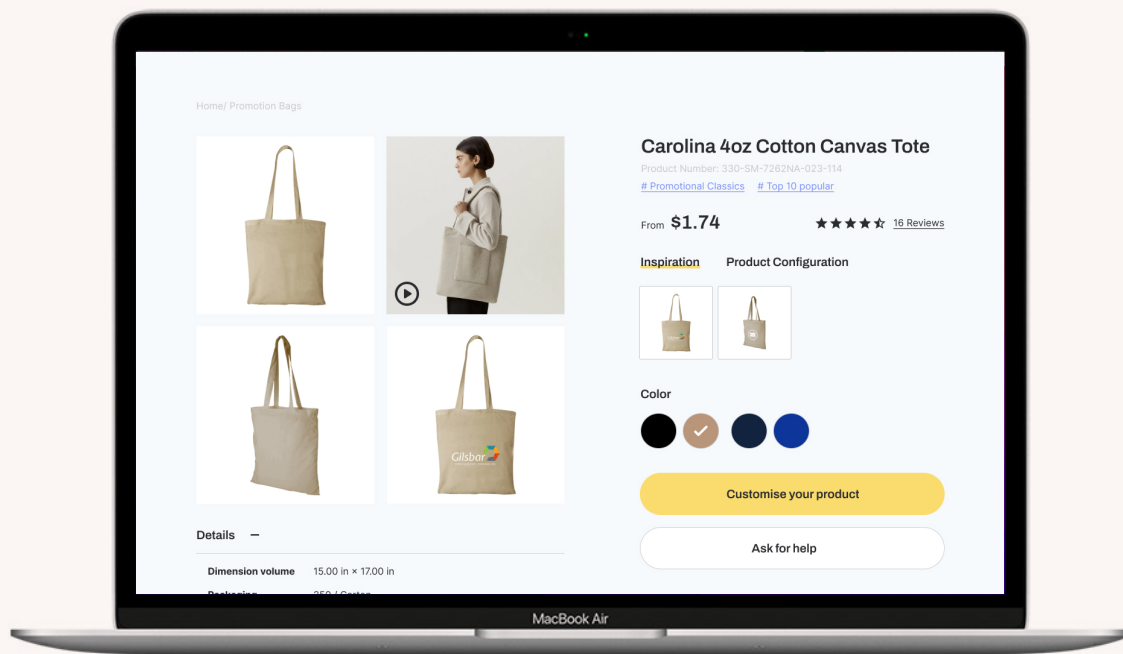


UX/UI Designer Task



1. Problem statement

Our users find the current website:

- difficult for juniors to choose suitable branding method.
- does not communicate the printing area clearly.
- difficult to track shipping information.

2. Empathise

User needs:

- able to find and explore branding method easily.
- know about the product quality.
- be able to optimise the product configuration to maximise the marketing outcome.
- access to decision-making support
- to keep track of shipping info.

Allbranded business goal:

- Improve customer retention
- Improve quantity and value of orders/items
- Improve quantity of sample product and quotation requests
- Improve product views
- Improve customer retention

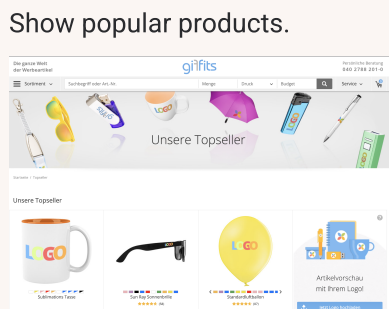
3. Design thinking approach - Opportunity Solution Tree



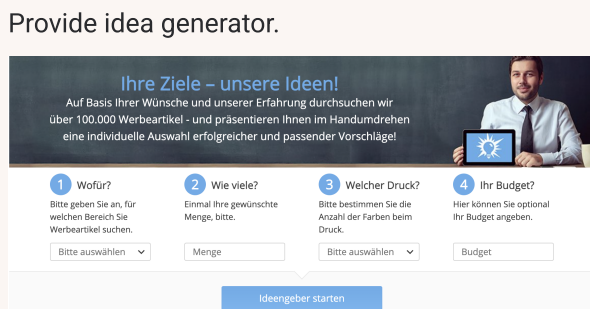
4. Benchmark

I don't know which branding method is the best.

Show popular products.



Provide idea generator.

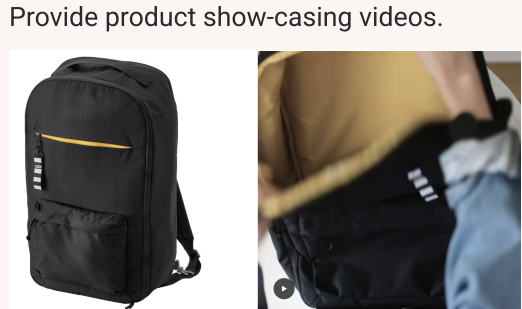


Show related basket products.

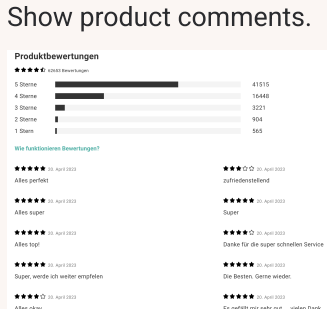


I am not sure about the product quality.

Provide product show-casing videos.

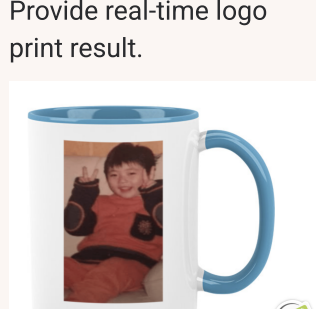


Show product comments.

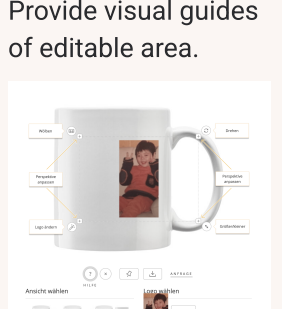


I don't know where I can put my logo biggest. I don't have a visual ideal of the sizes of Printing Area.

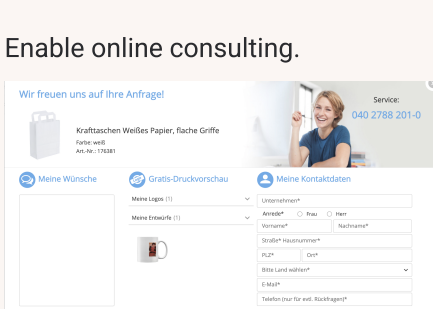
Provide real-time logo print result.



Provide visual guides of editable area.

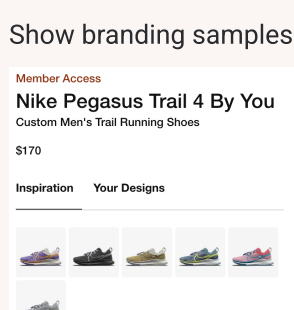


Enable online consulting.

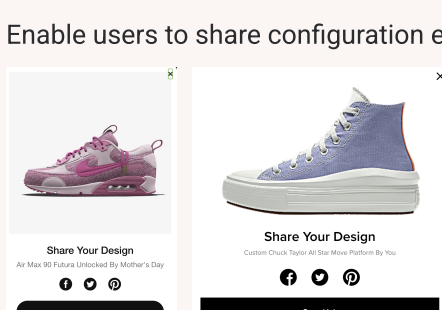


I don't know how to optimise the product configuration to maximise the marketing outcome.

Show branding samples.

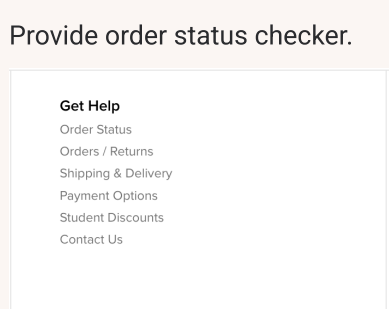


Enable users to share configuration easily.

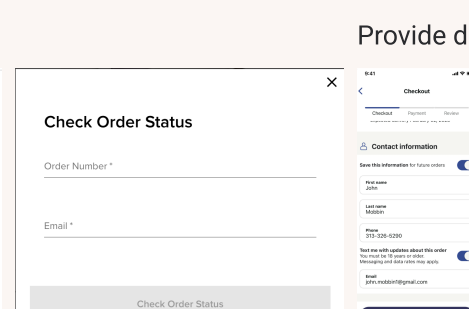


I want to know the exact delivery date.

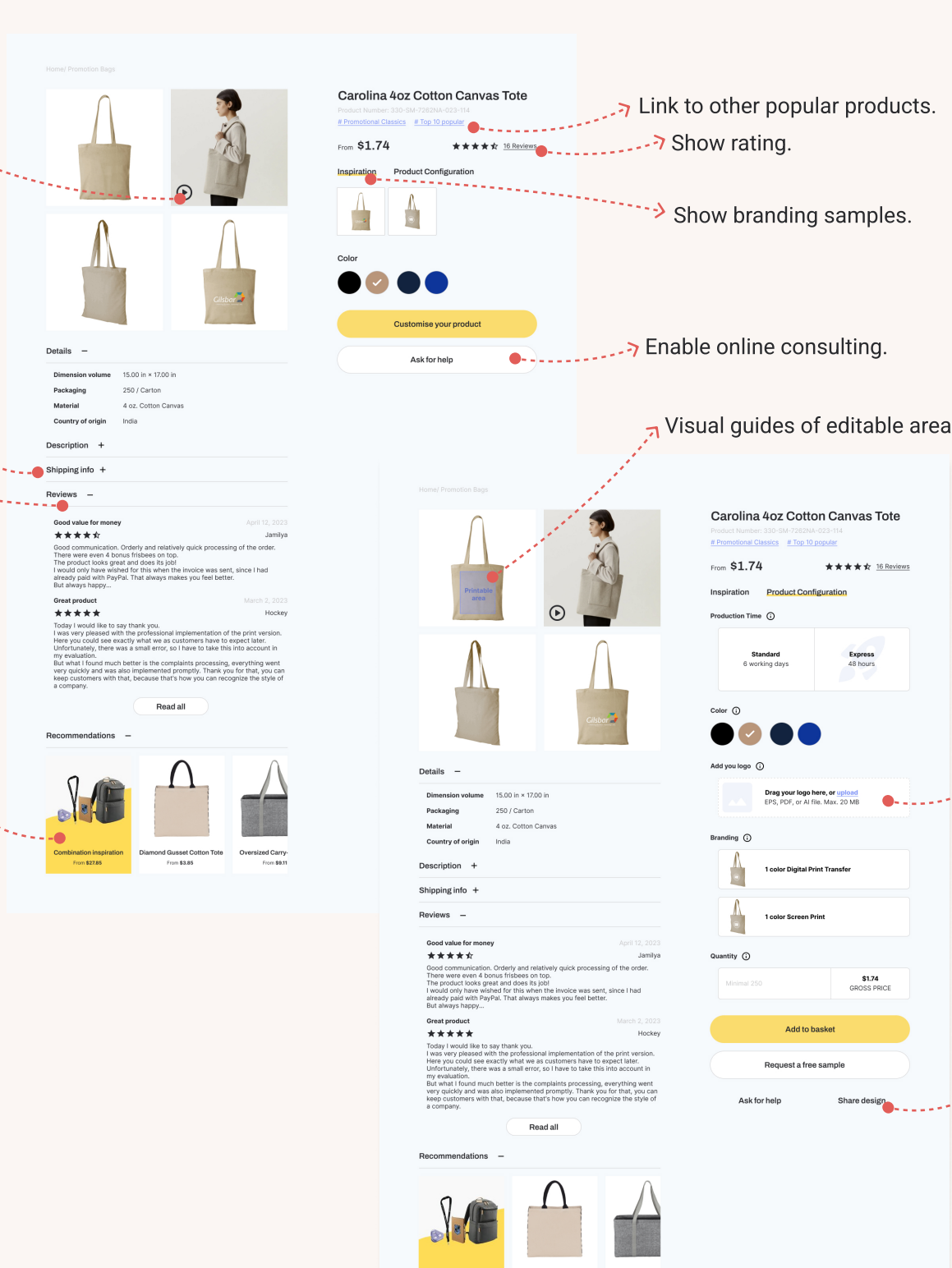
Provide order status checker.



Provide direct contact.



5. Ideation & Conception





Carolina 4oz Cotton Canvas Tote

Product Number: 330-SM-7262NA-023-114

[# Promotional Classics](#) [# Top 10 popular](#)

From **\$1.74**

★★★★★ [16 Reviews](#)

Inspiration

Product Configuration



Color



[Customise your product](#)

[Ask for help](#)

Details -

Dimension volume	15.00 in × 17.00 in
Packaging	250 / Carton
Material	4 oz. Cotton Canvas
Country of origin	India

Description +

Shipping info +

Reviews -

Good value for money

April 12, 2023

★★★★★

Jamilya

Good communication. Orderly and relatively quick processing of the order. There were even 4 bonus frisbees on top. The product looks great and does its job! I would only have wished for this when the invoice was sent, since I had already paid with PayPal. That always makes you feel better. But always happy...

Great product

March 2, 2023

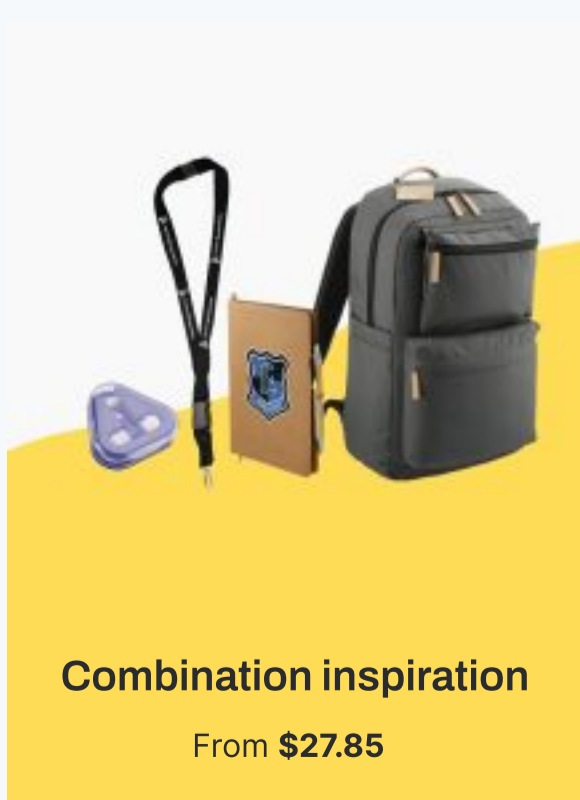
★★★★★

Hockey

Today I would like to say thank you. I was very pleased with the professional implementation of the print version. Here you could see exactly what we as customers have to expect later. Unfortunately, there was a small error, so I have to take this into account in my evaluation. But what I found much better is the complaints processing, everything went very quickly and was also implemented promptly. Thank you for that, you can keep customers with that, because that's how you can recognize the style of a company.

[Read all](#)

Recommendations -





Details —

Dimension volume	15.00 in × 17.00 in
Packaging	250 / Carton
Material	4 oz. Cotton Canvas
Country of origin	India

Description +

Shipping info +

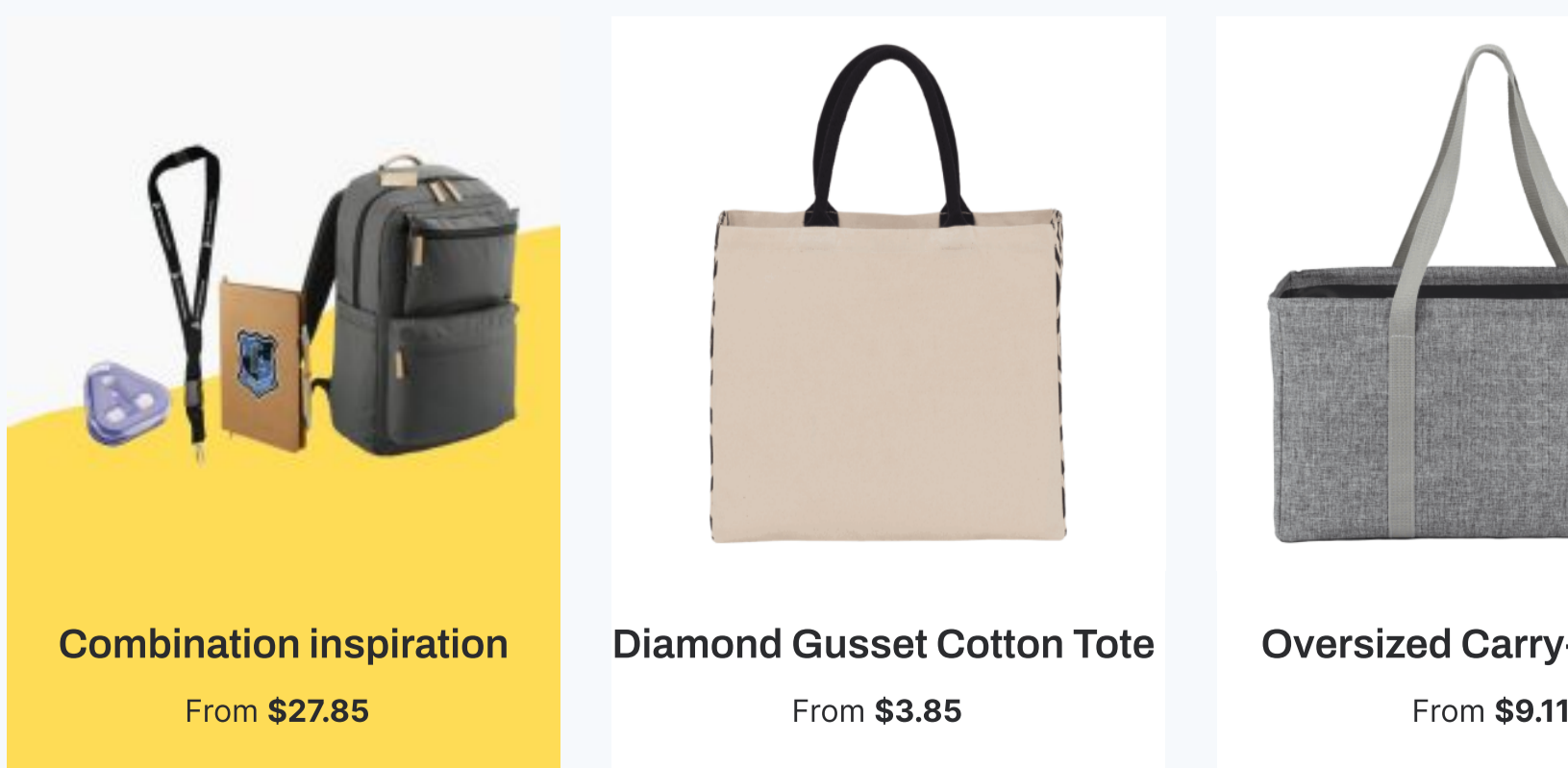
Reviews —

Good value for money April 12, 2023
 ★★★★★ Jamilya
 Good communication. Orderly and relatively quick processing of the order. There were even 4 bonus frisbees on top. The product looks great and does its job! I would only have wished for this when the invoice was sent, since I had already paid with PayPal. That always makes you feel better. But always happy...

Great product March 2, 2023
 ★★★★★ Hockey
 Today I would like to say thank you. I was very pleased with the professional implementation of the print version. Here you could see exactly what we as customers have to expect later. Unfortunately, there was a small error, so I have to take this into account in my evaluation. But what I found much better is the complaints processing, everything went very quickly and was also implemented promptly. Thank you for that, you can keep customers with that, because that's how you can recognize the style of a company.

[Read all](#)

Recommendations —



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[Inspiration](#) [Product Configuration](#)

Production Time ⓘ

Standard 6 working days	Express 48 hours
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Color ⓘ



Add you logo ⓘ

Drag your logo here, or [upload](#)
 EPS, PDF, or AI file. Max. 20 MB

Branding ⓘ

- 1 color Digital Print Transfer**
- 1 color Screen Print**

Quantity ⓘ

Minimal 250	\$1.74 GROSS PRICE
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Add to basket

Request a free sample

[Ask for help](#)

[Share design](#)