

NINA LUCEY

UX Case Studies

2019

Beacon's Closet Landing Page

Winter-Spring 2019

COMPANY OVERVIEW

Beacon's Closet is a vintage clothing store that just celebrated it's 22nd storefront in Williamsburg Brooklyn to a thriving NYC franchise that attracts people from all over the world to both shop and sell.

As their stores have evolved so has their online presence. Recently though the store owners and operators have felt a disconnect between the online and brick-and-mortar relationship.

There in lies an opportunity to create better store experiences by creating a web presence that's not only informative about the process of selling and buying with Beacon's Closet but demonstrates the unique and heartfelt ways Beacon's Closet is not your average buy/sell/trade store.

WHAT WE WANT PEOPLE TO KNOW:

1. We're a women owned and operated business for over 20 years.
2. We have a creative and diverse staff where out of work creative endeavours are encouraged.
3. We have a dedication to sustainability in stores and company wide.
4. Politically we don't carry or work with any company who's openly supported bigotry, racism, or fascist policies.
5. Our dedication to donating to charities in the most need globally.

BRIDGE THE GAP BETWEEN POTENTIAL SELLERS AND “HOW TO SELL”.

CONVEY THE SCALE AND MAGNITUDE OF OUR PHILANTHROPIC PURSUITS.

HELP POTENTIAL SHOPPERS AND SELLERS FIND OUR BUSINESS.

RESEARCH GOALS

Understand how people use BeaconsCloset.com.
Look at engagement for the online store versus about the store locations.
What's the navigations triage? Shop / sell / blog? What are they looking for.
What are their best experiences learning about how we buy? In person or web.
How do we create trust? How do we measure trust? (Number of present buys vs non present buys)

RESEARCH METHODOLOGY

**WE BELIEVE...THAT BY CREATING A WEB EXPERIENCE WHERE
USERS HAVE THE INFORMATION THEY NEED FOREFRONT OF THE
LANDING PAGE THAT THE ABILITY TO SHOP, LEARN ABOUT THE
PROCESS AND LOCATE THE BUSINESS WILL BE EASIER. WE'LL
KNOW THIS TO BE TRUE WHEN THERE'S A HIGHER ENGAGEMENT
WITH THE LANDING PAGE AND SELLERS AND SHOPPERS
ENGAGE MORE CONFIDENTLY WITH THE STORE.**

I took a three pronged strategy to further understand the BeaconsCloset.com user:

Fortunately for brick and mortar retail spaces there are many avenues to provide feedback. We had a lot to work with when it came to understanding people at their most emotional; taking to the internet to grieve about selling clothes. Aggregating that aggravation in instagram comments, complaint emails and yelp reviews became research priority one.

Secondly as the winter went on and Beacon's had an up tick of new sellers there was an opportunity to ask them questions about how they navigated the site and what they looked for. A lot of first timers went to look at the trend pages versus the online store to see what Beacon's Closet was looking for as a company.

Thirdly I worked with stakeholders as well as experienced and inexperienced users to card sort user instincts around the current navigation.

RESEARCH TAKEAWAYS

1. Users/Sellers HATED doing research or preparing!

While researching there were more than 10 incidences in a work week where a seller when asked about their knowledge of the process said "No idea"

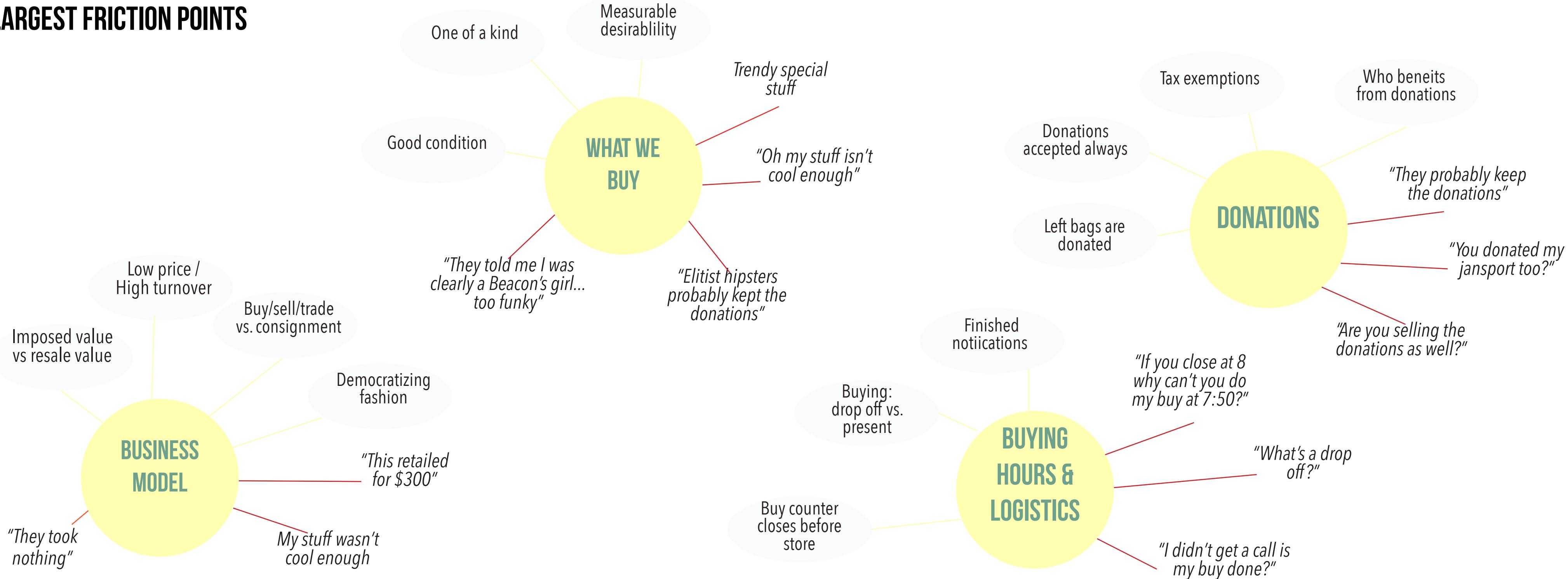
2. There was a huge disparity between the inherent value of the clothes the seller was selling and the value of the clothes already in the store.

Many users felt the process of buying was subjective and baseless thus allowing them to feel like their clothes were undervalued while other things already in the store were overvalued.

3. There was no knowledge of the philosophy of the company.

Users knew that they would get rid of their clothes at a location. Were not aware of the option to donate their things, where they were going, or where charitable money went.

LARGEST FRICTION POINTS



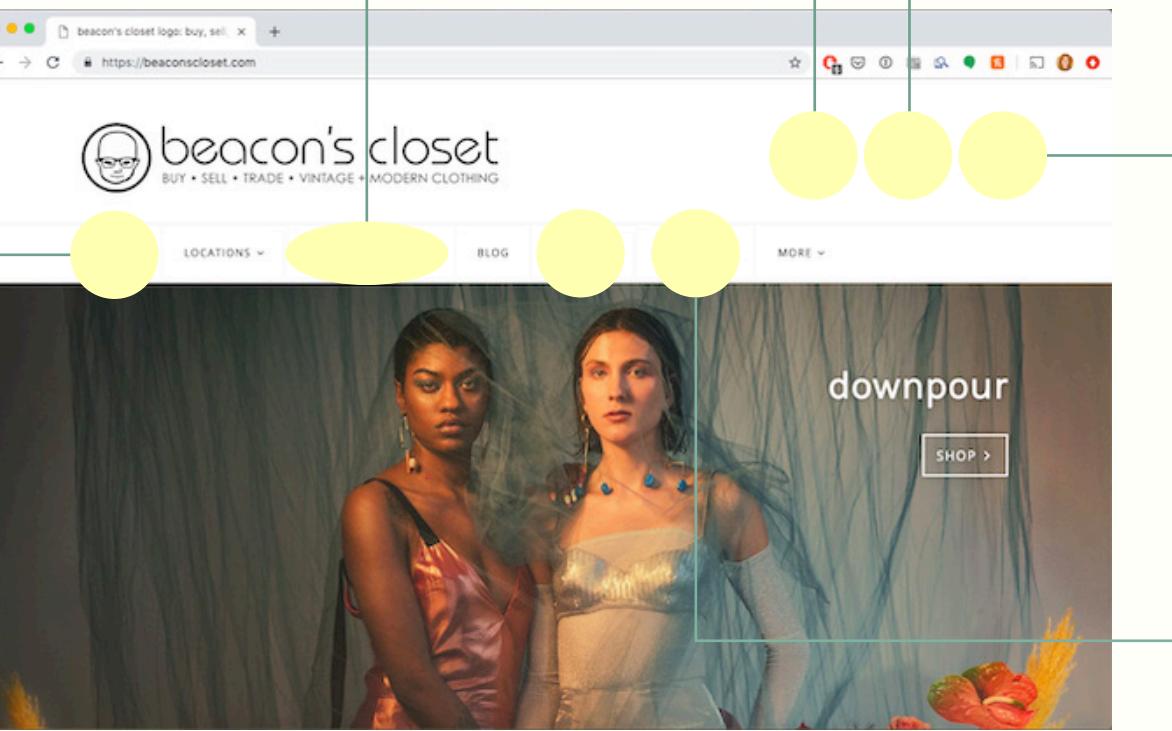
CONFUSING BITS

STORE

What is the store?
What are they selling
and is that the company's main service.
This part of the Navigation is the only hint
that things are sold on the site.

BUY SELL TRADE

What is BUY SELLTRADE?
Why does this have to be a drop-down menu? How multifaceted does it have to be? What's the priority between the store's sales and the process of selling.



SEARCH

Why a search bar?
Unclear what a user would or need to search?
Is this to rectify the crowded navi-

CART

It could be clearer if there were a more distinct priority between selling and shopping with/on the site. The cart is another sign that there's a shop but I don't really see the evidence or am confused if I just want to sell my clothes.

GIVING BACK

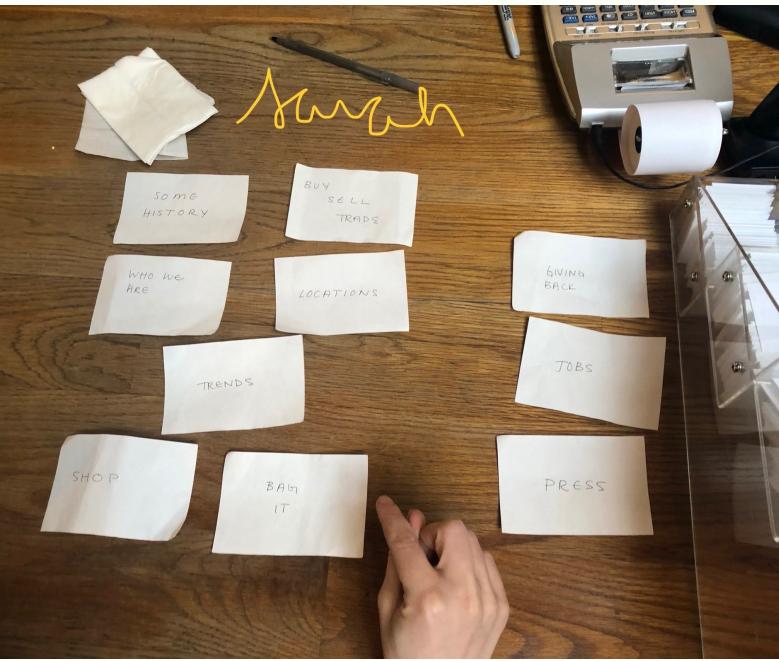
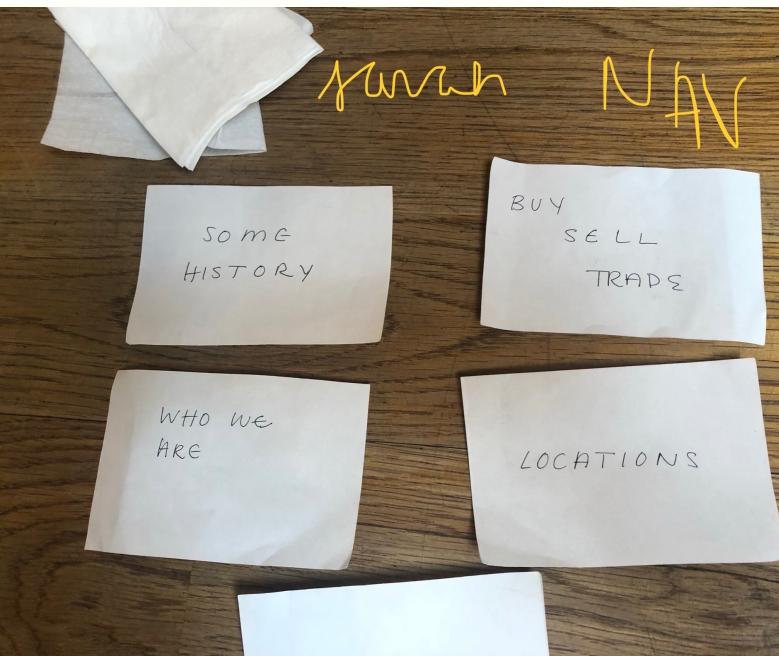
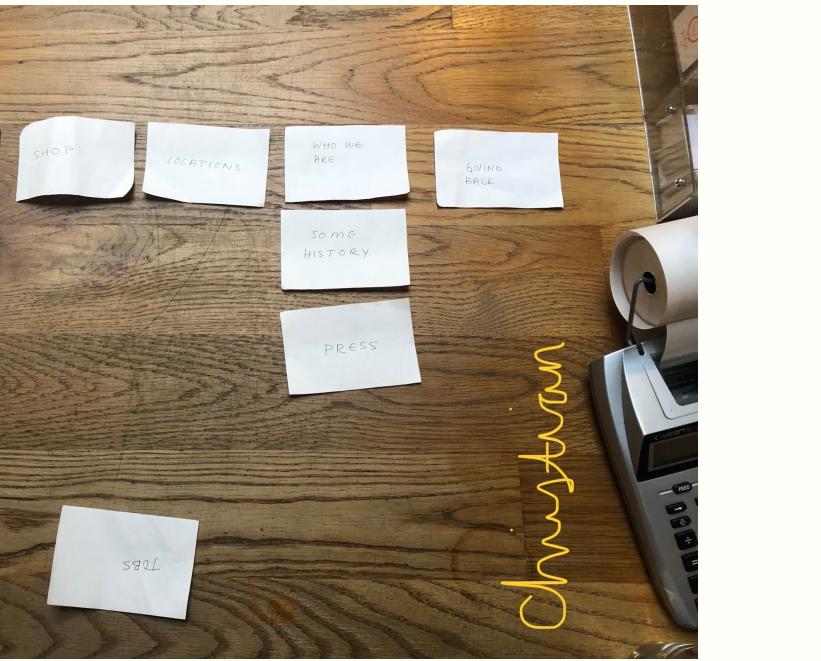
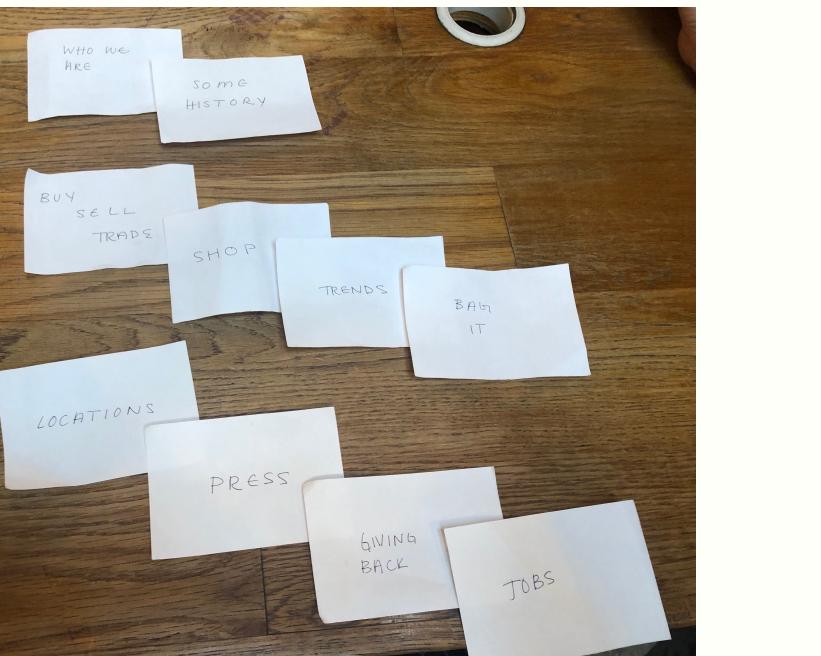
How much priority does BC want to give this?
Unclear if this is something that's integral to the companies core philosophy or

LOGIN

What does logging in do?
Are there benefits of logging in?
Will I need to login even if I just want to buy something?
Will I need to login even if I want to know how the process of selling works?

CARD SORT

The card sort I used to get a better idea of how various levels of users worked with the site. Some of my tests were with experienced sellers, employees, or enthusiastic first time sellers. With all groups there was a strict adherence to visual hierarchy without any direction from me, some tests yeilded drop down menus too! Most tested "killed-off" a portion of the navigation requesting that I "put this elsewhere" which helped me reorganize a lot of the final navigation. "I hate when places have too much like...junk" one test subject declared. Confusing navigation was feedback we got again and again as a wall between engaging with the site and learning from it.



COMPETITION

As a company we identify with other buy sell trade companies. Our direct competitors that operate within the same business model are Buffalo Exchange and Crossroads however TheRealReal's pricing model for less desirable designer brands is beginning to fall into our price point.

A friction point for the company when interacting with our sellers is the lopping together of our company with our competitors. There clearly is not a large enough distinction between Beacon's a small, women owned and operated NY institution and our national chain competitors. The web presence seems like an easy way to not only magnify but possibly inform for the first time the differences.

Not only does Beacon's pay the most out for the clothes but we're a small woman owned and operated NYC business with a dedication to sustainability, philanthropy, and investing in the creative and professional development of our staff. Let's show it!

	online store or marketplace	payment breakdown / pricing guidelines	sign in wall	do's and don'ts for sellers	video how-to	trends / popular items
BEACON'S CLOSET	✓	✓		✓	✓	✓
BUFFALO EXCHANGE		✓		✓	✓	✓
THE REAL REAL	✓	✓	✓	✓		✓
CROSSROADS		✓				✓
REVERB	✓	✓		✓		✓

PERSONAS



NIA
32 years old
Brand Strategist
Bed Stuy Brooklyn NY

Nia works a traditional 9-5 at her office but also works from home a lot which gives her non-traditional hours for errands. She likes to do most of her errands before noon on weekdays because she hates afternoon rushes.

She hasn't moved in 6 years from her decently roomy rail road so she's accumulated a lot working on and off for emerging fashion brands.

She just read Marie Kondo's "The life changing magic of Tidying up" and she's ready to finally clean house. She's only sold to Beacon's years ago and had to redo her research, she's sold to Buffalo but didn't fully enjoy it and wants to try something new.

She's been shopping at Beacon's for years so she's feels like she understands that she will only get a fraction of what the Beacon's prices will be. She will probably watch the buyers go through it because she can't decide if she'd rather try to sell some of her things on ebay.



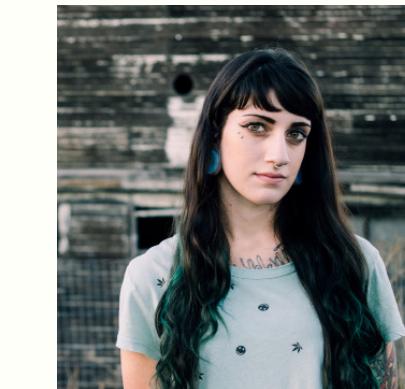
Dave
49 years old
Construction Manager
Crown Heights Brooklyn NY

Dave works 5 days a week but has afternoons off. He's been helping his mother clean out his childhood home in Red Hook. They're mostly his mothers and fathers clothes so here does seem to be a lot more sentimentality than he originally thought.

He heard from his sister in law that Beacon's will buy older clothes especially. Word of mouth is essential for his peers and family and he'd suggest the process to others.

He prefers to just call the store he wants to work with where they tell him about the process and what to expect. He felt that the website was a bit confusing and didn't necessarily give him the information he needed. He asks specifics over the phone and brings in 4 bags with his wife.

They're partially present for the buy where the buyers explain what they look for and what sells best for them. He knows he won't get a ton for the clothes and donates everything that doesn't wind up selling.



LAURA
19 years old
Student
Tarrytown, PA

Lana went to Beacon's in the city when her family visited New York last year. She was struck by how cool everything in the store was but also how interesting all of the employees were as well.

Every-time she has a special occasion or extra pocket money she'll buy something on the website. She does save things she wants after seeing them linked on the instagram. She likes reading about the people that work at Beacon's so she uses the website after shopping to understand the culture more, she especially likes the trend forecasts where they mention that the models are employees.

She wants to move to New York after she graduates from her Journalism program. She reads the blog every now and again interested in the travel and lives of the funky cool employees; she's more into the shop though. She imagines she'll shop there a lot when she moves to New York. She might try the MAIL IT Service she saw online to sell her own stuff for online store credit.

USER PRIORITIES

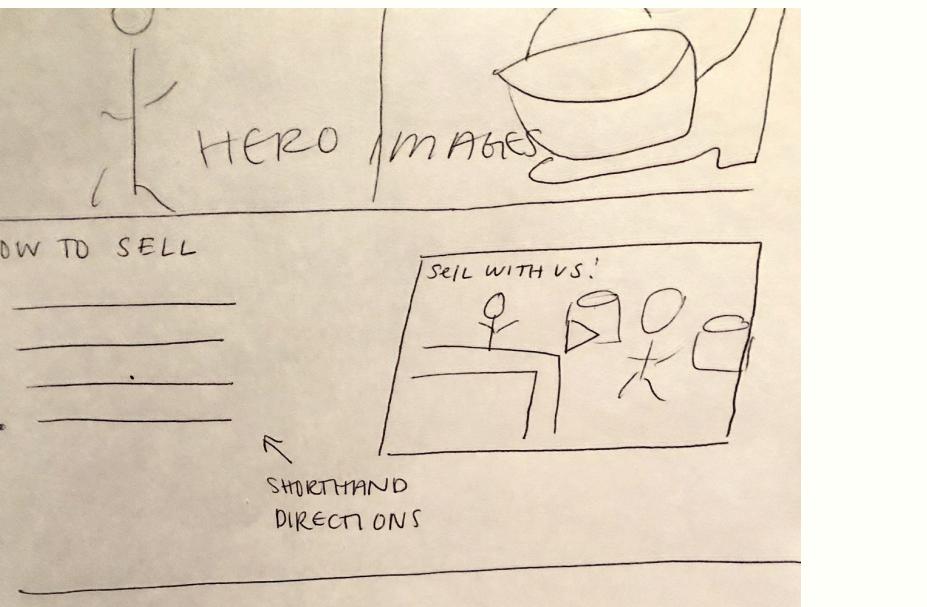
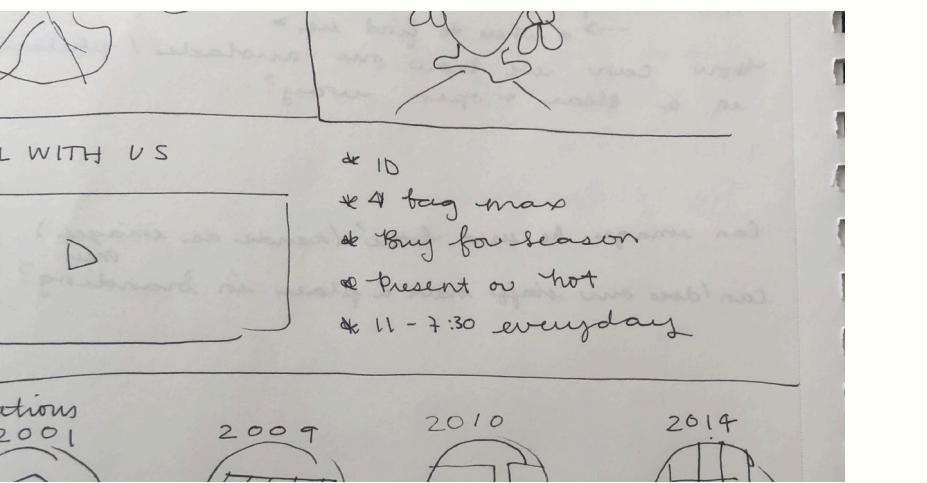
Selling Expectations: Video

Users biggest point of friction according to the research was expectations of the buying experience not being met. Most of the sellers complaining about their experiences seemed to not have received clear and thorough information about how the process works to sell clothes in it's entirety.

Conveying shopping patterns to the public via informational bullets didn't seem as compelling to potential sellers as the informational video in the "Sell in store" page. Prioritizing a video that itself manages expectations in an impersonal way seemed like an easy way to make education of the process more of a priority.

Users want to know

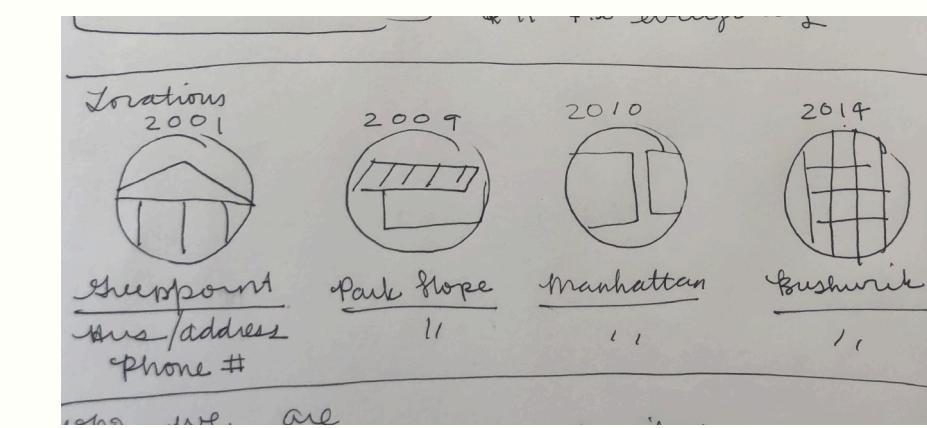
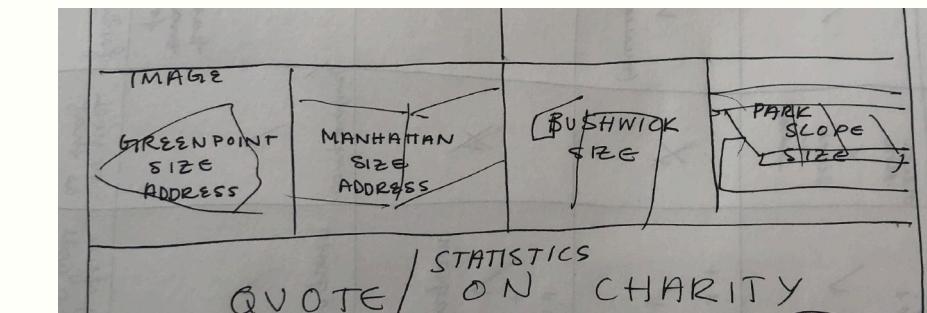
HOW TO SELL
WHEN TO SELL
WHAT BUYERS LOOK FOR
WHAT NOT TO DO



Locations

Users also just used the website to find the locations closest to them. For experienced shoppers a lot of users did not know there were more than one or two locations. Five years after the Bushwick store first opened their doors people still come in pleasantly surprised that they have a location in their neighborhood they didn't know about!

In differentiating ourselves from our competitors the location information also serves as an opportunity to highlight the fact that this company is ONLY in NY and ONLY four brick-and-mortar locations. Graphically prioritizing those four locations seemed like an easy way to separate the small company from the large and lessen the distance from the landing page to the location pages.

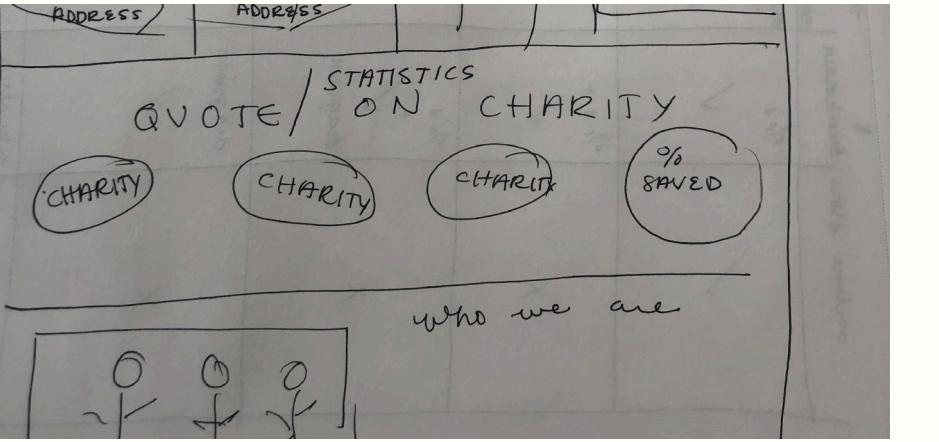


USER PRIORITIES

Philanthropy

In our digital presence the philanthropic work takes a back seat to the online store and feels like an add on. To some users that assume that clothes donated to charity through us just go to Goodwill. In store philanthropic pursuits such as grassroots neighborhood organizations, activist groups, environmental initiatives, as well as safe houses for abused people happen every day. The buried non specificity of these endeavours only serves to aid in the users/sellers distrust of what they believe is an arbitrary system of "cool or not cool"

Being more forthcoming about the monetary impact the company has made for important causes that seem to align with shoppers beliefs seems like an obvious thing to unbury.



Founders Story

Educated shoppers shop ethically and with companies who's core values align with their own. We found in our research that people were exponentially more open to the selling experience after they found out that Beacon's Closet is a women owned and operated NYC company.

Along with the company's philanthropy the scrappy tale of our founder is a quintessential Brooklyn creative success story that should be shared! Not to mention could be inspiring to the young creative people that shop and work at the store sometimes for decades.

Romantic familial foundations are what people connect with when deciding which companies they want to continue to patronize.

PROPOSED REDESIGN

The logo we cleaned up significantly by removing the redundancy of the logo, company name text, and sub-text describing the company in hopes that the nav and the subsequent "Selling" section might further explain what the company is beyond reputation

Small body text remained a priority in legitimizing the video as well as the process. Users, however, read and retained only 5 bullet points in interviews. More information would

beacon's closet



SHOP BUY SELL TRADE ABOUT GIVING BACK BLOG



SELL YOUR CLOTHING WITH US!

You can bring up to 4 bags of laundered clothing, shoes, and accessories between the hours of 11 a.m. - 7:30 p.m.

We must be done with all buys before 7:30 so things may have to be done the following day before we reopen.



Users seemed to want about five key pages to get the content they were looking for. Some of the copy was updated as well to warm the philanthropic pursuits in particular.

The digital team was creating beautiful editorial shots that besides the one hero image were getting a bit lost in the blog with the trend forecast. A carousel of the trends and the beautiful styling and modeling from the employees could connect users with the companies ethos immediately.

Prioritizing the How-to selling video helps step right in front of any later selling misconceptions. All the nuance and logistics of selling with Beacon's is audibly and visually digestible.

PROPOSED REDESIGN

Presenting all of the locations together below the "To Sell" directions, we believe, will give a clear delination between our national chain competitors and also help experienced customers discover locations.

Being more forthcoming about the monitary affect of the company would direct immediate attention to the philanthropy while also demonstrating that it is a core principal of the company.

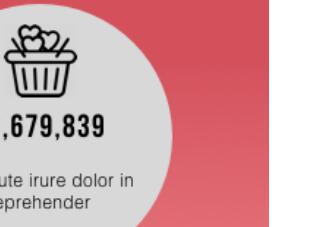
You may go through your buys with the buyers directly or drop it off to be picked up later that day.

Anything left over night will be donated to the charities we work with.

We buy by what sells as well as condition, season and inventory
[\(Read More\)](#)



Since our founding in 1997 we've dedicated ourselves to giving back to our community as well as charities and organizers in the most need.



A digital representation of the work Beacon's has done might help shoppers align philosophically with the company. Many user interviews were suprised and then comforted by understanding the reach and dedication the company has to giving back.

PROPOSED REDESIGN

The online store functions as another branch of the company and while in the navigation it is a priority it can afford to fall lower on the landing page. New Arrivals or trend round-ups might be most effective after the information on selling and philanthropy.



"in new york, we love beacon's closet.
we've been going there for years, and when I first came to new york,
that's the one place we wanted to go; the one in brooklyn."
haim via l'officiel



instagram

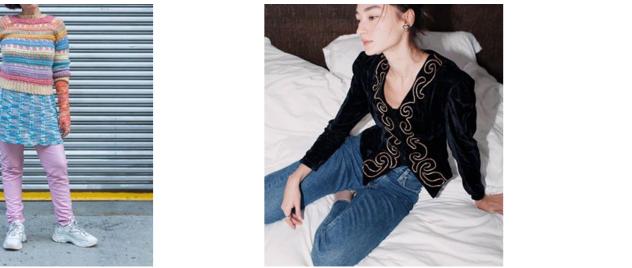


A quote from a famous customer and the acknowledgement of all of the press that has made Beacon's Closet a destination seemed enough to convey the reach without a press page.

PROPOSED REDESIGN

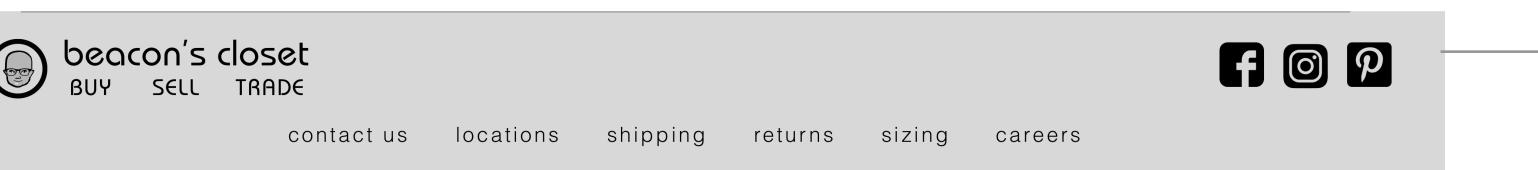
Instagram is essential to discovering a lot of small businesses. Creating a uniform aggregation of the beautiful images our customers have tagged us in can be a way to connect to consumers while also influencing engagement.

Our founders story is essential to understanding and engaging with the brand. Presenting that in the forefront helps to not only drive engagement with the brand but delineates BC from its competitors.



WHO WE ARE

beacon's closet is a home grown and locally owned operation. we are a 100% brooklyn based, female founded company, that embraces sustainability and ethical business practices. beacon's provides a living wage to our employees, offering 100% health insurance coverage for full timers, paid maternity and paternity leave, and paid vacation/personal days. each store has a common partner, founder carrie peterson, and partnerships with previous beacon's managers,



Logistics that are appropriate for footer

Changed copy from "jobs" because of the longevity, sustainability, and benefits of the careers at the company

Social

What Should I See? Event Finding App
Summer 2017 -Winter 2018

PROJECT OVERVIEW

"79% of millenials would buy an experience over an object"

- Hugh Malkin on Eventbrite's 2015 consumer spending analysis

New York is the culture capital of the world...dauntingly so. There's an infinite amount to see and do on a daily basis. For users that may not be the most outgoing experiencing cultural moments, let alone finding them, may prove to be a challenge. Most event finding apps seemed to be targeted towards the adventurer, the outgoing, and the eager. Many metropolitan people want to experience all their cities have to offer but don't know where to start. What should I see? is an event finding app for sociall introverted, claustrophobic, or shy people to find meaningful events that enrich their lives without high mental cost.

HOW MIGHT WE MAKE SEEMINGLY INFINITE SOCIAL OPPORTUNITIES FEEL CUSTOM AND ACCESSIBLE FOR SOCIALLY INTROVERTED PEOPLE?

Creating a digital space that creates custom social event suggestions from pertinent details one might be able to bridge the gap between a users want to engage socially and execution.

"How many times will an event app tell me that I can see fireworks for free?"

RESEARCH GOALS

First and foremost we wanted to fully understand the largest friction points for people looking to initiate social experiences with friends or just find cultural events in their area pertinent to them.

Secondly we wanted to try to understand what could pull hesitant users over the finish line to execution.

Thirdly we wanted to understand more about the users we wanted to work with specifically and what level of interactions would be overwhelming, appropriate, or comforting.

What was your most recent "okay I'll go"? How did it go?

What do your cultural experiences in the city look like as a whole?

Ideally what would your weekly, monthly, annual social calendar look like?

What digital spaces have you discovered or learned about events?

Describe the role you take socially in terms of planning events?

INTENSE
COLORS

INTIMIDATING

OBLIGATION

I DON'T
CONSTANTLY NEED
TO KNOW WHAT MY
FRIENDS ARE
DOING

"WOOOO"
CULTURE

THESE APPS
MAKE ME FEEL
LIKE A LOSER

NOT
FUN

"I ALREADY
FEEL BAD THAT
I'M NOT GOOD
AT THIS STUFF"

SCARY

TOO
MUCH
WORK

WHY WOULD I DO
RESEARCH FOR
SOMETHING I MIGHT
NOT EVEN DO

I DON'T KNOW
WHAT I WANT

OPEN NIGHT

LAST
MINUTE

WHERE
TO
START

PLANNED
SPONTANEITY



EVIE ADLER

30, Senior Software Engineer at Harry's
Lives in the East Village with significant other.

Behaviors

Evie is definitely a homebody. Her dream nights are at home reading or watching dystopian science fiction. Her nights out usually have to do with obligation or someone working hard to incentivize her. She hates large crowds to the point of not minding being a "flake" socially. Usually the extent of her socializing is going out around the office with similarly minded co-workers from her department or friends at an apartment. Though she really likes creative people she winds up hanging out with developers because she's scared of bridging the gap with different people. She's slightly insecure but opens up with the right people.

Frustrations

Mid week at work and Evie reads a film review about the never-before-seen three day ONLY release of a 60's film about a french girl group that's sent to the desolate future to defeat the evil warlords with pop punk. Evie kicks herself about how she didn't know that this rare movie, with everything she likes: girl power, dystopia, and french pop punk came and went in her city without her knowing? Her cultural confidence continues to lower because this is ALWAYS happening to her.

Goals

She feels finally ready to go out and do more but she's feeling really overwhelmed by all the options and doesn't really know where to start. Would like to designate a week night and a weekend night for plans at first because spontaneity makes her nervous. Classifies herself as an introvert. Tells herself that she can't balance her dedication to work with social organizing. She wishes to 1. Start saying yes to things even if she thinks they're stupid. 2. Know what's going on for herself but also as alternatives for friends and finally 3. Eventually be able to invite people or groups of people to "cool" events.



PAUL LORNE

23 Account Executive at a PR firm.
Lives with roommates in the Lower East Side

Behaviors

Usually is big on hopping on to what other friends or his 3 roommates are up to during the week. Likes to keep the beginning of the week sort of slow for work and exercise but then looks to the end of the week for activities and going out. Usually all social events are organized in a GroupMe chat but the bigger events like sports or trips are handled by email. Really just a "goes with the flow" sort of social person and really enjoys not having all of the planning responsibility. Sometimes organizes nights but only if the group planner hasn't already. Hears of "some stuff" through work and the places his friends tag on Instagram. Pretty outgoing and usually content to do whatever his friends want.

Frustrations

Just moved to a different part of the city and hasn't found his favorite bars or music spaces yet. Nights out fall into routine at the bars downtown that his friends are still attending and Paul feels like they're essentially the college parties they just left. As a follower Paul is feeling like this cycle of work events and crowded LES bars is starting to tire. Sitting at the Grey Lady Paul wishes he knew about cool Brooklyn bowling alleys and feels like with the right incentive his friends would be "down".

Goals

Managing cost of different activities with leaders he follows (big concert, group dinner, etc) Needs to have enough of an activity repertoire to be able to take over or steer the plans when he wants. Wants to go to more cultural events and less bars feels like he doesn't take advantage of what makes New York New York.

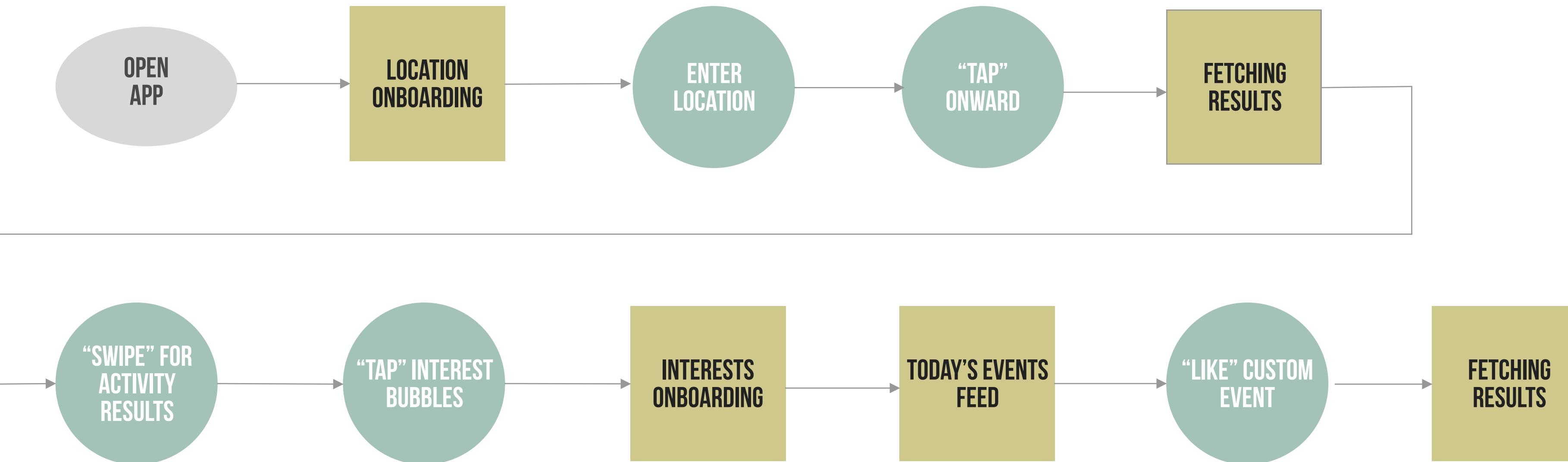
COMPETITION

Of all of the event finding apps out there Yplan (though not very popular in the United States) seemed the closest competitor to What Should I See? Peaceful theme, a lot of organization by dates with an accompanying "Wish List" however it, like the rest of these apps, felt tailored to an experienced social planner and adventurer.

The other locations had lead features like "ask a local" and event suggestions but nothing seemed to have any success in user-referred suggestions. Replicating word-of-mouth digitally felt like a challenge for an app that's goal was to ease people in to event discovery.

YPLAN**KIN****DO STUFF****TIMEOUT NY****LIKE A LOCAL**

	SCHEDULING	"LOVE" SAVE	SUGGESTIONS	TICKET MGMT	INSIDER EVENT LOGISTICS
YPLAN	Yes. "Today, Tomorrow, Weekend, Calendar by month	"Wish List"	 	YES, In event	
KIN	 	 	YES, By Location	 	
DO STUFF	 	YES, also in profile	YES, from saved events	 	
TIMEOUT NY	 	YES, "Things I love"	 		
LIKE A LOCAL	 	YES,	YES, by participating in "asking a local."	 	

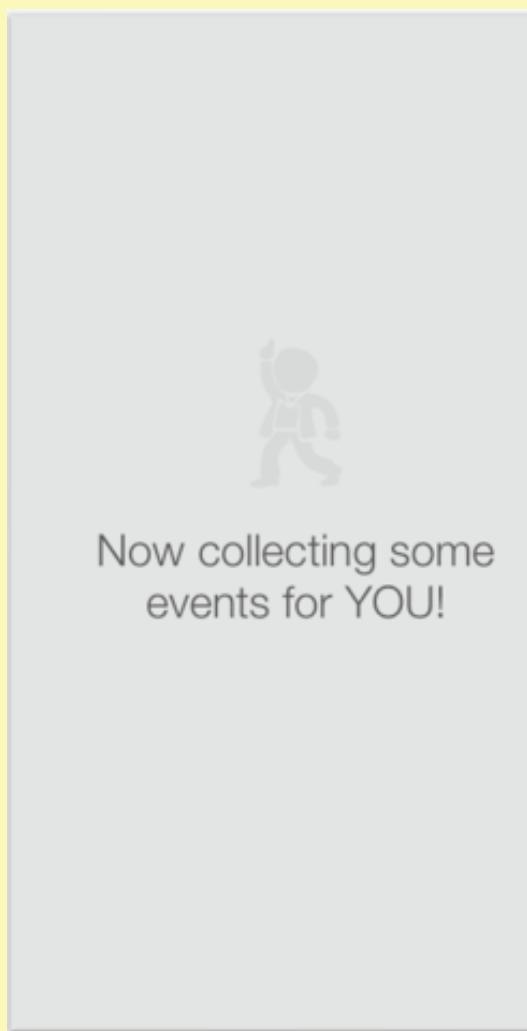
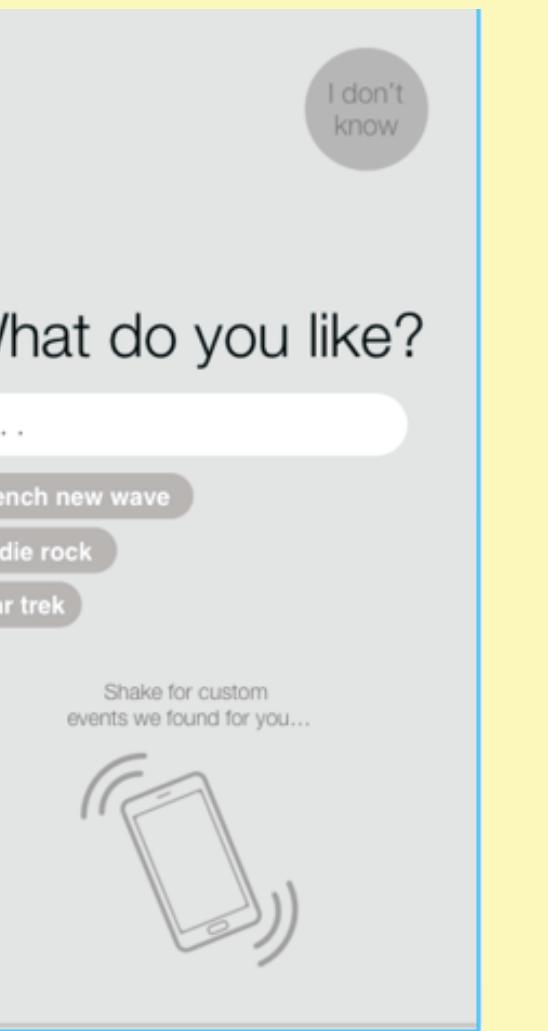
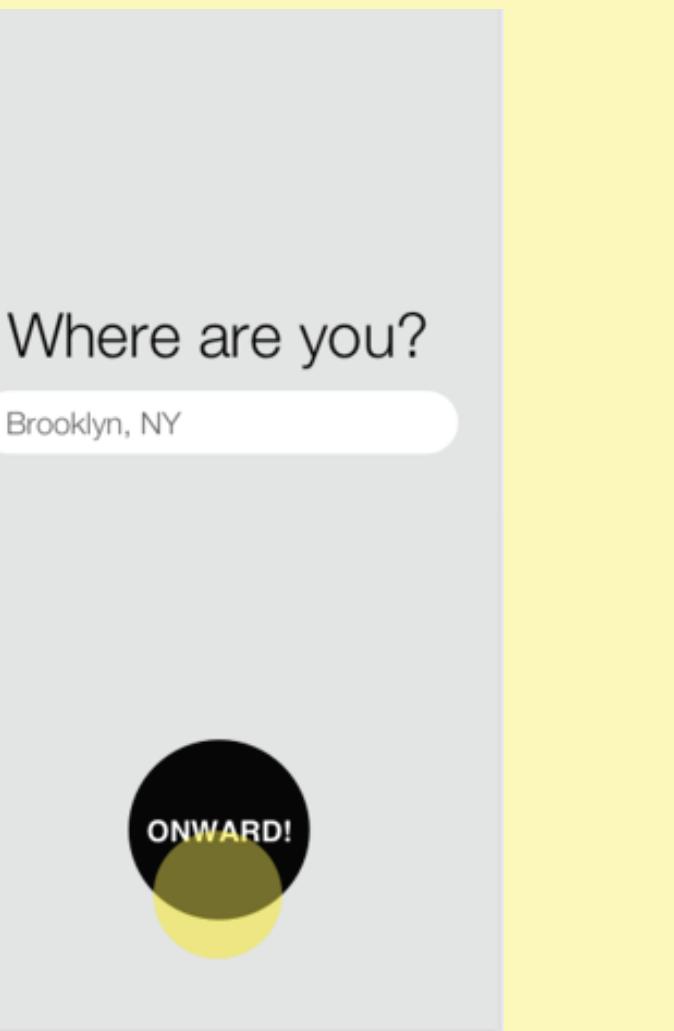


WIREFRAMES

This was our first iteration on the flow from location to event generation.

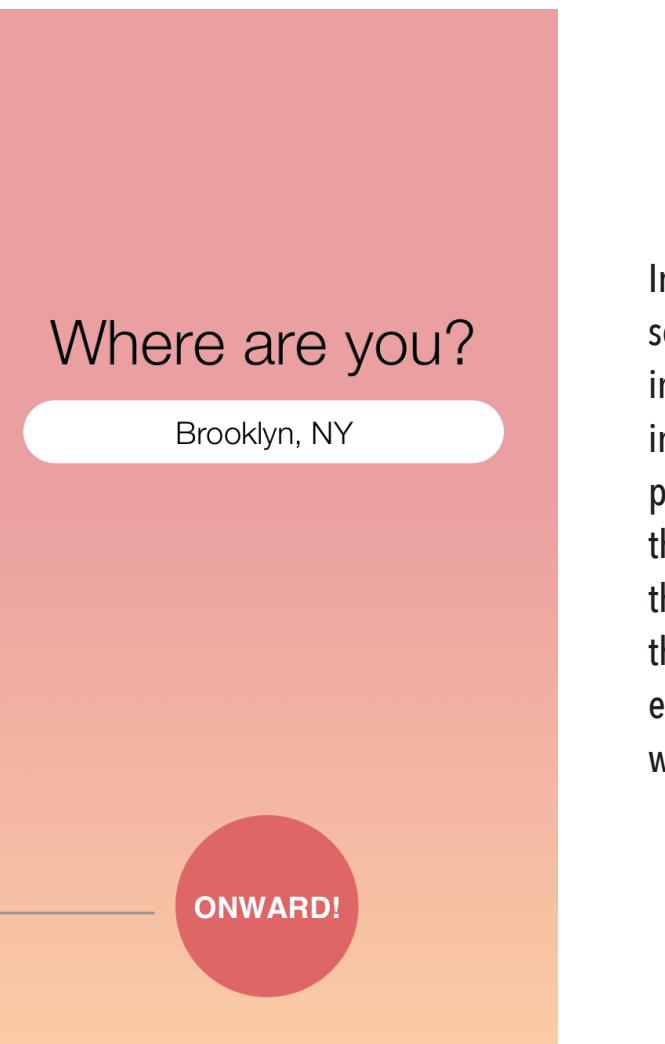
When I tested it users had absolutely no patience inputting anything. FORMS! No one likes forms and everyone clicked the "I don't know" button which then just makes the app a random event generator. The idea was to lower the friction of decision making initially for people that have stress triggered by social choices.

When users did get to the event page the buttons at the bottom dissapeared into the maps.

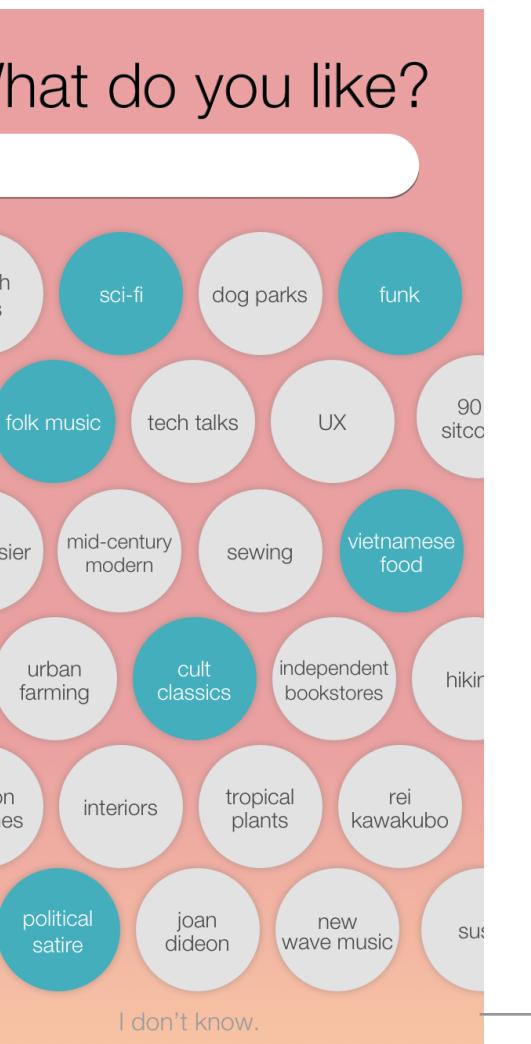


UX/UI MOCKUPS

An automated location would be ideal here or a drop down. Planned spontaneity was a theme that was brought up again and again in research so an immediate "look" at events seemed a good initial way to get the user involved.



Inviting the user to select some preconcieved interests helped further invite the users we tested to participate versus feel on the spot. We also hoped that in proposing interests the idea of community or events pertaining to them would begin to emerge.



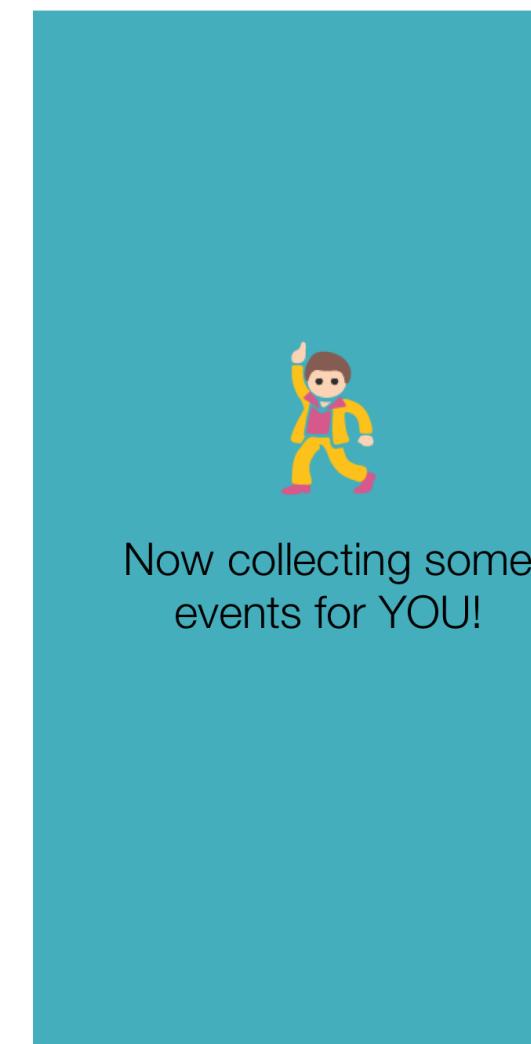
90

sitco

hikir

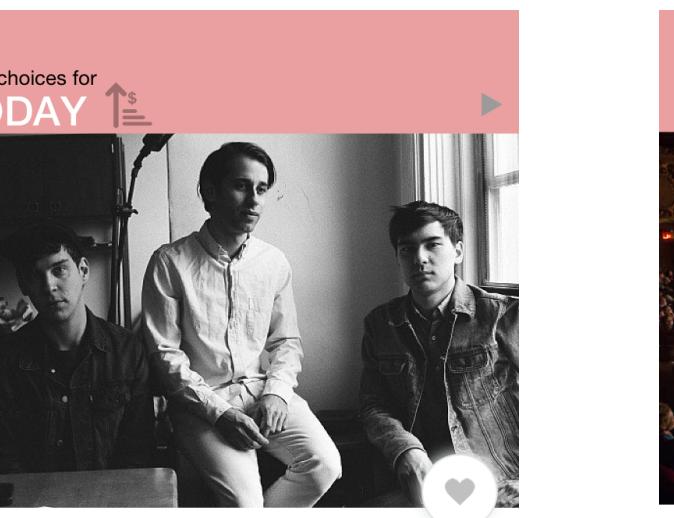
sus

I don't know.



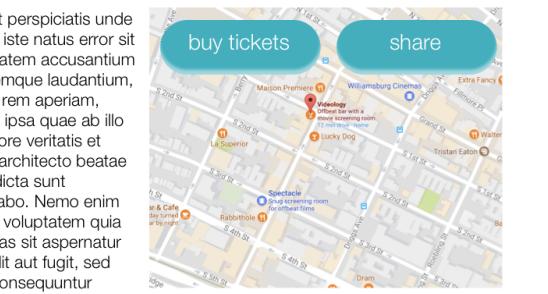
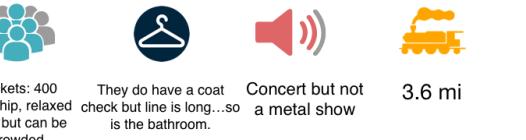
UX/UI

An event finding app that helped for an unexpected night off from plans seemed appealing to a lot of socially hesitant people.

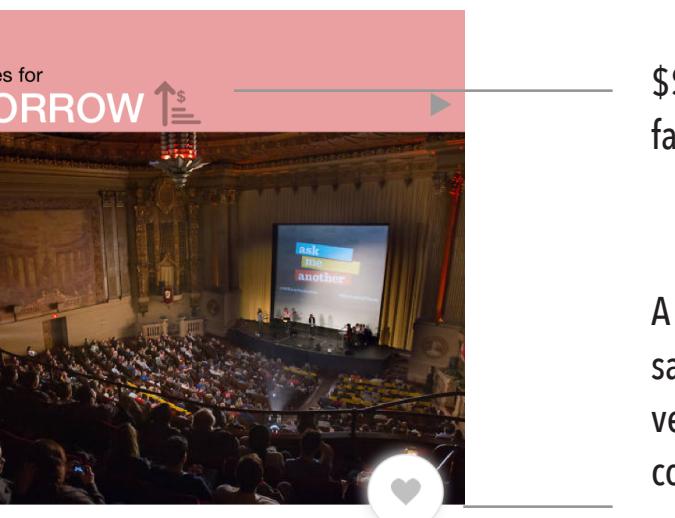


EZTV \$\$\$ \$25 online
\$35 at door.

August 16 at 9:30pm
Mercury Lounge
217 E Houston St, New York, New York

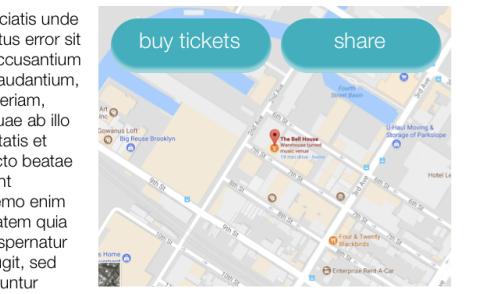


Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur



NPR's Ask Me Another \$\$\$ \$45

August 18 7:30 pm
The Bell House
149 7TH ST, BROOKLYN, NY 11215

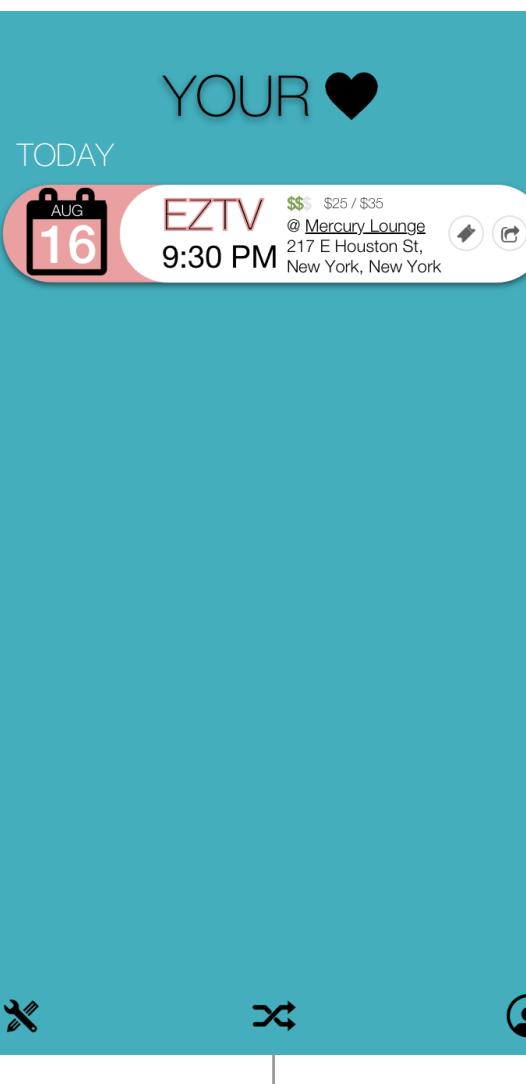


Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur



\$\$\$....also a deciding factor for most.

A like button that would save the event. Liking versus saving seemed less committal for users and thus more approachable.



Everything liked is saved and then organized by date.