

Go Vivid Website Design

Karen Liang

Project overview



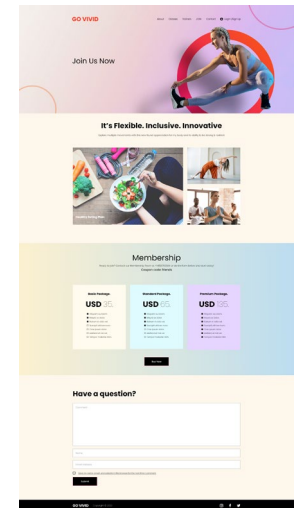
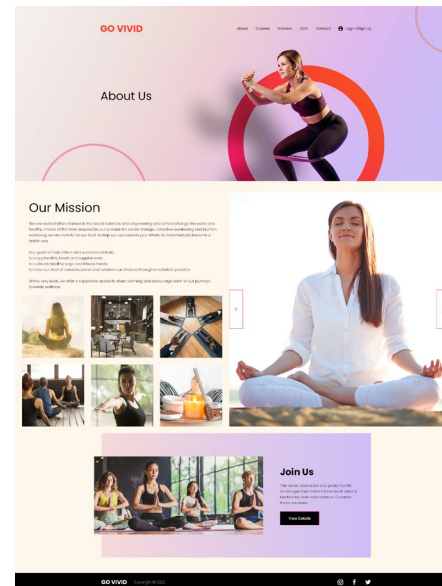
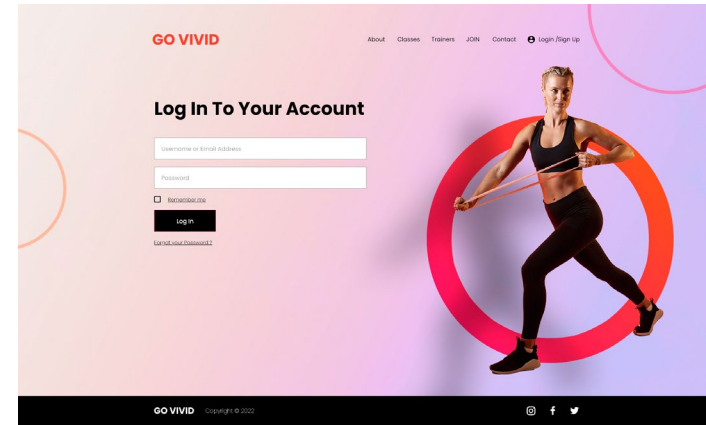
The product:

GoVivid is a space created to share insights and experiences making a difference in health, yoga, fitness, bodybuilding, meditation and mystical awakening. The typical user is between 19-60 years old, and most users are career professionals.



Project duration:

May 2022 to October 2021



Project overview



The problem:

Available gym/ club websites have generic designs, inefficient systems for class schedule, and confusing checkout processes.



The goal:

Design a healthy and wellness and club website to be user friendly by providing clear navigation and offering a fast checkout process. It also has a strong branding visual elements.

Project overview



My role:

UX/UI and visual designer leading the Go Vivid website design



Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, iterating on designs and responsive design.

Understanding the user

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

User research: summary



I conducted user interviews, which I then turned into empathy maps to better understand the target user and their needs. I discovered that many target users need a user friendly site with detailed class schedule and information to motivate them to fit in their busy life. However, many gym and club websites are overwhelming and confusing to navigate, which frustrated many target users. This caused a normally enjoyable experience to become challenging for them, defeating the purpose of relaxation.

User research: pain points

1

Navigation

Gym and club website designs are often generic, which results in confusing navigation.

2

Interaction

Small buttons on gym and club websites make class schedule difficult to review, which sometimes gives users the wrong information

3

Experience

Gym and club websites don't provide an engaging browsing experience

Persona: Mahalia

Problem statement:

Erin works while in college. She needs a healthy and wellness club to balance her busy life.



Erin Riley

Age: 26

Education: University student, 4th year

Hometown: San Jose, California

Family: 1 cat, 1 dog

Occupation: Marketing assistant for a large international firm

"I want to build a healthy lifestyle and search for the programs to fit in my busy schedule that can help me get there!"

Goals

- Building a workout routine.
- Maintaining a healthy lifestyle
- Starting a healthy lifestyle with a busy schedule
- Finding a good location and a community to improve life quality.

Frustrations

- "It's difficult to find programs to fit in my schedule."
- "It is hard to find comprehensive healthy life knowledge programs"
- "I want to overcome the lack of motivation to exercise."

Erin is about to complete a master degree in Business Administration and hopes an internship will launch their career in marketing. Erin has a very busy schedule because she has to manage her study in school and her work. She wants to find a club which offers all kinds of programs to maintain a healthy life.

User journey map

I created a user journey map of Erin's experience using the site to help identify possible pain points and improvement opportunities.

Persona: Erin

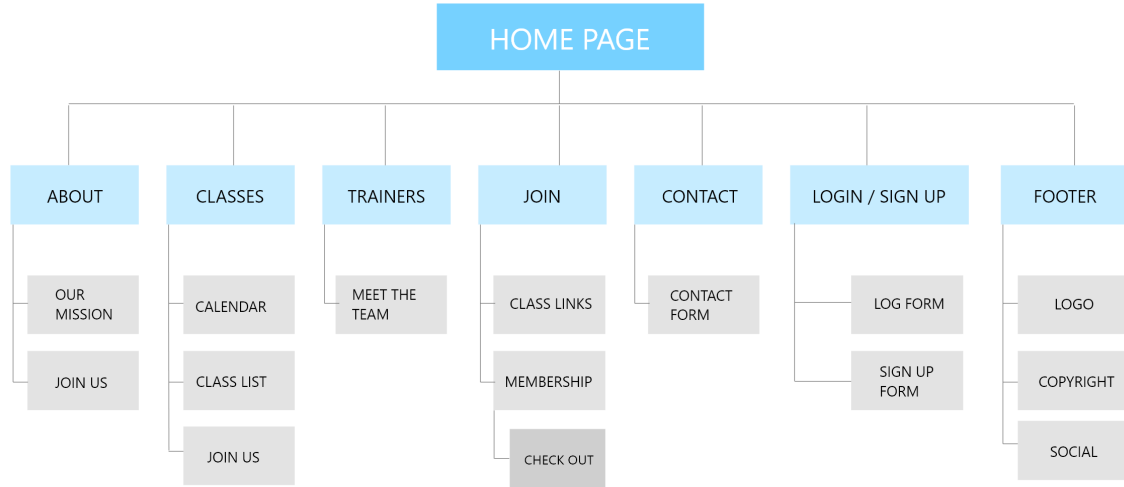
Goal: To find a club which offers all kinds of programs to maintain a healthy life.

ACTION	Choose a healthy wellness club website	Browse classes	Choose a type of membership	Add to cart	Submit the order
TASK LIST	Tasks A. Search for club websites B. Choose a club that has the desired programs	Tasks A. Locate quiet table near electrical outlet B. Connect to Wi-Fi	Tasks A. Check the membership description B. Choose one option	Tasks A. Click the buy button B. Go to the next step C. Prepare the online payment	Tasks A. Choose one payment method B. Fill out the billing information
FEELING ADJECTIVE	Disappointed about the unfitted schedule Pleased with the comprehensive classes	Satisfied with working conditions	Pleased with the offer Happy to have a coupon code	Irritated by filling out the personal information	Nervous about the internet stability
IMPROVEMENT OPPORTUNITIES	Create a function for checking class schedules		Offer more flexible membership		Offer multiple orders for friends and get more discount

Sitemap

Difficulty with website navigation was a primary pain point for users, so I used that knowledge to create a sitemap.

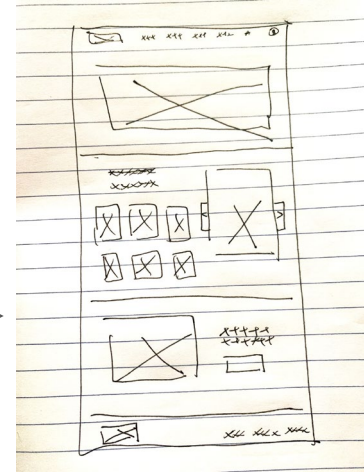
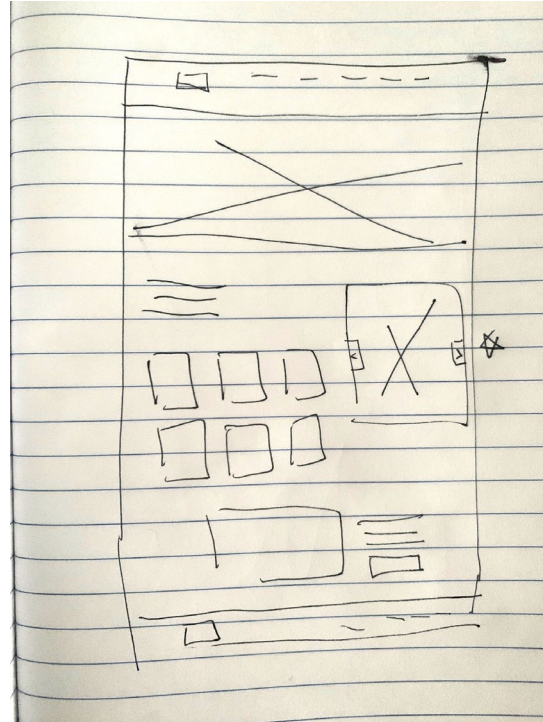
My goal here was to make strategic information architecture decisions that would improve overall website navigation. The structure I chose was designed to make things simple and easy.



Paper wireframes

Next, I sketched out paper wireframes for each screen in my app, keeping the user pain points about navigation, browsing, and checkout flow in mind.

The home screen paper wireframe variations to the right focus on optimizing the browsing experience for users.

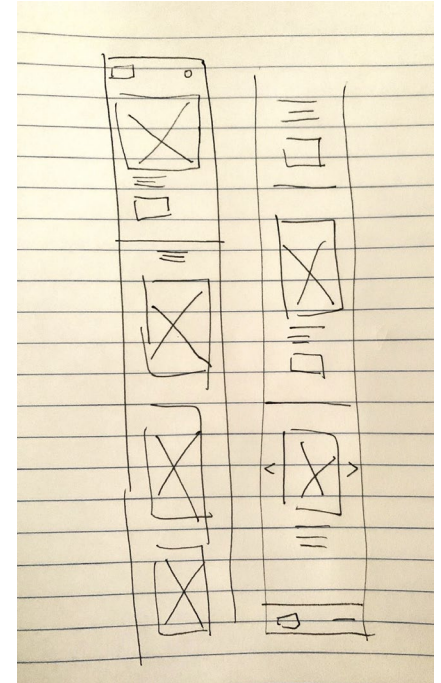
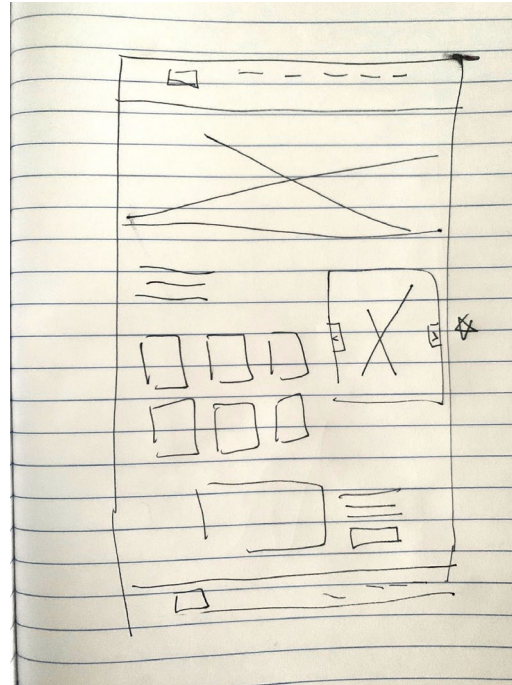


Refined paper wireframe

Stars were used to mark the elements of each sketch that would be used in the initial digital wireframes.

Paper wireframe screen size variations

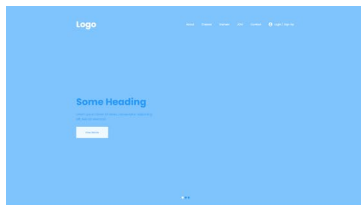
Because Go Vivid customers access the site on a variety of different devices, I started to work on designs for additional screen sizes to make sure the site would be fully responsive.



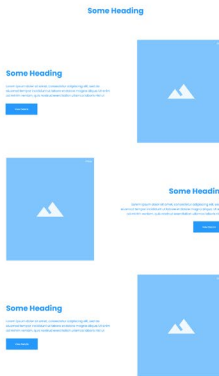
Digital wireframes

Moving from paper to digital wireframes made it easy to understand how the redesign could help address user pain points and improve the user experience.

Prioritizing useful button locations and visual element placement on the home page was a key part of my strategy.



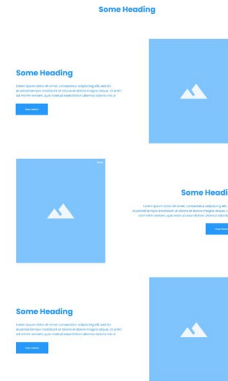
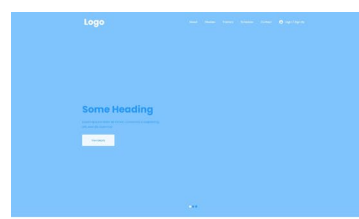
Easy access to classes



Homepage is optimized for easy browsing through the images



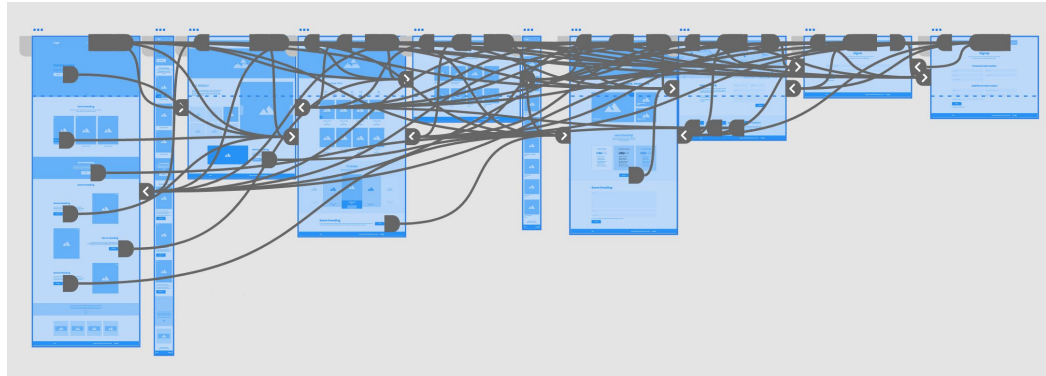
Digital wireframe screen size variation(s)



Low-fidelity prototype

To create a low-fidelity prototype, I connected all of the screens involved in the primary user flow of adding an item to the cart and checking out.

At this point, I had received feedback on my designs from members of my team about things like placement of buttons and page organization. I made sure to listen to their feedback, and I implemented several suggestions in places that addressed user pain points.



View [Go Vivid low-fidelity prototype](#)

Usability study: parameters



Study type:

Unmoderated usability study



Location:

United States, remote



Participants:

5 participants



Length:

20-30 minutes

Usability study: findings

These were the main findings uncovered by the usability study:

1

Calendar

Users want to know the monthly class schedule

2

Checkout

Users weren't able to easily copy the shipping address information into the billing info field

3

Log In/ Sign Up

Users don't want to share too much personal information

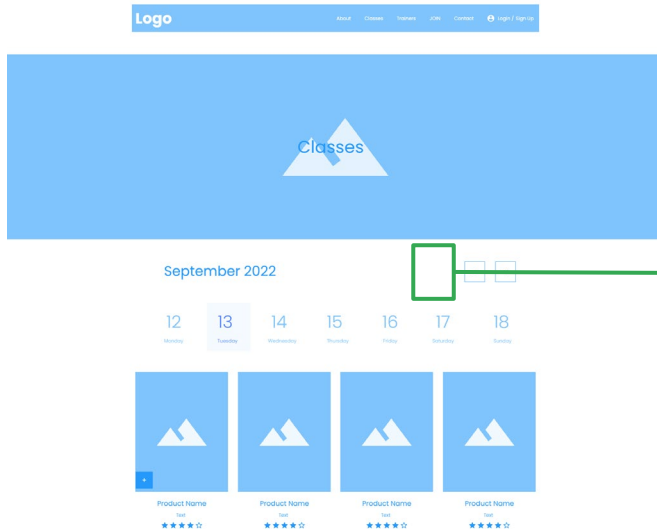
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

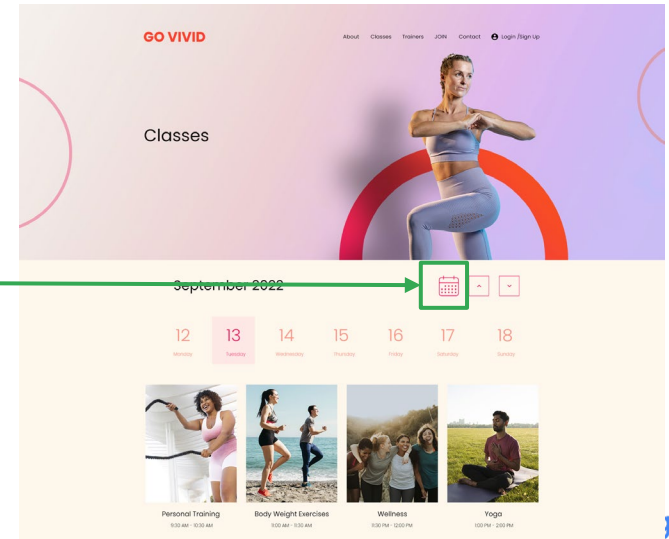
Mockups

Based on the insights from the usability study, I made changes to improve the class calendar function. One of the changes I made was adding the option to view the schedule using a calendar icon. This allowed users to view the classes and fit into their schedule.

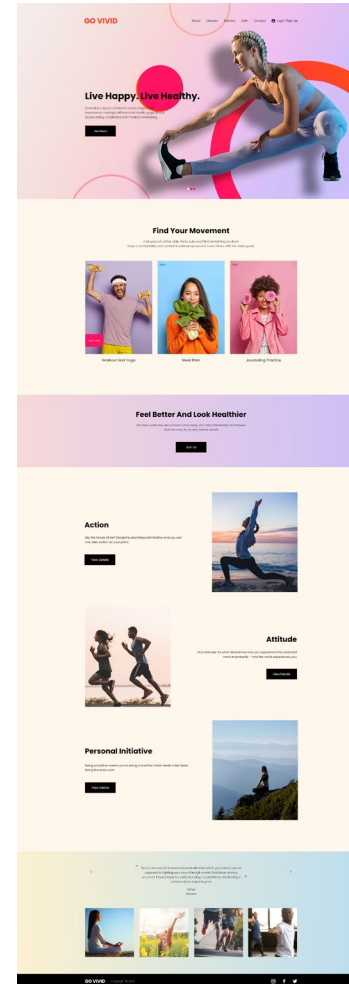
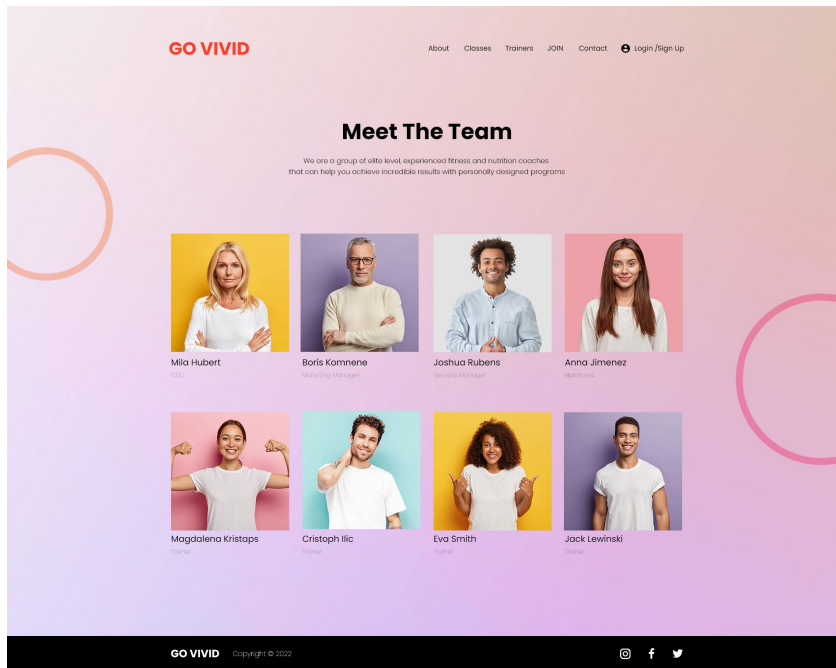
Before usability study



After usability study

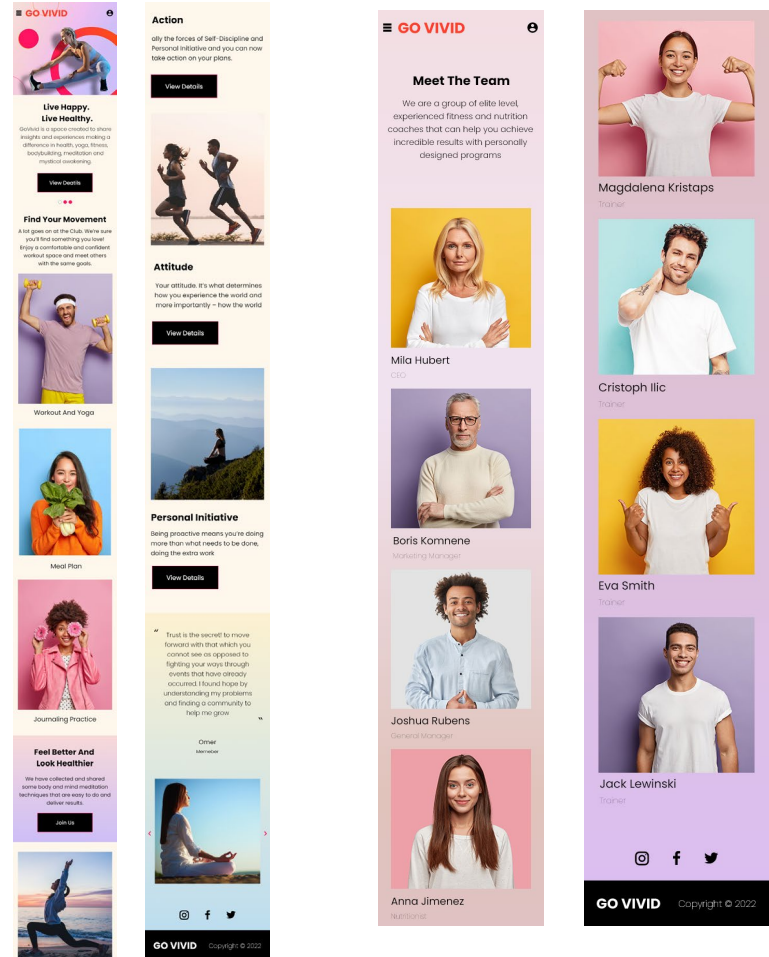


Mockups: Original screen size



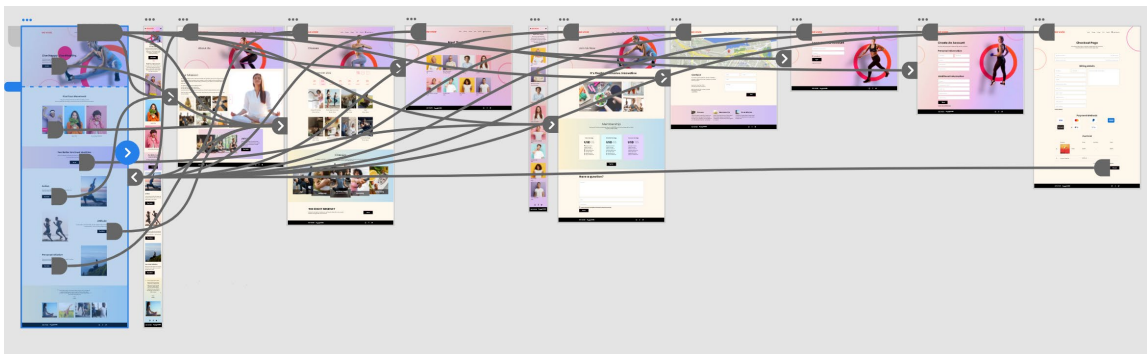
Mockups: Screen size variations

I included considerations for additional screen sizes in my mockups based on my earlier wireframes. Because users shop from a variety of devices, I felt it was important to optimize the browsing experience for a range of device sizes, such as mobile and tablet so users have the smoothest experience possible.



High-fidelity prototype

My hi-fi prototype followed the same user flow as the lo-fi prototype, and included the design changes made after the usability study, as well as several changes suggested by members of my team.



View the Go Vivid [high-fidelity prototype](#)

Accessibility considerations

1

I used headings with different sized text for clear visual hierarchy

2

I used landmarks to help users navigate the site, including users who rely on assistive technologies

3

I designed the site with alt text available on each page for smooth screen reader access

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Our target users shared that the design was intuitive to navigate through, more engaging with the images, and demonstrated a clear visual hierarchy.



What I learned:

I learned that even a small design change can have a huge impact on the user experience. The most important takeaway for me is to always focus on the real needs of the user when coming up with design ideas and solutions.

Next steps

1

Conduct follow-up usability testing on the new website

2

Identify any additional areas of need and ideate on new features

Let's connect!



Thank you for reviewing my work on the Go Vivid site!

If you'd like to see more, or would like to get in touch, my contact information is provided below:

Website: karenliang.com