



Witch Way User Experience

By Chloe, Ella, Jules, and Lizzy

April, 2026

Project Goals

TARGET 1

Discover the core behavior for users who are new to this type of environment.

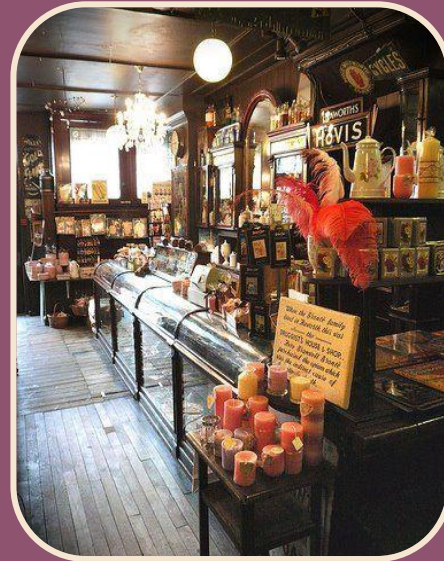
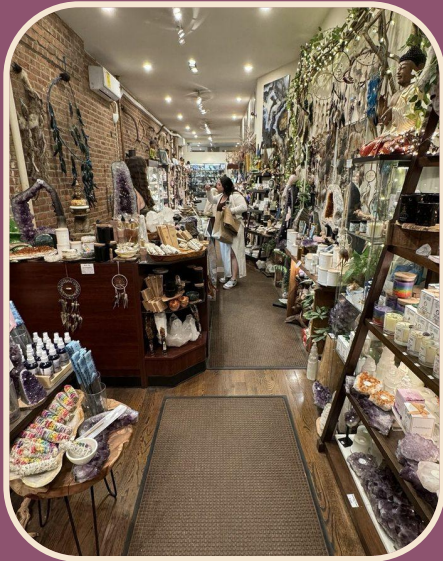
TARGET 2

A 2D digital interface that is concise and easy to navigate for a new user.

TARGET 3

A clear projection that is works with the 2D interface and assist the user.

What Are We Designing?



Research Findings



People in new spaces tend to stop at the front and look around because they don't know where to go next.

Many people are too shy to ask workers for help regarding specific store items or merchandise.

A new person will be more obligated to revisit a store if their first interaction was pleasant.

When in a new environment people tend to follow others more and be more observant.



Who We Are Designing For

Who?

Willow, Age 24
Single young adult

About?

New to the store
and to being a
witch.

Concerns

Unsure how to
start and not sure
if she will be able
to find items.

When?

Travels to store on
Tuesday at 5:30
after work and
during rush hour.

Where?

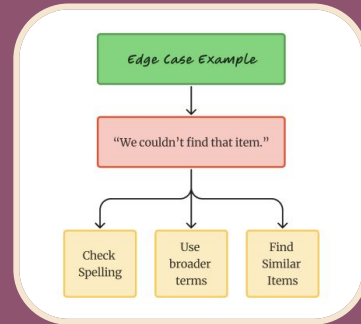
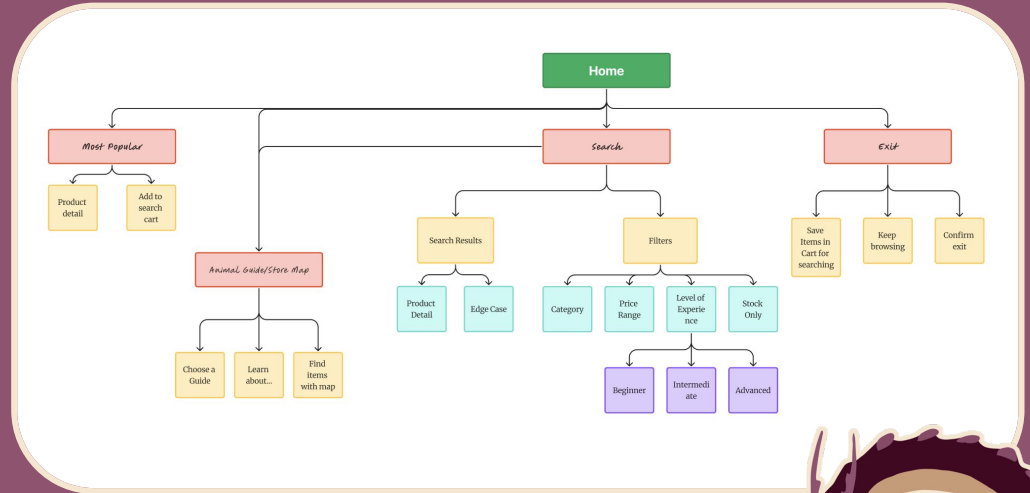
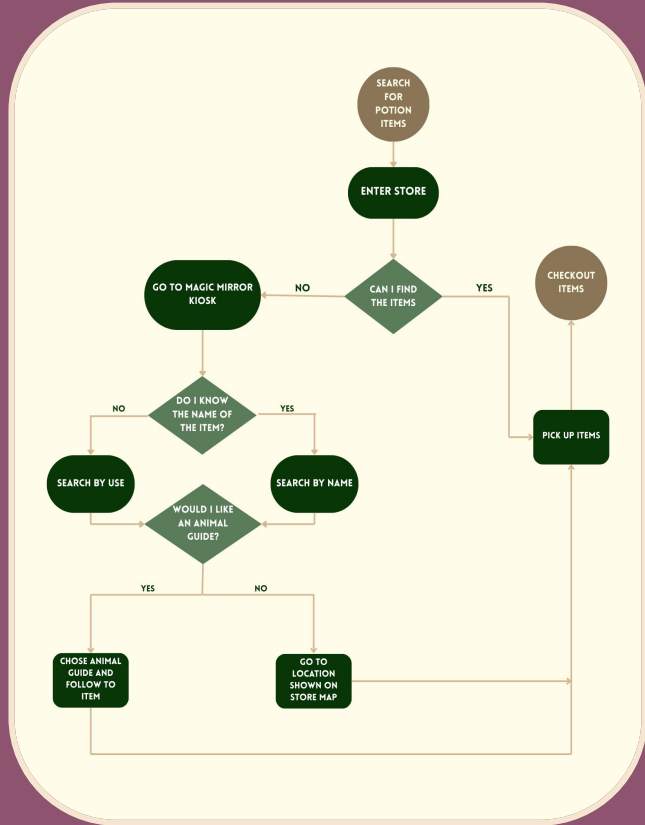
A store called
Witch Way.

Main Goal

To further learn
about being a
witch and to find
the correct
items.



User Flow and Sitemap



Final Outcome: 2D



Find your item!

Welcome to Witch Way



Search For



Most Popular



See Guides



Store Map



Search for potions

Category Price Experience In Stock

10 results found for "potions"



Potion for Healing

This potion is useful in aiding the sick, injured, and broken.



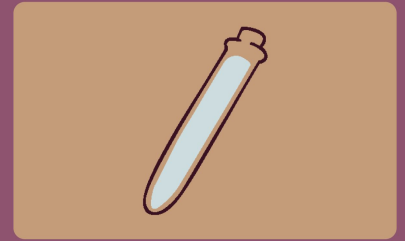
Potion of Love

This potion is useful in warming the heart and heightens emotional connection.



Potion for Invisibility

This potion is useful in becoming unseen to the naked eye



Potion for Healing

When consumed, it mends wounds, soothes pain, and revitalizes the body, filling the drinker with a gentle warmth that spreads from within. Often carried by adventurers, it is a trusted remedy in moments of danger and recovery.

Take Me There!

Store Map



Final Outcome: 2D

Who's Your Guide?

In Use



Elpis

Elpis is a rowdy, but loving companion. He likes to howl and will alert you that way when an item is found.

In Use



Gaia

Gaia is a gentle guide who uses her knowledge of the store to help you find what you seek.

In Use



Althea

Althea is a quite guide who takes her time when searching. She likes to ensure she finds to correct item.



Nyx

Nyx is a guide who is quite knowledgeable on many items in the store. He is quick at finding the item you may be searching for.

In Use



Chiron

Chiron is a guide who seems grumpy at first. He may seem like he doesn't care to help, but he perks up at the end of a search.

←  



Nyx

Follow your guide!

Start!

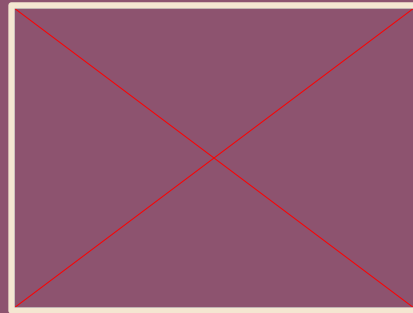
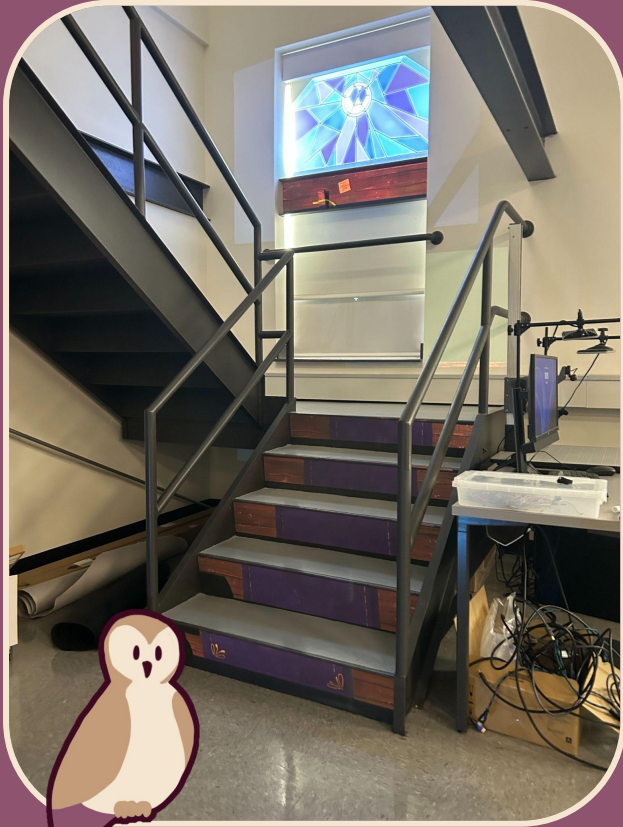
←  



Look Down!



Final Outcome: Projection





Thank
You