

EXPRESS.

INTERFACE DESIGN PROCESS AND REPORTS

OUR PRIMARY COMPETITION

After following this criteria we found four companies that fit the best:

- Ralph Lauren
- Banana Republic
- Guess
- Men's Wearhouse

IDENTIFYING THE PROBLEM

	Ralph Lauren	Banana	Guess	Mens' WH
<i>Personalized Style Profile</i>	■	■	■	■
<i>"Narrow by" multiple colors / style</i>	■	■■■■■	■■	■■■■■
<i>"Narrow by" price</i>	■	■■■■■	■■■■	■■■■
<i>Find it in a store</i>	■	■■■■■	■■■■■	■■■■■
<i>Reserve</i>	■	■■■■■	■■■■	■■■■■



RALPH LAUREN

BANANA REPUBLIC

GUESS



MEN'S WEARHOUSE®



T I M E L I N E & P R O C E S S

The timeline chart in the following page outlines the budget, milestones and procedures we will follow to complete this project. We follow a four phase process to ensure satisfaction and project efficiency. Our process begins with a discovery phase where we plan everything clearly, moving on to the creative phase where the visual elements will be designed, tested and approved. Third phase will be the development phase where in the responsive site will be developed and the visual elements will be brought to life and lastly a review, training and testing phase.

Week 1	Week 2	Week 3	Week 4
D I S C O V E R Y P H A S E		C R E A T I V E P H A S E	
<ul style="list-style-type: none"> ■ Kick off meeting ■ Stakeholder interviews ■ Desk research ■ Document reviews ■ Agreement to begin work <p><i>Deliverables:</i></p> <ul style="list-style-type: none"> ■ Proposal & Contracts 	<p><i>Payment Due: \$51,200</i></p> <ul style="list-style-type: none"> ■ Complete research ■ User Testings ■ Testing Report <p><i>Deliverables:</i></p> <ul style="list-style-type: none"> ■ Admin site map ■ User site map 	<p><i>Payment Due: \$60,800</i></p> <ul style="list-style-type: none"> ■ Second Meeting ■ Wireframes designed <p><i>Deliverables:</i></p> <ul style="list-style-type: none"> ■ Wireframes ■ Site Style guide 	<ul style="list-style-type: none"> ■ Third Meeting ■ User testing of wireframes <p><i>Deliverables:</i></p> <ul style="list-style-type: none"> ■ Testing report ■ Site design Concept
<p><i>Client Submissions:</i></p> <ul style="list-style-type: none"> ■ Annual reports ■ Approval 	<p><i>Client Submissions:</i></p> <ul style="list-style-type: none"> ■ Graphics and images ■ Text/content/access info ■ Approval 	<p><i>Client Submissions:</i></p> <ul style="list-style-type: none"> ■ Username and password ■ Approval 	<p><i>Client Submissions:</i></p> <ul style="list-style-type: none"> ■ Approval

Week 5	Week 6 & 7	Week 8	Week 9
T E C H N I C A L P H A S E			R E V I E W P H A S E
<p><i>Payment Due: \$112,000</i></p> <ul style="list-style-type: none"> ■ Fourth Meeting ■ Responsive Site Design ■ Prototypes <p><i>Deliverables:</i></p> <ul style="list-style-type: none"> ■ Design Prototypes 	<p><i>Responsive Site Development In Progress</i></p> <p><i>Deliverables:</i></p> <ul style="list-style-type: none"> ■ None 	<ul style="list-style-type: none"> ■ Fifth Meeting ■ Completed Responsive website ■ User Testing <p><i>Deliverables:</i></p> <ul style="list-style-type: none"> ■ Completed Responsive Site ■ Testing report 	<p><i>Payment Due: \$12,800</i></p> <ul style="list-style-type: none"> ■ Sixth meeting ■ Final Reviews ■ Launch Site <p><i>Deliverables:</i></p> <ul style="list-style-type: none"> ■ Bug Fixes ■ Training
<p><i>Client Submissions:</i></p> <ul style="list-style-type: none"> ■ Approval 	<p><i>Client Submissions:</i></p> <ul style="list-style-type: none"> ■ None 	<p><i>Client Submissions:</i></p> <ul style="list-style-type: none"> ■ Approval 	<p><i>Client Submissions:</i></p> <ul style="list-style-type: none"> ■ Approval

GOALS

Our goals are being set by stating exactly what the user needs to accomplish - these goals help focus on the content, design and functionality of the the site that is critical to the customer.

USER GOALS

- The main goal of the user is to - browse for products that is relevant only to him/her.
- The second goal of the user is to be able to have multiple filter options under pricing and colors so that he/she can further narrow down the choices and compare them side by side.
- The third goal of the user is to be able to find his/her choices at a nearby store and reserve it for pick up instead of waiting on the delivery.

OUR GOALS

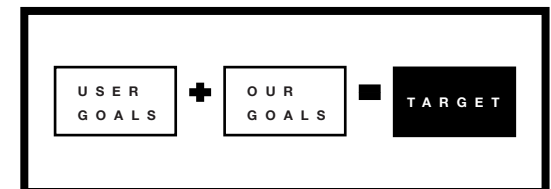
- The main goal of the business is to - encourage the user to purchase the product thus increasing sales by 10% at least, over the next month.
- The second goal of the business is to encourage the user to visit stores to increase in-store purchases. Increase traffic by 50% in 6 months.
- Add a new "Personalize Express" feature
- Enhance the filter option - Color
- Introduce "Filter by Price" section
- Add a new "Reserve in Store" section
- Increase sales of products online by 20% over the next month
- Increase reserving options online to encourage more in-store sales over the next quarter.

TARGET

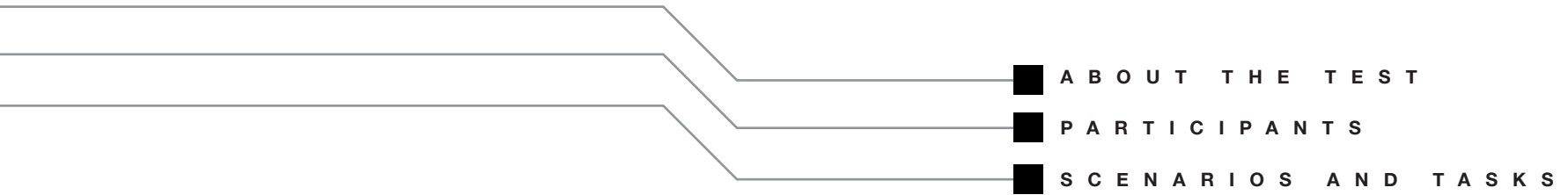
With these new sections added to the website we are going to ensure customers to save time while shopping online by providing them content that is only relevant to the user. By addressing the user's needs directly every time the user visits the site, we will bring the virtual retail sales person to life. On the business side - the user's saved data will provide us valuable insights into their behavior and give us an opportunity to semi-customize the website for the user.

These newly proposed features will provide users a better shopping experience by comparing items side by side and narrow down their choices to their satisfaction before making the purchase. And also give the user an option to reserve an item(s) at the nearest store for pick-up, saving them time and shipping costs.

Our ultimate goal is to increase traffic to the site, provide a more brick and mortar store, one-on-one, personalized experience to the user.



USABILITY PLAN



USABILITY PLAN

A B O U T T H E T E S T

The group of participants will follow specific tasks and scenarios associated with usability and functionality of the Express website. With the usability tests we are going to be able to evaluate if the user is able to find the information he/she is looking for and if they have problems accomplishing something on the website that may create some frustrations.

This test was designed for participants to complete the tasks from their personal laptops. Prior to the test, the participants will receive training on the test procedure but they will not be shown how to perform each task/scenario. Each participant will be observed by an assigned team member while they perform the tasks to record the time it takes the user to complete each task. The usability tasks are diverted from test scenarios developed by group members. Each scenario falls into 1 of 3 pre-determined areas which are the following:

- Area 1: Find problems with the navigation, filter and delivery options
- Area 2: Find a way to be able to enter your data just once
- Area 3: If users will visit the website again

P A R T I C I P A N T S E L E C T I O N

For the usability test we decided that according to our goals, the best selection of users to recruit were going to be people that have never used the Express site before taking the test. However, for the participants to fit our target audience we still required them to be young adults aged between 20-35 years of age with an existing need to buy an apparel.

We recruited our participants through contacting local companies that we meet in person and after we interviewed them, we narrowed them down to a total of 10 participants (for each test) that we thought fit our perfect target audience keeping our ultimate goals in mind at all times. The participants' responsibilities was to attempt to complete a set of representative task scenarios presented to them in an efficient and timely manner, and provide feedback regarding the usability and acceptability of the user interface. The participants were directed to provide honest opinions regarding the usability of the application, and to participate in post-session questionnaires.

T E S T L O C A T I O N :

- May 20th 2014
- At 10.00 AM | SHIFT Workspaces, Denver, CO
- The users will be directed by member's of the web design team.

T E S T G O A L S :

- Find any usability problem areas within the interface and content areas
- Find any navigation errors: failure to locate functions
- Record user satisfaction with the website
- Discover user frustrations

OUR PARTICIPANTS

Out of more than 20 responses we chose the following participants based on the diversity of their characteristics:

<i>ID No.</i>	<i>First Name</i>	<i>Gender</i>	<i>Age</i>	<i>Occupation</i>
01.	Marge	Female	32	Business Analyst
02.	Rose	Female	30	Architect
03.	Illeana	Female	30	Business Owner
04.	Leah	Female	27	Design Student
05.	Alysia	Female	22	Personal Stylist
06.	Connie	Female	20	Waitress
07.	Matt	Male	32	Account Manager
08.	Akhil	Male	32	Supply Chain Analyst
09.	Mike	Male	27	Assistant Manager
10.	Daniel	Male	26	Musician

Never visited the website before
85%

Visited the website once
15%

SCENARIOS AND TASKS

SCENARIO 1 .

You have a party to attend this evening which is a great networking opportunity with top industry professionals. You want to look your best and therefore you wanna buy a blue or a black dress for the party. It's a busy day at work and the only way you can shop for your dress is online and pick it up yourself after work.

QUESTIONS : S 1

- What was your comfort level while completing this task (1 = not stressed at all, 5 = highly stressed) *Circle one number*
1 2 3 4 5
- On a scale of 1- 5, how easy was it for you to find a way to purchase the item with quick delivery?
1 2 3 4 5
- On a scale of 1- 5, how easy was it for you to locate the item at a nearby store?
1 2 3 4 5

SCENARIO 2 .

You want to purchase a dress/shirt to attend your friend's bachelor party whose color theme is red and cream. You haven't decided which of those colors you want to buy. Filter the colors of your favorite attire so that you can see all the products that fall under that color range.

QUESTIONS : S 2

- What was your comfort level while completing this task (1 = not stressed at all, 5 = highly stressed) *Circle one number*
1 2 3 4 5

SCENARIOS AND TASKS

SCENARIO 3 .

You are shopping christmas presents for your husband/wife and 2 brothers/sisters from Express website. You have received a great coupon deal on shipping costs. You want to buy blazers/dresses for each of them in a different color/style, and your budget is \$125 for each blazer/dress.

S 3 . C R I T E R I A S

Dress:

- Size: 4, 6 and 8
- Styles: Baby Doll, Lace and Sheath
- Colors: Pink, White and Green
- Price Range: \$100-\$125

Blazers:

- Style: Jacket, Suit and Vests
- Size: 38S, 40R and 42S
- Colors: Black, Blue and White
- Price Range: \$100-\$125

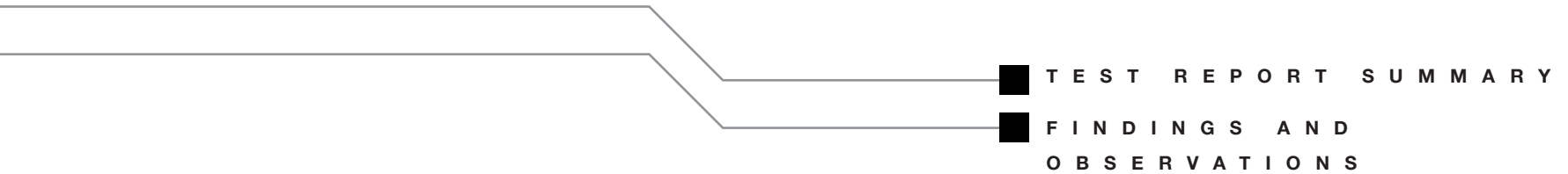
SCENARIO 4 .

You have an upcoming conference meeting and you are shopping a shirt for the same. You are a returning customer to Express website, where in you had purchased a shirt recently. Try browsing shirts in different styles that only fits you.

Q U E S T I O N S : S 4

- On a scale of 1-5, how easy was it for you to find a way to browse items that was only relevant to you? *Circle one number*
1 2 3 4 5

USABILITY REPORT



USABILITY REPORT

T E S T R E P O R T S U M M A R Y

This section contains the participant feedback, satisfaction ratings, task completion rates, ease or difficulty of completion ratings, time on task, errors and recommendations for improvements.

W H A T W E D I D :

The web design team conducted a usability test at SHIFT Workspaces, Denver, Colorado on 20th May 2014 at 10.00 AM. The purpose of the test was to assess the usability of the web interface design, information flow and information architecture.

A total of 10 participants were involved in the usability test. Each individual session lasted approximately for 40 minutes. All participants received a \$100 Express gift card as compensation for their time.

The primary purpose of the test was to assess the usability of the current website for Express. The secondary purpose was to verify core tasks for the website and to investigate whether users felt the current website gave a good value for their time compared to competitors.

C R E A T E
U S E R
T E S T

01

I N V I T E
P A R T I C -
I P A N T S

02

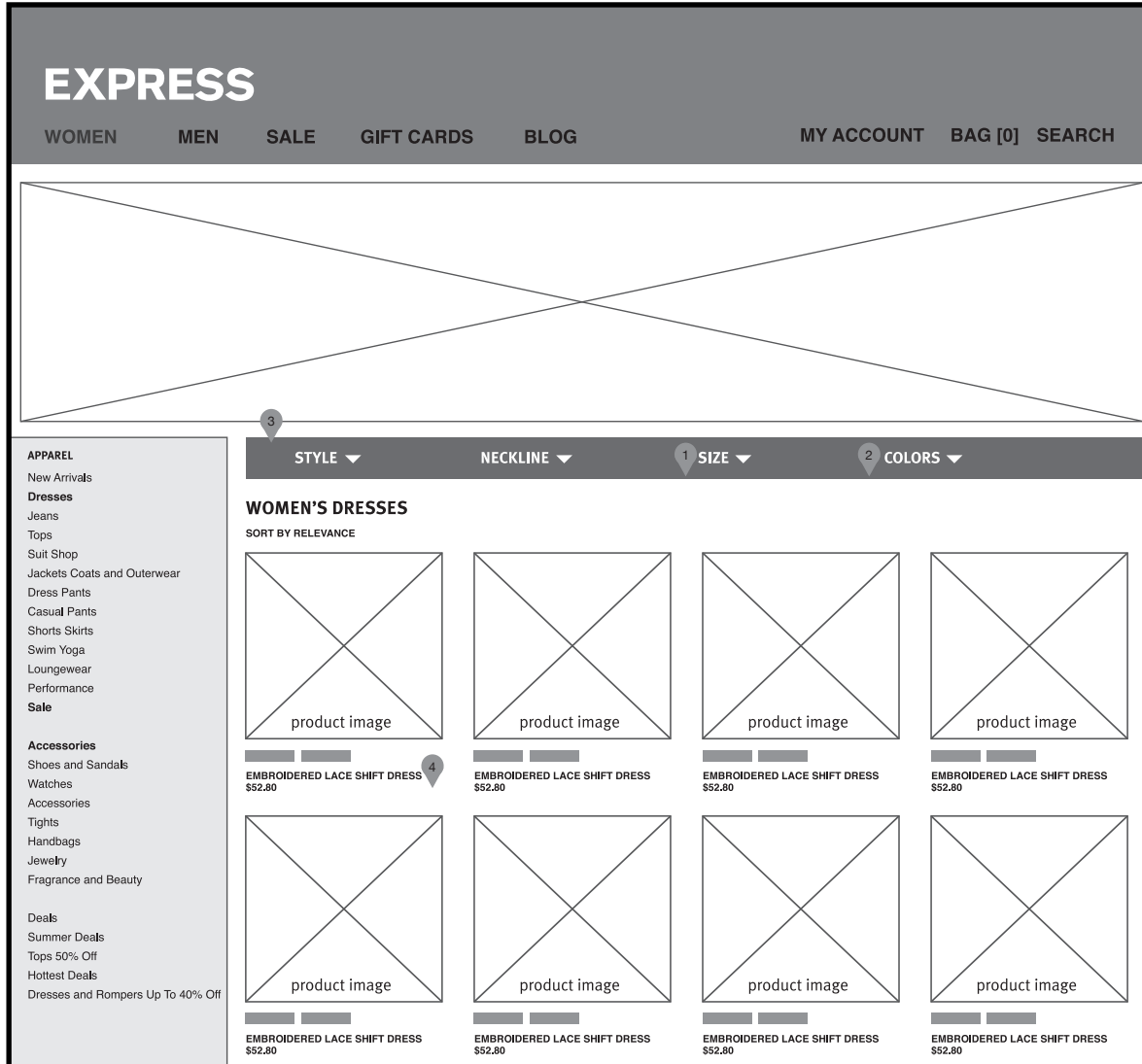
C O N D U C T
U S E R
T E S T S

03

A N A L Y Z E
T E S T
R E S U L T S

04

Current Interface



1. Participants were frustrated that they had to enter the sizes under each and every category they browsed.

2. Participants reported that they could not filter their choices using multiple colors or price range.

3. Participants said that because of an inefficient filtering section, the page refreshed every time they entered their specs and that took a lot of time to find a specific item according to their style and fit because they had to go through all the other irrelevant products that the website offered them.

4. Participants said that they were unable to check if their selected item was available at a nearby store for pick-up.

FINDINGS AND OBSERVATIONS

FINDING 1 .	Participants cannot filter using multiple colors. They cannot filter based on a price range at all.
IMPACT :	High
RECOMMENDATIONS :	Enhance the existing filter features under 'color' and provide a way to be able to filter the user's price range.
STEPS TO ACHIEVE :	Add "Choose Colors" and "Choose Price Range" under each of the sections, that will enable the users to choose multiple color options and price ranges helping them compare the products side by side before making the purchase.

FINDING 2 .	Participants cannot locate their product at a nearby store for reservation/pick-up.
IMPACT :	High
RECOMMENDATIONS :	Incorporate a feature under each product that will enable the user to find the required item(s) at the nearest store and reserve them for pick up instead of waiting on delivery, saving time and provide a choice of easy return process.
STEPS TO ACHIEVE :	Add "Reserve in a Store" feature under each product.

FINDINGS AND OBSERVATIONS

FINDING 3 .	Participants cannot 'narrow down' products catering to their budget and hence speeding a lot more time browsing irrelevant items.
IMPACT :	High
RECOMMENDATIONS :	Apply the same recommendations from Finding. 3 to fix this.
STEPS TO ACHIEVE :	Add "Choose Price Range" under the filter section.

FINDING 4 .	Participants had to enter their specs in every page.
IMPACT :	Medium
RECOMMENDATIONS :	Add the feature in the website - at the very beginning - through which the user will be able to enter and save the fit, style and size options for all the offered apparels only once. This will save them time by ensuring that the website provides them options that is relevant to the user only.
STEPS TO ACHIEVE :	Add "Personalize Express" section in the homepage.

FINDINGS AND OBSERVATIONS

Most of the participants (80%) agreed that the website was easy to use. The majority of participants (85%) said that the website provided a of good information about the product. Most participants (75%) found the Express website to be comprehensive, clean and uncluttered but they also agreed that it was difficult to accomplish goals such as finding a specific item easily, reserve at a store and finding products within their budget.

LEAH SAID :

“The fact that the website has such amazing clothes without having an option for me to choose all my favorite colors is frustrating. I got tired of going to every section looking for my colors.

Leah also said that in a real life scenario, she would have given up browsing and looked at a different website (Banana Republic) to find something quickly like she always does.

AKHIL SAID :

“When I know what I exactly want, I walk into the store and know exactly where to find my sizes. Considering the online experience to be more easy and time saving, I hated the fact that I had to enter the sizes over and over again under every section ultimately not finding what I was looking for. It's crazy!

Akhil also said that he often reserves his online purchases in store so that he can try them on before the purchase.

WHAT WE FOUND :

After conducting the usability test, our design team concluded that the website does not incorporate key features that the participants expected. The express website does not provide the participants with efficient filter options, personalized shopping experience and multiple purchase choices as it should, thereby leaving the participants frustrated and without accomplishing some tasks.

FILTER
ITEMS TO
SPECIFIC
NEEDS

2%

FIND
ITEMS
QUICKLY

30%

PURCHASE
AN ITEM
ONLINE AND
HAVE IT
READY FOR
PICK-UP

0%

LOCATE
ITEM AT
A NEARBY
STORE

5%

Percentage based on a scale: Strongly disagree, disagree, neutral, agree, strongly disagree