JE VEUX

be stylish, be smart

* French for "I want"

BASIC INTERACTIONS DESIGN · SPRING 2010 · A3 ONLINE LIFE   Satyajit Das · Jennifer Lu · Deanna Miller · Christine Wu

RECAP
user research and competitive analysis

- · Directed Storytelling
  - Good and bad shopping stories
  - 3 females, 1 male

- · Competitive Analysis
  - BananaRepublic.com
  - Gilt.com
  - VictoriasSecret.com
  - Kmart.com

- · Brick and Mortar Observations
  - White House/Black Market
  - K-Mart

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RECAP
insights

· Shopper appreciate personalized help when appropriate or in unfamiliar territory, like at Victoria's Secret

· Good service is the differentiating factor

· Browsing can be pleasurable, especially for women

· Faceted searches are helpful when there is a purchase in mind

· Shoppers like "a little something extra" like rewards or cash back

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claire mcpherson

Claire McPherson
Age 22
Currently resides in Los Angeles
Works as an animator's assistant

Claire recently graduated from college and got her first job as an animator's assistant. She doesn't have much savings and still has student loans to pay off, but she's looking forward to having a steady income!

No more cheap, throw-away clothes! I want some REAL clothes...And maybe a cute pair of boots. :)

PERSONA
claire mcpherson

She has always enjoyed fashion and now with an income, she wishes to upgrade from cheap, disposable goods to quality staple pieces. She's looking to develop her style while striking a balance between buying trendy and classic pieces.

She grew up in a middle class family. She's very close with her family, especially her older sister, who's been working for a couple of years already.

I'm so lucky to have even found a job. If there's anything this economic crisis has taught me, it's to live within your means!!!

JE VEUX
your personal stylist

Be stylish, be smart

JEVEUX.com is smart

· Not just a retailer, but also helps you find your style and makes personalized recommendations

· Keeps track of purchases for style "evolution"

You are smart

· Good balance between trendy impulse buys and classic investment pieces

· Fashion education

JE VEUX
mood board

style icons

complete "looks"

Sample Typography

Classic Fonts   Trendy Fonts
Classic Fonts   *Trendy Fonts*
Classic Fonts   Trendy Fonts

*personal stylist
big sister advice*

individuality

PROBLEM
let's revisit claire's situation

Yay, graduation!

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Yay, first job!
Yay, money!

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What's my style?
What are good investments?
How do I not go broke?

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JE VEUX
solves claire's problem

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What's my style? . . . . Style Finder
What are good investments? . . . . Investment Recommendations
How do I not go broke? . . . . Wish List Management
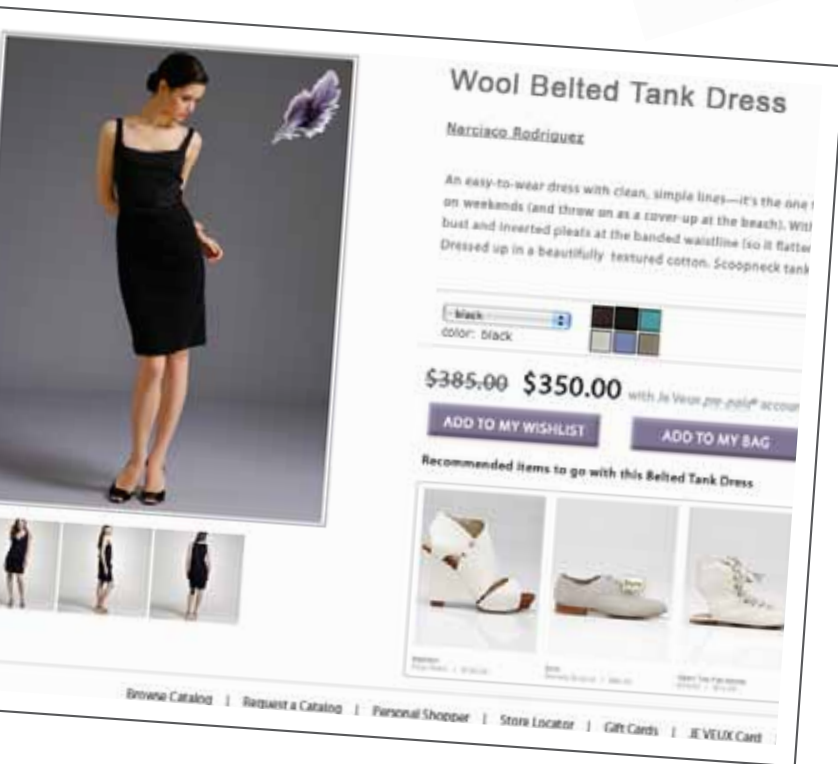
JE VEUX
what's my style?

Style Finder

· Similar to quizzes found in fashion magazines

· Short and fun

· Uses style icons for easy style association

· Lets website personalize offerings, recommend appropriate investments, and provide accurate sizes

Tell us whats your style by answering these questions

2 What is your perfect destination for a week long vacation?

○ New York City

○ Caribbean

○ Australian outbacks

○ Italy

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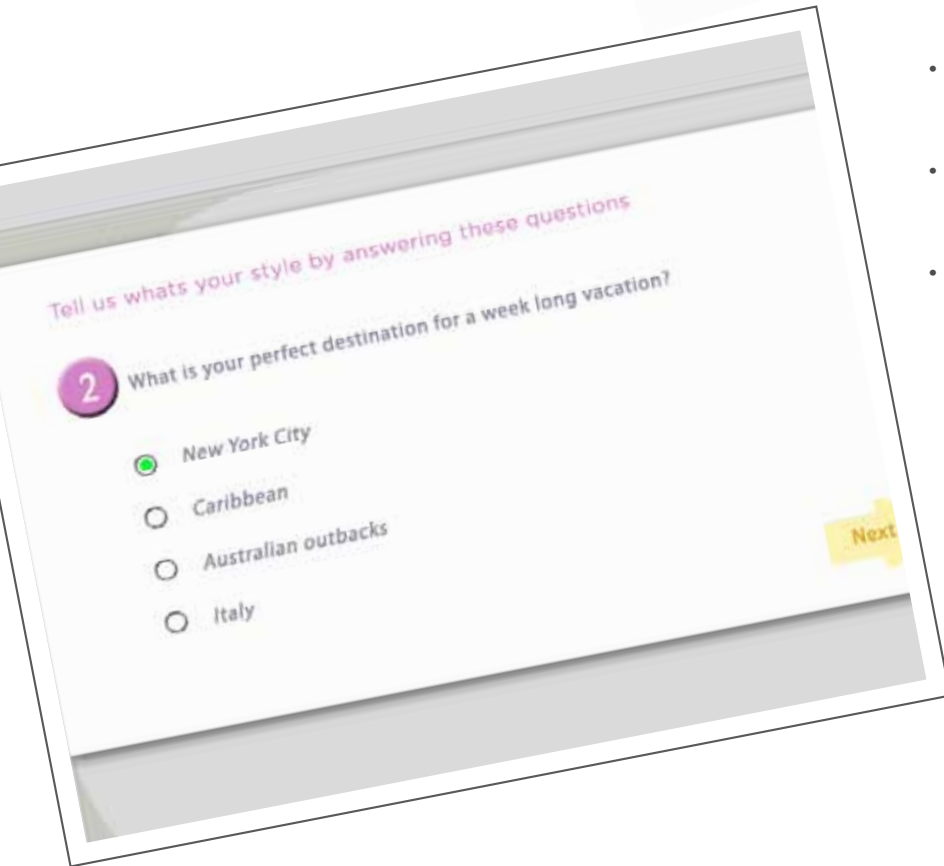
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what are good investments?

Investment Recommendations

· Investment pieces are recommended alongside an outfit, not standalone

· Story of piece

· Different ways to wear it

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how do i not go broke?

Wish List Management

· Add pieces that are "just out of reach"

· Fund wish list "pot" biweekly or monthly (PayPal, credit card, or bank account)

· Keeps fashion budget in check

· Email notifications

· Perks:
Early access to upcoming collections
$25 gift card for every $500 spent
Monthly drawings to "grant a wish"

JE VEUX
website demo
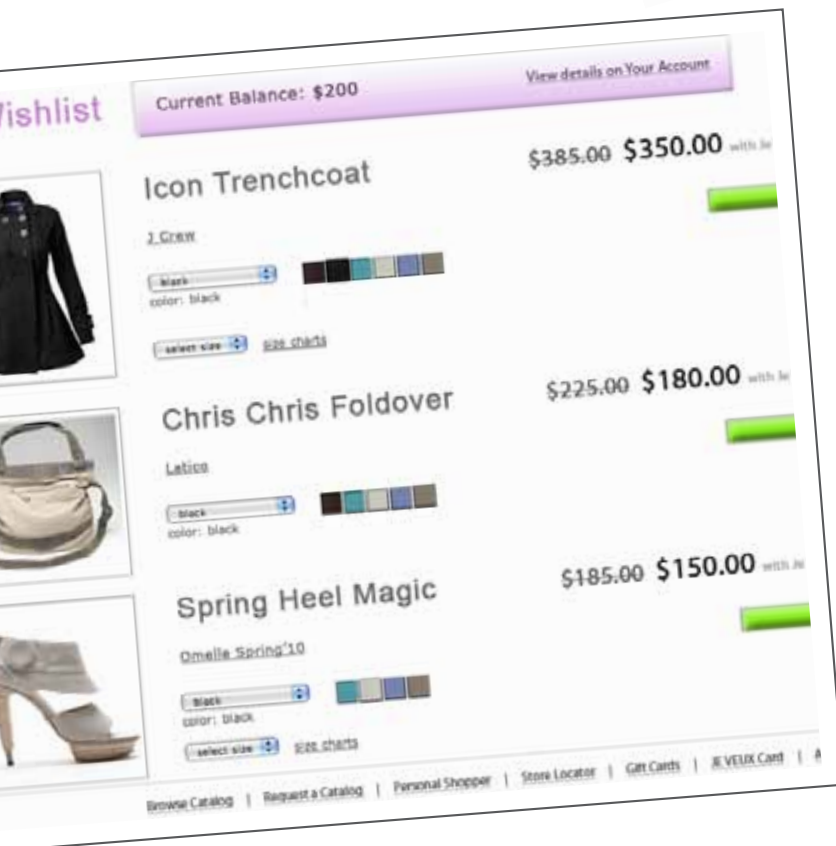
Scenario:
Finding the perfect "little black dress"

Claire needs a little black dress for a work function but doesn't think what she currently owns is suitable. Her older sister, Julie, recommends that she takes a look at jeveux.com.

Claire visits the website and starts off by taking the Style Finder quiz.

JE VEUX
website demo

Scenario:
Investing in a trench coat

Claire notices that a mid-length trench coat is a highly recommended investment for the upcoming spring season.

She doesn't have the cash for it right now, so she decides to add the coat to her Wish List.

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Thank you!