



BID A.3

Research and Synthesis Phase

Satyajit Das, Jennifer Lu, Deanna Miller, Christine Wu

Persona

Meet your new favorite shopper

Persona - Claire

- Wants to graduate from college mentality
- Wants to be professional and not buy cheap disposable goods like she did in college
- Opportunity: to be budget friendly and encourage 'good investments' in staple goods



Recent college graduate
Employed as an accountant
Fashion trend conscious
Female
Age group: 22 to 27 years

User Research

Directed Storytelling

Competitive Analysis

Brick & Mortar Study



Directed Storytelling - Sarah

Female
24 years old
San Francisco

Differential Customer Service Experience

“Not only was she rude, she lied about certain policies where in fact, she just had no clue. She didn't want to say "don't know", so she said "no" instead, to my question.”

“What made it so great was his knowledge of the store's inventory and items, even though they weren't displayed. I liked how I was able to tell him what I was looking for and he was able to help me.”

Directed Storytelling - Lynda

Female
29 years old
Sunnyvale, CA

Browsing = Shopping

“The claims correspondence page doesn't give detail...”

“...Claim status is hard to find...”

“From then on, I never buy anything over \$100 on e-bay ever again.”

“I like Bing cash-back. If you look for stuff thru their shopping site, and click their links, you get a % of what you paid for the item back. So i was buying a pair of waterproof shoes, so I did my research on zappos.com”



Directed Storytelling

Directed Storytelling - Stephanie

Female
25 years old
Los Angeles, CA

De-stress and pass time

“The first thing I look at when I go to a store is their sales or clearance rack”

“I used to be less of a thrift shopper, but one time I saw something on the sales rack that I bought earlier when it wasn't on sale. I could've saved \$20.”

Directed Storytelling

Directed Storytelling - Joe

Male
23 years old
San Francisco, CA

Buys electronic gadgets but not clothing

“I don't really look for deals, I just buy what I think looks nice”

“I don't shop that much so it's not imperative that I have to find the best deal.”

“Of course I'm not going to buy a \$100 t-shirt.”

“I usually don't go shopping by myself, although I don't mind going shopping with the girlfriend”

Competitive Analysis

Banana Republic

Gilt

Victoria's Secret

K-mart

The screenshot shows the Banana Republic website homepage. At the top, there are navigation links for 'OLD NAVY', 'BANANA REPUBLIC', 'PIPERLIME', and 'ATHLETA'. A promotional banner for '5 more, 1 low flat shipping rate' is visible. The main content area features a large image of a man and a woman in casual attire, with the text 'LIVE IN CHINO. SEVEN DAYS A WEEK.' Below this, there are sections for 'STYLESCENE: THE CHINO' and 'BE THE FIRST TO KNOW'. At the bottom, there are links for 'sky-high style', 'ATHLETA', and '5 stores new locations'. The footer contains various customer service links like 'Customer Service', 'Store Locator', and 'Contact Us'.

The screenshot shows the Gilt website homepage. The top navigation bar includes 'Welcome Sally (Sign Out)', 'Account', 'Invite Friends', 'Blog', 'Help', and 'Feed'. The main content area features a large image of a beige armchair on a rug, with the text 'nuLOOM Flokati Rugs'. Below this, there are sections for 'Segeform' and 'John Robshaw'. A 'Sales Calendar' section is visible at the bottom, listing various brands and their featured items for different days of the week.

The screenshot shows the Victoria's Secret website homepage. The top navigation bar includes 'VICTORIA'S SECRET' and 'bras panties sleep+loungewear shoes swim beauty sale+specials'. The main content area features a large image of a woman in a bikini, with the text 'SUN SEA SAND SEXY'. Below this, there is a promotional banner for '\$15 OFF ORDERS OVER \$150'. The bottom section features a 'SEXY IS BACK' campaign with the text 'dress to impress' and 'new! must-have sandals'.

The screenshot shows the K-mart website homepage. The top navigation bar includes 'Kmart', 'See it All!', 'Shop', and 'Explore'. The main content area features a large image of a patio set, with the text 'Up to \$120 OFF Fitness Equipment'. A 'BlueLight Specials' banner is visible at the bottom. The right sidebar contains a list of departments: 'All Departments', 'Swim Shop', 'Appliances', 'Baby & Nursery', 'Beauty', 'Bed & Bath', 'Books & Magazines', 'Clothing', 'Electronics & Office', 'Fitness & Sports', 'For the Home', 'Health & Wellness', 'Home Improvement', 'Jewelry & Watches', 'Lawn & Garden', 'Music, Movies & Gaming', 'Outdoor Living', 'Pharmacy', 'Pets', 'Shoes', 'Toys & Games', and 'Clearance'.



Competitive Analysis: Banana Republic

Found unique branding system

Used shopping cart as personalization

Showcases discount prices and fashion statements



Competitive Analysis: Gilt.com

Shopping website features designer brands at a “deep” discount

Uses branding in look as well as images of items

Features daily advertisements of sales that will commence at noon


Showcases discounts

Competitive Analysis: victoria's Secret

Has several “featured categories”

Personalization based on user behavior “We think you’ll also love”

we think you'll also love



NEW! Racerback stretch tank
\$12.50 or Special any 2/\$20

Off-the-shoulder drapey top
Orig. \$48.50 Sale \$39.50



Competitive Analysis: K-mart

Has a carousel navigation with featured advertisement

Features a faceted search



User Analysis: Brick and Mortar

Completed a brick and mortar analysis of the following establishments:

- White House/Black Market
- K-Mart

Found sales associates tried as much as possible to personalize experience in White House/Black Market as opposed to K-Mart where shoppers simply browsed the racks

- “What are you looking for today?”
- “Are you looking for some of our new spring trends?”

Shoppers in White House/Black Market looked at items themselves but took advantage of help from sales associates



Summing It Up

Research helped narrow down target audience

Personalization features on sites such as Victoria's Secret "What you like" are very useful

'Faceted Search' of combining search and browse makes it convenient and intuitive for the user to get to the product

Scenario and Wireframes

Purchasing that “perfect dress”



The Framing

Claire recently graduated from NYU with a degree in Media Arts

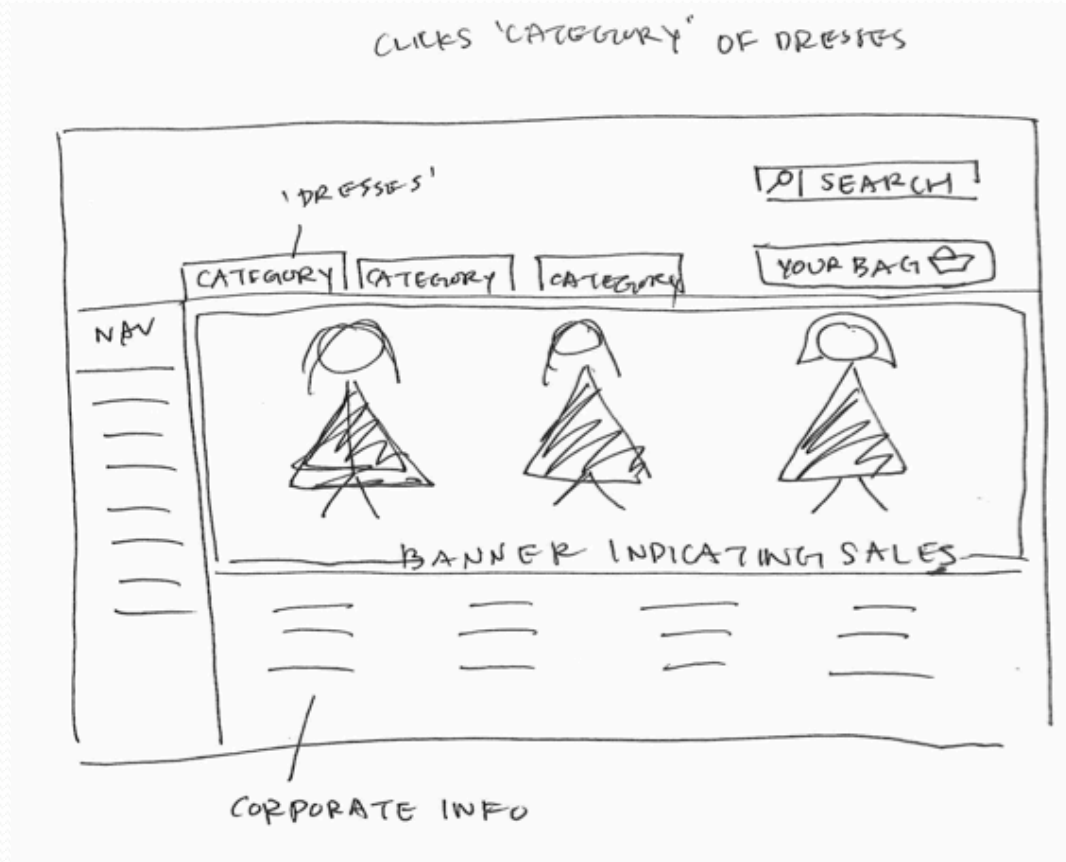
Works as an entry level animator for a large animation studio

Reason for Shopping

- There's an upcoming work gathering and she wants to find something appropriate
- Trendy but professional
- Her older sister referred her to the site
- She's trying to find a 'little black dress'

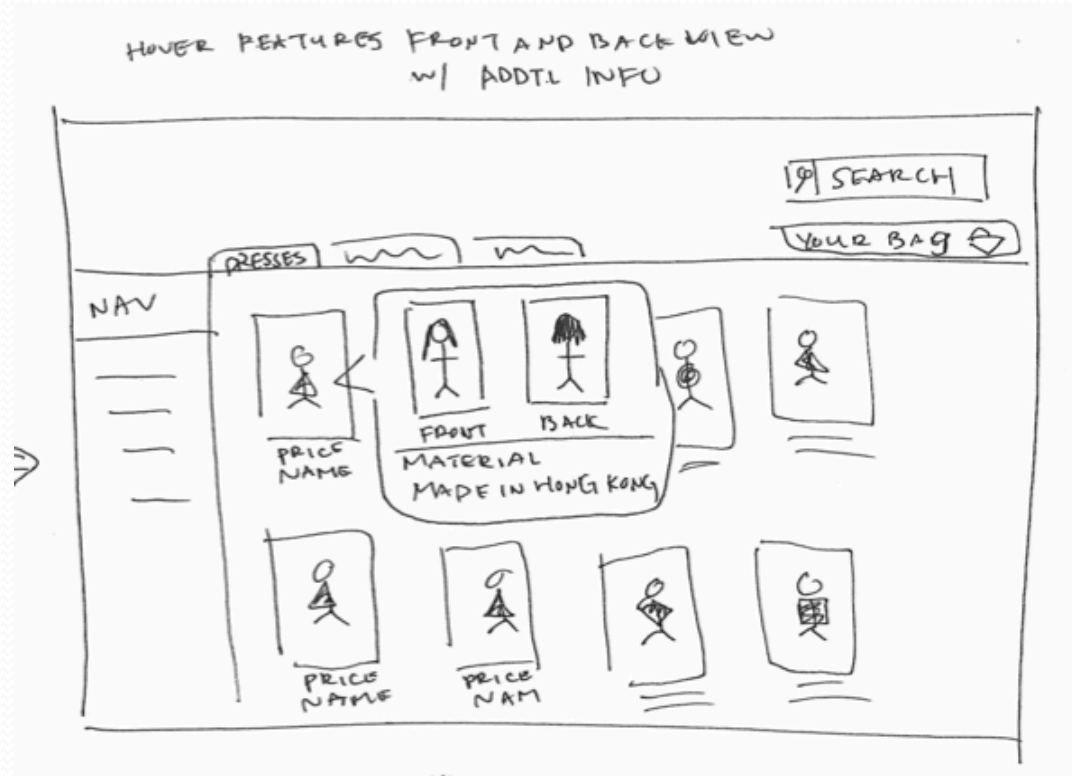
Scenario

Selects "Dresses" after looking at navigation menu



Scenario

Hovers over the image of the “perfect dress”



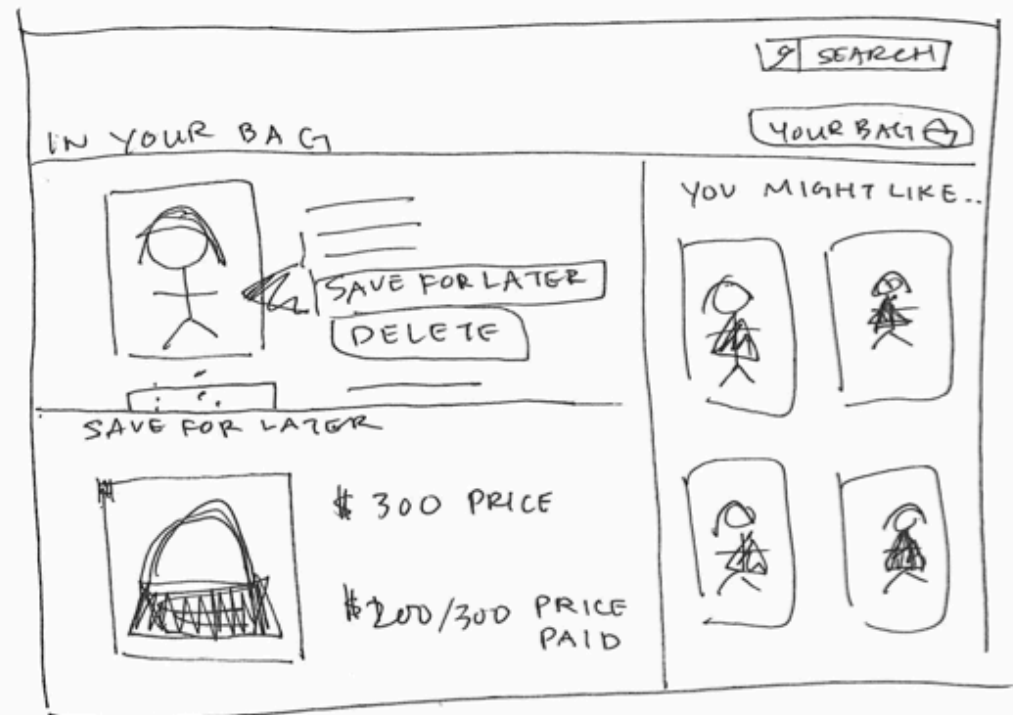
Scenario

Selects dress to give a detailed view



Scenario

Puts dress into shopping cart



- FEATURES =
- WHATS IN YOUR BAG
 - SAVE FOR LATER
 - SUGGESTIONS



Questions?