

Accelerate: *Speed Clothing Shopping*

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A dark blue, almost black, tunnel with a central light source. The light creates a bright, glowing path that recedes into the distance. The walls of the tunnel are lined with a series of parallel lines that converge towards the center, creating a strong sense of perspective. A horizontal grey band is overlaid across the middle of the image, containing the word "Concept" in white text.

Concept

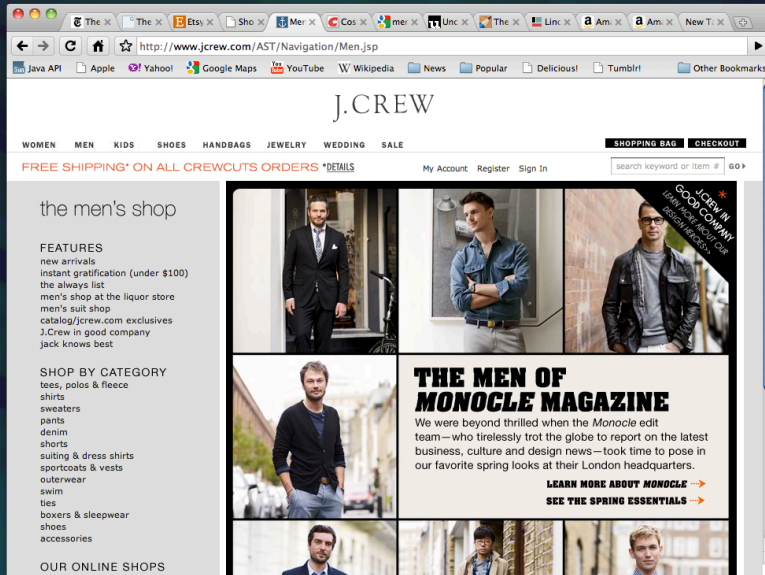
Motivation

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.

A dark blue tunnel with a central light source and a horizontal grey band across the middle. The tunnel walls are lined with a series of parallel lines that converge towards the center, creating a strong sense of perspective. The lighting is dramatic, with a bright light source at the far end of the tunnel, casting a long, narrow beam of light down the center. The overall atmosphere is mysterious and futuristic.

Research

Competitive Analysis



The Good:

- Pop up “shopping bag”

The Bad:

- Complex navigation
- Choices!
- Long checkout processes
- Lots of images and text

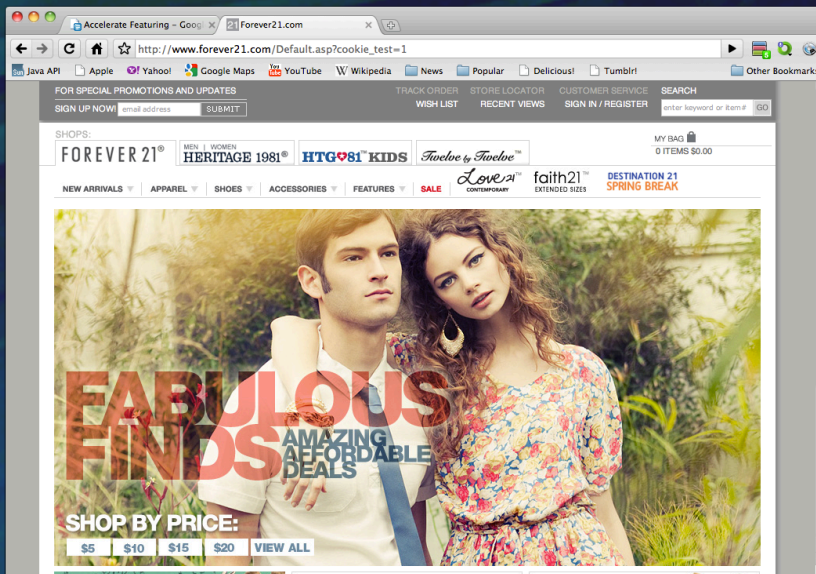
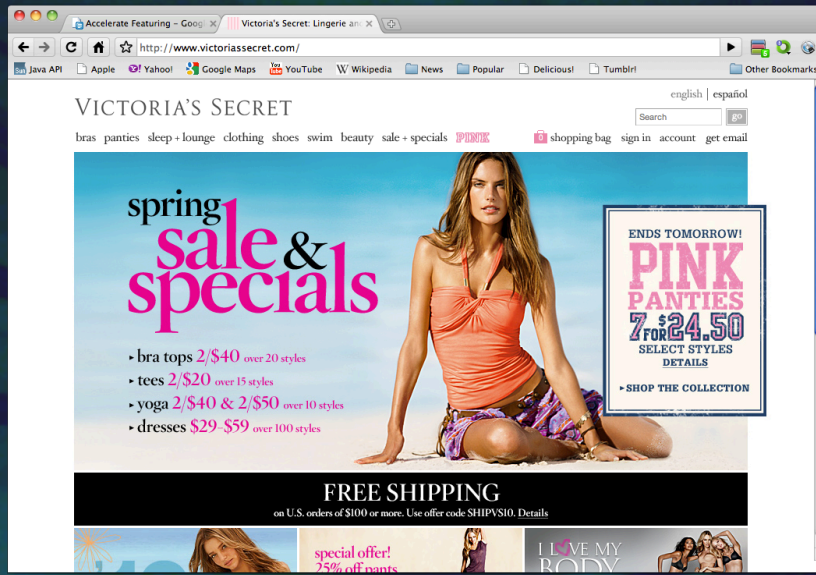
Brick & Mortar Observation



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

A dark blue tunnel with perspective lines and glowing lights. The tunnel is illuminated by a series of bright, glowing lights on the right side, creating a strong sense of depth and perspective. The lines of the tunnel walls and ceiling converge towards the center, creating a vanishing point effect. The overall color palette is dominated by deep blues and greens, with the lights providing a bright, cyan-like glow.

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

The image shows a perspective view of a tunnel. The walls and ceiling are dark, with several bright blue lights mounted on the right side, creating a strong sense of depth and direction. A semi-transparent grey horizontal band runs across the middle of the image, containing the word "Features" in white text.

Features

Soul: Key Features













Create Account









Preferred Username Name on card
Password Credit Card Type
Retype Password Credit Card #
Expiration PSN

Billing Info Shipping Info Same as billing
Street Address Street Address

State State
Zip Code Zip Code
Country Country

Which stores would you like to subscribe to? You can link your store specific cards on the next page.

 <input checked="" type="checkbox"/>	 <input checked="" type="checkbox"/>	 <input checked="" type="checkbox"/>	 <input checked="" type="checkbox"/>	 <input checked="" type="checkbox"/>	 <input checked="" type="checkbox"/>
 <input checked="" type="checkbox"/>	 <input checked="" type="checkbox"/>	 <input checked="" type="checkbox"/>	 <input checked="" type="checkbox"/>	 <input checked="" type="checkbox"/>	 <input checked="" type="checkbox"/>

 <input checked="" type="checkbox"/> <i>20% off Shipping This week only!</i>	 <input checked="" type="checkbox"/> <i>Check out the new Spring collection</i>
 <input type="checkbox"/> <i>New looks for Spring!</i>	 <input type="checkbox"/> <i>Start Summer with Hollister</i>
 <input checked="" type="checkbox"/> <i>Sale on Kahakis this week</i>	 <input checked="" type="checkbox"/> <i>Shirts on sale for Summer</i>
 <input checked="" type="checkbox"/> <i>New styles on sale Online only</i>	 <input type="checkbox"/> <i>Track suits 10% off</i>

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

accelerate

file:///Users/Amy/Dropbox/BID%20A3%20-%20SpeedShopper/flash/accelerate.html

Java API Apple Yahoo! Google Maps YouTube Wikipedia News Popular Delicious! Tumblr! Other Bookmarks

ACCELERATE

Leaders: 04/22/10

1: IBuyFast001	15 items	01:15:98
2: SpeedyShop	15 items	01:20:76
3: Hates2Shop	11 items	01:14:34
4: BulkUndies	10 items	01:35:06
5: ILuvClothes	10 items	01:39:27

CURRENT PURCHASE
00:00:00

Login Don't have a Username?

Search

(nothing in cart)

All Formal Casual Sports

Demo

10% off Shipping
This week only!

AMERICAN EAGLE
Check out the new
Spring collection

J.CREW
New Styles!

A|X
ARMANI EXCHANGE
New looks for
Spring!

HOLLISTER
Start Summer
with Hollister

10% off hoodies!

OLD NAVY
Sale on Kahakis
this week

H&M
Shirts on sale for
Summer

EXPRESS
10% all leather

Abercrombie & Fitch
New styles on sale
Online only

American
Apparel™
Track suits 10%
off

BANANA REPUBLIC
Check out our new
blazers

Get a Refurb Phone
at&t
*Two-year contract
restrictions apply.

BUY

A perspective view of a tunnel with blue lighting and a central text overlay. The tunnel walls are dark blue, and the floor is also dark blue. The ceiling is dark blue with several bright blue rectangular lights. The perspective is from the center of the tunnel, looking towards the end. A semi-transparent grey horizontal band is overlaid across the middle of the image, containing the text "Thank You!".

Thank You!