Pajamagram - Interaction Design Case Study

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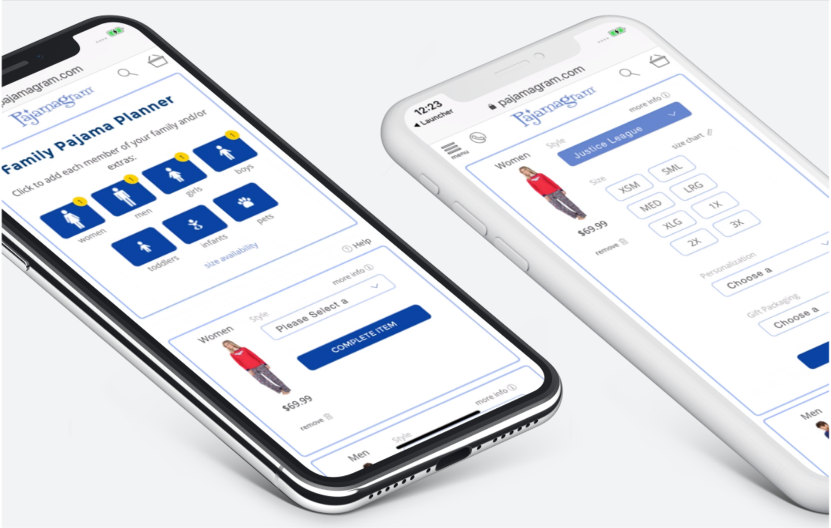

pajamagram.com
Pajamagram
Family Pajama Planner
Click to add each member of your family and/or extras:
women
men
girls
boys
toddlers
infants
pets
size availability
Help
Women
Style
Please Select a
more info
COMPLETE ITEM
$69.99
remove
Men
12:23
Launcher
menu
Justice League
size chart
Size
XSM
SML
MED
LRG
XLG
1X
2X
3X
Personalization
Choose a
Gift Packaging
Choose a

Goals

Business The business goal of this project was to increase the number of completed “family pajama” orders because they result in a much higher average order value.

User The user goal for this work was to be able to easily find and purchase matching sets of pajamas for their loved ones.

My Roles

- Usage Analysis
- UX Strategy
- Market Research
- Interaction Design

> “Kevin is a leading example of the value of the professional creative technical leader. With demonstrated success in practical design and usability, he also has a deep background in technical implementations. Kevin leverages this combination to lead, design, and build appealing interfaces that meet both user and technical needs.”

Prototyping

Usability Testing

Icon Design

Bob Stetzel
VP of Business
and Information Technology
Vermont Teddy Bear

Strategies and Objectives

Strategy 1	Reduce confusion and context switching that was discovered to be an issue while observing users of the previous version of the system.
Objective 1	Streamline the process and eliminate the context switching that happens as users move between gallery, product detail, and cart pages during the purchase process.
Objective 2	Make it easier for users to edit previous selections while they complete their tasks.
Strategy 2	Reduce the anxiety that was observed to be a potential barrier to conversion while testing the new version of the system.
Objective 1	Condense the presentation of the interactions required to complete the task and show only what is necessary at each step of the process to avoid overwhelming the user.

Persona and Scenario - Proud Mother

Holiday Card Photo

Margaret is a proud mother who wants to show off her entire family in a photo-card for the holidays.

The entire family is going to visit for Thanksgiving making this the ideal time to take the photo. Usually, the family would all gather outside to take their photo but this year she wants to do something different. Last year her friend sent a funny family photo of everyone wearing matching outfits. This year she wants to do the same and is visiting the Pajamagram website on her phone because she heard an ad for matching pajamas on the radio.

The Original Task Flow

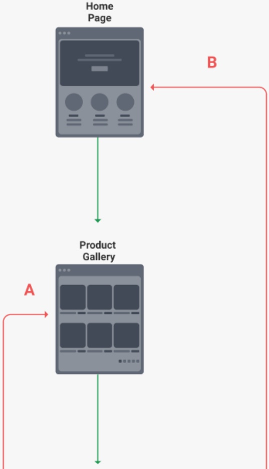
When I started looking into what might be preventing users from completing their purchase of matching pajama sets **I had no idea what issues users faced**. I began my exploration by completing a sample order for a family of five. **That test order required a total of 20 clicks**. Aside from the large number of interactions required, it was also obvious to me that another problem users faced was that the system forced them to move between the gallery, product detail, and cart pages for each pajama that was ordered. **This was not intuitive and required the user to figure out that they could use the back button or go back to the home page and search for the product** to begin the process of ordering another pajama.

Task Flow A

21 Clicks

Users trying to purchase matching pajamas using the original system had two choices for how they could complete their task. They could either click the back button twice after the first item was added to the cart so they could select the next item from the gallery page or they could click the home button and then navigate back to the gallery to select the next item.

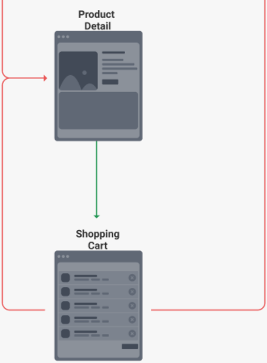
Task flow A shows how users would move through the process using the back button. For a family of 5, this task flow takes 21 clicks to complete. The larger problem with this flow was that most users didn’t know using the back was a viable option.


Home Page
B
Product Gallery
A

Task Flow B

20 Clicks

Users could also click the home button or click the “continue shopping” link from the cart page to continue their order. Both of these actions resulted in users ending up on the home page and having to click into the gallery to select the next product to continue their task. This task flow requires 20 clicks.


Product Detail
Shopping Cart

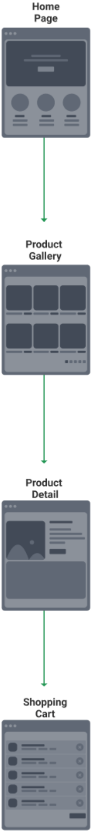
Both task flows suffer from an underlying flaw in the way the original system worked. It was designed to bring a user to the cart page as soon as they added an item to their cart. Many systems simply update the number of items in the cart leaving the user on the same product detail page they started on.

If the system had been designed using the more traditional method the task flow would take 15 clicks to complete but would still require the user to navigate back to the gallery page to make their next pajama selection.

The Improved Task Flow

The issues I uncovered while reviewing how the original system worked made me curious to see how other companies were solving the same problem. I reviewed amazon.com, hanna anderson.com, and macys.com. It didn't appear that any of those companies were treating the matching set purchase scenario differently than the single product purchase scenario so the research didn't provide any guidance.

With no clear direction, I sketched some alternative flows. One of those flows was a wizard-based approach that I hoped would eliminate the confusion about what the next step is once an item was added to the cart. In the end, that approach was going to result in too many additional clicks, but that process let me to the solution we ended up using in the end.


Home Page
Product Gallery
Product Detail
Shopping Cart

Unified PDP Task Flow 13 Clicks

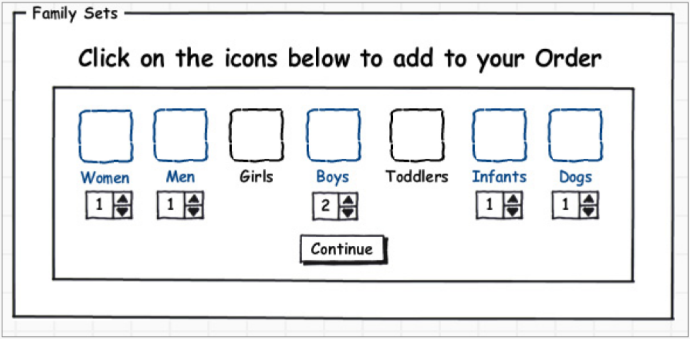
The keys to improving this task for users included **reducing "next step confusion"** and **reducing the number of clicks required to complete the task**. To do that I designed a system that prompts the user to select a pajama for each member of their group first before continuing on to select sizes and personalization options.

This enhanced process reduces the potential for confusion by reducing the number of page transitions required to complete the task. With fewer pages to move between the new process also reduces the number of clicks to complete down from 20 to 13.

Those improvements are possible because the new system allows the user to begin orders for all members of the group from a single product detail page instead of having to navigate between 5 separate product detail pages.

Wireframing, Prototyping, and Testing

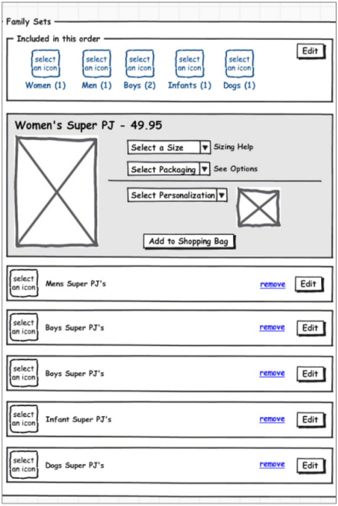
Once I had a new task flow designed that I had confidence would improve the experience, I moved on to wireframing ideas for the interactions that would support the new flow. The first challenge was to create an interface that would allow the user to select the types of Pajamas needed for each member of their group. The wireframe below illustrates this first step in the process.

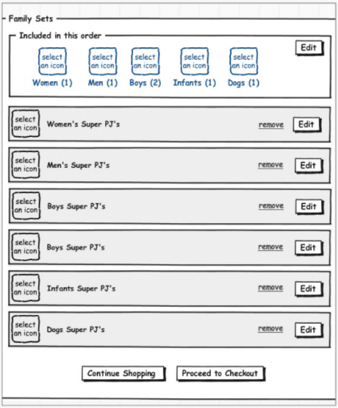

Family Sets
Click on the icons below to add to your Order
Women
1
Men
1
Girls
Boys
2
Toddlers
Infants
1
Dogs
1
Continue

Progressively Revealing Content

The first version of this interface simply presented the user with all the form elements that were required for each pajama in the matching set. For a family of 5 that ends up being a lot of form elements to look at when you consider that each item ordered includes size, packaging, and personalization options. Early testing showed that users found all those required interactions to be intimidating.

To help reduce the sense of being overwhelmed and help users focus on one task at a time I used the accordion interaction pattern to reveal the required interactions related to one pajama at a time.

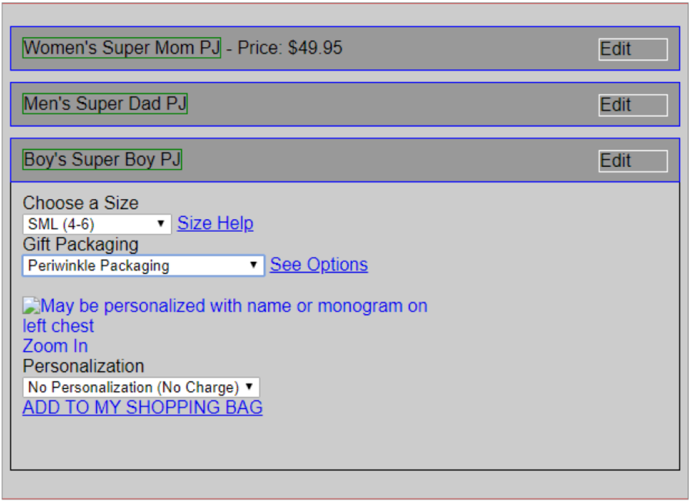

Family Sets
Included in this order
Edit
select an icon
Women (1)
select an icon
Men (1)
select an icon
Boys (2)
select an icon
Infants (1)
select an icon
Dogs (1)
Women's Super PJ - 49.95
Select a Size
Sizing Help
Select Packaging
See Options
Select Personalization
Add to Shopping Bag
select an icon
Mens Super PJ's
remove
Edit
select an icon
Boys Super PJ's
remove
Edit
select an icon
Boys Super PJ's
remove
Edit
select an icon
Infant Super PJ's
remove
Edit
select an icon
Dogs Super PJ's
remove
Edit


Family Sets
Included in this order
Edit
select an icon
Women (1)
Men (1)
Boys (2)
Infants (1)
Dogs (1)
Women's Super PJ's
Men's Super PJ's
Boys Super PJ's
Boys Super PJ's
Infants Super PJ's
Dogs Super PJ's
remove
Edit
Continue Shopping
Proceed to Checkout

Collapsed for Simplified Review

Another advantage of the accordion pattern is that once all items have been completed the summary information is easy to review on all device types but especially on mobile devices with limited screen space.

Once the user has verified their selections they can either proceed to checkout or continue shopping. Either way, all their items will be added to the cart with one click.



Women's Super Mom PJ - Price: $49.95

Men's Super Dad PJ

Boy's Super Boy PJ

Choose a Size
SML (4-6)
Gift Packaging
Periwinkle Packaging

May be personalized with name or monogram on left chest

Personalization
No Personalization (No Charge)

Edit
Edit
Edit
Size Help
See Options
Zoom In
ADD TO MY SHOPPING BAG

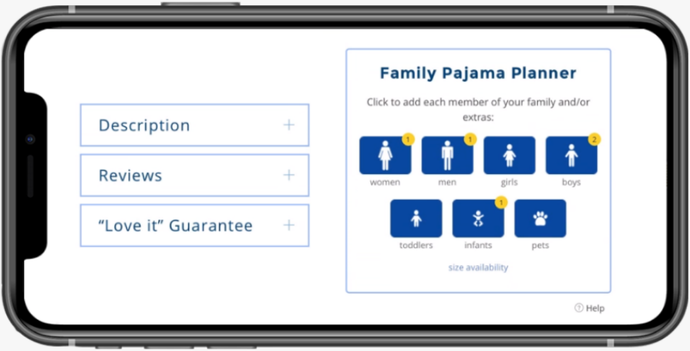
HTML, CSS, and JavaScript Prototype

The developer I was working with on this project told me he wasn't sure how to create the accordion interface that I had specified. Since we were the only 2 people working on this project and we didn't have much time before it was due, I asked him to work on configuring the backend to be able to accommodate processing multiple product detail pages from one interface while I created sample front-end code.

When he was ready to transition to coding the interface he was able to leverage my example to reduce the time he needed to get the system up and running.

High Fidelity Design

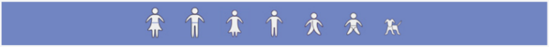
This project closely followed an agency designed overhaul of the high fidelity UI for the entire site. **Although I wasn't responsible for the final design, the interactions I designed were used.** I shared the final design here to provide more context for the final results and to provide my feedback on areas where I see room for improvement.

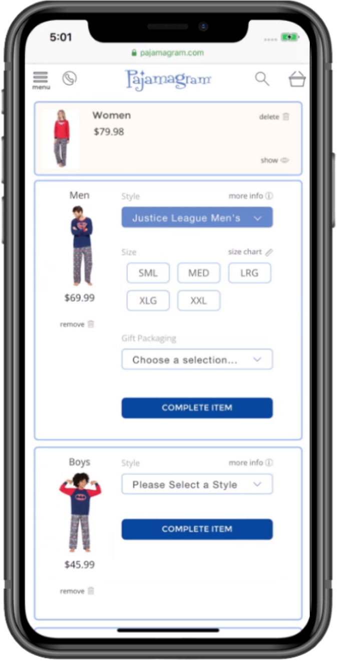

Description +
Reviews +
"Love it" Guarantee +
Family Pajama Planner

Click to add each member of your family and/or extras:

women 1
men 1
girls
boys 2
toddlers
infants 1
pets
size availability
Help

The first thing that stands out to me in this design is that the button style and colors look more like variations on public bathroom signs than icons that support the branding of a pajama company. **I believe the alternative icons I designed that are shown below, would represent the brand better** and look more like they are part of the same consistent family of icons than the ones that exist in the interface now.




5:01
pajamagram.com
menu
Pajamagram
delete
show
more info
size chart
SML
MED
LRG
XLG
XXL
COMPLETE ITEM
remove
COMPLETE ITEM
remove

Women $79.98

Men $69.99

Style: Justice League Men's

Size

Gift Packaging: Choose a selection...

Boys $45.99

Style: Please Select a Style

Streamlined Interactions

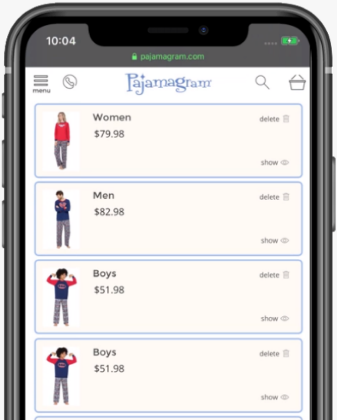
Having all the required interactions on one page reduces context switching and lessens the chance that the user will become confused during the process.

There is still room for improvement. The visual hierarchy of this page is weak and many of the links are placed too close to one another increasing the odds of user error

Simplified Order Review

Even a complex order like this example easily fits within one screen for review. This design also streamlines the editing process and allows for quick changes based on price.

To reduce the chance that a user might accidentally delete an item while trying to edit it I would remove that functionality from this level of the interface.


10:04
pajamagram.com
menu
Pajamagram
delete
show
delete
show
delete
show
delete
show

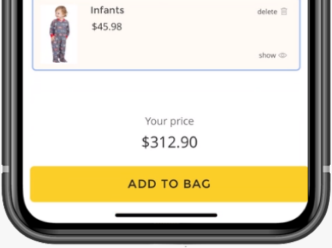
Women $79.98

Men $82.98

Boys $51.98

Boys $51.98

Finally, I would explore ways to better integrate the images into the design as well as other colors to indicate that an item is complete and ready to be added to the user's cart.



Infants

$45.98

Your price

$312.90

delete
show
ADD TO BAG

The Results

Topline Revenue	Immediately after the new system launched we were able to see a substantial improvement in conversions and an overall $9.00 increase in the average order value.
Operational Efficiencies	Selling more matched sets means that more pajamas are being sold. It also means that those pajamas are being shipped to fewer locations requiring less handling, packaging, and shipping thus reducing the overall cost of goods sold.