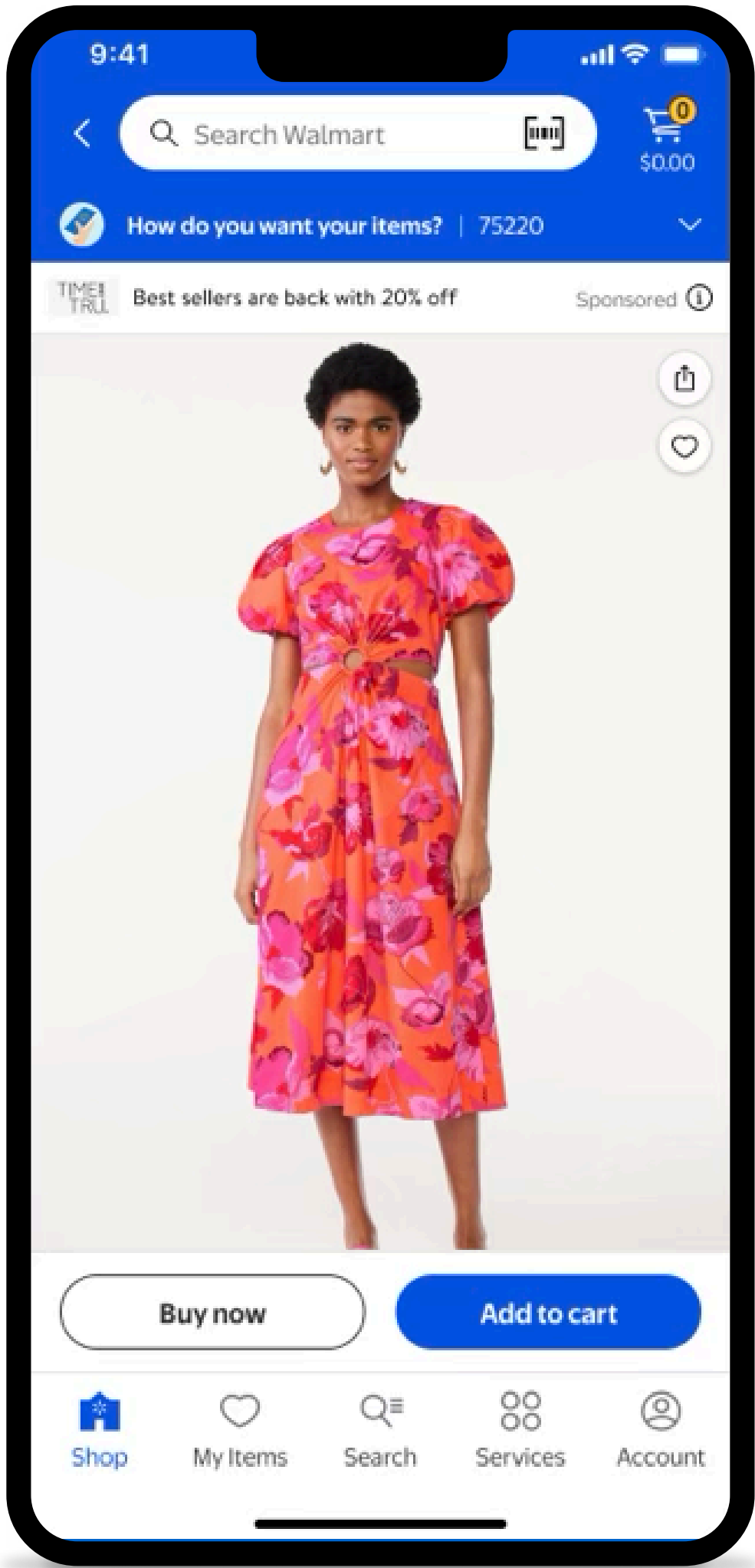# Walmart

my design stuff

Fashion Experinece

Fashion Experience

My role:
UI/UX Design
Strategy

My team:
Design Manager
Principal Designer (Me)
Product Manager

Result:
In testing and implementation

Focused on building an elevated
E2E Fashion experience across
Home page, Search, item page and
other touch-points to become a
fashion destination of choice.

Problem Statement

Customers are frustrated with the Fashion experience offered today, finding it **overwhelming** and **visually unappealing**.

We lag in table-stake Fashion Site Capabilities (such as Size and Fit solutions, Enhanced Browsing experience) vs. competition.

Opportunity

Leveraging a fashion-centric perspective in every decision. This ensures that our experience aligns with current trends, meets competitive standards, and is true to Walmart brand values

Goals & Objectives
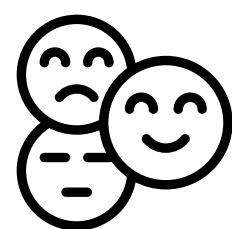
Emotionally engaging

Customers shopping for fashion, approach things differently to shopper for groceries or televisions. We need to capture their emotional journey, when making decisions.

Not only basics

Through a fashion-forward user experience, change the perception of Walmart fashion thus gaining new customers, without alienating our existing customers.

Be a Destination to Inspire

Become the fashion destination of choice by offering an inspirational browsing experience
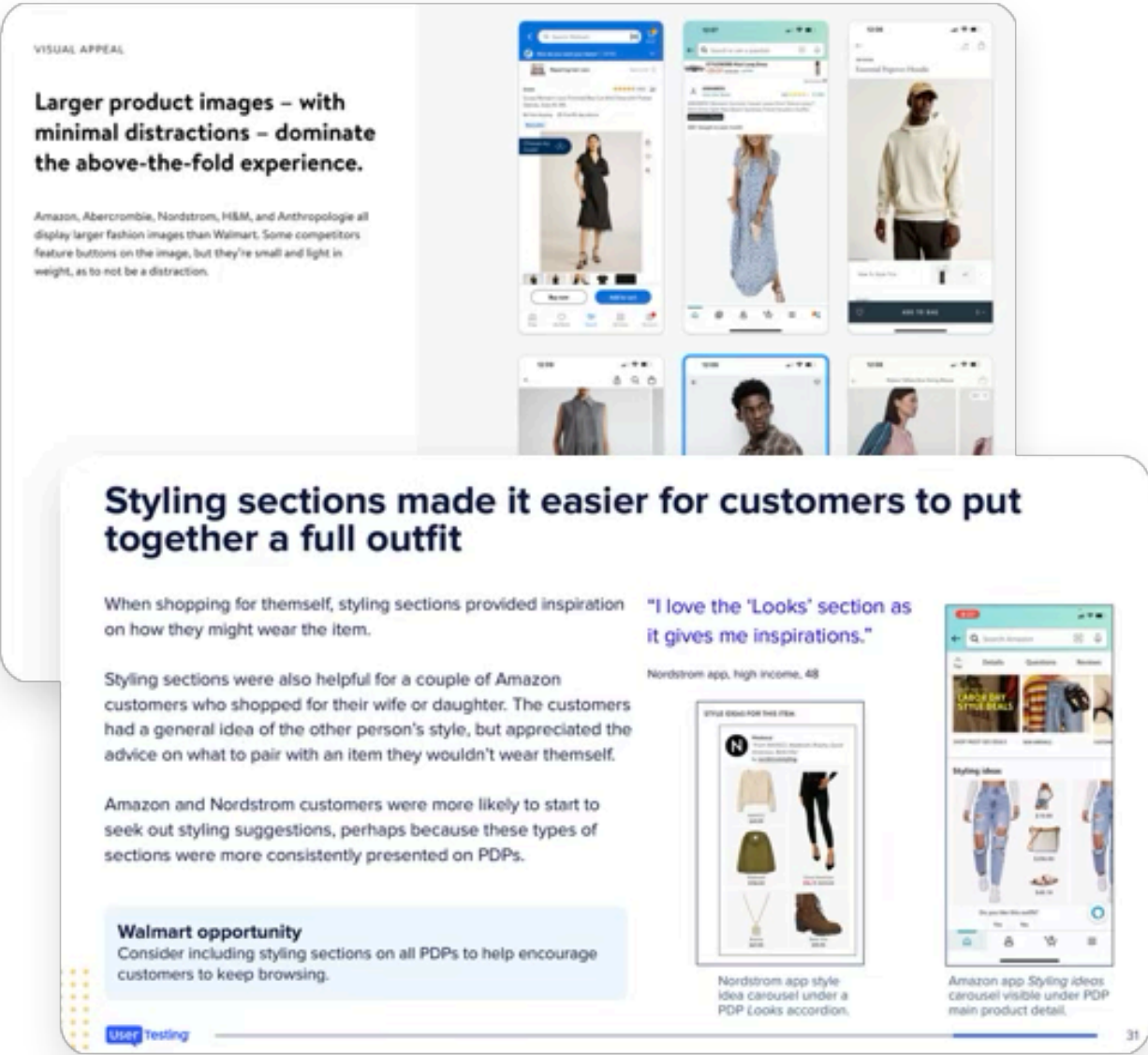
Improve consideration and decision making

Enable customer to find what they are looking for by solving for unique needs for fashion journey
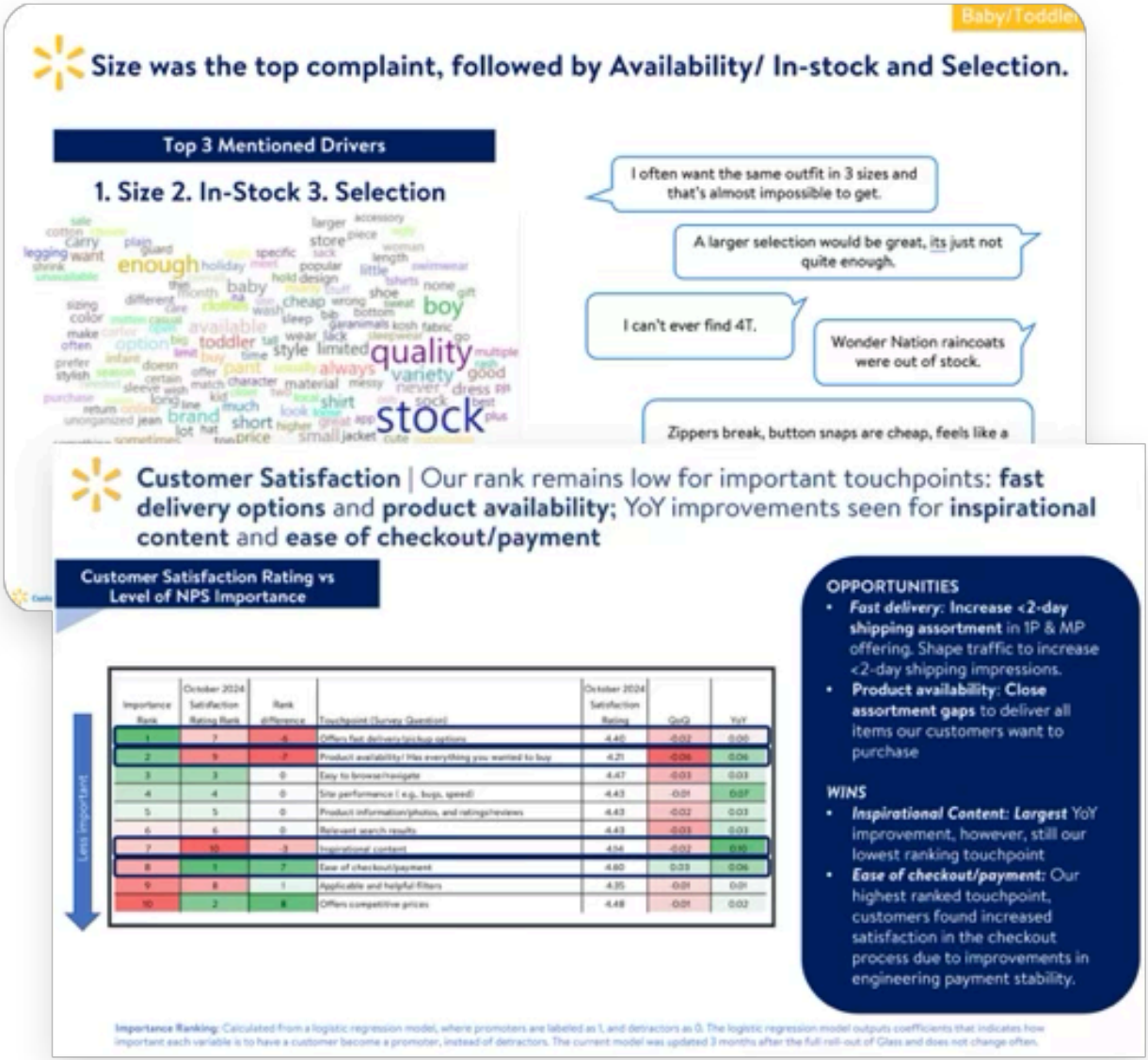
Approach

Research

Competitive Analysis

Compared Walmart Fashion experience with competition (multi-brand retailers, brands) to identify areas with the biggest gaps
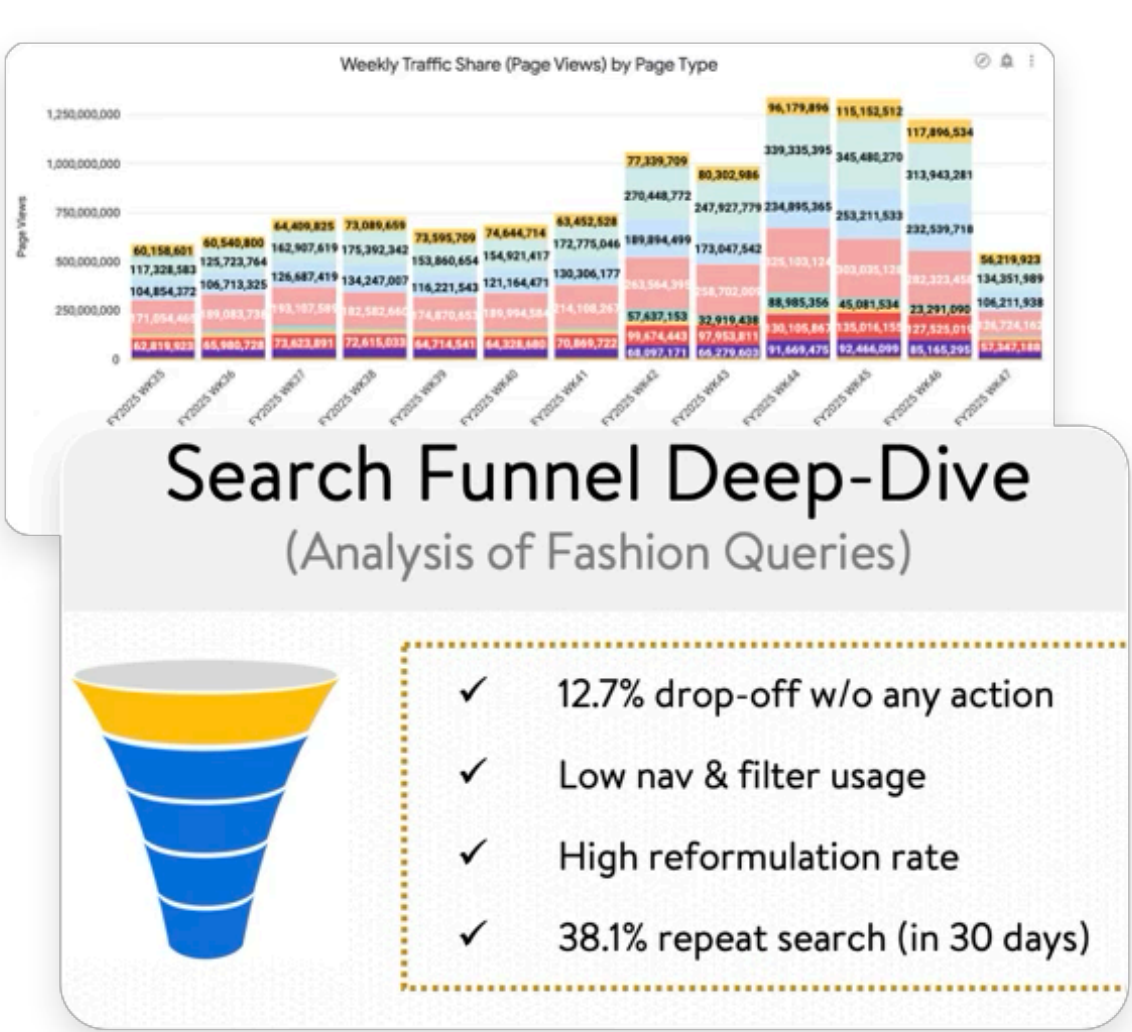

User Research

Reviewed user research to understand what are customers' biggest pain points in e2e shopping journey today
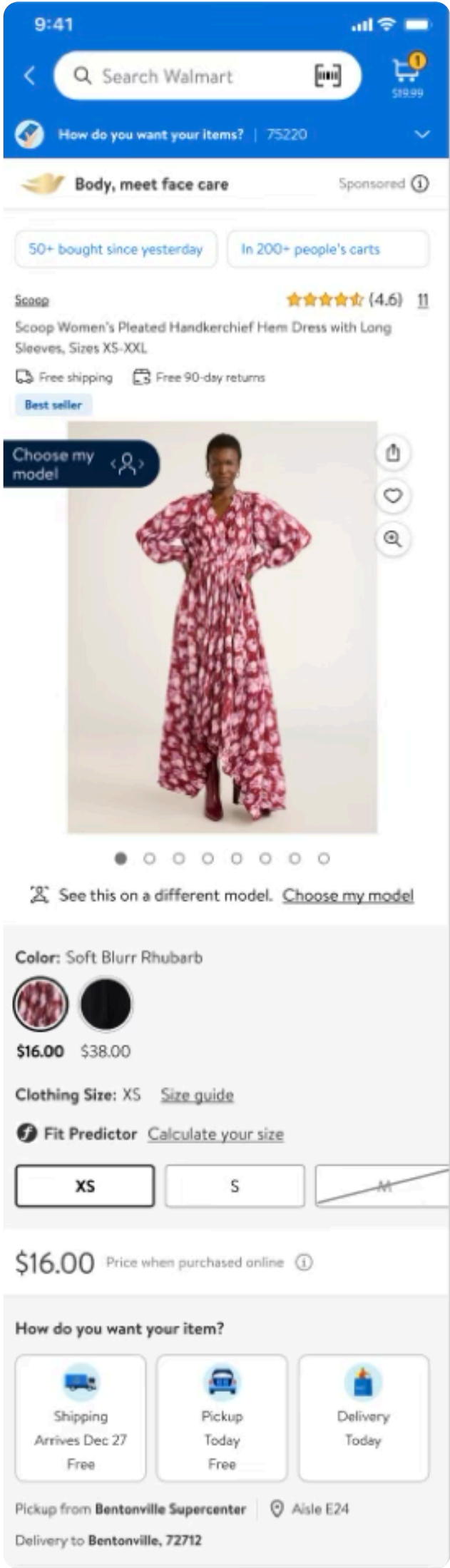

Shopping Funnel

Reviewed funnel data to get insight into customer shopping behaviors (e.g., Item page accounts for ~40% of weekly traffic share by page)

Focus Areas

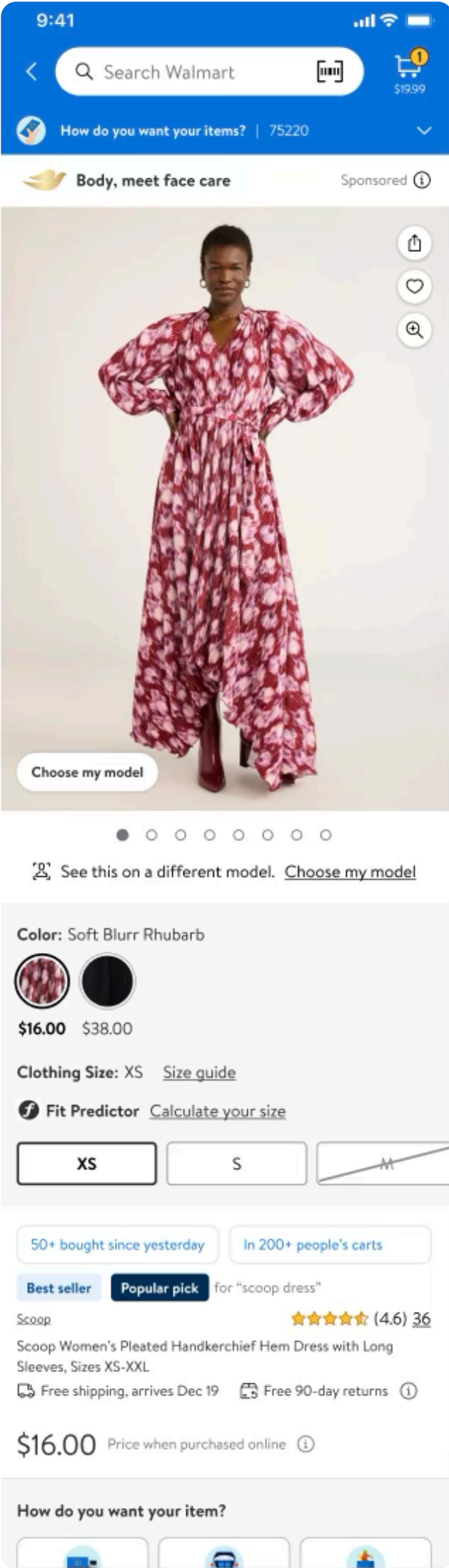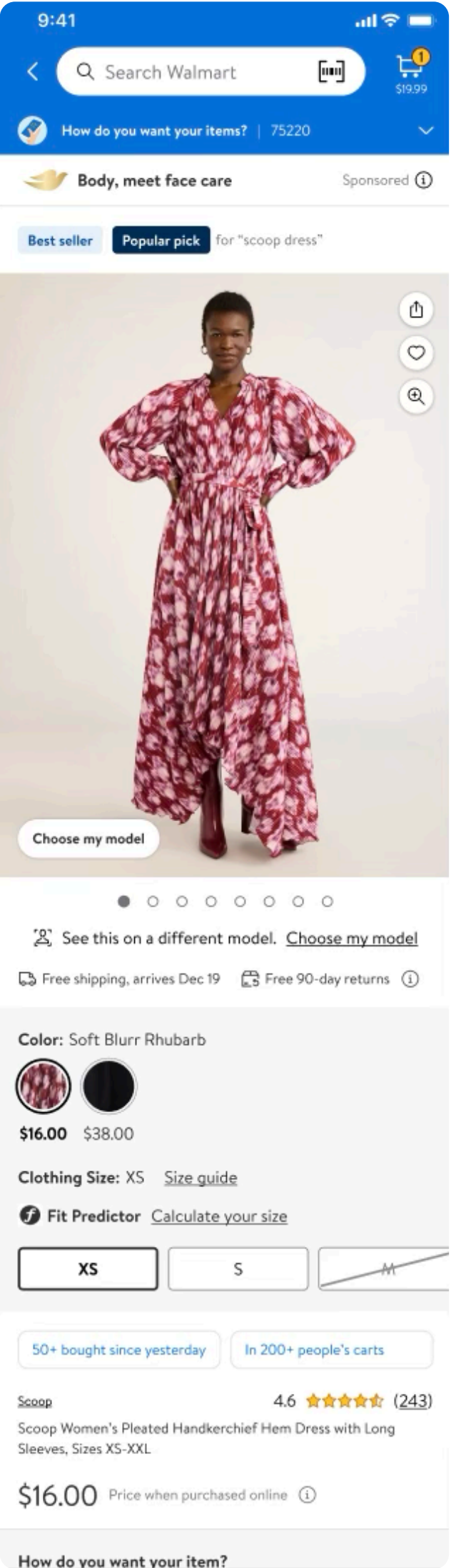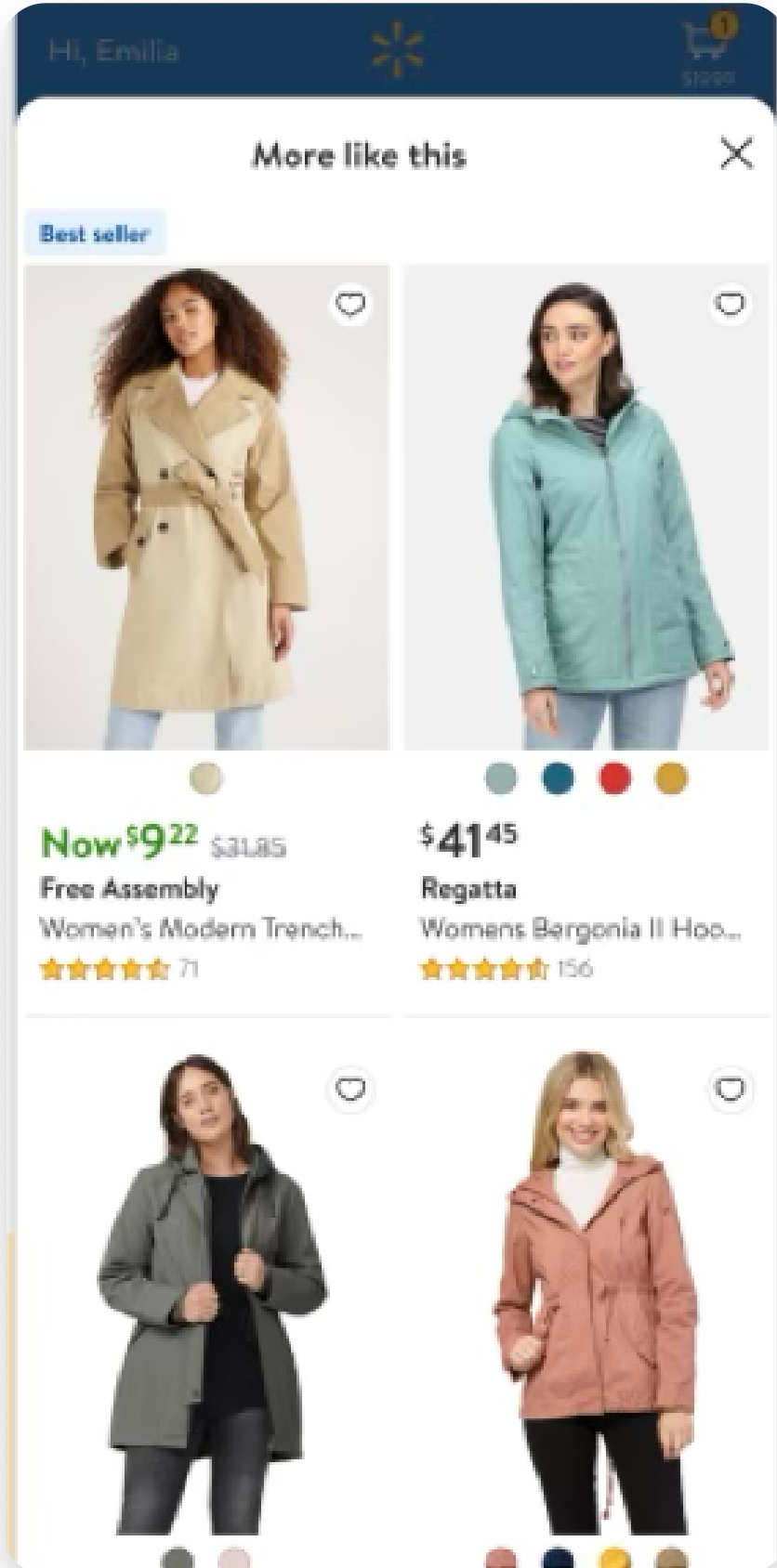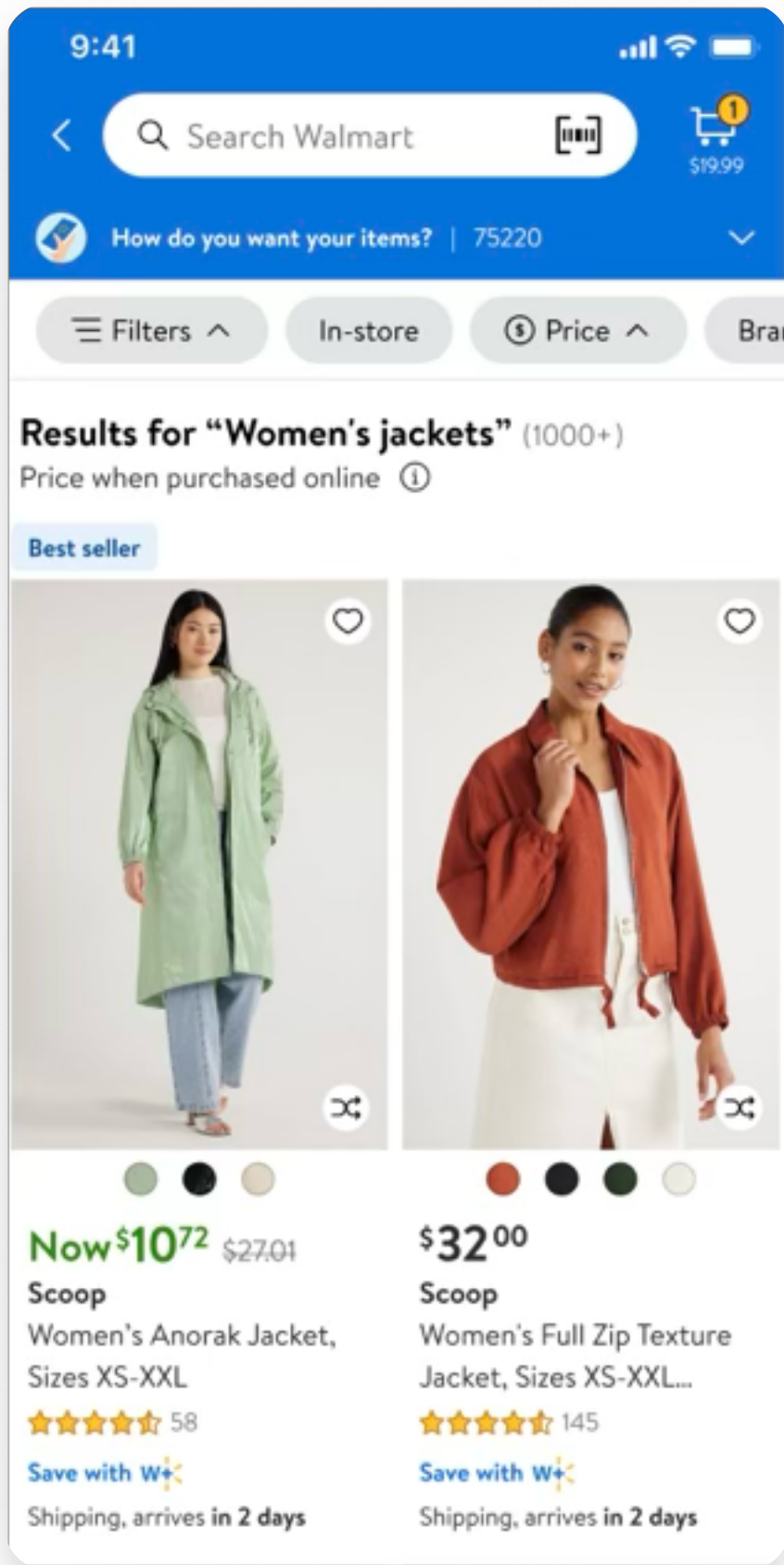# Hero Images

Current
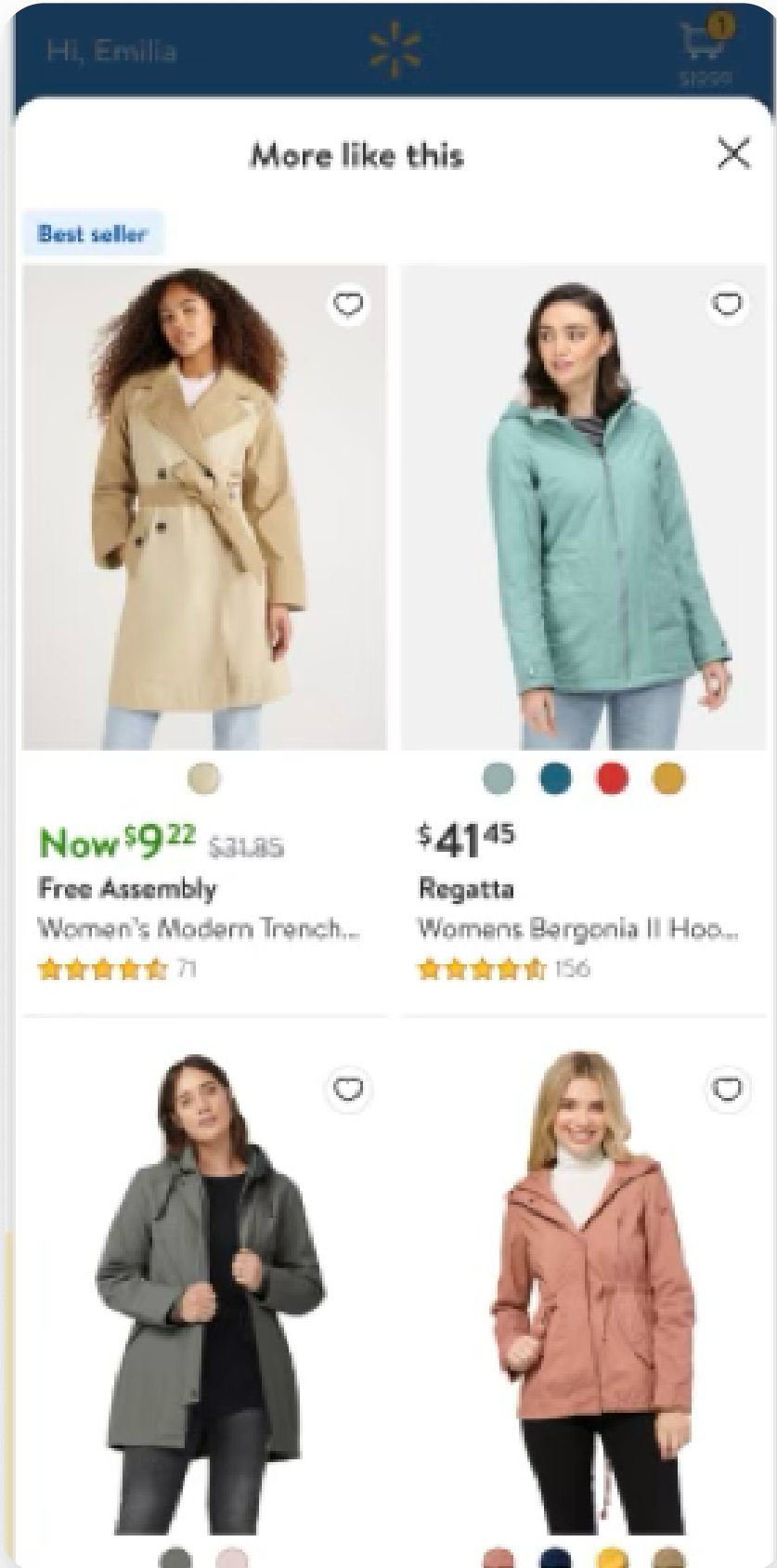

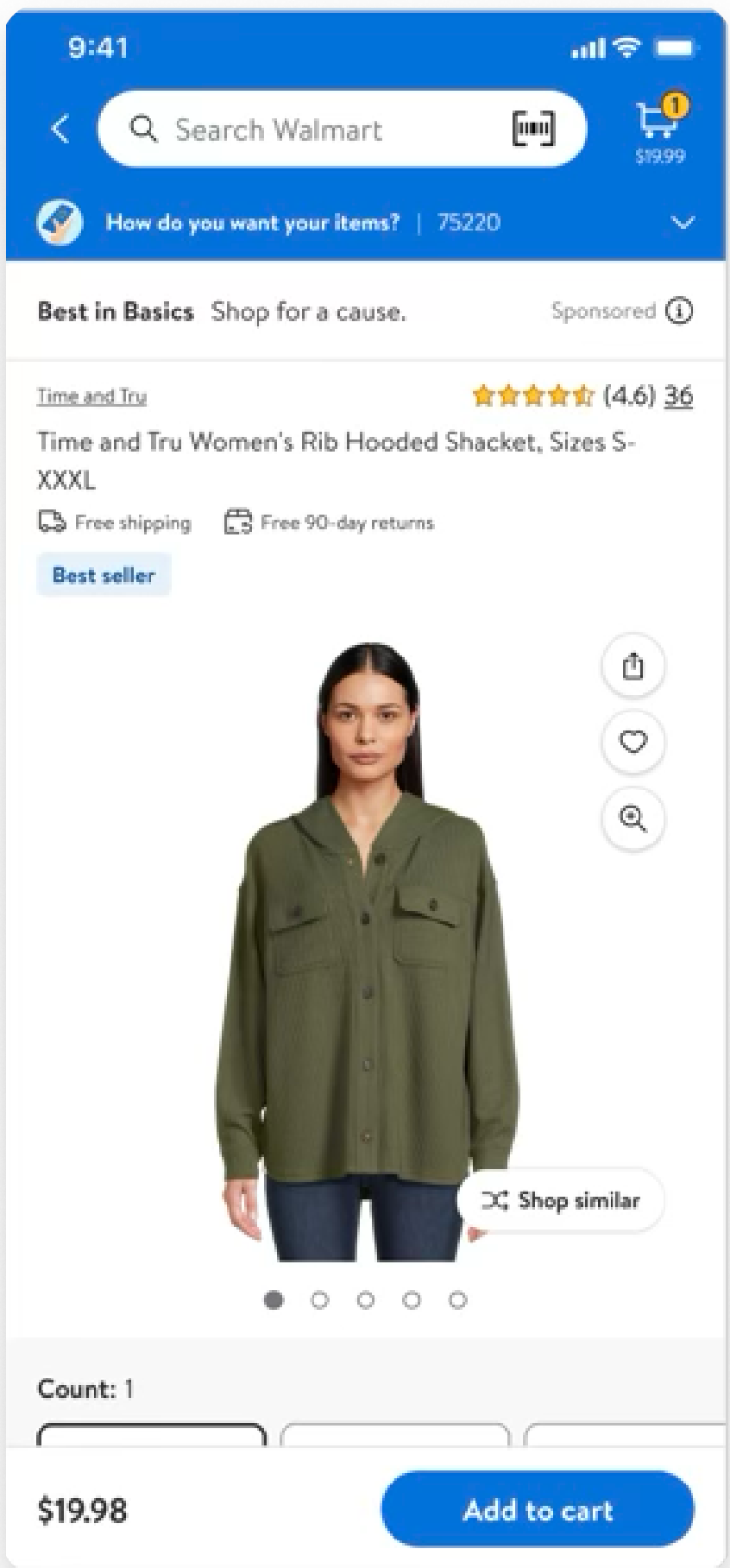
Information leading

Image leading

Image leading with badging

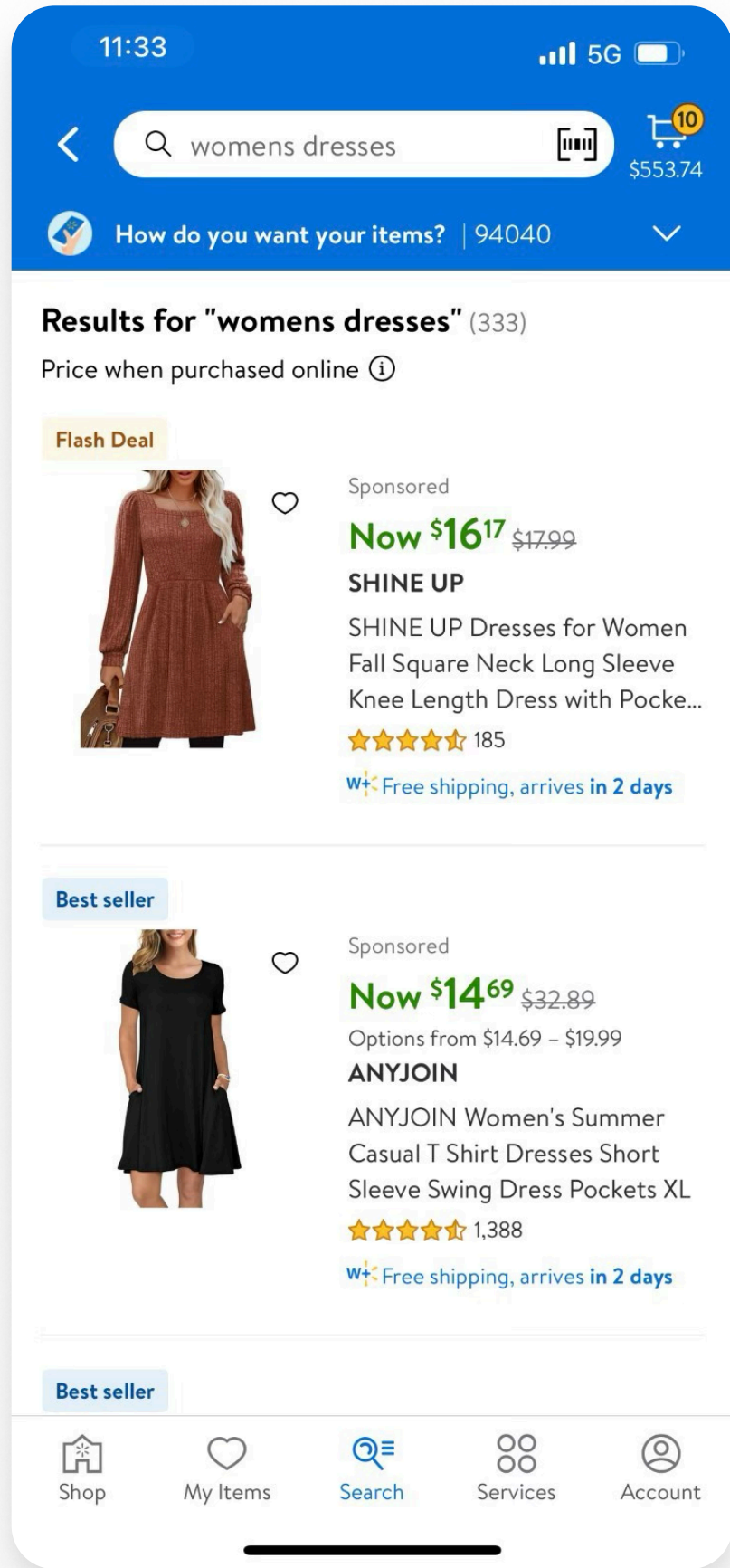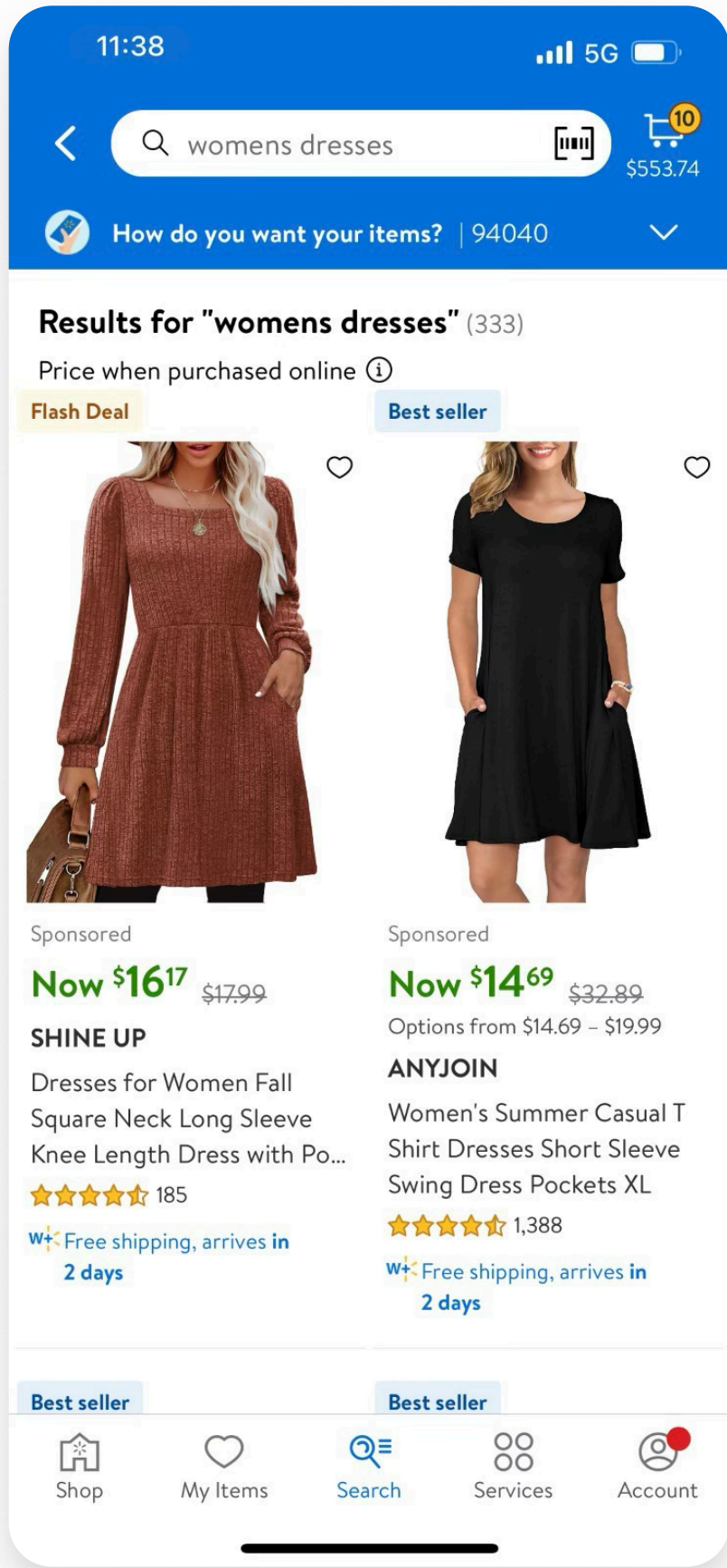# Shop Similar

Search results

Item page

Customers want to easily find visually similar items to the items they like on Search itself vs. going to item pages.

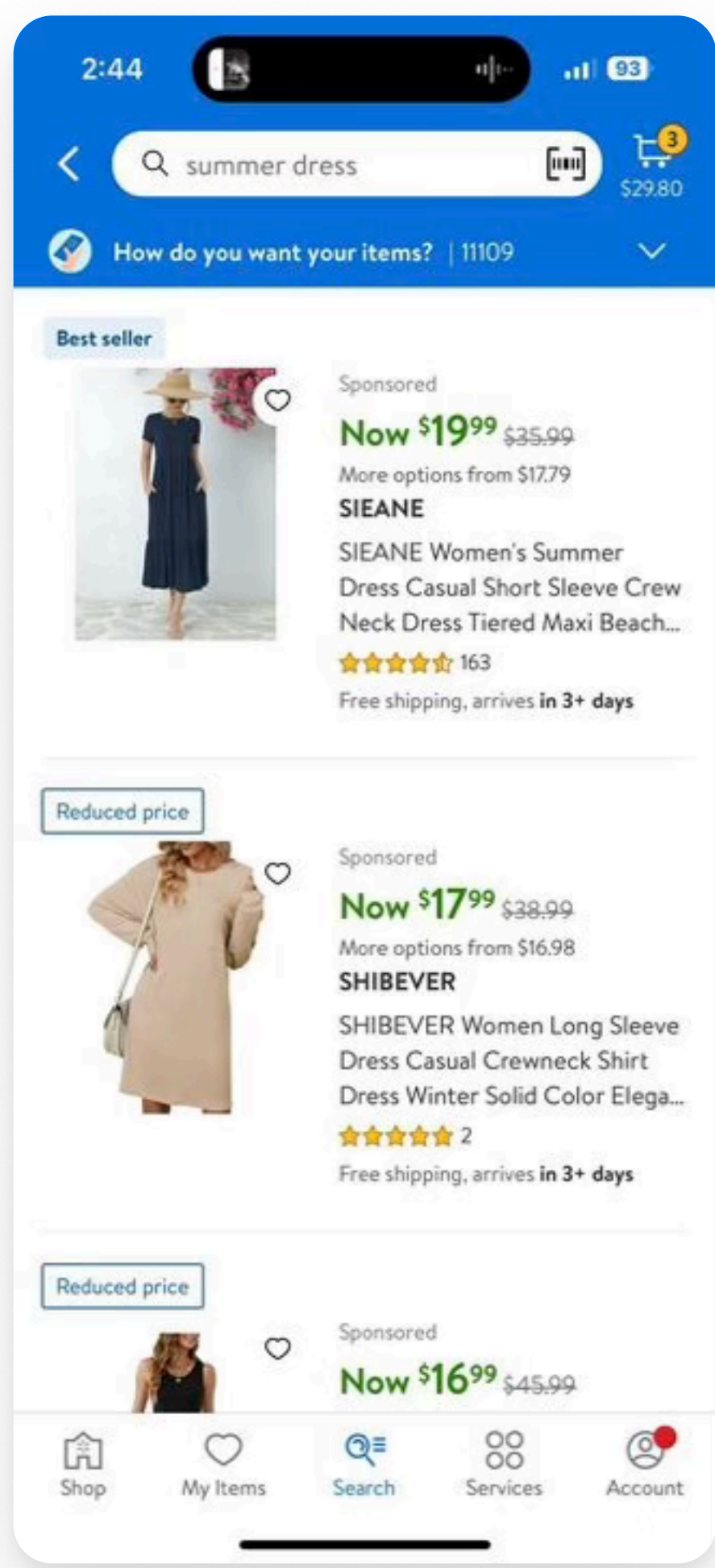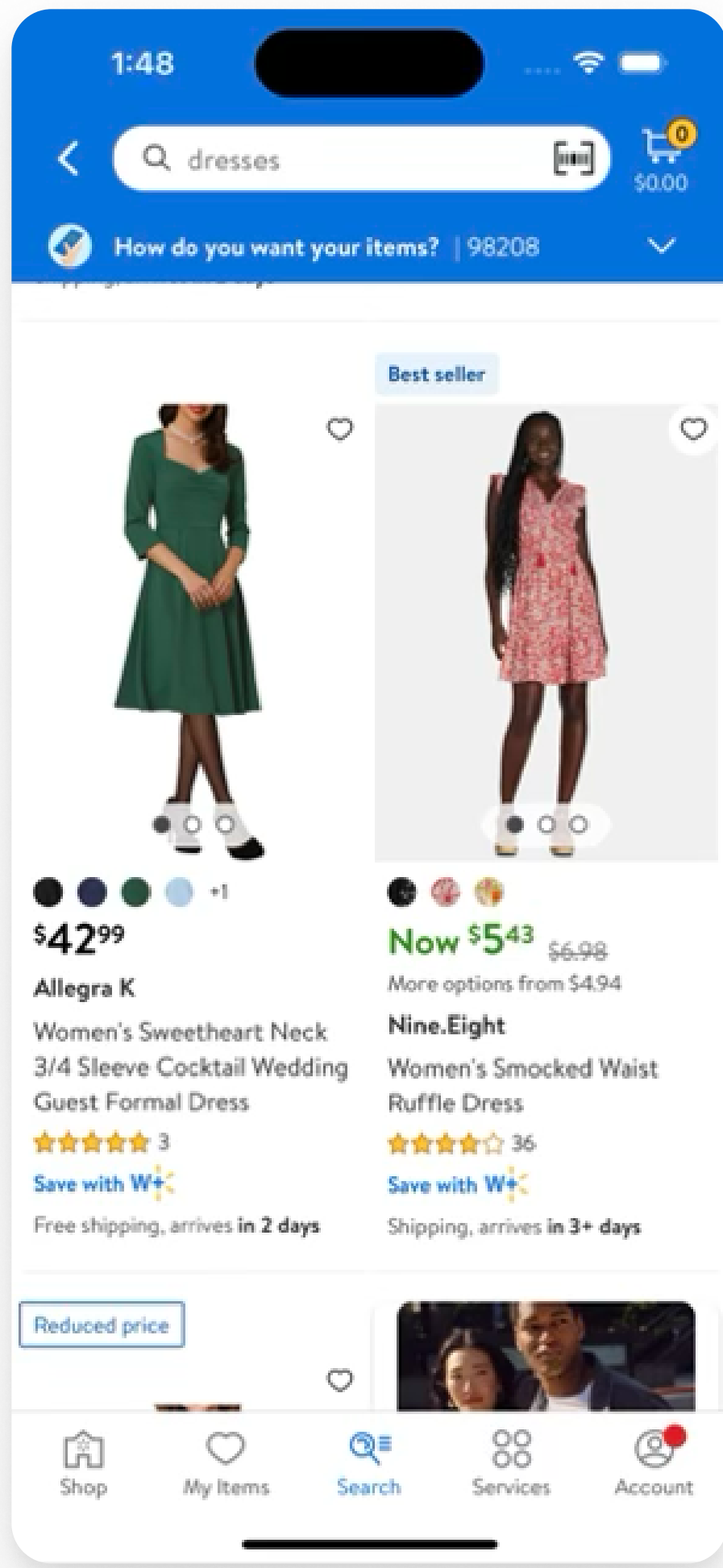# Search Results

Before

After

Grid Layout for Fashion

Image size increased: +12.5% width, +50% height

Duplicate brand name was addressed and removed

Swipe-able image - Search Results

Before

After

Fashion customers are interested in shopping using images but are forced to navigate to item page to see images. By enabling customers to see additional images on Search, we will reduce friction.

Conclusion

We made major strides in designing and testing our vision for an elevated fashion shopping experience. These smaller initiatives not only had a big impact to the overall strategy, but also helped influence other vertical shopping areas.

What I learned

Because we were laser focused on lifting the fashion shopping experience, I had to juggle and be super transparent with my direction with other team members, specifically the "Item page" and "Search/discovery" teams.

Collaboration was a key part, to insure there was a holistic shopping journey regardless of what the customer was adding to their cart.

Cheers!