

Optional - Conduct a competitive audit

Generate ideas for designs

- Video: Come up with ideas using How Might We 2 min
- Video: Come up with ideas using Crazy Eights 5 min
- Reading: Learn more about How Might We and Crazy Eights 20 min
- Practice Quiz: Test your knowledge on ideation techniques 2 questions
- Practice Quiz: Activity: Come up with ideas for your website 1 question
- Reading: Activity Exemplar: Come up with ideas for your website 10 min
- Discussion Prompt: Discuss your preferred ideation technique 10 min

Plan information architecture

Week 2 review

Activity Exemplar: Come up with ideas for your website



Here is a completed exemplar along with an explanation of how the exemplar fulfills the expectations for the previous activity. The exemplar begins with the How Might We exercise, and then moves into Crazy Eights.

To start the ideation process, we first reviewed user research, user pain points, and the problem statement.

The user research for Tee's Shirts clothing store user persona, Mahalia, revealed three pain points. First Mahalia was disappointed because clothing sizes on shopping websites don't match the sizes they receive. Second, the buttons to select items are too small. Finally, the busy design of the websites makes it difficult to find things.

The problem statement is that Mahalia is a busy college student who needs intuitive website navigation and search filters because they want online shopping to be stress-free.

PROBLEM STATEMENT

Mahalia is a/an busy college student

user name user characteristics

who needs intuitive website navigation and search filters

user need

because they want online shopping to be stress-free

insight

With the user's pain points and problem statement, we started the How Might We exercise to begin thinking of ideas to solve Mahalia's issues.

- Amp up the good.** We know there are a lot of ways to buy clothes, so we thought about how the clothing website can be its best. Based on that, we came up with the question:

How might we make the shopping experience fun, easy to use, and engaging?

- Change a status quo.** Thinking about the research finding that Mahalia orders clothing, but it isn't the right size, we came up with a couple of questions.

How might we design something that helps Mahalia order the correct size?

How might we bring items to Mahalia or highlight items in a particular size that is easy to access and view?

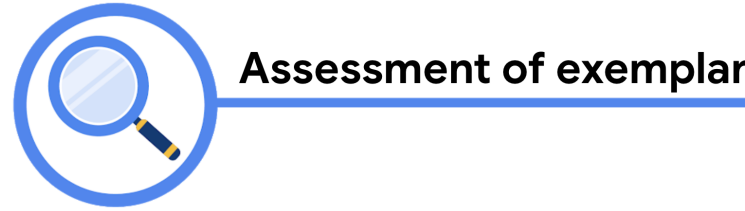
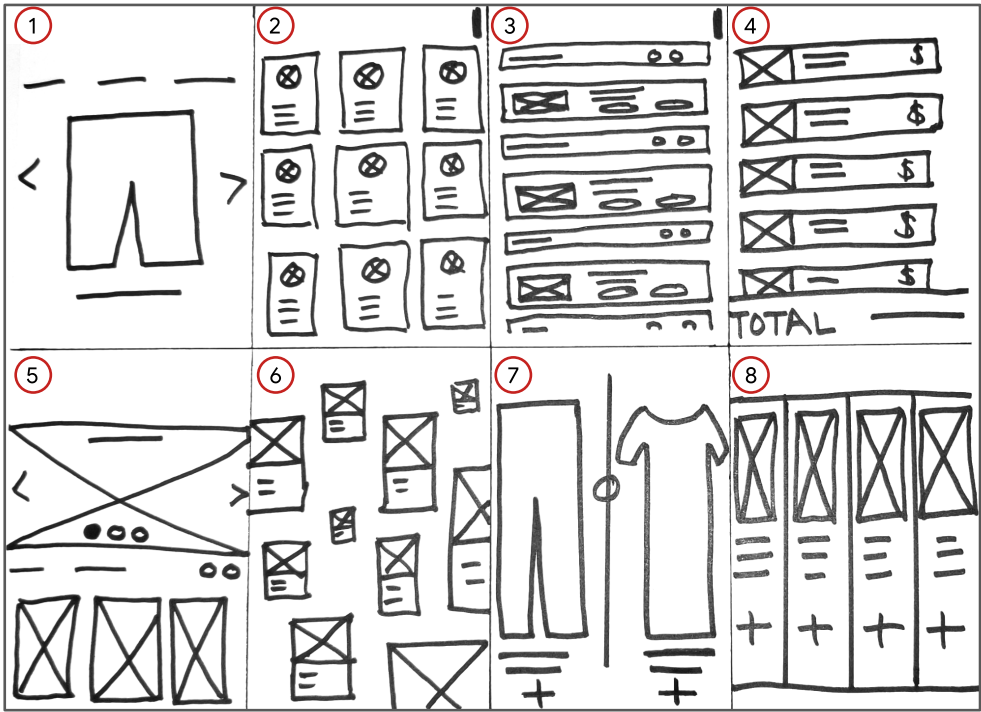
- Break the point-of-view into pieces.** Based on the pain point that the UI of shopping websites is too busy, we came up with the following questions:

How might we improve the UI to appear cleaner and easier to use?

Could we design a clothing carousel to make it easier to find clothing, like sweaters or jeans?

What about adding Featured Products to help Mahalia notice certain products that they might not have been looking for?

After this, we completed the Crazy Eights exercise with Mahalia's issues and our How Might We questions in mind.



For this exemplar, we have provided a description for each sketch in the Crazy Eights exercise. However, you only need to have descriptions for 3-4 of your sketches:

Sketch 1. This is a hero space with full-sized product images. The advantage is that users can see more product information by clicking the button under the product. They can also see other products in the same module by clicking the next or back arrows. This helps address the user's pain point of sometimes selecting the wrong size.

Sketch 2. Users will be able to scroll through the whole inventory of products from the same page. The advantage is that users can add products to a temporary cart to view after they have seen the full inventory. From here they will be able to add to the main cart or delete the item. This experience makes the shopping experience closer to an in-store shopping experience where a person can select a few pieces to try on before buying.

Sketch 3. As the user scrolls down the page, featured items will be listed that are compact in size, with the main product card expanded to full size. The advantage is that the user can scroll either up or down through the full list, and opt to view more details or add to their cart. This helps make the UI easier to use and not as cluttered, which was one of the user's pain points.

Sketch 4. Users can see the total price of their purchase in a fixed module located at the bottom of the page. The advantage is that they can scroll through the full list of products inside their cart, which makes the shopping process faster and easier. This was one of the user's needs they wanted to be addressed.

Sketch 5. The user lands on the homepage which begins with a hero image that has a lifestyle photo in full-width mode. The advantage is that, as the user scrolls down, they can access other sections that feature other products and information. By doing this, the user will be able to find categories of products more quickly.

Sketch 6. The user can explore products in a different digital way by placing them in a Z-index format of navigation. The advantage is that when the user scrolls down, the products will appear to come towards them and pass through their peripheral view. Then they can apply a filter to see all products or sort by specific categories. This also addresses one of the user's pain points which was that they often get the wrong size. This will help them make sure they set the filter to only see a specific size, for example.

Sketch 7. The user comes to the site and doesn't have a product in mind. The advantage is that the user can use this module to find random combinations of clothing pieces that go together. They can filter by season, types of clothing, color, and many other options. They can click the randomize button located in the middle (between the two products) and shop from the selections provided. The user mentioned that they shop for pleasure, as a break from doing schoolwork. This solution will help make the shopping experience more engaging and enjoyable!

Sketch 8. The user can navigate this section as if they were going through a closet. The advantage is that they will be able to navigate products in a digital way. The products will appear overlapping as they come into the screen from either the right or left side. Then the user can select the items they want to see more in detail. This solution also makes the shopping experience more pleasurable for the user.

So, now you've learned the advantages of doing these exercises. In the Crazy Eights drawings, we've generated eight different design ideas each that addressed the user's pain points or needs. We also provided the reasons why the solutions were good for the user. This is a great start for choosing a design solution with the user in mind.

Now compare the exemplar above to your completed deliverable. Assess what you've done using each of the criteria used here to evaluate the exemplar.

Ask yourself:

- Did you identify a problem to be solved?
- Were your How Might We questions created from a clearly defined problem statement?
- Did you consider ways to 1) amp up the good, 2) change a status quo and/or 3) break the point-of-view into pieces with your HMWs?
- Did you complete the Crazy Eights exercise?
- Did you write a description for 3-4 of the eight solutions you came up with for the problem?

What did you do well? Where can you improve? Take this feedback with you as you continue to progress through the course.

Mark as completed

