

Case study on design thinking

Research question: How should a good online store of Estonian design look like?

The work was ordered by Tartu Center for Creative Industries and the research was carried out by Kolm Punkti

Purpose of the project

The goal of the project was to participate in the creation of the website and online store of the design store "HOPP" (formerly known as Loomekas). UX research aimed to discover and analyze the obstacles and problems that arose during user testing.

The size of the focus group for UX studies is optimally 5-6 people, which already gives a considerable result.

Study 1

Examining the functionality of the [tallinndesinghouse](#) (hereinafter TDH) website

Goal

Analyse user journey on the website based on given tasks.

Focus Group

Random sample consisting of 12 people.

Method

Qualitative research using the interviewing method.

We interviewed people both online and face-to-face. The users tested the TDH website in real time and described their experience and thoughts while solving the tasks prepared by us. At the same time, we monitored the tester's reactions and movements on the website.

Environment

Google sheets.

Conclusion

From the received data, we deducted the following:

- The website is too colourful and has confusing navigation;
- search does not work and displays wrong pages;
- the information is sometimes incomplete, there is little photo material (which are also large-scaled, causing the website to load longer);
- filters are sometimes incomprehensible;
- the website has too much information.

The most fundamental result was that the testers prefer google search over the TDH website.

Here you can find **Study 1** Google sheets file with data - [click me](#)

https://tallinndesignhouse.com/ KASUTAJAMUGAVUSE TESTI TULEMUSED											
ÜLDISED KÜSIMUSED											
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									tekib küsimus, et kui see leht müüb eesti disainerite tooteid, siis miks on lehe nimi tallinndesignhouse, mitte nt eesti vms Täiendav küsimus - Kas tallinndesignhouse.com leht ütleb		

Study 1. Illustrative photo

Study 2

Content page analysis

Goal

Which navigation solutions and content blocks are preferred from a user interface point of view.

Study 2.1

Focus Group

Recipients in the Tartu Center for Creative Industries newsletter list. Total sample 55, 12 respondents.

Method

An email survey.

Environment

connect.ee.

Conclusion

Analyzing the data, we came to the conclusion that the prepared questions were adequate, but not suitable for an email survey. There were too many illustrative materials, which caused misunderstanding among the respondents and did not give the desired result. We analyzed the obtained results and based the next survey (this time using the interviewing method) on that. See study 2.2.

Study 2.2

Focus Group

Visitors of the physical store / potential online store users. There were a total of 5 interviewees.

Method

On-site interview and survey.

Environment

Connect.ee and Figma (used to create visual material)

Conclusion

- People prefer static solutions to dynamic ones;
- the study confirmed that sections “news” and “events” are rather two separate blocks (not combined);
(However, for the purpose of saving space and manage content, it is more practical to combine news and events into one block)
- people want to see information about various interesting events on the website and the content should be highlighted;
- the study confirmed that the use of different marks/icons is looked up upon and makes the content easier to understand;
- The customers want the website to convey an environmentally friendly and sustainable way of thinking. Responses from the survey confirmed that potential customers want to differentiate products that are environmentally friendly.

Here you can find the Figma file for study 2.2 - [click me](#)



Study 3

Hallway testing

A survey conducted on random people. Used in the early stages of a project to get quick feedback on more noticeable problems or answers to questions that arose during development.

Goal

Test different solutions for the layout and structure of the "designers" block on the home page.

Focus Group

Voco ICT department students and lecturers. There were a total of 12 interviewees.

Method

Survey conducted by direct contact.

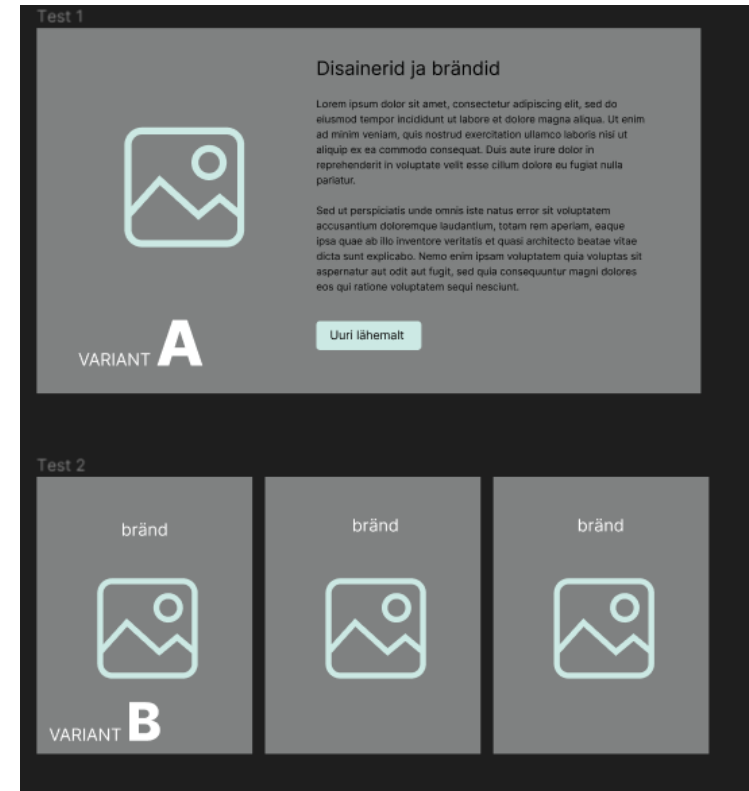
Environment

Figma (illustrative material and environment in which the test was conducted)

Conclusion

As the team was stuck debating between two different designs, we felt it was necessary to confirm which version spoke more to the user.

The test revealed that the user prefers the option that we had chosen as a backup plan. During this research, we realised that the user often thinks differently than the product designer.



Study 3. Illustrative photo

Study 4

Card sorting

We used this method to find out the user-friendliness of product categories in the online store. The subjects placed the products in different category groups. This helped us understand what is the most logical structure of the online store for the user and why they make such choices.

Goal

Find out the user's preferences in the logical arrangement of products in categories.

Focus Group

Voco ICT department students and lecturers.

Method

Sorting cards with product names (eg dresses, jackets, pants).

Environment

Figma (illustrative material and environment in which the test was conducted)

Conclusion

We wanted to know if the product category "accessories" should be a separate category or does it fit into another category.

We found out that the user considers accessories to be a separate category (accessories → jewellery, bags, hats-gloves, etc.)

Once again, we concluded that the project team's vision differed from the users' preference, which in turn confirms the importance of conducting research.

Here you can find the Card Sorting Figma file - [click me](#)



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