

Showroom Screens

MADE.COM

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Opportunity

- Brand is renewing MADE's main showroom in Soho
- Undergoing big PR campaign to raise awareness
- New showroom has budget for innovation

Problem

After interviewing showroom staff and customers

- Showroom fits only 5% of our products
- Most of customers saw the product online and are in the showroom to feel the product and see the real version
- Made.com is an online company, for legal reasons all purchases must be made online and sent to your home
- There are some frustration points for the user, when they can't try the product they saw online or buy and take a product home



Prototype Screen to Wall

UX Strategy

- We identified the user / business goals and brain-stormed several ideas as a solution, in a meeting with the PM, UX, Showroom Director, Tech and Brand, lead by me
- From the user goals we created an hypotheses flow with the assumptions for the solution
- Based on the needs of the cross-relation customers, staff and hypotheses, we defined the prototype map

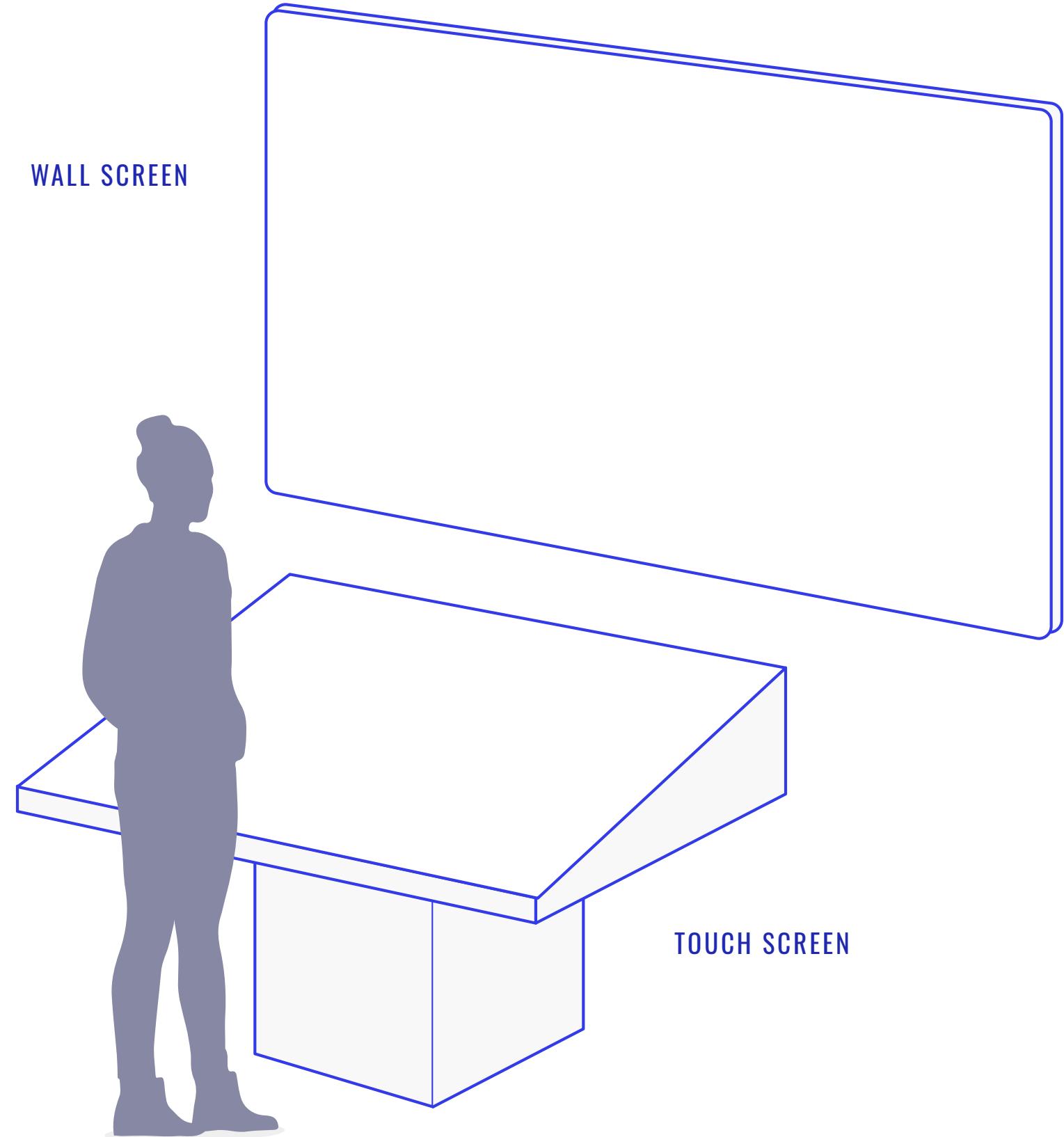
The Vision

- Touch screen: 180 cm on a stand 2m from the wall (horizontal)
Customer/Staff search or browse for products or inspiration, and in the end, order a product
- Wall screen: 250 cm bolted to the wall (vertical)
Show in detail the product selected or play promo videos for everyone in the showroom to see and be inspired



[PLAY VIDEO](#)

[FRAMER PROTOTYPE](#)





Testing : Screen to Wall

- Designed and built the prototype in framer with real data
- We tested 5 users with ages between 20 < 60
- 4 female, 1 male - 4 MADE customers

Findings : Large screens

The solution was validated with some changes

- Users enjoy the touch screen experience, see it as a wow factor, it's useful and different from the home experience
- Users love to take home a postcard as a special memoire
- Users don't feel confident in sharing what they are looking into with the rest of the room, remove connection to wall screen
- Users don't trust that they are seeing the products in real size
- Users don't feel safe to buy and share data in a large screen

Recommendations : Large screens

- Buy a few 55" Touch Screens for a special experience and buy multiple 21" screens for purchases in the showroom
- Buy a postcard printer for each of the big touch screens
- Horizontal screens are more private than vertical

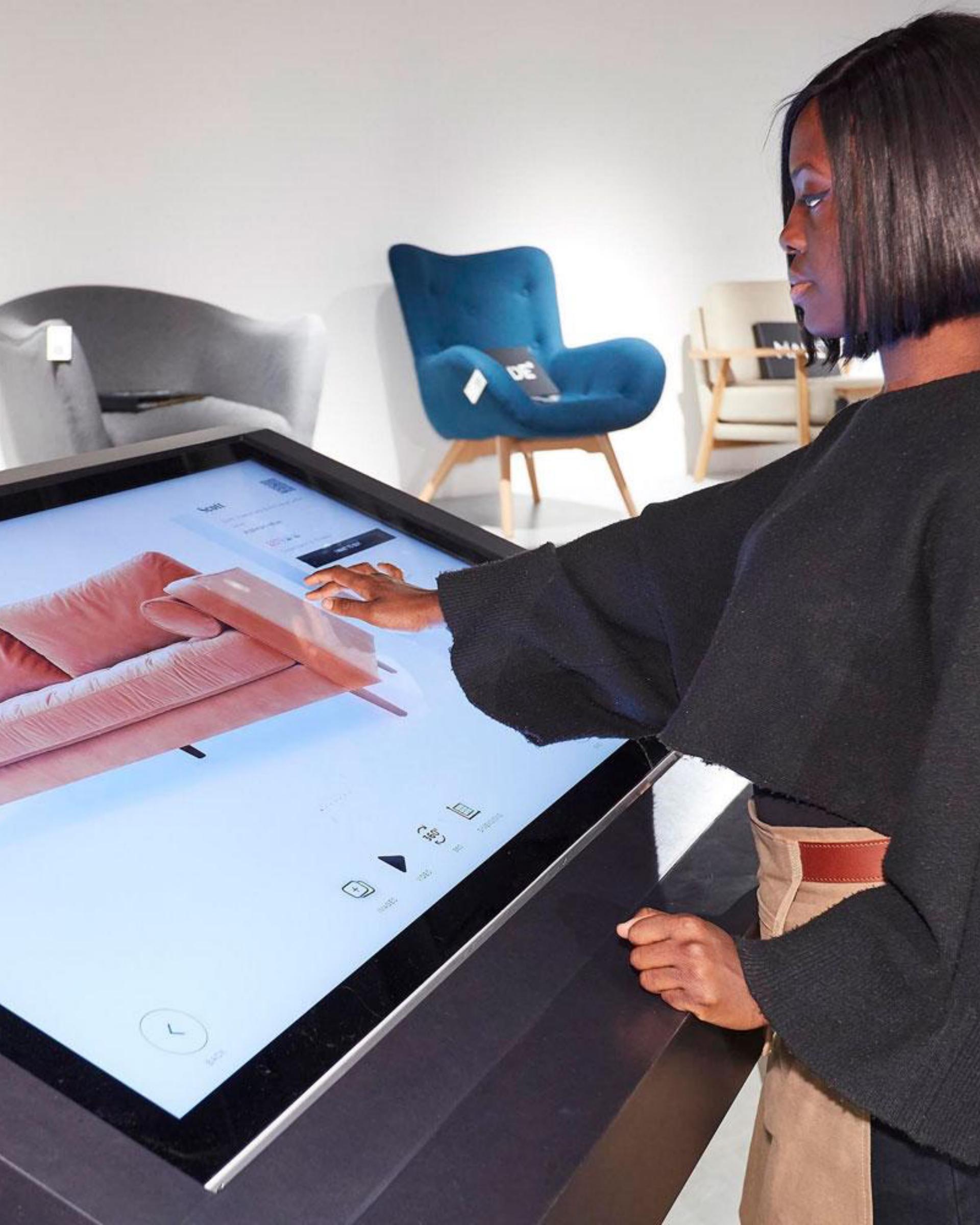
App Showroom Viz 55"

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
- Presented the findings and worked closely with the development team, that built the application in React JS
- Produced all assets and shared them through invision with the development team
- Created the animations in CSS

Testing and Iterations

- Weekly user testing at the Soho Showroom, followed by design and implementation of the changes
- 4 or 5 users tested each session, 25 in total, lead by me and the PM, Dev team were also present
- 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



PROTOTYPE : HOME SCREEN

Room carousel
For users looking to redecorate a room

Secondary actions (less important)
Baits to measure interest

Categories carousel
For users looking for a specific product type

Main Nav

Call Assistant

Search navigation
For the user to look for a product they saw at home

View Room

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...

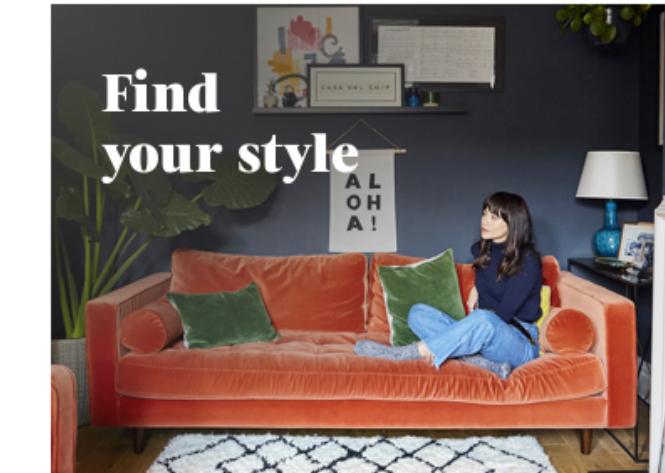
View Room

Title of the page was
added for better context

MADE®

What are you looking for?

Great design direct from the makers



Sofas



Chairs



Tables



Storage



Beds



Lighting



Home Furnishings



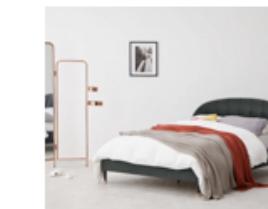
Accessories



Living Room



Dining Room



Bedroom



Kids Room



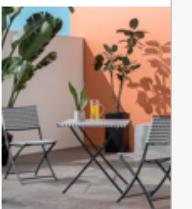
Home office



Bathroom



Cook and Dine



Garden



END SESSION

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



SHOPPING LIST

Added the end session to reset the app, for
the user to feel more secure with their privacy

Shopping list is accessible
from all screens

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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



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£399

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Scott 3 Seater Sofa, Burnt
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£399

IN TIME FOR XMAS



Scott 3 Seater
Orange Cott

£3

IN TIME



Armchair



2 Seater



3 Seater



4 Seater



Corner Sofa



Chaise Longues



Leather



Velvet



Scott 3 Seater Sofa, Burnt
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£399

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Scott 3 Seater
Orange Cott

£3

IN TIME



BACK



END SESSION

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



SHOPPING LIST

Sofas

556 products

PROTOTYPE : PRODUCT SCREEN

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

The wall screen shows
the selected content

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

App Navigation

Back Call Assistant

Real Size Images Video View Info

Add to Room View Room

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

3D Content (idea)
Scout for user interest

Main product info
Less important at this moment

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

FINAL : PRODUCT SCREEN

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

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BACK

END SESSION

IMAGES

VIDEO

VIEW

DIMENSIONS

SHOPPING LIST

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

PRINT

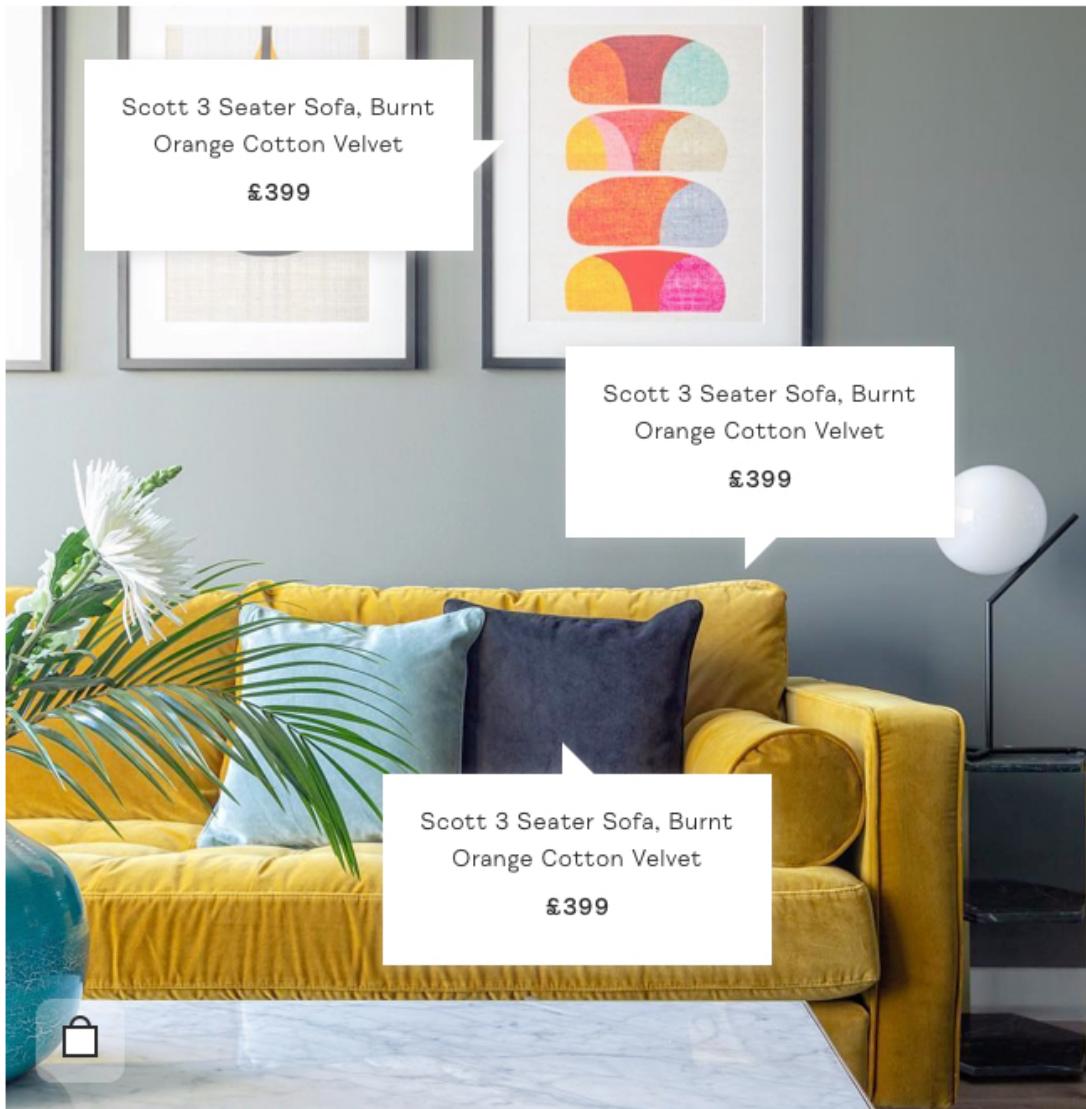
EMAIL

Chalk Tan Premium Leather

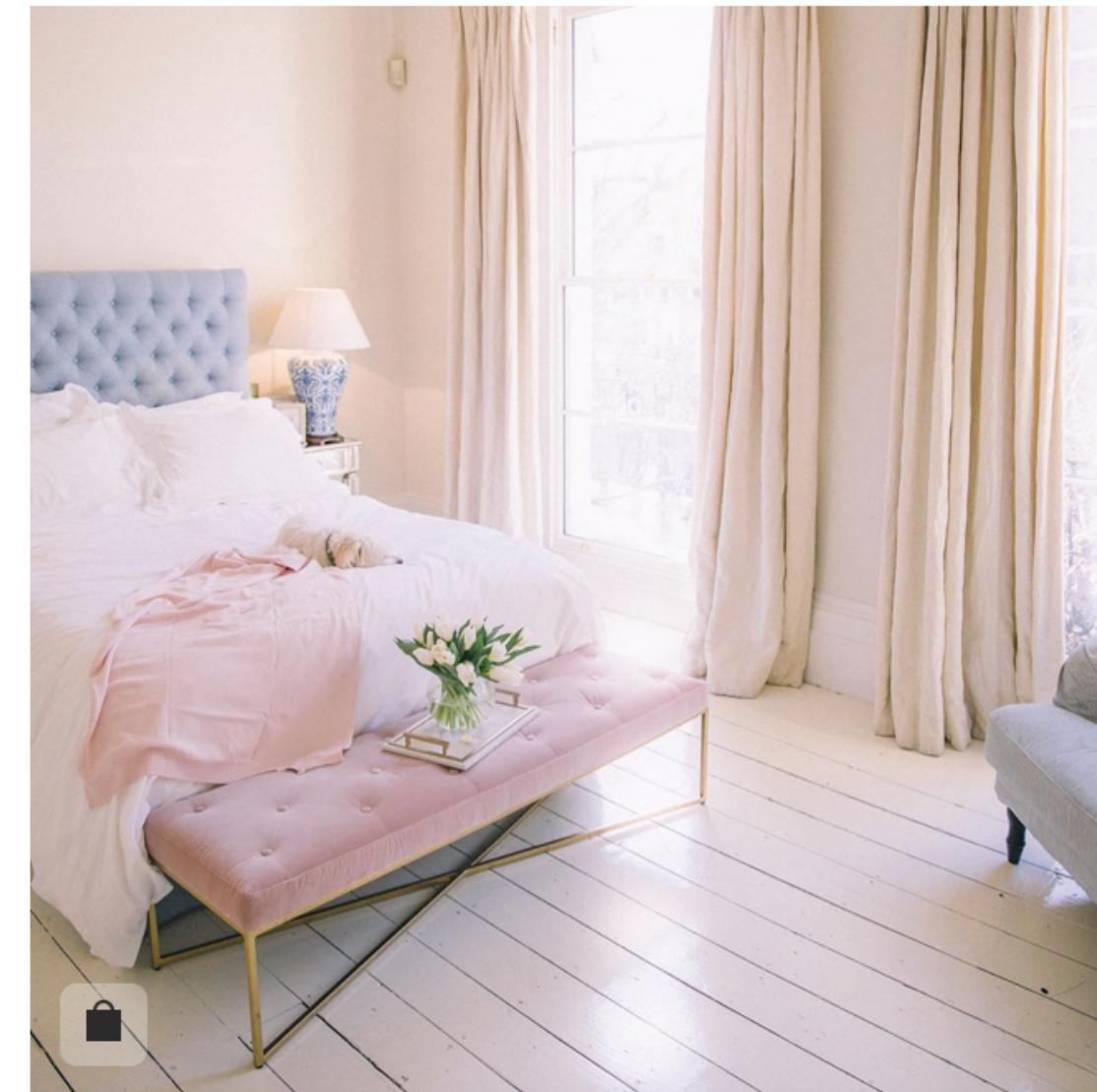
Tabs Navigation
Removed real size and was visually simplified

QR Code to quickly share to the user mobile phone

MADE[®]



madedotcom Taking your first steps into industrial style? The Starkey chandelier's here for you. Tap to shop.



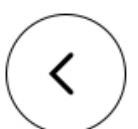
madedotcom "We had fun experimenting with how far we could push the colours within the house. Honestly? It wasn't all that considered—we knew what we wanted and went with it, and it just worked." Sneak a peek inside fashion blogger and designer @meganellaby's eclectic home – link up top. It wasn't all that considered—we knew (...)

#madedesign

Tag your instagram posts to be featured here



abigramlouise Finally I have found my Kitchen Chandelier! with £10 off as a new order and email sign up. Merry Christ @madedotcom



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



BACK

END SESSION

SHOPPING LIST

FINAL : SEARCH

XSEARCH

[Scott](#) [Scott Large](#) [Scott 3](#) [Scott Armchair](#) [Scott 4](#)



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

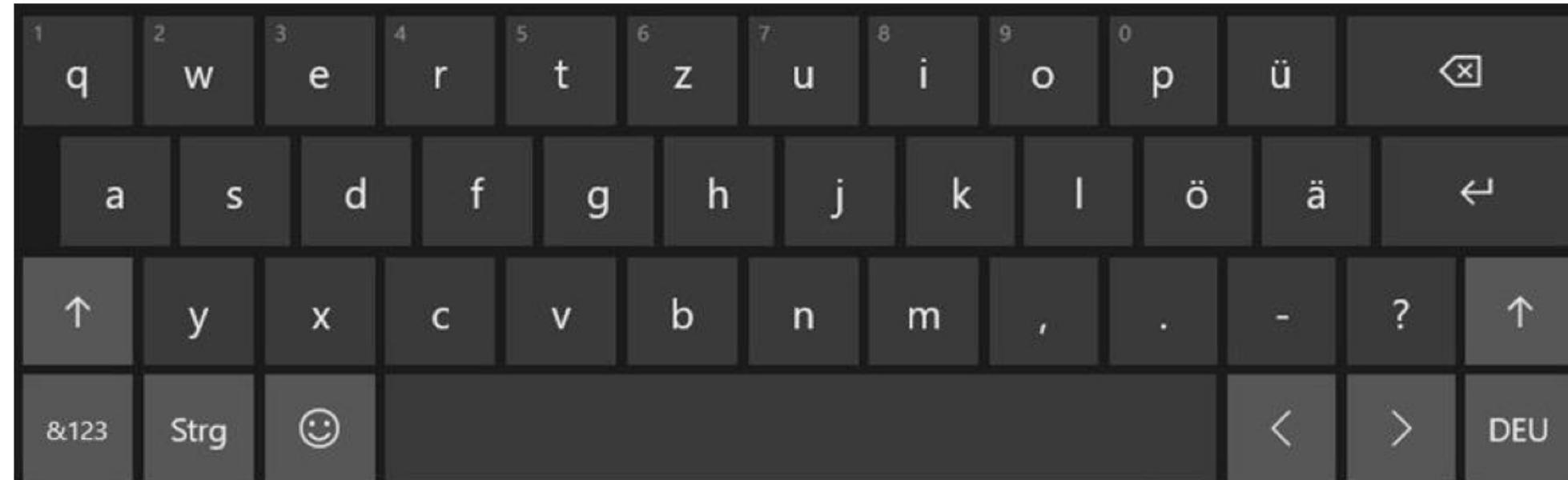
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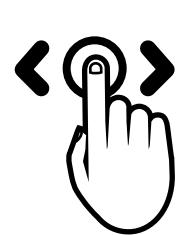
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BACKSEARCH

SHOWROOM SCREENS - ICONOGRAPHY



Swipe



Pinch



Touch

MADE⁺



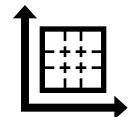
Images



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

