



The shopping aide

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Our User

The Seeker

We can all identify with some qualities of the seeker.

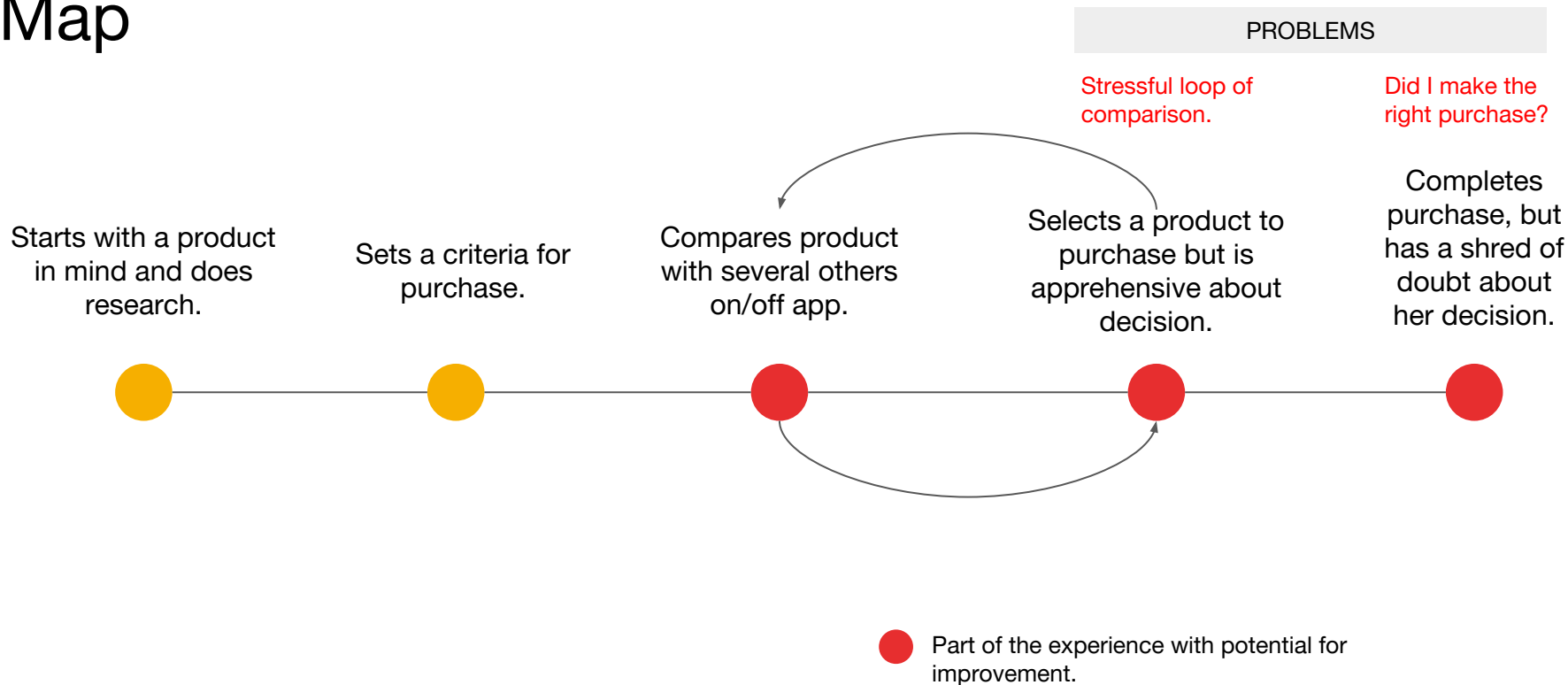
Like looking for multiple options and validation from external sources.

We felt designing for the seeker could have the most impact across all of the other segments.

In the age of information overload and unlimited choices, anxious shoppers can never get enough of researching products.

Our design empowers the seeker through **assurance** of their purchase by including the functionality of **comparing** products.

User's Current Journey Map



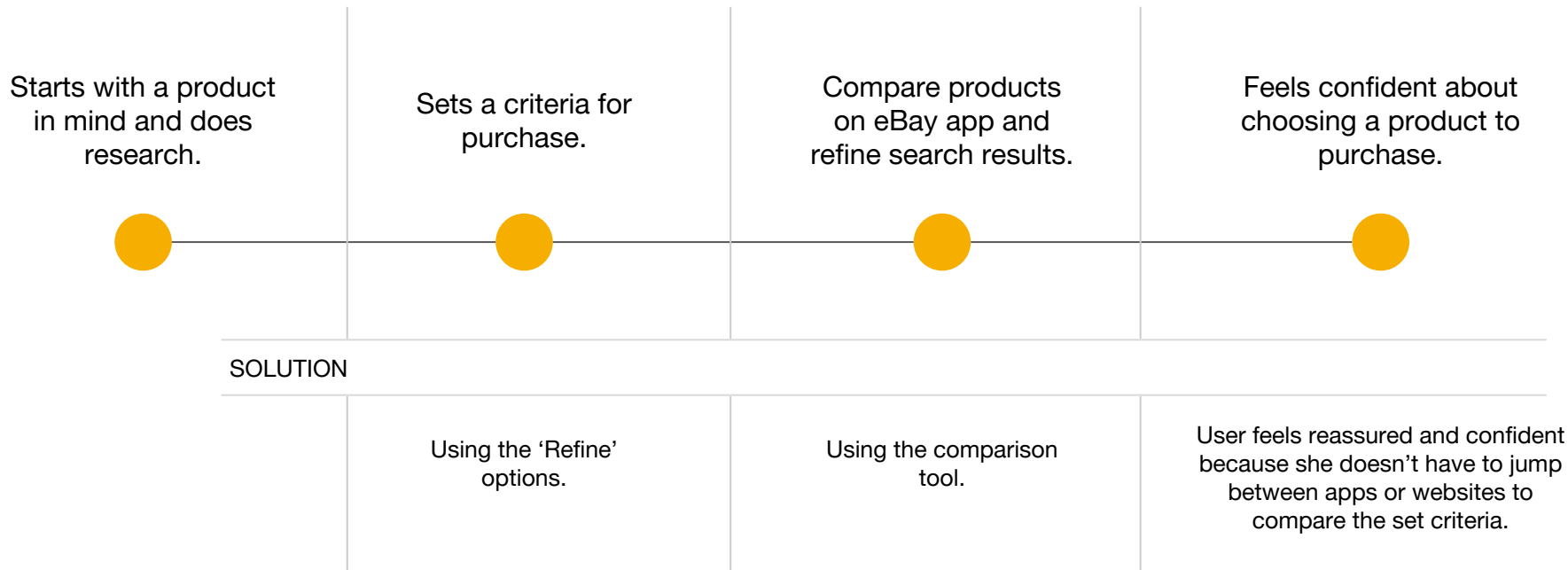
How can we provide the seeker
with an easy way to compare and
help them pick the right product?

Our Design

Concept video

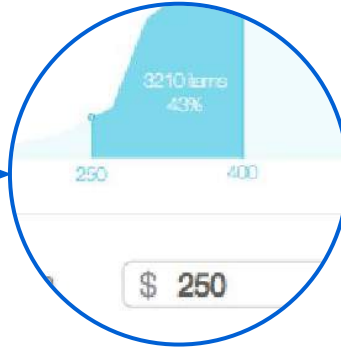
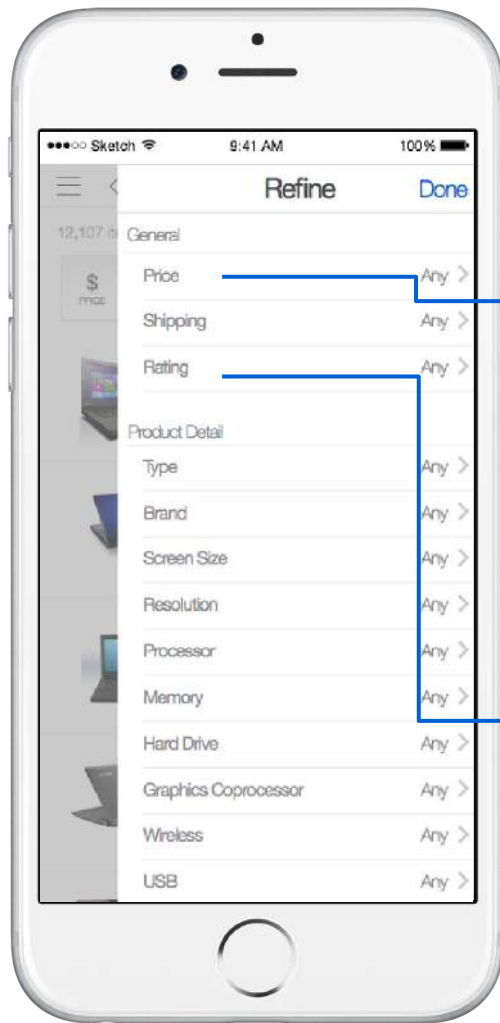
Stream on YouTube

User's New Journey Map



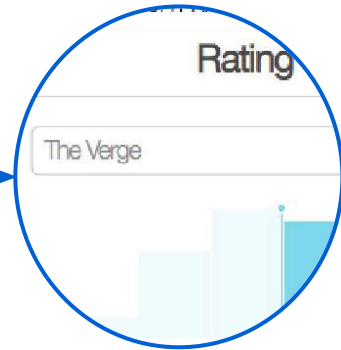
Highlights

All the important details from our design



Visualized Information

When setting criteria, users can see a brief visualization of the result of this criteria, including how many items will be in the result.



Third-Party Rating

User can swipe to see detail information about each factor. User can also customize factors in the heading.

The shopping aide – criteria bar

Persistent 'glass-like' slot to swipe a criteria into.

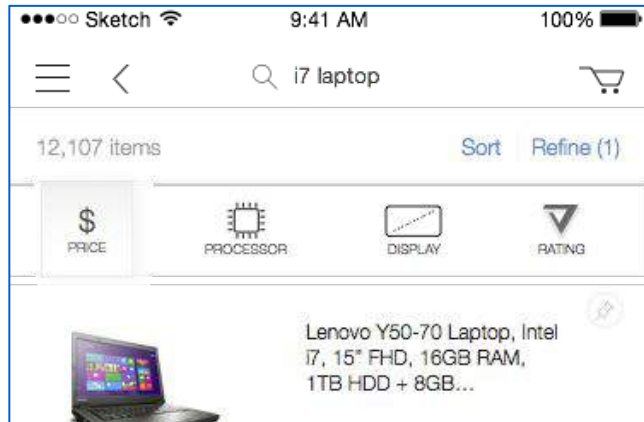
Indicators which help with comparison.



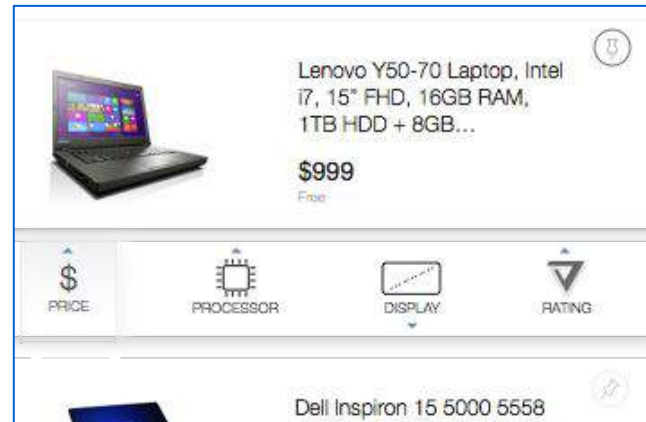
Scrollable bar

Customizable to add more criteria.

Criteria bar works both as a criteria filter and criteria comparison tool.

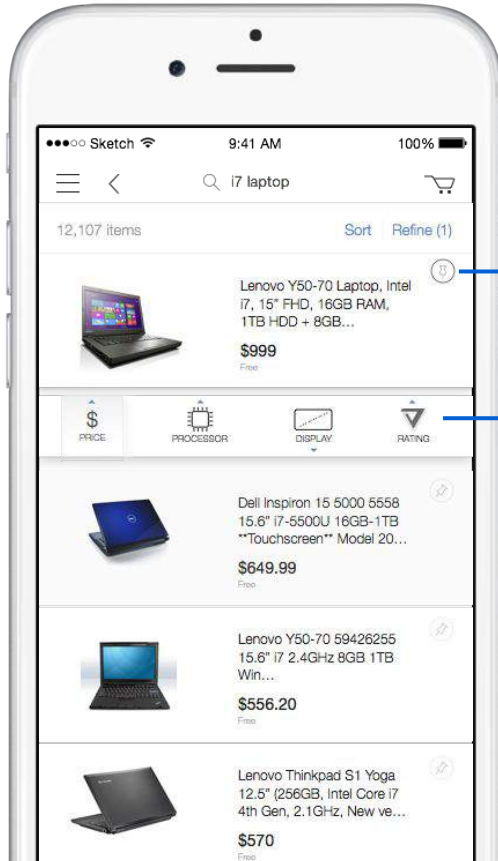


When browsing through search results



When an item is pinned, it compares criteria using indicators.

Pin and compare



Pin Item for Comparison

The user can pin the interested item on the top of the screen and compare factors with other items.

Show Comparison of Factors

While the user scrolls the list, there are indicators showing the differences between the pinned item and the item at the top of the scroll list

The price does not always matter

Relevant criteria information is shown based on selection

Price selected



Price is shown for item

Rating criteria (from theverge.com) selected

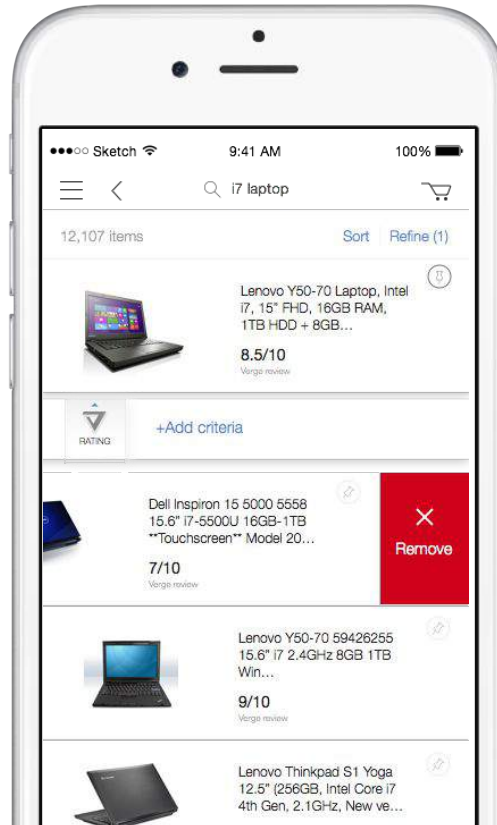
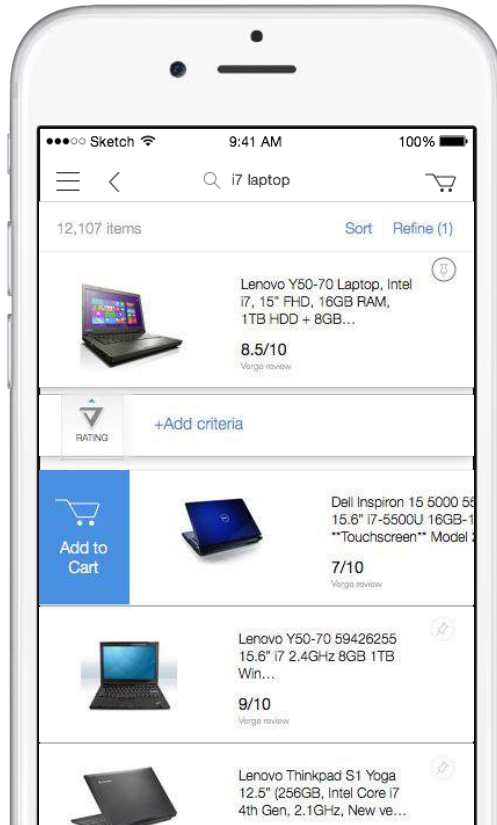


Review from theverge.com
is shown for item

Swipe actions

To facilitate quick decision making

Swipe right
to add to
cart.



Swipe left to
remove item.

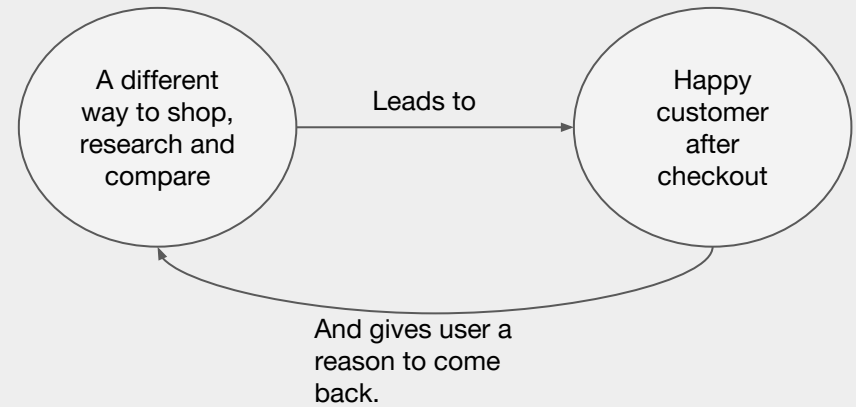


About our design

How does it create a memorable shopping experience?

The Cognitive Contrast

A different way to shop will have the seeker coming back to eBay for research and comparison.



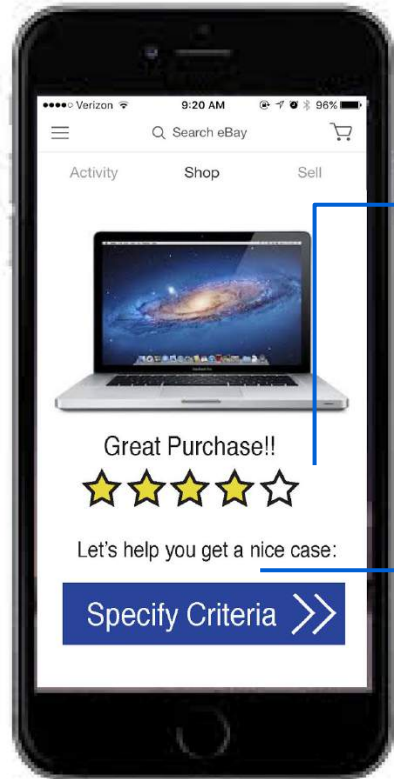
By creating the criteria comparison bar, we aim to provide a cognitive contrast which would keep the user coming back, not just to purchase a product but also, for research and comparison. This changes how a user feels on the traditional checkout success page.

Through the criteria bar which helps in selection of criteria and product comparison, we help them feel assured and confident about their product selection.

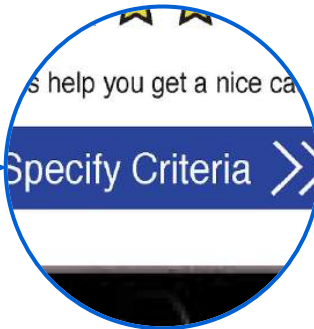
Our Additional Concepts

Some other ideas that we explored.

Positive Feedback after Purchasing

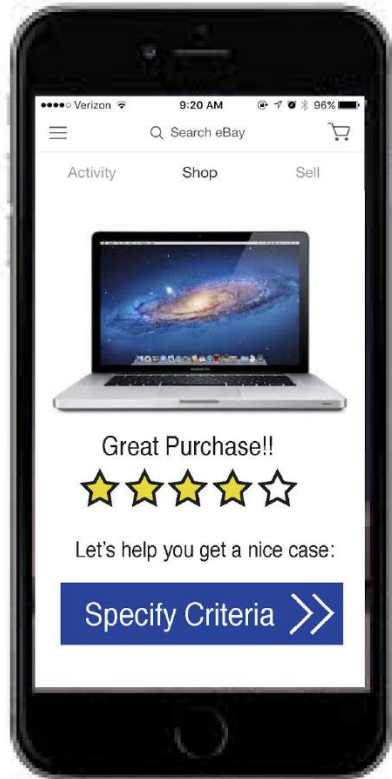


Provide positive feedback and review (from 3rd party website) in success page, reassure that the decision is made well.



Instead of showing related items, user can specify criteria for related items and continue shopping.

Positive Feedback after Purchasing



Positives

Provides assurance.

Gives control on what to buy next by giving the option to set criteria.

Challenges

While this idea provides the user a sense of assuredness and gives them control on what they want to shop next through the 'specify criteria' button, we felt that it may not create a memorable experience.

Restarting the shopping process after one purchase might not work for the seeker in some cases as they might already be pretty stressed after the first purchase.

Comparing Combination of Items



User can compare different combinations of items to have a holistic feeling.



User can buy the whole combo just with one click.

Comparing Combination of Items



Positives

Works well for combo purchases.

Might be useful for seeking add-ons or items which complement user's currently owned items.

Challenges

We realised that it could work well for certain product categories – like fashion, but not all.

Thank You!

A special thanks to:

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Jenn Hughes
Jordan Hayes

