

Sidewalk Runway

Powered by Zappos

Project Proposal
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EXECUTIVE SUMMARY

PROBLEM

When shopping online, it's difficult to know how certain clothing, shoes, and accessories will look on yourself. Because of this, return rates are high and cautious consumers will avoid shopping online.

RESEARCH

We sent out surveys and received 58 total responses. Findings indicate that the largest factors influencing shoppers' purchase decisions are:

- Customer reviews on product page (74%)
- **Official product images (62%)**
- Recommendations from people (50%)
- **Seeing item on other people (48%)**
- **Customer images on product page (45%)**

SOLUTION

Create a community of shoppers who are motivated to help one another by uploading images of their purchases.

COMPETITIVE & COMPARATIVE ANALYSIS

FEATURE COMPARISON

Reviews		RENT THE RUNWAY		
Customer reviews	✓	✓	✓	✗
Picture next to review	✓	✓ *Tied to customer uploads	✓	✗
Size filters in reviews	✗	✓	✗	✗
Question & answer to reviewer	✗	✓	✓	✗
“Helpful” marker	✓	✗	✓	✗
Star rating	✓	✓	✓	✗
Fit	✓	✓	✗	✗
Length	✓	✗	✗	✗
Quality	✓	✗	✗	✗
Video	✓	✗	✓	✓
Customer Size	✓	✓	✓	✗
Suggested Items	✓	✓	✓	✗
Items frequently bought with	✓	✓	✓	✓

COMPETITIVE & COMPARATIVE ANALYSIS

FEATURE COMPARISON

Customer Picture Uploads		RENT THE RUNWAY		
Copy	“Explore & Shop Outfit Photos”	“Customer Photos”	“Customer Images”	“Customer Action Shots”
Second copy	“See more ensembles”	“How others wore it”	“View Image Gallery”	
Number of Photos				
Thumbnail View			 *Just one	 *Just 4
Carousel				
Baseball Card				
Uploader review next to picture				
Uploader Size next to picture				
Add to cart				
Additional color options				
Link to username				
Other items pictured				

COMPETITIVE & COMPARATIVE ANALYSIS

HEURISTIC ANALYSIS

		RENT THE RUNWAY		
Visibility of system status	✓	✓	✓	✓
Match between system and the real world	Some 'jargon' but still easy to understand.	✓	✓	A lot of jargon but geared towards target customer.
User control and freedom	Able to remove and re-add from cart	✓	✓	✓
Consistency and standards	✓	✓	✓	✗
Error prevention	✓	✗	✓	✓
Recognition rather than recall	✓	✓	✓	✓
Flexibility and efficiency of use	✓	✓	✓	✓
Aesthetic and minimalist design	✓	✓	✗	✗
Help users recognize, diagnose, and recover from errors	✓	✗	✓	✓
Help and documentation	Large help section	✓	✓	✓

COMPETITIVE & COMPARATIVE ANALYSIS

LAYOUT ANALYSIS

Layout Analysis and Comparison - Blue items are customer images.

	Amazon	ThinkGeek	ModCloth	RenttheRunway
Product Page				
Product Popup				
Customer Picture Page				

TECHNICAL RESEARCH

PLATFORM

Responsive website

Zappos API

<http://www.programmableweb.com/api/zappos>

DEVELOPMENT CONSIDERATIONS

Through the Zappos API, Sidewalk Runway is able to pull in inventory data such as:

- Product name
- Product details
- Price

From user research, we found that consumers use both desktops and mobile devices when shopping online.

The team met and interviewed two full-stack developers before deciding to pursue a responsive website. Although users would not be able to access their camera on a mobile device (through a responsive site), they are still able to access image libraries in order to upload pictures and browse.

For the Blogger Inspiration page, bloggers would provide their RSS feeds and which would be checked every so often on our end. Bloggers would need to use specific tags (such as "#everythingfromZappos") so that Sidewalk Runway can filter by those posts in the feeds.

FUTURE VERSIONS

The initial responsive website is meant to keep development efforts low while showing proof of concept. If that is achieved, Sidewalk Runway would move to a native app. This would allow implementation of a barcode scanner for in-person shopping to find further images of an item.

USER RESEARCH

SURVEY DATA

Surveys were sent out that contained general questions regarding shopping. Of the 58 responses, results show that some of the largest factors influencing shoppers' purchase decisions are as follows:

- Customer reviews on product page (74%)
- **Official product images (62%)**
- Recommendations from people (50%)
- **Seeing item on other people (48%)**
- **Customer images on product page (45%)**

This finding validates that visual aids contribute significantly in decision-making for shoppers. Additionally, **60% of survey** takers indicated that they have left a review for an item that they've purchased. This shows that the majority of consumers have a desire to share their experiences with fellow buyers.

USER INTERVIEWS

We conducted 10 user interviews with both male and female participants between the ages of 24 and 34. Major trends show that:

- **7/10** people check out items in store before purchasing online. The top reasons for this is that they often find items for cheaper online and it is difficult to know how a product looks on yourself, even with measurements provided.
- **6/10** shoppers do online research on items before deciding to purchase items online. The top reasons being that they are motivated by the priciness of the item and do not trust the official images on the website so they would rather try to find pictures of the items that aren't staged.
- **7/10** Follow some sort of fashion blog or look online for fashion advice, mainly for inspiration, especially if the people are similarly shaped or have similar styles.

USER RESEARCH

PRIMARY PERSONA

Alexis

"If it's a community based site, I feel like I should do my part to leave feedback; I take so much from it."

The Laid-Back Shopper

Age: 25

Job: Personal Assistant

Shopping Frequency: Couple of times a month.

Home



Hobbies



Tech



Behavior

- Bored shopper.
- Shops in person and online.
- Browser.
- Leaves reviews to pay it forward.
- Leaves a review if the item is exceptionally good or bad.
- Gets style ideas from people.
- Gets style ideas from bloggers.
- Shares pictures of purchases on social media.
- Commitment issues.

- Sales/deals
- Videos of products.
- Online retailers with a lot of variety.
- Shopping in person is fun and social
- Likes to know how items look on regular people.



- High prices.
- Bad experience w/returns.
- Doesn't like feeling rushed.
- Sometimes colors look different in person than online.
- Reviewing is often time consuming.



Needs

- Customer Reviews and pictures.
- Good return policies.
- Wants friends opinions.
- Social validation.
- Deals.
- Convenience.
- Several angles and lighting shots of the same item to see if it's accurate.

Review Incentive

- Coupons and/or discounts.



Alexis is a social, active, and fun person who loves to do yoga, shop and hang out with her friends, and enjoy nightlife and dating. As she is still building her career, she does not have very much money to spend on new clothing, so when she purchases things she likes to make sure she gets it right the first time by reading reviews, getting style ideas from friends and bloggers, and looking at customer images of pieces that she finds through searching online.

Alexis would greatly benefit from being able to easily find customer images of items before she purchases them, as well as see them on people with similar body types and personal styles. Since she knows that she heavily relies on these images, she would also feel good about posting her own and possibly being 'followed' for her fashion sense, while following others for theirs.

USER RESEARCH

SECONDARY PERSONA

Davide

The Luxe Shopper

Age: 35

Job: Consultant

Shopping Frequency: Weekly

"I like following fashion bloggers to see how they put pieces together. It inspires me to consider my (outfit) choices"

Home



Hobbies



Tech



Behavior

- If the item is pricey, will check Instagram to see others wear it.
- Decisive/assertive/specific shopper.
- Brand loyal.
- Gets style ideas from people.
- Follows fashion bloggers.
- Looks at customer reviews/pictures.
- Shares pictures on social media and own reviews.
- Likes to find unique things that you can't typically get in a store.
- Finds things easier online than in person.
- Impatient.

- Likes online retailers with a lot of variety.
- Videos of products.
- High quality items.
- Multiple pictures of item.



- Lines too time consuming.
- Takes too long to leave reviews.
- Doesn't like feeling rushed.
- Crowded stores.
- Not finding exactly what he wants.

Needs

- Customer Reviews and pictures.
- High quality pictures.
- See products in motion.
- Social validation.
- Overnight shipping/instant gratification.
- Convenience.
- Inspiration.

Review Incentive

- Profile 'levels'.



Aside from enjoying brunching, traveling, and buying the newest tech gadgets, Davide likes to take care of his personal appearance. Being a consultant, Davide feels the need to project a high quality image to help represent his work ability. He loves to be on top of the latest fashions but doesn't have the time to create looks on his own, so he relies on reviews and validation through trusted sources such as popular independent fashion bloggers.

Davide would benefit from being able to see and buy inspiring fashionable outfits. Since money is not an issue, he would love to show off his style and choices through posting pictures of himself and his items, and getting acknowledgement for it through profile levels.

USER RESEARCH

SECONDARY PERSONA

Joanna

"Models are skinny and tall and that's not my body at all, if I see someone wearing it that is my height and my size it will give me a better idea of how it will fit me."

The Cautious Shopper

Age: 28

Job: Hotel Manager

Shopping Frequency: Once a month

Home



Hobbies



Tech



Behavior

- Looks at customer reviews/pictures.
- Looks at measurements to get an idea of fit.
- Gets style ideas from people.
- Will only review if she had a negative experience.
- Visits the store to see the item before buying online.
- Brand loyal - once she finds a brand that fits she will stick with them.
- Prefers shopping in person due to difficulty in knowing how things look on her body type.

- High quality pictures.
- Interacting with nice salespeople.
- Seeing how things look on people with a similar styles/body type to her own.



- Long lines.
- Not comfortable with pictures of self.
- Bad experience with returns.
- Feels like descriptions are not 100% accurate.

Needs

- Customer Reviews.
- Measurements and fit.
- Multiple product photos with different angles.
- Good return policy.
- Lots of details.
- Deals.
- Photos of women her shape and size wearing the same product.

Review Incentive

- Coupon Codes



Joanna has a lot of hobbies, from playing music and reading to cooking and spending time with her cat. She also enjoys being able to look polished, but finds that she is not a very good judge of fit even when she has measurements available to her.

Being a curvy woman, Joanne has a hard time finding clothing that fits her properly and that looks as stylish as she'd like. She has become very wary of shopping online since she has had bad experiences with buying things that end up not suiting her and not being able to return them. She would benefit greatly from getting all of the details she can about the items, including seeing how they look on women with a similar body shape to herself.

USER RESEARCH

SECONDARY PERSONA

Rick

"I'm a utilitarian shopper, I only do so when I need something."

The Practical Shopper

Age: 29

Job: Teacher

Shopping Frequency: Once every 6 months

Home



Hobbies



Tech



Behavior

- Only shops when it's needed.
- Brand loyal.
- Gets style ideas from people.
- Decisive shopper.
- Wants to compare prices to get the best.
- Lazy.
- Searches alternate images on Google.
- Doesn't like to shop often so needs to make sure items fit.
- Will find desired items by chance.
- Reviews negative.

- Cares about quality of items.
- Instant gratification (receiving in store).
- convenience.
- Reviews are important.



- Pushy sale people/feeling rushed
- Feels like online descriptions are not 100% accurate.
- Overwhelming choice.
- Hates trying on in store.

Needs

- Customer Reviews.
- Measurements and fit.
- A lot of product detail.
- Deals.
- Trust with the retailer.
- Sometimes wants help finding something that will look good for dates.

Review Incentive

- Money



Rick is a teacher who loves to play video games, fish, and home-brew beer during his Summers off. One hobby he does not have, however, is shopping either in person or online. One of the biggest issues for him is that he doesn't trust what he hasn't seen in person and tends to stick to buying the same things constantly. As a single guy, though, he realizes that his appearance might need an upgrade if he wants to find that special person. Rick would greatly benefit from some fashion advice, along with pictures of people similar to himself to whom he could possibly relate, but he would prefer to not have to spend a lot of time doing it.



USER JOURNEY

User Journey

Alexis is shopping for a dress for a formal event

Stages	Search	Research	Decision Making
Actions	<ul style="list-style-type: none"> Visits favored brand sites to explore items Visits stores to browse 	<ul style="list-style-type: none"> Looks at reviews, customer images Price comparisons 	<ul style="list-style-type: none"> Looks at price of item Asks friends/ family for opinions
Tools	<ul style="list-style-type: none"> Google E-commerce sites 	<ul style="list-style-type: none"> Google E-commerce sites 	<ul style="list-style-type: none"> Friends
Feelings	 <ul style="list-style-type: none"> Excited Hopeful 	 <ul style="list-style-type: none"> Focused 	 <ul style="list-style-type: none"> Unsure Cautious
Thinking	<ul style="list-style-type: none"> <i>I hope this does not take too long</i> <i>I want to get something just right</i> 	<ul style="list-style-type: none"> <i>Am I sure I will like this?</i> <i>What are others saying about this item?</i> 	<ul style="list-style-type: none"> <i>Can I find something better (price, item)?</i> <i>Am I sure I will like this?</i>

Sidewalk Runway aims to help Alexis through all the stages of her buyer's journey. The website can be used during the initial search of an item, through the research process and finally as a factor in the decision-making phase.

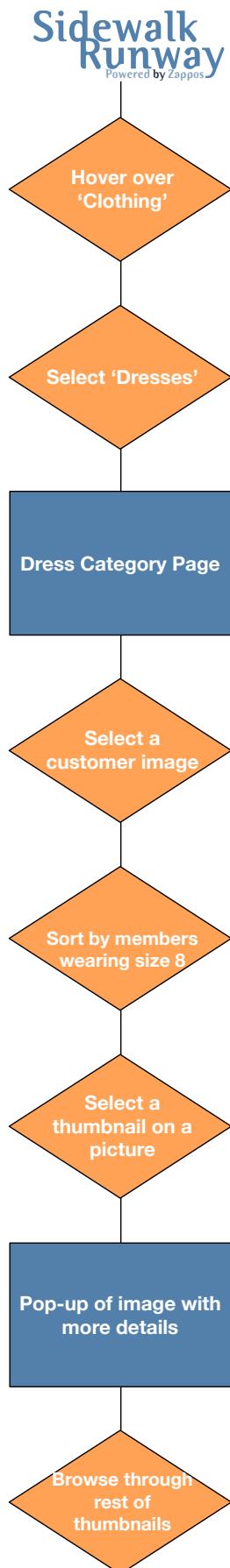
STORYBOARD



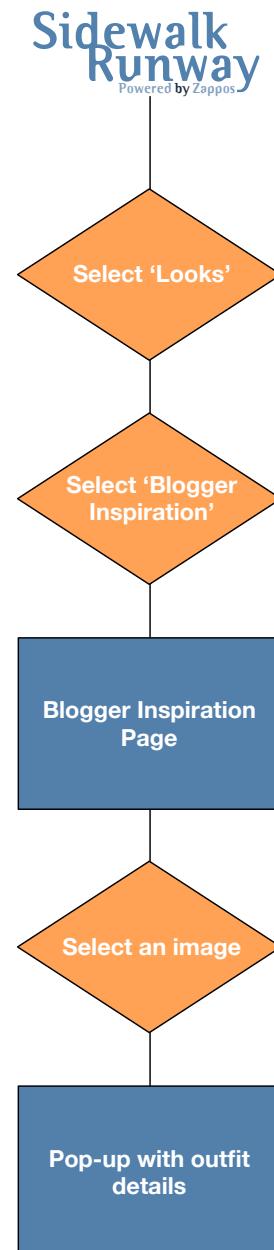
The above storyboard depicts a shopper buying an item online and finding that it does not fit their body as depicted. Additionally, the consumer did not realize that there are no returns or exchanges and the item ends up going to the thrift store. Sidewalk Runway aims to avoid these instances by providing alternative images for shopper's to consider before purchasing.

USER FLOWS

Finding a customer image,
filtered by size

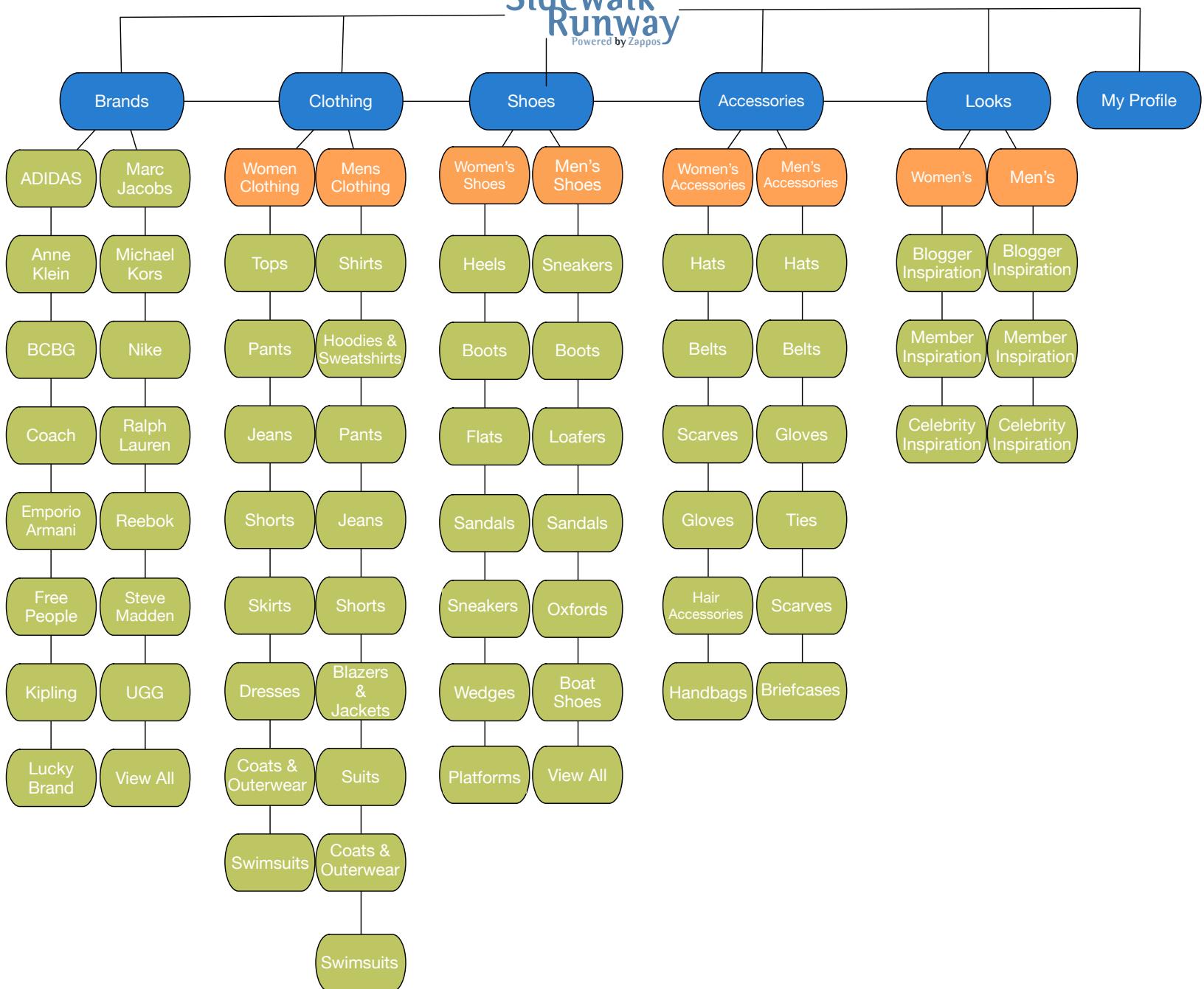


Searching for products
that are inspired by bloggers



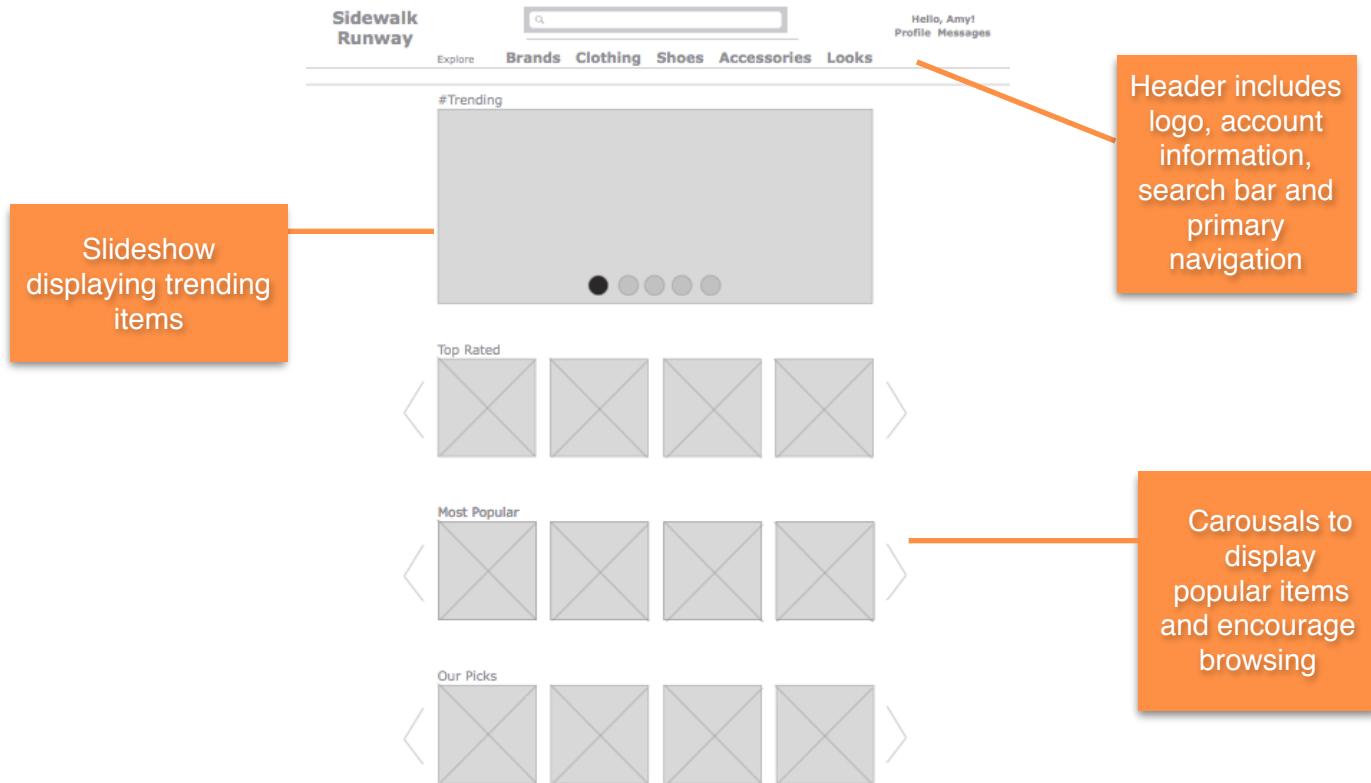
SITEMAP

Sidewalk Runway Powered by Zappos

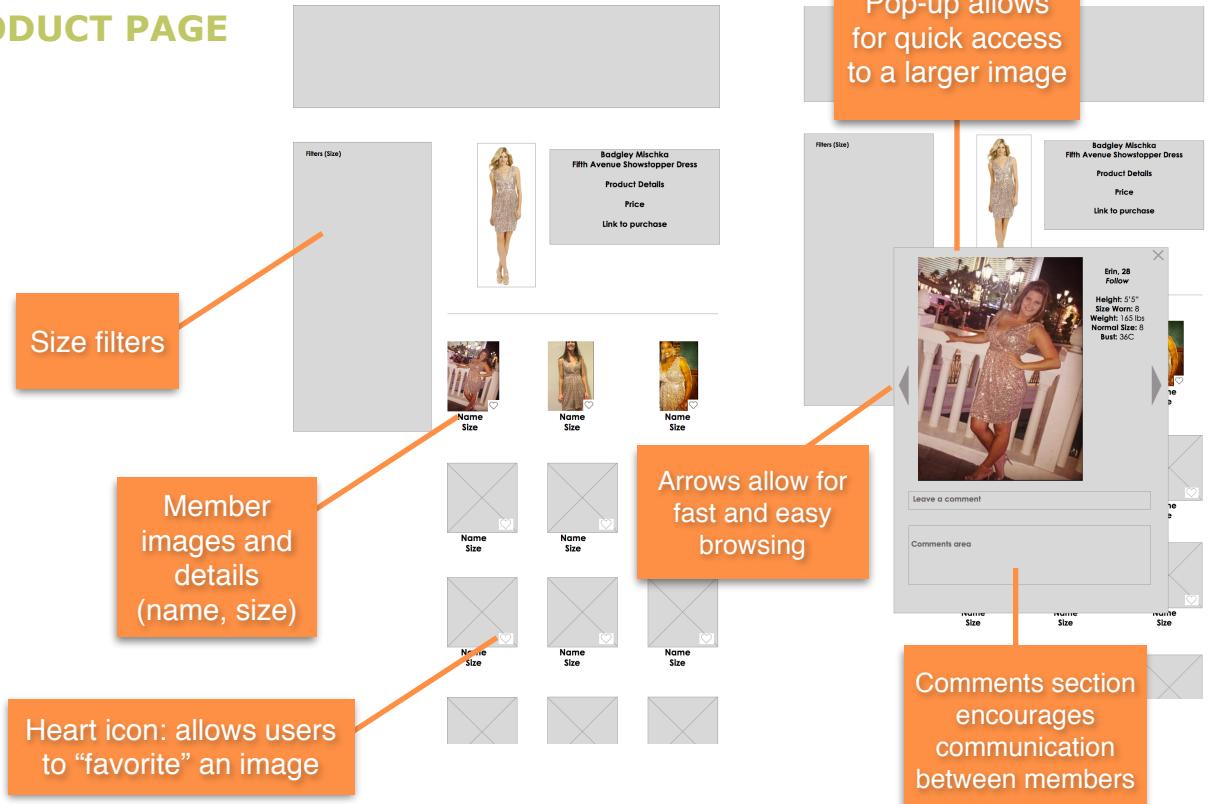


INITIAL DESIGNS

Homepage

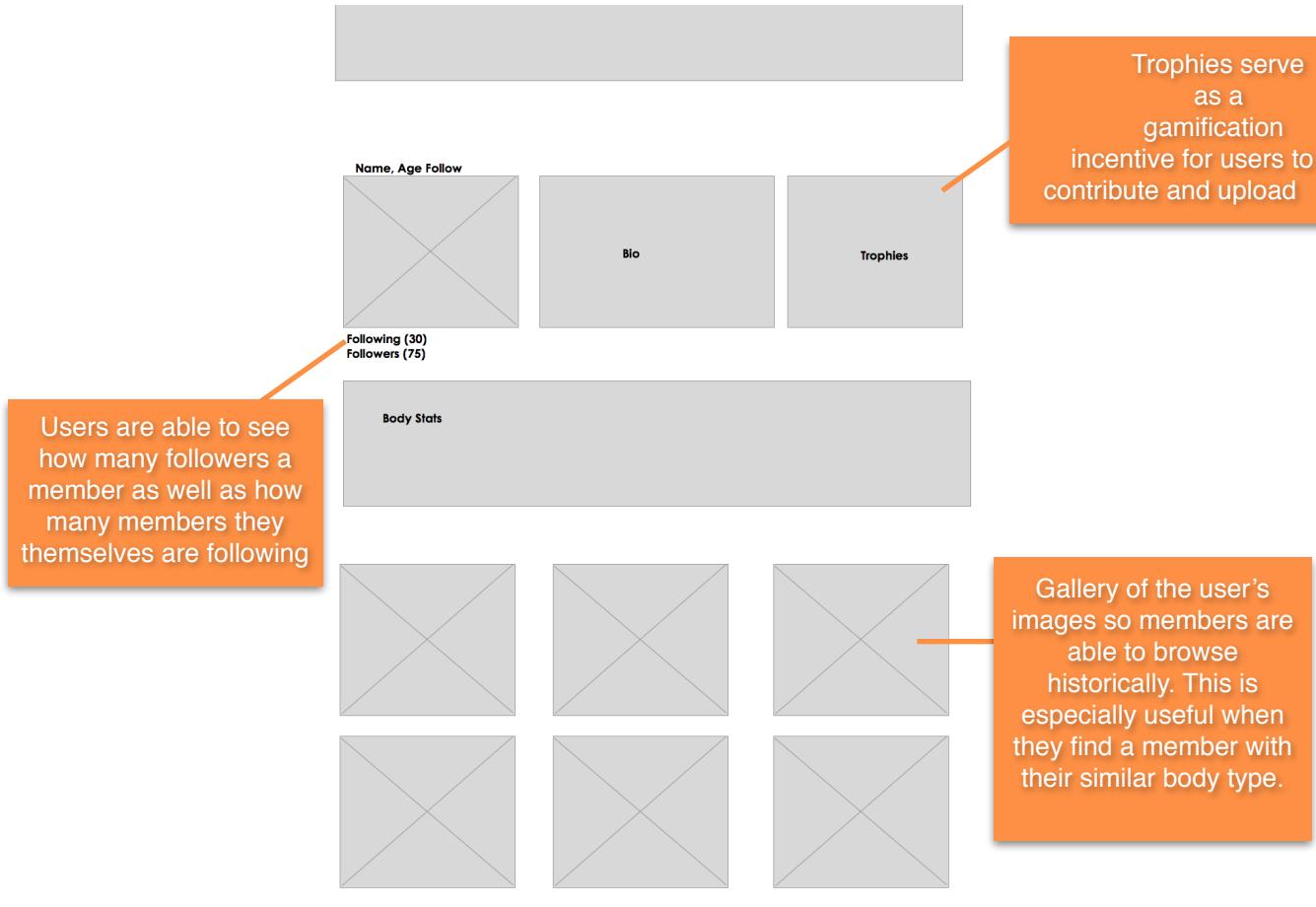


Product Page



INITIAL DESIGNS

PROFILE PAGE



USER TEST FINDINGS & DESIGN ITERATION

Homepage

User Test Findings: Users had trouble discerning what the website was about. Many thought that it was an e-commerce site due to the navigation.

Initial State: The homepage features a navigation bar with 'Explore', 'Brands', 'Clothing', 'Shoes', 'Accessories', and 'Looks'. Below the navigation is a large 'Trending' section with four placeholder cards. Further down are sections for 'Top Rated', 'Most Popular', and 'Our Picks', each with four placeholder cards.

Iteration 1: A green callout box highlights the 'Explore' section in the primary navigation. A blue arrow points to the right, indicating the direction of design iteration.

Iteration 2: The 'Explore' section is emphasized with a larger placeholder card. A form for submitting size details is added, with a callout box stating: "Added the ability to submit size details to indicate the site's purpose".

Final State: The homepage features a prominent headline: "No need for imagination. See the fit before you buy it." Below the headline is a size submission form. The main content area displays three sections: 'Top Rated', 'Most Popular', and 'Our Picks', each with four cards featuring user photos and gold stars.

Footer: The footer includes links for 'Brand Index', 'Social Media' (Facebook, Twitter, etc.), 'Want to be featured? Jobs @ Sidewalk Runway', 'Affiliates Privacy', 'Help Contact Us', and a search bar.

USER TEST FINDINGS & DESIGN ITERATION

PRODUCT PAGE

The image shows a comparison between two versions of a product page for the Badgley Mischka Fifth Avenue Showstopper Dress.

Left Version (Original): This version features a large, prominent official product image at the top. Below it are several smaller, gray placeholder images with 'Name' and 'Size' labels. A large blue arrow points from this version to the right version.

Right Version (Iterated): This version de-emphasizes the official product image and adds a non-distracting box for users who want to access product details. The official image is now smaller and positioned below the search bar. A green box highlights the 'Link to purchase' button, which is now enclosed in a separate, non-distracting box. The rest of the page layout remains consistent with the original version.

Text Overlay:

De-emphasized official product image/details and added a non-distracting box for users who do want to access

Page Footer:

Page 1 of 13

USER TEST FINDINGS & DESIGN ITERATION

A screenshot of a user profile pop-up. It features a large photo of a woman in a sequin dress. Below the photo is her name, "Erin, 28", and a "Follow" button. To the right is a list of statistics: Height: 5'5", Size Worn: 8, Weight: 165 lbs, Normal Size: 8, Bust: 36C. At the bottom are buttons for "Leave a comment" and "Comments area".

POP-UP

Underlined and emphasized user's name to indicate a link to profile

A screenshot of the redesigned user profile page for "Janine". The page includes a large photo of Janine in a sequin dress, her name "Janine" with a yellow star, and a list of statistics: Height: 5'0", Bust: 36C, Waist: 31", Hips: 39", Usual Size: 8, Size Worn: 10, Body Type: Petite. It also shows "Other member pictures" with thumbnails and a "See All" link. A blue arrow points from the original pop-up to this page. At the bottom, there is a "Comments" section with a comment from "FashionCrazyCathy87" and a timestamp "July 21, 2015". There is also a "Leave A Comment" button.

Included easy access to purchase item

Added thumbnails of additional member pictures as well as a "See All" option

Users did not know whether the arrows indicated additional uploads by the user or additional uploads of the item. Users also did not know how to get to the user's profile page from the pop-up.

NEXT STEPS

FILTERS & SEARCH IMPROVEMENTS

Sidewalk Runway's goal is to help shoppers make purchase decisions by providing easy ways to search and filter images. The following additions are further improvements:

- Filter bloggers and/or their models by size
- Include additional sizes and body shapes
- Ability to filter metric unit choice (cm, inches, etc.).

FEATURES

- Add a 'Suggested Items' feature that helps to pair items depending on if they've been paired before/bought together (using member information as well as APIs)
- Add a 'Similar Items' feature that allows users to find similar items to ones they are looking at/for that may cost less, as price was a big issue for almost all of the people that we surveyed
- Show additional color options for the same item
- Allow 'following' a brand in addition to users

FUTURE

Create a native iOS and Android application so that users can easily upload images using the camera on their devices. This would also allow for incorporation of a barcode scanner feature that allows in-person shoppers to scan items at a store to see all of the pictures associated with it.