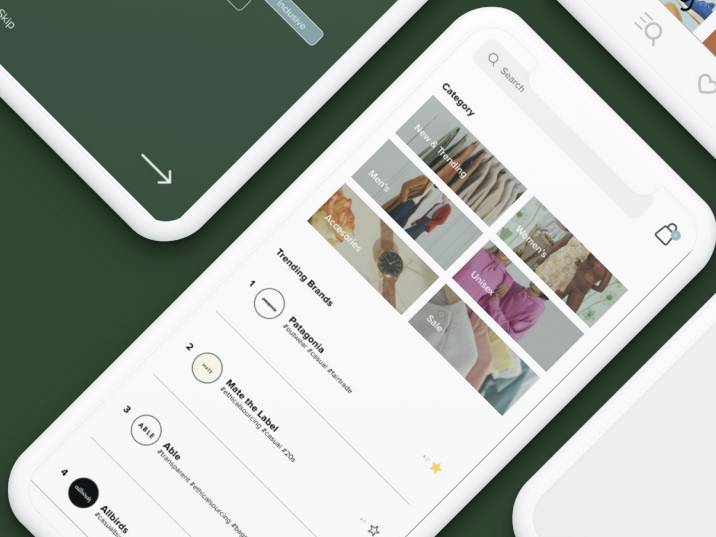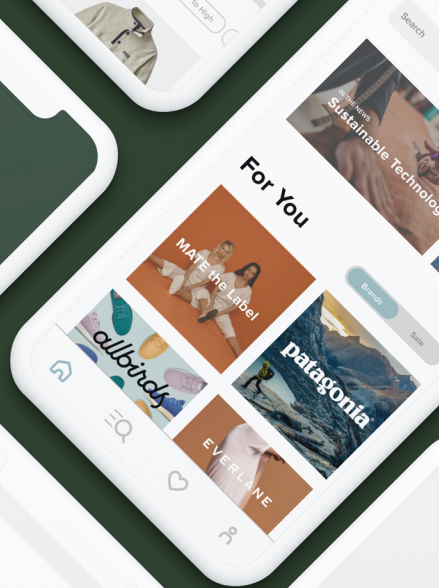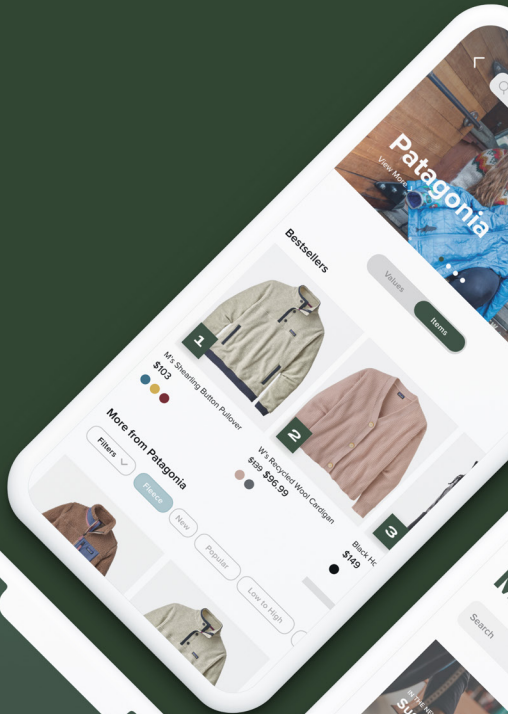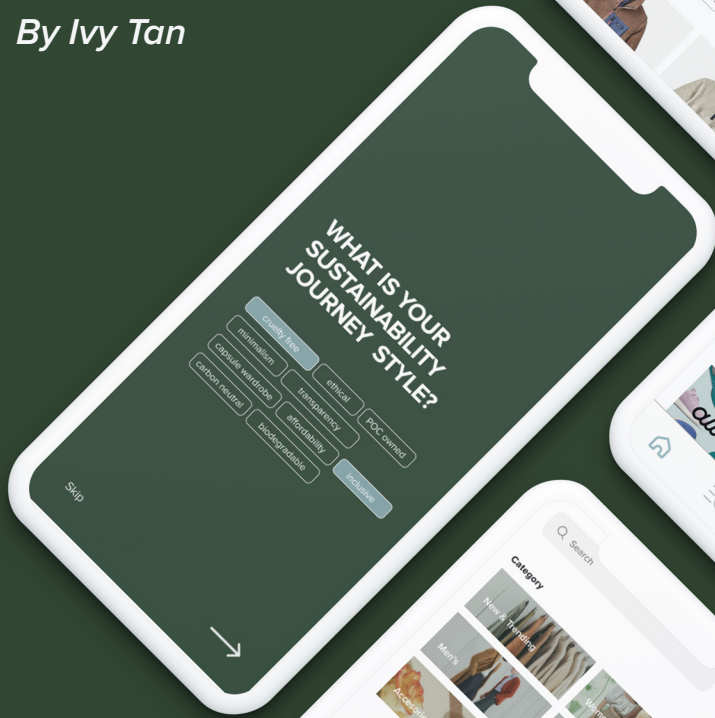# FAIR
WEAR

Case Study App
Redesign

By Ivy Tan
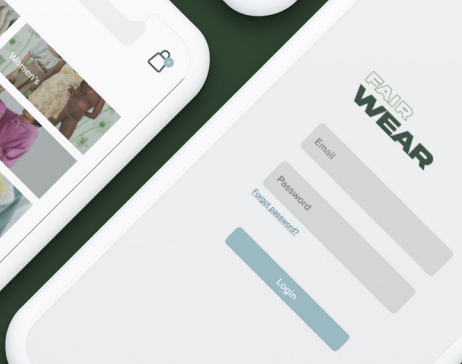
FAIR
WEAR

CASE STUDY REDESIGN

IVY TAN
WINTER 2022

SENIOR PROJECT

TABLE OF CONTENTS

ABOUT ME

Hello! I am Ivy Tan, a graduating senior studying Graphic Communication with a concentration in UX/UI. I grew up in San Francisco, and absolutely love the fog city vibes. On my path to be an interaction designer, I hope to create experiences that bring joy and ease into our world. I love challenging myself as a designer, problem solver, and painter. In my free time, I enjoy spending time with my cat and going longboarding.
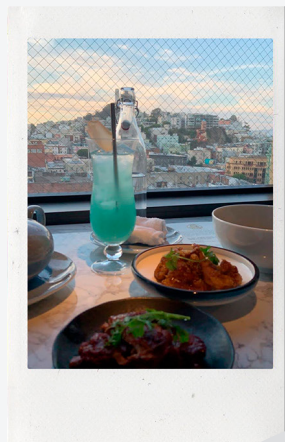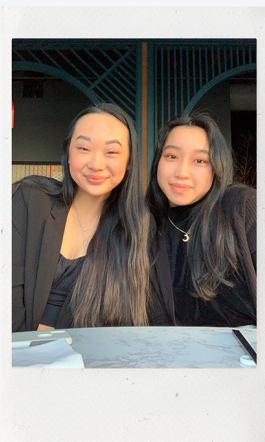
IRB STATEMENT

The project is not systematic investigations. It will not collect data from Cal Poly students or employees as subjects. It does not attempt to answer research questions. Therefore, this project does not need to be reviewed by the California Polytechnic State University Institutional Review Board.

ABSTRACT

FairWear is an app tackling the lack of sustainable shopping experiences. It also exists as a platform to bring awareness and general apathy toward the problem. The redesign will reimagine branding to align with a broader user demographic and expand the user flow by incorporating up to 8 screen designs.

PROBLEM STATEMENT

There is an opportunity to improve the interface of FairWear through branding and interface user flow. As a result, there is also an opportunity to incorporate a newsletter campaign to touch upon the educational aspects of problems in the popularization of fast fashion, and further promote the mobile application.

This project is an accumulation of my design and research skills as well as to push myself to see how I've progressed as a product designer from when I first created this case study.

PROBLEM SCOPE & OBJECTIVES

PROJECT MANAGEMENT

- Have a timeline plan with deadlines and a task checklist each week.
- Organize workload efficiently to accomplish tasks and cohesively put together a revised case study/booklet.

CREATIVITY

- I want to be able to accumulate my knowledge in visual and product design to this revamp project while addressing the challenge and core issue of this project.
- I will be combining my user research and visual design skills to document my design and iteration process.
- Ultimately, I want to be able to create a successful design to put on my portfolio.

THOUGHTFUL AND CONSTRUCTIVE ITERATIONS

- As an expansion of an existing project, I would like to revisit the project with design choices that are thoughtful.
- I will be relying on user interviews and previous feedback I received from my professor and peers to construct meaningful designs.

TIMELINE & PLANNING

Early
January

Late January —
Early February

BRANDING

RESEARCH

WIREFRAMING &
ITERATIONS

Mid
January
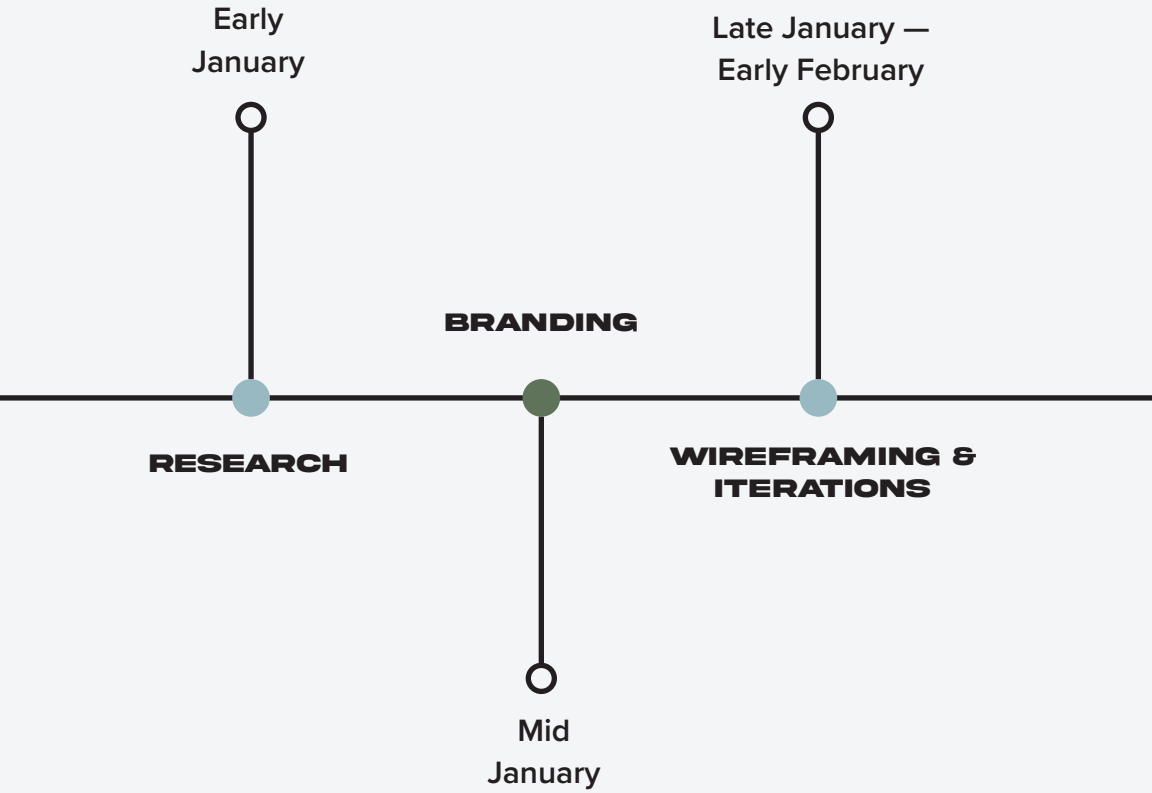
Early
March

NEWSLETTER

FINALIZE
DELIVERABLES

Mid
February

RESEARCH, READING, & KEY INSIGHTS

01.   Review feedback from peers and professor

02.   User Focus Groups

+ **Contextual Inquiries**

03.   Defining the Problem

+ **Filtering through resources and publications: affinity map**

04.   Examine current user flow

USER FOCUS GROUPS

How do you go about learning about sustainable fashion?

What is a factor of searching that is important in helping you shop for niche items in ethical way?

In what ways are you influenced by social media when purchasing clothing or accessories?

MARIE S.

24 YEARS OLD | MARKETING ANALYST

MAIN TASK

- Marie is hoping to purchase sustainable pieces for a capsule wardrobe
- Marie is also open to discovering brands

FINDINGS

Marie does not like going through online resources as it's scattered. While she does not mind reading through a company's values and missions, she wishes there was one-stop resource she could access all the information

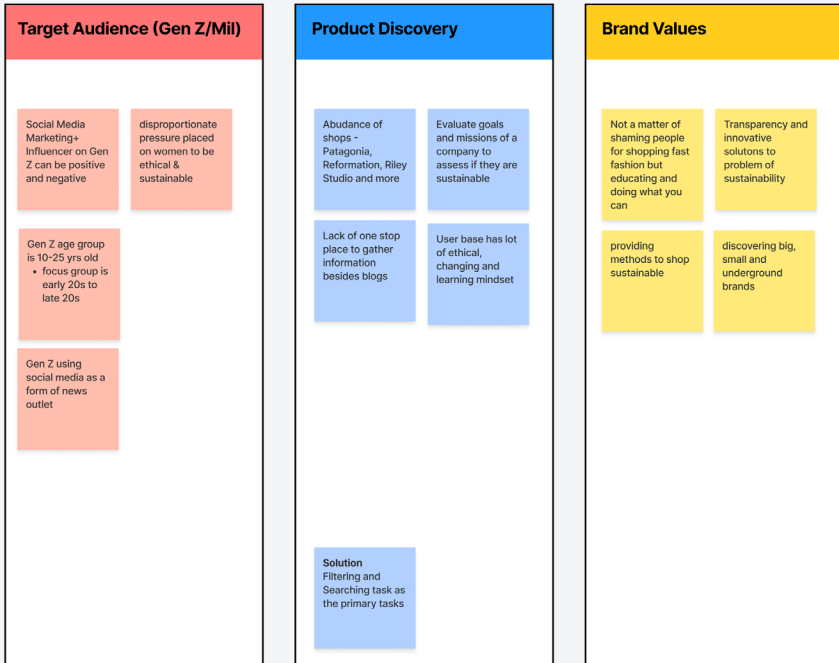## JOHN B.

18 YEARS OLD | COLLEGE FRESHMAN

MAIN TASK

- John is looking to dive deeper on the detriments of fast fashion
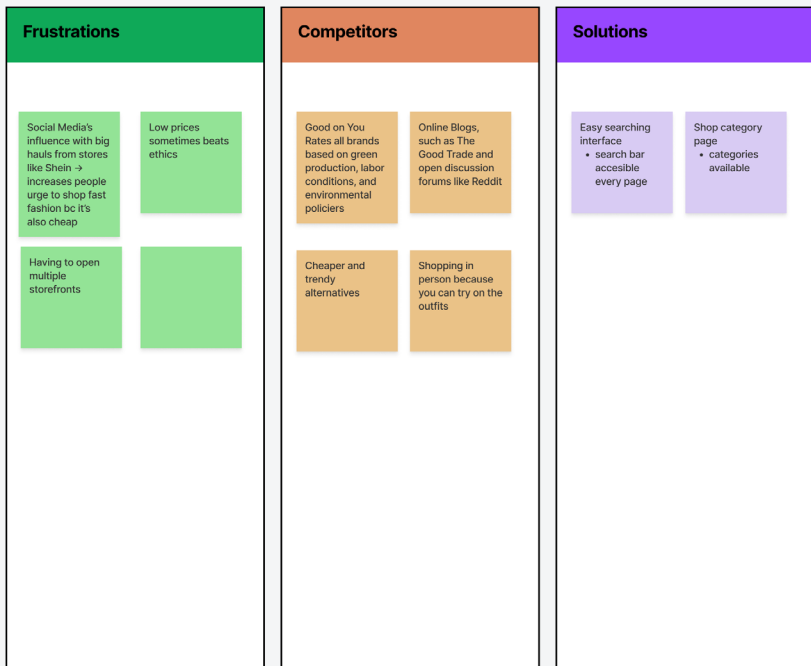- He wants to be able to shop trendy outfits

FINDINGS

John loves partaking in trendy fashion but has recently learned about the impacts of fast fashion. He wants to be able to stay updated on trends but start shopping with intent.

AFFINITY MAP

Target Audience (Gen Z/Mil)

Social Media Marketing+ Influencer on Gen Z can be positive and negative

disproportionate pressure placed on women to be ethical & sustainable

Gen Z age group is 10-25 yrs old
- focus group is early 20s to late 20s

Gen Z using social media as a form of news outlet

Product Discovery

Abudance of shops - Patagonia, Reformation, Riley Studio and more

Evaluate goals and missions of a company to assess if they are sustainable

Lack of one stop place to gather information besides blogs

User base has lot of ethical, changing and learning mindset

Solution
Filtering and Searching task as the primary tasks

Brand Values

Not a matter of shaming people for shopping fast fashion but educating and doing what you can

Transparency and innovative solutons to problem of sustainability

providing methods to shop sustainable

discovering big, small and underground brands

It was important to consider my past feedback from the project; this included the findings I gathered from user focus groups and internet resources. Creating an affinity map was the best way to condense all of the information while actively ideate solutions. From there, I highlighted the key insights and formulated a use case for fairWear.

Frustrations		Competitors		Solutions	
Social Media's influence with big hauls from stores like Shein → increases people urge to shop fast fashion bc it's also cheap	Low prices sometimes beats ethics	Good on You Rates all brands based on green production, labor conditions, and environmental policiers	Online Blogs, such as The Good Trade and open discussion forums like Reddit	Easy searching interface • search bar accesible every page	Shop category page • categories available
Having to open multiple storefronts		Cheaper and trendy alternatives	Shopping in person because you can try on the outfits		

KEY INSIGHTS

01. Lack of central resource to **discover** brands

02. About **76%** of consumers buy products seen in social media posts

03. Brands often display **unclear** ethics and values

THE USE CASE

Improving the searching experiences for users who are discovering brands and searching for products based on key trends and accuracy

USER FLOW

Key insights and a use case drove the new user flow of the main task. The new user flow shifts from primarily viewing companies and videos to discovering products from various companies.

Designs will be thoughtfully following key insights, the use case, and the user flow.

Main Task

Discover affordable ethical fashion companies

① View featured companies	→	② Choose specific company	→	③ View videos and popular items	→	④ Visit company's website

NEW

Main Task

Discover affordable ethical fashion companies

① Search and filter for companies	→	② Choose specific brand	→	③ View mission/values and popular items	→	④ Shop items from the brand

BRANDING, COLORS, FONTS & MORE!

ORIGINAL BRANDING

fair
wear

APP STYLE GUIDE

COLORS

Forest
#6A6A57

Grapefruit
#CB997E

Moss
#A5A58D

Coral
#D9BAA4

Aloe
#BFBFB4

Pale rose
#EDDCD2

Space
#242422

Grey
#9A9898

ICONS

TYPOGRAPHY

FONT FAMIILY	FONT STYLE	WEIGHT	TRACKING
Kepler Std	Bold	50, 20	60
Kepler Std	Bold Italic	25	40
SF Pro Text	Bold	16, 20	40
SF Pro Text	Regular	16	40

IDEATION & ITERATIONS

Current design trend, likability
with younger audiences

neutral but could be
bland
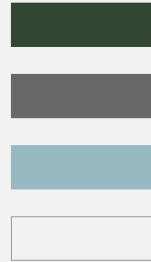
**AKIRA EXPANDED
SUPER BOLD**

**AKIRA EXPANDED
BOLD**

fair
wear

**FAIR
WEAR**

**FAIR
WEAR**

**FAIR
WEAR**

**FAIR WEAR
WEAR FAIR**

**FAIR
WEAR**

**FAIR
WEAR**

**FAIR
WEAR**

FAIR
WEAR

LOGO

Primary

White

Alternative

FAIR
WEAR

FAIR
WEAR

FAIR WEAR
WEAR FAIR

COLOR PALETTE

Kombu Green
#314633

Pewter Blue
#99B9C2

Granite Gray
#686868

Off White
#F2F2F2

TYPOGRAPHY

AA

AKIRA EXPANDED
SUPER BOLD

AA BB CC DD EE FF GG
HH II JJ KK LL MM NN
OO PP QQ RR SS TT UU
VV WW XX YY ZZ

Aa

Proxima Nova

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

ICONS

REIMAGINED BRANDING

Initially, the direction headed for a brighter theme with gradients as it would attract younger audiences. Ultimately, these colors would make the design interface too busy. The logotype redesign was a little more difficult; I chose to use a bold san-serif for legibility purposes. The color palette is neutral and simple with the blue as a pop out color; the color palette is simple in order to not clash with product images.

VALUE PROP

FairWear helps e-commerce brands sell and easily **connect with users** that are curious and passionate about ethical and sustainable brands.

FairWear helps users (Gen Z-ers and young millenials) **discover** and purchase clothing through a platform that is **simple and intuitive.**
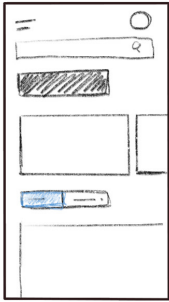
HI-FI MOCKUPS & LOTS OF ITERATING

01. Sketcheing ideas + wireframes

02. Lo-fi Wireframes

03. Feedback Focus Group

    + **Iterations**
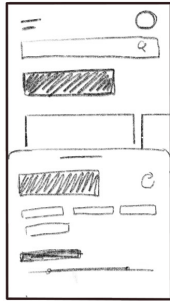
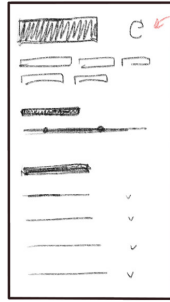04. Hi-fi Wireframes: 8 screens
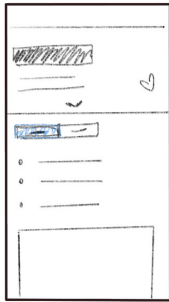
ORIGINAL SCREENS
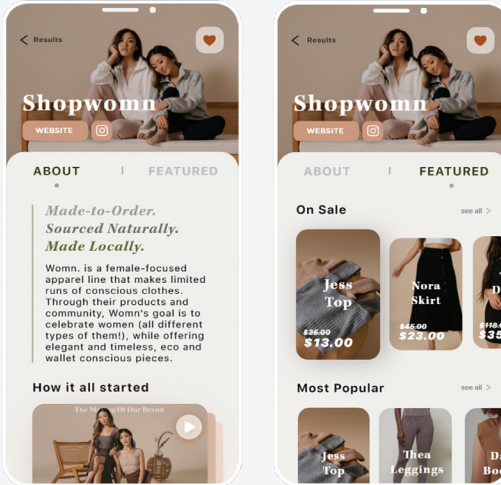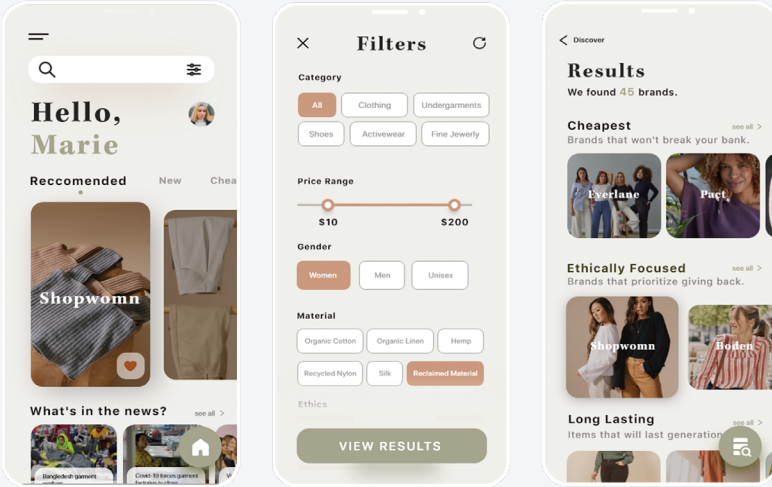
SKETCHES

HOMEPAGE → explore
search
learn?

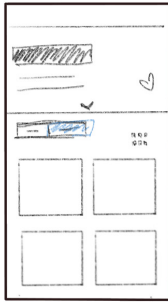FILTERING – SLIDE
ver. 1   up

reset
recent searches

advanced filters
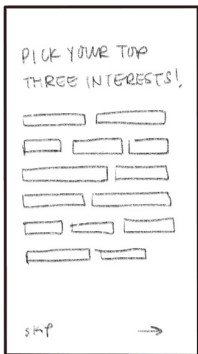
→ option to collapse
top...?

→ single scroll
and square
grid option

BRAND PAGE – 1) mission,
values,
ethics of
brand

2) shopping product
→ head to storefront?
or add to cart option...

PICK YOUR TOP
THREE INTERESTS!

A LITTLE ABOUT
YOU!

login page

skip →

onboarding!
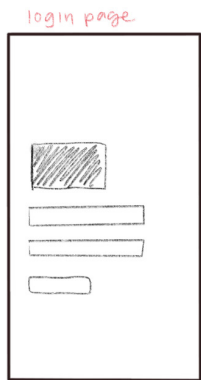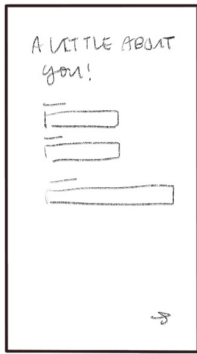
LO–FIDELITY WIREFRAMES

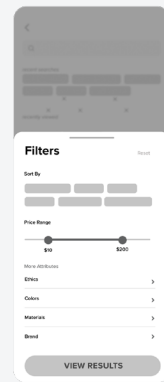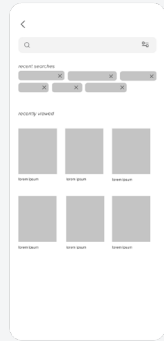Through my sketches I was able to layout elements and features. The sketches received feedback from the user focus groups ; after a few iterations, I worked on the lo-fidelity wireframes.

In the wireframes, I highlighted the importance of **searching effectiveness:**

01. Don't erase users' query after they hit Search button

02. Provide accurate and relevant results

03. Show the number of search results

04. Keep recent user's search queries

FAIR
WEAR

EMAIL

PASSWORD

SIGN UP   LOGIN

FORGOT PASSWORD?

WHAT IS YOUR
SUSTAINABLE
JOURNEY STYLE?

Skip

WELCOME, IVY

Heading 2

Item   Brand

45 results for "Jacket"

lorem ipsum   lorem ipsum
$20.00 $20.00

lorem ipsum   lorem ipsum
$20.00 $20.00

lorem ipsum   lorem ipsum
$20.00 $20.00

lorem ipsum   lorem ipsum
$20.00 $20.00

Category

Trending Brands

1   store name
     Manufacturing Hawaii Ingredients

2   store name
     Manufacturing Hawaii 435s

3   store name
     Transparent Manufacturing Mega

4   store name
     Manufactures Honolulu Sustainable

Brand
View More >

Brand
View More >

Lorem ipsum dolor sit amet, consectetur
adipiscing elit. Libero enim vulputate dignissim
arcu orci. Tristique etiam mauris, blandit nec velit
nunc netus eget. Felis sed tempus consequat
egestas et duis. Tempus volutpat in sed nullam
purus vitae. Consequat risus lacinia ut adipiscing
egestas enim. Tortor, dapibus vestibulum ipsum
at curabitur nibh diam malesuada dui. Vulputate
dui montes, aliquet malesuada sed at senectus.
Tempor sagittis rhoncus cras turpis diam
elementum.

lorem ipsum   lorem ipsum
$20.00 $20.00

lorem ipsum   lorem ipsum
$20.00 $20.00

lorem ipsum   lorem ipsum
$20.00 $20.00

lorem ipsum   lorem ipsum
$20.00 $20.00

Brand
View More >

Bestsellers

1   2   3
lorem ipsum   lorem ipsum   lorem ipsum
$20.00 $20.00 $20.00

recent searches

recently viewed

lorem ipsum   lorem ipsum   lorem ipsum

lorem ipsum   lorem ipsum   lorem ipsum

Filters   Reset

Sort By

Price Range

$10 $200

More Attributes

Ethics

Colors
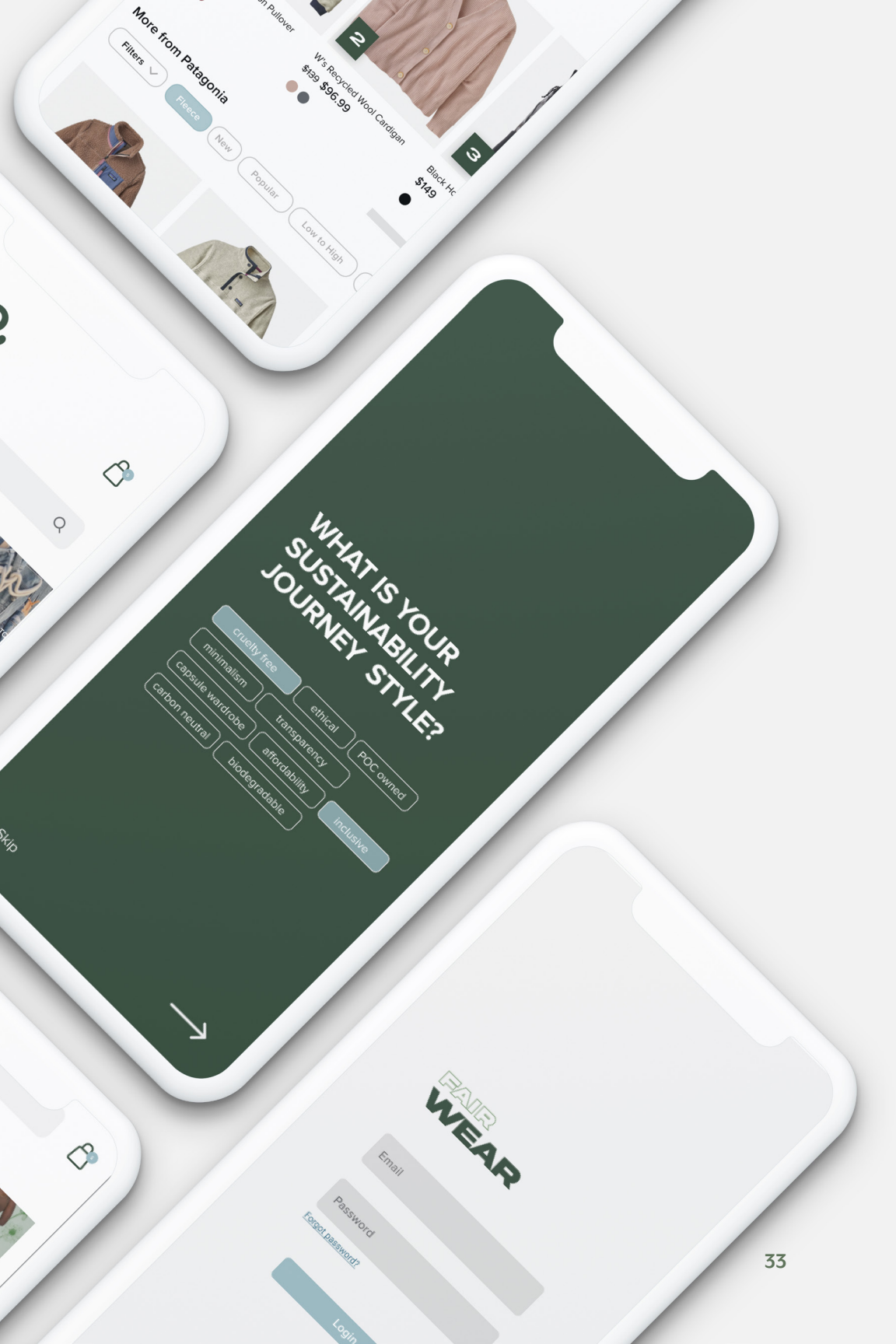
Materials

Brand

VIEW RESULTS

HI-FIDELITY WIREFRAMES

I was able to create 9 screens in total compared to my original goal of 8 screens. However, only a few screens will be highlighted with key features.
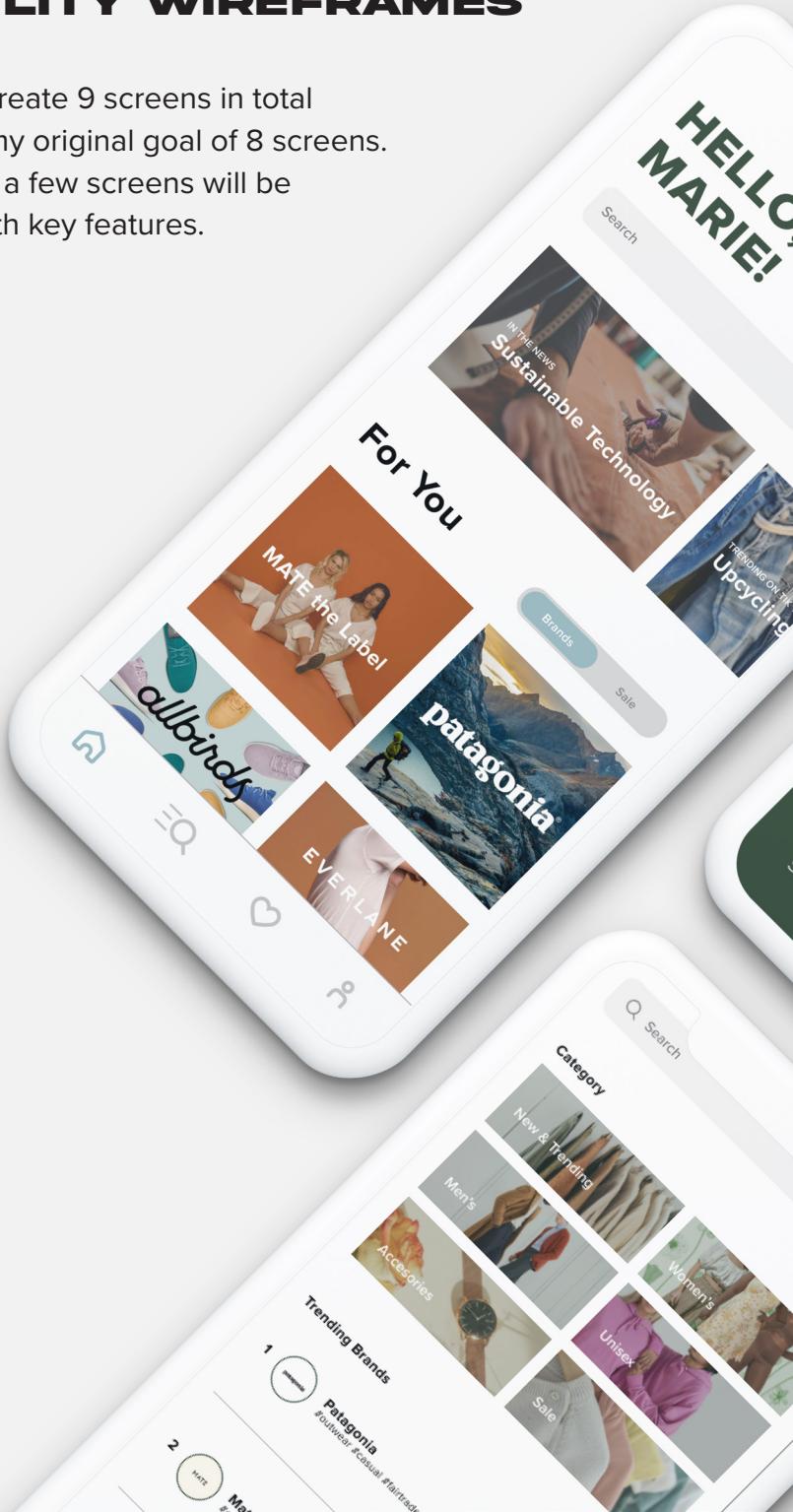
More from Patagonia

Filters ⌄

Fleece

New

Popular

Low to High

W's Recycled Wool Cardigan
$139 $96.99

Black Ho
$149

2

3

WHAT IS YOUR SUSTAINABILITY JOURNEY STYLE?

cruelty free

minimalism

capsule wardrobe

carbon neutral

ethical

transparency

POC owned

affordability

biodegradable

inclusive

Skip

FAIR
WEAR

Email

Password

Forgot password?

Login

HOME PAGE

HELLO, MARIE!

Search

IN THE NEWS
Sustainable Technology

TRENDING ON TIK TO...
Upcycling

For You

Brands | Sale

MATE the Label

patagonia

allbirds

EVERLANE

Personalized
Header
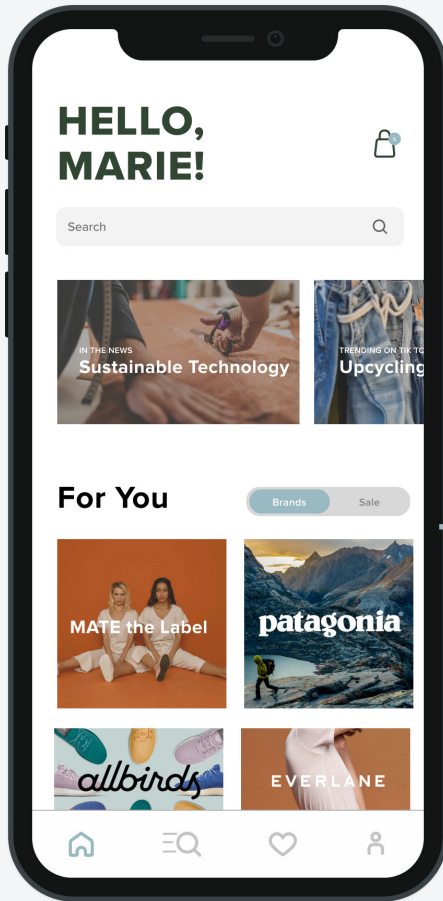
Learning
Cards

Curated
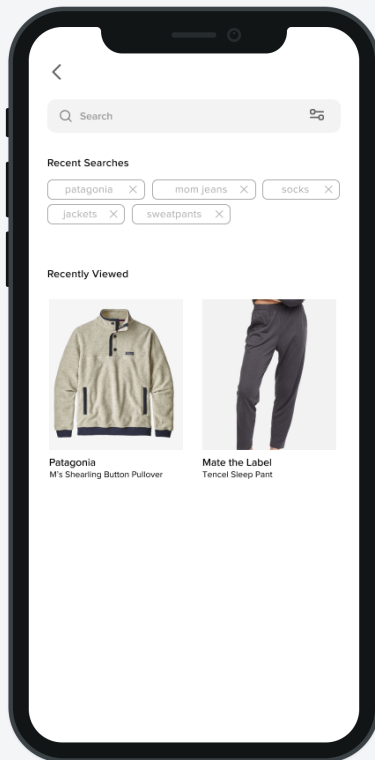Brands

Toggle between
curated
brands and
ongoingsales

CATEGORY & SHOP

Category buttons leads to detailed categories

User can see what brands other users are also browsing
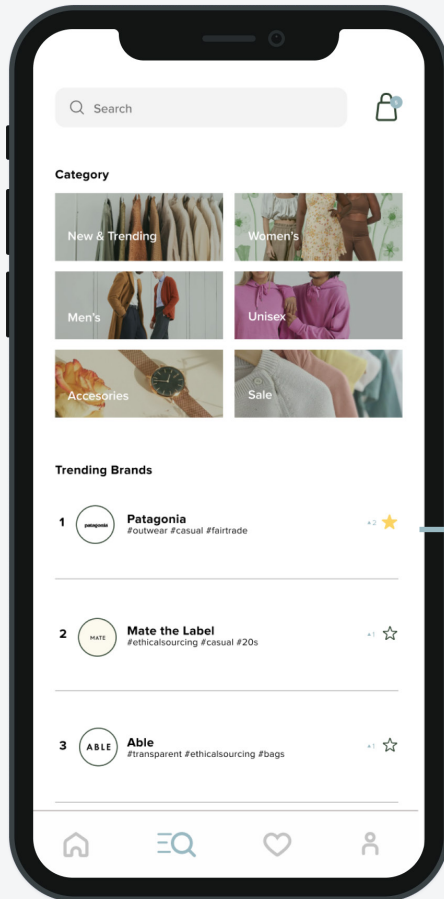
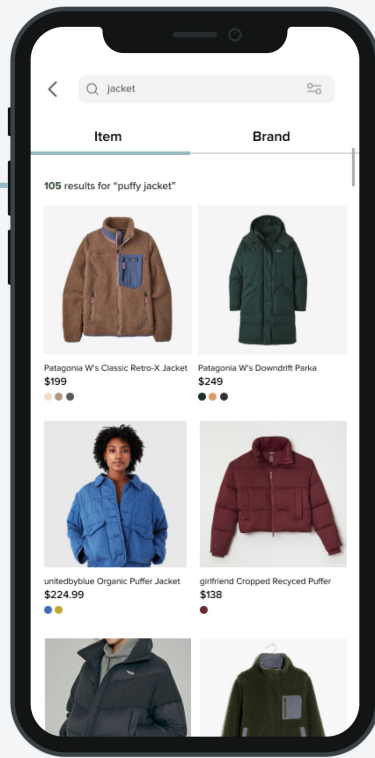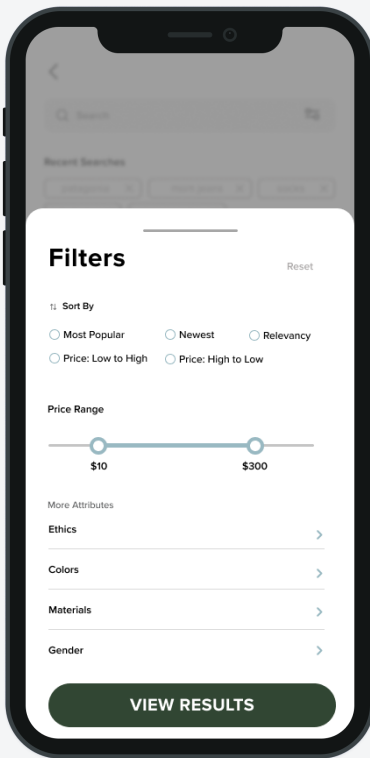Favorite trending brands

SEARCH & FILTERS

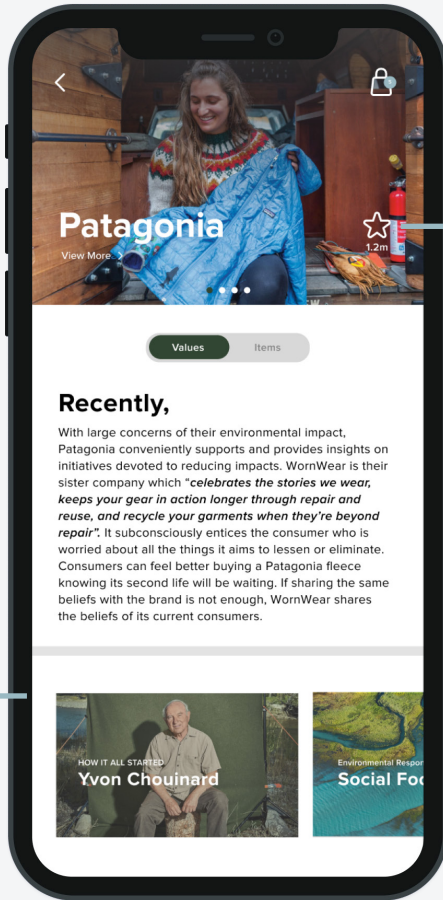User's previous queries

User's previous viewed items

Accurate and relevant results with number of items

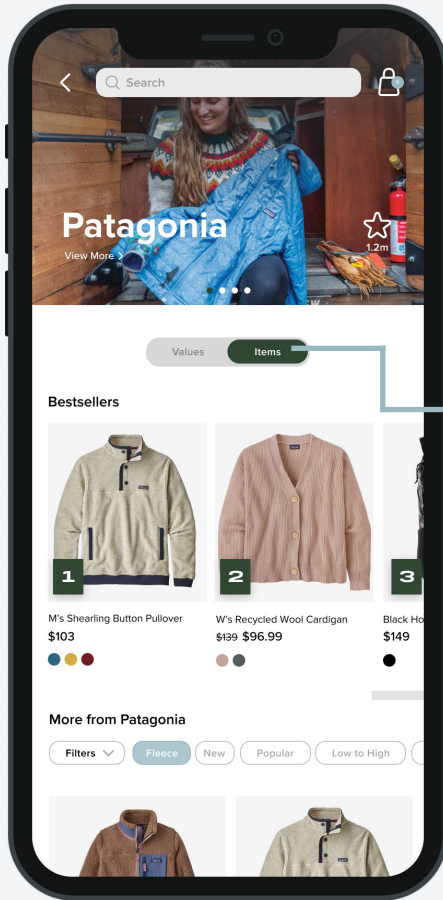Swipe pop-up card of filters and sort by choices

BRAND PAGE

Favorite your brand to add to your list

Learn more about their the company's visions/founder

PRODUCTS PAGE

Toggle between to learning about the brand's mission & all available clothing items

See all items available

NEWSLETTER TEMPLATE

FIRST EMAIL

Initially I had envisioned a fully designed newsletter with educational text. However, as I re-evaluated my projects and constraints, i pivoted to a template format. THe final result is a template of the first email that would go out advertising the application. The newsletter campaigns are envisioned to also provide educational facts and new on sustainable and ethical fashion.

SAY HELLO TO FAIRWEAR

Start your sustainable style journey.

SHOP NOW

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque purus auctor diam laoreet varius sit tellus. Dui nisi placerat a nunc maecenas tincidunt. Tortor, fringilla nulla nunc pellentesque neque laoreet eget enim. Commodo integer amet, curabitur malesuada eu. Dignissim diam, massa quis nec. Non fringilla penatibus praesent diam aliquam eget volutpat. Porttitor mauris feugiat sit fermentum in ut.
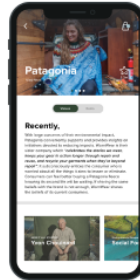
HOW FAIRWEAR WORKS
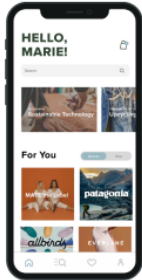
PERSONALIZE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Id aliquet faucibus vestibulum auctor faucibus justo neque erat.

DISCOVER

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Id aliquet faucibus vestibulum auctor faucibus justo neque erat.

LEARN

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Id aliquet faucibus vestibulum auctor faucibus justo neque erat.

" Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed pellentesque mattis amet lectus sit risus fames condimentum. Lorem sit habitasse scelerisque mauris tristique ut lectus. Vitae vel nibh sit ullamcorper in lectus. Aliquam sed sapien tincidunt diam augue interdum sit."

— **Forbes**

DISCOVER NOW

43

PROJECT REFLECTION

Overall, I really enjoyed this project and revamping an existing project. In some ways, it was more difficult than starting from scratch. I had to revisit my past self and remember why I chose to design certain elements the way I did. From there, I really had to iterate accordingly and think of my processes carefully.

I learned a lot about how I grew as a designer and what constitutes as a usable produce versus an aesthetic product. As for next steps, I want to prototype this project and receive feedback on my hi-fidelity wireframes.

WHAT WENT WELL

I completed my three deliverables: Hi-fidelity Prototype, Newsletter Template, and Branding Guidelines. Ultimately, I am proud of the final product and I think each phase was executed very well to supplement other parts.

IMPROVEMENTS

I definitely struggled with time management; there was a lot to juggle with classes and organizations. I also reached a road block with brainstorming the brand values so it pushed back hi-fidelity mockups a little. However, I was able to work quickly and finish up the project smoothly.

REFERENCES

Babich, N. (2020, June 1). Best Practices for Search Results - UX Planet. Medium. https://uxplanet.org/best-practices-for-search-results-1bbed9d7a311

Bakusevych, T. (2021, December 13). How to redesign, step by step guide - UX Collective. Medium. https://uxdesign.cc/how-to-redesign-step-by-step-guide-869379604734