

Felt like a real site

Brand was family friendly

Price matched perceived quality

Tasks were easy

Apply button on filters felt unnecessary

Brand felt generic

Heart icon stretched on images

Always filters on size first

"I felt like I was actually, accidentally going to order something"

Would buy kids clothes here

Good for cheap and decent quality

Clean and clutter free

Needs more color and design elements

Size chart & arrow closer proximity

Add size filtration to prototype?

Brand felt trustworthy

Never felt overwhelming

Body text a bit small?

WORKED

CHANGE

QUESTIONS

IDEAS

Do I put in real information?

Am I buying anything else?

How did I do?

Why do I have to click apply?

Navigation options other than top menu

Add a scrollbar for older users

Hide grey cardigan to force filtration

Indicate multiple selections are possible on filters

Make sale menu clickable?

Add a header for Sweaters & Cardigans on category page

Make filtered item list more prominent with color?

Make women's category on carousel clickable?

Use filtered item inside the filter menu to indicate choices?

