

Hi, I'm JD

João Duarte (JD)

SENIOR PRODUCT DESIGNER

(19 YEARS EXPERIENCE)

MADE Labs at Made.com

Lead Product Designer

- Co-launched a new department
- Experimenting with new technologies (UX/UI/Prototype)
- Building partnerships with exciting startups

MADE.com

User Experience Manager

- Created a UX team
- Hands on the product, web and app
- Defined the UX strategy and the testing/project process

Product ML

User Experience Lead

- ML Platform for improving the player experience
- Designed the brand and the Product (Web Application)
- Involved in the strategy of the company
- Helped pivot from a different product with research

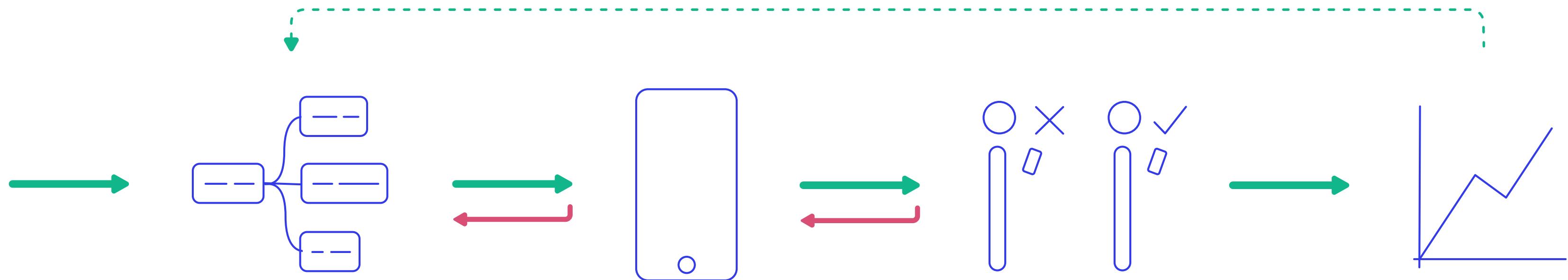
+8 more roles in UI/UX from 2002



LIQUID SHAPE DESIGN.COM

Creating a layer of abstraction in the design process to think the problem through

- Creating a flow can help you take any decision
- Products, websites, apps or games are built around a bundle of user decisions and business decisions
- Remove the creation noise and get a clear view of the problem and all its connections.



FLOWS

Design Thinking
UX Research

PROTOTYPE

Wires/UI
Dev

USER TESTING

Interview
UX Research

LAUNCH

Dev
A/B Testing
Beta Testing
New Version

Flows

BE FORMLESS, SHAPELESS

Anatomy of a flow

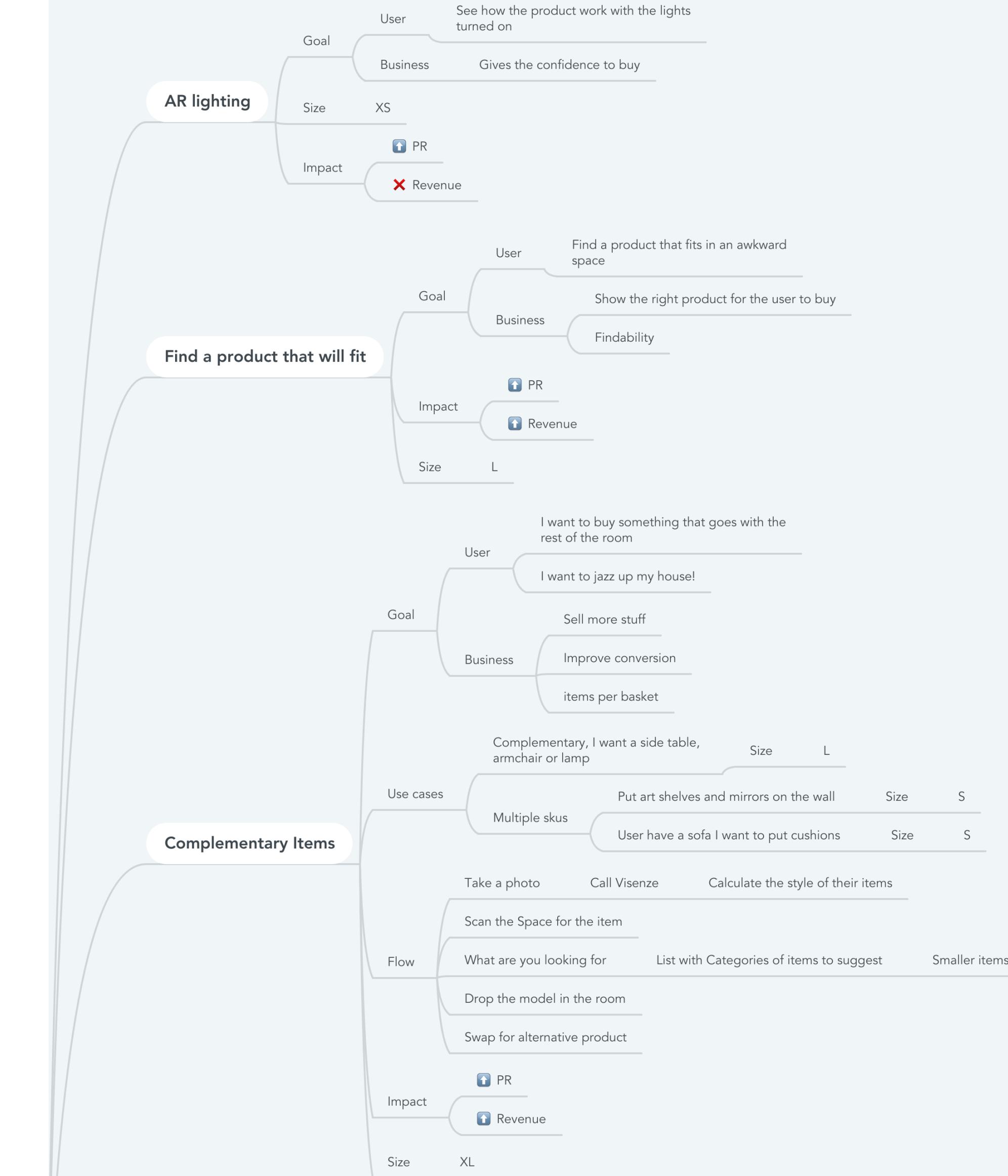
- A hierarchy graph that shows nodes from the left to the right and in order by priority from top to bottom
- Like water filling the cracks of a rock, to read a flow, start from the left furthest node and move to the top next node

Goal-driven design

- User goals, why are they using your solution? What is the problem you are solving? Mostly assumptions
- Business goals, what are the predictions and expectations of the business? Having some clear KPIs helps

Hypotheses

- Are the assumptions that express what we believe in, they are the users expectations of the solution
- An affirmation to validate a single problem and they evaluate to be either true or false



Design your happy place

Interior Design

Flow

Google search: "Interior Design"

Land on the page

A/B test

What are they looking for

Professional interior design

Paying customer

Find your style

Decoration project

Interior design tips

Buying assistant

Room ideas

How to style the room

Home tours

A: Normal Page

B: 1-level popup with exposed links

Professional interior design service

Style Tips

How to...

Find your Style

C: Nested popup - based on intent

I'm decorating a room

I'm looking for a specific product

Pay a Professional

Do it themselves

Closes Popup

Room styling

<https://www.ma>

<https://www.ma>

Find your style

Buying assistant

Find your style

Search

What is the bounce rate?

Expectations of the user

What differentiates a user

If the user search interior design ideas, do they want to see the the ideas

Questions

Showroom Screens

MADE.COM

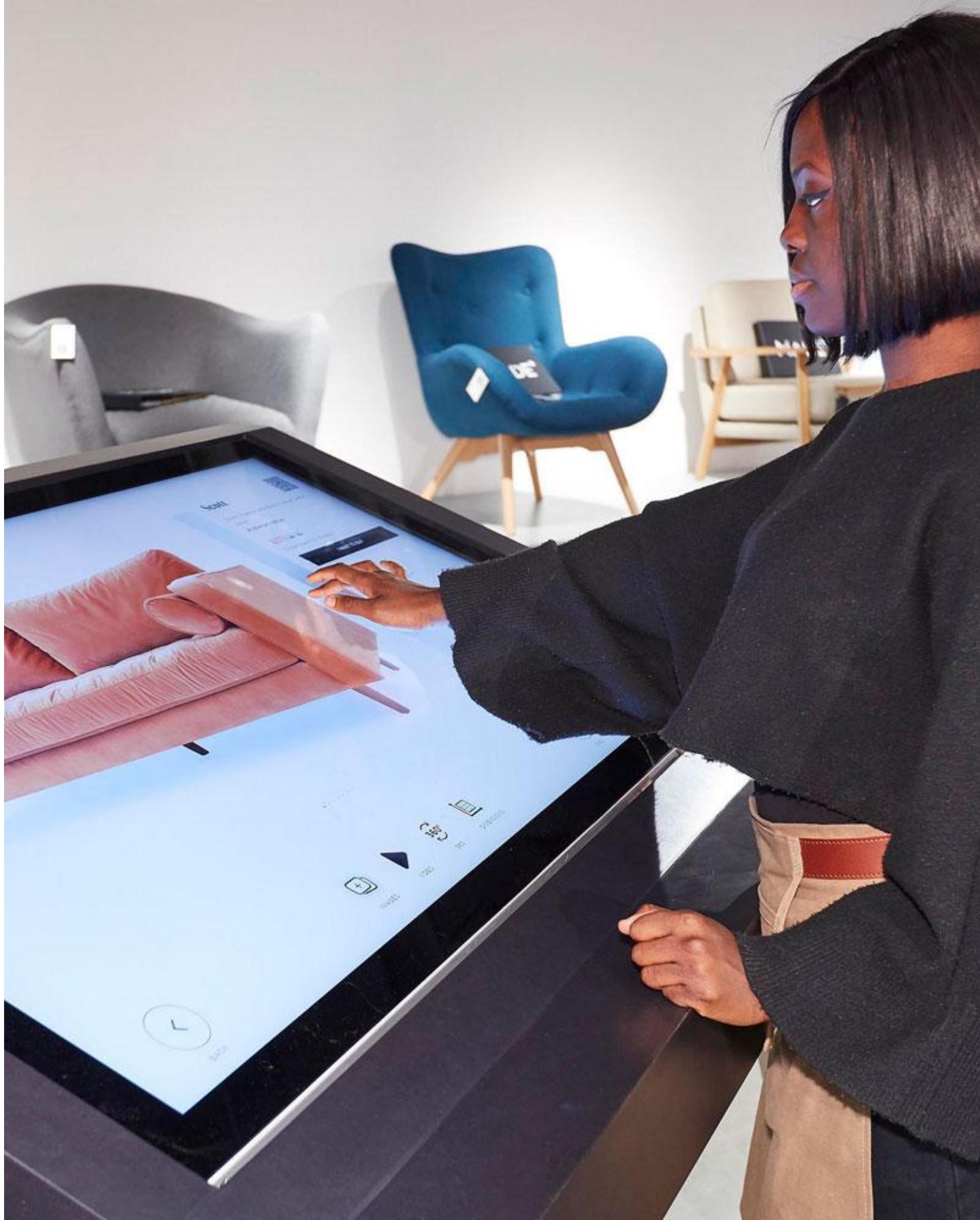
Problem

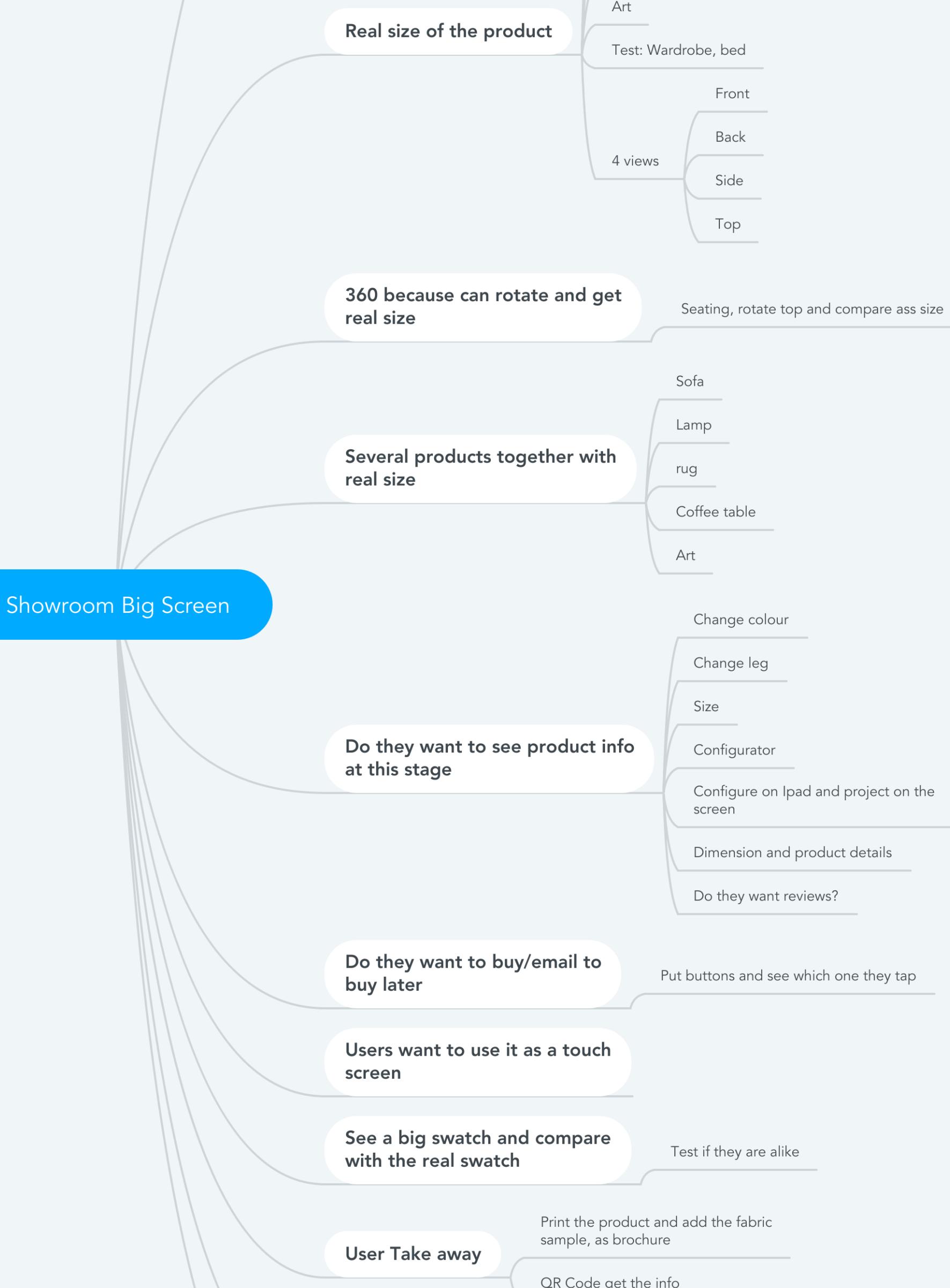
- Brand is renewing MADE's main showroom in Soho
- Undergoing big PR campaign to raise awareness
- New showroom needs technology and to impress customers
- Plans to buy 4 x 98" expensive touch screens
- Showroom fits only 5% of our products
- Needs to add value for users that can't find in the showroom the product they saw online

Plan

Meeting with the team

- Create a flow with the hypothesis of why "big screens"
- Define how to validate them
- NEC, the screen partner, allows us to do user testing in their installations in Ruislip



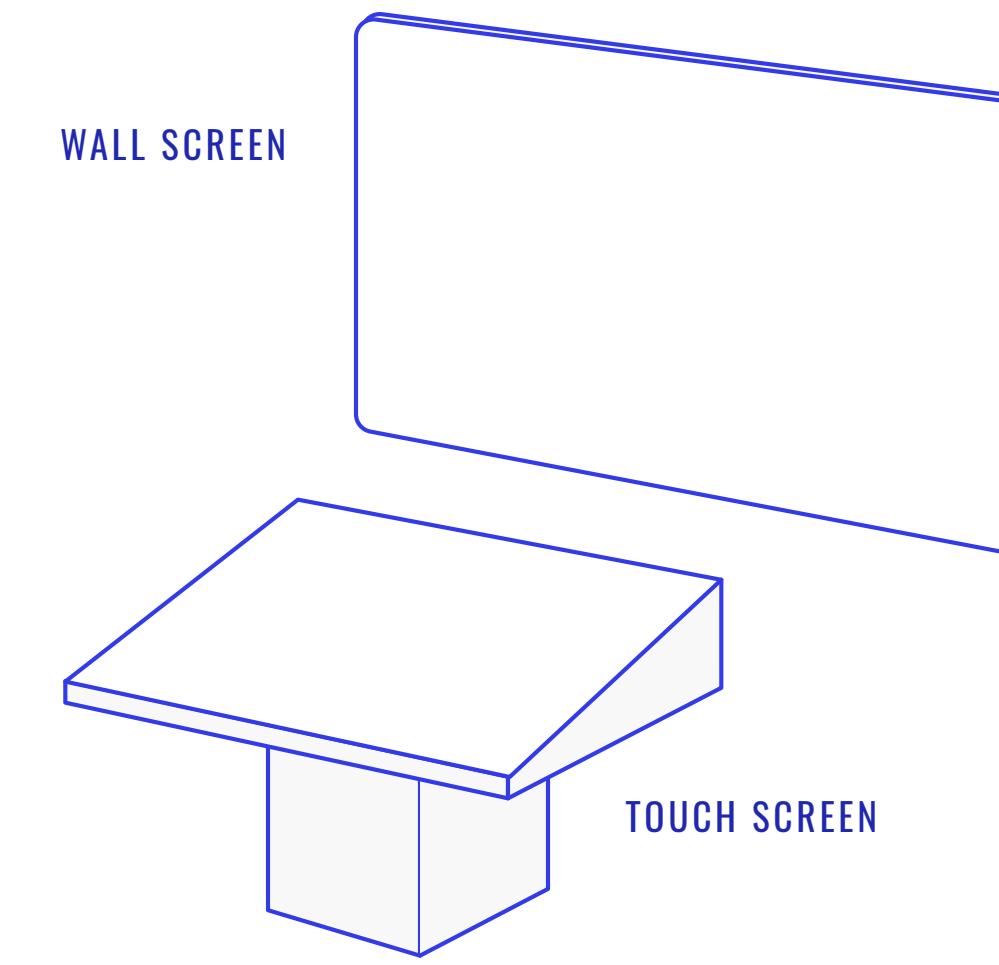


Requirements and limitations

- We went to NEC to study the hardware and software
- Run a series of small tests for each of the hypotheses

NEC Setup

- Wall screen: 250 cm bolted to the wall (vertical)
- Touch screen: 190 cm on a stand 2m from the wall (horizontal)
- 4K resolution extended to both screens, controlled by the touch screen (3840 x 4320)



Prototype : Screen to Wall

- Agreed on a flow and script with the ux researcher
- Created the app map based on the needs to test the hypothesis
- Designed the prototype, testing on the biggest TV I could find
- Built a functional version with real data using Framer



WALL SCREEN : PROMOTION VIDEOS

Design considerations

- The screen reach depends on the user height
- We believe that the user wants to see the products with increased visual detail, when the product is not physically available
- The user wants to explore through product categories
- Or go straight to search
- The wall screen needs to show content in context with the selection being made at the touch screen

Design your room

Pinterest Search

Sofas Chairs Tables Storage Beds Lighting Home Furnishings Accessories

Living Room Dining Room Bedroom Kids Room Home office Bathroom Cook and Dine Garden

Search for products name, type, style, size, colour...

Call Assistant View Room

TOUCH SCREEN : START



⊕ Sloan

⊕ Scott



WALL SCREEN : PROMOTION VIDEOS

Sofas
556 products

Sort by **Filter** **Search for products name, type, style, size, colour...** **View Room**

TOUCH SCREEN : SOFAS LISTING PAGE

Scott
3 Seater in Burnt Orange Cotton Velvet and Dark Oak Leg finish
£499 **£999**
Dispatch in 10 - 12 weeks- 3 left

Buy **Share**

W: 225 x H: 84 x D: 100 cm

Back **Call Assistant** **Real Size** **Images** **Video** **View** **Info** **Add to Room** **View Room**

TOUCH SCREEN : REAL SIZE

Product Viewer (user main focus)
Shows the content selected by the tabs
configured by the side bar

The wall screen shows
the selected content

Safe Reach Area

Main product info
Less important at this moment

App Navigation

Tabs Navigation
Keeps the area clean and slices
the content per context

3D Content (idea)
Scout for user interest

Product Configuration
Close to the user and in context with
the main viewer and product info

SALE

Scott

3 Seater in Burnt Orange Cotton Velvet and Dark Oak Leg finish

£499 £999

Dispatch in 10 - 12 weeks - 3 left

Buy Share

W: 225 x H: 84 x D: 100 cm

Material: Cotton Velvet

Size (7)
3 Seater >

Legs (7)
Dark Oak >

Legs (7)
Dark Oak >

Legs (7)
Dark Oak >

Back Call Assistant

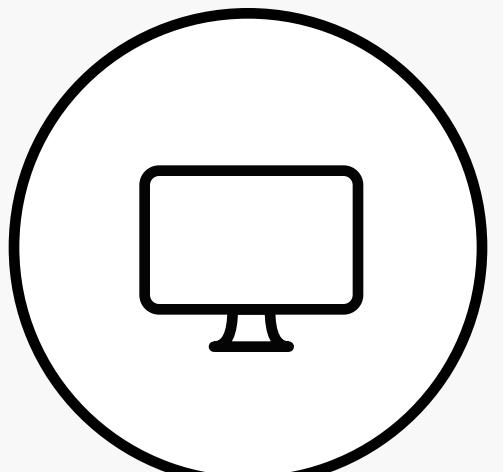
Real Size Images Video View Info

Add to Room View Room

Product Configuration Close to the user and in context with the main viewer and product info



[PLAY VIDEO OF THE SETUP](#)



[TRY THE PROTOTYPE](#)

Testing : Screen to Wall

- We tested 5 users with ages between 20 < 60
- 4 female, 1 male - 4 MADE customers
- VIPs observed some sessions

Findings : Large screens

- Users don't feel confident in sharing what they are looking into with the rest of the room
- Users don't feel safe to buy and share data
- There is a wow factor by seeing huge pics and videos, but there is a similar reaction with smaller large screens
- Users don't trust that they are seeing the products in real size
- Users want to take home a product postcard

Recommendations : Large screens

- Buy a few 55" Touch Screens instead of 98" and buy several smaller screens to do purchases in the showroom
- Buy a postcard printer for each of the big touch screens
- Horizontal screens are more private than vertical

App Showroom Viz 55"

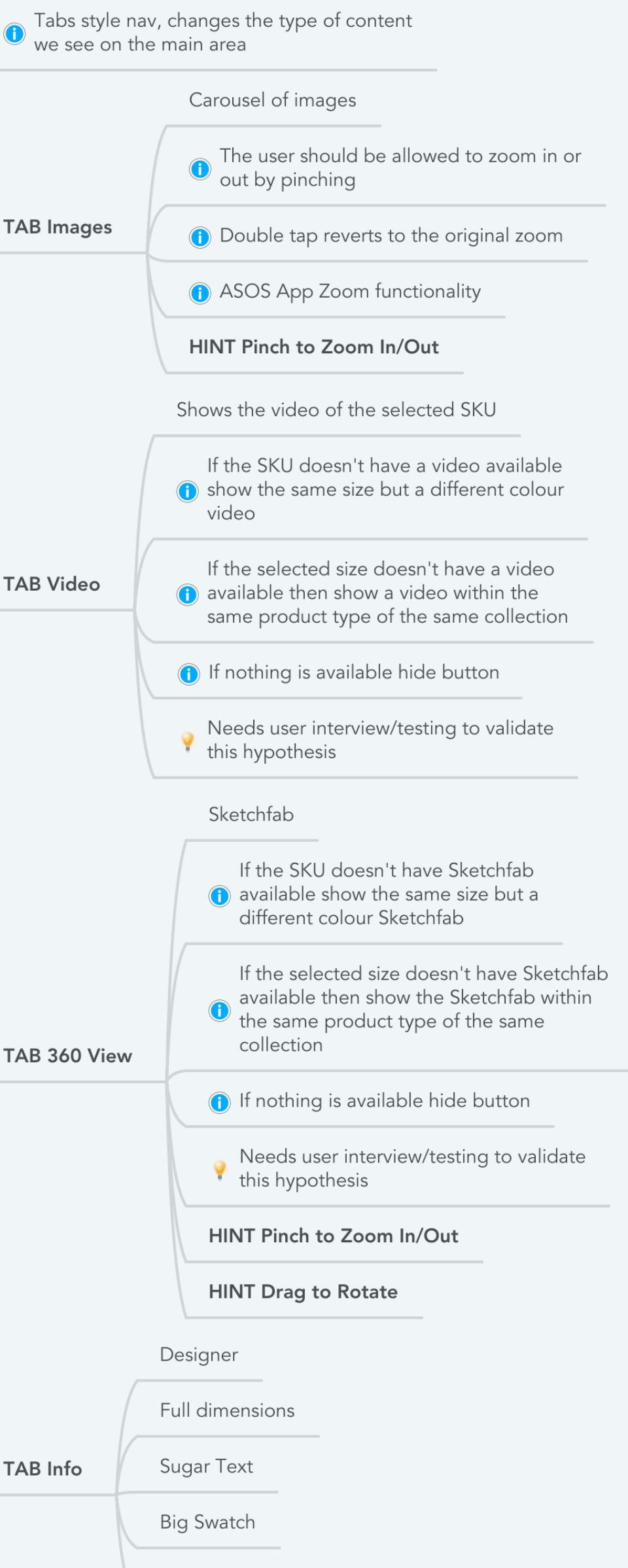
SHOWROOM SCREENS

Development

- Updated the app map with all the UX recommendations and new ideas that came out of user testing
- Designed and created a prototype specifically for the 55" screen with the findings of user testing
- Theodo built the application in React JS
- Produced all assets and shared them through invision with the development team
- Created the animations in CSS

Testing

- Regular user testing at the Soho Showroom
- In total 30+ interviews
- We ask families/friends/partner if they want to do it together or wait for their turn
- Offered a voucher per interview, -£20 of a £50 purchase



MADE®

Milner

Product Viewer
Bigger Content and zoom functionality

Buy & Share
The user doesn't feel safe to buy on this sized screen, the focus is on sharing to their private devices or a small screen app

£199

Dispatched in 2 working days - Only 4 left

ADD TO SHOPPING LIST

I WANT TO BUY

PRINT **EMAIL**

Chalk Tan Premium Leather

QR Code to quickly share to the user mobile phone

BACK **END SESSION**

IMAGES **VIDEO** **360°** **DIMENSIONS**

SHOPPING LIST

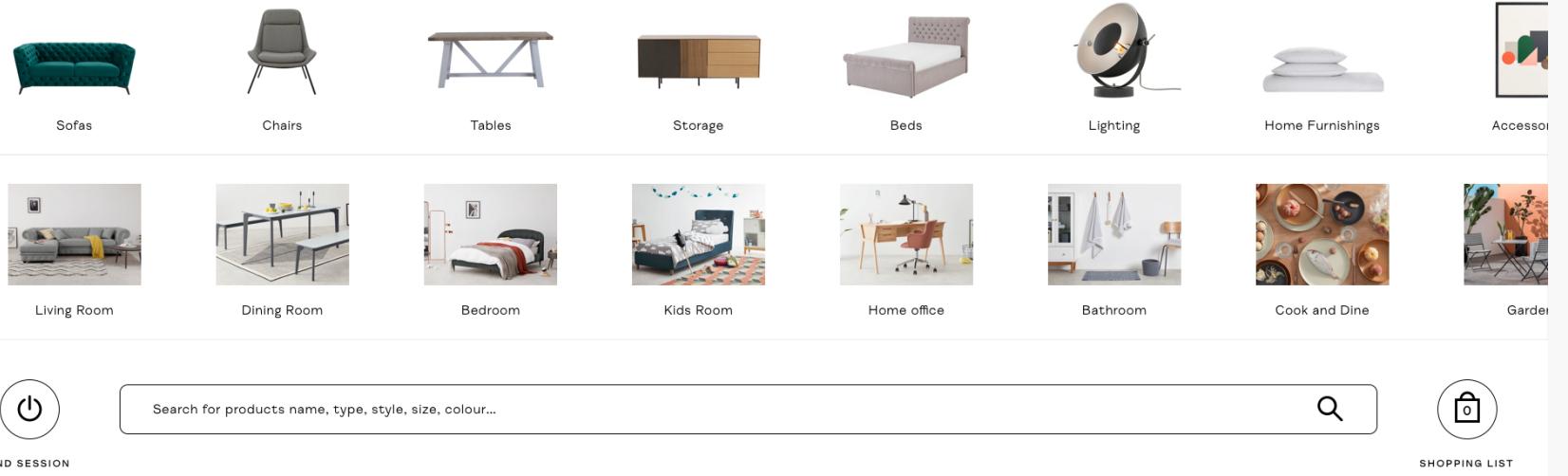
Tabs Navigation
Removed real size and was visually simplified

Added a shareable shopping list

MADE[®]

What are you looking for?

Great design direct from the makers

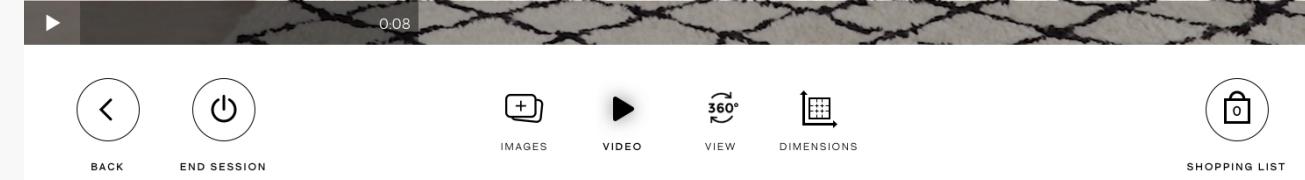


Search for products name, type, style, size, colour...



SHOPPING LIST

MADE[®]



Milner

Designed by T Ford

3 Seater in Burnt Orange Cotton Velvet with dark wood legs.

W 225 x H 84 x D 100 cm

£199

Dispatched in 2 working days - Only 4 left

ADD TO SHOPPING LIST

I WANT TO BUY



Chalk Tan Premium Leather



HOME SCREEN

MADE[®]



Scott 3 Seater Sofa, Burnt
Orange Cotton Velvet
£399
IN TIME FOR XMAS



Scott 3 Seater Sofa, Burnt
Orange Cotton Velvet
£399
IN TIME FOR XMAS



Scott 3 Seater Sofa, Burnt
Orange Cotton Velvet
£399
IN TIME FOR XMAS



Scott 3 Seater Sofa, Burnt
Orange Cotton Velvet
£399
IN TIME FOR XMAS



Scott 3 Seater Sofa, Burnt
Orange Cotton Velvet
£399
IN TIME FOR XMAS

Sofas

556 products



Armchair

2 Seater



Corner Sofa

Chaise Longues



Leather

Velvet



Search for products name, type, style, size, colour...



SHOPPING LIST

MADE[®]

Dimensions

Height (cm)	84
Width (cm)	225
Depth (cm)	100
Arm Dimensions (HWD)	17 x 70 x 12 cm
Seat Dimensions (HWD)	47 x 202 x 62 cm
Legs Height	17 cm
Packaging Dimensions	Parcel 1:H57cm x W230 x D140cm



Product Details

Weight (kg)	52
Number of Seats	3 seater
Legs Finish	Solid hardwood, dark stain finish
Assembly	Legs to be fitted
Cover Type	Fixed
Fabric Composition	85% Cotton 15% Polyester
Filling	Foam and Feather
Foam Specification	33kg/cbm
Foam Type	Polyethylene
Instructions Included	Yes
Caring Instructions	Professional cleaning only
Suspension	Webbing
SKU	SOFSC027ORA-UK

Milner

Designed by T Ford

3 Seater in Burnt Orange Cotton Velvet with dark wood legs.

W 225 x H 84 x D 100 cm

£199

Dispatched in 2 working days - Only 4 left

ADD TO SHOPPING LIST

I WANT TO BUY



Chalk Tan Premium Leather

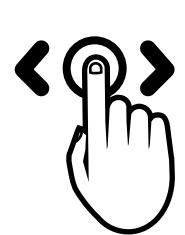


LISTING PAGE



PRODUCT DETAILS

SHOWROOM SCREENS - ICONOGRAPHY



Swipe



Pinch



Touch

MADE⁺



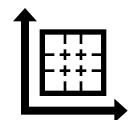
Images



Video



360 View



Dimensions



Print



Email



Phone



Reset



Back



End
Session



Shopping
List Empty



Shopping
List Full



Search



Input Clear



Input Search



Help is
coming



Instagram



Checkbox States



Shop Instagram



Style Finder



Quantity



Added

Results

SHOWROOM'S SCREENS

Inauguration

- A big success, the showroom looked great
- Great press and influencers coverage
- The screens were a main attraction
- Executive management were very happy

Day-to-day

- Showroom staff uses it everyday to find the product the costumer saw online
- Staff can show similar alternatives if the product is not available in the showroom
- Very good feedback from the customers
- Customers use it frequently and love the postcards



Thank you :)

www.liquidshapedesign.com

joaorduarte@gmail.com