

3-Day Blinds Sales Consultant Experience

Context

3Day Blinds Sales Consultants can spend several hours at a customer's house — hauling with them 20–30+ bulky binders of samples (often times using crates and a dolly or roller bags), each containing types, styles, materials, colors, trims, etc. so they can guide a customer through the process to select their desired window treatments.

Use Cases

- Guide customer through type, style and material, color, and trim options for their needs.
- Take measurements of every window and recalibrate expectations based on constraints as discovered.
- Complete paper-based order form with all of the final specs, SKUs, etc.
- Setup installation appointment.

Challenges

- Options vary for each type and style of window treatment.
- Paper-based forms are prone to human error.
- Customer's perception of what they've agreed to may not match the final result after installation

Solution

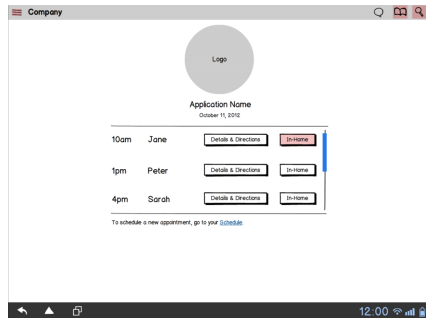
Design a limited prototype/proof-of-concept to illustrate how the entire experience can be compacted, streamlined and improved in a digitized app on an Android or iPad-sized tablet. Additionally, a “look-book” style feature would allow the customer to see how their desired window treatment options look.

Our team decided Basalmiq Wireframes was the most cost-effective and time-conscious tool to use, as it afforded us the ability to design and iterate on the bulk of the screens we wanted to portray for each of the use cases, but with just enough fidelity so as to not bog down the process

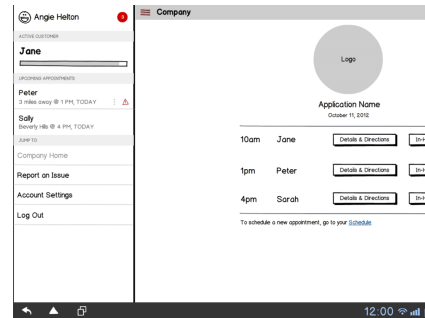
The result was a clickable PDF with hotspots that let the viewer step through the in-home consulting experience from beginning to end.

Case Studies / 3-Day Blinds Sales Consultant Experience

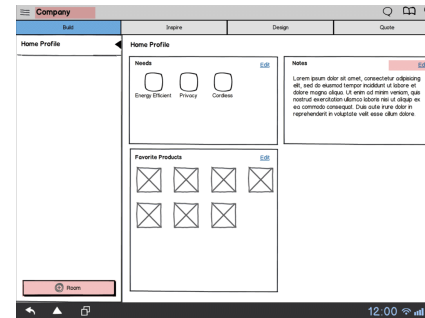
Prototype Screens (1 of 4)



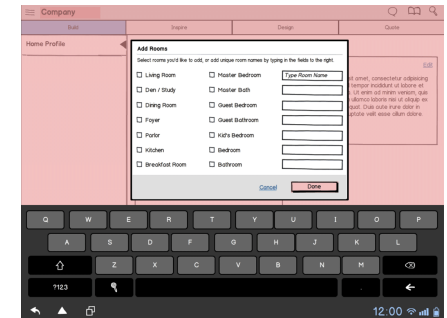
0.0 Sales Consultants Home with day's appointments listed.



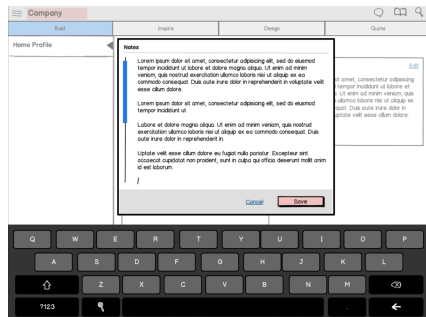
1.0 Sales Consultant's account drawer.



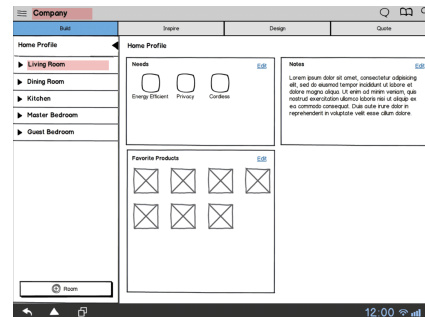
2.0 Build Screen [Default state].



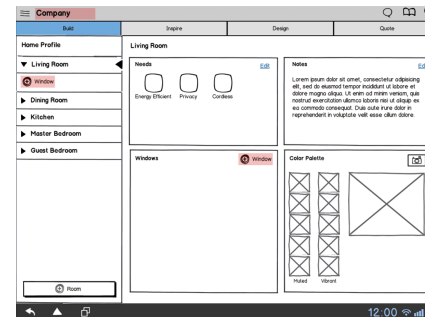
2.1 Add Rooms - choose from pre-defined or add custom names.



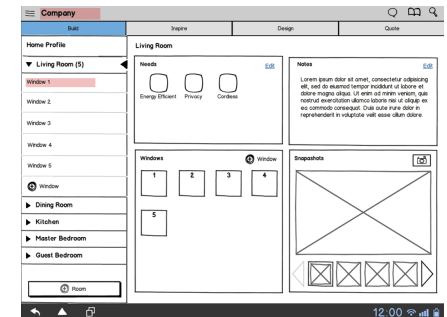
3.0 Notes screen



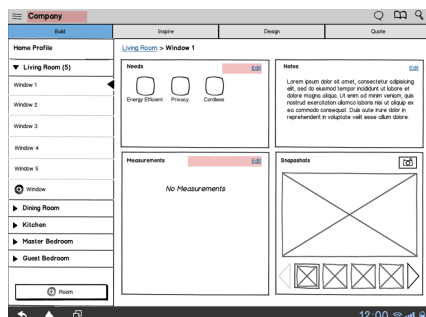
0.1 Prompt user to confir



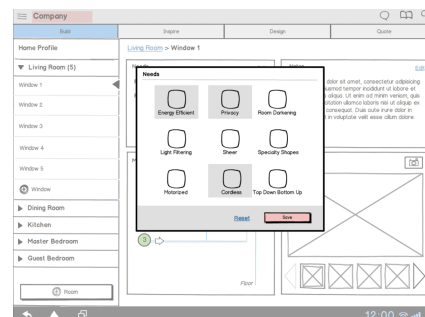
2.2 Build Screen with room names added.



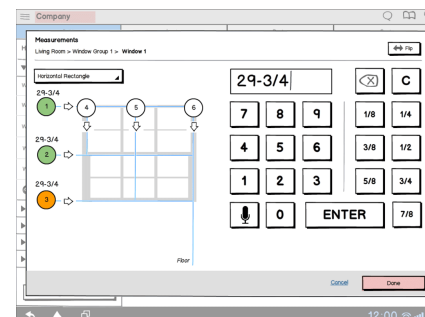
2.3 Five windows were added to the living room.



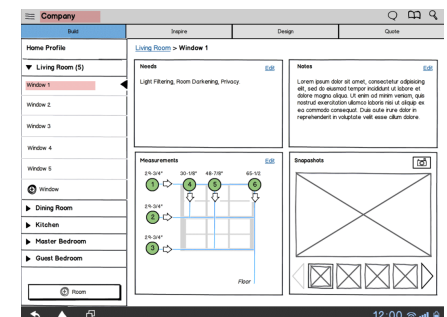
2.4 First window is selected.



2.5 Specific needs can be specific on a window-by-window basis.



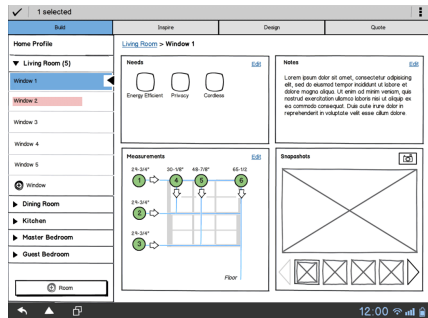
2.6 The app guides consultant for measurements, prompting and saving each one as it's taken.



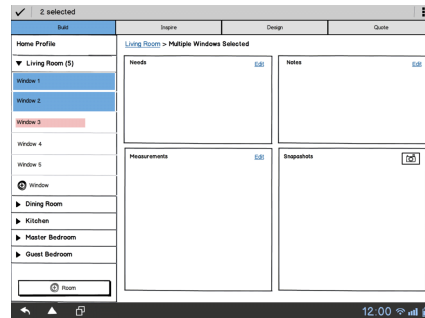
2.7 Photos of each window can be added to aid in installation process later on.

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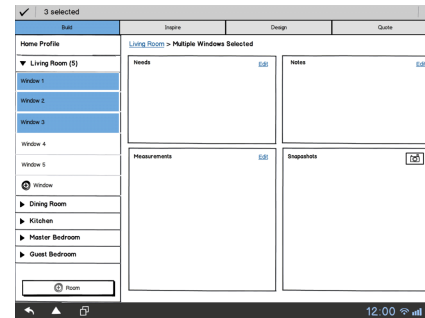
Prototype Screens (2 of 4)



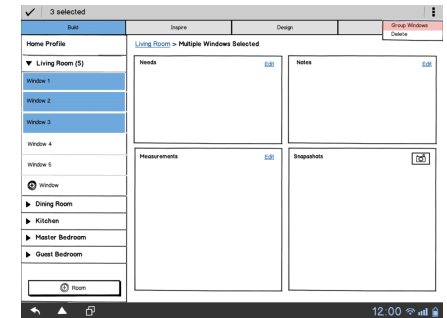
2.8 Repeat the process for two more windows.



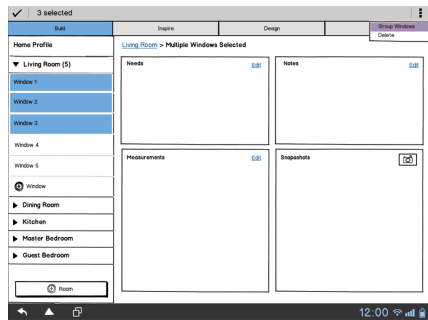
2.9 Continued.



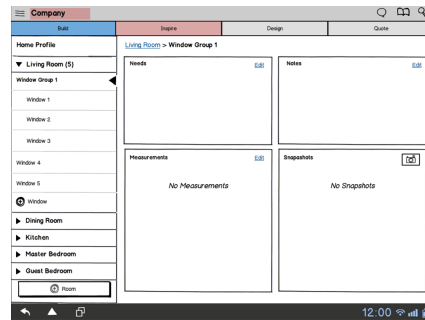
2.10 Continued.



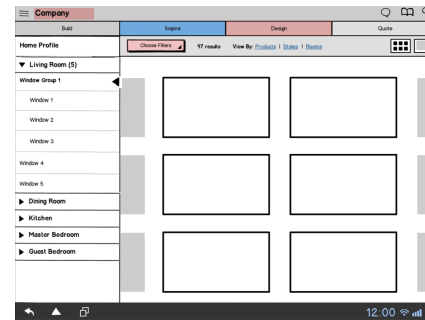
2.11 The more window allows for additional options based on selection.



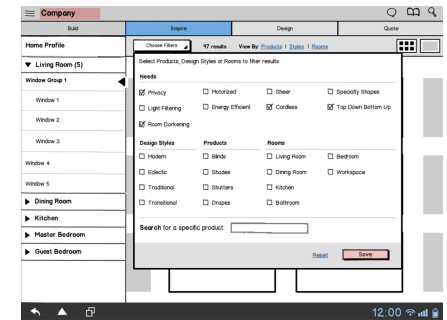
2.12 Adjacent windows can be grouped together.



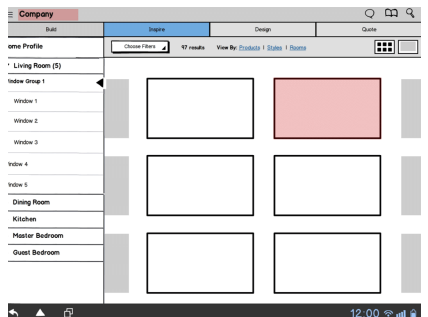
2.13 Doing so creates a window group, as shown.



3.0 Based on needs/measurements, Inspire tab shows possible options.



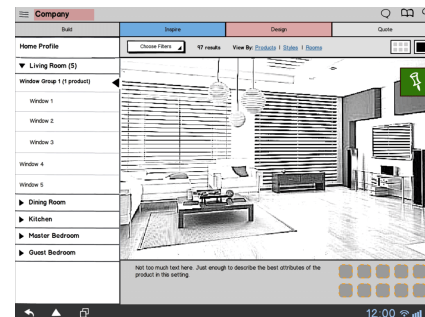
3.1 The Filters overlay is preselected based on needs/measurements.



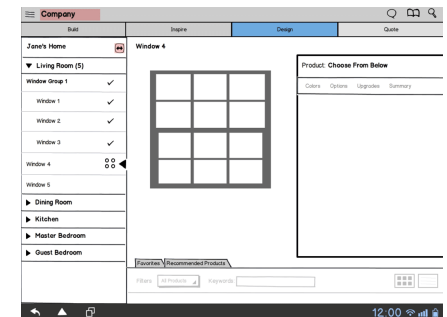
3.1 Browsing through various looks that are compatible.



3.2 Tapping a thumbnail shows the full-sized view.

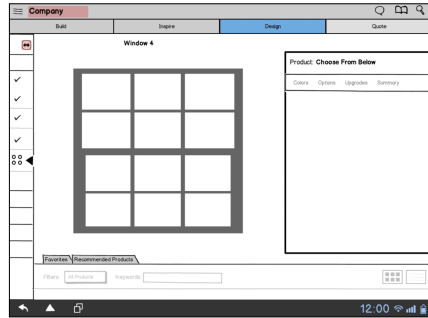


3.3 Tapping the "Pin" button marks it as a favorite for consideration.

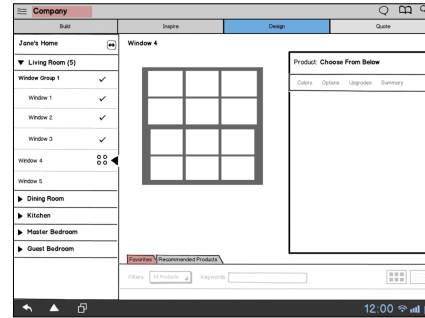


4.0 The Design tab is where colors, options and upgrades are chosen.

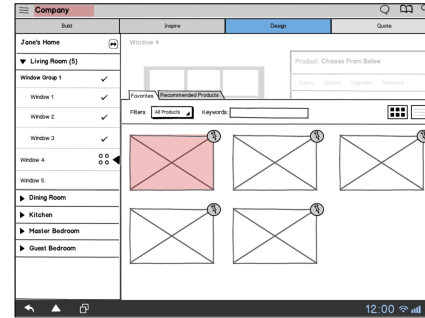
Prototype Screens (3 of 4)



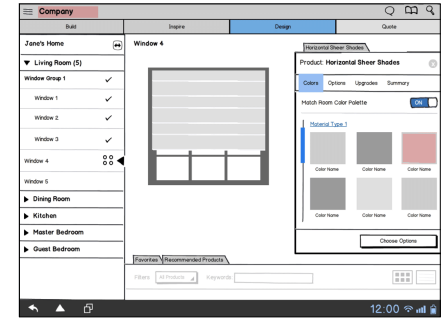
4.1 The left drawer can be collapsed to allow for more room.



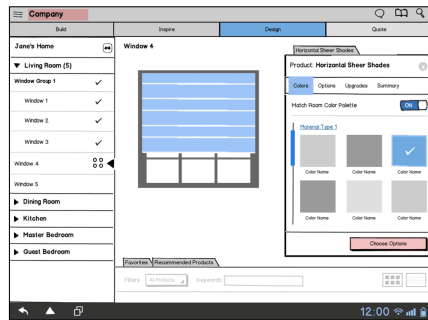
4.2 Favorites and Recommended Products are docked at the bottom.



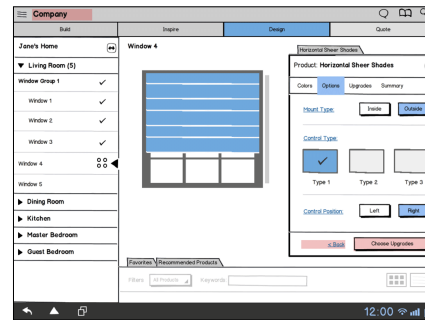
4.3 Favorites drawer opened reveals looks pinned earlier.



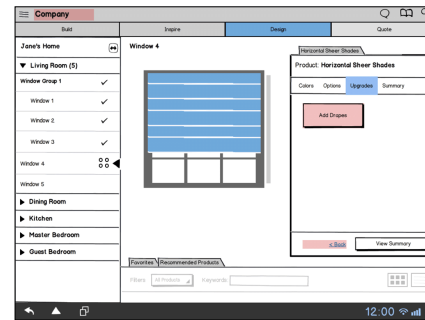
4.4 Tapping one will apply that treatment and default options.



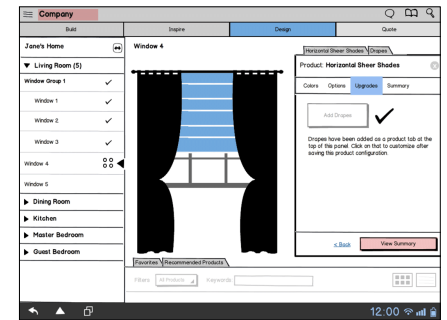
4.5 Color options can be changed.



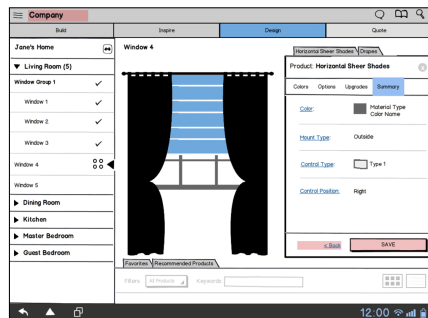
4.6 Other options can be specified or left as default.



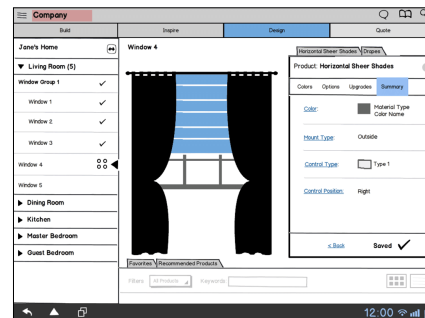
4.7 Upgrades like drapes are suggested and can be easily added.



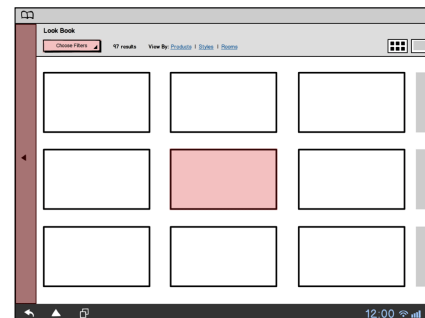
4.8 Confirmation upgrade option has been added.



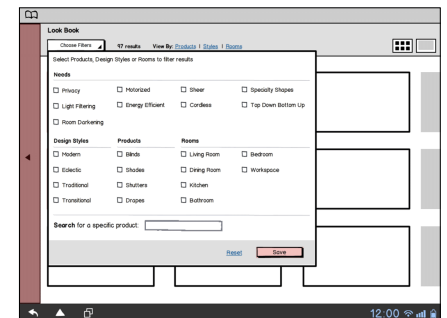
4.9 Summary of options for that window, with CTA to Save.



4.10 Confirmation that window and options have been saved.

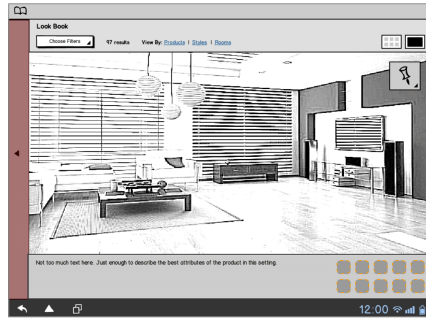


5.0 Look Book (Houzz.com style) viewable from top-right navigation.



5.1 Similar filter overlay for the Look Book as in the Inspire tab.

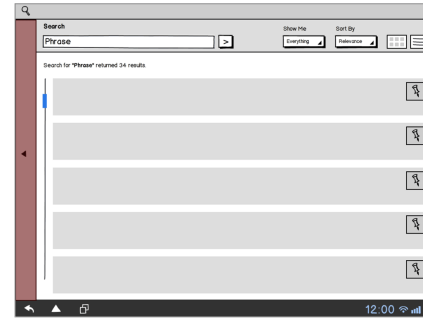
Prototype Screens (4 of 4)



5.2 Detailed view of a particular Look.



5.3 Basic Search function in the Look Book.



5.4 Search Results.