Sky Parlor

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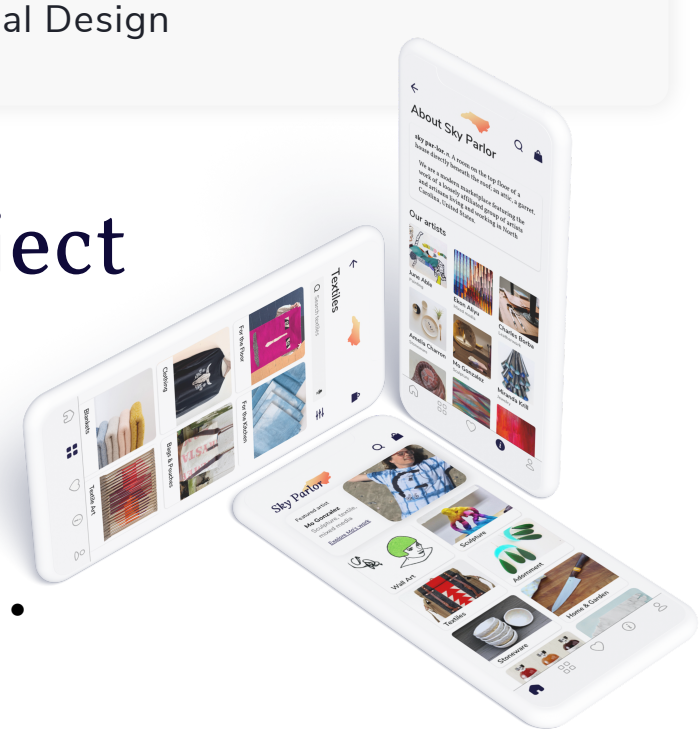
01. About the Project

UI/UX designer: Tessa Joseph-Nicholas
Timeline: June-July 2021

Key Tools: Xd Ps Ai

Key Skills:
iOS design • Desktop design • User testing • Wireframing • Prototyping



Sky Parlor is a marketplace for the work of traditional and contemporary artists, artisans, and makers living and working in North Carolina, United States.

Guiding Principles

NC, Past & Future

Art & Function

Sustainable Artistry

Sky Parlor exhibits, supports, and celebrates work produced by contemporary and traditional artists and artisans working in North Carolina, United States.

In addition to unique original artwork, Sky Parlor offers functional art—beautifully designed household items that you'll use and enjoy every day—and local culinary products.

The makers Sky Parlor represents source their materials locally whenever possible. Their processes adhere to the most rigorous standards of ethics and sustainability.

02. Styles

The aesthetics selected for Sky Parlor reflect its guiding principles, blending the classic and the modern, the ornate and the minimal, the functional and the ornamental.

COLOR

PRIMARY	SECONDARY	SURFACE	BACKGROUND	TEXT
#0F0A39	#FC4A1A	#F8F8F8	#FFFFFF	#000000
	#F7B733			#030303

TYPOGRAPHY

Brand: Vollkorn Italic

Header: Nunito Sans Regular

Body: Nunito Sans Regular

Caption: Vollkorn Italic 70%

Link: Nunito Sans Regular

BRAND LOGO DESIGN

With the Sky Parlor brand logo, I aimed to strike a balance between minimalism and warm folksiness. In the initial design, I combined a classic, italic typeface with a simple circle in a modern yellow-orange-red gradient. This design aimed to suggest the sun setting over mountains.

I then experimented with refining the logo design to reinforce the North Carolina branding more emphatically. The "sun" became an outline of the state of North Carolina but retained the same sunset-evocative gradient. Preference testing indicated that most users found this version both easier to understand and more visually appealing.

Sky Parlor Sky Parlor

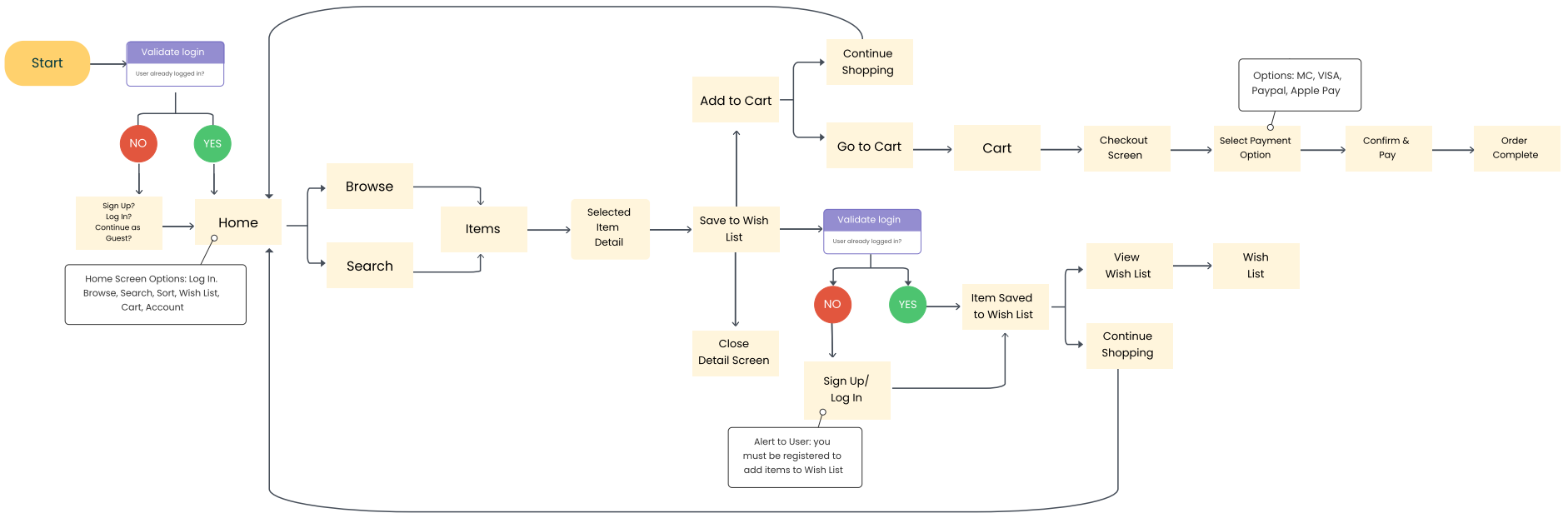
03. User Flow

The user flow was designed to target three of the key user stories provided in the design brief. It makes use of simple, familiar online shopping patterns to make checkout easy and legible and communicate to users that the app is professional, secure, and reliable—important qualities for any app that takes payments.

"As a new customer, I want to access the inventory without having to register, so that I can make sure this store has what I'm looking for before having to create an account."

"As a returning customer, I want to be able to save items that I cannot buy to a wish list, so that I can purchase them at a later date."

"As a customer, I want there to be a variety of payment options, so that I can choose the payment method that suits me best."



04. Early Wireframing & Prototyping

Next, I chose a single user story to develop into wireframes and a mid-fi prototype for user testing.

Key User Story

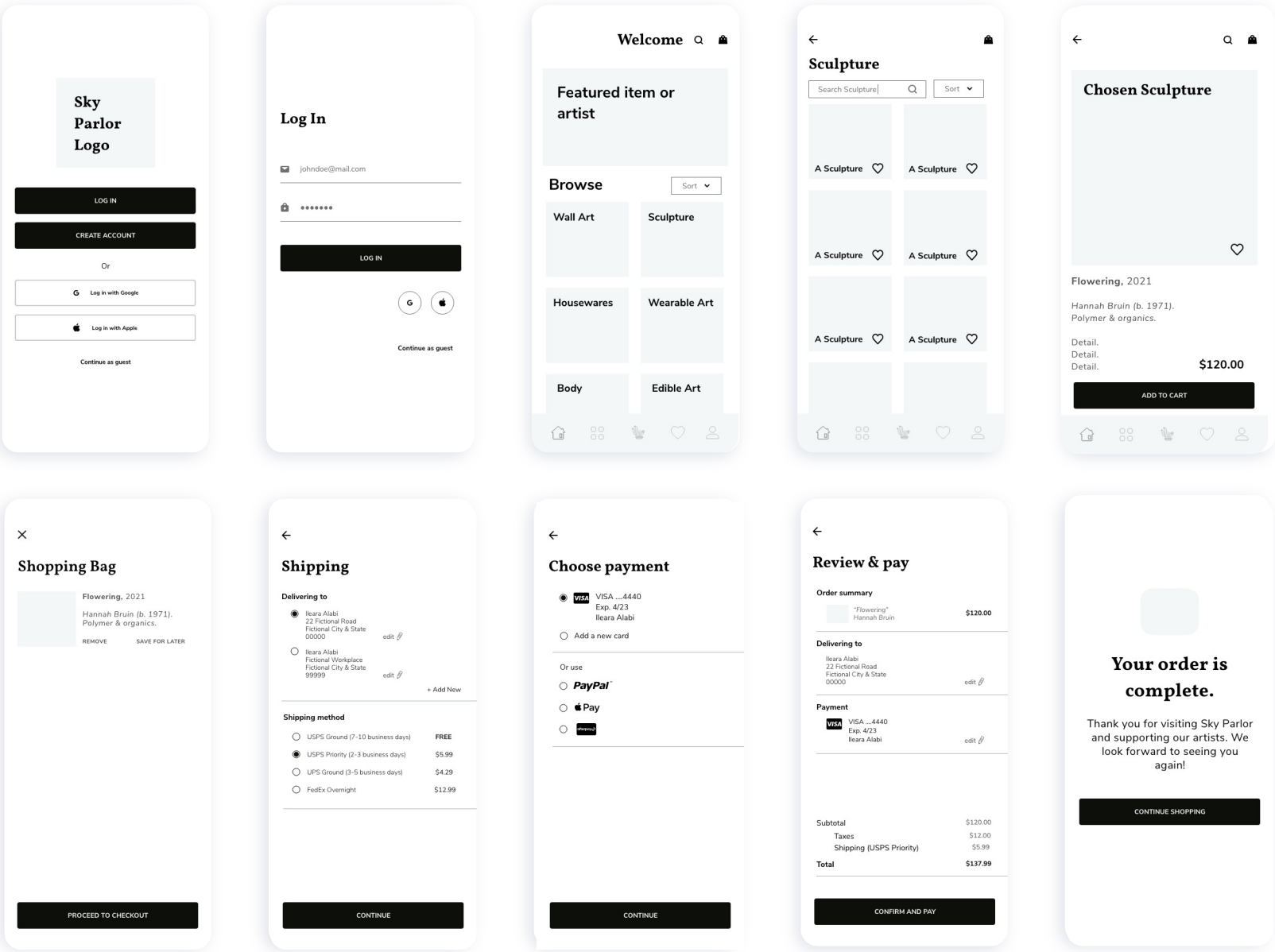
"You are a new or returning customer who wishes to make a purchase. You want to be able to choose from a variety of payment options each time you make a purchase from the app."

Sketches

I started with a quick round of sketches to work out a flow for the selected user story and give myself a frame of reference for mid-fi wireframe and prototype development.

Mid-Fi Wireframes & Prototype

With the layouts and general flow established in my sketches, I developed the design into a series of mid-fi wireframes for prototyping and testing. This preliminary prototype can be viewed at https://xd.adobe.com/view/fc58c149-26de-4c4a-82ad-6d0722c9ef64-a90b/



05. User Testing

User testing was very encouraging. Overall, users found the app's concept intriguing, its aesthetics charming, and its flow easy to navigate. They also offered useful insights into areas that needed refinement.

"Thanks for agreeing to be a part of this user test! Your feedback will provide me with valuable insights into the user experience that will help me improve my design.

“Here’s the scenario:

“You want to find and purchase a sculpture on the app, select a payment method, and complete your order. How would you complete this action on my app? What do you observe along the way?”

THE DESIGNER
(me)

Critiques & Solutions

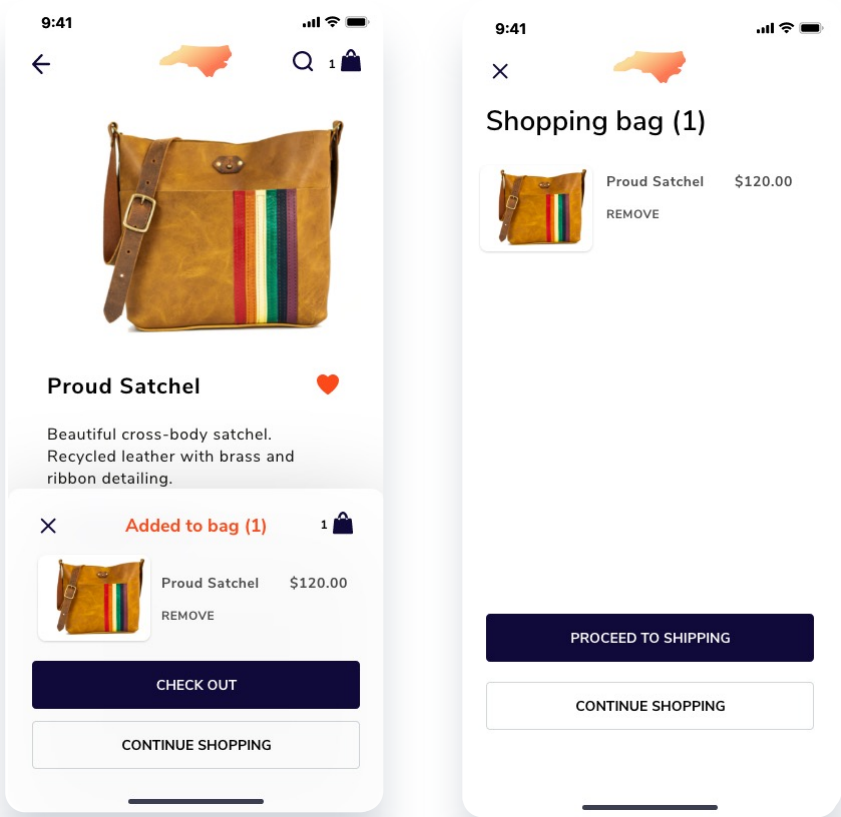
Critique 1

USER 1: John
34, Engaged
NC, USA
Web Developer &
Multimedia Artist

I was looking for a “Continue Shopping” option during the checkout process so I could try to add something to my order, but I couldn’t find one.

Solution 1

I added a notification sheet to let the user know that the chosen item had been added to their cart and added a “continue shopping” button to both that sheet and the cart screen.



Critique 2

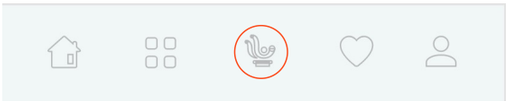
USER 3: Betty
36, Married
ME, USA
Writer

The “About Us” icon is unique, but probably too unique because I didn’t understand what it represented. Also, some of the text was a little small for my eyes.

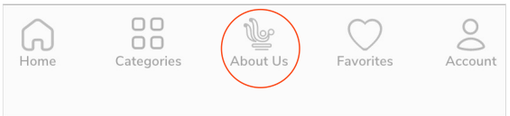
Solution 2

I changed out the About Us icon for something more recognizable. This also allowed me to remove the text under the bottom nav items, since the icons now speak for themselves.

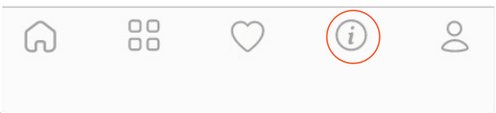
Nav icons v.1



v.2

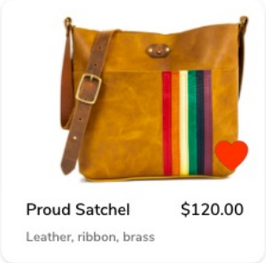


v.3

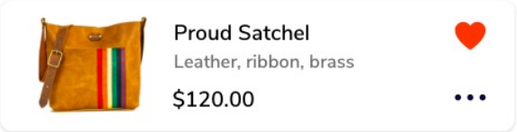


I also increased the text size to ensure legibility throughout, adjusting the design as needed to accommodate. A small difference, but significant for accessibility!

Card v.1



Card v.2



Critique 3

USER 2: Cat
42, Married

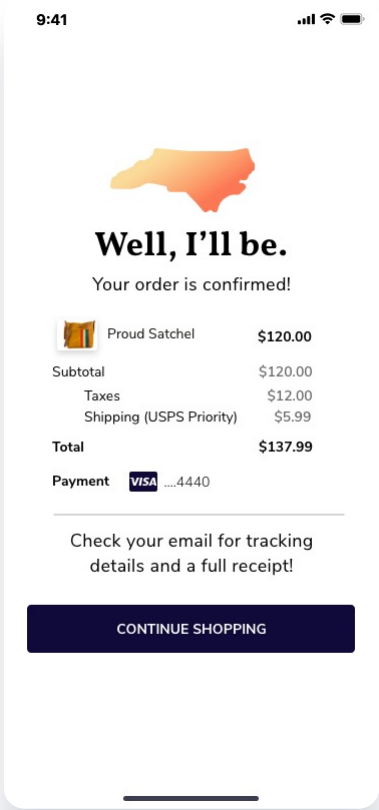
The purpose of the confirmation screen was unclear. The user should get their shipping/ tracking information there instead of a “see you next time”, which encourages users to leave the app.

Solution 3

I added the expected and necessary information and changed

NY, USA
Designer

the tone of the screen to reflect the app's personality and cue the user to return to shopping.

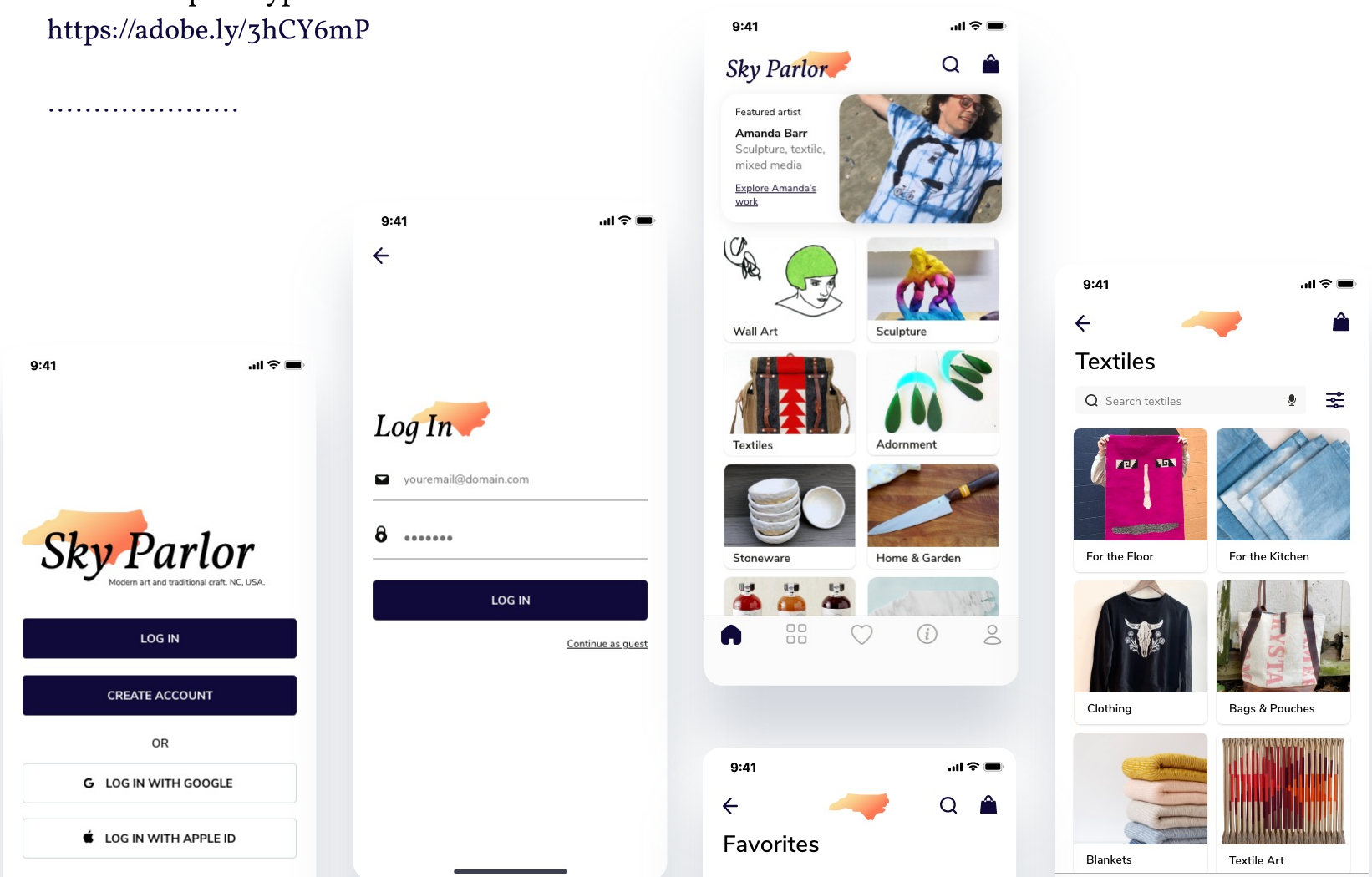


06. Final Design

After incorporating my test users' feedback, I developed my final design. At this stage, I also developed designs for tablet and desktop views to ensure that Sky Parlor remains consistent across all breakpoints.

Mobile Screens

Interactive prototype available at
https://adobe.ly/3hCY6mP



Continue as guest

9:41

Bags & Pouches

Search bags & pouches

Rose Clutch
Leather with canvas detail
$65.00

Triangle Pack
Vintage pack, wool, leather
$249.00

Leather Pouch
Hand-dyed with organic dyes
$38.00

Proud Satchel
Leather, ribbon, brass
$120.00

Striped Crossbody
From 80s upcycled leather jacket
$98.00

Flash Bag

9:41

About Sky Parlor

sky par-lor. *n.* A room on the top floor of a house directly beneath the roof; an attic, a garret.

We are a modern marketplace featuring the work of a loosely affiliated group of artists and artisans living and working in North Carolina, United States.

Our artists

June Able
Painting

Ekon Aliyu
Mixed media

Charles Borba
Leatherwork

Amelia Charron
Stoneware

Mo Gonzalez
Sculpture

Miranda Krill
Jewelry

Triangle Pack
Vintage pack, wool, leather
$249.00

Proud Satchel
Leather, ribbon, brass
$120.00

9:41

Proud Satchel

Beautiful cross-body satchel.
Recycled leather with brass and ribbon detailing.

By **EllieBean Bags.**
20" by 18".
Pocket for 15" laptop.

$120.00

ADD TO SHOPPING BAG

9:41

Proud Satchel

Beautiful cross-body satchel.
Recycled leather with brass and ribbon detailing.

Added to bag (1)

Proud Satchel $120.00
REMOVE

CHECK OUT

CONTINUE SHOPPING

9:41

Shopping bag (1)

Proud Satchel $120.00
REMOVE

PROCEED TO SHIPPING

CONTINUE SHOPPING

9:41

Shipping

Delivering to

Ileara Alabi
22 Fictional Road
Fictional City & State
00000
edit

Ileara Alabi
Fictional Workplace
Fictional City & State
99999
edit

+ Add new address

Shipping method

USPS Ground (7-10 business days)	FREE
USPS Priority (2-3 business days)	$5.99
UPS Ground (3-5 business days)	$4.29
FedEx Overnight	$12.99

PROCEED TO PAYMENT

9:41

Choose payment

VISA 4440
Exp. 4/23
Ileara Alabi

+ Add new card

Or use

PayPal

Pay

afterpay

PROCEED TO REVIEW ORDER

9:41

Review & pay

Order summary

Proud Satchel $120.00

Delivering to

Ileara Alabi
22 Fictional Road
Fictional City & State
00000
edit

Payment

VISA 4440
Exp. 4/23
Ileara Alabi
edit

Subtotal	$120.00
Taxes	$12.00
Shipping (USPS Priority)	$5.99
Total	**$137.99**

CONFIRM AND PAY

9:41

Well, I'll be.

Your order is confirmed!

Proud Satchel $120.00

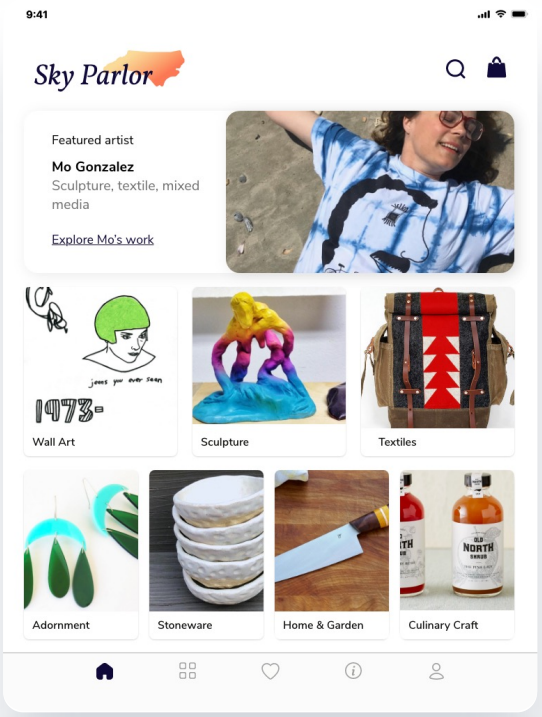
Subtotal	$120.00
Taxes	$12.00
Shipping (USPS Priority)	$5.99
Total	**$137.99**

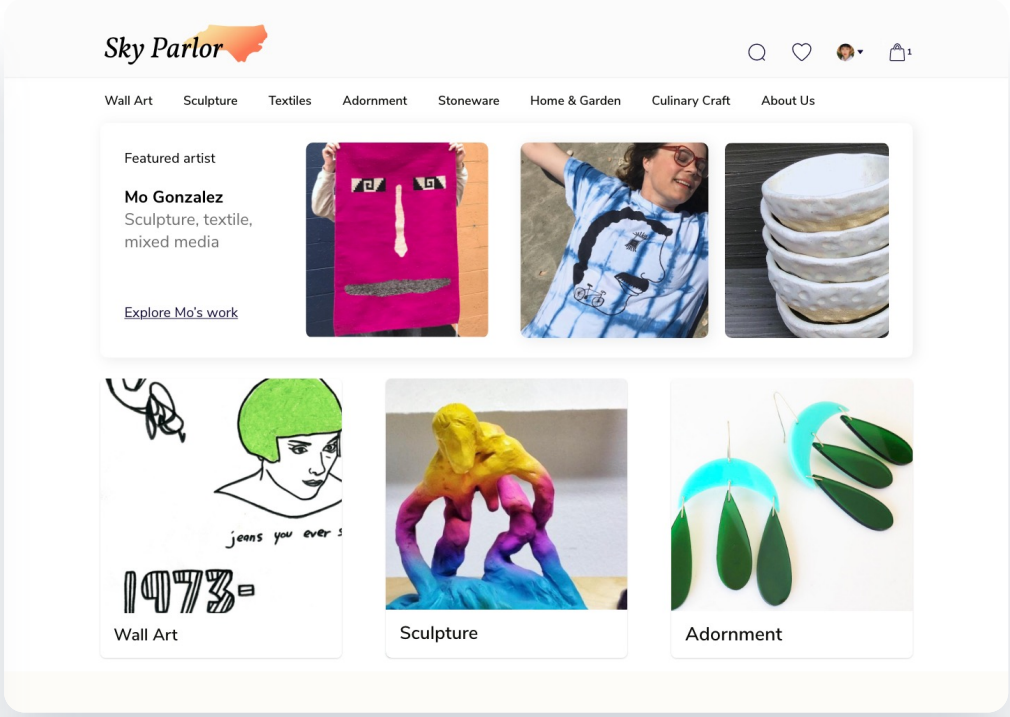
Payment VISA 4440

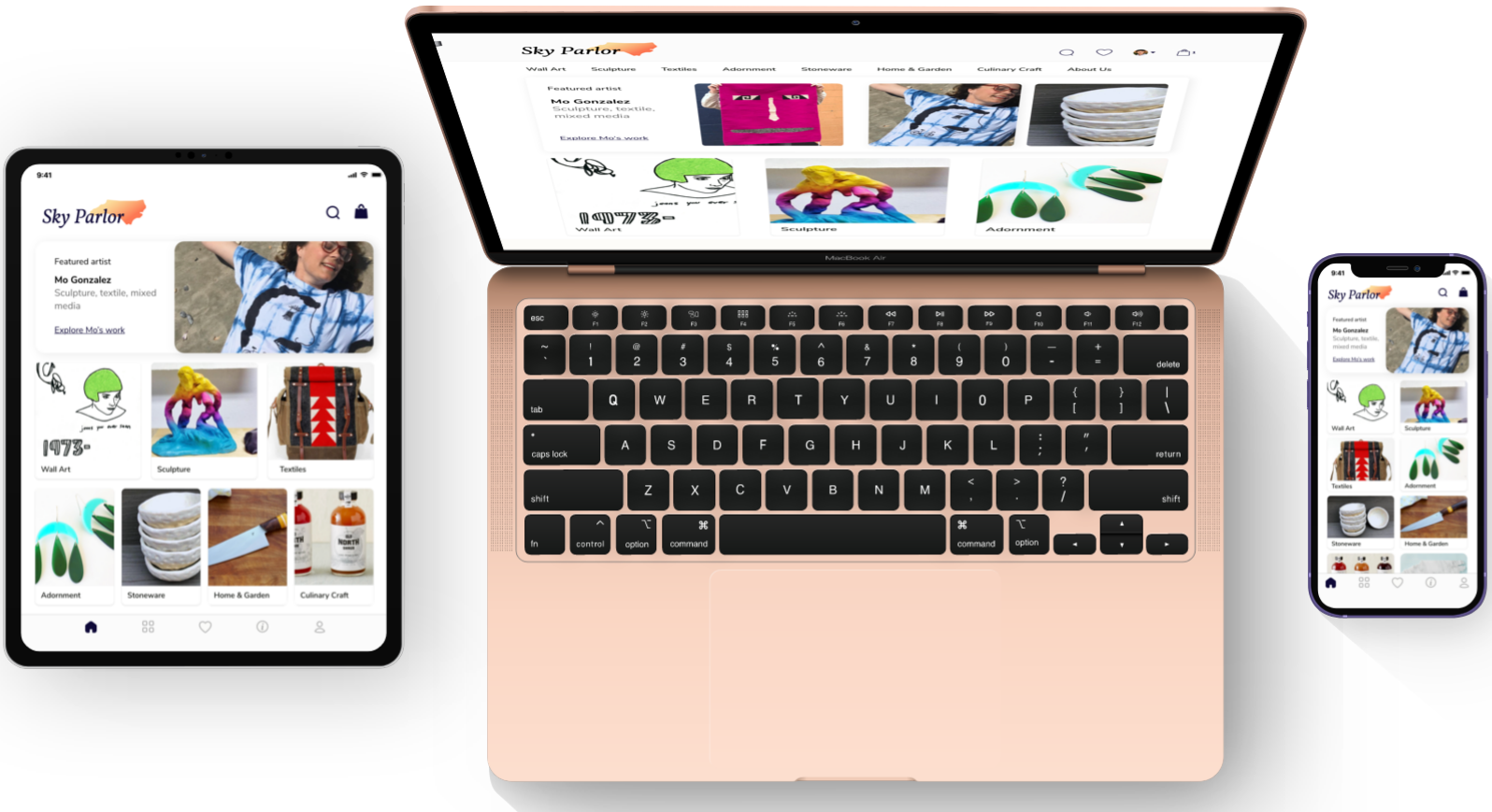
Check your email for tracking details and a full receipt!

CONTINUE SHOPPING

Tablet & Desktop







Sky Parlor

Thank you for your interest!