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# Yvonne Weng

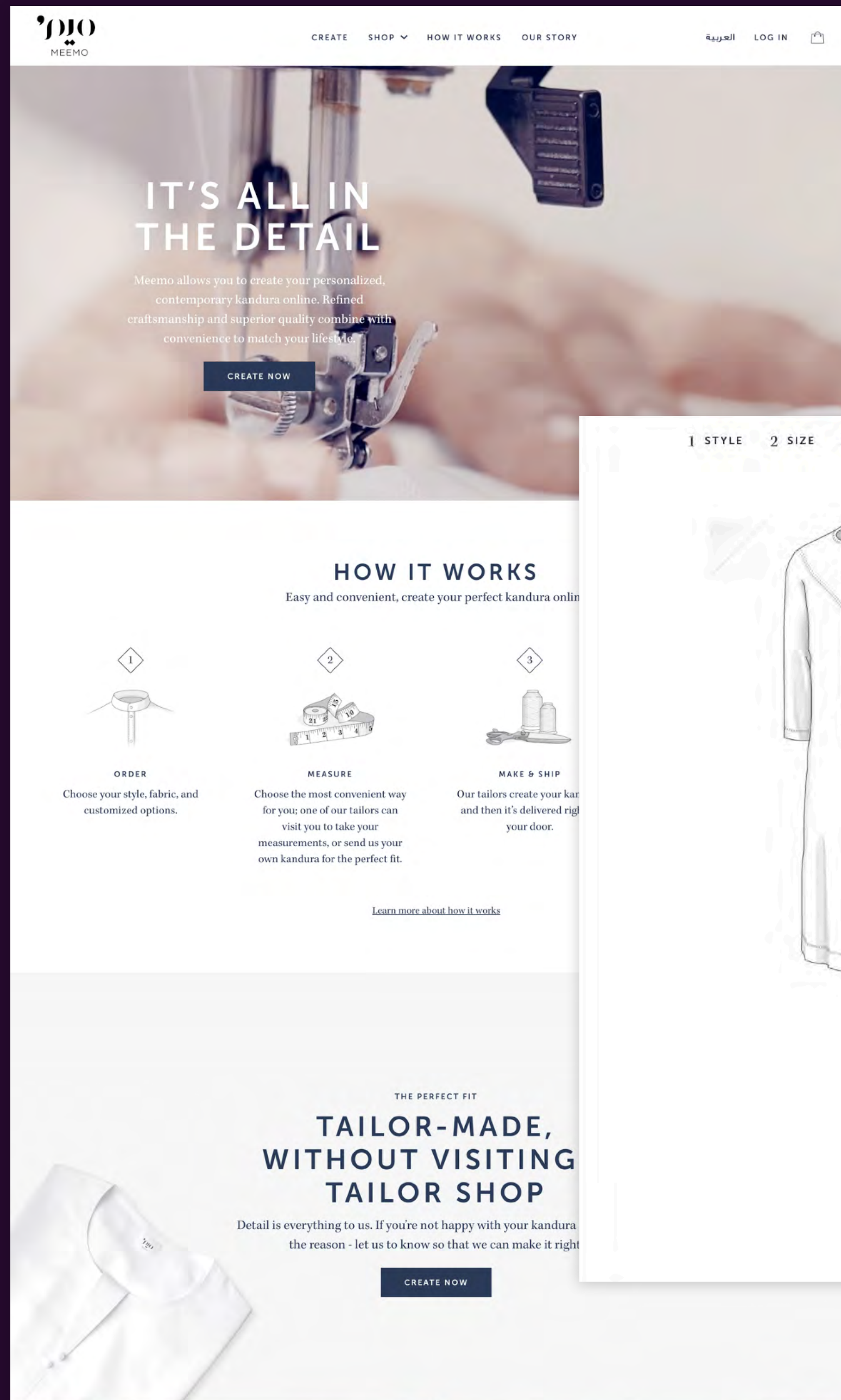
UX CASE STUDY

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# Meemo

Shopify e-commerce website and measurement management platform for a custom clothing startup in the United Arab Emirates

UX & Project Management



## PROJECT GOAL

Launch one of the first custom kandura\* e-commerce websites in the UAE to disrupt the traditional brick-and-mortar tailor shop industry.

## CHALLENGES

Understanding a business unique to the Middle East

Getting to know the user and the pain points of an unfamiliar culture

Working within the limitations of Shopify and other third party integrations

Creating a measurement management platform that integrates with the Shopify e-commerce site

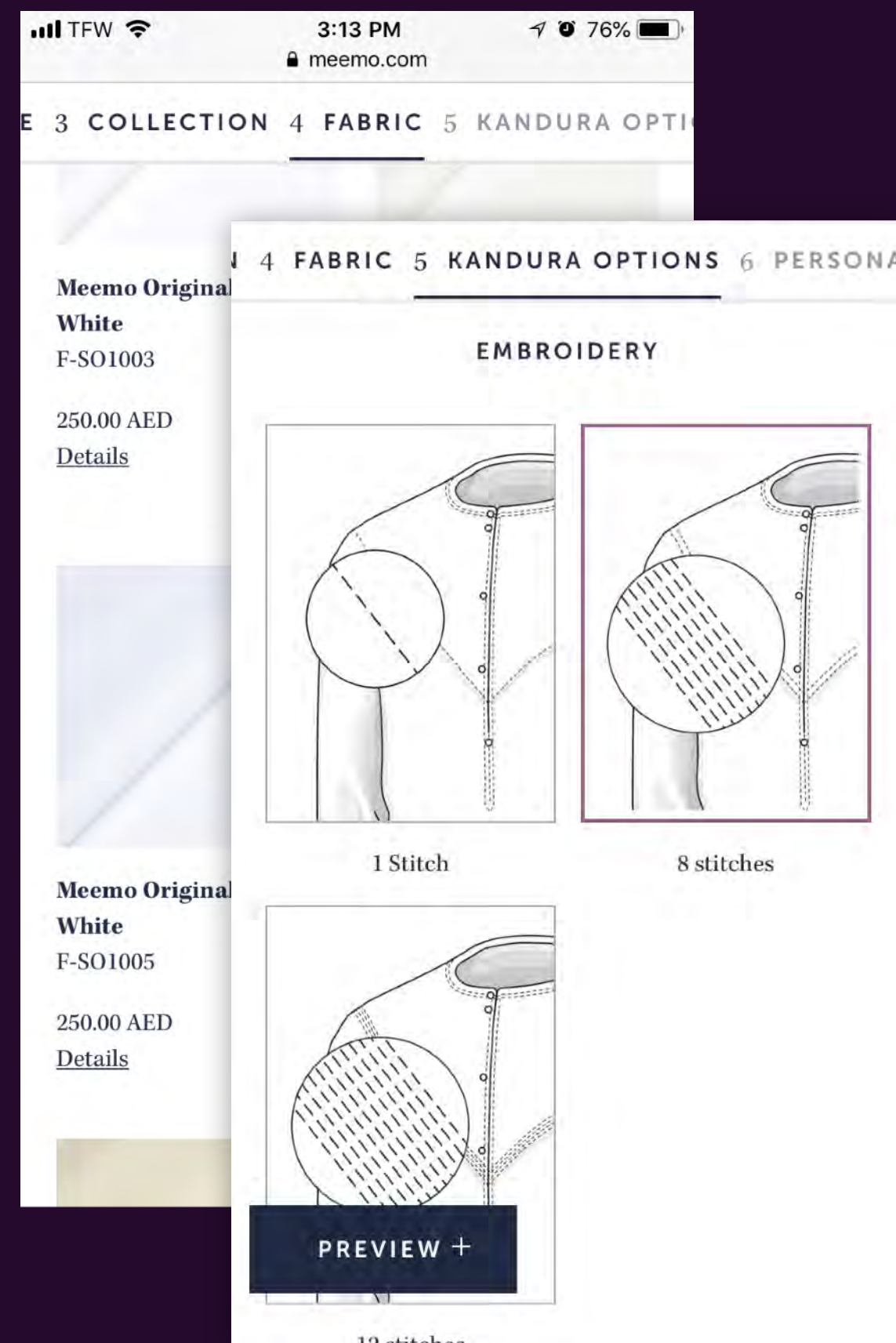
Designing a multi-lingual site with right-to-left layouts



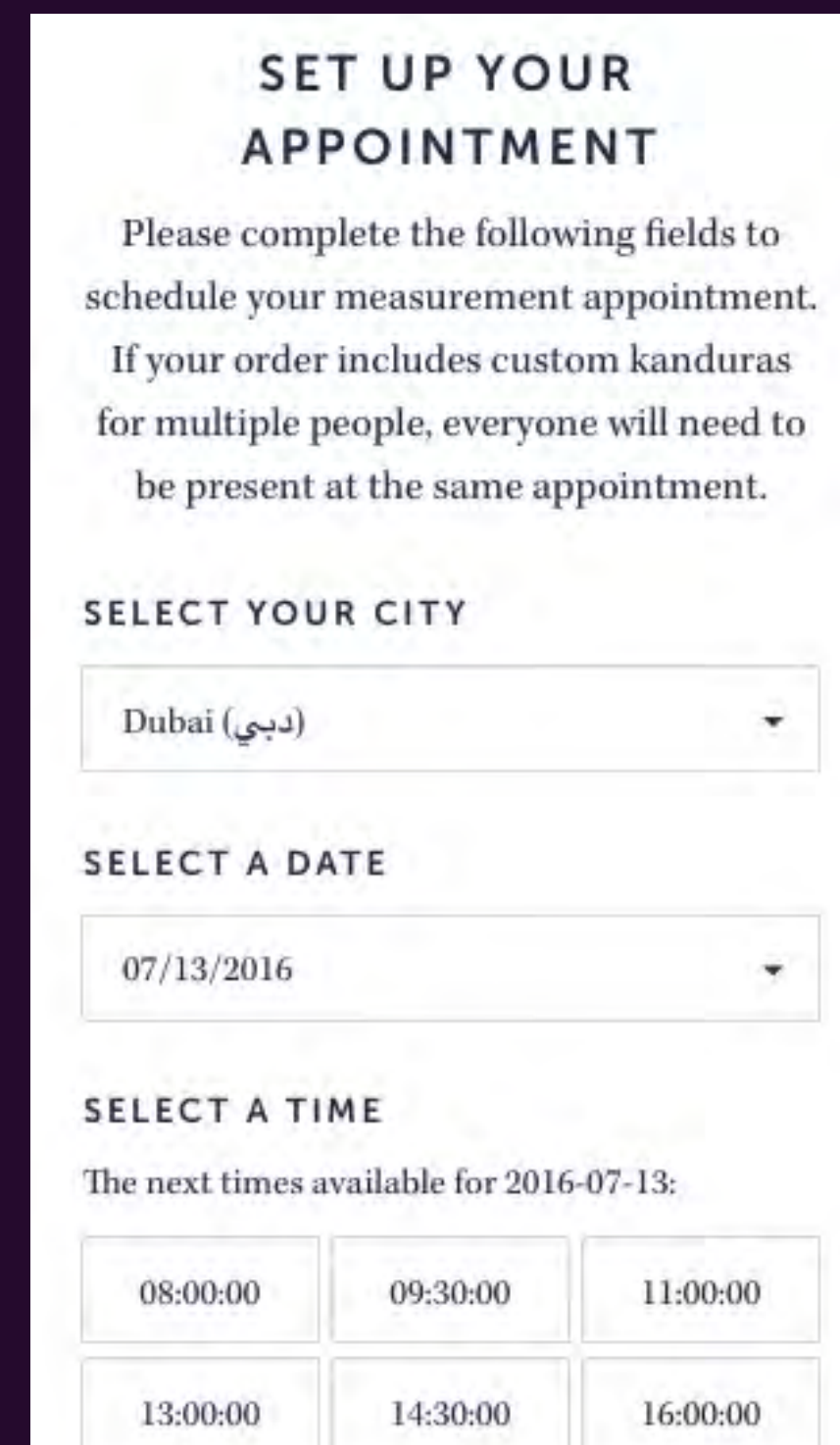
\*A kandura, or a thawb, is a full length traditional Arab garment worn by men for both everyday and formal occasions.

## HOW IT WORKS

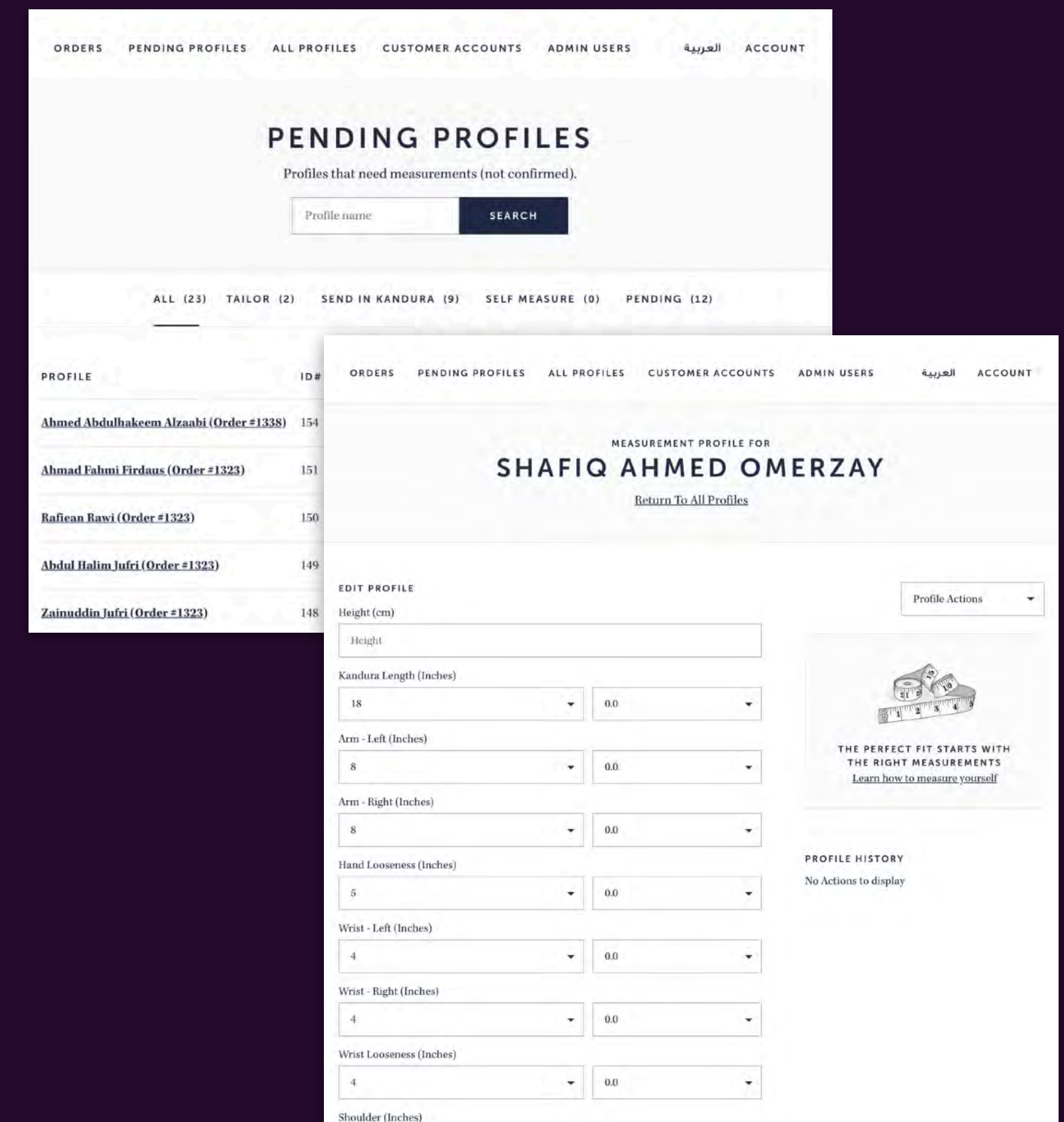
Customize your kandura garment



Schedule a tailor to come to you



Tailors can manage customer profiles, measurements, and order status



## MY ROLES ON THIS PROJECT

This was a small project team where I wore many hats:

### UX Designer

- Design lead
- Created UX documents: diagrams, user flows, and wireframes
- Presented design solutions to internal and external stakeholders
- Researched third-party tools and integrations needed to supplement the desired experience (appointment booking tools, payment gateways) and executed designs around their constraints
- Wrote on-brand interface copy
- Collaborated with visual designer for the UI and style
- Collaborated with developer to prototype the build

### Project Manager

- Main point of contact with the client
- Communicated technical solutions
- Prioritized features and managed the backlog
- Performed QA and testing
- Managed content and translations
- Provided client training on the web app, Shopify platform, and third-party tools

## PROCESS

### Understand the problem

Cultural intake, competitor research, and hypotheses for customer behavior

### Define the scope

What is a minimum viable product that will address the core problem?

### Architect the workflows

For both online and offline, across all users – customer, tailor, admin.

### Prototype

Work with a developer to build the MVP, iterate based on learnings from the prototype

## USERS



### Customer

Men in the UAE who are inconvenienced by the traditional way of buying kanduras (visiting a tailor shop, choosing fabric and options, getting measured in the shop, and returning to the shop in a few weeks to pick up the order).

They have developed confidence in shopping online, but may be hesitant about ordering custom products online.



### Tailor

Meemo employees who are skilled craftsmen but may be a bit computer illiterate.

Need an easy-to-use platform to update and access customer orders and measurements.

Because they travel to customers' homes for appointments, they need to be able to access the platform on mobile and tablet devices.



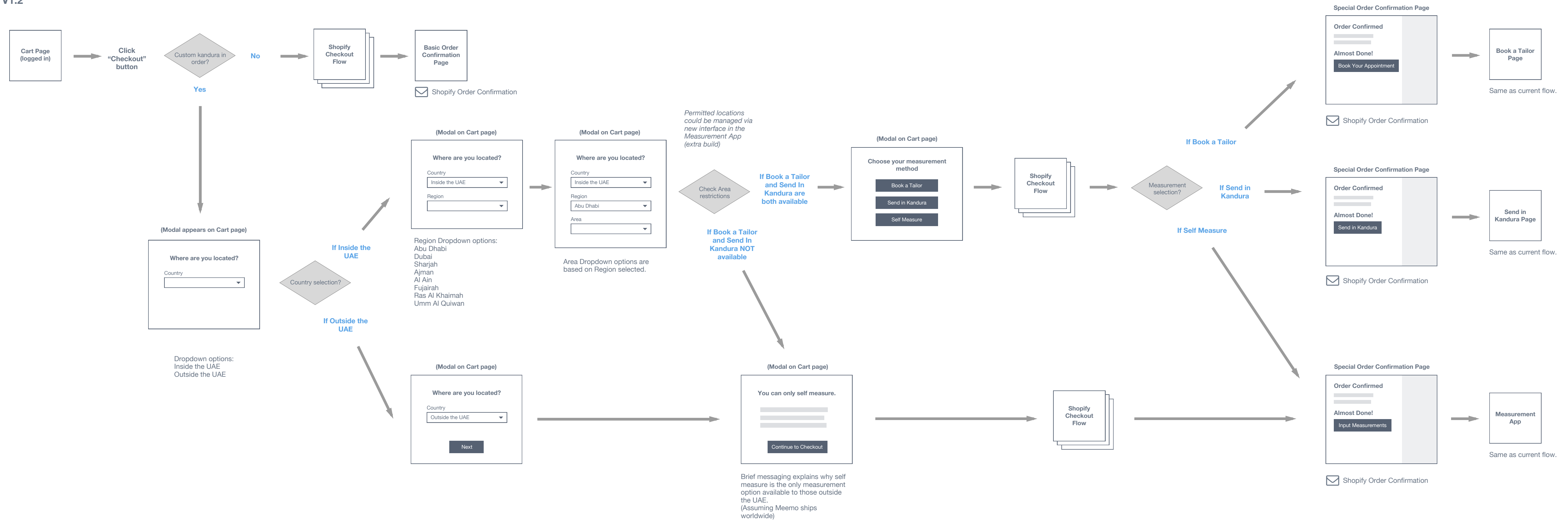
### Admin

Meemo team members who need to manage tailors on the platform and have the ability to perform actions (such as deleting customers) that a tailor user should not have access to.





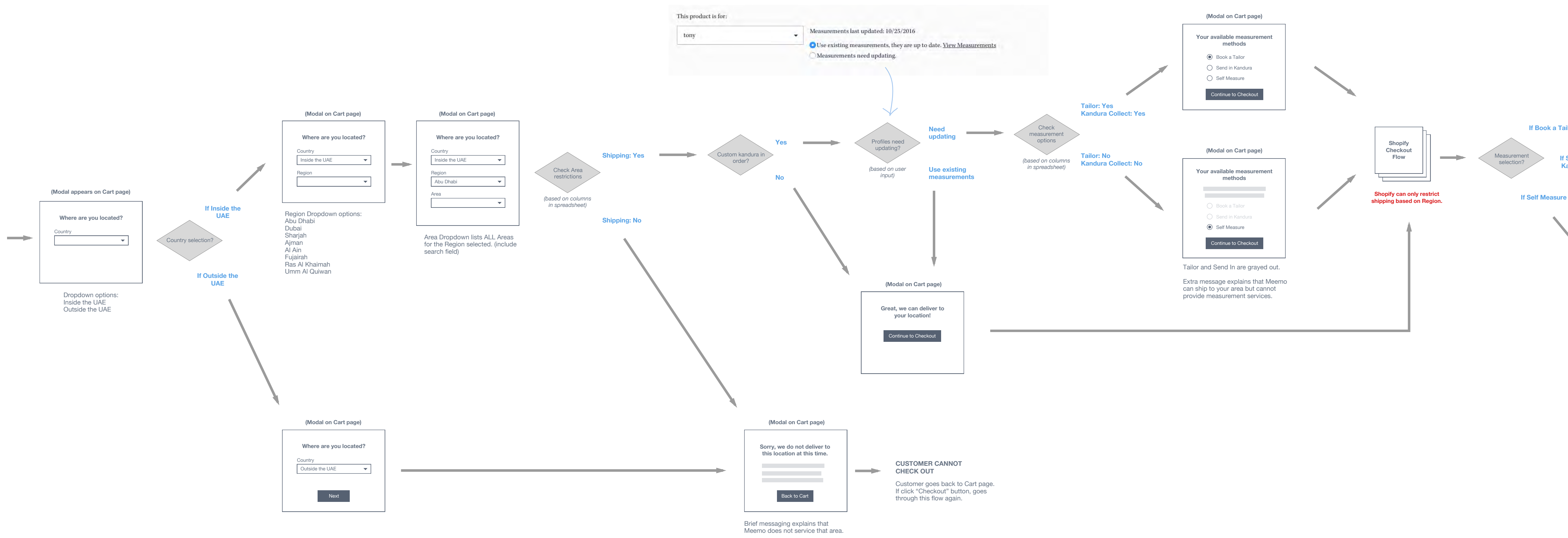
## Measurement + Checkout Flow: Option B (lower effort) V1.2



## USER FLOWS

We identified the core workflows from the site map to detail out all the different user scenarios.

In this example, we explored ways to work in the measurement option selections around the limitations of Shopify checkout process.



## USER FLOWS

A new business problem arose where the client realized they could only offer certain measurement and delivery services based on geographical area.

We readdressed the workflow of the cart and checkout process to create a smooth experience that informs customers why some services are not available to them.

### Custom Orders

This view is more useful for Maker Tailors - quickly see what orders are ready to be created

Add customer account name here.

#### CONFIRMED

CONFIRMED status = all measurements in this order are confirmed.

#### PENDING

PENDING status = there are missing or unconfirmed measurements in this order

**NOTE TO DEV:** Is a READY status needed? (To mark an order ready once its made to get it off the Confirmed list)

Ideal flow, for dev to explore: allow it to be based on Shopify - if marked as Fulfilled in Shopify, the order will disappear off the Confirmed list.

### Pending Profiles

This view is useful for Measuring Tailors - quickly see a list of profiles that need updating (All Profiles with measurement status Needs Updates)

### All Profiles

This view is more useful for Super Admin, for reference purposes

### Customer Accounts

This view is more useful for Super Admin, for reference purposes

### My Account

Applicable to ALL admin and customer user accounts

IF View Order Details

#### Individual Custom Order Page

Only shows the custom items in this order.

Customer Order Note is the field from the Shopify cart/checkout. If no note is entered, display in gray text "No note from customer."

"Additional Measurement Notes" to pull in Send in Kandura AND Book a Tailor note field. If no note is entered, display in gray text "No note from customer."

The details on this page are pulled from Shopify.

Profile name/ID link goes to Individual Profile Page

IF click on a Profile

#### Individual Profile Page (Measurement Form)

Same interface here for both admin users and Customer users

Header note - if customer is viewing this page, should be the Shopify site header and navigation.

IF click "Learn" CTA Goes to informational page with instructions on how to measure (Should this page live on Shopify as Basic Page template?)

IF click on an account

#### Individual Account Page (Admin view)

Note difference in top section content for Admin vs Customer

"Edit Customer Account" link is only visible to Super Admins. Goes to "My Account" fields to edit customer's email, name, etc.

"No measurements on file" Display this message instead of Last updated date if the profile fields are all blank.

Adding a new profile will be done here via Account level.

Same flow as customer (see Self Measure flow), where a text field for Name appears.

#### Individual Account Page (Customer view)

Seen during Self Measure flow or via My Account.

Note that customers do not need to see ID #.

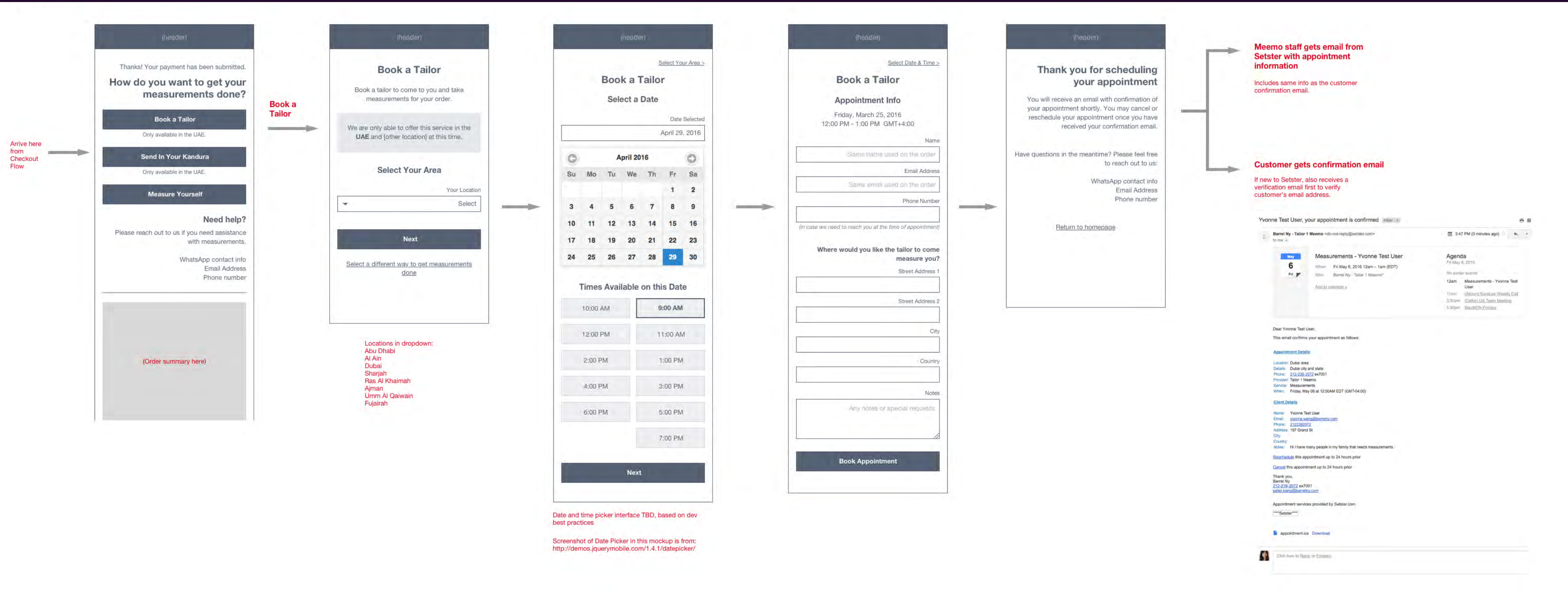
## WIREFRAMES

We also generate high fidelity wireframes to explore solutions for the interface.

This view depicts how a tailor would manage the multiple accounts and measurement profiles within each account.

Realistic content is critical to evaluate whether a tailor has all the information he needs to create the custom garment.

Note: these wireframes follow the right-to-left layout used in the UAE.



## WIREFRAMES

It was important to be as detailed as possible in the wireframes, so we can save hours on the visual UI mockups and go straight into development using a style guide.

In this example, we detailed out the Setster integration that allows customers to book a tailor appointment.

# PROFILES

myelegance77@icloud.com  
[Edit Account](#)

PROFILE NAME	LAST UPDATED	
<a href="#">Eid Salem Alremeithi</a>	12/05/2017	<a href="#">Edit</a>

OR ADD A NEW PROFILE

First Name

Middle Name

Last Name

CREATE NEW PROFILE

Add a form in the modal just like this form submit button should say "Rename Profile" should also be a cancel button (in the design as the Delete Profile modal). There should be a title above the form which should say "Rename Profile"

## EID SALEM ALREMEITHI

[Return To All Profiles](#)

Add "Rename Profile" to this select

Profile Actions  
Delete Profile



ORDERS PENDING PROFILES ALL PROFILES CUSTOMER ACCOUNTS ADMIN USERS العربية ACCOUNT

## ORDER DETAILS

PRINT Print format will mimic this page layout (no header/footer)

Based on status in order workflow. Currently will be Ready to Begin, Pending. In future will be Pending Measurements, Pending Assignment, In Progress, Quality Assurance, Ready to Ship

Order Number: <b>1163</b>	Order Date: <b>dd/mm/yyyy 20:14</b>	
Order Status: <b>Pending</b>	Measurement Method: <b>Send In Kandura</b>	
Customer: <b>Ahmad Alzaabi</b>	Email: <b>ahmad.alzaabi.301@hotmail.com</b>	Mobile: <b>+971 54 454 5432</b>
Tailor:	Date Assigned: <b>dd/mm/yyyy 20:14</b>	Date Completed: <b>dd/mm/yyyy 20:14</b>

Tailor or Send In (no more Self)

If not assigned to a tailor, these fields will be blank

Customer Note From Checkout: n/a

Send In Kandura Details:  
+971 54 454 5432  
Please contact me during the evening hours.

This will display only if measurement method is Send In. (mobile number + customer notes)

## CUSTOM ORDERS

Style: <b>Arabi</b>	Profile: <b>Nasser (Needs Updates)</b>
SKU: <b>F-2A1002</b>	Fabric: <b>Ermenegildo Zegna Collection-Cream White</b>
Quantity: <b>2</b>	Size: <b>Large (151 cm - 180 cm)</b>
PRIMARY FEATURES	OPTIONAL FEATURES

Show profile status in parenthesis: Needs Updates, Ready to Begin

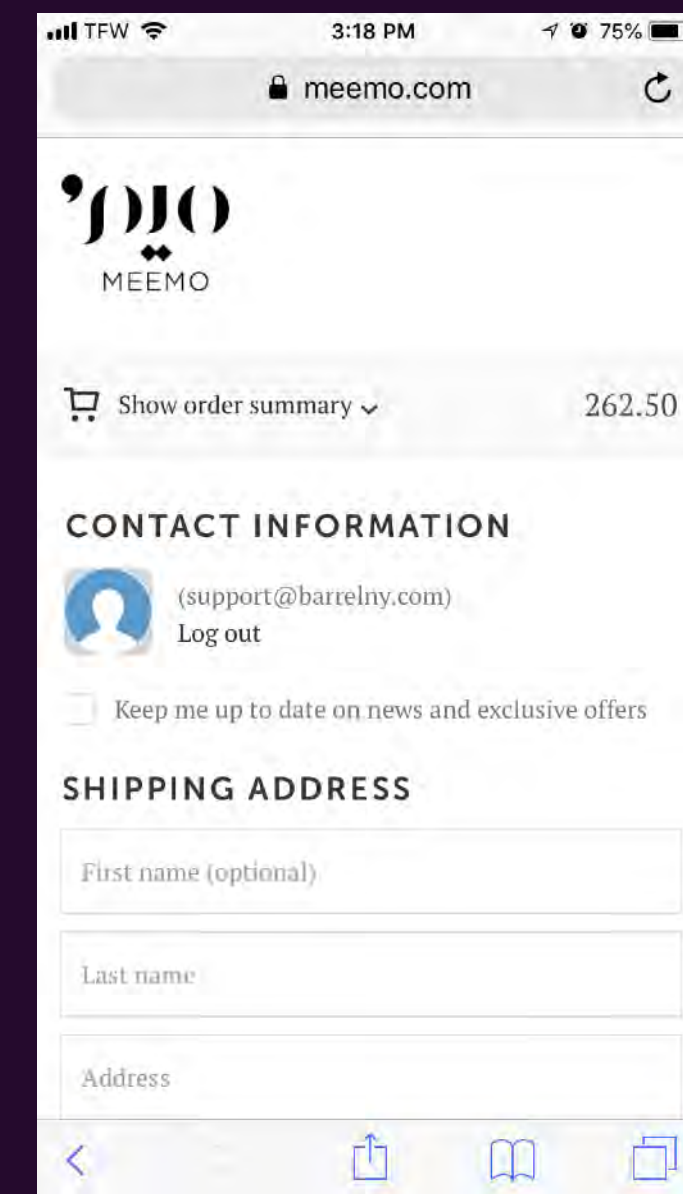
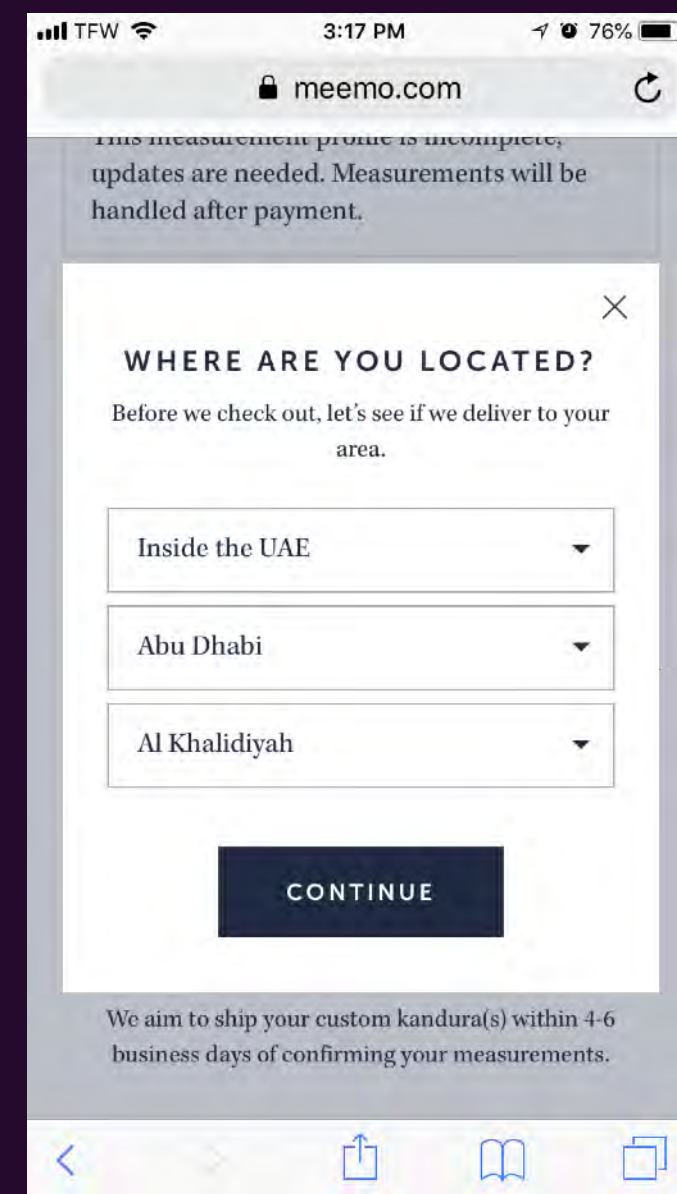
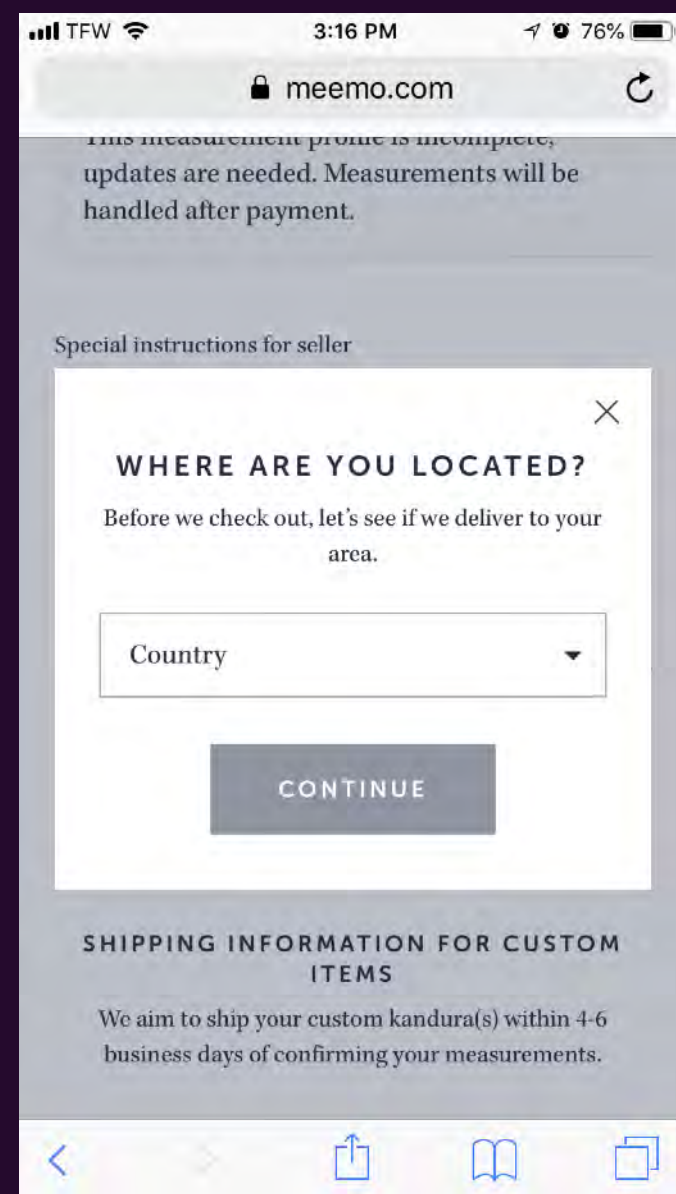
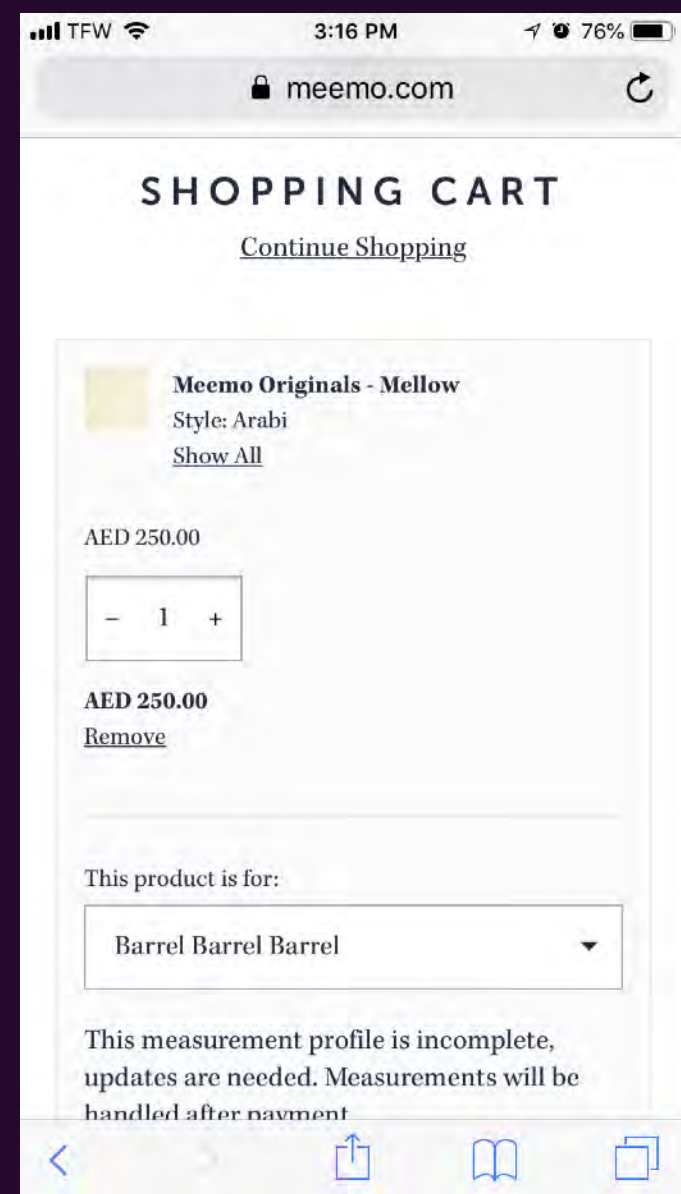
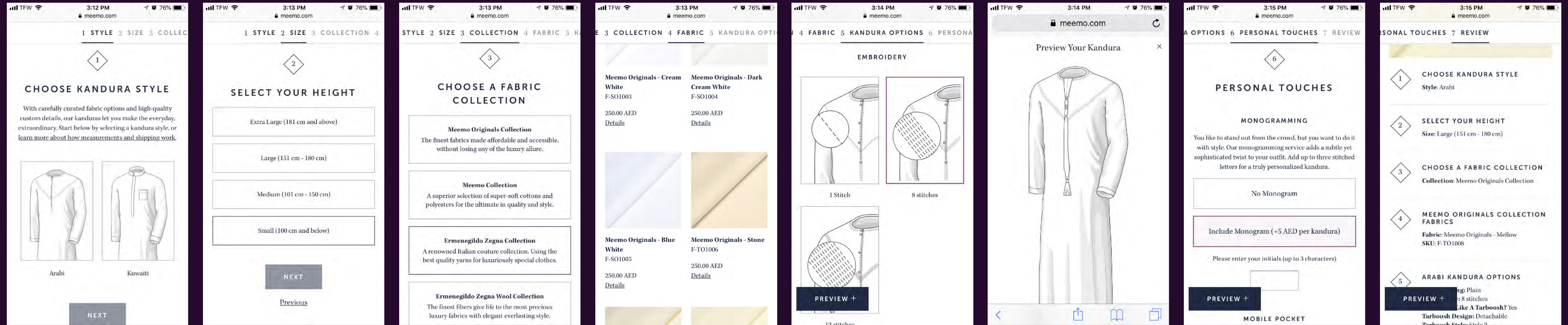
## PROTOTYPING AND ITERATIONS

During the UX process, the developer began prototyping the functionality of the e-commerce site and web app.

It was a close-knit, back and forth process that allowed us to assess the user experience, validate assumptions about technology or design, and make revisions to ensure that we launch with the strongest possible MVP we can.

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# Final Screens



## CUSTOMIZE & CHECKOUT

The customer breezes through the customization process and is prompted by the service selection flow before checkout

**BOOK A TAILOR**

Book a tailor to come take measurements for your custom kandura order.  
[Select a different measurement method](#)

**ⓘ** We are only able to offer this service in the UAE at this time.

**SET UP YOUR APPOINTMENT**

Please complete the following fields to schedule your measurement appointment. If your order includes custom kanduras for multiple people, everyone will need to be present at the same appointment.

SELECT YOUR CITY

Select a location

**BOOK A TAILOR**

Book a tailor to come take measurements for your custom kandura order.  
[Select a different measurement method](#)

**ⓘ** We are only able to offer this service in the UAE at this time.

**SET UP YOUR APPOINTMENT**

Please complete the following fields to schedule your measurement appointment. If your order includes custom kanduras for multiple people, everyone will need to be present at the same appointment.

SELECT YOUR CITY

Dubai (دبي)

SELECT A DATE

mm/dd/yyyy

Clear Done

May	11	2014
June	12	2015
<b>July</b>	<b>13</b>	<b>2016</b>
August	14	2017
September	15	2018

**BOOK A TAILOR**

Book a tailor to come take measurements for your custom kandura order.  
[Select a different measurement method](#)

**ⓘ** We are only able to offer this service in the UAE at this time.

**SET UP YOUR APPOINTMENT**

Please complete the following fields to schedule your measurement appointment. If your order includes custom kanduras for multiple people, everyone will need to be present at the same appointment.

SELECT YOUR CITY

Dubai (دبي)

SELECT A DATE

07/13/2016

SELECT A TIME

The next times available for 2016-07-13:

08:00:00	09:30:00	11:00:00
13:00:00	14:30:00	16:00:00

schedule your measurement appointment. If your order includes custom kanduras for multiple people, everyone will need to be present at the same appointment.

SELECT YOUR CITY

Dubai (دبي)

SELECT A DATE

07/13/2016

SELECT A TIME

The next times available for 2016-07-13:

08:00:00	09:30:00	11:00:00
13:00:00	14:30:00	16:00:00

**CONTACT INFORMATION**

Email Address

ben.godfrey@barrelny.com

Name

Ben Godrey

Phone

555-555-5555

*(In case we need to reach you at the time of the appointment)*

**WHERE WOULD YOU LIKE THE TAILOR TO COME MEASURE YOU?**

Street Address 1

197 Grand Street

Street Address 2

City

New York

Country

United States

Notes

Any notes or special requests?

**BOOK APPOINTMENT**

**THANKS!**

Thank you for scheduling your measurement appointment. You will receive a confirmation email.

**YOUR APPOINTMENT**

Time: 09:30:00  
Date: 07/13/16

Have questions in the meantime? Please feel free to reach out to us:

- WhatsApp: +971 4 554 7152
- Email: [help@meemo.com](mailto:help@meemo.com)
- Phone: +971 4 554 7153

**RETURN TO STORE**

**FAQ**

**SHIPPING & RETURNS**

**ABOUT MEEMO**

**SIGN UP FOR UPDATES**

Enter your email **SUBMIT**

**GET IN TOUCH**

+971 4 554 7152  
+971 4 554 7153  
[help@meemo.com](mailto:help@meemo.com)

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VISA

**MEEMO**

Hello Test,

Your measurement appointment is confirmed as per the below:

**WHEN**

Thursday, June 1, 2017 at 06:30 PM GST (GMT +04:00)

**DETAILS**

Name: Test  
Email: [yvonne.weng@barrelny.com](mailto:yvonne.weng@barrelny.com)  
Appointment Address: 197 Grand St. 7S (Home) New York 1234567

**WHAT TO EXPECT**

Our tailor is looking forward to seeing you to begin the process of crafting your kandura. If your order includes customized kanduras for friends and family as well, please ensure they are all present at the appointment.

If you need to reschedule, please contact us 48 hours in advance on:

Email: [measure@meemo.com](mailto:measure@meemo.com)  
Phone: 971 2 666 6866

Many thanks!

Meemo

**FAQ** **SHIPPING & RETURNS** **ABOUT MEEMO**

[www.meemo.com](http://www.meemo.com)

Powered by [Setster](#)

**setster**

## BOOK A TAILOR

After completing an order, the customer is directed to book their measurement appointment.



ORDERS PENDING PROFILES ALL PROFILES CUSTOMER ACCOUNTS ADMIN USERS العربية ACCOUNT

## CUSTOM ORDERS

Unfulfilled orders with custom kanduras. An order is ready to begin once all measurements are taken.

READY TO BEGIN (5) PENDING (1)

ID	DATE	PROFILES	KANDURAS	MEASUREMENT METHOD
<a href="#">#1194</a>	03/07/2017	0 profiles	12 Kanduras	Pending
<a href="#">#1203</a>	01/07/2017	0 profiles	2 Kanduras	Pending
<a href="#">#1202</a>	01/07/2017	0 profiles	14 Kanduras	Pending
<a href="#">#1189</a>	01/07/2017	0 profiles	6 Kanduras	Pending
<a href="#">#1211</a>	01/07/2017	0 profiles	10 Kanduras	Pending

ORDERS PENDING PROFILES ALL PROFILES CUSTOMER ACCOUNTS ADMIN USERS العربية ACCOUNT

## PENDING PROFILES

Profiles that need measurements (not confirmed).

Profile name

ALL (23) TAILOR (2) SEND IN KANDURA (9) SELF MEASURE (0) PENDING (12)

PROFILE	ID#	CUSTOMER ACCOUNT
<a href="#">Ahmed Abdulhakeem Alzaabi (Order #1338)</a>	154	<a href="#">Ahmed Abdulhakeem Alzaabi</a>
<a href="#">Ahmad Fahmi Firdaus (Order #1323)</a>	151	<a href="#">Firdaus Ahmad</a>
<a href="#">Rafiean Rawi (Order #1323)</a>	150	<a href="#">Firdaus Ahmad</a>
<a href="#">Abdul Halim Jufri (Order #1323)</a>	149	<a href="#">Firdaus Ahmad</a>
<a href="#">Zainuddin Jufri (Order #1323)</a>	148	<a href="#">Firdaus Ahmad</a>

ORDERS PENDING PROFILES ALL PROFILES CUSTOMER ACCOUNTS ADMIN USERS العربية ACCOUNT

### MEASUREMENT PROFILE FOR SHAFIQ AHMED OMERZAY

[Return To All Profiles](#)

EDIT PROFILE Profile Actions

Height (cm)

Kandura Length (Inches)

Arm - Left (Inches)

Arm - Right (Inches)

Hand Looseness (Inches)

Wrist - Left (Inches)

Wrist - Right (Inches)


Wrist Looseness (Inches)

Shoulder (Inches)

Chest (Inches)

Chest Looseness (Inches)

Waist (Inches)



THE PERFECT FIT STARTS WITH THE RIGHT MEASUREMENTS  
[Learn how to measure yourself](#)

PROFILE HISTORY  
No Actions to display

## MANAGING PROFILES IN THE MEASUREMENT APP

Tailors in the workroom and at appointments will simply log in on any browser to access and update each order's measurements.

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# Thank You

**Yvonne Weng**

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