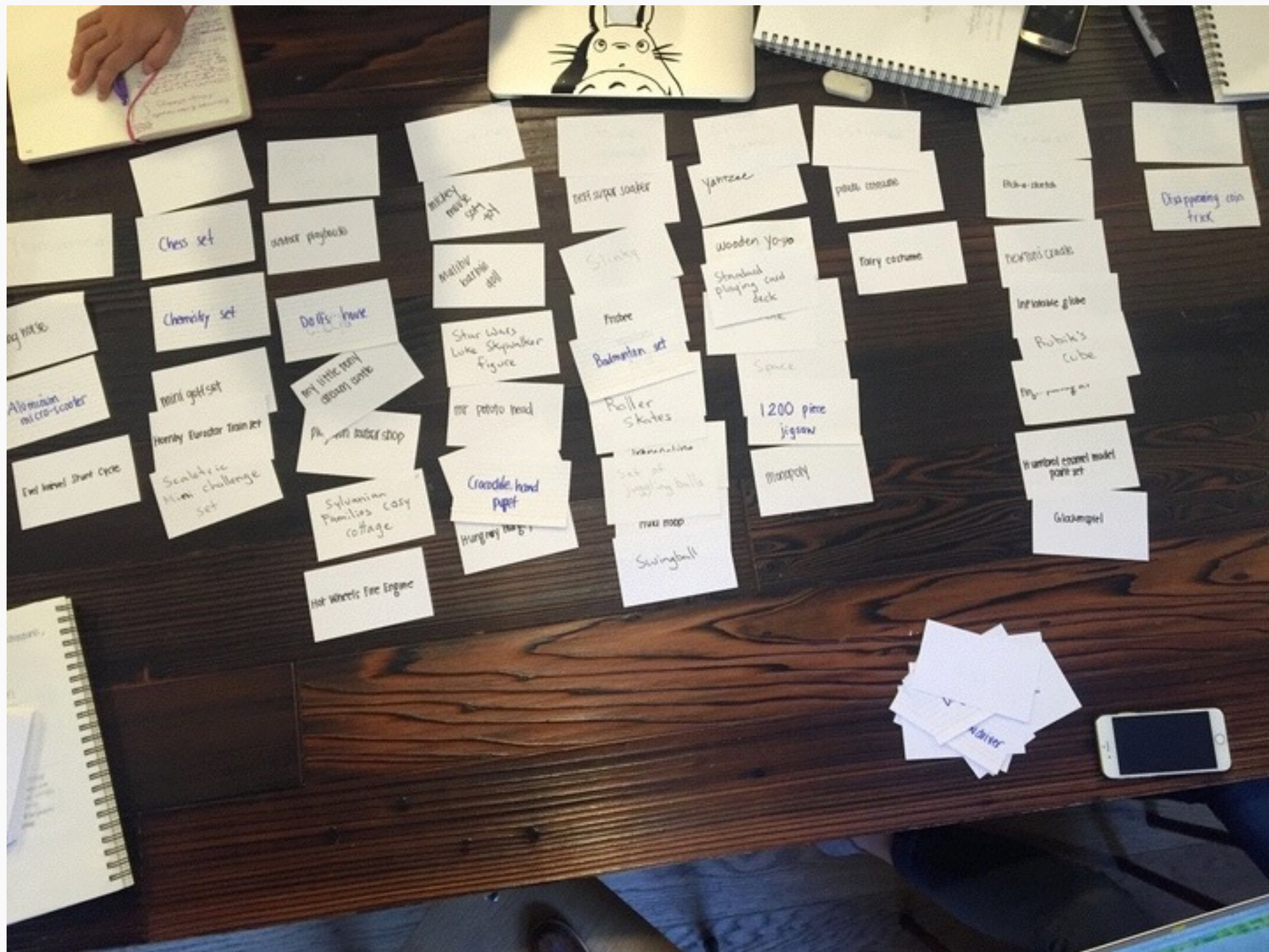# A UX PERSPECTIVE ON THE

MAGIC TOY SHOP

TARANAMOL KAUR | UX DESIGNER

COMPETITIVE ANALYSIS
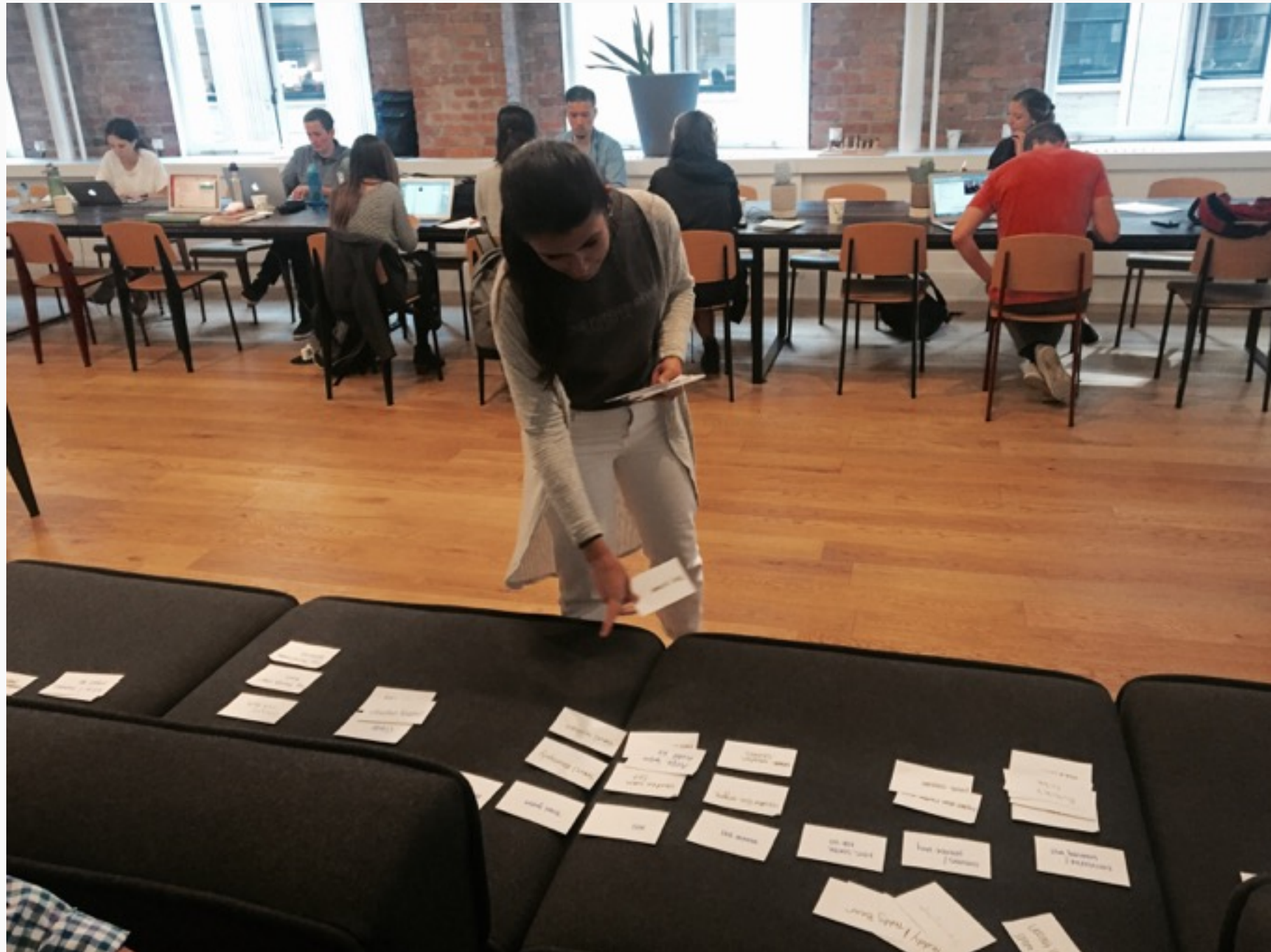
Competitive analysis → Toy store → feature comparsion, element analysis, layout comparsion, heuristic

	Amazon	etsy	magic cabin	ink+volt	personel	hawkin's bazaar
Each item on different page	✓	✓	✓	✓	✓	✓
popular page	✓	✓	✓	✓	✓	✓
brand	✓	✓	✓	—	✓	✓
contact page	✓	✓	"live help"	email (FAQ) not form	✓	
read & write reviews of a product	✓	✓		"love letters"		✓
history	—	—	—	✓	—	✓
languages	—	—	—	—	—	
visual design	X	✓	✓	✓	✓	X
environmentally friendly	—	X	—		—	—
repeat customer/ loyalty	✓	—			—	—

OPEN CARD SORT

CLOSED CARD SORT

TOY CATEGORIES

magic

Instruments

Art

Electronics

Sets

~~Transportation~~

bikes, scotter, ride-on

costumes/ dress-up/ pretend-play

Educational/ learning toys
- language
- science
- brain teasers
- puzzles

dolls   action figu

wooden toys

~~figurines~~
FIGURES

board games

card games

travel games

inside games

~~outside games~~

sports | outdoor play

model making

play house
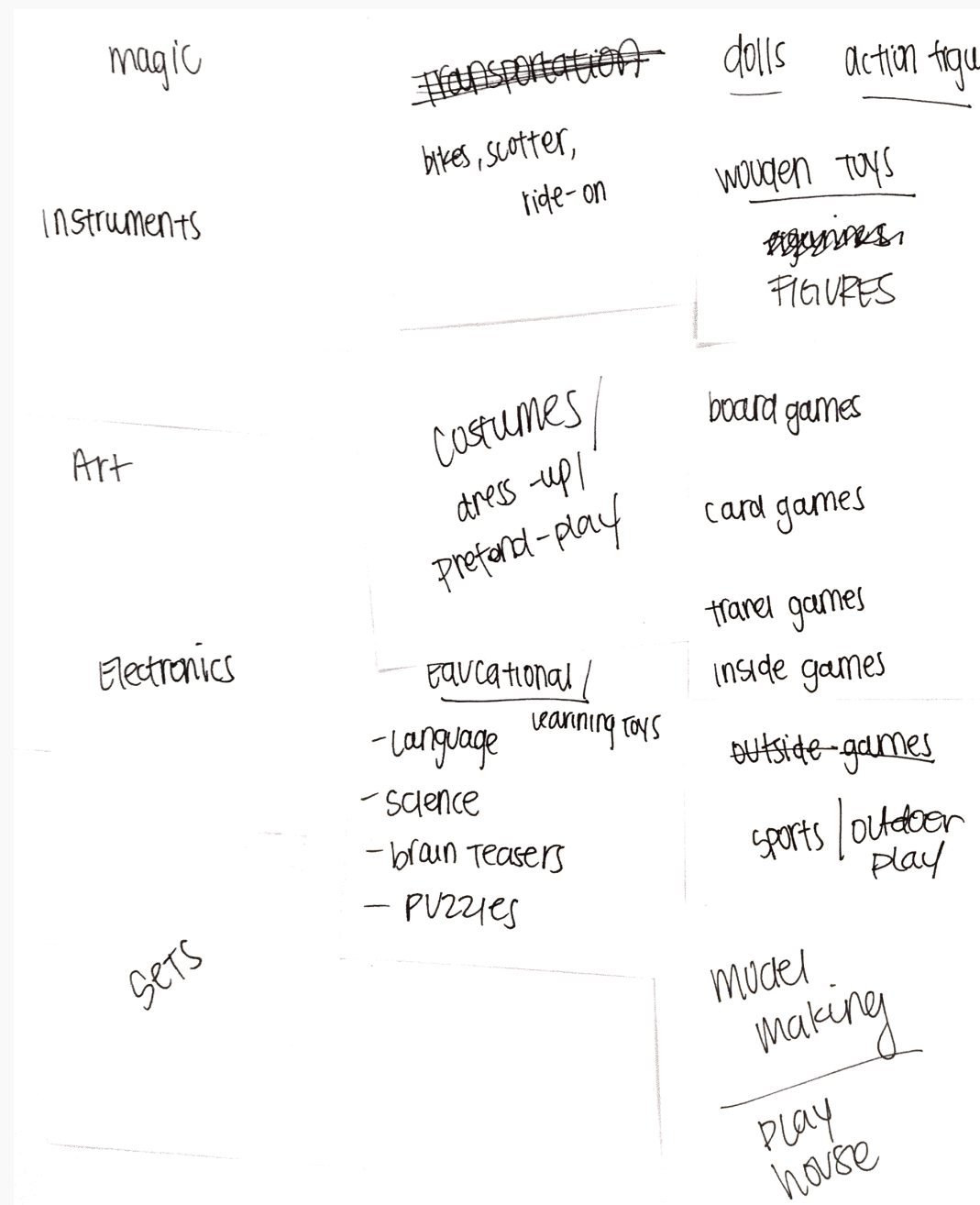
CONNECT FOUR

SILLY PUTTY

TAMAGOTCHI

YAHTZEE

MR.POTATO HEAD

SLINKY

CLOSED CARD SORT

'I use to play this all the time when I was little, it's such a classic!'

SITE MAP | MAGIC TOY SHOP

home

education — product page

model-making — product page

figurines — product page

games — product page

art + music — product page

wheels — product page

pretend play + magic — product page

classic toys — product page

about us

customer service

address

facebook

twitter

instagram

snapchat

search

sign in

account
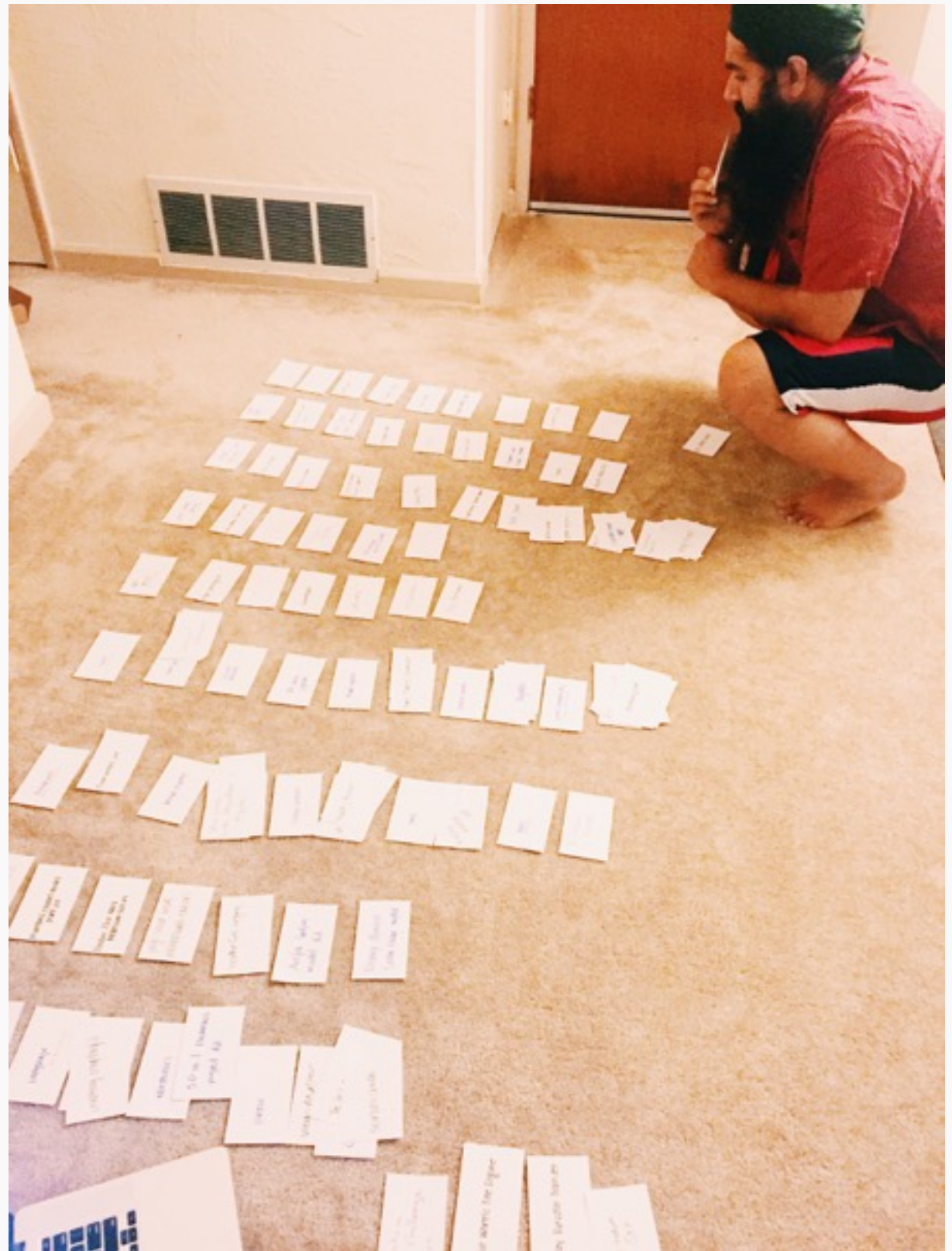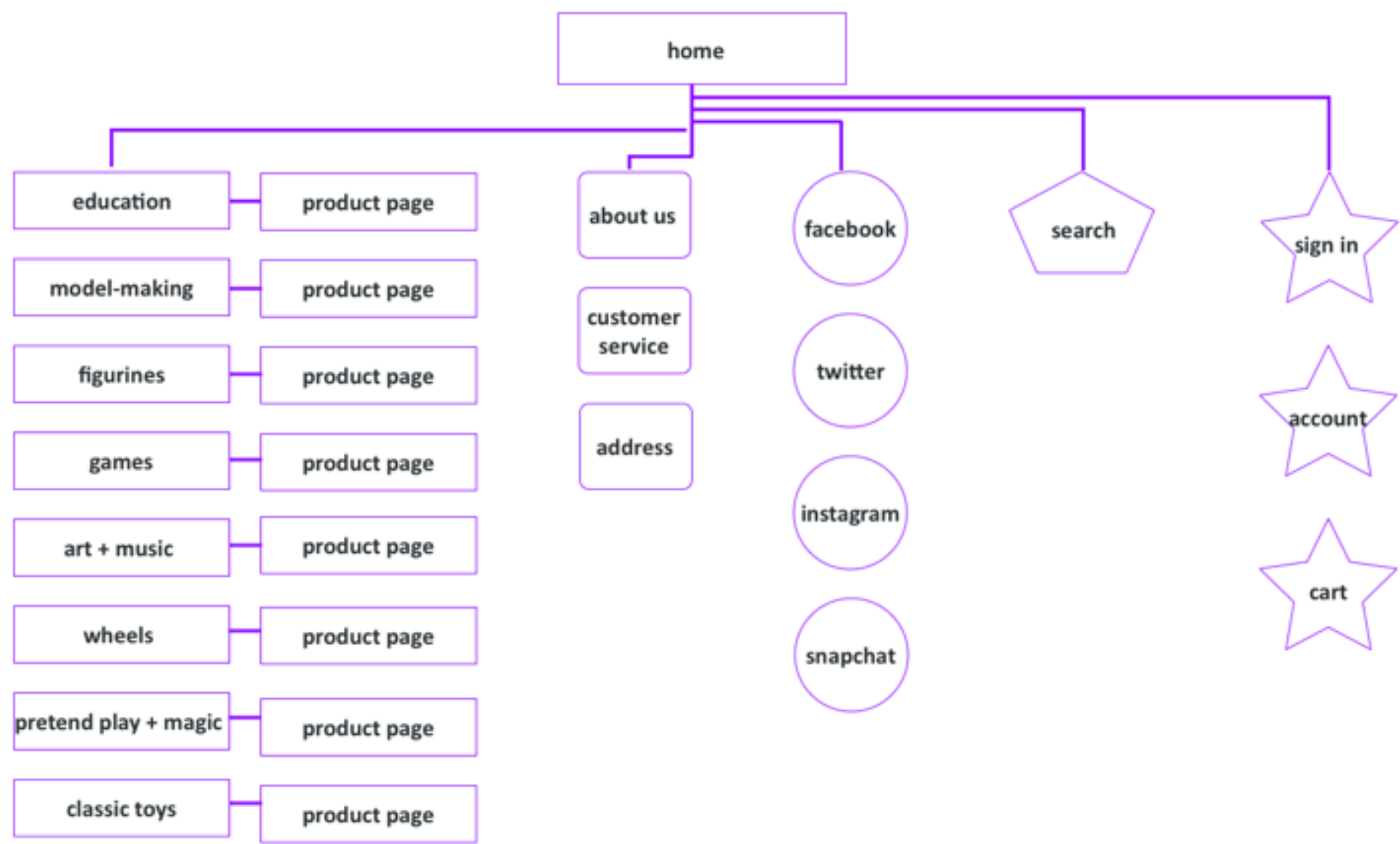
cart

UNDERSTANDING THE USER FLOW
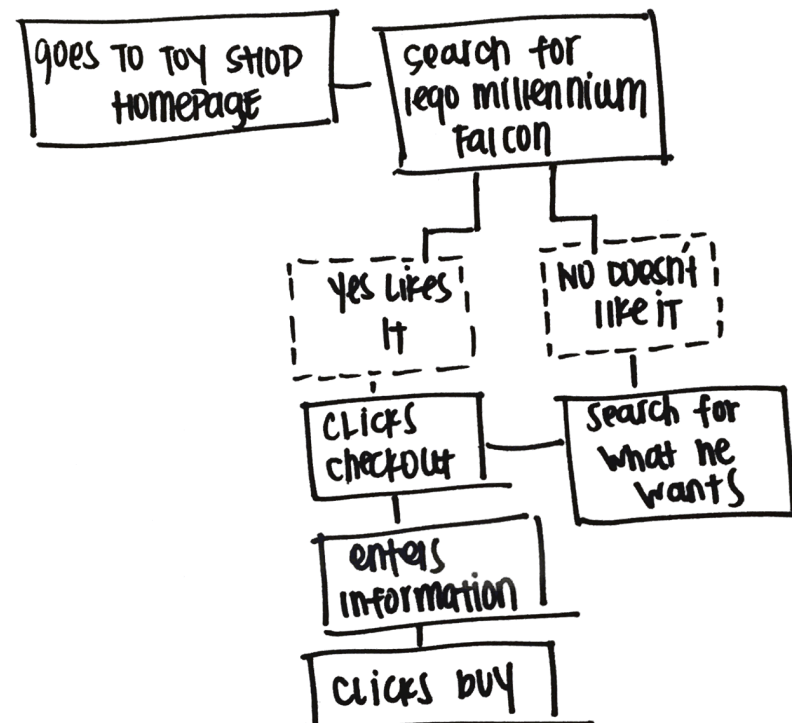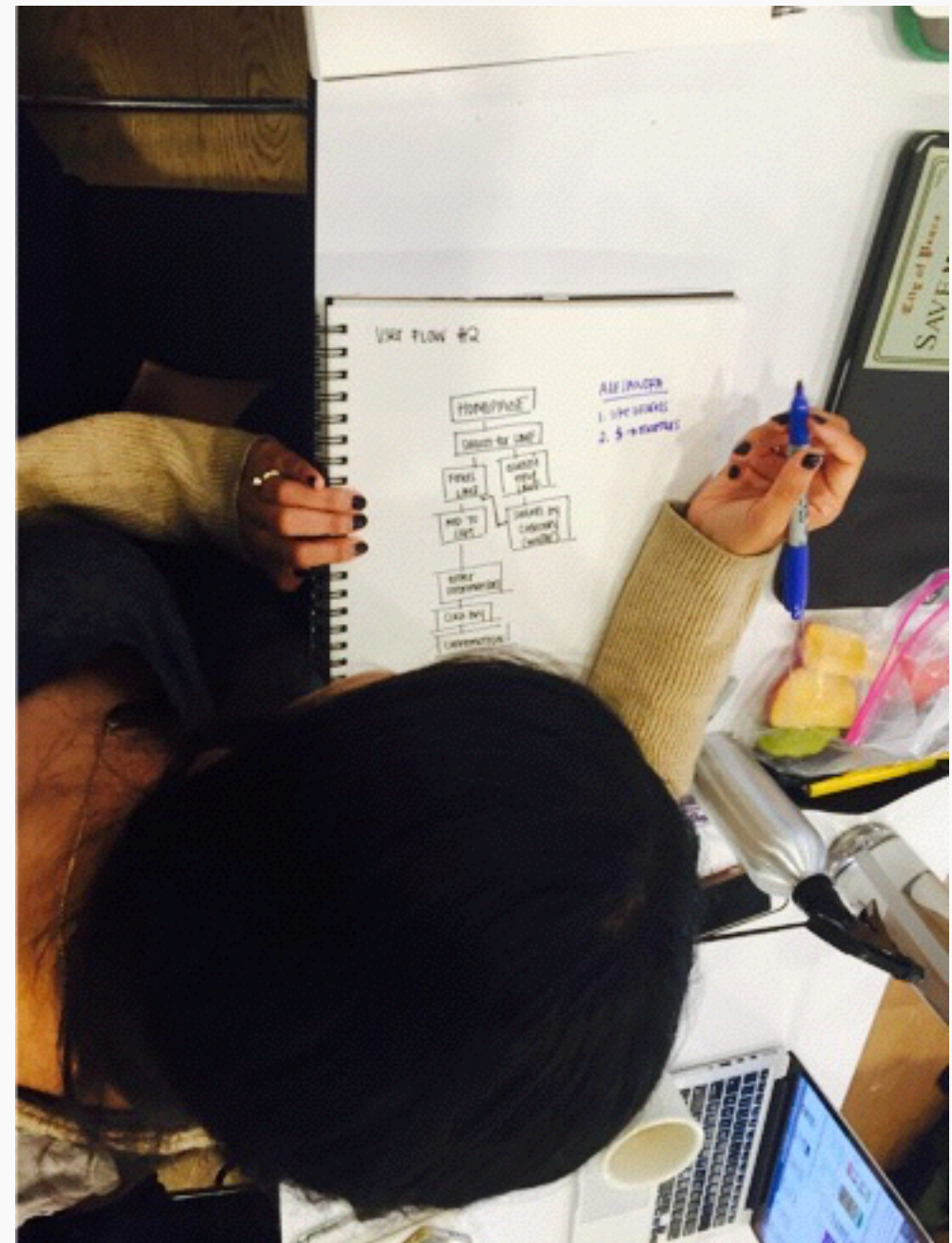
IMPLEMENTING THE PERSONA IN THE USER FLOW
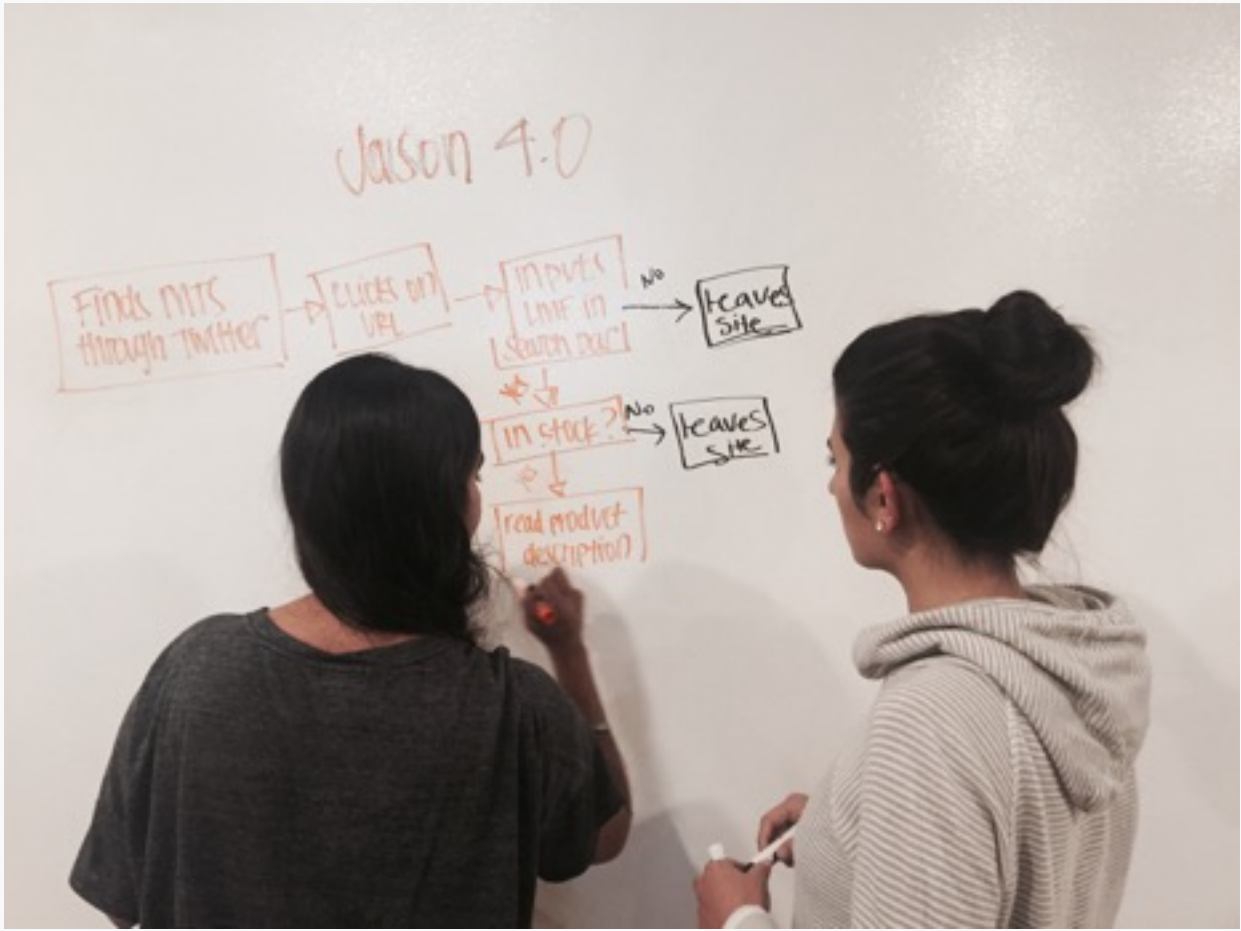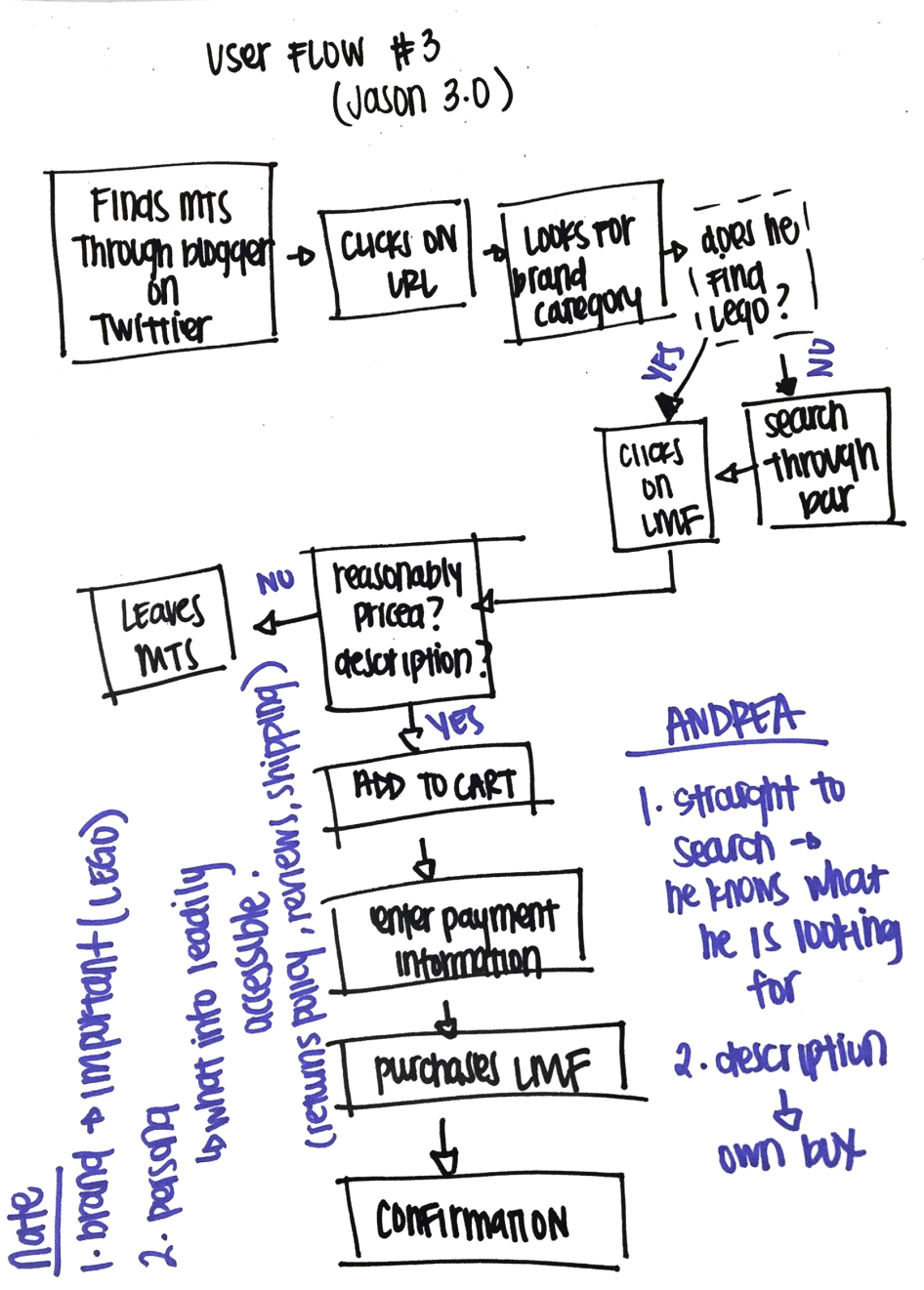
WIREFRAMES – ORGANIZING THE CONTENT FOR THE USER

focusing on Jason's
persona & user flow,
the product page
was the emphasis.

PRODUCT TESTING – USABILITY OF THE PROTOTYPE
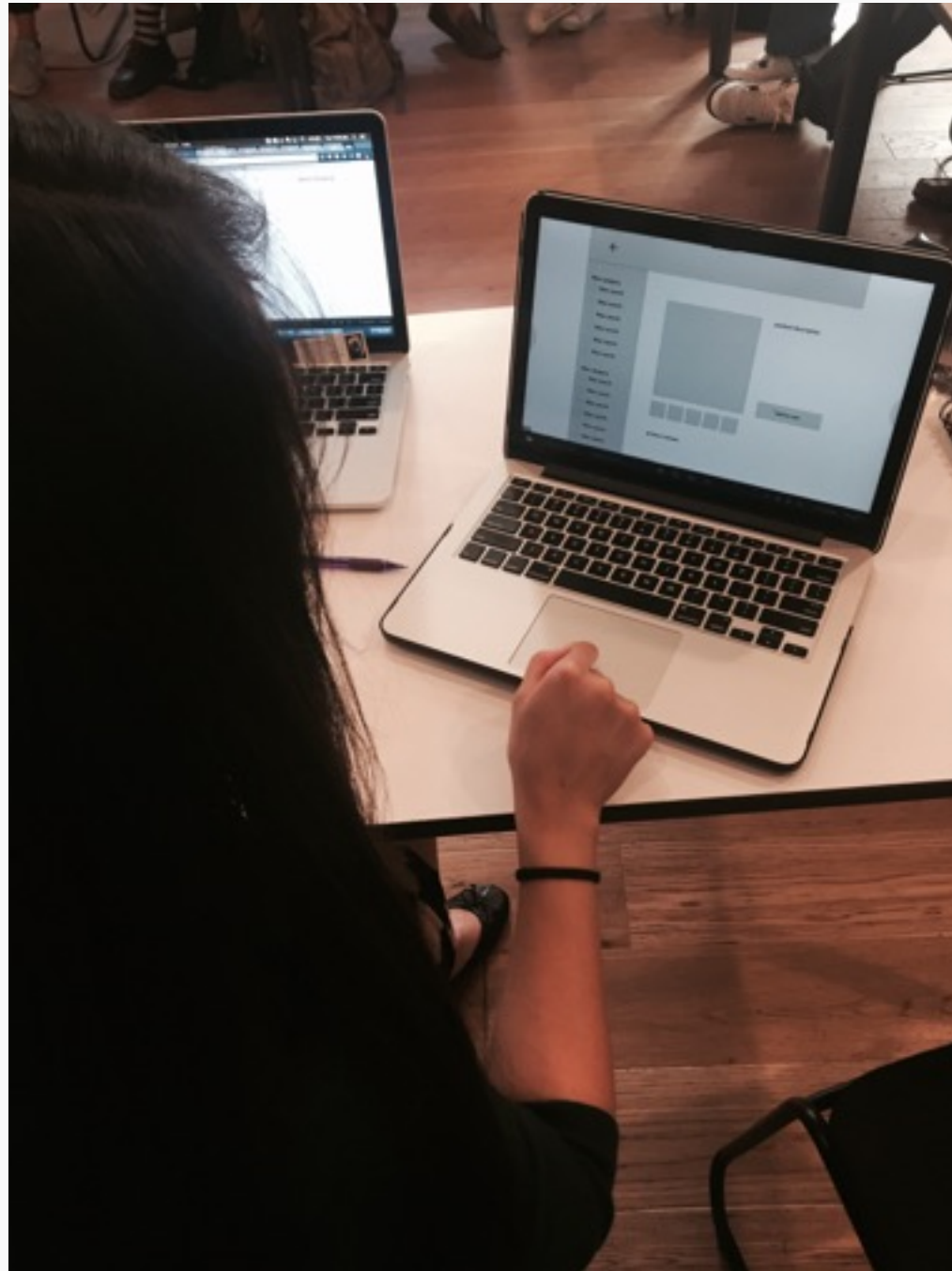
focusing on Jason's persona & user flow, the product page was the emphasis.

PROTOTYPE | PRODUCT PAGE

▸ product reviews

▸ product description

▸ 'Available Now'
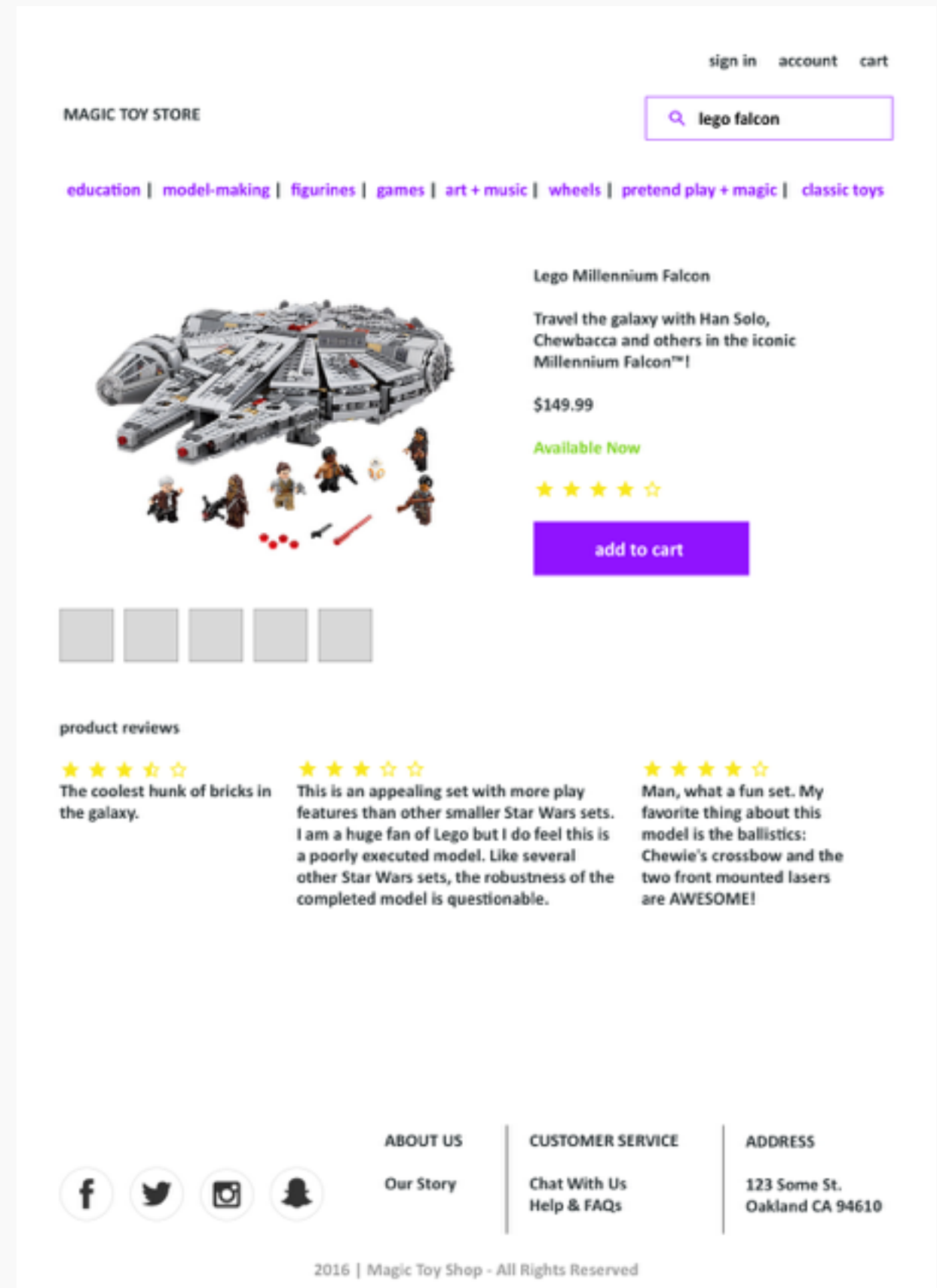
CLICKABLE PROTOTYPE
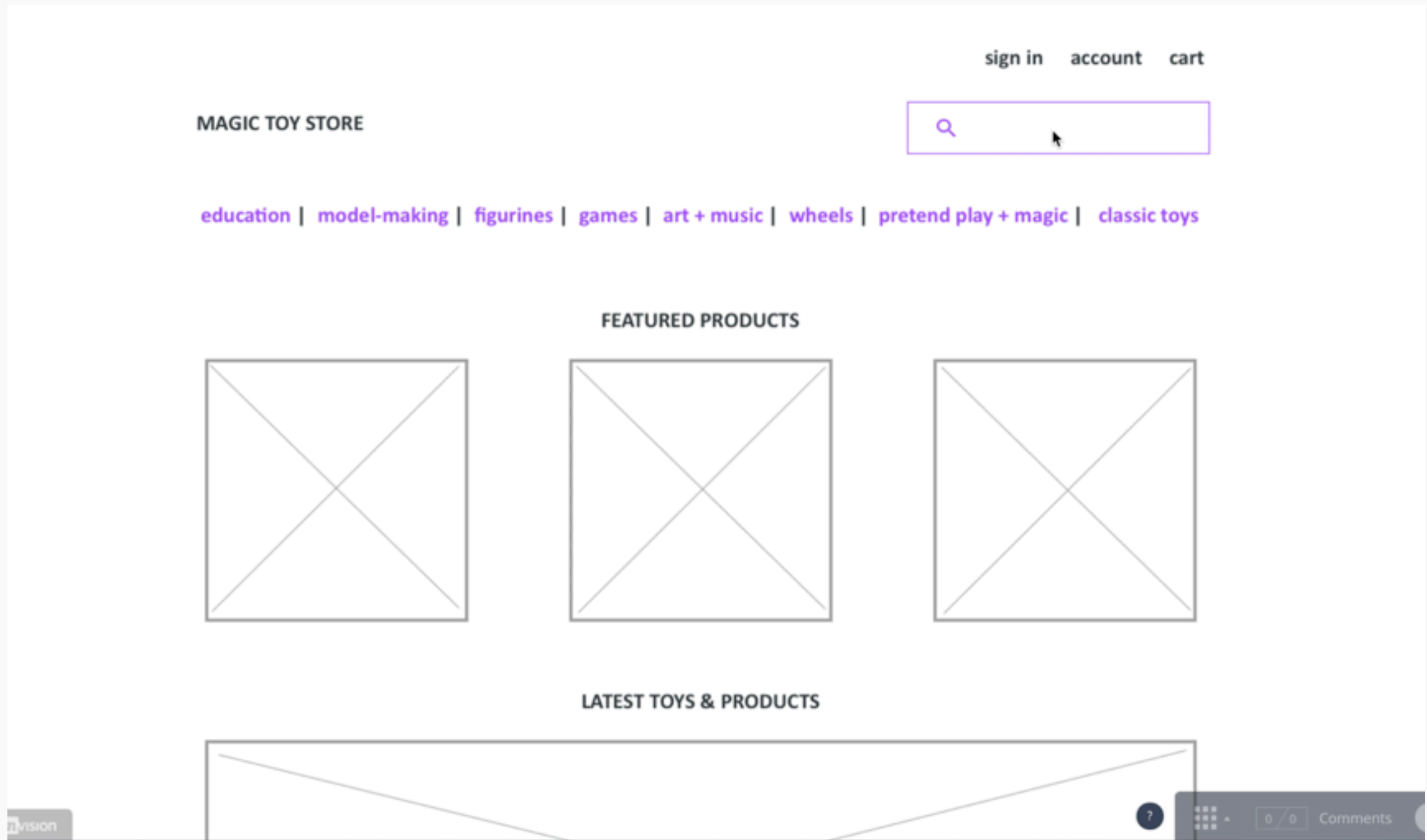
UX ANALYSIS

▸ the checkout process is streamlined + conventional.

▸ it's about finding the most flexible + comprehensive navigation.

▸ having a detailed product page is important.

WHAT'S NEXT

▸ doing more usability testing with jenny & daniel's flow

▸ hi-fi prototypes

THANK YOU!
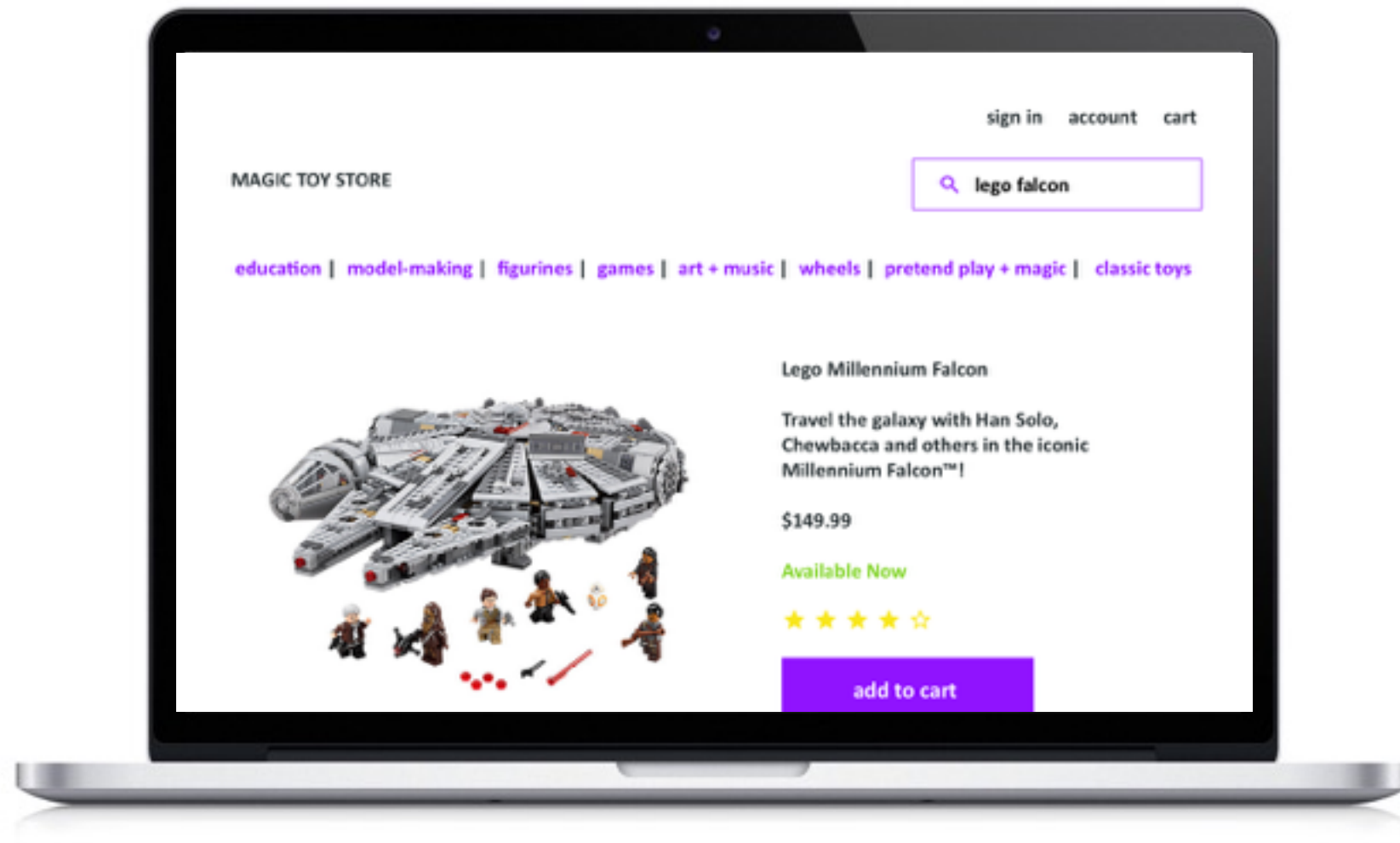
MAGIC TOY SHOP

USER FLOW | DANIEL
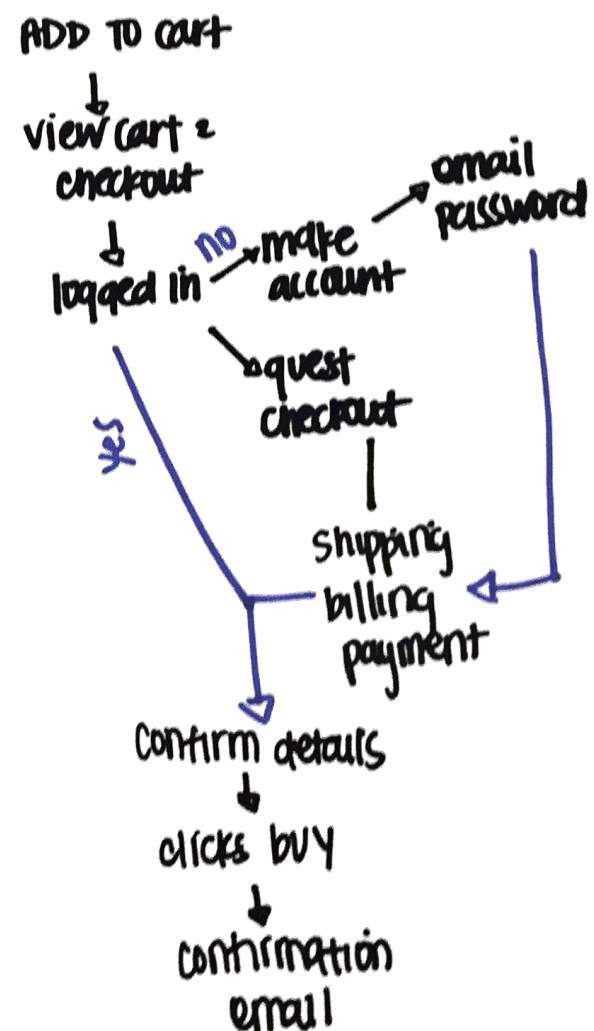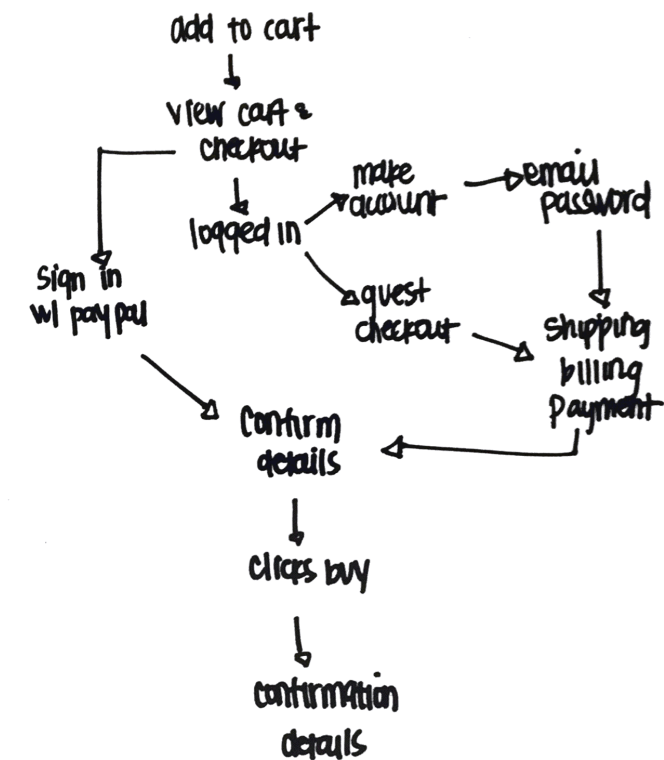
USER FLOW | JENNY
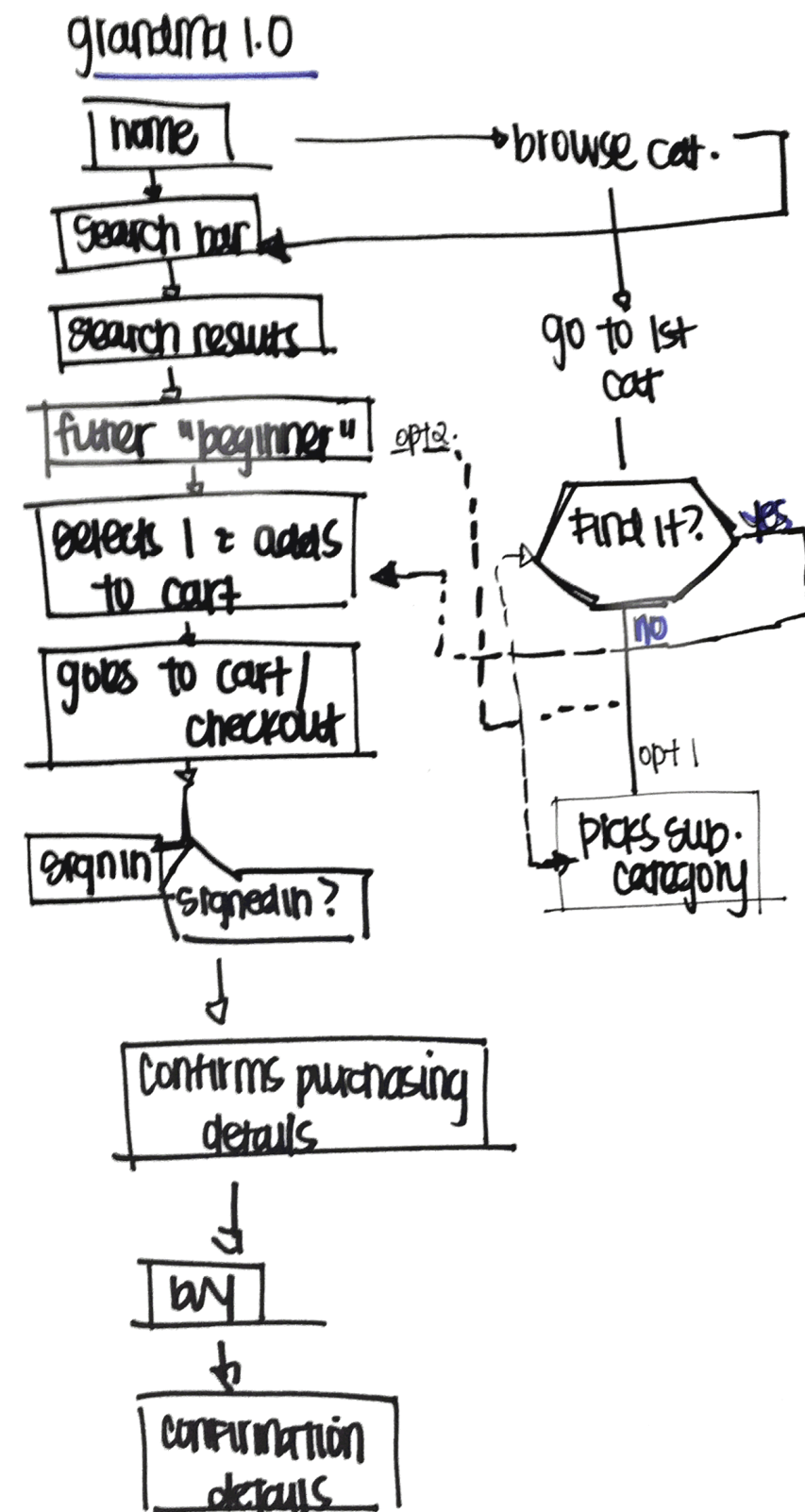
WIREFLOWS
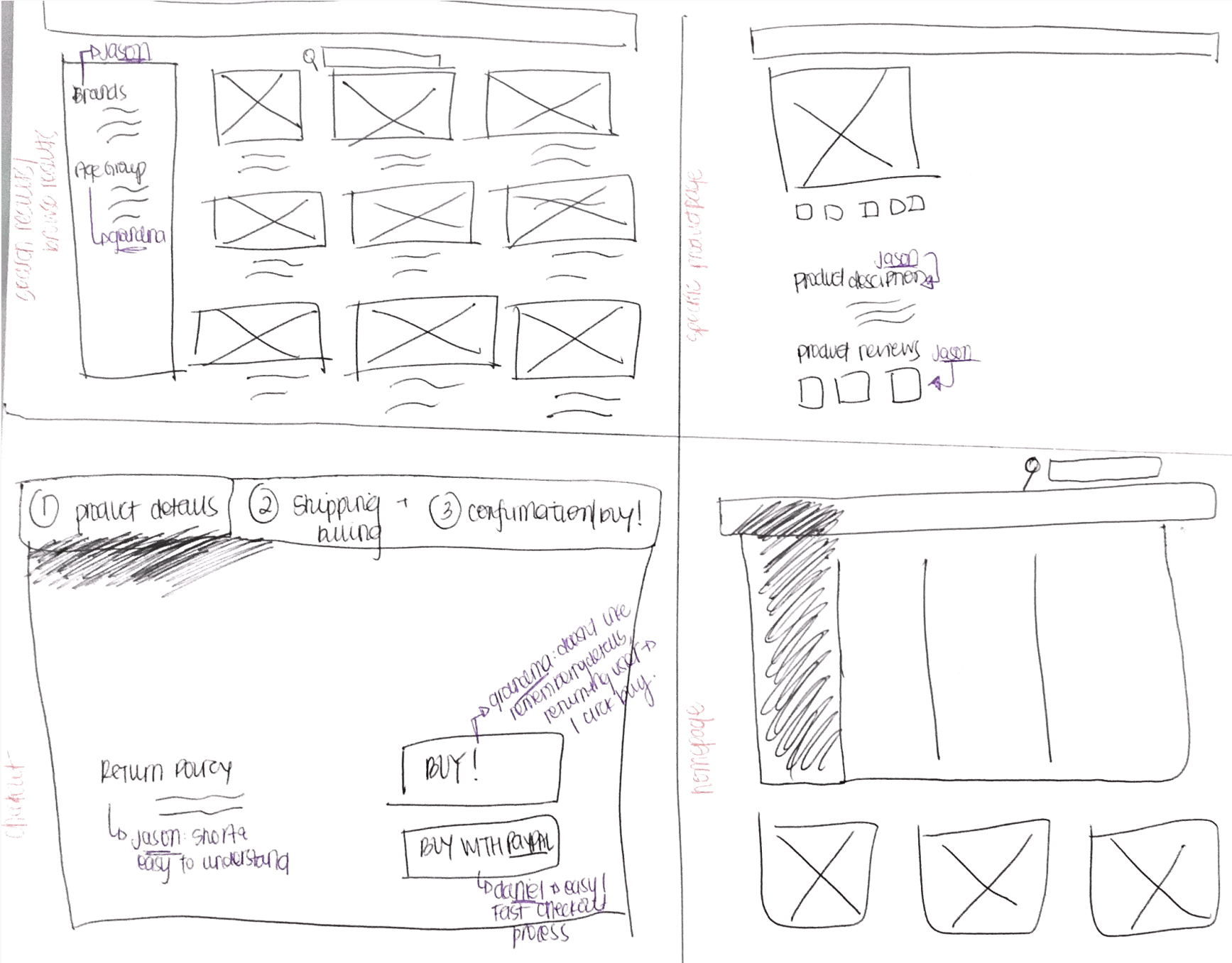
PROTOTYPE | CHECKOUT PROCESS

CLICKABLE PROTOTYPE ON INVISION