

Bed Bath and Beyond

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Fall 2021



BRIEF

Bed Bath and Beyond is an American chain of domestic merchandise retail stores with 1000+ retail locations.

MISSION

We make it easy to feel at home!

SPECIALTIES

Retail, eCommerce, B2B, and Fulfillment

TIMEFRAME

7 Weeks

PROMPT

College is one of the most important seasons for retailers. Bed Bath and Beyond strives to deliver the best-in-class experience to help students and parents with the planning process for college.



THE PROBLEM

Bed Bath and Beyond provides a vast assortment of in-store products for college shoppers, but **misses out on the opportunity to leverage digital solutions** for its younger audience.

TARGET AUDIENCE

College-age students living in residential areas on or around campus

KEY DEMOGRAPHICS

Age Range: 18-24

Gender: 60% Female, 40% Male

Common Titles: Student, Undergraduate

KEY PSYCHOGRAPHICS

1. Free-spirited
2. Values having a clean and organized room
3. Loves using new technologies (Tech-savvy)

CHALLENGES

1. Having all items that match a certain style
2. Staying on a budget
3. Arranging their rooms

PREFERRED CHANNELS

1. Looking for answers via organic search
2. Trendy Social Media (Instagram, TikTok)

PREFERRED CONTENT TYPES

1. Easily Digestible
2. Curated content
3. Interactive and engaging



QUALITATIVE INTERVIEWS TAKEAWAYS

We completed a total of five 30 minute interviews and asked college students about their college shopping experience



BUDGETING

Most interviewees had an idea in mind of how much they planned to spend but **did not set up a strict budget causing them to overspend**. They wanted an easier way to create a budget.



ONLINE

Interviews indicated that **consumers preferred online shopping** due to a larger selection, less time commitment, and easy price comparison.



SHARING

Participants shared experiences while planning with roommates. They explained how **splitting the cost for items occasionally led to confusion and miscommunication** at the end of the year. They showed a desire for an improved way to communicate items with roommates.



STYLE

Some participants noted their style preference when they first began shopping, while others made it clear that they didn't know how their items would look together. **They expressed desire for a style, but didn't know how to start.**

USER PERSONAS

Personas were created to identify opportunities for improvement and discover existing pain points in current practices.



OLIVIA THE ORGANIZER

As a very organized person, I want to make a clear and accurate list of items I need so that I only purchase items that I truly need.

MOTIVATIONS

Use money responsibly, create a relaxing room, & have an organized and complete list

PERSONALITY

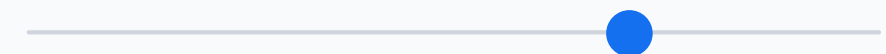
Open Schedule Busy Schedule



Messy Organized



Low Budget High Budget



MARK THE MINIMALIST

As a minimalist, I want to get only the essentials so that I can spend more time doing more important things

MOTIVATIONS

Taking care of family, being the best in his field. Being clean and moderately organized

PERSONALITY

Open Schedule Busy Schedule



Messy Organized



Low Budget High Budget



FRANK THE FRESHMAN

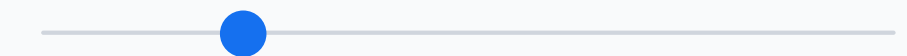
As a first year student, I want to spend less time planning for my room so that I can have more time making new friends.

MOTIVATIONS

Good quality items. Making new friends

PERSONALITY

Open Schedule Busy Schedule



Messy Organized



Low Budget High Budget



QUANTITATIVE SURVEYS TAKEAWAYS

Based on survey research from over 70 responses, we have identified quantitative trends that validate qualitative insights.



BUDGETING

75% of respondents did not set up a budget with the average spending between \$600-800. 82% of respondents believed that they overspent on college shopping.



ONLINE

67% of respondents shopped for their items mostly online with **83% shopping from Amazon**. This was mainly due to convenient fast & free shipping along with a large selection of items.



SHARING

54% of respondents split and assigned items with their roommates. They did find it difficult to split items evenly and often faced the awkwardness of splitting the bill.



STYLE

74% of respondents found it difficult to find items that matched their style. 56% of respondents describe themselves as having a comfortable style.

HOW MIGHT WE

We wanted to reframe the challenges that surround the product and find some possible opportunities.

1 Blow off some steam!

It's time to speak the truth! Tell us what has been bothering you. Missing feature? Technical problem? Ugly design? Individually, list your main frustrations.

Your turn! (5 minutes)

I don't like... Getting bad recommendations	I hate it when... I spend too much money	It bothers me to... Look all over the store just for one item	I don't like... Poor quality things	I hate it when... Something I buy doesn't fit in my room	It bothers me to... Have unmatching furniture	It bothers me to... Buy items I don't end up using	It bothers me to... Find cheaper versions of the same thing at another store	It bothers me to... Buy something without knowing reviews on how well it performs	It bothers me to... Find all around a store not knowing where my desired item is	I hate it when... I fall in love with an item and then it's too expensive	It bothers me to... Not have options when it comes to buying a product
I don't like... Going to multiple stores to get my items	I hate it when... The store I want to pick my stuff up at runs out of stuff	It bothers me to... Split costs with roommates	I don't like... not know what my roommate(s) are buying and have double stuff	I hate it when... I don't know what I need to get	It bothers me to... Buy stuff I don't need	I hate it when... I have something in my room but it's not available at my location	I don't like... I have items that I don't need but need to be replaced because of poor quality	It bothers me to... Buy items and need to go out for a few more items	It bothers me to... Buy items that need to be replaced because of poor quality	I don't like... buying something until I know how it works	It bothers me to... Buy items that I find no purpose for using
I don't like...	I hate it when...	It bothers me to...	I don't like...	I hate it when...	It bothers me to...	It bothers me to...	It bothers me to...	It bothers me to...	It bothers me to...	It bothers me to...	It bothers me to...
I don't like...	I hate it when...	It bothers me to...	I don't like...	I hate it when...	It bothers me to...	It bothers me to...	It bothers me to...	It bothers me to...	It bothers me to...	It bothers me to...	It bothers me to...
I don't like...	I hate it when...	It bothers me to...	I don't like...	I hate it when...	It bothers me to...	It bothers me to...	It bothers me to...	It bothers me to...	It bothers me to...	It bothers me to...	It bothers me to...
I don't like...	I hate it when...	It bothers me to...	I don't like...	I hate it when...	It bothers me to...	It bothers me to...	It bothers me to...	It bothers me to...	It bothers me to...	It bothers me to...	It bothers me to...

Time to vote! Vote individually for your top 3 frustrations using the stamp feature 🗳️
Once everyone is done voting, place another stamp on the 3 most popular frustrations

2 Ask yourself the right questions

Now that you have your top frustrations listed, try to turn them into open questions, starting by "How might I/we...". You can work as a team! Remember to be positive, so that you can later on generate several ideas to answer each question.

Let's start with an example:

Frustration 🗳️ I don't like having to register to order food.

Questions 🗳️ How might I/we... order without having to register? How might I/we... sign up to use something?

Your turn! (5 minutes)

It bothers me to... Split costs with roommates	How might I/we... Split costs evenly per item	How might I/we... Have a combined shopping list with roommates and approve things	How might I/we... Have a combined shopping list with roommates and approve things	How might I/we... Have a combined shopping list with roommates and approve things	How might I/we... Have a combined shopping list with roommates and approve things	How might I/we... Have a combined shopping list with roommates and approve things	How might I/we... Have a combined shopping list with roommates and approve things	How might I/we... Have a combined shopping list with roommates and approve things	How might I/we... Have a combined shopping list with roommates and approve things	How might I/we... Have a combined shopping list with roommates and approve things	How might I/we... Have a combined shopping list with roommates and approve things
I hate it when... I fall in love with an item and then it's too expensive	How might I/we... recommend similar items that are in budget	How might I/we... have shoppers stick with a budget	How might I/we... recommend shoppers who stick to a budget	How might I/we... let shoppers easily find the price of the items	How might I/we... let shoppers easily find the price of the items	How might I/we... let shoppers easily find the price of the items	How might I/we... let shoppers easily find the price of the items	How might I/we... let shoppers easily find the price of the items	How might I/we... let shoppers easily find the price of the items	How might I/we... let shoppers easily find the price of the items	How might I/we... let shoppers easily find the price of the items
How might I/we... All items to direct customer	How might I/we... All items to direct customer	How might I/we... All items to direct customer	How might I/we... All items to direct customer	How might I/we... All items to direct customer	How might I/we... All items to direct customer	How might I/we... All items to direct customer	How might I/we... All items to direct customer	How might I/we... All items to direct customer	How might I/we... All items to direct customer	How might I/we... All items to direct customer	How might I/we... All items to direct customer

Time to vote! For each question, vote individually for your 3 favourite solutions using the stamp feature 🗳️
Once everyone is done voting, place another stamp on the 3 most popular solutions per question and discuss! 🗨️

3 Find tons of solutions!

Time to get creative! Now that you have your top questions, work individually on solutions! Find as many ideas as possible to answer each question. Write down whatever comes to mind, quantity over quality! No idea? Look at what your teammates are writing!

Let's start with an example:

Question 🗳️ How could I order without having to register?

Solution 🗳️ I could checkout as a guest.

Your turn! (5 minutes)

How might I/we... make a collaborative shopping list	We could... allow roommates to set a budget for certain items/sections	We could... allow roommates to set a budget for certain items/sections	We could... allow roommates to set a budget for certain items/sections	We could... allow roommates to set a budget for certain items/sections	We could... allow roommates to set a budget for certain items/sections	We could... allow roommates to set a budget for certain items/sections	We could... allow roommates to set a budget for certain items/sections	We could... allow roommates to set a budget for certain items/sections	We could... allow roommates to set a budget for certain items/sections	We could... allow roommates to set a budget for certain items/sections	We could... allow roommates to set a budget for certain items/sections
How might I/we... create suggested budget with available customization	We could... create a way to compare on certain items	We could... create a way to compare on certain items	We could... create a way to compare on certain items	We could... create a way to compare on certain items	We could... create a way to compare on certain items	We could... create a way to compare on certain items	We could... create a way to compare on certain items	We could... create a way to compare on certain items	We could... create a way to compare on certain items	We could... create a way to compare on certain items	We could... create a way to compare on certain items
Make the shopping experience more interactive	We could... Create an AR map	We could... Create an AR map	We could... Create an AR map	We could... Create an AR map	We could... Create an AR map	We could... Create an AR map	We could... Create an AR map	We could... Create an AR map	We could... Create an AR map	We could... Create an AR map	We could... Create an AR map

Time to vote! For each question, vote individually for your 3 favourite solutions using the stamp feature 🗳️
Once everyone is done voting, place another stamp on the 3 most popular solutions per question and discuss! 🗨️

INITIAL IDEAS

After completing some brainstorming via mind maps, How might we's and customer value mapping, we came up with some initial solutions.

1. STYLING QUIZ

Introduce new styles and provide options for self-expression

2. SWIPE INTERACTION

Swipe right if you like the style, swipe left if you don't

3. COLLABORATIVE LISTS

Roommates can choose which items they want to share

4. AUGMENTED REALITY MAP

Allow for a way to easily find things in store

5. PERSONALIZED LISTS

Based on your likes and dislikes

6. THRIFTED/BORROW SECTION

Users can borrow or buy used items at a reduced price

7. GAMIFICATION

Adding gamified elements to the shopping experience

8. TRIAL ITEMS

Trying out certain items for a period of time before buying

9. BUDGETING

A way to make sure you don't overspend

10. COLLABORATION

A way to create lists together with roommates

COMPETITIVE ANALYSIS

Based on competitive analysis research, we have identified trends that contribute to our product goals.

1. PRODUCT DISCOVERY

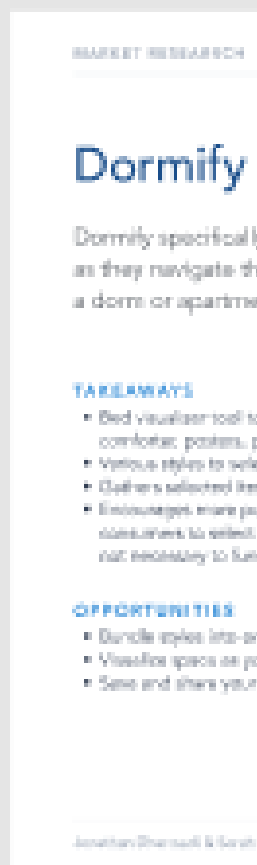
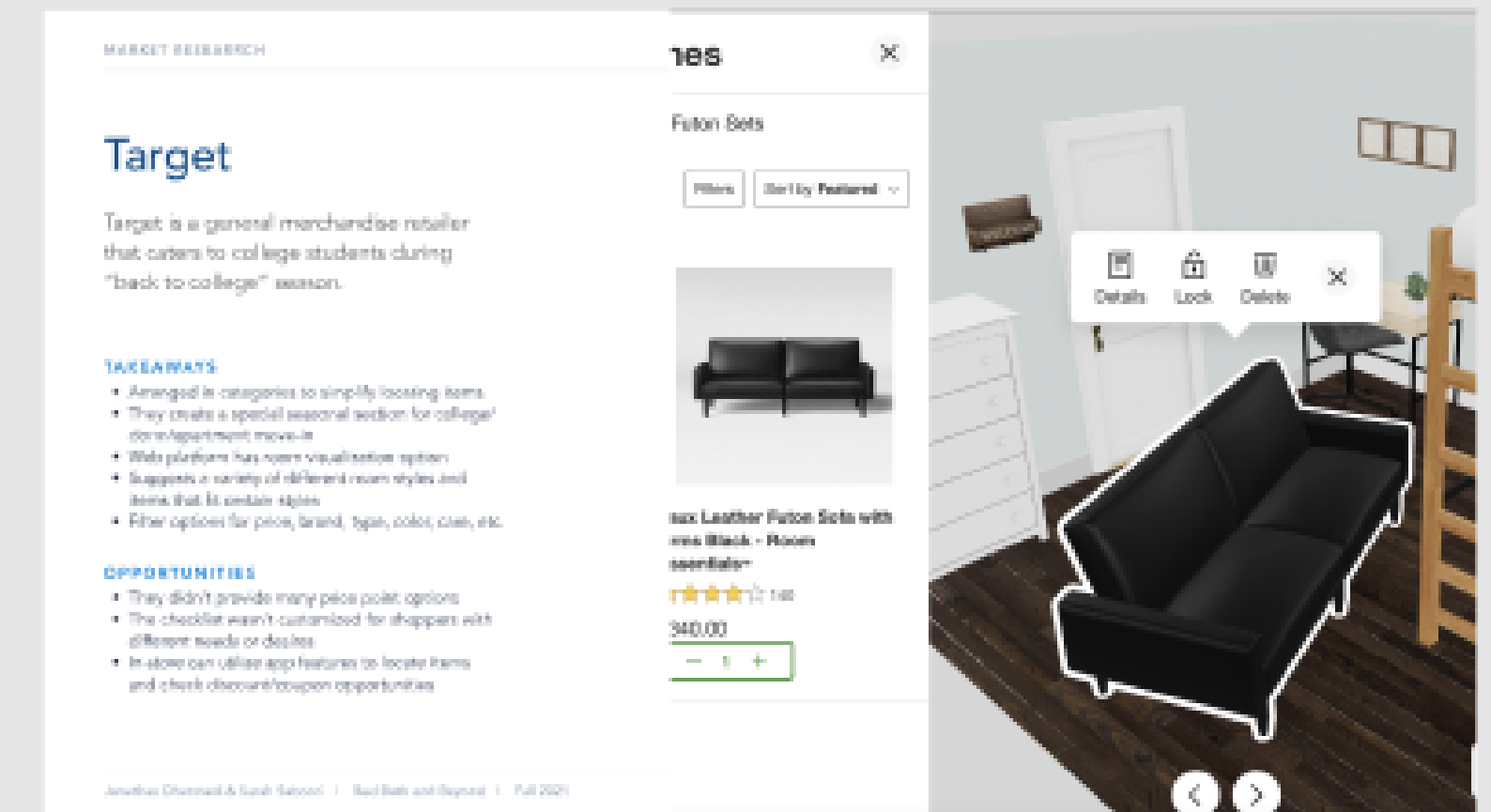
Sometimes consumers don't know what they want until they see it! Having an option to view suggested items and save products allows consumers to **inspire and define their style.**

2. STYLE SECTIONS

Sections of specific styles with all of the items under it complementing each other making it easier for college students to have better matched rooms.

3. EASY CHECKOUT

Minimizing the time between selecting and buying the item makes the interaction simpler and rewarding. Displaying savings makes the shopper feel satisfied with their purchase.



TARGET

Target is a general merchandise retailer that caters to college students during “back to college” season.

TAKEAWAYS

- Arranged in categories to simplify locating items
- They create a special seasonal section for college/dorm/apartment move-in
- Web platform has room visualization option
- Suggests a variety of different room styles and items that fit certain styles
- Filter options for price, brand, type, color, care, etc.

OPPORTUNITIES

- They didn't provide many price point options
- The checklist wasn't customized for shoppers with different needs or desires
- In-store can utilize app features to locate items and check discount/coupon opportunities

ies



Futon Sets

Filters

Sort by **Featured** ▾

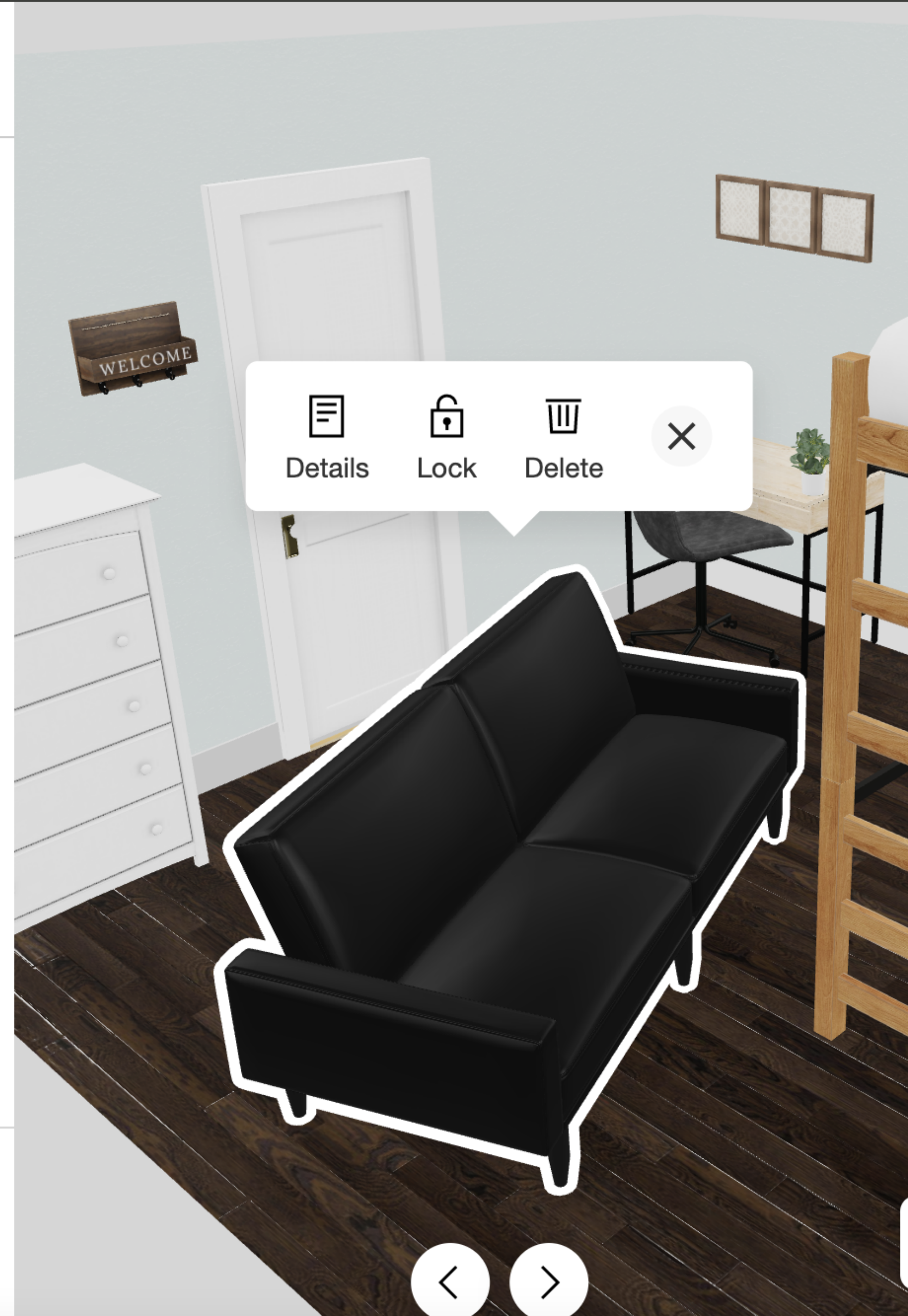


**aux Leather Futon Sofa with
rms Black - Room
ssentials™**

★★★★☆ 140

340.00

- 1 +



POTTERY BARN

Pottery Barn utilizes 3D to create an environment for users to style, visualize, and create a list of items.

TAKEAWAYS

- Visualizing the space can make it easier to realize what items are needed
- Pottery Barn allows users to customize room size, add furniture, and create a list based on items they dropped into their room

OPPORTUNITIES

- Prices are not displayed until you move to checkout, making it harder to select items within the consumer's price range
- There is room to improve the method of adding objects and placing them, since the current platform is relatively difficult to navigate



INSTACART

A grocery delivery service that employs personal shoppers to shop for you and then deliver the groceries to your home.

TAKEAWAYS

- Provides convenience for people who are unable to shop themselves
- Free same-day delivery within 2 hours
- Makes staying on budget easier by not diverting from the shopping list

OPPORTUNITIES

- Not transparent about prices as some items are marked up by instacart
- Only able to view two options for replacements
- Some dissatisfaction with shopper item selection and replacements

Hello, Gina
25 Scott Street

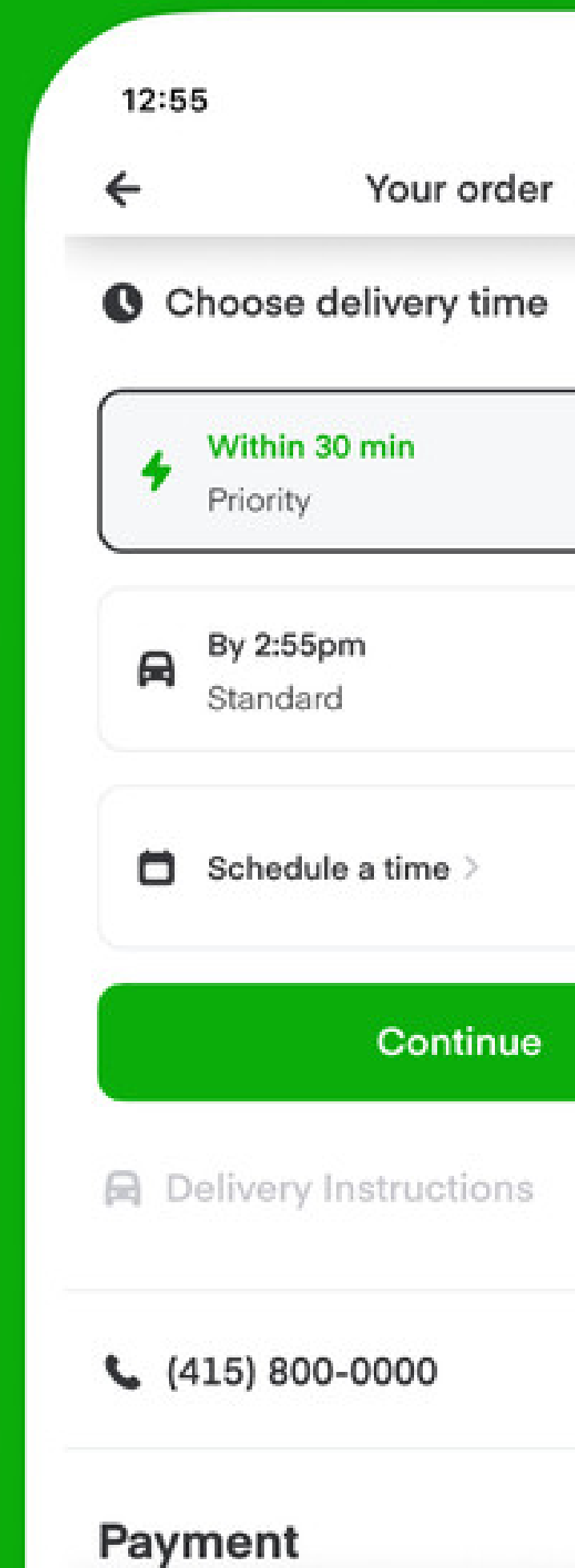
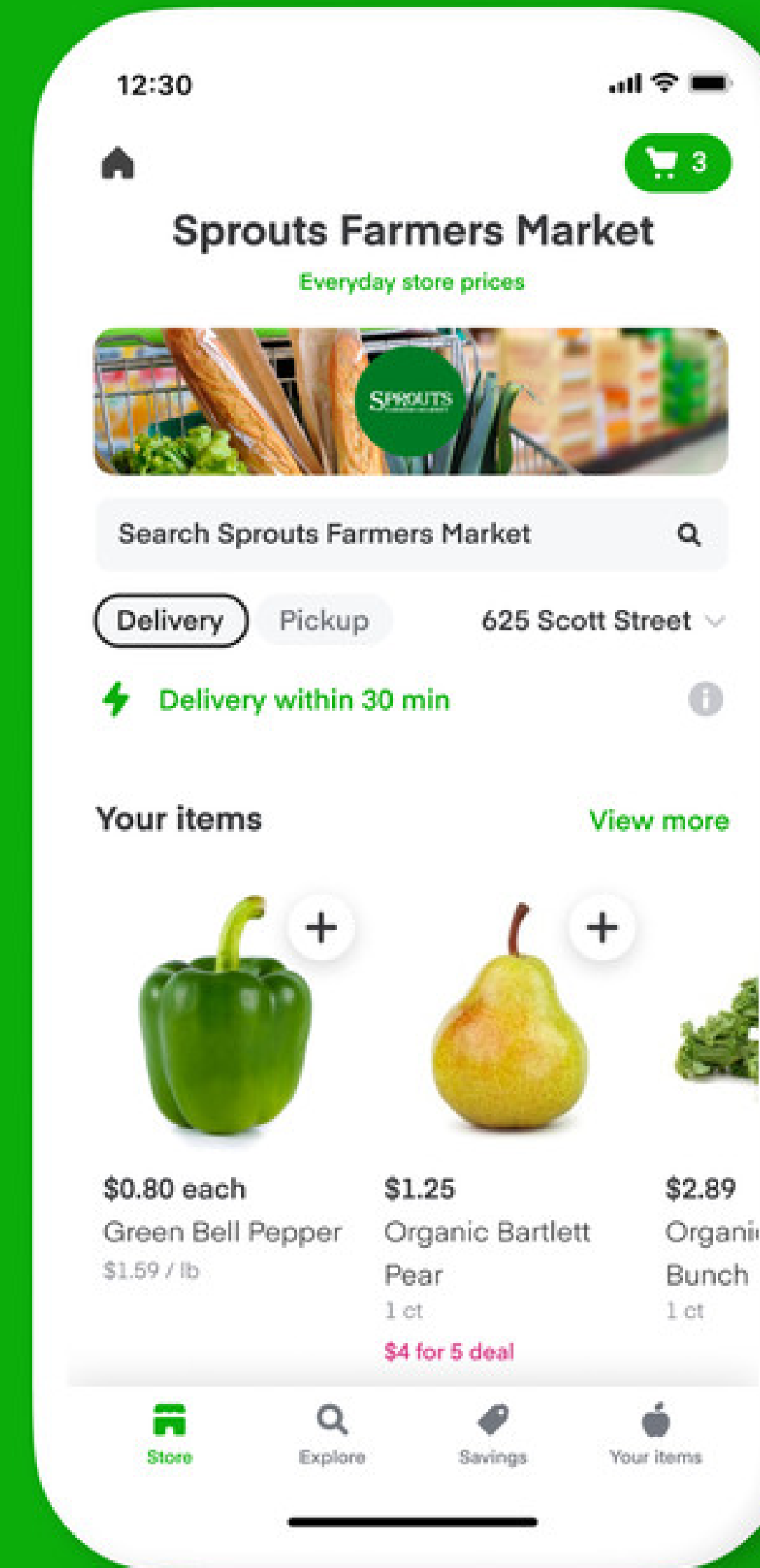
s Farmers Market
y within 30 min

Supermarkets
y within 30 min

ay
y within 30 min

Market
y within 30 min

Community Market
y within 30 min



STITCH FIX

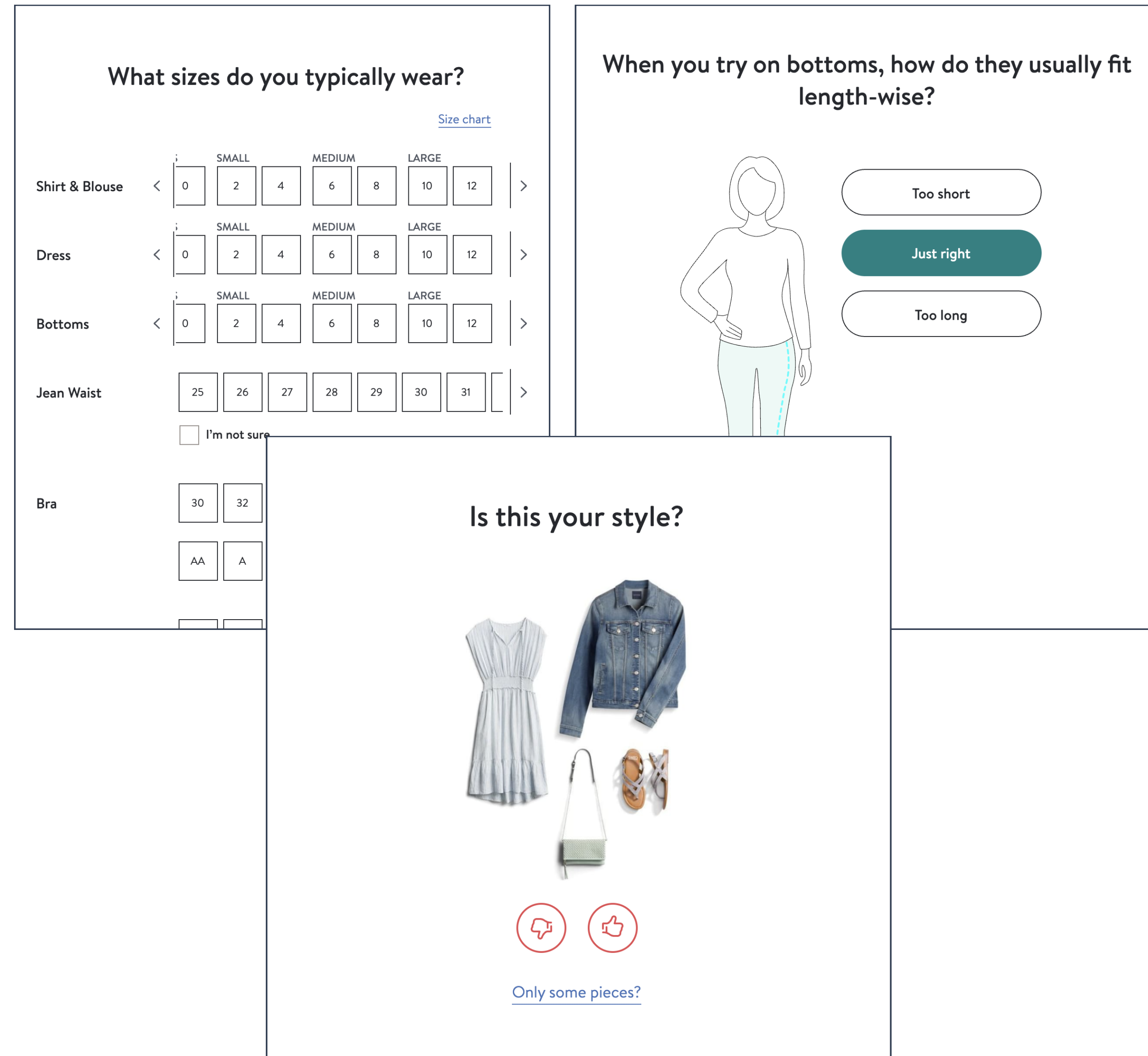
Stitch Fix is an online personal styling service. It uses recommendation algorithms and data science to personalize clothing items.

TAKEAWAYS

- Variety of selections from 1000+ Brands
- A rating system to 'like' or 'dislike' items which makes the app more interactive and also helps to give you more personalized boxes
- A personalized stylist hand-selects a box of items based on your preferences, budget and profile
- Great for people who don't know their own style

OPPORTUNITIES

- The long & tedious onboarding process can cause users to quit the app.
- Prices are too high on top of the \$20 styling fee.



AMAZON

Amazon has launched a one-stop-shop for college students with their "off to college" section available in web and mobile

TAKEAWAYS

- The section makes it easy to find things you need with even smaller sections.
- "Dorm-inspo" helps you find styles curated by lifestyle influencers in college.
- Prime Student is free for the first 6 months and then half off after that (\$5/month). It offers free express shipping along with tons of other benefits.
- The ability to create and share lists

OPPORTUNITIES

- Due to the large amount of items, it can be difficult to stay on budget.
- The UI/UX is inconsistent and can be improved to provide a more efficient experience
- An in-person shopping experience

Off to College
Get prepped, for less

Room Hacks | Electronics | Bedding | Fashion

Furniture | Bath & Laundry | Desk Supplies | Smart Room | Customers' Most-Loved | Décor | Box

EXPLORE MORE

Electronics | Men's Fashion & Accessories | Printers, Scanners & Ink | Kitchen | Women's Fashion & Accessories | WiFi & networking | Audio & accessories | Gaming | Furniture | Desk Supplies | Bed & Bath | Décor | Health & Personal Care

Smart Room | Cleaning & Laundry

clear

Price all prices - Deals Gift Wrap Available

<p>HP Color LaserJet Pro M283fdw Wireless All-in-One Laser Printer, Remote Mobile Print... ★★★★★ 2,135 \$489.00</p>	<p>Borderlands 3 Super Deluxe Edition Xbox One ★★★★★ 3,038 \$59.95</p>	<p>Upgraded Beard Grooming Kit w/Beard Conditioner, Beard Oil, Beard Balm, Beard... ★★★★★ 33,377 \$22.91 Extra \$5.00 off with coupon</p>	<p>GreenForest Folding Desk No Assembly Required, 2-Tier Small Computer Desk with... ★★★★★ 5,227 \$71.99</p>	<p>HP LaserJet Pro M148dw All-in-One Wireless Monochrome Laser Printer, Mobile & Auto... ★★★★★ 3,729 \$299.95 - \$465.00</p>
<p>Canon PIXMA G4210 Wireless MegaTank All-in-One Inkjet Printer ★★★★★ 4,310 \$259.61 - \$622.33</p>	<p>Brother Mobile Color Page Scanner: DS-620, Fast Scanning Speeds, Compact and... ★★★★★ 2,015 \$209.99</p>	<p>Dell XPS 15 9570 8th Generation Intel Core i7-8750H Processor, 4k Touchscreen display... ★★★★★ 98 \$1,949.00</p>	<p>TP-Link Deco Whole Home Mesh WiFi System - Up to 5,500 Sq.Ft. Coverage, WiFi... ★★★★★ 2,146 \$125.00 - \$269.95</p>	<p>USA Pan Bakeware Cupcake and Muffin Pan, Nonstick Quick Release Coating, 12-Well... ★★★★★ 3,436 \$27.22</p>
<p>TP-Link AC1900 Smart Wireless Router - Beamforming Dual Band Gigabit WiFi Intern... ★★★★★ 5,988 \$79.29 - \$126.00</p>	<p>Pokémon Shield - Nintendo Switch ★★★★★ 17,644 \$59.99</p>	<p>Takeya Patented Deluxe Cold Brew Coffee Maker, One Quart, Black ★★★★★ 47,961 \$22.20 Extra \$2.00 off with coupon</p>	<p>Canon T55120 Wireless All-in-One Printer with Scanner and Copier: Mobile and Tablet... ★★★★★ 7,395 \$363.31</p>	<p>Ryka Women's Hydro Sport 2-W ★★★★★ 5,781 \$55.99 - \$184.46</p>

Shop all college essentials

Room hacks for small spaces

Living on the ledge
Display your favorite things with easy-to-hang floating shelves. No tools required.

Clear the air
Wave goodbye to allergens and odors with a portable air purifier.

Contain yourself
Keep clutter out of sight and out of mind with under-the-bed storage bins.

Mirror, mirror off the wall
This sturdy standing mirror takes up less space and holds hefty items like jeans and towels.

Snoozes, not sniffs
Wake up and smell the fresh air with this two-in-one air purifier and alarm clock.

Brew to new heights
Stack your coffee maker on top of your microwave or fridge to save space.

Moving up
Turn your appliances into a micro-pantry by adding two levels of storage.

On the grid
Easily display class notes, photos of besties, twinkly string lights, and more.

Two green thumbs up
Hang planters to bring in greenery without competing for floor space.

One shelf to rule them all
Space saver, surge protector, outlet extender...what more could you ask for?

Power poufs
A storage ottoman doubles as an extra seat or table while adding style to your space.

Hang ten... or twenty
Ultra-thin velvet hangers can hold even the heaviest of clothing and look very posh.

Off the scuff
Keep your kicks looking shiny and new with an over-the-door shoe organizer.

Mighty tidy
Get more out of your small closet space with extra organization complete with drawers.

All sorted out
Get a handle on laundry with a hamper that's stylish, easy to tote, and clean. Swish!

Know when to fold 'em
Save time and quarters with a lightweight drying rack that folds.

DORMIFY

Dormify specifically targets college students as they navigate the process of shopping for a dorm or apartment.

TAKEAWAYS

- Bed visualizer tool to allow users to add comforter, posters, pillows, etc.
- Various styles to select
- Gathers selected items to add to cart at end
- Encourages more purchases by prompting consumers to select one of each category (while not necessary to function)

OPPORTUNITIES

- Bundle styles into one place
- Visualize space as you go, adding selected items
- Save and share your cart/list



BLUE GROOVE ROOM

[SHOP THIS ROOM](#)



DESERT OASIS ROOM

[SHOP THIS ROOM](#)



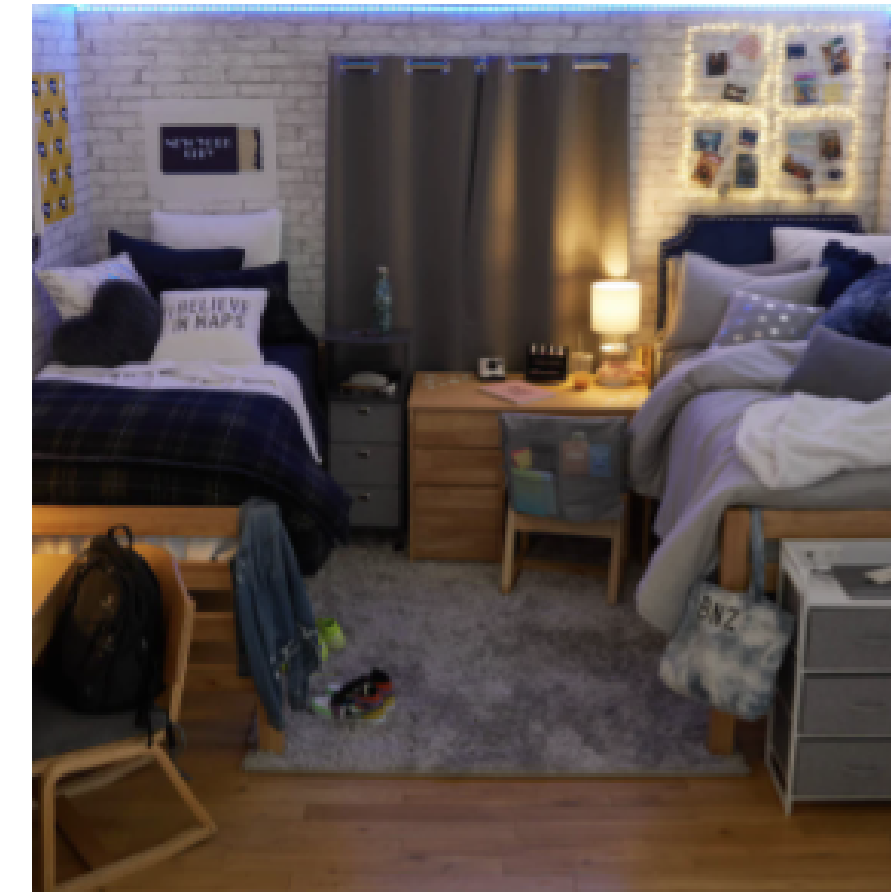
WILD SIDE ROOM

[SHOP THIS ROOM](#)



KATIE FEENEY'S ROOM

[SHOP THIS ROOM](#)



VARSITY ROOM

[SHOP THIS ROOM](#)



GOOD FOR YOU ROOM

[SHOP THIS ROOM](#)



WALMART

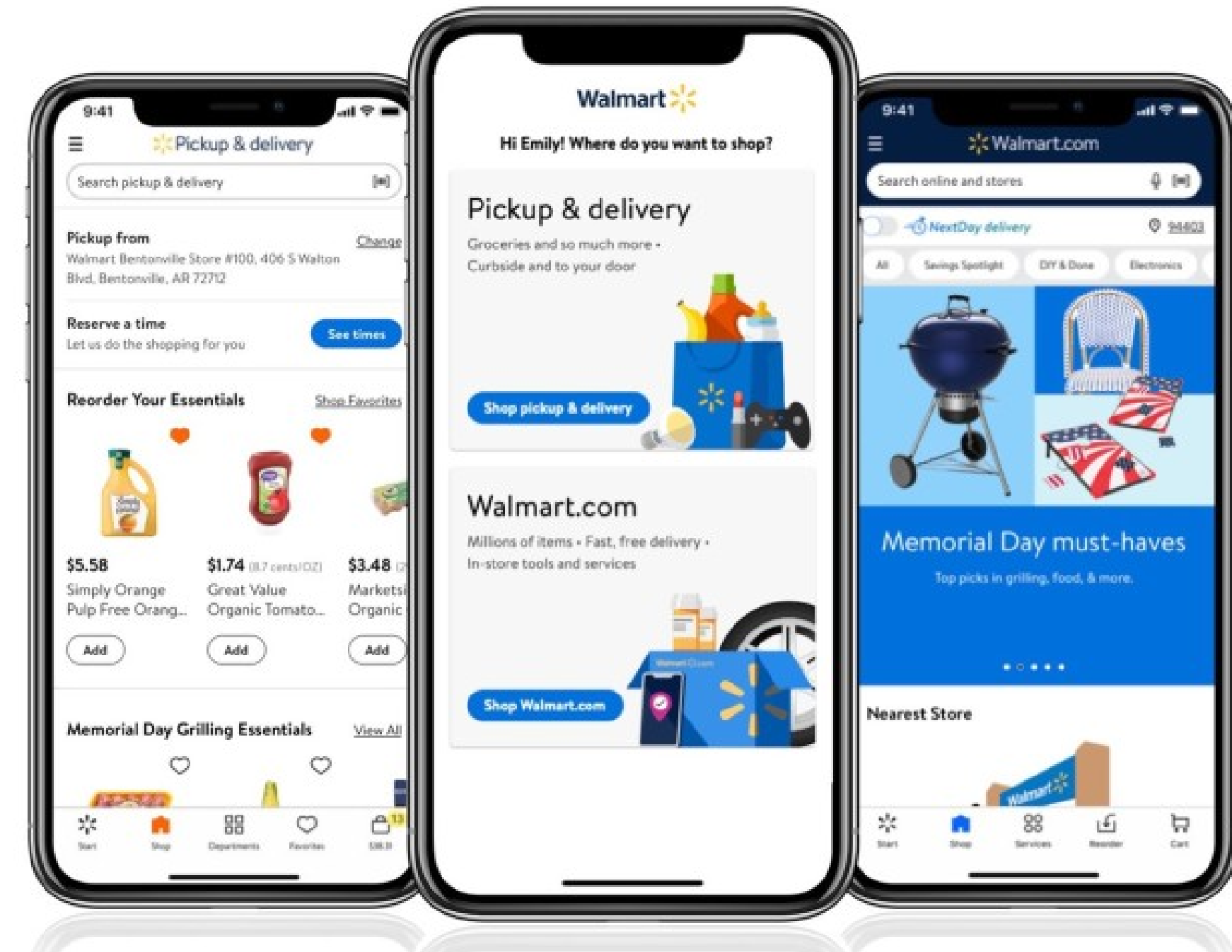
Walmart's college & Beyond Shop is a destination for all college essentials to make your place feel like home at low prices

TAKEAWAYS

- Largest retailer in the world providing affordable products for low-income families
- Large selection of products over 1000 less than \$3
- Quick checkout with Walmart-GO. Scan items in cart on your phone and check out with a card
- Leverages great in-person and online shopping experience

OPPORTUNITIES

- Values quantity over quality
- Though the items are cheaper, it still does not solve the overspending issue.



SPLITSWISE

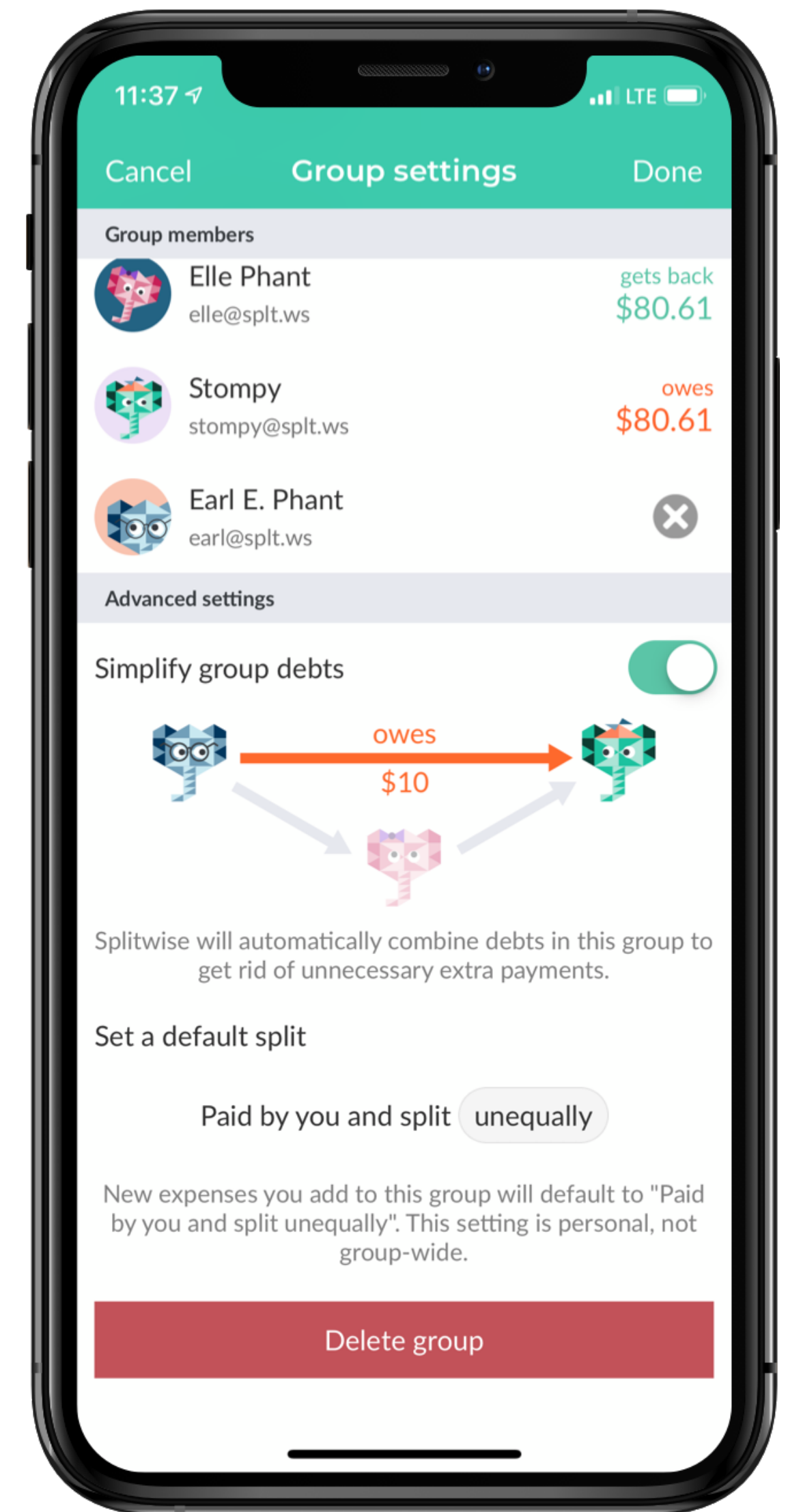
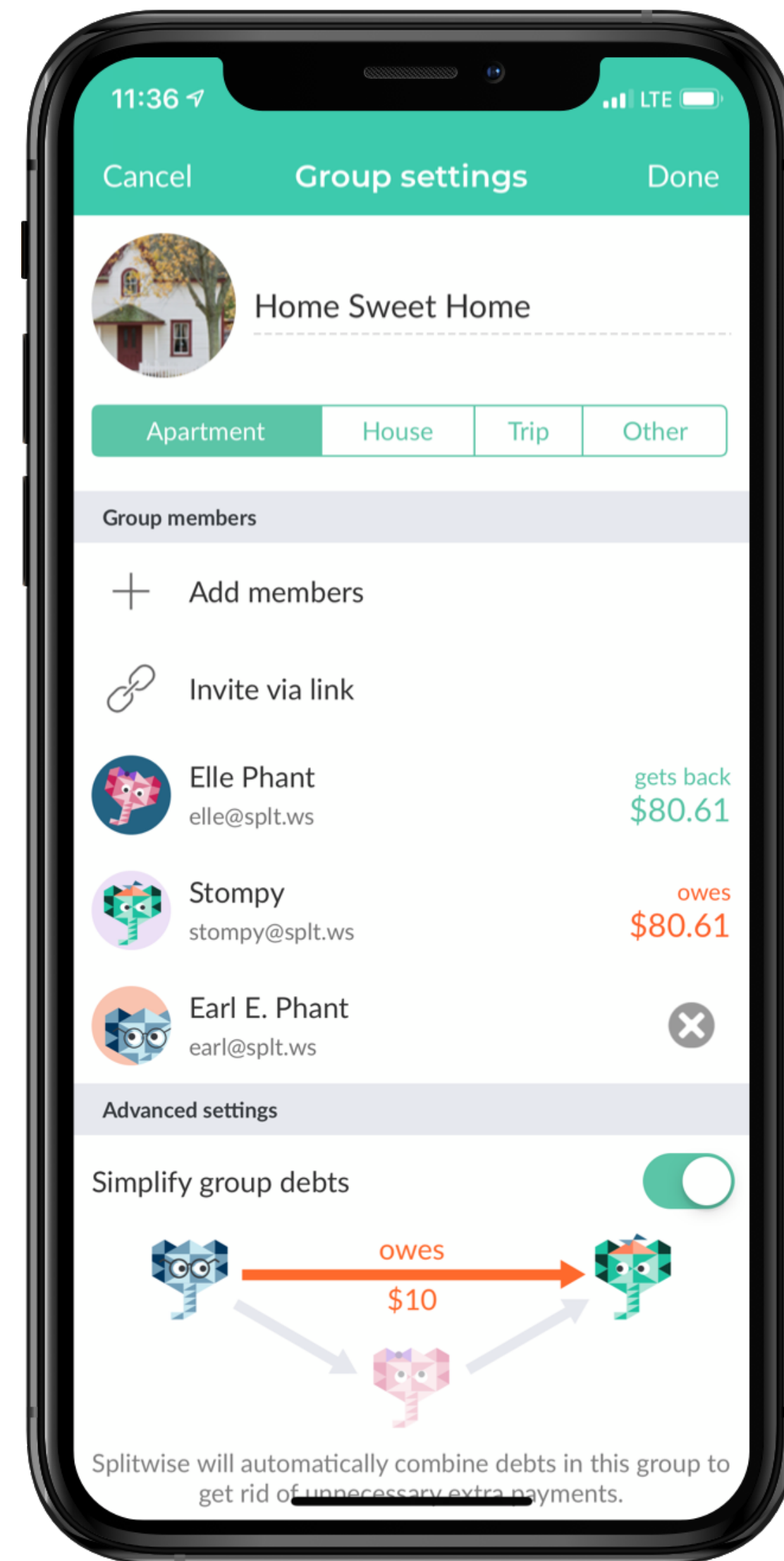
Splitwise is the easiest way to share expenses with friends and family and stop stressing about “who owes who.”

TAKEAWAYS

- Reduces the stress and awkwardness that money places on relationships.
- Keeps track of who should pay next, or settle up

OPPORTUNITIES

- Although the app is functional, it has a rather playful style which does not seem appropriate for a fintech app. The UI/UX can be simplified to better fit its target audience.
- In order to split bills, all parties have to download the app and create an account instead of just sending it to them via text or external apps



SEPHORA

Sephora's customized shopping experience provides consumers with products that meet their interests and personalized needs.

TAKEAWAYS

- Shoppers "try on" different products before purchasing to find their shade
- Quizzes for foundation, lip, skincare
- View events at your local store
- Ability to filter specific concerns, size, coverage

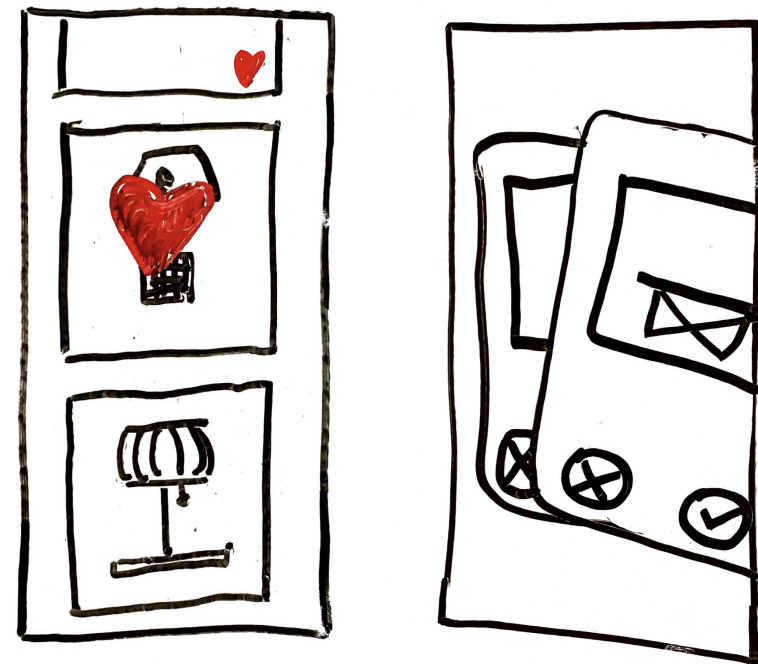
OPPORTUNITIES

- They utilize augmented reality to allow online shoppers a similar experience to being in-store
- Screens in-store prompt suggestions based on what consumers are looking for
- Quizzes could provide more customization for different skin types, brands, sizes, etc.



OPPORTUNITY 1

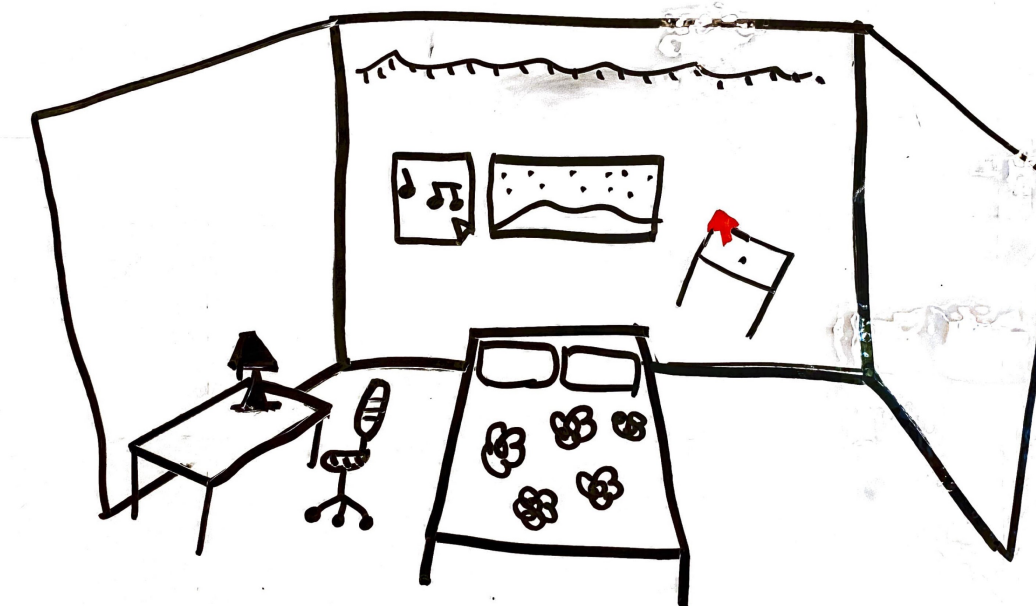
There is an opportunity to provide college students with the ability to identify their style that results in a room that makes them feel at home.



CUSTOM STYLE QUIZ

A **method of style discovery** that **allows students to curate items** for their list based on a series of **prompts and suggestions**.

Unlike most generated quizzes, this style finder will base suggestions off of quality, comfort, appearance, and budget, allowing users to define their style with a few swipes.



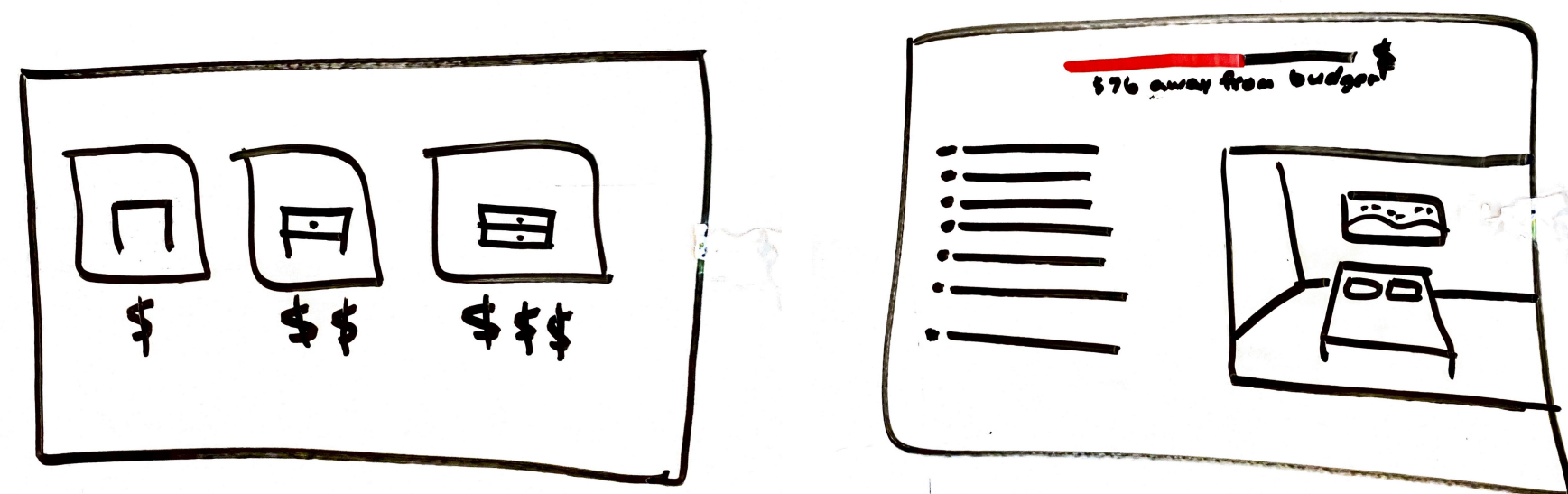
ROOM VISUALIZATION

A **visualization tool** that allows consumers to **view their ideal/ suggested items** by placing them in an **accurately depicted 3D room**.

Unlike other visualization tools on the market, users can also create a collaborative room that allows roommates to view what others are bringing / sharing.

OPPORTUNITY 2

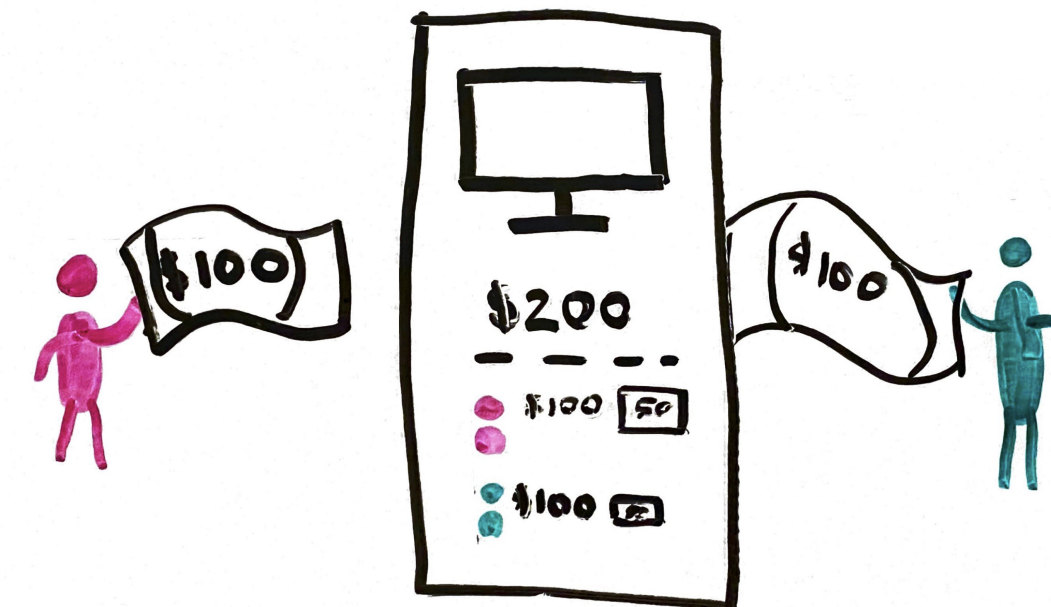
There is an opportunity to provide consumers with financial tools that results in purchasing all necessary items while staying in budget.



BUDGETING

A **self budgeting feature** that allows students to **stay on budget** by **warning** them for being overbudget and **suggesting cheaper alternatives**

Companies typically want people to spend more money for their products but we aim to advocate for the consumers by helping them to stay in their budget.



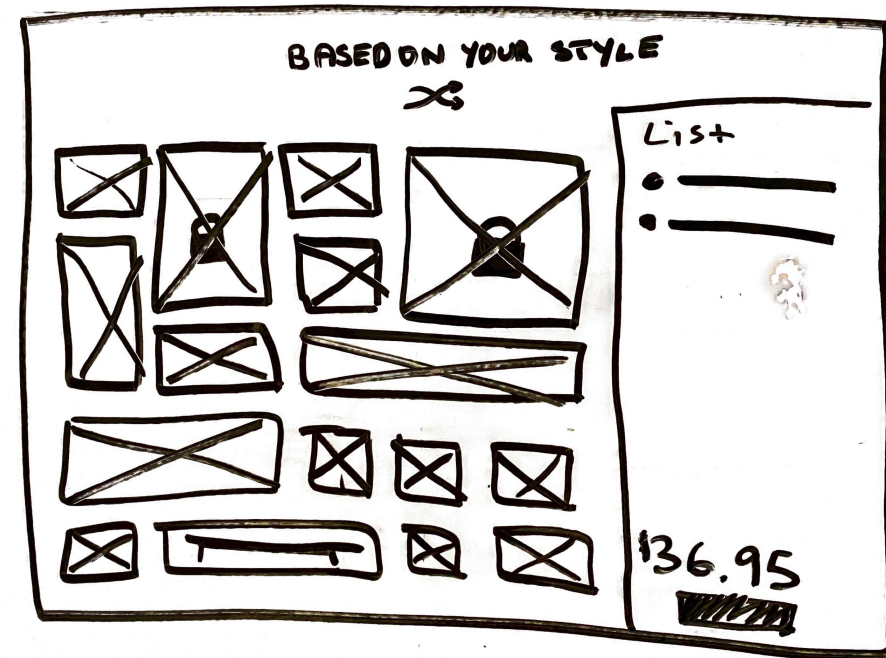
SPLIT COSTS

A **bill splitting feature** that allows parents and roommates to easily **share cost of items** by **selecting what items they want to split** with who.

None of the competitors allow an easy way to split costs of items with roommates or parents, making the process awkward and tedious.

OPPORTUNITY 3

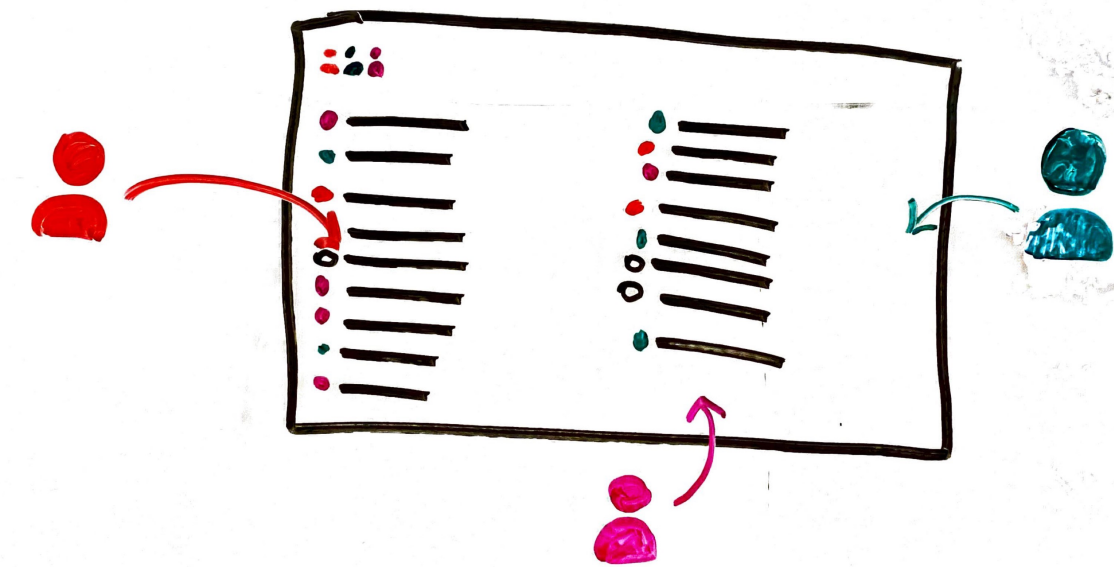
There is an opportunity to provide consumers with a clear and engaging platform that minimizes the tediousness of list-creation.



GRID-VIEW SHUFFLE

An **curated moodboard style visual** based on responses to quiz questions that allows shoppers to **easily find items similar to their style** by **locking favorite items and shuffling mismatched items**.

Unlike most stores, a customized list would be based off of user questions, items the user already owns, and unique attributes to their college living space.



COLLABORATIVE SHARING

A collaborative list that allows family, friends, and roommates to ensure that every person brings what they need to succeed in their space by assigning items to certain people, agree to split items, and mark items as already owned/purchased/needed.

Unlike previous companies, adding an element of collaboration creates ease between new and familiar roommates.

DEFINING CONSUMER VALUES

We mapped what users valued based on our interviews.

LOW VALUE

- Quality
- Brand loyalty
- Storage
- Ratings / reviews
- AR capabilities
- Voice accessibilities
- Return policy

MEDIUM VALUE

- Style
- Product info
- Price point suggestions
- Gamify
- Mobile shopping
- Free shipping

HIGH VALUE

- Customization
- Budget / discounts
- Search & navigation
- Space (?)
- Fast checkout
- Availability / nearby
- Web shopping
- Roommate sharing

COMPETITIVE ANALYSIS

We presented our ideas to eight potential users. They ranked several aspects of the ideas and helped us to discuss improvements through an open discussion.

1. USEFUL

Is the idea useful? would you use it? does it solve your problems or is it a waste of time?

3. ACCESSIBLE

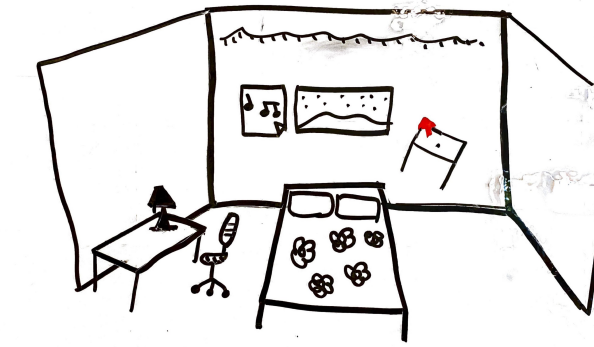
How easy would it be to use the product?

2. USEABLE

How easy would it be to use the product?

4. DELIGHTFUL

Would you enjoy using the product? is it something that will be memorable and make an impact?



ROOM VISUALIZATION

A **visualization tool** that allows consumers to **view their ideal/suggested items** by placing them in an **accurately depicted 3D room**.

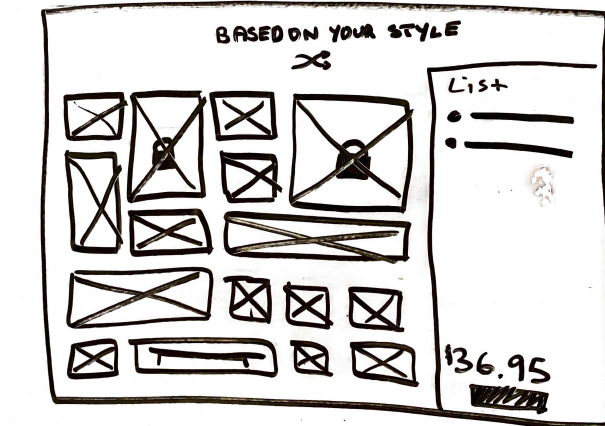
Unlike other visualization tools on the market, users can also create a collaborative room that allows roommates to view what others are bringing / sharing.

Useful (1-5 rating)

Useable (1-5 rating)

Accessible (1-5 rating)

Delightful (1-5 rating)



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Delightful (1-5 rating)

IDEA ONE - CUSTOMIZED CATALOGUE

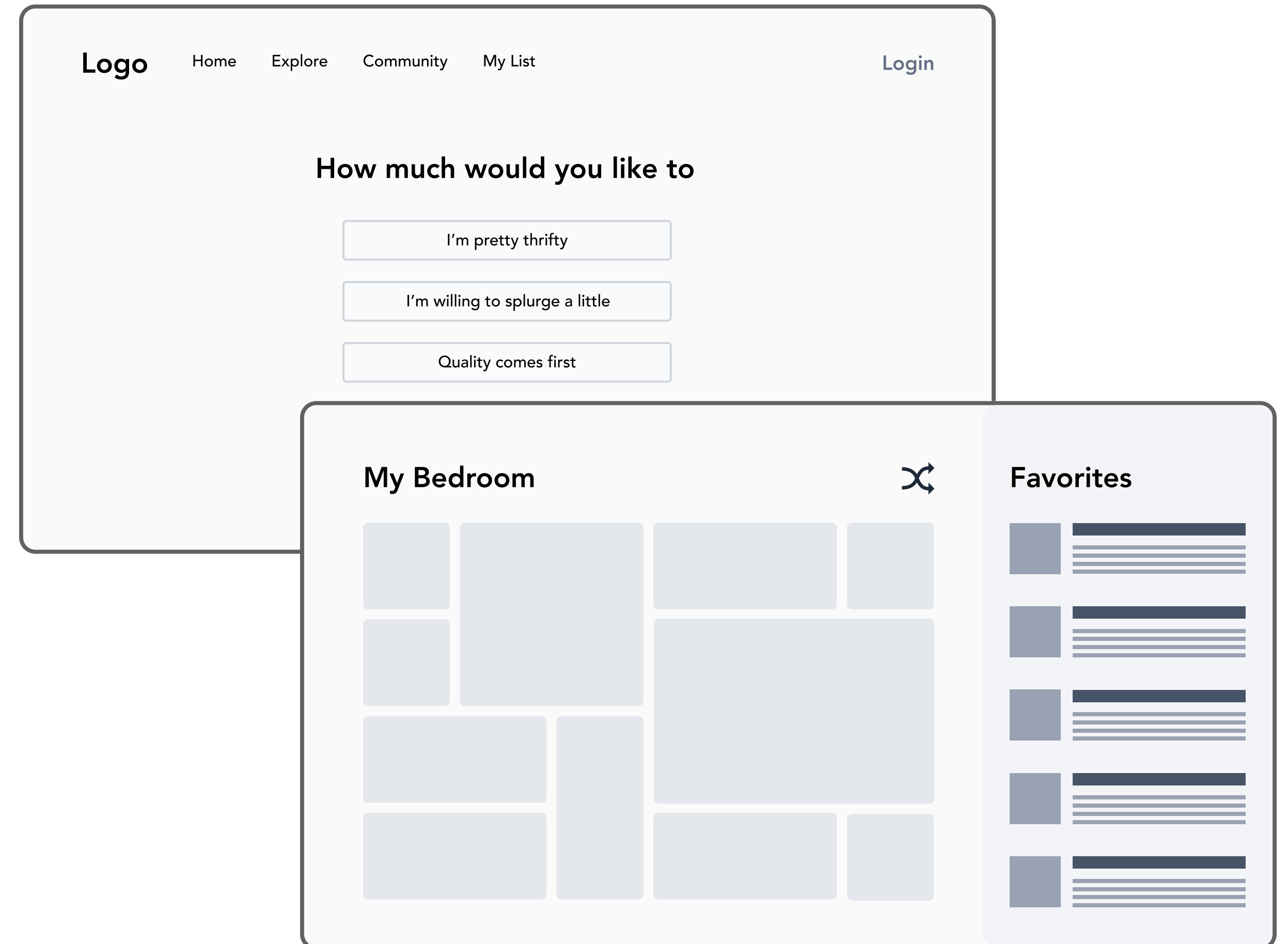
A method of list creation that allows consumers to understand their needs by providing suggestions and curating products based on user input.

INTENTIONS

Our project focuses on providing a clear and personalized list for college students. Identifying necessary items will prompt them to select products that match their style, and suggestions will help navigate the purchasing process.

DIFFERENTIATION

Unlike existing visualization tools and college packing lists, our app's focus on understanding the individual user will direct them to maintain their budget, & select and modify a personalized list.



IDEA TWO - BED BATH & BEYOND ISLANDS

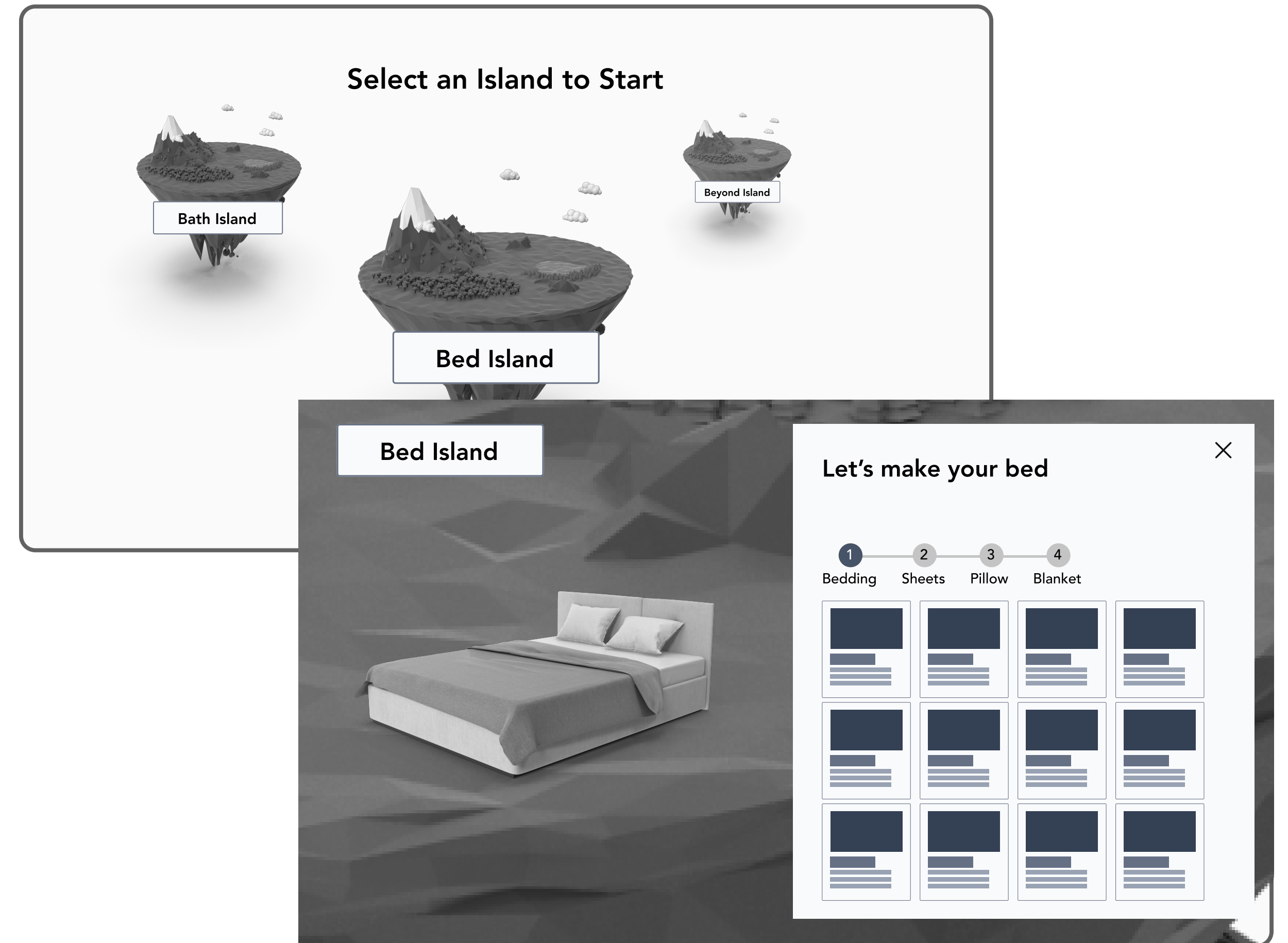
A gamified list creation that allows consumers to curate a list by visiting islands for bed, bath, & “beyond” (kitchen, study, living) products for college.

INTENTIONS

Studies show that consumers ages 16-24 have an attention span of 8 seconds. Gamifying the experience will engage users by allowing them to navigate through bed, bath, and “beyond” islands to discover new products and complete their customized list.

DIFFERENTIATION

Unlike other methods of list creation, this interactive island experience takes shoppers to each “location” before prompting them to add various necessities and decorative items.



THE AGONY OF DECISION MAKING

Based on primary and secondary research, we concluded that young adults (Ages 16 - 24) have difficulty making decisions.

PROBLEM

We make decisions everyday, but young adults have many life changing decisions that they have to make. Where will I go to school? What major will I choose? Who do I want to be?

There are many psychological factors that shape the way we think and act. Understanding these factors can make them easier to overcome.

PSYCHOLOGICAL FACTORS

Status Quo Bias - We have a tendency to stick with what we know instead of changing to something new and different because we would rather be comfortable than take the risk.

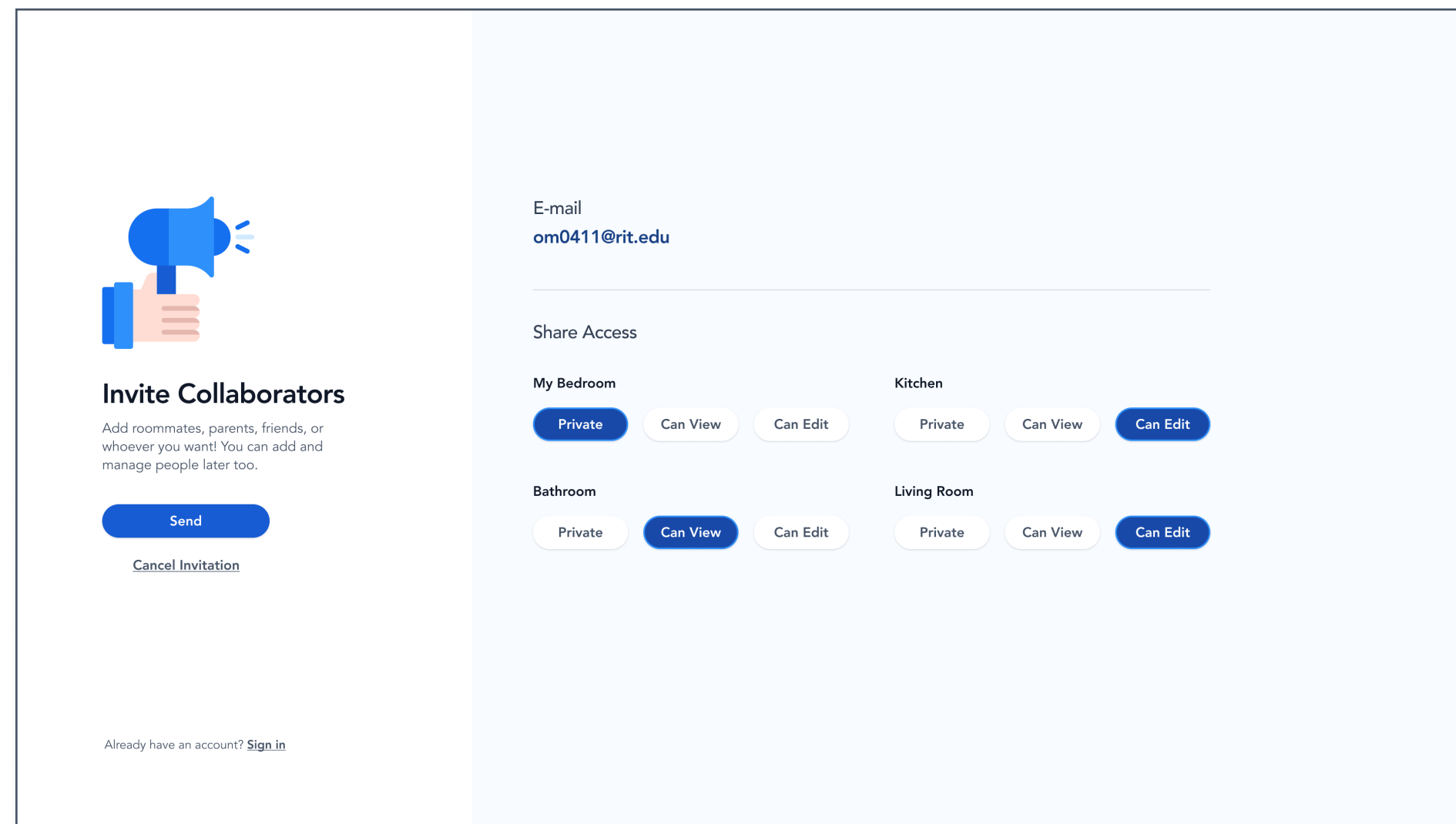
Anchoring Bias - We rely too much on the first thing we hear causing us to overestimate the importance of the first piece of information. This can cloud our judgment and hinder us from adjusting our plans or forecasts as frequently as we should.

Choice Overload - We feel overwhelmed by the number of options and are less likely to choose anything at all

Decision Fatigue - When we are forced to make multiple decisions one after another, we can get tired and typically follow the path of least resistance because it's the easiest thing to do.

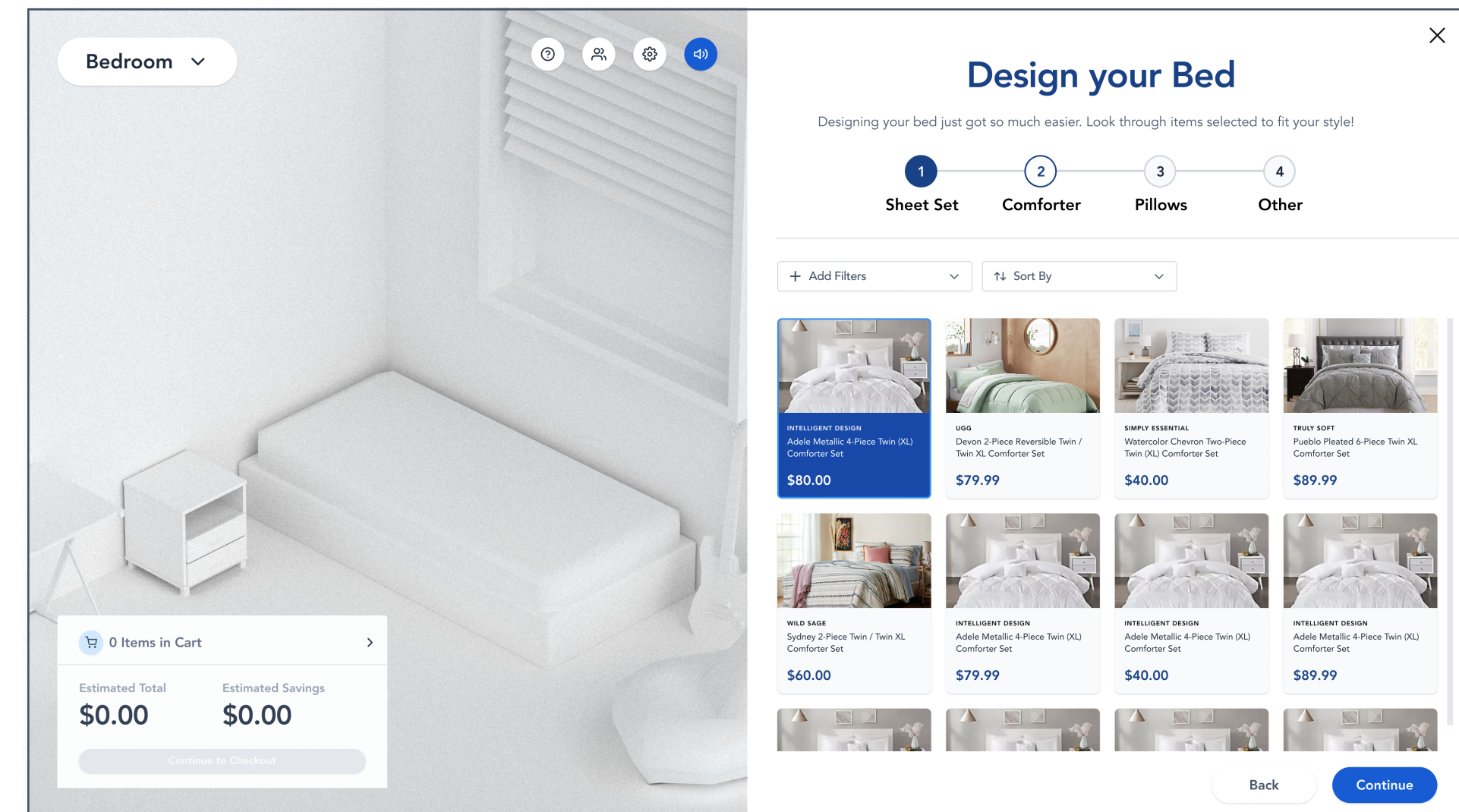
SOLUTION

A shopping experience that allows consumers to curate a shopping cart by creating, sharing and designing rooms for bed, bath, & “beyond” (kitchen, study, living) products.



COLLABORATION

This collaborative room builder ensures that every person brings what they need to succeed in their space by assigning items to certain people, splitting purchases, and marking items as already owned/purchased/needed.

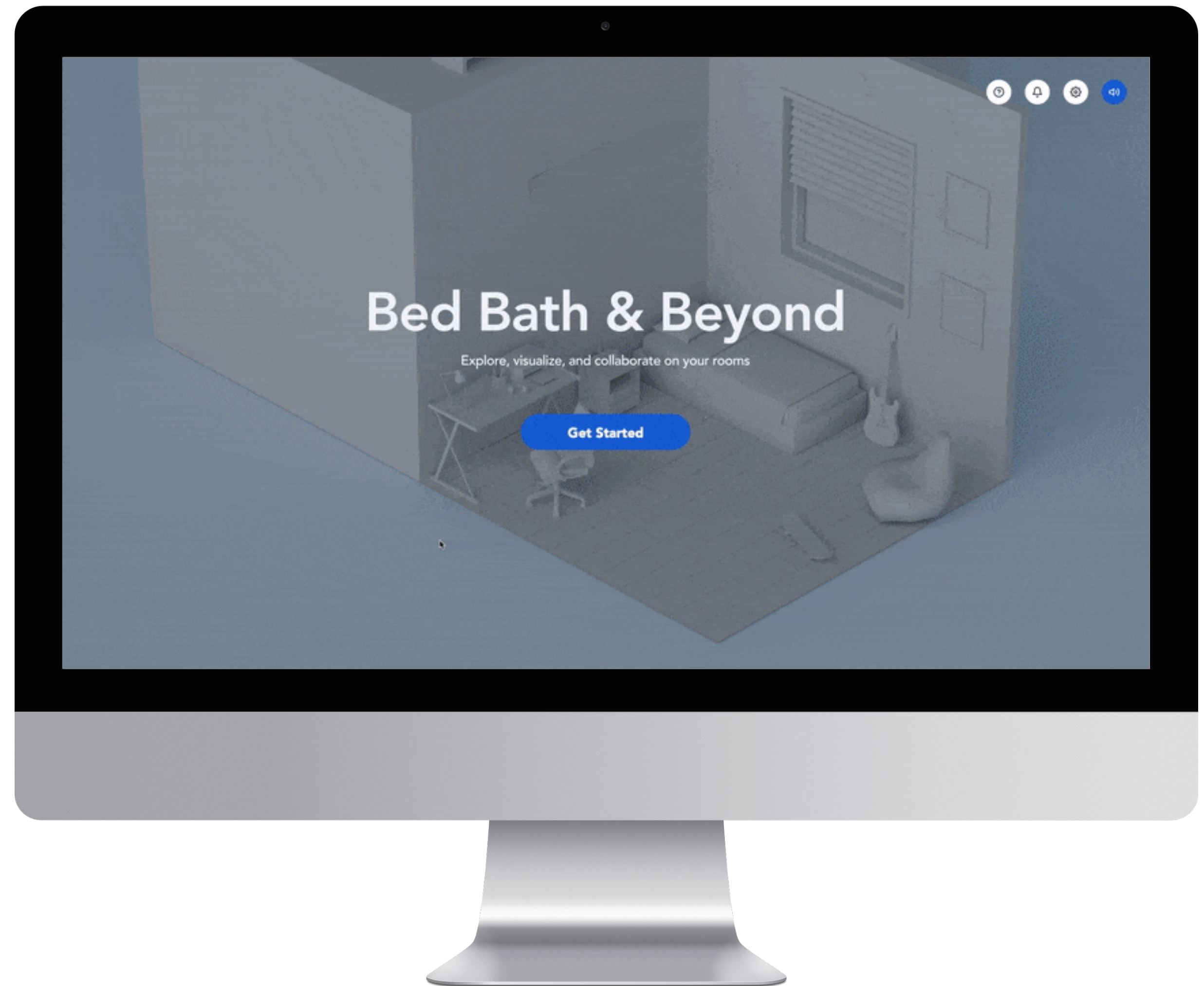


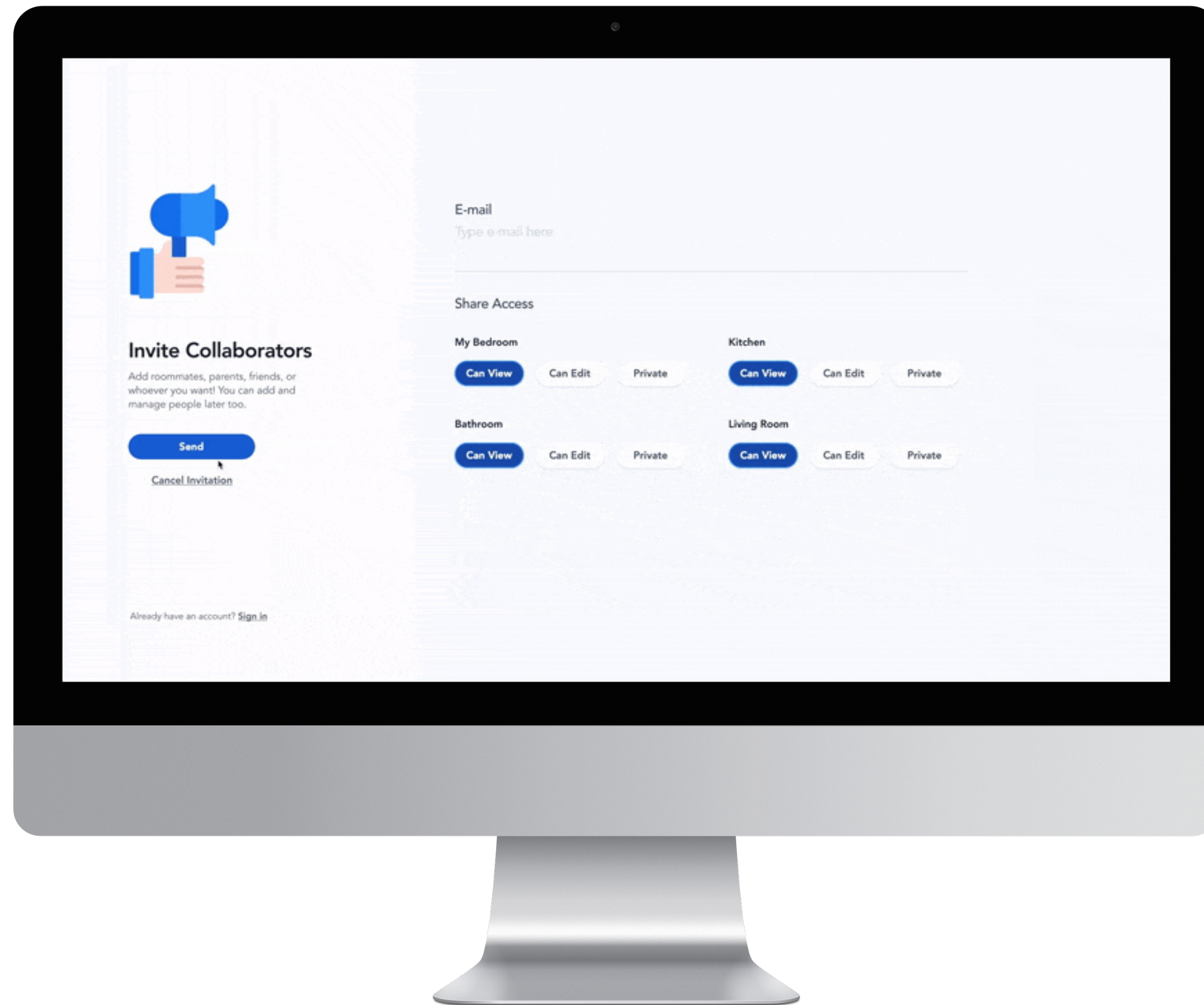
DESIGN + LIST CREATION

Design the room of your dreams while also maintaining your spending goals and creating a consistent aesthetic. Build each room before moving to checkout and adding Bed Bath & Beyond’s famous discounts - no paper coupons required!

ONBOARDING

An intuitive onboarding experience that briefly gauges user needs through a series of questions.





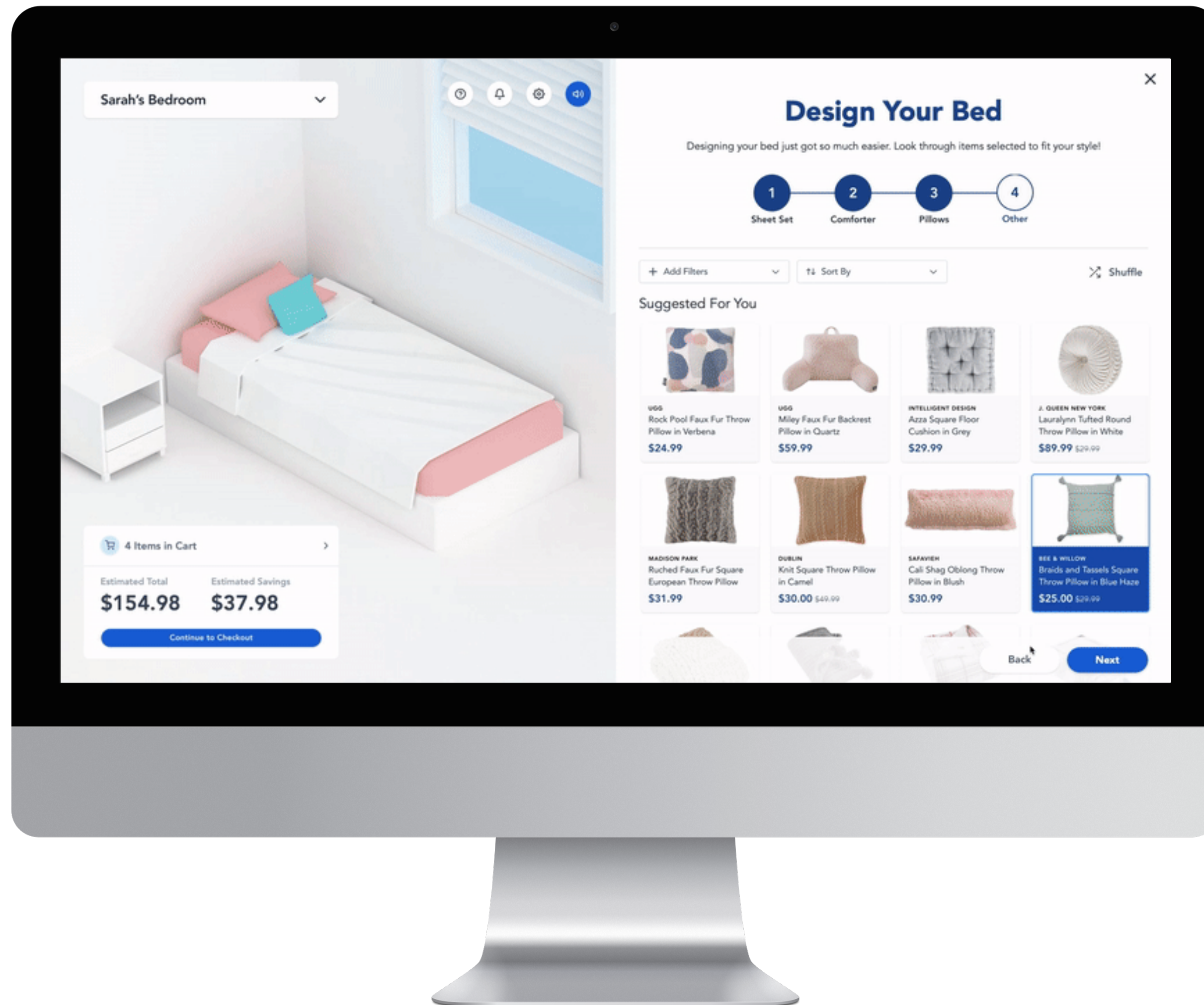
COLLABORATION

Allowing the option to add roommates, friends, parents to create together.

TUTORIAL

A quick walkthrough of different aspects of the interface to familiarize new users.



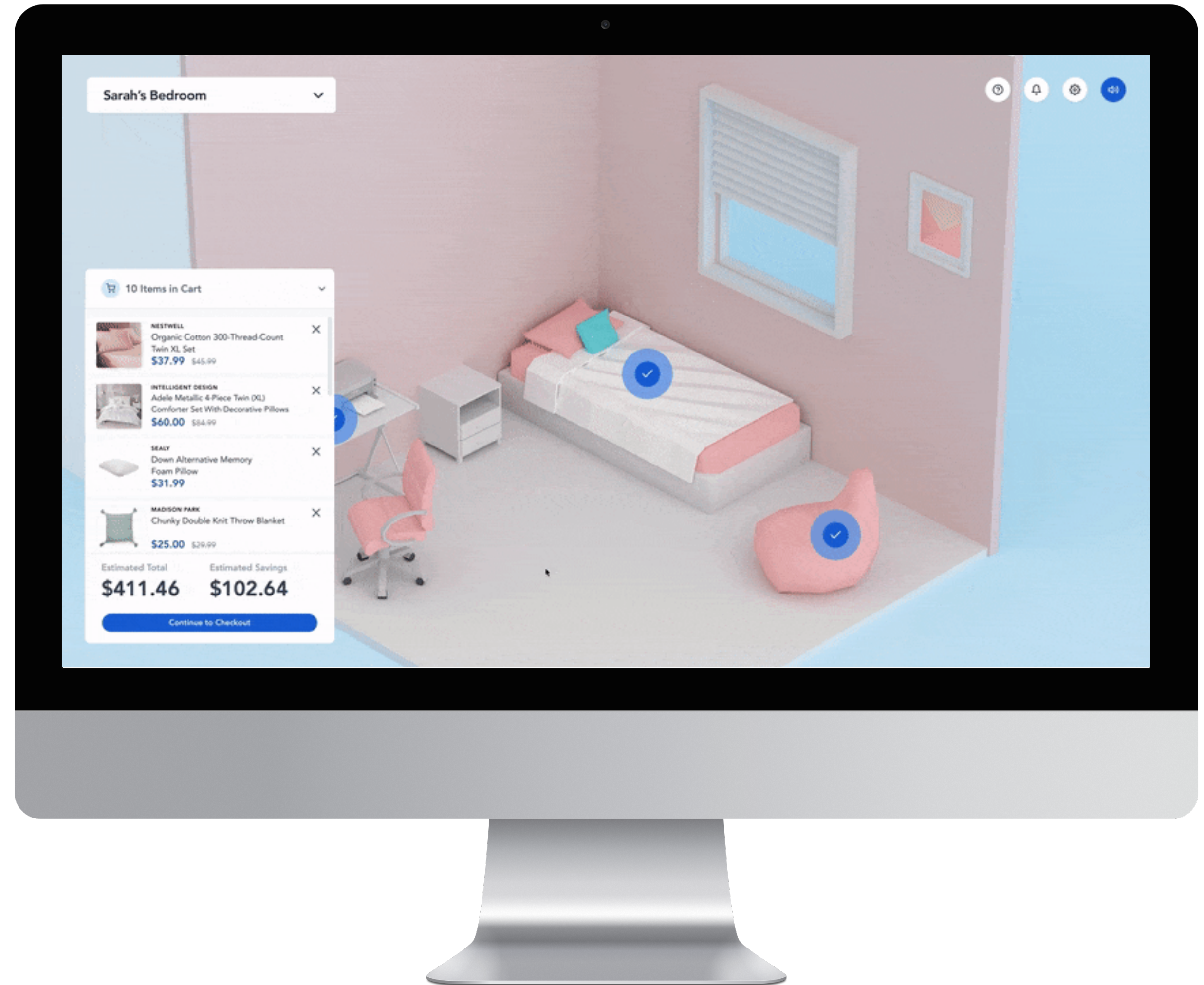


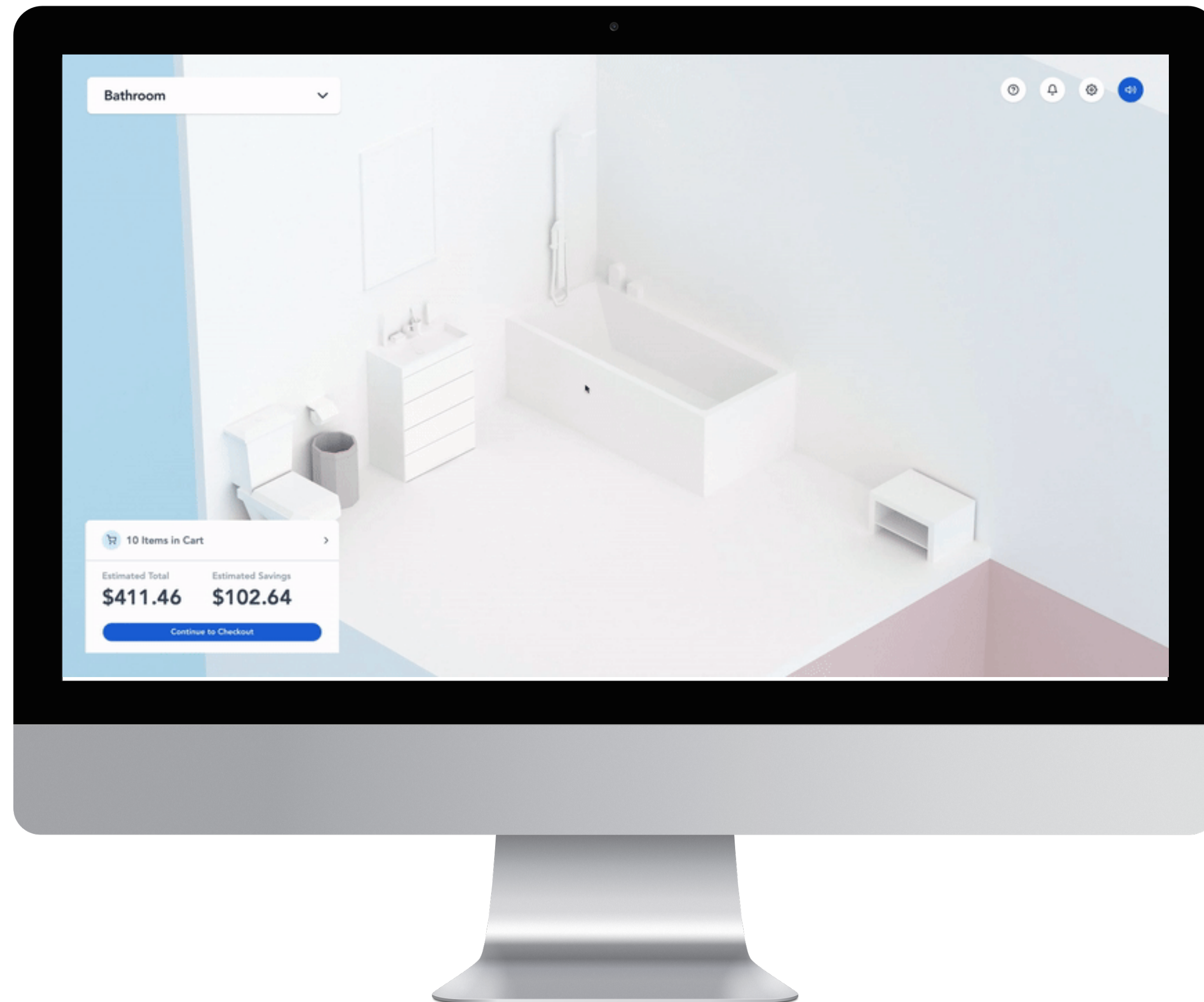
CUSTOMIZE

Allow users to create their rooms with ease and personalization. Curated suggestions based on previous selections.

NAVIGATION

See all your items and navigate through your rooms efficiently.



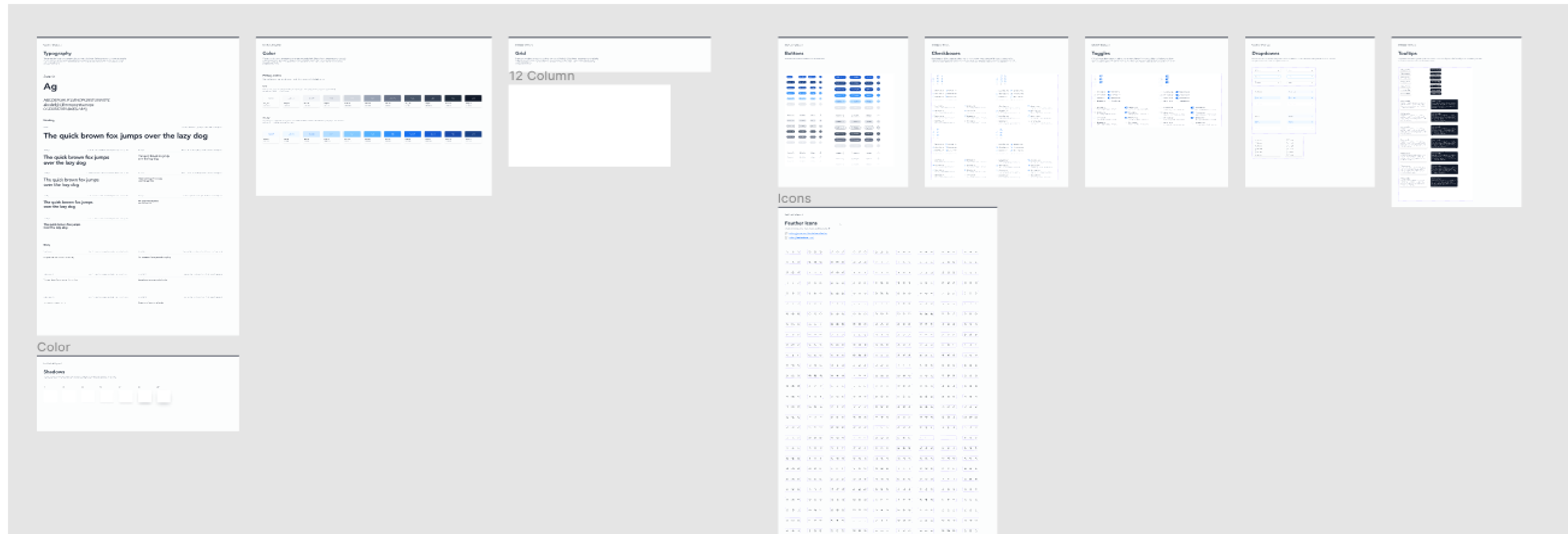


SPLIT COSTS

Sharing purchases has never been easier. You can now split costs of items you will be sharing with roommates.

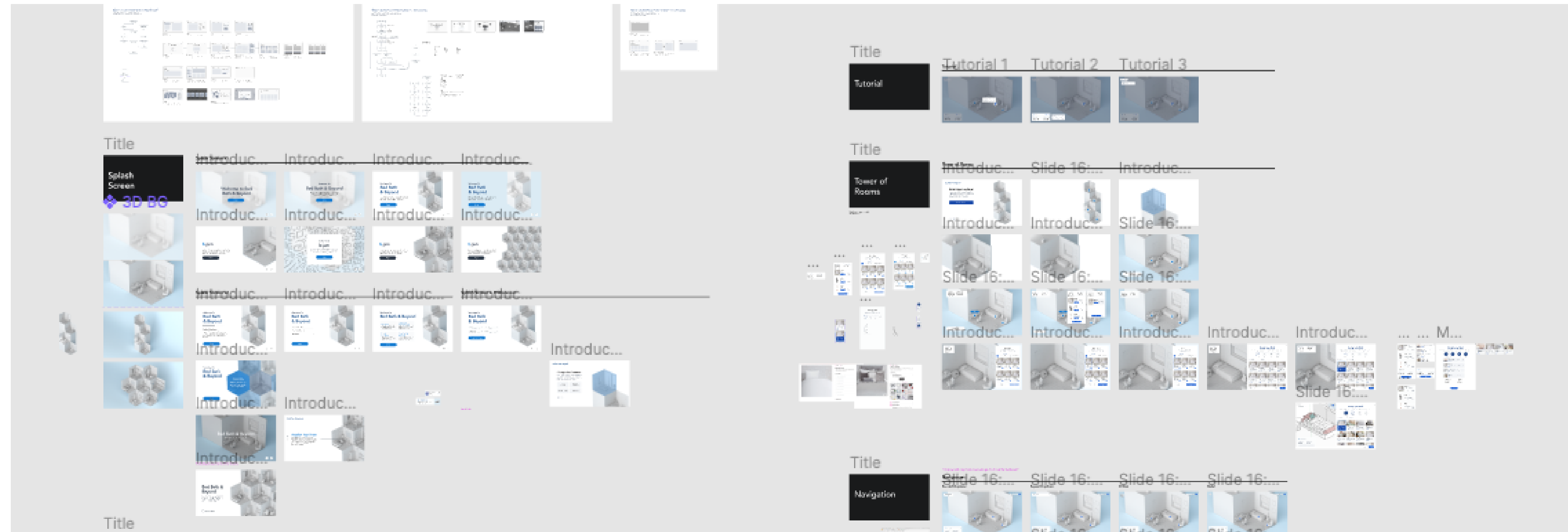
DESIGN SYSTEM

Avenir reflects the modern and minimal intentions for the interface. We applied the blue color palette, with some modifications to the hue.



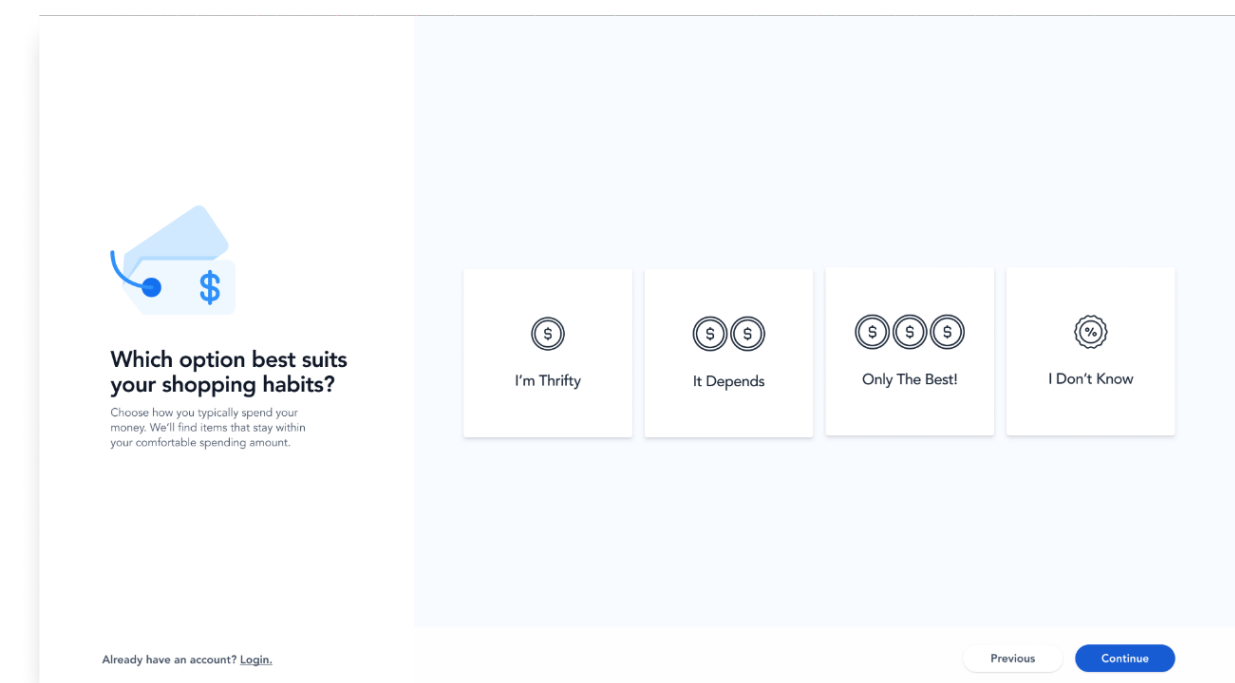
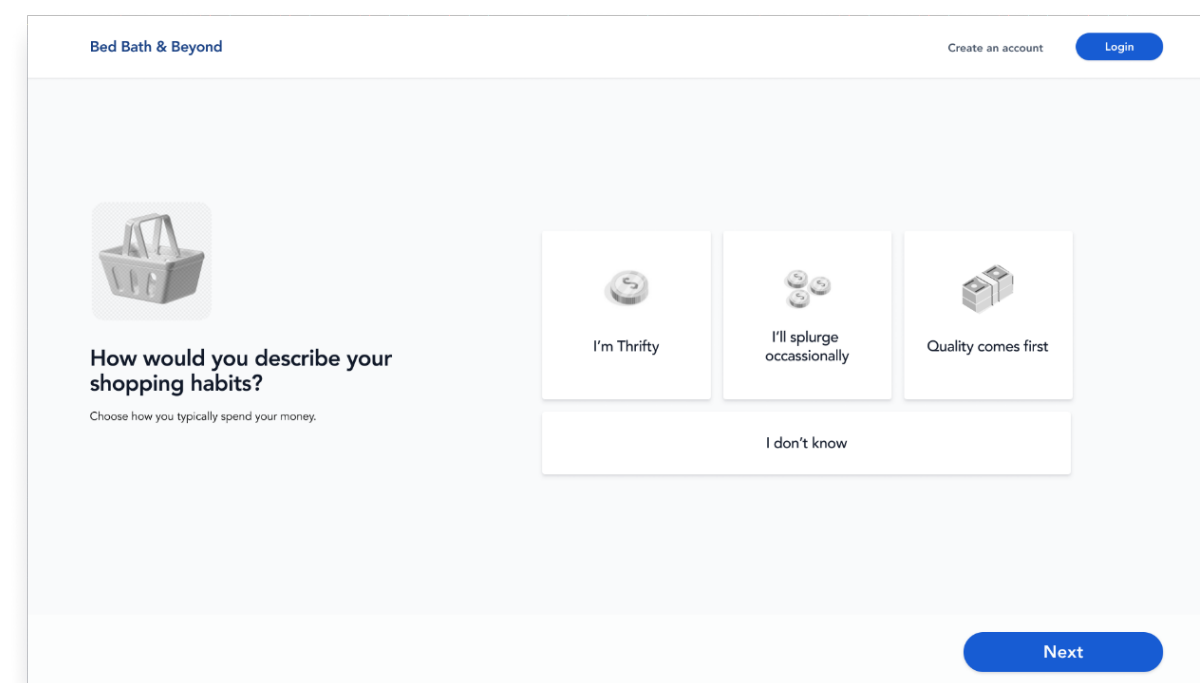
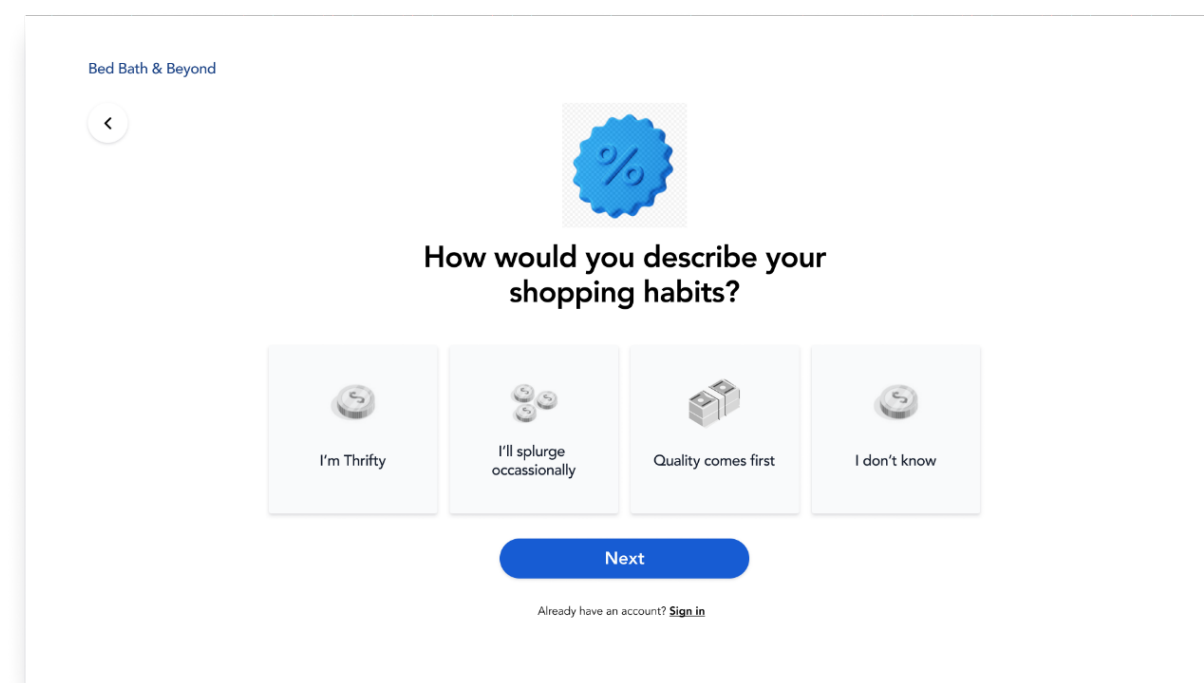
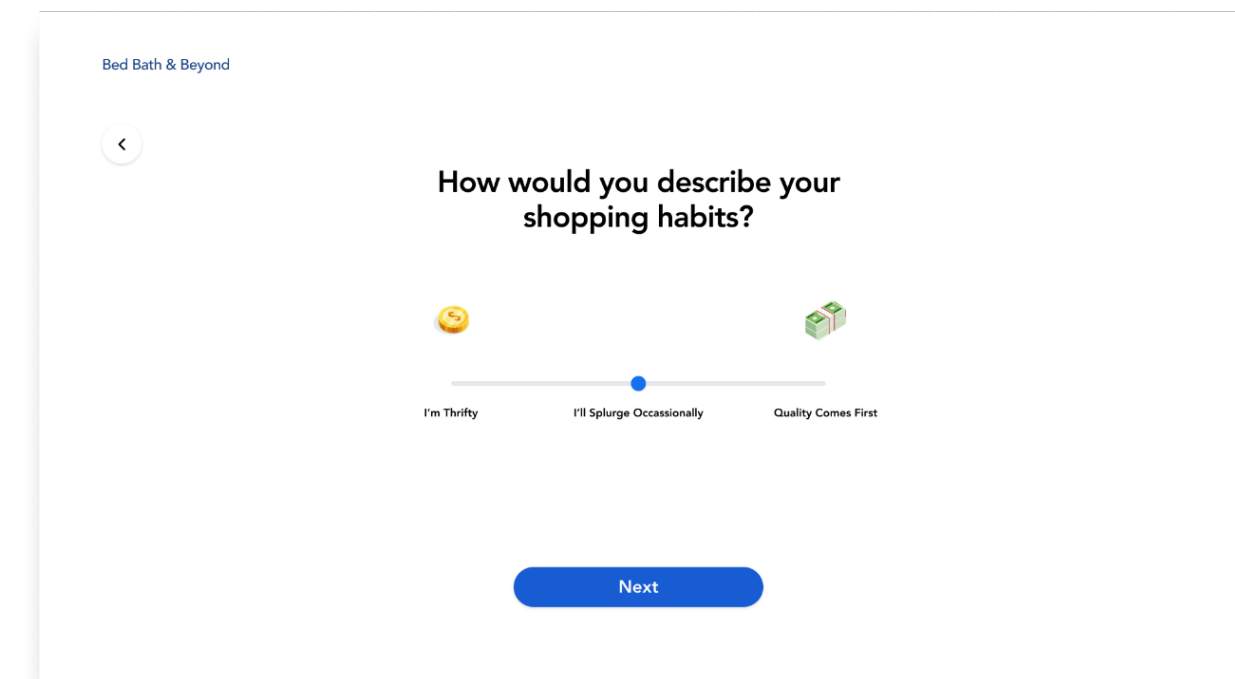
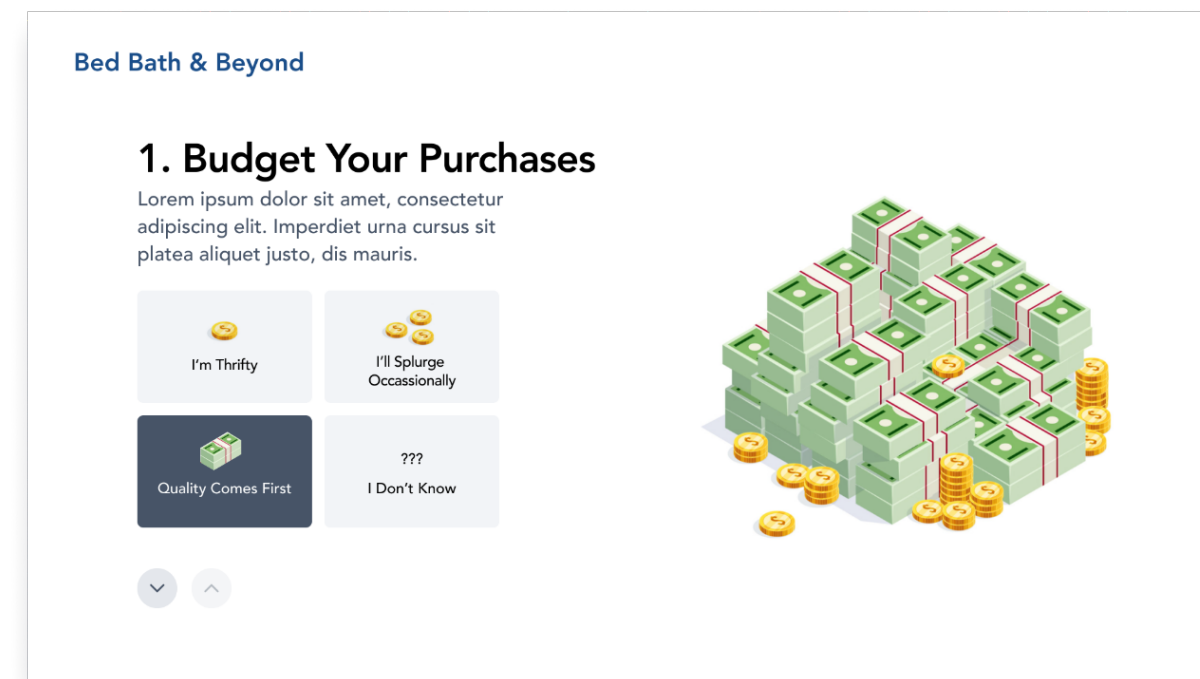
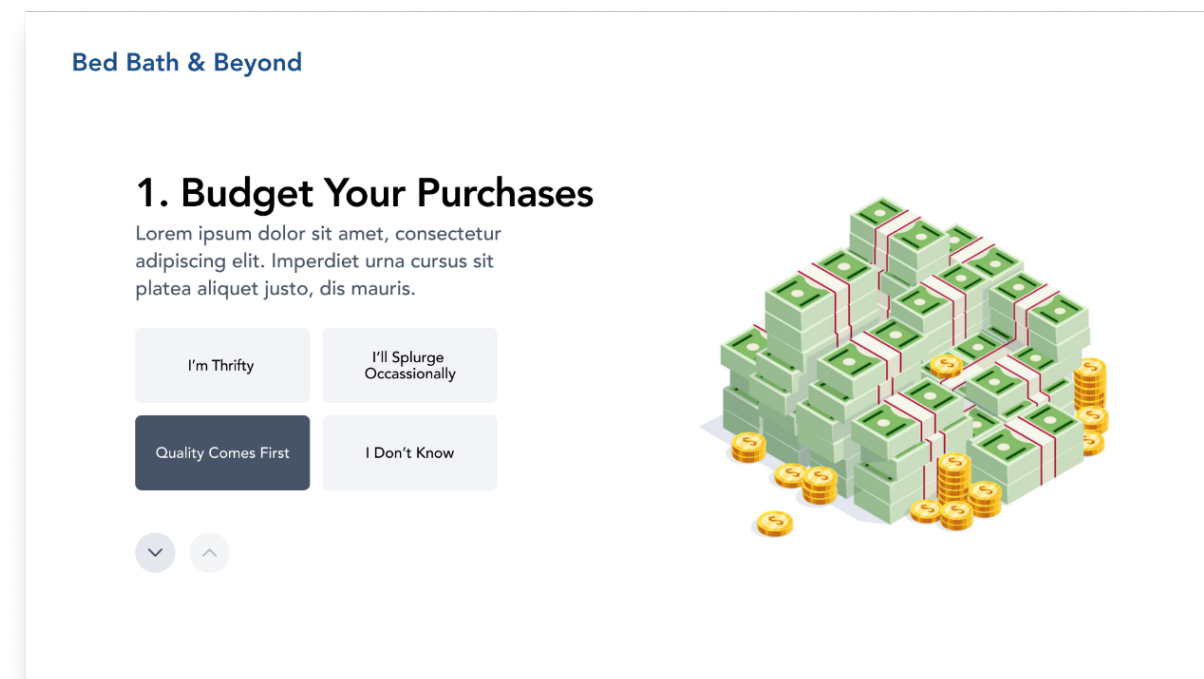
ITERATION

Changes to our interface were based on improvements to the user experience and consistency of the site.



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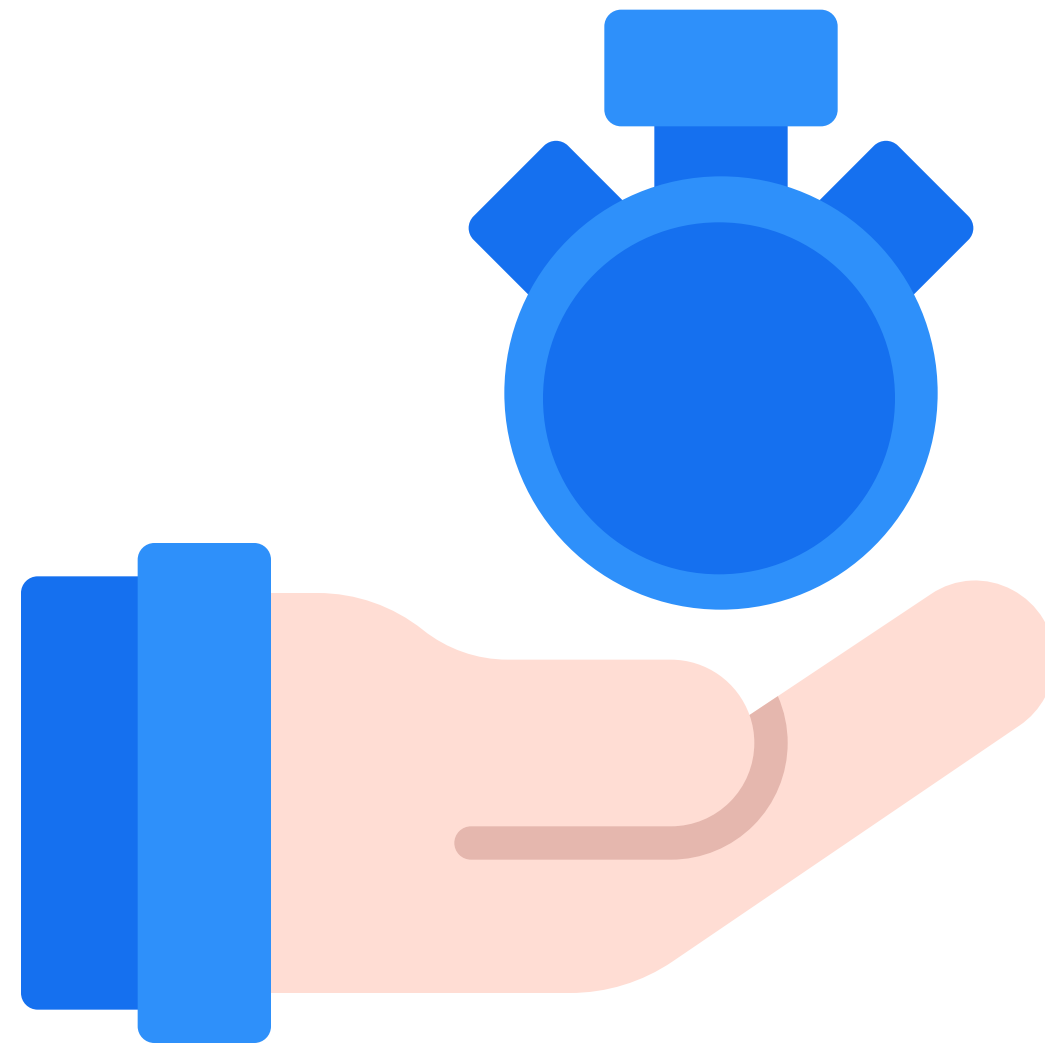




TAKEAWAYS

Here are some things we learned throughout the duration of the project...

1. As designers it is our job to design the most optimal user experience. Be we have to also **understand the business needs** and create a compromise between the two.
2. **Think about the bigger picture.** Focus on a happy path, an ideal user flow for a majority of users. There were too many times where we were overthinking tiny details with the limited time that we had.



NEXT STEPS

If we had more time...

1. **Scale the project for a wider audience** such as new grads looking to save money or newlyweds who just got a new house.
2. Focus more on **collaborative features**. This can include features such as: Splitting unevenly, shared saved lists, merge room styles
3. Conduct user testing. we would use our interactive prototype to understand how users interact with the application and make improvements based on their painpoints.

FIN

Thanks for listening!

