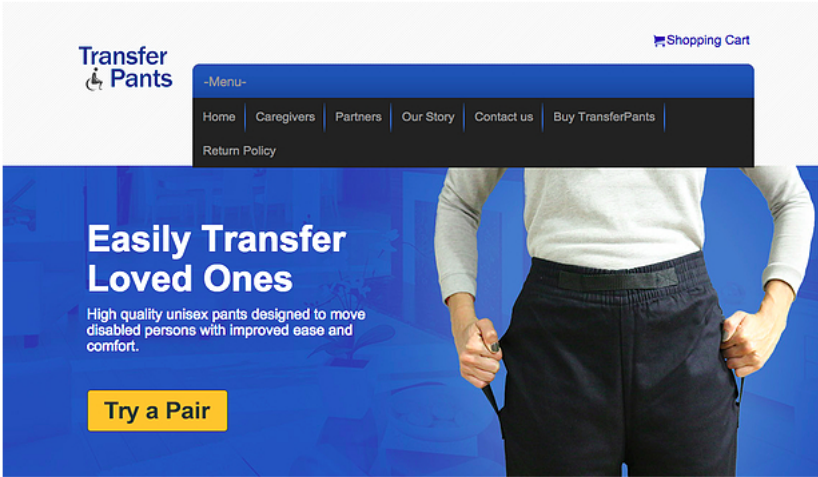


# FANYA YOUNG



The Challenge:

How to increase sales for a small e-commerce website?  
We began by asking customers about their own experience with TransfPants.

Analytics & Insights Report

Text

Slide01

# TransferPants:

## Analytics & Insights

Created by Fanya Young  
Date: August 12, 2015  
General Assembly, 225 Bush st., SF, CA

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According to the research, only 36% of customers chose the right size.  
*"Why couldn't customers accurately choose the right size?"*  
We can find the answer by using personas.

### Persona Development



AGE 65  
OCCUPATION Retired school teacher  
STATUS Married  
LOCATION San Francisco

MOTIVATIONS  
Fear  
Growth  
Power

PERSONALITY  
Extrovert ☐ Introvert ☒  
Sensing ☐ Intuition ☒  
Thinking ☐ Feeling ☒



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The Empathy Map graphed along the purchase process results in a Journey Map. We can see her pain points and when they occur. The problem is clear:

*Sizing is the #1 problem during the initial purchase & for returns!*

Slide2

# Analysis:

TransferPants used its own unique sizing:

32"- 34" waist size = Size XXS  
(waist size = measurement of waist x 2)

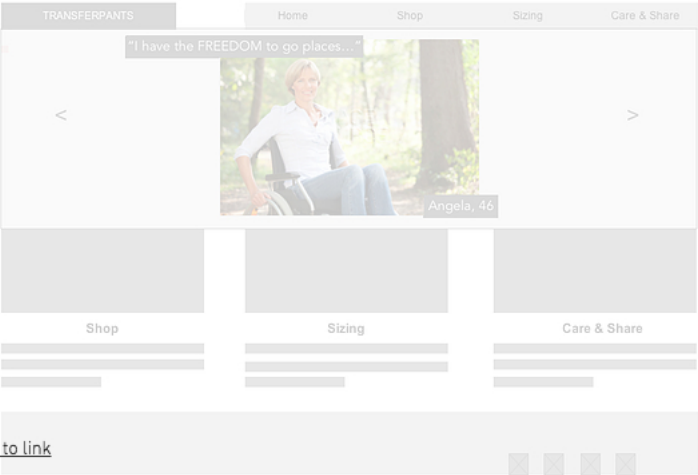
The sizing is the reason for lost profits. The company is not a at a viable e-commerce website because it affects purchases & returns!

The Solution is to make it easier to select the correct size by

- Changing the tag inside the pants
- Providing a chart with size conversion
- Creating an Auto-Size widget for customers

## Wireframes

HOME



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Sketches were turned into wireframes...  
Improvements were made...  
Those designs were iterated and redesigned...

## Prototype



Introducing the new TransferPants website...



HOME CONTACT ABOUT BLOG

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<http://www.fanya.biz/#transferpants/cqol> Thu Sep 24 2015 17:19:34 GMT-0700 (PDT)