Product Development

Part 2

These slides provide additional context to our team's mission and process. We also built a functional prototype of our app and displayed it on multiple iPhones at our final showcase.

While I contributed to many of these slides, I chose to display them separately because they are largely a team effort.

Mission Statement

Develop a simple, enjoyable mobile shopping app focused on both browsing and purchasing clothing and accessories that brings together a wide variety of respected brands.

Benefit Proposition: intuitive · variety · sharing · recommendation · smart · sustainable

Key Business Goals:
- viable app in the App Store by December 2015
- 1 million users within the first year
- shift retail shopping from in-store and online outlets to a mobile platform
- become the premier retail shopping app for 22-27 year old smartphone users

Primary Target Market: 22-27 year old urban smartphone users who regularly shop for clothing
- disposable income
- trust mobile payments
- actively use mobile platforms for social interests and day-to-day needs
- fashion interest that ranges from passive to keen

Secondary Target Market: additional smartphone users, people who shop less frequently or have access to less disposable income, i.e. teenagers and parents

Customer Needs

Check out the customer needs matrix >

We interpreted, grouped, and ranked customer needs/latent needs
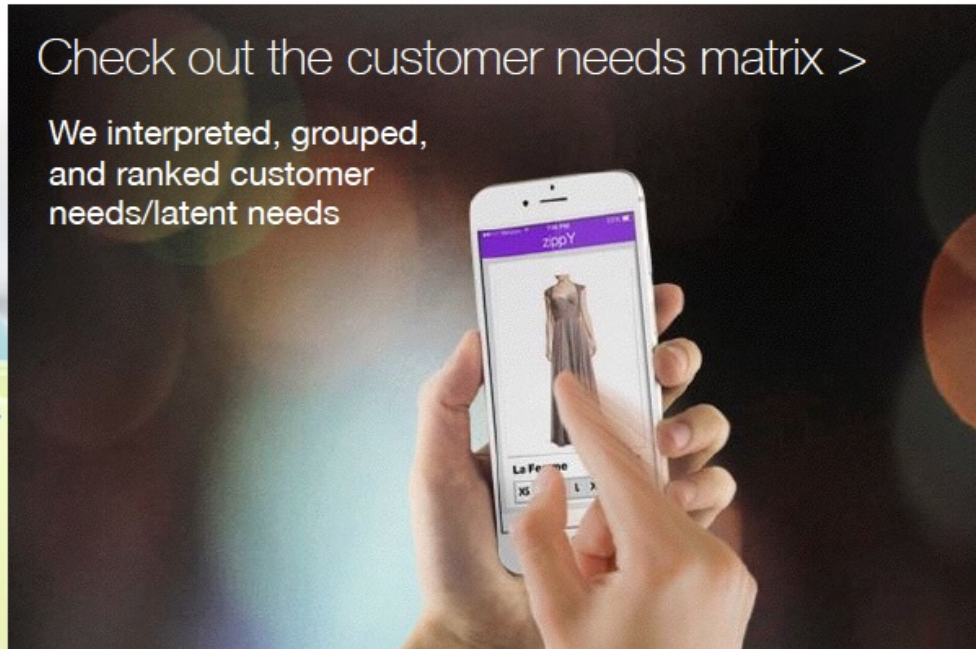
We interviewed over 20 customers on current smartphone shopping tendencies and experiences
- 83 % were in our primary target market
- 83 % were women (early adopters)
- 75 % had shopping apps on their phones

Top 5 Needs

1. Browse by categories · 2. Offer a large selection · 3. Be entertaining · 4. Save items · 5. Fully utilize mobile platform

Customer Needs

Customer Needs Matrix

1: Critical	2: Important	3: Nice To Have
User Experience	**Secondary Features**	**Tertiary Features**
Browse by categories (racks)	Search function	Suggest items of similar color
Clean UI	Search/Browse history	Sugest items by previous purchases/views
Large pictures	Ability to prioritize cart	Suggest items by user's measurements
Zoom capabilities	Customer reviews	Compare prices between items
Provide info regarding fit		Reward recurring users: loyalty discounts
Feasibility		Customizeable viewing experience
Payment	**Checkout Logistics**	**Shipping**
Save item to cart	Integrate Apple Pay/PayPal	Fast, two-way shipping
Save payment information	Multiple shipping addresses	Option for expedited shipping
Click-to-buy		
Secure payment system		
Overall Service	**Addictability**	**Random**
Offer a wide selection of items	Create urgency/gratification	Tasteful/Trendy items
Carry quality products	Notify users of deals	Offer pictures of stylish outfits
Have transparency and trustworthiness		Perform well w/ bad connection

Concept Generation

Generation   Selection

After interviewing customers, our group entered an intense phase of concept generation using a variety of creative methods outlined in class and in external sources. Click on the concept bubbles to see some results!

Concept Generation

Our group generated over 120 unique concepts and then grouped them into three main categories: entire app ideas, feature ideas, and functionality ideas. Within each of these categories we clustered the concepts into smaller, related sub-categories.

Concept Category						
	Entire App Idea		Feature Idea		Functionality Idea	
Swipe/Tinder		Fasion Focused/Style/Trend		Item Count		Cart	
Swipe	Dylan	Magazine	Caleb	Ticker	Caleb	category organization	Maliena
Window Shopping	Griffin	Wish Swipe	Dylan	Browsing		star rating organization	Maliena
Swipe Choose	Mitch	Taste Makers	Griffin	Browse	Griffin	Queue	Griffin
League of Swipes	Dylan	Fashion Sense	Caleb	Browse by category	Maliena	Checkout	
General Layout 1	Maliena	Avatar	Caleb	Icon Browser	Caleb	Easy checkout 1	Griffin
Swipe-Div	Divya	Flashback Mode	Mitch	Rewards		Easy checkout 2	Griffin
Steal Swipe	Dylan	Seasonal Trends	Divya	Time Bonus	Mitch	Toolbar	
Suggestion		The League	Caleb	Smash-Grab Weekend Deal	Mitch	Toolbar at bottom 1	Griffin
Suggestions for You	Maliena	Location based		Buy Function	(found using relate	Toolbar at bottom 2	Griffin
Beats Music Style	Caleb	Geotag Stores	Mitch	swipe up to buy		Toolbar at bottom 3	Griffin
Subscription Service	Mitch	Location Swipe	Dylan	click to buy		Toolbar at bottom 4	Griffin
Celebrity Match	Divya	Shop Nearby	Caleb	remove shipping and billing options		Settings	
Game		Location Alert	Divya	name your price		Rank stores	Maliena
Pokemon Shop	Caleb	In Store Detail	Mitch	Game Shop!		Money Limits	Maliena
Social Media		mall shopper	Caleb	Buy Alert!		Settings Layout	Maliena
Face-swipe	Dylan	Instagram Style		Talk-To-Buy		Drag to Size	Dylan
Direct Business Integration	Mitch	Feed of Users	caleb	Rent		click to size	Caleb
Social Shopping	Divya	Insta-Swipe	Dylan	Gift		Clothes	
Model App	Caleb	Other		Price changes with supply		360 view	Divya
Ranking Model		Goodwill app	Caleb			Notifications	
Voting System	Mitch	Shopping List	Caleb			Push Notis 1	Griffin
Point System	Mitch	Rental	Divya			Price Alert	Divya
Reddit Swipe	Dylan	Gifter	Divya			Limited Quantities Alert	Divya
Yak Swipe	Dylan	Event Shopping	Caleb			Gestures	
Unique Selection		Deal App	Caleb			Swipe up- buy	Maliena
Homemade	Caleb	Shopping Assistant	Caleb			Swipe down	Maliena
Curated Local Stores	Caleb					Swipe left	Maliena
Search Type						Swipe right	Maliena
Amazon Swipe	Dylan					Tap $$	Maliena
Search Engine	Caleb					Tap Item (New Window)	Maliena
Search Function	Griffin					Tap Item (Iteration)	Maliena
Comparison						Tap Size	Maliena
Compare It	Caleb					Tap Color	Maliena
Comparison function	Maliena					Swipe cell left (pops up thre	Dylan

Early-Stage Prototyping

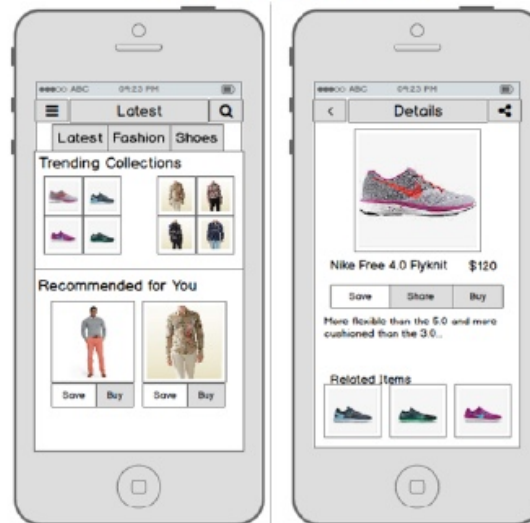zippY · Mission Statement · Customer Needs · Concepts · **Prototypes/Feedback** · Environmental Design · Financials

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Early Prototypes

1. Ranking Model

2. Swipe

We created app walkthroughs in Balsamiq for our top two concepts and presented these at the midterm tradeshow with a survey to obtain user feedback on which concept they preferred.
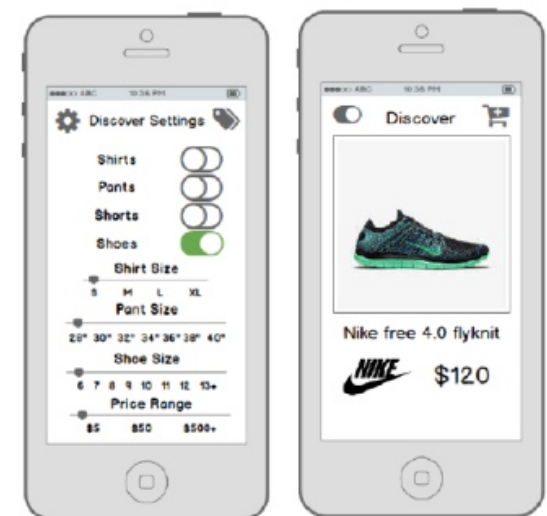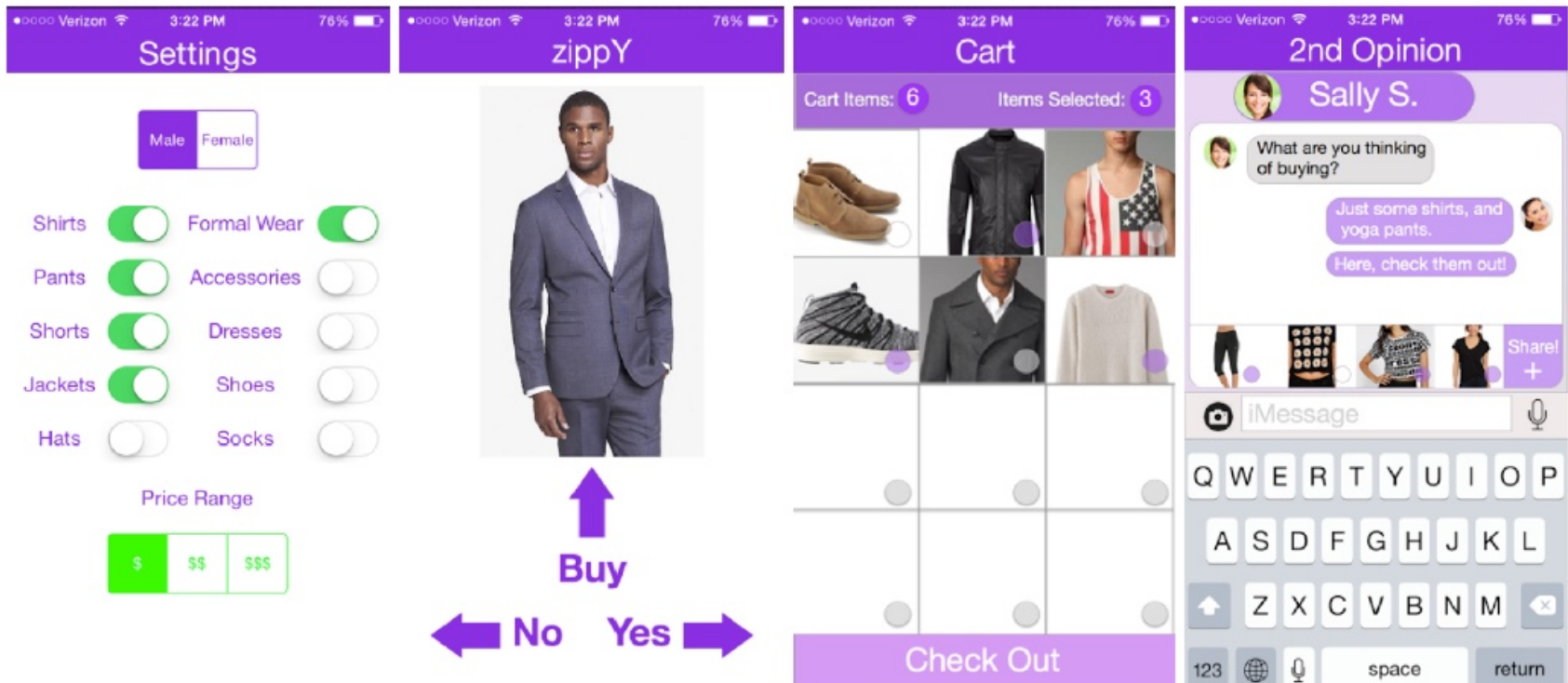

Preliminary Survey Results*

11%

67%

*22% chose neither

Prototyping

Functional Prototype
- Realistic Experience - change settings, functional swipe
- Product Name - zippy
- Worked on mobile platforms

Final Prototype

Final Prototype

People loved the simplicity of our settings page. Future updates could include adding drop-down menus for more choices.
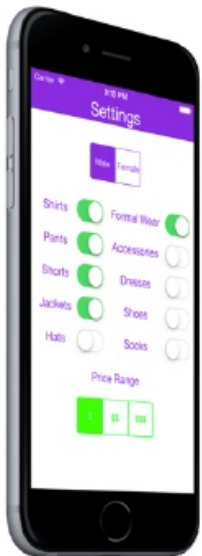
We added brand, price, and size information to the swipe page according to survey results.

We also added fair trade markers, made in the USA tags, and green tags for sustainability, all of which people said would affect their product choices.

People were very excited about the second opinion feature of the app that allows sharing of liked items with friends.