Case Study:

ANDI

NEW YORK

Tori Reed, Sohee Oh, and Deena Tamroff

02.23.17 - 02.10.17 (3 weeks)

Content

- **Getting Started**
- Research: **Landscape**
- Research: **Users**
- **Usability Testing**
- **Final Scaffolding**
- **Project Run Through**

Phase 1

Getting Started

Photo by Alessandro Russino

Getting Started

The Data

35% of revenue came from online sales
largely driven by Equinox, but also from exposure via magazines and word of mouth.

The Style

Mood: empowering, professional, high-end, friendly and approachable
Colors: black, white, neons and camouflage

The High-Level Goal

"**We don't want customers to get lost during navigation**, and **we want to get them excited about the brand** and product before they make a purchase." - *stakeholders*

Getting Started

Questions

How do users interact with the website?
Are we delivering the information that they need?
What do they want out of the website?

Methods

We used a variety of methods, including personas, heuristic analyses, and user interviews to help The ANDI Brand **support conversions and strengthen the clarity of their brand's message.**

Ideas

- Look for ways to promote brand education and to provide users with additional content to explore
- Focus on promoting the product's functionality
- Explore ways to better showcase the product's size

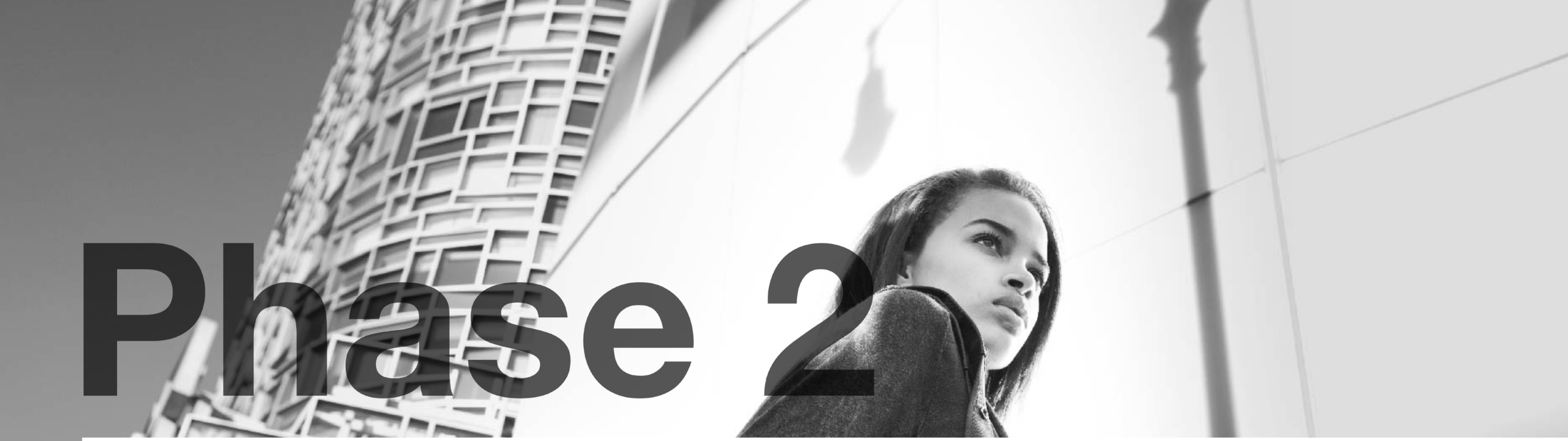
Client Relations

Goals

To make them part of the team.
To give them feelings of **transparency and trust.**

Methods

- Weekly in-person meetings
- **Explaining the why and how behind our processes**
- Explaining the results in plain language
- Addressing any concerns
- Anticipating needs and questions
- Showing not telling
- Making sure everyone feels heard
- Keeping it positive



Phase 2

Research: **Landscape**

Heuristic Analysis

We Looked At **36 different data points** - spanning from categories of ‘problem awareness’ to ‘supporting purchasing decision making’

blue boxes were “conventions to utilize”
(used by 2 out of 3 competitors)

pink boxes were “opportunities to shine”
(areas neglected by all 3 competitors)

Source: Laia Bonastre, Toni Granollers
University of Lleida (https://www.thinkmind.org/download.php?articleid=achi_2014_2_10_20126)

Heuristic Analysis

Blue = Heuristics that at least 2 out of 3 competitors are already doing well, **these may be useful conventions**
Pink = Heuristics that other competitors are not currently doing well, **these may be opportunities to shine**

HEURISTICS	DESCRIPTION	The Andi	MZ Wallace	Dagne Dover	Lo & Sons
Need recognition & Problem Awareness					
Is the navigation obvious enough throughout the related sections?	Customer should be able to move easily through the different sections. For instance, between the shopping cart, the detailed description of the products and the shipping information.	**No** - Initially thought to look under "Shop" for some of the items under "Brand"	**Yes**	**Yes**	**No** - it's almost impossible to see a full list of products
Does the website use a clear user-logical hierarchy of categories to classify products and to find them?	The categories should be easy to identify and differentiate by the customer.	**No** - "The Andi" products under "Shop" Categories seem like they could be their own single category, and the different sizes might be sub-categories within it	**Yes**	**Yes** - categories are listed by identifiable names. Provides a short description of the category when user clicks on the category name	**Yes**
Do Category Pages include appropriate filters or facets by features?	They have to correspond customers' needs and be easy to undo. They are especially useful in shops that have a large amount of products.	**Yes** - However, once a category is selected, clicking "Select a Category" does not return to all products	**Yes**	**No** - only "Show All" page provides option to use filters	**No** - most categories only have two items in it. For categories with more (ex. small accessories) they have two filter sections with one option in each. Neither of these options altered the display of products on the page.
Does the website provides a search box to locate products and information?	It must be visible at the top right of the page and it must continue throughout the whole site	**No** - However, a search function is not always necessary for a small inventory	**Yes**	**No**	**No**
Do the pages and sub-pages provide orientation elements?	As a means to orientate it is necessary to use breadcrumbs, titles and subtitles.	**No** - Titles are variably present and there is no breadcrumb navigation to indicate depth within site	**Yes** - Not present on product detail page, though	**Yes** - but not on the product page	**No**
Does the checkout process includes a progress indicator at the top of the checkout pages?	Usually, it is a progress bar which indicates the steps that are missing to complete the purchase and the steps that have already been completed.	**No**	**No** - N/A because all checkout steps are on a single page	**Yes** - in breadcrumbs.	**Yes**
Does the website clearly display the "call to action buttons"?	This means that the buttons like "Add to Cart" or "Buy now" are easy to see and click. They should be located away from other buttons to avoid being clicked by mistake.	**Yes** - But Call To Action buttons could benefit from being more prominent	**Yes**	**Yes** - "Add to bag" button is in dark blue which is distinguishable but others are in white (outlined box), which is very subtle	**Yes**
Does the website includes a site map?	This gives the user an overview of the site's areas in a single glance.	**No**	**No**	**No**	**No**
Information Search					
Is the information about the products accurate, informative and convincing?	It must include specifications and features with a nontechnical and persuasive vocabulary.	**Yes**	**Yes**	**Yes** - Also has "What fits?" section that tells what things can go inside the product	**Yes**
Does the website provides value-added information and services?	For instance, lists of best sellers, compiled trends, link news related to the products and services, etc.	**Yes**	**Yes** - Although "Recent Press" is somewhat hidden (in the footer and as a sub-category in the nav item about the founders)	**Yes** - has "You may also like" section	**Yes** - best sellers and realted items
Are there multimedia resources to explain the products?	The site can use videos, images, audio and animations. These can involve long download times, thus it is necessary to strike a balance and optimize their use.	**Yes** - Short clips as feature images and videos to demonstrate transformations	**Yes** - no videos, but there is a scroll to see many different images of a single product	Yes - **available in images**	**Yes** - they have a variety of images
Is there any indicator about the product availability as soon as possible in the purchasing process?	If a product isn't available, it has to inform the customer when the product(s) will be available again.	**Yes** - Indicates Sold Out Status but does not provide information about when it will be in stock	**No** - they have information about in-store availability, but don't mention when an item will become available online	**N/A**	**N/A** - all products appear to be in stock
Purchase decision making					
Is there enough information that relates to products or services?	It must provide all necessary information required to help the customer to make a decision. This include detailed descriptions of the features. For example, in the case of a book this would be the title, author, publisher, format, description and images. It should specify the price, availability of the product, the shipping conditions and customer reviews.	**Yes** - but the price seem very small in terms of font size	**Yes**	**Yes** - has everything but customer reviews	**Yes** - barring reviews
Are there product-related ratings and reviews?	It is not wise to build an own rating and review system because it will be seen as less trustworthy. In such a system, it is better to let negative reviews stand unless they are obscene or violate the law.	**Yes**	**Yes**	**No**	**No**
Is there a mechanism for the customer to indicate the usefulness of other customers reviews?	It can use a question, such as "Have you found this useful?" and as an answer "Yes" or "No". This displays how many people have found each review useful, and how many have not.	**No**	**No**	**No**	**No**
Does the website include product reviews published by the media?	It should add links to these reviews and the logos of the media to increase the trustworthiness of the website.	**Yes**	**Yes**	**No**	**No**
Are the order charges, such as taxes and shipping costs specified as soon as possible in the purchasing process?	If this information is hidden it causes distrust and shopping cart abandonment.	**Yes**	**Yes**	**Yes**	**Yes** - right above the "add to cart"
Is there information about the delivery dates?	Customers would like to know when the order is going to be delivered.	**No**	**Yes**	**Yes & No** - shows how many days for delivery ont he product page but not on the checkout process	**Yes** - at the bottom of the product page. There is only one (free) shipping option.
Does the website provide recommended products?	This can assist in finding products which might interest the customer, because they are similar to the products he purchased before or to products in which they expressed an interest.	**Yes** - as "related products" but not sure how the items are relatable	**Yes**	**Yes** - in "You may also like"	**No**
Does the website have a shopping cart which is accessible from all the pages?	It must contain everything selected by the customer and the content should be accessible at anytime.	**Yes** - "My shopping bag"	**Yes**	**Yes**	**Yes**
Does the website incorporates a Wishlist?	It is a useful tool to manage products. For many users adding products to a wishlist is less committed than to a shopping cart.	**No**	**No**	**No**	**No**
Transaction					
Is there enough information to assist in the purchase process?	It could be useful for novice users to have section with a brief explanation. It also can be achieved by adding contextual help during the purchase process this can be achieved by introducing examples in the form fields.	**Yes**	**No**	**Yes** - but it doesn't give a definite way out of the check out process	**No**
Is the checkout process divided into logical steps?	An example of common logical steps would be "Shipping address and payment", "Shipping and gift options" (which include options like gift wrapping or adding a message), "Payment", "Order Summary" and "Order Confirmation"	**No**	**No** - N/A because checkout flow is all on one page	**Yes**	**Yes**
If registration is required, is the process short and simple and does it demand only essential information?	If the customers consider that the information required by a field is not mandatory the chance of them falsifying data to speed themselves through the process increases. For this reason, it is useful to keep the process as short as possible and in the case of required information briefly explain why it is required.	**Yes**	**Yes** - **Requests** only the most essential information for creating an account, but does not provide an explanation for why the required information is necessary	**Yes**	**Yes**
Are there enough alternatives for the delivery of the order?	The customer should be able to choose the company they prefer, such as USPS, FedEx, UPS, DHS, etc. and consequently manage the speed of the delivery.	**No** - only free shipping option (unclear on dates)	**No** - The user is able to choose the speed (and price) of delivery, but not the company	**Yes**	**No** - only one (free) shipping option (5-7) business days
Does the website allow for enough payment options?	To avoid losing orders it should offer as many options as possible, such as Visa, MasterCard, bank account, electronic checks, PayPal or promotional codes. It is wise to display the logos of the payment options to make them more visible and trustworthy.	**Yes** - they offer paypal	**Yes**	**Yes**	**Yes**
Is the button to confirm the purchase clearly visible?	It is usually labeled as "Buy" and it should be large, highlighted by color and linked to the order confirmation page.	**No** - there was an unusual modal interaction	**Yes** - labeled as "Place Order"	**Yes** - as "complete order"	**Yes** - 'place order'
Other factors effecting user experience					
Is the interface's style consistent?	It reduces the cognitive load and facilitates the ease of orientation.	**Yes**	**Yes**	**Yes**	**No** - different product sections seemed to be designed differently
Does the website presents an innovative and attractive image?	This helps to differentiate it from the competition and it is highly appreciated by customers. For this reason, they spend a longer amount of time on the site.	**Yes**	**Yes**	**Yes** - large hero image of the products	**Yes**
Does the website personalize any type of contact with the customer?	For example, when the system send an email it can include the customer's name	**No**	**No** - Does not personalize with name on website, only says "Account" but does say "Hi [user's name]" when user clicks on "Account"	**Yes** - includes name in the account and email	**No**
Does the website offer the possibility for the customer to become a VIP?	This exclusivity increases the satisfaction and loyalty of the customers who spend more money.	**No**	**Yes** - Gives the customer "points" for purchases and puts the user in a "tier" based on number of points	**No**	**No**
Does it have the shipping, return or exchange Policy and other shop rules available?	This information can be included in the FAQs or in a specific section of the store. These resources have to be easily understandable by the customers.	**Yes**	**Yes**	**Yes**	**Yes**
Is contact information visible during the purchase process?	The telephone number should be shown at least to answer any questions about orders.	**No**	**Yes**	**No** - doesn't show footer, which has link to contact info.	**No**

Phase 3

Research: **Users**

Google Analytics

The Data

Using Google Analytics informed us about user paths and demographic information.

48.18%

There is an overall 48.18% drop-off rate after a user gets to a landing page, based on sessions in the past year.

56.14%

Among sessions that did result in an interaction after the landing page, 56.14% went to the "Shop" page for that interaction.

65.45%

A majority of sessions began on the homepage.

42.3%

Among sessions that began on the homepage, there was a 42.3% drop-off rate before a first interaction.

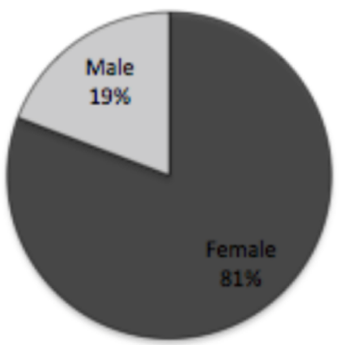
Age 25-34

People aged 25-34 were responsible for 38.12% of sessions in the past year - more than any other age group.

Age 55-64

2.63% of sessions in the past year by people aged 55-64 resulted in a purchase, making this the age group with the highest conversion rate.

All Sessions



80.77% of sessions in the past year were by females

19.23% of sessions in the past year were by males

Interviewing Users

We learned about:

- Perception and connections with the brand
- Experience using the current website
- Experience with the physical product
- Lifestyle habits

8 phone interviews with real customers across the United States.

ser 1, 2, 3, 4)

	User 1	User 2	User 3	User 4
	nagazine, one of my fitness or azines maybe Marie Claire, it was e outfit pages. It was the canvas e pink trim, I saw it and I instantly it.	My sister actually had one of the bags and I saw it and asked her where she got it. She pointed me in the direction of the website, but she actually bought it at Equinox. I saw it in a picture and thought it was cute, and she said "I got it at Equinox, but I can send you the name of the brand." So I googled it, found the website, and ordered it online.	I saw them at Equinox. Later went back to get it another time at Equinox but they weren't available so I did online shopping.	I saw the product on the display in the gym and I followed up online to purchase it.
	ven know that you have your own entioned Equinox] I don't know that quinox in Portland.	I bought a gym bag - hold on, if I go on their website I can tell you which one. It's the Large Signature.	(+ bought online)	First saw it in the store then purchased it online.
	n with the Andi brand.			
	gular sizes camo bag with the pink to get the bag that's like a fanny et that for when I'm walking my lso get the XL bag for weekend	(+the Large Signature)	I have one of the black smaller bag [the Andi small] that converts to backpack and over the shoulder bag as well.	I have regular Andi bag and smaller size, Andi too. They take care of my needs. I haven't tried some of styles or colors so might get more bags.
	seful, it's a great size and when I go lass I dont have the same black bag in the studio. It's a differentiating	The thing that drew me to it was the cattle pattern, which I love. I really like it, I feel like it's functional, it's not too big or too heavy, it's a good size, easy to travel with. It has a good amount of room and isn't heavy or cumbersome, like other bags.	It's a cross between gym bag and purse, it's casual but still in line with luxury style. Waterproof. Has lots of pocket options. Very sturdy and cute.	I like the versatility of it. The versatility fits my needs for the day. I use it for backpack and my work bag. I like that I don't have to worry about ruining it.
What do you use your Andi bag for? / What do you store in it?	kout clothes in there, I go to a pure after work. I've always used an g for this and it ends up falling apart. and the pink trim was unexpected and fun. What's most important for me it that it's a vegan bag. Cutting leather out of my life has been challenging. I don't find cute things on vegan websites. I just thought the design of this bag was so cute, and it obviously isn't a cheaply made item.	I mainly use it as a gym bag.	I use the bag for daily use. I put my calendar, phone, and snacks for kids in there.	I use it for my weekend trips, hiking, and active stuff. I use it for international trips and to pack my camera, carry-on stuff, and day-to-day stuff.
Do you have any frustrations about your Andi bag?	No frustrations with the bag	I actually couldn't decide between the large and the smaller size. I expected it to be a little bigger. I didn't want something as big as the weekender. I feel that carrying two bags is annoying so I want something that can hold a lot and has pouches that I can keep things in in case I forget them. It could be a little wider at the bottom because I have to stack my sneakers instead of putting them side by side. But otherwise, it's perfect for what I use it for.	Outside pockets don't have zipper to secure items.	Everything is great. No frustration. I've gotten my mom and sister into it.
What future Andi products would you like to see?	Maybe having more patterns. One thing that I like about the website is that I don't have to look at too many patterns, which could obstruct me from making a choice. It was hard to choose between the large and the extra large bag. I wasn't sure what could fit in each version, I needed perspective. The model photos don't provide a lot of info for me. I'd like to see workout clothing and shoes in each version to see how much room is left in each.	I may get the weekender at some point but otherwise, not that I can think of.	I want to get the bigger one to use as backpack because they are going away in February.	I haven't really thought about the future products. I like the simplicity.
We want to learn more about your experience with their website.				
Can you recall the last time you visited The Andi Brand's website?	Last visited the site a week ago to get a present for my sister. I was using a desktop computer, I remember clicking on the "About" page to read about how the brand started. Then I went straight into "Shop". I used the navigation to filter by bag sizes, I wanted a large or an extra large.	I live in North Carolina but I originally lived in NY and I feel like a lot of fashion products that you can get there, you can't get here, so I look online for things. It was really easy to find the website, and it was pretty easy to use. I did go back to the website a few times over 24 hours so I could decide whether I wanted which size. I felt like the pictures were very helpful because I was originally going to buy a smaller size and then decided to go with the large after seeing the pictures. The checkout was easy and I got updates after I made the purchase.	I did a research on larger size Andi bag, but found the website doesn't carry many items, so I did notice they have very small product range. Website is pretty easy to follow but it was because I knew what I wanted to get.	I was on my iPhone and looking up a new bag in a different color.

Our Primary Persona: Kara

Opportunity to Serve:

- Highlight the transformation capabilities of the bags
- Provide information on the website about what can fit in the Andi bag
- Use Instagram to provide inspiration from other users on how Andi bags can be used for adventure

Kara wants to learn about the versatility and different uses of ANDI products so she can buy a catch-all bag that will hold up to her lifestyle.

PRIMARY PERSONA - KARA

"I value versatility above everything."

Demographics

Age: 31 years old
Location: New York City
Occupation: Medical Resident
Education: B.S. in Biology; M.D.
Family: Lives with fiance

In Her Andi Bag

- Hospital scrubs
- Books and notebooks
- Running Shoes
- Gym Clothes
- Travel Necessities
- Camera

Kara is a 31-year-old medical resident with an active and dynamic lifestyle. Her typical weekday involves working, attending a lecture in the late afternoon, going to the gym or yoga studio in the early evening, and then cooking a healthy dinner with her fiance at home. On weekends, Kara goes hiking, explores NYC, and travels whenever she can to see friends, attend concerts, and go on adventures. She is serious and passionate about her medical ambitions, but takes her well-being and personal life just as seriously.

Needs

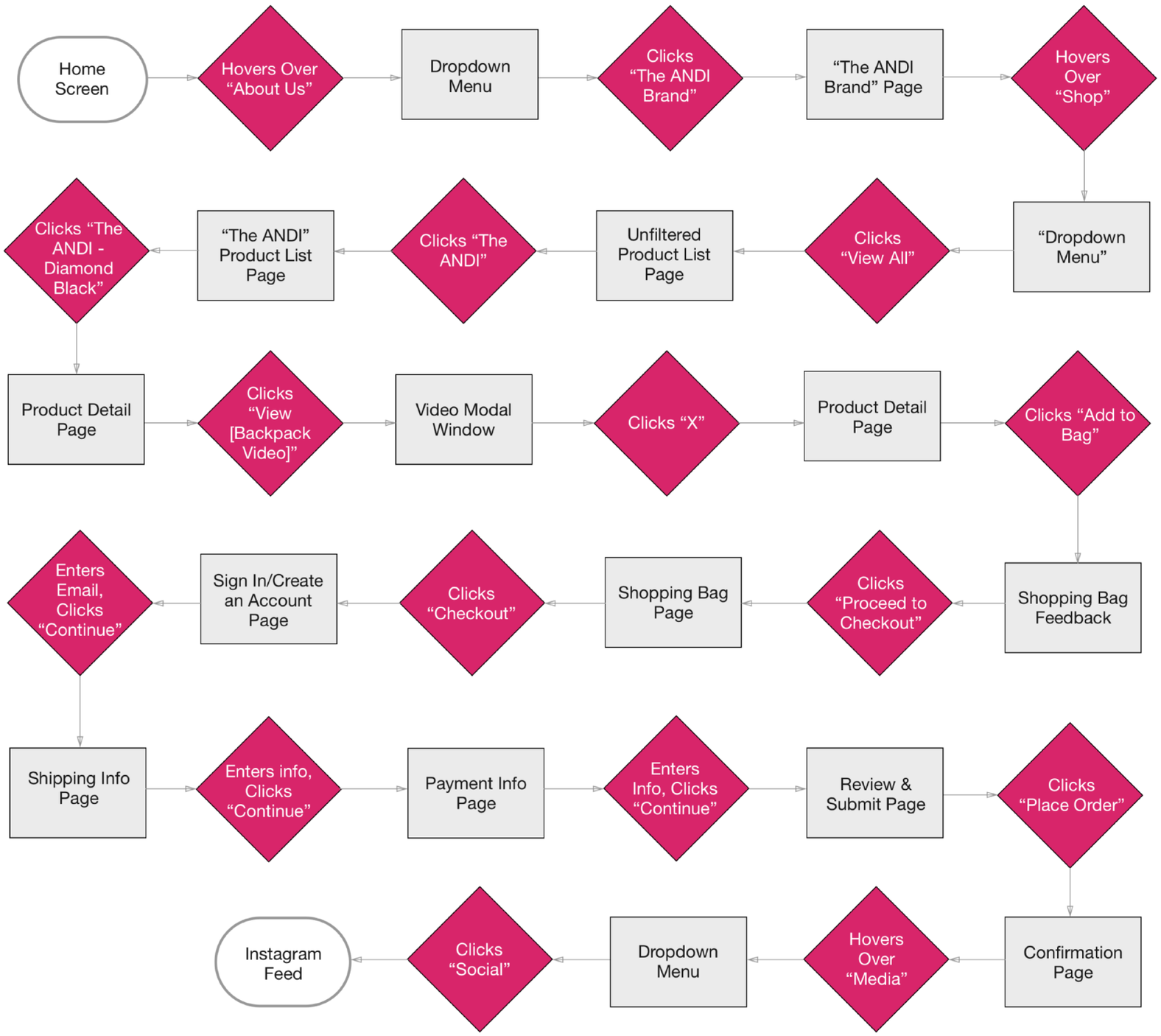
- Funtionality, comfort, and durability
- A bag that's versatile enough for all situations.
- The ability to carry everything she needs from morning to night so she can "code switch" throughout the day without having to stop at home.

Frustrations

- Not knowing what a product is capable of or useful for before buying it
- Not having everything she needs with her when she needs it
- Having a bag that is too cumbersome to bring with her everywhere

How Would Kara Use It?

Kara's Path:
Reads About the Brand
Finds a Product
Watches Related Video
Purchases Product
Views Instagram Feed



Our Most Viable Product

Primary business goal:
To support conversions

Primary user goal:
To access convenient information that informs purchasing decisions

Our MVP:
To inform purchasing behavior

Phase 4

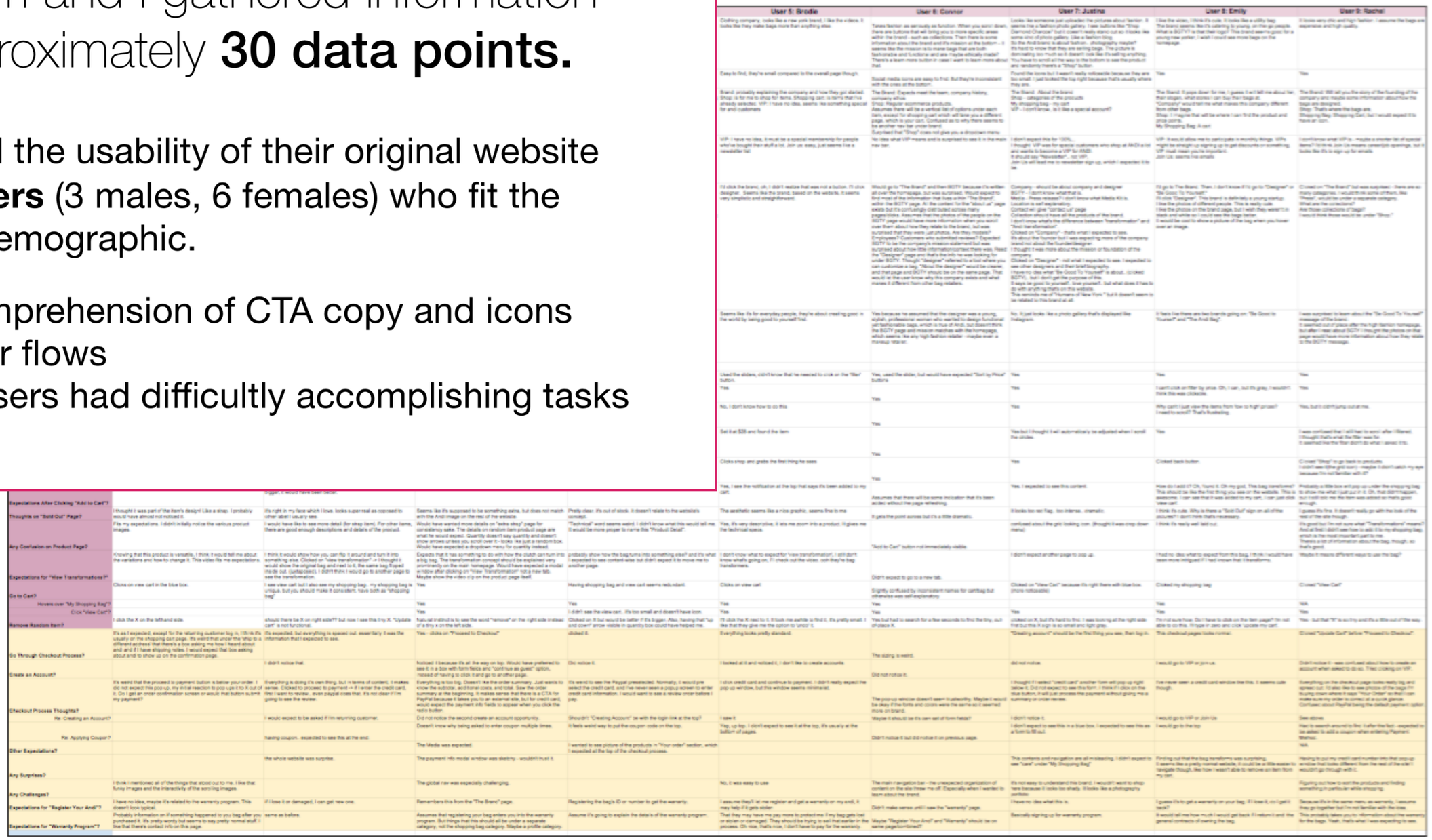
Usability Testing

Testing the Current Site

My team and I gathered information on approximately **30 data points.**

We tested the usability of their original website with **9 users** (3 males, 6 females) who fit the brand's demographic.

- Test comprehension of CTA copy and icons
- Test user flows
- Test if users had difficultly accomplishing tasks



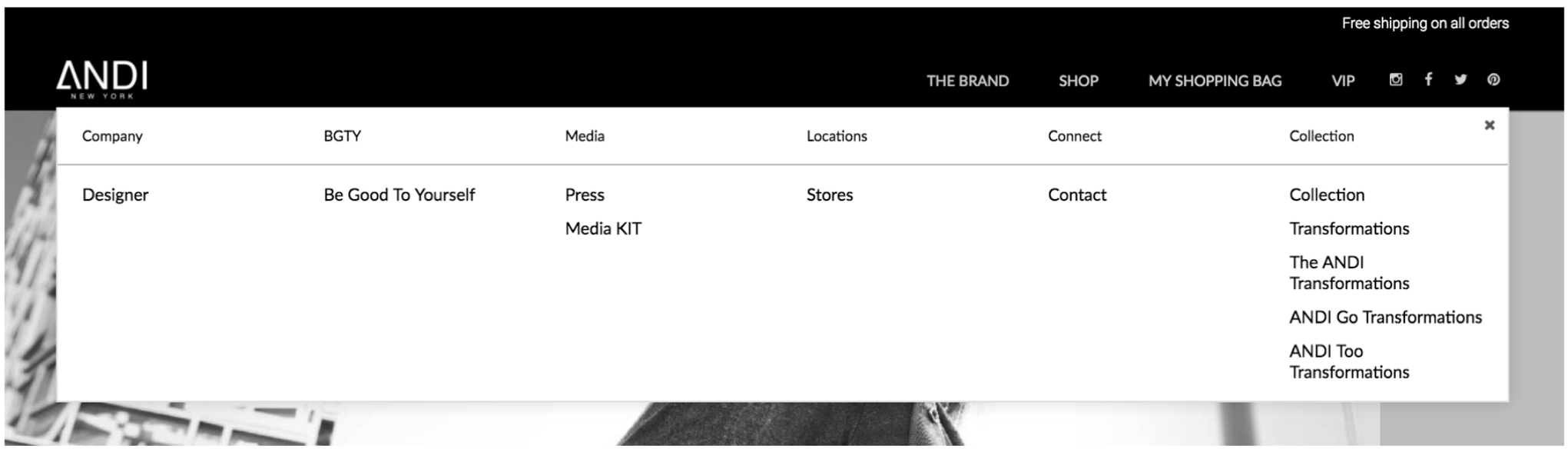
	User 5: Brodie	User 6: Connor	User 7: Justina	User 8: Emily	User 9: Rachel
	Clothing company, looks like a new york brand, I like the videos. It looks like they make bags more than anything else.	Takes fashion as seriously as function. When you scroll down, there are buttons that will bring you to more specific areas within the brand - such as collections. Then there is some information about the brand and it's mission on the bottom - it seems like the mission is to make bags that are both fashionable and functional and are maybe ethically made? There's a learn more button in case I want to learn more about that.	Looks like someone just uploaded the pictures about fashion. It seems like a fashion photo gallery. I see buttons like "Shop Diamond Character" but it doesn't really stand out so it looks like some kind of photo gallery. Like a fashion blog. So the Andi brand is about "fashion... photography maybe? It's hard to know that they are selling bags. The picture is dominating too much so it doesn't look like it's selling anything. You have to scroll all the way to the bottom to see the product and randomly there's a "Shop" button.	I like the vision, I think it's cute. It looks like a utility bag. The brand seems like it's catering to young, on the go people. What is BOTTY in that their logo? This brand seem's good for a young new yorker, I wish I could see more bags on the homepage.	It looks very chic and high fashion. I assume the bags are expensive and high quality.
	Easy to find, they're small compared to the overall page though.	Social media icons are easy to find. But they're inconsistent with the ones at the bottom.	Found the icons but I wasn't really noticeable because they are too small. I just looked the top right because that's usually where they are.	Yes	Yes
	Brand: probably explaining the company an d how they got started. Shop: is for me to shop for items. Shopping cart: is item's that I've already selected. VIP: I have no idea, seems like something special for end customers.	The Brand - Expects meet the team, company history, company ethos Shop - Regular ecommerce products. Assumes there will be a vertical list of options under each item, except for shopping cart which will take you a different page, which is your cart. Confused as to why there seems to be another 'sec bar' under brand. Surprised that "Shop" does not give you, a dropdown menu.	The Brand - About the brand Shop - categories of the products My shopping bag - my cart VIP - I don't know.. is it like a special account?	The Brand. It pops down for me, I guess I won't tell me about her their slogan, what stores I can buy their bags at. "Company" would tell me what makes this company different from other bags. Shop. I imagine that will be where I can find the product and price points. My Shopping Bag: A cart	The Brand. Will tell you the story of the founding of the company and maybe some information about how the bags are designed. Shop: That's where the bags are. Shopping Bag, Shopping Cart, but I would expect it to have an icon.
	VIP: I have no idea, it must be a special membership for people who've bought their stuff a lot. Join us easy, just seems like a newsletter list.	No idea what VIP means and is surprised to see it in the main nav bar.	I don't expect this for 'CEO'. I thought 'VIP was for special customers who shop at ANDI a lot and wants to become a VIP for ANDI. It should say "Newsletter" , not 'VIP'. Join Us will lead me to newsletter sign up, which I expected it to be.	VIP - It was ok allow me to participate in monthly things. VIPs might be straight up signing up to get discounts or something. VIP must mean you're important. JOIN US - seems like emails	I don't know what VIP is - maybe a shorter list of special items? Not to sure. Join Us means careers/job openings, but it looks like it's to sign up for emails
	I'd click the brand, uh, I didn't realize that was not a button. It's cute designer. Seems like the brand, based on the website, it seems very simplistic and straightforward.	Would go to "The Brand" and then BOTTY because it's written all over the homepage, but was surprised. Would expect to find most of the information that lives within "The Brand" within 'the BOTTY' page. At the content 'in the "About us" page exists but it's confusingly distributed across many pages/clicks. Assumes that the photos of the people on the BOTTY page would have more information when you scroll over them about how they relate to the brand, but was surprised that they were just photos. Are they models? Employees? Customers who submitted reviews? Expected BOTTY to be the company's mission statement but was surprised about how little information/context there was. Read the "Designer" page and that's the info he was looking for under BOTTY. Though "designer" referred to a tool where you can customize a bag, "About the designer" would be clearer, and that page and BOTTY should be on the same page. That would let the user know why this company exists and what makes it different from other bag retailers.	Company - should be about company an d designer BOTTY - I don't know what that is. Media - Press releases? I don't know what Media Kit is. Location is self explanatory. Contact we: give "contact us" page Collection should have all the products of the brand. I don't know what's the difference between "transformation" and "Andi bar-formation". Clicked on "Company" - that's what I expected to see. It's about the 'human but I was expecting more of the company brand not about the founder/designer. I thought I was more about the mission or foundation of the company. Clicked on "Designer" - not what I expected to see. I expected to see other designers and their brief biography. I have no idea what "Be Good To Yourself" is about. (I clked BOTTY) , but I don't get the purpose of this. It says 'be good to yourself... love yourself... but what does it has to do with anything that's on this website. This reminds me of "Humans of New York " but it doesn't seem to be related to this brand at all.	I'd go to 'The Brand.' Then, I don't know if I'd go to "Designer" or "Be Good To Yourself". It's click "Designer". This brand is definitely a young startup. I like the photos of different people. This is really cute. I like the photos on the brand page, but I wish they were't in black and white so I could see the bags better. I would be cool to show a picture of the bag when you hover over an image.	I'd click on "The Brand" but was surprised - there are so many categories. I wouldn't do some of them, like "Press", would be under a separate category. What are the collections? Are those collections of bags? I would think those would be under "Shop."
	It's as I expected, except for the returning customer log in. I think it's usually on the shopping cart page. It's weird that under the 'ship to a different address' that there's a box asking me how I heard about and and if I have shipping notes. I would expect that box asking about and to show up on the confirmation page.	It's expected, but everything is spaced out. essentially it was the information that I expected to see.	Yes - clicks on "Proceed to Checkout"	clicked it.	Everything looks pretty standard.	The sizing is weird.	"Creating account" would be the first thing you see, then log in.	This checkout pages looks normal.	Clicked "Upside Card" before "Proceed to Checkout".
		I didn't notice that.	Did notice it.	I looked at it and noticed it, I don't like to create accounts.		Did not notice it.	did not notice.	I would go to VIP or join us.	Didn't notice it - was confused about how to create an account when asked to do so. Tried clicking on VIP.
	It's weird that the proceed to payment button is below your order. I do not expect this pop up, my initial reaction to pop ups it to X out of it. Do I get an order confirmation screen or would that button submit my payment?	Everything is doing it's own thing, but in terms of content, it makes sense. Clicked to proceed to payment -> if I enter the credit card, then I want to review.. even paypal does that. It's not clear if I'm going to see the review.	Everything is too big. Doesn't like the order summary. Just wants to know the subtotal, additional costs, and total. Saw the order summary at the beginning. It makes sense that there is a CTA for PayPal because it takes you to an external site, but for credit card, would expect the payment info fields to appear when you click the radio button.	It's weird to see the Paypal preselected. Normally, it would pre select the credit card, and I've never seen a popup screen to enter credit card information. I would want to see a review order before I pay.	I click credit card and continue to payment. I didn't really expect the pop up window, but this window seems minimalist.	The pop-up window doesn't seem trustworthy. Maybe it would be okay if the fonts and colors were the same so it seemed more on brand.	I thought it I select "credit card" another form will pop up right below it. Did not expect to see this form. I think if I click on the blue button, it will just process the payment without going me a summary or order review.	I've never seen a credit card window like this. It seems cute though.	Everything on the checkout page looks really big and spread out. I'd also like to see photos of the bags in buying mode where I says "Your Order" so that I can make sure my order is correct at a quick glance. Confused about PayPal being the default payment option
		I would expect to be asked if I'm returning customer.	Did not notice the second create an account opportunity.	Shouldn't "Creating Account" be with the login link at the top?	I saw it.	Maybe it should be it's own set of form fields?	I didn't notice it.	I would go to VIP or Join Us	See above.
		having coupon.. expected to see this at the end.	Doesn't know why being asked to enter coupon multiple times.	It feels weird way to put the coupon code on the top.	Yep, up top. I don't expect to see it at the top, it's usually at the bottom of pages.	Didn't notice it but did notice it on previous page.	I don't expect to see this in a blue box. I expected to see this as a form to fill out.	I would go to the top	Hair to search around to find. I after the fact.. expected to be asked to add a coupon when entering Payment Method.
			The Media was expected.	I wanted to see picture of the products in "Your order" section, which I expected at the top of the checkout process.					N/A
		the whole website was surprise.	The payment info modal window was sketchy - wouldn't trust it.				This contents and navigation are all misleading. I didn't expect to see "card" under "My Shopping Bag"	Finding out that the bag transforms was surprising. It seems like a pretty normal website, it could be a little easier to navigate though, like how I wasn't able to remove an item from my cart.	Having to put my credit card number into that pop-up window that looks different from the rest of the site? I wouldn't go through with it.
	I think I mentioned all of the things that stood out to me. I like that funky images and the interactivity of the scrolling images.		The global nav was especially challenging.		No, it was easy to use	The main navigation bar - the unexpected organization of content on the site threw me off. Especially when I wanted to learn about the brand.	It's not easy to understand this brand. I wouldn't want to shop here because it looks too shady. It looks like a photography portfolio.		Figuring out how to sort the products and finding something in particular while shopping.
	I have no idea, maybe it's related to the warranty program. This doesn't look typical.	If I lose it or damaged, I can get new one.	Remembers this from the "The Brand" page.	Registering the bag's ID or number to get the warranty.	I was me they'll or me register and get a warranty or my andi, it may help if it gets stolen	Didn't make sense until I saw the "warranty" page.	I have no idea what this is.	I guess it's to get a warranty on your bag. If I lose it, or I get it new?	Since we it's in the same menu, as warranty, I assume they go together but I'm not familiar with the lines.
	Probably information on if something happened to you bag after you purchased it. It's pretty wordy but seems to say pretty 'normal stuff.' like that there's contact info on this page.	same as before.	Assumes that registering your bag enters you into the warranty program. But things that this should all be under a separate category, not the shopping bag category. Maybe a profile category.	Assume it's going to explain the details of the warranty program.	That they may have me pay more to protect me. If my bag gets lost or stolen or damaged. They should be trying to sell that earlier in the process. Oh nice, that's nice, I don't have to pay for the warranty	Maybe "Register Your Andi" and "Warranty" should be on same page/turn/bleed?	Basically signing up for warranty program.	It would tell me how much I would get back if I return it and the general contracts of owning the bag.	This probably takes you to information about the warranty for the bags. Yeah, that's what I was expecting to see.
Expectations After Clicking "Add to Cart"?		It again, it would have been cooler.							
Thoughts on "Sold Out" Page?	I thought it was part of the item's design! Like a snap. I probably would have almost not noticed it.	It's right in my face which I love, looks super real as opposed to other sites I usually see.	Seems like it's supposed to be something extra, but does not match with the Andi image on the rest of the website.	Pretty clear. It's out of stock. It doesn't relate to the website's concept.	The aesthetic seems like a nice graphic, seems fine to me.		It looks too red flag.. too intense.. dramatic.	I think. It's cute. Why is there a "Sold Out" sign on all of the pictures?? I don't think that's necessary.	I guess it's fine. It doesn't really go with the look of the rest of the site though.
Any Confusion on Product Page?	Fit my expectations. I didn't initially notice the various product images.	I would have like to see more detail (for strap item). For other items, there are good enough descriptions and details of the product.	Would have warned more details on "reins strap" page for consistency sake. The details on random item product page are what he would expect. Quantity doesn't say quantity and doesn't show arrows unless you scroll over it - looks like just a random box. Would have expected a dropdown menu for quantity instead.	"Technical" word seems weird. I didn't know what this would tell me. It would be more proper to name this "Product Detail".	Yes, it's very descriptive, it lets me zoom into a product. It gives me the technical specs.		confused since the grid looking icon. (thought it was crop down menu)	I think it's really well laid out.	It's good but I'm not sure what "Transformations" means? And at first I didn't see how to add it to my shopping bag, which is the most important part to me. There's a lot of information about the bag, though, so that's good.
Expectations for "View Transformations?"	Knowing that this product is versatile, I think it would tell me about the variations and how to change it. This video fits my expectations.	I think it would show how you can flip it around and turn it into something else. Clicked on "view transformation" -> I thought it would show the original bag and next to it, the same bag flipped inside out. (juxtapose). I didn't think I would go to another page to see the transformation.	Expects that it has something to do with how the clutch can turn into a big bag. The transformation concept should be explained very prominently on the main 'homepage. Would have expected a modal window after clicking on "View Transformation" not a new tab. Maybe show the video clip on the product page itself.	probably show how the bag turns into something else? and it's what I excepted to see content-wise but didn't expect it to move me to another page.	I don't know what to expect for 'view transformation', I still don't know what's going on, I'll check out the video. not they're bag transformers.	Didn't expect to go to a new tab.	I didn't expect another page to pop up.	I had no idea what to expect from this bag. I think I would have seen more intrigued? I / had mean that it transforms.	Maybe it means different ways to use the bag?
Go to Cart?	Clicks on view cart in the blue box.	I see view cart but I also see my shopping bag. - my shopping bag is unique, but yes, should make it consistent. have both as "shopping bag"	Yes	Having shopping bag and view cart seems redundant.	Clicks on view cart	Slightly confused by inconsistent names for cart/bag but otherwise was self-explanatory.	Clicked on "View Cart" because it's right there with blue box. (more noticeable)	Clicked my shopping bag	Clicked "View Cart"
Hovers over "My Shopping Bag"?			Yes	Yes	Yes	Yes		Yes	N/A
Click "View Cart"?			Yes	I didn't see the view cart. It's too small and doesn't have icon.	Yes	Yes	Yes	Yes	Yes
Remove Random Item?	I click the X on the lefthand side.	should there be X on right side?? but now I see this tiny X. "Update cart" is not functional.	Natural instinct is to see the word "remove" on the right side instead of a tiny x on the left side.	Clicked on it but would be better if it's bigger. Also, having that "up and down" arrow visible in quantity box could have helped me.	I'll click the X next to it. It took me awhile to find it, it's pretty small. I like that they give me the option to 'undo' it.	Yes but had to search for a few seconds to find the tiny, out of place X.	clicked on X, but it's hard to find. I was looking at the right side first but this X sign is so small and light gray.	I'm not sure how. Do I have to click on the item page? Im not able to do this. I'll type in Jean and click 'upside my cart'.	Yes - but that "X" is so tiny and it's a little out of the way.
Go Through Checkout Process?		Its expected, but everything is spaced out. essentially it was the information that I expected to see.	Yes - clicks on "Proceed to Checkout"	clicked it.	Everything looks pretty standard.	The sizing is weird.	"Creating account" would be the first thing you see, then log in.	This checkout pages looks normal.	Clicked "Upside Card" before "Proceed to Checkout".
Create an Account?		I didn't notice that.	Did notice it.	I looked at it and noticed it, I don't like to create accounts.		Did not notice it.	did not notice.	I would go to VIP or join us.	Didn't notice it - was confused about how to create an account when asked to do so. Tried clicking on VIP.
Checkout Process Thoughts?	It's weird that the proceed to payment button is below your order. I do not expect this pop up, my initial reaction to pop ups it to X out of it. Do I get an order confirmation screen or would that button submit my payment?	Everything is doing it's own thing, but in terms of content, it makes sense. Clicked to proceed to payment -> if I enter the credit card, then I want to review.. even paypal does that. It's not clear if I'm going to see the review.	Everything is too big. Doesn't like the order summary. Just wants to know the subtotal, additional costs, and total. Saw the order summary at the beginning. It makes sense that there is a CTA for PayPal because it takes you to an external site, but for credit card, would expect the payment info fields to appear when you click the radio button.	It's weird to see the Paypal preselected. Normally, it would pre select the credit card, and I've never seen a popup screen to enter credit card information. I would want to see a review order before I pay.	I click credit card and continue to payment. I didn't really expect the pop up window, but this window seems minimalist.	The pop-up window doesn't seem trustworthy. Maybe it would be okay if the fonts and colors were the same so it seemed more on brand.	I thought if I select "credit card" another form will pop up right below it. Did not expect to see this form. I think if I click on the blue button, it will just process the payment without going me a summary or order review.	I've never seen a credit card window like this. It seems cute though.	Everything on the checkout page looks really big and spread out. I'd also like to see photos of the bags in buying mode where I says "Your Order" so that I can make sure my order is correct at a quick glance. Confused about PayPal being the default payment option
Re: Creating an Account?		I would expect to be asked if I'm returning customer.	Did not notice the second create an account opportunity.	Shouldn't "Creating Account" be with the login link at the top?	I saw it.	Maybe it should be it's own set of form fields?	I didn't notice it.	I would go to VIP or Join Us	See above.
Re: Applying Coupon?		having coupon.. expected to see this at the end.	Doesn't know why being asked to enter coupon multiple times.	It feels weird way to put the coupon code on the top.	Yep, up top. I don't expect to see it at the top, it's usually at the bottom of pages.	Didn't notice it but did notice it on previous page.	I don't expect to see this in a blue box. I expected to see this as a form to fill out.	I would go to the top	Hair to search around to find. I after the fact.. expected to be asked to add a coupon when entering Payment Method.
Other Expectations?			The Media was expected.	I wanted to see picture of the products in "Your order" section, which I expected at the top of the checkout process.					N/A
Any Surprises?		the whole website was surprise.	The payment info modal window was sketchy - wouldn't trust it.				This contents and navigation are all misleading. I didn't expect to see "card" under "My Shopping Bag"	Finding out that the bag transforms was surprising. It seems like a pretty normal website, it could be a little easier to navigate though, like how I wasn't able to remove an item from my cart.	Having to put my credit card number into that pop-up window that looks different from the rest of the site? I wouldn't go through with it.
Any Challenges?	I think I mentioned all of the things that stood out to me. I like that funky images and the interactivity of the scrolling images.		The global nav was especially challenging.		No, it was easy to use	The main navigation bar - the unexpected organization of content on the site threw me off. Especially when I wanted to learn about the brand.	It's not easy to understand this brand. I wouldn't want to shop here because it looks too shady. It looks like a photography portfolio.		Figuring out how to sort the products and finding something in particular while shopping.
Expectations for "Register Your Andi"?	I have no idea, maybe it's related to the warranty program. This doesn't look typical.	If I lose it or damaged, I can get new one.	Remembers this from the "The Brand" page.	Registering the bag's ID or number to get the warranty.	I was me they'll or me register and get a warranty or my andi, it may help if it gets stolen	Didn't make sense until I saw the "warranty" page.	I have no idea what this is.	I guess it's to get a warranty on your bag. If I lose it, or I get it new?	Since we it's in the same menu, as warranty, I assume they go together but I'm not familiar with the lines.
Expectations for "Warranty Program"?	Probably information on if something happened to you bag after you purchased it. It's pretty wordy but seems to say pretty 'normal stuff.' like that there's contact info on this page.	same as before.	Assumes that registering your bag enters you into the warranty program. But things that this should all be under a separate category, not the shopping bag category. Maybe a profile category.	Assume it's going to explain the details of the warranty program.	That they may have me pay more to protect me. If my bag gets lost or stolen or damaged. They should be trying to sell that earlier in the process. Oh nice, that's nice, I don't have to pay for the warranty	Maybe "Register Your Andi" and "Warranty" should be on same page/turn/bleed?	Basically signing up for warranty program.	It would tell me how much I would get back if I return it and the general contracts of owning the bag.	This probably takes you to information about the warranty for the bags. Yeah, that's what I was expecting to see.

Navigation

55% — 5 out of 9, were confused by the global navigation.

44% — 4 out of 9, expected the information under "Designer" and "BGTY" to be in one place.

44% — 4 out of 9, were confused by having another navigation menu under "The Brand".



Product List

44%

4 out of 9, expected the least expensive item to be listed first after they sorted by price.

"I knew to click on the 'Filter' button because I had seen buttons like this a couple other times, but it would have been better if it were a clearer Call to Action."

"I expected the filter button to lead to a dropdown menu of price ranges."

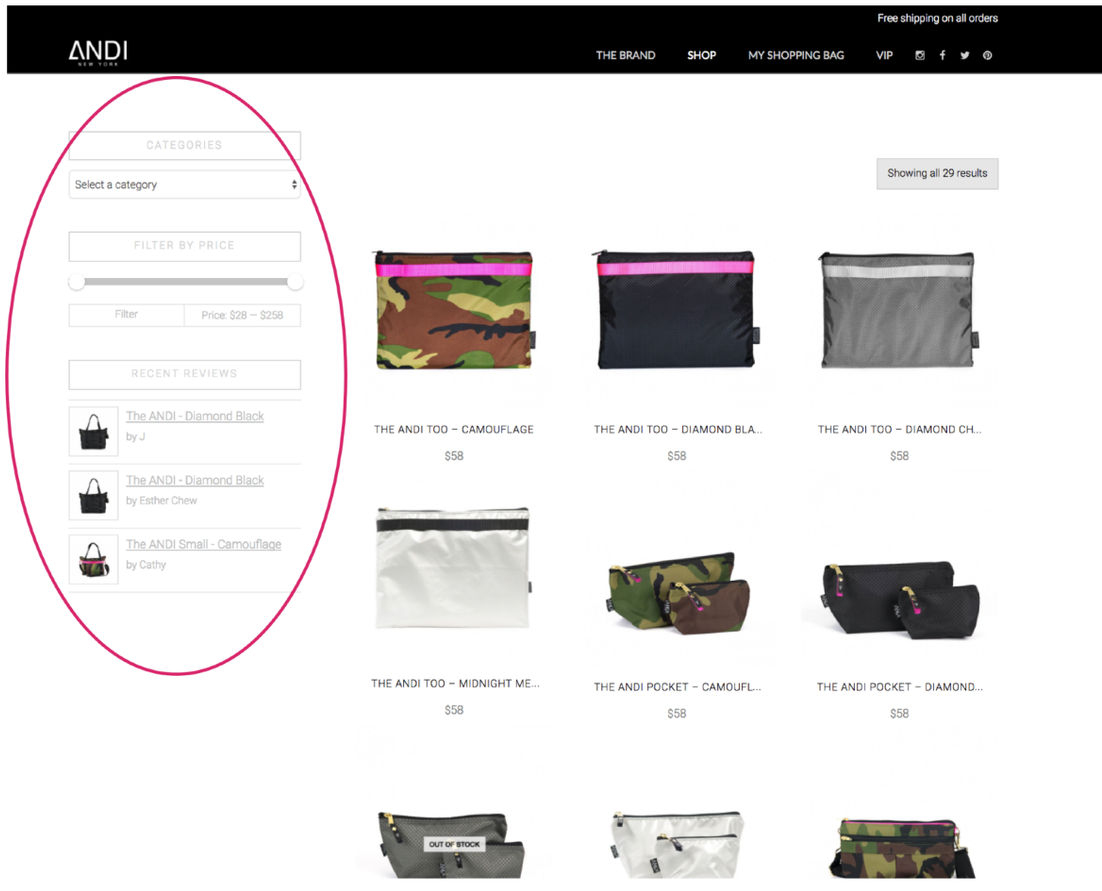
"I expected 'sort by price' buttons."

33%

3 out of 9, struggled to find the filtering option.

22%

2 out of 9, expected the filter to be applied when you moved the sliders.



Check-Out

66%

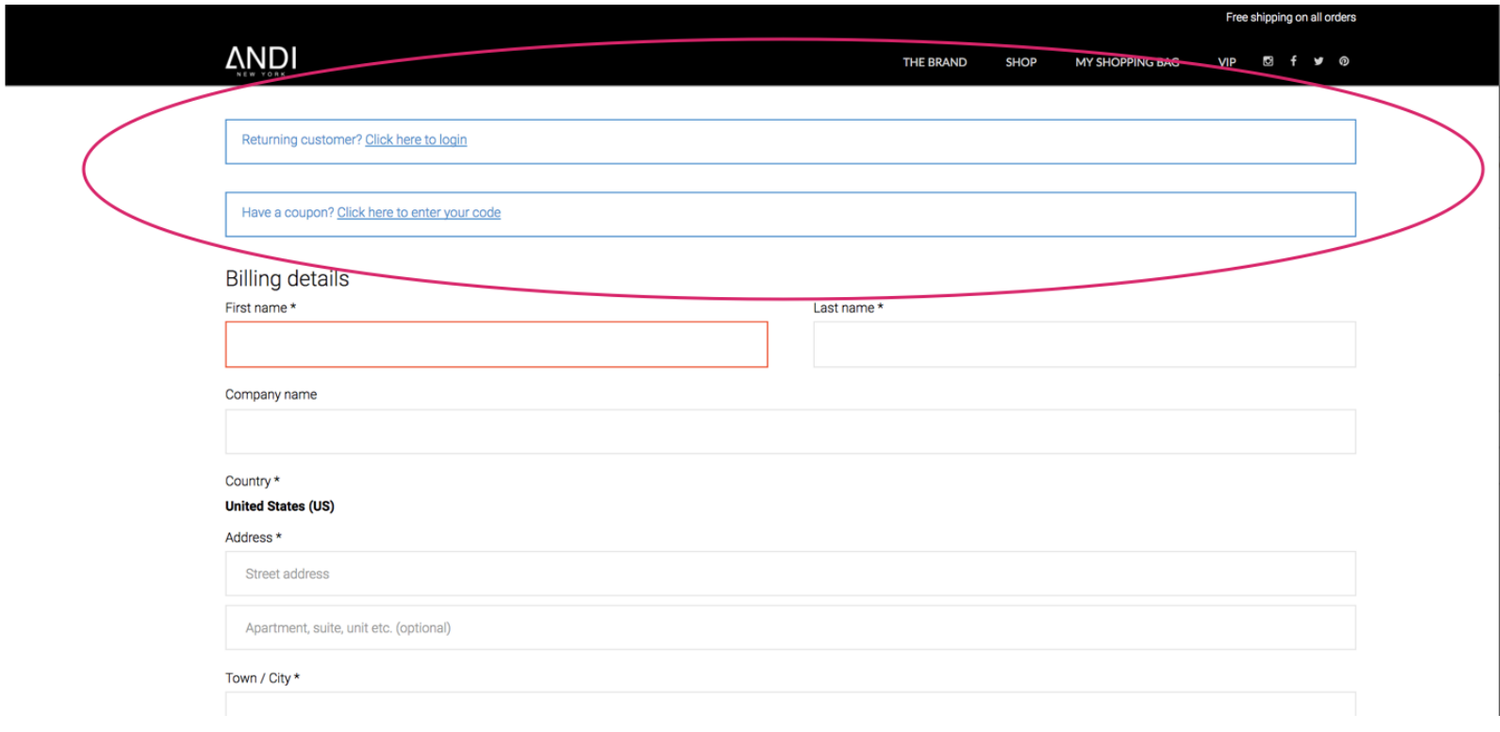
6 out of 9, thought having "Apply Coupon" field at the top of the checkout page was unfitting.

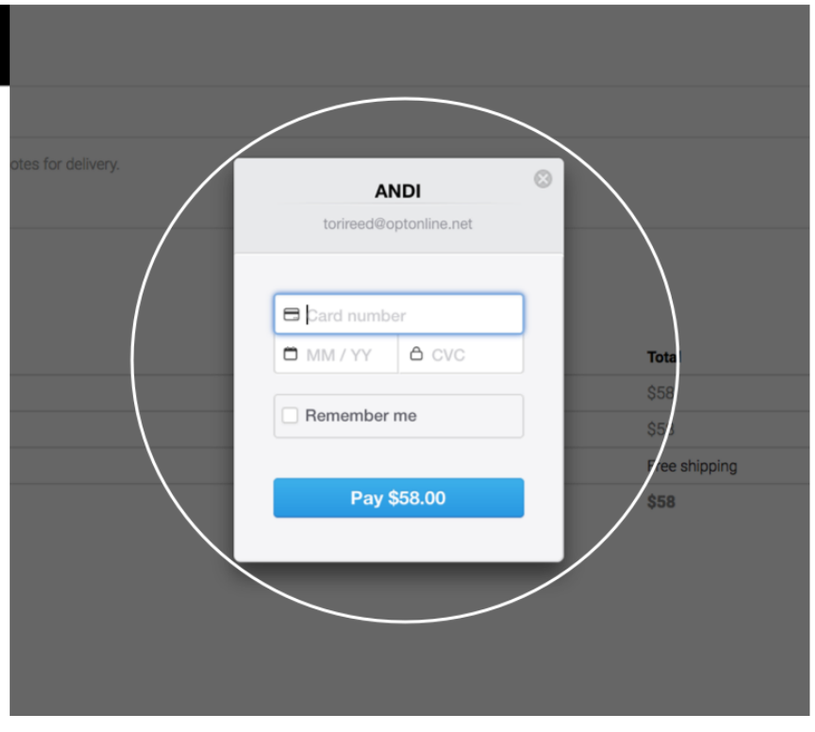
"I had to search around to find it...I expected to be asked to add a coupon when entering Payment Method."

55%

5 out of 9, expected to see order review before they pay.

"It's weird that the proceed to payment button is below your order. I did not expect this pop up, my initial reaction to pop ups it to X out of it. Do I get an order confirmation screen or would that button submit my payment?"



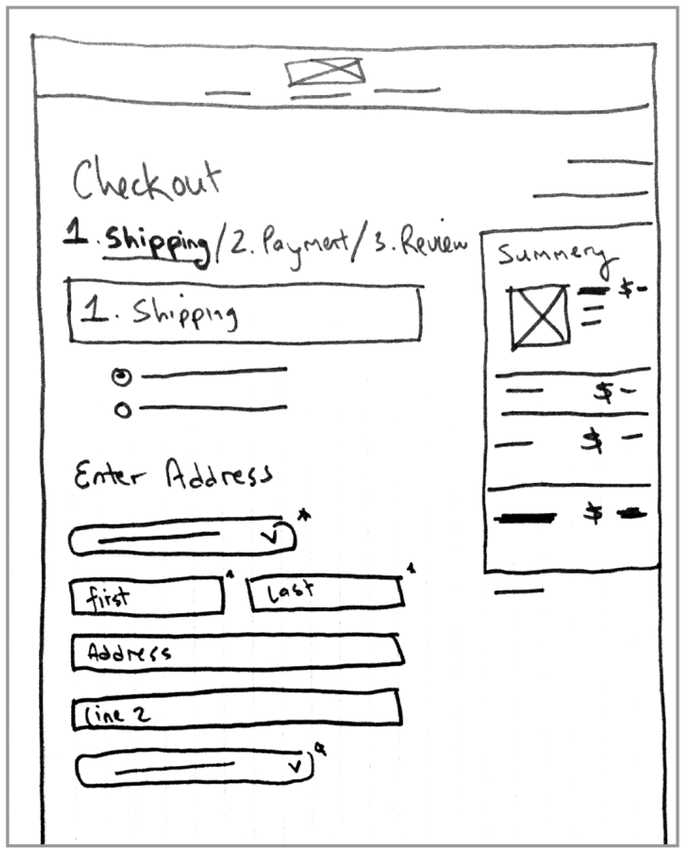


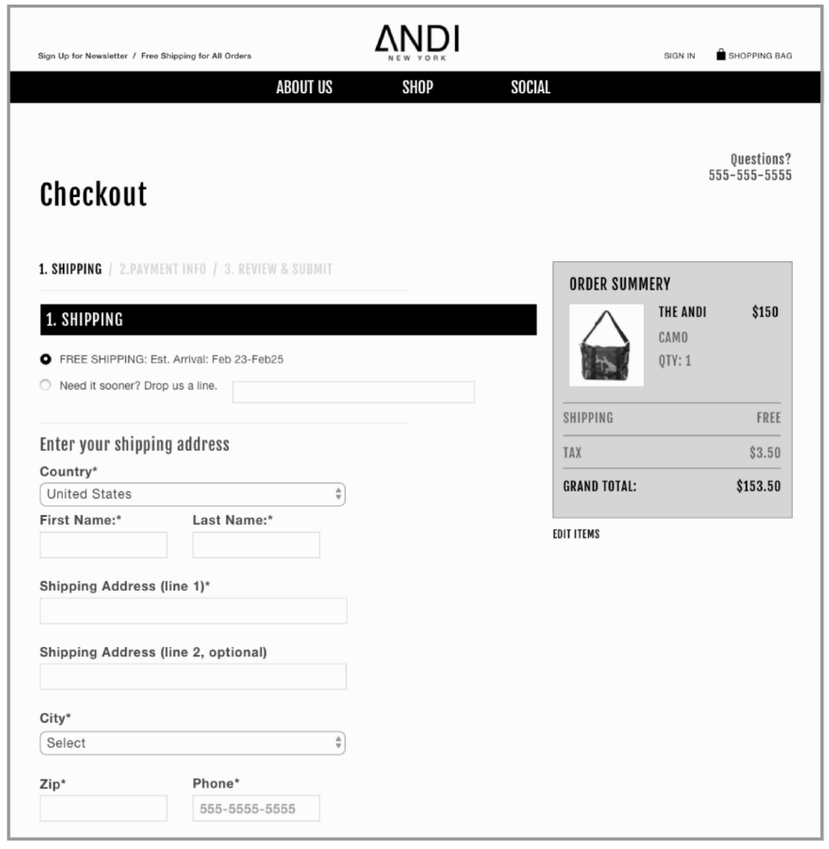
Building Our Design

Testing

We conducted 8 usability tests (2 males, 7 females) on mid-fidelity wireframes

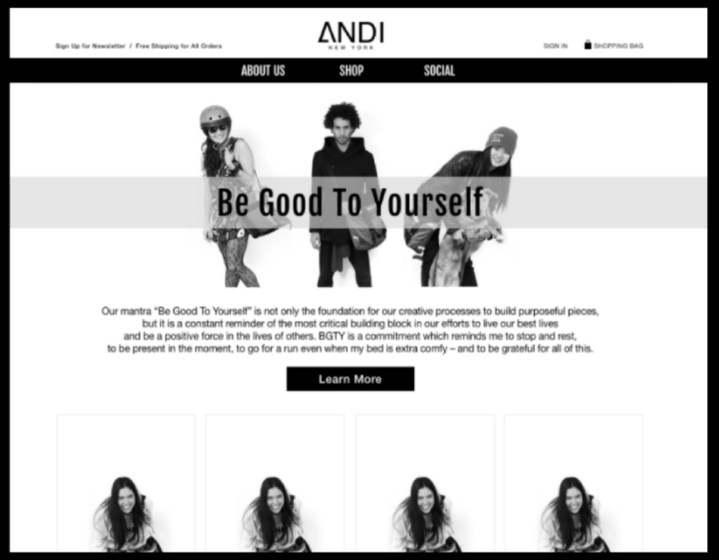
Used the same script as we did to test their original site

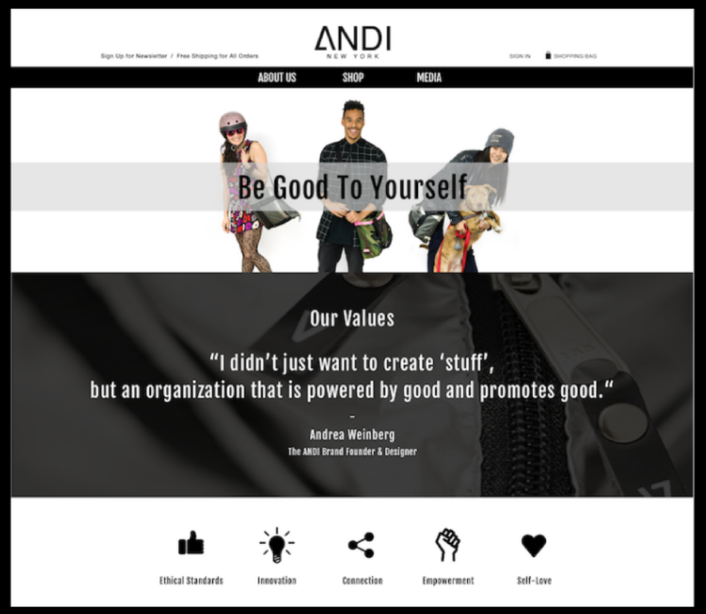




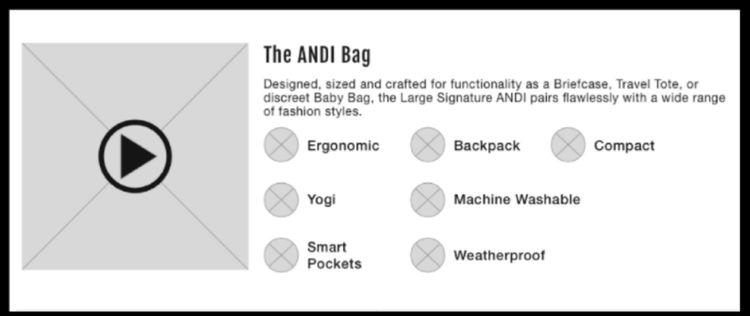
Testing Our Design

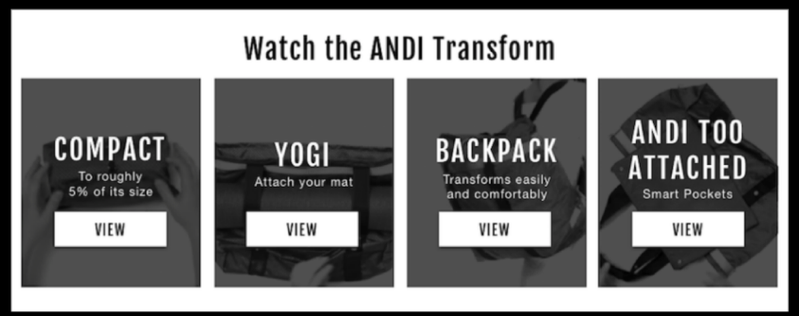
50% Had trouble forming an accurate impression of the brand quickly.





25% Were confused about the feature icons next to the transformation video.

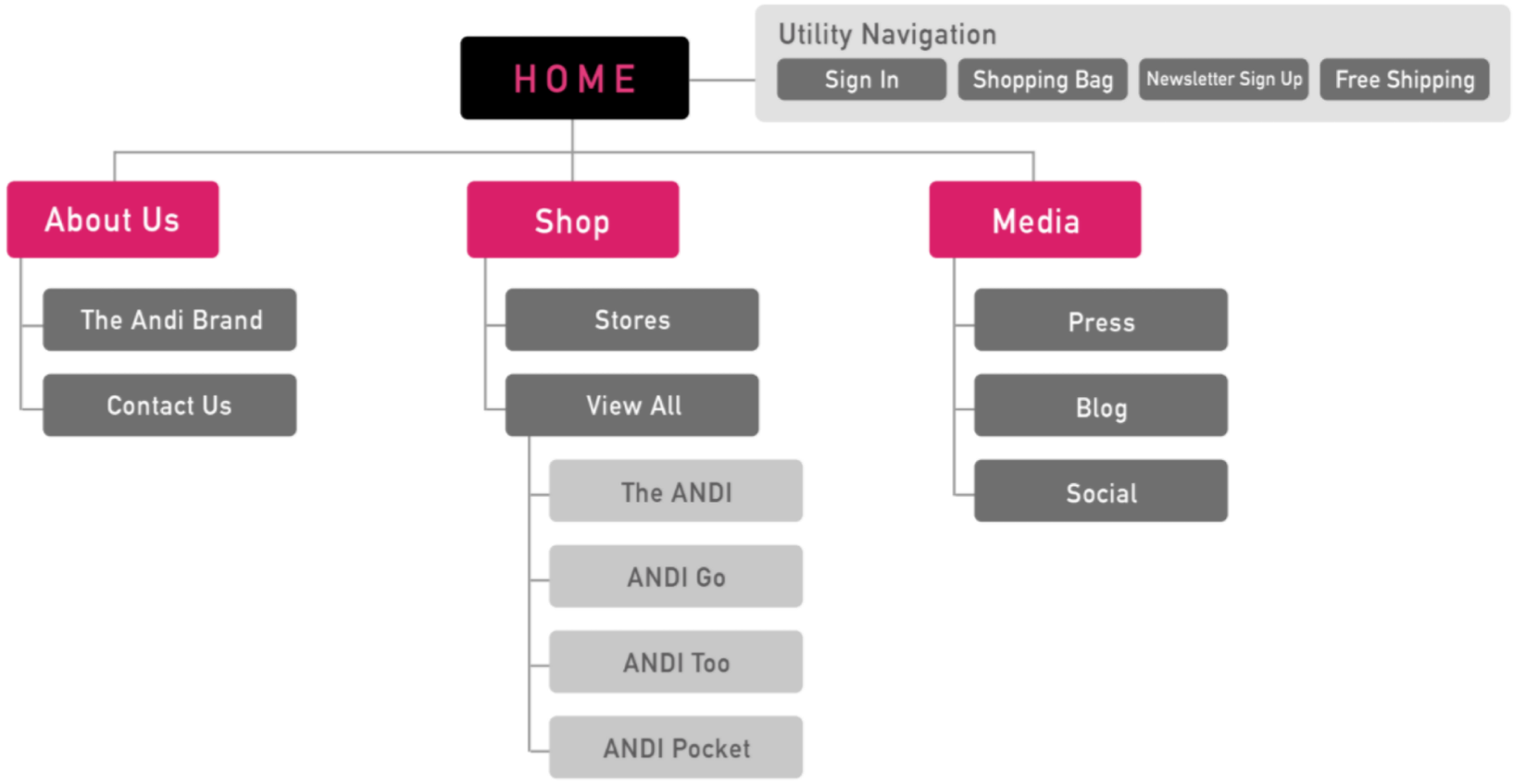




Phase 5

Final Scaffolding

Site Map


HOME
Utility Navigation
Sign In
Shopping Bag
Newsletter Sign Up
Free Shipping
About Us
The Andi Brand
Contact Us
Shop
Stores
View All
The ANDI
ANDI Go
ANDI Too
ANDI Pocket
Media
Press
Blog
Social

Footer
About Us
The Andi Brand
Press
Stores
Collection
The ANDI
ANDI Go
ANDI Too
ANDI Pocket
Support
Contact Us
Track My Order
Register Your ANDI
Warranty Program
Company Address
Phone & Email
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End of Case Study