

FX TOOLKIT

THE DESIGN JOURNEY

The keyword for UX design is iteration. It is a journey of trial and error until we achieve the best result. Designers do all the effort so the user does not have to.

Design processes, however, are never linear. Each project follows different paths with specific personas, requirements and systems. Yet, we can highlight some of the pillars that structure exploratory disciplines.

Human-Centered Design (HCD), for example, has an iterative spiral method that stimulates observation, idea generation, prototyping, and testing. The process repeats going up the spiral, improving each turn (Norman, 2013). Likewise, for the IDEO.org studio (2015), HCD goes through three fundamental phases: inspiration, ideation, and implementation. Repeatedly diverging and converging.

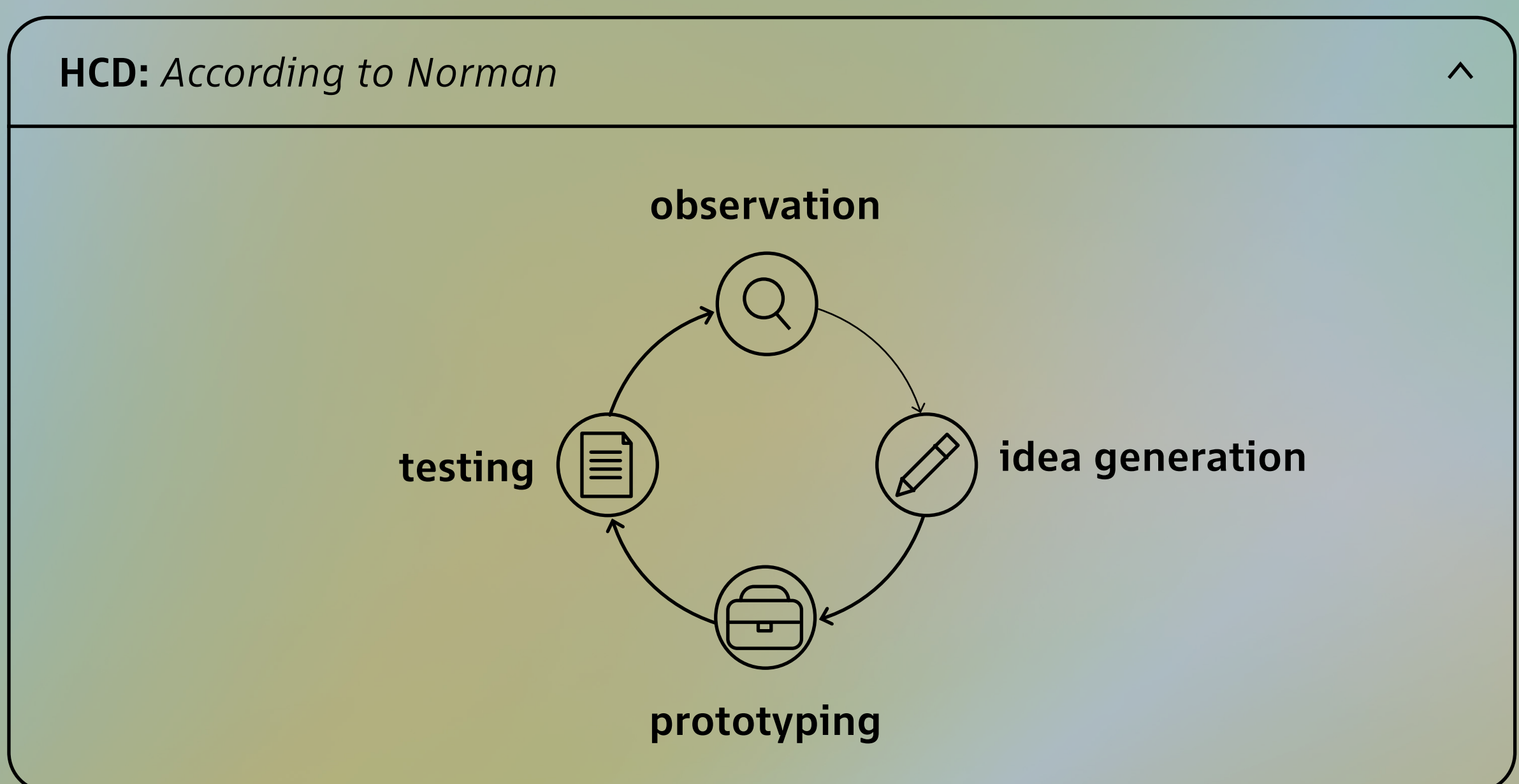


Figure 77: HCD spiral phases. Source: Adapted from Norman (2013)

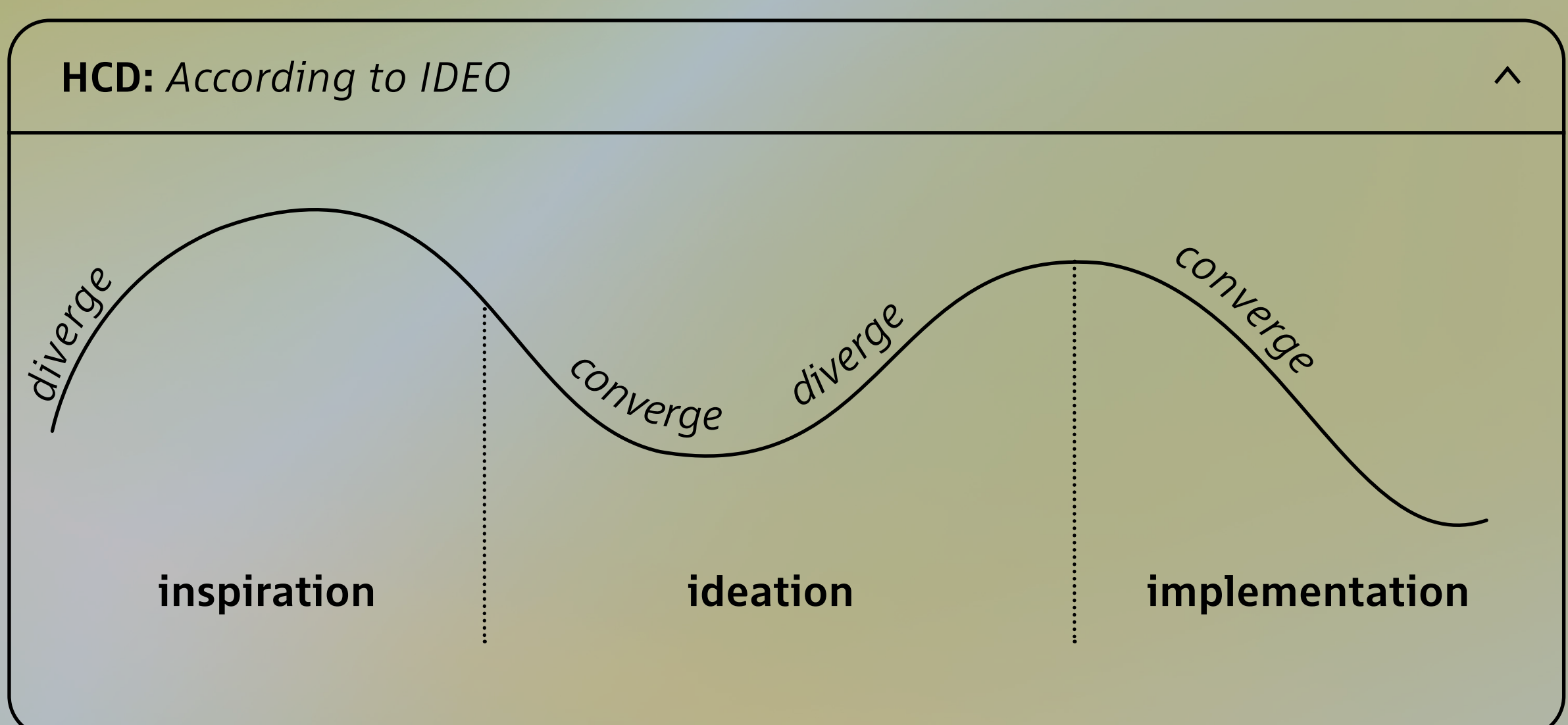


Figure 78: HCD mountain phases. Source: Adapted from IDEO (2015)

The divergent-convergent way of thinking is also the premise for the double and triple diamond models. These frameworks are so universal that many design fields and even management claim it as their main process workflow. The central point of this kind of divergent and convergent model is problem-finding and problem-solving: solve the right problem and solve the problem right. (Humble, 2021). ^

The latest relevant evolution of the double diamond, proposed by the Design Council in 2004, is based on four Ds: discover, define, develop, and deliver. More recently, new models also show third diamonds focused either on strategy (placed before) or technical development (placed after).

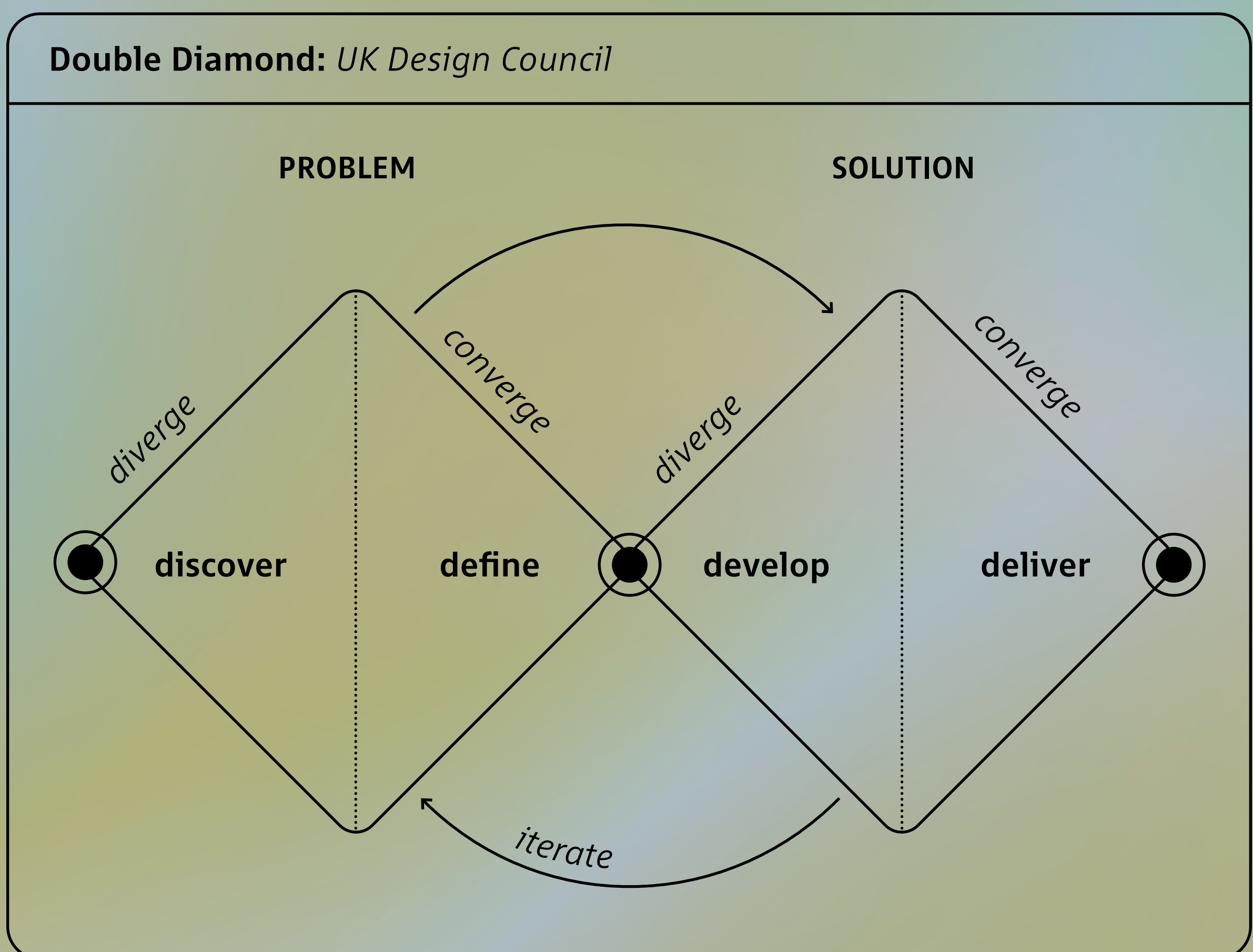


Figure 79: The Double Diamond. Source: Adapted from Humble, 2021

There is also IDEO's controversial Design Thinking model, which is based on five non-linear steps: empathize, define, ideate, prototype, and test. It was developed to train non-designers, so it shows an oversimplified idea of how the design process works (Humble, 2021). DT is a classic example of how designers need to develop critical sense to master the process instead of being swallowed by it. At the same time, Design Thinking empowers us to explain our value out of the bubble and defend our decisions.

IDEO.org, 2015

Human-centered designers are unlike other problem solvers—we tinker and test, we fail early and often, and we spend a surprising amount of time not knowing the answer to the challenge at hand. And yet, we forge ahead. We're optimists and makers, experimenters and learners, we empathize and iterate, and we look for inspiration in unexpected places. We believe that a solution is out there and that by keeping focused on the people we're designing for and asking the right questions, we'll get there together. We dream up lots of ideas, some that work and some that don't. We make our ideas tangible so that we can test them, and then we refine them. In the end, our approach amounts to wild creativity, to a ceaseless push to innovate, and a confidence that leads us to solutions we'd never dreamed of when we started.

You might ask:

How to decide which design process to follow?

Author

For starters, it is hard to say what is a design process. There is no recipe, only tools, and guidelines. Design Thinking, for example, is a very commercial attempt at explaining (and selling) design for non-designers. To gain market space and value, some agencies sell the creative process as a magic solution for all problems.

But we, as designers, know there is no magic. Design is, for sure, capable of solving all types of challenges, but with a complex, confusing, and hardworking process. Insights and creativity come from a great amount of research, observation, and interpretation. On the other hand, no one has the responsibility to understand how design works or have a designer's mindset. What truly matters is to coincide workflows so a team can progress simultaneously.

To work in macro perspectives such as omnichannel and omnispace experiences, the work goes much beyond the designers' hands. That is why we propose a new interpretation of the Triple Diamond, a way to guide the fashion designer's steps inside this large process.

FX JEWEL

Inspired by Marisa Chentakul’s comparison of the Diamonds framework with her typical fashion design process (2018), this study proposes a fashionable Jewel. In this interpretation of the Triple Diamond, the HCD’s fundamental aspects and the digital factor present a guide to designing for omnispace fashion experiences.

The FX Jewel model introduces a kit of tools and methods to assist designers during three main phases: problem inspiration, solution ideation, and implementation. The differential of this proposal is in the final convergences in the shape of a diamond with several edges, to connect with other pieces of experience.

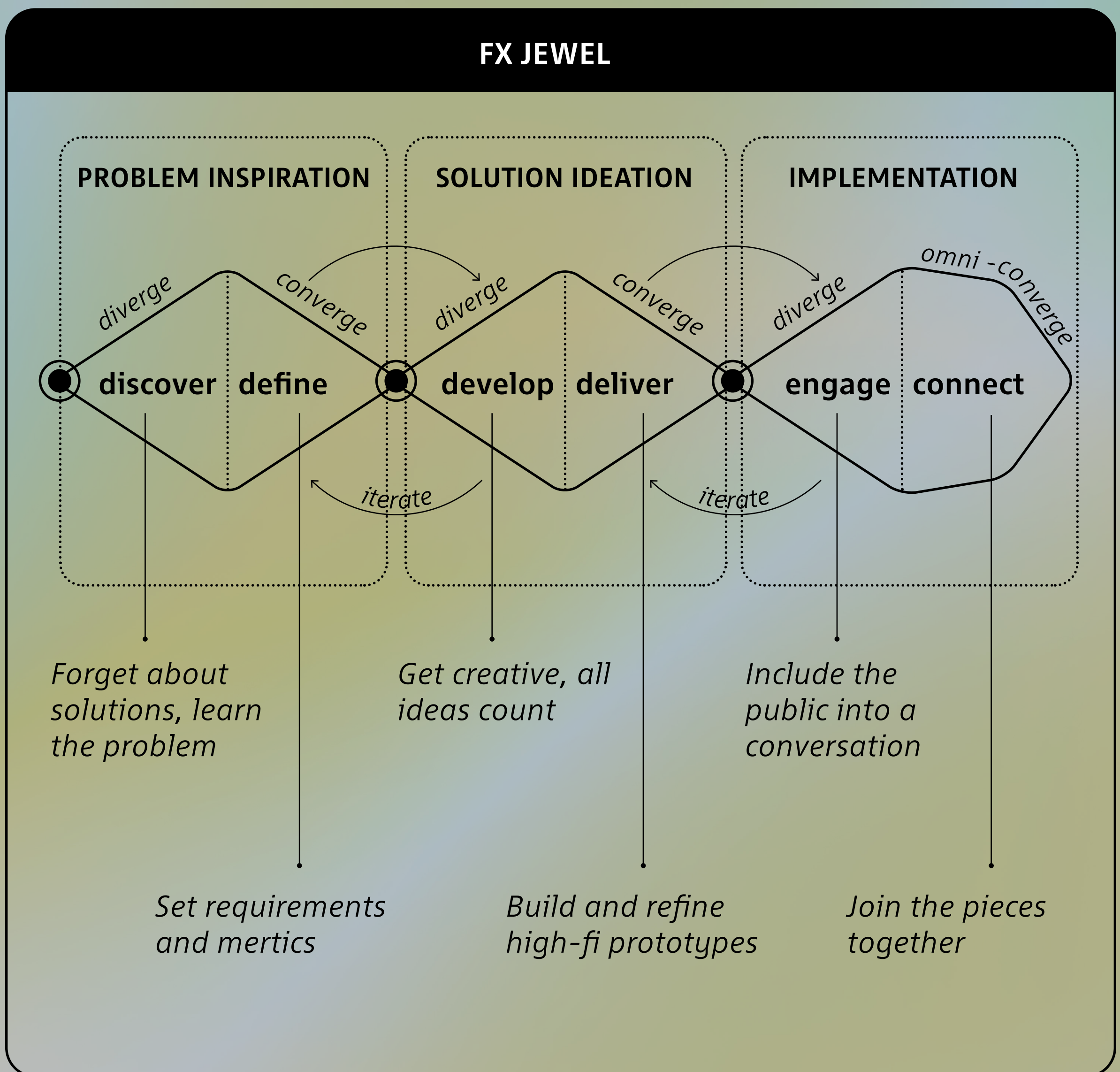
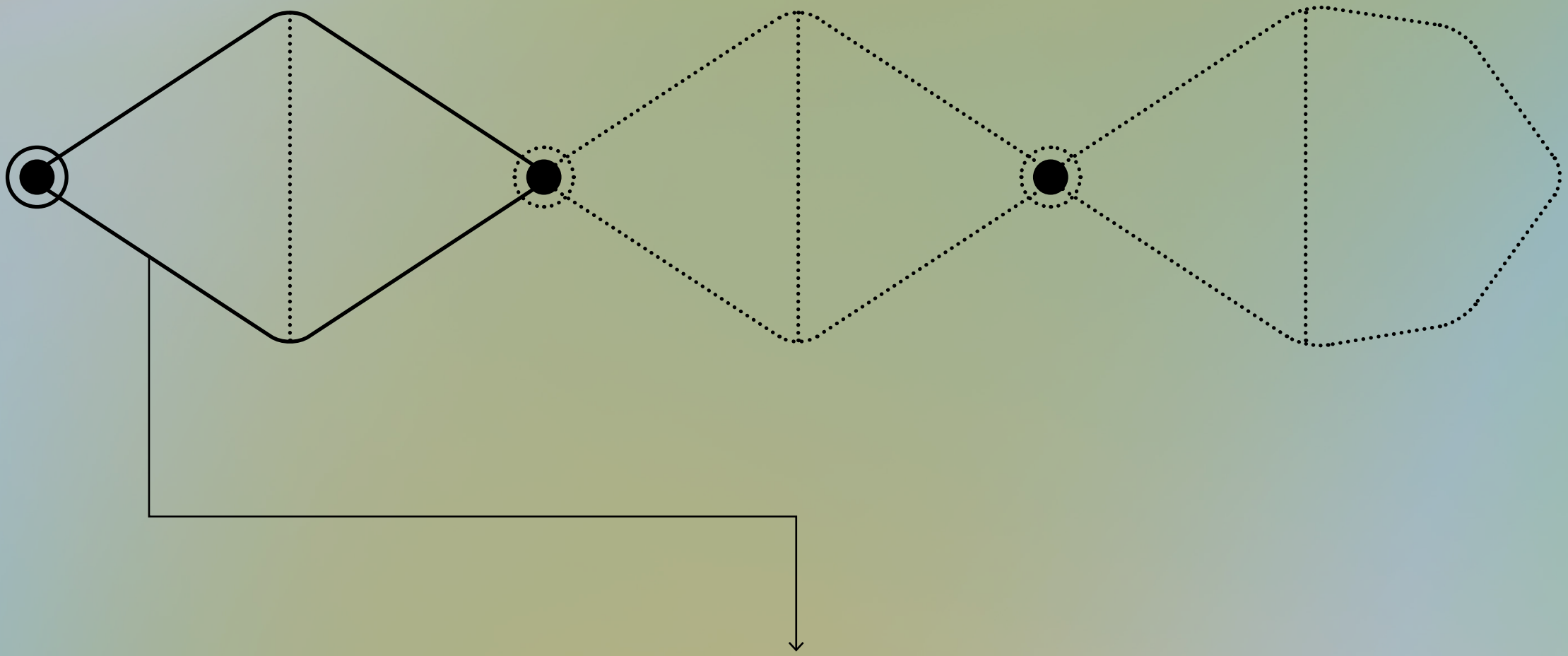


Figure 80: The Fashion Experience Jewel. Source: Author

PROBLEM INSPIRATION



DISCOVER

diverge

Discover who are the project personas and what they need, as well as which touchpoints can connect to them.

Keypoints: research and field studies

Tools and methods:

- Desk research >
- Ethnography >
- Netnography >
- Shadowing >
- Surveys and interviews >

DESK RESEARCH

discover

Wear experience

Virtual wear experience

Show experience

Communication experience

Shopping experience

Act of gathering and analyzing existing data and findings for background and context. It can provide insights into macro trends, demographics, consumer preferences, and industry best practices and avoid rework in assessing the competitive landscape to identify innovation opportunities.

Sources: Interaction Design Foundation, MJV Technology & Innovation, Livework

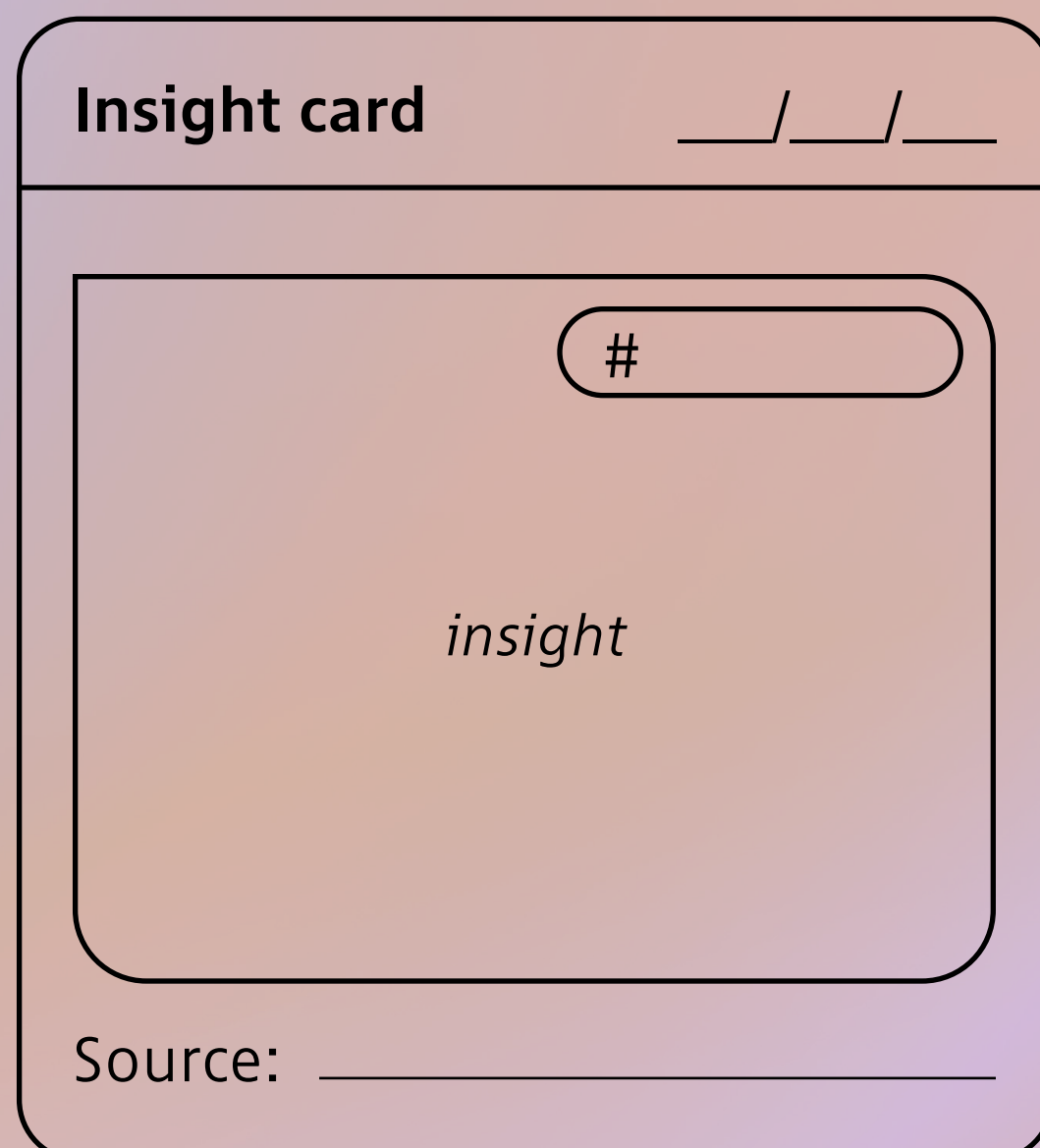
Also known as: secondary research

Type: literature review

Time: 1h - weeks

Deliverables: insight cards (see example), reports, best practices

First-aid kit: archives, AI tools (ChatGPT, NextAtlas), data analytics, CSD matrix (see example)



Insight card template.
Source: Author, adapted from MJV, 2012

Steps:

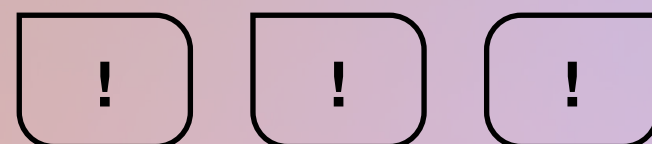
1. Define the problem statement
2. Search for keywords
3. Identify resources
4. Collect data in insight cards
5. Refine the statement with the CSD matrix or similar logic

CSD - by Livework consultancy

From portuguese: certainties, assumptions and doubts (Certezas, suposições, dúvidas)

C - CERTAINTIES

I am sure



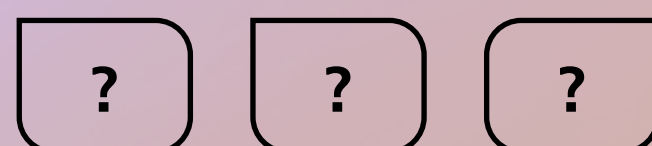
S - ASSUMPTIONS

I suppose



D - DOUBTS

I have doubts



CSD. Source: Author, adapted from Aela School (2023)

REFERENCES

Aela School (2023) **CSD Matrix: A Tool To Boost Your Project**. Editorial Aela, 6 Feb. 2023. [Available here](#).

Azarova, Mayya (2021) **Secondary Research in UX**. Nielsen Norman Group, 20 Feb. 2022. [Available here](#).

MJV Technology & Innovation (2012) **Design Thinking: inovação em negócios**. MJV Press, Rio de Janeiro, 2012. pg. 32; 65

ETHNOGRAPHY

discover

Wear experience

A part of anthropology that involves immersing in a particular cultural or social setting to observe and understand people's behaviors, beliefs, and experiences. Helps in perceiving otherness with the target and establishing relationships for further research.

First-aid kit: checklists, immersion journal

Steps:

1. Reframe the problem with the customers eye and create hypotheses
2. Set a checklist to analyze
3. Discover how to blend in
4. Participate on gatherings, events and conversations
5. Take pictures or videos if possible
6. Make notes during or right after

Virtual wear experience

Sources: Nielsen Norman Group, User Interviews

Also known as: cultural immersion, infiltration

Type: field study, qualitative research, active observation

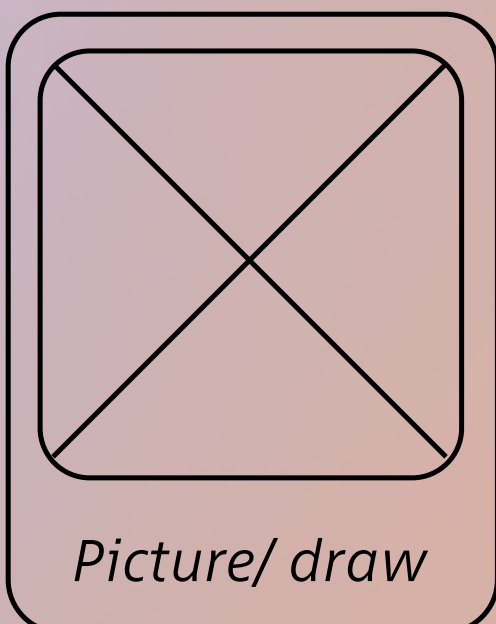
Time: 1h - weeks

Deliverables: recordings, insights, patterns, relationship

Show experience

Immersion journal

When? ___/___/___



Issue: _____

Target: _____

Notes: _____



Patterns

Communication experience

Shopping experience

Immersion journal template. Source: Author

REFERENCES

Azarova, Mayya (2021) **Ethnography in UX**. Nielsen Norman Group, 19 Nov. 2021. [Available here](#).

User Interviews (n.d.) **Ethnography**. Discovery Research Methods. [Available here](#).

NETNOGRAPHY

discover

Wear experience

Virtual wear experience

Show experience

Communication experience

Shopping experience

A branch of digital anthropology that involves studying online communities to understand patterns of user behavior and experiences. Can assist designers in identifying emerging trends, gathering feedback, evaluating user needs in a digital context, and creating relationships.

Sources: Giles Crouch, Bootcamp

Also known as: digital ethnography

Type: field study, qualitative research, active observation

Time: 1h - weeks

Deliverables: recordings, insights, patterns, relationship

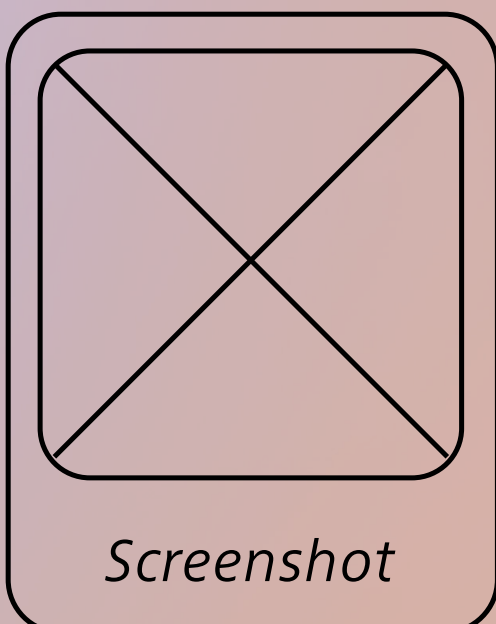
First-aid kit: checklists, online immersion journal

Steps:

1. Reframe the problem with the customers eye and create hypotheses
2. Set a checklist to analyze
3. Search for online activity and keywords
4. Comment on social media to engage conversations and participate on online forums and events
5. Capture evidences and record discussions
6. Make notes during or right after

Online immersion journal

When? ___/___/___



Issue: _____

Target: _____

Notes: _____

Patterns

#

#

@

@

Online immersion journal template. Source: Author

REFERENCES

Yilmaz, Naz (2023) **Ethnography and netnography in the context of UX research.** Bootcamp at Medium, 11 Mar. 2023. [Available here.](#)

Crouch, Giles (2021) **Netnography & Ethnography in UX Strategy.** Medium, 17 Sep. 2021. [Available here.](#)

SHADOWING

discover

Wear experience

Virtual wear experience

Show experience

Communication experience

Shopping experience

Consists in following a representative of the target audience to understand their context during certain activities. Provides insights into behavior and feelings, struggles, and style choices. It is a good opportunity to see how they interact in real circumstances and discover possible touchpoints.

Sources: Interaction Design Foundation, MJV

Also kown as: observational research

Type: field study, qualitative research, passive observation

Time: 30 minutes - weeks

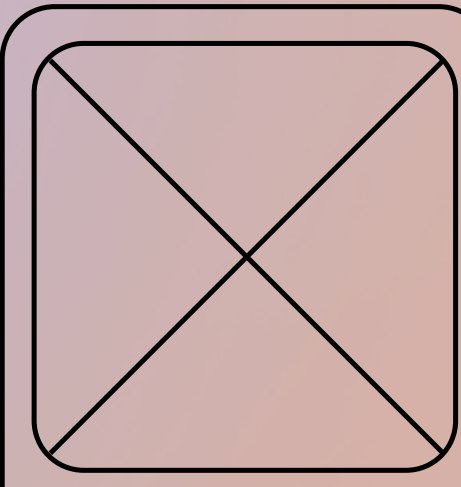
Deliverables: recordings, notes, journeys

First-aid kit: checklists, shadowing card (see example)

Steps:

1. Define an activity and the agent to follow
2. Agree with the person, but avoid telling when the activity will take place
3. Set a checklist to analyze, for example, paths taken, touchpoints, actions, conversations, body movement and expressions, etc
4. Follow the person everywhere, from far
5. Take pictures and videos
6. Make notes during or right after

Shadowing card Who? _____ When? ___/___/___



Picture/ draw

Activity: _____

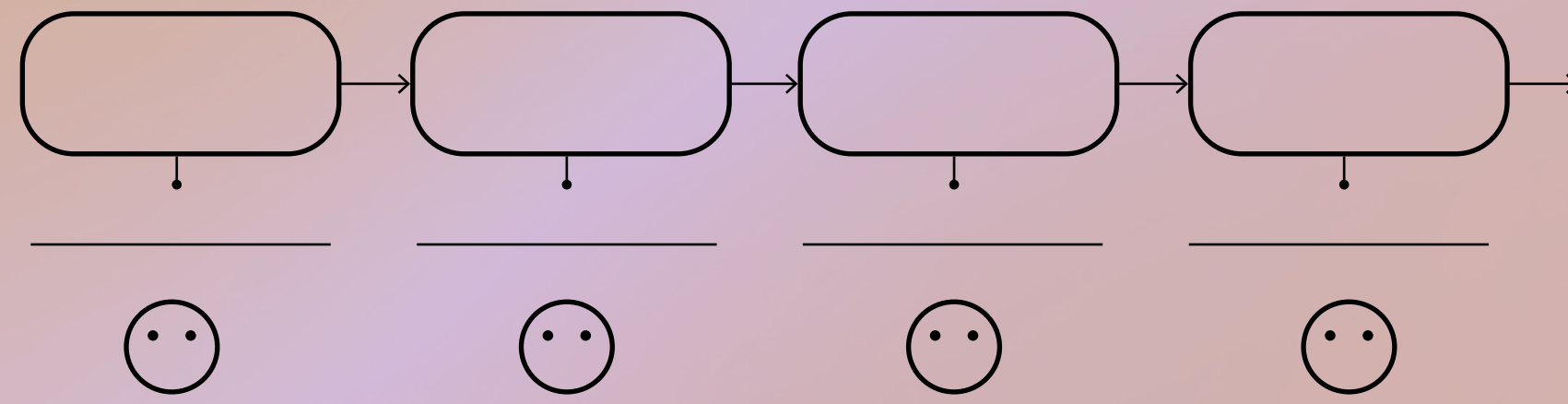
Notes: _____

insight

Main actions

Touchpoints

Expressions



Shadowing card template. Source: Author

REFERENCES

Interaction Design Foundation (5). **Shadowing in User Research - Do You See What They See?** [Available here.](#)

MJV Technology & Innovation. **Design Thinking: inovação em negócios.** MJV Press, Rio de Janeiro, 2012. pg. 53

Wear experience

Virtual wear experience

Show experience

Communication experience

Shopping experience

Research methods for gathering insights and feedback from users or stakeholders. Surveys ask structured questions to a large number of people, whereas interviews are one-on-one conversations between a researcher and a participant. Both can provide information about user needs, behaviors, and trends, as well as validate or provide feedback on prototypes.

Sources: IDEO, Survey Monkey, User Interviews

Also known as: primary research

Type: field study

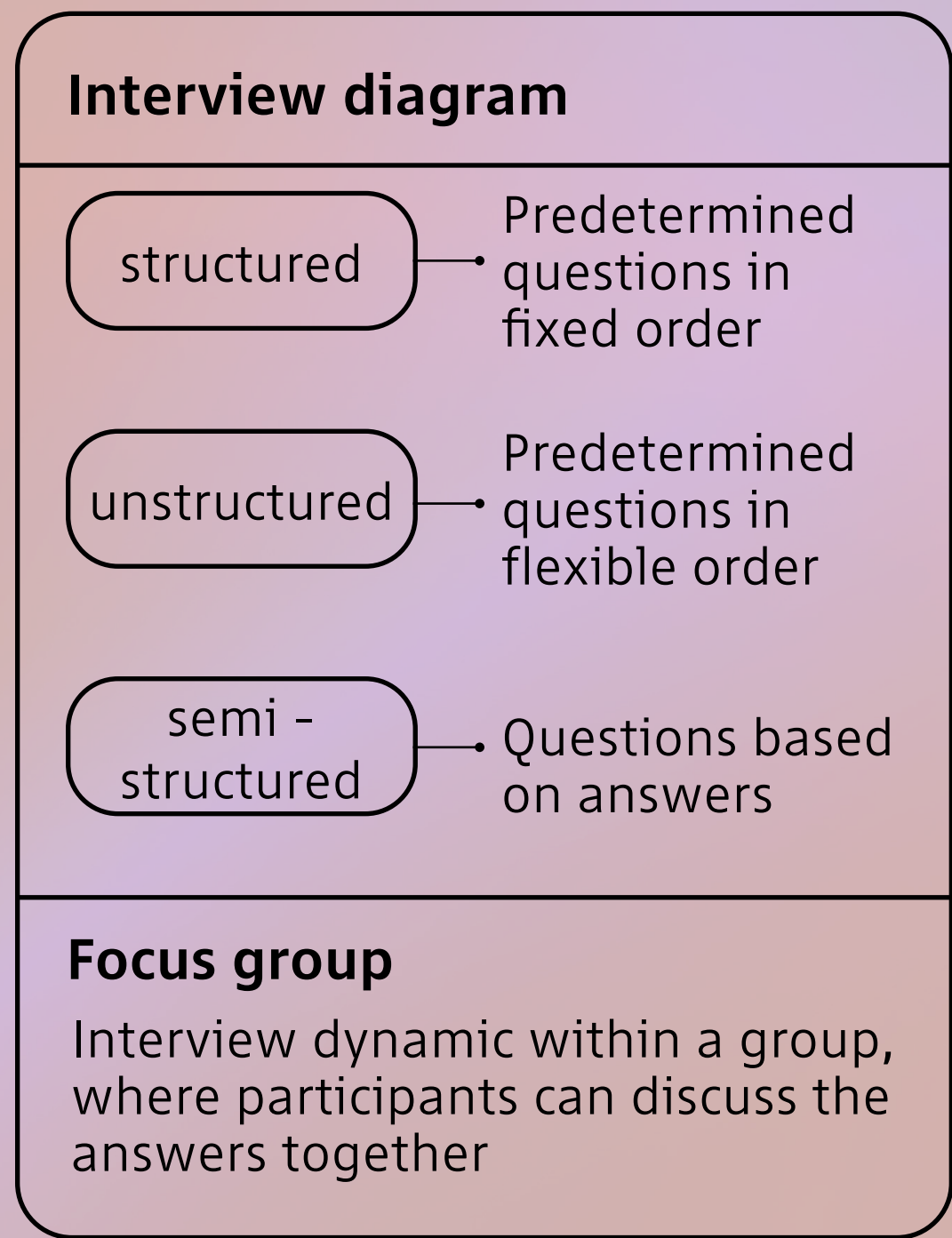
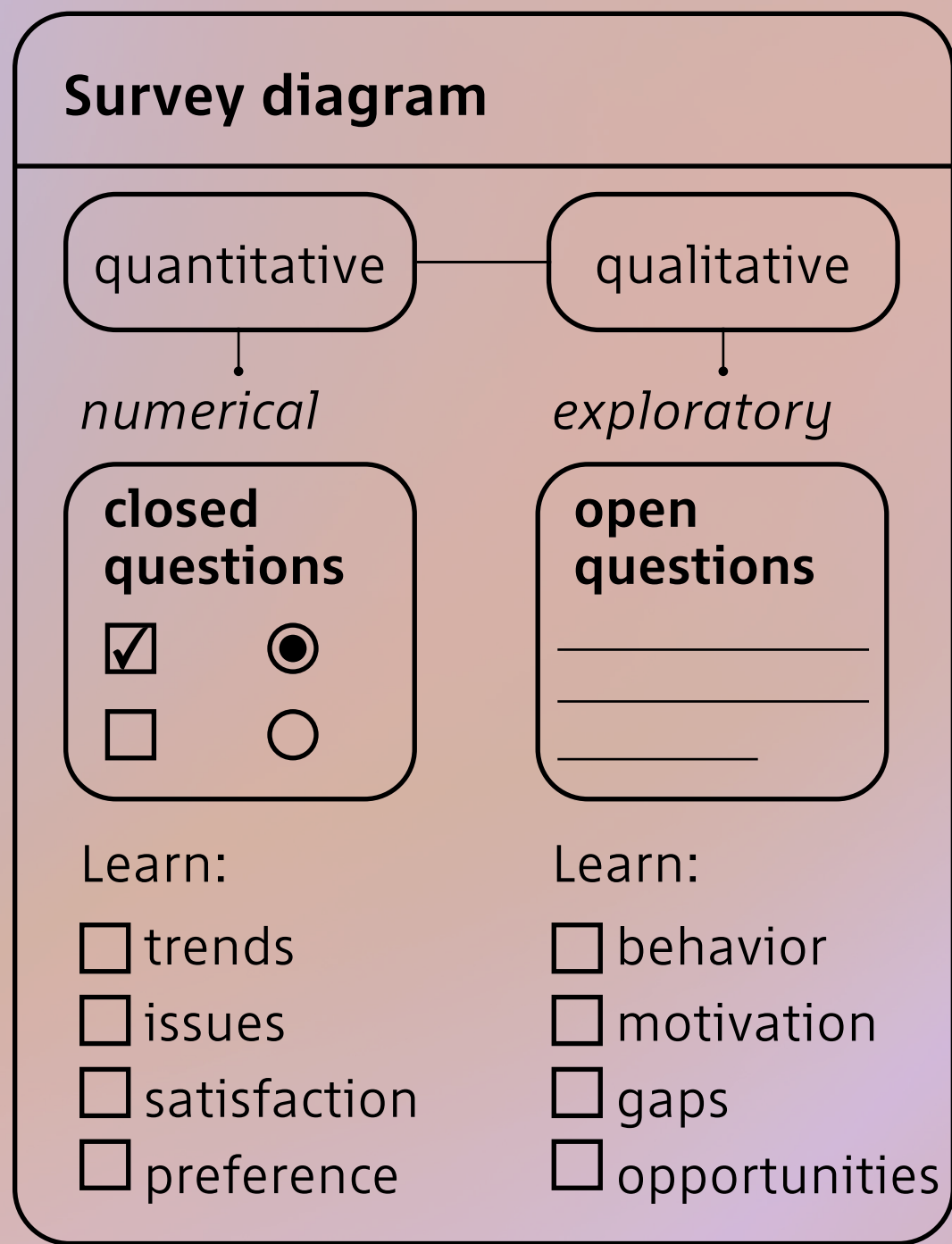
Time: 1h - 1 week

Deliverables: recordings, insights, patterns, relationship

First-aid kit: Survey/Interview diagram, online platforms (e.g. Google Forms, Survey Monkey, Google Meet, Zoom)

Steps:

1. Define what you want to learn and for which purpose
2. Identify the target and discover how to approach them
3. Develop clear yet open questions
4. Test the questions before applying to the target audience
5. Conduct the research and make sure to not bias the answers
6. Analyze, highlight insightful quotes, and organize the data in graphs



Survey/ Interview diagram. Source: Author

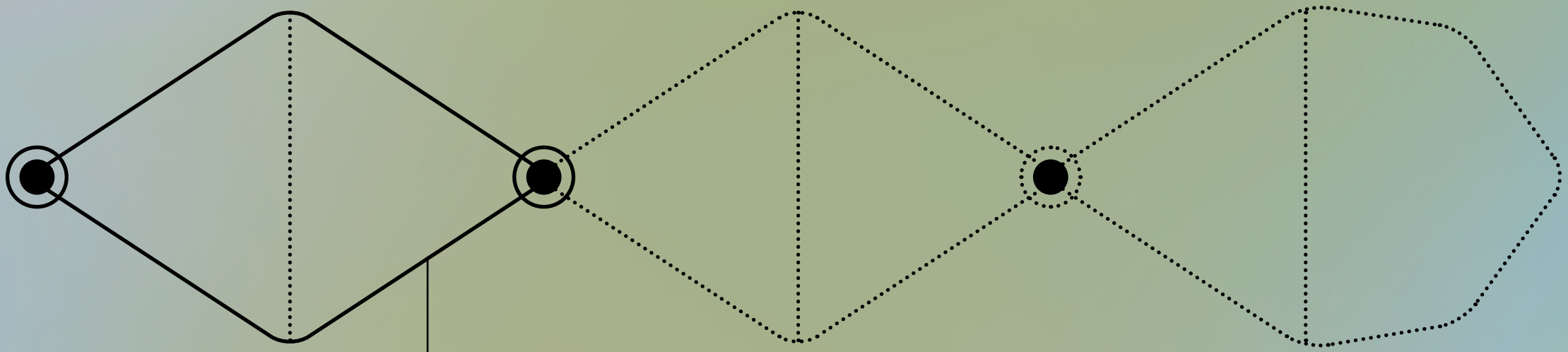
REFERENCES

IDEO.org (2015) **The Field Guide to Human-Centered Design**. Design Kit, 1st edition, printed in Canada

Survey Monkey. **Survey vs interview for research: discover the difference.** [Available here.](#)

User Interviews (n.d.) **Surveys.** Evaluative Research Methods. [Available here.](#)

PROBLEM INSPIRATION



DEFINE

converge

Define what is the value proposition and which strategies will be used to achieve it.

Keypoints: consolidation and metrics

Tools and methods:

- Roadmap >
- Affinity diagram >
- Persona building >
- Empathy map >
- Value proposition >

ROADMAP

define

Wear experience

A strategic plan that outlines the project process by setting activities for each team member from a time perspective. It is a management guide for teams, stakeholders, and clients to understand the progress of the project and ensure that the project meets its objectives, goals, and deadlines.

Sources: Nielsen Norman Group, Maze, IDEO

Also known as: project planning

Type: strategic

Time: 1h - 4h

Deliverables: schedule deadlines, backend

First-aid kit: roadmap template, interactive board (physical wall or platforms like Miro/ Figma)

Steps:

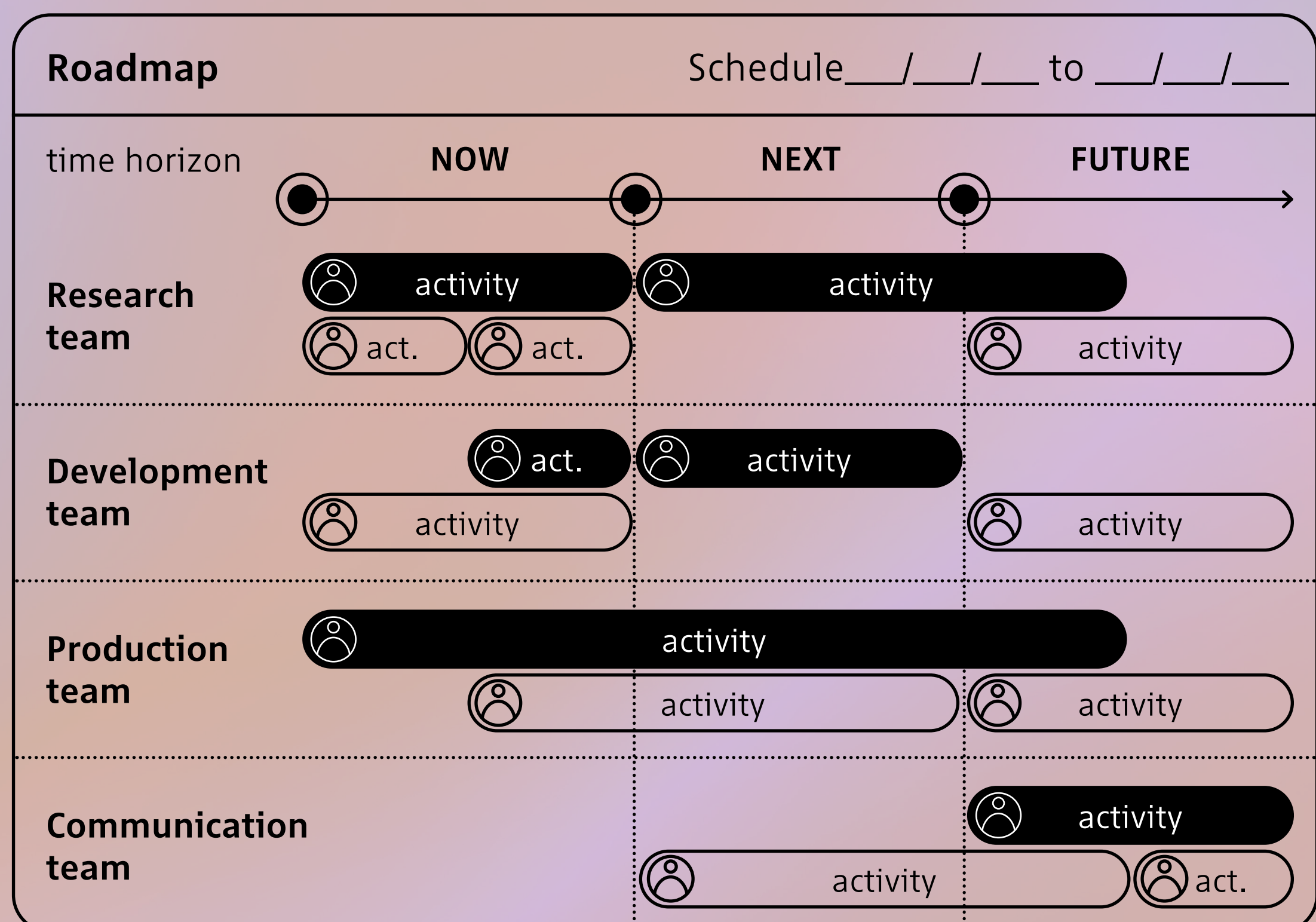
1. Assemble teams and stakeholders for the project
2. Set macro temporal phases such as now, next, and future
3. Think about the project milestones and define deadlines
4. Determine micro tasks and deliveries
5. Address a team member or stakeholder for each task
6. Monitor and adjust when needed

Virtual wear experience

Show experience

Communication experience

Shopping experience



Roadmap template. Author, adapted from

REFERENCES

Gibbons, S. (2020) **3 Types of Roadmaps in UX and Product Design.** Nielsen Norman Group, 1 Nov. 2020. [Available here.](#)

Gastaldello, G. (2021) **How to create an effective UX roadmap that aligns stakeholders.** Maze, 14 Dec. 2021. [Available here.](#)

IDEO.org (2015) **The Field Guide to Human-Centered Design.** Design Kit, 1st edition, printed in Canada

AFFINITY DIAGRAM

define

Wear experience

Visual organization of ideas, data, sketches and information based on natural relationships. Can be applied to cluster information and identify common themes and patterns. Allows designers to make sense of complex research.

Sources: Interaction Design Foundation, MJV

Also known as: clustering

Type: research consolidation, workshop

Time: 1h - 4h

Deliverables: information maps, keywords, insights

First-aid kit: insight cards, interactive board (physical wall or platforms like Miro/ Figma)

Virtual wear experience

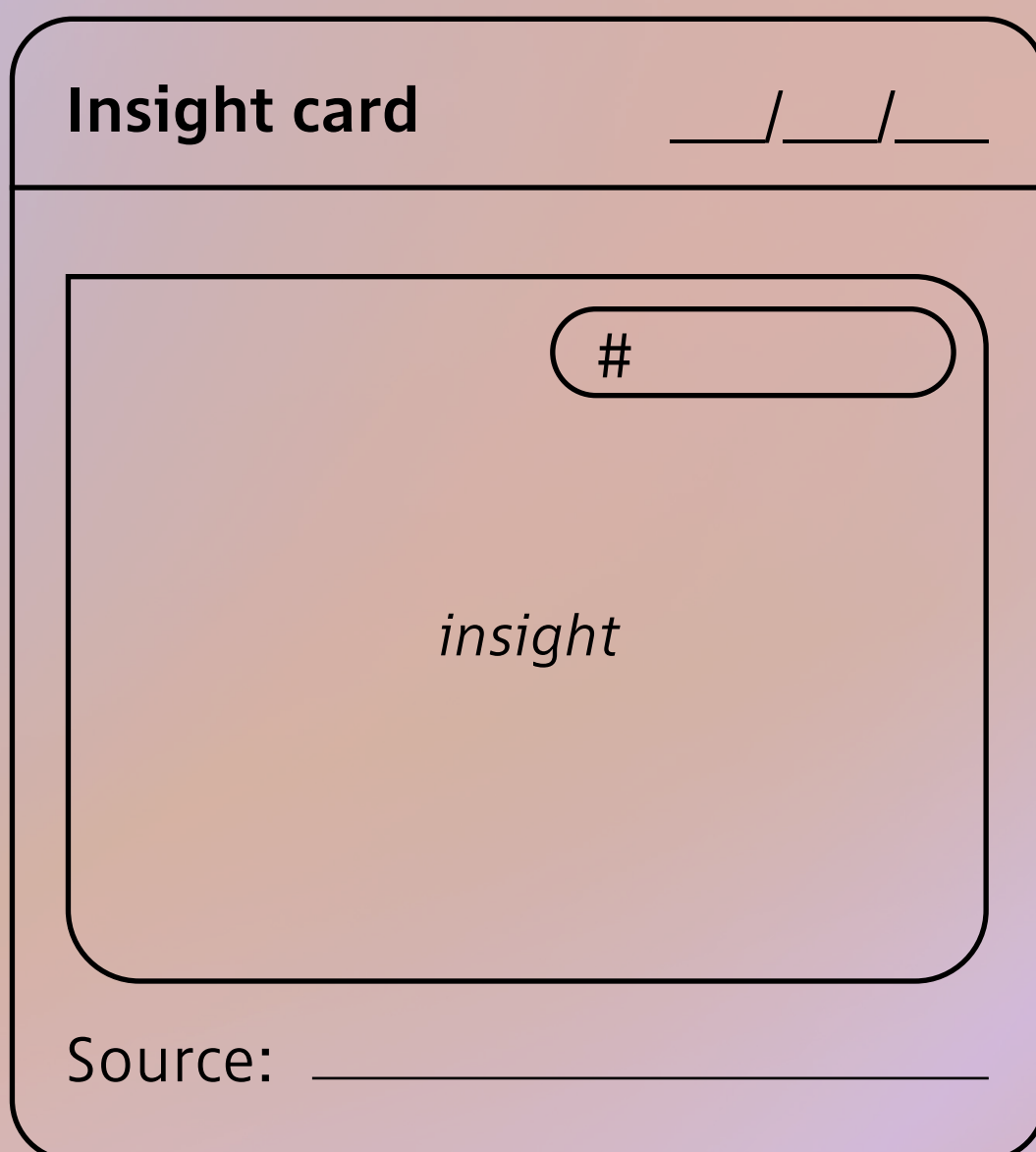
Show experience

Communication experience

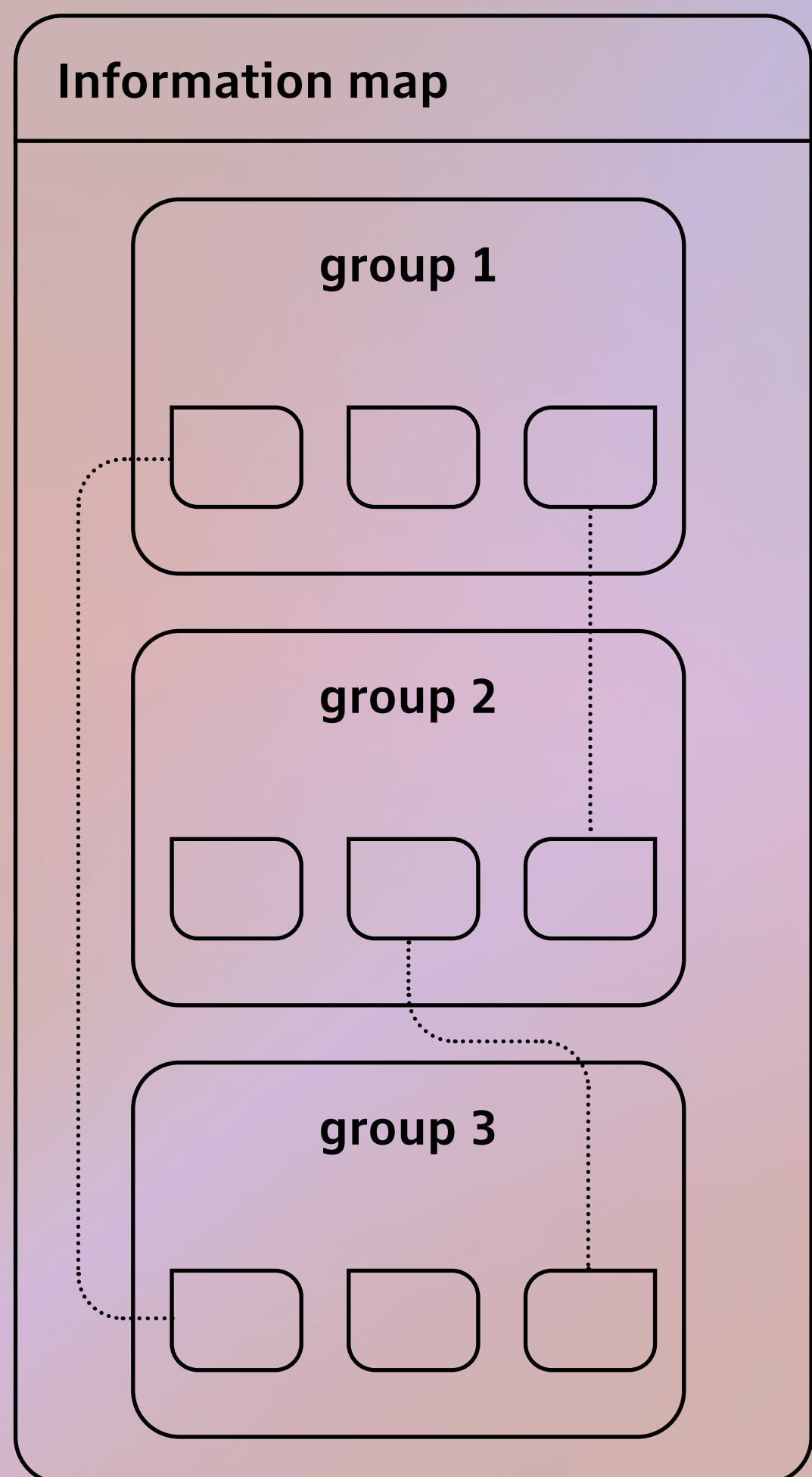
Shopping experience

Steps:

1. Take all insights in a pile
2. Start grouping the cards/post-its within a logic system
3. Change as many times as needed
4. Connect insights from different groups and create macro affinities if needed
5. Discuss and name the groups



Insight card template.
Source: Author, adapted from MJV, 2012



Information map template.
Source: Author

REFERENCES

Dam, R. F. (2022) **Affinity Diagrams: How to Cluster Your Ideas and Reveal Insights.** Interaction Design Foundation. [Available here.](#)

MJV Technology & Innovation (2012) **Design Thinking: inovação em negócios.** MJV Press, Rio de Janeiro, 2012. pg. 72

PERSONA BUILDING

define

Wear experience

Virtual wear experience

Show experience

Communication experience

Shopping experience

Fictional characters that represent the real customers. Helps in visualizing the audience and building empathy. There are three approaches: proto persona (based on existing knowledge and assumptions), qualitative (based on interviews and user research), mixed (based on qualitative and quantitative research)

Sources: MJV Technology & Innovation, UX Design Institute

Also known as: audience profile

Type: research consolidation, workshop

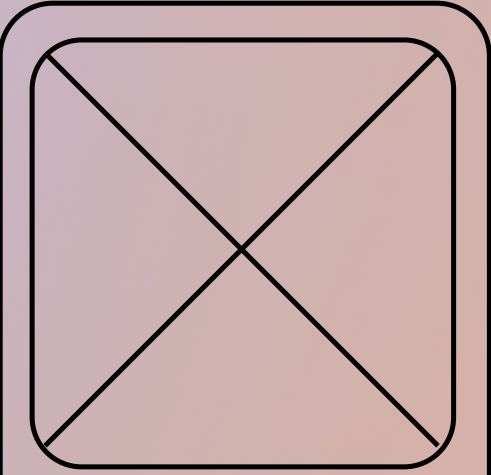


Time: 1h - 4h

Deliverables: personas and archetypes

First-aid kit: persona template

Steps:

1. Synthesize the research (demographics and qualitative insights) into affinities
2. Define a name, location, archetype/s, and visual representations
3. Identify needs, goals, frustrations, and motivations
4. Gather favorite brands, channels and apps used by the persona
5. Quote a lifestyle statement

Persona	Archetype		
 <i>Image</i>	Name: _____ Age: _____		
	Location: _____ Identify as: _____		
	Needs: _____ _____		
	Goals: _____ _____		
<i>quote</i>	 <i>gains</i>	 <i>pains</i>	
Brands/channels	_____	_____	_____

Persona template. Source: Author

REFERENCES

MJV Technology & Innovation (2012) **Design Thinking: inovação em negócios**. MJV Press, Rio de Janeiro, 2012. pg 80

UX Design Institute (2022) **What are UX personas and what are they used for?** Design, 25 May 2022. [Available here.](#)

EMPATHY MAP

define

Wear experience

A visual representation of the user's perspective and experiences that allows a deeper understanding of their needs, desires, and pain points. The empathy map typically consists of four quadrants: says, thinks, does, and feels. It is also a good moment to identify jobs to be done by the customer

Sources: Nielsen Norman Group, Strategyzer

Also known as: customer profile

Type: research consolidation, workshop

Time: 1h - 4h

Deliverables: customer requirements, goals and needs

First-aid kit: empathy map

Steps:

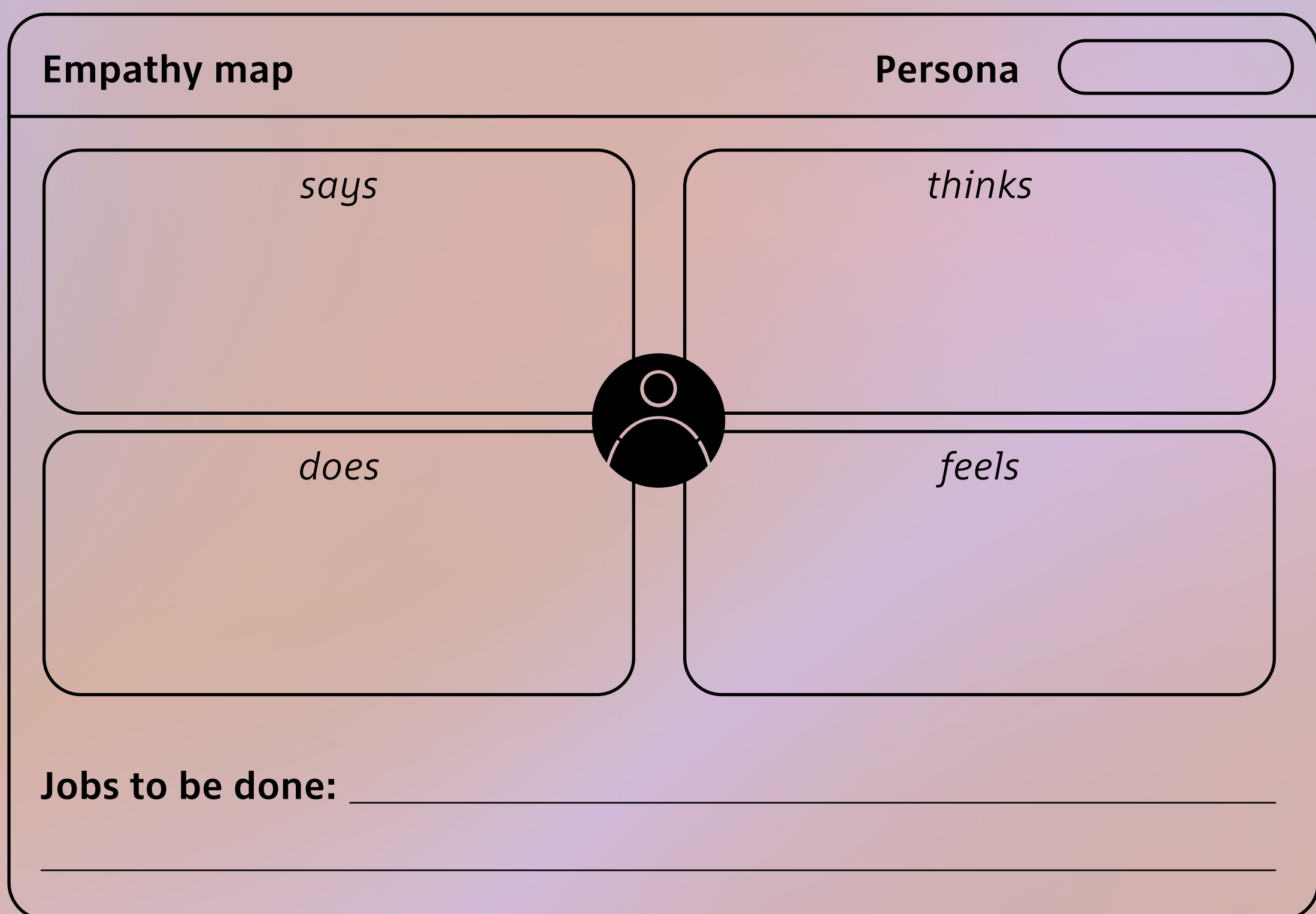
1. Study the persona created
2. Try to step into the personas' shoes
3. As that persona, identify the four quadrants:
4. What do they say, think, do, and feel
5. Define the customer jobs

Virtual wear experience

Show experience

Communication experience

Shopping experience



Empathy map template.
Source: Author, adapted from Nielsen Norman Group

REFERENCES

Osterwalder, A. et al. (2014) **Value proposition design**. Strategyzer

Gibbons, S. (2018) **Empathy Mapping: The First Step in Design Thinking**. Nielsen Norman Group, 14 Jan. 2018. [Available here](#).

VALUE PROPOSITION

define

Wear experience

A statement description of the unique benefits and value to be offered to the target audience. A tool that connects insights from the persona and empathy map into a customer profile and a map of values that respond to that profile.

Sources: Strategyzer

Also known as: value map

Type: research consolidation, co-creation

Time: 1h - 4h

Deliverables: value proposition, customer profile

First-aid kit: value proposition canvas

Steps:

1. Consolidate the customer profile from the persona and empathy map
2. Add the pains, gains, and jobs to a new map
3. Define your project relievers to the customer's pains
4. Describe the gain creators that answer to the customer's gains
5. Finally, list the value of experiences, artifacts, and services to the customer's jobs

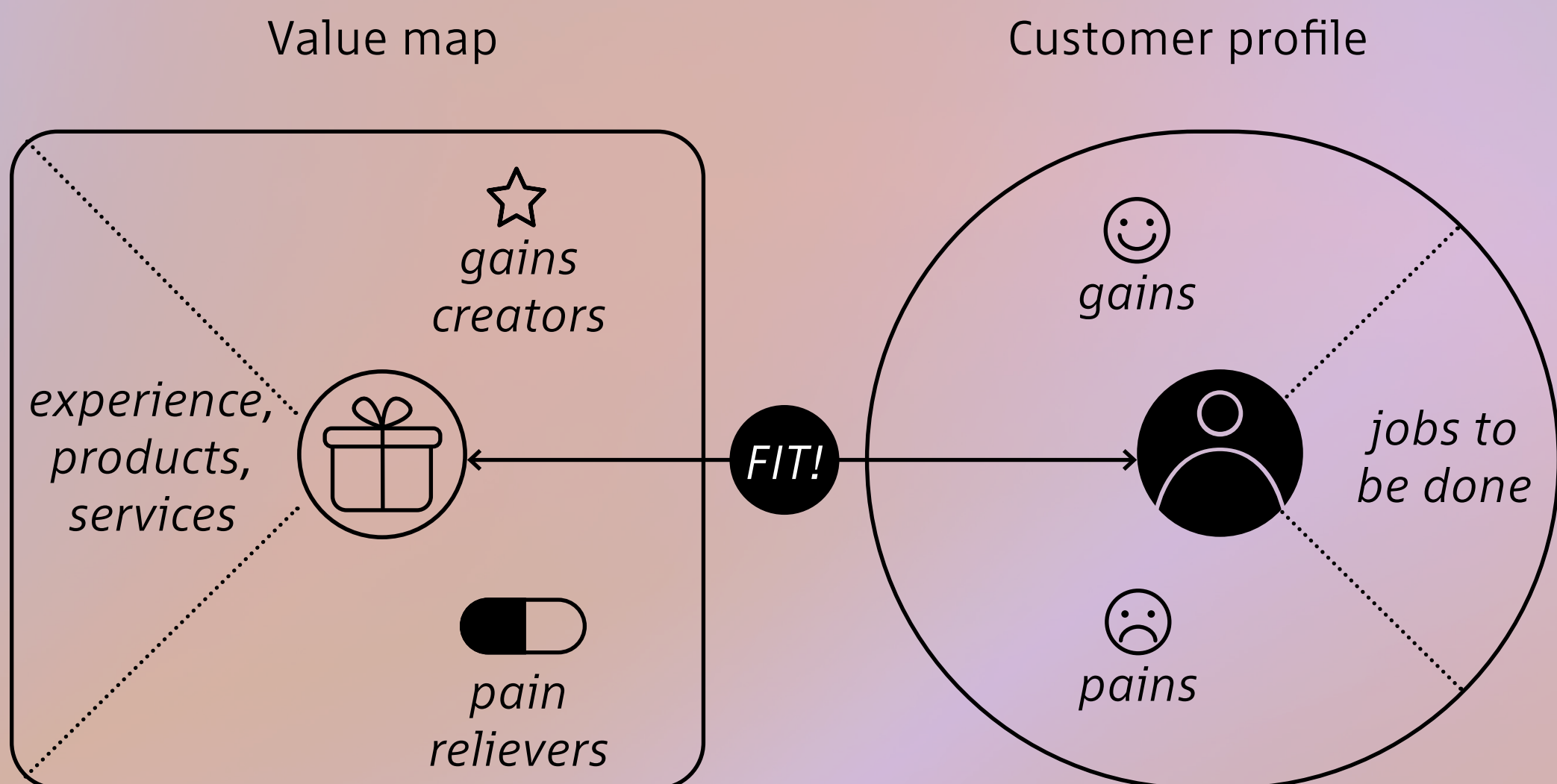
Virtual wear experience

Show experience

Communication experience

Shopping experience

Value proposition canvas



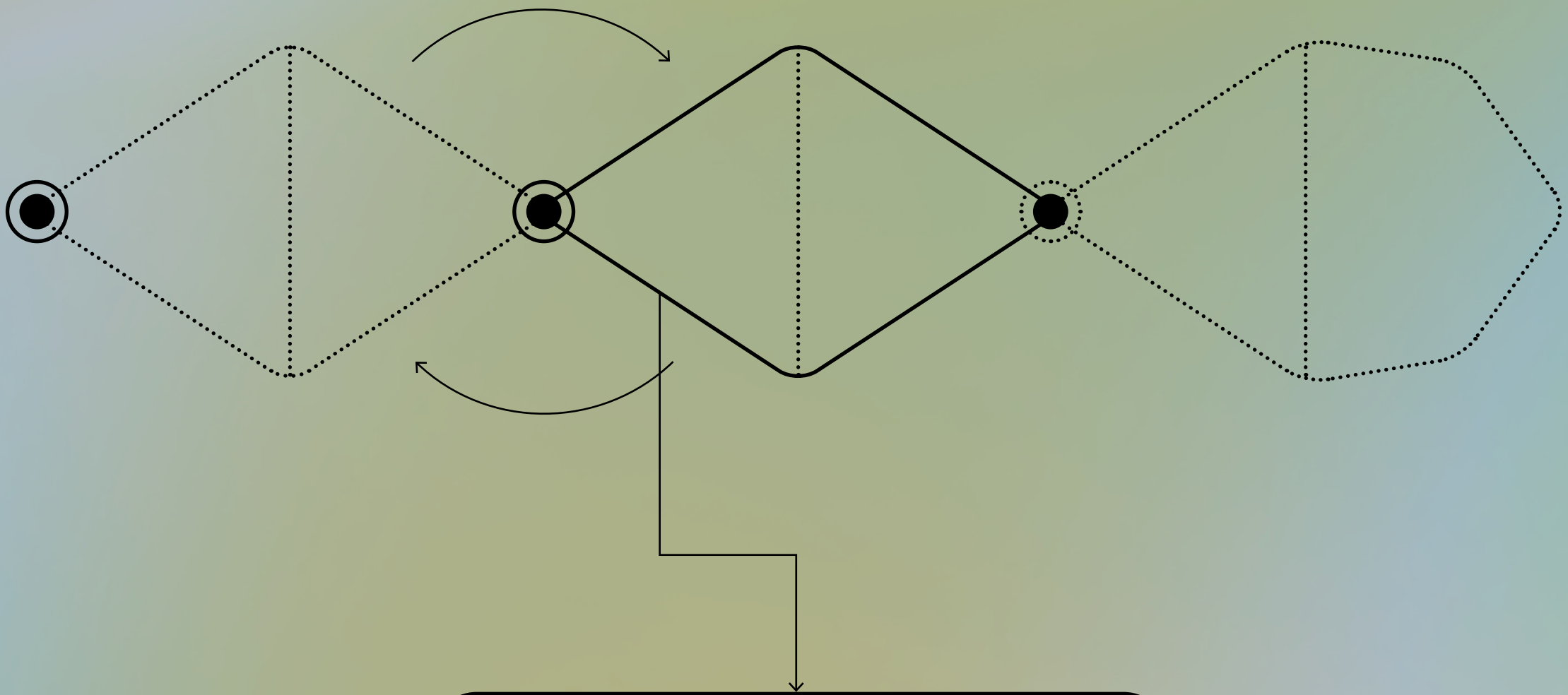
Proposition statement: _____

Value proposition canvas. Source: Adapted from Strategyzer

REFERENCES

Osterwalder, A. et al. (2014) **Value proposition design**. Strategyzer

SOLUTION IDEATION



DEVELOP

diverge

Brainstorm, sketch, co-create, test and experiment

Keypoints: ideation and iteration

Tools and methods:

- CJM >
- Brainstorming >
- Moodboard >
- Storyboard >
- Information Architecture >
- Low-fidelity wireframing >
- Usability Testing >

CJM - CUSTOMER JOURNEY MAP

develop

Wear experience

Visual representation of the experience from the customer's point of view, from awareness to post follow-up. The goal is to enable a continuous and positive journey through improving touchpoints and emotional response.

First-aid kit: CJM template, Shadowing card insights

Steps:

1. Create a timeline with the main phases of the experience, from awareness to follow-ups
2. Add the user actions in each phase
3. Identify the possible channels and touchpoints between the customer and the system
4. Trace a curve of feelings and thoughts in each phase
5. Identify pain points and possible improvements

Virtual wear experience

Sources: Nielsen Norman Group, MJV

Also known as: user journey

Type: research consolidation, co-creation workshop

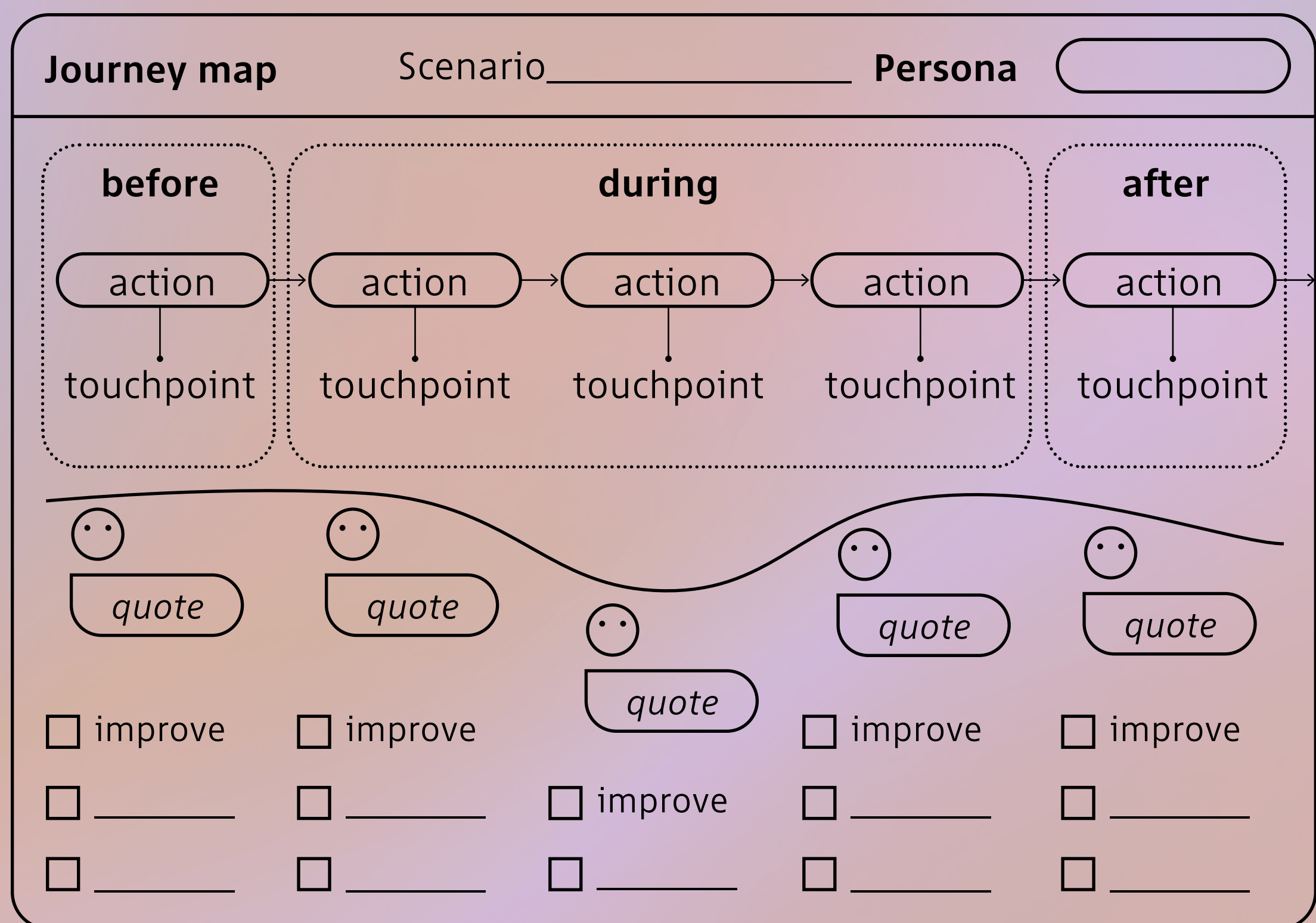
Time: 1h - 4h

Deliverables: customer journey, touchpoints, points for improvement

Show experience

Communication experience

Shopping experience



CJM template. Source: Author, adapted from Nielsen Norman Group

REFERENCES

MJV Technology & Innovation (2012) **Design Thinking: inovação em negócios**. MJV Press, Rio de Janeiro, 2012. pg. 85

Gibbons, S. (2018) **Journey Mapping 101**. Nielsen Norman Group, 9 Dec. 2018. [Available here.](#)

BRAINSTORMING

develop

Wear experience

Invented by Alex Osborn, a marketing executive, brainstorming is a creative technique for problem-solving. Involves a collaborative environment for generating ideas focused on the problematic and the target audience but is also open to new and unexpected insights.

Sources: IDEO, Interaction Design Foundation

Also known as: mind mapping

Type: co-creation workshop, ideation

Time: 1h - 4h

Deliverables: ideas

First-aid kit: Post-its, interactive board (physical wall or platforms like Miro/ Figma)

Steps:

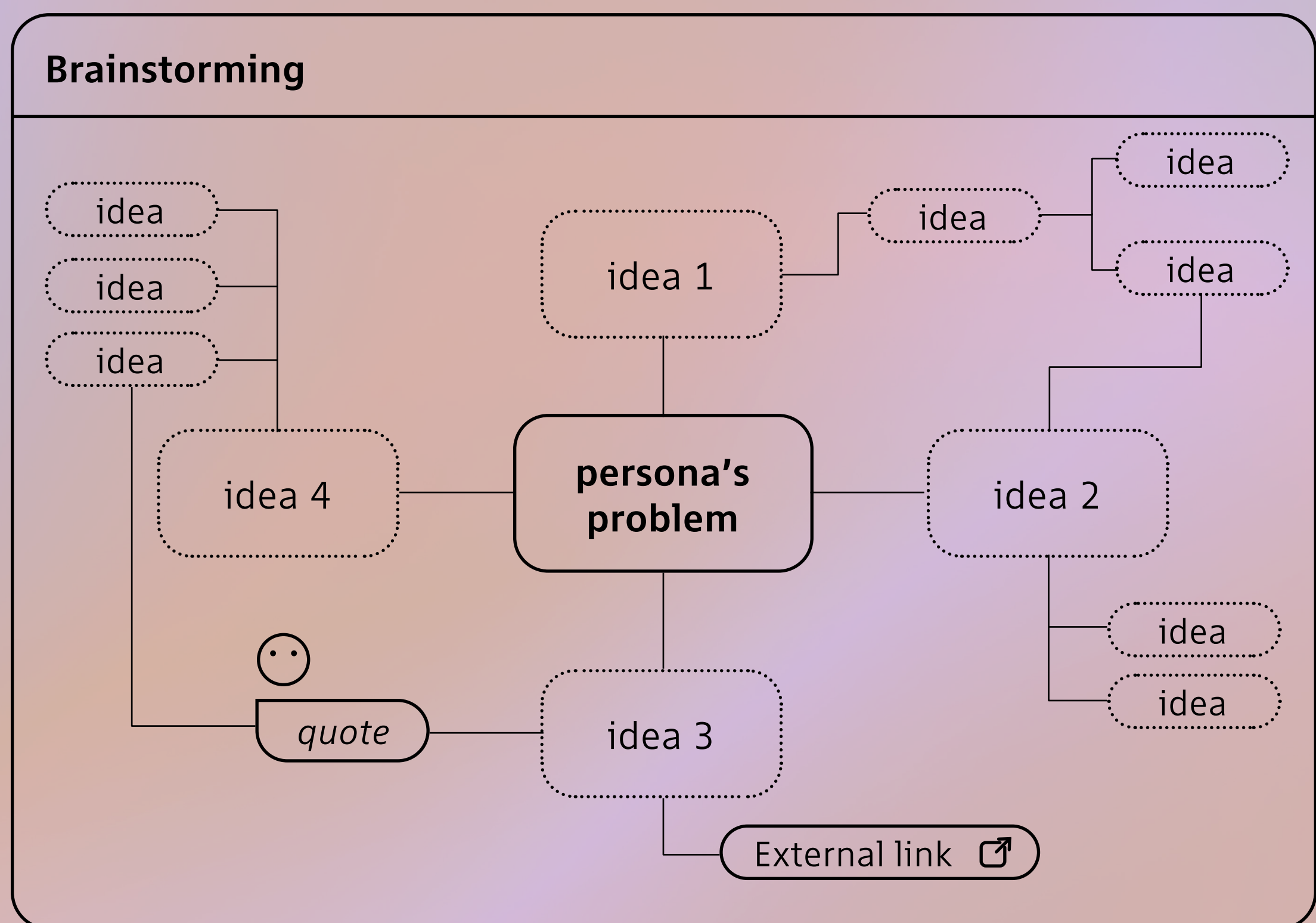
1. Begin with a problem from the persona
2. Ask questions like “how might we” and “what if”
3. Accept and encourage all ideas, nothing is silly at this point
4. Develop from added ideas
5. Import spontaneous references
6. Open a poll for favorite ideas

Virtual wear experience

Show experience

Communication experience

Shopping experience



Brainstorming template. Source: Author

REFERENCES

Interaction Design Foundation. **Brainstorming.** [Available here.](#)

IDEO.org (2015) **The Field Guide to Human-Centered Design.** Design Kit, 1st edition, printed in Canada

MOODBOARD

develop

Wear experience

Virtual wear experience

Show experience

Communication experience

Shopping experience

A sensorial collage of references to spark the emotional side of a solution, connecting abstract, material and form ideas into a visual board. It works as an inspirational repository for communicating the desired look and feel of the experience.

Sources: XD Ideas, Nielsen Norman Group

Also known as: semantic panel

Type: visual storytelling, inspirational archive

Time: 1h - 4h

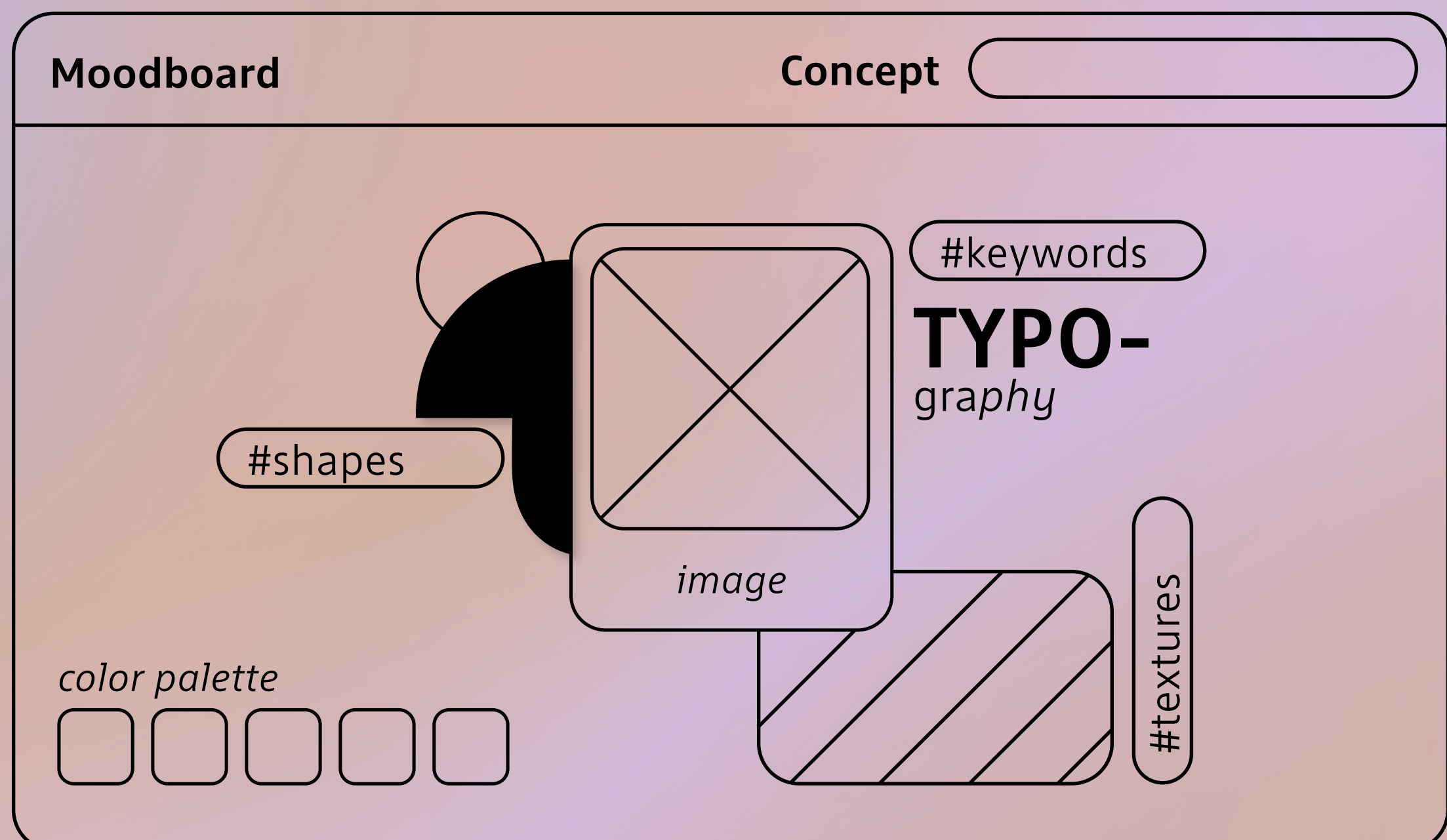
Deliverables: physical or digital board

First-aid kit: interactive board (physical blank spaces or platforms like Miro/ Figma), AI tools such as D-ALLE and Midjourney

Steps:

1. Define the concept
2. Search in magazines, repositories, around the city, nature, etc.
3. Gather inspiration for images, materials, textures, typographies, forms, sounds, videos, colors...
4. Organize the main references as a whole dimensional board
5. Add keywords and a color palette
6. Keep it harmonic and consistent

Tip: you can ask the Artificial Intelligence for generating or organizing boards and palettes by using the concept, images, and keywords as prompts



Moodboard template. Source: Author

REFERENCES

Guerra, V. (2020) **How to Enhance UX Design with Mood Boards.** XD Ideas, Adobe XD, 28 Jul. 2020. [Available here.](#)

Yang, L. (2023) **Mood Boards in UX: How and Why to Use Them.** Nielsen Norman Group, 26 Feb. 2023. [Available here.](#)

STORYBOARD

develop

Wear experience

A drafted sequence of key moments of the idea journey as a comic book, to visually comprehend the interaction scenario. It is helpful to ensure that the final result will align with the desired aesthetics and effectively convey the intended message.

Sources: IDEO, Nielsen Norman Group

Also known as: comic book

Type: visual storytelling, prototyping

Time: 1h - 4h

Deliverables: scenario, journey, touchpoints

First-aid kit: drawing/collage materials, storyboard template

Steps:

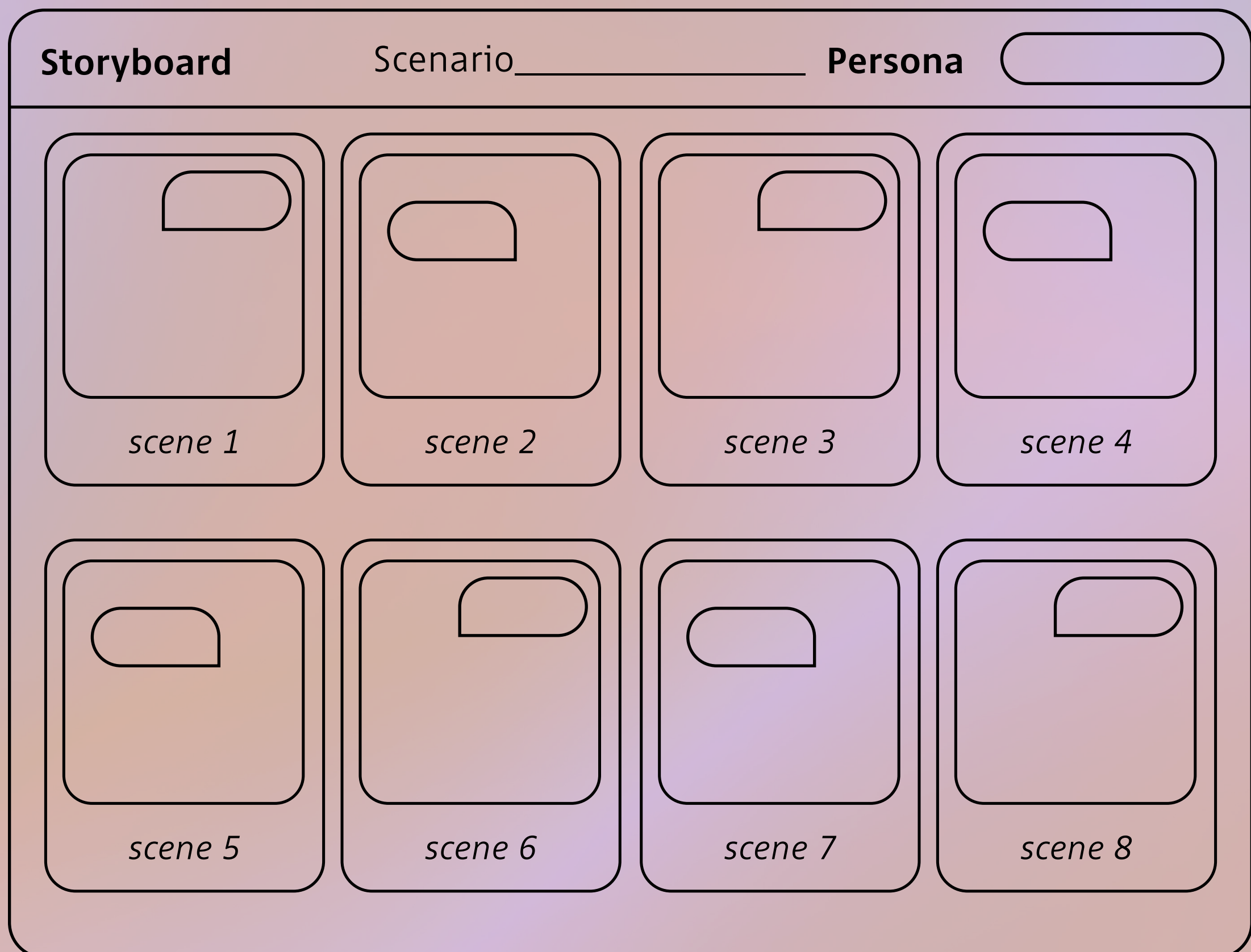
1. Define key moments to storyboard
2. Use drawings, collages, or icons to represent the scenes of the journey
3. Think about the scenarios, for example: lighting, textures, colors and overall mood
4. Add descriptions and quotes
5. Share and ask for feedback

Virtual wear experience

Show experience

Communication experience

Shopping experience



Storyboard template. Source: Author, adapted from IDEO

REFERENCES

IDEO.org (2015) **The Field Guide to Human-Centered Design**. Design Kit, 1st edition, printed in Canada

Krause, R. (2018) **Storyboards Help Visualize UX Ideas**. Nielsen Norman Group, 15 Jul. 2018. [Available here](#).

Wear experience

Virtual wear experience

Show experience

Communication experience

Shopping experience

In interaction design, IA is the structuring of information processes and artifacts as flowcharts (Benyon, 2014). By using shapes and arrows to represent different elements and workflows of the system, it can translate to fashion as a concept diagram connecting materials, shapes, trims, patterns, styles, etc.

Sources: Miro, Benyon

Also known as: workflow diagram

Type: prototyping, visual thinking

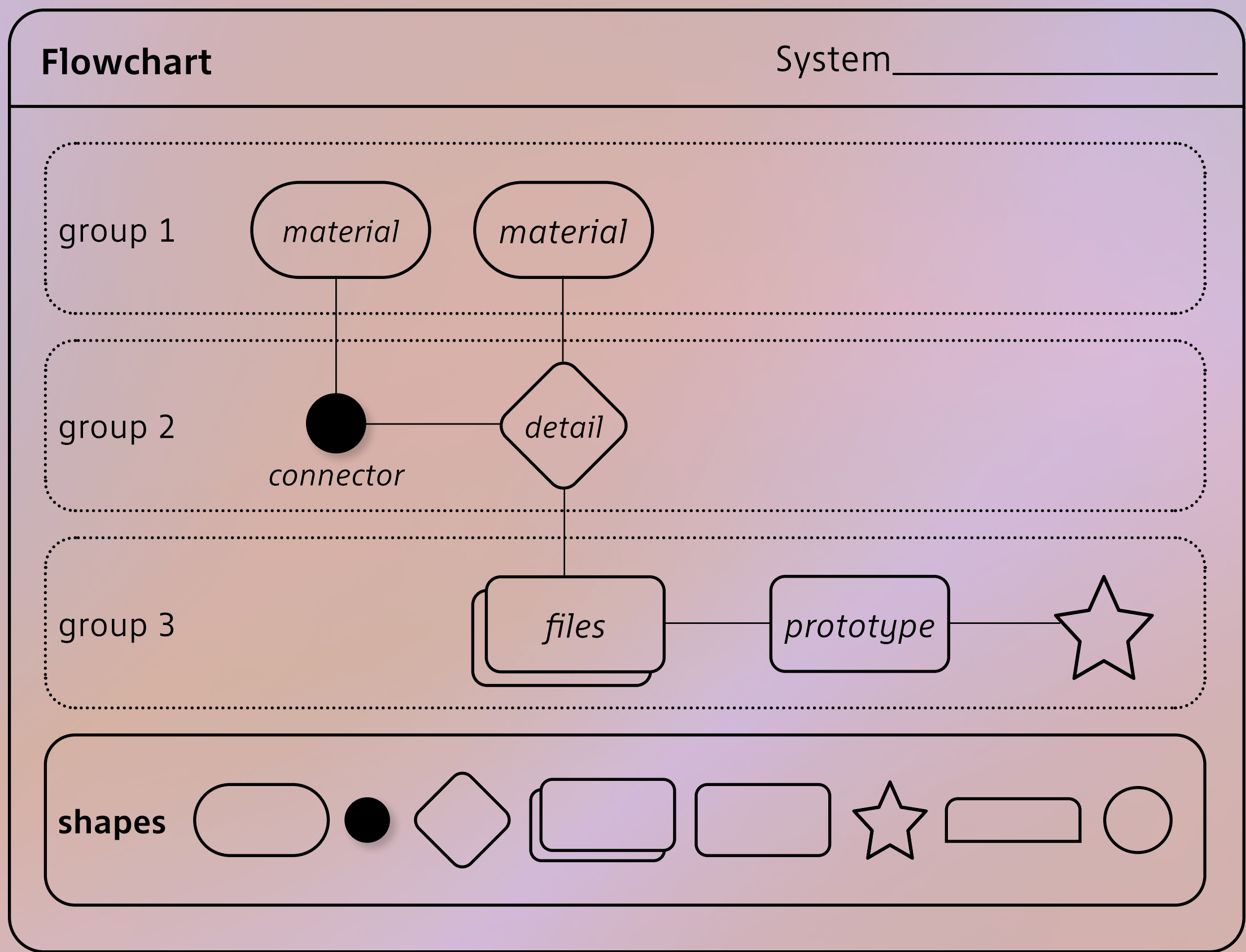
Time: 1h - 4h

Deliverables: infographics

First-aid kit: interactive board (physical blank spaces or platforms like Miro/ Figma), flowchart template

Steps:

1. Define a system to outline
2. List all the involved information
3. Assign different elements to different graphic shapes
4. Split them into groups considering suppliers, phases, etc
5. Connect the shapes considering how the information would flow
6. Review



Flowchart template. Source: Author, adapted from Miro

REFERENCES

Benyon, D. (2014) **Spaces of Interaction, Places for Experience.** SYNTHESIS LECTURES ON HUMAN-CENTERED INFORMATICS. Morgan&Claypool Publishers.

Miro (n.d.) **What is a flowchart?** [Available here.](#)

Wear experience

A simplified visual representation of the interface's structure, navigation and hierarchy. It focuses on the user flow by placing a simple layout of content and components with lines linking related interactions.

Sources: Nielsen Norman Group, Aela, Atomic Design

Also known as: sketching

Type: prototyping

Time: 1h - 4h

Deliverables: low fidelity prototype

First-aid kit: sketching materials, softwares like Figma/Adobe XD, basic elements

Steps:

1. Define the device to design for (e.g. mobile, desktop, VR glass)
2. Draw how users will navigate (can be trough the header, a navigation bar, trough scrolling, a vertical menu, etc)
3. Dispose content and elements through the space
4. Link the interactions with lines and arrows (e.g. buttons, scroll)
5. Test with users

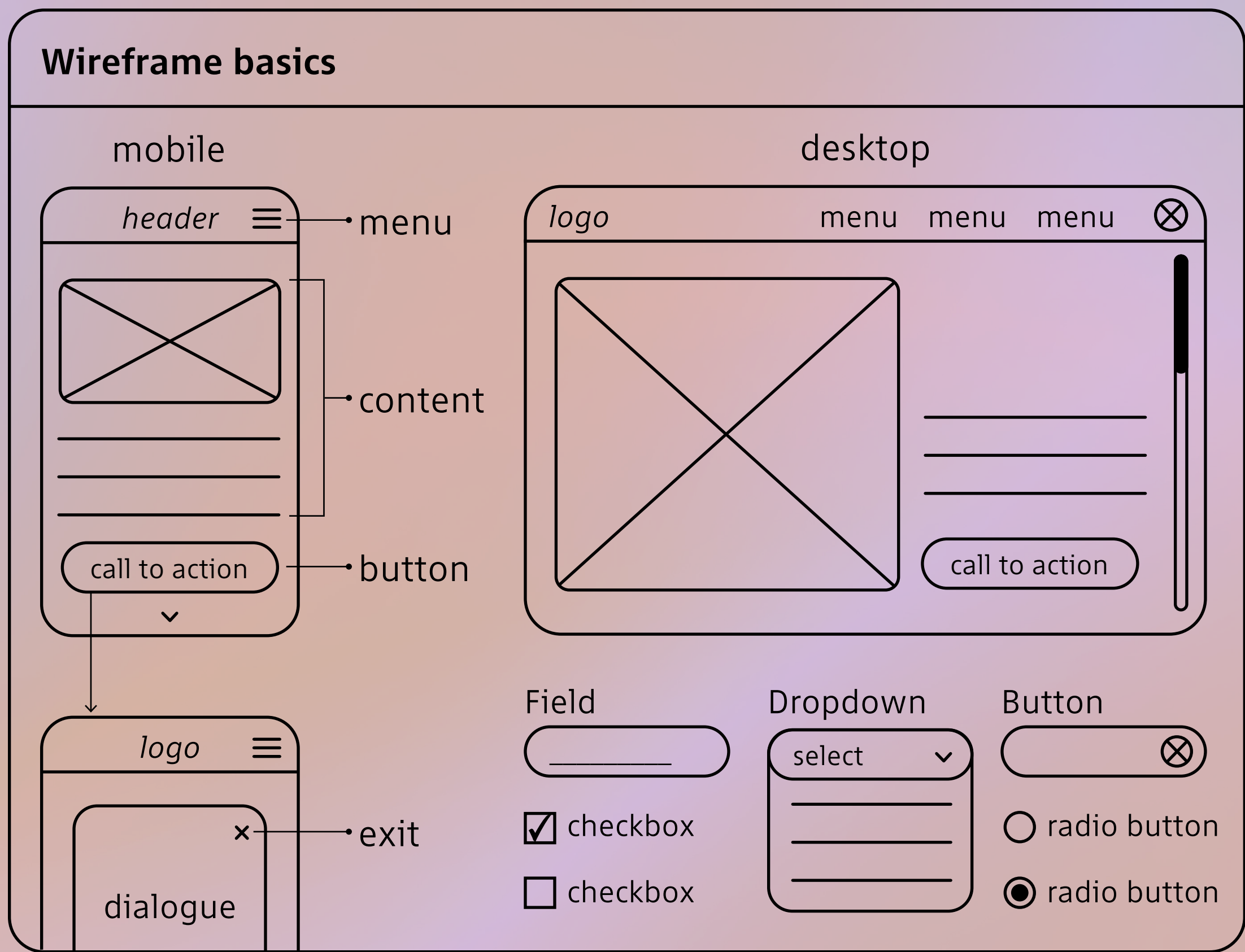
Tip: think at atomic level to create pages from components and components from elements

Virtual wear experience

Show experience

Communication experience

Shopping experience



Wireframe basics. Source: Author

REFERENCES

Frost, B. **Atomic Design Methodology**. Chapter 2. [Available here.](#)

Gordon, K. (2021) **How to Draw a Wireframe (Even if You Can't Draw)**. Nielsen Norman Group, 20 Jun. 2021. [Available here.](#)

Aela. (2022) **Wireframe: How To Get Started?** Editorial Aela, 21 Sep. 2022. [Available here.](#)

USABILITY TESTING

develop

Wear experience

Virtual wear experience

Show experience

Communication experience

Shopping experience

Practice to evaluate how easy and effective the design is. Involves recruiting users to perform specific tasks while using the product or interface, and observing their behavior and feedback. Helps identify usability issues at any stage of the design process and aims into user-friendly experiences.

Sources: Nielsen Norman Group, UserTesting

Also known as: user testing

Type: qualitative testing

Time: 1 day - 2 weeks

Deliverables: design refinements, insights

First-aid kit: Activity card, record settings, journey notes or a remote testing platform (e.g. UserTesting)

Activity card ___/___/___
User: _____
Activity/ Scenario: _____

Task 1: _____

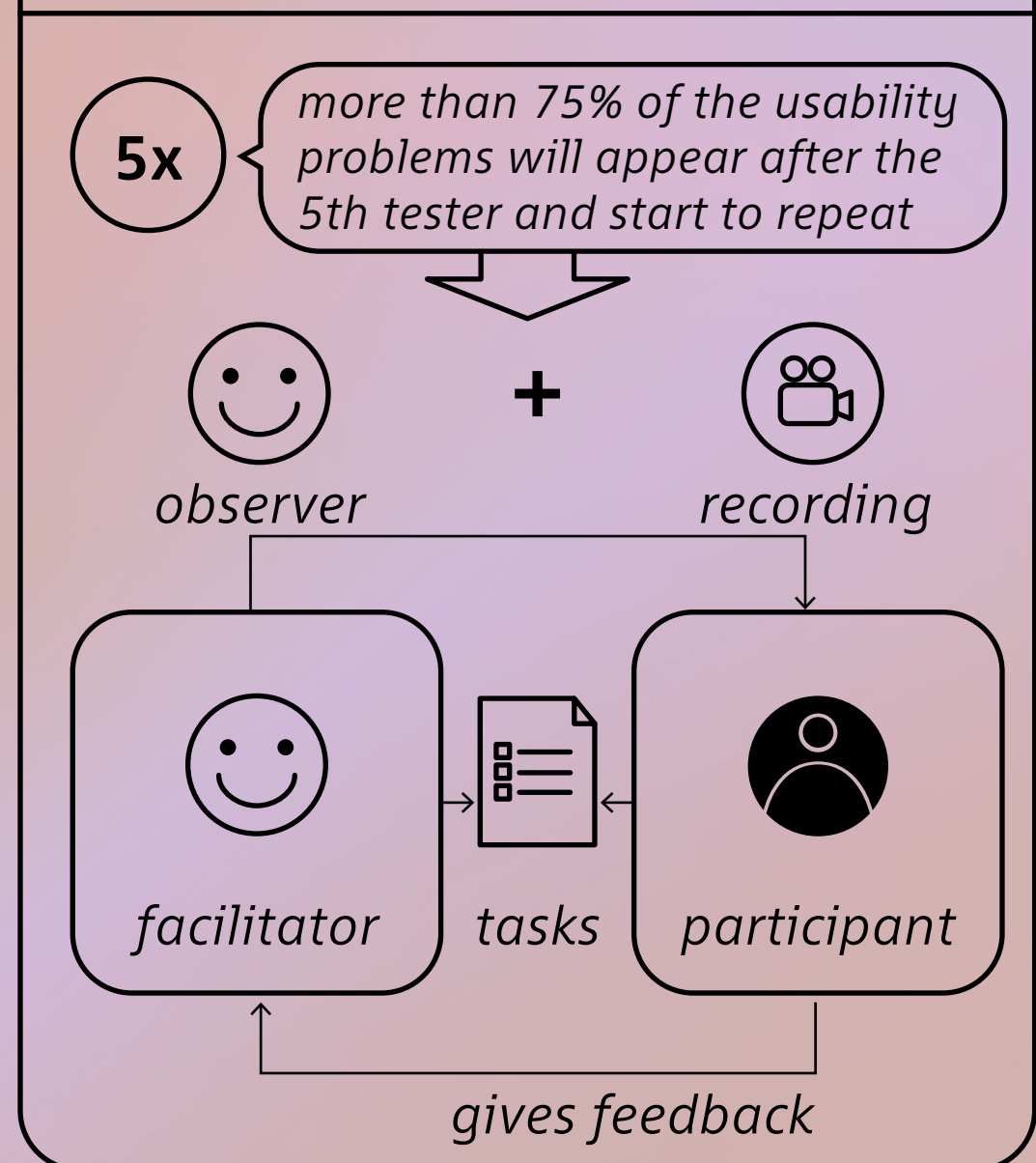
Task 2: _____

Activity card template.
Source: Author

Steps:

1. Define clear activities and tasks for the testers to perform
2. Plan hypotheses and metrics of the user flow
3. Make sure that the prototype works
4. Divide facilitating and observing between different people
5. Assure the user that what is being tested is the prototype, not them
6. Record the session for further analysis
7. Consolidate and compare results to initial hypotheses
8. Refine the design

Usability testing workflow



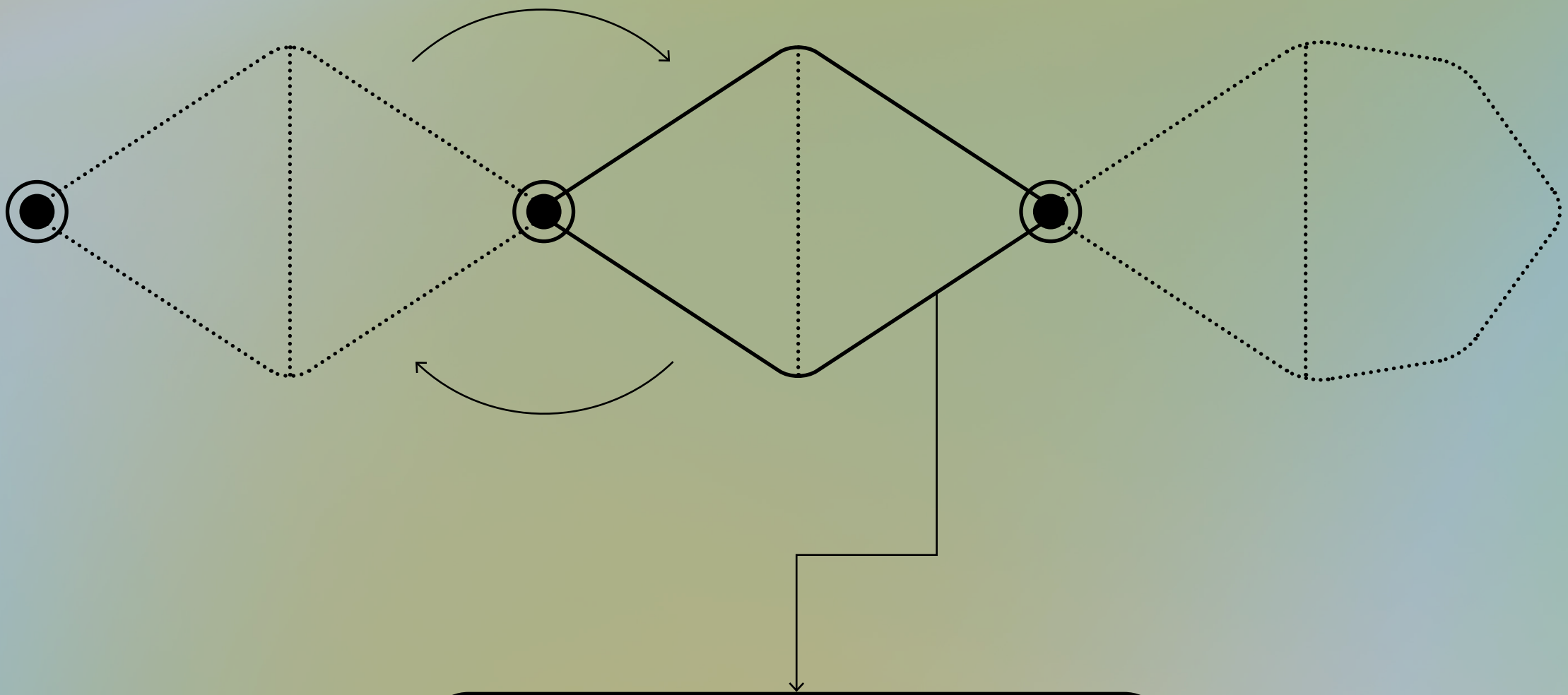
Usability testing workflow.
Source: Author, adapted from Moran, 2019

REFERENCES

Moran, K. (2019) **Usability Testing 101**. Nielsen Norman Group. [Available here.](#)

UserTesting. **How usability testing works**. Resources. [Available here.](#)

SOLUTION IDEATION



DELIVER

converge

Finalize the best idea, experiment and simulate with digital technologies, sample in high fidelity, test and improve

Keypoints: prototyping and testing

Tools and methods:

High fidelity interface prototyping >

Digital sampling >

A/B testing >

HIGH FIDELITY INTERFACE PROTOTYPING

deliver

Wear experience

Virtual wear experience

Show experience

Communication experience

Shopping experience

A detailed and fully functional version of a product or interface, typically done with specialized software. High-fidelity prototypes take effort and can provide a more realistic user experience, being used to test and refine the design before the final product is released.

Sources: Material Design, Apple Developer

Also known as: sampling

Type: prototyping

Time: 1 day - weeks

Deliverables: high-fidelity prototype

First-aid kit: design system (internal, Google's Material Design or Apple's Developer), design software (e.g. Figma, Adobe XD)

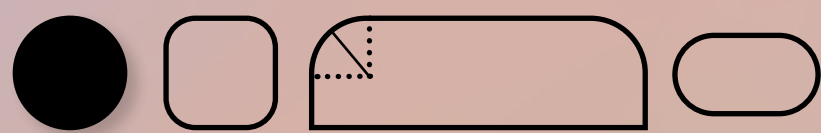
Steps:

1. Start it only after testing and refining lower-fidelity prototypes
2. Define the correct breakout points for a responsive prototype (between the different dimensions of devices)
3. Create a digital identity and consistent visual components (e.g. fonts, icons, colors, spacings)
4. Define a voice tone for texts, instructions and buttons (CTA, Call-to-Action)
5. Make it as functional as possible by creating inputs, motion, and hyperlink transitions, hover, and other micro-interactions
6. Test with users

Interface essentials

Typo scale **Headline 1**
Headline2
Subtitle
Body

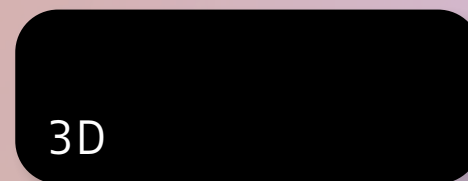
Shapes & icons



Colors



Cards

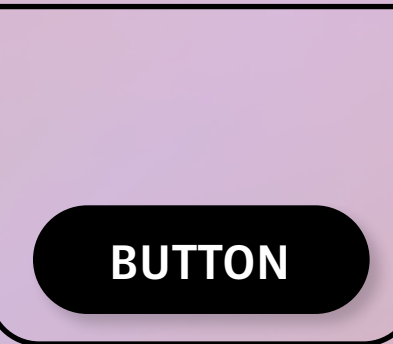


Buttons

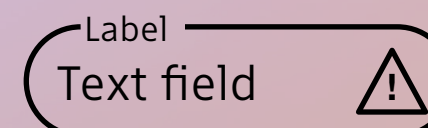


Underlined

Dialogue



Inputs



Error explanation



Interface essentials. Source: Author

REFERENCES

Apple Developer. **Human Interface Guidelines.** [Available here.](#)

Material Design. **Introduction.** [Available here.](#)

DIGITAL SAMPLING

deliver

Wear experience

Designing clothes using digital tools and technologies, e.g. CAD software. Permits experimenting with different fabrics, colors, patterns, and scenarios without the constraints of physical prototypes. In addition, it is possible to simulate usability and fit over customizable avatar bodies.

Steps:

1. Customize the measures of the avatar
2. Create a 2D pattern or draw over the avatar's body
3. Seam the patterns in a 3D software
4. Simulate and make adjustments
5. Check for fit and heatmaps
6. Add motion or change the pose of the avatar to test movement behavior
7. Add seam allowance and gradings
8. Refine and export as a digital 3D model or 2D pattern for physical production

Virtual wear experience

Sources: CLO3D, Browzwear, Style 3D, ELLE Education

Also known as: digital fashion design

Type: prototyping

Time: 4h - weeks

Deliverables: digital twins, 3D files, simulations, tech packs

First-aid kit: digital sampling essentials

Show experience

Communication experience

Digital sampling essentials

	2D pattern	3D model	Digital garment
Process	Vector/ draw or moulage	Modelling / sculpting	Simulation and tests
Tools and softwares	Adobe Illustrator/ Corel Draw/ Inkscape Gerber/ Lectra	Rhino Blender Solid Works	CLO3D/ Marvelous Style 3D Browzwear
Libraries and repositories	Pinterest YouTube (DARIA Patternmaking, With Wendy)	Turbo Squid SketchFab CGTrader	CLO-SET Style 3D Cloud Substance

Shopping experience

Wireframe basics. Source: Author

REFERENCES

Browzwear. **Homepage.** [Available here.](#)

CLO3D. **Homepage.** [Available here.](#)

Style 3D. **Homepage.** [Available here.](#)

DE LA GARZA, F. A. (n.d.) **Digital Fashion Designer: 3D Disruption in Fashion and the Design of the Future.** ELLE Education. [Available here.](#)

A/B TESTING

deliver

Wear experience

The strategy of releasing two versions of a product among users to determine which one performs better in terms of usability, aesthetics, engagement, leads and conversion rates or another key metric. Results can support design decisions in optimizing the user experience of a final product.

Sources: Nielsen Norman Group, Optimizely, Google

Also known as: split/bucket testing

Type: quantitative testing, bi-directional

Time: 1 day - weeks

Deliverables: measured success, design decisions

First-aid kit: HEART to define metrics, web analytics

Steps:

1. Identify the component of experience to improve, and determine the key metrics of success (
2. Create a hypothesis and two or more variations (one can be the original product)
3. Divide the audience into proportional groups and assign each group to one of the variations
4. Run the test and collect data
5. Compare and evaluate the results
6. Implement the best design according to the measured metrics
7. Repeat the process regularly

Virtual wear experience

Show experience

Communication experience

Shopping experience

HEART framework by Google

choose one or more ↓	Goals	Signals	Metrics
♥ Happiness	why?	how?	what?
♥ Engagement	why?	how?	what?
♥ Adoption	why?	how?	what?
♥ Retention	why?	how?	what?
♥ Task success	why?	how?	what?

HEART framework. Source: Adapted from Google, 2010

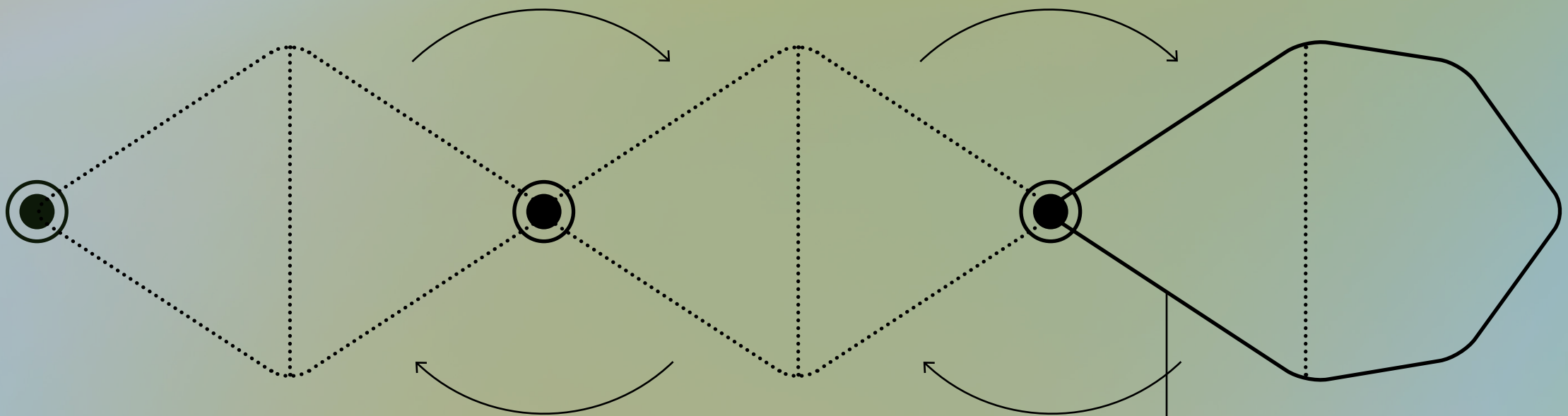
REFERENCES

Nielsen, J. (2005) **Putting A/B Testing in Its Place**. Nielsen Norman Group, 14 Ago. 2005. [Available here](#).

Optimizely (n.d.) **Bucket testing**. [Available here](#).

Rodden, K. et al. (2010) **Measuring the User Experience on a Large Scale: User-Centered Metrics for Web Applications**. Google, 2010. [Available here](#).

IMPLEMENTATION



ENGAGE

diverge

Share results with the public, prepare an omnichannel communication strategy, answer comments

Keypoints: communication and inclusivity

Tools and methods:

Communication Model >

CGI (Computer Generated Imagery) creation >

ONLINE COMMUNICATION MODEL

engage

Wear experience

A strategic framework for effective online communication in the context of fashion. Initially proposed by Cantoni & Tardini (2006) as Web Communication Model - WCM, the model helps to create cohesive and engaging online experiences by targeting real users and specific channels. Additions such as KPIs and project budget improve the WCM for more complex online systems.

Sources: ELLE Education, Cantoni & Tardini

Also known as: Web Communication Model (WCM)

Type: strategic planning

Time: 1 day - weeks

Deliverables: guidelines, publication roadmap

First-aid kit: OCM, roadmap

Steps:

1. Study the context, such as market and user interface
2. Define a message
3. Select the media and channels to communicate that message and define specific KPIs (Key Performance Indicators)
4. Determine the type of content and who will create it
5. Schedule publications, track and respond to engagement
6. Make sure it is relevant, informative, engaging, and adapted to the user's context

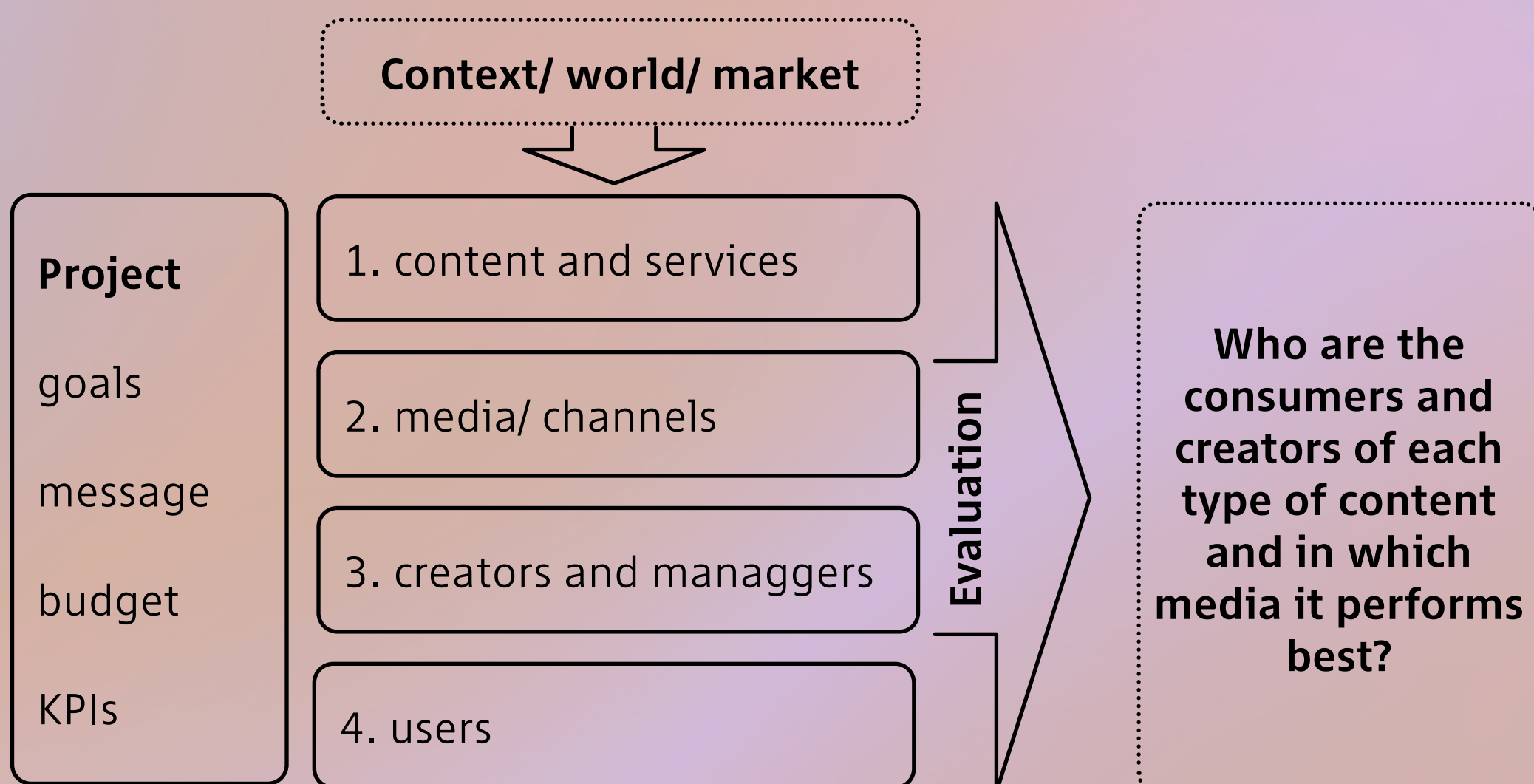
Virtual wear experience

Show experience

Communication experience

Shopping experience

Online Communication Model



OCM. Source: Author, adapted from Cantoni & Tardini (2006) and ELLE Education (n.d.)

REFERENCES

Cantoni, L. & Tardini, S. (2006). **Internet**. Routledge

DE LA GARZA, F. A. (n.d.) **How to Develop a Fashion Communication Strategy for Products or Services**. ELLE Education. [Available here.](#)

Wear experience

Virtual wear experience

Show experience

Communication experience

Shopping experience

Computer Generated Imagery involves creating realistic 3D samples of garments, products, and ambiance scenarios with specialized software. Permits unlimited creative freedom and can be applied for try-ons, virtual stores and window displays, virtual runways, advertising campaigns, and other communication and metaverse purposes, such as skins and NFTs.

Sources: SHOWstudio, Fast Company, ELLE Education

Also known as: computer-generated visuals (CGV),

Type: 3D design, ambiance

Time: 1 day - weeks

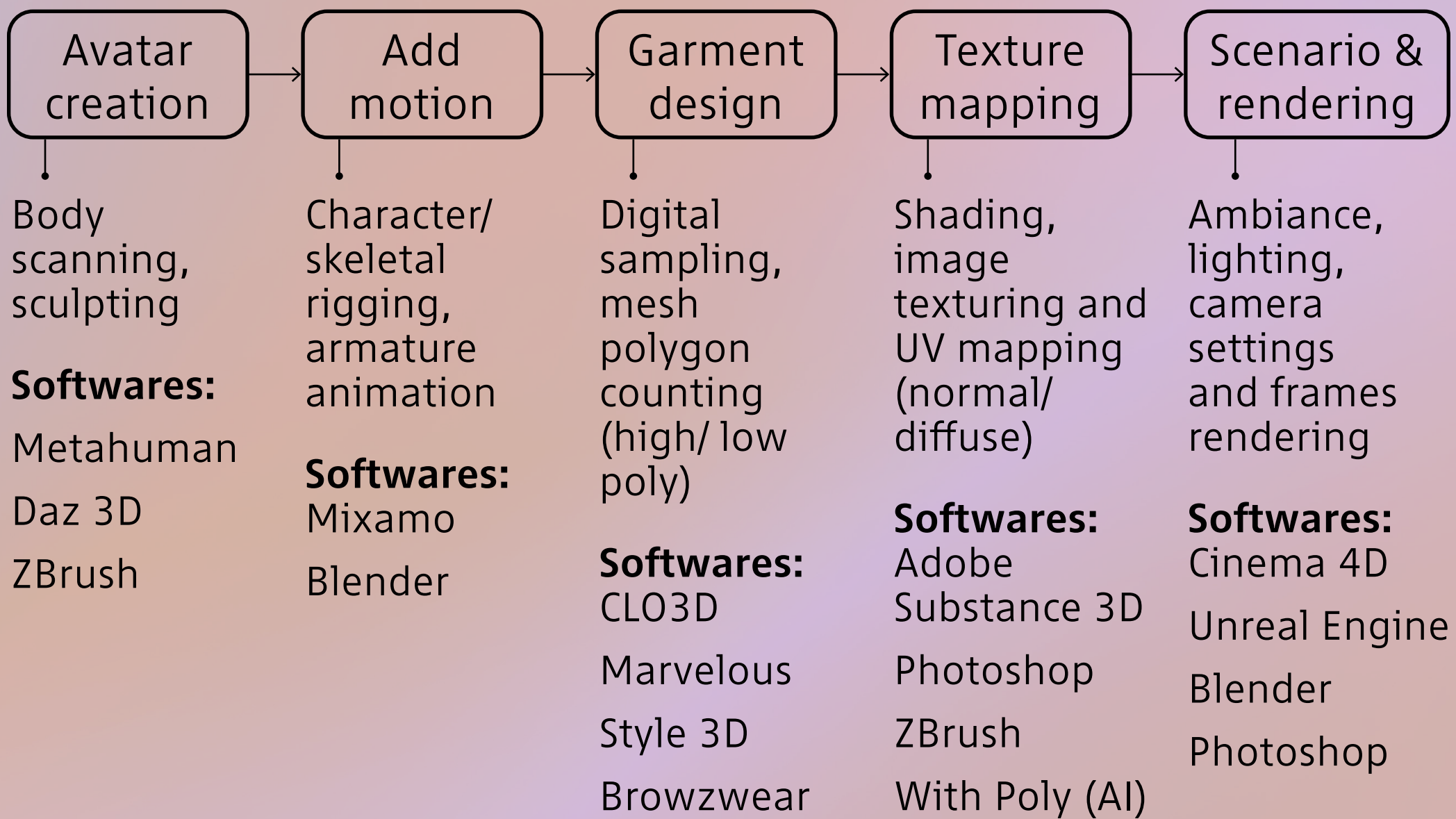
Deliverables: digital content

First-aid kit: workflow and software

Steps:

1. Define the context (e.g. media, audience) and a concept
2. Create or adapt models and samples in high fidelity with a 3D software
3. Apply and create textures
4. Set up the scenario and cameras, including props, lighting, and movement
5. Render final images or animations
6. Apply corrections, effects, compositions, and other post productions

CGI basic workflow



CGI basic workflow and softwares. Source: Author

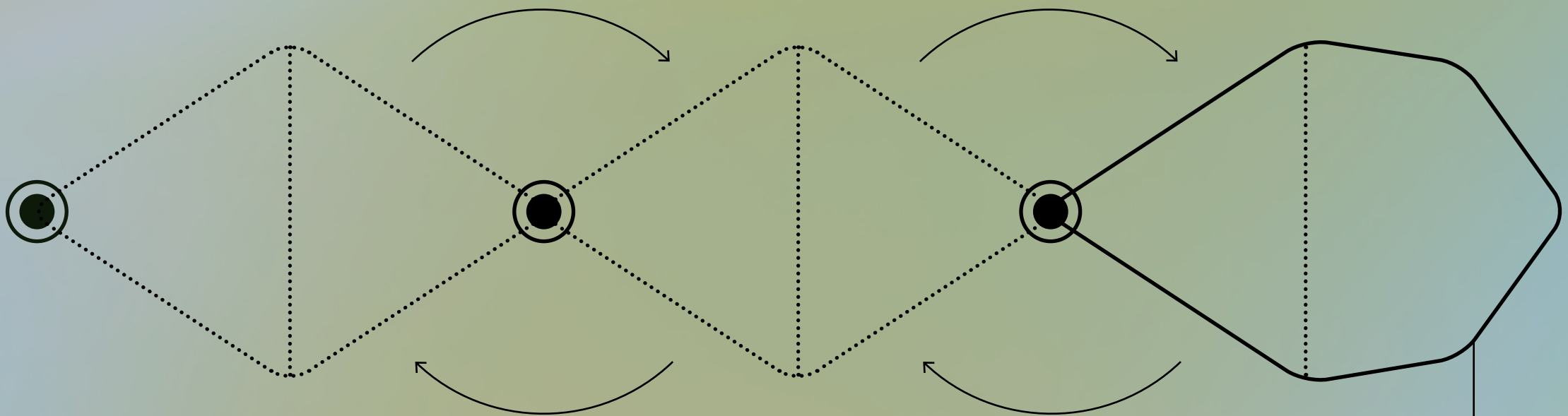
REFERENCES

DE LA GARZA, F. A. (n.d.) **How Can 3D Fashion Design Be Applied to Fashion Communications Strategies?** ELLE Education. [Available here.](#)

SHOWstudio. **THE FUTURE OF FASHION IS: CGI.** 10 May 2021. [Available here.](#)

Sobande, F. (2021) **CGI influencers are here. Who's profiting from them should give you pause.** Fast Company, 10 May 2021. [Available here.](#)

IMPLEMENTATION



CONNECT

omni - converge

Associate the before, during and after of the experience with other journeys, simultaneous or future

Keypoints: macro and omnispace

Tools and methods:

Blueprint >

Design System Documentation >

Wear experience

Virtual wear experience

Show experience

Communication experience

Shopping experience

Starting from the Customer Journey Map and mapping actions and interactions of frontstage stakeholders, backstage processes and systems, and supporting infrastructure, the Blueprint is an overall representation of a service system. It aids in comprehending the customer experience, identifying pain points, and finding areas for improvement.

Sources: Nielsen Norman Group, MJV

Also known as: service mapping

Type: holistic mapping, omnispace strategy

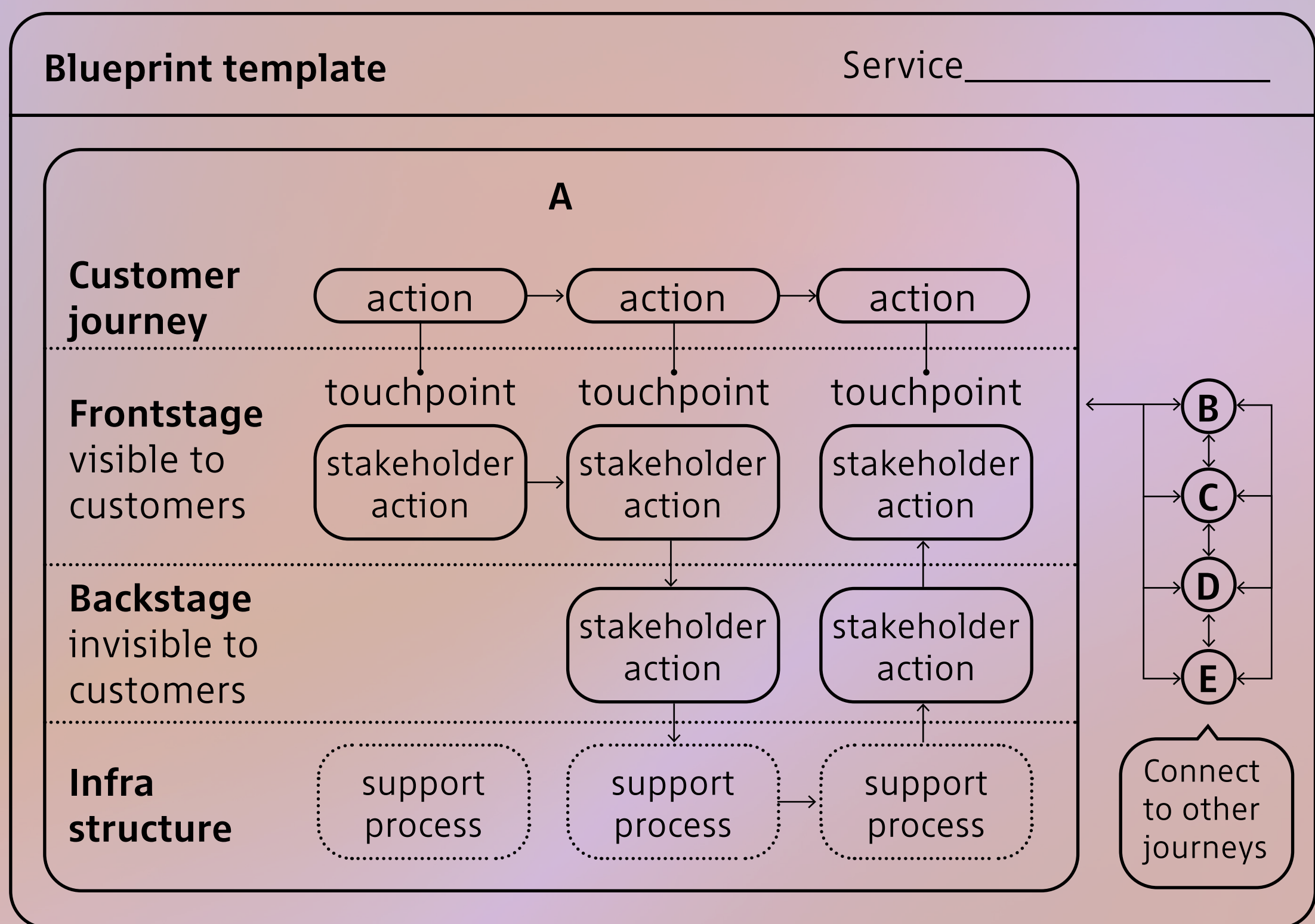
Time: 1h - 4h

Deliverables: visual diagram

First-aid kit: Service Blueprint template

Steps:

1. Begin with a complete CJM
2. Include direct actions and interactions of stakeholders in the frontstage
3. Map the backstage and infrastructure, including invisible processes and actions that support the system
4. Identify connections to other experiences
5. Test and refine
6. Create additional supporting processes and train stakeholder



Blueprint. Source: Author, adapted from Gibbons (2017)

REFERENCES

Gibbons, S. (2017) **Service Blueprints: Definition.** Nielsen Norman Group, 27 Ago. 2017. [Available here.](#)

MJV Technology & Innovation (2012) **Design Thinking: inovação em negócios.** MJV Press, Rio de Janeiro, 2012. pg. 87

DESIGN SYSTEM DOCUMENTATION

connect

Wear experience

A compiled resource containing all research findings and deliveries, including maps, sketches, patterns, digital files, technical specifications, material sourcing, and production notes. Serves for communication between stakeholders and research resources for future projects.

Sources: UXPin, World Fashion Exchange

Also known as: design archive

Type: cataloging

Time: simultaneous to the project

Deliverables: guidelines, documents, brand practices

First-aid kit: documentation system, project management tools

(e.g. Notion), repository platforms (e.g. Google Drive, Sharepoint), interactive boards (e.g. Miro/ Figma)

Steps:

1. Keep all important documents generated for the project
2. Set macro and micro catalog systems (e.g. brand aspects vs yearly collections)
3. Organize simultaneously with the project development or right after completing it
4. Update and keep it alive
5. Review it for use in future projects

Virtual wear experience

Show experience

Communication experience

Shopping experience

Brand Identity

Branding

Style guide
Branding
Interface components

Signature

Fabric samples
Shapes
Patterns

Heritage

Historical archives
Press releases

Business

Research consolidation
Value proposition
Personas

Collections and experiences

Sketchbook

Research
Ideation

Communication

Lookbook
Campaigns
CGI

Tech packs

Specs
Patterns
Digital and editable files

Blueprints

Experiences/
services
Stakeholders and supply chain

Documentation system template. Source: Author

REFERENCES

UXPin. (2022) **Design System Documentation in 9 Easy Steps**. STUDIO Blog, 10 Oct. 2022. [Available here.](#)

World Fashion Exchange (2022) **Tech Pack 101: Everything you need to know about fashion tech packs**. [Available here.](#)



POLITECNICO

MILANO 1863

THE AUTHOR



Erika Rox is a passionate designer with deep interest for culture, nature, and technology. Born and raised in Brazil, she is a fashion strategist, UX researcher, and innovation consultant who approaches her work with curiosity and keen observation. With a focus on enhancing user experiences, Erika combines her design expertise with research and strategy to co-create impactful solutions.

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