

A portrait of Lauren Anderson, a woman with long, dark, curly hair, wearing a white collared shirt and a dark blazer. She is looking slightly to the right with a soft smile. In the top left corner, there is a small black square containing the letter 'L'.

L

Lauren Anderson

UX Research Portfolio

Nº1 **Introduction**

Nº2 **Case studies**

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Introduction

Hello there! I'm Lauren Anderson, a versatile professional with a background in UX research and a strong interest in cybersecurity and GRC. Hailing from the heart of the Midwest, I'm passionate about crafting solutions that prioritize user needs while maintaining robust security and risk management frameworks.

What sets me apart is my ability to merge user-centered research with cybersecurity principles, ensuring that security solutions are both effective and intuitive. My experience in education has honed my skills in attentive listening, empathetic understanding, and clear communication—skills that are essential in identifying vulnerabilities, evaluating risks, and fostering collaboration across teams.

My journey from teaching to UX research and now into cybersecurity has equipped me with the analytical mindset and problem-solving abilities needed to navigate complex security landscapes. I'm committed to driving security outcomes that not only mitigate risks but also align with the end-user experience.

As you explore my portfolio, you'll see my ability to translate complex data into actionable insights and my dedication to creating solutions that prioritize security, usability, and business success.

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Case Studies

Project 1: Enhancing AI Mission Manager User Experience

Overview of Company

RadicalX is a platform that aims to create a Gen Z Developer Metaverse where users can code, compete, and earn rewards by completing challenges sponsored by top-tier development tools. Users can form squads, work with an AI manager powered by GPT-4, and track their skill progression.

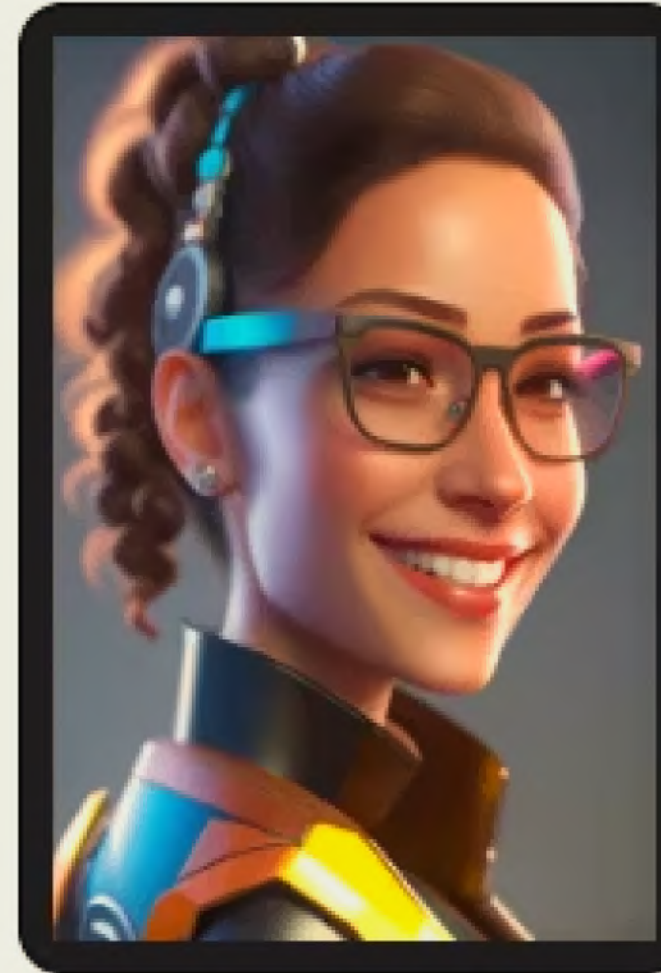


Problem Statement

This project aimed to enhance the user experience and usability of the AI Mission Manager by:

1. Conducting a comprehensive usability audit
2. Benchmarking against industry counterparts
3. Exploring best practices for guiding users through online coding projects.

The objective was to provide actionable recommendations for an improved AI Mission Manager that aligns with user-centered design principles.



B

Hey there ((username))! I'm AliX, your RadicalX Mission Manager! How's it going? 😎

great thanks

B

Yay! Let's get this mission started! 😎 If you have any questions or concerns, don't hesitate to ask me. So, are you ready to rock this mission?

will I have help along the way

B

Yay! I'm stoked to begin this mission. Hit me up if you need anything. Are you ready to rock this mission or do you need more time to prepare?

Roles and Responsibilities

The research team consisted of four researchers in a remote environment.

For the project, I completed the following tasks:

- Conducted comprehensive UX audit and analyzed data using affinity diagramming techniques.
- Compared competitors' AI chatbots and researched best practices for AI Mission Manager improvement.
- Presented research findings confidently to stakeholders, highlighting effective collaboration and contribution.

Users and Audience

1. Career Changers
2. University Learner
3. Entry-level Software Developers
4. Mid-Level Software Developers
5. Senior-Level Software



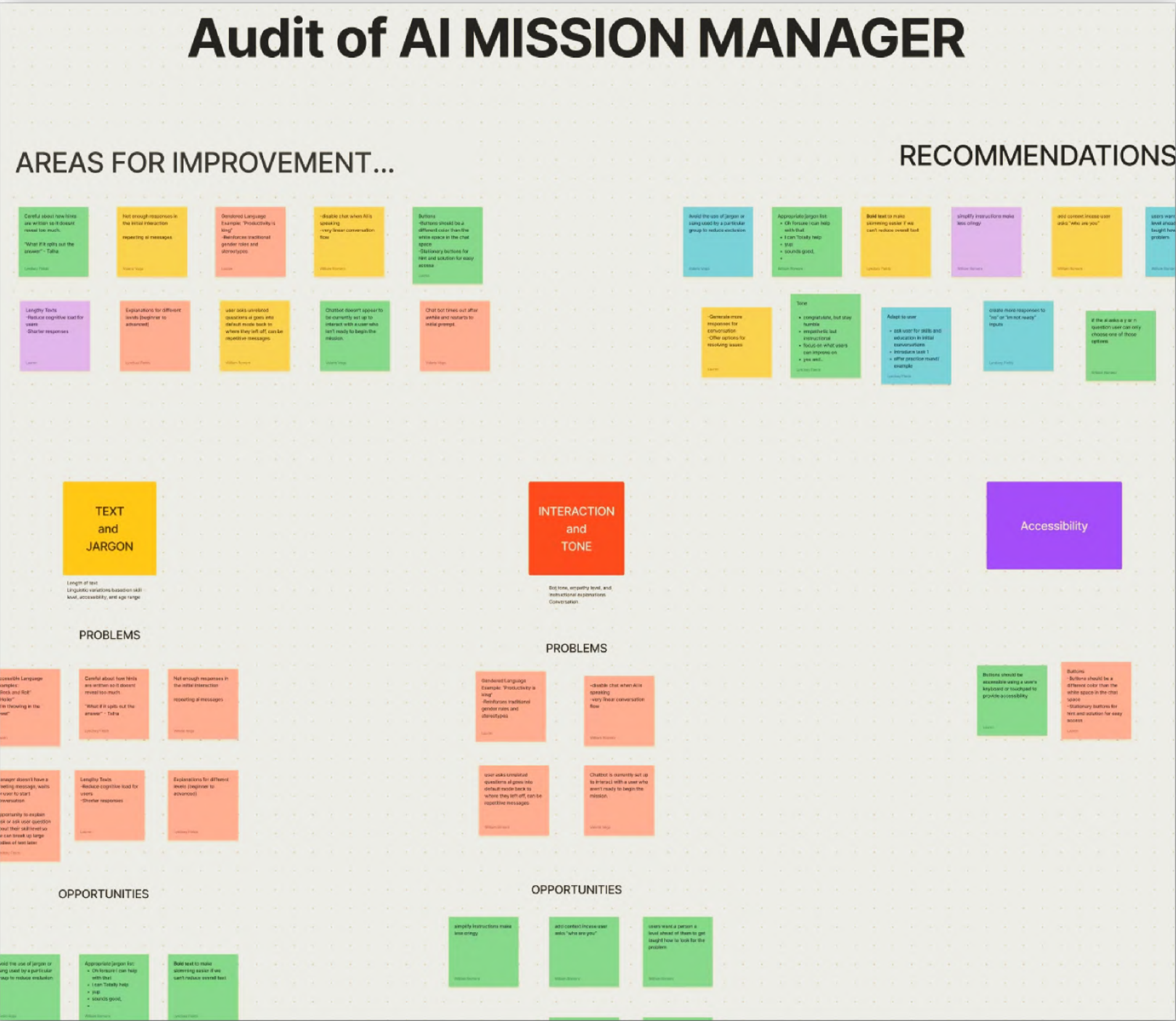
User Persona	Age	Goals	Challenges	Solution
Diligent Dana - University Learner	21	Bridge theory and practice	Gap between academia and real-world	Practical coding environment
Keen Kevin - Entry-Level Engineer	22	Gain practical coding experience	Limited hands-on practice	Realistic job-ready challenges
Adaptive Ava - Mid-Level Engineer	28	Continuous upskilling	Balancing learning with work	Diverse skill practice
Veteran Victor - Experienced Engineer	34	Tackle complex challenges	Seeking growth, complexity	Engaging complex missions

Data Analysis: Affinity Diagram

Utilizing the Figjam platform, we meticulously categorized data subsequent to an in-depth audit of the AI Mission Manager chatbot by each researcher. Our approach involved capturing insights on individual sticky notes, followed by a methodical grouping into distinct categories.

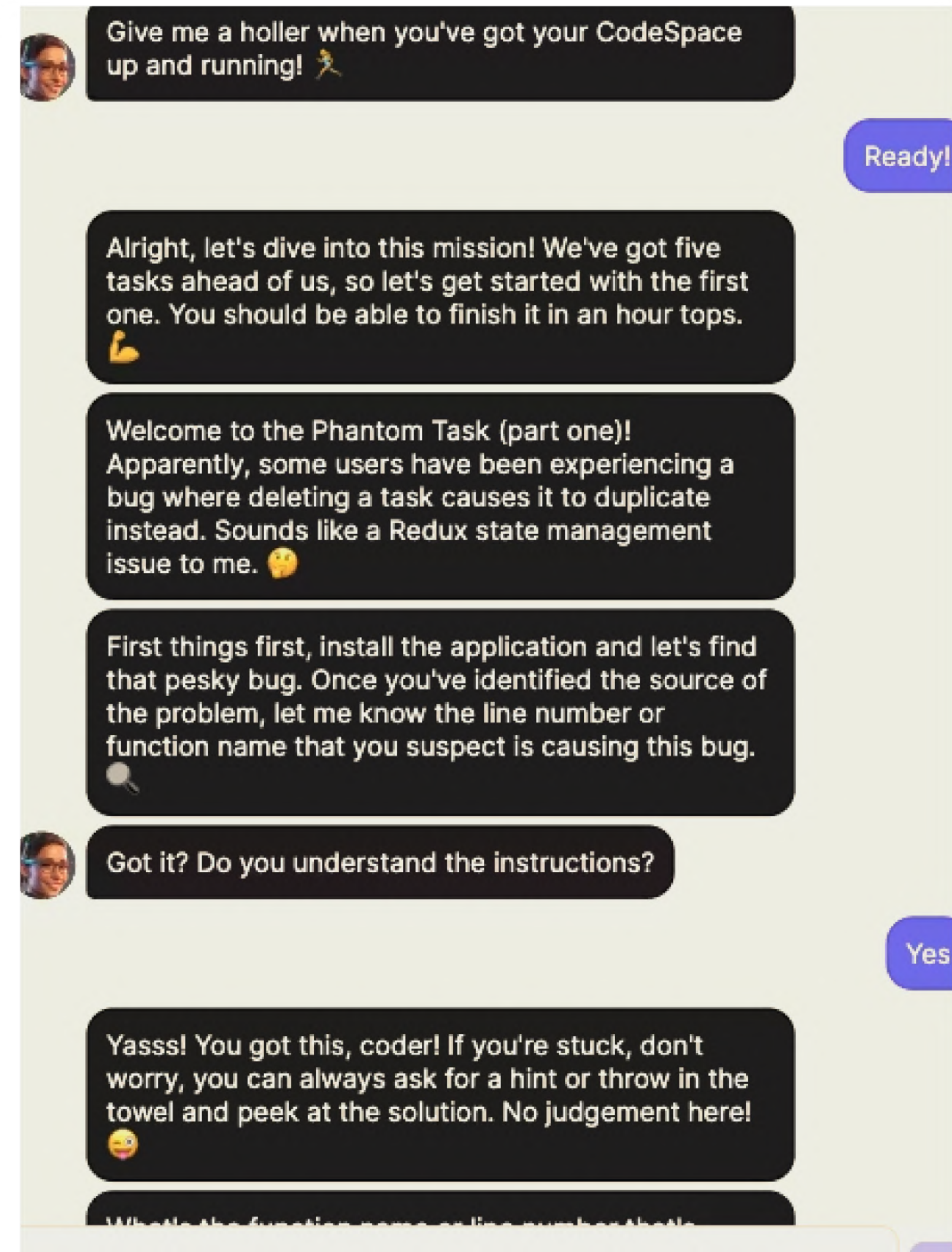
The resulting overarching themes that emerged from this analysis were:

- Text and Jargon
- Interaction and Tone
- Accessibility



UX Audit of Mission Manager

- **Language and Communication:**
 - Inappropriate slang and jargon usage
 - Gendered language
 - Need for professional tone
- **Initial Interaction:**
 - Repetitive AI responses
 - AI lacks proactive greeting
- **User Experience and Engagement:**
 - Excessive text causing cognitive load
 - Linear conversation flow limiting interactions
- **Accessibility:**
 - Poor button visibility due to color matching
 - Lack of stationary buttons for hints and solutions
 - Need for keyboard/touchpad accessibility
- **Game Integration and Functionality:**
 - Chatbot timeouts causing interruptions



Comparative Analysis

We conducted a thorough analysis of various AI chatbots, with a specific emphasis on evaluating their user experience, interface, functionality, and overall usability.

By closely examining their strengths and identifying areas that require improvement, our primary objective was to generate valuable insights that could inform recommendations pertinent to our ongoing AI Mission Manager development.

Pi by Inflection AI	Outstanding + Warm, empathetic, and engaging	Outstanding + Has a smooth, natural, and engaging flow of conversation + Uses a variety of techniques to create an effective and enjoyable conversational experience, including active listening, probing questions, storytelling, and humor + Tries to mimic the rhythm and flow of natural human conversation, and to create a conversation that feels organic and comfortable	Outstanding + Intuitive and user-friendly interface + Uses a clear and concise language + Provides helpful tips and guidance throughout the conversation + Anyone can use it at any level of technical proficiency
Bunch.ai	Good + Friendly exciting tone. Lots of exclamation marks used	Needs Work - Chatbot isn't quick to respond; idles between each question - Questions must be leadership specific otherwise it restarts to the beginning - Doesn't flow like a normal conversation	Okay + Simple straightforward interface - Understands a limited range of queries

Duolingo Max	Good + Can chat with AI and roleplay conversations + Offers examples in chat + Offers elaboration, good examples of fem/masc and necessary grammar In the "Explain My Answer" section - After first example, cannot request more - "Elaborate" only states first explanation again - After 3rd request for example/elaboration it only gives option to continue - Does not give the option to ask questions	Bad - Max features only available for Spanish and French, some users who are taking these languages still say that it is not available to them - Only available for certain types of questions, not available for "select image" questions or listening questions - Only available on IOS devices - Only available in 5 countries	RATING + Integrated with Duolingo app - Click a button to receive an answer - Not able to point after user input
Website (URL)	Features	Accessibility	User flow
Speak.ai	- Speak.ai offers a range of features such as transcription, research, data analysis and NLP software. - Their platform allows users to turn their language data into insights quickly and without code. - Speak.ai is used by companies, researchers and marketers to reduce manual labor and	- Speak.ai's website is easy to navigate and provides clear information about their services. - They offer a free trial to allow users to test their platform before committing. - Speak.ai supports multiple languages for transcription and analysis. - Their platform is designed to be user-friendly	

Comparative Analysis: Relevant Examples

Hi I'm Pi,
your personal AI.

I'm your personal AI, designed to be supportive, smart, and there for you anytime.

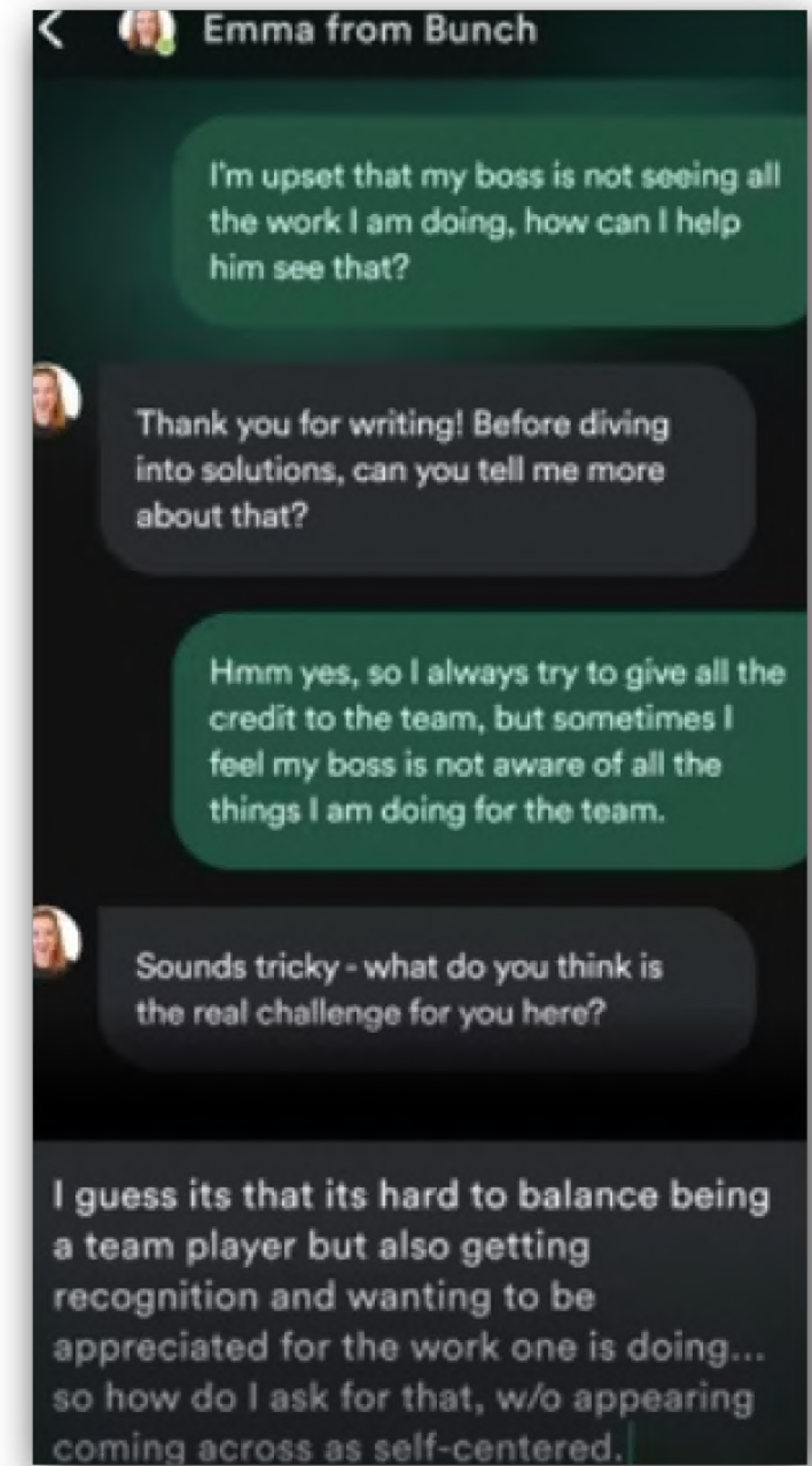
My name stands for 'personal intelligence', because I provide infinite knowledge based on your unique interests.

I can be a coach, confidante, creative partner, sounding board and assistant.

But most of all, I'm here for you.

Pi 

- **Key Features of Pi (Broad-Focus on Various Topics)**
 - **Effective communication:** Understands and responds to various language forms
 - **Accessibility features:** Audio and visual feedback, and alternative input methods
 - **Accuracy and reliability:** Accurate responses tailored to user needs
 -
- **Key Features of Bunch.AI (Linear-Focus on Leadership Development)**
 - **Understanding and responding:** Limited to leadership development information but understands natural language input
 - **Accessibility features:** Keyboard accessibility and alt tags for images
 - **Tone and style:** Friendly and exciting tone



Scope and Constraints

Amidst our startup's inaugural year and ongoing MVP development, we tackled a compelling challenge: aligning the AI Mission Manager's communication style with Generation Z preferences, while navigating varying stakeholder opinions on formality.

We engaged in dialogues to calibrate conversational casualness, all while adapting to our startup's evolving landscape. This dynamic influenced our project's scope and constraints, yielding a nuanced solution.

Challenges and Considerations:

- Harmonizing AI Mission Manager's communication with Generation Z preferences
- Balancing stakeholder views on language formality
- Defining professionalism in the AI's role as technical lead
- Fostering a contextual balance of casualness in the conversation flow

AI Chatbot Recommendations

Category	Recommendations
Language and Communication	- Multilingual Support: Expand language options beyond English.
Accuracy and Reliability	- Train on Diverse Dataset: Improve response accuracy through diverse training - Regularly Update Knowledge Base: Include current events and cultural references.
Reporting and Feedback	- Robust Reporting System: Allow users to flag inappropriate content.
Text Readability and Skimming	- Use Bold Text: Highlight key points for easier skimming.
User Engagement and Support	- More Response Variety: Expand response options for diverse interactions. - More Options for Issue Resolution: Provide various solutions for challenges. - Practice Round: Allow practice before real tasks. - Simplify Tasks: Enhance task accessibility.
Accessibility	- Alt-Text for Images: Provide text descriptions for visual elements. - Use Videos and GIFs: Utilize visuals for hints and solutions.

Outcomes & Lessons

While the MVP of the product has not yet been launched, our UX research efforts have yielded valuable insights and recommendations that are poised to contribute positively to the product's future impact.

Through our user-centered approach and iterative process, we anticipate the following anticipated outcomes upon the MVP launch:

Enhanced Issue Resolution: By incorporating user support enhancements, we expect to observe a more efficient resolution of user-reported issues, leading to a smoother user experience and potential reduction in issue-related inquiries.

Streamlined User Experience: Our focus on reducing cognitive load and providing clear instructions aims to result in improved user satisfaction, potentially measured through user feedback surveys and usability testing sessions.

Accessibility Improvements: Anticipated accessibility enhancements, such as keyboard navigation and alt-text, are expected to positively impact user experiences for individuals with disabilities, aligning with accessibility standards.

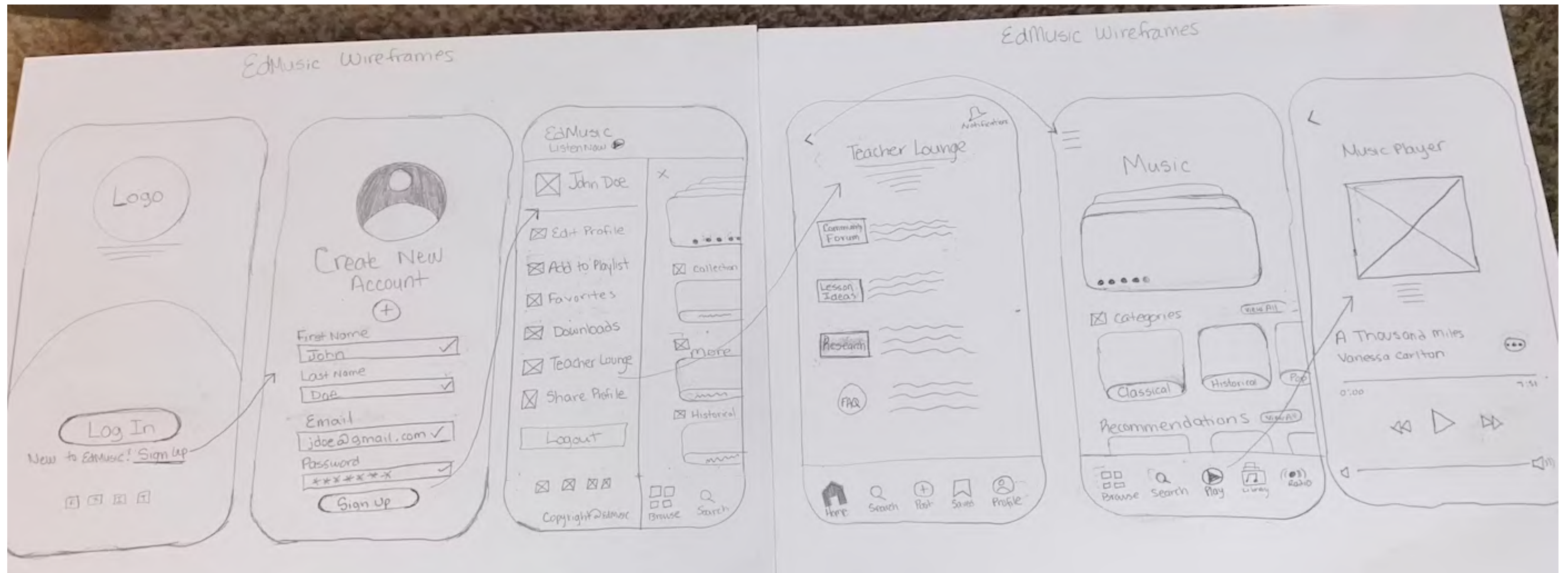
Our approach remains proactive, emphasizing ongoing assessment and refinement to ensure the envisioned outcomes are realized and quantified effectively.

Project 2: UX Design for Music App

My app aimed to fill the gap in the market by providing PK-12 teachers with a comprehensive music-streaming platform tailored to their educational needs.

With the United States' music streaming market projected to reach \$10.40 billion in 2023 according to Statistica.com, I am well-positioned to tap into this thriving industry. The app will offer a diverse music library, teacher-exclusive collaboration spaces, and a familiar user interface, while revenue generation will come from a subscription model and advertising partnerships.

Low-Fidelity Wireframes



User Research

Method: Remote User Interviews

Purpose: To present the wireframes to teachers and understand their impressions and preferences through open-ended, semi-structured questions.

Participants: 3 teachers from different subject-matter areas in PK-12 education across the United States.

Data Analysis: A thematic analysis was utilized to understand more broader issues from user feedback.

User Interview Feedback

"I wish there was an option to sign-up using our Google account or a social-media account like LinkedIn."

"I like that I didn't have to sign back into the app after signing up because some apps will require you to sign back in."

"I'm not sure if I like where the radio button is positioned"

"I do like the presentation of the music player. It reminds me of Apple Music."

"I thought it was a little weird to have a 'listen now' play button at the top of the third screen with the side-navigation bar."

"I like the idea of the Teacher Lounge, but I would probably name it something else. What exactly is it?"

"The music player is pretty standard. I like that. It reminds me of other music-streaming apps."

"I hate when I have to signup and put all of my information. I use my Google account for everything and having the option to use my Google account is way better"

"If I wanted to love a song or add it to my playlist, where would I do that at?"

"I do like the different categories that are in the app. Also, I enjoy seeing recommendations because it saves time and it shows that my needs are being tailored to."

"I like that you can save things in the Teacher Lounge section because I can always go back and see the article or lesson idea that I looked at before"

"Maybe you can include videos and other interactive things to the Teacher Lounge area"

Themes

Group 1

Authentication and Sign Up

"I wish there was an option to sign-up using our Google account or a social-media account like LinkedIn."

"I hate when I have to signup and put all of my information. I use my Google account for everything and having the option to use my Google account is way better"

"I like that I didn't have to sign back into the app after signing up because some apps will require you to sign back in."

Group 2

User Interface and Navigation

"I do like the presentation of the music player. It reminds me of Apple Music."

"If I wanted to love a song or add it to my playlist, where would I do that at?"

"I'm not sure if I like where the radio button is positioned"

"I thought it was a little weird to have a 'listen now' play button at the top of the third screen with the side-navigation bar."

Group 3

Feature Naming

"I like the idea of the Teacher Lounge, but I would probably name it something else. What exactly is it?"

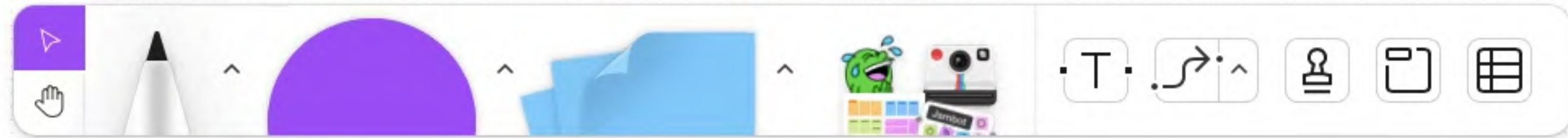
"Maybe you can include videos and other interactive things to the Teacher Lounge area"

Group 4

Content and Recommendations

"I do like the different categories that are in the app. Also, I enjoy seeing recommendations because it saves time and it shows that my needs are being tailored to."

"I like that you can save things in the Teacher Lounge section because I can always go back and see the article or lesson idea that I looked at before"



Five Major Themes

Authentication and Sign-Up:

- "I wish there was an option to sign-up using our Google account or a social-media account like LinkedIn."
- "I like that I didn't have to sign back into the app after signing up because some apps will require you to sign back in."
- "I hate when I have to sign up and put all of my information. I use my Google account for everything, and having the option to use my Google account is way better."

User Interface and Navigation:

- "I thought it was a little weird to have a 'listen now' play button at the top of the third screen with the side-navigation bar."
- "I'm not sure if I like where the radio button is positioned."

Feature Naming and Explanation:

- "I like the idea of the Teacher Lounge, but I would probably name it something else. What exactly is it?"
- "Maybe you can include videos and other interactive things in the Teacher Lounge area."

Content and Recommendations:

- "I do like the different categories that are in the app. Also, I enjoy seeing recommendations because it saves time and it shows that my needs are being tailored to."
- "I like that you can save things in the Teacher Lounge section because I can always go back and see the article or lesson idea that I looked at before."

Music Player Presentation:

- "The music player is pretty standard. I like that. It reminds me of other music-streaming apps."
- "I do like the presentation of the music player. It reminds me of Apple Music."

Recommendations/Iterations

1. In moving forward, I would conduct a moderated usability study with five to ten teachers across different subject-matter areas to fully understand pain-points, teachers' mental models, and preferences for a music-streaming app geared toward educators. In watching and listening to teachers' interactions with the wireframes, I would go back and make iterations based on data analysis. I believe it's important to garner feedback from users throughout the design process to ensure that users' needs and preferences are being centered.
 - a. I would create data-driven and well-defined user personas after the usability study is conducted because I would have real users' insights that are based on user behaviors and preferences.

Recommendations/Iterations

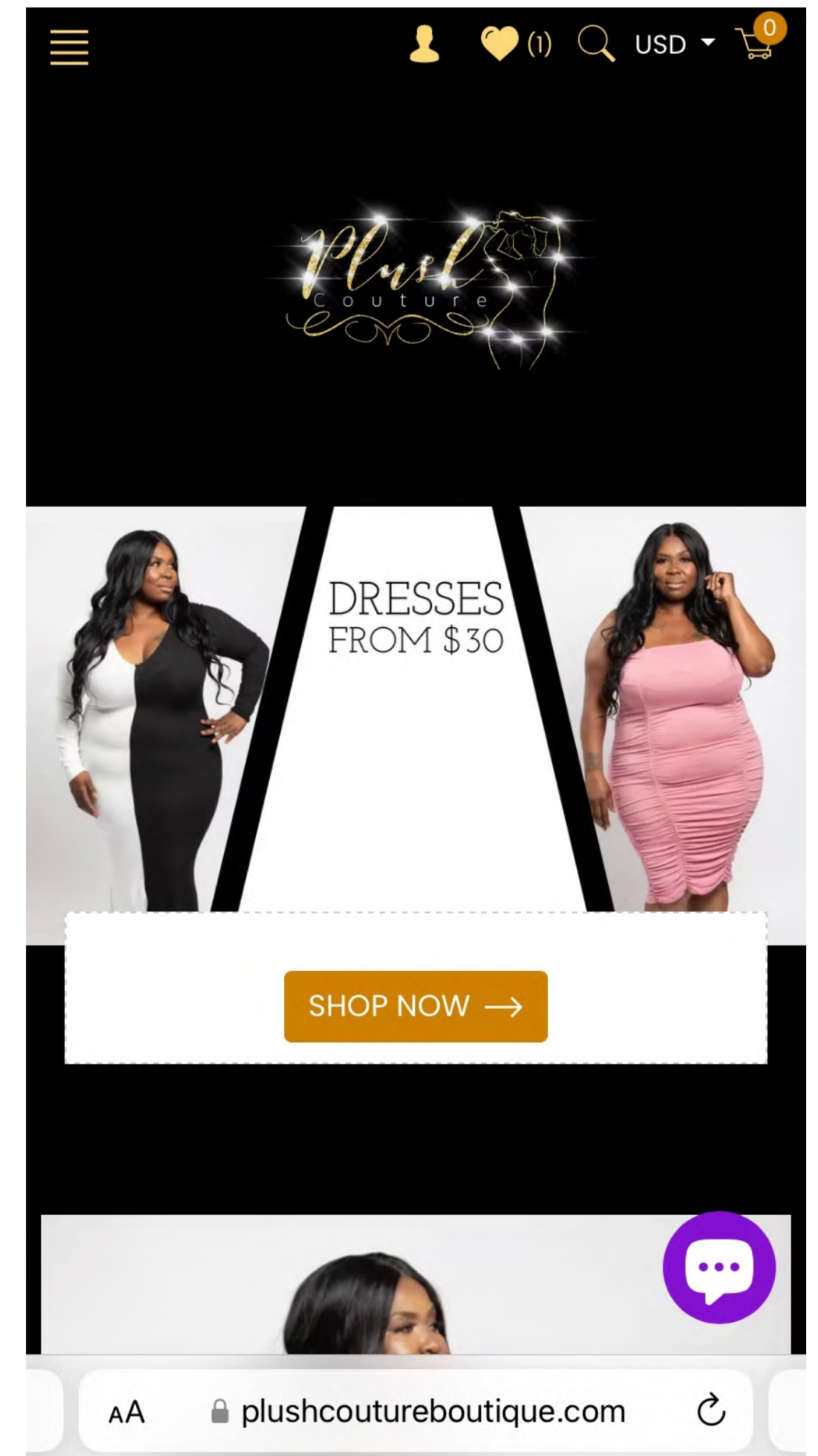
2. I would conduct a product competitive analysis to see what is currently on the market for music-streaming apps to get a better understanding of features, customers' reviews, usability, functionality, etc.

3. After conducting a usability study and a competitive analysis, I would conduct A/B testing to see which design addresses the needs of my target users.

Project 3: From Vision to Victory: Unveiling Plush Couture's Digital Potential

Overview of Company

Plush Couture, a startup that began in 2021, is an online boutique that specializes in trendy plus-size clothing, committed to enhancing individuals' beauty, confidence, and comfort.



Founder's Vision for Plush Couture

Embarking on a journey deeply rooted in personal experience, **the founder of Plush Couture, unraveled a heartfelt tale of unmet needs as a plus-size woman within the fashion industry.** Frustrated by the scarcity of trendy clothing options catering to her unique style, she took charge, infusing her vision into a dynamic venture nestled within the ever-evolving fashion landscape.

Project's Background

Having personally engaged with Plush Couture's offerings as a satisfied customer, I felt compelled to extend my support by conducting a thorough UX audit of the website, including a competitive analysis.

The founder's dedication to addressing the needs of the plus-size community resonated with me, and **I was eager to contribute my skills to ensure her business continued to empower individuals** like myself in our local metropolitan area with stylish and inclusive choices.

Stakeholder Input

Before starting the project, I asked the founder about her businesses goals and what she envisioned for Plush Couture.

Her response:

"I want Plush Couture to **become a global brand**. I want to be a full-time business owner. I want to **gain more more customers**, and I get most of my clients through my website or social media channels. "

Scope of Project

Competitive Analysis Purpose:

The competitive analysis serves to gain a deep understanding of Plush Couture's position in the plus-size clothing market. By evaluating key competitors, their strengths, weaknesses, strategies, and market trends, we uncover valuable insights that inform Plush Couture's differentiation strategies and potential areas for growth.

UX Audit Purpose:

The UX audit is designed to enhance the user experience on Plush Couture's website. By systematically assessing various aspects of the user experience, we identify opportunities to optimize the website's usability from browsing to purchase. This aligns with Plush Couture's goals of gaining more customers and establishing a global reputation by providing a seamless and engaging online experience for its target audience.

Problem Statement

Plush Couture aims to empower plus-size individuals through trendy and inclusive fashion choices. However, the current online shopping experience may not fully meet the needs and preferences of its target audience.

This project sought to identify and address usability issues and design enhancements that would elevate the user experience for plus-size customers, ensuring their journey from browsing to purchase is seamless, joyful, and confidence-boosting.

Key Responsibilities

1. Conducted a comprehensive competitive analysis of the plus-size fashion market, identifying key competitors, their strengths, weaknesses, and market positioning.
2. Performed a detailed UX audit of Plush Couture's website
3. Created user personas to capture the diverse profiles of Plush Couture's target audience and their unique preferences and challenges.
4. Developed actionable recommendations for optimizing the website's design, functionality, and user flow to enhance the overall user experience.
5. Presented findings, insights, and recommendations to Plush Couture's business owner, providing clear and actionable insights to drive user-centric improvements.

User Persona 1: Fashionable Fran



Fran

Age: 25

Education: BA in Secondary Education

Hometown: Overland Park, Kansas

Family: Single

Occupation: Art Teacher

"I'm so busy nowadays! As a professional, I'm constantly juggling work, friends and hobbies. I need convenience and fashionable options when shopping."

Goals

- To have fashionable clothing options when shopping.
- To minimize extra work in finding trendy pieces.
- To feel confident and beautiful about myself when shopping because it's so hard.

Frustrations

- "I hate stores that aren't inclusive in their sizing"
- "A lot of plus-size clothes are frumpy and shapeless"
- "I'm too busy to go into a store most days and try searching for my size"

Fran is a 25-year-old professional who loves fashion and wants to look stylish and trendy, regardless of her size. She's frustrated by the lack of fashionable options for plus-size women in local stores.

User Persona 2: Body-Positive Bailey



Bailey

Age: 28

Education: BS in Chemistry

Hometown: Kansas City, Missouri

Family: Married

Occupation: Chemist

"Fashion should be about self-expression and empowerment. I'm on the lookout for brands that genuinely embrace diversity and body positivity."

Goals

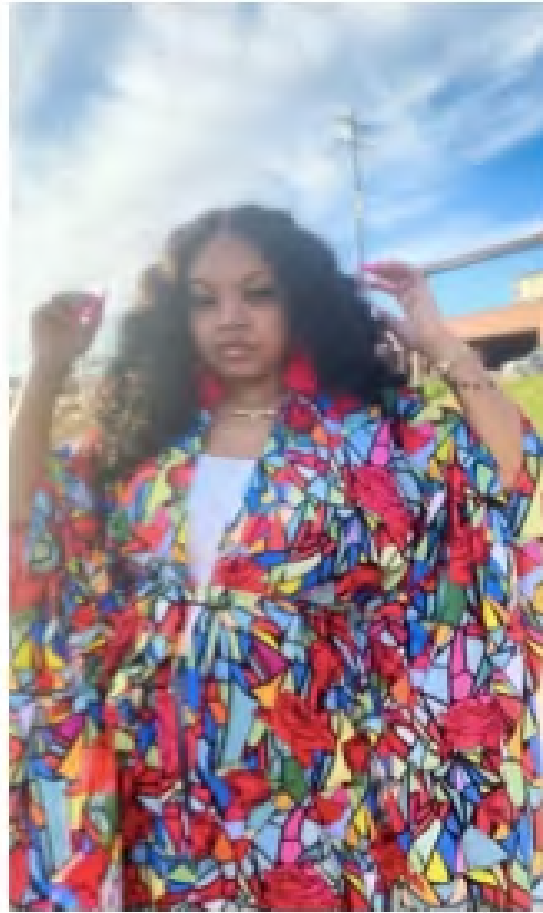
- She wants to wear clothing that makes a statement and empowers her to express herself.
- She seeks an inclusive shopping experience that aligns with her values.

Frustrations

- "The fashion-industry isn't as inclusive as it claims to be!"
- "I'm on the curvier side and I can't always find clothing options that fit me."
- "Finding stores that align with my values is tough. I want to visit a store that embraces all bodies"

Bailey is a 28-year-old body-positive advocate who believes in embracing her curves and encouraging others to do the same.

User Persona 3: Comfortable Carol



Carol

Age: 38

Education: MBA

Hometown: Leawood, Kansas

Family: Married

Occupation: Accountant

"I need clothes that move with me throughout my busy day. It's hard to find pieces that strike the right balance between comfort and style."

Goals

- She wants to feel comfortable and confident in her clothing choices.
- She seeks a convenient online shopping experience that caters to her size.
- She loves style, but understands the practicality of being comfortable.

Frustrations

- "I often find that plus-size options lack the comfort and style I'm looking for."
- "I may hesitate to try new trends due to concerns about fit."
- "I work long hours, but I want to still feel great and comfortable"

Carol is a 38-year-old mother who prioritizes comfort and versatility in her clothing choices. She values easy-to-wear pieces that still look put-together.

Competitive Analysis

Market Overview: Plus-Size Clothing Market in the United States

The United States leads the plus size clothing market with a significant share of 40% in 2023.

- The growth can be attributed to the rising expenditure on plus size clothing.
- The global plus size clothing market was valued at approximately \$288 billion in 2023 and is projected to reach \$501.35 billion by 2033.
- Increasing body positivity movement promotes acceptance of diverse body types, driving demand for inclusive fashion.
- Growing awareness of the need for stylish, trendy options for plus-size consumers fuels market growth
- Online retail platforms provide easy accessibility and convenience, expanding the industry.
- Shifting consumer preferences prioritize comfort, fit, and fashion, leading to greater demand for plus size clothing

Sources:

<https://www.fmiblog.com/2023/07/14/united-states-leads-the-plus-size-clothing-market-with-a-significant-share-of-40-in-2023-fmi/>

<https://www.futuremarketinsights.com/reports/plus-size-clothing-market>

Inclusive Sizing: Market Needs for Consumers

Women often experience a number of problems when seeking out plus size clothing. According to online customer reviews, blog posts, and forums, some common issues include:

1. Poor fit
2. Frumpy style
3. Cheap fabric quality

Many women also express frustration with the fact that larger sizes are often only found online or tucked away in a back corner of a store. Additionally, there is a growing movement of women who are fed up with the “plus-size” label altogether and are calling for more inclusive sizing and better representation in the fashion industry.

These issues highlight the need for the fashion industry to do more to meet the needs and preferences of plus size women.

Market Attractiveness

Threats of new entrants

Plush Couture benefits from a niche market focused on trendy and comfortable plus-size clothing. However, the threat of new entrants is moderate. While barriers to entry, such as building a brand and establishing supplier relationships, exist, the online nature of the business could attract new competitors. The risk could increase if new entrants bring innovative designs and marketing strategies.

Porter's Five Forces

Bargaining power of suppliers
Plush Couture's reliance on suppliers for fabrics, designs, and manufacturing gives suppliers some bargaining power. However, as the business grows, it can potentially establish strong relationships with suppliers, negotiate favorable terms, and diversify its supplier base to reduce this power. The influence of suppliers is moderately strong.

Rivalry
Black Onyx Apparel
Rainbow Shops
Lane Bryant
Avenue
Black Lemon
Maurices
Torrid

Bargaining power of buyers
Plush Couture's target audience seeks trendy and comfortable plus-size clothing, and while they have specific preferences, they also value quality and uniqueness. This could give buyers some bargaining power. However, the boutique's focus on unique designs and its brand identity could mitigate this power to some extent.

Threat of substitutes
The threat of substitutes could come from other types of clothing, both plus-size and non-plus-size, as well as other forms of fashion and self-expression. However, Plush Couture's emphasis on comfortable and trendy plus-size clothing provides a unique value proposition that may reduce the attractiveness of substitutes.

Market Success Factors

How do we succeed in the market?

Success factor #1: Size-Inclusive Approach

Demonstrating a commitment to size inclusivity and body positivity is crucial. **Plush Couture's success is influenced by its ability to provide clothing that caters to a diverse range of body shapes and sizes, fostering a sense of inclusiveness among customers.**

Success factor #2: Customer Empowerment

Empowering customers by helping them feel beautiful, confident, and comfortable in their clothing choices is a significant success factor. **Plush Couture's messaging and branding should emphasize self-confidence and self-expression.**

Success factor #3: Trendy and Stylish Plus-Size Fashion

The brand's designs should align with current fashion trends while catering to the unique preferences of plus-size individuals.

Success factor #4: Effective Online Presence

Plush Couture's online presence, including its website and social media platforms, plays a critical role in its success. **Engaging and user-friendly platforms would attract and retain customers, allowing for easy browsing, shopping, and engagement.**

Key Drivers in the Plus Size Clothing Industry

1. **Increasing Body Positivity Movement**
 - a. Promotes acceptance of diverse body types
 - b. Empowers self-confidence and self-love
2. **Growing Awareness of Stylish Options**
 - a. Demand for trendy and fashionable plus-size clothing
 - b. Recognition of the need for diverse clothing choices
3. **Online Retail Accessibility and Convenience**
 - a. Easy access to a wide range of options
 - b. Convenient shopping from anywhere
4. **Consumer Preferences for Comfort and Style**
 - a. Emphasis on well-fitting clothing
 - b. Desire for fashion-forward plus-size options
5. **Rise of Body-Positive Influences and Celebrities**
 - a. Positive role models advocating body acceptance
 - b. Influencing fashion trends toward inclusivity



Source: <https://www.futuremarketinsights.com/reports/plus-size-clothing-market>

A	B	C	D	E	F	G	H
Company	Blacque Onyx Apparel	Black Lemon Boutique	Rainbow Shops	Torrid	Lane Bryant	Maurices	Avenue
Website	https://blacqueonyxapparel.com	https://blacklemonboutique.com	https://www.rainbowshops.com	www.torrid.com	www.lanebryant.com	www.maurices.com	www.avenue.com
Unique Value Proposition	Blacque Onyx Apparel Is A Premier Women's Clothing Boutique Located In Kansas City, Missouri. Offering The Most	Black Lemon Boutique's unique selling proposition is their carefully curated collections and their focus on helping women feel confident and	Rainbow Shop's unique value proposition is offering trendy clothing in a wide range of sizes at	Torrid's unique value proposition is to provide fashionable and high-quality clothing for plus-size women, who often have	Lane Bryant's unique value proposition is to provide fashionable and high-quality clothing for plus-size women	Maurices' unique value proposition is to provide affordable and trendy fashion for women and girls of all	Avenue's unique value proposition provide affordable, trendy plus fast sizes 12-32. The company believe every woman of every size deserve
Location	Kansas City, Missouri	Independence, Missouri	Kansas City, Missouri	Kansas City, Missouri	Kansas City, Missouri	Kansas City, Missouri	Kansas City, Missouri
Year Founded	2016	2018	1935	2001	1904	1931	1983
Number of Employees	2-10	6-10	12,000	8100	3700	4737	1000-5000
Target Audience	Women (up to 3X) looking for stylish and fashion-forward clothing	Girls and Women (age 16-60+) of all sizes (up to 3X)	Teenagers and young women	Plus-size women and girls who wear sizes 10-30/ middle-income consumers	Women that wear plus-size clothing	Girls and women aged 16-35	Women who wear plus-size clothing between 25-55 years old
Products	-Tops, Bottoms, Dresses, Bags, accessories, jumpsuits and rompers, sets, outerwear, and lingerie	Tops, bottoms, dresses, outerwear, ear	-Tops, bottoms, sets, accessories, makeup, bags, shoes, technology, home decor	-Clothing, accessories, shoes, and beauty products	-Tops, Bottoms, Sweaters, Intimates, Accessories	-Tops, bottoms, dresses, outerwear, intimates, accessories	-Tops, bottoms, dresses, outerwear intimates, accessories, shoes
Key Features	1. Shopping Options - Customers can browse and purchase items directly from the website - Physical location in Kansas City, Missouri for in-person shopping 2. Convenient Features Free shipping on orders over \$40	1. Product Offerings and Target Market 2. Unique Selling Proposition: Black 3. Store Atmosphere: Black Lemon B 4. Shipping and Delivery: Black Lem 5. Return and Exchange Policy: Cust 6. Free Shipping: Black Lemon Bouti	1. Wide range of products: Rainbow Shops offers a wide range of products including clothing, accessories, and shoes for women, juniors, plus sizes, and kids. Their product line includes tops, bottoms, dresses, outerwear, and plus size clothing. They also offer a variety of accessories such as scarves, hats, and bags	1. A wide range of products: Torrid sells a variety of clothing items, including tops, pants, dresses, outerwear, and intimate apparel. They also offer accessories, shoes, jewelry, novelty tee shirts, and beauty products. 2. Distinct styles: In 2005, Torrid expanded its merchandise	1. Wide range of products 2. Distinct Styles 3. Lane Bryant Credit Card 4. Lane Rewards 5. Easy to navigate website 6. size inclusivity 7. In-store personal stylist 8. Loyalty club 9. AI customer service chatbot	1. Wide range of products 2. inclusive sizing 3. Personalized shopping experience 4. Strong online presence 5. Live Chat with Store 6. Gift cards 7. sweepstakes	1. Wide range of products 2. inclusive sizing 3. Affordable fashion 4. Avenue Credit Card 5. SMS Deals/Coupons 6. Referral Program

Market Competitors

Who are the competitors in the market?



Lane Bryant



Blacque Onyx Apparel



Black Lemon Boutique



Rainbow Shops



Torrid

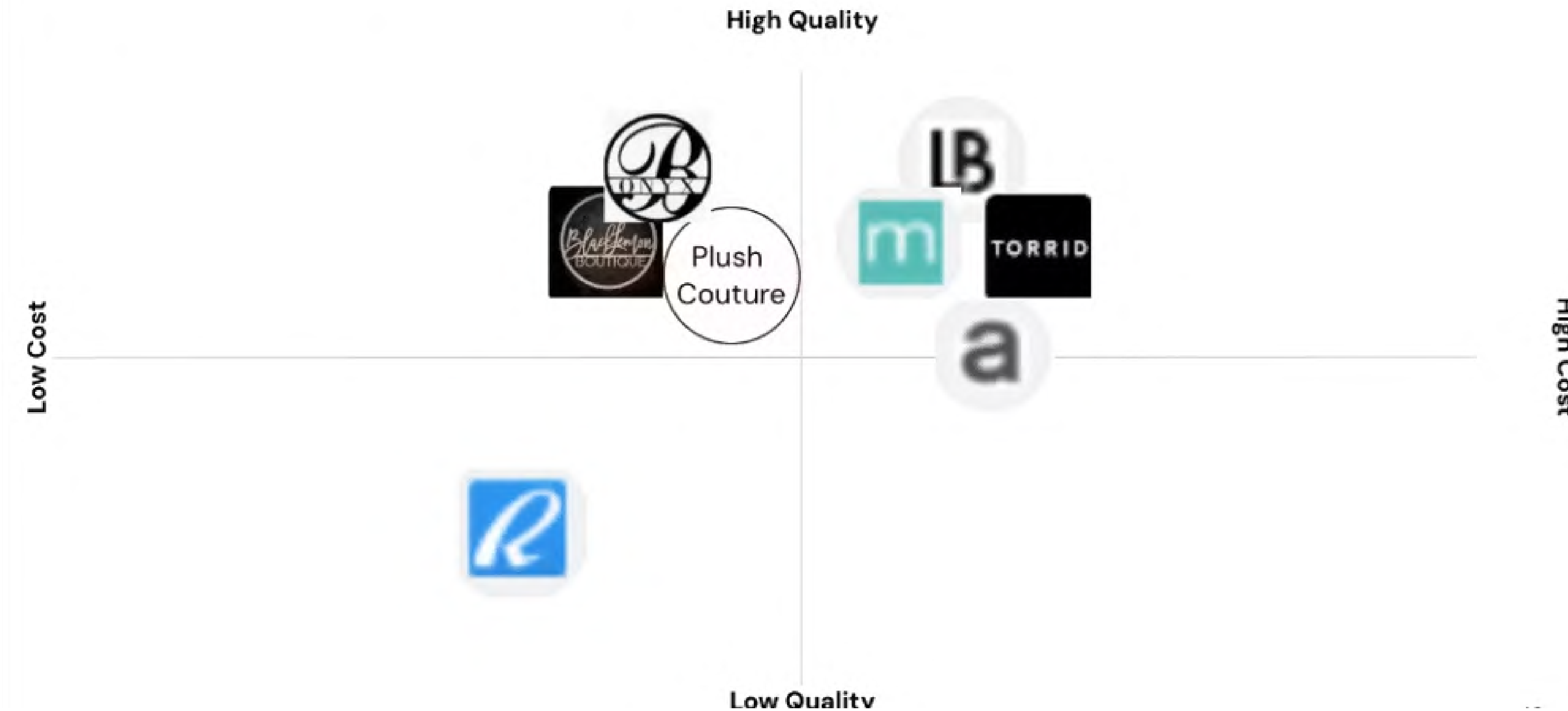


Avenue



Maurices

Product and market positioning



Competitor Insight: Evaluating Strengths and Weaknesses



Strengths:

1. Wide range of fashionable clothing
2. Physical location for in-person shopping.
3. Convenient features like free shipping and discounts.
4. Positive customer reviews.

Weaknesses:

1. Small business with limited scalability.
2. Relatively low annual revenue compared to larger competitors.



Strengths:

1. Curated collections and empowering fashion.
2. Variety of products including plus size clothing.
3. Positive customer reviews.
4. Welcoming store atmosphere.
5. Personalized shopping experience
6. In-store events

Weaknesses:

1. Small business with limited scalability.
2. Relatively low annual revenue compared to larger competitors.
3. Strict return policy
4. Limited shipping (Only USA)



Strengths:

1. Wide range of trendy products at affordable prices.
2. Size inclusivity.
3. Free shipping and returns.

Weaknesses:

1. Negative customer service experiences.
2. Perceived poor quality of clothes.

Competitor Insight: Evaluating Strengths and Weaknesses



Strengths:

1. High-quality clothing for plus-size women.
2. Distinct styles.
3. User-friendly website
4. Focus on size inclusivity

Weaknesses:

1. Poor customer service
2. Credit card and next day problems
3. Strict return policy.



Strengths:

1. Distinct styles for plus-size women
2. Size inclusivity
3. Loyalty club program
4. Wide range of products
5. Positive customer reviews

Weaknesses:

1. Credit cards being inappropriately charged or overcharged
2. Shipping Time



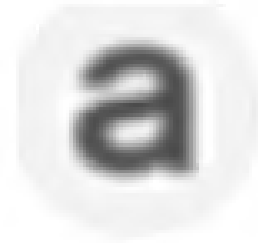
Strengths:

1. Inclusive sizing and personalized shopping experience
2. Strong online presence.
3. Loyalty club and referral program.

Weaknesses:

1. Customer complaints regarding outdated styles
2. Customers experience canceled online orders due to inventory
3. Perceived poor quality of clothes.

Competitor Insight: Evaluating Strengths and Weaknesses



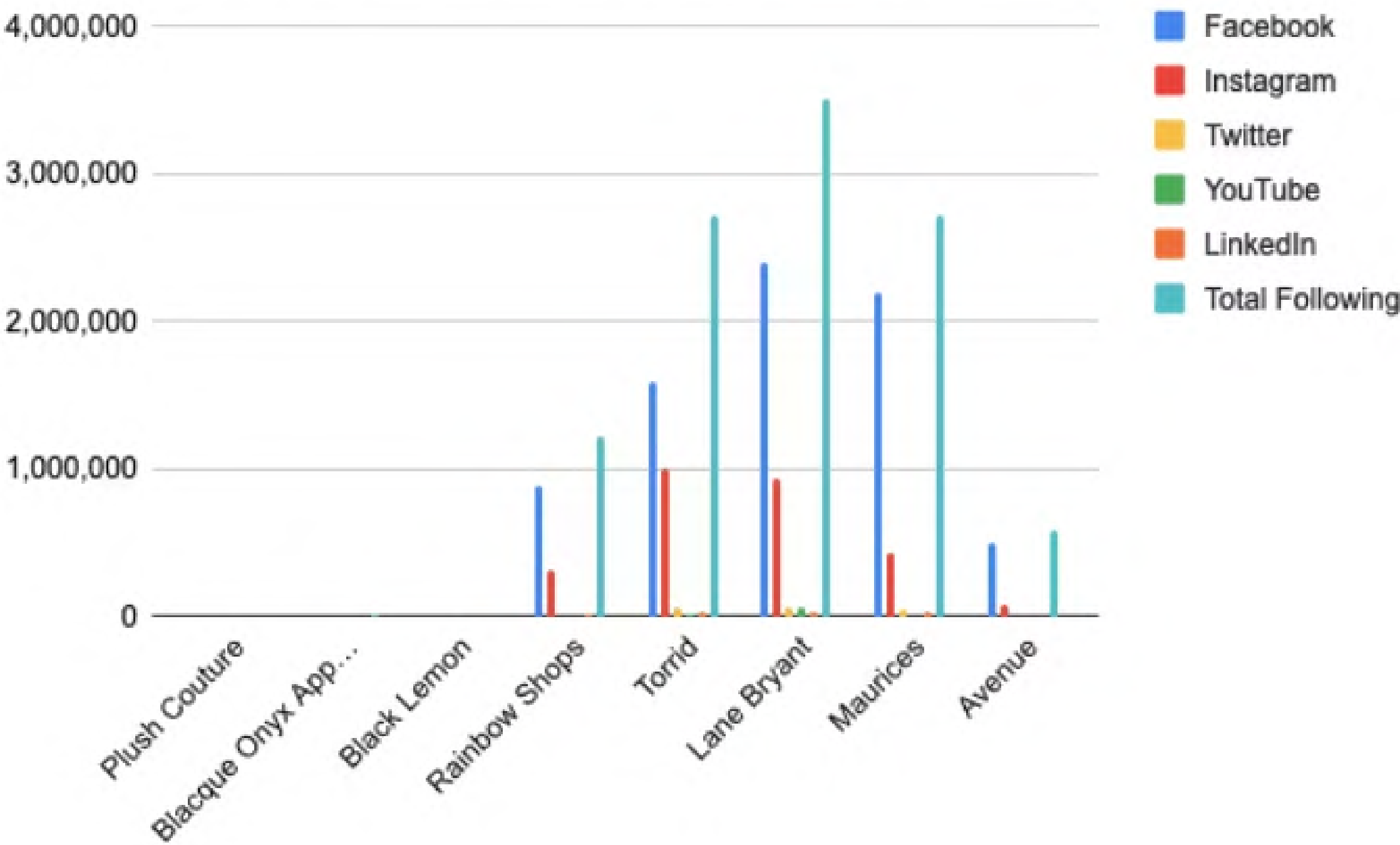
Strengths:

1. Avenue's unique value proposition is to provide affordable, trendy plus fashion in sizes 12-32.
2. The company believes that every woman of every size deserves to feel confident and stylish.
3. Avenue offers a wide range of products
6. Avenue has a credit card program
7. Avenue offers SMS deals and coupons
8. Avenue has a referral program

Weaknesses:

1. Avenue's customer service has received negative feedback, with instances of customers being left on hold for more than 10 minutes.
2. Slow shipping times have been reported by some customers who ordered from Avenue's online store, impacting timely deliveries for events.
3. Following the transition to online-only operations, there are customer concerns about a decline in clothing quality and style variety at Avenue.

Social Media Marketing Analysis



SWOT Analysis: *Plush Couture*

Strengths	Weaknesses
<p>1. Wide Product Range: Plush Couture offers a diverse range of trendy plus-size clothing, catering to various styles and preferences.</p> <p>2. Size Inclusivity: Catering to a wide range of sizes, Plush Couture promotes body positivity and inclusivity, appealing to a larger customer base.</p> <p>3. Unique Value Proposition: Plush Couture's emphasis on making individuals feel beautiful, confident, and comfortable sets it apart in the market.</p> <p>4. Customer Reviews: Positive customer feedback highlights the store's strengths, from the quality of clothing to helpful staff, bolstering its reputation.</p> <p>5. Empowering Messaging: The brand's messaging promotes confidence and self-assurance, fostering an emotional connection with customers and contributing</p>	<p>1.Limited Workforce: As a small business, Plush Couture may face resource constraints, potentially affecting the scalability of operations and customer service.</p> <p>2.Revenue Challenges: Compared to established competitors, Plush Couture's revenue might limit its marketing and expansion efforts, hindering global growth.</p> <p>3.Competitive Pressure: The plus-size fashion industry is becoming increasingly competitive, requiring Plush Couture to continuously innovate to maintain its uniqueness.</p>
Opportunities	Threats
<p>1. Global Market Expansion: By leveraging the online platform, Plush Couture can target a global audience, reaching customers beyond its local area.</p> <p>2. Social Media Engagement: The effective use of social media platforms can facilitate worldwide brand exposure, engagement, and customer acquisition.</p> <p>3. Niche Positioning: Plush Couture can further differentiate by focusing on specific sub-niches within the plus-size fashion market, creating a unique identity.</p> <p>4. Partnerships: Collaborating with influencers and fashion bloggers can enhance brand visibility and attract an international following.</p> <p>5. Expanding Product Range: Diversifying the product offerings to include accessories, activewear, or even collaborations with plus-size influencers could</p>	<p>1. Competition: The global market is saturated with various plus-size fashion brands, requiring Plush Couture to distinguish itself to stand out.</p> <p>2. Changing Fashion Trends: Rapid shifts in fashion preferences could affect the demand for specific clothing styles, necessitating adaptability.</p> <p>3. Supply Chain Challenges: International shipping and logistics complexities might lead to delays or inconsistencies, impacting customer satisfaction.</p> <p>4. Economic Factors: Economic downturns or currency fluctuations in target markets could affect consumer spending patterns.</p>

UX Audit

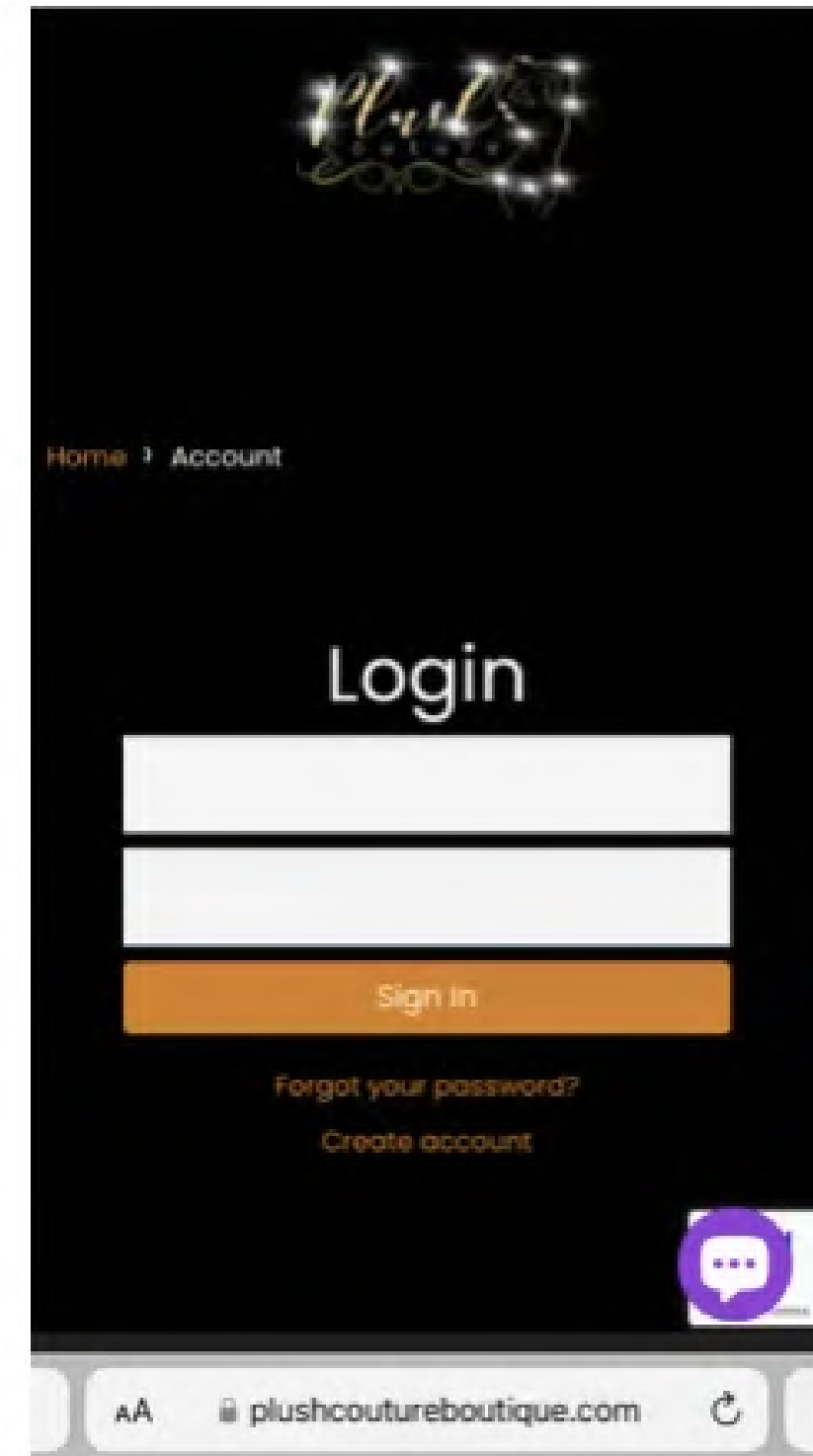
User Journey of Website (Mobile)

- 1.Create Account
- 2.Home Page
- 3.Select Category of Clothing
4. Add to wishlist
4. Filter Options
5. Sizing Guide
6. Checkout

The User Journey: Create Account

Recommendations:

- a. Clear differentiation for Call to Action
 - i. Camouflaged Call to Action leads to confusion and reduced usability
- b. Darken text in the field section to improve visibility
- c. Include placeholder text or hints/clues to provide customers with context about what kind of information is expected in the field, typically before they start typing.
 - i. Confusion occurs without placeholder text



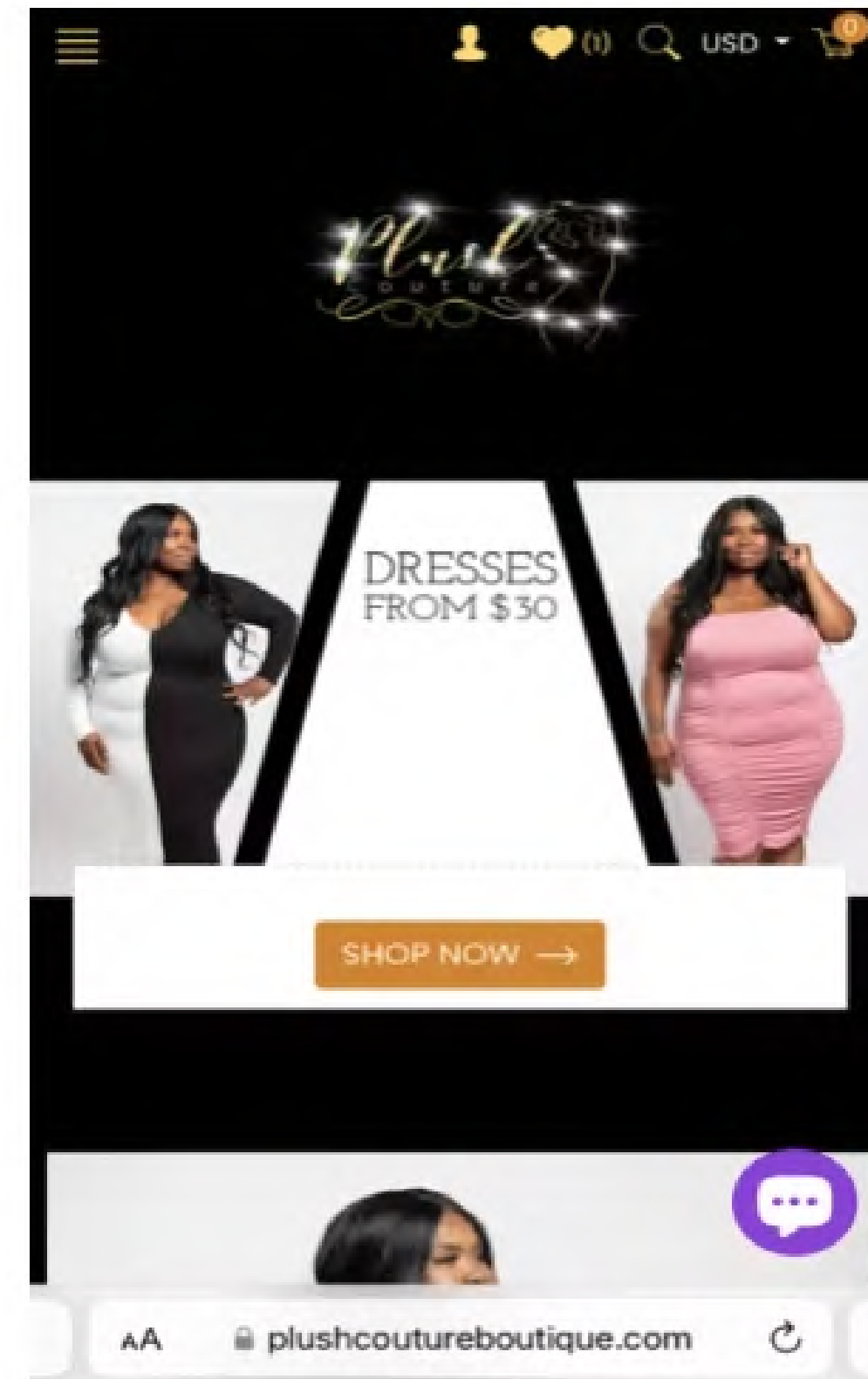
The User Journey: Homepage

Recommendations:

- a. Bigger and readable logo with description (Plus-size clothing)
- a. On the homepage, add text below each icon for consistency



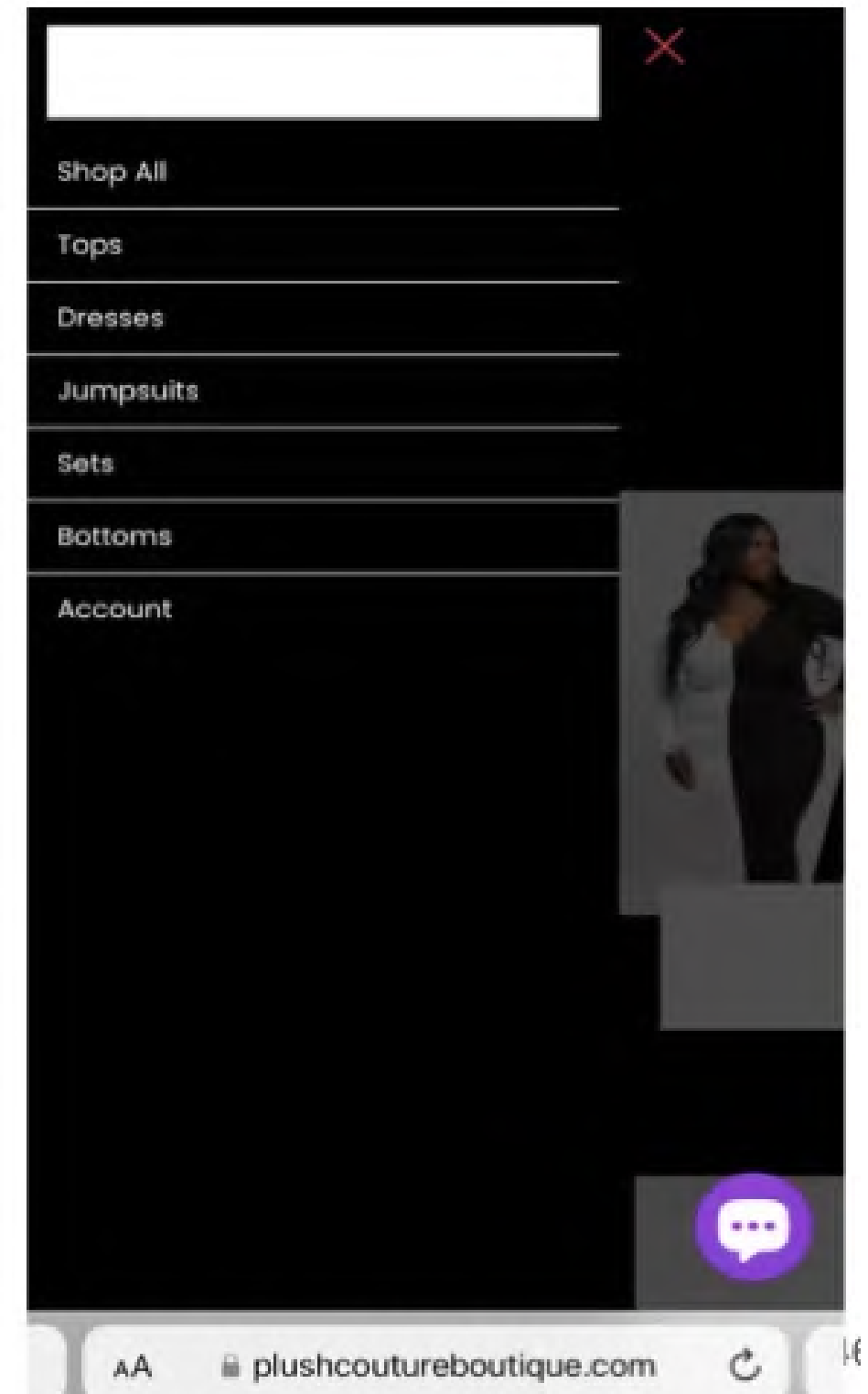
- b. Craft a clear and compelling headline that communicates the unique value proposition of your products.
- c. Apply Color Harmony Rule
 - i. Suggestion to have complementing shades or colors to create contrast (Black is overpowering)
- d. Item cards vary in size
 - i. Make same width and height
 - 1. Photoshop background images to a plain off white color to make even more consistent



The User Journey: Select Category

Recommendations:

- a. Search bar
 - i. Provide clear visual cues, such as a magnifying glass icon or the word "Search" for enhancing the usability and user experience of the search functionality
- b. Categories
 - i. Provide a drop-down menu to appear when users hover over or click on a main category, revealing a list of sub-categories related to that specific clothing type.
 - 1. This approach helps users quickly navigate to their desired sub-category without overwhelming them with too many options at once.



The User Journey: Add to Wishlist

Recommendation:

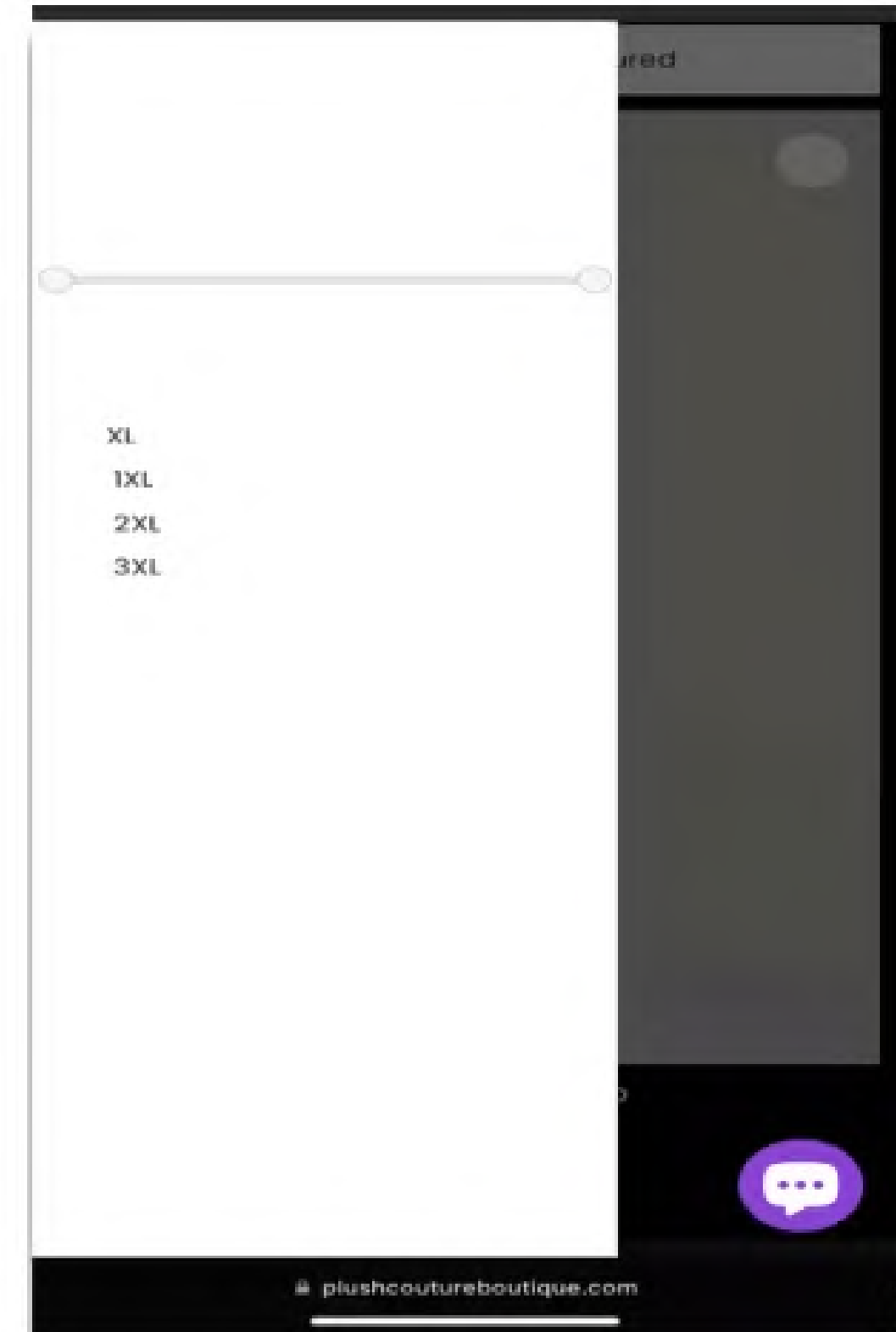
- a. Adding an item to the wishlist icon is hard to see in the upper right corner of the item card
 - i. Recommendation to change the color
 - 1. When selected, turns white which is very hard to see against an off white background
 - ii. Size Guide (Low Contrast)
 - 1. Recommendation to change the color
 - a. The text is very difficult for the customer to see during their browsing session



The User Journey: Filter Option

Recommendation:

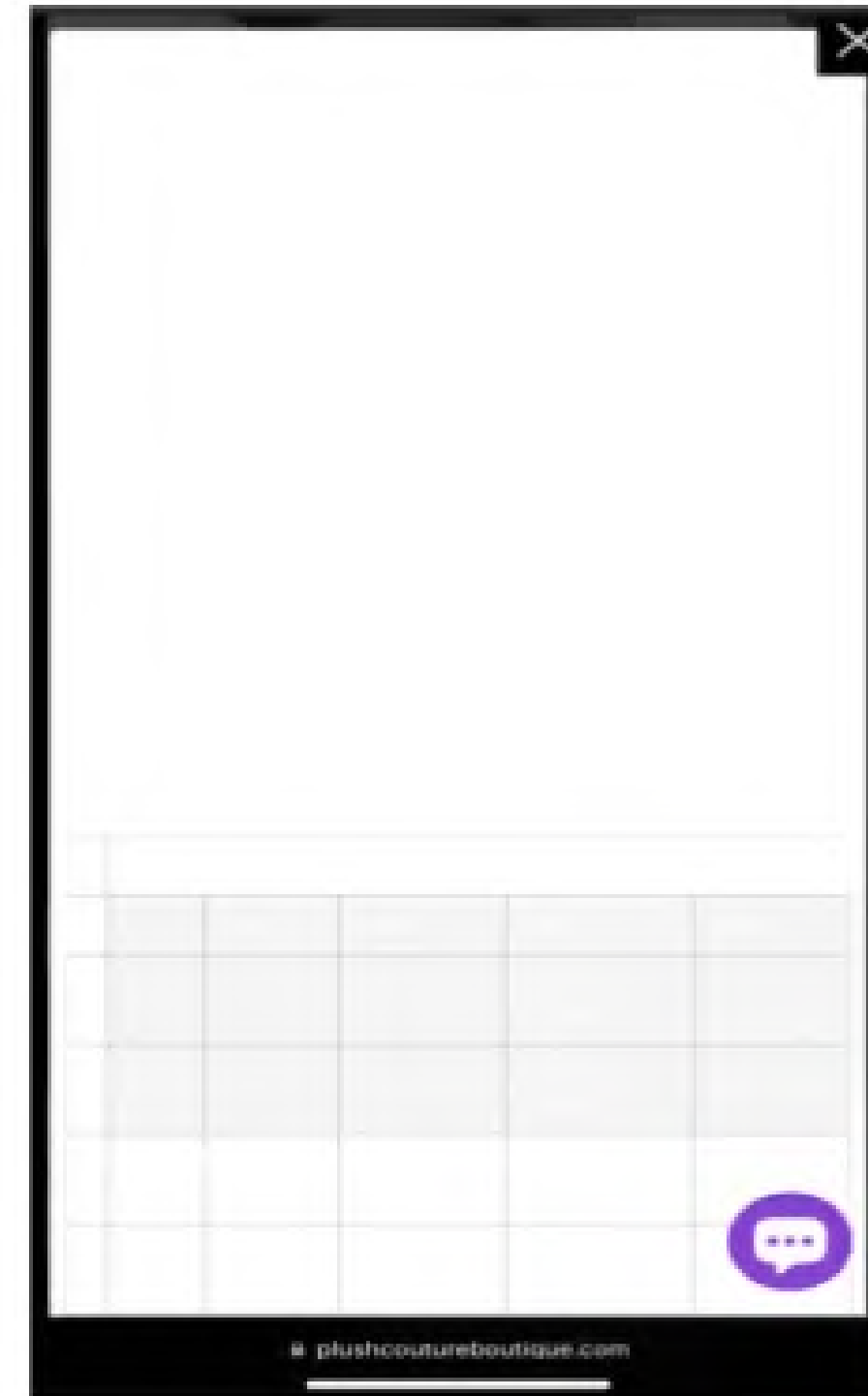
- a. Not all available filtering options are immediately visible to users on the interface
 - i. To improve the user experience, it's recommended to ensure that all relevant filter options are visible or at least indicated in a clear and intuitive way.



The User Journey: Sizing Guide

Recommendation:

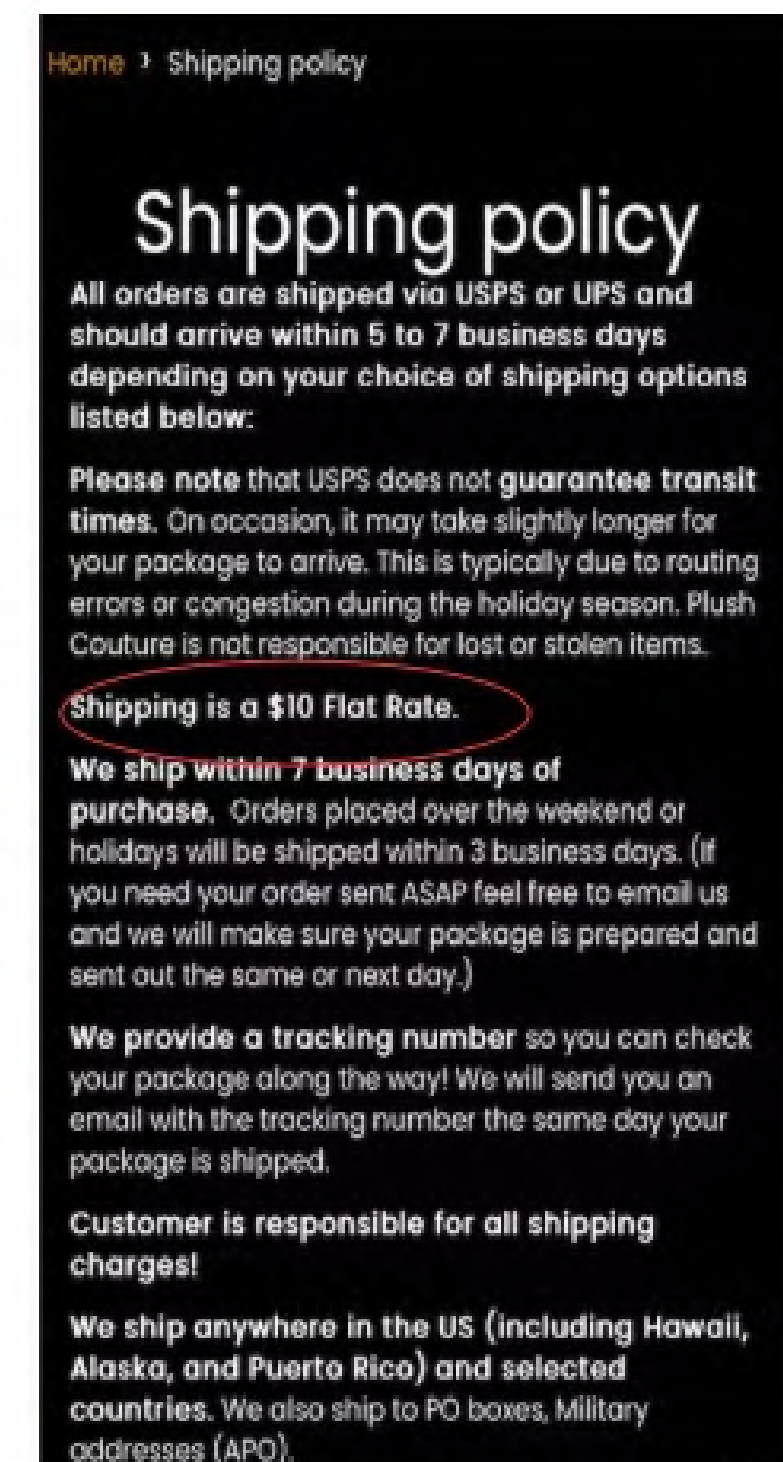
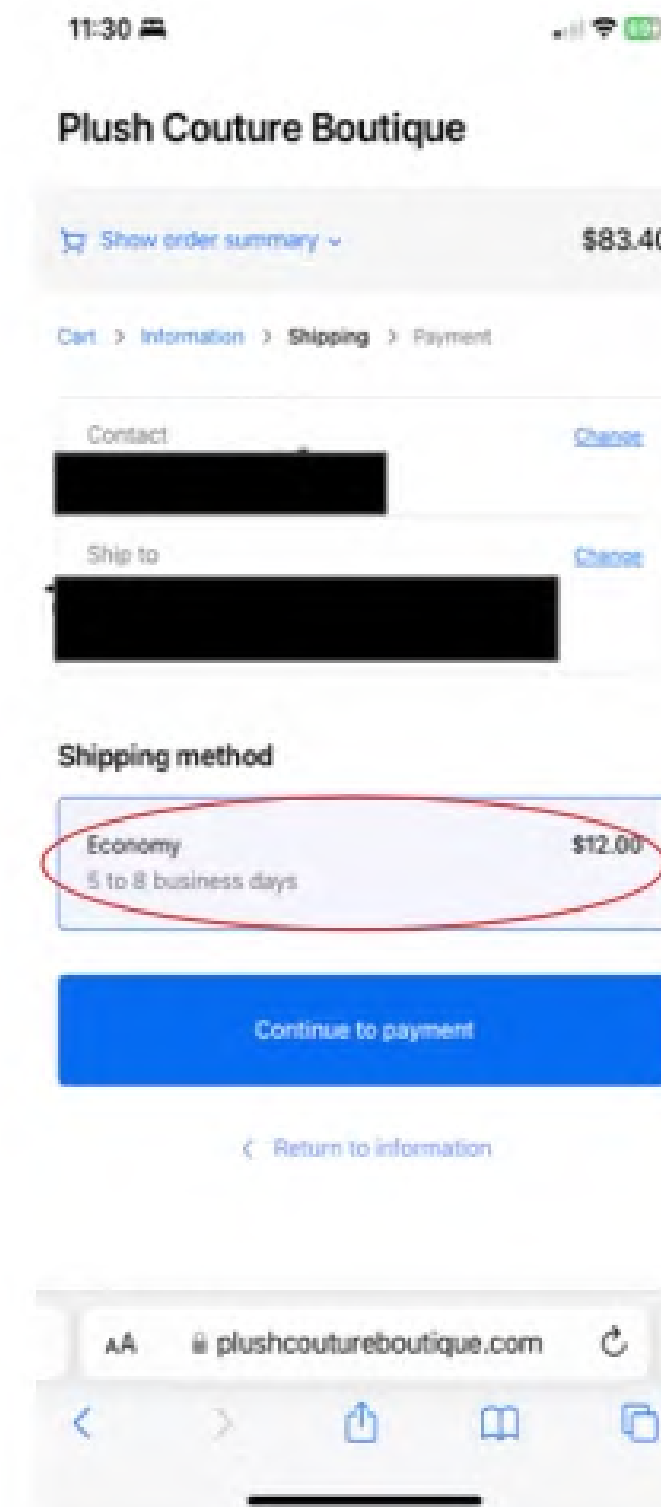
- a. Sizing Guide
 - i. Low contrast text within sizing guide
 - 1. The low contrast text can be challenging for users, especially those with visual impairments or on devices with poor display quality, to perceive and read the content comfortably.



The User Journey:Checkout

Recommendation:

- a. Shipping:
 - i. Shipping costs should mirror the shipping policy listed on website
 - ii. To reduce shipping costs, the price of items could be increased to deter abandoned carts on the website.




The User Journey:Checkout




Recommendation:

- a. Delivery Options:
 - i. The pick-up location shown through the checkout process should mirror the pick-up location sent in the confirmation email after purchase.

Cart > Information > Payment

Express checkout

shop 

[Show more options](#) ▾


OR


Contact Have an account? [Log in](#)

Email or mobile phone number

☒ Email me with news and offers

Delivery method


☐  Ship

☒  Pick up

Pickup locations

There is 1 store with stock close to your location


Plush Online (199.8 mi) Free

 ad. Zona Rosa 1171

Kansas City, MO


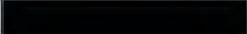
[plushcoutureboutique.com](#)

Your order is ready for pickup
(#PL1104)




ORDER #PL1104

Your order is ready for pickup

Thank you for your order 🎉 Your items are ready! Pick up location 
KC, Mo 64118 Please text/call 
to schedule pick up.

Pickup location

Plush Online



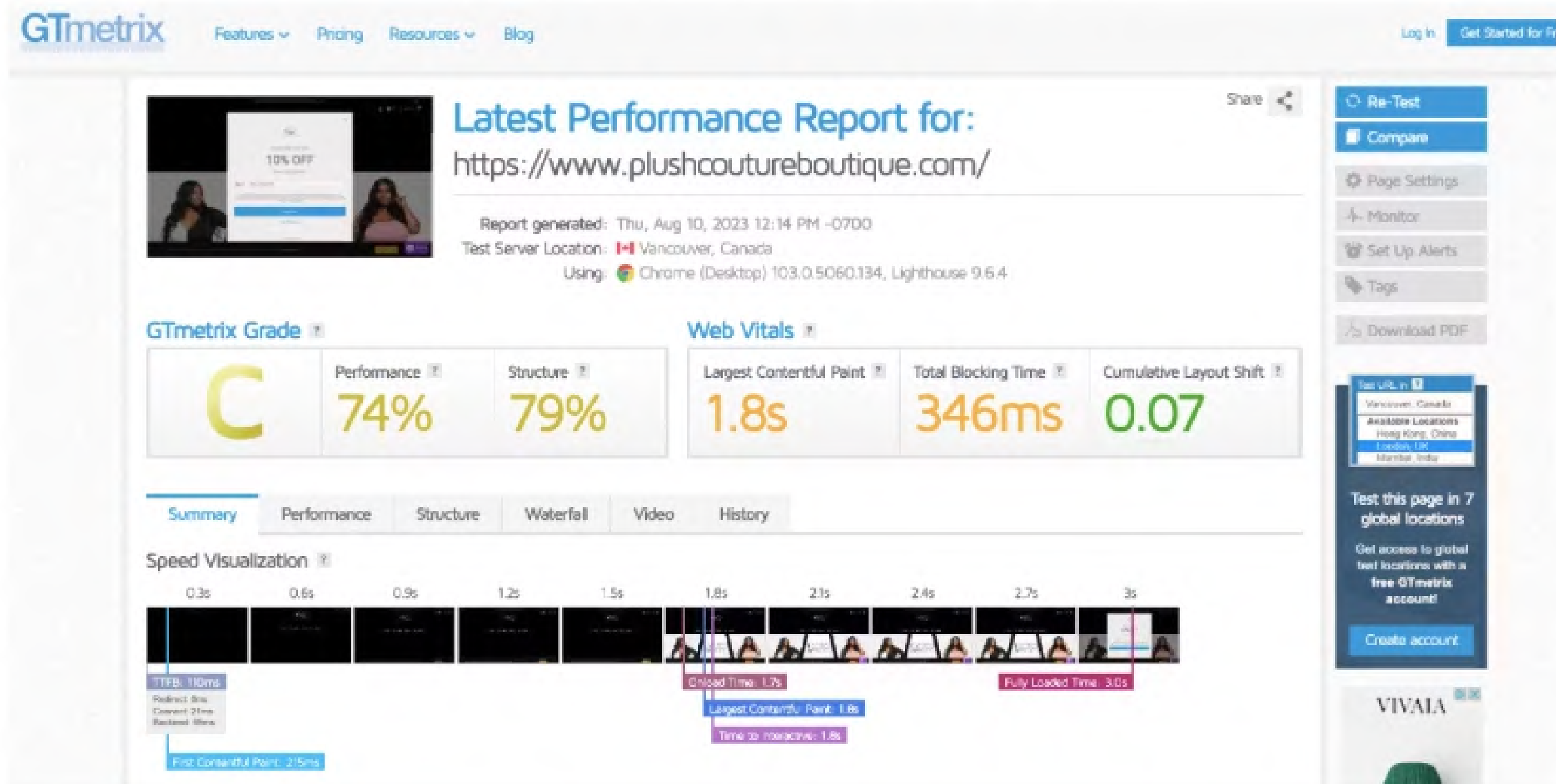
Zona Rosa 1171

Kansas city Missouri 64153

[Open map](#) →

[View your order](#)

Speed and Performance



Website Accessibility

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Accessibility

These checks highlight opportunities to improve the accessibility of your web app. Automatic detection can only detect a subset of issues and does not guarantee the accessibility of your web app, so manual testing is also encouraged.

CONTRAST

▲ Background and foreground colors do not have a sufficient contrast ratio.

These are opportunities to improve the legibility of your content.

NAMES AND LABELS

▲ <frame> or <iframe> elements do not have a title

These are opportunities to improve the semantics of the controls in your application. This may enhance the experience for users of assistive technology, like a screen reader.

Recommendations:

1. Alt Text and Descriptions:

Verify that images have descriptive alt text for accessibility.

2. Color Contrast:

Check that the color scheme meets accessibility guidelines.

Post-Project Reflection

The UX audit of Plush Couture's website offered me a valuable perspective into the significance of being both analytical and empathetic toward user needs. While dissecting the user journey and assessing usability, functionality, and user-friendliness, I could deeply consider the user's objectives and aspirations. **Throughout this process, I tapped into customer reviews, online shopping forums, and the broader needs of shoppers to maintain a user-centered approach.**

Despite the **rapid timeline of less than a week**, I couldn't conduct user interviews or a usability study. **Given more time, I would have integrated these methods (*usability testing and user interviews*) to gain direct user insights.** As the project aimed to align with Plush Couture's business objectives—such as expanding the customer base, retention, and brand growth—a competitor analysis proved crucial in comprehending the market landscape and understanding rivals. This, coupled with evaluating website usability and functionality, is essential due to its central role in customer interaction.

Strategic UX Recommendations for Enhanced Business Outcomes

1. **Inclusive Design:** Alt-tags and color contrast for a wider audience and brand empathy.
2. **Engaging Landing Page:** Compelling headlines, social proof, trust badges for credibility.
3. **Consistent Branding:** Cohesive identity, trust-building, and brand loyalty.
4. **Smooth Checkout:** Clear shipping policy, reduced abandonment rates.
5. **Performance Optimization:** Fast loading, improved SEO, higher conversions.
6. **A/B Testing:** Iterative improvements, higher satisfaction, conversion rates.
7. **Responsive Support:** Positive reputation, customer satisfaction, referrals.

Incorporating these strategic user experience recommendations into Plush Couture's online platform can collectively lead to improved customer engagement, higher conversion rates, increased brand loyalty, and a competitive edge in the market. The alignment of user-centric design with these business goals ensures a flourishing online shopping experience for both current and potential customers.



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