Configurator research

1. Uber Eats

- Interface type and style

It is simple and easy to choose different options because it is all on a single page. The choices are all text with no supplemental images of the impact of different choices, since it needs to accommodate many different types of restaurants, cafes, etc. Users simply click on the different option buttons.

- Options/choices

Different according to the type of the restaurant, customizable for shop owners.

- Interactive user-experience

After clicking on all of the options to choose from, the user get an end result of the customized product with detailed text descriptions of the choices they made.

2. Xbox Design Lab

- Interface type and style

Interface is responsive according to the size of the page. Has a 3D model showing the result of each of the actions the user makes, including images from multiple angles of the product. Options are collapsable on a single page.

- Options/choices

Choices are mainly colors and the arrangement of buttons. There are separate color options for the body, the back, the bumpers, triggers, D-pad, thumb-sticks, as well as customizable engraving of up to 16 characters.

- Interactive user-experience

User get a clear experience of modifying the colors and buttons of the controller, and after adding it to bag it shows detailed descriptions of the choices as well as an image of the customized product.

3. Apple configurator for iPad Air

- Interface type and style

There is a path/step for the user to follow and the result affects the price of the product. There is option for the user to go back and change previous steps.

- Options/choices

Options include color, storage, connectivity, engraving, and accessories. I think it is interesting to have accessories as a part of the configurator process.

- Interactive user-experience

Smooth, and promotes similar products the user is interested in other than the product itself.

4. Jellycat website for stuffed animals

- Interface type and style

Cute, but the interface is not as advance as the other ones I researched. There are limited choices and interaction.

- Options/choices

There is a standard color and size. The customization allows changes in thread color, font style, and text.

- Interactive user-experience

All on one page and the configurator is collapsable.

Product Knowledge

- *Common materials*

Material needs to be suitable from birth. Modern stuffed toys are commonly constructed of outer fabrics such as plain cloth, pile textiles like plush or terrycloth, or sometimes socks. Common stuffing materials include synthetic fiber, batting, cotton, straw, wood wool, plastic pellets, and beans.

- *Colors*

The problem is that plush toys are usually covered with difficult-to-dye materials. If they are covered with wool, mohair, or nylon, you can dye them with acid dyes; if they are covered with cotton velveteen, or silk or rayon velvet, they can be dyed with cold water fiber reactive dyes, such as Procion MX dyes.

- *Product specifications*

Stuffed toys come in an array of different sizes, with the smallest being thumb-sized and the largest being larger than a house. However, the largest somewhat commonly

produced stuffed animals are not much bigger than a person. Most stuffed animals are designed to be an appropriate size for easy handling.

- *User demographics*

User is going to range from kids to grandparents, and they could be purchased for self use or as gifts. So there should be a gift option available.

- *Buying experience and purchase considerations*

Considering that it is difficult for kids to read large chunks of text, the page should be simple and colorful with easy to follow guidelines and signifiers. It is worth considering having an option to customize accessories for the toy such as hats, shoes, etc.