



House2Home : **A one-stop home shop**



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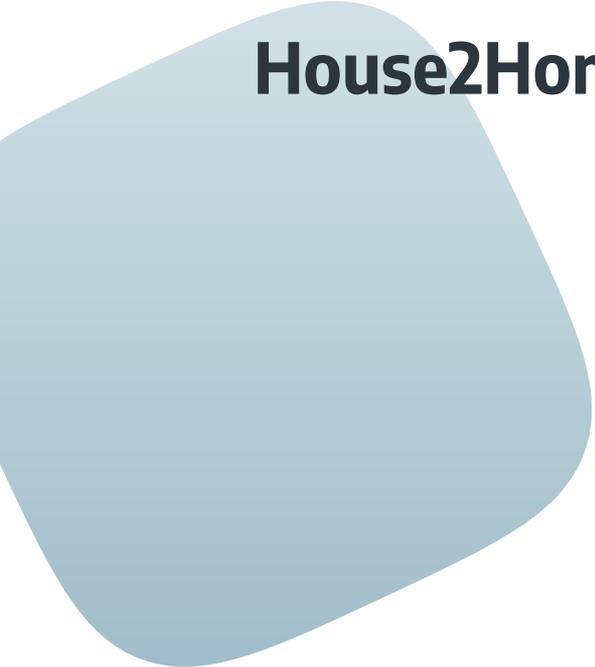
The Problem

House2Home: an E-commerce site.



I know the "look" I want, and how I want to feel when I walk in ... I just don't really know what products to buy to pull it off





House2Home

House2Home is a new company that wants to provide a one stop shop home decor solution for people who have recently moved into a new home.

Problem Statement

House2Home is an e-commerce site that sells home decor and accessories.

- Prints, posters, photos
- Lighting
- Small accent pieces and accessories

I was brought on to create a new site prototype to market their product to their intended customers



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The Users

House2Home, an E-commerce site.

Who is the intended audience?

This is the research I received from House2Home regarding their intended customer base.

Research from House2Home shows that many of their intended customers have just moved into a new home or apartment.

Their Users tend to not feel that confident about finding the right items for their place and what they feel like is their style.

Their Users want a whole solution - they want to buy multiple items at once that will go together and establish a style for their home decor. What House2Home calls a “starter kit”.

Starter Kit

House2Home intends to sell a style “starter kit” of items to instantly decorate their new place.

But how can we best market these kits?...



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Responsibilities & Scope

My role in the process

My Role

This project was a practice exercise, a Design Sprint with Springboard so the client for this project was fictional.

I was “brought on” to test out possible solutions sales for their website.





Scope & Constraints

This was a one week Design Sprint following the Google Ventures Design Sprint methodology.

Design Constraints:

- Website (laptop/desktop) format
- Focus on users who want a “starter kit”
- Focus on selling smaller items - decor and accessories not furniture.



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The Process

Designing the site

Design Sketch Day 1: Understanding the problem

- Insights & Observations
- Mapping

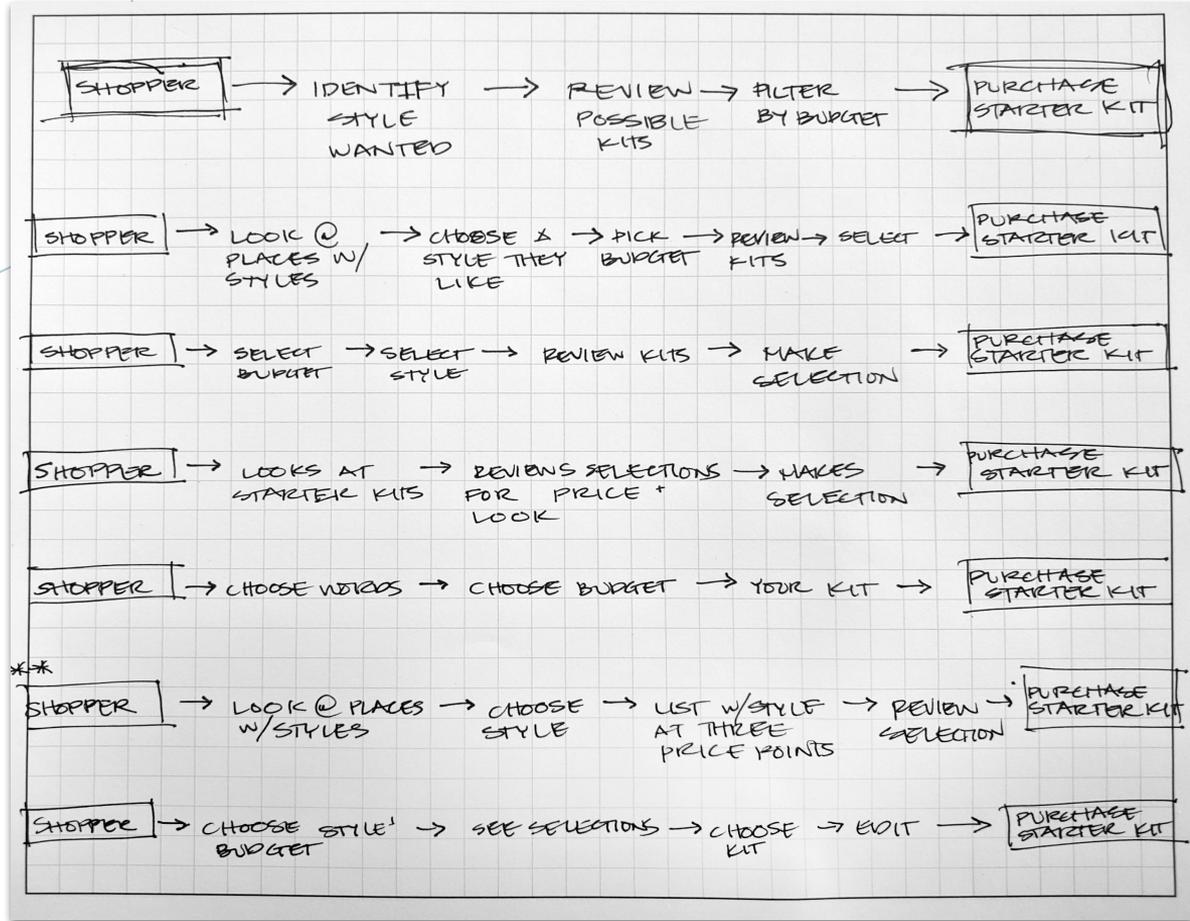




Insights & Observations

- When moving to a new home users want to settle in and want to decorate quickly.
- People often do not know how to create a look for their home.
- Many people know what style they like but don't have the time or interest in researching and making a lot of design choices.
- Customers can be fearful of making design choices for fear of making the “wrong” choice or wasting money.
- Users need something that caters to different budgets and allows people to make a “look” or style for their place without breaking the bank.

Mapping



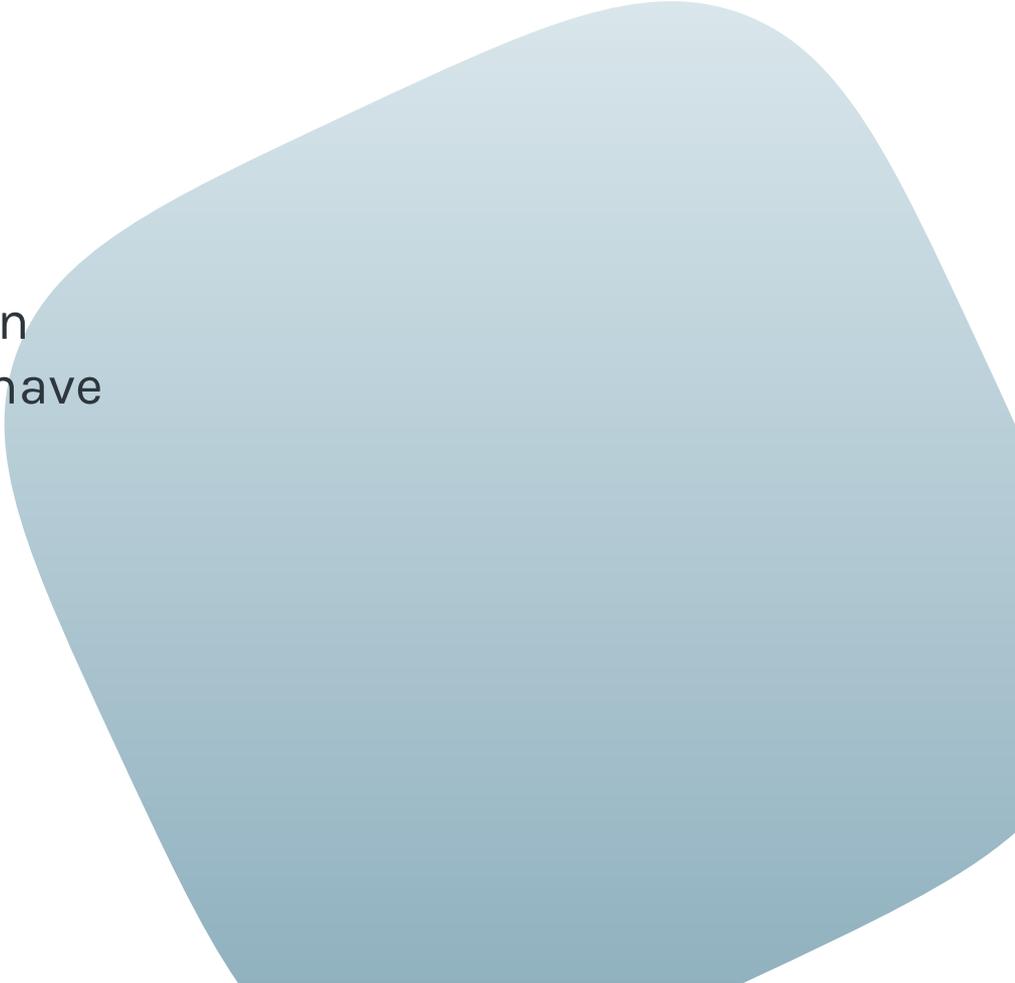
Design Sketch Day 2: Sketch

- Lightning Demos
- Initial Designs
 - Crazy 8s
 - Solution Sketch



Lightning Demos

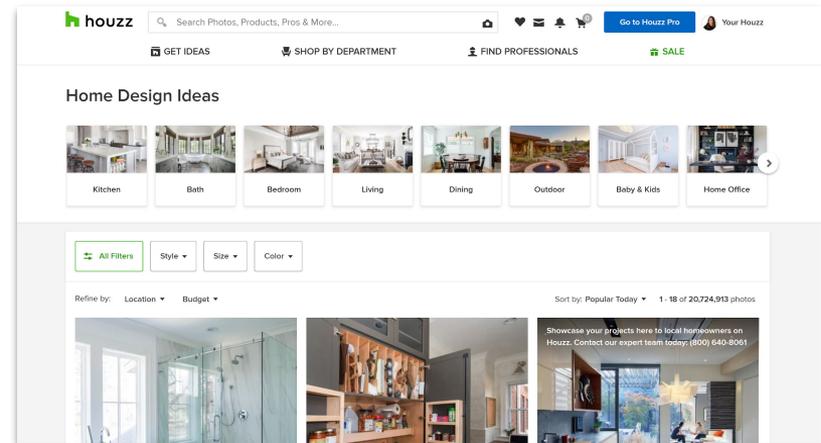
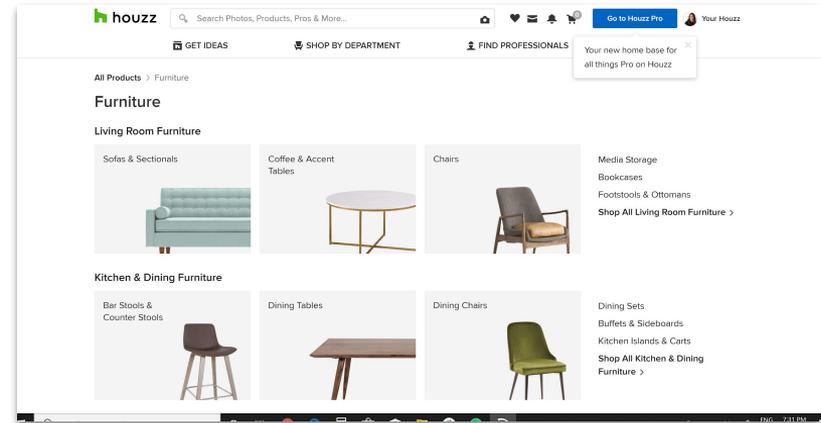
These studies helped me gain insight into how other sites have solved similar problems.



Houzz

Houzz is a home design site that attempts to bring together customers with professionals and vendors.

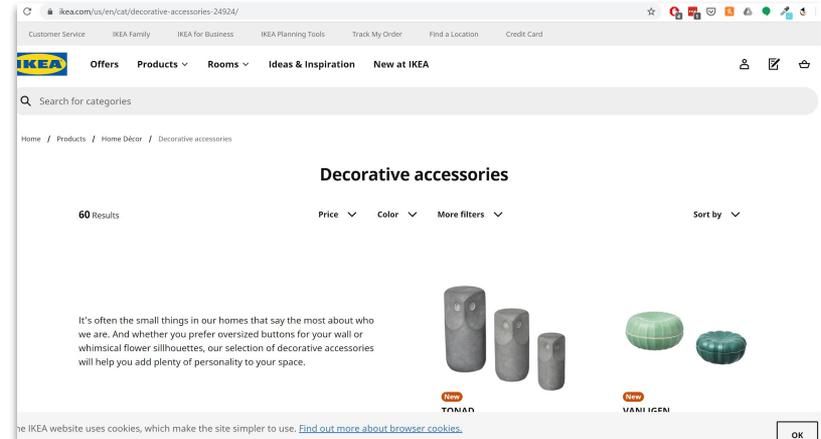
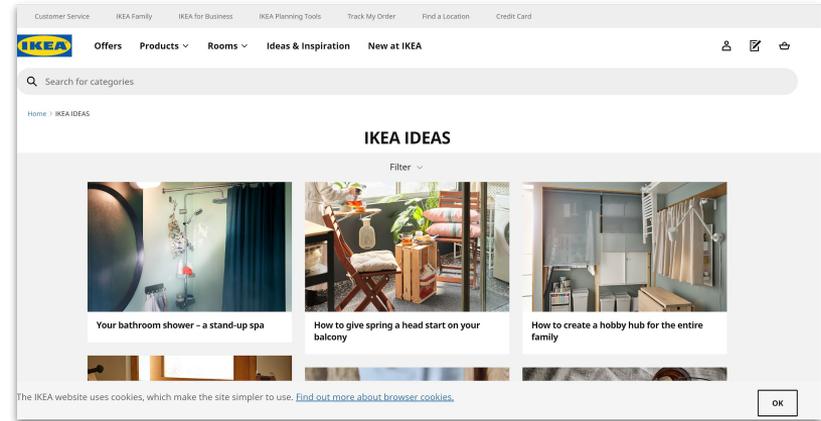
- I like the organization - by type of room, and then with large quality category images but the secondary categories are to the right side and accessible.
- “Get ideas”, could be a good way to help those who may not know what they want or like.
- Clicking on images brings up objects for sale that are similar to the ones in the image.



Ikea

Ikea is a large home furnishing site specializing in ready-to-assemble furniture.

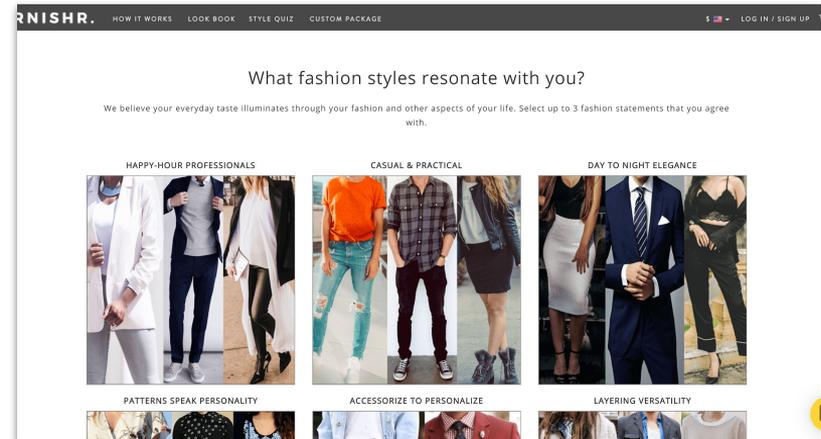
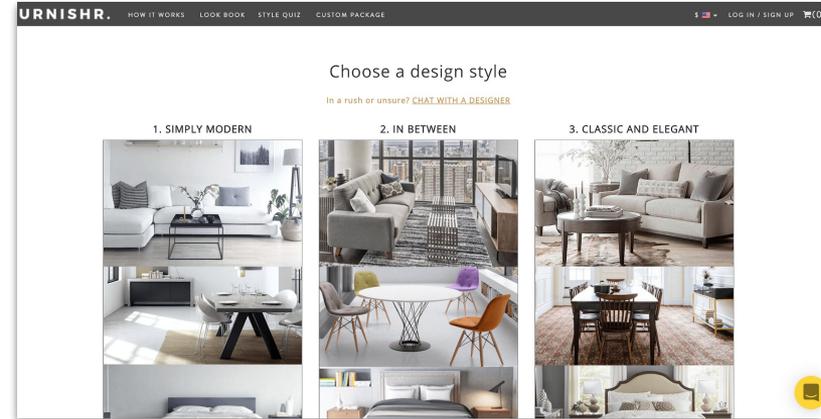
- Ideas and Inspirations - place to go for ideas. However, it's more practical.
- Images show objects and the names of the objects and those objects are for sale on Ikea. Not as handy as a direct link from image, however, clicking on names of objects does take you to the object. Includes prices.
- Decorative objects, only filtered by color, price, rating, etc. More practical.



Furnishr

Furnishr is an online interior design service where users choose a style and send information about their home and are given designs for their home and then are able to get furnishings delivered and installed in their home.

- Easy click through option for finding a style you like. Gives limited options but that reduces decision strain. Users can select colors and even textures they do or do not want.
- Very feelings oriented.
- Uses select their fashion style - possibly more personable.



Initial Designs

As per the Design Sprint process, I started my own design using the crazy 8s exercise.

Then I moved on to storyboarding.

Crazy 8s

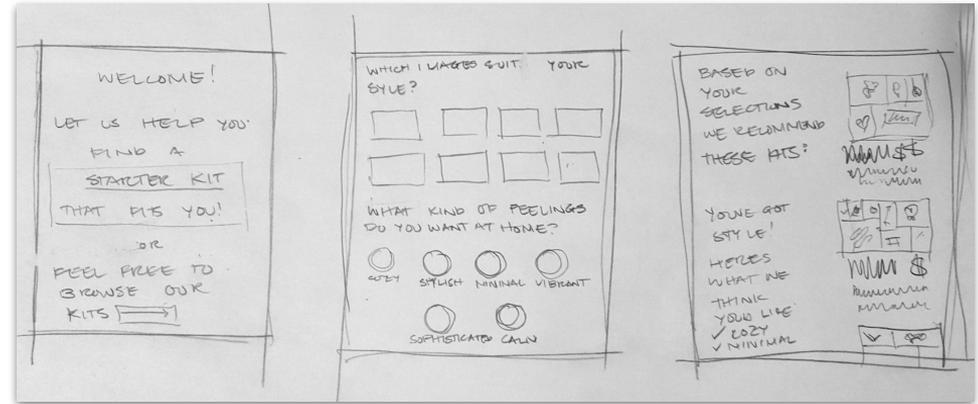
My initial crazy 8s sketch where I played with ideas for the House2Home site.

After completing my crazy 8s exercise, I reviewed my sketches and choose one that I thought would incorporate some of what I had learned from my Lightning Demos. Some sites had people choose their style based on photos of settings or example stylings, and that seemed like a fitting choice for this app which is essentially for people who do not have time or interest in spending a lot of time decorating.



My Solution

I decided that for my 3 panel storyboard I would choose the selection process that included different types of selection that can be brought together to give the user decor options. In keeping with the theme of discovery and personalization, I thought that not only would I incorporate style images but also images of the feelings of home that the user would want to incorporate with their decor and accessories.



Design Sketch Day 3: Decide

- User Story
- Diagrams
- Storyboard





User Story

Sarah has recently moved into a shared home. She has her own space in this home she shares with her best friend and co-worker. Sarah works two jobs and so she doesn't have a lot of time for shopping or thinking about her space, but she'd really like to make her space more "hers" and have a sanctuary to come home to after working so much.

Sarah is interested in art and has strong opinions about design, but doesn't have strong ideas about interior design.

She plans to use this site to find some a set of pieces that she can use to brighten up her space and make it feel more like her sanctuary.

Sarah talks to her friend David who has recently moved into his own apartment. He was telling her he used this website, House2Home, when he moved it to his new place, because he didn't know what he wanted or what his style was, and he was raving about how much he enjoyed the pieces he got through the website. She decides to try out the website to buy a set of decor pieces she can incorporate into her space.

User Story Diagram

Temp text

Design Sketch Day 4: Prototype

- Wireframes



Wireframes

The screenshot displays a web browser window with the following elements:

- Browser Address Bar:** Shows the URL `xd.adobe.com/view/ee133179-6558-4edc-6497-06d609977044-9822/screen/8927c291-8d07-4c6e-a276-024e49c24403/hi-fi-style-2?hints=...` and the Incognito mode icon.
- Browser Bookmarks:** A row of bookmark folders including "QAD Quick Links", "UX Team Bookmarks", "Icons", "IT/Facilities links", "Dev Environments", "Q-Bistro Menus - G...", "Learning Links", and "UX General".
- Page Header:** Contains the breadcrumb "House2Home Website > hi fi style 2" and a "Sign In" button.
- Main Content Area:** Features a blue heading "Feel free to pick like any one to three images." followed by four placeholder images of interior spaces (bedroom, living room, sofa, and dining area), each with a small blue square icon in its top right corner.
- Page Footer:** Includes the text "Made with Adobe XD" with the Adobe XD logo, a home icon, a left arrow, the page indicator "2 of 7", a right arrow, and a close icon.
- Desktop Taskbar:** Visible on the right side, showing icons for Google Drive, screenshots, UX-949_Activity Tracking, NavigationIcon.jpg, and Google Chrome.

Design Sketch Day 5: Test

- 5 test participants





Choose the rooms that appeal to you and
your style





Testing

I tested the wireframes with 5 different people in the local area. Testing was conducted in their homes using the 5 Act Interview technique.

5 Act Interview:

- Friendly Introduction
- Context Questions
- Introduce Prototype
- Tasks
- Quick Debrief

Key Take-Aways

Good

None of the test takers seemed to be confused by the general flow. The CTA was an easy entry into the site, and nearly everyone thought that the process of taking the style quiz, choosing a kit, and purchasing were straightforward.

Bad

The landing page needs refinement for clarity, which could be done with some simple tweaks in the looks and formatting, such as making the hero image smaller and removing the extra quiz button. The select/purchase page needs more information regarding the items, larger photos, a “select all” button and a price adjustment.

Future

This House2Home site is a site devoted to style and design, so it would be useful to develop a style guide and to further develop the hi fidelity prototype.





Lessons Learnt

It is important to think through every step of the process, not just the process as a whole. Each segment of the red route is it's own challenge to consider the users needs and wants at that time.

Wireframes are useful and it is important not to design hi fi too soon, but on sites where the images are important to the process, it's best to consider adding more content.

Thanks!

Any questions?

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