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CASE STUDY

Express Mobile

Native mobile app provides a customized experience to its users and increases the conversion rate and the loyalty participation

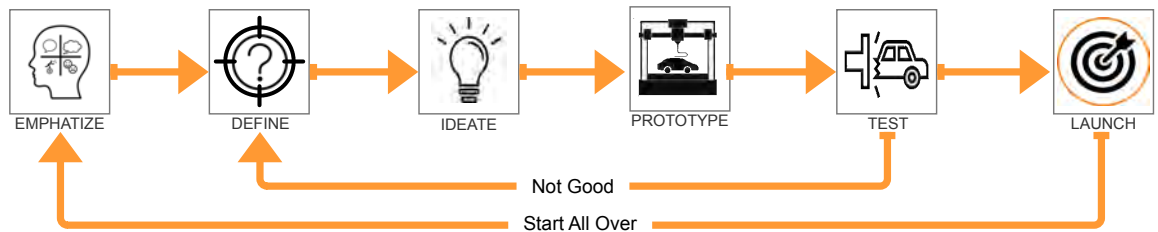
PROBLEM

EXPRESS wanted to create a native mobile experience focused on delivering a better value to their customers. Current mobile experience was web based and built by a third-party that provided a disjointed and confusing experience that wasn't converting

ROLE

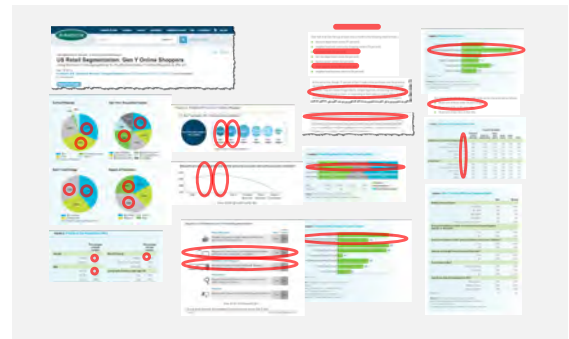
As a UX/UI practitioner my job was to create a top quality mobile experience for Express customers:

PROCESS

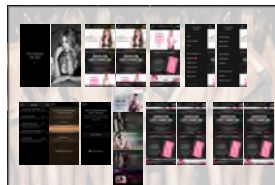
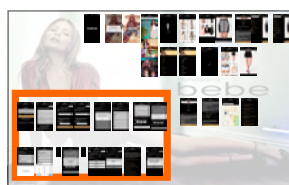
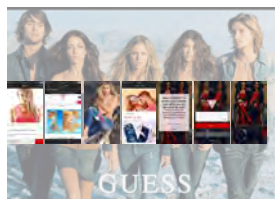
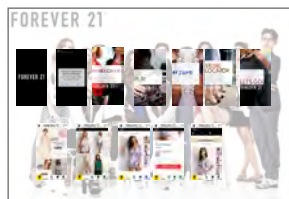


UNDERSTAND MOBILE USERS

I ran a recent market research about the current mobile shoppers to gave us trends and behaviors of the mobile shoppers which allowed us to start plotting the initial dots to connect later on as we find out more?

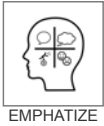


COMPETITIVE ANALYSIS



Who is your competition?

What does the competition do, how well they do things, what do they lack? What are the other apps out there? How are they doing? What are the improvement opportunities? Answer to these questions allow us to plotting another dot that will let us connect down the road.



EMPATHIZE

USER RESEARCH

User interviews
Contextual Inquiry
Stakeholder Insights



Empathy Map

Observed, engaged and empathized with actual Express shoppers to understand their experiences and motivations, as well as immersed myself in the physical stores so I could gain a deeper personal understanding of the issues involved during mobile shopping experience.

PERSONA

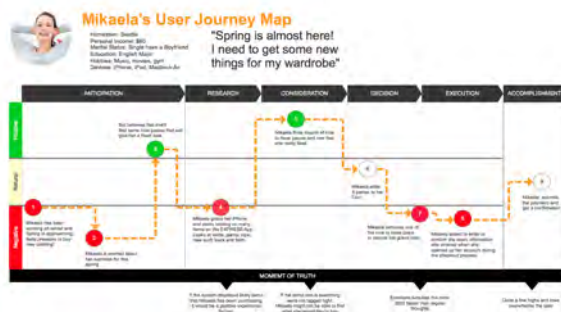
Who is your customer?

Substantial amount of information is gathered at this stage to use during the next stages and to develop the best possible understanding of the users, their needs, and the problems that underlie the development of the Express Next Gen Mobile app.

Mikaela JOHNS



JOURNEY MAP



Pain points?

I created a diagram to illustrate the steps customers go through in engaging with Express via mobile devices. I tried to nail the most important touch points to guide us understand most critical issues first

2nd PERSONA

Anyone else out there?

So after creating and testing a successful Persona and a Journey Map for Mikaela, I created a full empathy map for a rapidly growing persona that will like to replace Mikaela in a few years. Expectations and behaviors may vary based on the generation we design for.

Jenny SMITH



USER JOURNEY



Jenny's End to End User Journey

A Holistic Journey!

Meet Jenny! According to my research results she will be the most likely next strongest persona to shop using the Express NEXT GEN mobile experience. To empathise



DEFINE

During the Define stage, I put together the information I have created and gathered during the Empathise stage. I analyzed my observations and synthesized them in order to define the core problems that I have identified up to this point.

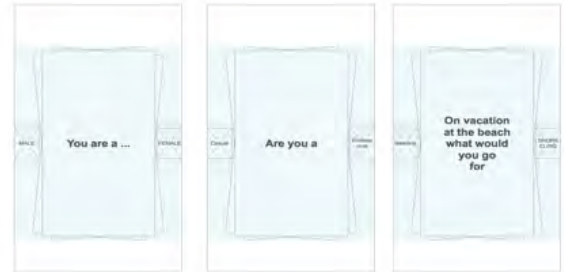
Solution to defined problems were

- Make EXPRESS NEXT loyalty program front & center
- Improve customer satisfaction and engagement
- Improve navigation/browsing categories and items experience
- Improve adding items to cart experience
- Improve finding stores
- Over all increase CSAT, NPS and ultimate conversion



IDEATE

At this stage I was ready to start generating ideas. I have grown to understand Express users needs from mobile devices.



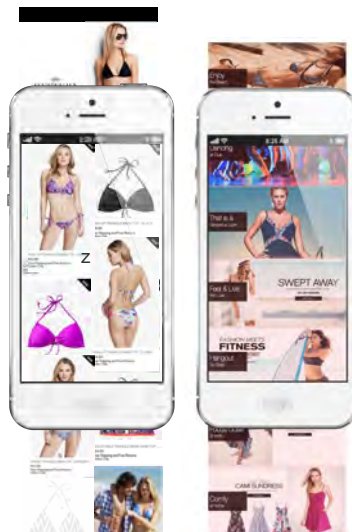
PROTOTYPE



I produced a number of screens and interactions, which were scaled down versions of the product with critical features that we wanted to test with actual users.



TEST



Ran series of usability test to validate the major flows and iterated the design. Minor iterations made on the design that didn't require me to run further usability tests that

Hi fidelity prototypes including all the content was delivered successfully to Express eCom development team to consume.

Design Thinking process allowed us to fix many issues and solve via innovative ways in a short amount of time. One thing I wouldn't do if I had to go back was not to worry about 2nd persona. Our tests with them on same product was well taken.