



Oh My BOD

Because everyBODy is beautiful

Geetika Chandran UXD

Project overview



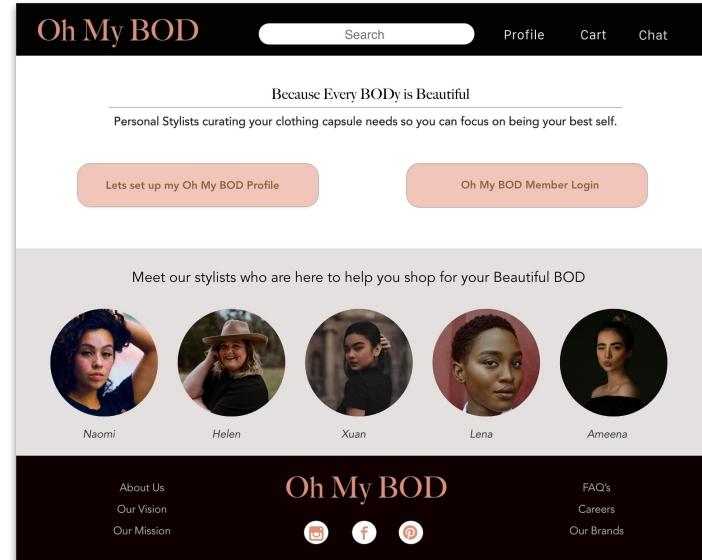
The product:

A boutique shopping experience.



Project duration:

May 2022 - June 2022



Project overview



The problem:

From our research we found that many people found it frustrating ordering sizes of clothing based on images of body types that did not reflect them. They found themselves having to return products and reorder items which was time consuming.



The goal:

To create a body positive shopping experience to reflect a diverse range of body types, and sizes, with curated fits & styles to reduce time spent shopping.

Project overview



My role:

UX Researcher/Designer throughout the entire scope of the project from conception to design to delivery.



Responsibilities:

Research, Interviewing, Paper and Digital Wireframing, Usability Studies, Low and High Fidelity Prototyping, & Design Iteration.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



I conducted interviews with a variety of people who shop for clothing online. I created empathy maps to understand their thought process, needs and goals.

Through my research I found that users were frustrated with ordering multiple sizes of items that did not fit their body shape & type, and the amount of time that was spent returning and reordering items til they could find items that would fit.

User research: pain points

1

Fit

Finding the right fit of clothing was frustrating for majority of users.

2

Time

The time spent on returning and reordering items until satisfied was not favorable.

3

Body Image

Users felt unhappy about the overall experience and their body image due to lack of realistic representation of individuals.

Persona: Parveen Cohen

Problem statement:

Parveen is a business professional who wants to find clothing that fits and is fashionable for her body type, but doesn't have a lot of time to shop around due to her busy work schedule.



Parveen Cohen

Age: 38

Education:

Hometown: Chicago, IL

Family: Single, 5 siblings

Occupation: Banking Manager

"I want to look put together, professional, and fashionable but struggle to find the right clothing that flatters my body type"

Goals

- Wants shopping recommendations for different styles on different body types.
- Wants to look fashionable and professional, "well suited up"

Frustrations

- The models never are my size or shape.
- Returns are not easy, and I have to constantly return because many items are not a flattering fit for my body shape and size.

As a 2nd generation immigrant Parveen was taught that the 1st impression is the last impression you make. She is a banking manager for a large bank. The banking industry is male dominated and she wants to look as strong as she feels, to be taken seriously amidst her peers.

User journey map

Mapping Parveens journey illustrated areas of frustration when shopping for clothing that fit her as well as the time it took.

ACTION	Buy new Apparel	Shop Online	Order Items	Items Arrive	Return Items	Order Items
TASK LIST	<ol style="list-style-type: none"> Looks for trends/fashion Search for clothing retailers online to save time 	<ol style="list-style-type: none"> Find apparel Mix and match options Make decisions 	<ol style="list-style-type: none"> Order items in various sizes, and various styles Place order 	<ol style="list-style-type: none"> Unpackage items Try them on to see if they fit Decide to keep or return items 	<ol style="list-style-type: none"> Pack up items Return Items Wait for returns to be processed 	<ol style="list-style-type: none"> Re-order items in more styles and sizes Wait for order to arrive
FEELING ADJECTIVE	Excited Optimistic	Time consuming Complicated	Optimistic	Upset Irritated Frustrated	Frustrated Irritated Upset	Skeptical Unhappy
IMPROVEMENT OPPORTUNITIES		Pre match options or look suggestions	Information on size recommendations, or fits would be helpful	Try before you buy option	Process quick returns	Improve the user happiness with the end result

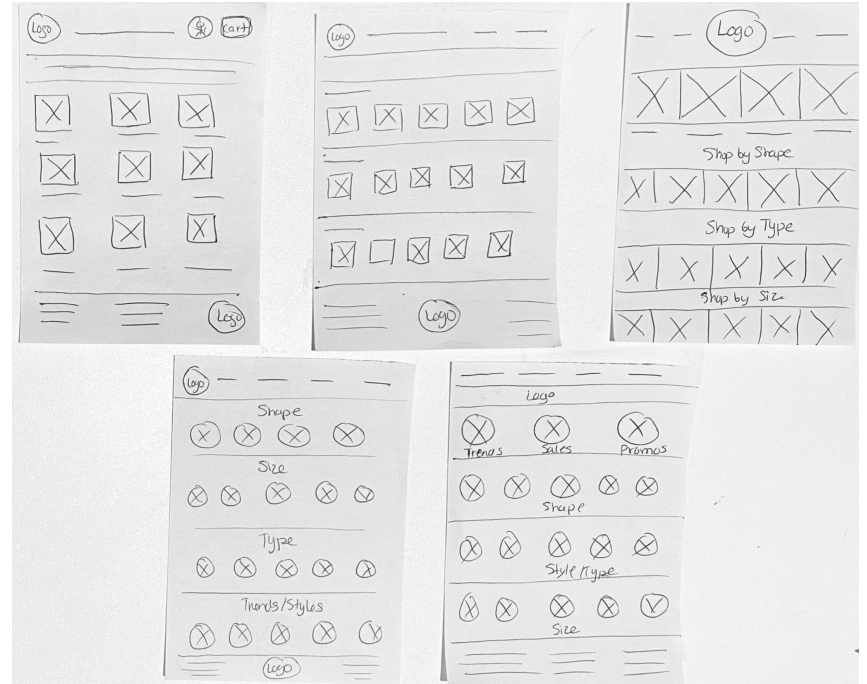
Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

Paper wireframes

Paper wireframes were drafted to create multiple ideas quickly.

Common essential features were assessed and chosen to create a starting point for creating digital wireframes in Adobe XD.



Digital wireframes

I further built out more digital wireframes to allow for user flow, for additional user paths. The Initial completed set of wireframes below was used for the primary usability study.



Usability study: findings

I conducted two usability studies. The initial study insights guided the designs from wireframes to mockups incorporating iterations. The second study was conducted with a high-fidelity prototype and additional iterations were made to those mockups based on themes found and insights gained.

Round 1 findings

- 1 It was difficult to figure out how to check out.
- 2 Logo to home screen was not functional.

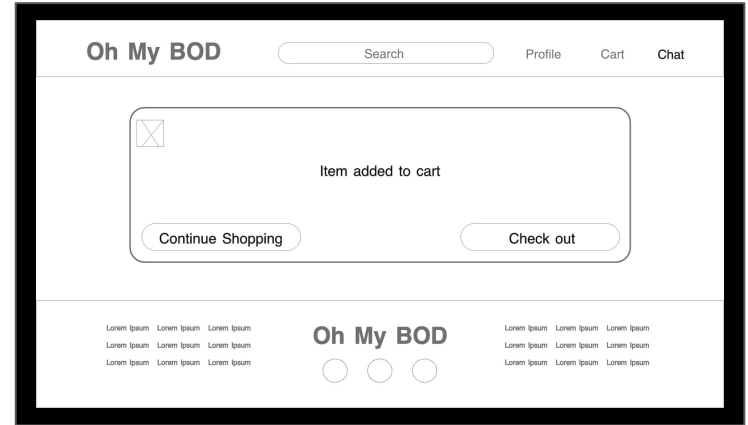
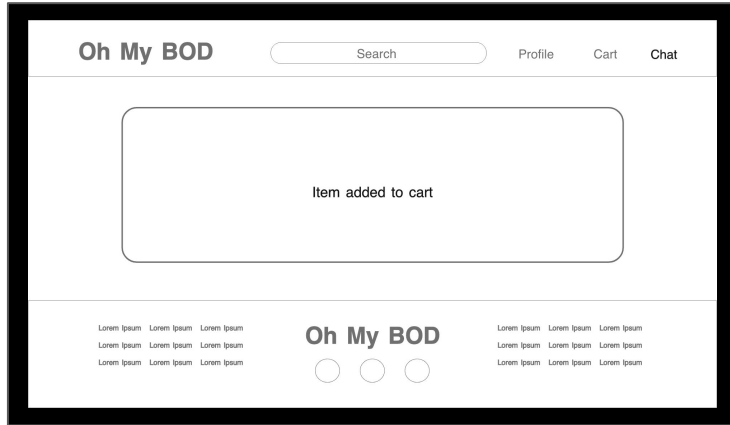
Round 2 findings

- 1 A back button was needed in addition to the logo.
- 2 Shipping and billing information could be consolidated more.

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

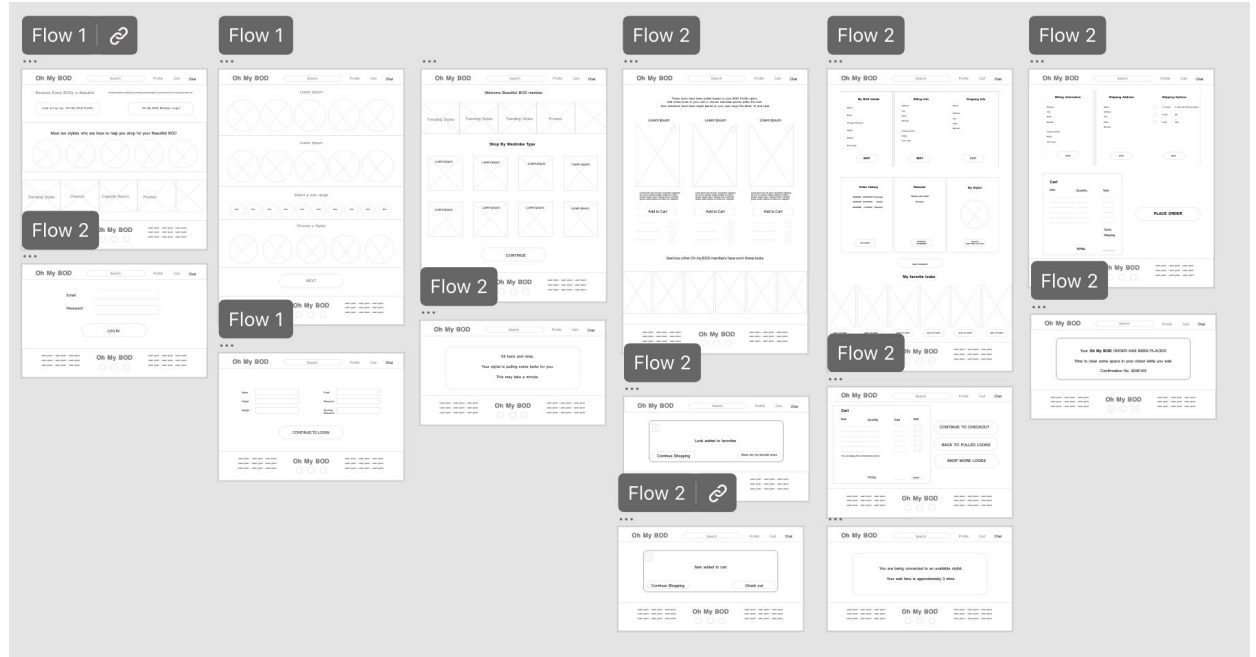
Digital wireframes



Based upon the 1st round of usability testing, additional components were added to the item added to cart overlay screen for users to determine their next step in their journey, such as check out, or continue shopping, and a call to action button to close the overlay screen.

Low-fidelity prototype 2

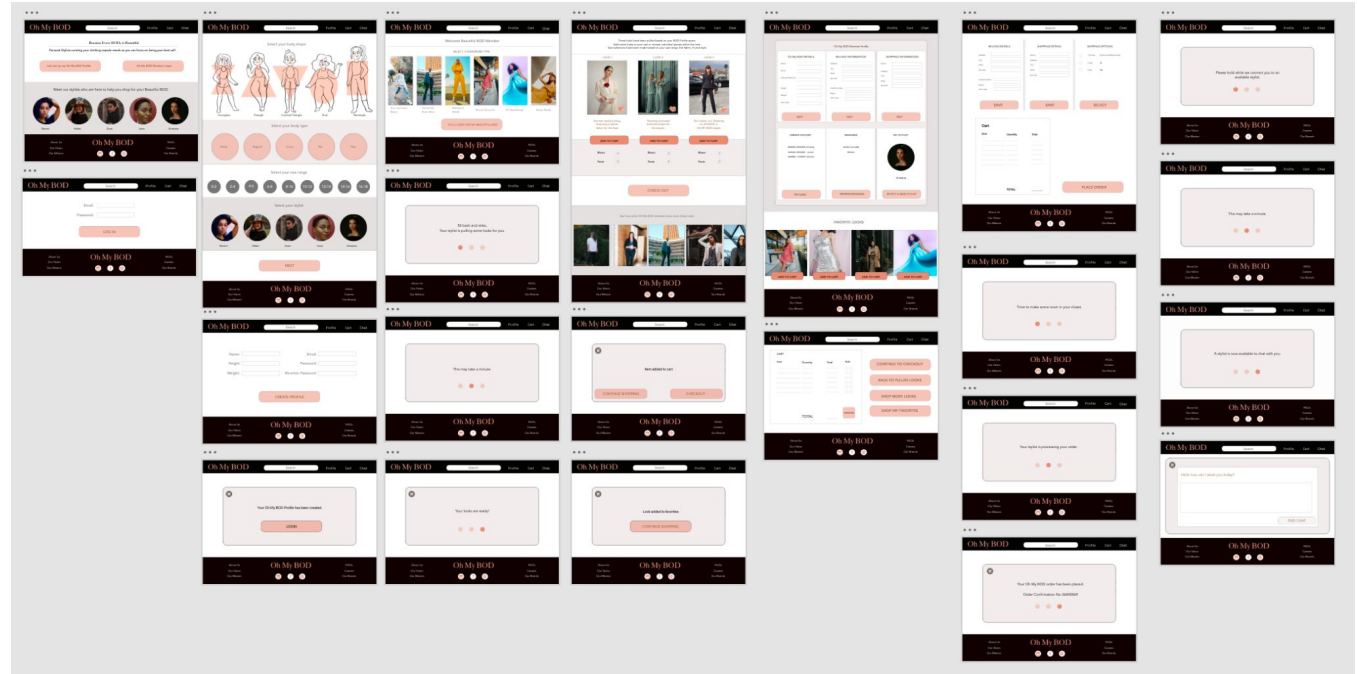
The 2nd low fidelity prototype after iterations and user flow which was used for the mock ups.



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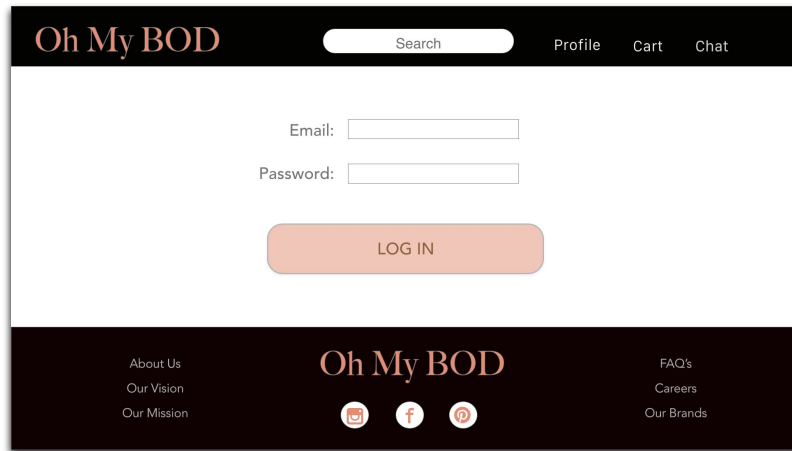
Mockups

Mock up designs based on the iterations in the low fidelity prototype.

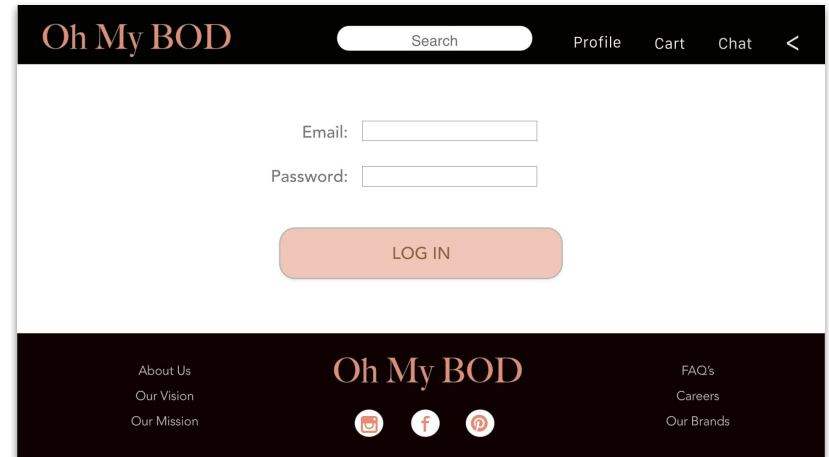


Mockups

Before 2nd usability study



After 2nd usability study



A back button feature was added to move back through mock ups.

Mockups

Before 2nd usability study

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BILLING DETAILS

Address:
City:
State:
Zipcode:
Credit Card No.:
Expiry:
CVC code:

SHIPPING DETAILS

Name:
Address:
City:
State:
Zipcode:

SHIPPING OPTIONS

7-10 days \$ (free with \$50 purchase)
 5 days \$\$
 2 day \$\$\$

SAVE SAVE SELECT

Cart

Item	Quantity	Total
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After 2nd usability study

Oh My BOD Search Profile Cart Chat <

BILLING DETAILS

Address:
City:
State:
Zipcode:
Credit Card No.:
Expiry:
CVC code:

SHIPPING DETAILS

If same as billing please select:

Name:
Address:
City:
State:
Zipcode:

SHIPPING OPTIONS

7-10 days \$ (free with \$50 purchase)
 5 days \$\$
 2 day \$\$\$

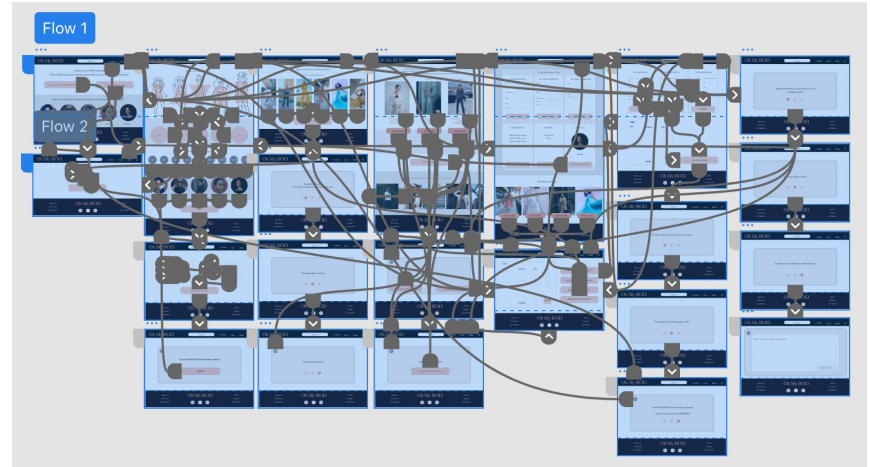
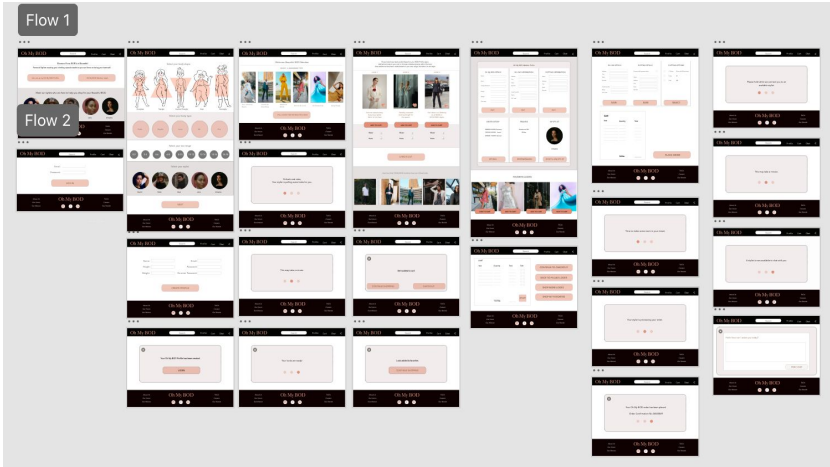
SAVE SAVE SELECT

Cart

Item	Quantity	Total
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The shipping field was modified to allow for an option to save the user more time.

High-fidelity prototype



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Accessibility considerations

1

Color contrast and variation was taken into consideration while maintaining the branding esthetic.

2

Headers were used to indicate flow.

3

Additional accessibility considerations to be included are annotations, and labels.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

“I love that there are descriptions of the fit such as oversized”

“This is going to save me so much time, and I love that I can just get everything in one shot”



What I learned:

Creating a product accessible to shoppers of many shapes and sizes was integral to this design process for me. A body positive experience for shoppers so that they can feel good about themselves is so important.

Next steps

1

I would include reviews from a diverse batch of consumers in addition to the images of members wearing looks to further assist with future purchases as the client base increases.

2

The reward features need to be developed with the client and built out in the future.

3

Based on future data, further building out preference profiles would help narrow down choices based on past purchases.

Let's connect
and *create a thing of beauty* for your product or business needs.



beautiful, accessible, functional design

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