

# UNBRAIDLED

## MOBILE APP

---

### INTERVIEW INSIGHTS + USER PERSONA

6/2/2020



MOLLY WINTER STEWART  
UX DESIGNER



# INTERVIEW INSIGHTS

## USERS...

# U.

### DEVICES

- ... **prefer their desktop for making purchases**, because they can research the product more thoroughly; images, details and reviews are all easier to read
- ... tend to use their **phones** more for **casual browsing**, and occasionally for purchases through social media if there is a deal

### PURCHASING MOTIVATORS

- ... are more comfortable purchasing if they can **“try before they buy”**
- ... are skeptical of buying from unfamiliar brands online because they **aren't sure how clothes will fit**
- ... are **more willing to invest** in clothes that are **high-quality, perform well in the gym**, and can be used for **different types of fitness activities**
- ... don't like dealing with the **hassle of returns**
- ... are drawn to companies that are doing **social good**



# INTERVIEW INSIGHTS

## USERS...

# U.

### PRODUCT DETAILS

- ... want to see a **range of body types** represented in product photos
- ... want to **see images of clothing “in action”** so they know it’s not just about “looking good”
- ... are more likely to trust unfamiliar brands if **reviews** talk about actually **using the product**, not just wearing it

### ABANDONED CARTS

- ... want to take time to consider whether a purchase is a “need or a want”
- ... like to regulate impulse buys
- ... sometimes can’t remember their credit card numbers

### SUBSCRIPTIONS

- ... like to work directly with a stylist to help choose items, but **want the final say** in what gets shipped
- ... needs **flexibility** with subscription account, like the frequency of recurrence, and the ability to skip months or pause
- ... want to **try out new styles**, too - not just what fits their profile or shopping history

# PERSONA: MEET JASPER

# U.

**SCENARIO:** Jasper has lived in NYC for 6 years and work full-time in graphic design. She is into all kinds of fitness - group classes, solo gym time and at-home workouts - and enjoys hiking and biking on the weekends when she has time. "Looking good" helps to motivate her workout, but if her clothes don't fit right or truly perform, she is unhappy. She has become much more dedicated in the past couple of years to supporting brands that are inclusive, diverse, and making an effort to do social good.

## GOALS

- Invest in clothes that are made to last, versatile in how they can be used, and will perform in a tough workout
- Support companies that are doing social good
- Spend money more wisely

## NEEDS

- To be able to "try before buying"
- To feel confident that clothing will perform in the gym
- To see more diverse body types in product photos
- A better understanding of how each size would fit based on measurements (tight, average, loose)
- An easy return process

## PAIN POINTS

- Skeptical of ordering online from new brands because of sizing and quality
- Lack of body type representation in photos
- Reviews that only talk about what a product looks like
- Returning online orders can be a hassle

## BEHAVIORS

- Tries on in-store if possible, especially when unfamiliar with the brand
- Takes the time to consider if purchases are really necessary
- Won't return if it's not easy, but also won't order from that brand again



**JASPER, 30**  
**SHE/HER**

Graphic designer and  
fitness enthusiast living  
in New York City.

MOLLY WINTER STEWART  
UX DESIGNER