

# 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

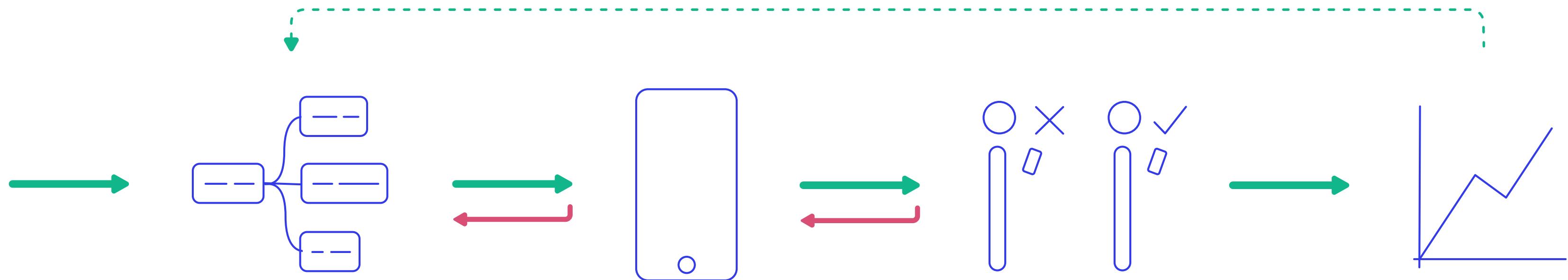
+8 more roles in UI/UX from 2002



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

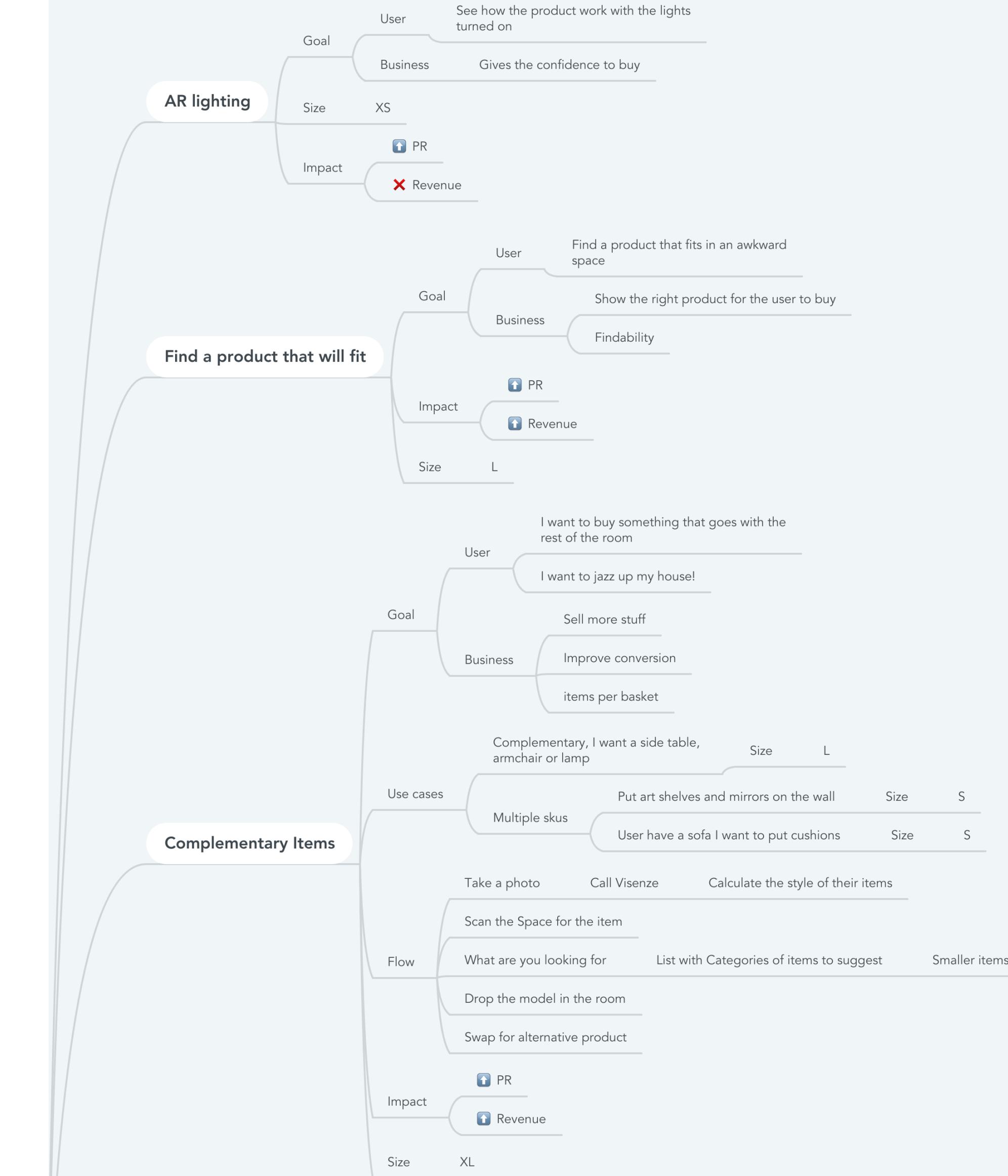
- A hierarchy graph that shows nodes from the left to the right and in order by priority from top to bottom
- Like water filling the cracks of a rock, to read a flow, start from the left furthest node and move to the top next node

### 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

They might also be looking

A: Normal Page

B: 1-level popup with exposed links

C: Nested popup - based on intent

Professional interior design service

Style Tips

How to...

Find your Style

Pay a Professional

Closes Popup

Do it themselves

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

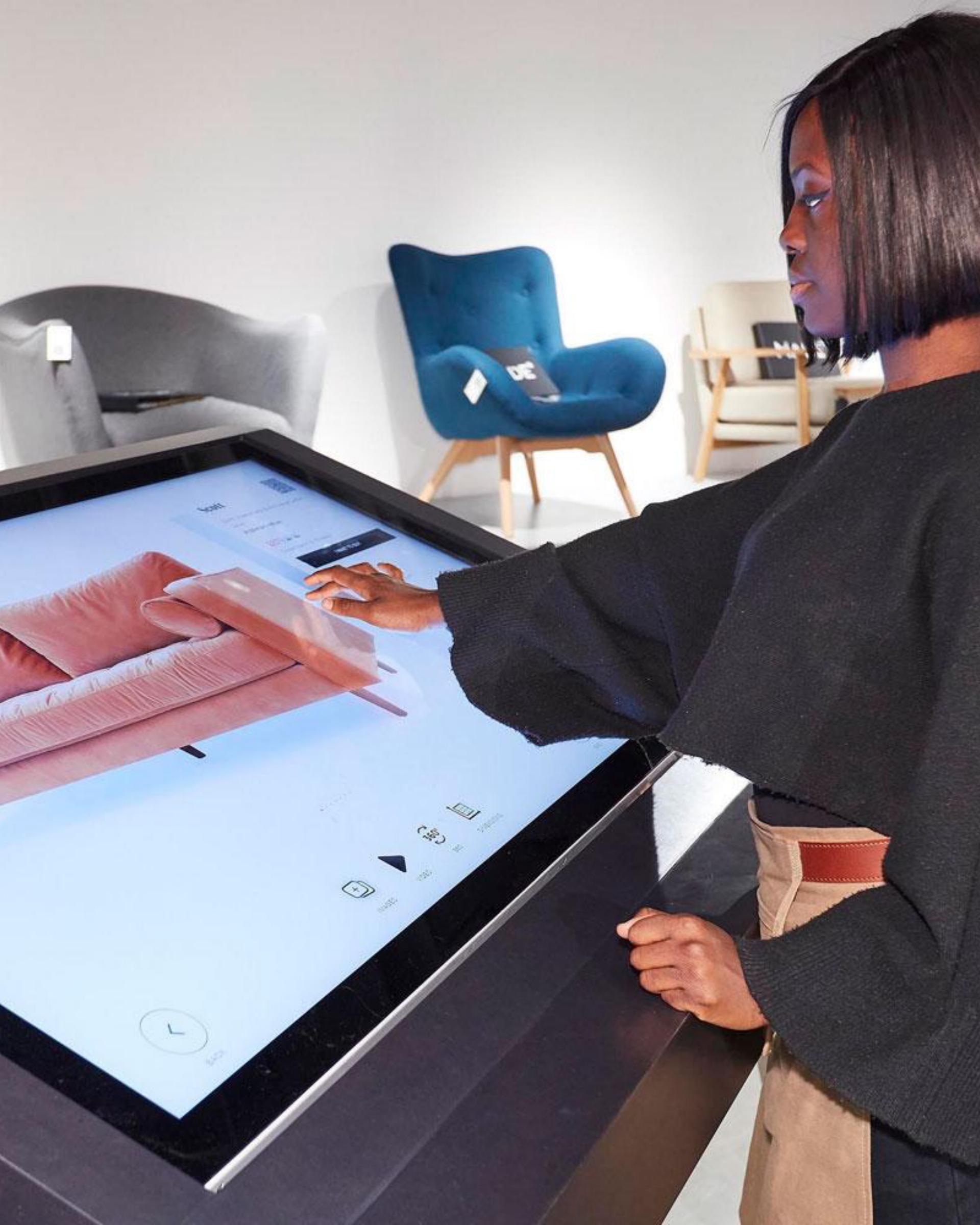
## Problem

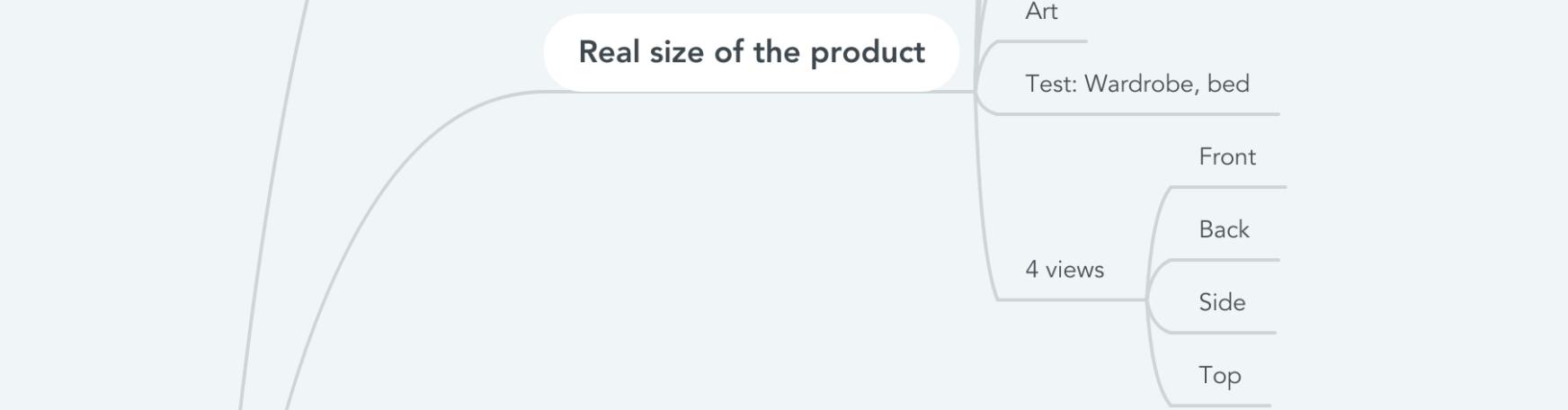
- Brand is renewing MADE's main showroom in Soho
- Undergoing big PR campaign to raise awareness
- New showroom needs technology and to impress customers
- Plans to buy 4 x 98" expensive touch screens
- Showroom fits only 5% of our products
- Needs to add value for users that can't find in the showroom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





**360 because can rotate and get real size**

Seating, rotate top and compare ass size

**Several products together with real size**

- Sofa
- Lamp
- rug
- Coffee table
- Art

**Showroom Big Screen**

**Do they want to see product info at this stage**

- Change colour
- Change leg
- Size
- Configurator
- Configure on Ipad and project on the screen
- Dimension and product details
- Do they want reviews?

**Do they want to buy/email to buy later**

Put buttons and see which one they tap

**Users want to use it as a touch screen**

**See a big swatch and compare with the real swatch**

Test if they are alike

**User Take away**

Print the product and add the fabric sample, as brochure

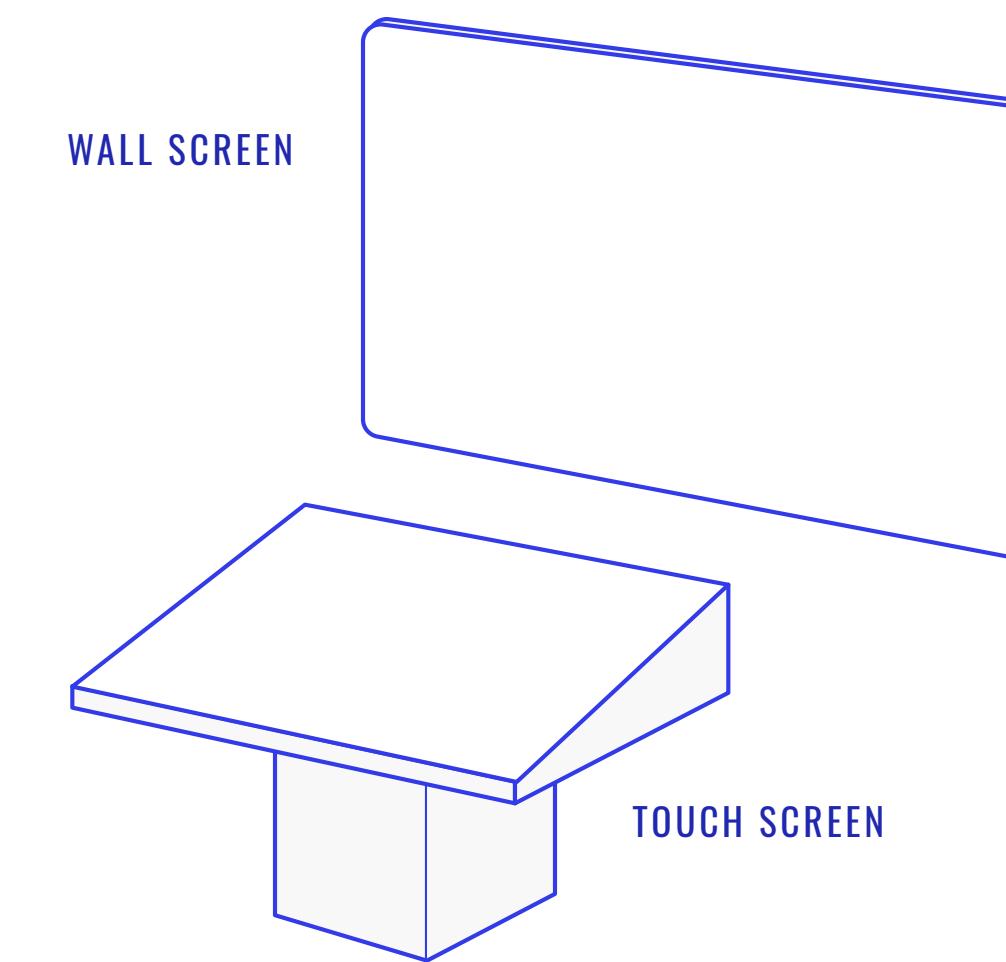
QR Code get the info

## Requirements and limitations

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

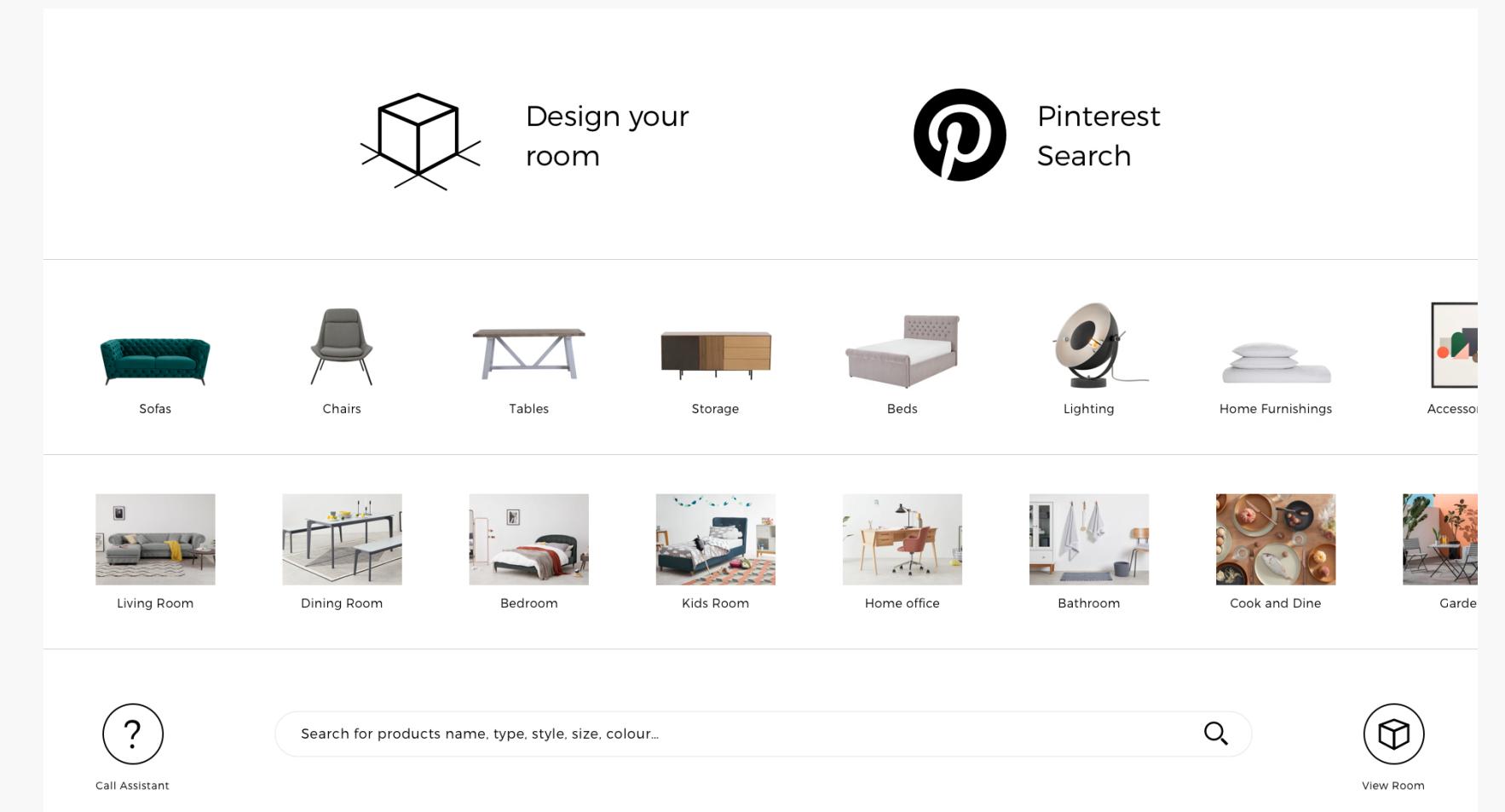
## NEC Setup

- 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

- Built and designed a version with real data using Framer
- 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 wall screen needs to show content in context with the selection being made at the touch screen



## User Interviews

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

## Findings

- 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



PLAY VIDEO  
SETUP



TRY THE  
PROTOTYPE

TOUCH SCREEN : START

**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

# App Showroom Viz 55"

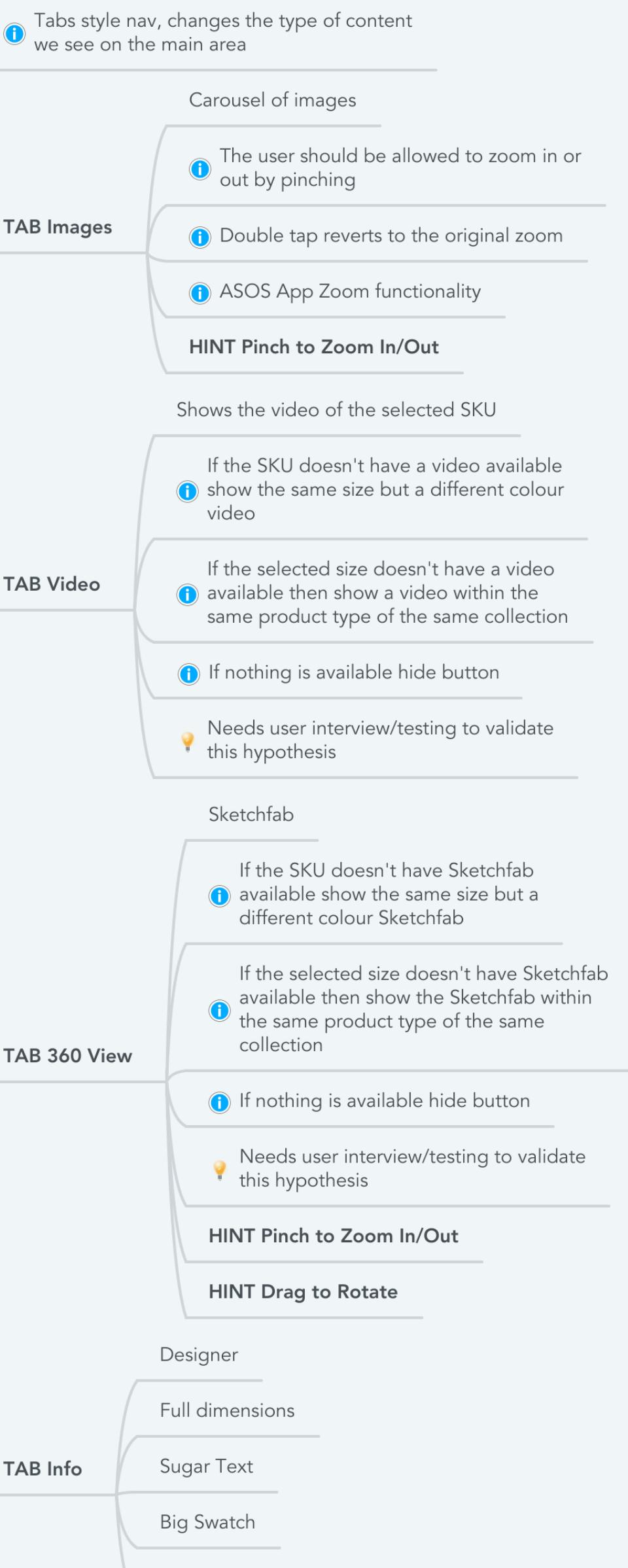
## SHOWROOM SCREENS

### 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**

**Shopping List**

**BACK** **END SESSION**

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

**Tabs Navigation**  
Removed real size and was visually simplified

**Added a shareable shopping list**

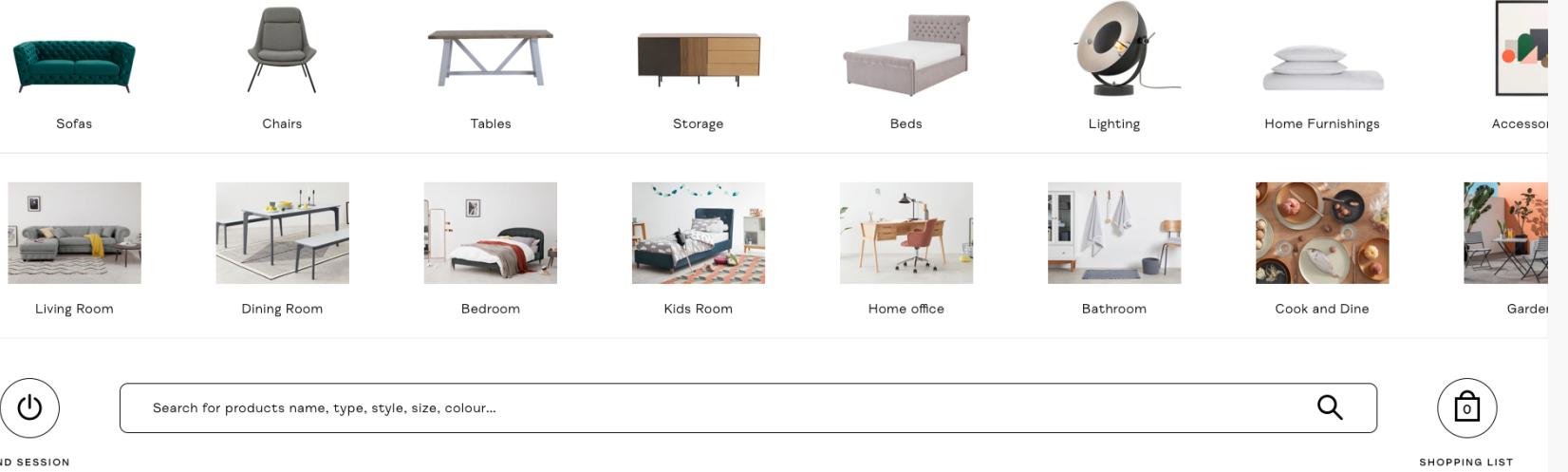
Tabs Navigation  
Removed real size and was visually simplified

Added a shareable shopping list

MADE<sup>®</sup>

What are you looking for?

Great design direct from the makers



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



SHOPPING LIST

MADE<sup>®</sup>



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



Chalk Tan Premium Leather



## HOME SCREEN

MADE<sup>®</sup>



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

## Sofas

556 products



Armchair



3 Seater



Corner Sofa



Leather



Velvet



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



SHOPPING LIST

MADE<sup>®</sup>

## 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



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



Chalk Tan Premium Leather



## LISTING PAGE

## PRODUCT DETAILS

# 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



# 3D Viewer

MADE.COM



MOBILE & DESKTOP : 3D DIMENSIONS

## Problem

- It's not easy for a user to visualise the product at home with the furniture they already own
- It's hard to understand the product dimensions through a 2D image
- Users would like to see certain details, like the back or leg of a product, but most of the times there aren't images of it
- Currently there is no way for a user to configure a modular sofa with the overall shape they want



MOBILE : WEB AR

# Unity Prototype

## MODULAR SOFA CONFIGURATOR

### Build

- Needs to load the GLTFs dynamicaly from an AWS S3 server
- The app should do the positioning and rotation automatically
- The user can add 3 types of elements: corner, single, ottoman
- The prototype targets the macOS platform and in C#

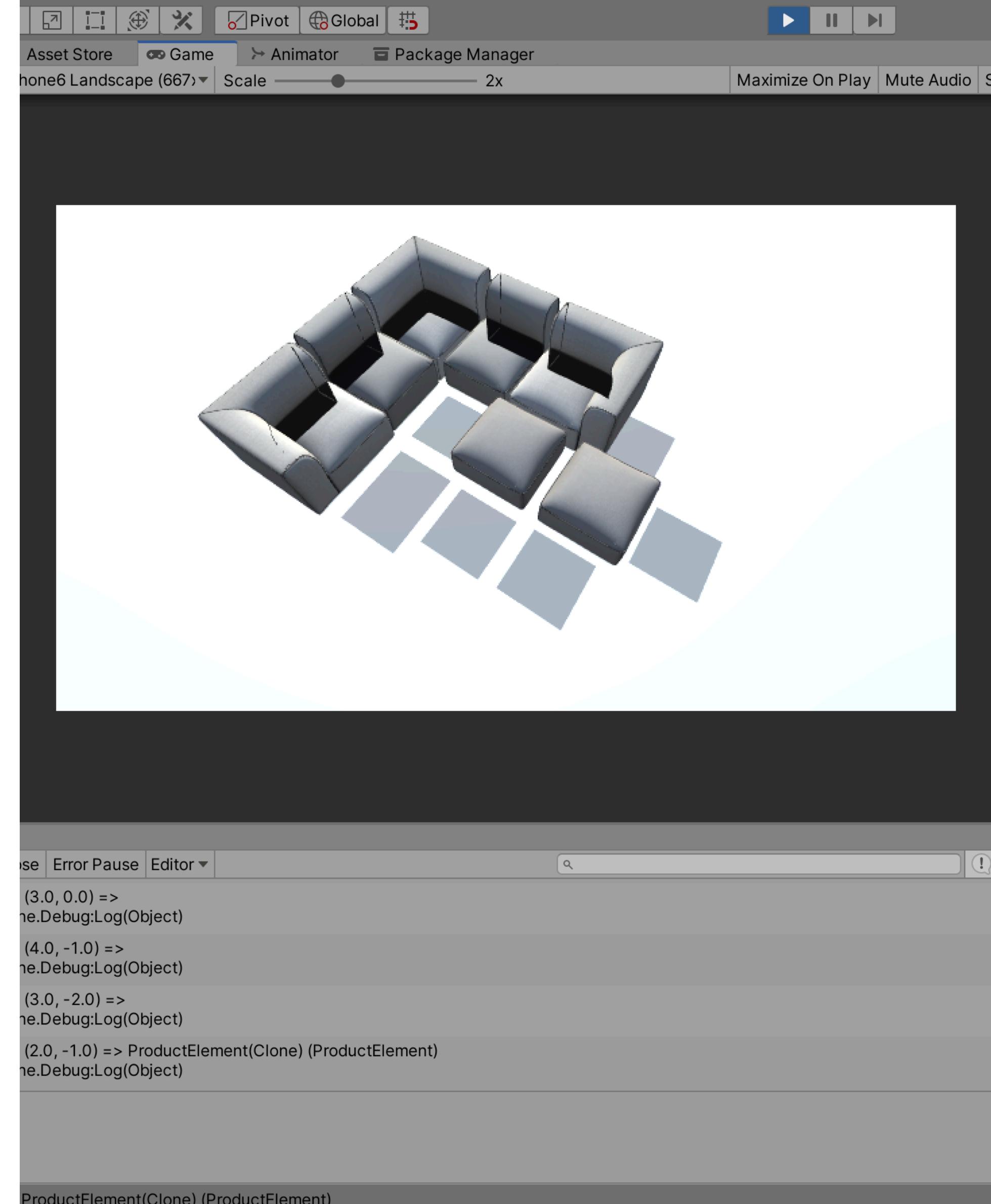
### Results

- No Unity, 2019 WebGL platform doesn't work and we need it to be accessible from the website to every device
- 3D is a very complex problem and needs to have a pipeline defined, focused on having the catalog available with the best visual quality, before raising the complexity



[PLAY VIDEO](#)

[UNITY PROTOTYPE](#)



```
(3.0, 0.0) =>
    he.Debug:Log(Object)
(4.0, -1.0) =>
    he.Debug:Log(Object)
(3.0, -2.0) =>
    he.Debug:Log(Object)
(2.0, -1.0) => ProductElement(Clone) (ProductElement)
    he.Debug:Log(Object)
```

ProductElement(Clone) (ProductElement)

# 3D Pipeline

REACT JS, THREE JS, PYTHON

## Viewer 3D

- Works as a React component, a web-app or an Iframe
- On mobile devices the user can play with the model in AR
- Display the dimensions next to the model and in context

**Frederik**  
Frederik 3 Seater Sofa, Autumn Green Velvet  
SOFFRE016GRE-UK

**Dimensions**

Height	79cm
Width	234cm
Depth	91cm
Leg Height	15cm
weightFrontend	49
size	3 seats
armDimensions	17 x 21 x 73 cm
productSeatDimensions	46 x 192 x 55 cm

**Details**

Colour Name	autumn green velvet
Main Material	Velvet
Leg Finish	Metal, black finish
Fabric Composition	100% Polyester

**Download Links**

[Download GLTF \(zipped\)](#)  
[Download USDZ](#)  
[Download FBX](#)

## EDITOR 3D

**Frederik**  
Frederik 3 Seater Sofa, Autumn Green Velvet  
SOFFRE016GRE-UK

**WEB**   

**VIEW** **DIMENSIONS** **FULLSCREEN**

Wrong dimensions in PIM

**Dimensions**

Height	79cm
Width	234cm
Depth	91cm
Leg Height	15cm

**Details**

Colour Name	autumn green velvet
Main Material	Velvet
Leg Finish	Metal, black finish
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**Download Links**

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## MODEL APPROVAL

# Results

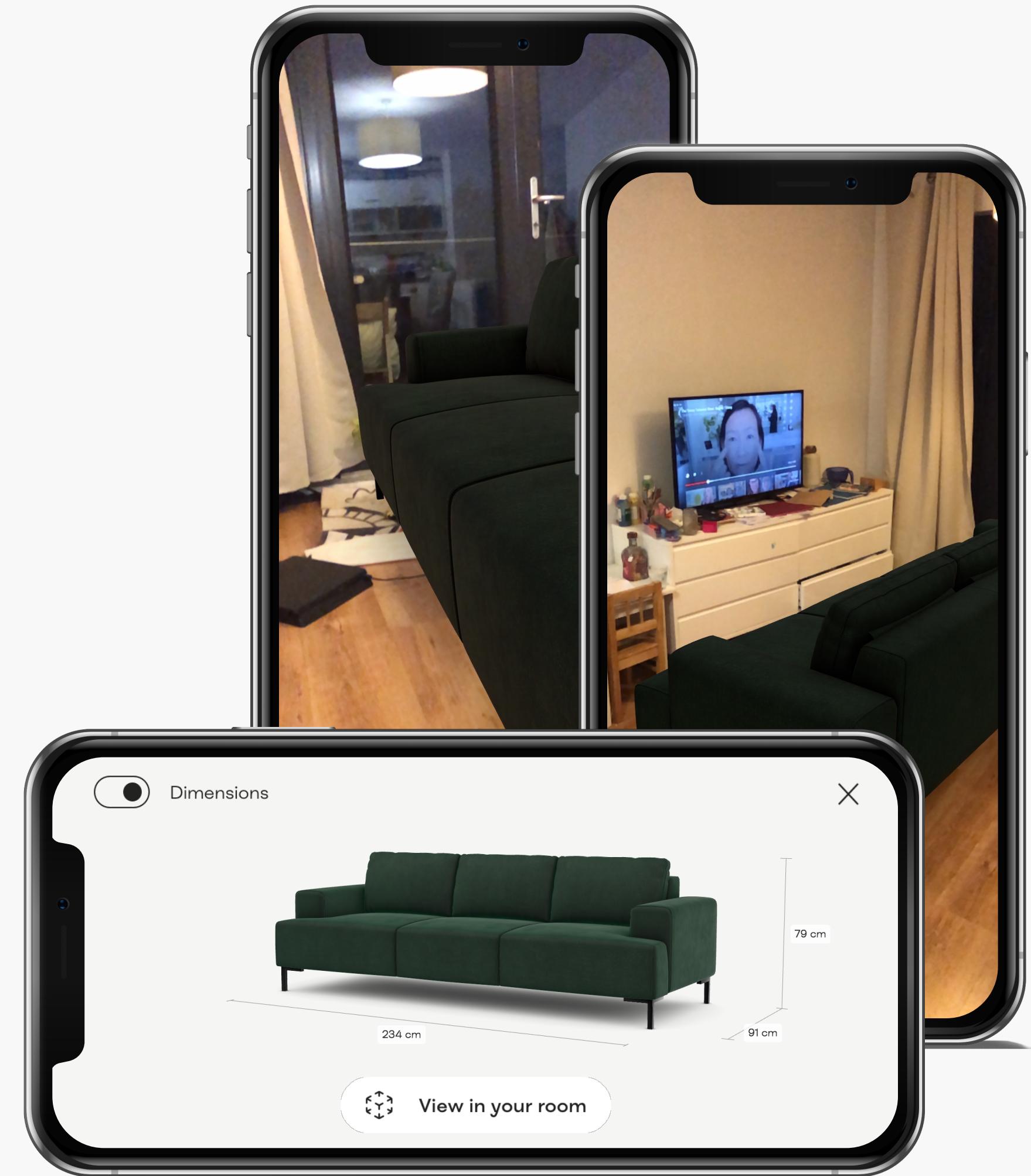
## VIEWER 3D

### Workflow & Release

- 3 external companies and 40+ artists use the editor
- 4,500+ models approved and ready
- 20+ interviews, users are very excited with the quality of the models and the dimensions in context
- Release in A/B test, currently in final QA testing (very soon)
- Democratizing AR for every mobile device



TAP ON THE PIC : 3D/AR



Thank you :)

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