



**Hi, I'm Brittany Forks.**

**Here's some of my  
favorite things I've  
worked on.**

**EVERLANE**

**Everlane is disrupting the fashion industry by selling luxury goods at a 2X markup, over the traditional 8X.**

# **Check-out Flow**

**This was the my first assignment at Everlane. I had never done product work before, and I was tasked with designing Everlane's checkout from scratch.**

**I decided to break the checkout into small sections, so that each task would seem manageable and easy to complete.**



Free shipping on 2+ items

Contact

Brittanyyyy F.

Shopping Bag



# EVERLANE

1 Shipping

2 Payment &amp; Billing

3 Confirm your order

## Enter your shipping address

Currently, we do not ship to Canada or other destinations outside of the U.S. [Learn More.](#)

First Name

Last Name

Street Address

e.g., 555 Happy St.

City

e.g., Chicago

State

Please select a ...

Zip

[← GO BACK](#)[CONTINUE →](#)

### — Order Summary —

Subtotal **\$75**

Shipping **\$4.95**

Free Shipping **-\$4.95**

Tax **\$6.38**

Total **\$81.38**

You have free shipping!

### READY TO SHIP

These items will ship within 1 business day.



The Women's V Muted Black

X

Medium

Price

\$15

Quantity

1 UPDATE

Total

\$15



The Zip Backpack Grey

X

One size fits all



Free shipping on 2+ items

Contact

Brittanyyyy F.

Shopping Bag



# EVERLANE

1 Shipping

2 Payment &amp; Billing

3 Confirm your order

## Enter your billing information



This is a secure 256-bit SSL encrypted payment

First Name

Brittanyyyy

Last Name

Forks

Credit Card Number

Security Code



Expiration Month

 Month

Expiration Year

 Year

Billing Zip Code

[← GO BACK](#)[CONTINUE →](#)

## READY TO SHIP

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1 UPDATE



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Free Shipping -\$4.95

Tax \$6.38

Total \$81.38

You have free shipping!



# EVERLANE

1 Shipping

2 Payment &amp; Billing

3 Confirm your order

Your order is ready to be placed

**Shipping to**

Brittany Forks  
164 Townsend St.  
Unit #1  
San Francisco, CA 94107  
[Change Shipping Info](#)

**Billing to**

Brittany Forks  
 American Express 1007  
[Change Payment Info](#)

**READY TO SHIP**

These items will ship within 1 business day.

**The Women's V Muted Black**

Medium

Price  
**\$15**Quantity  
 UPDATETotal  
**\$15****— Order Summary —**Subtotal **\$75**Shipping **\$4.95**Free Shipping **-\$4.95**Tax **\$6.38**Total **\$81.38****You have free shipping!****The Zip Backpack Grey**

One size fits all

Price  
**\$60**Quantity  
 UPDATETotal  
**\$60**[← GO BACK](#)[PLACE ORDER! →](#)



# EVERLANE

WOMEN MEN REWARDS ABOUT BLOG



## Thanks for your order.

We hope you enjoy. Feel free to send us an email at [support@everlane.com](mailto:support@everlane.com) if you have any questions or just want to give feedback.

**Earn rewards:** share the link below with your friends.  
Earn \$20 when they make their first purchase.

<https://www.everlane.com/n/nb7unq>

## Waiting to Ship

Date	Recipient	Order & Shipment Information	Total
2012-11-13	Brittany Forks 164 Townsend St. Unit #1 San Francisco, CA 94107	Order number: r061621766 Shipping soon (1) The Women's V Muted Black — Medium (1) The Zip Backpack Grey — One size fits all	\$81.38 <a href="#">Cancel Order</a>

## Shipped Orders

Date	Recipient	Order & Shipment Information	Total
2012-07-26	Brittany Forks 164 Townsend St. Unit #1 San Francisco, CA 94107	Order number: r114538340 Shipped 2012-07-27 (1) Belt Buckle Silver — One size fits all (1) The Essential Belt Natural — Pant sizes 29-33 (1) The Ryan Tank Charcoal — Medium	\$65.10

# **Onboarding**

**Almost immediately after launch we realized that people weren't fully understanding why Everlane was so revolutionary. The solution was to create an attention-grabbing onboarding flow that educated the user.**

We also wanted to find out a little bit more about our customers. At the time we were letting people Facebook Connect, which gave us a ton of useful information, but most people opting-in via email. We decided to add a few questions to the onboarding to see who our core demographic was. These questions would be pre-filled if you had previously Facebook Connected.

# EVERLANE

---

*Convention says, high quality must sell at high prices*

---

# WE'RE NOT MUCH FOR CONVENTION

Online only, we skip the middlemen to offer our luxury essentials  
exclusively at [Everlane.com](http://Everlane.com).

New designs each month, *never over \$100.*

*This is how*

# TRADITIONAL LUXURY WORKS

Middle men and physical stores result in an 8x markup



*This is how*

# EVERLANE DOES IT

We sell exclusively to you.



---

*Tell us*

---

# ABOUT YOU

*3 quick questions to help us give you a better experience.*

*I am interested in clothing made for* WOMEN / MEN

*...in the following age group* 18 - 29 / 30 - 39 / 40+

*...and my five digit postal code is:* 78702

*Ah, Austin!*



Welcome, Brittany

DESIGNER QUALITY UNDER \$100

Admin

My Account

Shopping Bag



# EVERLANE

SHOP · INVITE · ADVISORS · ABOUT · BLOG

We plan to supply your closet from the ground up,  
so we've started with the T-shirt. *Iconic. Essential.*  
*Too often over-priced.* Inspired by the beautiful \$50  
tees we'd found at designer boutiques, we created  
our very own for \$15. We're so sure you'll love it,  
we'll give you *free shipping* on your first order.

## Winter Scarves

Made of English wool.  
[shop now →](#)

## iPhone Covers

A gift for the Apple set.  
[shop now →](#)

## Ties & Bows

For her and him.  
[shop now →](#)

## Luxury Tees

New colors, trimmer fit.  
[shop now →](#)

# Product Page

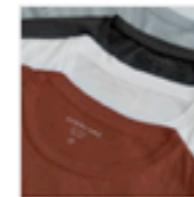
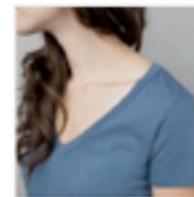
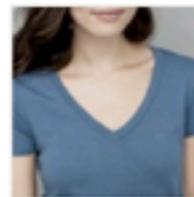
**Everlane's most viewed pages are their product pages.**

After a few product launches we wanted to see if we could get the product page to convert better while elevating the brand. I challenged myself to keep everything very open and clean, while keeping all relevant information above-the-fold. It's important to give the customer enough information to make an informed decision without overwhelming the customer and causing anxiety.

**Before**



# EVERLANE

[WOMEN](#) · [MEN](#) · [INVITE](#) · [ADVISORS](#) · [ABOUT](#) · [BLOG](#)[WOMEN'S TEES](#) · [THE CLASSIC TOTE](#) · *NEW DESIGNS EVERY MONTH*[← Back to Collection](#)

## The Women's V Muted Royal

\$15

[ADD TO BAG](#)WHAT'S YOUR SIZE?  XS S M L

HOW MANY?

 1 2 3

“

[@somebrodog](#): These Everlane tees are super soft. I wear them everyday to class. I don't miss my old standard tri-blends at all. They are the perfect tees.



**Quick Description:** This classic v-neck for ladies is made from the softest lightweight cotton we could find. It fits close to the body but still relaxed, and pairs well with both casual and more dressed-up looks.

**Behind the Product:** Cut and sewn in Los Angeles, our shirts undergo a special garment-dying and washing process to capture the perfect muted shades and ensure extra softness.

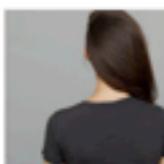
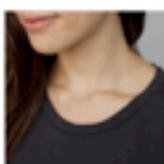
**More Details:**

- 100% Combed Cotton
- Pre-shrunk
- True to size
- Model: Jessica is 5'7" tall, size 25 waist and is wearing a small

# **Proposed Design**



# EVERLANE

[WOMEN](#) · [MEN](#) · [INVITE](#) · [ABOUT](#) · [BLOG](#)[WOMEN'S TEES](#) · [BACKPACKS](#) · [TOTES](#) · [WOOD IPHONE COVERS](#)[← Back to Collection](#)

## The Women's Crew — \$15 —

**COLOR****SIZE** **QUANTITY****ADD TO SHOPPING BAG** **WHAT PEOPLE ARE SAYING**

“ [@somebrodog](#): These Everlane tees are super soft. I wear them everyday to class. I don't miss my old standard tri-blends at all. They are the perfect tees.

**QUICK DESCRIPTION**

A quintessential crew with a more feminine twist. Super soft, fitted, with a slightly deeper neck. Cut, sewn and dyed in Los Angeles.

# **Implemented Design**



Free shipping on 2+ items

Contact

Brittanyyyy F.

Shopping Bag



# EVERLANE

WOMEN MEN REWARDS ABOUT BLOG



Pinit

## The Women's V — \$15 —

COLOR: MUTED BLACK



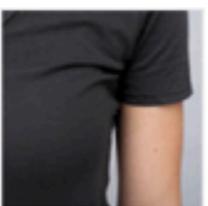
SELECT SIZE SIZE CHART

XS S M L

CHOOSE QUANTITY

- 1 +

ADD TO BAG



“

@summero : @Everlane Super soft and comfortable. One of my favorite tees that I own!

”

### QUICK DESCRIPTION

Constructed from the softest lightweight cotton we could find, this v-neck for ladies fits close to the body but still relaxed. Made in Los Angeles alongside some of your designer favorites.

### WHAT'S YOUR SIZE?

Women's fit true to size. Have a fit question? Email [fit@everlane.com](mailto:fit@everlane.com). Model Jessica is 5'7" tall, size 25 waist and is wearing a small.

### MORE DETAILS

- 100% Supima Cotton
- Pre-Shrunk
- Made in Los Angeles

**WANELO**

**Wanelo is a platform for shopping organized around people.**

# Ruby Re-write

**Homepage before**

Wanelo

wanelo

post + browse my profile 0 search

find & invite friends | sign out

# Find unique products

and stores you've never heard of.

trending today | just posted | most popular | stores I follow | people I follow

trending today | just posted | most popular | stores I follow | people I follow

**After**

# Today's Trending Products

#pillow

#movember

#uglysweater

#tshirt

#locket

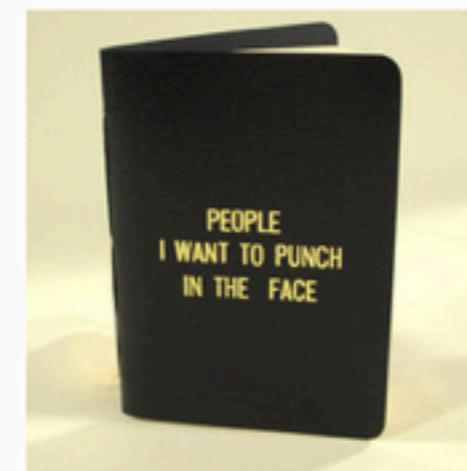
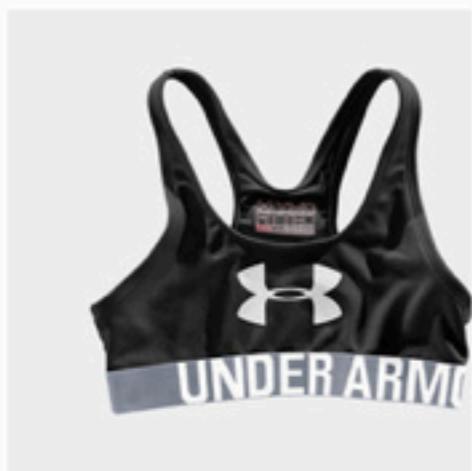
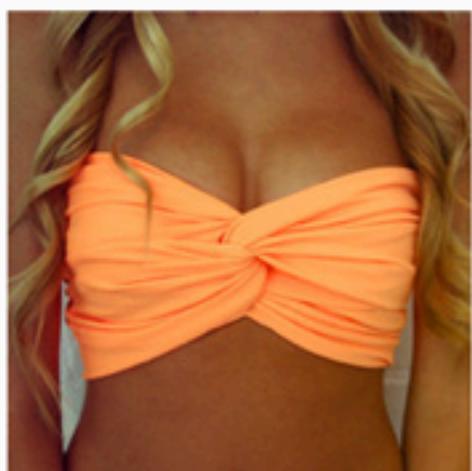
#plush

#octopus

#miniature

#dog

#galaxy



**User profile before**

Wanelo

http://wanelo.com/ Google

wanelo

browse search

sign up | sign in

QueenofHeartsandModernLove's Collections (8)

view all collections | view all products

Coats Shoes Pants & Skirts Accessories

20 Products 31 Products 14 Products 41 Products

QueenofHearts:  
220 & 222 Westminster Ave  
Queen of Hearts and Modern Love

FOLLOW

stores (40)

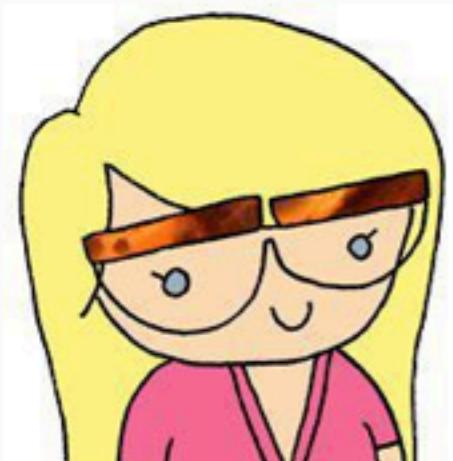
bloglovin.com teresadoesit.com

QueenofHeartsandModernLove saved QueenofHearts - Auburn Shirt to Coats collection on 01/31/2012

View Product

The screenshot shows the Wanelo website interface. At the top, there are browser controls, a URL bar with 'http://wanelo.com/' and a Google search bar. Below the header, the 'wanelo' logo is on the left, and a search bar with 'browse' and 'search' buttons is on the right. Navigation links for 'sign up' and 'sign in' are also present. The main content area features a banner for 'QueenofHeartsandModernLove's Collections (8)' with a link to 'view all collections' and 'view all products'. Below the banner are four categories: 'Coats' (20 Products), 'Shoes' (31 Products), 'Pants & Skirts' (14 Products), and 'Accessories' (41 Products). Each category has a representative image and a blue link. To the left of the categories, there is a sidebar for 'QueenofHearts:' with address information and a 'FOLLOW' button. A 'stores (40)' section lists links to bloglovin.com and teresadoesit.com. At the bottom, a message from 'QueenofHeartsandModernLove' is displayed, along with a small thumbnail image and a 'View Product' link.

**After**

@beeforks / Brittany Forks [f](#) [t](#)

I'm the resident designer at Wanelo. I like chicken nuggets, drawing, Beyoncé, hip hop and trying new things. #hotdogsquad

San Francisco, CA • <http://brittanyforks.com>

[FOLLOW](#)**141,045** followers

111 following

145 stores

488 SAVED PRODUCTS

8 COLLECTIONS

 GIFTS

107 TAGGED FOR YOU



**Product page before**

Wanelo

http://wanelo.com/

wanelo HOME enter a product URL ADD PRODUCT JOIN | sign in

Heather traversa cardigan added by Deena on 08/22/10

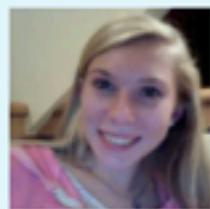
SAVE 2 saves \$98.00 BUY AT WWW.JCREW.COM view product description

Like Be the first of your friends to like this.

Deena said: cute!

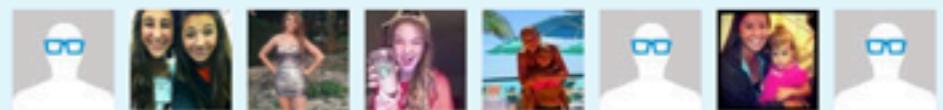
RELATED COLLECTIONS:

**After**



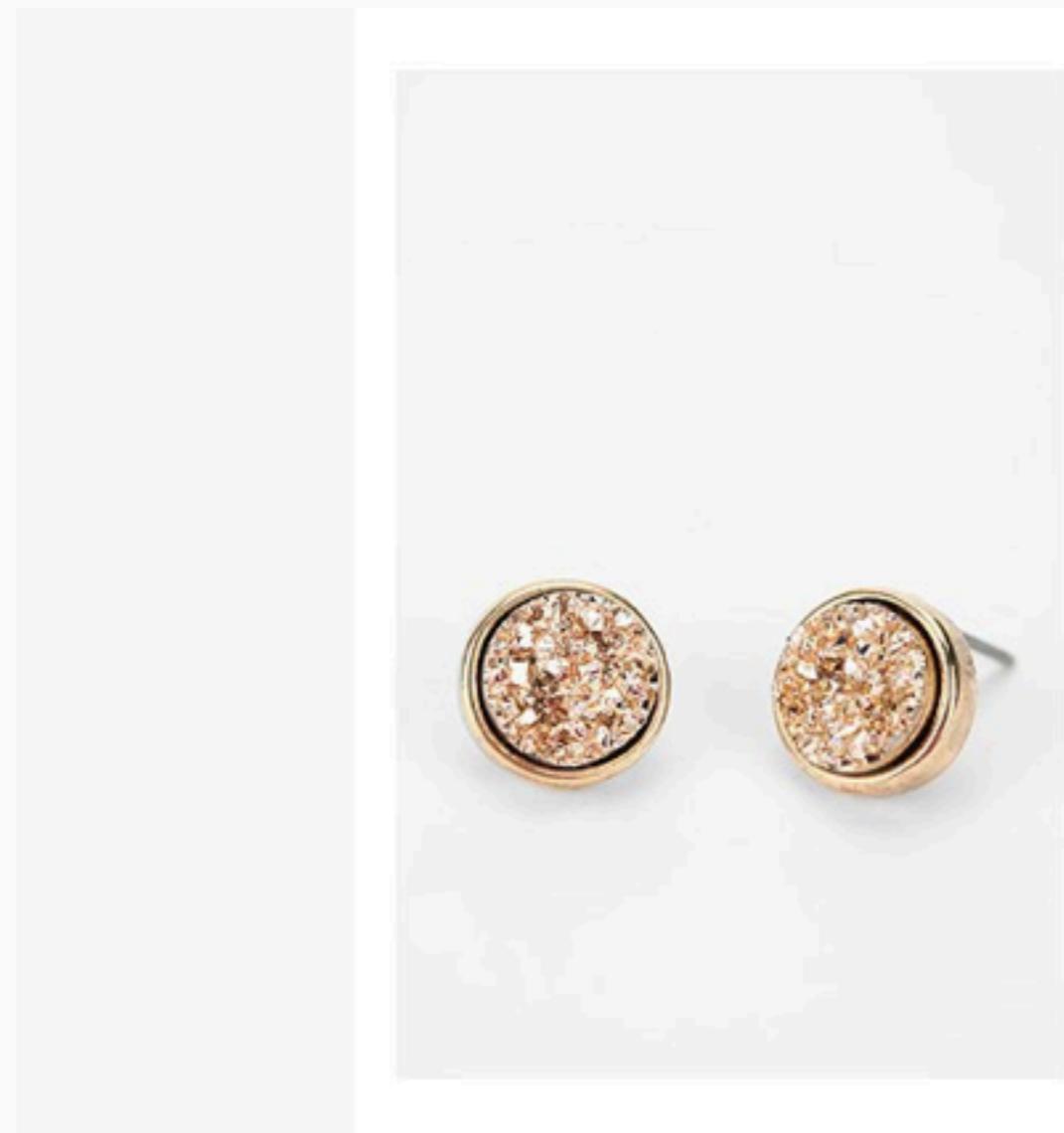
gymgirl2407 posted this to [Totes Want](#) 1 day ago

1,285 people saved this from [gymgirl2407](#)



## Druzy Stone Earring

From [urbanoutfitters.com](#)

[SAVE](#)

1304

[BUY](#)

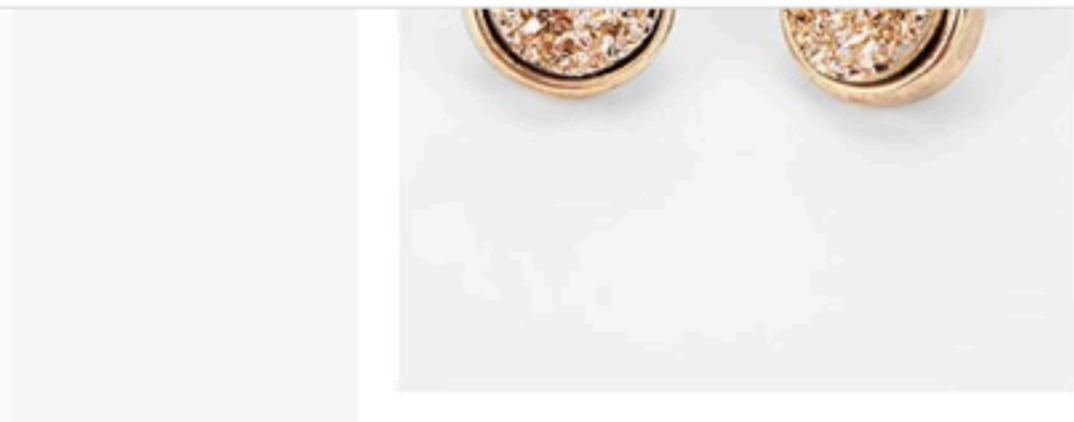
\$16.00

[TAG](#)

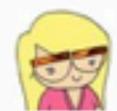
Tag your friends to share this product.

Posted in [Totes Want](#):

[FOLLOW](#)



[P](#) [t](#) [S](#) [Twitter Tweet](#) [Facebook Like](#) [0](#)



Comment, @mention, #hashtag

POST



kimxwang

druzy studs

about 2 hours ago



csimo

cute

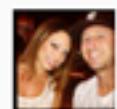
about 2 hours ago



turquoise\_turtles

check out my page ! <3 😊

about 3 hours ago



jessica\_

Prettyyy

about 4 hours ago



modilisi

Love these ❤️

about 5 hours ago



alyssa\_mae

#glitZ

about 5 hours ago



tarynwainstein

cute cute

about 6 hours ago



jasmatanky



# **Posting Flow**

**Wanelo's posting flow was essential to get right, because this is how new products were added to the site by users. You could post products from any website using our bookmarklet. When a user posts a product, it gives them a sense of ownership over that product.**

**We decided to mimic Pinterest's image selection because our users are extremely familiar with that process. Then you would be prompted to add your item to a collection, write a comment, and categorize the item.**

[Etsy](#)[Register](#)[Sign In](#)

Search for items and shops

[Search](#)[Cart](#)

Home &gt; PoppyandFern &gt; For your neck

[Favorite](#)**Like this item?**

Add it to your favorites to revisit it later.

## My Beautiful Balloon- hand embroidered necklace

**\$42.00 USD** 3 available[Add to Cart](#)[Favorite](#)

PoppyandFern accepts Etsy Gift Cards.

**Shop****PoppyandFern**

Jewelry and Stitchery by Rachel Pruett

**58**  
items

Add shop to favorites

See who favorites this shop

**Shop owner****Rachel Pruett**

Austin, TX, United States

[Favorites](#)[Circle](#)

Feedback: 52, 100% pos.

[Contact](#)**Item**

Add item to favorites

See who favorites this item

A hot air balloon floats in the perfectly clouded sky. Inspired by the coming of fall and wonderful weather for a ride in a hot air balloon, this balloon is free hand embroidered with mustard yellow and white chevrons onto a light periwinkle blue sky. Embroidered clouds

[Etsy](#)[Register](#)[Sign In](#)

Search for items and shops

Search

Cart

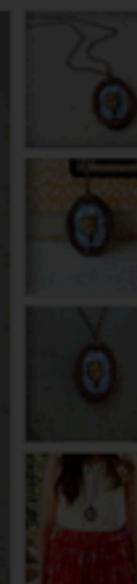


neck

Want to save this item?  
Add it to your favorites to revisit it later.

Hand-embroidered necklace

570 x 570



\$42.00 USD 3 available

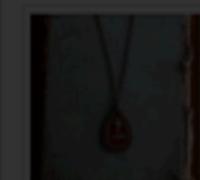
[Add to Cart](#)[Favorite](#)

PoppyandFern accepts Etsy Gift Cards.

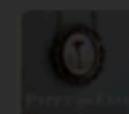
#### Shop

**PoppyandFern**

Jewelry and Stitchery by Rachel Pruett

58  
Items[Add shop to favorites](#)[See who favorites this shop](#)

#### Shop owner

**Rachel Pruett**

Austin, TX, United States

Favorites

Circle

Feedback: 52, 100% pos.

[Contact](#)

#### Item

[Add item to favorites](#)[See who favorites this item](#)

A hot air balloon floats in the perfectly clouded sky. Inspired by the coming of fall and wonderful weather for a ride in a hot air balloon, this balloon is free hand embroidered with mustard yellow and white chevrons onto a light periwinkle blue sky. Embroidered clouds

(1) Wanelo

Search items and shops

Search

Cart

## Post a product

Things I want as gifts

Comment, @mention, #hashtag

**POST TO WANEO**

A hot air balloon floats in the perfectly clouded sky. Inspired by the coming of fall and wonderful weather for a ride in a hot air balloon, this balloon is free hand embroidered with

zoom

**necklace**

**\$42.00 USD** 3 available

Add to Cart

Favorite

PoppyandFern accepts Etsy Gift Cards.

**Shop**

**PoppyandFern**  
Jewelry and Stitchery by Rachel Pruett

58 items

Add shop to favorites

See who favorites this shop

**Shop owner**

**Rachel Pruett**  
Austin, TX, United States

Favorites  
Circle  
Feedback: 52, 100% pos.

Contact

**Item**

Add item to favorites

(1) Wanelo

Search or items and shops

Posted! Now add some details.

\$ 42.00

women's fashion men's fashion

home kids

entertainment tech

SAVE



A hot air balloon floats in the perfectly clouded sky. Inspired by the coming of fall and wonderful weather for a ride in a hot air balloon, this balloon is free hand embroidered with a blue background and gold accents.

Search

Cart

necklace

\$42.00 USD 3 available

Add to Cart

Favorite

PoppyandFern accepts Etsy Gift Cards.

Shop

**PoppyandFern**  
Jewelry and Stitchery by Rachel Pruett



58 items

Add shop to favorites  
See who favorites this shop

Shop owner

**Rachel Pruett**  
Austin, TX, United States

Favorites  
Circle  
Feedback: 52, 100% pos.

Contact

Item

Add item to favorites  
See who favorites this item



beeforks posted this to [Things I want as gifts](#) 1 minute ago

## My Beautiful Balloon- hand embroidered necklace

From [PoppyandFern](#) on Etsy

[SAVE](#)

1

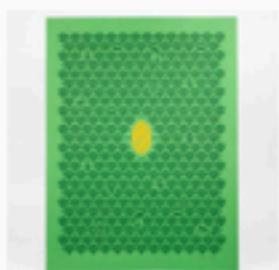
[BUY](#)

\$42.00

[TAG](#)

Tag your friends to share this product.

Posted in [Things I want as gifts](#):



# Activity Feed

**One of the issues that Wanelo faces is that it can easily be a passive experience. In fact, many users only posted items, and rarely came to the site.**

**In order to combat this, we added an activity feed. You could see updates from your friends and favorite stores and followed trends in real time.**

## People and stores you follow

You're following 114 people. Find your friends or [follow top people](#).

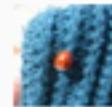
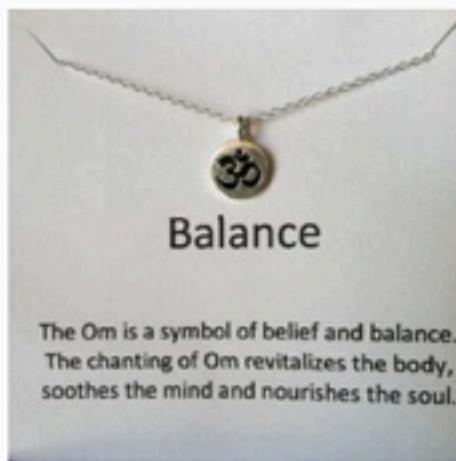
You're following 152 stores. Find more.



344 products posted by members to [sephora.com](#)

2 minutes ago





vintagekindofgirl saved 9 products

7 minutes ago





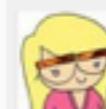
gray commented on gray's product

17 minutes ago



gray

I love this cut and this is also probably why I am single  
about 1 hour ago

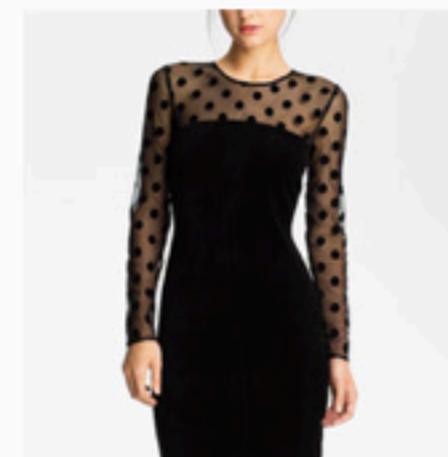


@gray



40 products posted by members to [shop.nordstrom.com](#)

about 1 hour ago



*twice*

**Twice is a second-hand clothing retailer online.**

**Customers can sell their clothing online and receive cash, and also buy like-new clothing for up to 70% off retail.**

# **Sell Order Flow**

**Since Twice sources it's own inventory it was important to improve the conversion rate on the page that prompts users to sell.**

**Before, the selling process would take over 10 minutes, and you would have to log each item of clothing you planned to sell. It was clear that this was a barrier for most people. We removed the barrier and let people request bags to send in clothes, or print out mailing labels. The new process would take less than five minutes, and didn't require you to join Twice.**

**Within a month our sell orders had increased 400%.**

**Before**

# twice

SHOP DRESSES | TOPS | JEANS | PANTS | SKIRTS | ALL

HELP

ABOUT

SELL

## What would you like to sell?



Tops



Jeans



Dresses



Pants



Skirts

### 1 Choose Some Clothes

We buy high-quality clothes from a wide variety of top brands. Items must be freshly laundered and in great condition, and typically less than 5 years old.

### 2 Ship Them For Free

Once you've chosen some items to sell, you request a free, prepaid shipping label. Just package up your clothing and drop it off at the post office.

### 3 Review Offer & Get Paid

We'll make an offer for your shipment based on condition, brand and style. Items we can't purchase can be returned to you for \$5 shipping, or donated to Goodwill for free.

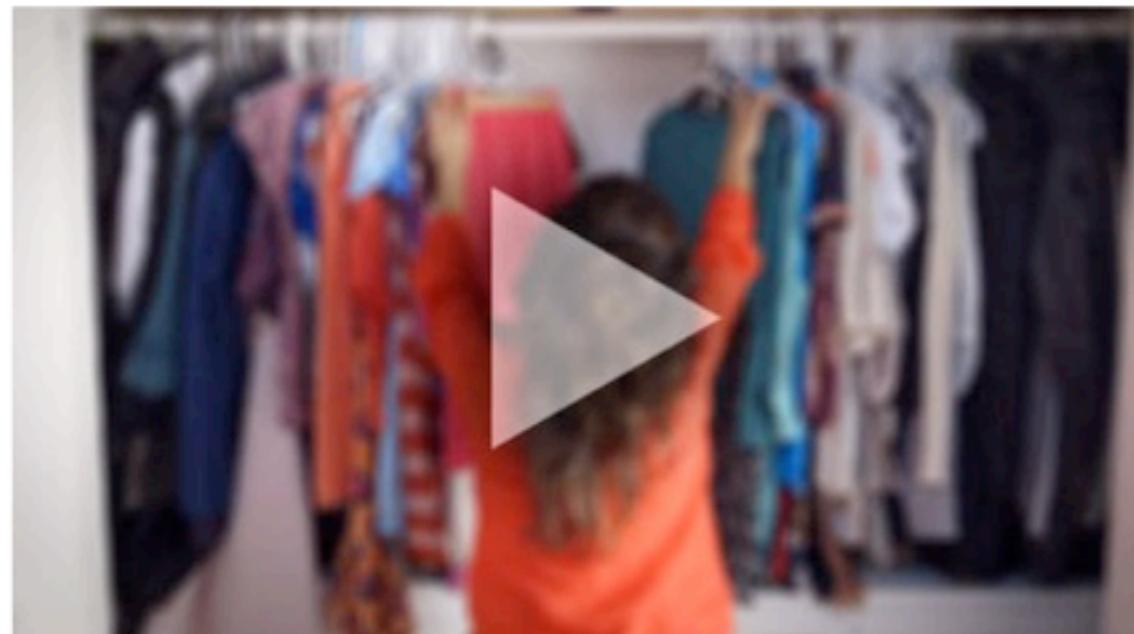
**After**

# twice

[SHOP ALL](#)[DRESSES](#)[TOPS](#)[JEANS](#)[PANTS](#)[SKIRTS](#)[HELP](#)[ABOUT](#)[SELL](#)

## FIND CASH IN YOUR CLOSET

The **easiest** way to sell your clothes and get **paid**



Request a **free** prepaid bag

Show up on your doorstep in 2-3 days. Holds 20 garments.  
No printer required.

OR

Print a **free** prepaid label

Download it instantly. Slap it on any box you have lying around. Instant gratification.



PRINT  
A LABEL



REQUEST  
A BAG



EARN \$50 OR MORE



GET PAID IN 1-2 WEEKS



GIVE BACK & HELP OUT

1

2

3

X

## SELLER FAQS

### How long does it take?

- Shipping takes 5–10 business days
- Your order is insured up to \$100

### How do I get paid?

- You must **accept** your offer
- All items we can't buy are donated

### How do I get my clothes back?

- You must **reject** your offer
- A flat \$5 return shipping fee applies

## DOWNLOAD A LABEL

Have an account? [Sign in here](#)

YOUR EMAIL

Enter your email address

CONTINUE

## MIND YOUR ABC'S



AGE

Less than 5 years old?



BRAND

On the [approved brand list](#)?



CONDITION

Clean and damage-free?

BACK

1

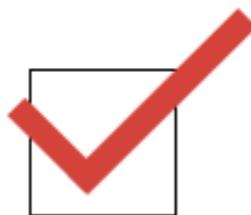
2

3

X

## Sellers' Checklist

Ready to go? Let us know!



**YES!**

My clothes are freshly laundered and in excellent condition



**YES!**

I'm only sending clothes on the Twice accepted [brand list](#)



**YES!**

I acknowledge I'll receive payment in 1–2 weeks

COMPLETE

1

2

3

X

## YAY HOORAYYYY!

Your shipping label should start start downloading automatically.

[Click here to download again](#)

A

### AGE

Make sure all your garments are less than 5 years old

B

### BRAND

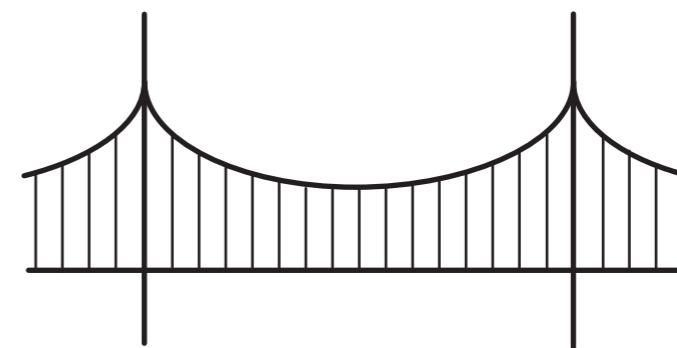
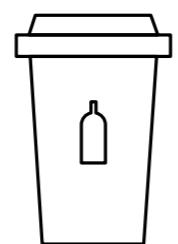
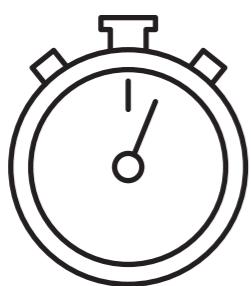
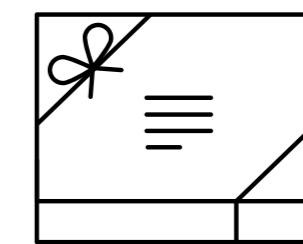
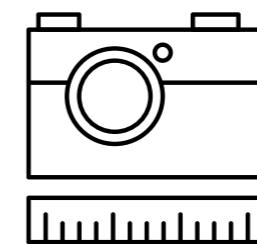
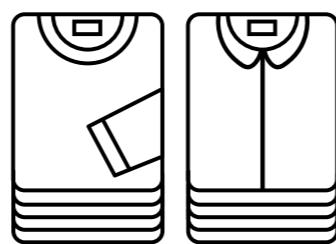
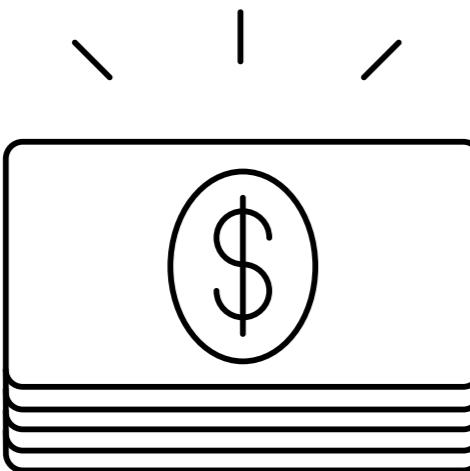
Check that all your items are on the [approved brand list](#)

C

### CONDITION

Examine all your garments for holes, stains and other defects

# Iconography



# **Thank you**

**Contact me at:  
hello@brittanyforks.com**