



JOHN VUKUSIC

# STRAND POPUP SHOP





# PROJECT DELIVERABLES

- ▶ STRAND, local NYC used and new bookstore, is looking to create a pop up shop e-commerce site, with mobile version
- ▶ Design the Information Architecture and Content Strategy, use Responsive Design for Prototypes, Create a Checkout Flow
- ▶ Targeted at a single user Persona of my choice
- ▶ **Constraints:** 100 Products, 90 pre-chosen, 10 chosen for my target user  
-use logos/colors/fonts/style guide from original site.

# 10 DAY DESIGN PLAN

## ▶ **PHASE 1 : DISCOVERY**

- Visit Strand Store: Photos, Observations, Interviews
- Competitive Analysis: Research Market, Explore Business Needs

## ▶ **PHASE 2 : REFINE & DEFINE**

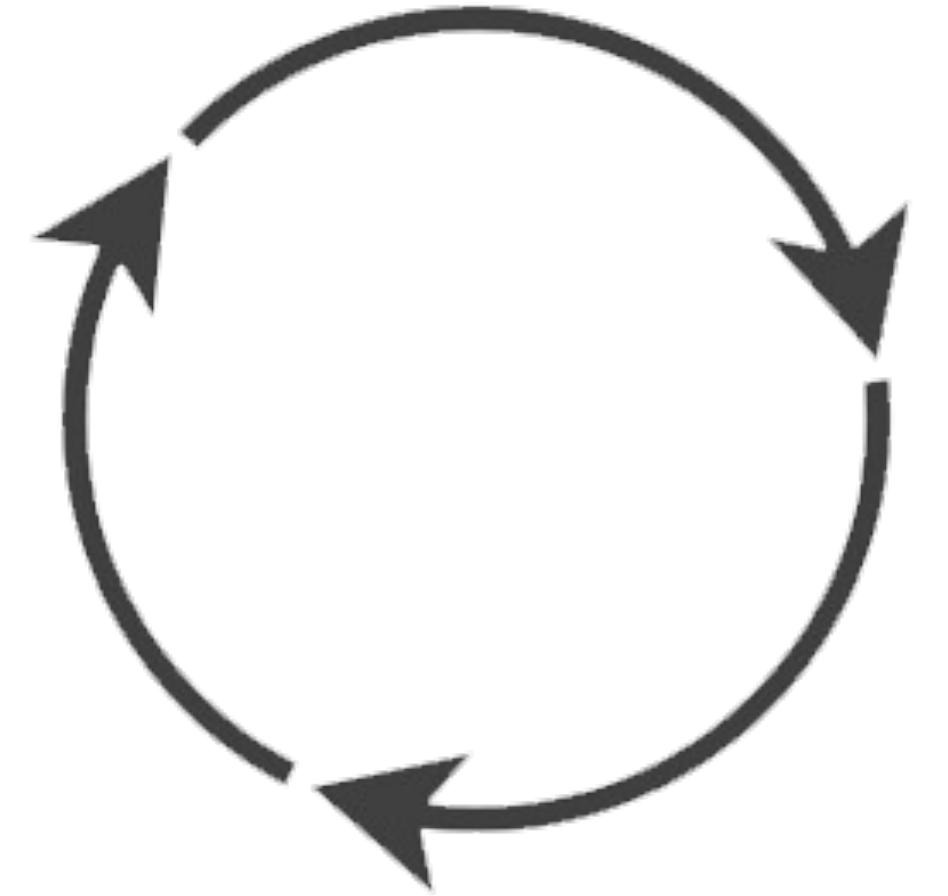
- Open Card Sorting > Testing > Feedback > Closed Sorting > Refine > Sitemap
- Choose Persona: Identify user needs > Create User Flow

## ▶ **PHASE 3 : DEVELOP & DESIGN**

- Sketches > Feedback > Refine > Low Fid > Feedback > Med Fid > Feedback
- Wireframes > Digital Prototype from Med Fid > User Testing > Refine

## ▶ **PHASE 4 : DELIVER**

- Finalize Prototype > Present Next Steps





# VINYL



**PHASE 1: STORE VISIT & COMPETITIVE ANALYSIS**

---

# DISCOVERY





which soon becomes an iconic visual seen on the streets of the city.

**1970** *tote bag,*

**STRAND OPENS CENTRAL PARK KIOSK**  
at 60th St and 5th Avenue — adding an uptown location to our original downtown outpost.

**1957**  
Strand moves to its current location on **BROADWAY** a block away from the original store in a much bigger space that would eventually become home to over **18 MILES of BOOKS**

**1941**  
*Fred Bass.*  
Ben's son, starts working at the store at age 13.

**1986**  
*Nancy Bass Wyden,*  
Fred's daughter, starts working at the store.

**1938** Strand becomes known as a place for finding

**1988** **NEW!**  
**STRAND STARTS SELLING SELECT**

**1990**  
Strand starts curating, publishing, and hosting events.

**1995**  
*Admit One*  
Strand hosts its first event with Maurice Sendak.

**71**





**“WE ARE WORKING ON OUR WEBSITE RIGHT NOW, WE WANT OUR NEXT VERSION OF THE WEBSITE TO MIMIC HOW OUR CUSTOMER THINKS, AND EMULATE THE EXPERIENCE OF SHOPPING AT STRAND. RIGHT NOW ITS HARD TO SEARCH...”**

**COLEEN** – Strand PR Director







“WE REALLY CONSIDER **AMAZON** AND **BARNES & NOBLE** TO BE OUR MAJOR COMPETITION, BUT WE DON'T REALLY WORRY ABOUT TRYING TO OUTDO THEM, RATHER WE JUST TRY TO BE THE BEST WE CAN BE WITH OUR OWN UNIQUE BRAND.”

**DAVE** – Strand Store Manager



“MY DADDY CAN BEAT UP YOUR DADDY!”

# FEATURE COMPARISONS

- ▶ Different Business Models (B2C, C2C..)
- ▶ Discover what makes STRAND stick out?
- ▶ What might we ADD to Strand vs the online competition?
- ▶ What features can we eliminate for the store?

COMPETITOR FEATURES

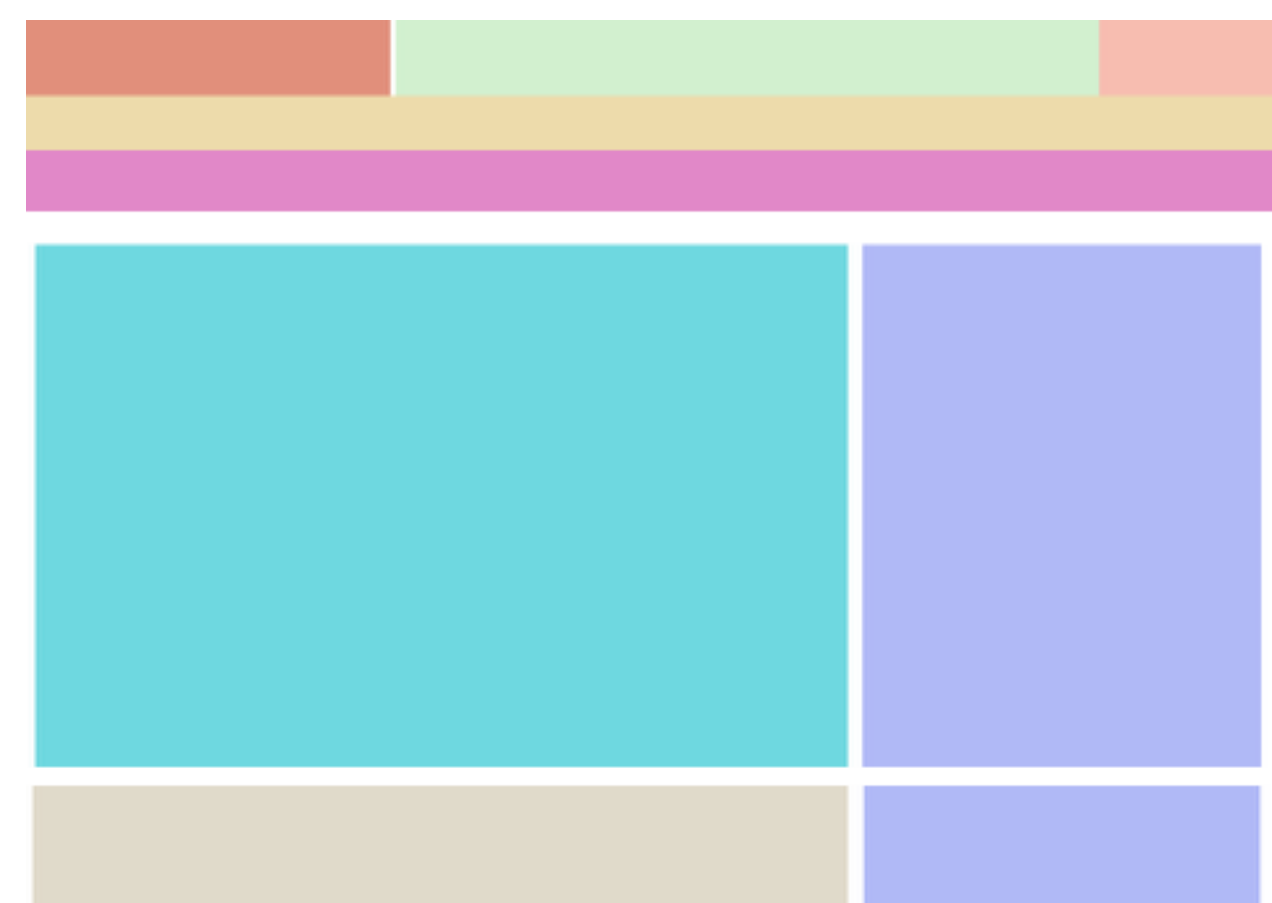
Description	STRAND	Barnes & Noble	Amazon	ThriftBooks	BAM
Brick & Mortar	TRUE	TRUE	FALSE	FALSE	FALSE
Online	TRUE	TRUE	TRUE	TRUE	TRUE
Used Books	TRUE	FALSE	TRUE	TRUE	TRUE
Books by Foot	TRUE	FALSE	FALSE	FALSE	FALSE
Books by Color	TRUE	FALSE	FALSE	FALSE	FALSE
Vinyl	TRUE	FALSE	FALSE	FALSE	TRUE
Local Events	TRUE	TRUE	FALSE	FALSE	FALSE
Sell your books	TRUE	TRUE	TRUE	TRUE	FALSE
Buyback Books	TRUE	FALSE	FALSE	TRUE	TRUE
Rare Books	TRUE	FALSE	FALSE	TRUE	TRUE
1st Editions	TRUE	FALSE	FALSE	TRUE	TRUE
Authenticated Signatures	TRUE	FALSE	FALSE	FALSE	FALSE
ebooks	FALSE	TRUE	TRUE	TRUE	TRUE
paypal	TRUE	TRUE	TRUE	FALSE	FALSE
New Releases	TRUE	TRUE	TRUE	FALSE	FALSE



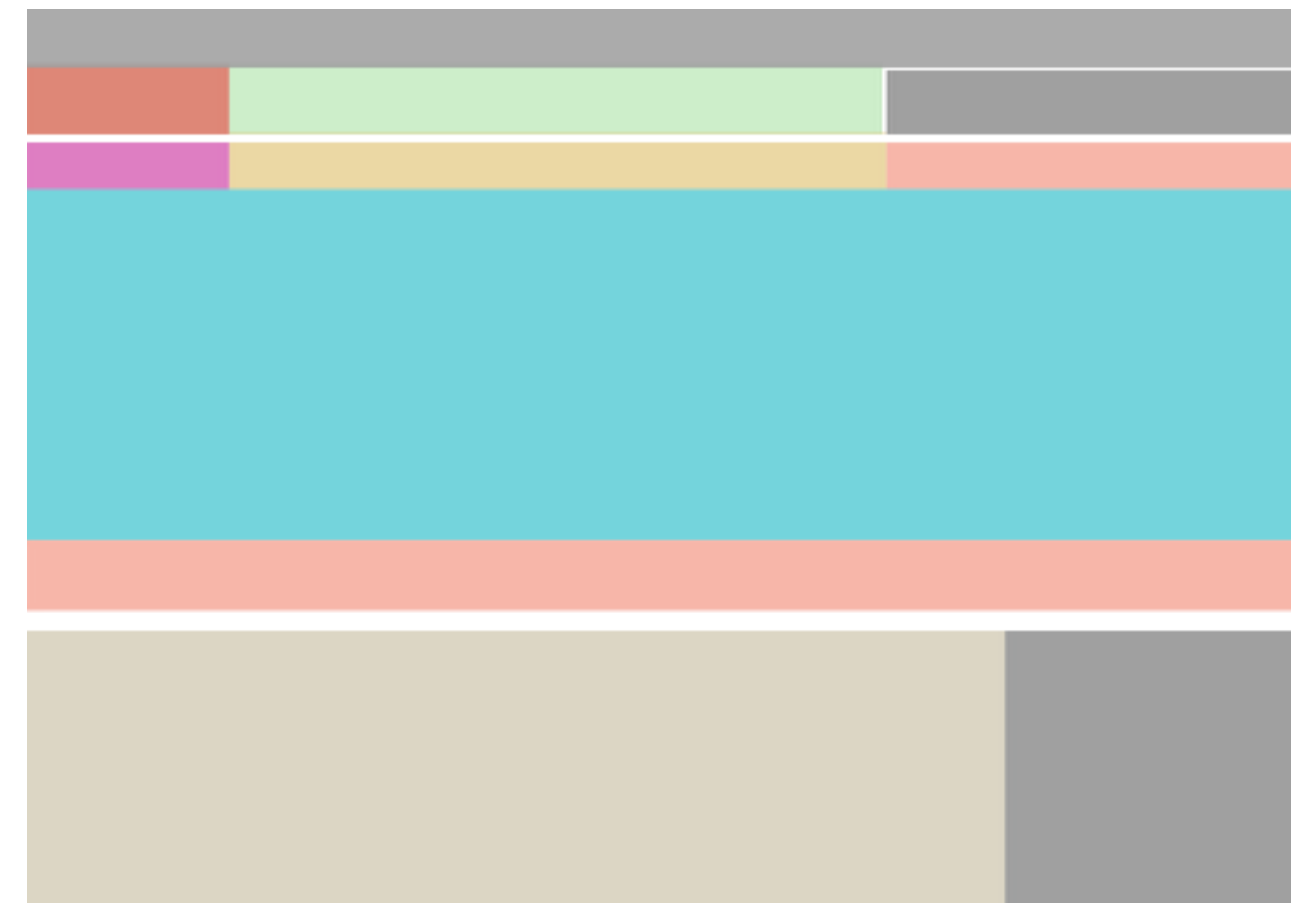
“HEY NEIGHBOR... WHAT KIND OF CAR YOU DRIVING?”

# LAYOUT COMPARISONS

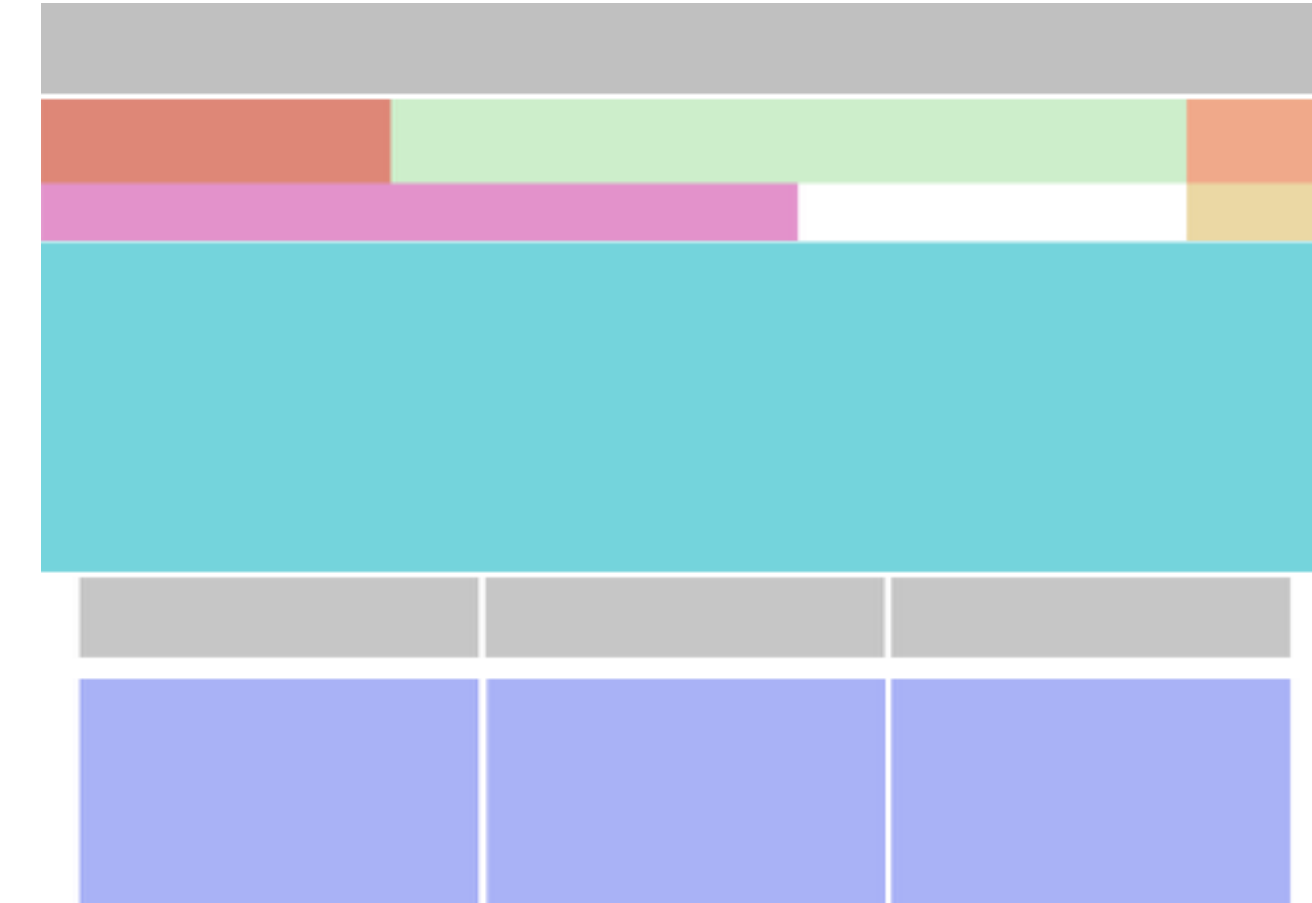
- ▶ Identify Common Design Elements and Locations
- ▶ Isolate Best Practices and Customer Expectations
- ▶ Refine Current Site Elements for 100 item Sitemap



AMAZON

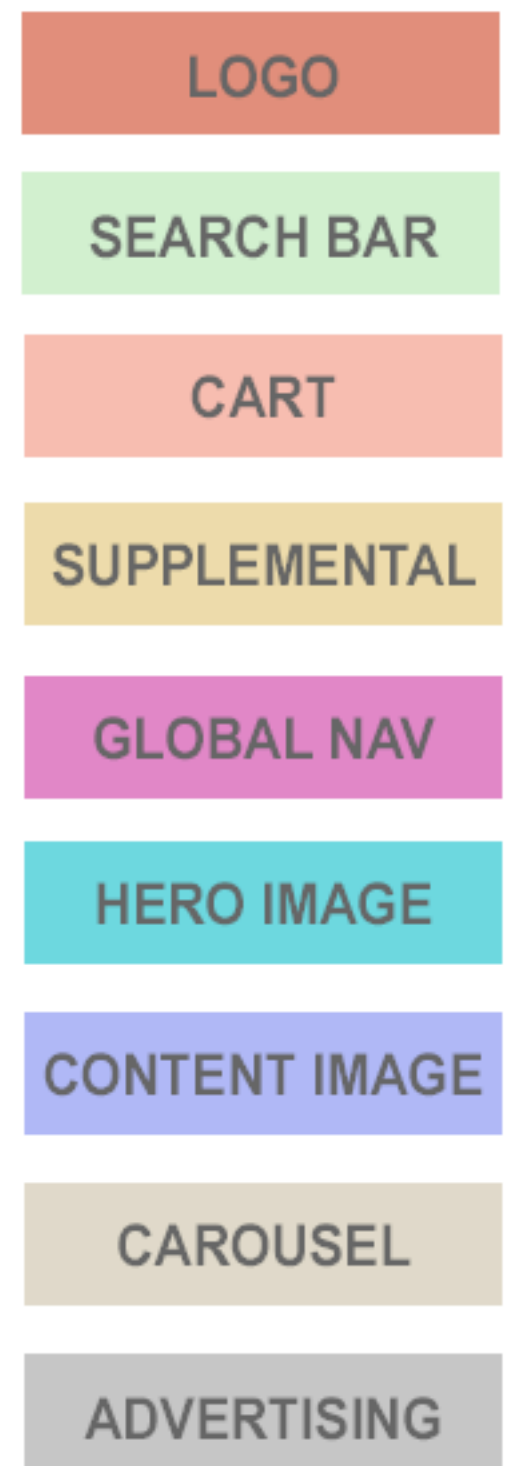


BARNES&NOBLE



THRIFTBOOKS

## LEGEND





“ALL THAT WORK AND ALL I GOT WAS THIS LOUSY T-SHIRT?”

# COMPETITIVE ANALYSIS TAKEAWAYS:

## ► METHODS

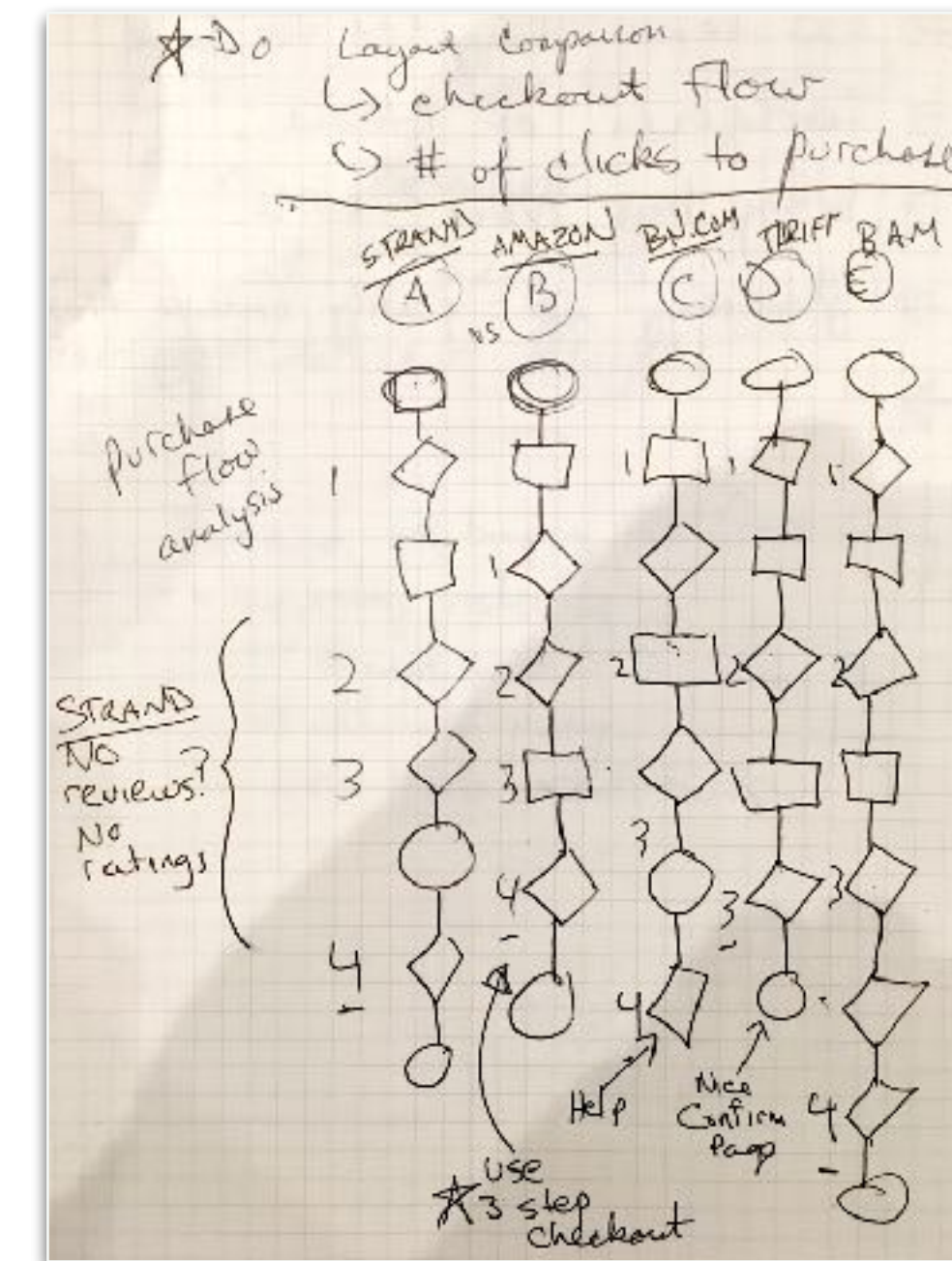
- Stakeholder Interviews
- Online feature analysis
- Layout and Checkout Flow analysis

## ► FINDINGS

- Strand already emulates popular website formats
- Many menu and category elements can be removed for popup site
- Amazon checkout flow is great but some elements are brand specific
- B&N and Thrift had a reassuring checkout flow and confirmation pages

## ► FEATURES

- Reduce Global Menu to 4 Categories.
- Minimize user options, Use more iconography, Bigger Product Imagery
- Mimic cool factor of Store Experience using Strand Store Photos



amazon

BARNES  
& NOBLE



thriftbooks

BAM!  
BOOKS • TOYS • TECH • MORE





**PHASE 2: CARD SORTING, SITEMAP & PERSONA**

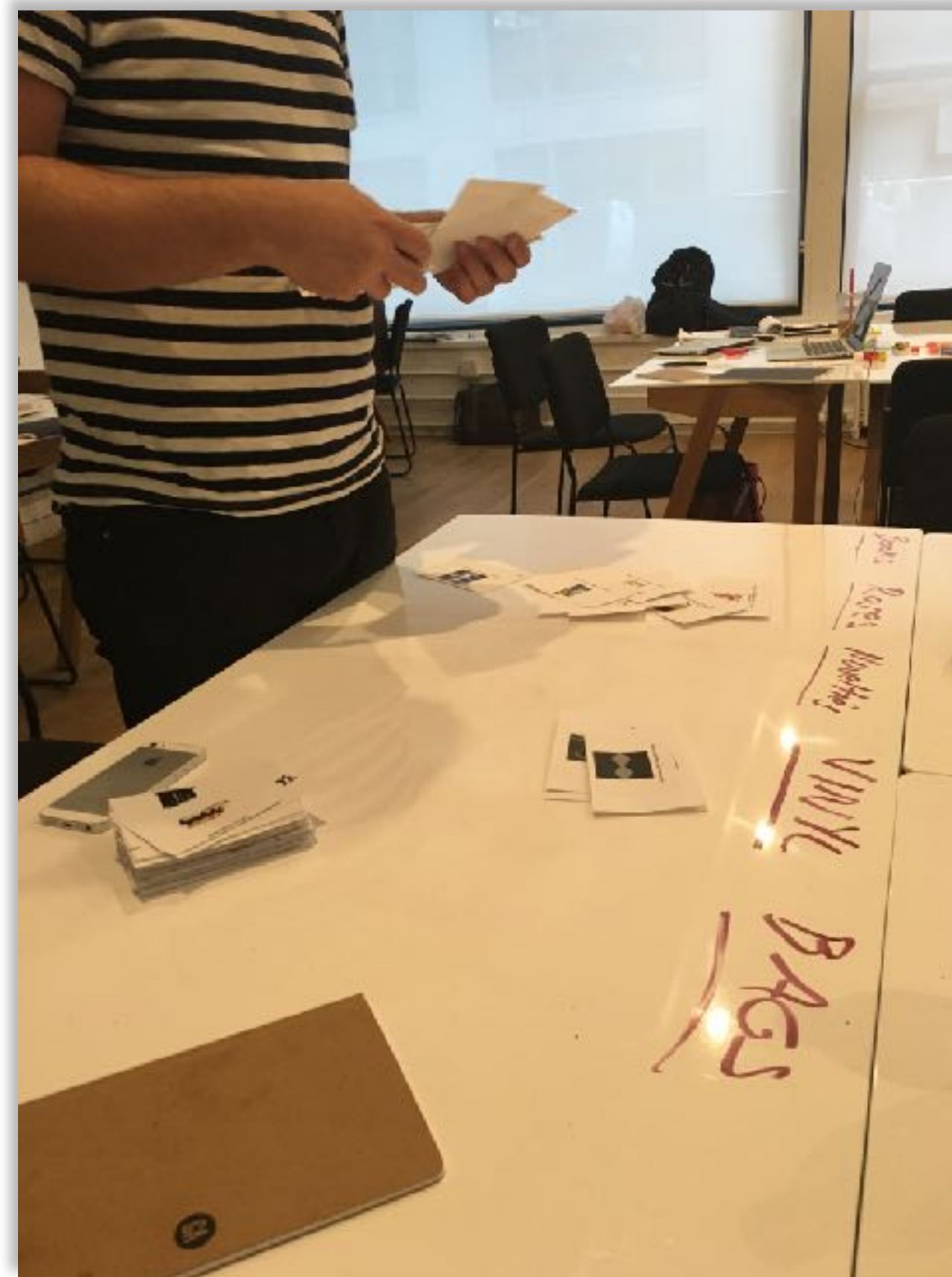
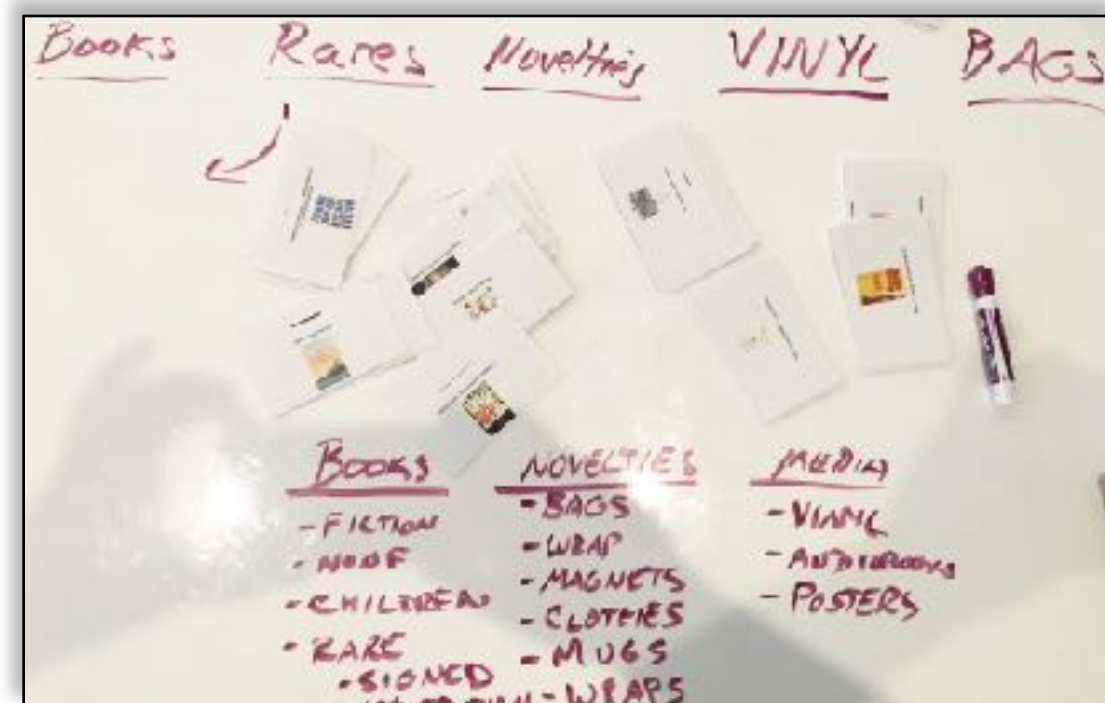
**REFINE & DEFINE**



“ANYONE FOR A GAME OF CARDS?”

# CARD SORTING

- ▶ 4 OPEN SORTS, 3 CLOSED
- ▶ REFINE:
  - Reduce to 4 categories
  - Bags needs own Category
- ▶ KEY LEARNING:
  - Discovered user subcategory choices
  - Identified Item gaps for my 10 products





“HOW MANY SLICES IN THE 100 ITEM PIE?”

# SITEMAP

▶ Paper Sketches > Whiteboard > **Omnigraffle**

▶ **4 GLOBAL NAV CATEGORIES**

-BOOKS

-MEDIA

-NOVELTIES

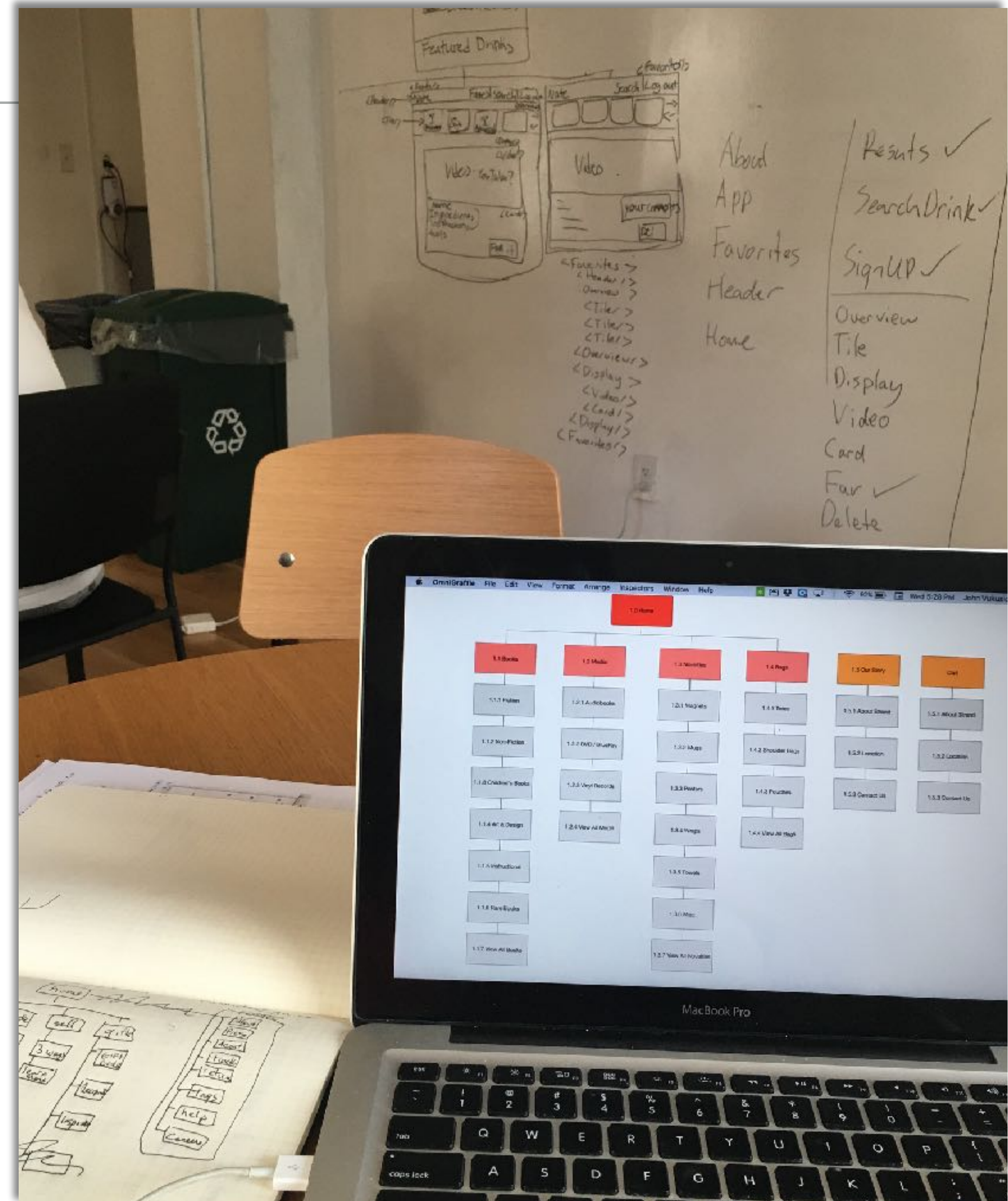
-BAGS

▶ **22 SUBCATEGORIES**

-Subcats are based on Card Sorts

-Open revealed areas of need

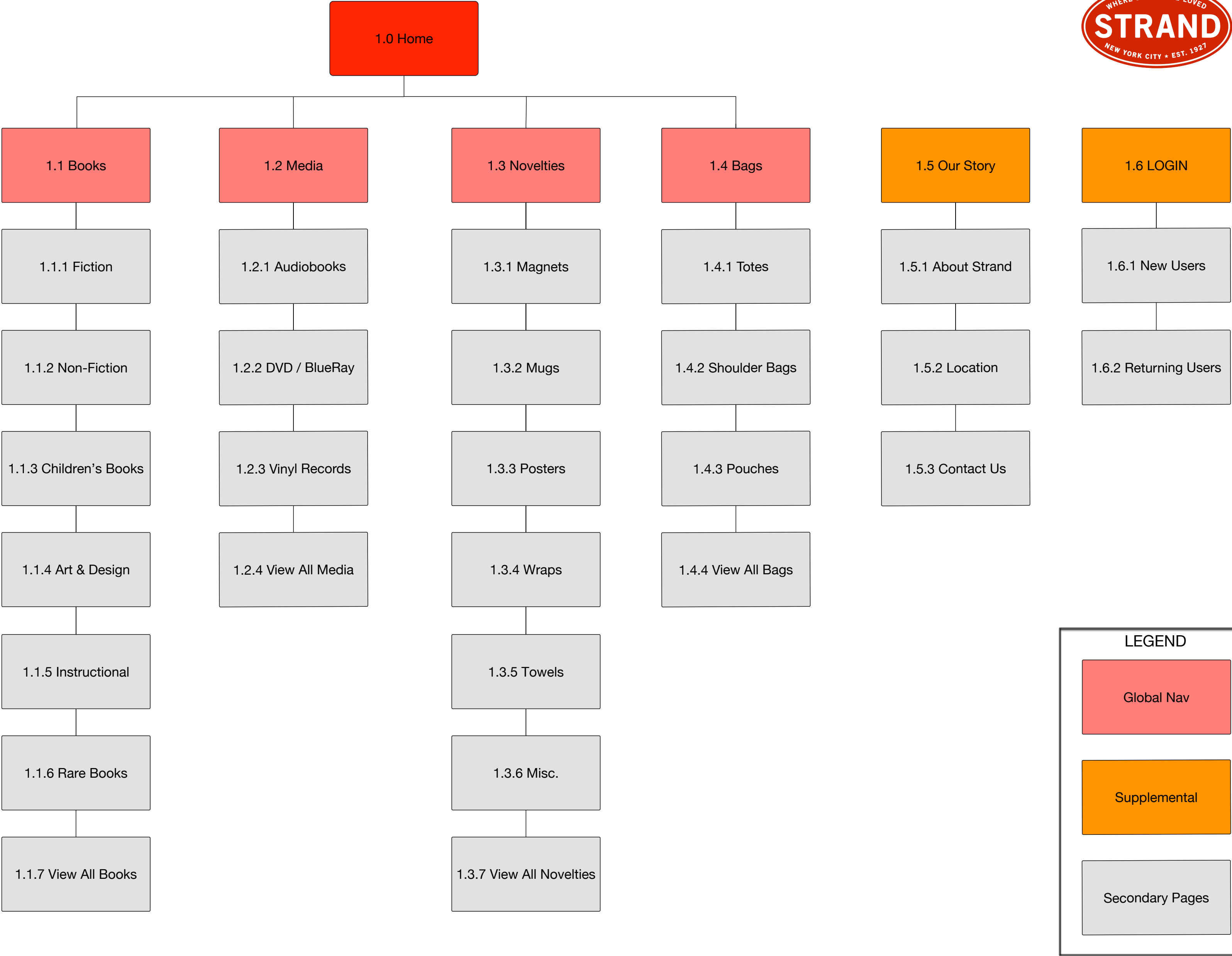
-Closed revealed Subcat titles





“SO THATS WHAT ALL THAT CARD SORTING WAS FOR!”

SITEMAP





## PERSONA: TRUNG

MY PROBLEM IS...  
“I NEED SOMETHING WE CAN DO TOGETHER!”

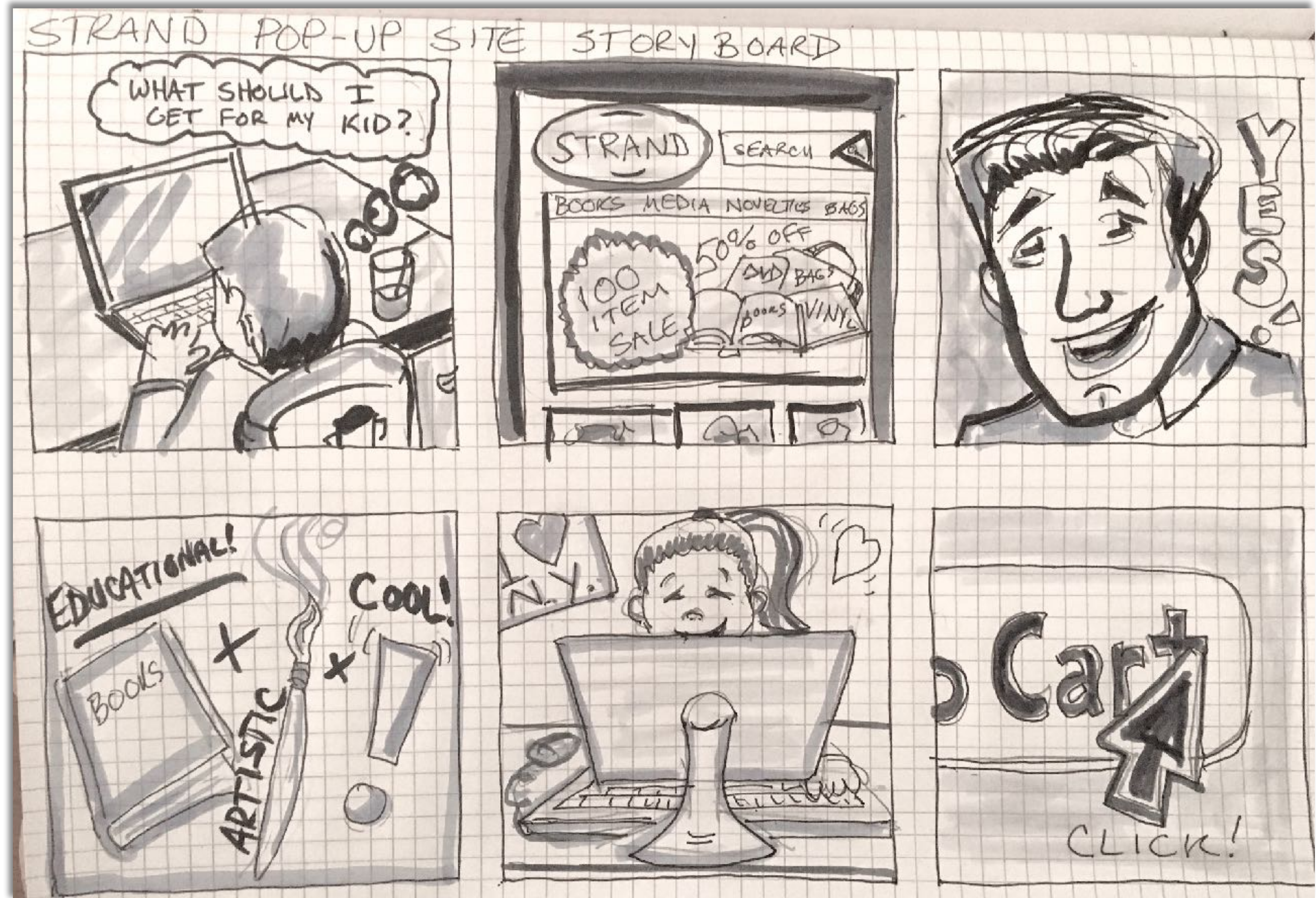


- ▶ 38 year old single Art Teacher. *(Add crafts items)*
- ▶ Has a **12 year old child**. *(Add age appropriate books)*
- ▶ Wants cool stuff at a fair price. *(Focus on discounts)*
- ▶ Make the checkout process easy and trustworthy. *(Optimize but keep options)*
- ▶ Needs social proof from others to know what is cool. *(Try to add ratings.)*
- ▶ Establish trust and relationship. *(Help links, clear at checkout.)*
- ▶ Hates difficult navigation. *(Create clear navigation to product, multiple paths.)*



# STORYBOARD

- ▶ Visualize user problem in context
- ▶ Wants something Educational + Artistic + Cool
- ▶ Wants something he can actively do with his 12 year old daughter

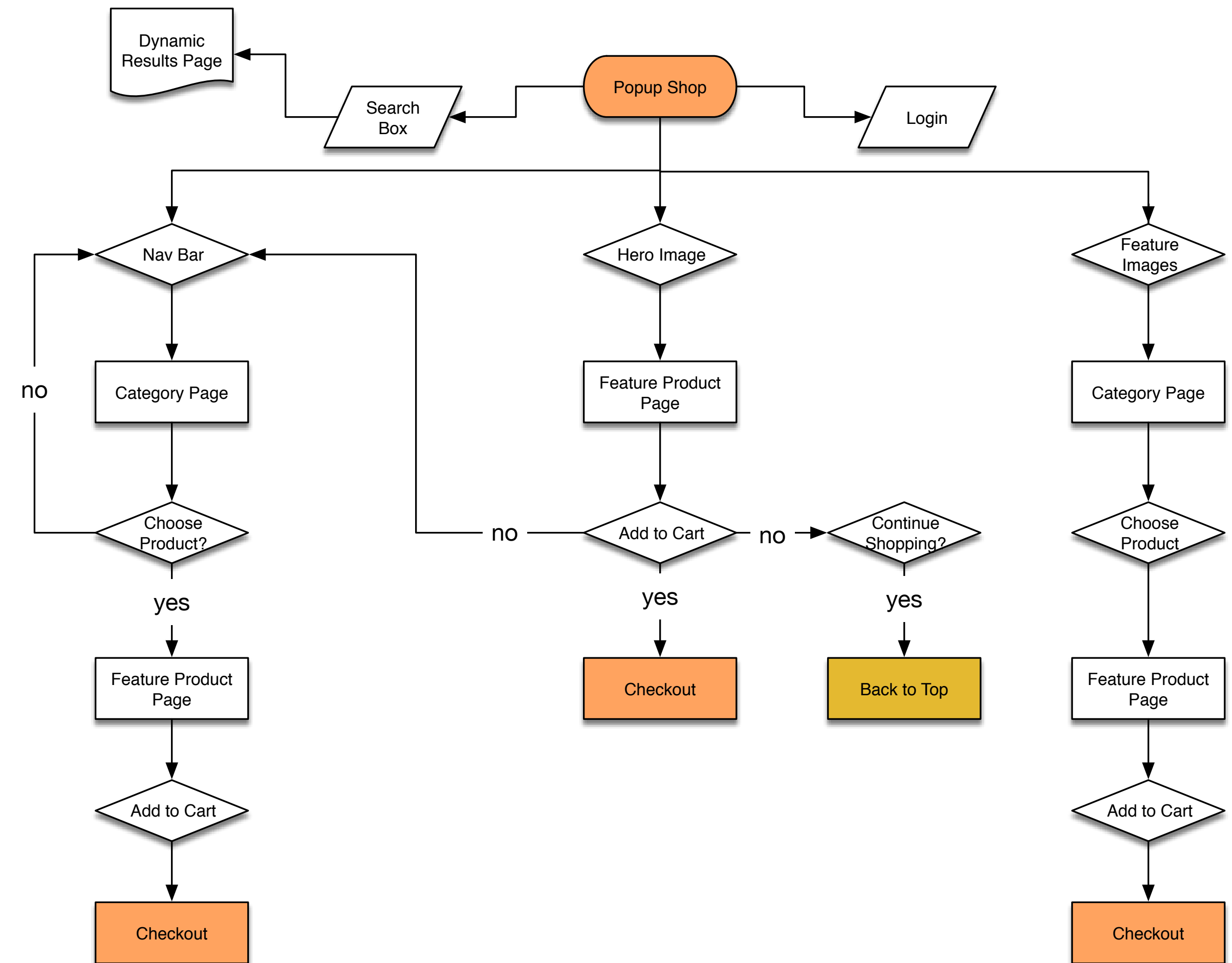
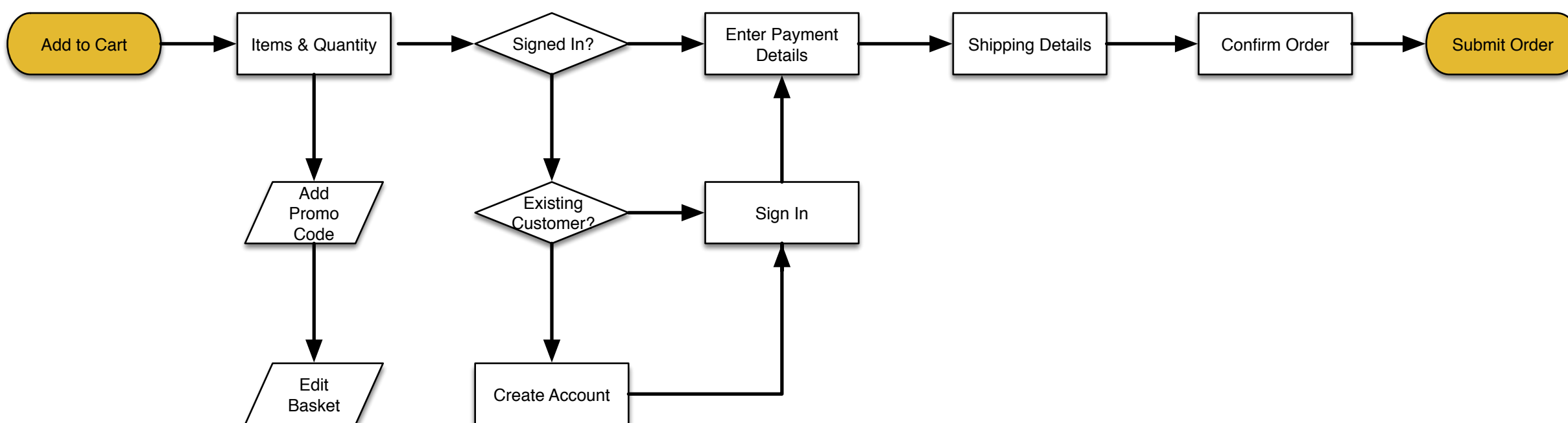




“KNEE BONE CONNECTED TO THE THIGH BONE!”

# CREATE USER FLOW

- ▶ One flow from Home to Checkout
- ▶ User flow allows for multiple paths to get to the final product
- ▶ Checkout flow also helps to isolate redundant steps and helped me decide to incorporate Amazon style 3 in one Checkout page.





PHASE 3: SKETCHES, WIREFRAME, LOW FID, MED FID

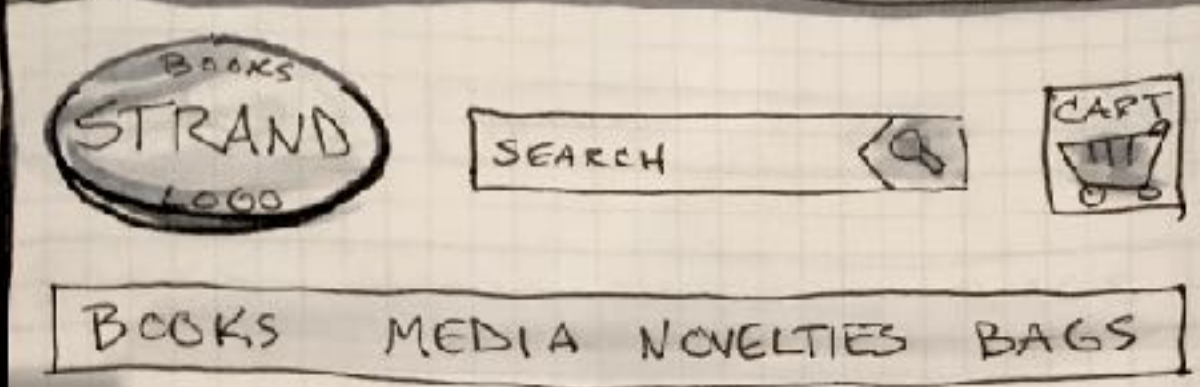
DEVELOP & DESIGN



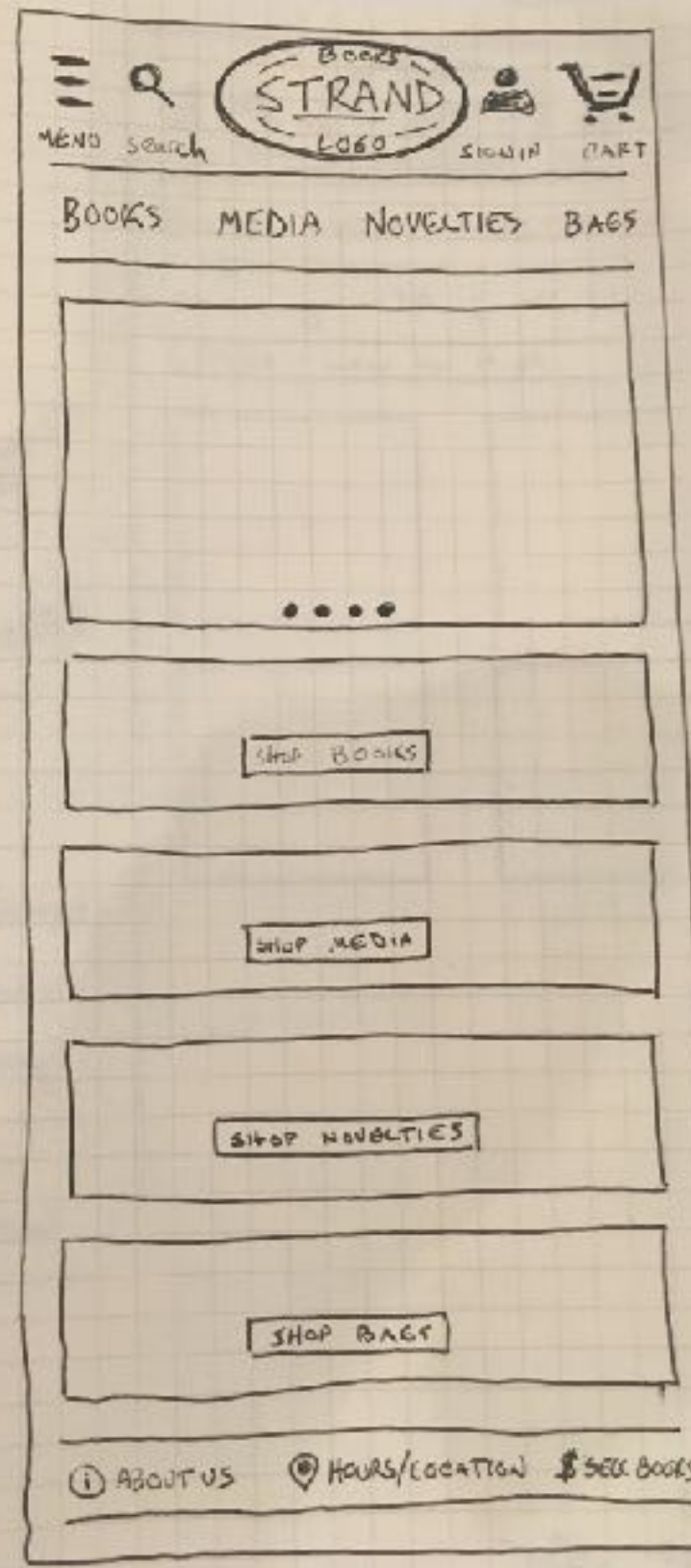
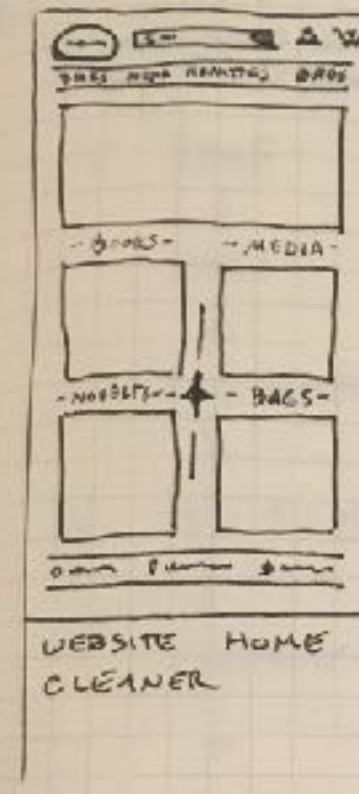
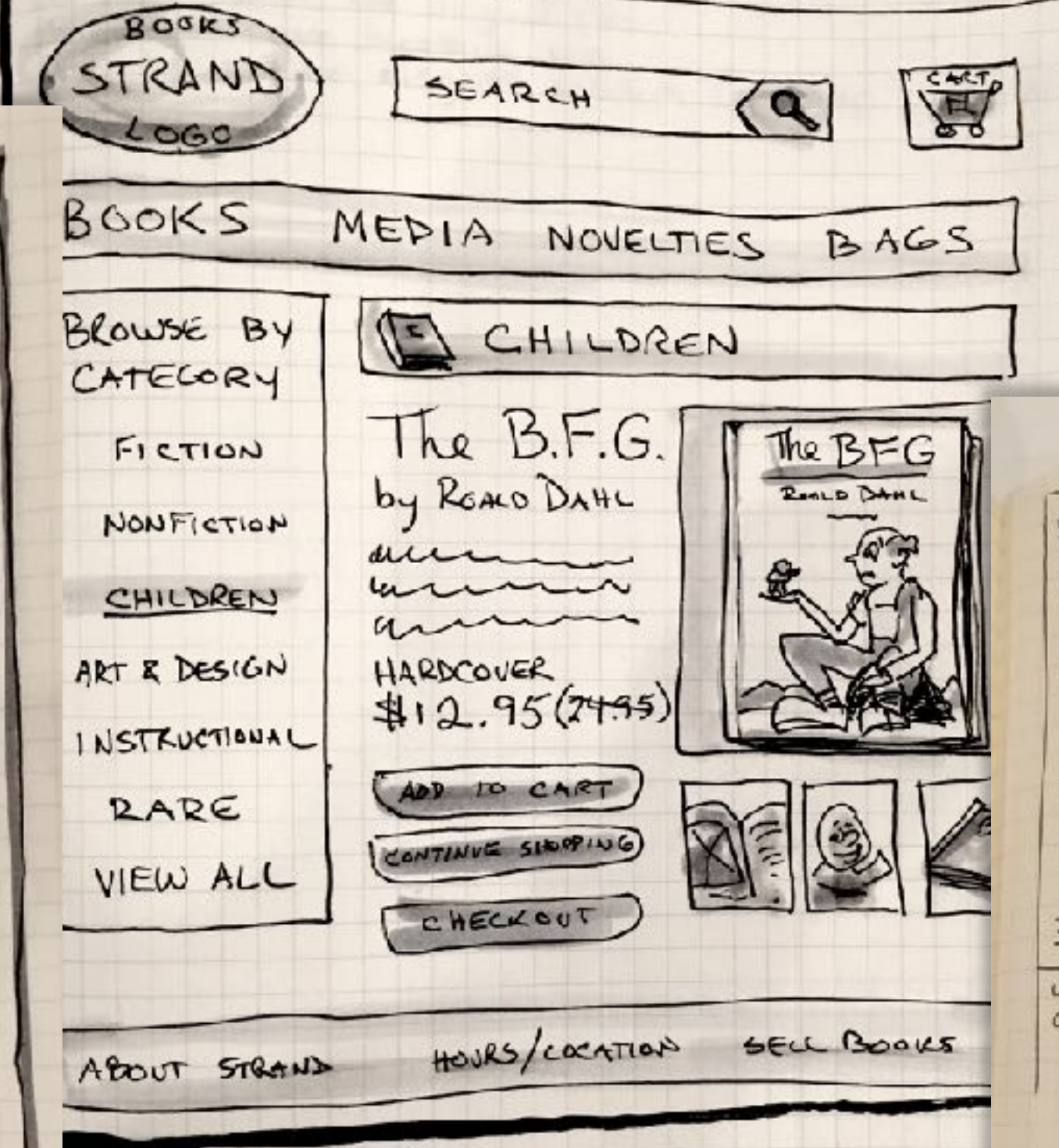
“FRENCH GREY ANYONE?”

SKETCHES

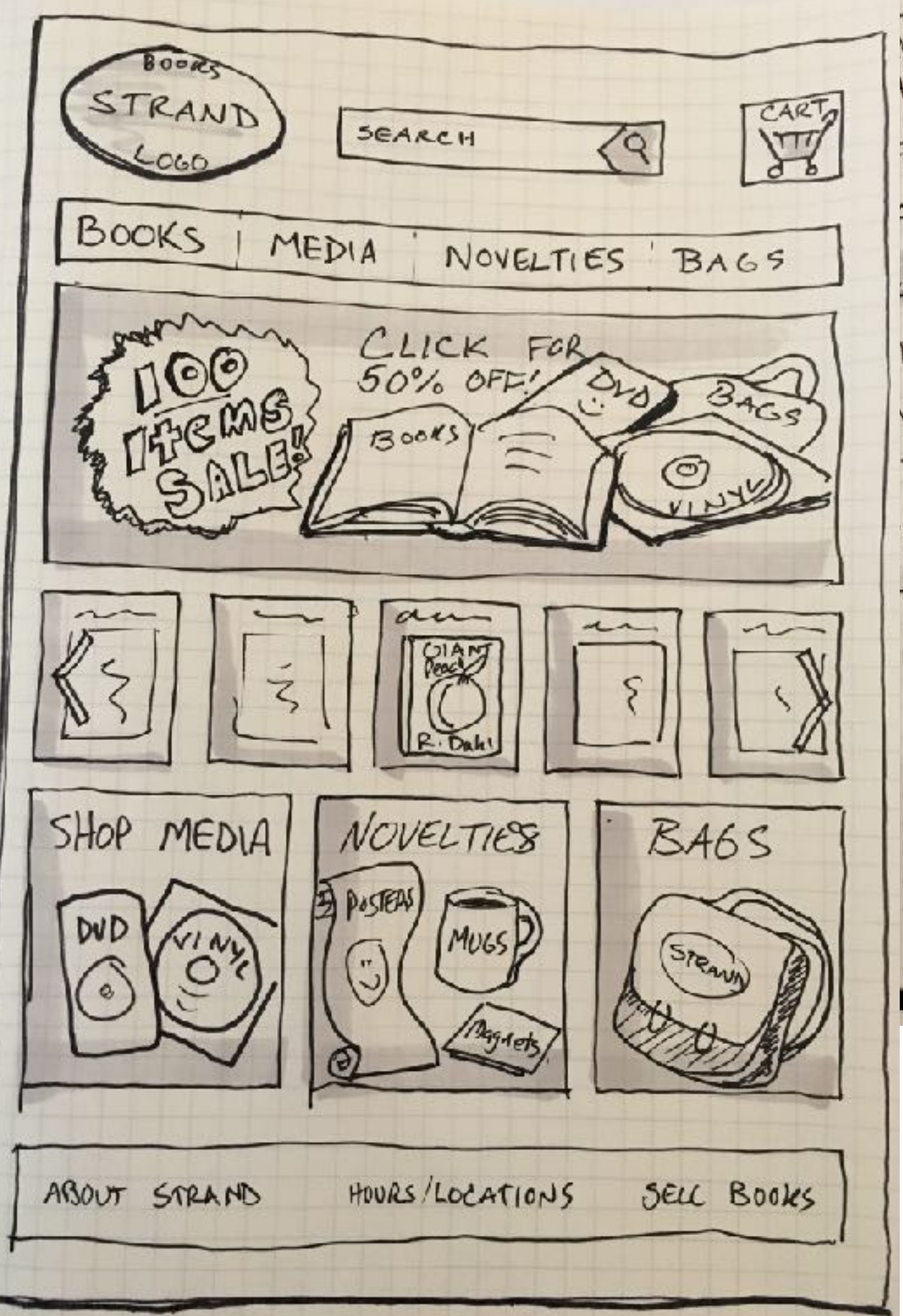
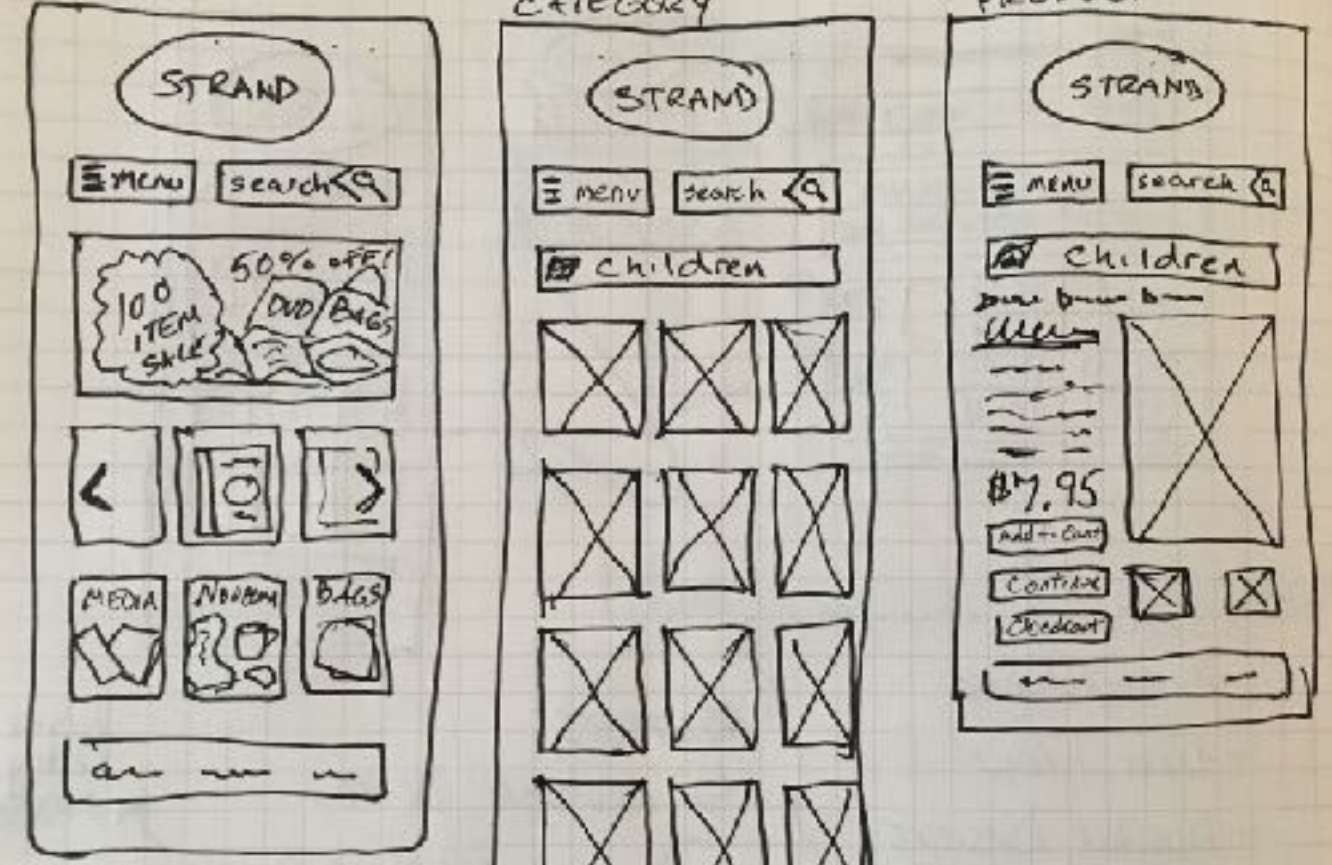
WEBSITE POPUP STORE CATEGORIES



WEBSITE POPUP STORE PRODUCT PAGE



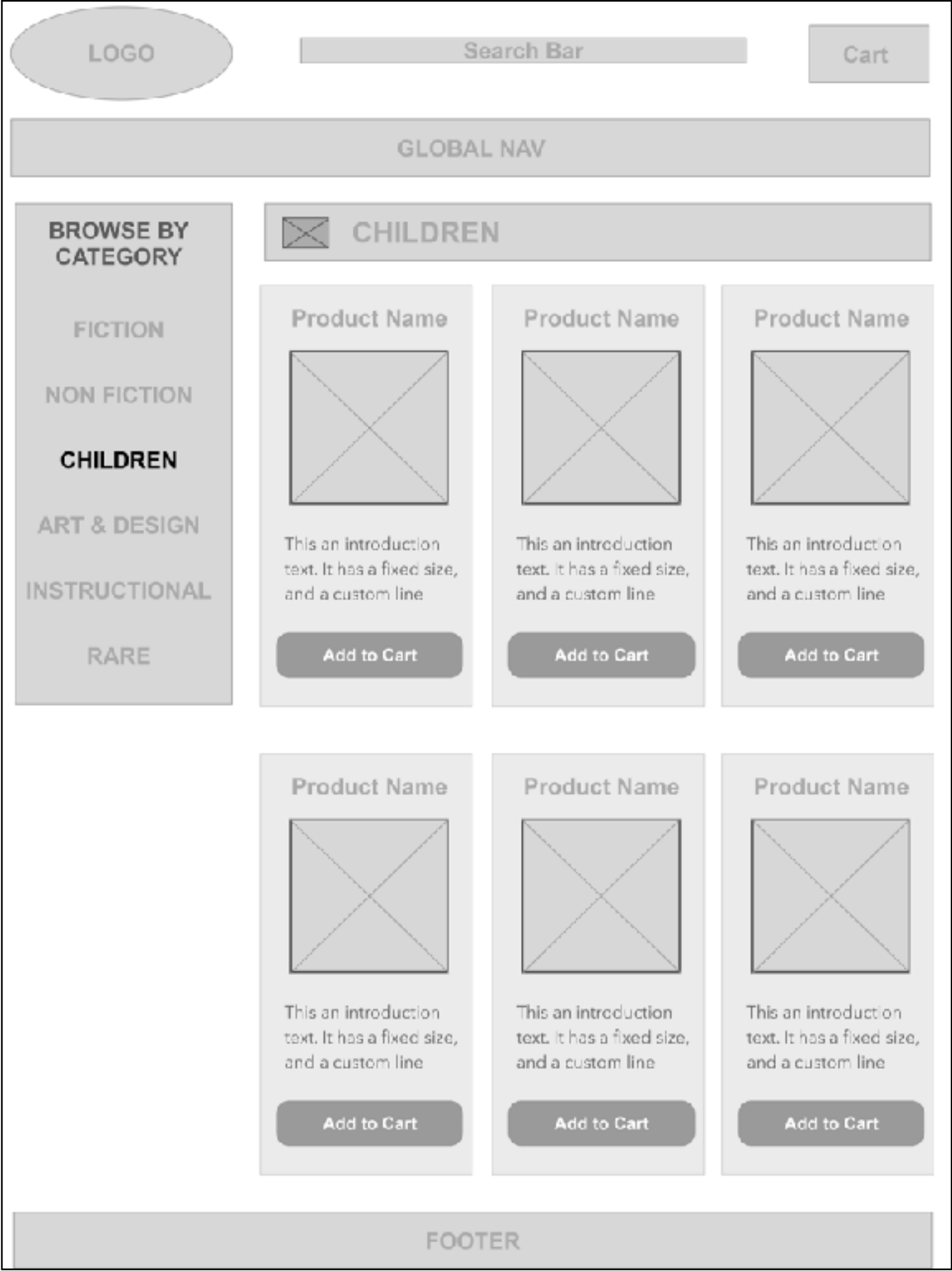
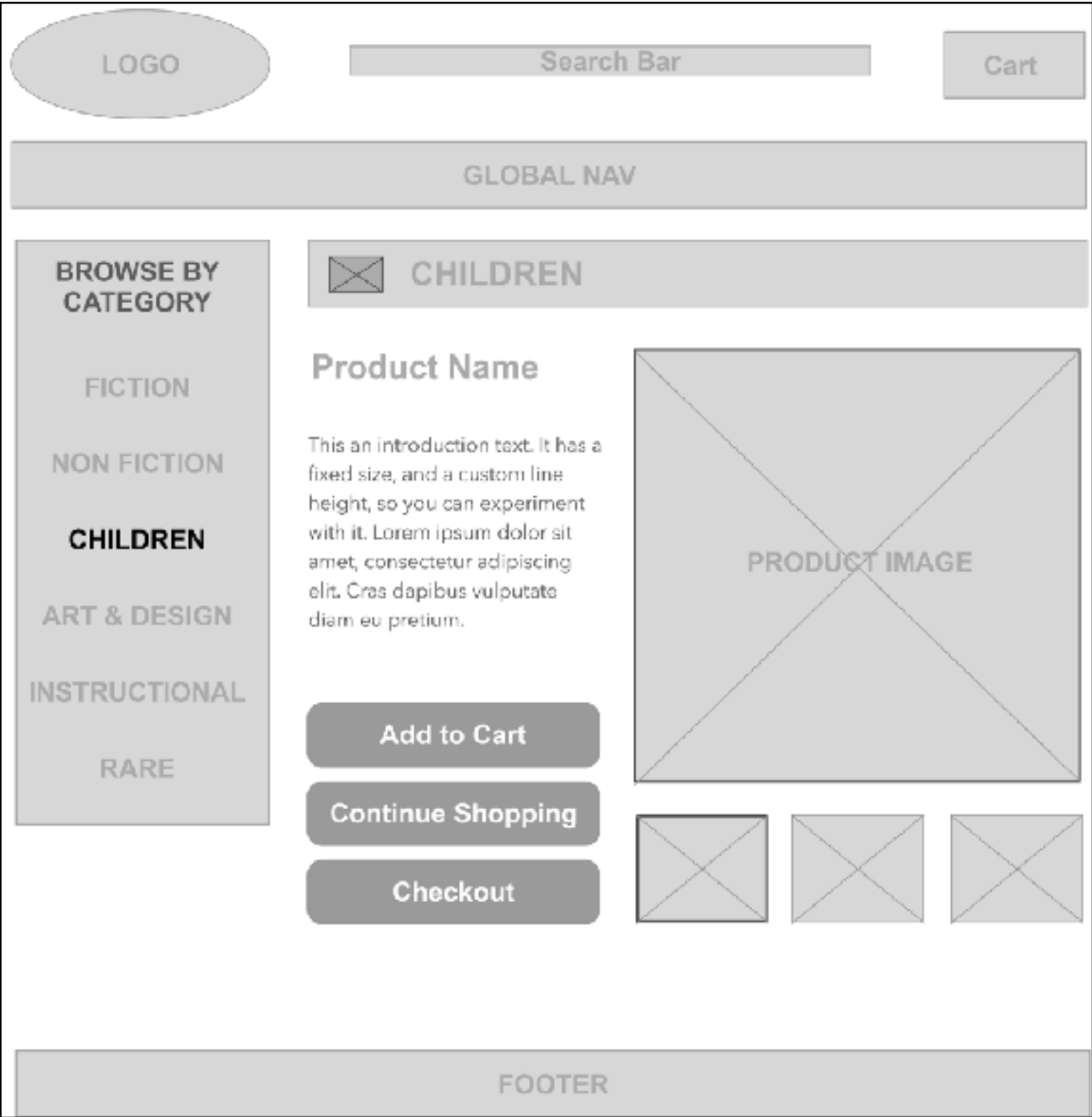
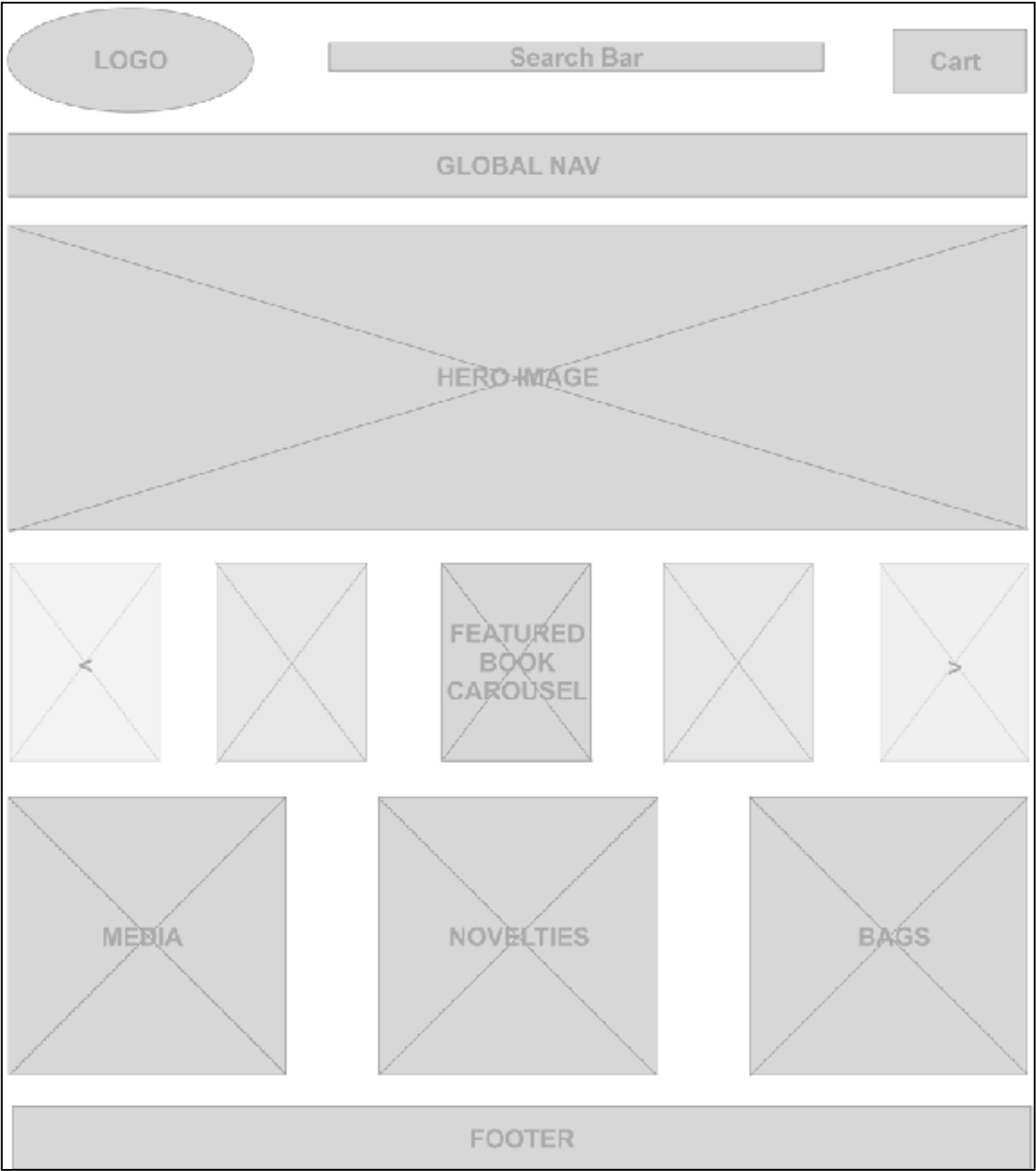
MOBILE SKETCHES





“HEY YOU LOOK FAMILIAR... DO I KNOW YOU?”

# WIREFRAMES LOW FID





“I KNEW I KNEW YOU!”

## WIREFRAMES MED FID V1

- Looked WAY too much like the current Strand site.







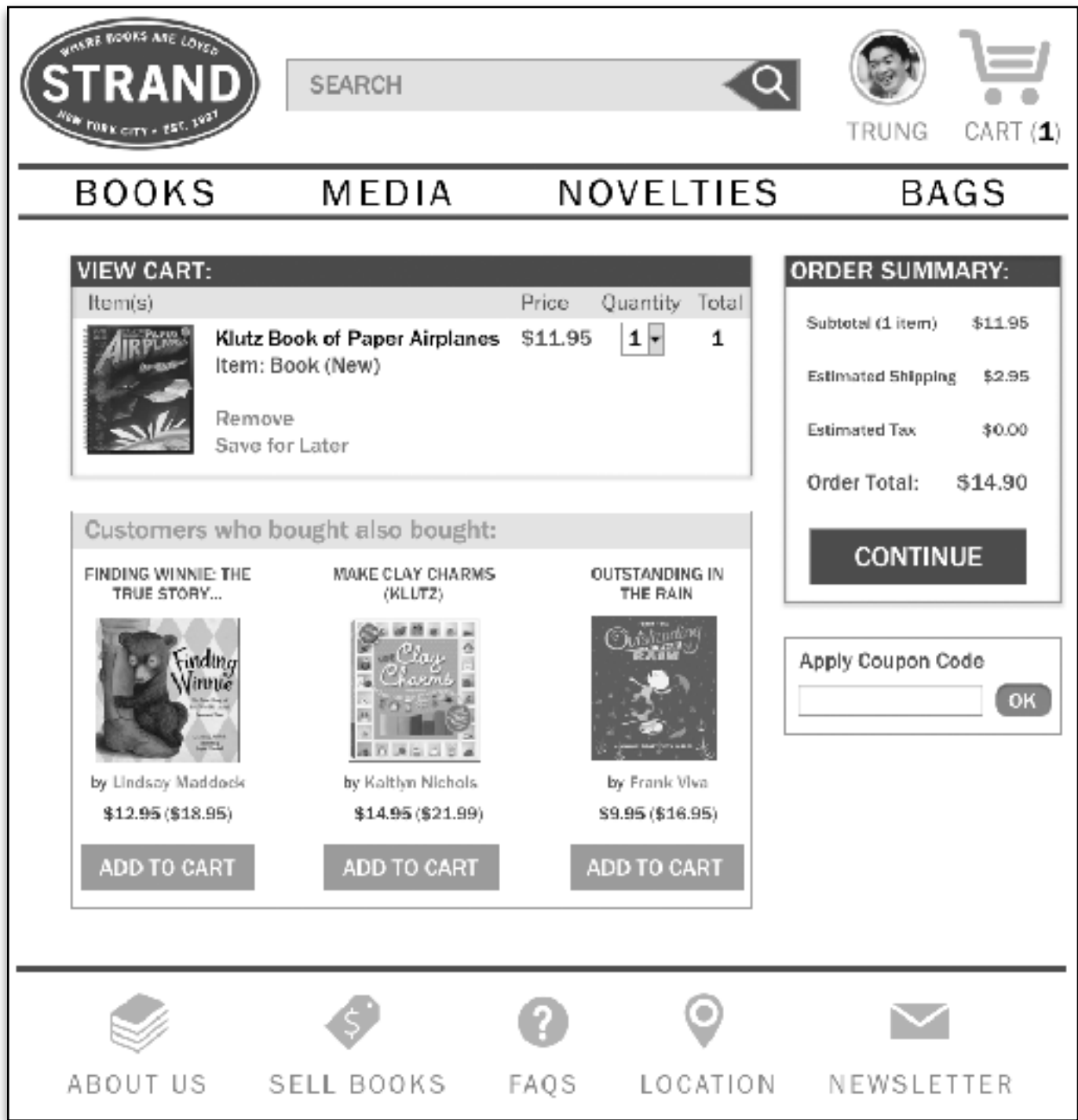
PHASE 4: DIGITAL PROTOTYPE, USER TESTS, REVISE

**DELIVER**



“IF AT FIRST YOU DON'T SUCCEED... DON'T GO SKYDIVING!”

# INVISION WEB PROTOTYPE

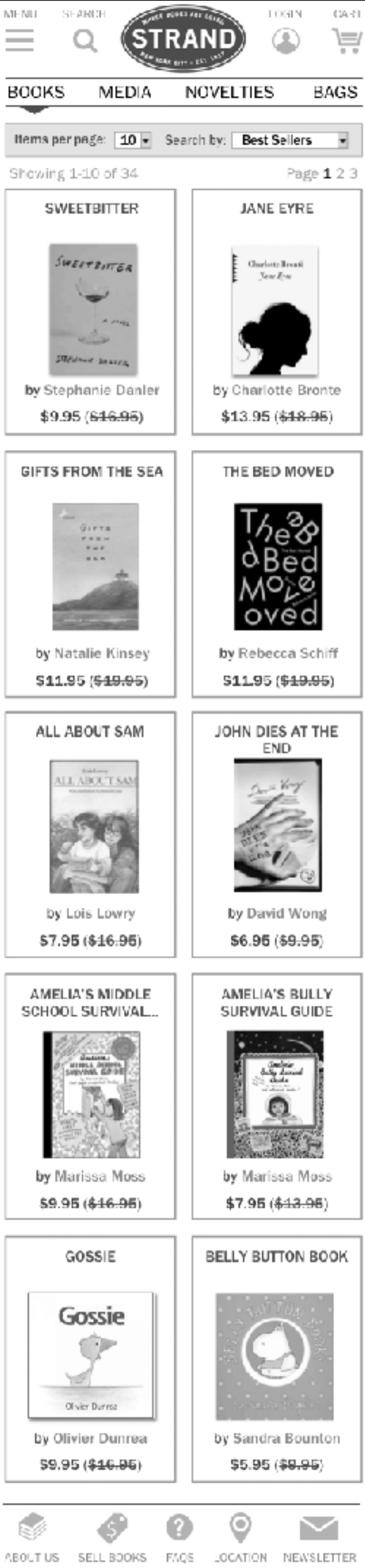


[https://projects.invisionapp.com/share/748EM9V8S#/screens/183742899\\_1-0\\_Web\\_Home](https://projects.invisionapp.com/share/748EM9V8S#/screens/183742899_1-0_Web_Home)



“HEY IT LOOKS BETTER ON MOBILE THAN ON WEB...”

# MOBILE VERSION





“GREAT! SO NOW WHAT?”

# NEXT STEPS

## ▶ SHORT TERM

- Develop Mobile Invision Prototype

## ▶ LONG TERM

- Create High Fidelity **color** prototype

## ▶ GRANULAR

- Incorporate Header, Footer, Icons into Sketch Symbols

## ▶ CONCEPTUAL

- Add a ratings system for user reviews, Give incentive for User Review submits

