**User Research | Design | Development**

Redesign a specific digital experience (mobile website, mobile app, desktop website) for American Eagle Outfitters

*Project provided by: James Drake, Director of User Experience, Omni-Channel eCommerce at American Eagle Outfitters*

Your mission, if you choose to accept it, is to redesign a specific digital experience (mobile website, mobile app, desktop website, etc.) for American Eagle Outfitters based on your own user research. Within the digital experience you choose to redesign, you can redesign the entire experience or select a specific area of focus such as the search/browsing experience or the checkout experience. Whatever experience or area you choose to redesign, it should be based on the user research you collected from our primary demographic (Hint: it’s you).

To help get you started, below is a step by step playbook:

1. **Read Part 2 of Creative Good's book; Customers Included.**
   - The book focuses on how to conduct "unprompted/guided" user research, also known as "Listening Labs". As we all know, what users say they will do and what they actually will do when using an actual experience are almost always at odds. To be successful in this mission, it will be critical for you to understand how to conduct "listening labs" and how to parse the information collected during that activity into value added enhancements for the experience.

2. **Select a digital experience and area of focus.**
   - Now that you are a user research expert, it’s time to put all that knowledge to work!
   - Before we get too far down in the details, you'll need to pick an area of focus for the project. That area should be a digital experience about which you are passionate and want to learn more in terms of how users interact with it and how you can improve it.
   - You should pick your area based on two criteria:
     a. **Select a digital experience:** Mobile app, Tablet app, Mobile website, Tablet website or Desktop website.
     b. **Select an area of focus:** Search and browsing experience which would include the journey users goes through to find a product and add it to their bag OR the checkout experience which would include the bag experience through the checkout process to order confirmation screen.
3. **Conduct User Research**

- Now that you have an area of focus, it’s time to turn your attention to the work at hand!
- Based on your learning from the *Creative Good* book execute your own "Listening Labs" on the experience and area of focus you choose to redesign.
- Some things to remember when conducting your research:
  - Select at least 4 to 5 participants that fit your demographic (Hint: individuals in our target market are ages 15-25, both men and women). Target 4-5 participants of both genders.
  - Given that we are focusing on a specific experience, ensure that participants do in fact shop with that type of experience. For example, if you are going to redesign the mobile app checkout experience, your research screener should make sure that participants you include have made a purchase via a mobile app within the past 6 months. Also be sure they have shopped with American Eagle within the last 3 months. This will help ensure participants will go unprompted to an American Eagle experience during listening labs.
  - Prepare a list of areas that you want to investigate with your research, but don't provide users with a detailed task list (or let them know you are working with American Eagle Outfitters). The trick here is to let users go through an experience organically in an effort to uncover unmet needs, while at the same time you gather data on the specific areas you aim to improve. For example, instead of telling users to go find a blue t-shirt on American Eagle outfitters mobile app, ask them to browse for something they were planning to buy in the coming days or weeks. Or tell them to imagine they have $200 to spend shopping on any app they currently have on their phone. The idea is to understand how users "Shop" with an app and not how users "Shop" or buy blue t-shirts with the AE app. If by the end of the session users didn't interact with the American Eagle experience, you can prompt them to do so. By understanding this broader context, you will be able to apply user expectations, unmet needs, pain points, and any positive components of an experience to American Eagles.
  - **Reminder:** When conducting the research, make sure you constantly probe the users to "Speak a loud" to explain what they are doing and why. It's critical to understand their through process as they move through the experience.
4. **After conducting research, compile a research report. This report should contain the following:**
   - A small portion articulating the research approach such as:
     - goals of your research,
     - areas of focus,
     - number of users and their respective demographics.
   - A findings and recommendations section describing the high level learnings from the research. What were the "Big Ideas" or "Unmet needs" discovered that you will apply to the American Eagle experience. For example, you may have found that the first thing users do when shopping is "look for promotions or sales". And you may realize that there is no one place for users to access all promotions or sales on the American Eagle website. Your high level recommendation would be to create a single location on the American Eagle Outfitters website to see all promotions or sales.

5. **Redesign!**
   - Now is the fun part! Take all the learnings you gathered from the "Listening Labs" and put that knowledge to good use! Working from your first hand research and findings report you should have a step by step playbook on how to enhance the digital experience you set out to improve.
   - The key here is articulate the journey you are trying to improve. To create the journey’s path, you will need to communicate it via wireframes and/or prototyped interactions. For example, if you are working to improve the search and browsing capability of the mobile web experience, you would need to take into consideration all of the key screens that are a part of that journey (i.e. Home page, navigation, category page, product details page, etc.) and design your wireframes to tell this story along with the specific enhancements you are making to improve that experience.
   - **Reminder:** Users don’t interact with one page at a time, and it’s critical to think in terms of user scenarios/journeys when designing and presenting solutions to tell how the user will move throughout the digital experience in one cohesive story.

6. **Usability Testing and Findings**
   - Now that you know your users are and what they need to do, run a task-based usability test on your redesign (based on your digital experience and area of focus).
• Using the Morae software, observe at least 5 users from the target demographic. Ask them to use your design.
• Ask them to think aloud while using the design
• Observe the following:
  o Success rate – were users successful? Did they accomplish the goal(s) that your design supports?
  o Time to completion – how long did it take?
  o Number of problems.
  o Number of clicks, touches to complete task.
  o Makes notes of what they said (I am confused, etc.).
• When you have completed the usability test, ask each user the following:
  o *Rate the following question from 1 (Not at all likely) to 10 (Extremely Likely)* - “How likely is it that you would recommend this interface/experience to a friend or colleague?”
    Please explain why?
• Refine your experience based on what you learned from testing.
• Compile your usability findings into a summary report.

**Deliverables:**

• User research documentation.
• Task analysis | workflow diagrams – (the path of the experience you design).
• Wireframes in digital and printed form.
• Visual Comps (Photoshop documents) in digital and printed form.
• HTML, CSS, and JS files and all project assets (PLEASE REMEMBER THAT ALL ASSETS, GRAPHICS, PHOTOGRAPHS, FILES, MARKUP, CSS, SCRIPTS, ETC. MUST BE ORIGINAL.).
• Summary of usability findings.
• Present your work to User Experience (UX) team at American Eagle.
• Please note that any materials (printed documents, disks, etc.) should be labeled and of professional quality. Prepare at least 6 printed copies of the report for the UX team.
Work in the following teams:

TEAM 1
Justin Schuler | Hermanus Kluever (Team Leads)
Bradlee Cherep
Timothy Miller

TEAM 2
Kirsty Butchart | Sandor Csontos | Sara Mattis (Team Leads)

TEAM 3
Olivia Arbogast | Benjamin Brode (Team Leads)
Joseph Oliveri
Kevin Cox

TEAM 4
Yasmeen Barnouti | John Sheldon (Team Leads)
Matthew Day

TEAM 5
Bojia Zhang | Justin Fanzo (Team Leads)
Stephanie Confer
Anthony DelSardo