

# SNEAKER CONFIGURATOR

## Product Knowledge

Custom-designed shoes have gained popularity over the last couple of decades or so, as companies realized that people want to express their individuality through their footwear. Many brands offer customization and the technology and user interface on the websites continue to improve year over year.

## REFERENCES

- <https://blog.prototypr.io/21-best-practices-for-e-commerce-configurator-s-690668efe754>
- <https://dribbble.com/shots/10634745-What-if-shopping-and-personalizing-was-way-more-engaging>
- <https://www.callawaygolf.com/custom-fitting/online-iron-selector/>

## OBJECTIVES

### *Research Goals*

- Understand users' needs, goals, and priorities
- Identify users' frustrations
- Determine high-level design opportunities

### *Project Goals*

- Create a mobile-first configurator that satisfies all user needs
- Develop a configurator prototype with clarity and prioritize usability

## RESEARCH

To provide insights into the design of the configurator, I'll be conducting the following research methods to understand the users' needs and frustrations.

### *Primary Research – Survey*

- Quantitative Data
- 10+ Participants
- Google Form

### ***Primary Research – Interview***

- Qualitative Data
- 3 Participants
- In-Person
- 10 Questions

### ***Secondary Research – Peer Analysis***

- Analyze 3 competitor in the same field
- Identify their strengths and weakness
- Provide insights to the design

## **FINAL DELIVERABLE**

For the final deliverable, I plan to create **a case study presentation with a high fidelity prototype in Figma**. The case study will present my research findings and address my crucial design decisions in developing the prototype. Creating a configurator prototype in Figma enables us to provide the product vision to all stakeholders and the users, while maintaining technical feasibility and cost-efficiency.

## **TIMELINE**

<b>Due Date</b>	<b>Task</b>
03/07/2022	Project Introduction
03/09/2022	Project Proposal
03/14/2022	Spring Break
03/16/2022	Spring Break
03/21/2022	Peer Analysis
03/23/2022	User Persona
03/28/2022	<b>Preliminary Sketches &amp; Research Check-In</b>
03/30/2022	Low-Fidelity Wireframes with all functionalities mapped out
04/04/2022	Mid-fi Wireframes
04/06/2022	<b>Mid-Point DESIGN Check-In &amp; Feedback</b>
04/11/2022	High-Fidelity Wireframes

04/13/2022	Usability Testing Round 1
04/18/2022	Clickable Prototype
04/20/2022	Usability Testing Round 2
04/25/2022	<b>Finalize Prototype</b>
04/27/2022	Extra Time in case of change of plans