Brideside

User Experience Case Study · January 2020

Overview

Brideside is a bridal eCommerce company based in Chicago with in-person boutiques in four cities across the country. Most brides come to the site to either start searching for bridesmaids dresses (usually by color or price) or to book an in-person appointment.

The Request

Brideside came to me and told me they wanted research and a re-design of their product-specific page.

Why?

They felt is was outdated, clunky and not as many users were purchasing directly from the site as they hope (rather than placing directly with consultant).

Many users were using the Chat feature for help while browsing. Upon discussing with CS team, they said it was often around sizing, length and color of the dress.

My Role

UX Researcher
UX/UI Designer

UX Methods Used

Heat Map Study
Recorded Session Study
Heuristic Evaluation
Competitive Analysis
Discussion Guide
User Interviews
User Interview Report
Usability Testing
Wireframing
Prototyping
High-Fidelity Mockups

PHASE 1

User Research 🔍 🕵🏻‍♀️

Research methods used.

1. Study Heat Map and Recorded Sessions

I was able to watch users go through the sign up process and where they slowed down in the process.

2. Heuristic Evaluation

Implement tried-and-tested best practices.

3. User Interviews

Essential for understanding WHY users had frustrations or encountered road blocks. Crucial to understanding their motivations and goals for signing up in the first place.

4. Usability Testing on Current Website and Re-design

Helped me identify and visualize where users encounter pain points or road blocks in completing their original goal.

5. Competitive Analysis (During Ideation)

Helped me understand conversion rate, or lack there of, and how long users spend on certain pages.

6. Stakeholder Interviews

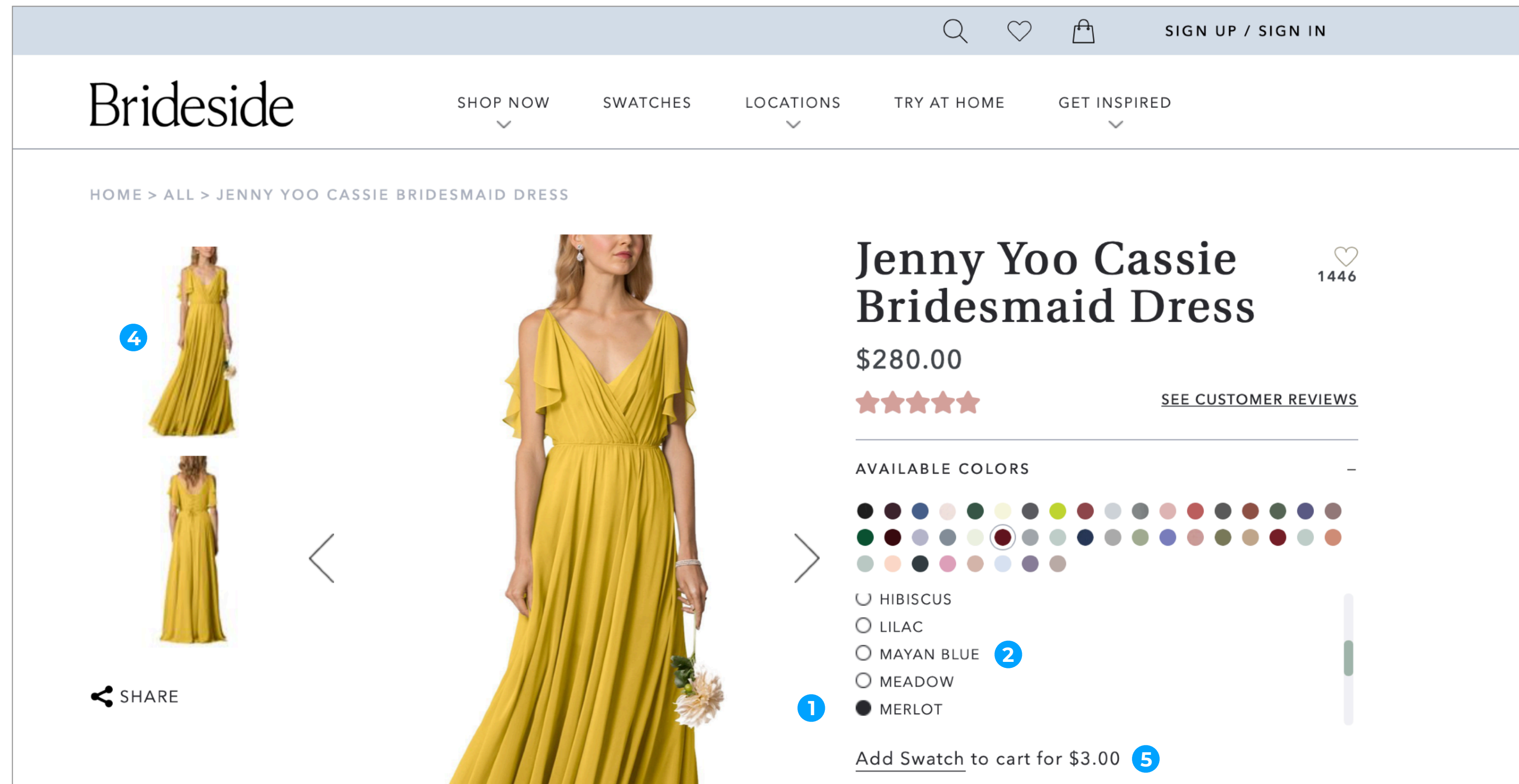Helped me gain clarity around length of dresses and delivery dates.

Heat Map and Recorded Sessions

INSIGHTS

1. Users were spending a long time looking through the colors. Many of them paused or hovered around the thumbnail images when the colors didn't match up (left).

2. A common trend was users scrolling through the sizes, clicking the size chart, closing and going to reviews. Rarely were they quick to select a size.

UX Best Practices / Brief Heuristic Evaluation

SIGN UP / SIGN IN

Brideside

SHOP NOW   SWATCHES   LOCATIONS   TRY AT HOME   GET INSPIRED

HOME > ALL > JENNY YOO CASSIE BRIDESMAID DRESS

4

SHARE

Jenny Yoo Cassie Bridesmaid Dress

1446

$280.00

★★★★★   SEE CUSTOMER REVIEWS

AVAILABLE COLORS —

○ HIBISCUS
○ LILAC
○ MAYAN BLUE   2
○ MEADOW
● MERLOT   1

Add Swatch to cart for $3.00   5

Customer Reviews

WRITE A REVIEW

Overall Fit: 2

KAREN
★★★★★
Body type: Curvy, Athletic, Petite

INSIGHTS

1. Image not accurately displaying the selected color.

2. This dress comes in 44 colors. The color thumbnails are too small to get an idea of the color and the list is a long scroll. Users should be able to find their preferred color quickly.

3. So there is a Fit rating, but what is the criteria? Does middle mean it's perfect fit or 3/5 points?

4. To really show off the product, a product page should have several images taken from multiple angles, to give customers some perspective of the size, color and shape.

5. Remember the business and user goal for visiting this page: ideally to purchase. The 'Add [dress] to Cart' CTA is not above the fold. *Note: in my re-design, my CTA is below the fold (after size and color), but now above fit and description.*

User Interviews

I interviewed **12** female Brideside customers.

AGE
The users interviewed ranged from 25 to 37 years of age, with the average age being **29**.

GEOGRAPHICAL LOCATION
New York City (5), **Chicago** (3), San Francisco (1), Scottsdale (1), Charlotte (1), Atlanta (1)

DISCUSSION GUIDE
1. What was your goal when you originally visited the Brideside site for the first time?
2. What factors did you take into consideration when choosing your dress or bridesmaid dresses?
3. If you did purchase a dress through Brideside, what was your experience around sizing and fit?

"Hardest thing was looking at the colors because colors online are skewed versus real life.

My main factors in deciding on a dress were price and then color. I wanted to be considerate of my girls' budgets.

Comparing similar colors between designers: one has a true blush, but another has a different blush. Description of the color would have been helpful.

When trying on bridal dresses, it's upsetting or alarming to find out your dress size is larger than your street size."

Usability Testing on Current Website

TASKS

1. Add 3 swatches in a gray color palette to your cart.
2. Choose a dress that you like and then figure out what size you would order.
3. How would you know whether to order a Regular or a Long in that dress?
4. How would you find plus-size dresses?
5. How would you rush an order, if need be?
6. What is the expected delivery date of that dress? Do you have any questions around this delivery date?
7. Select your favorite color of that dress.

Q ♡ 🛍 SIGN UP / SIGN IN

Brideside

SHOP NOW ⌄   SWATCHES   LOCATIONS ⌄   TRY AT HOME   GET INSPIRED ⌄

HOME > ALL > JENNY YOO CASSIE BRIDESMAID DRESS

♡ 1446

Jenny Yoo Cassie Bridesmaid Dress
$280.00
★★★★★   SEE CUSTOMER REVIEWS

AVAILABLE COLORS

○ BLACK
○ BLACK CURRENT
○ BLUE BELL
○ BLUSH
○ CASPIAN SEA

Add Swatch to cart for $3.00

SIZE

○ 0
○ 0 LONG
○ 2
○ 2 LONG

View Jenny Yoo size chart   **Tall?**

FIT

Jenny Yoo Cassie is a deep V-neckline style with flutter sleeves. When choosing your size, consider the following:

‣ We find the bust runs about 1" larger than noted in the size chart. For a more fitted bodice, we advise choosing a size smaller than where your bust measurement falls on the size chart.

‣ This style has an adjustable drawstring waist and can fit up to 5" larger than noted in the size chart.

‣ The skirt is full and we find it to fit about 3" larger than noted in the size chart, giving you some extra room to size down from where your hip measurement is falling.

‣ Alterations are often necessary to achieve the perfect fit.

DESCRIPTION   +

DESIGNER   +

ESTIMATED WEEK OF DELIVERY: MAY 4
Need it sooner?

ADD TO BAG

Connect with a Brideside Stylist to try this look at home.

◀ SHARE

Figuring out what size you would be in a certain dress.

USABILITY FINDINGS

3/6 users confidently told me what size they would order.
- 2/6 users recognized their sizes will vary designer to designer.
- 2/6 users expressed concern or disappointment that bridal sizing is smaller than streetwear.
- 4/6 users said they would be between two sizes.
- 6/6 used the size chart.
- 2/6 users wish the size chart directed them to the Fit Section.
- 5/6 users found reviews to be helpful but found Overall Fit to be confusing and wished there were other sections like Quality of Material and weight.

ANALYSIS

Lots of hesitation around sizing. Many wish there was some sort of disclaimer about going up a size and getting alterations.

RECOMMENDATIONS

- Make note of the Fit section within the size chart to direct the user
- Add more categories to the review section to they can compare women with similar measurements
- Create a Bridal-wear Disclaimer section
  - Wedding-wear typically requires alterations.
  - Every designer uses a different size chart based on their own patterns.
  - Wedding-wear typically runs smaller than every-day dress sizes. It is common to go up a size or two.
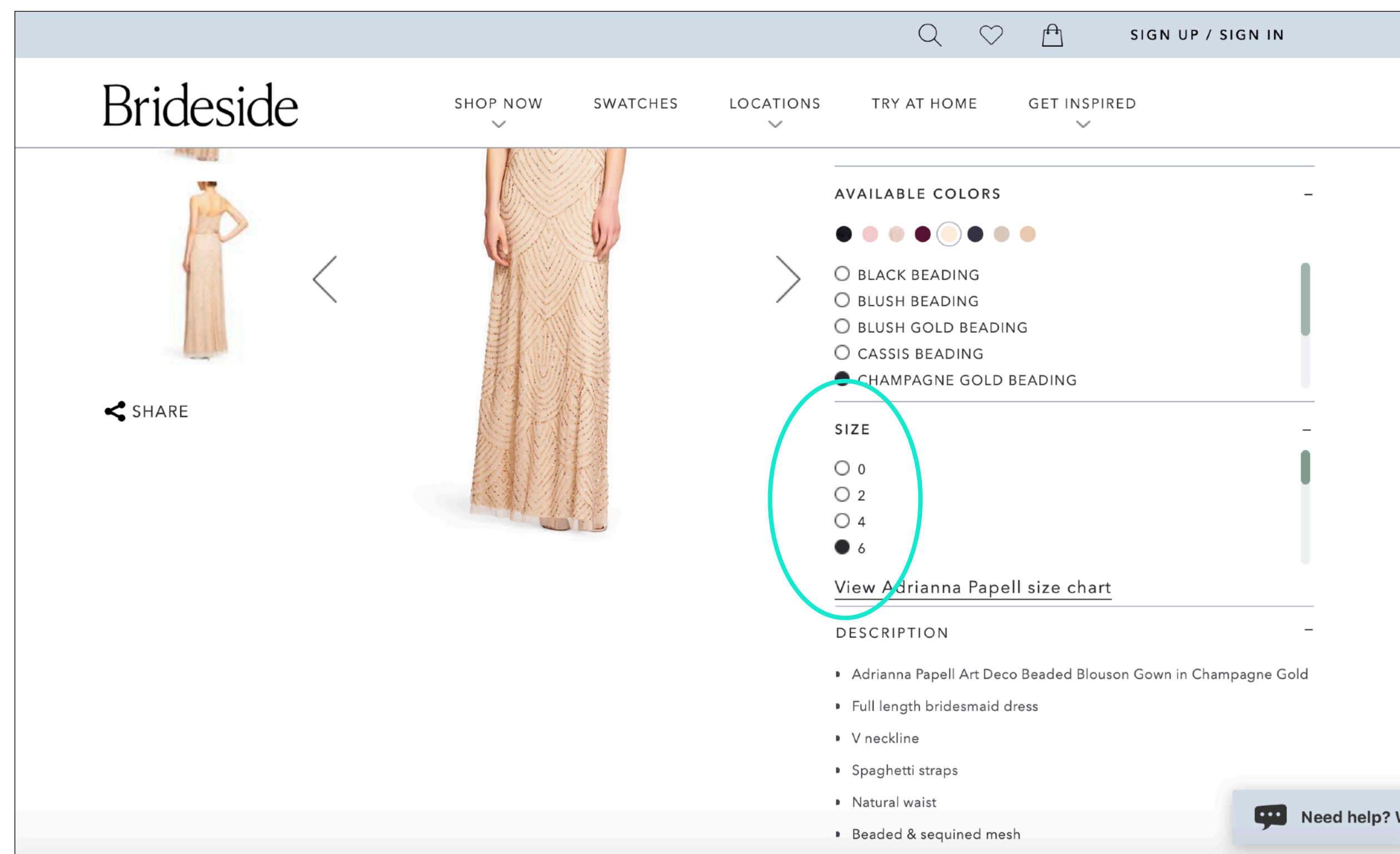
" When trying on bridal dresses, it's upsetting or alarming to find out your dress size is larger than your street size."

Brideside

SHOP NOW   SWATCHES   LOCATIONS   TRY AT HOME   GET INSPIRED

SIGN UP / SIGN IN

SHARE

AVAILABLE COLORS

○ BLACK BEADING
○ BLUSH BEADING
○ BLUSH GOLD BEADING
○ CASSIS BEADING
● CHAMPAGNE GOLD BEADING

SIZE

○ 0
○ 2
○ 4
● 6

View Adrianna Papell size chart

DESCRIPTION

▸ Adrianna Papell Art Deco Beaded Blouson Gown in Champagne Gold
▸ Full length bridesmaid dress
▸ V neckline
▸ Spaghetti straps
▸ Natural waist
▸ Beaded & sequined mesh

Need help? We

Choosing a color.

USABILITY FINDINGS

4/4 users were able to tell me which color they preferred best.
- 3/4 users mentioned how small the color thumbnails are.
- 2/4 users noticed that the selected color wasn't reflected correctly in the picture.
- 2/4 users wish they could have favorited a color swatch so they could compare them later on.
- 1/4 users said a description of the color would have been helpful since a lot of them are similar.

ANALYSIS

Ultimately all users were able to select a favorite color, but had some difficulty.

RECOMMENDATIONS

- Make thumbnails larger
- Re-design list of colors as a dropdown rather than scroll.
- Ensure the colors are correctly rejected.
- Add a "View Swatch / Favorite Swatch" feature.

" **I click on the color Cloud but it's still stuck on Seaglass.**"

Brideside

SHOP NOW   SWATCHES   LOCATIONS   TRY AT HOME   GET INSPIRED

SIGN UP / SIGN IN

HOME > ALL > JENNY YOO CASSIE BRIDESMAID DRESS

Jenny Yoo Cassie Bridesmaid Dress

1446

$280.00

SEE CUSTOMER REVIEWS

AVAILABLE COLORS

HIBISCUS
LILAC
MAYAN BLUE
MEADOW
MERLOT

Add Swatch to cart for $3.00
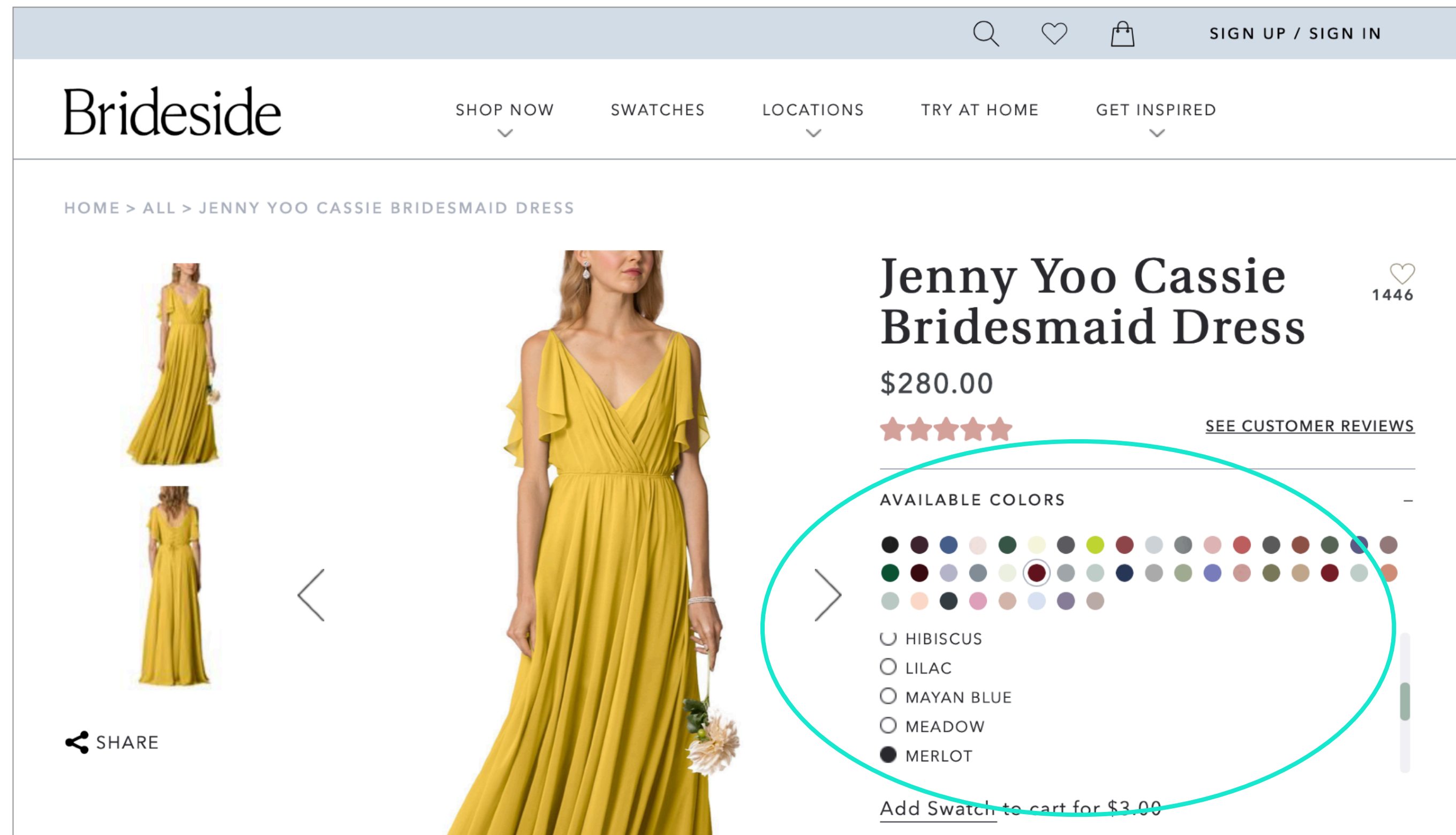
SHARE

Deciding if you would be a Regular or a Long.

USABILITY FINDINGS

4/6 users were able to determine if they were Tall or Regular.
- 5/6 users found the Tall? hover section.
- 3/6 users were unsure if they should account for heels or not
- 2/6 users were unsure if 5'7" should order a Regular or a Tall
- 1/6 users were unsure if this was specific to Jenny Yoo dress or for all dresses

ANALYSIS

Most users assumed if they are 5'7" or shorter would order a Regular but it isn't very clear.

RECOMMENDATIONS

- Make the Tall description stand out more, visually.
- Make the copy extremely clear. What differentiates a Tall from a Regular?
- Incorporate "in the shoes you will wear" into the verbiage.
- Make sure to update length information for each Designer

"I don't feel like I'm tall but it depends on the shoe if I would need to get a tall."

AURORA
BERRY
BLACK
BLUEBERRY
CHAI

Add Swatch to cart for $3.00

SIZE   –

0
0 LONG
2
2 LONG

View Brideside size chart   Tall?

Taller than 5ft 7in? Ordering 'Long' sizes will make this style 3in longer.

FIT

Kyle has a V neckline with flutter sleeves and matching V back. When choosing your size, consider the following:

▸ In the waist, we recommend leaving 1" of room between you and the dress for ease of movement.

▸ The skirt is a flat A-line that flares out gently from the waistband.

▸ V back is high enough for a bra.

▸ Waistband to accentuate figure.

▸ Alterations are often necessary to achieve the perfect fit.

💬 Need help? We're here!

How would you find plus-size dresses?

USABILITY FINDINGS

0/3 users could easily find plus size dresses.

- 1/3 looked for a section under Collection that says Plus Size
- 1/3 expected to see something like "Extended Sizes" under Shop Now
- 3/3 had to go into the actual dress detail page to see if the dress comes in size 14 or higher

ANALYSIS

There is no filtering system for finding plus size dresses. A user has to go into each individual dress and look at the size chart measurements. This is not supportive to our entire user population.

RECOMMENDATIONS

- Under Shop all dresses, create a filter called Extended Sizes or Additional Sizing and include:
  - Plus size, maternity and long
- Specify what constitutes "Plus size". Is it size 14 and over?
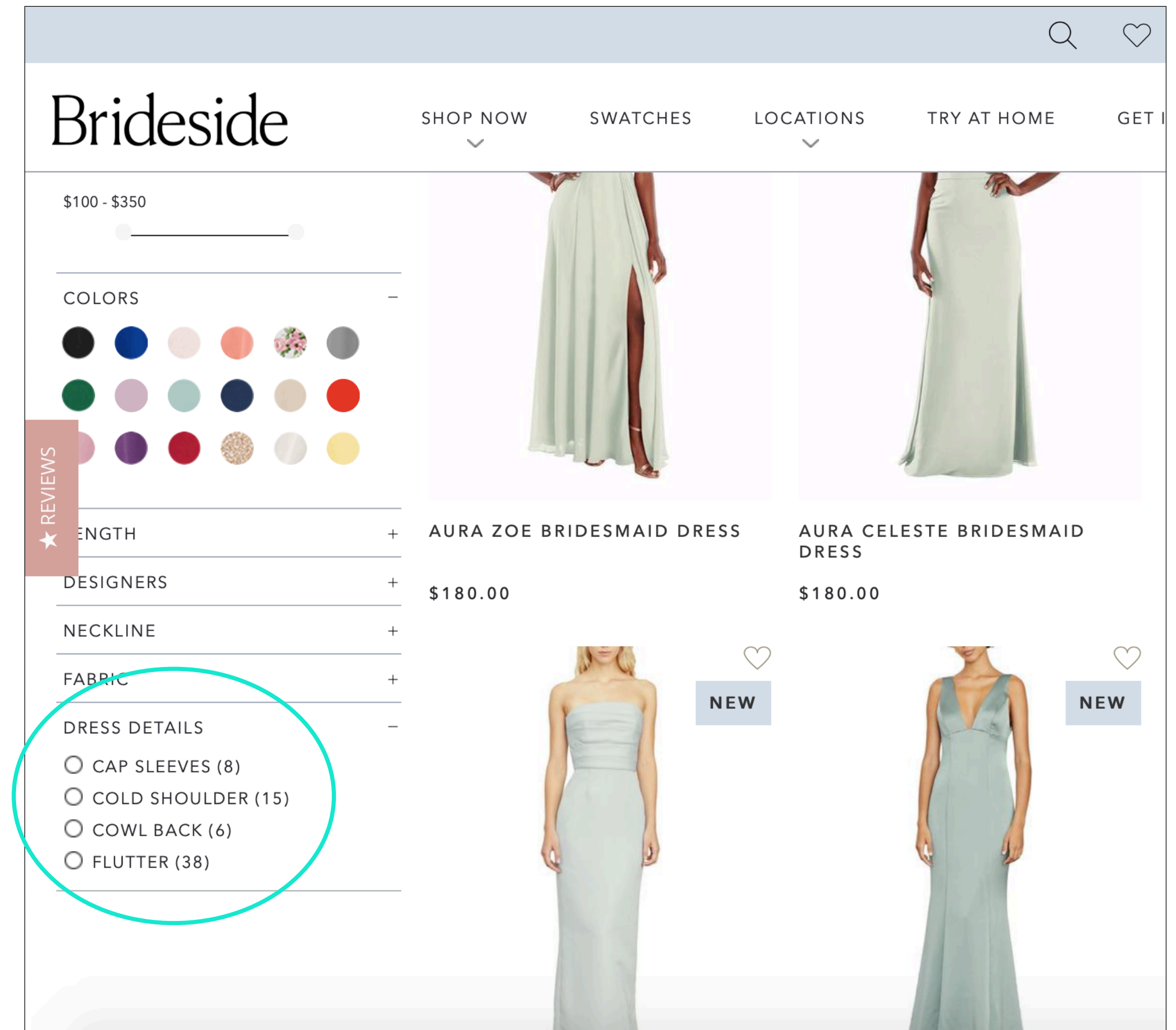
" **Finding a dress that accommodates everyone is a big deal."**

PHASE 2

Insights and Themes 💭🧑🏻‍🔬

Key Insights and Themes

🙁

1. Plus-size women have no way of filtering dresses to suit them.

📏

2. Users aren't getting enough information to decide on a dress size.

🤨
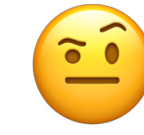
3. There is confusion around choosing dress length.

👗

4. There is uncertainty and surprise around bridal sizing versus regular clothing.

🔶🔷
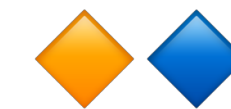
5. Color is not accurately represented and the thumbnails are too small.

Understanding the Problem

Through my research, it became apparent that a high rate of users are not adding a dress to their cart because they are left with a lot of questions around color and sizing.

How might I design a product page that helps answer questions users have around sizing and color of the dress they are viewing, so that they feel more confident placing into their cart?

PHASE 3

Feature Ideation and Design 👩🏻‍🎨🖌️

Feature Brainstorming

Plus-size women

Show plus-size models

If price difference, make transparent

Specify what constitutes "Plus size"

Under Shop all dresses, create a filter called Extended Sizes and include Plus size, Maternity and Long

Choosing dress size

Offer users to purchase a measuring tape

Add additional categories to the Reviews

Make note of the Fit section within the size chart to direct the user

Fit predictor tool

List what size the model is wearing

Choosing dress length

Differentiate between Tall and Regular

If price difference, make transparent

Have cutoff points such as "If over 5'9" order a Long"

Incorporate the shoes user will be wearing

Confusion around bridal sizing

Explanation of why bridal sizing runs small

Explain that alterations are often necessary

Enter event date and give suggested date to get alterations by

Make it clear that each Designer has a different size chart

Bridal Q&A

Color depiction

More product images from different angles

Dress modeled on different skin tones

Make color icons larger

Color correctly reflected on model

Give each color name an description

Add a "View Swatch / Favorite Swatch" feature

What are the competitors doing?

	Plus-size filter?	Categories in Reviews	Tall vs. Regular Length	Disclaimers around Alterations	Selecting a Color
AZAZIE	Yes	Measurements, bust size, fit with criteria, review, size ordered	Option to add extra length	**Yes**	No dropdown, but option to Shop more in this color
Lulus	Yes	Height, weight, measurements, bust size, fit, review, size ordered, color ordered	No	No	Reflected correctly, multiple model images
DaVID'S BRIDAL	Yes	Overall fit with criteria, wedding location, theme, season, # guests, age range, event type, body type	No	No	Thumbnail nice size, nice drop down list
ADRIANNA PAPELL	Yes	Body Type, Event, Height, Product Fit, Rating	No	No	Reflected correctly, nice drop down list, multiple model images

Low-fidelity Wireframes to High-fidelity

Low-Fidelity sketches of the Review feature

High-Fidelity Mockup of the Review feature
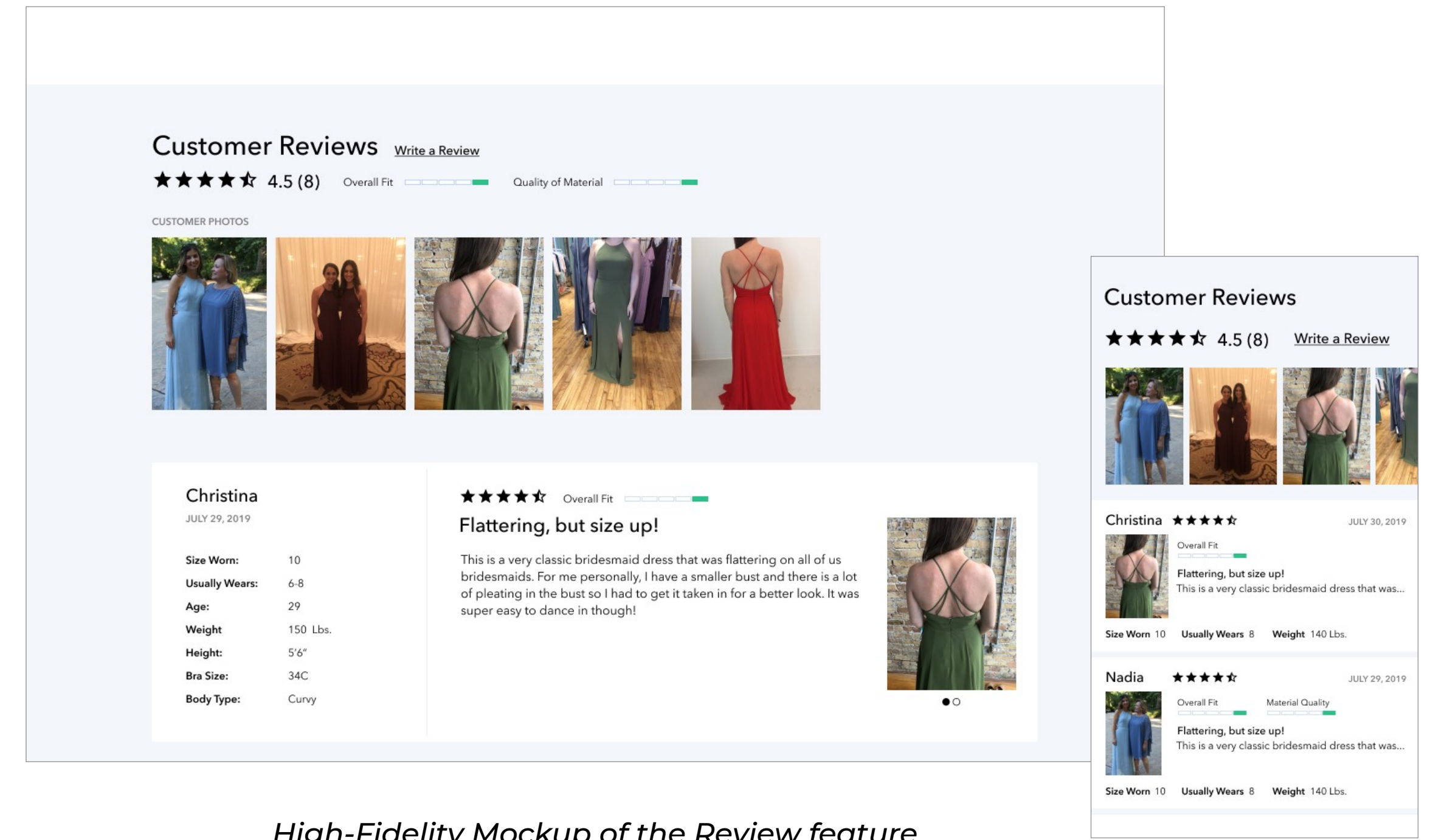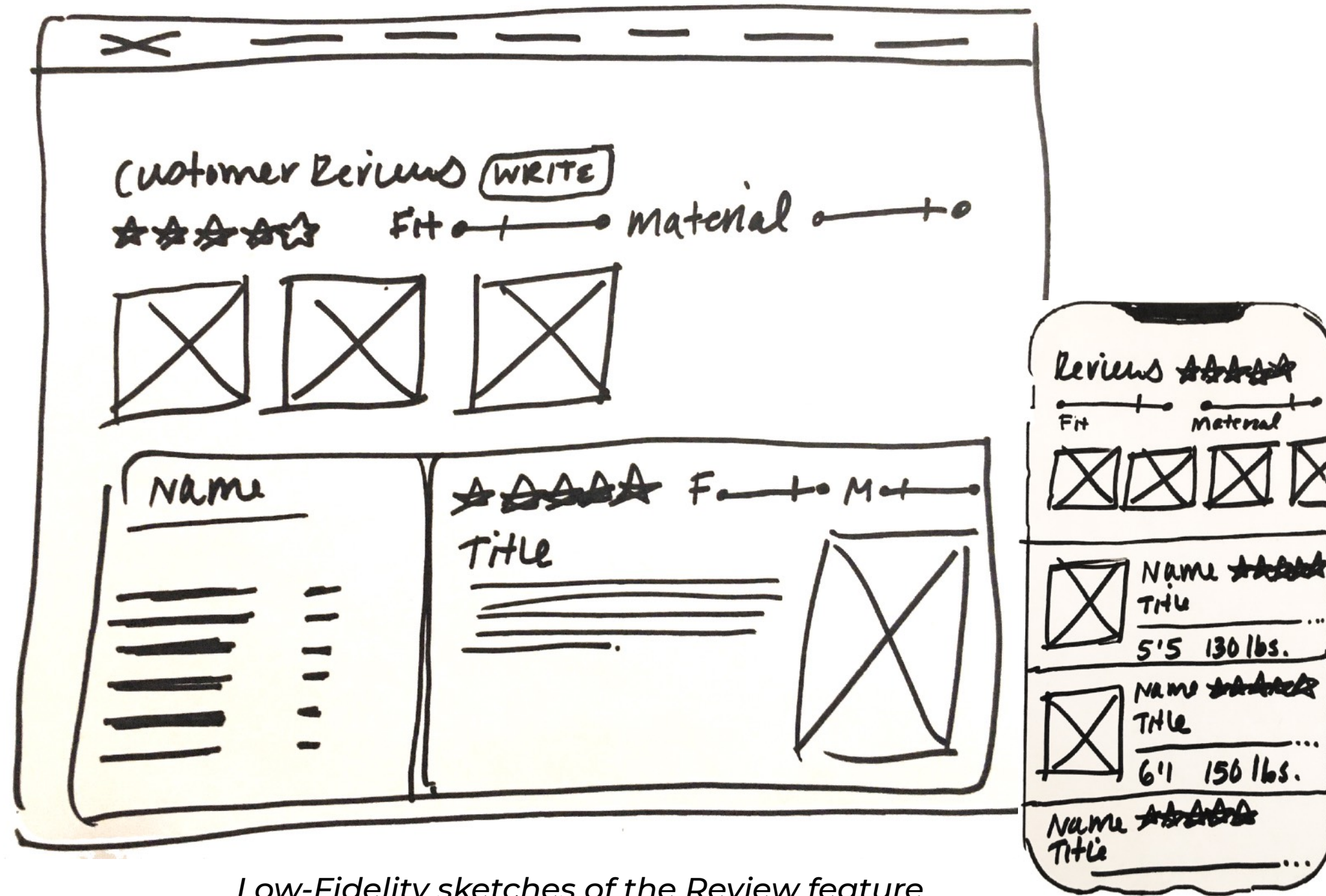
INSIGHT TO DESIGN DECISIONS

1. Ensure that color is represented correctly. Also provide more than two angles of the dress.

2. Provide clarity between Long and Regular dress.

3. Avoid confusion by incorporating "in the shoes you intend to wear."

4. Add new review categories to users can make a more educated decision on their size.

5. Move goal-oriented CTA as close to the top as possible.

6. Under Fit notes, add verbiage about alterations.

7. Add a color swatch feature without product page that allows user to see color larger and allows them to read about material and Add to Favorites.

8. Usability best practice: to ensure user can find a color quickly, increase thumbnail size and create a color dropdown.

PHASE 4

Build and Test 👩🏻‍💻 🕹️

Usability Testing on Re-Design

INSIGHT TO DESIGN DECISIONS

1. "I'm confused what the delivery date means. It says 'for individuals'".
2. "Would be nice if colors had a reference point, like "Sapphire / Navy".
3. "I like that I can view the swatch up close before ordering".
4. "My dress is a 20 and I normally wear a 10. I'm not surprised by this because I've been in so many weddings, but if people don't know that bridal sizing is different, would be helpful to include".

Next Steps 👉

Next Steps

1. Document usability testing on re-designed features

2. Iterate based on insights from usability test

3. Another round of usability testing

4. Pass off to developers

5. Start implementing second tier features such as additional model photos