



# **zumiez**

## **MOBILE EXPERIENCE**

Camila Araya, Paige Gibson, Ian Gundry, Phil Larsen, Leah McQueen, Sonny Nguyen, Brittany O'Barr, Hayden Shaum, Holly Twitchell

**DIRECTION**

# THE PROBLEM AND TASK

A few representatives from Zumiez approached us with a design dilemma and asked if we could develop some solutions within three weeks time. They explained that they currently do not have a mobile responsive site based on prior feedback from their customers and asked if we could design a resolution.

There were clear themes that stood out about who they were and their brand elements. Here are some key points:

- Zumiez tries to create the atmosphere of a “small” store giving customers the feeling that it is “their” store, with a more personalized touch, depending on the location.
- The company wants to be relevant to teens. They want teens to have a place where they can hang out. There are two separate audiences: teens and their parents/guardians.
- They try to make their inventory unique by having their own brands along with getting rid of items when they become too popular.
- They do not advertise through other sources, it is usually through word of mouth, instagram and events. They like being bold and different.

## THE TASK WE WERE GIVEN BY ZUMIEZ:

What can be done to have Google stay off their back about not having a mobile site? Does that mean creating a mobile site or app? If so, how might they go about creating a mobile site that parents and teens will actually use and come back to, while also being innovative and keeping with the Zumiez vibe?



# CULTURE

After meeting with the rest of the class and discussing our group direction, we broke down what we really wanted to do and how we were going to accomplish it. From our discussion, these are the notes we took:

The mobile version of the Zumiez app had a design similar to many other mobile apps, so much so that the Zumiez culture was lost. It lacked the organised chaos of the brick and mortar storefronts.

What role do the teens want their phones to play in their lives? Skate videos, Snapchat, Instagram, Vines.

Zumiez's targeted generation tend to use their mobile phones while physically moving, during commercial breaks, during periods of boredom, in the restrooms, when receiving notifications, to access social media, streaming YouTube videos or Netflix videos. They often avoid anything that requires logging in. They don't like using up their precious time. "They don't want to eat vegetables, they just want to play."

Things we found that were really interesting to their age group:

- Newsfeeds. photos and videos, updates, new art, new information.
- Snapchat discoveries - scroll up videos or photos with featured users and products.
- Music videos featuring famous skaters or pro rider, locations, events, etc.
- Best of Instagram #
- The Berric's Deals - skateboarding custom decks, with a limited number and time offers
- Branding Bubbles
- Best underground from trending
- Mobile site is targeted to the kids and always have been.
- Potentially ables users to connect with Facebook, Instagram, or Twitter.
- Zumiez have mainstream brands not mainstream products
- Amazon stylized deals - time limited stocked items or boxes



# GOOGLE

One of the main reasons that Zumiez approached us for this project is that Google now requires sites to have mobile capability. With this in mind, we researched what Google expects in a mobile experience. We conveniently came across one of Google's sites that explained the mobile requirements. The following is what we found.


Google wants websites to be mobile-friendly, otherwise they will be penalized in search results—specifically on mobile devices. The desktop traffic of the site will not be affected.

Some things that are specifically recommended by Google are responsive sites and sites with a single URL that do not require a redirect.

The main objective is to create something that allows ease of use for the common objectives of visitors to the site. This is especially important for ecommerce pages that are trying to make money.

Google Developers

Mobile GuideGet StartedDocumentation▼Mobile-Friendly Test

Mobile-Friendly Test 

ANALYZE

Not mobile-friendly

Page appears not mobile-friendly

✗ Text too small to read

✗ Mobile viewport not set

✗ Links too close together

This page may appear not mobile-friendly because the robots.txt file may block Googlebot from loading some of the page's resources. [Learn how to unblock resources for Googlebot.](#)


If you've made sure Googlebot is not blocked, you can see [Pagespeed Insights](#) for more details on detected issues. [Learn more about the differences between the two tests.](#)

How Googlebot sees this page

This page uses 2 resources which are blocked by robots.txt.

Does this screenshot look incorrect? [Learn how to let Googlebot view the page correctly.](#)

[Show resources](#)



Make this page mobile-friendly

This page appears to use Magento. To learn how to make this page mobile-friendly, use our technical guide for Magento, or share the guide with your web developer.

Next

[I do not use Magento.](#)

Do you use Google Search Console?

See how many of your pages are mobile-friendly by signing into your [Search Console](#) account.

Give feedback

Encountered an issue with the test? Comments or questions about the results? Post to our [discussion](#) group.

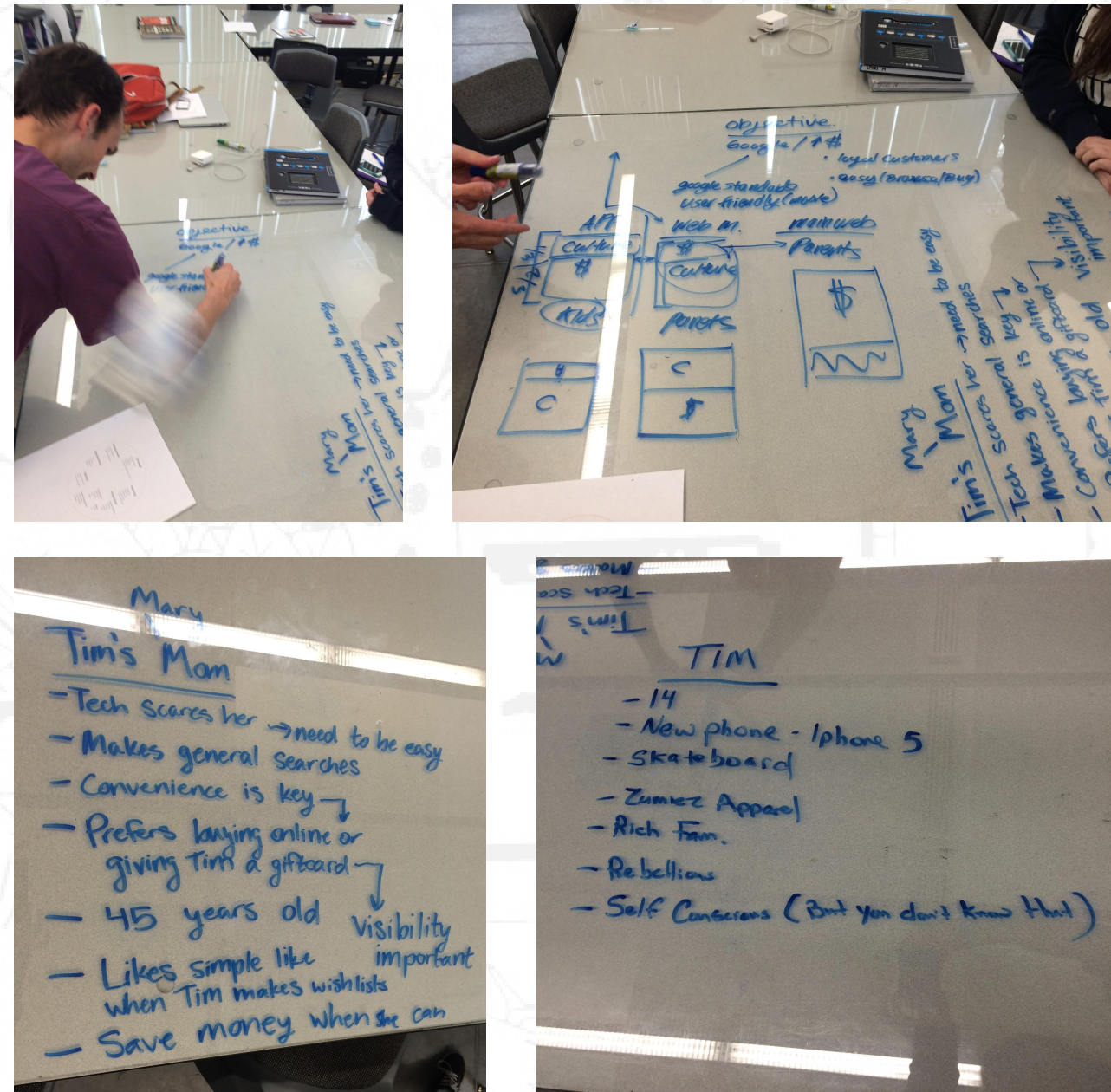
*This website shows if a site meets mobile requirements. Testing Zumiez site, we see that its text is too small, there are no viewports programmed into the site, and links are too close together for people to push easily on mobile.*

# DEFINING THE PROBLEM

We took all the information Zumiez gave us and boiled down the problem to two main ideas: Zumiez wanted a solution (whether it was an app or a mobile site) that would ultimately increase revenue and comply with Google's standards.

As a group, we also defined our personas (Tim and his mom) so we could think more specifically about their needs as they shop at Zumiez on their mobile device.

Completing this thought process was incredibly beneficial because we needed to strip all the excess information away and figure out the core things we would focus on. As we continued to work on our project over the next few weeks, we were able to tie everything we did back to these two main problems: increasing revenue and meeting Google's standards.



Brainstorming session where we discussed the root of the problem.

# THE GAME PLAN



# THE TEAM

Our team had done quite a bit of research before coming together and we found it to be very beneficial as we collaborated throughout this whole project. We came together to work on a solution because we knew that the end product would be more successful rather than completing the project on our own.

There were three sections that we split up into so there would be no confusion as to who was doing what. Hayden, Paige, Brittany, and Sonny worked on the video team. Holly, Leah, and Ian worked on the storefront design. Phil and Camila designed the enhanced navigation part of our solution.



*Left to right: Ian Gundry, Phil Larsen, Holly Twitchell, Leah McQueen, Brittany O'Barr, Camila Araya, Paige Gibson, Hayden Shaum, Sonny Nguyen*

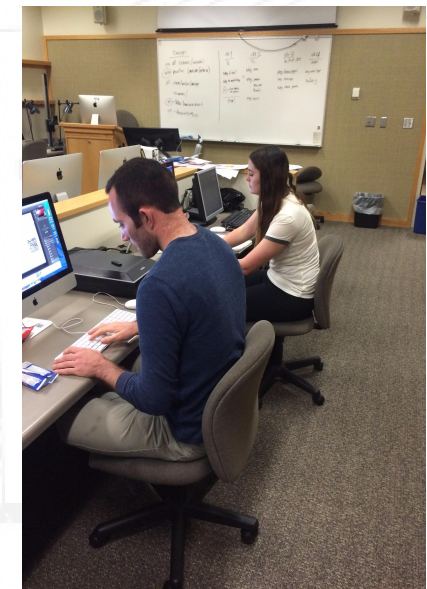
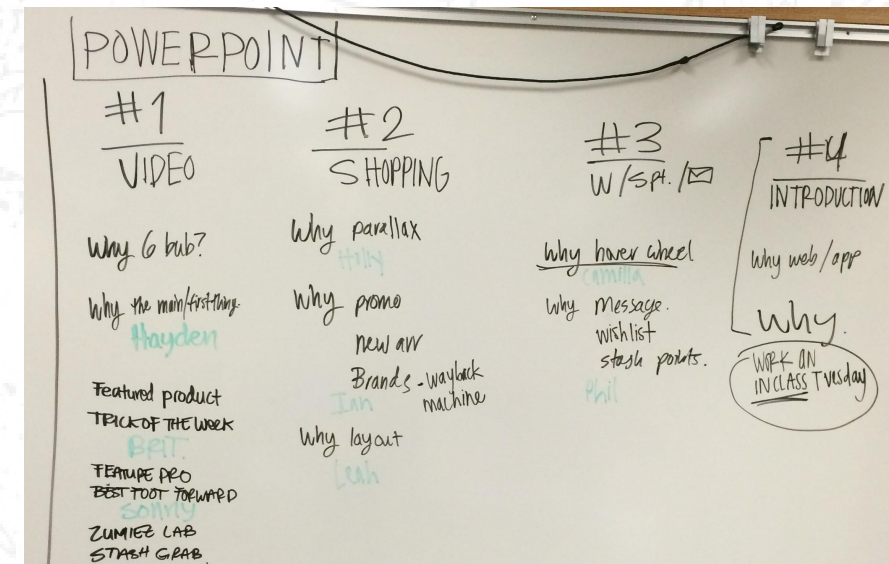
# THREE SECTIONS

As our group was organized we soon realized that it was bigger than what we anticipated. Considering we came from different groups previously which had different focuses, we decided to split the tasks.

We divided our group into three sub-groups that were: storefront, videos, and enhanced navigation. The objective for this division was to have a more effective team and to optimize the time of each member, that way every individual would be truly engaged in the working process.

Now we are going to proceed to explain each sub-group: the store group was in charge of the front page shopping experience and how it worked, striving to understand Zumiez culture and its relationship with the colors and patterns the brand uses in its different platforms. We developed a design based on these ideas, using promos and discounts on the layout. The culture group wanted to engage the teen through quick videos and at the same time makes Zumiez looks small and unique. The enhanced navigation group worked to develop a functional multitask wheel with message, wish list and information buttons, as well as the ability to view a product without needing to leave the page.

The pictures displayed at the right are examples of how the group divided tasks and how we had group meetings outside of class hours.



*Top: We broke down the sections and questions we wanted to answer in them.*

*Bottom: We are working in our smaller groups.*

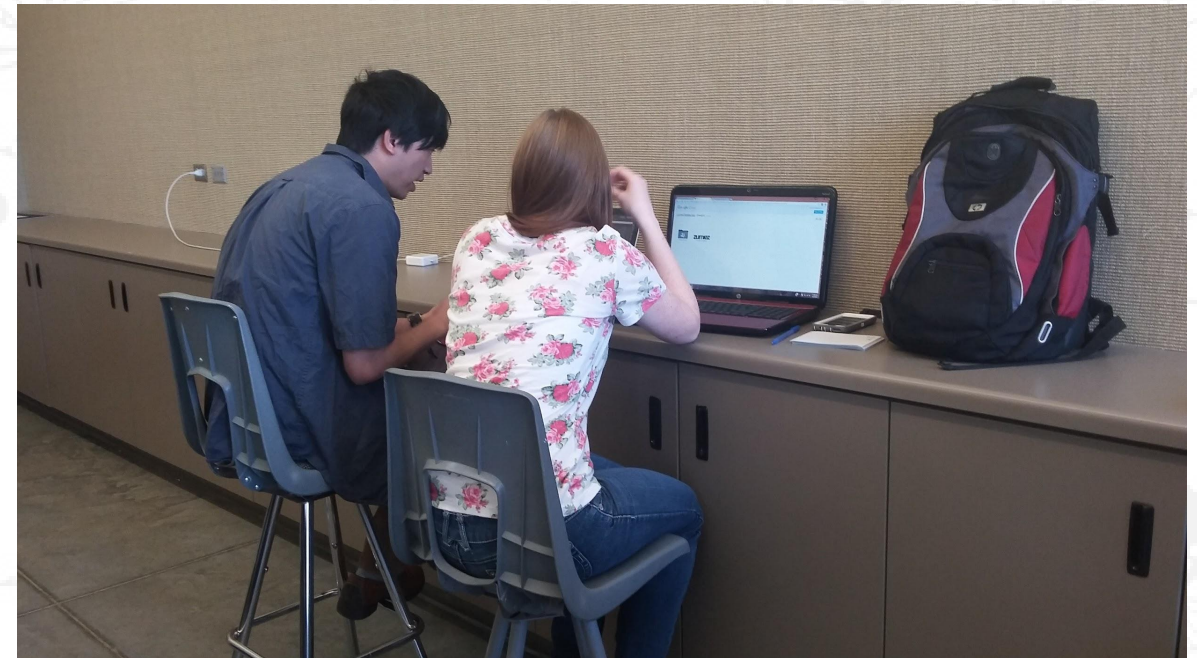


# 1 VIDEO

The goal of the video team was to create an environment that users would want to come back to again and again using Snapchat as an inspiration.

As a team we started out brainstorming ideas for the main bubbles (videos) that would be displayed on the mobile site. Based upon our research and user testing we agreed upon a solid six that we believe is the right way to take Zumiez mobile. The six videos displayed are Local Trick of the Week (LTofTW), Featured Pro, Item of the Week (ITEM OTW), Best Foot Forward (or any other live videos streaming from a Zumiez event), Stash Grab, and Zumiez Lab.

Once we had finalized the main ideas, then we could move forward from there.



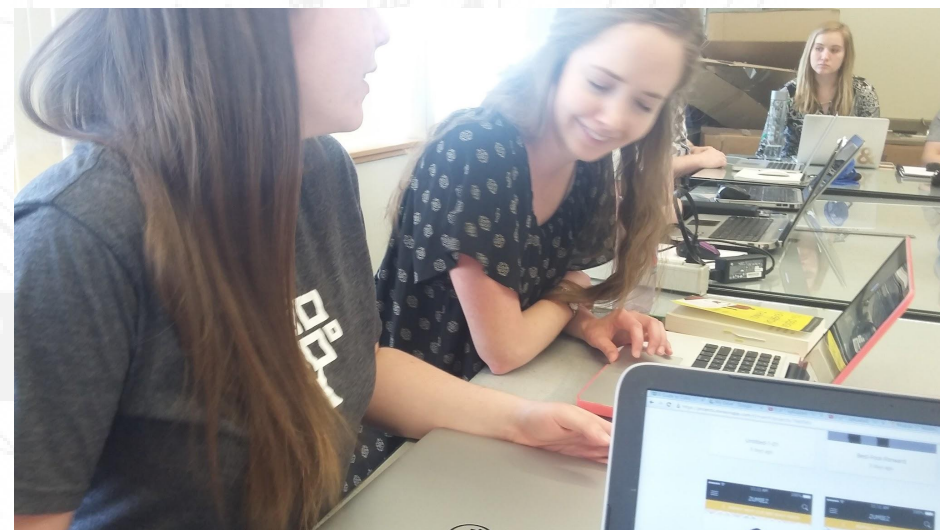
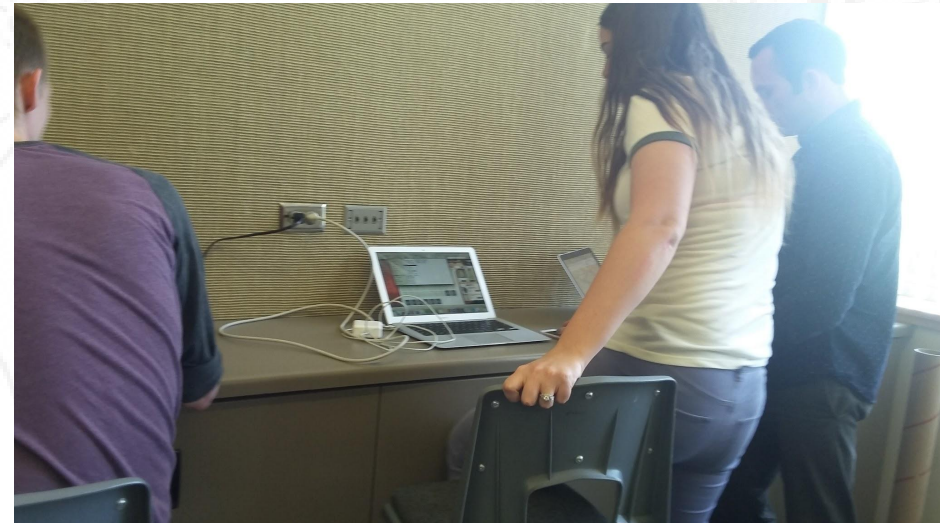
*Sonny and Paige working on the video icons.*

# 2 STOREFRONT

The storefront team was tasked with creating a shopping experience that was simple to use for both the Zumiez kids and their parents, while still maintaining the Zumiez look and feel that had been incorporated into the rest of the site.

After researching many past Zumiez website designs, we noticed a few trends. First, they almost all gave a prominent spot to the brands that Zumiez carries. Second, each design included some kind of promotion or sale. Third, they all featured new products prominently at the top of the site. We also wanted to incorporate something unique compared to Zumiez competitors and looked into parallaxing their homepage.

With this information in mind, we decided to focus on these three categories for the home screen.



*Top: Phil, Brittany, and Ian working together on creating gifs for the movie section.*

*Bottom: Leah and Holly brainstorming ideas for the layout of the storefront*



# 3 ENHANCED NAVIGATION

The enhanced navigation team's main goal was to work on developing a navigation feature that would enhance the shopping experience.

Through researching other successful examples, it was concluded that using a pop up wheel as part of the menu was the best solution. Customers would be able to use the interface in unobtrusive ways. The idea was to add smoothness to the experience and make it easier to the navigation.

We divided our work by the wish list, message and information buttons. We changed the icons many times based of usability testing and better design. We designed the details of the product page; we wanted to keep the style that Zumiez is currently displaying information in other platforms. Our main goal here was to add a page of information over the product without leaving the page. We also designed the message page where teens could send their parents a message or email of their wish list.

We researched and tested all of our features to ensure that the three we included were ones that people would understand and feel comfortable using.



*The design team working during one of many group meetings.*

**RESEARCH**

# RESEARCH

---

## MARKET COMPETITION

**Tilly's** - an American retail clothing company that sells action sports-branded clothing, accessories, shoes, and equipment.

**PacSun** - is a United States-based retail clothing brand rooted in the youth oriented culture and lifestyle of California.

**Quiksilver** - is an American retail sporting company, founded and based in Huntington Beach, California and one of the world's largest manufacturers of surfwear and other boardsport-related equipment.

**Vans** - a company whose brand is active in the actions sports industry and sponsors skateboard, surf, snow, BMX, and motocross teams.

**Active Ride** - locations for the best selection of men's and youth footwear, apparel and skate goods.

**Hot Topic** - is an American retail chain specializing in alternative culture-related clothing and accessories, as well as licensed music.

**TILLY'S**  
CLOTHING • SHOES • ACCESSORIES

**PACSUN**<sup>®</sup>

  
**QUIKSILVER**

**VANS**<sup>®</sup>

**HOT TOPIC**<sup>®</sup>



# INSPIRATION

The image on the left was one example that we all really liked and felt had quite a few elements that portrayed the Zumiez culture well. The image shows a website that combines headers, body copy, images, and patterns in a visually appealing way.

After finding this image, we looked for a pattern that was simple enough that we could incorporate into our design. We also loved the somewhat chaotic placement of the patterns, illustrations, and brownies and wanted to replicate something similar.

At first, we googled lots of images and textures and random things (like fish and skulls shown on the right) to put in the design but it was only the beginning...



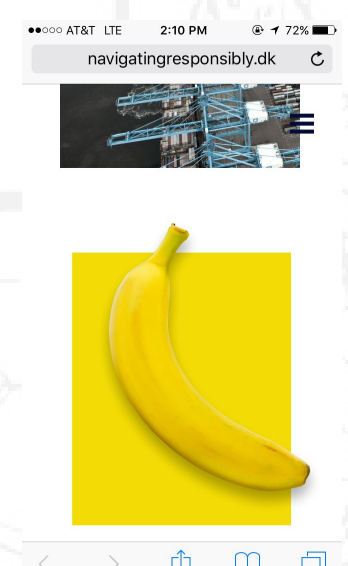
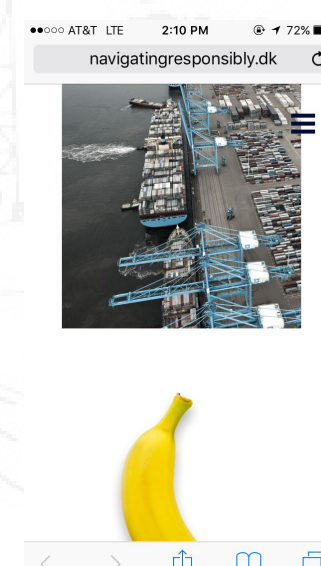
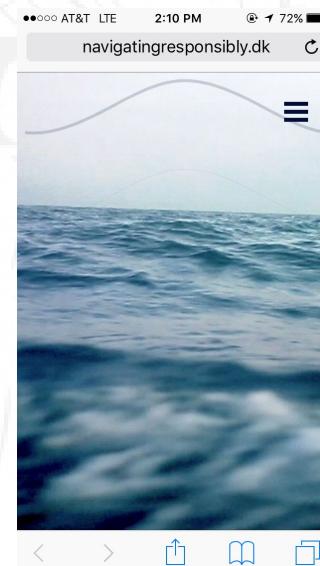


# PARALLAXING

We looked at many parallaxing mobile sites and found two that were excellent examples of what we wanted to resemble. They had just a few elements that moved as you scrolled down and we knew that the simplicity of the movement would reduce the loading size.

<https://www.epicurrence.com/> was one site that showcased how photos overlapped and then moved slightly as you scroll. On top of that, the text and icons also slightly move, but allow the content to be easily readable.

<http://www.navigatingresponsibly.dk/> was another website where simple parallaxing features enlightened us as to what we could do with our design. As you scroll, the bars disappear but the design of the disappearance looks and feels like the brand. Later on in the website, they feature items (like the banana shown here) and as you scroll, a simple background color appears behind it.



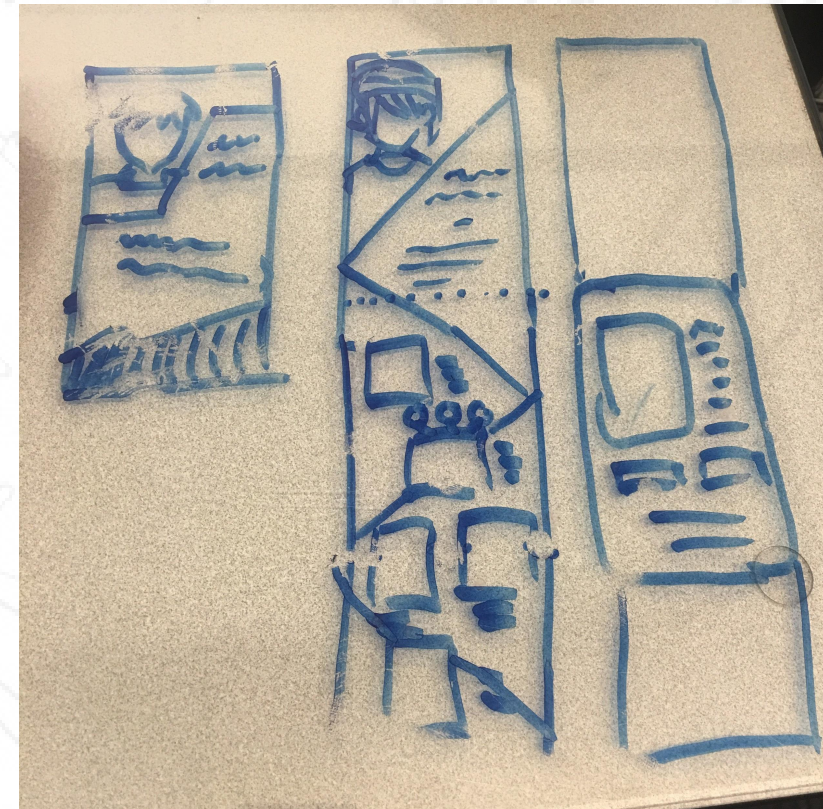
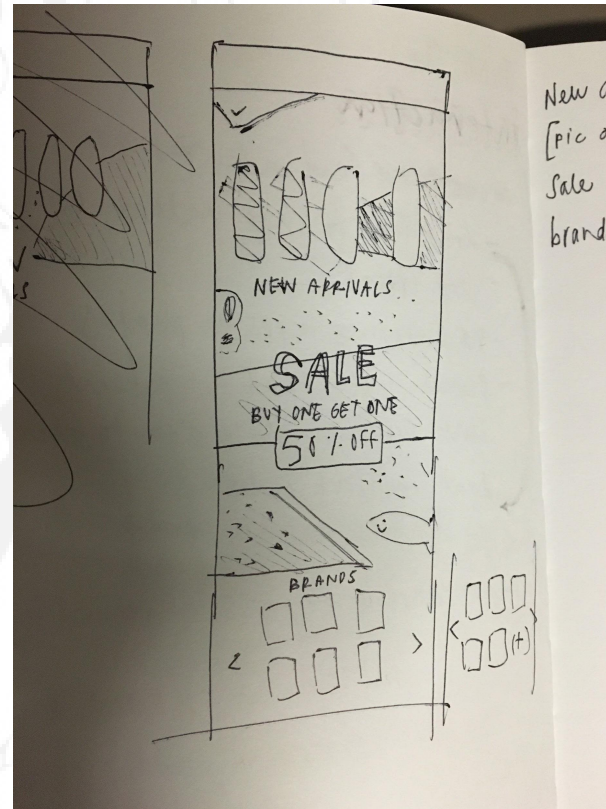
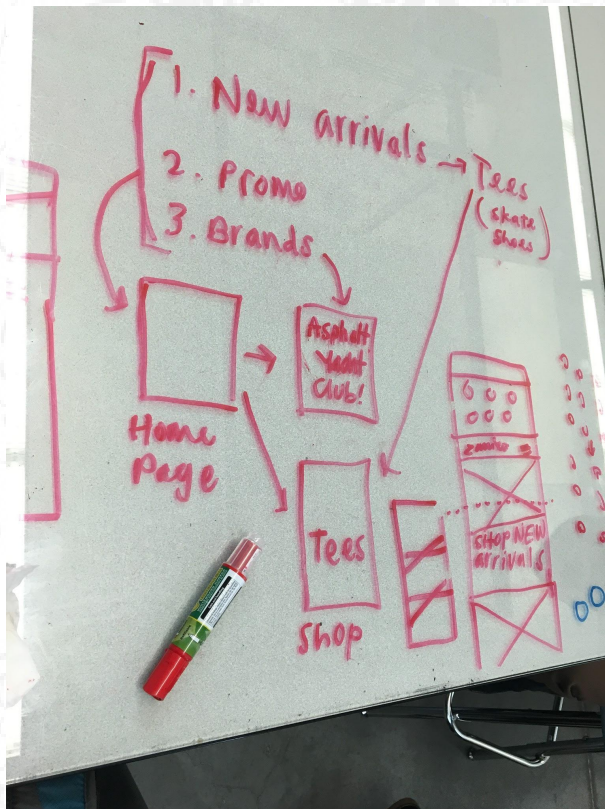
**SKETCHES**



# SKETCHES

Instead of having everyone create their own sketches on paper, we chose to sketch the wireframes on the glass tables in the classroom allowing us to make changes a lot easier based on group comments and decisions that were made.

It wasn't until we had a set layout on the tables that we chose to create a single paper prototype that we would then all take individually to complete usability tests. This allowed faster edit time once usability tests were completed, because we didn't have to go back and collaborate each of our individual sketch versions of the app.



Expo Marker table sketches of our initial layout design for each section of the problems we were working on.

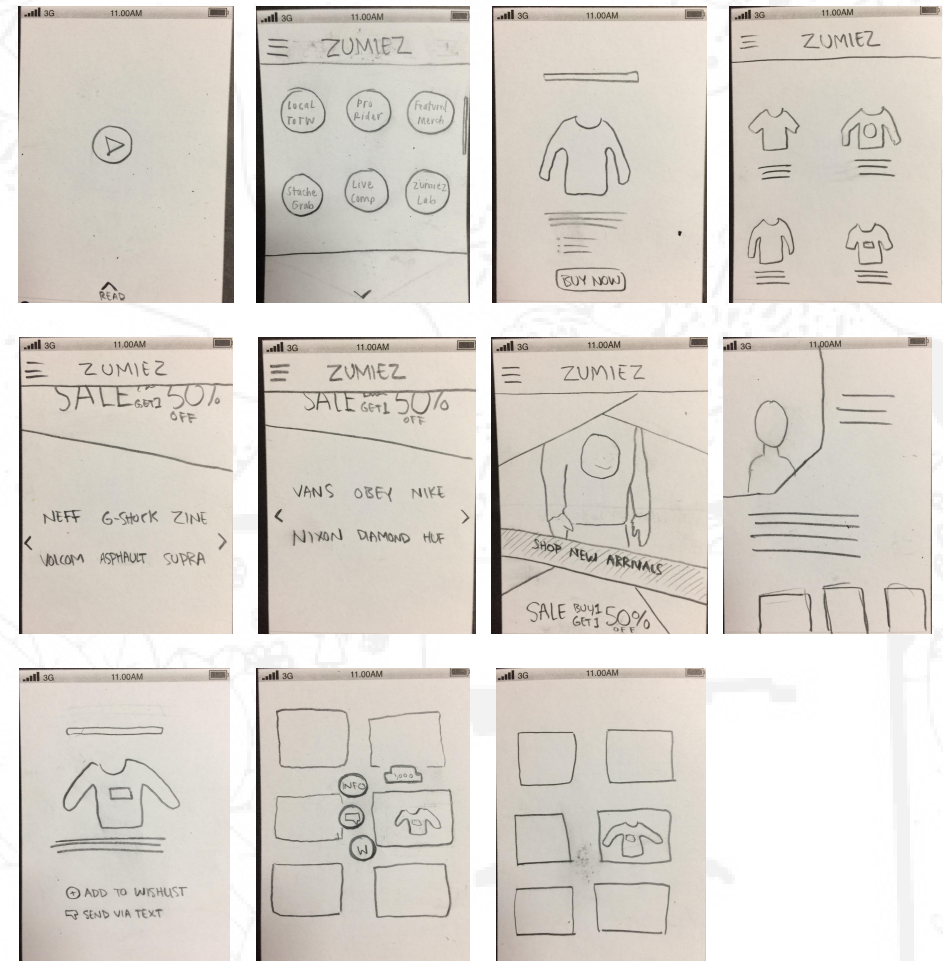
**PROTOTYPES**



# PAPER PROTOTYPES

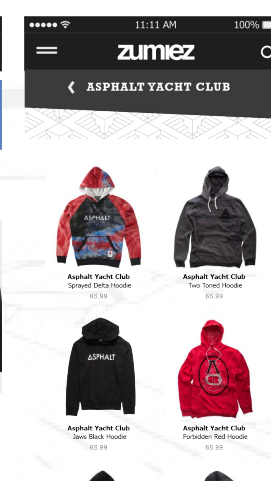
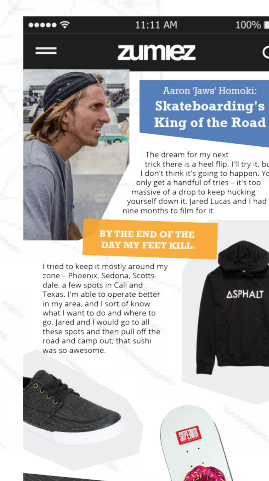
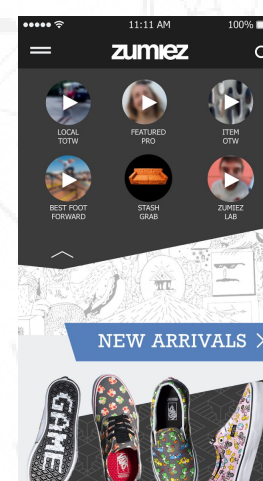
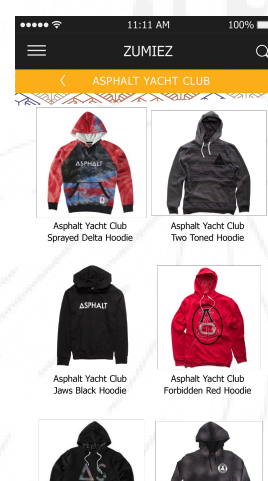
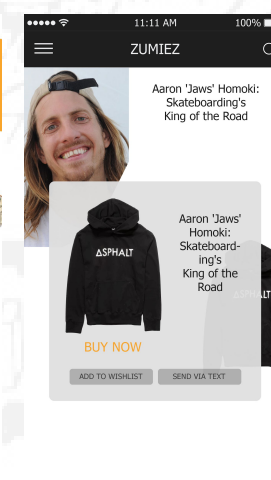
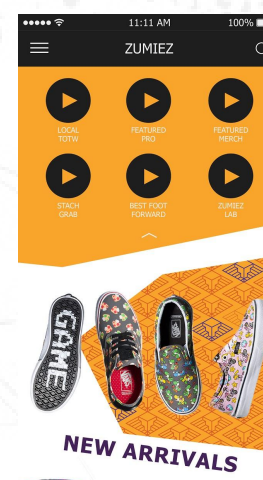
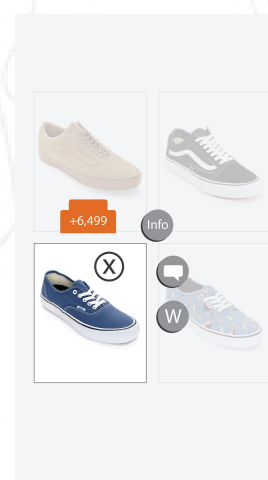
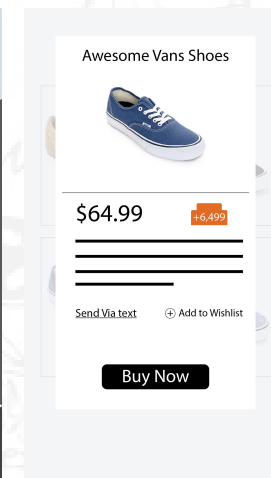
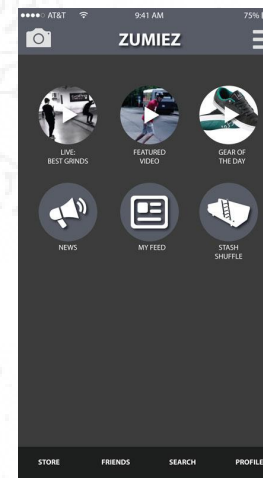
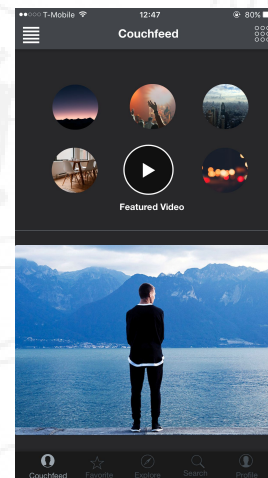
Although there is a lot of potential for depth in this site, we chose to focus our prototyping on just a few key features, and allow our explanations and a little imagination fill in the rest of the gaps.

We chose to demonstrate how the video feature would work, and also give an example of how to use the enhanced navigation. Our initial prototypes were simple and didn't focus on the design language yet, because we wanted to make sure we had a good solid idea first.



*Prototypes we drew out on paper and user tested.*

# DIGITAL PROTOTYPES



# USER-TESTING

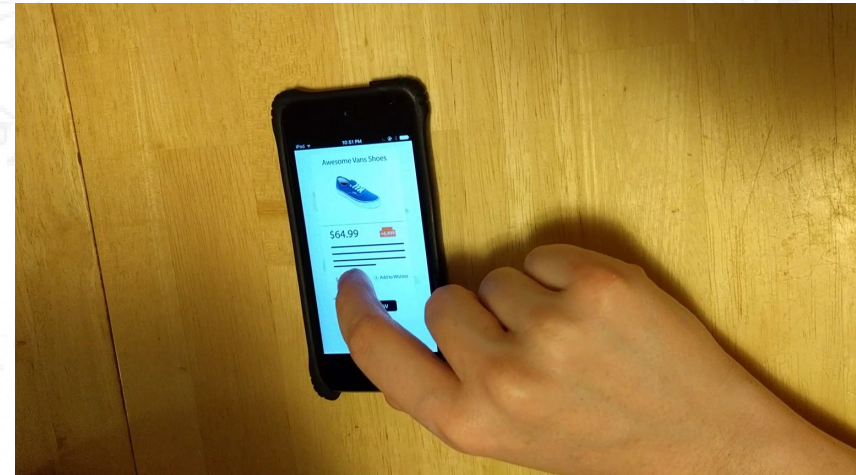


# INTERFACE TESTING

Once we compiled and reviewed the feedback from our paper prototypes, we used this information to create a digital prototype for a major interface function that came from researching how unobtrusive interfaces worked in other apps and sites. The main inspiration was how Pinterest handled presenting quick options for different actions on their site.

We performed two rounds simultaneously on this to see how effective the interface would be. Both rounds came back with similar results. For the most part everyone was able to accomplish the objectives of the scenarios but there was a lot of confusion with the stash points symbol.

Because of this we decided to remove the stash points symbol and simplify the information that appears on the screen when they open the interface.



# POP APP PROTOTYPE

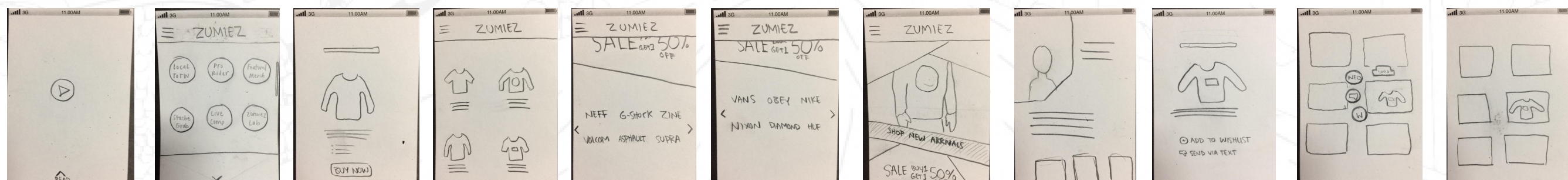
Once we figured out how the three sections (video, storefront, and enhanced navigation) were going to work together in one app, we sketched out what the screens would look like and then scanned them to create a digital prototype.

## Scenario 1

- You're talking to your friend and he tells you about a cool feature of Jaws on Zumiez mobile, so you want to go check it out.
- In the video you watched, you liked the sweatshirt Jaws was wearing. You see that you can purchase the gear he was wearing so you add the sweatshirt to your wish list.
- Share with parents this sweatshirt you want.

## Scenario 2

The parent doesn't have time to look at their kids text message right away. Later they go to zumiez.com and want to find the sweatshirt and then purchase it for their kid.





# POP APP PROTOTYPE

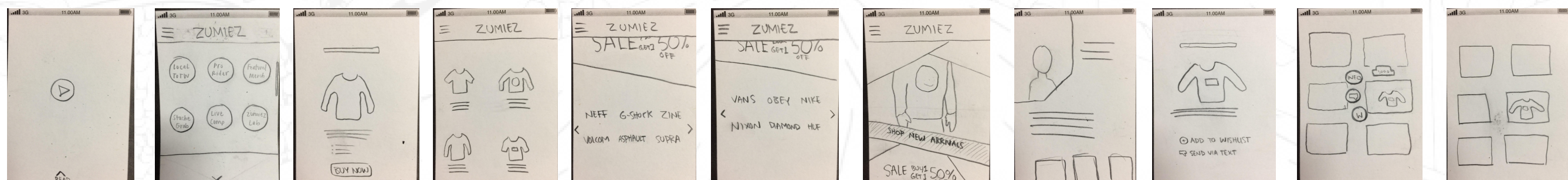
## Feedback:

Shannon D. - During the second scenario as the parent, she wanted to press 'featured merch' to find the sweater because it would show clothes. Also the arrows were very small and it took her a while before clicking on them.

John K - At one point he needed to go back to the home screen but was unsure how to do it without pressing the back button a bunch of times. This could be resolved by using the actual Zumiez logo in the navigation bar as per convention.

Phil L - Most people were able to understand the interface, but they got confused by the couch icon we had representing points. They thought it was the cost of the item instead of a rewards system.

Xalina B. - Easily forgot what "the skater" was called. She did not scroll down to see the rest of the site. While viewing the video, it took her a bit before she slide up, because she wanted to click read. She was told to add it to wish list so wanted to press 'w' instead of info and then the wish list. The 'share via text' made sense, but she wished it was for multiple ways like email, or other social apps.



# FIRST REVISION

After discussing the feedback that we received from user testing the POP prototype, we made many revisions and designed a more refined solution (two of the main pages are shown left). Listed below is some feedback we received.

## Scenario 1

You're talking to your friend and he tells you about a cool feature of a famous skater, Jaws on Zumiez mobile.

- Go to the mobile site and find the video.

In the video you watched, you liked the sweatshirt Jaws was wearing. You see that you can purchase the gear he was wearing so you add the sweatshirt to your wish list.

- Share the sweatshirt you want with your parents.

## Scenario 2

The parent doesn't have time to look at their kids text message right away, but later they go to zumiez.com.

- Find the sweatshirt.
- Purchase it for their kid.



Homepage design with video section hidden and visible.



# FEEDBACK

Richard K. - Went to the video, and was confused why it was repeating. Definitely need the marks. Considered starring the product to add to wishlist. After going to information of the product adding to wishlist was easy enough. He did suggest it should have price, sizes, material, availability, normal product information at least.

Christy M. - Take out the fish, it's not Zumiez. Instead, add their new shopping bag pattern.

Phil L. - Most of the scenarios were doable but some people would go to the Featured Merch when looking for the items to purchase that were in the video.



Homepage design with video section hidden and visible.

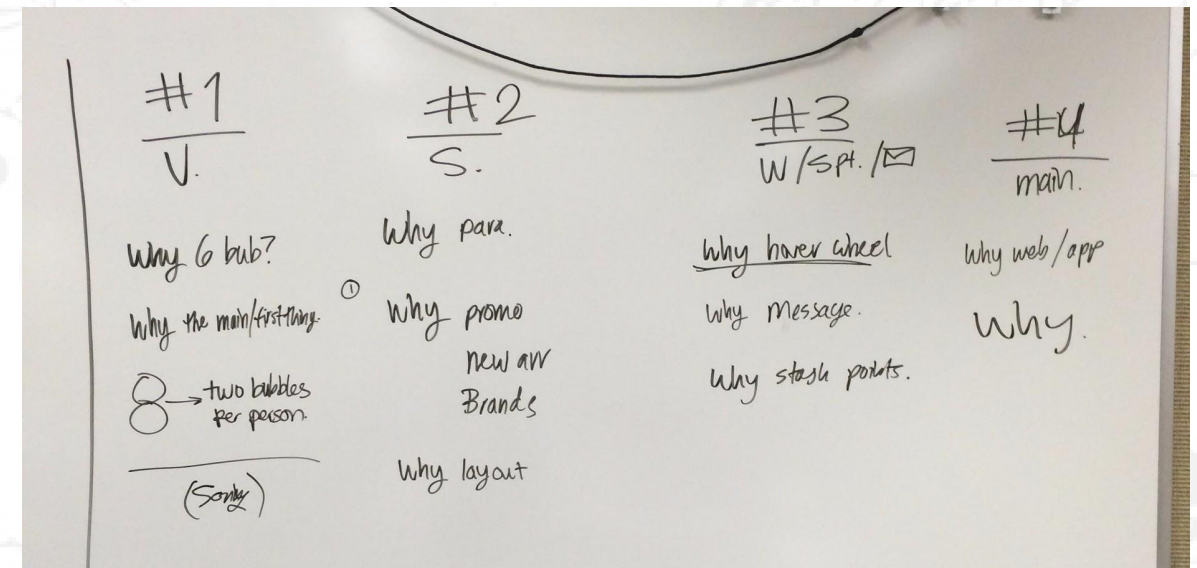


# **PREPARING THE PRESENTATION**

# DIVIDING THE WORK

Each group divided up the points of our process we wanted to cover during our presentation to the Zumiez representatives. Every group came up with a series of questions to answer that helped us understand the user and strengthened our design.

This helped us understand the “why” behind everything that we were doing. This really helped us with our presentation because we knew completely what we talked about, we were passionate about the subject, and we had done the research that we knew that this is the direction that Zumiez should go in.



*Planning out the presentation by asking questions that we want to answer*

# PRESENTING

When it came time to present our work to the Zumiez representatives, we broke into our three groups and each briefly described our process and what we had accomplished. Each member of our group presented something to the Zumiez representatives.

Besides showing off what we had done, we wanted to make it clear that we had centered our work around their concerns and goals for the site. We mentioned how we designed the experience to be engaging right from screen one, in order to keep our users involved and interested in coming back. We talked about our effort to appeal to the Zumiez kids while not alienating the parents who will inevitably need to use the site. There was also a focus on simplifying the buying process overall, by adding the enhanced navigation. Our video team hit the nail on the head, aligning almost perfectly with ideas that Zumiez designers had already considered and worked on.

After it was all said and done, our team was pleased with the results, and Zumiez was impressed by our presentation.



*Presenting to the Zumiez representatives.*



**PRESENTATION**

# Scenarios



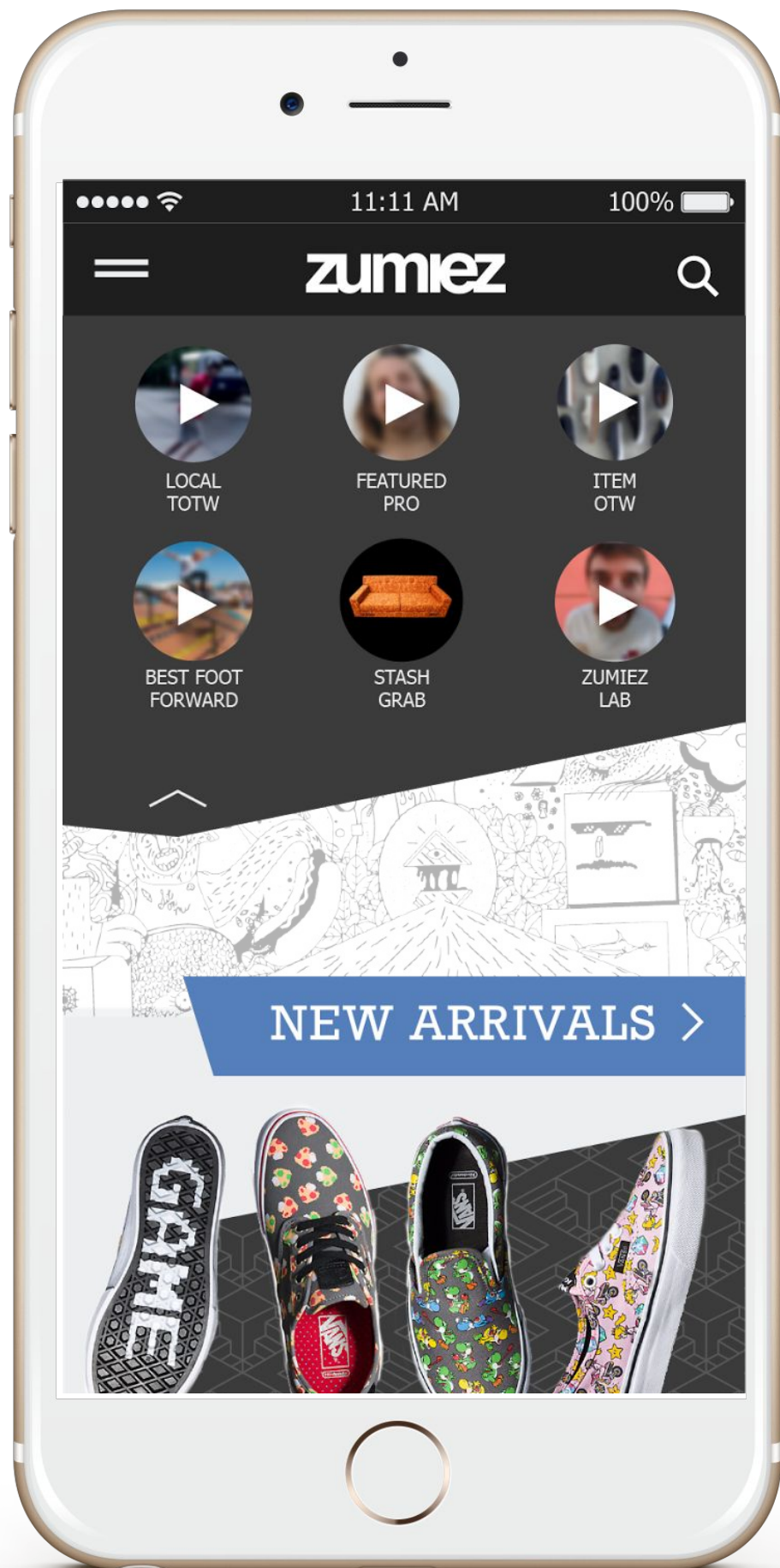
1. You're talking to your friend and he tells you about a cool feature of Jaws on Zumiez mobile, so you want to go check it out.
  - In the video you watched, you liked the sweatshirt Jaws was wearing. You see that you can purchase the gear he was wearing so you add the sweatshirt to your wish list.
  - Share with your parents this sweatshirt you want.
2. The parent doesn't have time to look at their kids text message right away. (The text message has a link to the product page but they don't click on it. Our scenario shows what would happen if they don't click on the link.) Later they go to [zumiez.com](http://zumiez.com) and remember what the logo looks like but not the name of the company. They want to find the sweatshirt and then purchase it for their kid.

**SOCIAL**

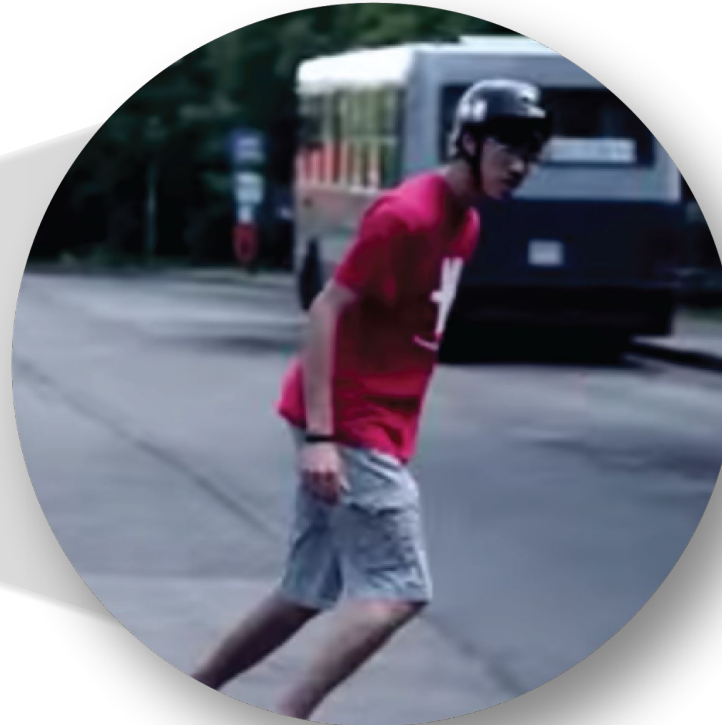
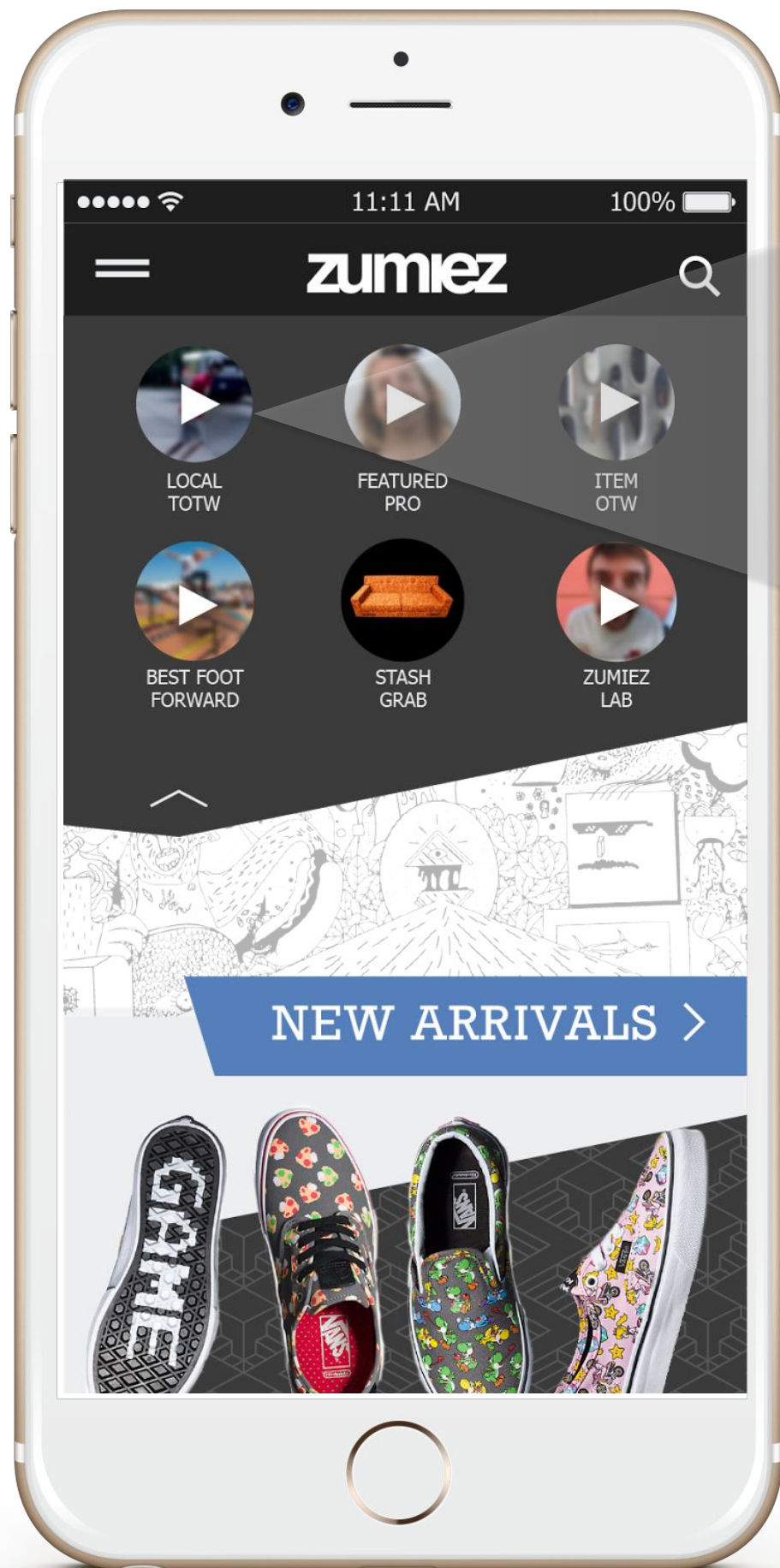


# VIDEOS

## Culture • Engagement



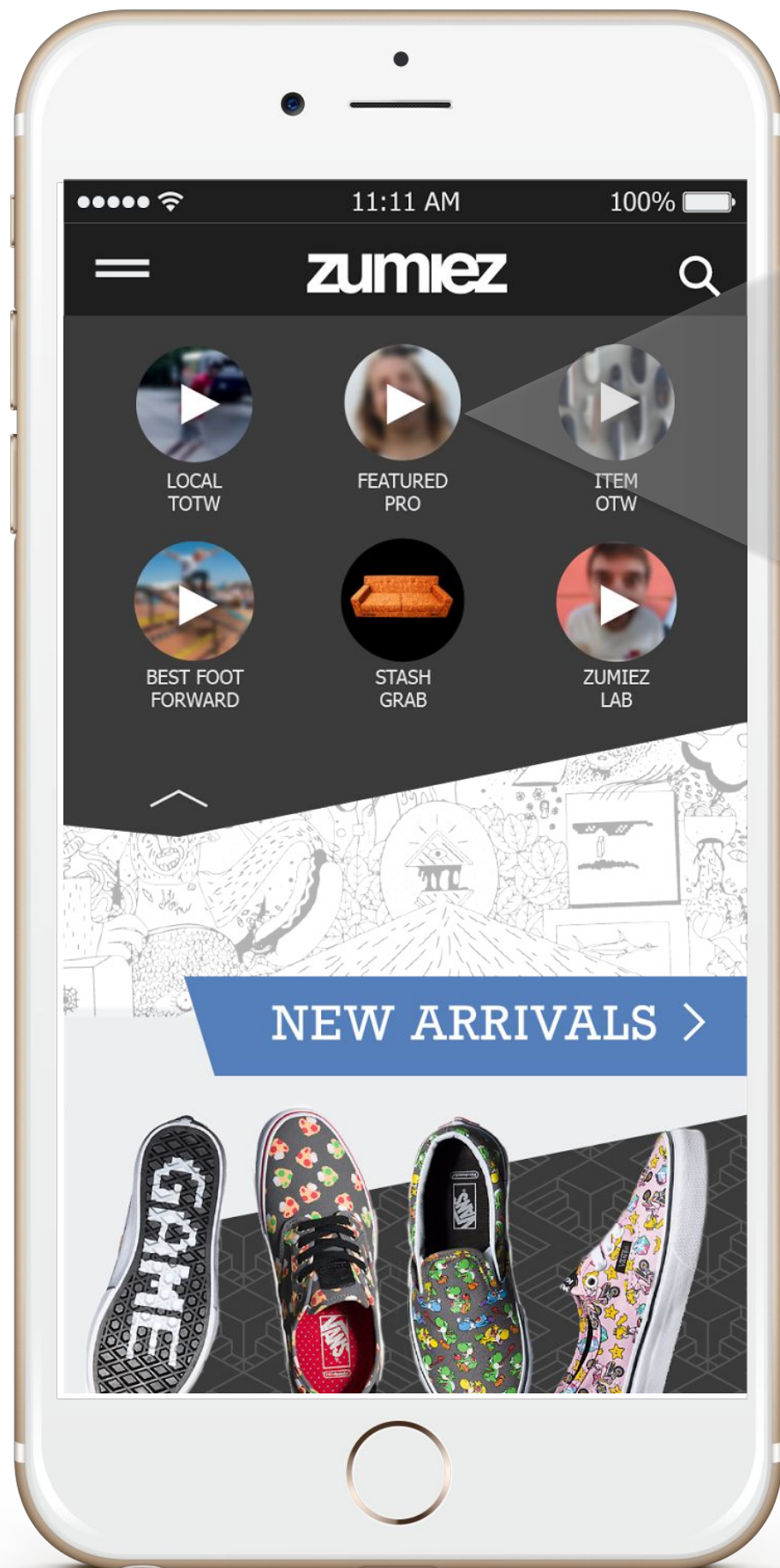
- Engaging the teen was our main goal
- We asked ourselves how can we get them excited about the website and get them coming back often. That why the videos look and interact like snapchat.
- Letting them see zumiez culture first hand allows for instant trust in the new site.



## LOCAL TRICK OF THE WEEK

- We asked ourselves, “How can zumiez feel local or smaller?”
- Local trick of the week(aka LTofTW) is an awesome feature that kids from your hometown can send in cool tricks (skate, snow, etc.) to the Zumiez Snapchat.
- Zumiez will then choose one of the tricks sent in for each area. Anyone can be featured! This is a good way to get your name out there.

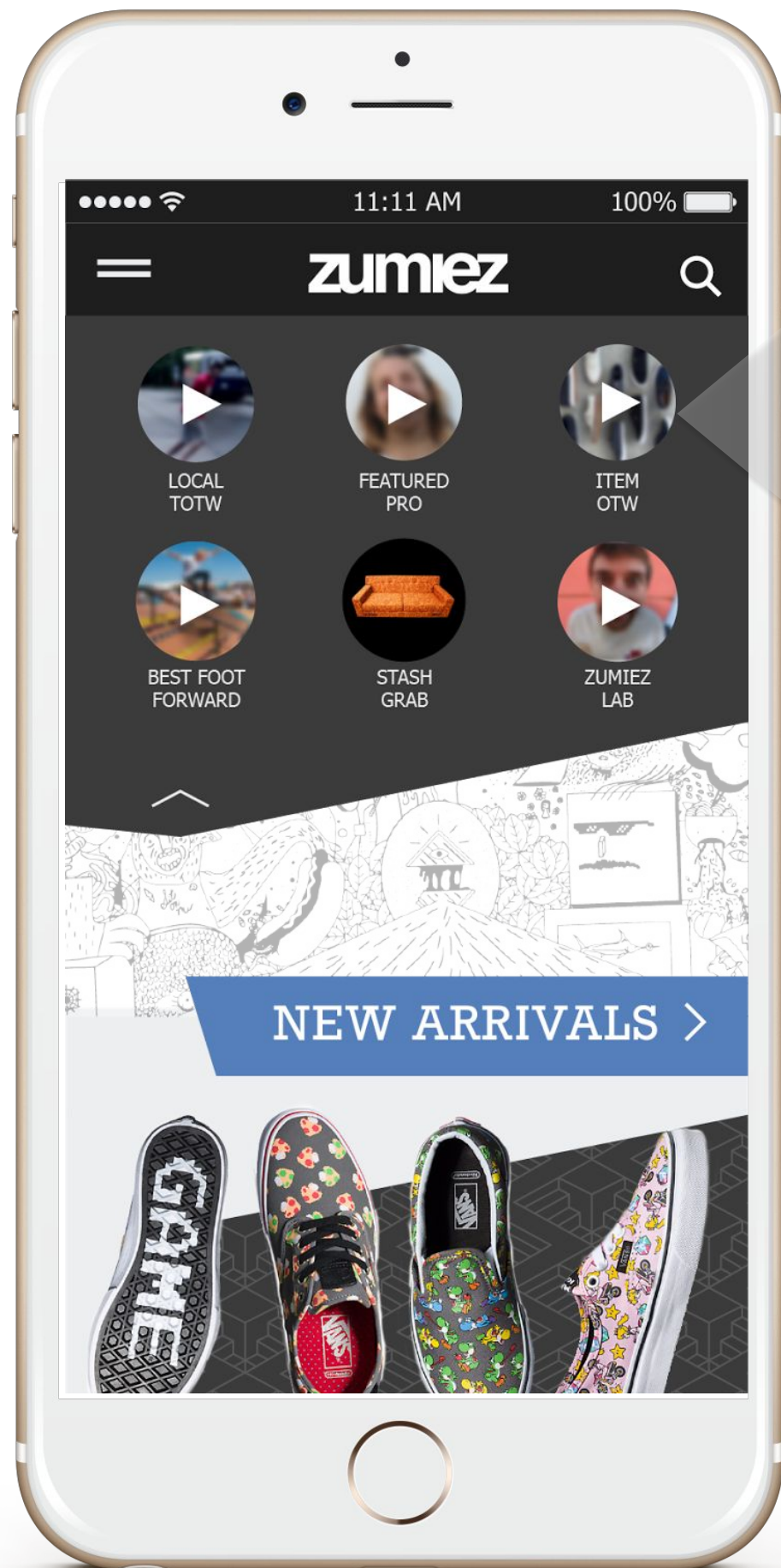




## FEATURED PRO

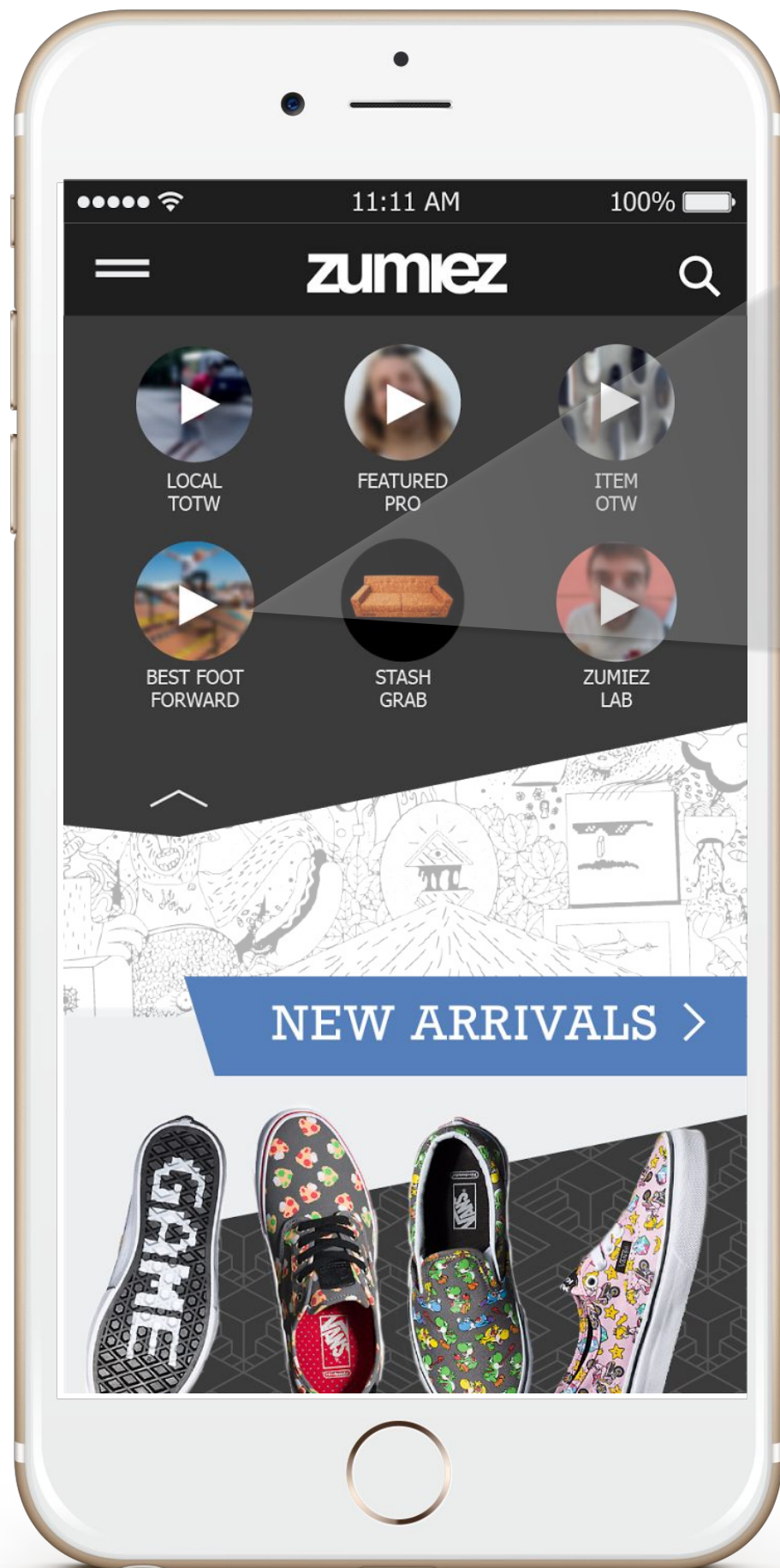
- Short clip to show the coolness of the pro-rider.
- Wanted to show popular to trending to even new and upcoming riders and share about who they are and what are they about.
- Also wanted to share their style, their gear.





## ITEM OF THE WEEK

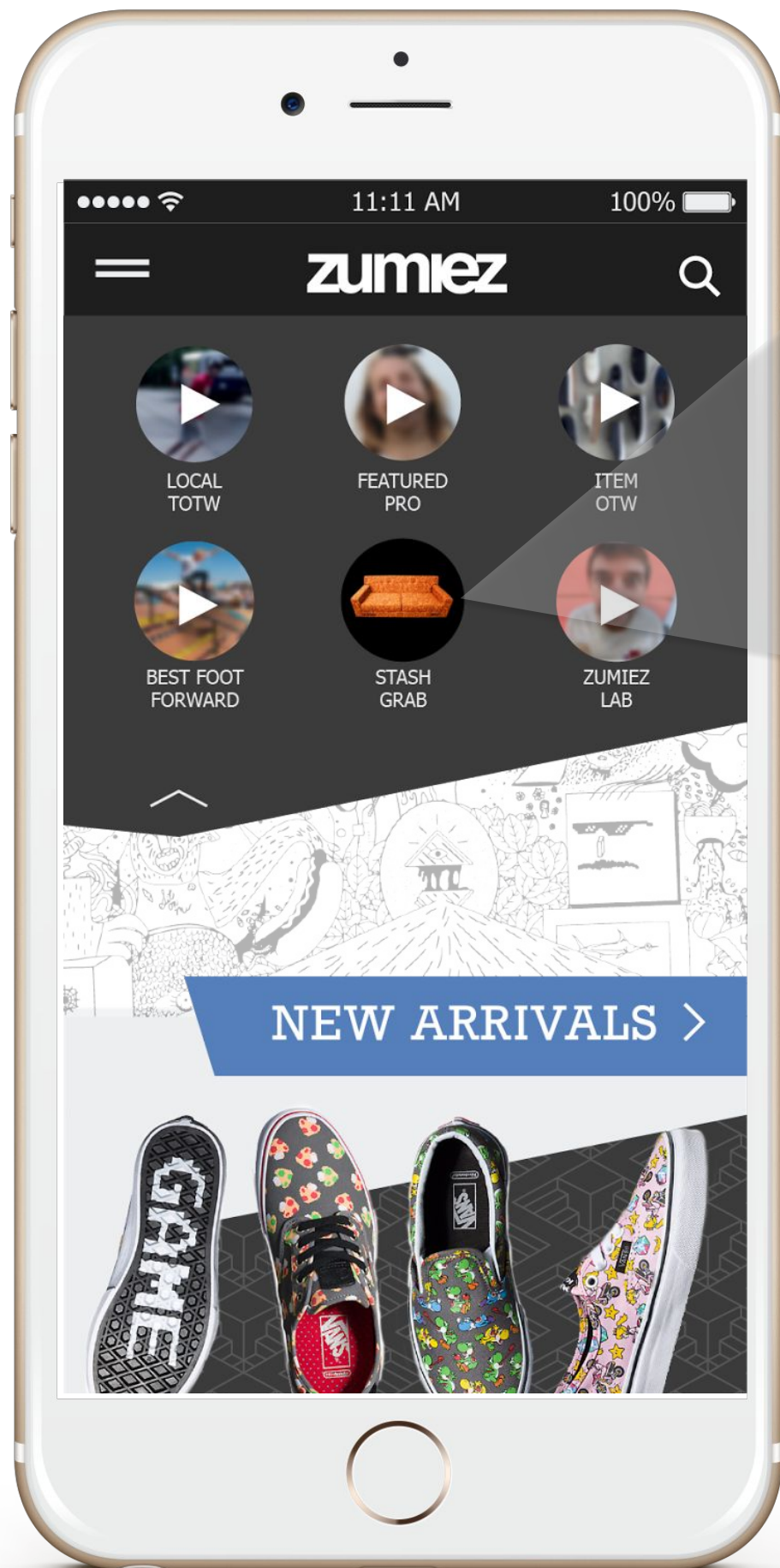
- Great way for Zumiez to display new brands, and limited run products.
- Merchandise will be displayed/modeled in fun and exciting ways; skateboarding and doing tricks, hanging out with friends, etc.
- Limited run Merch is a cool way for zumiez lovers to get hyped about an awesome limited deck, etc. The featured product is an exclusive product with only a certain amount out there and no more will be made!



## BEST FOOT FORWARD

- Amateur contest series
- Show current live-stream of the Best Foot Forward Events.
- If not live, the icon would be darkened and would show time remaining until the next event.

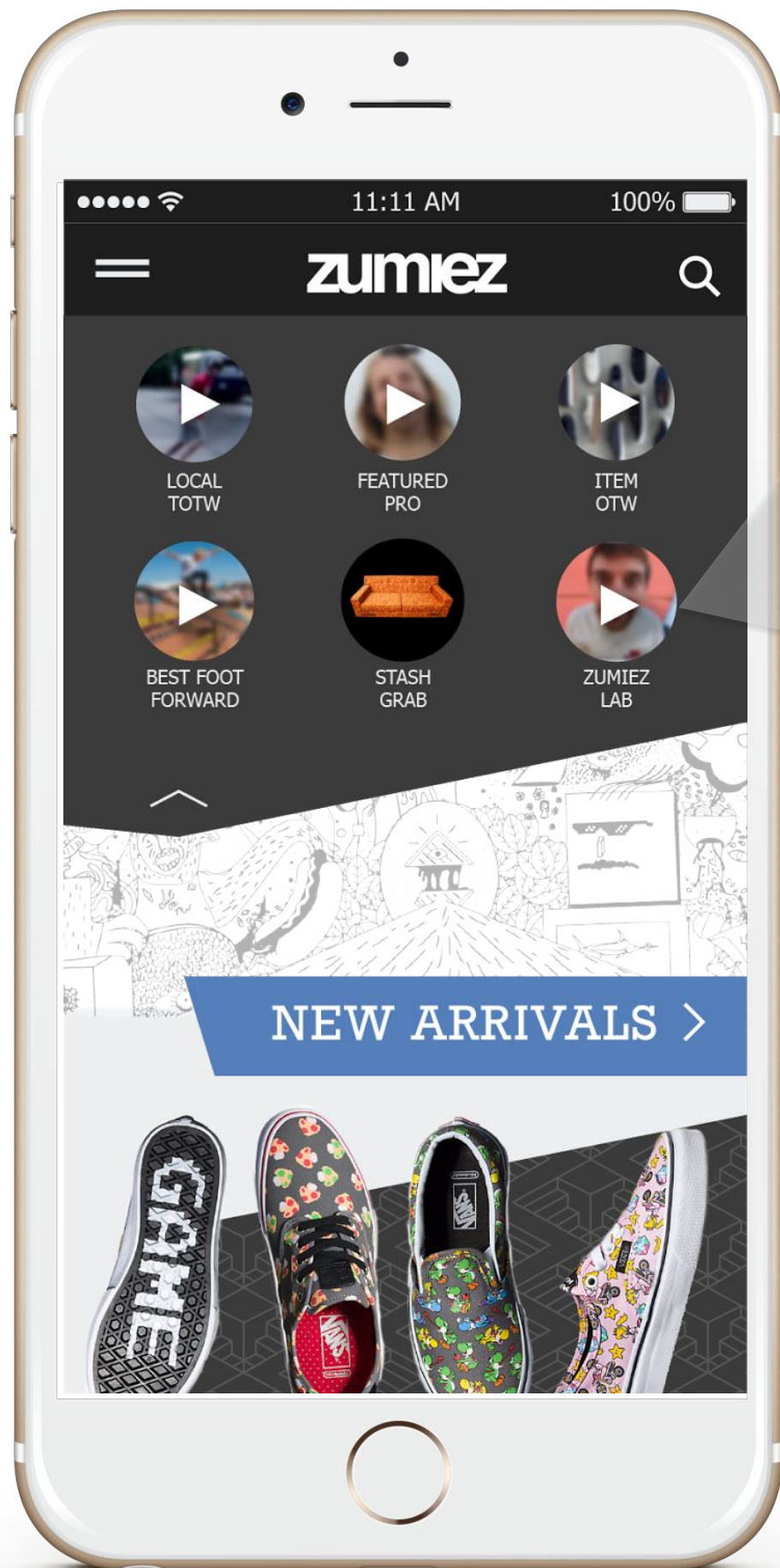




## STASH GRAB

- We wanted to incorporate the stash points as a contest raffle to engage teen buyers.
- Having limited product raffles dependent on your location.
- We created this feature to involve teens while keeping the small store vibe by having contest raffles location based.

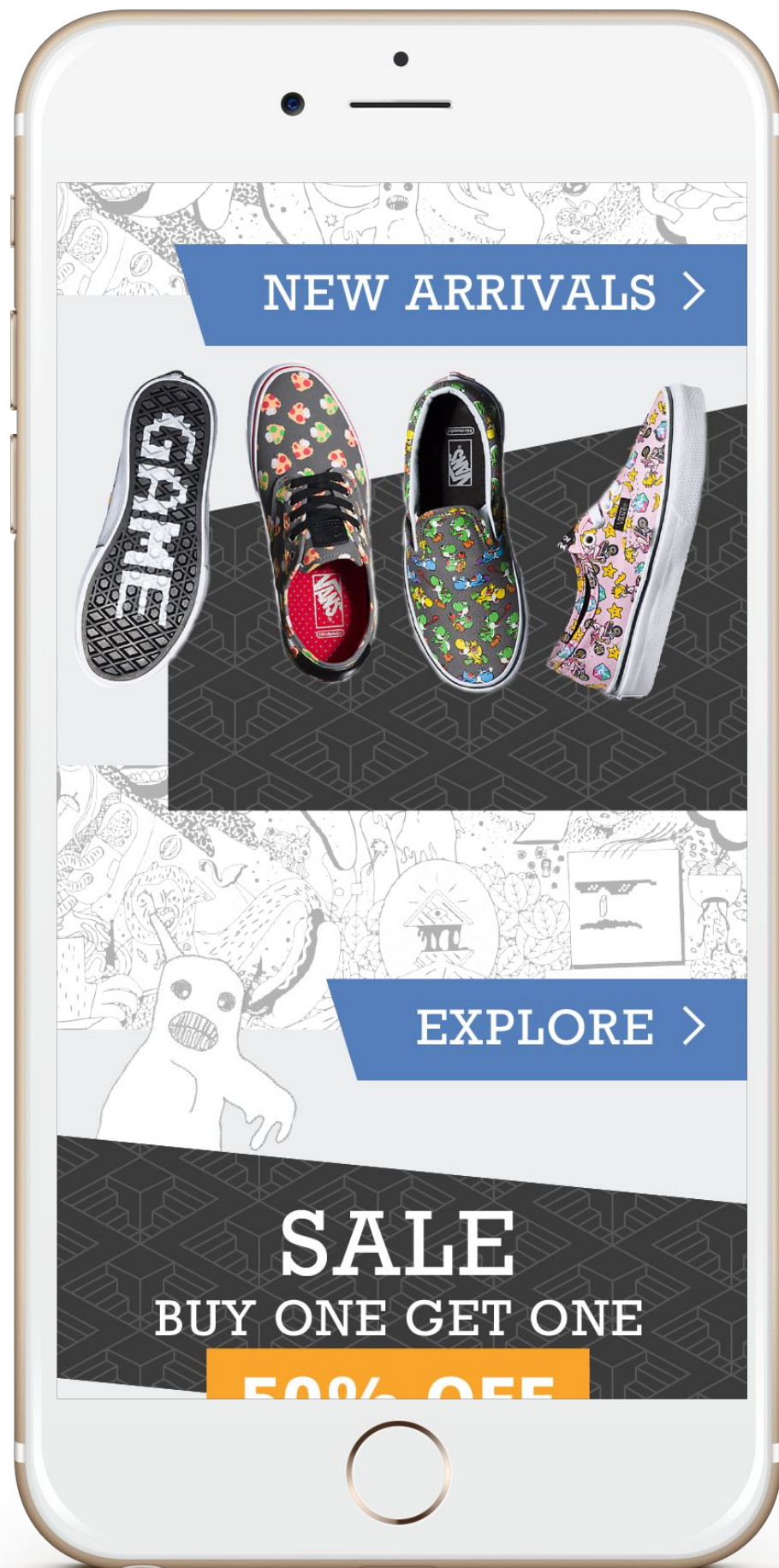




## ZUMIEZ LAB

- We wanted to incorporate a video bubble that was more unconventional dealing with current teen trends of following YouTubers crazy experimentations.
- Our idea included having Zumiez employees testing out products showing their durability or unique qualities.

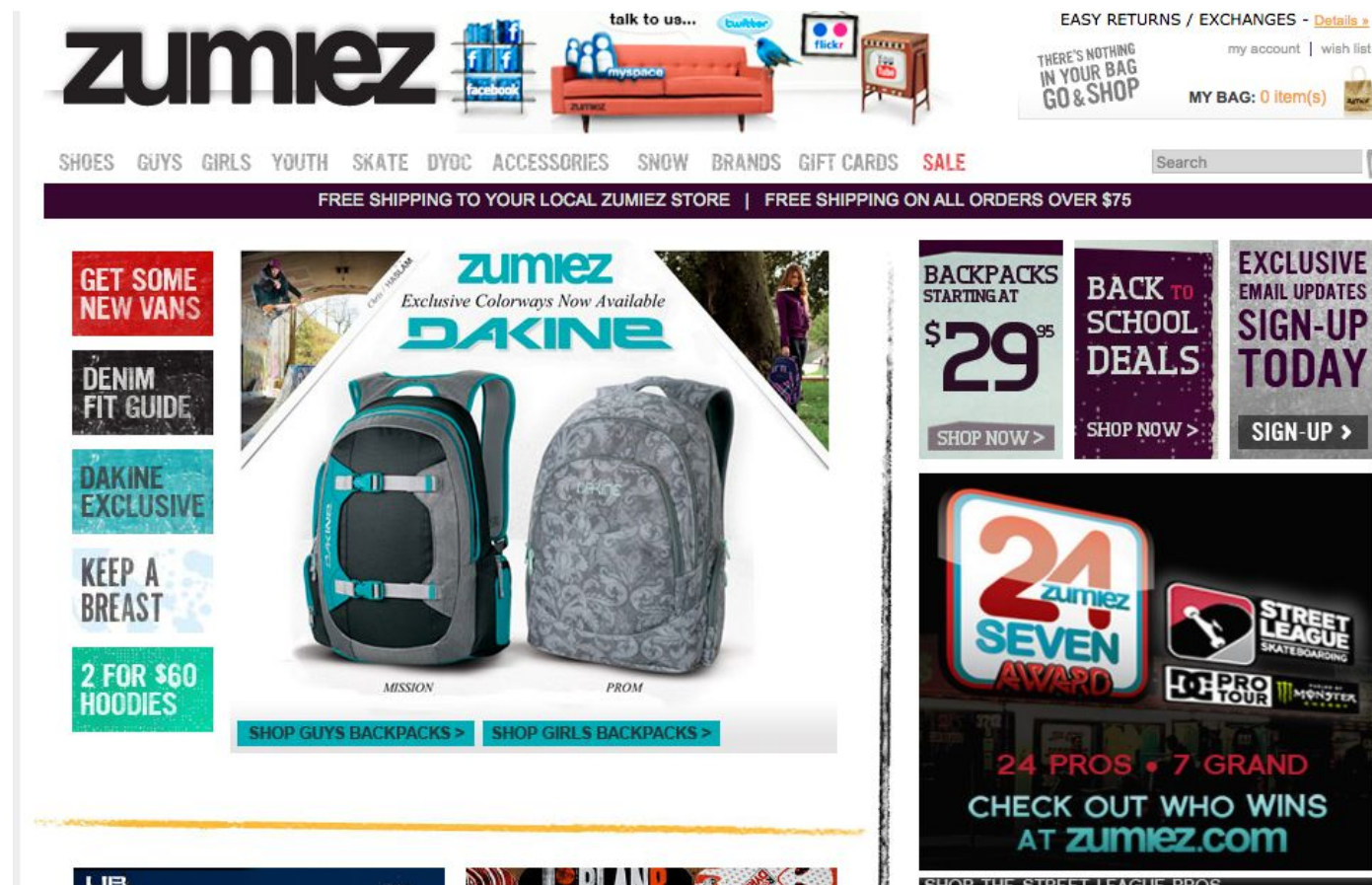
**STOREFRONT**



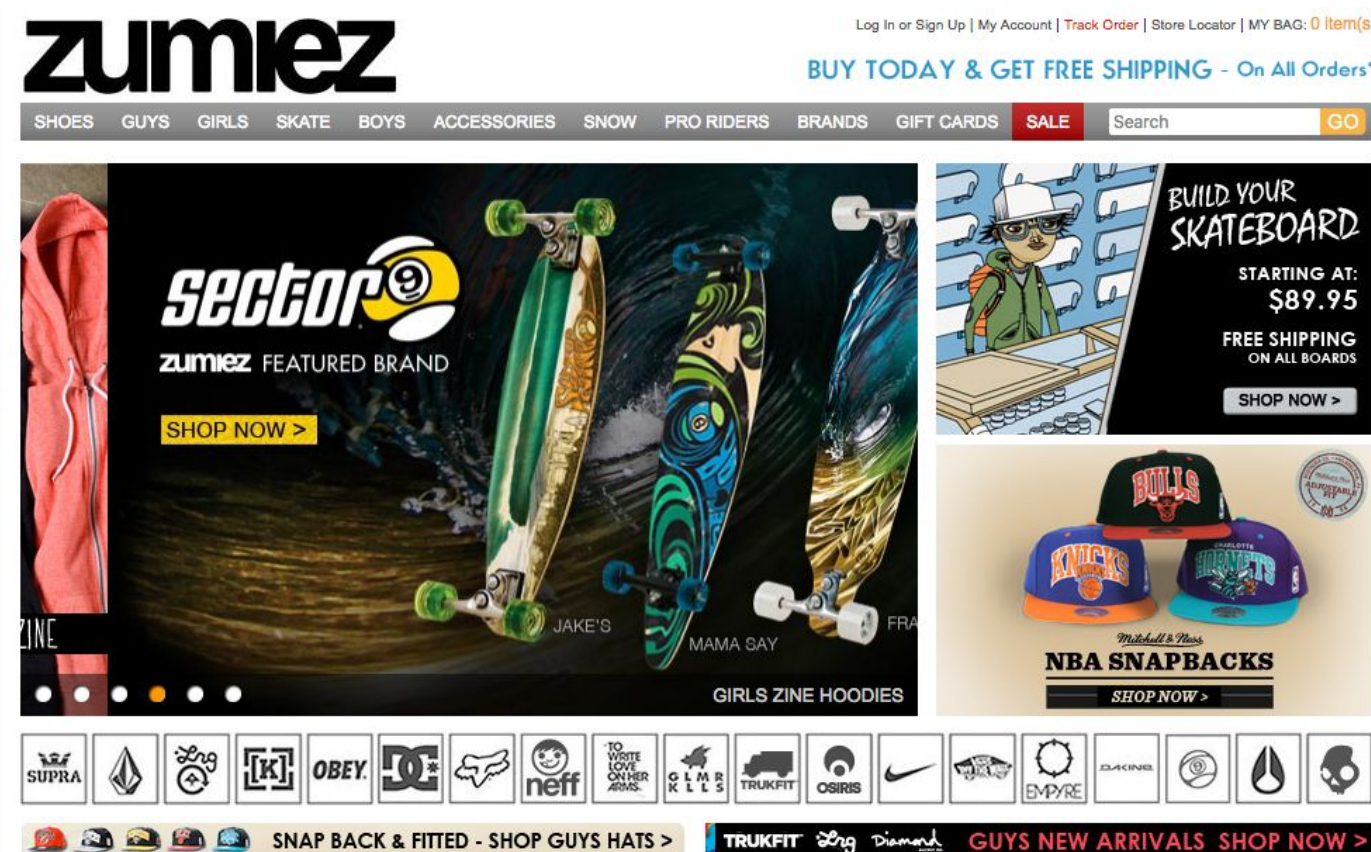
## Why Prioritize Promo, New Arrivals & Brands?

- They have been consistent throughout the last several decades
- New arrivals push new products





2010



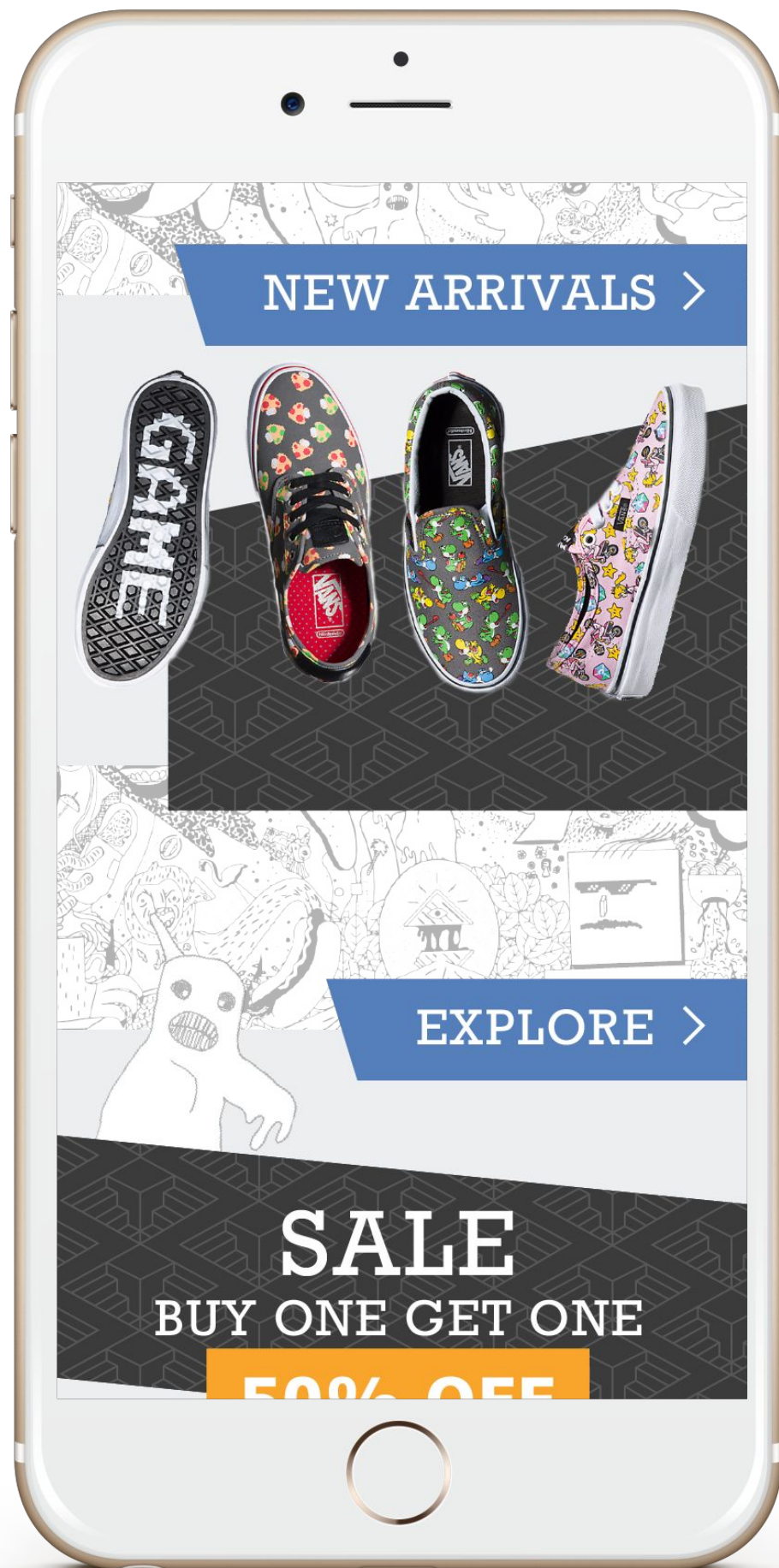
2013

# Why Prioritize Promo, New Arrivals & Brands?

- Using the wayback machine, we looked what changes Zumiez's website has gone through over the years.
- The three things that we found consistently were promo, new arrivals, and a list of brands.

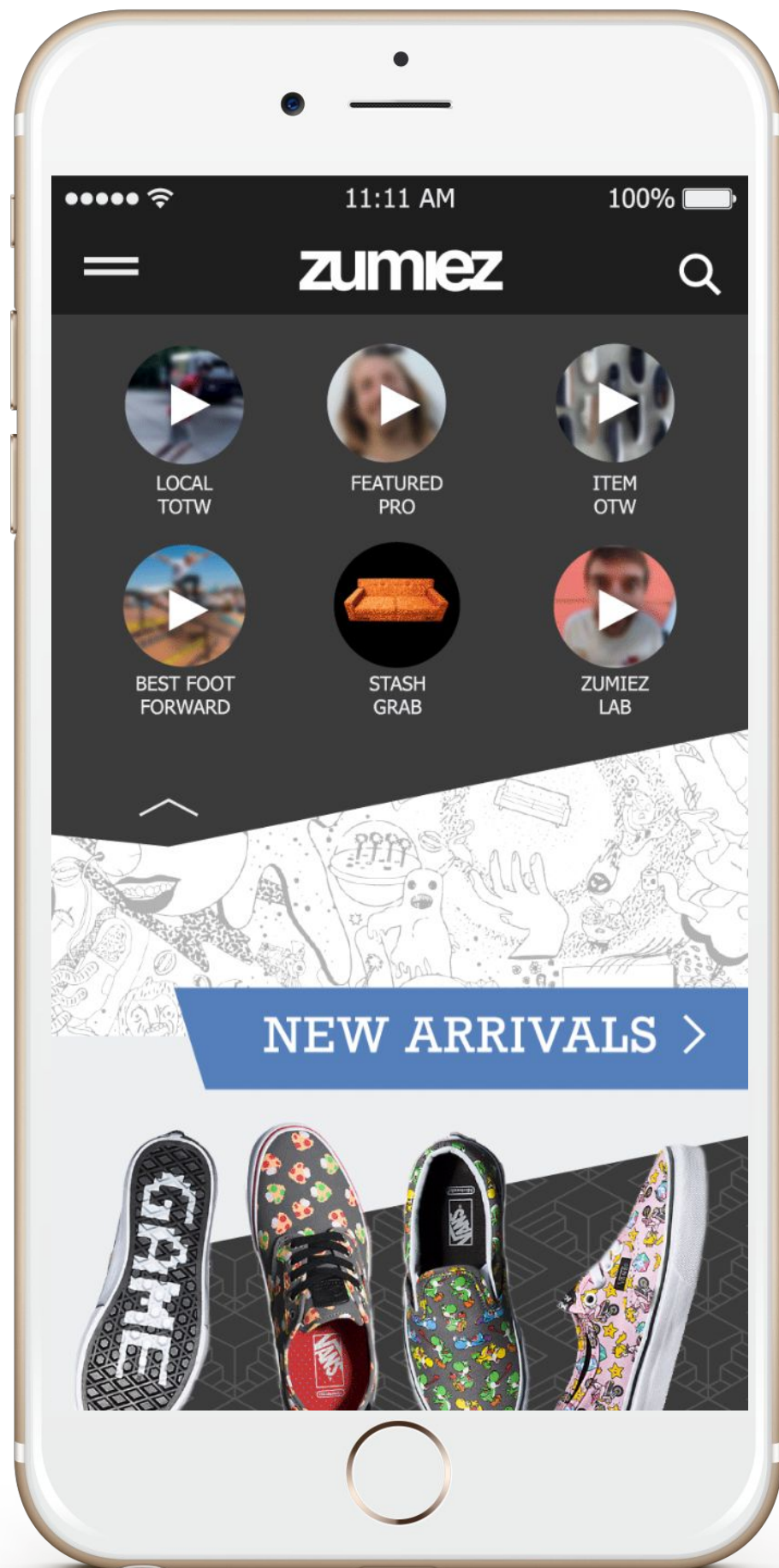
Screenshots from the Wayback Machine





## Why make the design the way it looks?

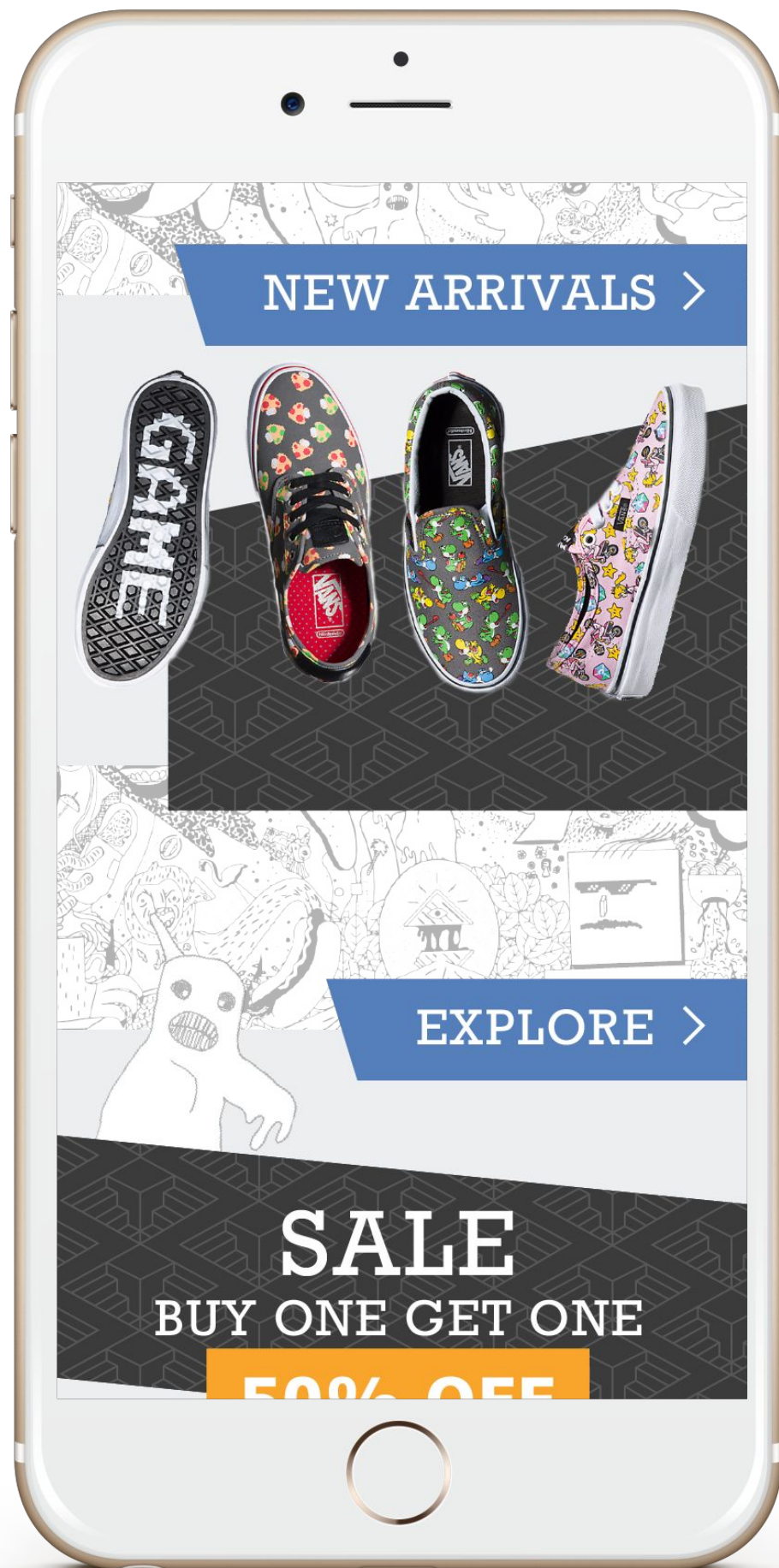
- Background, patterns, and colors try to replicate the in store experience.
- Used shape to get away from the standard mobile look.
- The home page grabs attention.
- Store pages follow a two column grid for easier navigation.



## Store Experience

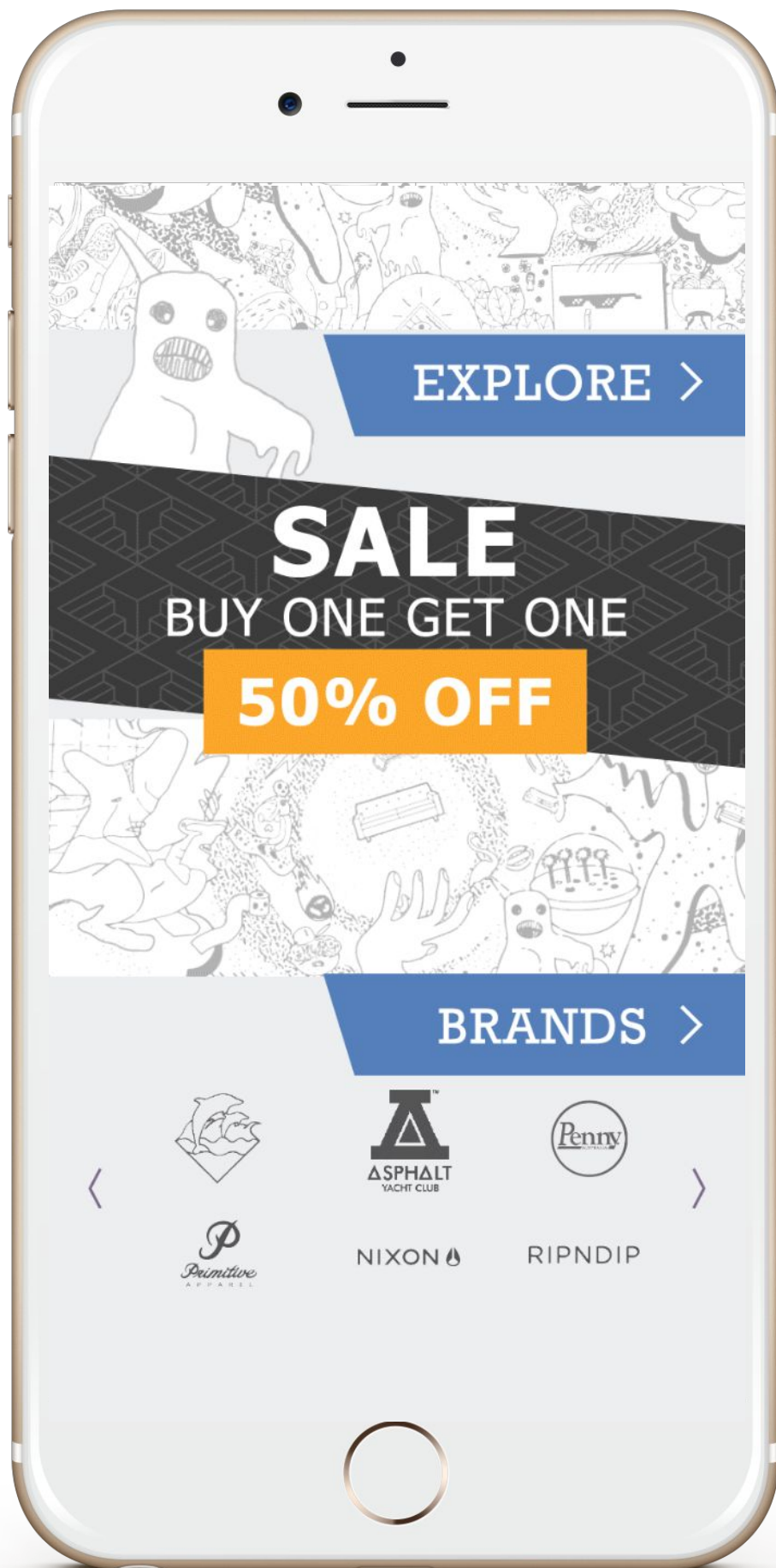
- The user can find the store directly underneath the social section of the site.





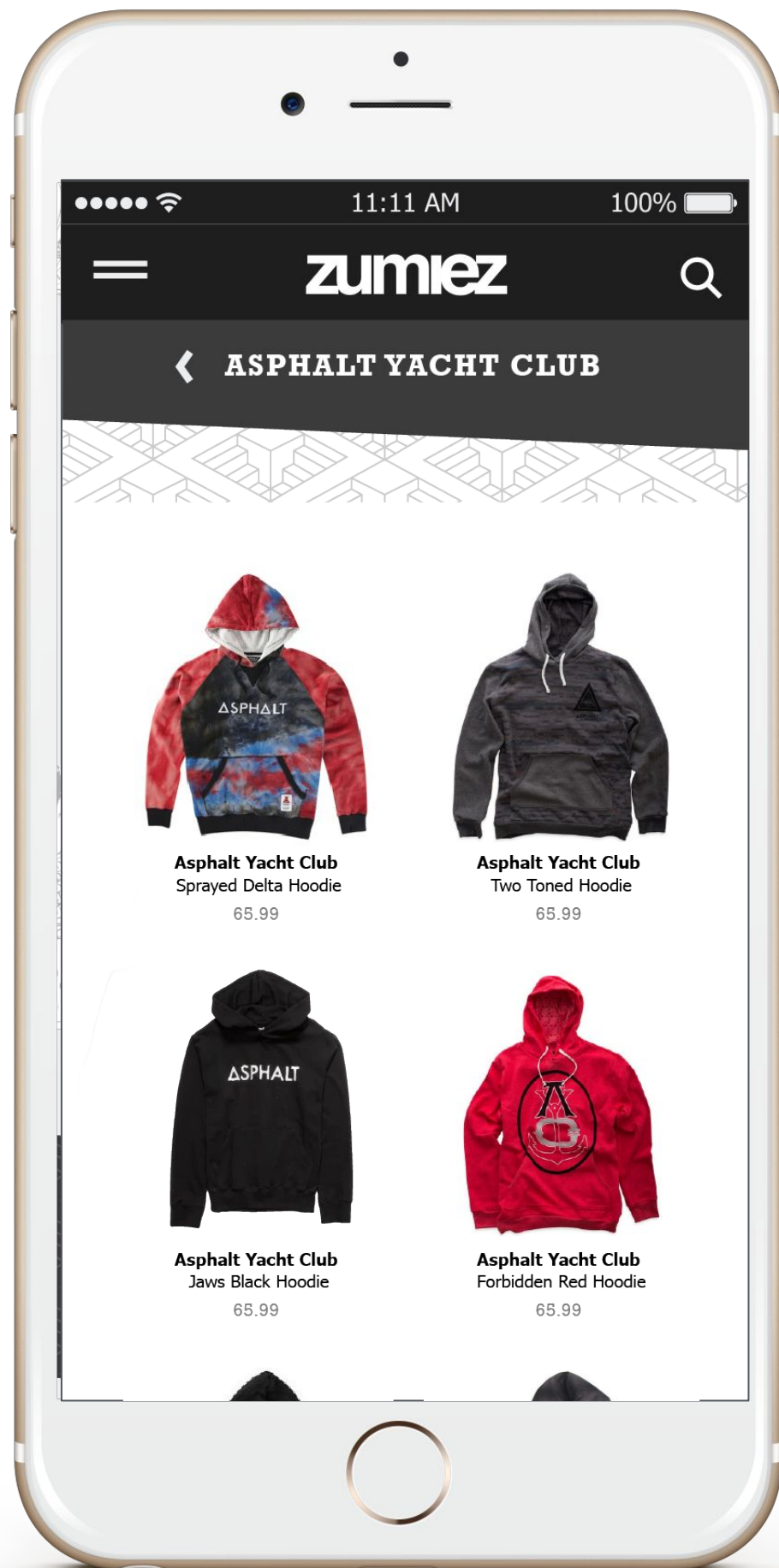
## Store Experience

- As the user scrolls down the store they will see new arrivals and promotions first. Elements of the screen (e.g. the titles and ghost in the screenshot) parallax up into their positions.



## Store Experience

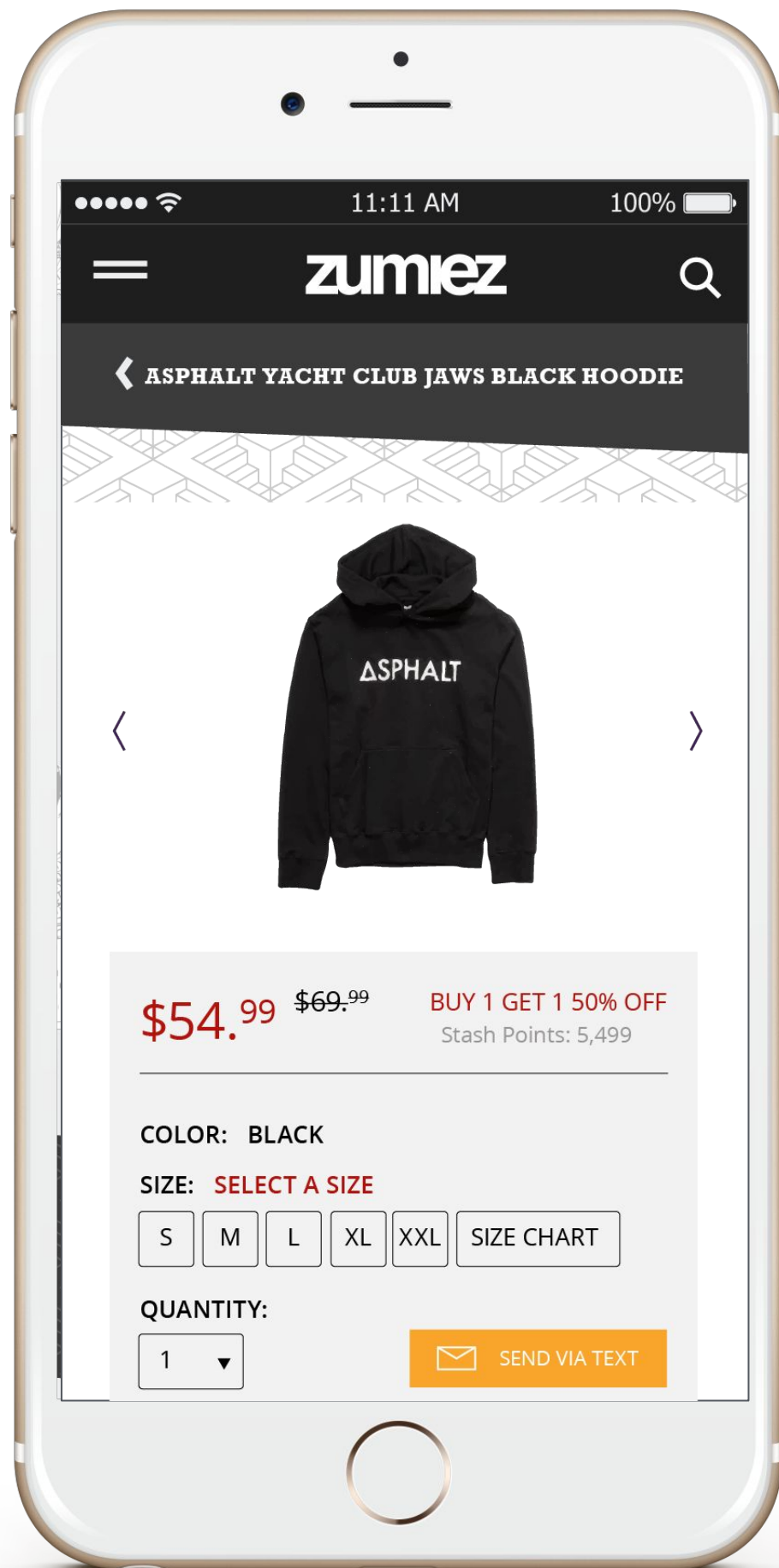
- The final thing on the home screen is brands. In our scenario, the user presses the arrows to scroll through the brands until they find Asphalt Yacht Club. They select the brand to go to the next screen.



## Store Experience

- The store screen has a much simpler background for easier navigation. The user selects the black sweatshirt that they saw earlier in the scenario.





## Store Experience

- The final screen in the store experience is the individual product where users can buy the product or find more information about it.

# ENHANCED NAVIGATION



## NAVIGATION WHEEL

- Send the item via text or email
- Add an item to your wishlist
- Get more information on the item
- We chose this option because the interface is unobtrusive and allows the user to navigate easily.



