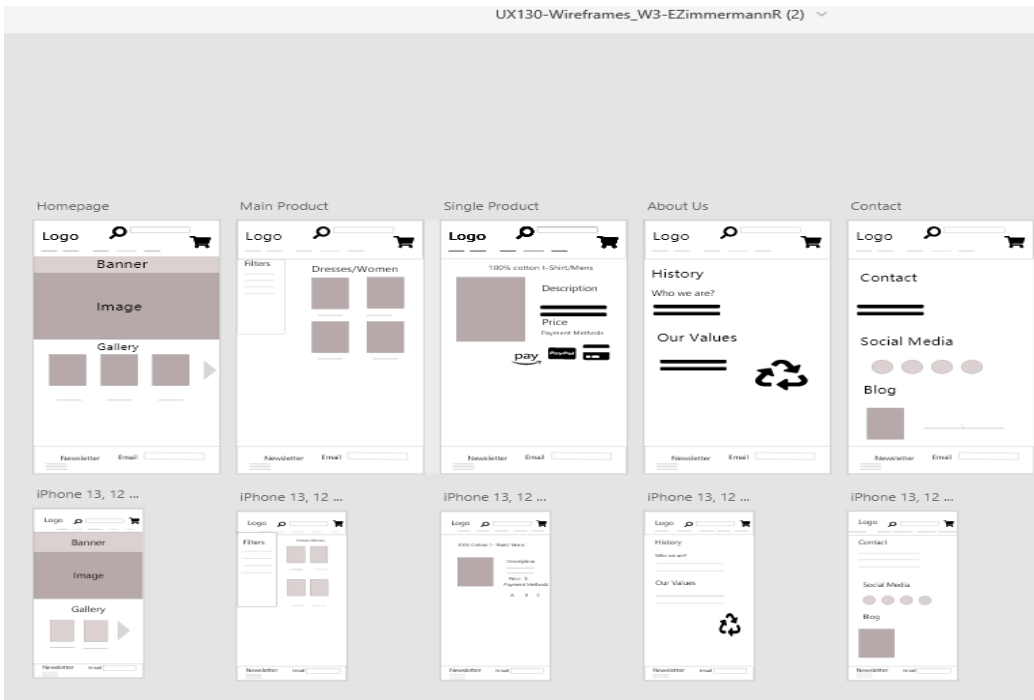
2. Site Map

The following is the complete site of the website and for the purpose of this presentation five (5) of the pages will be shown.



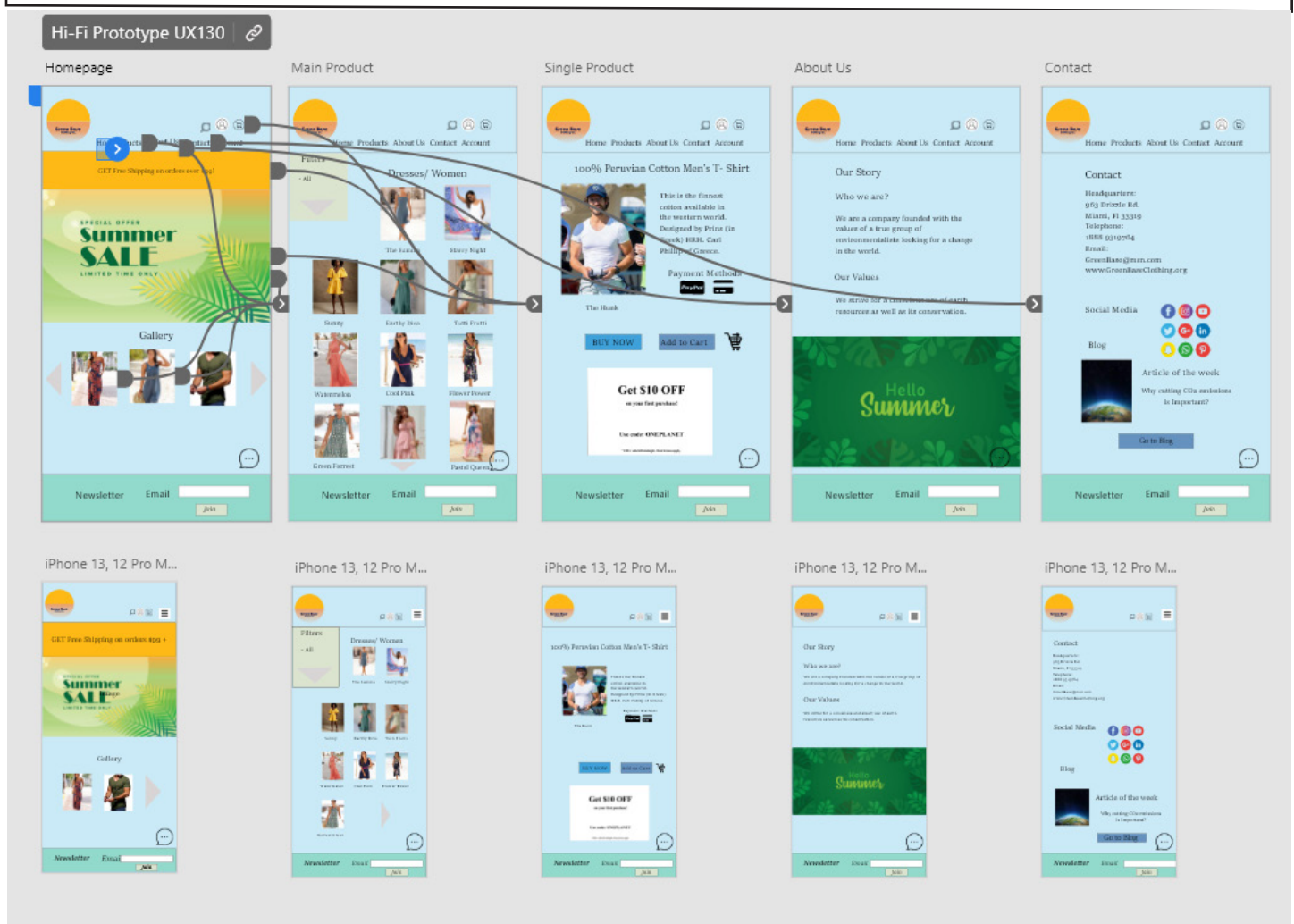
3. Wireframes

The wireframes for this project are basic and mid-fidelity wireframes. all shown below:



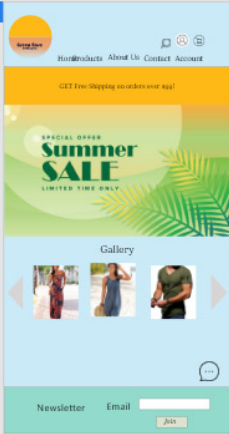
4. Prototype.

A few last minute changes were made to present the final hi-fidelity prototype, and it was worth it. This is the phase that included a testing part connecting the pages to each other, and the instructor and classmates were the real time testers.

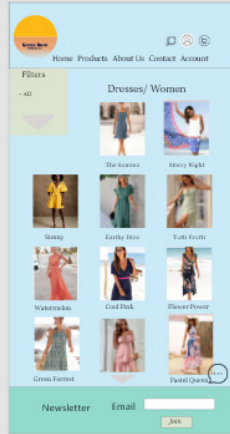


Hi-Fi Prototype UX130

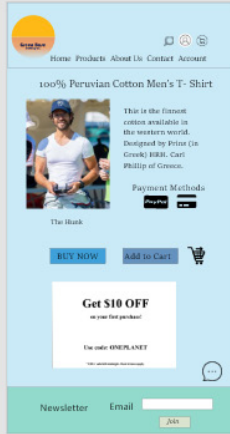
Homepage



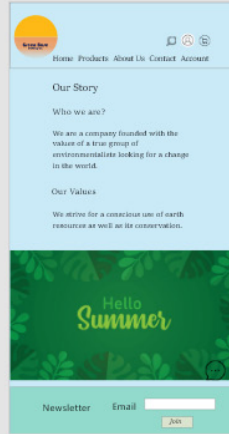
Main Product



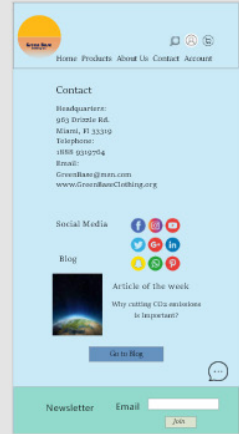
Single Product



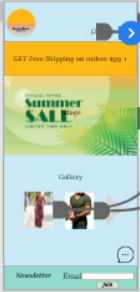
About Us



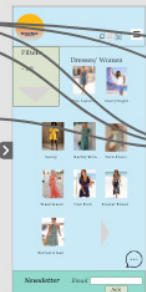
Contact



iPhone 13, 12 Pro M...



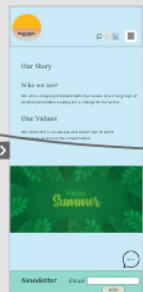
iPhone 13, 12 Pro M...



iPhone 13, 12 Pro M...



iPhone 13, 12 Pro M...

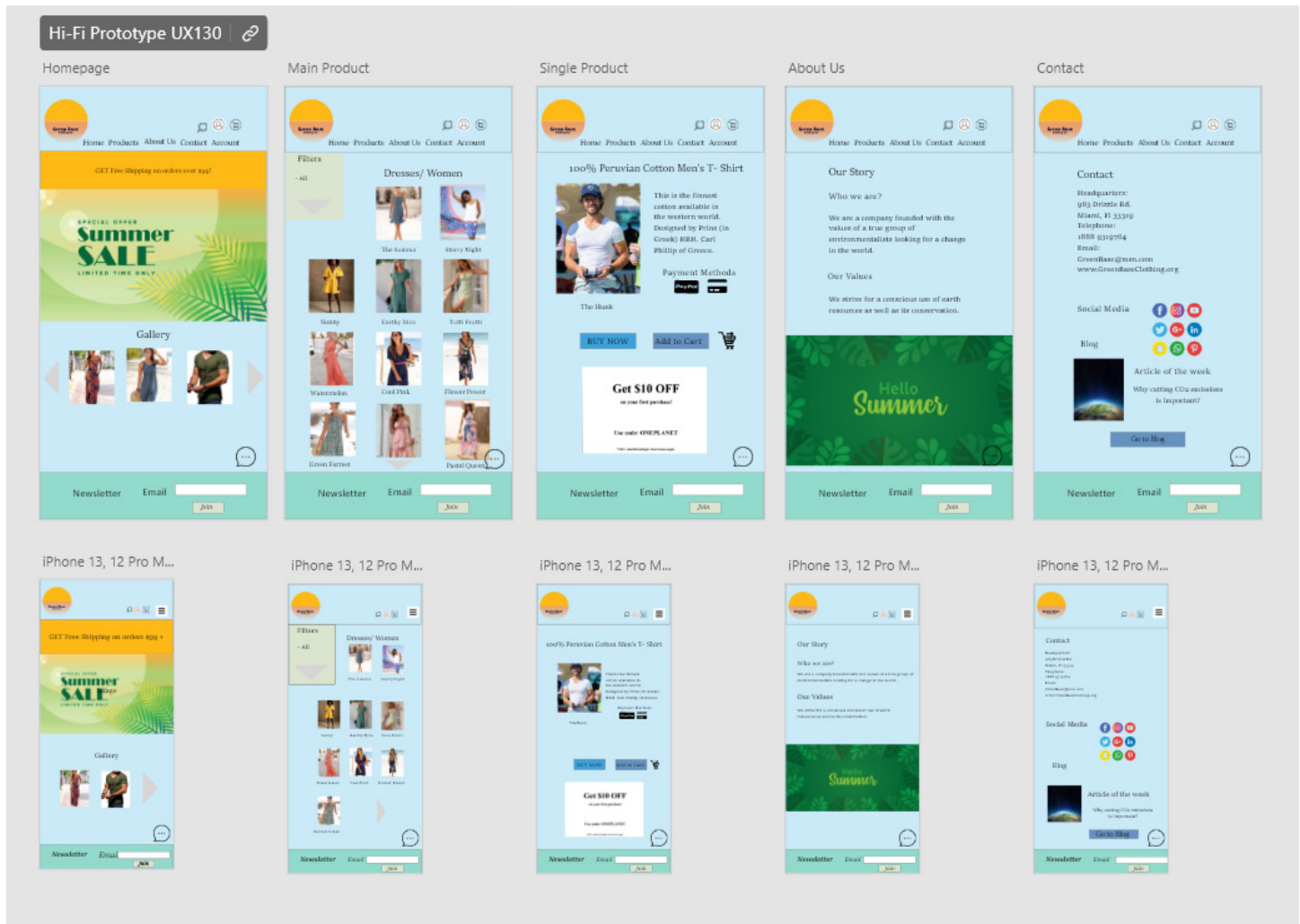


iPhone 13, 12 Pro M...



5. Final Desktop and Mobile design

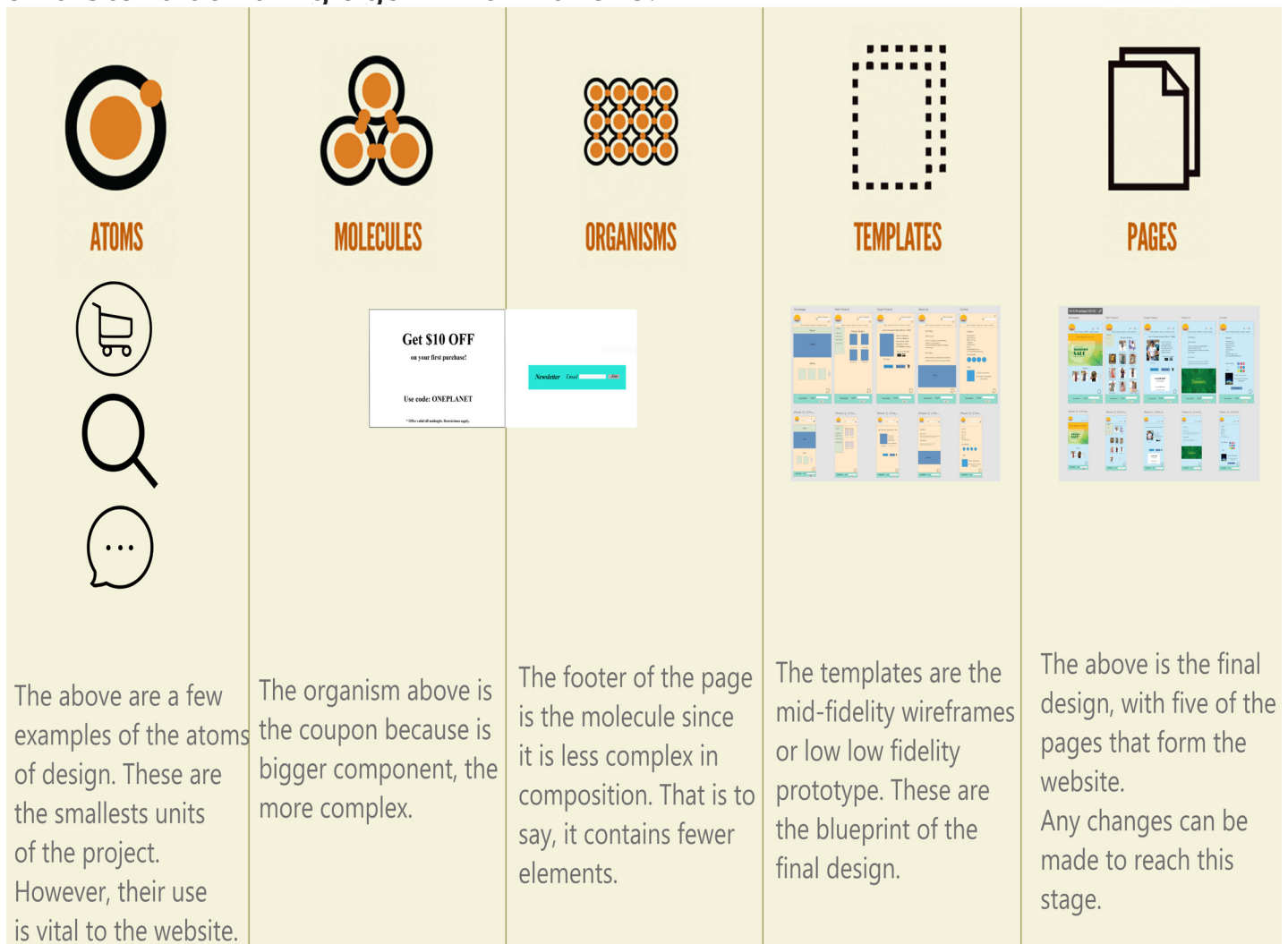
The following is the final solution of this project.



6. Atomic Design Map

The following is a chart that explains the composition of the website design using scientific terms that are easier to recognize and memorize.

It basically maps the design process from the Atomic design perspective, which is the practice of break down to the smallest pieces and start building again from there.



Atomic Design Methodology by Brad Frost

7. Design Patterns

The design patterns for this project were chosen with the user in mind. The aim was to make the UX/UI experience easy to handle leaving the user to little to “find out”. And equally appealing visually.

I use repeated patterns. For the navigation bar I preferred to use a common bar menu, and easy to interpret icons.

For the mobile version they were replaced by a hamburger menu.

For the layout I chose a slider gallery making easy for the users to navigate thru their choices. And, some perks were included in the form of banners and coupons as well.

Finally, the logo was created to send a message about global warming as well as to represent the role the sun has in the picture while creating a familiar UI setting as a beach with turquoise waters.

Summary

Creating this website pages was a fun experience and a challenging one too. I learn new things such as the use of atomic design, design patterns and how to choose the appropriate elements for the page in order to make it an efficient experience with ease in the process.