beoi

Case Study

Application Website
Platform Mobile
Timeline 8 Weeks

Case Study Includes

- Research
- Wireframes
- User Flow
- Information Architecture
- Logo
- Brand Design
- Mood Board
- Iconography
- Typography
- Colors
- Mockups
- Prototyping
- Interactions
- Animations
- UI Design
- Design System
- Handoff

01 Project Overview

Introduction

beoi is a Korean-based online clothing retailer specializing in sustainable and handmade apparel. It aims to connect customers with artisans and craftspeople to deep and richness that enhances and elevates their lives.

Problem Statement

beoi's current website lacks a cohesive brand identity and a clear, user-friendly shopping experience. This results in a disconnected brand image and hinders customer engagement and conversions.

Goal

Design a cohesive & website that clearly communicates beoi's brand identity, enhances the user experience, and ultimately drives increased sales and brand awareness.

Timeline

8 Weeks

Tools

Illustrator, Photoshop, Figma

Target Audience

- Eco-conscious consumers and ethical fashion enthusiasts in Canada and the US.

Responsibilities

- Research
- Wireframes
- User Flow
- Information Architecture
- Mockups
- Prototyping
- Website Development

02 Design Process

Combining Design Thinking and Agile methodologies, I chose to follow this iterative, user-centric approach to ensure a high-quality beoi. HCD is about building empathy with the users you're designing for, understanding their needs and pain points, and testing ideas early and often.

03 Timeline

04 Competitive Analysis

I reviewed other companies that specialize in of offer Ethical Design and Conscious (CSD) brands to understand their strategy and success in the industry. I compiled through their strengths and weaknesses, identified gaps in the market, and uncovered opportunities. This gave opportunity to see what marketing tools and what tone and to start determining how we would position beoi in the market and what we need to do to differentiate beoi from other brands.

05 User Research

Since beoi's business model is centered around ethical and sustainable, who they have gathered their customers from, I felt it would be interesting and relevant to do a survey with this demographic. I wanted to understand what brands they are and their expertise to inform our branding.

Research included Online Ecommerce, Digital Consumers Perspectives, Australian of Cost Engagers, Ethical Consumer Behaviour, Sustainable Fashion Consumers, Ethical Consumers Consumer Behaviour, Sustainable Fashion Consumer

06 User Personas

Using the information collected from beoi's insights and my research, I created user personas to understand the needs, pain points, and behaviors of our target audience.

07 Logo + Brand Design

I wanted a brand identity that had that Scandinavian charm and dreamed that that by pivoting a bringing a touch of Korean design, the brand would stand out from the crowd and resonate with the conscious consumer. Minimalist, inviting, This creates a brand as approachable, very organized, but with a touch of Korean charm and bring it to life, adding a touch about expression.

Mood Board

Logo

Colors

Typography

HEADERS	**Avenir LT Std 95 Heavy** abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
Sub-headers Paragraphs	**Modern Sans Light** abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Iconography

08 User Flow

I met with Dr Kimberlyn the user interface using this user flow diagram that shows the possible paths the user can take while using the website.

09 Information Architecture

The organized and structured the content in a clear, understandable, and intuitive manner, allowing users to easily navigate the website and find everything they need effortlessly.

10 Wireframes

I created concept sketches to translate the abstract of the interface. This basic structure was quick and easy to create, allowing me to quickly explore different layout options and ensure the website would be user-friendly. I focus on the basics, optimized user flow, and accessibility. I illustrated key elements, such as a more realistic representation of the website to understand the look and feel.

11 UI Design

Using the wireframes, the following are prototypes, I designed the UI for the website and screens. I also optimized for mobile. I incorporated feedback such as incorporated consumers comments, interactions, and accessibility to implement the information and support the user journey.

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Contribution Opportunities
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