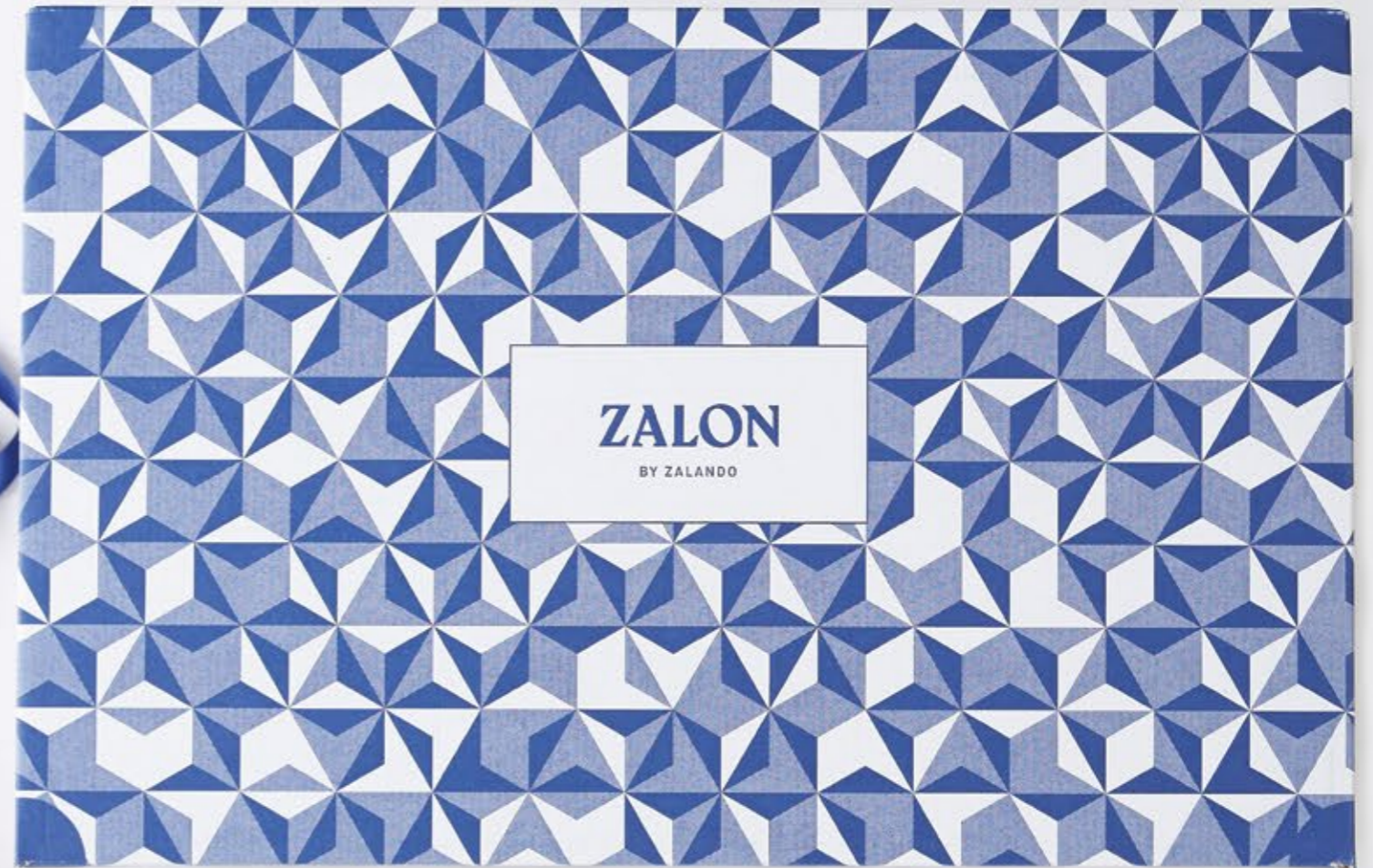


**LEAD/SR. PRODUCT
DESIGNER**

ZALON by ZALANDO

2016-2019



FROM ANALYSING EMOTIONS TO A CONVERSION RATE UPLIFT OF 18%

ZALON, is the curated shopping service by Zalando. When I joined Zalon, the first project I've initiated was customer journey mapping to analyse the customer emotions and pain points holistically. The mapping revealed a major emotional low during filling out the questionnaire, which every Zalon customer goes through. Questionnaire redesign became a top priority project for the upcoming half year with a goal of 5% conversion rate uplift and I was the main driver of the project from ideation to delivery in all countries and platforms. Finding the right answers to "How might we gather customer information in a joyful and clear way?" resulted with 18% CR uplift per session in the initial A/B tests in Germany and 8% in uplift in all countries.

Customer Journey Mapping

Zalon, 2017

My Role / Project Phases:

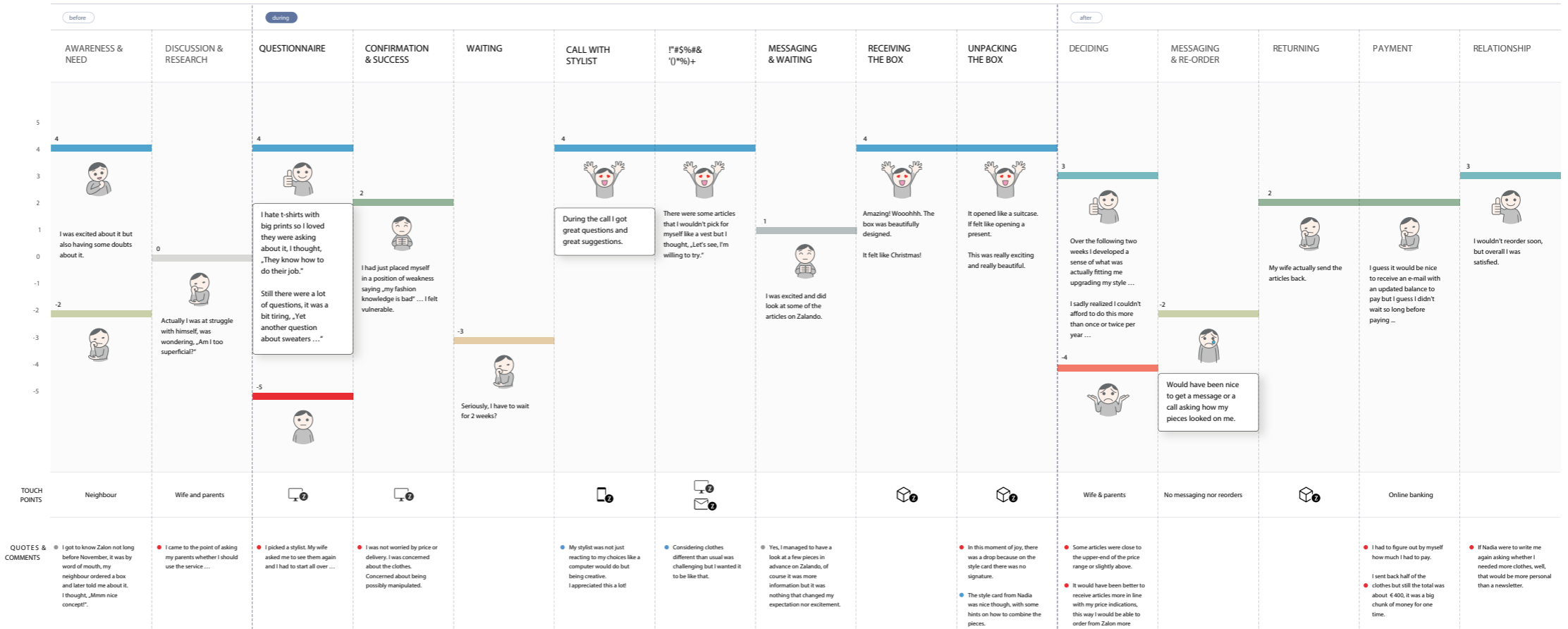
- In-depth interviews
- Journey map analysis
- Major findings roadshow
- Ideation workshops
- Roadmap planning



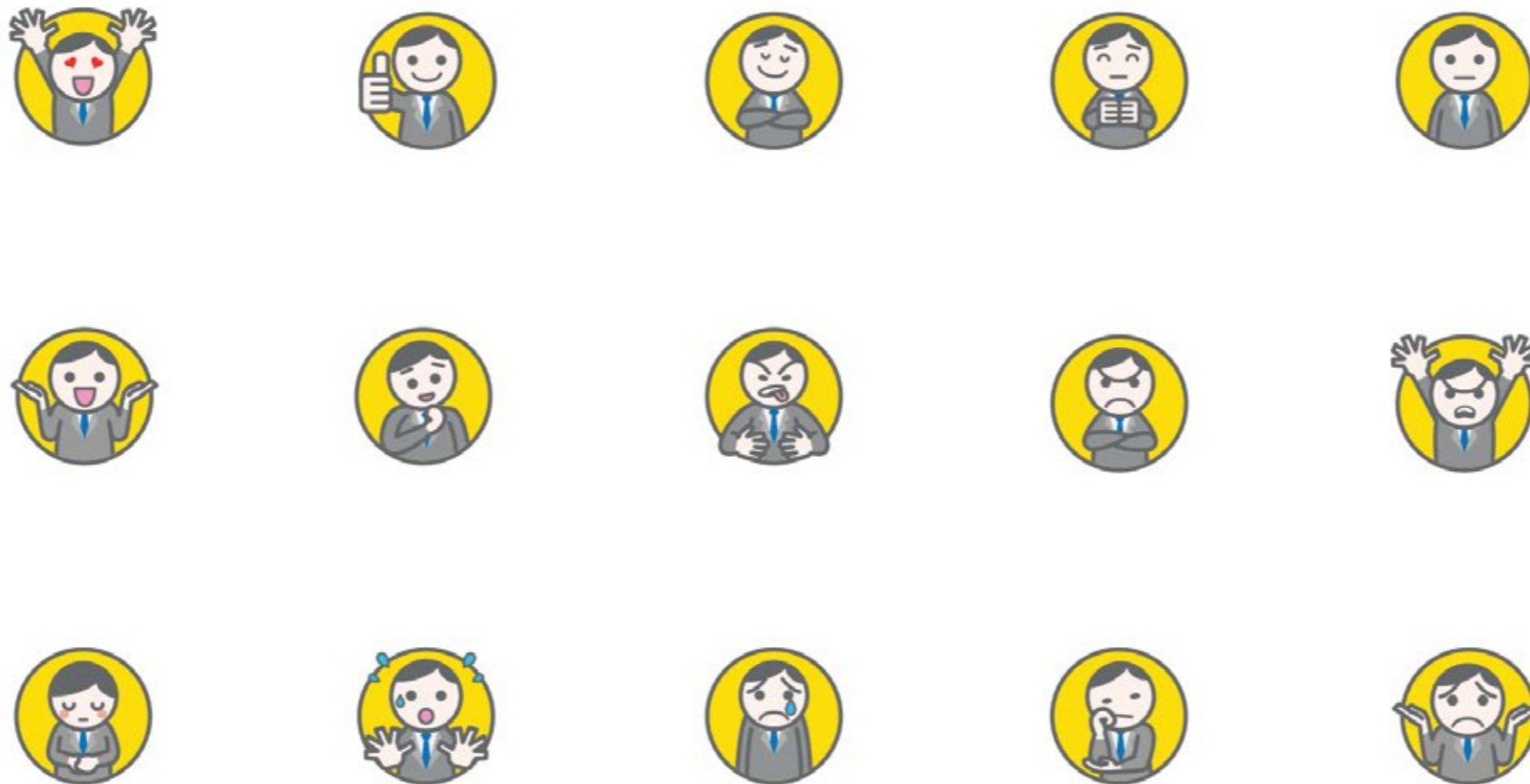
Florian, 32

„The Zalon process was somehow a fashion coaching to me.“

Job	Online marketing manager
Relationship	Married, 3 kids
Devices	Laptop, Android mobile
Tech affinity	High
Fashion style	Casual
Follows fashion	No
Fashion confidence	Low
Shopping style	Mostly offline
Social activity	Once every 2 weeks
Order date	November 2016
Order type	Call
Net items	5/10
NPS	7



“HOW DID YOU FEEL AT THAT MOMENT?”



In-depth interviews with 10 Zalon Customers: We asked customers how they felt at each step of their customer journey from hearing about Zalon until payment and reconnecting with Zalon.



**MAPPING CUSTOMER JOURNEYS REVEALED
THE ONBOARDING (QUESTIONNAIRE) AS A MAJOR PAIN-POINT**

MAJOR EMOTIONAL LOW

**The questionnaire is the first interaction point of customers with Zalon.
It is perceived too long, functional and hard to fill out.**

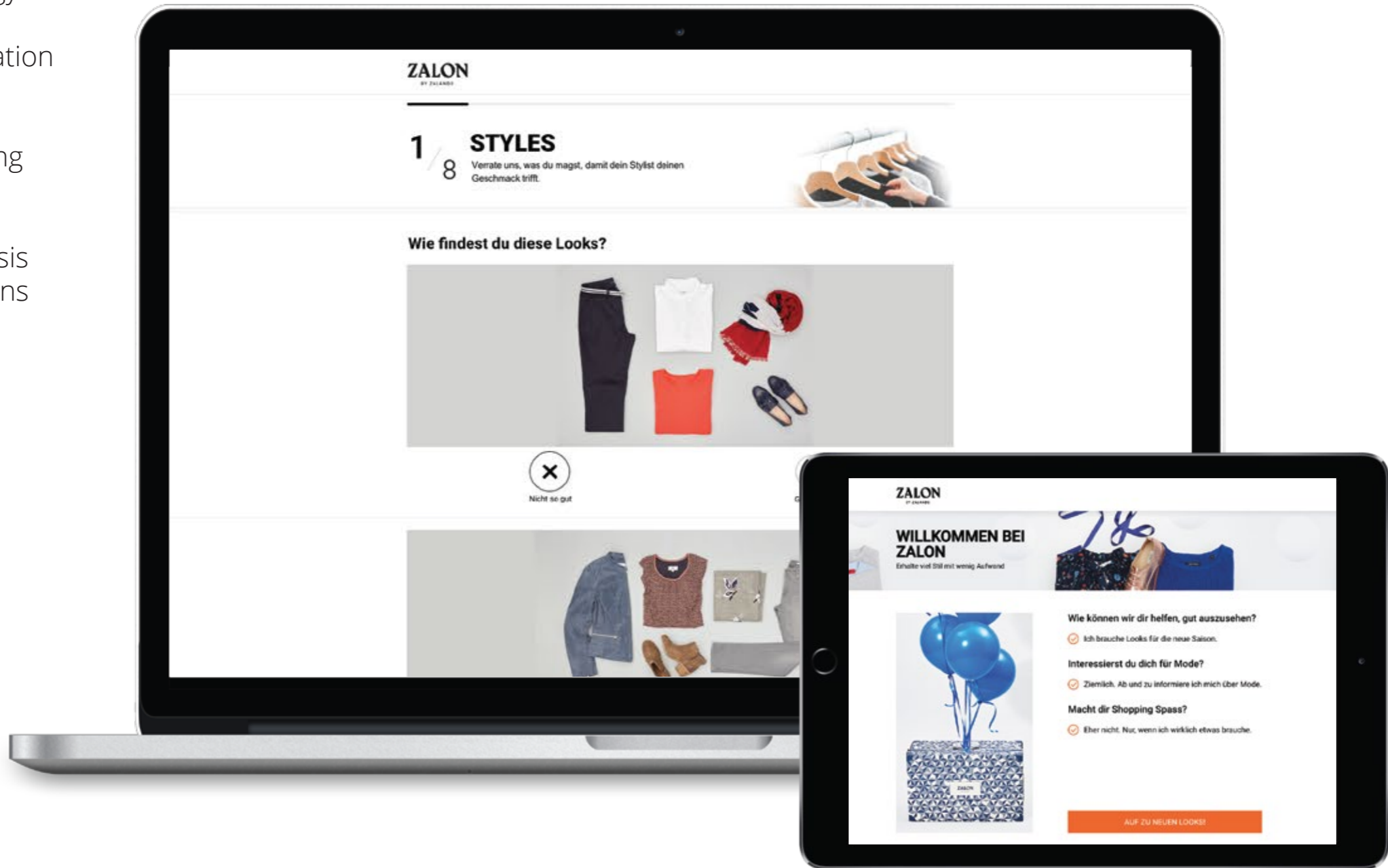
How might we gather customer information in a joyful and clear way?

Questionnaire Redesign

Zalon, 2018

My Role / Project Phases:

In-depth interviews
Data Analysis
Design strategy
Personas
Kick-off & Ideation
Wireframing
Prototyping
Usability testing
Defining MVP
Surveys
A/B test analysis
Design revisions



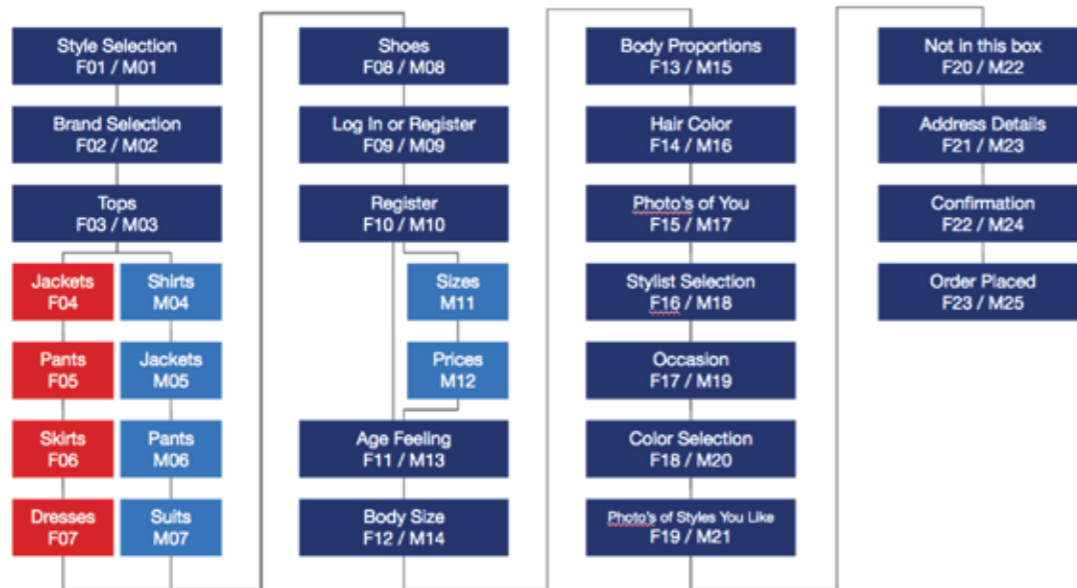
zalon.de/style

MAIN DESIGN CHALLENGE

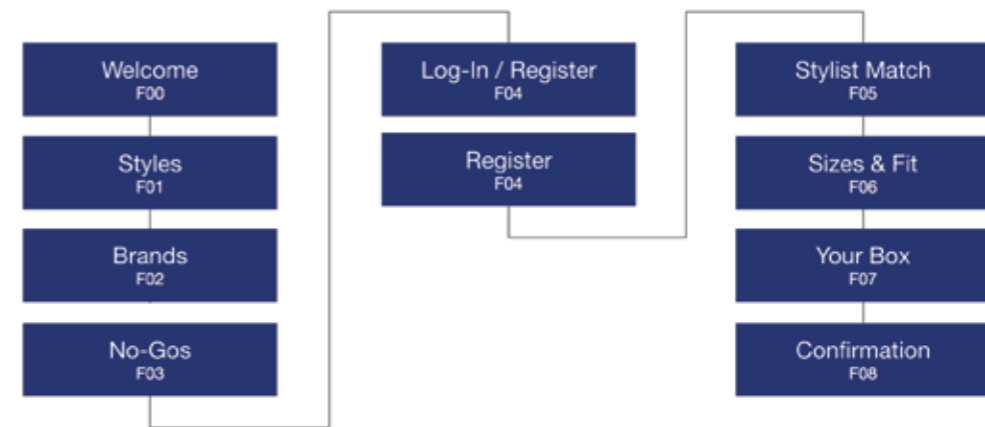
What is the balance of questions, that customers can answer easily, and provides sufficient info for stylists?

(Conversion rate - net basket balance)

BEFORE: 25 PAGES

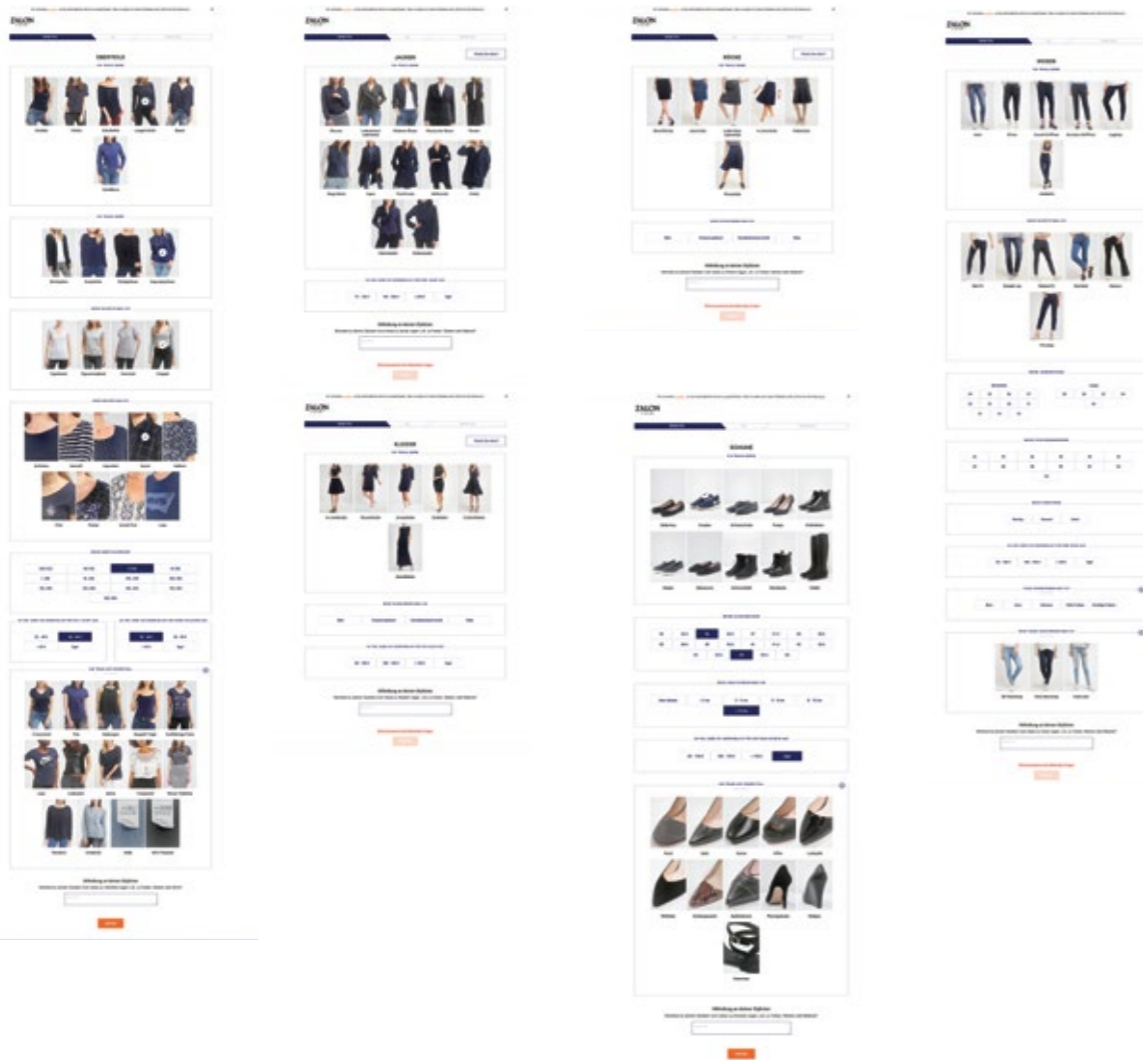


AFTER: 9 PAGES

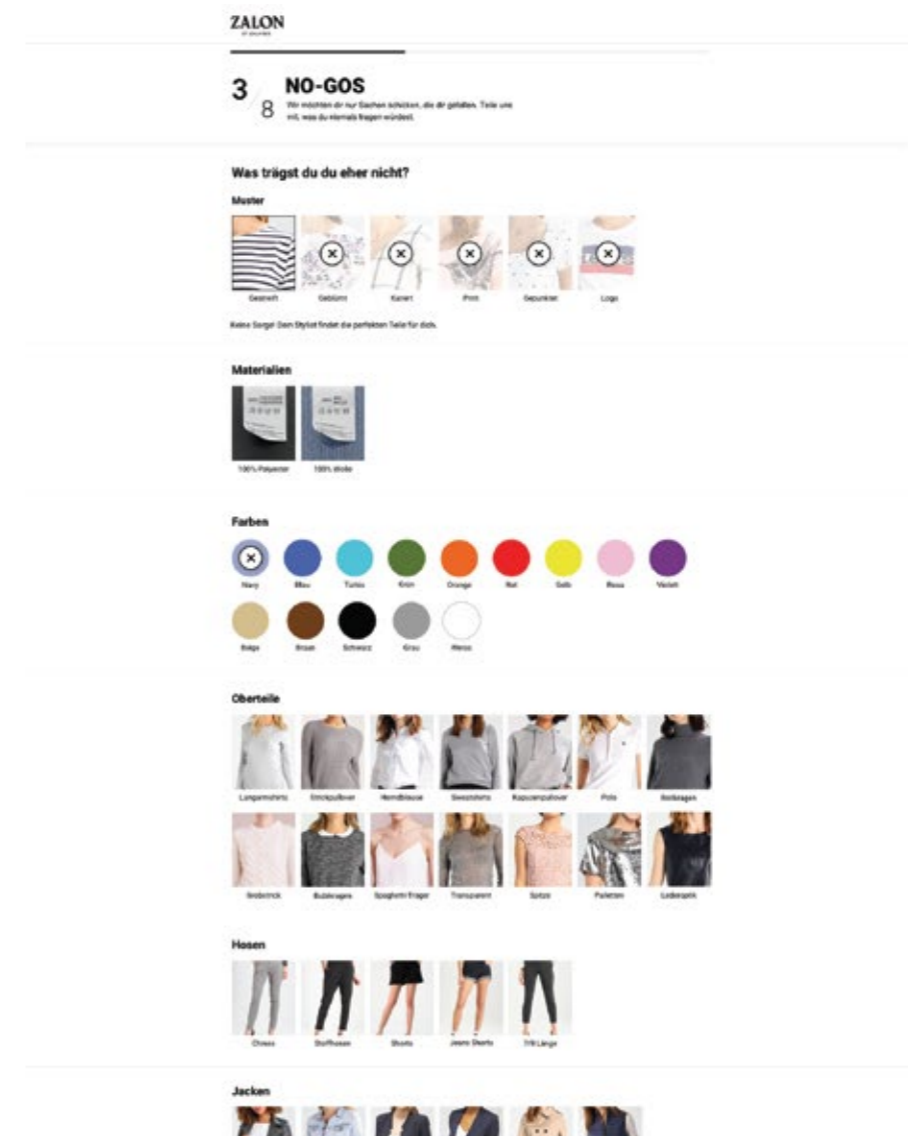


Designing with data: The questionnaire flow and it's content was simplified through analyzing exit rates of each page, click rates of each question and it's effect on net basket.

BEFORE: “WHAT DO YOU LIKE?”



AFTER: “WHAT ARE YOUR NO-GOs?”



Designing with user insights: “I wouldn’t be here, if I knew what I want.” Female customers had a hard time answering what they like to wear. This insight led to having a No-Go approach in the new questionnaire.

BEFORE: “ANTHING YOU WOULD WANT IN YOUT BOX?”

Old Questionnaire:

Mitteilung an deinen Stylisten
Möchtest du Jan4mz noch etwas zu deiner Box sagen, z.B. Artikel, die du gerne erhalten möchtest?

WEITER

1st iteration:

Gibt es etwas Bestimmtes, das du in deiner Box erhalten möchtest?

z. B. eine schwarze Hose

AFTER: “WHAT SHOULD BE IN YOUR BOX?”

2nd iteration:

Was sollte in deiner Box sein?

Hi, dieses Mal hätte ich gerne einen Mantel...

Designing with iterations: Asking customers, what should be in their box explicitly, improved the Net Basket by 3 Euros along with other iterations. (2nd A/B Test - focus on net basket)

RESULTS

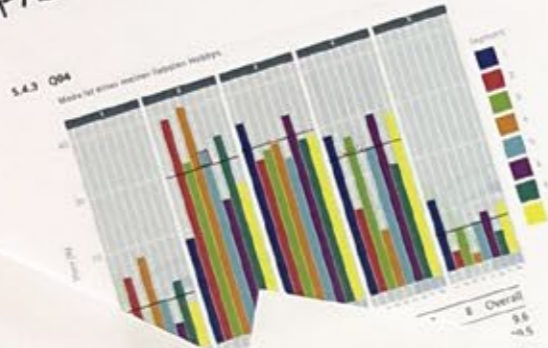
%18 CR uplift per session in the initial A/B tests for female customers in Germany, %8 uplift for all genders in all countries and platforms.

Project goal: 5% conversion rate uplift

BRINGING IN CUSTOMER CENTRICITY

The customer journey maps and proto personas I've worked on had been the initial spark for customer centricity at Zalor. The questionnaire project kicked off as a result of the customer journey outcomes were also supporting the correlation between customer behaviours and net baskets. This led to a larger and quantitative persona study to cover both marketing and product personas, which I was leading on product side in collaboration with the business owner in marketing. Through these initiatives personas are a part of the working culture at Zalor and widely used by the whole company, also customer needs are setting the basis of the product strategy.

FASHION AS A HOBBY



FREQUENT SHOPPER Gabriele

I enjoy shopping a lot, it's my hobby. I want to be on trend, but don't know exactly what to wear. I only try different pieces, when I go shopping with my friends. When I order from Zalora I get things I wouldn't buy myself and I'm surprised.

The Expressionist

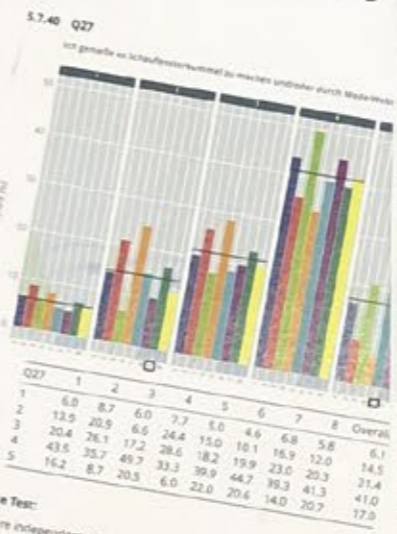
"It's not the dress that should wear you, it's you who should wear the dress."

Expressionists find inspiration in the places and make any effort to find a missing piece to complete their style.

Focus on Me
Wants to be true to themselves
Needs independence
Fear of being restricted



JOY IN SHOPPING



CONVENIENCE SEEKER Tim

I'm not into fashion or changing trends, still I care about how I look and want to be somewhat fashionable. I usually do shopping only when I need it and buy similar things, like 3 black t-shirts at once. Zalora is a fashion coaching to me.

The Enthusiast

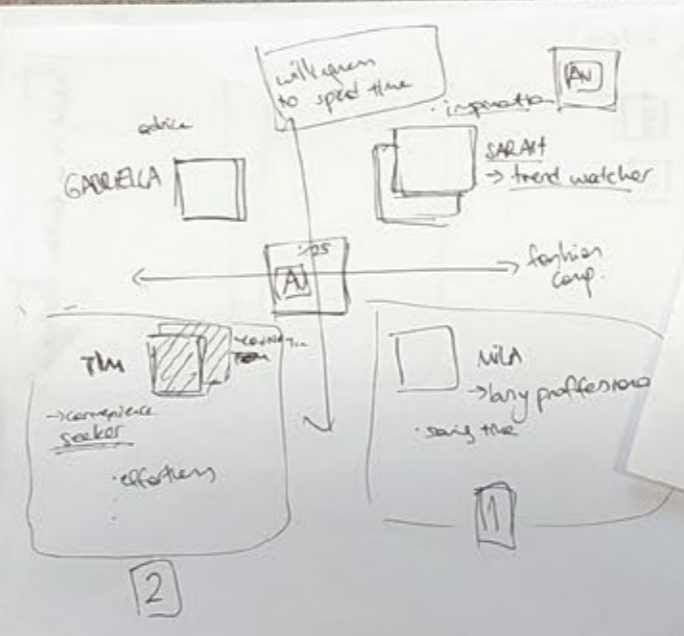
"I don't want to look like everyone else."

Enthusiasts want to be different. But unconsciously they constantly need to keep up with their self selected tribes to avoid disapproval.

Focus on Others
Wants to be different
Needs to feel special
Fear of being rejected from their tribe



NEED: SAVE TIME



The Improver

"I hate that I can't wear everything I love because I am not made for it."

Improvers are driven by their flaws. They love shopping and know the rules of style. At the same time fashion always reminds them of not being perfect.

Focus on me
Wants to be more beautiful
Needs self acceptance
Fear of being unattractive



CREATIVE LEADERSHIP FOR APPS REDESIGN

By the end of 2018, Zalon apps were having a “UX depth” leading to less impactful results of new features. Two main issues were the information architecture (especially iOS), and having two different interfaces for iOS and Android leading to double design effort.

I’ve worked on setting the foundations of the project from defining a rough strategy for the apps, planning design milestones, shareout meetings, defining target personas, design principles, information architecture to hiring for the design team and defining the delivery plan.

The apps redesign has led to %18 higher number of orders, and 10% higher subscriptions through apps shortly after it’s launch.

Aps Redesign

Zalon, 2019

My Role / Project Phases:

Kick-off & Ideation

Team Setup & Hiring

Stakeholder Shareouts

Design Strategy

I. Architecture

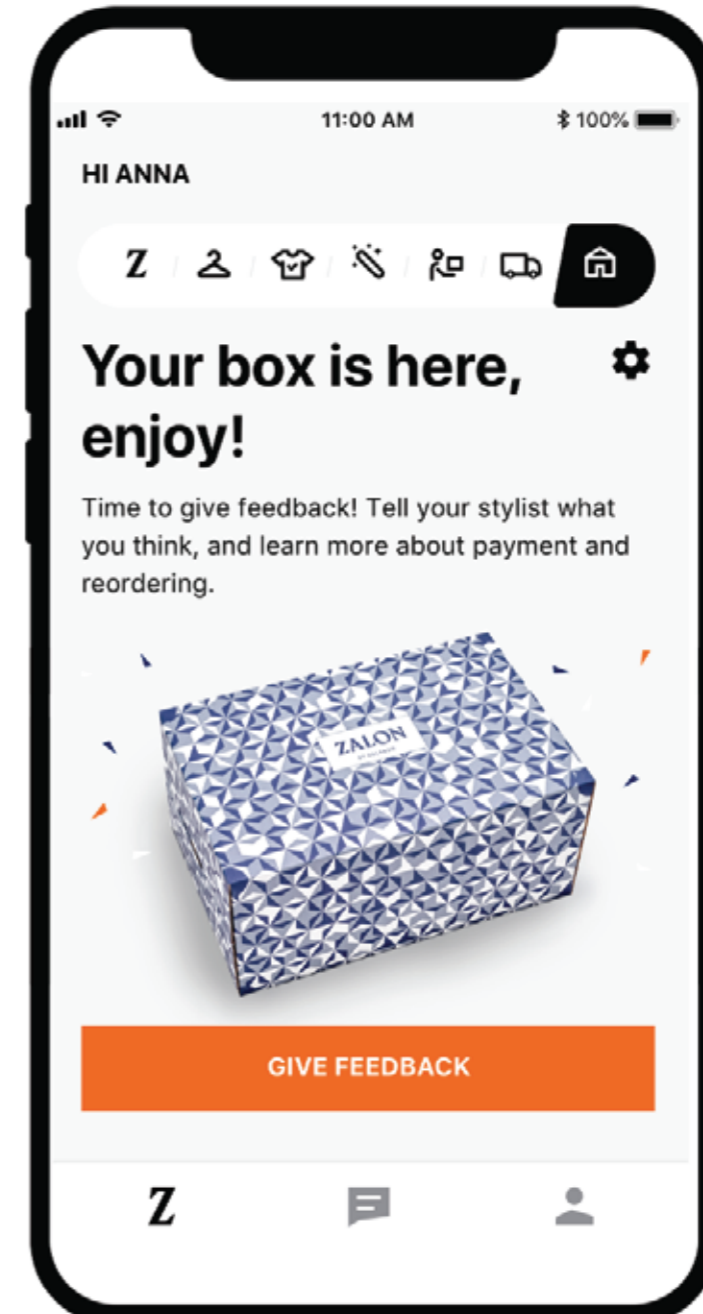
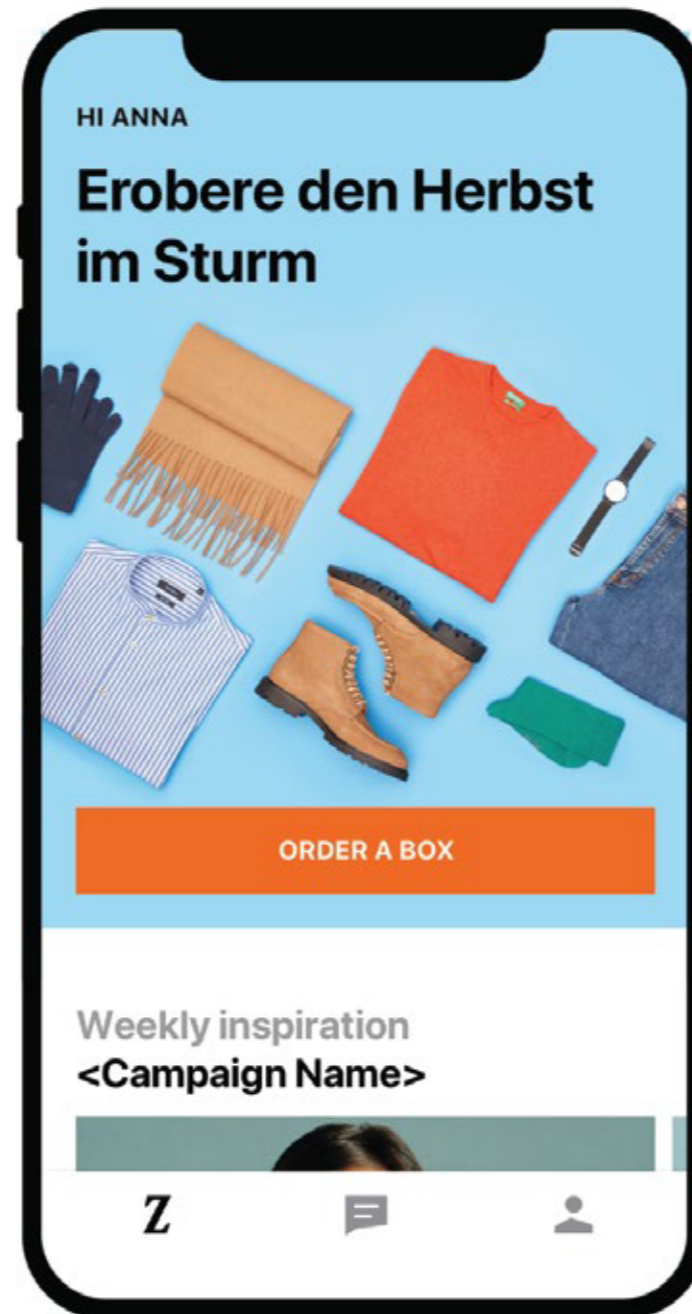
Target Personas

Wireframing

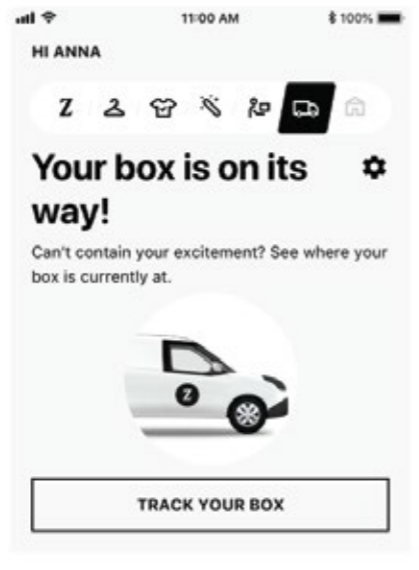
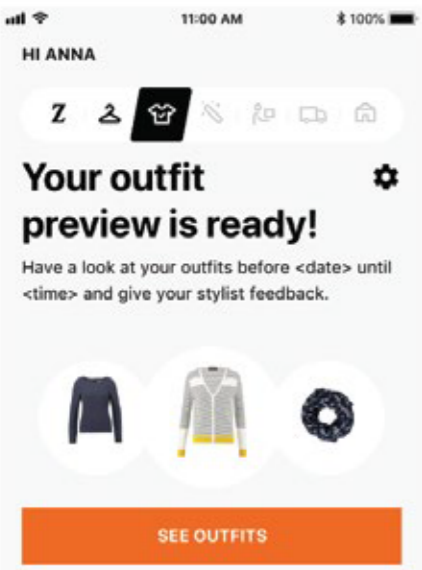
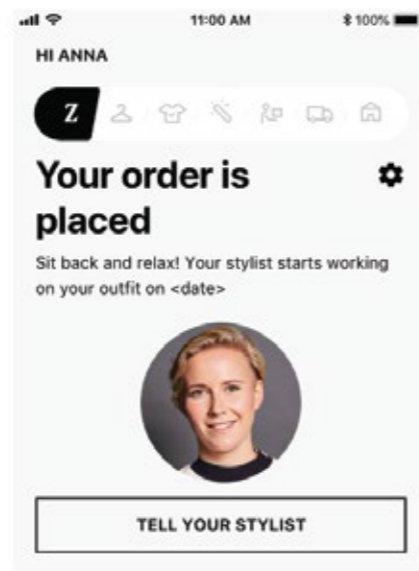
(Prototyping)

(UI delivery)

(Usability Testing)

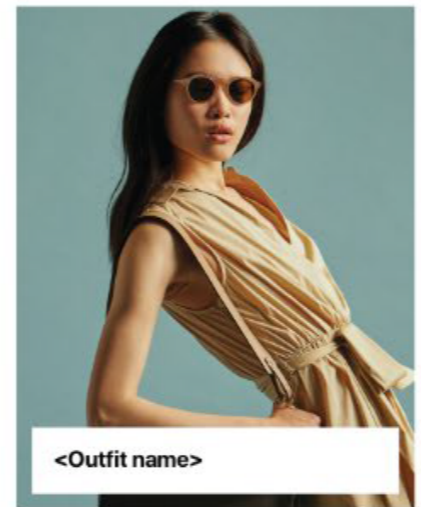


PRIMARY ACTIONS



SECONDARY ACTIONS

Weekly inspiration
<Campaign Name>



How often would you like to receive a Zalon box?



- Schedule your box anytime you want
- If you're not loving it, cancel anytime in a few steps

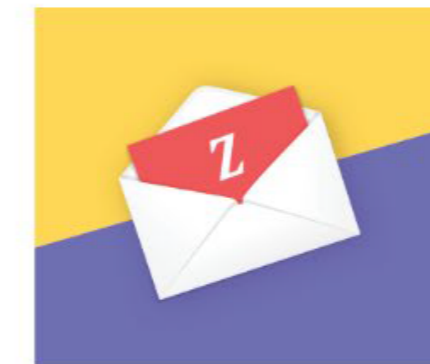
PLAN YOUR BOX

Tell your friends, get €25



RECOMMEND ZALON

Sign up for discounts and inspiration



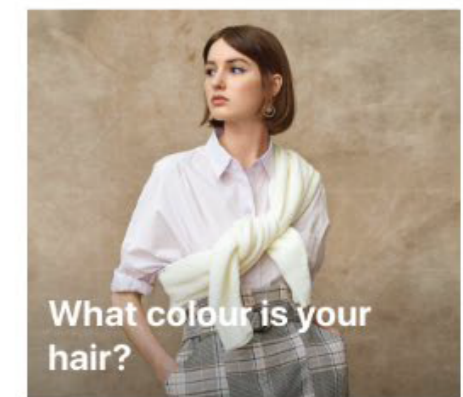
JOIN MAILING LIST

Got something on your mind?



MESSAGE <%STYLIST NAME%>

Get better recommendations



BLONDE

LIGHT BROWN

DARK BRO

INTEGRATING ZALON INTO THE ZALANDO MOTHERSHIP

Zalon had been a stand alone business, serving as the curated fashion service of Zalando, during it's first 4-5 years. As the product has grown, it had been a part of Zalando in several entry points on Zalando web and apps, until a strategy shift to become a strategic partner of Zalando. I've taken an active role both in Zalon-Zalando integration deliveries and shaping the product strategy along with product and business owners.

One of the first integrations was on Zalando Get The Look Page, brought live in only one sprint from kick-off to delivery, resulted in %5 of all Zalon orders coming from the integration.

Zalon - Zalando Integration

Zalon, 2018

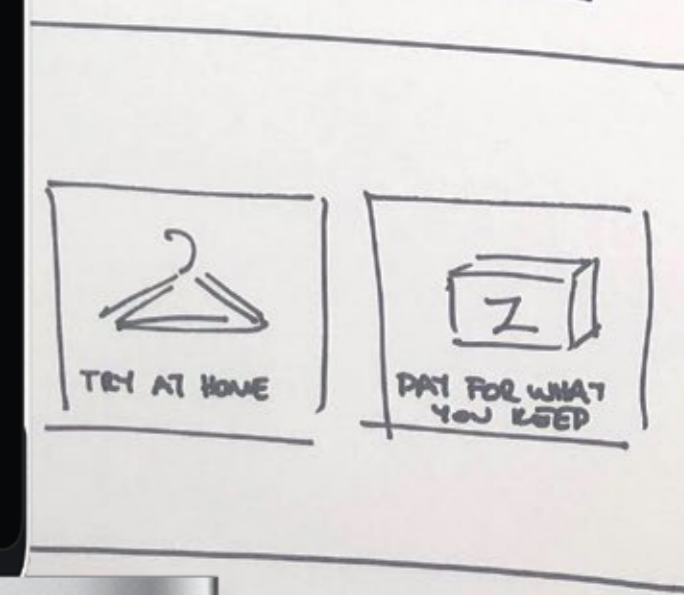
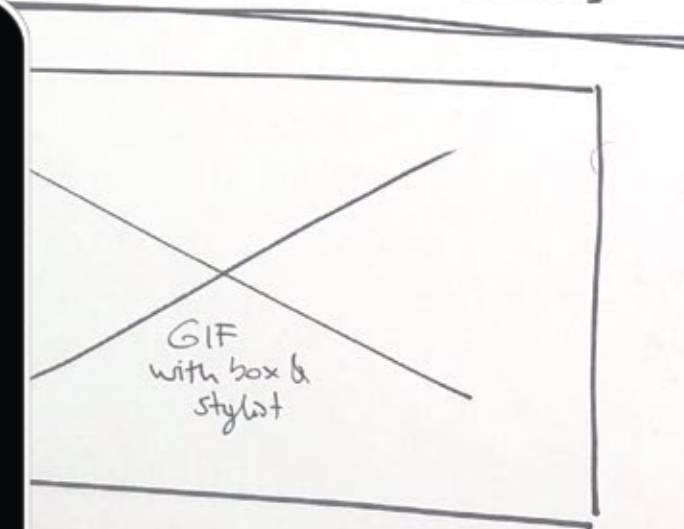
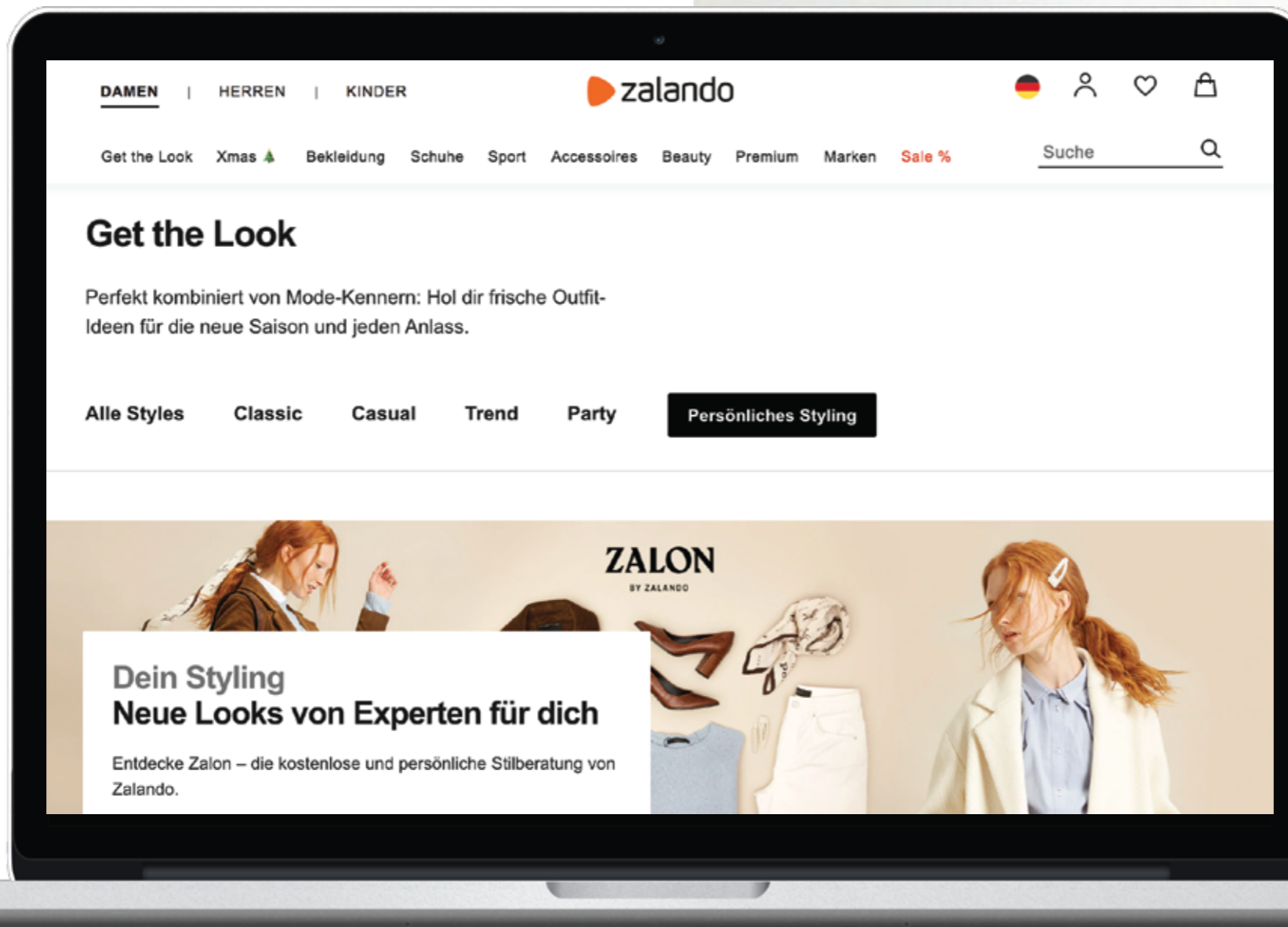
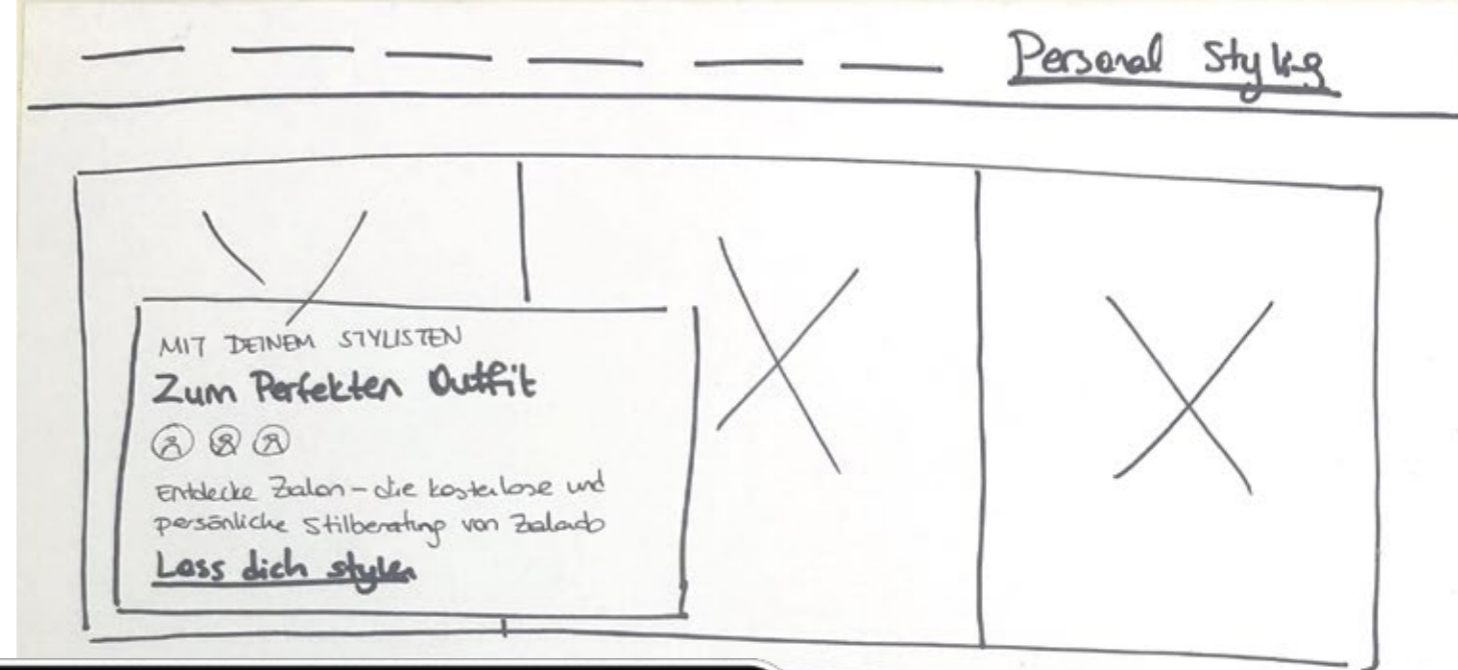
My Role / Project Phases:

Kick-off & Ideation

Wireframing

UI - Zalando Design Systems

Guerilla interviews



zalando.de/get-the-look-damen

DISCOVER ZALON

Lass dich stylen

Zalon - Zalando Integration Strategy

Zalon, 2019

My Role / Project Phases:

- Defining HMW questions
- Stakeholder Interviews
- Affinity Mapping
- Feature Journey Mapping
- Stakeholder Feedback



MY ROLE AT ZALON

- End to end product design
- Leading a multicultural team of 3 product designers
- Working on product and service strategy to define solid design direction, design processes and methodologies
- Supporting short & long term product vision
- Leading, conducting, mentoring user research
- Translating findings into design strategies or iterations
- Building up personas, being the advocate of users
- Leading kick-off, ideation, co-creation workshops
- Defining MVP & sprint scope along with product
- Creative leadership of large scale design projects
- Working closely with developers in agile teams
- IA, user flows, wireframing & prototyping