

Localook

Welcome!

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Meet the team.



Patrice Miller

UX Researcher



Katherine Davis

UX Researcher



Lydia Sicking

UX Researcher

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No business too small.

The rapid evolution of digital marketplace platforms on major e-commerce sites has transformed the retail landscape, disproportionately benefiting large corporations while potentially marginalizing smaller enterprises.

Small businesses often struggle to keep up with the ever-changing technology required to run an effective e-commerce site, and the associated expenses can be prohibitively high for many of these smaller operations.

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Research and Affinity Process

Affinity Map Lite

Attitudes Toward Local Shopping

Customer service better in-person

Katherine Davis

Price is a little higher in person

Katherine Davis

Shops small business' to find unique items

Patrice M

shops small business bc it helps community and is ethical

Patrice M

Shopping Behaviors

Prefers buying clothes in-person to see quality

Katherine Davis

Prefers shopping in-person for clothes to try-on

Katherine Davis

Likes to use reviews to make decisions about purchases online

Katherine Davis

Convenience/Time Saving

Free shipping is a motivating factor for online shopping

Katherine Davis

Online returns are a hassle

Katherine Davis

Online is convenient

Patrice M

I go to the mall so I can hit multiple stores at once

Patrice M

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Iterated Behavioral Archetype

She wants to look good, but she doesn't want to spend a lot of time or money on the clothes.

They would like [their gift] to be personal... and have reliable communication with a business owner.

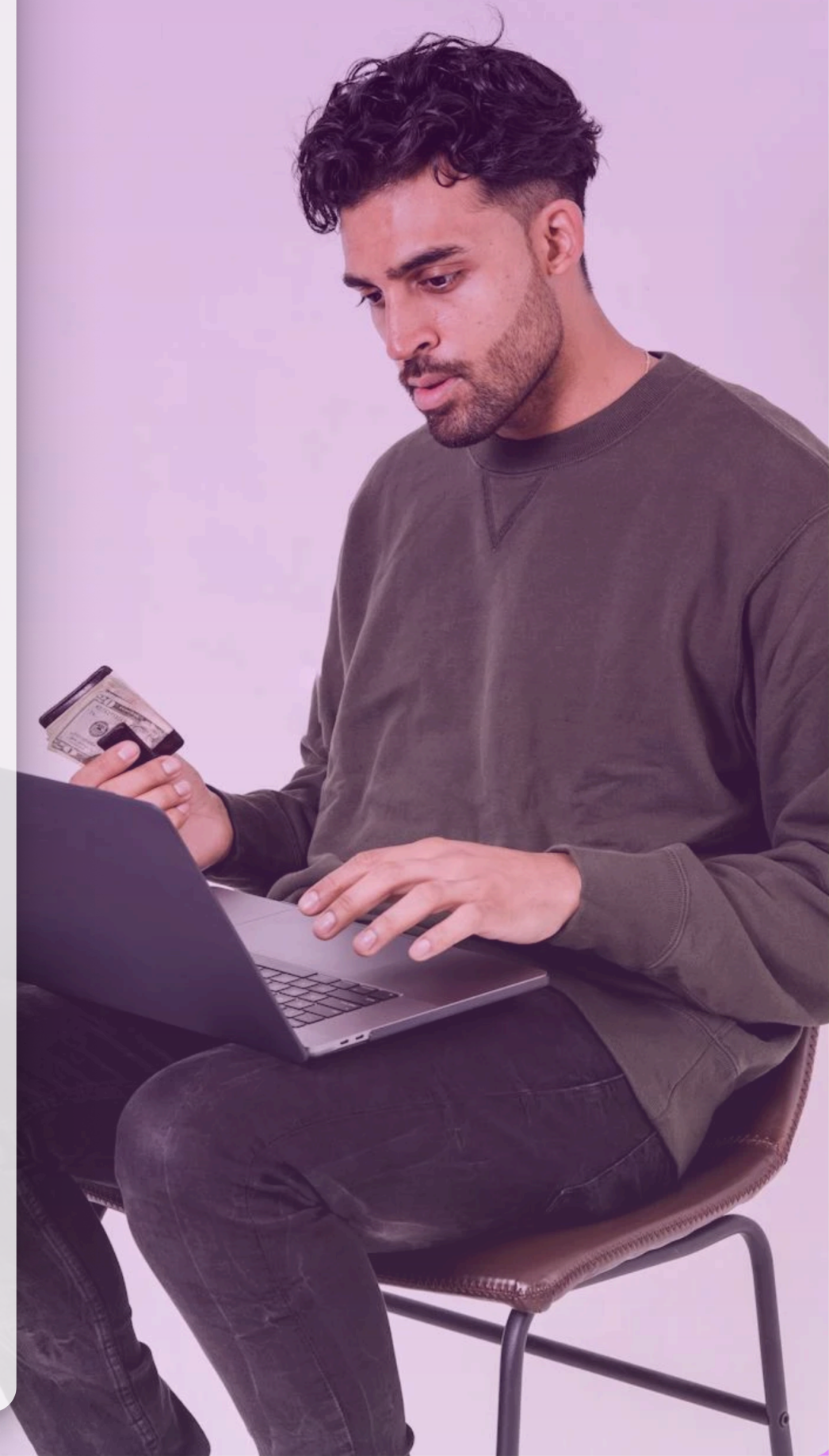
Has a need for efficiency in the shopping process and wants to support local businesses.

A busy consumer needs a versatile outfit for both a networking event and an upcoming wedding. She wants to shop local but has limited time and money to find a unique piece that works for both occasions.

Our research confirms that our customer **behavioral archetype values unique, high-quality products** and often **find them at small businesses.**

They are also **influenced by time constraints and positive customer service experiences** when making purchasing decisions.

Additionally, our **research uncovered a desire for "one-stop shopping" and a significant preference for pre-purchase research within an app or website.** These new insights are included in our latest iteration of the customer behavioral archetype.



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User Insights

During user interviews and surveys, we discovered that shoppers of apparel like to touch and try on items before purchasing.

Therefore, we believe users would benefit from a way to plan and research their visits to local small businesses before going in person. We can provide this with a mobile app that enables online research, determines the availability and location of items within a defined shopping area, and facilitates personal chat with store owners.

We might do this by creating a platform to display the inventory of small businesses, providing a search system that filters by location and desired product, and offering multiple fulfillment options. Doing this will allow our product to bridge the gap between online convenience and superior in-store experiences for local shoppers.



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POV / Problem Statement

A photograph of two women standing in front of a store window. The woman on the left has dark curly hair and is wearing a black sleeveless top. She is holding a black handbag and several shopping bags, including a red one and a brown paper one. The woman on the right has long blonde hair and is wearing a white top. She is pointing at something inside the store window. The window displays various items, including hats and bags. The background shows a street with trees and buildings. The entire image has a purple tint.

A time-conscious shopper needs to efficiently research unique, high-quality apparel online before visiting small businesses so that they can make informed decisions and enjoy a more interactive and productive in-store experience.

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How Might We Statement

How might we design a seamless mobile app that bridges the gap between online convenience and superior in-store experiences for customers looking to purchase apparel from local small businesses?

How Might We

How might we help consumers seeking unique, quality apparel and immediate, personalized customer service?

How might we assist consumers in effectively prioritizing their time while shopping?

How might we provide a variety of fulfillment options (in-store pickup and home delivery?)

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Summary of Research Findings

Users prefer a hybrid approach to shopping, valuing both the convenience of online research and the personalized experience of in-store visits.

They like to research products online to compare features, availability, and prices before making in-person purchases. Local businesses are often the go-to for unique items and clothing, but users are unaware of their online presence, missing out on valuable research opportunities. While in-person shopping is preferred for trying on clothes and assessing product quality, users appreciate the convenience of features like in-store pickup and live chat.

A simple, user-friendly app design is crucial, while intrusive notifications should be avoided.

Recommendations and Next Steps

- Through our research, we came to understand that users really prefer the convenience of online shopping for most things, with the exceptions of electronics and apparel. Because those categories are very different, we decided to choose just one. We narrowed our focus to simply shopping for apparel.
- To provide the simplistic interface users prefer our team will focus on prioritizing basic features that provide the most user value like search filters, customer service and fulfillment options, and favorites lists.

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Creative Matrix

An app that allows users to navigate local shops on an online platform will fulfill users’ desire to research products available at their local small business.

90% of users surveyed prefer a text or chat customer service option. Our research dictates that this is a must-have feature for Locallook.

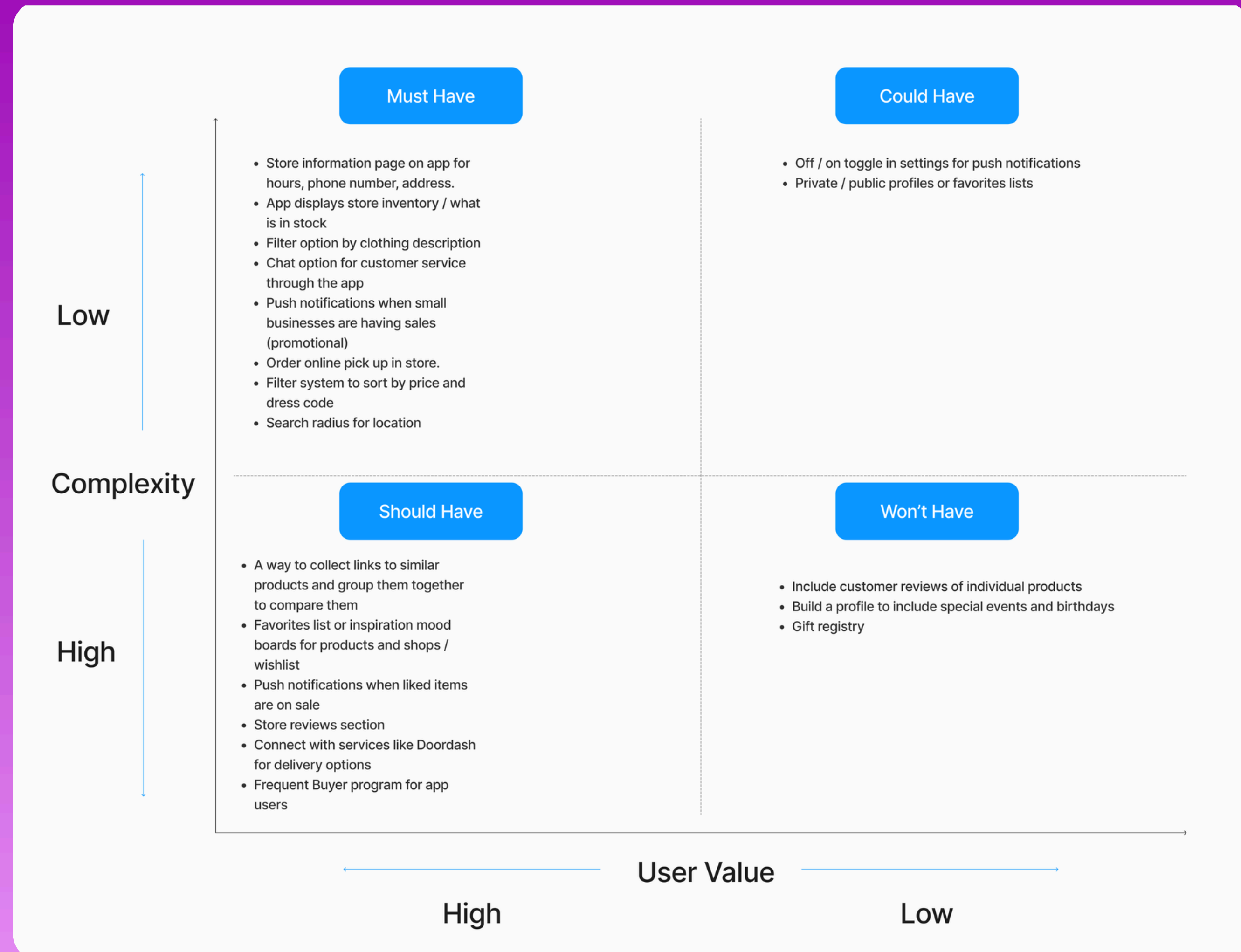
Like		Wish		Wonder	
A way to collect links to similar products and group them together to compare them Katherine Davis	Customer service chat with store Katherine Davis	Off / on toggle in settings for push notifications lydia.sicking19	Messaging system on app to chat with seller lydia.sicking19	Connect with services like Doordash for delivery options Patrice M	Build a profile to include special events and birthdays. Patrice M
Push notifications when small businesses are having sales. Patrice M	A way to save products you like for future consideration / wish list Katherine Davis	Option to “find alike stores” lydia.sicking19	Store reviews section lydia.sicking19	Frequent Buyer program for app users Katherine Davis	Filter system to sort by price and dress code lydia.sicking19
App displays store inventory / what is in stock lydia.sicking19	Order online pick up in store. Patrice M	Include customer reviews of seller / store Katherine Davis	Include customer reviews of individual products Katherine Davis	Gift registry Katherine Davis	Favorites list. Push when favorites are on sale. Patrice M
Favorites list or inspiration mood boards for products and shops lydia.sicking19	Filter option by cloting discription Patrice M			Local delivery option (DoorDash) Katherine Davis	Location services prompt to find local shops when onboarding lydia.sicking19
Store information page on app for hours, phone number, address lydia.sicking19	Chat option for customer service through the app Patrice M			Select type of notification, either “allow update messages from seller” or “allow promotional notifications” lydia.sicking19	

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Prioritization Matrix

Most users utilize online shopping for convenience but also desire the experience of in-person shopping. Localook allows customers to tailor their shopping experiences using a location radius designed to only display the inventory of stores in the users' desired area.

Research indicated users want to compare similar products, filter for prices, size, color and apparel type.

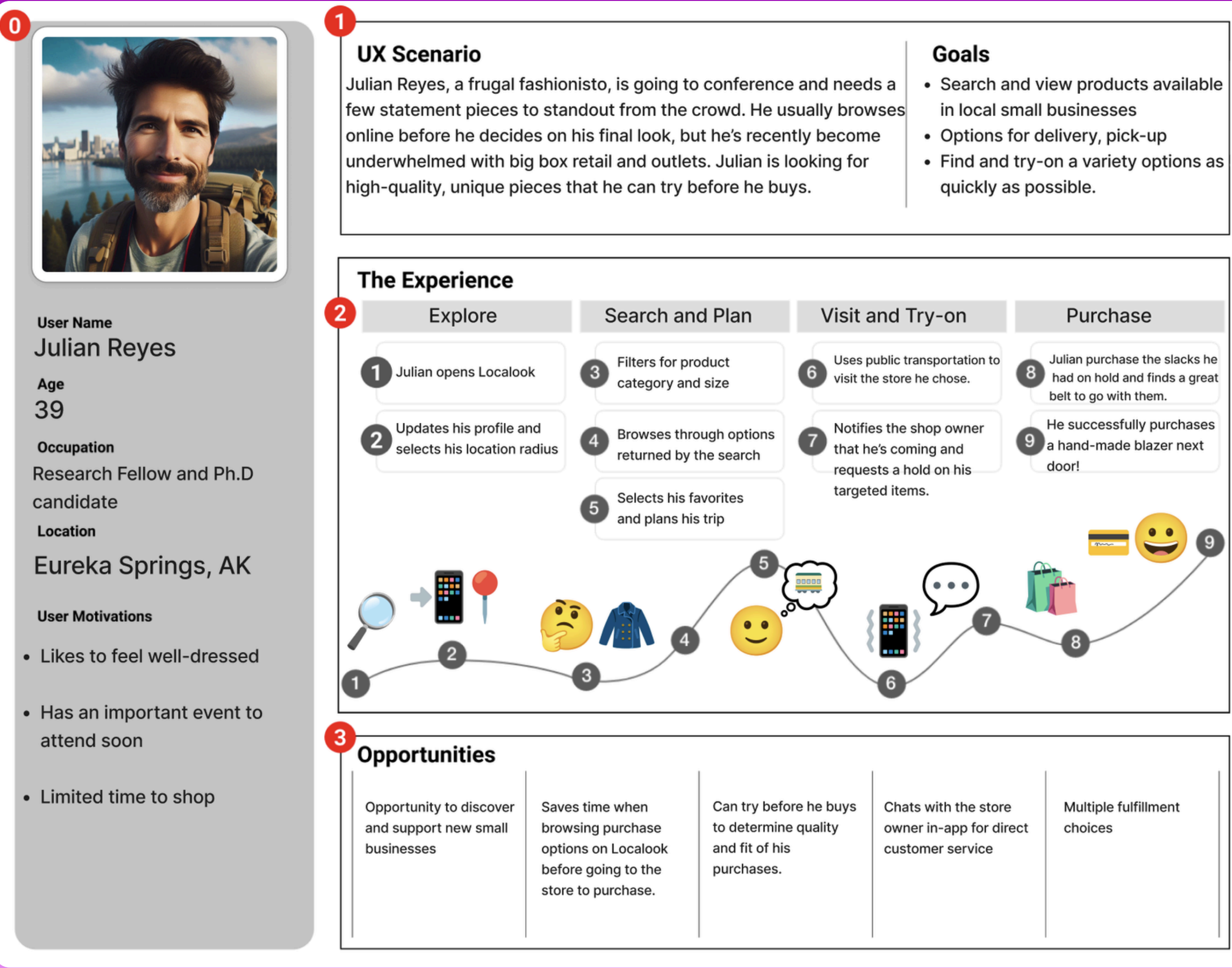


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User Journey

Ideal users for the Localook app are people who have limited time and want an interactive experience when purchasing apparel.

Alternative fulfillment options like ordering online to pick-up in store let customers save time, see variety, and verify quality.



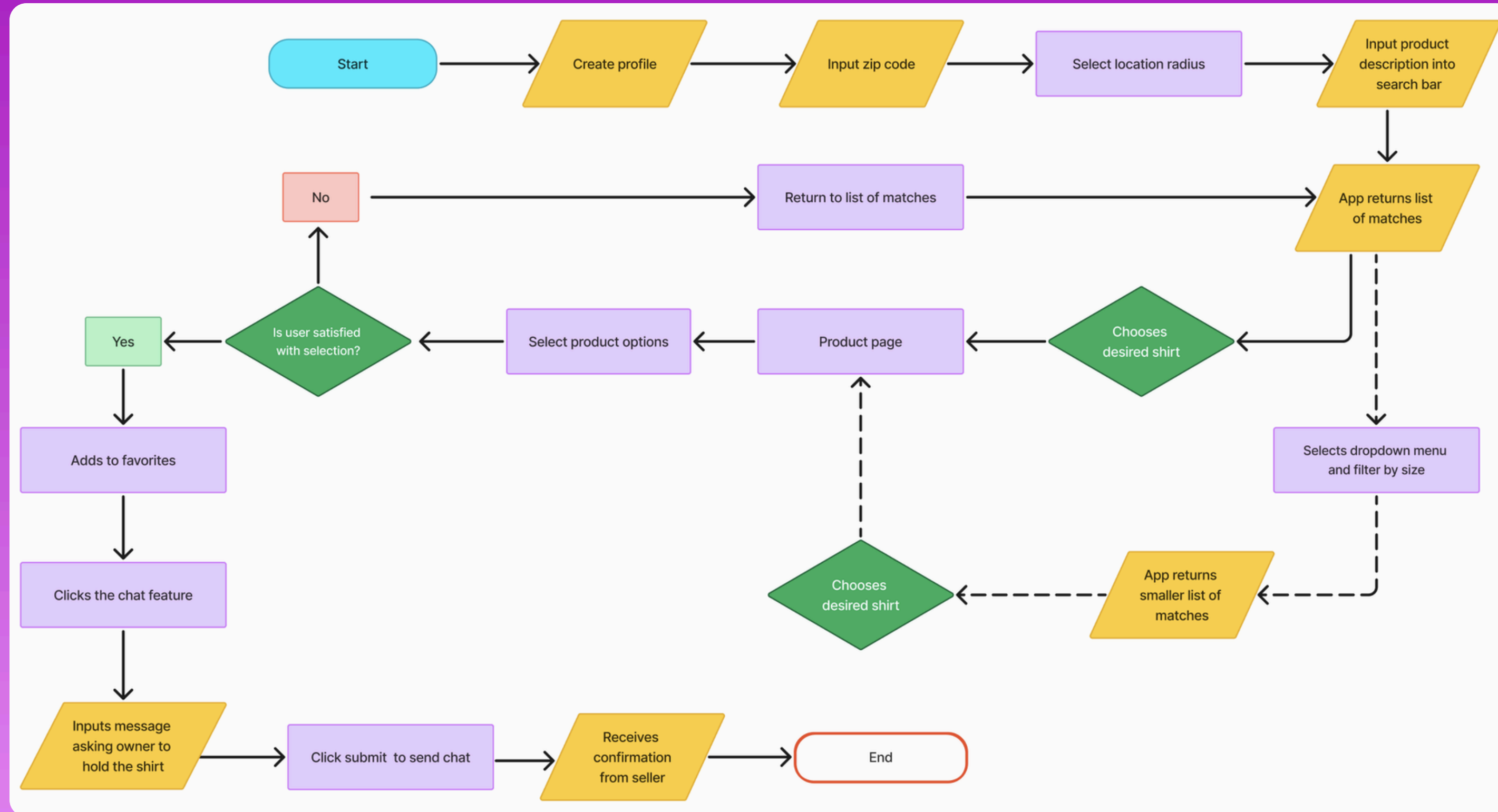
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User Flow

Our team utilized usability heuristics to chart the users' journey.

Recognition and recall of icons will help users navigate the platform. Users will have control over their journey when using product search and location radius features.

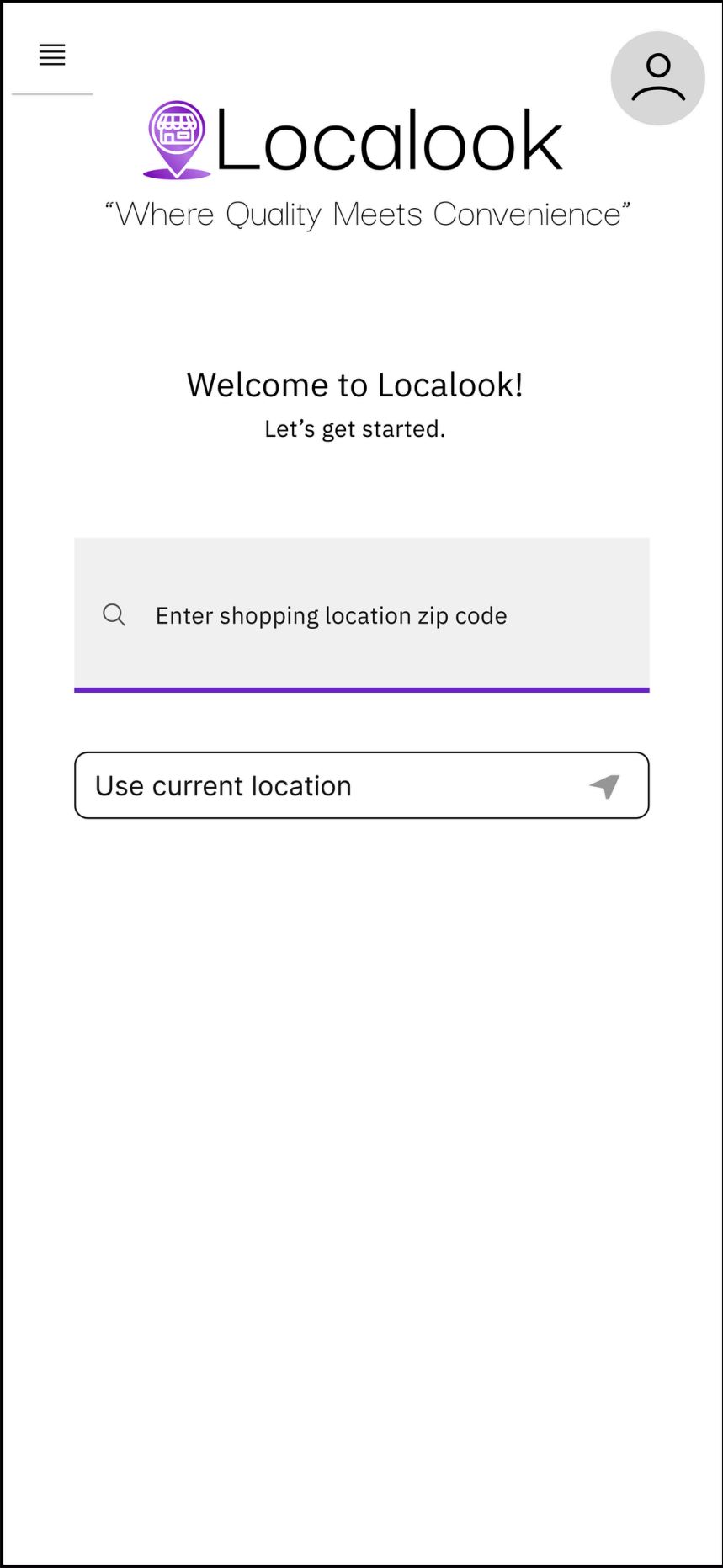
This app will house all of these features within a minimalist interface.



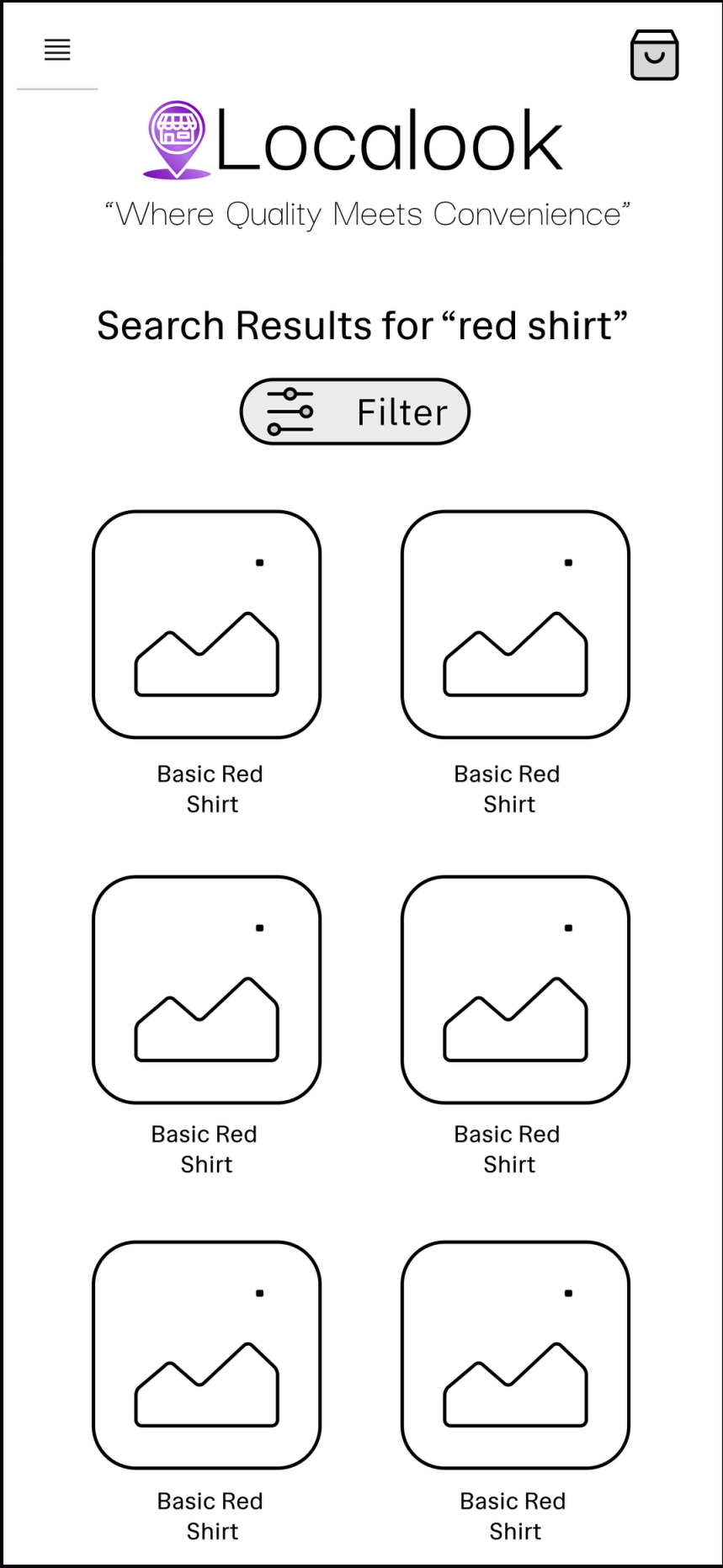
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Wireframe 

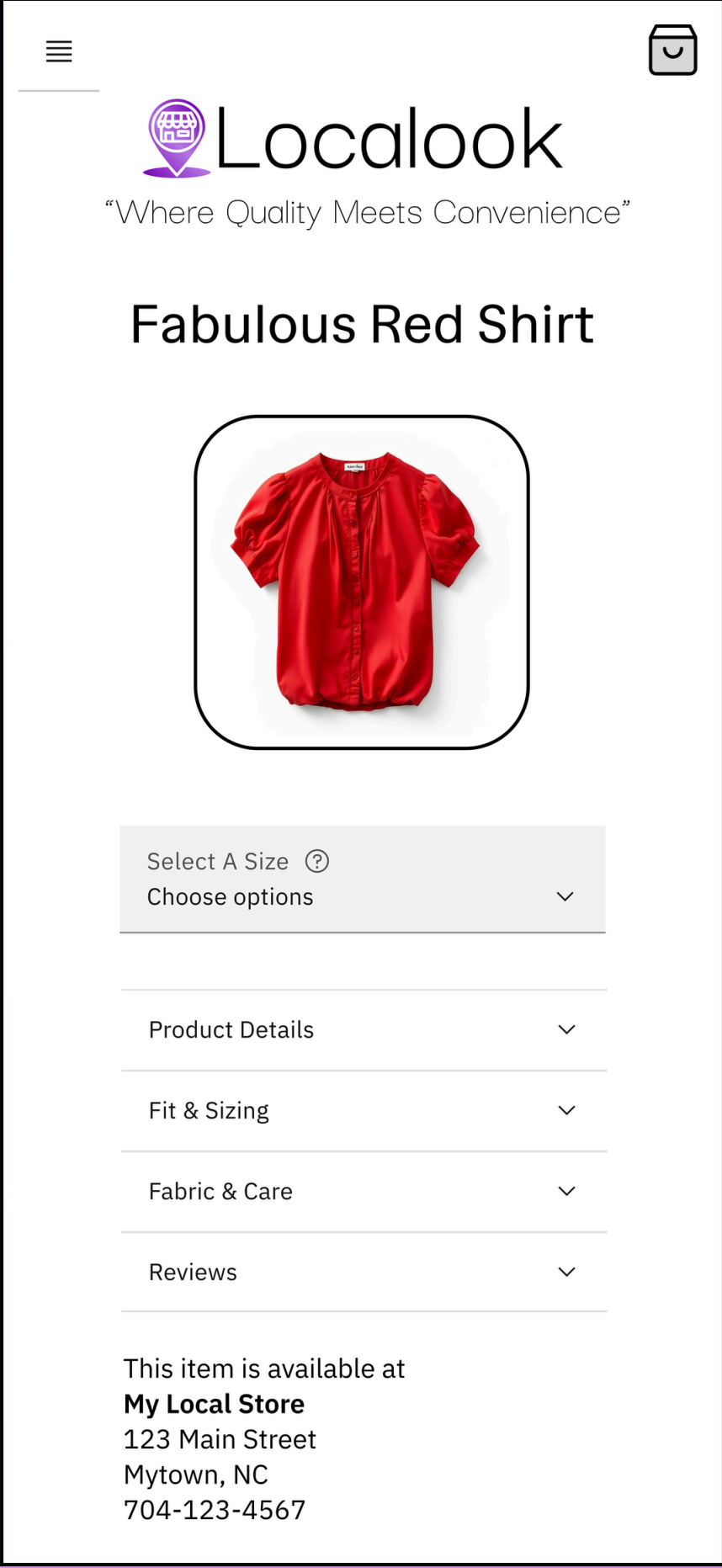
Home Screen



Filter Results



Product Page



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User Testing

- We chose to use moderated in-person testing because we felt we could get better feedback, as well as being able to see a user's body language
- We each tested the wireframes, iterations and prototypes individually on our respective family members
- After each round of testing, we discussed the feedback from the users and decided what changes to incorporate and what to recommend for future versions
- Our decisions were based on what would be the easiest changes to implement and the most valuable to the user

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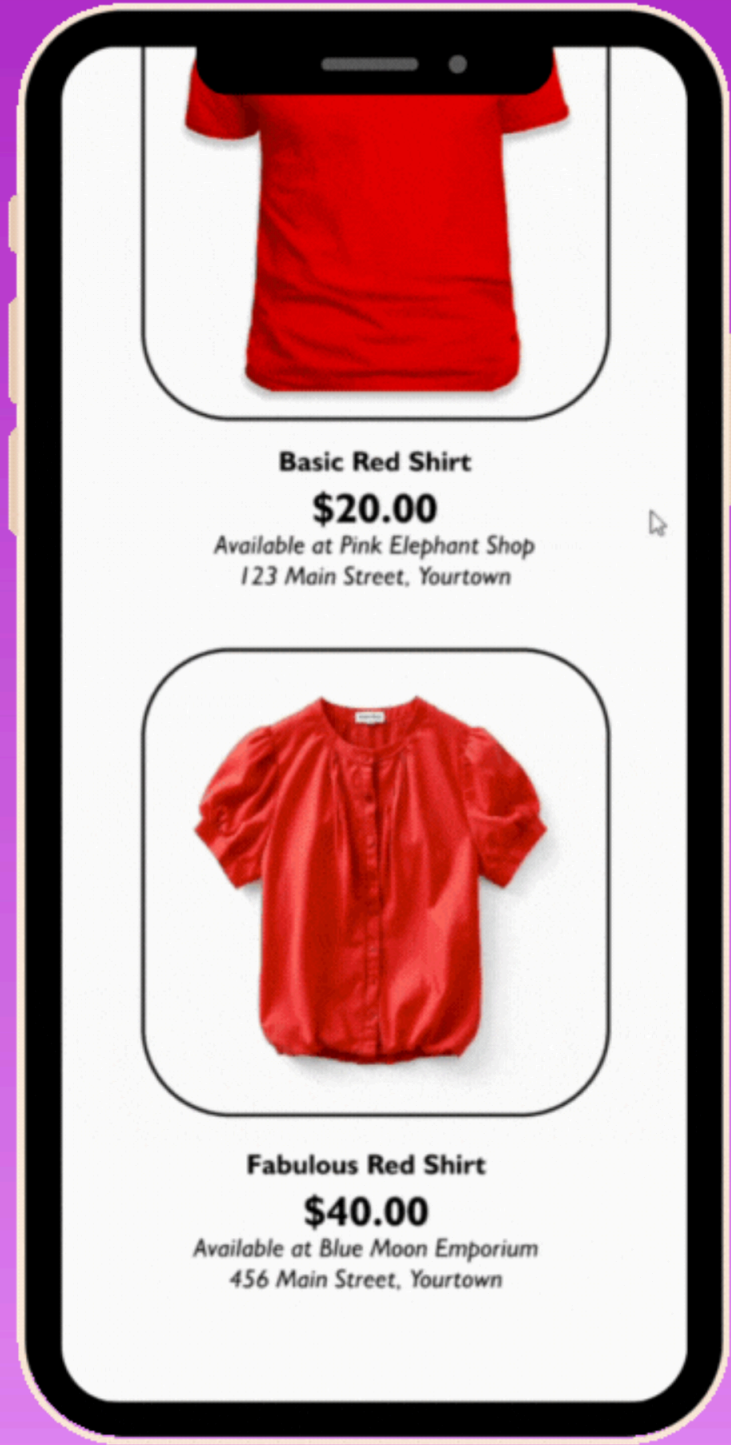
User Feedback and Changes Made

User feedback highlighted several areas for improvement, including the need to emphasize that shoppers are selecting items for in-store pickup rather than ordering them for shipping. Additionally, it was noted that essential information like item price was missing from the product page. Moving icons and links to the bottom of the page was suggested to enhance accessibility and navigation. Finally, the feedback pointed to specific challenges related to navigation issues, search and filtering problems, product display and information, cart functionality, and usability and interaction challenges.

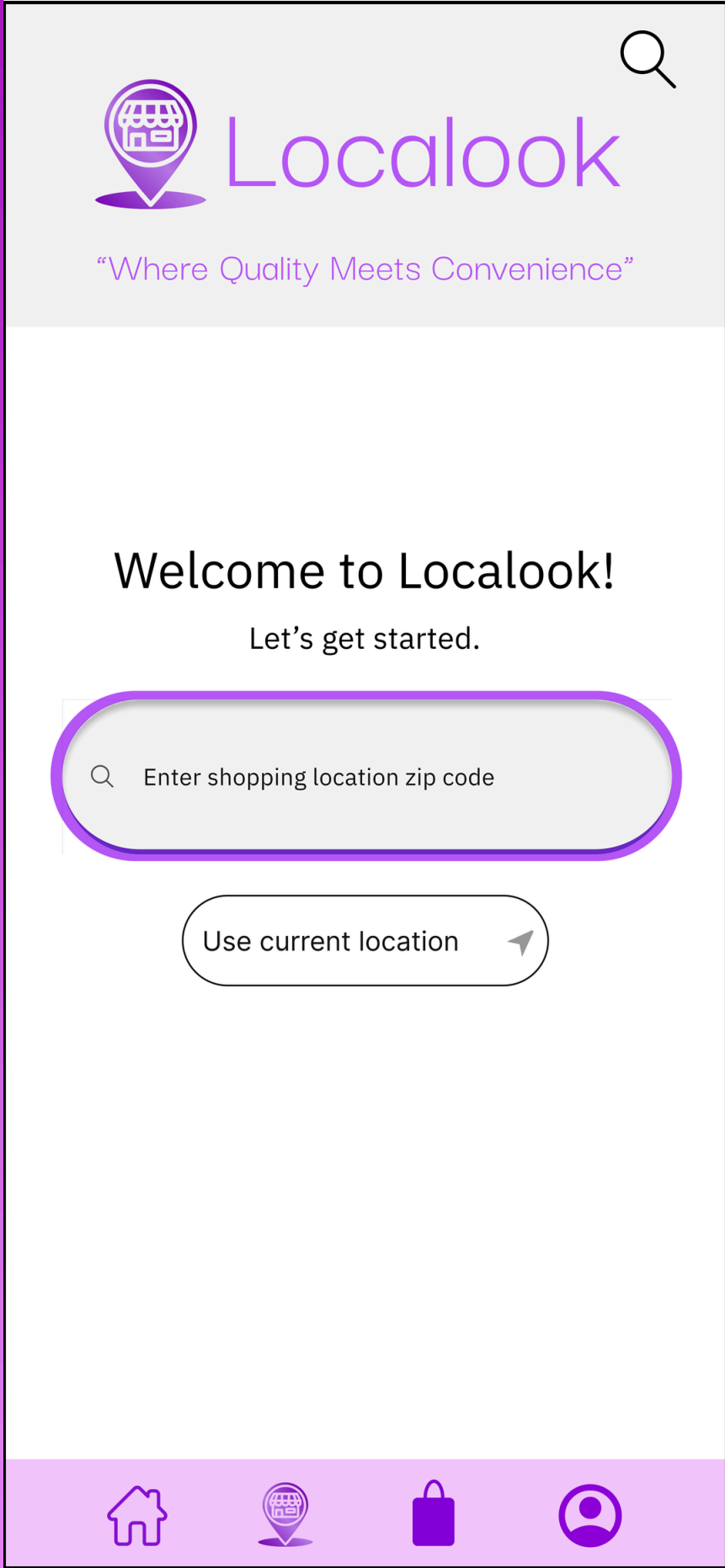
Usability Heuristic:	Flexibility and efficiency of use	Recognition rather than recall	Match between the system and real world
Change:	We've enlarged the notification about in-store pickup to ensure it's clear before you proceed	Moved icons to the bottom of each screen to emulate a typical app interface	Added pricing and location information in multiple locations; search results screen, product screen and confirmation screen

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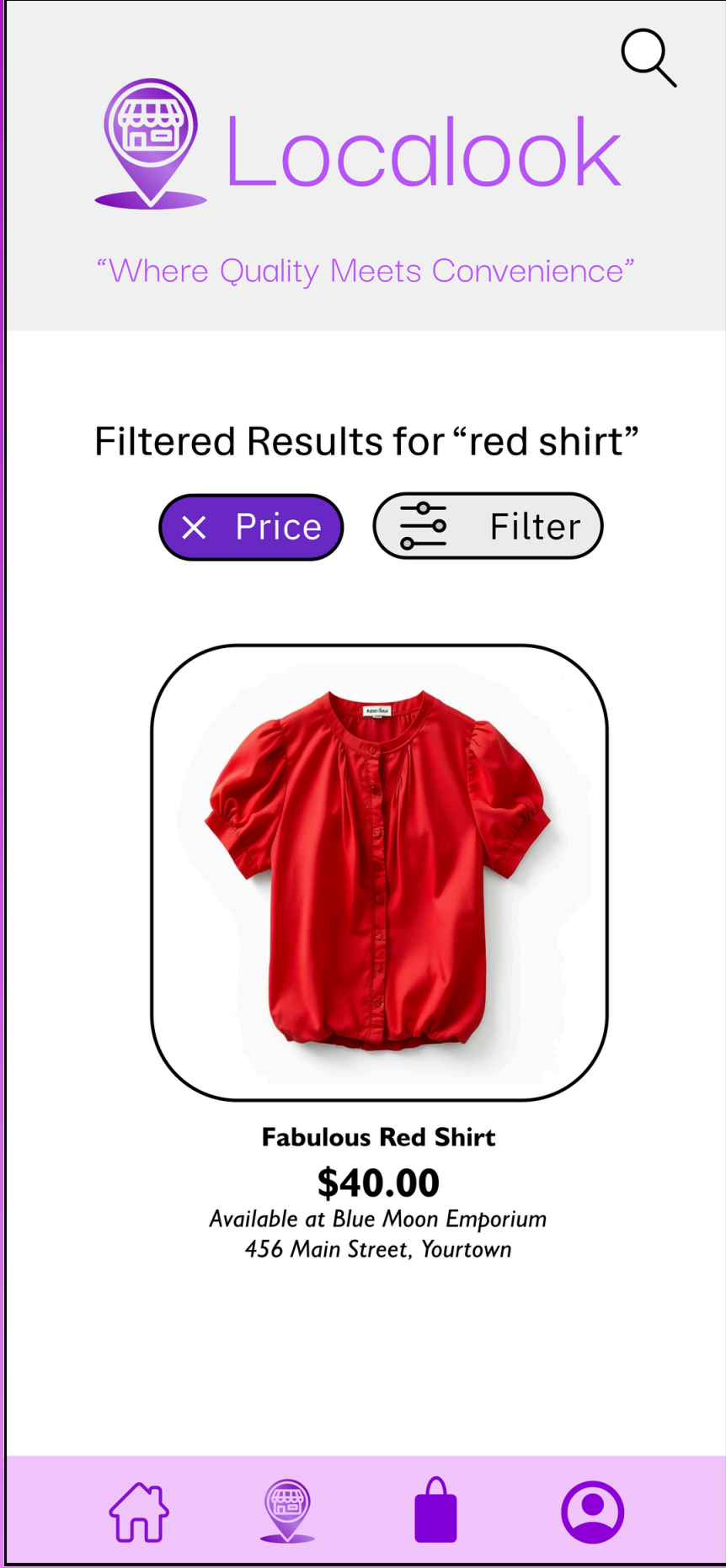
Prototype 



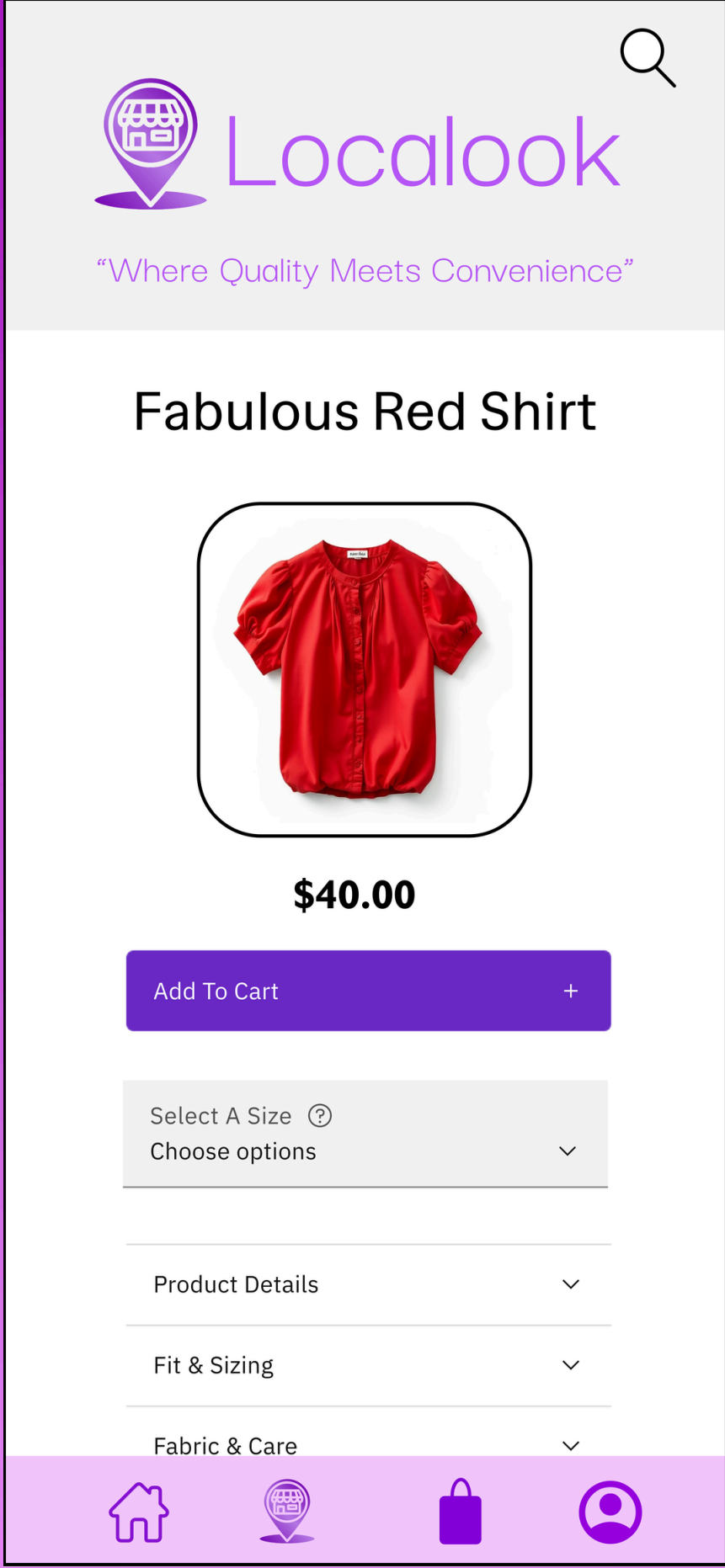
Home Screen



Filter Results



Product Page



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What We Learned / Next Steps

Overall, users were able to navigate the app and complete the tasks we outlined in our plan, so we feel the prototype was a success.

- People struggled to understand what a wireframe or low-fidelity prototype was; they were confused by the lack of functionality
- The shopping cart did not accumulate items if users wanted to buy more than one item
- Users could not change the search location once they began to enter their zip code

Based on user feedback, future changes to our prototype might include...

- Small businesses within the defined radius will populate on a map or in list format after entering a chosen zip code in search field
- Include option to place brief hold on products in store for in-person payment
- Add email order confirmation

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Thank you!