

Known Source

Shopping Experience - Redesign

Sui Li Chan, Lauren Chun,
Hima Bijulal

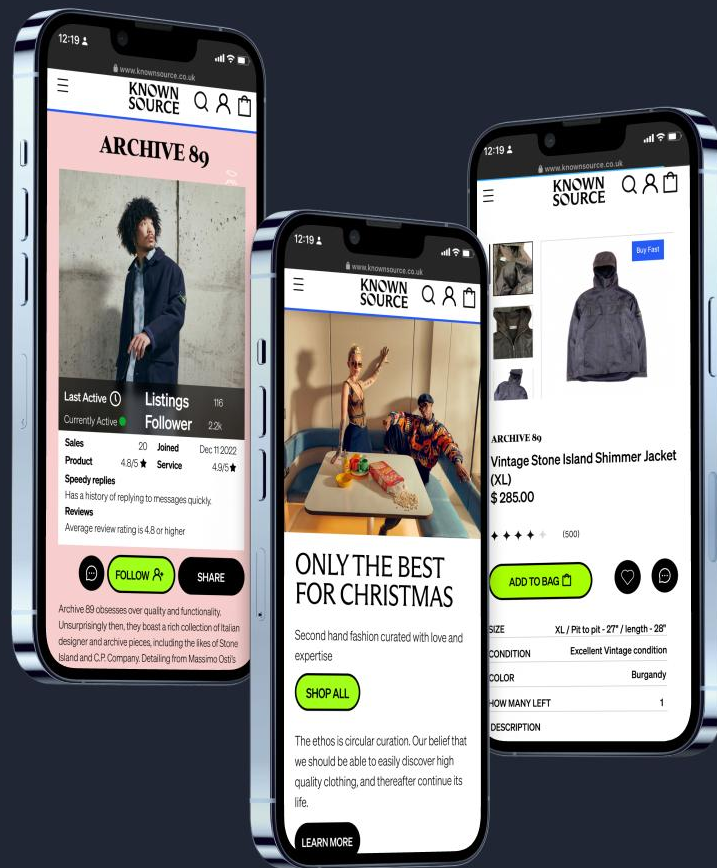


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Our Team



Sui Li Chan

UX Designer



Lauren Chun

UX Designer, Team Lead



Hima Bijulal

UX Designer



User Interviews

Interviewees consists of both experienced and inexperienced second hand shoppers.

Conclusions

1. Shopping experience
 - a. browsing, item details, product information
2. Unfamiliar interactions
 - a. UI and copy issues
3. Trust and credibility
 - a. what's the process of verification of these dealers?
 - b. who are they are why should we buy from them?

Highlights from affinity mapping

Why is the whats hot section like that? Thats weird. But the next section has arrows to scroll through.

"I'd like to be able to scroll through the list of items in the landing page instead of clicking the arrows on the "What's hot" card. We scroll so much on a daily basis so that came naturally to me"

"there's just so many products its hard to go back and forth between the pages"

Very clunky scrolling experience

key words like "buy better" → prompts user to think about the company's mission

The moving banner is very distracting, I cant focus on anything else when its on the screen

→ there's an element of curation, there's some level of quality control in the items and that KS is not just selling anything which is good for buyers

Checks to see if any dealers are familiar

"I want to know about the condition of the product. Are there any stains or wear and tear?"

when i scroll to the bottom of the product, i want to see other similar products. I dont care about the dealer

Product page – "I probably want to see what the condition is, the size, if there is anyone wearing it, how it looks like on body"

Target Problems

01

Features that
create
communities on
the platform

02

Establishing
trust between
buyers, dealers,
and Known
Source

03

Support
Sustainability
through fashion



Problem Statements

01

How might we utilize Known Source's ethos about circular curation and create a community within the platform?

02

How might we create a more seamless online shopping experience for the customers?

03

How might we allow users the ease of finding items that also support sustainability through fashion?



Survey Overview

63.4%

Save
Money

46.3%

Sustain -
ability

46.3%

Exclusive
Designs

17.1%

History

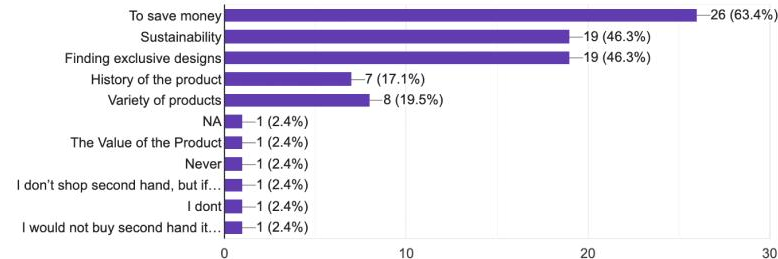
19.5%

Variety
Designs

Why would you buy second hand items?

[Copy](#)

41 responses



Survey Overview

39.0%

Size
Availability

48.8%

Damaged
Products

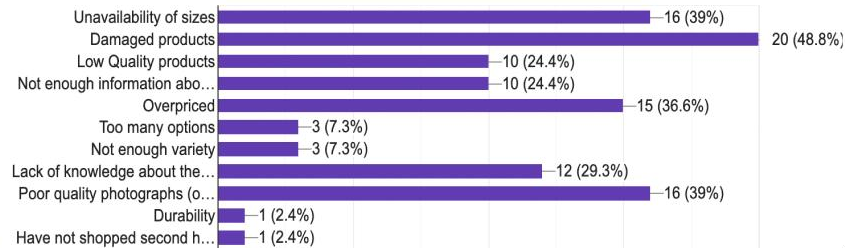
36.6%

Overpriced

What are some challenges you face while shopping for second hand or vintage items?

[Copy](#)

41 responses



Persona

THE IN-THE-KNOW (B2C PERSONA IN SECOND HAND CULTURE I)



Bio

18 – 38.
City Based, UK.
Personally curated aesthetic
Cultural enthusiast. Knowledgeable.



Traits

Active buyer and reseller.

Values “grails” discussed by the community.

Seeks out items that are limited or exclusive.

Gives new life to pre-owned pieces.

Interests

Wardrobe of rare items (hyped or unique)

Knows when all of the latest “drops” are (first and second hand).

Follows sub-cultural trends & protagonists.

Regular at fashion events and parties.

Fashion related interests (music, art, interiors)



Pain Points

Authenticity and trust.

Explore pages are low quality and boring.

Takes too long to buy & sell items.

Discovery of rare pieces is time-consuming.

Astronomical prices for hyped items

Our Value

Our dealers have sub-cultural influence.

Our dealers are trusted curators.

Curated feed aids discovery of rarities.

The grails in our product campaigns.



JEN DOE

The Classic Customer

About

26-35
London, UK
Has a defined style and is knowledgeable about trends and their own aesthetic.

Goals

Find a unique piece of clothing that they will keep for years and cherish

Wants

To find something unique that their friends do not have.
Has brand loyalty, but is interested in new designer

Needs

To find something without spending too much time looking for what aesthetic they want.

Awareness

Is not aware of Known Source and learns of known source through friends.
Not aware of the dealers on Known Source

Pain Points

Availability of sizes
Damaged Products
Trendy items are overpriced
Poor quality photographs



Feature Prioritization

Now

Home Page

- popups
- accessible

Lauren Chun

Clarify UX Copy Text for product information

Lauren Chun

Home Page Sectioning

- "Find Your Style" (Shop), "Sell With Us" (Sell), "What We Do" (About)
- Trending
- Popular brands
- Influencers
- Deals: Under \$50

Lauren Chun

Product page:

- Better product descriptions (quantity left, quality, sizing)
- accessibility
- similar items section
- "buyers have also bought" section
- tags to say SOLD OUT like discount tag

Hima Rijal

Next

Redesigning drop down menu

- shop by -- influencers, fashion style, etc.
- brands (a-z)
- dealers
- collection

change sold out items as recently purchased or maybe buyers can add pics of themselves wearing the new clothes

Lauren Chun

Breadcrumb list:

which groups an
item came from

Lauren Chun

Dealer Page:

rating/definition
to their page

- style
- aesthetic

Lauren Chun

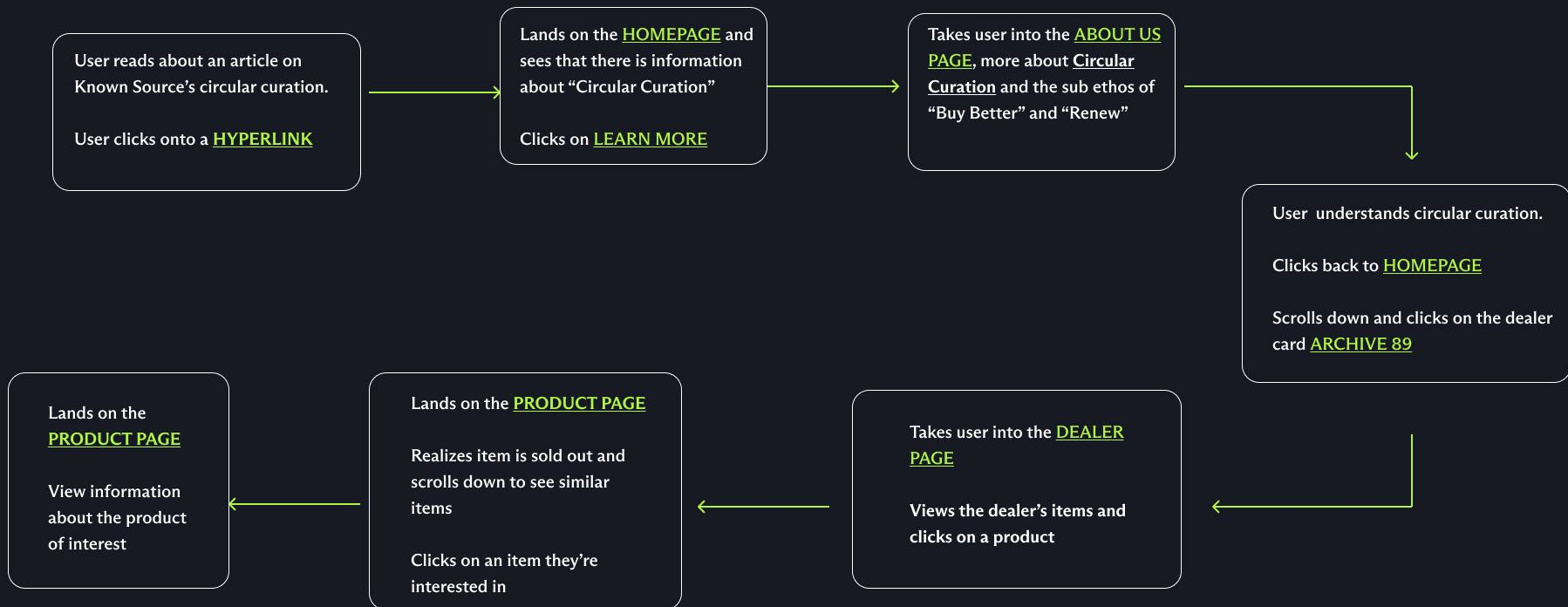
Later

Clothing Rating System

Lauren Chun

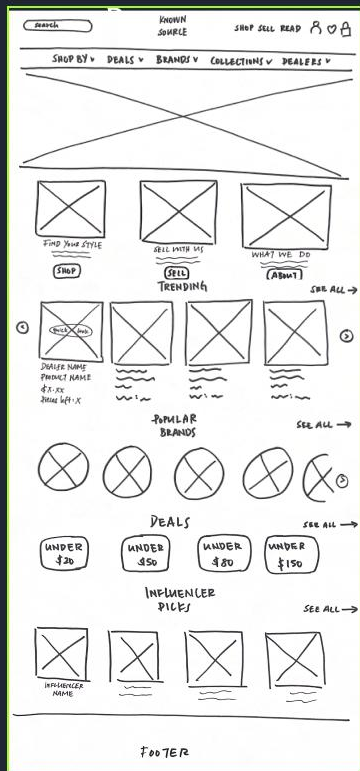


User Flow

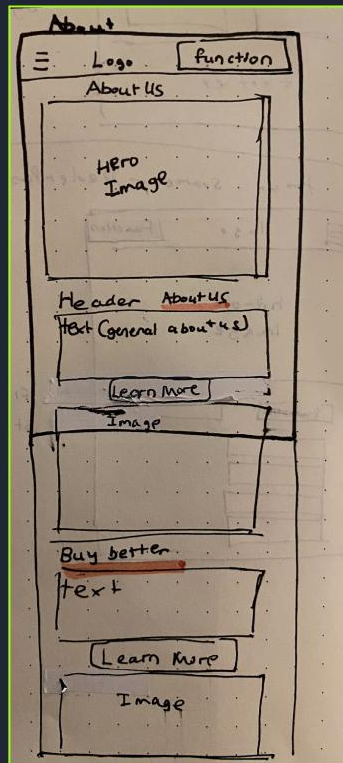


Sketches

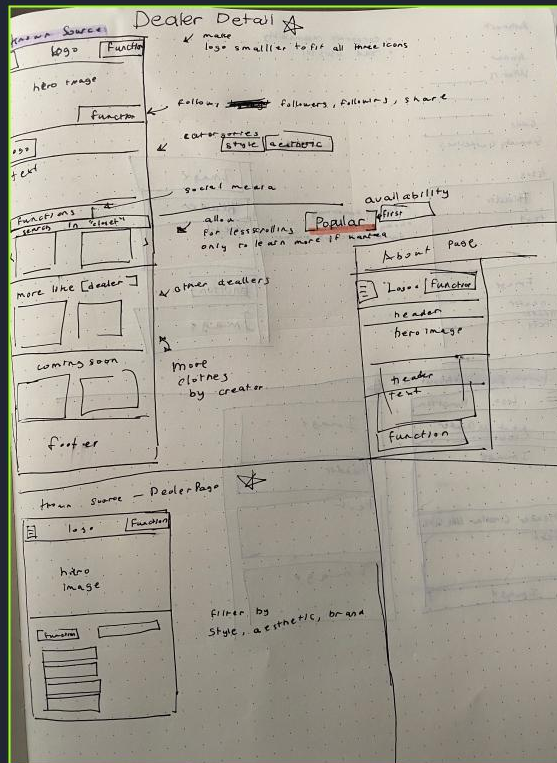
Home



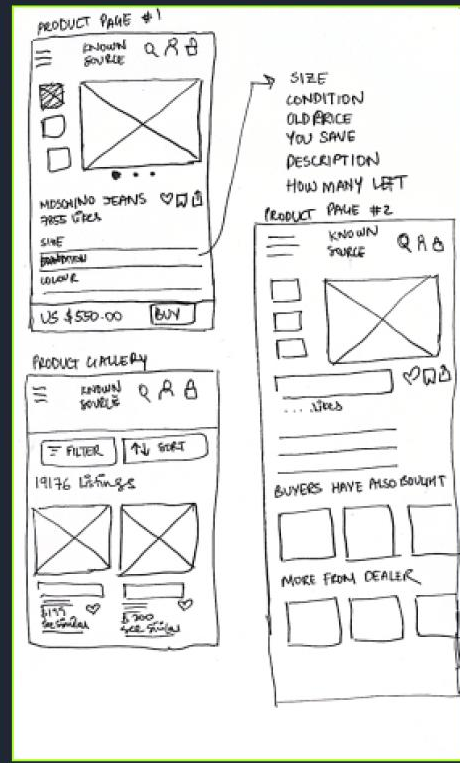
About



Dealer

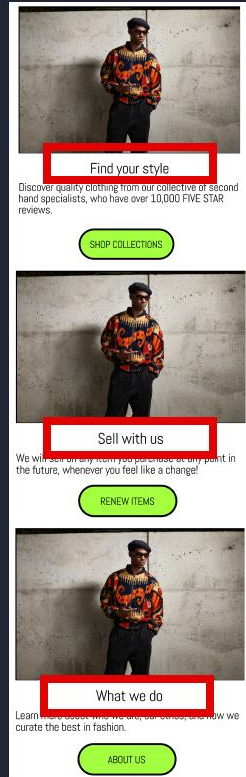


Product



Home Page

Lofi



The ethos is circular curation. Our belief that we should be able to easily discover high quality clothing, and thereafter continue its life.

LEARN MORE

SEE WHAT'S TRENDING



ARCHIVE B9
Helly Hansen Puffer (XXL)
£110.00 | XL

ARCHIVE B9
Helly Hansen Puffer (XXL)
£110.00 | XL

SEE ALL

OUR PICKS



ARCHIVE B9
Helly Hansen Puffer (XXL)
£110.00 | XL

ARCHIVE B9
Helly Hansen Puffer (XXL)
£110.00 | XL

SEE ALL

Feature Highlights:

- Sustainability
 - Circular Curation -- making the ethos known from the get go
 - Sell with us -- returning users can choose to renew their items
- Community and influence
 - Find your style -- users can start viewing collections curated by specialists
 - See what's trending and Our picks -- thinking about community and how buyers can influence other buyers and how Known Source can influence buyers
- Trust and Credibility
 - What we do -- users can learn more about Known Source and their ethos



About Page

Lofi



Theo El-Kattan, Known
Source Founder

"We've loved getting to know every one of our Dealers over the last few years. What's been made clear is that oversaturation is killing the industry and how, as a result, we're all championing the unique." – Theo El-Kattan, Known Source Founder

Our 'Circular Curation' ethos makes this possible through two key features:



Buy Better.

Buy with trust direct from our established Dealers, who've all been hand-picked for their love and expertise.

BUYER PROTECTOR



Renew.

We resell items you purchased from any Known Source storefront at any point in the future. It's as simple as that.

SELL YOUR ITEMS

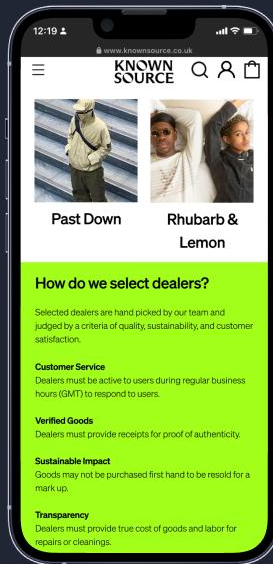
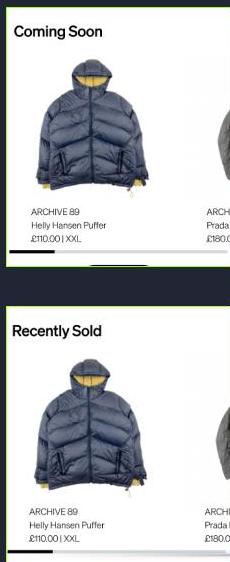
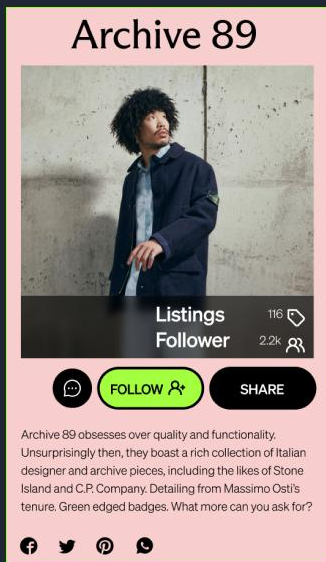
Feature Highlights:

- Sustainability through fashion
 - **Circular Curation** through “Buy Better” and “Renew”
 - **Sustainability Effort** section
- Trust and Credibility
 - Showing profiles of founders of Known Source
 - Provides users with some background information on who they are and their perspectives on the industry



Dealer Page

Lofi



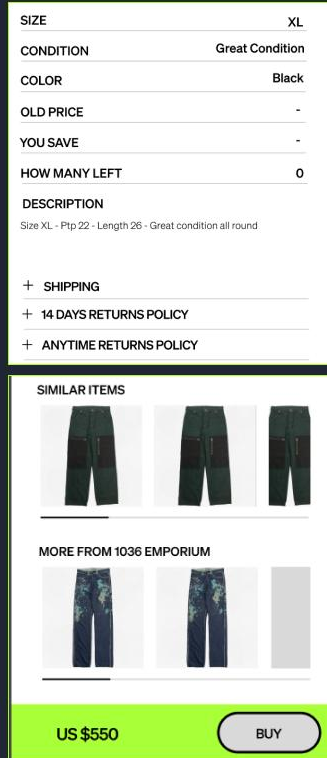
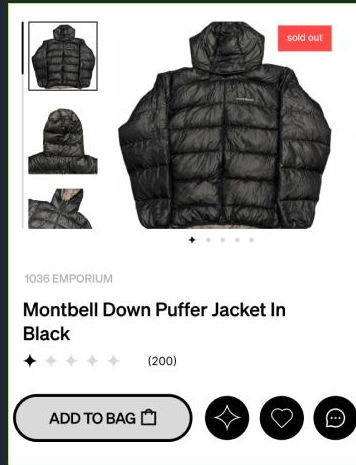
Feature Highlights:

- Trust and Credibility
 - Information about activity and profiles (i.e. followers, listings, sales, socials)
 - “Message dealer” as an option -- direct messages and communication between dealer and buyers
- Community
 - Recently Sold
 - what else the communities loves
 - Coming soon
 - Advertises what the user might be looking forward to.



Product Page

Lofi



Feature Highlights:

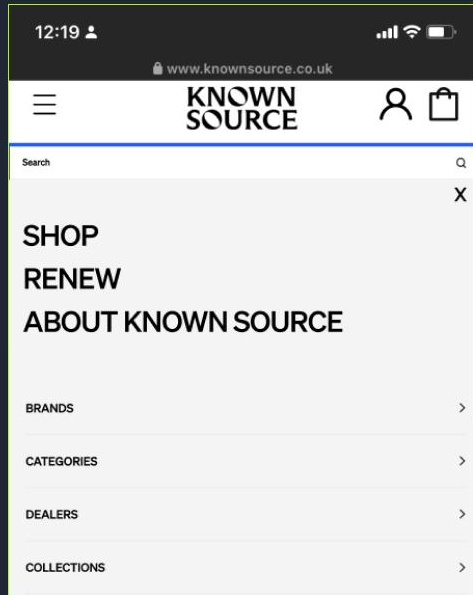
- Trust and Credibility
 - Including conditions of items and the descriptions
- Community
 - Interactive features like “wishlist”, “favorite”, and “message dealers”
- Shopping experience
 - Users are able to see similar items and more from the dealer in the case that the item they want was recently sold
 - Product information is displayed as list form instead of a pop up which makes it easier for users to read through the details



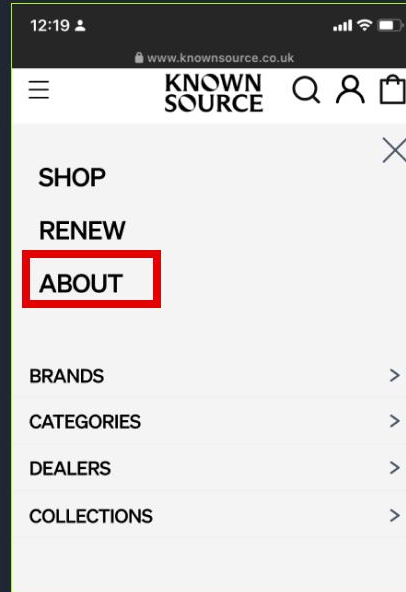
User Testing

Home Page (nav bar)

BEFORE



AFTER



Original site has five menus available: brands, categories, dealers, collections, and our picks

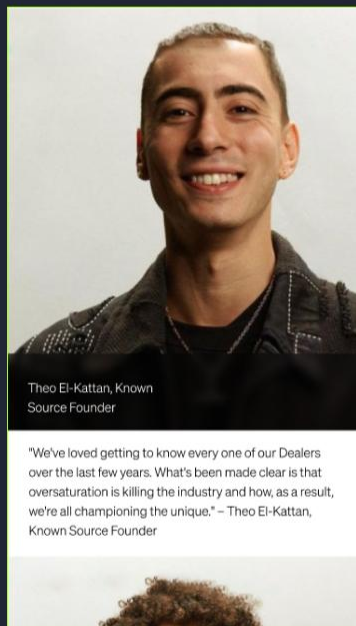
But we decided to make “Our Picks” a section on the home page instead of a menu



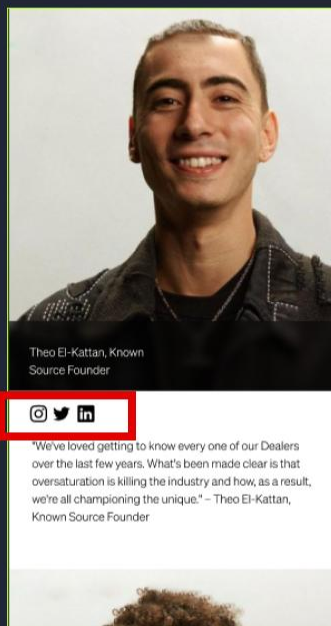
User Testing

About Page

BEFORE



AFTER



ADDITION

What others are saying



Lilian Weiermann

Known Source is helping me find and curate the closet I want and help support my community of sustainable fashion.



Xavier Sarra's - Impact VC Investor

"Having attended their launch event in London... I can definitely say they are up for something amazing. Both are on a mission of breaking down barriers to buying and selling slow fashion. Through their curation and care of luxury second hand items, you discover high-quality clothing and continue its life easily. And these two are no newbies."

Sustainability Effort



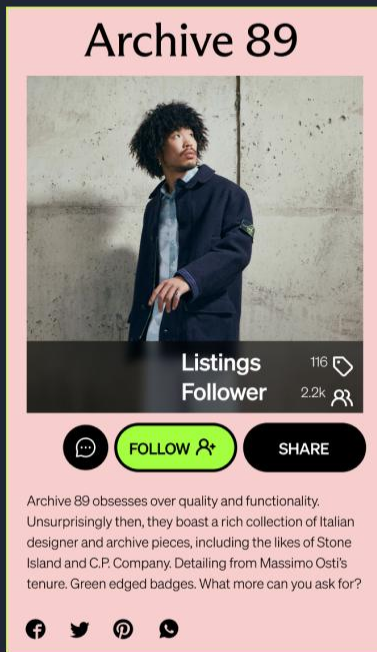
Circular Design Fashion - Ellen MacArthur Foundation

In part of circular economy, Known Source is working towards facilitating waste and pollution reduction. Luxury products and materials are given a new life and the regrowth of our environment.

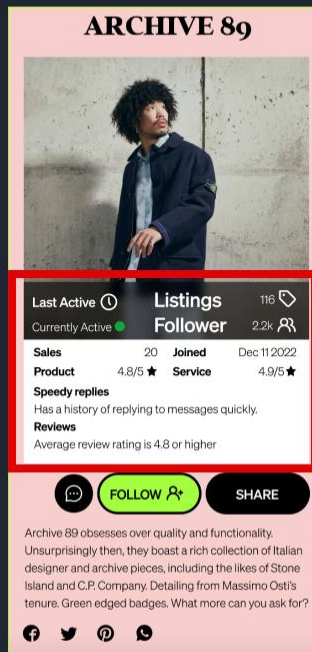


User Testing

BEFORE

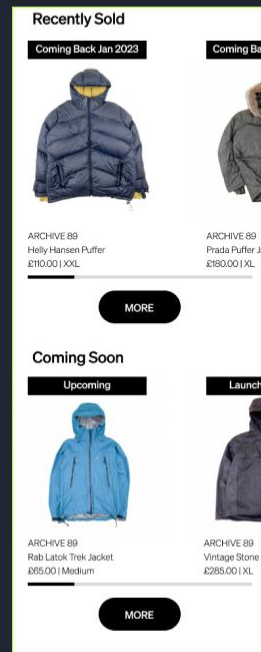


AFTER



Dealer Page

ADDITION



Sign up to stay in the know

Get notified whenever there's something new from your favorite dealer.



Text Alerts

SIGN UP

Email Notifications

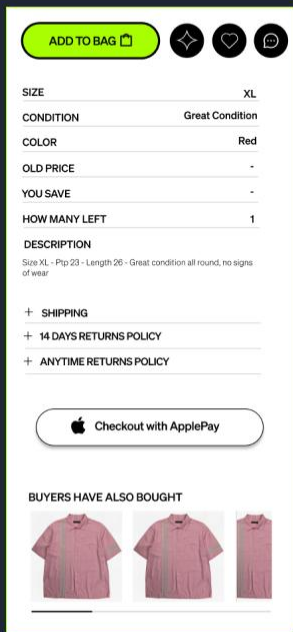
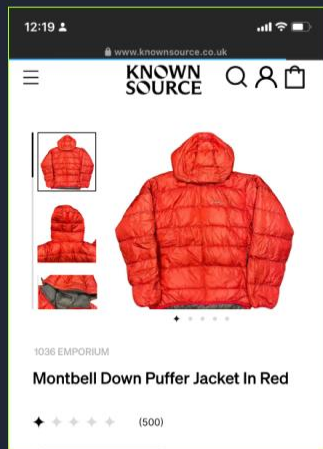
SIGN UP



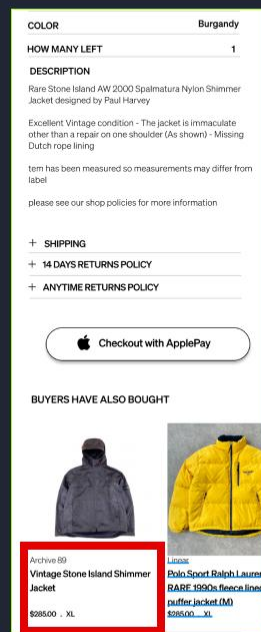
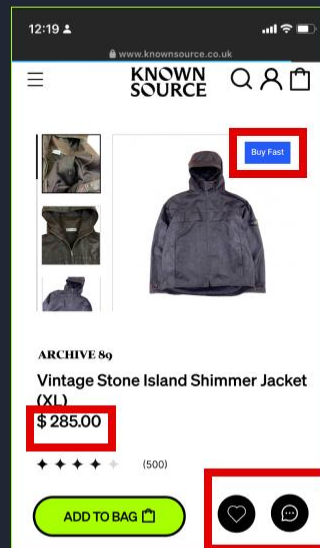
User Testing

Product Page

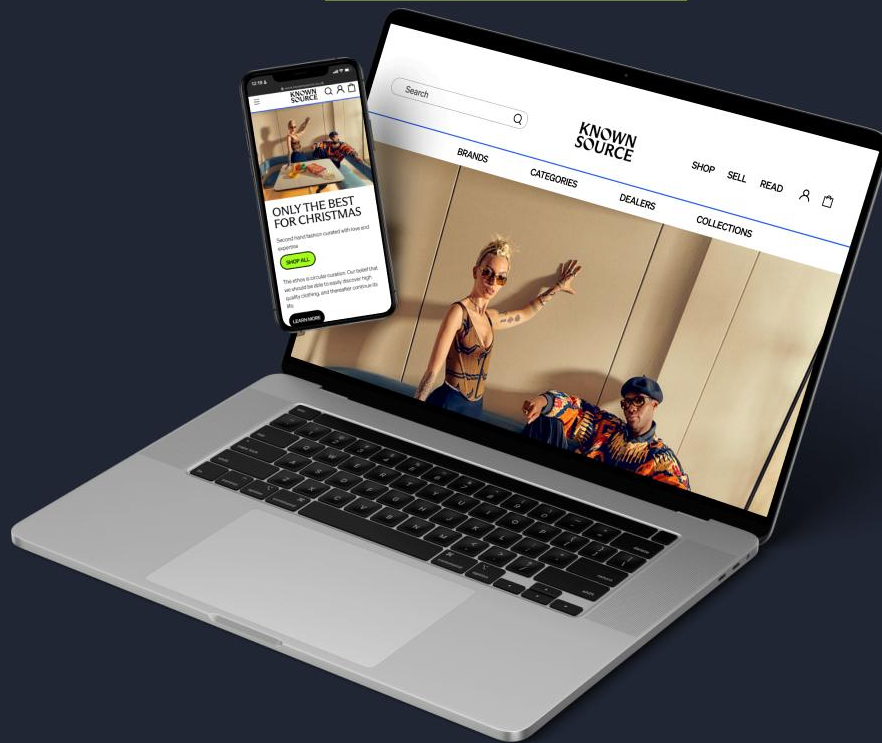
BEFORE



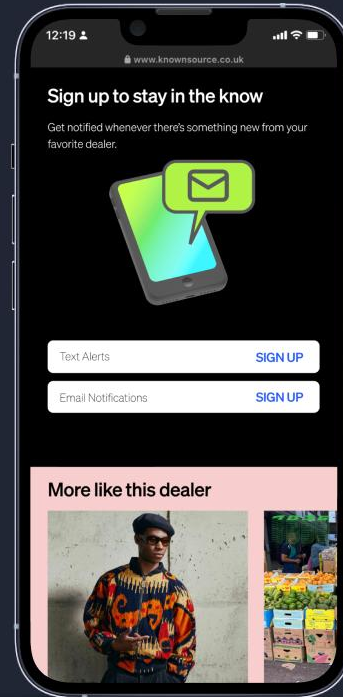
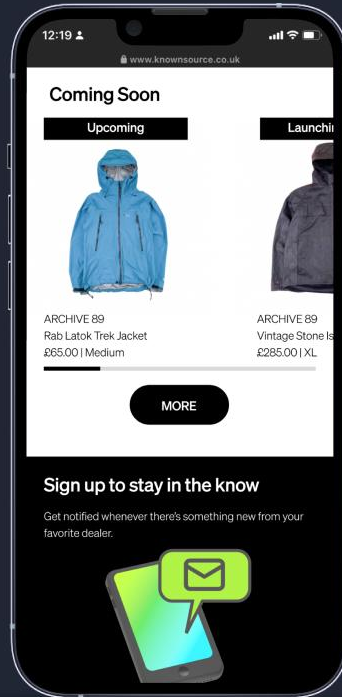
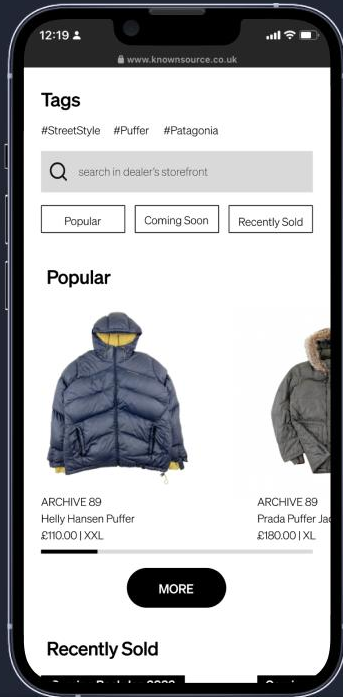
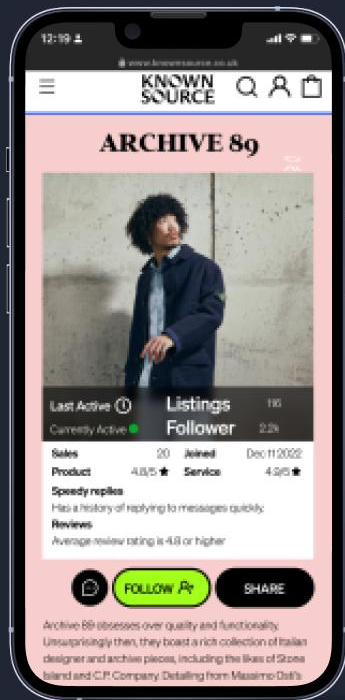
AFTER



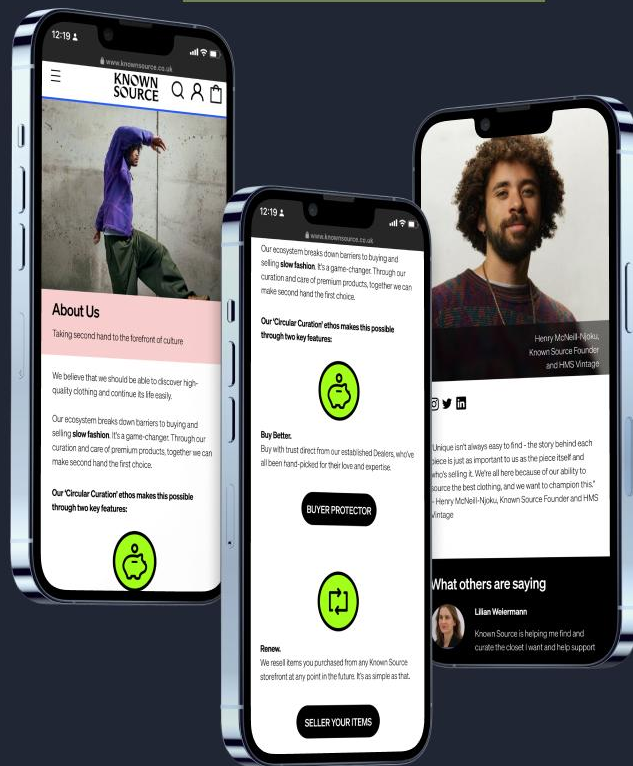
Homepage Mockup



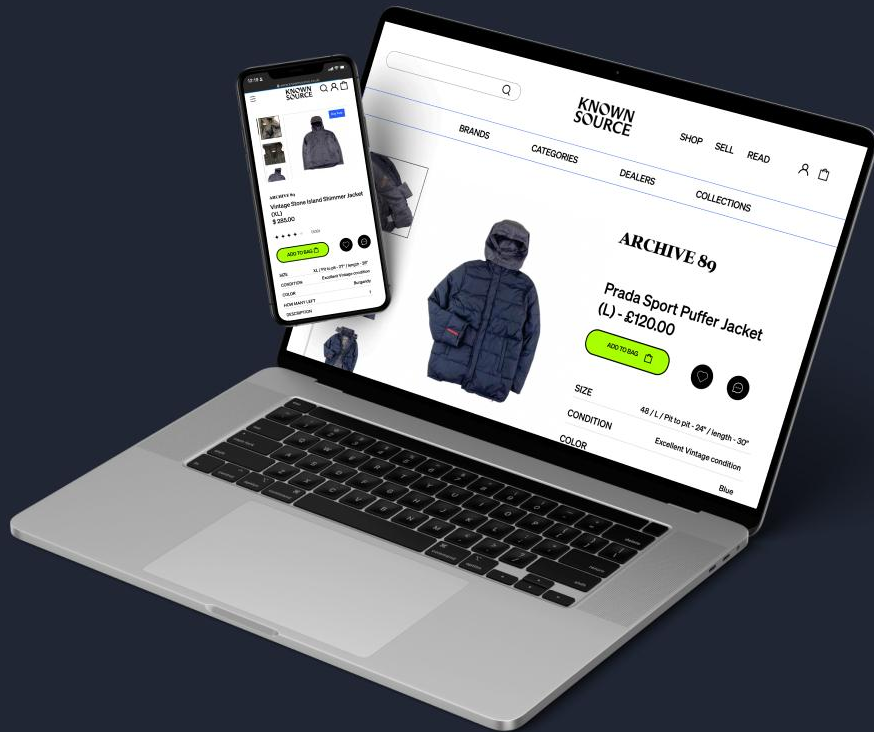
Dealer Mockup



About Mockup



Product Page Mockup



Prototype



LINK TO PROTOTYPE



Thank you!

