

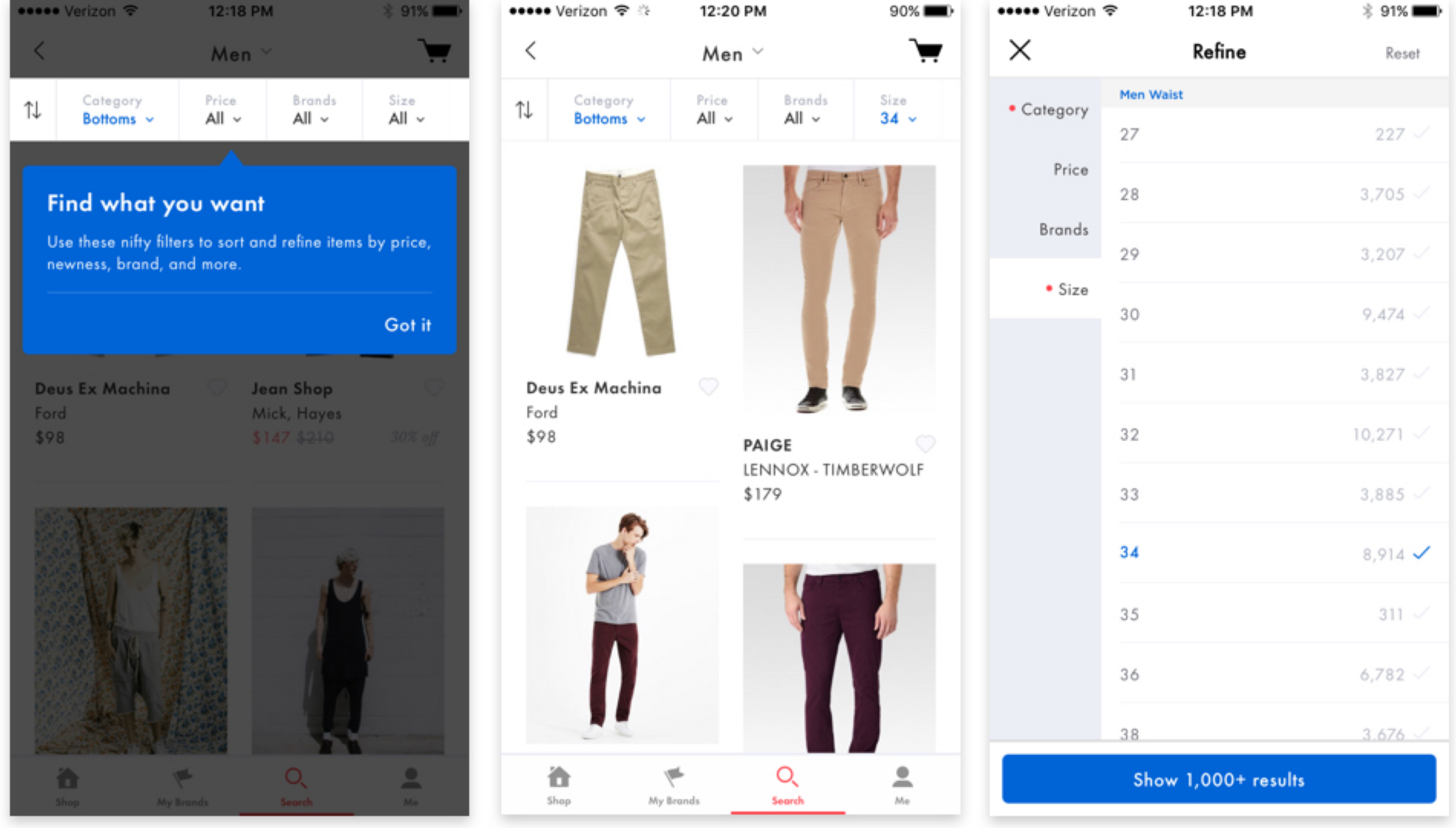
Shop Spring – Filtering made intuitive and easy.



Overview

One of the challenges that we faced at Spring was how to bring a curated feel to the platform. Spring had over 3,000+ brands on the platform and countless amounts of products. One of the biggest problems we found during user testing was that user were overwhelmed with the amount of stuff on the site.

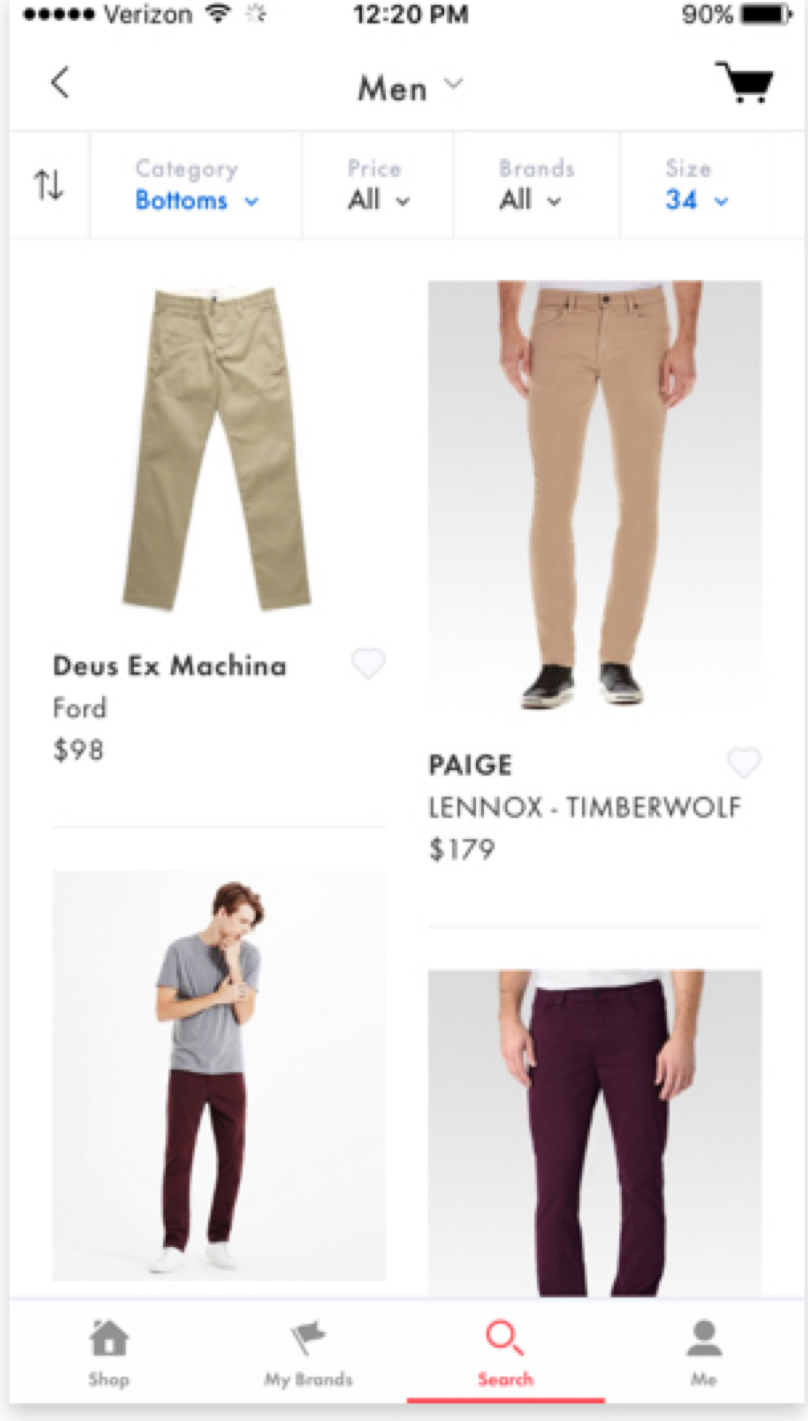
The product team recognized some immediate areas of improvement after doing regular in house user testing. The experience had areas of opportunity where we could deliver a consistent experience across both platforms that we supported.



Problems with existing design

After doing an audit of our browsing, filtering, and searching experience we found a few inconsistencies in the interaction design patterns and the visual design language. Controls and UI elements were being redesigned by multiple designers working autonomously and interaction patterns that could be repeated were being re-invented.

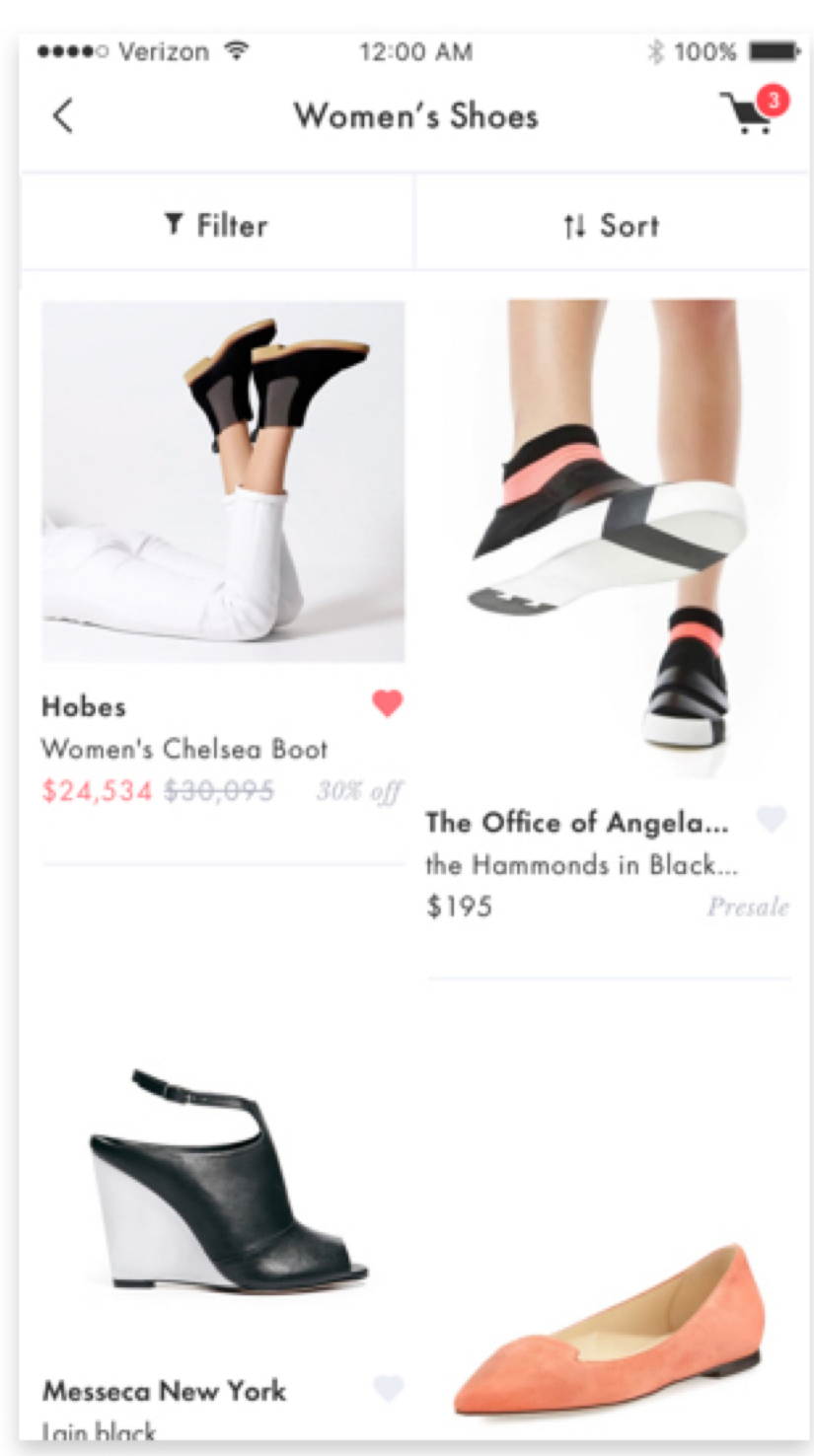
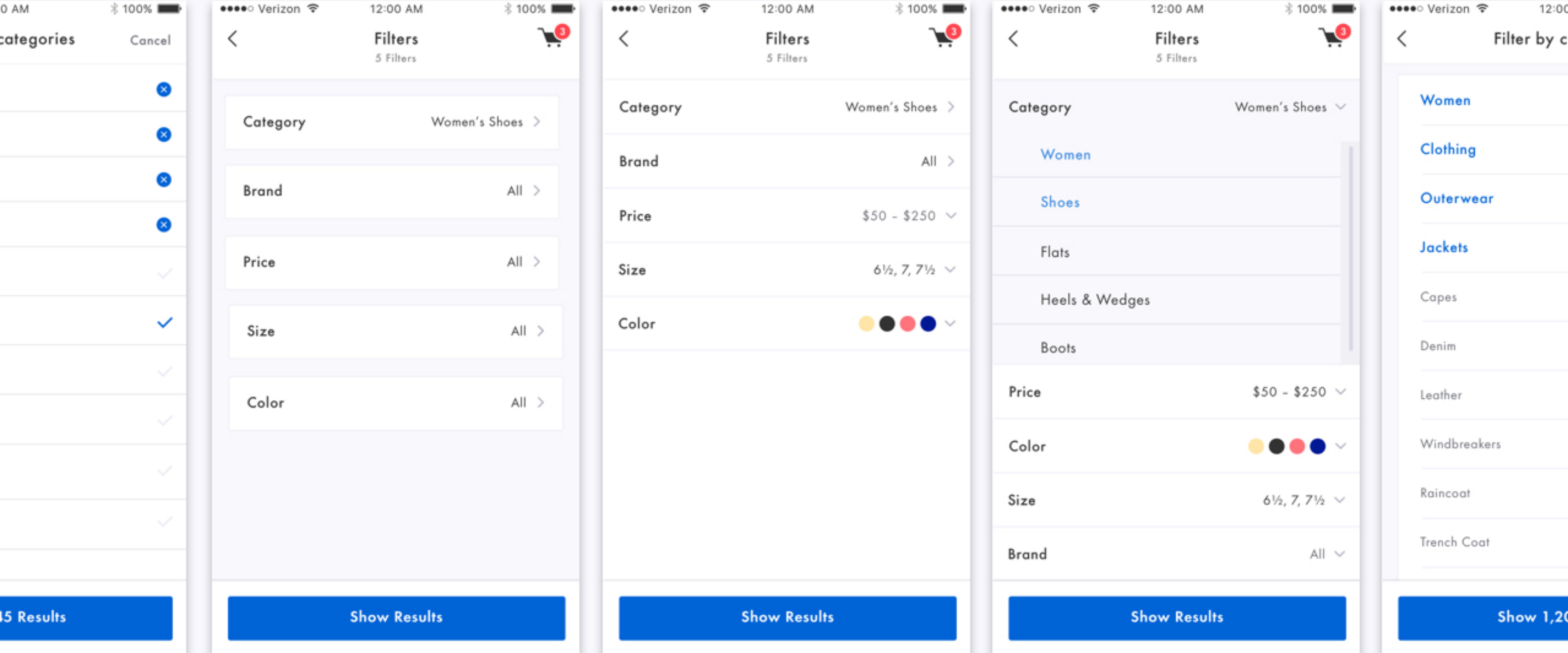
Immediately we found some areas of opportunity in having all of the filters exposed, often times the filters were running off screen without letting the users know how many filters they have applied.



Iterative Design Process

Working closely with the Design Director Quintin Lodge I worked through several possible directions for the navigation. In redesigning how we showing filtered products and how a user those filters we found some inconsistencies with how were using selection states in our designs.

Immediately we found some areas of opportunity in having all of the filters exposed, often times the filters were running off screen without letting the users know how many filters they have applied. We felt it was key to try to minimize the user switching context.



Final Designs

We landed on an elegant design solution that allowed users to see their choices at a glance. We were able to bring cohesion and consistency to our filtering experience.

We organized the filter categories by usage, and included a price distribution chart with our price slider to help in users large where the majority of products fall in such large price spreads. We were also able to leverage meaningful defaults from users if they completed our onboarding flow.

