Improving User's Biggest Frustration

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thredUP

THRED UP

Secondhand Clothes. Firsthand Fun.™
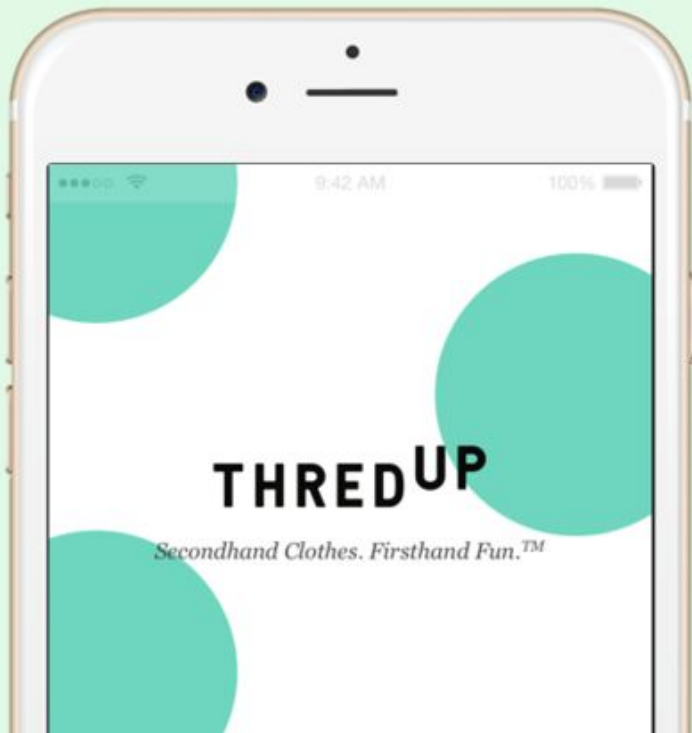
Project Overview

- Sole designer for mobile app (iOS/Android) team.

- Team: 1 designer, 3 engineers.

- Duration: 2 months.

Company Overview

thredUP is the world's largest online thrift shop with over 40,000 fashion brands for women and kids.

Why are we overhauling this design?

- The company's goal is to **increase CTR, ATC, and conversion** rates at the cart and product pages.

- They know there is some **difficulty with users with the cart timeline**. We received feedback from customers about it. They want to find a way to improve upon it.

Context on the Current Design

- Used clothing marketplace

- **Each item is unique**

- Items in cart for 24hrs for purchase

- **After 24hrs, item is dropped from cart**

- Users need to look for it again if still interested

The Problem

- **Problem #1**: When items drop from cart after 24hrs, it is not easy for users to find those items again.

- **Problem #2**: There is no way to view items you like outside of the cart.

First before doing any design, I wanted to dive into the users, what they wanted, and what were their pain points.

User Research - Why

- <u>Purpose</u>: To help us **learn** more about who they are, their lifestyle, their scenario, their goals/needs, their pain points, their behavior, and how we can make things better.

- <u>Belief</u>: The more we learn about users, **the better we can create a solution for them.**

User Research - Overview

- User **Interviews** (3 internally, 3 externally experienced users)

- User **Surveys** (email to customer list)

- **Data** (from analytics software Looker)

- Customer **Feedback** (from the lead customer service)

User Interviews

- 3 experienced users - internally

- 3 experienced users - externally

- Created a list of **questions to ask**: who they were, their scenario, their needs, pain points

- **Scheduled** interviews

- Interviewed on Zoom

User Surveys

- Created a list of **questions to ask**: who they were, their scenario, their needs, pain points

- Software: Google Forms

- **Emailed** to customer list

Data

- See what the **current metrics** are to analyze **behavior** and problem areas.

- Software: Looker

- **Wrote down current metrics** for CTR, ATC, conversion rate (since we'll need this to compare the before and after the redesign).

Customer Feedback

- I asked the **customer service lead** for all user feedback and he told me the top complaint was items disappearing and not being able to find them again.

- I **analyzed all the user feedback** to get a good overall idea of customer pain points and how common they were.

- **Most common feedback** are labeled as **most urgent** in need for a redesign. They are our **highest priority**.

Organize User Research

- I place each one on a sticky note and **organized it based on frequency**.
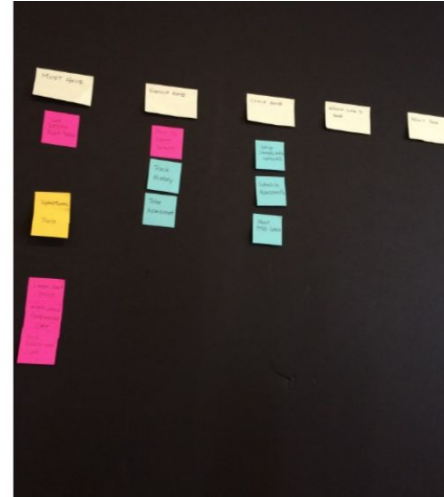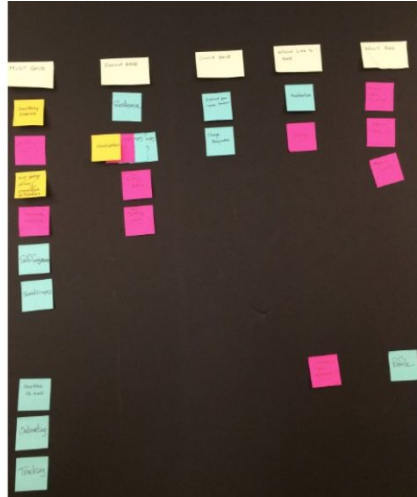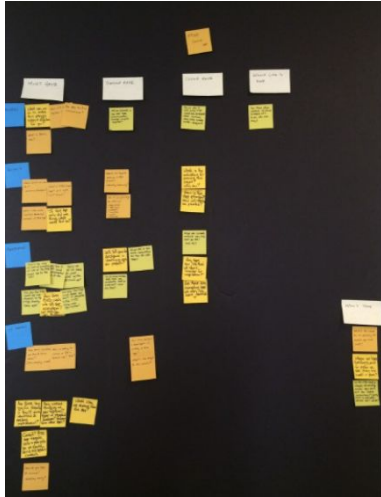
Organize User Research

- Tally up the comments.
- **Most common** comments are put as our **highest priority**.

What feature would help you while you shop?

A place to save items	22
Different methods of paying	3
More push notifications	7
Help me find my style	13

What can we improve on?

Not having items drop from cart	19
The time it takes for delivery	15
The time it takes to receive a payout	17
Less push notifications	9

Organize User Research

● Prioritize it based on what is **highest priority for the user**.

Prioritization

Must Have	Should Have	Could Have	Won't Have
Save Items	Item Status	Share - Natively	Confirmation
Savings Page	Notifications	Share - Social Media	Time Left
Add to Cart	Similar Items	Animations	Location in Shop
		Onboarding	
		Pop Up	

User Research Insight

- My goal is to find the **most common pain point across many different users**. This is where unmet user needs are and where a solution can be made to address it.

- The results were that the user's main needs and pain points were wanting a way to **keep the items that they like** when they haven't made a purchase yet. Although there were other moderate-low pain points, this was the most crucial. Thus, our design became centered around this problem.

Create Persona - Why?

- I created a persona with this specific need in mind. By putting an identity to a user, it helps me **keep their goals in mind** while I am creating the design for them.

Persona Profile

- Jessica
- <u>Facts</u>: 25 - Hotel Receptionist
- <u>Behavior</u>: Likes to browse and pick up items to look at. **Does not make immediate purchases.** Likes to wait a few days or more before making a purchase.
- <u>Scenario</u>: She previously added several dresses to her cart that she liked but was not sure which one to get. Because of the 24hr timeline, her items dropped from cart. She tried to go back to the shop to manually search for it, but could not find it. In the future, when an item drops from cart, she **does not bother looking for it anymore.**
- <u>Pain Points</u>: Items disappearing. Can't find it again. Needs more time to decide on whether she wants to buy an item.
- <u>Needs/goals</u>: A way to **have access to the items she loves**.

Planning (Before Designing)

- The strategy is to look at our current system and to **create a new system that's better.**

User Flow: Finding Item Again (Before & After)

- <u>Current system flaw</u>: Attempt to find item again can fail.

- <u>New system</u>: Easy and clear way to purchase

- <u>Summary</u>: New flow is **easier** and **doesn't leave user lost**
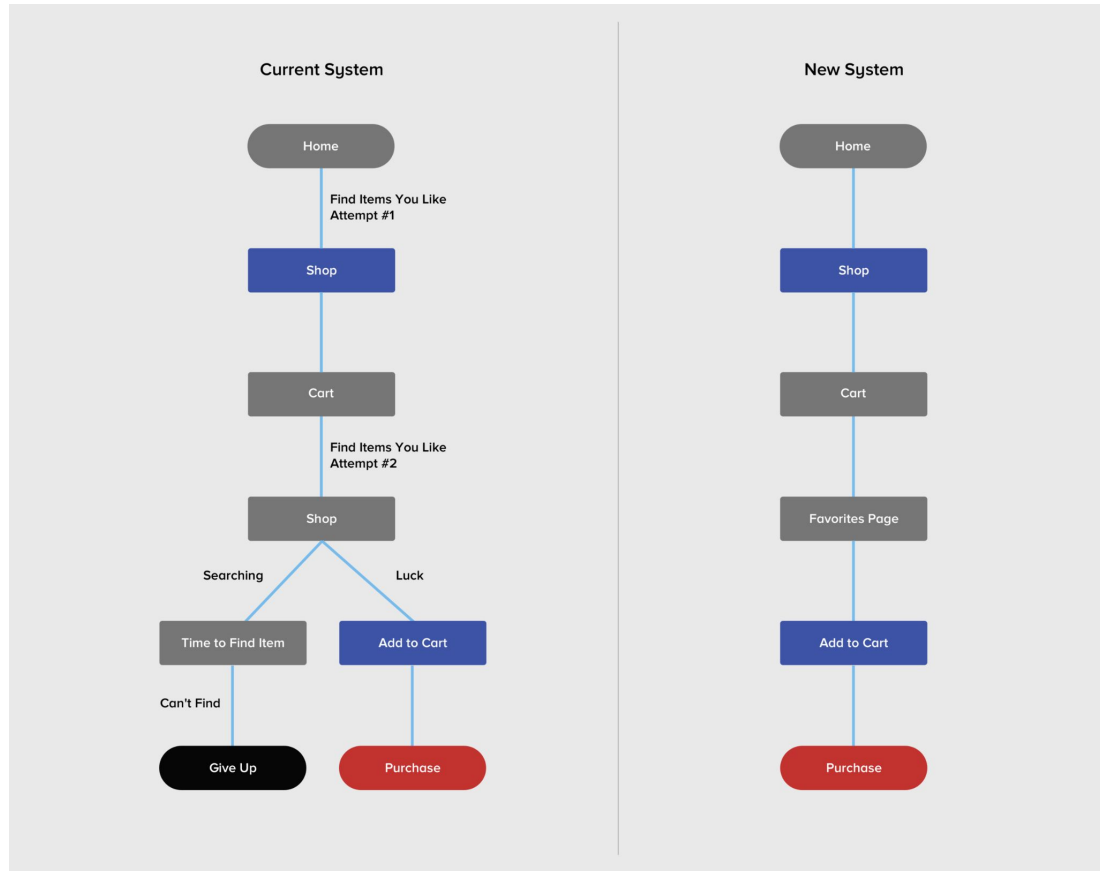
User Flows (New Flow in Cart and Shop)

- **New flow in cart**: can easily move to cart

- **New flow in shop**: Several access points to favoriting

- **Summary**: Both new flows **decrease time** and **increases efficiency**
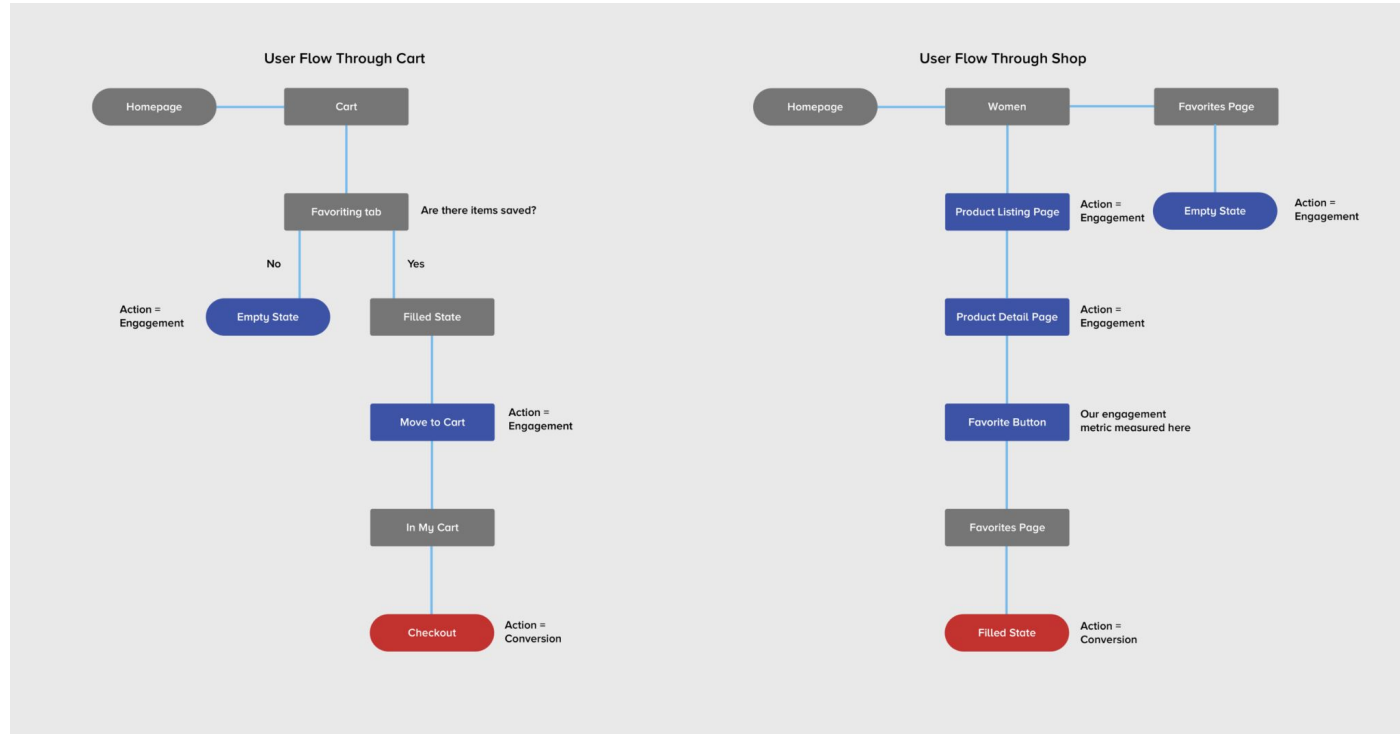
Competitive Analysis

- I brainstorm different ideas through wireframes and I'll look at our competition to see how they are doing it.

- By doing competitive analysis, I discovered our competitors like **Poshmark**, **Rebag**, and **TheRealReal** **all have a wishlist**, while we do not, which means we are not competitive enough with the market.

- I analyze their product and feature to further discover what they are **doing well in** and what they could **improve** upon.

Ideation Brainstorm (What will this look like?)

- Sketch **as many** ideas as possible.
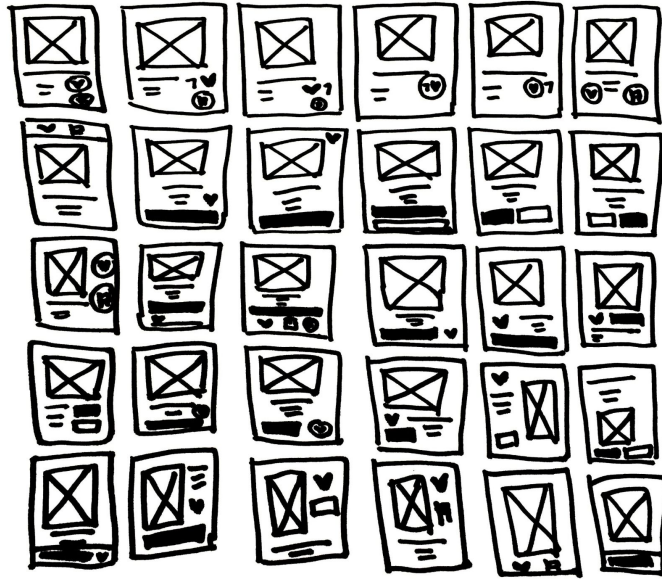
Narrow down sketch

- Narrow it down
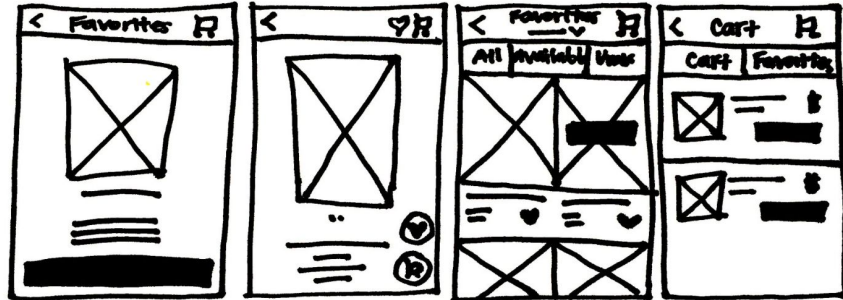
Create wireframes

- **Share** concept designs with team, get feedback, iterate

- Focus on **functionality**: task completion, task completion time, edge cases/error states
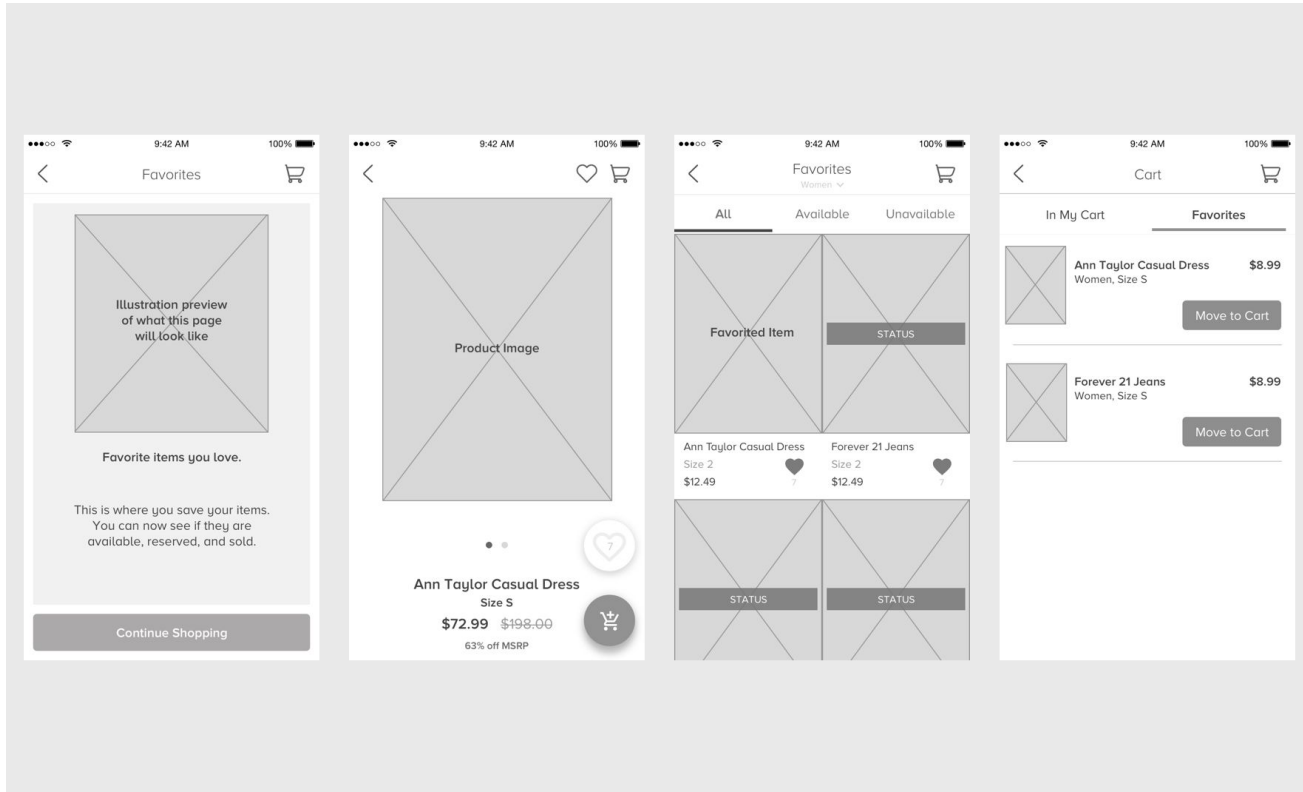
Create high fidelity UI

- Refer to **style guide** to ensure consistency
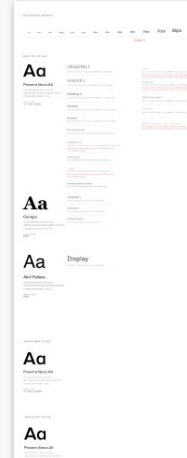
- **Share** designs with team, get feedback, iterate
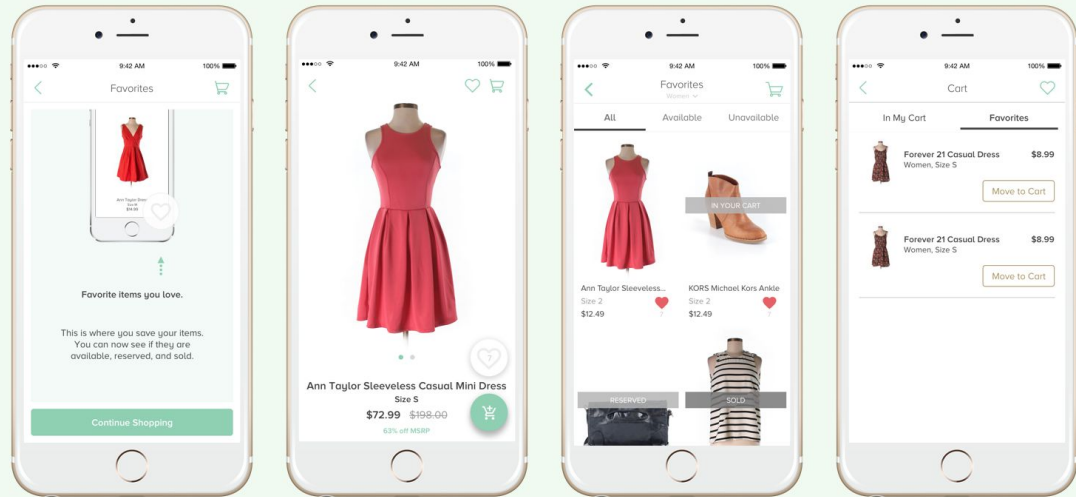
Follow Brand Guidelines

- Refer to brand style guide and design system to ensure consistency

- Purpose: Create a strong coherent brand
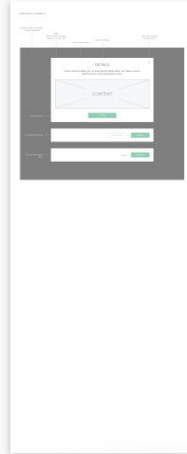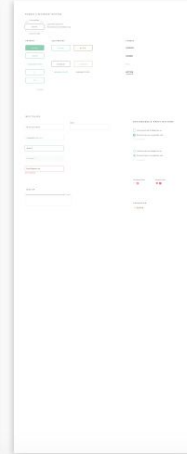
Create prototype

- Purpose: To show the interaction in the design. And to use it for usability testing.
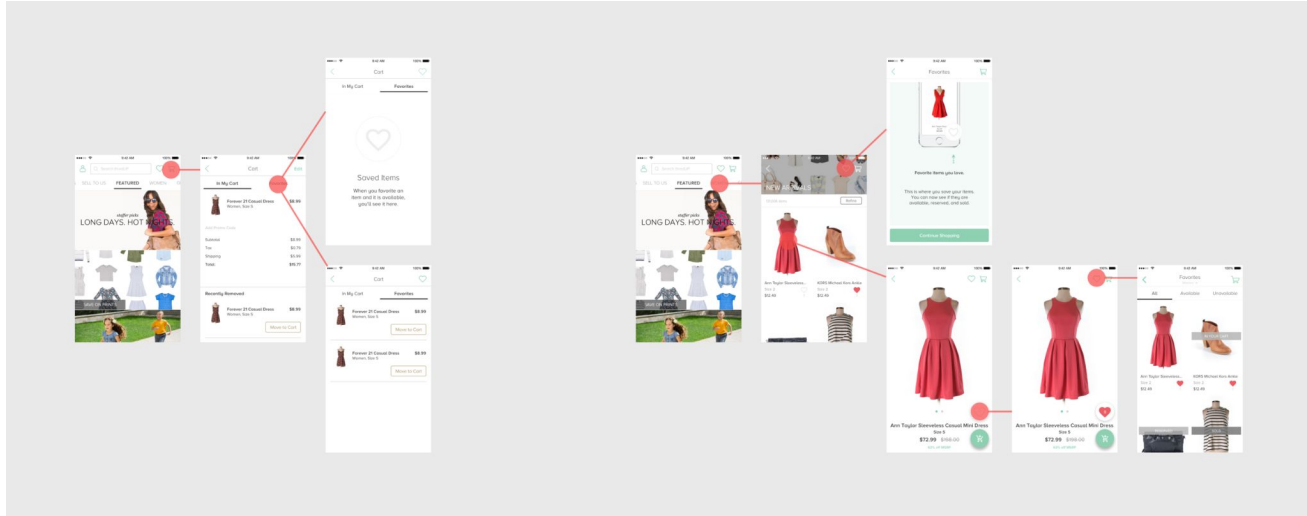
Usability Testing - Create Testing Script

- I created a testing script for usability testing

- Goal: To see how easy, understandable, and effective it was. To validate the designs.

Before testing:
- Without clicking anything, describe what you see.
- What would you click on first?
- What are you initial impressions?
- What do you think is the purpose of this site?
- Who do you think this site is intended for?
- Whose website is this?

During testing:
- What do you think this means?

After testing:
- What are your overall impressions?
- If you had to give the site a grade (A-F), which grade would you give it?
- How satisfied are you with this site? (Rate 1-10, 10-satisfied)
- How did you feel after using this site?
- Is there any improvements you'd like to see?
- What was the biggest hurdle when using this site?
- Do you feel like you accomplished your goal easily?
- What did you like about it?
- Would you return to this site in the future?
- What would entice you to return?
- Would you recommend this website to someone else?
- Do you have any questions/comments about this website or your experiences with it?

Usability Testing

- Tested paper prototype, and high fidelity prototypes with experienced users internally.
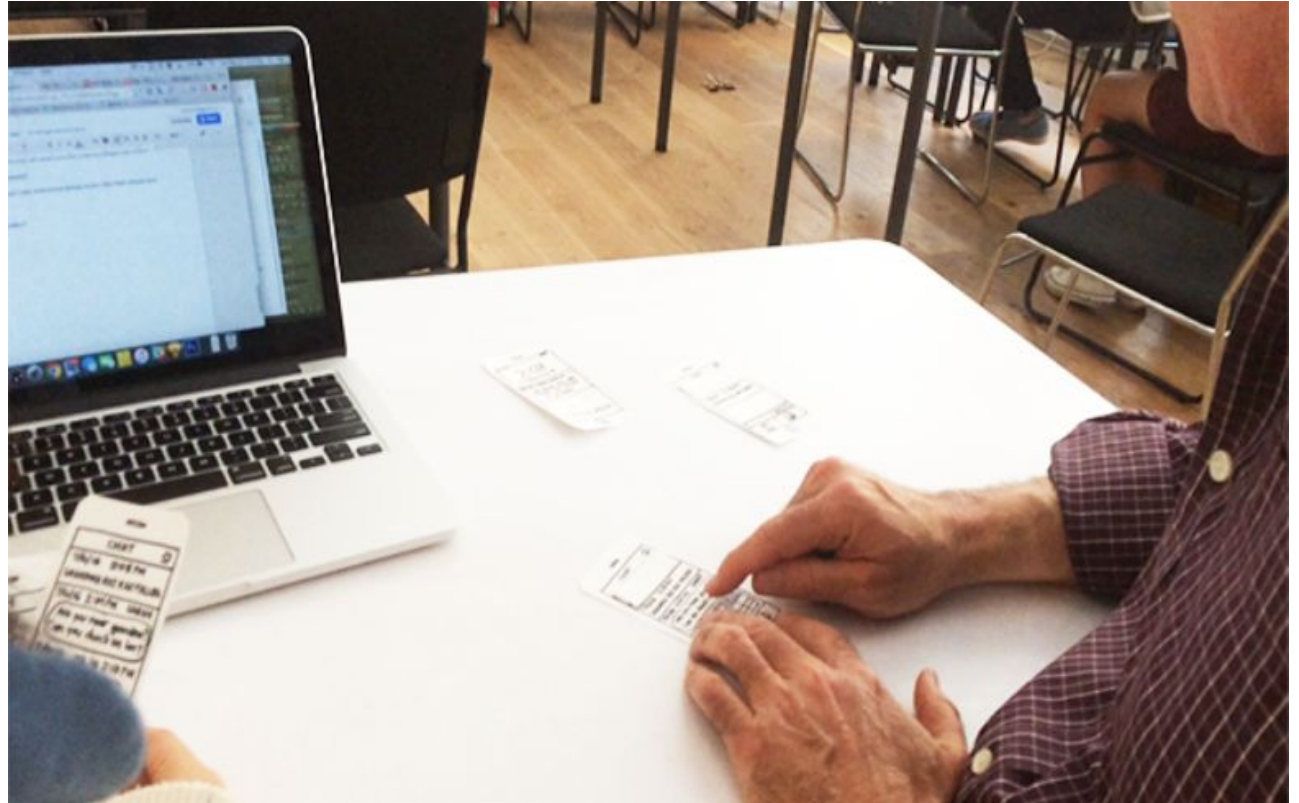
Usability Testing - Insight

- Common feedback: It is useful and easy to understand!

- An insight was that the heart symbol was quite clear among users, as this icon is often used in competitors. Luckily we did competitive analysis before so we knew we are not creating something new and confusing!

- Another learning is realizing we didn't have anything for what a user first sees when they see favoriting page (empty state). We needed to create a design for this.

- Incorporate feedback into the design

Usability Testing - Design Add-On

- Realizing we didn't have an empty state page for a new user. We create a design to teach users how to use this feature, what this page is for, and a CTA for what to do next.
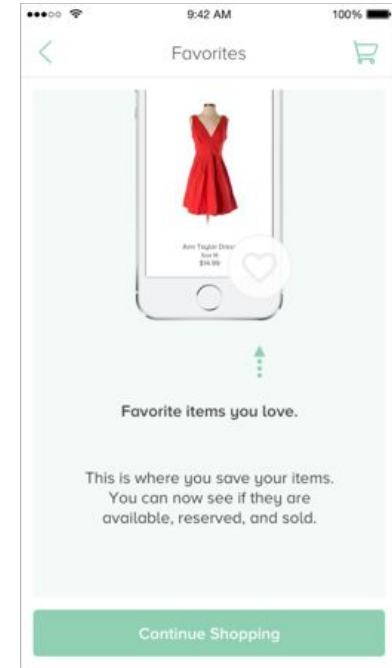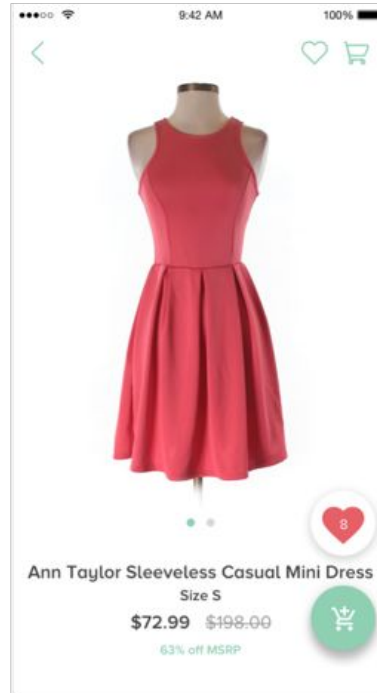
Usability Testing - Design Add-On

- Users also wanted an easier way to access the favorites page. So I added a bottom navigation bar.

- Users wanted to see their favorited items more often so I added on the top of the homepage.

- I also redesigned all of the icons because they were inconsistent across platform.
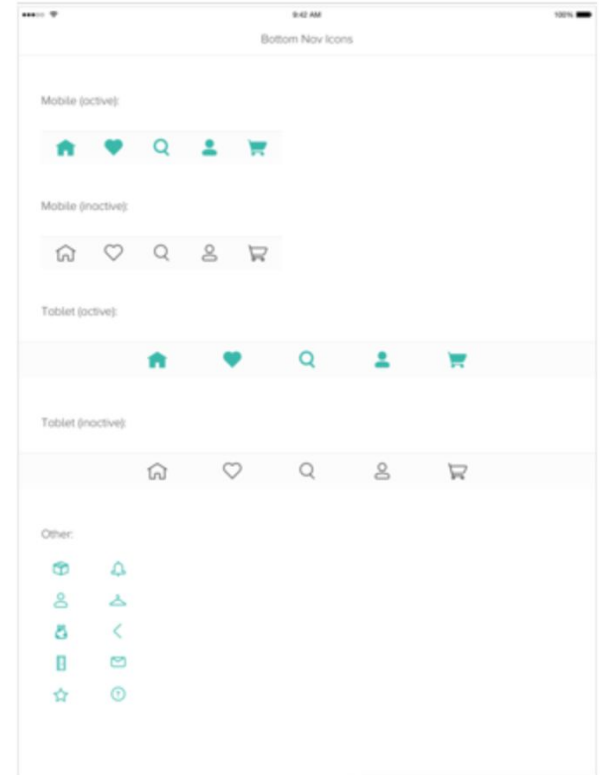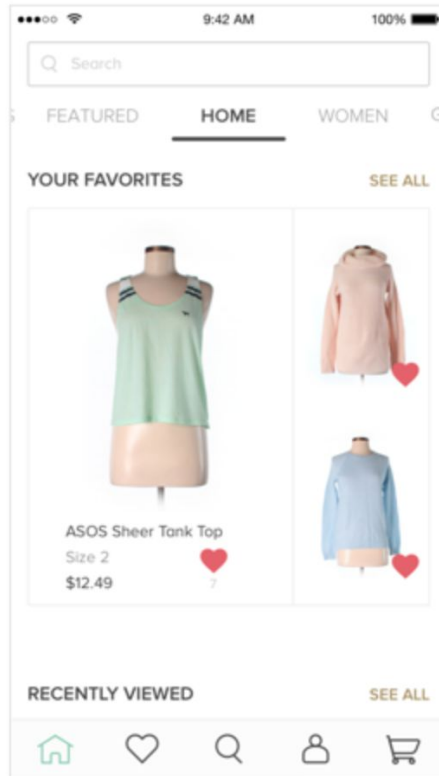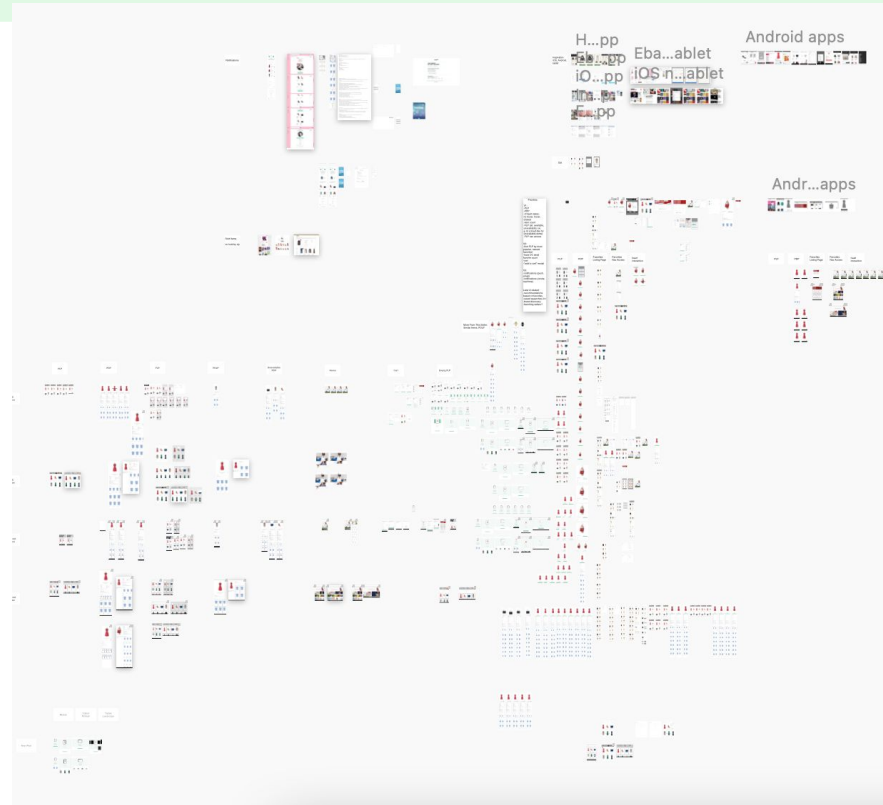
Adding Delightful Interactions

- Opportunity to add some delightfulness into the design with animation

- Explored several different heart animation to make it more fun for the user
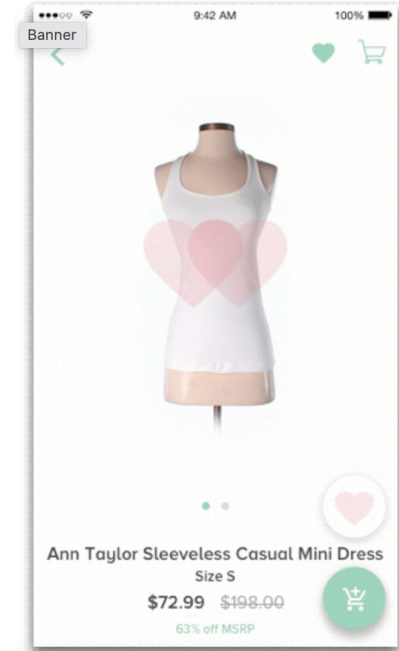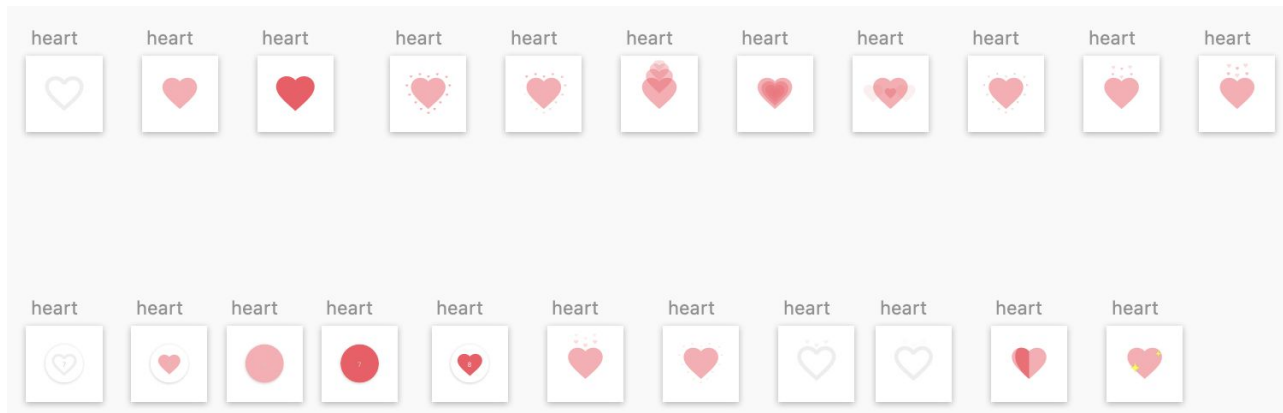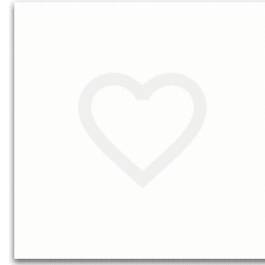
Final Designs

- An overall look at my artboard on Sketch!

Post-Launch: Recheck Design

- Once engineers build it, I look over it to ensure it matches the design.
- If there's any discrepancies, I take notes and share it with the engineer.
- We work on it side-by-side if necessary.

Post-Launch: User Feedback

After it's released, I look at user feedback through:

- Customer service agents

- Emails

- Social media comments

Post-Launch: Metrics

After it's released, I analyze the metrics and compared it to the metrics I wrote down before the redesign:

- 15% increase in engagement in the favoriting icon

- +0.5% increase in ATC

- +0.1% increase in conversion rate.

Thank you!

Vicki Lee