

# Sibi

The fascinating tale of problems  
& the UX research that solves them.

March 23, 2016

## The Problem

“It’s extremely difficult for social network patrons to purchase items that pique their interest on their favorite social networks.”

# Research

Purpose

Methods

Results

# Research Purpose

## Validate

the problem statement, and discover if this is a problem worth solving for people.

## Empathize

with what people are doing, thinking and feeling with regarding the places, devices, times, relationships and touch-points where the users may experience the problem.

## Understand

the workarounds people are using to solve the problem today.

## Identify

a key demographic that most identifies with the problem, and could benefit from a potential solution.

# Research Methods

## Service Safaris

Understand the current social landscape by examining Instagram, Pinterest, Facebook and Snapchat. Understand premier online shopping experiences by examining Apple, Amazon, Backcountry.

## Survey

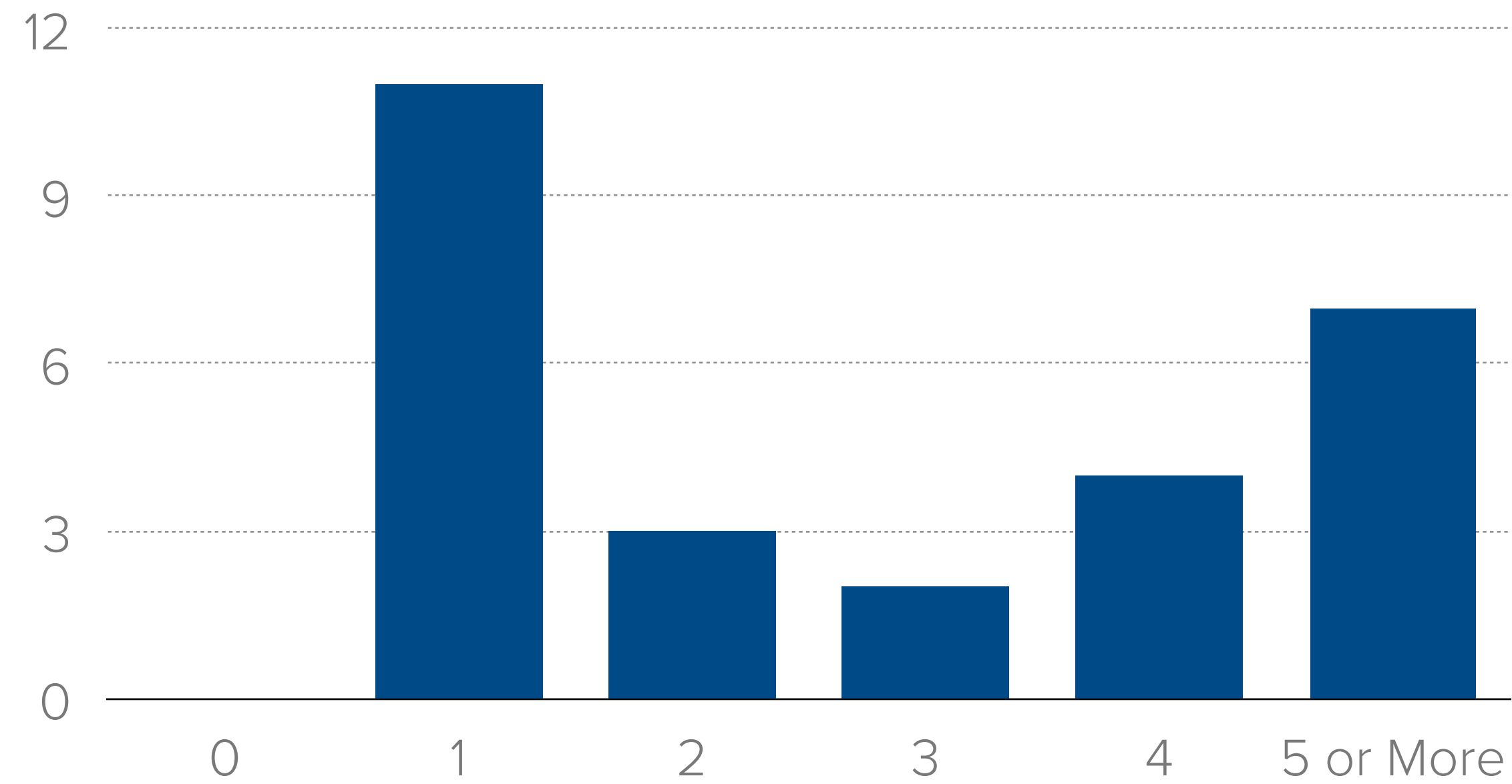
Prequalify interview candidates  
Gather demographics  
Understand the magnitude of the problem

## User Interviews

Understand motives for using their favorite social networks  
Discover the journey they travel when they see something they want to buy  
Validate if there is a need to be social while shopping, and learn how that fits in a shopping journey

# Research Results

Number of Purchases Per Month



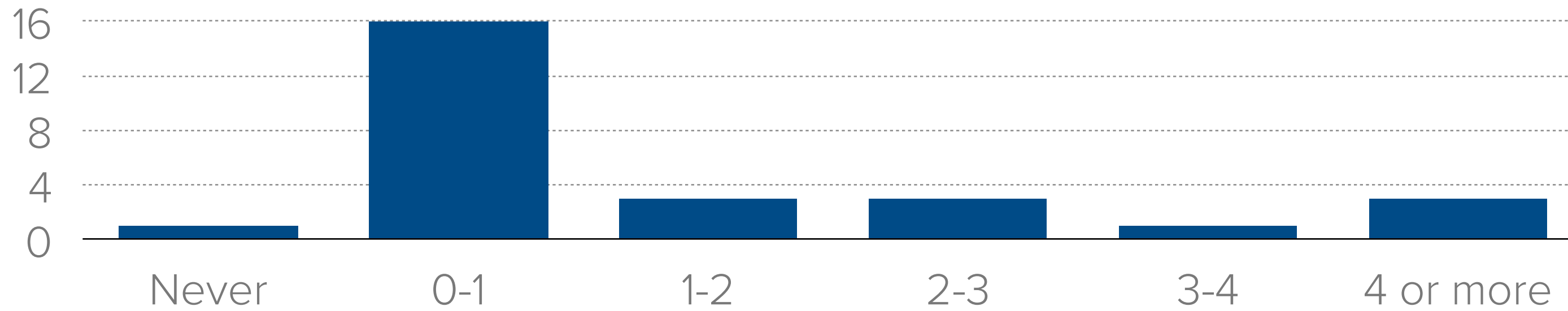
**59%**

Purchased 2 or More  
Items Per Month

# Research Results

## Social Network Usage

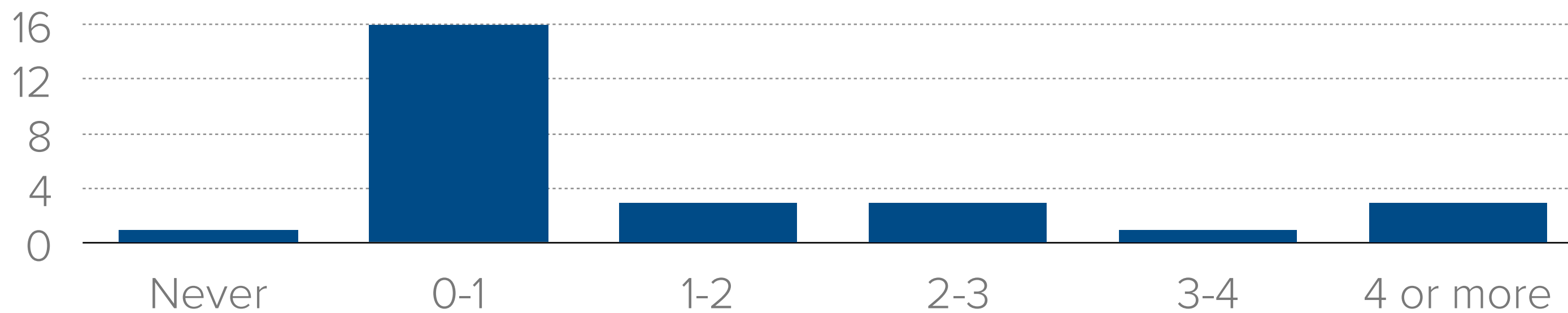
93% Use Facebook Regularly



**37%**

Use Facebook More Than an Hour/Day

81% Use Instagram Regularly

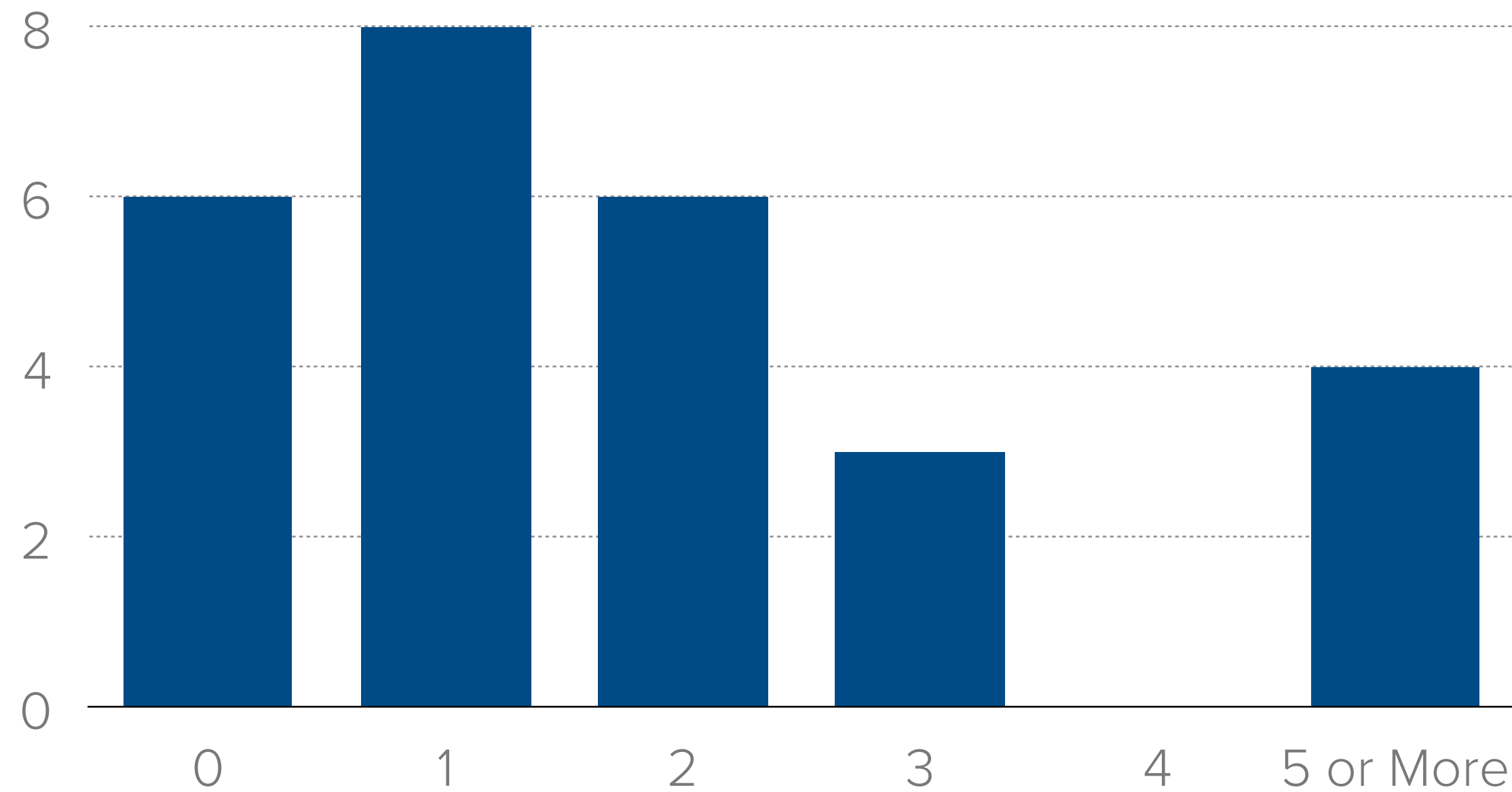


**33%**

Use Instagram More Than an Hour/Day

# Research Results

Desire to Purchase via Social Network Per Month



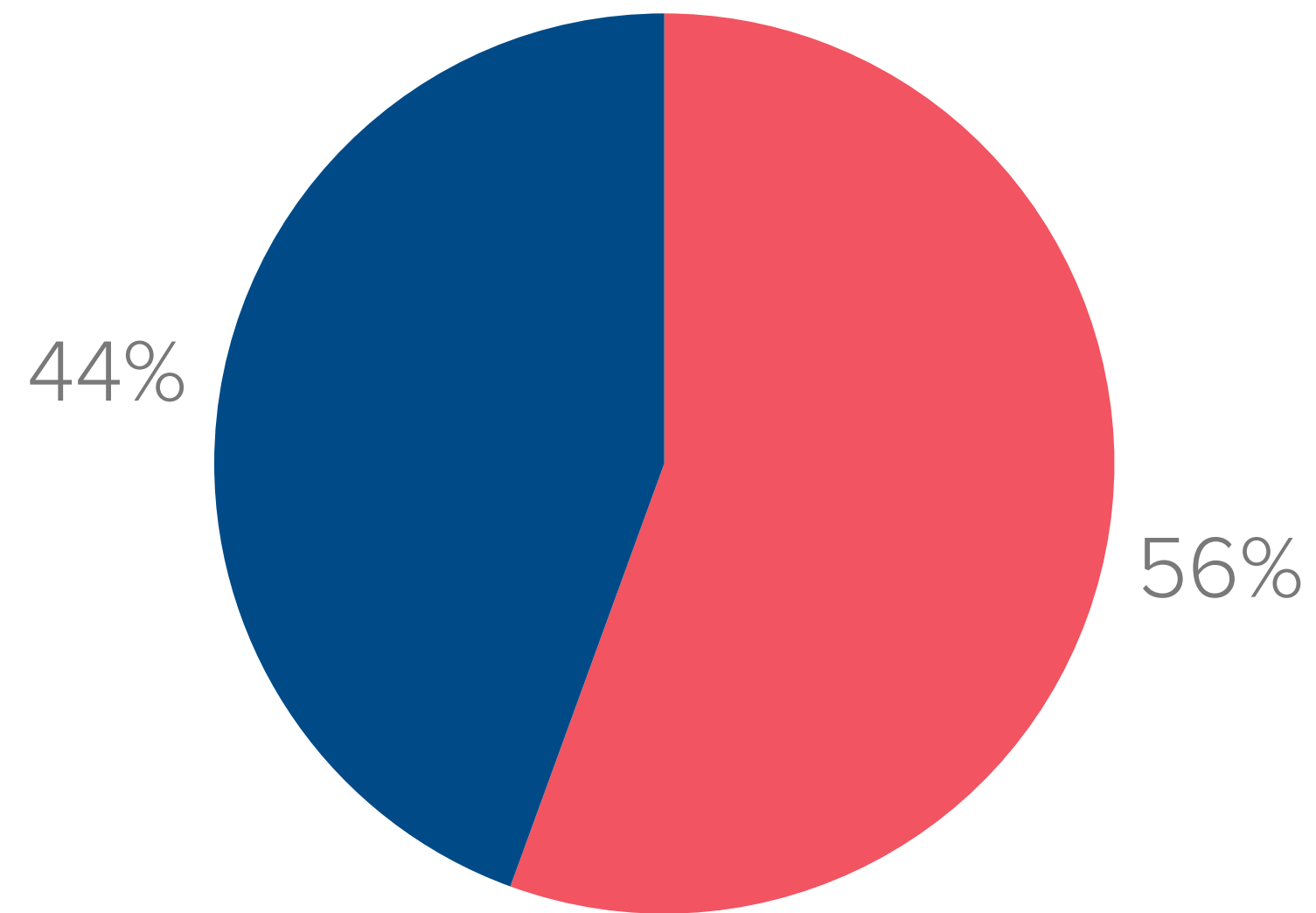
**78%**

Saw 1 or more items  
they wanted to purchase  
on social media per month

# Research Results

## Demographics

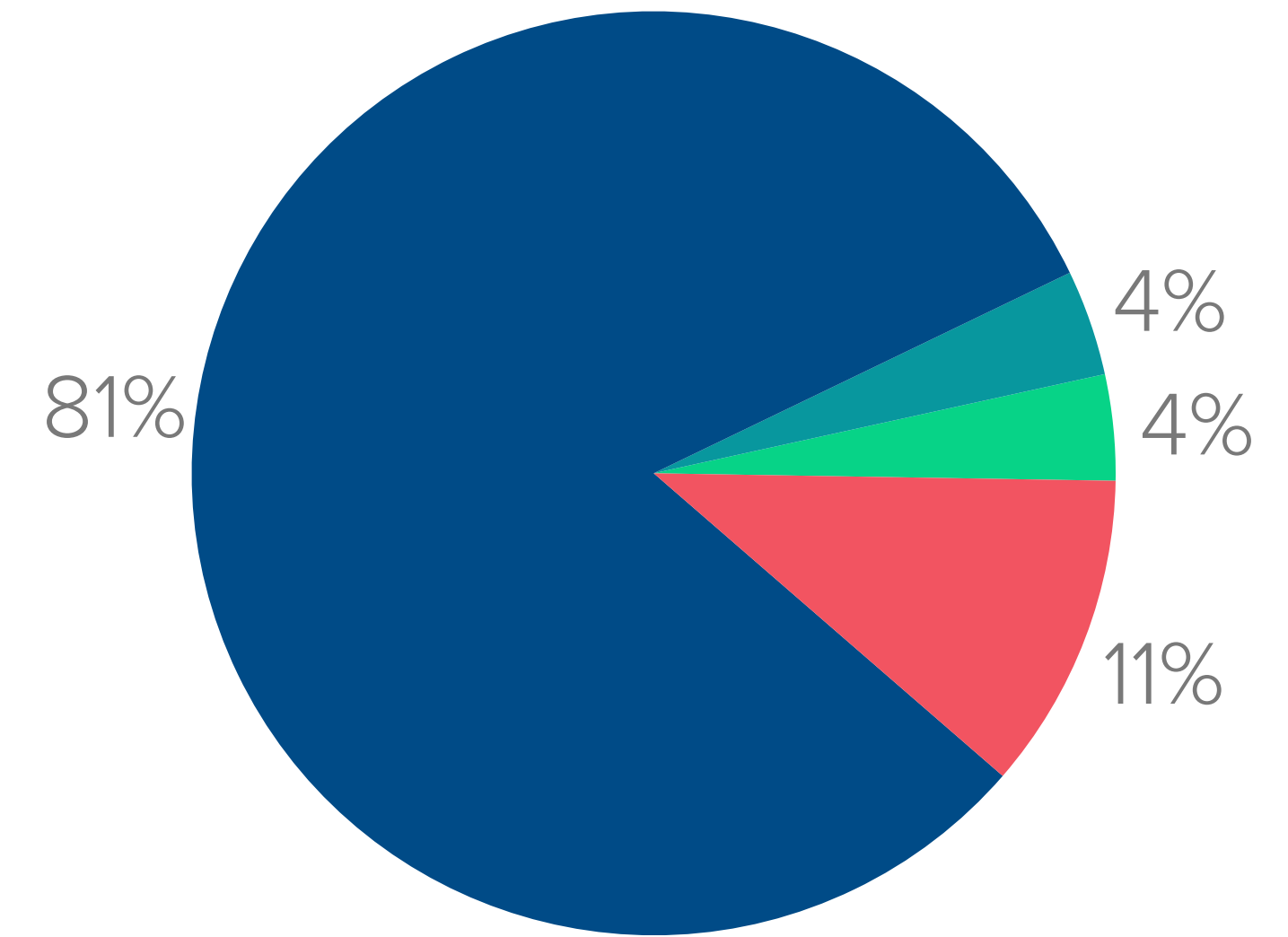
Gender



● Male

● Female

Age



● 16 - 22 years old

● 23 - 35 years old

● 36 - 45 years old

● 46 - 55 years old

● 56 - 65 years old

# What Makes a GREAT Social Experience

Who

Who is involved?

Friends

Family

Experts

Brands

Influencers

Thinking

What are they thinking while on the network?

Keep up w/ People

Inspiration

Ideas

Recommendations

Visual

Curation of Content

Fun

Doing

What are they doing while on the network?

Message

Browse Profiles

Follow People, Brands & Activities

Research Items & Interests

Filter Content

Control Content

Feeling

Does participating make them feel?

Included

Connected

Personal

Inspired

Motivated

Happy

Visually Stimulated

Entertained

Informed

# What Makes a GREAT Shopping Experience

Who

Who is involved?

Friends

Experts

Influencers

User Reviewers

Thinking

What are they thinking while on the network?

Easy to Find

Real People in Real Situations

Friendly Shipping & Returns

Price is King!

Easy to Buy

Want Friend/Expert Opinions

Does X Look Good/Appropriate?

Doing

What are they doing while on the network?

Pricing

Shipping

Sending Pictures

Research Items & Interests

Contacting Friends/Experts

Feeling

Does participating make them feel?

Lucky for Sales

Comforted by Free Shipping/Returns

Like Aggregated Reviews

Trust Verified Reviews

Validated by Feedback

# Personas



**Sofia**

25

Makeup Artist  
Burberry, Inc.

## Background

Sofia loves social networks! She uses some to keep up with friends and family, and others to as a fun way to show off as well as “expand her closet imagination.” Sofia is extremely optimistic and well traveled. She’s been an expat for most of her life. Her diverse experience have made her both pragmatic and practical when it comes to purchases.

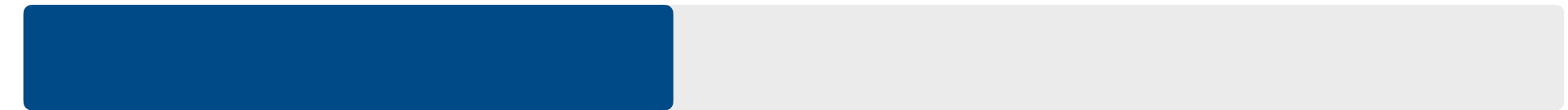
## Social Network Use



## Shopping Habit



## Technical Aptitude



## Situation

Because of her pragmatic and practical nature, when Sofia is shopping, she often wants the opinions of her friends to help make her decisions — sometimes for fashion, sometimes to validate an expensive item.

## Motivation/Need

I want an easy way to share things I want to buy with my friends.

## Goal

So I can get their opinions on what I should buy.

# Personas



**Paul**

27

Chief Commercial Officer  
iCracked Inc.

## Background

Paul is an avid adventure sports enthusiast. Paul loves following pro athletes going on incredible adventures. They fuel his passion for skiing and pushing his boundaries. Paul is always on the lookout for new gear and great bargains. He values his friends' expertise and that of the pros he follows on social media to help find the gear to power his next adventure.

## Social Network Use



## Shopping Habit



## Technical Aptitude



## Situation

Paul's looking for new skis. His friend Robby is an avid skier and Paul knows that he can help him get a sweet setup. He reaches out to him for help on what to get, and where to get it. Paul's in — He wants to buy the setup...

## Motivation/Need

I want help from experts and people I trust to help me make purchases — Fast.

## Goal

Get the gear to help me excel at my hobbies.

# How Might We...

## Sofia

HMW combine social and shopping into a single experience?

HMW help her shop with her friends even when they are not around?

HMW help her validate her decisions?

HMW help her feel positive about the decisions she makes?

HMW help make decision making easy, fun and exciting?

HMW make it rewarding for her and her friends?

HMW make shopping like playing a game where everyone wins?

## Paul

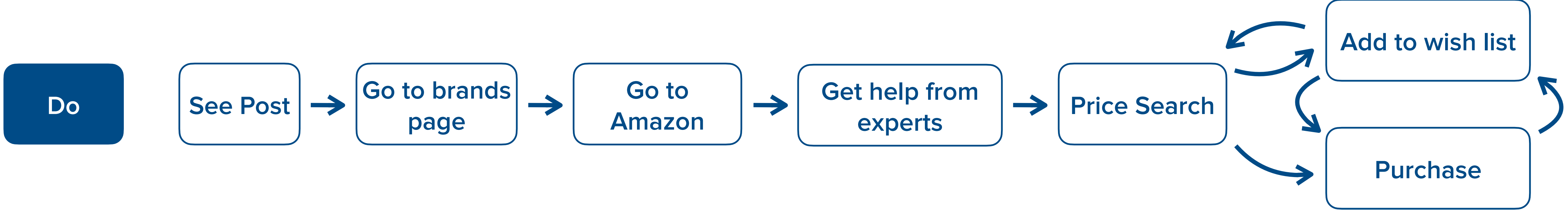
HMW help Paul find the gear he needs for his adventure?

HMW help Paul trust the opinions he's getting from gear?

HMW connect Paul with experts that align with his interests?

HMW make it ease to convince Paul that people are experts?

HMW help Paul triangulate: product info, expert opinion, price, reviews, and return policy so he can enjoy what little free time he has?



**People**

- Friends
- Celebrity
- Expert

Brand

- Amazon
- Sellers

- Experts
- Friends

- Amazon
- Google

Cheapest Site

**Think**

If I know the person/they're a celebrity, it adds to the validity

They look Reputable

Their stuff is cool

What is this thing called?

Is this the item from the picture?

Does this work well?

Does this look good?

Do you like it?

Triangulate:

- Product Info
- Expert Opinion
- Price
- Review
- Return Policy
- >\$200 Ask Friends



The longer the process, the less likely I am to buy

**Feel**

- Inspired
- Excited

Intrigued

- Confused
- Frustrated
- Safe

Validated

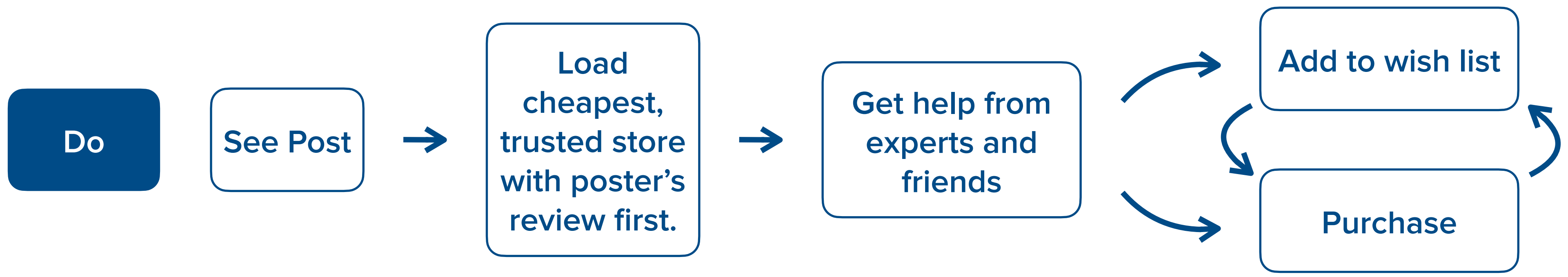
- Skeptical
- Disappointed

Lucky

# Agnostic → Stellar

- ① Help make purchase decision quicker
- ② Make purchasing more frictionless

- ③ Make it easy to get help from friends
- ④ Need to trust info, and the store





## New Problem

“Oh! It looks just like Facebook! Wait, is this Facebook? Like, does it just work as an app on top of my Facebook?”

# Title

Playfair Display — Black — 152

## Subtitle

Proxima Nova — Light — 56

## Header

Playfair Display — Black — 56

## Sub Header

Proxima Nova — Light — 44

## Topic

Proxima Nova — Regular — 36

## Body

Proxima Nova — Light — 30

## Link

Proxima Nova — Regular — 30

## Footnote

Proxima Nova — Light — 24



#004B87



#156DB2



#1E9CFE



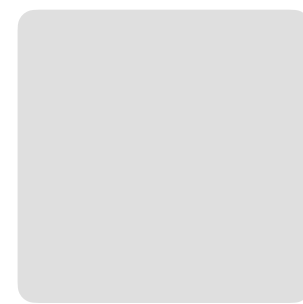
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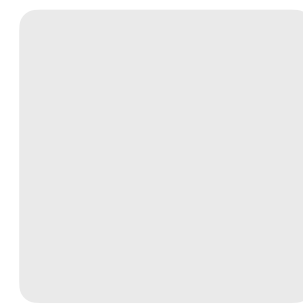
#484848



#969696



#969696  
(30%)

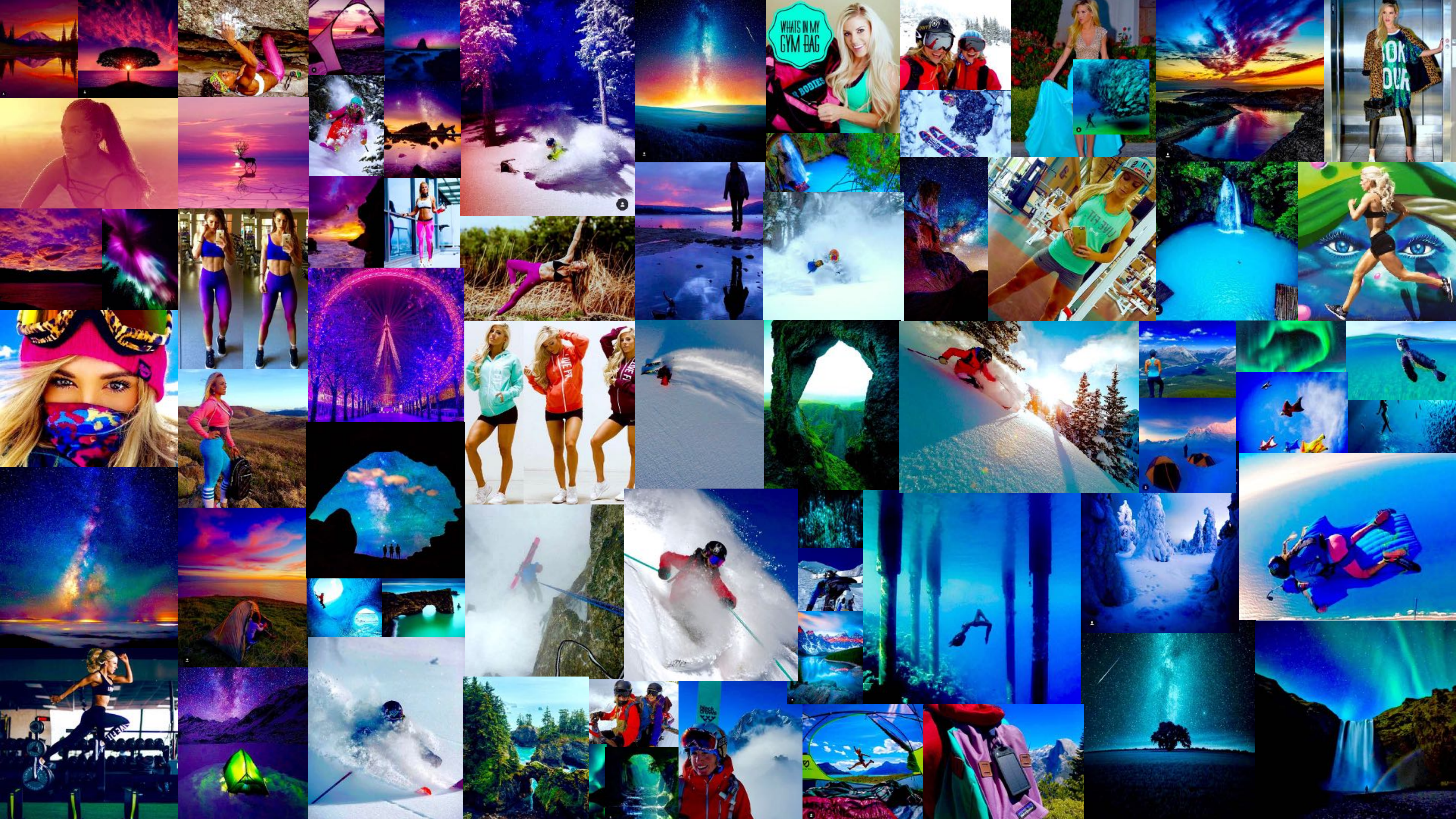


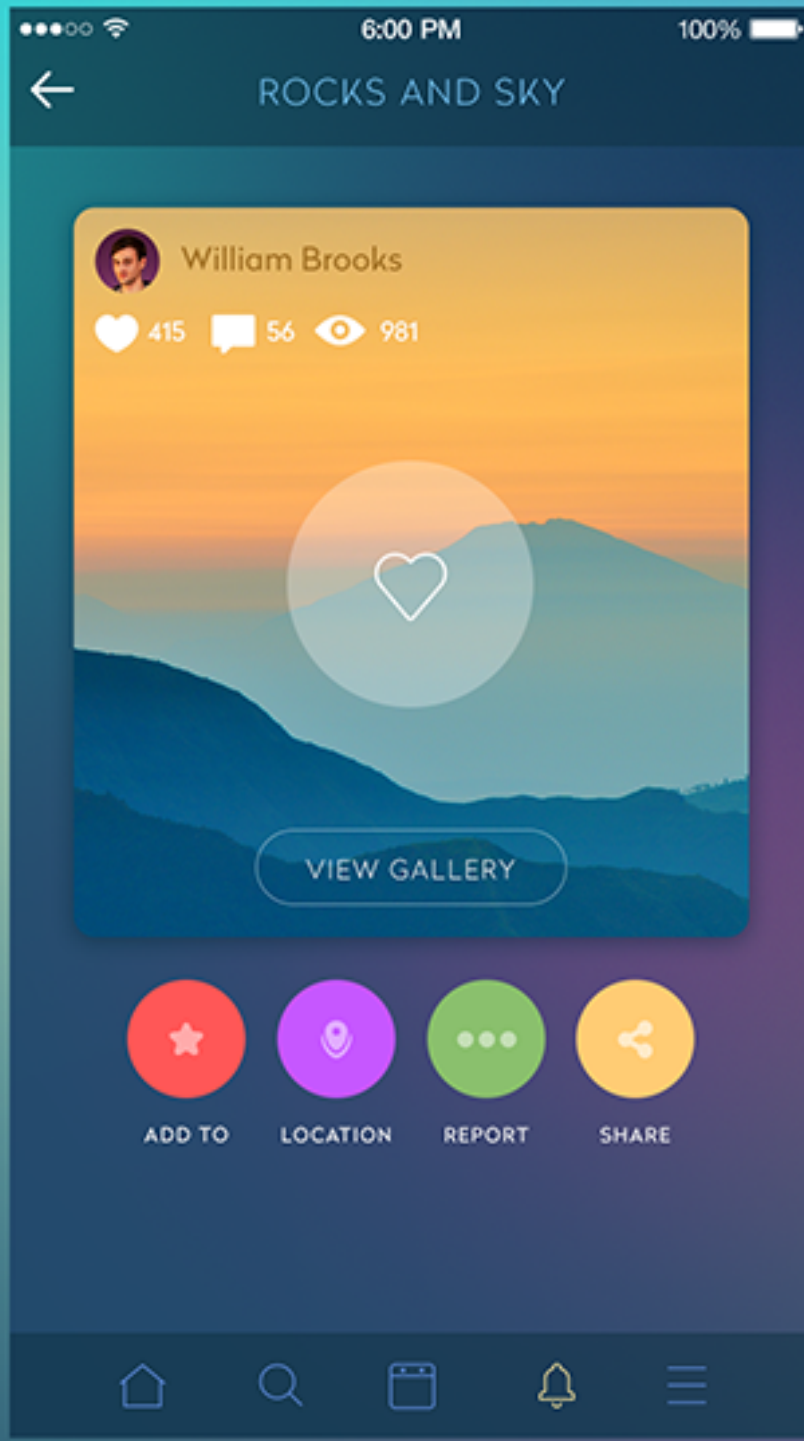
#EAEAEA



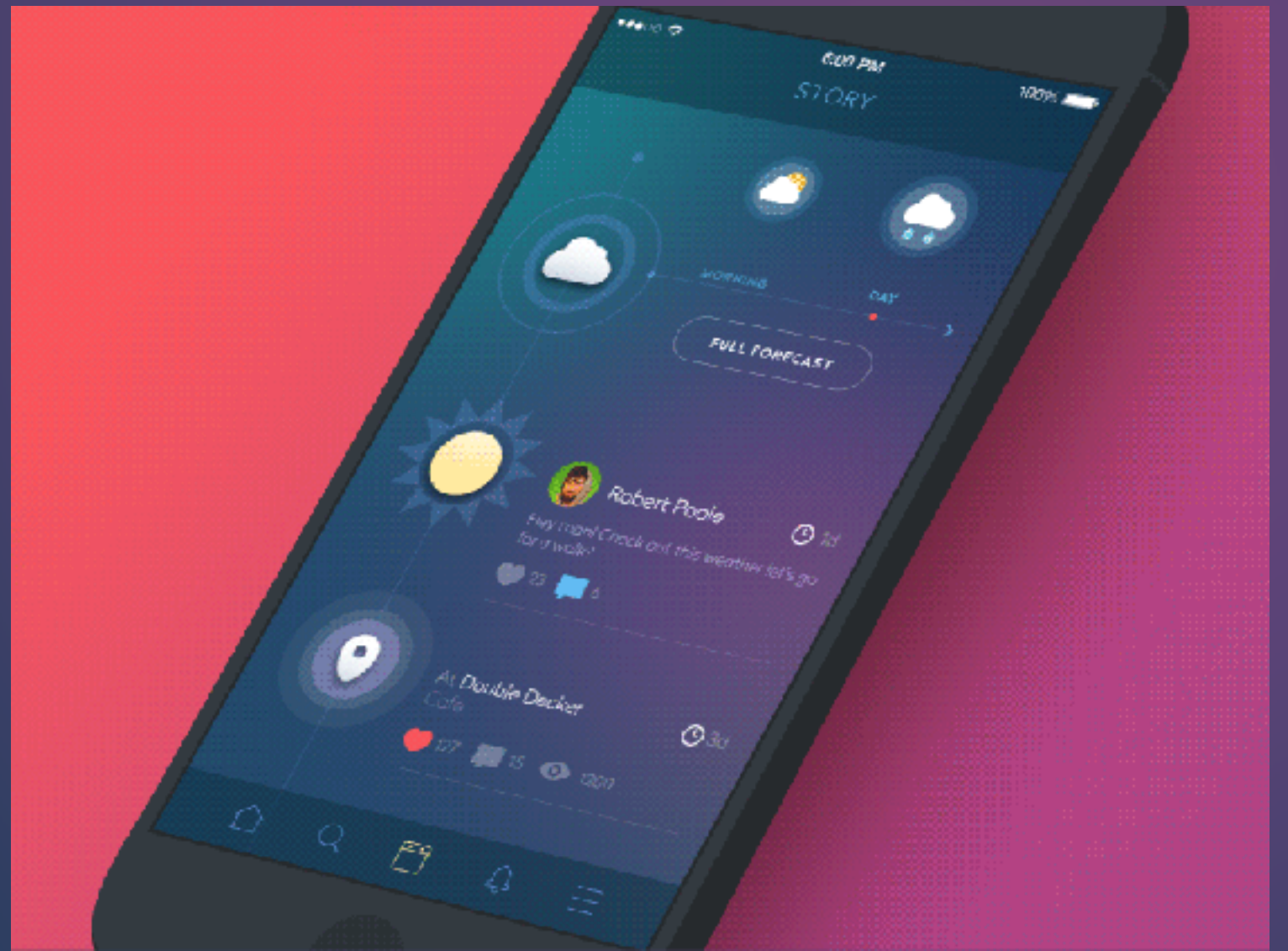
“Accents”

“Accents Small”





*Inspire*  
people to do what the love.





*Sofia*

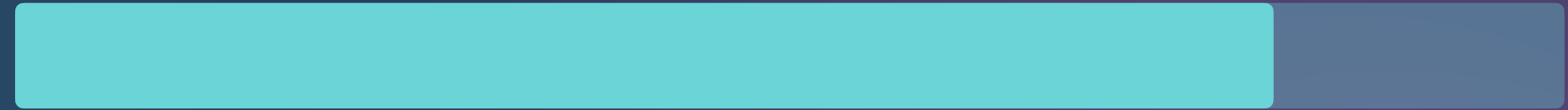
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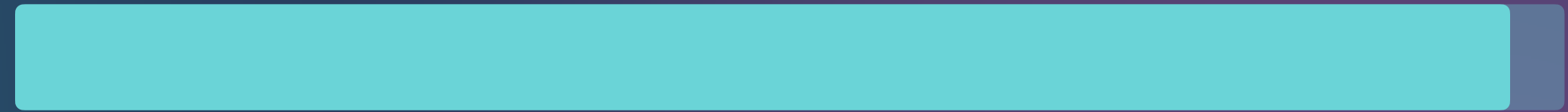
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*Paul*

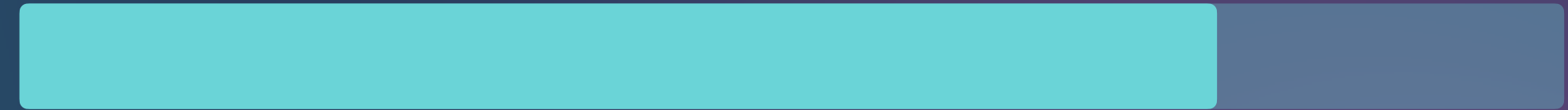
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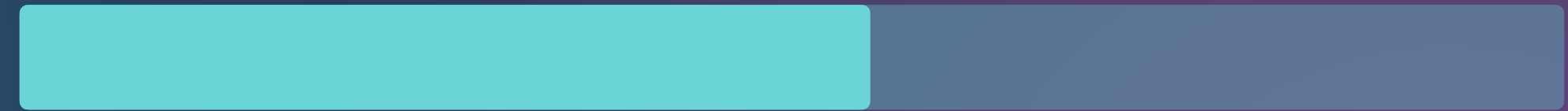
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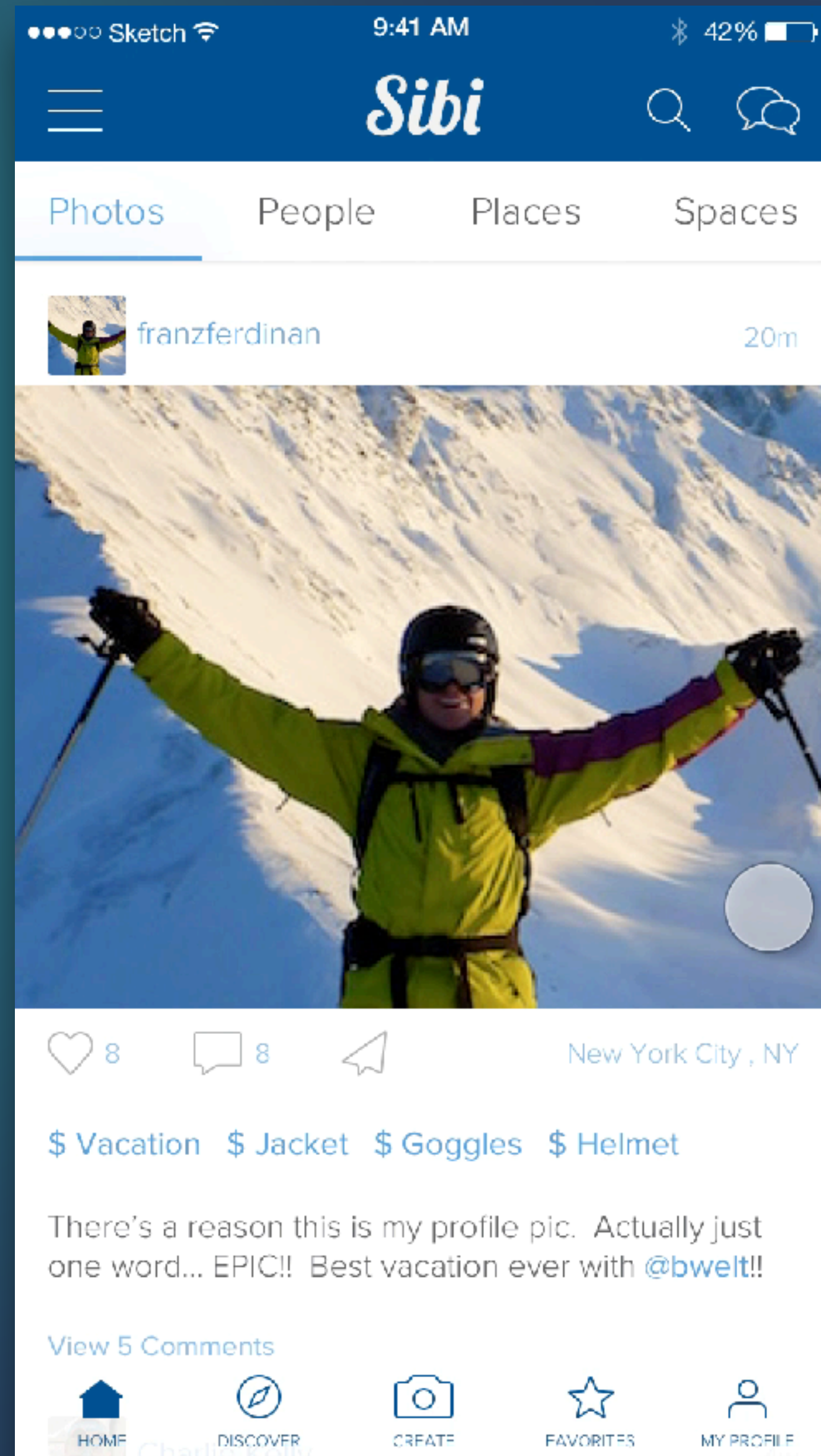
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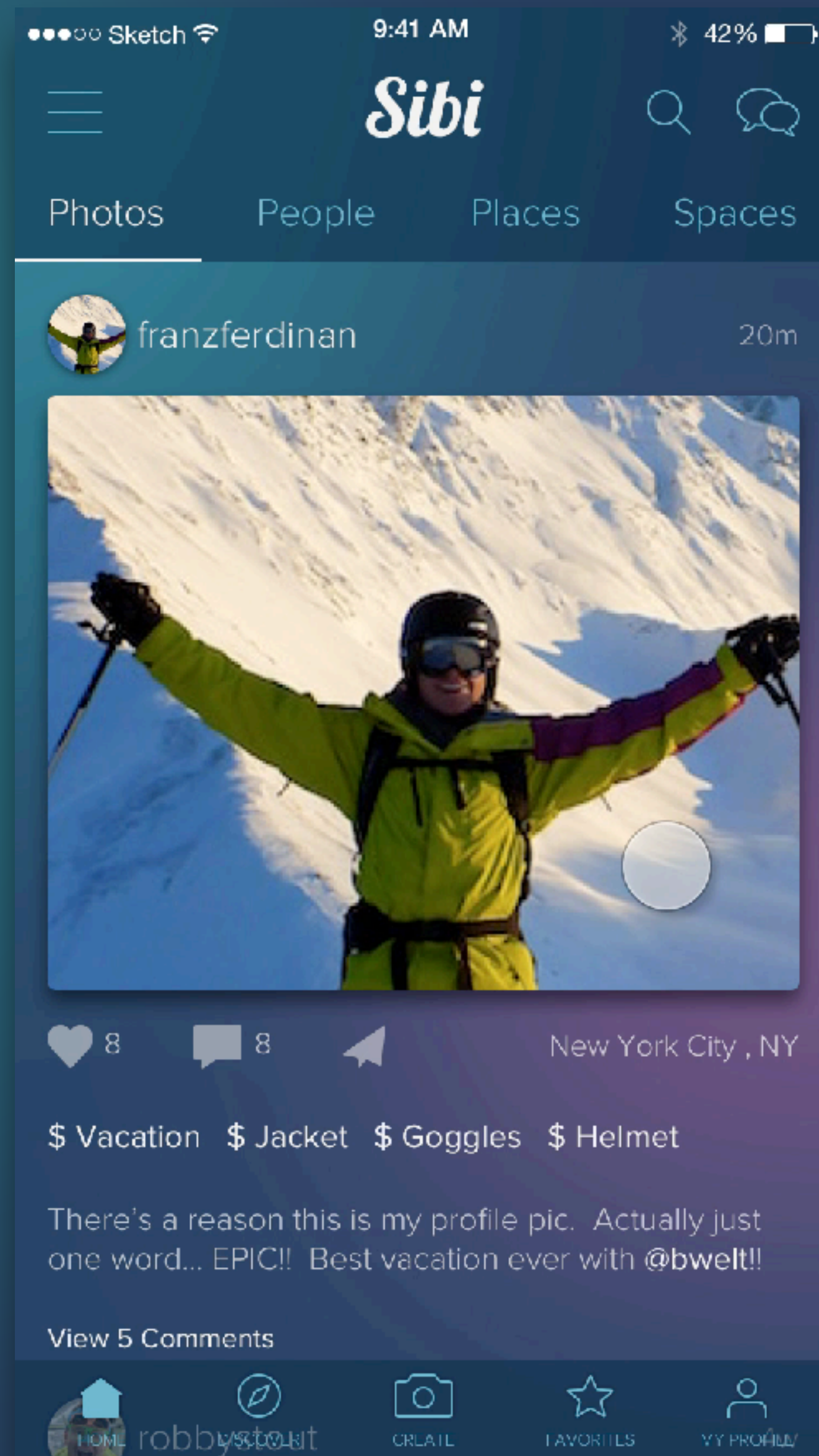
## Goal

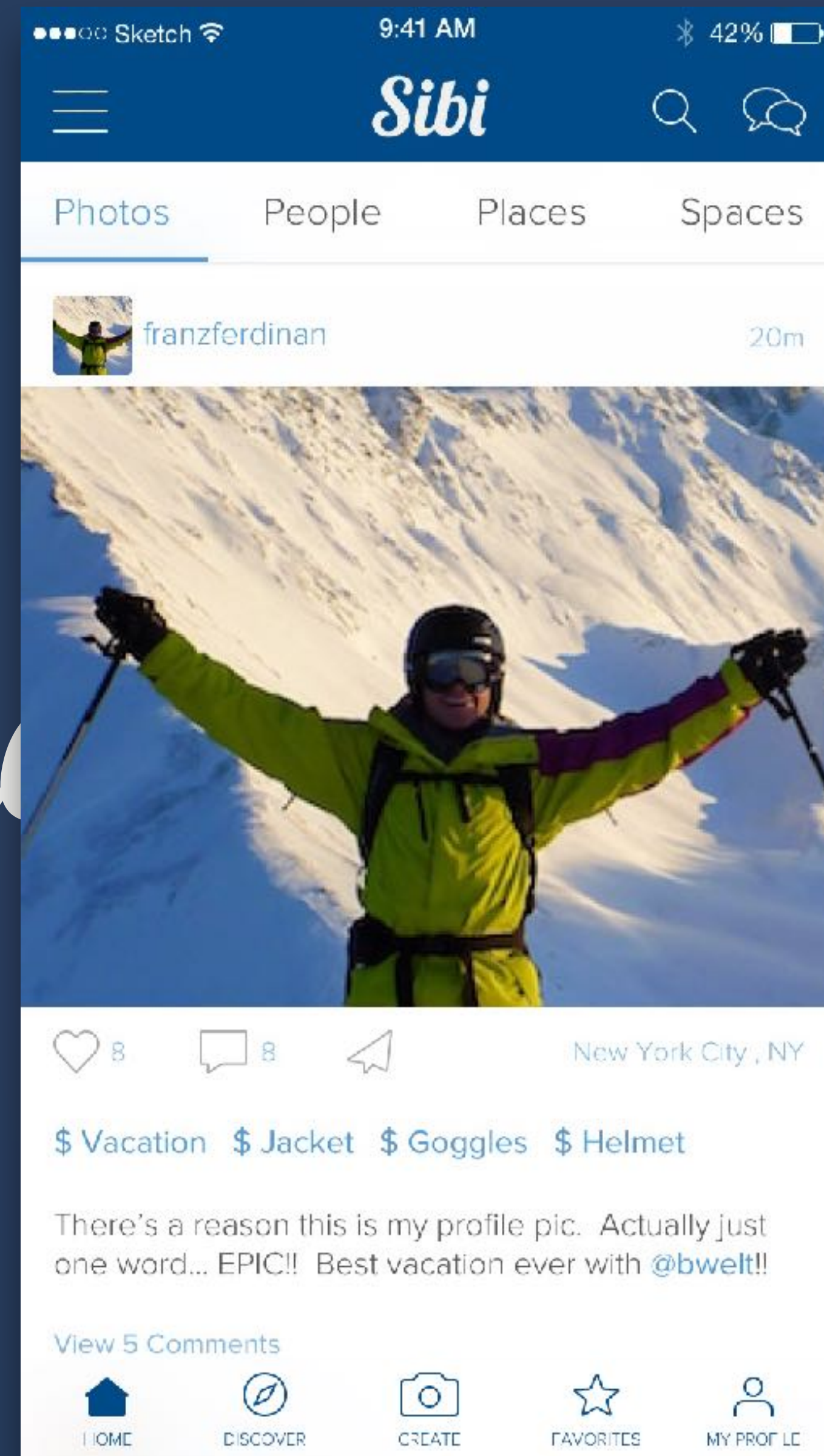
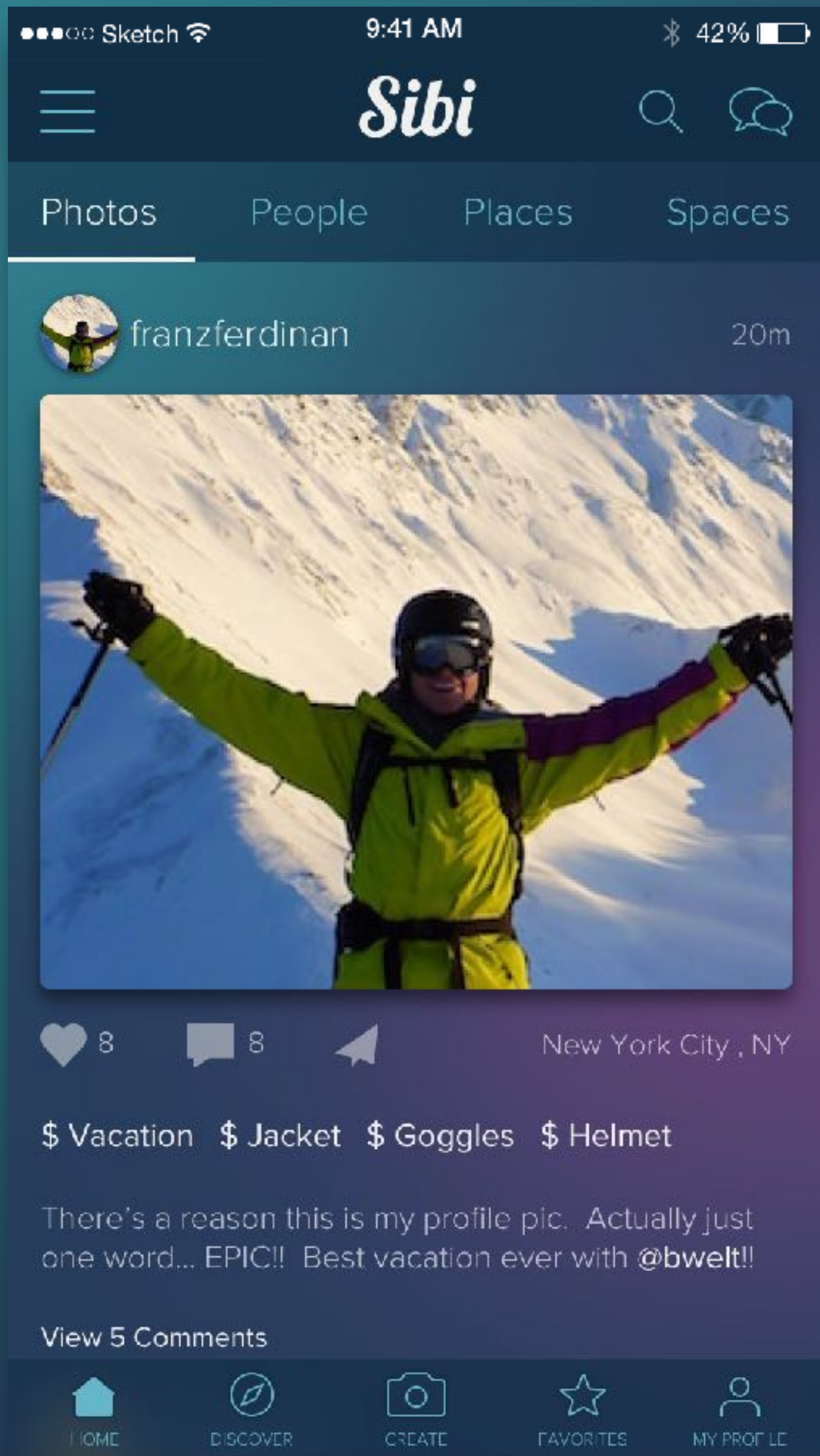
Get the gear to help me excel at my hobbies.

# The Old



# The New





*Critique*