



Fitroom

Tech entrepreneur Nanodegree

Project 1 Validated product Design

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Product Idea summary

The success of online stores has changed the buying process for clothes. You buy first, then you try at home where you decide to return the item or not. Meaning that you need to be home to receive your orders and that you must go to the post office to return them.

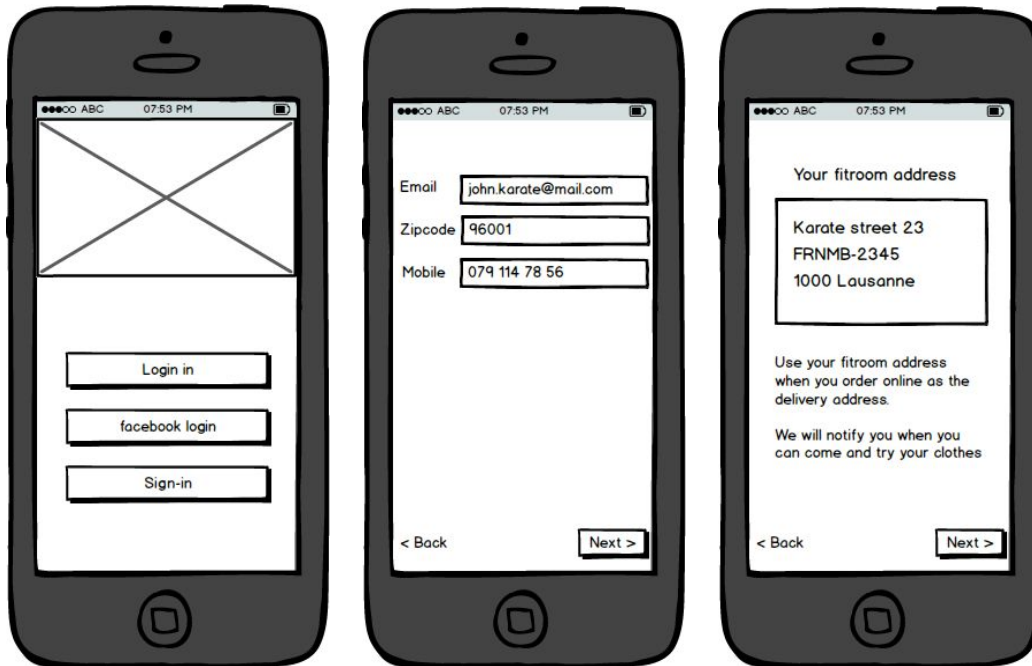
Fitroom is a local store that will receive your orders for you, where you will try your items and that will manage the return process for you.

Using the service must be straightforward and the monetization model is a key point to reach success.

Design Sprint Deliverables

Wireframes

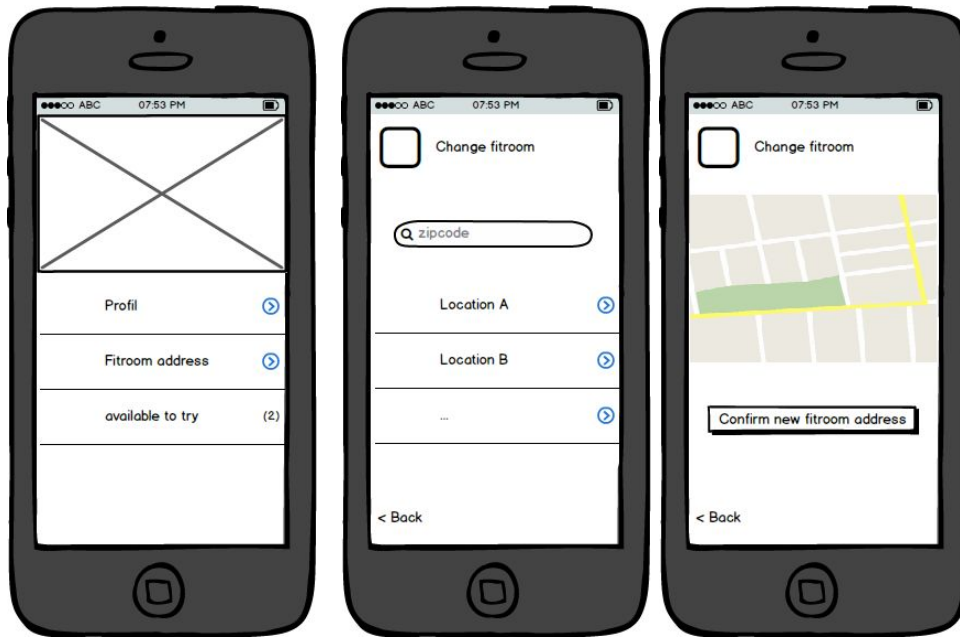
Signing-in



Accessing order details



Changing Fitroom address



Medium fidelity prototype

<https://invis.io/XN55K1JCH>

Design sprint

PROJECT NAME: Fitroom

DESIGN SPRINT CHALLENGE STATEMENT:

Create a cross-platform product/service for window shoppers that will allow them to receive any order in a physical store in order to try it, get advice from a stylist and not manage the return process if the item doesn't fit.

Launch: Q2-Q3 2016

DELIVERABLES:

- The golden path : main user journey flow for a window shopper
- Sketches
- Wireframes
- Medium fidelity prototype for a mobile app

LOGISTICS:

Who: 2 engineers (technical profiles), 2 window shoppers ordering online frequently, me.

When: 28/11 - 29/11 - 3/12

Where: At my place

TIMELINE:

1. Current state of the project

Nothing yet, this a new project

2. Vision for the project

Several online stores like zalando.com and smaller online retailers participate to the program in order that their customers can choose the Fitroom store where they will receive their orders. Window shoppers are happy because they can order online, try for real and don't need to think about the returning process of the items that do not fit. The users can get advices provided by the Fitroom stylist managing the Fitroom store. The service helps solving the last mile issue in the delivery process that costs the most to the e-commerce websites and that have a huge impact on the customer user experience.

3. Roadblocks or gaps

One major difficulty will be to have enough e-commerce partners in order for the service to be attractive for users. The monetization strategy will also be a key point to reach success, window shoppers are used to not paying any fees for ordering online or returning orders.

4. Path from the sprint to prototype

Sprint Ends: 5/12/2015

Deliverables Due: 4/12/2015

The design sprint starts by making sure that the problem is well understood by the team. Then, the team will focus on identifying the golden path which is the most important input to be able to produce a prototype to help validate if the solution is solving the problem or not. If not, the key learnings will be listed to be able to iterate and improve the prototype until it solves the problem and supports the golden path.

SPRINT AGENDA:

Day 1

1. Introduce the problem that needs to be solved
2. Present the challenge statement
3. Define the main user journey flow for a window shopper (the golden path)
4. Create sketches showing the golden path
5. Produce wireframes based on the sketches

Day 2

1. Discuss technical solutions and the level of integration needed in order to validate that the Fitroom MVP will cover the golden path identified in day 1.
2. Produce a prototype that will be used for the user research phase.

Day 3

1. Finalize the medium fidelity prototype

User feedback

Summary

Users really appreciated the simplicity to start using the service only by generating a personal Fitroom address within the sign in process. The possibility to use their Fitroom address for any online stores was perceived as a real asset.

All testers have fully understood the idea and the need to create a Fitroom personal address to start receiving online orders in their Fitroom store within the prototype provided.

Users found their way within the app and understood the purpose of all screens without asking any questions except about the price. They mentioned that they don't want to pay fees on each orders. This point must be taken in account during the monetization model definition and must be added to the tutorial.

The product was described as an app that will notify users when their orders have been delivered to their Fitroom address. Then, they can come and try the items without the need of being home at a specific time and without the need to manage the return process.

Future improvements

Provide a shortcut to access the Fitroom address from anywhere within the app and a button to copy the Fitroom address in the clipboard.

The list of available orders screen should be more visual and provide more information such as brand, color and size of items. A picture of the item would be nice in the detail order screen.

Grow the volume of users by adding features to allow existing users to share and to talk about Fitroom.

Metrics summary

Percentage of returning users over a unit of time

This KPI will be used to have visibility on the engagement dimension by measuring the distribution of returning users versus users having used their Fitroom address over a unit of time.

A downward trend is a signal that the service is used only once which may be a consequence of some kind of issues in the process. On the other hand, an upward trend means that more and more users are returning.

Users growth over a unit of time

This metric provides insight on the adoption dimension by comparing the number of created accounts over the total volume of users.

An upward trend indicates a growing volume of users. In opposition to a downward trend, that signals a decrease in the volume of users on which actions needs to be taken in order to invert the situation.

Measuring the conversion funnel of Fitroom addresses

Measuring the task success dimension is really important especially in the Fitroom case where users have to perform a manual step (use the Fitroom address as the delivery address when ordering online). Here, we are measuring the percentage of orders performed compared to the number of Fitroom addresses created over a unit of time.

A downward trend is a clear signal that less users are converting (ordering with their Fitroom address) meaning that actions need to be taken to make the conversion process easier.