

**SHELF**

**Case Study**

**Chia Hao Chang**

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## **Action Figure**

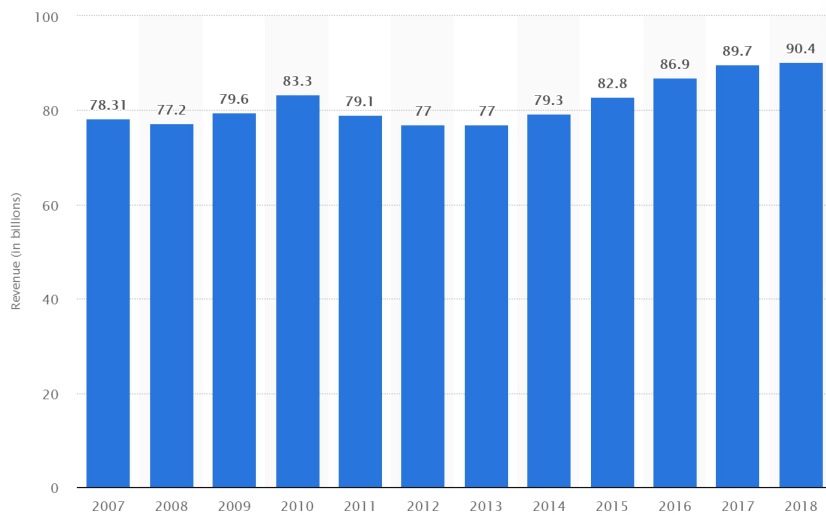
An action figure is a poseable character doll made most commonly of plastic and often based on characters from a film, comic book, video game, or television program.

While most commonly marketed as a child's toy, the action figure has gained widespread acceptance as a collector item for adults. They bought solely for display as a collectible and not played with like a child's toy.

**RESEARCH**

# STATISTICS

Total revenue of the global toy market from 2007 to 2018



Total Revenue of Global Toy Market  
**90.4 Billons USD**

Source: Statista

# STATISTICS

## Annual U.S. Sales Data

Traditional Toy Categories	2017	2018	2019	2017 vs 2018 % change	2018 vs 2019 % change
Grand Total	\$22.16	\$21.84	\$20.91	-1%	-4%
Action Figures & Accessories	\$1.42	\$1.55	\$1.71	9%	11%
Arts & Crafts	\$0.98	\$1.05	\$1.00	7%	-4%
Building Sets	\$1.91	\$1.82	\$1.80	-5%	-1%
Dolls	\$3.15	\$3.38	\$3.22	7%	-5%
Explorative & Other Toys	\$1.47	\$1.39	\$1.31	-5%	-6%
Games/Puzzles	\$2.16	\$2.15	\$2.15	-1%	0%
Infant/Toddler/Preschool Toys	\$3.29	\$3.16	\$2.87	-4%	-9%
Outdoor & Sports Toys	\$4.22	\$4.06	\$4.00	-4%	-1%
Plush	\$1.39	\$1.26	\$1.12	-10%	-11%
Vehicles	\$1.56	\$1.41	\$1.29	-10%	-8%
Youth Electronics	\$0.61	\$0.62	\$0.45	2%	-28%

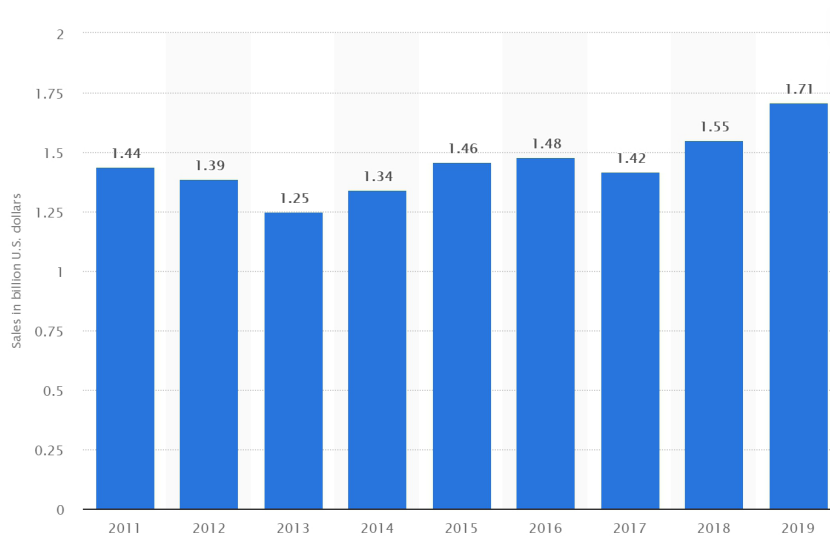
U.S. Toy Market Size 2019

**27 Billions USD**

Source: The NPD Group

# STATISTICS

## Toy action figure and accessory retail sales in the United States from 2011 to 2019



In 2019, retail sales of action figures and accessories in the United States amounted to 1.71 billion U.S. dollars. So based on this data we can see that toy sales continue to grow.

Source: Statista

# TARGET AUDIENCE

38% of toy shoppers have purchased a toy or game for another adult

Adults without children spend more money on toys for themselves than adults with kids.

Not just child's play. Two in three US toy shoppers agree toys and games are for adults, too.

Much of the growth in the older audience for toys can be attributed to the rise in collectible toys and popular characters.

## Adult

- M/F, Age 28-55
- Adults have more money to expand their collection.
- Adults have more collections to trade.

## Problem

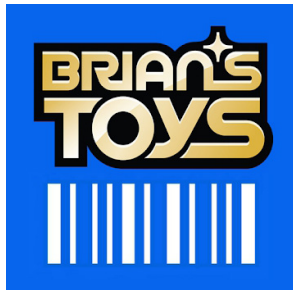
- Many collectors have managed to accumulate a massive amount of items that they no longer want.
- Some collectors are looking for toys that may have stopped producing or they interested in products.

## Solutions

- To provides a platform for collectors of action figures and allows them to trade and explore collectibles with each other.

# COMPETITORS

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## Sell My Toy

This is a simple application from Brian's Toy website. Here you can scan the barcode to get the collection quote.



## Ozone Lair

It's an app about auctions and sells the toys or video games.



## Boss Fight Studio

Boss Fight Studio is a creator owned small business dedicated to developing and producing toys and action figures for collectors.

# NEEDS

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## Situation

Traditional toys have many categories, but for collectors, action figures are more collectible than other toys. So they need a platform that can focus on action figures for collectors to trade and communicate.

## Problem

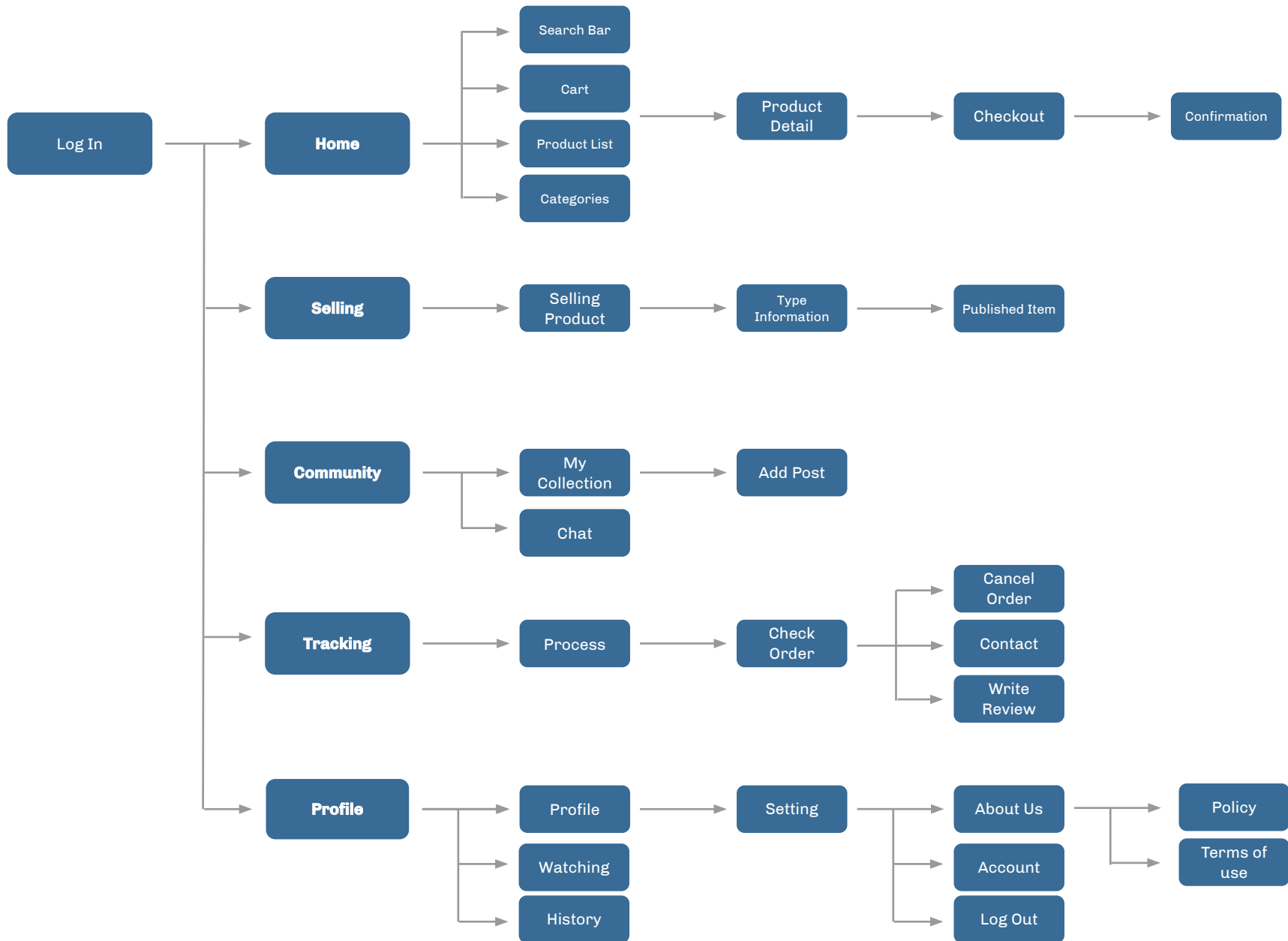
- Many collectors have managed to accumulate a massive amount of items that they no longer want.
- Some collectors are looking for toys that may have stopped producing or they interested in products.

## Solutions

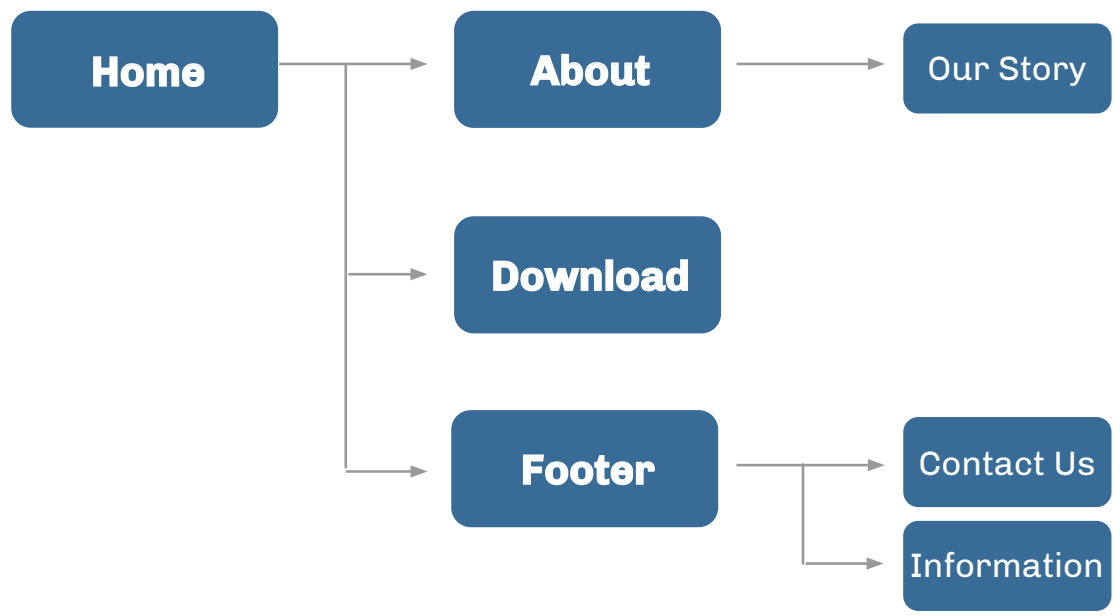
- To provides a platform for collectors of action figures and allows collectors to trade and explore collectibles with each other.

# USER EXPERIENCE

# INFORMATION ARCHITECTURE (APP)



# INFORMATION ARCHITECTURE (WEBSITE)





## Kevin Hood

Age : 30

Gender : Male

Location : San Jose

Occupation : IT Engineer

Education : College

Status : Single

## Persona 1

### Bio

Kevin is an IT engineer at San Jose. Recently, his friends sent him a few action figures so that Kevin became interested in them. Kevin wants to start buying some action figures and expand his collection. However, he doesn't know much about toys, so he plans to explore some action figures that he's interested in.

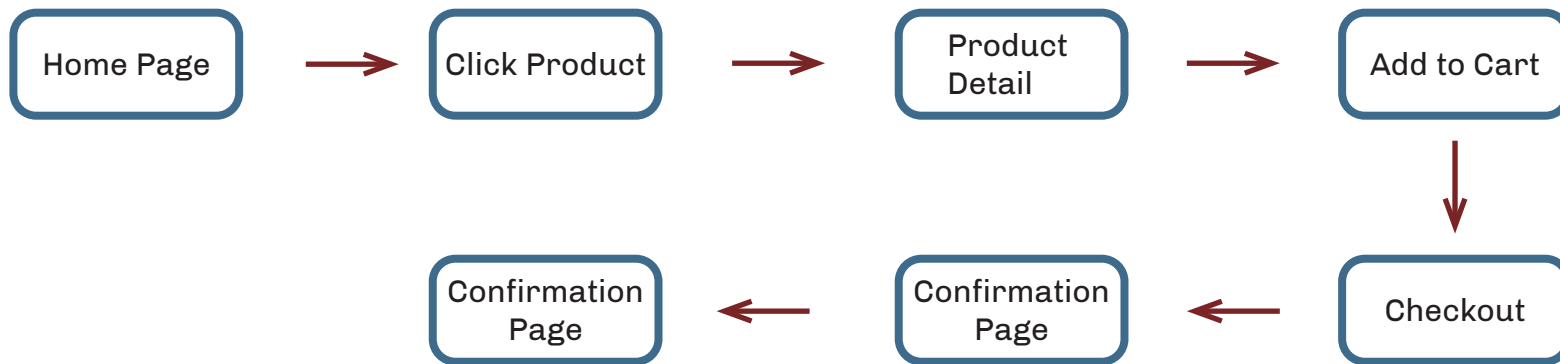
### Goal

- To explore some action figures about what he's interested in.
- To buy action figures.

# TASK FLOW

## Task Flow 1

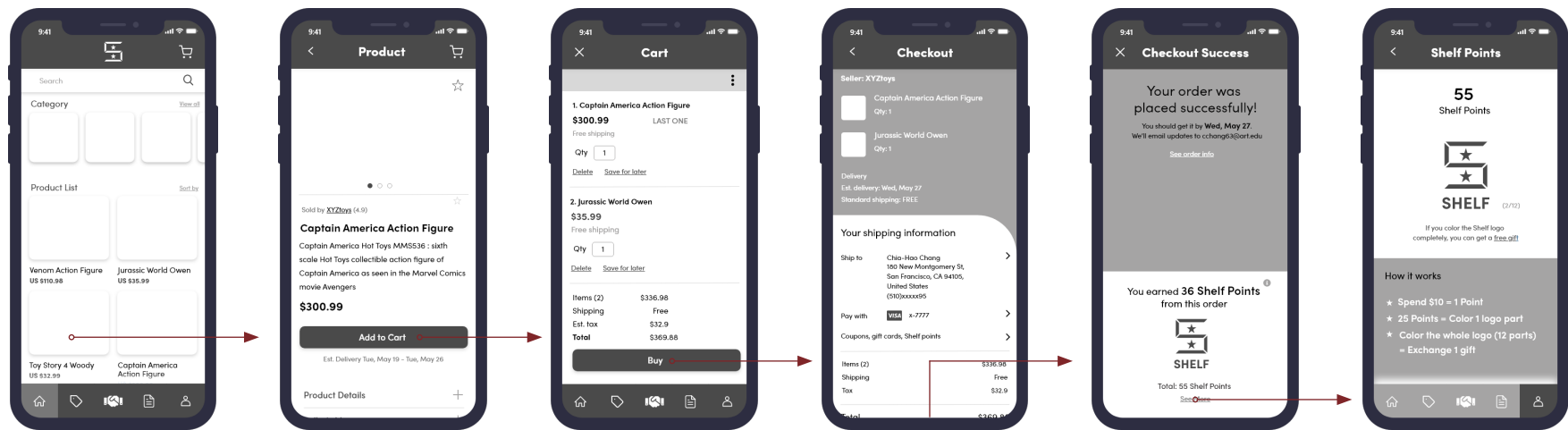
Task: Kevin explores some products and buy a action figure.



Outcome: Kevin is able to buy an action figure that he is interested in.

# WIREFRAME

## Task 1: Add a product and checkout



Tap the product

Add to Cart

Buy the product

Place the order

Confirmation Page

Point Page



## Bill Carter

Age : 40

Gender : Male

Location : Orlando

Occupation : Game shop  
owner

Education : College

Status : Single

## Persona 2

### Bio

Bill is a Game shop owner at Orlando. He's loved playing video games since he was a kid, so he also often collects action figures related to games. Bill likes too many categories, so he often finds a lot of favorite products on the Internet. However, he couldn't buy all the goods at once. So he had to record what he wanted.

### Goal

- To Find products that Bill really like
- To add favorite tags to products.

# TASK FLOW

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## Task Flow 2

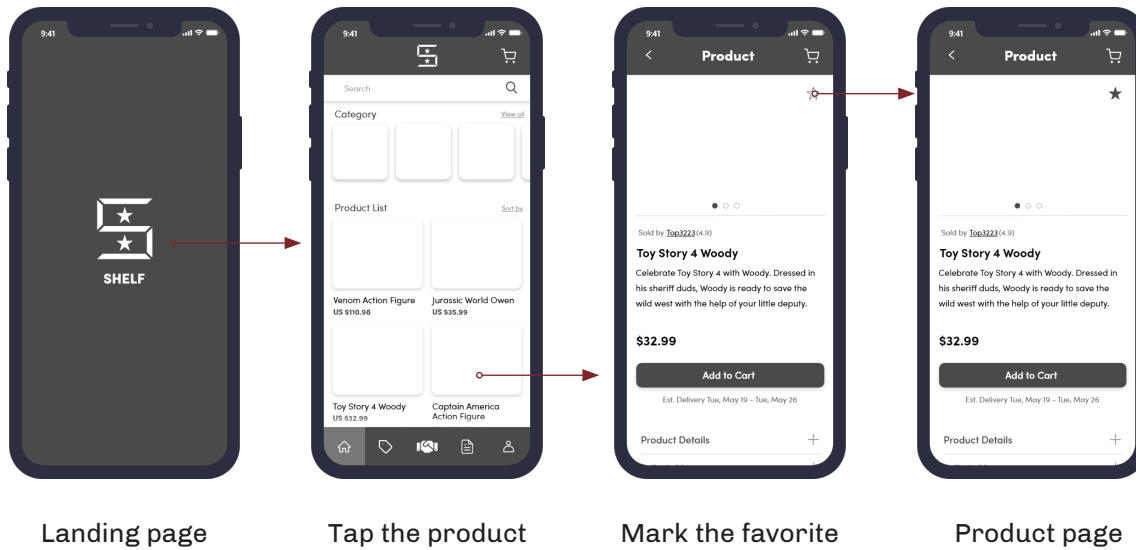
Task: Bill finds a product and add a favorite tag.



Outcome: Bill is able to record favorite products.

# WIREFRAME

## Task 2: Mark the favorite tag for the product





## **Sophie Ashley**

Age : 33

Gender : Female

Location : Minnesota

Occupation : Illustrator

Education : College

Status : One Child

## **Persona 3**

### **Bio**

Sophie is an Illustrator at Minnesota and has a child. Her husband liked to collect action figures when he was young. So he keeps a lot of collectibles at home. But they plan to move to a new place next year so Sophia wants to throw something to make it more efficient for them to move. Sophia asked his husband to sell toys that he didn't need or repeat. Sophia's going to start looking for a platform to sell her husband's action figures.

### **Goal**

- To find platform to sell her husband's action figures.

# TASK FLOW

## Task Flow 3

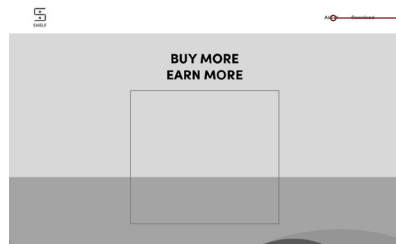
Task: Sophie browse website and download the app.



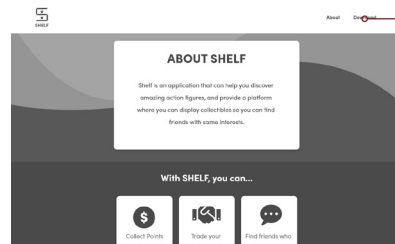
Outcome: Sophie is able to know application's features and download the app.

# WIREFRAME

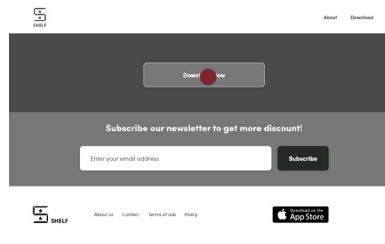
## Task 3: Browse website and download the app



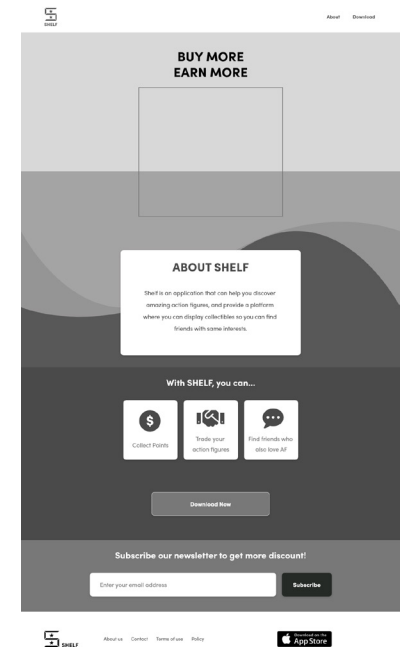
Click about



Click Download



Download the app

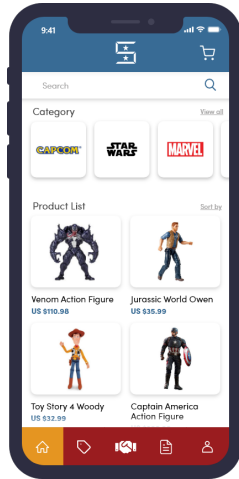


Whole page

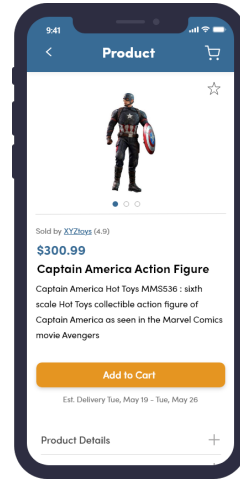
# IMPROVED WIREFRAMES



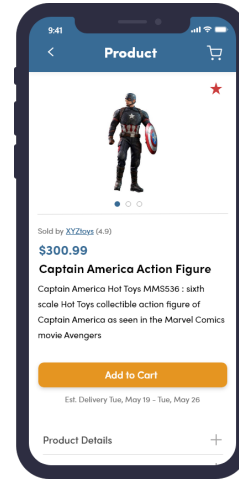
Landing page



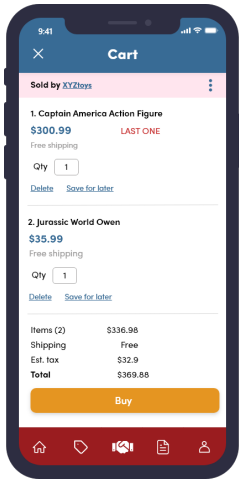
Home page



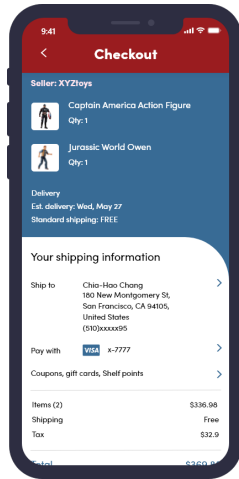
Product page



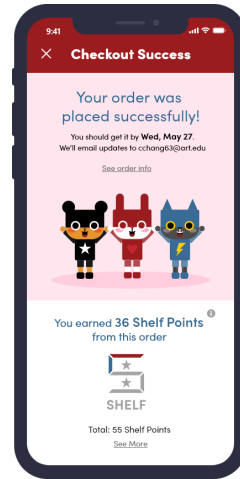
Product page



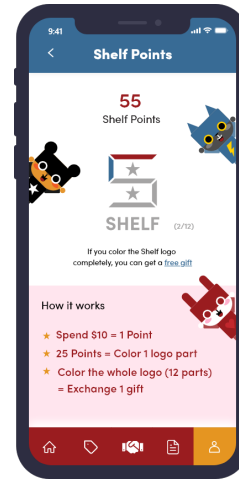
Cart page



Payment page



Confirmation Page



Point page

# USER TESTING



Red Chen  
29  
Marketing Planning  
Taiwan  
03.03.2020



Keller Lee  
21  
College Student  
San Francisco  
03.10.2020



Jacky Hsu  
28  
Advertising  
Taiwan  
03.11.2020

# USER TESTING SUMMARY

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## Red Chen

- The home page doesn't look very attractive because only the text follows the item's image on this page.
- Maybe you can add some elements on the home page to catch the eye of the audience.

## Keller Lee

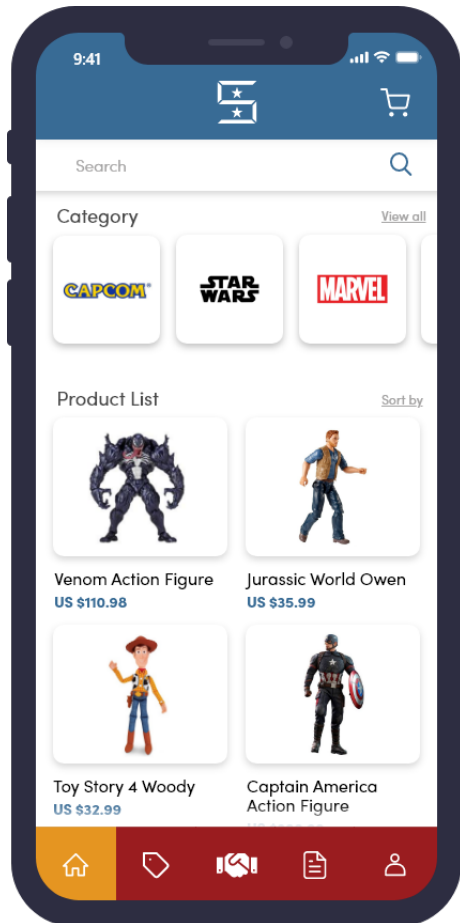
- The home page can add advertisements or hero images to make the page better.
- I often go to browse some shopping apps and websites. I find that many of the price locations on the product pages are behind the text. So maybe you can adjust its position to enhance the reading experience.

## Jacky Hsu

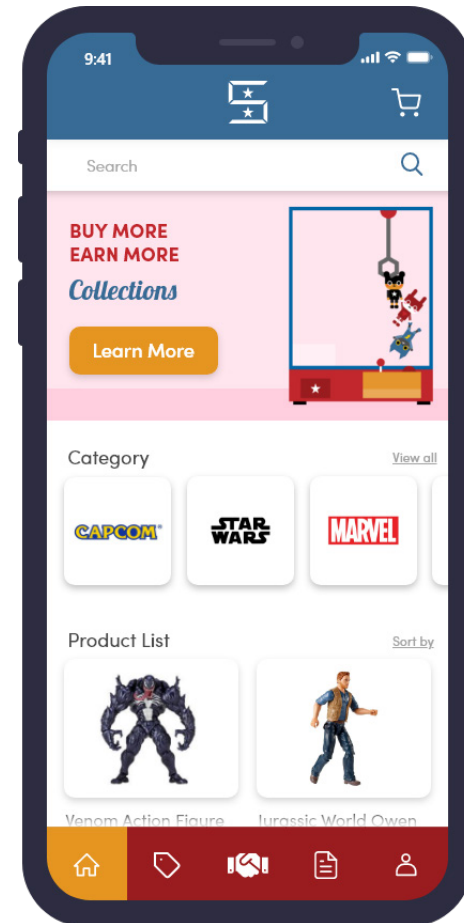
- There are tags about favorite on the product's page do not present clear so it makes me ignore it.
- An image of the item may be added to the list of products on the shopping cart page. In addition, the total markings are not very clear to me.

# USER TESTING & IMPROVEMENTS

Before



After

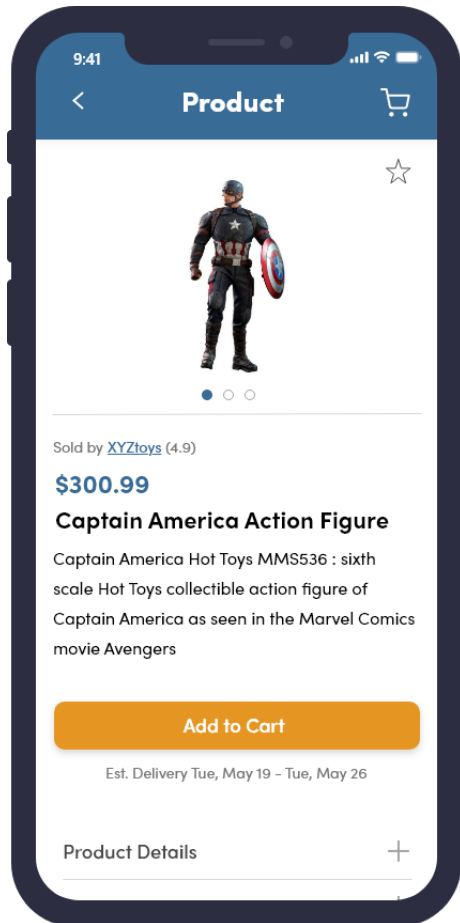


## Home Page

1. Adding advertisement to the home page makes the layout more impressive.

# USER TESTING & IMPROVEMENTS

## Before

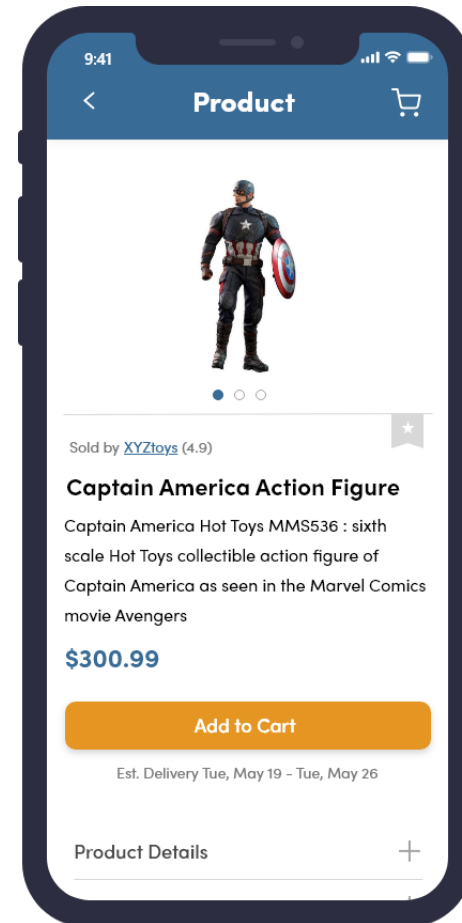


### Product Page

1. Adjusting the price position gives the layout great reading experiences.

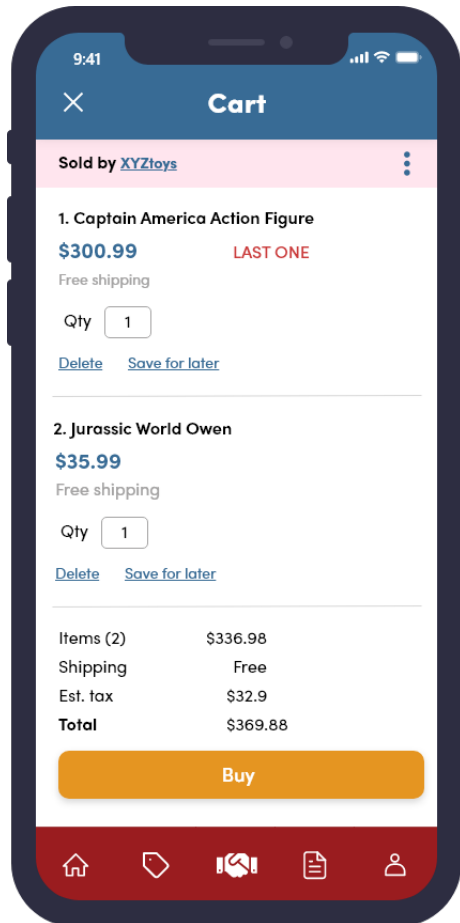
2. Change the "favorite" tag.

## After



# USER TESTING & IMPROVEMENTS

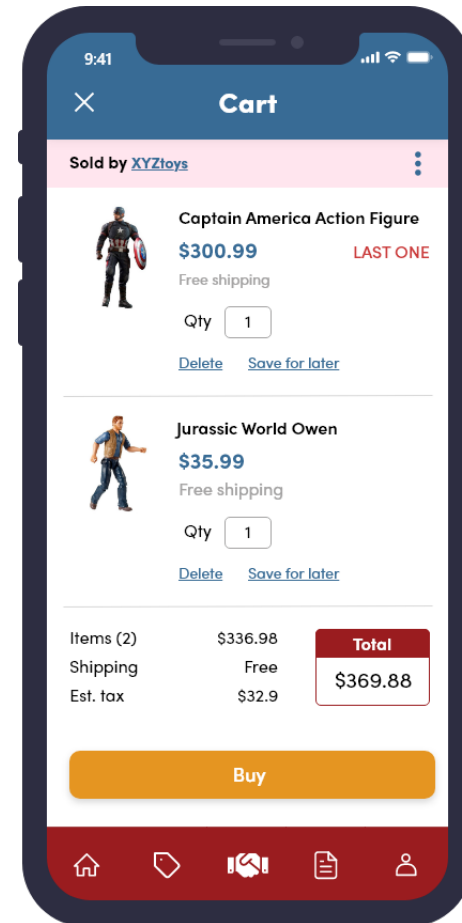
Before



## Shopping Cart Page

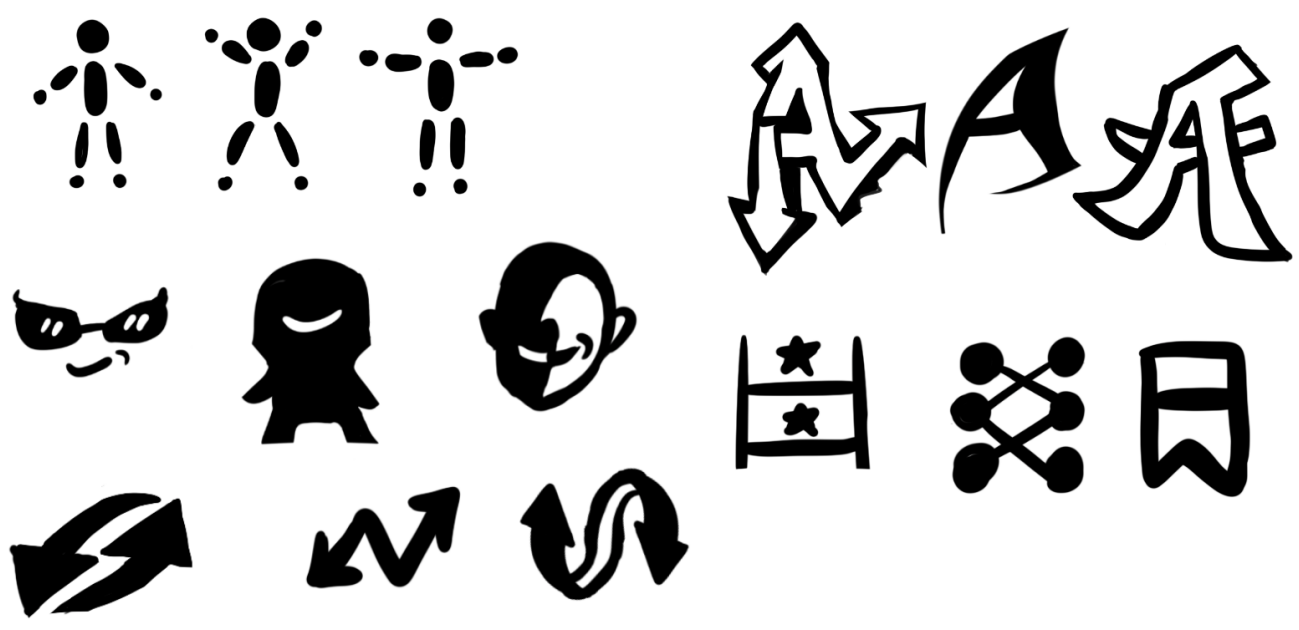
1. Add a picture of the item to the shopping cart page
2. Enhances the title of the total to make the text more hierarchical.

After

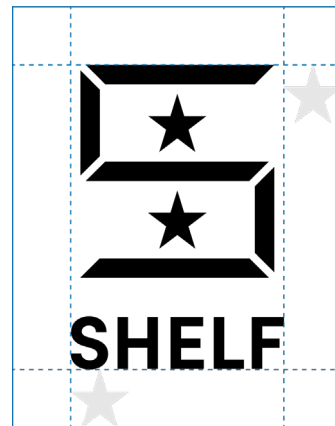


**BRANDING**

# LOGO EXPLORATIONS



# FINAL LOGO



Vertical Logo

Exclusion Zone



Horizontal Logo

# LOGO VARIATIONS



# FORBIDDEN USAGES



Do not change the color.



Do not use the gradient logo.



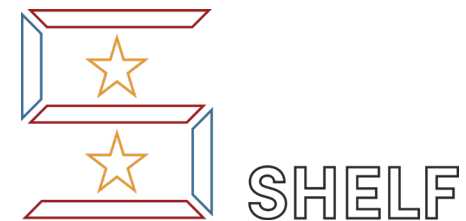
Do not distort or warp the logo



Do not change the typeface.



Don not change the shape of the logo



Do not outline or create a keyline around the logo

# STYLE GUIDE

## Primary Colors



R37 G42 B38  
#252A26



R56 G107 B149  
#386B95



R154 G28 B31  
#9A1C1F



R229 G149 B46  
#E5952E

## Secondary Color



R255 G229 B238  
#FFE5EE

## Sofia Pro

### Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

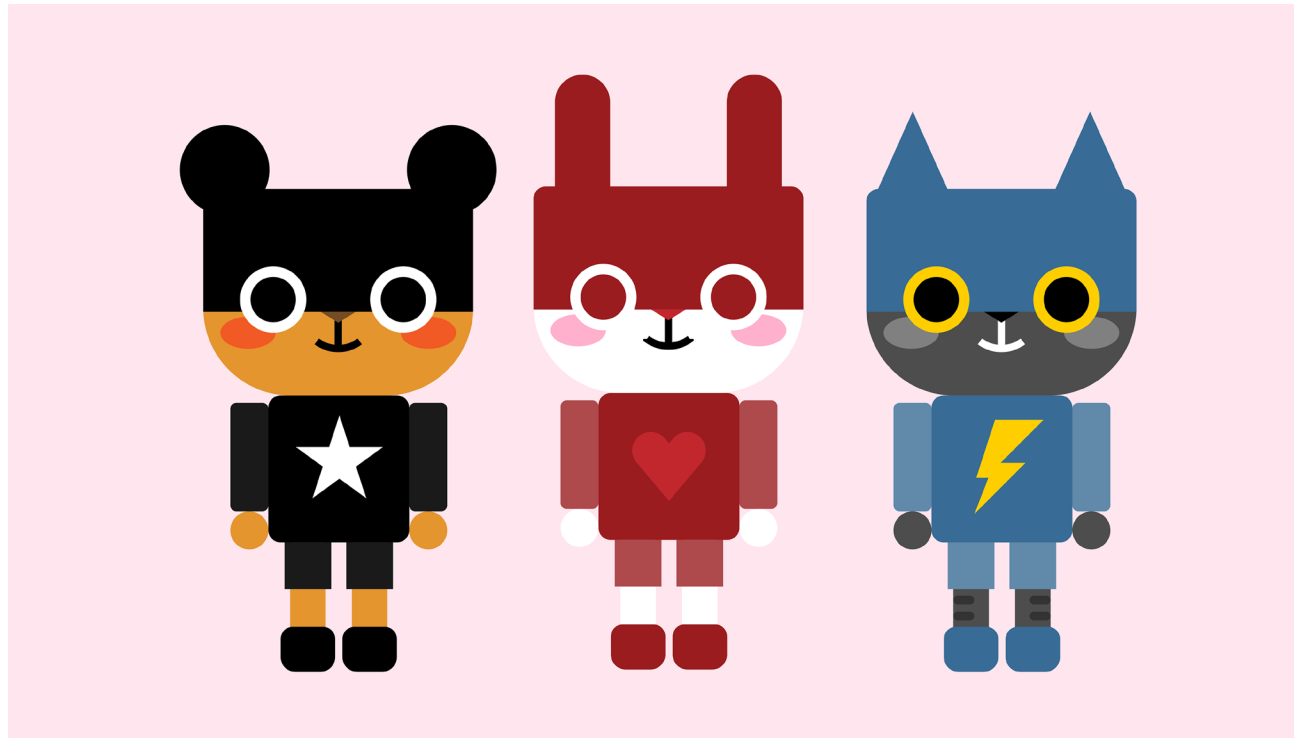
### Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

**CAMPAIGN**

# BRAND CHARACTERS

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## COLLATERALS - BOX

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# COLLATERALS - T-SHIRT

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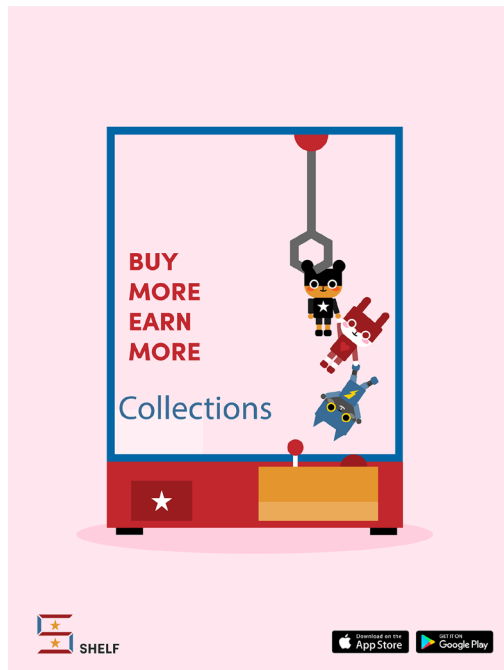


# COLLATERALS - BAG



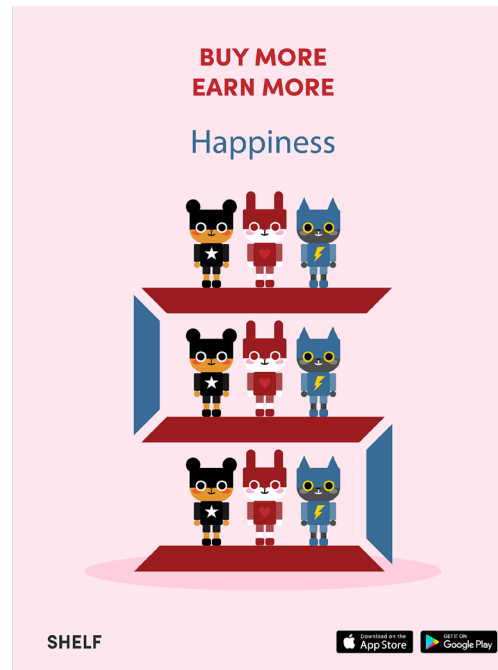
# INTERACTIVE POSTERS

## Digital Signage



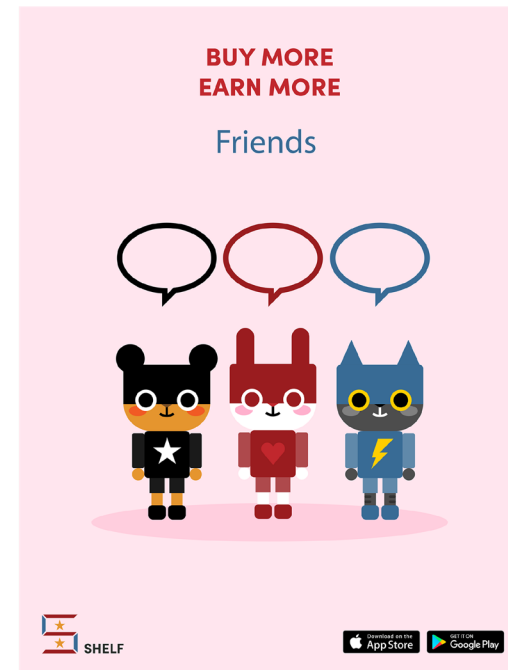
It shows a paw holding an action figure. When the action figure is caught, each action figure holds each hand. This means that you can get more collection when you buy more products.

## Instagram



It is going to present a shelf. Action figures may one by one appear on the shelf. It means that as you collect more and more collectibles, you will have a great happiness.

## Website



It shows that users can use the app to find friends who have same hobbies.

# BILLBOARD

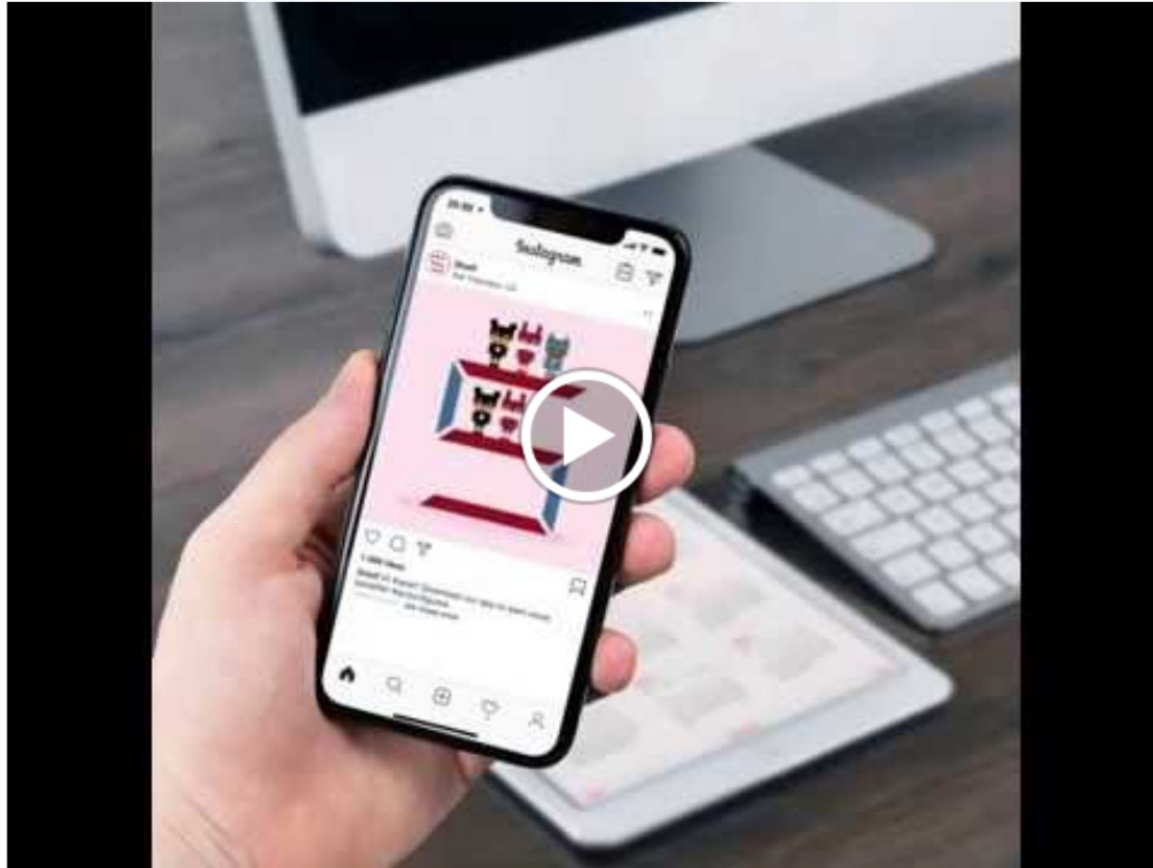


# DIGITAL SIGNAGE



[Link to the video](#)

# INSTAGRAM



[Link to the video](#)

# UI DESIGN

# Style Guide

## Colors



## Typography

Aa

Sofia Pro

- H1 **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
- H2 **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
- H3 **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
- H4 **ABCDEFGHIJKLMNOPQRSTUVWXYZ**

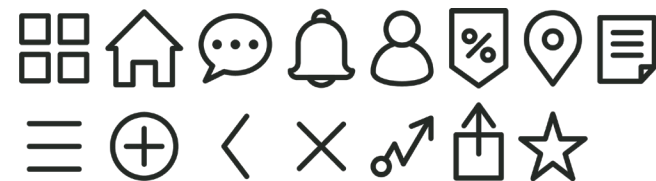
## Buttons



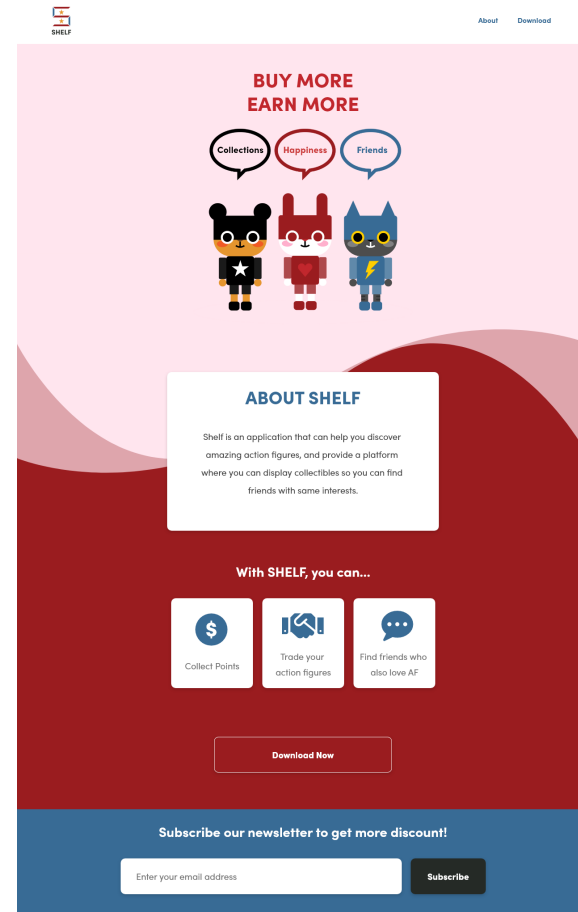
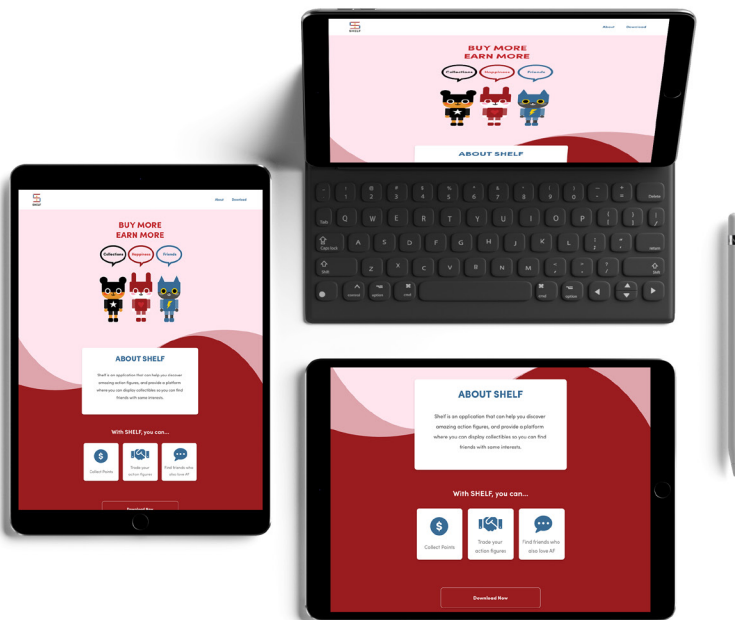
## Brand Characters



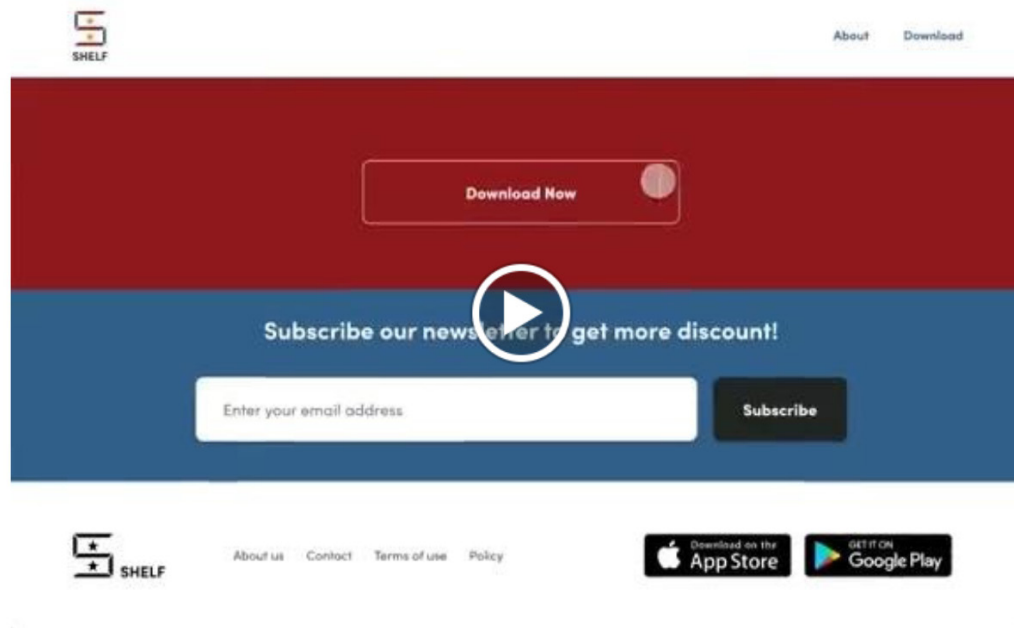
## Iconography



# WEBSITE



# WEBSITE - PROTOTYPE

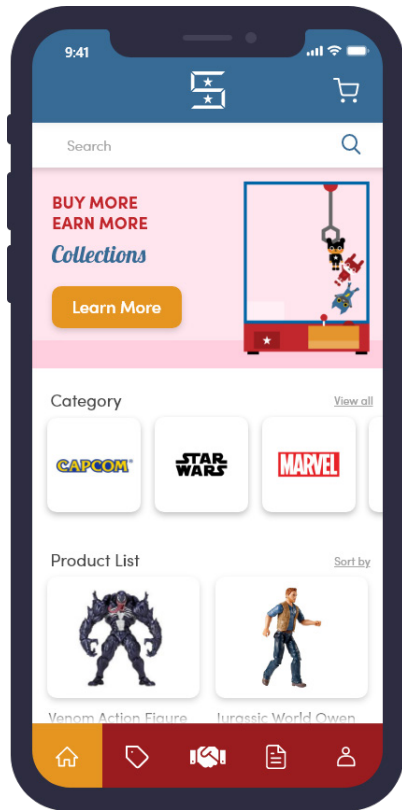


[Link to the prototype](#)

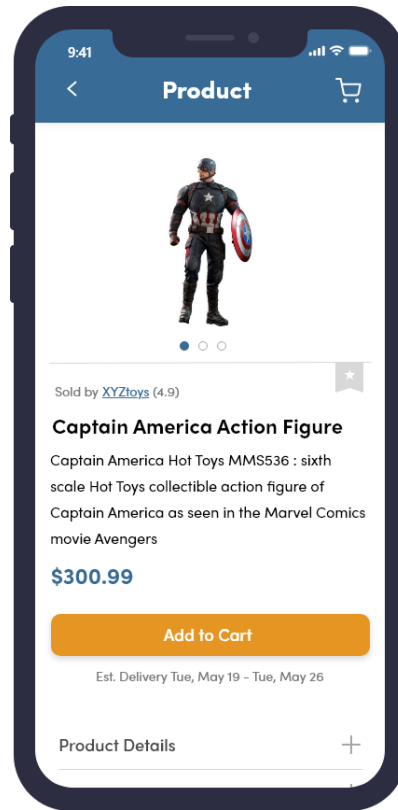
# THE APP



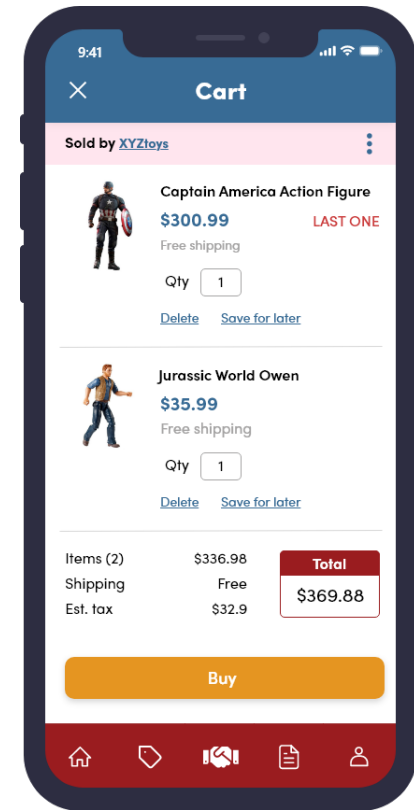
# THE APP



Homepage

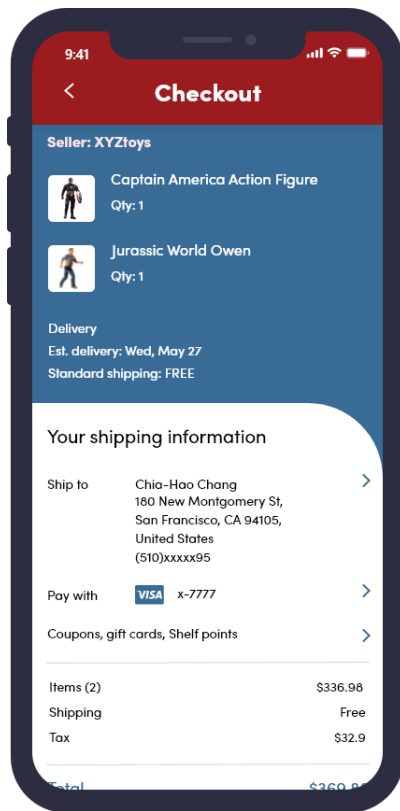


Product Page

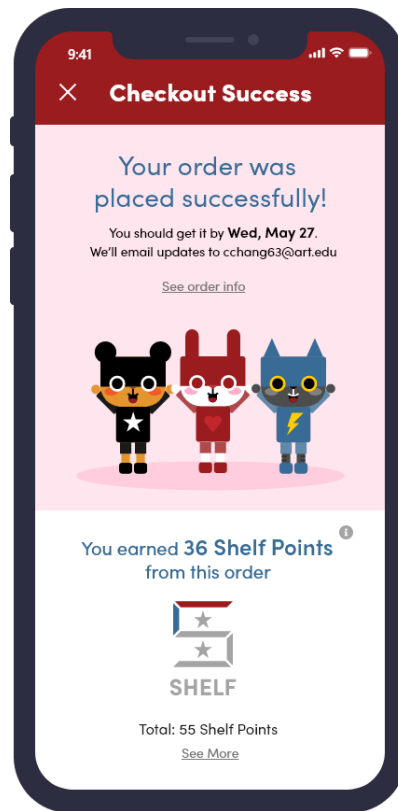


Cart

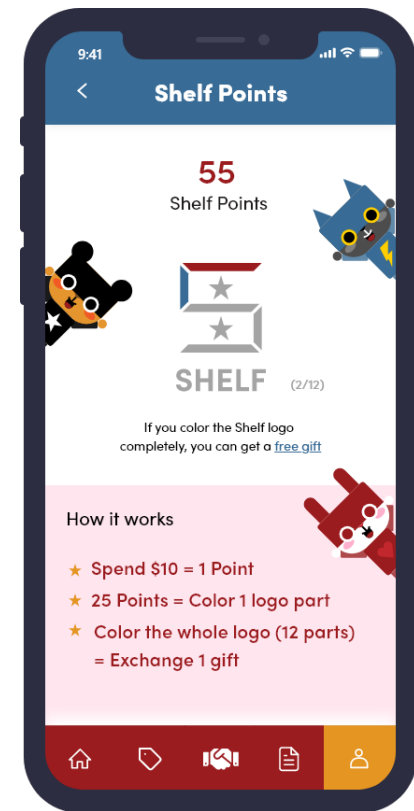
# THE APP



Checkout Page

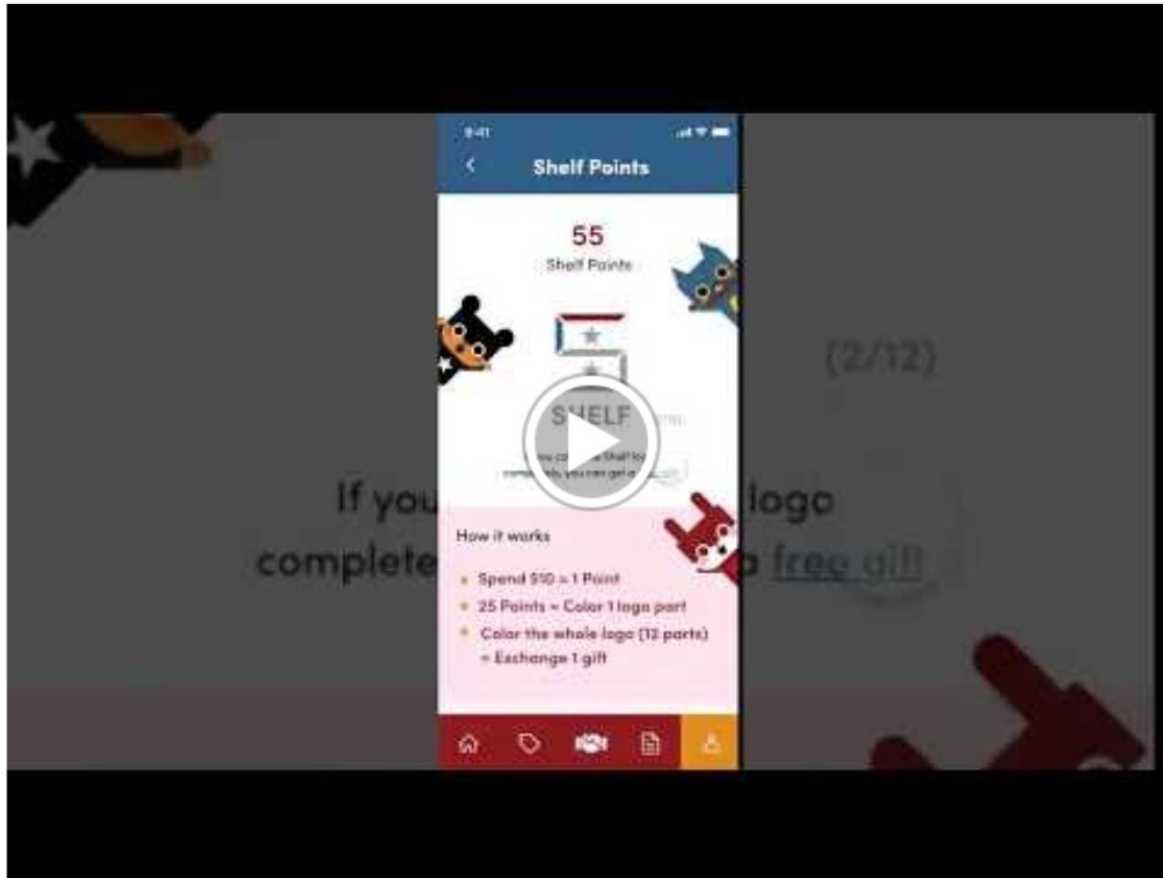


Confirmation page



Shelf Points Page

# THE APP - PROTOTYPE



[Link to the prototype](#)



**SHELF**

**CHIA HAO CHANG**  
[chiahaochang@gmail.com](mailto:chiahaochang@gmail.com)  
[chiahaochang.com](http://chiahaochang.com)