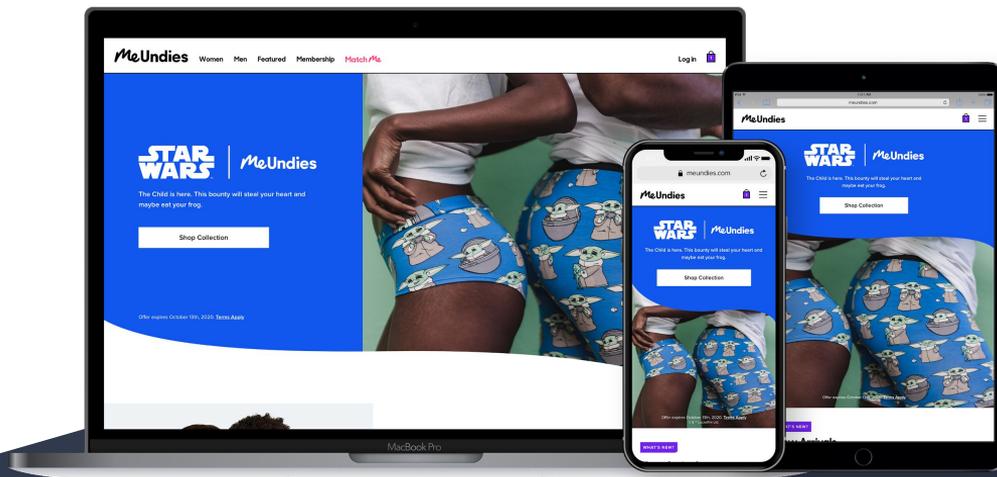# MeUndies Homepage

From Concept to High Fidelity Design

By Zeke Skovron
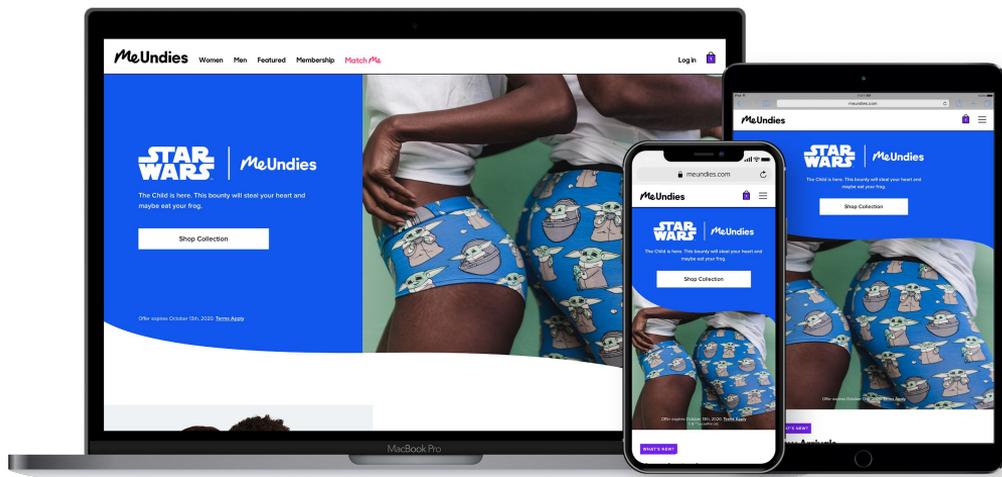
MeUndies Homepage

Role: Digital Product Designer

Collaborators: Senior Product Designer, Site Merchandiser, Head of Digital Product

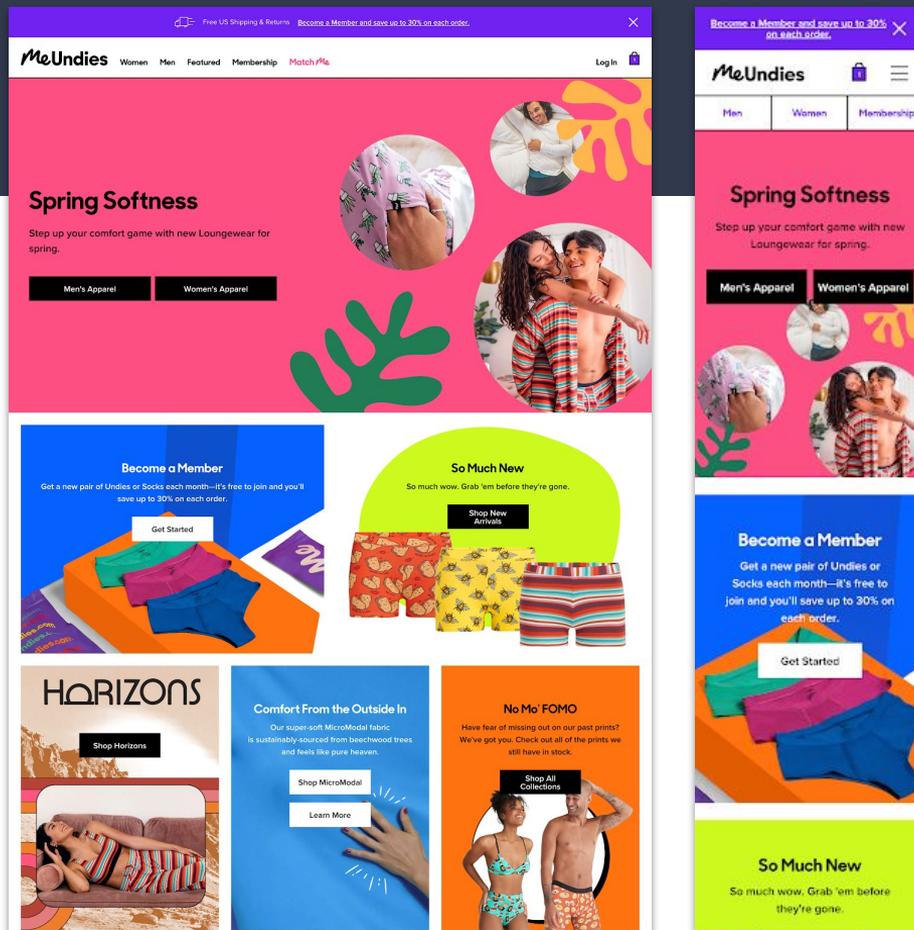**Stakeholders:** Growth Marketing, Retention, Brand, Product

Duration: ~1 month

The Problem

The goal of the homepage redesign project was to solve two key problems for customers and our site merchandiser:
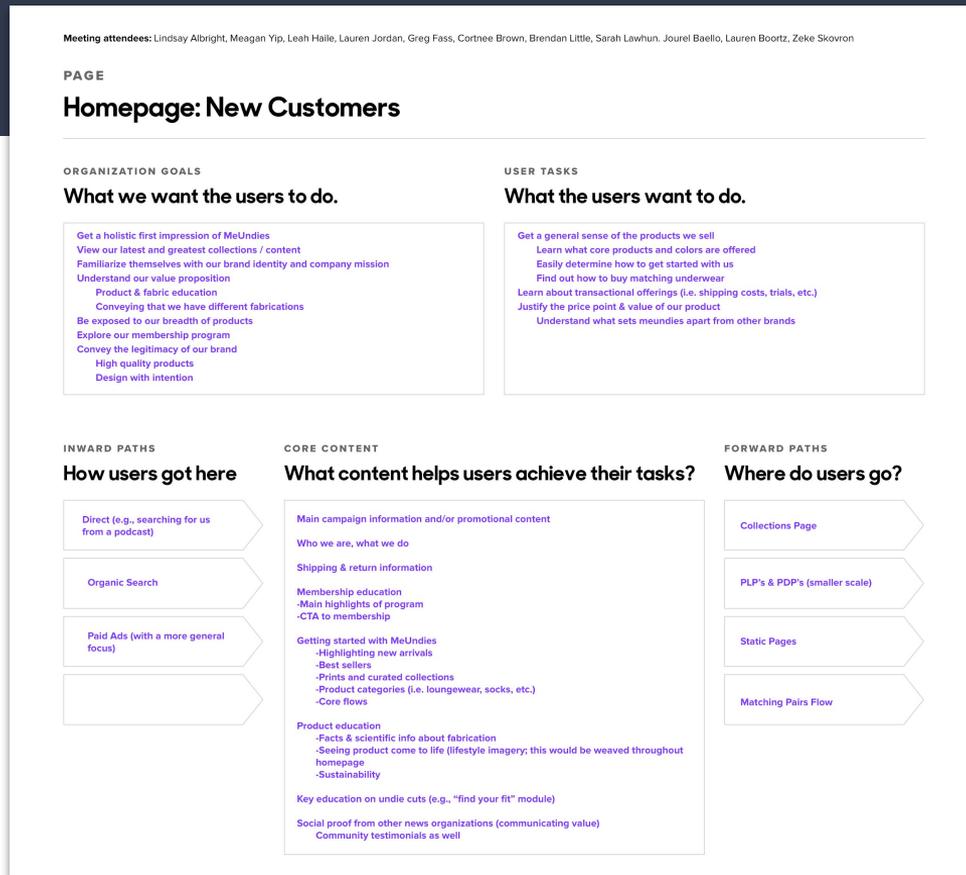
- **New Customers:** "I don't know how to get started with MeUndies."

- **Site Merchandiser:** "I can't effectively communicate our core offerings without overwhelming customers."

Initial Concepting

Core Page Modeling

- What are our goals for this page as a business?

- What are users trying to do when they go to the homepage?

- What content can we leverage to support both the goals of our business and users?

Meeting attendees: Lindsay Albright, Meagan Yip, Leah Haile, Lauren Jordan, Greg Fass, Cortnee Brown, Brendan Little, Sarah Lawhun. Jourel Baello, Lauren Boortz, Zeke Skovron

PAGE

Homepage: New Customers

ORGANIZATION GOALS
What we want the users to do.

Get a holistic first impression of MeUndies
View our latest and greatest collections / content
Familiarize themselves with our brand identity and company mission
Understand our value proposition
    Product & fabric education
    Conveying that we have different fabrications
Be exposed to our breadth of products
Explore our membership program
Convey the legitimacy of our brand
    High quality products
    Design with intention

USER TASKS
What the users want to do.

Get a general sense of the products we sell
    Learn what core products and colors are offered
    Easily determine how to get started with us
    Find out how to buy matching underwear
Learn about transactional offerings (i.e. shipping costs, trials, etc.)
Justify the price point & value of our product
    Understand what sets meundies apart from other brands

INWARD PATHS
How users got here

Direct (e.g., searching for us from a podcast)

Organic Search

Paid Ads (with a more general focus)

CORE CONTENT
What content helps users achieve their tasks?

Main campaign information and/or promotional content

Who we are, what we do

Shipping & return information

Membership education
-Main highlights of program
-CTA to membership

Getting started with MeUndies
    -Highlighting new arrivals
    -Best sellers
    -Prints and curated collections
    -Product categories (i.e. loungewear, socks, etc.)
    -Core flows

Product education
    -Facts & scientific info about fabrication
    -Seeing product come to life (lifestyle imagery; this would be weaved throughout homepage
    -Sustainability

Key education on undie cuts (e.g., "find your fit" module)

Social proof from other news organizations (communicating value)
    Community testimonials as well

FORWARD PATHS
Where do users go?

Collections Page

PLP's & PDP's (smaller scale)

Static Pages

Matching Pairs Flow

Wireframes I

Design Goals

- Create a static layout that empowered our site merchandiser
  - Explore modules we can leverage to support content outlined in CPM

- Making the best way to get started with us (including membership) clear to new customers

- Convey our breadth of products, prints, and services without overwhelming customers

- Legitimize and educate on our brand for those unfamiliar with us
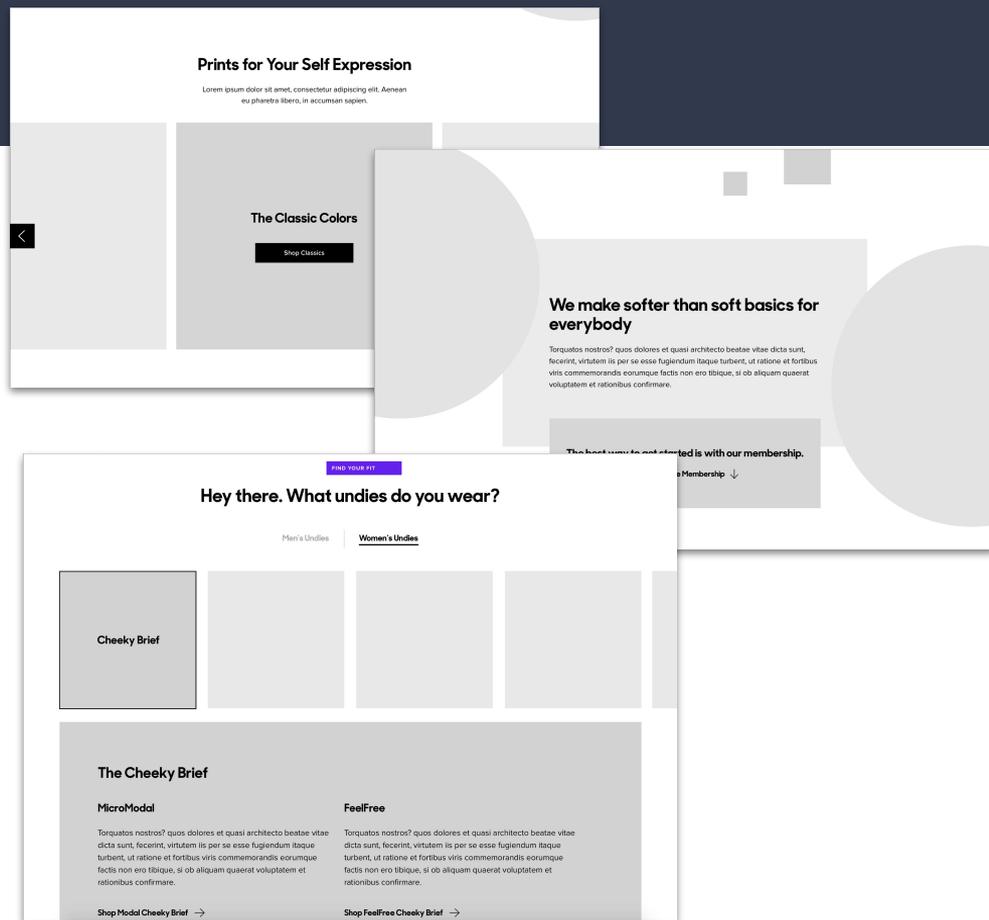
Wireframes II

Refining Concepts

- **Transactional Benefits:** Three column vs. pencil bar

- **Showcasing Print / Product Breadth:** "Spotlight carousel" vs. primary accessible content blocks

- **Membership Education:** Bulleted list of benefits + image vs. three column

- **Brand Education:** Blurb + Carousel with customizable slides vs. secondary content blocks

- **Legitimization:** Testimonials vs. "News Article" social proofing
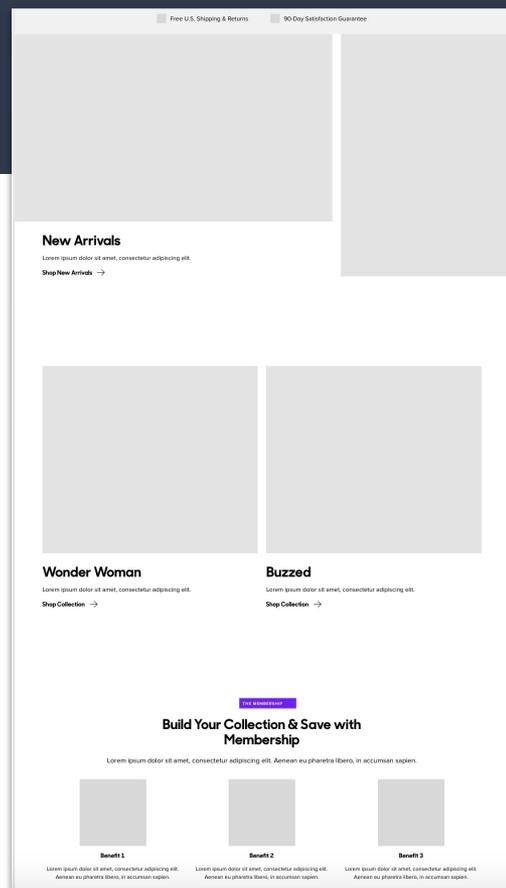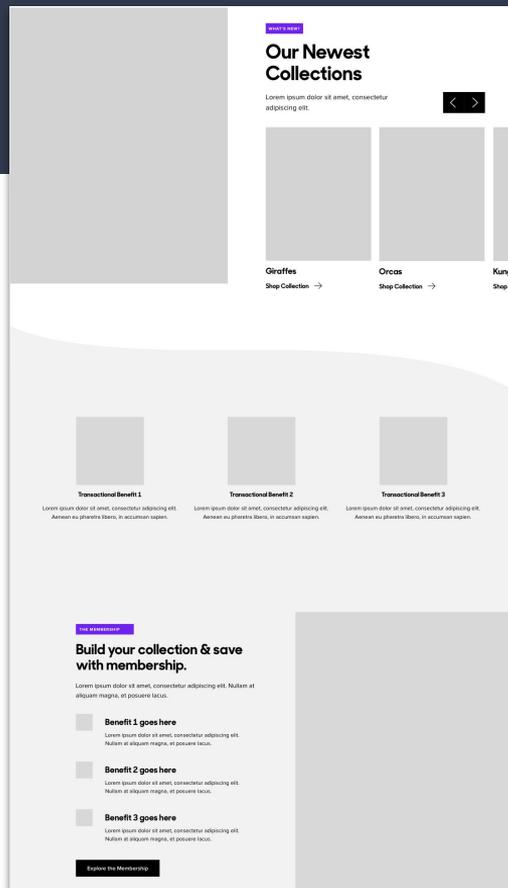
Prototyping

Prototypes for Testing

- Test the redesign against the current homepage

- Created InVision prototypes of each experience
  - Made the "Spotlight Carousel" functional
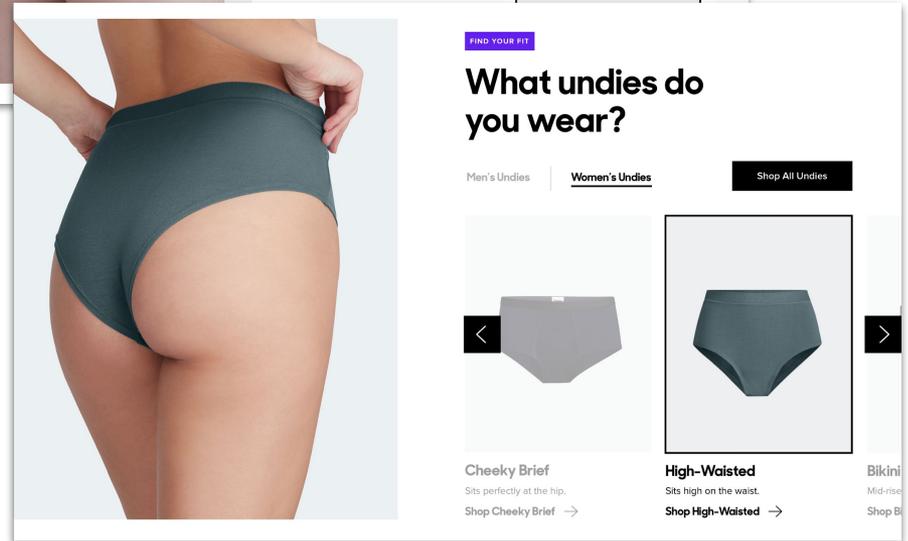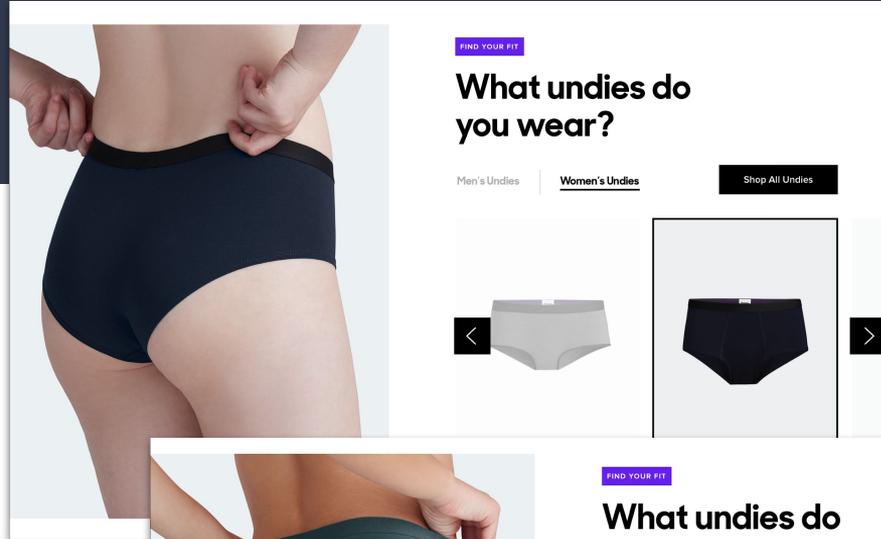
User Testing

Research Questions

- Can users obtain a satisfactory understanding of our brand from the homepage?

- Do users know how to get started with us?

- Is it clear how to navigate the carousel module?

- What questions do users have after viewing the homepage?

- Are we effectively communicating the most important information to a new customer?
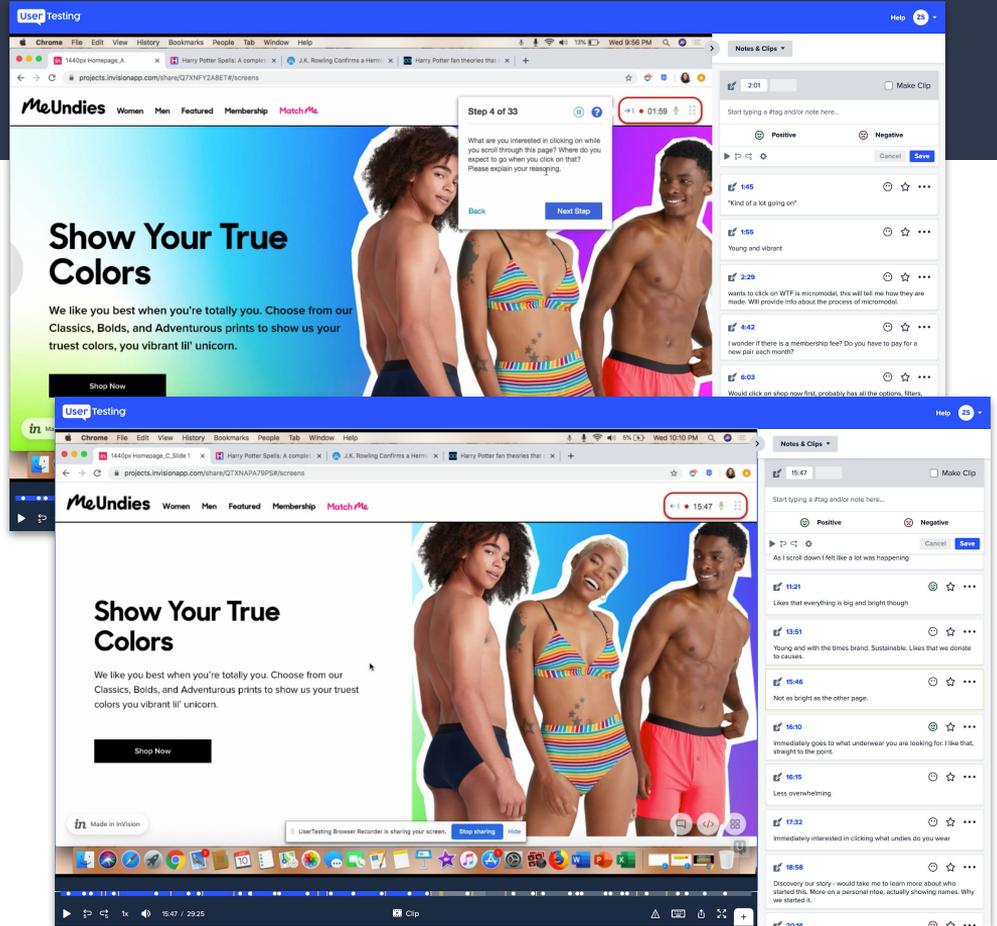
User Testing (cont.)

What We Learned

- Customer's formed a significant impression from the hero alone

- The "Find Your Fit" module was an effective, usable tool for exploring undie options but customers did not get a good sense of our print breadth

- It was clearer how to get started with us in the new homepage design

- Testimonials served as a credible way to bring legitimacy to our brand

- "About" content seemed redundant and made the page unnecessarily long

Visual Design

New Customers

- Split screen hero enables Creative to explore accessible imagery and color combinations for campaign moments

- Spotlight carousel is optimized for full body shots to showcase product and print breadth and fit

- Smooth curve for dividing sections and giving the page a sense of progression
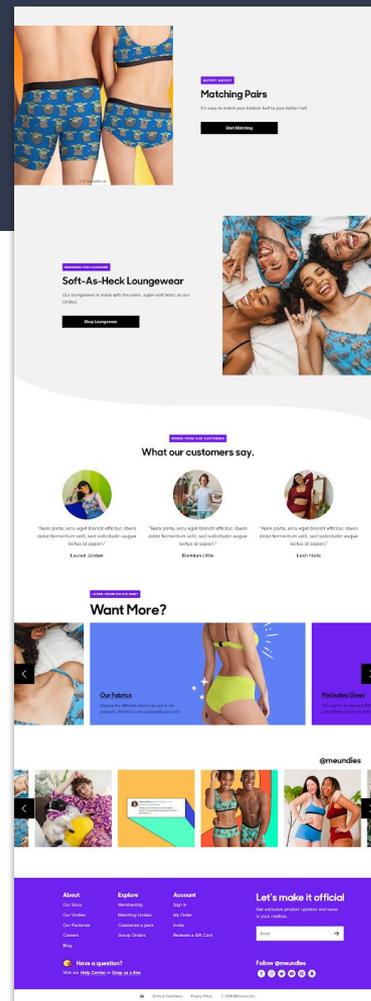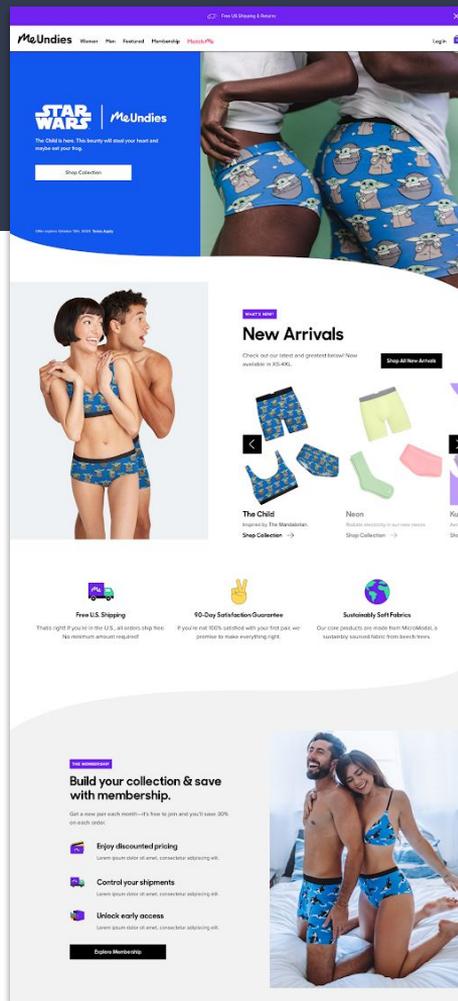
Visual Design

## Returning Customers & Members

- Used the same layout--just repurposed or removed modules!

    - Membership module repurposed to educate on how to use the membership

    - Moved transactional benefits lower on the page for returning customers and removed them for members

    - Removed customer testimonials
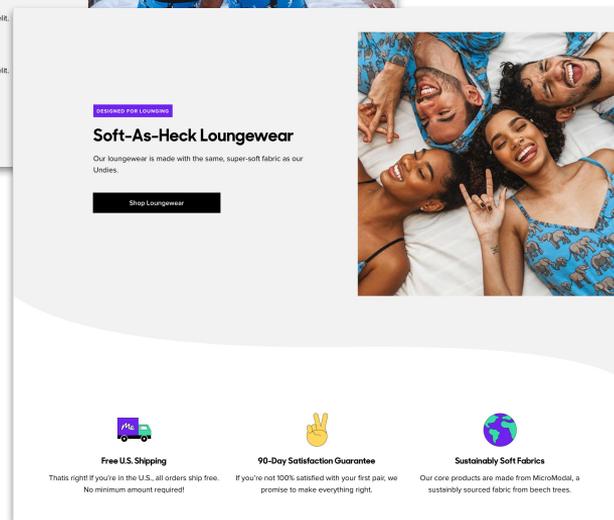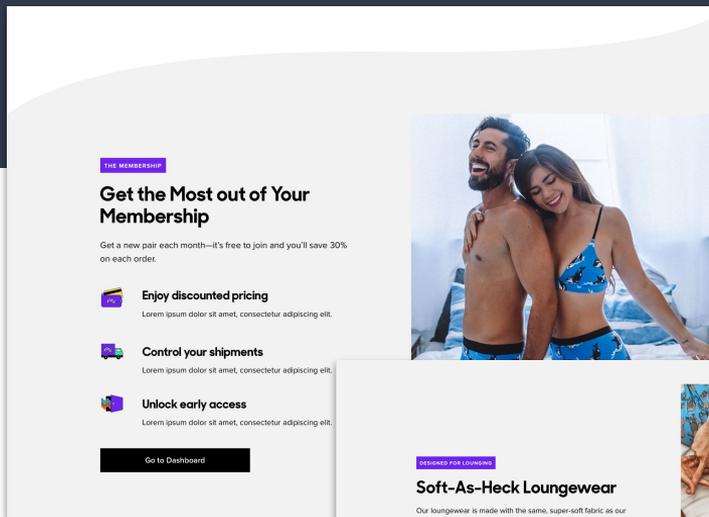
Creative Handoff

Articulating Vision & Constraints

- What kind of imagery should we be using in these modules?
  - What image sizes must be used to ensure appropriate display across devices?

- What are the character limits required to preserve the layout?
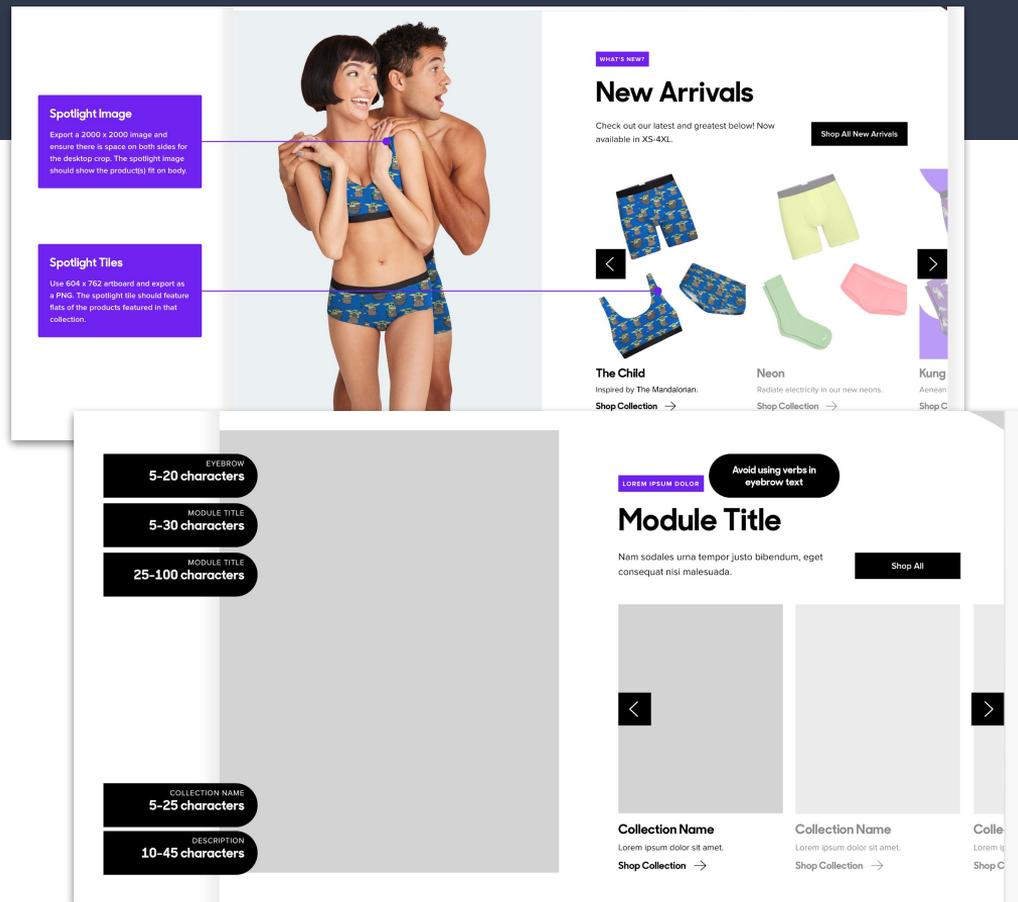
What I could have done differently

- Engage more stakeholders in the CPM to get a more diverse range of perspectives

- Not make our membership audience an afterthought

- Define technical constraints more clearly earlier on in the process