ALCHEMY & ARCHETYPE

# Final UX Design Report

DESIGN PROCESS

Upon beginning this project, I had requirements from my customer following the initial consultation to follow the loose guidelines that she had created for her existing coaching business, as she would like the two separate entities to be connected through aesthetics and brand. These initial guidelines were:

• Brand personality description

• Logo description, references to symbols to be included, and similar logos she liked

• Color palette description

Based off of the information received from the customer, I was able to come up with a style guide she was happy with as a customer, and that I was happy with as a UI & UX Designer.

THE ALCHEMY & ARCHETYPE LOGO

The Alchemy & Archetype logo incorporates symbolism from the various psychological and spiritual systems connected in the Alchemy & Archetype practice. The triangles symbolize the elements: earth, air, fire, and water. The circle combined with the pupil of the eye together form a circumpunct, which has many meanings, including the spiritual transformative equivalent of alchemical "gold", the sun and its creative power, and individual and universal consciousness. The eye in the center represents inner vision, intuition, and the "third eye," and the hands holding the eye represent the fact that we each inherently hold the potential to access inner wisdom and create transformation.
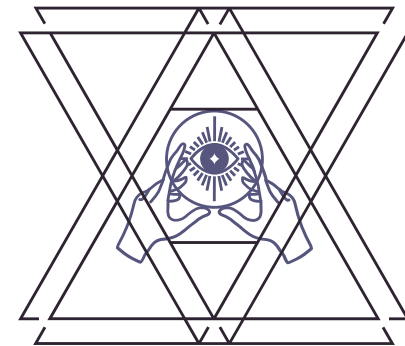
ALCHEMY & ARCHETYPE

STUDY GOALS & QUESTIONS

Determine the Key Goals:

- Determine what (if any) user painpoints exist

- Identify any improvements that can be made with the design

Explore the Questions to Guide the Study:

- Will this design be relatable to the target audience and promote sales?

- Are there any outstanding issues?

- What are users drawn to and not drawn to?

- What features do users expect and/or find useful?

- What features do users find confusing?

Evaluation Method Overview

- 5 participants in main target markets
  - Four female
  - One male

- Interview and observation style of evaluation (remote or in-person)
  - ~20-30 minutes each

- All participants had mobile smart phones

- All participants had previous online fashion shopping experiences

- All participants were given full disclosure about what the study is for and how the data collected will be used, and signed a consent form from usability.gov

Evaluation Method Overview

I purposely conducted this study so that users were in their homes in the process.

I think it is valuable to observe/test users in a realistic setting when possible and when it makes sense for the study.

> "In reality, people use their phones in a variety of contexts. In 2012, Google conducted a multi-screen word study and found that 60 percent of smartphone usage takes place at home. According to another study from comScore, peak hours of mobile usage are from 6:00pm to 10:00pm—a time when many users are playing with their mobile phone while chilling on the couch at home. And interestingly enough, 75 percent of mobile users admit to using phones in the bathroom."
>   – Nick Babich User Experience at Shopify
>   15 Myths That Can Ruin Your Mobile UX

Issues Identified

Practical Issues

- Limited Resources
  - Budget (project is not actually funded)
  - Participants must be remote due to COVID-19
  - Need quick turnaround

- Participant Knowledge
  - Prototype in on Figma, meaning the user must first know or learn how to use Figma, or PDF format

Ethical Issues

- Participants given full disclosure on what the project was and what the research would be used for

- Used consent form found on usability.gov

> Some teams may cut corners or follow shoddy research practices which can harm participants, causing unnecessary distress and suspicion during research sessions. In some cases, participants are willfully or unintentionally deceived about the research purposes or how their data will be used.
>
> – Maria Rosala, Nielsen Norman Group
> Ethical Maturity in User Research

Evaluation Method (Part 1)

Interview participant about online shopping experienecs on fashion-related websites

- How often do you shop online?

- How often do you shop online using your mobile phone or tablet?

- Can you tell me about an online fashion shopping website or app that you've used somewhat recently? Why did you choose to shop online instead of in-store?

- What was a great experience you had with online fashion shopping?

- Have you ever had a negative experience while online fashion shopping? If so, can you tell me about it?

Key Findings (Part 1)

Online Shopping – Pros

Quick and easy	Lots of options and variety	Using filters saves time	Don't have to deal with crowds, parking and lines	Less pressure to buy things in the comfort of your own home	Safer (because of COVID-19)

Online Shopping – Cons

Users feel like they are without much help if they need it	Can't try things on for sizing, see if they like it, etc.	Can't see the item for yourself (color, quality, etc.)	Shipping is an extra expense	Waiting time for shipping	Might be overwhelming to use a website/less familiar

KEY FINDINGS (PART 1)

Frequency of Online Shopping with Mobile Device

80%	20%
Two+ times a month	One time a month or less

"In 2021, 72.9 percent of all retail e-commerce is expected to be generated via m-commerce, up from 58.9 percent in 2017...Smartphones have become rapidly integrated into modern lifestyles with the average consumer spending significant time on their mobiles doing activities other than voice calls. The idea here for the enterprises is to interweave the engagement with fluid user experiences!"

– Abhishek Jaiswal, Cofounder of CEDCOSS Technologies Private Limited

How To Master User Experience (UX) in Mobile Apps?

Evaluation Method (Part 2)

Interview participant with observation of how users interact with and react to project

- What are your initial thoughts upon first seeing this website?

- Can you show/tell me where you would click first?

- Let's say you're looking to buy a gift for someone who loves earrings. Can you show me where would you go/what you would click?

- Can you show me what you would do to go through the checkout process?

- After going through the checkout process, to what extent do you trust or distrust this company on a scale of 1 to 5? (1 meaning I strongly distrust this company, and 5 meaning I strongly trust this company)

- How would you rate your satisfaction while using this website on a scale of 1 to 5? (1 meaning very dissatisfied and 5 being very satisfied)

Key Findings (Part 2)

Prototype – Pros

Positive reaction to overall design upon first impression	Appeared beautiful and sophisticated	Looks professional – assume products are good quality	Checkout had a nice flow/users found CTA buttons easily	Product suggestions were intriguing	Participants liked "Same as shipping address" checkbox

Prototype – Cons

|				
Very feminine design - not as appealing for men	Testing wasn't as smooth as it could have been due to remote aspect	Some participants unsure of whether they would want an account	Cart icon might not be as clear as it could be without text	"Add to cart" button takes users away from seeing other product options

Key Findings (Part 2)

Average Participant Trust Rating

4.8/5

Average Participant Satisfaction Rating

4/5

Post-Study Improvements

1. Users feel like they are without much help if they need it

In order to address this concern, I added a link on the product page, "Have a question?" This link would take the user to a contact form.
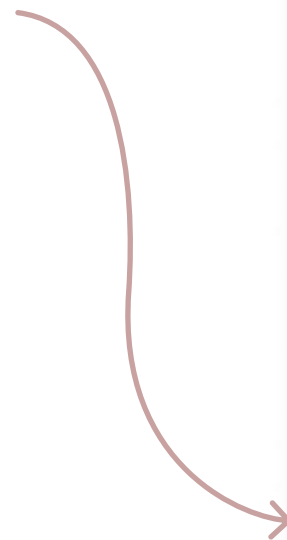
Product Details
This simple moon tarot card necklace is dainty perfection. This necklace is exactly what you want and need to represent either yourself or your loved ones. Made from 14k gold fill, you'll want to wear this one every single day.

Outr jewelry is meant to be infused with intention and connection. We hope you feel that with this necklace.

Care Tips >

Length: 18 in ⌄

− 1 +

Have a question?

POST-STUDY IMPROVEMENTS

**2. "Add to cart" button takes users away from seeing other product options**

When users were interacting with the prototype, it became apparent that there was no link that reminded or encouraged users to look at more products. I added a text hyperlink above the "Checkout" button. I decided that "Checkout" should still be more prominent, as the end goal is to have the user complete a checkout transaction.
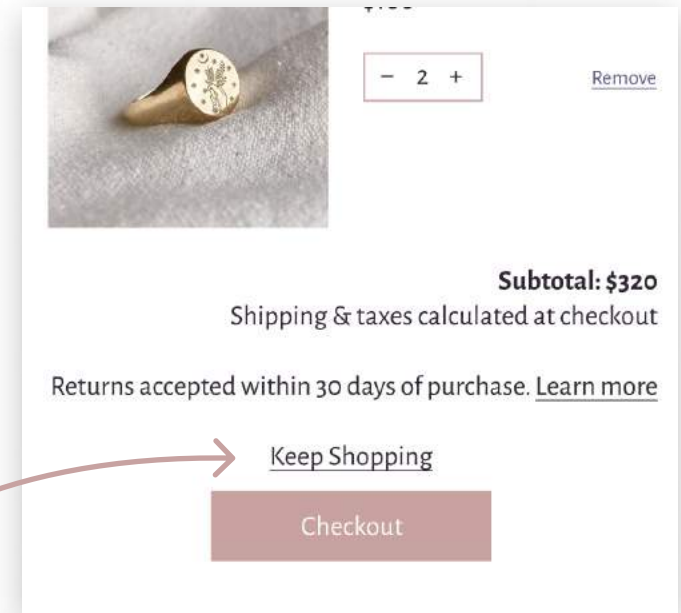
POST-STUDY IMPROVEMENTS

3. Very feminine design

While I don't want to take away from the aesthetic that is integral to the brand identity itself, I also don't want to deter or offput users by having going too far with the feminine aesthetic. The style guide and color palette are both the same, but I have made a couple of subtle changes to tone it down.
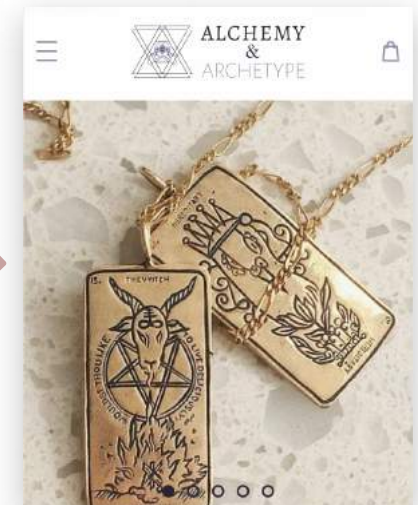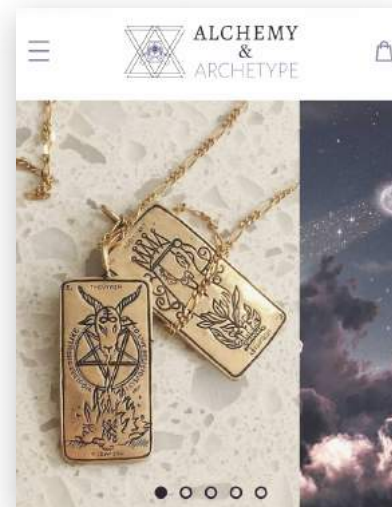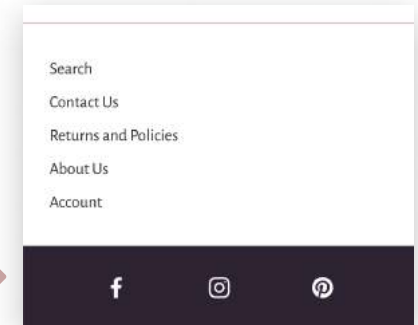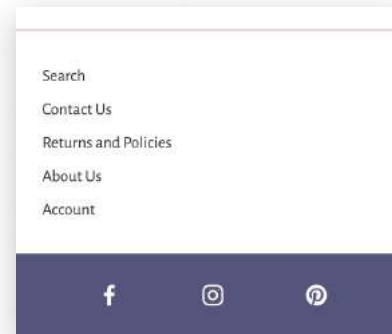
Post-Study Improvements

4. Cart icon might not be as clear as it could be without text

Unfortunately, I thought that having a whole word such as "Cart" or "View" would cause spacing issues for the design. Instead, I opted for a number to appear once the user has added someting to his/her cart.