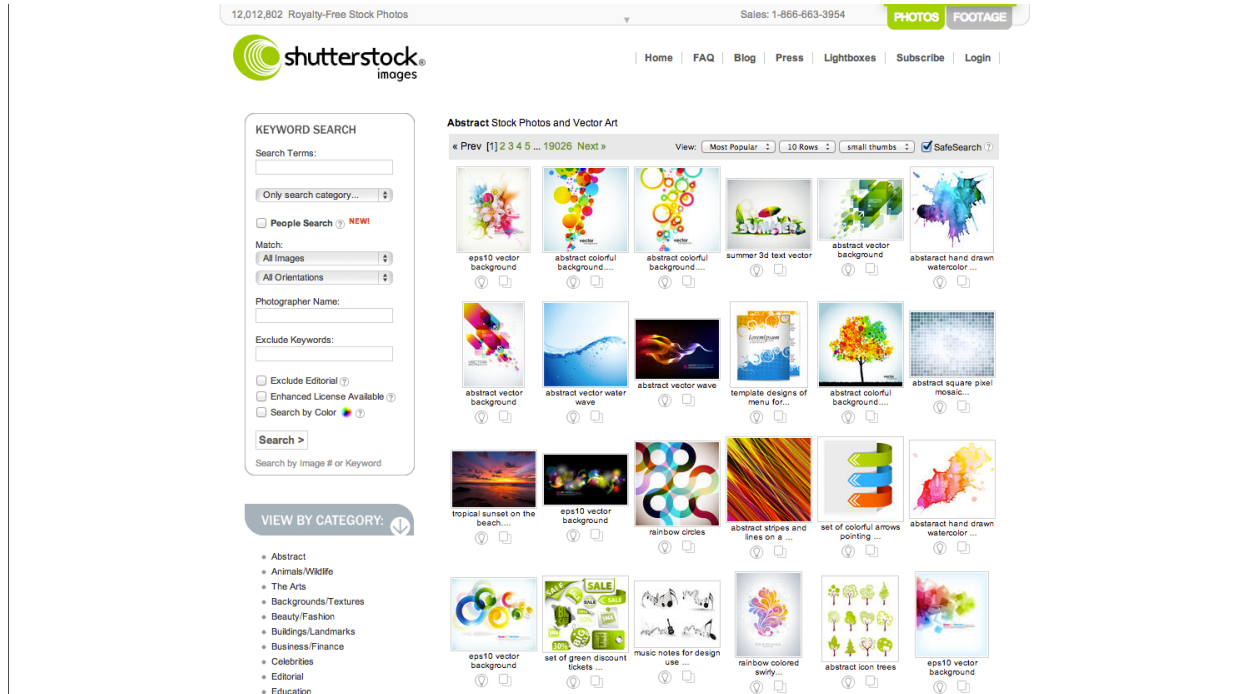


Shutterstock: Search Results Page

Challenge

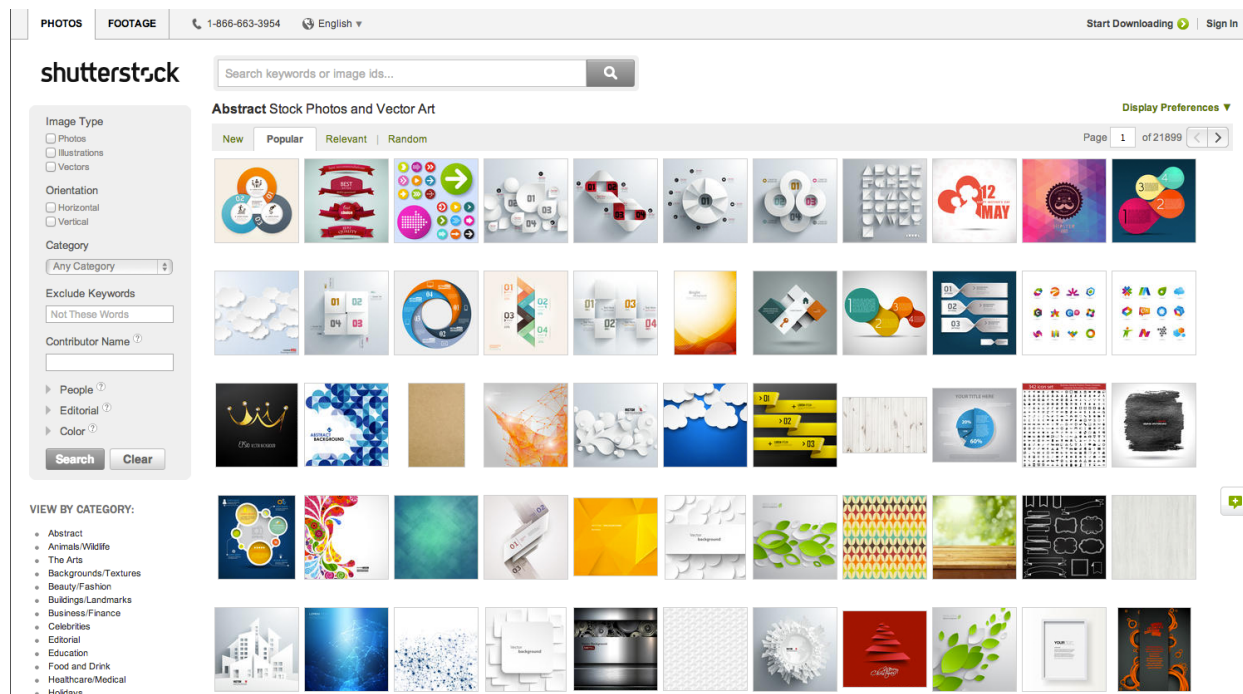


1. The majority of users browse through the first four rows of results to find the ideal photo. Only 2% of users browse beyond the first page.
2. Refining a photo search feels complex and inefficient.
3. Visual hierarchy of controls and content is not well defined.

Objectives

1. Allow our users to browse more images above the fold.
2. Organize controls for refinement and browsing in line with the needs of our users.
3. Declutter the look and feel of the search results page.

Solution



1. Change the page layout from a fixed-width approach to a more dynamic design. This means that the page will be as wide the user's browser, allowing for a higher number of images per row above the fold.
2. Take the search bar out of the results refinement box and position it as the visual anchor of the page.
3. Research what tools are useful to our users through analytics, usability testing, and behavioral metrics.
4. Introduce contrast and consistency between elements to harmonize the visual design of the page.
5. Measure success by a/b testing different iterations of the new design with US-only users.
6. Gather general feedback about the changes by adding a non-intrusive comment box on the right side of the page.

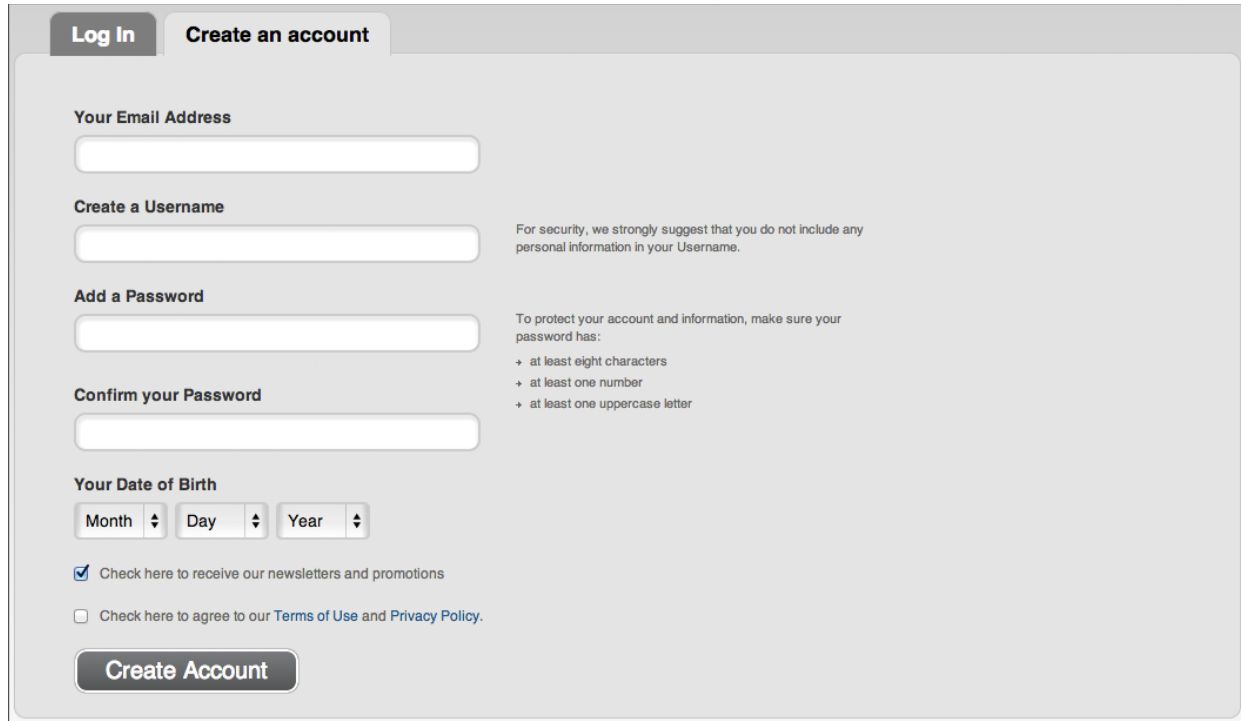
My Contribution

1. Researched our competitors (iStock, Getty, Dreamstime) to gather pointers for the new design direction.
2. Helped put together internal usability tests.
3. Went out to observe our customer's flow while searching and refining results. Also held candid interviews with them to gather feedback or impressions about our services.

4. Synthesized information from research to guide the new design direction and behavior of the results page.
5. Designed multiple page variations that were brought down to two designs which had their own alternate version. We tested four layouts in total to get to the current version.

Comixology: Opt-in Sign up

Challenge



The screenshot shows a web form for creating an account. At the top, there are two tabs: "Log In" and "Create an account", with "Create an account" being the active tab. The form contains the following fields and elements:

- Your Email Address:** A single-line text input field.
- Create a Username:** A single-line text input field. To its right, a note reads: "For security, we strongly suggest that you do not include any personal information in your Username."
- Add a Password:** A single-line text input field. To its right, a note reads: "To protect your account and information, make sure your password has:" followed by three bullet points: "→ at least eight characters", "→ at least one number", and "→ at least one uppercase letter".
- Confirm your Password:** A single-line text input field.
- Your Date of Birth:** Three dropdown menus labeled "Month", "Day", and "Year".
- Check here to receive our newsletters and promotions
- Check here to agree to our [Terms of Use](#) and [Privacy Policy](#).
- Create Account:** A dark button with white text.

1. We have a high dropout rate on the account creation page.
2. Our editorial and targeted marketing is not reaching a portion of our user base.

Objectives

1. Create a registration flow that contains simple requirements and clearly communicates the advantages of signing up with Comixology.
2. Set the work for internationalization down the road.
3. Add more users to our newsletter list so we can personalize new and popular comic book suggestions based on behavior and editorial selections.

Solution

The screenshot shows a user registration form with the following elements:

- Navigation:** 'Log In' and 'Create an account' tabs.
- Form Fields:**
 - 'Your Email Address' (text input)
 - 'Create a Username' (text input)
 - 'Add a Password' (text input) with a note: 'Password must be at least 6 characters long and not contain your username'
 - 'Your Date of Birth' (Month, Day, Year dropdowns)
- Legal:** 'By creating an account you agree to our [Terms of Use](#) & [Privacy Policy](#).'
- Action:** 'Create Account' button.
- Promotional Text (Right Side):**
 - CREATE YOUR LIBRARY:** Store your collection in the cloud, with easy access to all of your comics at any time.
 - READ ANYWHERE:** Read comics wherever you are – on your computer, mobile or tablet device.
 - GET EXCLUSIVE OFFERS:** Be the first to get emails on special sales, new releases, and much more!

1. Changed password requirements:
 - a. Eight character minimum to six
 - b. Removed one number and uppercase letter requirements
 - c. Removed “Confirm your password” field
2. Made newsletter sign up and acceptance of our terms of service implicit upon clicking the “Create Account” button.
3. Explained the advantages of receiving our weekly newsletter.

My Contribution

1. Researched best practices from large and successful e-commerce stores.
2. Argued for the simplification of our registration requirements.
3. Created wireframes detailing registration interface behavior for the web (desktop, mobile) and apps (iOS, Android).
4. Collaborated with legal and marketing teams to conceptualize the best possible solution that could eventually work in the international scale (EU laws).