

NAME OF PROJECT:
Coach CREATE + PDP 6.0

PRESENTED BY:
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PDP PROJECT RETROSPECTIVE

Summer 2025



tapestry

Agenda

03	Internship Overview
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01 Responsibilities:

- Supported daily product team tasks
- Assisted with story writing, grooming, and UAT/testing.
- Shadowed UX design working sessions and research studies.
- Helped manage sprint communications and task tracking.

02 Key Projects:

- Contributed to PDP Mobile & Desktop Template Design
- Supported PDP 6.0 Template
- Participated in Phase 1 of Coach CREATE personalization initiative.
- Helped validate A/B testing for charm + bag purchases and FLOCK imagery.

03 Learning Opportunities:

- Practiced foundational PM skills: story writing, UAT, and prioritization
- Design strategy and data analysis
- Attended meet & greets with cross-functional teams

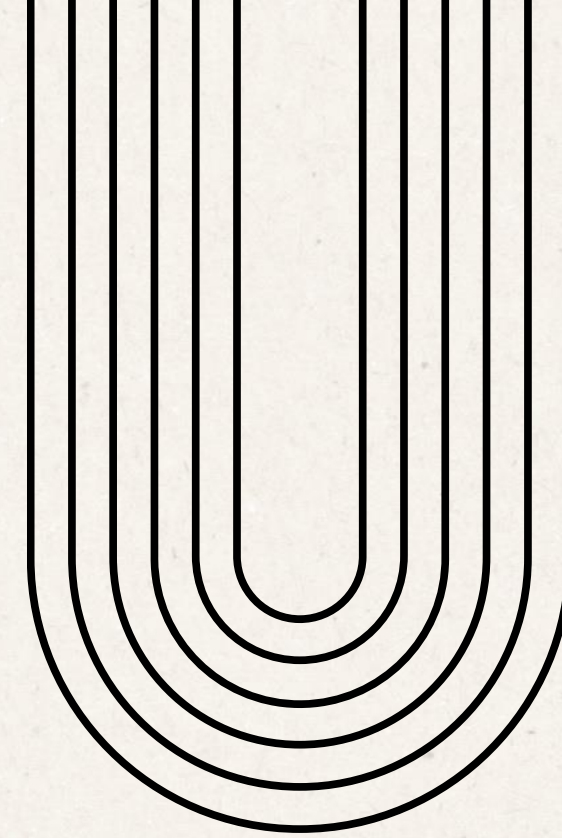


Internship Overview

During my 10-week internship, I was tasked with assisting my manager, **Solange Perez-Infante** with her daily PM tasks and collaborating on current PDP projects.

Objectives and Goals

I laid out my internal goals before joining the PDP team.



Explore Product

As a **computer science major**, I wanted to dive into product management and understand how it works at a large company like Tapestry.



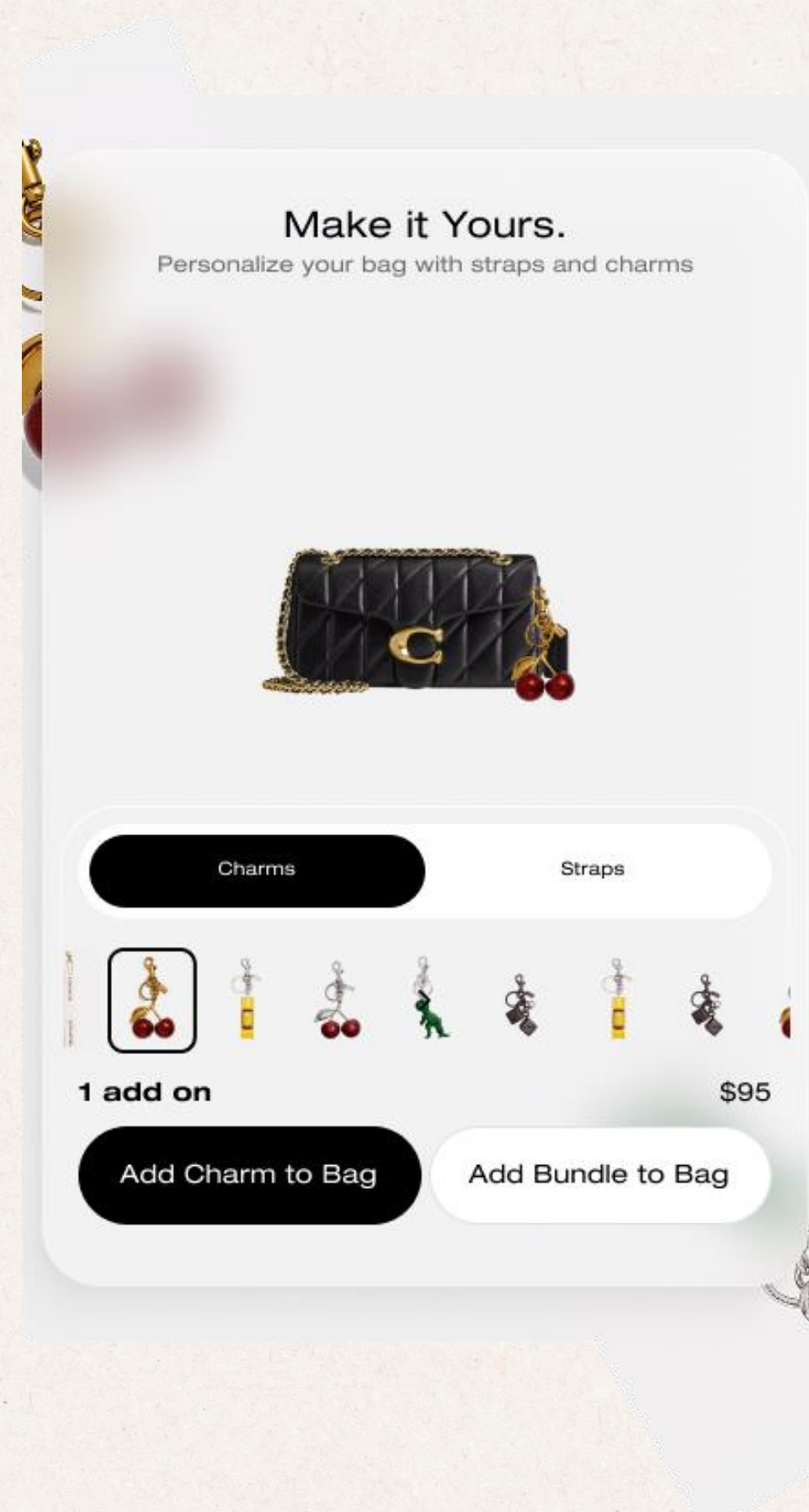
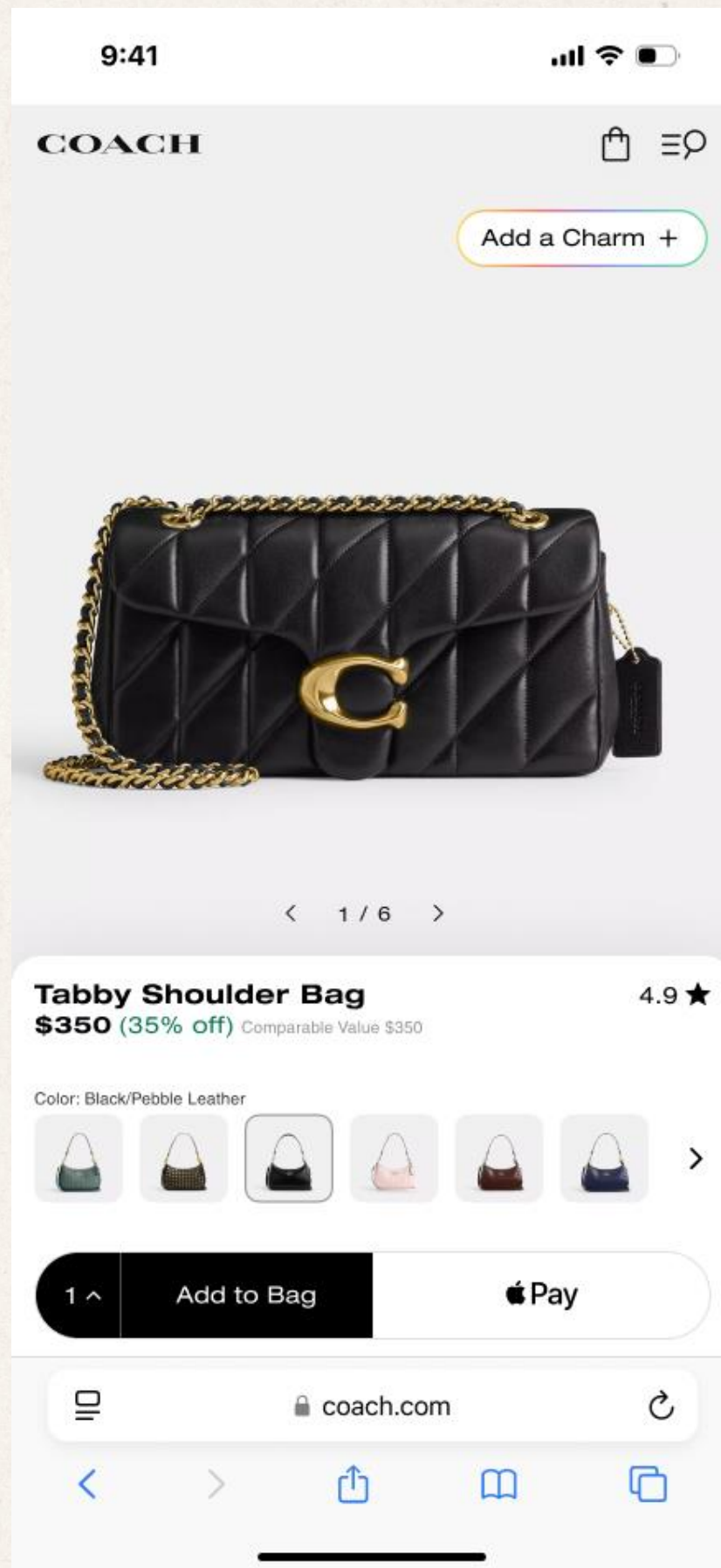
Understand Tapestry's Mission & Culture

I aimed to learn what drives the company forward and its goals, as well as how fashion operates in a corporate environment.



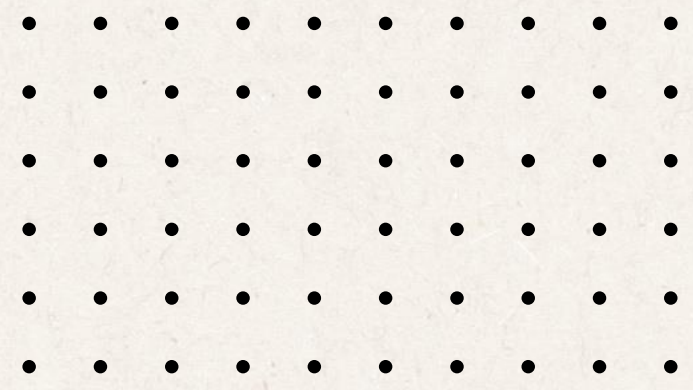
Build Connections

I wanted to meet people across teams, learn from their career journeys, and connect with my intern cohort.



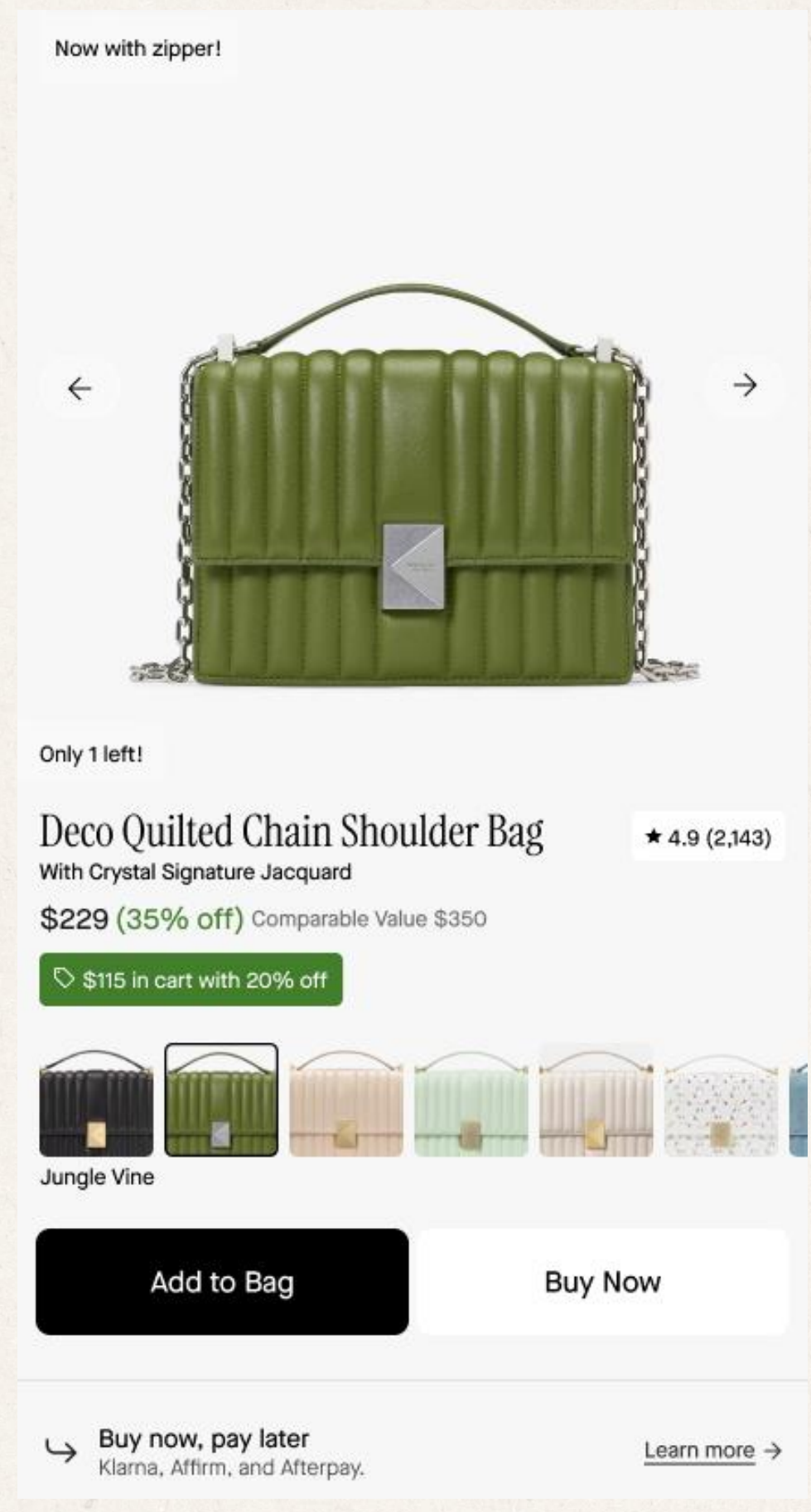
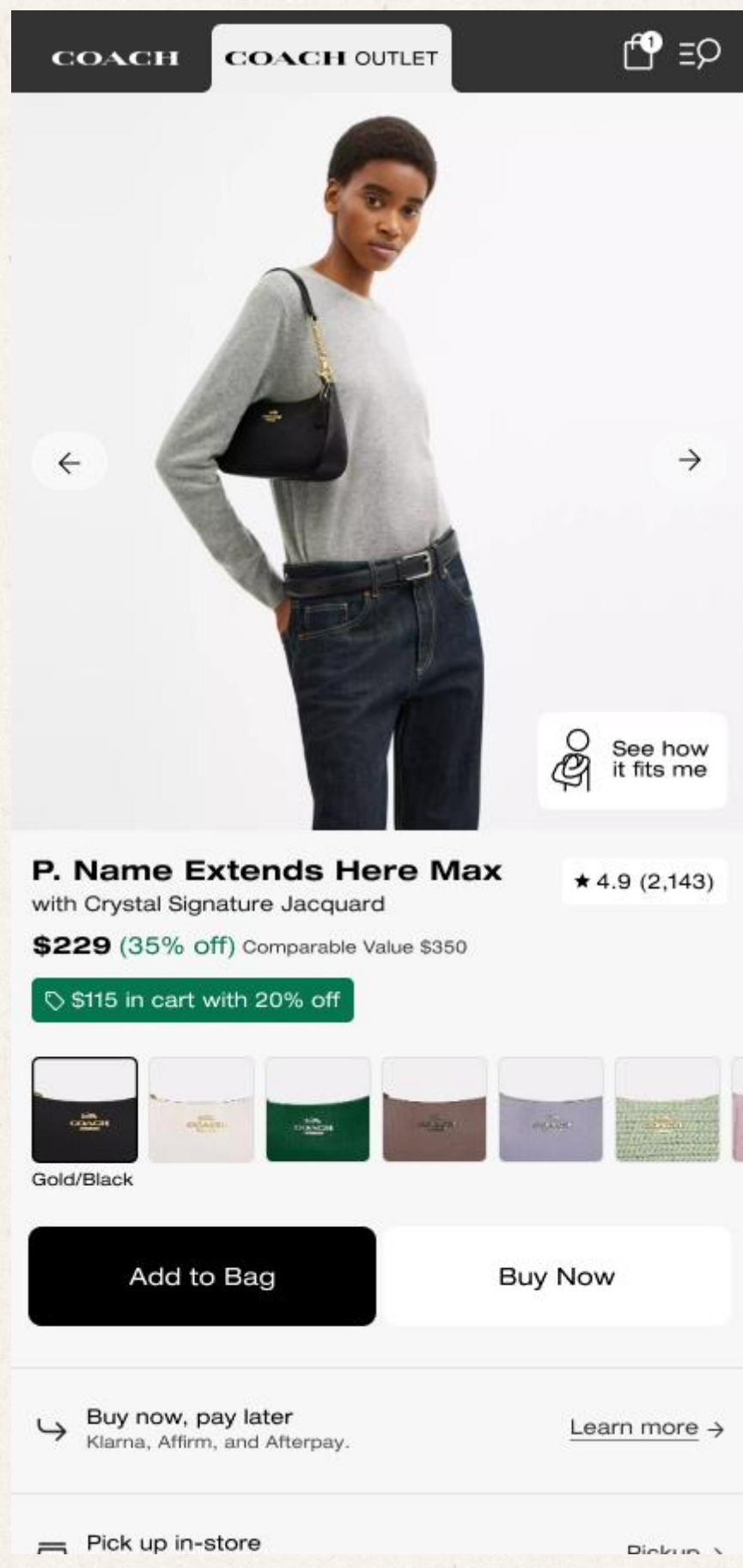
Project #1: Coach CREATE

Coach CREATE is a personalization experience that lets customers customize their leather goods with charms and straps. I worked closely with the product and development teams to write tickets, join grooming calls, and support UAT testing. We're now in the BAT phase and preparing for launch. This project gave me hands-on experience in product execution and cross-functional collaboration.

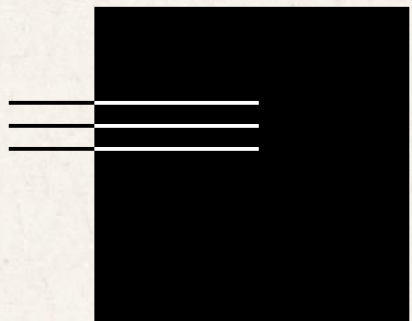


Project #2: PDP 6.0 Template

I started by collaborating with the design team on an immersive PDP template, but after brand feedback, the project pivoted into PDP 6.0, requiring a full redesign. I helped rewrite all the tickets and worked hands-on in the Figma file with **Jonathan Martinez** and **Sean Kelly** to bring the new design to life. We're now grooming Phase 2 and 3 tickets and planning to launch the new template if it wins in pre-holiday testing.



Competitive Analysis



As part of my work with the design team, I collected competitive analyses of similar brands to inform the UX/UI choices our team made. Here are some examples:

Color Swatch CTA

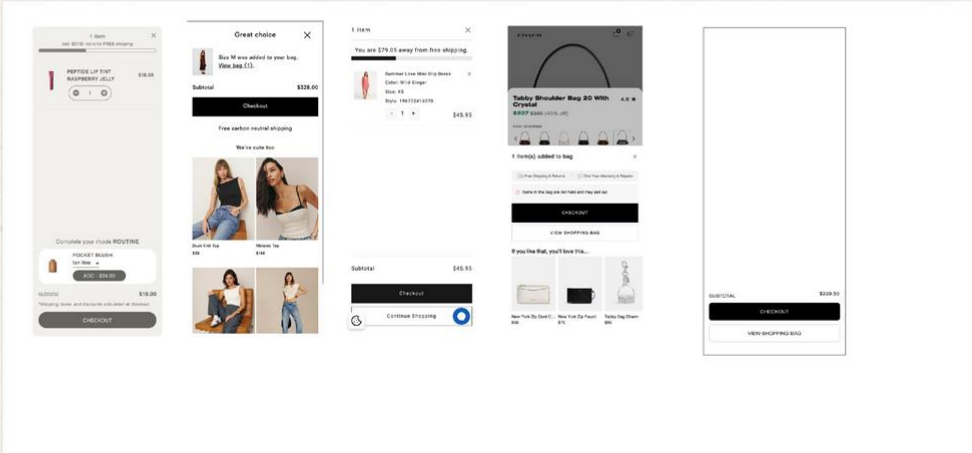
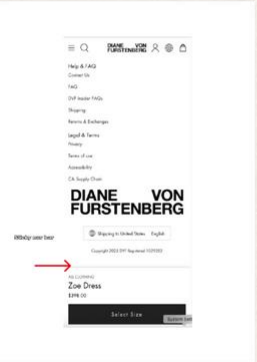
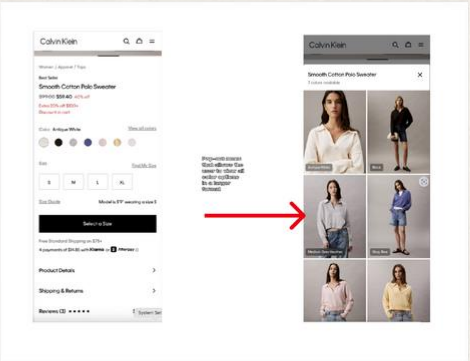
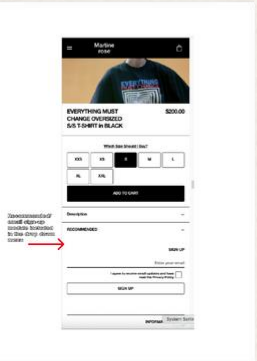
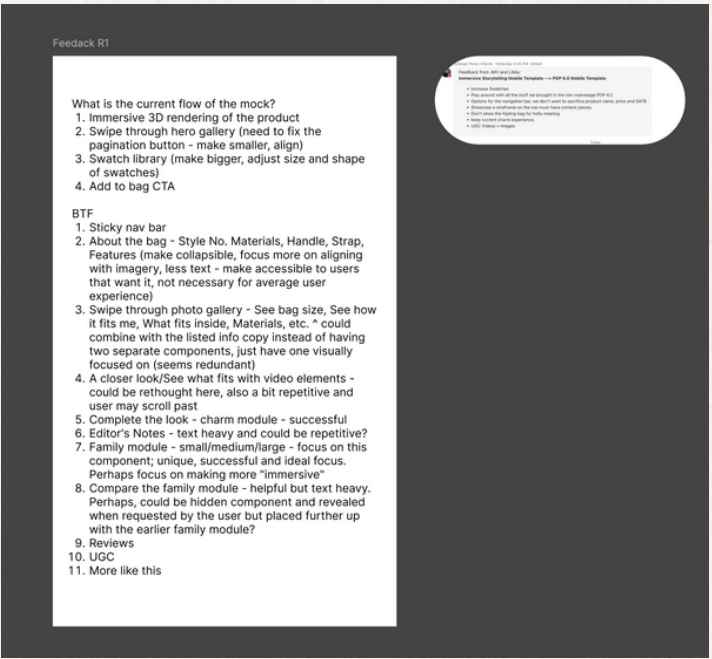
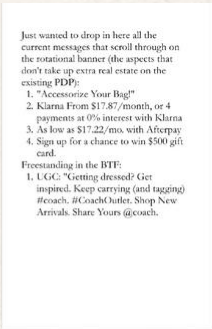
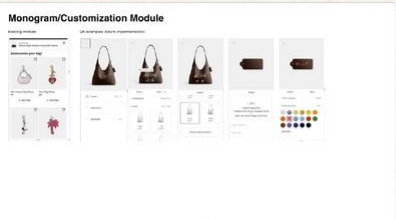
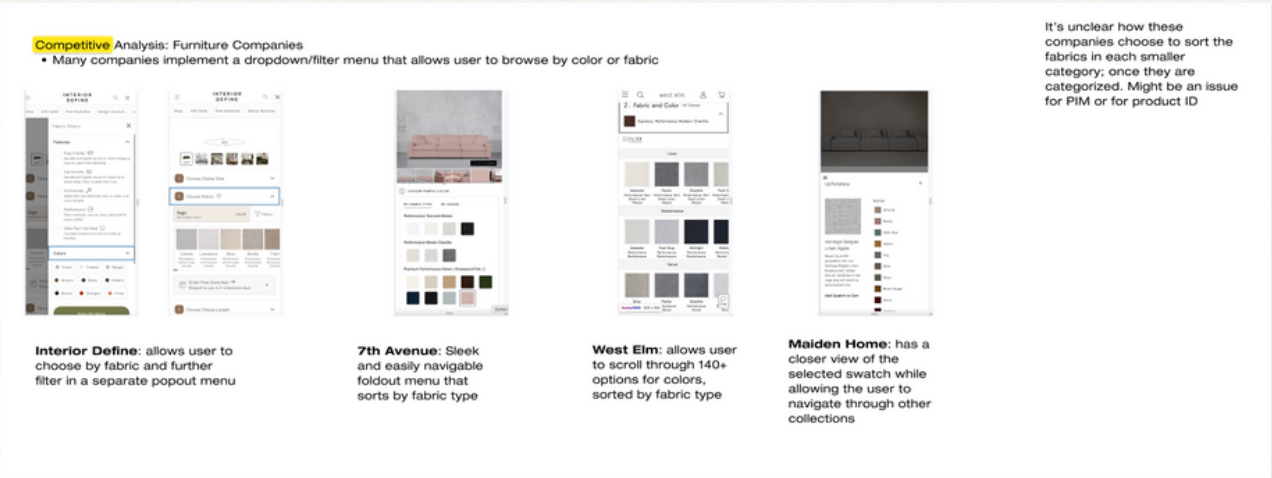
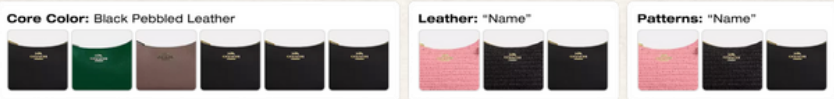
I observed different ways to present bag color swatches while redesigning PDP 6.0, taking inspiration from furniture companies.

Sticky Nav Bar

Additionally, while in preparation for PDP 6.0, I reevaluated many key pieces of our evergreen PDP such as the sticky nav bar and its effectiveness in comparison to the competition.

ATC Transitions

I collected examples of different ATC transitions and frames to ideate for future iterations of PDP. One key component could be capitalizing on the positive emotion associated with clicking the Add to Bag CTA and carrying that through to ATC.



The Nature of Product: Marty Cagan ★★

Solange provided me with some Lenny's Podcast episodes to watch to inform my work with the PM team. I also received the PM Competency Matrix from Mandeep Bhatia, and I noted down some key takeaways from some of the videos I watched.

Video insights

- Product teams should solve problems, not just deliver features; understanding the customer is the first step in that process
- The difference between feature teams and real product teams is huge; the focus of product should be on outcomes and the best solutions
- A product manager's role is discovery: finding solutions that users want, can use and that work for the business, balancing stakeholder interests as well.

Key Takeaways

- As a Gen Z consumer, I found it meaningful to learn how Coach connects with its audience. I had the privilege of using real customer data to inform product decisions. I also had the privilege of attending the Retail Associate Summit, which taught me about the tools connecting all omnichannels to create a cohesive customer experience.
 - I came into this internship not knowing much about product. I've learned that product management is about solving real problems, not just building what's asked.
 - I've started to think more critically about what makes a solution valuable, usable, feasible, and viable.
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10x Strategy: Gibson Biddle ★★

Video insights

- Consumer science underscores Netflix's success. Biddle emphasizes testing assumptions rather than relying solely on intuition. Experimentation is super important in all strategies.
- There's an emphasis on hard-to-copy product that's created to delight customers, on top of building sustainable business growth.
- SMT model: Strategy, Metric, Tactic, to align product work with business impact and focus on meaningful user action.

Key Takeaways

- My experience was highlighted by seeing how data and testing drive smarter decisions. I learned a lot about A/B testing and data analytics collection from **Susan Mei**. I also learned about UXR from **Harkirat Mundi** and **Jennifer Siedjak**, and applied what I learned into what I did in product. Cohesiveness with other teams is what makes product so strong at Tapestry.
- I learned that great product strategy requires thinking beyond execution to consider long-term value and differentiation. **Sarah Heitner** took me through her long-term goals for product, and her guidance led me to roadmap product from a birds-eye view.

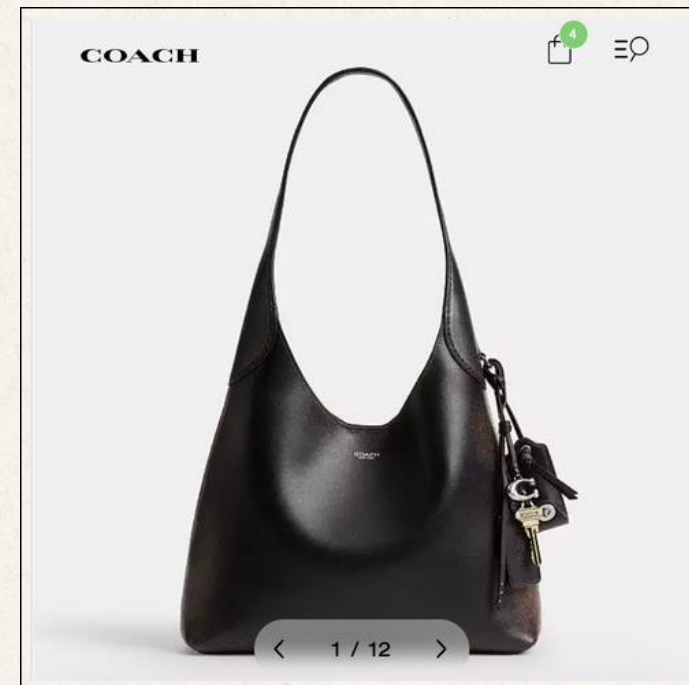
Future Vision for PDP

I had so many amazing experiences over the summer that informed the way I operate as both a consumer and a product-focused employee. I wanted to summarize some of my predictions for what will work best on the site in the upcoming seasons based on my experience and as a Gen Z consumer.



Capitalizing on UGC

One of the key takeaways from the Associate Summit I attended was the connection between the in-store shopping experience and online. UGC is one of the key components of this connection, and has been established as one of the key factors in Tapestry's growth. Creating a separate web component to highlight UGC or incorporating it in PLP are just a few ways to incorporate a seemingly endless stream of content and engage the user.



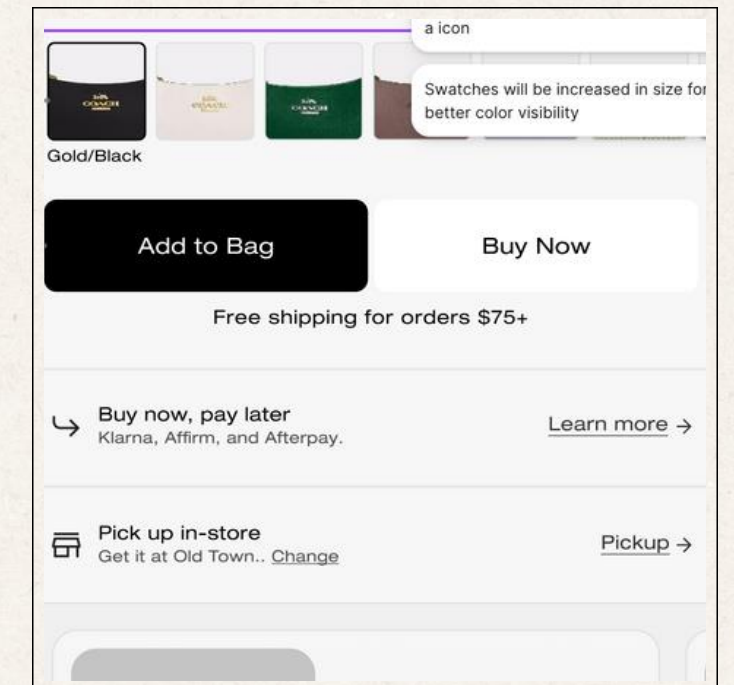
Show - Don't Tell

Removing the parallax from the PDP on land allowed for more intuitive design choices to guide the user, such as subtle animations. Of course, heavy animation could possibly lead to caching errors; however, making use of subtle cues rather than overt copy is a sleeker design choice.



ReLoved Integration

I had the opportunity to visit the ReLoved factory and chat with sustainability founders such as **Hayley Brown**. I explained my interest in furthering their visibility on the Coach website. If more funding goes into ReLoved, I see this as an opportunity to create sustainability-focused content for PDP as well as an outlet for more creative web design on the ReLoved tab.



A Sleeker Site

This summer, I prioritized designing innovative ways to present bulkier elements of the PDP. I worked with **Jonathan Martinez** to envision options for promotional messaging and BTF content for PDP and I think this will be a key factor in Tapestry's future website presentation.

Thank you!

I would like to take this time to take all the amazing teams I had the opportunity to work with this summer: product management, development, UX/UI, brand and analytics. To be a part of a company that is so committed to growth is such a treat. I see limitless potential for Tapestry's online presence and have so many more ideas I would love to contribute, and I look forward to coming back full time one day, or even to a temp job this fall.

Thank you to **Stephanie Greene** for organizing this amazing experience!

Please take a look at my [work](#) below--one key interest I got to touch on towards the end of this summer was AI. I've worked in the past with OpenAI APIs and built chatbots before, so seeing its growth from the ground level at Tapestry is so exciting!

Thank you most of all to **Solange**, my mentor, who I learned so much from this summer! I'm so inspired by you and you pushed me to explore and develop my skills --I couldn't have asked for a better experience!

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