Improving Mobile UI and UX of Everlane "Coming Soon"

Aishwarya Vardhana

What is Everlane

Everlane is a fashion company that makes beautiful essentials, at the best factories, without traditional markups. Their brand is minimal, professional, tech savvy and fresh.

Analysis

What does "Coming Soon" do?

Everlane's *Coming Soon* feature

- Announces upcoming product launches

- Allows users to join the waitlist for each of those products

- Sends user an email on the launch date

Why does *Coming Soon* exist?

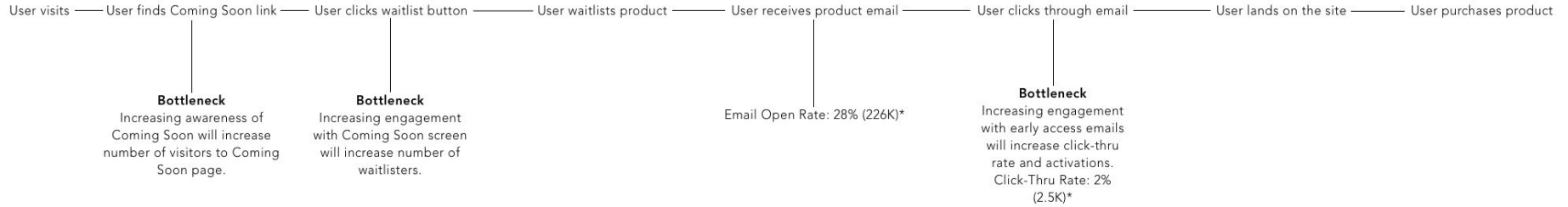| Intent	Resulting Customer Emotion
Convey scarcity of a product	Desire
Build hype around the product	Excitement
Increase customer engagement	Loyalty
Increase relevance of new flagship store	Trust

My Goals

Propose high fidelity mockups for

1. Increasing AWARENESS of Coming Soon feature
   a. Make Coming Soon screen more discoverable on mobile web
2. Increasing ENGAGEMENT with Coming Soon feature
   a. Strike balance between passive and hyper-interactive interface
   b. Get customers to feel desire and excitement
3. Increasing overall PURCHASES through the Coming Soon feature
   a. Improve early access email UI and UX to increase click-thru rate and activations

User Journey

User visits ——— User finds Coming Soon link ——— User clicks waitlist button ——— User waitlists product ——— User receives product email ——— User clicks through email ——————— User lands on the site ——— User purchases product

Bottleneck
Increasing awareness of
Coming Soon will increase
number of visitors to Coming
Soon page.

Bottleneck
Increasing engagement
with Coming Soon screen
will increase number of
waitlisters.

Email Open Rate: 28% (226K)*

Bottleneck
Increasing engagement
with early access emails
will increase click-thru
rate and activations.
Click-Thru Rate: 2%
(2.5K)*

*The Modern Loafer Mule

Current Mobile UX

My first action item was to test the current "Coming Soon" mobile UX. I believe that numerous small improvements to information architecture, interaction design and visual design go a long way in improving overall UX (e.g. Everlane recently updated the design of the transactional email, initial performance for the re-designed waitlist email shows a 2-point bump in conversion over the old design). Here are some pain points I identified and suggestions for fixing them:

Pain Points

A. Hamburger menu on the upper left side of the screen is too far from the right hand thumb
B. Not enough contrast between waitlist button and background photo.
C. Waitlist button is not responsive
D. Waitlist view pops in - jarring
E. Waitlist confirmation text hard to read
F. How I do remove my name from the waitlist?
G. Coming Soon screen layout is different from shopping screen layout - doesn't feel action oriented or urgent

Design Changes

A. Move hamburger menu to top right corner (move shopping bag icon to menu)
B. Add color contrast between waitlist button and background image, make icons less flat, let's get users to want to tap and explore
C. Add a visual, physical response to my touch
D. View could fade in instead for a smoother UX
E. Add dark background to white text
F. Allow user to access the list of items they have waitlisted [e.g. in their profile or shopping bag] and allow user to remove items from the list
G. Categorize items in Coming Soon screen by providing a grid layout is one way of making the screen feel more interactive

User Testing (mobile web)

Tested with 10 users, 50% first time, 50% repeating. I found users on Facebook by identifying who among my Facebook friends had liked the Everlane page and followed Everlane on Instagram

Objectives

1. Measure discoverability of Coming Soon
2. Identify pain points around UX with Coming Soon screen

5 frequent customers (4 female, 1 male) // A, B, C, D, E

- 5 did not find Coming Soon on their own, only after I prompted them to look for it did they find it
- 5 Want more information about Coming Soon product before adding name to list
    - Gauging size (pulling up old receipts), what are the colors, what does styles mean
- 4 asked "How do I remove myself from the waitlist?"
- 2 Tapped cover page dress - lots of tapping on different images to see reaction
- 1 Clicked the Shop Now button

5 first time customers (3 female, 2 male) // F, G, H, I, J

Blue is common behaviors
Orange is pain points
Pink is something interesting

- 5 felt like the items on landing page were being obstructed by text and button
- 5 did not find Coming Soon on their own, only after I prompted them to look for it did they find it
- 3 clicked on shopping bag icon first - did not recognize it
- 4 asked "why are there two close buttons?"
- 3 were confused by difference between Coming Soon and New Arrivals
- 2 want more organization and categorization in the backpacks screen - "too much scrolling"
- F went from Men Apparel to Best Sellers because it seemed "next most reasonable and interesting"
- G - "I like that there's a black guy, closer to my skin tone"
- F looked at the name of the items
    - e.g. "Tech Stretch" I expect they're targeting guys in tech and I'm a guy in tech so I'll look at it for longer than the bomber fleece even though I like the bomber fleece more"
- H - "the models are very skinny and lean, different ethnicities"
- H - doesn't want to read lots of text on mobile website, wants more pictures
- J - wants more information on product colors available and what styles before putting name down

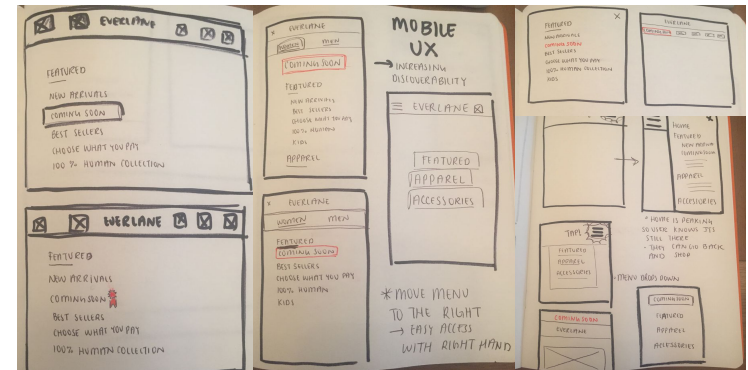# Top 5 Pain Points Around "Coming Soon" UX

1. Could not find Coming Soon on their own
2. Confused by difference between Coming Soon and New Arrivals
3. Coming Soon product image was obstructed by text
4. Not enough information provided about product
5. Could not remove name from waitlist

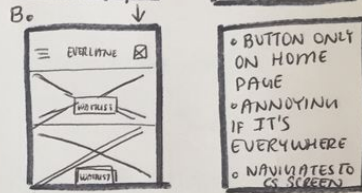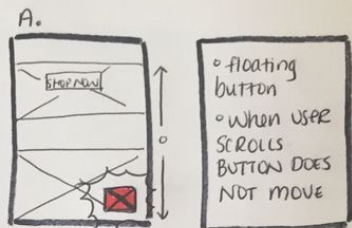*come back to this at the end to make sure majority of pain points are eliminated

Ideation: 10 ways to increase AWARENESS

1. Clickable banner on home screen, above the Everlane logo
2. Email and social media campaign about the CS feature
3. Pop over video explaining the CS feature during every First Time UX
4. Everlane "Coming Soon human" (e.g. Old Spice guy)
5. Coming Soon floating button
6. Clickable banner
7. Put Coming Soon on the navigation bar
8. Change font color of Coming Soon in menu
9. Put a badge or box on Coming Soon in menu
10. Put Coming Soon on the nav bar

In the brainstorming stage I focus less on details so as not to slow down. I quickly sketch 10-15 ideas on paper which helps me either visualize the direction in which an idea may go or return to an idea when new information presents itself. By being solution agnostic, I am able to run several experiments thus increasing my chances of success.

"FLOATING BUTTON"
WIREFRAMES

1:11 PM

www.everlane.c [4]

←

EVERLANE ☒

≡

SHOP NOW

○

A.

SHOP NOW

- floating button
- when user scrolls button does not move

B.

EVERLANE ☒

≡

WAITLIST

WAITLIST

- BUTTON ONLY ON HOME PAGE
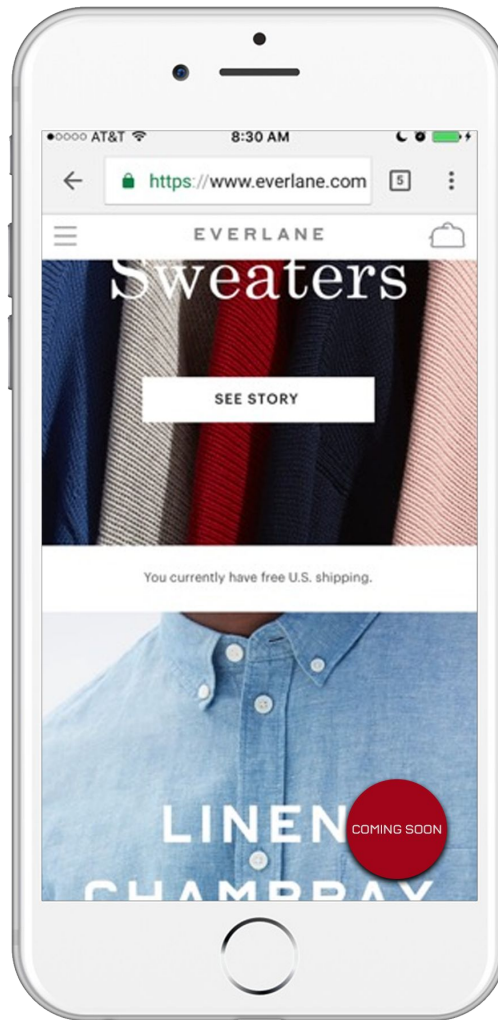- ANNOYING IF IT'S EVERYWHERE
- NAVIGATES TO CS SCREEN

"COMING SOON" FLOATING BUTTON

q's:
1. WHAT IF USER COULD MINIMIZE BUTTON?
2. WHAT IF BUTTON WAS MORE OF A POP UP THAT THE USER CLICKS TO EXPAND?
3. WHAT IF COMING SOON IS A SIDE MENU? NOT A SCREEN?

EVERLANE ☒

≡

SHOP NOW

← COMING SOON

EXPAND

MINIMIZE

HERE USER CAN TAP TO HIDE MENU

minimize

EVE COMING SOON!

≡

WAITLIST

WAITLIST

SCRO THR ITEM

SIDE MENU UX

≡

COMING SOON ☒

COLORS AVAILABLE

PRODUCT NAME

ADD TO LIST

● ○ ○

BUTTON TO HIDE MENU

BACKGROUND IS DARK (BLACK OR NAVY BLUE)

USER CAN SCROLL VERTICALLY

BUTTON COLORS INVERT WHEN TAPPED

USER CAN SWIPE HORIZONTALLY BETWEEN MEN AND WOMEN

DROPSHADOW TO INDICATE "COMING SOON" LIST IS BEHIND THE SCENES

"FLOATING BUTTON"
HIGH FIDELITY MOCKUPS

- When the user scrolls up the button stays in position
- Tapping floating button navigates to the Coming Soon screen
- This floating button is only on the homepage (it may feel intrusive to have it on every page of the website)
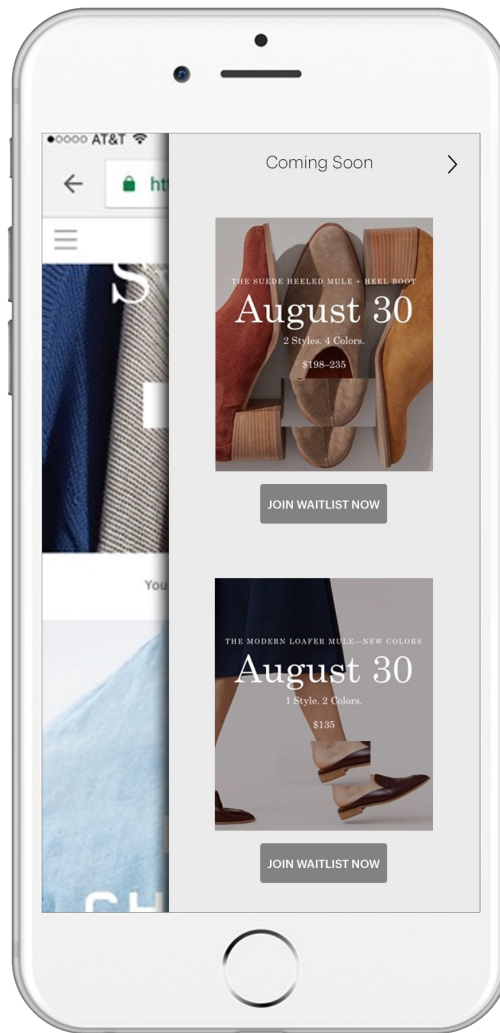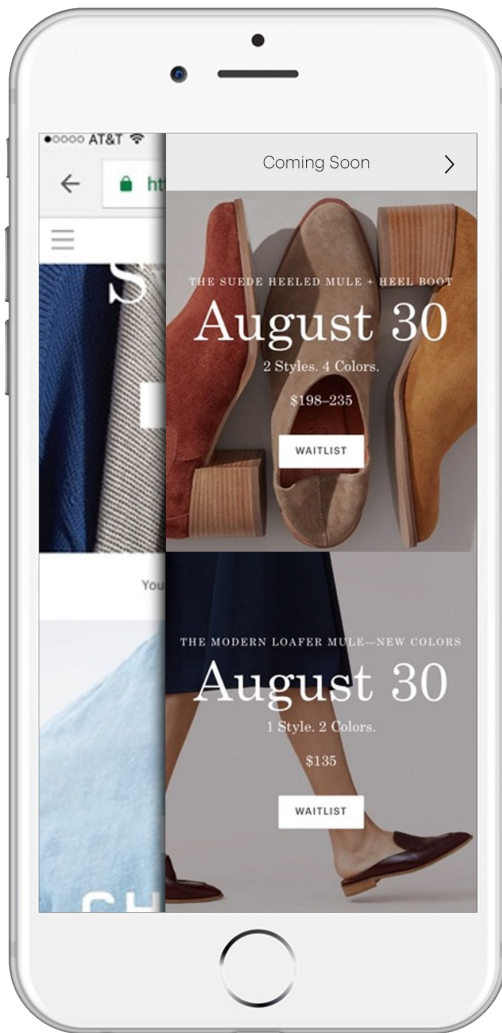
Another option is the floating button opens a side menu in which the user can join waitlists.
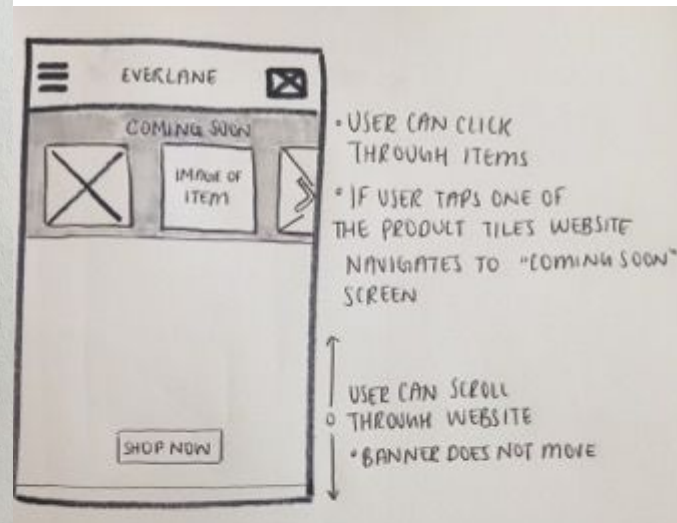
Far left is option A
Right is option B

In both menus, the right arrow in the top corner makes menu slide away. User taps "Coming Soon" floating button or Coming Soon in the main menu to bring the side menu back

"CLICKABLE BANNER"
WIREFRAMES

First screen (mobile mockup):

☰ EVERLANE ✉

COMING SOON

SHOP NOW

Annotations panel:

- ONLY ON HOME SCREEN
- CHANGES COLOR WHEN CLICKED (OR IF USER HOVERS) ON DESKTOP
- NAVIGATES TO COMING SOON SCREEN
- COMING SOON IS STILL AN OPTION IN THE MENU

Second screen (mobile mockup):

☰ EVERLANE ✉

COMING SOON

IMAGE OF ITEM

SHOP NOW

Annotations:

- USER CAN CLICK THROUGH ITEMS
- IF USER TAPS ONE OF THE PRODUCT TILES WEBSITE NAVIGATES TO "COMING SOON" SCREEN

↑ USER CAN SCROLL THROUGH WEBSITE ↓
- BANNER DOES NOT MOVE

"CLICKABLE BANNER"
HIGH FIDELITY MOCKUPS
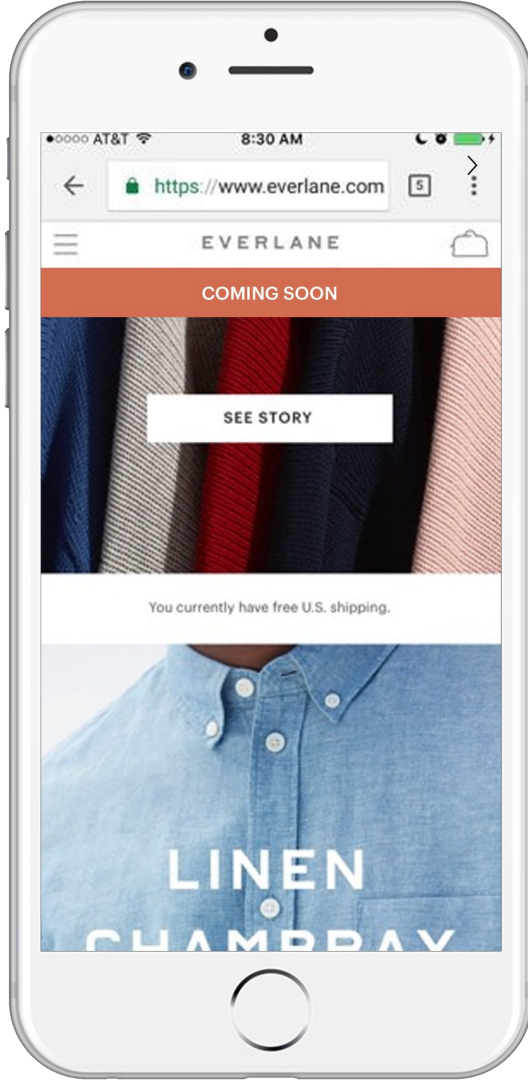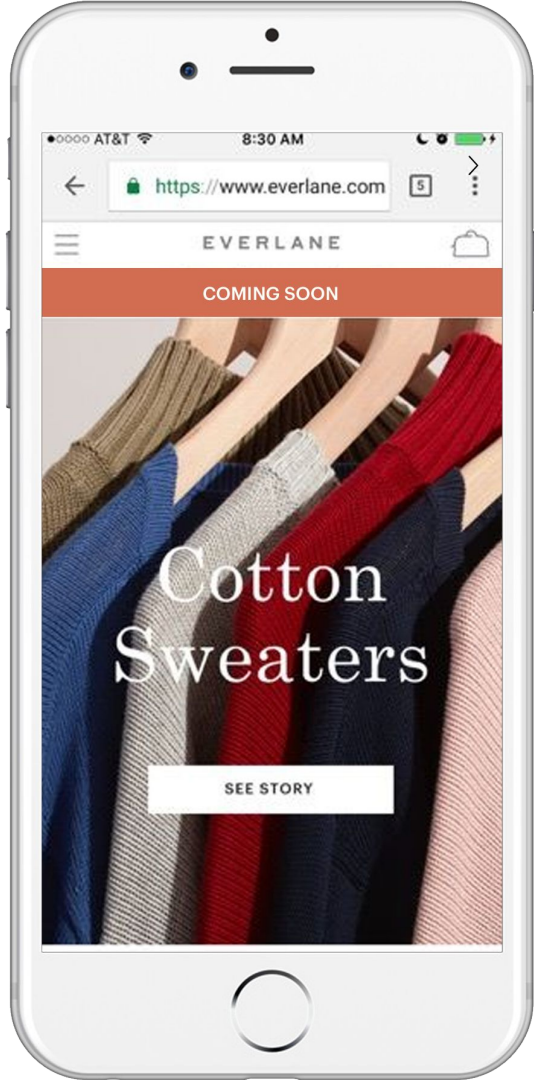
- Banner stays at the top of the screen when user scrolls
- If user hovers over banner it changes color to indicate it is clickable
- Coming Soon is still an option in the main menu

"COMING SOON ON NAV BAR"
WIREFRAMES

EVERLANE   COMING SOON ≡

SHOP NOW

- USER CAN NAVIGATE TO ANY SCREEN FROM MENU

- COMING SOON REMAINS VISIBLE IN THE NAV BAR

- MOVE SHOPPING BAG ICON INTO THE DROP DOWN MENU

EVERLANE   COMING SOON ≡
HOME/WOMEN/KIDS

KIDS

MINI
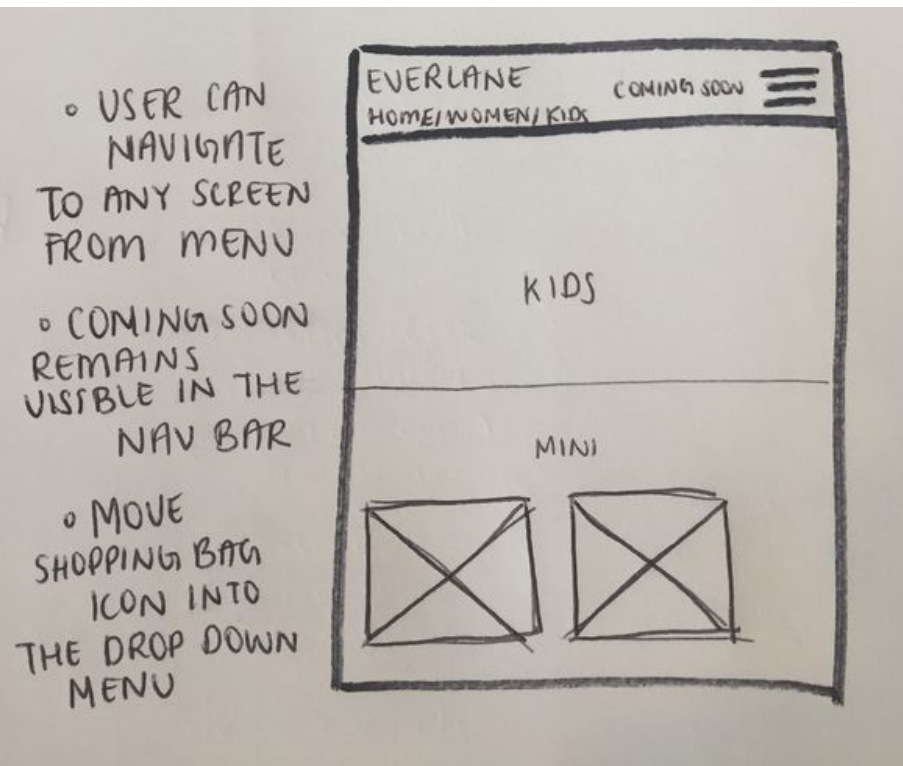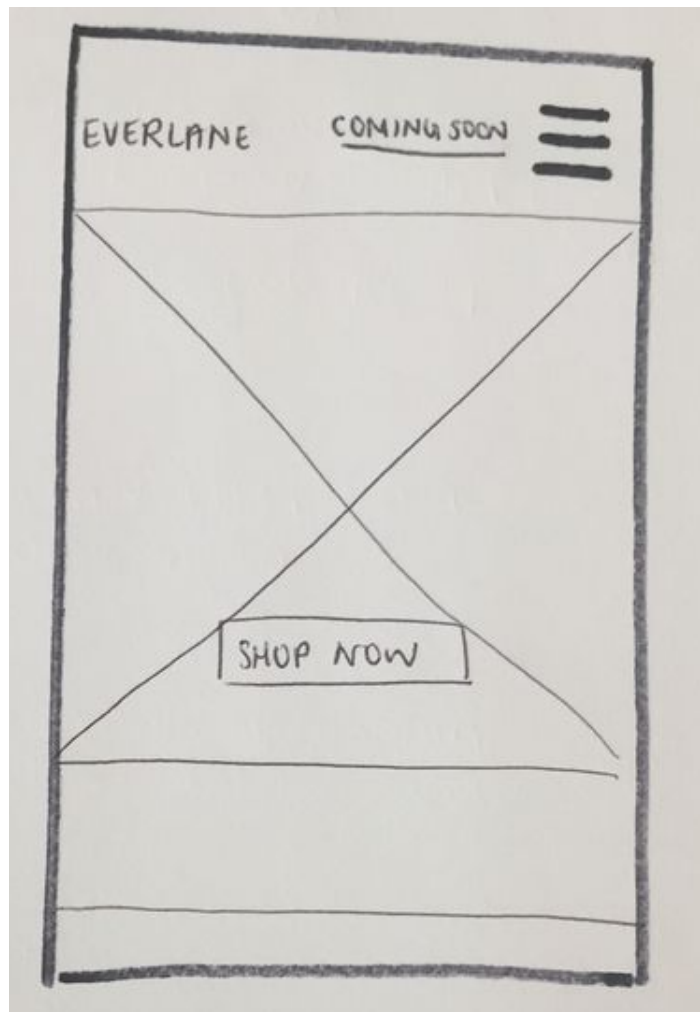
"COMING SOON ON NAV BAR"
HIGH FIDELITY MOCKUPS
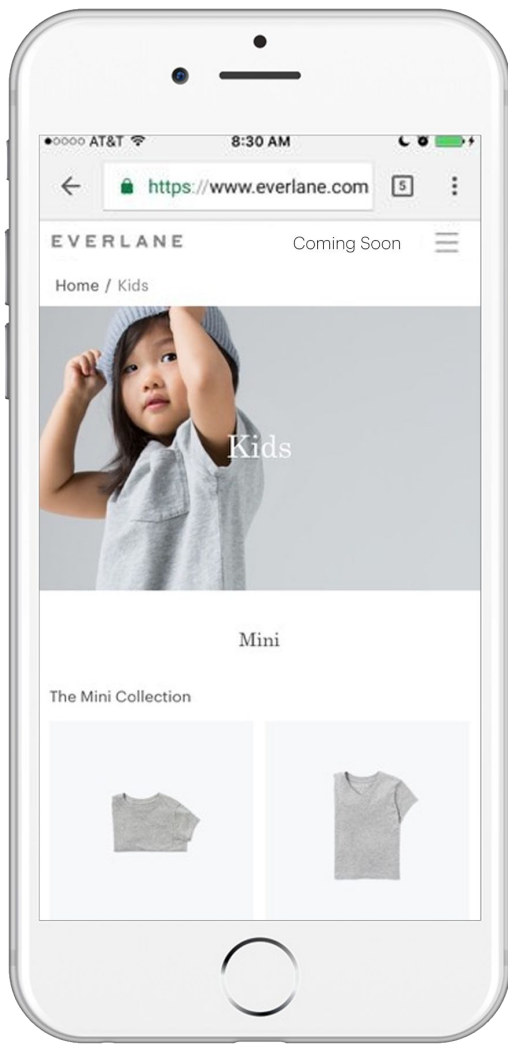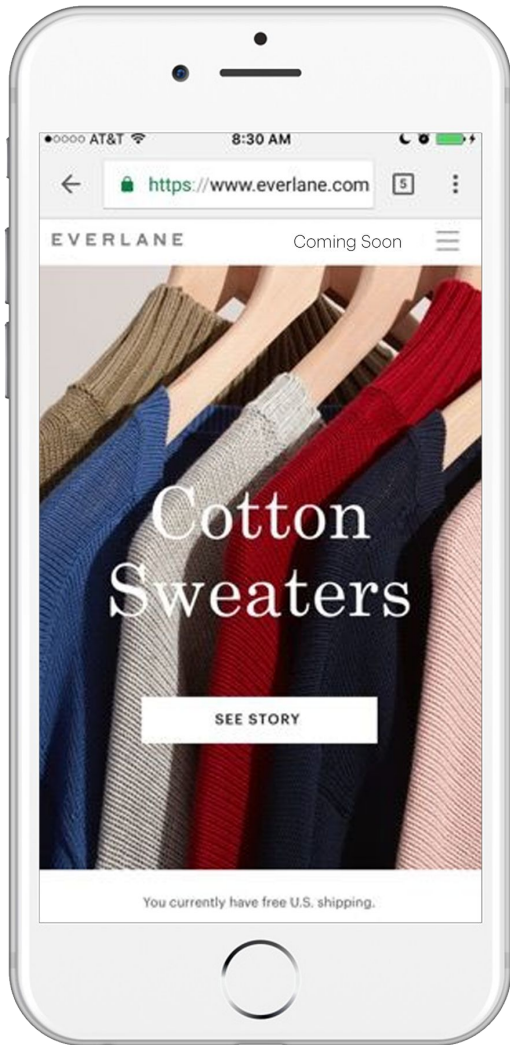
- Move hamburger menu to the right
- "Coming Soon" is now on the nav bar
  - When clicked it navigates user to Coming Soon screen
- Coming Soon is removed from main menu
- Shopping bag becomes part of main menu
- When user navigates to other pages (see second mock up) the nav bar remains the same

Ideation: 10 ways to increase ENGAGEMENT

1. Change UI of the "waitlist" button
2. Commenting functionality on each product
3. Liking functionality on each product
4. Have users watch an intro video about what's coming soon
5. Add share on social media functionality and move users up in the waitlist if they share
6. Have users type in their name to create a feeling of "signing up" for the waitlist
7. Allow users to make color and size requests (identified as a "need" during interviews)
8. Allow users to suggest a name for the product // crowdsource the name
9. Allow users to suggest a price range (makes sense for Everlane's brand)
10. Meet the designers feature where users can learn who designed the product

"WAITLIST BUTTON UI"
WIREFRAMES

What is the "best" (defined as, most compelling, easy to understand) phrasing for
the waitlist button? (asked 20 people in a coffee shop)

a. Join waitlist - 6 people
b. Add to list
c. Add name to waitlist
d. Waitlist
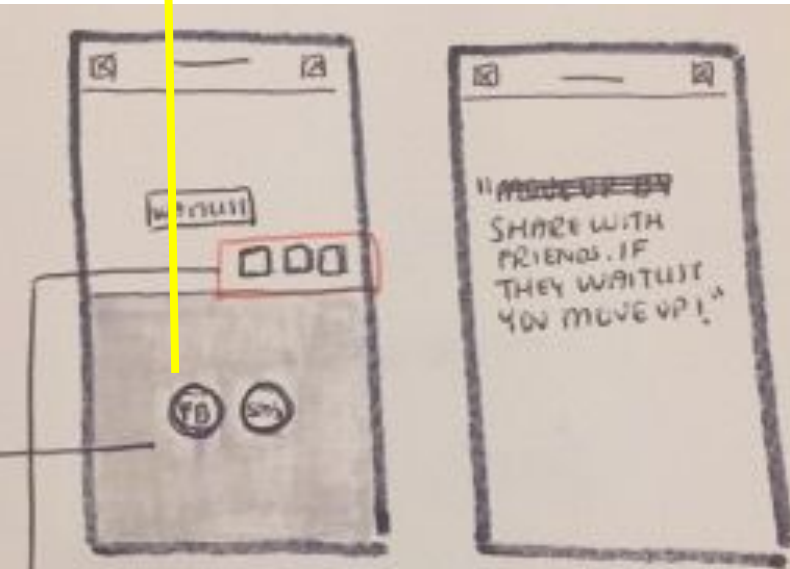e. I want this - 6 people
f. I want it
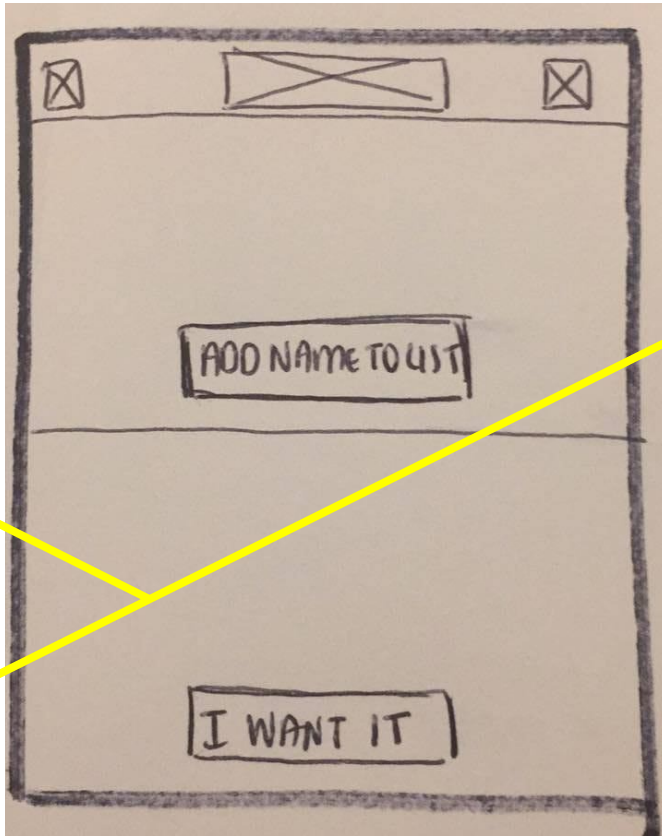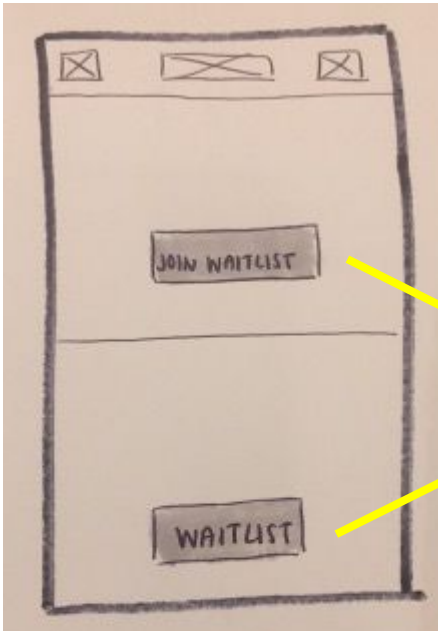
Add color contrast

"WAITLIST BUTTON UI"
HIGH FIDELITY MOCKUPS
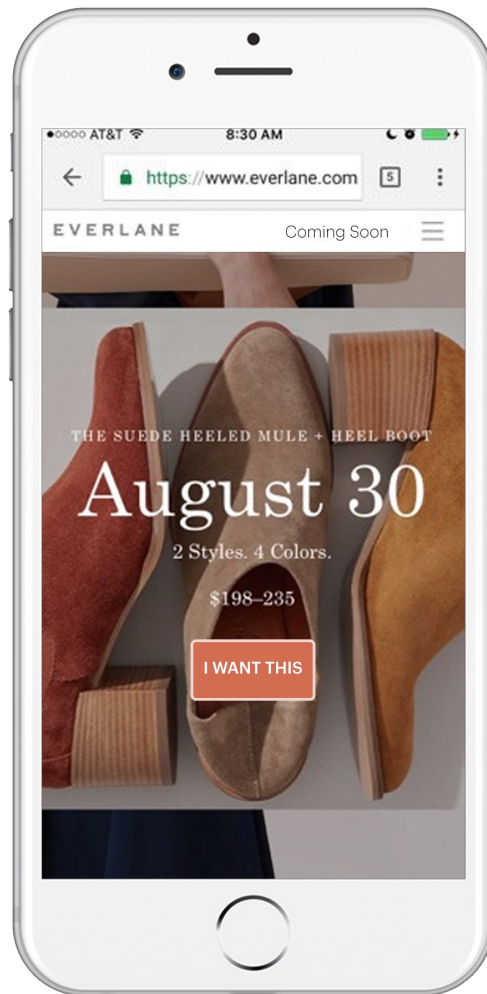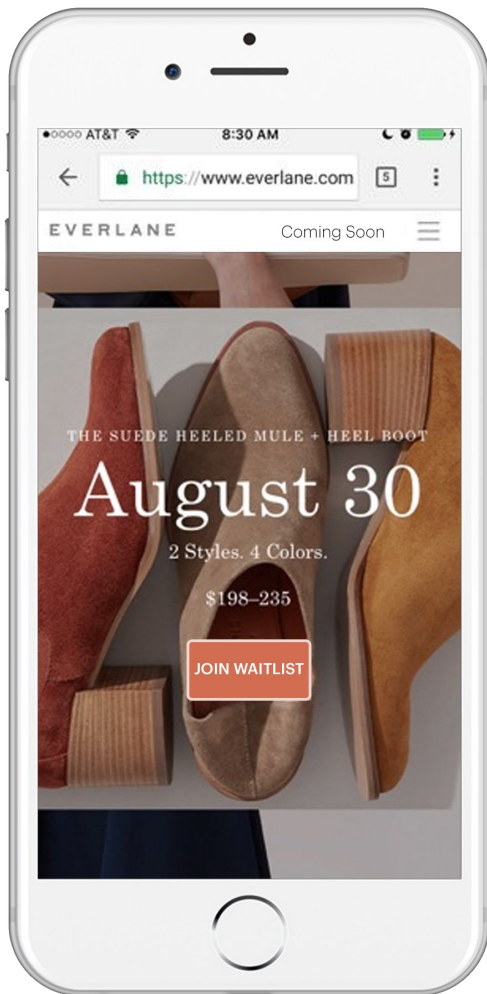
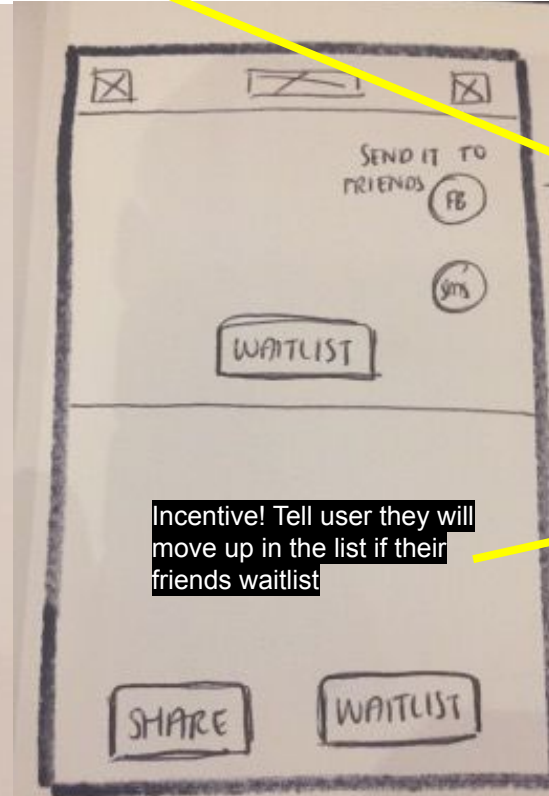# "SOCIAL MEDIA FUNCTIONALITY"
WIREFRAMES

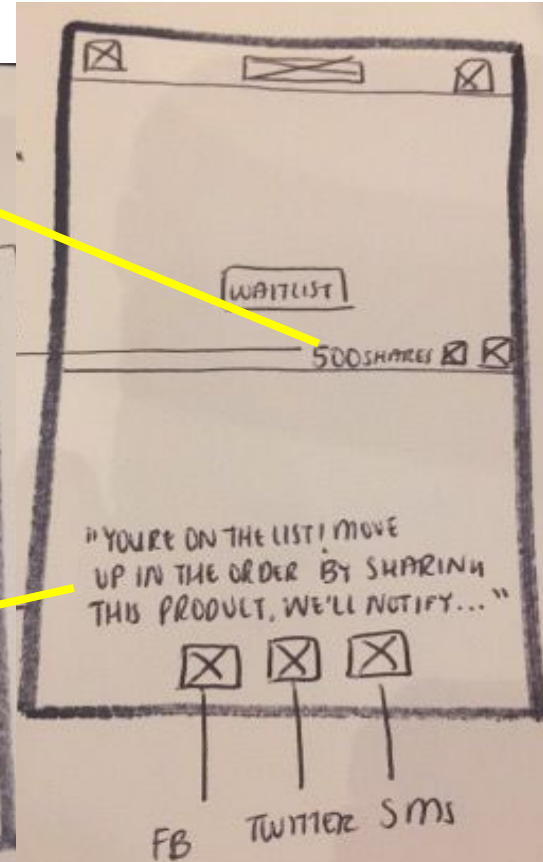Share icons appear after user has joined waitlist

Social proof, show # of shares
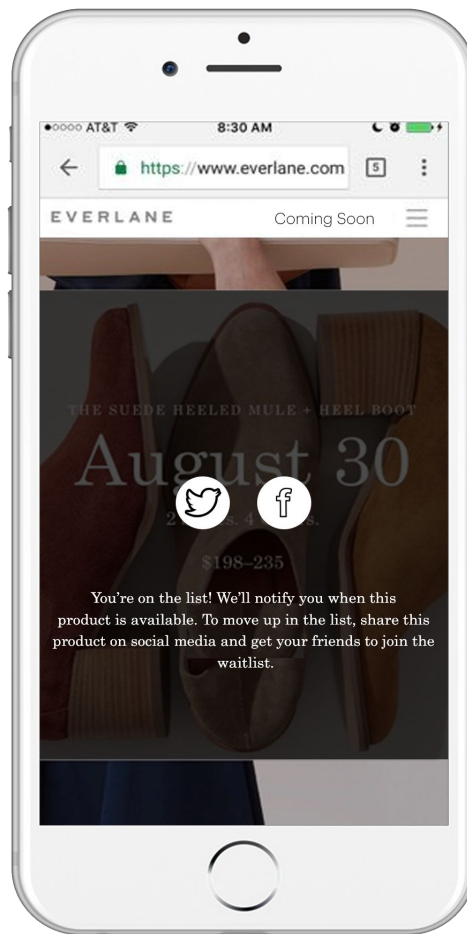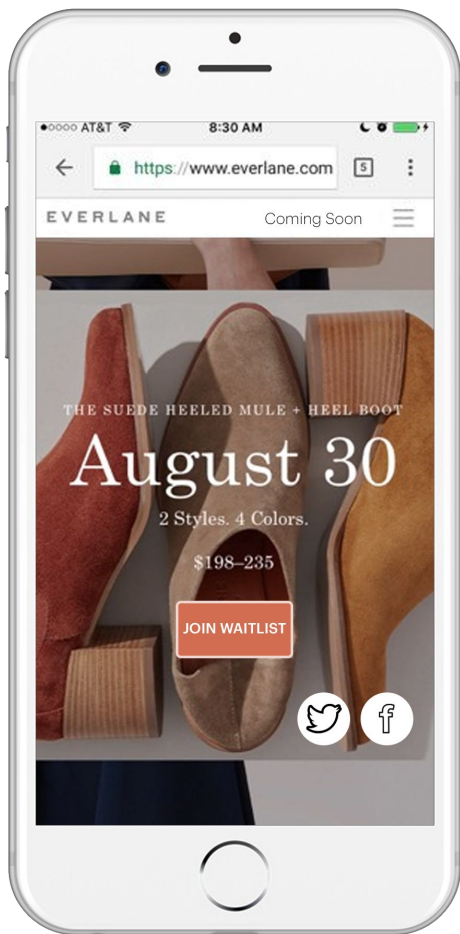
PLACE ICONS @ BOTTOM OF IMAGE FB, TWITTER, TEXT

SHARE WITH FRIENDS. IF THEY WAITLIST YOU MOVE UP!

WAITLIST

FB   SMS

*MAYBE JUST FB AND TEXT

SEND IT TO FRIENDS   FB

SMS

WAITLIST

Incentive! Tell user they will move up in the list if their friends waitlist

SHARE   WAITLIST

WAITLIST

500 SHARES

"YOU'RE ON THE LIST! MOVE UP IN THE ORDER BY SHARING THIS PRODUCT, WE'LL NOTIFY..."
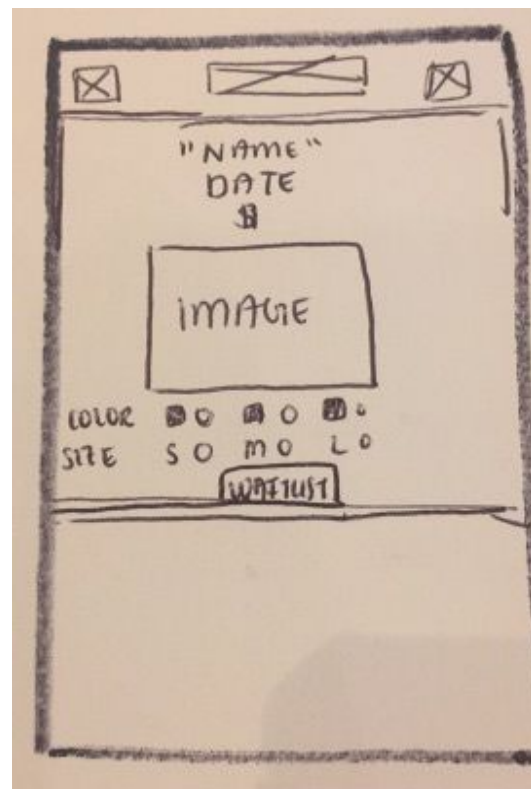
FB   TWITTER   SMS

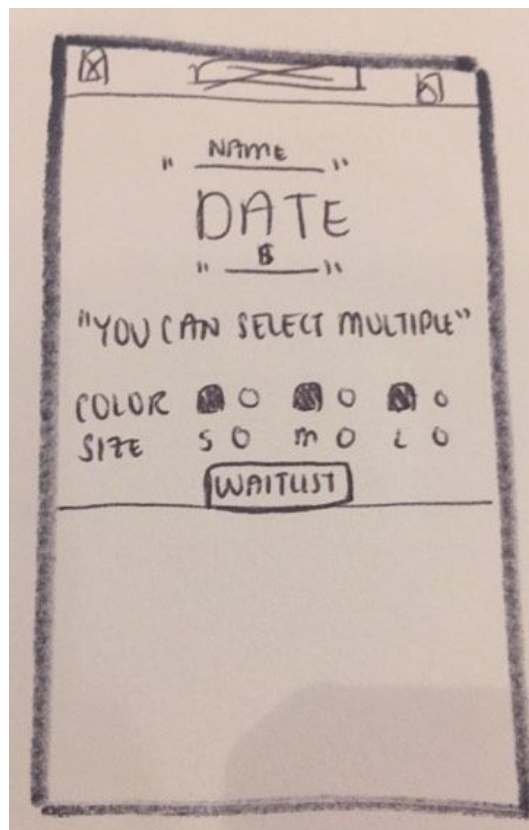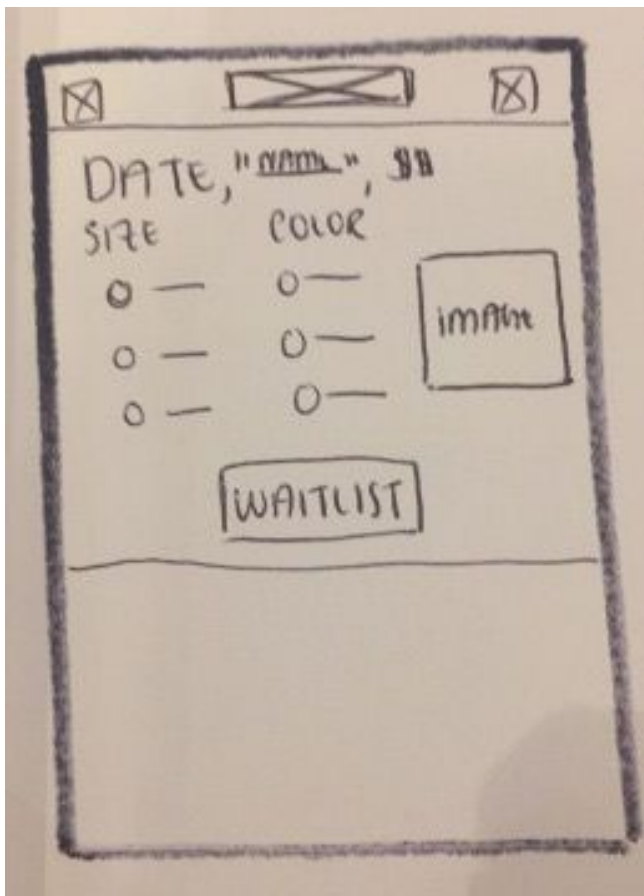# "SOCIAL MEDIA FUNCTIONALITY"
HIGH FIDELITY MOCK UPS

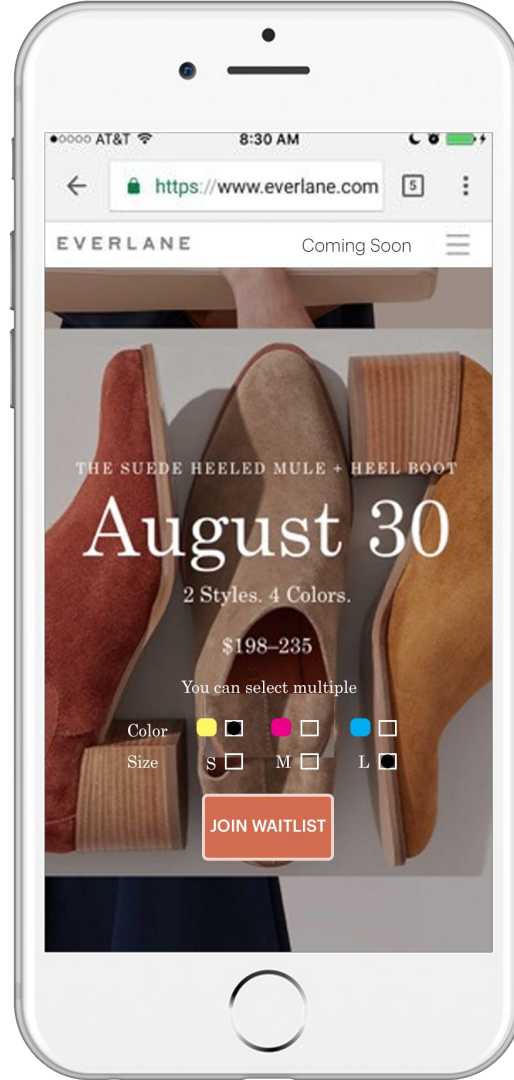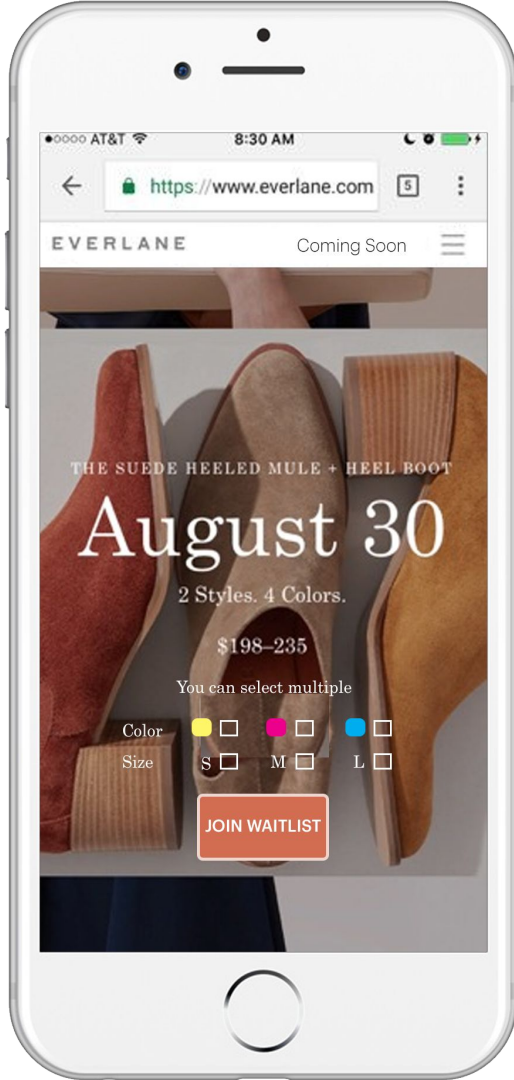Third mock up is for once the user has joined waitlist:
- Image turns dark
- social icons appear

When user taps Facebook or Twitt a new tab opens in browser to share.

"COLOR + SIZE REQUESTS"
WIREFRAMES

Sketch 1

DATE, "NAME", $

SIZE   COLOR

IMAGE

WAITLIST

Sketch 2

"NAME"

DATE

$

"YOU CAN SELECT MULTIPLE"

COLOR

SIZE   S O   M O   L O

WAITLIST

Sketch 3

"NAME"

DATE

$

IMAGE

COLOR

SIZE   S O   M O   L O

WAITLIST

"COLOR + SIZE REQUESTS"
## HIGH FIDELITY MOCK UPS

Ideation: 10 ways to INCREASE purchases

1. List the specific colors each product will be available in
2. Use colors to target different types of shoppers
   a. Shoppers on a budget - blue, green colors
   b. Impulse shoppers - orange, red colors
3. Give the customer a useful free service in exchange for buying off the waitlist
4. Social proof - show the number of people who are on the waitlist
5. Show the scarcity
6. Give suggestions (similar to Amazon Recommendations UX)
7. Use product names to target a specific audience (e.g. The Tech Stretch jacket)
8. Use product names to sell an emotion
9. Improve email UI
10. Give users a clear idea of what inspired this piece (e.g. Inspired by Pride)

"SHOW SCARCITY"
WIREFRAMES
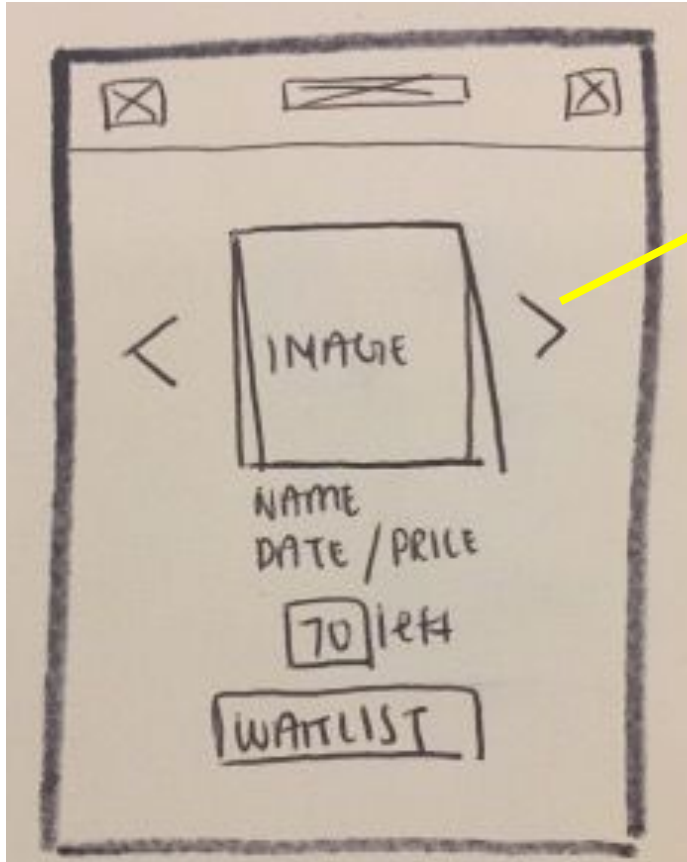
User can horizontally tap between different versions of the product

Font size and color will be determined in mock ups
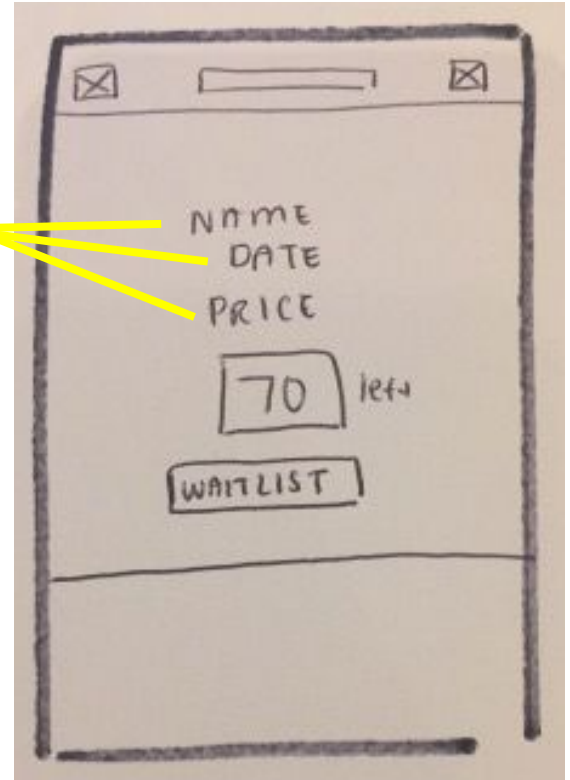
Purchases
"TARGETED PRODUCT NAMES"

Since our photography options are constrained to shooting samples limited colors and styles how can we help users know if a product is for them?

One thing we could do is give product titles that define specific personality types / vibes. For example:

Current title	Suggested title
The Day Heel	"Ballerina with Height - Day Heel"
The Wide Leg Crop	"She's Got Spunk - Wide Leg Crop"
The Street Shoe	"Busy Bee - Street Shoe"
The Day Totes	"Bottomless - Day Totes "
The Suede Heeled Mule + Heel Boot	"Cuter Than You - Suede Heeled Mule + Heel Boot"
The Modern Loafer Mule	"Gone Reading - Modern Loafer Mule"
French Terry + Tees	"Dress Down - French Terry + Tees"