

GUI analysis: Online clothing stores

NOTE: Please refer to the requirements for the different levels (1-3 points) and write what level you are aiming for with your submitted GUI analysis.

Project category

Online store

Subcategory

Online Clothing store. Online Clothing stores only sell clothes.

Functional requirements

- R1. browse items in store
- R2. view pictures of an item
- R3. show product information of item
- R4. add/remove item to/from shopping cart
- R5. view contents of shopping cart

Exemplar 1

Teespring, Simone Giertz Store (<https://teespring.com/stores/simone-giertz-store>)

Exemplar 2

Etsy, ChummyTees (<https://www.etsy.com/se-en/shop/ChummyTees>)

Exemplar 3

X (URL)

GUI component inventory

The table below contains GUI elements related to the analysed functional requirements. The functional requirement(s) related to the component is written after the name of each component.

Table 1. GUI Component inventory

| Teespring | Etsy | X |
|---|---|----------|
| Main page (Figure 11) 1. Product gallery (R1, R2) 2. Gallery Images (R1, R2) 3. Gallery Image Descriptions (R1, R2) 4. Category selection dropdown menu (R1) 5. Show all menu item (R1) 6. Shopping Cart icon (R5) | Main page (Figure 14) 1. Product gallery (R1, R2) 4. Gallery Images (R1, R2) 5. Gallery Image Descriptions (R5) 2. Category filter (R1) 7. Shopping cart icon (R5) 3. Sorting order dropdown (R1) | |
| Item page (Figure 12) 1. Product image (R2) 2. Thumbnails (R2) 3. Item description (R3) 4. Size selector (R3) 5. Quantity selector (R4) 6. Show more details label (R3) 7. Colour selector (R3) 8. Add to cart button (R4) 9. Price (R3) 10. Shopping Cart icon (R5) 11. Additional products gallery (R1) | Item page (Figure 15) 1. Product image (R2) 2. Thumbnails (R2) 3. Item description (R3) 4. Style/size selector (R3) 5. Quantity selector (R4) 6. Show more details label (R3) 7. Colour selector (R3) 8. Add to cart button (R4) 9. Price (R3) 10. Shopping Cart icon (R5) 11. Additional products gallery (R1) 12. Product review section (R3) 13. Previous/Next product image buttons (R2) 14. Add product to favourites button (R3) | |
| Shopping cart page (Figure 13) 1. Product thumbnail (R5) 2. Quantity label (R5) 3. Item price label (R5) 4. Edit item button (R4) 5. Checkout button (R5) 6. Total price label (no shipping) (R5) 7. Shopping cart icon (R5) 8. Link to view more items (R1) 9. Additional items gallery (R1) | Shopping cart page (Figure 16) 1. Product thumbnail (R5) 2. Quantity dropdown menu (R4) 3. Item price label (R3) 4. Edit item label (R4) 5. Checkout button (R5) 6. Total price breakdown with shipping info (R5) 7. Shopping cart icon (R5) 8. Return to shopping button (R1) 9. Remove item label (R4) 10. Save for later label (R3) | |

Implementation of functional requirements

In this section, you describe how the GUI in your exemplars implements the functional requirements for your category.

R1. Browse items in store

Teespring

Browsing for items can be done from the main page (Figure 11) using the Gallery Images, and from the Additional products gallery on the Item page (Figure 12).

Etsy

...

R2. View pictures of an item

Teespring

...

Etsy

R3. Show product information of item

Teespring

...

Etsy

...

R4. Add/remove item to/from shopping cart

Teespring

...

Etsy

...

R5. View contents of shopping cart

Teespring

...

Etsy

...

Analysis of implementation of functional requirements

Describe the similarities and differences regarding the GUI components used by your exemplars to implement the functional requirements.

Similarities

...

Differences

...

Component interactions

Teespring, Item page, F1. Display product images to user.

Before interaction

The thumbnail of the currently shown product image has a coloured border. The other thumbnail(s) have a lowered opacity (see Figure 1.)

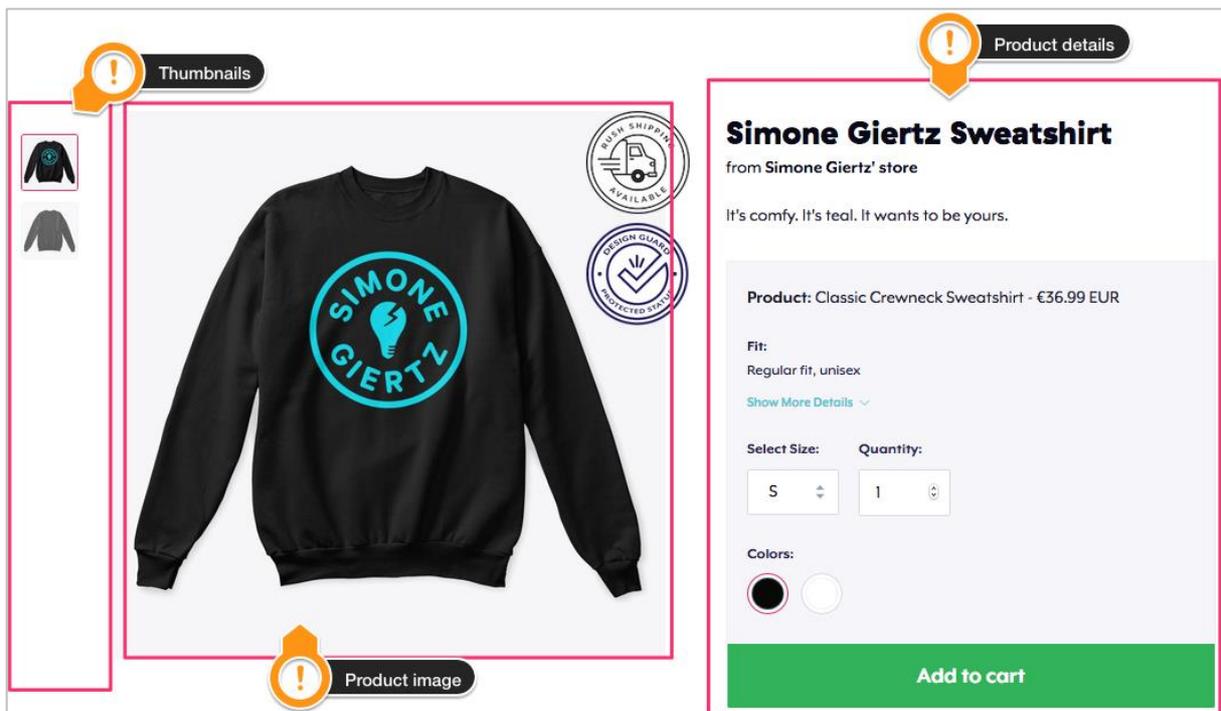


Figure 1. Teespring, Item page F1. Before interaction

During interaction

1. **Magnify:** Hovering the mouse over the product image instantly magnifies the portion under the mouse. The magnified view is shown where the product details were shown (see Figure 1, Figure 2)
2. **Thumbnail hover:** Hovering over a thumbnail makes that thumbnail instantly fully opaque and a border instantly appear surrounding it (Figure 3).
3. **Thumbnail click:** Clicking on a thumbnail instantly changes the product image to the image shown in the clicked thumbnail.



Figure 2. Teespring, Item page F1. During interaction, hover mouse over Product Image

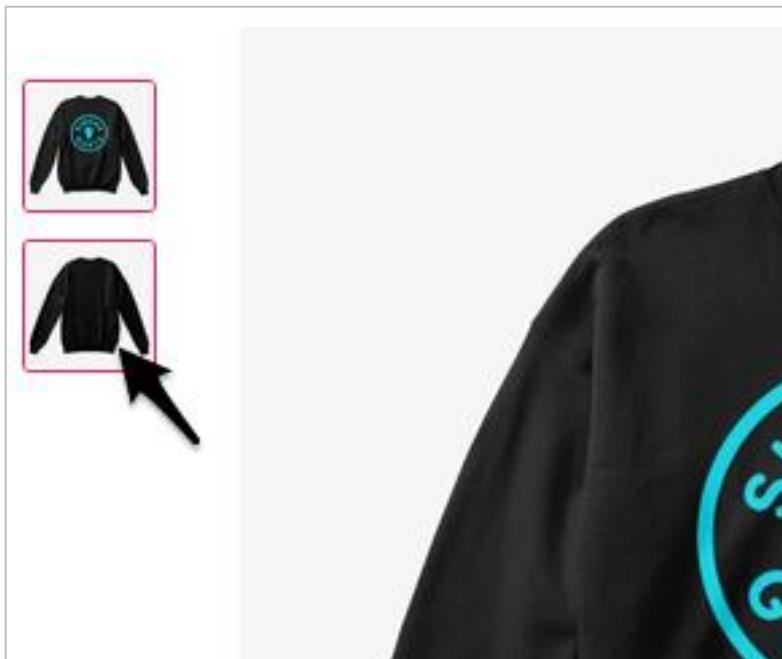


Figure 3. Teespring, Item page F1. Hovering mouse over thumbnail.

After interaction

1. **Magnify:** The GUI reverts to the state it was in before the interaction.
2. **Thumbnail hover:** The GUI reverts to the state it was in before the interaction.
3. **Thumbnail click:** After the Thumbnail click interaction, the product image changes to that of the clicked thumbnail.

Etsy, Shopping cart page, P2. Edit details of item in cart

Before interaction

The only editable element of a cart item is the quantity (see .

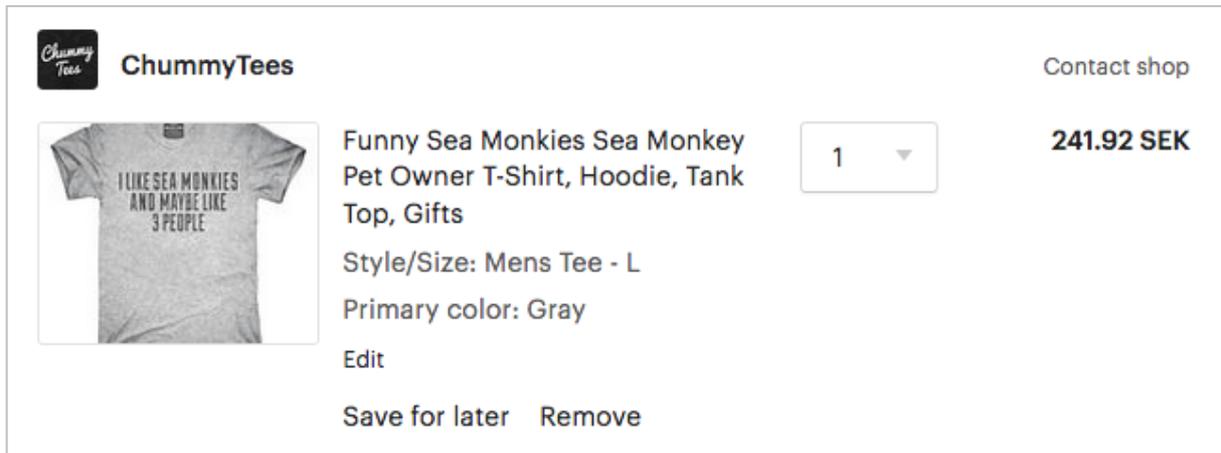


Figure 4. Etsy, Shopping cart page. F2. Before interaction.

During interaction

1. **Enter edit mode:** Clicking on the "Edit" label replaces the edit label with an animated progress icon (Figure 5). The "Style/Size" and "Primary colour" labels are then replaced by dropdown menus (Figure 6). Selecting a option from any one of the dropdown menus transitions the GUI to a "save in progress" state where the interface is covered in a semi-transparent layer with an animated progress icon (Figure 7).

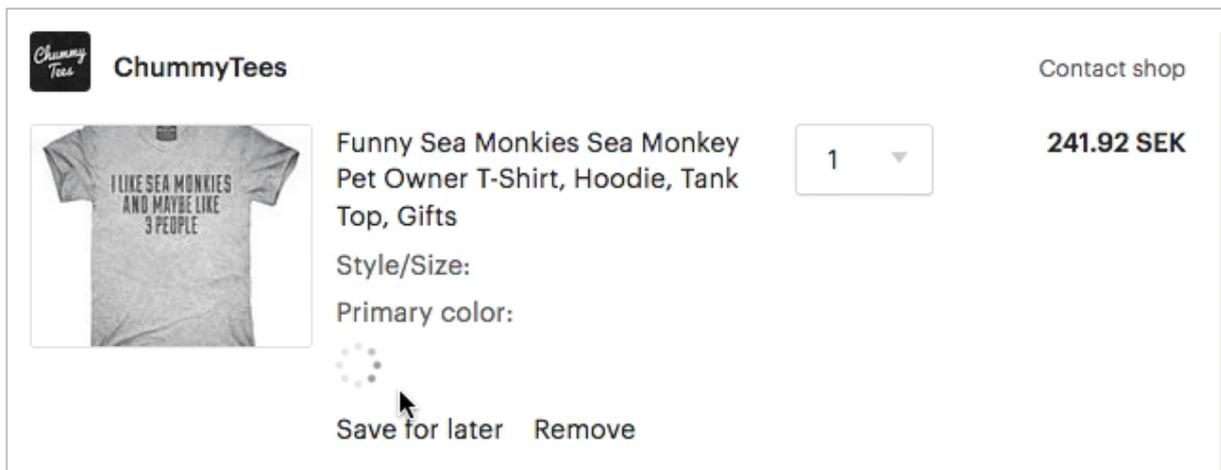


Figure 5. Etsy, Shopping cart page. F2. Click on edit

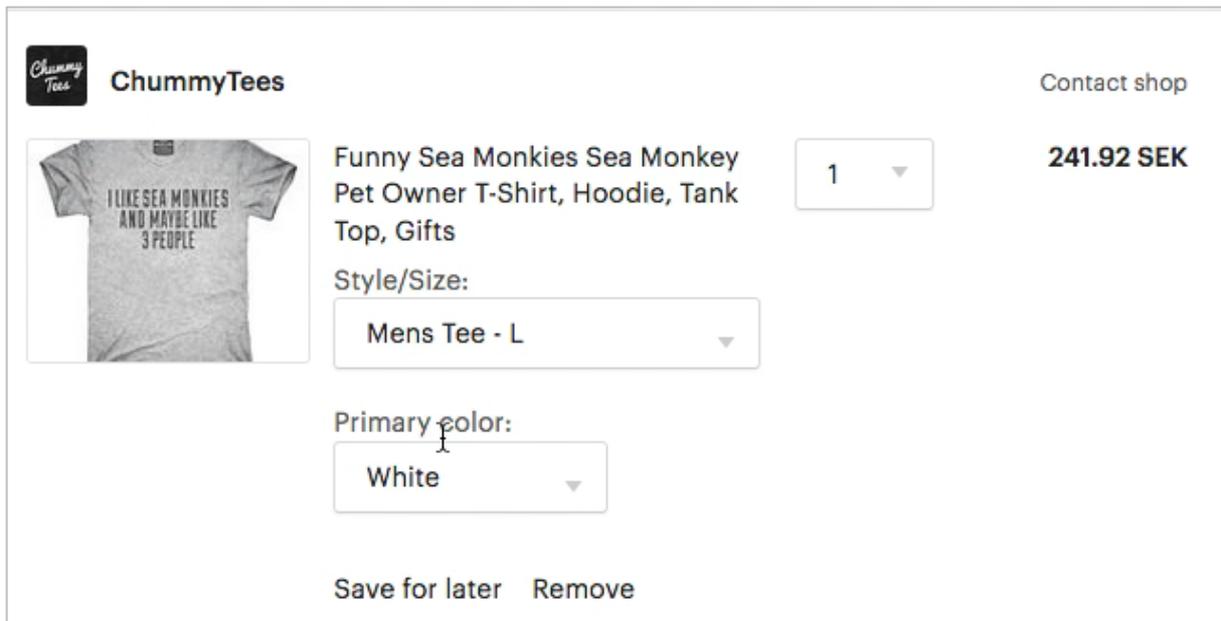


Figure 6. Etsy, Shopping cart page. F2. Editable cart item.

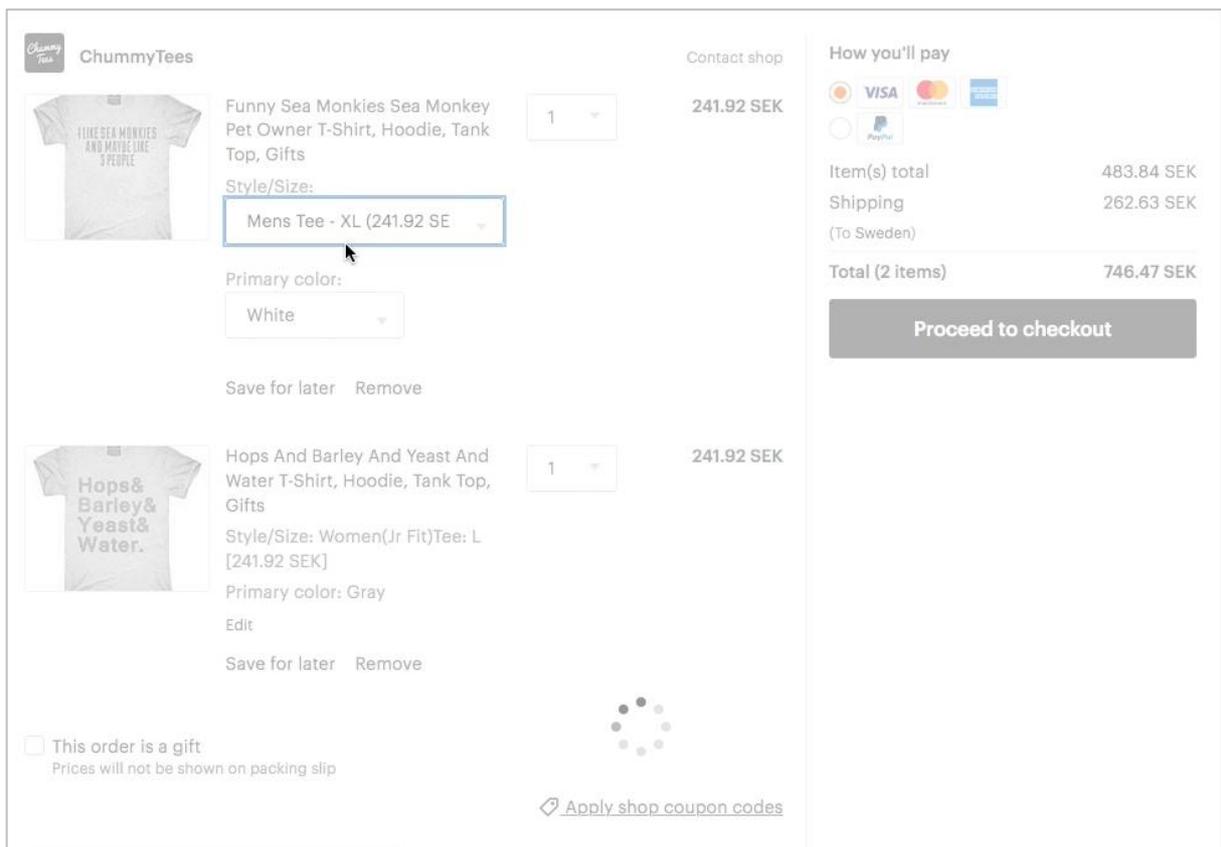


Figure 7. Etsy, Shopping cart page. F2. Save in progress.

2. Remove item from list: Clicking on the Remove label puts the Shopping cart GUI into save in progress mode (same as in Figure 7). Under the semi-transparent white layer with the animated progress icon, the items below the removed item move up and cover the removed item (see Figure 8).

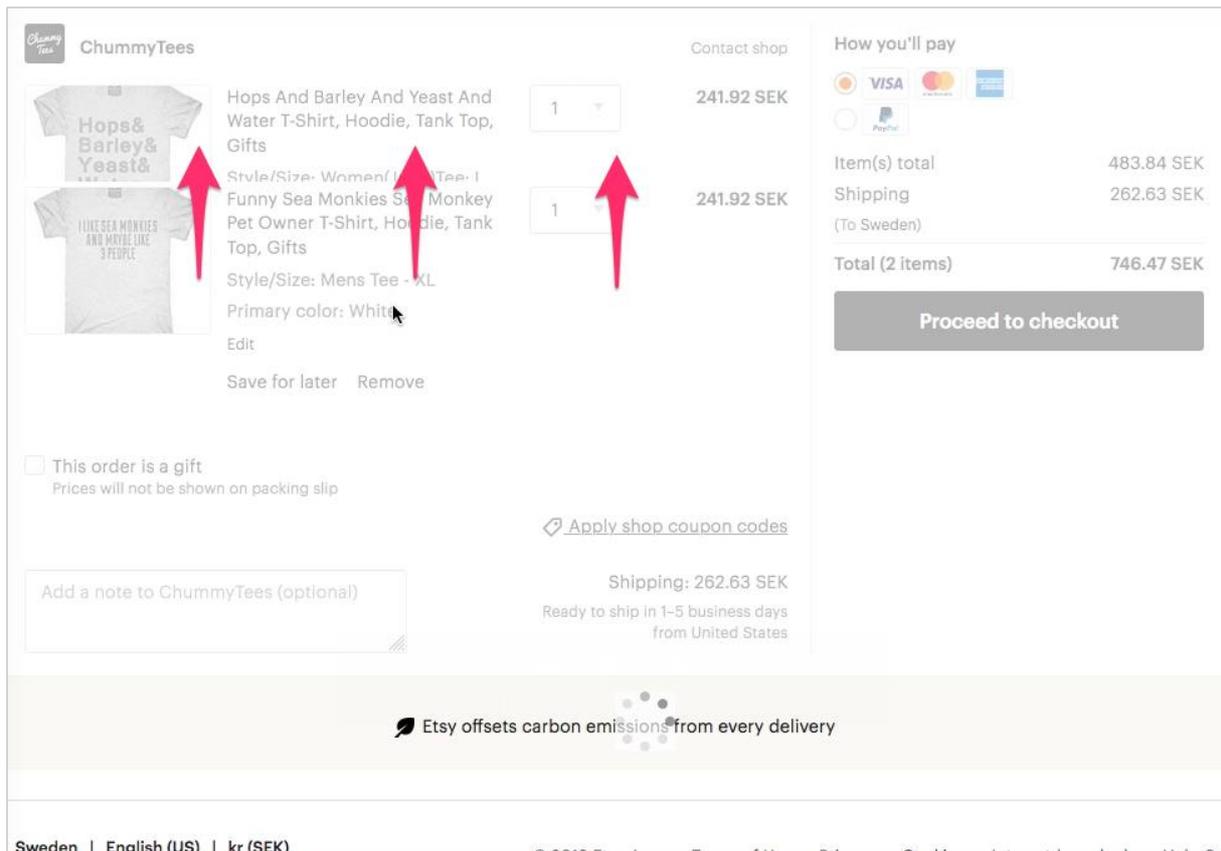


Figure 8. Etsy, Shopping cart page. F2. Remove item in progress.

After interaction

1. After the **Enter edit mode interaction**, the dropdown menus are replaced with static text labels (Figure 9).

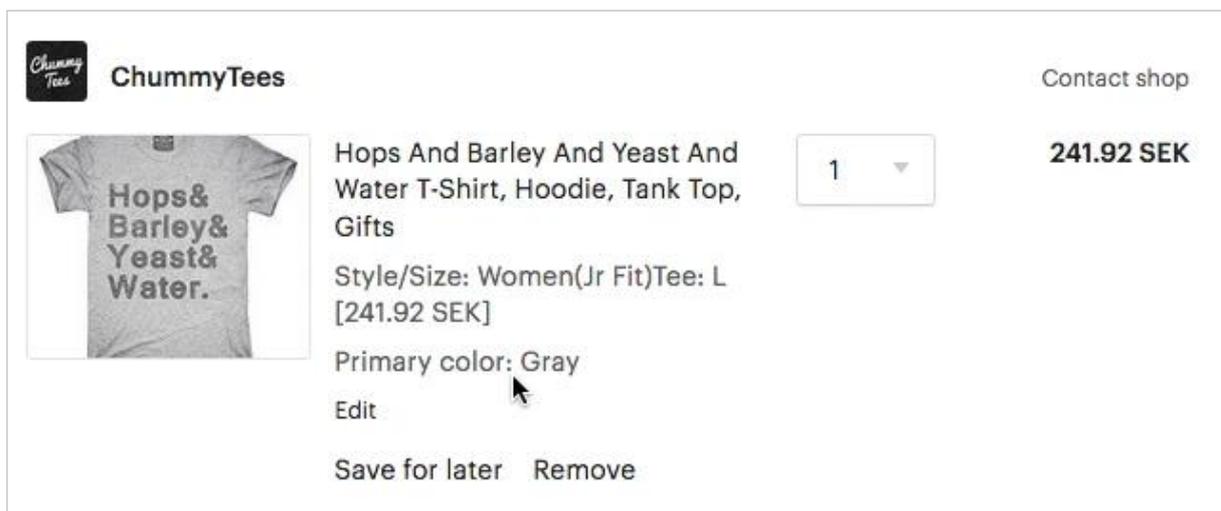


Figure 9. Etsy, Shopping cart page. F2. Edit complete.

2. After the **Remove item from list** interaction the item selected for removal is gone from the list of items in the shopping cart (Figure 10).

**ChummyTees**[Contact shop](#)



Funny Sea Monkeys Sea Monkey
Pet Owner T-Shirt, Hoodie, Tank
Top, Gifts

Style/Size: Mens Tee - XL
Primary color: White

[Edit](#)

[Save for later](#) [Remove](#)

241.92 SEK

This order is a gift
Prices will not be shown on packing slip

Figure 10. Etsy, Shopping cart page. F2. After Remove item from list interaction.

Teespring reference screenshots

The screenshot shows the main page of a Teespring store for Simone Giertz. The header is teal and contains the Teespring logo, navigation links for 'About Teespring', 'Login', and a shopping cart icon with '6' items. Below the header is a navigation bar with categories: '5 All Products', '4 Apparel', '4 Homeware', '4 Accessories', and 'About'. The main content area features a large, stylized teal text graphic that says 'merch all the things!'. Below this, there is a grid of eight merchandise items, each with a product image, a title, a description, and a price. Each item has a small red number in the top right corner of its image area, likely indicating the number of items in a collection or a specific attribute.

| Item | Image Label | Title | Description | Price |
|----------------------------|-------------|-----------------------------|-------------|-------|
| Simone Giertz Sweatshirt | 2 | Classic Crewneck Sweatshirt | €36.99 | |
| Simone Giertz Basic Tee | 2 | Classic Tee | €23.98 | |
| Mural Painted with Feet | 2 | Poster - 46 x 61 cm | €22.98 | |
| Mural Painted with Feet | 2 | Tote Bag | €21.98 | |
| Simone Giertz totebag | 2 | Tote Bag | €21.98 | |
| Simone Giertz Hoodie | 2 | Classic Pullover Hoodie | €42.99 | |
| Truckla T-shirt White | 2 | Classic Tee | €23.98 | |
| TRUCKLA: available nowhere | 2 | Classic Tee | €23.98 | |

Figure 11. Teespring, Main page

ee  Login  10

2   1 

Simone Giertz Sweatshirt

from Simone Giertz' store

It's comfy. It's teal. It wants to be yours. 3

Product: Classic Crewneck Sweatshirt - €36.99 EUR 9

Fit:
Regular fit, unisex
[Show More Details](#) 6

Select Size: Quantity:
4 S 1 5

Colors: 7
 

8 [Add to cart](#)

Shipping Info

United Kingdom ▾

All products are printed to order.
If you place your order now, it will ship on or before November 26, 2019.
Please allow additional 1 - 6 business days for standard shipping.
Expedited or Rush shipping may be available depending upon the product(s) selected and the destination country.
Shipping costs start at:
€5.29 for the first hoodie/sweatshirt and €1.85 for each additional hoodie/sweatshirt.
Products are fulfilled in the EU/UK

Return Policy

If you're not 100% satisfied, let us know and we'll make it right. [View Details](#) >

Campaign ID

simone-giertz-sweatshirt

Share this design!

[Facebook](#) [Twitter](#)

[Report this campaign](#)

More products from Simone Giertz' store you might like:

[View More](#) →

11    

Figure 12. Teespring, Item page

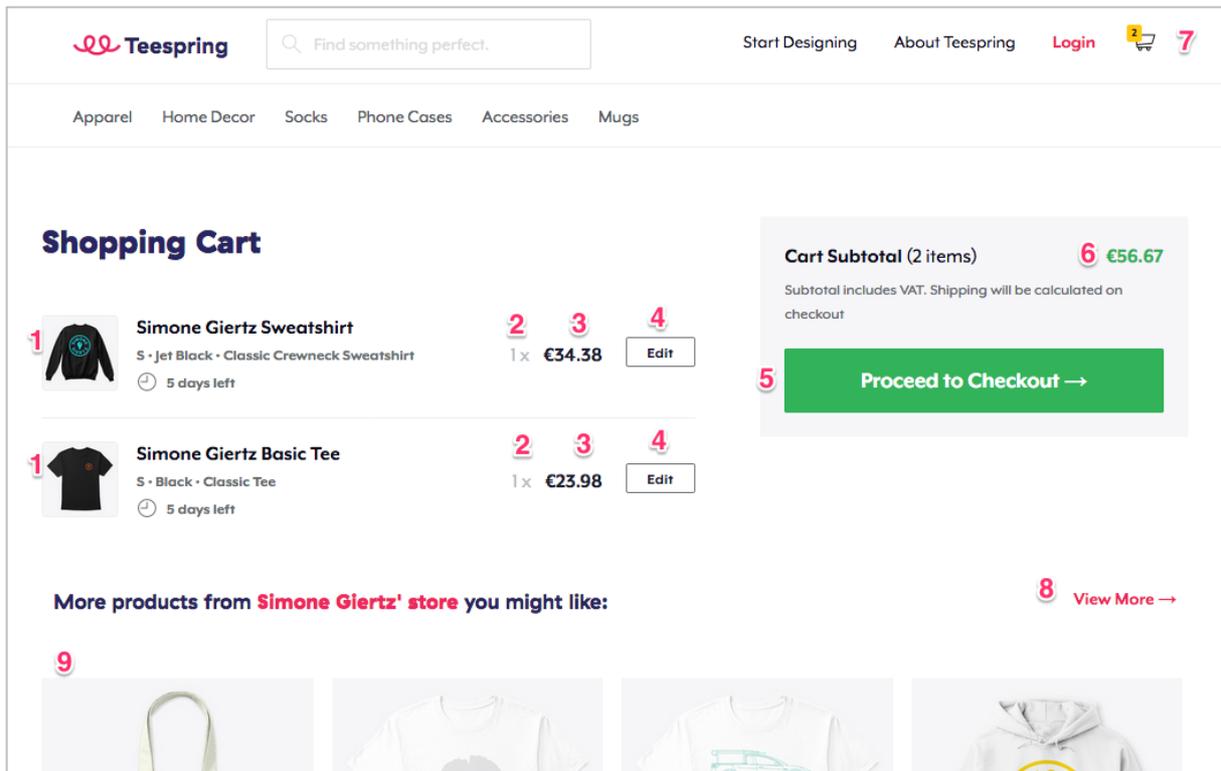


Figure 13. Teespring, Shopping cart page

Etsy reference screenshots

Etsy Search for items or shops Sell on Etsy Register 7

Jewelry & Accessories Clothing & Shoes Home & Living Wedding & Party Toys & Entertainment Art & Collectibles Craft Supplies Vintage



ChummyTees

Chummy Tees Official Etsy Shop

📍 California, United States | 36418 Sales | On Etsy since 2014

★★★★★ (4999)

SHOP OWNER



Josh

Items

| | |
|---------------|------|
| All | 5233 |
| T-Shirts | 5091 |
| Tanks | 12 |
| Womens Shirts | 128 |

36418 Sales

5034 Admirers

[Report this shop to Etsy](#)



4

Vintage Polish Eagle T-Shirt, Hoo...
241.92 SEK



4

Hops And Barley And Yeast And ...
241.92 SEK



4

I'm Just Here To Pet All The Dogs ...
241.92 SEK



4

Plant Daddy Vegan Vegetarian D...
241.92 SEK
19 people have this in their cart



4

I Am Not Bound To Please Thee ...
241.92 SEK



4

Mr Awesome T-Shirt, Hoodie, Tan...
241.92 SEK

Figure 14. Etsy, Main page

Etsy Search for items or shops Sell on Etsy Register Sign in 

Jewelry & Accessories Clothing & Shoes Home & Living Wedding & Party Toys & Entertainment Art & Collectibles Craft Supplies Vintage **Gifts**

2  **1**  **14** 

ChummyTees ★★★★★ (4999)
Vintage Polish Eagle T-Shirt, Hoodie, Tank Top, Gifts **3**

9 **241.92 SEK+** **3**
VAT included (where applicable), **plus shipping**

Style/Size **4**

Primary color **7**

Quantity **5**

8 **Add to cart**

Item details

 Handmade

You can order this Vintage Polish Eagle t-shirt on several different sizes, colors, and styles of shirts including short sleeve shirts, hoodies, and tank tops.

Each shirt is digitally printed when ordered, and shipped from my design studio in Northern California.

You can see the [sizing chart](#) here.

6 [Learn more about this item](#)

Shipping & returns
Ready to ship in 1-5 business days
From United States
242.42 SEK shipping to [Sweden](#)

No returns or exchanges
But please contact me if you have any problems with your order.
[View shop policies](#)

Meet ChummyTees

 Josh
California, United States

[Message the Seller](#)

This seller usually responds **within 24 hours**.

FAQs 

Reviews ★★★★★ (4,999) **12**

 [Jennifer Synowiecki](#) Oct 18, 2019
★★★★★
 Vintage Polish Eagle T-Shirt, Hoodie, Tank Top, Gifts

 [Jennifer Synowiecki](#) Oct 8, 2019
★★★★★
 Vintage Polish Eagle T-Shirt, Hoodie, Tank Top, Gifts

 [Bianca coleman](#) Feb 23, 2018
★★★★★
 Vintage Polish Eagle T-Shirt, Hoodie, Tank Top, Gifts

 [Crystal Slaughter](#) Dec 17, 2017
★★★★★
 Vintage Polish Eagle T-Shirt, Hoodie, Tank Top, Gifts

[+ More](#)

Photos from reviews 

 **ChummyTees** ★★★★★ (4,999)
California, United States 36,418 Sales On Etsy since 2014 **11** [View all 5,233 items](#)



Figure 15. Etsy, Item page

The screenshot shows the Etsy shopping cart page for the shop 'ChummyTees'. The cart contains two items. The first item is a white t-shirt with the text 'Hops & Barley & Yeast & Water.' for 241.92 SEK. The second item is a gray t-shirt with the text 'I LOVE SEA MONKIES AND MAYBE LIKE 3 PEOPLE' for 483.84 SEK (241.92 SEK each). The total for the items is 1,008.59 SEK, and shipping is 282.83 SEK. The page includes a search bar, navigation menu, and a 'Proceed to checkout' button. Red annotations 1-10 highlight various UI elements: 1. Item image, 2. Quantity dropdown, 3. Price, 4. Edit link, 5. Proceed to checkout button, 6. Total price, 7. Cart icon, 8. Keep shopping button, 9. Remove link, 10. Save for later link.

Etsy Search for items or shops Sell on Etsy Register Sign in 

Jewelry & Accessories Clothing & Shoes Home & Living Wedding & Party Toys & Entertainment Art & Collectibles Craft Supplies Vintage 

2 items in your cart 8 [Keep shopping](#)

 **ChummyTees** 2 [Contact shop](#)

1  **2** **3** **241.92 SEK**

Hops And Barley And Yeast And Water T-Shirt, Hoodie, Tank Top, Gifts
Style/Size: Women(Jr Fit)Tee: M [241.92 SEK]
Primary color: White

4 [Edit](#)
10 [Save for later](#) [Remove](#) **9**

1  **2** **3** **483.84 SEK**
(241.92 SEK each)

Funny Sea Monkeys Sea Monkey Pet Owner T-Shirt, Hoodie, Tank Top, Gifts
Style/Size: Mens Tee - S
Primary color: Gray

4 [Edit](#)
10 [Save for later](#) [Remove](#) **9**

This order is a gift
Prices will not be shown on packing slip

[Apply shop coupon codes](#)

Shipping: 282.83 SEK
Ready to ship in 1-5 business days from United States

5 [Proceed to checkout](#)

6 **Total (2 items) 1,008.59 SEK**

Add a note to ChummyTees (optional)

 Etsy offsets carbon emissions from every delivery

Figure 16. Etsy, Shopping cart page