

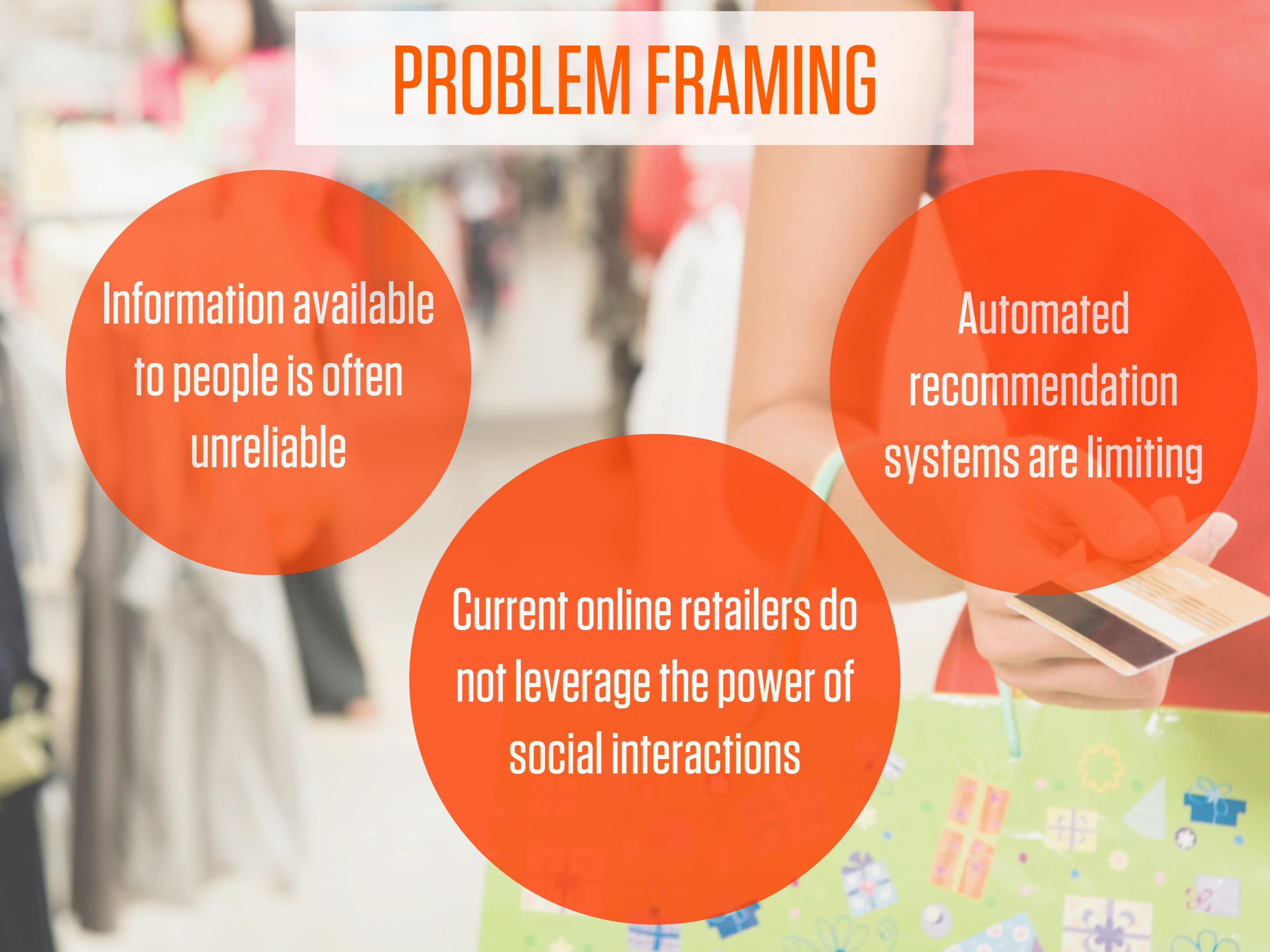
Project 3, Phase 3



SHELF

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PROBLEM FRAMING

A blurred background image of a person's legs and feet wearing dark trousers and light-colored sneakers. They are standing on a surface decorated with colorful gift boxes and bows.

Information available
to people is often
unreliable

Automated
recommendation
systems are limiting

Current online retailers do
not leverage the power of
social interactions

OPPORTUNITY

A photograph of a person's hand wearing a tan protective glove, interacting with a machine in a factory setting. The background is blurred, showing industrial equipment and yellow safety railings.

INFORMATION

RECOMMENDATIONS



SOCIAL INTERACTIONS

WHY PRODUCTS?

- Act as catalysts for conversation
- Indicate aspects of users personality and interests without revealing too much
- Reveal users' histories as well as their aspirations
- Incite reflections, nostalgia

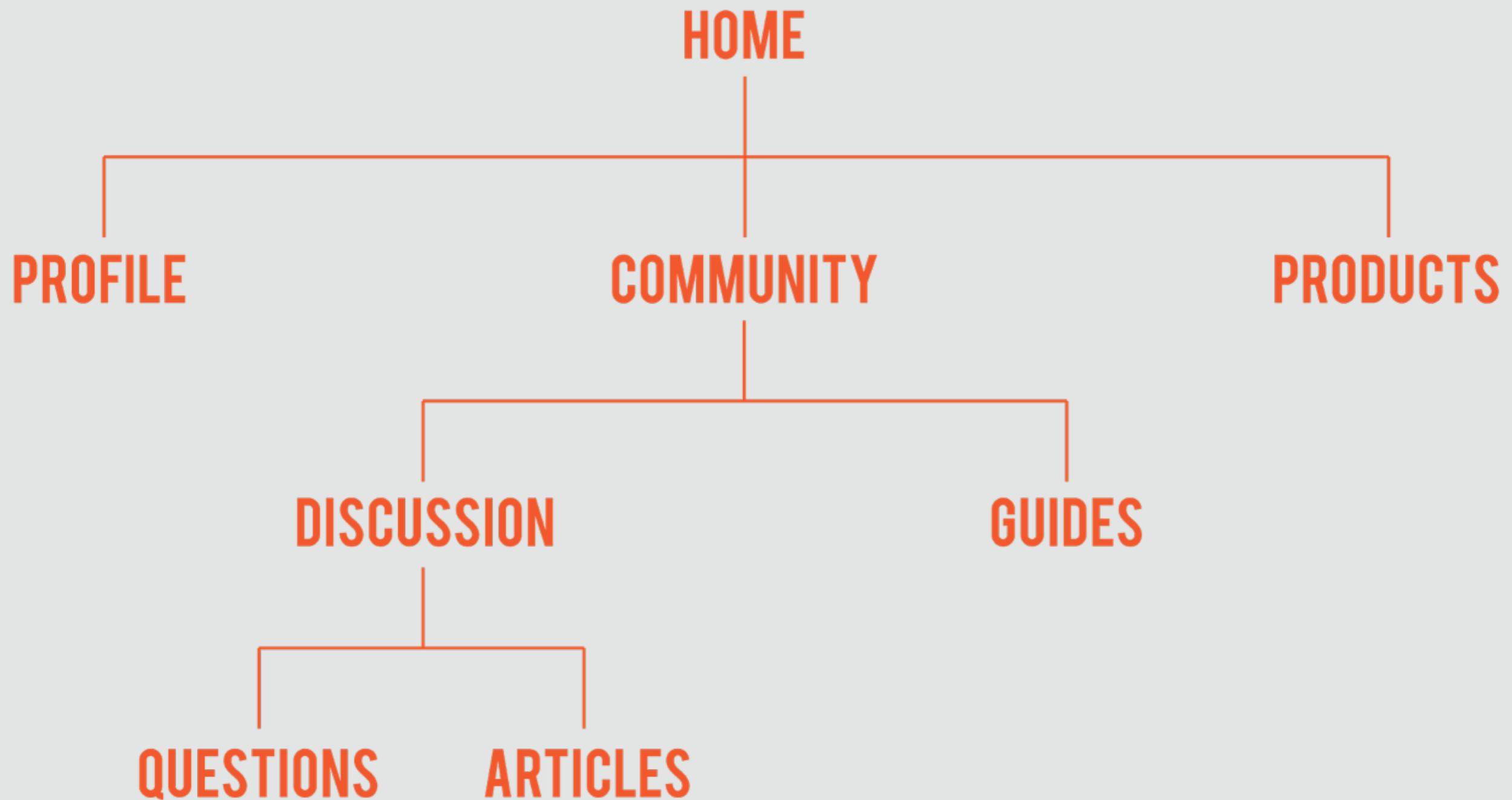
GOALS OF SHELF

- 1 Build communities based on product interests
- 2 Supply relevant information about products that extend beyond technical specifications
- 3 Keep track and showcase product progression

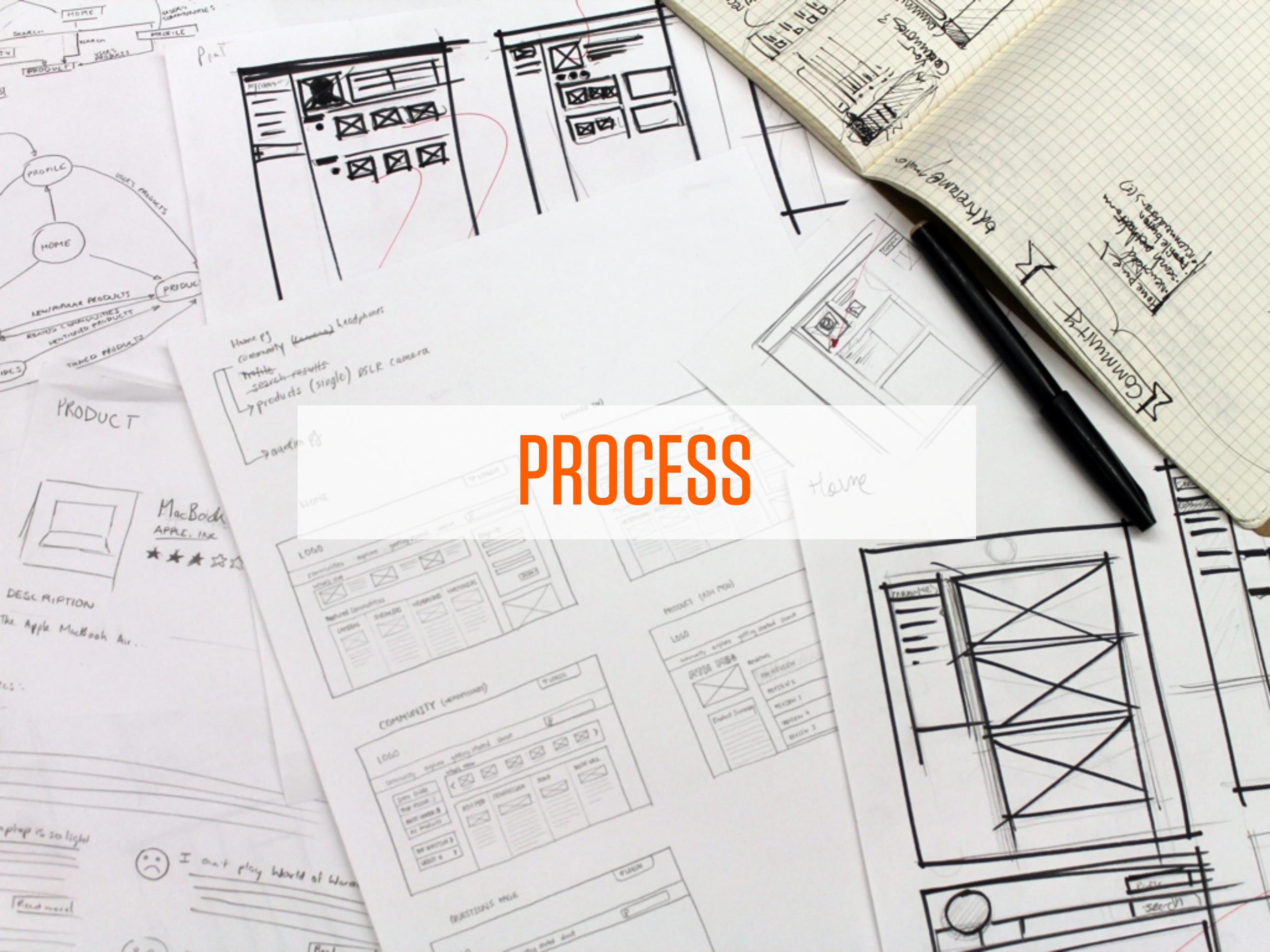
AUDIENCE

- **Enthusiasts:** Product lovers wanting to discuss how they use their products and new releases
- **Smart shoppers:** People seeking information about unfamiliar products and possible purchases

NAVIGATION FLOW



PROCESS

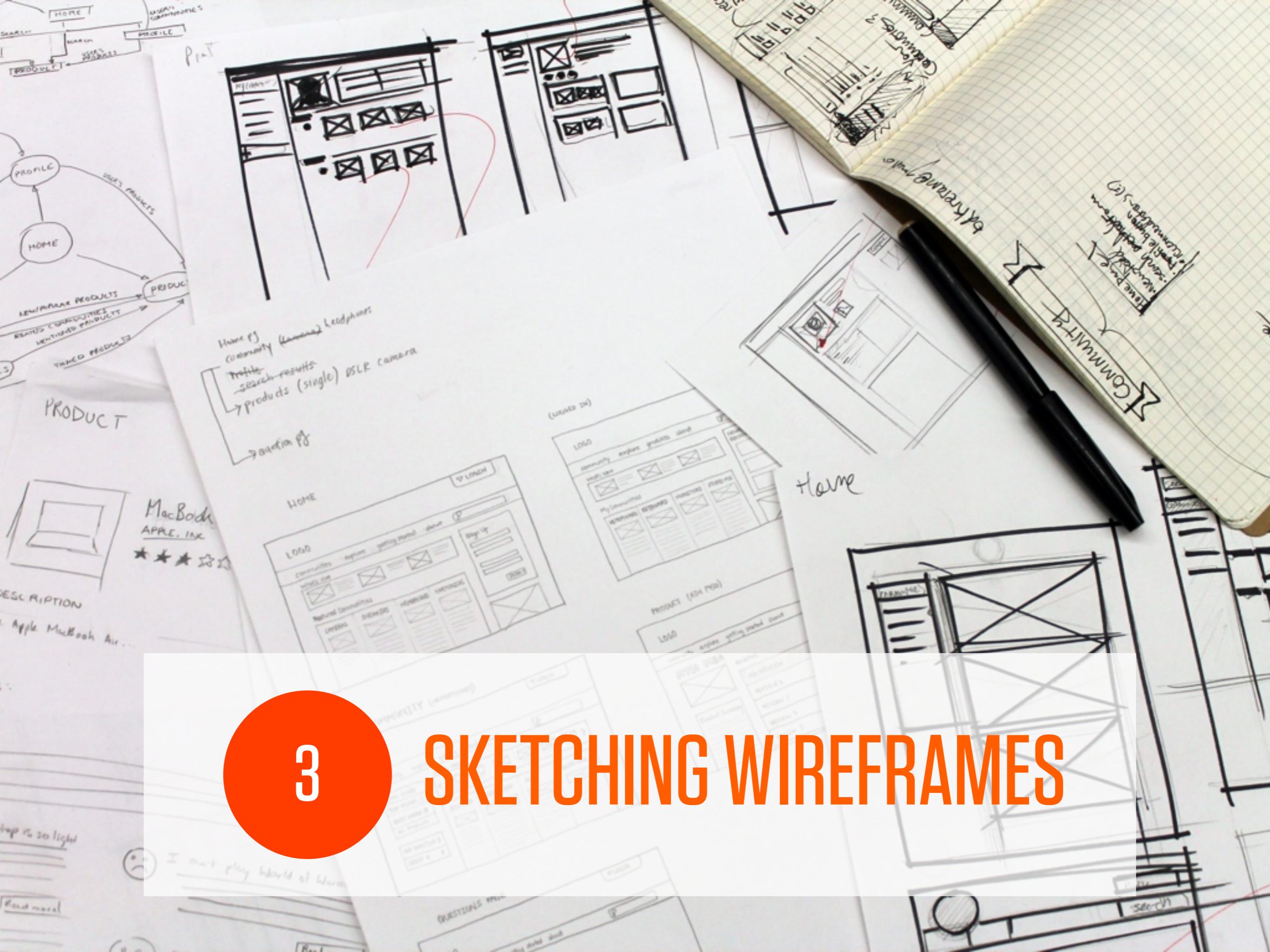






2

USER INTERVIEWS AND AFFINITY DIAGRAMMING

A collage of wireframe sketches and user flow diagrams on a desk with a pen. The sketches include a navigation bar with 'HOME', 'SEARCH', 'SEARCH RESULTS', 'PROFILE', and 'PRODUCT'. A profile diagram shows 'PROFILE' leading to 'HOME' with 'USER PRODUCTS'. A product diagram shows 'PRODUCT' leading to 'HOME' with 'NEW/POPULAR PRODUCTS', 'RELATED COMMUNITIES', 'MENTIONED PRODUCTS', and 'TAGGED PRODUCTS'. A search results sketch shows 'Home (1)', 'community (1)', 'Headphones', 'search results', and 'products (single) DSLR camera'. A auction sketch shows 'auction (1)'. A detailed wireframe for a 'HOME' page includes sections for 'LOGO', 'Community', 'Explore products', 'Search', 'Sign Up', 'Logout', 'My Community', 'INTERVIEW', 'ESSAYS', 'MENTIONS', 'TAGS', and 'RECENT'. Another wireframe for 'PRODUCT (ATH PRO)' shows 'LOGO', 'Community', 'Explore products', 'Search', 'Sign Up', 'Logout', 'My Community', 'INTERVIEW', 'ESSAYS', 'MENTIONS', 'TAGS', and 'RECENT'. A separate sketch shows a 'COMMUNITY' section with 'INTERVIEW', 'ESSAYS', 'MENTIONS', 'TAGS', and 'RECENT'. A wireframe for 'QUESTIONS (1)' shows 'LOGO', 'Community', 'Explore products', 'Search', 'Sign Up', 'Logout', 'My Community', 'INTERVIEW', 'ESSAYS', 'MENTIONS', 'TAGS', and 'RECENT'. A wireframe for 'ANSWER (1)' shows 'LOGO', 'Community', 'Explore products', 'Search', 'Sign Up', 'Logout', 'My Community', 'INTERVIEW', 'ESSAYS', 'MENTIONS', 'TAGS', and 'RECENT'. A wireframe for 'SEARCH (1)' shows 'LOGO', 'Community', 'Explore products', 'Search', 'Sign Up', 'Logout', 'My Community', 'INTERVIEW', 'ESSAYS', 'MENTIONS', 'TAGS', and 'RECENT'. A wireframe for 'PROFILE' shows 'LOGO', 'Community', 'Explore products', 'Search', 'Sign Up', 'Logout', 'My Community', 'INTERVIEW', 'ESSAYS', 'MENTIONS', 'TAGS', and 'RECENT'. A wireframe for 'PRODUCT' shows 'LOGO', 'Community', 'Explore products', 'Search', 'Sign Up', 'Logout', 'My Community', 'INTERVIEW', 'ESSAYS', 'MENTIONS', 'TAGS', and 'RECENT'. A wireframe for 'HOME' shows 'LOGO', 'Community', 'Explore products', 'Search', 'Sign Up', 'Logout', 'My Community', 'INTERVIEW', 'ESSAYS', 'MENTIONS', 'TAGS', and 'RECENT'.

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SKETCHING WIREFRAMES

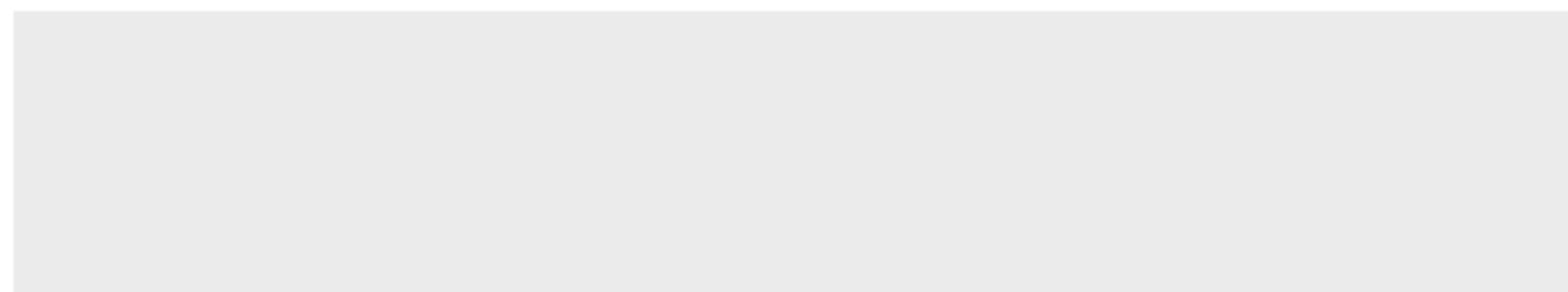
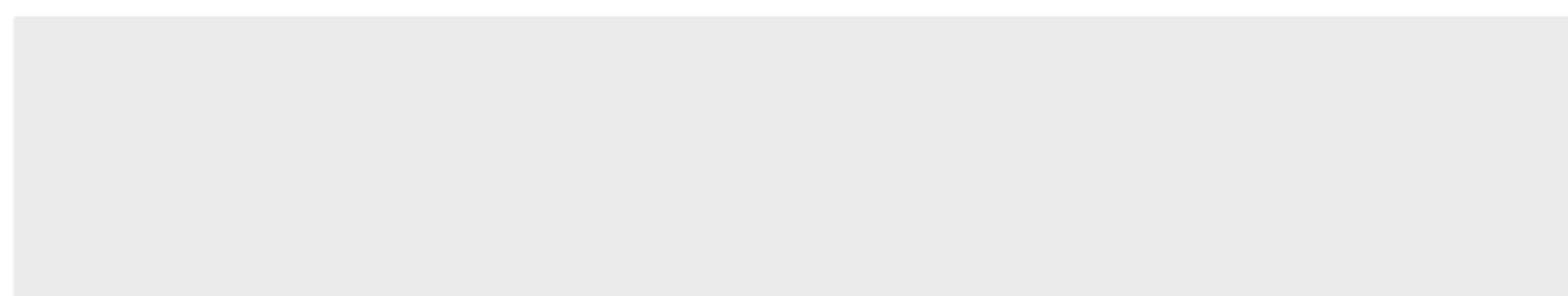


search...

Communities

My Profile

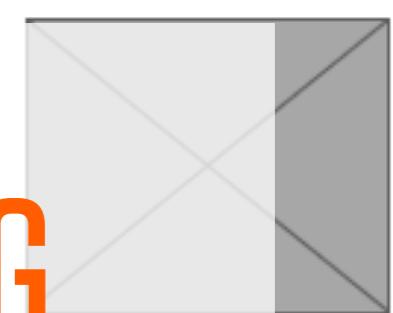
Newsfeed



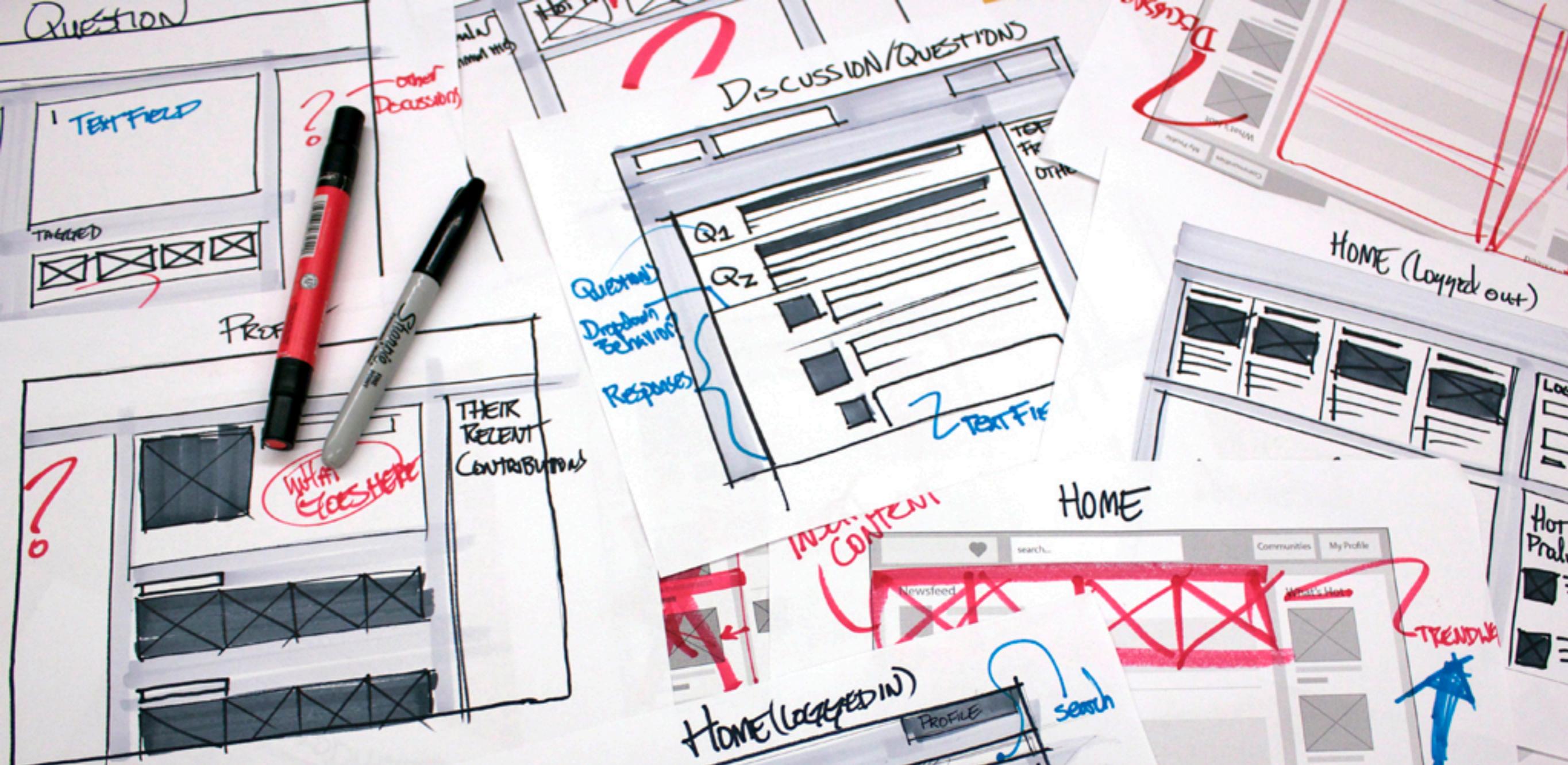
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DIGITAL WIREFRAMING

What's Hot



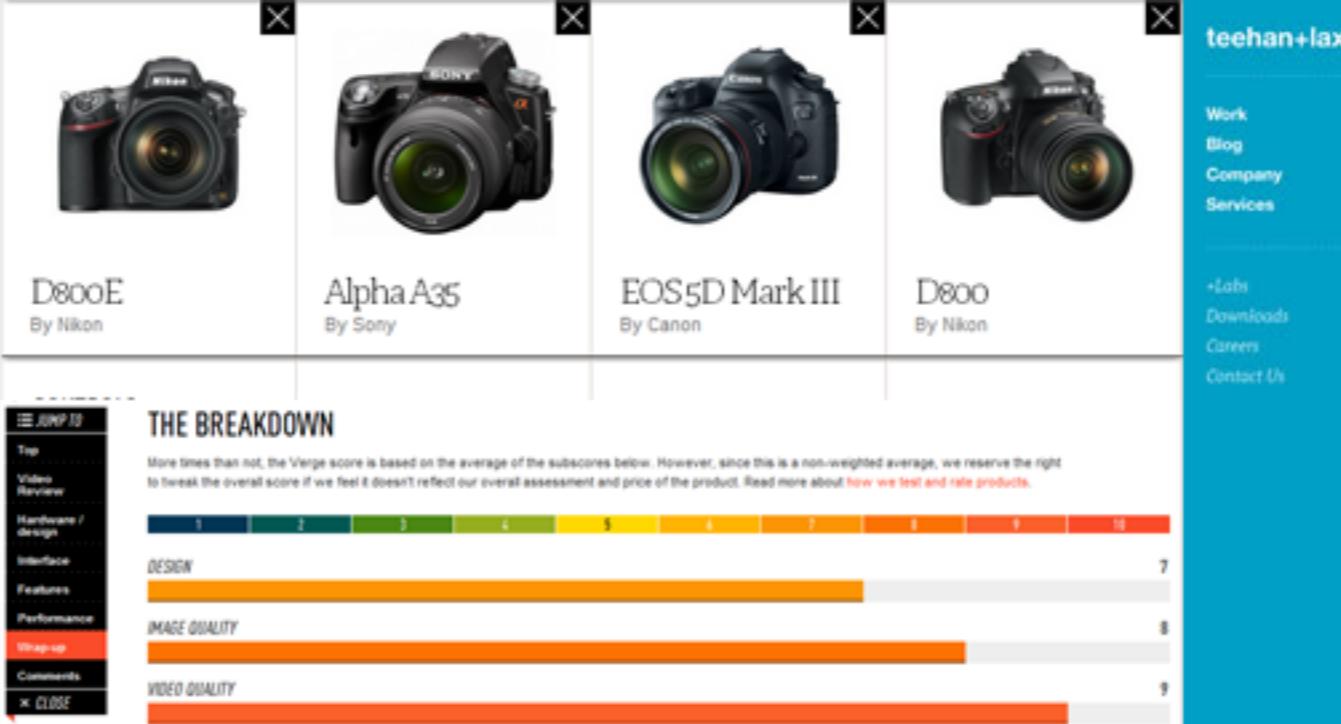
Question



4

ITERATING ON FEEDBACK

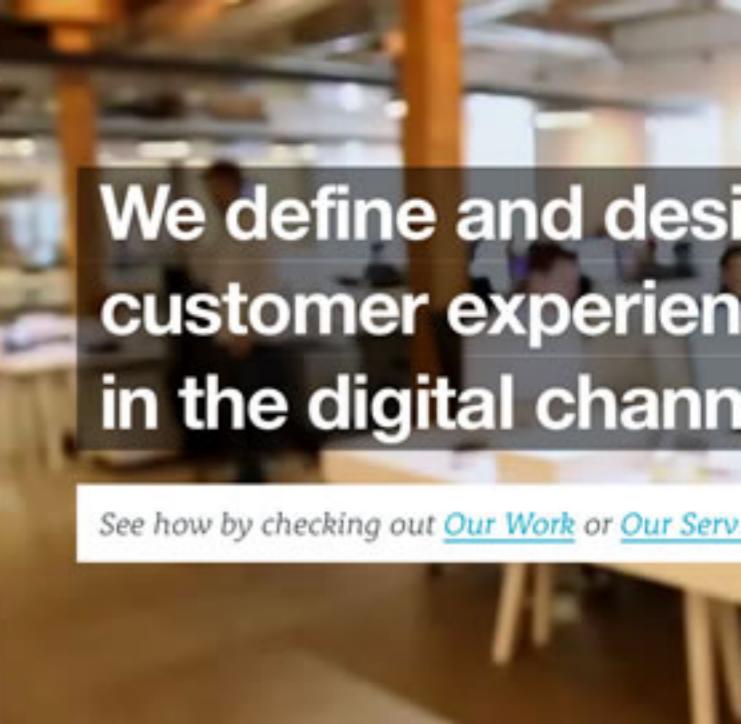
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The screenshot shows a product page for the KÜHL SKUHL jacket. At the top, there's a navigation bar with links for HOME, WOMEN, ABOUT, FIND A DEALER, BLOG, CONTACT, RESEARCH, and a user account section. Below the navigation is a horizontal row of ten different KÜHL apparel items, each with a small image and a 'VIEW' link. The main product image is a bright yellow hooded jacket with black accents. To the left of the main image is a grid of five smaller images showing different views of the jacket. Below the main image is a 'PLAY VIDEO' button. To the right of the main image, the product name 'SKUHL' is displayed in large letters, followed by a price of '\$48' and a 5-star rating with 11 reviews. A descriptive text block highlights the 'Exclusive Alphacool® Reseo Infiniti with multi-layered panels providing a richness and depth not seen in other fabrics.' Below this is a 'READ MORE' link. Further down the page, there are sections for 'DETAILS', 'REVIEWS (0)', 'SIZE CHART', and 'TECHNOLOGY'. A 'Lastest Review' box contains a single review from 'Absolutely love this jacket!' dated January 12th, 2011. At the bottom, there's a 'You might also like' section with three recommended products.

The image shows three black smartphones side-by-side, each displaying a digital boarding pass interface. The phones are identical in design, featuring a black bezel, a home button at the bottom center, and a speaker grille at the top. Each screen has a white background with black text and graphics.

- Left Phone:** The screen shows a "BOARDING PASS" card for a "SCHEDULED" flight. The departure city is LAS and the arrival city is LAX. Below the cities, the flight information is listed as "FLIGHT #: AA2246", "TERMINAL: T1", and "GATE: D37". At the bottom, there is a digital clock showing "04:25" and a small camera icon.
- Middle Phone:** The screen shows a "BOARDING PASS" card for an "EN ROUTE" flight. The departure city is JFK and the arrival city is SFO. Below the cities, the flight information is listed as "FLIGHT #: UA303", "TERMINAL: T7", and "GATE: C49". At the bottom, there is a digital clock showing "06:00" and a small camera icon.
- Right Phone:** The screen shows a "BOARDING PASS" card for a "DEPARTURE" flight. The departure city is DEN and the arrival city is ATL. Below the cities, the flight information is listed as "FLIGHT #: DL1716", "TERMINAL: T1", and "GATE: E36". At the bottom, there is a digital clock showing "01:50" and a small camera icon.

All Plans

- Technology
- Music
- Startups
- Sports
- Film
- Conferences
- Holidays
- Business
- Parties

— TOMORROW —

Agora Cyber Charter School Info
Panera Bread · Thursday, March 22, 2012, 5:30 PM

PGH365: AIGA Pittsburgh's Annual Exhibition
Guardian Storage Solutions · Thursday, March 22, 2012, 6:00 PM

— FRIDAY —

Pittsburgh StartUp Weekend
Carnegie Lecture Hall · March 23-25, 2012

— SATURDAY —

LOFT BASH III: Electro Dance F
Arsenal Bank | Lawrenceville · March 24-25, 2012



SCENARIO AND WALKTHROUGH

PERSONA

Bryan Gengall

- Interests: running, music, design
- 25 year old freelance designer
- Loves music
- Just bought a new set of headphones



ADDITIONAL OPPORTUNITIES

1

Polling integration with social media

2

Develop product network

3

Personalized recommendations