

Walmart

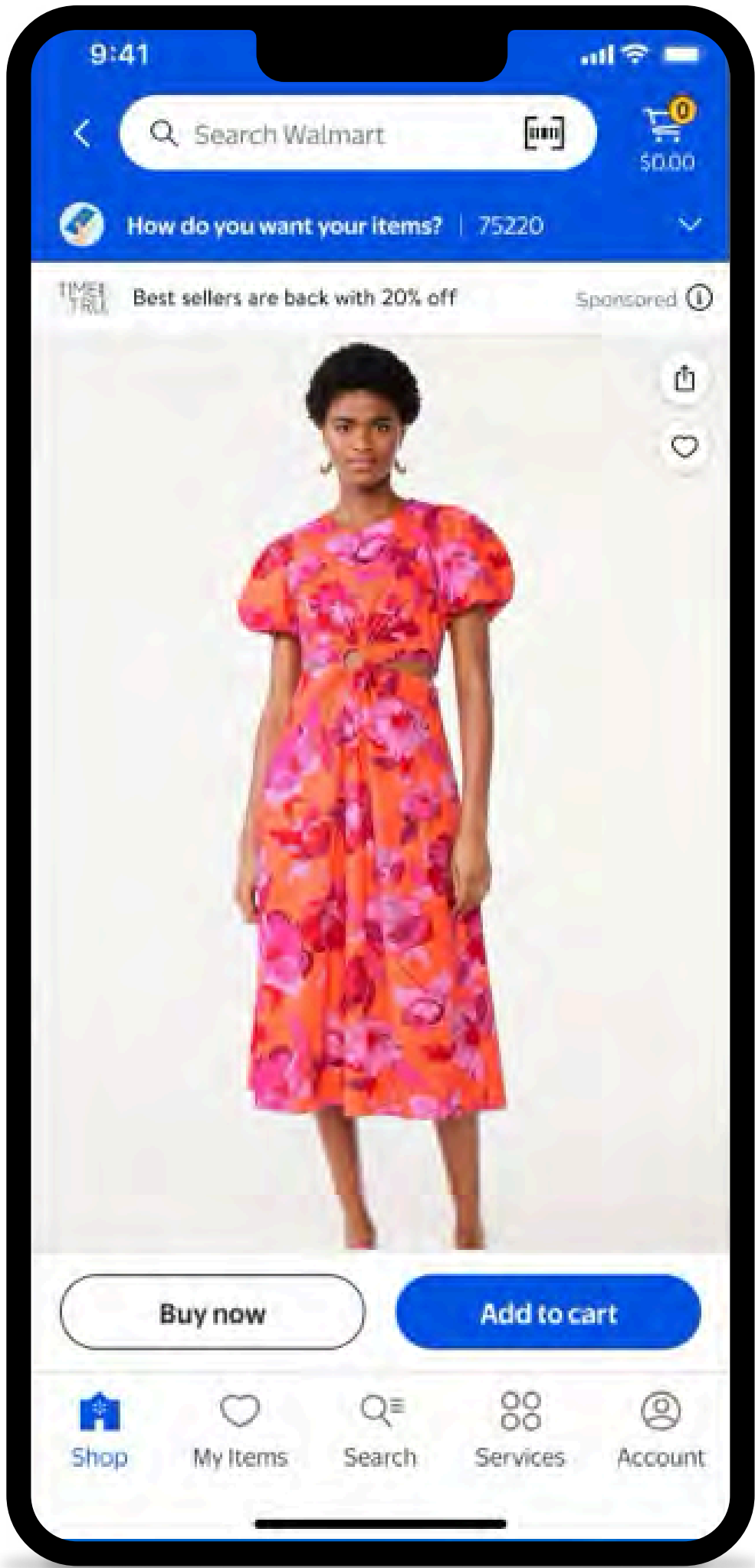
Fashion Experience

Fashion Experience

My role:
UI/UX Design
Strategy

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

Result:
10% increased customer
engagement



**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

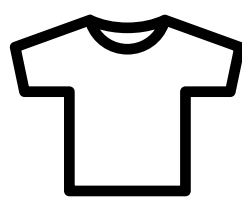
Leveraging a fashion-centric perspective in every decision. This ensures that our experience aligns with current trends, meets competitive standards, and is true to Walmart brand values

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

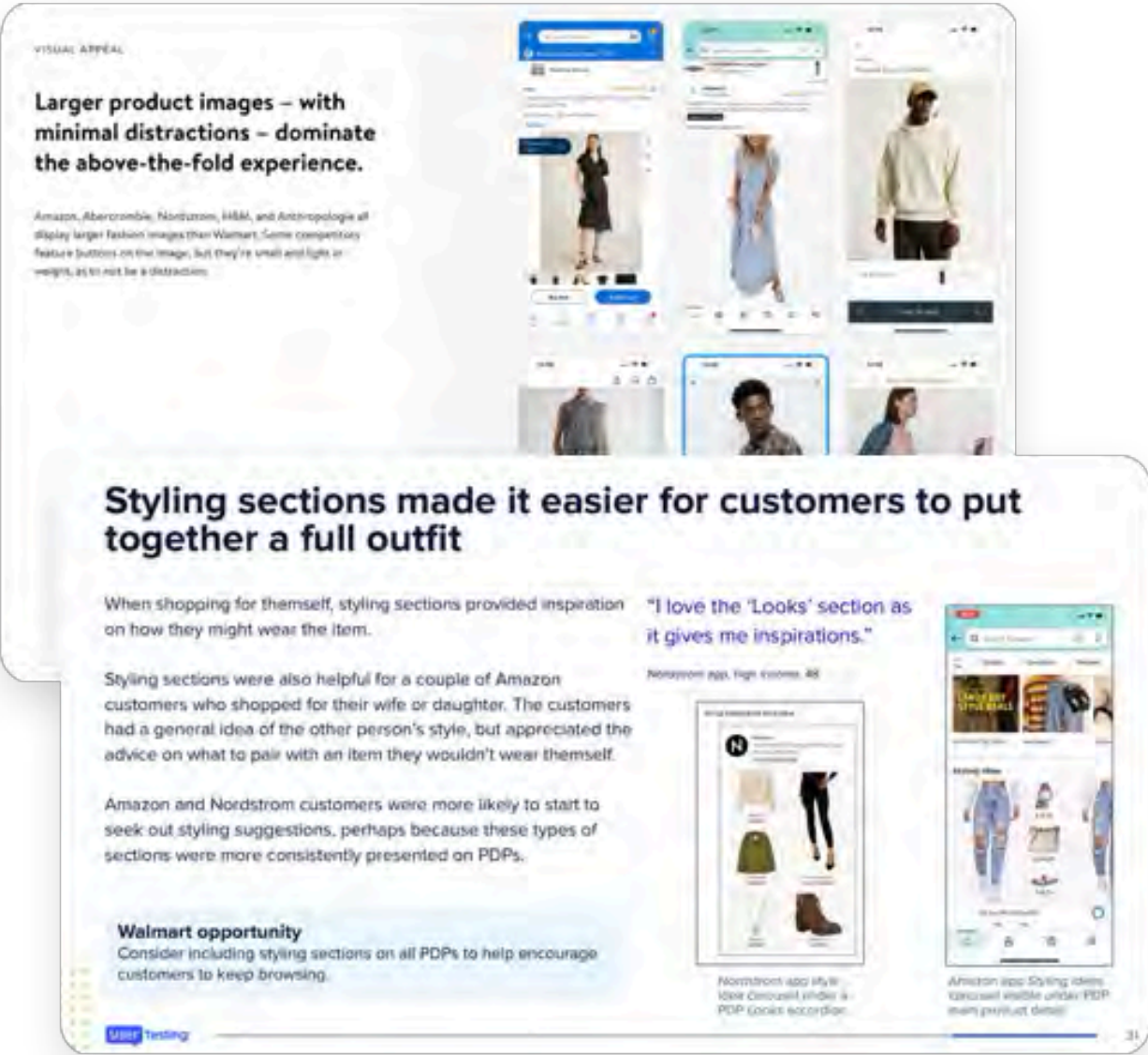
Enable customer to find what they are looking for by solving for unique needs for fashion journey

Approach

Research

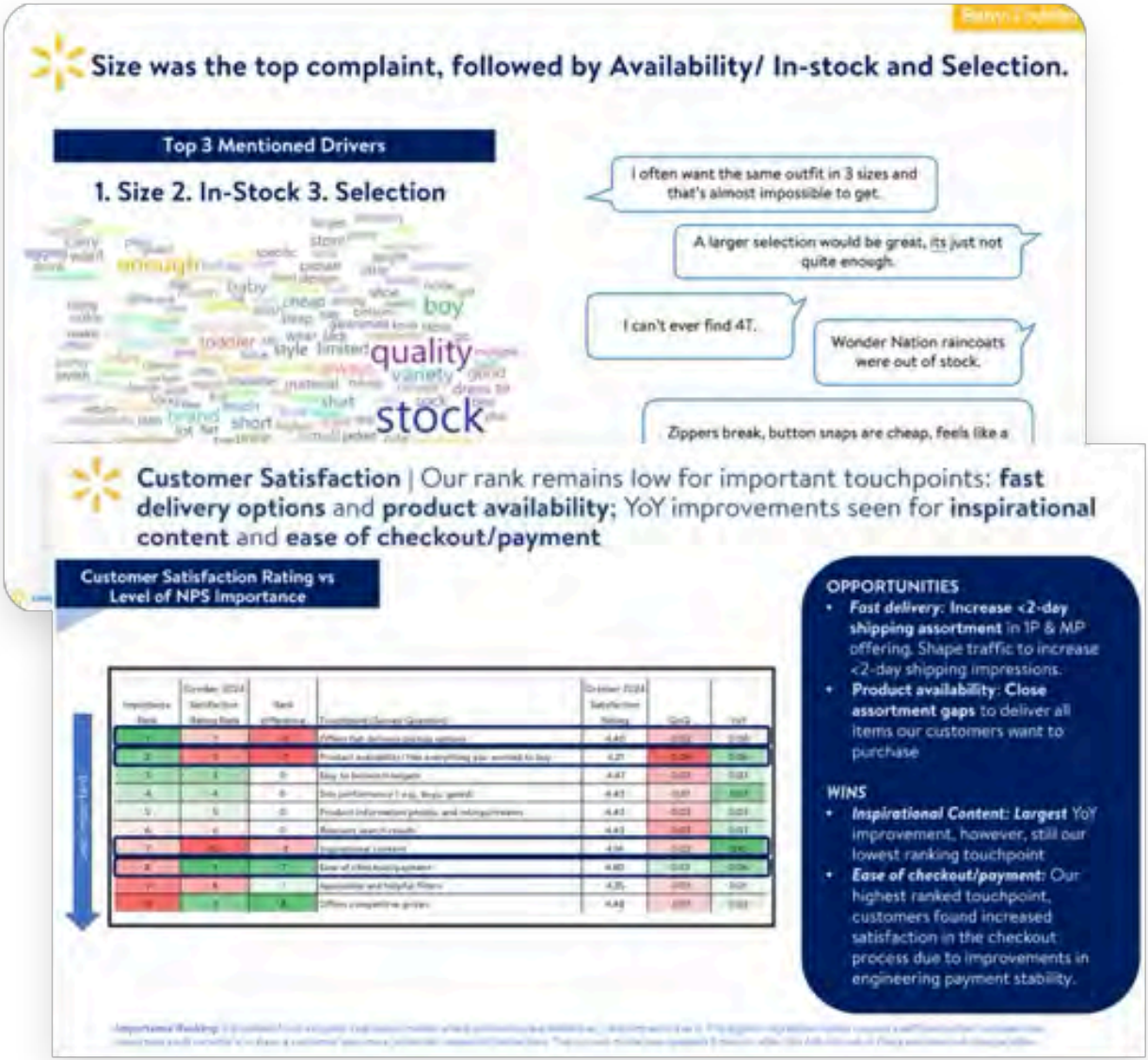
Competitive Analysis

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



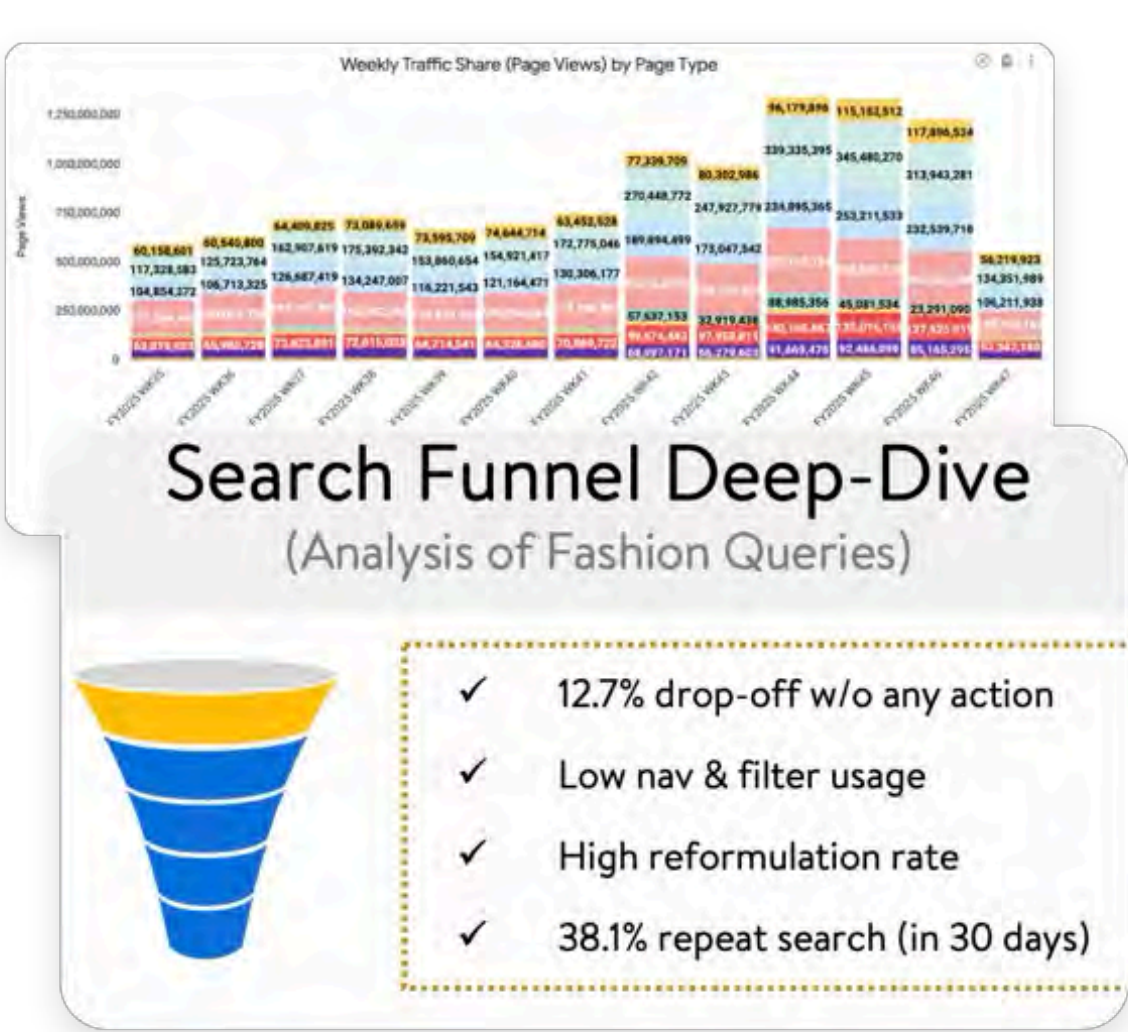
User Research

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



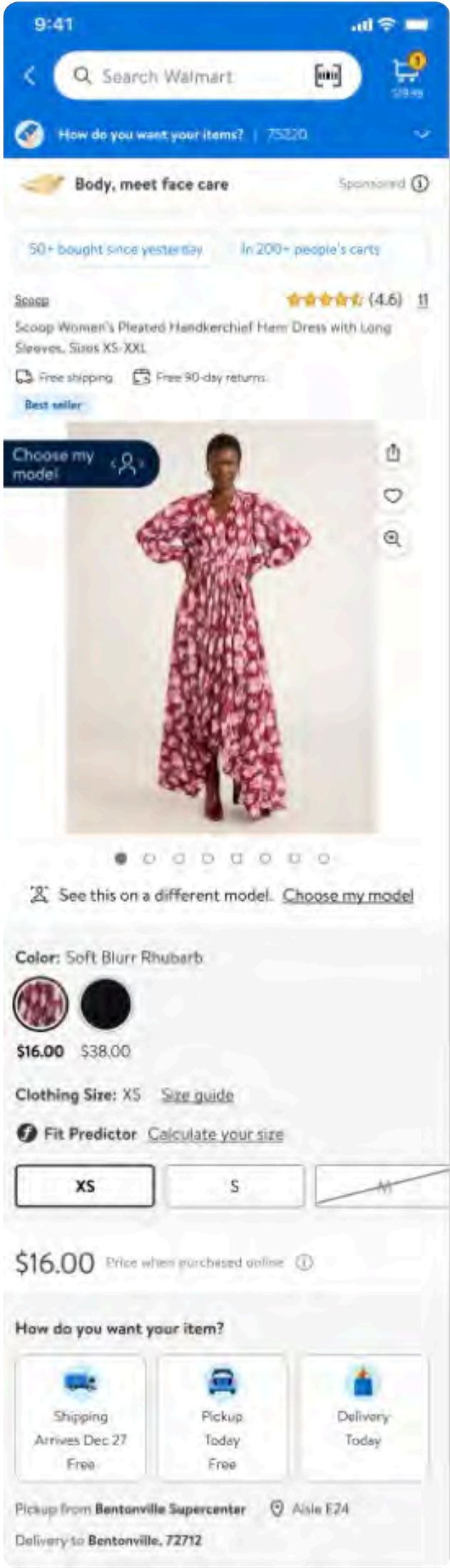
Shopping Funnel

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

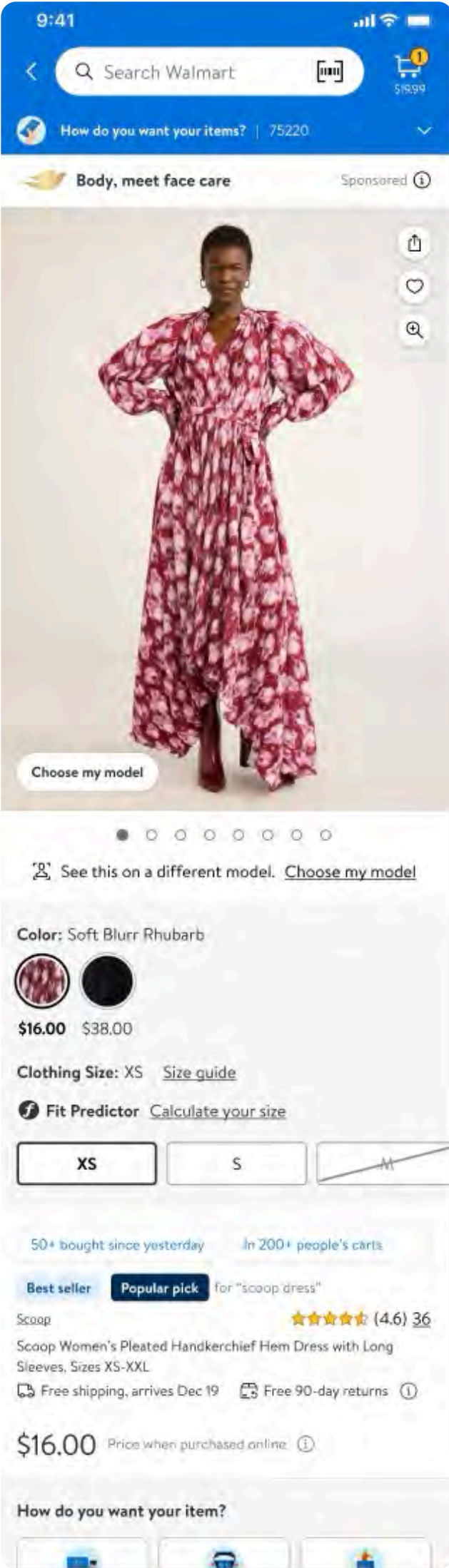


Image leading

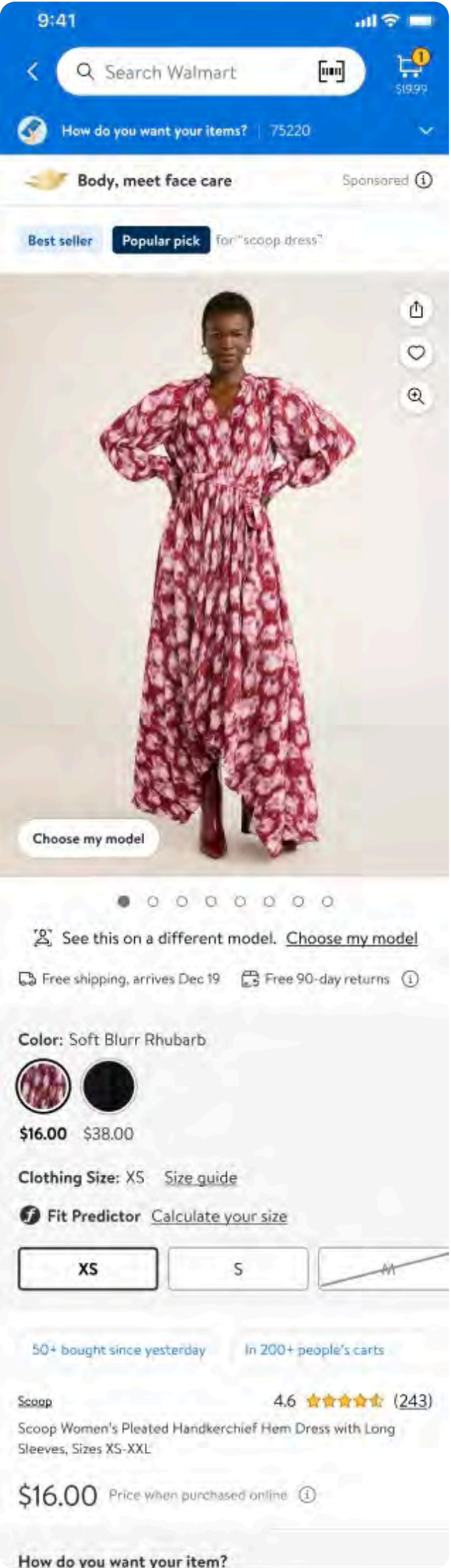
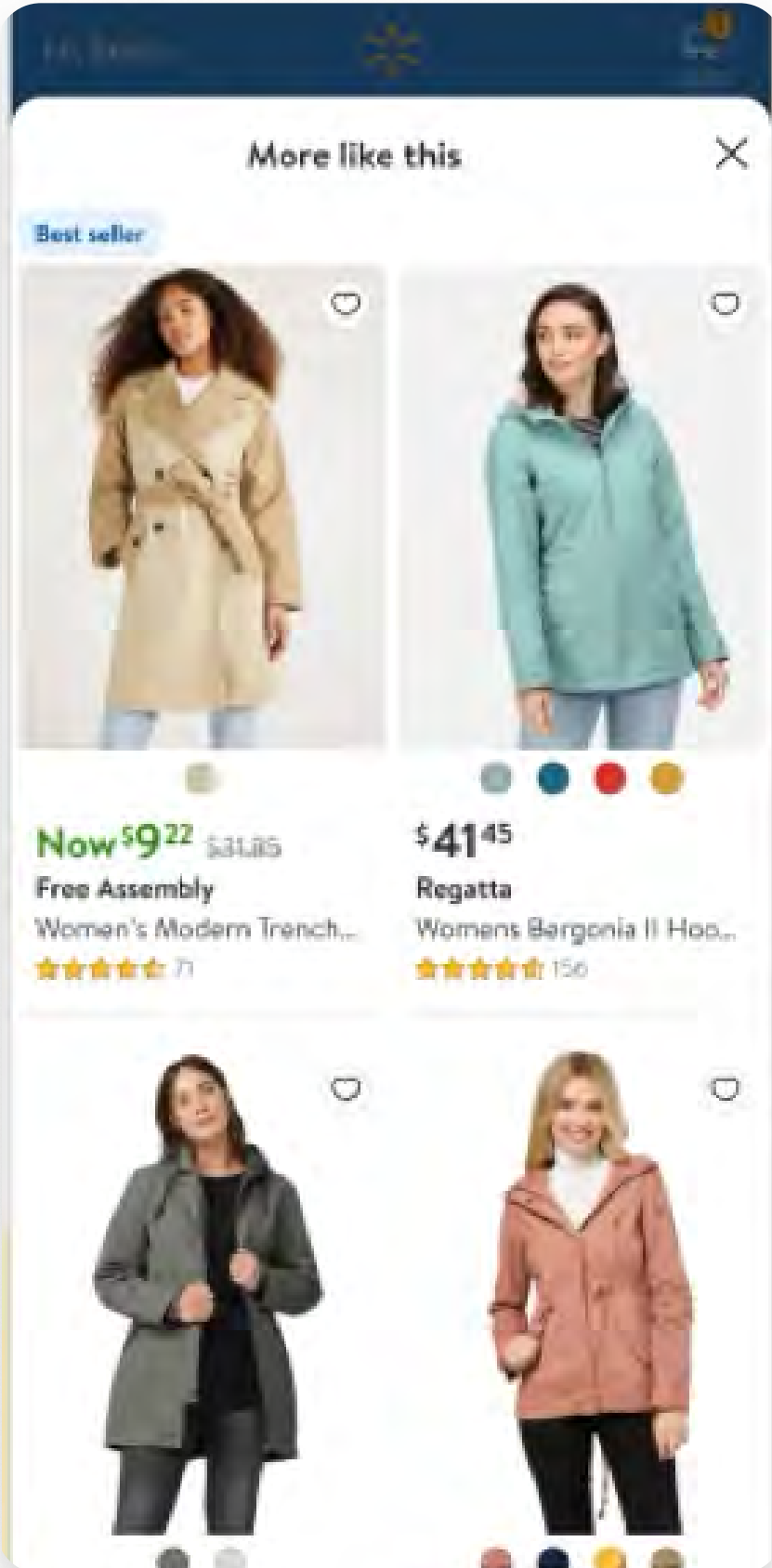
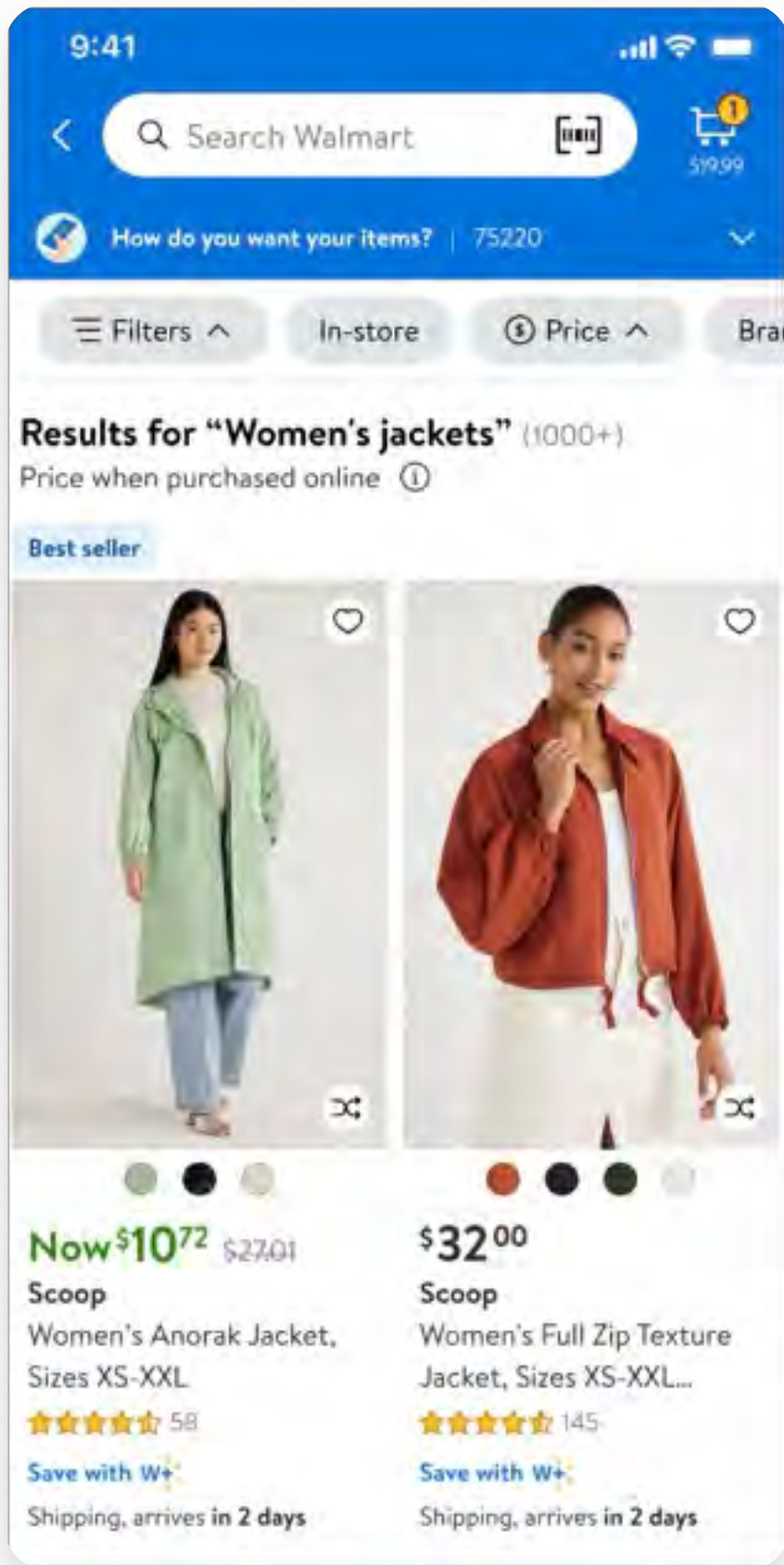


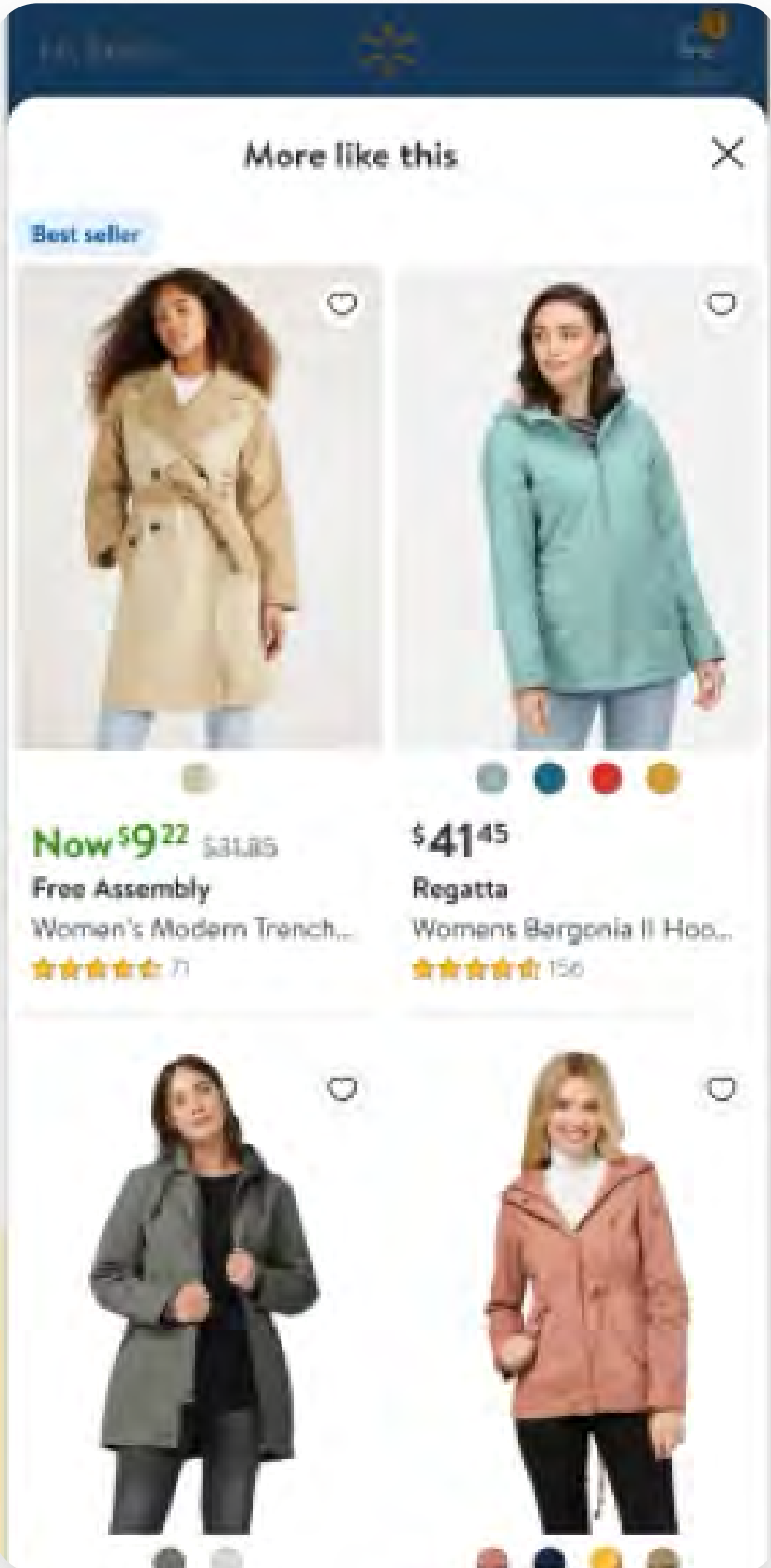
Image leading with badging

Shop Similar

Search results

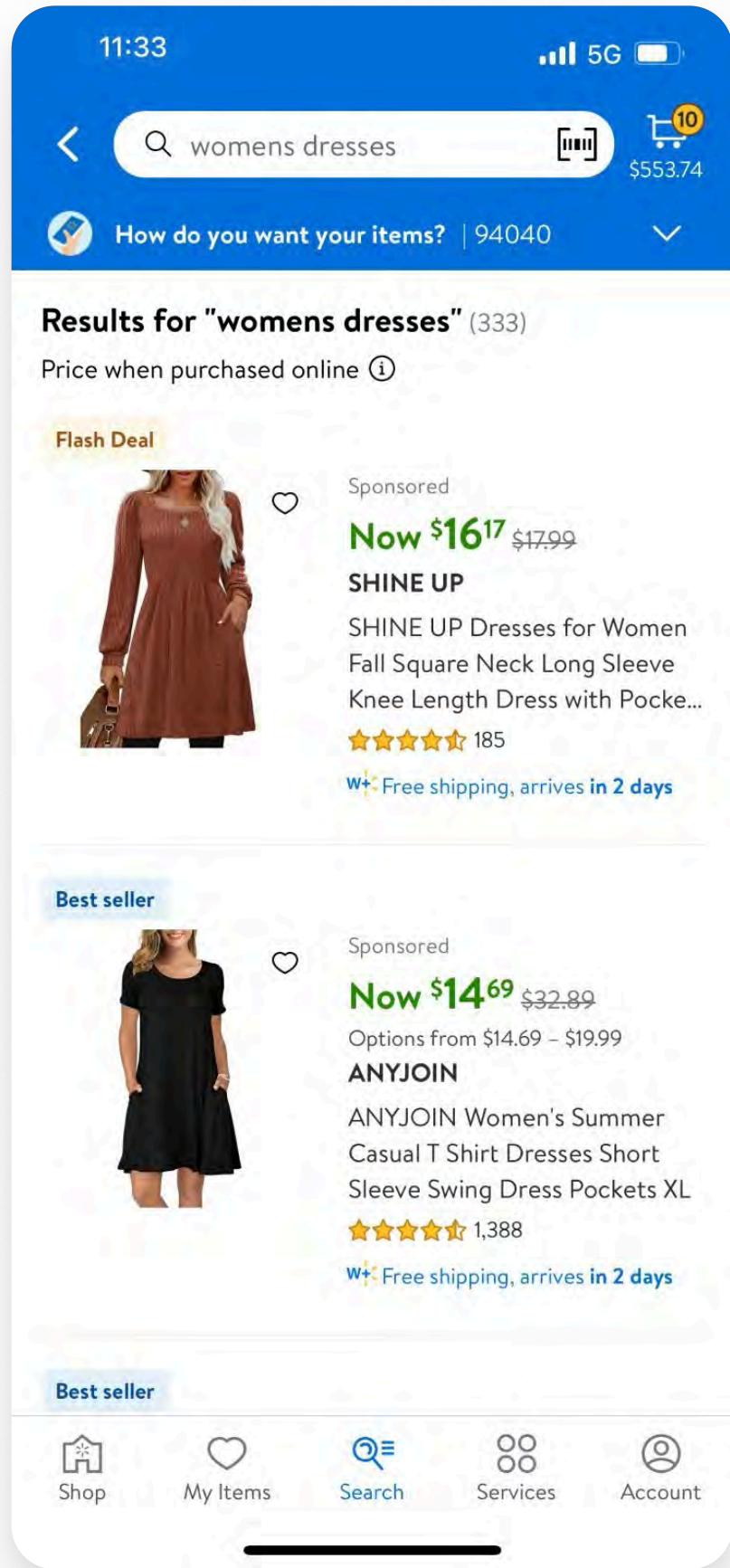


Item page

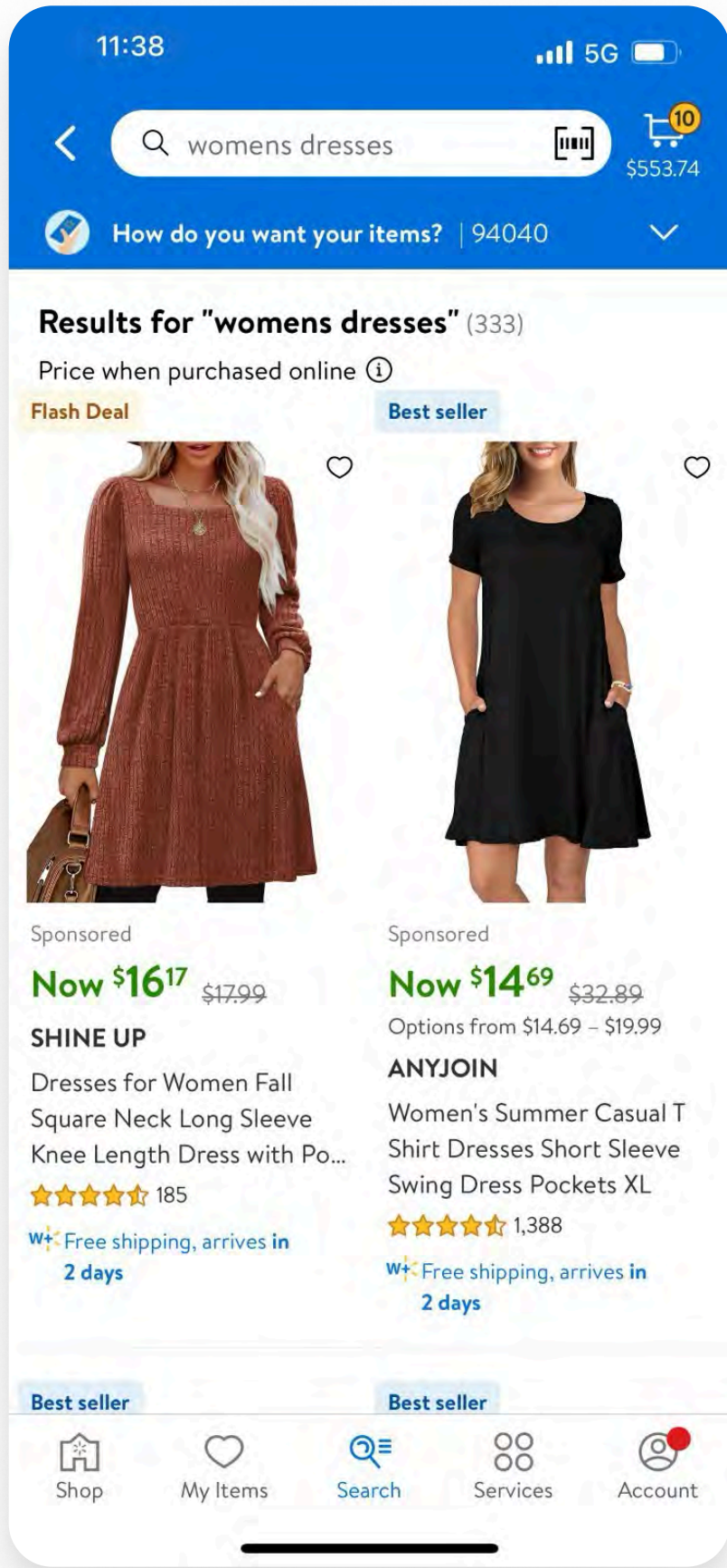


Customers want to easily find visually similar items to the items they like on Search itself vs. going to item pages.

Search Results



Before



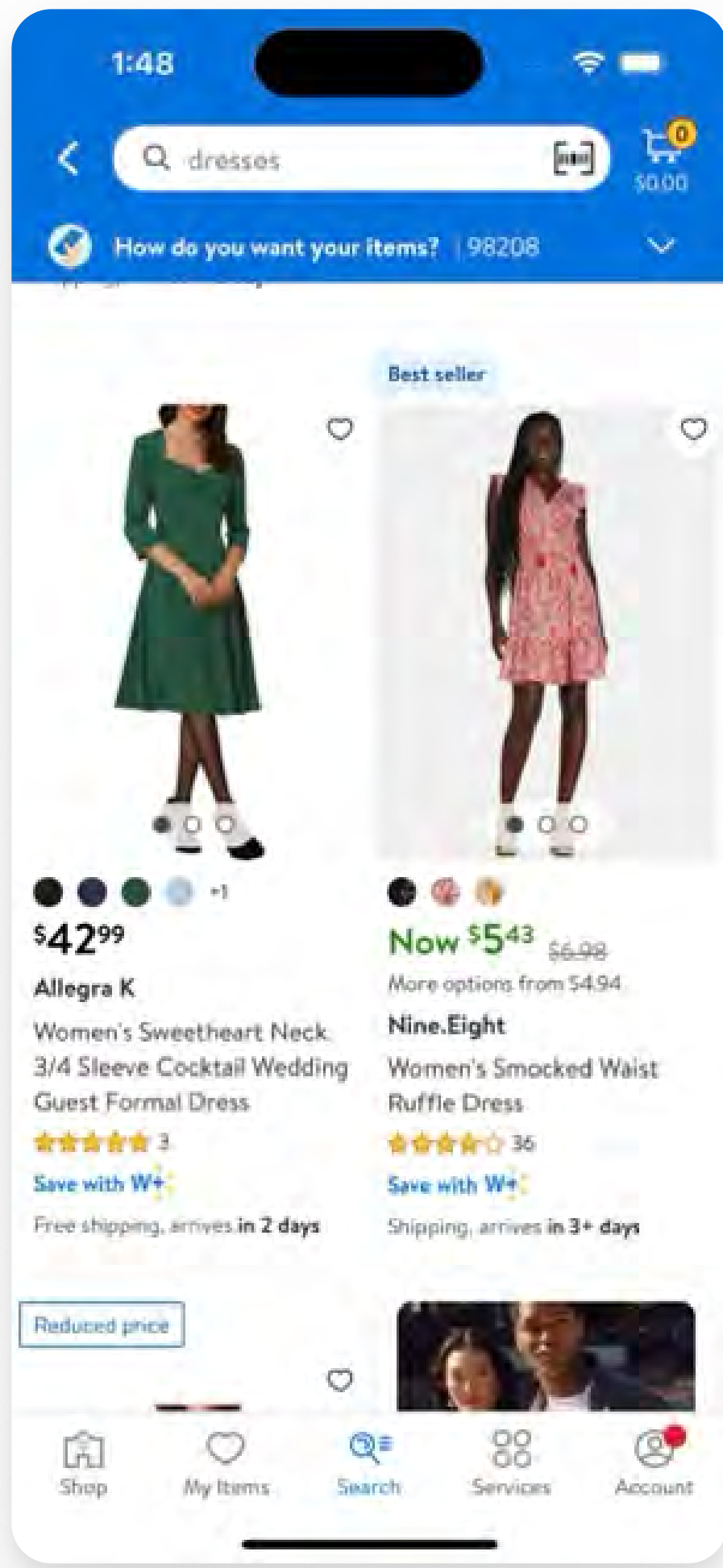
After

- 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!