

The Levis iPad application.

Scott Smith

Interactive Media Design

Year 3

DE0973

Personal Project 01:

Future Media and communication module.

The brief	3
Inspiration	4
Research	5
Research – Technology in retail	6
Research – My View	11
Research - Problem/Opportunity	13
Proposal	16
Storyboarding	17
Research OmniChannel – what is it?	20
User Scenarios	21
Primary research - Size Grid	25
Primary Research – Workflow	27
Primary Research – Casual feedback	28
Feature ideas	29
LED screen scanners	30
System Architecture ideas	31
Early mock ups	32
Decision making	35
Keeping the app minimal	36
Wireframing	37
High Fidelity screens	40
Mock ups /Promotional material	48
Video prototype	50
Reflection	51

Brief:

Your task is to investigate what is happening on the cutting edge of your chosen technology. Who is doing what, how and why? What software/hardware is currently available and what are the strengths and weaknesses of competing products. What developments are just around the corner? How has technology changed your chosen area of research and the people who work within it? You are required to predict where your chosen technology may be going, be able to suggest new and innovative ways that your technology could potentially be used, and design a prototype to demonstrate your concept. This module will cumulate in a presentation where you must convince us that your idea is viable, useful and well conceived. This project may be seen as a prototype, and be further developed in Personal Project 02 and/or Final Project.

Learning Outcomes:

- Independently plan, organise and manage effective research and development in order to acquire new practical and professional knowledge. (Research Document)
- Demonstrate the ability to research all relevant considerations for interactive media design, and make effective use of this research throughout a design process to produce new artefacts. (Research Document)
- Demonstrate creativity, expertise and judgement in the use of Interactive Media Design skills and technologies. (Concept Presentation)
- Devise a proof of concept prototype that demonstrates an innovative solution to a design problem. (Concept Presentation).

While researching and designing through this entire project, I kept myself alert of these great design quotes to try to stick to create a successful and feasible project.

“Design is not just what it looks like and feels like. Design is how it works.”

Steve Jobs

“Skills become meaningful when they are applied to a worthy problem of your own awakening and need-to-responding.

John Maeda

“Design based on data brings us back to the essence of design and will leave out all unnecessary decoration.”

Jeanne de Bont

“Design used to be the sauce you'd reach for in the cupboard; now it's the broth you need at the start of the recipe.”

John Maeda

During my studies at university, my passion for providing enjoyable yet practical solutions to problems that meets the demands of a massive amount of people has grown exponentially. I love the challenge of achieving an equal balance between particular requirements of different briefs, working to constraints as well as having creative freedom.

With this Personal Project 01 I am going to explore today's landscape of the retail space, dig deep into who is doing what in terms of attempting to innovate and then define problems today in retail, in particular the high street. Once I have a clear defined problem, I will then provide a solution to combat the issue at hand.

With knowing the retail space quite well, working part time in retail for 5 years I have gained a deep understanding how different infrastructures work and what customers really want. This will help be cement a solid and hopefully unique selling point.

Burberry

Burberry launched its flagship store in Regent Street last year, which has been dubbed Burberry World Live. The store includes the world's tallest retail screen, 550 hidden speakers, screens which turn into mirrors when needed and a hydraulic stage for performances.

It also features RFID microchips in some items of clothing which when worn, transform mirrors into screens showing how the clothes look on a catwalk

There are no till points in this store. Instead, staff are on hand with iPads and credit card machines for transactions.

What Burberry has done is blur the divide between physical and digital; the store was designed to stand as a physical version of its website. The company has made it clear that it wants to be known as a current brand that is in touch with today's technology and its shop achieves this.



The whiskey shop

Located across from world famous London landmark The Ritz Hotel, The Whisky Shop was designed to be luxurious, accessible and educational to both whisky novices and connoisseurs, leading them on a whisky journey of discovery and celebrating the heritage and craftsmanship of the product.

The Whisky Shop is claimed to be the first retail store in the UK to provide a dedicated platform for some of the world's most exclusive whiskies

The Piccadilly store is said to be widely regarded by the industry as the leading specialist whisky retailer in the world.

Interactive tasting displays, an information bar featuring iPad technology and a futuristic whisky library showcasing an unrivalled collection under fluorescent angel wings, in reference to whisky terminology 'the angels' share', are just some of the features which position the store at the pinnacle of whisky shopping destinations.

Having visited the store myself, it's a beautifully crafted experience and from my own visit I managed to spend £130 on whiskey I only first heard of when I visited the store. It was really nice to see a store integrate ipads in a non intrusive and not so in your face manner, they aid the storytelling of the heritage of the whiskey brands.



American Apparel

American Apparel experimented with augmented reality throughout their U.S stores within the points of sale to unlock a range of options.

The user aims their smartphone onto the point of sale, which then reveals more options such as sizes and colours. It appears to be a good way to enhance the in store experience and appeal to the younger audience who always have their smartphones in their hands.

However, with this, it is required that the customer needs to download the official app first, which will more than likely take up a lot of room on the phone due to the technicality going on within the app

A link for a demonstration video can be found here.

<https://www.youtube.com/watch?v=0O9CUqgSNRU#t=20>



Macy's.

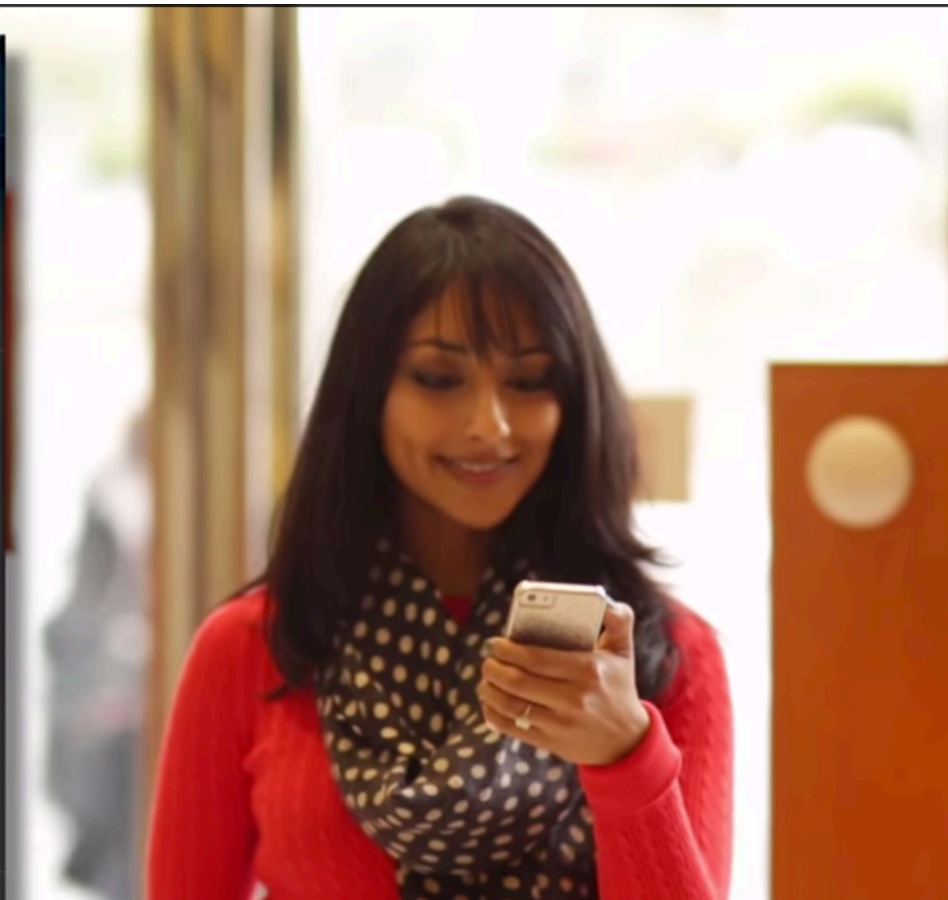
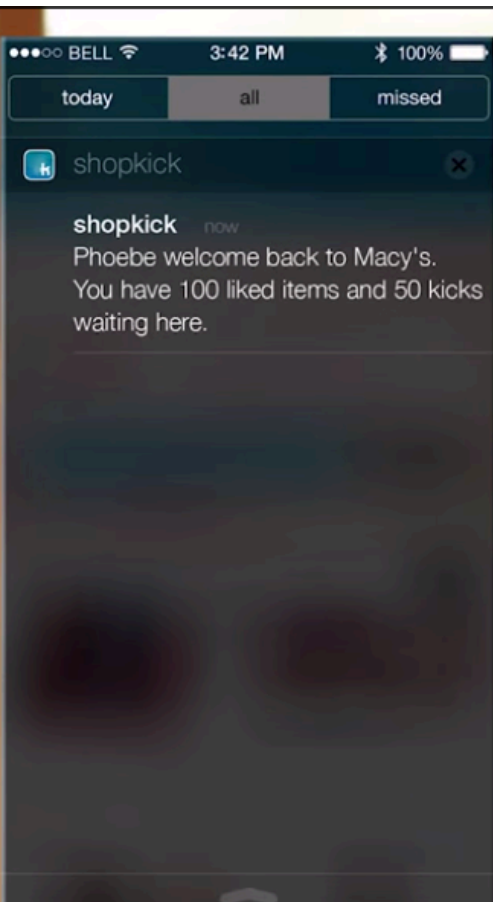
The famous U.S store has been experimenting with iBeacons, which is set to take off in 2015. In the trial, you can see the smartphone picking up push-notifications when coming into proximity with an iBeacon.

A link for a demonstration video can be found here.

<https://www.youtube.com/watch?v=CipsLFB8Kfk>

The app shows the customer how many items they have liked in the store and keeps pushing offers and deals to their smartphone as they walk around the store.

Although it's clearly a prototype video, you can really see the potential for this simple technology, especially in the retail space. Again, users must have an app installed on their phone in this instance.



Interactive Mannequins - Concept

TeamLabHanger created a slick sensor system that features high-tech virtual mannequins. The way this works is that a shop receives an entire installation in the store and is operated by these mannequins appearing on the screens once a piece of clothing has been taken off a rack.

It's a pretty cool concept, the digitalisation of the mannequin and has potential advantages of being quite versatile.

From my own experience I only take a piece of clothing off the actual rack if I'm certain I'll try it on.

In the video demonstration below, you can see the customers attention being taken away from the product they have in their hand to look at the screen. The fundamental advantage of being in a store opposed to shopping online (through a screen) is to see the product with your own eyes through your perception and not through a screen.

I'm not too convinced how practical this action is that triggers the mannequins on screen sequence but nonetheless it is promising to see boundaries being pushed.

<https://www.youtube.com/watch?v=vLwLiQWYu4>



There's a lot of talk out there about 'the high street dying' today. But I couldn't disagree any stronger.

The Internet has paved the way for whole new channels for consumers to buy products. At times, this makes it a hell of a lot easier to buy products if someone is too busy or can't get access to a nearby store for whatever reasons.

But for me, and a lot of other savvy consumers I'm sure, there's still nothing like going to a branded store, especially a flagship store and being up close to the product and being able to see it and touch it, as opposed to looking at it through an LED screen, you don't receive the same experience. An Apple store is the ultimate example here, where you can pick up a product, use it as if it were your own while you're in the store and you get a great sense of what it would be like to own that product.

In my earlier research, I picked up on the fact that consumers were being distracted from a product they physically had in their hand, just to look at the same product but on a large screen set up in store. Customers should have their full attention on the physical product in store. Having screens around the store displaying information can be effective and efficient, but it has to be relevant or compliment its surroundings and play a part of the story the brand is trying to tell.

It was only a matter of time before technology started to be **integrated** into the high street. I can agree that online shopping was gaining huge momentum when it was a totally new thing, but the high street was never

Technology is fun (when it's user focused) and can help sell a product, great example being the Whiskey shop on Regent Street which I showed earlier.

Technology is helping to shape the high streets perception and revitalising it with bursts of potential, like the examples I've analysed.

I firmly believe technology integration is key to the future of the high street store to keep up with the ever-evolving consumerist infrastructure.

Working in retail since 2010, I feel I have come across every scenario a sales associate can possibly be faced with. So I'd say I'm pretty clued up when it comes to issues in retail.

As a savvy consumer myself, I feel the customer's genuine frustration when something does not go their way or an issue can't be solved in store there and then. I sympathise with them and always wish I could do more to help them, because I find myself regularly in a similar situation.

One of the most common problems I come across working in a retail store is not having a customers size in whatever product that may be.

This happens countless times every single shift I work at Levis. This also happens to me when shopping myself.

A common phrase I use when we don't have product in store (and they're not interested in a store transfer, waiting a week for a garment to be transferred from another store) is:

"Sorry about not stocking your size. Try Fenwicks, John Lewis and Debenhams as they're all stockists of Levi's and may have your size. If all else fails, you'll have to get yourself online"

The amount of times this happens every single day has a huge impact on the stores targets.

It massively affects conversion for the day and week.

$(\text{Total transactions} / \text{total footfall} \times 100) = \text{conversion.}$

Store target is 15%. This is the main "Key Performance Indicator" which a member of staff is monitored on as each must strive for that 15%. It's not about the money, it's about the conversion when it comes to the high street for this brand.

Most importantly, it has a serious affect on total money the store makes.

On three separate shifts I worked in one single week, I took note of the amount of times a potential sale fell through purely because of not having a customers size.

29/9/14 - seven potential sales missed out.

£125, £90, £90, £85, £60, £55, £25 = **£530**

1/10/14 - five potential sales missed out.

£90, £85, £85, £85, £55 = **£380**

4/10/14 - Thirteen potential sales missed out.

£285, £175, £135, £95, £95, £95, £95, £95, £70, £30, £25, £25, £25 = **£1245**

£530 + £380 + £1245 = £2155. 25 missed sale opportunities.

This is a huge amount of money to miss out on simply because the store didn't have that size at that particular time.

Consumers can become frustrated, aggravated and even furious when we don't have their desired sizes. It's frustrating for both the consumers and staff, because myself and the staff have targets to hit and we can't hit targets when multiple times daily we can not supply consumers with their size, whether that be because we are currently out of stock on an item, or we just don't sell a particular size of that item in store.

What if there was a way, in store, a customer could pay for a product there and then that wasn't in the store at the particular time? As opposed to having to send them away from the store to go find it elsewhere/online? Which would again ruin **conversion**

What if there was an easy way for someone to shop who is buying gifts? But still wants to keep the gifts a secret as opposed to giving the surprise away just to be sure they purchase the correct size?

I proposed to build an iPad application specifically built for in store use only, which communicates with the stores till.

Building on top of a newly released rewards scheme - sales associates can log a customer in to the application.

Features:

- An overview of their account and see any rewards they have to redeem.
- There will be a visual list of all previous transactions from the customer, they will be able to see when they bought a particular item and how much they paid for it. Doing this through the iPad will help reduce performing mundane tasks through the till (and a lot less visually appealing) and create more time for more important tasks.
- Be able to purchase product through the application when the store is either out of stock on a size or don't stock that size at all. This is the main feature and the focus of the application and will be the main driving point of the application.

A sales associate will be able to continue to have one on one customer interaction in store, but within the iPad application a customer can request to purchase sizes not available in that specific store. This way, the human interaction is not lost and the sales approach does not have to be altered. The iPad will only be used when it needs to be and not be used as a show off mechanism, keeping the sales approach concise and straight to the point.

This brief I have set myself answers my questions I asked myself on the problems/opportunities page and strongly believe this would help Levi's qualify as an Omni-channel brand. No matter how you're shopping for Levi's product, you'll be able to get any product, any time, anywhere.

To help communicate the problems I come across every shift, I illustrated them out so people could see how a sales interaction goes.

In this storyboard, a customer wants 3 pairs of jeans in one size. The store only has one of the colours in his size today, he was wanting to purchase them all together, there was no telling this customer to buy the one colour we did have in stock and get the other elsewhere, so he decided to leave it and left the shop.

He could of either went online and purchased them through Levi's, or a direct competitor. Either way, it was £240 that wasn't going towards the shops total sales that day.



To help communicate the problems I come across every shift, I illustrated them out so people could see how a sales interaction goes.

In this storyboard, a customer has purchased products online. However, the size is not correct so they'd like a refund. They come in, oblivious to our returns policy that states stock bought online must be sent back to the online department. This has upset the customer as they'd like the money back so they can go buy something else in a correct size for his night out on that night, but sadly this time, we can not help.

From this, creating a seamless, consistent experience across all channels starts to sound very appealing.



To help communicate the problems I come across every shift, I illustrated them out so people could see how a sales interaction goes.

In this storyboard, a customer is out of luck as we are sold out on a popular size in a popular item. The customer really wanted it, so we took his name and number and called another store for an inter-store transfer, transferring stock from one store to another purely for the sake of a customer. This takes 3-5 days to arrive. In this time, a customer has 72-120 hours to find another store which has his size in stock in a department store or by browsing online. 8 times in 10 when we order stock in, by the time we call a customer to let them know the item has arrived, they claim they've bought it elsewhere

This particular situation brought my attention to a phrase doing its rounds in the marketing and tech headlines – “omnichannel”



OmniChannel. It has become a huge buzz word for marketing strategists around the world and has been for a few years now, but not an awful lot of brands have acted to become what they constantly talk about.

There's a lot of interpretations around what exactly OmniChannel means.

A lot of people perceive omnichannel being a seamless experience whether you're browsing on a desktop, a tablet or a smartphone, but this is just responsive web design. Brands that do not have a responsive website are lagging behind drastically as they're losing touch with the trendsetters/early adopter ultra savvy consumer.

Here's a description which I think sums it up very nicely.

"The term omnichannel refers to the seamless melding of the advantages of in-store (brick and mortar) shopping with the information-rich experience of online shopping."

Margaret Rouse,

<http://searchcio.techtarget.com/definition/omnichannel> - last accessed 23rd November 2014.

Referring back to my experience being a sales assistant, it's frustrating not having a customer's size or particular product they're looking for. They then leave the store and either buy it online, or another store.

In 2014, with the world being so connected and Internet driven, this is the exact reason there's speculation about the high street dying or losing it's stance. With stores being constrained to space 9 times out of 10, there's much more availability going online.



Name: Hilary

Age: 41

Occupation: Marketing Strategist.

Hilary has 3 sons aged, 14, 19, 20
respectively.

Being at the age they are, they all have their individual style. They each wear differently cut jeans and christmas is fast approaching. She would like to buy each of her sons a new pair of Levis jeans without them knowing. She needs to know what style each son likes to wear, and what waist and leg size they need.

How can the iPad application help Hilary with her scenario to help her purchase the correct styles and sizes without her sons knowing and spoiling the surprise?



Name: Eric

Age: 62

Occupation: Decided to retire early.

Eric has been wearing Levis 501's for as long as he can remember. They have been a major part of his life and to friends he is synonymous to the brand. He recently moved to Newcastle from London to be near his children after he decided to retire early. London's regent street flagship store is a colossal size compared to the newcastle store, and unfortunately newcastle do not accommodate his 33x34 size he requires. In London he was known well by staff for the amount of times he purchases 501's.

Newcastle Levis should be able to cater for this consumers needs but can't. He can easily go to John Lewis or Fenwicks but he'd prefer to buy straight from the brand.



Name: Richard

Age: 23

Occupation: Back end web developer.

Richard is a young professional and recent graduate. He experimented with a lot of different brands and jean fits but nothing fits his needs quite like the 520 Extreme taper fit. He wears them constantly when socialising and for daily leisure. He would like to wear this jean for work, but his employer will only allow him to wear either black or grey bottoms in the workplace. The Newcastle store does not stock Gray 520's and black 520's. Similar to Eric, Richard could easily go to a competitor and purchase these but with Richards independent personality, he'd much prefer to buy straight off the brand in store as he strongly values consumer experience.

Richard could alternatively go online and purchase them there but there's a high chance he could find his jeans at a cheaper price point at a competitive retailer.



Name: Michael

Age: 29

Occupation: Personal Stylist

Michael is a total denim head. He loves denim and seeks the best quality denim in the world. He has jeans ranging from Evisu, Nudie, Edwin and A.P.C jeans. Michael isn't the biggest fan of online shopping and much prefers to purchase from a store and would like to try the denim on before purchasing. Nowhere in Newcastle stocks Levis Selvedge denim (A higher quality denim fabric) and understandably, Michael is very reluctant to shell out over £100 on a pair of jeans that he has no idea how stiff the selvedge will be. Selvedge jeans are always a slightly stiffer and tighter fit, so it's incredibly hard to just judge what size someone can be.

How can Michael buy a pair of Selvedge jeans in store, that isn't strictly stocked in the newcastle store?

Size Grid

Green = Available
Red = Not available
- = Does not exist.

[illegible]

I created an accurate size grid to show the true potential of the application as well making sure it is actually worth creating an application like this.

The Grid was created for the Newcastle Eldon Square store, other shops may vary but I'm specifically targeting this store for concept.

The red dots indicate the Newcastle Eldon Square store does not stock that size. You can see there are a lot of red dots scattered around this grid and makes my idea valuable and could potentially help the store bring in a lot more money, thus hitting targets and potentially exceeding targets.

The project may not have been viable if there was only a handful of sizes you couldn't buy in store, but from the grid, you can see there are easily over 100 sizes across all fits that are sold in the U.K that are not sold in this store. With two styles not being sold in store whatsoever.

From performing this long but worthwhile task, it helped me determine the value and need for this sort of system and help me give this project the green light.

Primary Research – Workflow

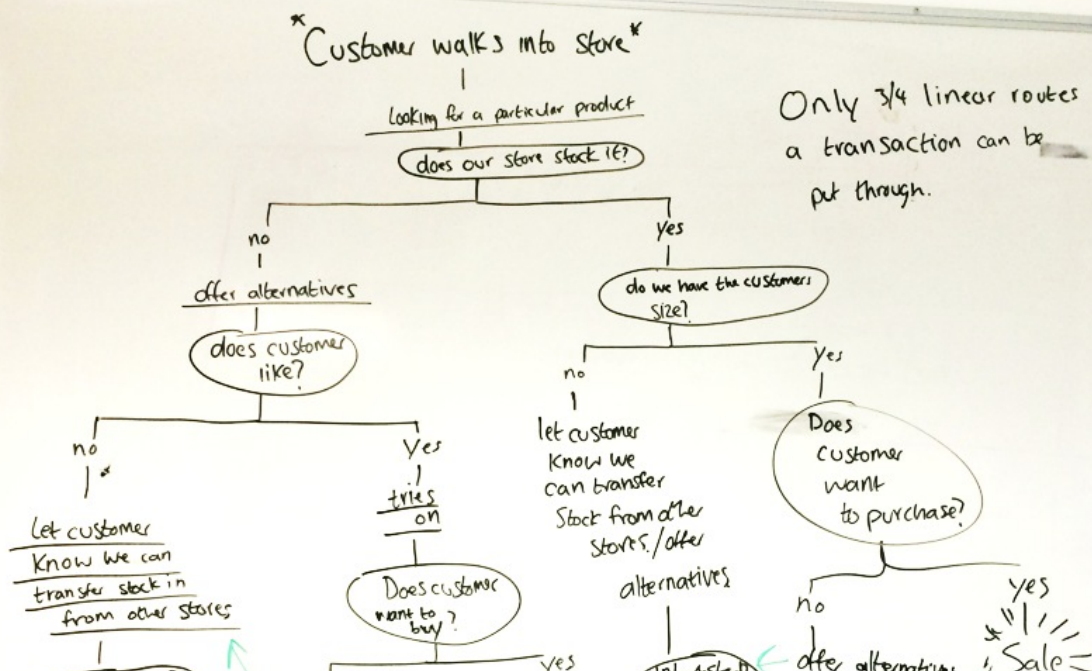
27

The Workflow seen below is a representation of the sales route the staff take. It's a general guide that will happen with every single customer that comes into the store. It was also important to show how the store works to prove just how successful the application could be.

When reading through the workflow, you quickly get a sense of how easy it is for a customer to walk out the shop, and dragging conversion down. There's a lot of 'outs' for the customer.

Having an iPad app in store that allows customers to buy product sold out in store or the store does not stock, it could potentially eliminate a lot of the 'outs' for a customer. When we don't have a product a customer is looking, a lot of the times that kills the interaction and the customer leaves empty handed. With an iPad application, the sales assistant would show the customer the product within the iPad and this would more than likely make the customer buy.

As there's not many applications like this, I am confident that the customer will be impressed with the system and will ingrain strong brand loyalty and create a higher number of returning customers for this quick and efficient service.



While working a shift, when the shop was quiet and I was serving a customer, I would drop in my idea about this iPad app and I received some great feedback.

Some of the feedback I received:

“That really does sound great, I’ve not seen or heard of many services like that, if all shops do that in the future then I’ll be skint!”

“Can you actually do that? I’d be here every single week if there was a service like that as I’m a XXL in Levi’s shirts and I know you told me earlier stores do not stock that size in store anymore”

“That’s a really positive idea, in my shop we have the same problem, you wouldn’t believe the amount of the times customers leave empty handed because they’ve seen something online but we don’t sell it in our particular shop.”

Amazingly, and very fortunately, I spoke of my idea to a visual merchandiser of a popular high street store and received great insight.

“That’s a really niche idea as that’s not the sort of service you’d receive anywhere at the moment. I’d be really careful not to add too many features to the application so it doesn’t outweigh their surroundings in the store”.

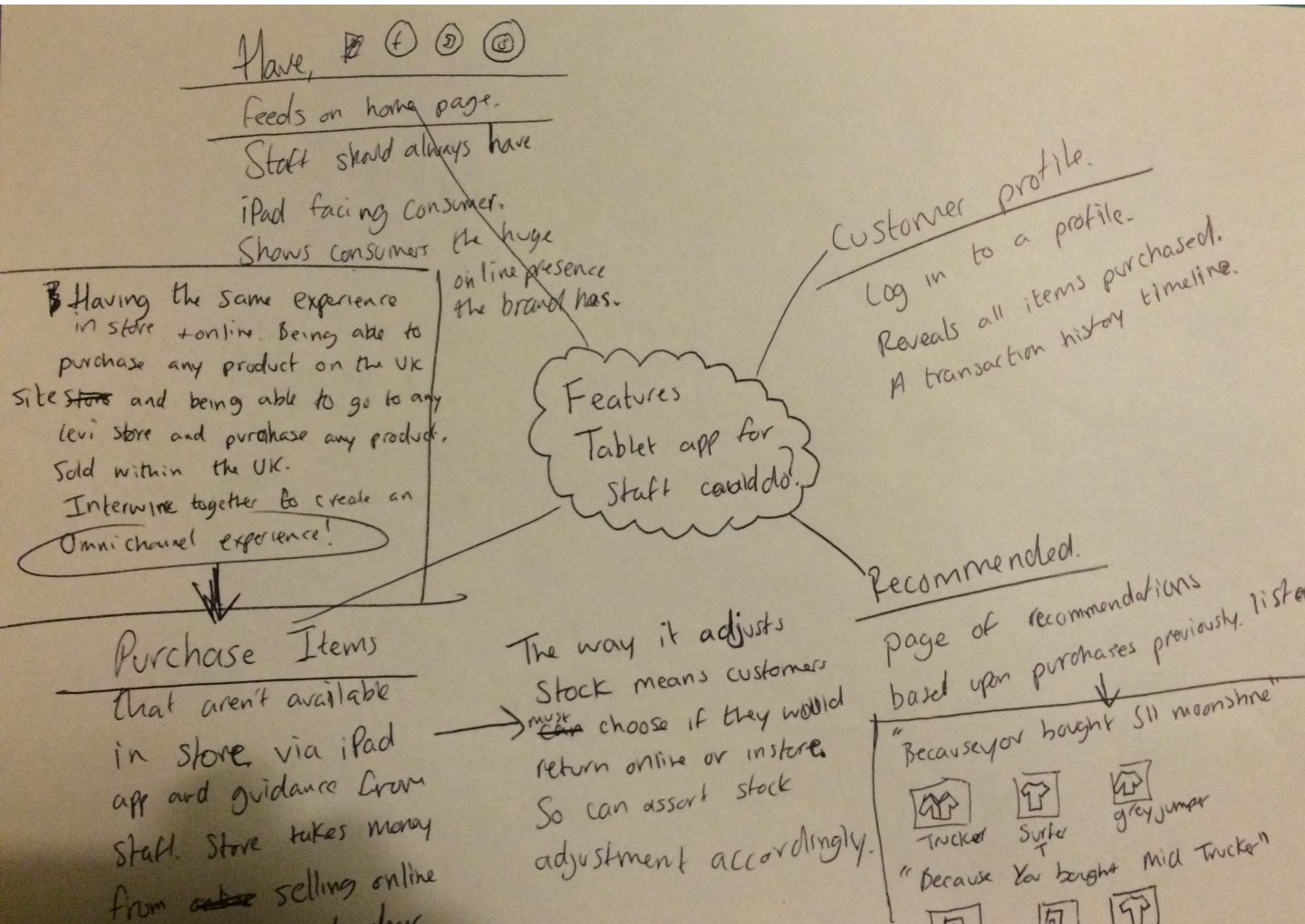
I started to plan just what this application will actually do, besides buying product. I needed to craft a fine balance of function and not overdoing it.

I came up with:

Customer profile, a page which acts as an account overview, see previously purchased product.

Clickable icons of purchased product, brings up a page showing recommendations that could go with that garment as well as showing how much the customer bought the product for and when they did.

Social integration. Everyone humble brags whether they realise they're doing it or not. Customer's can link up their social accounts to automatically post on their behalf when they have purchased product.



The way I want the application to work is to scan barcodes from the iPad screen. I wasn't too sure whether this was actually possible so I had to look into it to make sure this concept is actually feasible and it could actually become a reality.

I quickly found a lot of video demonstrations showing this action is perfectly possible.

<https://www.youtube.com/watch?v=BNdywV61yXQ>

This video demonstration here portrays several different scanners which can read barcodes through an LCD screen with the sapphire glass placed on top.

I started panning out a system architecture so I could visualise the navigation through the app.

In the image below I have a scroll page of purchased product.

When one is selected, another overview page appears showing details about the transaction. On the bottom there'd be a recommendations list that could go well with the product, applying an outfit building mentality.

The browse section is where the staff guide the customer to the product they want. As this is what the app is for.

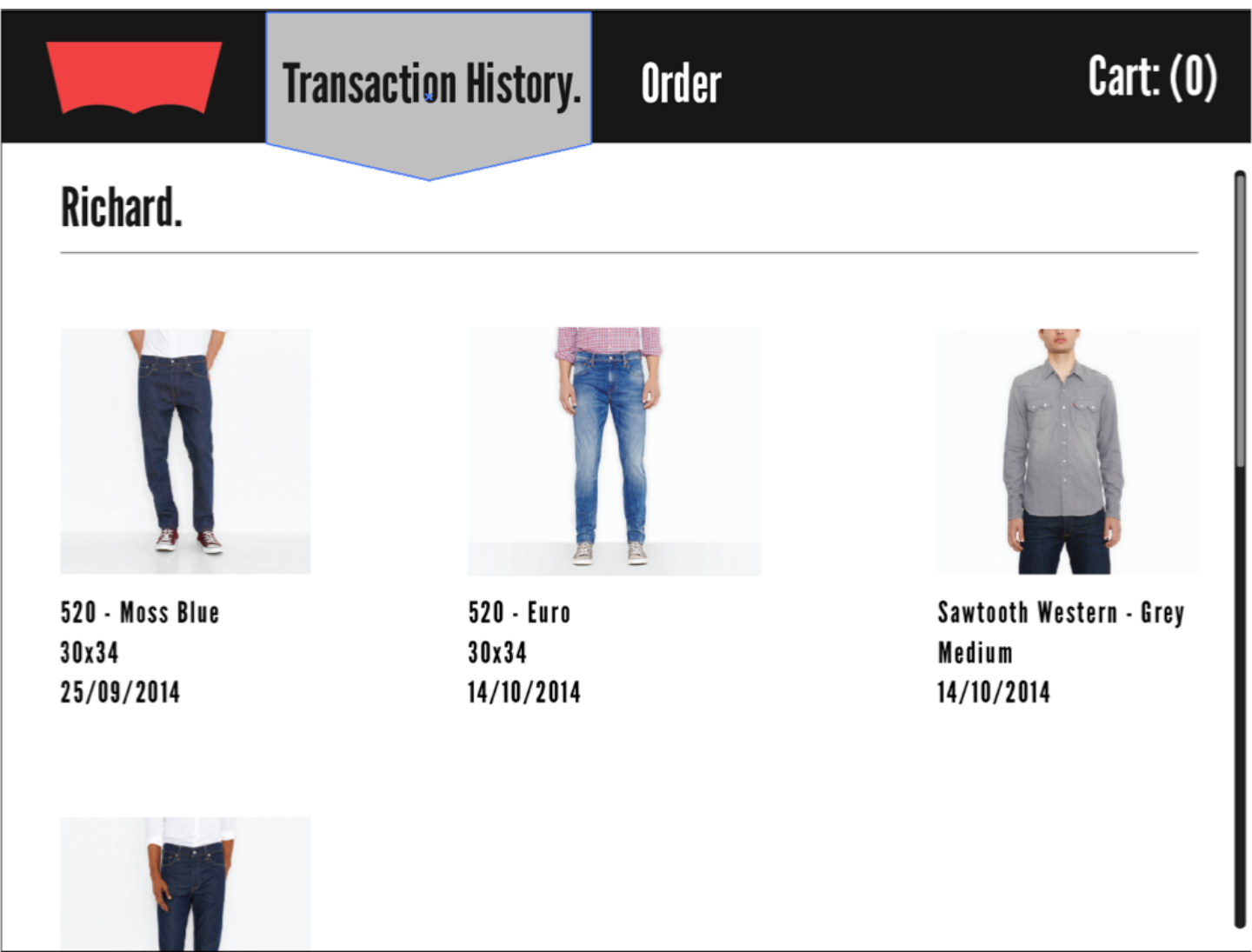
When a transaction is complete they'd see a visual element displaying how much money they need to spend to claim their next reward offer in store.



I created some early mock ups based off these low fidelity wireframes to get a sense of how the interface could look.


Here is the proposed main page, where the customer can see their transaction history.

Simple, vibrant visuals using colour similar to that of the website, keeping the branding consistent.



When you click on a previously purchased product, the transaction overview page appears. Showing the date they were bought, the R.R.P and how much they were bought for, so the customer can see their savings if their was any.


Below is a scrollable list of recommendations that would go with the product they bought, in this case a pair on extreme taper jeans.



Transaction History.

Order

Cart: (0)



520 - Euro


30x34


14/10/2014.


R.R.P: £85.00


You paid: **£80.00** (£5 enrollment reward)

Recommendations:









I imposed a screenshot of a screen I designed onto an ipad and showed classmates it to get some quick feedback.

The feedback in general was that it looks quite modern but it's not showing off the main feature. Also the screens so far were inconsistent in terms of font size, spacing and lacked that professional look.

Below is a picture of my workspace during this intense time of decision making.



After hours of mixing around the navigation I proposed I decided it wasn't working and the features needed to be rethought.

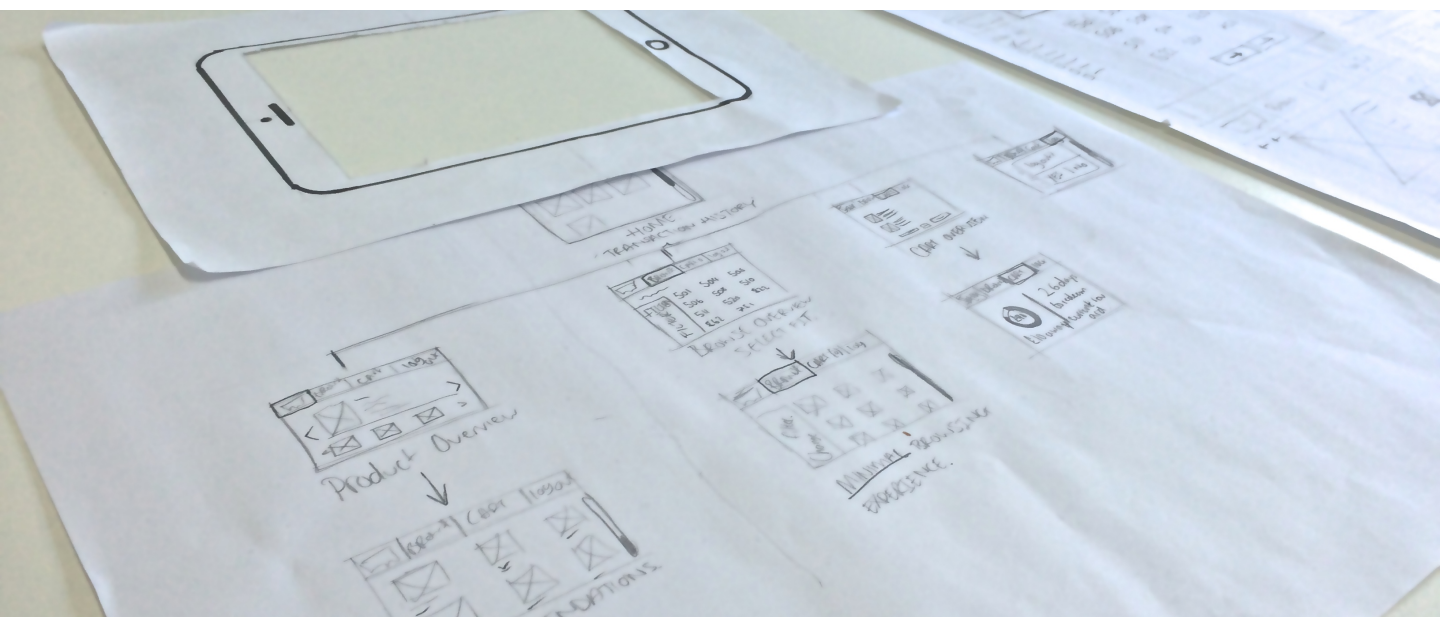
It felt odd with the 'recommendations' idea, as it would feel like a robot is telling you what would go well with a particular product. If for example the customer wanted to buy something to go with a product they previously purchased, but it does not show up on the 'recommendations' list, it may make them feel in the wrong or make them feel they're breaking the invisible laws of fashion. The recommendations aspect would mean the customer would want to spend time just browsing on the ipad, which again, is not what I intend the app to be used for and on a busy day, could be preventing another customer who actually wants to use the service correctly in the way in which I intend.

Also, it would draw more time spent looking through the app and the screen as opposed to looking at the product that is all around them in the store, this is exactly what I don't want.

I decided to totally scrap the recommendations aspect.

The more I thought about the social aspect, the more I didn't like it. It would be a fidgety feature to get working properly and I don't think it would prove successful or useful as it the person would come across as intentionally showing off on social media.

I decided to totally scrap this feature too.

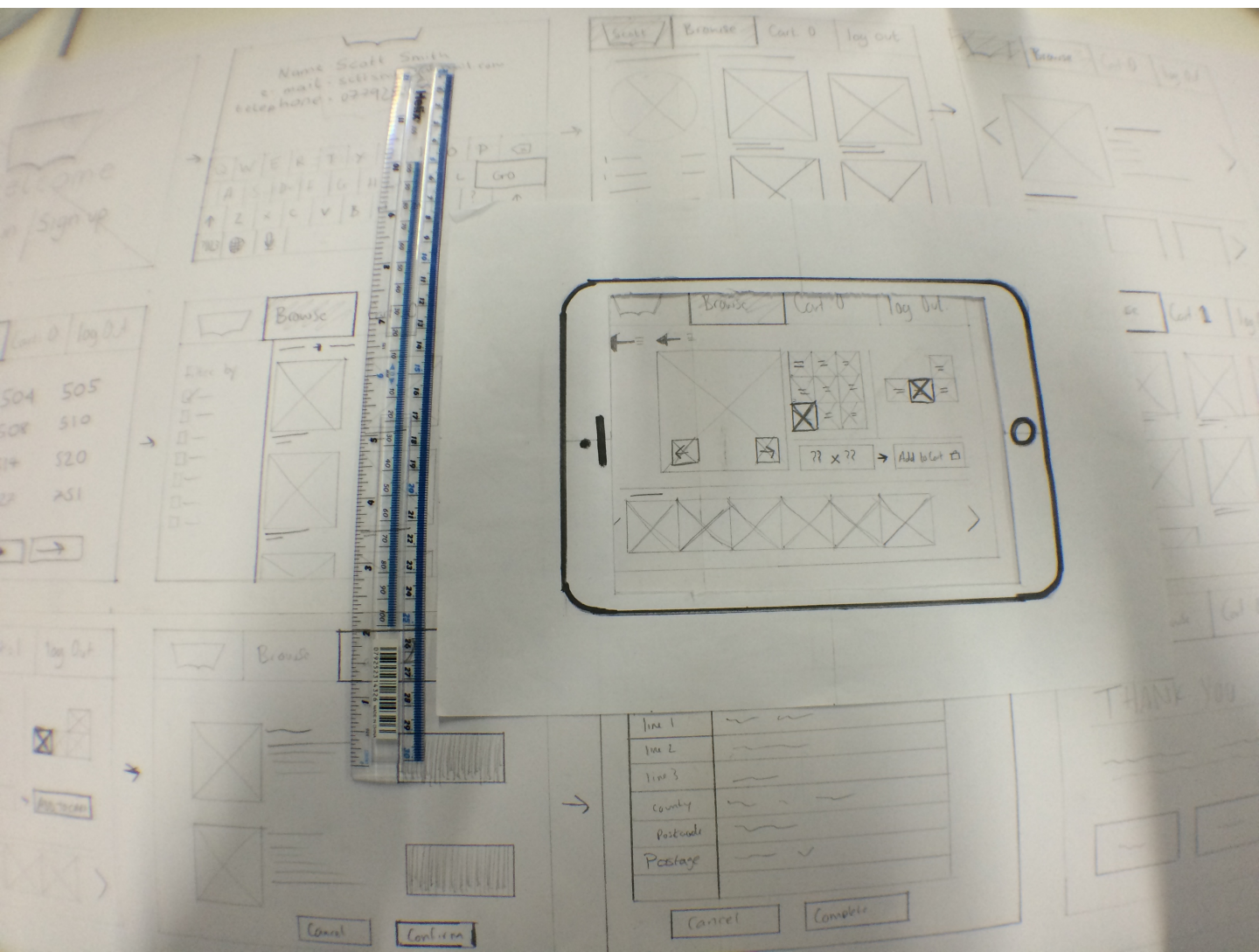


I kept referring back to my brief I gave myself and my feedback. I want the app to be there to use when stock is not sold in the store or the store is out of sizes on an item. The sales assistant should only bring the iPad out in one of these two situations. The features I mentioned before would go against this ethos.

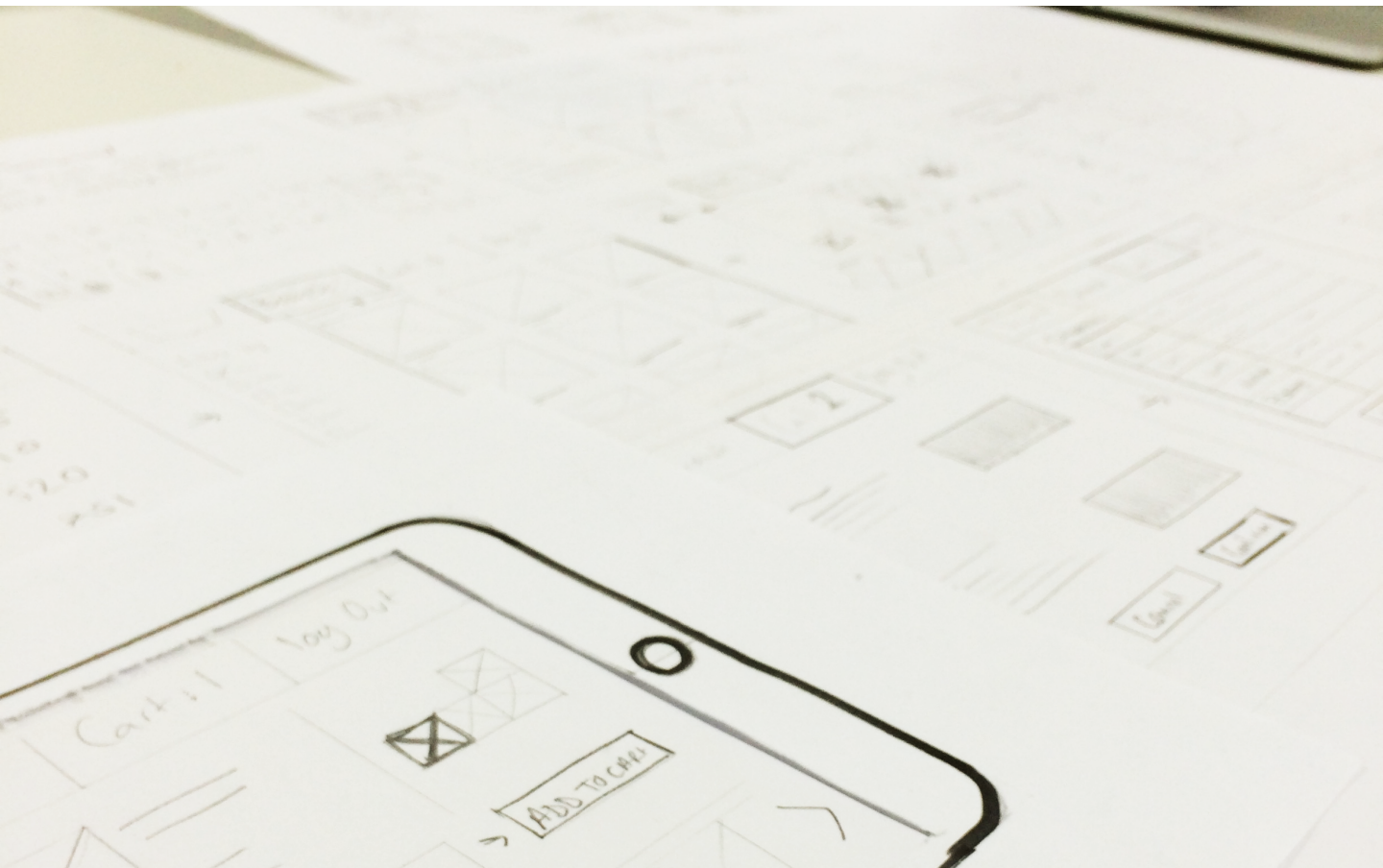
The app's functionality is going to very minimal, but after weeks spent conducting all this research and planning out the navigation, I've realised that a minimal, one function app is all that needs to be created. It's an incredibly effective function and this one function answers the brief I gave myself.

The app will have an overview page, a browsing section and a payment function.

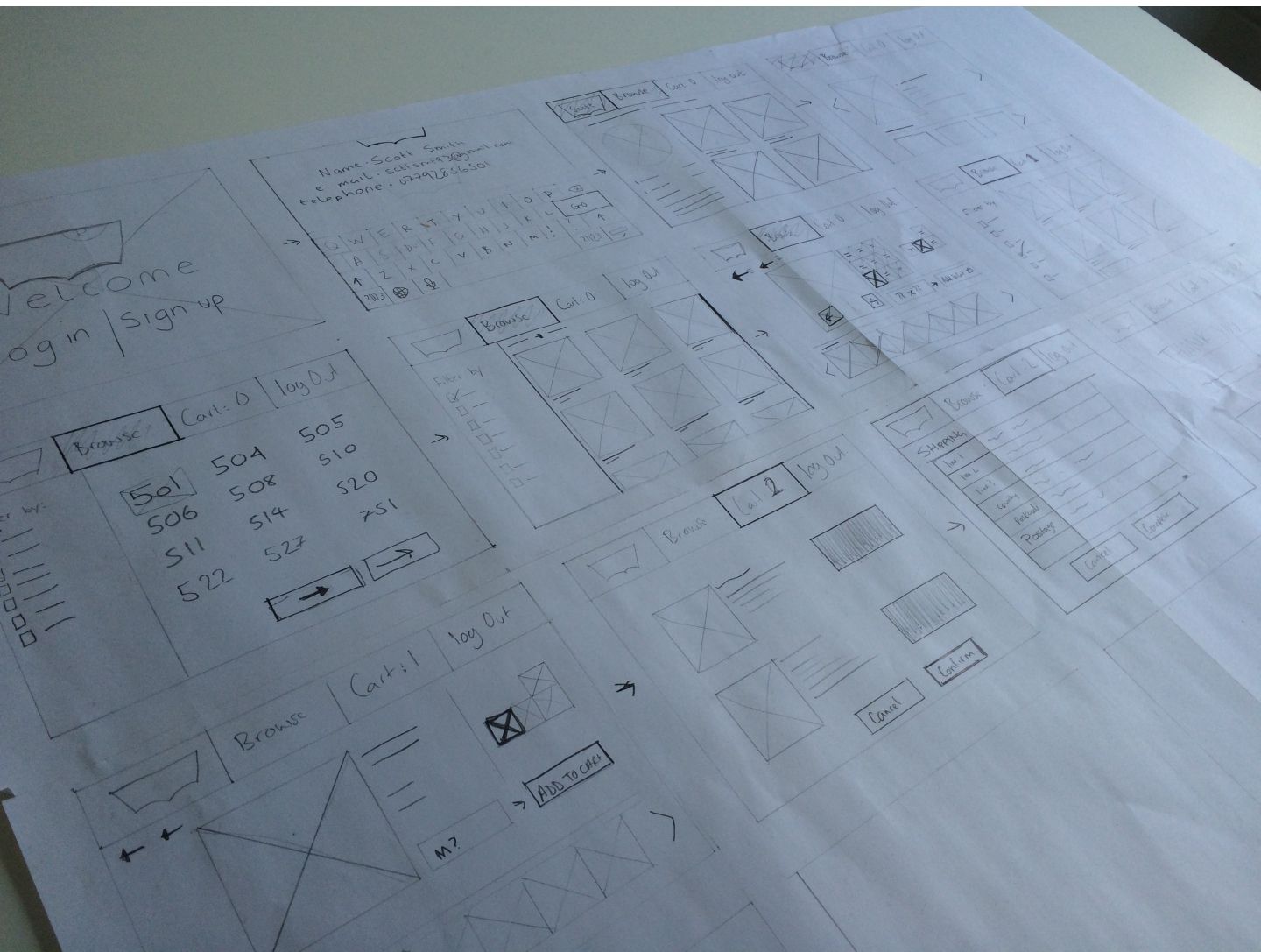
It was a time consuming task, but creating a real size iPad cutout and a big scale wireframe sheet helped me massively bring the idea to life and I could really begin to see the project starting to come together thanks to these low fidelity wireframes.



With these colossal size wireframes I sculpted a straight to the point and no nonsense system architecture. By using the iPad cutout pictured below I was able to demonstrate user journeys as well, this was really effective pitching my idea up to this point to lecturers and students and they fully understood the concept and believed cutting out the other features was justified,



A closer look at the huge wireframe board I created, there's slight details within the screens which my lecturers and fellow classmates can really see how this app would work



It was time to finally put all the research methodologies and knowledge gained from all previous tasks to put together the final visuals of the app.

This is the splash screen which is the first page, here the customer can either sign up or log in.

For the Levi's logo, I left it as a minimal red shape which is synonymous with the levi's brand. In a few years time this is going to become the normal logo and it will drop the Levi's name to become just a red batwing shaped logo.



WELCOME

LOG IN

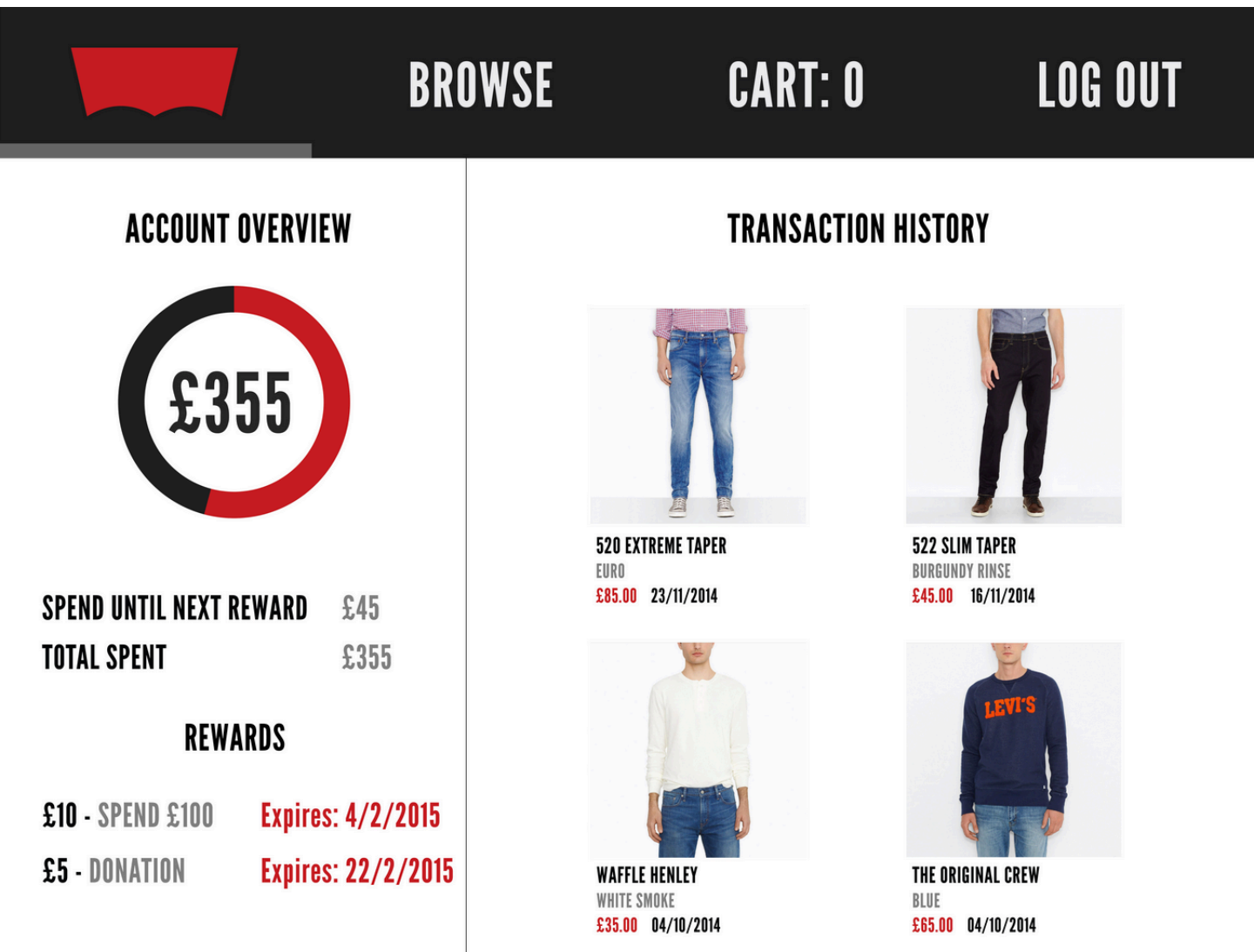
SIGN UP

The account overview page I stripped it back as far as it could possibly go without being compromised, this makes for an easy viewing experience. It's so easy to see what is what.

A statement telling the customer how much they need to spend to gain their next reward.

Outstanding rewards they have to redeem.

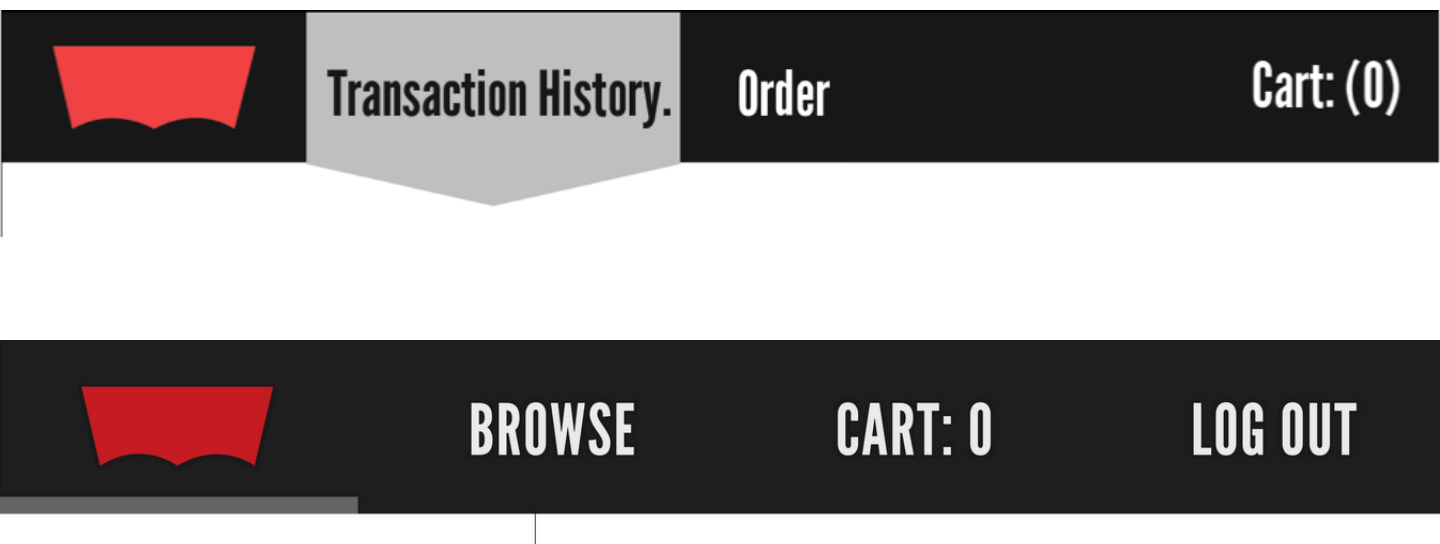
A scrollable list of previous transactions. These can not be selected which take you to another, the interface is as clean as possible and I don't want the user getting distracted from the main job at hand which is getting them to purchase their product.



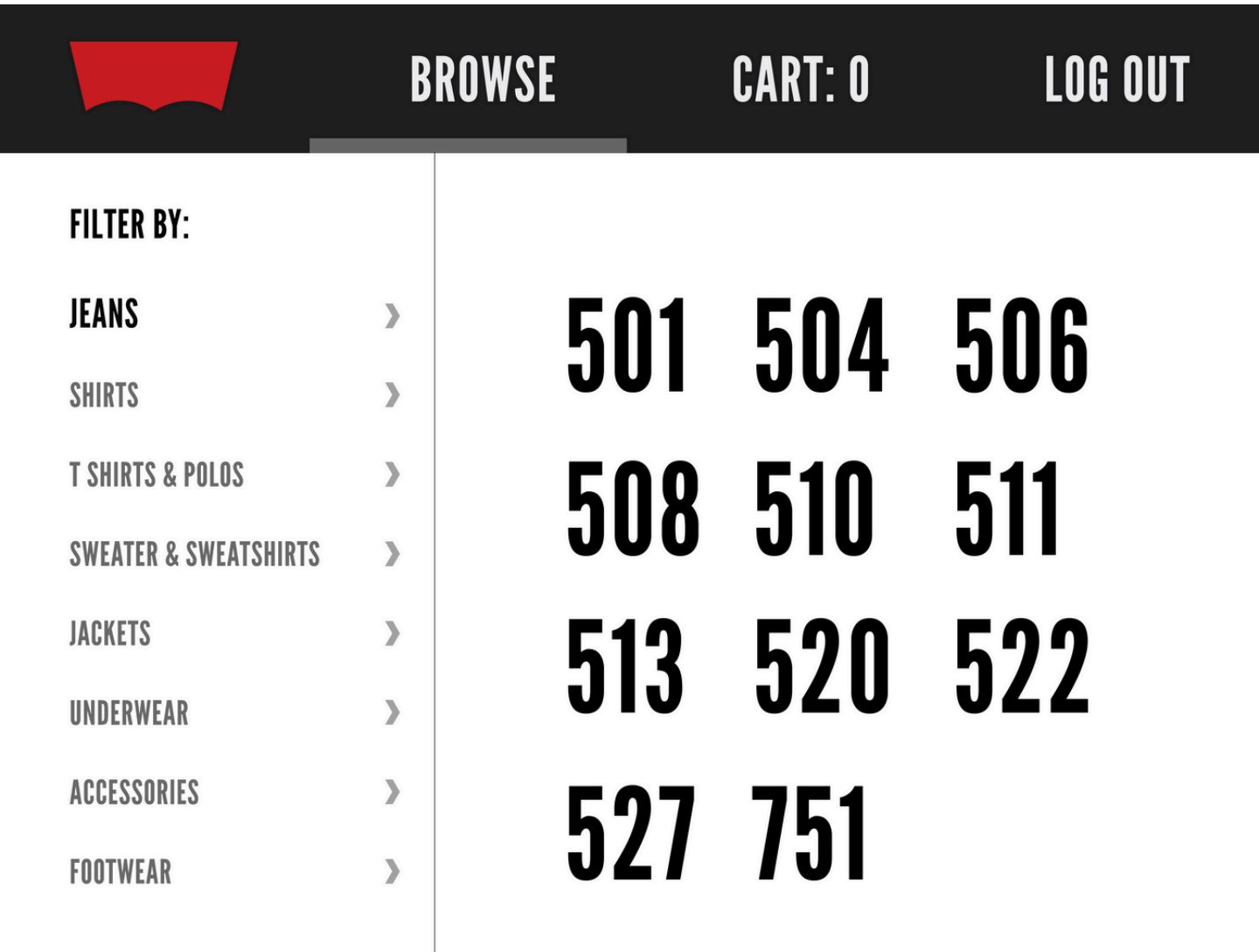
It's worth taking a look at the improvements my updated designs have take on. The top bar is from my first screens designed and the lower is what is used in my final designs. I thought it was a nice idea to have a pointed hover state so it was clear what page you were on but it looks quite chunky, as well as the colour not suiting it too well, it looks quite bland. The elegant grey bar is easy to see but doesn't totally change the appearance of the naviagation bar.

In my current navigation bar I made the batwing logo smaller so it's a similar size the font so it's not too large and aligns nicely, while still clearly being a visual go to which is striking but not overpowering. The navigation follows a story. typically you'd select each tab in order. You 'browse', put things into your cart, then select 'cart', then when finished, you log out. So it has a clear and logical linear route.

Having the text all capitals in the bottom bar makes it look more professional and it signals high importance with it's intense contrast.



In the browse page, it has a straight to the point filter setup to help find the product in question as easy and quickly as possible. Within two clicks you narrow your search down one style.



Within the two clicks, the customer can see the fit they're looking for in every colour, with rich visuals and the name of each colour displayed below, it will take seconds to find the particular product the customer is looking for.



BROWSE

CART: 0

LOG OUT

EDIT SEARCH

JEANS > 501.



501® ORIGINAL FIT JEANS
£ 80.00
MOODY MONDAY



501® ORIGINAL FIT JEANS
£ 85.00
WAVE SURF



501® ORIGINAL FIT JEANS
£ 95.00
INDIGO STATION



501® ORIGINAL FIT JEANS
£ 85.00
HOMESTEAD



501® ORIGINAL FIT JEANS
£ 80.00



501® ORIGINAL FIT JEANS
£ 90.00




501® ORIGINAL FIT JEANS
£ 100.00



501® ORIGINAL FIT JEANS
£ 85.00

I took a lot of inspiration from the website design for this page. You choose the waist size you're looking for, and select the leg length (if it actually exists of course). In the end, having similar interface elements works out for the better as it shows a consistent design ethic across all platforms and services.

A little guide at the bottom which isn't on the website is at the bottom so you know exactly what you've selected. With the retina screen for the iPad mini, the sales assistant would scroll through the slideshow of the images of the denim, showing off the finish and features of them.



BROWSE

CART: 0

LOG OUT

EDIT SEARCH > JEANS > 501®



501® ORIGINAL FIT JEANS
INDIGO STATION
£95.00

28	29	30	31	32
33	34	36	38	40
42				

30	32	34
36		

31 x 34

ADD TO CART

In the cart, there's two barcodes. One for the Jeans and one for the delivery, as this product is getting delivered straight to their door.

The way the ipad and the store till link up is simple. The till's barcode scanner is capable of picking up barcodes on an LED screen, so the sales assistant would just scan both barcodes and take the payment through the till, just like any other transaction.



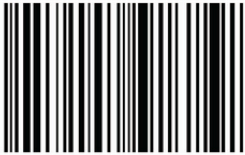
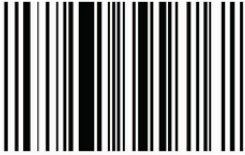


BROWSE

CART: 1

LOG OUT

CONTINUE SHOPPING

	PRODUCT NAME	PRICE	QTY	SUBTOTAL	
	 501® ORIGINAL FIT JEANS > INDIGO STATION 31 x 34	£95.00	1	£95.00	 8 50 14 7 11 86
	DELIVERY - DPD 1ST CLASS 1-2 WORKING DAYS.	£5.00		£5.00	 9 31 44 5 20 28
GRAND TOTAL: £100.00					

Each receipt has a receipt number. When the transaction is completed, the receipt number must immediately be entered at the bottom of the cart page for the order to be put through successfully. Once this is done, the entire transaction is complete.

It's an incredibly simple process which has taken a long time to strip back. But it has pulled off as it can talked through and it's incredibly easy to follow along.



BROWSE

CART: 1

LOG OUT

CONTINUE SHOPPING

RECEIPT NUMBER: 04891734826393

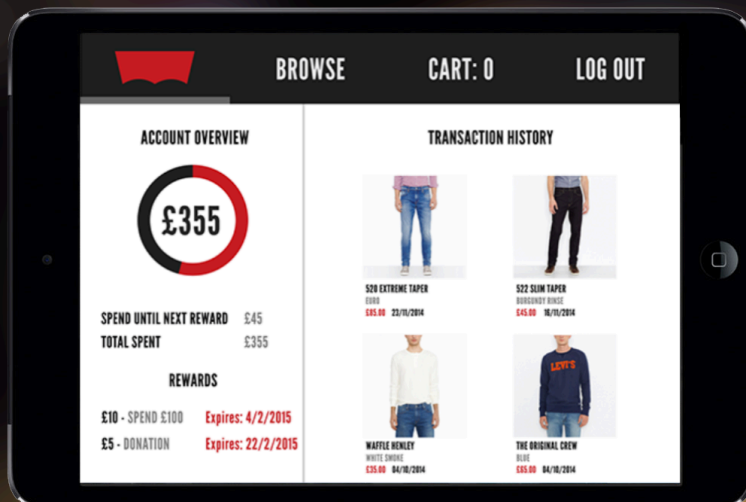
COMPLETE ORDER

I created some promotional material as if it was to be fully invested in. The screen and the whole idea comes to life when put together in a Levi's style advert.



“An all new Levi's in store iPad application which brings us one giant leap forward to becoming a fully global Omni-Channel brand. Creating a seamless and consistent experience no matter what channel you purchase your Levi's products.”

You'll never leave a store empty handed again.



THE ALL NEW LEVIS®
INSTORE iPad APPLICATION

A giant leap forward to
becoming a fully global
Omni-Channel brand

I created some promotional material as if it was to be fully invested in. The screen and the whole idea comes to life when put together in a Levi's style advert.



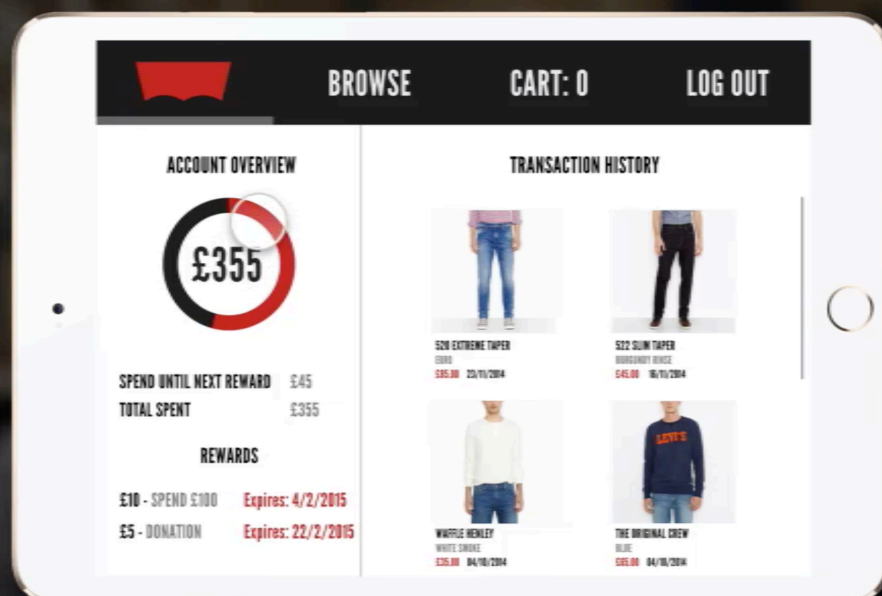
Using Proto.io, I was able to carefully craft my screens I designed together in one place and add interactions so it made my concept fully come to life. The video I created is an example user journey showing just how easy it is to use that application and how effective it could be.

My original video was 3 and a half minutes long with a franz ferdinand remix song over the top. It really suited the attitude and ethos of the Levi's brand but it had backing vocals and I wasn't too happy with the outcome, the video was a lot a little slow in places. I've kept this video on the disc attached to this document to show the difference between the two video's I created.

My updated video is a progressive piano piece and the video is now 2 minutes 10 seconds, speeding up the navigation around the app, it's faster sharper and has a lot more energy.

Screenshot of my prototype video.

Here they can see how much they have spent with us here at Levi's



I'm thrilled with the outcome of the project I have created. I believe I have created a 100% feasible and incredibly valuable idea. I was careful to make sure all information I gathered and ideas I applied were 100% feasible so this could be picked up on with not much tweaking to do in terms of the app's functionality.

I learned an awful lot more than I thought I would of about the need for more intuitive and critically executed integrated technology on the high street, there's so much potential out there and through this project I have become more wary about this and hope to scope my future around these services, to make the shopping experience more seamless, consistent and convenient.

I have spoke with my manager at my Levi's store I work at and we are going to try to push this to head office and see if we can invest a small amount of money creating a beta of this application to use instore exactly how I've crafted.