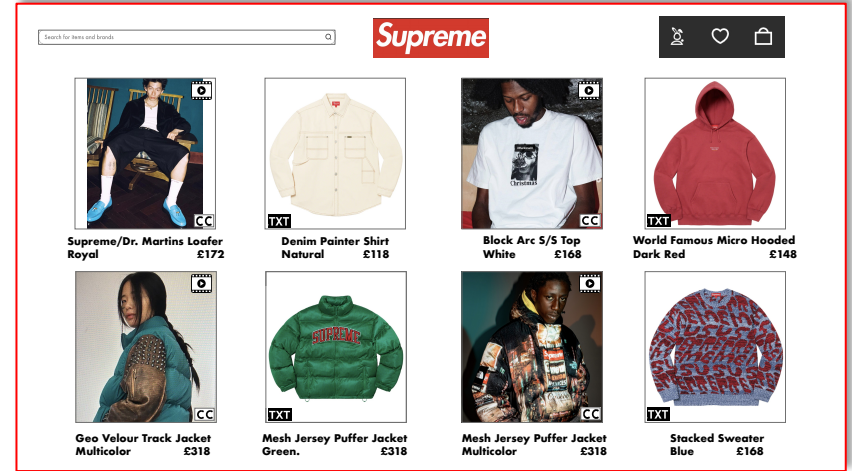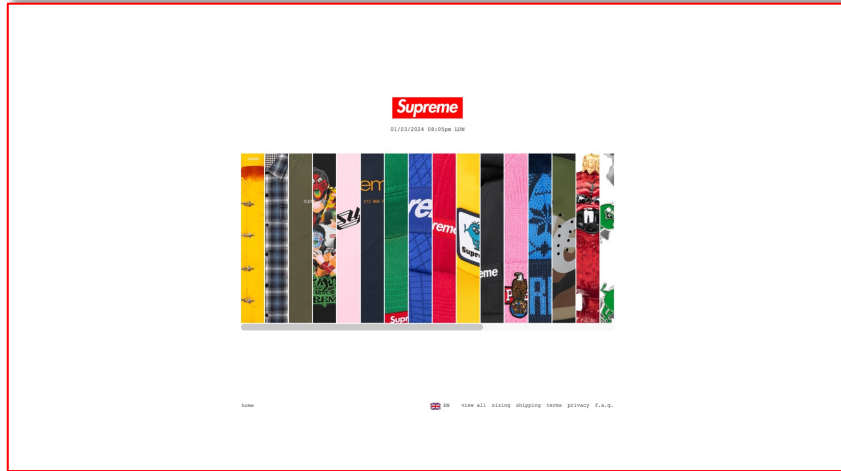# Case study
UX AUDIT - SUPREME

Natalie Schroeter

Project overview

Project duration:

Supreme is an American clothing and skateboarding lifestyle brand. The brand appeals to youth culture in general as well as the skateboarding and hip hop scenes.

Project duration:

February 2023 to April 2023.

Project overview

The problem:

Conduct a UX audit on the fashion retail website SUPREME and implement the recommendations needed from the UX Report.

The goal:

The audit will evaluate the ease of navigation, clarity of information, and overall design of the website. The aim is to ensure that the website is both fun and functional for users.

Project overview

My role:

UI/UX designer and UX researcher.

Responsibilities:

User research, user interviews, usability testing, data analysis, accessibility audit checklist, wireframing, prototyping, system usability scale.

Understanding the user

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

User research: summary

My strategy for research was to to do Primary and Secondary research on the brand, their design, product, online goals and its' target market.
I then planned out my strategy for my User research to conduct as follows:

1. User Interviews
2. Usability Testing (testing of the current website supreme)
3. System Usability Testing
4. Accessibility Audit Checklist

User research: pain points

1

Pain point

Not a fan of SUPREMES website which has major accessibility issues.

2

Pain point

Prefers to shop online or buys from resellers online or through social media would prefer to shop quickly through website.

3

Pain point

Finds it difficult to get instore for the Thursday DROPS as there are long lines and everything sells out and very quickly so buys from resellers.

4

Pain point

Website doesn't seem trustworthy, poor navigation, poor legibility and confusing pages which don't make sense and lack of engagement.

Persona: Carl Shaaf

Problem statement:

Be able to shop clothing, lifestyle products & one-off drops 'collabs' at the same time as customers purchasing in-store Learn about the SUPREME brand and its responsibilities Discover and access additional content.

CARL SHAAF

BACKGROUND

Gender: Male
Age: 27
Education: Central Saint Martins
Work: Graphic Designer
Address: Hackney, London

PERSONALITY

Determined — Indecisive

Creative — Uninspired

Flexible — Inflexible

Persistent — Inconstant

INTERESTS

Music, reading, street-style blogs, skateboarding, basketball, Instagramming, going to museums/galleries, going to gigs, clubbing, traveling.

GOALS

To become Creative Director

Travel the world

Start Streetwear brand

FRUSTRATIONS

Not a fan of SUPREME's website but useful to see what collections are coming up prefers to shop online or buys from resellers online or through social media
Finds it difficult to get instore for the Thursday DROPS as there's long lines and everything sells out very quickly so buys from resellers

BRANDS

Comme de Garcon,
Stussy
BAPE,
Palace

User journey map

My goals here are to fix the accessibility issues and make the website more streamline and engaging.

ACTION	Go to the SUPREME website and go to the shop page	Go to the SUPREME website and go to the about page	Go to the SUPREME website and go to the about page
TASK LIST	Tasks A. Find an outfit that will work for the Bank Holiday (3 days from morning to night)	Tasks A. Imagine you have never heard of SUPREME before and you want to find out about the brand including its history, brand ethos, values & what they stand for	Tasks A. Imagine you are a returning customer of SUPREME and you want to sign up for the mailing list in order to get a discount on your next purchase and to stay up to date with news, offers, Thursday collection drops & sale drops, show me how you would do this.
FEELING ADJECTIVE	● Confused ● Intimidated	● Lost ● Confused ● Intimidated	● Confused ● Lost ● Intimidated
IMPROVEMENT OPPORTUNITIES	● Use accessibility checklist and apply these to website	● Use accessibility checklist and apply these to website ● More engaging – use more video and exciting imagery ● Use less text	● Use accessibility checklist and apply these to website ● Focus on legibility and looking like a trustworthy website

Starting the design

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

Paper wireframes

I redesigned the Shop pages and About pages with the accessibility details in mind.
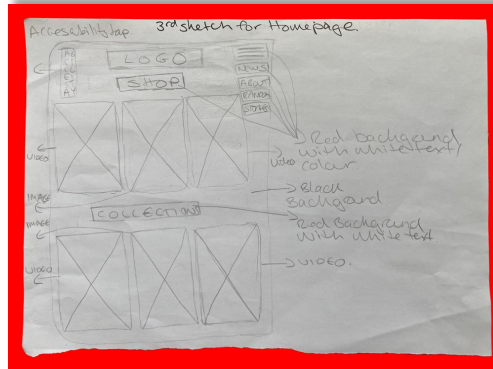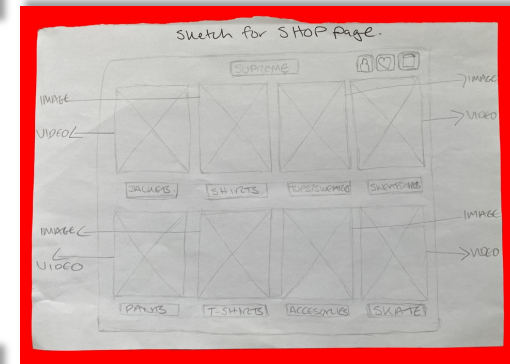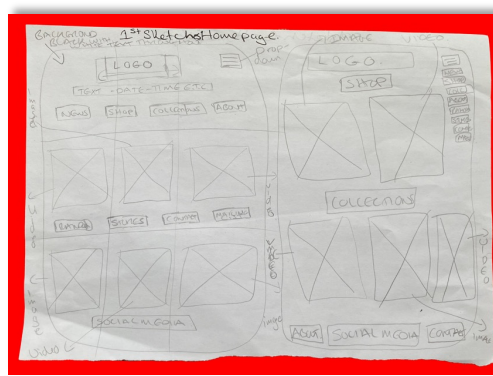
Digital wireframes

I designed a completely new shop page which makes the website look legitimate and similar to other ecommerce websites while fixing the accessibility and engagement issues. I've made the images, text bigger as well as adding subtitles, captions, video symbols and video to make the page more exciting and engaging for the user.

Low-fidelity prototype

https://xd.adobe.com/view/a5c3dd67-93ee-48d2-ac21-cc5988f0aab9-f090/
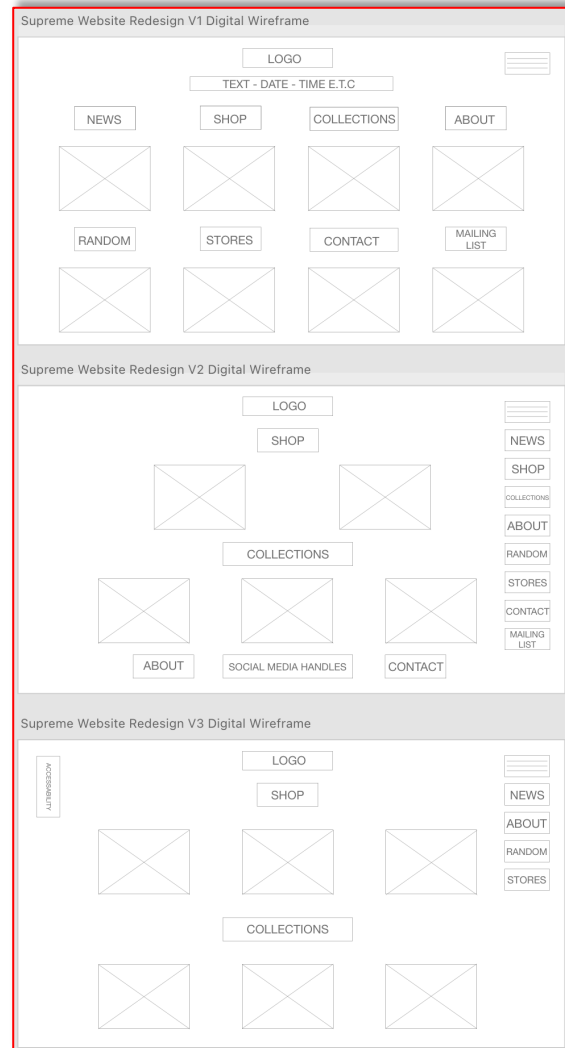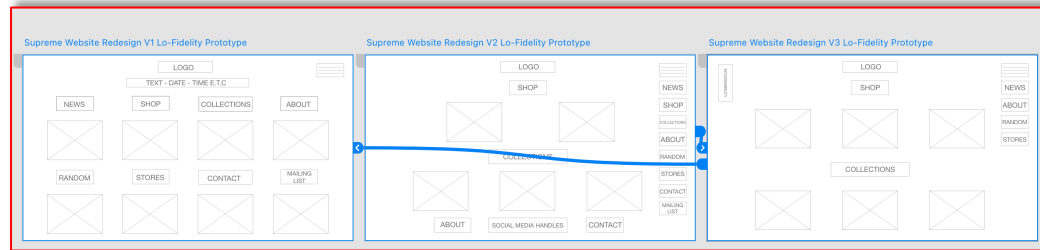
Refining the design

- Mockups
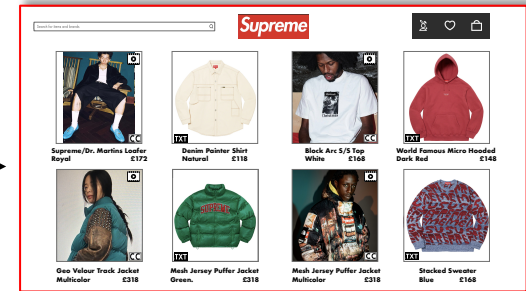- High-fidelity prototype
- Accessibility

Mockups

I asked my original user who tested the supreme website for their feedback on my redesign. Here is their reply below: "This redesign is visually appealing, much more interesting and engaging. You can imagine yourself wearing the clothing as the models and influencers are showing you exactly how. I like the extra video content which looks more desirable and the whole page now looks like a clothing website and what you would expect from one. I also like and appreciate the diverse models and gender which also represents the customers of the brand".
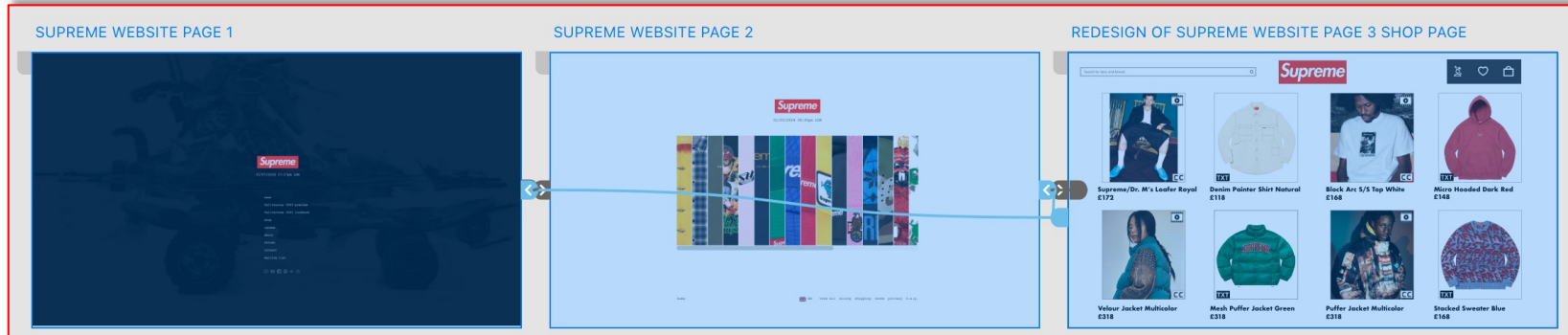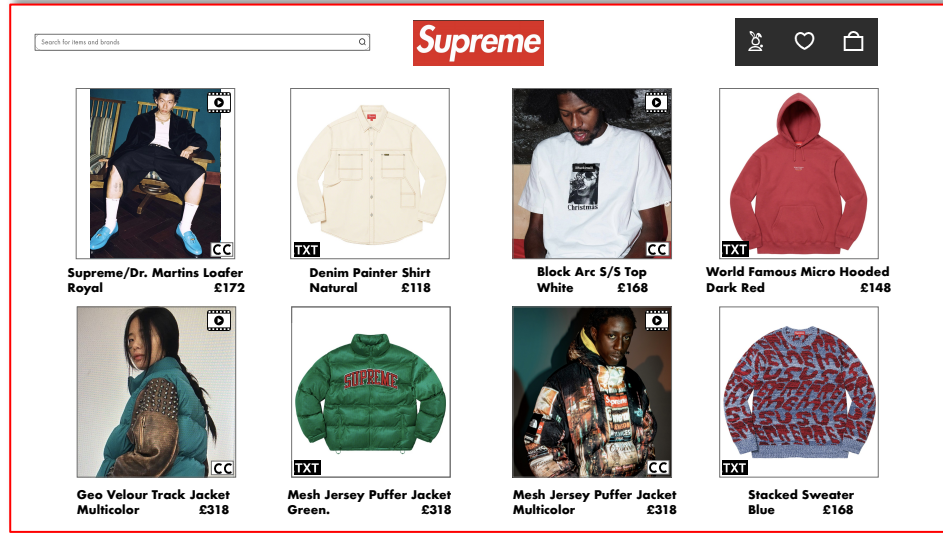
Before usability study
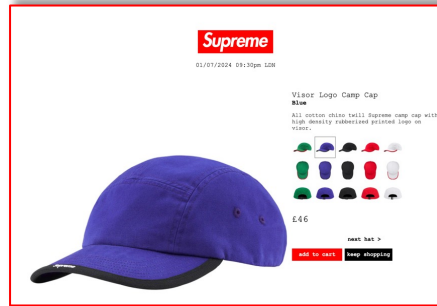
After usability study

High-fidelity prototype

https://xd.adobe.com/view/
d78ff0e0-44d8-497c-a34b-
d75c95f5cc55-82dc/

Accessibility considerations

Colour Contrast: Text black on white works well however the text is far too small even on the drop-down sections.

The website overall needs to be more engaging (video & images) text needs to be larger and have more prompts. The hierarchy needs to be completely clear and have better navigation. Videos need to have subtitles and image 'text alt' descriptions

Headings and Structure: The text is so small it's hard to differentiate between headings so no real clear hierarchy.

Language and Tone: The 'about' page featured bad grammar and repeated itself a few times.

Audio and Video: The website lacked video and only featured on its 'random' page where you had to add subtitles to the videos.

Keyboard Navigation & Forms and Inputs: I used Keyboard only feature on Mac on the website and it did work however I found it difficult to navigate the whole website mainly as I am not used to it and don't know all the shortcuts!

Text Alternatives: No text alternatives available - just the usual description of products displayed

Accessibility considerations

The website overall needs to be more engaging (video & images) text needs to be larger and have more prompts. The hierarchy needs to be completely clear and have better navigation. Videos need to have subtitles and image 'text alt' descriptions

The 'SHOP' page Instagram meets website style! Making it more engaging using more images & videos showcasing celebs, influencers, and SUPREME customers. Showcasing the lifestyle & brand ethos i.e. skateboarding, music & Hip Hop.

The 'ABOUT' page to make the text larger and the written piece more succinct and interesting use video or images to make the page more interesting and engaging.

The 'MAILING LIST' make the page clear and succinct with clear labels, and clear & speedy navigation.

Going forward

- Takeaways
- Next steps

Takeaways

Impact:

I was happy with my final design and received positive feedback from one of our users who commented: "This redesign is visually appealing, much more interesting and engaging. You can imagine yourself wearing the clothing as the models and influencers are showing you exactly how. I like the extra video content which looks more desirable and the whole page now looks like a clothing website and what you would expect from one. I also like and appreciate the diverse models and gender which also represents the customers of the brand".

What I learned:

The SUPREME website has issues with accessibility and is difficult to navigate. My goal was to conduct a UX audit on the fashion website and implement the recommendations needed from the UX Report. Users found a few issues when trying to navigate the website mainly accessibility and the User Interface. The website also scared 20 on the SUS Scale which is extremely bad.

Next steps

1

Redesign the Landing Page

2

Redesign the individual Product Page (Once clicked on to an item including add to cart)

Let's connect!

If you like what you see and would like to work together/collaborate or interested to know more.
Feel free to get in touch via my Instagram @hausofschroeter or natalieschroeter@yahoo.co.uk

Thank you!