OK**MY**OUTFIT

Presented By:

Angélique Bélizaire, Chuck Flores, Dennis Lee

RESEARCH REPORT

Table of Contents

Summary 1

Competitive Analysis

User Flows, 2

Layout Analysis, 11

Comparative Analysis 14

User Journeys 19

Forms Best Practices 23

Interview Takeaways 26

Personas 29

Executive Summary

Problem and Opportunity

The purpose of this project is to understand and redesign OkMyOutfit's sign up and scheduling an appointment form process for first time users of the service. OkMyOutfit wants to increase their sign up rate, reduce drop off while on boarding and increase their overall sales. The targeted demographic of this service are 20 - 40 year old busy working women, living in Manhattan.

Key Research Takeaways

Currently, users have to complete their style profile before booking their first appointment. Through our initial tests of the exisiting website many users were confused, bored, and/or tired by the end of the style profile. The mood towards the form would change from question, peaking during visual based questions, dipped low during questions characterizing one's proportions. The needs of the stylist and the needs of the client don't always align. Stylist want measurements and full body images and the clients want the stylist to take their measurements on the first initial meeting.

Competitor Analysis

USER FLOWS

User flows are an illustration of movement through a system (Style Profile) by showing how a user would go from point A to point B.

Legend:

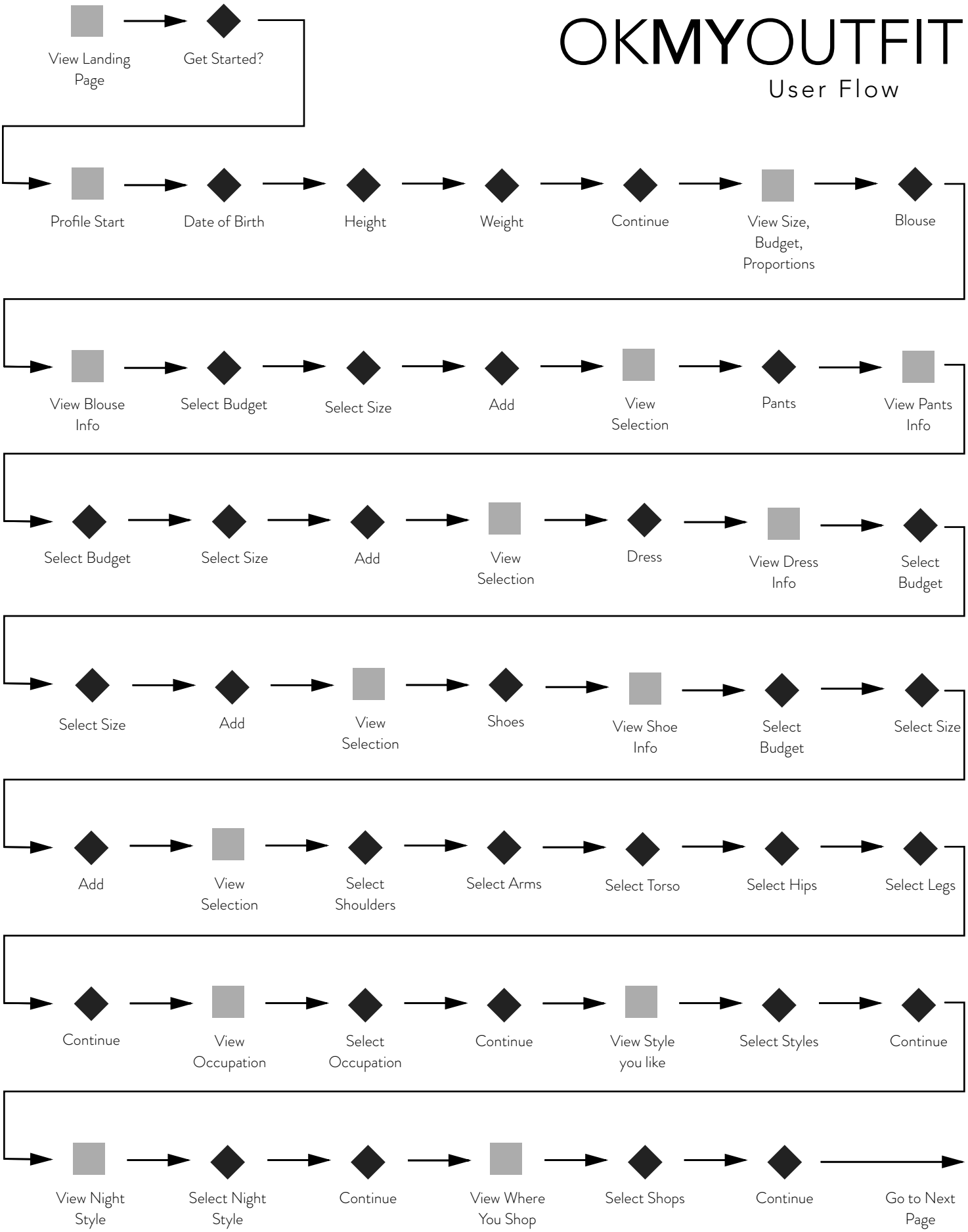
Squares indicates each new page/ state a user lands on or is sent to.

Arrows represent movement to each new action

Diamonds represent each action a user takes in the process

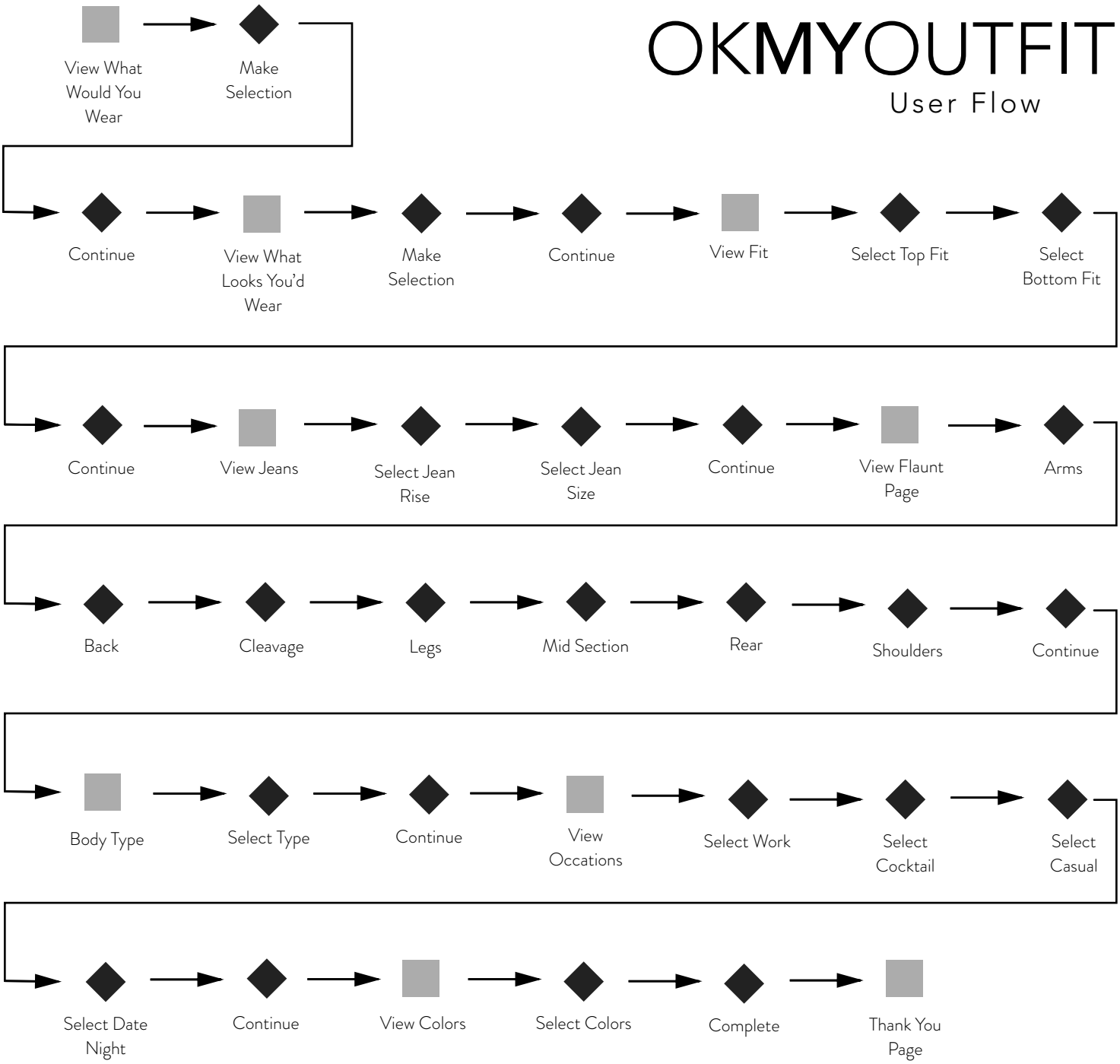
OKMYOUTFIT

User Flow

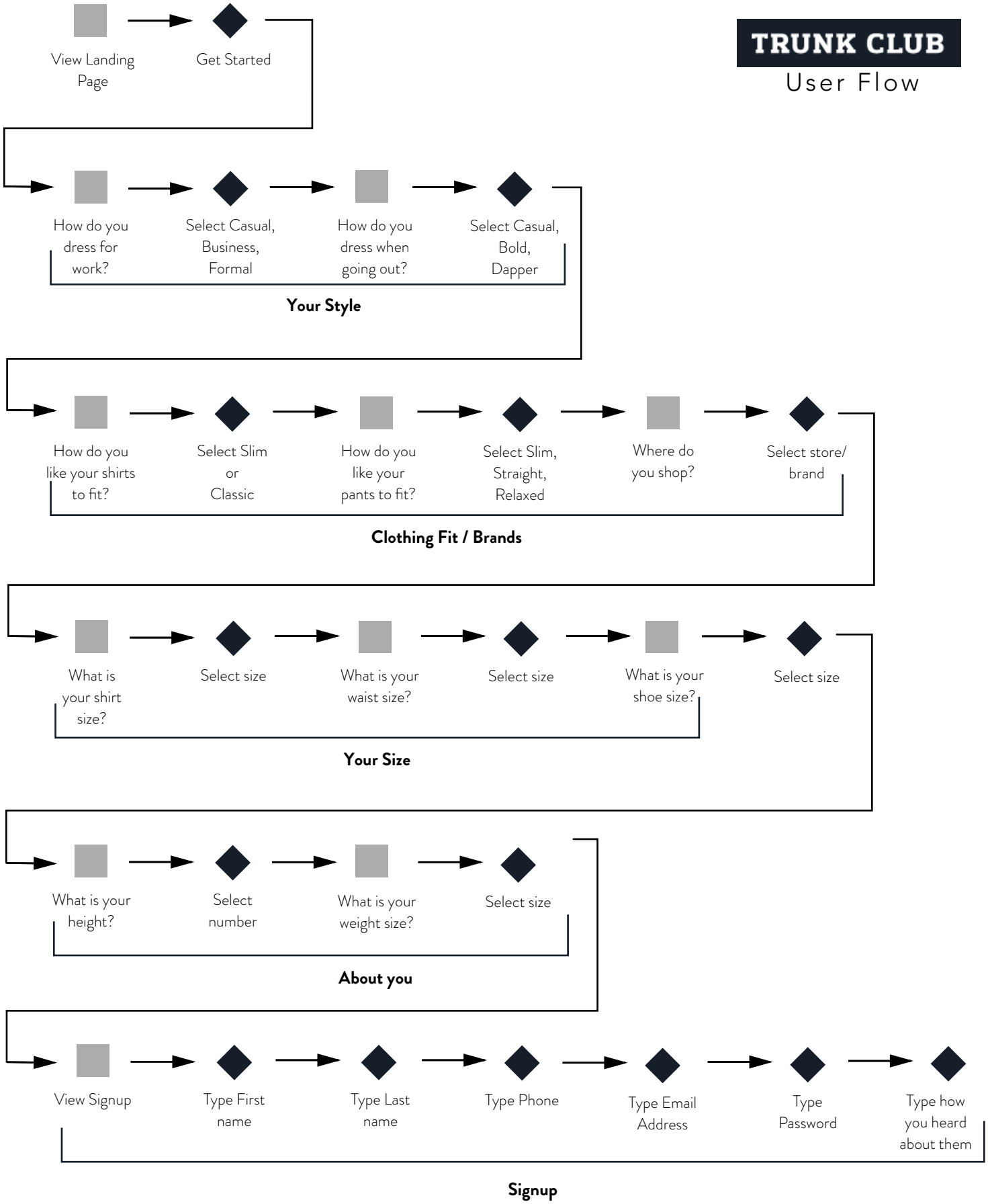


OKMYOUTFIT

User Flow

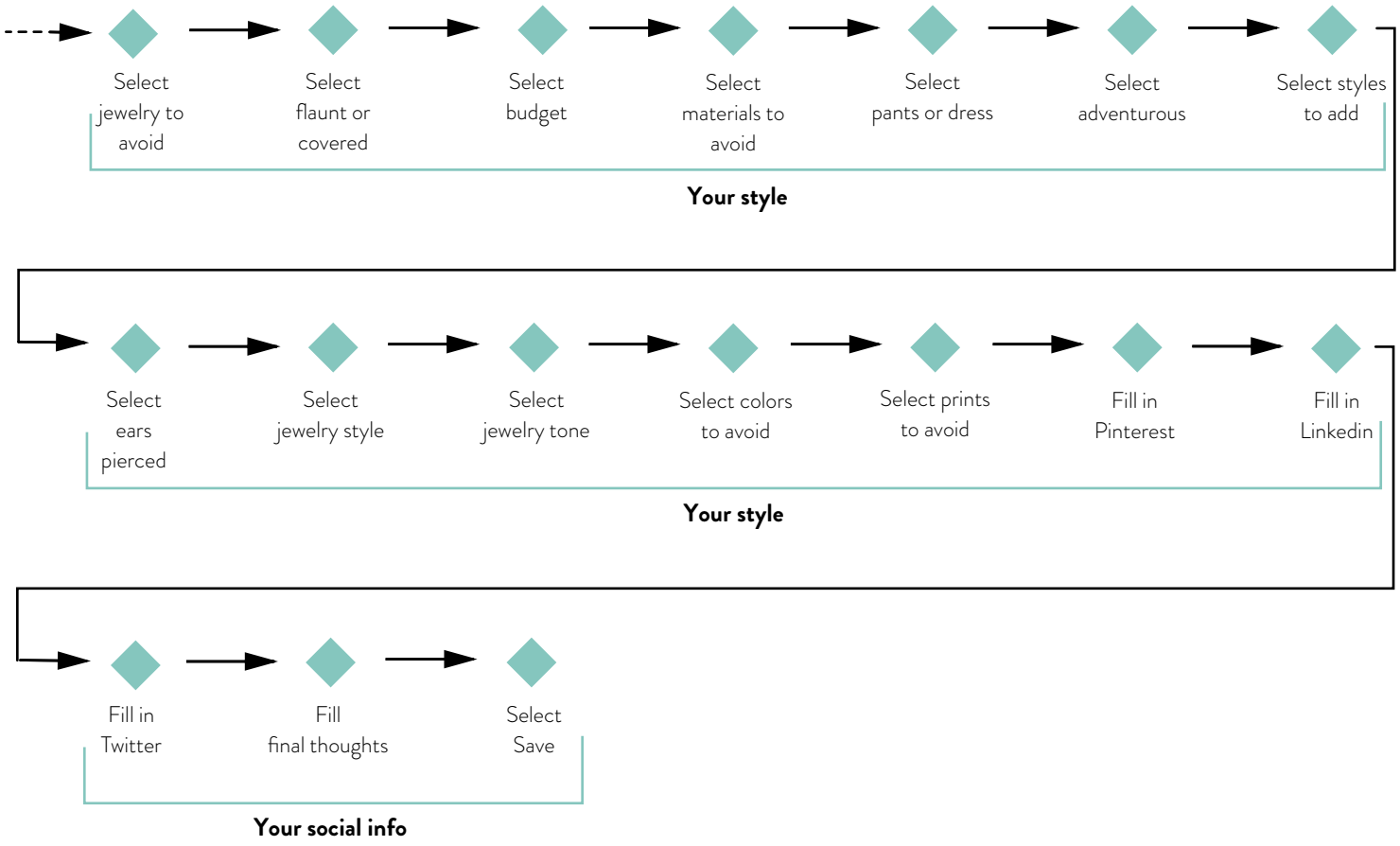


TRUNK CLUB
User Flow



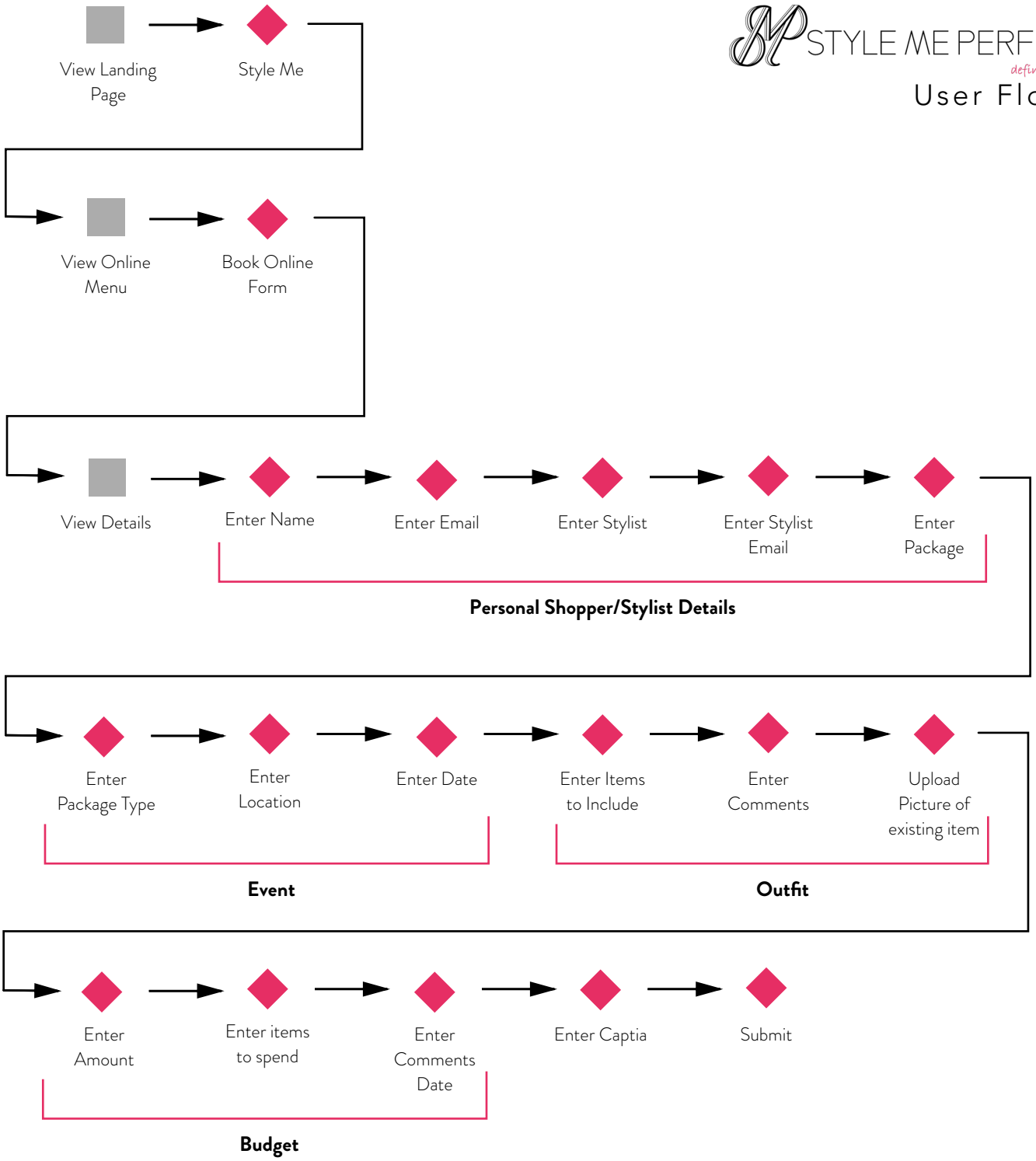
STITCH FIX

User Flow


Select jewelry to avoid
Select flaunt or covered
Select budget
Select materials to avoid
Select pants or dress
Select adventurous
Select styles to add
Your style
Select ears pierced
Select jewelry style
Select jewelry tone
Select colors to avoid
Select prints to avoid
Fill in Pinterest
Fill in Linkedin
Your style
Fill in Twitter
Fill final thoughts
Select Save
Your social info

STYLE ME PERFECT
define your own perfect

User Flow



BOMBFELL User Flow

View Landing Page → Get Started

About You

View About You → Select Height → Select Weight → Select Body Shape → Select Skin Tone → Next Step

Your Size

View Your Size → Select Shirt Size → Select Brands → Select Pant Size → Select Brands → Next Step

Your Style

View Your Style → Select Your Style → Select Never Wear → Select Fit → Next Step

Your Pick

View Pick → Confirm / Review Budget → Select First Shipment Options → Next Step

Signup

View Signup → Type Name → Email → Password → Next Step

View Your Stylist → Confirm Stylist → View Shipping and Billing → Select Delivery Date → Enter Shipping → Enter Credit Card Info → Join

User Flow Overview

Below are the combined totals of the actions and pages for each service. The **average** between all of the competitors listed below is **34.75 steps**.

86

OKMYOUTFIT

54

STITCH FIX

29

TRUNK CLUB

21

STYLE ME PERFECT

define your own perfect

35

BOMBFELL

Competitor Analysis

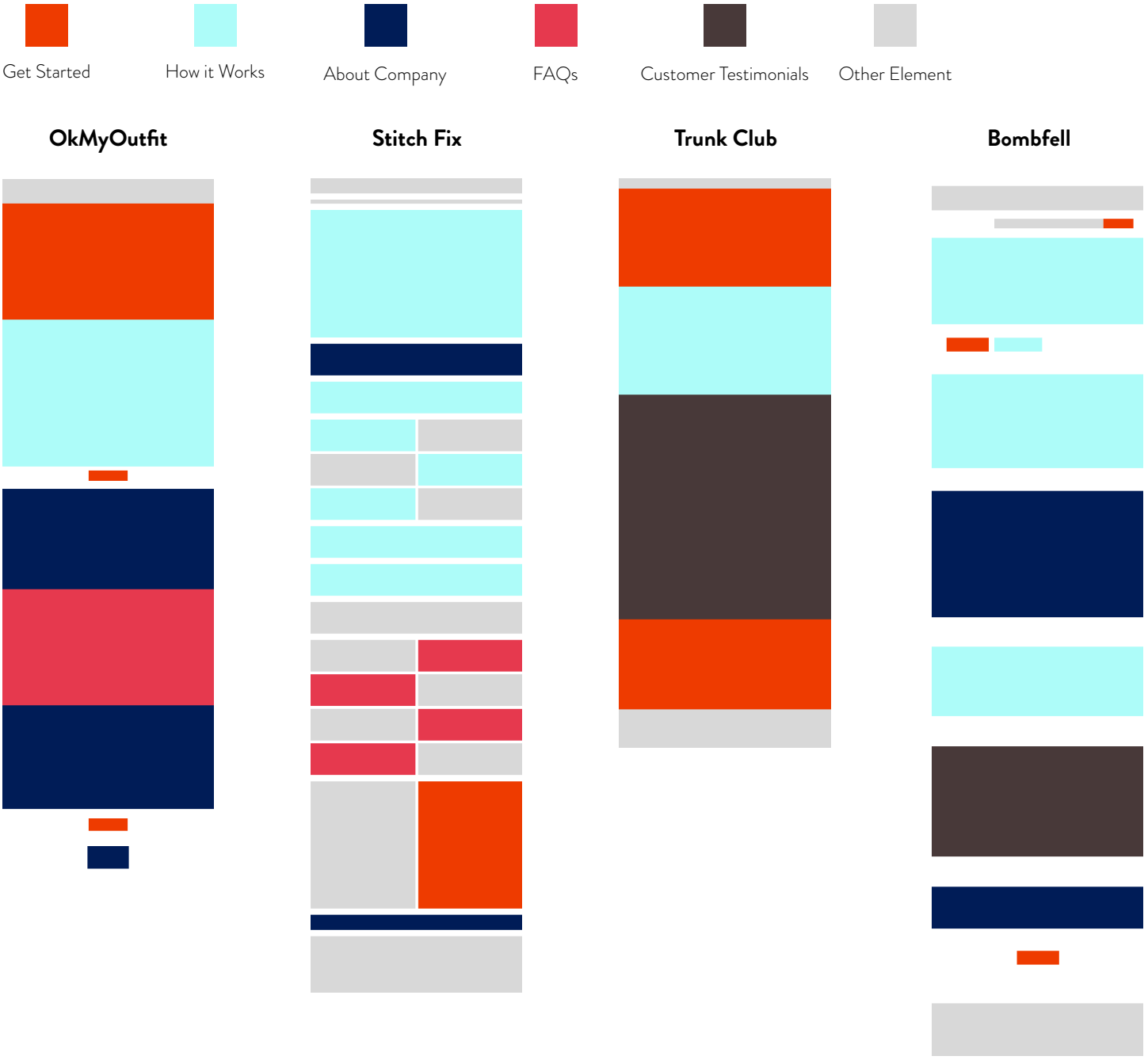
LAYOUT ANALYSIS

Layout Analysis - Home Page

We analyzed the home page of OkMyOutfit and the competition. Each page was broken up into various sections that involved communicating information about the company and buttons about getting started.

We looked at where other companies put the "Get Started" button on the page.

Legend



Layout Analysis - Style Profile

We analyzed the style profile forms of OkMyOutfit and the competition. We broke down the form into all of the individual elements. Questions or group of questions were grouped in one block.

Trunk Club and Bombfell both have a progress bar above the questions to let the user know where they are in the form.

Legend

OkMyOutfit

Stitch Fix

Trunk Club

Bombfell

COMPARATIVE ANALYSIS

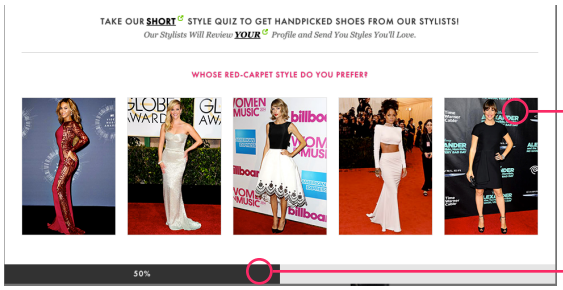
Comparative Analysis

JUSTFAB™

JustFab uses 11 forms from beginning to the end of the signup process. A progress bar is located in the bottom of the form and gives a percentage of where the user is in the process. The language throughout the form is straight to the point but gives you the sense that they know shoes. The form is laid out with one question per page except for the last page which contains all questions pertaining to measurements and sizes.

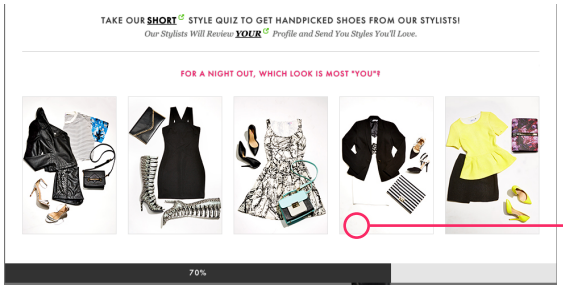
Pleasure points are that you can see where you are in the process. The visuals really help keep things interesting.

Some pain points throughout the process are a lack of choices when picking your shoe style.

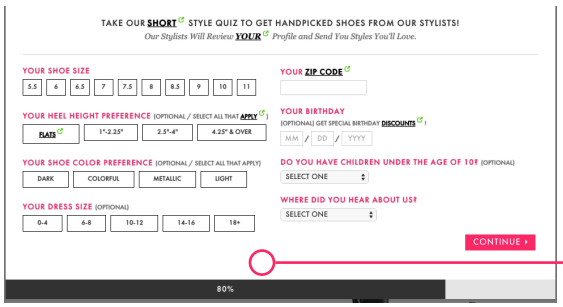


Pictures of celebrities

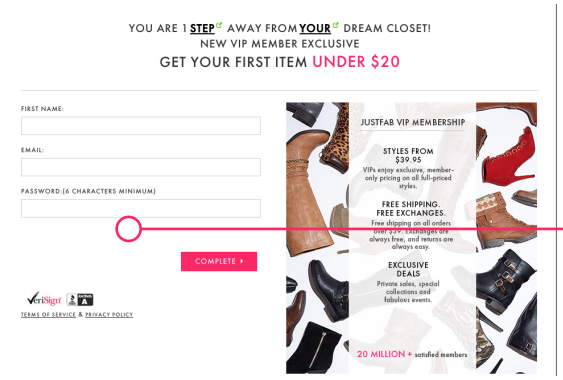
Status of form is indicated through a percentage bar



Examples of clothing collections



Form asking for details contains everything on one page



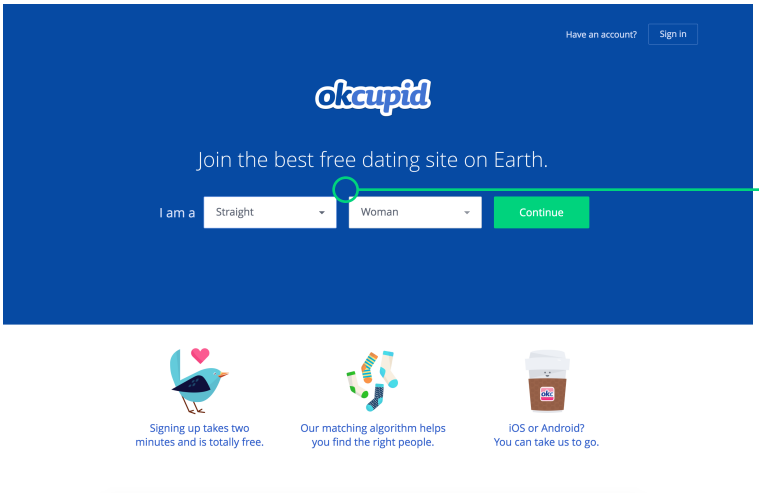
Last form asks for email

Comparative Analysis

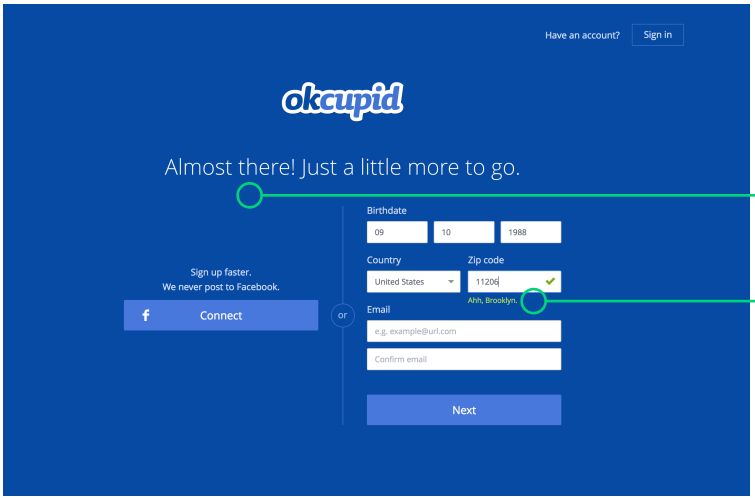
OkCupid has 18 steps from beginning to the end of the signup process. You can see where you are in the process but once you validated step 1 you can't go back unless you use the browser "back" button. You can also skip the less important questions in the process at any point. The language throughout the forms is inviting and comforting. The form is laid out with one question per page.

Pleasure points are the communication of the forms and the way they talk throughout the process. It's fun and easy to fill in. The questions are relevant to find the best match for the user. The process is simple and colorful.

Some pain points are that you cannot go back in the process once you start. Clicking the back button takes you to the previous step.

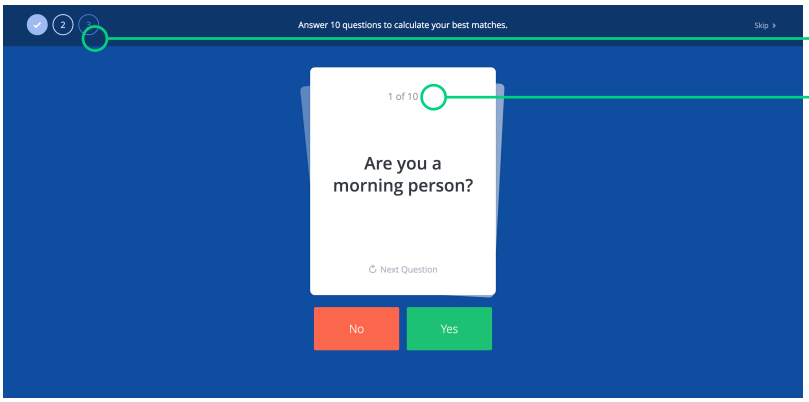


Signup process begins right away

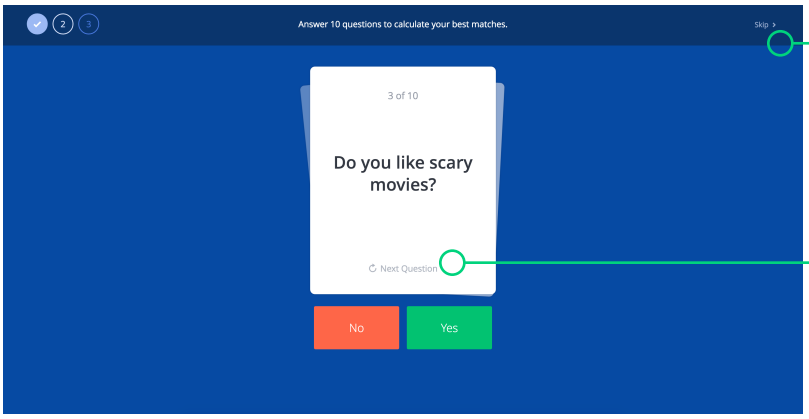


The language is encouraging and relatable

Comparative Analysis



You are aware of where you are in the process



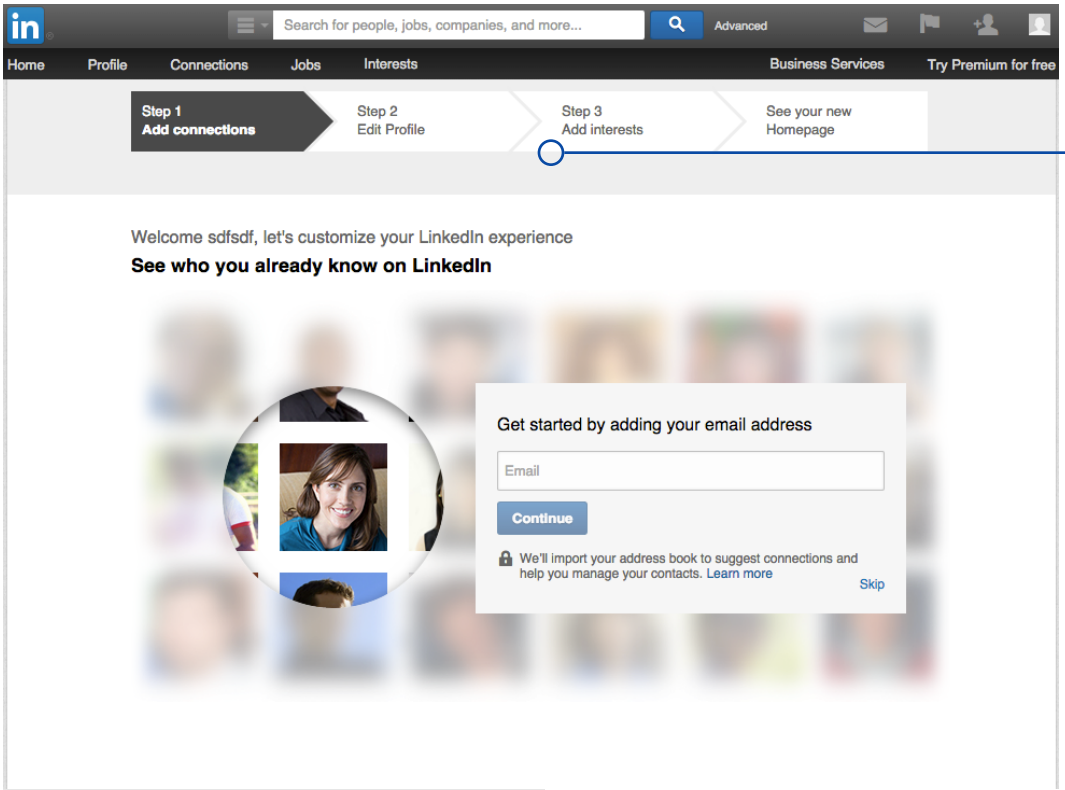
You can skip steps from multiple areas on the page

Comparative Analysis

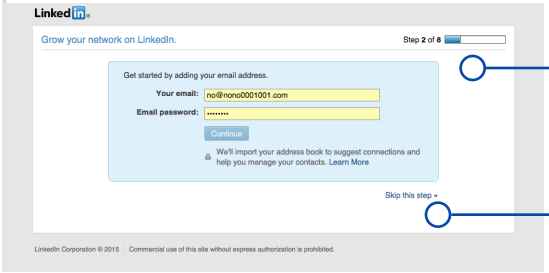
LinkedIn has 8 steps in its signup process. Signing up and completing only the first step allows you to access LinkedIn.

Signing up is a very easy straight foward process.

A pain point of the signup process is that LinkedIn requires email confirmation in order to continue the process.



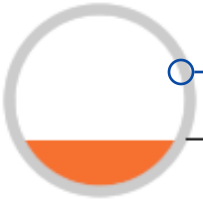
You know where you are in the process and how many steps you have



The total number of steps are shown

User can skip a step

Profile Strength



Progress indicated in a visual way

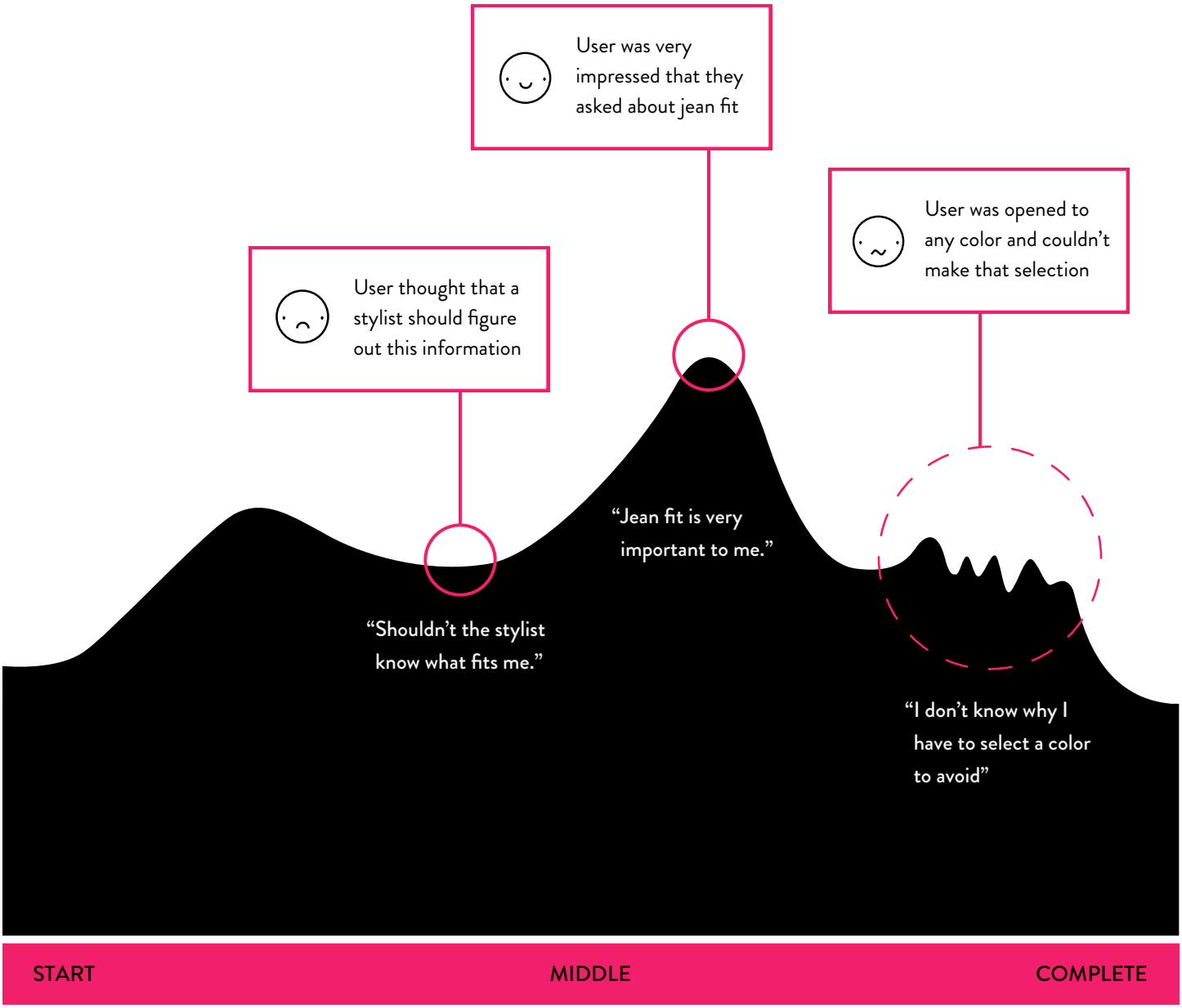
Beginner

USER JOURNEY

We tested the original Style Profile form and Scheduling an Appointment form. As users went through the forms we documented how they felt thoughout the process. The user journeys are a synthesis of how users felt during the Style Profile form.

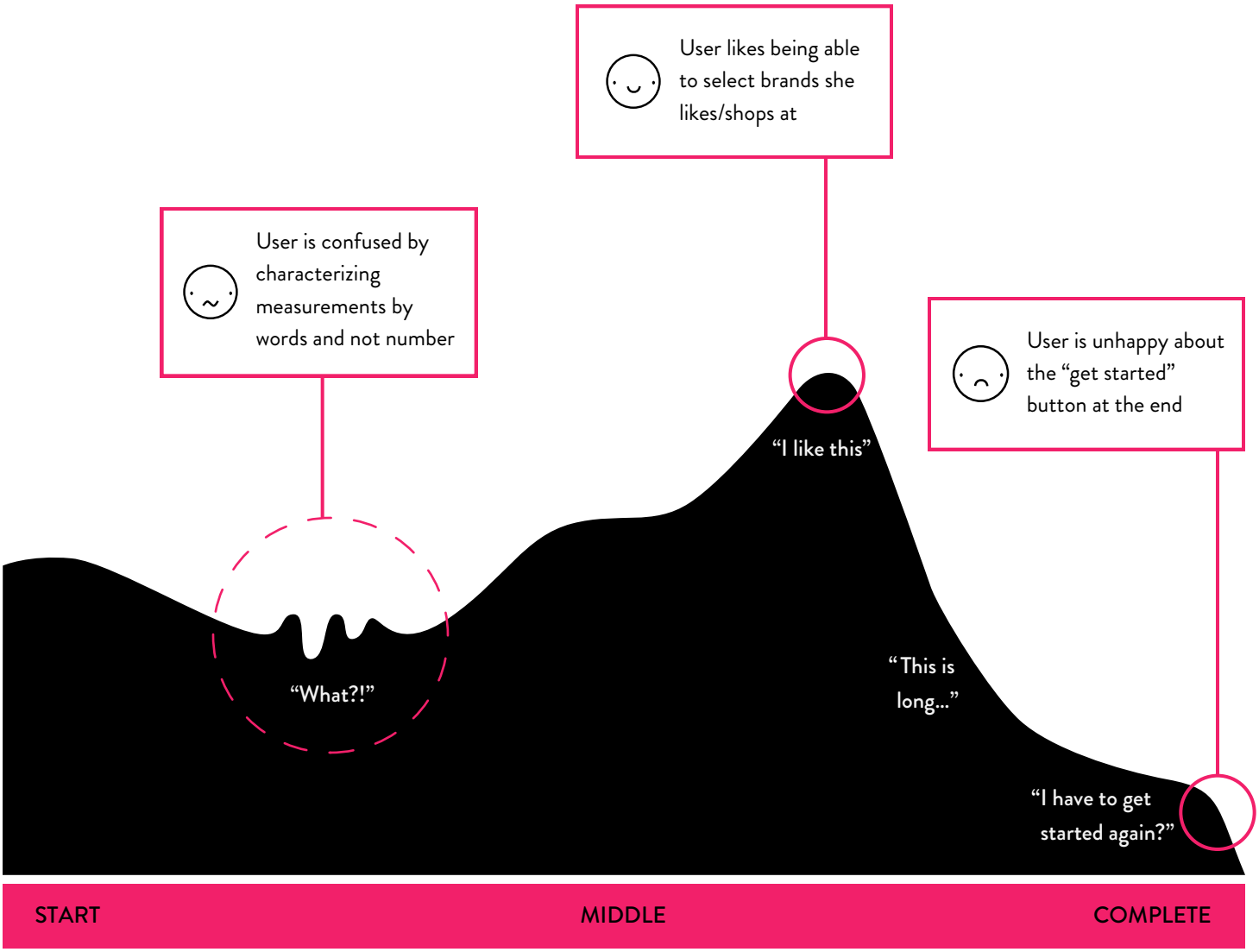
User Journey - Part 1

This user overall enjoyed the forms. Her general happiness with the forms improved as she went through the process. However their happiness level fell and they became confused around the "colors to avoid" question because the user was not sure why they had to select one color to avoid. They wanted to leave this up to the stylist.



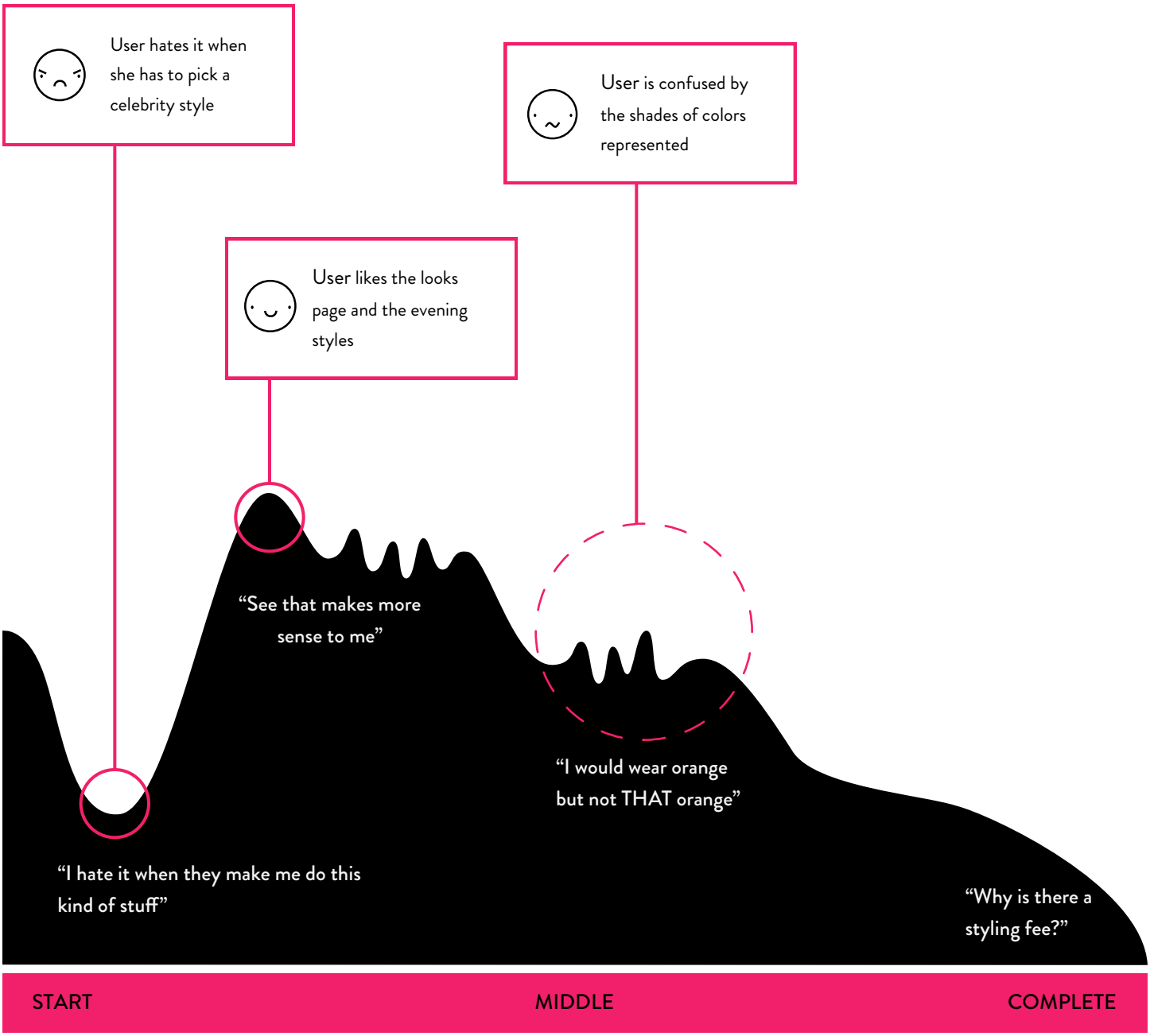
User Journey - Part 2

The user started out a bit confused about how to characterize her measurements. She was not into the style pictures because she could only relate the style to what the women in the pictures are wearing. She thought that the brands section was fun and also important. Around the jeans question the user was getting frustrated at how long the form was taking and quickly lost interest with the forms.



User Journey - Part 3

This user overall did not enjoy the process. They started to like the parts that had images and didn't make them feel like they had to identify to anyone. They were confused with the choice of brands because some of them are department stores while others are label stores. They were also upset at the end when they had to fill the same information for scheduling an appointment.



Forms

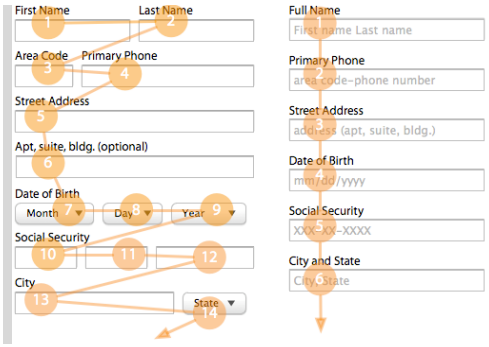
BEST PRACTICES

Form Fields

Best pratices for form fields

› Unified form fields allow for easier readibility

› Placing labels above input fields works best in most cases, so that users aren't forced to look at the label and input field seperately

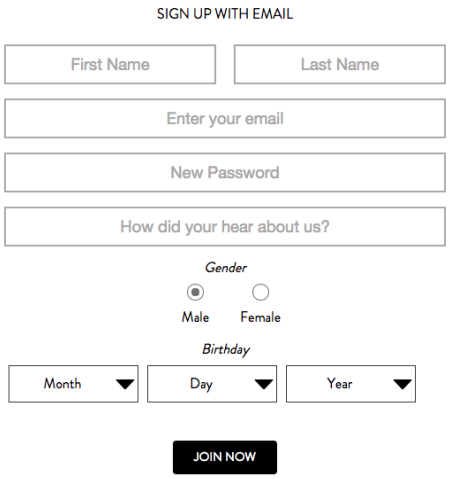


http://uxmovement.com/forms/why-users-fill-out-forms-faster-with-unified-text-fields/

Reasons not to place labels inside of Form Fields

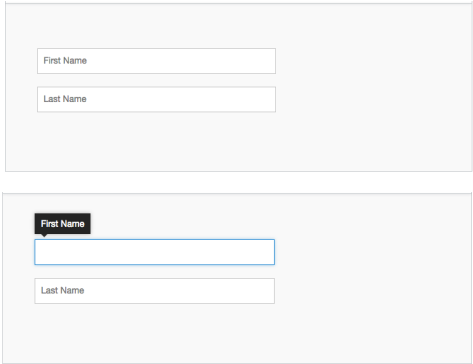
› Suprisingly, many users won't enter text into a field, if they see text already inside of it

› Users have to think more, relying on their short term memory, when labels disappear



Possible Solution to place labels inside of Form Fields

› Labels move so they can still be seen when user starts typing in fields



http://viget.com/inspire/making-infield-form-labels-suck-less-2

Drop-downs

Best Practices for Drop-downs

› Need to be used with care because they are so eye catching

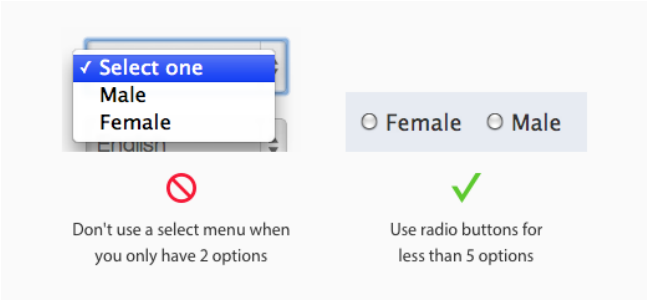
› Use them for important data or below all other fields so they are out of the way

› Clearly label the menu on the outside and inside ("select one" is too vague)

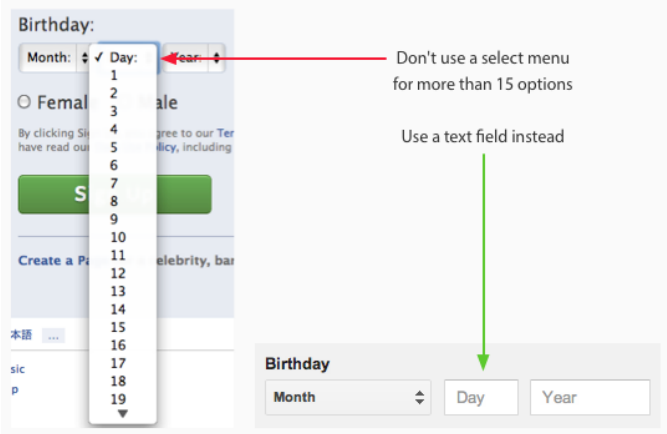
When to use Drop-downs

› Drop down menus should be used when there are 5 - 15 options

› Less than 5 options, use radio buttons



› More than 15 options, use text fields (w/ autofill)



http://uxmovement.com/forms/stop-misusing-select-menus/

INTERVIEWS TAKEAWAYS

User Interviews Takeaways

We interviewed potential clients for the business and existing clients. We asked them about their shopping habits and what they pain points and pleasure points were when shopping in stores and online. Once we defined their behaviors we asked them what information they would want to give a stylist that would find clothes for them. Here are the main points we pulled from our interviews.

Existing Client

› Didn't like all the scheduling and the back and forth with OkMyOutfit appointments
› Didn't spend a lot of time filling in the Style Profile
› Overall found the style profile questions useful
› Form is too long

Potential Client 1

› Would give stylist the occasion she is shopping for and expects them to guess her size by looking at her
› Gets advice from her mom while shopping in stores

Potential Client 2

› Likes to shop for special occasions
› Would give stylist tastes, comfort zone, fit
› Believes results would be better with meeting in-person
› Likes when online services are catered to her tastes

Potential Client 3

› Likes high-quality images online
› Sometimes sends photo to a friend to get feedback
› Stylist asked for her lifestyle and professional background
› Would like stylist to understand her personality

Potential Client 4

› Believes the most important factors when shopping are style, comfort and size
› Wants her husband's opinion
› Would give stylist images of outfits she likes, price range and occasion

Stylists Interviews Takeaways

We interviewed stylists over the phone and in-person in stores. We asked them what information they needed the most when styling someone and what extra information would be helpful if they were not able to see the person. We also interviewed stylists from OkMyOutfit and asked them the same questions as well as their input on the existing form that customers have to fill in. Here are our takeaways from those interviews.

General Stylist 1

› Needs measurements, what they think their size is and has a phone interview
› Needs most up-to-date picture, front and back
› Needs what they currently wear and what they want to look like

General Stylist 2

› Starts with positive questions (favorite color, favorite item) to determine overall style and comfort zone
› General measurements
› If not present: height, weight, general measurements, occasion

OkMyOutfit Stylist 1

› Needs a full body image
› Would like a link to client's Facebook or Instagram to get a better idea of their style
› Needs to know their shopping habits
› Believes weight is not as important as measurements in the Style Profile

OkMyOutfit Stylist 2

› Wants to know lifestyle (weekend life/work) and body type
› Wants to know how the clients wants to present themselves
› Thinks the body type question is important even though people don't fill it correctly because it lets you know what the client think of their body
› Thinks the proportions question in the style profile is unclear (i.e. "average")

PERSONAS

Personas are generated after interviewing clients and potential clients for OkMyOutfit. We synthesize the notes from the interviews and pull out pain points, wants, behaviors, and needs.

Sarah

Independent Buyer

"When I'm shopping alone, I'm on a mission"

Age: 26 | Occupation: Marketing

Shopping Behaviors

› Mainly shops and enjoys shopping in store
› Satisfaction in getting purchases right away
› Important to feel the material
› Prefers to shop alone
› Finding items that fit well are important

Pain Points

› In store stylists that are salesy, fake, hover and pushy
› Stores can be very hot, crowded, bad organization, and claustrophobic

Needs from Stylist

› Avoids Beige colors
› Stylist should be able to figure out my size from looking at me
› Quality / Price are important factors
› Needs stylists to understand her lifestyle, occupation and some background info

Features Needed

› Skip Style Profile / Questions
› Have option to first meet / talk to stylist
› Let stylists know her maximum budget

Lori Parker

Social Buyer

"I like to send pictures of my outfits to my friends for advice"

Age: 31 | Occupation: Advertising

Shopping Behaviors

› Sends pictures to friends for advice / ask if it's apporpriate for specific occasion
› Shops at stores that carry several brands
› For a specific occasion, looks online first
› Likes to find exactly what she needs online
› Shops together with friends for fun / not looking for something specific

Pain Points

› Online pictures look different from actual
› Clothing from online orders don't fit
› Stores being cluttered
› Long lines in stores
› Boutique shops have limited sizes and variety

Needs from Stylist

› Getting advice on color since color is very important to me
› Know what is a good fit for my body
› If I ask for "casual top", I want to be brought several options
› Stylist needs to be knowledgeable in industry

Features Needed

› Quickly fill out style profile
› Know what part of the process she is in / how many questions are left
› Show stylist her photo so she gets a better styling
› Needs variety of options based on specific occasion or clothing