

Revamping WhatFitsMe.Com

Business Technical Consulting - Group Project
Spring 2012, UIllinois Year 3

The Business Technical Consulting class consults with start-up technical companies for the semester.

Ours was WhatFitsMe.com, a web-startup at UIllinois.

WhatFitsMe.com helps women shop more accurately for clothing online. It asks women to input the brands and sizes of clothes they own. Based on those, the site recommends sizes in other top brands.

Aim: The company's 3 major issues:

- a. Who was her **target consumer market** of women?
- b. Why is the **air-time on the website so short?**
- c. **How does she attact 'sticky' users** that stay loyal?

After some focus groups, and we answered:

- a. Target Market: professional women and moms
- b. Viewers leave because the website appearss web 2.0. standards.
- c. Don't force registration at the start; give the user some experience and they are more likely to 'stick.'

Design: In order to help move to these goals, we **re-designed the website UI**. It needed a **better logical flow and fun user experience**.

Result: Implementing just the redesigned landing page (shown at right):

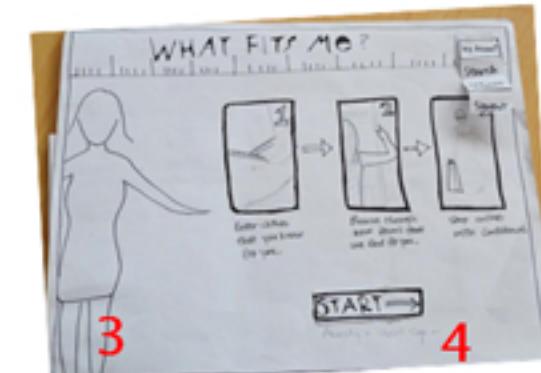
- 1. **More users per week**
- 2. **More time spent on the website on average**
- 3. New user **registration tripled**

We submitted the rest of our redesign to her and advised that she hire a UI developer to implement it.

Start Page



Before



After

