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VISUALIZING THE USER EXPERIENCE ON WEBSITE

Bachelor's Thesis
Spring 2015



THESIS
April 2015
Degree Programme in Design

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Title

Visualizing the user experiences on website

Commissioned by

Golf Arrangement Finland, Hello Jessie

Abstract

Nowadays electronically published information has become the dominant source of data. By clicking any keywords online people can easily get the wanted knowledge from the internet. Therefore, Websites or online applications are getting more and more important to different companies, institutions and public services. This thesis addresses the importance of the visual design when it comes to the user experience. By doing user research to find out the user's need and interests to define the style and visual elements of the website.

The goal of the thesis was to visualize the user experience on a website design. It is a project-based thesis. The project was to design a website for a start up company called Hello Jessie. They mainly sell occasional dresses, such as wedding dresses, party dresses and formal dresses for women in all generations.

The website creation was done by first conducting a research survey to study the target customers. Then to gain more information, different user research methods were applied during the planning of the website design. The outcome of the work was a well thought design and appealing to the users. It provides the brand's future expansions for further online services.

Language
English

Pages **45**
Appendices **5**
Pages of Appendices **30**

Keywords

Visualization, user experience design, visual communication, website design

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1 INTRODUCTION

Nowadays electronically published information has become the dominant source of data. By clicking any keywords online people can easily get the wanted knowledge from the Internet. Therefore, Websites or online applications are getting more and more important to different companies, institutions and public services.

The goal of the thesis is to visualize the user experience on a website. The project was to design a website for a start up company called Hello Jessie. They mainly sell occasional dresses, such as wedding dresses, party dresses and formal dresses for women in all generations.

This chapter describes the background of the thesis, what the motivation of the work and what is the purpose of the project. It also explains the scope of the work and gives a brief description of all the chapters and the structure of the thesis.

1.1 Motivation and purpose

My motivation for the thesis comes from my interests in service design. It has always been an interesting design topic for me during my studies in Karelia University of Applied Sciences. It is a user- centered design process which requires a variety of design skills such as research techniques, product design, graphic user interface and the ability to visualize solutions even before they are built. User experience design is a subset of service design work. It primarily focuses on the design and development of digital interactions such

as websites, mobile phones, and tablets. Besides, User experience design is very closely related to visual design that I am also interested in. A good website design comes with good visual interactions and interface design. I learned user-centered design, graphic design and user research methods in the university and also did my work practice in an enterprise design service centre called D'art Services. All these experiences gave me the confidence to choose this topic for the thesis work and I also saw this as a great opportunity to use all the skills and knowledge I have learned.

The purpose of this thesis is to understand and develop the relationship between user experience and visualizations when it comes to website design. I am going to apply the theory into the creation of Hello Jessie's website. Before starting any of the design processes, I needed to know Hello Jessie's business goals for the website. After discussing with the business owner, there are three things they would like to archive from the website. These are to gain visibility to new target customers, to display their dresses online and provide the customers online appointments with them.

1.2 Approach and methods

The work is divided into five main chapters and four appendices. The first chapter is this introduction chapter which explains the work background, motivation, purpose, approach and methods. The second one contains background information about user experience design and visual design that supports the work and it's good to know when reading the thesis.

Figure 1 shows the design process of the website. The approaches of the work started with defining the project by analyzing and understanding the company. The first thing was to know Hello Jessie's business goals for the

project and what do they want to archive. Based on that the project can start the user research to create a website that fits the company and the users' needs. Then it moves forward to describe the research survey that has been conducted in the project. Chapter 3 explains what the purpose of the survey was and how it was conducted as well as the results and their influence and significance to the work. Then moves to the fourth chapter to explain the creation of the website design in practice. The chapter begins with the user researches through the creation of user persons, storyboards and paper prototyping. These would be explained in chapter four. After that it moves to the design phase of the project. Creating the wireframes and design the visual elements. Wireframes is a diagram of the website's layout to help defining the interface design based on the user research. The visual elements include logo design, image boards and photos. After that it is to build the website and get the feedbacks from the users. The fifth chapter concludes the work and analyses the outcome.

The first two appendices include the material and results of the survey research, the third one contains the wireframes of the website and the fourth is the screenshots of the website.



Figure 1. Design process of the project

2 BACKGROUND INFORMATION

This chapter contains background information about user experience design and visual design that support the work. First it briefly explains what user experience design is, how and why this process is created. After that it goes further on describing the elements of user experience design. There are IA (information architecture), HCI (human computer interaction) and visual design. The following sub-chapters will explain what is information architecture, human computer interaction in a website or application design process and a brief introduction to visual design.

2.1 User experience design

User experience design is a process that meets the exact needs of the customer without fuss or bother. It helps to enhance user's satisfaction by improving the usability, ease of use, and pleasure provided in the interaction between the user and the product. The first term of user's experience appears in the early 1990s by Don Norman:

"I invented the term because I thought human interface and usability were too narrow. I wanted to cover all aspects of the person's experience with the system including industrial design graphics, the interface, the physical interaction and the manual." — Donald Norman (Merholz, 2007)

After the term has been released, people have been applying this method to many areas of design. Software development and other forms of application

development groups have been the main benefiterers. Web user experience design is a small subset of a larger discipline that deals with how users feel about interacting with anything: a system, product, service, or space. Web user experience design, which, as a discipline, is a coming together of the fields of information architecture, interaction design, interface design, and usability. A website design should be simple, easy, understands what you are trying to accomplish, and helps you get there. (Schmidt, Aaron, Etches and Amanda, 2012)

Figure 2 shows user experience design lifecycle. The design processes start from research to design; building to launching. After that the designer would take the users' feedbacks and go back to the research phase. It moves on and on. It is a design process that continues all the time. It takes the users' needs into account at every stage of the product's lifecycle. In user experience design field, product usually means the creation of a website, mobile application and desktop computer. The user is always the center of the design process. It involves with everything that affects the user's interaction with the product.

During the user experience design process, there are few key elements that build up the user experience design. They are IA (information architecture), HCI (human computer interaction) and visual design. These elements help to take different methods by using analyze and measurements help improving the whole user experience.

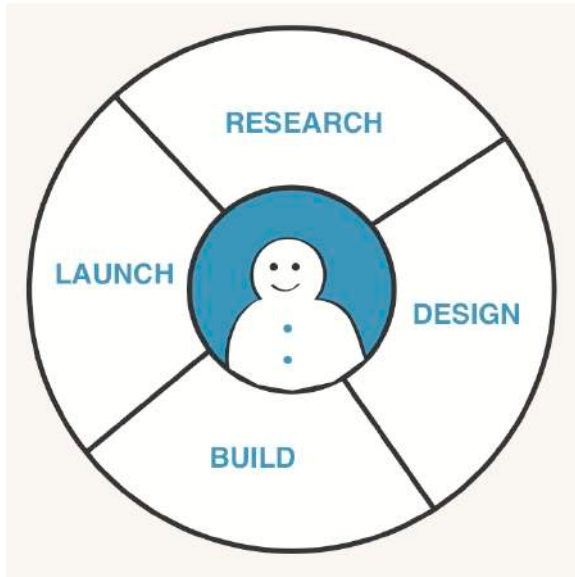


Figure 2. The lifecycle of user experience design

2.2 Information architecture

Information architecture is the foundation of user experience design. In the book, *Information Architecture for the World Wide Web*, Peter Morville and Louis Rosenfeld (1998) defined it as follows:

1. The structural design of shared information environments
2. The combination of organization, labeling, search, and navigation systems within websites and intranets
3. The art and science of shaping information products and experiences to support usability and findability
4. An emerging discipline and community of practice focused on bringing principles design and architecture to the digital landscape

To put the other way, information architecture is about helping people to understand their surroundings and find what they're looking for. So the users

can make decisions and complete tasks without making them have to think. It is directly related to user interface design and interaction design through playing a role in the wire framing and prototyping processes. It could be think of it as the foundation of an application, it drives the user interface and can affect the website's overall usability. When the information architecture of an application is done well, the user experience is frictionless. (Klimczak, 2013)

There are three main areas of practice that formed information architecture together. There are users, context and content as the figure shown below. (See Figure 3)

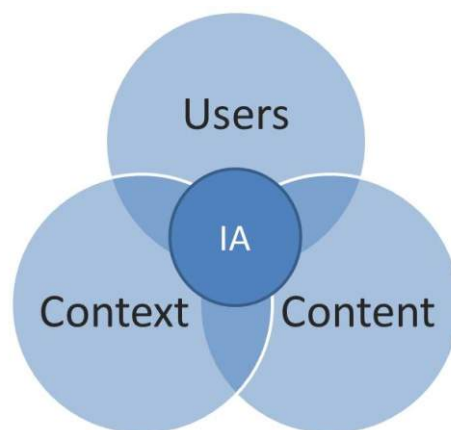
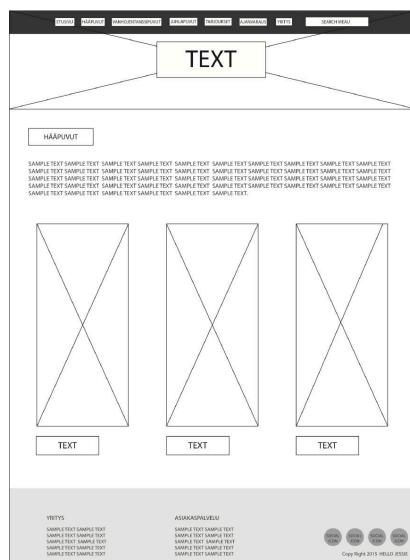


Figure 3. Lou Rosenfeld and Peter Morville's venn diagram showing the information ecology: users, context and content.

Context lies nebulously between both knowledge and data. (Klimczak, 2013) In order to create a system of information, there are needs to understand the interdependent nature between context, content and users. Context is defining business needs, project management, analysis, project scope and definition. (Lou & Peter, 1998) The most commonly used research method examples are creating personas, user scenarios and storyboards. It is a good way to find out the basic information and the user's motivations for using the software. It helps to identify the whos and whats of the application. In other

words, know who the audience are and what they want is the key to deliver the clear and efficient information to them. (Klimczak, 2013)

Content is how to categorize and structure information. It includes writing, navigation and labeling by using appropriate wording to support easy navigation and findability. (Lou & Peter, 1998) For example, a retail-application content model identifies cross-selling products and up-selling opportunities. Creating content models of the application data is usually done before create an app flow or wireframe. Figure 4 shows an example of a wireframe.



Picture 4. Example of a website wireframe

The user part from Figure 3 is how users browse or move through information and how they look for information. It includes wireframes, task analysis, usability testing and documenting user requirements. (Lou & Peter, 1998) By creating a wireframe it helps user to understand how the application flows. Effective wireframes give a rough idea of what types of information will be displayed, their relative priority, and relationships. The user part is a critical

success factor for information architecture. If users are not able to find required information without browsing, searching or asking, then the findability of the information architecture fails. Navigation needs to be clearly conveyed to ease finding of the contents.

2.3 Human-computer interaction

Human-computer interaction is a field of research. It researches the design and the use of computer technology, focusing particularly on the interfaces between people (users) and computers. Researchers observe the ways of how human interact with computer and the design technologies. They study the ways in which humans make, or make not, use of computational artifacts, systems and infrastructures. (Stuart & Allen Newell, 1983)

There are several goals in human-computer interaction. First, it is a method for designing computer interfaces, thereby optimizing a design for a desired property such as learnability or efficiency of use. It is also a method for implementing interfaces, e.g., by means of software tool kits and libraries. It evaluates and comparing interfaces with respect to their usability or other desirable properties. (Stuart & Allen Newell, 1983)

In human-computer interaction, designers usually concerned with the practical application of design methodologies. Their work often revolves around designing graphical user interfaces and web interfaces. During the early stages of the work researchers often focus on defining the tasks the users will be performing and how often the tasks need to be performed. Then they test the interface during the early stage with real users who come in contact with the interface. After determining the users, tasks, and empirical measurements to include, they perform the iterative design steps: design the

user interface, test, analyze results, and then repeat the whole process from the first step again until it has reached to the satisfying result. (Barkhuus, Louise; Polichar, Valerie E. 2011)

2.4 Visual design

Visual design is an important part of the user experience. There's no doubt that visual elements, such as images, illustrations, colors and typographies affect the user's experience directly when browsing the software. Much research suggests that the way things look will influence a product's perceived value. Visual design plays a critical role in creating a premium user experience. (Klimczak, 2013) There are three visual design areas explained briefly in this chapter: Color, visual communication and motion.

Color evokes emotions, but it differs with everyone's cultural and personal backgrounds. Therefore, color is a subjective topic. However, by combining the right colors together it would make the design stand out. Understanding the basics of colors will help use the colors with a purpose; instead of simply guessing what colors looks good with what. In the context of digital color, it can be used strategically to stimulate the senses. (See Figure 5, created by Boutique Media Communication) Figure 5 shows that people respond to different colors with different impressions.



Figure 5. Colors have emotional response. This chart shows the common emotions and colors. (Boutique Media Communication, 2014)

Visual communication is communication through a visual aid and is described as the conveyance of ideas and information in forms that can be read or looked upon. (Smith, 2005) When designing a website, clients would want the website to be visually intuitive, user-friendly and clean. By that it means the website design should combine clarity, consistency and order. Everything we put in the visual design will affect the user 's experience, such as labels, colors, alignment, and even text casing.

When designing a website or application, there are few ways to clarify the design to make the visual communicate work nicely. There are Grid-based approaches, establish hierarchy and reduction. (Klimczak, 2013) Grid based approach is like the scratch paper when creating the website. It helps to define the columns, the rows, the content regions, add the padding and gutters. Then the visual hierarchy could be created. It is a good way to guide the user visually and logically through the application, so that they can easily figure out what they're supposed to do. Reduction is to deduce contents or unnecessary graphics. This is important to create simply and clear

applications. For example by reducing controls, showing the page controls only when the users needed them, such as “buy” buttons on retail websites. By reducing colors by using limited color palette would helps to create visually consistent design.

Lastly motion is something that makes the visual design comes to life. By applying motion to a website, the user interface would make the user feel connected with the elements on screen. It creates a positive cognitive effect on users. By using short animations and transitions in the application, it would give user a context for where things are coming from and where they're going. There are few ways to create motions on website design. There are transition, animations and timing guidelines. Motions are great to use when there are wanted communication, showing changes in state, attracting attention or adding/removing list items. However motions that are too fast, too slow or too many should be avoided. (Klimczak, 2013)

2.5 Visual interaction on web design

Interaction design work with both user experience and user interface design. It focuses almost exclusively on designing the interactivity and behaviour of how people use a product in a given context. (Cooper, 2003) Interaction design is the place between visual design and design thinking that is crucial for good user experience.

Visual interaction on website aims to help users to complete the tasks with minimal effort. Therefore, creating a website that facilitate flows is important. We should be considerate of what the user is doing and be aware of how and where the website or application is being used and it should support user's goals. Interaction design process should be able to help communicate a state

of operation, creating a sense of interactivity and feedback. (Sharp, Rogers, Preece, 2007)

3 RESEARCH SURVEY

3.1 Purpose of the survey research

The purpose of the research is to discover the general thoughts and opinions about customers' online behavior and visual expectations on clothing brand website. The survey also investigates the general needs and interests in different visual elements from the respondents. This information was gathered to make educated decisions when building the website for Hello Jessie.

The survey research was conducted in Joensuu from November to December in 2014. It was distributed as paper version in public places and the location of the store (Iso Myy shopping center) to any willing respondents. Total 48 persons filled in the questionnaires. The respondents' average age was between 22 to 30 years old. All of them do use Internet daily. There was only one male respondent who filled in the questionnaire. To help the respondents better understand the questionnaires, there were two languages used in the survey: Finnish and English.

The survey questionnaire questions are grouped into three parts: respondent's background information and online behavior; the content of the website and their opinions on different visual elements. The purpose of these questions was to understand the users' needs, motivations and behaviors. It helps to choose the right information to be the foundation of the website.

The second part of the questionnaire is about the respondents' expectation on the contents and style of the website. This data is directly focused in helping to build the information for the website. It gave great ideas about what the

users wanted to know, such as price, latest trends, sales and so on. It also provides information about visual styles and colors.

The third part is about the website's interface and to study the respondents' reactions to different visual design elements and graphics. These answers provide the knowledge about what kind of visual elements appealed to the respondents and why. This is very valuable information when designing the visual part of the website. It helps to see from the users' perspective and hear what users have to say about the website. It also provides the base for moving on to the visual aspects of the design process.

3.2 The result user background and behavioural study

As can be seen in figure 6, all of the respondents spend some time online. There are 37.5 percent of respondents spend 10 to 20 hours online in an average week. 33.3 percent of the respondents spend over 20 hours browsing on the Internet. Only 6.3 percent of the respondent's spend 5 hours or less online. The chart demonstrates that on average, most of the respondents spend about 2.9 hours on the Internet per a day after school or work.

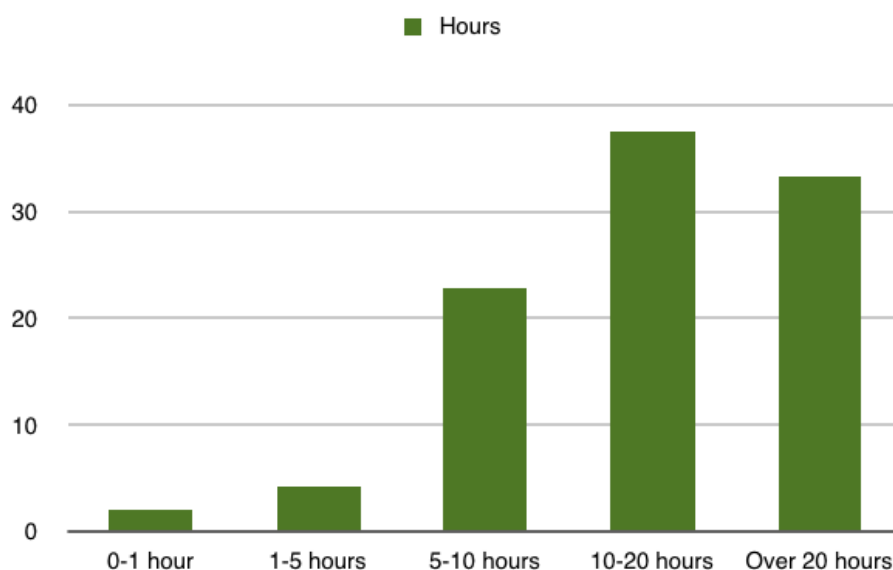


Figure 6. Respondents' average hours spent online per a week

The chart below shows that 54.2 percent of the respondents use Google Chrome as the main web browser. 20.8 percent of them use Internet Explore and 14.6 percent of them use Safari operated by Mac OS. Only 10.4 percent of the respondents use Firefox and none of them use Opera or other Internet browsers. From this question I got a better understanding on what the users use to operate websites. This is good to know when testing the work in progress with multiple browsers at the same time. It would help to find issues earlier in the development process.

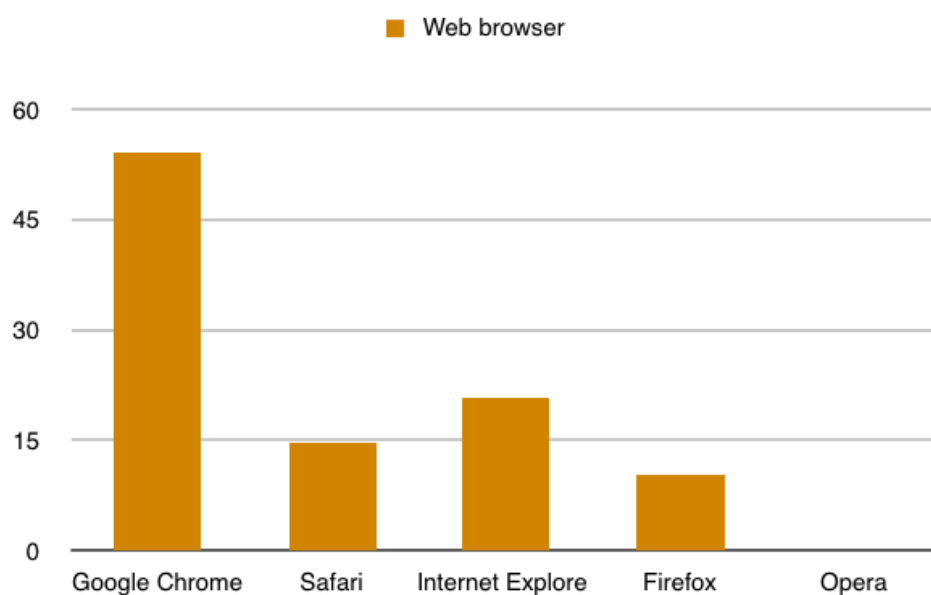


Figure 7. Usage of different web browsers

The purpose of the next question (See Figure 8) is to find out what language do the respondents prefer for the new website. Since Hello Jessie is a clothing brand that's located in Finland and their target customers are mostly Finnish, 100 percent of the respondents answered that they would prefer Finnish as the main language for the website. However, 31.3 percent of the

respondents selected Swedish as the second language option, 37.5 percent of them selected English and 14.6 percent of them selected Russian.

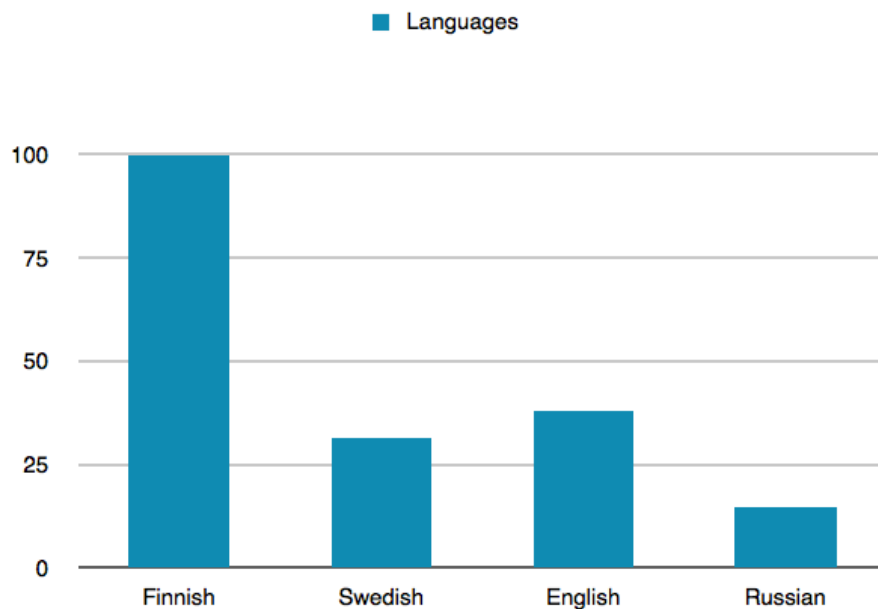


Figure 8. Respondents preferred language for the website

Figure 9 shows the respondents' wanted information on clothing brand websites. This question is focused on the content and context for the website. By knowing the answers, it will help to build the information architecture and get clear instructions for the website. As seen from the chart, the majority of the respondents would like to know about sales (93.8%), prices (91.6%), graphics or pictures (83.3%), new products (64.6%) and the location of the shop (43.7%). The other elements are: latest trends (16.6%), background information of the brand (16.6%), online customer services (14.6%), text (12.5%), useful fashion information (12.5%) and sharing information with friends online (2%).

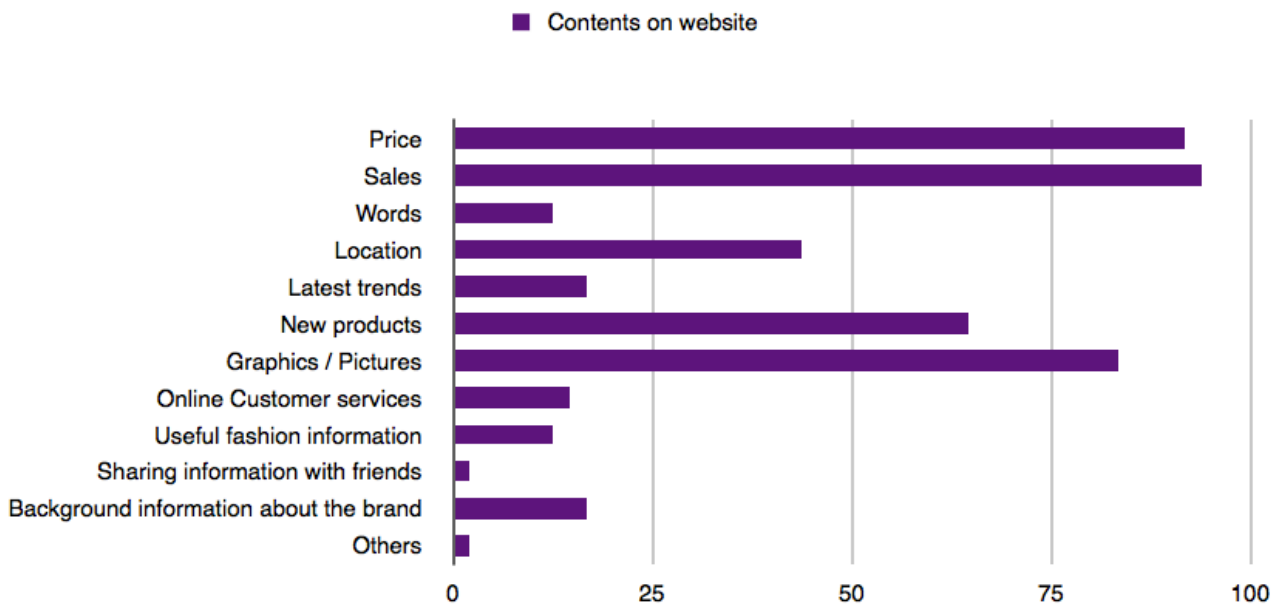


Figure 9. Respondents interested contents for clothing website

3.3 Result of the visual elements preference

This group of questions are meant for investigating the influence of the visual elements on the website design, and to find out what are the appealing visual factors to the respondents. The questions were based on the visual design choices from the users.

The first question was to let the respondents choose what color or style they prefer for the new website. (See Figure 10) It is directly related to the users' personal preferences on how they feel when browsing the online services. 66.7 percent of the respondents enjoy one-color tones for websites, such as different shades of blue, grey and green. 41.7 percent of them chose a simple style for the website, which are mainly in black and white. Only 37.5 percent of the respondents chose the colorful and lively style for the website. This indicates that most users enjoy a clean color pattern for the website design. Having the right color tones and style for the website affects the user's

attitudes and their perception of the brand. The next question would take the respondents to a deeper look into color choices.

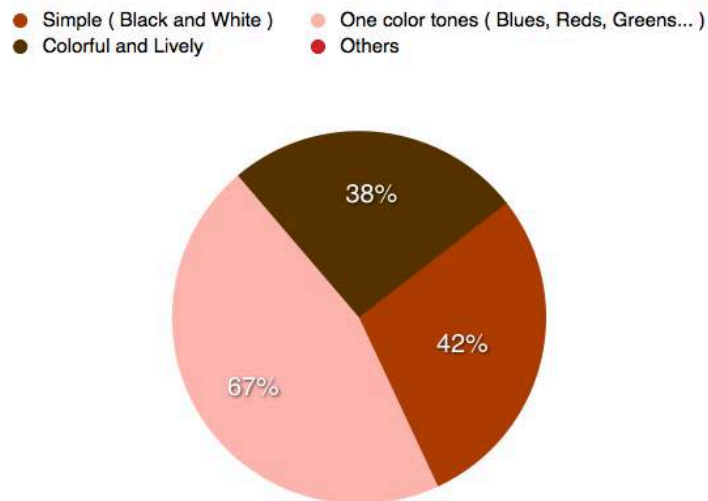


Figure 10. Respondents preferred colors/style for the new website

In addition to know the opinions about what color theme to choose for the website, the question about colors were asked in the survey. The respondents were presented with eight different color combinations and asked which ones they think are most appealing to them. (See Figure 11) All color combinations were mixed in certain color tones or shades, except one that had only black, white and grey.

The figure 12 shows the result of the question above. 68.8 percent of the respondents picked the combinations of black, white and grey (01) as the most appealing color for the website. The result matches well with the last question about what style do the users prefer. Most of respondents would rather the website to be more clean and simple than too colorful or loaded with unwanted data.

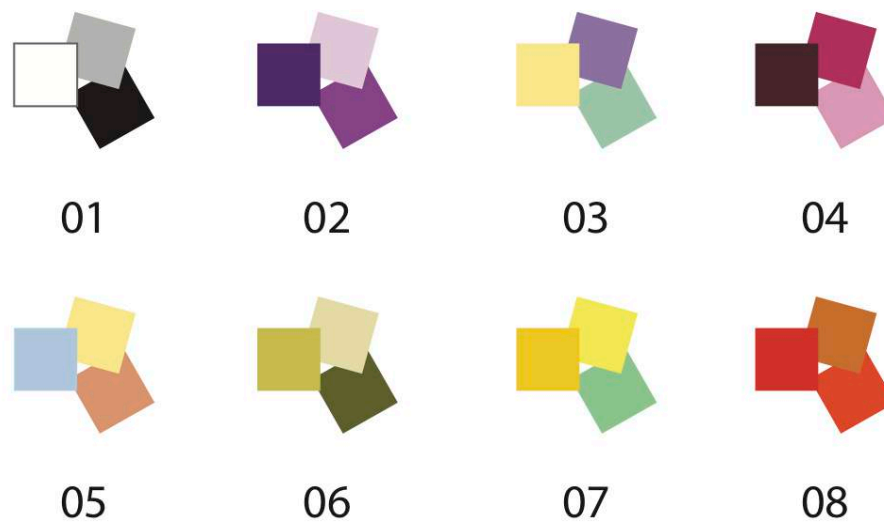


Figure 11. The different color combinations presented to the survey respondents to find out which would be more appealing for Hello Jessie's website.

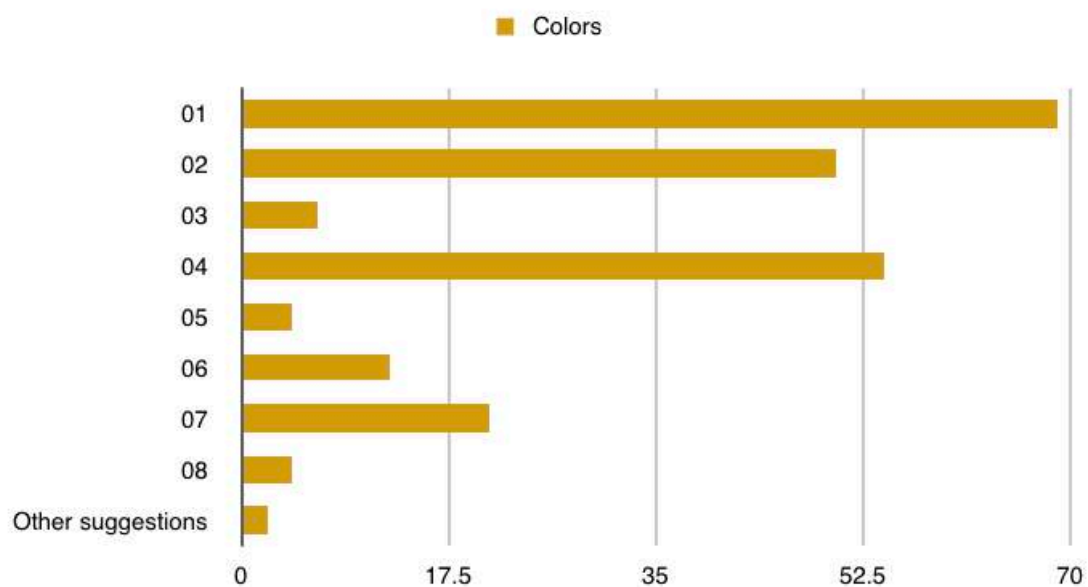


Figure 12. The result of question related to figure 11 (The different color combinations presented to the survey respondents to find out which are more appealing for the website design)

The website's layout was created roughly just for the research purpose. The respondents were to answer which layout do they find easier to understand and use. It is an easy way to find out how well they can follow the website with just the simple version without detail information or graphics. The result shows that most of the respondents like the layout sample on the left (56.3%) more than the one on the right hand side (43.8%). This is shown in figure 13.

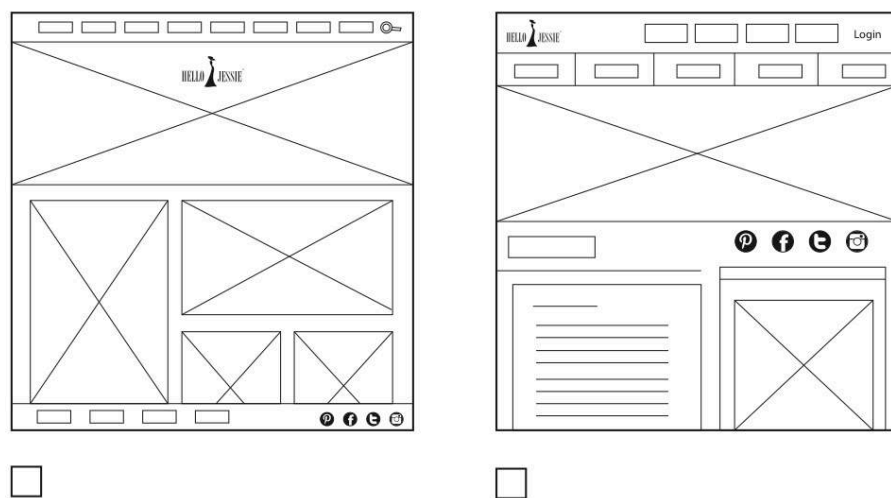


Figure 13. Respondents preferences on text and graphics on websites

The next question was to find out if the respondents like to see more graphical elements or text paragraphs on the website. The purpose of this question was to find out how much text should be put on the website. If the paragraph text were too long, users would lose their patient from reading it. However, if the same information were introduced graphically, it will get the user's attention a lot better. The result shows that 50 percent of the respondents preferred to see mostly graphics and 50 percent of the respondents preferred to see both graphics and text paragraph shown equally. None of them wanted purely text information.

The last part of the questions in the visual elements study was to find out what attracted the respondents most when they browse different websites. The respondents were presented with 4 different websites in an electronic device. There were Nelly (<http://nelly.com/fi/vaatteita-naisille>), ellos (<http://www.ellos.fi/>), Kekäle (<http://www.kekale.fi/>) and Zalando (<https://www.zalando.fi/>). (See Figure 14) By doing this it helps to understand more about how users interact with the provided device. Some of the respondents understand immediately where to find the information they seek for and could smoothly search through the navigation system. However, some of the respondents had small difficulties on searching for items from big selections, which was divided into small categories on the website.

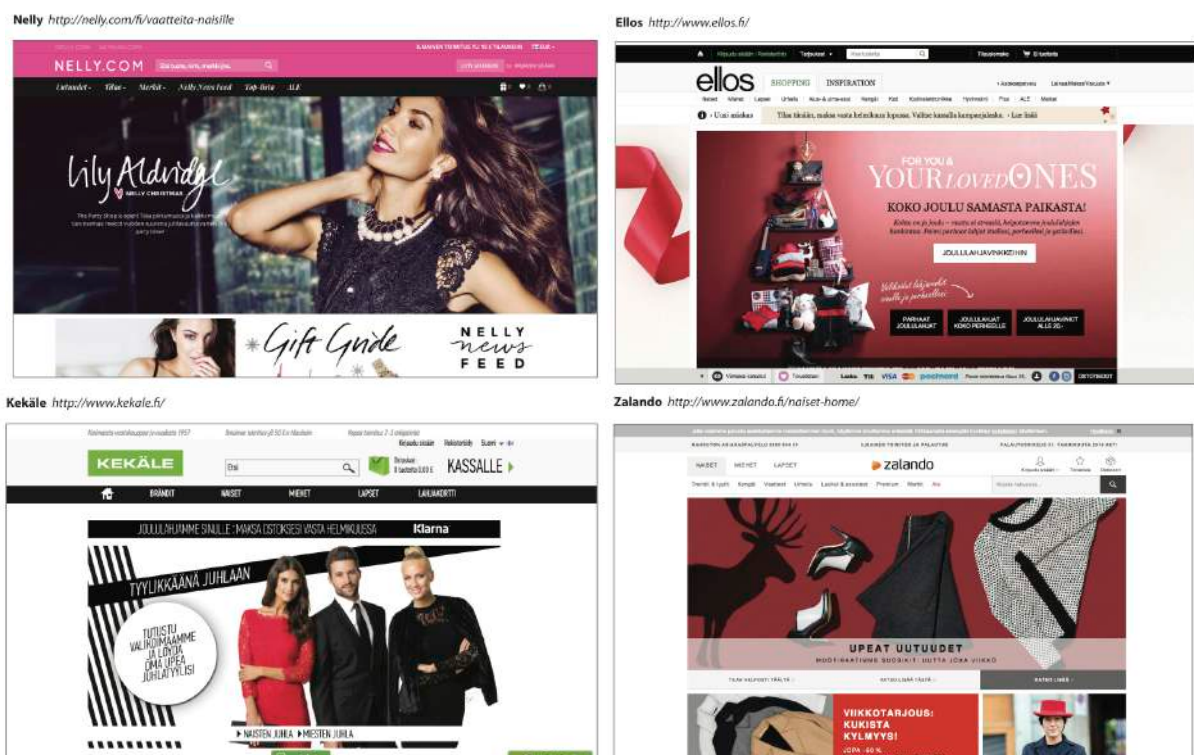


Figure 14. Examples of other website layouts shown to the respondents to find out more about what elements attract them the most

After the respondents browsed through all of the websites, 37.5 percent of them voted the website of Ellos to be the easiest to navigate and most visually attractive to them. (See Figure 15) 27.1 percent of the respondents voted for the website of Nelly. Same number of the respondents (18.8%) voted for Kekäle and Zalando. The figure 16 shows what elements from the websites that appealed to the respondents most. The majority of 75 percent of the respondents picked graphics and illustration. This shows that the visual part of the website design is crucial for interface design. 64.6 percent of the respondents picked colors, 47.9 percent of them picked interface, 34 percent of them picked typeface and only 25 percent of them picked brand mark.

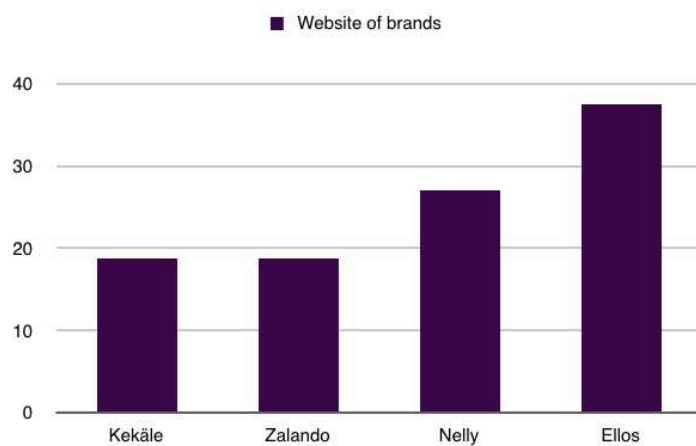


Figure 15. Respondents' choice of website layout

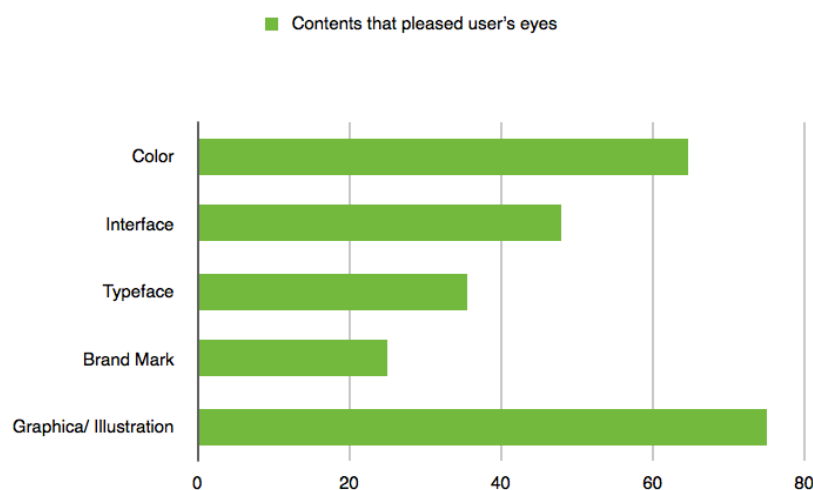


Figure 16. Respondents answer to what attract their eyes the most when seeing these websites

3.4 Discussion

Well-designed websites do not start with pretty pictures, slick algorithm or functional requirements list. It starts with people. Therefore this research survey became a good support through out the building of the website for Hello Jessie. The purpose of the survey was to find out the users' online behavior and visual opinions for building the users' experience on clothing brand websites. The survey was successful and the results are very enlightening and definitely useful for the user experience design and creation of the website.

It is apparent that most people use Internet to search for the products or services they needed. By creating a website for the brand it will gain credibility and visibility to the target customers. When the respondents are browsing a clothing brand website, they wanted to find out about sales, price, to see the graphics and check new products. These are great resources for the navigation of the website design. By knowing the users' interested, it would help to gather the right information. If the user perceives the usefulness of the website, they are more likely to continue using it.

The study also revealed that simple and clean colors and style pleased the customers most. Such as black, white and grey. This gave the color scheme for the visual design that would be most appealing to the users. Since the brand is developing in Finland, the website's language would be in Finnish. In the visual elements preference study it was discovered that when designing

the web pages, it is essential to use both graphics and text on the web pages. However, the users tend to enjoy more and understand better if the information is presented more visually.

As the amount of respondents is fairly limited, it is not certain that the results reflect the average of all target customers of Hello Jessie. Instead, as with any other survey, some uncertainty must be accepted.

4 WEBSITE DESIGN FOR HELLO JESSIE

This chapter describes the creation of the website design for Hello Jessie based on the research survey. The goal of was to build a website based on the users as well as demonstrating how the visual design is important to the overall result of the website. It starts with the research phase on understanding the company and background, creating the user personas to help with the design process, building the story board to demonstrate the flow of the website and the usability test by using paper prototyping. Then it moves to explain the design process by first creating the wireframes to define the website's layout and conceive the design elements for the website such as logo, photographs and image boards. Finally it shows the development of the website building and to show the result of the website design. User feedbacks were given at the end of the design process.

4.1 Research phrase of the project

4.1.1 Research

Hello Jessie is a start up company that sells occasional dresses, shoes and accessories in Joensuu, Finland. The company provides dresses for women in all different ages for different celebrations, such as weddings, cocktail parties and high school balls. The project was to design a website for the company in order to gain visibility to their new customers, to display their dresses online and allow users to get online appointments.

There are many digital elements and graphical information that could be added in the website. But if I just create a website that functions, but no one understand how to use, it would loses it's purpose. The online service is provided to public users. Different people have different needs and motivations for using the website. Therefore, it is important to general the insights from the users by doing the user research.

4.1.2 User personas

From analyzing the research survey data, there are noticeable behavioral patterns from the respondents. These patterns defined the core type of customers (users) of Hello Jessie. By creating user profiles, it helped to focus on creating the features to solve problems that are unique to each type of user.

Picture 17 and 18 show the user personas based on the user research. User person 1 is a mother who works and have two children; user person 2 is a student who studies in Joensuu. They were created found on the result of the survey and they are the most seen customer types that visit the shop of Hello Jessie. The personas have different professionals, online behaviors and goals for visiting Hello Jessie's website. By creating the user personas it provides a better understanding from the user's perspective. Especially when designing the flow of the web pages, these personas gave a great data to support to the navigations. It also helps to make informed decisions about new features and can prioritize them relative to the person's hierarchy.

MERVI 38



Personal

- Lives in outokumpu
- Married with 2 girls (12 & 16 years old)
- Education: Vocational school
- She is focused and goal oriented person

Professional / Behaviours

- Work as financial officer in Joensuu for 18 years
- Maintaining financial, accounting & assist with preparation of company matters
- Needs/Goals :
To check for new dresses for her daughter (Vanhojen tanssit dress) & company Christmas party dress for herself
- Interest:
To check on new products, prices and location of the shop
- Got information about the site by ads in Iso Myy and friends
- She access to the site after work at home with her family

Technical

- Uses computer from home over a broadband connection
- Google Chrome user
- Spend about 2 - 3 hours on browsing the web every day
- Comfortable using computer

Picture 17. User persona 1

Professional / Behaviours

- A student in Joensuu
- Studies chemical engineering
- Needs/Goals :
Find a new dress to wear at her cousin's wedding
- Interest:
To check on new products, prices, sales and location of the shop
- Got information about the site from facebook and friends
- She access to the site after school at home

Personal

- Lives in Joensuu
- Single
- Education: University
- She is a fun and social person

HEIDI 24

Technical

- Uses macbook, ipad and android phone to access the web whatever is to hand
- Safari user
- Spend about 3 - 5 hours on browsing the web every day
- Comfortable using computer
- Refers herself as an intermedia internet user



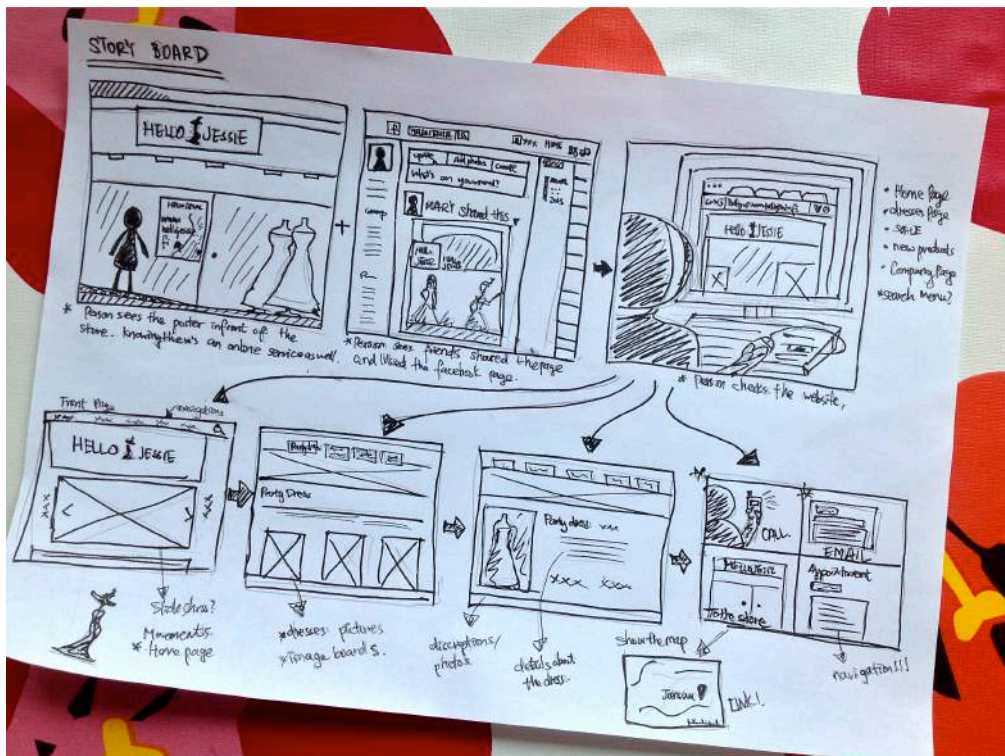
Picture 18. User person 2

4.1.3 Storyboards

Storyboard is an excellent way to get deeper in user data and organize them into user stories. Storyboards are a series of images that capture and communicate the ideas. This can be extended in any part of the design process. Picture 19 shows the storyboard I've created for the project.

The storyboard describes the range of a single interaction to show how the website is discovered, where to seek for the services and what the users need when browsing the website. Most importantly, it shows the flow of the web pages. The storyboard creates dialogues and narratives that help to think about how the website's service will actually fit into a person's life. The concept from the storyboard could be instantly visualized easily.

In the storyboard below shows the user is looking for a party dress and had noticed Hello Jessie's website through the social media. After that the user started to browse the website. This is the place to start consume the content. In order to reach the user's needs, creating the foundation for the website was needed, such as photos, image boards, articles and product catalogues. The navigation for the website is formed according to the users' needs and interests. The pages are: Home Page, Dresses Page, wedding dresses, party dresses and formal dresses, Sale page, collection of the new products, appointment page and the company page.



Picture 19. Storyboard for Hello Jessie's website.

To make the story diagram more clear and efficient to work with, the storyboard for navigation was created. It is essential to show how the website pages are linked with each other. This shows on figure 20. The web pages need to be simple to go through without the users to think too much. Home page is an important page to start with since there are only 5 seconds to attract the visitors to stay for the website. (Gardner, 2009) After some consideration, the "new product" section was decided to put on the home page like a showcase. According to the research survey, 64.6 percent of the respondents are interested in the new products. This could be a good feature to attract the users to stay longer on the website and browse more. The storyboards help to enhance the ability to holistically explore ideas and put the user at the center of them.

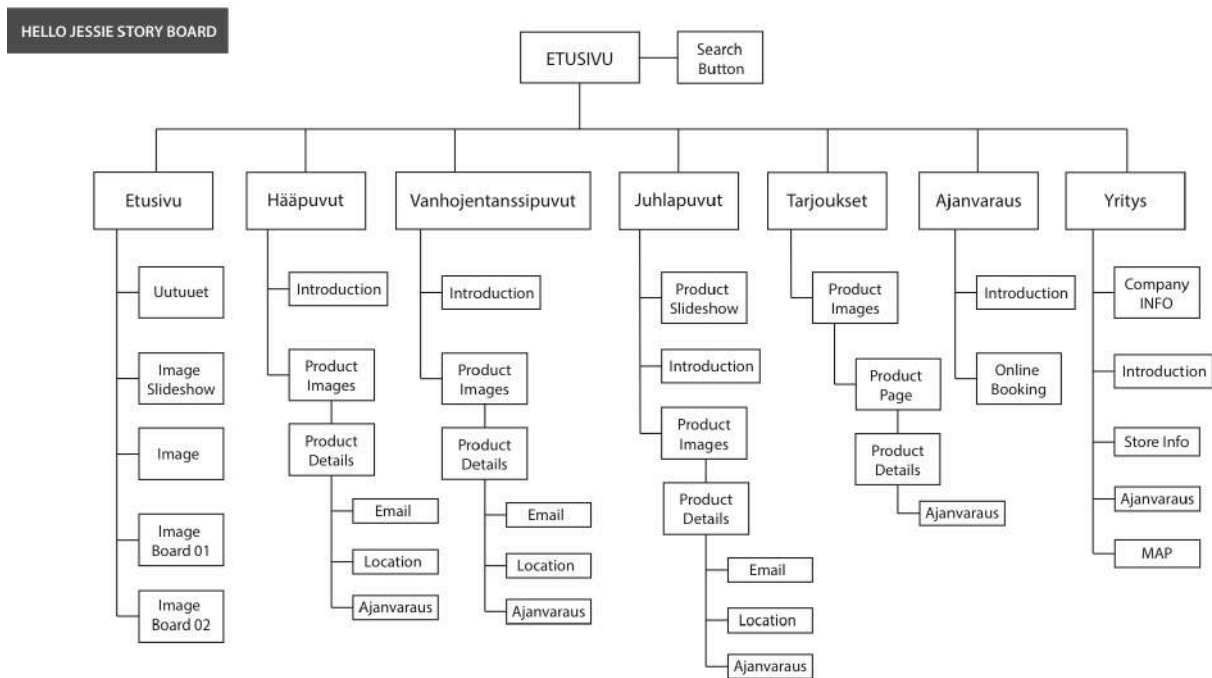


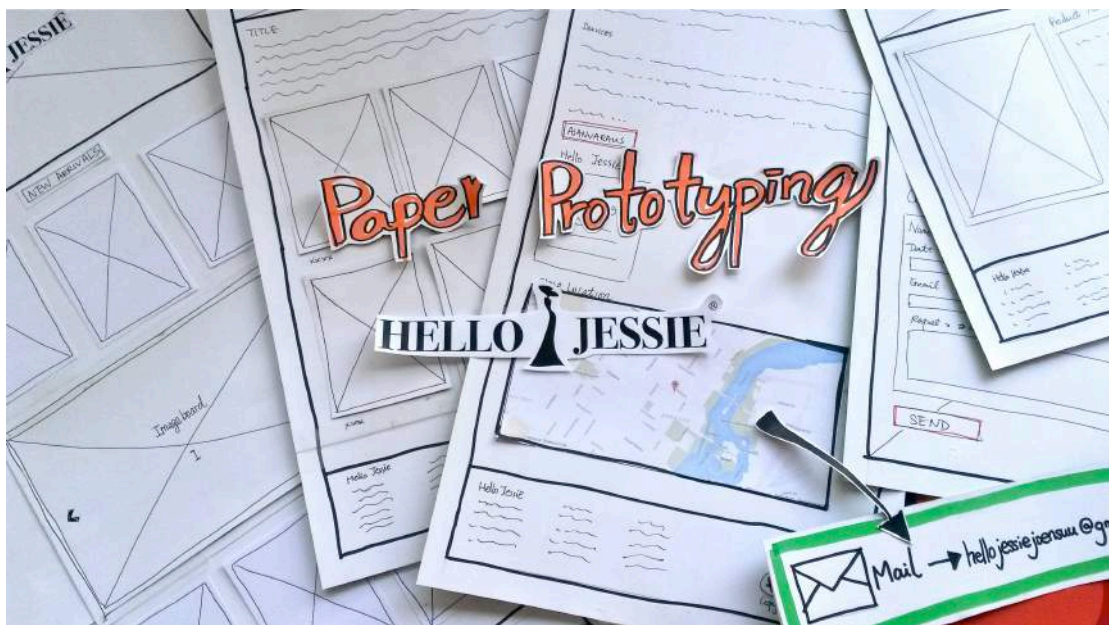
Figure 20. Storyboard for website navigations, it shows how the web pages are connected together.

4.1.4 Usability test

Usability test is an important process when designing the website. One of the easiest and cheapest ways to conduct basic usability testing is to create paper prototypes. When testing with the paper prototypes, it was surprising how it changed the perspective on how the idea came together when there was something real in hands. This was a useful way to get quick feedbacks and guidance on the website's interface design. (See Picture 21)

Paper prototyping is a fast, disposable and focused testing method. It is a good way to produce a lot of ideas quickly and test them at the same time. Better yet, paper prototyping doesn't have to be perfect with making them. It allows me to quickly validate an idea and throw it away if it isn't working.

Personally I enjoyed making the paper prototypes and it was so inspiring on the interface design. At first the focus was based on the user experience (how the users go through the webpage and what would they need), then broadened the focus to prototype the entire system. The quality of aesthetics was not the most important thing at that point, what the system actually does was more essential than on how it looks. More of the paper prototypes could be found on appendix 3.



Picture 21. Paper prototypes for usability testing

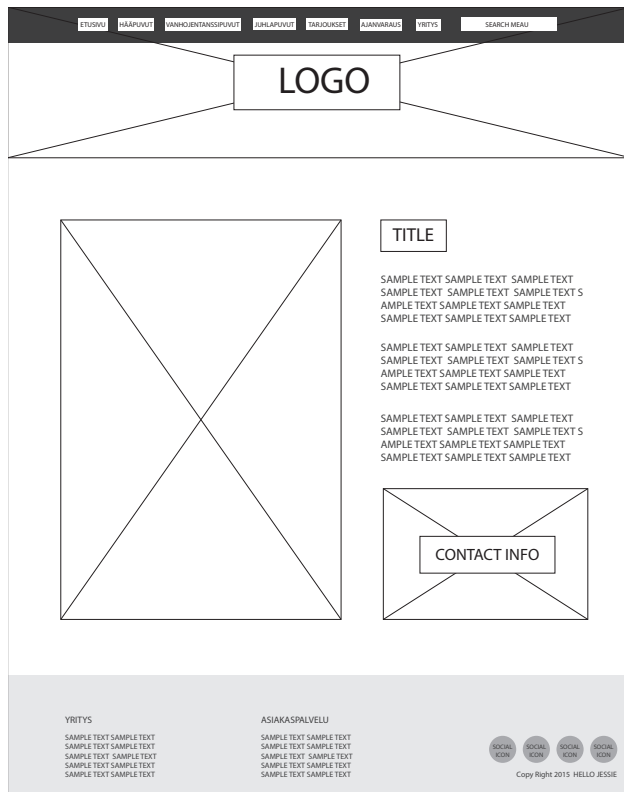
4.2 Design process

4.2.1 Wireframes

After creating the user researches (survey, persons, knowing the audiences, developed some insights and mapped the content through storyboards and usability testing), wireframes are the next step. This is the place to take a look at the loose sketches, contents and ideas to pack them together.

The basic application flow has been sketched out during the paper prototyping. The first step was to create the layout for the website. The idea was to establish the general placement of the screen elements. The website designs have a few levels of content: The category of the products, the product page and contact page. The leveling helps the users to make quick decisions about what to click and where to go. Interaction is also needed when creating the wireframes. It needs to show all the linked pages and motions. The Picture 22 shows the product page's wireframe.

The other page wireframes can be found in Appendix 4. These are prototypical wireframes. The method was used during the onset of the project. As the design evolves, more layers and details were added. It started with layouts, navigation, header and footer. Then goes through the details of each user interface component. The wireframes gave a good view on how the web pages are going to be built and creation of the user interface for the website.



Picture 22. Wireframe of the product page

4.2.2 Visual elements

All the visual elements for the website design will define the user's first impression about the brand and the website. Everything that's been added to the website will affect the user experience. After the website's wireframes were created, the next thing was to design the visual elements to bring the website to life. Visualizations, infographics and imageboards are the key elements to organize the communication between users and the brand.

The first visual element for the website was the logo of the brand. Hello Jessie had a logo when they started the company. However, the visual identity for the brand was not yet clear. The logo they had was a rough sketch and a new logo was needed. Picture 23 shows the old logo design of Hello Jessie.



Picture 23. The old logo of Hello Jessie

The old logo of Hello Jessie was not easy to work with for the website's interface design. The color, shape and typeface of the logo were hard to blend in with the style that's been decided based on the user researches. The users are attracted to simple color tones and clean design. Moreover, The logo of the brand should be able to reflect the brand's identity. It should be simple, enduring and easy for the customers to memorize. Therefore, a new logo was created for the brand. Picture 24 shows the new logo for Hello Jessie.



Picture 24. New logo design for Hello Jessie

The owner of Hello Jessie described the brand as a chic, feminine and luxury but affordable for all women in all generations. They are good for every special occasion in the day or evening. The new logo has a very feminine element in the middle and that hints what the selling products are. It is a simple, easy to recognize and versatile design.

After the logo was created, the work for image boards and photographs started. There were two photo-shooting days in October and November. Over 1600 photos were taken during the photo shoots and over 200 photos have been adjusted in Photoshop to make them usable for the website. Picture 25 shows one of the example of the before and after adjustments. After fixing the photos, they were used in different image boards to show the users how the dresses look on person and on the clothing rack. More visual elements and photos can be found in Appendix 5.

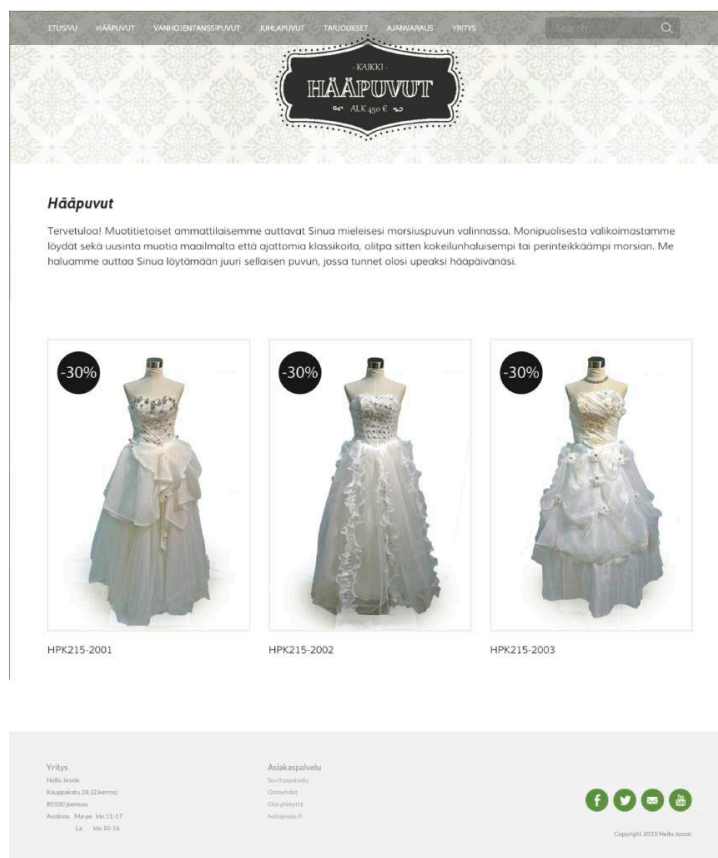


Picture 25. Example of a photo before and after the adjustments

4.3 Development for the website design

4.3.1 Website design

The creation of the website started from analysing the result of the user research studies. After the visual elements were created, the next step was to create the website pages that works. During this process, it is essential to test the site at the same time when making sure everything works correctly before it goes live on the domain. The wireframes showed the base of how the website will look and feel; it makes the building of the site a lot easier. Picture 26 shows the wedding dress page of the website.



Picture 26. Website page of the wedding dresses

On the website layout, there's the main navigation on top of the webpage. It shows the product categories and hierarchy. As the user scrolls down the page, the header is in a fixed position. Therefore, if the page is longer, the user can still see the navigation bar. It shows the users where to click and find the products. The head banners were created to show the content of the page or the logo of the brand. In this wedding dress page, the web banner was to promote and inform the customers about the price of the dresses. A short description is followed under the banner. It tells about the services and the dresses. After that there are pictures of the wedding dresses. They are aligned in the middle of the webpage. When the users click on the dress, it would bring them to the product detail page. The footer is on the bottom of the website. It shows the company's basic contact information, services and where to find them with different social media. Such as Facebook, Twitter, emails and YouTube. All the images of the website can be found in Appendix 5. And the website can be found online at <http://www.hellpjessie.fi>.

4.3.2 Feedbacks and maintenance

After the website has been created, the visual live feedback was needed to help connecting with the website visitors (understanding what they think and feel while browsing the web pages) and get instant improvements based on the specific feedbacks. A total number of 13 people took part in this process. The website was presented to them on a tablet to browse through the web pages. There were no paper questionnaires included, only face-to-face conversations. The personal responses were very valuable. The test shows how the users actually use the website and knowing how it works by going through the interface. Most of the users' feedbacks were quite positive. They described that the website is easy to understand and use, the interface design is appealing to eyes and the colors are comfortable to look at. The other suggestions were about the contents in Finnish, such as putting the sentence in a certain way to give a more professional slogan and there could also be

more products for the website. The feedback about the language was corrected right after the comments were given. However, the feedbacks about having more products for the website would need the cooperation with the business owner to provide more dresses and info for the website.

This is a starting website for Hello Jessie. The maintenance and quality assurance is also an important process to keep the website running. Consistency is the key to keep the website going further. The content has to be kept up-to-date, such as adding or changing products, sales and contacts. It could also be festivals or seasons that change the website's visual elements. For example, changing the position of the logo or colors, the image boards and photos. After that, check the impact on the changed elements to help modify it again. These little changes are beneficial for the visitors and the website as it will keep the users interested.

5 CONCLUSION

The goal of the work was to create a website that's based on visualizing the user experience. A focused survey research was conducted to study the target users and to support the creation of the website.

The survey results showed the insights of the users perspectives. It provides valuable information about their motivation, online behaviors, needs and opinions on different visual elements. This helped to define the website's content, style and layouts. It was taken into account throughout the creation of the website, such as navigation contents, color scheme of the website and interface design.

The user researches which followed were created in order to move forward with the website. There were personas, storyboards and paper prototyping. People gave the foundation for the website's interaction design. It summarizes and communicates to the research survey. Storyboards were created to develop the design solutions. The stories' scenarios showed the needs and interests from the users. Paper prototyping was aimed to support the interface design of the website. This helped to make decisions on positioning different visual elements and functionality of various features, such as slideshows, maps and image boards.

The wireframes and visual contents were the next to establish. There were photo shoots, modifications, logo design, image boards and other illustrations. The wireframes helped to define the content and document the screens. It presents the priority and organization of the screen and how users will get to other parts of the site. The visual elements were added to the web pages during the building process. Testing and researching were constantly going

along through out the whole project. The website's screenshots are included in the work as Appendix 5, the decision making behind them were explained in the thesis.

All in all, the work was successful and resulted in a pleasant level website that's build on visualizing the user experience. It is easy for users to understand and visually appealing to them. However through out this project I have realized that it should take more than one person working for it. In the professional web design field, there are usually over eight people working with the same project at the same time. This would be a good reminder for the brand to include more people working when building the website. It would be a lot more efficient. Hello Jessie is hoping for an online store in the future. The website design makes it a good place to start with. With the maintenance of the website they would be able to build a successful website for users to shop online in the future.

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Appendix 1 Survey Questionnaire



HEY THERE!

Hello Jessie has decided to improve the customer service by creating a new website. Through this brief survey, your answers will be very helpful for creating the online services that would meet your needs and satisfaction. Your response will only be used for survey purposes. For further information, please contact:

HELLO JESSIE
Kaukappakatu 28 (Iso Myy 2.kerros)
80100 Joensuu
Email: jessie@hellojessie.fi

Research Survey

Gender: Male Female

Age: ≤16 17-21 22-30 31-40 41-50 51-65 ≥65

1. Do you use internet?

Yes (To Question 2) No (To Question 4)

2. On average, how many hours per a week do you spend online?

- 0-1 hour
- 1-5 hours
- 5-10 hours
- 10-20 hours
- Over 20 hours

3. What web browser do you use?

- Google Chrome
- Safari
- Internet Explorer
- Firefox
- Opera
- Others _____



4. What do you expect to see in a clothing brand's website? * (Can choose more than one)

- | | |
|--|---|
| <input type="checkbox"/> Graphics/ Pictures | <input type="checkbox"/> Price |
| <input type="checkbox"/> Useful fashion information | <input type="checkbox"/> Sharing information with friends |
| <input type="checkbox"/> Latest trends | <input type="checkbox"/> Location |
| <input type="checkbox"/> Background information of the brand | <input type="checkbox"/> Sales |
| <input type="checkbox"/> Words | <input type="checkbox"/> Online customer services |
| <input type="checkbox"/> New products | <input type="checkbox"/> Others _____ |

5. If you can choose, what color/style do you prefer for the website? * (Can choose more than one)

- | | |
|---|--|
| <input type="checkbox"/> Simple (Black and White) | <input type="checkbox"/> Colorful & Lively |
| <input type="checkbox"/> One color tones (Blues, Reds, Greens...) | <input type="checkbox"/> Others _____ |

6. What languages should there be on the website?

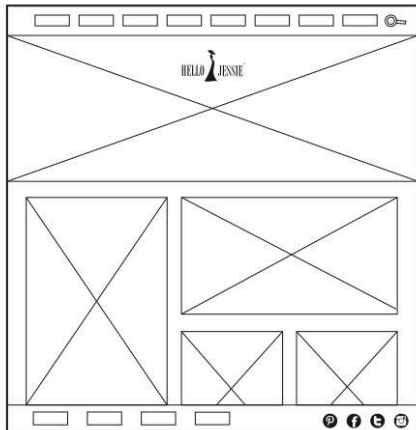
- | | |
|---------------------------------------|----------------------------------|
| <input type="checkbox"/> Finnish | <input type="checkbox"/> Swedish |
| <input type="checkbox"/> English | <input type="checkbox"/> Russian |
| <input type="checkbox"/> Others _____ | |

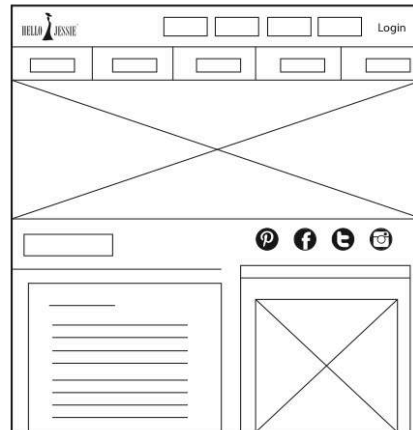
**7. Which combination of colors is most appealing to you as a fashion brand website?
* (Can choose more than one)**

- | | | | |
|--|--------------------------|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| <input type="checkbox"/> Other Suggestions _____ | | | |



8. Which layout would you prefer?





9. Would you like it to have more graphics or more words information?

- Words
 Graphics
 Both equal

*** Show websites graphics on page 4**

10. Which of the website seems easier for you to use?

- Kekäle
 Zalando
 Nelly
 Ellos

11. Which one pleased your eyes more? Why? _____

- Color
 Brand Mark
 Others _____
 Typeface
 Graphics/ Illustration
 Interface

10. What else do you think could be added to the website? Any suggestions?

Thank you very much for your time and suggestions!



Kekäle <http://www.kekale.fi/>

Kotimaista vaatekauppaa jo vuodesta 1957 Ilmainen toimitus yli 50 €:n tilauksiin Nopea toimitus 2-3 arkipäivää

KEKÄLE Etsi Ostoskori: 0 tuotetta 0,00 € KASSALLE

BRÄNDIT NAISET MIEHET LAPSET LAHJAKORTTI

JOUULUAJAMME SINULLE : MAKSA OSTOKSESI VASTA HELMIKUJUSSA Klarna

TYYLIIKÄÄNÄ JUHLAAN

TUTUSTU VALIKOIMAAMME JA LOYDÄ OMA UPEA JUHLATYYLISI

► NAISTEN JUHLA ► MIESTEN JUHLA

Info Pöytä - 388 viesti

Zalando <http://www.zalando.fi/naiset-home/>

Jotta voisimme parvele asiakkaistamme mahdollisimman hyvin, käytämme sivullisimme evästeitä. Kikkoomalla eteenpäin hyväksyt evästeiden käyttämisen. Hyväksy

MAKSUTON ASIAKASPALVELU 0200 844 51 ILMAINEN TOIMITUS JA PALAUTUS PALAUTUSOIKEUS 31. TAMMIKUUTA 2015 ASTI

NAISET MIEHET LAPSET zalando Kirjautu sisään Toiveltela Ostoskori

Trendit & tyylit Kengät Vaatteet Urheilu Laukut & asusteet Premium Merkit Ala Kirjoita hakusana...

UPEAT UUTUDET MUOTIRAATIMME SUOSIKIT: UUTTA JOKA VIIKKO

TILAA HELPOSTI TÄÄLTÄ KATSO LISÄÄ TÄSTÄ KATSO LISÄÄ

VIIKKOTARJOUS: KUKISTA KYLMYYS! JOPA -50 % VALIKOINUISTA TALVITAKEISTA



Nelly <http://nelly.com/fi/vaatteita-naisille>

NELLY.COM NELYMAN.COM ILMAINEN TOIMITUS YLI 10 € TILAUKSIIN EUR

NELLY.COM Etsi tuote, nimi, merkki jne. LITTY JÄSENEKSI KIRJAUDU SISÄÄN

Uutuudet Tilaa Merkit Nelly News Feed Top-lista ALE

Lily Aldridge
NELLY CHRISTMAS

The Party Shop is open! Tilaa pikkumusta ja kaikki muut tarvitsemasi mekot vuoden suurinta joulukautta varten. It's party time!

Gift Guide

NELLY news FEED

Ellos <http://www.ellos.fi/>

Kirjaudu sisään / Rekisteröidy Tarjoukset Hae tuotteita Tilauksimake Ei tuotteita

ellos SHOPPING INSPIRATION Asiakaspalvelu Lainaa/Maksa/Vakuuta

Naiset Miehet Lapset Urheilu Alus- & ulma-esut Kengät Koti Kodinelektronikka Hyvinvointi Plus ALE Matkat

Uusi asiakas Tilaa tänään, maksa vasta helmikuun lopussa. Valitse kassalla kampanjalasku. Lue lisää

FOR YOU & YOUR LOVED ONES

KOKO JOULU SAMASTA PAIKASTA!

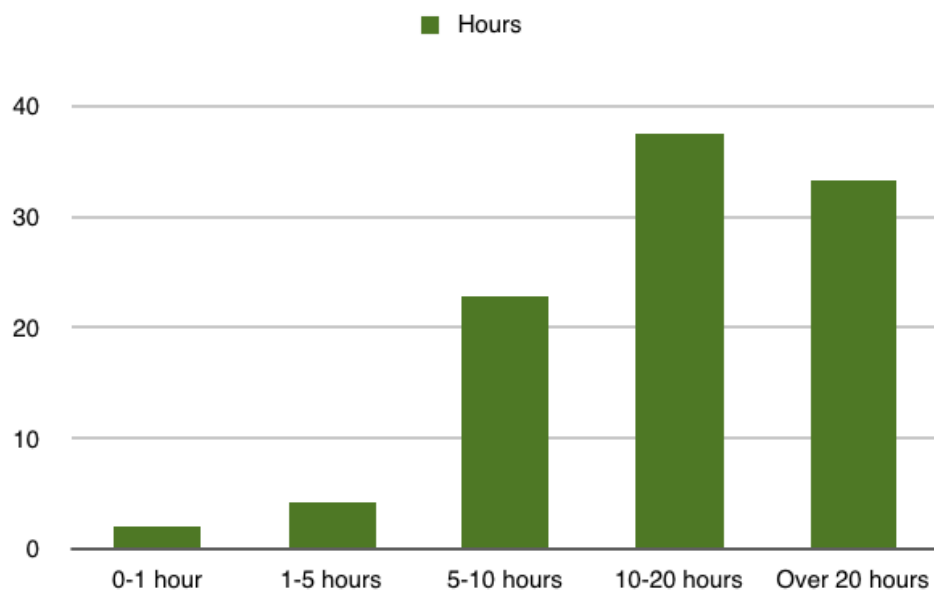
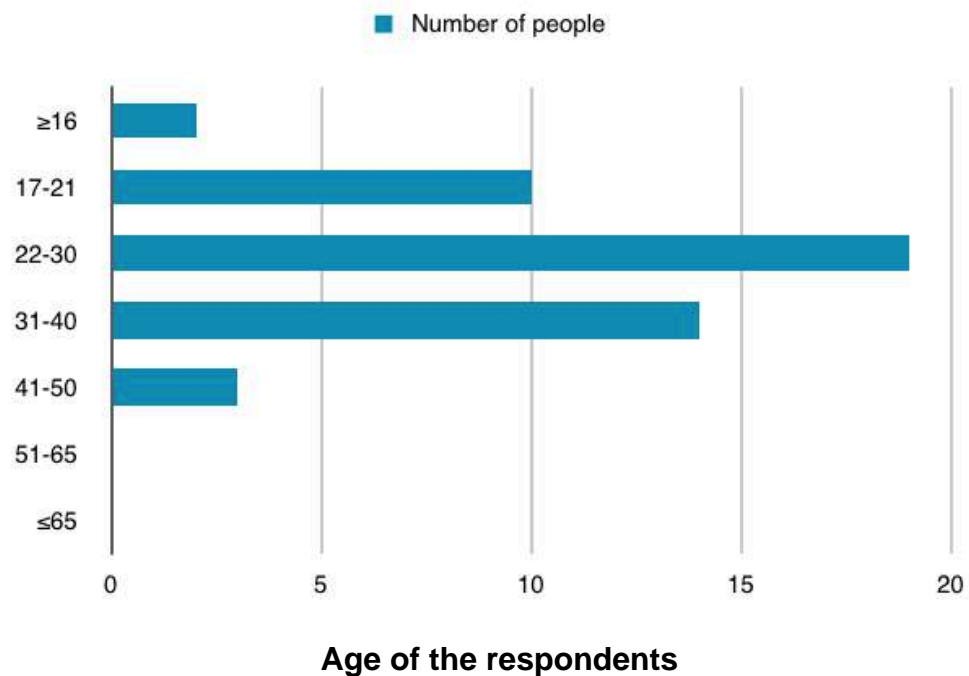
Kohta on jo joulu – mutta ei stressiä, helpotamme joululahjojen hankintaa. Poimi parhaat lahjat itsellesi, perheellesi ja ystäville.

JOUULAHJAVINKKEIHIN

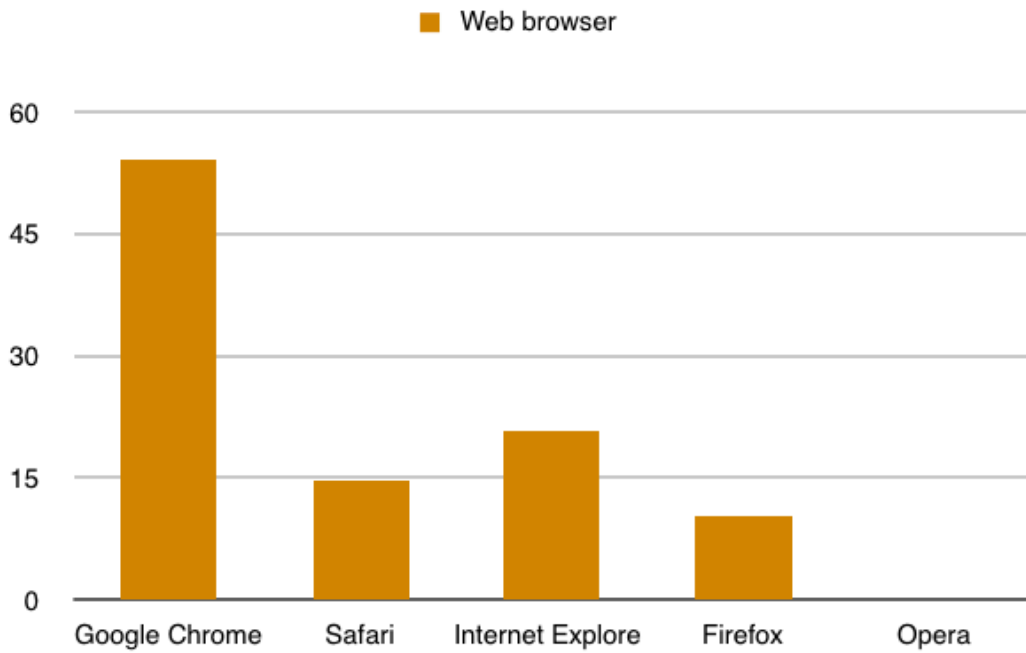
Valikoidat lahjavinkit sinulle ja perheellesi:

PARHAAT JOULULAHJAT JOULULAHJAT KOKO PERHEELLE JOULULAHJAVINKIT ALLE 20,-

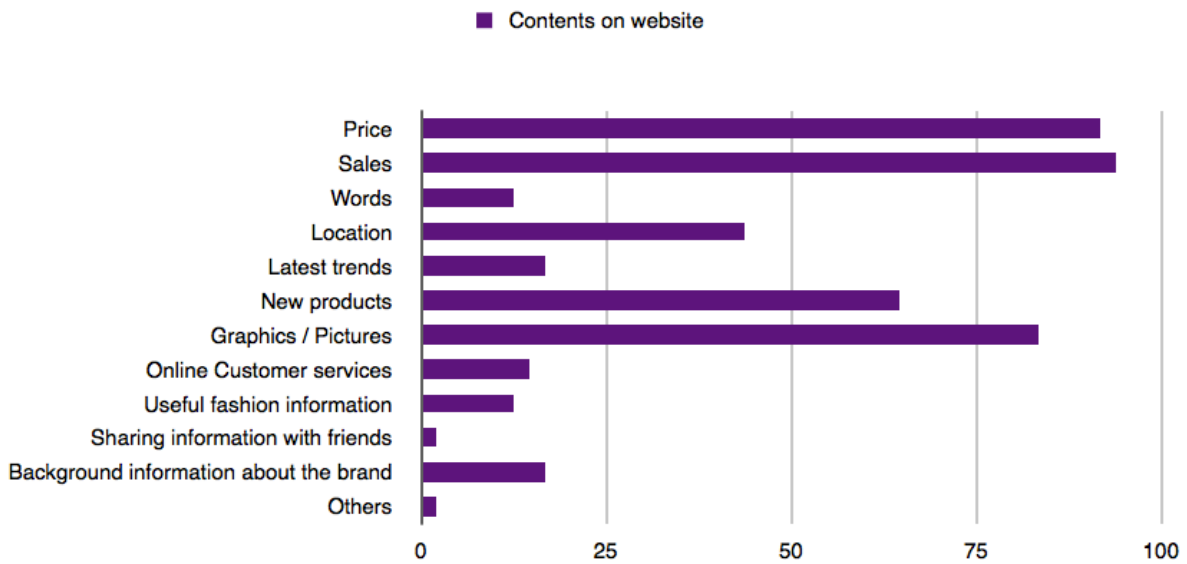
Viimeksi katsotut Toiveistani Lasku TILI VISA postnord Pienin toimittava tilaus 25,- CSOTIEDOT

Appendix 2 Result of the survey**Average online hours per a week**

Appendix 2 2 (6)



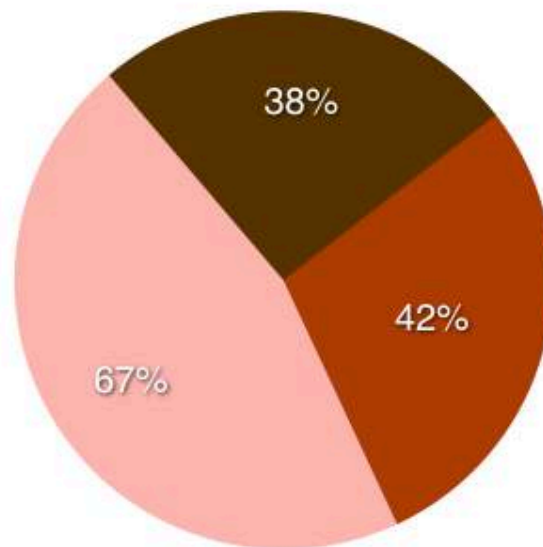
What web browsers do the respondents use?



Respondents interested contents on website

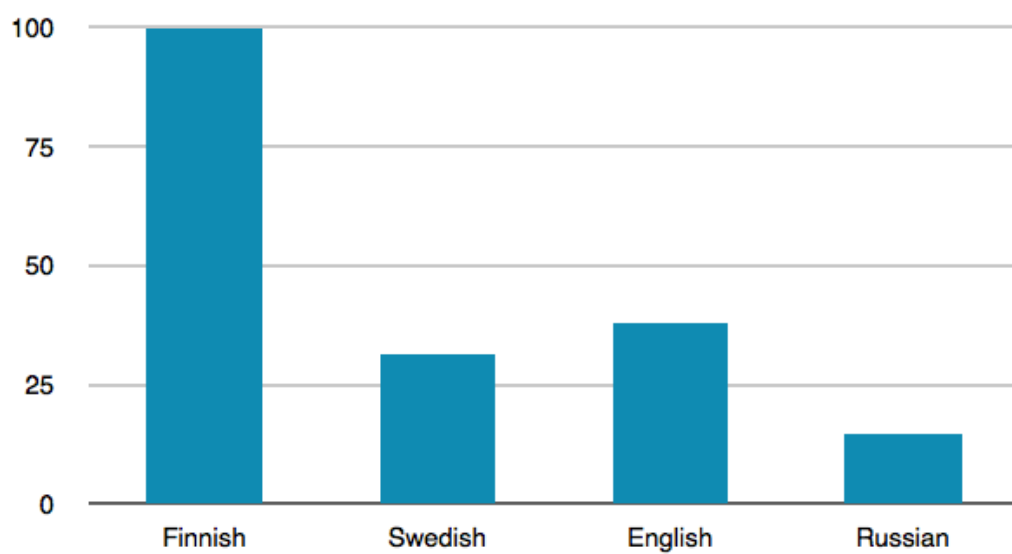
Appendix 2 3 (6)

- Simple (Black and White)
- One color tones (Blues, Reds, Greens...)
- Colorful and Lively
- Others



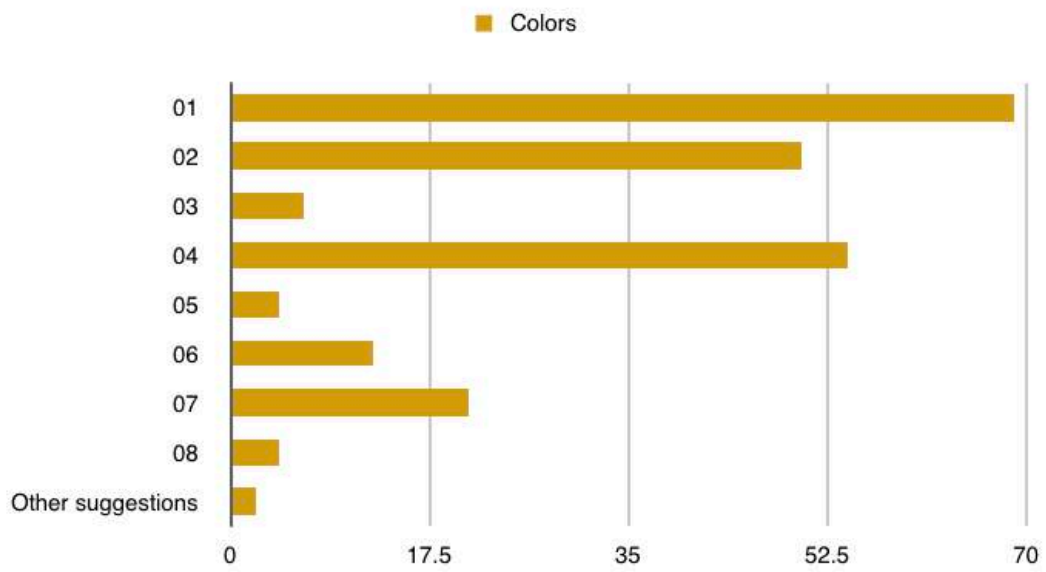
Preferred style for the website

- Languages

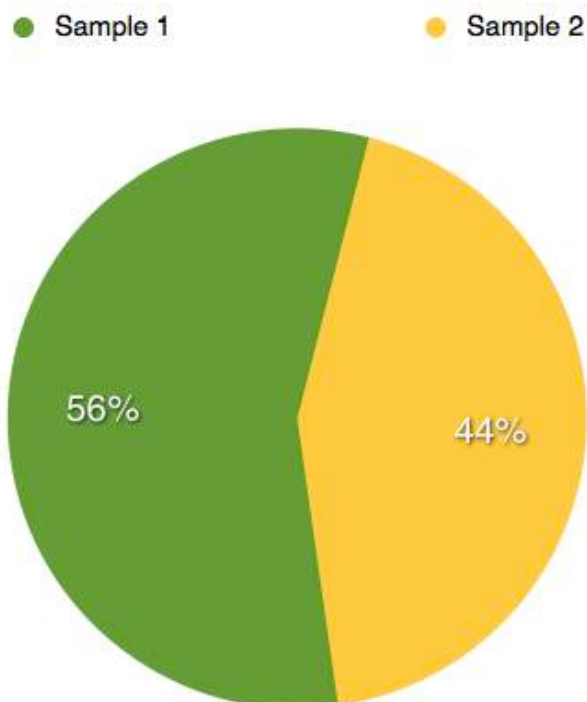


Preferred language for the website

Appendix 2.4 (6)



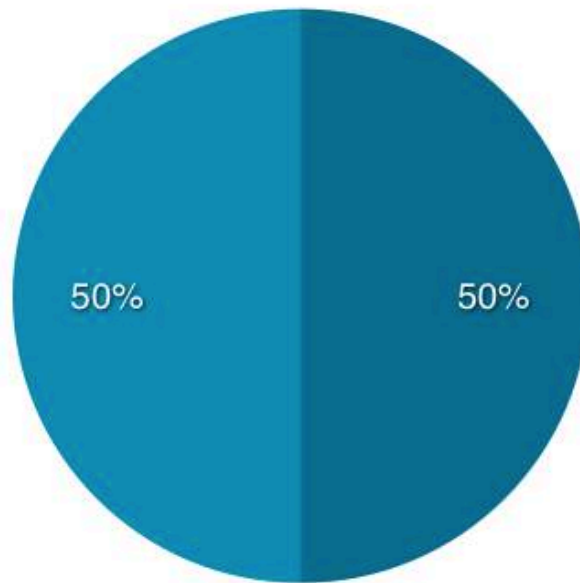
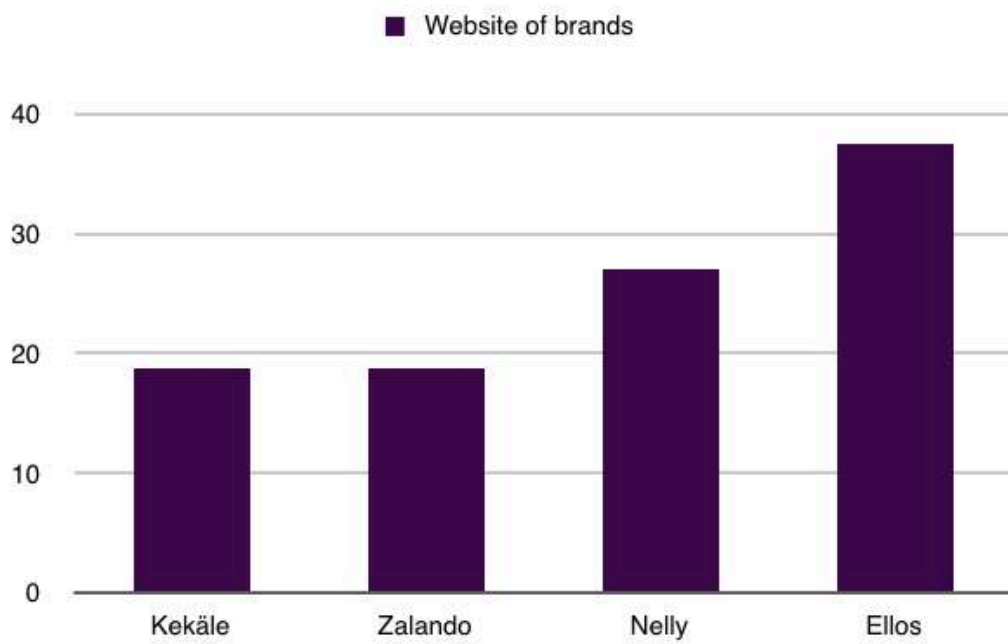
Preferred colour combinations for the website

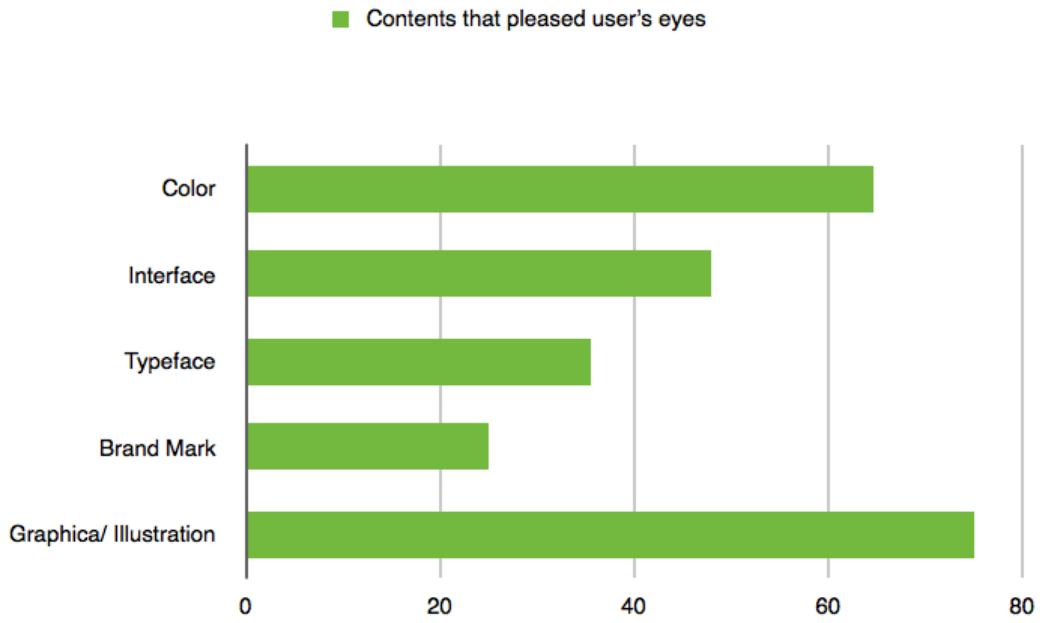


Preferred layout of the website

Appendix 2 5 (6)

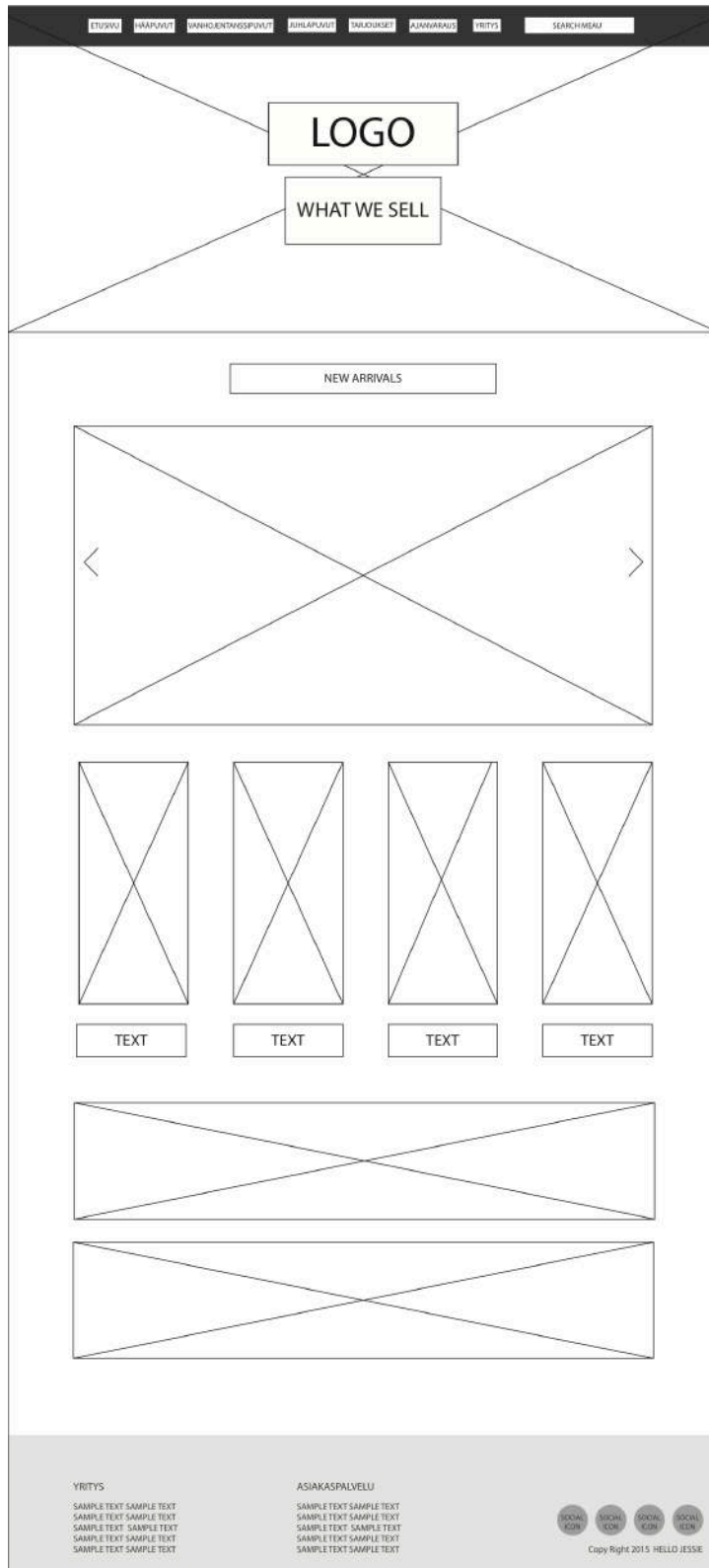
● Words ● Graphics ● Both equal

**Text, graphics or both?****Respondents interface choice of different brands**

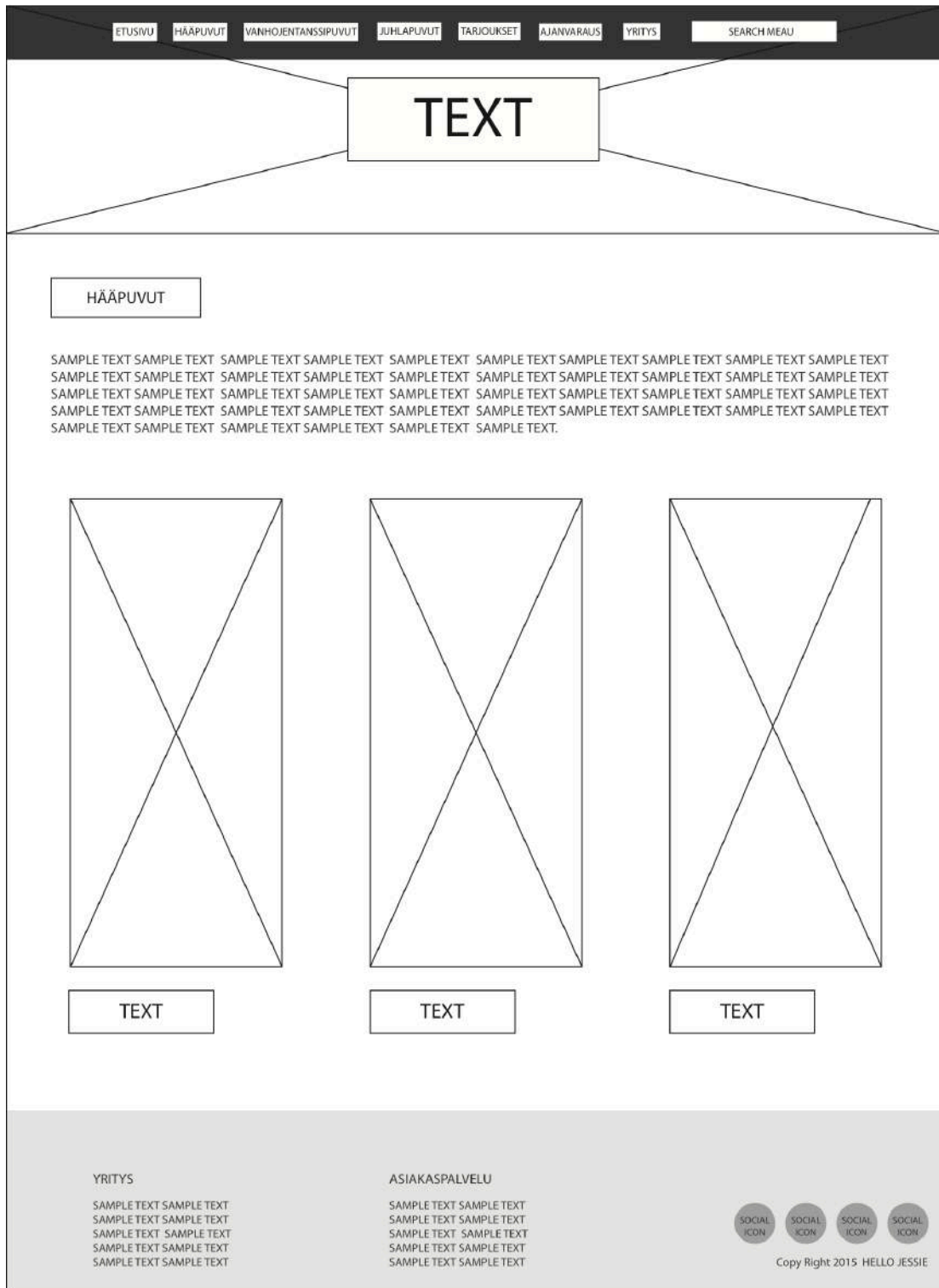


Elements of the websites that attracted the respondents

Appendix 4 Wireframes

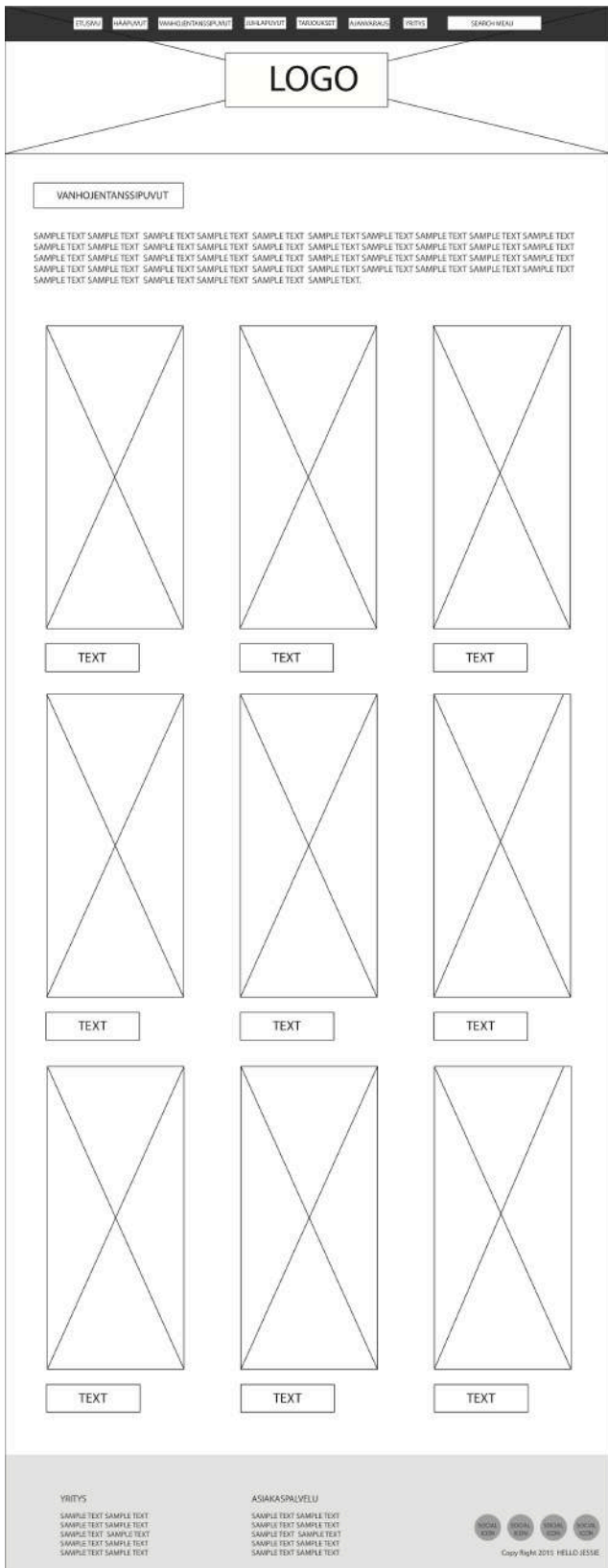


Home page wireframe

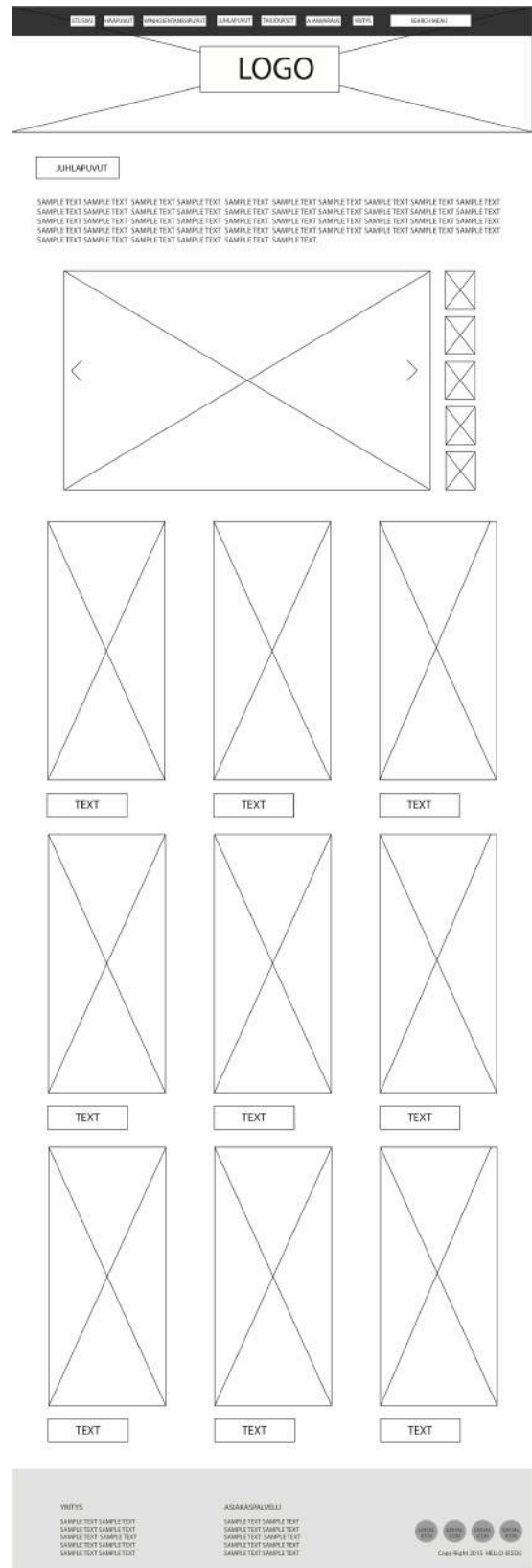


Wedding dress page wireframe

Appendix 4 3 (7)

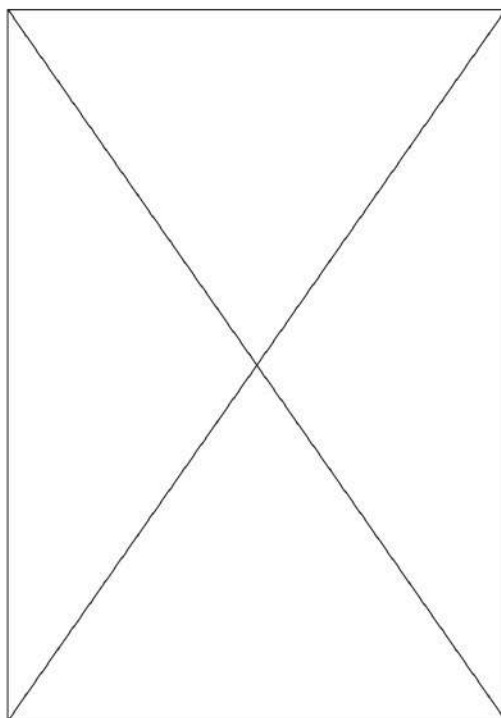


Prom dress page wireframe



Party dress page wireframe

Appendix 4 4 (7)

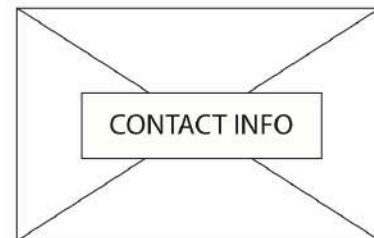


TITLE

SAMPLE TEXT SAMPLE TEXT SAMPLE TEXT
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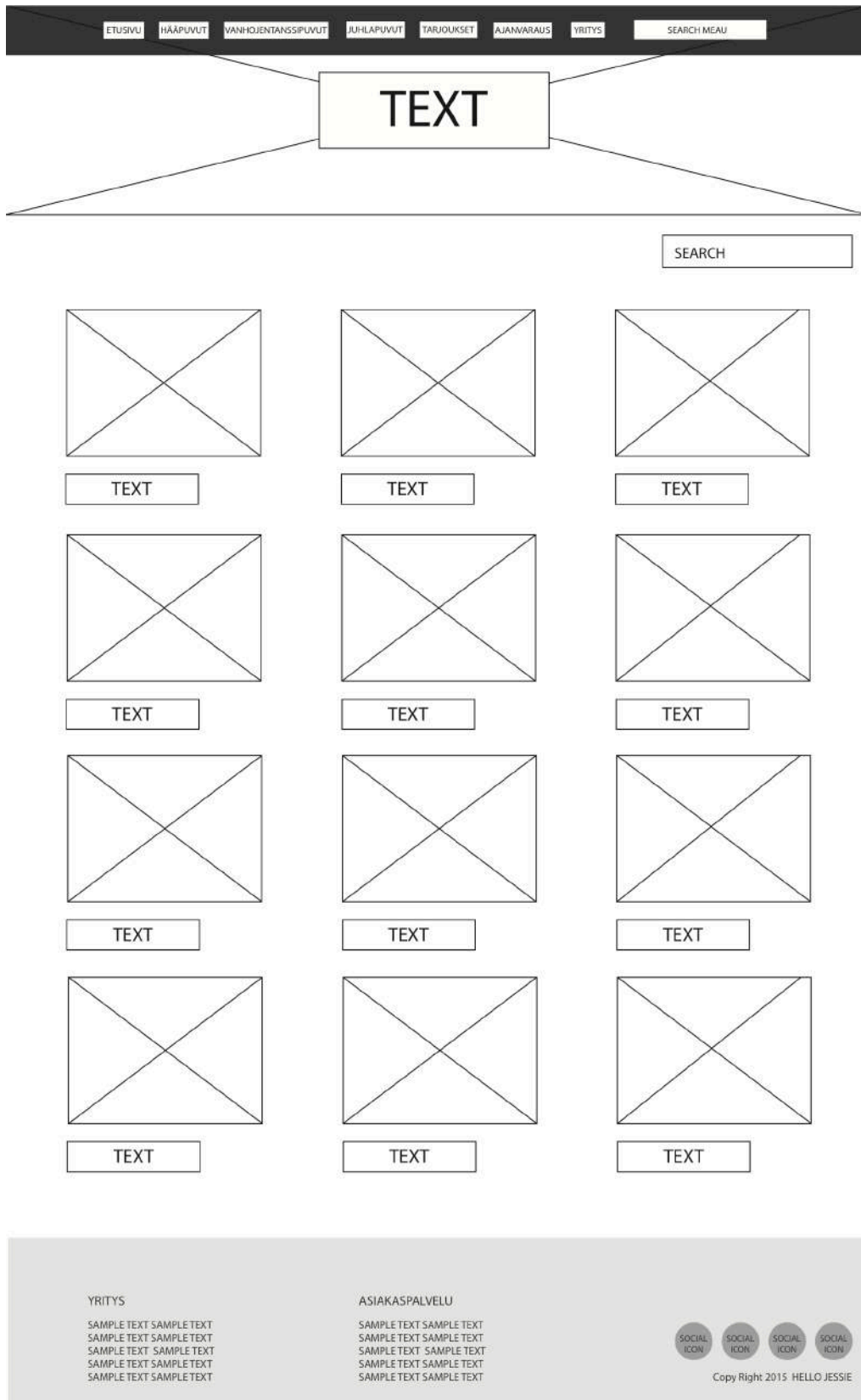
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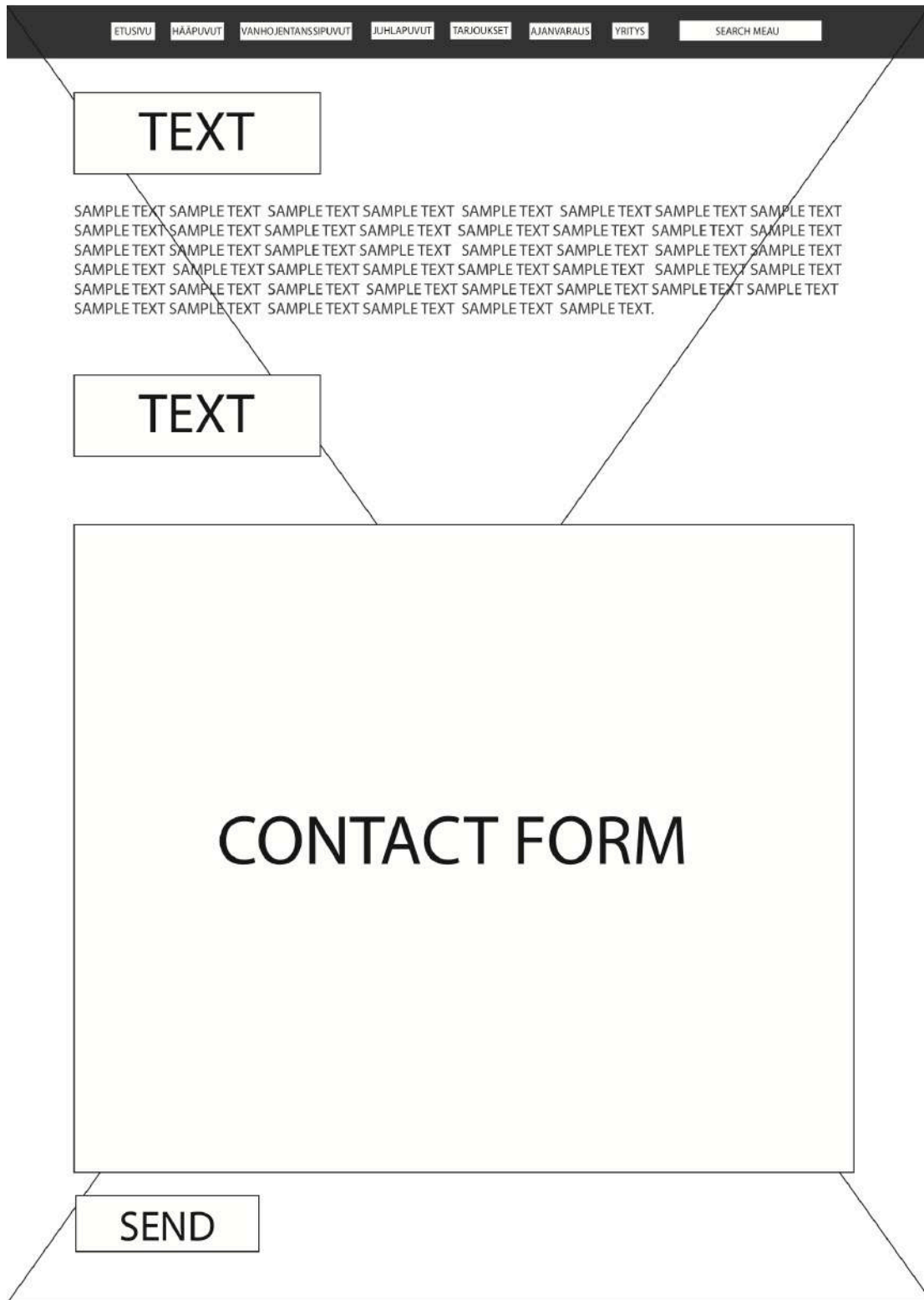


Product detail page wireframe

Appendix 4 5 (7)

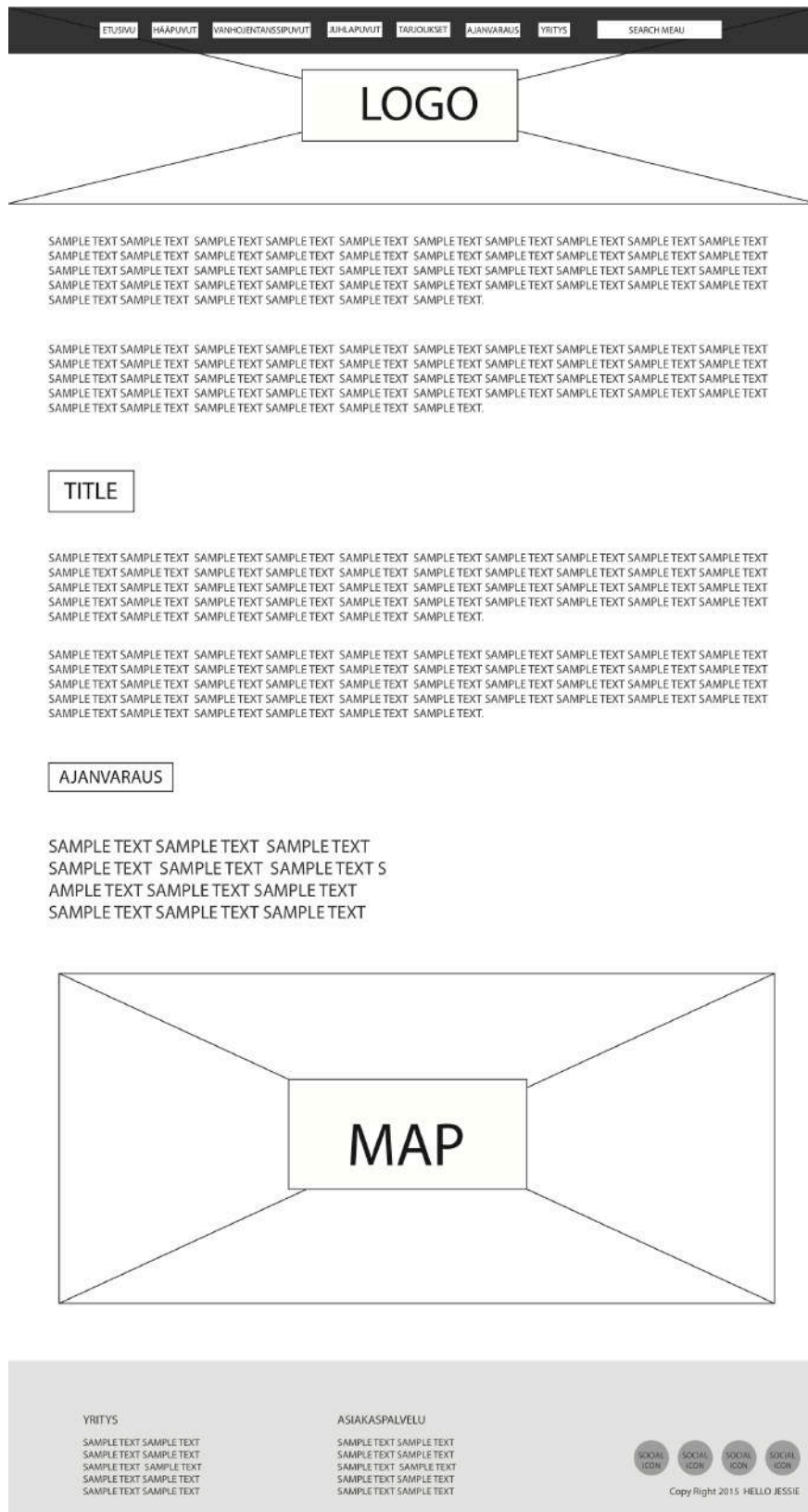


Sale page wireframe



Contact page wireframe

Appendix 4 7 (7)

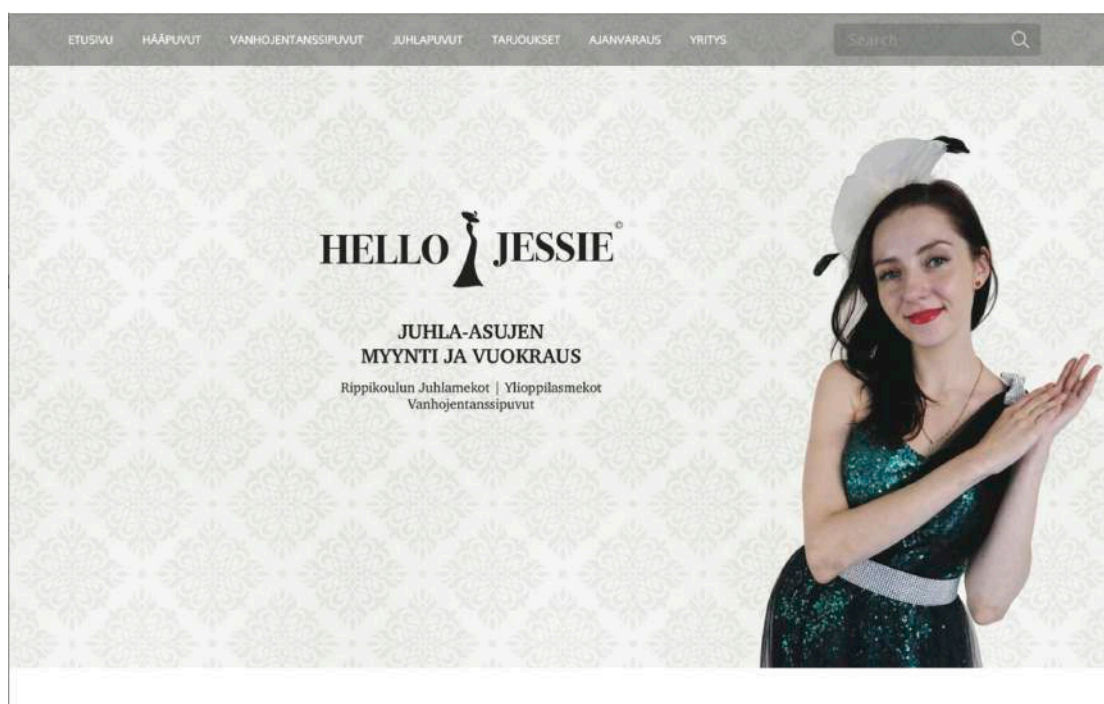


Company page wireframe

Appendix 4 Website design of Hello Jessie

Available at: <http://www.hellojessie.fi>

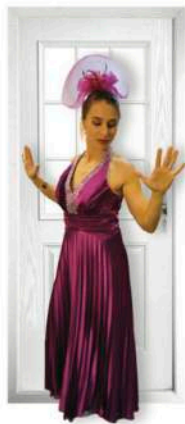
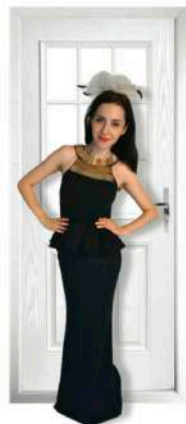
Home page



UUTUDET



Appendix 5 2 (10)

**PURPLE NIGHTS***Juhlamekko ▶***BLACK & GOLD***Juhlamekko ▶***ELEGANT BLUE***Juhlamekko ▶***LET'S PARTY***Juhlamekko ▶***Yritys**

Hella Jennie
Kasvopätkä 28, (2.kerros)
80100 Joensuu
Avoinna Ma-pe klo 11-17
La klo 10-16

Asiakaspalvelu

Sovittu palvelu
Osoite: Kasvopätkä
Ota yhteyttä
hella.jennie.fi



Copyright 2015 Hella Jennie

Wedding dress page


ETUSIVU HÄÄPUVUT VANHOJENTANSIIPUVUT JUHLAPUVUT TARJOUKSET AJANVARAUS YRITYS

Search


KAIKKI
HÄÄPUVUT
ALK. 450 €

Hääpuvut


Tervetuloa! Muotitietoiset ammattilaisemme auttavat Sinua mieleisesi morsiuspuvun valinnassa. Monipuolisesta valikoimastamme löydät sekä uusinta muotia maailmalta että ajattomia klassikoita, oltipa sitten kokeilunhaluisempi tai perinteikkaampi morsian. Me haluamme auttaa Sinua löytämään juuri sellaisen puvun, jossa tunnet olasi upeaksi häöpäiväsi.



HPK215-2001




HPK215-2002



HPK215-2003

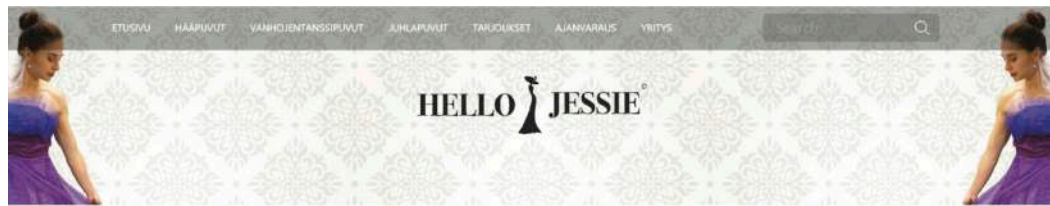
Yritys
Hello Jessie
Kauppakatu 28, (2.kerros)
00100 Jämskä
Avoinna Ma-pe klo 11-17
La klo 10-16

Asiakaspalvelu
Soittopuhelu
Ostovhdeet
Ota yhteyttä
hellojessie.fi



Copyright 2015 Hello Jessie

Prom dress page

**Vanhojentanssipuvut**

Valikoimastamme löydät niin näyttävämmät kuin hillitymmätkin puvut, halusitpa sitten erottaa joukosta tai hankkia moniin erilaisiin iltoihin sopivan puvun. Asiantunteva henkilökuntamme auttaa Sinua oikeanlaisen puvun valinnassa ja sovituksessa.



VHT215-3001



VHT215-3002



VHT215-3003



VHT215-3004



VHT215-3005



VHT215-3006



VHT215-3007



VHT215-3008



VHT215-3009

Yritys

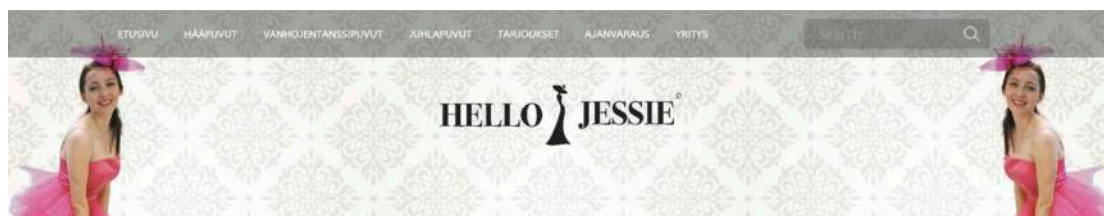
Hello Jessie
Kauppakatu 25, 02100 Järvenpää
01000 Järvenpää
Avoinna: Maan- klu 11-17
La klu 10-16

Asiakaspalvelu

Sähköposti: asiakaspalvelu@hellojessie.fi
Osoite: Kauppakatu 25, 02100 Järvenpää
Puhelin: 01000 11111



Party dress page



Näyttävät juhlamekot Hello Jessiestä

Tervetuloa tutustumaan hylpeaan juhlamekkomallistoomme ja sovittamaan mieleistäsi mekkoa. Riippuen juhlatilaisuudestasi, asiantunteva ja palveleva henkilökuntamme auttaa Sinua löytämään juuri itsellesi sopivan mekon juhlamekkojemme joukosta, jossa viihdyt juhlien keskipisteenäkin. Olemme pukeneet asiakkaitamme hyvin monenlaisiin tilaisuuksiin, kuten ylioppilasjuhliin ja esiintymistilaisuuksiin.



JHP215-4012



JHP215-4013



JHP215-4014

Appendix 5 6 (10)



JHP215-4015



JHP215-4006



JHP215-4008



JHP215-4016



JHP215-4017



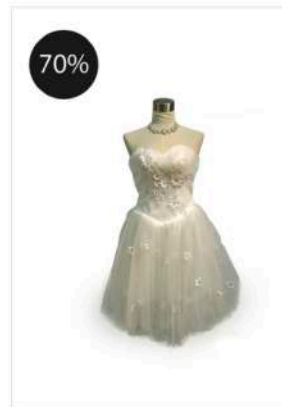
JHP215-4018



JHP215-4002



JHP215-4019



JHP215-4020

Yritys
 Hello Jeesia
 Kauppakatu 25, 12 kerros
 00100 Joensuu
 Avoinna Ma-pe klo 11-17
 La klo 10-16

Asiakaspalvelu
 Sivustopalvelu
 Osoiteohje
 Ota yhteyttä
 hello@jesia.fi



Copyright 2015 Hello Jeesia

Sale page



Hakusana

		
AVOKKAAT5001	AVOKKAAT5002	AVOKKAAT5003
		
AVOKKAAT5004	AVOKKAAT5005	AVOKKAAT5006
		
AVOKKAAT5007	AVOKKAAT5008	AVOKKAAT5009
		
AVOKKAAT5010	AVOKKAAT5011	AVOKKAAT5012
		
AVOKKAAT5013	AVOKKAAT5014	AVOKKAAT5015

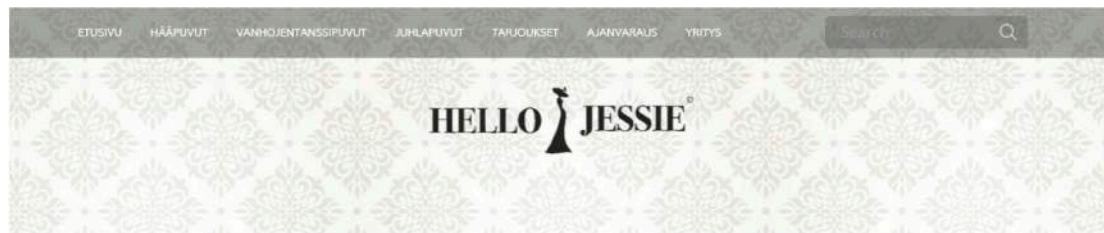
Yritys
Hella Jaska
Kauppakatu 28 (2.kerros)
00100 Järvenpää
Avoinna Ma-pe klo 11-17
La klo 10-14

Asiakaspalvelu
Sivustopalvelu
Ostoskori
Osta yhtiöstä
hella@jaska.fi



Copyright 2015 Hella Jaska

Product page

**Juhlamekko - JHP215-4002**

Lyhyt, polven yläpuolelle yltävä näyttävä mekko. Irraitettava vyö.
Liikkeestä saatavilla vain koossa EU 36.

Valmistettu 100 % polyesterista.
Suositellaan käsinpesua.

Tuotenumero: JHP215-4002
Väri: Mulberry
Aihealue: Juhlapivut / JHP215-4001

Verkkokauppa ei ole vielä auki. Jos haluat tilata tämän tuotteen,
otathan yhteyttä meihin.

+358 452018028

hellojessiejoensuu@gmail.com

Iso Myy (2.krs)
Kauppakatu 28,
80100 Joensuu

ma - pe klo 11 - 17
la klo 10 - 16

AJANVARAUS

Yritys

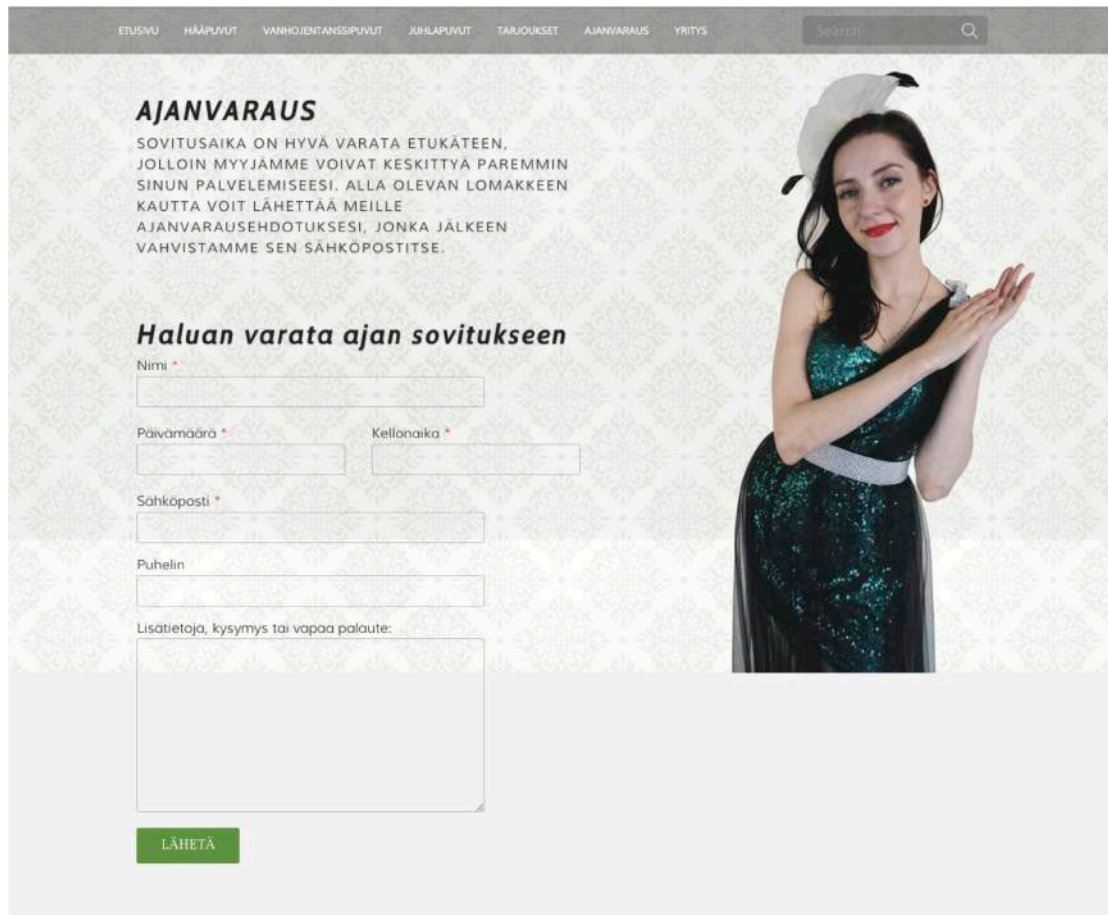
Hello Jessie
Kauppakatu 28, (2.kerros)
80100 Joensuu
Avoinna Ma-pe klo 11-17
La klo 10-16

Asiakaspalvelu

Seivospalvelu
Osoite: Helsinki
Ota yhteyttä
hellojessie.fi



Contact page



The screenshot shows a contact page for event booking. The page has a dark grey navigation bar at the top with the following menu items: ETUSIVU, HÄÄPIIVUT, VANHOJENTÄNSSIPUUT, JUHLAPIIVUT, TARJOUKSET, AJANVARAUS, and YRITYS. A search bar is located on the right side of the navigation bar. The main content area has a light green damask pattern background. On the right side, there is a photograph of a woman in a dark, sequined dress and a white hat, clapping her hands. The text on the page is in Finnish. The heading is "AJANVARAUS". Below it is a paragraph of text. The form section is titled "Haluan varata ajan sovittukseen" and contains several input fields: "Nimi" (Name), "Päivämäärä" (Date), "Kellonaika" (Time), "Sähköposti" (Email), and "Puhelin" (Phone). There is also a large text area for "Lisätietoja, kysymys tai vapaa palaute:" (Additional information, question or free feedback:). A green "LÄHETÄ" (SEND) button is at the bottom left of the form area.

ETUSIVU HÄÄPIIVUT VANHOJENTÄNSSIPUUT JUHLAPIIVUT TARJOUKSET AJANVARAUS YRITYS

search

AJANVARAUS

SOVITUSAIKA ON HYVÄ VARATA ETUKÄTEEN, JOLLOIN MYYJÄMME VOIVAT KESKITTYÄ PAREMMIN SINUN PALVELEMISEESI. ALLA OLEVAN LOMAKKEEN KAUTTA VOIT LÄHETTÄÄ MEILLE AJANVARAUSEHDOTUKSESI, JONKA JÄLKEEN VAHVISTAMME SEN SÄHKÖPOSTITSE.

Haluan varata ajan sovittukseen

Nimi *

Päivämäärä * Kellonaika *

Sähköposti *


Puhelin

Lisätietoja, kysymys tai vapaa palaute:

LÄHETÄ

Company page

ETUSIVU HÄÄPIVUT VANHOJENTANSsipivut JUHLAPIVUT TARJOUKSET AJANVARAUS YHTIYS



Hello Jessie on naisten morsius- ja juhlapukujen erikoisliike. Palvelumme on yksilöllistä ja hintamme erittäin kilpailukykyisiä. Tavoitteemme on tarjota kunkin vartalolle ja kukkarolle parhaiten sopiva juhla-asu.

Hello Jessie-brändinimen omistaa Golf Arrangement Finland Oy, joka on vuodesta 2010 alkaen erikoistunut naisten muotitarviden tukku- ja vähittäiskauppaan. Tavoitteemme on palvella asiakkaitamme juhlapukeutumisessa alusta loppuun asti. Autamme Sinua löytämään unelmiesi puvun ja siihen sopivat asusteet.

AJANVARAUS JA YHTEYDENOTTO

Toivomme, että hääpukuja ja vanhojentanssipukuja sovittamaan tulevat asiakkaamme varaavat sovitusojan etukäteen helpon ajanvarauslomakkeemme kautta. Juhlamekkoja, kenkiä ja muita asusteita saa tulla katsomaan vapaasti ilman sovitusaikaa. Varaa aikasi hyvissä ajoin ennen juhlia!

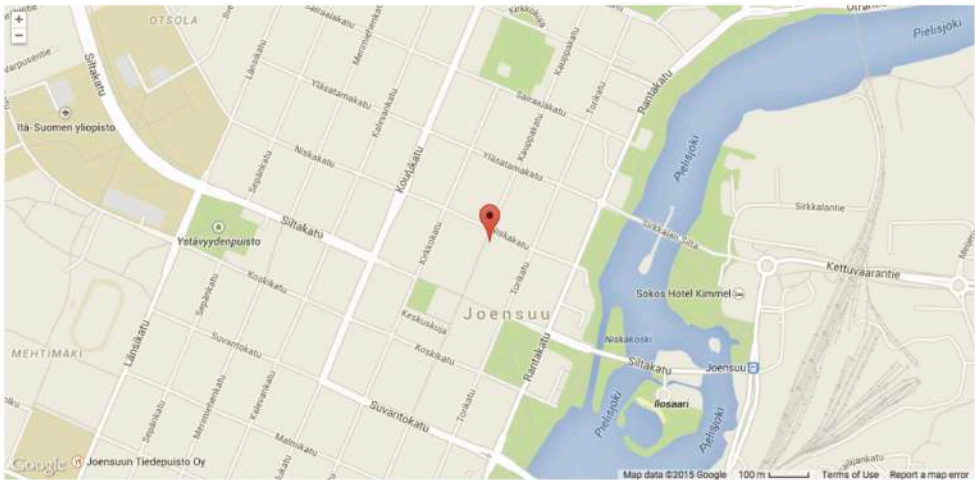
Haluamme palvella asiakkaitamme yhtä hyvin niin verkossa kuin liikkeessämmekin, joten otamme mielellämme vastaan toivomuksia, ehdotuksia ja ajatuksia asiakaspalvelustamme ja tuotevalikoimastamme.

AJANVARAUS

HELLO JESSIE


ISO MYY (2 kerros)
 KAUPPAKATU 28
 80100 JOENSUU
 puh: +358 452018028
 Sähköpostit ovat muotoa:
hellojessiejoensuu@gmail.com

Avoinna ma - pe klo 11 - 17
 la klo 10 - 16



Yritys
 Hello Jessie
 Kauppakatu 28 (2.kerros)
 80100 Joensuu
 Avoinna ma-pe klo 11-17
 la klo 10-16

Asiakaspalvelu
 Sovituspalvelu
 Otsailtoja
 Ota yhteyttä
hellojessie.fi



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