

# Liquid Threads

## Responsive Website Design

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**LIQUID  
THREADS**

# Project Overview



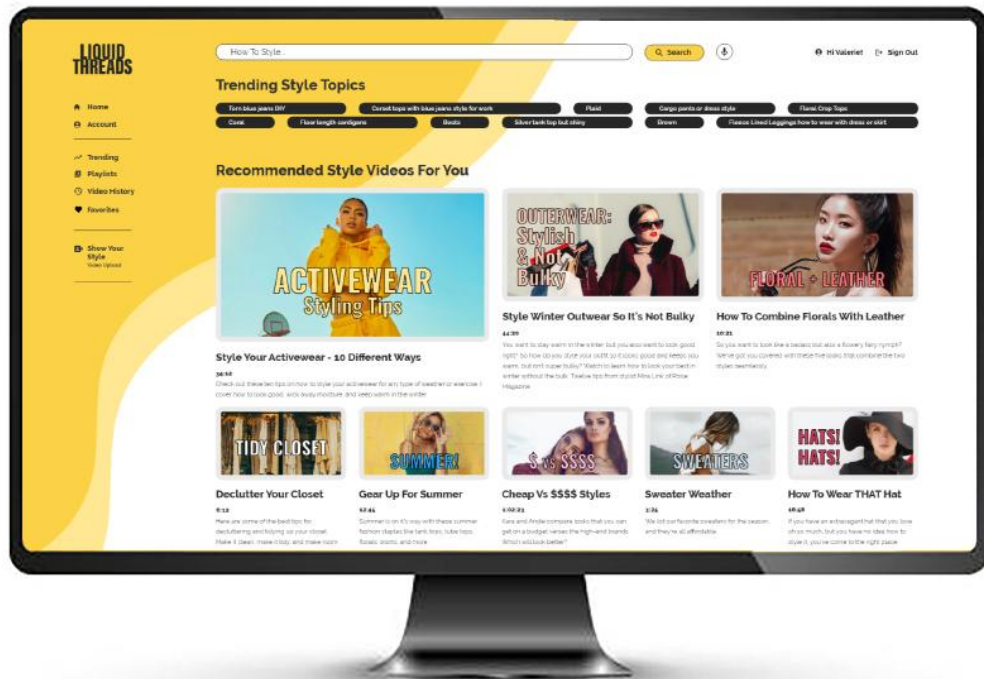
## The Product:

A responsive website dedicated to providing high quality fashion tutorial videos and style tips. Aimed at users aged 16+



## Project Duration:

This project was completed from December 2023 to February 2023.



# Project Overview



## **The Problem:**

Fashion lovers don't have a centralized place to watch style videos, get fashion tips and inspiration from that is exclusively for fashion and highly curated for their specific style interests.



## **The Goal:**

To create a fashion focused global community of creators and fashion content connoisseurs.

# Project Overview



## My Role:

My role in this project was lead UX designer, UX researcher, and Visual Designer.



## Responsibilities:

Conducting user interviews, user and competitive research, wireframing, prototyping, conducting usability studies, accounting for accessibility, iterating on designs, and project handoff.

# Understanding The User

- User Research
- Personas
- Problem Statements
- Competitive Audit
- Ideation

# User Research: Summary



I researched fashion tutorial resources that exist online already and places people can go to search out styling advice. I found there was a real need for a website that was entirely dedicated to high quality fashion tutorial videos that were able to be well filtered, easily searchable, and easy to follow.

Competitively, I found no direct or indirect competitors that were doing *exactly* what we were, which shows there is a real need in the market.

# Persona 1: Amy Arthur

## Problem Statement:

Stephanie is a college student who needs guided tutorials on how to style a limited wardrobe because she wants to look good in the clothes she wears with a limited budget.



*"I love learning about fashion; fancy, crazy, and everyday styles."*

## Goals

- Stephanie wants to plan a cute outfit for the next day ahead of time.
- She wants to understand what clothes actually look good on her.
- Stephanie wants fashion advice that is easy to find for any type of issue.

## Frustrations

- "I have so little time to plan each outfit every day."
- "I want to make my limited wardrobe look good without spending more money on clothes, because my budget is very tight."

Stephanie is a student working on an undergraduate degree in business. She has a love for fashion and often searches thrift stores for hidden gems since she doesn't have a huge budget for new clothes. She wants to learn how to style those pieces together to create new and fantastic looks.

# Competitive Audit

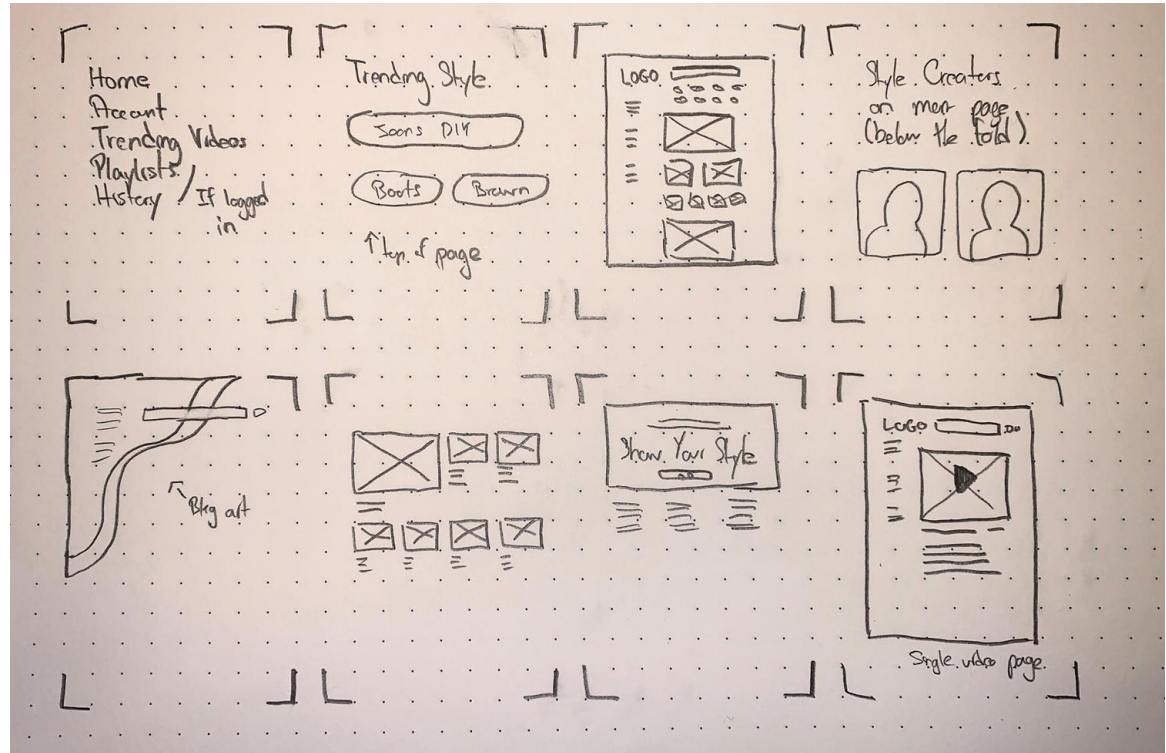
The competitive audit of a few competitors showed some gaps in the market for our product.

| Competitive Audit  | GOAL: Compare the fashion video finding/viewing experience with each competitor's website and/or mobile app |   |   |   |  |   |                   |  |   |   |   |
|--|---|---|---|---|--|---|-------------------|--|---|---|---|
|  | General information   |   |   |   |  |   |                   |  | First Impressions   |   |   |
|  | Type  | Location(s)   | Product Offering  | Price (\$ - \$\$\$)   | Website (URL)  | Bus Size  | Audience          | UVP  | Desktop website experience  | App or mobile website experience  | Features  |
| Liquid Threads (Our Company)   | -   | Canada  | Video content of fashion tutorials and style tips                 | N/A   | <a href="http://www.liquidthreads.com">www.liquidthreads.com</a> | Small   | Youth, ages 12-21 | Easy to search, high quality fashion videos                          | GOOD<br>+ Straightforward, easy to navigate<br>+ Visual organization is good<br>- Needs more search filters | GOOD<br>+ Fully responsive<br>- Needs more features                                     | OKAY<br>+ Basic features as expected<br>- Not many features so far  |
| YouTube  | Direct  | USA   | Videos created by creators and companies on every topic           | N/A   | <a href="http://www.youtube.com">www.youtube.com</a>             | Large   | All               | Largest video platform online  | GOOD<br>+ Well organized and structured<br>- Can be overwhelming with so much content                       | EXCELLENT<br>+ Easy to use, logical   | EXCELLENT<br>+ Can search different types of content<br>+ Videos on specific and general fashion, among all other content |
| Pinterest  | Indirect  | USA   | Curated archive of imagery on specific topics from around the web | N/A   | <a href="http://www.pinterest.com">www.pinterest.com</a>         | Large   | 16+               | Ease of use, sharing, and savings posts                              | EXCELLENT<br>+ Well organized, designed, and structured<br>+ Professional & high-end appearance             | EXCELLENT<br>+ Well organized<br>+ Many features  | EXCELLENT<br>+ Can search different types of content<br>+ Results for one topic evolve in the same direction              |
| UX   |   |   |   |   |  |   |                   |  |   |   |   |
| Mobile Site and/or App Interaction   |   |   |   |   |  |   |                   | Mobile Site and/or App Visual design                                 |   | Mobile Site and/or App Content  |   |
| Accessibility  |   | User flow   |   | Navigation  |  | Brand identity  |                   | Tone   |   | Descriptiveness   |   |
| OKAY<br>+ Speech to text available<br>+ Needs language features            |   | EXCELLENT<br>+ Logical & quick flow for basic features and tools  |   | EXCELLENT<br>+ Main navigation at top<br>+ Navigation follows user<br>+ Easy to use |  | EXCELLENT<br>+ Same throughout site and app   |                   | Friendly and fun to encourage repeat viewing and sharing             |   | GOOD<br>+ All main info is there<br>- Need to elaborate on other pages                  |   |
| EXCELLENT<br>+ Available in many languages<br>+ Many accessibility options |   | GOOD<br>+ Logical flow to different areas of site<br>+ Well organized if you know what you're looking for |   | EXCELLENT<br>+ Main navigation easy to use  |  | EXCELLENT<br>+ Well established identity design<br>+ Consistent brand throughout site |                   | No real tone to the site; entirely driven by individual creators     |   | EXCELLENT<br>+ All necessary info present   |   |
| EXCELLENT<br>+ Available in many languages<br>+ Many accessibility options |   | EXCELLENT<br>+ Logical, simplistic flow<br>+ Well organized   |   | EXCELLENT<br>+ Main navigation easy to use  |  | EXCELLENT<br>+ Well established identity design<br>+ Consistent brand throughout site |                   | No specific tone to the site; entirely driven by individual creators |   | EXCELLENT<br>+ All necessary info present<br>+ Easy to navigate because of descriptions |   |



# Ideation

I completed an ideation exercise to come up with ideas that would address the various user needs of the responsive website.



# Starting the Design

- Digital Wireframes
- Low-Fidelity Prototype
- Usability Studies

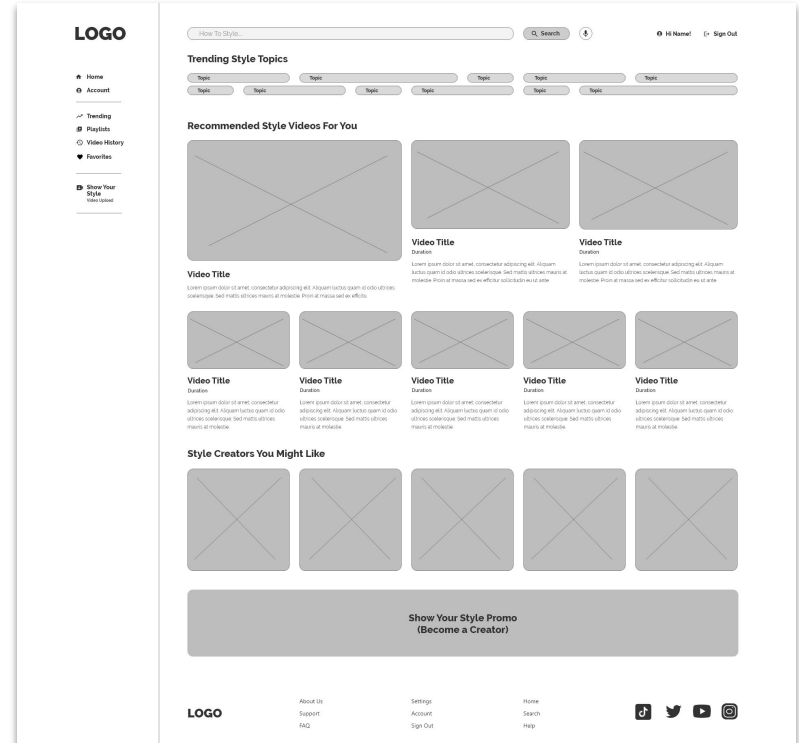
# Digital Wireframes

I created digital wireframes after finalizing the paper wireframes. These focused on the ease of users locating videos they would be interested in viewing; in addition to searching for specific videos.

Search at top so users can search for a specific video easily.

Recommended videos displayed first based on user's previous viewing or interests.

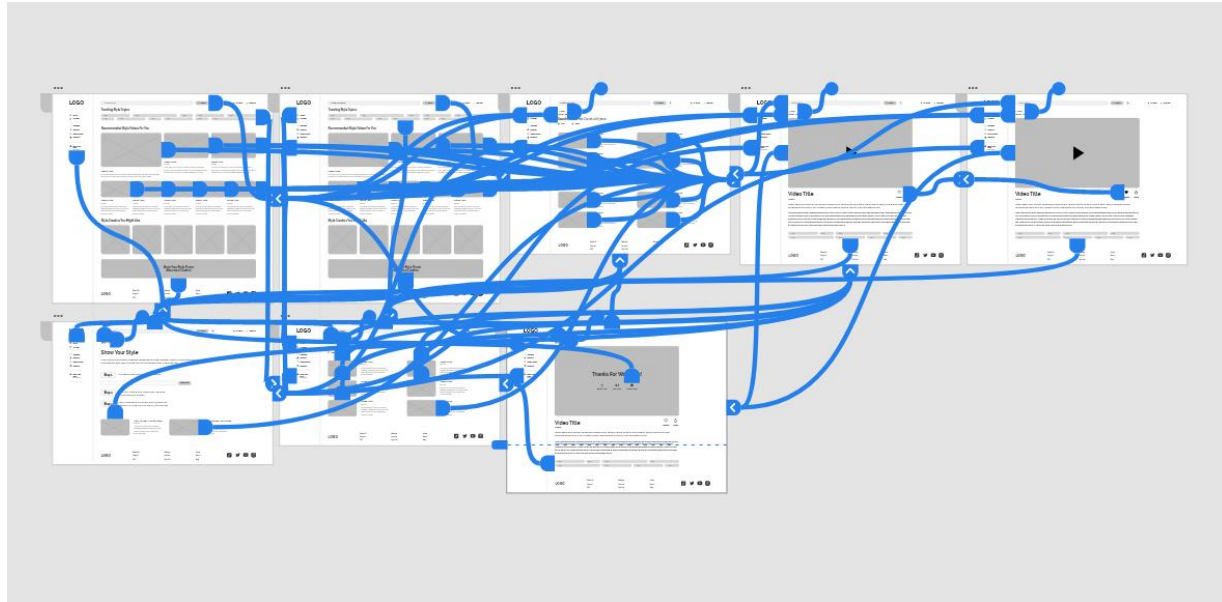
Recommended style creators if users want to follow specific creators.



# Low-Fidelity Prototype

I created a low-fidelity prototype to work out the initial functionality of the website and establish the main user flow.

[You can view the Liquid Threads low-fidelity prototype here.](#)



# Usability Study: Parameters



## Study Type:

Unmoderated usability study



## Location:

Fully remote



## Participants:

6 participants



## Length:

30-60 minutes

# Usability Study: Findings

These were the main findings from the usability study.

1

## Search

The video search tool should be extensive, allowing users to search with a variety of parameters.

2

## Creator Process

The process to become a style creator needs to be more simplified and guided to encourage users to post content.

3

## Favorites

Users want to be able to favorite certain videos and find them in a centralized location later.

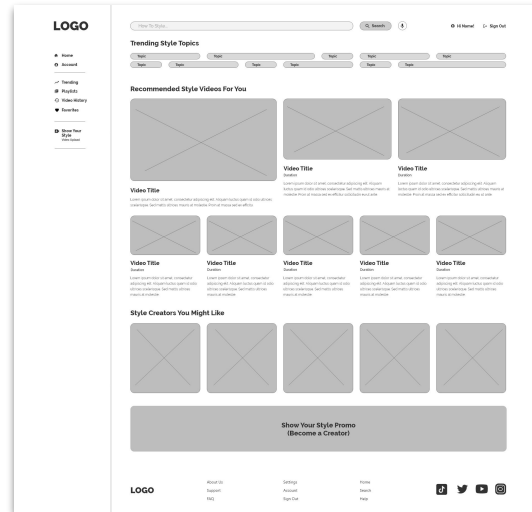
# Refining The Design

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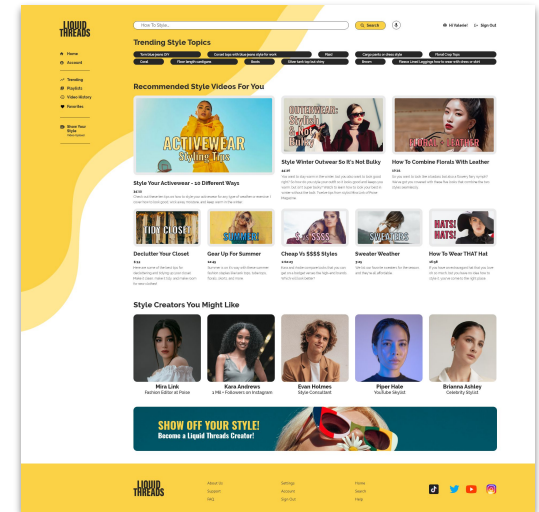
- Mockups
- High-fidelity prototype
- Accessibility

# Mockups

The insights from the usability study revealed that users wanted to have a variety of search filters and are able to favorite videos.



Before usability study

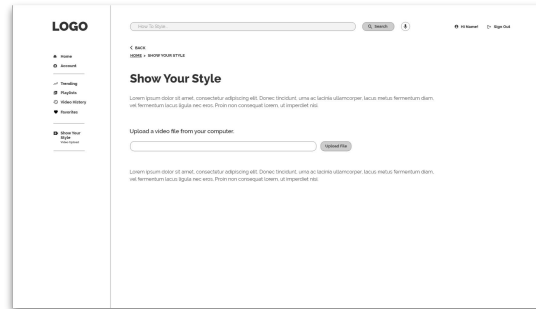


After usability study

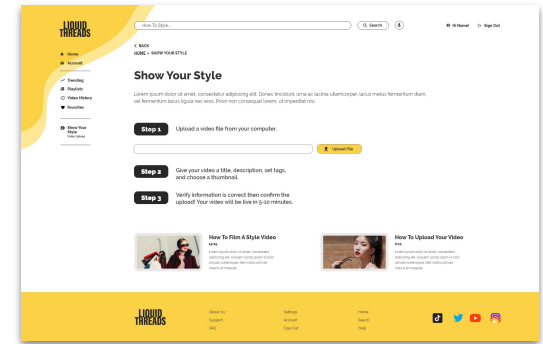


# Mockups

Further changes included giving users a clear way to upload their own videos, with step by step instructions.

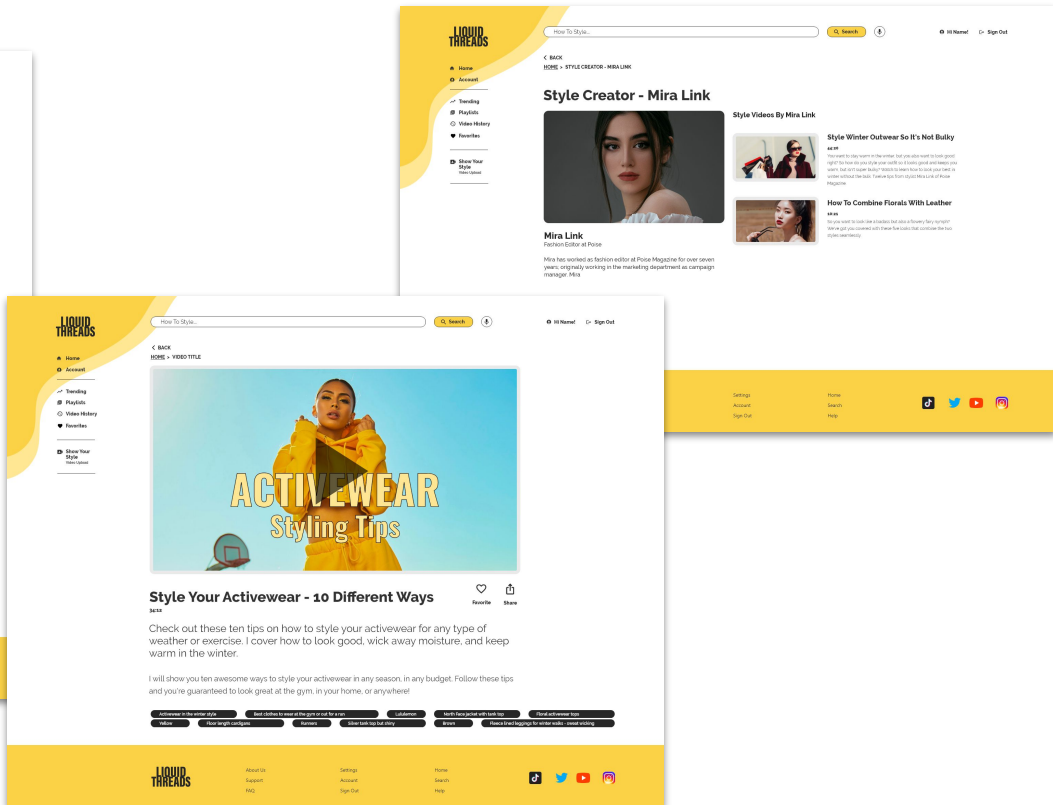
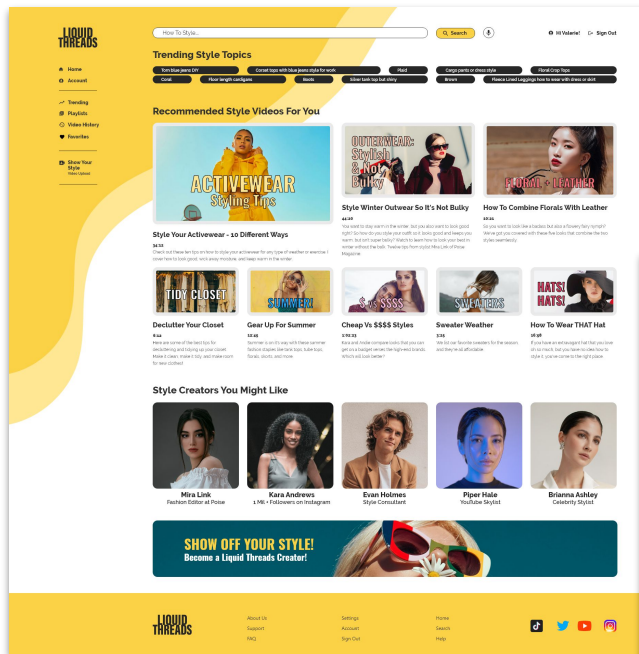


Before usability study



After usability study

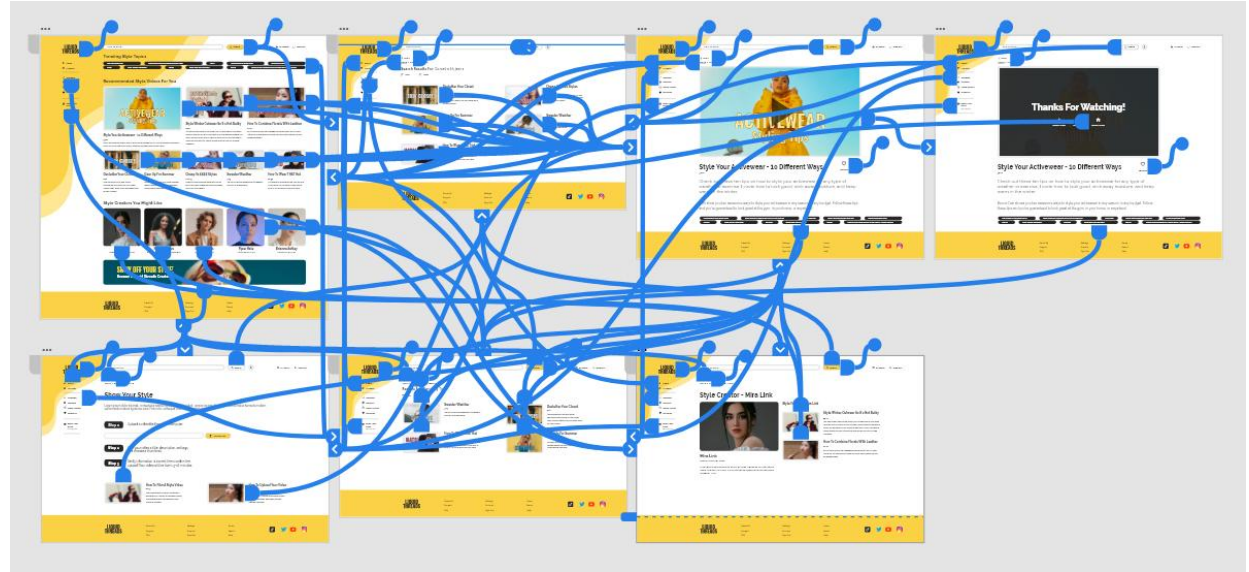
# Mockups



# High-Fidelity Prototype

The high fidelity prototype followed the same user flow as before and included the design changes made from feedback from the usability study.

[You can view the high fidelity prototype here.](#)



# Accessibility Considerations

1

Used high contrast colours for easy of visibility and legibility.

2

A speech-to-text search option is easily accessible at the top of the desktop and mobile site.

3

Labelled important elements for ease of use for screen readers

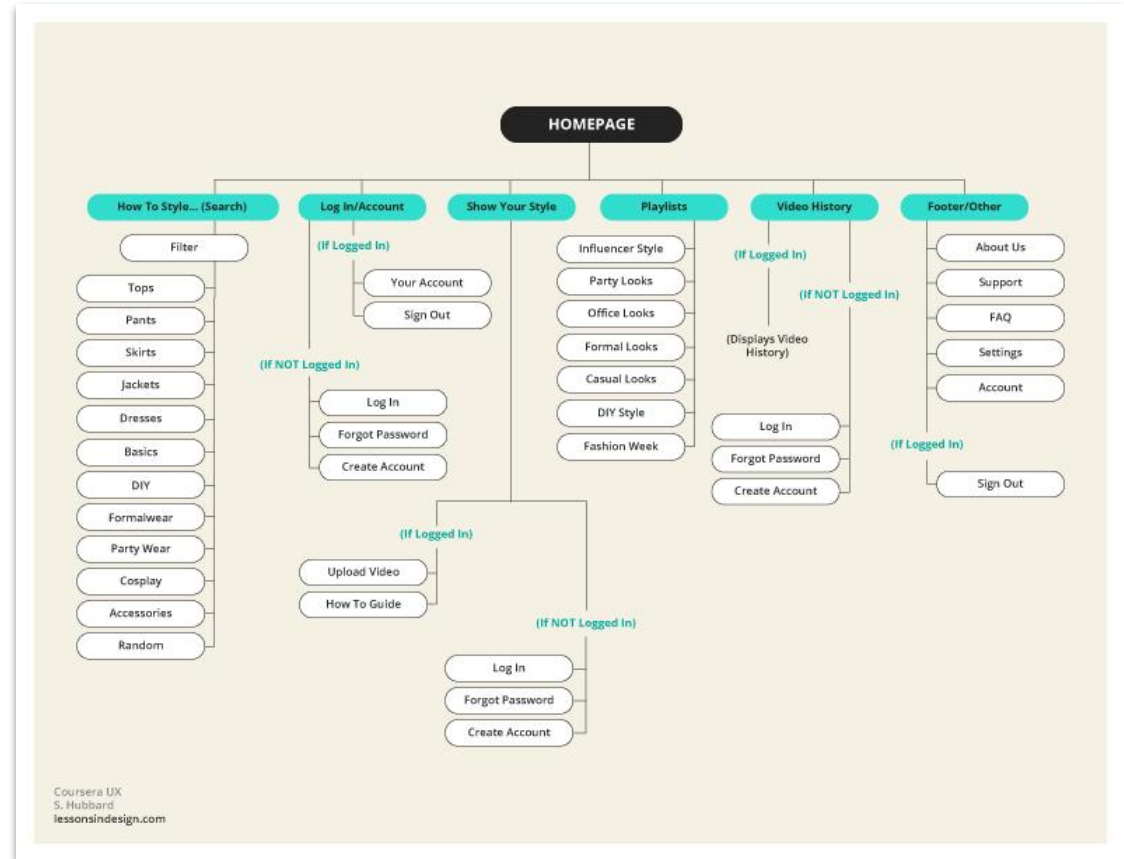
# Responsive Design

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- Information architecture
- Responsive design

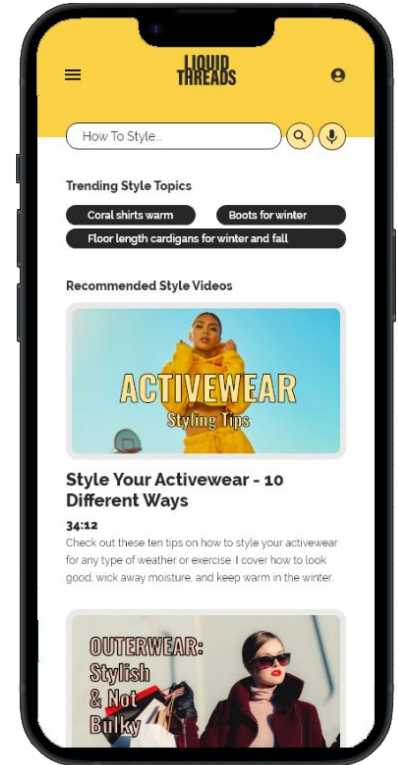
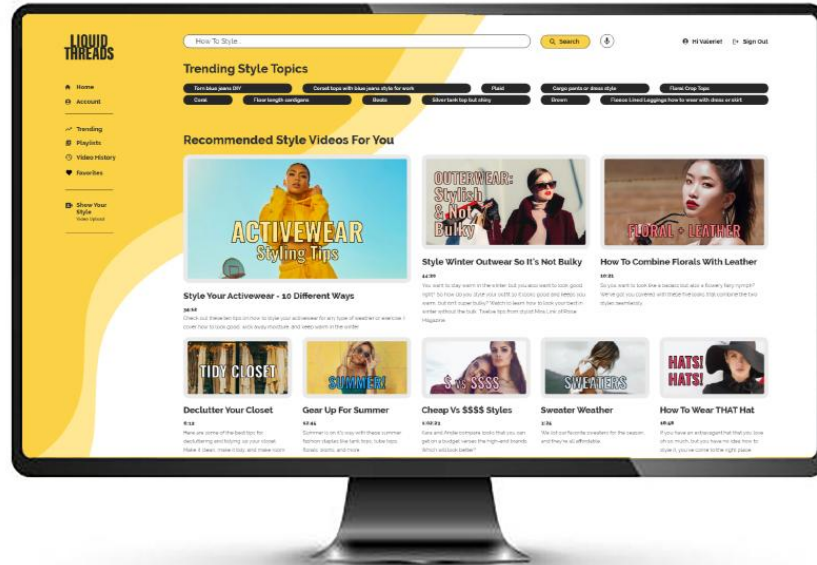
# Sitemap

The main information architecture of the website focuses on the search and filter functions, playlists, and becoming a style creator.



# Responsive Designs

The designs for Liquid Threads included variations of screen sizes for desktop computers and smaller screens like mobile devices.



# Going Forward

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- Takeaways
- Next steps



# Takeaways



## **Impact:**

The Liquid Threads responsive website allows users to find and watch specific style tutorial videos that help them with their overall fashion choices.



## **What I Learned:**

I learned that research and usability testing is what really drives the responsive website design process forward in a way that leads to the best possible user experience for everyone.

# Next Steps

1

The next step is to finalize every aspect of the Liquid Threads website that is part of the main user flow. Once this is complete, I will hand off this portion of the project to the development team, then start on the design for the secondary pages (FAQ page, account profile, contact, about us, and upload functionality).

2

Conduct another usability study, potentially followed by iterations, with the more polished, fully functioning version of the Liquid Threads responsive website before public launch.

# Let's Connect!



Thank you for reviewing my work on the Liquid Threads responsive website. If you'd like to see more of my work or get in touch, my blog and portfolio sites are provided below.

Blog: [lessonsindesign.com](https://lessonsindesign.com)

Portfolio: [sarahhubbard.ca](https://sarahhubbard.ca)