



Mirror

With over 400 stores in 32 countries, Mirror is a well-established global clothing chain paring that of Old Navy and H&M. But in the online world, the retailer's business (while growing) still remains in its' infancy. This is the story of how I introduced a responsive, user-centered e-commerce space and subsequently closed the retail innovation gap for Mirror.

01. Project Details

Challenge | Design an e-commerce clothing website

Client | Mirror (fictitious project)

Duration | 8 weeks

Role | Lead UI UX Designer:
Design Researcher, IxDesigner,
Visual Designer

02. Design Goals

- Deliver a strong, responsive web experience across multiple device platforms

- Re-brand company identity
- Create an intuitive, smooth experience for shoppers by leveraging existing design patterns and user expectations

03. Tools Used

Research | Industry Research,
Competitive Audit, User Interviews

Synthesis | Empathy Map, Trello,
Persona Development

Product Strategy + Ideation
| Whiteboard, POV + HMWs, Goal
Mapping, Site Map, LucidChart

Interaction Design + Testing
| Pen + Paper, Task Flow, Illustrator,
Photoshop, MarvelApp,
Apowersoft Recorder

Delivery | Zeplin

Research & Synthesis

01. Industry Research

With strong desire to optimize Mirror's online retail strategy, I extensively explored e-commerce trends during my initial research phase. Knowing full well that the fashion industry is an over-saturated market, success or failure hinges on our ability to jump aboard the latest online shopping trends as they crest. Market trend analysis garnered 3 major takeaways:

Insight #1: There still remains a fairly equal split between shopping in physical stores vs. online retailers.

Mirror should unify channel strategies and maintain an omnichannel, "best-of-both worlds" approach.

Insight #2: Shoppers are more fickle with their brands than ever before.

Retailers like Mirror should provide compelling loyalty programs and return logistics to secure and retain consumers.

Insight #3: Young and digitally savvy, millennials lead the way in the e-commerce and mobile space.

Mirror should place heavy emphasis on both social experiences and mobile support.

02. Competitive Analysis & Provisional Persona

With this initial information, I focused on uncovering existing yet obscure user expectations, behaviors, and perceptions in the fashion space. I compiled an e-commerce snapshot of notable fast fashion retailers (both competing and analogous), and surveyed for trend implementations, areas of success + failure, and user expectations—so to know where best to invest our resources. In order to facilitate future design decisions, I aggregated and interpreted the data results into **provisional personas**, relatable, representational customer profiles (archetypes), focusing heavily on user behavior and motivation.

MIRROR COMPETITOR ANALYSIS				
Created By: Vicki Weng				
FOREVER 21	OLD NAVY	H&M	amazon	ASOS discover fashion online
STRENGTHS <ul style="list-style-type: none">Quick view pop ups enabledColors options under photosExtended filter optionsVariety of clothesWeb exclusive productsInstagram social integration	STRENGTHS <ul style="list-style-type: none">Family oriented (many sizes and options)Good selection with filtersIn store product availabilityIn store pick up	STRENGTHS <ul style="list-style-type: none">Clean, organized UIComprehensive, extensive filtersQuick view availabilityWide range of productsCollaboration with well known names in the industry	STRENGTHS <ul style="list-style-type: none">Wide variety of products & brandsEasy search bar and navigationDetailed product descriptionsEasy to find reviewsAmazing shipping and return policy	STRENGTHS <ul style="list-style-type: none">Comprehensive search filterFree shipping and returnItems at affordable pricesWide variety of brands
WEAKNESSES <ul style="list-style-type: none">Overwhelming UIFast + cheap fashionToo many options per pageFewer options for boys/men	WEAKNESSES <ul style="list-style-type: none">Too many pop-upsOverwhelming colors above the foldDeclining customer loyalty	WEAKNESSES <ul style="list-style-type: none">Lack of consistency in products / apparel imagesAverage qualityNo wishlist or save later	WEAKNESSES <ul style="list-style-type: none">Cluttered websiteQuestionable product qualityUnverified sellers	WEAKNESSES <ul style="list-style-type: none">Only onlineLack of product focused imagesNo contact information on site

				
TRENDY YOUNGSTER 15-25 YEARS	COUPON MOM 30-50 YEARS	SOCIAL SHOPPER 18-35 YEARS	COMPARISON SHOPPER 25-50 YEARS	DEDICATED LOYALIST 18-35 YEARS
GOALS <ul style="list-style-type: none"> Follows new trends Consistently update wardrobe Quick shipping Affordable price over item quality 	GOALS <ul style="list-style-type: none"> Low price, high quality Clothes for everyone in the family Great deals (discounts and redeem offers) 	GOALS <ul style="list-style-type: none"> Affordable / trendy clothing Sharing latest fashion trends Experimentation with style Social media optimization 	GOALS <ul style="list-style-type: none"> Shops for best products at affordable prices Ensures items reviews are plenty and reliable 	GOALS <ul style="list-style-type: none"> Wide range of affordable, trendy styles Experimentation with different styles Quick, easy product selection Personalized experience
PAINS <ul style="list-style-type: none"> Not having size in stock Unable to find products No free returns Lack of affordable options 	PAINS <ul style="list-style-type: none"> Lack of sale items High shipping costs Difficult exchange process Incorrect sizing 	PAINS <ul style="list-style-type: none"> Difficult to navigate website Too many advertisements Inconvenient returns Inability to find size or style Low quality visuals 	PAINS <ul style="list-style-type: none"> Items don't look or fit as expected Fake reviews Incorrect info on site 	PAINS <ul style="list-style-type: none"> Items don't fit as expected Wide range of selection can be overwhelming Poor customer loyalty

03. User Interviews

"One must first assume something to discover something." Driven by curiosity in learning more about my users, the development of my interview questions was built upon a foundation of working assumptions and unknowns. To better understand online shoppers and to test my assumptions, I conducted 4 user interviews with participants who fell within the aforementioned archetypes. I recruited 4 individuals to speak with in-person (2 male, 2 female, within the age range of 18–50, employed, who have shopped online within the past 6 months.) These participants were asked about their shopping habits and preferences. They were also asked to walk me through the process of browsing for an article of clothing using a store of their choice.

Assumptions:

- Customers know what they want & roughly how much it should cost.
- Shoppers will be more stringent when shopping online, expecting prices to be cheaper versus in-store.
- Online shopping is more a personalized experience versus in-store.

Unknowns:

- What motivates a customer to purchase clothes online as opposed to in store?
- What are their typical shopping processes from product searching to product purchasing?

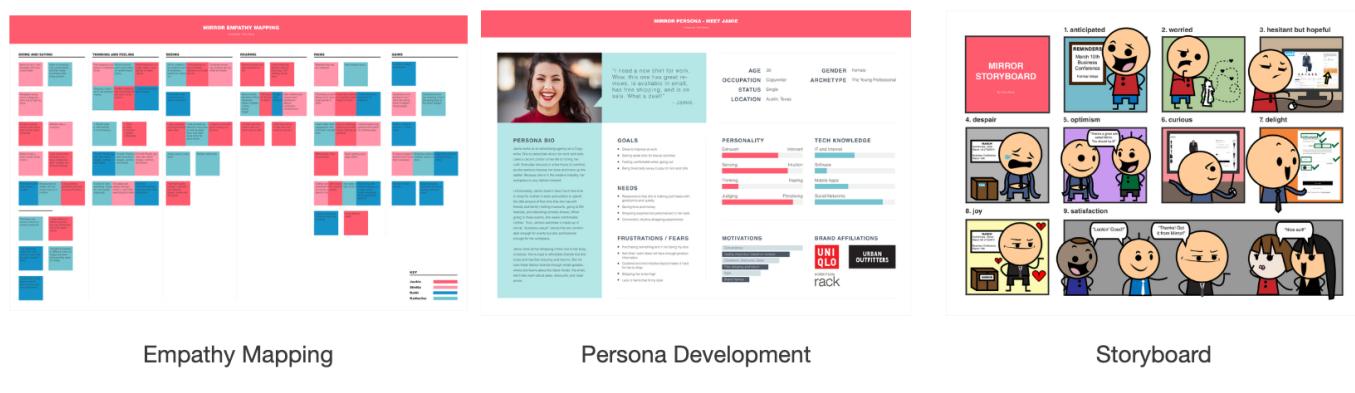
04. Empathy Mapping / Persona / Storyboarding

While the supply amount of data garnered during discovery was substantial, I was able to surmount difficulties through various information defining techniques. Exploring information in a visual way makes it easier to spot behavioral patterns and to synthesize user needs.

Empathy mapping summed up our learning from user engagements and synthesized insights from our observed user's needs. From it, we discovered strong desire for personal and social integrations in the online space.

My empathy map functioned as a backbone for **persona** construction. From the composite of my research findings emerged Jamie. Due to professional obligations, time is a limited resource. Thus, she values a quick, efficient shopping experience so that time can be allotted elsewhere— spending more time with family and friends.

Storyboarding captured my user's emotional evolution as he / she goes about shopping for articles of clothing. By illustrating a potential key path scenario, we understand how Mirror fits into our user's daily lives when needs are triggered.



Point of Tension	Strong Trends	What Surprised Me
<ul style="list-style-type: none"> While users enjoy and rely on upon the convenience of online shopping, all prioritize fit as the first thing that they look for, and all found it frustrating to predict the quality and fit of garments. All users care about shipping 	<ul style="list-style-type: none"> All users agree (even exclusive in store shoppers) that shopping online saves time, provides a wider selection of clothes, and is oftentimes cheaper, as opposed to shopping in person. 	<p>While market analysis research asserts mobile shopping to be on the rise, interviewed users preferred completing transactions via desktop not mobile because of frustration with small screen sizes.</p>

and returns, favoring stores that offer leniency and or offer free returns and free shipping.

- All users expect intuitive and personalized features that help to quickly narrow down options as they browse.

Defining And Ideation

01. POV Statements / HMW Questions

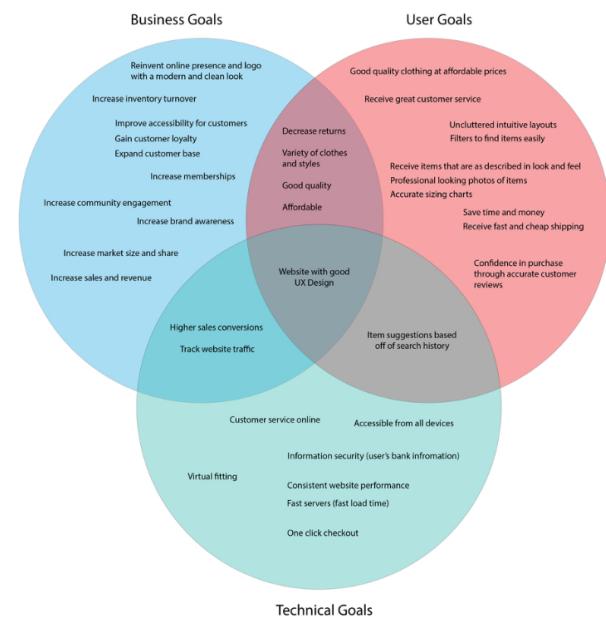
Amalgamated data from our visualization techniques **reveals a composite user (Jamie) who desires to maximize on information searching avenues, Eg. lessen the overall time spent shopping for an exact item mid a pool of options, while also being able to minimize on the risk(s) of receiving an inadequate product.** Ill-fitting garments, non-comprehensive product descriptions, and costly (in both time and money) return processes appear to be huge areas of frustration.

This compounded insight informed the HMW Question, crafted to guide my design: **“How might we organize, structure, and label Mirror’s content so that Jamie can quickly find and purchase clothing that she is searching for, all while feeling confident about her selections?”**

Product Strategy

01. Business And User Goals

Prior to design, I shaped the direction of my product via a clear strategy. Wanting the outcome to be customer and market-driven, I defined the high-level business objectives and key customer attributes necessary to achieve success. Identifying overlaps within Jamie’s and Mirror’s goals (while mindful of technical considerations) defined the inclusive features that benefit desires from both parties. It also informed the entire brand experience—from messaging to imagery to site content.



02. Feature Roadmap

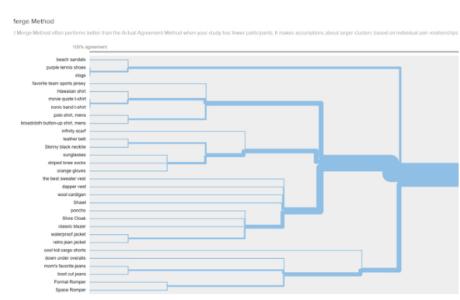
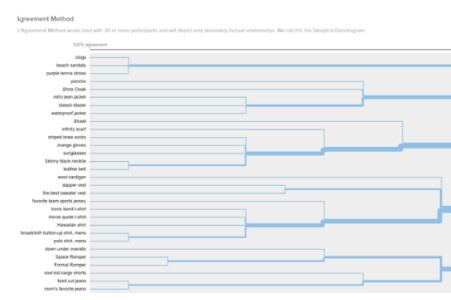
I then generated a comprehensive list of features with implementation prioritized by 1. degree of importance to both business and users, and 2. level of time and resource investment.

	Feature Name	Description	Research Supporting	Secondary research	Competitor analysis	1-on-1 interviews
P1: Must-Have	Account Creation	User registration, sign in and out, and account page so the user can access all their relevant and specific data such as previous purchases.	x	x		
	Categories	Search by categories (Eg. Men, Women, Coats, Shoes, etc)	x	x		
	Search bar	Allows for users to search and view specific products	x	x		
	Product Page	Includes product name, images, product details, size chart, color options, and price	x	x	x	
	Filters	Use filters to search products by size, color, type of clothing, price, special offers, etc.	x	x	x	
	Sort by	Sort category pages by: low to high / high to low in price, relevance, newest, rating, etc.	x	x	x	
	Landing page	Banners showing current offers, what's new, and sales promotions	x	x		
	Wish list	Save items for later, so user can come back to purchase at a different time	x		x	
	Shopping cart	Add items in a shopping cart to purchase	x	x		
	Checkout	Guest checkout, order review, shipping options (includes delivery time, carrier, cost / free shipping availability), payment methods, and confirmation	x	x		
P2: Nice to have	Order tracking	Allows users to track orders that are currently in transit, with expected arrival time	x	x		
	Return policies	Rules and regulations regarding exchanging and returning items	x	x	x	
	Footer	Social media, customer support + faq, store locators, contact us links	x	x		
	Product reviews & ratings	Opinions on material, fit, and quality of a product from those who have already purchased, which others users can look at to make educated purchases	x	x		
P3: Surprising and delightful	Free shipping & returns	Free shipping & returns		x	x	
	Mobile app	App for users who shop predominately on cellphone		x		
	Newsletter	Email updates with top trends, sales, new items in stores, and any general information that users would like communicated to them		x	x	
	One click checkout	Prefix customer information so purchase can be conveniently checked out with one click		x	x	
P4: Can come later	Recently viewed	Show items that user recently looked at		x		
	Product videos	Provide product videos		x	x	
	Pick up and return in stores	Customers can pickup and return in stores if they don't want to wait their item to ship		x		
	In-stock notification	Send email to user when out-of-stock items are back in stock		x		
P4: Can come later	Wishlist sale alert	Notifies customers when items in their wish list are on sale		x	x	
	Outfit suggestions	Suggestion of other products that go with the product user is viewing		x	x	
	Social media buttons	"Share" or "Like" buttons for each product		x		
	Show off your look	Allow customers to upload their looks for others to see		x		
P4: Can come later	Affiliate program	Allows popular influencers to partner and drive traffic to our site	x	x		
	Loyalty program	Reward loyal customers	x	x		
	Referral program	Tell a friend or family member about us and the user gets a referral reward (discount / money to spend on next purchase)	x	x		
	Student discount	Small percentage taken off the total purchase price for students with identification validation	x	x	x	
	Virtual fitting room	Allow customers to try on clothes without having to step inside a store	x			
	Online chat	Online chat to provide timely help	x	x	x	
	Blog site	Blog page with informative articles, trend updates, etc.	x			

Feature Roadmap

03. Card Sorting

To understand how users perceive product categories, an open-ended card sort (online with 10 participants) was conducted. A set of 30 clothing items were provided to participants and they were asked to group them. Results confirmed user expectations to be strongly influenced by existing fast fashion site patterns, which then helped to inform the organization of clothing categories and subcategories on Mirror's site.



Similarity Matrix

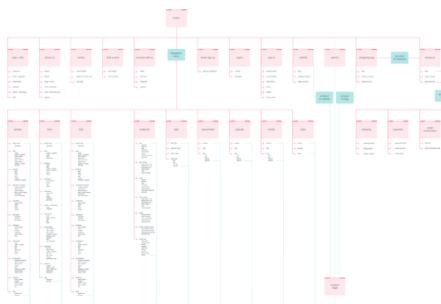
Agreement Dendrogram

Merge Method Dendrogram

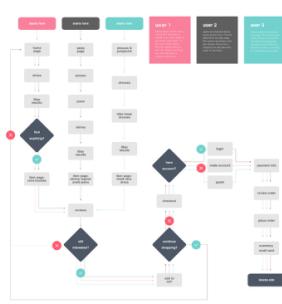
Information Architecture

04. Site Mapping & Task / User Flow Maps

Insights from our feature roadmap and card sort set the foundation for Mirror's site architecture. With the content foundation, I moved into ideation. I crafted task and user flows to empathize with how users navigate pages to complete linear tasks, and how users journey to checkout via different entry points and paths. Constructing these flows ultimately informs the creation of what key pages and features to design for user testing.



Site Map



User Flow

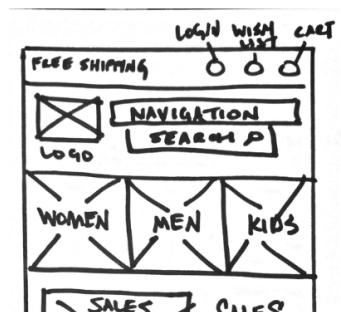
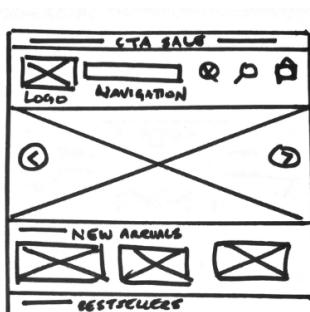
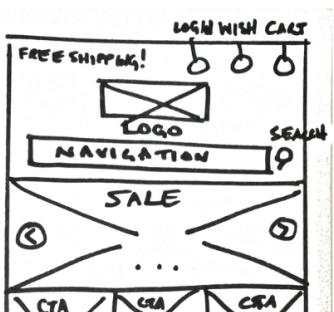


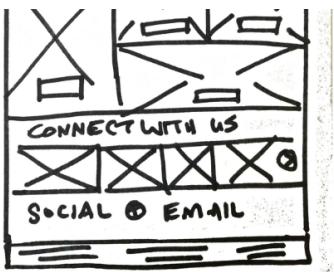
Task Flow

Interaction Design

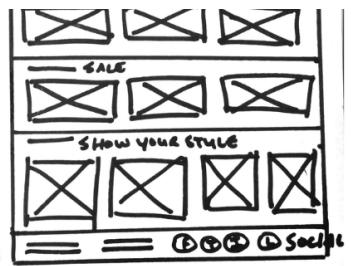
01. Sketching

Before moving to digital wire-frames, I quickly conceptualized layouts using trusty pen and paper. I wanted to map out the site information in a simple intuitive way that satisfied both business and user needs. I settled on version 1 (left) as it proved to be the most modern and intuitive design. With my choice set, I moved on to building mid and high fidelity wire-frames of responsive key pages that meet my primary user flow.





Version 1



Version 2



Version 3

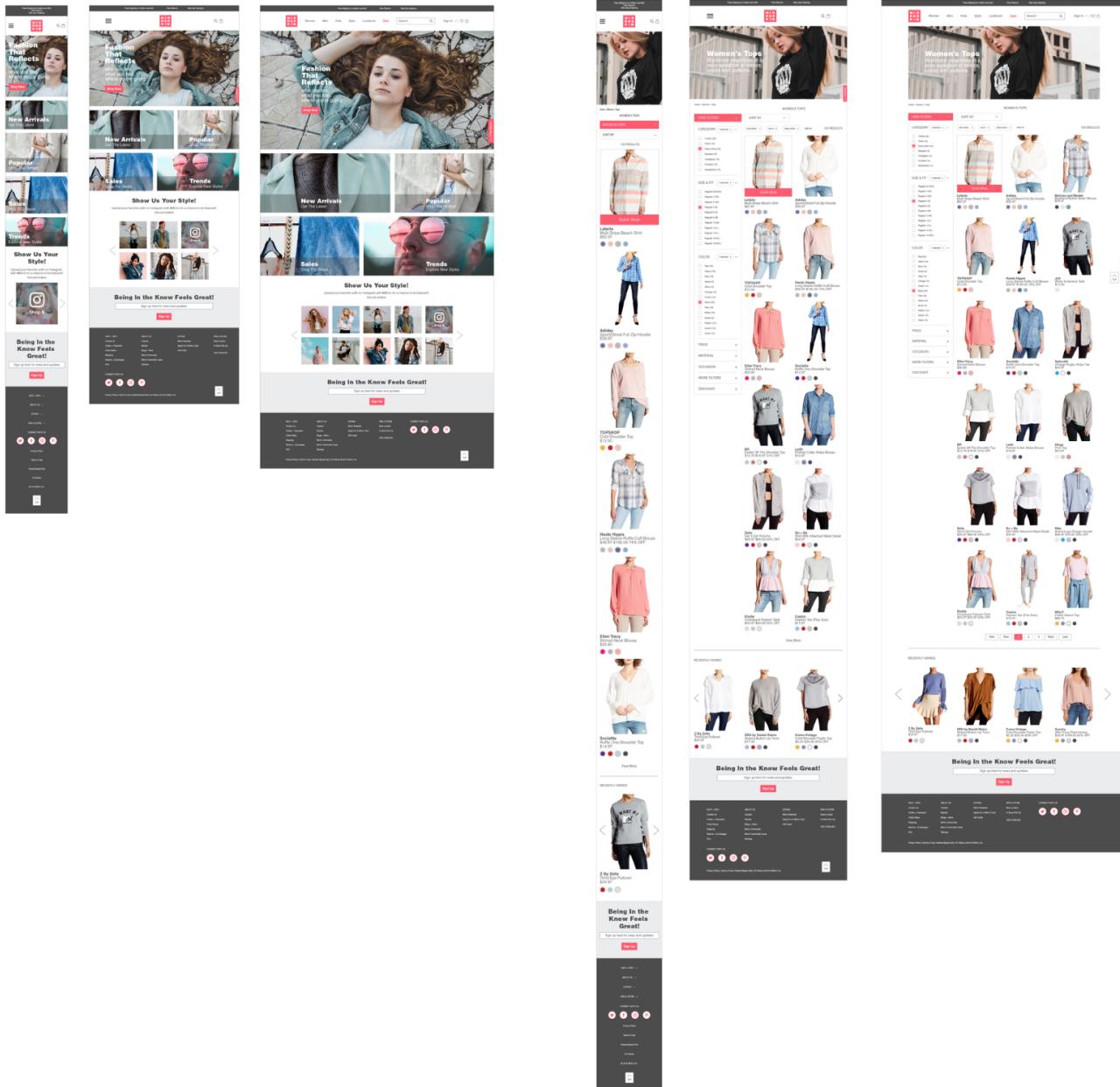
02. Mid Fidelity Wire-framing

Below are responsive mid fidelity frames for Mirror's homepage and for the category listing page.



03. High Fidelity Wire-framing

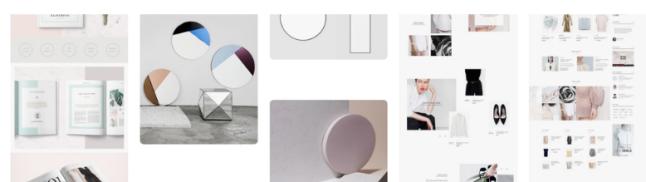
Afterwards I added design into all of my elements and elements to create high fidelity frames that is to be used for usability testing.



User Interface Design

01. Mood Board

Informed by my user research, I had set out to develop

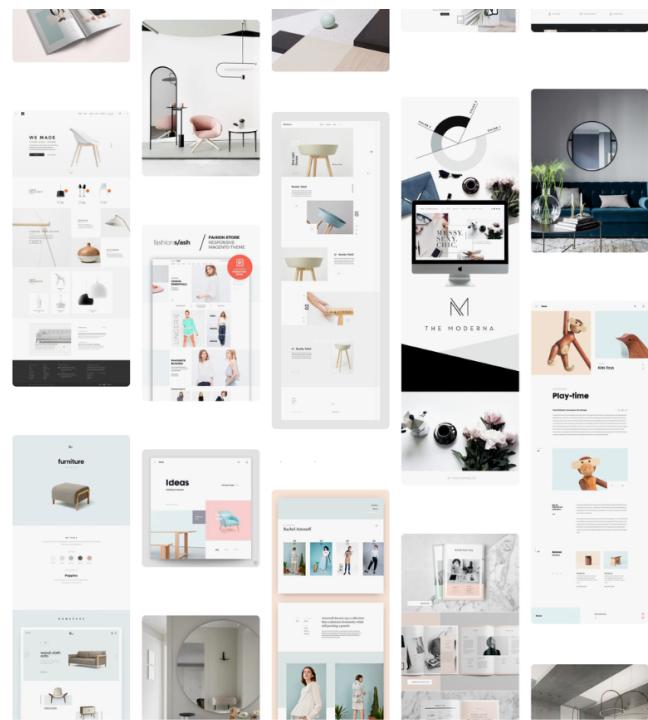


a longstanding brand that is on par with rival fashion sites. The name itself—Mirror, primed my aesthetic vision. I found much inspiration in the form of “mirror images.”

From those images, surfaced 4 central site characteristics.

- Modern and Simple
- Transparent and Trustworthy
- Sleek and Stylish
- Diverse ... with just a hint of playfulness

(to keep the layout from seeming too sterile.)



Mood Board

02. Logo Design

The logo is a reflective word-play of the name itself. While I had explored innumerable ideas on the concept of reflection, one design rose above the rest in its distinction, simplicity, and modernity. The coral pink hue and the boldness from the logo’s font perfectly counterbalanced the daintiness of the rest of the site, aiding in a sense of playfulness. [View my entire logo design process here.](#)



03. Style Tile & UI Kit

I opted for a vibrant palette, filled with shades and tints of coral-pink, bluish-teal, grey-black, and white-grey. Bold hues were used sparingly, only to draw attention to important elements, whilst blue, white, and grey were strategically picked to represent the fresh reflective colors associated with mirrors. Tastefully positioning elements while leaving just the right amount of white space in between helped to organize layout in a clean, uncluttered way.

My style-tile is a "snippet" representation of my brand vision for Mirror, which of course, ultimately informed the site design. When final high fidelity frames were completed, I aggregated all the design elements and housed them in a UI Kit so that designers and developer can refer to them during future stages of iteration.

Logo
Helvetica LT Std Black
MIRROR

Heading 1
Helvetica LT Std Black, 35 px
Fashion That Reflects

Header 2
Helvetica LT Std Black, 30 px
Show Us Your Style!

Header 3
Helvetica LT Std Black, 20 px
New Arrivals



Subheader 1
Helvetica LT Std Light, 25 px
who you are, what you feel

Subheader 2
Helvetica LT Std Light, 20 px
Get The Latest

Body Text
Helvetica LT Std Light, 15 px
Sign up here for news and updates

Buttons
Helvetica LT Std Bold, 15 px
Shop It

FOOTER
HELVETICA LT STD LIGHT, 10 PX
CORPORATE INFORMATION

Typography

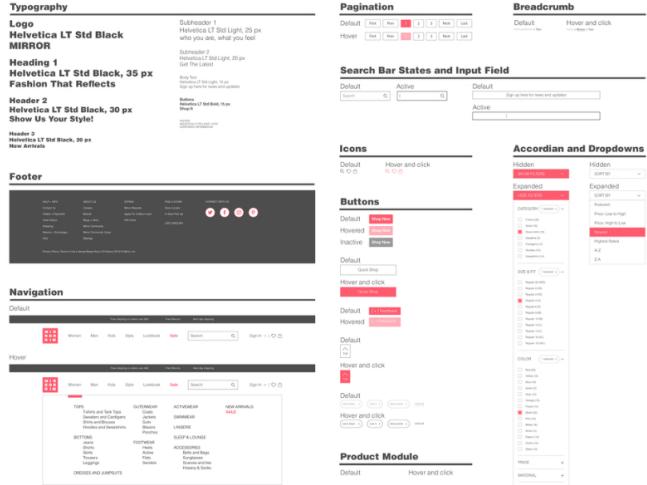
Logo	Subheader 1
Helvetica LT Std Black	Helvetica LT Std Light, 25 px
MIRROR	Helvetica LT Std Light, 20 px

Heading 1
Helvetica LT Std Black, 35 px
Fashion That Reflects

Header
Helvetica LT Std Black, 30 px
Show Us Your Style!

Header 2
Helvetica LT Std Black, 20 px
New Arrivals

Footer



Style Tile
UI Kit

Prototyping

I then brought all my high fidelity frames and key elements into Invision to prepare for usability testing. Unfortunately, this prototype had been archived. Below is a video recording of a user (Elizabeth) running through all major task flows. Audio has been removed, as I do not have Elizabeth's permission to share with the public.

- **Task # 1:** Shop for a women's, size 4, white blouse, and add it to your shopping bag. Then view your shopping bag to ensure item details are correct.
- **Task # 2:** After adding your blouse to the shopping cart, stay on the blouse product page. From there, shop for a blue, Matt & Nat clutch, and add to the wish list for contemplation.
- **Task # 3:** Navigate to your wish list, edit the clutch color from blue to white, and add the clutch to your shopping bag. From your shopping bag, checkout your purchase.





Usability Testing & Validation

01. Usability Testing

In order to validate my solution, I spent the afternoon at a coffee shop filled with millennials with 4 major testing goals in mind:

1. Observe and note pain points, areas of uncertainty, and/or dissatisfaction with any missing features
2. (In)validate key assumptions
3. Assess the usability and functionality of Mirror's navigation, hierarchy, and information architecture.
4. Discover which path is preferred if there are multiple ways for accomplishing a particular tasks.

5 participants (3 male, 2 female) were recruited. All participants were asked to walk through the prototype, performing the 3 aforementioned tasks flows.

02. Affinity Mapping

Using an affinity map, we methodically organized interview responses to obtain insights and suggestions for

improvement including which features should be given priority over others during stages of re-design.

- **Test Completion:** Findings suggest that users expect certain conventions in terms of information architecture. Most of these conventions had been followed through on my first implementation, and therefore, led to fairly successful test results.
 - **Task Flow:** What surprised me most was the overwhelming amount of users who preferred navigation over search bar to find their product of choice. All participants expressed that the search-bar would be fruitless (and an inefficient management of time) without an exact description of the desired item.
 - **Pain Points:** While the navigation throughout the buying, wish-listing, and carting process proved to be successful and the image driven content impressed users, there were still some points of friction that we need to address in our design. Surface level improvements in font size and elemental hierarchy can be made, including upping the font size of particular links for easier visibility, rethinking the labeling of "wishlist editing," and revising the hierarchical placement of social media icons.

MIRROR AFFINITY MAPPING							
Created By: Vicki Wang							
SUCCESSES <p>"I do a lot of online shopping. The design and layout is clean and easy to navigate and very easy on the eyes."</p> <p>"The website is good, pretty clean, and easy to use. Shopping website sites."</p> <p>Like the fact that there are many pop up and annoying ads</p> <p>5 out of 5 testers said the UI looked great. Descriptor words included clean, modern, classy and "mimics standard sites."</p> <p>No issue finding it, finding it very easily, selecting items, adding to cart, wishlist, wishlist or return items, wishlist, without, or caring.</p> <p>"Everything was easy and straightforward to use."</p> <p>"Likes were straightforward and easy to complete."</p> <p>"Everything was very easy to navigate, and easy to complete in each scenario. I didn't run into anything that caused any issues with."</p> <p>100% completion rate. 5 out of 5 testers finished all 3 tasks with relative ease, no issues with navigation and information architecture.</p> <p>Early 60 Early for quickview. Ring bag, ring bag, filter menu, filter menu, filter menu, filter menu, filter menu, navigation menu, search bar</p> <p>Early 60 Early for quickview. Ring bag, ring bag, filter menu, filter menu, filter menu, filter menu, filter menu, navigation menu, search bar</p> <p>Had trouble finding the "full" page, instead had to use new page due to font being too small.</p> <p>5 out of 5 testers said the font size of quickview "view full details" was too small. 1 also believed the quickview "add to bag" was too small.</p>				CHALLENGES <p>I thought the UI design was "pleasantly simple" and "well organized".</p> <p>"It was easy, practical, usable, and I liked the overall website very well. Looks like the sites they usually shop with."</p> <p>Wow. Great photo choices."</p> <p>Out of 3 male users, 2 stated that the pink would not deter them as a customer, but suggested a color change to blue. 1 stated it would deter.</p> <p>Had hit the first edit button (or wished) before realizing that it was for the wishlist, not for the actual product.</p> <p>No issues with finding items, selecting items, adding to cart, wishlist, wishlist or return items, wishlist, without, or caring.</p> <p>Clicked it would be nice to have social media icons on the navigation bar in each scenario. I didn't run into anything that caused any issues with.</p> <p>1 out of 5 testers stated that it would be nice to have social media icons higher on the page for visibility purposes.</p> <p>Had trouble finding the "full" page, instead had to use new page due to font being too small.</p> <p>States that he will actually read the reviews and product details before making purchases.</p> <p>Out of 5 testers said the font size of quickview "view full details" was too small. 1 also believed the quickview "add to bag" was too small.</p>			
OBSERVATIONS <p>There is not a color theme. The colors don't even cross over. It's very confusing when changing the site to blue when it's not in there.</p> <p>There were more pictures of women than men, which caused him to believe the site was catered towards aged 18-30 years.</p> <p>Want straight to navigation bar, instead of edit and actual product.</p> <p>"I only use the edit button if it's specifically what exact product I want to edit. Otherwise, I use navigation."</p> <p>Clicked on the large "add to bag" from the quickview page, rather than from the quickview.</p> <p>Clicked on the large "add to bag" from the origin page, rather than from the quickview.</p> <p>Clicked on the large "add to bag" from the quickview page, rather than from the quickview.</p> <p>States that he will actually read the reviews and product details before making purchases.</p> <p>Had hit the sort button before filtering.</p> <p>2 out of 5 testers attempted to narrow down product options using alternative elements aside from filter menu (Eg. sorts / color modules).</p>				SUMMARY <p>Searched around extensively on category page before adding products to narrow down options.</p> <p>3 out of 5 testers searched fairly extensively on the category pages before deciding to filter down options.</p> <p>Was straight to navigation bar, instead of edit and actual product.</p> <p>"I don't go to edit because I don't know exactly what I want to edit. I usually get to where I want to go on a website."</p> <p>"Use search because I think it is easier. You don't have to scroll or clicking multiple pages. It is just more efficient."</p> <p>4 out of 5 testers used the navigation bar to find items, while just 1 user used the search bar to do so.</p> <p>Added to bag from the quick view edit area.</p> <p>Added to bag from the quick view edit area.</p> <p>Out of 5, 1 tester actually read the product reviews and details before adding products to the shopping bag.</p> <p>First person to attempt to use product filters including product modules from search bar.</p>			
INSIGHTS <p>Navigation throughout the buying, wishlist, and carting process proved successful. Minor improvements in font size and elemental hierarchy can be made.</p> <p>Mention of pink color palette, although not a deterrent initially raises gender concerns when they were not top of mind before.</p> <p>Users typically / primarily will use the navigation bar to begin their search for a clothing item. Search bar is reserved for very detailed items.</p> <p>Users value extensive product details and search for products extensively, quickly exploring and cross-comparing mostly among category pages.</p> <p>The amount of users who prefer quickview versus those who prefer full page / product views remains fairly balanced.</p> <p>Users are highly dependent on intuitive filter tools for their product search efforts.</p>				SUGGESTIONS <p>Color Palette: Implement a change in color scheme from hints of pink to hints of blue when clicking from "women" section to "men".</p> <p>Imagery: Incorporate more images of men within the homepage, particularly above the fold.</p> <p>Font Sizing: Up the font px of quickview "view full details" and "add to bag" from 10px to 15px.</p> <p>Wishlist Edit: Replace the wishlist edit link with an edit icon or make "shareable" a link, so that users can edit sharing options that way.</p> <p>Social Media Icons: Meddle around with the hierarchical placement of social media icons. Revise social media design patterns from competing sites.</p>			
				<p>High Priority</p>			
				<p>Low Priority</p>			

Final High Fidelity Prototype

Corrections have been integrated with a second iteration, alongside a change in color scheme (albeit unnecessary as the color scheme would change according to the types of products offered), as some male users preferred a more gender neutral palette - confirmed during usability testing. [View the prototype here.](#)

HOME AND NAVIGATION

homepage

navigation bar

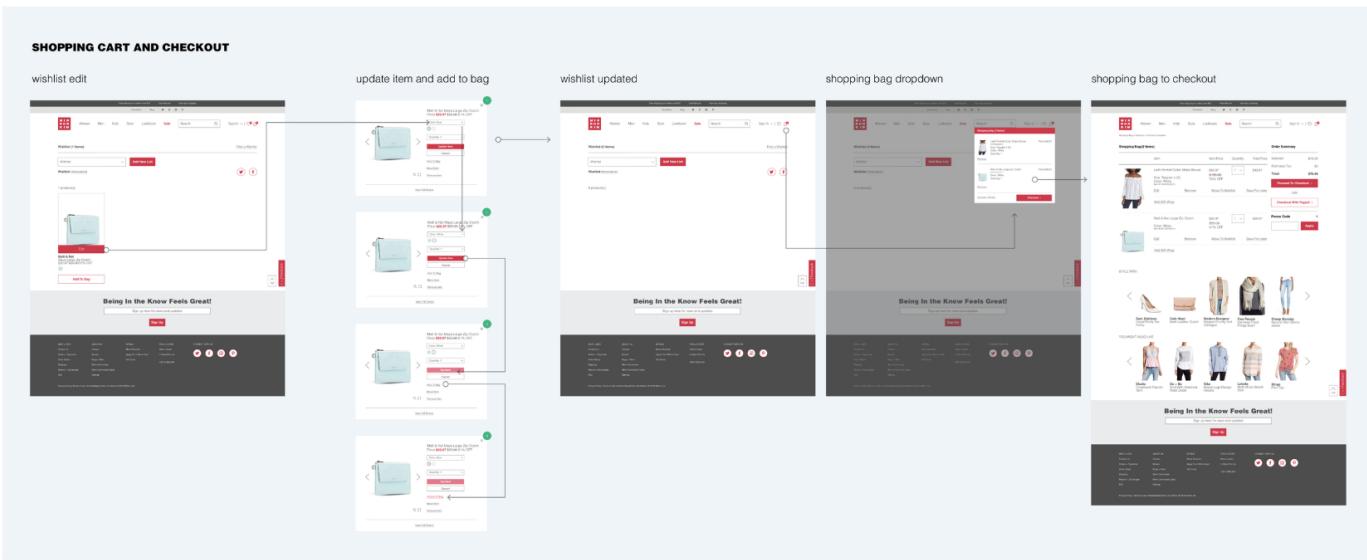
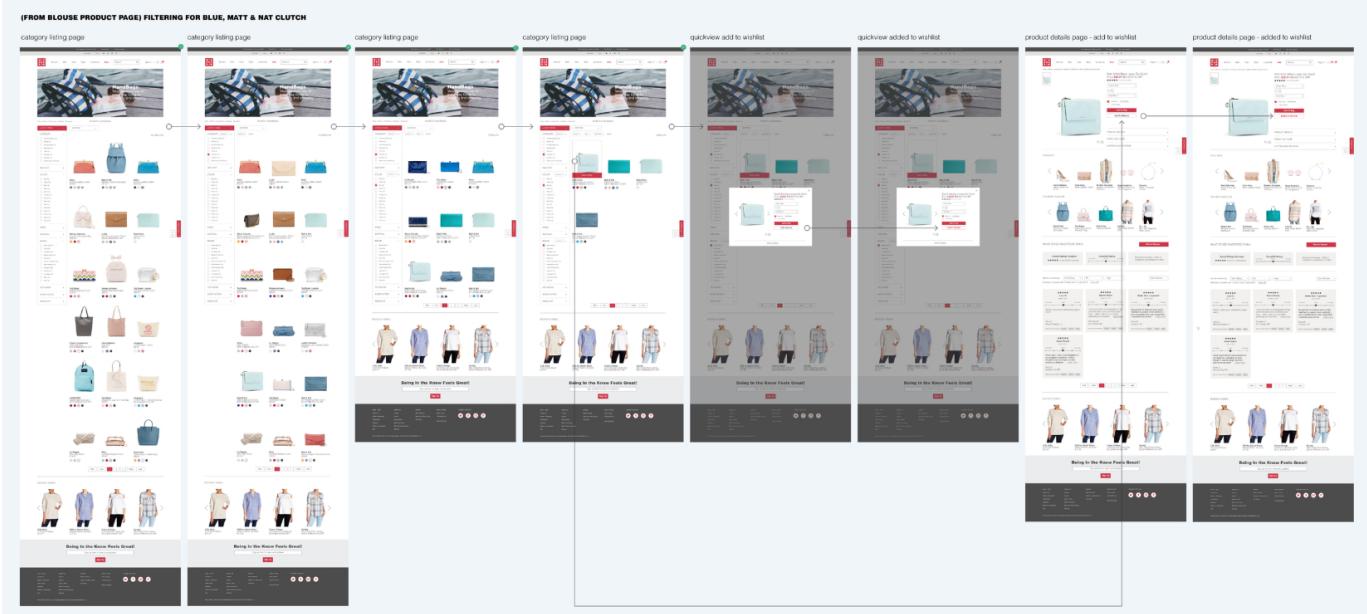
search bar - blouse

The screenshots show the homepage with a large banner for 'Fashion That Reflects', a navigation bar with categories like Women, Men, Kids, Style, Lookbook, and Sale, and a search bar where 'blouse' has been typed in, showing a dropdown of related items.

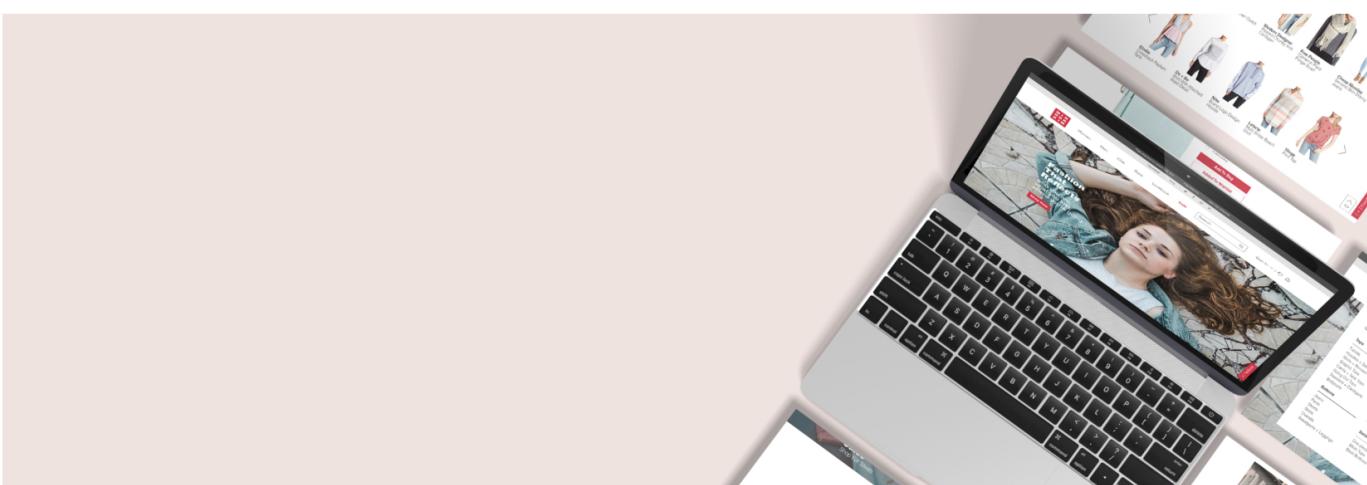
The sequence of screens illustrates the user flow:

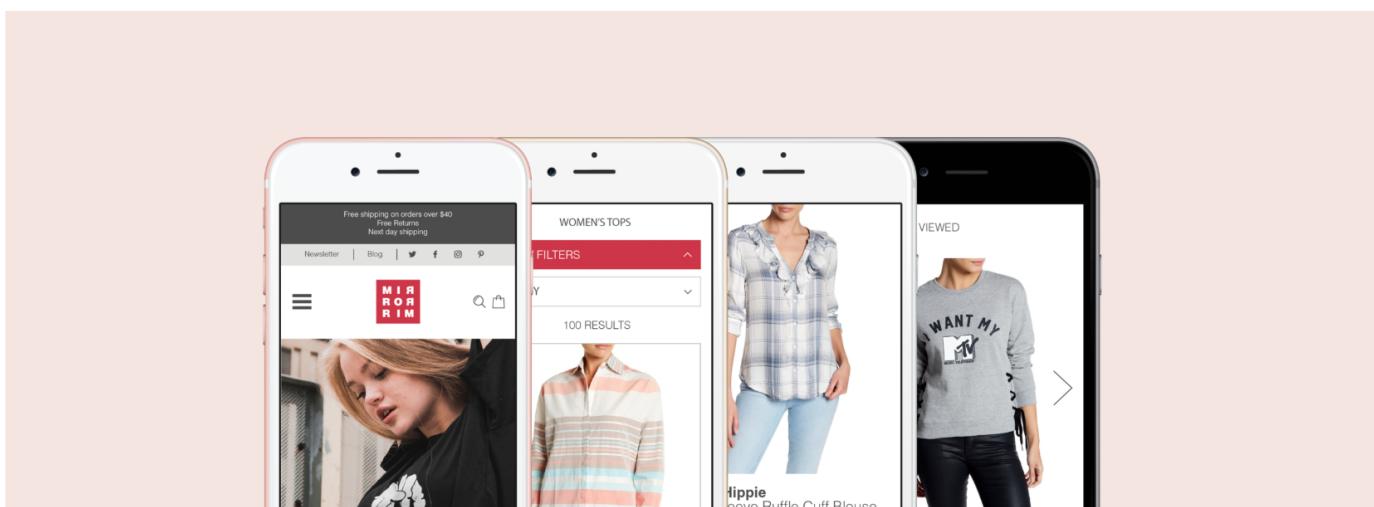
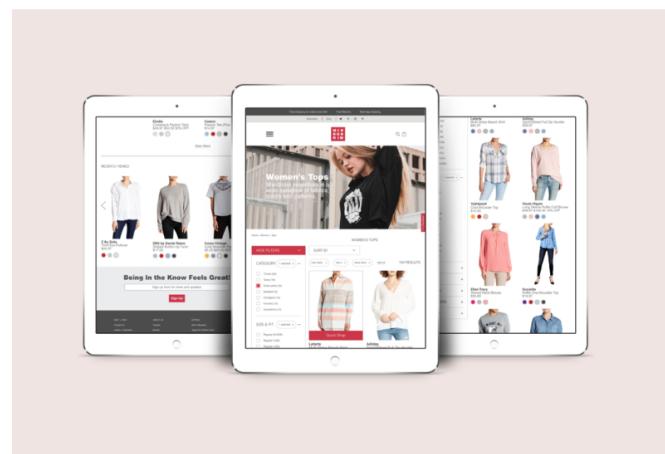
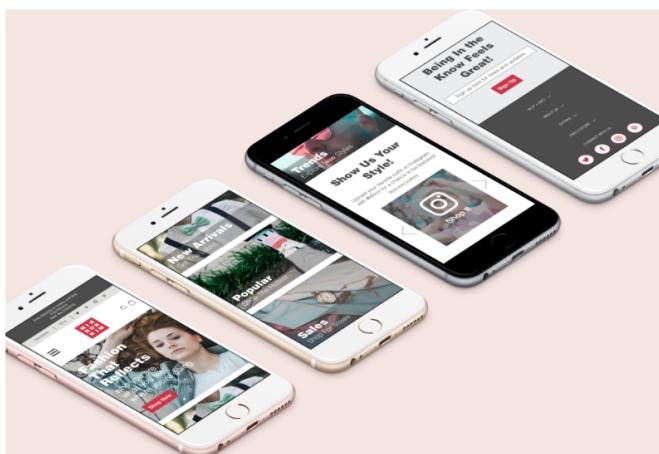
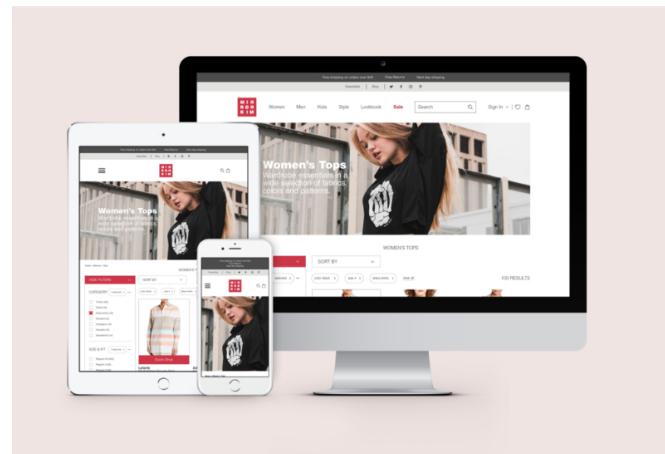
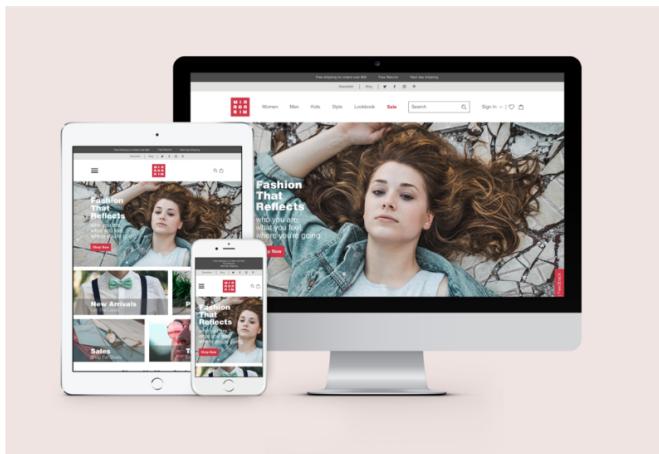
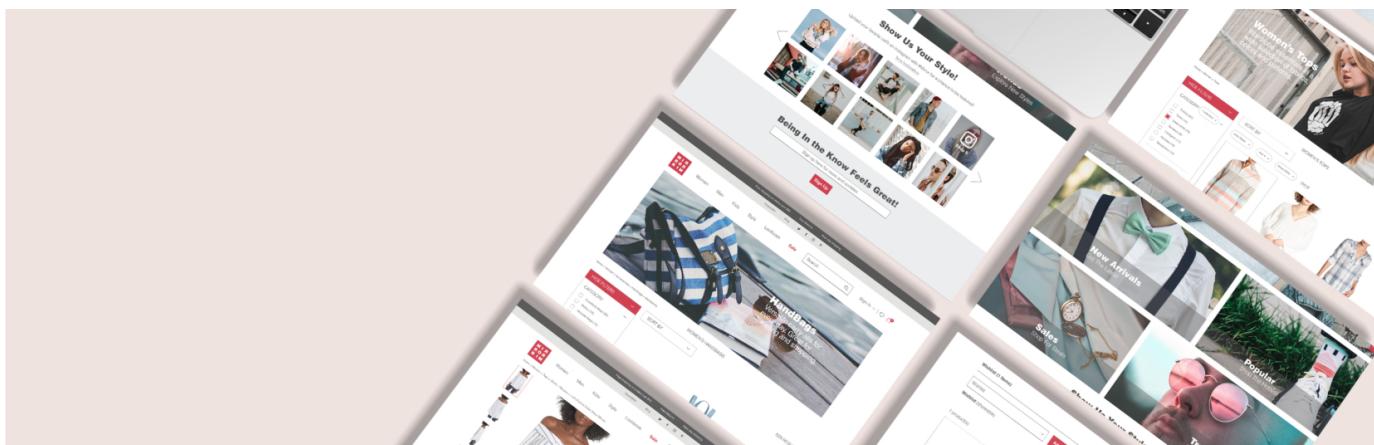
- FILTERING FOR WOMEN'S, SIZE 4, WHITE BLOUSE
- category listing page
- category listing page
- category listing page
- quickview add to bag
- quickview add to bag
- product details page - add to bag
- product details page - added to bag
- shopping bag dropdown
- search bar - clutch

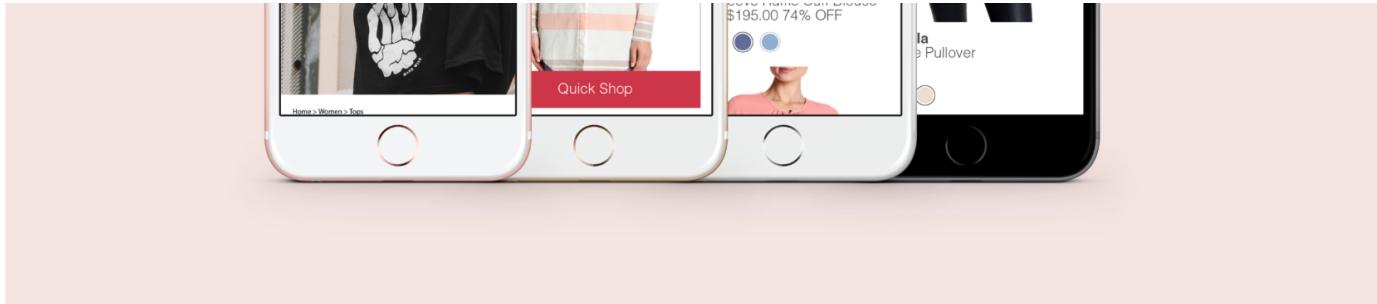
The flow starts with filtering for women's size 4 white blouses. The user views multiple category listing pages, selects a quickview, adds it to the bag, views the product details, adds it again (showing it's already in the bag), and then checks the shopping bag dropdown. Finally, the user performs a search for a clutch.



Final High Fidelity Frames







Takeaways & Next Steps

01. Takeaways

Leveraging existing design patterns and user expectations within the e-commerce space allowed for me to build upon the successes and failures of others. By doing so there's the added benefit of:

1. minimal effort, cost-effective improvements for tried problems, and
2. efficiency, which enables us to invest our resources elsewhere—to explore newer avenues of information searching and alternative risk minimization features so that we can be distinguished from the rather massive fashion world.

02. Next Steps

With efficiency as an added benefit, our next steps should focus on innovative, rising e-commerce trends (Eg. virtual fitting room). Doing so will help distinguish and place Mirror at a competitive advantage.

All / Google Aria / Capital One / Paws & Claws / **Mirror**

