BYBO - Build Your Board (Online)

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Project overview
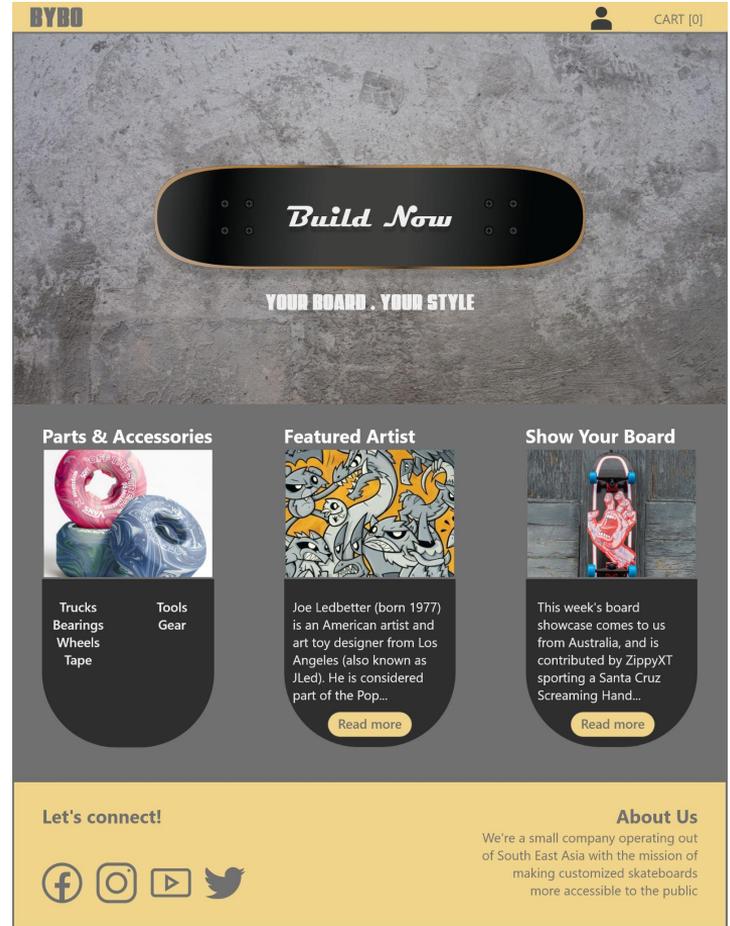
The product:

This is a website designed to help people who are new to the hobby customize and purchase their first skateboard

Project duration:

1-2 months

Project overview

The problem:

Each part of the skateboard comes with a myriad of options. To the uninitiated, it can be quite a daunting task to figure out exactly what parts are needed and how they fit with one another. The alternative would be pre-made boards, but these boards offer little in terms of customization.

The goal:

The goal of the project is to create a website that breaks down the selection of parts into steps and guides users so that they can confidently build their custom skateboard without worrying about buying the wrong parts.

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Project overview

My role:

UX researcher

UX designer

Responsibilities:

User research

Wireframing

User testing

Prototyping

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Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

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User research: summary

User groups were separated into 2. The first group were people who were already into the skateboarding hobby, in order to interview them on their interest in fully customized decks with printed images of their choice. The second group were people who were not into the skateboarding hobby at all. The goal was to assess if they would consider buying skateboards as gifts if they were to be guided step by step and provided with the convenience of shopping online.

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User research: pain points

1

Customization

I want to customize my skateboard with a deck design of my own, but I don't know how to do that

2

New to hobby

I would like to start skateboarding as a hobby but I don't know where to start or which board to buy

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Persona: **Sofia Rodrigo**

Problem statement:

Sofia is a novice skateboarder who needs help making a custom board because she would like to give it as a gift.

Sofia Rodrigo

Age: 22
Education: College
Hometown: Los Angeles
Family: Lives with her boyfriend
Occupation: Events coordinator

"I think a custom skateboard is great, but I dont know where to start"

Goals
- I want to order a custom skateboard for my boyfriend who is loves skating

Frustrations
- I have no idea where to start
- What are the required parts
- What are the different types of skateboards

Sofia is an events coordinator who lives and works in Los Angeles. She lives with her boyfriend who works in the same job as her. They have an anniversary coming up and Sofia would like to buy a skateboard for her boyfriend as a gift. If possible, she would like to customize the board to make it a one of a kind gift. However, as Sofia is not familiar with the skateboarding hobby, buying a customized board feels like a daunting task.

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Starting the design

- Sitemap
- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
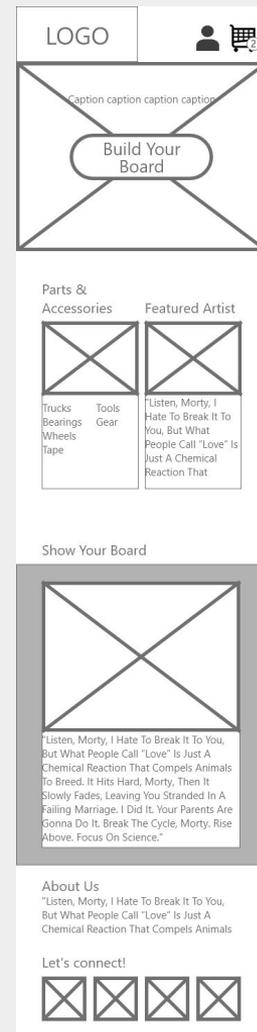- Usability studies

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Digital wireframes

As the purpose of the website is to help users who are confused about customizing skateboards, it's main function should be easily accessible to users immediately once they land on the home page. Therefore, I've chosen to have the call to action button front and center along with a feature background image.

LOGO

CART [0]

Caption Caption Caption Caption

Build Your Board
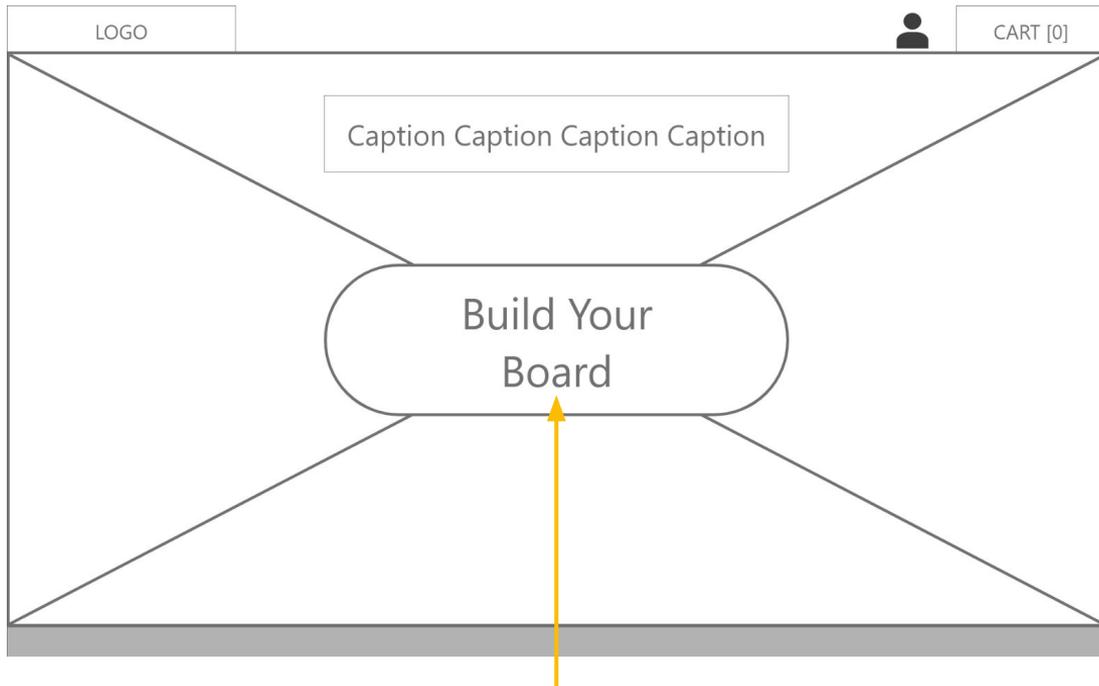
Call to action for the main function of this website is featured front and center on the home page. This makes it intuitive for users to click and get started

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Digital wireframe screen size variation(s)

I wanted to keep to the original intention of making the call to action button intuitive for users to find and click on. Therefore, I've kept the elements above the fold largely the same, but resized to fit a smaller screen. Below the fold, I've chosen to give emphasis on the 'show your board' column in order to promote the culture of owning customized boards.

Low-fidelity prototype

The low-fi prototype was created to test out the main user flow of customizing the board and to see if any issues crop up along the way.
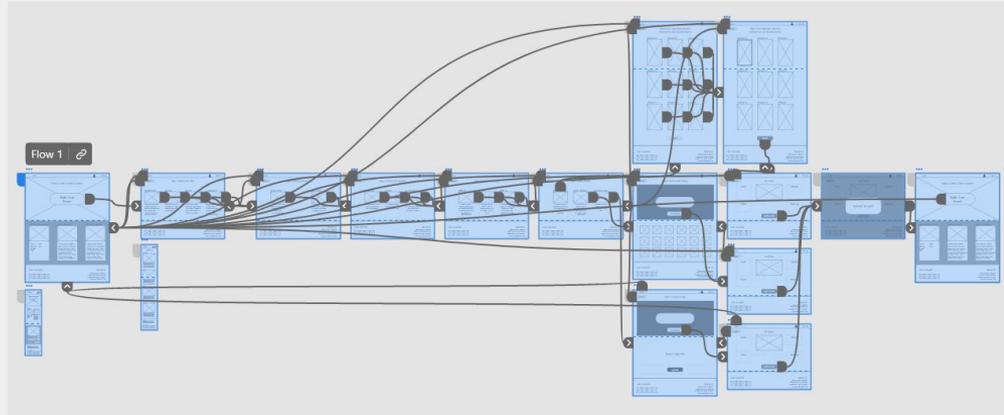
Usability study: parameters

Study type:

Unmoderated usability study

Location:

Global, remote

Participants:

5 participants

Length:

20-30 minutes

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Usability study: findings

Insert a one to two sentence introduction to the findings shared below.

1

What's the damage

One main issue that was highlighted by all the users was that cost was not shown throughout the customization process, which they felt would play a big part in their decision making besides the look and function of the product

2

Wait, I didn't mean to click that

Another source of irritation was how the clicking on the links assumed users have made their selection and would bring users to the next step immediately. This lead to some users having to go back to reselect their choice constantly

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Refining
the design

- Mockups

- High-fidelity prototype

- Accessibility

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Mockups

To minimize wrong selections, a two-step selection was implemented. Users will first click on their choice, which will then be highlighted, before clicking on the next button to proceed to the next step.
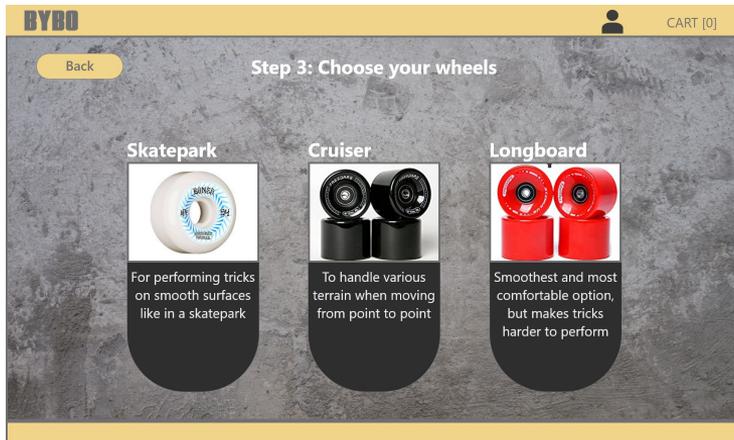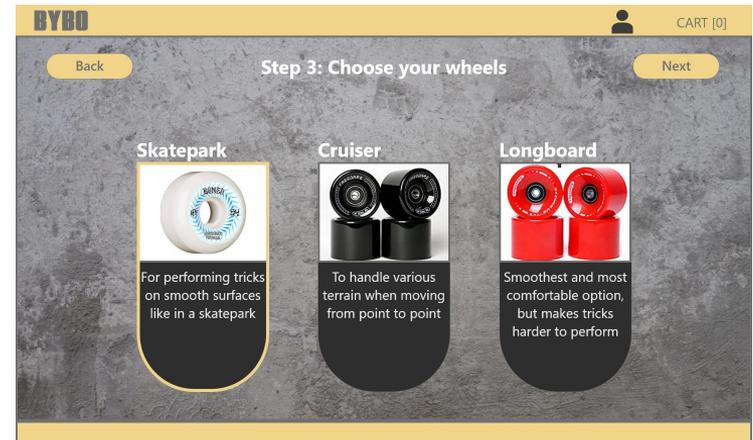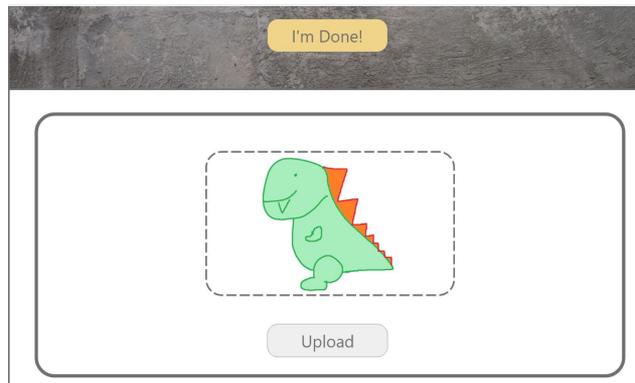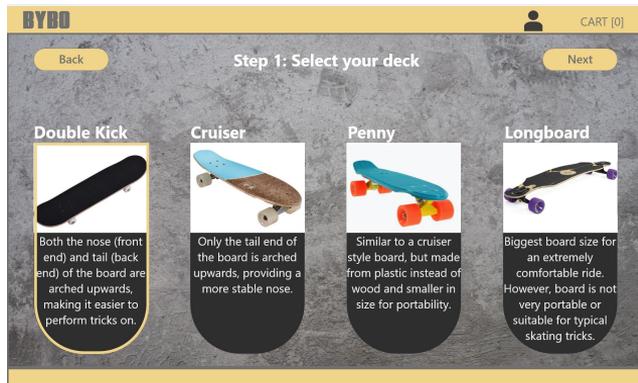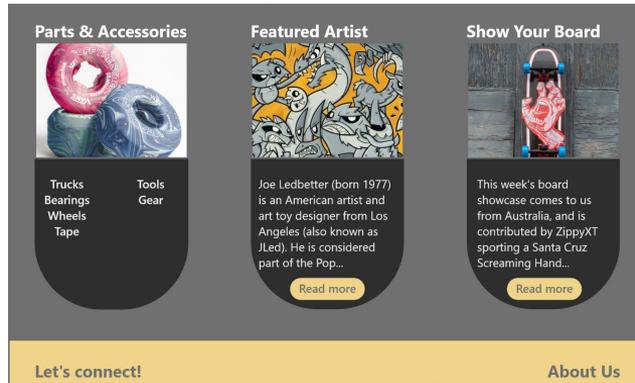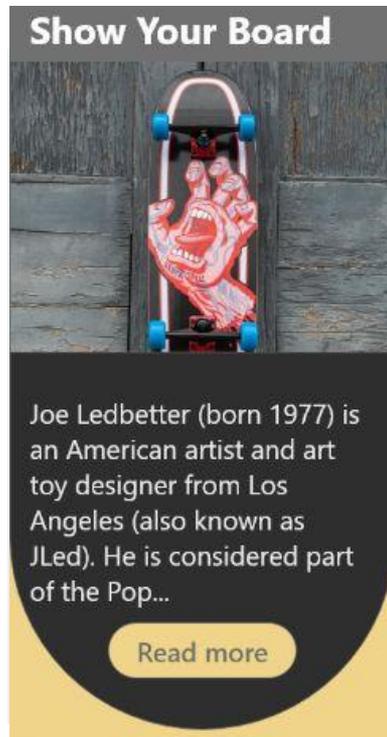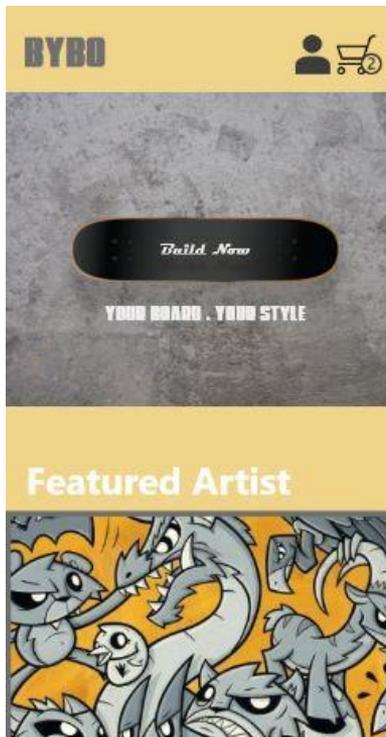
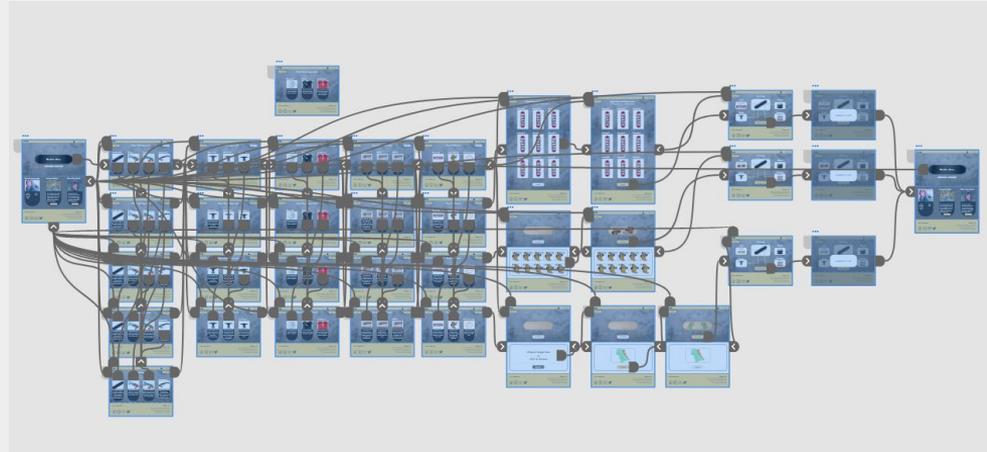# Mockups: Original screen size

Mockups: Screen size variations

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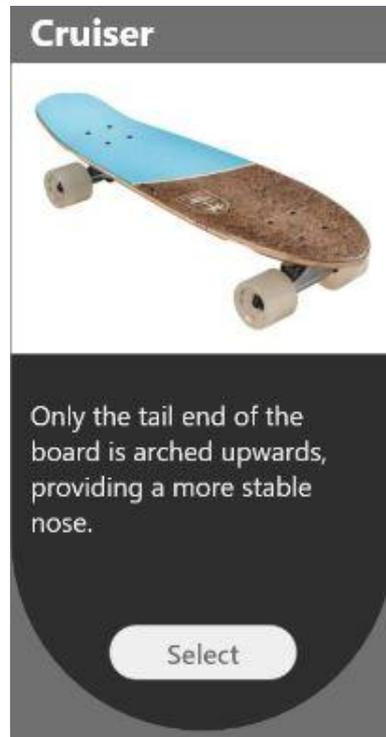
High-fidelity prototype

To properly simulate the process of selection, each possible choice that can be made during this user flow was created and linked. This allowed users to really 'browse' their options and provide accurate feedback based on the Hi-fi mock up.

Accessibility considerations

1

Original text color of #707070 was changed to a darker gray color #3D3D3D in order to bring out a better contrast against the selected yellow color #EFD48A.

2

The main user flow is kept as much as possible to big obvious call to action buttons. This is done to help users through the user flow of the already complicated process of ordering a custom skateboard.

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Going forward

- Takeaways
- Next steps

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Next steps

1

The next step would be to focus on the payment process for this project, in order to make payment as seamless as possible

2

The customization options will also need some more fine tuning, after contacting suppliers and taking stock of what is actually available

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