Oak + Thread

Website Design

Megan, Rio, Grady, Beto & Lauren

Oak + Thread

" Trendy, high-quality furniture at an affordable price. "

The Problem

❖ Lengthy checkout process

❖ Required to sign in just to browse

550+ survey respondents & **6** interviews

The Solution

❖ Streamlining search and filters

❖ Simplifying the sign up, login, and checkout processes

*"We will construct an e-commerce website with a strong focus on **product characteristics, pictures and a straightforward checkout process** that will help customers better visualize the furniture in their home and quickly and seamlessly flow through the checkout process."*

The Solution

❖ We sat users in front of a blank browser window and told them they wanted to buy a new end table for their living room. **We observed their behaviors and asked them questions while they shopped.**

❖ We synthesized the data we gathered from our interviews, survey, and field observations and developed a hypothesis:

Streamlining search, filters, as well as simplifying the sign up, login, and checkout processes for consumers looking to purchase furniture, will motivate more users to buy furniture from Oak & Thread's online store.

KAREN

Early 40's | Real Estate Agent | Married | 3 Kids

Wants more time to enjoy family

Reads and writes product reviews frequently

Not a lot of time to waste

72% Of respondents said they would **shop for furniture** online

52% Of respondents say they purchase furniture online with a **laptop, desktop or tablet**

#1 Respondents said they care most about the **quality** of their furniture, which they read about in reviews

Continue Shopping

Home

Search for a product

Select desired product

Add to shopping cart or add to favorites

Shopping Cart

Go to cart or Continue Shopping

View shopping cart

Checkout

Add to favorites

HOW MIGHT WE DESIGN THE PRODUCT PAGE TO SHOWCASE OUR MODERN FURNITURE? WHAT FILTERS SHOULD WE INCORPORATE?

DO WE USE A MODAL FOR ADDING ITEMS TO CART? HOW DO WE SHOW WHEN A FAVORITE IS ADDED?

Login or Sign Up

Checkout

Login or Sign up

Login

Email

Password

Sign Up

Name

Email

Create Password

Confirm Password

Verification Questions Set Up

Add Design Style Favorites

DO WE REALLY NEED VERIFICATION QUESTIONS FROM USERS TO SIGN UP TO BUY FURNITURE?

HOW MUCH INFO DO WE NEED DURING LOGIN? WHY?

Checkout

Add Shipping Address → **Choose shipping method** → **Shipping address same address as billing?**

— No → **Add Billing Address**

Shipping address same address as billing? — Yes ↓

Select form of payment & add payment details

→ Fix Error

Click pay

↓

Error — Yes → **Go back to payment**

Error — No ↓

Confirmation Page

How do we code a progress bar? Can we build the one we designed?

How should we display and code out errors that happen?

miro

Search Bar
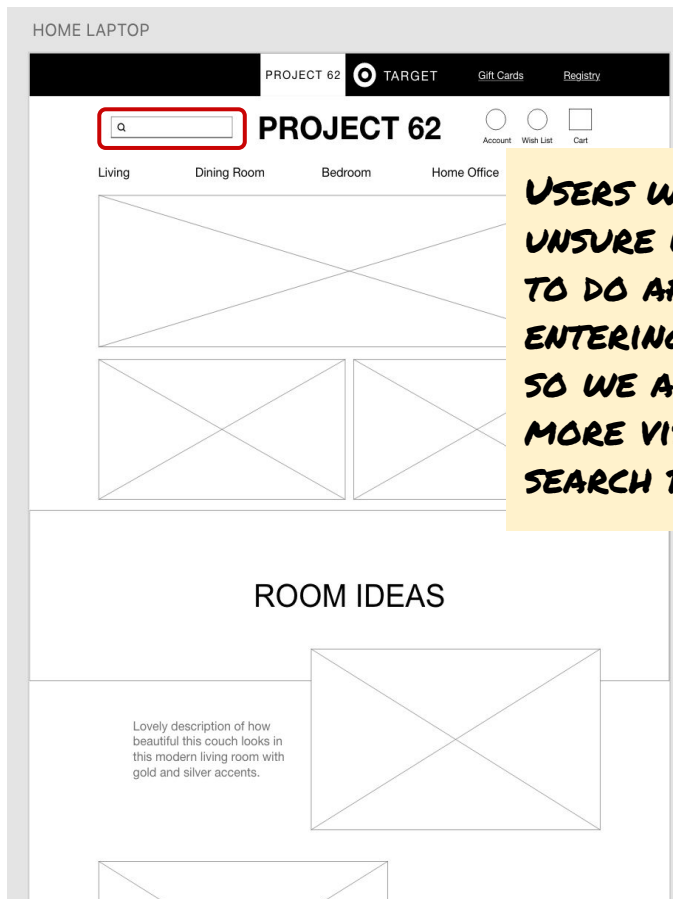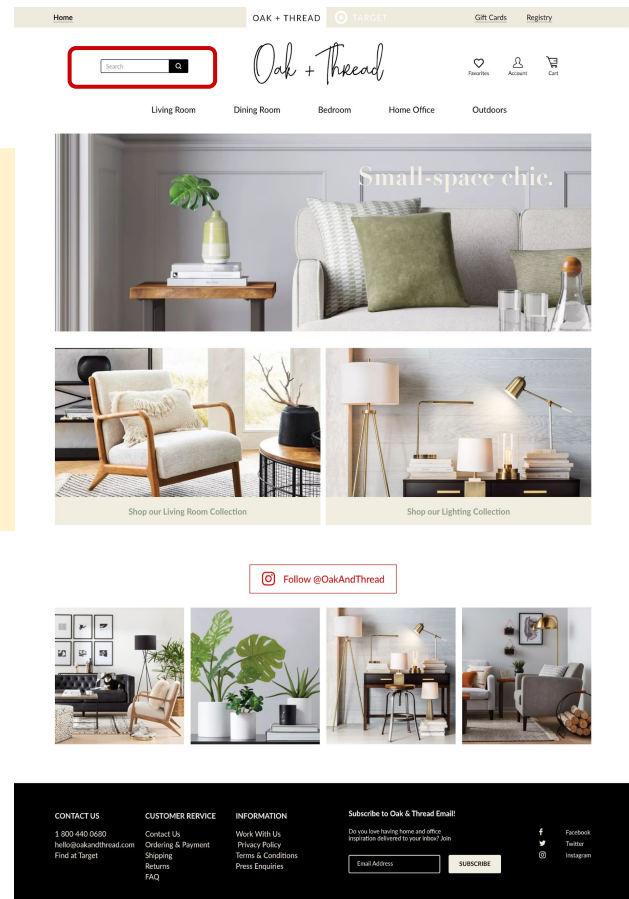
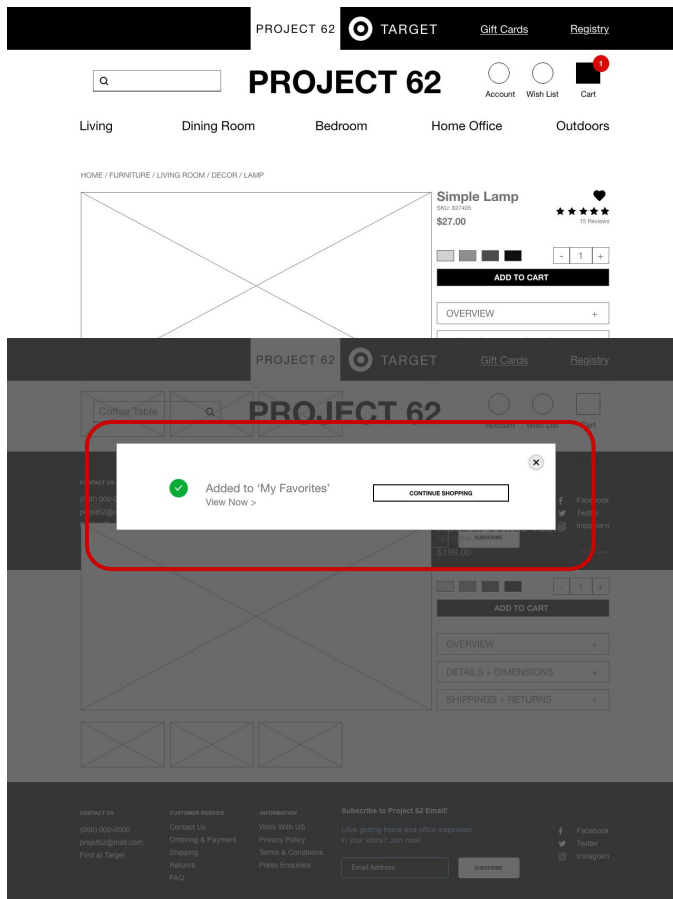HOME LAPTOP

PROJECT 62 · TARGET   Gift Cards   Registry

PROJECT 62

Account   Wish List   Cart

Living   Dining Room   Bedroom   Home Office

ROOM IDEAS

Lovely description of how beautiful this couch looks in this modern living room with gold and silver accents.
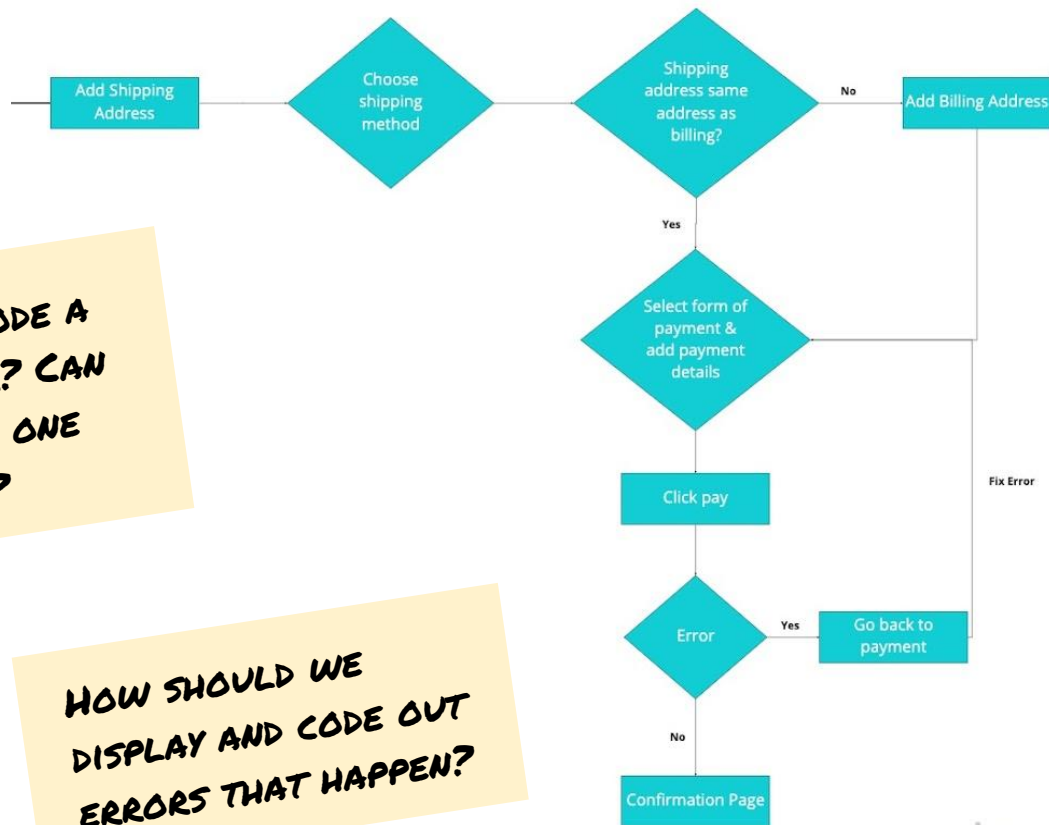
Users were unsure what to do after entering text, so we added a more visible search button

Home

OAK + THREAD   TARGET   Gift Cards   Registry

Oak + Thread

Favorites   Account   Cart

Living Room   Dining Room   Bedroom   Home Office   Outdoors

Small-space chic.

Shop our Living Room Collection   Shop our Lighting Collection

Follow @OakAndThread

CONTACT US
1 800 440 0680
hello@oakandthread.com
Find at Target

CUSTOMER REVICE
Contact Us
Ordering & Payment
Shipping
Returns
FAQ

INFORMATION
Work With Us
Privacy Policy
Terms & Conditions
Press Enquiries

Subscribe to Oak & Thread Email!
Do you love having home and office inspiration delivered to your inbox? Join

Email Address   SUBSCRIBE

Facebook
Twitter
Instagram

Add to Favorites

PROJECT 62 · TARGET · Gift Cards · Registry

PROJECT 62

Account · Wish List · Cart · 1

Living · Dining Room · Bedroom · Home Office · Outdoors

HOME / FURNITURE / LIVING ROOM / DECOR / LAMP

Simple Lamp
SKU: 827405
$27.00
★★★★★ 15 Reviews

ADD TO CART

OVERVIEW

✓ Added to 'My Favorites'
View Now >

CONTINUE SHOPPING

OAK + THREAD · TARGET · Gift Cards · Registry

Oak + Thread

Favorites · Account · Cart

Living Room · Dining Room · Bedroom · Home Office · Outdoors

HOME / LIVING ROOM / FURNITURE / NATURAL COFFEE TABLE

Natural Coffee Table
SKU: 592741
★★★★★ 17 Reviews
$159.00

ADD TO CART

OVERVIEW
DETAILS + DIMENSIONS
SHIPPING + RETURNS

CONTACT US
1 800 440 0680
hello@oakandthread.com
Find at Target

CUSTOMER RERVICE
Contact Us
Ordering & Payment
Shipping
Returns
FAQ

INFORMATION
Work With Us
Privacy Policy
Terms & Conditions
Press Enquiries

Subscribe to Oak & Thread Email!
Do you love having home and office inspiration delivered to your inbox? Join

Email Address   SUBSCRIBE

Facebook
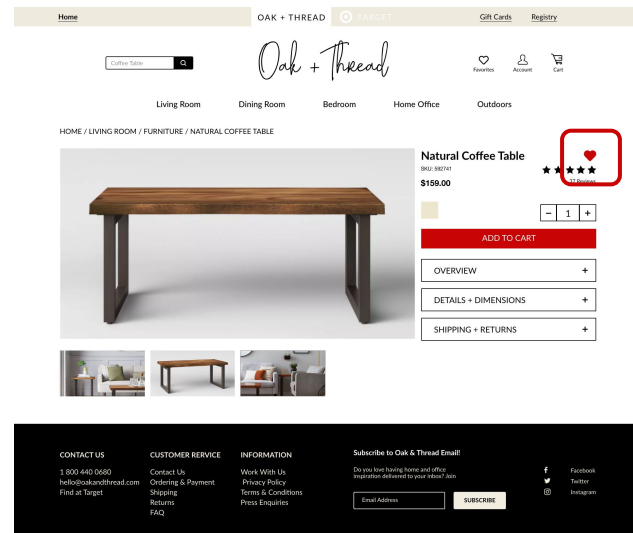Twitter
Instagram

Users did not want to see a modal, but instead, a heart animate when adding a "favorite" item

Checkout Error

PROJECT 62   TARGET   Gift Cards   Registry

PROJECT 62

Living   Outdoors

Oh no! We weren't able to process your order at the moment.

Please carefully review your payment and shipping details here and try again.

Cart   Product Search   Payment Info

John Doe   CARDHOLDER NAME

1234 - 5678 - 3459 - 2456   CARD NUMBER

05 / 21   EXPIRE DATE

123

☑ Same as shipping address

PLACE ORDER

Returns & Exchange Poli

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Home

Oak + Thread

Favorites   Account   Cart

Living Room   Dining Room   Bedroom   Home Office   Outdoors

Cart — Information — Shipping — Payment — Confirmation

☐ Same as Shipping Address

Type of Address
Personal

First Name
Jane

Last Name
Smith

Street Address
1234 Fake St

City
Austin

Zip Code
787033 ✕

Enter Card Details

Card Number
1234 5678 9012 4567

Card Number Name

CHECKOUT SUMMARY

Price (3 items) $538.98

Delivery Charge $24.99
Flat Rate Shipping Cost

Sales Tax $48.51

Total Price   **$612.48**

CHECKOUT

Subscribe to Oak & Thread Email!

Do you love home and office inspiration delivered to your inbox? Join.

Email Address   SUBSCRIBE

Facebook   Twitter   Instagram

Users liked the clear call to action button that tells them where the error is, without having to "leave the page"

Style Guide

COLOR PALETTE - Accessible

White	Tan	Target Red	Olive	Black
Hex	Hex	Hex	Hex	Hex
#FFFFFF	#EFEADE	#C90404	#6E796C	#000000
R 255	R 239	R 204	R 110	R 0
G 255	G 234	G 0	G 121	G 0
B 255	B 222	B 0	B 108	B 0

TYPOGRAPHY

Desktop
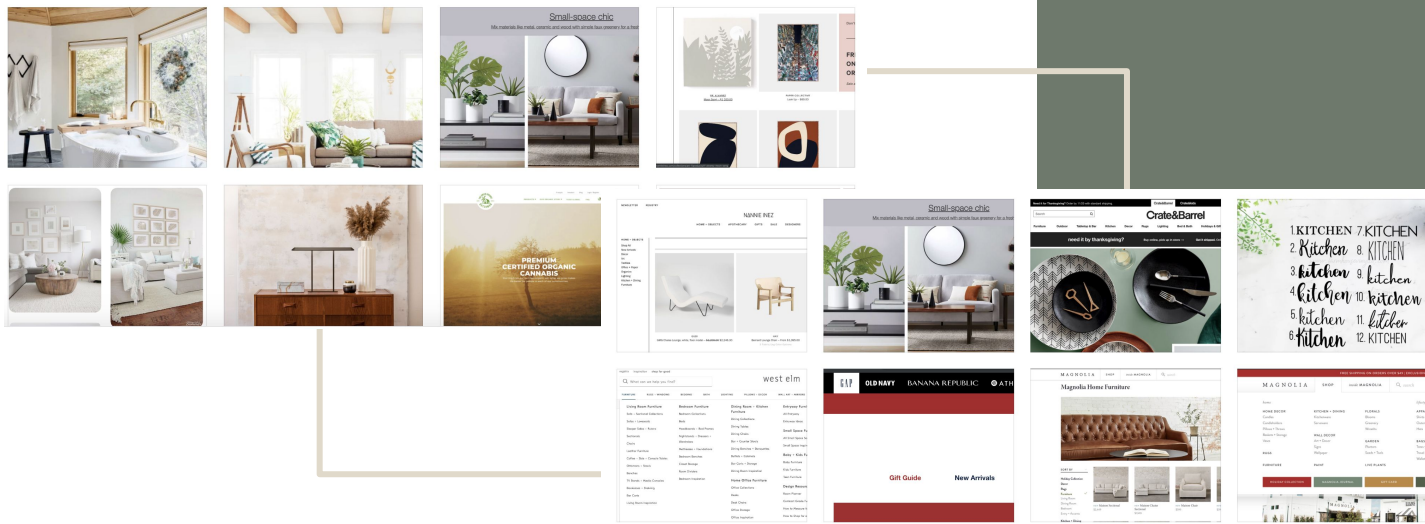
H1
75px Didot

H2
60PX Lato

H3
25px Lato

H4
22px (NavBar only) Lato

H5
19PX (Hyperlink8) Lato

Body1
14px Lato

Body2
14px Bold Lato

Mobile

H1
40px Bold Didot

H2
30px Lato

H3
22px Lato

H4
20px Lato

H5
18px Lato

MOOD BOARD

Inspiration from Target itself and one of their furniture lines.

[XD Design]

[Coded Design]

Coding

❖ Platforms used:

- Bootstrap components and grid

- Github & Visual Studio Code

❖ Design on XD vs coding the design in real life

❖ Task flow

I wrote an article here: Medium – reflections from my first design projects coded out.

Future Development

- ❖ Mobile optimization
- ❖ Menu navigation - further testing
- ❖ AR possibilities
- ❖ Higher quality photos

How can we show what the furniture looks like in people's homes, so that they do not have to come into the store?

Questions?

Reach out! Meganjgloetzner@gmail.com