



FREECULTR is a premium lifestyle brand with one simple goal - design and deliver products that reflect the brands true essence, freedom. Through colours, styles, fits and fabrics, the brand constantly aims at innovating itself and adapts to ever changing scenarios to ensure the customer gets the easiest and quickest access to the brand, may it be on the web, mobile or retail space.

THE CHALLENGE

Printed T-Shirts are the most common and famous choice of people around the world, they are good looking, cheap and comfortable. For example, Most of the men prefer only printed T-shirts, as a result, the T-shirt printing business has to be more creative and quality efficient, thus they face many problems. In this blog, we will see what problems are faced in to creat T-Shirt printing website.

- 1) Choosing an inappropriate design
- 2) Size of design
- 3) Placement of design is inappropriate
- 4) Image quality is not good
- 5) Typography & Fonts

MY ROLE

To begin with, I needed to build my case. One does not simply start making a product. It's critical to get all these insights before embarking on the design itself to ensure that the team is solving the right problems and aligned on the project goals.

How do users shop online and in-store?

To thoroughly investigate the problem space of online shopping, I conducted observations in stores and online for fashion brands and other competitors. And then I conducted interviews based on topic maps. Next, I coded users' responses by looking for commonalities in the challenges users faced and their contexts.

What people love in store

- First-hand experience with the product (touch and see)
- Staff accessible when needed
- The environment made room for people to explore and be inspired

What people love online

- Can look at lots of items quickly
- Save items to list
- Able to check product details and availability online

Home / Categories / Featured

Categories

- ★ Featured
- For Men
- For Women
- 👍 Trending
- ♥ Interests
- 😄 Funny
- 👥 Relationships
- 🎵 Music
- 🐾 Pets & Wildlife
- 🌿 Nature
- 📅 Events
- 🏆 Sports
- 👨‍👩‍👧 Social
- 🙏 Spiritual
- 🏛 Monuments

Trending Now

- #Save Kashmir
- #Express Yourself
- #Breaking Stereotype
- #Acche Din
- #Diwali
- #Kejriwal Quotes
- #Go Goa
- #Start up
- #Happy NewYear

Featured Stores

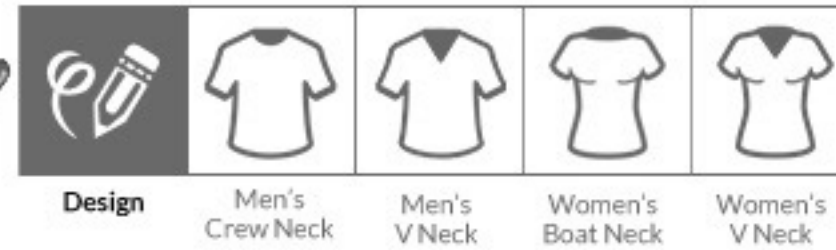
- Manish Malhotra
- Wendell Rodricks
- Abu Jani
- Tarun Tahiliani
- JJ Valaya
- Rina Dhaka
- Manish Arora
- Rohit Bal
- Ritu Beri
- Ritu Kumar

WEAR  who you are



Featured. 1,499 Designs

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Sort by: Popular

Price Low to High

Price High to Low



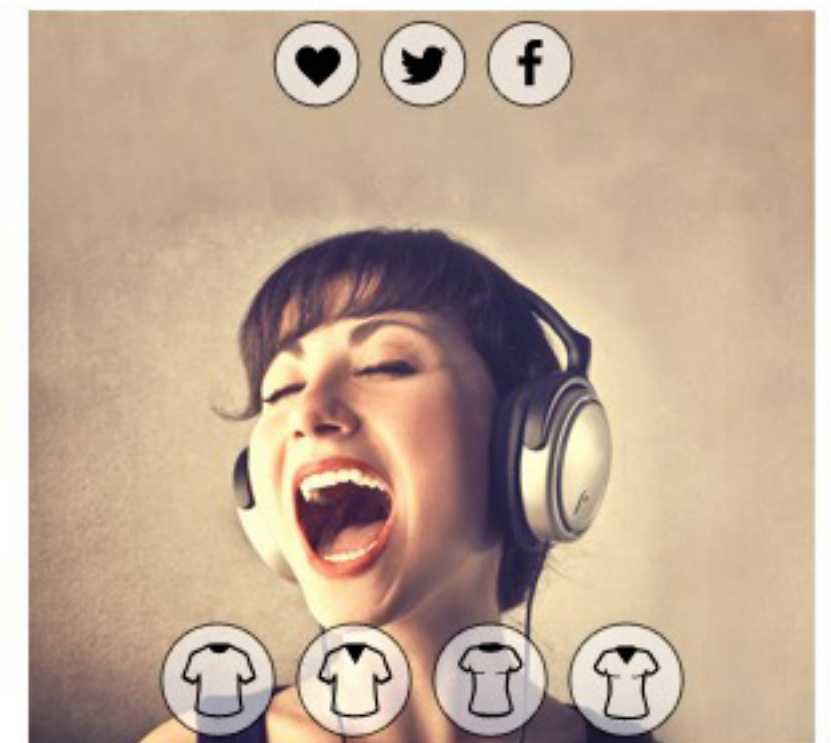
WEEEEEEDD
By Bob Marley

₹ 699/-



WEEEEEEDD
By Bob Marley

₹ 699/-



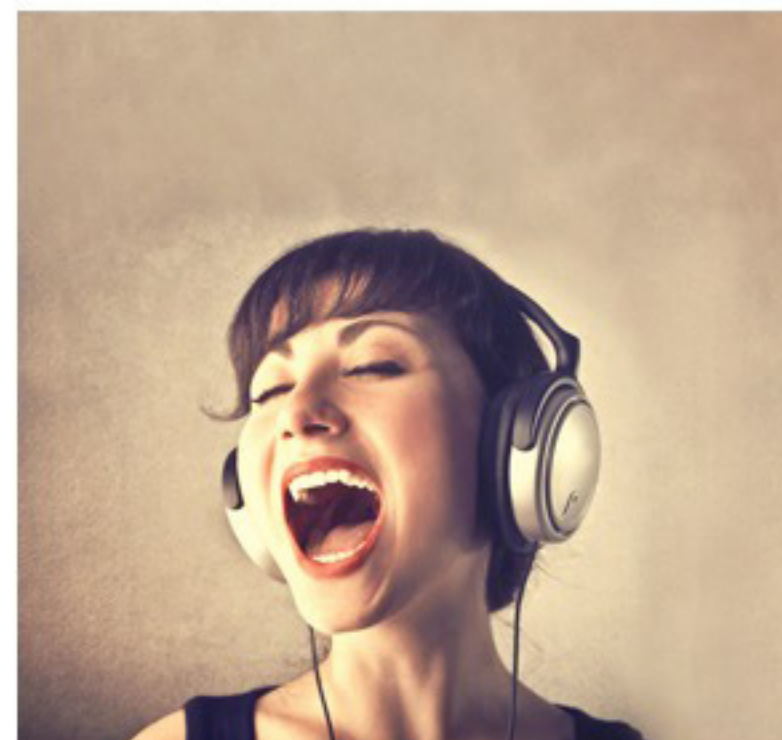
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By Bob Marley

₹ 699/-



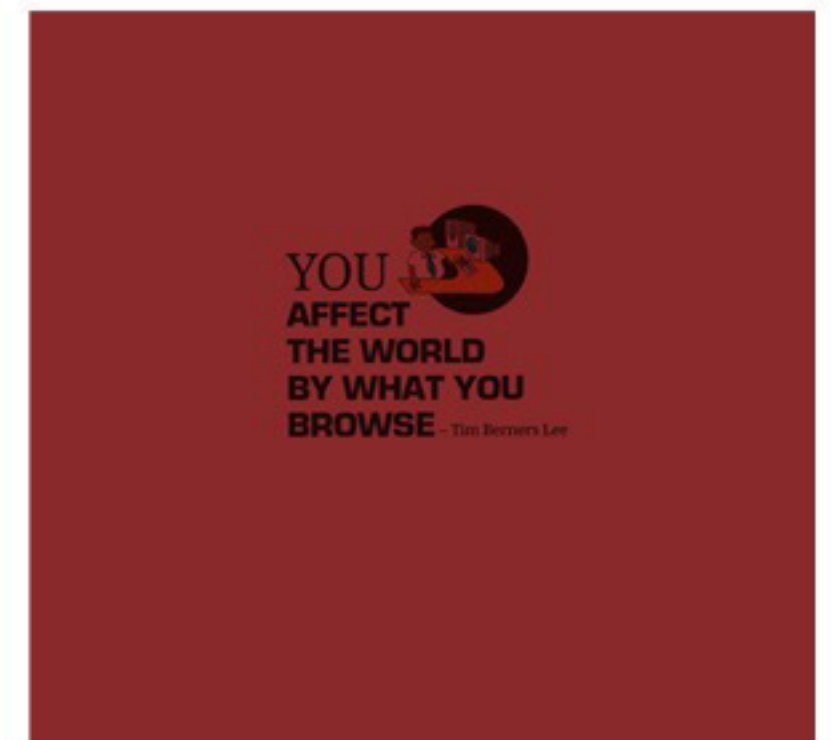
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₹ 699/-



WEEEEEEDD
By Bob Marley

₹ 699/-

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- > Return policy
- > Find a store
- > Shipping & Delivery
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SHOP

- > Henleys
- > T-shirts
- > Winter Wear
- > Jeans
- > Chinos
- > Loafers

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- Account Information
- Security
- Seller Dashboard
- My Orders
- My Wishlist
- Store Credits
- Address Book
- Disable Account



Seems like you are not a seller
on Freecultr Express.
Become a Seller.

Create & Sell

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- My Orders
- My Wishlist
- Store Credits
- Address Book
- Disable Account

SUMMARY

MY EARNINGS

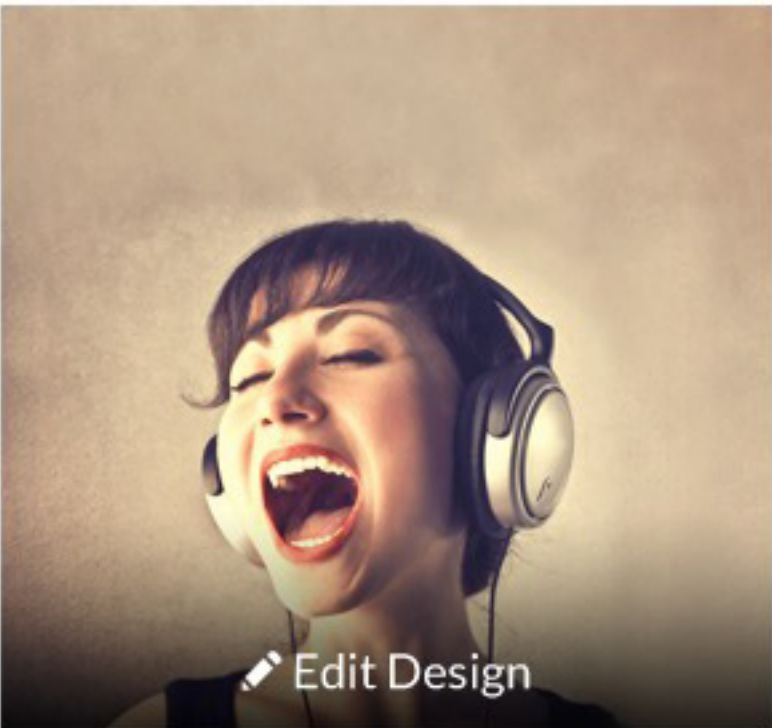
MY STORE

MY DESIGNS

PAYOUT INFO

PROMOTIONS

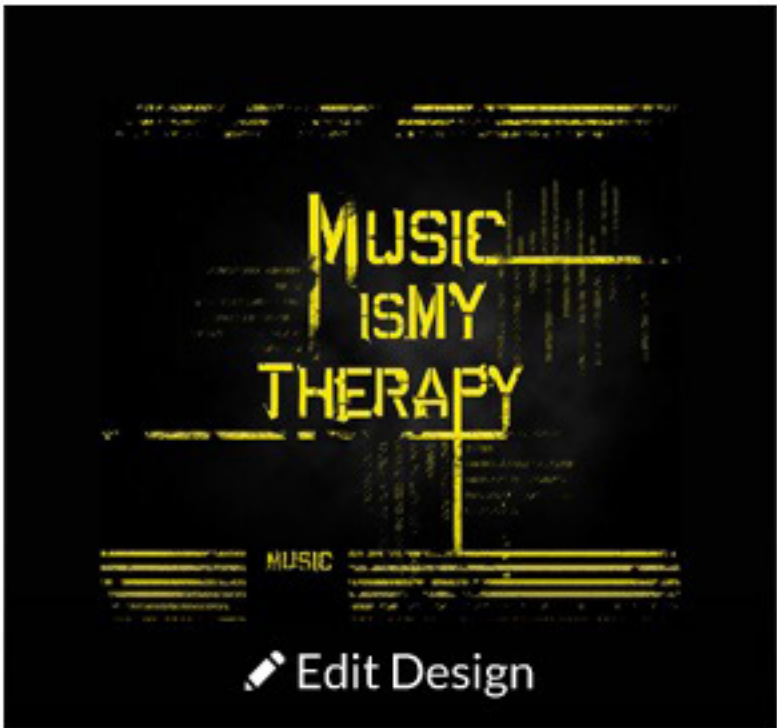
Add a New Design



Queen of Hearts

12th Nov

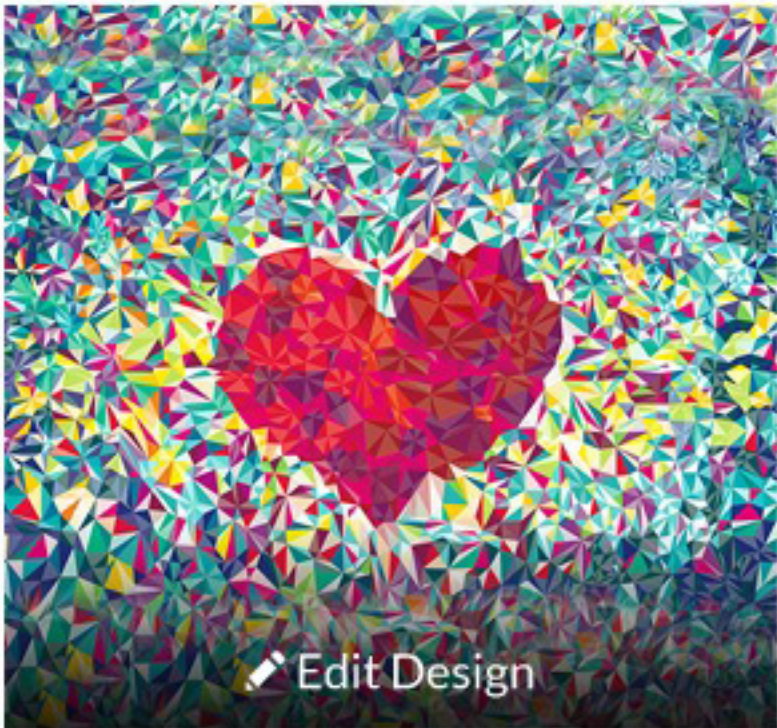
₹ 599



Taking Your Money

11th Nov

₹ 699



Water Droplet

10th Nov

₹ 599

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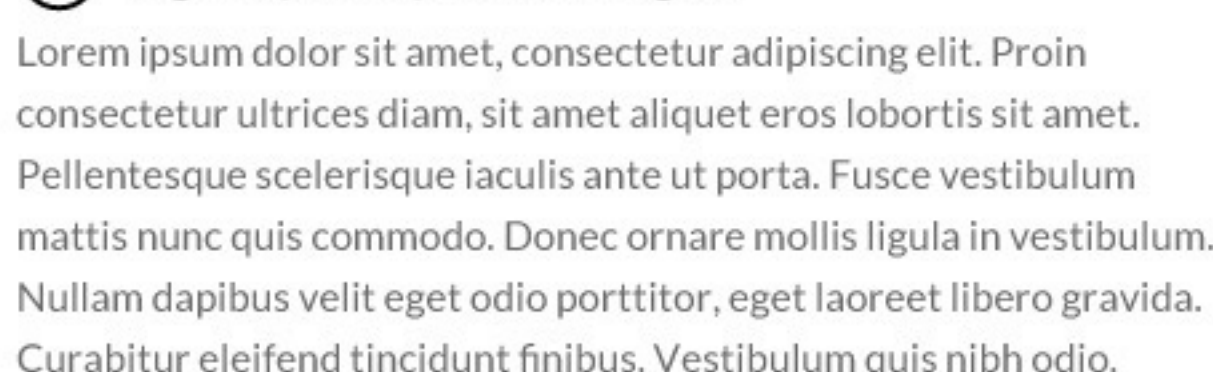
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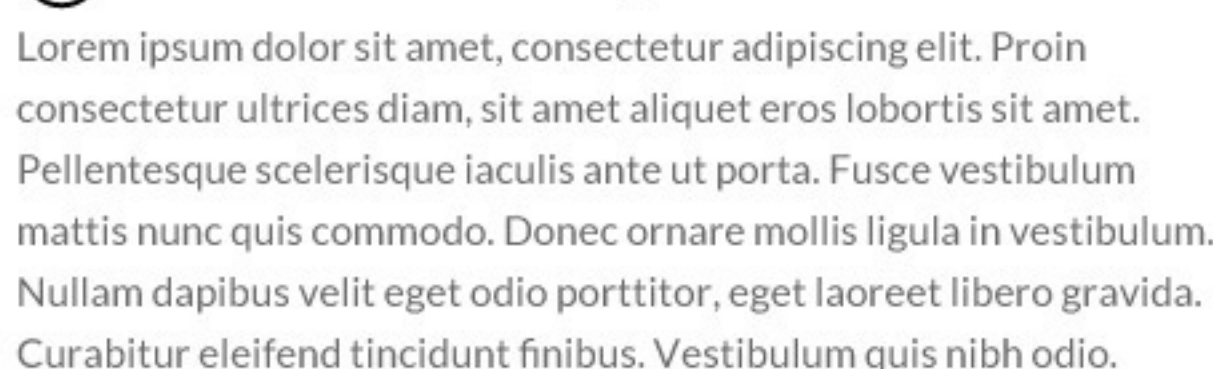
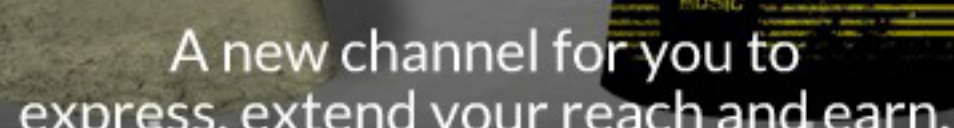
or See how it works

Printed and
delivered within
3 days



[Start Now](#)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin
 consectetur ultrices diam, sit amet aliquet eros lobortis sit amet.
 Pellentesque scelerisque iaculis ante ut porta. Fusce vestibulum
 mattis nunc quis commodo. Donec ornare mollis ligula in vestibulum.
 Nullam dapibus velit eget odio porttitor, eget laoreet libero gravida.
 Curabitur eleifend tincidunt finibus. Vestibulum quis nibh odio.

[Start Now](#)[Start Now](#)

Brand

Have a lot of awesome social content, brand graphics, marketing communication lying around not getting you enough return as much as you expected. Change that with FREECULTR Express. You can now extend your brand's reach, your communication, philosophy by creating your own tee store that your customers can purchase. You could be a restaurant, a popular pub / club / cafe, a corporate brand looking for printing internal t-shirts in a jiffy. FREECULTR Express is your answer.

Link 1

Link 2

Link 3

Link 4

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Home / Store Name / Product Name



WEEEEEDD

By Bob Marley



Select Variant



Men's Crew Neck



Men's V Neck



Women's Boat Neck



Women's V Neck

Select Size

XS

S

M

L

XL

Size Guide

₹ 699/-

More than one?

Buy Now

Add to wish list



or

Share with friends



Additional 5% OFF if you pay online.

Free Shipping* COD Available 30 Days Return

Design

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris aliquet tortor nec eleifend pulvinar. Donec ornare est et ligula tempus tristique. Donec pretium bibendum nisl luctus faucibus. In non lobortis tortor, vel laoreet orci. Integer quam leo, porttitor eu metus non, vehicula semper magna.



/By Bob Marley



Lorem ipsum dolor sit amet, consectetur adipiscing elit. consectetur adipiscing elit. consectetur adipiscing elit.

Read More

Fabric

The front of the t-shirt is made using FREECULTR's very own coolTECH Fabric. coolTECH pulls away sweat from the skin faster and transports it to the garment's outer layer, keeping you cool, dry and comfortable all day long!



Instructions



Machine wash/Hand wash



Do not bleach



Low iron at medium setting

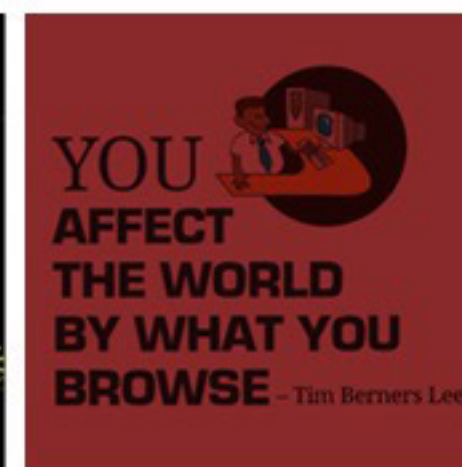
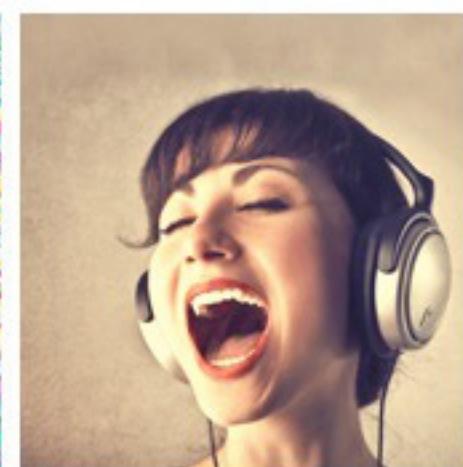
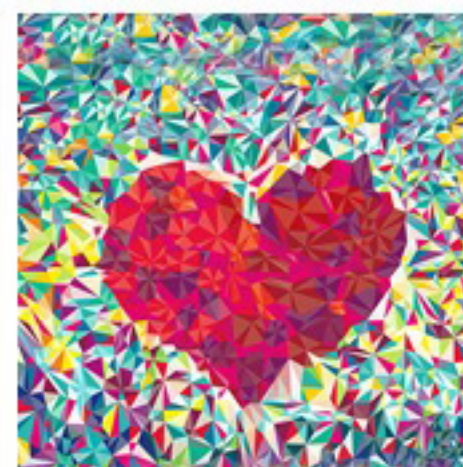
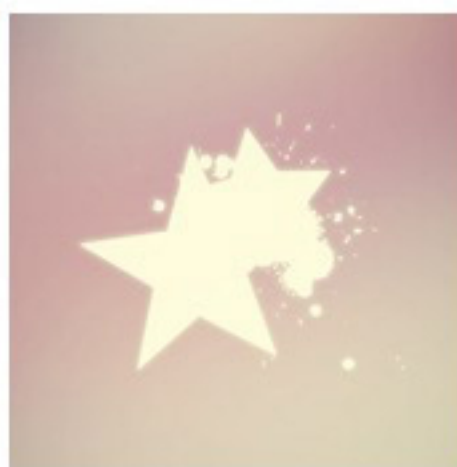


Can be dry cleaned



Tumble dry at low heat

More from this store



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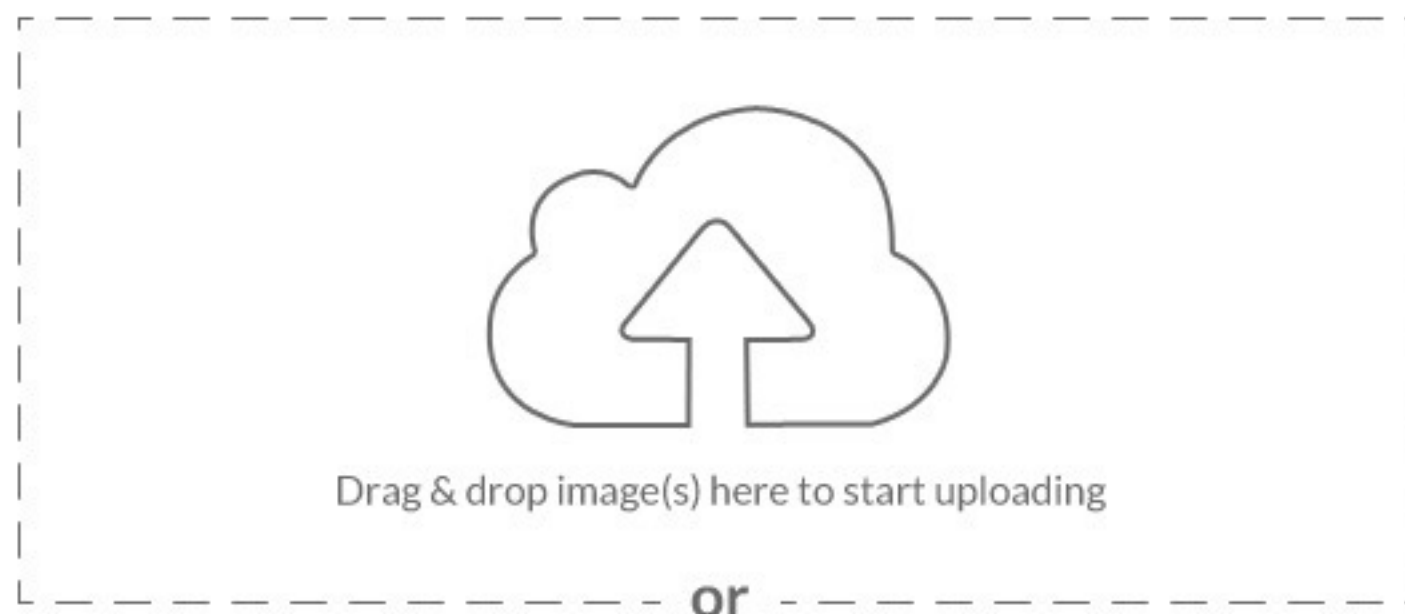
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For you to be able to get the best print on your t-shirt the recommended dimensions of your image should be upwards of 640 x 640 (pixels) at 72 dpi. As an example any image taken from a smart phone with a 5 mega pixel camera will suffice. Smaller images may result in poor t-shirt quality.

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Create a New T-Shirt



Upload Image



Customize Design



Edit Variants



Publish



They say all the best designs have a name, what are you gonna call yours?



Design Name



Description (Optional)



Tags (Optional)



Selling Price [More than ₹999?](#)



Your Earnings
Per T-Shirt
₹ 500

Proceed



Email ID

- Continue without password
(No password or registration required.)
- I have a FREECULTR account and password
(Sign into your account for a faster checkout)

Password

Next

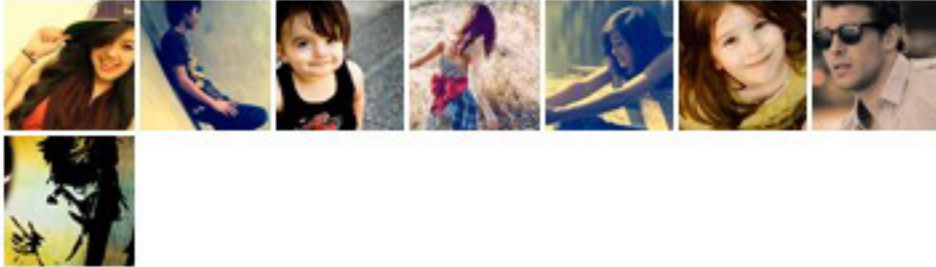
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For a faster checkout

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Wine Tasting by Lokii

Male Polo

M

1

₹599



Wine Tasting by Lokii

Male Polo

M

1

~~₹699~~ ₹599

Cart Total:	₹1797
Discount:	₹180
VAT:	₹180
Delivery Charges:	₹180
Amount Payable:	₹2000

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Express

WEEEEEDD

Designed by: Bob Marley

WEAR

who you are

Express who you are wherever, whenever

Discover 2,000+ Designs

Widest Range of Awesome T-Shirts

Relationships

Music

Pets & Wildlife

Nature

Events

Sports

Featured Stores

Priyanka Sharma

/priyankasharma

Ankit Ajmer

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Priyanka Sharma

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I ♥ MY MOM

Creat a Design

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

I ♥ MY MOM

Upload your Design

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Make Money

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Start Selling

Custom Shirts - You think it. We print it.

Spreadshirt is your creative platform for custom T-shirts and custom clothing. You can explore our easy to use T-shirt Designer and make your own T-shirt or other personalized clothing products to spread your unique message. Design your own T-shirt by customizing your own text, design, or image on a variety of custom products, like hoodies, hats, or aprons. Spreadshirt has over 100 unique products for all your T-shirt printing and T-shirt needs. Custom shirts make great personalized gifts for family and friends!

You can also sell your custom T-shirt and other creations by signing up for a free T-shirt shop with Spreadshirt. Follow the trends of today and enjoy the rewards tomorrow! If you need a little bit of inspiration you can check out.

Trending Now

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Express

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Categories

Featured

Featured. 1,499 Designs

Choose a different variant

Design

Men's Crew Neck

Men's V Neck

Women's Boat Neck

Women's V Neck

Sort by:

Popular

Price Low to High

Price High to Low

WEEEEEDD

By Bob Marley

₹ 699/-

WEEEEEDD

By Bob Marley

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Express

"SHUT UP LEGS"

-Sincerely, Your Brain

"SHUT UP LEGS"

"SHUT UP LEGS"

"SHUT UP LEGS"

"SHUT UP LEGS"

"SHUT UP LEGS"

WEEEEEDD

By Bob Marley

Report Abuse

Select Variant

Men's Crew Neck

Men's V Neck

Women's Boat Neck

Women's V Neck

Select Size

XS

S

M

L

XL

Size Guide

₹ 699/-

More than one?

Buy Now

♥ Add to wish list

f

p

g+

Additional 5% OFF if you pay online.

Free Shipping* COD Available 30 Days Return

Design

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Lorem ipsum dolor sit amet, consectetur adipiscing elit. consectetur adipiscing elit.consectetur adipiscing elit.

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Fabric

The front of the t-shirt is made using FREECULTR's very own coolTECH Fabric. coolTECH pulls away sweat from the skin faster and transports it to the garment's outer layer, keeping you cool, dry and comfortable all day long!

OUTER LAYER

INNER LAYER

SKIN

Instructions

Machine wash/Hand wash

Do not bleach

Low iron at medium setting

Can be dry cleaned

Tumble dry at low heat

More from this store

12:20 PM

≡

Express

Q

Create a New T-Shirt

1

2

3

4

Upload Image(s)

Drag & drop image(s) here to start uploading

or

Browse & Upload

Import from Instagram

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12:20 PM

≡

Express

Q

Create a New T-Shirt

2

3

4

Customize Design

“SHUT UP LEGS”

-Sincerely, Your Brain

They say all the best designs have a name, what are you gonna call yours?

Design Name

Description (Optional)

Tags (Optional)

Selling Price

More than ₹999?

₹ 599

₹ 699

₹ 799

₹ 899

Your Earnings Per T-Shirt

₹ 500

Proceed