

Suppl

UX Report
Sam Grauman

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Executive Summary

Introduction

In this report, we will be analyzing the website of Supreme, a popular streetwear fashion brand known for its unique designs and collaborations with famous artists and designers. The objective of this analysis is to evaluate the website's effectiveness in terms of user experience, design, functionality, and overall online presence.

The findings of this report will evaluate the current issues, and provide valuable insights into how Supreme can enhance its online presence, increase engagement, and improve the user experience on its website. Ultimately, the report aims to offer actionable recommendations that can help Supreme optimize its website and achieve its marketing and sales objectives.



Executive Summary

Current Issues

There are a number of glaring navigational issues. There is no menu navigation anywhere but the home screen, and most buttons are hiding at the bottom of the page. The font size on the website is painfully small, causing these buttons to be even more hidden, and hard to read. Their buttons are often labeled poorly, and all of their pages are organized different then the last.

Their most important page, the Shop, is unnecessarily complex. When clicked, you are given a wide array of thin, close up images, where visitors can't even tell what clothing they are looking at. If you click "view-all" at the bottom of the page, it reorganizes the clothing in a more typical grid pattern, but remains extremely bare, and continues to be difficult to navigate. The size chart is another headache, with sizes for each article of clothing separated, on one document, that ends up being nearly 20 pages long.



Executive Summary

Evaluation Methods

The methods listed below were used to determine the usability issues of the website, indicating where the kinks in the chain are, and the overall functional and efficiency of the website

- Comparative Analysis
- Personas & Scenarios
- Interview
- Survey
- Card Sort
- Usability testing



Executive Summary

Results

Based on the evaluations, Supreme could make some major improvements to their website.

Their dedication to minimalism and simplicity is working against them. Supreme lacks a majority of vital components compared to other online merchandise experiences. They do not have a search function, or a login feature, a wishlist, etc. These are all instrumental components in creating an up-to-date website that allows for seamless navigation and no frustrations, and only works against them to not include in their website.

Another evident weakness of the Supreme website that is highlighted by the card sort, is its navigation. With no navigation menu outside of the home screen, it is hard for users to know where they are going and where they have been especially considering some of the links are labeled poorly, like “random”.



Executive Summary

Results

This evaluation details on a wide variety of usability issues. The foundational design is too simple and goes against common web convention. There are too many buttons you need to click to get where you are trying to go, and a lack of pleasurable and positive experiences. There is a significant clarity issue from text size, to clothing images, to button placement and labeling. New users will have a difficult time shopping on the Supreme website, but long term customers are used to the bare design and most likely enjoy it.

Testing users on the Supreme website through the usability test validated and verified that their website lacks efficiency and clarity to new users. It is in contrast to nearly any other online shopping experience, in a bad way. Participants were consistently getting stuck, having to return to the home screen to re-navigate, and overall had a negative experience trying to complete intermediate tasks.



Executive Summary

Recommendations

Rename “Random” tab to “Videos”

Add a permanent navigation menu at the top of the screen, and redistribute content from the news, random, lookbook, and shop tab to create a proper home screen.

Get rid of the first page in the shop, instead send users to a better organized “view-all” section, that displays featured products first, and has a clear way of organizing.

Increase the font size, and create big text headings for more important links, like shop, collections, etc.

Add share buttons to everything, including instagram, twitter, facebook, pinterest, etc.



Executive Summary

Recommendations

Restructure “News” so users can see the most recent few articles with headers on each, and an archive section that extends the page so users can read all the headlines and decide what to read first.

Combine all “Lookbooks” into one all encompassing link where users can pick the season they want to look at, and interact with each item through a likes/dislikes and comment section.

Expand greatly on the “About” page. This page could include additional information about their history, who their designers are, what their values are and more detailed informations about collaborations. Supreme has a tumultuous history that should be expanded upon for their everyday customers.

Newsletter signup should be a pop-up as you enter the website so more people are aware of it.

Supreme

Site Description

Supreme is a clothing brand based in New York. They opened their first store Nearly 30 years ago, and quickly became synonymous with New York Skate Culture.

Supreme

01/29/2023 10:50am NYC

Supreme's website is unlike any other online shopping experience. Nearly every Thursday a new project goes live on their website, and when something goes out of stock, it never gets restocked so that it feels more 'collectible'.

news

fall/winter 2022 preview

fall/winter 2022 lookbook

shop

random

about

stores

contact

mailing list



Supreme

Supreme

Site Description

Their website link takes you straight to their homepage, which acts as a navigation hub where you can find different sections of their site. You can find links to their Shop, Lookbooks and previous collections, videos, store locations, etc.

Their website is trying to embody the same ethos as their clothing by having stripped back pages. This has caused the website to be uninspiring and confusing to navigate for newcomers. Having bad navigation on a website can greatly harm the user experience, leading to frustration, confusion, and ultimately, abandonment of the site.

Supreme

01/29/2023 10:50am NYC

news

fall/winter 2022 preview

fall/winter 2022 lookbook

shop

random

about

stores

contact

mailing list



Supreme

Site Description

Their news tab does not tend to cover just supreme news, and is more of a mix of articles and updates about their brand and others. Their about tab only consists of a few short paragraphs that summarize the brand and where it came from. And the shop tab is currently not available because they do not have any new clothing.

Only selling a limited amount of items once every few weeks perpetuates the collectible nature of their brand, but they are not giving any other reasons to visit their website because there are better places to go for their other tabs, like news, about, or lookbooks.

Supreme

01/29/2023 10:50am NYC

news

fall/winter 2022 preview

fall/winter 2022 lookbook

shop

random

about

stores

contact

mailing list



Supreme

Supreme

Site Requirements

For Supreme to improve their website, they need to rebuild everything from the ground up. Their homepage should consist of more than a navigation menu on a black background. They could either implement their 'Random' Feature straight to their homepage, or use their 'News' Tab's content to put on the homepage.

There is no real reason to use their website outside of their weekly clothing drops, so adding another, less exclusive shop would be beneficial to their user consistency. Somewhere to buy normal, non collectible products.

Their 'About' tab should be expanded upon and updated. Any Link on their homepage should consist of more than 3 short paragraphs. Possibly a read more section would work well for this case.

Supreme

Supreme

Competitive Analysis

Supreme's main competitors are Vans, Rip N Dip, Stussy, Off-White, and many more.

A quick visit to any of their website and you can immediately see the differences in website design. While each of their competitors website has their own distinct feel, supremes feels much more reserved and bare bones.

Although Supreme clothing is not sold all the time, and it can be a challenge to get even one item of clothing on their website, they still have one of the most successful fashion brands on the planet, so a quick bump in their online presence could spill new beginnings for the brand.

A comparison of their competitors could give insight to what Supreme's website is lacking, and where it succeeds.

Supreme

Supreme

Competitive Analysis

Supreme	Supreme	Balenciaga	vans	Off-White
Unique features	Random Tab Layout	Modeling on Clothing - 'Explore' Tab	'Customs' Tab - shop by sport - search by image	Virgil Abloh commemoration - Gifs
Design Strengths	Branding - Simple Navigation	Seamless Attractive Design - Lots of Options	Home Page - shoes front and center	Great minimal design - color palette
Design Weaknesses	Feels bare - Lacking things to do	Not a lot of color	Cluttered	Currently no working links

Supreme

Supreme

Competitive Analysis

Supreme	Supreme	Balenciaga	vans	Off-White
News	Green	Green	Red	Red
Sign-In	Red	Green	Green	Green
Search Bar	Red	Green	Green	Green
Order History	Red	Green	Green	Green
Wishlist	Red	Red	Green	Green

Supreme

Amy B Lawrence



Award-winning music maven. Tv expert. Twitter fanatic. Evil writer.

Age: 30
 Work: **Architect**
 Family: Single
 Location: West Virginia
 Character: **Goof Ball**

Personality



Goals

- Go to the beach every week for a year
- Sell thrifted products on eBay
- To create a playlist for every mood

Frustrations

- I Love puzzles, but I am absolutely terrible at them.
- Finding the perfect pair of sneakers
- The existence of Billionaires
- No one makes real music anymore

Bio

Amy is a 30 year old Globetrotter. She loves being online and staying up to date on trends. She finds herself online shopping five out of the seven days of the week, and is always on the lookout for new clothing. She has recently started thrifting to save money, but does not have a lot of experience doing so, and is looking online for things to look out for. She knows SUPREME™ is trendy and can resell for a lot so she went looking for their catalog, but was disappointed that their website does not have a space to learn about their products and their history. To find out about supremes products, Amy was reduced to ask her followers on twitter for their help.

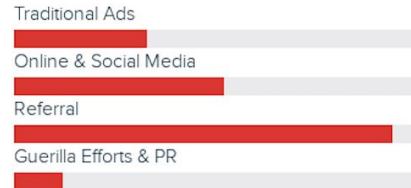
Motivation



Brands

- LuLuLemon
- Nike
- Apple
- Viivienne Westwood
- Fjallraven Kanken
- KAWS

Preferred Influence



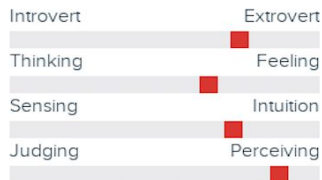
Carol G Williams



*pop-culture trailblazer. Thinker.
Freelance food enthusiast. Typical
travel buff. Mom.*

Age: 51
Work: Nurse
Family: Divorced with kids
Location: Indiana
Character: Caretaker, Parent

Personality



Goals

- Learn how to drive stick
- I want everyone to think I have the coolest kids
- Actually use my gym membership

Frustrations

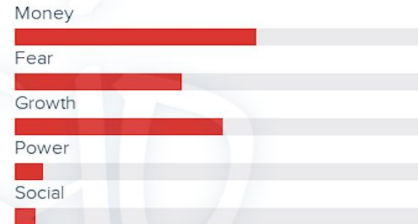
- Staying in shape at 51 years old
- Finding the perfect presents for my kids
- Not letting my job intrude on my life
- That Marvel will never make a movie as good as Endgame

Bio

Carol G is a hardworking mother of two. She prides herself in taking care of her kids and working a full-time job. If that was not enough, she has hobbies that include reading about pop-culture, cooking, and traveling with her children.

Carol loves giving the best presents. Her son has been asking for Supreme clothes to show off at school since his birthday, but Carol G is having a lot of difficulty getting this done. She wants to avoid buying from resellers because they could be fake, and are way more expensive. She has tried using the website to buy clothes on Thursdays, but due to the extremely limited stock, and highly valuable items, scalpers have always beaten her to checkout. She wishes Supreme would do something to make their products more widely available, and more accessible to purchase.

Motivation



Brands

- Macy's
- Tiffany & Co.
- HeadSpace
- Facebook
- Nieman Marcus
- Starbucks

Preferred Influence

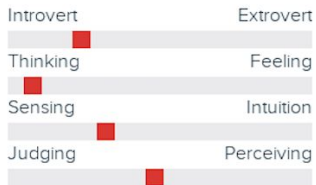




Typical music junkie. Style Curator.
Bacon trailblazer. Travel fanatic.
Passionate creator.

Age: 28
Work: Bank Teller
Family: Married with 1 Kid
Location: Maryland
Character: Hustler

Personality



Goals

- Start a Clothing brand centered around artists
- Eat an apple a day
- Start my son a college fund

Frustrations

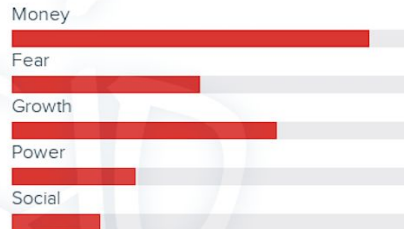
- Inflation
- How to leave a better world for my son
- Remembering all my passwords
- Making enough money to go back to school

Bio

Raymond was born and raised in Maryland, where he still lives with his wife and 2 year old son. In recent years he has discovered a passion for textiles and began collecting clothing from all over the world. In hopes he will one day start his own clothing brand, he analyzes popular brands he likes such as SUPREME™ and Balenciaga and collects their clothing too.

He regularly finds himself on [Supreme.com](#) during their merch drops in hopes he can snag a piece or two. He loves participating in hype-beast culture but wishes he could have access to more products from SUPREME's website. He is having a difficult time growing his collection when he is only attaining a few things a year. If there were more products available to buy, Raymond would buy them.

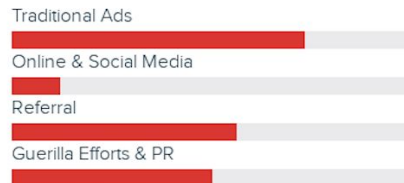
Motivation



Brands

- Arc-teryx
- Bose
- Nordstrom
- Android
- Acura
- Southwest Airlines

Preferred Influence



Interview & Survey

Interview and surveys are necessary for pinpointing your target audience, and finding where your current audience stands on issues that affect your business.

The primary function of this interview and survey is to discover who knows about supreme, how many people have used/use their website, what they use it for, their general thoughts on the websites experience, opinions on pricing, reselling, etc. The driving research question is as follows

How can Supreme improve their website

Interview Questions

Introduction

Question 1: Hello, Can you state your name age and where you are from.

Warm Up

Question 2: Are you interested in the brand Supreme?

Question 3: Do you ever use their website to browse or buy their products?

If yes: Do you like using their website?

If no: Would you if the website had more to offer?

Body Section

Question 4 : How do you feel about their website compared to other brands, like BAPE, or RipNDip?

Interview Questions

Question 5 : Would Supreme benefit from redesigning their website?

Question 6 : Many frequent users of the Supreme buy up all the products and resell them for double or triple the value. Do you think this makes people shy away from using their website?

Follow-Up Question : Should Supreme take steps to make sure it is a fair environment for everyone?

Question 7 : Do you think Supreme does a good job promoting their clothing on their website?

If no : What promotional work would you like to see go up on their website?

Cooling-Off

Question 8: What are some important aspects you look for when Online shopping.

Follow-up Question : Does Supreme have any or all of these?

Interview Questions

Question 9: Based on everything said, what would you say is the most important step SUPREME should take to improve their online experience?

Wrap-Up

Question 10: Are there any topics I missed, or anything that you want to mention before ending this interview?

Follow up Statement : Thank you for your time and energy, and have a nice day!

Survey

1. How old are you?

- A. Under 13
- B. 13 - 17
- C. 18 - 27
- D. 28 - 40
- E. 40+

Age is a fundamental demographic characteristic that is often used to categorize and analyze survey data. By asking for a participant's age, researchers can better understand how different age groups perceive and respond to different questions.

3. Are you into fashion?

- A. Yes
- B. Sometimes
- C. No

This question functions as a starting place in a sequence of questions to see where the participants stand on fashion, designer brands, and supreme.

Understanding if a user is into fashion is important to categorizing their demographic.

2. What is your gender?

- A. Female
- B. Male
- C. Other
- D. Prefer not to answer

Gender is also a fundamental demographic characteristic. Researchers can gain a better understanding of how different genders perceive and respond to different questions.

Gender also plays a significant role in an individual's attitudes, beliefs, and characteristics. When asking for gender, it allows researchers to identify gender-related differences that appear throughout the survey.

Do you like designer brands like Gucci, Louis Vuitton, or Prada?

- A. Yes
- B. Some of them
- C. No

This question further reduces the demographic in question three to see if participants that do or don't like fashion like designer brands as well.

In the next question we can see which participants that like or dislike designer brands also know of/are interested in Supreme.

By asking if the user likes designer brands we will understand where they stand on clothing preference.

Survey

5. Have you heard of the street-wear brand, Supreme?

- A. Yes
- B. No

Asking if users know of Supreme before getting asked questions about it is important to understanding what the user already knows about supreme.

This could determine if their survey is worth analyzing.

7. Do you own any Supreme products?

- A. Yes
- B. No
- C. Maybe

Current ownership of a supreme product dictates whether or not they are interested in the brand.

If they do not own a Supreme product we can see what is stopping them from doing so throughout the survey

6. Are you interested in Supreme?

- A. Yes
- B. Sometimes
- C. No

Asking if participants are interested in Supreme will further determine how the user thinks about the brand, Whether the participants like Supreme or not is valuable information.

8. How did you purchase your Supreme product?

- A. In-store
- B. Thrifted
- C. Resale online
- D. Resale in person
- E. Supreme's Website
- F. Other

How a participant obtained their Supreme product betters the understanding of how their product ecosystem works.

The ratio of products that are sold online, in store, and from a third party lets Supreme know where their products are getting obtained.

Survey

9. Why did you purchase your Supreme product?

- A. To use
- B. I like the brand
- C. To Resell
- D. To Collect
- E. Other

It is important to understand why a user purchased their product. Knowing how many things are purchased for collections, or for a resale market is crucial to growing any brand, especially Supreme. Many buyers just buy to collect pieces and never touch or use them, so discovering the ratio of people that actually use their products can provide valuable insight into their preferences.

11. Why did you visit the Supreme website?

- A. I've never visited
- B. To Shop
- C. To look at their catalog
- D. To learn about the brand
- E. Other

This question gives customers insight on what their goals, preferences, needs, and desires are.

10. Have you ever visited Supreme's website?

- A. Yes, all the time
- B. Once or Twice
- C. Never

It is valuable to know how many people that are interested in supreme, have visited their website.

It would be good to know how much of their traffic comes from frequent visitors and first time users.

12. What Supreme products are you most interested in?

- A. Clothing/Shoes
- B. Accessories
- C. Skateboard Decks
- D. Other
- E. I am not interested in any Supreme products.

Awareness of what is most interesting to consumers helps product development improve and give them the ability to offer a more attractive product line.

Catering to the consumers needs improves customer engagement and brand loyalty, as the most popular products generate the most buzz online.

Survey

13. If Supreme collaborated with your favorite brand would you buy it?

- A. I would buy it.
- B. If the price is good and I like the design.
- C. No

Collaborations are an essential aspect of Supreme's continued success.

recognizing how influential collaborations are gives insight into how well the brand stands on its own as well.

15. Have you ever participated in a Supreme drop?

- A. Yes
- B. No, But I would like to
- C. No

Engagement in Supreme from your participants is influential to understanding what works, and what does not.

14. What is your opinion on the pricing of Supreme products?

- A. Well priced
- B. Overpriced
- C. Underpriced
- D. I have No opinion

Price points are always a topic of discussion when talking about designer clothing.

Participants' answers help researchers understand how to price things in the future to maximize profits.

16. Have you ever resold a Supreme product?

- A. Yes
- B. I'm trying to
- C. No

The resell market for supreme is larger than the brand itself

This question is important to understanding how many participants that do buy things, do so for resale markets.

Survey

17. How important is the collaboration aspect of Supreme products to you?

- A. Very important
- B. Somewhat important
- C. Not important

Understanding how users view your products with and without collaborations is valuable for researchers so they can improve product development, customer satisfaction, marketing, and engagement.

19. What is your opinion on Supreme's branding and marketing strategies?

- a. Innovative
- b. Overrated
- c. Other

Knowing if Supremes marketing is successful is crucial for a brand, as it allows the brand to measure success, improve its marketing strategy, allocate resources effectively, gain valuable customer insight, build brand awareness, and drive long-term growth.

18. How do you stay informed about upcoming Supreme releases?

- A. Official website
- B. Social Media
- C. Friends
- D. Other

Knowing where users find information highlights how effective your marketing is, and where it is most effective.

This question also gives insight into what different demographics use what, for example an older demographic may be more commonly hearing about Supreme releases through their official website, while a younger demographic may be more prevalent on Social Media.

20. Would you like to see Supreme expand into different product categories, such as home goods or furniture?

- A. Yes
- B. No

Supreme is known for having outlandish products, live shovels, razors, and even oreos, so this is testing the water on whether or not continuing to expand would be worth it.

Card Sorting

In today's digital age, having a well-designed and user-friendly website is essential for any brand, especially those in the fashion industry. With online shopping becoming more popular than ever before, a website that provides a seamless shopping experience has become crucial for driving sales and building customer loyalty. Unfortunately, Supreme's outdated website not only fails to provide a smooth shopping experience, but it also does not reflect the brand's innovative and trendy image. As such, updating the website to match the brand's aesthetic and provide a more modern user experience is critical for Supreme to remain relevant and competitive in today's market.

Card sorting is one of the most valuable tools for refining navigation and overall user experience. By gaining insight into how users think about and organize information, designers and developers can create navigation structure that better meets the needs and expectations of their users.

Card Sorting

A card sorting exercise for Supreme's poor navigation could be designed to help the brand understand how their target audience organizes and categorizes the different products and items on their website. Supreme's website has been criticized in the past for having a confusing and inconsistent navigation structure, which can make it difficult for users to find what they're looking for. By conducting a card sorting exercise, Supreme can gain insights into how users think about and group different items and categories, which can then be used to improve the website's navigation and overall user experience.

This exercise will ask users to organize various Supreme product categories and items into groups that make sense to them, helping Supreme to better understand how users expect to find and browse their products.

3 participants participated in sorting 20 cards among 7+ categories. Cards represent specific menu options, and categories represent the whole sections in the navigation that Supreme currently has.



Supreme Navigation Card Sort

Welcome to our card sorting exercise! We're excited to have you participate in this study, which will help us understand how users navigate and organize the Supreme website. The exercise should take approximately 10 to 15 minutes to complete, and all you need to do is group the cards into categories that make sense to you. We appreciate your time and feedback, and we're confident that your insights will help us improve the website for all users. If you have any questions or concerns, please don't hesitate to ask. Thank you for your participation!

[Continue](#)

This is immediately followed by Instructions....

Instructions

This study is designed to help us understand how users navigate and organize the Supreme website, and your insights will be valuable in improving the user experience.

To begin the exercise, you'll be presented with a set of cards that represent the different sections and sub-sections of the Supreme website. Each card will have the name of a section or sub-section written on it.

Your task is to group these cards into categories that make sense to you. There's no right or wrong way to do this - just group the cards in a way that makes sense based on your own understanding of the website's content and structure.

A red rectangular button with the text "OK" in white, centered on the page.

Once participants clicked 'Ok' they had access to fill the activity out to their liking. Participants had the ability to create their own categories to drop cards in. 20 cards required sorting upon the 7 original categories. Upon completion participants were routed to the end screen, and given this Thank You message.

Thank You!

We appreciate your time and effort in completing this exercise, and we hope that you found it informative and engaging. Your responses will help us improve the website's navigation and overall user experience for everyone.

If you have any further questions or feedback, please don't hesitate to reach out to us. We're always looking for ways to improve our research and appreciate any suggestions you may have.

Thank you again for your participation, and we hope to work with you again in the future!

	Contact	About	News	Lookbook	Other	Random	Shop	Mail List
Accessories							100%	
New Releases			66%				33%	
Social Links	100%							
Terms of Use		66%			33%			
Gift Cards							100%	
Featured Products			33%				66%	
Store Locator	33%	66%						
Events			100%					
Check Out					66%		33%	
Company History			100%					
Login/Signup					100%			
Blog		66%	33%					
Video Content			66%	33%				
Clothing							100%	
Collections				33%			66%	
Privacy Policy		66%			33%			
Skateboards							100%	
Shopping Cart					66%		33%	
Collaborations	66%			33%				
Newsletter			33%					66%

Card Sorting Conclusion

Based on the results from this card sorting activity, there are a few things that require further discussion

1. 100 vs 66/33 vs 33/33/33
2. 'Random' Category
3. Consolidating

1. In this card sort, only 3 applicants finished the study, so results were divided into either 100% of answers in one category, 66% of answers in one category and 33% in another, or 33% of answers in 3 different categories. I found it interesting that no categories split into 3 different categories. Based on the sample size there is an impossibility of a tie, so a 66% to 33% split will have to be enough to determine where an option should lie in a category.

Card Sorting

2. Currently on Supreme's website, they have a 'Random' button that routes users to a random piece of Supreme content. It seems like from the results from the card sort, everything could be in it, but nothing should be in it. Everything that could be in the 'Random' category has a more fitting home somewhere else. It is my opinion that a substantial update to Supreme's navigation should delete this option, and repurpose the content into other categories. That way, users who are bored and want to learn about 'random' supreme information, can find what they want. Currently there are no good sources on their website to learn about their company, look through their collections, or anything to teach users. You could argue that this random button is for all that, but when someone is trying to find out about the history of a collaboration done in 2006, they cannot rely on this 'random' button to get them there.

Card Sorting

3. Supreme's home page is a navigation menu with 9 options, with nothing else available. Some of the options could be consolidated down, and reworked completely. Based on this card sort it seems that 'Random' and 'Mail List' could reroute their information to news, and contact. Their lookbook consists of a preview and lookbook button with no clear differences in the home screen, these also can be combined into one. Supreme also just had their biggest announcement of the year, their 2023 Spring/Summer collection. This collection can only be found under one of the links on the home page. Considering it's the biggest announcement of the year, it should be on the home page, in the News, or Shop section.

Usability Testing

In this usability test, three participants were each given five tasks to complete on Supreme's website. This test was designed as a method for evaluation the ease of use and efficiency of their website. The results of a usability test can help identify areas where improvements can be made to the product or service to enhance its usability and user experience.

Upon each participants arrival, a release form was administered.

Participant 1
22 Year old female
Occupation: Video Editor
Site Experience: None

Participant 2
26 Year old male
Occupation: Veterinarian
Site Experience: None

Participant 3
38 Year old female
Occupation: Florist
Site Experience: None

Usability Testing

Hello (participants name), my name is Sam and I am going to be conducting a usability test on the Supreme website for you. A usability test is a method of evaluating the ease of use and efficiency of a product or service by testing it with representative users. The results of which can identify where improvements need to be made to enhance the user experience.

In this usability test, you will be observed as you complete a series of tasks on the Supreme website. It is as simple as asking you to complete a task, and then figuring out how to do that task. You will then be asked to discuss any difficulties or things you liked while completing your task. There are no right or wrong answers, our goal is not to test participants, but to test the website.

The test will take about 20-25 minutes, do you have any questions or comments before we begin? Ok now we are going to start the usability test, with our first task...

Usability Testing

After reading my script and familiarizing the participants with the usability test, I read off each task.

Task 1 - You want to learn more about Supreme's collaboration with clothing brand, The Great China Wall.

Task 2 - You're looking for a jacket in your size, but you're not sure how accurate their sizes fit on you, navigate to the sizing and find your size.

Task 3 - You want to use a video from Supreme on your website, but you're not sure which video to choose, or what their terms and conditions are.

Task 4 - You're looking for a specific selection you saw your friend wearing, that he said was in the 2022 Spring/Summer collection.

Task 5 - You want to sign up for the next in-store drop event, so you have to find the nearest store you can attend it.

This chart displays the time it took for each participant to either complete the task, or give up on each task.

If the participant could not complete the task it will be marked **RED**

	Task 1	Task 2	Task 3	Task 4	Task 5
Participant 1	1:48	0:42	2:52	2:38	0:13
Participant 2	2:17	0:33	4:11	3:21	0:15
Participant 3	5:22	1:38	4:29	5:00	0:29

Task Comments

Task #1

Participant 1 (1:48): “This task was more difficult than it should be. I thought collaborative stuff would be in the lookbook, but it was in the news section. I also didn’t realize there was a side scroller so I kept clicking and undoing the archived section”.

Participant 2 (2:17): “Their buttons are hard to find and labeled badly. I just had a difficult time find my way around, and confused as to where to go to find the article”.

■ Participant 3 (5:22): “How was I supposed to know that collaboration would be in the news section? And I can barely read the text its so small”.

Task #2

Participant 1 (0:42): “Can be confusing because every jacket has its own size chart, and it’s all on one long document. The shop section is really confusing too because its just thin pictures, and you can’t tell what anything is”

Task Comments

Participant 2 (0:33): "Shop section is just plain weird, it should have actual products not a slideshow of whats available. The view all button to find jackets is also super hidden and text is tiny. The size chart is also a HEADACHE I can't believe everything is on one massive page"

Participant 3 (1:38): "This one made a bit more sense to me but the text is just so small I can't tell what anything is. If my jacket was not at the top I don't think I could find it in this size chart fiasco."

Task #3

Participant 1 (2:52): "As far as terms go they were easy to find and I found that you can use their videos if you just give them credit which is nice. Finding the videos was a bit weird, I'm not sure why all their videos are under 'random'. But the random section has been the best page so far"

Participant 2 (4:11): "Why are all the videos under 'random' and not 'videos' or something? I was not expecting to find videos there, I was too busy in the news section trying to find a video. The terms were easy to find, but the text is so small it's hard to read"

Participant 3 (4:29): "The terms are okay but the random section is not even random. They should label their buttons better. Love the lady gaga video I found."

Task Comments

Task #4

Participant 1 (2:38) : “It feels like I’m doing a lot for not much result, and The archive button is literally terrible. Why is it even smaller text in a mini dropdown menu. I like that you can view all their clothing but it is just too confusing to navigate if you are looking for anything specific”

■ Participant 2 (3:21) : “The lookbook was a little tricky to find at first, I dont get why it is at the bottom of the page. The archive menu was so small I could not even tell I was opening a menu. Once I opened the Spring/Summer collection, I was a little lost as to where the specific products and descriptions were.

■ Participant 3 (2:00) : “Okay I get the lookbook thing but every link I clicked was from the most recent season. I could not figure out how to open up stuff from other seasons. There was an archive button but it did not do anything for me so I gave up”

Task #5

Participant 1 (0:49) “This task was simple to accomplish on their website, but the text is still too small. Most online shops make it more difficult to find their in-store locations”.

Task Comments

Participant 2 (1:23) “This was the easiest task by far, but I think that is only because they have so few in-store locations”.

Participant 3 (1:26) “The store locator is a nice touch, I wish the rest of the website had a similar layout to this”.

Once participants completed the 5th task, they were asked some general questions about their experience with the website. The responses were overwhelmingly similar

All participants agreed the text was far too small, and the buttons could be labeled better and placed better. One participant pointed out that there's nothing going on at the top of the web pages, where most websites would have their navigation menus, search bars, etc. all of which was missing in this website.

Participants noted the fact that there were no search functions, or login functions available.

All participants agreed that there was a massive ‘form over function’ feeling to the site.

Website Recommendations

A more clear Navigation menu with bigger font sizes, better button placement, and labeling.

Rework the shop page to showcase full pieces, and make clear signs and filters so customers can find what they need quickly.

Random tab should be renamed to Videos

The Size chart should be MUCH more simple, and pop up with the size for only the piece you are looking for.

A more clear button to get back to home, and a navigation menu that stays permanent throughout all pages.

Tree Testing

Tree testing is a user experience research method that is used to evaluate the structure of a website or application's information architecture. The goal of tree testing is to determine whether users are able to locate the information they need in a clear and intuitive manner. During a tree test, participants are asked to find specific pieces of information within a simulated website or application structure, also known as a tree. Tree testing can be an effective tool for ensuring that a website or application's information architecture is user-centered and supports a positive user experience.

Supreme has navigational problems left and right so they should use all the resources available at their fingertips. Through tree testing, supreme can identify issues with their informational hierarchy and improve their user experience.

A tree test for Supreme may look like this... (next slide)

Tree Testing

Instructions:

Please find the category and subcategory where you would expect to find the following items on Supreme's website:

Skateboard decks, T-shirts, Jackets, Hats, Stickers,

Categories: Skate, Apparel, Accessories

Subcategories:

Skate: Decks, Trucks, Wheels

Apparel: Shirts, Hoodies, Jackets

Accessories: Hats, Bags, Stickers

Supreme will track each click, and noting successful and unsuccessful navigation in a pie graph, and connect each link together, creating a branch like pattern.

This pattern shows where in the navigation the problems are.

Journey Mapping

A journey map typically includes a series of stages that a user goes through, such as awareness, consideration, purchase, and support. Within each stage, the map outlines the user's emotions, behaviors, and pain points. Journey maps can also include touchpoints, or specific interactions that a user has with the product or service, such as website visits, customer service calls, or social media interactions.

A journey map for Supreme may look like...

Stage 1: Awareness

User becomes aware of Supreme brand through social media, word of mouth, or other channels

Stage 2: Consideration

User visits the Supreme website to browse products and learn more about the brand

Journey Mapping

User may interact with customer service to ask questions or get more information

Stage 3: Purchase

User selects desired products and adds them to their cart

User checks out and completes payment process

User receives confirmation of purchase and estimated delivery date

Stage 4: Delivery

User receives the purchased products and checks the quality and condition

User may need to contact customer service for any issues or returns

Stage 5: Post-purchase

User continues to engage with the brand through social media or in-store events

User may leave reviews or feedback on the product or experience