

Custom Playing Cards Responsive Website

Barbara Haggerty

April - June



Project overview



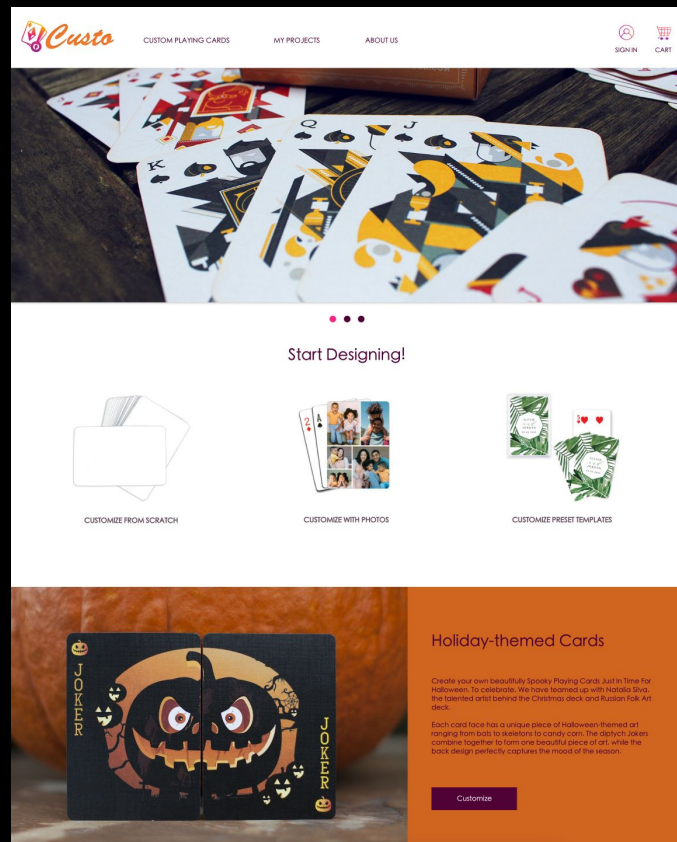
The product:

A responsive website designed to have an efficient flow to order custom playing cards.



Project duration:

April 26, 2022 to June 3, 2022



Project overview



The problem:

Users need an easy user interface to customize every aspect of playing cards starting with templates or blank cards.



The goal:

Design an efficient flow to order custom playing cards for users with varying levels of creativity or artistic talent.



Project overview



My role:

Lead UX designer and UX researcher for a responsive playing card customization site.



Responsibilities:

User research, paper and digital wireframing, low and high fidelity prototyping, UI design, interview-based user testing, and accessibility design.





Understanding the user

- User research
- Personas
- Empathy Maps
- Problem statements
- User Journey map

User research: summary



I conducted four moderated interviews to ask about users' experience with customizing playing cards. Of the four people I interviewed, two had customized playing cards in the past and the other two haven't but do use playing cards.

I initially assumed that users would want to be able to make custom cards to edit pre-existing card games like Uno or Pokemon, but I was told that there was no desire to do so because they liked them as they are. Instead, I learned that users want to personalize standard decks of cards to have the faces of family, pets, or characters on them.

User research: pain points

1

Bad User Interface

Any sort of experience where the site is laggy or doesn't allow zoom or rotating, or have touchpoints that won't get something in the right spot.

2

Poor Printing / Cutting

It stands out when cards' printing isn't of good quality. Since edges are very specific, if they're cut wrong it looks horrible.

3

Uncustomizable features

Not being able to pick the finish of the paper that make the cards, along with choosing the fonts, colors, and suit styles.

4

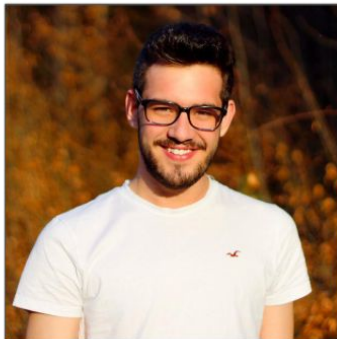
Artistically Challenged

Not feeling creative enough prevents seeking out customization projects, but templates and options to edit small changes could help.

Persona: Thomas

Problem statement:

Thomas is a game night host who needs to customize cards with his own art because he wants to make games more unique to him and his friends.



Thomas

Age: 24

Education: Bachelor of Science

Hometown: Fairfield, CA

Family: Single

Occupation: Software Developer

"It's fun to do all the artwork myself and make something unique and my own."

Goals

- Wants to use their own graphics to make cards stand out
- Make game night more interesting with special cards

Frustrations

- UI doesn't let you make small changes to put something in the right spot
- Poor cutting or texture of cards

Thomas spends his days developing software for a big tech company. As a result of sitting in front of screens for hours, he spends his free time playing card and board games with his friends. On occasion, he creates digital art for fun and is encouraged to show it off.

Persona: Lori

Problem statement:

Lori is a mother who prides herself in being a great gift giver who needs to customize cards from templates because she doesn't have art skills.



Lori

Age: 32

Education: Bachelor of Arts

Hometown: San Francisco, CA

Family: Married, two kids

Occupation: Translator

"It's fun seeing your favorite characters or family pictures on something that you use."

Goals

- Make special customized gifts for loved ones
- Bring family together with cute or funny gag gifts

Frustrations

- Learning new games, so sticks with classic card games
- No artistic talent whatsoever

Lori works at home translating documents and loves when their wife and kids return from work and school. As their daughters grow older, Lori keeps trying to come up with family activities to stay close. They're the jokester of the family and prides themselves in being the best gift giver.

User journey map

I prioritized offering a variety of starting points to cater to both users who might appreciate some guidance and those who prefer a completely blank canvas for their creativity. Either way, users will have the flexibility to personalize their playing cards exactly how they envision them.

Persona: Lori
Goal: Customize playing cards with faces of family to gift

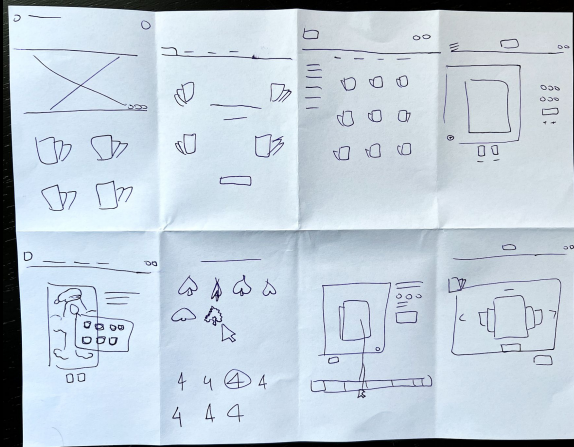
ACTION	Search for customization site	Pick a card template	Customize card	Order custom cards	Receive cards
TASK LIST	Tasks A. Google "custom playing cards" B. Scroll through list of sites C. Check out customization options	Tasks A. Choose which sides to customize B. Find template that starts with preset art, icons, and font C. Check if photos can be uploaded	Tasks A. Edit colors and font B. Upload photo(s) C. Make adjustments	Tasks A. Add cards to cart B. Put in payment info C. Checkout	Tasks A. View tracking info B. Wait for arrival C. Open the cards
FEELING ADJECTIVE	Optimistic Disenchanted	Determined Agreeable	Open Pleased Animated	Cautionary	Hopeful
IMPROVEMENT OPPORTUNITIES	Send links immediately to customizable options rather than general site	Filter images with face holes	Have clear description of acceptable file types	Have payment option saved and view of card image in cart	Make it easy to find and click on tracking number



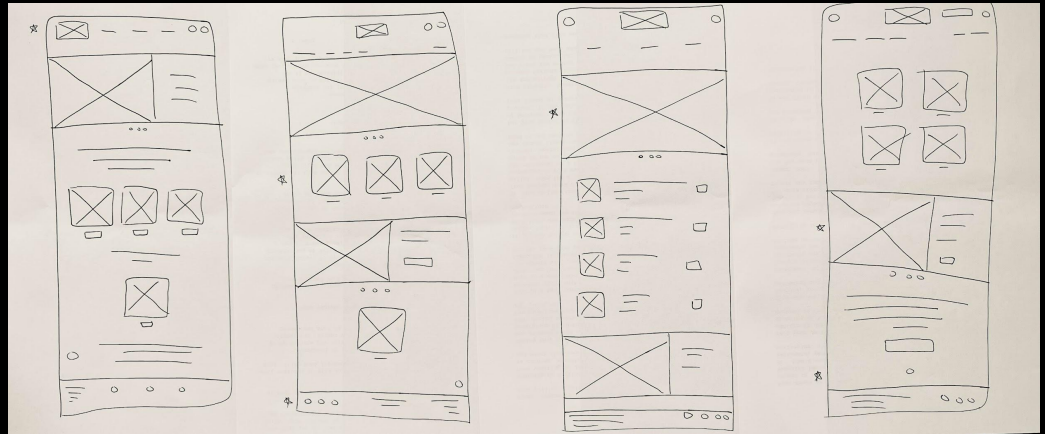
Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

Paper wireframes



I first used the Crazy Eights brainstorming strategy to sketch interactive aspects of the site.



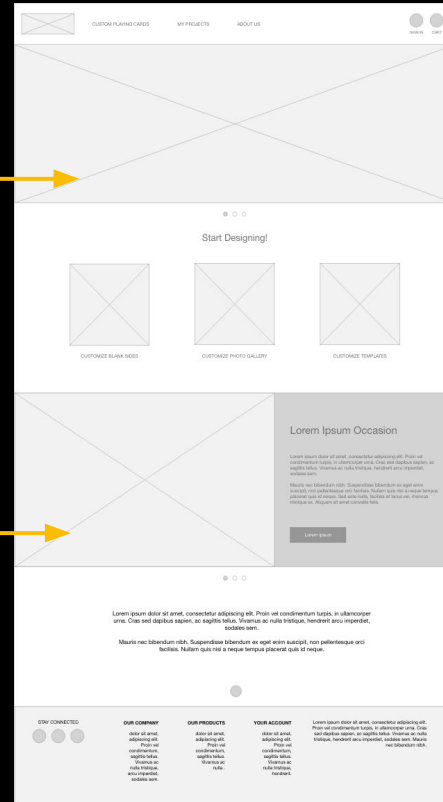
I then drew multiple layouts for the homepage and picked out the best designs to use together.

Digital wireframes

To ensure our platform caters to users with varying artistic skills, I incorporated multiple starting points for the customization process. This allows users to jump in at their comfort level to unleash their creativity.

Banner wheel of photos showing what customers can create using the site

Banner wheel showing what occasions customers can create cards for

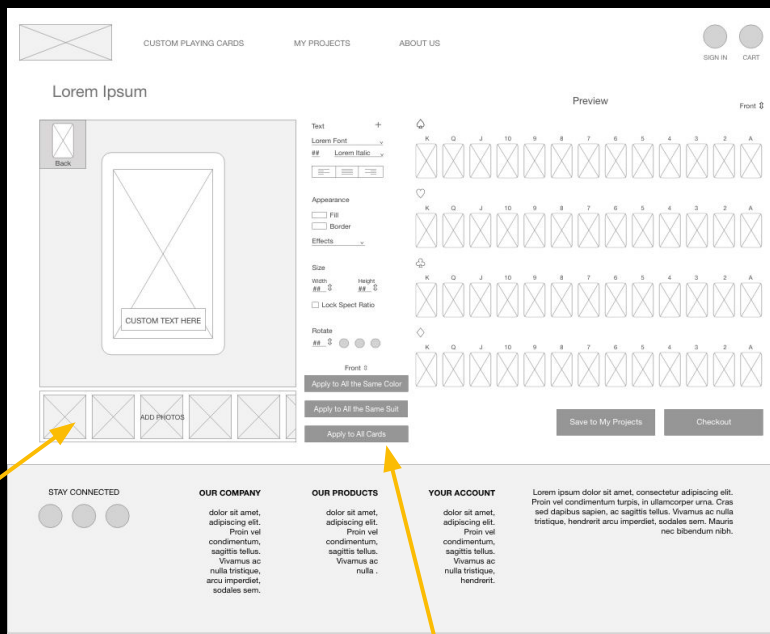


Types of card layouts to choose from and start customizing

Digital wireframes

The editing page prioritizes ease of use with a focus on core formatting options to effortlessly customize each card.

Drag and drop photo selection sourced by user



Buttons to add changes to more than one card at once



Tools to edit changes to the card features

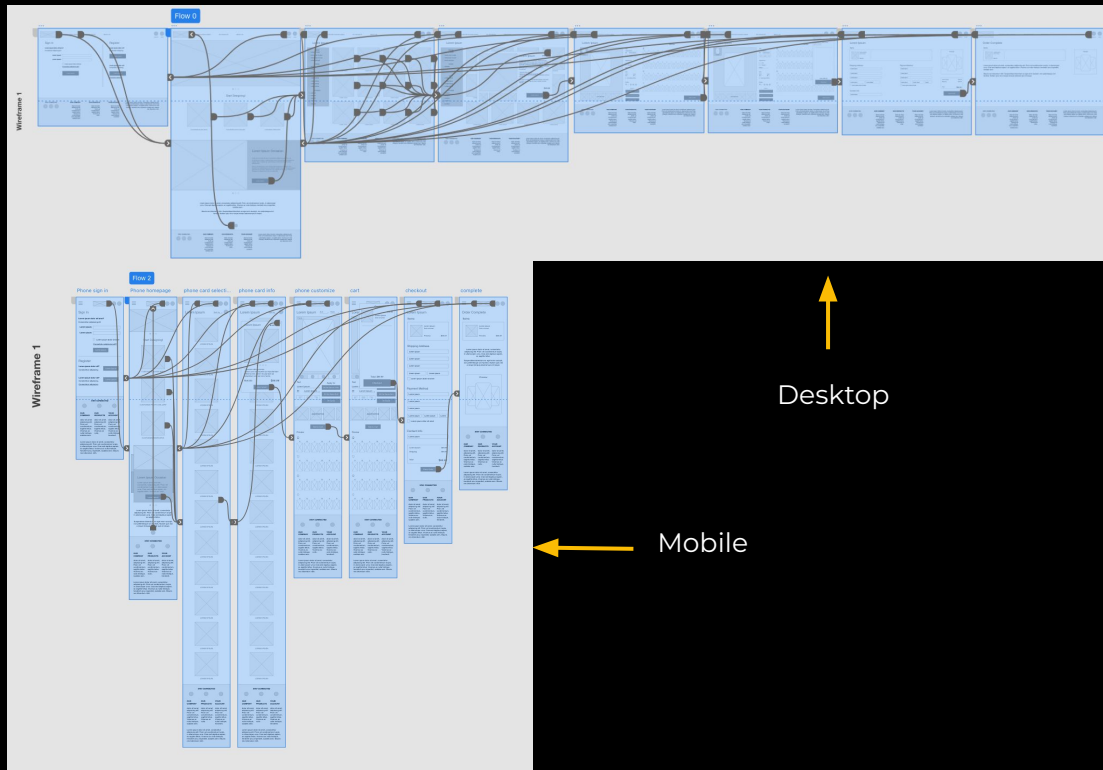
Layout of all cards in the deck showing changes made

Low-fidelity prototype

The first digital wireframe provides a comprehensive overview of the order process, encompassing all pages from start to finish.

Link to the [desktop wireframe](#)

Link to the [mobile wireframe](#)



Usability study: findings

I conducted a moderated user study, where I gave five prompts and asked follow ups after each prompt, making sure they would lead to open and unbiased answers.

Round 1 findings

- 1 Expected the first tab to lead to the shop gallery rather than the homepage
- 2 Confused by wording differentiating card types to start with
- 3 Lack of back buttons

Round 2 findings

- 1 Hard time reading small font
- 2 Preferred if blank template button led to editing page rather than shop gallery first
- 3 Wasn't sure if could edit card directly rather than click on tools



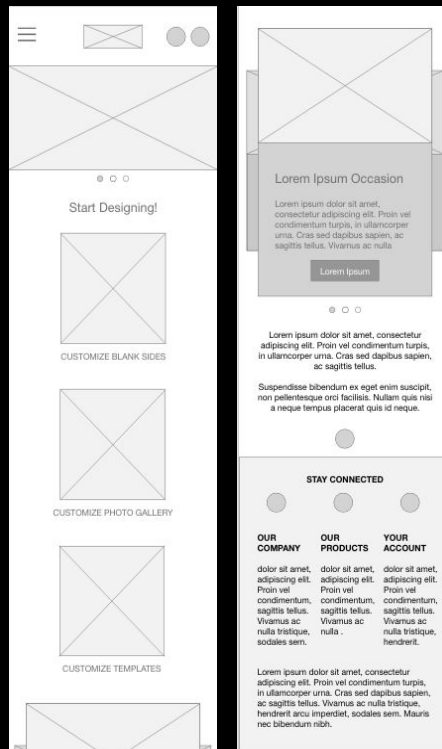
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

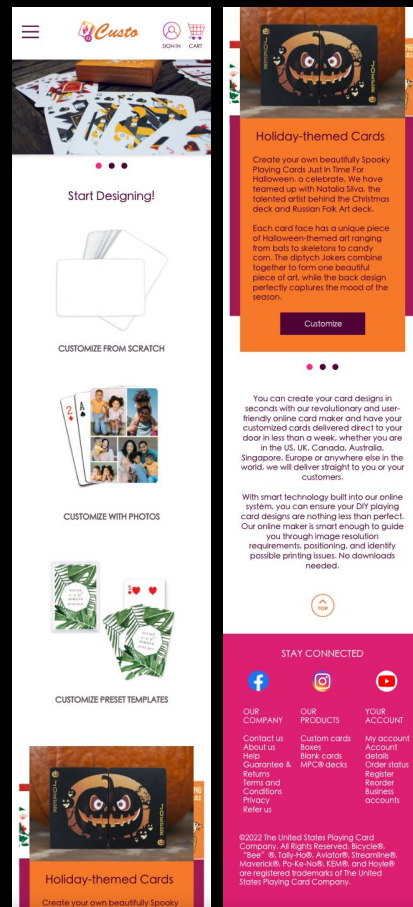
Mockups

The text on the homepage has been rewritten with clearer and more concise descriptions. Icons now sport labels for improved clarity, and sections have been reorganized for better use of space on smaller screens.

Before usability study



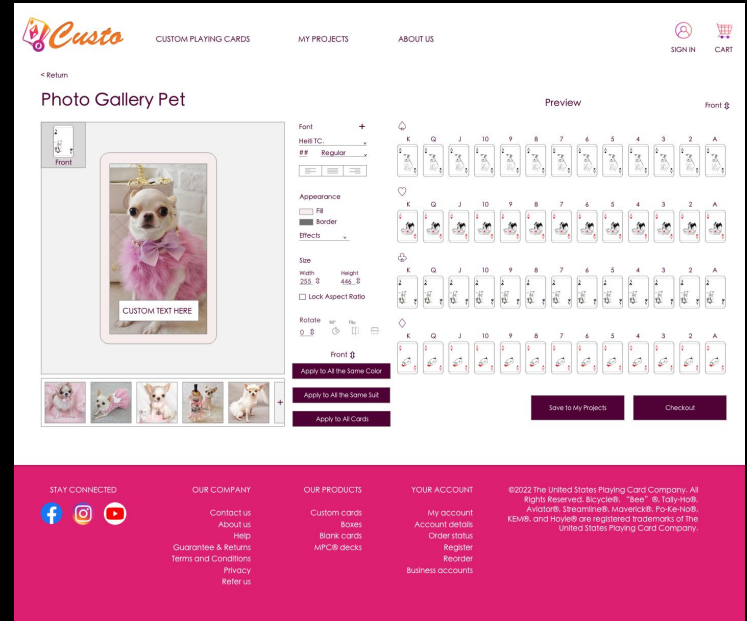
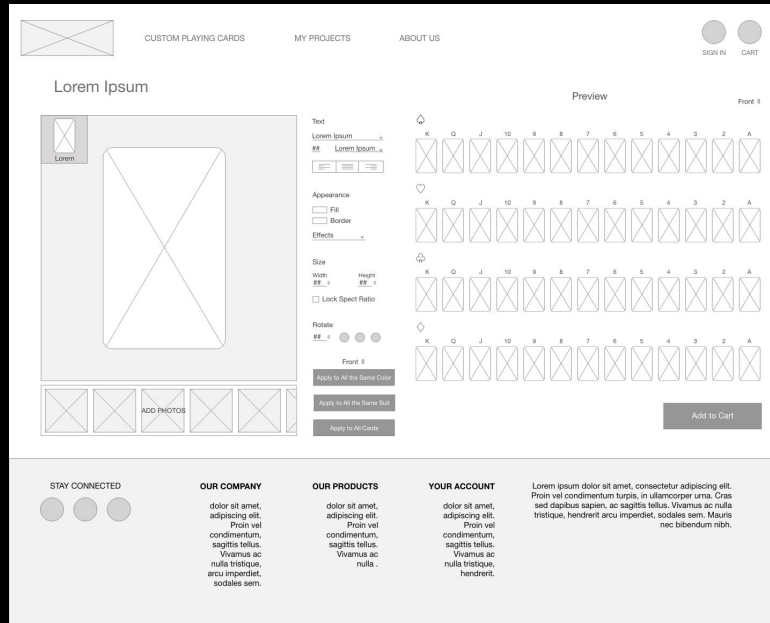
After usability study



Mockups

Before usability study

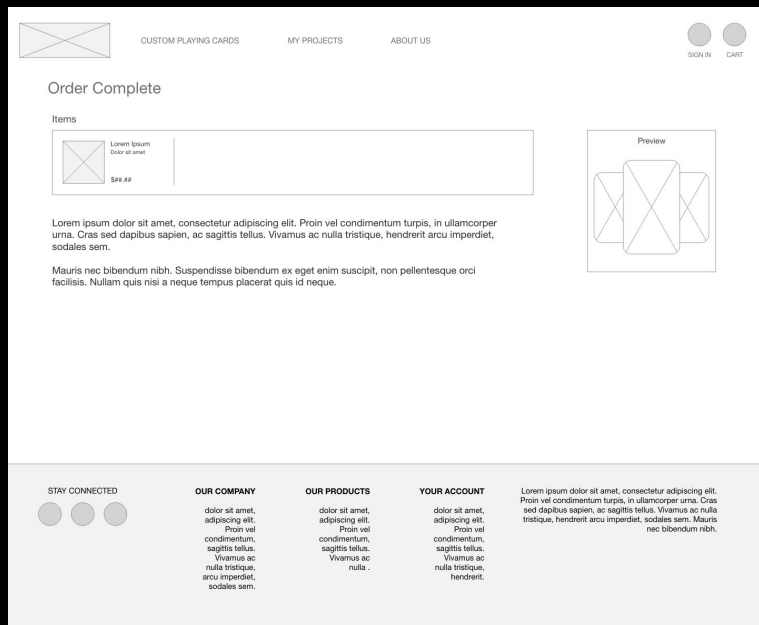
After usability study



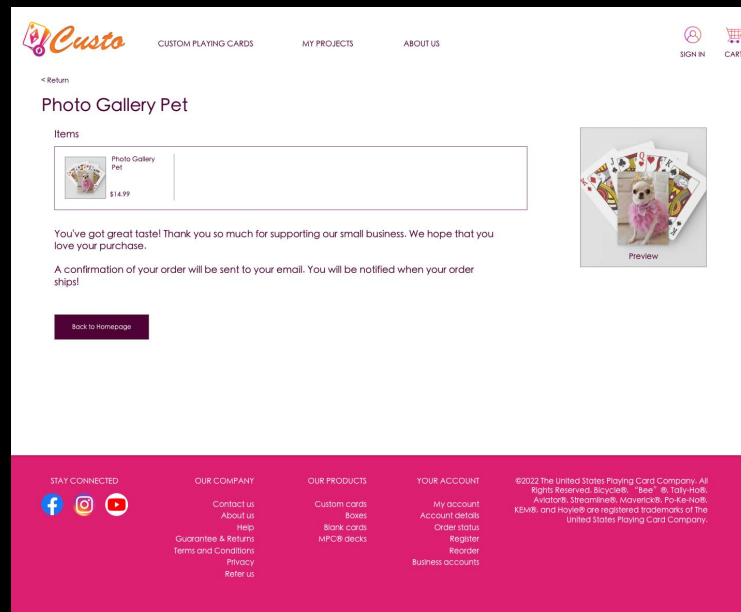
Adjusted text visibility and improved progress buttons by adding return and save options.

Mockups

Before usability study



After usability study

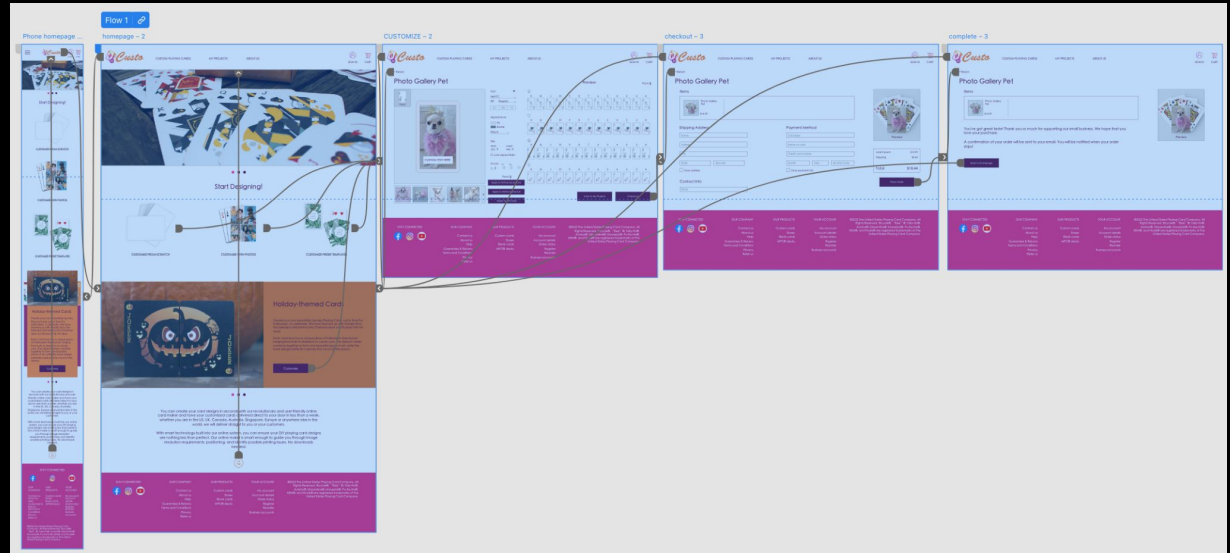


Adjusted text visibility and improved progress buttons by adding return and exit options.

High-fidelity prototype

My hi-fi prototype takes the user through the main steps of the order process and demonstrates how the homepage looks on desktop and mobile.

Link to the [prototype](#)



Accessibility considerations

1

Consistent Navigation

Ensured that repeated components occur in the same order on each page of a site. This is helpful for users with cognitive limitations, low vision and intellectual disabilities as it becomes easier to predict where they can find things on each page.

2

Use of headings

Used descriptive and informative page headings and labels for interactive controls. This can help users with limited short-term memory, low vision or difficulty reading text — they can see only few words at a time and know the purpose of each section.

3

Use of colour

Didn't specify important information by colour alone. I used a combination of text, colour or graphical objects. This is helpful for users with partial sight or limited colour vision, colour-blindness and for users who use text-only, limited colour, or monochrome display screens.



Going forward

- Takeaways
- Next steps

Takeaways



Impact:

I was successful in simplifying what could be a fairly complex customization tool in both desktop and mobile devices. “Editing tools can be hard to work with on a phone, but this is decent!”



What I learned:

Responsive design takes a lot more thought and time than I expected. However, it is an enjoyable challenge to find ways to make a site work for many sizes.

Next steps

1

I will add onto my hi-fi prototype by using all the pages I created in my second low fidelity prototype and replacing the temporary assets with finalized ones.

2

I will adjust the color scheme to follow WCAG guidelines when it comes to color contrast to make sure the pages are easy to read.

3

I will include more tools and icons in the editing page so that it is clearer for users to understand where they can click and drag features.

Let's connect!



Thank you for your time reviewing my work on my playing card customization site! If you'd like to see more or get in touch, you may reach me through my contact info provided below:

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Website: barbarahaggerty.com