

# Xintong Chen

OpenTable

Product Design Candidate

2021/01

**Instructional  
Design**

**Front End  
&  
User Experience**

**Product  
Design**

My Journey

## My Favorite Things



Food



Pottery



Lego



I'm designing at Lifion on the Talent Squad

Building the next generation HCM platform that  
**helps organizations and people grow**

# Goals Management

Led design and research for Goals Management V1, which empowered individuals to set and track goals and drove performance for organizations.

The image displays the Goals Management application interface across two devices: a desktop browser window and a mobile smartphone. The desktop view shows a dashboard with overall progress (45%), goals completed (1/5), and last updated information (2 days ago). It lists four performance goals under the 'Performance Goals' section, each with a progress bar and key details like weight and alignment. The mobile view shows a similar dashboard with overall progress (45%) and a list of performance goals, including one marked as 'Completed' and another as 'In Progress'.

**Desktop Dashboard (apple.com)**

- Overall Progress: 45 Percent
- Goals Completed: 1 / 5
- Last Updated: 2 days ago
- Upcoming Touchpoint: Aug. 28

**Performance Goals**

- In Progress:** Optimize marketing funnel for marketing-qualified leads  
Key Results: 4, Weight: 25%, Due: 12/30/2021, Aligned  
Progress: 50% (Updated 2 days ago)
- Need Help:** Simplify & clarify our product, messaging, and presentation  
Key Results: 4, Weight: 25%  
Progress: 50% (Updated 2 days ago)
- Not Started:** Achieve record metrics in all areas of marketing  
Key Results: 4, Weight: 25%  
Progress: 0% (Updated 2 days ago)
- Completed:** Successfully implement the weekly newsletter  
Key Results: 4, Weight: 25%, Assigned by Joseph  
Progress: 100% (Assigned by Joseph)

**Mobile Dashboard (FY 2020)**

- Overall Progress: 45%
- Goals Completed: 1 out of 5
- Current Cycle: 106 days left

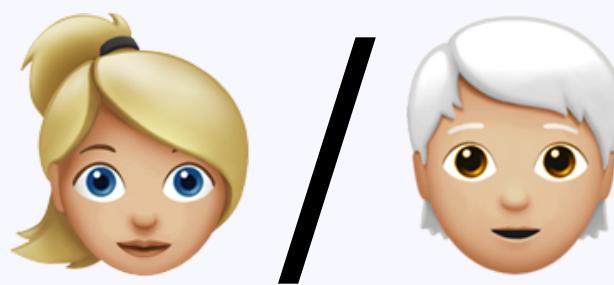
**Performance Goals**

- In Progress:** Improve brand presence in North American market  
Key Results: 2 | Goal Weight: 30% | Aligned  
Progress: 0%
- Not Started:** Improve outbound marketing performance  
Key Results: 3 | Goal Weight: 25%  
Comments: 1 Comment today  
Progress: 0%
- In Progress:** Optimize marketing funnel for more  
Key Results: 4 | Goal Weight: 25%  
Progress: 0%

# Team



Product Designer



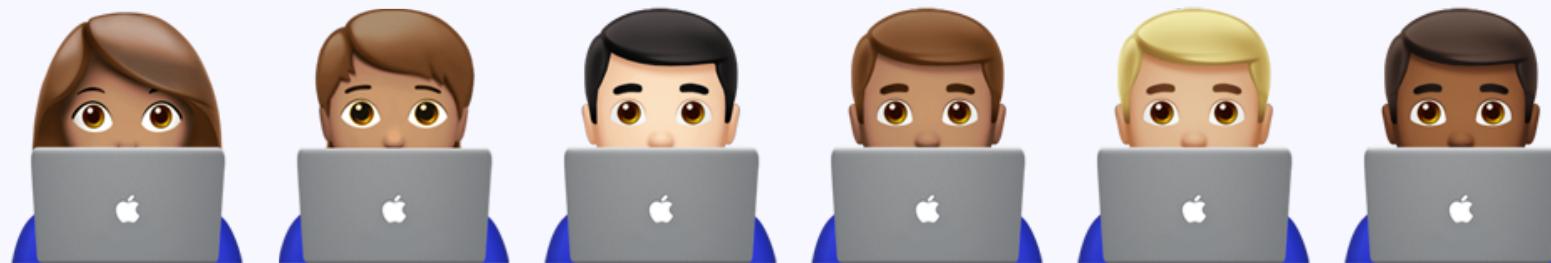
Product Owner



UX Writer



Design System Designers

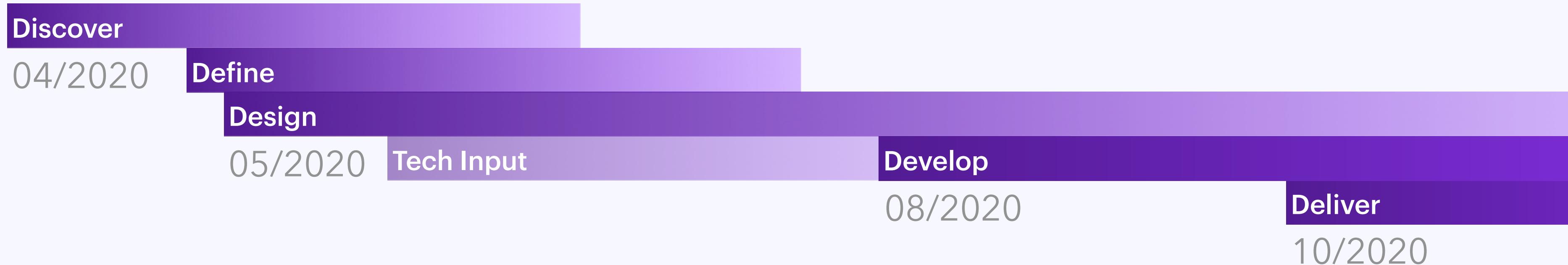
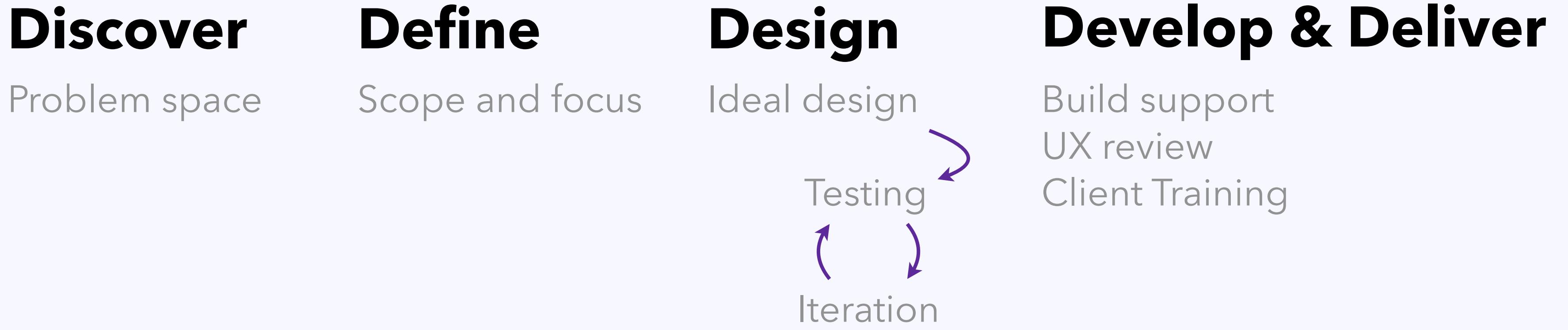


Lifion Developers

Beacon

our design system

# Process



## **Business Objective**

Empower organizations to **maintain and grow their talents**

→ Acquire more happy clients that would advocate for Lifion

## Trends

Provide high frequency employee self service flows on **mobile**

## Users



**Employees\***



**Managers**



**HR Practitioners**

# User Needs

As a career builder, I want to be able to **define my goals, and measure my progress**, so that I can give my manager visibility of my growth and contribution.

\* referring to clients' employees

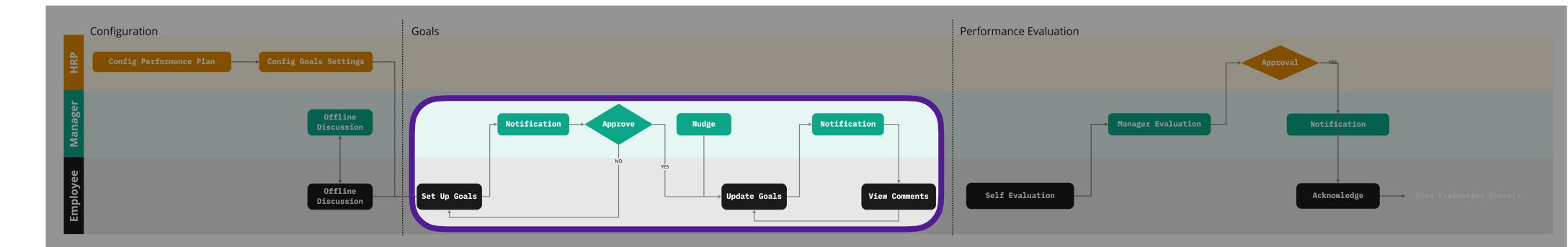


**Employees\***

Careerbuilder Lynda

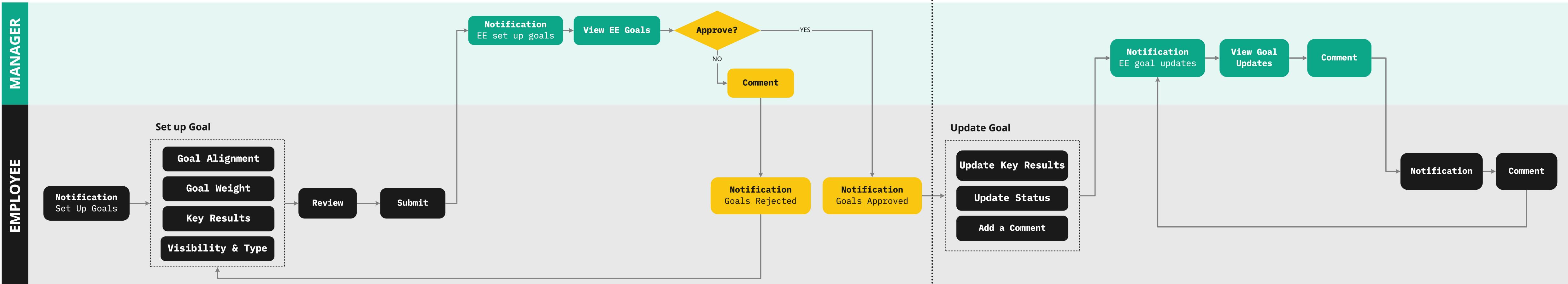
# Define V1 Scope

What we must have  
What's the foundation



Yellow square: Out of V1    Teal square: Manager V1    Black square: Employee V1

## Set Up Goals



## Define V1 Objective

To build the **foundation** of Lifion Goals Management app, where employees and managers can **set and track their goals**

## Define Design Success Metrics

### **Ease of use (4+)**

I thought this system was easy to use

- 1 - Strongly disagree
- 5 - Strongly agree

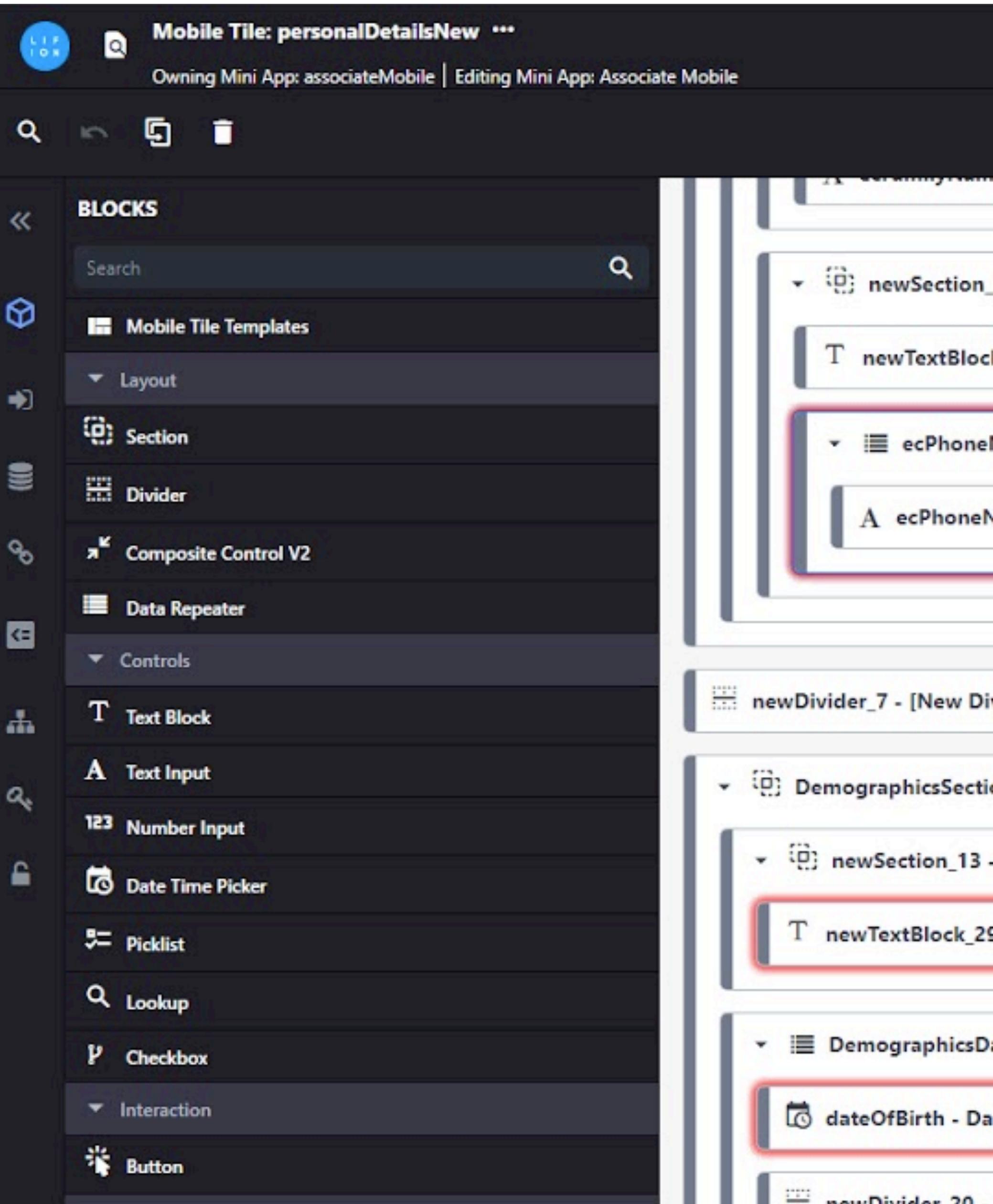
### **User confidence (4+)**

I felt very confident using this system

- 1 - Strongly disagree
- 5 - Strongly agree

# Technical Constraints

We have very limited mobile components available in the platform



# Exploring a Meaningful Mobile Design Process

3 WEEKS

## Ideal Design

Interaction design  
No constraints

4 WEEKS

## Testing

Loop in  
Beacon Designers

5 WEEKS

## Design Iteration

Balance constraints & ideal UX  
Collaborate w/ Beacon Designers

3 WEEKS

## Testing

Validate  
UX compromises

1 WEEKS

## Detail Design

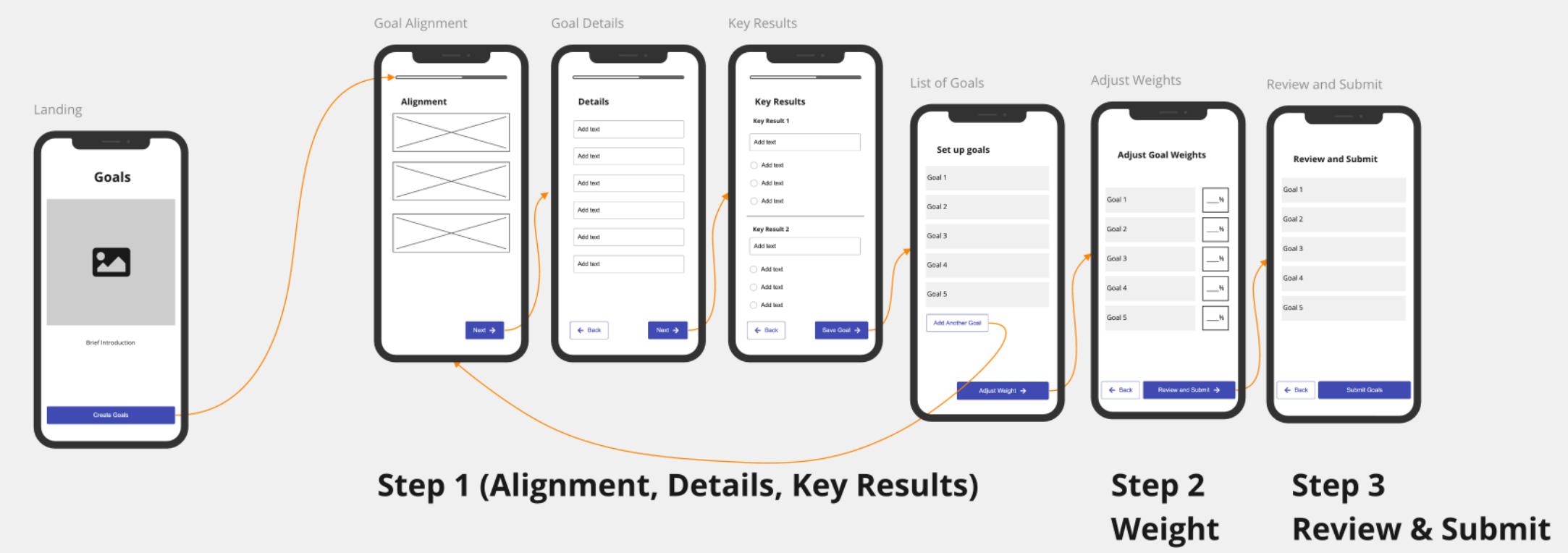
Pixel perfect

# Design Challenge

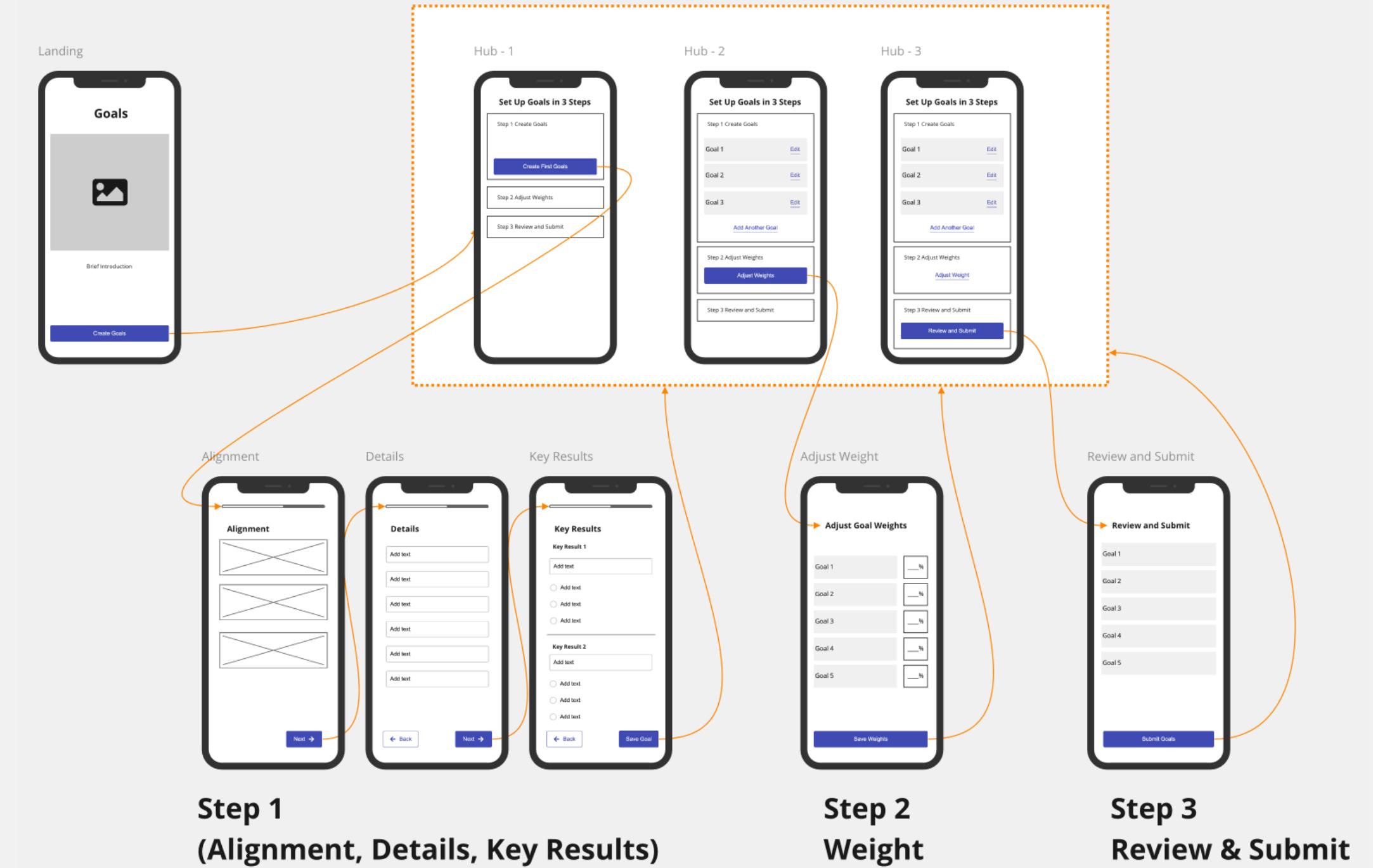
#1

Navigation

## Exploration 2 Linear Process



## Exploration 1 Hub Screen



The image consists of five screenshots illustrating the goal setting process:

- Step 1: Set Goals**

9:41 Your Goals June 2020 - June 2021

Set Goals

Create Your First Goal

A large orange arrow points from the "Create Your First Goal" button to the "Align to:" section of the next screen.
- Step 2: Align Your Goal**

9:41 Align Your Goal

Aligning your goal helps to highlight your contribution and connect your work to the success of your company

Align to:  
Your manager's goals  
Joseph Hua Head of Marketing Change

Simplify and clarify our product, messaging, and overall presentation Align

Improve brand presence Align

Optimize marketing funnel for more marketing-qualified leads Align

Understand our customers and analyze their behavior Align

A yellow circle highlights the "Align" button next to the "Improve brand presence" option. A yellow arrow points from this circle to the "Performance Goal" section of the third screen.
- Step 3: Define Your Goal**

9:41 Define Your Goal

Aligned to  
Improve brand presence  
Joseph Hua

What's your goal?  
Improve brand presence in North American market

What type of goal is this?  
Aligned goals are always performance goals  
Performance Goal Reflected in your performance evaluation

Who can see this goal?  
Managers can always see performance goals  
Your Manager

A yellow arrow points from the "Performance Goal" section back to the "Define Your Goal" screen.
- Step 4: Add Key Results**

9:41 Add Key Results

Key results help break down a goal into measurable parts.

**Key Result 1**  
Place 5 advertisements in mainstream media

How will this key result be measured?  
Amount (checked), Percentage, Complete / Incomplete

Target Amount: 5 Amount Unit: Advertisements

Remove Key Result

**Key Result 2**  
Boost brand recognition by 50%

A yellow arrow points from the "Save Goal" button to the "Add Key Results" screen.
- Step 5: Create Goals**

9:41 Step 1 of 3 Create Goals

Add Another Goal

Performance Goals

Improve brand presence in North American market Edit

Key Results: 2 | Aligned

Adjust Goal Weights

Goals are not submitted yet, please adjust weights before submission

A large orange arrow points from the "Edit" link in the "Performance Goals" section back to the "Set Goals" screen.

9:41

Your Goals

June 2020 - June 2021

Step 1 of 3  
**Create Goals**

Add Another Goal

**Performance Goals**

Improve brand presence in North American market Edit  
Key Results: 2 | Aligned

Improve outbound marketing performance Edit  
Key Results: 2

Optimize marketing funnel for more marketing-qualified leads Edit  
Key Results: 3

Successfully implement the weekly newsletter Edit  
Key Results: 3

**Individual Goals**

Complete an online course of Spanish Speaking Edit  
Key Results: 2

Goals are not submitted yet,  
please adjust weights before submission

Adjust Goal Weights →

9:41

Your Goals

June 2020 - June 2021

Step 2 of 3  
**Adjust Goal Weights**

Goal weights determine the goals' impact on performance evaluation

**Performance Goals**

Improve brand presence in North American market %  
Key Results: 2 | Aligned

Improve outbound marketing performance %  
Key Results: 2

Optimize marketing funnel for more marketing-qualified leads %  
Key Results: 3

Successfully implement the weekly newsletter %  
Key Results: 3

**Individual Goals**

1 ABC  
2 DEF  
3 GHI  
4 JKL  
5 MNO  
6 PQR  
7 STU  
8 VWX  
9 YZ  
. 0 X  
X

9:41

Your Goals

June 2020 - June 2021

Step 3 of 3  
**Review & Submit**

**Performance Goals**

Improve brand presence in North American market  
Key Results: 2 | Goal Weight: 30% | Aligned

Improve outbound marketing performance  
Key Results: 2 | Goal Weight: 25%

Optimize marketing funnel for more marketing-qualified leads  
Key Results: 3 | Goal Weight: 25%

Successfully implement the weekly newsletter  
Key Results: 3 | Goal Weight: 20%

**Individual Goals**

Complete an online course of Spanish Speaking  
Key Results: 1 | No Weight

← Previous

Submit Goals →

9:41

X

You've successfully submitted your goals!

Start to update and track your goals!

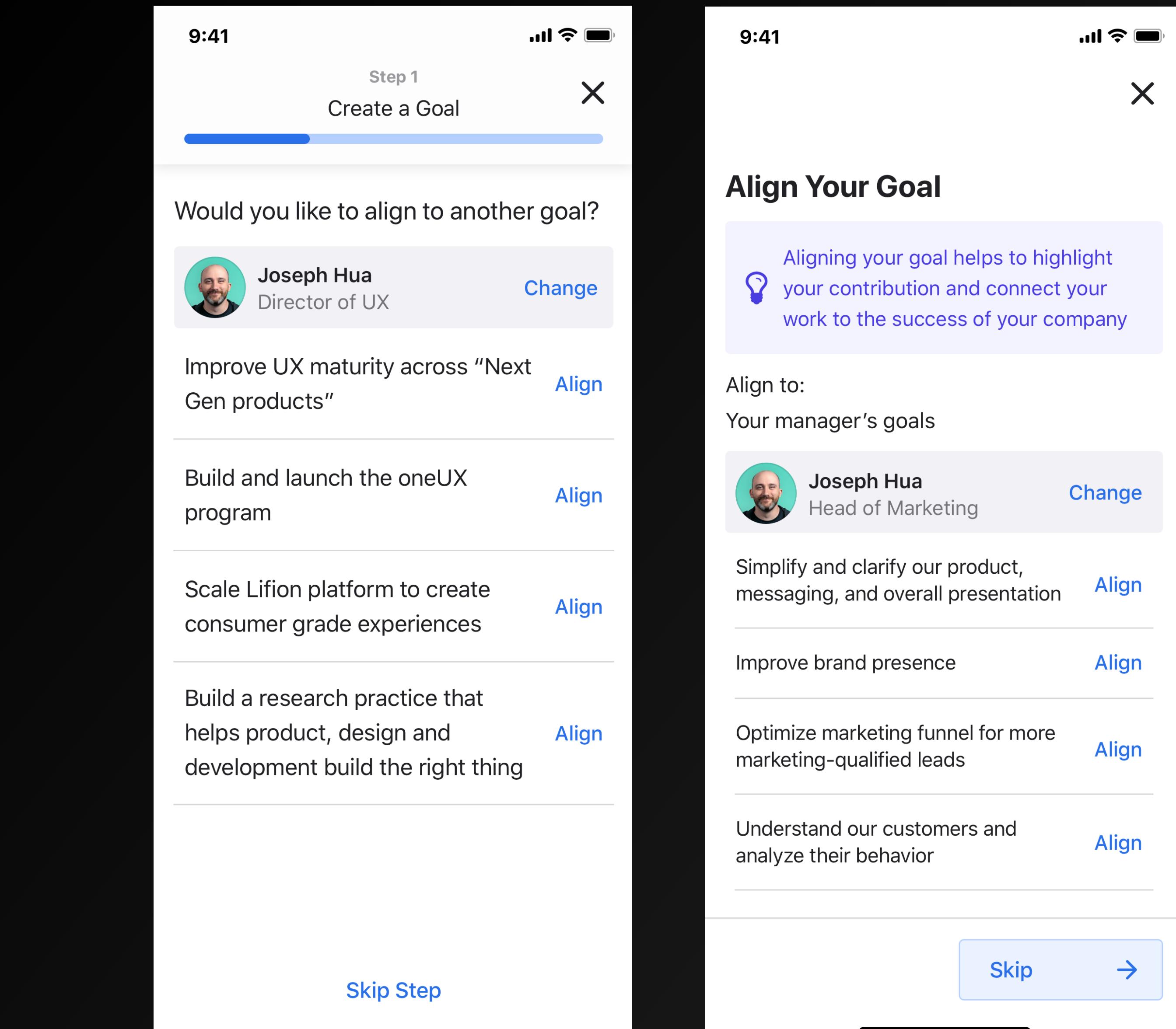
View Your Goals

# Design Challenge

#2

## Educate users about new concepts

Sprinkled purple tips through the process of setting goals to introduce new concepts



Initial Design

Final Design

# Design Challenge

#2

## Educate users about new concepts

Sprinkled purple tips through the process of setting goals to introduce new concepts

The image displays three screenshots of a mobile application interface for goal setting, illustrating a user flow from goal alignment to performance tracking.

- Step 1: Align Your Goal**

This screen shows the user aligning their goal with their manager's goals. It includes a tip about aligning goals, a section to align to "Your manager's goals" (set to "Joseph Hua, Head of Marketing"), and a list of five items to align with:
  - Simplify and clarify our product, messaging, and overall presentation
  - Improve brand presence
  - Optimize marketing funnel for more marketing-qualified leads
  - Understand our customers and analyze their behaviorEach item has an "Align" button next to it. At the bottom are "Skip" and "Save Goal" buttons.
- Step 2: Add Key Results**

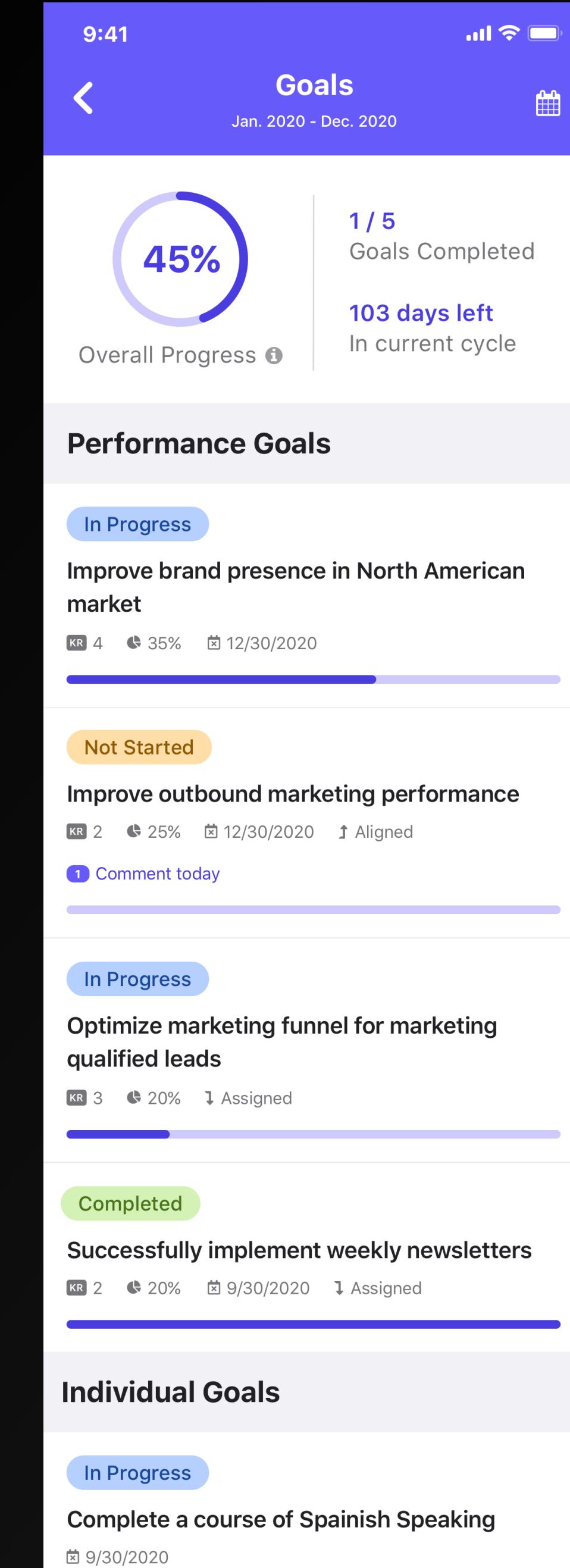
This screen shows the user adding key results to their goal. It includes a tip about key results being measurable parts, a section for "Key Result 1" (set to "Place 5 advertisements in mainstream media"), and a section to measure the key result:
  - Amount (selected)
  - Percentage
  - Complete / IncompleteBelow this are fields for "Target Amount" (5) and "Amount Unit" (Advertisements). At the bottom are "Previous" and "Save Goal" buttons.
- Step 3: Your Goals**

This screen shows the user's goal list for the period "June 2020 - June 2021". It includes:
  - Step 2 of 3**
  - Adjust Goal Weights**: A tip about goal weights determining impact.
  - Performance Goals**: Two listed goals:
    - Improve brand presence in North American market: Key Results: 2 | Aligned (with a checkbox and percentage icon)
    - Improve outbound marketing performance: Key Results: 2 (with a checkbox and percentage icon)
  - A numeric keypad for entering weights (1-9, ., 0, backspace).

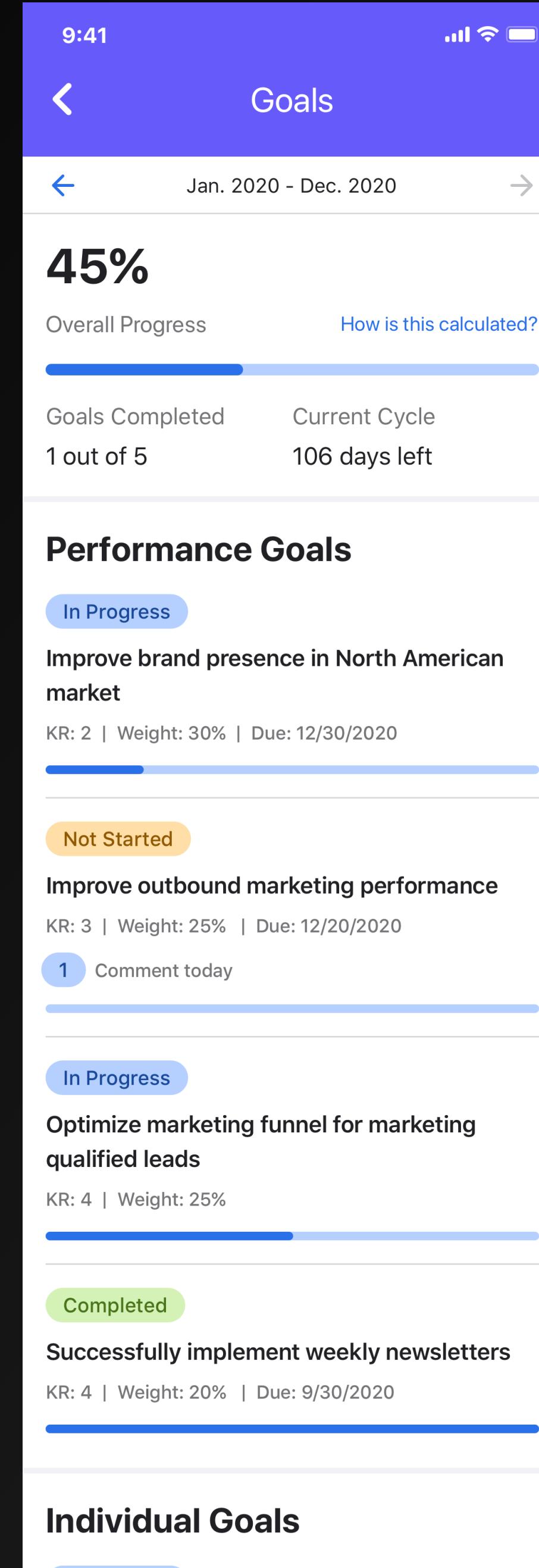
# Design Challenge

#3

Balance constraints and  
good user experience



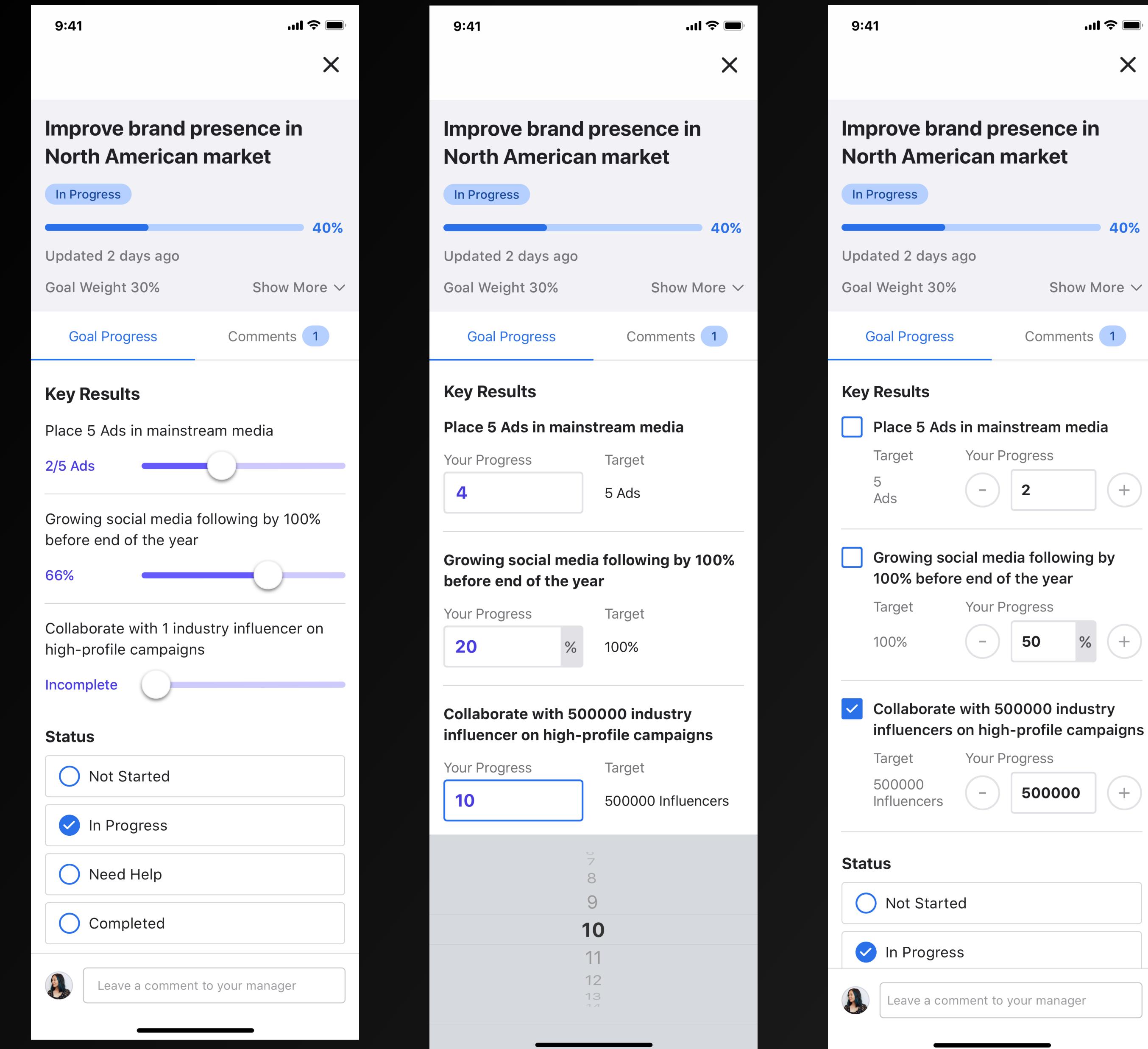
Initial Design



Final Design

# Design Challenge

#3  
Balance constraints and  
good user experience



Initial Design

Final Design

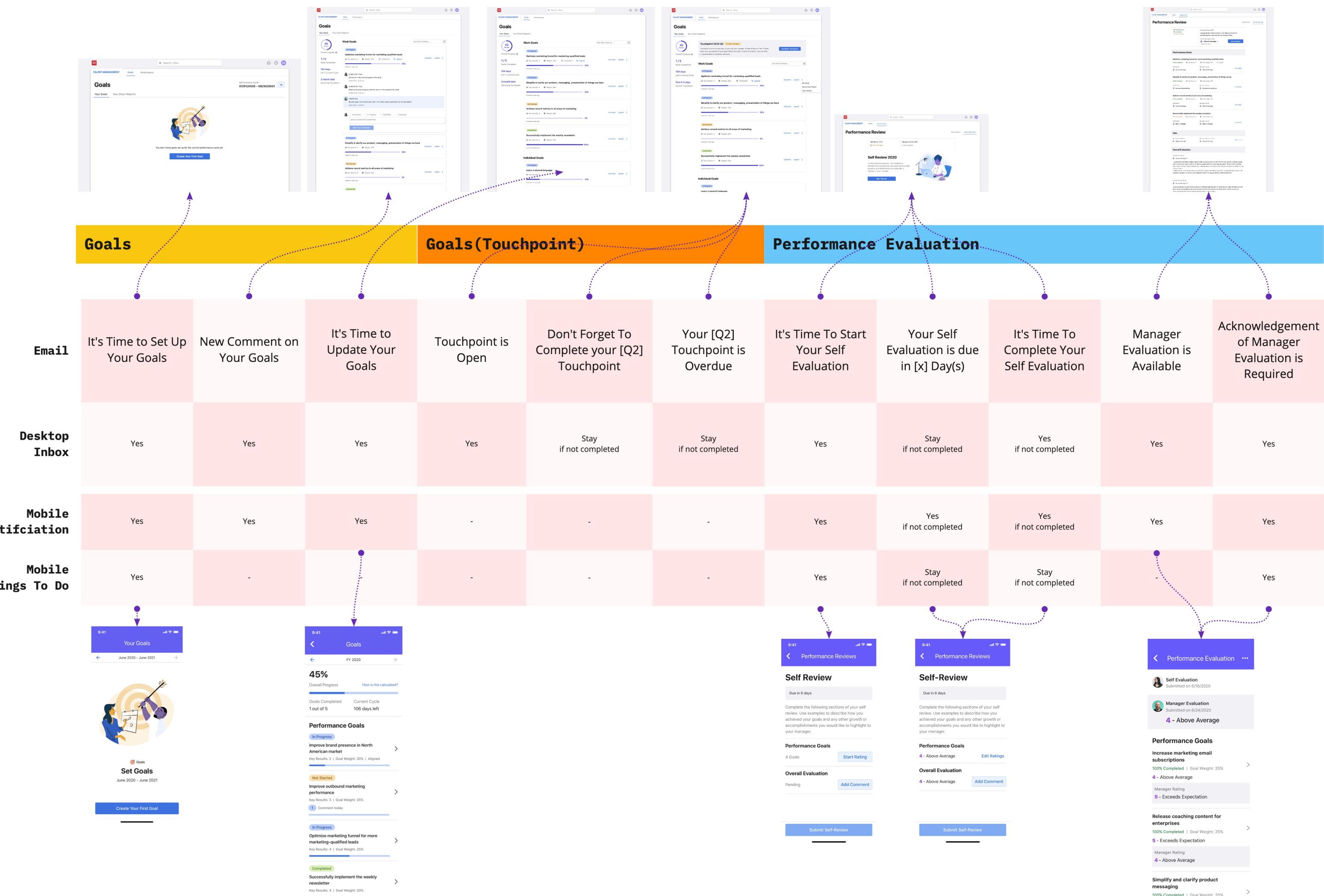
# Design Challenge

#4

## Design a Holistic Experience

Goals vs. entire HR ecosystem

Notification design



# Collaborated with UX Writer

## It's Time for [Q2 Touchpoint]

Hi [EE Name],

### Please make sure all your goals are updated in the next [7] days.

Touchpoint is a structured way for you and your manager to keep things on track. It allows you to review the status of your goals and either update the key results, or leave a comment on your progress. You can also provide feedback to your manager. If you need help on any goals, make sure you bring it up to your manager during the touchpoint.

### Update Goals for Q2 Touchpoint

Jack

10d

Might want to take a second pass on this sentence.  
"Unblock" is very specific terminology. Is there a better way to phrase this?

xintong

9d

@Jack how about "Please help your direct reports to bring things back on track by leaving a comment to ...." or "If you see anything off track, please help your direct reports by leaving a comment to ...."

Jack

9d

Hmm, what do you think of: "Help support your direct reports by providing feedback on their goals or reaching out to them directly."

xintong

9d

I like it!

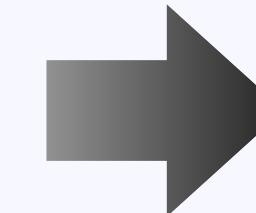
## **Ease of use (4+)**

I thought this system was easy to use

1 - Strongly disagree

5 - Strongly agree

4.21



4.38

## **Design Success**

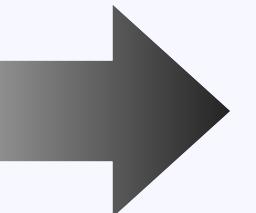
## **User confidence (4+)**

I felt very confident using this system

1 - Strongly disagree

5 - Strongly agree

4.03



4.25

# Desktop Experience

The screenshot shows a modal dialog titled "Align Your Goal" over a dark background. The dialog has a light gray header bar with the text "Step 1 of 3" and the title. Below the header is a purple info box containing the text: "Aligning your goal helps to highlight your contribution and connect your work to the success of your company." There are three radio buttons below: "Align to an Associate" (selected), "Align to a Company Goal", and "Don't Need Alignment". A section for "Your Manager" shows a profile picture of Joseph Hua, Director of Marketing, with a "Change" link. Below this are five items with "Align" buttons: "Simplify and clarify our product, messaging, and overall presentation", "Optimize marketing funnel for more marketing-qualified leads", "Improve outbound marketing performance", and "Activate user-testing of our content". At the bottom are "Cancel" and "Next" buttons.

The screenshot shows the "Set Up Your Goals" page. At the top is a purple info box with the text: "Please adjust weights for performance goals before submitting. Goal weights determine the impact of a goal on performance evaluation." Below this is a section titled "Performance Goals" with a table:

Goal Description	Weight	Action
Successfully implement the weekly newsletter	15 %	Edit Remove
Achieve record metrics in all areas of marketing	15 %	Edit Remove
Simplify & clarify our product, messaging, and presentations	15 %	Edit Remove
Improve customer satisfaction rating	20 %	Suggested Weight: 20%

At the bottom is a yellow warning box: "⚠ Total weight should add up to 100%." with a "Total Weight" input field showing "65 %". At the very bottom are "Add Another Goal" and "Submit Your Goals" buttons.

# Desktop Experience

Lifion screenshot showing the Goals section under TALENT MANAGEMENT.

**Overall Progress:** 45 Percent

**Performance Goals:**

- In Progress:** Optimize marketing funnel for marketing-qualified leads (1/5 completed, 2 days ago, Aug. 28 2020). Overall progress: 50%. Key Results: 4, Weight: 25%, Due: 12/30/2021, Aligned. Updated 2 days ago.
- Need Help:** Simplify & clarify our product, messaging, and presentation (1/5 completed, 2 days ago, Aug. 28 2020). Overall progress: 50%. Key Results: 4, Weight: 25%. Updated 2 days ago.
- Not Started:** Achieve record metrics in all areas of marketing (0% completed, 2 days ago, Aug. 28 2020). Overall progress: 0%. Key Results: 4, Weight: 25%. Updated 2 days ago.
- Completed:** Successfully implement the weekly newsletter (100% completed, 01/01/2020). Overall progress: 100%. Key Results: 4, Weight: 25%, Assigned by Joseph. Updated 01/01/2020.

**Buttons:** Add New Goal, Comment, Update, More.

Lifion screenshot showing the Goals section under TALENT MANAGEMENT, with a modal open for the "Simplify & clarify our product, messaging, and presentation" goal.

**Overall Progress:** 45 Percent

**Performance Goals:**

- In Progress:** Optimize marketing funnel for marketing-qualified leads (1/5 completed, 2 days ago, Aug. 28 2020). Overall progress: 50%. Key Results: 4, Weight: 25%, Due: 12/30/2021, Aligned. Updated 2 days ago.

**Update Key Results:**

- Finalize the content strategy, key messages and topic structure for next 6 months (0% complete).
- Grow subscriber base at least 5% per week to get to 50000 readers (10000 / 50000 Readers).
- Increase the CTR% to 4% (4 / 4 CTR%).

**Update Status:**

Not Started (radio button), In Progress (radio button selected), Need Help (radio button), Completed (radio button).

We just had a restructuring on the research team and lost our dedicated researcher. We are reevaluating priorities and might not meet the evaluative studies result this quarter.

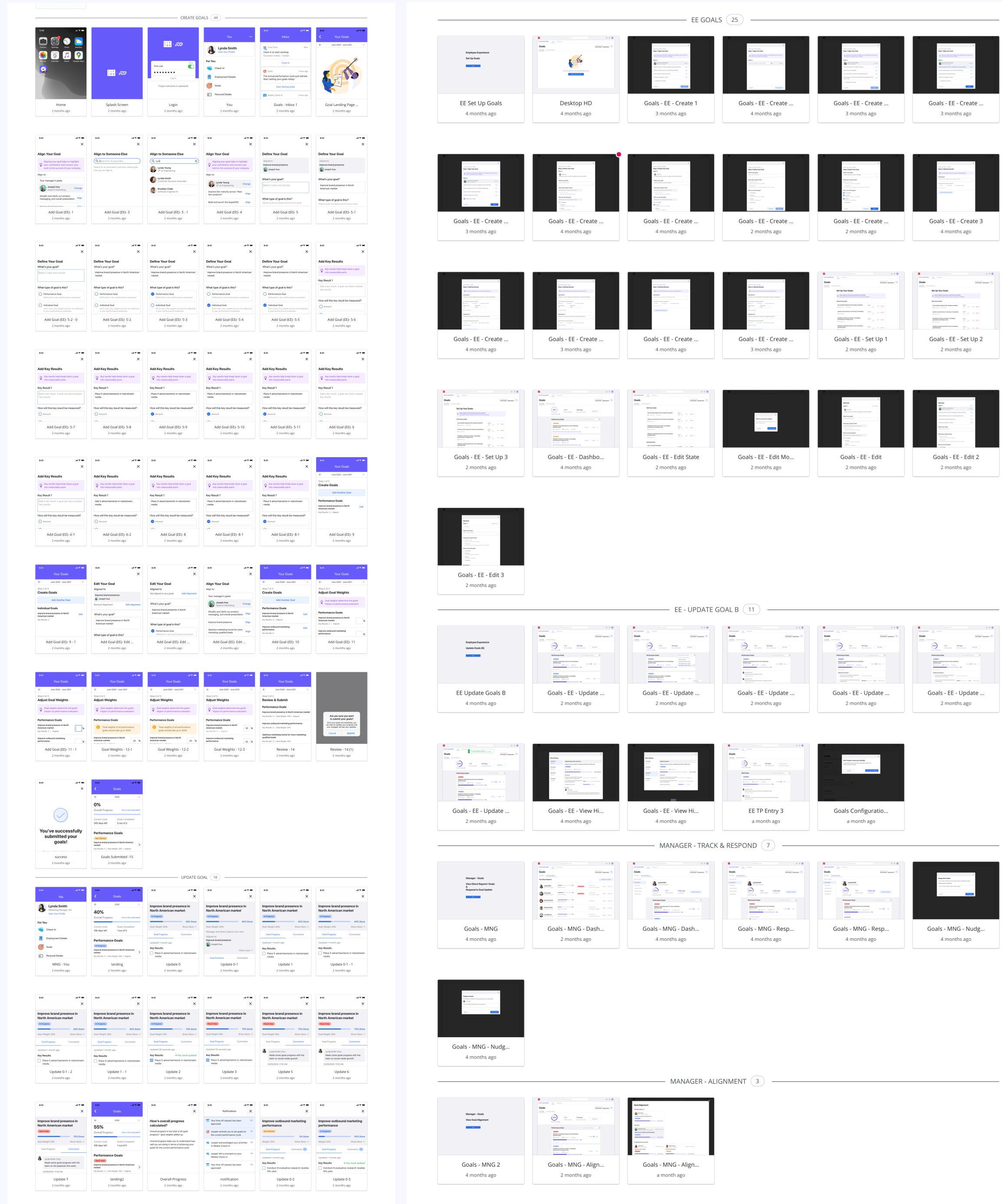
**Buttons:** Update Your Goal, Cancel.

# Develop Deliver

Desktop V1  
Launched in 10/2020

Mobile V1  
Aiming at 3/2021

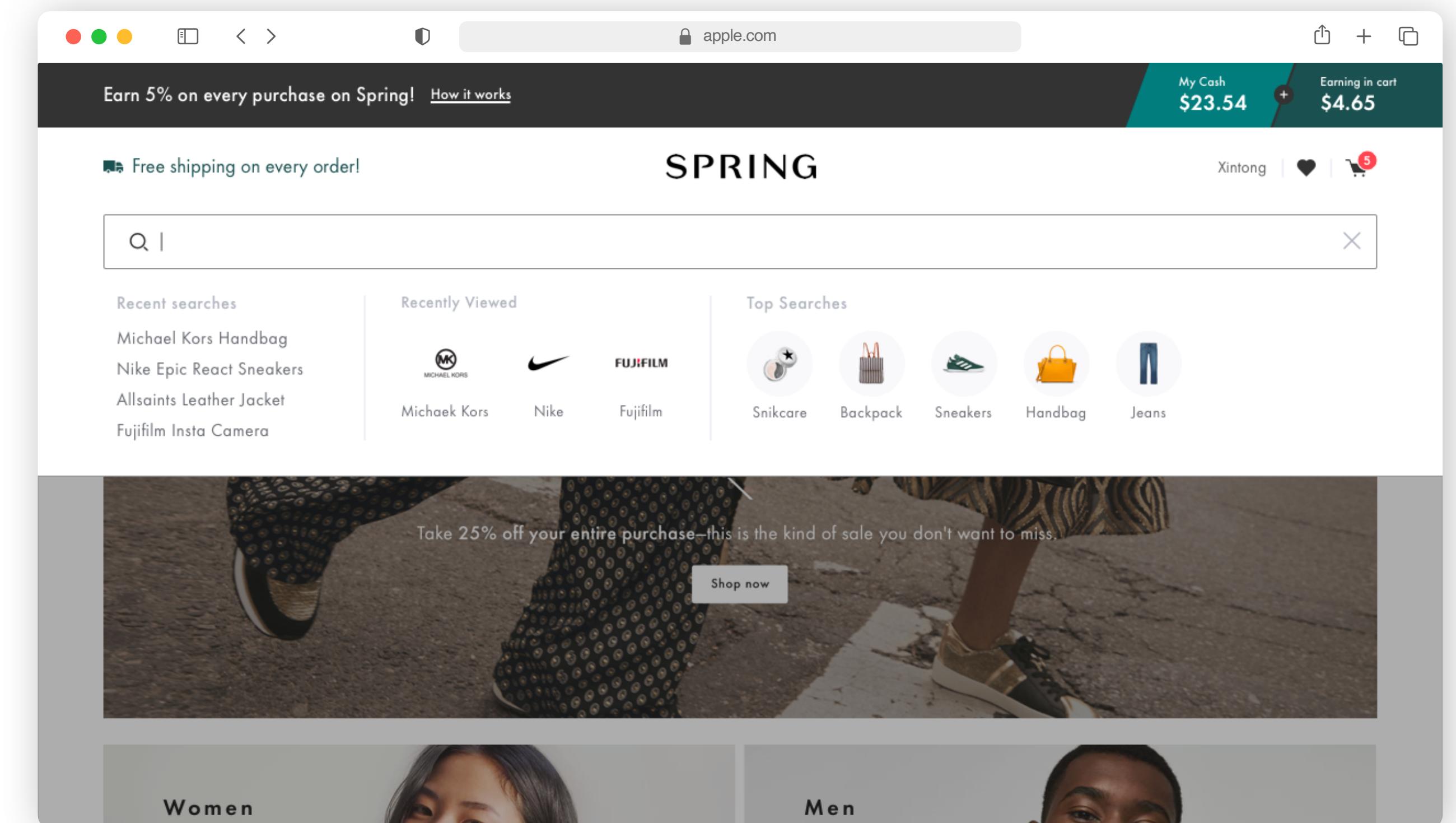
Designing V2 features



That was my story of leading design and research for Goals  
Management V1 from discovery to delivery

# High Intent Search

Improved search experience for high intent shoppers based on data and research





I designed at Spring in 2018

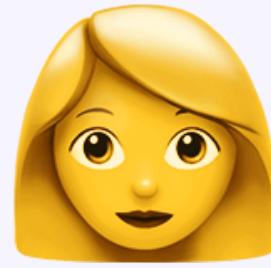
An e-commerce marketplace where people  
discover and purchase the products they love

# My Team

## My Role



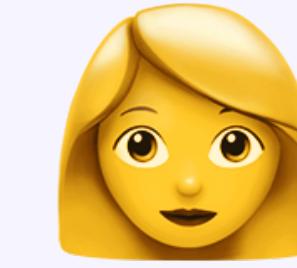
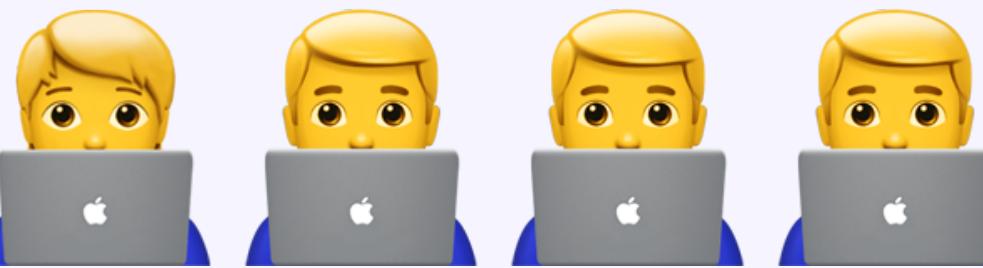
Product Designer



Marketing Designer



Product Manager



UX Researcher

Software Engineers

## Business Needs

**Increase user retention**  
Achieve 3 purchases per customer per year

**Make it easy to find**  
Push user retention to a higher mark

# Users

## High Intent Users

Clearly know what they are looking for

### Search

e.g.

"Black Nike running sneakers for men"

## Low Intent Users

Explore what's available and get inspirations

### Browse

e.g.

Black Friday deals,  
Birthday gift for boyfriend

## User Complaints

**Searches return too many broad results  
and that's overwhelming**

## Success Metrics

**Search - to - Cart conversion**

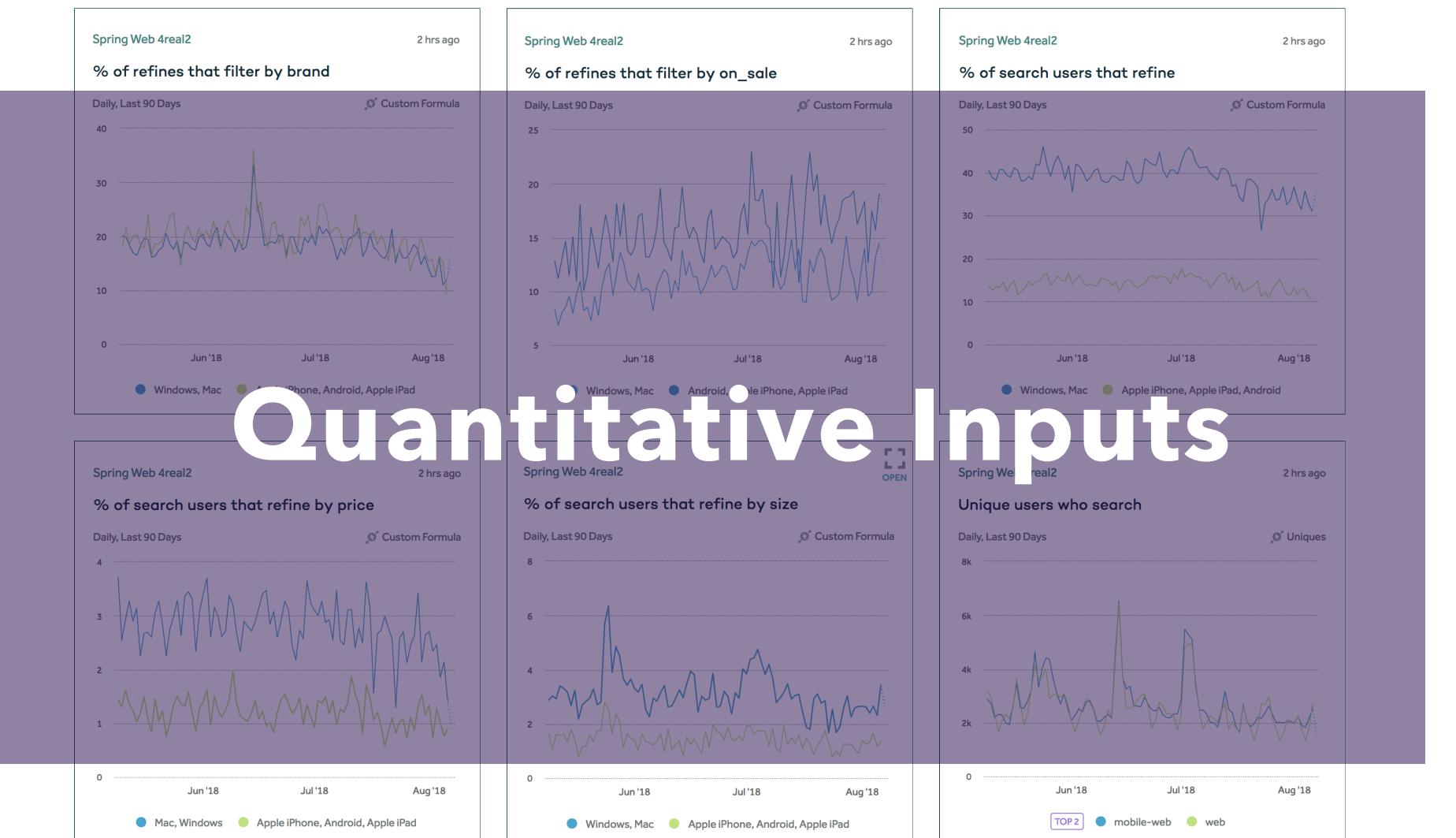
Search - to - Love conversion

Search - to - PDP\* conversion

\* PDP: product detail page

# Research

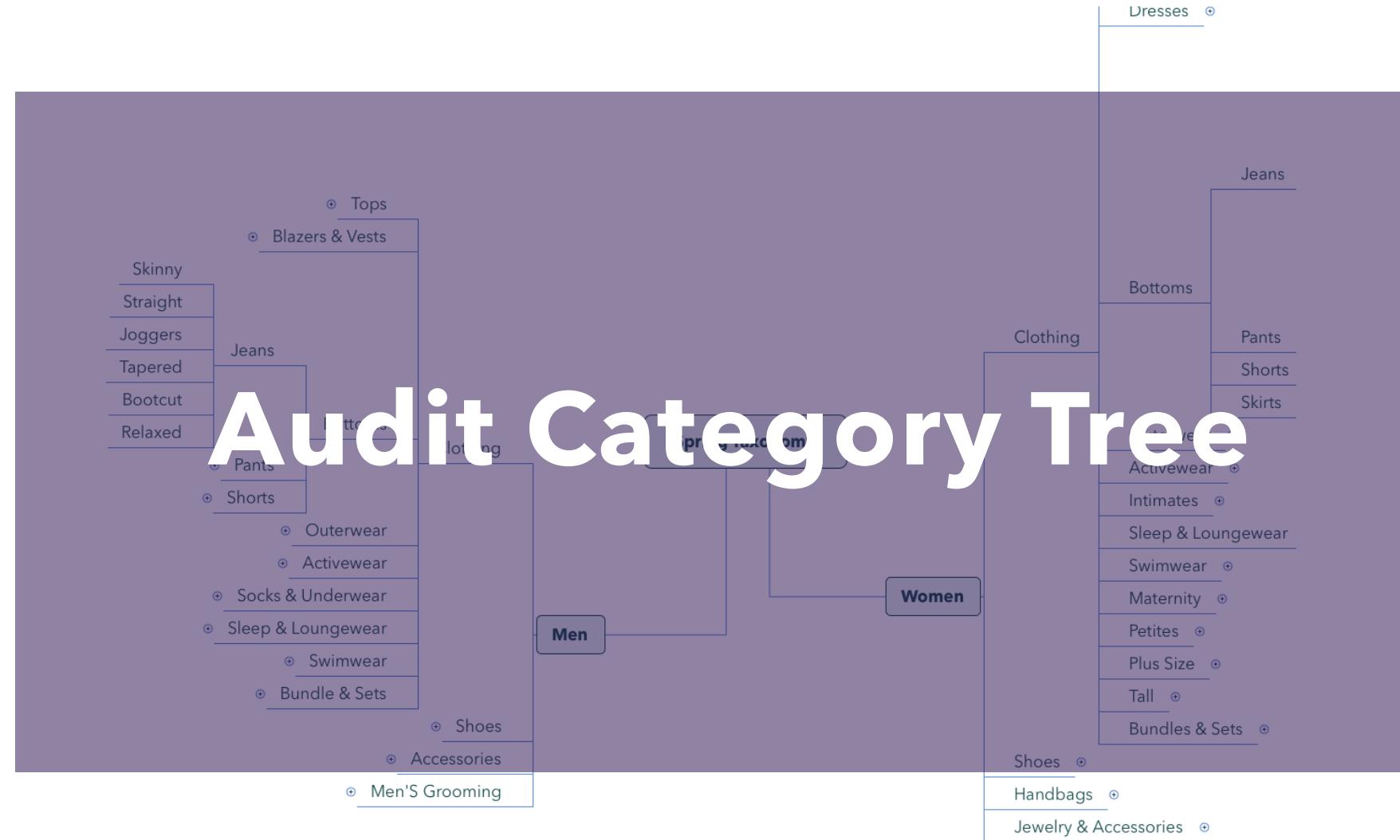
# Understand search behavior



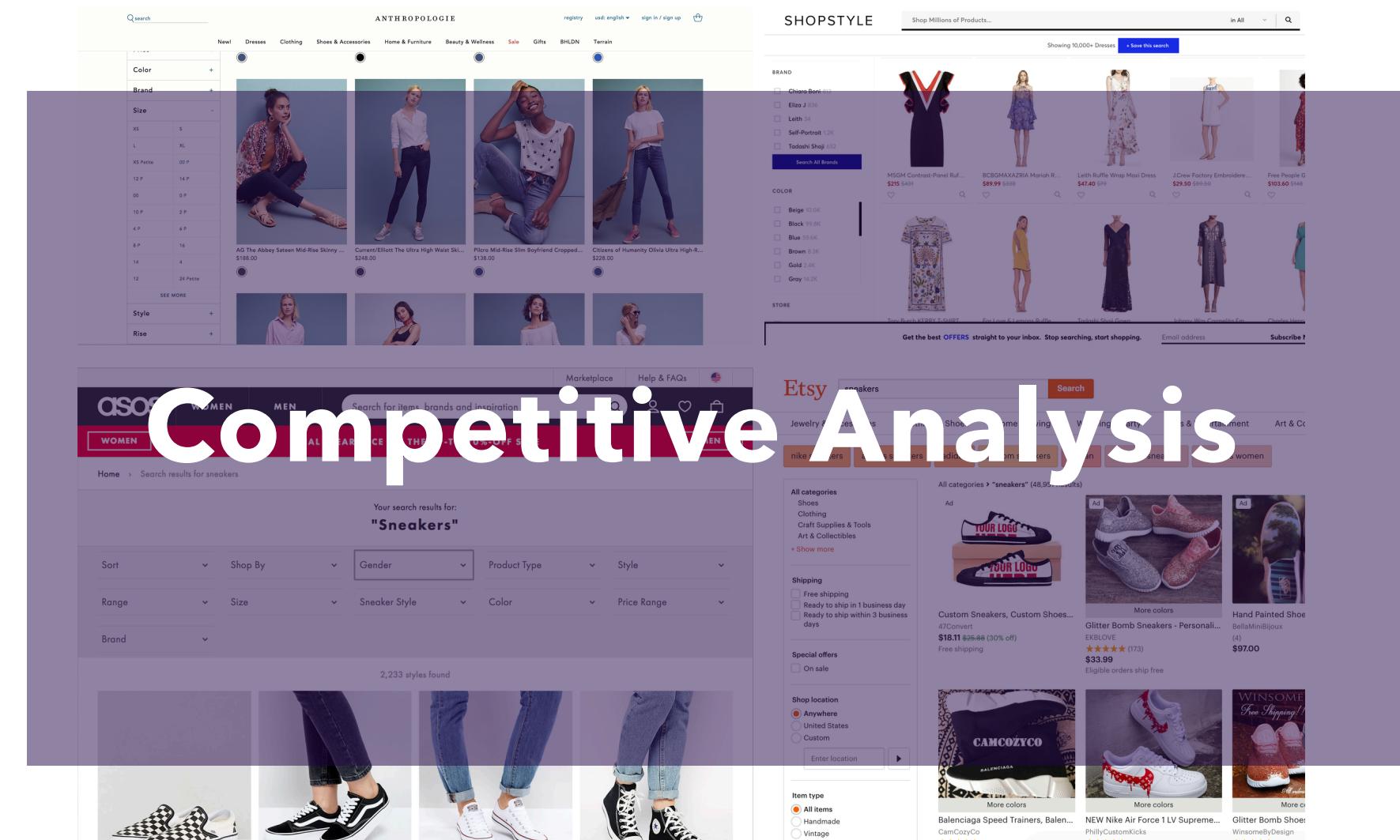
# Quantitative Inputs



# User Interviews



# Audit Category Tree

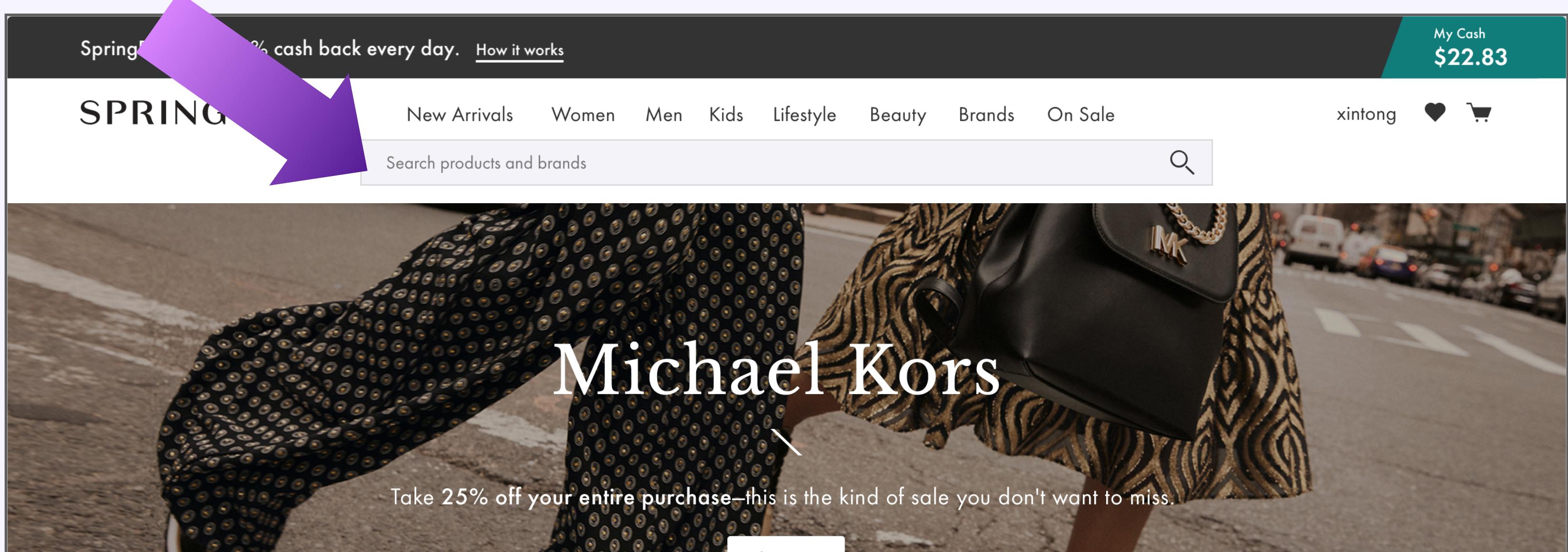


# Research Findings

## MENTAL MODEL #1

Search by using natural language from search bar (expert users)

e.g. "Black Nike running sneakers for women"



## OPPORTUNITY #1

Help users build trust on natural language search

# Research Findings

## MENTAL MODEL #2

Search by keywords and narrow down with filters

e.g. “Sneakers” + women + black + Nike + 7.5 + ...

The screenshot shows a search interface for sneakers. On the left, there is a sidebar with filters: 'Sneakers' (Low Top: 322, High Top: 280, Slip-ons: 178, Running Shoes: 234, Basketball Shoes: 2, Other Athletic Shoes: 102), 'Brands' (dropdown), 'Color' (dropdown), 'Size' (dropdown), 'Discount' (dropdown), and 'Price' (dropdown). A large purple curly brace is positioned to the left of the filters, grouping them together. To the right, there are four product cards:

- Cole Haan**  
Women's GrandPrø Tennis Sneaker  
\$130
- adidas**  
Stan Smith Shoes  
\$75
- Michael Kors**  
Val Patent Leather Slip-On Sneaker  
\$65

Each product card includes a small image of the shoe, the brand name, the product name, and the price. Below each card is a light gray rectangular placeholder.

## OPPORTUNITY #2

Make filters more intuitive

# Define Design Problems

## PROBLEM #1

How might we **lead users to natural language search and build trust**

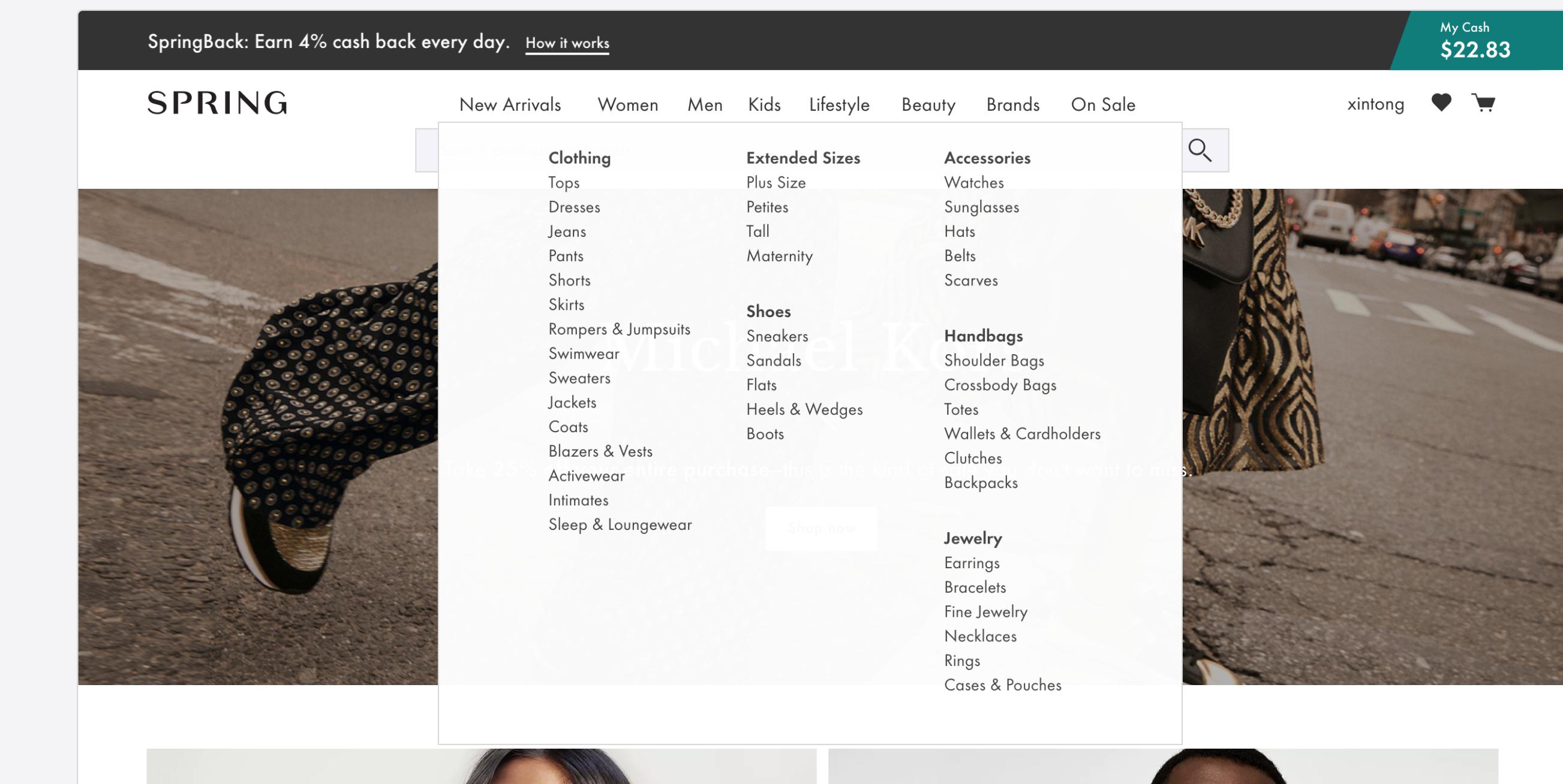
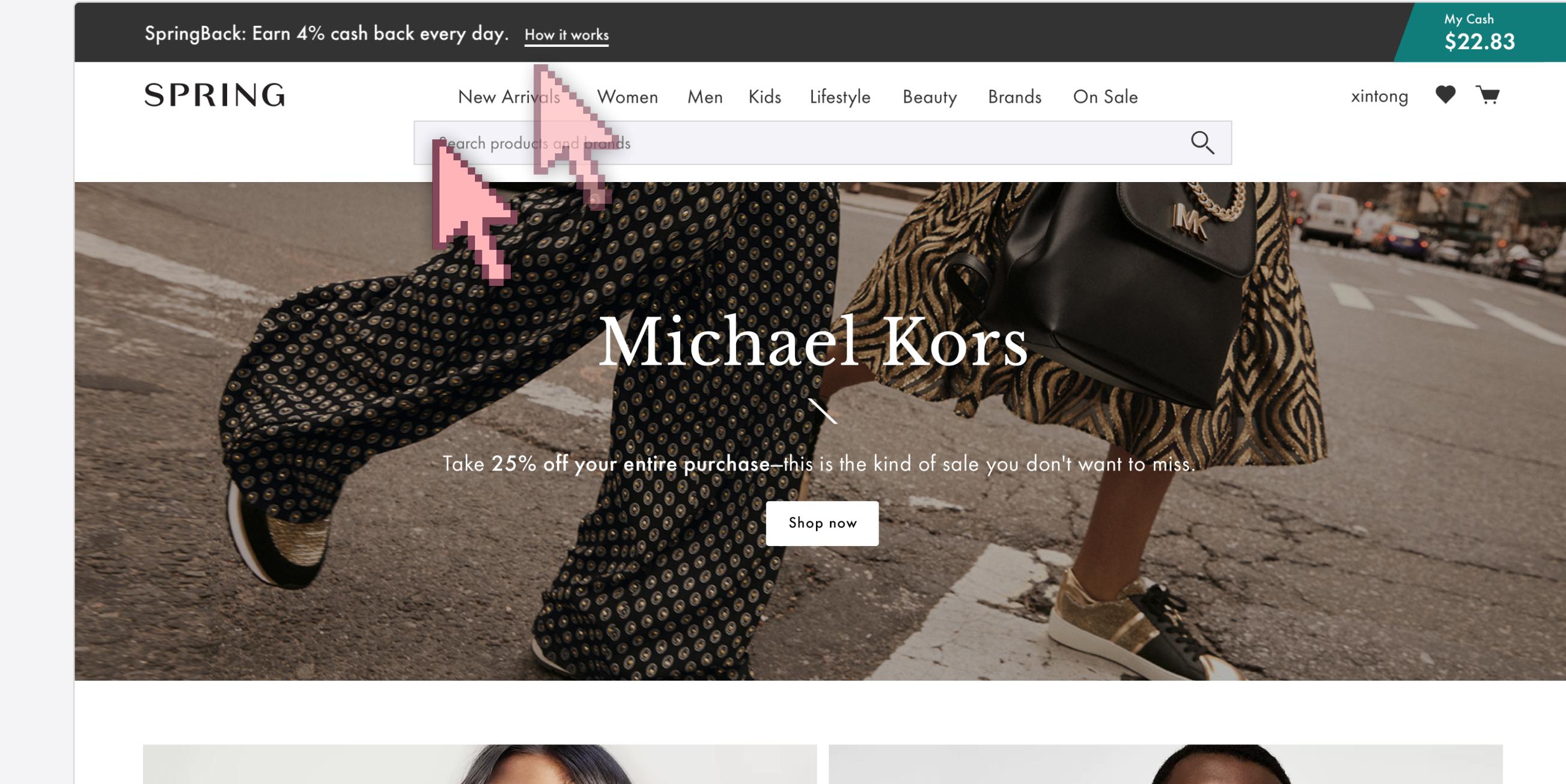
## PROBLEM #2

How might we help users **filter their searches with less frictions**

**PROBLEM #1**

How might we **lead users to natural language search** and build trust

# Problems with homepage search



## EXPLORATION #1

Earn 5% on every purchase on Spring! [How it works](#)

My Cash \$23.54 + Earning in cart \$4.65

**SPRING** New Arrivals Women Men Kids Lifestyle Beauty Brands **On Sale** Gifts Xintong | ❤️ | 🛍️<sup>5</sup>

Q Search your favorite item, e.g. Nike React Running Shoes

Michael Kors

Take 25% off your entire purchase—this is the kind of sale you don't want to miss.

[Shop now](#)

Earn 5% on every purchase on Spring! [How it works](#)

My Cash \$23.54 + Earning in cart \$4.65

**SPRING** New Arrivals Women Men Kids Lifestyle Beauty Brands **On Sale** Gifts Xintong | ❤️ | 🛍️<sup>5</sup>

Q Ni| X

**Brands**

Nike Nikon Nine West

**Offer + Sales**

Up to 50% off men's tops from Nike.  
Up to 80% off women's shoes from Nike.  
Up to 80% off women's shoes from Nine West.

Nike tops in Women  
Nike sneakers in Men  
Nike in Lifestyle  
Nine West shoes in Lifestyle  
Nikon cameras in Lifestyle

## EXPLORATION #2

Earn 5% on every purchase on Spring! [How it works](#)

My Cash \$23.54 + Earning in cart \$4.65

**SPRING** WOMEN MEN MORE

Q Start your search Xintong | ❤️ | 🛍️<sup>5</sup>

Michael Kors

Take 25% off your entire purchase—this is the kind of sale you don't want to miss.

[Shop now](#)

Earn 5% on every purchase on Spring! [How it works](#)

My Cash \$23.54 + Earning in cart \$4.65

**SPRING** WOMEN MEN MORE

Q Start your search Xintong | ❤️ | 🛍️<sup>5</sup>

**Recent searches**

Balle Belle Bridal Shoes  
Reformation  
Yumi Kim Red Maxi  
Fujifilm Insta Camera  
Fujifilm Insta Camera Film Pack

**Recently Viewed**

Yumi Kim Fujifilm Free People

**Top Searches**

Lipstick Backpack Sneakers Handbag Toy

Women

## EXPLORATION #3

Earn 5% on every purchase on Spring! [How it works](#)

My Cash \$23.54 + Earning in cart \$4.65

Free shipping on every order!

# SPRING

Xintong |

Start your fashion search here

New Arrivals Women Men Kids Lifestyle Beauty Brands **On Sale**

Michael Kors

Take 25% off your entire purchase—this is the kind of sale you don't want to miss.

Shop now

Earn 5% on every purchase on Spring! [How it works](#)

My Cash \$23.54 + Earning in cart \$4.65

Free shipping on every order!

# SPRING

Xintong |

Q |

Recent searches

- Michael Kors Handbag
- Nike Epic React Sneakers
- Allsaints Leather Jacket
- Fujifilm Insta Camera

Recently Viewed

- Michael Kors
- Nike
- Fujifilm

Top Searches

- Snikcare
- Backpack
- Sneakers
- Handbag
- Jeans

Take 25% off your entire purchase—this is the kind of sale you don't want to miss.

Shop now

Women Men

# FINAL DESIGN

Earn 5% on every purchase on Spring! [How it works](#)

My Cash \$23.54 + Earning in cart \$4.65

Free shipping on every order!

**SPRING**

Xintong |

Start your fashion search here

New Arrivals Women Men Kids Lifestyle Beauty Brands On Sale

Michael Kors

Take 25% off your entire purchase—this is the kind of sale you don't want to miss.

Shop now

**Women** **Men**

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**SPRING**

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Start your fashion search here

Recent searches Michael Kors Handbag Nike Epic React Sneakers Allsaints Leather Jacket Fujifilm Insta Camera

Recently Viewed Michael Kors Nike Fujifilm

Top Searches Snikcare Backpack Sneakers Handbag Jeans

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**Women** **Men**

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**SPRING**

Xintong |

Start your fashion search here

New Arrivals Women Men Kids Lifestyle Beauty Brands On Sale

25% Off Michael Kors Handbags

Clothing	Handbags	Jewelry	Extensive Size
Tops	Shoulder Bags	Earrings	Plus Size
Dresses	Crossbody Bags	Bracelets	Petites
Jeans	Totes	Fine Jewelry	Tall
Pants	Wallets & Cardholders	Necklaces	Maternity
Shorts	Clutches	Rings	
Skirts	Backpacks	Cases & Pouches	
Rompers & Jumpsuits			
Swimwear	<b>Shoes</b>	<b>Accessories</b>	
Sweaters	<u>Sneakers</u>	Watches	
Jackets	Sandals	Sunglasses	
Coats	Flats	Hats	
Blazers & Vests	Heels & Wedges	Belts	
Activewear	Boots	Scarves	
Intimates			
Sleep & Loungewear			

**Women** **Men**

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My Cash \$23.54 + Earning in cart \$4.65

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**SPRING**

Xintong |

Start your fashion search here

New Arrivals Women Men Kids Lifestyle Beauty Brands On Sale

What's new in men's jeans

Clothing	Accessories	Men's Grooming
Tops	Hats	Haircare
Jeans	Belts & Suspenders	Bath & Body
Pants	Watches	Skincare
Shorts	Sunglasses	Kits & Sets
Jackets	Scarves	Tools & Accessories
Sweatshirts & Hoodies	Cufflinks & Jewelry	Cologne
Coats	Ties & Pocket Squares	Shaving
Sweaters		
Swimwear		
Activewear		
Blazers & Vests		
Sleep & Loungewear		
Socks & Underwear		
Shoes		
Sneakers		
Loafers & Slip-ons		
Dress Shoes		
Boots		
Sandals		

**Women** **Men**

Thinking  
forward

Educate users + promote brands/products

The screenshot shows the homepage of the Spring website. At the top, there's a dark header with promotional banners: "Earn 5% on every purchase on Spring!" with a "How it works" link, "Free shipping on every order!", and account information showing "My Cash \$23.54" and "Earning in cart \$4.65". Below the header is a navigation bar with the word "SPRING" in large letters, followed by links for "New Arrivals", "Women", "Men", "Kids", "Lifestyle", "Beauty", "Brands", and "On Sale". A purple arrow points from the left towards the search bar. The main content area features a large image of a woman walking down a city street wearing a patterned dress and a Michael Kors bag. Overlaid on the image is the text "Michael Kors" and "Take 25% off your entire purchase—this is the kind of sale you don't want to miss." A "Shop now" button is visible. At the bottom of the page, there are two smaller, partially visible images.

### **PROBLEM #1**

How might we lead users to natural language search and **build trust**

## Handling edge cases

### No results for over specific search

Q Nike yellow stripe running sneakers for women on sale halloween|

My Assumption

Revise the original query, return relevant search results

# Handling edge cases

## COLLABORATED WITH TECH

Similar products

① Not meaningful    ② less than 6 item    ③ meaningful but can't find

Query: Women Nike yellow stripe sneakers comfortable

Brand + Color + Product\* + Size + gender\* + price/on sale + adj. + extra

A) Brand + Color + product + gender + on sale (Women Nike yellow sneakers)

B) Brand + Color + product + gender ( : )

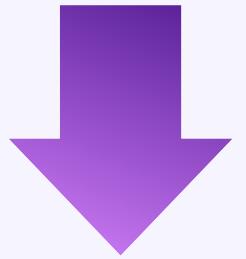
C) Similar Brand + Color + product + gender (Women {puma, adidas, new balance} yellow sneakers)

D) Color + product + gender (Women yellow sneakers)

E) Product + gender (Women sneakers)

Remove the element that users care about the least  
until there are a decent amount of relevant results

Nike yellow Stripe running sneaker for women on sale halloween  
brand color product category gender price



similar brands yellow **running sneaker for women**  
**yellow running sneaker for women**

# Handling edge cases

## UI DESIGN

The image displays two screenshots of a mobile application interface, likely a shopping platform, illustrating how to handle edge cases in UI design.

**Screenshot 1: Search for non-existent item**

The search bar contains the query "Pink Stretchy Skinny Levi's Jeans for women". The results page shows a large placeholder image with a sad face icon and the message "Sorry, We cannot find anything that matches 'Pink Stretchy Skinny Levi's Jeans for women'". Below this, a "Why not try" section suggests "Levi's", "Skinny Jeans", and "Jeans in Women's". A sidebar on the left lists categories like Jeans (Cropped, Skinny, Straight, etc.) and brands like Hudson Jeans, PacSun, and Urban Outfitters. A "Items you might like" section at the bottom shows three pairs of jeans from different brands.

**Screenshot 2: Search for a popular item**

The search bar contains the query "Nike yellow summer running shoes". The results page shows a list of filters on the left: Women, Sneakers, Running Shoes (32 items), Brands, Color, Size, Discount, and Price. The main area displays the product "Nike Flex RN Summer Running Shoe" at \$57.97, with a "Sort By: Lowest Price" dropdown. Below this, a "More like" section shows three similar Nike running shoes: Nike Fly SP Women's Running Shoe, Nike Air Zoom Men's Running Shoe, and Nike Air 35 Men's Running Shoe.

## **PROBLEM #2**

How might we help users **filter their searches  
with less frictions**

# Rethinking filter hierarchy

**Based on quantitative data**

Brands 20% > Discount 15% > Price 7.5% = Size 7.5%

The screenshot shows a search interface with a sidebar containing filter options and a main area displaying search results.

**Filter Options:**

- Gender:** Women (selected)
- Sneakers:**
  - Low Top: 322
  - High Top: 280
  - Slip-ons: 178
  - Running Shoes: 234
  - Basketball Shoes: 2
  - Other Athletic Shoes: 102
- Brands:** 4 selected
- Discount:** 1 selected
- Price:**
- Color:** 3 selected
- Size:** My Size: On

**Search Results:**

The main area displays a grid of sneaker products. At the top of each product card are two buttons: a heart icon labeled "Love" and an eye icon labeled "Similar".

# Rethinking filter hierarchy

Based on user interviews

First refine by style (brand, color, size)  
Then set a price range (discount, price)

Women

Sneakers

Style	Count
Low Top	322
High Top	280
Slip-ons	178
Running Shoes	234
Basketball Shoes	2
Other Athletic Shoes	102

Brands 4 selected

Color 3 selected

Size My Size: On

Discount 1 selected

Price

Love Similar

# Filter by brand

## PROBLEMS WITH EXISTING BRAND FILTER

Have to scroll back and forth in the super long list

Price

Brands

Search for brand

- Coach
- Opening Ceremony
- Stella McCartney
- Miu Miu
- FRYE
- Diane von Furstenberg DVF
- Zadig & Voltaire
- Jimmy Choo
- The Row

Size

Free People  
Luxembourg Sneaker  
\$135

Love | Similar

Gucci  
Flashtrek sneaker  
\$980

Love | Similar

Veja V-12

# Filter by brand

## IMPROVED BRANDS FILTER

Women

Sneakers	
Low Top	322
High Top	280
Slip-ons	178
Running Shoes	234
Basketball Shoes	2
Other Athletic Shoes	102

**Brands**

Search for more brands

Top Brands

- Nike
- adidas
- Vince
- Cole Haan
- Puma

All Brands

- A. Posse
- Aerosoles

Color

Women

Sneakers	
Low Top	322
High Top	280
Slip-ons	178
Running Shoes	234
Basketball Shoes	2
Other Athletic Shoes	102

**Brands**

Show Selected Clear

Search for more brands

Vince  
Cole Haan  
Puma

All Brands

- A. Posse
- Alexander McQueen
- alice + olivia
- Andre Assous

Color

Women

Sneakers	
Low Top	322
High Top	280
Slip-ons	178
Running Shoes	234
Basketball Shoes	2
Other Athletic Shoes	102

**Brands**

Show All Clear

Search for more brands

- adidas
- Alexander McQueen
- Cole Haan
- Vince

Color

Size My Size: **On**

Discount

Price

## IMPROVED BRANDS FILTER

Filter  
by brand

User's bookmark  
Recent purchase  
Most popular

This screenshot shows the initial state of the brands filter. It includes a dropdown for gender ('Women'), a category section for 'Sneakers' with counts for Low Top (322), High Top (280), Slip-ons (178), Running Shoes (234), Basketball Shoes (2), and Other Athletic Shoes (102). Below this is a 'Brands' section with a search bar and a list of brands under 'Top Brands': Nike, adidas, Vince, Cole Haan, Puma. There are also sections for 'All Brands' (A. Posse, Aerosoles) and 'Color'.

This screenshot shows the second iteration of the brands filter. The layout is similar to the first, but the 'Brands' section has been updated. It includes a 'Show Selected' button, a 'Clear' button, and a 'Search for more brands' bar. The 'Top Brands' list now includes checked boxes for Vince and Cole Haan. The 'All Brands' section lists A. Posse, Aerosoles, Alexander McQueen, alice + olivia, and Andre Assous. The 'Color' section is present at the bottom.

This screenshot shows the final iteration of the brands filter. The interface has been simplified. It features a 'Brands' section with a 'Show All' button and a 'Clear' button, a 'Search for more brands' bar, and a list of selected brands: adidas, Alexander McQueen, Cole Haan, and Vince. Below this are sections for 'Color', 'Size' (with a 'My Size: On' button), 'Discount', and 'Price'.

# Filter by size

## PROBLEMS WITH EXISTING SIZE FILTER

Have to go back and forth in the super long list  
New feature is not discoverable

All / Women / ... / Skinny

Jeans

Crop	Count
Cropped	125
<b>Skinny</b>	416
Straight	2
Tapered	1
Flared	2
Boyfriend	6

Price

Brands

Size

Size	Count
23	151
24	327
25	333
26	346
27	312
28	322
29	304
30	315
31	303

Color

Love | Similar

**Hudson Jeans**  
Collin Midrise Skinny Supermodel Jean  
\$205

Love | Similar

**Hudson Jeans**  
Krista Super Skinny Jean  
\$195

Love | Similar

**AG**  
THE FARRAH SKINNY ANKLE - 4 YEARS DEEP ...  
\$215

My Sizes: **On** Edit Sort: Relevance

# Filter by size

## IMPROVED SIZE FILTER

The screenshots illustrate the progression of a size filtering interface for women's sneakers.

- Screenshot 1:** Shows the initial filter interface with categories like Sneakers, Brands, Color, Size (with a grid of size options), Discount, and Price.
- Screenshot 2:** Shows the same interface with a modal overlay titled "Save as My Sizes?". It includes a "Yes, save it!" button and a "What's My Sizes?" section explaining the benefit of saving sizes. A "Save as My Sizes" button is at the bottom.
- Screenshot 3:** Shows the result page for a selected sneaker. A success message "Successfully saved to My Size!" is displayed above the size selection grid.
- Screenshot 4:** Shows the final state where the size selection grid now only displays the user's saved sizes (7, 7.5, 8).

# Deliver & Launch

Entire design process from research to delivery was about 2.5 months

Launched in 10/2018

BRAND (3)

R-Brands-1 2 years ago

R-Brands-2 2 years ago

R-Brands-3 2 years ago

COLOR (3)

R-Color-1 2 years ago

R-Color-2 2 years ago

R-Color-3 2 years ago

SIZE (5)

R-Size-1 2 years ago

R-Size-2 2 years ago

R-Size-3 2 years ago

R-Size-4 2 years ago

R-Size-5 2 years ago

SIZE LOGOUT (4)

R-Size-Logout-2 2 years ago

R-Size-Logout-3 2 years ago

R-Size-Logout-4 2 years ago

R-Size-Logout-5 2 years ago

SIZE NOSETUP (5)

R-Size-Nosetup-1 2 years ago

R-Size-Nosetup-2 2 years ago

R-Size-Nosetup-3 2 years ago

R-Size-Nosetup-4 2 years ago

R-Size-Nosetup-5 2 years ago

DISCOUNT (3)

R-Discount-0 2 years ago

R-Discount-1 2 years ago

R-Discount-2 2 years ago

# Thank You!

This was my story of improving search experience for high intent shoppers based on data and research insights

<http://xintongchen.github.io>