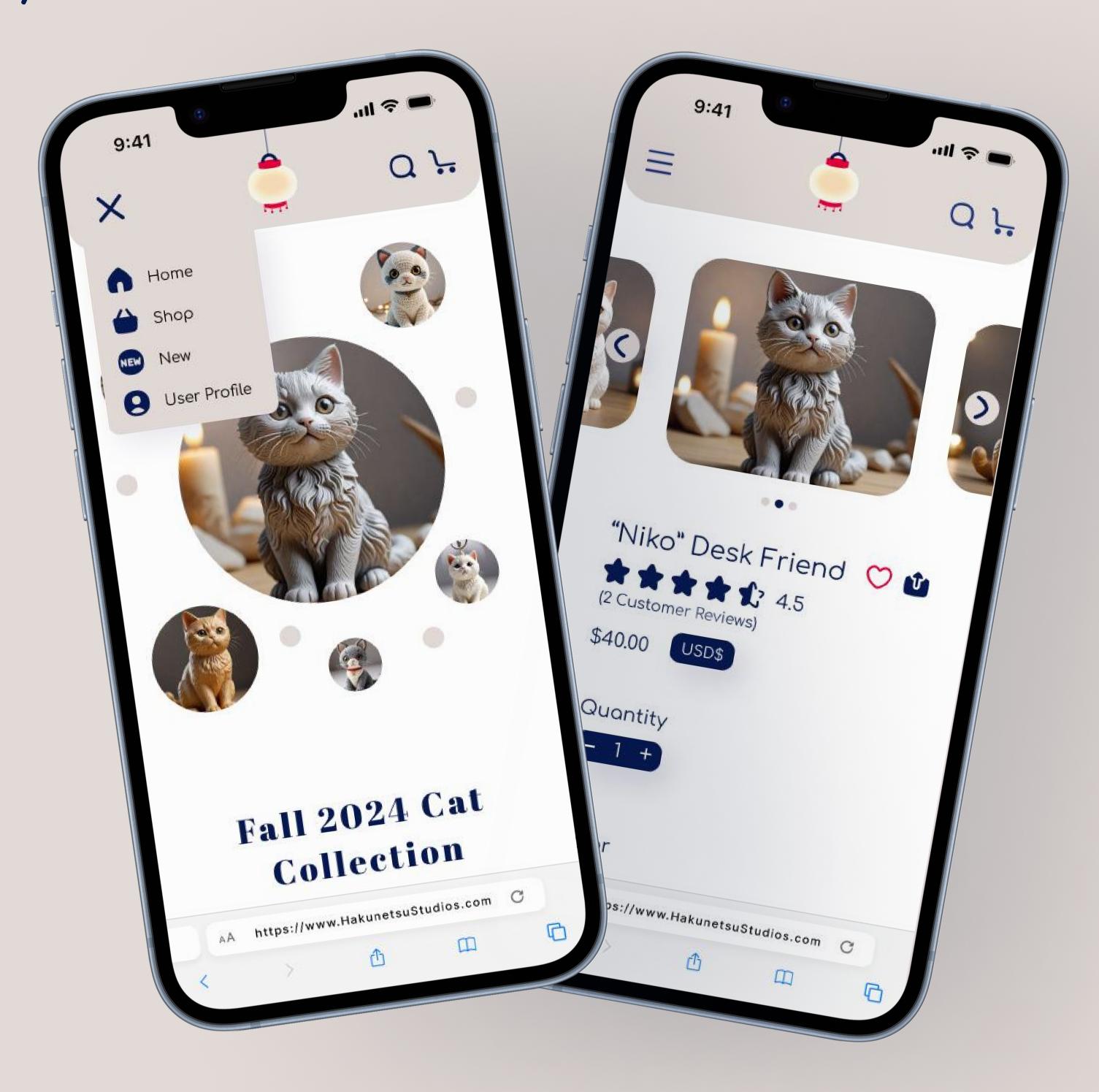
UI/UX Case Study - Hakunetsu Studios



Designer: Briana Clark

Product Objective:

Help everyone find products quickly and easily to match their particular needs

My Role:

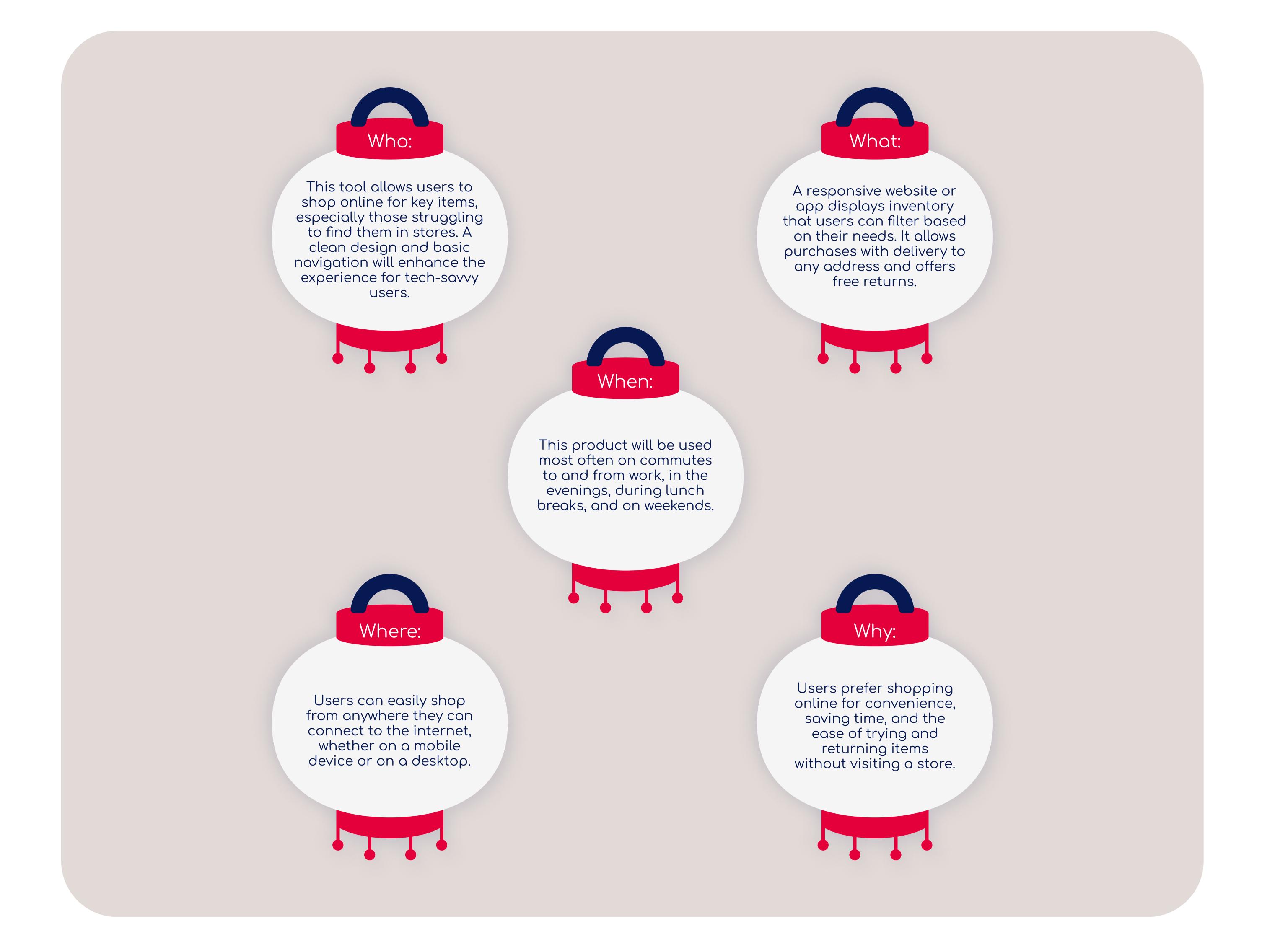
UX/UI Designer responsible for bringing this project from conception to delivery

Project Duration:

September 2024 - October 2024

Responsibilities/Deliverables:

- User flow diagram
- Wireframes
- User testing notes and results
- User interface design
- Desktop design
- Mockups



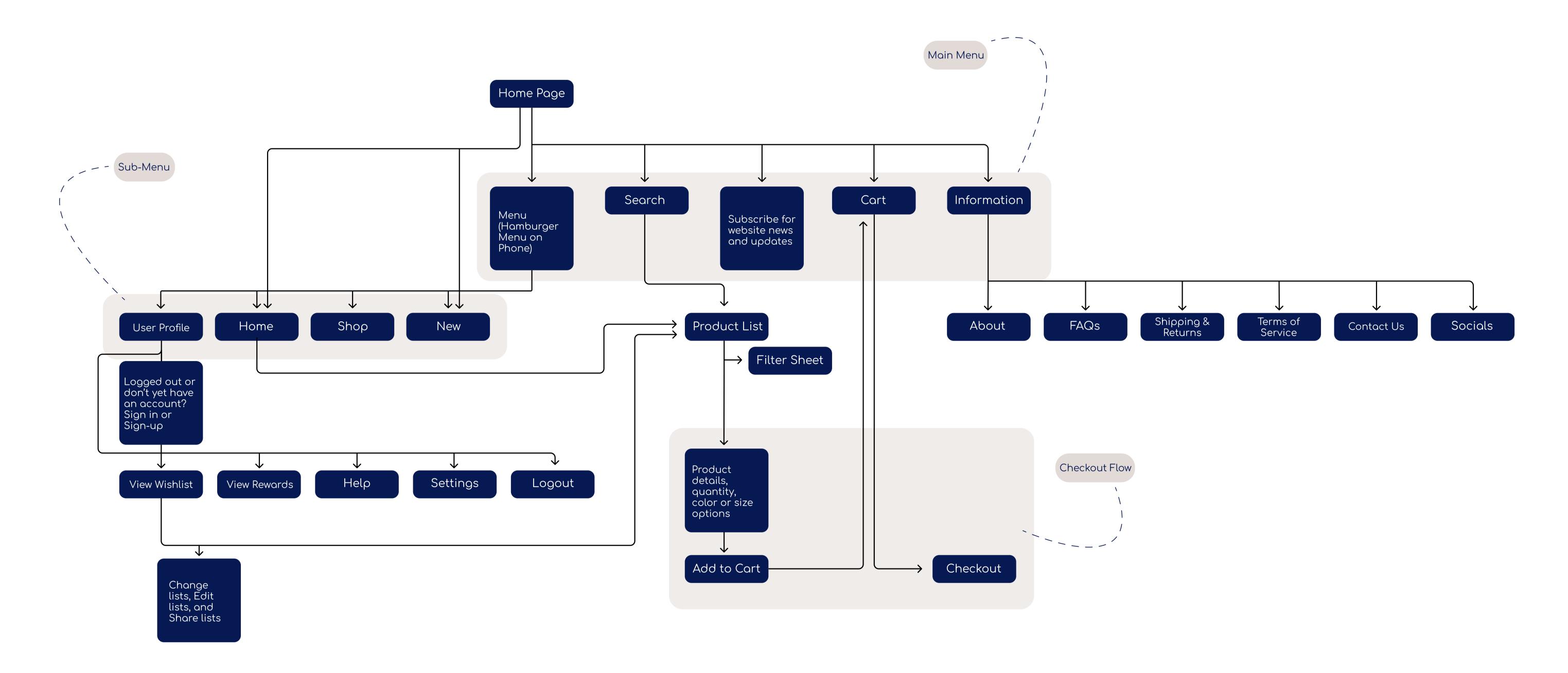
User Stories

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

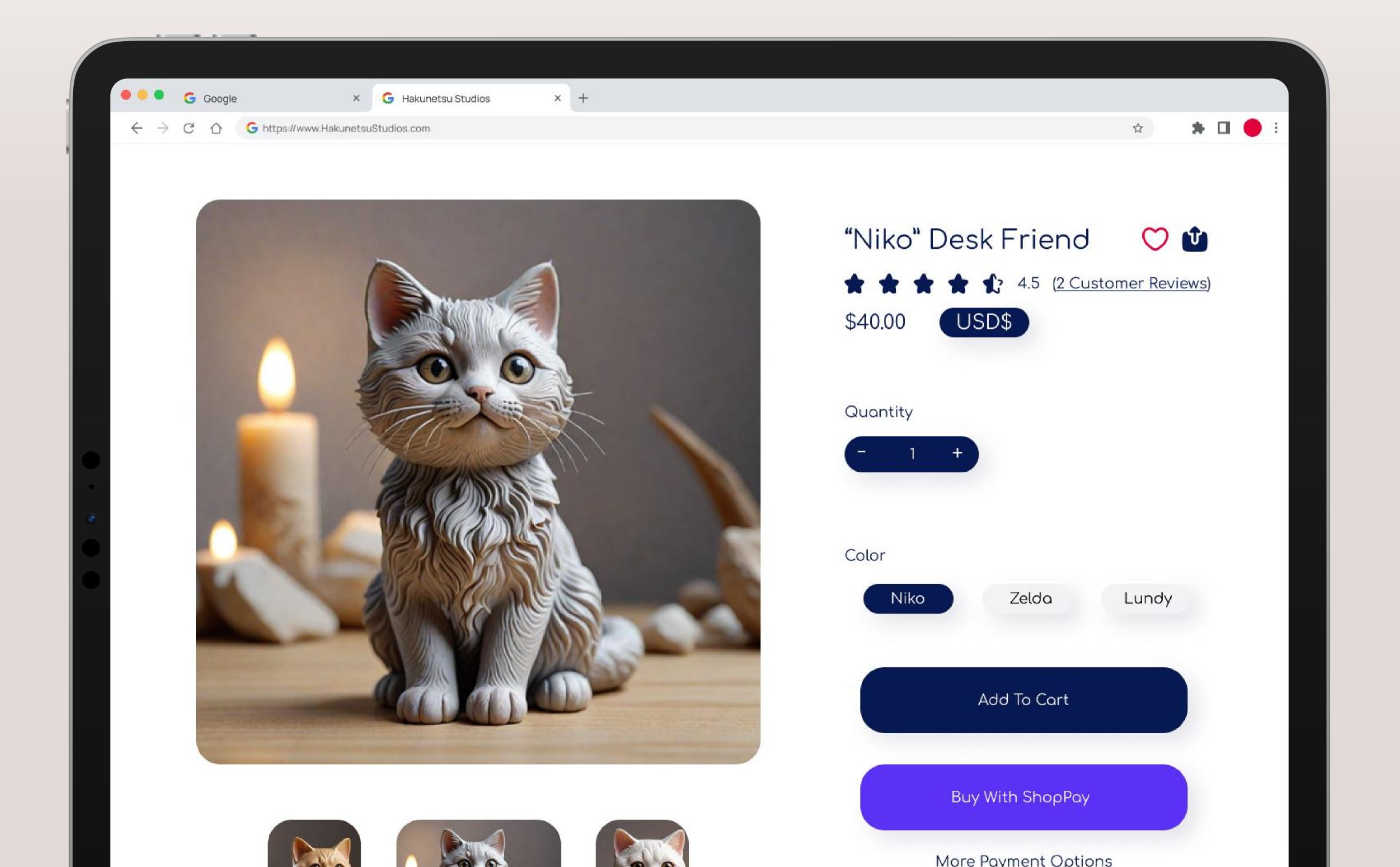
"As a returning customer, I want to be able to save items that I cannot buy to a wish list, so that I can purchase them at a later date."

Userflow:

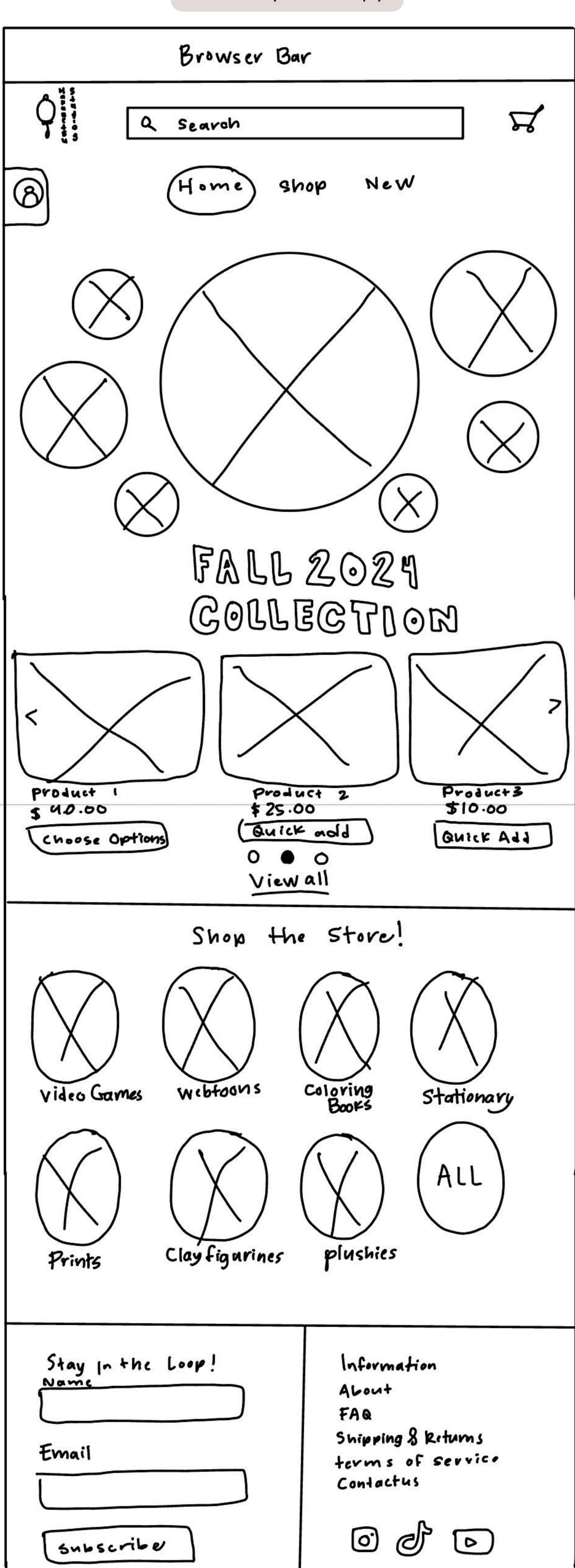


MVP Objective:

This web-app is designed to be a merchandise e-commerce shop for those looking for things relating to Hakunetsu Studios's universe of books, webtoons, anime, video games and merchandise. Anyone and everyone can find something that fits their taste.



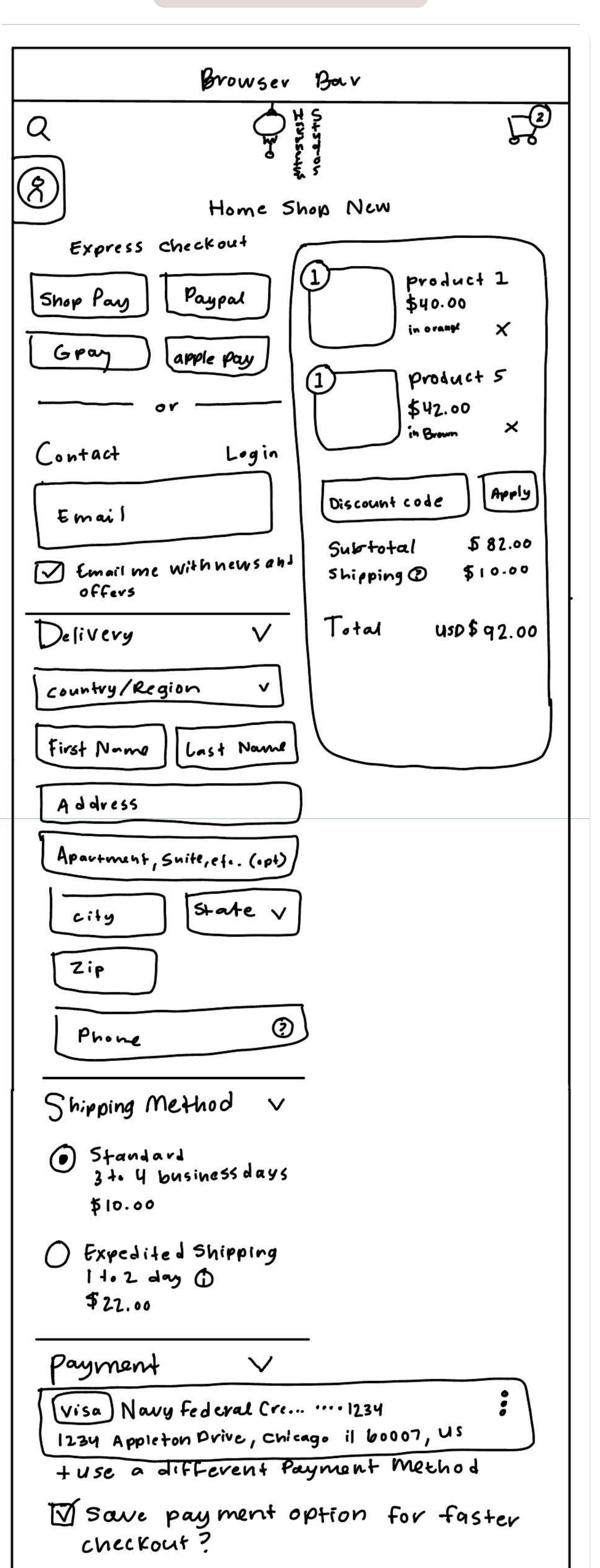
Home (Desktop)



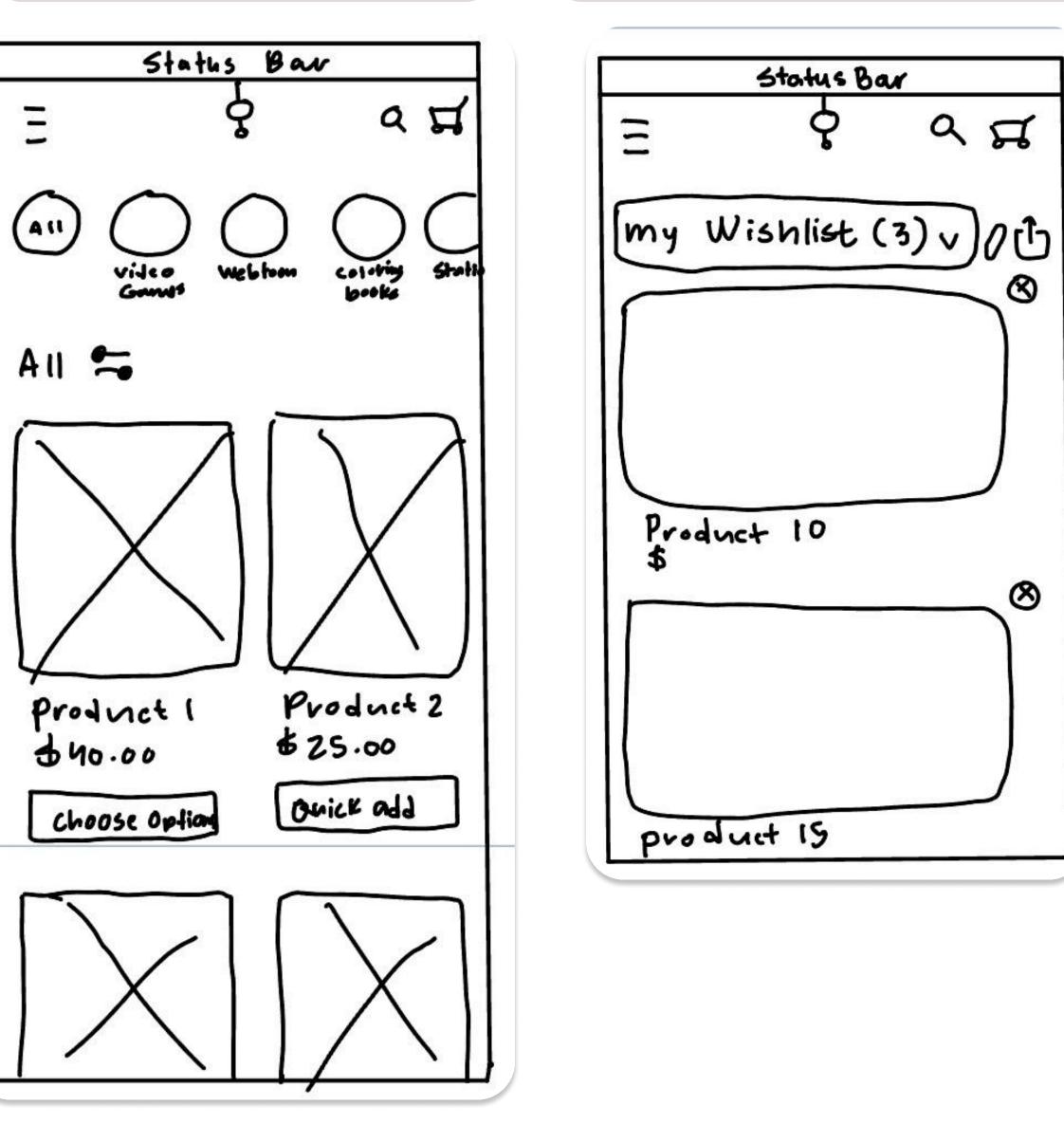
Cart (Desktop)

@ Hakunetsu Studios LLC

USD SV



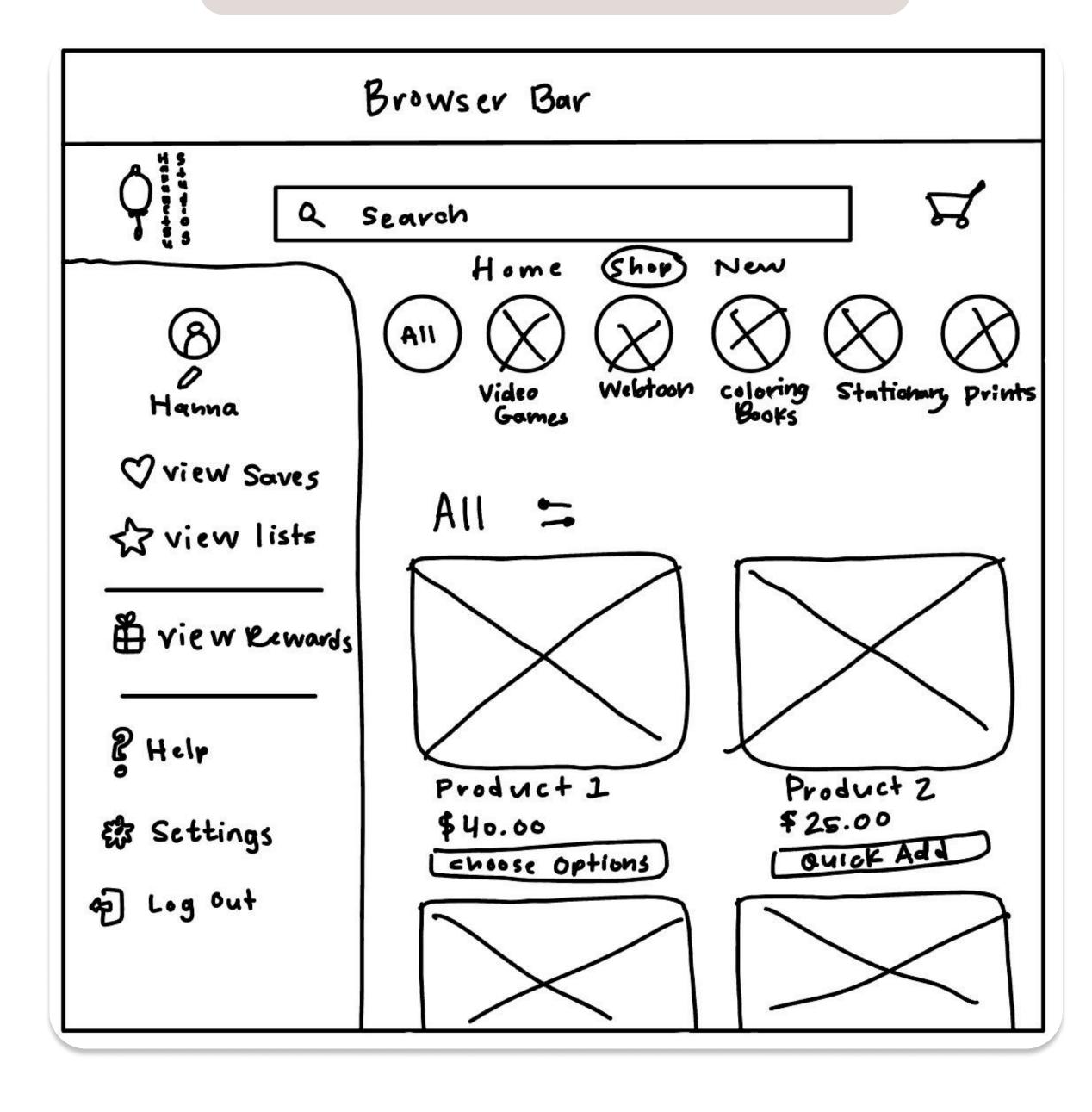
New (Mobile)



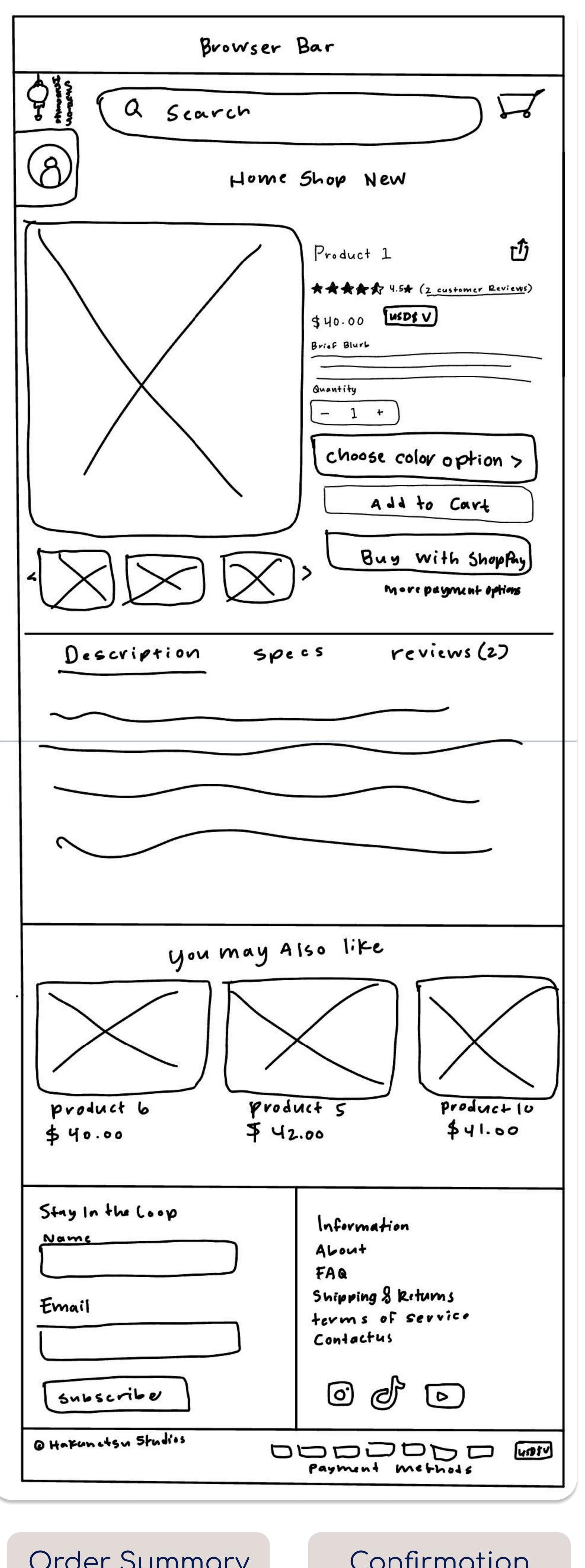
My Wishlist (Mobile)

9 \$

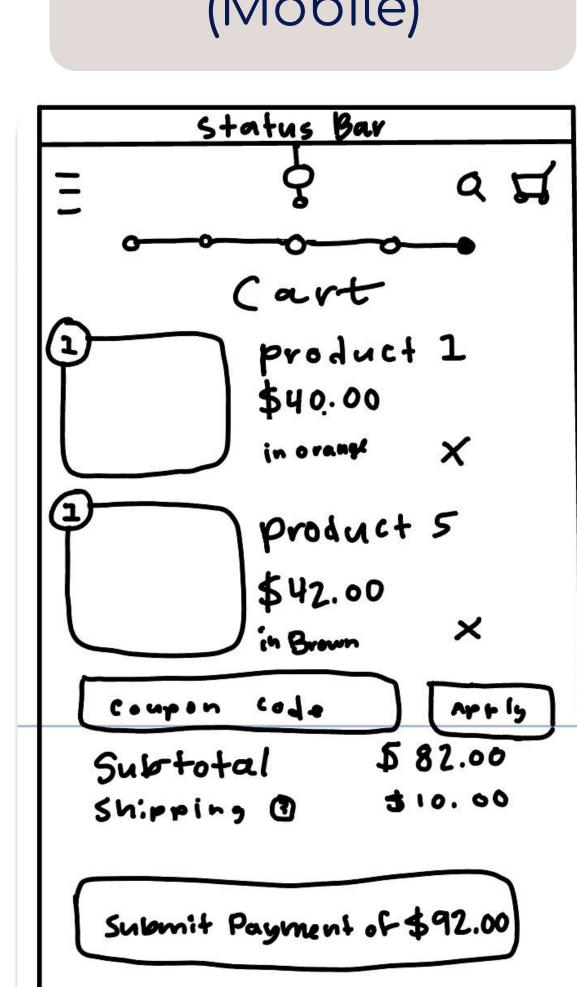
User Profile Tab (Desktop)



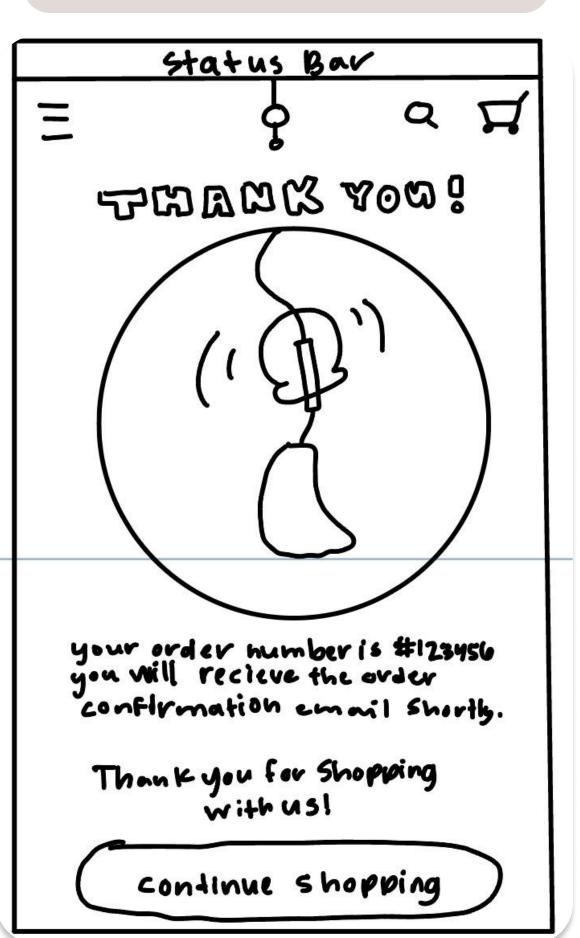
Product Page (Desktop)







Confirmation (Mobile)



Prototyping Feedback:

Pros

- Graphics and Menus were easy to use
- Good organization and structure
- Font size was good and easy to read

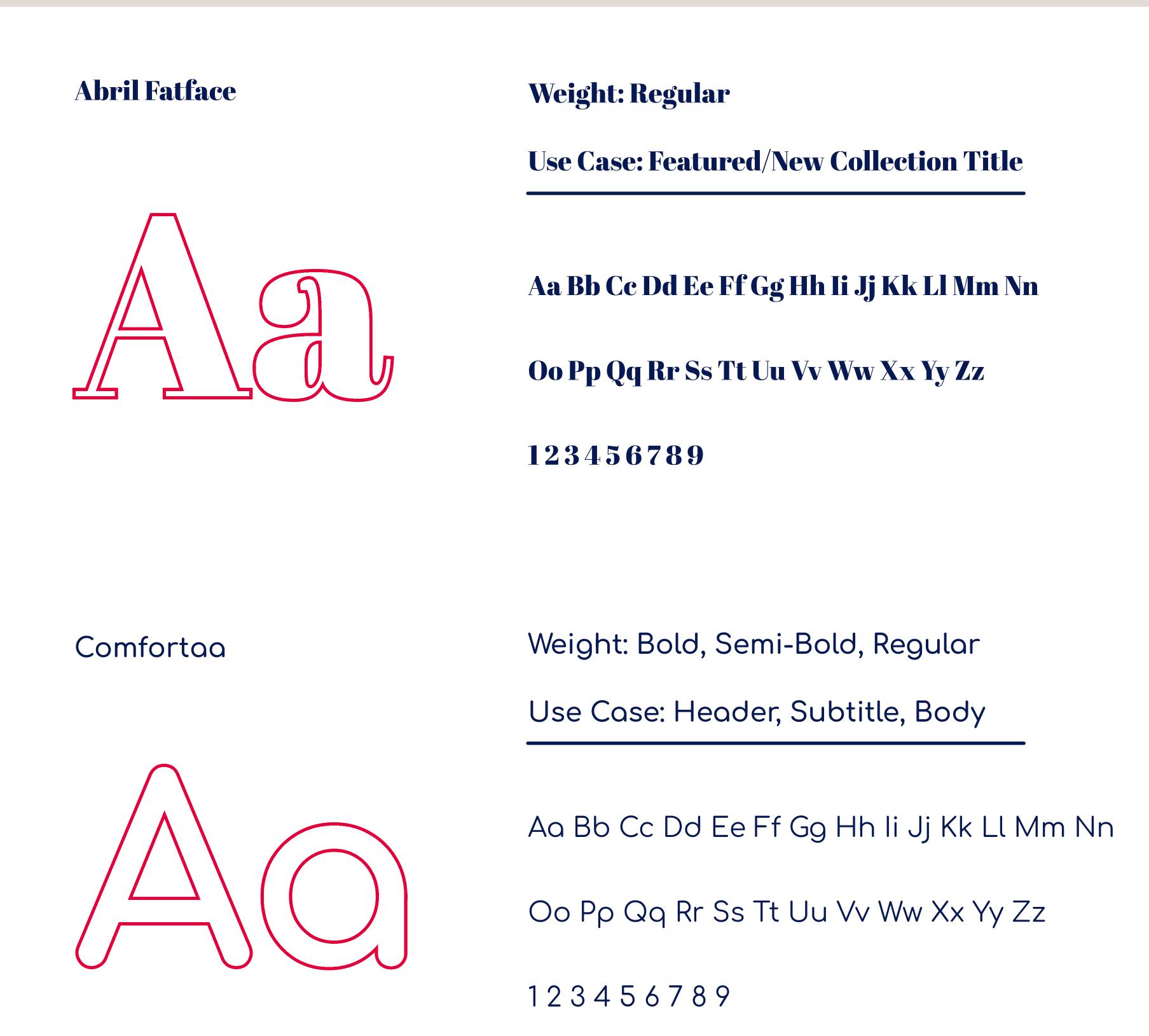
Cons

Limited tap/click points

How to Improve:

- Add tap points in more areas such as the hero image and logo.
- Logo can lead to home, and the hero image can lead to wherever it is associated.

Typography



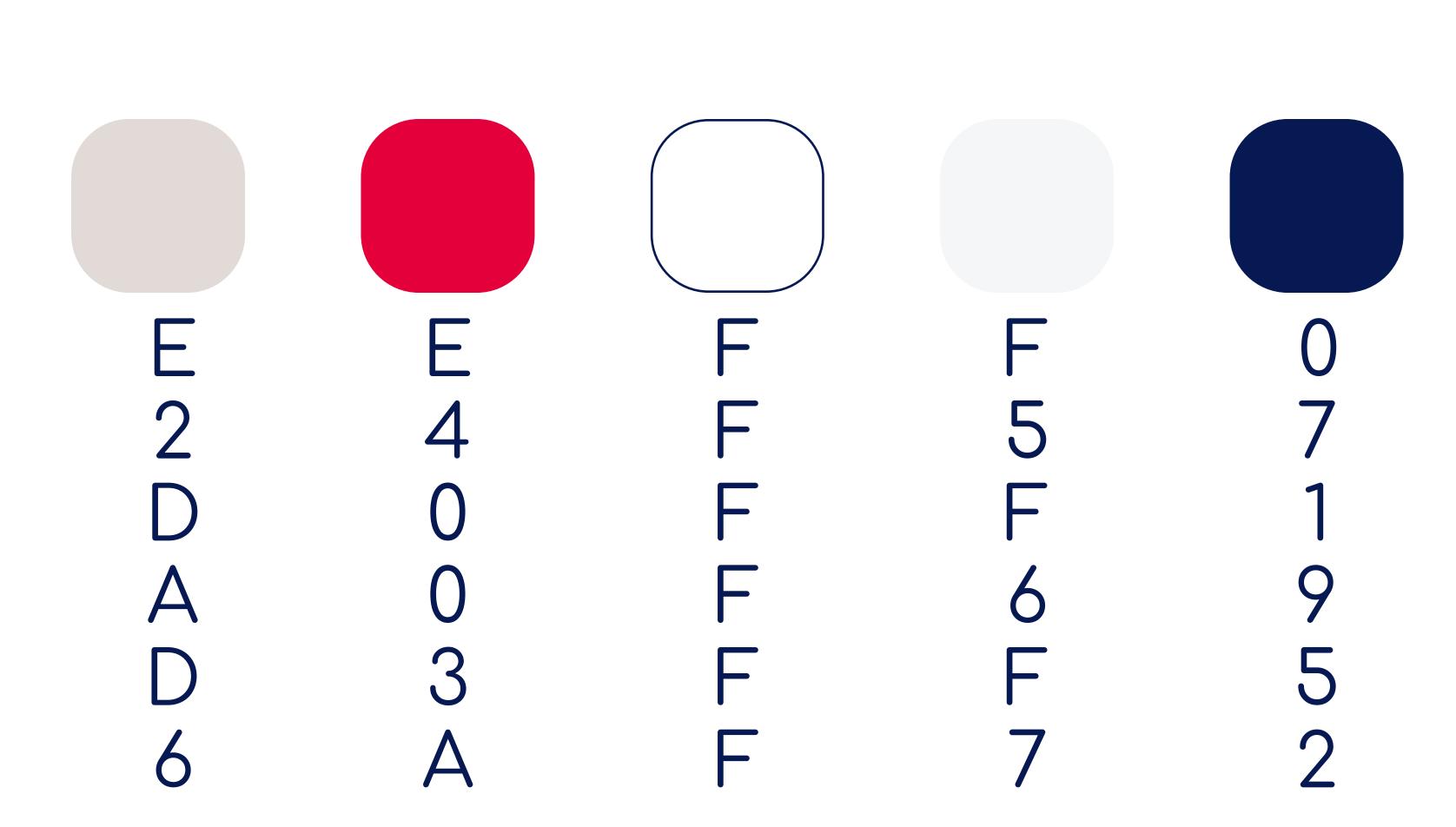
Rationale:

Comfortaa was chosen because of its soft and round nature. The essence of this brand is soft and light, so it was only fitting to bring that into the typography as well. The round edges evoke the feeling of comfort, and yet it still manages to feel fun too.

also went for the Comfortaa font family because the round edges compliment the roundness of the logo; keeping the branding consistent throughout.

Abril Fatface was chosen to contrast against the roundness of Comfortaa to draw attention to the new collections and other important areas of the site.

Color Palette



Rationale:

there are colors, they will pop off the page.

is the only true color in the group, and is there to evoke the feeling of luck and prosperity that it traditionally carries in places like China and Japan. The black color is more of a deep blue, and feels softer. Traditionally a strong black would

These colors were chosen as a way to capture the minimalistic nature of Asian culture. Red

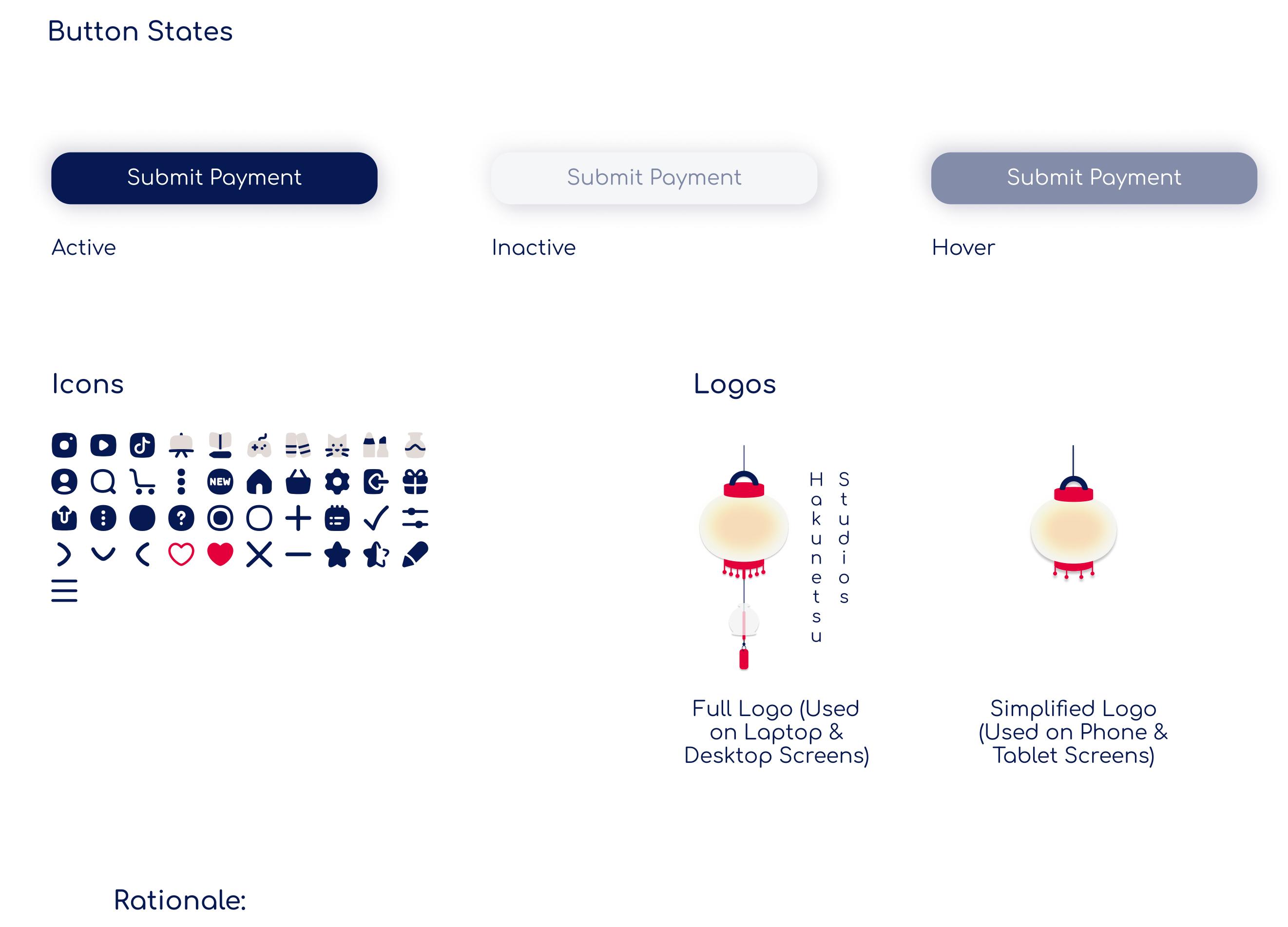
be seen against the red in the culture, but I wanted to veer a little from what is done usually. It is softer on the eyes and is more comforting to look at. White and off white are used around the space of the web app, making sure that when

The brown that's used for these pages will be used as small backgrounds only. It's a neutral tone, and feels warm to look at.

The space around the products will be white and minimal. The products will stand out in this manner, and users will know for certain what they are supposed to be looking at.

I went with a minimal color palette because I want the products to be the sources of color.

Logo & UI Elements

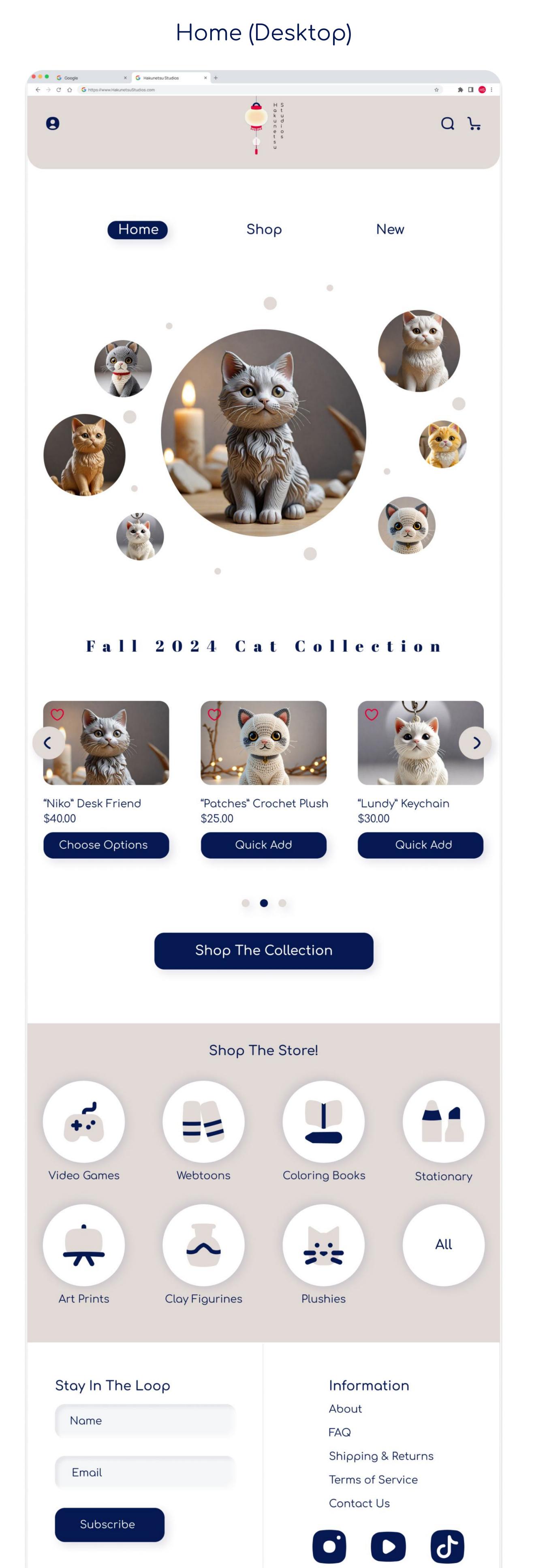


The logo features a Japanese lantern, harboring a soft yet warm glow. It has a comforting look to it. It also has a little Japanese windchime, known as "fūrin" at the bottom of the lantern. These two things capture the essence of Japanese culture, and offers light to

guide the path forward. The lantern also has a drop shadow effect to give the look of paper, which feels a little reminiscent of Origami. This effect returns some texture back to the paper lantern that can get lost within digital art. On the right is the name of the studio, Hakunetsu. The name is displayed vertically, in the

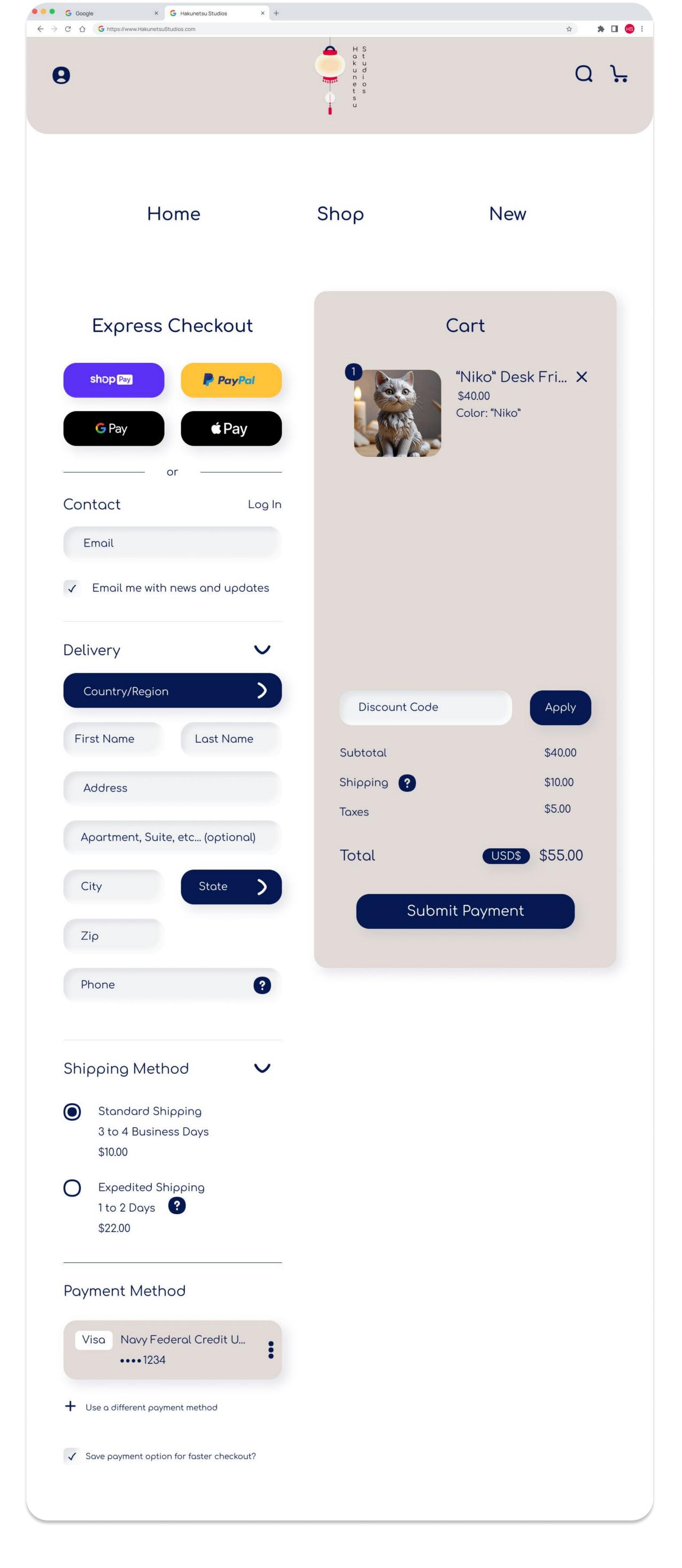
way you'd find Japanese characters written out in books.



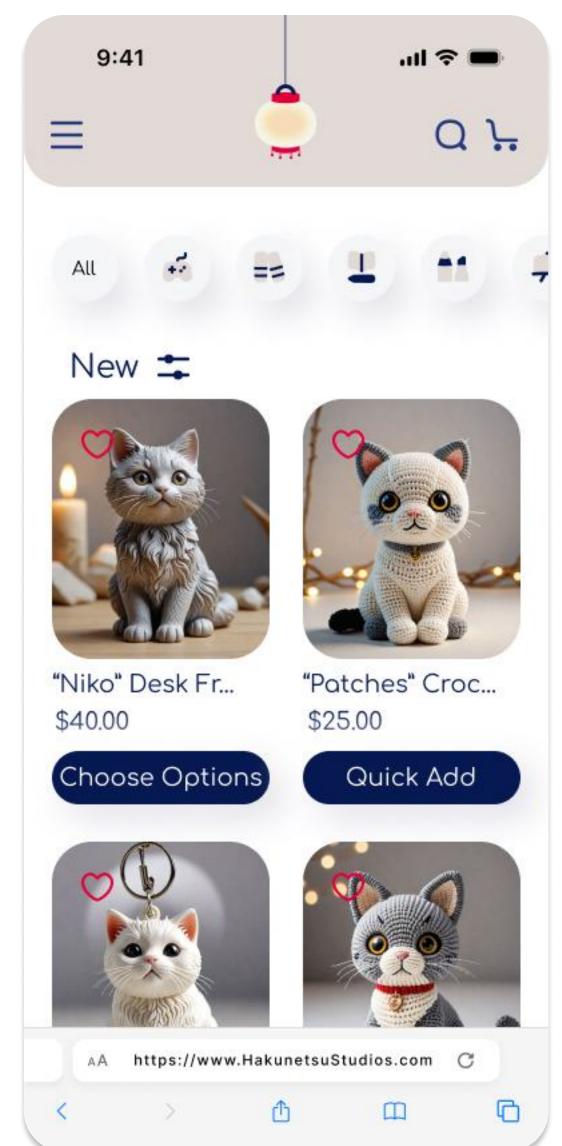




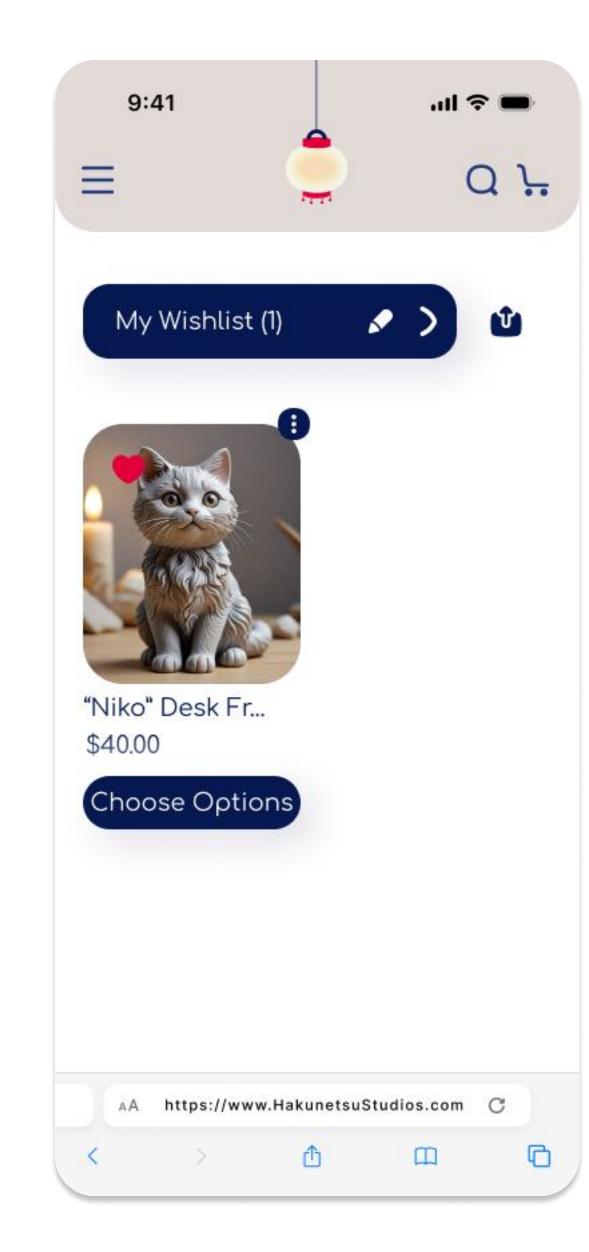
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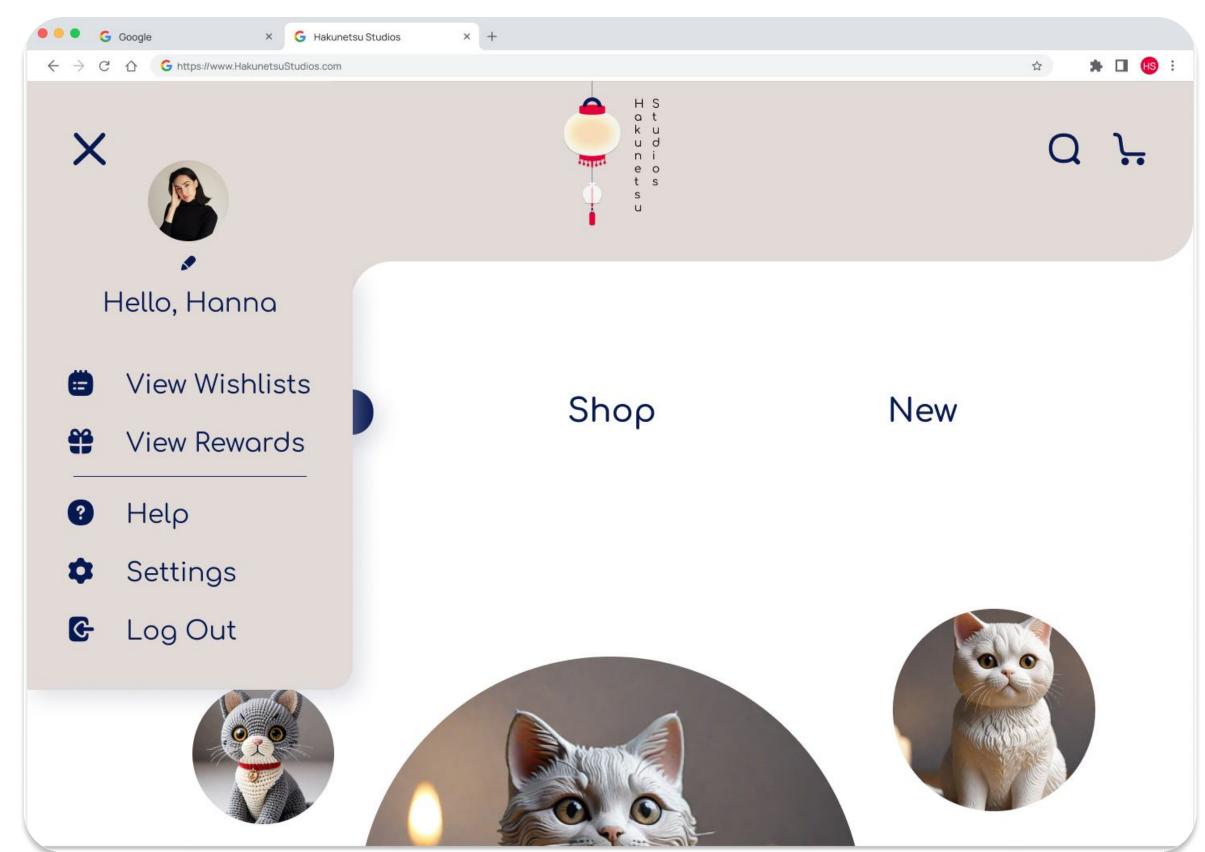
New (Mobile)



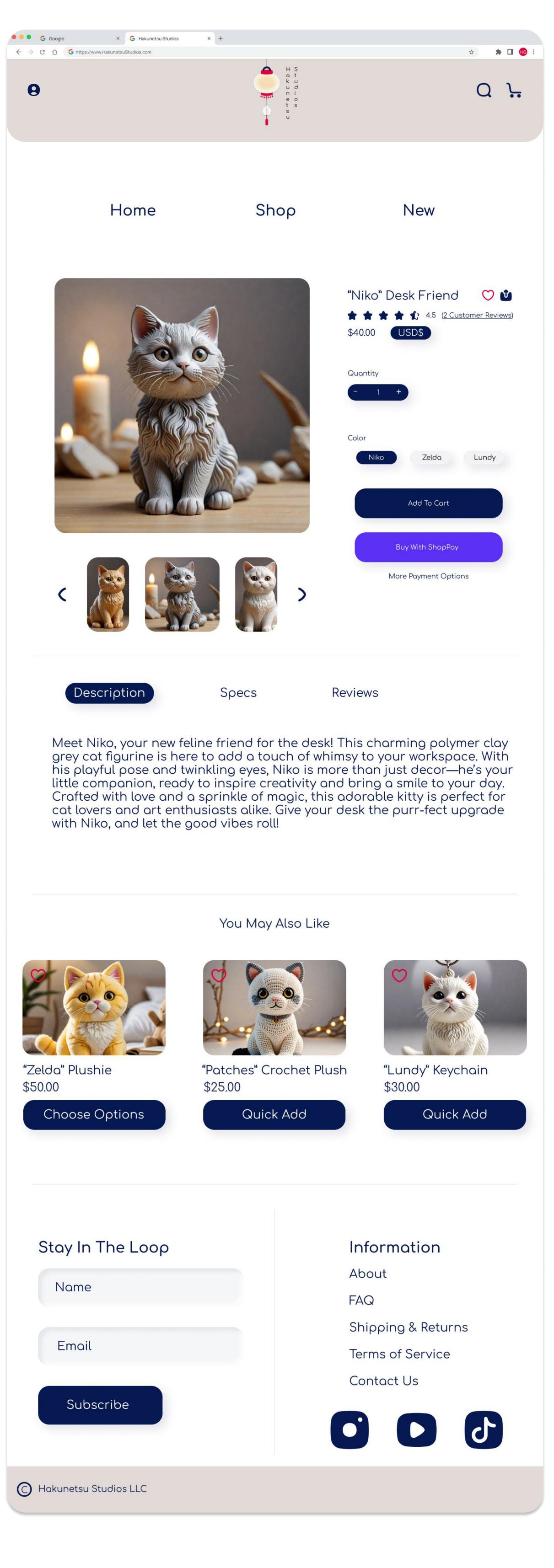
My Wishlist (Mobile)



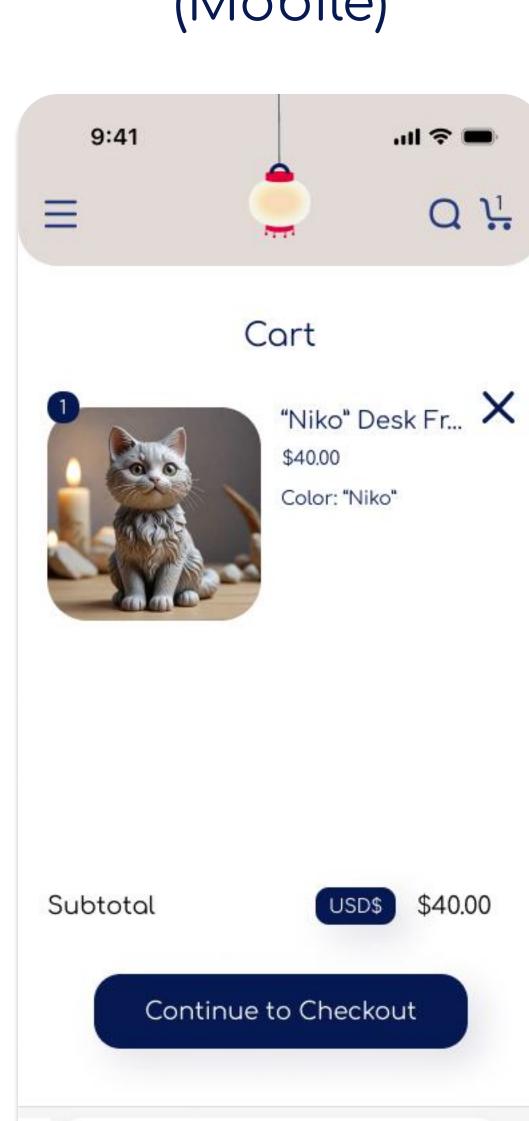
User Profile Tab (Desktop)



Product Page (Desktop)

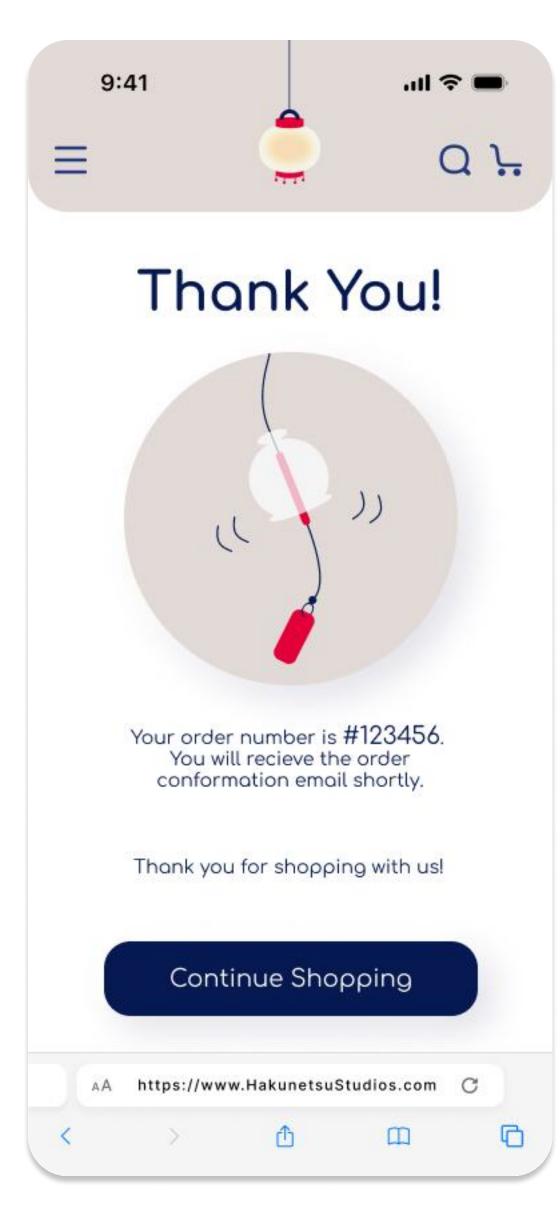






AA https://www.HakunetsuStudios.com C

Confirmation (Mobile)



Retrospective

What Went Well?

- Feeling like experience is paying off. Looking at this project against the rest of my projects makes me feel like I have greatly evolved my UI/UX skills.
- The color palette was something done on a whim and it ended up looking very good.
- Working on this app as a web-app challenged me to develop my skills further.

What Didn't Go Well?

- The user-flow process was very counterintuitive for how I process creative decisions, and it felt quite difficult while making it. I found that I spent too much time getting caught up on it, and pressed forward without completing it. I came back to it at the end, which defeated the purpose of making it in the first place.
- Not testing more frequently throughout the iteration process.
- Being that this was a personal project, it was challenging to keep my "wants" at bay.

How to Improve?

- Practice more with user-flows, trying to simplify as much as possible. They don't need to be extravagant. The world of UI/UX uses them, and therefore I should too. I need to find a way to make user flows that aligns with how I creatively process ideas.
- Make sure I am testing in some capacity during multiple iterations of the app. Test as if I'm testing for stakeholders.
- When testing, make sure the user's needs are being met before personal features are added in. Remember that my "wants" may actually be something the user doesn't want.