Julia M Hotz

UX/UI Designer

Case Study 1

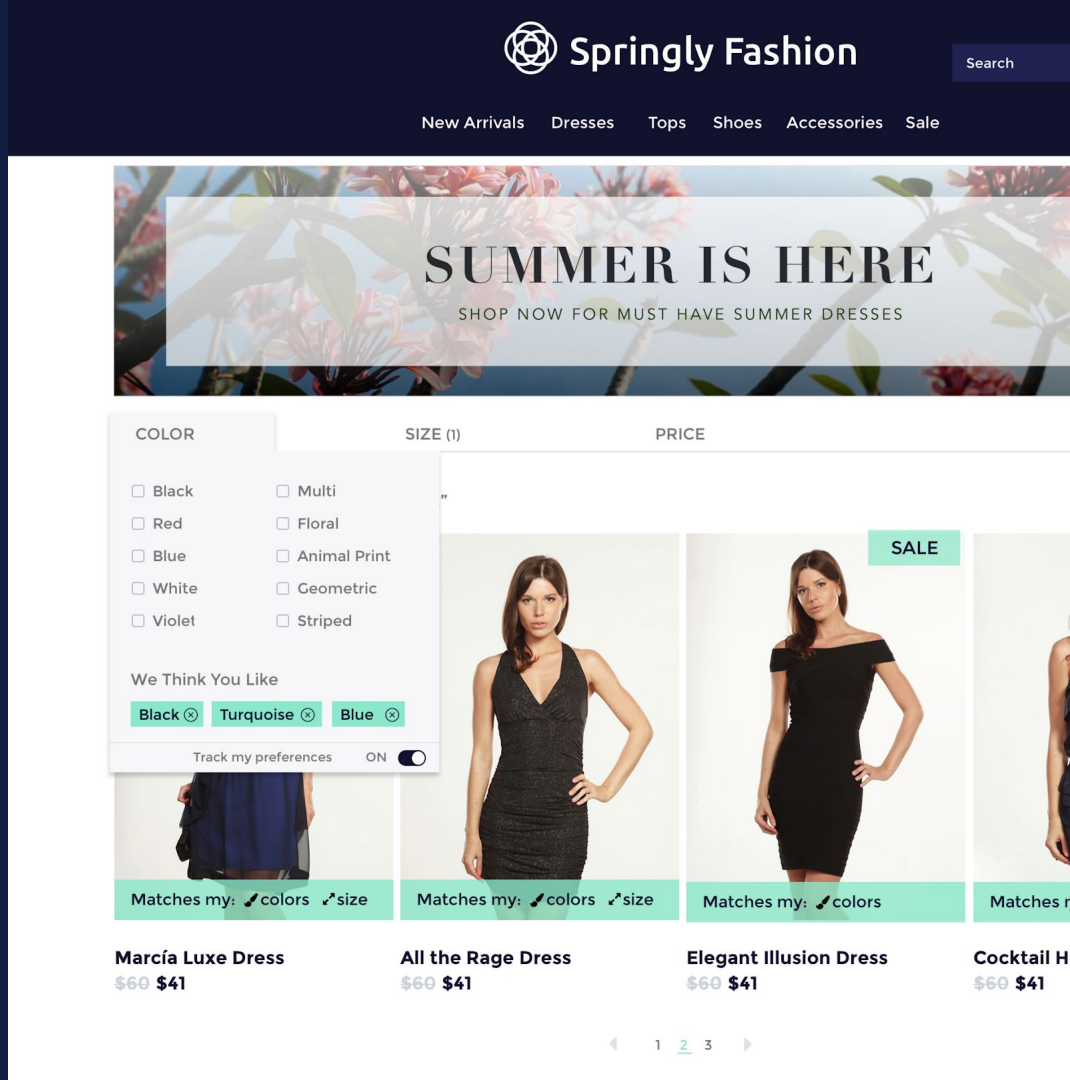
Ecommerce Personalization

Problem:

Ecommerce sites want to give their shoppers a personalized shopping experience with results matching their prefered attributes

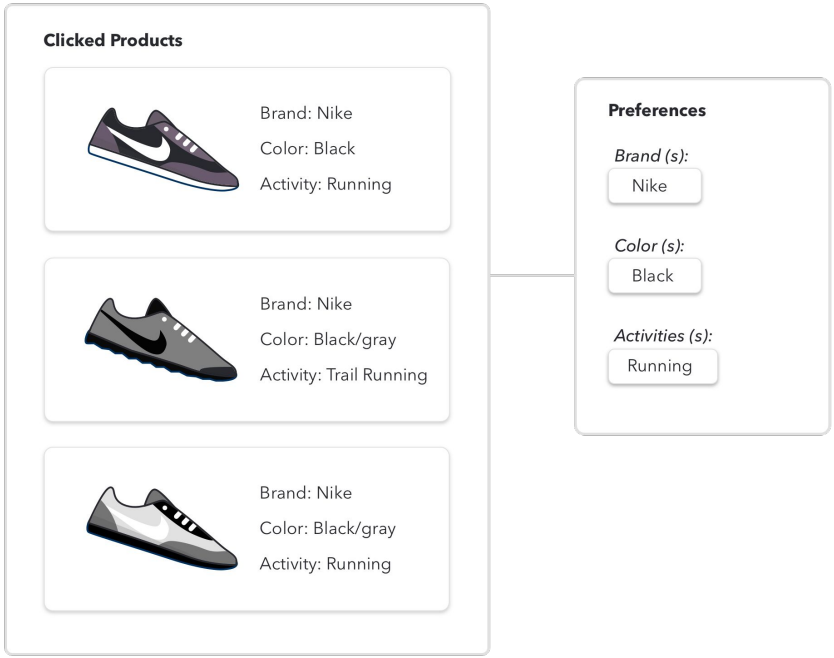
What I Did:

Wireframes, usability testing/synthesis, hi-fi mockups, click through prototypes

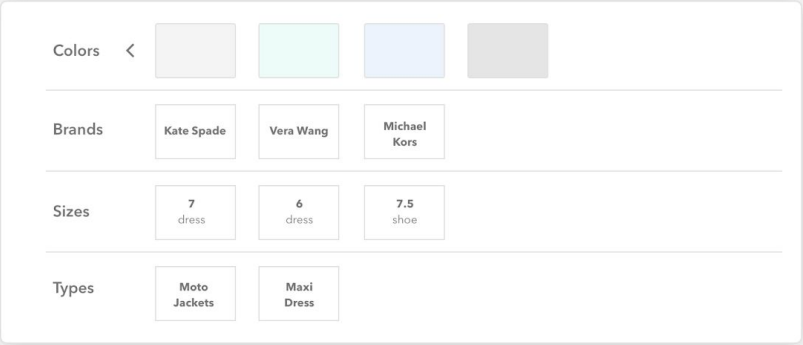


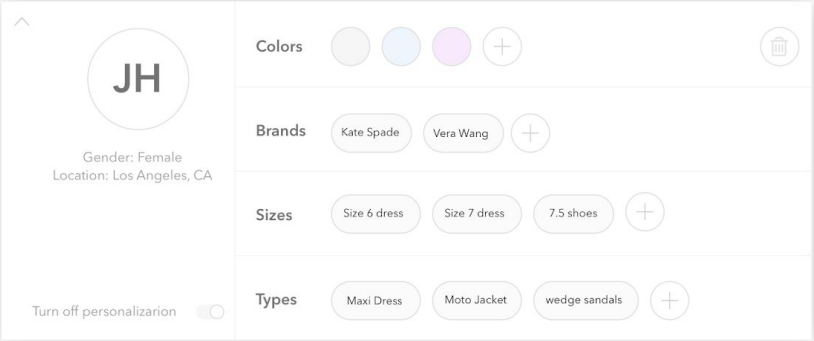
Challenge 1: Gathering Data

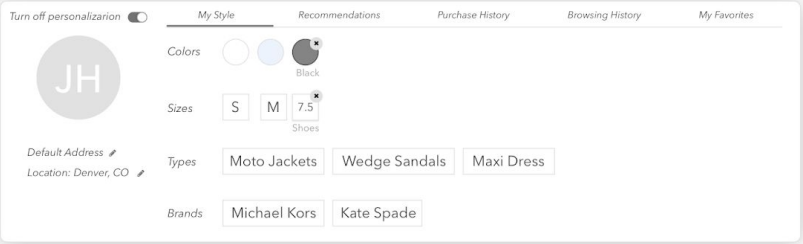
Build a profile of a shopper's preferences based on products they click on

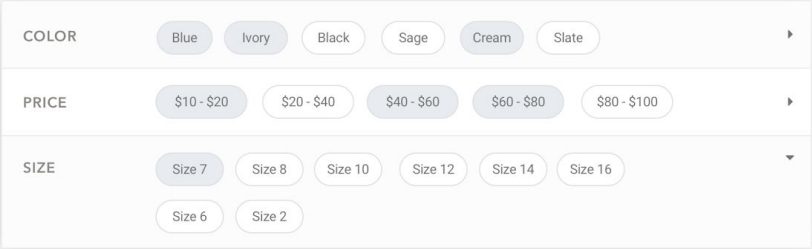


Challenge 2: User Control









Early approaches for an interface to allow users to control their data

Springly

New Arrivals | Dresses | Tops | Shoes | Accessories | Sale

Search

My Account

Search Results for "Dresses"

Size: Small ×

Clear All

Customize Preferences

Sort by Best Match

View 24 | 60

1 2 3 4 5 ... 10 >

STYLE -

- Maxi Dresses
- Day Dresses
- Strapless Dresses
- Backless Dresses
- Skater Dresses

+ Show more

COLOR -

- Black
- Blue
- Red
- Gold
- Pink

+ Show more

PRICE +

Springly

New Arrivals | Dresses | Tops | Shoes | Accessories | Sale

Search

My Account

Search Results for "Dresses"

Size: Small ×

Clear All

MY STYLE

Add a Style +

COLORS

BRANDS: Kate Spade, Vera Wang

SIZES: Size 6 dress, Size 7 dress, 7.5 shoes

CATEGORY: Women

Turn personalization on/off ON

Sort by Best Match

View 24 | 60

1 2 3 4 5 ... 10 >

STYLE -

- Maxi Dresses
- Day Dresses
- Strapless Dresses
- Backless Dresses
- Skater Dresses

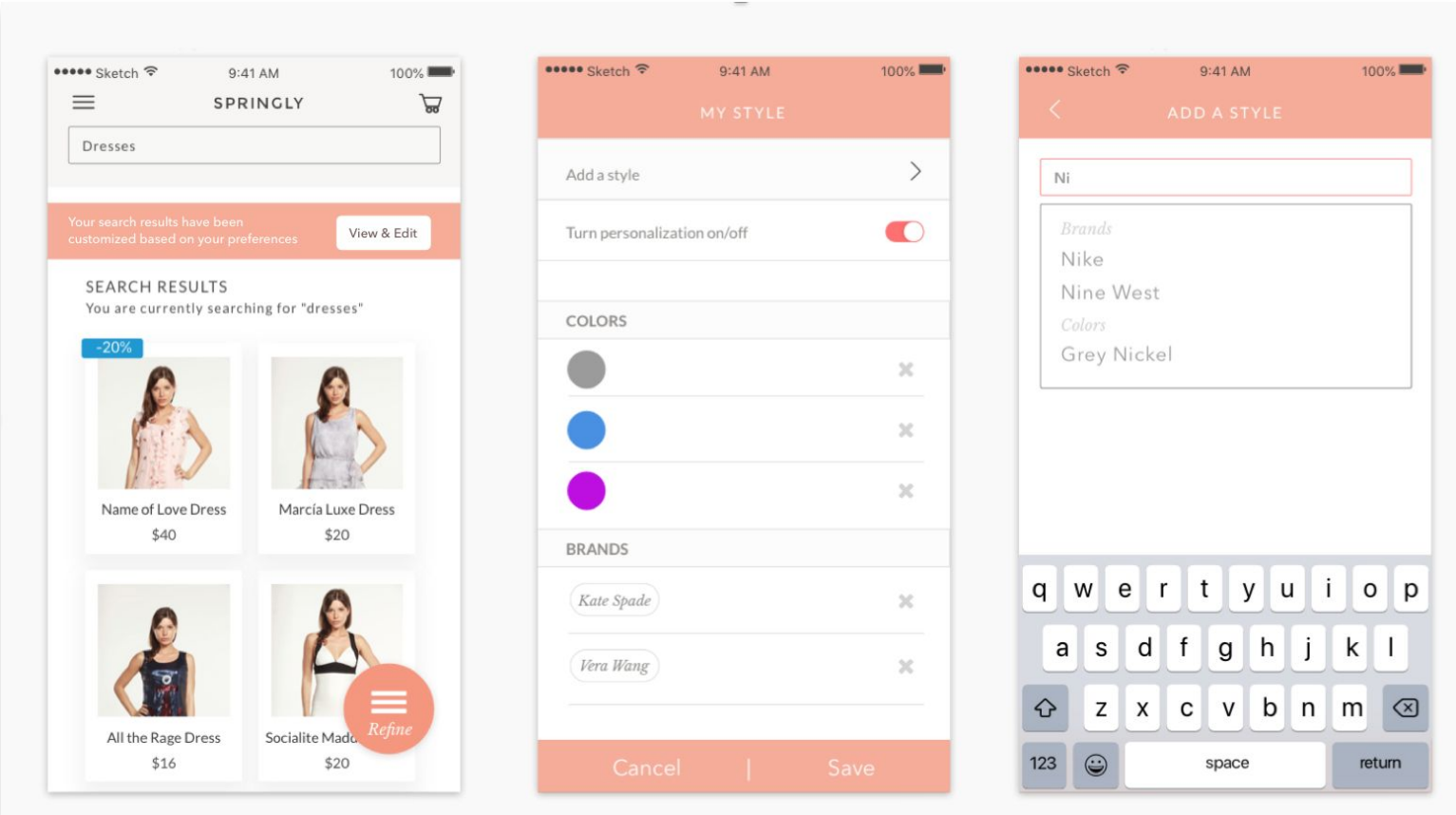
+ Show more

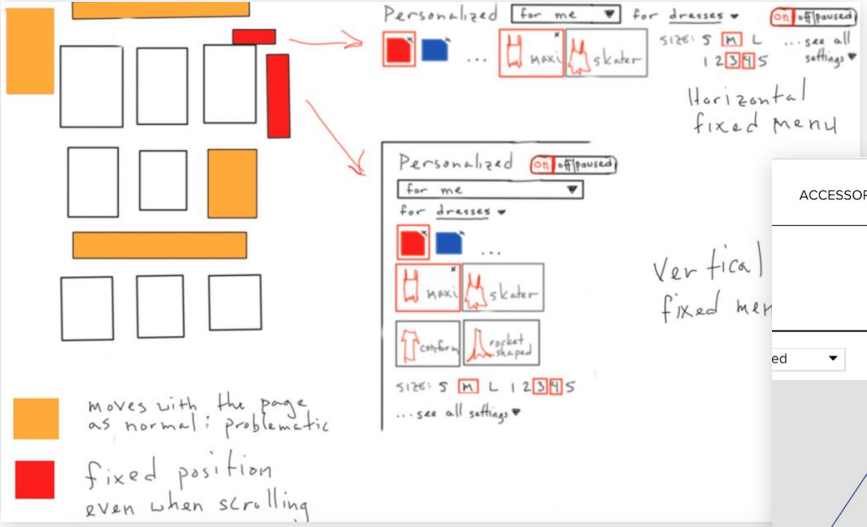
COLOR -

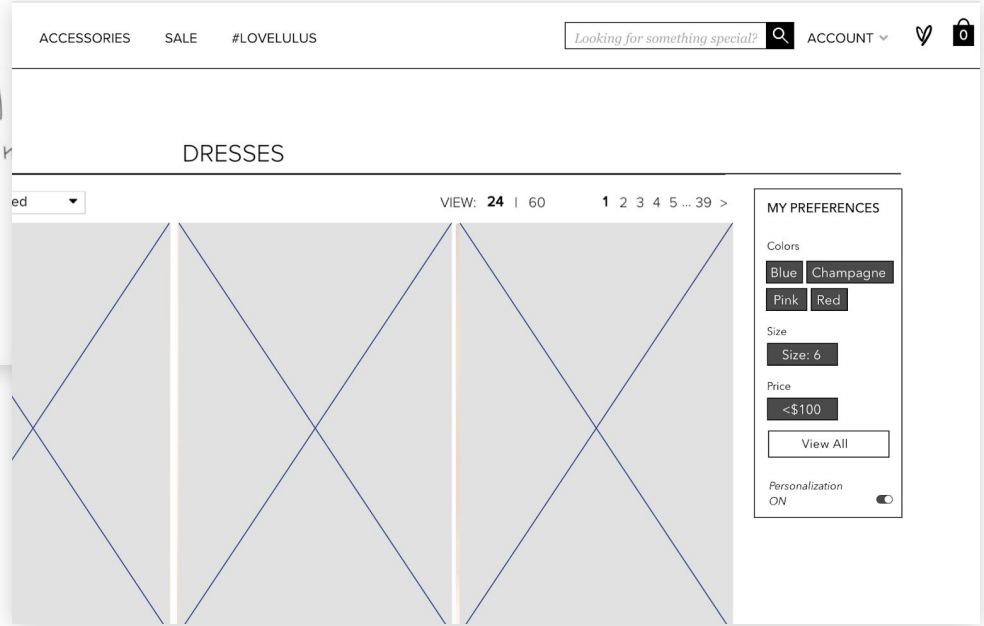
- Black
- Blue
- Red
- Gold
- Pink

+ Show more

PRICE +


Sketch
9:41 AM
100%
SPRINGLY
Dresses
Your search results have been customized based on your preferences
View & Edit
SEARCH RESULTS
You are currently searching for "dresses"
-20%
Name of Love Dress
$40
Marcía Luxe Dress
$20
All the Rage Dress
$16
Socialite Madd
$20
Refine
Sketch
9:41 AM
100%
MY STYLE
Add a style
Turn personalization on/off
COLORS
BRANDS
Kate Spade
Vera Wang
Cancel
Save
Sketch
9:41 AM
100%
ADD A STYLE
Ni
Brands
Nike
Nine West
Colors
Grey Nickel
q w e r t y u i o p
a s d f g h j k l
z x c v b n m
123
space
return


Personalized
for me
for dresses
on
off
paused
maxi
skater
SIZE: S M L
1 2 3 4 5
...see all settings
Horizontal fixed menu
Personalized
for me
for dresses
maxi
skater
confirm
rocket shaped
SIZE: S M L 1 2 3 4 5
...see all settings
Vertical fixed men
moves with the page as normal: problematic
fixed position even when scrolling


ACCESSORIES
SALE
#LOVELULUS
Looking for something special?
ACCOUNT
0
DRESSES
VIEW: 24 | 60
1 2 3 4 5 ... 39 >
MY PREFERENCES
Colors
Blue
Champagne
Pink
Red
Size
Size: 6
Price
<$100
View All
Personalization
ON

YOUR PREFERENCES FOR Dress

PREFERENCES

STYLE

DRESSES

Little Black Dresses
Backless Dresses
Bodycon Dresses
Long Sleeve Dresses
Sweater Dresses
Holiday Dresses
Strapless Dresses
Two-Piece Dresses
Maxi Dresses
Midi Dresses
Short Dresses
Casual Dresses
Skater Dresses
Shift Dresses
Wrap Dresses
Print and Floral

COLOR

Blue | Ivory | Black | Navy | + Cream | + Slate

Aqua
Navy
Gray
Lavender
Champagne
Mint

PRICE

$10 - $20 | $20 - $40 | + $60 - $80

SIZE

Size 7 | Size 8 | *Add a preference* | + Size 10 | + Size 12 | + Size 14

Turn personalization on/off ON

24 | 60

1 2 3 4 5 ... 39 >

LULUS
Angelic Way Blush One-Shoulder Maxi Dress
$72

Internal Testing

Findings

Noisy, Unreliable data

Possible solution:

Supplement implicit data with explicit data. Asking users their preferences with in-line questions

Search Results for "Dresses"

Size: Small ×

Clear All

TYLE -

- Maxi Dresses
- Day Dresses
- Strapless Dresses
- Backless Dresses
- Skater Dresses

Show more

COLOR

- Black
- Blue
- Red
- Gold
- Pink

Show more

RICE

FAVORITE SILHOUETTES

Select all the silhouettes that interest you.

Maxi | Skater | Empire | Body-Con

- Maxi Dresses
- Day Dresses
- Strapless Dresses
- Backless Dresses
- Skater Dresses

+ Show more

COLOR -

- Black
- Blue
- Red
- Gold
- Pink

+ Show more

PRIC

SIZE

Marcía Luxe Dress ~~$60~~ **$41**

Marcía Luxe Dress ~~$60~~ **$41**

Marcía Luxe Dress ~~$60~~ **$41**

LEVEL OF COVERAGE

Select any sleeve options that interest you

Long Sleeve | 3/4 Sleeve | Stapless | Tank or Halter

- Maxi Dresses
- Day Dresses
- Strapless Dresses
- Backless Dresses
- Skater Dresses

+ Show more

COLOR -

- Black
- Blue
- Red
- Gold
- Pink

+ Show more

PRICE +

Marcía Luxe Dress ~~$60~~ **$41**

Marcía Luxe Dress ~~$60~~ **$41**

Marcía Luxe Dress ~~$60~~ **$41**

LEVEL OF COVERAGE

Select any sleeve options that interest you

Long Sleeve | 3/4 Sleeve | Stapless | Tank or Halter

LOGIN or REGISTER | WHAT IS JWINES

YOUR COLLECTION:

J WINES
The Premier Kosher Wine Store

Search by item or category

Wines | Collections | Library Wines | Wine Clubs | Gifts | New Wines | Most Popular | Accessories | Sale

Home > Wines

FILTER BY:

SHOPPING TOOLS
- In Stock (701)
- On Sale (644)
- New (11)

PRICE
- $0.00 - $9.99 (70)
- $10.00 - $19.99 (285)
- $20.00 - $29.99 (198)
- $30.00 - $39.99 (106)
- $40.00 - $49.99 (57)
- $50.00 - $59.99 (31)
- $60.00 and above (116)

COLOR
- Red (594)
- Rose (33)
- White (205)

WINE TYPE +

Which color wine do you prefer? Red | White | Pink

SHOWING **1** - **18** OF **863** ITEMS

Sort By: Recommended | Page: 1 2 3 4 5 > | Show: 18 per page

Casa De Cielo Cabernet Sauvignon

Price: ~~$8.99~~ $8.49 | Qty: 0

Case Price: ~~$107.88~~ $101.88 | Qty: 0

+ ADD TO COLLECTION

Baron Bastis Chardonnay

Price: ~~$11.99~~ $9.99 | Qty: 0

Case Price: ~~$143.88~~ $119.88 | Qty: 0

+ ADD TO COLLECTION

KIYONNA
EST. 1996

SIGN IN | REGISTER | CONTACT US | STORE LOCATOR

blue dress | USD US Dollar | MY BAG 0

FREE SHIPPING & RETURNS | on all ground Continental US retail orders $150 or more.*

NEW ARRIVALS | MOST LOVED | DRESSES | SEPARATES | SHAPERS | WEDDING | SALE | STYLE GUIDES | MORE

Home > Search Results

FILTER RESULTS

COLOR

PRICE
- UNDER $50 (1)
- $50 - $100 (11)
- $100 - $150 (16)
- $150 & ABOVE (7)

$ TO $

SIZE

SIZE SELECTIONS >

CATEGORIES
- PLUS SIZE DRESSES (28)
- ALL NEW ARRIVALS (18)
- REHEARSAL DINNER (14)
- MOST LOVED (13)
- ENGAGEMENT PARTY (13)

SORT BY: Relevancy

SHOWING 1 - 35 OF 35 SEARCH RESULTS FOR "BLUE DRESS"

1 OF 1 | View 250 Items Per Page

Your search results have been customized based on your preferences. View and edit your preferences here

MUST HAVE DETAILS
Select any features that interest you.

Lace | Floral Pattern | Ruched | Off the Shoulder

MADEMOISELLE LACE DRESS
US $164.00

WHIMSY WRAP DRESS
$98-$118

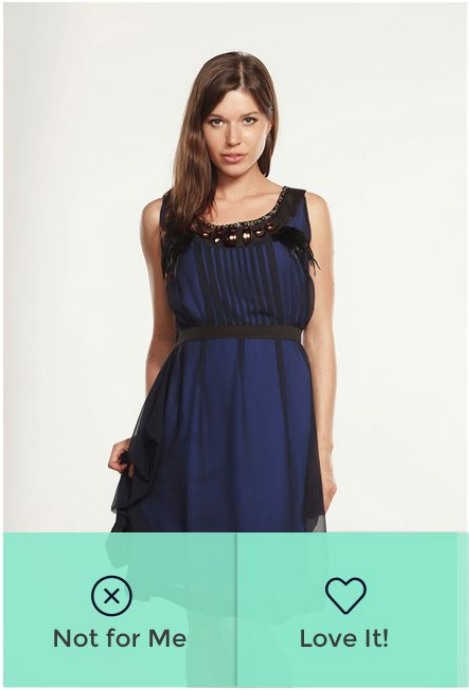
LAVISH LACE DRESS
US $116.00

LUNA LACE DRESS
US $158.00

Usability testing

Findings

- The preferences editor looks like facets and its use is confusing
- In-line questions are intrusive or distracting from the products



Search Results for "Dresses"

Best Match

SALE

Marcía Luxe Dress
$60 $41

Blue Small <$50

Marcía Luxe Dress
$60 $41

SALE

Marcía Luxe Dress
$60 $41

Blue

Marcía Luxe Dress
$60 $41

Blue Small <$50

Blue, Black

Elegant Illusion Dress
$60 $41

SALE

Elegant Illusion Dress
$60 $41

Elegant Illusion Dress
$60 $41

SALE

Elegant Illusion Dress
$60 $41

SALE

Forever Chic Dress
Blue Small <$50
$60 $41

Blue Small <$50

Forever Chic Dress
$60 $41

3

Forever Chic Dress
$60 $41

1 SALE

Forever Chic Dress
$60 $41

Demo - 1
Demo 2
Demo 3
Detail Page 1
Detail Page 2
Detail Page 3
Demo 4
Demo 5
Demo 5 search
Detail Page 4
Detail P...e 4 Bag
Search Demo
Search...o Filter 2
Search...mo Filter

Springly Fashion

Search

New Arrivals Dresses Tops Shoes Accessories Sale

COLOR SIZE (1) PRICE Clear Filters

- Black
- Red
- Blue
- White
- Violet
- Multi
- Floral
- Animal Print
- Geometric
- Striped

We Think You Like

Black ⊗ Turquoise ⊗ Blue ⊗

Track my preferences ON

Best Match

Marcía Luxe Dress
~~$60~~ **$41**

All the Rage Dress
~~$60~~ **$41**

Elegant Illusion Dress
~~$60~~ **$41**

Cocktail Hour Dress
~~$60~~ **$41**

1 2 3

Case Study 2

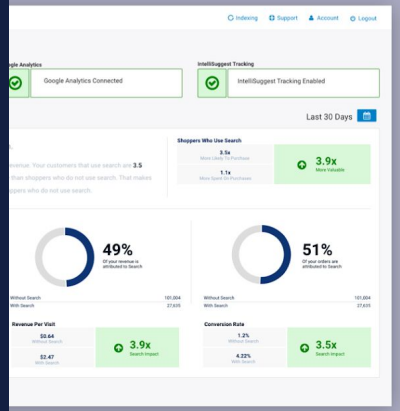
SearchSpring Redesign

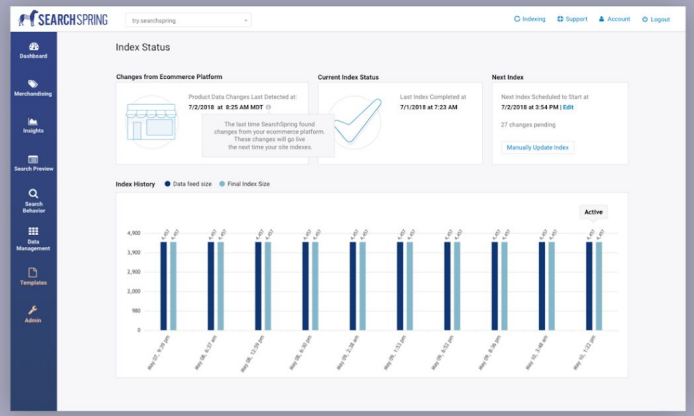
Problem:

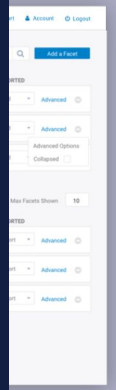
The searchspring management console had become bloated with complicated and inconsistent UI. New users found it increasingly difficult to navigate

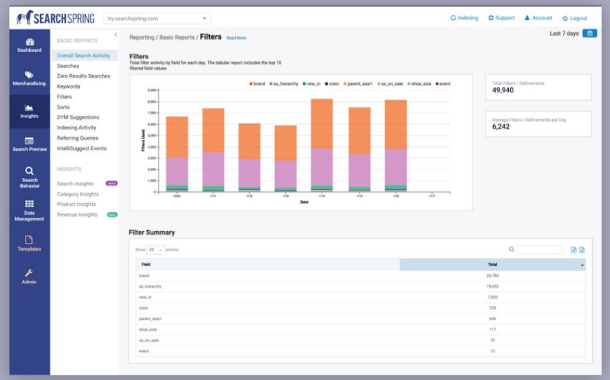
What I Did:

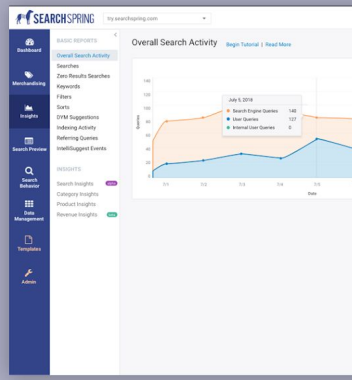
Wireframes, usability testing/synthesis, hi-fi mockups, click through prototypes, design system implementation,





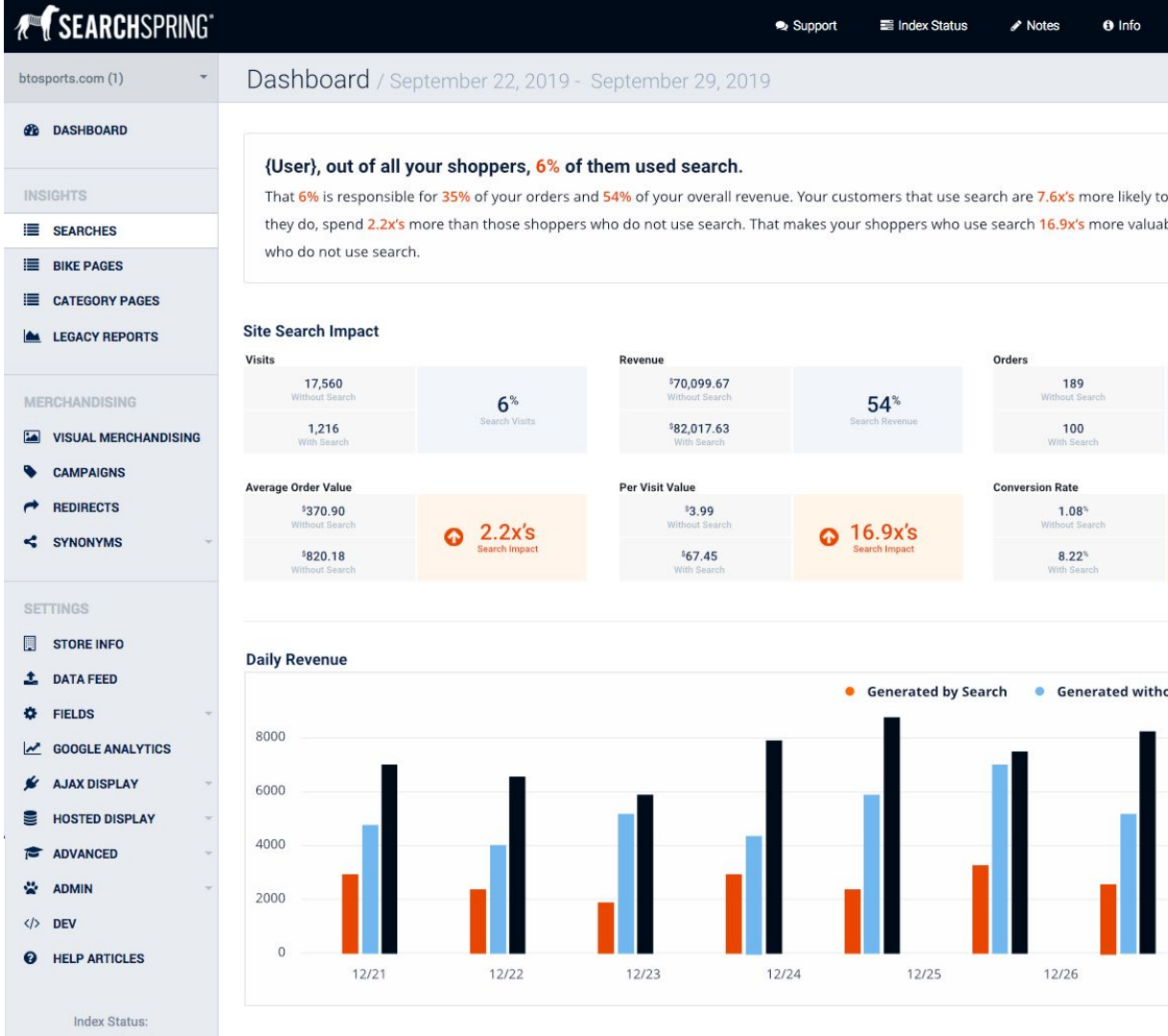






Research

- Visual Audit
- Heuristic Evaluation
- Contextual Inquiry



Grouped Synonyms

Show 10 entries

Searching for any keyword in the group returns the same results for all keywords	Enable	Edit	Delete
bathing suits, swimwear, swim wear	☑		
blue, azure, navy, royal, teal, turquoise, ultramarine, aqua, sapphire, cobalt, cerulean, indigo, beryl	☑		
floral, camo	☐		
romper, rompers, onesie, one piece, playsuit, play suit, jumpsuit, jump suit	☑		

Add Term

Keyword	Enable	Edit	Delete
pineapple	☑		

Add Term

Breakdown

Show 25 entries

SKU	Search	Nav	SS Clicks	Non-SS	Views
C-MP-G7-13074	0	2	2	0	2
C-PA-T1-0397A	0	1	1	0	1
C-PLC-I7-10901	0	1	1	0	1
C-ZS-P3-65100	0	1	1	0	1
C-ZS-V4-44034	0	0	0	1	1
C-ZS-Y5-43021	0	0	0	1	1
D-BAN-70610	0	1	1	0	1

Showing 1 to 7 of 7 entries

1

Sorting

Sorting Label	Sorting Field
Best Match	*SearchSpring Relevancy*
Most Popular	Total Sold
Price ($ - $$$)	Price
Price ($$$ - $)	Price
Name (A - Z)	title
Name (Z - A)	title
Best Selling	Total Sold
We suggest: Highest Rated	

Add a sort option

Searchspring redesign

HELP

Desktop

SHARE

BLOCKS

Main View

Hide fields | Filter | Group | Sort | Color

	Title	Heuristic Violated	Severity	Notes	Recommend
1	Tables have different styles	Match between the system and the real world, Consistency and standards	4		
2	Primary button in different areas of the page	Consistency and standards	2		
3	Error triggers after saving campaign	Help users recognize, diagnose, and recover from errors	3		
4	Too many navigation links	Error prevention, Aesthetic and minimalist design	2		
5	Button actions too technical	Recognition rather than recall, Match between the system and the real world	1		
6	It's not clear what updates require a reindex	Visibility of system status	0		
7	In not clear when how long indexing takes	Error prevention, Visibility of system status	4		
8	Dashboard insights colors are confusing	Match between the system and the real world, Consistency and standards	3		
9	Insights colors hues appear misleading	Consistency and standards	4		
10	Older features have different page layouts	Consistency and standards, Recognition rather than recall	4		
11	Pages or features are buried in navigation	Consistency and standards, Recognition rather than recall	3		
12	IA seems illogical	Recognition rather than recall, Error prevention	4		

SEARCHSPRING try.searchspring.com

Indexing Help Account Management Logout

Dashboard
Merchandising
Search Preview
Search Behavior
Insights
Data Management

BASIC REPORTS
Overall Search Activity
Searches
Zero Results Searches
Keywords
Filters
Sorts
DYM Suggestions
Indexing Activity
Referring Queries
IntelliSuggest Events

INSIGHTS
Search Insights
Category Insights
Product Insights
Revenue Insights

Overall Search Activity

SEARCHSPRING try.searchspring.com

Indexing Help Account Management Logout

BASIC REPORTS
Overall Search Activity
Searches
Zero Results Searches
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Referring Queries
IntelliSuggest Events

Data Management

Search Insights
Category Insights
Product Insights
Revenue Insights

SEARCHSPRING try.searchspring.com

Indexing Help Account Management Logout

Dashboard
Merchandising
Search Preview
Search Behavior
Insights
Data Management

Insights
Basic Reports
Category Insights
Search Insights
Product Insights

Overall Search Activity Searches Zero-Result Searches Keywords Filters Sorts DIY Suggestions Indexing Activity Referring Queries IntelliSuggest Events

SEARCHSPRING

Merchandising Search Preview Search Behavior Insights Data Management

Indexing Help Account Management Logout

BASIC REPORTS
Overall Search Activity
Searches
Zero Results Searches
Keywords
Filters
Sorts
DYM Suggestions
Indexing Activity
Referring Queries
IntelliSuggest Events

INSIGHTS
Search Insights
Category Insights
Product Insights
Revenue Insights

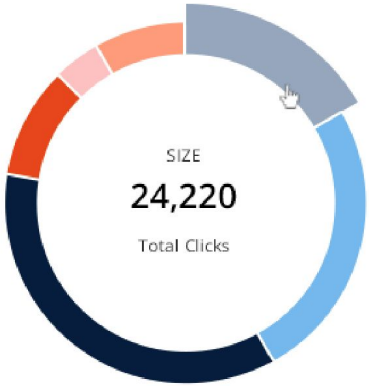
Overall Search Activity

Prototypes A + B

Data Visualization

Average Order Value

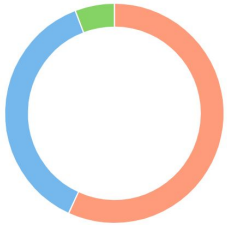
$370.90 Without Search	2.2x's Search Impact
$820.18 Without Search	



Conversion Rate

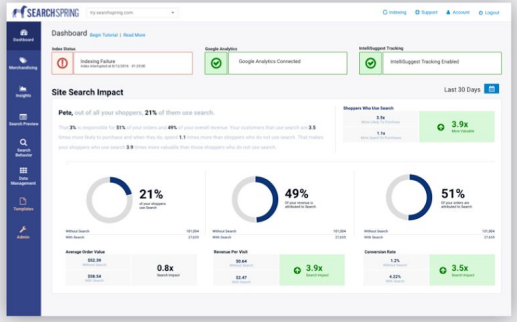
3.37% With Search	3.6× Search Impact
0.93% Without Search	

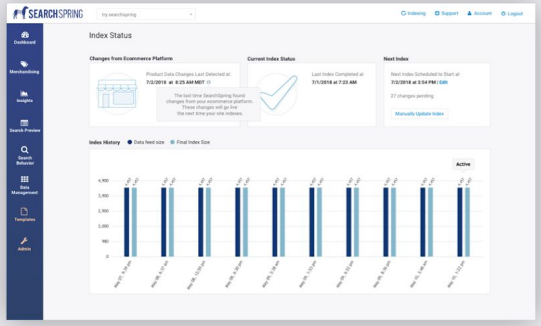
Device Usage

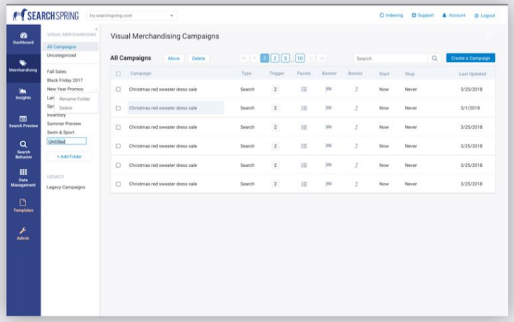


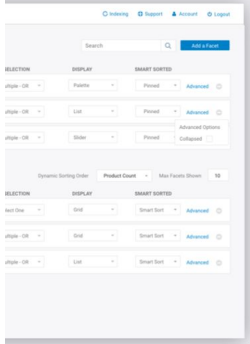
Product Views

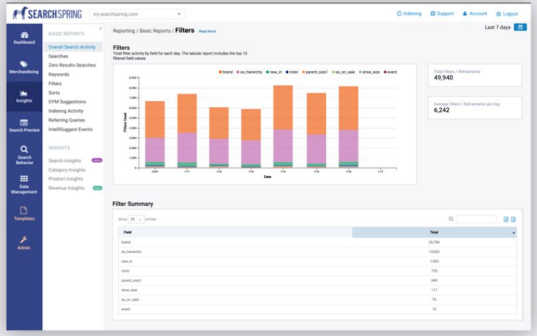
Device	Views
Mobile	56%
Tablet	5%
Desktop	37%


SEARCHSPRING
Dashboard
Site Search Impact
Last 30 Days
21%
49%
51%
3.9x
0.8x
3.9x
3.5x

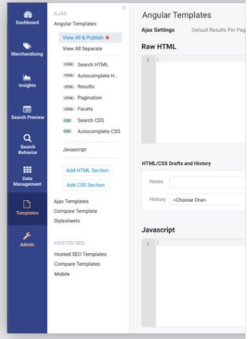

SEARCHSPRING
Index Status
Changes from Ecommerce Platform
Current Index Status
Next Index
Index History


SEARCHSPRING
Visual Merchandising Campaigns
All Campaigns




SEARCHSPRING
Reporting / Basic Reports / Filters
Last 7 days
Filters
Filter Summary

SEARCHSPRING
Overall Search Activity
Last 30 Days
4,863
2,156
2,707


Angular Templates
Raw HTML
Javascript

TABLES

DATA TABLE

Table Name | Show entries | Search | Add

NAME	LABEL	LABEL	LABEL

OVERLAYS

MODAL

Search Queries

Type a search query

AND

Filters

Filter | Filter | Value | Value

Add some stuff

TOOLTIP

Center aligned top | Left aligned top | Right aligned top

FEEDBACK

BANNER

This is a notification

This is a notification

This is a notification | Action Button

SPINNER

BUTTONS

PRIMARY: Normal | Hover | Disabled

SECONDARY: Normal | Hover | Disabled

TEXT: Text link

DOTTED: Add something

GROUP: Button Text | Button Text | Button Text

PILL: Pill

UI COMPONENTS

INPUT: placeholder

Label:

placeholder

Helper text

DROPDOWN: Search

Search

Options

Search

Options

	NORMAL	PLACEHOLDER	ERROR	DISABLED	READ-ONLY
INPUT STYLES	normal	placeholder	Error message	disabled	read-only

COLORS

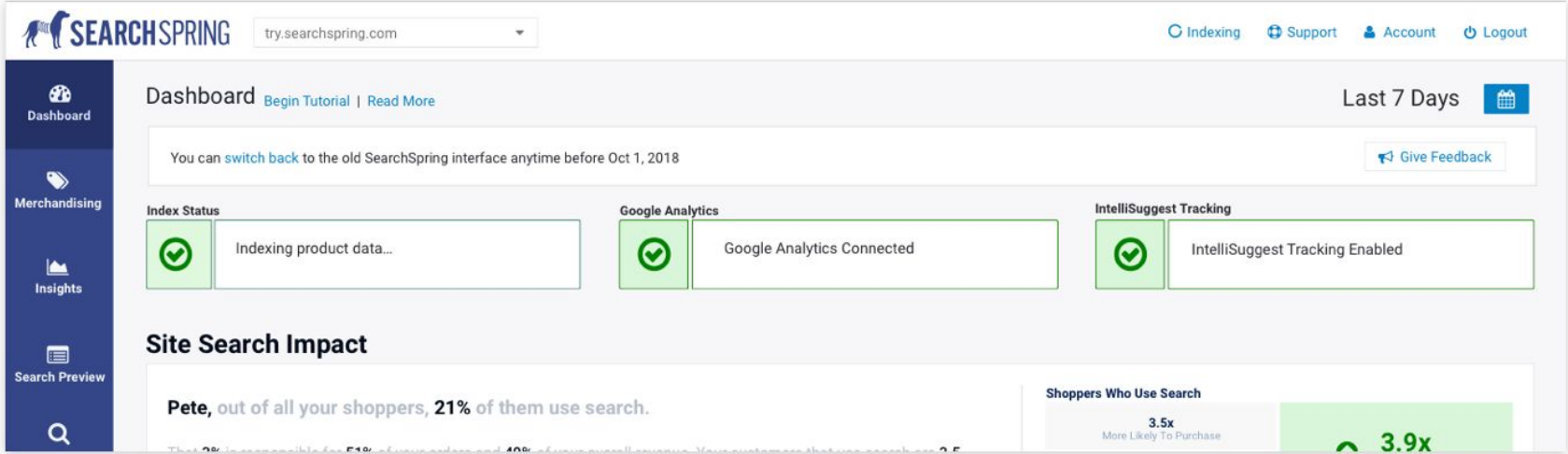
GRAYSCALE	27292E	747474	E1E1E1	F8F8F8
BLUE	0063a7	0681C5	CCDDEC	F2F6FA
BLUE/GRAY	97A7BC	B5BEC9	F7F7F9	
RED	B94A48	F7DEBC	FDF5EF	
GREEN	5DBBA6	5DBBA6	E0F8DD	
VIOLET	233167	344687	9E4BAF	

TYPOGRAPHY

Roboto

Style	Weight	Size	Line height
Title	Bold	24px	24px
Header	Normal	18px	18px
Sub Header	Bold	14px	14px
Body	Normal	13px	13px
SMALL CAPS	Bold	10px	10px

Release Strategy



Case Study 3

Vively Mobile App

Problem:

Research shows that living with chronic stress and a seminary lifestyle is detrimental to our health.

Challenges:

How can behavioral design be used to facilitate mindfulness of stress and sedentary time?

Research

How often do you believe you experiece stress on a daily basis?

42% - Half the day or more

On a typical day, how much time are you sitting down? Including time spent driving, at work, or activities at home?

67% - 8 hours or more

Have you ever used any health or fitness related apps on your mobile device?

48% - At least once

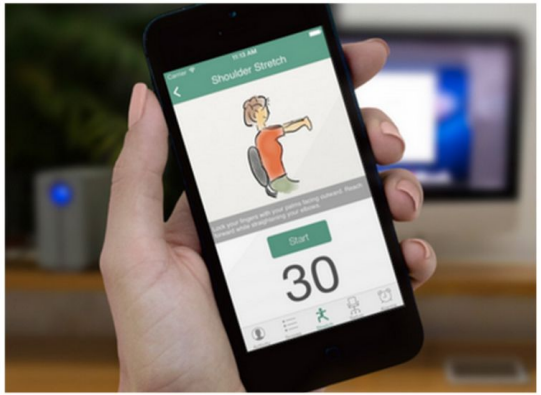
If yes, how often do you use these apps?

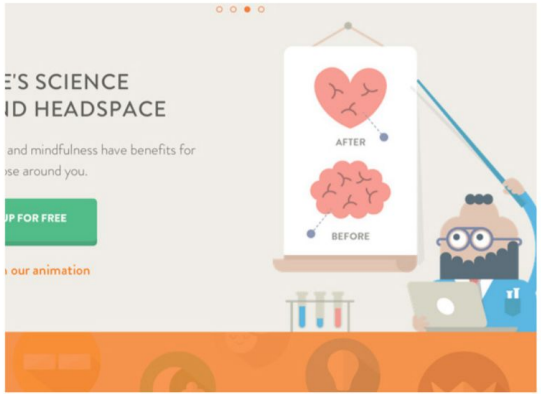
14% - Daily

What are the primary reason(s) you use these apps?

55% - Track physical activity

Looking at apps that solve similar problems

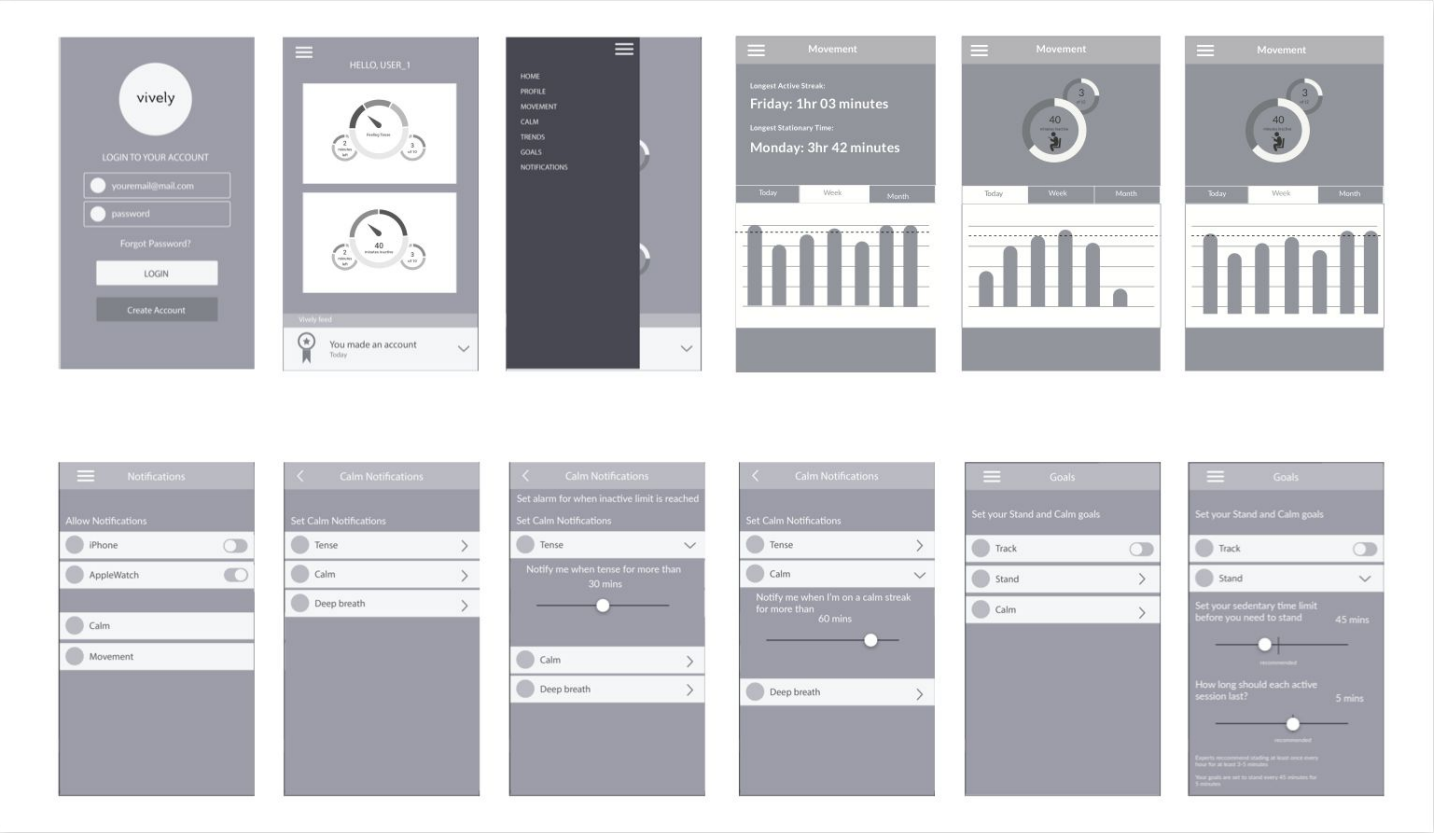




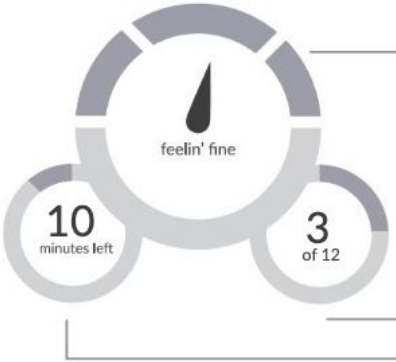
Opportunity

- Raise awareness of the users typical stress and sedentary patterns
- Reduce the level of stress through mindful awareness
- Reduce sedentary behavior by nudging users to move more throughout the day

Early Ideas & Wireframes



STRESS GAUGE

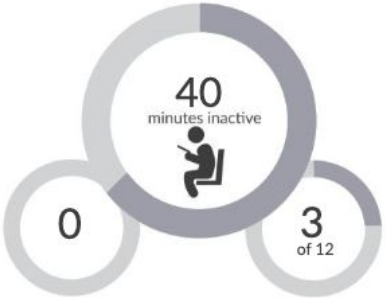


Stress Gauge
Shows real-time assessment of stress based on heart-rate and breathing patterns

Goal Timer
Once the user is in a calmed state, shows amount of time left to meet goal of maintaining stress-free for a preset

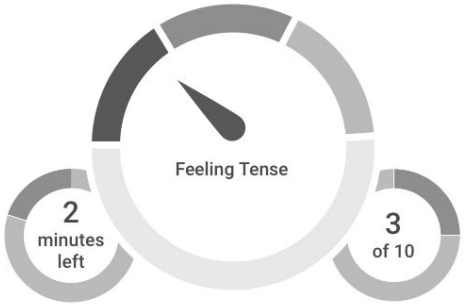
Daily Goal Counter
Shows how often you've met your goal to be stress free for the day.

MOVEMENT GAUGE

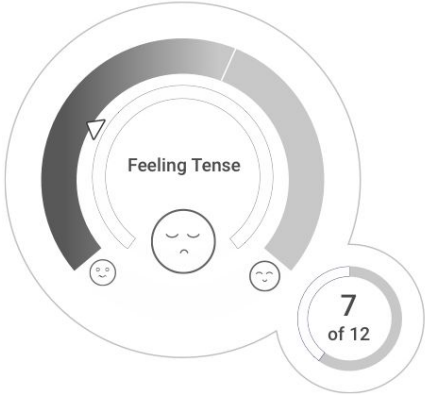


ALTERNATE STATES MOVEMENT GAUGE

Before



After



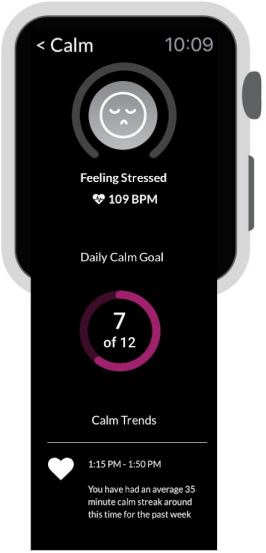
Notifications

1 Short Look
Displays notification if the user has been stressed or sedentary for too long

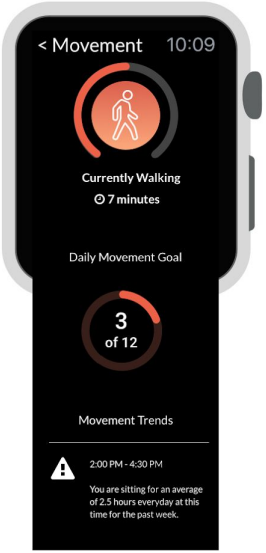
2 Long Look
Details the nature and amount of time to the user

App

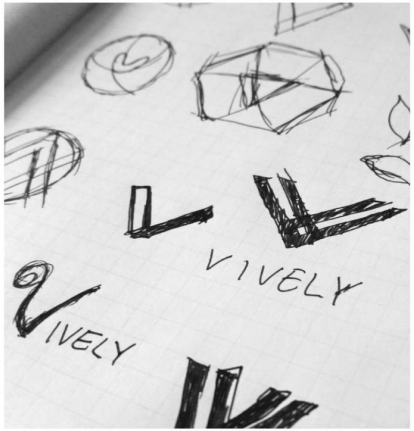
3 App Home Page
Displays the current Calm and Movement State. Calm includes biometric information in either BPM or BR. Movement includes a timer for how long the user has been moving or sedentary.

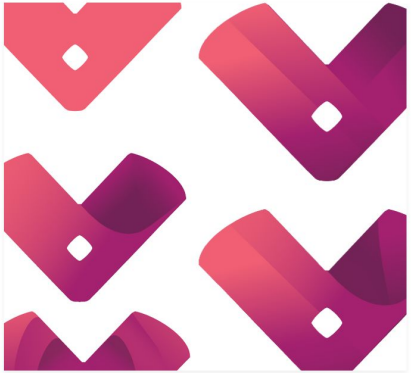


4 Calm Detail
Detailed view of the Calm state, including daily goal and any trends.



5 Movement Detail
Detailed view of the Movement state, including daily goal and any trends.





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LOGIN TO YOUR ACCOUNT
youremail@mail.com
password
Forgot password?
LOGIN
Create Account
30

Thank you