

# Ozlem Konan | Digital Portfolio



# PROJECT BRIEF

## PROBLEM

People spend more time on searching products they want to buy. Consumers likely visited blogs, review sites, Facebook and other social media, and other non-commercial channels to learn what they needed. After all of searches they decide and know what they are going to buy. Now they're ready to purchase specific product and need to compare prices, check availability, and find the right place to patron. Consequently, doing shopping in a cheaper way is the most important factor for the one who knows what to purchase.

## SOLUTION

This app will allow shoppers to find what they're looking for seamlessly and for a better deal. It also provides product's compare prices, information about product and checks product availability. It's kind of a search engine for providing cheaper (or better) deals for users to lead to online shopping apps.







## DESIGN GOALS

Mobile app.

## USER NEEDS

- Users of our product can compare prices easily at different vendors.
- Users of our product can save time and efforts.
- Users of our product can have good discounts / lower prices.
- Brands will also receive better control over the online shopping options for their products.

# COMPETITIVE ANALYSIS

	Direct				Indirect	
Logo						
	ShopBrain	ShopSavvy	BuyVia	GoogleShopp.ing	Amazon	Target
Description	Shopbrain is the free price comparison tool that searches for the best prices and hottest deals every time you shop.	ShopSavvy compares the prices, displays user reviews, and searches for deals and discounts on scanned items.	BuyVia helps you get the products you want at the lowest price. It's a coupon and shopping app that finds the best deals, promotions, and discounts on thousands of items.	The Google Shopping app enables you to shop millions of items across thousands of stores with confidence.	Amazon app, purchase and access apps, games, music and Kindle eBooks. You can also purchase rent and stream Amazon Videos and access and stream Prime Videos.	Target app can help you have a more rewarding Target run! Weekly Ad and item availability all in one place.
Barcode / Scanner	✓	✓ First scan barcode	✓	✓	✓	✓
Reviews	AppStore: 3.5 GooglePlay: 3.5	AppStore: 4.5 GooglePlay: 3.6	AppStore: 4.6 GooglePlay: 4.2	AppStore: 4.3 GooglePlay: 4.2	AppStore: 4.4 GooglePlay: 4.1	AppStore: 4.3 GooglePlay: 4.9
Navigation / Usability	Simple and Easy	Simple and Easy	Easy but not simple design	Easy	Easy but not simple design	Easy but not simple design



# COMPETITIVE ANALYSIS

## Direct

## Indirect

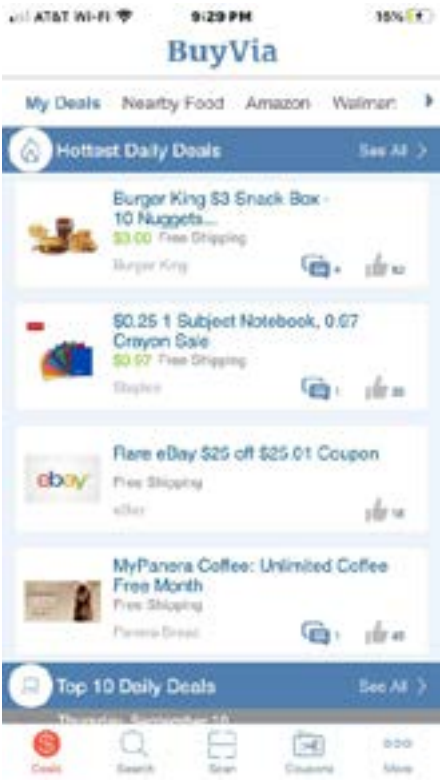
### Landing Page



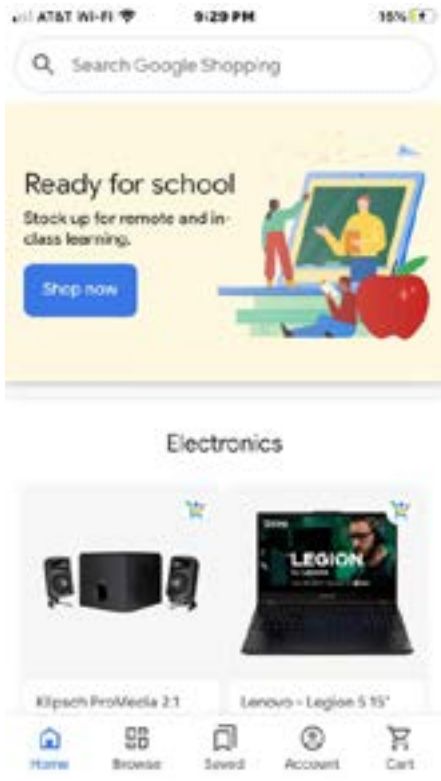
ShopBrain



ShopSavvy



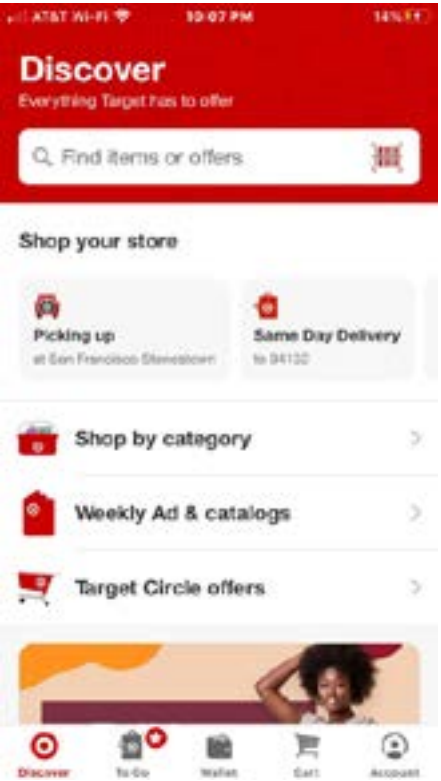
BuyVia



GoogleShopp.ing



Amazon



Target

### Advantages

- There are no logins, passwords or contact shares required. Shopbrain doesn't use or keep your data. They just provide the service without requiring you to share personal information.
- Shopping takes only two easy clicks.

- Easy to edit product information access their history, create lists or wallets, or utilize other enhanced ShopSavvy features

- It asks you to confirm where you like to shop. It won't show you sales at stores you prefer not to visit.
- Connect the online and offline worlds, allowing consumers to get price alerts from both e-commerce and local retailers

- Fast: Almost instantly after entering a search, you'll see photos of relevant products and links to more information, including the stores that sell them.

- With the option "Shipping via Amazon" shipping costs have to be included in the sale price
- Several providers of the same product can result a price battle
- Dependency of Amazon

- Its own mobile payment system called Wallet
- Free savings feature Cartwheel
- Cartwheel discounts range between 5% and 50% off just about everything in the store.

### Disadvantages

- APK files can have viruses that will steal data from your phone or corrupt your phone.

- There's no way to set a location, so users outside of US/UK might not get results in their currency or locale.
- there's no way to refine results

- If you want to get any price alerts from this app, you have to have a Facebook or Google login
- Lots of ads display

- Google is the best search engine, but consumers don't see it as a deal finder
- Fake Shopify reviews
- Return Policy takes too long
- Customer service doesn't work well

- Fake reviews might mislead you.
- Some sellers may place mischief and deliver a fake or a used products if you don't buy from Prime sellers.

- Expensive
- Bad histort about Customer Data Security
- There are a "list", a "wallet", and a "cart" options that is confusing.

# USER SURVEY

## AN OVERVIEW OF USERS WHO ANSWERED THE SURVEY

This survey provided online consumer shopping habits, preferences and fears based on their experiences. 36 different people answered the survey. Only one person doesn't shop online. No one shops online daily.

~ People who responded to the survey were mostly women.

~ 66,7% employed full time.

~ Products reviews affect 65,7% people

~ 38,2% people are making over \$100.000 and 20,6% people are making \$50.000 - \$80.000

Their fears on online shopping are quality of product, return-refund policy, cyber security, payment fraud, and long delivery time.

~ According to the survey people don't know much about price comparison apps and they've never used it before.

## ACCORDING TO THE SURVEY ONLINE SHOPPING APPS MUST HAVE THE FOLLOWING FEATURES:

- Easy to navigate, being able to add items to the shopping bag (or cart) as they continue shopping
- Videos of how to use the items, honest reviews and great customer service
- Secure, easy and fast payment options. Being able to use online payment systems like PayPal.
- Free shipping and fast delivery
- Easy return policy & refund guarantee and
- Being able to see if a product is out of stock so customers don't waste their time going



# PERSONAS WITH SCENARIOS AND USER STORIES

## Emily Nelson

AGE: 31  
STATU: Single  
LOCATION: Los Angeles, CA  
OCUPATION: Yoga Instructor  
INCOME \$55.000



“Yoga and shopping because therapy is expensive”

Emily is a super fit, well-groomed and wel-dressed woman. She loves doing yoga to keep everything in balance and she is also so excited about teaching yoga.

- To find cheaper and latest technologies for camera, microphone,tripod, lighting kit
- She would like to find other customers reviews who purchased the same items before.
- Quality of product may not be the same
- She couldn't understand the instructions. Thus, she never knows how she can use the product.

## USER STORIES

“As a Yoga instructor with a YouTube channel being able to easily navigate, compare and review for the latest video-recording products will assist in me knowing that I purchased the right equipment that will be used in helping me easily create my future YouTube videos.”

“For my job as a new YouTuber, I want to be able to easily review other YouTubers’ recommendations on products, so I can decide what kind of equipment I need to use for my videos.”

## SCENARIO

Emily has decided to open a YouTube channel to share her yoga practice for being more popular.She needs to get some equipment including camera, microphone, tripod, lighting kit, etc. Among the most important things for her are finding a good deal for her equipment, compare prices and read the costumers’ reviews who purchased the same products. She is also not really good at reading instructions. She is a visual learner, so she wants to be able to find products with visual guides

# PERSONAS WITH SCENARIOS AND USER STORIES

## Clarissa Schneider

AGE: 45  
STATU: Single Mom  
LOCATION: San Jose, CA  
OCUPATION: Test Engeener  
INCOME \$135.000



Momlife is spending \$300 on summer clothes for your kids then deciding \$20 yoga pants for yourself are too expensive.

Clarissa is a tech generalist and loves web and mobile. She is an optimistic, strong and positive person and a master of time and scheduling. She tries to raise her son as a gentleman, respectful person.

- She doesn't want to see products which are already out of the stock.
- She doesn't want to share her payment information. She wants to pay via online payment options like paypal.
- She wants to time management effectively
- Spend quality time with her son

## USER STORIES

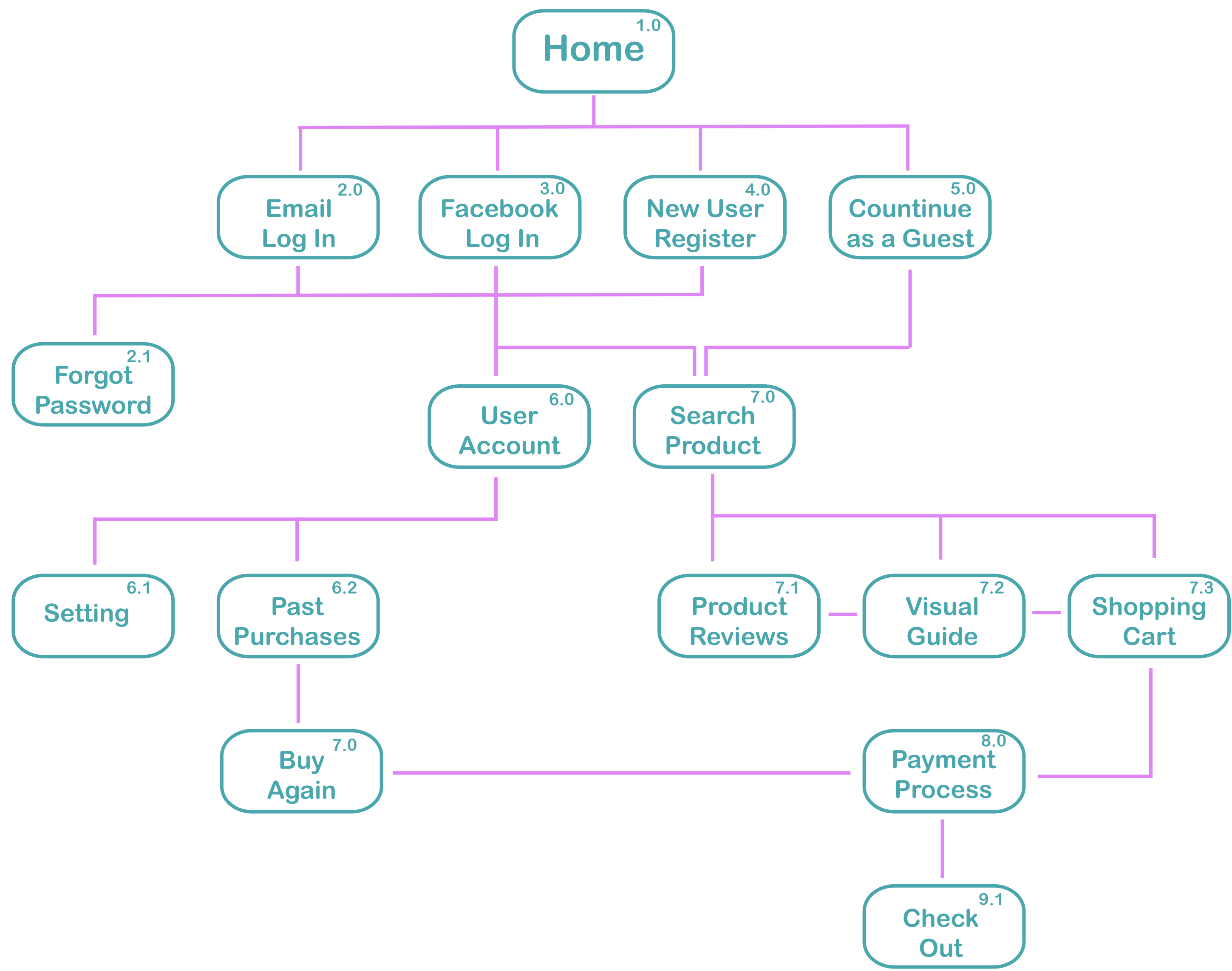
As a single mom who tends to be quite busy, being able to quickly locate items that are only in stock will help free up extra time that I can use to spend quality time with my son rather than on looking through websites that show mostly out of stock items.”

“As a tech woman, I want to comfortably shop via online using a secure payment method system similar to PayPal when I shop online so I can feel comfortable and safe when I make any purchase.”

## SCENARIO

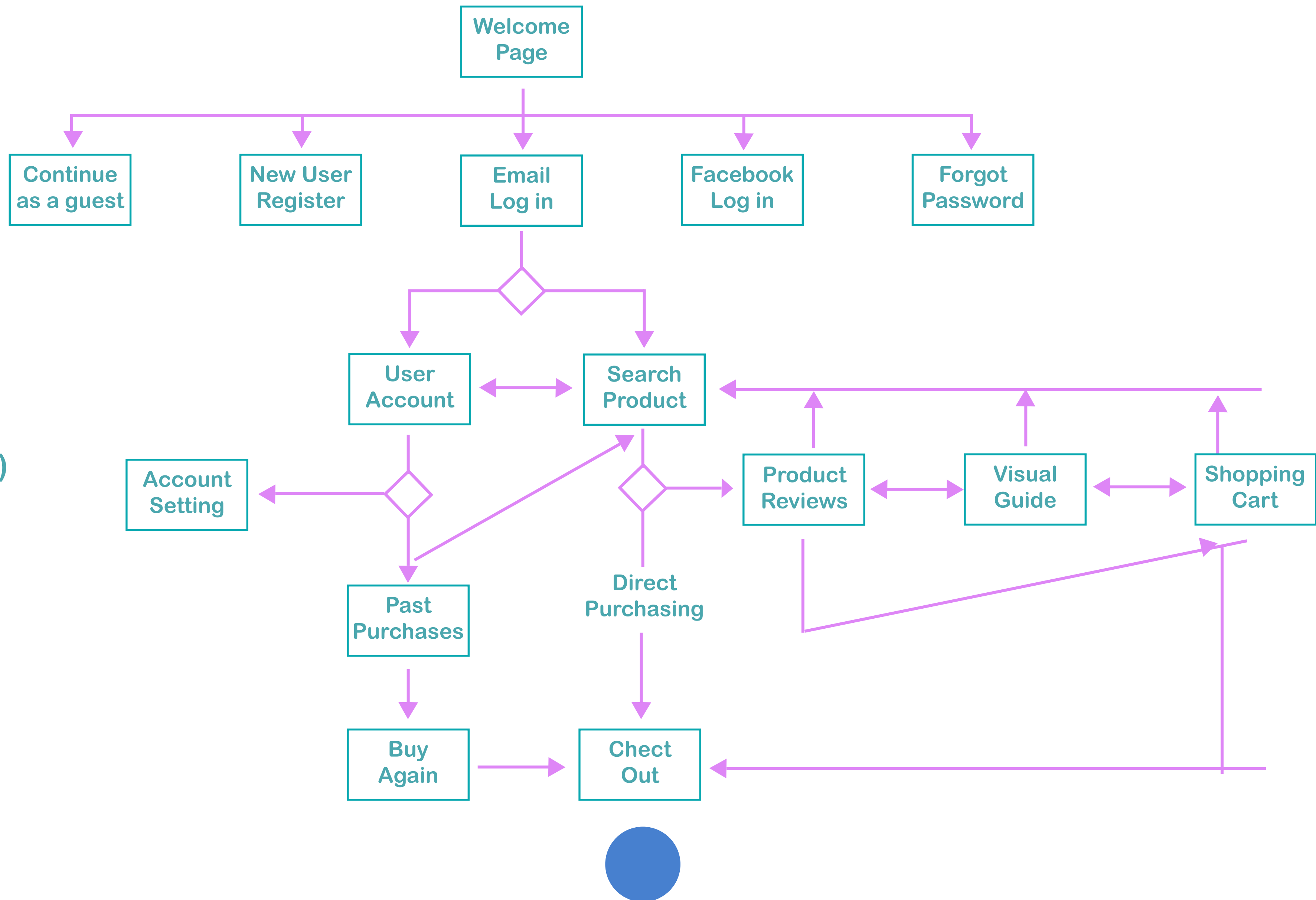
Clarissa has decided to pursue a minimalist life-style. One day, she realized that she was spending too much money and getting more than she needs when she was in a shopping mall. She wants to shop only when she needs to buy an item. In addition, she decided to use only one payment option for all her shopping to monitor her expenses. So, she decided to use online shopping apps which minimize the time and effort to search. She doesn't want to see any related products she searched. She also wants to save money for her son's college.

# INFORMATION ARCHITECTURE DIAGRAM





# USER TASK FLOW (PRIMARY USER)

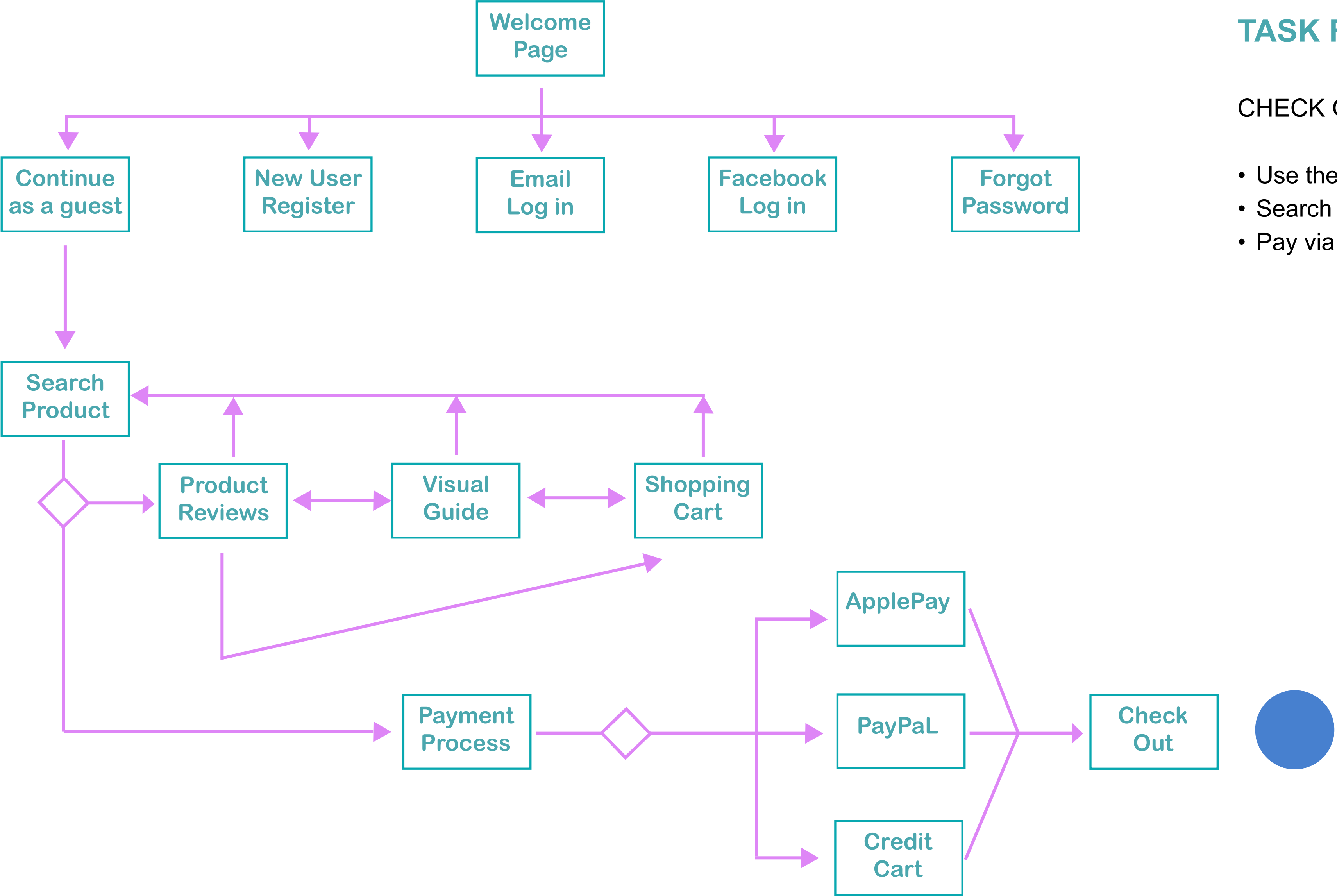


## TASK FLOW (PRIMARY USER)

### CHECK OUT PROCESS

- Login
- Search Product
- Pay via saved payment methods

# USER TASK FLOW (SECONDARY USER)



## TASK FLOW (SECONDARY USER)

### CHECK OUT PROCESS

- Use the app as a guest
- Search Product
- Pay via credit card or other payment options

# PAPER PROTOTYPE

## SKETCHES:



## TASK FLOW 1:

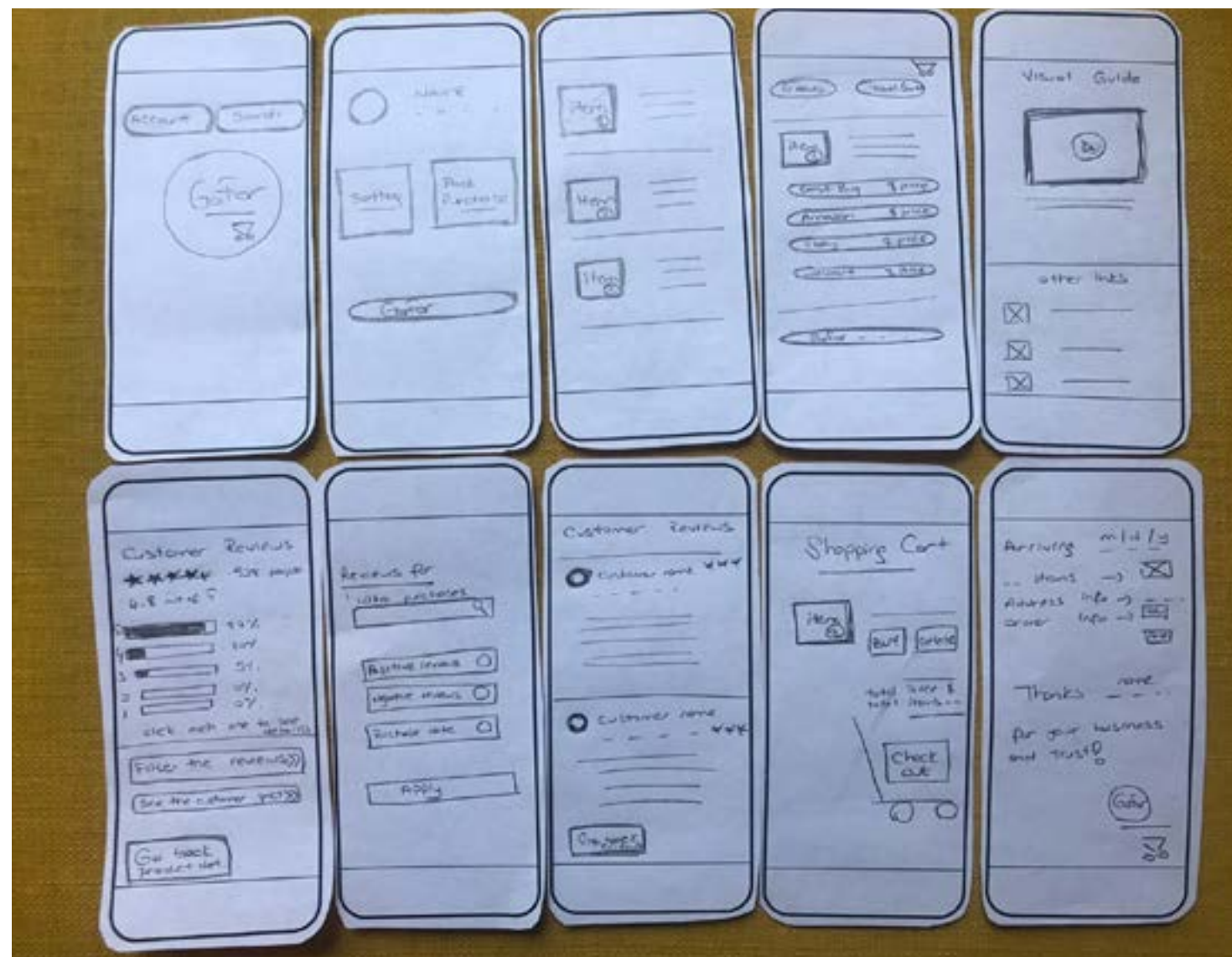
### CHECK OUT PROCESS WITH REVIEWS AND VISUAL GUIDE

- Sign in automatically
- Search product
- Check the visual guide
- Filter the Reviews and see YouTuber's reviews
- Paying with saved payment informations

## TASK FLOW 1 ( PRIMARY USER )

- Smaller logo on welcome page
- **Greeting user by user name on welcome page**
- User account should have saved shopping list section which can be categorized.
- User account should create wish list section which can seen user's allowed people. (like a wedding registry)
- **Using icons for going home, account, and search page**
- Search button is so confusing on every page should be shown on an icon navigation
- **Need to add voice search**
- Showing compare items should be display different way like inside square sections
- Compare items price section should be shown online shopping app's logo and name which can provide to sell.
- **Reviews and visual guide are so confusing under the icon navigation bar so they should display in a button under the product picture on the product detail page**
- Need to add confirm page for purchase.
- **Shopping cart need to have delivery date options.**
- No need to buy option on shopping cart page that is so confusing. Maybe "quick buy" can be added instead of buy option.
- Thanks to user with name is so nice.

## PAPER POTOTYPE:





# PAPER PROTOTYPE

## TASK FLOW 2 ( SECONDARY USER )

- Second page should be divided horizontally 2 clear sections for sing in and continue as a guest.
- These 2 section on second page should be display horizontally
- **Should use icon navigation on every page**
- **Search button is so confusing on every page should be shown on an icon navigation**
- Need to add voice search
- **There is no add to shopping bag option on main shopping page**
- Compare items price section should be shown online shopping app' s logo and name which can provide to sell.
- Reviews and guide are so confusing under the icon navigation bar so they shoud display in a button under the product picture on the product detail page
- No need to buy option on shopping cart page that is so confusing.
- **Shopping card should display the arriving date options**
- Online payment option should display confirmation
- There is no gift receipt or gift bag option on shopping cart
- **Payment options page check boxes are so confusing. Should use radio button to select payment option**
- After select payment option the app needs one more confirmation page to summarize shopping
- View and cancel options in last page shoud display differently because it's so confusing.
- After shopping thank with user name. (it can be provided by payment options

## TASK FLOW 2:

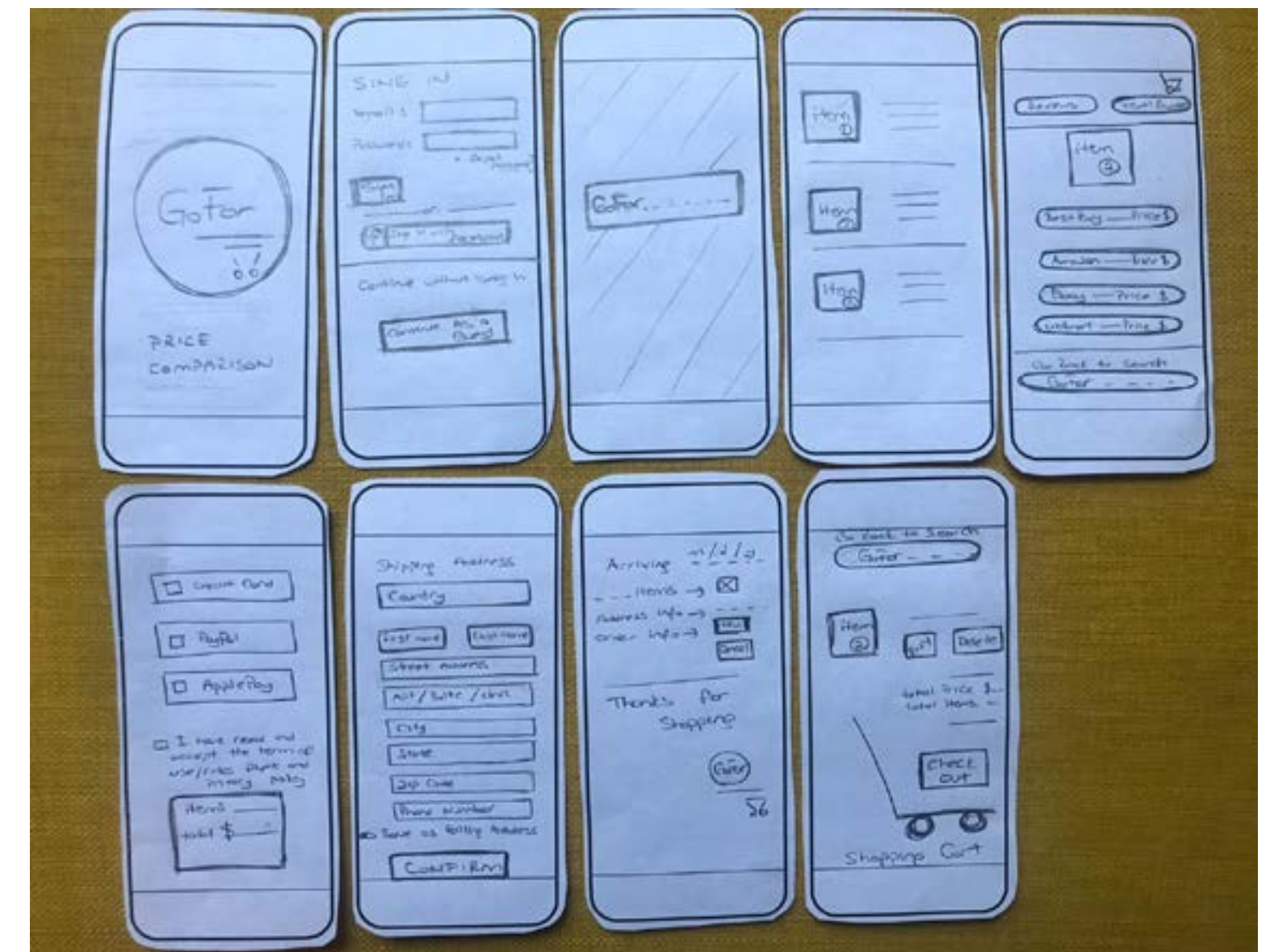
CHECK OUT PROCESS WITHOUT SING IN AND PAY VIA ONLINE PAYMENT OPTIONS

- Contunue as a guest
- Search product
- Pay with PayPal
- Easy and quick reach the shopping bag

## SKETCHES:



## PAPER POTOTYPE:



# CLICKABLE PROTOTYPE



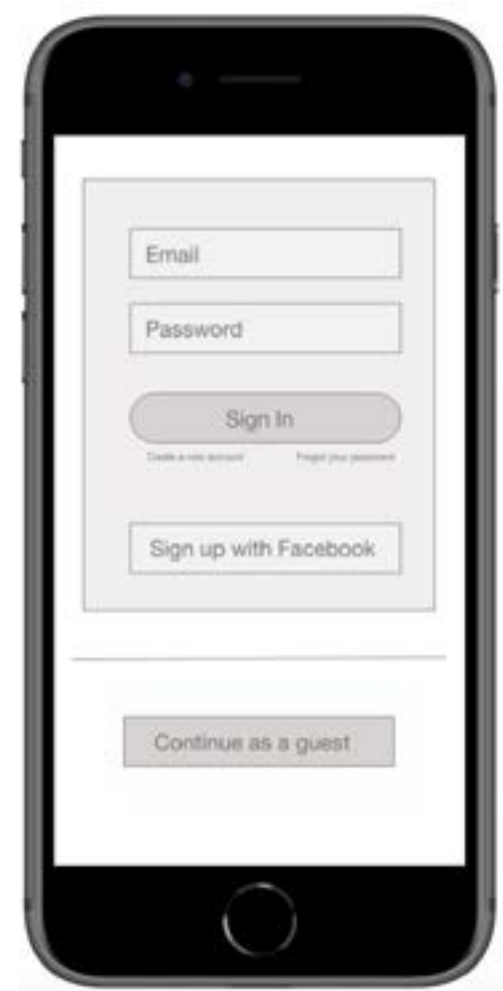
## TASK FLOW 1:

### CHECK OUT PROCESS WITH REVIEWS AND VISUAL GUIDE

- Sign in automaticly
- Search product
- Check the visual guide
- Filter the Reviews and see YouTuber's reviews
- Paying with saved payment informations

## LINK:

<https://projects.invisionapp.com/prototype/ckhfu1bek001aw401zn7hdapr/play>



## TASK FLOW 2:

### CHECK OUT PROCESS WITHOUT SING IN AND PAY VIA ONLINE PAYMENT OPTIONS

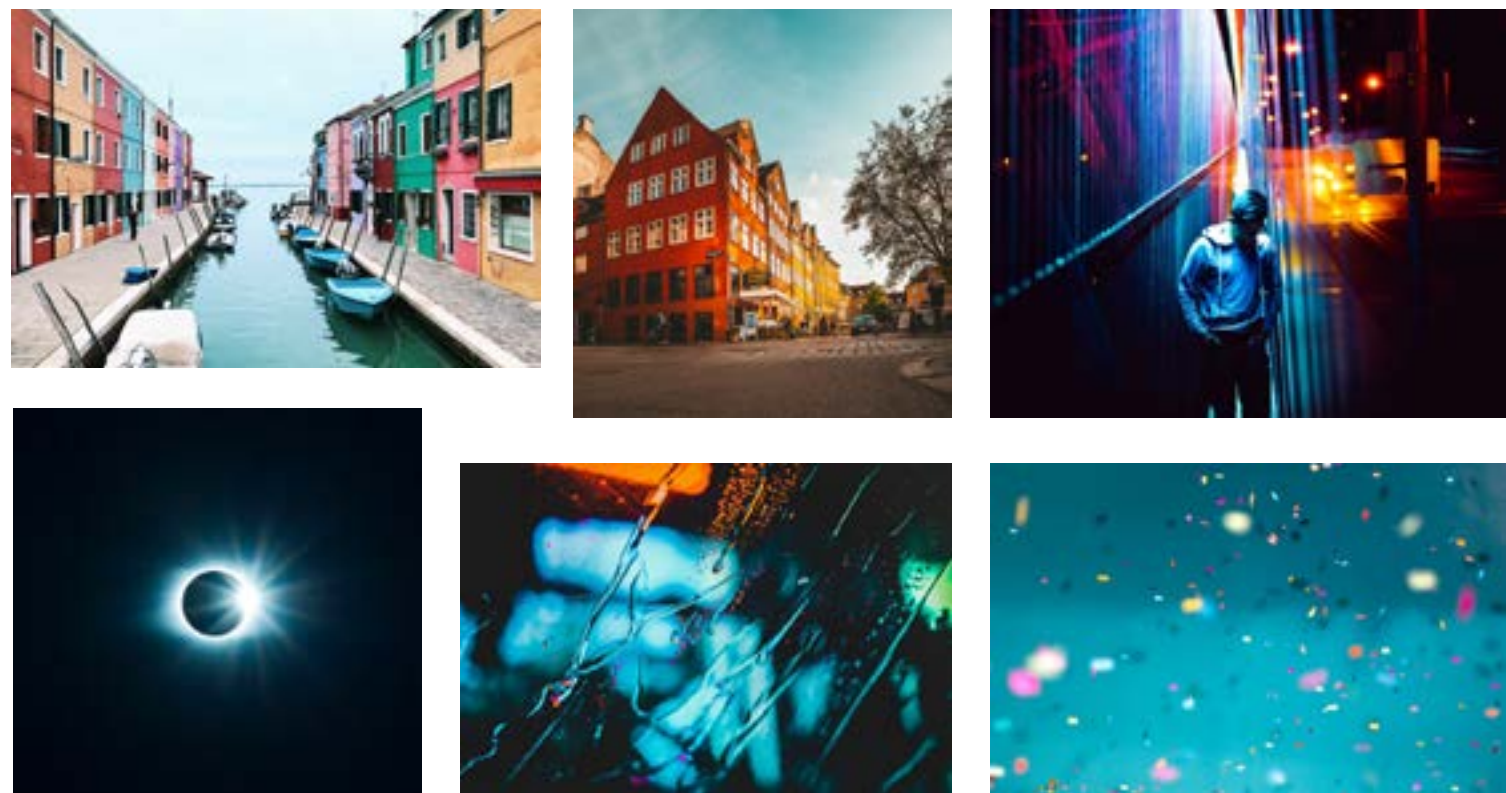
- Contunue as a guest
- Search product
- Pay with PayPal
- Easy and quick reach the shopping bag

## LINK:

<https://projects.invisionapp.com/prototype/ckhfwdrmd002g3401cyx3bsr5/play>



# STYLE TILE



Header Style (Avenir Black)

(Avenir Medium) Subhead Style

- Competitive
- Functional
- Simple
- Speedy

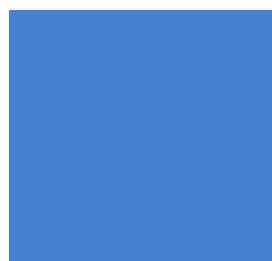
Body Copy : "Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit (Avenir



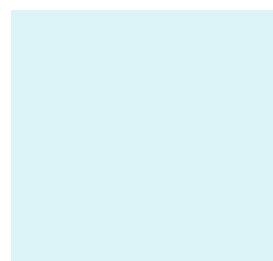
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#dcf4f7



#f27660



#ffb44c

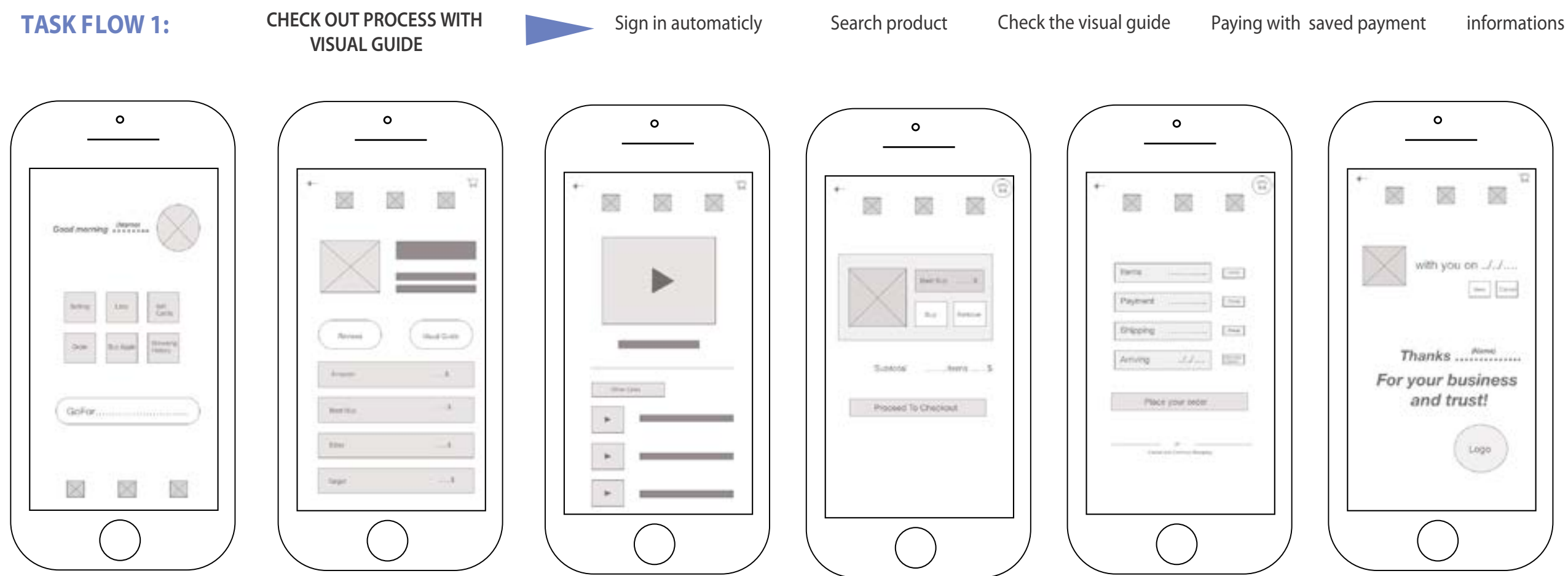


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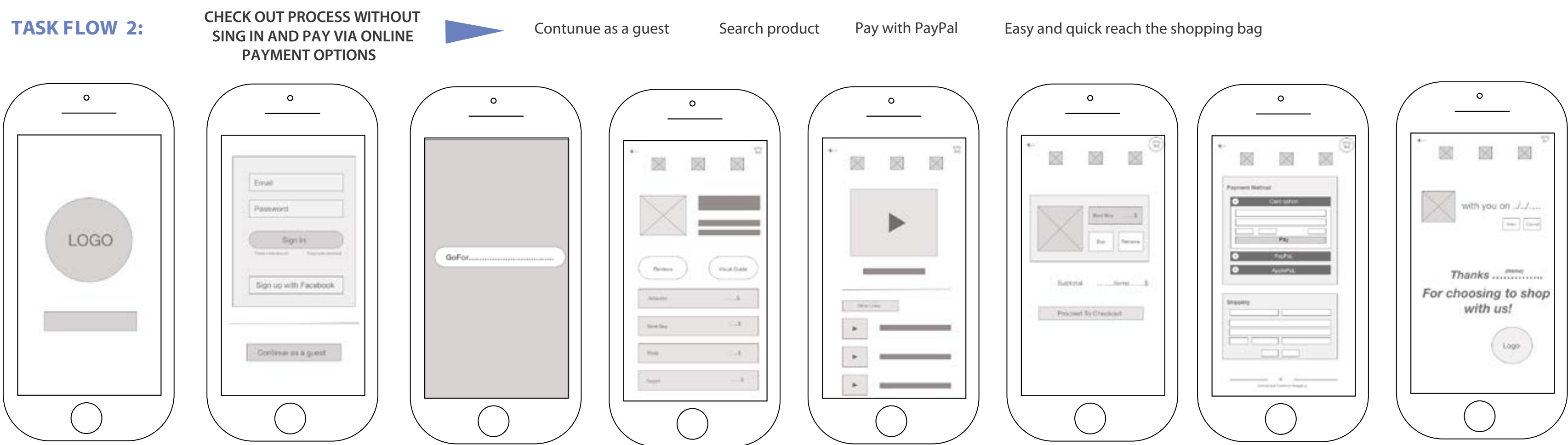


# DIGITAL WIREFRAMES

## TASK FLOW 1 ( PRIMARY USER ) →



## TASK FLOW 2 ( SECONDARY USER ) →

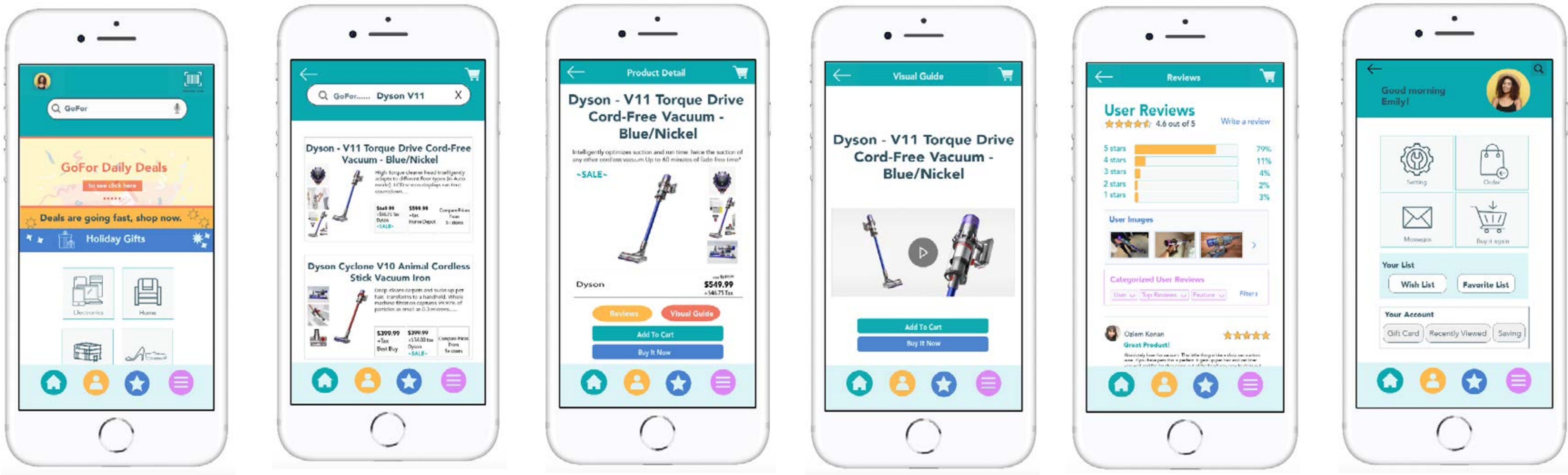


# HI-FI PROTOTYPE

## TASK FLOW 1:

CHECK OUT PROCESS WITH  
REVIEWS AND VISUAL GUIDE

<https://projects.invisionapp.com/prototype/ckijvbn800009ph01ygha3k9q/play>





# HI-FI PROTOTYPE (SECONDARY USER)

## TASK FLOW 2:

CHECK OUT PROCESS WITHOUT SING IN  
AND PAY VIA ONLINE PAYMENT OPTIONS

<https://projects.invisionapp.com/prototype/ckijxiqpq000aph01qi7ucluj/play>

