

HauteLook iOS App (iPhone + iPad)

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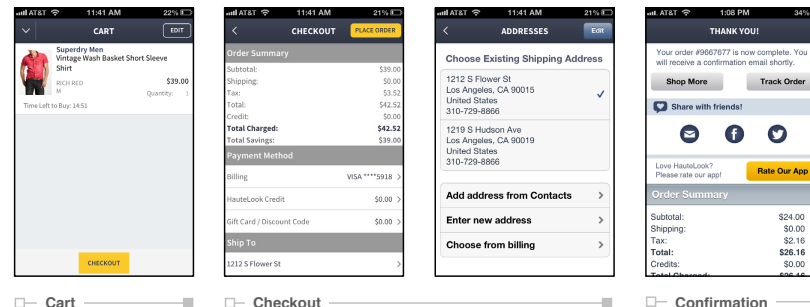
Cart, Checkout & Confirmation: iPhone

The Challenge

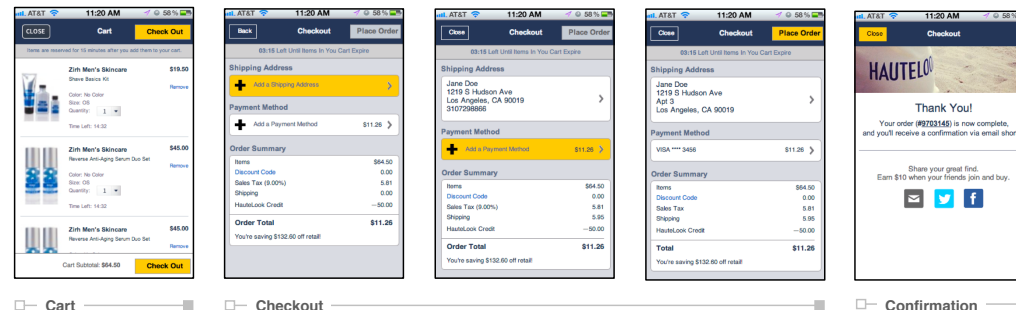
As of March 2013, overall sales for HauteLook through the iOS app were surpassing 35% of overall sales. The existing "Cart, Checkout and Confirmation" flow not only looked dated, but was also wrought with quite a few usability issues (and technical bugs). This specific flow is something no company ever wants to break, so it was critical to get it right.

The result was a more streamlined experience that was noticeably better. As of March 2014, it had proven to be solid, with sales through the app, having accounted for 60% and higher of overall sales.

Old Experience



New Experience



Please Note: These are a sampling of screens from each respective workflow; not all steps and states are represented here. Most states were rendered as a wireframe using Axure RP.

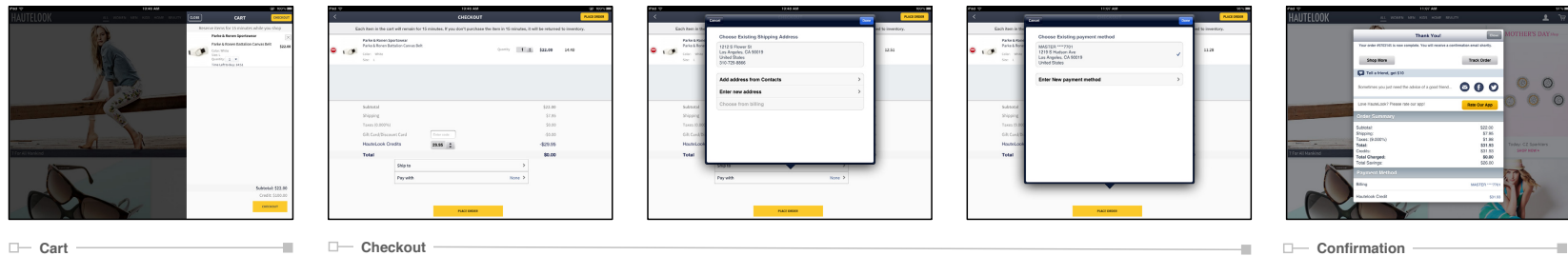
Compiled by Grant Houston

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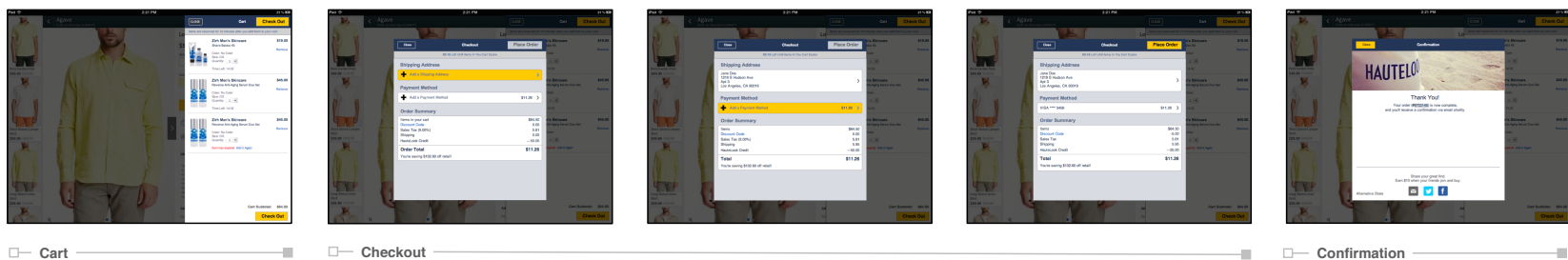
Cart, Checkout & Confirmation: iPad

Old Experience



New Experience

As we were designing the new experience for iPhone, we were also mindful of how it could be easily adapted to the iPad.



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My Account: iPad

The Challenge

My Account—on both the iOS app and desktop site—left a lot to be desired.

Most prominently, Order History was an incredibly poor experience for Members (both to check order status, and also to initiate returns). To find a specific item, Members had to read through line items of text, and even then weren't always certain they had picked the right one.

I decided that images would be much better suited for representing orders (taking inspiration from Amazon and Apple).

Further, the navigation within My Account was extraneous and somewhat bloated. So I reorganized the sections and changed their nomenclature to be more sensible for Members.

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Old Experience

My Orders	
Current Orders (last 30 days)	
Account - Image Gallery - Orders - Shipping Addresses - Payment Methods - Profile - Notifications - Wishes - Tell a Friend, Get \$10 - Share This App - My Invites - About - About HauteLook - Member Care - Please Rate Our App - Privacy Policy - Terms	Current Orders U.I. Classics Order Date: 11/11/13 Order ID: 8020202 \$10.00 HauteLook Order Date: 11/11/13 Order ID: 8020202 \$40.00 Mari's Essentials Shop Order Date: 11/11/13 Order ID: 8020202 \$30.00 Andrew Mac Footwear Order Date: 11/11/13 Order ID: 8020202 \$144.00 Moncler Order Date: 11/11/13 Order ID: 8020202 \$80.00 K-Ray Design & Outwear Order Date: 11/11/13 Order ID: 8020202 \$34.00 Order History Shirley Bennett Order Date: 11/11/13 Order ID: 8020202 \$80.00 Henry Ferrera Kite Order Date: 11/11/13 Order ID: 8020202 \$14.00

New Experience

My Orders	
Current Orders (last 30 days)	
Account - Image Gallery - Profile Information - Shipping Addresses - Payment Methods - Wishes - App Preferences - Member Care - Please Rate Our App	Current Orders U.I. Classics Order Date: 11/11/13 Order ID: 8020202 \$10.00 HauteLook Order Date: 11/11/13 Order ID: 8020202 \$40.00 Mari's Essentials Shop Order Date: 11/11/13 Order ID: 8020202 \$30.00 Andrew Mac Footwear Order Date: 11/11/13 Order ID: 8020202 \$144.00 Moncler Order Date: 11/11/13 Order ID: 8020202 \$80.00 K-Ray Design & Outwear Order Date: 11/11/13 Order ID: 8020202 \$34.00 Order History Shirley Bennett Order Date: 11/11/13 Order ID: 8020202 \$80.00 Henry Ferrera Kite Order Date: 11/11/13 Order ID: 8020202 \$14.00

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My Account: iPhone

New Experience

As I was designing the new experience for iPad, I had to be mindful of how it could be easily adapted to the iPhone.

