The Mini Bag

it's dangerous to go alone! Take this. 🛍

To the most loyal Kohl's customers, this is the shopping bag. The mini bag offers a way to make quick changes and reduce the distance to checkout where conversion drops significantly.
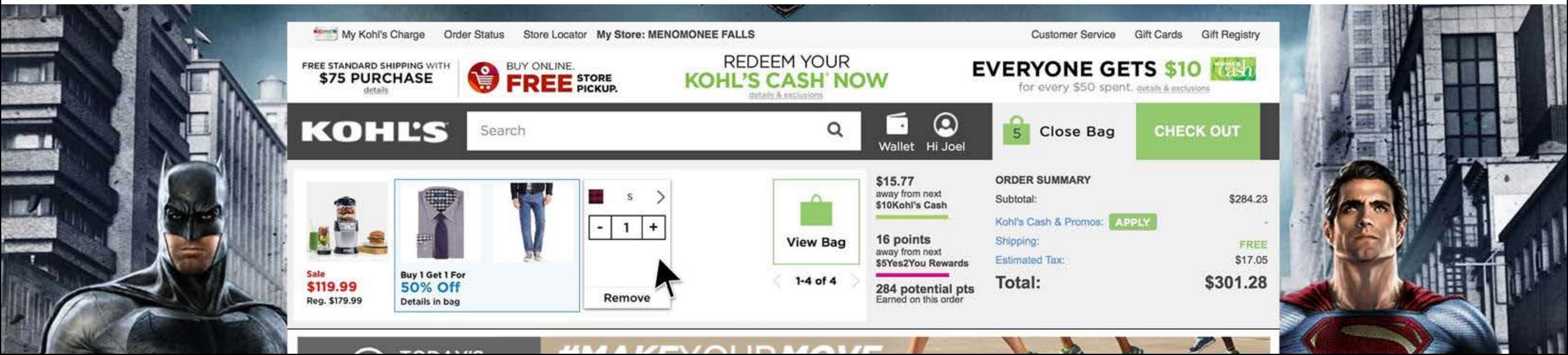
Timeframe

6 months
Design and usability testing
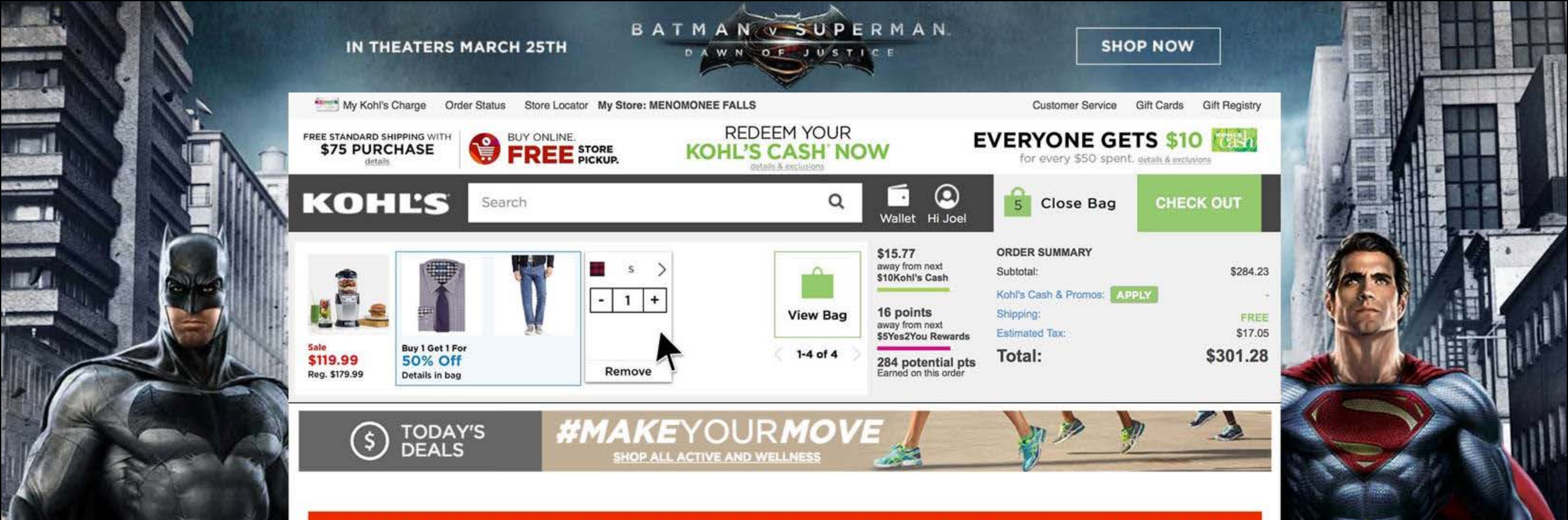
Role

CX Lead
and Experience Designer

Shipped

June 2017

Designed by Joel Wisneski
hi@Joelski.design

What we did

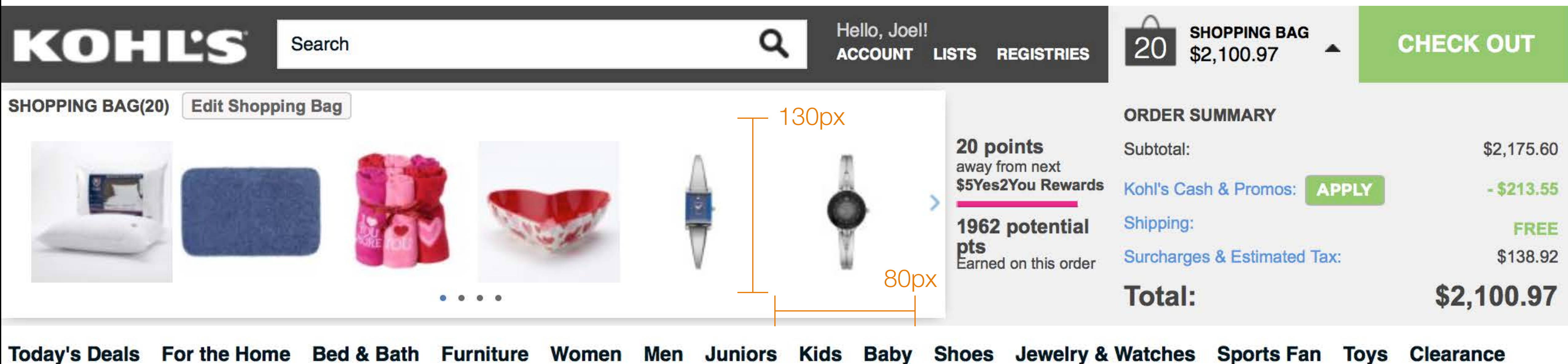| Decreased bag views by	Compare products and prices	See hidden prices with
7%	side-by-side	1-click

Before the redesign

a lot of stuff in a small space

The height of the bag couldn't change by even a pixel but we had to show **price**, **quantity**, **size** and **color**. None of these were displayed before this project.
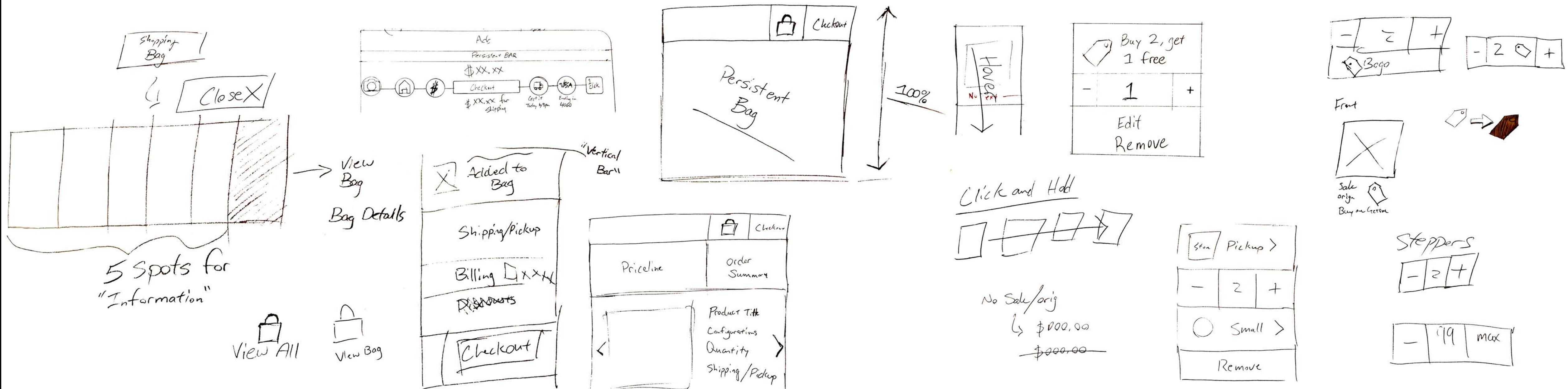
Out of scope

Reframing it

more content in the same space? Sure.

We couldn't change the size of the bag or what needed to
be displayed but we could change when those things are
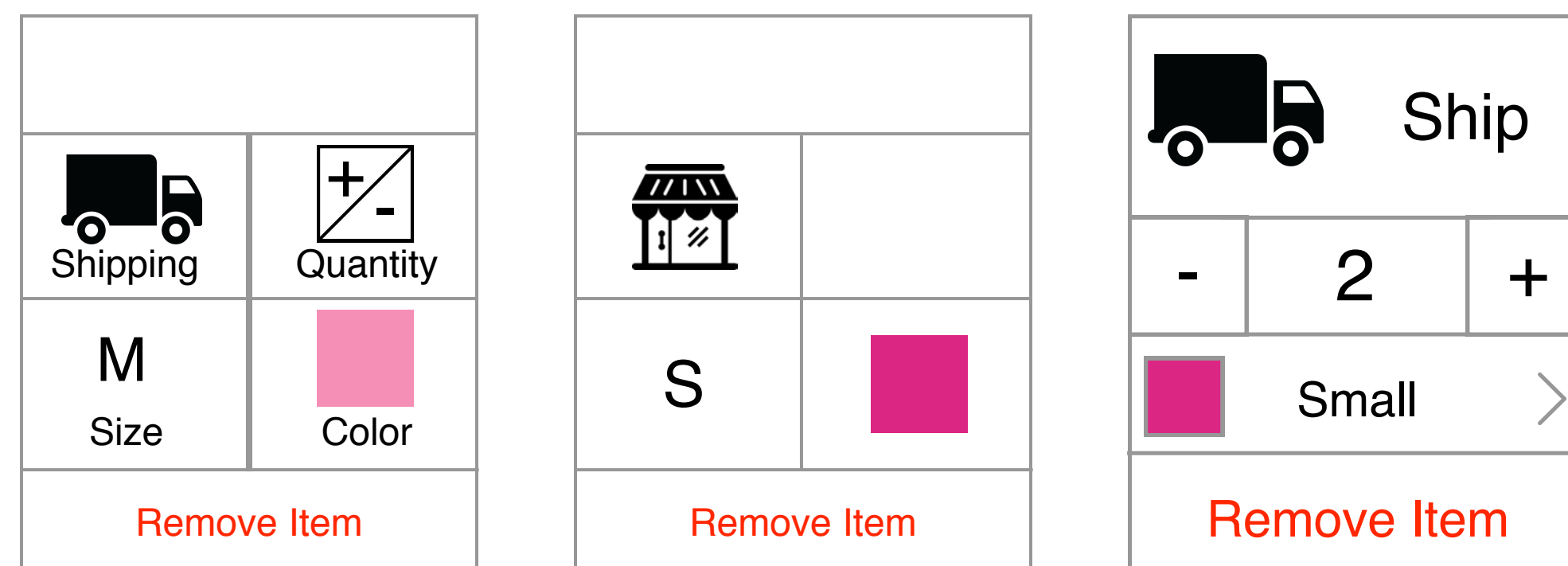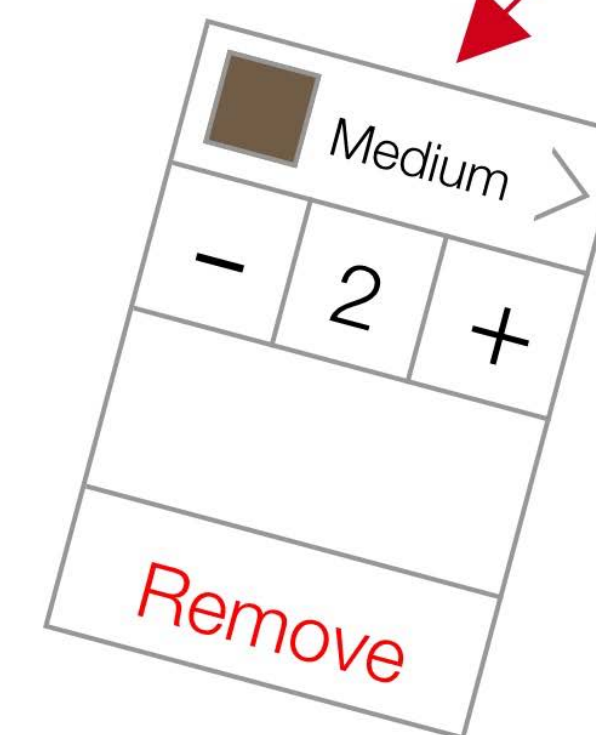shown and what triggers it.

Flipping? Awesome

quick, focused interactions inspired by Watch

We needed to create design patterns for the small space we looked to traditional mobile patterns but landed on Watch OS patterns.

The interaction space is sectioned off into pieces and each interaction is a single quick task. Selecting size and color take more thought so we opted to redirect the customer back to the product page.
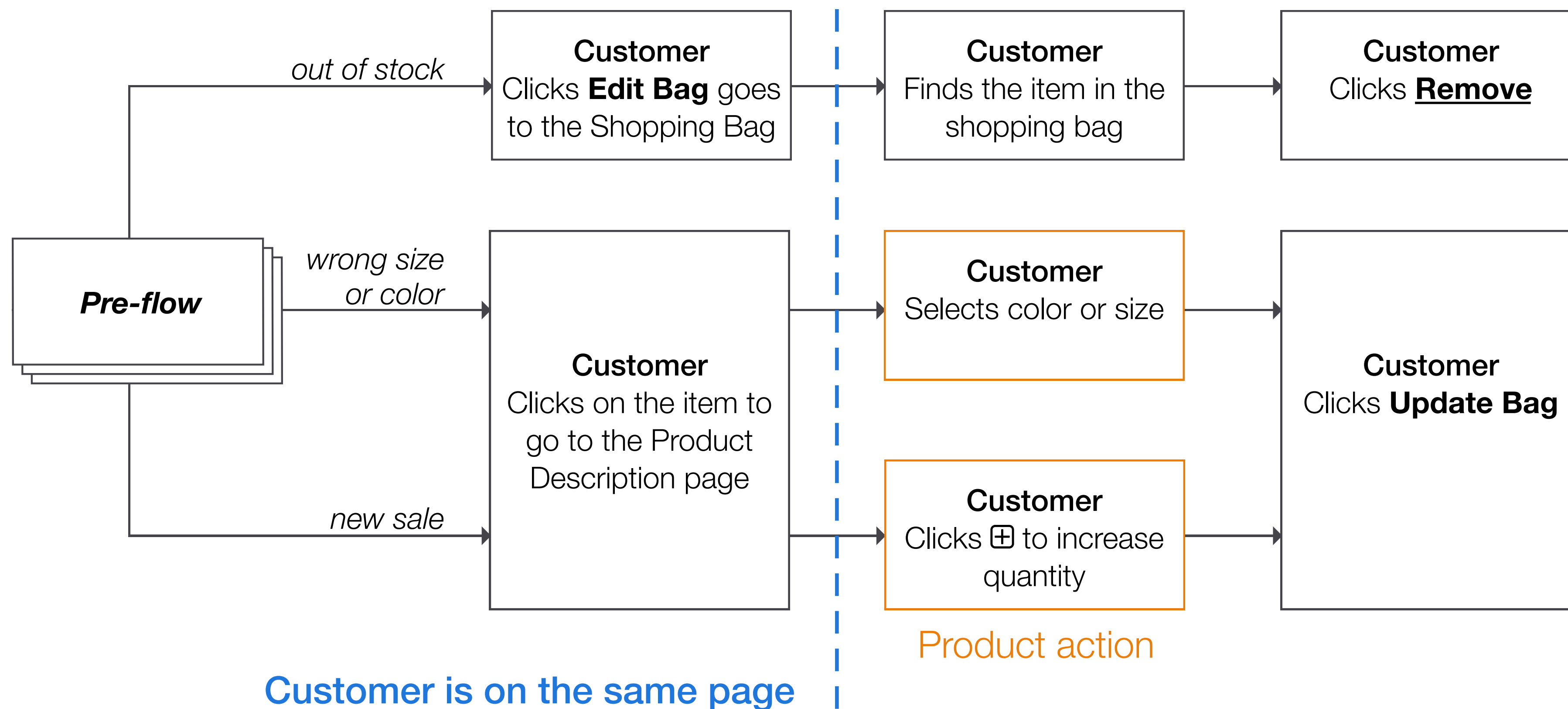
Sale
$15.99
Reg $599.99

Medium ›
− 2 +
Remove

Small ›
− 2 +
Buy 2 get 1 free
Remove Item

Shipping | Quantity
M Size | Color
Remove Item

S
Remove Item

Ship
− 2 +
Small ›
Remove Item

On the same page

before the redesign

The mini bag flow (before)

- Pre-flow

- out of stock → **Customer** Clicks **Edit Bag** goes to the Shopping Bag → **Customer** Finds the item in the shopping bag → **Customer** Clicks **Remove**

- wrong size or color → **Customer** Clicks on the item to go to the Product Description page → **Customer** Selects color or size → **Customer** Clicks **Update Bag**

- new sale → **Customer** Clicks ⊞ to increase quantity → **Customer** Clicks **Update Bag**

Product action

Customer is on the same page

On the same page

after the redesign

The mini bag flow (after)

Pre-flow

out of stock

wrong size or color

new sale

Customer Hovers over the item

Customer Clicks **Remove**

Item is removed

Customer Clicks **color/size module**

Customer Clicks ⊞ to increase quantity

Item Quantity +1 sale price is shown

Product Action

Customer is sent to the Product Description page

Customer is on the same page
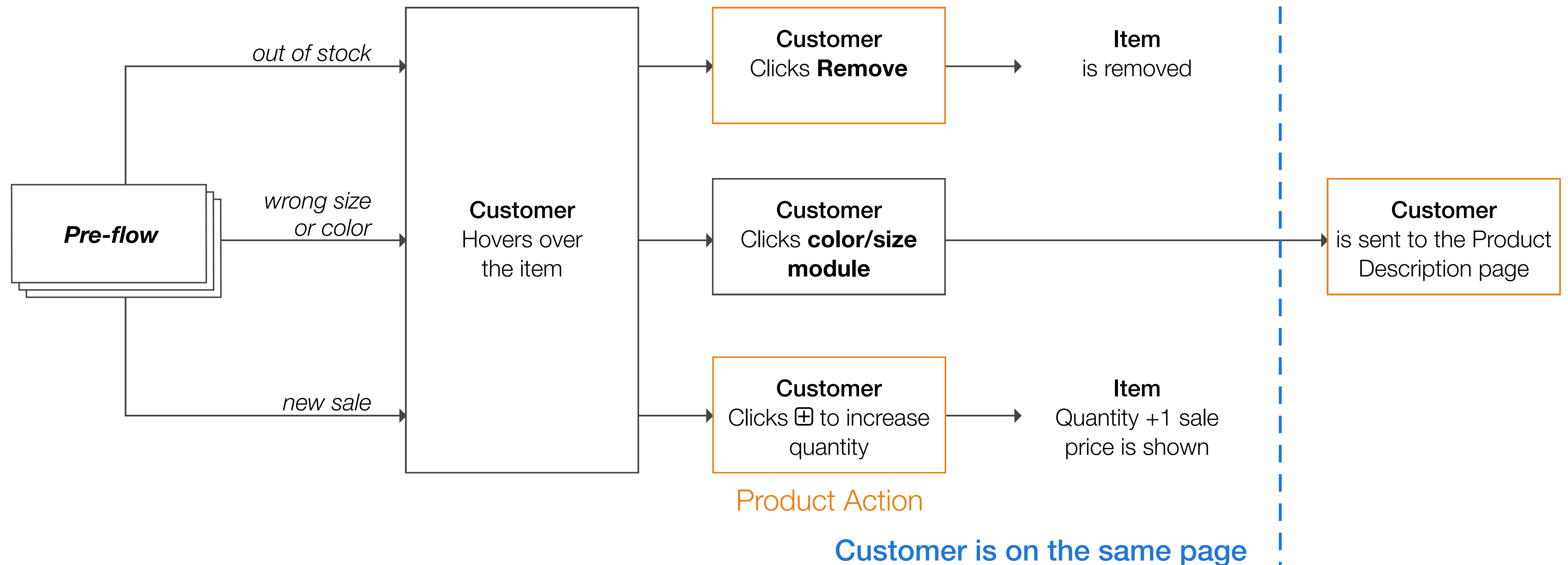
Testing the concept

gathering feedback from the customer

Before releasing anything we wanted to put it in front of customers. This test came late in the design process but provided us with some guidance for the last push.
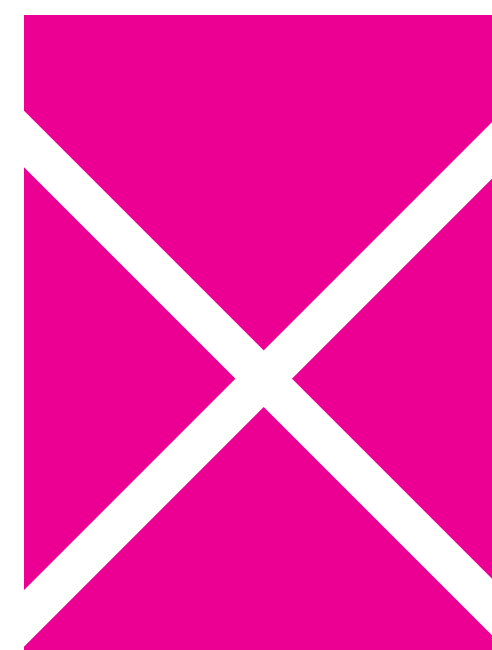
Some of our key takeaways had nothing to do with the test but rather the process of conducting tests with a dedicated research team at Kohl's. We developed a bi-weekly cadence as a result.

December

January
17

Out of stock   Out of stock   Out of stock

The evolution of out of stock items, it had to be visible but customers who saw a greyed out image thought we changed their selection.
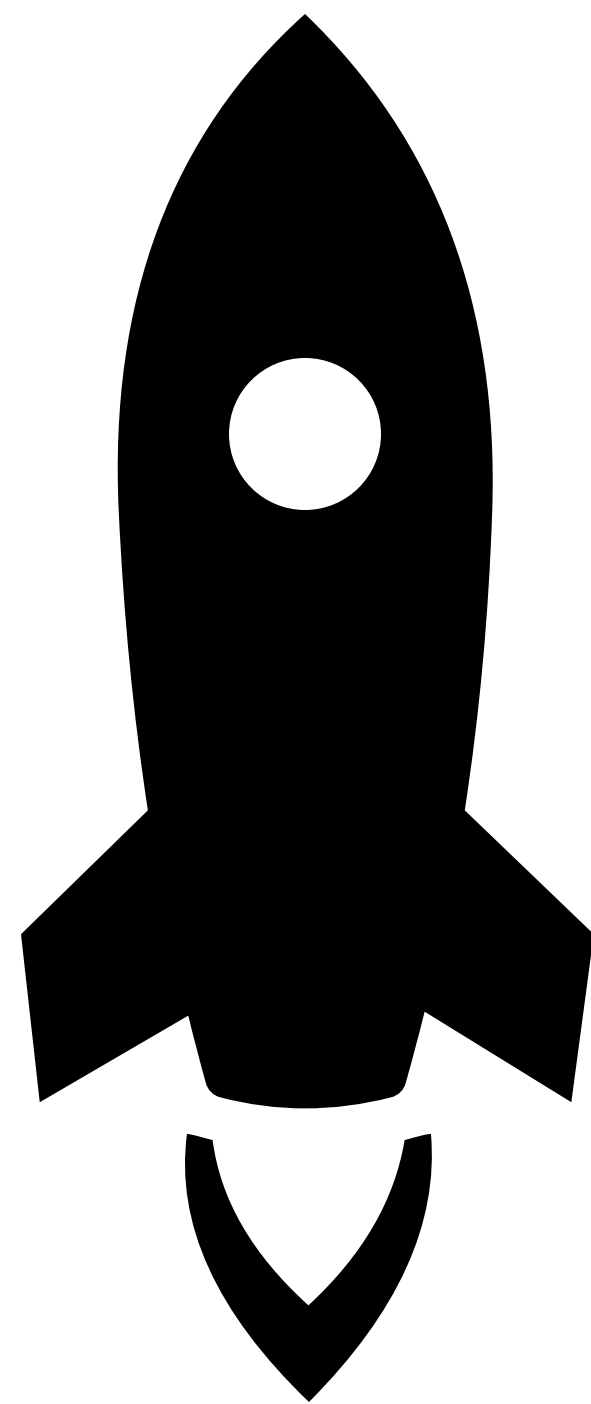
We developed a way to mimic the passage of time during the test to reset the customer's expectations between some tasks

Live now at Kohl's

next we used our insights to simplify discounts

Projected to make

$108,000,000

over 3 years

| Launch savings | or say "hey" |