

Design Process

Show me more of

What's in?

- 1 Identify the problem in current flow**
- 2 GA analysis and feedback**
- 3 Competitive analysis**
- 4 Insights from real world (physical store)**
- 5 Designs (Develop solutions)**
- 6 Final design (Improvements)**
- 7 Metrics Impact**
- 8 Insights and learning**

Our shopping journey

is always starts with discovery of good collections weather it is online shopping or retail experience (omni channel). To make it better, we always have to improve our collection and experience so that customer should feel that he come to the right place to enhance his/her fashion style.

On **JABONG**, we have huge list of curated collections and to filter them we have filters page where we can filter out and reach to our goal. To improve that journey, we have identified some problem that can be blocker for customer to reach that goal.

01

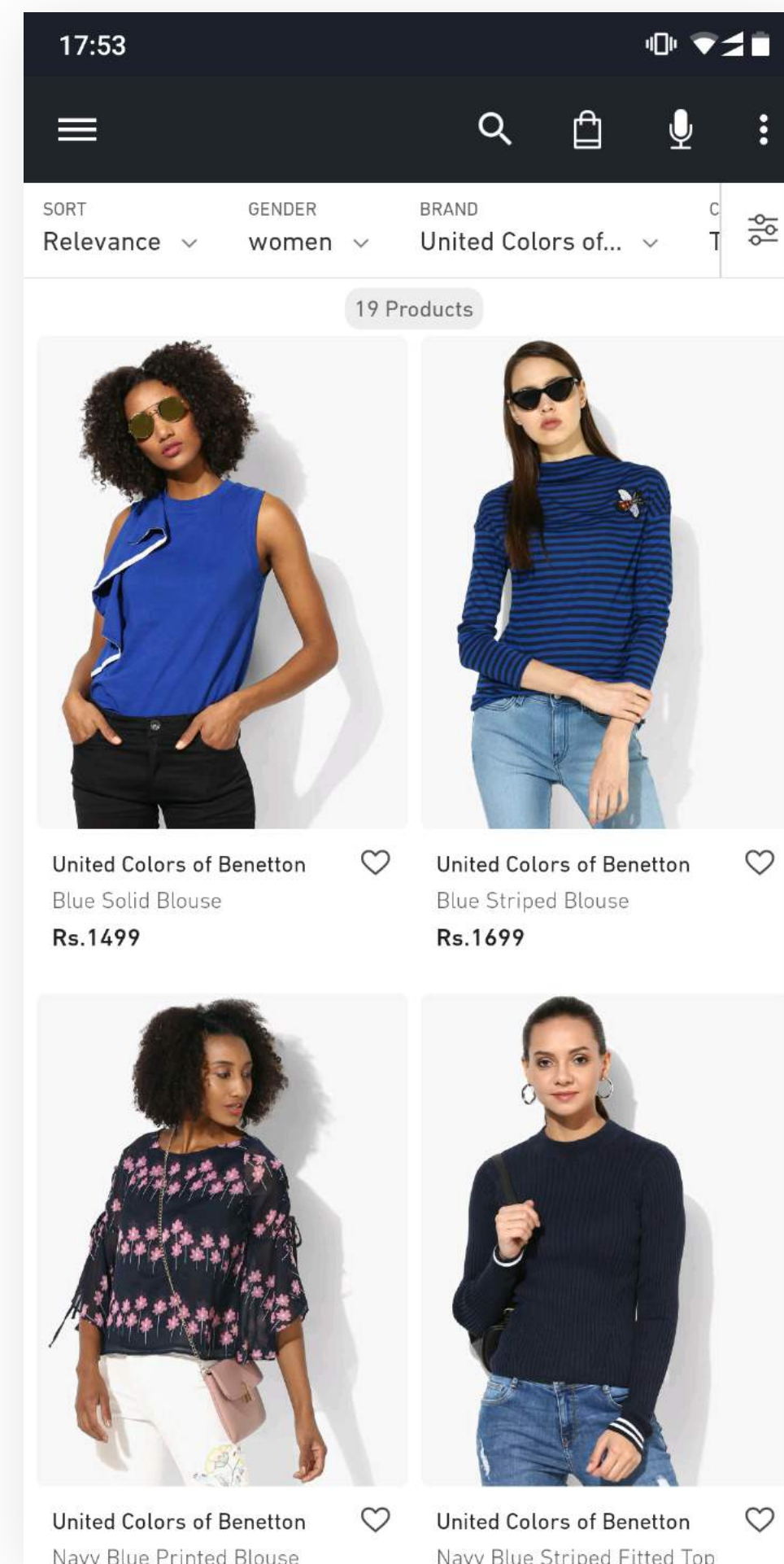
Identify the problem in current flow

Let's say, you are exploring products through list page and you liked the **1st product** but you don't like its **Sleeve** and **Neck style**. You want to look for the similar products which have same brand, color, fabric e.t.c. but with different sleeve and neck style options.

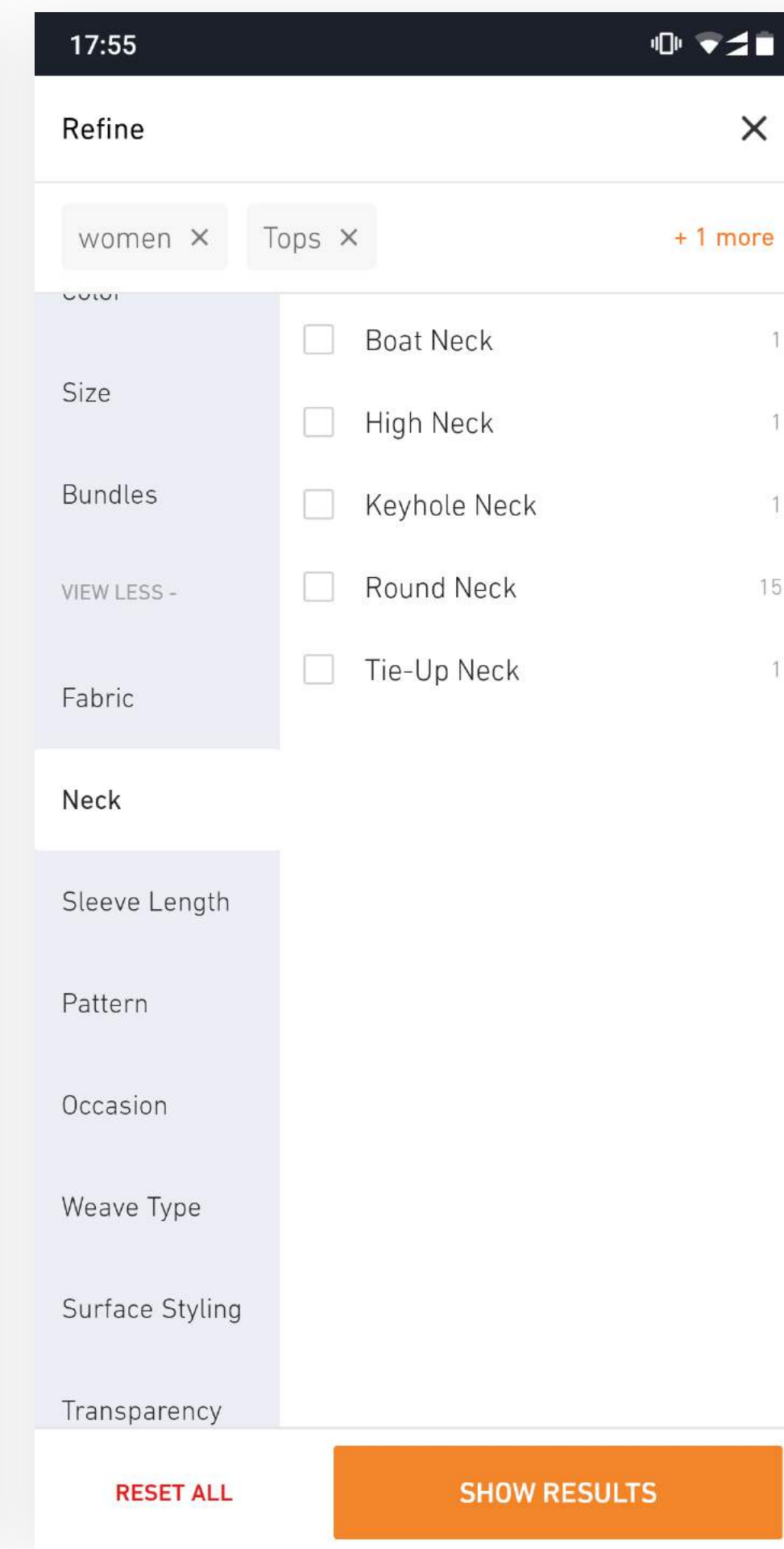
First thing you do is to filter out product which has same style. To apply filters, you have to understand or know the current **product's Sleeve and Neck style**.

As you can see most of our customer are not able to find their suitable product and even if they find, there is a long process to discover that.

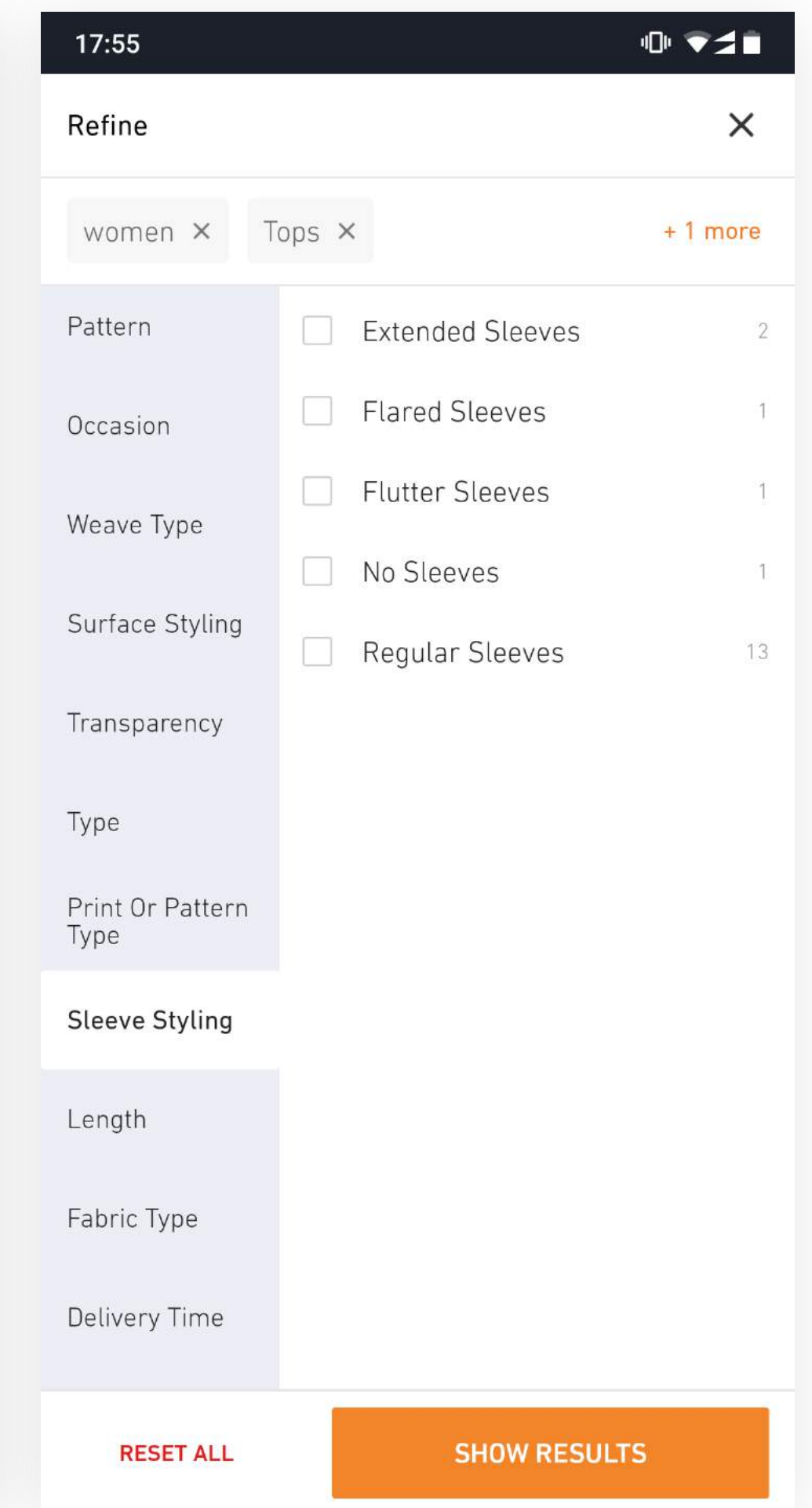
But is it really happening with other people? or are we just solving this for ourselves? Hmm, let's look at the numbers.



Catalog/ List Page



Filters Page (Neck styles)



Filter Page (Sleeves)

Persona categorization

Focused customers

They know what they want to buy and what category they need to explore.

Know about most of the product attributes and able to find their desired style using filters and search.

Know about fashion and latest trend.

People

Fashion Influencers,
Professionals,
Designers,
e.t.c.

Here to explore styles

They are here to explore styles and see how many styles and variation does Jabong have.

Explored other apps too

Don't know much about product attributes but he/she can recall using visual images.

People

Professionals
Students
e.t.c.

New user

They are same as 2nd category but they can be returning user or new user who never experienced e-commerce site before.

Know about purchasing styles from retail stores.

They might know about product attributes but don't know how to look for in apps.

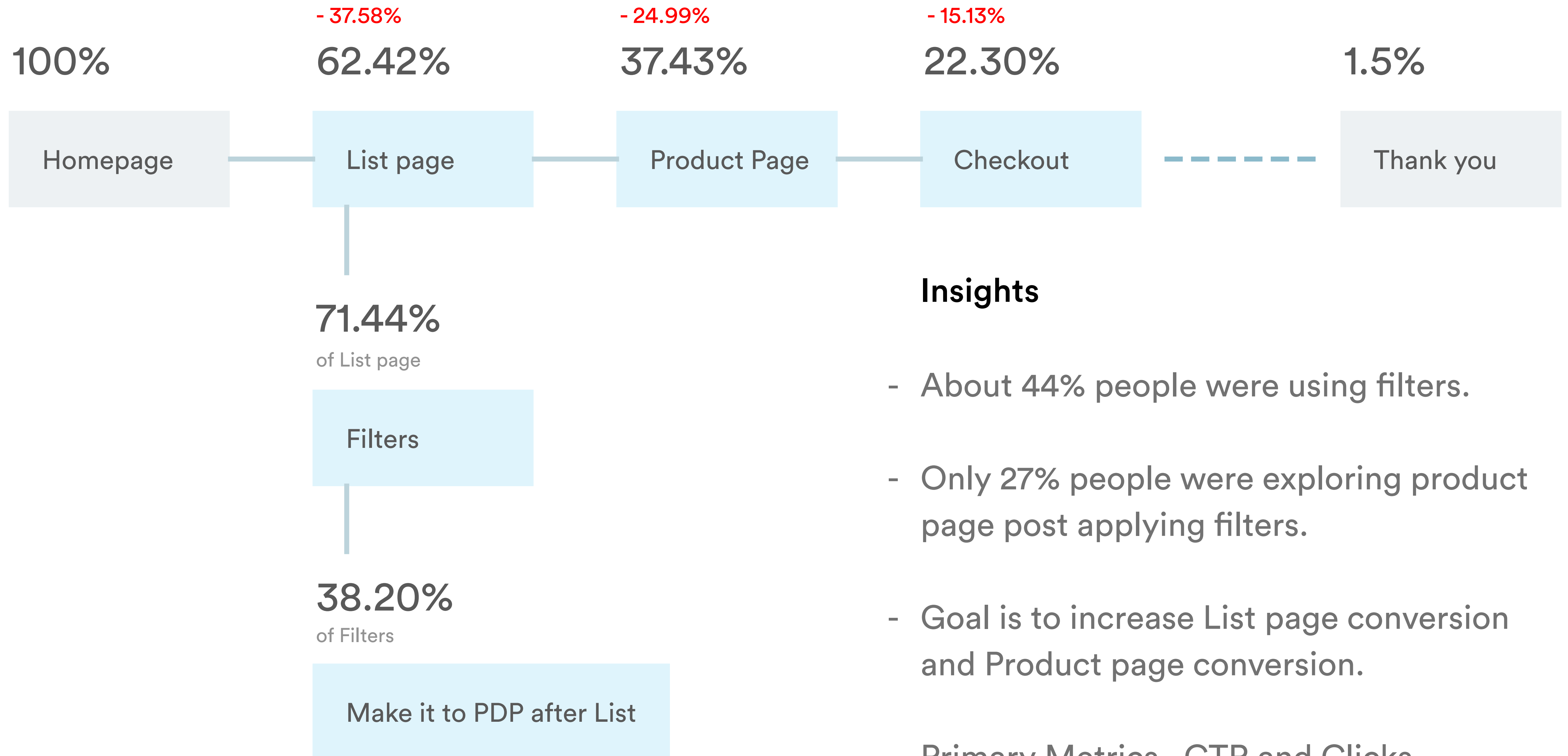
People

Students,
Business,
e.t.c.

- Not able to express in search box for what they are looking for.
- Sometimes catalog isn't helpful, Not get the good collection on Jabong.
- How to find for particular style?
- Should have a guide or suggestion for search.

02

GA analysis and feedback

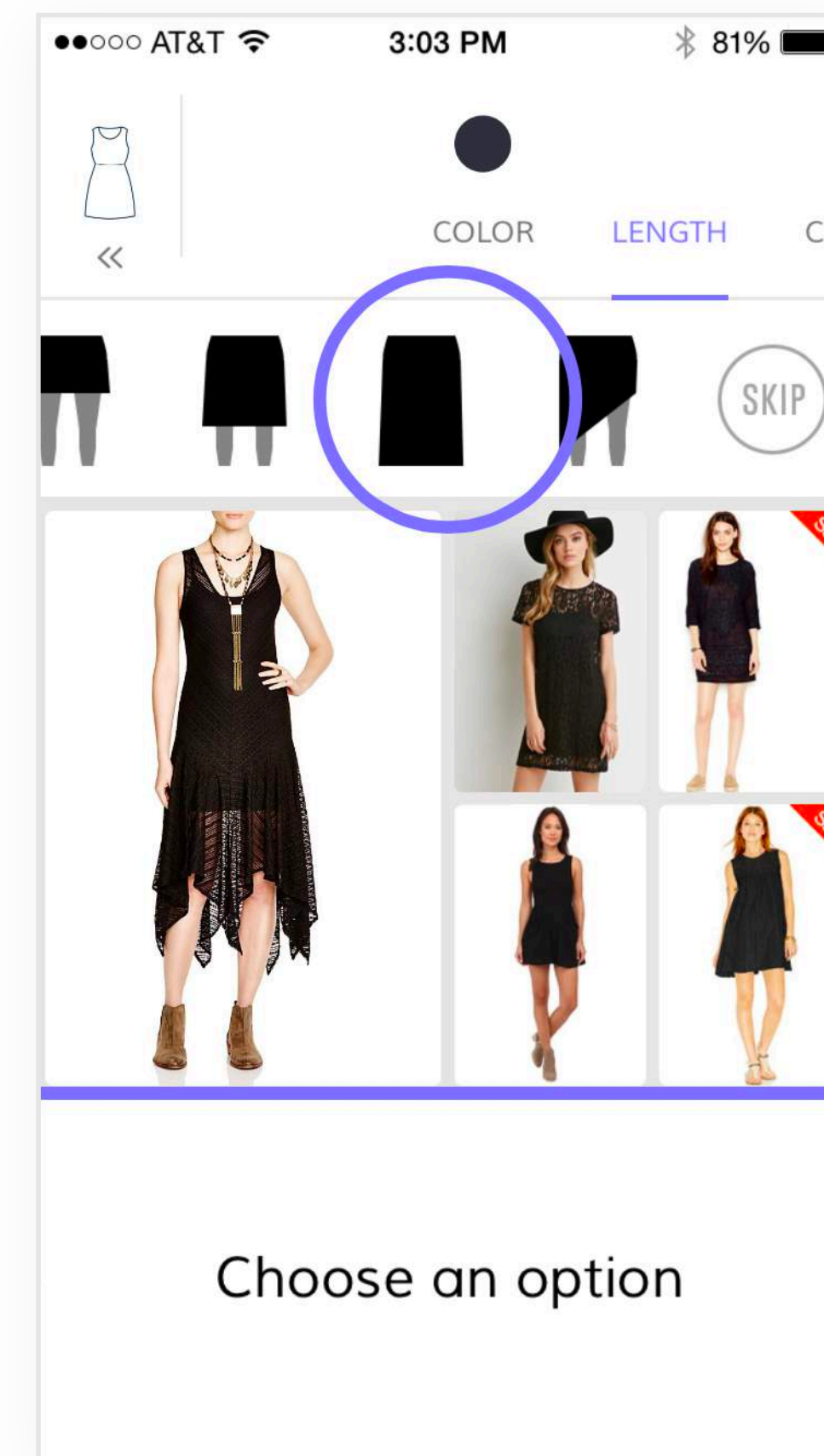


Insights

- About 44% people were using filters.
- Only 27% people were exploring product page post applying filters.
- Goal is to increase List page conversion and Product page conversion.
- Primary Metrics - CTR and Clicks
Secondary Metrics - RPU and OPU
Overall revenue

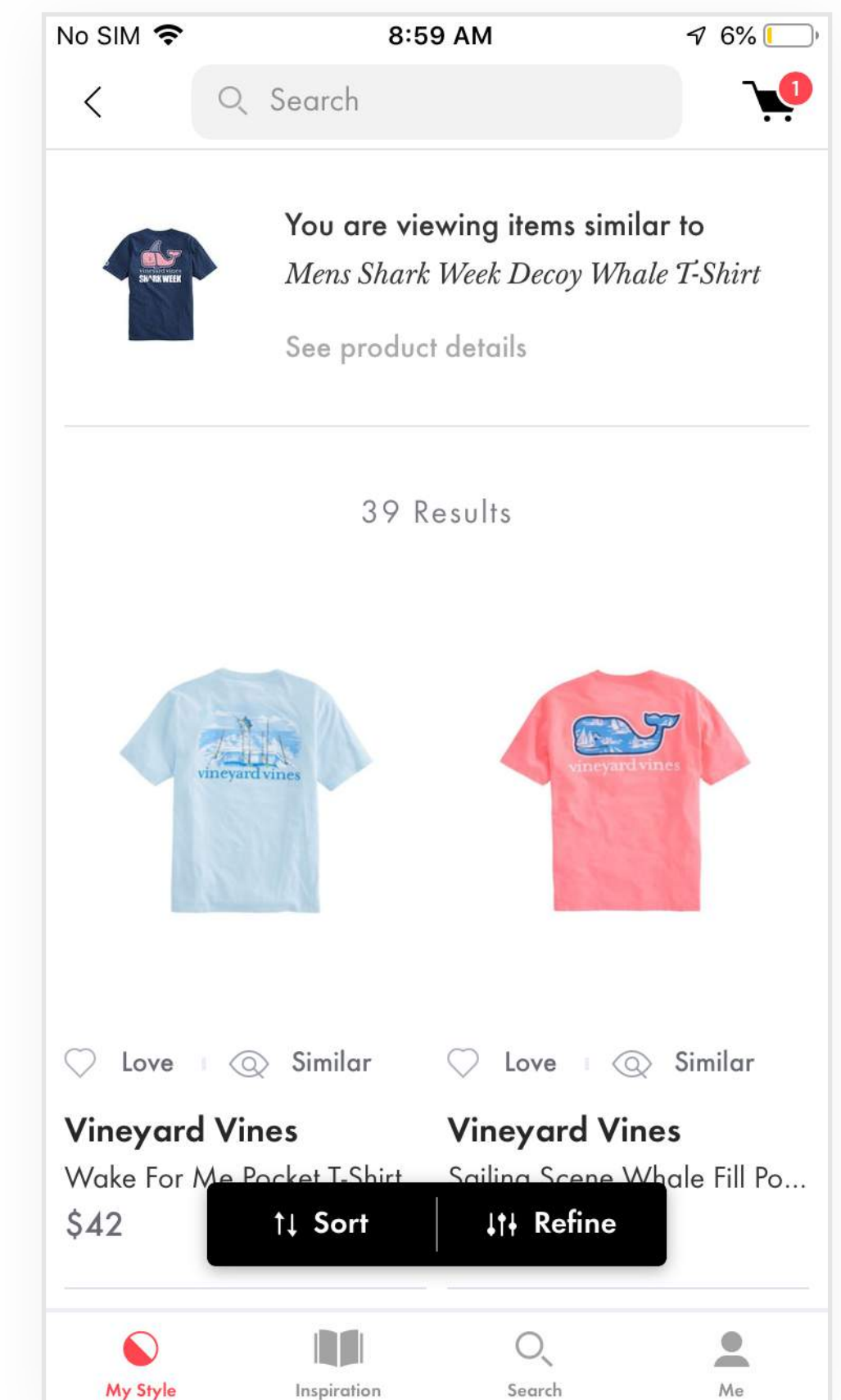
03 Competitive analysis

In an effort to learn from the strengths and weaknesses of competitors, an analysis of the apps Donde, Myntra, Amazon, Flipkart, ShopSpring were conducted. I researched and considered these apps because they were most similar to what I wanted to design due to their interface, organization, list maintenance, and user engagement.



Donde Fashion App

is using vector based icons to solve browsing better for customer and understand what they want to look for, However they don't use the same component for similar product



ShopSpring Fashion App

is show similar option on PDP to explore similar looks, which shows all similar looks in catalog, but again the same problem exist as Myntra

04

Insights from real world (physical store)

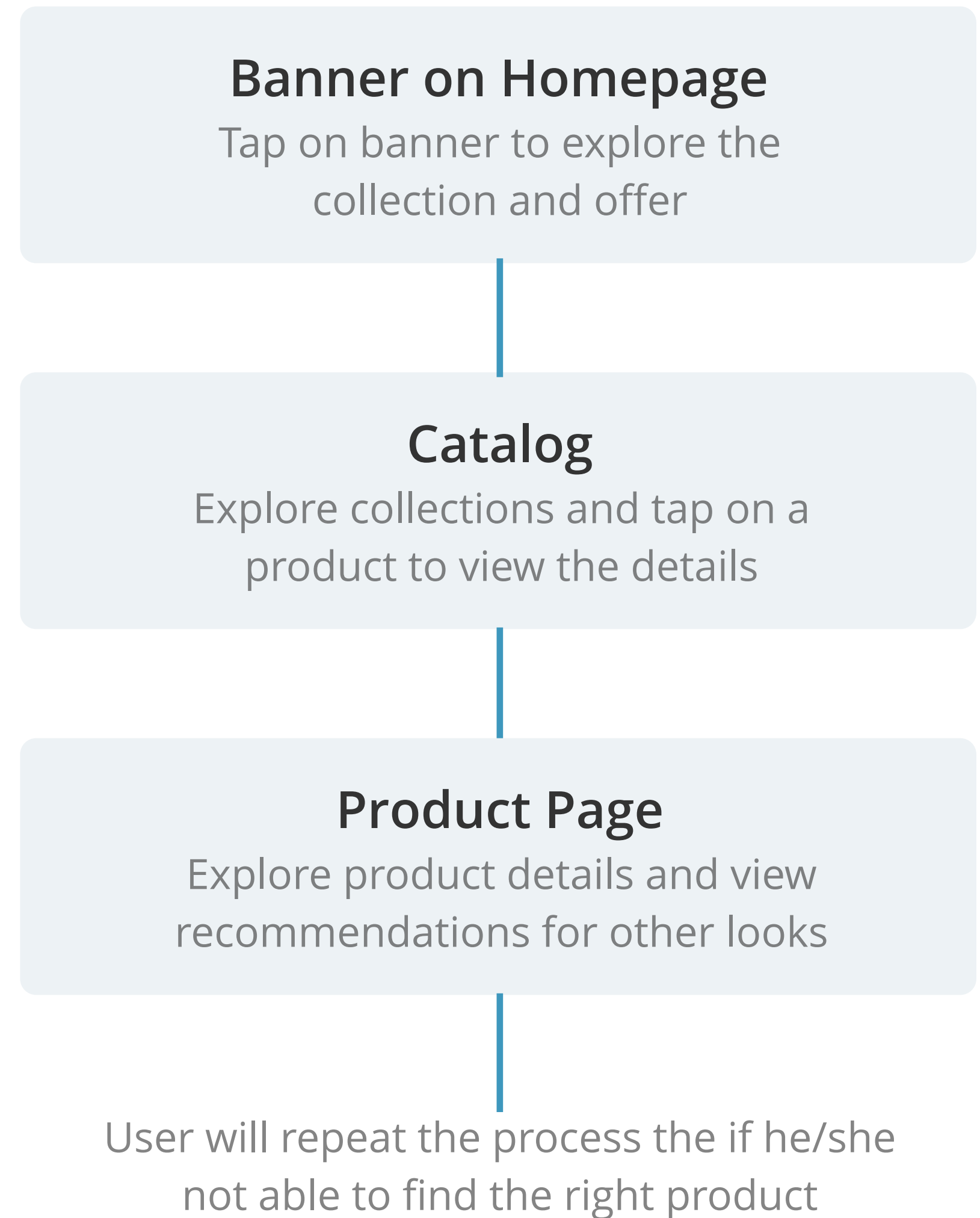
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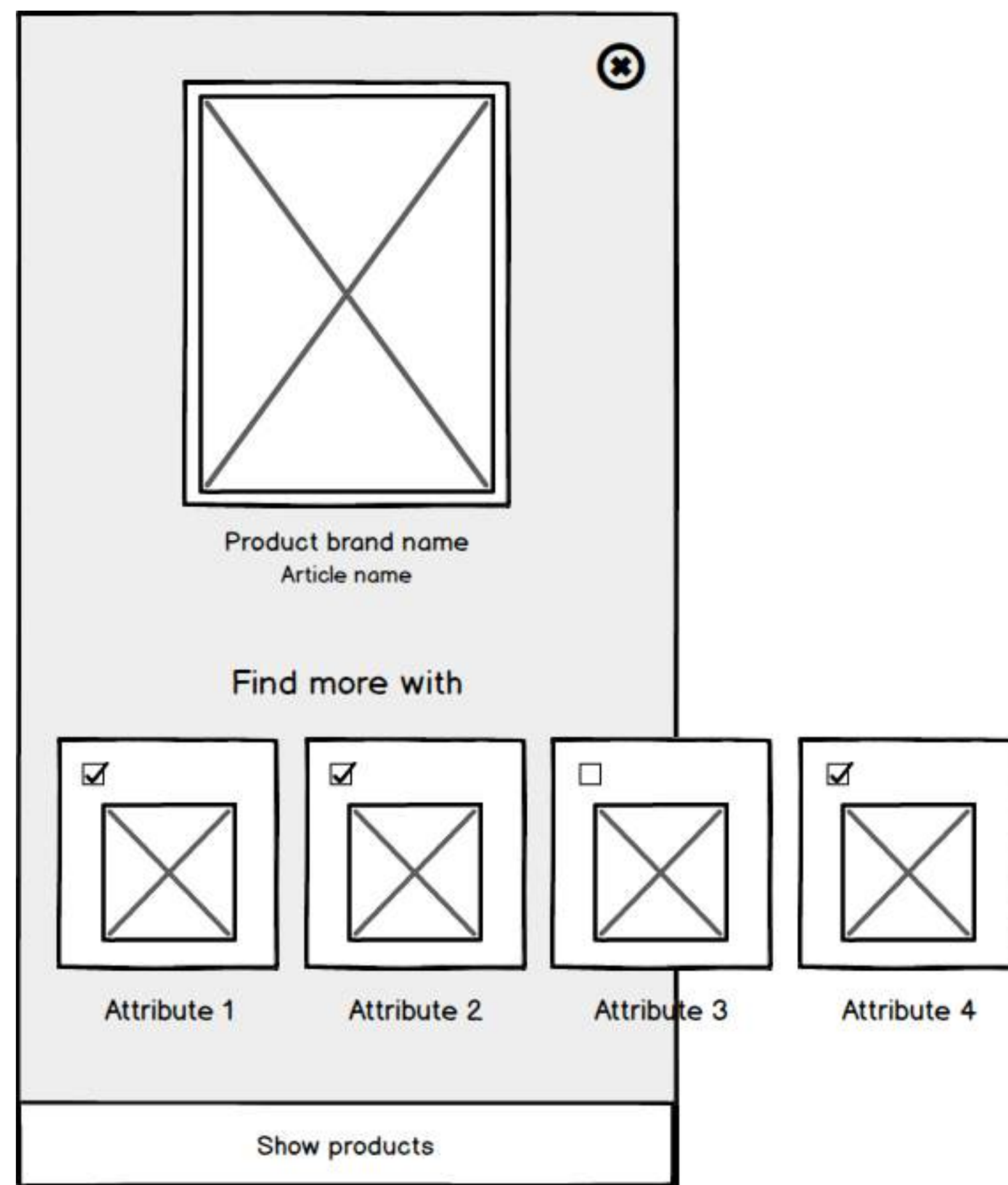
Designs (Develop solutions)

Understand of current information architecture.

We looked at our current IA and identified that if we can give some sort of option in catalog where customer/user is willing to explore and try new things and sometimes he/she want to explore the similar products. To solve the current problem, i decided to put some option between catalog and product flow with the help of visuals which can customer to identify the exact type, color or style.

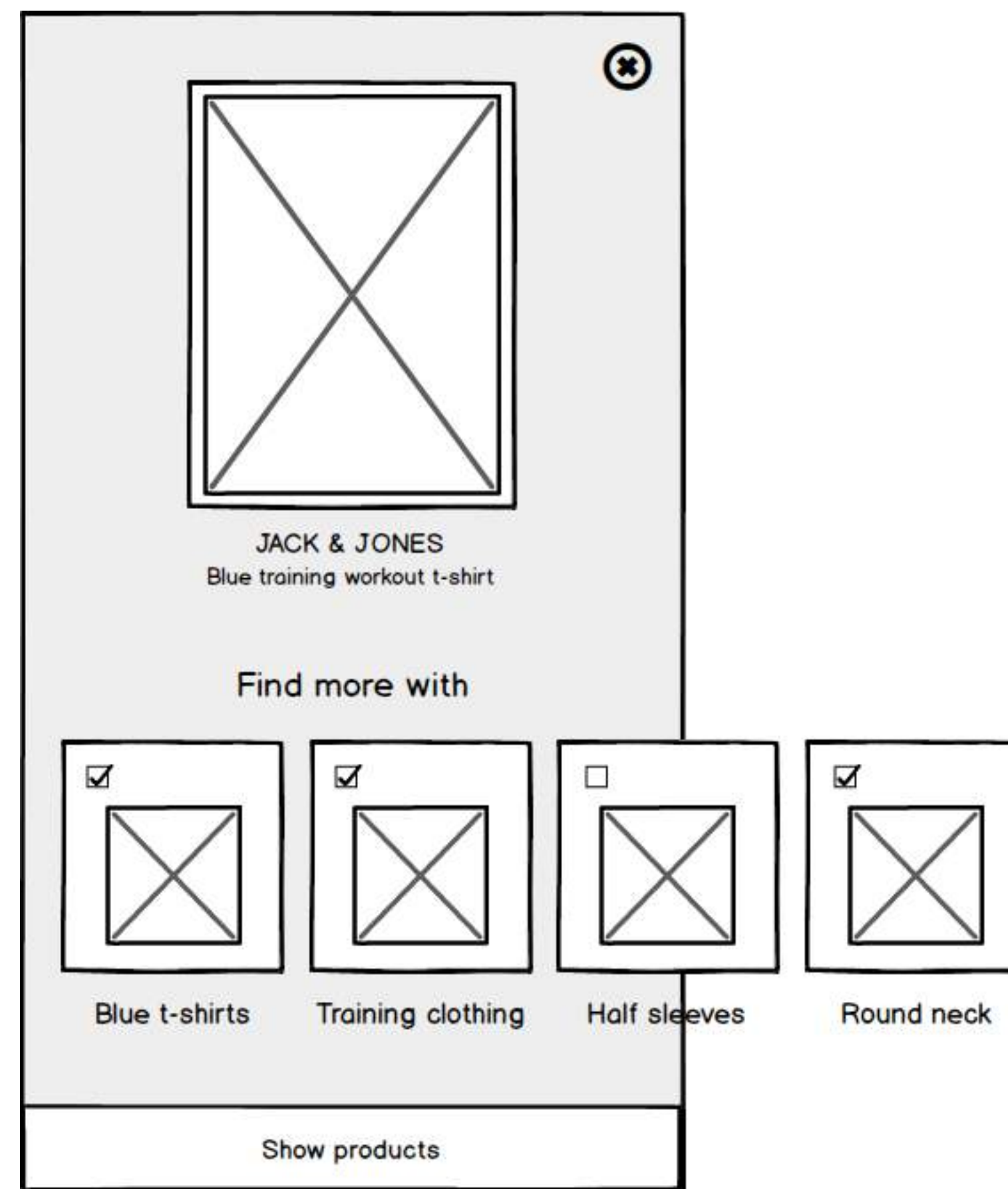


Wireframing the idea



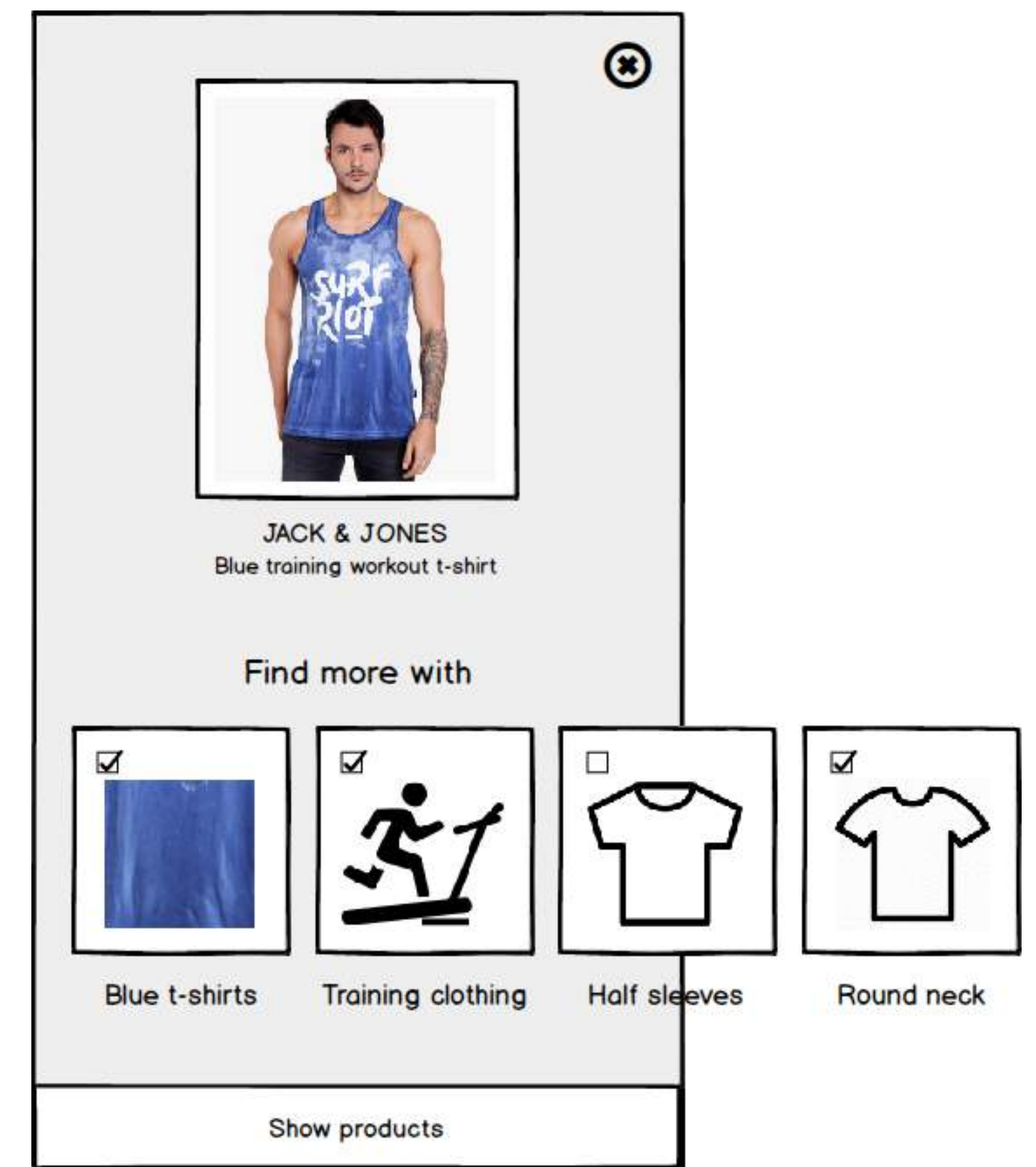
We can give some sort of entry point from list page using an icon.

When user tap on it, will open this modal where user can view the product and it's attributes.



User can select multiple attributes according to his/her exploration.

We can fetch attribute details from Product metadata.



We can show attributes using images or icon so that user can identify.

When user tap on "Show Products", we'll show refined list page based on your selection.

Challenge

There was around **1000+ attributes** names stored in backend.

Getting images for all 1000 attributes and show here.

Company cost for **purchasing** these image.

We tried iterations with **text only** but we didn't get so positive feedback about showing text only for attributes.



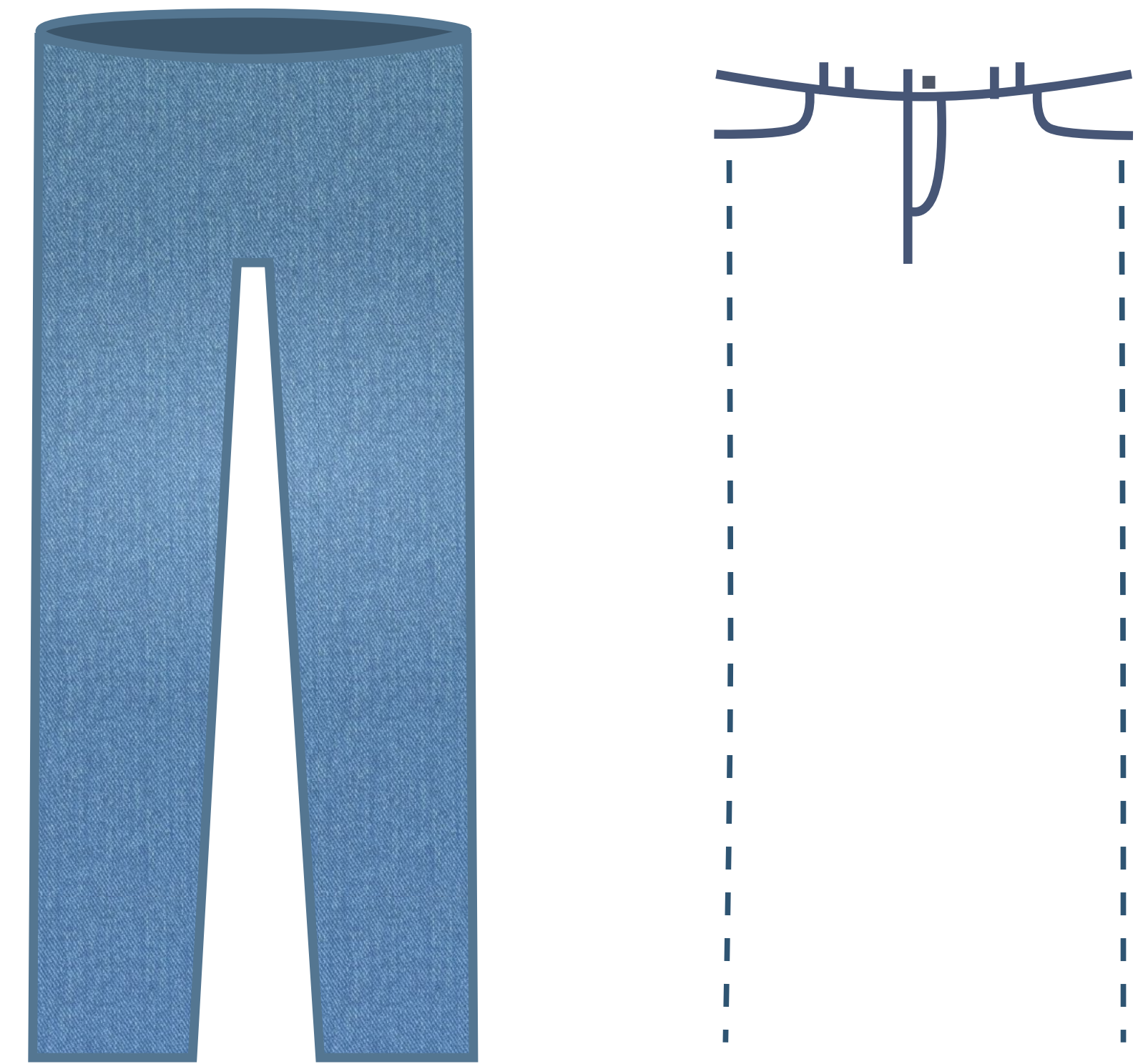
Product attributes images.

Solution for previous challenges

We thought of creating all these icons in vector so that we can modify these icons at any time and save company cost.

Why this solution?

- We can show high resolution icons unlike actual images.
- Angles of all icons will be consistent.
- Less clutter than actual images.
- Low file size.
- Easy to find differences between types and styles.



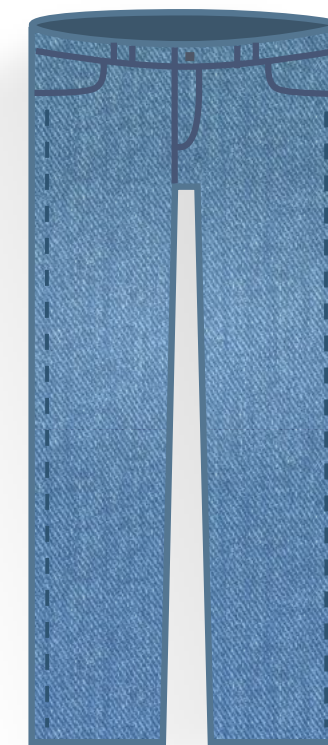
REGULAR



SKINNY



SLIM



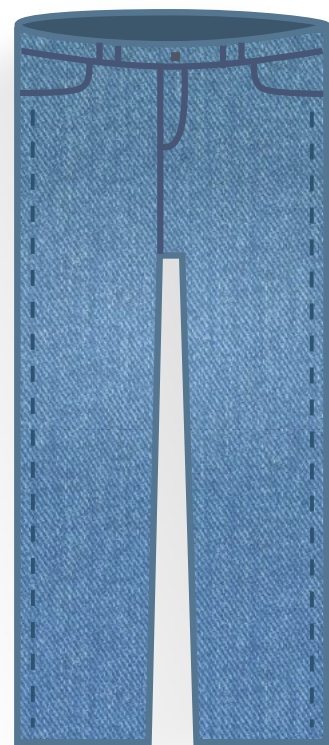
RELAXED



BOOTCUT

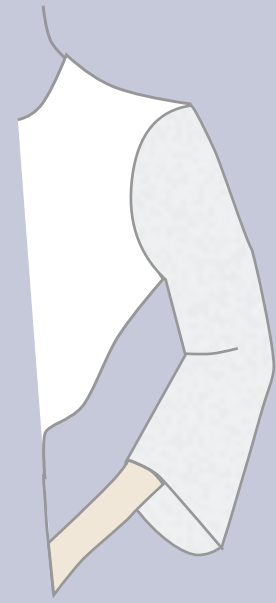


COMFORT



LOOSE

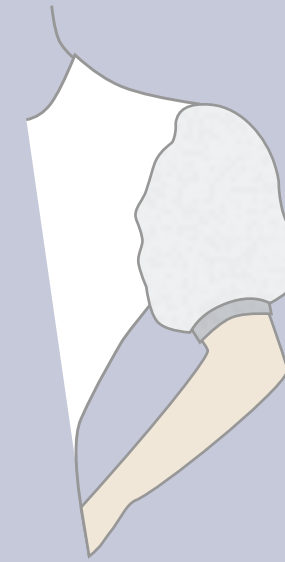
Icons



BELL SLEEVES



3/4TH SLEEVE



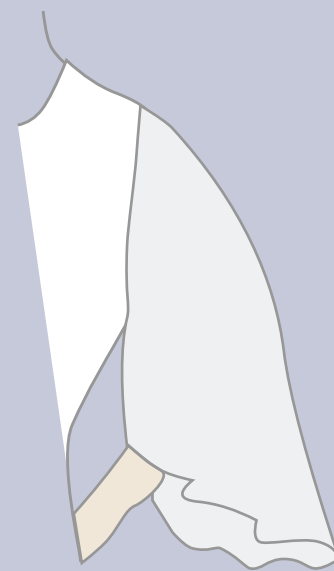
PUFF SLEEVE



DROP SHOULDER



SLEEVELESS



PONCHO



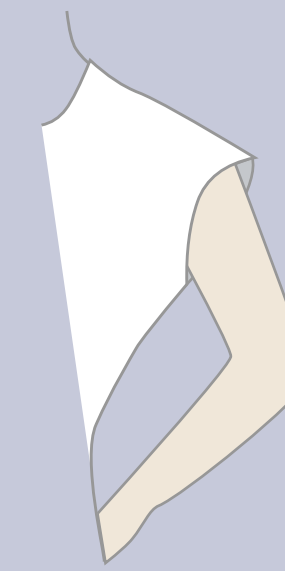
KIMONO



ELBOW



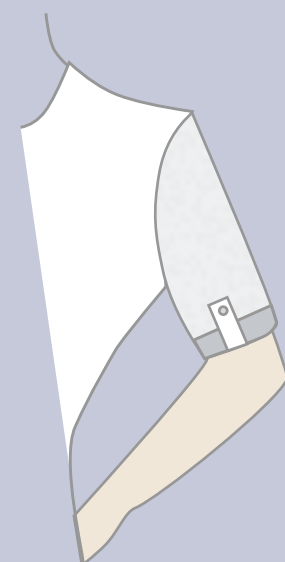
LONG SLEEVES



CAP SLEEVES



SHORT SLEEVES



ROLL UP SLEEVES



RUFFLE SLEEVES

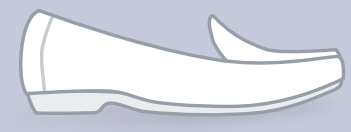


FULL SLEEVES



HALF SLEEVES

More icons



LOAFERS



SPORTS SHOES



SNEAKERS



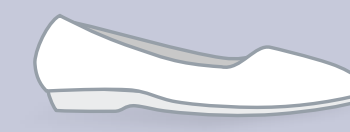
SANDALS



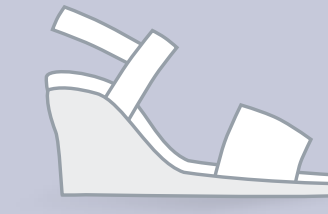
HEELS



FLATS



BELLY SHOES



WEDGES



STILETTOS



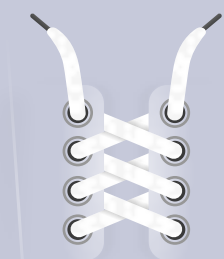
BOOTS



CASUAL SHOES



SPORTS SHOES



SHOE
ACCESSORIES



SNEAKERS



FORMAL SHOES



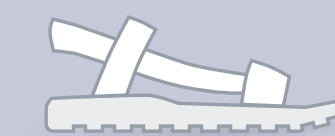
SANDALS &
SLIPPERS



BOOTS



FLIP FLOPS



FLOATERS



SNEAKERS



SANDALS



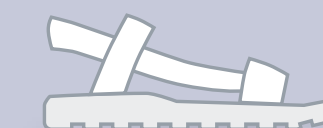
BELLIES



LOAFERS



BOOTS



FLOATERS



FLIP FLOPS



FORMAL SHOES



SLIPPERS



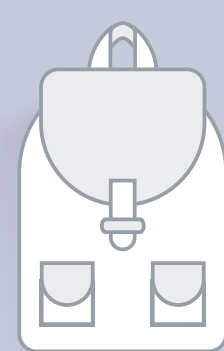
PEEPTOES



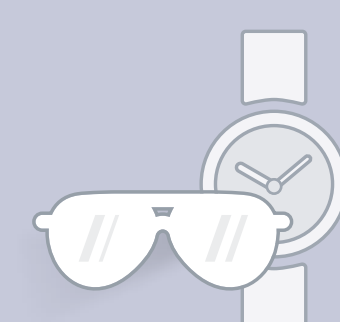
CLOTHING



SHOES



BAGS



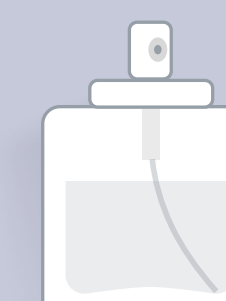
ACCESSORIES



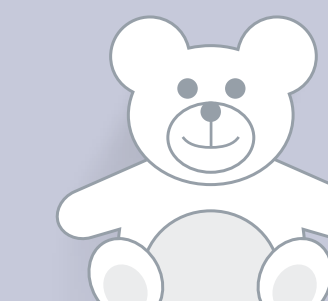
JEWELLERY



HOME & LIVING



BEAUTY



TOYS



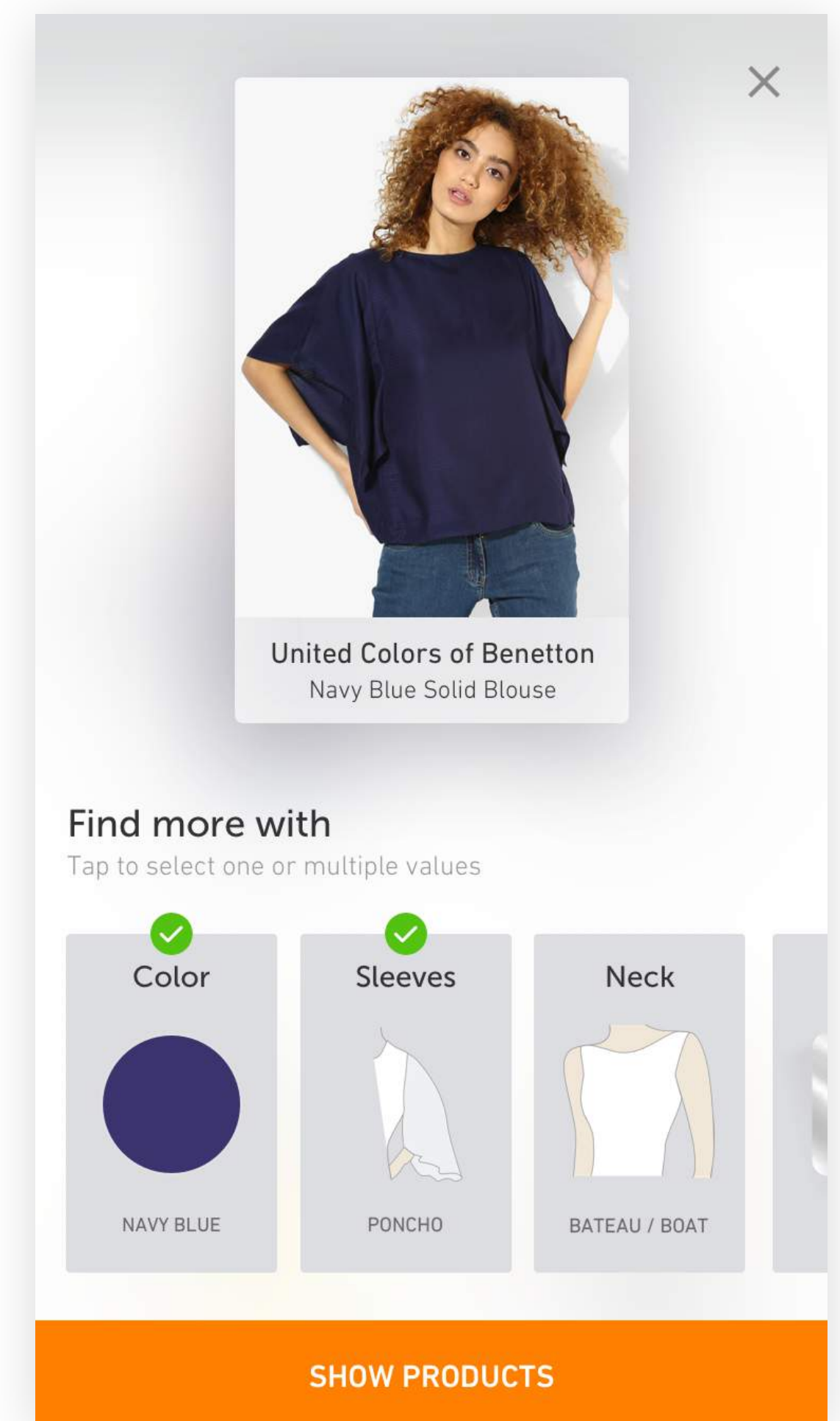
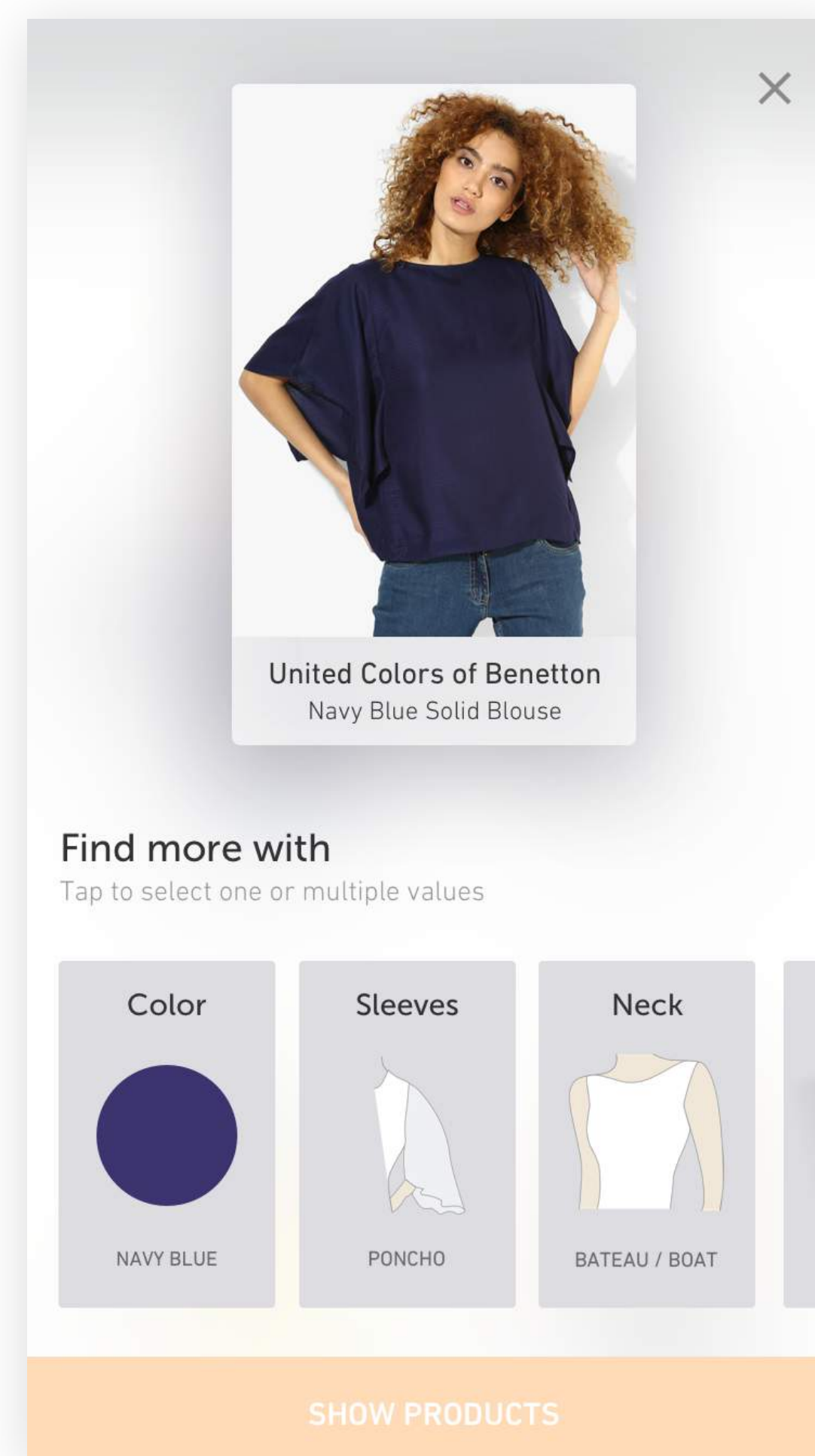
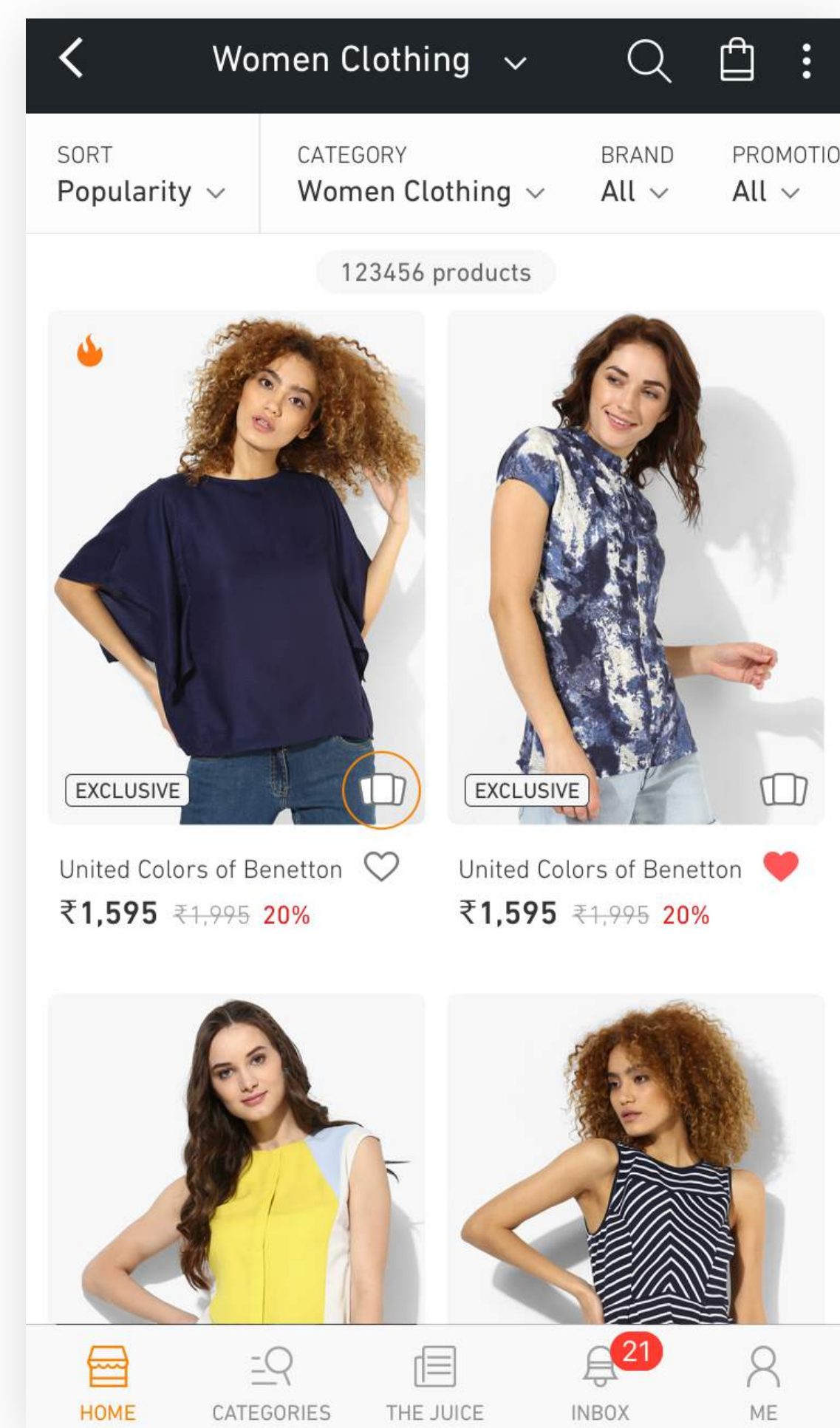
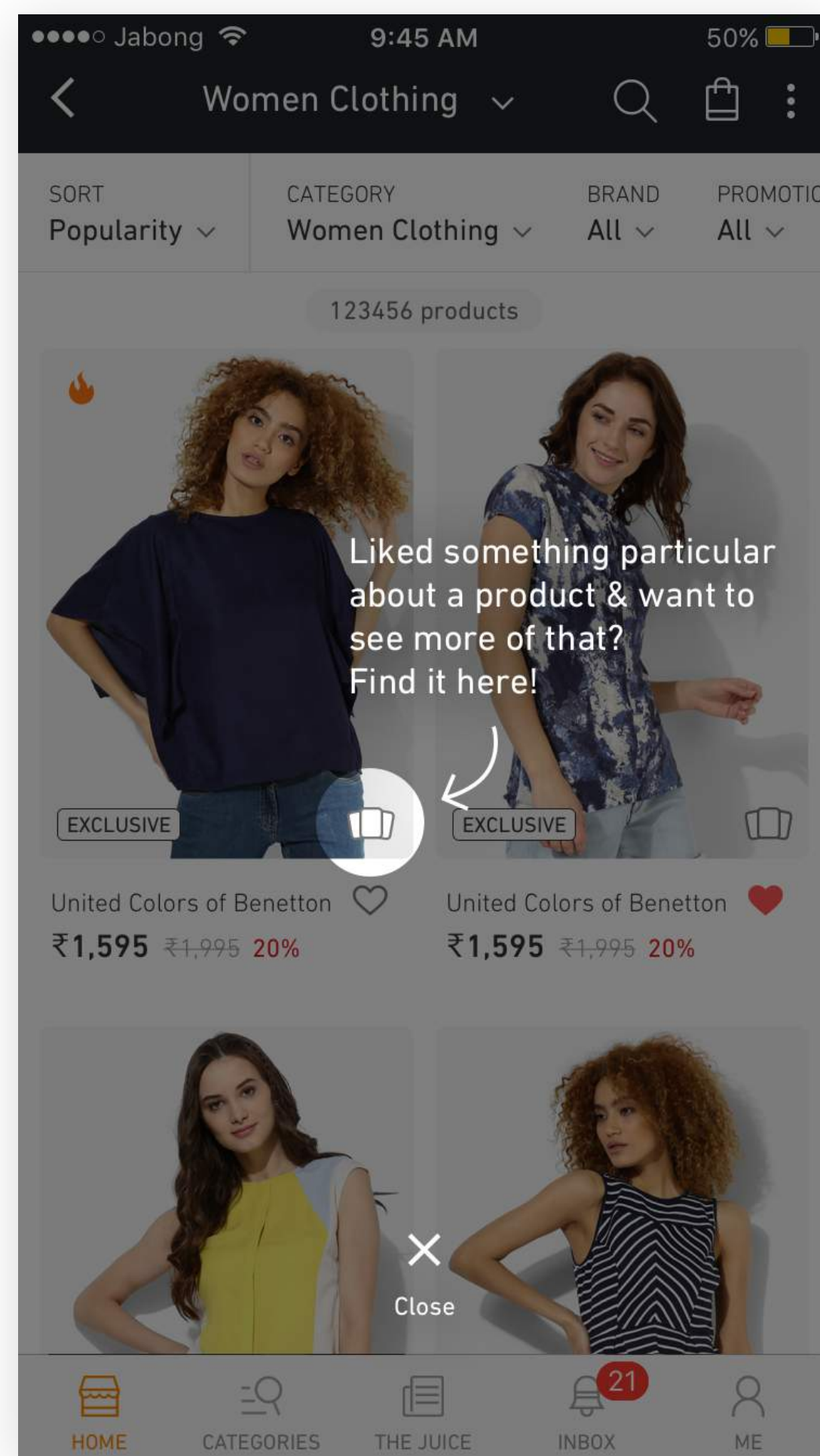
SPORTS



SUMMER JACKETS
& SHRUGS

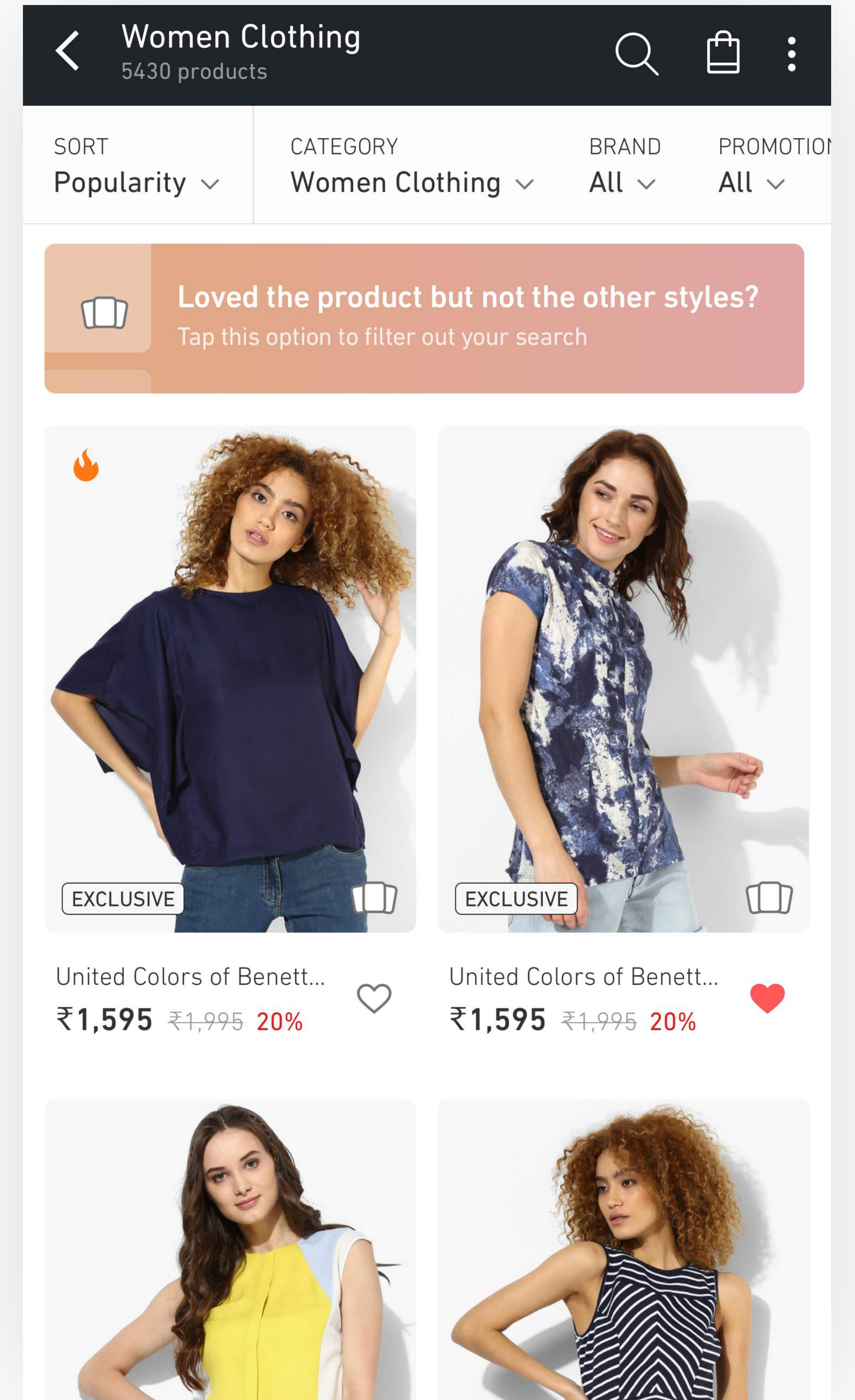
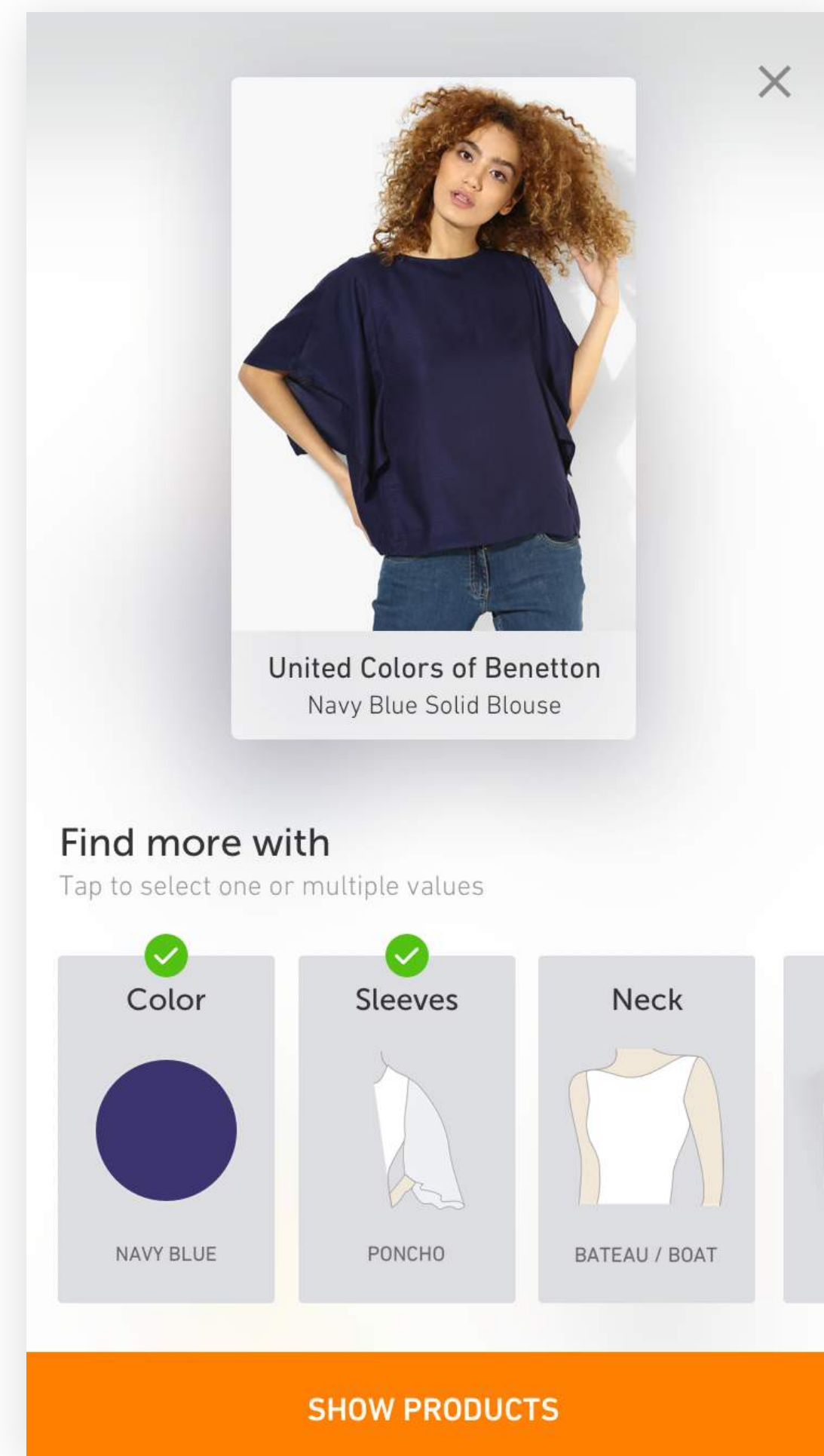
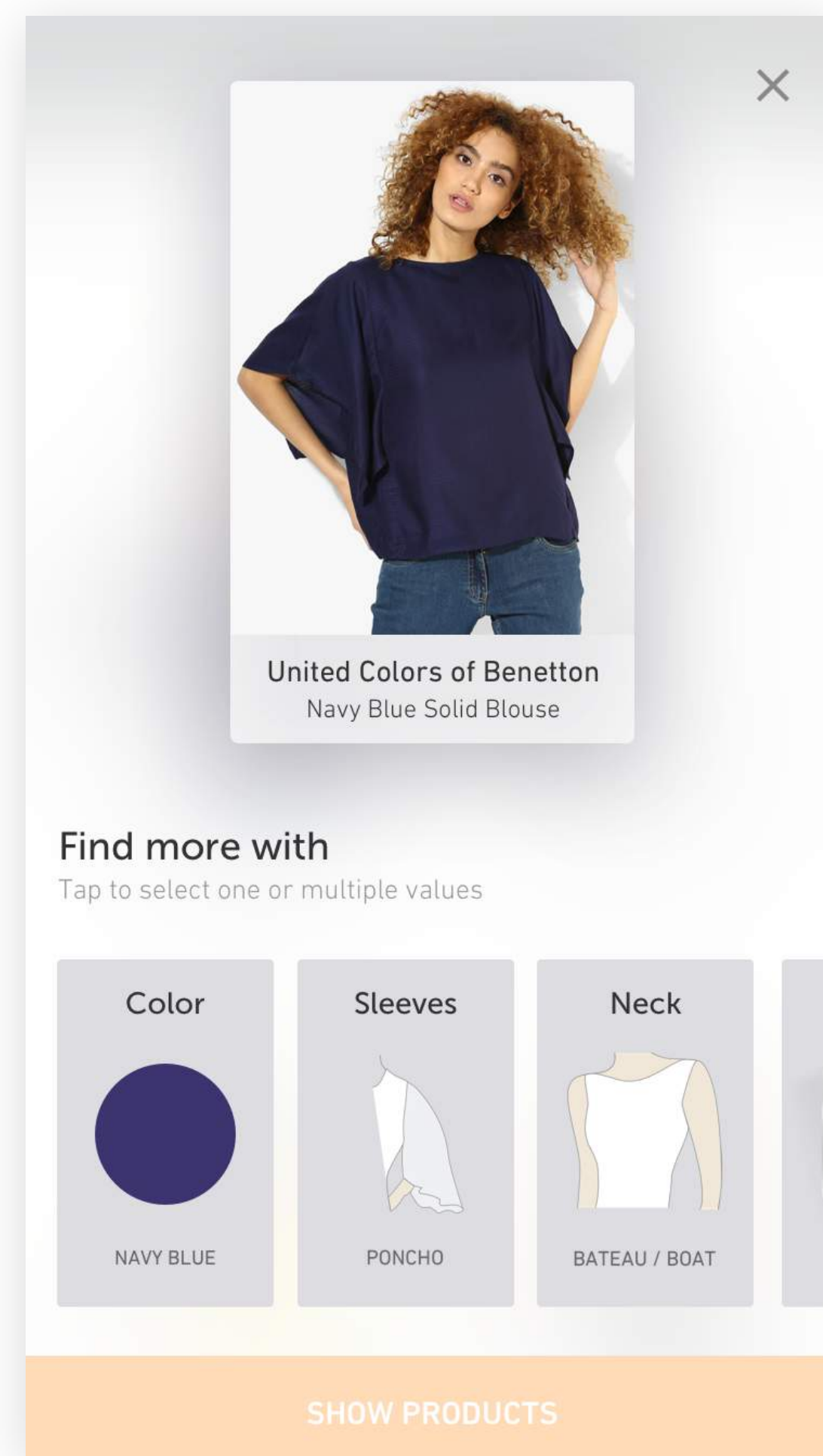
Visual Design

In initial designs, we thought of implementing coach marks but in **Usability test** and **in our own research**, we found that people are hardly using coach marks to read the information. They just wanted to see the product and continue with journey. Then we had to remove coach marks and did the **UT** again to see how many people are identify that circle on catalog page. We were getting some good feedback on this representation but not that great as we thought of. We tried one more iteration with showing a banner on page itself to tell users that you can view this feature by tapping this icon.



06 Final design

After so many iterations, we come to this representation which loved by our customers and help us to increase the funnel conversion and revenue growth



07

Metrics impact

Primary Metrics

CTR was increased by **~18%** for Catalog to Product page

Clicks for filters were reduced by **~8%** as people were able to find their suitable product on list page itself.

Overall conversion was increased from 1.5% to **1.8% (18.18 increase)**

Secondary Metrics

RPU was increased by **~0.27%**

OPU was increased by **~0.58%**

08

Insights and learning

With the help of icons, we've also created one feature called "Visual Filters" which help user to identify the type of the product.

Visual Filters helps to grow 2.5 conversion in app when we launched it and conversion rate of filter goes above by 40-50%

and Show me more of was such a good relief for user to explore the similar products.

