

As a shopper, I would like to shop for yarn by color.

High-level User Interaction Goals:

- Provide the most delightful, intuitive and easy shopping experience possible.
- Provide multiple entry points for shopping flows.
- Remove as much friction (clicks and problem resolution) from the shopping experience as possible.
- Deliver on user intent.
- Provide the visual feedback required of the interface to feel like the UI is responding to my input.

Craftsy

Shop by Color Option 1: Flow diagram with interaction specifications



Fig. 1

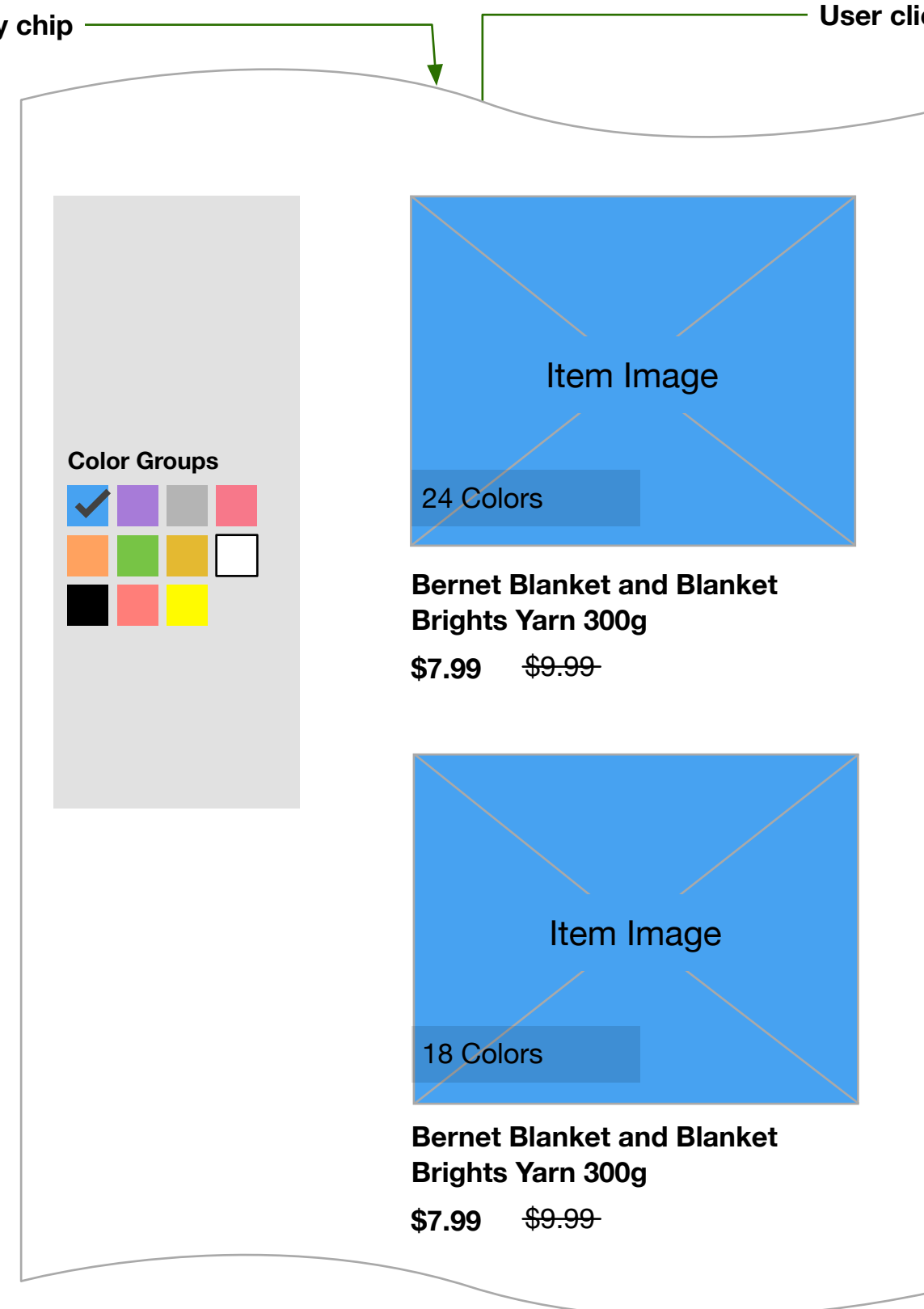


Fig. 2

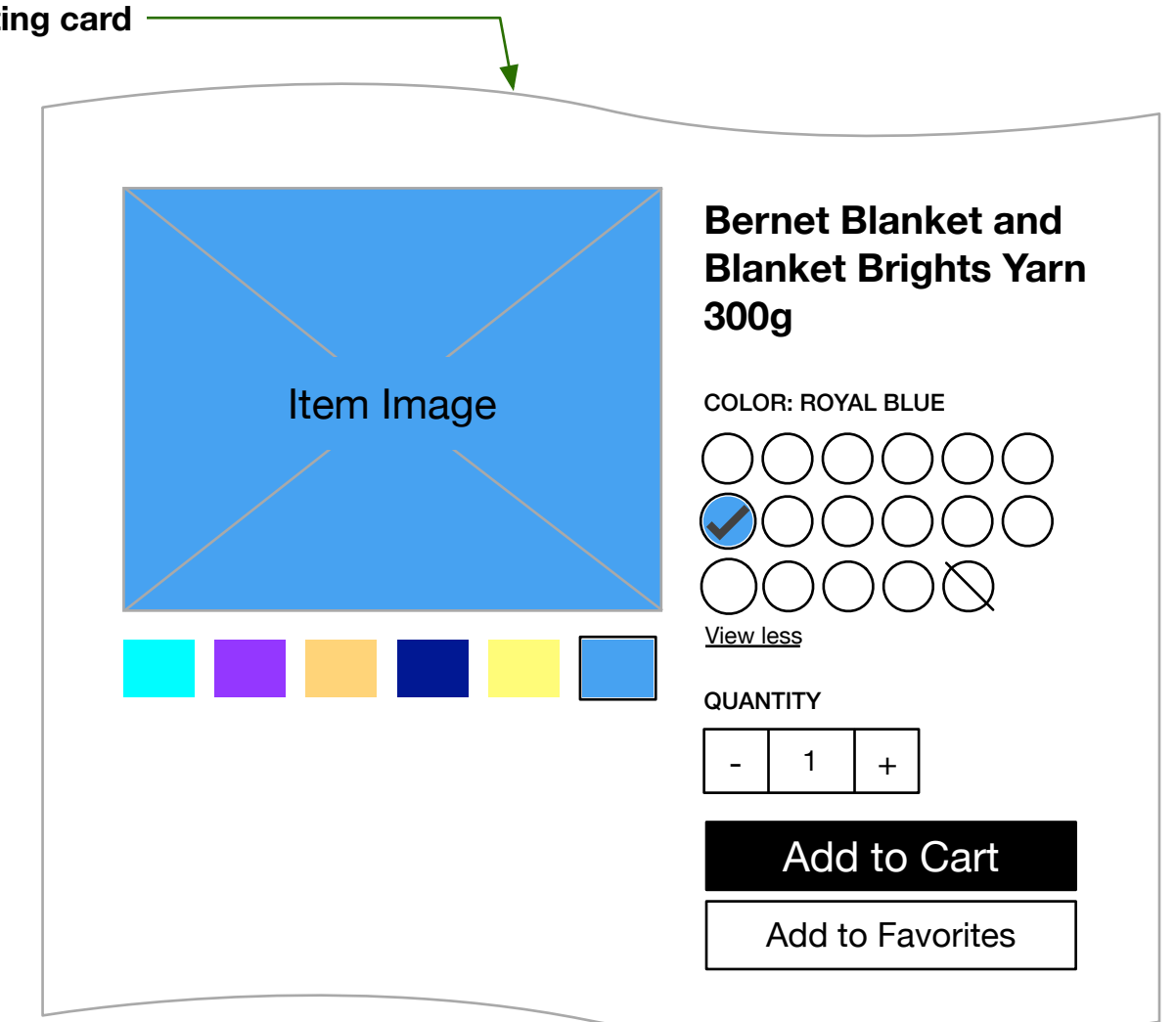


Fig. 3

Default Screen Update Specifications

- Remove color chips from listing cards
- Add a label overlay that displays the number of color options in the listing
- Update Color filter label to "Color Family"

User Benefits

- Eliminate confusion between color family chips in the filter and color chips on listing cards.
- Bring more focus to the photos
- Free up room for other product attributes (i.e. reviews or fiber)
- Provide more clear and accurate description of color options per listing
- Faster to scan and read store inventory

Interaction Specifications

- In the filter panel, display the color family chip in the selected state
- Display individual "item" cards for each listing item that is of a color that maps to the selected color family with the item image as the image for the card
- Display item level "Out of Stock" indicator

User Benefits

- Displaying the item photos allows users to shop for yarn by color using detail photos with out bouncing back and fourth from LDP to Shopping Gallery
- Provides the user with the visual feedback that their filter selection was successful
- We could surface out of stock at an item level and avoid confusion on the LDP

Interaction Specifications

- Default the carousel image to the item image that mapped to the selected color family color chip
- Make the sell panel color selection set to the item that mapped to the selected color family
- Expand the collapsable color chip UI
- Make the "Add to Cart" button active

User Benefits

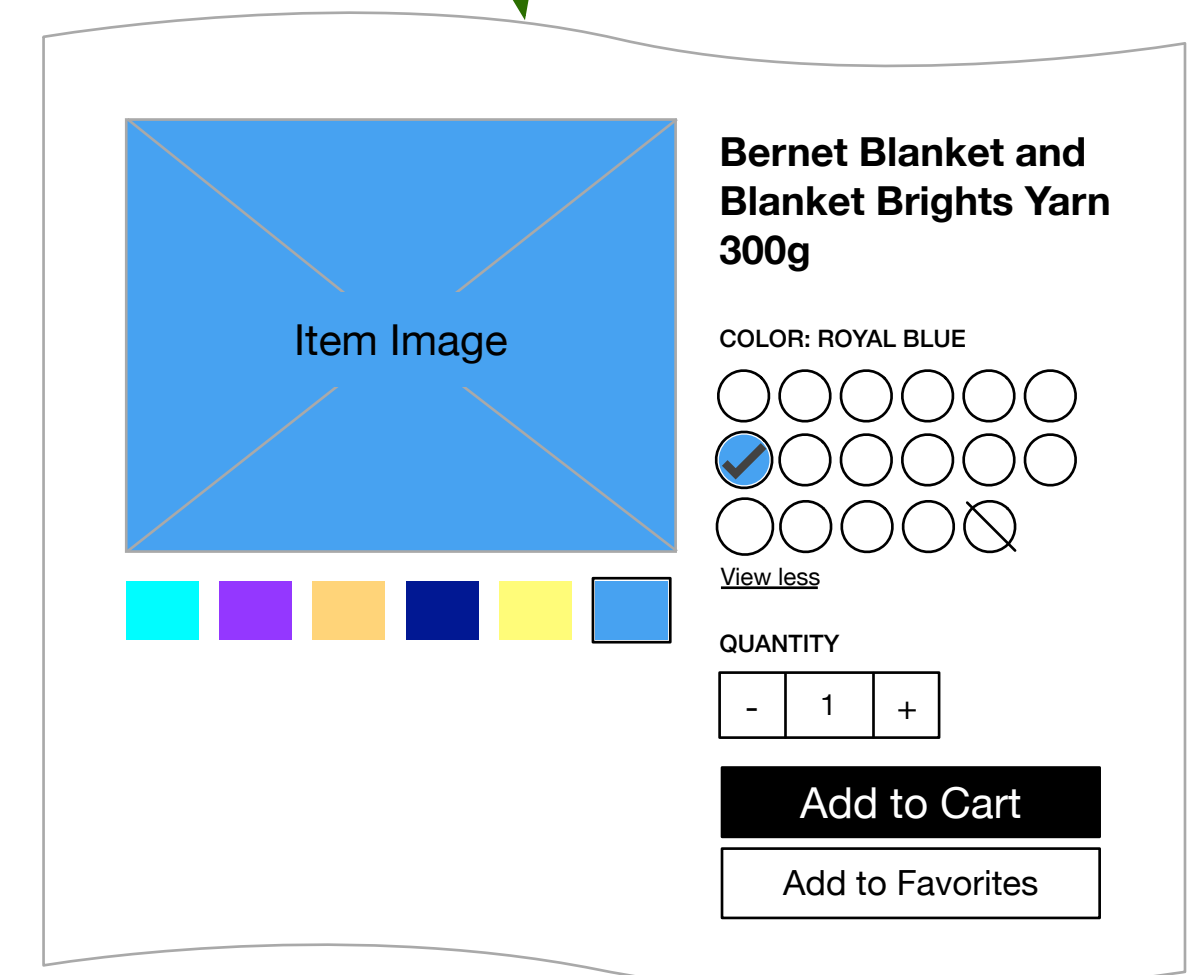
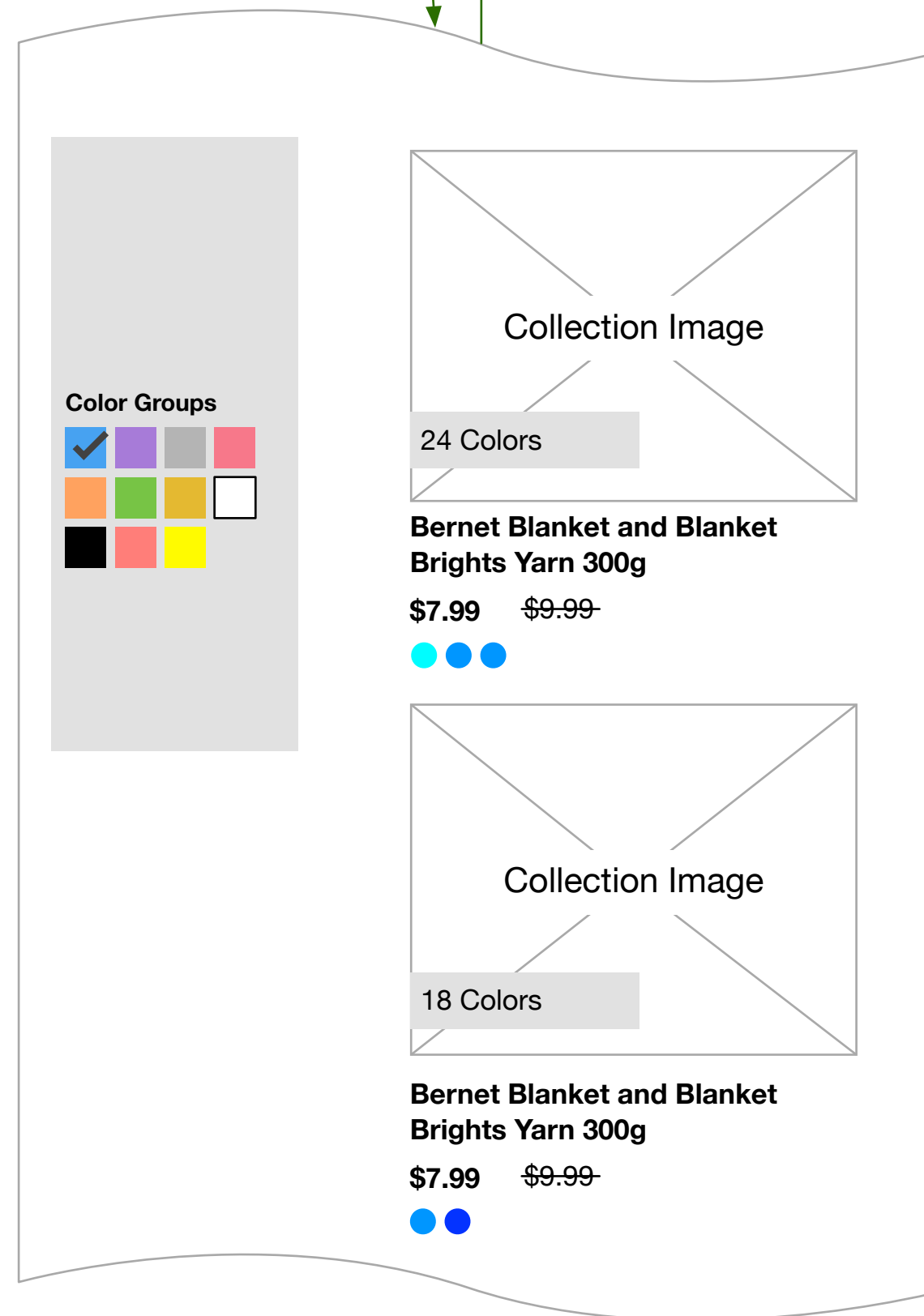
- Deliver on customer intent (e.g. shopping for blue yarn)
- * Avoid confusion associated with finding the color again in a new and different display from the filter gallery
- One click "Add to Cart"

Shop by Color Option 2: Flow diagram with interaction specifications



User selects a color family chip

User clicks a listing card



Default Screen Update Specifications

- Remove color chips from listing cards
- Add a label overlay that displays the number of color options in the listing
- Update Color filter label to “Color Family”

User Benefits

- Eliminate confusion between color family chips in the filter and color chips on listing cards.
- Bring more focus to the photos
- Free up room for other product attributes (i.e. reviews or fiber)
- Provide more clear and accurate description of color options per listing
- Faster to scan and read store inventory

Interaction Specifications

- In the filter panel, display the color family chip in the selected state
- Under the listing card, show only color chips that map to the selected color family
- * Remove the hover state and interaction from the color chip...

User Benefits

- Provides the user with the visual feedback that their filter selection was successful
- Easy to scan inventory for shades of color
- Preserve the display of number of colors with not confusion to the color chips (i.e. the color chips only mirror back the user intent to shop for a selected color family)

Interaction Specifications

- Default the carousel image to the *first* item image that mapped to the selected color family color chip
- Make the sell panel color selection set to the item that mapped to the selected color family
- Expand the collapsable color chip UI
- Make the “Add to Cart” button active

User Benefits

- Deliver on customer intent (e.g. shopping for blue yarn)
- * Avoid confusion associated with finding the color again in a new and different display from the filter gallery
- One click “Add to Cart”

Summary View Card: Filter Gallery Interaction Specifications

FILTERED: POPULAR



Bernet Blanket and Blanket Brights Yarn 300g

\$7.99 ~~\$9.99~~

FILTERED: YARN WEIGHT



Bernet Blanket and Blanket Brights Yarn 300g

\$7.99 ~~\$9.99~~

4-Worsted

FILTERED: PRIMAY FIBER

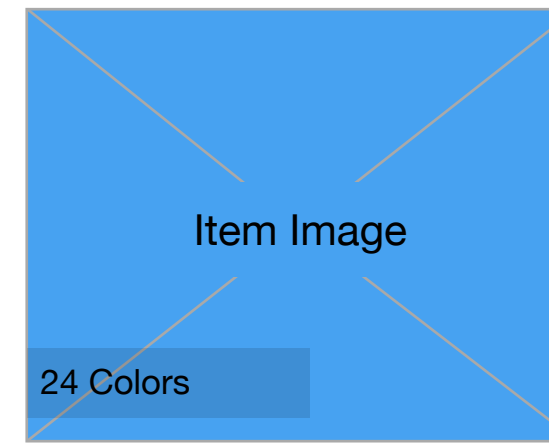


Bernet Blanket and Blanket Brights Yarn 300g

\$7.99 ~~\$9.99~~

Cotton

FILTERED: COLOR



Bernet Blanket and Blanket Brights Yarn 300g

\$7.99 ~~\$9.99~~

or

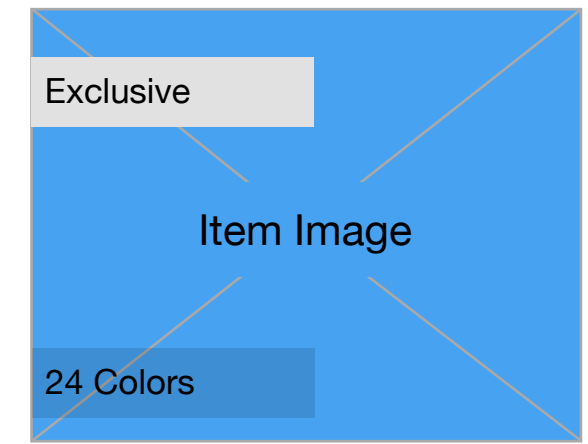


Bernet Blanket and Blanket Brights Yarn 300g

\$7.99 ~~\$9.99~~



FILTERED: MULTIPLE



Bernet Blanket and Blanket Brights Yarn 300g

\$7.99 ~~\$9.99~~

4-Worsted Cotton

or



Bernet Blanket and Blanket Brights Yarn 300g

\$7.99 ~~\$9.99~~



4-Worsted Cotton

Interaction Spec.

- Add the Exclusive, new, or Clearance overlay over the top left side of the photo

Interaction Spec.

- Add the yarn weight label to the lower right

Interaction Spec.

- Add the primary fiber label to the lower right

Interaction Spec.

- Either replace the collection image with the color image
- Or add the color chips that map to the selected color family

Interaction Spec.

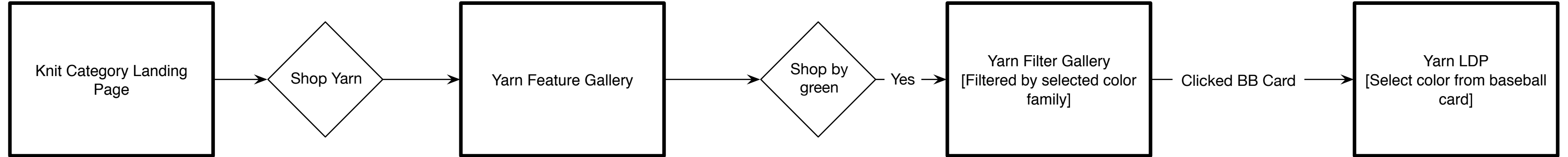
- Either replace the collection image with the color image
- Or add the color chips that map to the selected color family
- Add the primary fiber label to the lower right
- Add the yarn weight label to the lower right
- Add the Exclusive, new, or Clearance overlay over the top left side of the photo

User Benefit (Applies to all variants)

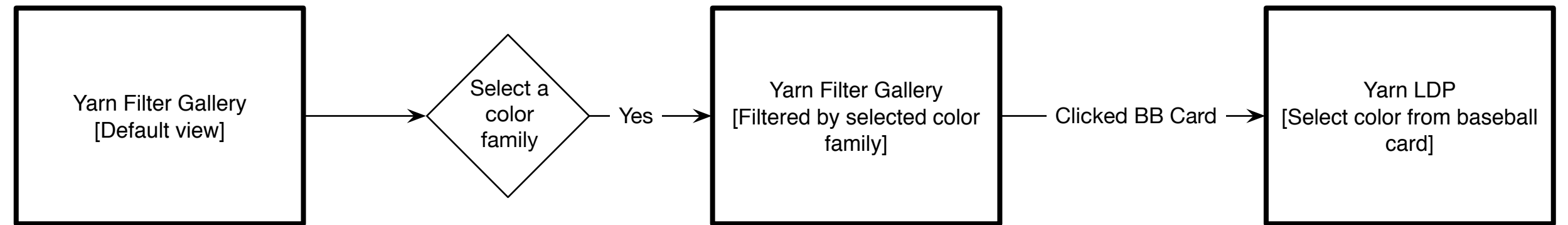
- The user can easily scan and discern which filter option applies to which item (multiple options can be selected at one time).
- Visual feedback the filter was successful
- Feel confident that their selection will meet their shopping intent

Customer Flows: Shopping for yarn based on color interest

Top of the Funnel Customer Flow: New to Craftsy and browses based on interests.



Return Customer: I am more familiar with site navigation.



Frequent Shopper: Able to hop around the site with confidence.

