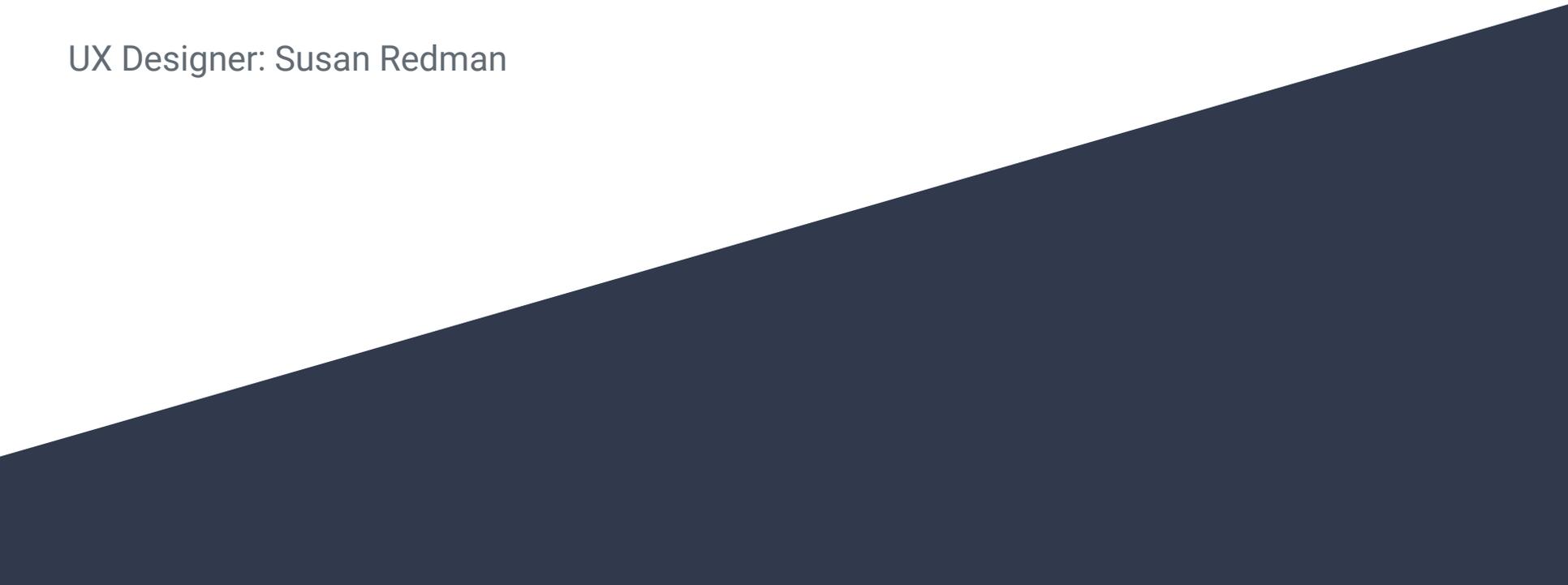


Design A Flow To Order Custom Playing Cards

UX Designer: Susan Redman

A dark blue diagonal graphic that starts from the bottom left corner and extends towards the top right corner, creating a triangular shape in the bottom right of the slide.

Project Overview

The Product: A website for making and purchasing custom card decks.

Project Duration: About 2 weeks

The Problem: How to make the card designing process efficient and clear for the buyer.

The Goal: Making a site that makes customization a no-hassle task.

Understanding The User

User Research, Persona, Pain Points, Flow Chart

User Research Summary

A local assortment of people were gathered and monitored while they were testing out the product on a desktop. They had an easy time navigating and mainly had design advice on how to improve the site visually.

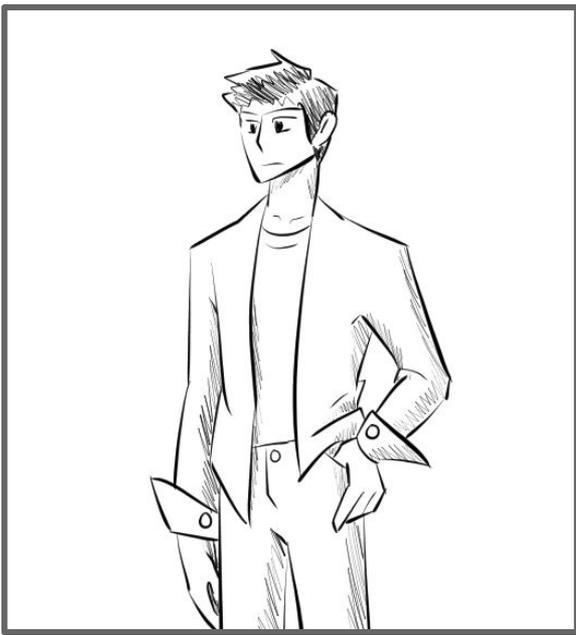
Pain Points

One:

Site felt a bit clustered and overwhelming.

Two:

Site tiles were too big.



Charles Yves

Age: 32

Education: Masters

Hometown: Lovettsville, MD

Family: Single

Occupation: Bar Attendant

“I want something I can show off.”

Goals

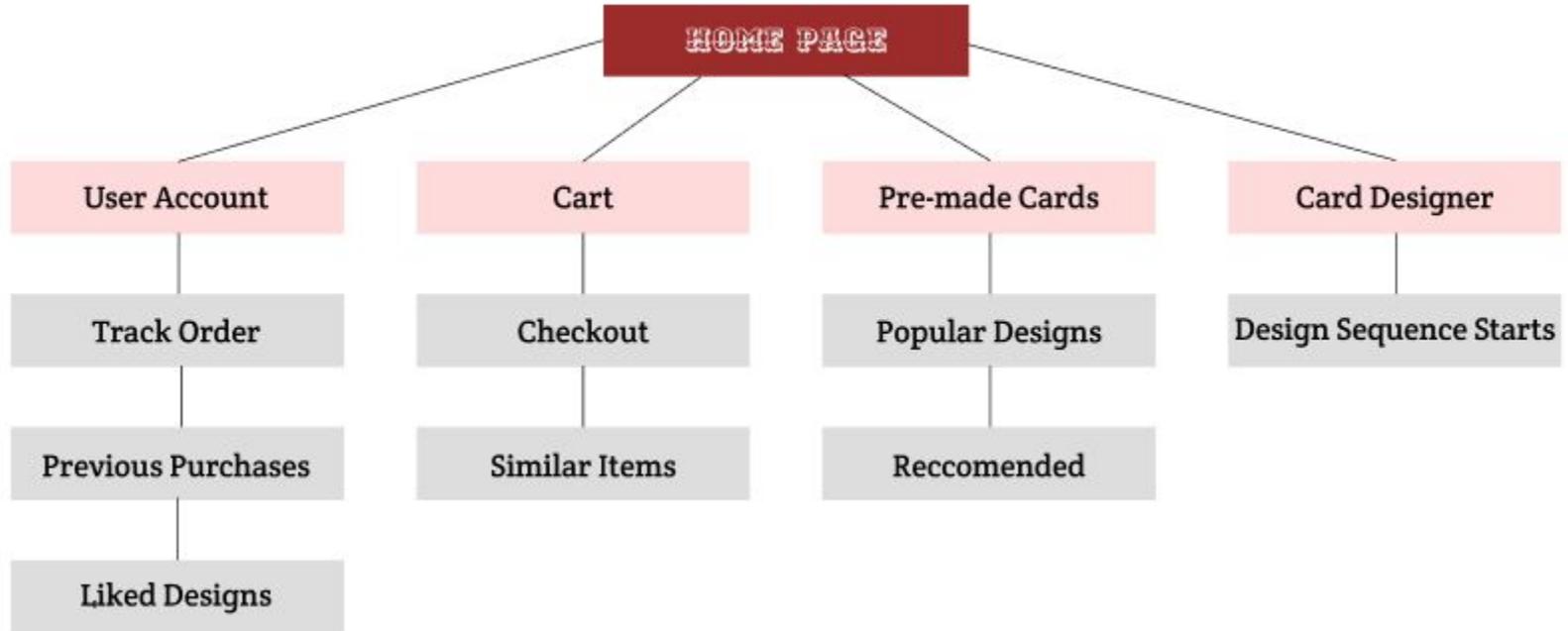
- Wants something that’s personalized and unique.

Frustrations

- Finds it difficult to be specific in what they want.
- Has a hard time finding vendors that offer this kind of service effectively.

Charles is a bit of a gambler and loves to play cards with his friends, but he wants a broader selection of designs to choose from. He’s amassed a collection, but now he wants something more unique. When he goes searching, he is disappointed with the options out there and the lack of care. He wants cards that meet his standards.

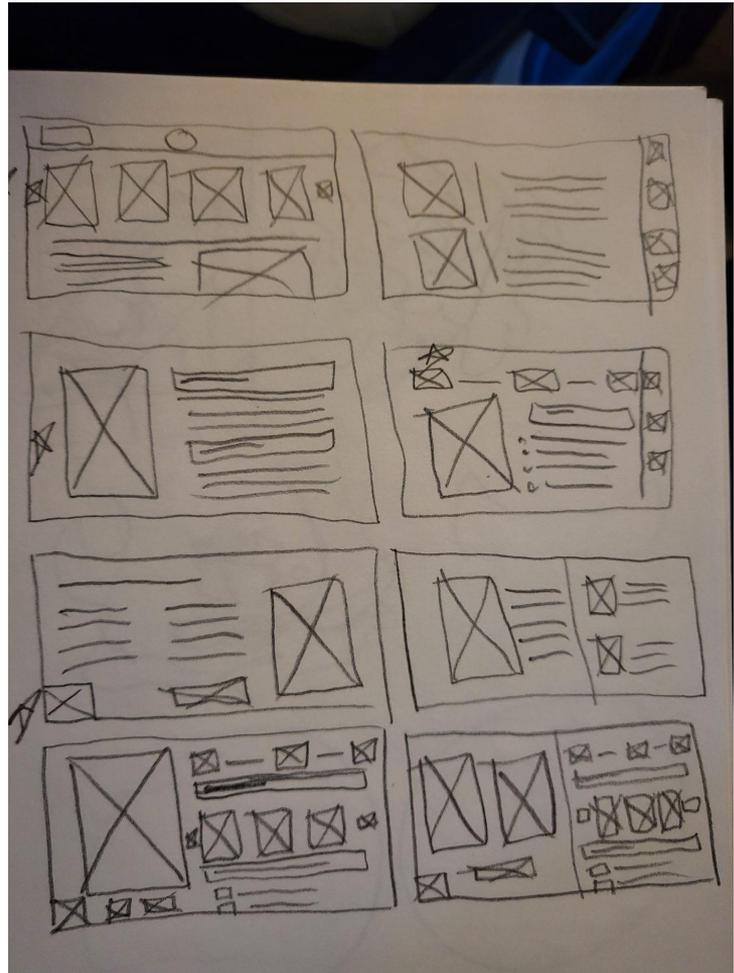
Flow Chart For Task



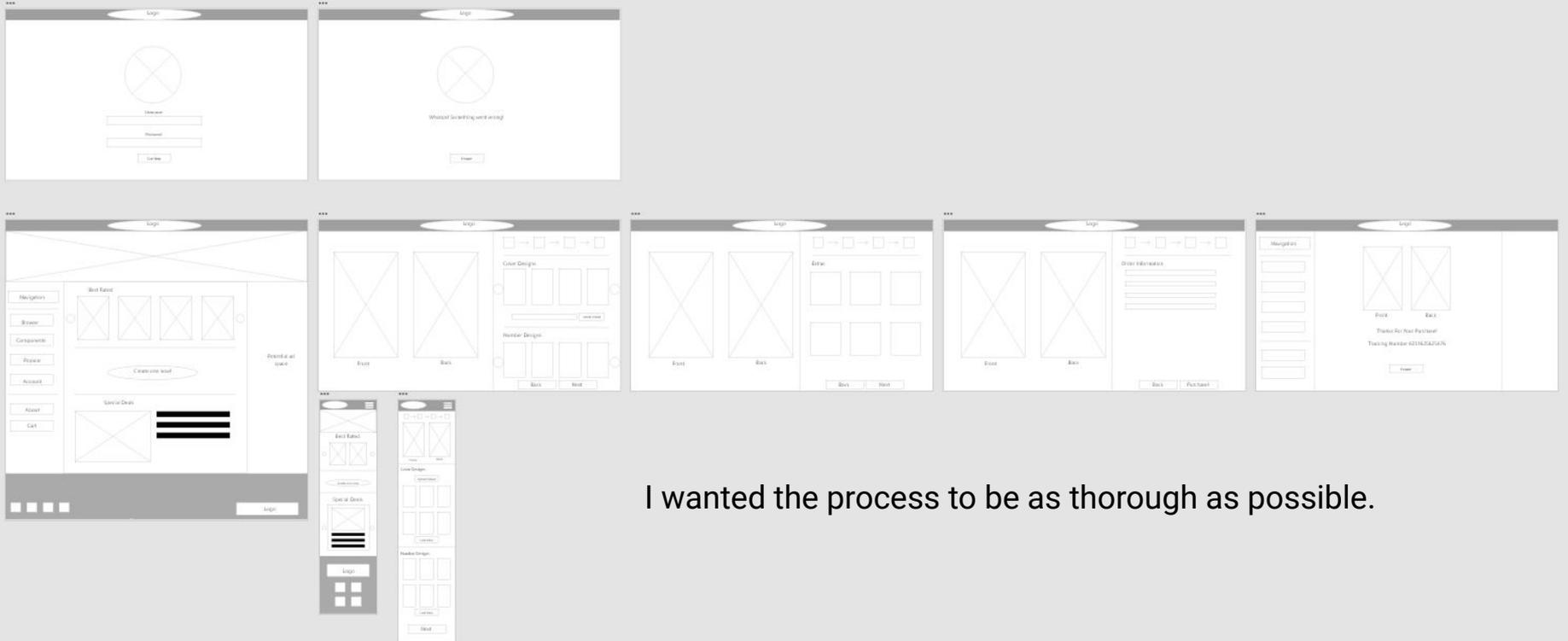
Starting The Design

Paper & Digital Wireframes, Low-Fidelity Prototype, Usability Studies

Paper Wireframes

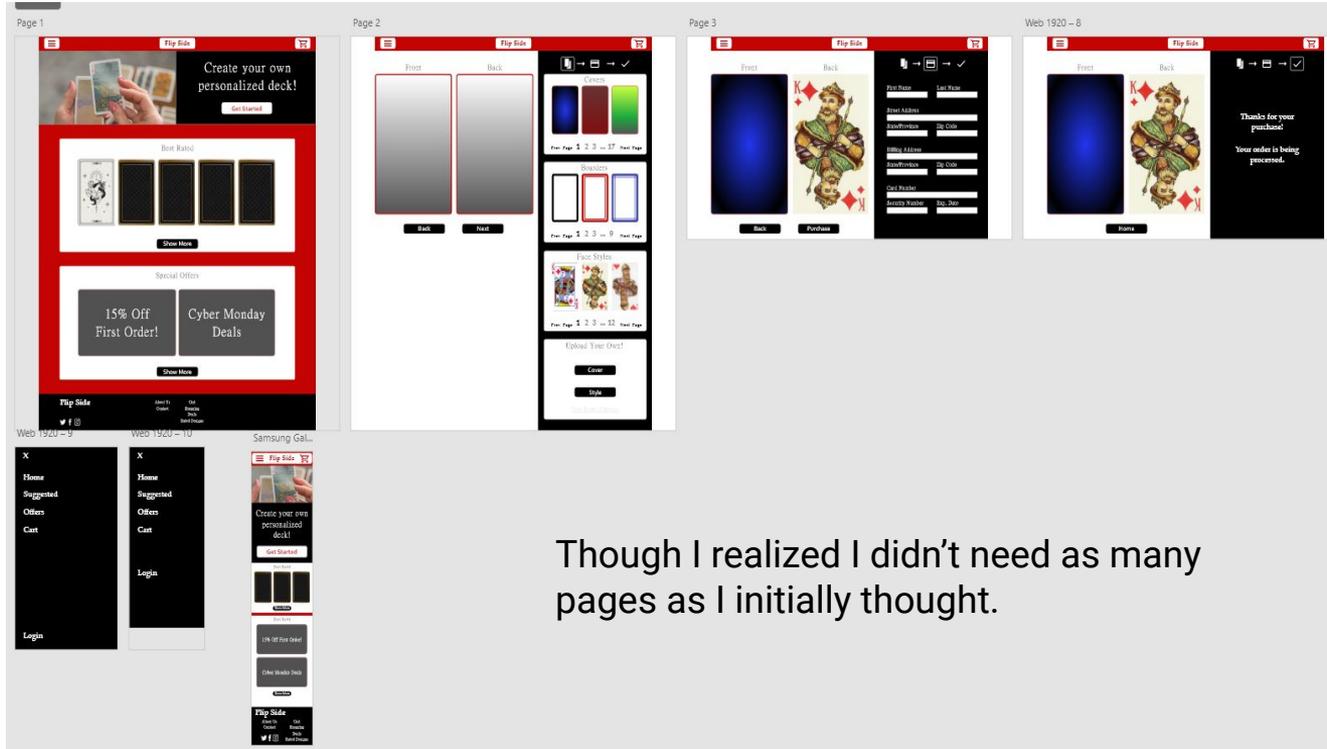


Digital Wireframes



I wanted the process to be as thorough as possible.

Low-Fidelity Prototype



Usability Study Findings

Participants were able to get through the card making process easily, but they felt that there could've been a better way to present the design options.

Refining The Design

High-Fidelity Prototype, Accessibility

High-Fidelity Prototype

Link:

<https://xd.adobe.com/view/01a8fd2a-3501-4f16-b9c0-50e034f233bf-54fb/>

Accessibility Considerations

- Made text and background colors contrast each other greatly.
- Made visuals big enough to see finer details.
- Added labels.

Going Forward

Take Aways, Next Steps

Takeaways

What I Learned:

That people appreciate visuals the most when they are not taking up too much of the screen.

Next Steps

- Obtaining an inventory of card designs.
- Programming the site.
- Adding more screens for other functions that were listed on the site but were unavailable.

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Contact Me!