



P2B Design Concept - Kyle Burger

Design Brief

Project overview

Old Navy's presence as a clothing retailer has only grown since its establishment 20 years ago, but as addressed in the previous document, it is not without its flaws. Its mobile interface is not fully optimized for the best possible user experience, lacking proper design principles and key usability features. The issues present act as a barrier to sales, and will continue to hinder the growth of Old Navy as a business if not properly addressed.

This document will focus on and provide design solutions for one key feature in Old Navy's Mobile interface: purchasing clothes.

Design Brief

Problems Breakdown

The following design issues have been identified in Old Navy's mobile checkout interface:

- Bombardment of unnecessary information, adverts, and popups hinder the user from making a purchase
- Unconstrained input forms can lead to input "Garbage in" - leading to poor outputs
- Pages are lengthy and feel much like a resized web interface as a result
- Users cannot edit their purchase on the confirmation page without being sent back to a form they have already completed. This causes users to re-enter information, and may lead to frustration

Design Brief

Design Objectives

The objectives of this re-design are:

- Simplify checkout process by eliminating unnecessary cognitive barriers (ads, popups, etc.) and shortening pages
- Allow users to edit their order on the confirmation page itself
- Constrain and improve input fields in favor of minimal garbage in
- Optimize checkout experience utilizing design principles that work best in mobile interfaces
- Adhere to Old Navy's design and color scheme


This is assuming that:

- Users are distracted by Old Navy deals/ads during the checkout process, and therefore would NOT like to see them
- Users prefer a more simplistic mobile checkout, as opposed to an extremely in-depth interface

Design Brief


Target Users + Personas

The following are target users based on personal experience with the app (no user interviews were conducted). They represent the demographic that the re-designed interface will likely benefit the most.

Persona 1: “The Student”	Profile	Goals and Tasks	About
	<ul style="list-style-type: none">• 18 years old• Just moved to the city• Needs new clothes	<ul style="list-style-type: none">• Wants to order new clothes with ease• Wants to be able to ship to his new address	<p>John just moved to Chicago for school, and wants a simple way to update his wardrobe. He’s shopped at Old Navy online before, but prefers to shop in their store nearby since it takes a long time to enter in everything online. However, he no longer has a store nearby in the city. He would love to be able to order clothes with ease from his phone and ship to his new address.</p>

Design Brief

Target Users + Personas

Persona 2: “The Shopper”	Profile	Goals and Tasks	About
	<ul style="list-style-type: none">• 24 years old• Loves online and in-store shopping	<ul style="list-style-type: none">• Wants to be able to order clothes easily• Wants an online store that supports her frequent buying habits	<p>The only thing Andrea loves more than shopping in a store is shopping online. She likes the ease of buying clothes from her phone. She finds that when an online store makes it easy for her to checkout, she's more likely to make the purchase.</p>

Design Brief

User Tasks

The following are user tasks that the new design supports:

- As a user, I would rather see Old Navy deals while browsing their website as opposed to during the checkout process
- As a user, I prefer a simpler checkout process that focuses on the bare minimum of information while on mobile
- As a user, I would like to be able to save my shipping addresses so I can change them easily
- As a shopper, I would prefer to check out as a guest to save time

Site Map

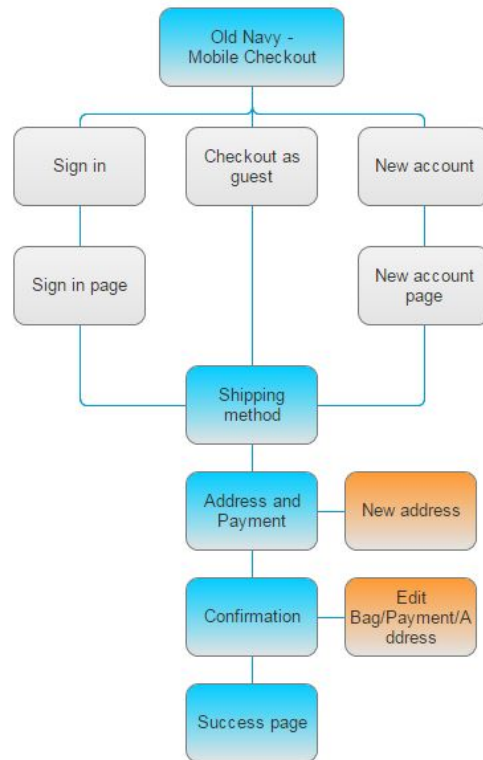
A visual overview of Old Navy's checkout redesign

The image to the right is a site map of the Old Navy checkout process redesign.

The blue rectangles represent main pages of the checkout process.

The orange rectangles represent modal panels accessible within the main pages

Users begin by selecting if they would like to sign in to an existing account, create a new account, or checkout as a guest. From there, they can select their method of shipping, then enter in their address and payment information. Users enter in their address in the address modal panel. Once they have done that, the user sees the confirmation screen, which will allow them to edit all parts of their order through various modal panels (Edit bag, edit payment, and edit address). If they are satisfied with their order, they hit 'place order' and are greeted with the success page.



Annotated Mock-Ups (Sign-in and Bag)

Images from my redesigned Old Navy checkout prototype

Users can select to sign in, create an account, or checkout as a guest when they select the "checkout" option

OLD NAVY

Sign in

Create an account

or

[Continue as guest](#)

This mock-up shows the sign-in and account creation section of the checkout process. It features a dark blue header with the 'OLD NAVY' logo. Below the header, there are two buttons: a bright blue 'Sign in' button and a grey 'Create an account' button. Between these buttons is the word 'or'. Below the 'Create an account' button is a blue link that says 'Continue as guest'. Red lines connect the text annotations to the buttons and the link.

This prototype is best showcased as a guest. Selecting this will advance to the next screen on the right

This page acts as an entry point to the checkout interface. Users will see it and know to expect a simple checkout

Users can change size and quantity of items with ease, and delete items if they choose

Shipping method takes up less real estate, drop down menu

← OLD NAVY

My Shopping Bag

	Item Name \$X.00	✕
	Size SM Qty 01	

	Item Name \$X.00	✕
	Size SM Qty 01	

Select shipping method

5-7 Days (Standard) - \$4.99

Order Total: \$X.00

Continue

This mock-up shows the shopping bag and shipping method selection section. It features a dark blue header with a back arrow and the 'OLD NAVY' logo. Below the header, there is a section titled 'My Shopping Bag'. It contains two identical item entries. Each entry has a placeholder image with a red 'X', the item name and price, a delete icon (✕), the size (SM), and the quantity (01). Below the bag section is a 'Select shipping method' section with a dropdown menu showing '5-7 Days (Standard) - \$4.99'. At the bottom, there is an 'Order Total' of '\$X.00' and a bright blue 'Continue' button. Red lines connect the text annotations to the item entries, the shipping method dropdown, and the 'Continue' button.

Annotated Mock-Ups (Bag)

Instead of displaying all of the options at once, shipping types are displayed in a progressive disclosure method with a dropdown menu

← OLD NAVY

My Shopping Bag

Item Name
\$X.00

Size SM Qty 01

Item Name
\$X.00

Size SM Qty 01

Select shipping method

5-7 Days (Standard) - \$4.99

5-7 Days (Standard) - \$4.99

FREE Super Saver Shipping

Continue

If the user doesn't have the funds for free shipping, this message will appear and the user will not be able to continue to the next step

← OLD NAVY

My Shopping Bag

Item Name
\$X.00

Size SM Qty 01

Item Name
\$X.00

Size SM Qty 01

Select shipping method

FREE Super Saver Shipping

Order Total: \$X.00

Free shipping requires an order of \$50.00+

Continue

System status is made visible if an invalid shipping option is selected - the process can't continue unless there is a valid shipping method selected

Annotated Mock-Ups (Shipping)

Users will see this page once they have selected a shipping option and pressed continue. Pages all have minimal cognitive loads - no ads or clutter present

The mock-up shows a screen with a dark blue header containing a back arrow and the text 'OLD NAVY'. Below the header, the text 'Ships to:' is followed by a white box with a blue truck icon and the text 'Enter an address'. Below this is a dropdown menu with the text '-- Select payment method --'. At the bottom, there is a grey button labeled 'Continue'. A red line connects the text 'Pages all have minimal cognitive loads - no ads or clutter present' to the main content area. Another red line connects the text 'Reminder to users that this is not the final step, in order to prevent error' to an information icon and a message at the bottom.

Ships to:

Enter an address

-- Select payment method --

i You will confirm this purchase on the next screen

Continue

Reminder to users that this is not the final step, in order to prevent error

Selecting 'Enter an address' will open up this window

Inputs have hint text as well as constraints preventing certain characters from being entered. For instance, letters and dashes cannot be entered in the phone input. It will place dashes in automatically

Selecting save will, of course, save the address to the user's account. If they are a guest, they have an option to save their info at the end

The mock-up shows a window with a dark blue header containing a back arrow and the text 'OLD NAVY'. Below the header, the text 'Enter a new address' is followed by a white box with a blue person icon and the text 'Full name'. Below this is a white box with a blue phone icon and the text '(000)-000-0000'. Below this are two white boxes labeled 'Address Line 1' and 'Address Line 2'. Below these are two white boxes labeled 'City' and 'State'. Below these are two white boxes labeled 'State' and 'ZIP'. At the bottom, there are two buttons: 'Cancel' and 'Save'. A red line connects the text 'Selecting \'Enter an address\' will open up this window' to the top of the window. Another red line connects the text 'Selecting save will, of course, save the address to the user's account. If they are a guest, they have an option to save their info at the end' to the 'Save' button. A third red line connects the text 'Inputs have hint text as well as constraints preventing certain characters from being entered. For instance, letters and dashes cannot be entered in the phone input. It will place dashes in automatically' to the phone input field. At the bottom, there is a grey button labeled 'Continue'. An information icon and a message are at the bottom left.

Enter a new address

Full name

(000)-000-0000

Address Line 1

Address Line 2

City

State ZIP

Cancel Save

i You will confirm this purchase on the next screen

Continue

Annotated Mock-Ups (Shipping)

Shipping address appears once 'Save' is selected - users can enter a new address by selecting the box again or the button below it

← OLD NAVY

Ships to:

YourName Johnson
123 Fake Street
Chicago, IL
60614

☒

[Use a different address](#)

-- Select payment method -- ▾

i You will confirm this purchase on the next screen

Continue

This interface opens when the 'Use a different address' or shipping address button is selected

Buttons are larger, so users moving quickly through this process have a lower chance of pressing the wrong thing

← OLD NAVY

YourName Johnson
123 Fake Street
Chicago, IL
60614

☒

New address...

Cancel

Save

i You will confirm this purchase on the next screen

Continue

Annotated Mock-Ups (Shipping)

When the user selects 'New Address':

OLD NAVY

Enter a new address

Full name

(000)-000-0000

Address Line 1

Address Line 2

City

State ZIP

i You will confirm this purchase on the next screen

New addresses
will be logged
with previous
addresses

OLD NAVY

YourName Johnson
123 Fake Street
Chicago, IL
60614

YourName Johnson
567 Faker Street
Fake Beach, IL
60740 ☒

New address...

i You will confirm this purchase on the next screen

Selecting a
logged address
will activate it for
user's order

OLD NAVY

Ships to:

YourName Johnson
567 Faker Street
Fake Beach, IL
60740 ☒

[Use a different address](#)

-- Select payment method --

i You will confirm this purchase on the next screen

Annotated Mock-Ups (Shipping and Confirmation)

Selecting a payment option will open the credit card inputs. This is another example of utilizing progressive disclosure

Once the user enters their payment information, the continue button will highlight, verify the info, and then proceed to the next step (upon being pressed)

← OLD NAVY

Ships to:

YourName Johnson
567 Faker Street
Fake Beach, IL
60740

[Use a different address](#)

Visa Card

XXXX-XXXX-XXXX-XXXX

MM / YY CCV

i You will confirm this purchase on the next screen

Continue

← OLD NAVY

Shipping **Edit**

YourName Johnson
123 Fake Street
Chicago, IL
60614

Shopping Bag **Edit**

Item 1 ...	\$ X.00
Item 2...	\$ X.00
Shipping...	\$ X.00
Tax...	\$ X.00
Total	\$ X.00

Payment **Edit**

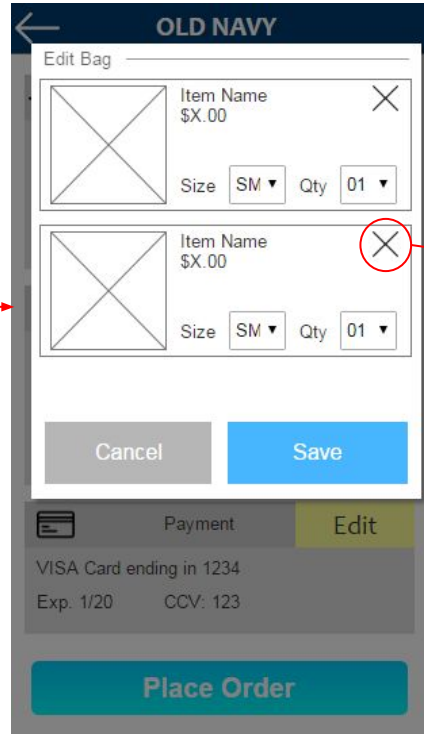
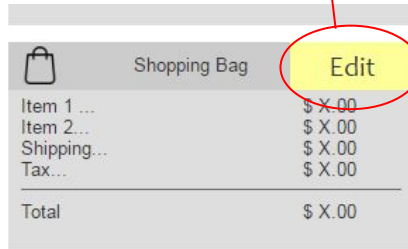
VISA Card ending in 1234
Exp. 1/20 CCV: 123

Place Order

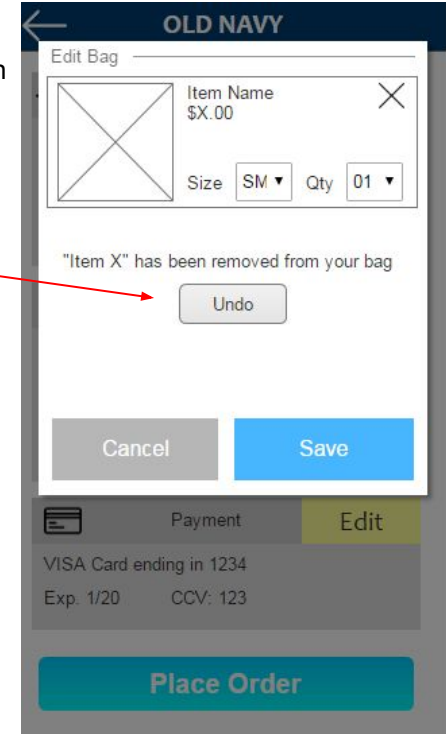
Each section has an Edit button, opening a modal panel on the same page

Annotated Mock-Ups (Confirmation)

Selecting the edit button will open a modal panel like the one to the right



Users are presented with a familiar interface and can delete items



Annotated Mock-Ups (Confirmation)

Once all edits have been made, users can select the place order button

← OLD NAVY

Shipping Edit

YourName Johnson
123 Fake Street
Chicago, IL
60614

Shopping Bag Edit

Item 1 ...	\$ X.00
Item 2...	\$ X.00
Shipping...	\$ X.00
Tax...	\$ X.00
<hr/>	
Total	\$ X.00

Payment Edit

VISA Card ending in 1234
Exp. 1/20 CCV: 123

Place Order

If guest checkout was selected, users will be asked if they would like to have their information stored into an account

← OLD NAVY

Shipping Edit

YourName Johnson
123 Fake Street
Chicago, IL

Would you like to have your information stored into an Old Navy account automatically?

No Yes

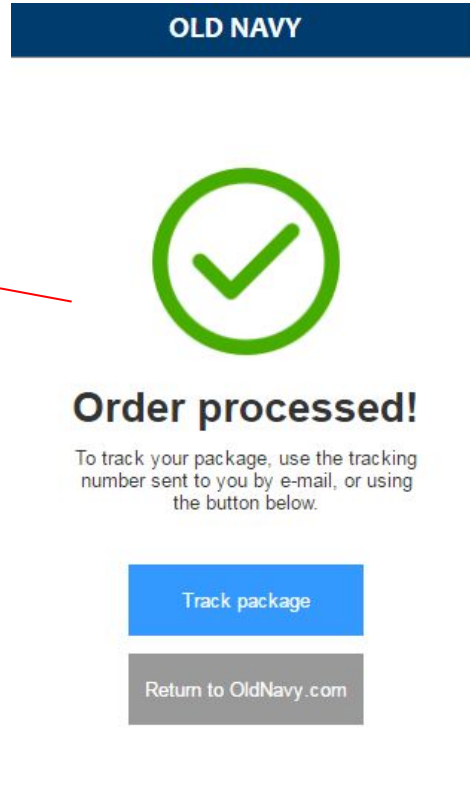
Payment Edit

VISA Card ending in 1234
Exp. 1/20 CCV: 123

Place Order

Annotated Mock-Ups (Confirmation)

Success! This page confirms that the user's order has been placed. From here, users can see a package tracker or return to browsing the site



Reflection

The Old Navy re-design makes use of a number of design principles in order to optimize the checkout interface for mobile platforms. A user selecting the option to checkout is greeted with a very simple sign-in interface, essentially telling them that the rest of the interface will be easy to use. This reflects the entry point principle in that the user's first impression will likely be one expecting simplicity. Another key principle I tried to make use of was progressive disclosure. I recognized that the current Old Navy mobile interface barely makes use of this, and it helps to keep users from being overwhelmed. It's easy to throw a lot of information at users during a checkout process, so I decided to have a lot of information disclose itself as the user progresses. Performance load also involves how much information is being thrown at the user, and I also wanted to make sure that no single part of the interface had a heavy cognitive load. Old Navy's current checkout interface is loaded with advertisements, which I thought would be a good idea to get rid of. After all, the user is at the checkout interface, which means they're only a few steps away from securing a deal - there isn't much point in risking the sale with distracting adverts. This interface also makes use of visibility, in that system status is often made visible to the user. For instance, if the user has not entered in credit card information, the continue button will be grayed out to show that the system cannot continue without the user's payment info. Inputs also utilize help text and constraints to prevent garbage in. This was a big issue with Old Navy's existing interface, as there were no constraints preventing users from doing things like entering letters in phone numbers. One final principle this design makes use of is confirmation. The confirmation page on the new interface makes it easy for users to edit their order all on one page. This will prevent users from needing to re-enter information, which was an issue on the old interface.

While the new design certainly fixed some of the major issues with the current interface, it was not without its share of trade-offs. One major one is that it doesn't communicate all of the information that Old Navy has in its current checkout interface. For instance, they have a help number available at the top of the screen, and a message that says 'free returns on all orders', which I have chosen to omit. I chose to remove some of these informational features because they felt like they were distracting, although they did provide helpful information. It was my goal to make the simplest interface possible, and in doing so I had to cut information that I felt was not crucial to making a purchase. Another tradeoff involved the omission of ads and Old Navy deals from checkout process entirely. This was essentially Old Navy's way of nudging the user - which, admittedly, I didn't know about some of their savings offers until I saw them in the checkout screens. It may be worth investigating how effective these ads are with user testing.

Despite these tradeoffs, I feel that the re-design met its initial goal of simplifying the checkout process and making it easier for users overall. I think that the checkout interface, above all other features of any online retailer, should have the simplest design because it is at this stage that a sale could be made. In order to secure that sale, it should be in the best interests of any company to make this experience the smoothest as possible.

Axshare File

This interface can be interacted with via Axshare or the attached .rp file

http://wc6b7m.axshare.com/#p=sign_in