The background features a dark purple gradient with a subtle geometric pattern of lighter purple triangles and lines.

Hi.



User-Centered Design

This project was done in group for University of Washington's Masters Course with Nicole VanMeter, Alec Olschner & Alik Brundrett

Retraining Compulsive Spending Behavior

Exploring factors that drive overspending, and finding solutions to retrain errant spending patterns in young working professionals



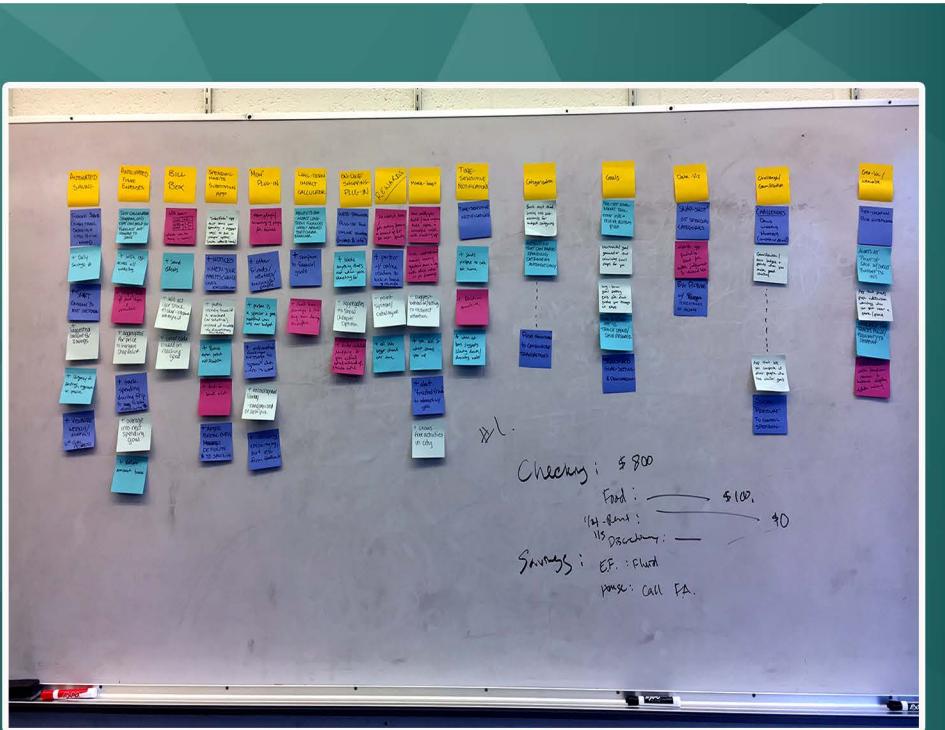
How might we help 25-40-year-old working professionals curb impulses that lead to overspending?



Working professionals, age 25-40, who engage in habitual spending behavior and self identify as wanting to reduce their spending habit.



Online Survey | Diary Entries | Semi-formal Interviews | Competitive Matrix



USER PERSONAS



ENTRY-LEVEL ERICK



Age: 26
Location: Crown Hill, Seattle, WA
Relationship: Single
Income: \$38,000/year
Education: BBA Marketing, Boise State University
Occupation: Associate Account Coordinator at Razorfish

"I need to learn how to start budgeting and saving without compromising my lifestyle."

TECHNICAL PROFICIENCY: Least —————— Most

BIO:

Meet Erick. Hailing from Boise, Idaho, Erick decided to make the leap and move to Seattle after he completed his undergraduate degree in Marketing from Boise State University to break into the tech industry. He lives in Crown Hill with his roommates Chad and Ryan.

Erick is passionate about his hobbies, which include keeping up with the latest gadgets, hiking and skiing, and going out to bars with his friends. Between the electronics and the mountain gear, his hobbies can get expensive - and his passion for them can often get in the way of his ability to pay off his debt and save for an emergency fund.

Mashable HM REI TechCrunch

a^3+n | User Personas

ON THE RISE OLIVIA



Age: 34
Location: Wallingford, Seattle, WA
Relationship: Married
Income: \$72,000/year
Education: BSN Nursing, Western Washington University
Occupation: RN at Virginia Mason Hospital

"I want to feel financially prepared for my family's future, and need something to guide me."

TECHNICAL PROFICIENCY: Least —————— Most

BIO:

Olivia, a Bellingham native, lives with her husband Trevor in Wallingford. They recently moved into a 2-bedroom rental to give themselves a little extra space. She has worked as a nurse at Virginia Mason for 12 years and really enjoys the pace and challenges that a typical day provides.

Olivia and Trevor have been talking a lot about having kids and buying a house some day. She's thinking about her 5-year and 10-year plan, and wants to make sure that she can save enough money to support her long term goals. Since she's very busy, Olivia likes apps and services that are convenient and can save her time.

BETTER HOMES AND GARDENS LOFT WILLIAMS-SONOMA TARGET

a^3+n | User Personas

Solution - Set

DATA VIZ:

Your spending

Compare months

JULY AUG SEPT

+ 2.8% + 3.7%

- Display real-time spending data
- Show individual transactions
- Show spending change
- Month over month data
- Category amounts + total average changes

GOAL SETTING:

Goal quiz

① ?
YES NO
② ?
YES NO
③ ?
YES NO

Goal Results

① ④
② ⑤
③ ⑥

- Answers questions to populate goals
- Each side scroll section is a different spending topic
- System offers goals
- User can accept or reject goals
- Would also show incremental progress

ACCT. CATEGORIZATION:

ACCOUNTS

Checking BAL: \$XXXXXX
Rent ↓
Food ↓
Phone ↓
Util. ↓

Savings BAL: XXXX.XX
Emergency Fund ↓
House Fund ↓

TRANSFER

ALERT!

Low balance in Food (Grocery Category)
XX.XX Left until next week

Transfer Money
GOT IT!

- Break out accounts into categories to see amounts more accurately
- Alert lets you know when you're low
- Acknowledge or put money into category

Navigating Design In Organizations



This project was done in group for University of Washington's Masters Course with Livia Brown, Yao Lu, Shuyu Li & Kate Schenot

PROBLEM 1: *Clothing is personal and emotional, shopping online for clothing isn't*

PROBLEM 2: *Amazon Fashion Facing Challenges*

User Solution (Value Proposition)

- Situation based outfit recommendation
 - Effective outfit searching
 - Reducing social insecurity
- Better online buying experience
 - Customization (saved measurements)
 - Convenience (one-click outfit buying)
- Community
 - Inspired by others' outfit stories
 - Content co-creation

Amazon Solution

- Makes Amazon more competitive in the apparel industry
- Sales boost in an Amazon sector that's not performing as strongly as others
- Brings additional vendors to Amazon
- No changes in the way Amazon distributes its regular clothing products

Business Model Canvas

Key Partners 🔒	Key Activities ✅	Value Proposition 🎁	Customer Relationships ❤️	Customer Segments 💡
Key fashion influencers (bloggers, online & print magazines, celebrities)	Research & Development Vendor Development Software Development	Situation based outfit recommendation Better online buying experience Community	Communities Co-Creation Customer Service	Young Professionals interested in fashion
Amazon Fashion Dept.	Key Resources 💼		Channels 🚛	
Amazon Partner Vendors	Software Developers Content Creators & Influencers Finance Amazon Internal Departments		App Store Amazon Subsite	
Cost Structure 💵		Revenue Streams 💰		
Software Development Maintenance	Marketing Staff Salaries	Clothing Sales Partnership Fees		

Market Analysis

- Background
- Mini FAQs
- Market Landscape
 - Direct vs. Indirect Online Sales in Fashion
 - Market Cost Structure
 - Geographic Considerations
 - Regulatory Considerations
- Competitive Landscape
 - Current Competition
 - Revenue Streams
 - Market Entry
 - Competitive Comparison Matrix

Revenue Stream

Direct Competitor	Investor Funded	Partner Links	Advertising	Product Sales	Sales
Keep.com	X	X	X		<i>Information not publicly available</i>
Amazon Fashion	X			X	\$16.3 billion
Polyvore	X	X	X		<i>Information not publicly available</i>
Chiara Ferragni	X	X		X	\$8 million
Mynta	X	X	X		<i>Not profitable yet</i>

Competitive Analysis | 01

SUITED (Group 9)	Your Value Prop:	Suited is a social shopping app that enables users to find the perfect outfit based on their own unique, intelligent search and recommendation functionalities that match real world outfit shopping motivations and experiences.											
	URL of Website	User Names And Passwords	Purpose of Site	Year Founded	Funding Rounds	Revenue Streams	Monthly Traffic	Primary Categories	Social Networks	Content Types	Personalization Features	Competitive Advantage	General Notes
Keep.com	https://keep.com/	UN: Group 9 PW: Group9 Email: group9@gmail.com	Like Pinterest, this app and website allows users to save items from various sources onto curated boards. It also includes a feature that allows users to choose apparel pieces through a Tinder-like system of swipe right or left to see what other apparel pieces fit an individual user. The personalized curation and one checkout system (no matter how many retailers) is what makes Keep.com what the focus of this site is about.	2010	2; \$44 million total	Funding Affiliate Link Fees	330K (US)	E-Commerce, Fashion, Information Services	Pinterest: https://www.pinterest.com/keepdotcom/ Facebook: https://www.facebook.com/Keepcom Instagram: https://www.instagram.com/KeepShopping	Heavily photo-based	Curated lists based on swipe right/left outfit feature.	They're doing something no one else in the fashion market is doing with curated lists and a one checkout shopping cart. They offer a competitive affiliate program which allows profit users to receive compensation for curated and promoted posts.	Awesome product, but still doesn't quite touch on the emotional aspect of shopping and is heavily female-based.
Amazon Fashion	amazon.com	UN: group9login@gmail.com PW:suitedbyamazon	Amazon is the largest Internet-based retailer in the world by total sales and market capitalization. Amazon Fashion is one category arm of the larger business.	1994	2; \$108M total	Within the Fashion department, there are 10 categories (negotiated price to the vendor's onboard to the Amazon platform)	95 million	E-Commerce, Cloud Services, Logistics/Fulfillment	Facebook: https://www.facebook.com/amazon Pinterest: https://www.pinterest.com/amazon/ Twitter: https://twitter.com/amazon Instagram: https://www.instagram.com/amazon	Landing page tries its best to feel like a fashion magazine through use of styled hero photos as category entry portals. Some curation ("The Boot Guide") but these are only temporary and not permanent than editorial content. Fashion item-detail pages are very similar to other Amazon products (i.e. a dress is displayed differently than a garden hose).	Recommendations are made based on past-purchased items; the user can shop by category to save size or style preferences.	A very large selection. A trusted brand name. Known/trusted return policies. Prime shipping. Everyone already has an account (i.e. little friction between product view and checkout). Wishlists are an available alternate function, but are not specific to fashion.	Amazon is the largest online retailer in the US. Its fashion department uses Amazon's own product taxonomy/filter. While adding some "fashion-like" design elements (high-contrast colors, responsive hero photos), the website is still functional and aesthetically Amazon. While the website has some unique tools/functions to make browsing easier (for example, the bra filter: https://www.amazon.com/af/bradfilter/ref=bl_landing_bqer), these items are not prominent in the navigation, and do not appear as the primary interface for exploring available product offerings.
Polyvore	http://www.polyvore.com/	User Name: vivyyao Password: 503group9	Helps users discover outfit ideas, mix and match their own looks and shop products	2007	3; \$22.1 million total	1. Advertising revenue through brand placement products 2. Fee from affiliate link commission	954K (US)	Trending, Outfits, Women, Dresses, Shoes, Accessories, Beauty, Men, Sale	Facebook, Twitter, Pinterest, Instagram	Heavily photo-based	Personal Profile, Liked sets, Items, Likes, Followers, Followers, Groups	1. Users can mix and match on their website. 2. Users can easily buy items using links Polyvore provides. 3. Users are sharing their mix & match outfit, so others can like and follow them (For example, two, three, four, five users can follow their look in the market since they need to affiliate with other brands and attract more users to their website).	A fun place to play around, especially for people who love to style their own looks
Chiara Ferragni	http://www.chiaraferragnicolletion.com/us_en/	User Name: Sylvia Lee Email: 513000629@qq.com password: suitedbyamazon	This is a blog-turned-lifestyle website for presenting and selling products of the brand Chiara Ferragni, founded by the same name style icon.	2013	n/a	1. Product sales 2. Exposure for the blogger and her "BlondeSalad" blog site	80K (global)	Shoes, Accessories, Lifestyle, Brand information	Facebook, Twitter, Pinterest, Instagram, Youtube, Google+	Heavily photo-based	Account information, orders, wishlists, newsletter subscriptions, "missing size"	1. Exposure from the same name style icon and other fashion bloggers and celebrities (wearing the items as advertisement and constant exposure) 2. Playful and cool design (its iconic "flirting" motif) + collaboration with famous designers 3. Lifestyle guidance (photos of models on various occasions)	Recommend to have a look at Chiara's blog website (http://www.chiaraferragnicolletion.com/us_en/) which is its advertising and corresponding brand tie-ups. There are many lifestyle posts and articles on fashion and beauty.
Mynta	www.mynta.com	Username: group9@gmail.com Password: suitedbyamazon	This Indian website is for selling fashion from chic brands with a personalization of gift items. It has a good customer base because of its excellent delivery speed and an up-to date fashion blog	2007	9; \$158.75M	1. Sales 2. Site links (2595 links) 3. Advertisement	13,255,000	Men, Women, Kids, Home Decor	Facebook, Twitter, Instagram, Youtube, Google+	Heavily photo-based	Profile, WishList, E-mail newsletters, descriptions, Offers and discounts for members, recommended category based on the user's gender, wear/western wear/ nightwear/beachwear	1. Huge customer base // India: 96% visitors, USA: 0.8%, China 1.0%. 2. Good Customer service 3. Easy to browse and navigate 4. Blog (though not very influenced by big fashion icons)	Covers interests of both men and women but recommendations can be very broad. Categories are not very clear and blog is not sort after as it lacks the influence of fashion icons

Competitive Analysis | 02

Indirect Competitors														
OkCupid (search and taxonomy design)	okcupid.com	U: group9 P: suitedbyamazon	A free online dating site featuring extensive search features; built on data from user expressed preferences and social queues. Well-known among users who prefer to be used by the more urban/young/hipster crowds (multiple orientation/sexuality attributes, for example, make the site known to be more accepting than average).	2004	1; \$6M	Paid accounts (freemium); advertising	960k	Online dating	Twitter: https://twitter.com/okcupid Facebook: https://www.facebook.com/okcupid/ Instagram: https://www.instagram.com/okcupid/	User-generated content (dating profiles) – text dominant in terms of total area, but photos seem to be more prominent. Photos are used to indicate level of interaction and so are placed with greatest prominence	Extensive quizzes and data generators to create a deeper profile per user – reflected in "% match" with other users.	Data generation and taxonomies that are more useful to the user base than other websites. For example, I can search for a male that is on "advocacy" and either "atheist" or "atheism" and see the keywords relating to adventure. And since the data is generated through self-reported actions (rather than just keyword spamming), as a user holds greater trust for its results.	This site tailors its taxonomies to its user base. Searching by "kindness" certainly isn't something I'd expect to see on Christianity! Which makes me as a consumer like the site is "built for me" and therefore more useful/valuable!	
Pinterest	www.pinterest.com	User Name: viviyao, Password: 503group9	Provides a worldwide catalog of ideas; helps users find and save various types of ideas, such as style inspiration	2009	11; \$1.32 billion total	Mainly advertising	55.8M (US)	Animal and pets; Arts; DIY; Design; Education; Events; Fashion; Film; music & books; Food & drink; Gardening; Hair & Beauty; Health & fitness etc	Facebook, Google+, Twitter, YouTube, Flickr, Github	Photo Dominant	1. Users can search for anything that they are interested in from Pinterest and it is categorized in "pins". 2. Users can pin things that in other websites and still can see them in Pinterest. 3. Pinterest is a broad sharing community (it's not nearly repeat users) and it takes some time to achieve success since it needs a great number of audience including users and people/retailers who want to get pinned)	Business model is still evolving; recently introduced the Pinterest Shop		
BirchBox	https://www.birchbox.com/	UN: Group 9 PW: Group9 Email: group9@gmail.com	Offers a monthly curated beauty subscription based off of a user answering a few questions about their makeup and skincare preferences.	2010	4; \$86.9 million	Subscription Fees and Purchases of full-size products	4M (US)	E-commerce, Beauty, Internet, Subscription Based, Skincare	Facebook: https://www.facebook.com/Birchbox/ Twitter: @birchbox Instagram: https://www.instagram.com/birchbox/ Pinterest: https://www.pinterest.com/birchbox/ Tumblr: http://log.birchbox.com/ Youtube: https://www.youtube.com/birchbox	Offers curated products in a monthly subscription box	They were one of the first companies to sell beauty products through a subscription box and not in-store, so they had much more success with beauty consumers. Their price is affordable at \$16 a month and they often offer discounts on full-priced items to give great incentives to customers.	I'm curious how they will continue to become less popular.		
Etsy	www.etsy.com	UN: Sylvia Lee; Email: shuyuli@uw.edu; pw: suitedbyamazon	Etsy is a P2P ecommerce website focused on handmade or vintage items. A platform for sellers to present their products and a channel for buyers to choose the items they like	2005	8; \$96.9 million	making money when Etsy sellers make money: listing fee for each item commission fee for each sale additional revenue from seller services including advertising platform, payment processor, shipping and discounted shipping labels	180M (60% from US)	Clothing&Acc.; Jewelry; Craft Supplies&Tools; Weddings; Entertainment; Home&Living; Kids&Baby; Vintage	facebook, Twitter, Pinterest, Instagram	Heavily photo based (editorial or artistic instead of commercial catalog style) videos Profile; favorite items, followers, contact	1. A shared success with Etsy sellers (some sellers make a living on this platform). 2. A wide range of products especially those handcrafted and artistic items, focusing on creativity. 3. Its emphasis on connecting real people – sellers and buyers – in each transaction	It's interesting that in the website's "about" and "mission" page, Etsy focuses a lot on introducing their "handmade business" which is dedicated to build relationships with people who make and sell products.		
Airbnb (search and taxonomy design)	https://www.airbnb.com/	Email Id: Group9@gmail.com Password: suitedbyamazon	Airbnb is an online residential network to find short term stays at prices set by the property owners	2008	10; \$2.95B	Funded by 31 companies for \$1.5B; commission from hosts, commission from guests, website, app	32,925,000	Airbnb picks, Explore the world, guidebooks	Facebook, twitter, Instagram, Google+	Heavily catalog based	1. Huge customer base. 2. People get a chance to interact with new people in a new city for easy communiting. 3. Preferred alternative to travel, it's more convenient and cost effective. 4. Convenient	There is an increasing concern with the customers and hence Airbnb has started losing its customer base		



This project was done in group for University of Washington's Masters Course with Livia Brown, Yao Lu, Shuyu Li & Kate Schenot



User Stories

1. As a Vrify user I want immersive experiences of various venues so that I can book the one which best suites my needs
2. As a Vrify developer I want to create an immersive VR experience for the customers selecting venues for various occasions so that they get a better insight of the venue
3. As a Vrify sales executive I want to advertise Vrify efficiently so that people use this platform more and company sales increase
4. As an event planner I want to experience the VR/360 deg view of a venue in an easy and convenient manner so that I am confident while suggesting the venue to my customers
5. As a Vrify product manager I want to ensure that the product is reachable and easily accessible to people so that the product is sold easily on a large scale
6. As a Vrify user I want to feel the VR experience is authentic and unadulterated so that I can trust this platform and rely on it
7. As a Vrify developer I want to develop a cheap and eco-friendly option to experience VR so that the product is more viable

Press Release

VRify - An immersive experience for event planners to view rentals before booking

VRify makes it easy for hosts/vendors to connect renters seeking an event space by providing them with the means to create true-to-life representations of their location offerings

Benefits include: an immersive VR experience for rentals, authentic listings, efficient customer services, feedback

SEATTLE – Oct 30, 2016

Today VRify announced a virtual reality - 360 deg experience for customers to view venues before booking. It offers a tour with visual and audio support for an immersive understanding of any venue before going ahead with the booking. This platform is compatible with many popular rental websites who are already trying.

A technology that enables guests to fully understand a space before making a reservation, and helps eliminate disappointment that comes with booking venues that are not accurately represented online. A platform for hosts to connect and build trust with guests early on in the booking process by providing accurate representations of their space, as well as accelerating the process by minimizing the back-and-forth that results from guests' unanswered questions. For short-term rental sites, VRify provides a unique and immersive experience which drives more reservations by allowing customers to book with confidence.

Initial feedback from users include:

"More and more people are choosing to book the venue for an occasion online but lack confidence as they have trust issues or they can not judge a place by just looking at pictures etc. Vrify seems to fill those uncertainty holes and might be the next in thing in the market. Something we need. Impressed."



Feature List

MVP Feature Group 1: The Core Promise

As someone who's planning an important event far from home, I want to access free, detailed and accurate VR tours of event venues so that I can find, book, and decorate the space without having to go there in person.

MVP Core Feature Group 2: The Market Differentiator

As someone planning an event, I want to understand what's feasible within a given venue and help visualizing how my choices in event format might actually feel when it's finally the big day!

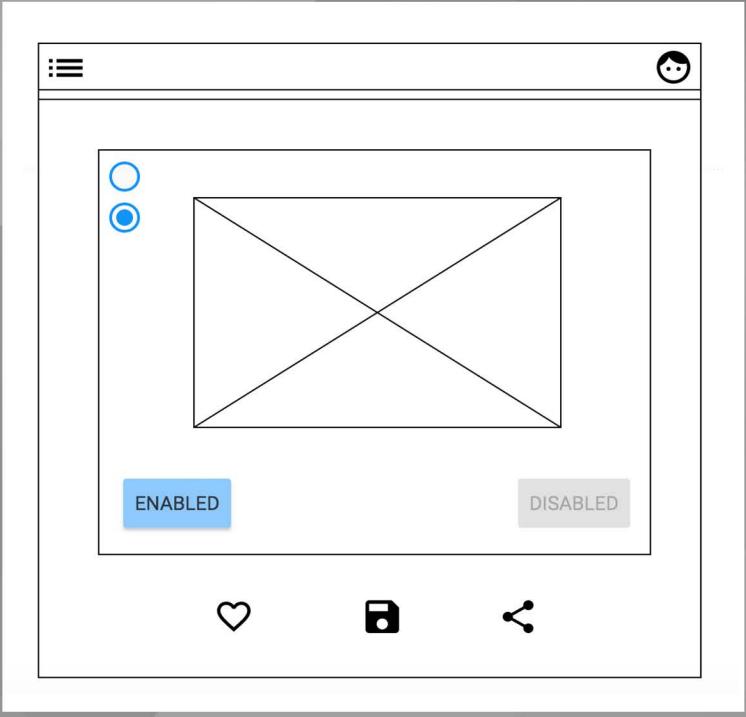
MVP Core Feature Group 3: Expected E-Commerce Bells-n-Whistles

As a potential guest, I want the search and comparison process for venues to be as easy and direct as I've come to expect from other travel/leisure websites.

MVP Core Feature Group 4: Accessibility

As a host, I want to provide detailed information about my place to attract more buyers/renters.

Wireframes | 01

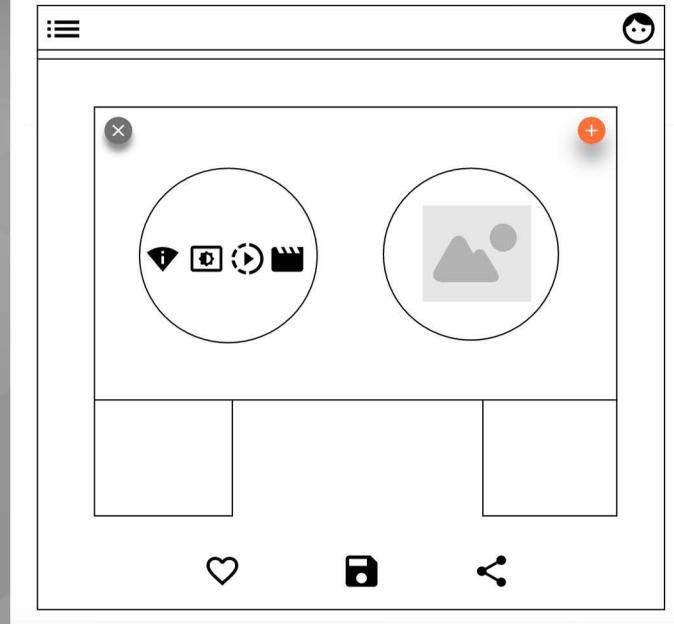
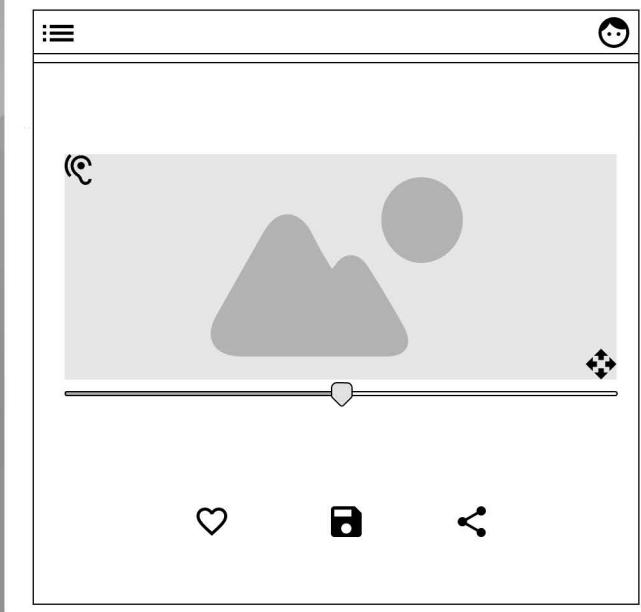


As someone who's planning an important event far from home, I want to access free, detailed and accurate VR tours of event venues -- so that I can find, book, and decorate the space without having to go there in person

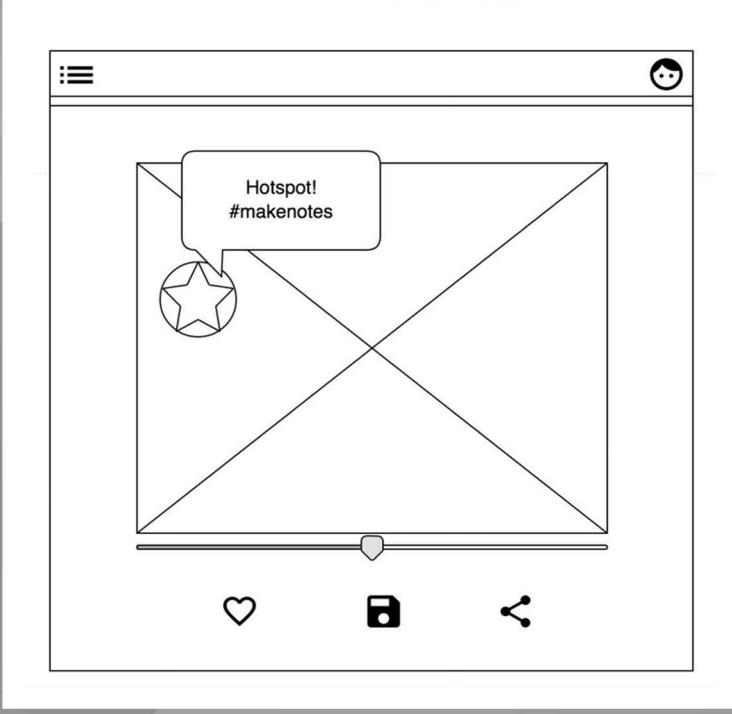
Derived features:

1. Flagship VR feature -- the ability to view a venue within a user's own VR system.
2. Google Cardboard VR Compatibility -- to bring the above feature to a mass audience, on an easily-accessible platform.
3. 360-degree web view (a la Google Street View) -- to offer a way for web viewers without the above technologies to interact with the virtual tour.

Wireframes | 02



Wireframes | 03

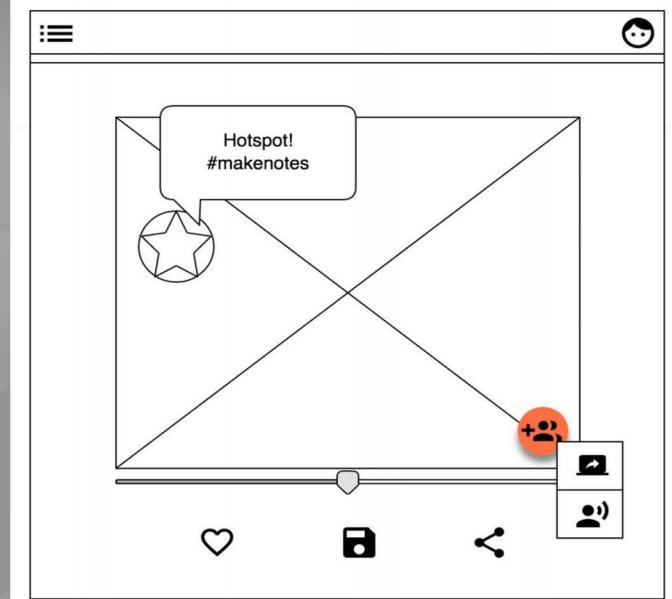
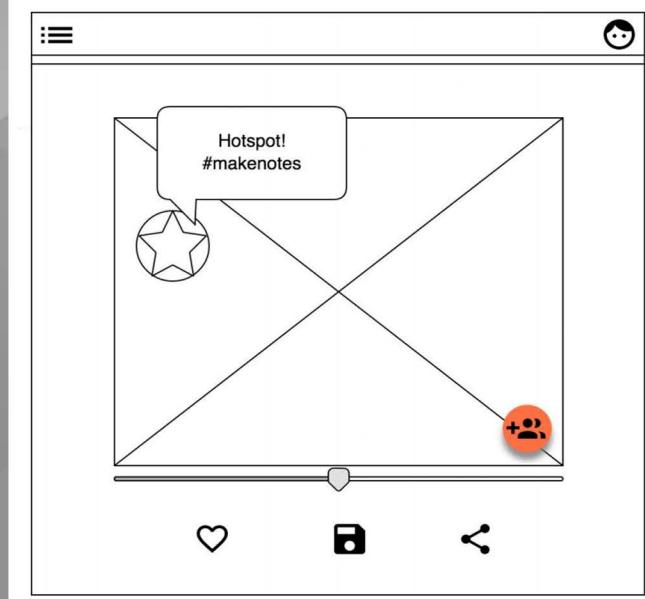


As a bride/groom, I want to share the experience of touring venues with my friends and family -- who might be too far away to join us in this important decision.

Derived features:

1. User-Generated Annotations -- The “hotspots” feature (#9), just enabled for private user use -- to store notes, plans, and observations per venue.
2. 2-player Simultaneous View w/ Audio Link -- The ability for a user to take another (remote) user on a “tour,” narrating and exchanging thoughts with an audio-link. This could work for both guest-users (touring fam/friends) and host-users (giving VIP remote tours!).

Wireframes | 04





Picture to Practice



Picture to practice is a Directed Research group led by Michael Gilbert and Elizabeth Churchill, User Experience Research and Director of User Experience at Google, respectively and Prof. Mark Zachry, University of Washington. The focus of the research was development and refinement of a mixed methods approach for understanding technology use in context, combining tool-based visualization, reflection exercises, interviews, and participatory design.



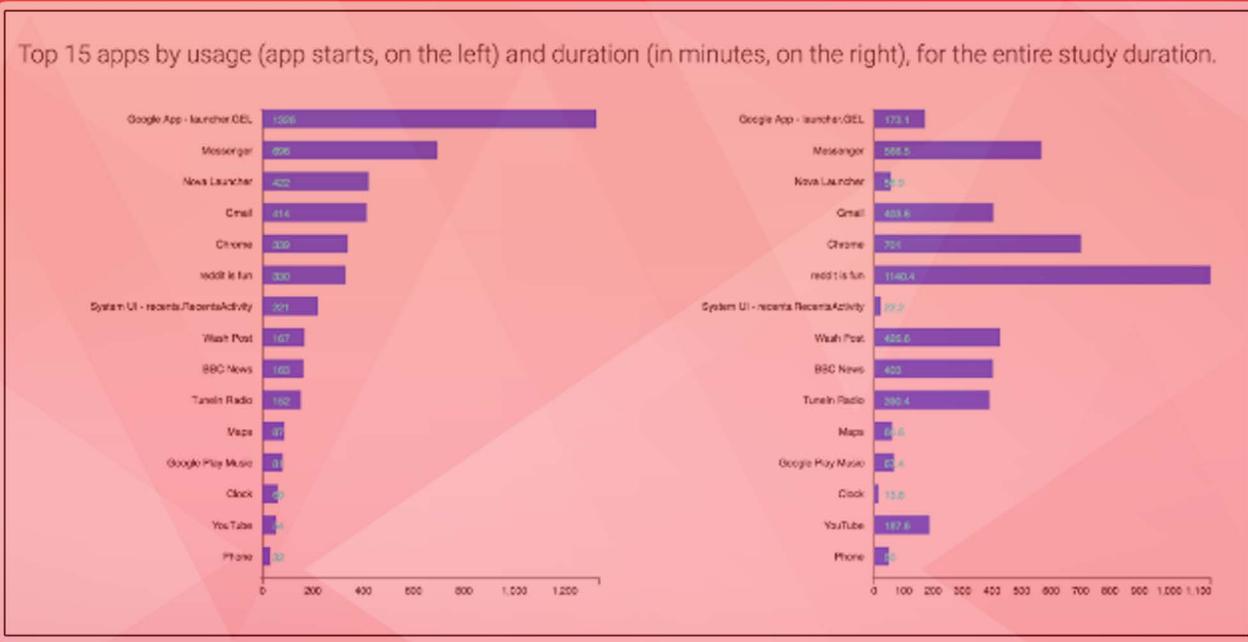
- Quantitative Analysis -> Qualitative Analysis -> Quantitative Analysis -> Qualitative Analysis -> ∞
- Behavior logging -> Interviews -> Ethno-mining -> Modeling -> Prediction -> Reflection -> Interpretation -> Behavior logging
- Understanding (not just modeling) patterns

High habit (less directed)	<ul style="list-style-type: none"> Passive consumption Monitoring, notifications Snacking apps 	<ul style="list-style-type: none"> Active consumption E.g., gaming, dating apps
Low habit	<ul style="list-style-type: none"> Infrequent or accidental use Inconsequential, should not interrupt Utility, settings, etc 	<ul style="list-style-type: none"> Goal directed Aspirational activity
Low intent		High intent (more directed)



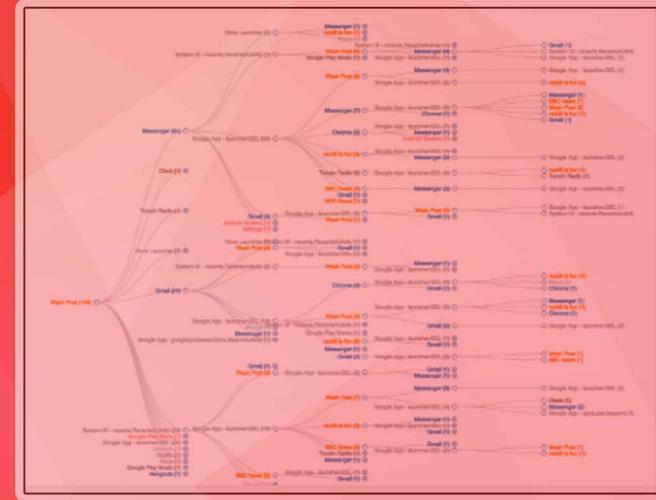
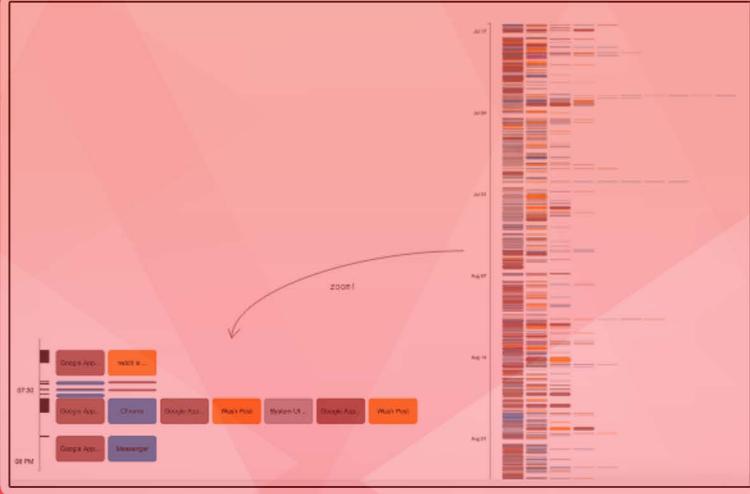
Because we all sign NDAs

Describing



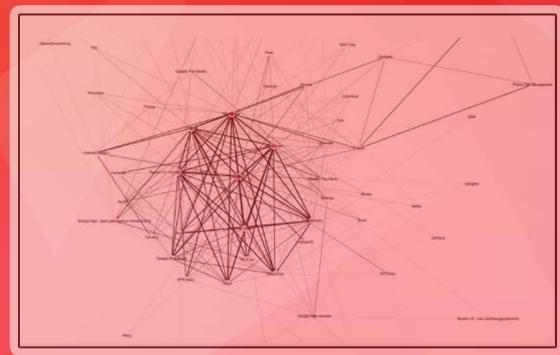
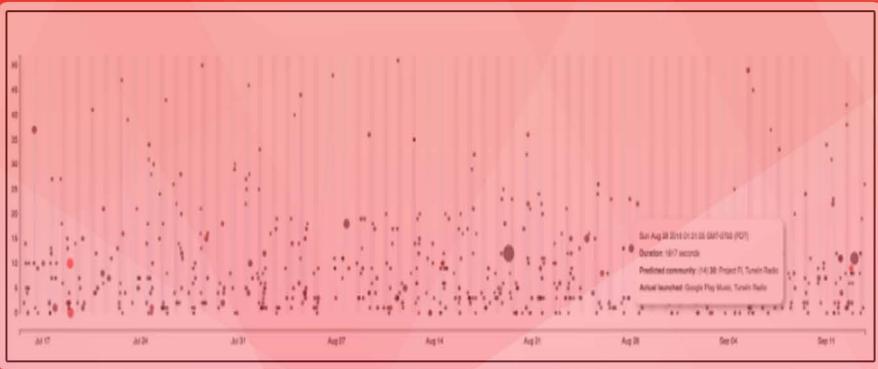
Because we all sign NDAs

Exploring



Because we all sign NDAs

Modeling





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