DESIGN DRIVERS IN MOBILE EXPERIENCE

CRISTIAN SCARLAT
Visual Designer / Creative Director
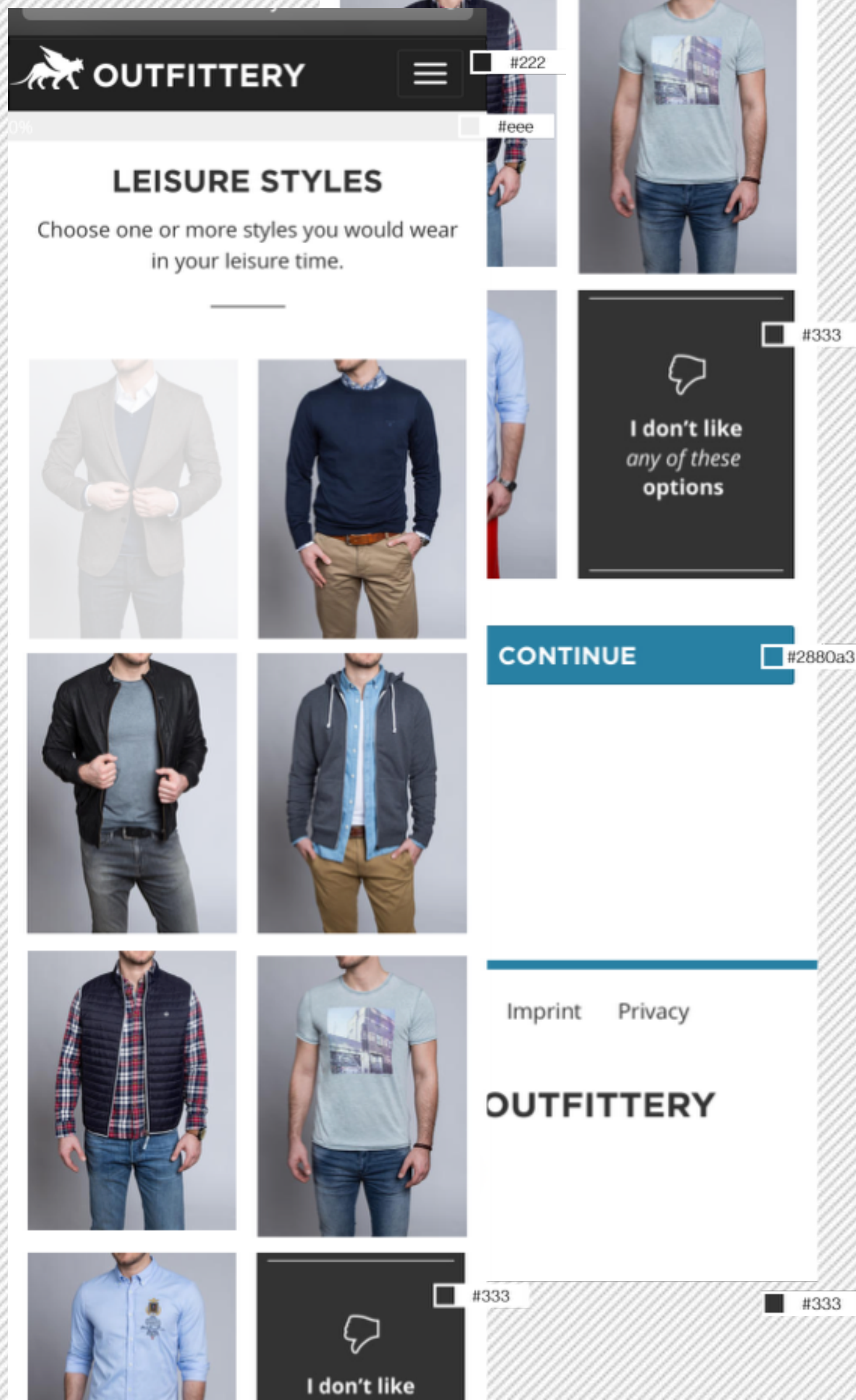**UX/UI Enhancements Outfittery COM**

2016

www.outfittery.com

CREATE A FEELING OF
PERSONAL SERVICE

ALL ABOUT THE SMALL
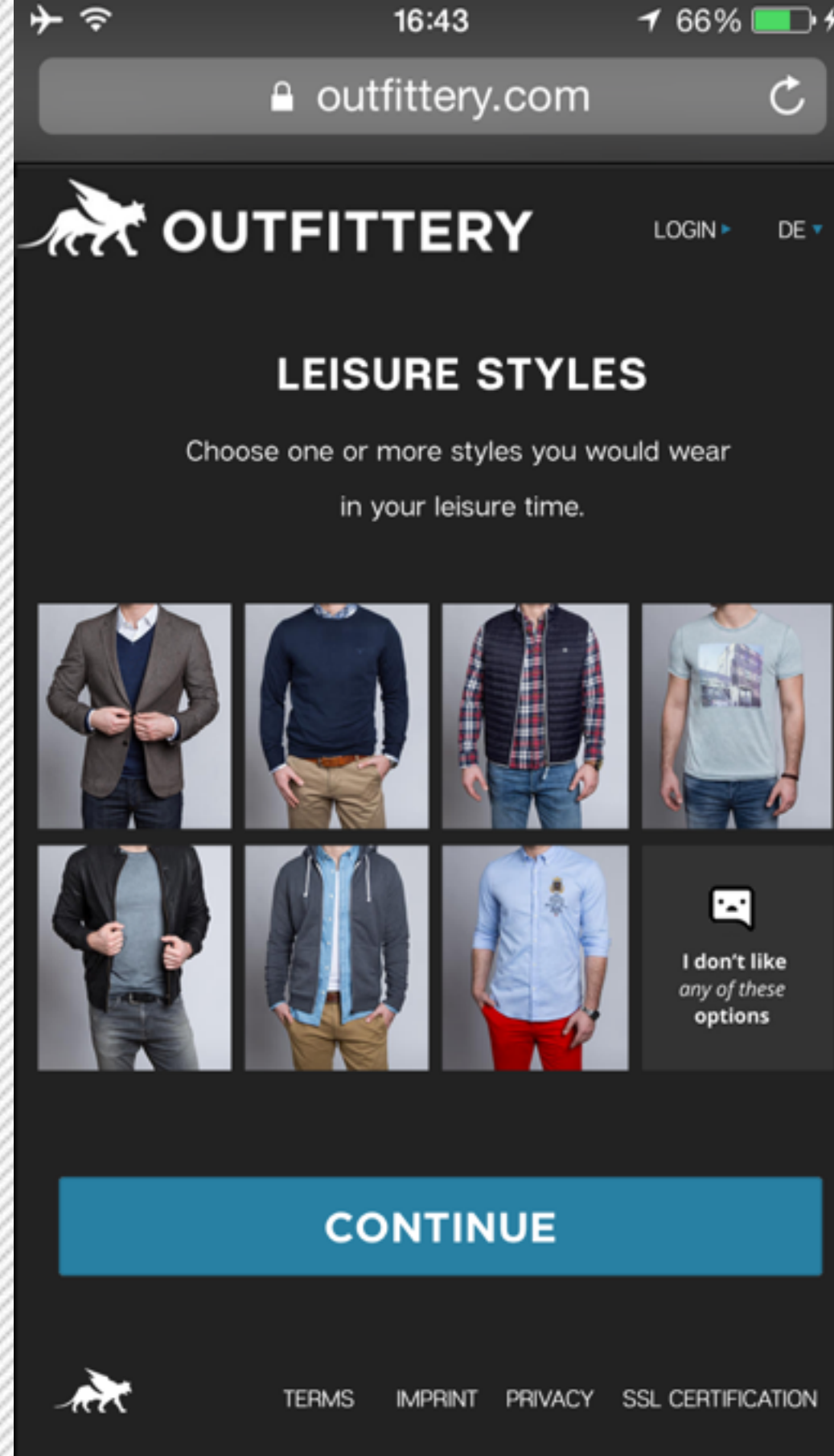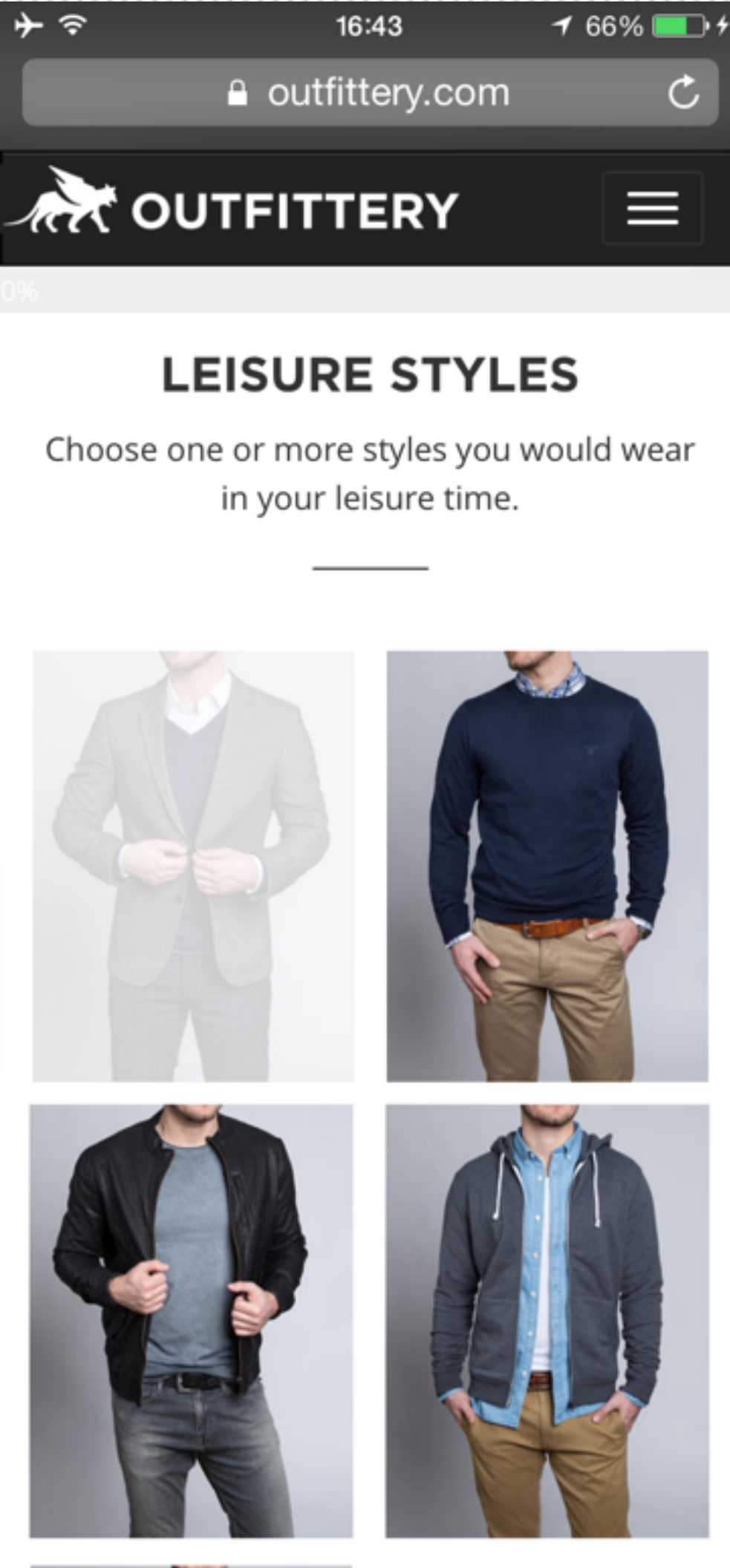DETAILS AND LAST TOUCH

CREATE A
"FEELING OF CONTROL"

DESIGN DRIVERS IN MOBILE EXPERIENCE

LESS IS MORE, MORE OR LESS

Preserving the same information, I am thinking to find ways to reduce for the mobile version the size of the pages, in order to avoid unnecessary scroll.

Especially when everything we touch is a checkbox. We have useless space in the bottom and the footer is loose.
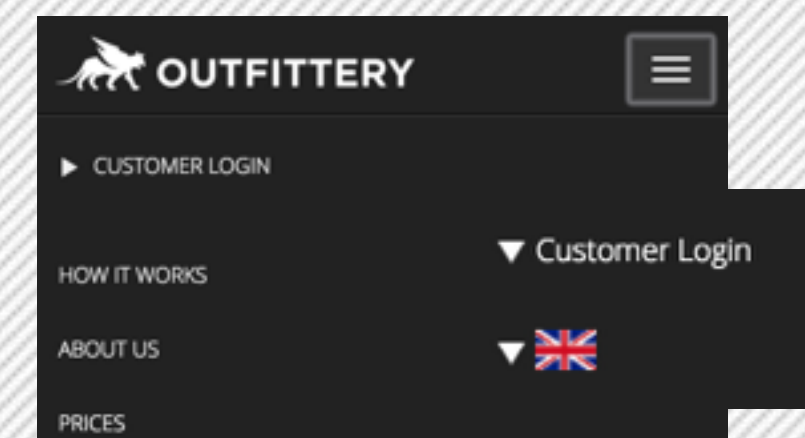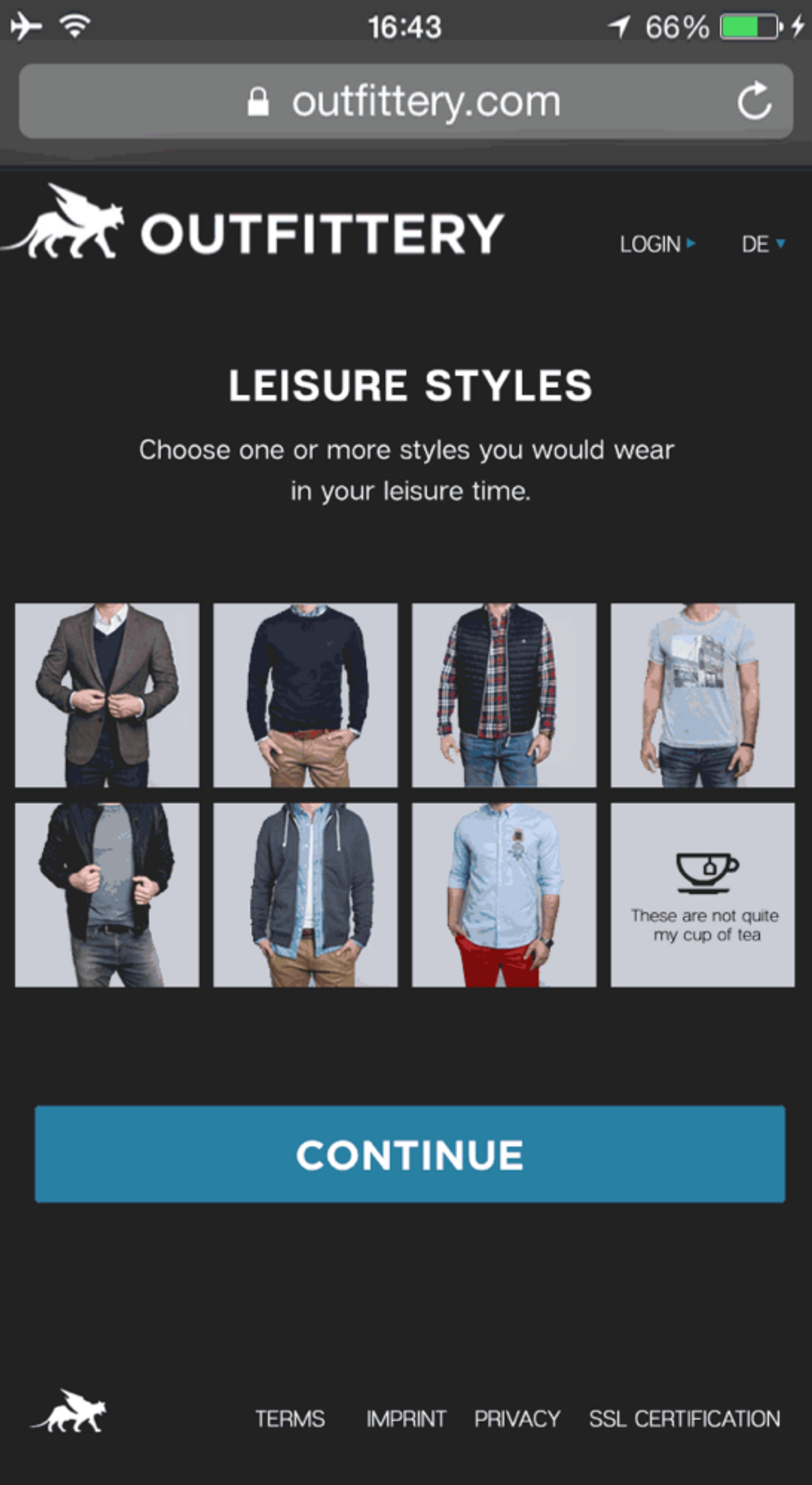
HAMBURGER MENU

The Hamburger Menu has only 2 items. They can be easily displayed. Also the arrows related tot the links have a broken purpose.

ARROW DOWN reveals a secondary drop-down menu

ARROW RIGHT or LEFT should send you towards an URL

Consistency in the type of written links would have to be proven throughout the whole product.

MORE CLEAN AND MORE COMPACT, MEET THE NEW FOOTER.

HAMBURGER GONE

We can also replace the language with flags or explore the icon for USER / Login. But it definitely looks and has eliminated an unnecessary step.

SQUARE SELECTORS / TRANSPARENT PIC

Cleaner and more compact by having the transparent pictures we can play and introduce nicer animations and interactions. I also tried to remove the dislike button introduced from the first page in the layout.

Our Stylists are awesome, you might have a different taste, but these are not here to be disliked. In fact, nothing related to our brand cannot be disliked. (^_^)
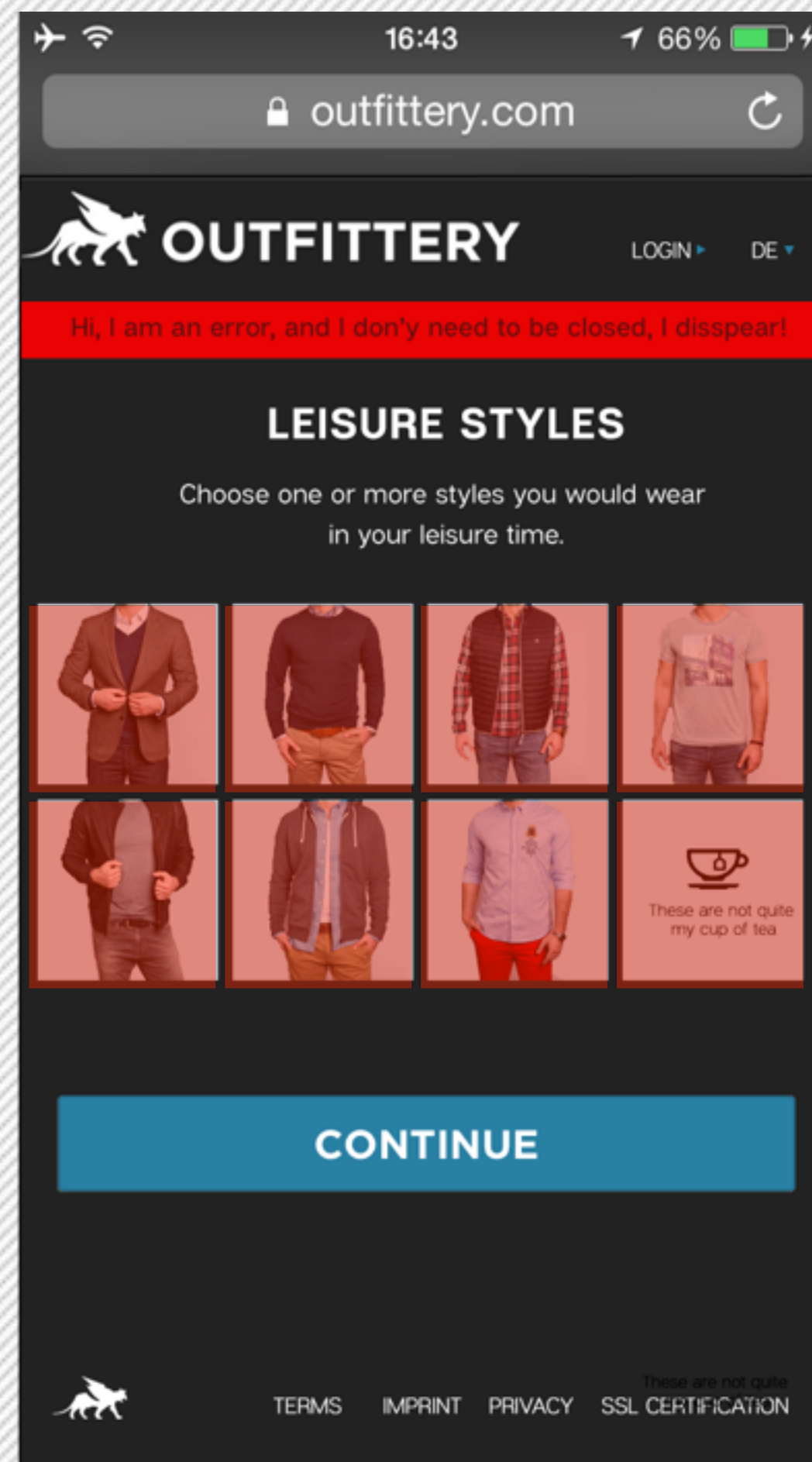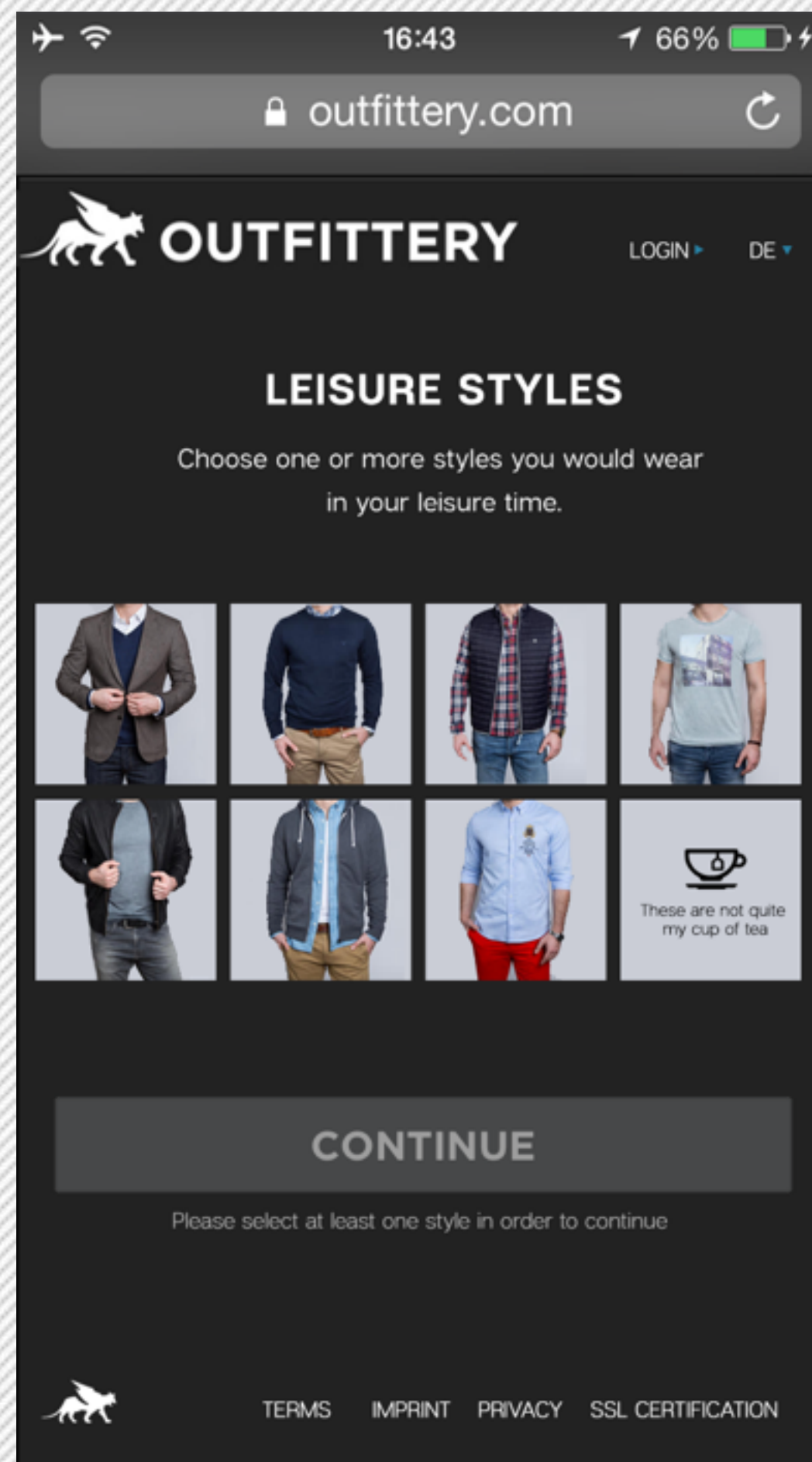
AVOID ERRORS

Maybe if we do not activate the CONTINUE button unless they select an item, it can be easier to avoid the error display.

But also when we display error notifications, we could highlight where we want things to be fixed.
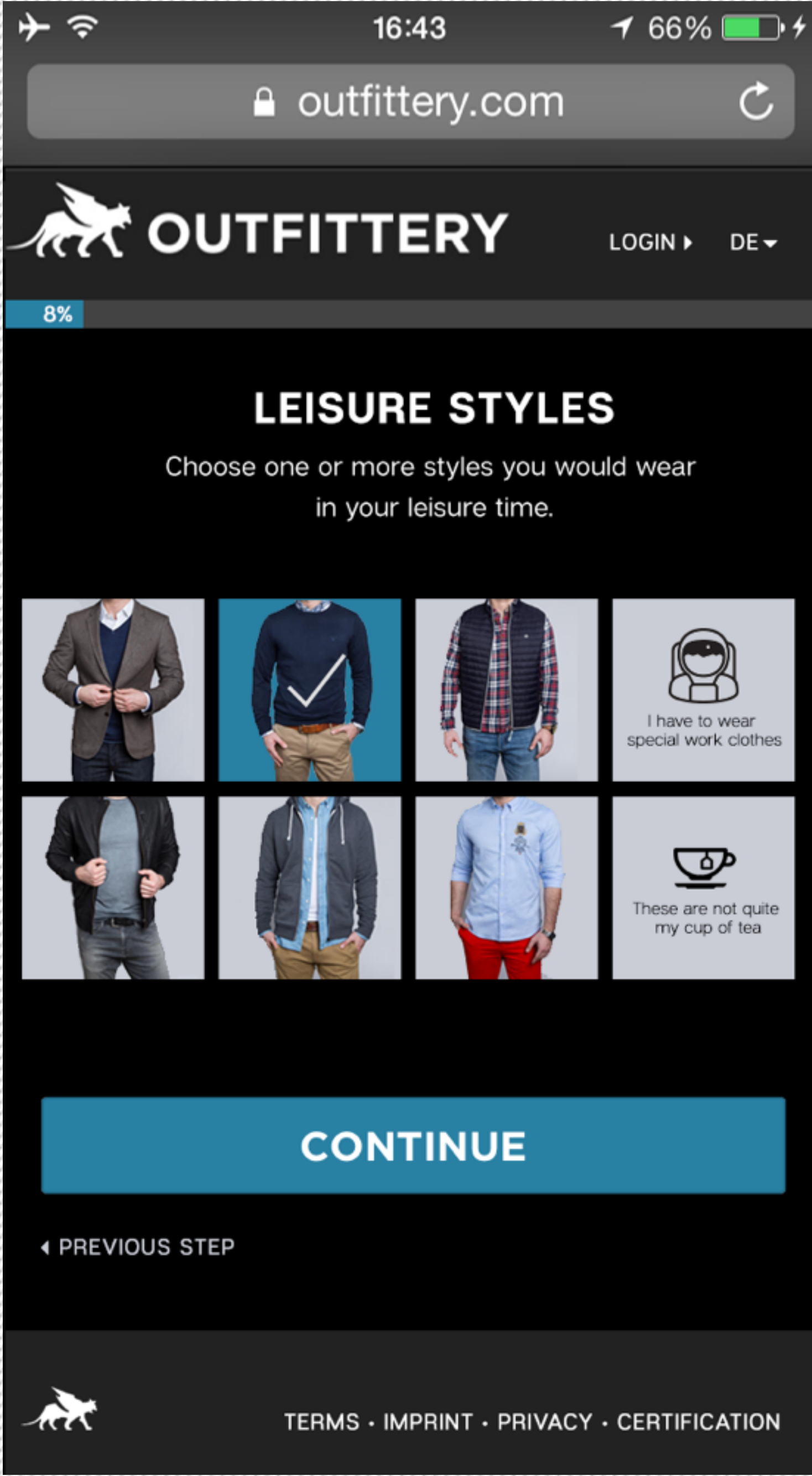
8% FOR THE FIRST STEP BECOMES 20%

Reduce the number of steps or get additional information later on via email is to be discussed.

For now how about by completing the first step to complete 20%. We create great value for the spirit of our wonderful user.

**I WOULD LOVE TO HAVE ONLY ONE ICON FOR /UNIFORM/ BUTTON.**

BLACK
Creates a void around a product and helps us focus more on shapes and colours. It can be useful in many cases. Has a certain sense of luxury.
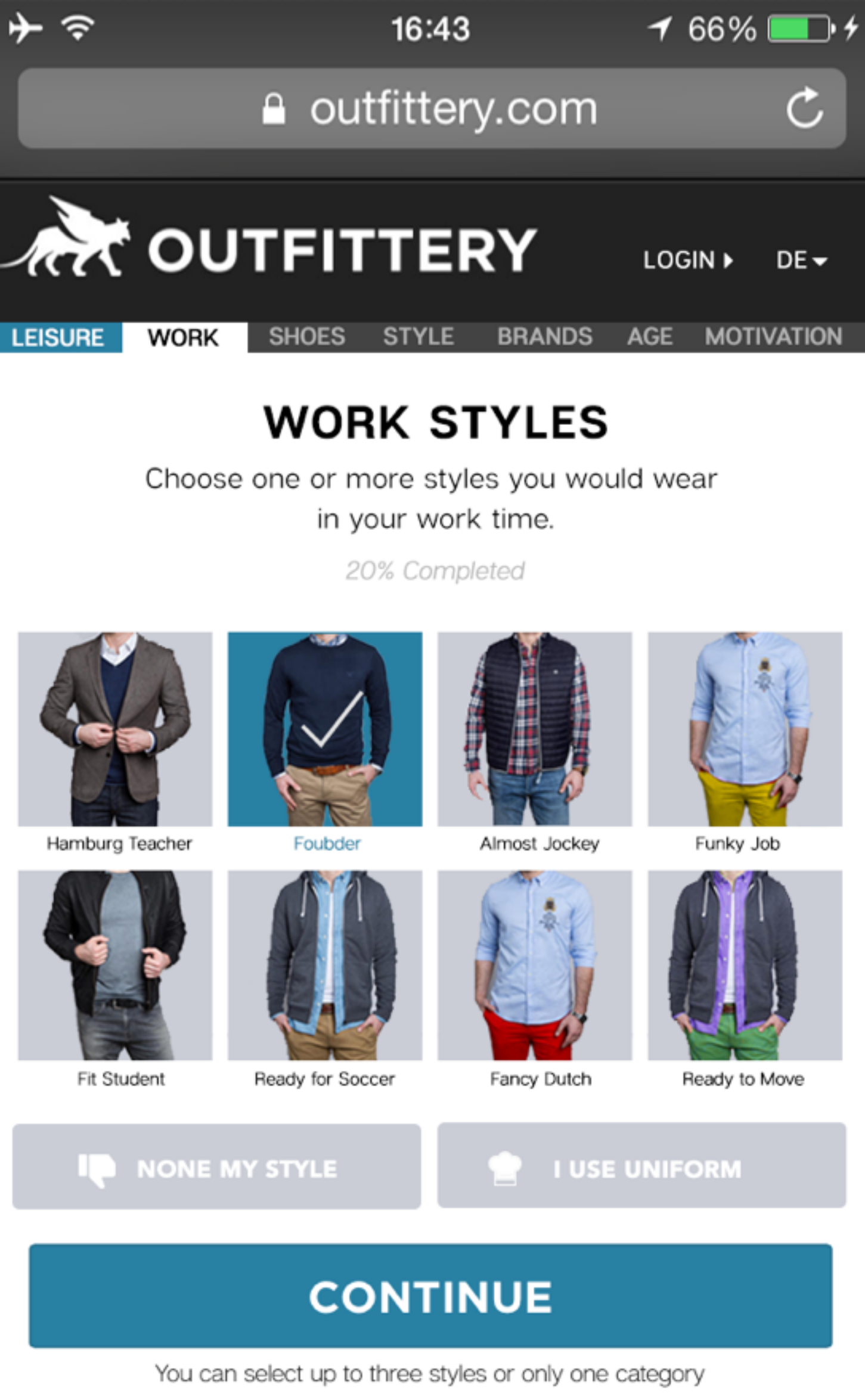
WHITE
White sells more and we understand any reason behind that. Looks clean and modern. But also used with the wrong spacing, it can create the feeling of being an incomplete layout.
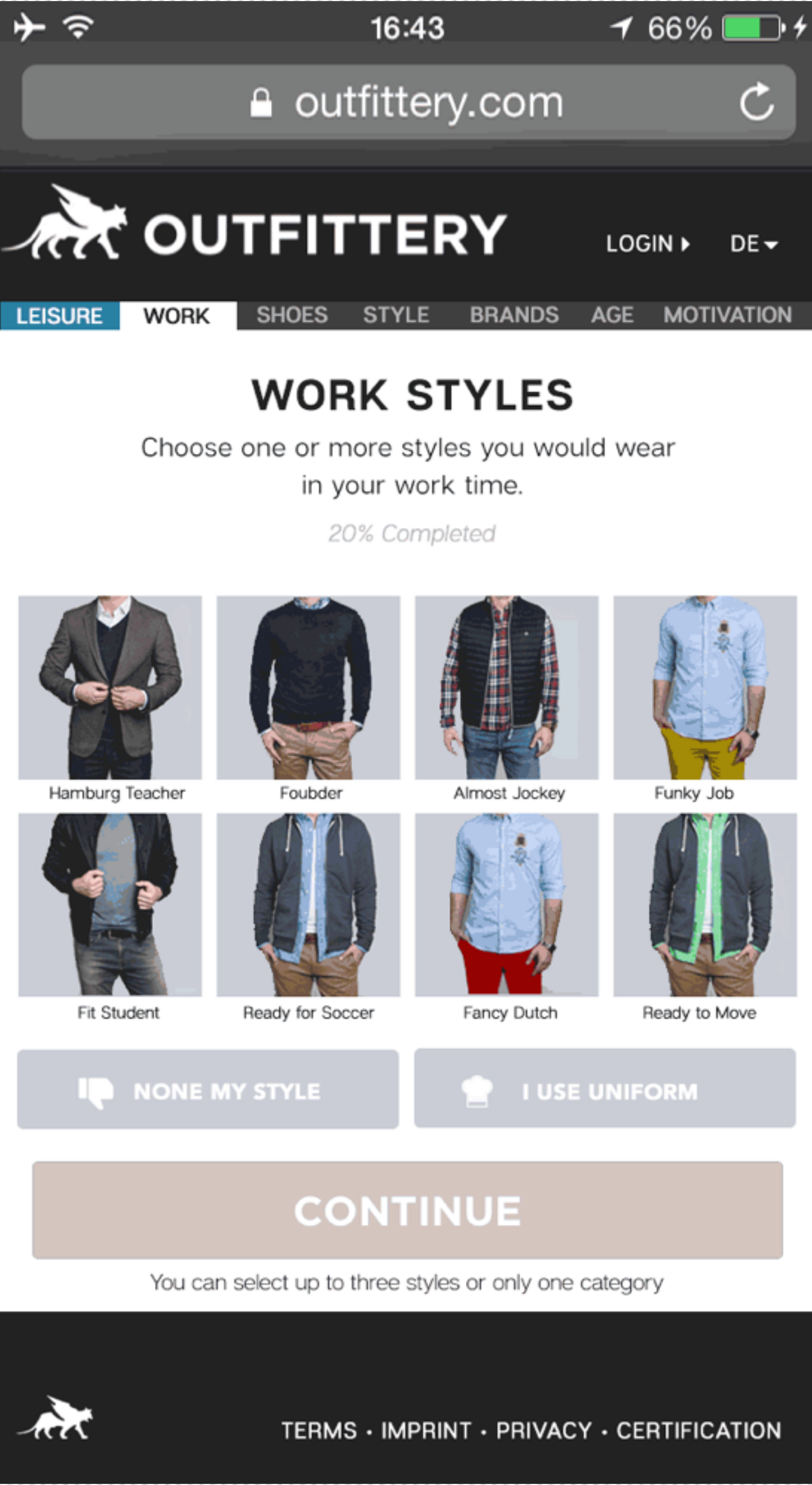
CHECK BOX VS. RADIO BUTTON

The Style pictures are check-boxes and we can select 3 or more in other pages, and the special buttons / I USE UNIFORM / and / DISLIKE / are radio buttons.
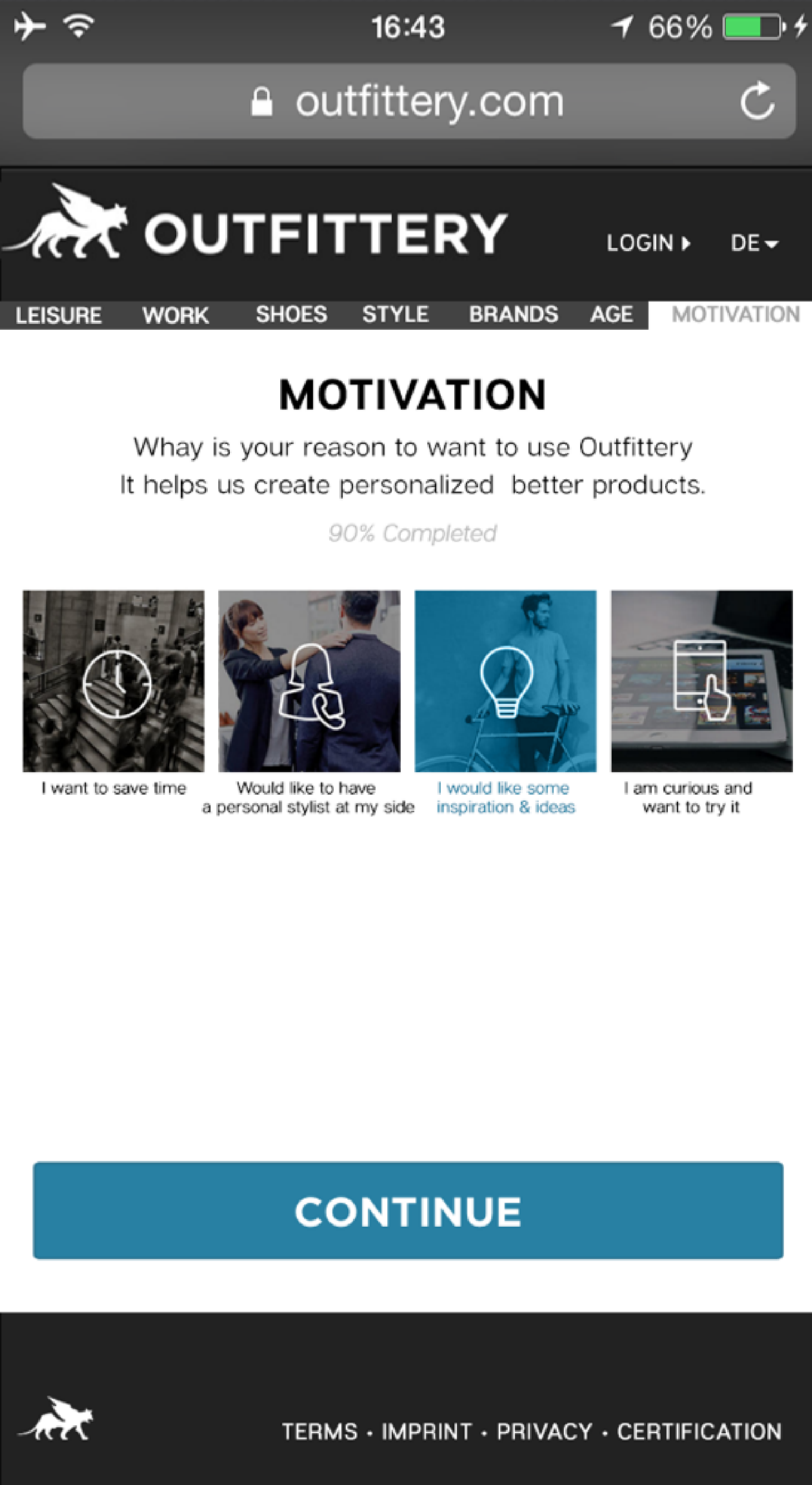
PERCENTAGE VS TABS

BY INTRODUCING THE STEP/TABS, I TOOK OUT THE /GO BACK/ BUTTON, REINFORCING THE CONTROL OVER THE PROCESS.
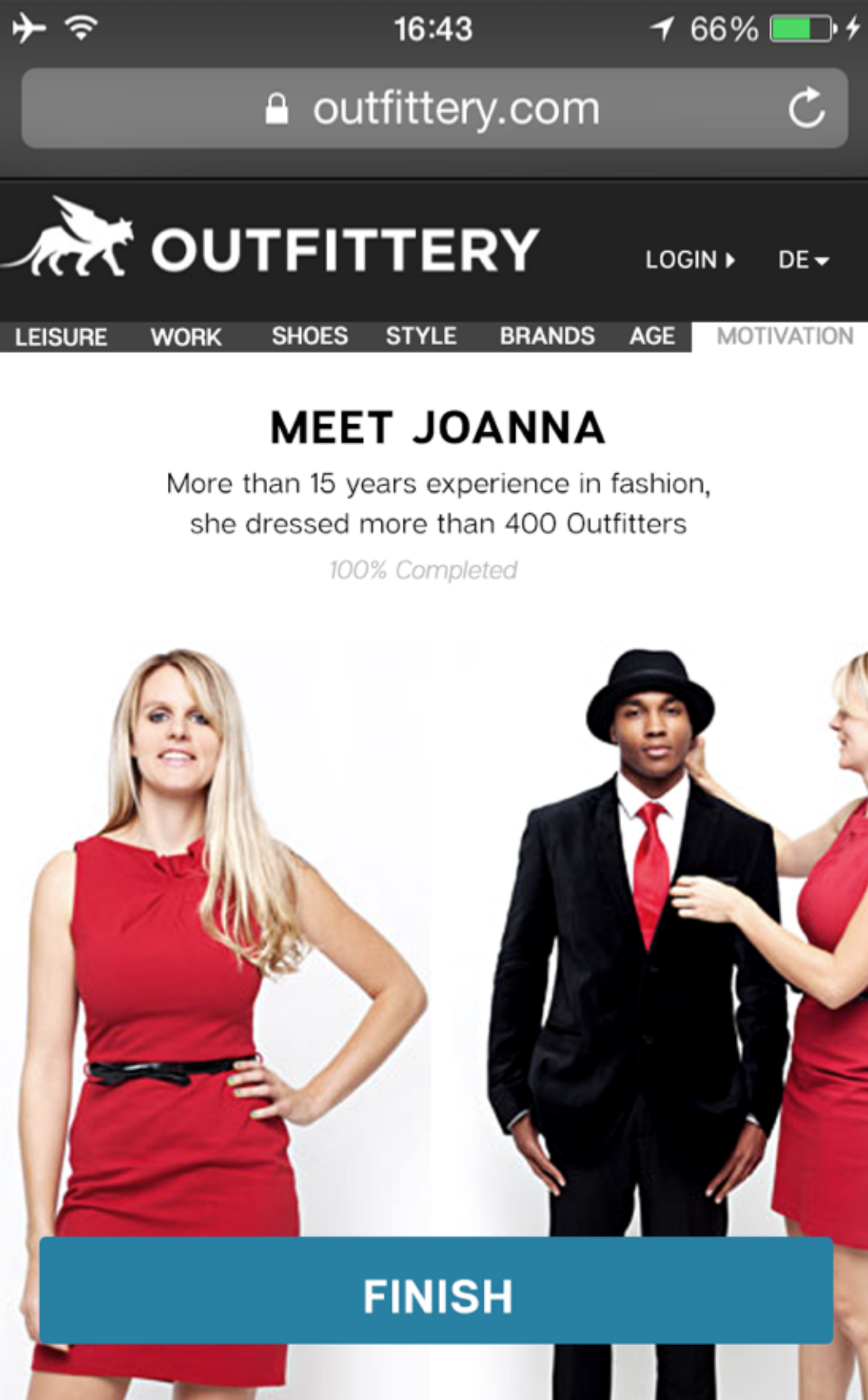
Sometimes i felt the need of a /RESET/ button. It might not be the case for the usual user. We should test this and check their opinion.

CONSISTENCY

Maybe also these selections should behave the same as the others and be grouped as the others. Of course the /CONTINUE/ button will be active no matter what they select or not.

SHOW IT

Maybe we should grand visibility for these professionals and promote them as we are proud to have them with us in this interesting original and authentic venture:

• TRUST AND TRANSPARENCY FOR OUR PRODUCT,

• OUR STYLISTS WILL FEEL APPRECIATED,

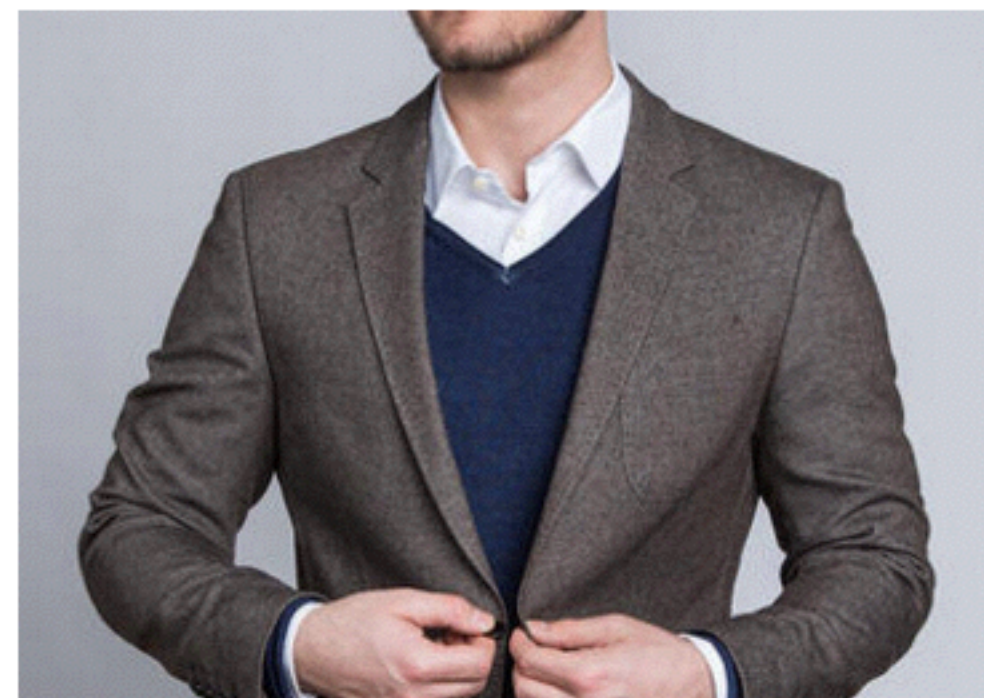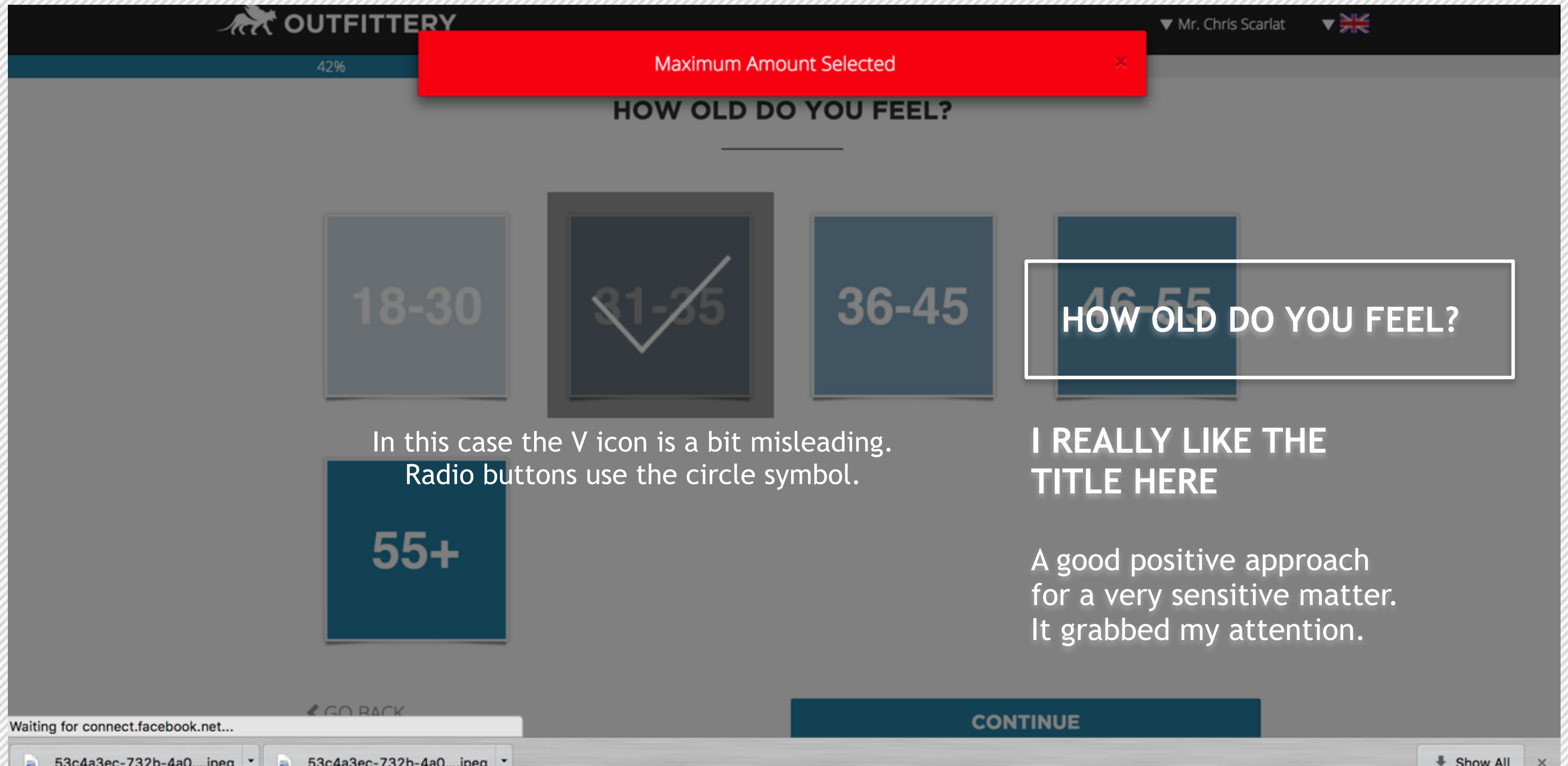• OUR USERS ARE GOING TO UNDERSTAND OUR EFFORT INVESTED INTO THIS PRODUCT.

FAVICON TRANSPARENT

I have created a clean transparent Favicon for Outfittery. It looks pretty bad as it is right now. You can find the original as is shown here at:

http://www.cristianscarlat.com/w/outfittery/favicon.ico

HOW OLD DO YOU FEEL?

In this case the V icon is a bit misleading.
Radio buttons use the circle symbol.

I REALLY LIKE THE TITLE HERE

A good positive approach
for a very sensitive matter.
It grabbed my attention.

ERROR MESSAGE VS NO ERROR

When you click on a different selection after you already have one item
selected, we have an error message. We could easily avoid that just by let
sections behave like a radio button.

THANK YOU
FOR NOW

Thank you for your time guys,
keep up the inspirational work!

With friendship,
Chris Scarlat