Accelerate:
Speed Clothing Shopping

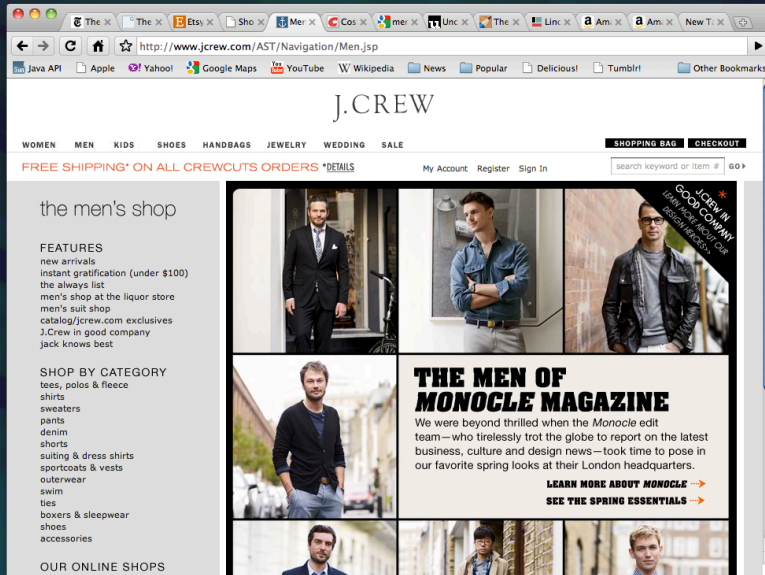By Lee Hillman, Brett Holcomb, Amy Lew, Mike Lin

Concept

Motivation

Accelerate is a system that facilitates speedy purchasing, built for the *buyer*, not the shopper. They know what they want, and they want to get it, then get out.

Research

Competitive Analysis

The Good:

• Pop up "shopping bag"

The Bad:

• Complex navigation

• Choices!

• Long checkout processes
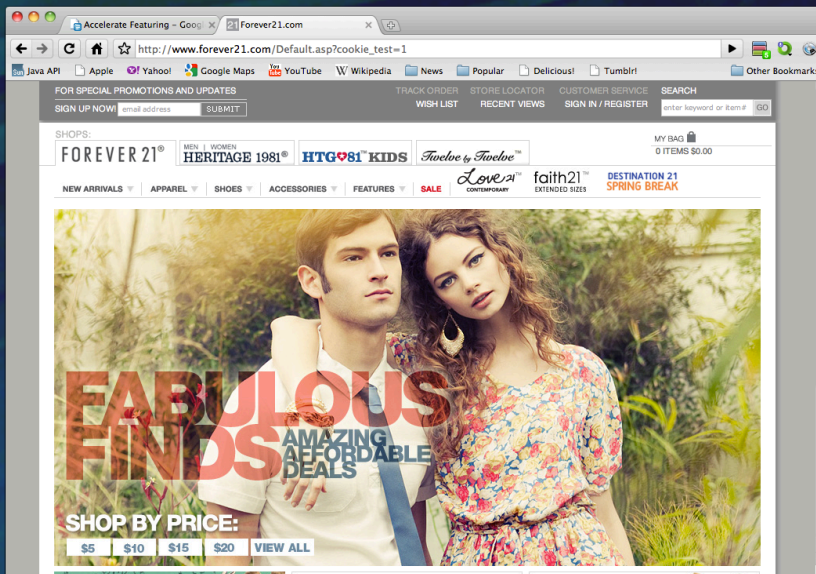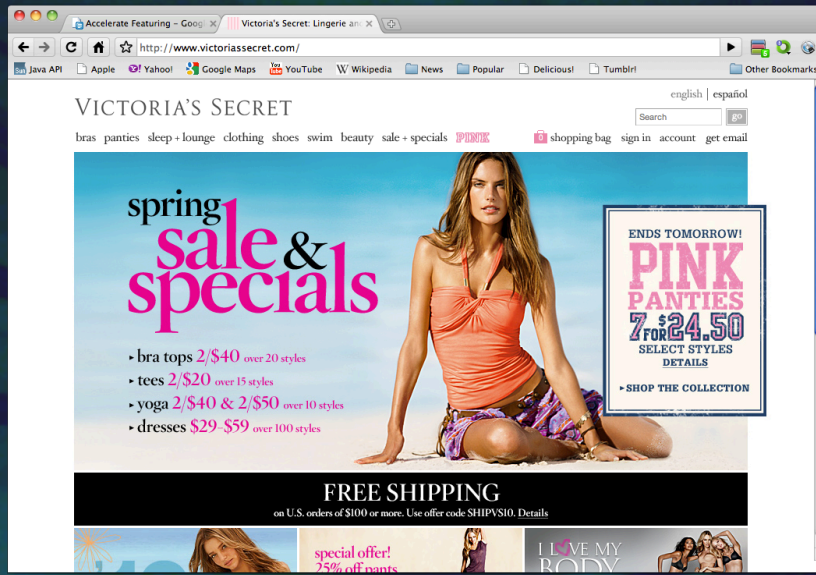
• Lots of images and text

Brick & Mortar Observation

Key Insights:

• Some shoppers browse but do not buy

• Some people know exactly what they want

Directed Storytelling

Problems that prevented a quick shopping experience:

• Difficulty trusting size and fit

• Account creation is a hassle

• Lack of account wastes time later

• Order confirmation takes time

Problem Framing

Pain Points

Size and fit are difficult to gauge online

Online shopping is slow

• Data entry and validation makes process slower

• Comparative (cross-site) shopping is time-consuming

• Browsing is slow in general

Features

Soul: Key Features

Master password allows access to:
- Size preferences for multiple retailers
- Payment preferences
- Shipping and billing information

Products pulled from **multiple sites**
- Items shown independent of retailer's websites
- Dashboard view allows immediate searching

Heart: Value-Added Features

	Leaders		
Day	Week	Month	All Time

04/22/10

1: IBuyFast001	15 items 01:15:98	Replay Purchase	Won 20% off next purchase!
2: SpeedyShop	15 items 01:20:76	Replay Purchase	Won 15% off next purchase!
3: Hates2Shop	11 items 01:14:34	Replay Purchase	Won 10% off next purchase!
4: BulkUndies	10 items 01:35:06	Replay Purchase	Won 5% off next purchase!
5: ILuvClothes	10 items 01:39:27	Replay Purchase	Won 5% off next purchase!

Keyboard shortcuts

Game-like competition of speed buys
• Timer for current transaction
• Leaderboards & replays of fastest purchases

Body: Further Improvements

Options for delivery or in-store pickup

Storage of store-specific credit cards

Aggregation of site-specific discounts

Demo

Thank You!