

New York Costumes

(Halloween Adventure)

Shalyn Oswald



The Current Site-uation

New York Costumes does not have their own e-commerce site.

You are leaving the New York Costumes website and heading to www.costumesupermart.com.

Inventory on www.costumesupermart.com is NOT linked to New York Costumes' inventory.

WHOLESALE
COSTUME FULFILLMENT



amazon.com®

BUYCOSTUMES
LIFE'S BETTER IN COSTUME™

Abracadabra

These companies do, and that means **loss of business**.

New York Costumes: The Brand



Fun, Quirky, Silly, Inspiring All-Year Costume Store
A local treasure for 14 years, and famous tourist attraction
Love to have people come into the store for that experience.

What are people saying online?

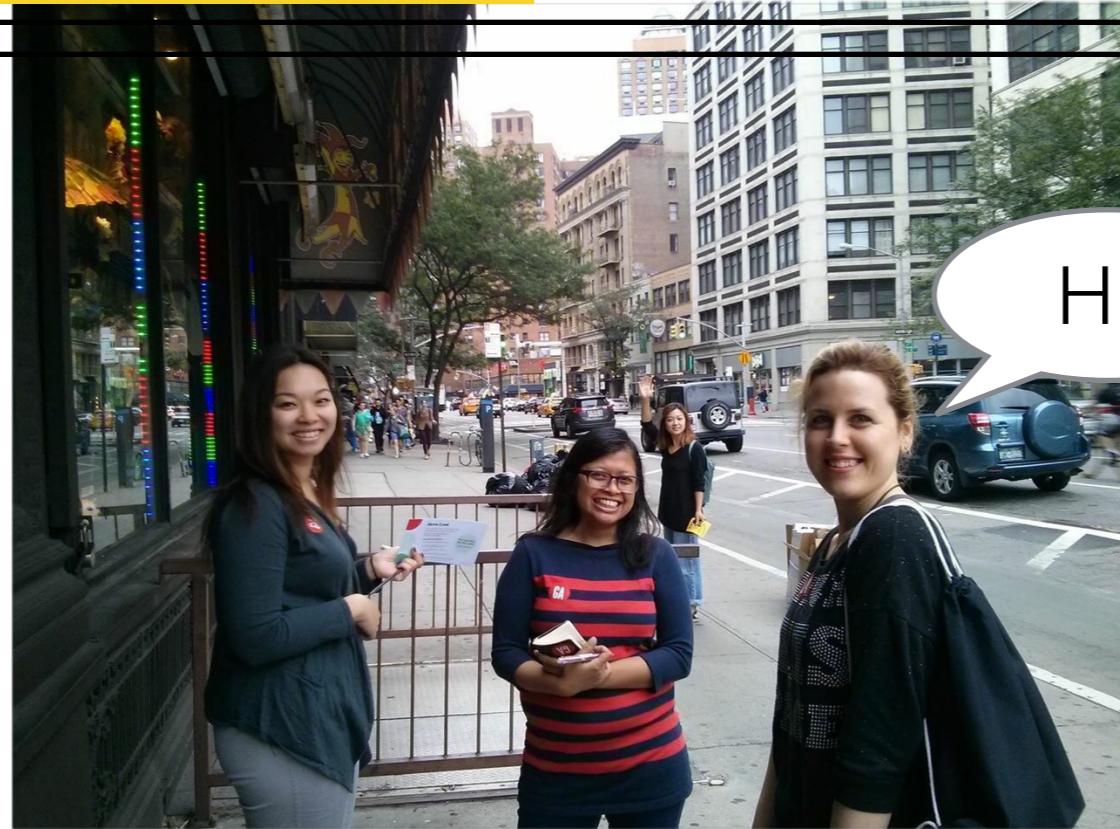
“What's not to like?
EVERYTHING except your
imagination in here!”

“Costume stores run the gamut in
Manhattan and this one is definitely
kid-friendly.”

“You'll definitely find what you're looking
for, but in the age of comparison
shopping you'll find much better prices
for the exact same thing online.”

*Yelp Reviews

A Group Effort



Employees

1. What are the most common things people can't find in the store?
2. What are the most popular items?
3. What are the top three or four sections?
4. Is there a certain gender that comes in than the other?
5. Do males or females wander around the store differently?
6. Is the shopping pattern different during the Halloween season or not?
7. Do a lot of people bring their children?

Customers

1. What were you looking for and did you need any assistance at any time (do you need any assistance to find it)?
2. Why did you choose to shop in store rather online?
3. Is there anything you really like or don't like about the store (anything that confused you)?
4. Have you ever been to the store before, if so how many times?
5. And how would you describe the feeling you got as you went through the store.

Q&A with Employees and Customers

NYC Costumes 3 items

Interviews-NYC Cos...

Transcript of interview:

What are the most common things people can't find in the store?
What are the most popular items?
Is there a certain gender that comes in than the other?
Do males or females wander around the store differently?
Is the shopping pattern different during the Halloween season or not?
Do a lot of people bring their children?
What were you looking for and did you need any assistance at any time (do you need any assistance to find it)?
Why did you choose to shop in store rather online?
Is there anything you really like or don't like about the store (anything that confused you)?
Have you ever been to the store before, if so how many times?
And how would you describe the feeling you got as you went through the store.

Inventory-NYC Cost...

Transcript of interview:

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Have you ever been to the store before, if so how many times?
And how would you describe the feeling you got as you went through the store.

Store visit results

Transcript of interview:

What are the most common things people can't find in the store?
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Is there anything you really like or don't like about the store (anything that confused you)?
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What the Customers are Saying

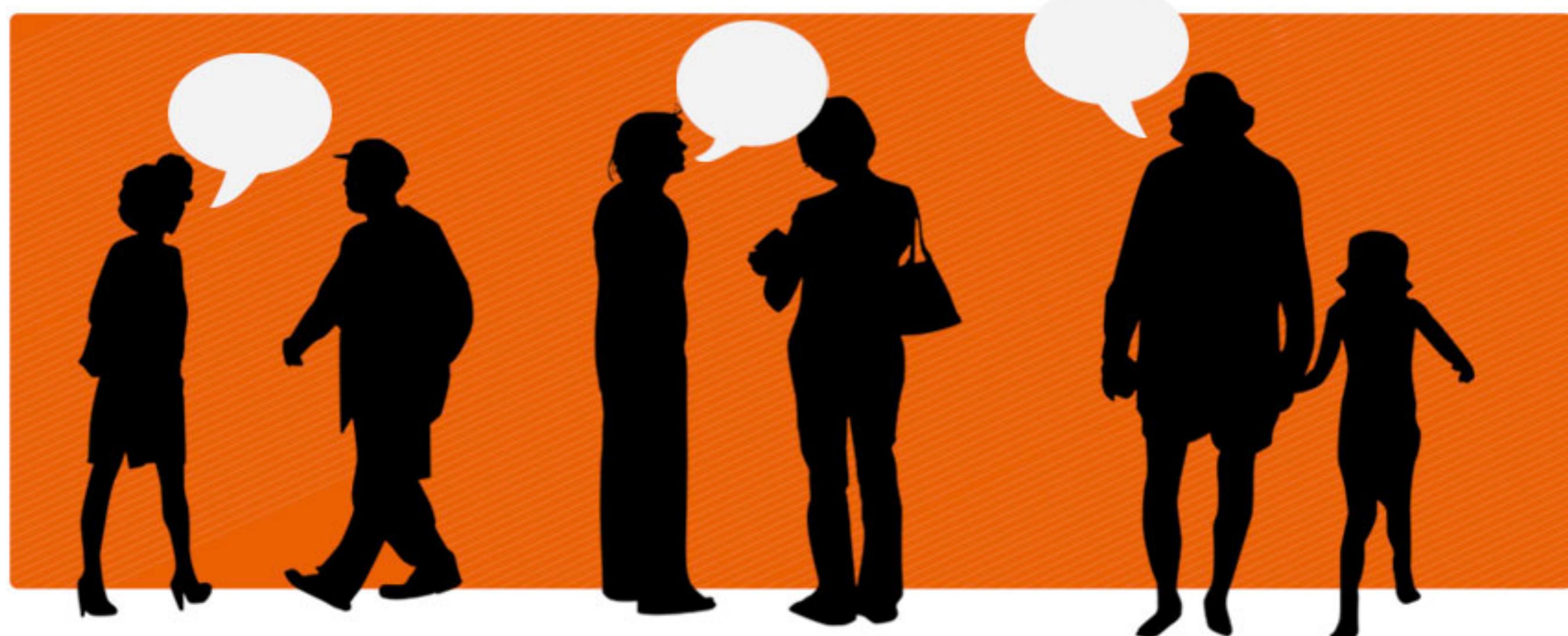
“It’s a really fun experience to walk through the store.”

“I needed personal assistance to find things around the store.”

“I had something specific in mind when I went there.”

“I really hate the prices, just too expensive.”

“I’m local so it’s convenient.”



Money, Money, Money...

Commercial rent upwards of **\$4000 per square foot** in Manhattan.

HALLOWEEN ADVENTURE STORE MAP
2 ENTRANCES 104 FORTH AVENUE & 808 BROADWAY 212 673 4546 INTERNET LINE 1 800 99JUMPY
WWW.NEWYORKCOSTUMES.COM

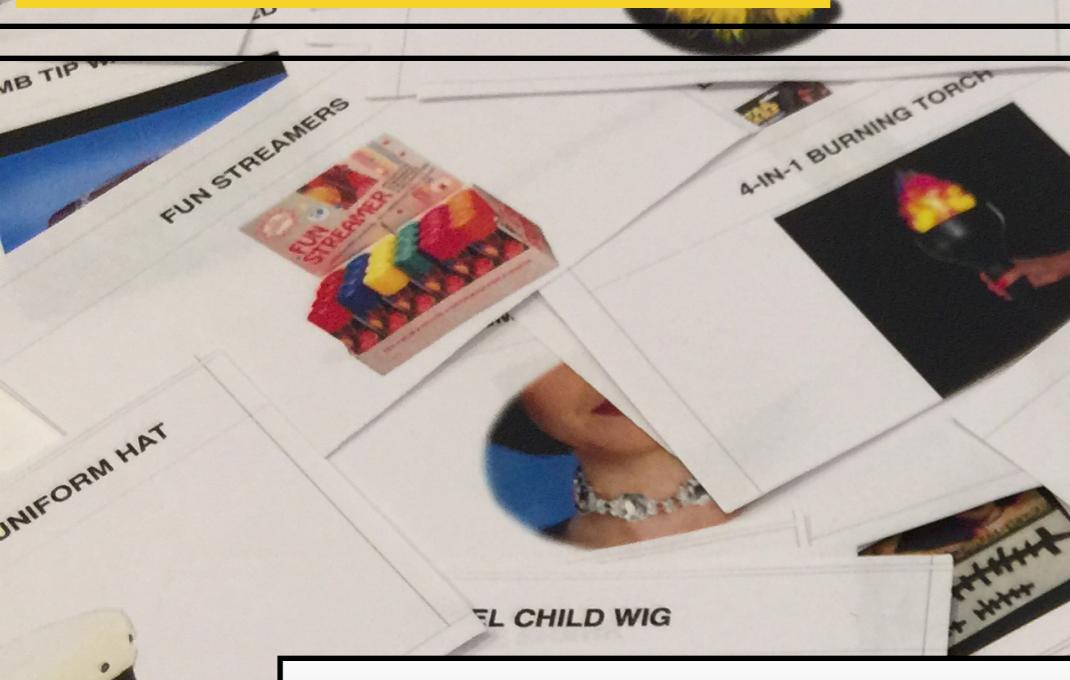
808 BROADWAY ENTRANCE

DECORATIONS
CHRISTMAS
PROPS
VENETIAN MASK
HATS
COSTUME HATS
TIaras
JEWELRY
STAR TREK
STAR WARS
SUPER HEROES
PIRATES
COLONIAL
COWBOY
INDIAN
ZORRO
KID
NINJA
PET
COSTUMES
CONTACT LENSES
MAKEUP
TATTOOS
WIGS
NOVELTIES GAGS
MASK & ACCESSORIES
CANDY
REGISTERS
808 CASH
MAGIC RENTALS
LIGHTING
HIGH END COSTUMES
RETRO
NOVELTY COSTUMES
MARDI GRAS MASK
SILLY SHIRTS
FAIRY TALES
DISNEY
WIZARD OF OZ
GLOVES
STOCKINGS
SHOES
BIKER
ANGELS
PONCHOS
CAPES
WINGS
GOTH WITCH
CHILDREN
TODDLERS
HARRY POTTER
STAR TREK
STAR WARS
SUPER HEROES
SILLY LAB COATS
HAIR
HAIR
DOCTORS
NURSES
COPS
PRISONERS
DEVILS
PRIEST
NUNS
MEDIEVAL
INTERNATIONAL
WEAPONS
ARMOR
HORROR
VAMPIRE
KIDS COSTUMES
CLOWNS
TIaras
NOSES
TAILS
HANDS
CUSTOM FANGS
FIFTIES
FLAPPERS
CHEERLEADERS
SIXTIES
SEVENTIES
HIPPIES
HULA
CAVEMAN
ZORRO
COWBOY
INDIAN
KID
NINJA
PET
COSTUMES
CONTACT LENSES
MAKEUP
TATTOOS
WIGS
NOVELTIES GAGS
POSTERS
DECORATIONS
104 FOURTH AVE ENTRANCE

VISIT OUR GOTHIC RENAISSANCE STORE NEXT DOOR 108 FORTH AVENUE 212 780 9558

Too Many Choices

Common Costume Themes
Throughout the Store



- a. goth
- b. witches
- c. hippies
- d. superheros
- e. fairytales
- f. capes
- g. ninjas
- j. holiday
- k. international
- l. horror
- m. roman & middle east
- n. cheerleaders
- o. weapons/ armor
- p. flappers
- q. pirates
- r. cowboy/ indian



"One word to describe this store? Overwhelming."
- long time employee

Card Sorting for Answers

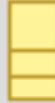
Why is this important?

There are **so many** unique and fantastical **items** available that it becomes **daunting** for the customer.

Categorizing inventory items so that they are **easy to locate** without need for help.

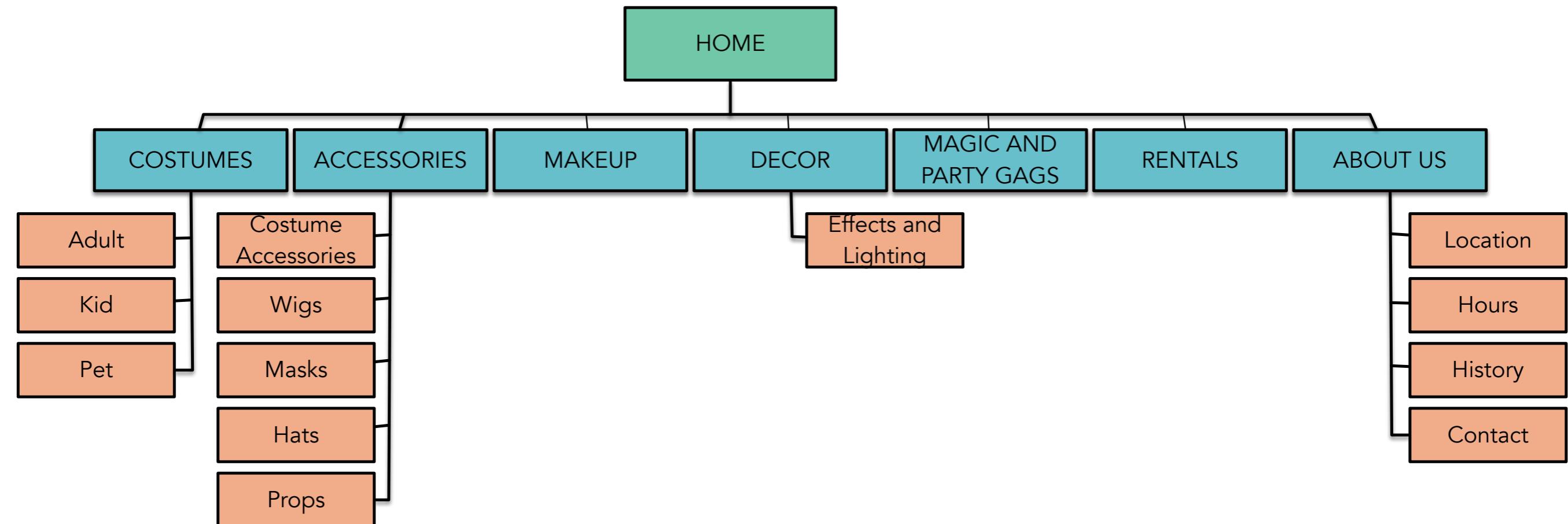


Designing with Data

	spirithaloween.com	Ricky's	Shoppa - Scoutmob	Online Costume Stores	Costume Supermart	Ricky's NYC	Village Party Store	Spirit Halloween	Party City
Header	<ul style="list-style-type: none"> Sign In Days until HALLOWEEN Help Order Status My Account FIND A STORE (search bar) (shopping cart) 	<ul style="list-style-type: none"> My Account, Ricky's Blog, My Wishlist, Checkout, Store Locations, Login Hair, Nails, Makeup, Skincare, Bath+Body Style, Fab Fun!, Sales, #RickyBlogging 	<ul style="list-style-type: none"> <- looking for local deals? (switches to logo when you scroll) Search bar Refer a friend & get 10% Sign up Login tag with shopping bag nav, women, men, home, food & drink, art, jewelry, gifts, features 	Checkout/Cart	✓	✓	✓	✓	✓
Main Page	<ul style="list-style-type: none"> Sale info Enter promo code: CREEPY (details) Scrolling images (themes; funny, superheroes, etc) Adult image with links Kids image with links Decorations image w/links Accessories image w/links Shop by brand Short Business blurb Charities 	<ul style="list-style-type: none"> Sale slides and info Makeup (shop now) Professional Tools (shop now) #PowerBanding with list of 4 products #Top Appliances with list of 4 products Store Locator, \$10 and under, Men's, Revolver Salon, Manic Panic, RICKYCARE tools, Babeland=Ricky's, ProCrafter, Costume superstore. 	<ul style="list-style-type: none"> Free shipping on orders over \$100* Logo Watch our maker video Image with 15% sale Featuring handmade featuring certain items and brands labels for popular item categories 	Physical Store	✓	✓	✓	✓	✓
Footer	 <ul style="list-style-type: none"> Mailing list Social links Help Opportunities Company Info Payment Methods (dropdown menu) 	<ul style="list-style-type: none"> Follow Our Beauty Adventures (social links and newsletter input) Information About Us My Account Corporate Office/ Customer Care 	<ul style="list-style-type: none"> about, faq, careers, blog, press, privacy, contact, wholesale, corporate gifts, list your goods made with sweet, sweet love in atlanta, georgia, since 2010 	Related Items	✓	✓	✗	✓	✓
Shopping Cart	<ul style="list-style-type: none"> Continue Shopping: (theme) Your Shopping Cart Items will be saved in your Shopping Cart for 3 days. Need help? Call (contact info) Shopping Cart ID #s What's this? Item Description Picture with item description, color, and size Item Price, QTY, Total Price Edit, Move to Wish List, Remove Donate to charity Promo Code Apply Merchandise: \$ Estimated Shipping/Sales Tax/Shipping Tax Estimated Total Order Final Shipping and Tax will be calculated during checkout Checkout in US and Canada Checkout International Checkout with Paypal 	<ul style="list-style-type: none"> Picture of item Name of item Picture of pencil and paper "Edit" Unit Price: \$ Qty: 1 Subtotal: \$ Picture of trash can and "Delete" Continue Shopping Free Shipping Your order qualifies for Free Domestic Ground Shipping Discount Codes Apply Coupon Estimate Shipping and Tax Update Shopping Cart Clear Shopping Cart 	<ul style="list-style-type: none"> < continue shopping ITEM QTY TOTAL Shipping from Carmel Indiana Item name Item size Box we're qly with 'remove' under \$8 Subtotal NEXT (button) NEED HELP Contact our customer service team (number string) email 	Credit Cards	✓	✓	✓	✓	✓

This is what is working for these top shops, so they **must be doing something right**. Let's learn from them!

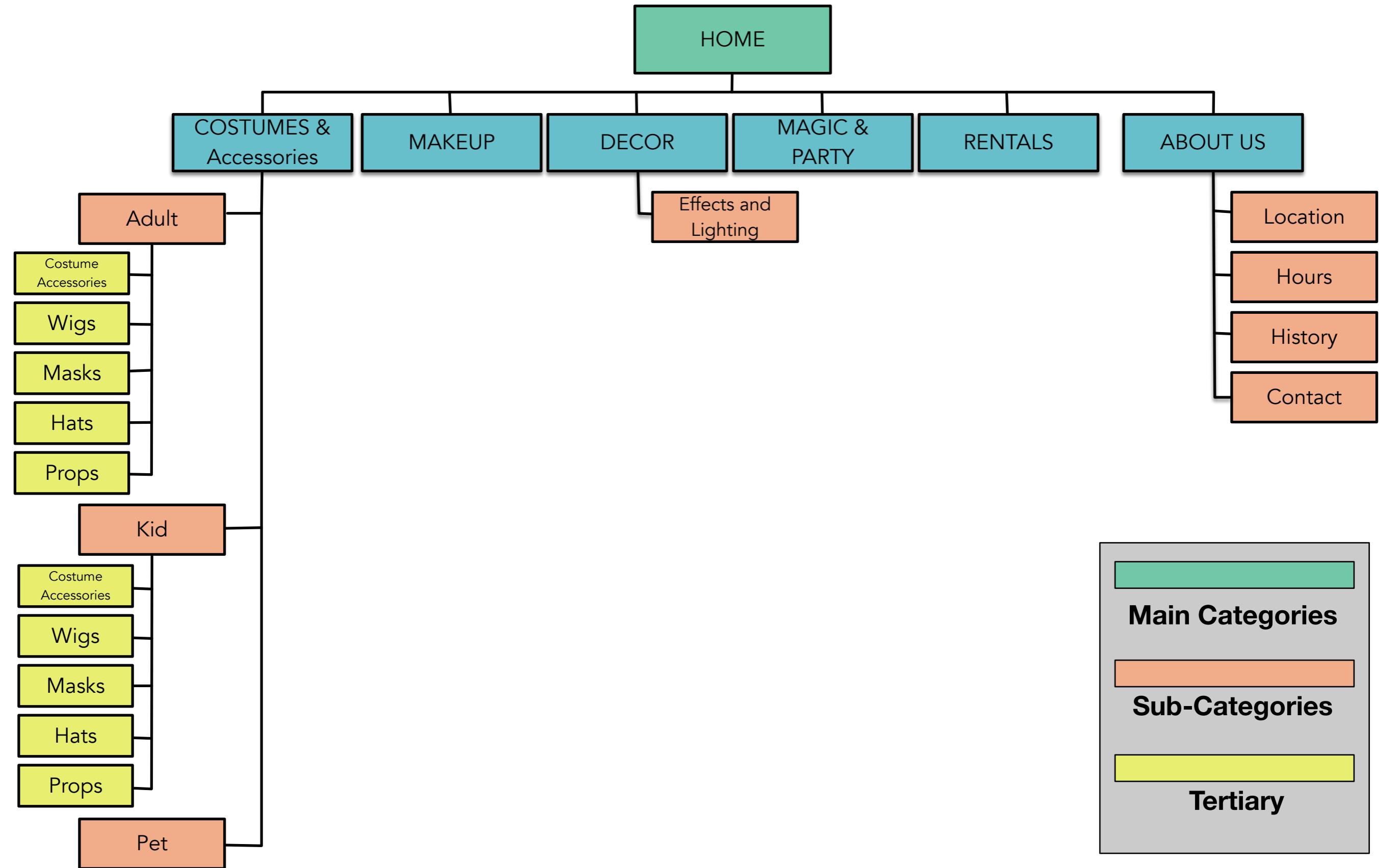
First Sitemap After Card Sorts



Colleague Comments

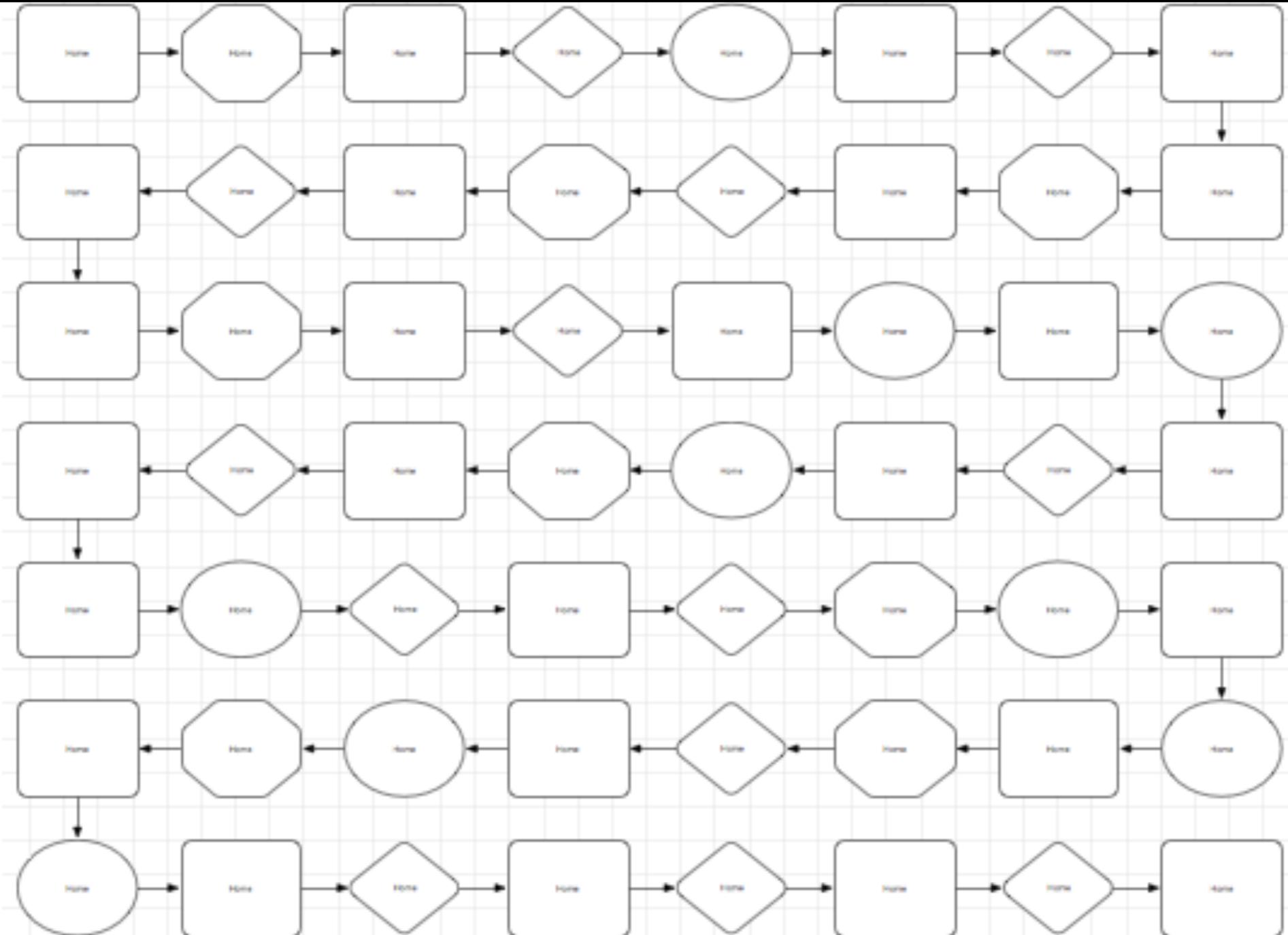
- “Costume accessories seems redundant”
- “Maybe “costume accessories” should be under costumes, too”

Sitemap Iteration



User Flowing

Over 80 Steps to find an Item on a competitor site.



To around 15 on yours, through proper testing and tools.

The Customer

JOHN

38YO SCHOOLTEACHER | CARES ABOUT: QUALITY, EXCLUSIVITY, AND COOL-FACTOR OF PURCHASES

"I need something that we can do together."



John is the single parent of a 12 yo girl. He struggles to find the right gifts for her as her interests change regularly, and he tends to steer her toward the activities that he can also take part in. He is a little cost-conscious and wants cool stuff at a fair price. As an art teacher, he cares about design and is critical and vocal about brands which don't meet his high expectations. He chooses his brands carefully to reflect his tastes and behavior.

Favored brands

Xbox, Apple, Netflix

Favored channels

Desktop website, Email, Twitter

Tech empathy: **High** | Purchase cycle: **Medium** | Has: MacBook Pro, iPhone, iPad

Needs from online store

- Quick access to a range of options
- Knowing what's new on repeat visits
- Being reassured by familiar brand names
- Social proof from others to know what's cool
- A feeling of relationship with the brand

Pain points

- Lack of sufficient product descriptions
- Difficult navigation
- Expensive shipping charges
- Complex returns process
- Lack of trust with unfamiliar retailers

How we can serve

- Establish trust and relationship
- Focus on new additions to inventory
- Make shipping and returns options easy
- Product ratings or show other customer behavior



"Show me a legitimate site others use that is easy to navigate, has a cool and unique inventory, and has products that are inexpensive, not 'cheap'."

Let's see if we can help!

Design Iterations

A screenshot of a costume website's product page for an "ARIEL WIG". The page includes a star rating, price (\$21.98), color selection, and a "Complete the Look!" section with a plus sign icon. A red box highlights the plus sign icon, and a red arrow points to it from the text below.

Supposed to be an quick add to cart, but it was mistaken for a zoom.

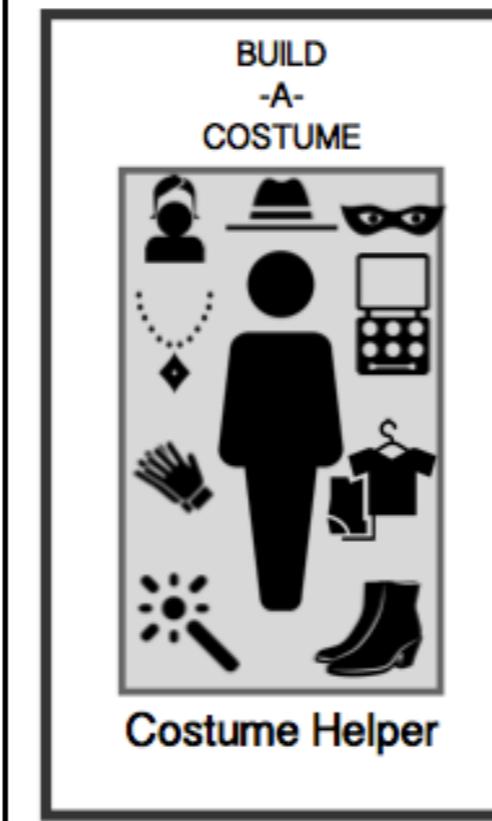
A screenshot of the website after adding the wig to the cart. It shows a "SHOPPING BAG" containing the "Ariel Mermaid Dress". A green circle highlights the shopping bag icon, and a green arrow points to it from the text below.

Everyone had a hard time knowing if something was added to the cart.

Added a shopping bag feedback/prompt.

Prototype of Costume Builder

1st Iteration



A screenshot of the final iteration of the website. It shows a large "ADD TO BAG" button with a lock icon, and a yellow box highlights the lock icon with the text "Still confusing."

Follow Us!

We accept:

A screenshot of the "Costume Helper" prototype. It features a sidebar with icons for a person, hat, mask, necklace, gloves, and shoes, with the text "Did You Forget Anything?". Below this is a "Costume Helper" section with a figure and various items.

Next Steps

1. Completely **fill out** all of the **categories** and have a working **sorting** button with several options (price, theme, etc.)
2. Actually having a working **review button**.
3. Create some hype around being able to post pictures of yourself and your costumes on the site so that **more people contribute**.
4. Offer incentive to people to leave reviews or post pictures (percentage off of orders, exclusive offers, etc.)
5. **Finish out the Build-A-Costume feature** so that it stands out more in general, but is also accessible through other parts of the website, not just the shopping bag.
6. Clean up the look a bit more, but not so much that the feel of the physical store gets lost.
7. For magic tricks and decor, have **video demonstrations**. For example, the store has a resident magician, and adding videos of him demonstrating some of the products would not only help people in their buying decisions but would help establish a sense of trust and community between the store and the customer.
8. RESEARCH, WHO, RESEARCH, WHYx10, **TEST**, WHY?!