

TELL-TALE HEARTH



Final
UX
Report

Table of Contents

Tell-Tale Hearth
Website

oo | Table of Contents

Final UX Report : Tell-Tale Hearth

Introduction	3
Design Brief	5
Brand & Style Guide	7
Home Page & Interface Design	51
Usability Testing Summary & Improvements Made.	57
Links & References	69



Introduction

Tell-Tale Hearth
Website

01 | **Tell-Tale Hearth**

Introduction & Company Overview

Tell-Tale Hearth is a brick and mortar store that specializes in providing Dark Victorian, Medieval, Halloween, and Gothic decor for the discerning customer. Products of this variety, style, and interest are available in this spooky/dark style year round with special focus on the high holidays during the year.

Originally a brick and mortar store located in Salem, Massachusetts, the company came to fruition after the owners saw a niche need for this decor past the autumn/fall/Halloween season. They realized that they could use the prime location in Salem as a launching point to increase sales domestically due to the popularity of this style of decor.

Asking a couple questions of their customers at the point of sale at the brick and mortar, they realized the impact an expansion could have on sales. After the store opened to rave reviews and becoming a destination store for visitors to Salem, they realized they could duplicate this success online and are looking to expand the business digitally.



Design Brief

Tell-Tale Hearth
Website

02 | Design Brief Project Info & Goals

ORIGINAL PROJECT DATE: 10/02/2023

PROJECT NAME: Tell-Tale Hearth online store and brand redesign.

PROJECT SUMMARY: Create and design a website/online store for Tell-Tale Hearth to sell their products and services to customers and visitors.

SPECIFIC PROJECT GOALS: The overall goal of this new design project is to duplicate the success of the brick and mortar store in the digital/online sphere. This will allow the company to expand and offer more to their customers and visitors, plus encourage and develop a different and important level of service to their customers. For example, people want to visit the store in Massachusetts, but are not able to visit for a variety of reasons, the online store would allow them to visit from the comfort of their own home. Current customers could recommend the online store to potential visitors across the country and not feel restricted to their location.

This brick and mortar store (and eventual online store) has virtually no competitors except for Spirit Halloween and Target during the fall season. Both of these only operate with the style of decor Tell-Tale Hearth specializes in during a specific part of the year. To remain competitive, TTH will offer a variety of specialty and high quality items during the fall/Halloween season, and continue to provide these items all year round. Amazon can also be seen as a competitor, but the way TTH will differentiate from that conglomerate is by offering exceptional customer service online and recommend a visit to the online and brick and mortar stores (with giveaways, coupons, and the like.)

CURRENT SITUATION: Tell-Tale Hearth has a basic website with location information and is used mainly as an advertising space. There is no e-commerce element to the website and it doesn't receive much traffic. No effort for SEO has been made and TTH is realizing how important it is to have an online presence beyond a basic website. The company plans on employing employees to ensure brand cohesiveness and also ensure the products and store online work as expected.



02 | Design Brief Specifics

TARGET AUDIENCE: Tell-Tale Hearth's target audience are the following:

- **Home type:** Homeowners & Renters
- **Age:** Millennials, Gen-Xers, Goths, Victorian enthusiasts, folks who fondly remember participating in Halloween activities when they were younger.
- **Earning/Money:** Middle Class earners \$60,000-\$100,000 per year
- **Tastes/Attitudes:** Wedding planners, event planners, interior designers, hobbyists, folks who love Halloween
- **Location/Geography:** US/Domestic for the online store, encourage visits to the brick and mortar store in Massachusetts.

DESIGN/IMAGERY/COPY NEEDS: Tell-Tale Hearth will provide the imagery, their designer will create and curate the brand and keep everything on brand/cohesive. Brand colors and fonts will be developed alongside the design and development of the website.

TTH's copywriter will provide copy needs and product descriptions. Products sold by TTH but made by an external vendor such as Desolation Hardware and Hyde & Eeek, the external vendor will provide imagery and TTH will provide copy.

02 | **Design Brief**

Other Specifications

SIZE: Website design & development, brand identity creation and company voice creation, marketing collateral creation.

OTHER MARKETING COLLATERAL: Brand identity will be updated, brand colors and typefaces/fonts will be determined, company voice will be established. A brand guide will be created and distributed. Business cards, stationary, and printed marketing material will be created. Social cards for the company social channels announcing the website launch will be made. All alongside the creation of the online website store. Banners and signage will be updated and hung at the brick and mortar store.

OTHER SPECIFICATIONS: Any and all design materials will be owned by the company. Outside vendors using the brand will need to adhere to the established brand guidelines. Questions will need to be made via email to Tell-Tale Hearth's art director.



02 | **Design Brief**

Timelines & Deadlines

OCTOBER 2023 - DECEMBER 2023: Brand identity and company voice established. Online brand guide created, including colors, typefaces, logos, examples of company voice. This will be used to ensure the website aligns with company goals and style.

JANUARY 2024 - APRIL 2024: Definition/Discovery Phase and UX wireframes created of the website store. The documentation developed during this period will serve as the blueprints for the project. Requirements will be established by decision makers and Subject Matter Experts (SMEs), UX/Design documents will be created, project documentation and roles will be established.

MAY 2024 - AUGUST 2024: Interface and Design phase will begin. Visual design comps based on the wireframes will be created and iterated upon. Final decisions will be made after up to 3-4 revisions/iterations. The design team will develop a couple internal pages including the home page and present to the C-level/owners for review and feedback. The following pages will be designed for this first review, with other pages to follow afterwards:

- **Home page:** Overview of Tell-Tale Hearth, welcome visitors, etc.
- **Category page:** Including filters and user interaction/search
- **Example Product page:** Showcasing a selected product and recommended products that may interest the customer.
- **Cart page:** List of products the customer has added to their shopping cart.
- **Checkout page:** Online web store checkout.

02 | **Design Brief**

Timelines & Deadlines

SEPTEMBER 2024 - JANUARY 2025: Website Programming phase, UX wireframes and high fidelity prototype will be made into a workable website. Q&A testing begins after website programming is determined to be functional. Iteration on design will also occur if programmers require adjustment during this phase.

FEBRUARY 2025 - APRIL 2025: Q&A testing continues on popular browsers and devices. Launch will follow after testing concludes. This website project does not include IT projects (like establishing emails using the domain names.)



02 | **Design Brief**

Budget: Scope & Estimate

Here is our estimate and further breakdown of the proposed tasks. The estimate will NOT be finalized until the Definition/Discovery Phase is completed.

Title/Description	Cost	Unit	Subtotal
I. Brand Cohesion Phase Brand Identity and Guides created, Design and Programming/SME roles determined	\$150.00	30	\$4,500.00
II. Definition/Discovery Phase Definition/Discovery Phase and UX wireframes created of the website store. The UX wireframes developed during this period will serve as the blueprints for the project. Requirements will be established by decision makers and Subject Matter Experts (SMEs), Design documents will be used from prior phase, UX Design and roles will also be established.	\$150.00	50	\$7,500.00
III. Interface and Design Phase Visual design comps based on the wireframes will be created and iterated upon. Final decisions will be made after up to 3-4 revisions/iterations. The design team will develop a couple internal pages including the home page and present to the C-level/owners for review and feedback. The following pages will be designed for this first review, with other pages to follow afterwards: <ul style="list-style-type: none"> • Home page • Category page • Example Product page • Cart page • Checkout page 	\$150.00	75	\$11,250.00

02 | Design Brief

Timelines & Deadlines

Title/Description	Cost	Unit	Subtotal
IV. Programming Phase UX wireframes and high fidelity prototype will be made into a workable website. Q&A testing begins after website programming is determined to be functional. Iteration on design will also occur if programmers require adjustment during this phase.	\$150.00	50	\$7,500.00
GRAND TOTAL:			\$36,000.00

**Estimate is not to exceed 10% without a change order requested and approved by Tell-Tale Hearth SMEs and company owners/leadership.*



Brand & Style Guide

Our Brand &
Style

03 | Brand & Style Guide

Introduction

Tell-Tale Hearth is a brick and mortar store that specializes in providing Dark Victorian, Medieval, Halloween, and Gothic decor for the discerning customer. Products of this variety, style, and interest are available in this spooky/dark style year round with special focus on the high holidays during the year. We are now exploring and expanding our brand into the digital space and by doing so, we are also providing this guide to ensure brand cohesiveness through digital media and print. This guide is also a source of truth for our vendors and online partners.

We've created this guide to help you use some of our core brand assets and elements—our logo, brand colors, typography and how to use these assets and elements with photography.

The purpose and goal of this brand and style guide is to ensure the logo, colors, typefaces, and photography are used together in a cohesive and informative manner. This guide is a set of rules to follow when using our brand assets and developing websites, print work, and other materials to promote the brand.



Logos & Icons

Illustrative
Graphics

03 | Logos & Icons Introduction

Our logo tells a story of whimsy and represents our deep love of the fall and Halloween season. It is where we got our start. The wordmark and leaf harken back to the time when we were only open for a short couple months. It is important to maintain the logo lockup as it is intended with or without the underline.

The only difference or adjustment that can be made is to replace the color and stroke to a brand color or to replace the leaf with our mascot, Quoth the Raven. (Quoth is their name!)

In the following pages, you will see how best to use our logo and what to avoid. We also have a series of icons, patterns, and illustrations that can be utilized in your designs. If you have any questions about any of their uses, please contact us.



03 | Logos & Icons

Logo Lockups : Long - Light

TELL-TALE HEARTH

TELL-TALE HEARTH

03 | **Logos & Icons**
Logo Lockups : Long - Light



03 | **Logos & Icons**
Logo Lockups : Long - Dark

TELL-TALE HEARTH 

TELL-TALE HEARTH 

03 | Logos & Icons

Logo Lockups : Stacked - Light



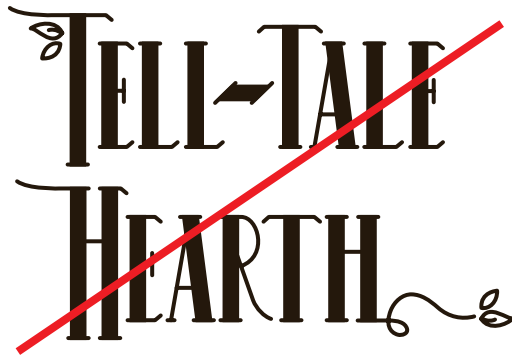
03 | Logos & Icons
Logo Lockups : Stacked - Dark



03 | Logos & Icons

Avoid Doing This With Our Logo

Do not remove the leaf or curl off of the H in Hearth without replacing it with Quoth the Raven or changing the leaf color.



Do not use non brand colors for the color gradient or solid logos.



Do not break up the lockup and insert a symbol. Even if the symbol looks like it would match the overall look.



03 | Logos & Icons Filligree, Icons, Corners, and Quoth the Raven (Our Mascot)



Brand Colors

Primary & Secondary
Colors

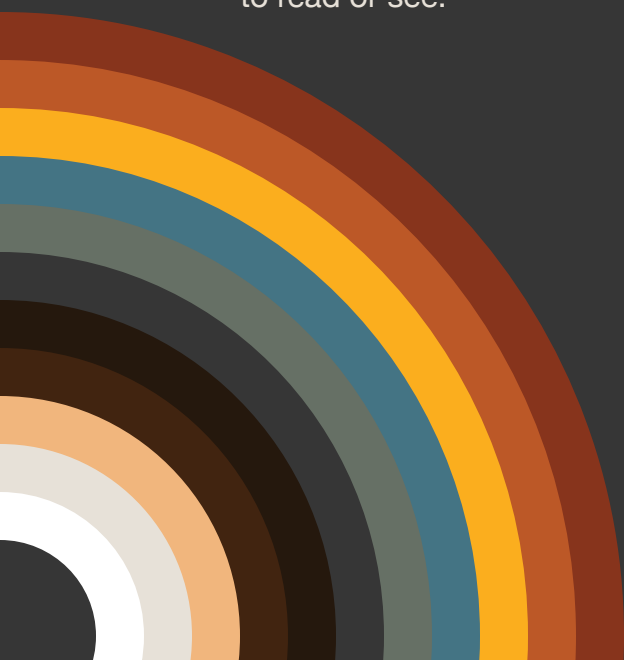
03 | Color Introduction

Our new brand color palette uses a wide array of different and rich colors designed to be whimsical, vintage, comfortable, cozy, and distinctive. Each color can be used either by itself or in a combination.

Different combinations or single use of the colors can dramatically change the tone and feel of the design created. We love this type of design exploration and want to encourage your creativity with our brand! It also can vastly change the appearance of your creation, so it is also very important to consider how they will work together. Keep in mind that certain color combinations of our brand colors can vibrate if used together and cause the viewer some discomfort, please refrain from using our colors in this way.

To ensure our brand is visible and recognized, it is very important that our color palette is applied consistently and appropriately.

Our primary colors can be used in gradients and tints of 10%. A selection of our secondary colors are only available in tints of 25%, please do not use tints of 10% for the secondary colors. This would not be AA compliant and ultimately be difficult to read or see.



03 | Color

Primary Colors



Brick

CMYK	29 86 100 32
RGB	135 52 28
HEX	#87341C
TINTS	100%–10%



Orange

CMYK	20 76 100 08
RGB	188 88 39
HEX	#BC5827
TINTS	100%–10%



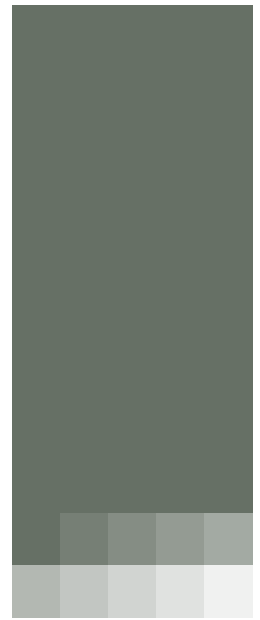
Marigold

CMYK	00 36 98 00
RGB	251 174 30
HEX	#FBAE1E
TINTS	100%–10%



Blue

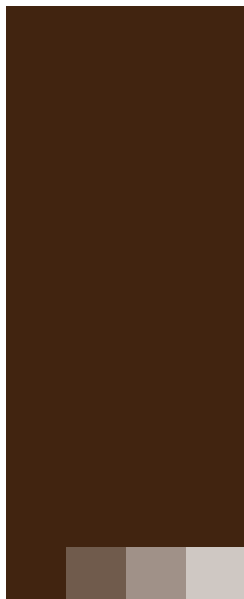
CMYK	77 45 38 10
RGB	68 115 132
HEX	#447384
TINTS	100%–10%



Sage Green

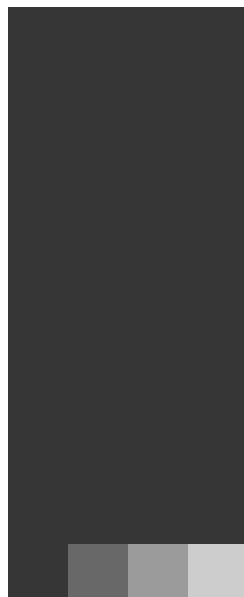
CMYK	60 44 57 18
RGB	102 112 101
HEX	#667065
TINTS	100%–10%

03 | Color Secondary Colors



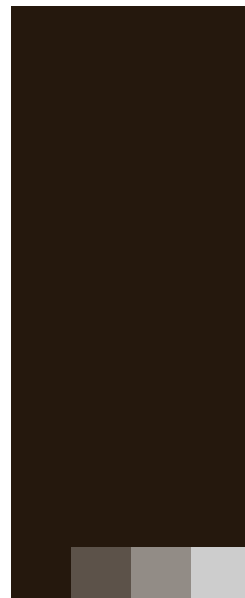
Brown

CMYK	48 73 86 68
RGB	65 36 16
HEX	#412410
TINTS	100%–25%



Shadow

CMYK	69 63 62 56
RGB	54 54 54
HEX	#363636
TINTS	100%–25%



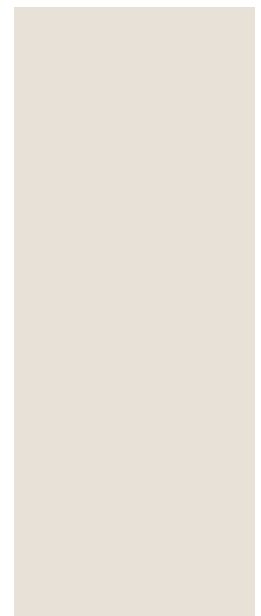
Rich Black

CMYK	60 68 76 80
RGB	37 24 13
HEX	#25180D
TINTS	100%–25%



Dark Peach

CMYK	04 31 55 00
RGB	241 182 125
HEX	#F1B67D
TINTS	100%–25%



Off-White

CMYK	08 09 13 00
RGB	231 225 216
HEX	#E7E1D8
TINTS	Not Available

**Black and Paper/White are also acceptable colors to use. Please follow this guide for tinting and appropriate color use.*



03 | **Color**

Accent Colors : Fall - Winter



Bright Red

CMYK	12 100 100 00
RGB	208 00 00
HEX	#D00000
TINTS	Not Available



Bright Green

CMYK	84 39 100 38
RGB	32 88 39
HEX	#205827
TINTS	Not Available



Cranberry

CMYK	34 89 76 43
RGB	112 37 41
HEX	#702529
TINTS	Not Available



Dark Blue

CMYK	95 74 51 55
RGB	10 41 59
HEX	#0A293B
TINTS	Not Available

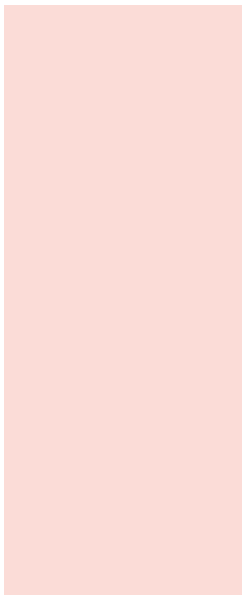
03 | Color

Accent Colors : Spring - Summer



Dark Tan

CMYK	48 73 86 68
RGB	65 36 16
HEX	#C1877B
TINTS	Not Available



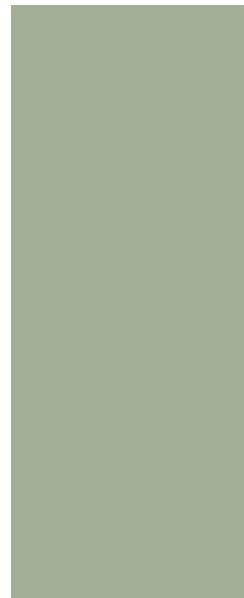
Light Pink

CMYK	69 63 62 56
RGB	54 54 54
HEX	#363636
TINTS	Not Available



Rose

CMYK	26 68 41 03
RGB	184 106 119
HEX	#B86A77
TINTS	Not Available



Laurel

CMYK	39 23 44 00
RGB	162 174 150
HEX	#A2AE96
TINTS	Not Available

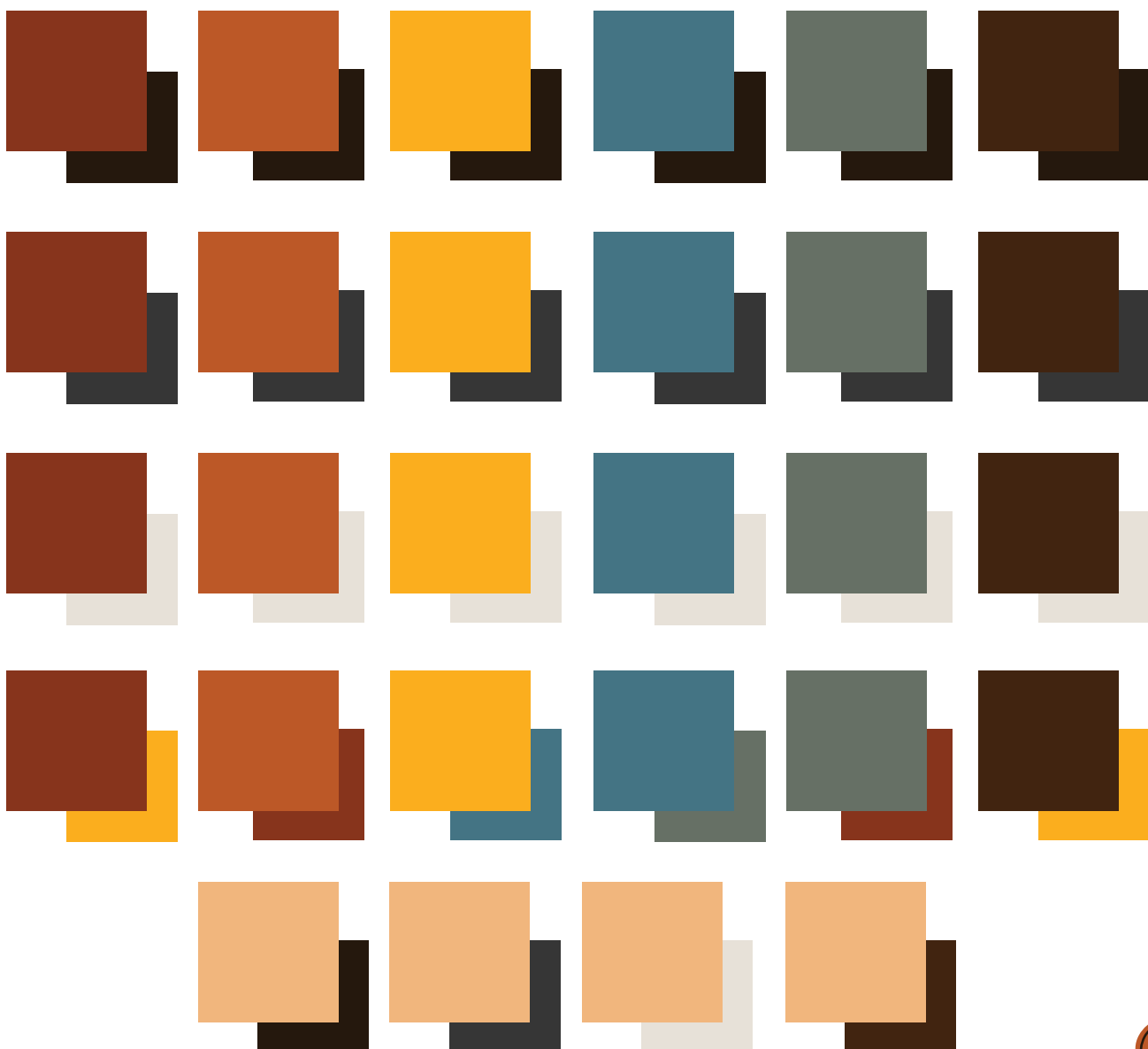


03 | Color Combinations

Our rich gray and rich black go with just about every primary or secondary color! This was completely on purpose. We like to be experimental with our colors but still offer a way to make things on brand. It is one of our favorite ways of enhancing our brand colors combination. We also made every effort to ensure each color could be used with almost every other color in our brand. This allows us to be carefree and creative for each high holiday we celebrate. From our favorite Halloween/Samhain combination to our own take on Christmas/Yule and everything in between! Have fun and if you are concerned about a combination, ask yourself, does it vibrate and is it difficult to look at? If so, don't use it.



03 | Color Combinations



Typography

A

B

Heading & Paragraph
Styles

03 | Typography Introduction

Our new brand color palette uses a wide array of different and rich colors designed to be whimsical, vintage, comfortable, cozy, and distinctive. Each color can be used either by itself or in a combination.

Different combinations or single use of the colors can dramatically change the tone and feel of the design created. We love this type of design exploration and want to encourage your creativity with our brand! It also can vastly change the appearance of your creation, so it is also very important to consider how they will work together. Keep in mind that certain color combinations of our brand colors can vibrate if used together and cause the viewer some discomfort, please refrain from using our colors in this way.

To ensure our brand is visible and recognized, it is very important that our color palette is applied consistently and appropriately.

Our primary colors can be used in gradients and tints of 10%. A selection of our secondary colors are only available in tints of 25%, please do not use tints of 10% for the secondary colors. This would not be AA compliant and ultimately be difficult to read or see.



03 | — Zilla Slab

is our primary heading typeface. It is a free Google typeface available in a variety of font weights.

03 | —

Helvetica Neue

is our primary
body typeface.
It is a premium
typeface available
in a variety
of font weights.



03 | **Typefaces & Fonts**

Zilla Slab

Zilla Slab is our heading typeface and is used in combination with our main typeface, Helvetica Neue. Usually it would be used to introduce body copy/paragraphs and can be utilized to create emphasis or focus.

Other uses can include, callouts, CTAs, buttons and standalone design elements.

Please only use the 4 selected font types shown here. Please also refrain from using Zilla Slab as the primary paragraph copy.

Regular:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*(./?)

Character Tracking: 25

Medium:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*(./?)

Character Tracking: 25

Semi Bold:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*(./?)

Character Tracking: 35

Bold:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*(./?)

Character Tracking: 45

03 | **Typefaces & Fonts**
Zilla Slab: BIG!

Regular

Medium

SemiBold

Bold



03 | **Typefaces & Fonts**

Helvetica Neue

Helvetica Neue is our main typeface and is used in combination with our heading typeface, Zilla Slab. This typeface is for primary use and is best used in body copy and paragraphs.

Uses can also include, body copy, CTAs, buttons, and other general uses.

Depending upon the use, feel free to use all font weights available with the typeface family. This includes condensed, italic, and ultra light.

Light:

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&*(,./?)

Character Tracking: 25

Regular:

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&*(,./?)

Character Tracking: 25

Medium:

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&*(,./?)

Character Tracking: 35

Bold:

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&*(,./?)

Character Tracking: 45

03 | **Typefaces & Fonts**
Zilla Slab: BIG!

Light
Regular
Medium
Bold



Photography

Style & How to Use
Our Assets

03 | Photography Introduction

Our preferred photography is muted, cozy, and utilizes soft filtering (bokeh) when possible. We do allow some photography that does not emphasize dark or muted tones however. We also encourage some of our photography to show how the products we sell can be used in a bright setting. We like to show how to use the decor available in our shop(s) in a real world setting and pin-point this in our “shop the look” available on our website and at the brick and mortar store.

Our photo style does evolve with current photographic trends, which includes details such as lighting, shadow, angle, and composition all while creating a brand-consistent and cohesive look.

The goal of our photography is for every photo is identifiable as Tell-Tale Hearth. Product and Shop the Look photography stories are clearly about the products we sell. We do not typically use people in our product focused photography, unless it is to show wearables or if the photo requires an in-action viewpoint.



03 | Photography Examples of Use

Here are some examples of our photography in use. Please use a single icon in the corner of the photo to show where the image originates. This can be the Tell-Tale Hearth leaf or a corner icon. These can be decreased in opacity/transparency to no less than 75%.



03 | Photography

Examples of Use : Decor Ideas - Different Color Schemes

Here are some examples of our photography in use. Please use a single icon in the corner of the photo to show where the image originates. This can be the Tell-Tale Hearth leaf or a corner icon. These can be decreased in opacity/transparency to no less than 75%.



03 | Photography

Examples of Use : Decor Ideas - Shop the Look



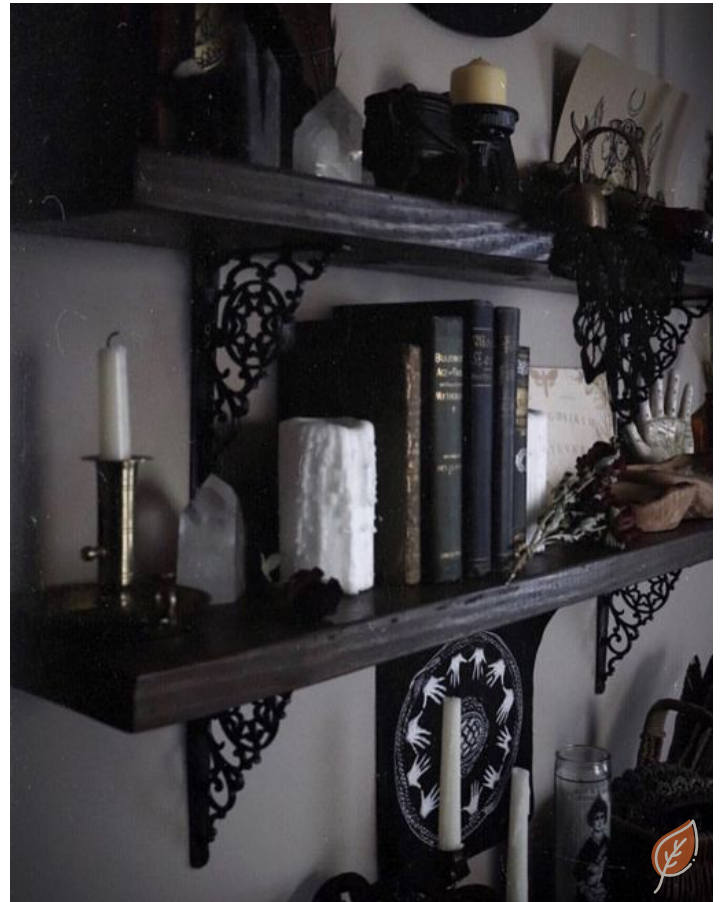
03 | Photography

Examples of Use : Decor Ideas - Shop the Look



03 | Photography

Examples of Use : Decor Ideas - Shop the Look



03 | Photography

Examples of Use : Decor Ideas - Shop the Look



03 | Photography

Examples of Use : Single Products



03 | Photography

Examples of Use : Single Products



Home Page Design

The Interface &
Brief Writeup

04 | **Home Page & Interface Design**

Tell-Tale Hearth is a brick and mortar store that specializes in providing Dark Victorian, Medieval, Halloween, and Gothic decor for the discerning customer. Products of this variety, style, and interest are available in this spooky/dark style year round with special focus on the high holidays during the year.

The website that was developed followed some similar e-commerce websites currently in operation on the web now. These included, Target, Restoration Hardware, Michael's Crafts, Spirit Halloween and Amazon. Using similar websites gave the visitors a good reason to trust the newly created TTH website and this may increase engagement and excitement during user testing and after launch of the website.

There isn't a reason to recreate the wheel, so by using these sites as inspiration and also placing things in logical (and expected places,) we were able to try some new things out that may normally fail to excite or inspire. These areas included the 'Shop the Look' areas and adding multiple things to the cart at one time.

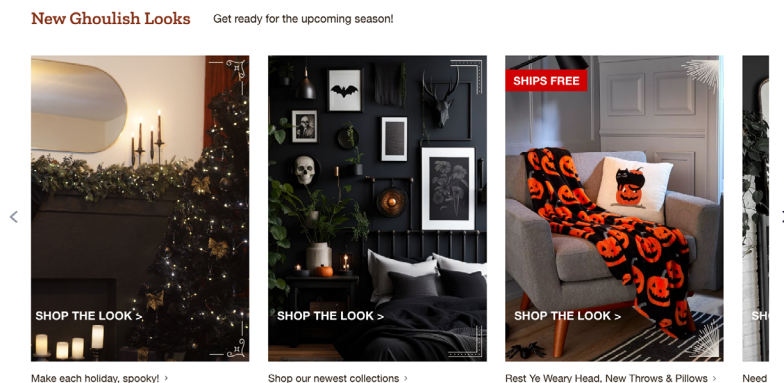
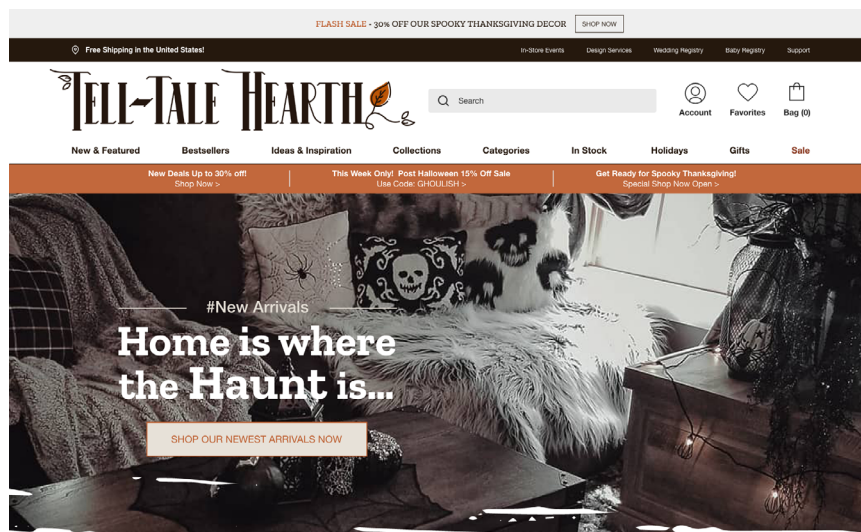
Common areas of these websites include the placement of the icons with the bag/cart in the upper right corner, the logo on the left, and a main navigation spanning below this area. The pages including the product pages and checkout pages also followed a fairly similar layout to these other websites where the imagery tells a story and leads the user to help them decide to purchase.



04 | Home Page & Interface Design

Navigation, Main Navigation, Sub Navigation, and heading images. Main navigation uses normal website/e-commerce locations, logo on the left, search bar, and icons indicating account, favorites, and bag/cart in familiar locations for ease of use.

Welcome message follows with a carousel of 'Shop the Look' options/inspiration. These will take the user to that 'Shop the Look' page where they can interact with the inspiration (either by selecting specific products, adding products to their bag/cart, and/or viewing product pages.)



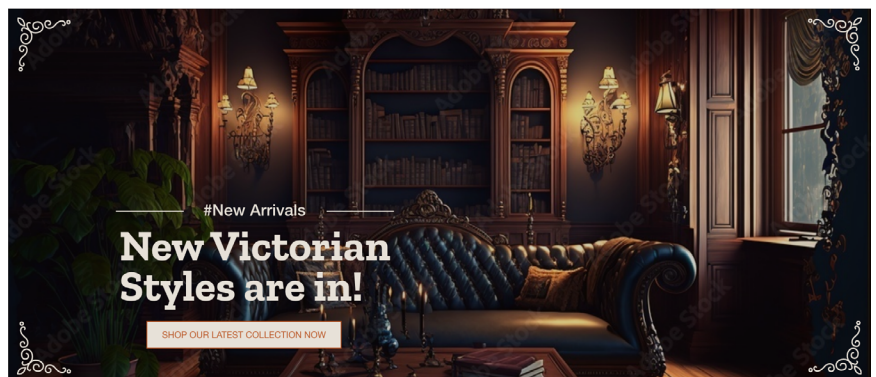
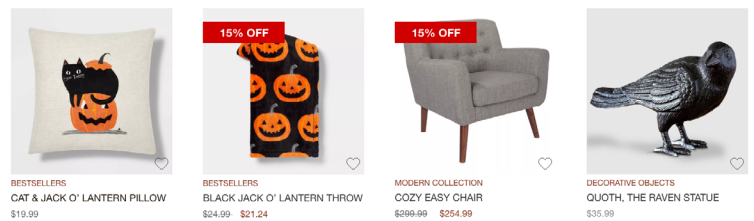
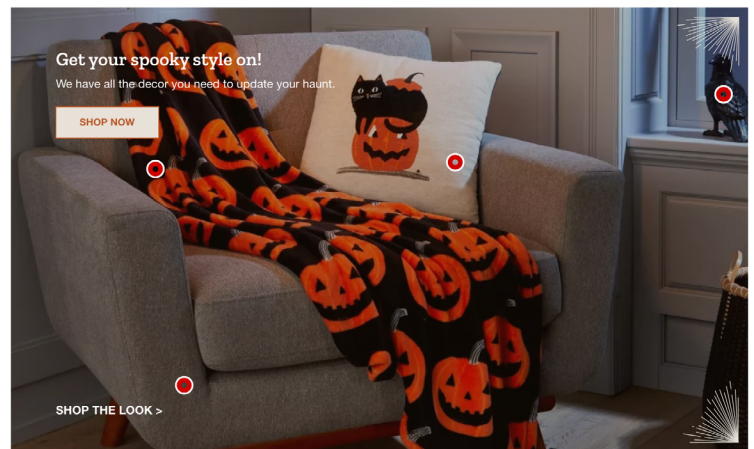
04 | Home Page & Interface Design

After the inspiration carousel, the interactive ‘Shop the Look’ section is served next. This area has specific products highlighted in a map-like image with product information during the user’s mouseover event. Clicking on these products will take the user to that product’s page. Clicking on the ‘Shop Now’ button takes them to a different page that would allow the user to put all the items in the image into their bag/cart.

Product images and descriptions follows the interactive image map. This allows the user to select the product they want and visit the product page and add to their bag/cart.

A mid-page header appears follows this section.

Need Inspiration? Shop this look!

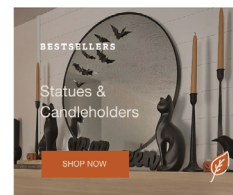
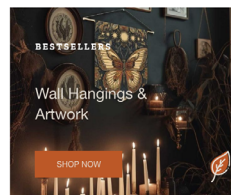
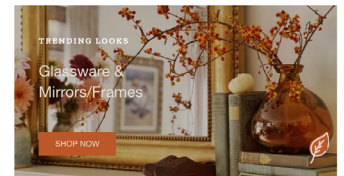
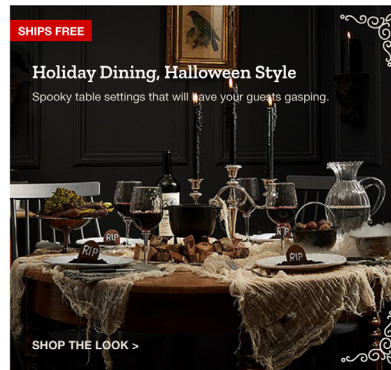


04 | Home Page & Interface Design

After the mid-page header section with an area with an interesting visual featured products sections. The featured products have a rollover effect that makes it easy to read and understand what the purpose for them and where they take the user.



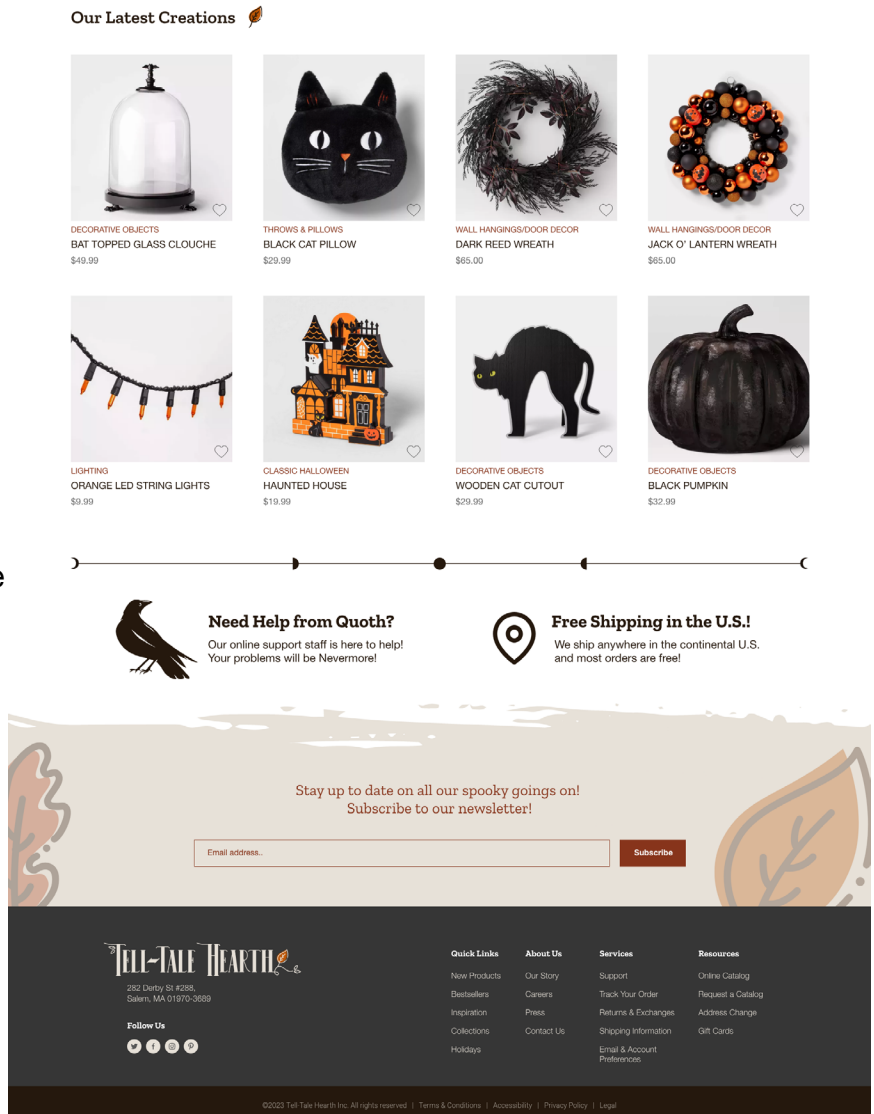
Featured Products



04 | Home Page & Interface Design

Following the featured product section, there is a visual list of products available (called 'Our Latest Creations') These would take the visitor to their specific product pages and allow for users to add them to their cart.

Following this area is the footer, which includes options to connect with support, a message about free shipping in the U.S., a way to sign up for the store's newsletter, and the main footer.



Usability Testing

Summary &
Improvements Made

05 | Usability Testing Summary & Improvements Made

While it is optimal to conduct a questionnaire along with an in-person interview, we decided to run a preliminary questionnaire online so our users/potential customers could do the questionnaire/survey in the comfort of their own homes and during a time that works best for them.

A call for participants was offered to different groups online (using Facebook, Discord, and Slack) and in a couple cases, in-person. Users within these groups live all over the United States and everyone felt comfortable using and filling out Google Forms.

Using the timed questionnaire, tasks will be assigned to the participants to understand their process. Each task was designed to determine how well they are able to interact and accomplish each task and if they were successful.

Prescreening: Categorize the participants into demographic groups.

Task #1: Initial impressions and looking at the home page.

Task #2: Finding products and adding them to the cart/bag.

Task #3: Viewing the cart/bag and ease of use.

Task #4: Proceeding to checkout and returning home.

Task #5: Final Takeaways and thoughts.

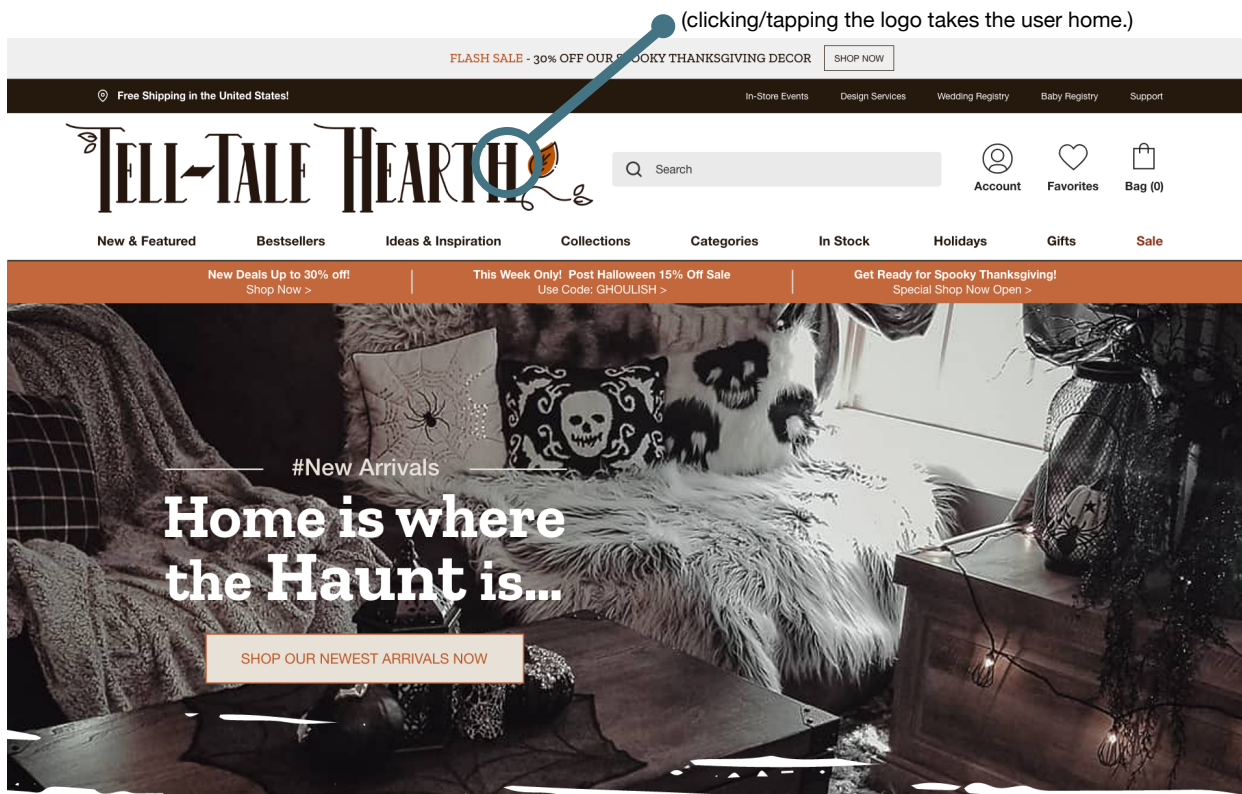
The results of the survey were compiled and a few usability issues were highlighted and deemed to be important enough to update and change. There were some fairly minor changes to the prototype that made the website seem to fix most usability problems the users had reported in the latest user test. These included increasing the font size in almost all instances, ensuring a way for users to go home (aka know where they are at all times,) cutting some unnecessary copy when being succinct would provide the right amount of information, adding another accent color for CTAs, increasing the size of icons, and adding additional information on the order confirmation page for user retention.



05 | Updates To the Prototype

According to Jakob’s Law, users spend most of their time on other sites. It is beneficial to potential users to have the site work the same way as all the other sites they already know. Ensuring the logo takes users home is important and is expected behavior. Other sites do this, ours should as well.

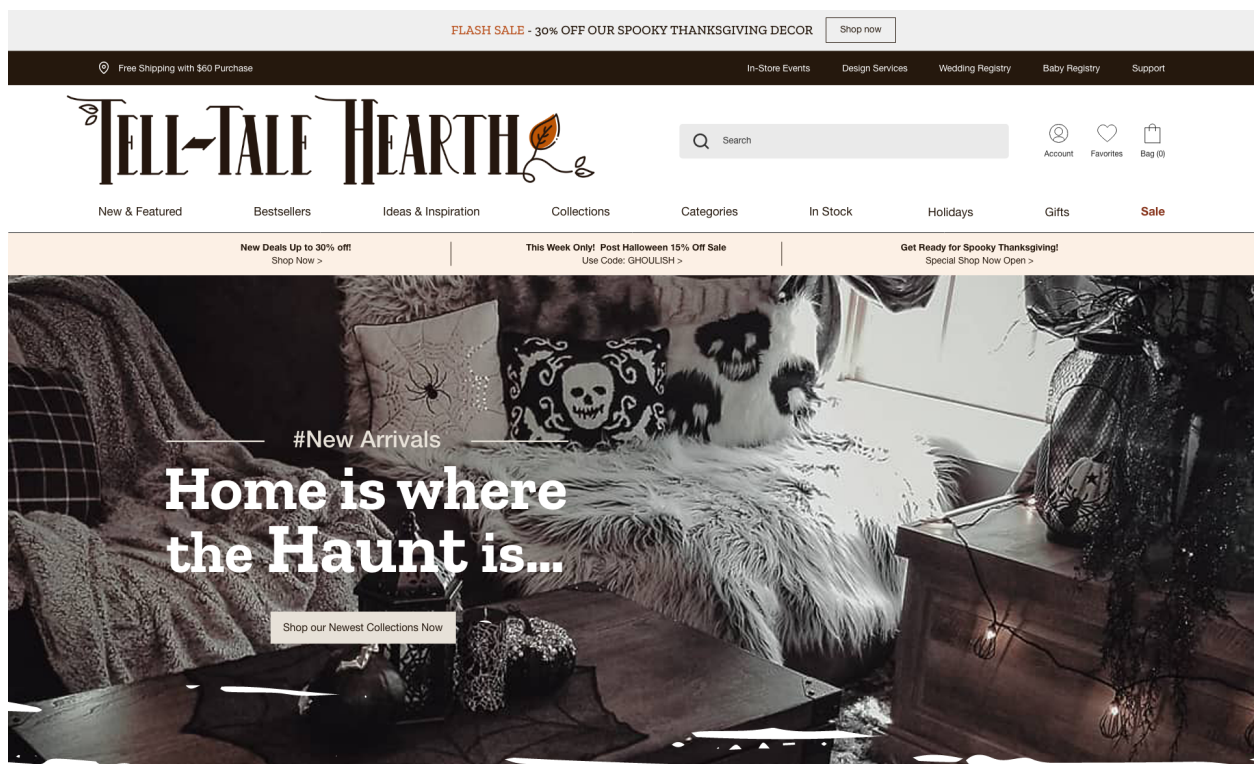
(Laws of UX, <https://lawsofux.com/jakobs-law/>, Jakob Nielsen)



WELCOME TO OUR NEW ONLINE STORE
**All the Welcomes! Tell-Tale Hearth is your one stop
shop for all things spooky & home decor.**

05 | Previous Prototype

During the user test, some users mentioned the logo didn't always take them to the home page as they had expected since this is a feature of other e-commerce websites and this was frustrating to them. It also made it seem as though the website wasn't working correctly as expected. It also made them question if it would work in the future and this could also degrade the brand perception of the website.



WELCOME TO OUR NEW ONLINE STORE

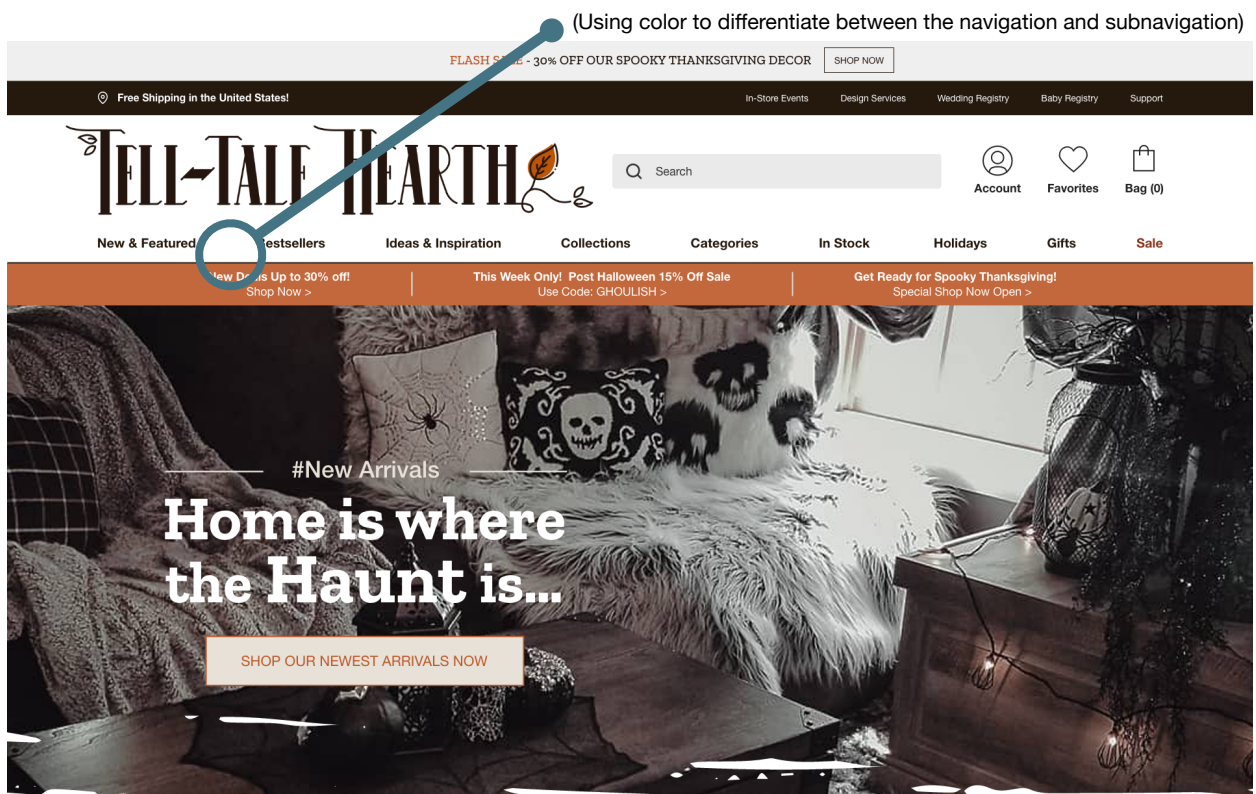
All the Welcomes! Tell-Tale Hearth is your one stop shop for all things spooky & home decor.



05 | Updates To the Prototype

According to Kelley Gordon in the following Nielsen Norman Group article, iterating with color choices can assist with brand perception, encourage interactions, and even increase usability and accessibility.

[\(https://www.nngroup.com/articles/color-enhance-design/\)](https://www.nngroup.com/articles/color-enhance-design/)

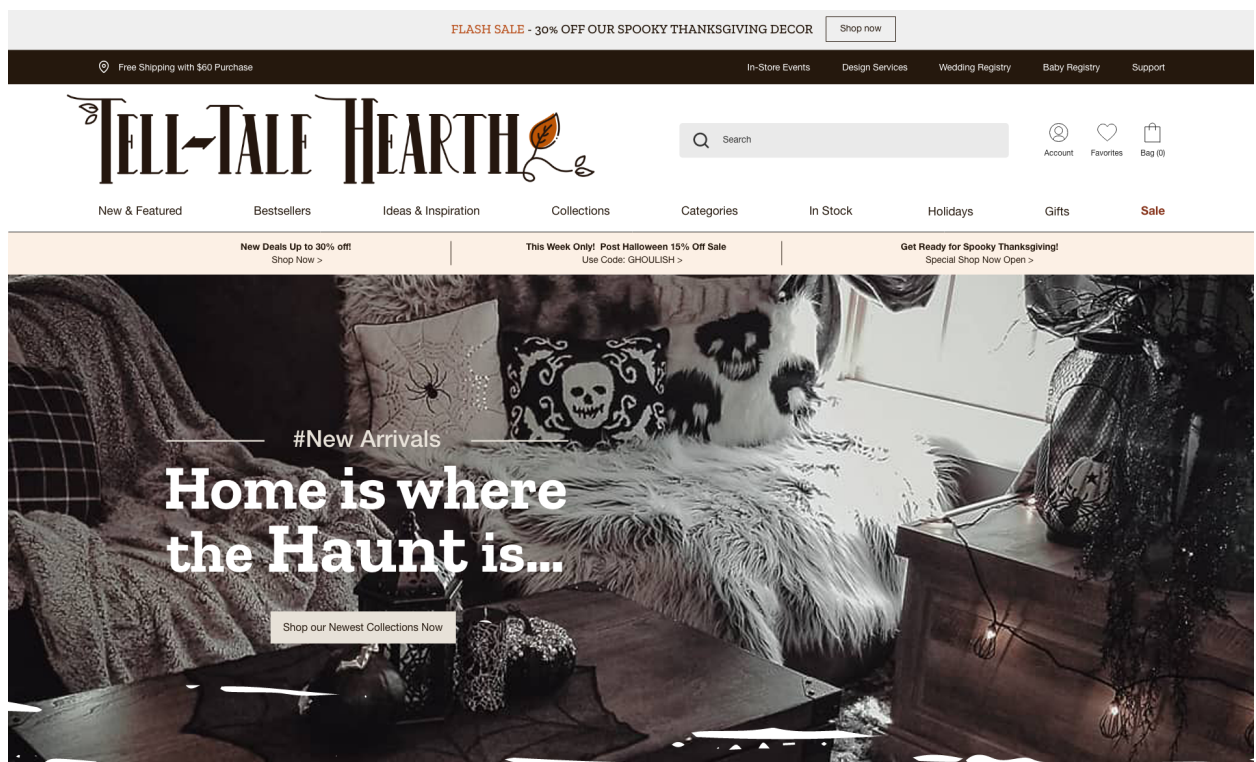


WELCOME TO OUR NEW ONLINE STORE

All the Welcomes! Tell-Tale Hearth is your one stop

05 | Previous Prototype

Using color to differentiate between the main navigation and the sub navigation was called out by a couple users. One mentioned the text in the sub navigation was also too small for them to read (increasing it allowed for better accessibility and color contrast.) Another mentioned how the light color made it blend in too much with the main navigation. A few users noted that the color choices to enhance components of the website in their view could be changed to better emphasize areas.



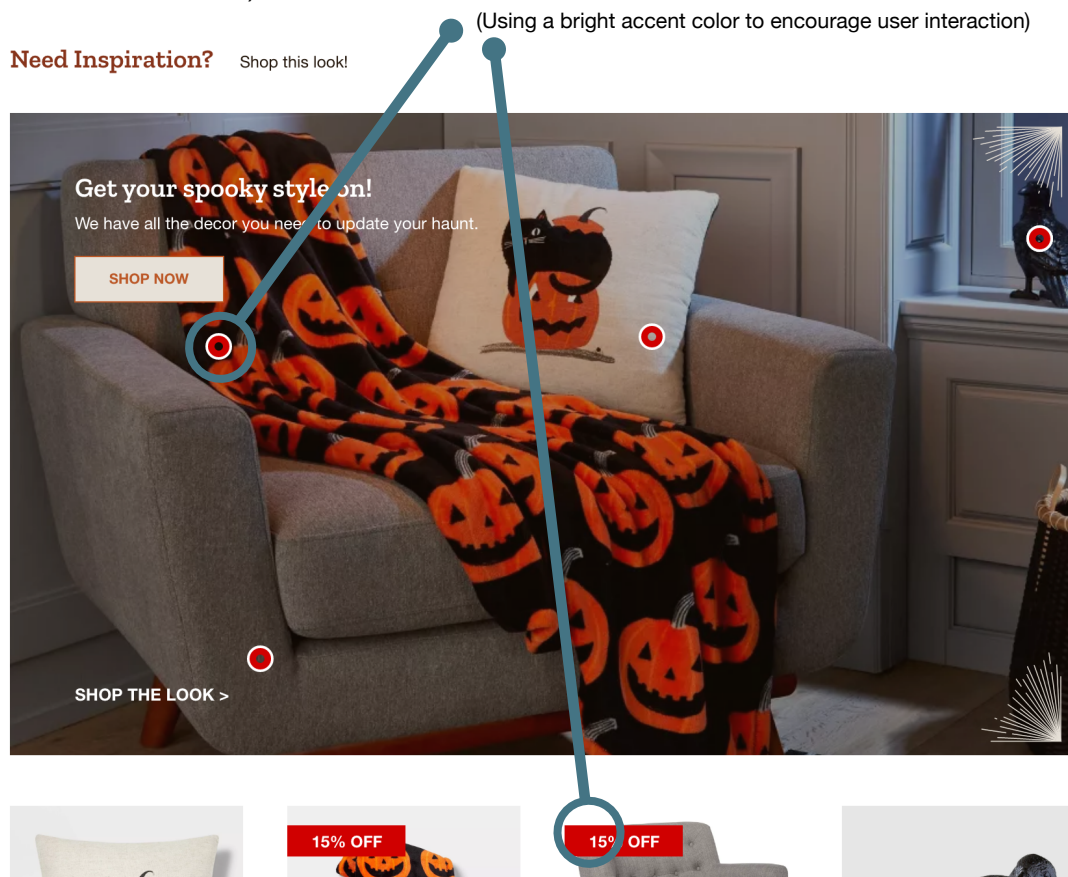
WELCOME TO OUR NEW ONLINE STORE
All the Welcomes! Tell-Tale Hearth is your one stop



05 | Updates To the Prototype

Adding a bright accent color for call to action interaction, can draw the user's attention. Specifically using a bright red that would require some attention on the part of the visitor/user. By using this color, it will draw their attention to specific areas, like the popups that happen when mousing over or the items that are for sale/clearance. Warm colors typically are associated with excitement and energy, whereas cool colors are more calming and relaxed.

<https://bootcamp.uxdesign.cc/the-psychology-of-color-in-ux-design-how-color-affects-user-behavior-and-emotion-27627d508f2c>

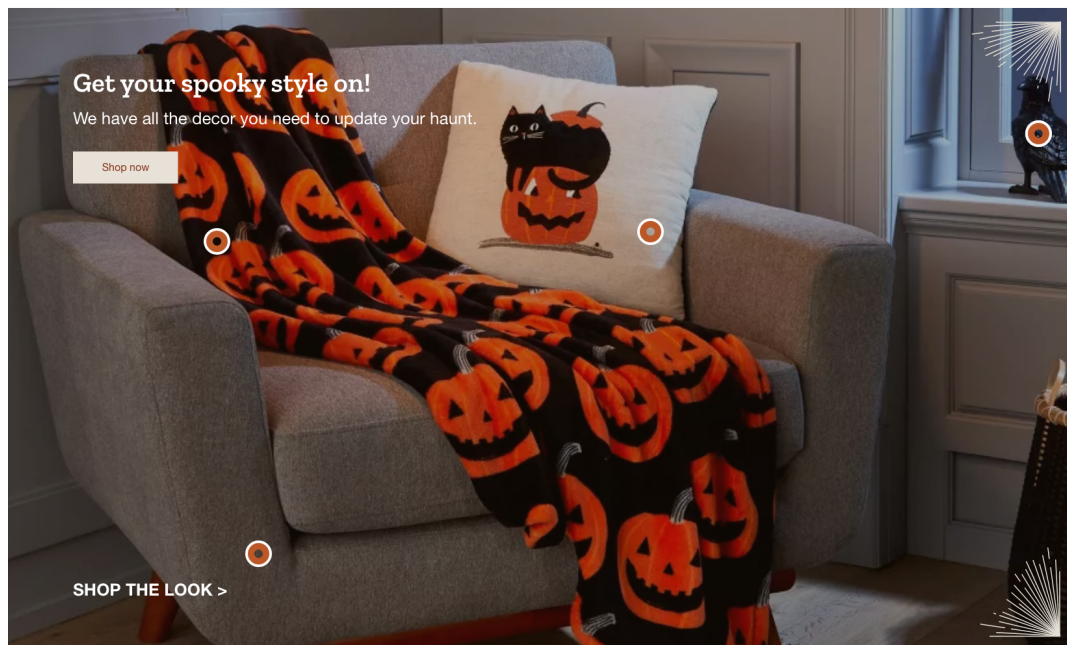


05 | Previous Prototype

Some users mentioned the CTAs were too muted and blended into the image too much. By changing the color, they now not only pop out more, but the Law of Proximity can also be seen by the user and utilized. The proximity helps to establish a relationship with nearby objects. The interaction offered here will be understood by the user due to the CTA's proximity to each other.

(<https://lawsofux.com/law-of-proximity/>, Gestalt laws of grouping)

Need Inspiration? Shop this look!



05 | Updates To the Prototype

Another nod to Jakob's Law, users spend most of their time on other sites and they like similar sites that work in the same way. This time placing the bag/cart in the upper right corner of the navigation and using a larger indicator of items added to the bag can also be reminiscent of a mobile indicator and of other e-commerce sites.

(Laws of UX, <https://lawsofux.com/jakobs-law/>, Jakob Nielsen)

(increased the size of the icons and used the accent color to indicate added items to the bag/cart)



05 | Previous Prototype

Users during the test mentioned the icons being too small and the added to bag indicator color was flat and difficult to see. By changing the color of the bubble and increasing the icons and the fonts, the users can easily see the icons better and in turn accessibility and usability is increased. Users understood why the icons were there and what they were for, and this may be a good instance of ‘Recognition rather than Recall’ due to knowing what the icons mean. Still a good idea to make them bigger.

FLASH SALE - 30% OFF OUR SPOOKY THANKSGIVING DECOR [Shop now](#)

Free Shipping with \$60 Purchase
In-Store Events
Design Services
Wedding Registry
Baby Registry
Support



Account
Favorites
Bag (1)

New & Featured
Bestsellers
Ideas & Inspiration
Collections
Categories
In Stock
Holidays
Gifts
Sale








BESTSELLERS

Cat & Jack O' Lantern Pillow **\$19.99**

★★★★☆ (100 Reviews)

SKU: 60000012345
STYLE: TTH-01-345678

Qty

Color: Off White/Natural

●
●
●

ADD TO BAG

ADD TO REGISTRY

ADD TO WISHLIST

PRODUCT DETAILS
DIMENSIONS
SHIPPING & RETURNS

What a great choice! We know you'll love this.
(It will go great with your stuff.)

Product Details 



05 | Updates To the Prototype

According to the Baymard Institute, the order confirmation page is quite frequently an afterthought in the process of design and development of websites and can create some user friction at the end of a transaction. It can be used to further user engagement and even allow for cross-selling, newsletter sign up, and account creation.

(<https://baymard.com/blog/order-confirmation-page>)

(added more user interaction by showing the user their latest order)

FLASH SALE - 30% OFF OUR SPOOKY THANKSGIVING DECOR SHOP NOW

Free Shipping in the United States! In-Store Events Design Services Wedding Registry Baby Registry Support

TELL-TALE HEARTH Search Account Favorites Bag (0)





New & Featured Bestsellers Ideas & Inspiration Collections Categories In Stock Holidays Gifts Sale

Thank you for your order! We hope you're excited!

Your order number is #TTH-0192637465, you'll receive a confirmation email shortly.
Do you also need to print or view your receipt? Or would you like to track your order through your account? Or do you need to create an account?

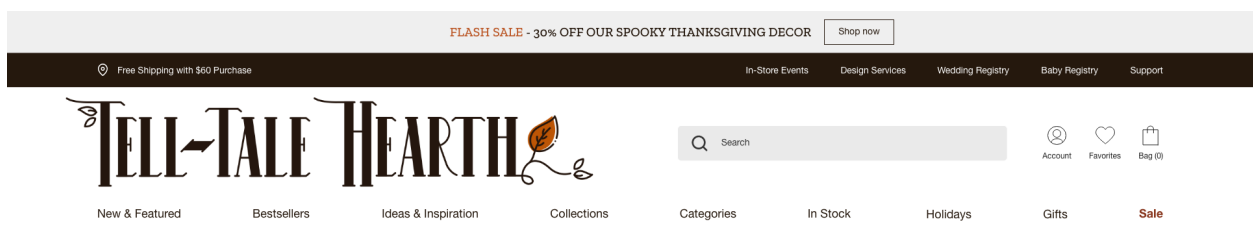
VIEW MY RECEIPT VIEW MY ACCOUNT CREATE AN ACCOUNT

Your Recent Order

 <p>BESTSELLERS CAT & JACK O' LANTERN PILLOW \$19.99</p>	 <p>15% OFF BESTSELLERS BLACK JACK O' LANTERN THROW \$24.99 - \$21.24</p>	 <p>15% OFF MODERN COLLECTION COZY EASY CHAIR \$299.99 - \$254.99</p>	 <p>DECORATIVE OBJECTS QUOTH, THE RAVEN STATUE \$35.99</p>
---	--	---	---

05 | Previous Prototype

One user called out how spartan the order confirmation page looked saying that there was enough space to interact with and offer newsletter sign ups or imagery to encourage the user to stay on the website, even after a purchase.



Thank you for your order! We hope you're excited!

Your order number is #TTH-0192837465, you'll receive a confirmation email shortly. Do you also need to print or view your receipt?

[VIEW MY RECEIPT](#)

We'd like to offer you a discount on your next order with us as a thank you, please use this order code the next time you shop with us! (Clicking the button will copy to your clipboard!)

[EXTRA15](#)



Need Help from Quoth?

Our online support staff is here to help!
Your problems will be Nevermore!



Free Shipping in the U.S.!

We ship anywhere in the continental U.S.
and most orders are free!



Links

[Link to Interactive
Prototype](#)

o6 | Links & References : & to Interactive Prototype

Link to updated Prototype:

<https://xd.adobe.com/view/625269b7-3697-4a08-8ab4-ba581945cb70-3701/?fullscreen&hints=off>

References:

Users like similarity:

Laws of UX, <https://lawsofux.com/jakobs-law/>, Jakob Nielsen

Iteration with color is worth doing:

<https://www.nngroup.com/articles/color-enhance-design/>

Accent colors, the psychology of color:

<https://bootcamp.uxdesign.cc/the-psychology-of-color-in-ux-design-how-color-affects-user-behavior-and-emotion-27627d508f2c>

Law of Proximity:

<https://lawsofux.com/law-of-proximity/>, Gestalt laws of grouping

Info about the order confirmation page and it being worth iteration:

<https://baymard.com/blog/order-confirmation-page>



Thank you!

TELL-TALE HEARTH 