

# The Skate Shop

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Eduardo Vieira

# Project overview



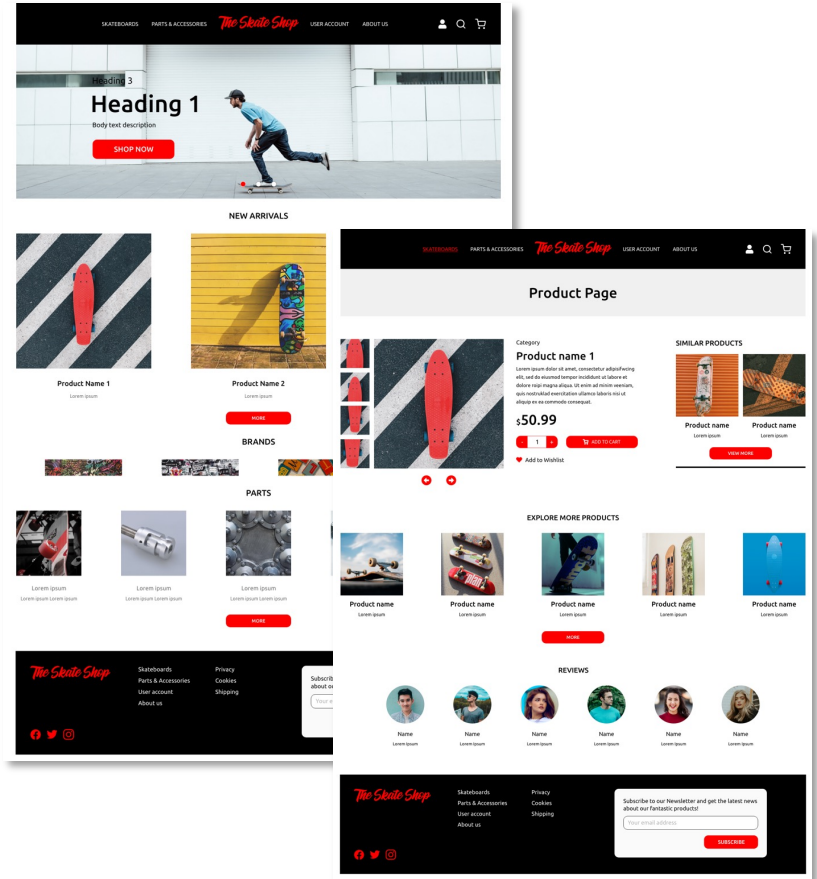
## The product:

The Skate Shop website sells several products, parts and accessories for skateboards.



## Project duration:

April 2022 to May 2022



# Project overview



## The problem:

Create and develop a website with a clear UX and UI for users to find and buy the shop products in the most easy way possible.



## The goal:

Design and develop an Website for The Skate Shop, so their customers can easily find and purchase one or more products. And engage with more customers and increase online sales.

# Project overview



## My role:

PM, lead UX/UI designer, designing a Website for The Skate Shop from conception to delivery.



## Responsibilities:

User research, conducting unmoderated usability studies, paper and digital wireframing, lo-fi and hi-fi prototyping.

# Understanding the user

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

# User research: summary



For this particular project, I've conducted some unmoderated usability study's and created empathy maps to understand the user needs. The user group identified through research were teenagers, adults, and students also, who had experience or not in skateboarding activities.

This group also confirmed our initial assumptions that TSS customers would be really satisfied if they could have a easier way to find and buy online this kind of products.

# User research: pain points

1

## Personal improvement

Teenagers needed to find a more wide range of products that could buy to improve their skateboard skills.

2

## New products

Users usually struggle with getting access to a new range of products to meet their needs.

3

## Website accessibility

Users pointed out that they found it a bit “hard” to find a website where they could easily find one or more products related to Skateboarding.

4

## Website features

Users also realize that the websites didn't have some features they needed (ex. buy more than one product at once).

# Persona: Pedro Vieira

## Problem statement:

Pedro Vieira, is an amateur skateboarder and student, who needs to easily order and customize his skateboard and parts, because he does not have much time to lose.



**Pedro Vieira**

**Age:** 23  
**Education:** High-School Degree  
**Hometown:** Lisbon, Portugal  
**Family:** Parents  
**Occupation:** Amateur Skateboarder

*"I want to be the next Portuguese, Tony Hawk!"*

## Goals

- Less fuzzy flow on the ordering process
- Wants to be able to do some customization on his products
- Be able to have more options for payment

## Frustrations

- "I wish I had more payment options..."
- "I struggle finding the right parts to my skate online."
- "I wish we could have an online pro-shop in Portugal."

Pedro is a 23-year-old boy, dedicated to his family and studies. He loves skateboarding since we was 6, and never stopped perfecting his skills since then. He wants to be a professional skateboarder and wants to represent his country in international competitions.

They are frustrated with the overall ordering flow and process on the online store.



# User journey map

## Persona: Pedro Vieira

Wants to be able to order custom skateboards online, and don't lose too much time on the order process.

Mapping Pedro's user journey showed how useful a Website would be for TSS and at the same time revealed some issues that needed to be addressed.

ACTION	Browse the Skateboards list	Customize Skate of choice	Add products to shopping cart	Check out of full order	Confirmation of purchase
TASK LIST	<ul style="list-style-type: none"><li>Browse new skateboard releases</li><li>Sort skateboards by categories</li><li>Search for brands</li></ul>	<ul style="list-style-type: none"><li>Select the base Skate</li><li>Select specific parts we wants to had to his Skate</li></ul>	<ul style="list-style-type: none"><li>Click "Add to cart" button to add the items of choice to the shopping cart</li></ul>	<ul style="list-style-type: none"><li>Click "Purchase" button to buy the items of choice listed in the shopping cart</li><li>Fills quite few text fields of personal information</li><li>Choose just one method of payment</li></ul>	<ul style="list-style-type: none"><li>Receive a confirmation message of the items previously purchased</li><li>Sees the estimated time of delivery</li></ul>
FEELING ADJECTIVE	<ul style="list-style-type: none"><li>Excited to be able to find something he can relate with</li><li>A bit confused with the choice of categories</li></ul>	<ul style="list-style-type: none"><li>Excited</li><li>Optimistic</li></ul>	<ul style="list-style-type: none"><li>Curious</li><li>Optimistic</li></ul>	<ul style="list-style-type: none"><li>Bit annoyed with the fact that there's few options for him to choose the method of payment</li></ul>	<ul style="list-style-type: none"><li>Disappointed</li><li>Anxious</li></ul>
IMPROVEMENT OPPORTUNITIES	<ul style="list-style-type: none"><li>Make the categories more comprehensive or short listed</li></ul>	<ul style="list-style-type: none"><li>Provide some more specific details about the items selected (stock, price, etc.)</li></ul>	<ul style="list-style-type: none"><li>None</li></ul>	<ul style="list-style-type: none"><li>Provide more than one option for payment</li></ul>	<ul style="list-style-type: none"><li>Show ETA time earlier in the process</li></ul>



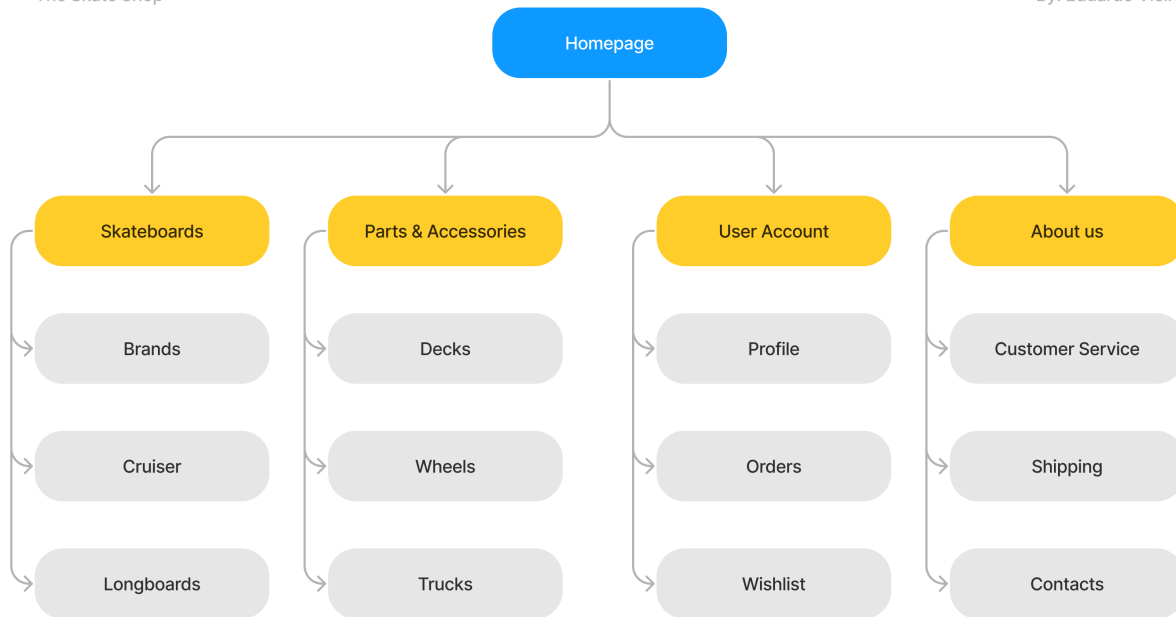
# Sitemap

The Skate Shop

By: Eduardo Vieira

Users wanted a simple way to find and customize their skateboards so I used that knowledge to create a sitemap.

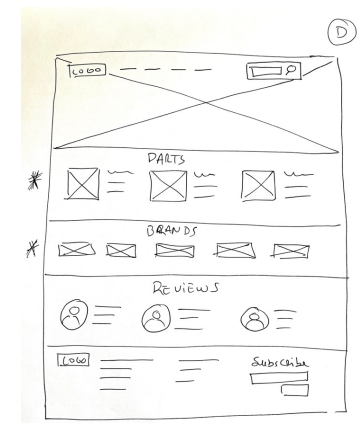
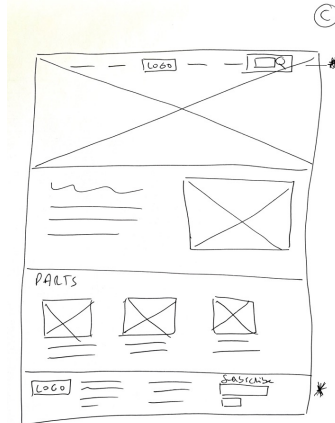
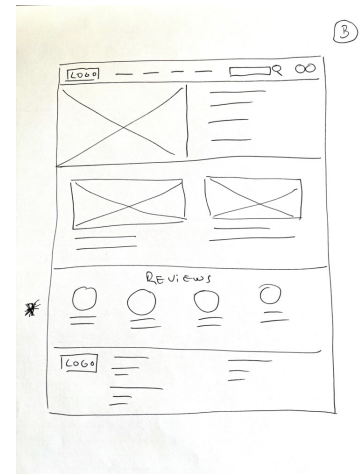
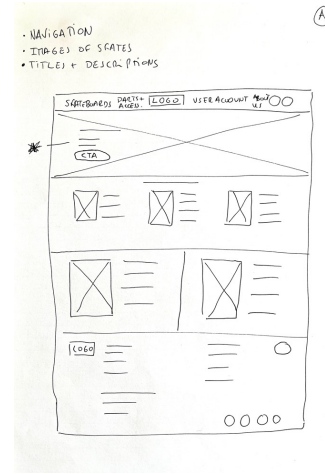
My goal was to provide the customers with an easy user flow and navigation for them to find, search and buy what they were looking for.



# Paper wireframes

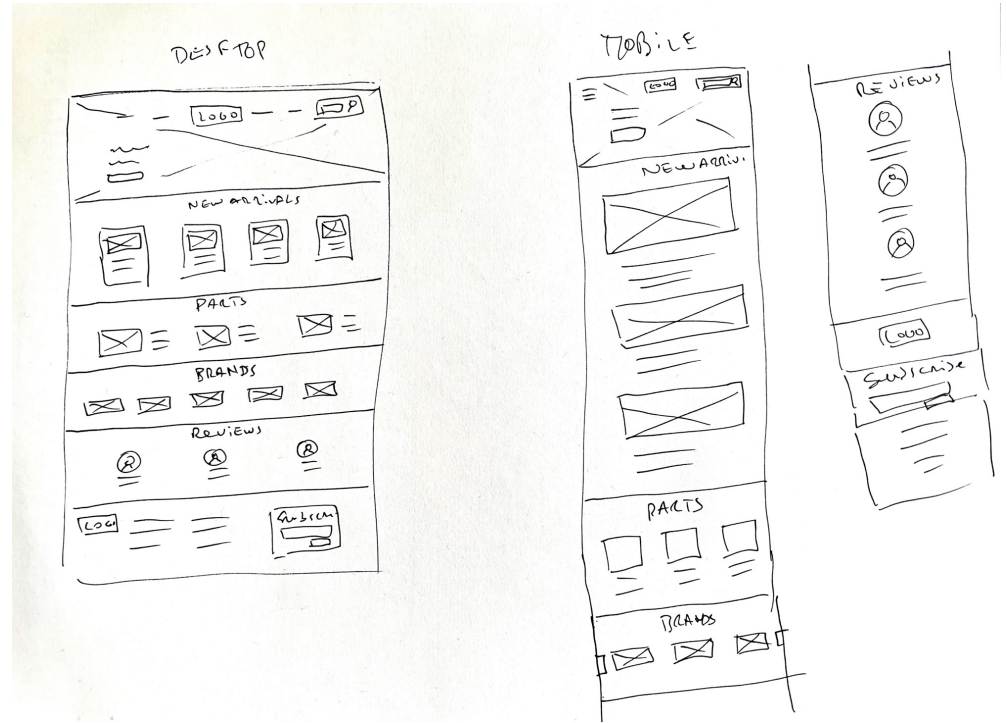
Drafting some examples on paper of the Site homepage ensured that some key elements were incorporated into digital wireframes to be well-suited to address user pain points. For this screen, I prioritized a quick view and easy to read of the latest products to help users save time.

Stars were used to mark elements of each option that would be used in the initials wireframes.



# Paper wireframe screen size variation(s)

Drafting an example of different screen sizes on paper of the Site homepage ensured that the elements were fully responsive and suitable for mobile screen size.



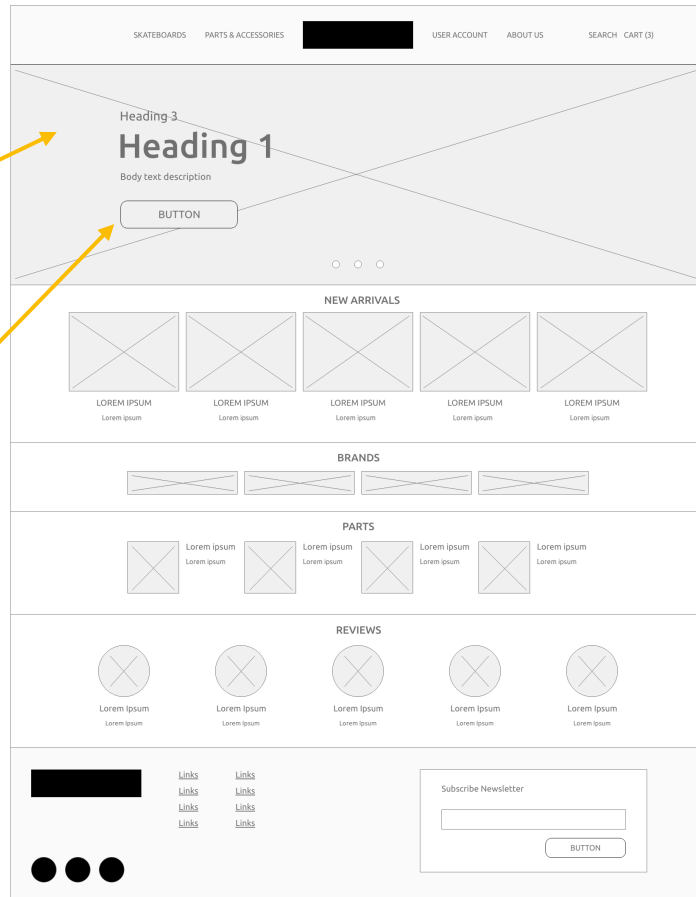
# Digital wireframes

Moving from paper to digital wireframes made it easy to see how the design could help users and improve their experience.

My goal was to optimize the layout to follow the goal of the overall project.

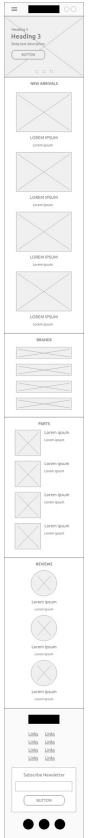
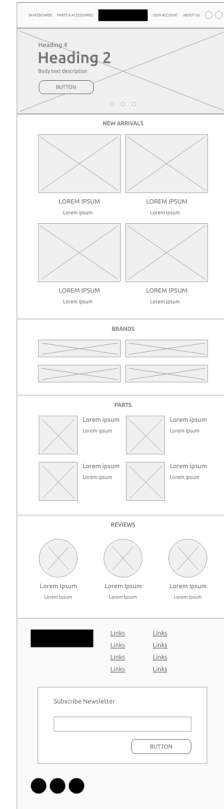
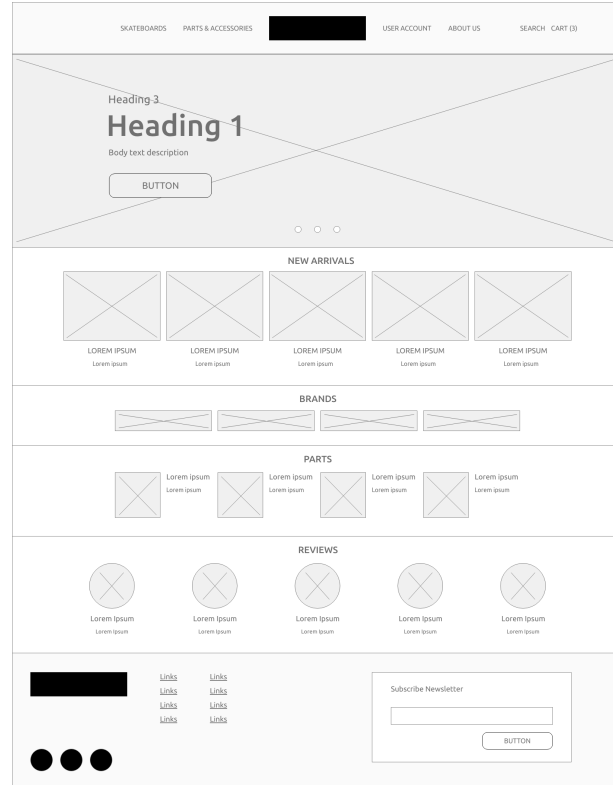
Carousel with images and titles, at the top of the home screen to help users see the latest products.

CTA button for users to easily see and browse the list of products available



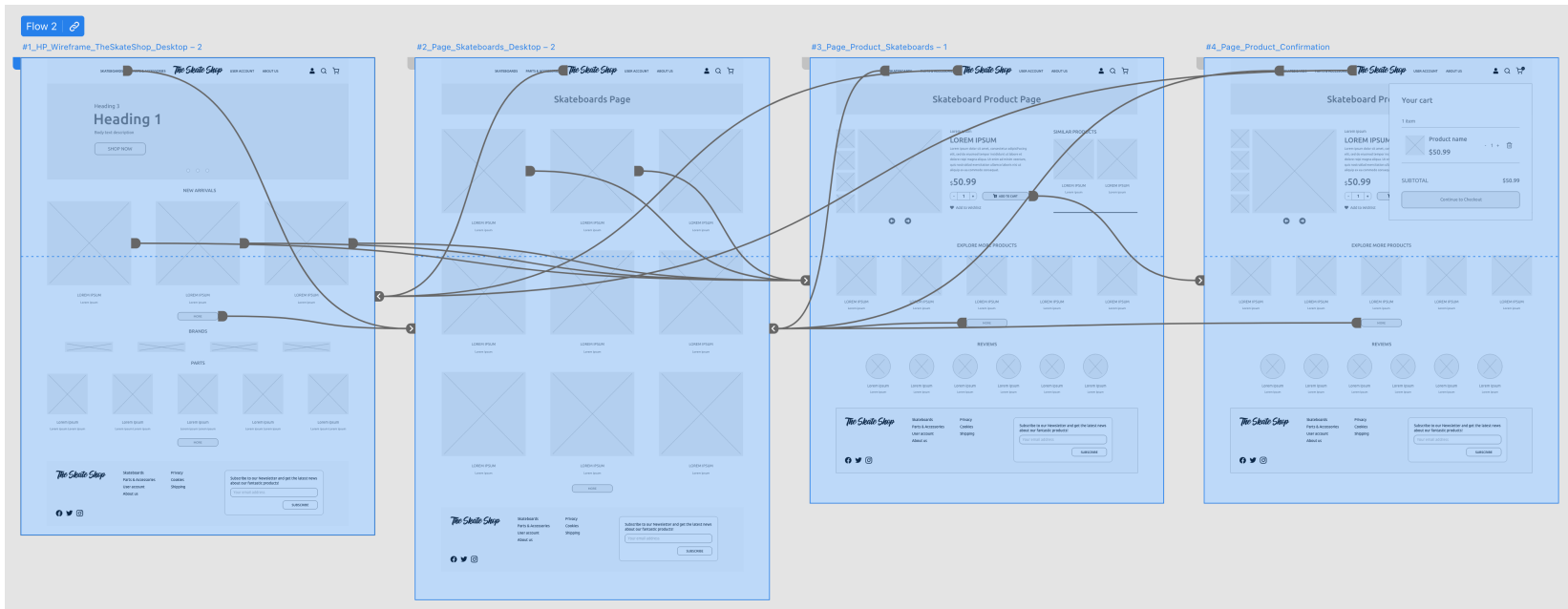
# Digital wireframe screen size variation(s)

Continuing the process of creating a responsive website I've made the wireframes of the HP to ensure that the layout worked on screen size variations.



# Low-fidelity prototype

This low-fidelity prototype connected the primary user flow of choosing and buying a Product so that the prototype could be used in a usability study with users. View [low-fidelity prototype](#).





# Usability study: parameters



## Study type:

Unmoderated usability study



## Location:

Portugal - remote



## Participants:

5 participants



## Length:

15-20 minutes per participant

# Usability study: findings

These were the main findings uncovered by the usability study:

1

## Functional

Participants found the Website to be very functional

2

## Usability

Participants wanted more space between products to make the visualization more easy

3

## Customization

Participants wanted to be able to add more than one Product at once to their cart

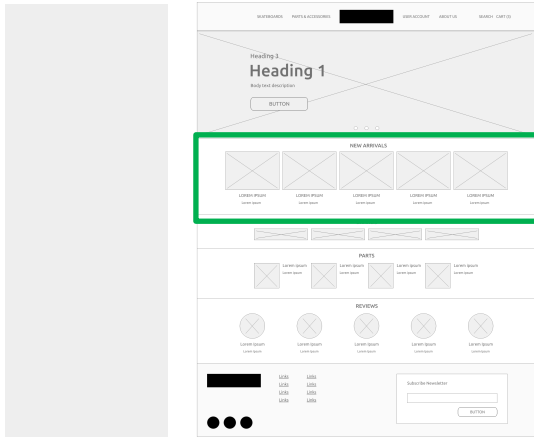
# Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

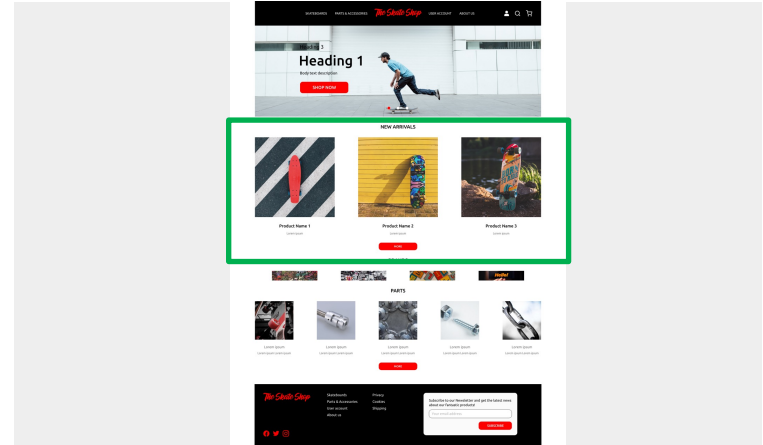
# Mockups

There were a few actionable insights I came up with from the usability studies. One of those was **having more space between products**, to make the overall visualization easier.

Before usability study



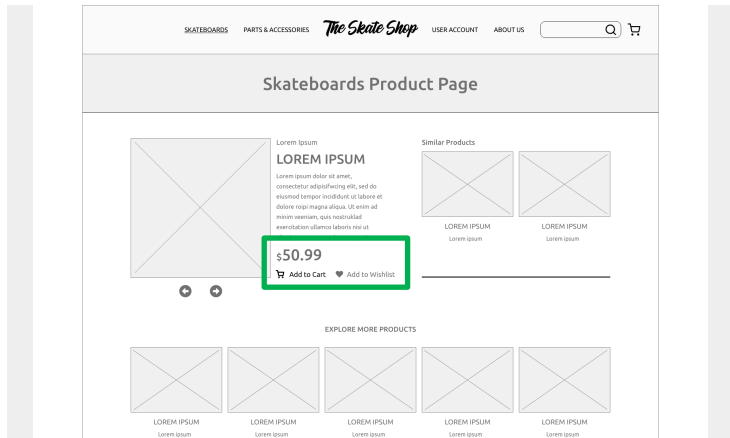
After usability study



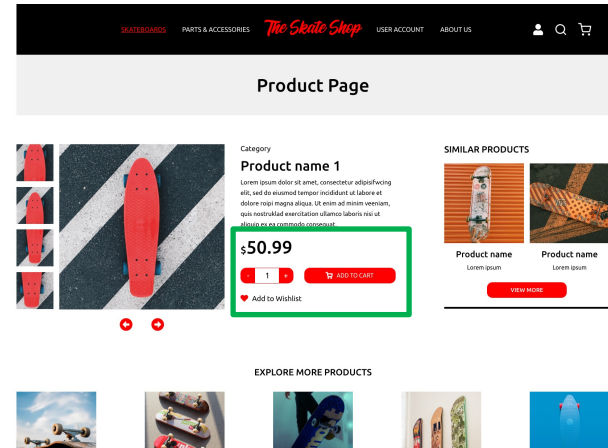
# Mockups

Another insights I came up with from the usability studies was **having the possibility to add more than one product to the cart.**

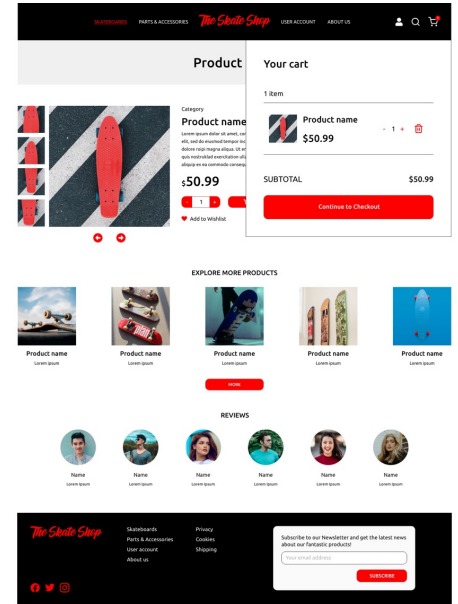
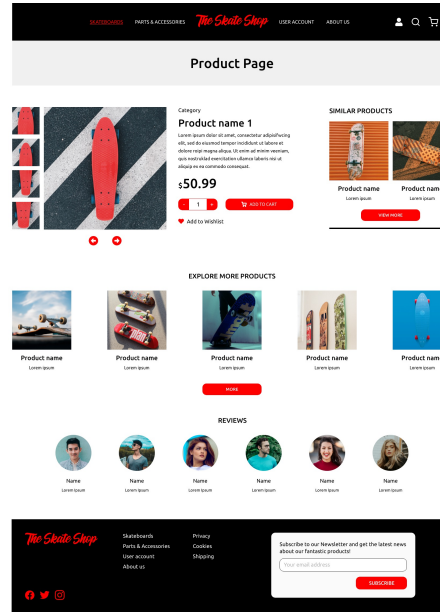
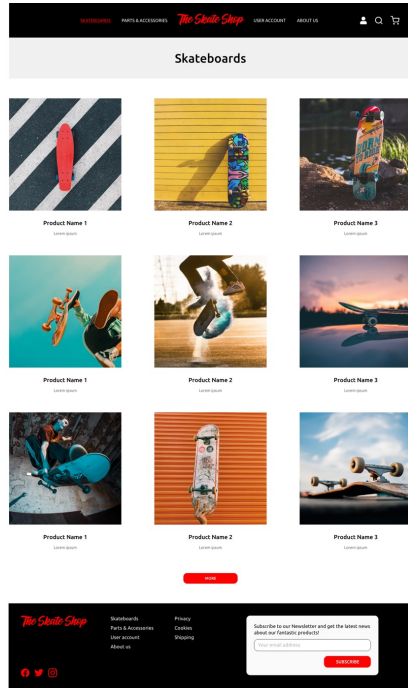
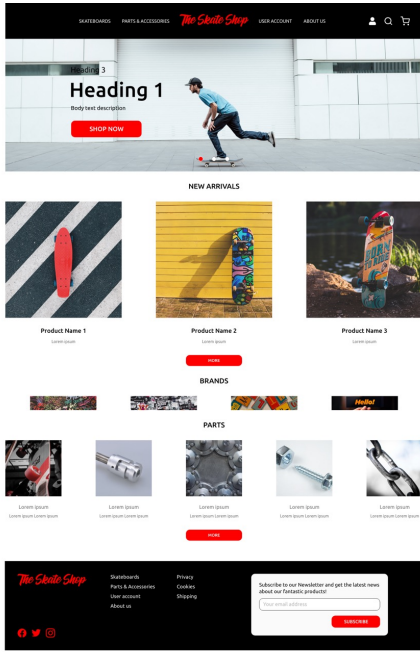
Before usability study



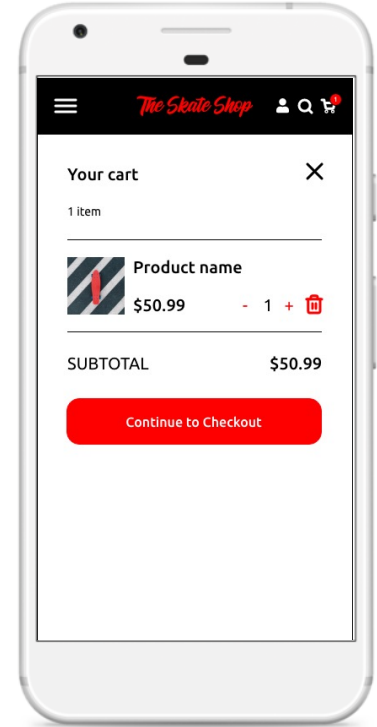
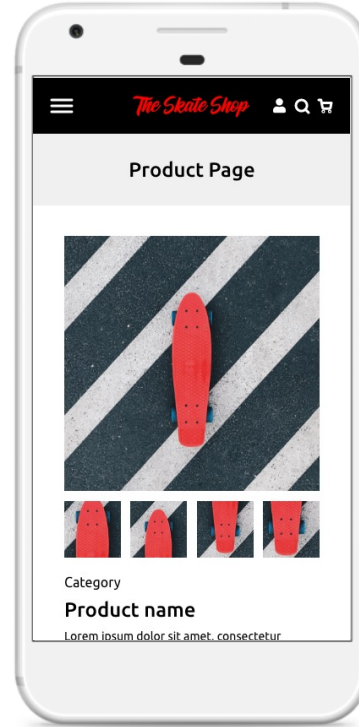
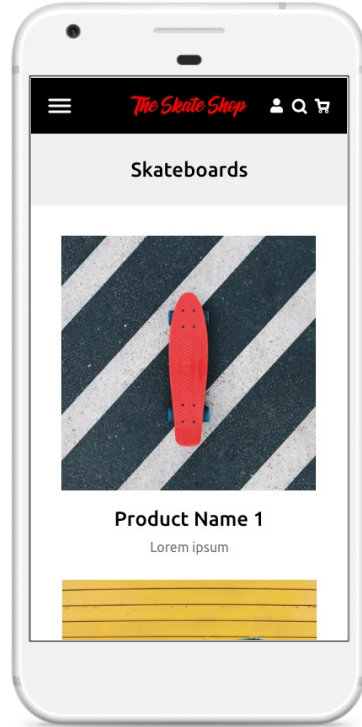
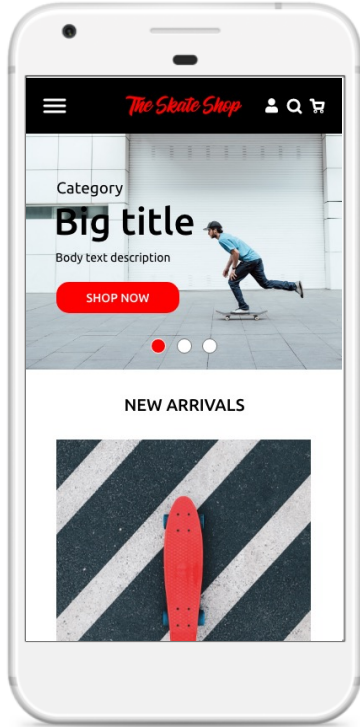
After usability study



# Mockups: Original screen size



# Mockups: Screen size variations (mobile)



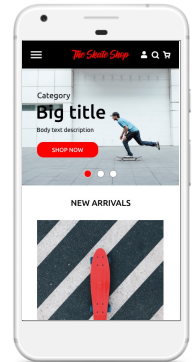
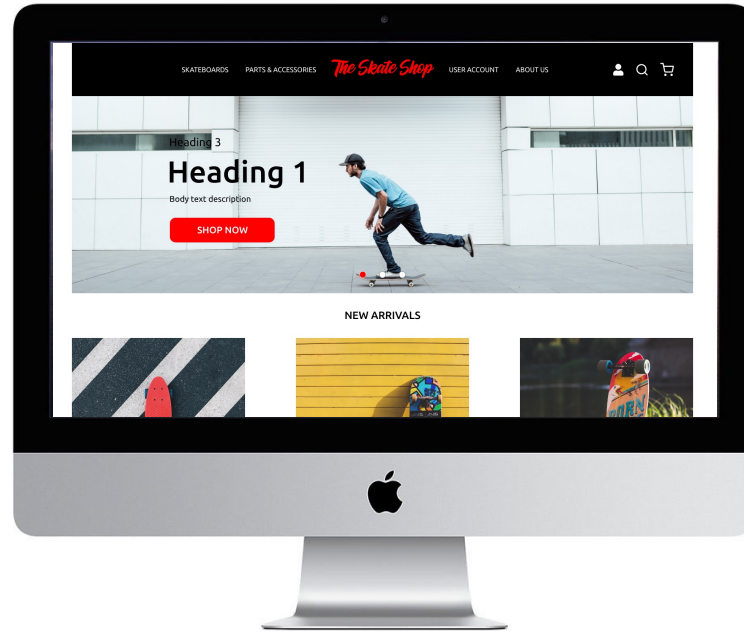
# High-fidelity prototype

The hi-fi prototypes followed the same user flow as the lo-fi prototype and included the design changes made after the usability study.

View below the prototypes in action.

**Desktop version:** [Desktop](#)

**Mobile version:** [Mobile](#)





# Accessibility considerations

1

I've add in consideration typography hierarchy, so in a layout divisions were created to help/show users where to focus and make it easier to find information.

2

In terms of colour, I've applied the 60-30-10 rule. Also used some accent colours to emphasize information, and at the same time all the app is communicating the branding.

3

In addition to colour I've also had the caution to use icons, so the overall design will be clearer to more users.

# Going forward

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- Takeaways
- Next steps

# Takeaways



## Impact:

The Website really made a impact on the users, they feel like the site meet their needs.

A quote from peer feedback:

*"Using this site it's the easiest way for me to find a way to upgrade my skateboard."*



## What I learned:

Since the first contact with the Shop and "the problem", throughout the entire process I've learned a lot, not only on a UI level but the all UX process was a real eye-opening for me. Listening to users and address their pain points and feedback, really made a strong impact in my designs decisions.

# Next steps

1

I need to continue measuring (analytics) the engagement with users, to understand the impact our updates made regarding it.

2

I will conduct when possible another Usability Study to have some inputs from new users. So it helps me to continue improving the User Experience.

3

I will want to hear from TSS experience as well, so they can give me an opinion about the impact on their business and see if their goals are being achieved.

# Let's connect!



Thank you so much for your time, reviewing my work on The Skate Shop site! Please feel free to check out more of my work or just drop me a line to say hello, my contact information is provided below.

Email: [eduardo@elvieira.net](mailto:eduardo@elvieira.net) // Website: <https://elvieira.net/>

Thank you once again!  
Stay safe!

*Eduardo Vieira*