# Sidewalk Runway | Team: Amy & Shalyn

## Problem:

It's difficult to know what certain clothing, shoes, and accessories will look like on yourself when shopping online.

## Brand:



Link: http://www.zappos.com/

- Zappos' homepage headline is "powered by service" - they are known for their excellent customer service and was acquired by Amazon in 2009
- "Customer service creates an environment of one-to-one communication. That intimacy creates a special opportunity to build a relationship as opposed to a top of mind impression through advertising" -The Zappos Experience, Joseph Michelli
- Company history: Founded in 1999 by Nick Swinmurn and was originally specialized in selling shoes
- "Zappos invests in the call center not as cost, but the opportunity to market. Their whole strategy is to create loyalty through 'wow' moments and emotional connections." - The Zappos Experience, Joseph Michelli
- Zappos utilizes relatively little advertising or traditional marketing. They rely and succeed almost exclusively on word of mouth and customer loyalty.
- Zappos goals are to have the best selection and the best service in online retailers
- Potential Business KPIs:
  - Customer picture uploads
  - User engagement
  - Sales
  - Brand affiliation

## Opportunity:

Zappos prides itself on building a relationship with its customers rather than trying to persuade them through advertising. Sidewalk Runway aims to build trust with its customers by creating a community of shoppers with similar styles/body shapes. This is a great opportunity for Zappos, as Sidewalk Runway links to the product page where shoppers can directly purchase the item. The objective is to increase purchase satisfaction and reduce the number of returns.

**Platform:**

Responsive Web Design: Through user interviews, we found that the majority of people prefer to shop on a computer as they can see images better and more easily. The site is expected to, at times, be image heavy and, on mobile, this would cause user fatigue.
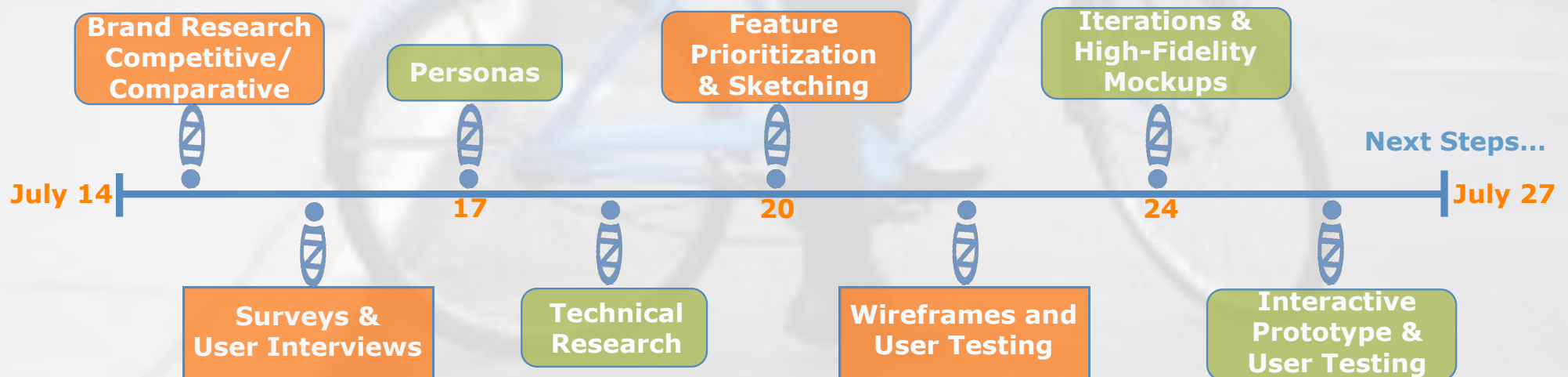
**Initial user research to validate the problem:**

We sent out surveys regarding online shopping habits and have received 54 responses from various types of shoppers. We found that the largest factors that influenced people's shopping decisions are as follows:
• 74% customer reviews on product page
• 48% seeing item on other people
• 43% customer images

In addition, 57% of survey takers have left a review for an item that they bought.

**Timeline:**

| Brand Research Competitive/ Comparative | Personas | Feature Prioritization & Sketching | Iterations & High-Fidelity Mockups |

Next Steps...

July 14 ——— 17 ——— 20 ——— 24 ——— July 27

| Surveys & User Interviews | Technical Research | Wireframes and User Testing | Interactive Prototype & User Testing |

**Project Deliverables**

1) Project Plan

2) Research Report

   A) Executive summary

   B) Competitive & Comparative Analysis
   - Current user flows
   - Layout analysis
   - Heuristic analysis
   - Feature comparison

   C) Technical Background Research
   - Limitations
   - Scope of project
   - Design Standards

   D) User Research
   - Survey Insights
   - User interview Insights

   E) Persona Creation
   - Job Stories
   - User Journey
   - Scenarios
   - Storyboards

3) Planning & Process Artifacts

   A) List of Features

   B) Proposed Sitemap

   C) Proposed User flows

   D) Designs
   - Initial paper sketches
   - Low-Fidelity mock-ups
   - Annotated Wireframes
   - Annotations of features
   - Annotations of iterations
   - High fidelity Mockups with annotations

   E) Usability Test Findings

   F) Interactive Prototype

   G) Next Steps