

Responsive Web Design

Team QuickLooks

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Meet the team



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Project Overview

Our team was tasked with designing a responsive website to address a problem in emergency response. We had to design a mobile web application to meet the needs of business owners, service providers, and consumers in this space.



Our design needed to consider how our users would be physically interacting with our solution and adapt to different platforms

Exploring the Topic Space

Initial Subject Area Research & Ideation

After choosing emergency response as a topic our team brainstormed a long list of directions we could take the project. Google searches and group brainstorming unearthed numerous niche subjects that excited us.

We wanted to tackle something original and less common, so we ruled out the obvious 911 emergencies. Eventually, our research led us to select pandemics as our first focus area.

Types of emergencies

- A more detailed 911
 - Medical/Ambulances
 - Police
 - Fire
 - Amber alerts
 - Car accidents
- Natural disaster relief
 - Wildfires
 - Flooding
 - Earthquake
 - Hurricanes
 - Volcano eruption
- Remote rescue
- Pandemic health emergency "super bugs"
- Food and water safety
- Chemical/gas line explosions
- Nuclear explosion
- Power outages lol
- Drought

Pandemics: Secondary Research

DISCOVERING

We explored the subject of epidemics by consulting online resources from the World Health Organization, the Center for Disease Control, local government health departments, and university outbreak plans.

NARROWING

Our team further narrowed down the scope of the project to flu pandemics after discovering the CDC's Influenza Risk Assessment Tool and learning about the susceptibility of elderly people and children to the flu.

FINDINGS

Many organizations and institutions had plans in place to deal with pandemics, but few people and cities had experienced them. H1N1 and avian flu were the only two incidences that we could gather information around.

There have been 4 global pandemic outbreaks in the past 100 years. (CDC)

Levels	1	2	3	4
Vanderbilt Pandemic Criteria	Pre-event Planning	Escalate Internal Communication and Preparation	Prepare to Suspend Selected University Operations	Suspend Selected University Operations
	<p><u>Insignificant Threat:</u></p> <ul style="list-style-type: none"> Human infections with a new/novel subtype, but no sustained human-to-human spread. Mild to moderate illness. 	<p><u>Emerging Threat:</u></p> <ul style="list-style-type: none"> Small, highly localized clusters anywhere in the world with limited human-to-human transmission. International travel advisories begin. Illness surveillance increases. Increasing U.S. media attention, publicity & concern. Illness appears to be mild to moderate. Vaccinations (if available) are released. 	<p><u>Definite Threat:</u></p> <ul style="list-style-type: none"> Large clusters, but still localized in the general U.S.A. or Southeast U.S. International travel warnings and passenger screenings begin. Characterized as having a high rate of transmissibility. Worried well begin to use healthcare resources. Illness progressing from moderate to severe. Rising death toll from illness. CDC/Metro issues advisories. 	<p><u>Severe Threat:</u></p> <ul style="list-style-type: none"> Increased and sustained human-to-human transmission in Tennessee and/or Metro Nashville area. Confirmation of a high rate of infectivity and/or mortality. Falling class attendance, students leaving campus Daycare & K-12 school closings by local health departments. Rising employee absenteeism. International travel restrictions Hospitals beginning to be overwhelmed. CDC/Metro issues directives such as social distancing, cancellation of large gatherings, etc. Governor declares State of Emergency in TN.

Phases were a common preparedness theme across educational institutions and cities.

Pandemics: Guerrilla Research

To make our solution more focused, we started designing for low-income families with young children in Pittsburgh. We identified stakeholders to speak with about our focus area:

CUSTOMER

Low-income parents in Pittsburgh

SERVICE PROVIDER

School teachers

BUSINESS OWNER

Allegheny County Health Department

Calls were made to administrators at three county and municipal health departments, a doctor at the CDC in China, Pittsburgh teachers and school administrators, and local family-serving nonprofits like Allegheny County's Head Start chapter.



Getting in touch with county health departments and school administrators proved very difficult.

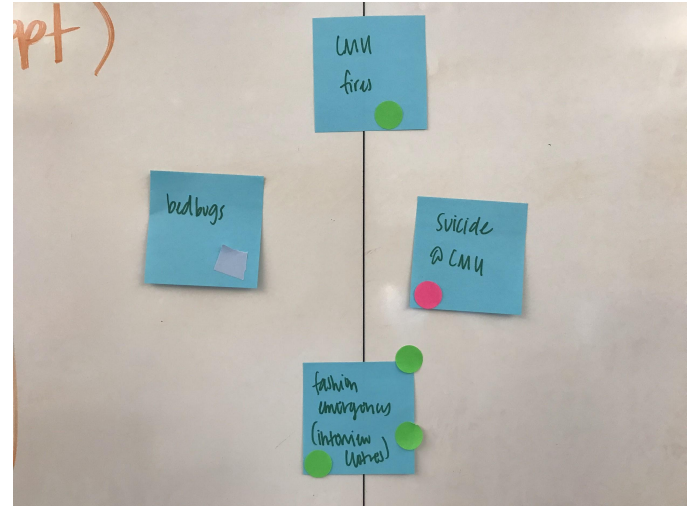
We left numerous voicemails and didn't receive calls back.

Pivoting & Scoping

Pivoting: Fashion Emergencies for CMU Students

Ultimately, we decided that focusing on designing a solution for a pandemic was too ambiguous for the purposes of this project. Because of the lack of exposure to this type of emergency, our stakeholders had trouble answering our questions. Conversations during guerrilla research veered towards hypotheticals and away from reality. We wanted to ground our design in people's experiences and tangible pain points.

We went back to the whiteboard, and revived and added to our initial ideation list. Our team then voted with stickers to select our new topic: fashion emergencies.



Among CMU fire, bed bugs, and student suicide at CMU, fashion emergencies stuck out as the most intriguing option.

Secondary Research

During our second round of secondary research, we opened our thinking up to various interpretations of what constitutes a fashion emergency. Our team was focused less on unfortunate, literal clothes emergencies and more on contextual situations.

TYPES OF FASHION EMERGENCIES EXPLORED

- Damaging clothes before an event
- Needing last minute clothing for an event
- Ill-fitting clothing for an event
- Losing luggage during work or personal travel



"[Brooks Brothers] opens at 8 a.m. for that reason."

– Northeast regional vice president of Brooks Brothers

Brooks Brothers typically opens its locations in business districts before 10 a.m. to be ready for people who have clothing issues on their way to work, according to a [Wall Street Journal](#) article.

"Looking for somewhere I can run on my lunch hour to fit and purchase a suit for a funeral service tomorrow. Not looking for some designer, top of the line suit...looking to spend a few hundred dollars. Where do you recommend?" – reddit

Research Findings

FASHION EMERGENCY STATUS AS DETERMINED BY CONTEXT

In the case of fashion, what qualifies an emergency depends on the environment and the emotional state a person is in. For example, a person can spill coffee on themselves at home and simply wipe it off without a care. But if the stakes are higher, and the person is at a wedding or an interview, the cost of the spill can lead to distress and emotional overwhelm.

THE RUSH FOR LAST MINUTE ITEMS FOR WEDDINGS, INTERVIEWS, FUNERALS

Online resources like reddit and Quora along with our guerrilla research revealed that weddings, interviews, and funerals were the top reasons for contextual fashion emergencies. Typically customers were looking for formal wear during these occasions.

Guerrilla Research

After conducting secondary research, we decided to focus our project on fashion emergencies for CMU students in an interview context.

CUSTOMER

CMU students preparing for an interview

SERVICE PROVIDER

Pittsburgh-based clothing retailers

BUSINESS OWNER

Center for Career & Professional Development (CPDC)

Our team spoke with 8 undergraduate and graduate students, 5 retail store managers and salespeople, and 1 representative of the CPDC to deepen our understanding of the problem space and the goals and concerns our stakeholders.



We spoke with both chain retailers like Banana Republic on Walnut Street and mom and pop retailers like Boutique la Passerelle in Downtown Pittsburgh.



Guerrilla Research

RETAIL SHOP MANAGERS

We visited Men's Wearhouse, J. Crew, and Banana Republic. All of them had experience dealing with people in a rush, although mostly for weddings. They noted that many students who came in a rush tended to just want something good enough and didn't want to wait for alterations.

None of the shops aside from Banana Republic had any interest in providing rental services, due to the lack of resources. Rental suits require heavier fabrics, and dry cleaning services make the profit margins small. The manager at BR thought some kind of partnership with CMU would've been interesting, albeit unlikely to occur due to corporate policies.



Banana Republic, J. Crew, and Men's Wearhouse are located close to CMU and likely destinations for students in need of clothes.

Guerrilla Research

CMU CAREER & PROFESSIONAL DEVELOPMENT CENTER

Due to the CPDC's close involvement with the interview process, we thought they would have interesting insights on our problem.

The advisors at CPDC noted that wearing something presentable to interviews is a must - and that, unfortunately, many students arrive well underdressed, e.g. wearing gym clothes and sweatpants. Their advice to people who were in a very bad fashion emergency was to explain themselves to the interviewer.

Upon hearing about a potential suit share solution, the CPDC responded positively, saying that it was a service they would be willing to incorporate if they could.



Guerrilla Research

STUDENTS

Lastly, we interviewed a lot of CMU students to get a sense of their experiences with interviewing and how they would respond to fashion emergencies.

Although many students already had interview clothing, many often needed to borrow things like ties and belts from their friends. Almost none of them had any backup plans aside from borrowing from their friends, which they agreed might not be the most reliable solution during emergencies.

Most students were open to renting interview clothing. However, many were hesitant to lend out their own if there was a peer-to-peer sharing service, citing concerns about getting it back on time and cleanliness.



Select Research Findings

STUDENTS HAVE 1 GO-TO FORMAL LOOK FOR INTERVIEWS

Students we spoke with tended to have one to two reliable interview outfits. Many people expressed concern over their pants fitting. This was especially worrisome for women, who cringed at the idea of having to find a pair of last minute pants that worked for an interview.

WOMEN STUDENTS ARE MORE NERVOUS ABOUT PEER-TO-PEER SHARING THAN MEN

Men felt more comfortable borrowing clothes than women did. Some women we spoke with felt uncomfortable around asking for sizes and didn't like the dynamic it created. Both men and women felt most comfortable borrowing accessories like jewelry or a belt.

MALE STUDENTS OFTEN UNDERDRESS FOR INTERVIEWS

Our stakeholder at the CPDC shared that she has seen many situations in which students have shown up to conferences like TOC and interviews wearing gym clothes and sweatpants. Underdressing for professional occasions more of an issue for men, according to our contact. The presentation of students matters to the CPDC, who keeps relationships with various top companies.

Select Research Findings

THE RENTAL BUSINESS RUNS DIFFERENTLY THAN RETAIL BUSINESS

Conversations with Men's Warehouse and secondary research on Rent the Runway revealed that renting is very different from buying. Offering regular retail and rentals is a costly operation. Suits that are sold off the rack are made of a different, more delicate material than suits designated for many wears.

RETAILERS MAKE DECISIONS BASED OFF OF FASHION EMERGENCY POTENTIAL

Retailers like Brooks Brothers, Saks Fifth Avenue, Ann Taylor, and more make business decisions based on the assumption that customers will have fashion emergencies. According to the Wall Street Journal, shops are opening up earlier and on-demand in order to meet the needs of frazzled customers.

THE ART OF OUTFIT DISCOVERY DISAPPEARS WITH AN ANXIOUS CUSTOMER

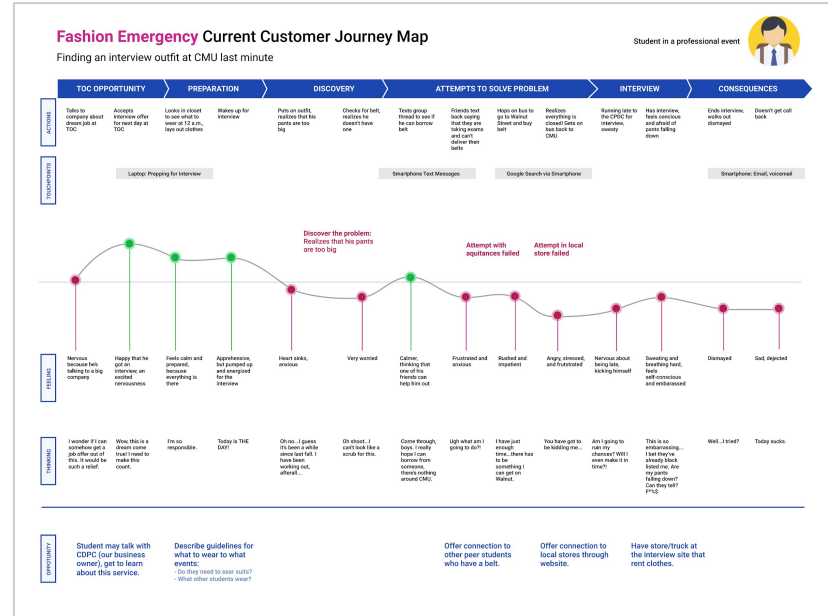
Retailers like Men's Warehouse and J.Crew spoke poetically of the tradition of finding a first suit and the art of composing a confidence-inspiring outfit. But when a customer is stressed and needs something last minute, a manager told us that expectations are lowered: they are just trying to find the customer something acceptable that fits. Sometimes, they'll send an anxious customer on their way empty handed; buying online is futile in an emergency.

Customer Journey Map: Student

Based on guerrilla research, we then created two customer journey maps for our customer, a student with a last minute outfit need before an interview, and for our service provider, a salesperson who is going through the process of fitting a suit for a customer.

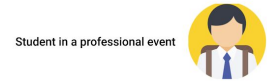
SELECT CUSTOMER OPPORTUNITIES

- People already reach out to their social connections for last minute borrowing – is there an opportunity to scale their reach?
- Many retailers don't open before 11 a.m., but the work and school day begins at 8 a.m. – can we bring the store to students digitally or physically?

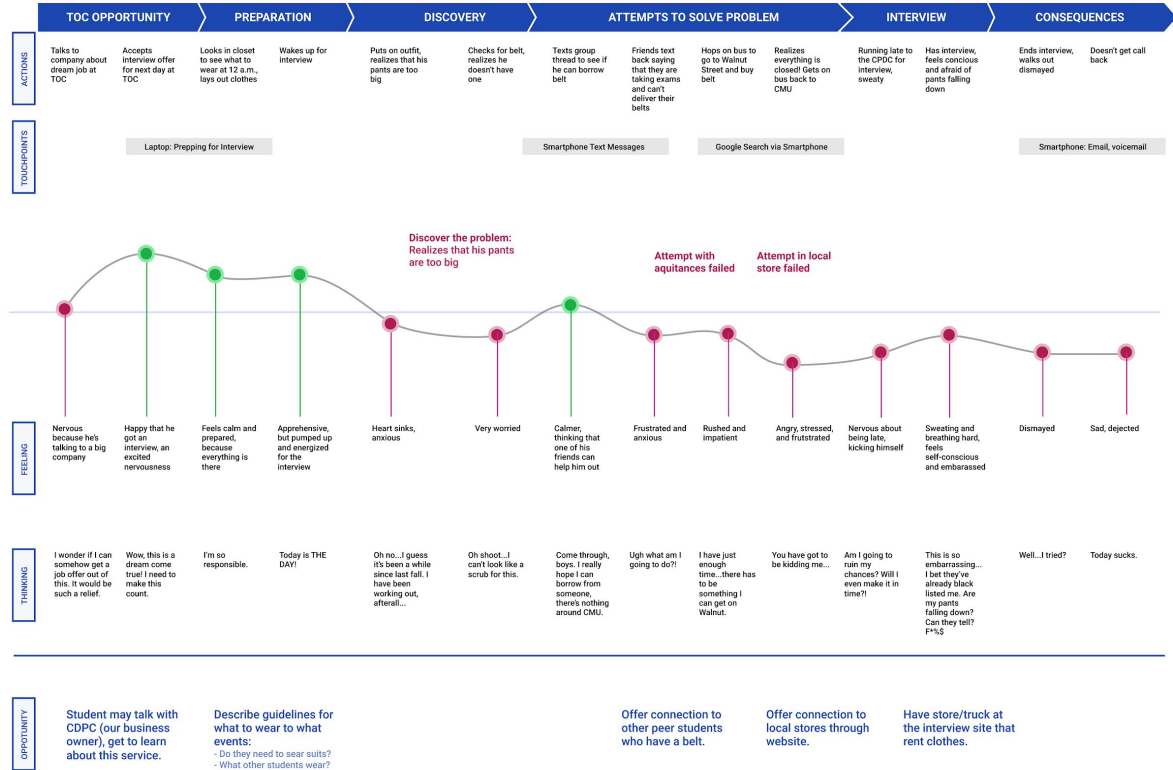


Larger version of the map on the following slide.

Fashion Emergency Current Customer Journey Map



Finding an interview outfit at CMU last minute

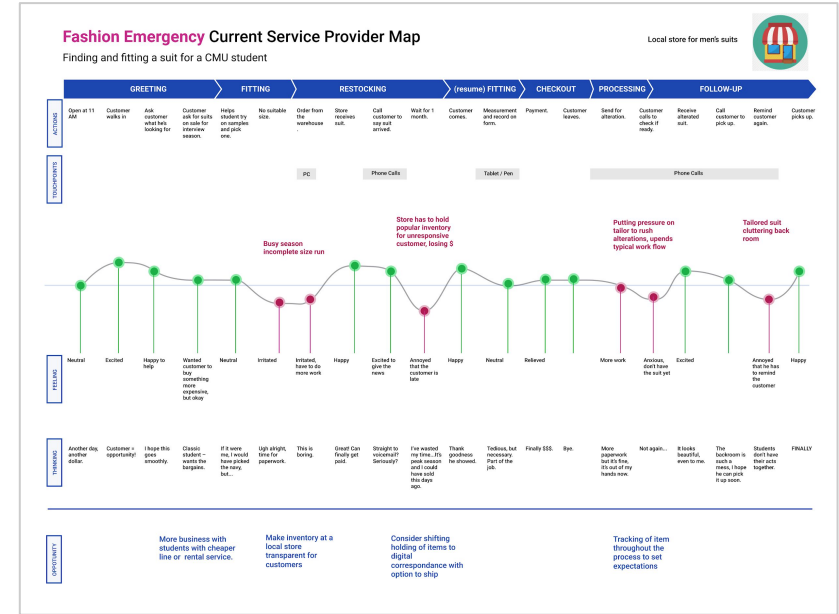


Customer Journey Map: Salesperson

We wanted to learn what the current interaction looks like between our service provider, a retail salesperson, and student customers. Thus, we journey mapped the salesperson's experience of fitting and altering a suit for a student.

SELECT SALESPERSON OPPORTUNITIES

- Customers, especially students, will forget that they have items on hold or waiting for post-alteration pick-up, making salespeople call them multiple times for reminders – can we take the conversation online?
- Salespeople lose money and time when they try to help a rushed customer but don't have the needed size in stock – can we increase transparency of inventory before the customer arrives to save everyone time?

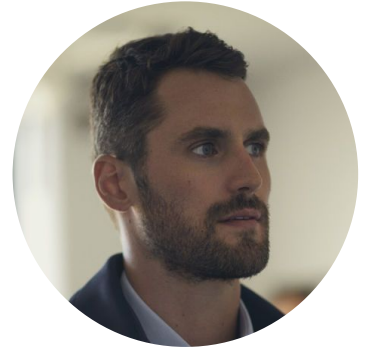


Larger version of the map on the following slide.

Meeting Our Personas

Personas

Based on the initial research on our stakeholders, we created the following personas to embody our users. To capture the high diversity among students, we created two student personas to go along with a CPDC advisor and Banana Republic representative.



Personas



Daniel

A junior in SCS who is about to interview with Google. He's not too fashion-savvy, so he's not sure what he should wear to his interview, nor does he have much time to spend looking for suits.



Charlotte

An MCHI student getting ready for her interview with Ideo. She hasn't interviewed in a while, and her old interview outfit might not fit her anymore. She's picky about her clothes, and doesn't want to spend a lot of money purchasing something she doesn't love.

Personas



Kate

A CPDC advisor whose job is to help students get their dream jobs/internships. She has often had to help students figure out what they need to wear.



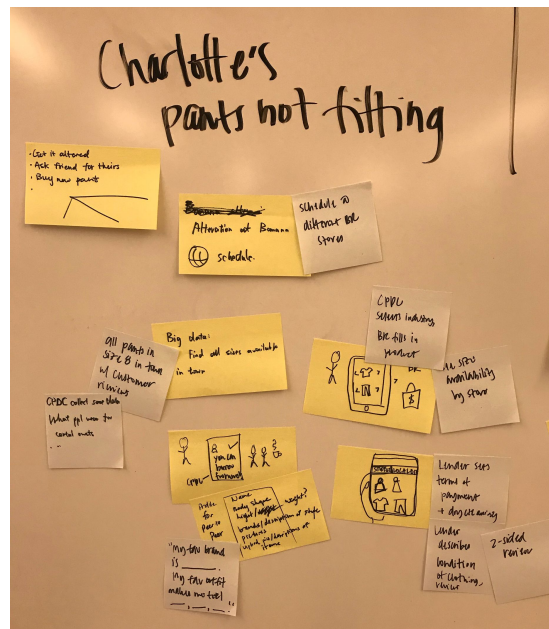
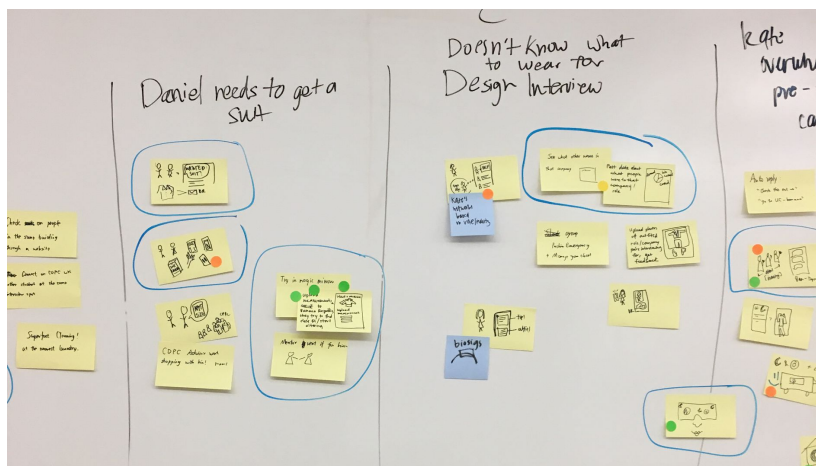
Clark

The manager of the local Walnut Street Banana Republic. His goal is to make sure his customers find what they need and feel confident, and is also looking for innovative ways to increase sales.

Exploring the Solution Space

Scenarios

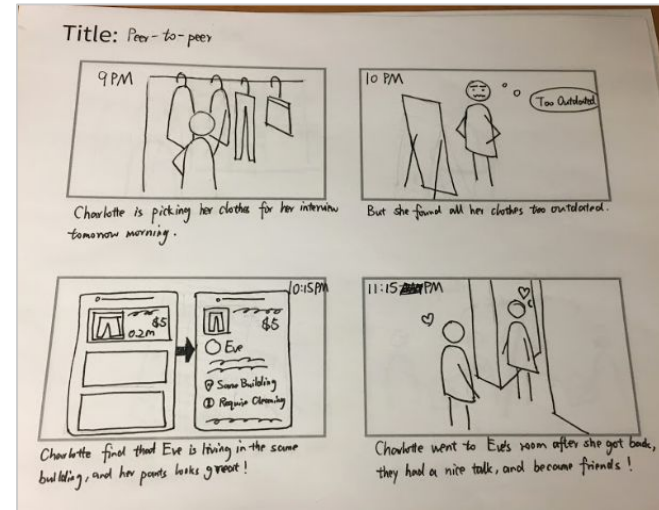
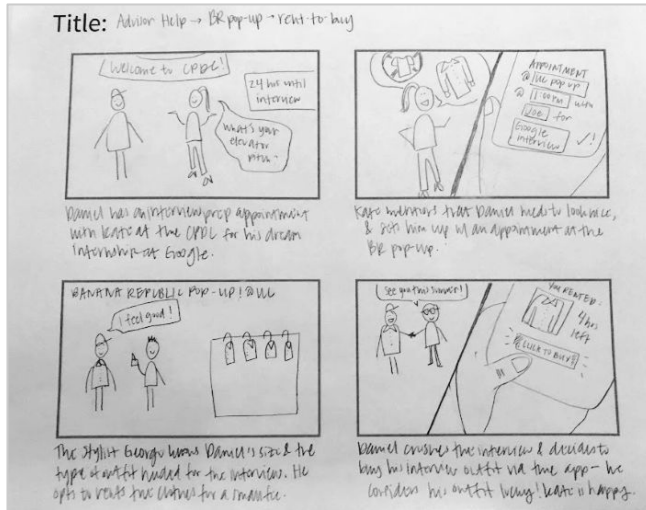
First, we created a long list of contexts in which Daniel and Charlotte would need a last-minute interview outfit. We then brainstormed potential solutions to their unmet needs. We gave ourselves 5 minutes to independently write down as many thoughts as we could on sticky notes for each problem.



We threw a wide variety of ideas, both good and bad, on the whiteboard.

Storyboarding

After discussing our scenarios, we voted on the ones that made the most sense and seemed the most feasible to convert to storyboards.



Storyboards were minimalistic and graphically captured the journey and emotions of the scenarios

Testing & Choosing the Solution

SPEED DATING

For each storyboard, we each did a three minute interview with a user (mostly family and friends) to better understand 1) if they could see themselves in a similar problem and 2) their thoughts on the solution. We guided the participants through the interview, but let the users do most of the talking so that we could capture their expressions and responses.



CHOOSING THE SCOPE

After completing the speed dating, we found that many of the ideas we had, such as delivery services or anything involving spilled coffee, seemed to be too gimmicky.

The speed dating gave us helpful feedback on our potential solution space and helped us validate the needs of our future customers. The process naturally narrowed down the storyboard scenarios to a few promising ideas, including a peer-to-peer sharing solution and rental services.

Eventually, we voted on designing the website around a rental pop-up service, as it had clearly defined stakeholders and was more realistic.

The Solution

RENTAL POP-UP SERVICE

The solution we decided to design around was a pop-up rental service. Hypothetically, CMU/the CPDC would contract a clothing/service provider (Banana Republic) to establish a small rental hub located in CMU's University Center.

Stocked with basic formal attire, this store provides students the option to quickly and conveniently rent formal apparel on short notice. Students reserve what they need online and come into the physical store to pick up their items. Meanwhile, the service providers need an online system to manage inventory.

Our goal was to design these online interactions and make the experiences of the users and staff very smooth.



The Solution

AWARENESS OF THE SOLUTION

One thing that many of the people we tested were concerned about was awareness. How would students know or find out about our solution when such an emergency presented itself? Tactics such as email campaigns, flyers, and word-of-mouth were the first to come to mind.

Aside from those basic advertisements, however, we decided the best way to market the solution would be to integrate the app with Handshake, the platform that most CMU students already use to apply to jobs and manage their interviews.



NON-PROFIT PARTNERSHIPS

Another aspect of our solution we wanted to emphasize was charity. During our research, we found out about DressForSuccess and CareerGear, which are nonprofits that help disadvantaged individuals find jobs by letting them borrow interview clothing.

In the same vein, we thought about ways to incorporate something similar in our solution. After an item reached a certain number of wears, for example, we could prompt store managers to donate the item.

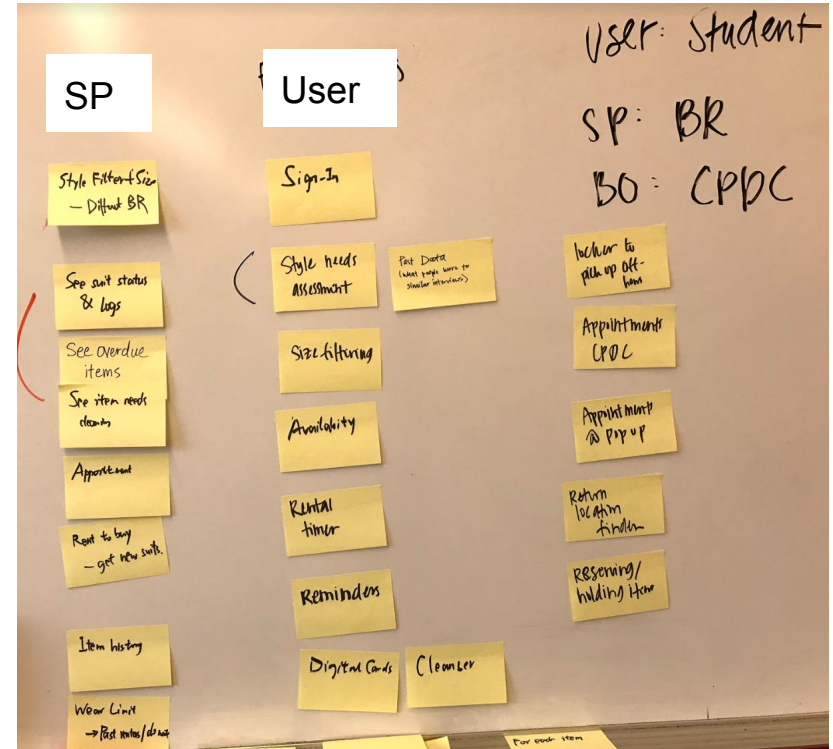
Translating User Goals into Features

Sitemaps

DEFINING THE FUNCTIONS

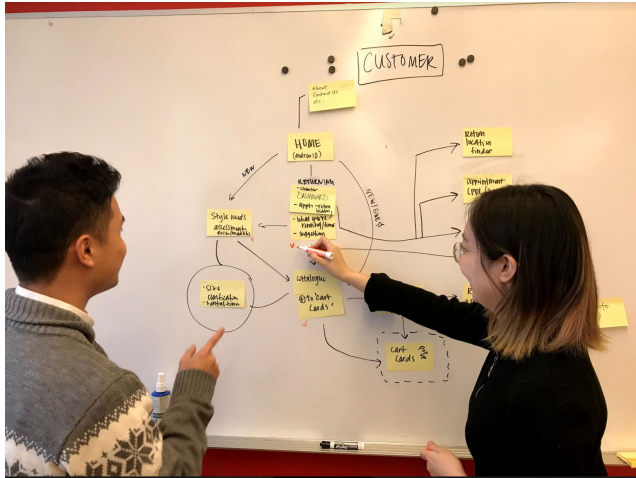
After deciding on creating a clothing rental model, we began brainstorming the basic functions we wanted our website to provide for both customers and service providers. This brainstorm helped us get a sense of what webpages would be necessary to create.

As usual, we put up everything we could think of on to the whiteboard.

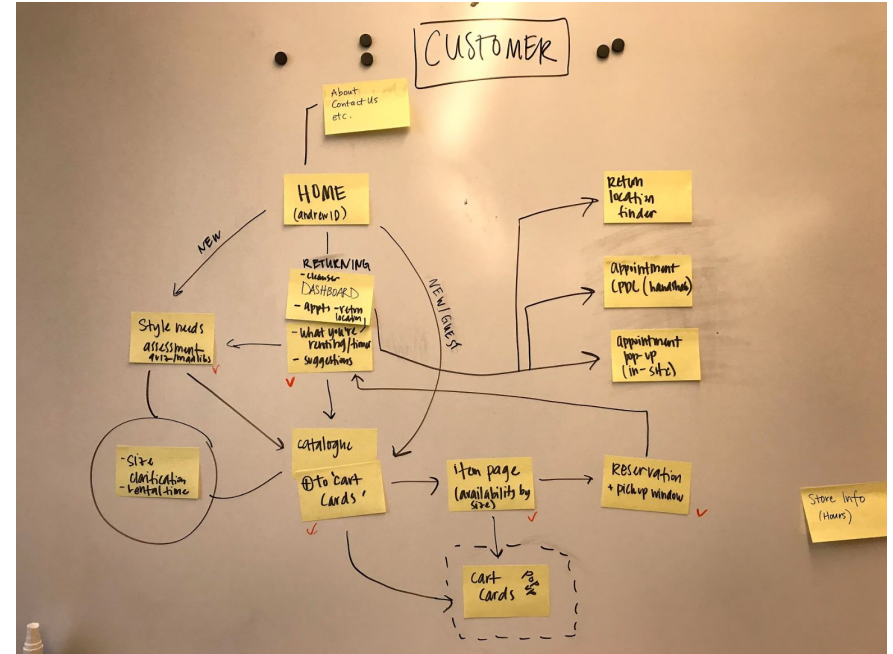


Sitemaps

Using the functions we defined earlier as a guide, we developed a sitemap for our website. This gave us a lens through which to consider which pages and features would provide the most value to our stakeholders.



Discussing by the whiteboard

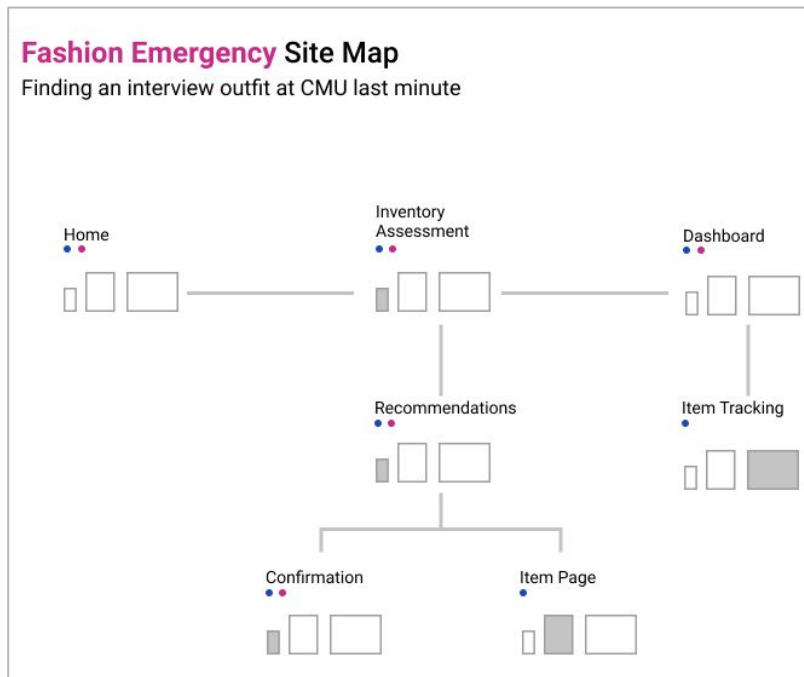


First draft of the customer sitemap

Sitemaps

We then voted on the pages that would showcase the uniqueness of our solution and provide the greatest value to our customer and service provider. Through this process, we filtered out the nice-to-haves and marginally related functionality.

Sitemaps helped us organize functionality across webpages, prioritize functions for our users, and get everyone on the same page about the product we were building.

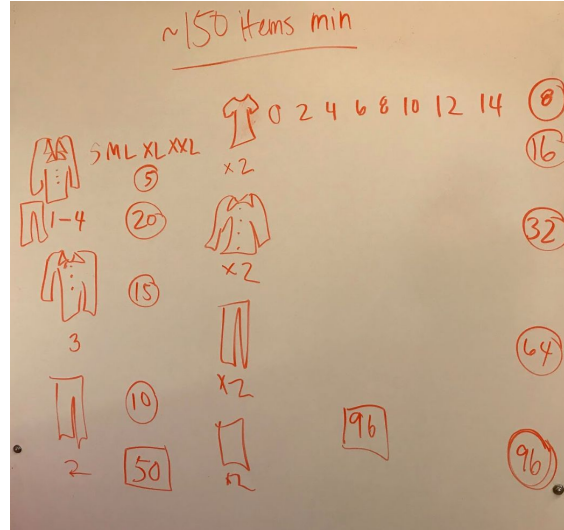


Pink dots represent pages viewable to the customer.
Blue dots represent pages viewable to the service provider

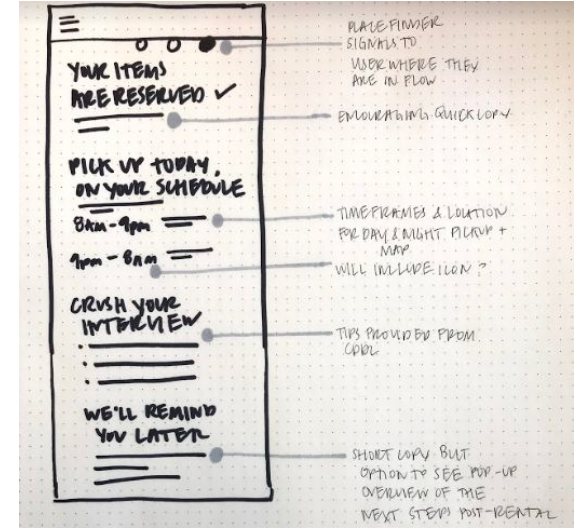
Lo-Fi Wireframes

Before we started wireframes, we first made a rough estimation of the scale of our store. At launch, we estimated the store would need 150 items minimum available at all times. Ideally, approximately 750 pieces would be available to CMU students to rent.

We then designed the first draft of lo-fi wireframes in parallel. During the meetup, we talked about our drafts and discussed the good parts and concerns for each design.



Estimating the scope of the store



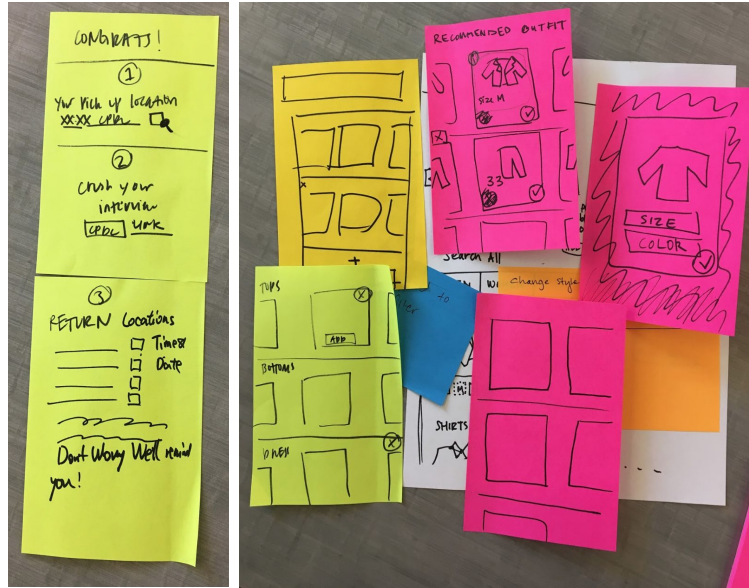
The first draft of the confirmation page

Lo-Fi Wireframes

PEER FEEDBACK

We shared our first drafts with each other to see what needed to be refined. We added comments, ideas, & doodles on wireframes in sticky notes to keep the visual conversation going.

One thing we noticed was that it was easy to forget that we were doing emergency response. Often it seemed like we were just designing an online clothes store, so we had to keep reminding ourselves of our personas Daniel and Charlotte.



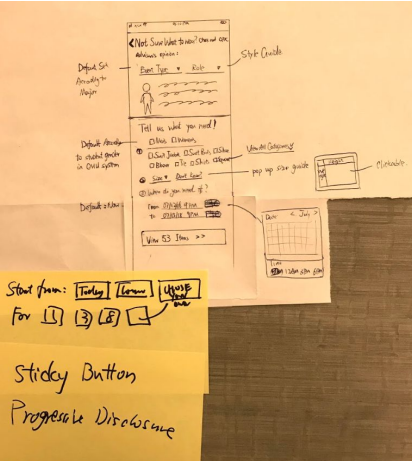
Adding feedback to our wireframes

New design ideas naturally appear during the discussion over our parallel designs.

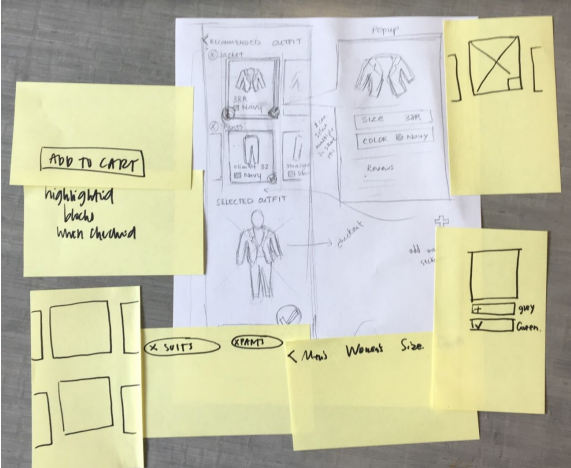
Lo-Fi Wireframes: Customer

Given our focus on emergencies, we prioritized the mobile experience for the customer. Our research revealed that students would likely be multi-tasking while using QuickLooks: prepping for their interview while trying to be on time.

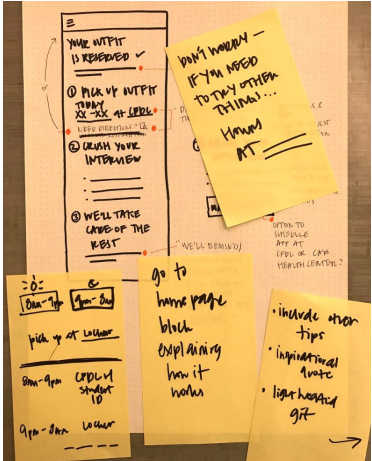
We each iterated on one screen within the customer experience, and added comments in sticky notes during team meetings, focusing on interaction details that would simplify the experience for the customer.



Assessment Page



Recommendation Page

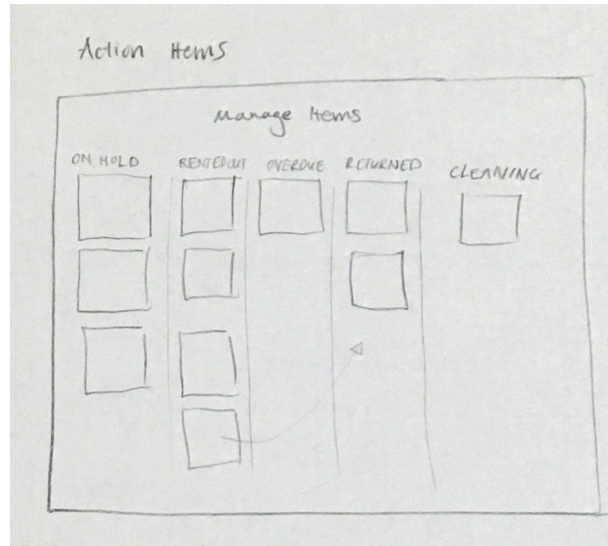


Reservation Page

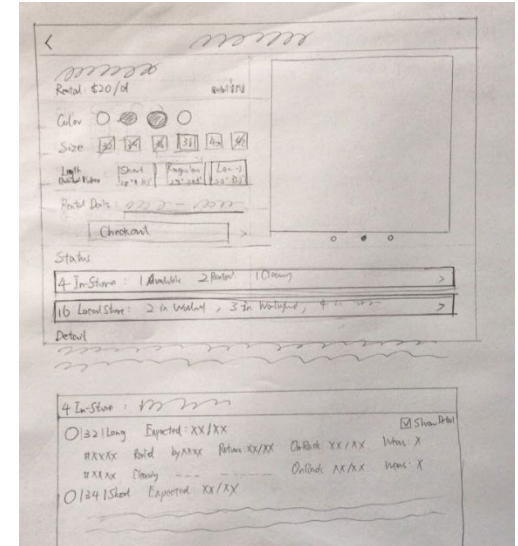
Lo-Fi Wireframes: Service Provider

We understood that Clark, our service provider, would likely be switching back and forth between in-store responsibilities and digital item tracking tasks. As such, we created our service provider screens for both tablet and desktop.

Transparency and prioritization led our design of the Action Items page and the Item page. The challenge is how to find the proper granularity of information, not too complex but just enough to support his task in most cases.



Action Items Page



Item Page

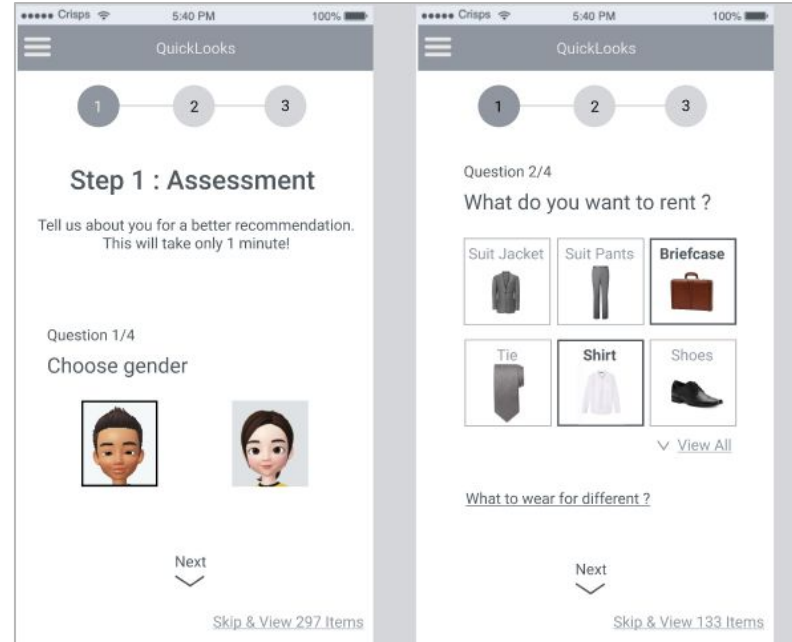
Med-Fi Wireframes: Customer

ASSESSMENT PAGE

Question 1 & 2

We first digitized the screens in greyscale and only three font sizes to prevent ourselves from relying too much on color and size hierarchy. This forced us to be more deliberate in what we chose to include, and where.

We consulted our professor and get insightful feedbacks (as shown below the wireframes).



Not all progress need to be explicitly conveyed.

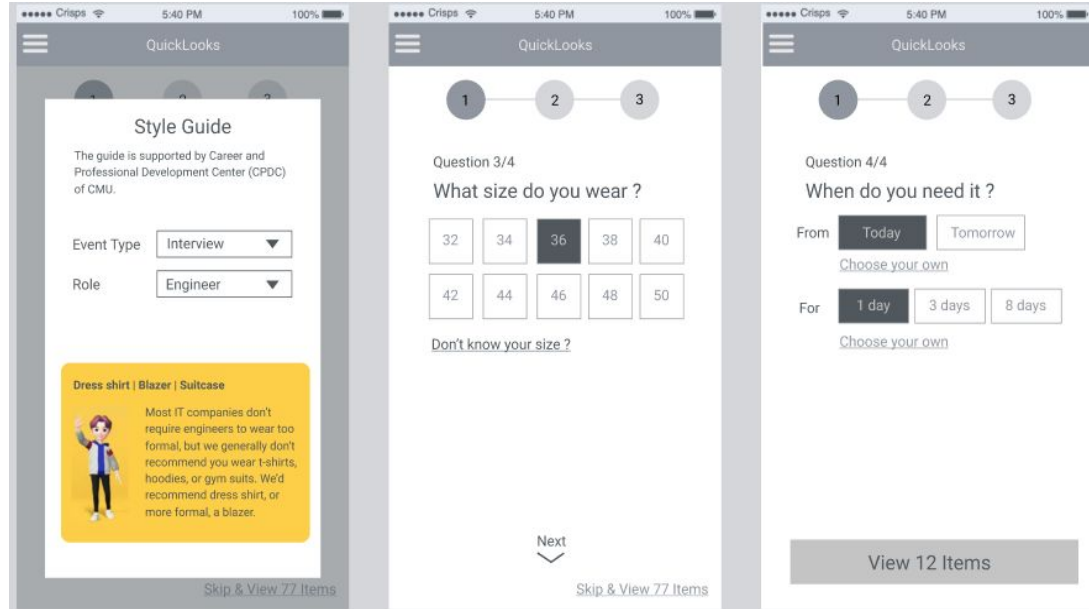
Tracking the number of the question may brings tension.

Med-Fi Wireframes: Customer

ASSESSMENT PAGE

Question 3, 4 & style help page

One of the most important pieces of feedback we got was to make our interface more conversational, e.g. replacing titles describing the page (e.g. "Style Guide") with something that flows better and is more natural (e.g. "Let's figure out what you need"). In our product, copy stands in for an affirming sales person.



Titles like "Style Guide" should be more conversational.

Target size too small.

Wayfinder in process and assessment compete for user's mental model.

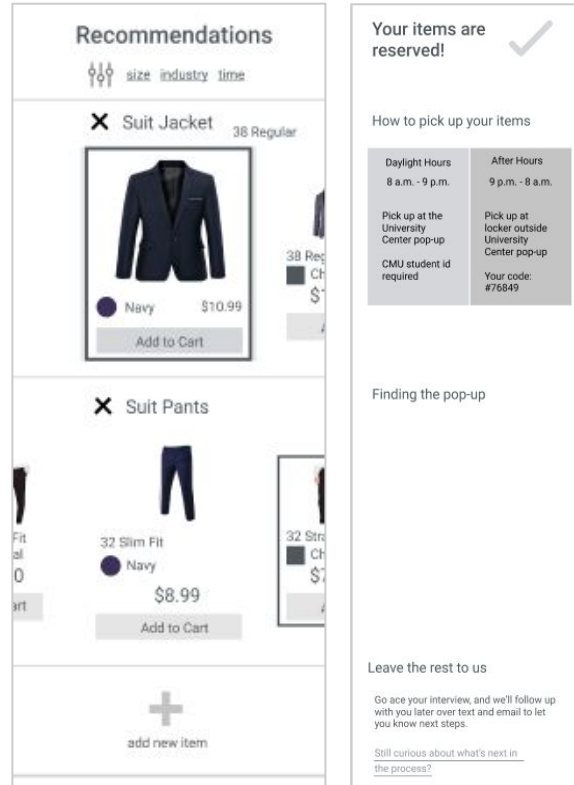
Med-Fi Wireframes: Customer

RECOMMENDATION PAGE: CONDENSED MIX AND MATCH OUTFIT CREATION

To keep things simple for Daniel and Charlotte, we created a modular browsing page that allowed them to swipe horizontally through their recommended items and put together an outfit.

RESERVATION PAGE: PREPARING FOR THE USER PASS-OFF FROM ONLINE TO OFFLINE

The reservation page marked the last step in the digital experience for Daniel and Charlotte before they went to the pop-up to try on and pick up their items. We wanted to keep it simple and show them the different time windows available for pick up, a map to help them navigate there, and an affirming message letting them know that we will remind them later to return their item and complete the transaction.

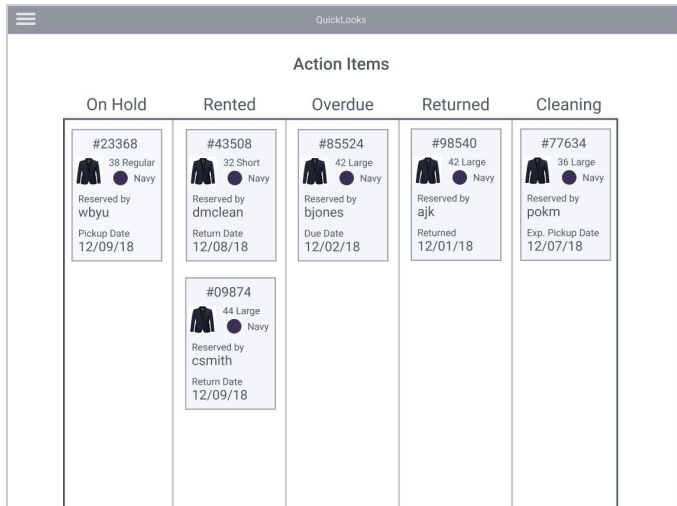


One thing we needed to do was increase readability. Because we'd been working on these screens on desktop, we didn't realize how small images showed up on mobile.

Med-Fi Wireframes: Service Provider

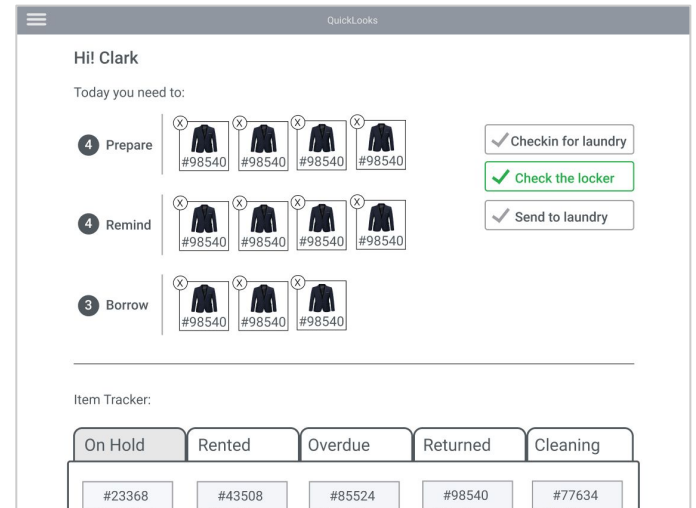
ACTION ITEMS PAGE: PRIORITIZING & PROGRESSIVE DISCLOSURE

In our first iteration, items moves across the 5 phases we concluded. Clark track the items here and drag the cards to the next phase after he finished his task on it.



After receiving feedback on our designs, we considered Clark's tasks and how the interface might help him triage his responsibilities with ease and efficiency.

In our second iteration, we curated a list of top tasks for the day for Clark to manage once he gets to the pop-up.



Med-Fi Wireframes: Service Provider

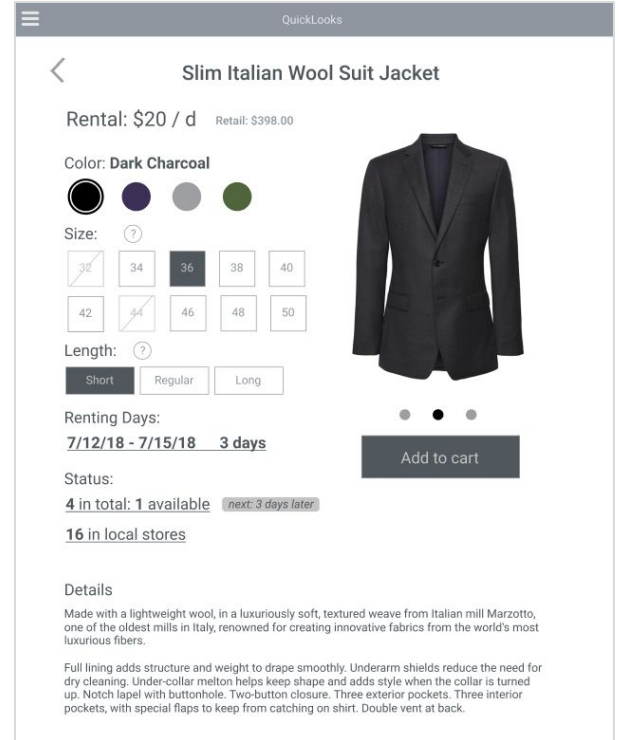
ITEM PAGE

Multi-store inventory transparency & student interaction

While an item page within an ecommerce experience is a common design pattern, we understood that our service provider, Clark, required more information.

Designed for tablet, the item page contains large images, pricing, and toggleable color swatches that allows Clark and student customers to review items together.

An important functionality of the page is that Clark can see the status of this item for a given size and color, both within the pop-up's inventory and in local stores.



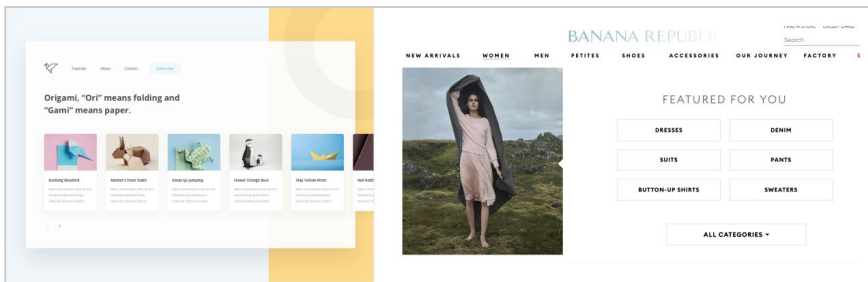
Realizing the Preferred Future

Creating a Brand & Design System

In our evolution from med-fi to hi-fi prototypes, we created a brand and the beginnings of a design system for QuickLooks. We want Daniel and Charlotte to feel a sense of reassurance and optimism when they opened up the webpage.

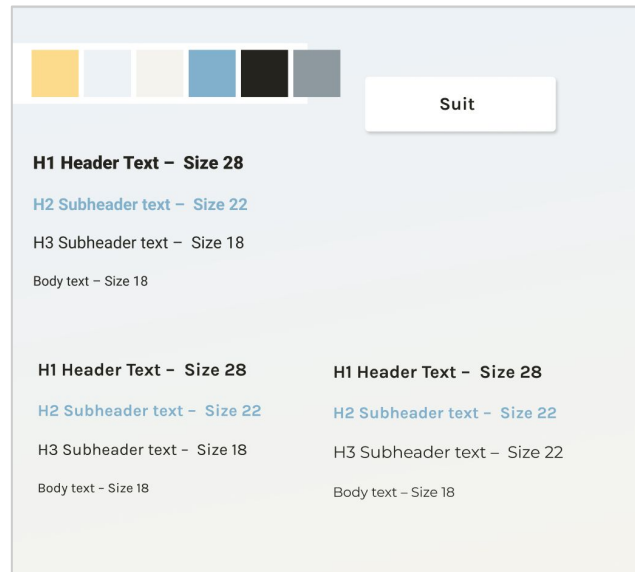
MOODBOARDING

We choose a light yellow and muted medium blue. Banana Republic's clean, simple website also helped inform our hi-fi wireframes.



EXPLORATORY STYLE GUIDE

We experimented with different typefaces and palettes before selecting Roboto as our main font.

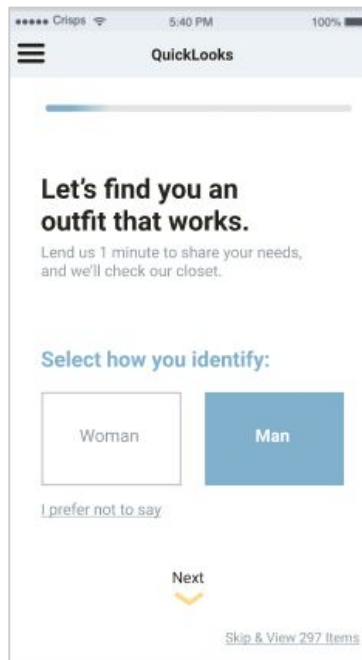


Hi-Fi Wireframes: Customer

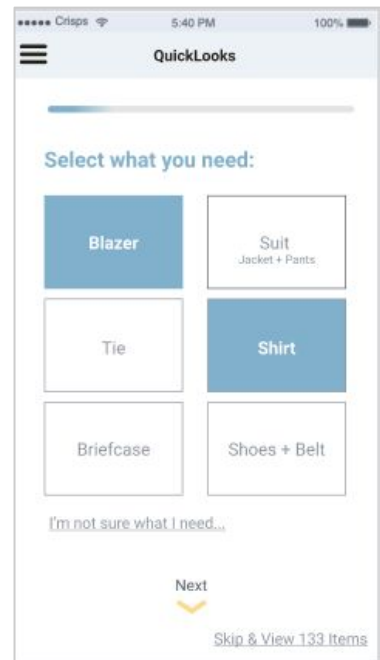
ASSESSMENT PAGE

Question 1 & 2

We applied our brand styles to our med-fi wireframes to bring QuickLooks to life and got another round of feedback.



How might progress bar signal more clearly to the user that they are getting help soon?

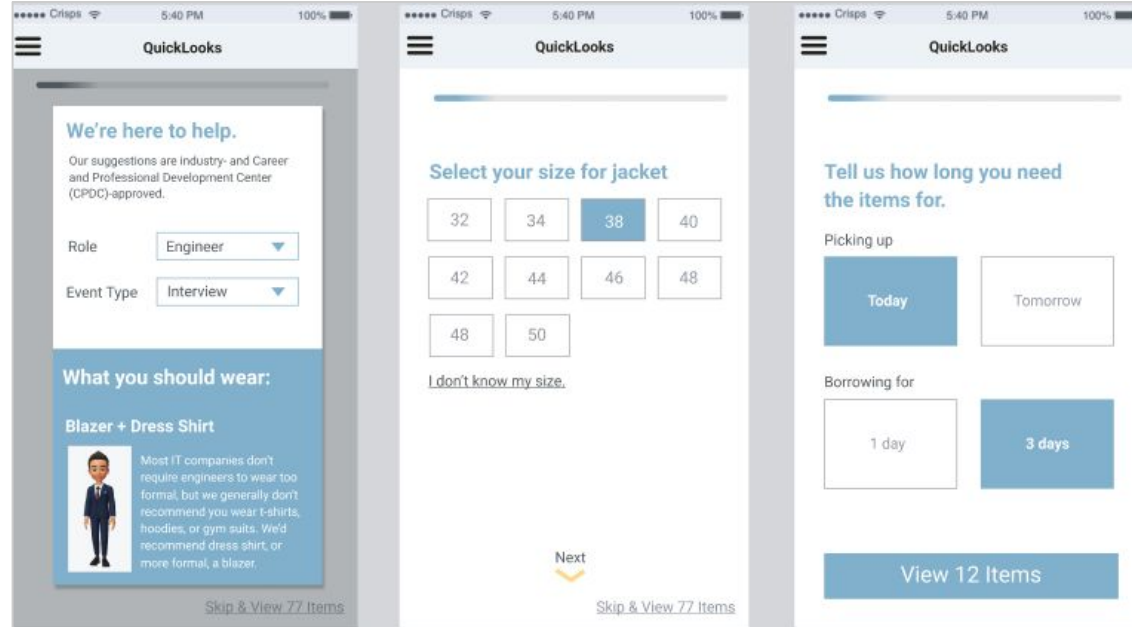


Tracking the number of the question may brings tension.

Hi-Fi Wireframes: Customer

ASSESSMENT PAGE

Question 3, 4 & style help page



Hi-Fi Wireframes: Customer

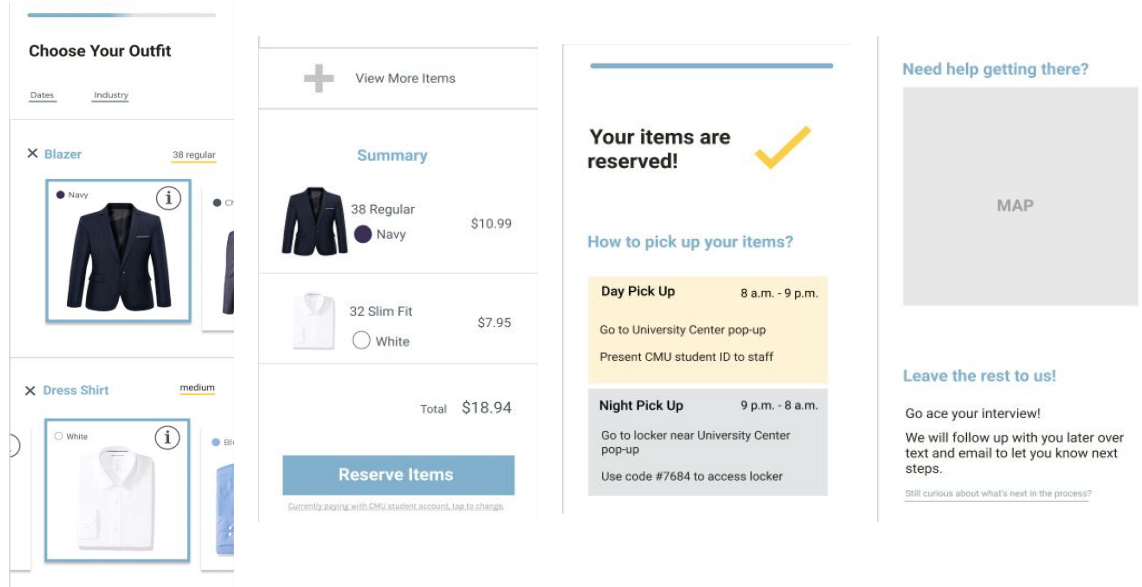
RECOMMENDATION PAGE

Some of the feedback we got was similar to before. We still had to work on making the process more conversational.

Another issue we didn't think about was the real-life edge cases of availability. What happens if someone else checks something out while a user is viewing it? Will it be available when a user needs it?

RESERVATION PAGE

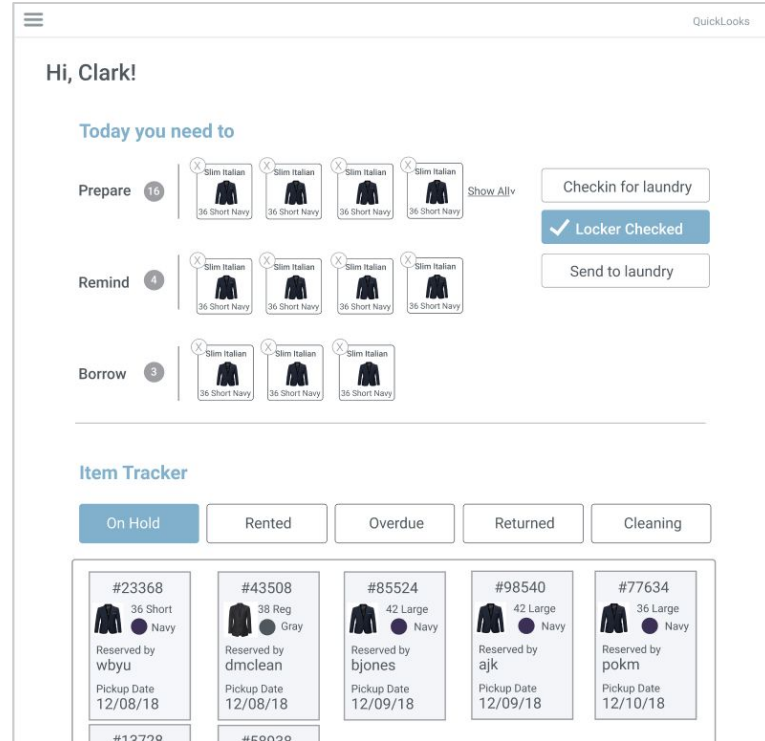
Among the feedback we got about the reservation page were that the navigation bar was not intuitive and some critical information, like locker code, were hard to notice.



Hi-Fi Wireframes: Service Provider

ACTION ITEMS PAGE

While rendering the screen with colors, we also reconsidered the information architecture of this page. We changed the information in the cards from today's work section because we don't think the ID will help Clark quickly find the item.

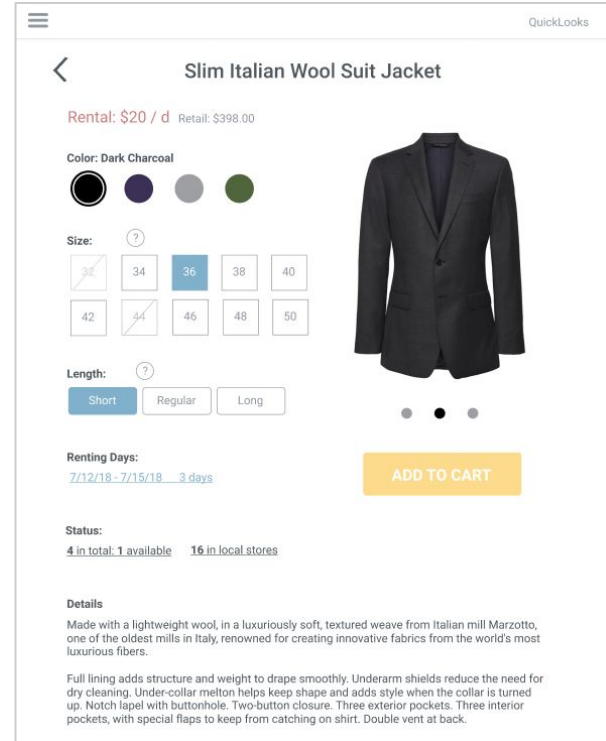


Hi-Fi Wireframes: Service Provider

ITEM PAGE

When rendering this screen in higher fidelity, we also followed the style used in mobile version. Besides, we continued modifying the formatting to provide a better grouping.

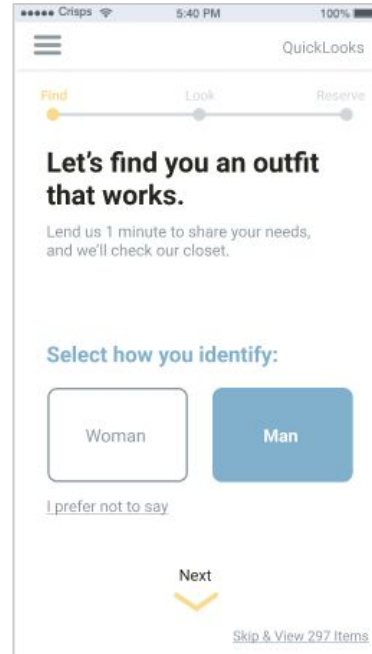
Incorporating past feedback, we iterated upon our hi-fi prototypes once more to polish our designs.



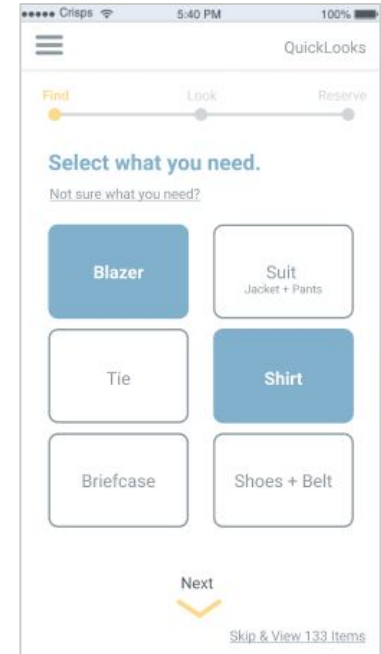
Hi-Fi Wireframes: Customer

ASSESSMENT PAGE

Question 1 & 2



Updated wayfinder to better communicate 3 stages of the customer's digital experience

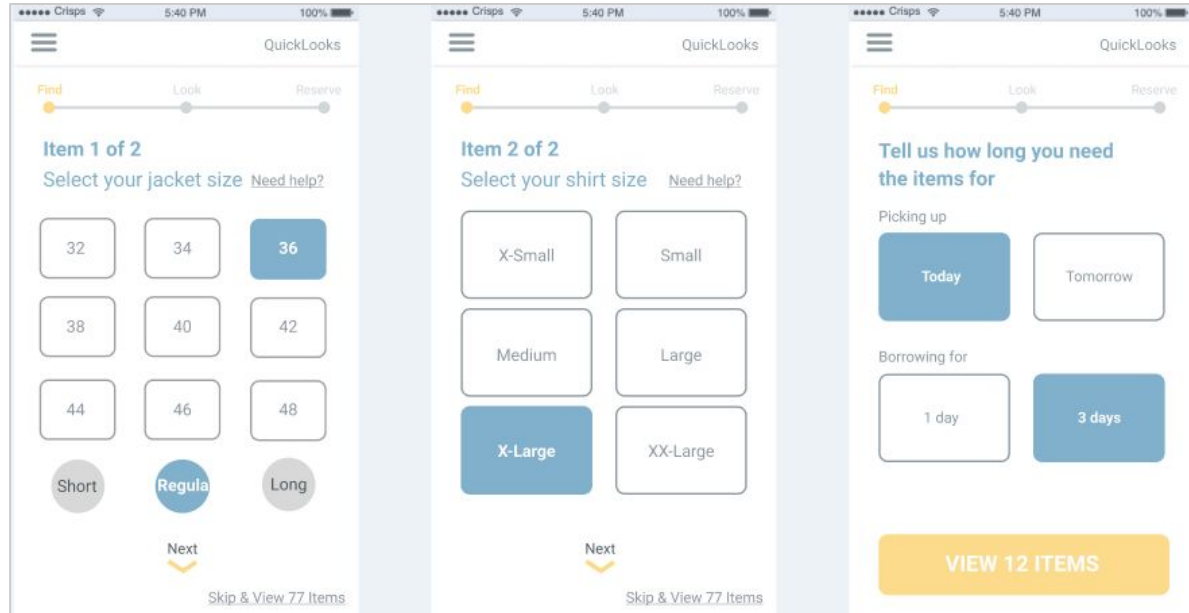


Moved "size finder link" from below the options to above to save the user mental energy

Hi-Fi Wireframes: Customer

ASSESSMENT PAGE

Question 3, 4 & style help page



Increased the size of buttons and added round buttons for short, regular, long sizes.

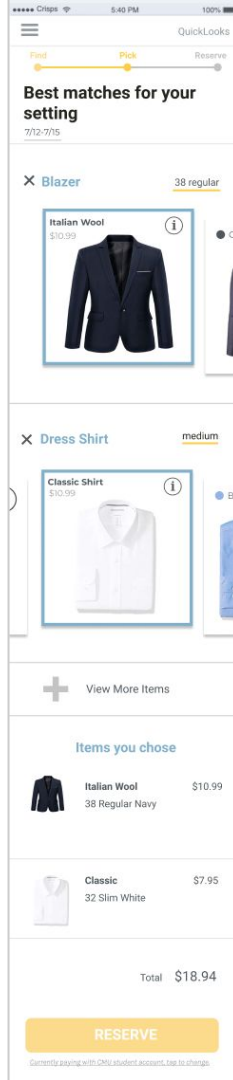
Split item size selection into separate pages, with indicator of which item you are selecting for.

We made the button more salient. And the color is the same as the navigation bar, indicating it's gonna bring us to the next step in the wayfinder.

Hi-Fi Wireframes

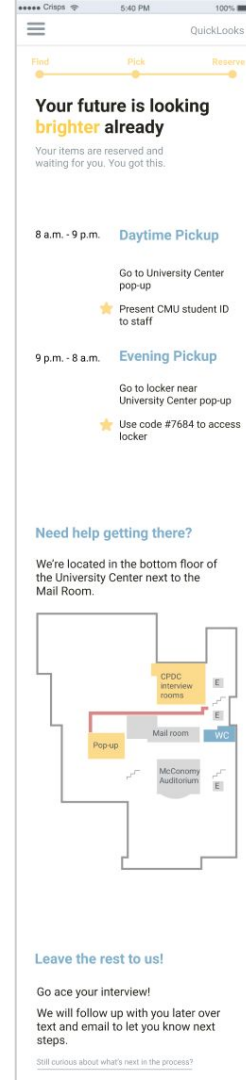
RECOMMENDATION PAGE & RESERVATION PAGE

We had several rounds of iteration and generated our final version.



We recognized that item size was the most important factor for the customer and coupled it with each item.

We simplified each item card by removing the the color swatch. As we had already showed them the image of the item, an additional swatch was repetitive and superfluous for our stressed out users. We also included the item name and price to better support comparison across items.



Our updated wayfinder listed the 3 steps–Find, Pick, Reserve–within the user’s digital experience.

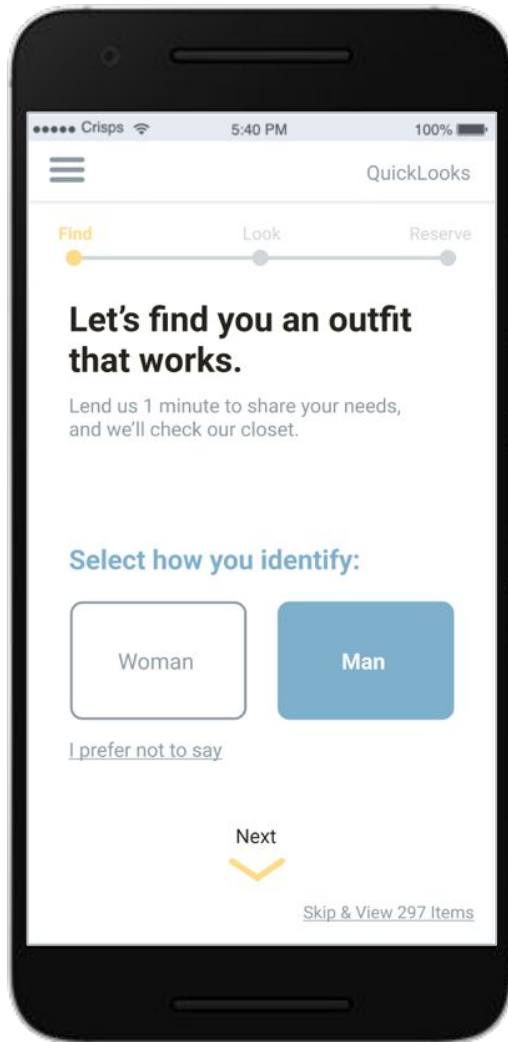
Pickup instructions drew attention to crucial pieces of information for the next step in the user’s experience. For example, a star icon indicates that the user must have their CMU id if picking up during the Daytime window.

An expandable map incorporated useful marking points like bathrooms, CMU Mail Room, CPDC interview rooms, and the elevators and stairs to help Daniel and Charlotte navigate to the pop-up successfully.

Interactive Prototype

We made the interactive prototype with Principle to bring our designs to life during our pitch presentation.

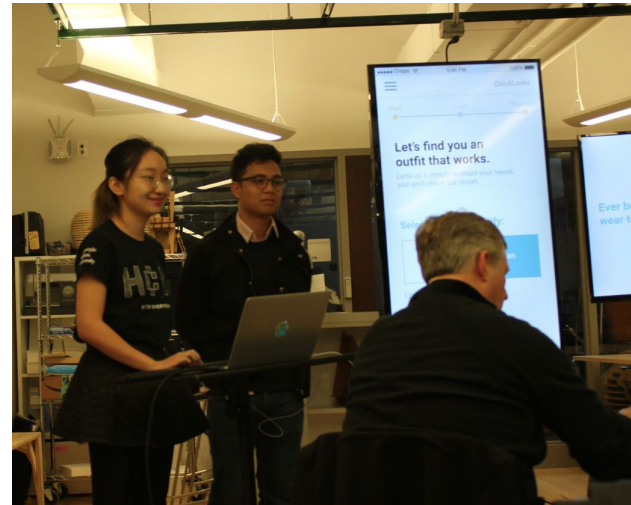
Our objective was to show our audience the speed with which a frazzled customer like Daniel or Charlotte can navigate through the application and get connected with professional items that work for them.



The Pitch

The Pitch

Finally, we pitched our design to the service provider, the CEO of Banana Republic and his staff.



We used an extra screen to show the interactive prototype.

Reflection

Reflections

LISTEN TO YOUR RESEARCH & TRUST YOUR GUT

Some red flags appeared during our first phase of project while we were focused on pandemics. For example, we discovered that only four pandemics had happened in last 100 years. Given the necessary reliance on personal experience during guerrilla research, the task of creating helpful personas in the spirit of Alan Cooper was unreachable. Ultimately, we should have listened to our gut about changing topics. We should have found the courage to change topics sooner.

IT'S OKAY TO PIVOT, BUT STAY INCLINED TOWARDS ACTION

Due to our pivoting, we had to redo our secondary and guerrilla research. As a result, we lost valuable time that could have gone towards iterating on our wireframes. Our team struggled to catch up to the pace of the project. We did thorough research, but we did not spend enough time creating something and testing. In retrospect, we should have been more active: creating something and learning from its faults, instead of asking people about hypotheticals

RELY ON PERSONAS TO FIGHT SCOPE CREEP

Our team was tempted to drift towards a traditional e-commerce model when creating our wireframes. We had to remain vigilant about not recreating familiar design patterns, because, while fitting for a browsing experience, those designs did not work in an emergency outfit selection scenario. We relied on our personas Daniel and Charlotte to keep us on track keep the emergency in context. Ultimately, this resulted in the incorporation of features like the ability to skip the assessment and the simple and swipeable Recommendations page.

Reflections

PRIORITIZE PITCH CONTENT BY DURATION & AUDIENCE

Although we intended to present for only 7 of the allotted 10-12 minutes, our pitch went well over time. Practicing timing is just as, if not more, important than the message. Pitch duration crucially dictates what and how we speak to our work for a given audience. For example, we did not need to spend more than a minute introducing our project and providing rich contextual background for our service provider, Banana Republic. Rather than creating a pitch from scratch, next time we could create a pitch outline based on how much time we want to give to portions of work that we've done that we believe to be relevant to our audience.

APPLYING INFORMATION HIERARCHY & PROGRESSIVE DISCLOSURE TO A SERVICE DESIGN CONCEPT

We used what we learned about information hierarchy and progressive disclosure from the Data-Driven Display project. Knowing that our customers were under duress when using QuickLooks, we boiled down the digital experience to three steps—Find, Look, Reserve—to help the customer manage their overwhelm. Additionally, the Pickup Windows section on the Reservation page employs information hierarchy within a grid structure. Moving left to right, the user first finds a time frame that works for them before learning about what's needed during the pickup process (for example, a code is required for Evening Pickup).

RESPONSIVE DESIGN DEPENDS ON CONTEXT FOR MULTIPLE USERS

It was critical for us to consider where our customers and service providers would be accessing QuickLooks, and how their respective uses would differ. Daniel and Charlotte needed a very curated service that they could access while running out the door. Clark needed a bird's eye view of where an item was at any given hour of the day, accessible from both tablet and desktop as he helped customers and managed inventory. These differences resulted in two very different item page experiences. Designers must account for multiple users' goals, and the context in which they will be achieving them, when creating responsive websites.