

# *Trippy Wear*

**Full Design Project**

Alex Kelley



# Client Brief

Trippy Wear is a small, handmade Michigan business that offers custom tie dye apparel and accessories. The company's creator, Jenna, has had a love affair with tie dye for many years and within the past year she has used that passion to build Trippy Wear into the trendy business it is today. Customers have a wide selection to choose from: hoodies, t-shirts, long-sleeves , zip-up hoodies, leggings, yoga pants, crop-tops, tapestries, onesies, bed sets, and bandanas. They get to customize the colors and pattern to best fit them. Trippy Wear uses special techniques (ice dye) to ensure a beautiful finished product. Currently shipping all across the country, Trippy Wear has had many five star reviews and numerous positive testimonials in regards to not only the design and vibrance but also to the feel and shape of the material. My tie-dye is all handmade with love and one of a kind.





# *User Analysis*

Chill-vibing people, love vibrant colors - tend to be “get in and get out” kind of people when it comes to technology. (Keep it simple)



# *User Persona #1*

## **Crystal**

**Favorite colors are forest green and deep sea blue**

**28 years old**

Loves being in the wilderness, especially camping in the forest.

Has made her own tie dye before and likes trippy wears wide range of products and colors rather than buying her own supplies

**PAIN POINT-** Not especially computer savvy-but knows how to use google and Facebook, needs good and simple UI with obvious call to action buttons to know how to find trippy wear on social media





## *User Persona #2*

# Penelope

**Favorite colors are plush purple and midnight blue**

**19 years old**

Favorite colors are forest green and deep sea blue

Huge deadhead. Draws Alice in wonderland in her journals. Likes to make her own tie dye but prefers trippy wears quality and style

**PAIN POINT:** Does not like making accounts and does not have an Etsy, would prefer to order by social media.

**SOLUTION:** Make contact and ordering information visible as an ordering option alongside the Etsy and email subscribe linked buttons





## *User Persona #3*

### **Marvin**

**Favorite colors are forest green(insert colorboxes) and deep sea blue**

**56 years old**

Buys trippy wear for all his grandchildren

Loves to spoil those he loves with things they love and they love trippy wear tie dye

**PAIN POINT:** Dislikes wasting time and likes to make his orders in bulk rather than individually

**SOLUTION:** Make it known large quantity orders can be accommodated given proper notice and can be color coordinated to match or look similar





# *Brand Analysis*

Vibrant

Chill

Caring

Trendy

Fun



# Features

## Home

- Header
- Logo in banner
- Social media bar
- FAQ button
- Sticky nav
- Buttons for about, contact, shop, testimonials, competition pages

## About

- Jenna's Bio, with a flattering image of her wearing trippy wear
- Reviews
- FAQ in an accordion
- Testimonials
- Scroll Bar with click enticement

## Contact

- Link to etsy store and DM for insta and Message for FB
- Email  
(trippywear33@gmail.com)

## Shop

- Grid displaying clickable cards with images of customizable trippy wear items

## Gallery

- Tiled images or collage of happy trippy wear customers

## Competition

- Upload photo button

## FAQ

- Drop down accordion

## Footer

- Back to top button



# Content Grouping



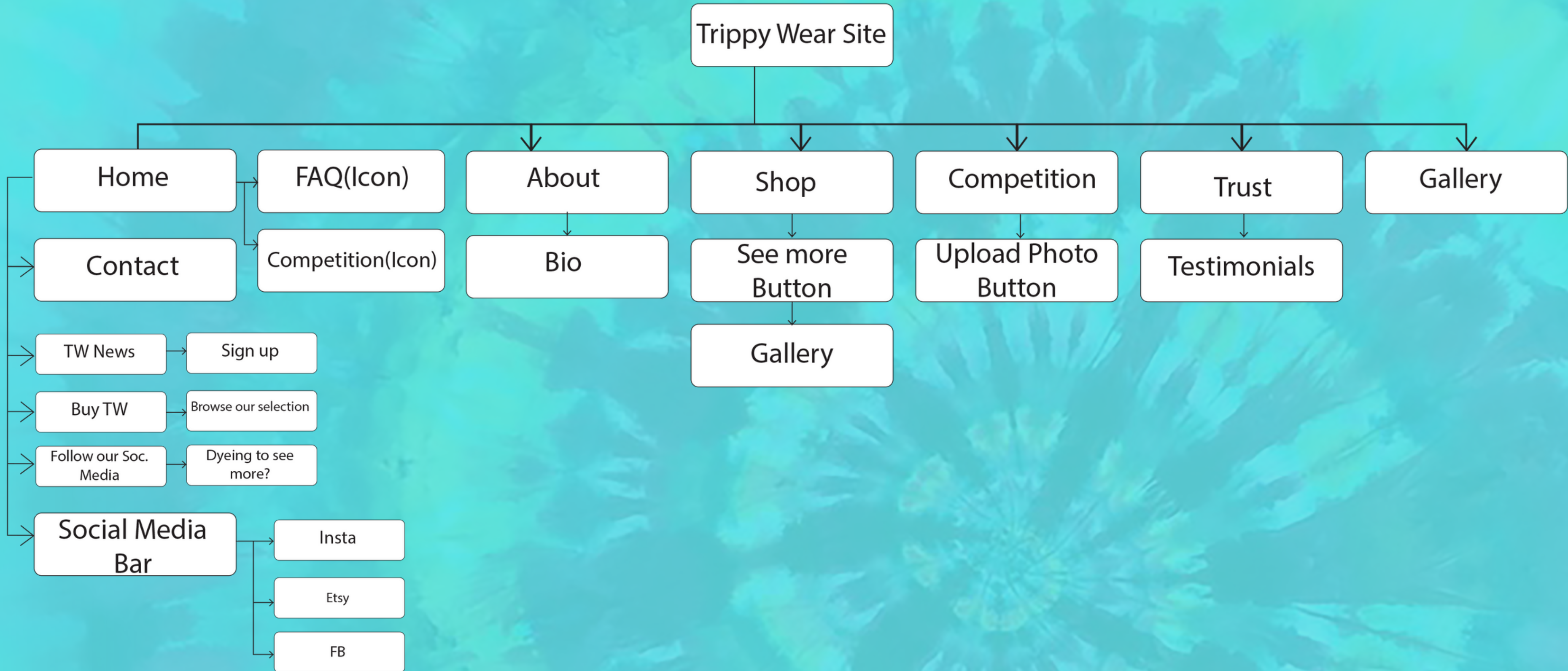


# Content Strategy

|                        | Discovery  | What it means for website/content  |
|------------------------|--|--|
| Business               | Custom Tie Dye Apparel and Accessories   | <ul style="list-style-type: none"> <li>• Fun color scheme.</li> <li>• Store</li> <li>• Add to cart button.</li> </ul>  |
| Client Goals           | <ul style="list-style-type: none"> <li>• Increase soc.media followers</li> <li>• Subscribe to email</li> <li>• Demonstration of product</li> <li>• Sales increase</li> </ul>   | <ul style="list-style-type: none"> <li>• Emphasize soc. Media bar</li> <li>• Shop button</li> <li>• Gallery Page with Trippy Wear images and testimonials and reviews</li> </ul>   |
| Business' Unique Value | Handmade, customizable, wide selection of dye colors, wide selection of customizable items   | Provide quality assurance, encourage creativity with color and pattern selector  |
| User Characteristics   | (see user analysis)  | <ul style="list-style-type: none"> <li>• Good information architecture.</li> <li>• Navigation in the header-Sticky header to guide the user all throughout.</li> </ul>   |
| User Needs and Goals   | <ul style="list-style-type: none"> <li>• colorful and fun UX easy to use UI.</li> <li>• Discover brand and products</li> <li>• Learn where to see more trippy wears</li> <li>• Contact and ordering information</li> </ul> | <ul style="list-style-type: none"> <li>• Buttons with micro interaction to encourage user confidence.</li> <li>• Images and graphics to guide the user.</li> <li>• "About the process page"</li> <li>• Mobile first friendly design</li> <li>• Testimonials</li> <li>• Link to etsy store and DM for insta and Message for FB</li> </ul> |
| Branding Analysis      | Trendy, Fun, Vibrant, Chill, Caring  |  |
| Website Message        | One of a kind and made with love.♥   | One of a kind, new age, and comforting color scheme  |

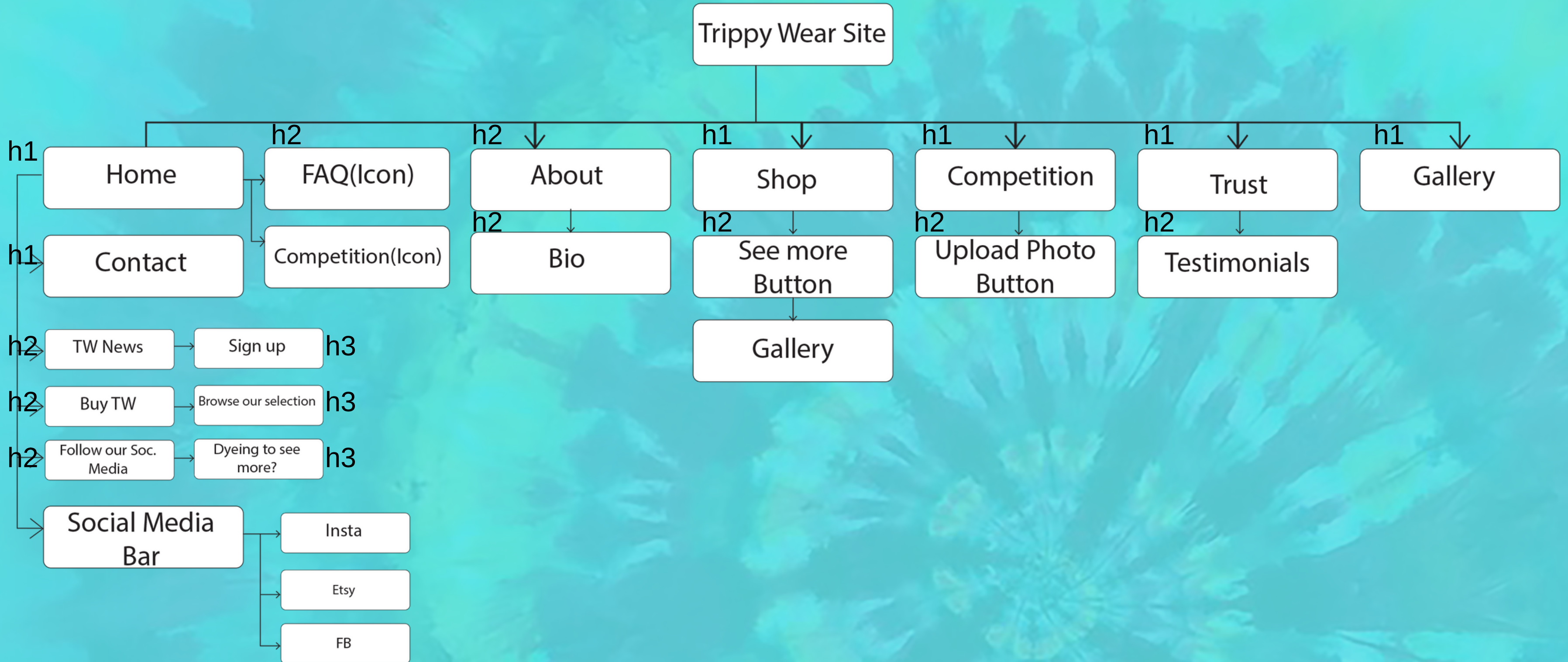


# Site Map



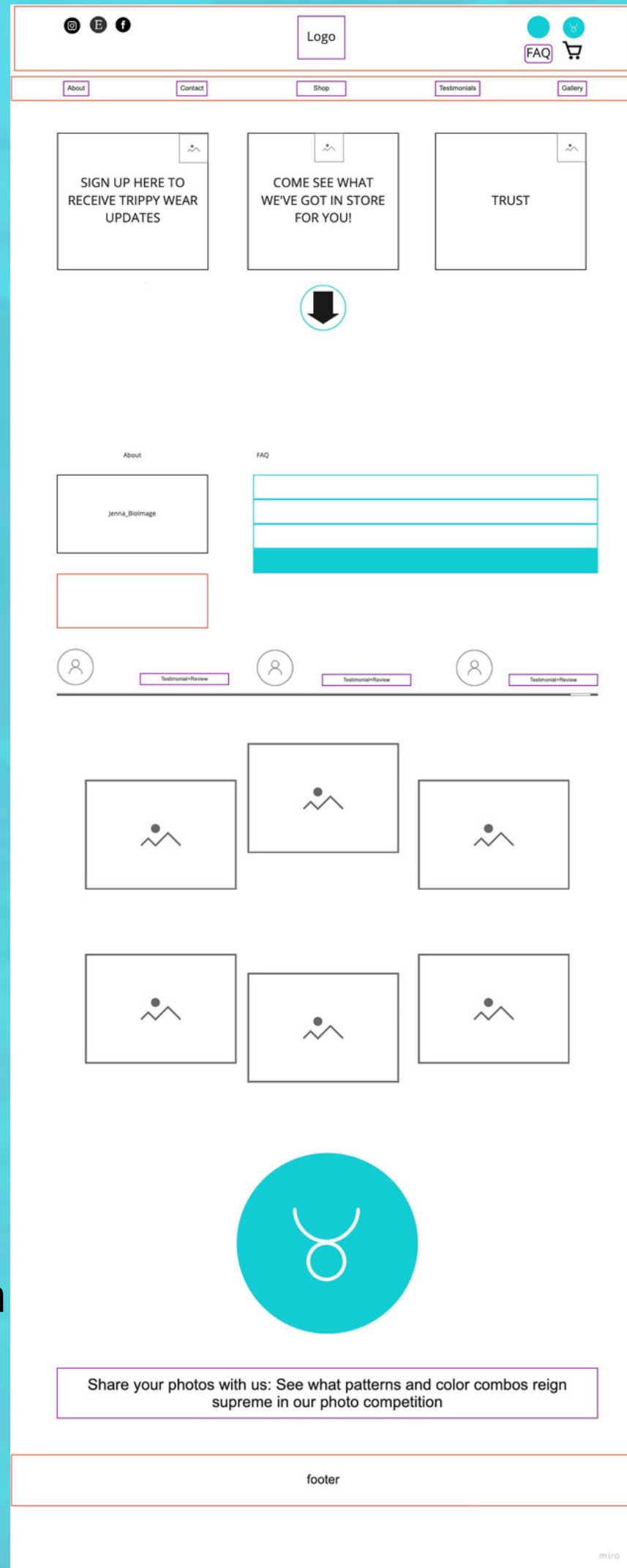


# Hierarchy





# Home page



# About page

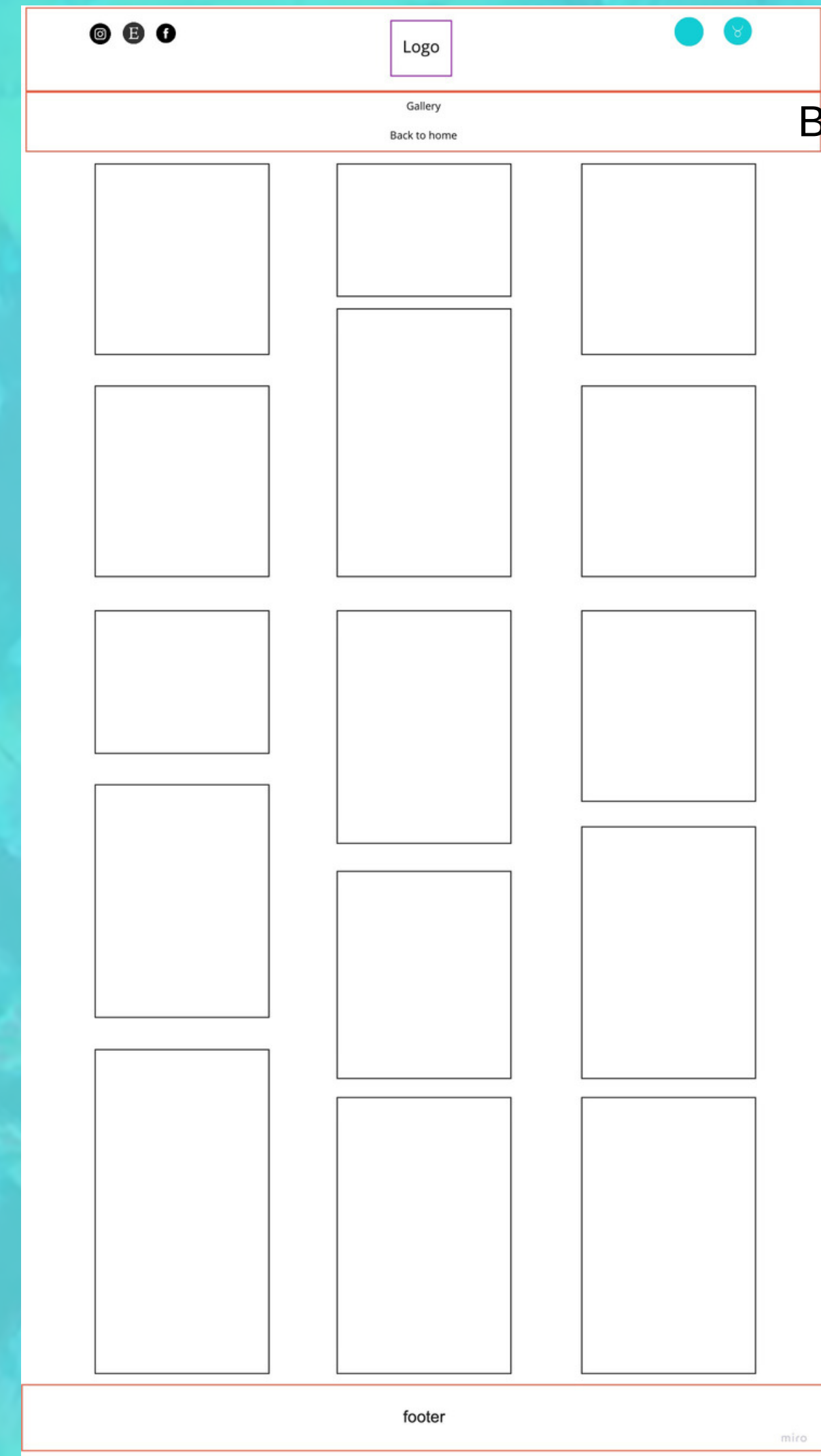
# Shop

click to Competition

# Gallery

# FAQ Accordion

# Testimonials



Back to home button

footer

miro



# Friendly Competition



UPLOAD A PHOTO

Hey there! Do you like games?  
Wanna show off your favorite Trippy Wear item?  
Upload a photo and see what item and color  
combination you like the best!



# Contact



Name

Email

Message



# Modals

Choose up to 8. Recommended is 2.

|       |        |        |        |
|-------|--------|--------|--------|
| black | jade   | lilac  | blue   |
| pink  | peach  | yellow | orange |
| red   | maroon | forest | purple |

Color

Pop-Up

Ok Cancel

Sign up

Ice Dye OR Swirl

Pattern

Product Name

Price\$ Ask a question

Select a pattern

Colors

Quantity 1

Buy it now

Add to cart

Shipping & Returns

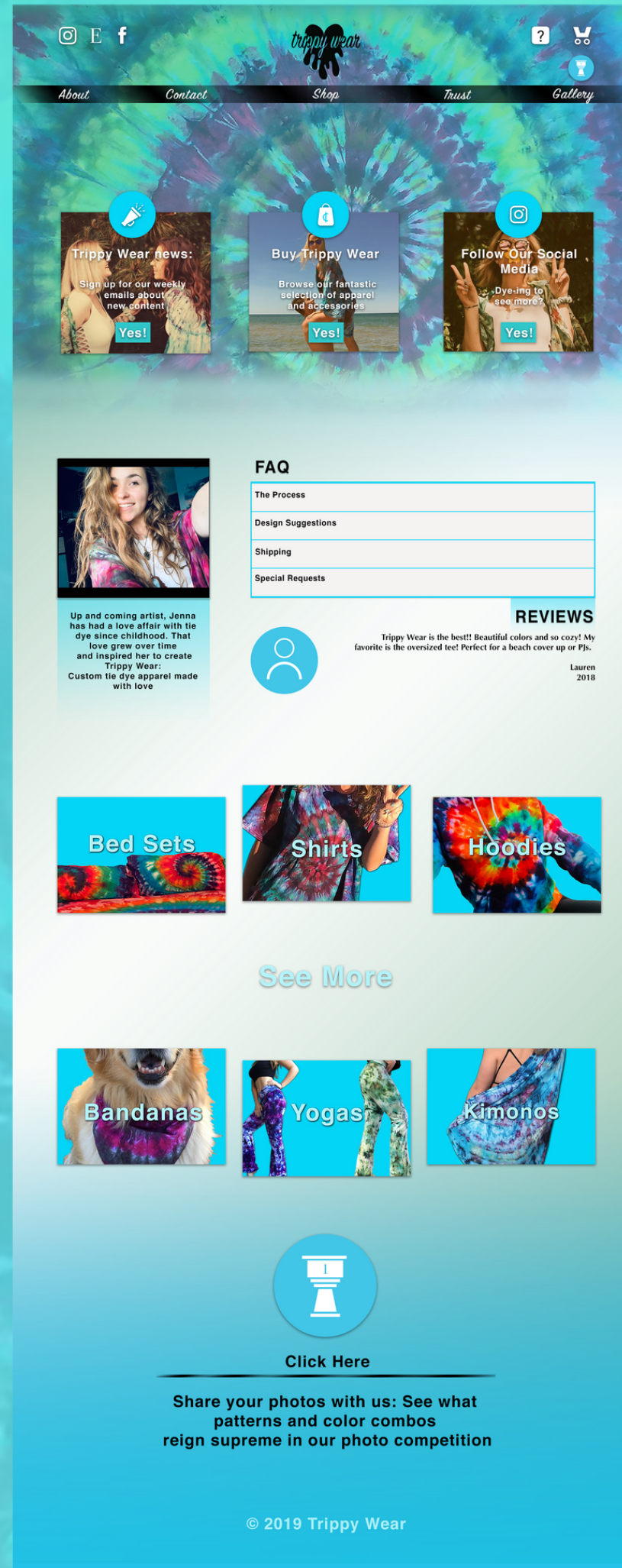
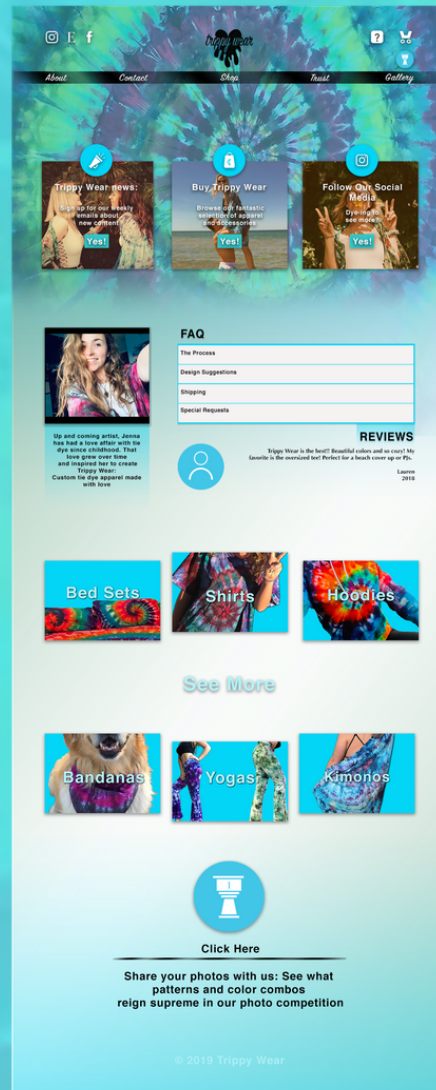
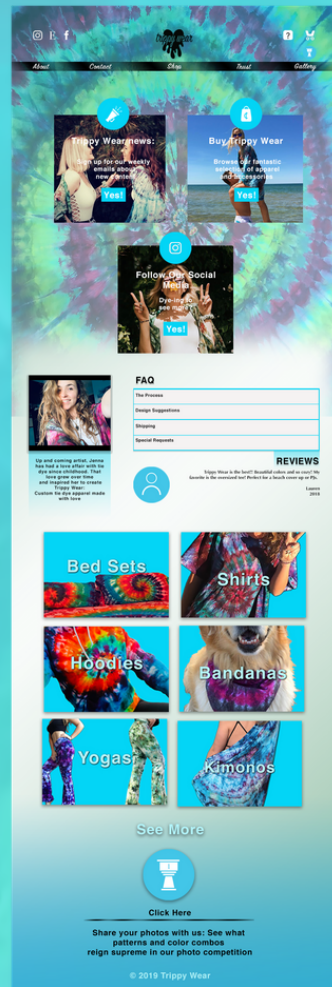
Request a custom order

OTHER FREQUENTLY BOUGHT ITEMS

Front Side Back

Order









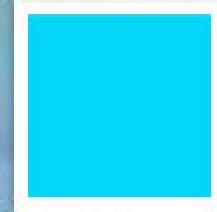
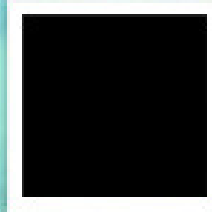
# Trippy Wear Full Design Project

Style Tile  
version:1

*This is an Example of a Header*

Font: Signpainter Housescript

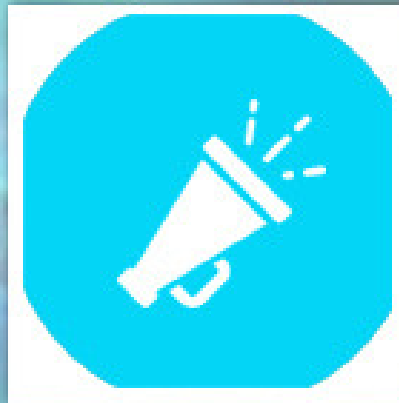
## Possible Colors



**This is an Example of a Sub Head**

Font: Name Helvetic Bold

## Textures

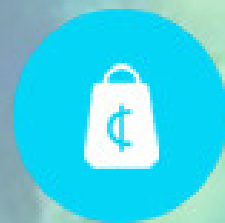


Trippy Wear is a new trendy company that crafts custom tie dye apparel and accesories.

Font: Name Helvetica Regular

## Button examples

Yes!



## Adjectives

*Chill*

Trendy  
Happy  
Energetic  
Vibrant


*♥ Loving*

<http://www.styletil.es>

Template by @Samanthatoy




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
**Trippy Wear news:**  
Sign up for our weekly emails about new content!

[Yes!](#)



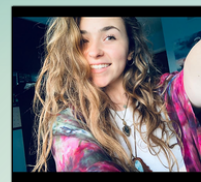
**Buy Trippy Wear**  
Browse our fantastic selection of apparel and accessories!

[Yes!](#)



**Follow Our Social Media**  
Dye-ing to see more?

[Yes!](#)



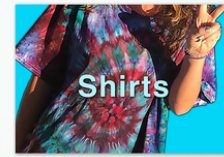
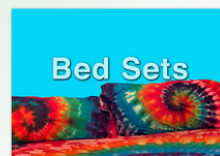
Up and coming artist, Jenna has had a love affair with tie dye since childhood. That love grew over time and inspired her to create Trippy Wear. Custom tie dye apparel made with love.

### FAQ

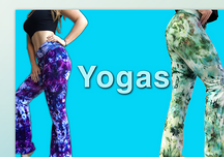
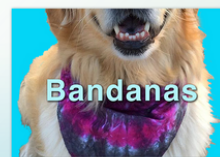
|                    |
|--------------------|
| The Process        |
| Design Suggestions |
| Shipping           |
| Special Requests   |



**REVIEWS**  
Trippy Wear is the best!! Beautiful colors and so crazy! My favorite is the oversized tee! Perfect for a beach cover up or PJs.  
Lauren  
2018



[See More](#)



[Click Here](#)

Share your photos with us: See what patterns and color combos reign supreme in our photo competition

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**Gallery**  
[Back to home](#)

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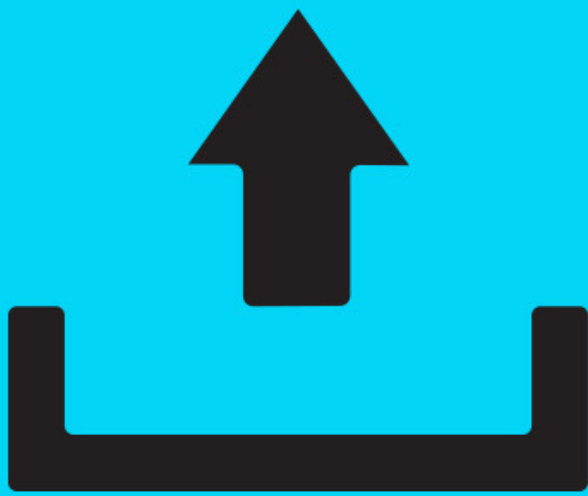




*Friendly*  *Competition*



Click Here



We ♥ to see your style and flair!



a photo of your fav Trippy Wear



# Contact



Name

Email

Message



## Project Milestones for Trippy Wear

| Item                            | Comments   |                     |
|---------------------------------|--|---------------------|
| <b>Discovery</b>                |  |                     |
| Client Brief                    | Perfect! Describes Trippy Wear perfectly. Covers everything we do and more.  |                     |
| Branding Statement              | Is exactly the message im trying to give off.  |                     |
| User Persona                    | Crystal and Penelope fit my customers so well.   |                     |
| User Analysis                   | Great!   |                     |
| <b>Sign-off: JENNA ZALENSKI</b> |  | <b>Date:2/8/19</b>  |
| <b>Content</b>                  |  |                     |
| Website Features                | JZ - All the features I want   |                     |
| Content List (what / how)       | JZ - Perfect   |                     |
| Sitemap                         | JZ - Great job   |                     |
| Home page h tag                 | JZ   |                     |
| <b>Sign-off: JENNA ZALENSKI</b> |  | <b>Date:2/16/19</b> |
| <b>Design</b>                   |  |                     |
| Desktop Wireframe               | Jz - Looks amazing!  | 2/23/19             |
| Breakpoint Wireframe            |  |                     |
| Style Tile                      |  |                     |
| Prototype                       | JZ- I love how you used one of my tapestries as one of the main backgrounds. It's really neat to see my work really incorporated into the overall site design. |                     |
| <b>Sign-off:</b>                |  | <b>Date:</b>        |
| <b>Prototype</b>                |  |                     |
| Prototype Website               |  |                     |
| <b>Sign-off:</b>                |  | <b>Date:</b>        |



# Modals

Choose up to eight | Recommended: 2



A 3x4 grid of 12 color swatches. The colors are: Row 1: Black, Light Green, Magenta, Purple; Row 2: Pink, Light Pink, Yellow, Orange; Row 3: Red, Maroon, Olive Green, Purple.


Color

Sign Up for Trippy News

Yes No

Sign up

Ice dye OR Swirl



Two images showing different tie-dye patterns. The left image is labeled 'Ice dye' and shows a marbled pattern of red, purple, and blue. The right image is labeled 'Swirl' and shows a circular, mandala-like pattern of purple, blue, and green.

Pattern

Product Name

Select a pattern

Colors

Add to cart

Buy it now

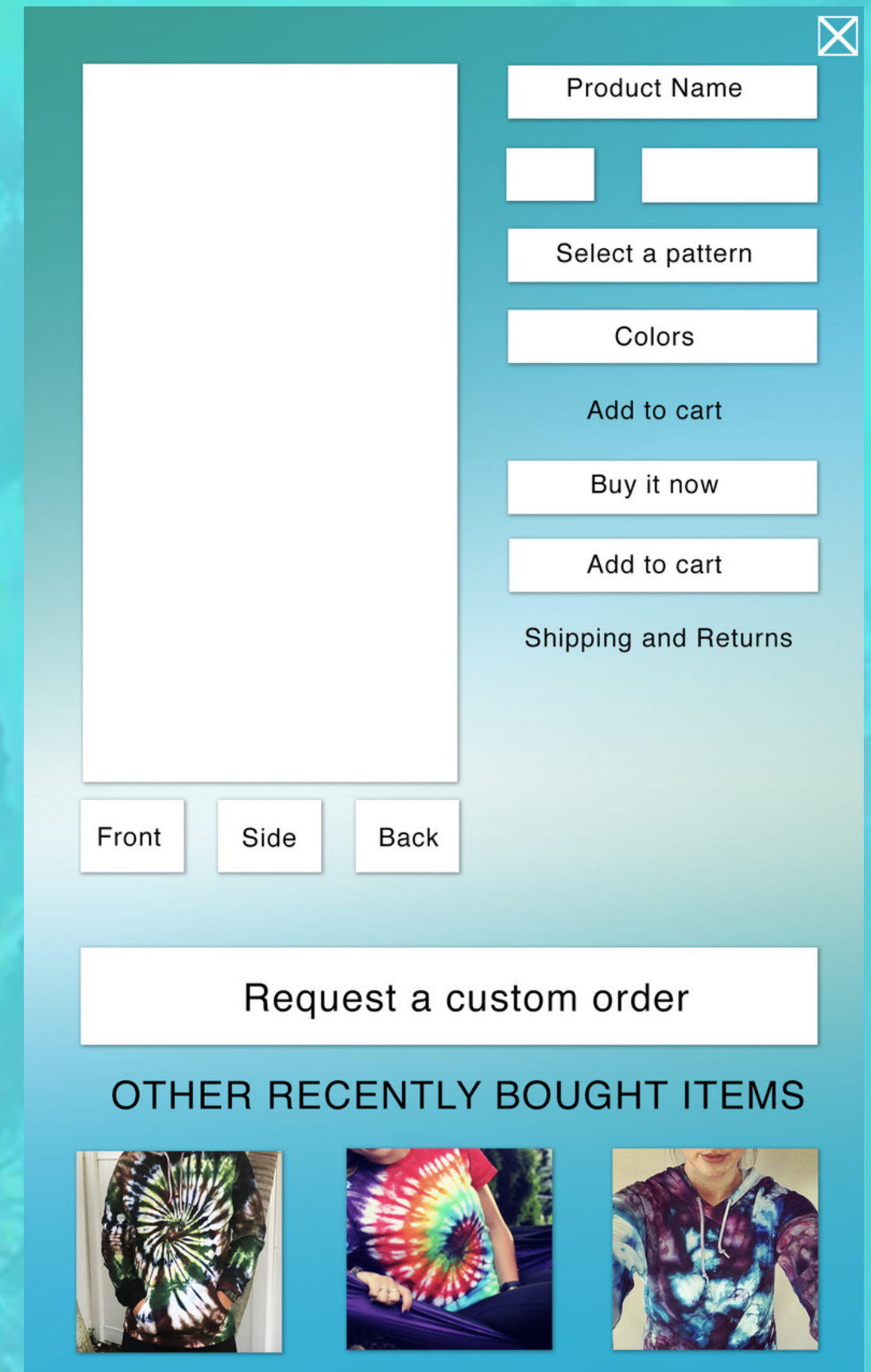
Add to cart

Shipping and Returns

Front Side Back

Request a custom order

OTHER RECENTLY BOUGHT ITEMS



A screenshot of a product customization modal. It features a large white area for a product image on the left. On the right, there are several input fields and buttons: 'Product Name' (with a close icon), two empty input fields, 'Select a pattern', 'Colors', 'Add to cart', 'Buy it now', another 'Add to cart', and 'Shipping and Returns'. Below the image area are three buttons: 'Front', 'Side', and 'Back'. At the bottom, there is a 'Request a custom order' button and a section titled 'OTHER RECENTLY BOUGHT ITEMS' with three small product images.

Order



## Being the designer

I had an absolute blast being a designer. Having such a fun brand to work with certainly made it more exciting. Overall, the designer role gave me confidence and helped me understand my style of working. Being a designer is fun for me and this experience gave me insight into how a designer-to-client communication and exchange of ideas really influences the quality of the website.



## Being the client

Acting in the role of a client felt a little strange to me. I didn't know at first what kind of things I should ask to be done for the Fuzzy Friends Grooming website, but after going through the course material I felt more confident in my client-to-designer discussions. The experience opened my eyes to a business owners feelings when handing their brand over to creative to make reality.

