



LoomHouse ReDesign

Thought Process 2018

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The Primary Goals for a redesign for The Loom House.

- Create an experience that is consistent with our other award-winning websites.
- Be a great landing pad. Many users access Loom house on the web only after using our other apps and websites that they could not find what they were looking for. This should be a fluid experience from start to finish.
- Be a great site that converts. Take advantage of the platform, which means it is accessible everywhere, and focuses on light interactions. Focusing on ease of use and responsiveness.
- Focus on finding things fast and adding items to shopping cart quickly, and effortlessly.
- Speed. The website should load quickly and help people perform a variety of key actions quickly.

"The new version of Loomhouse is so clean and uncluttered that it makes me want to spend more time looking for products, enjoying the ease of use and eventually making a purchase."

- User 1

A new, simplified shopping experience from beginning to end.

Search, Find & Buy.

When users are in a web browser, they are often working with multiple tabs open, may be on a public computer, or may have slow internet access. Focusing on quick, lightweight actions was the best experience for them as well as users coming from other platforms.

An overall focus on shopping and less time on searching

We wanted a quick and effective shopping experience that allowed users to focus on shopping without distraction. It couldn't be any simpler than that. Once you start shopping, the rest of the UI melts away, helping you focus on your task of shopping rather than searching. Editing tools only show up when you need them, and other insertion tools are tucked away on the right.

Find what you're looking for - quickly

When a user goes to search for something, they have cognitively left their current context, effectively saying they can't find what they are looking for on the screen. We wanted to use this cue from the user to offer them a full screen experience to help them find what they are looking for in that moment. This full screen search experience clears away the clutter, but it also allows us offer more unique search suggestions and results in the future. Allowing the user to select

what size product they're shopping for creates a less stressful way of finding the right product offering at the right dimensions they're looking for.

Catering to that specific demographic by creating effective user personas.

- **Using the clients feedback through this process made for creating useful story boards, journey maps, and creating user personas to help with the design process by deigning in a way what would be beneficial to the user and increase the conversion rate of the client.**