

Hollow Frequency Mobile Merch App

Lasha Tavberidze

Project overview



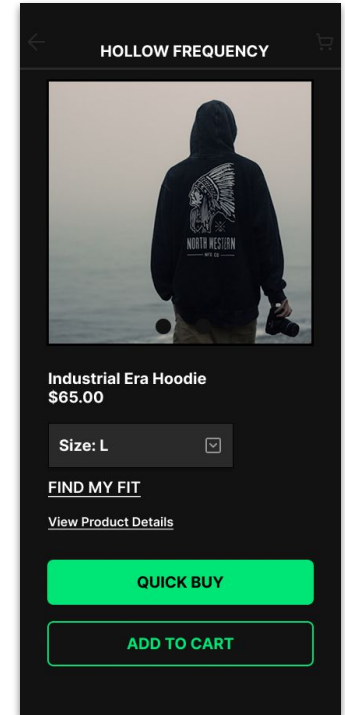
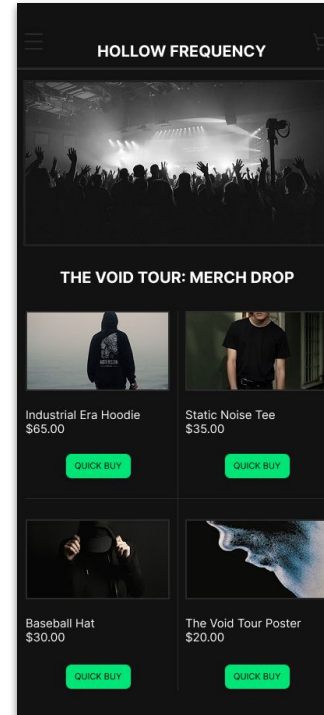
The product:

IA dedicated mobile e-commerce app for the industrial metal band "Hollow Frequency," designed to streamline the purchasing experience during high-traffic, limited-edition merch drops. Target users are highly engaged fans who frequently attend live shows and buy band apparel online.



Project duration:

January to February 2026



Project overview



The problem:

Fans frequently abandon limited-edition merchandise drops due to slow multi-step checkout processes, ambiguous sizing guides, and unexpected shipping costs revealed too late in the user journey.



The goal:

Transform the complex merchandise catalog into a streamlined mobile interface that reduces user friction, increases sizing confidence, and accelerates the checkout process.

Project overview



My role:

Lead UX/UI Designer



Responsibilities:

User research, competitive auditing, wireframing, usability testing, and high-fidelity prototyping.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



I conducted foundational research focusing on fans who regularly purchase streetwear and band merchandise online. Going into the research, I assumed users prioritized browsing high-resolution images of the artwork. However, the data revealed a different primary need: speed and confidence. Because tour merchandise often sells out quickly, users reported high anxiety around picking the right size and frustration with long checkout flows. This shifted my design focus directly toward a "Quick Buy" architecture and sizing transparency.

User research: pain points

1

Friction & Speed

Users have to click through too many pages to add an item to their cart. This guided the creation of a "Quick Buy" button directly on the home feed.

2

Sizing Ambiguity

Fans hesitate to buy final-sale tour merch because traditional size charts are confusing. This informed the design of an interactive "FIND MY FIT" tool right next to the size selector.

3

Hidden Costs

Cart abandonment spikes when shipping fees are hidden until the final payment step. Moving forward, the design will clearly display shipping costs in the initial cart summary.

Persona: Jax

Problem statement:

Jax is a busy metal fan who needs a faster checkout and clear sizing tools because competitive merch drops often sell out while he is commuting, causing him to miss out due to slow navigation.



Jax

Age: 24

Education: Graphic Designer

Hometown: Los Angeles, CA

Family: Single

Occupation: Junior Designer

"I love supporting the band, but I can't afford to guess on sizes. If I buy a Large and it shrinks to a Medium, I'm out \$50."

Goals

- Support the band directly (not a scalper).
- Get limited edition gear before it sells out.

Frustrations

- Ambiguous Sizing: "Generic size charts don't help me."
- Slow Checkout: "By the time I enter my address, the item is sold out."

Jax, a dedicated heavy metal fan, attends 3-4 concerts monthly. He prefers buying band merchandise directly, but inconsistent online sizing makes him hesitant. Due to a busy job and long checkout times on his phone during his commute, he often misses limited-edition drops.

User journey map

Mapping Jax's journey revealed exactly where fans abandon their carts. The two biggest drop-off points were sizing confusion and hidden shipping fees at the very end. Identifying these exact pain points directly inspired my 'FIND MY FIT' tool and transparent cart summary.

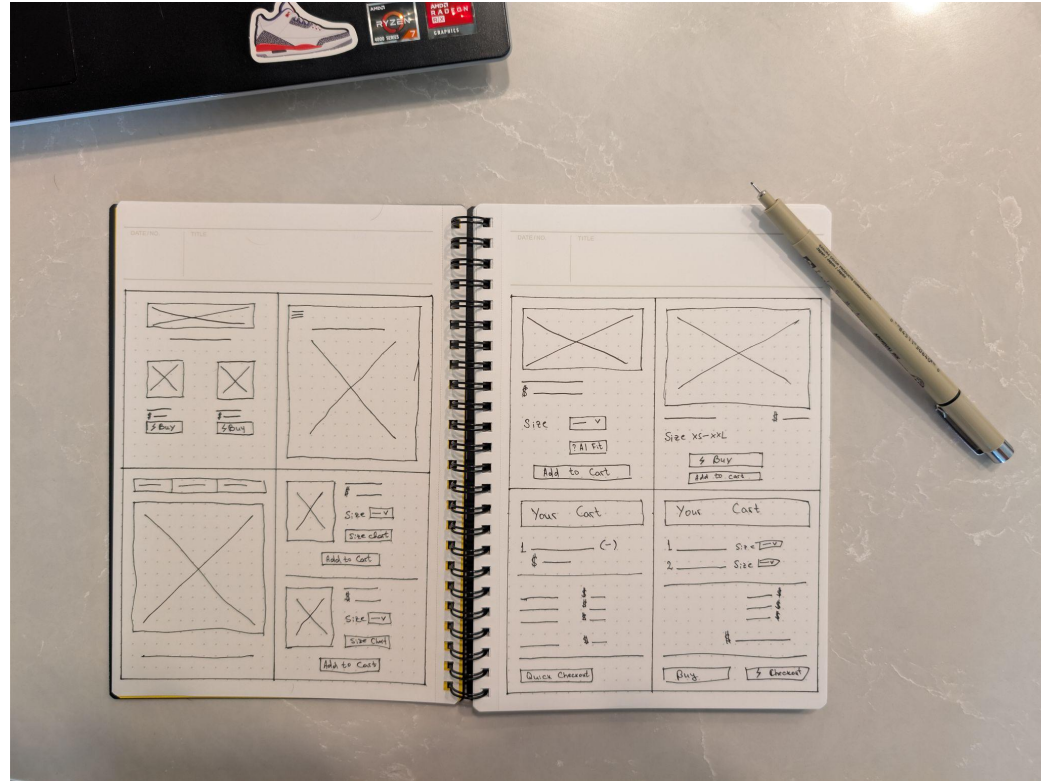
Persona: Jax

Goal: Buy a "Limited Drop" Hoodie before it sells out.

ACTION	Sees an Instagram Notification: "Hollow Frequency: Only 50 Hoodies Left!"	Taps the link, opens the app, and finds the "Industrial Era Hoodie."	Scrolls to find sizing info but only sees a generic, blurry PDF chart.	Guesses "Large," adds to cart, and manually types his shipping address.	Taps "Complete Order" but receives an error: "Item Sold Out."
TASK LIST	Checks phone while on the bus.	Scans product photos to see the back design.	Zooms in on the size chart; tries to measure his own chest.	Enters credit card number; toggles between screens to check address.	Stares at the error screen; closes the app.
EMOTIONS	Excited / Urgent	Focused	Anxious / Confused ("Will this fit?")	Stressed ("Hurry up!")	Angry / Disappointed
IMPROVEMENT OPPORTUNITIES	N/A	N/A	Create a "Sizing Calculator" that recommends a size based on height/weight.	Add "Quick Buy" (Apple Pay) to skip address entry.	Show "Low Stock" alerts earlier in the process.

Paper wireframes

I used the Crazy Eights method to rapidly brainstorm layouts for the home feed. My main priority was placing a 'Quick Buy' action front and center, allowing returning fans to instantly bypass the standard, multi-step catalog during high-stress merch drops.



Digital wireframes

Digital wireframes

prioritized speed and clarity

based on user research:

Quick Buy: Instant checkout

directly from the home

feed.

Size Help: Sizing guidance

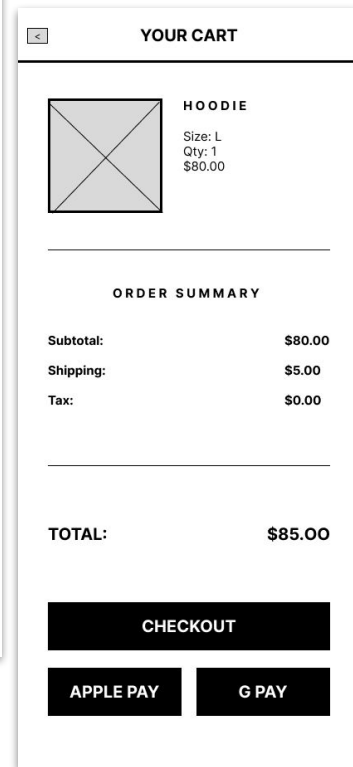
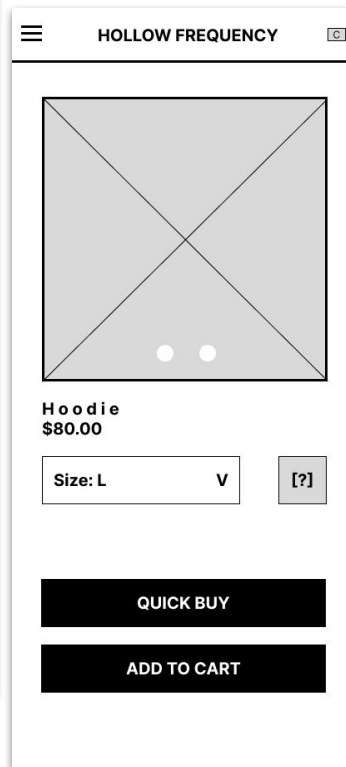
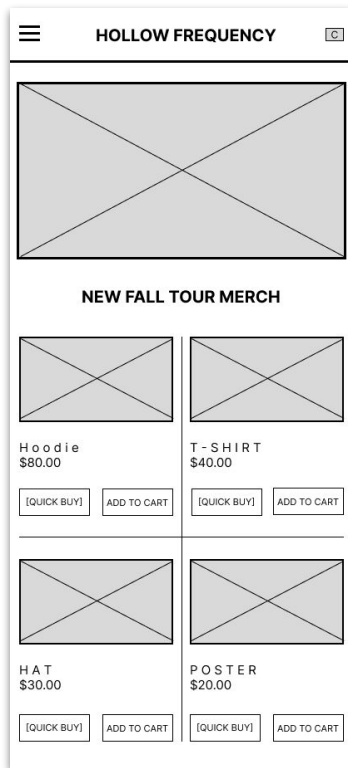
placed right next to the

product.

Transparent Cart: Upfront

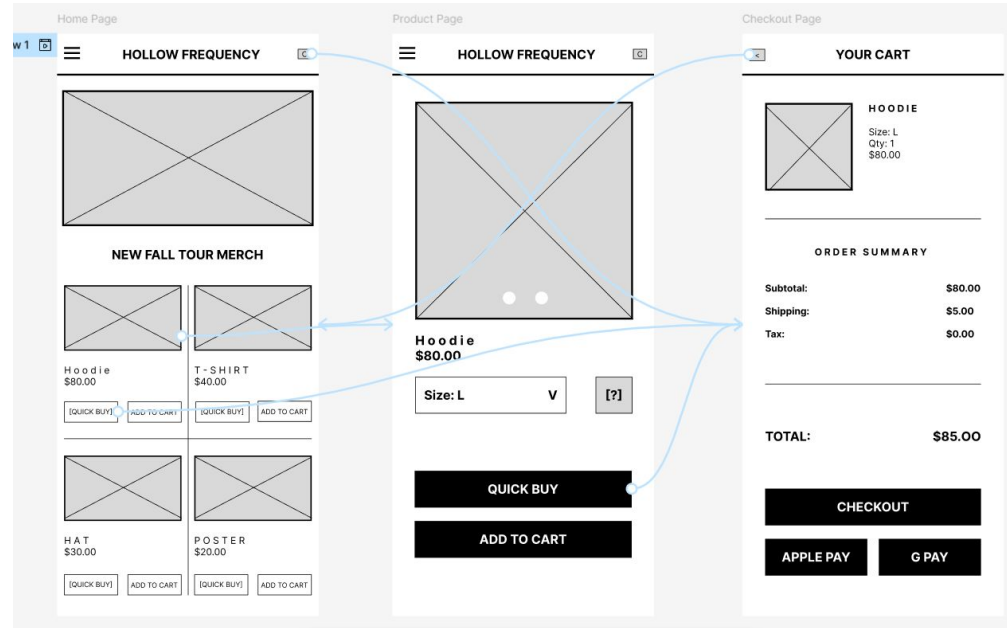
shipping costs to prevent

drop-offs.



Low-fidelity prototype

The low-fidelity prototype connected the primary user flow for securing limited-edition merchandise. I created a direct 'Golden Path' that allows users to click 'Quick Buy' on the home feed, select their size, and reach the checkout summary in just three clicks, preparing the design for usability testing.



Usability study: findings

I conducted two rounds of unmoderated usability studies. Round 1 evaluated the low-fidelity wireframes to test the core user flow, while Round 2 tested the high-fidelity prototype to refine visual hierarchy and accessibility.

Round 1 findings

- 1 Users loved the "Quick Buy" concept, but the button blended in with other elements.
- 2 The "Size Help" icon was initially overlooked and needed to be larger.
- 3 Users wanted the final total price to be bolder to prevent checkout surprises.

Round 2 findings

- 1 The bright accent color (10% rule) successfully guided users straight to the checkout.
- 2 The dark mode contrast was highly praised, but users requested slightly larger text for item descriptions.
- 3 The "FIND MY FIT" pop-up gave users 100% confidence to complete their purchase.

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

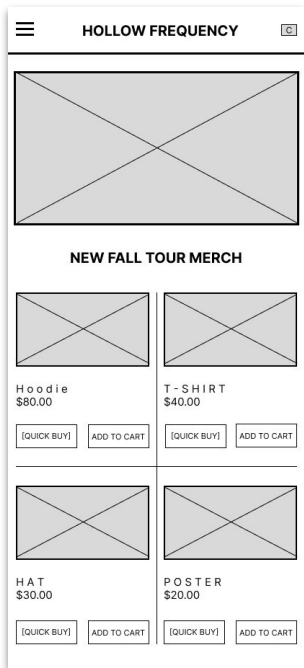
Before usability study: >

The "Quick Buy" button blended into the background and was easily missed by users.

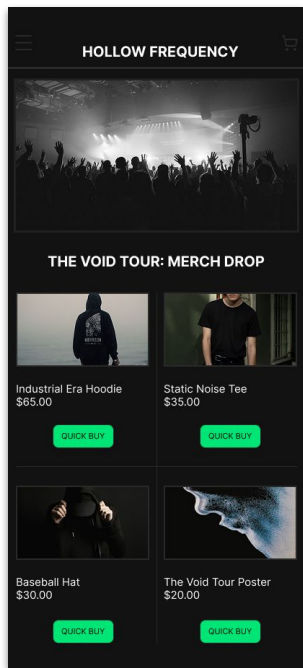
After usability study: >

Applied a high-contrast accent color to make the "Quick Buy" button pop, instantly drawing the eye and speeding up checkout.

Before usability study



After usability study



Mockups

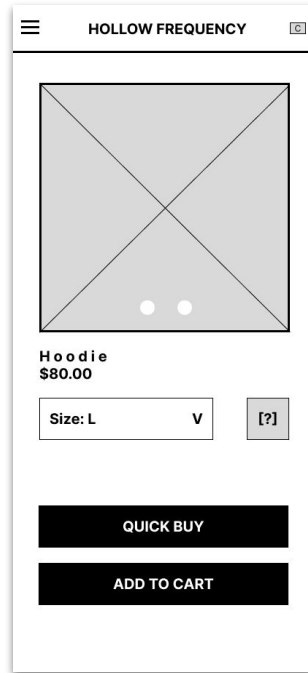
Before usability study: >

The sizing help tool was a small, easily overlooked icon next to the dropdown menu.

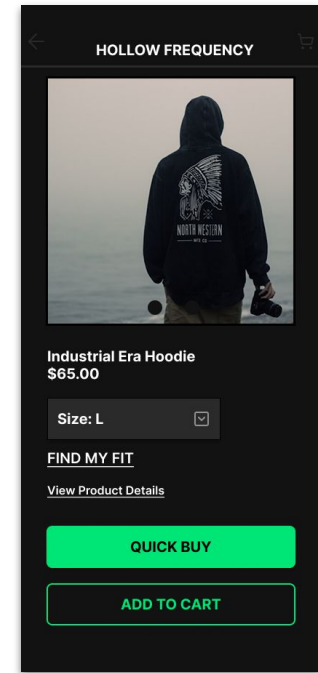
After usability study: >

Replaced the icon with a prominent "FIND MY FIT" button and custom pop-up to eliminate sizing anxiety and give users total confidence.

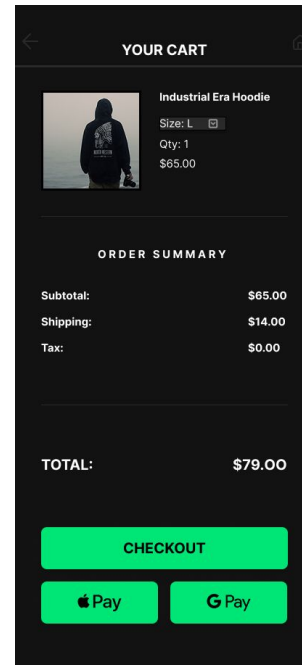
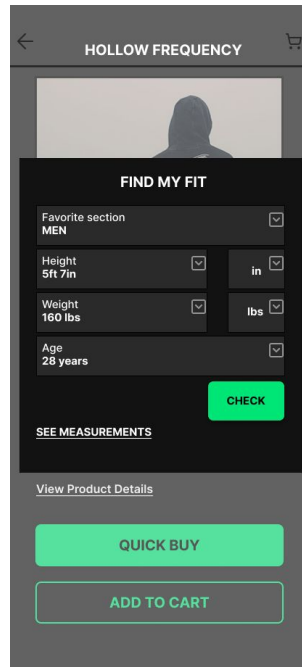
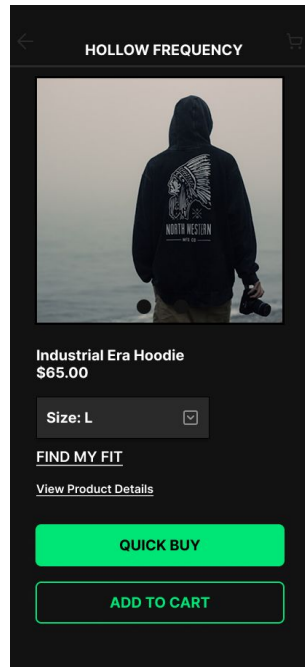
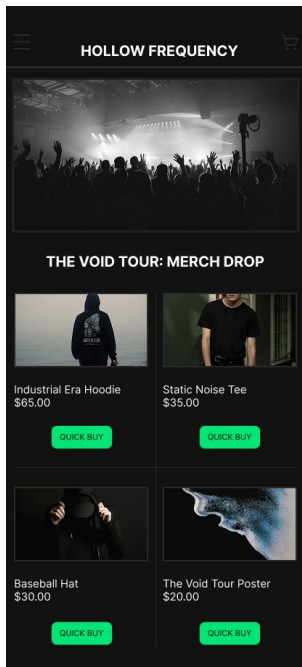
Before usability study



After usability study

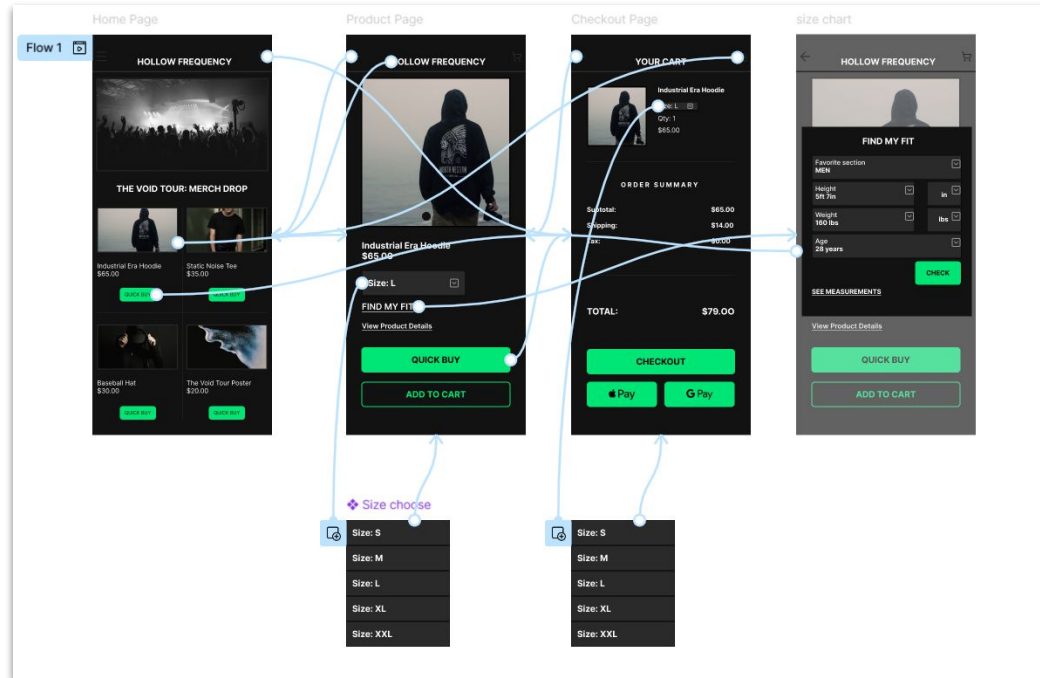


Mockups



High-fidelity prototype

The final high-fidelity prototype presents a seamless, dark-themed checkout flow. It fully integrates the 'Quick Buy' functionality and the 'FIND MY FIT' modal to ensure fans can confidently purchase limited-edition drops in under two minutes.



Accessibility considerations

1

Ensured high color contrast by using a bright accent color against the #121212 dark background, passing WCAG standards for low-vision users.

2

Designed large, distinct touch targets (44x44px minimum) for all 'Quick Buy' buttons to accommodate users rushing or using the app with one hand.

3

Implemented clear visual hierarchy and distinct headers in the 'FIND MY FIT' pop-up to clearly guide screen readers through the sizing process.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The final design successfully eliminated the two biggest hurdles in the merchandise buying process. One peer reviewer noted, 'The FIND MY FIT completely removes the stress of buying final-sale tour merch, and the Quick Buy button makes the whole process feel frictionless.'



What I learned:

I learned that even when designing for a highly visual, aesthetic-driven audience like heavy metal fans, functionality and speed must always come first. Beautiful UI only matters if the UX actually gets the user through the checkout line.

Next steps

1

Conduct a third round of usability testing specifically focused on the 'FIND MY FIT' modal to ensure the data input fields are fully intuitive.

2

Develop a VIP loyalty tier that grants returning fans early access or push notifications for limited-edition drops before the general public.

3

Explore translating this mobile app experience into a responsive web platform for fans who prefer shopping on desktop.

Let's connect!



Thank you for reviewing my work on the Hollow Frequency app! I am currently looking for UX Design opportunities and would love to connect.

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[Insert your Portfolio Website Link]

<https://www.linkedin.com/in/lashatavberidze/>

Thank you!