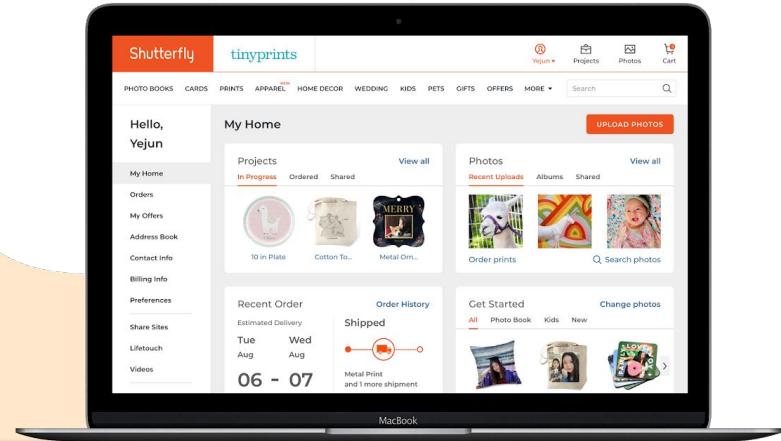


Shutterfly.

My Account Dashboard Redesign



CONTEXT

Made Just For You

21 years ago, Shutterfly started a eCommerce website and quickly became a market leader in personalized photos and services.

By the start of 2019, this personalized journey receded to a slew of disparate features that made the experience slow and confusing.

I was leading an ambitious team to redesign the navigating experience right after customers logging in the website.

FREE SHIPPING on cards* code: CARDS

Ends Sun, Jun 14 EXTENDED SAVE UP TO 40% ON EVERYTHING* no code needed

My Account

MADE JUST FOR YOU

Save up to 40% on everything + free shipping on cards | Ends Sun, June 14 | Code: CARDS

Best of Summer 2019
From \$39.98 \$23.99Puzzles
From \$49.98 \$39.98Can Coolers
From \$49.98 \$5.99Pillows
From \$49.98 \$37.49

From

Father's Day Cards
From \$1.58 \$1.01Fleece Blankets
From \$99.98 \$74.99

SEE MORE

Desktop Plaques
From \$24.99 \$14.99Wireless
From

My Photos

Recent | All Photos

UPLOAD



Timeline



Albums



11oz Cerami...



iPhone 7 PL...

My Projects

Recent | All Projects | Shared Projects

Save up to
40% on everything*no code needed
Ends Sun, Jun 14

LEARN MORE >

Free shipping on cards*

Promo code: CARDS

See details >

Save 40% on all photo
books + 30% off extra pages

no code needed

SHOP NOW >

Save up to 40%
on gifts

no code needed

SHOP NOW >

My Share Sites

MAKE A FREE SITE

Share sites are free private
websites that make group
sharing easy.Share photos, videos,
calendars and more.

My Orders & Account Info

Recent | All Orders

No recent orders

My account
My account info
My address book

My Plans

My Videos

BEFORE

My Account Dashboard is an all-in-one space for users to manage their projects, photos, orders and account settings.

PROBLEM

Overwhelming Features

As the first page users see after logging in, My Account dashboard was filled with different modules in order to attract user's attention and no longer met actual user goals.

SOLUTION

A task-oriented dashboard that

- Creates simple and clear navigation for users to quickly complete their tasks
- Prioritizes the core services most relevant to user expectation
- Aligns with business strategies and balances needs from different stakeholders

The screenshot displays the Shutterfly user dashboard for a user named Yejun. The interface is clean and organized, featuring a top navigation bar with the Shutterfly and tinyprints logos, and a search bar. A left sidebar provides quick access to various account and service areas. The main content area is divided into several functional sections:

- My Home:** A central hub with an "UPLOAD PHOTOS" button and sections for "Projects" (In Progress, Ordered, Shared) and "Photos" (Recent Uploads, Albums, Shared).
- Recent Order:** A section for tracking orders, showing a "Shipped" status for an order from Tuesday to Wednesday, August 06 - 07, with a link to view the order history.
- Get Started:** A section for new users, offering options for "Photo Book", "Kids", and "New" projects, with a "Change photos" link.
- Redeem a Code:** A section for applying promo codes, gift cards, and pre-paid plans, featuring an input field and an "APPLY" button.
- Account Settings:** A section for managing user information, including contact details and billing information, with an "Edit" option.

At the bottom of the dashboard, there are promotional banners for a mobile app and a "Your Offers" section.

PROCESS

Research

Competitive Analysis

Web Analytics

User Interview

Card Sorting

Synthesize

Affinity Mapping

Mind Mapping

Actionable Insights

Stakeholder Inputs

Design

Sketches

Wireframe

Design Sprints

Evaluate

User Testing

Stakeholder Presentation

Design Recommendations

How might we **identify** and **prioritize** the tasks most important to users?

RESEARCH

SYNTHESIZE

DESIGN

EVALUATE

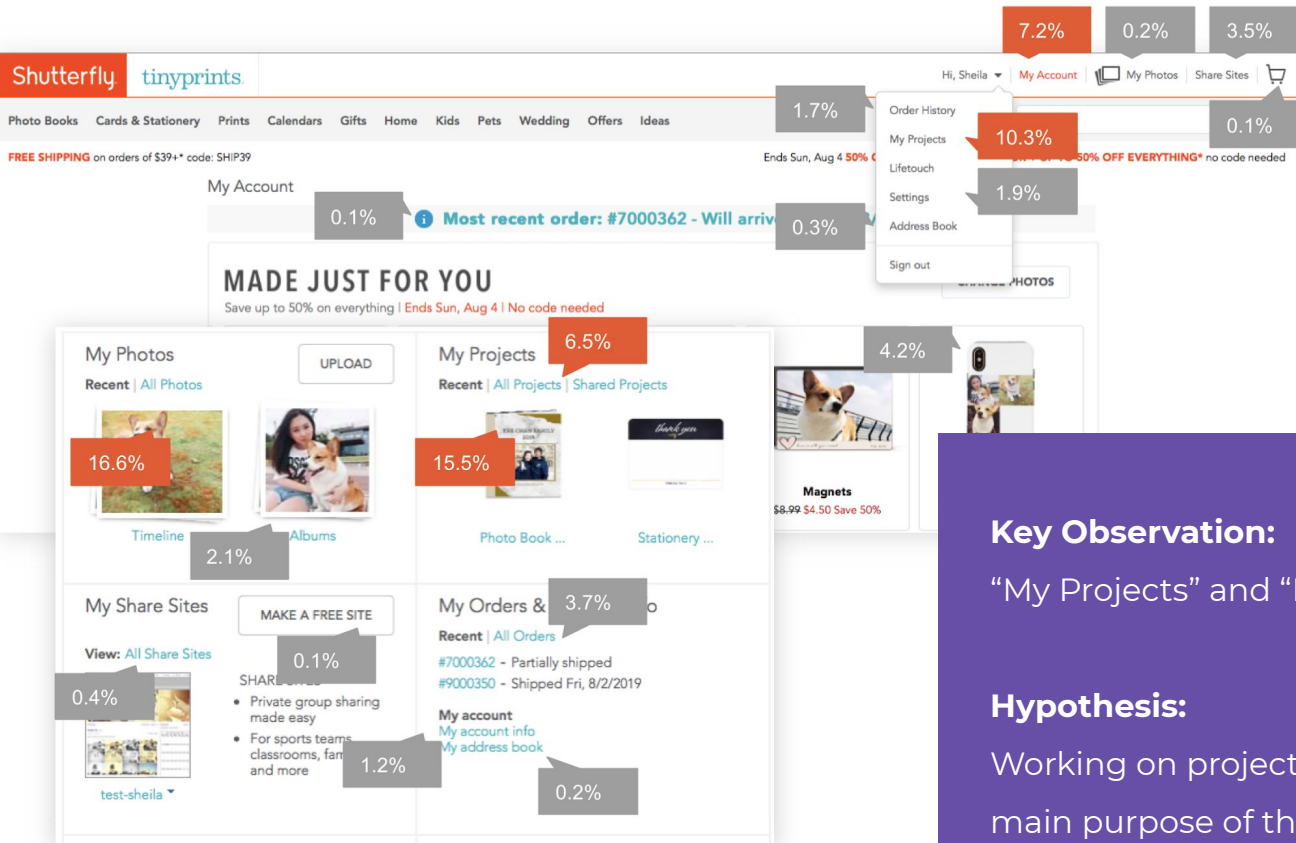
COMPETITIVE ANALYSIS

Looked at **26** eCommerce websites

- Side Navigation: **14 in 26**
- Drop-down menu: **15 in 26**
- Dashboard & Card Layout: **9 in 26**

The image shows a screenshot of the Bed Bath & Beyond website's user account dashboard. The top navigation bar is red with the company logo, navigation links (Categories, Deals, What's New, Same Day Delivery), a search bar, and user account information (Hello, Yejun). Below the navigation bar, the main content area is divided into several sections:

- Account Overview:** Displays the user's name (Yejun), account creation date (May 30, 2019), and a "Possible Delay" notification. It also shows account settings, order history, and a list of saved offers (circle, gift cards, payments, addresses, subscriptions, settings).
- My Account Overview:** Provides a quick access to settings and tools for managing the user's experience. It includes a challenge question for privacy and a reward certificate offer.
- My Orders:** A card with a "View History" link, allowing the user to view their order history and the status of open orders.
- My Funds:** A card with a "Manage" link, providing information about the My Funds program designed to reward customers.
- My Offers:** A card showing "0 Active Offers" and a "Manage" link. It includes a "Save More With Offers" section.
- My Registries:** A section titled "Create a Registry" with a "Start Your Registry" link. It features four registry options: Wedding, Baby, College/Un..., and Housewar... Each option is represented by a circular image.
- Check Gift Card Balance:** A section with a "Check Balance" link and a form to enter the card number and PIN.



WEB ANALYTICS

Key Observation:

“My Projects” and “My Photos” are the top hits

Hypothesis:

Working on projects and view photos are the main purpose of this page to customers

USER INTERVIEW

Shutterfly tinyprints

Hi, Yejun My Account My Photos Share Sites Cart

PHOTO BOOKS CARDS & STATIONERY PRINTS GIFTS WALL ART & DÉCOR WEDDING CALENDARS KIDS HOME TOGETHER OFFERS MORE Search

FREE SHIPPING on cards* code: CARDS Ends Sun, Jun 14 EXTENDED SAVE UP TO 40% ON EVERYTHING* no code needed

My Account

MADE JUST FOR YOU

Save up to 40% on everything + free shipping on cards | Ends Sun, June 14 | Code: CARDS

- Best of Summer 2019 From \$89.98 \$23.99
- Puzzles From \$49.98 \$29.98
- Can Coolers From \$9.99 \$5.99
- Pillows From \$49.98 \$37.49
- Father's Day Cards From \$1.58 \$1.01
- Fleece Blankets From \$99.98 \$74.99
- Desktop Plaques From \$24.99 \$14.99

SEE MORE

My Photos Recent | All Photos UPLOAD

- Timeline
- Albums
- 11oz Cerami...
- iPhone 7 PL...

My Projects Recent | All Projects | Shared Projects

Save up to 40% on everything* no code needed Ends Sun, Jun 14 LEARN MORE >

Free shipping on cards* Promo code: CARDS See details >

Save 40% on all photo books + 30% off extra pages no code needed SHOP NOW >

My Share Sites MAKE A FREE SITE

Share sites are free private websites that make group sharing easy. Share photos, videos, calendars and more.

My Orders & Account Info Recent | All Orders No recent orders

My account My account info My address book

My Plans

Save up to 40% on gifts

“

Is it an advertising page...?

”

It's quite busy

“

I don't know what to start with here...

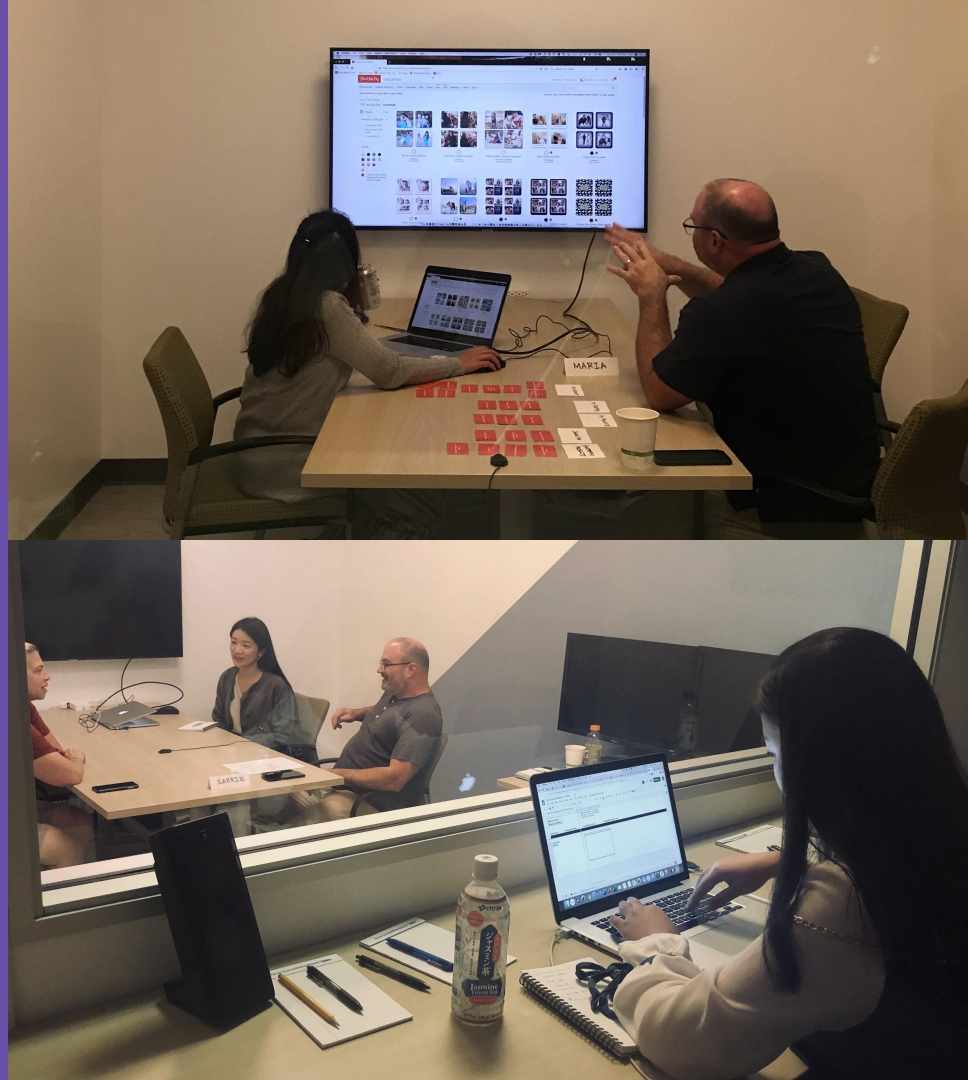
”

I never scroll down here

CARD SORTING

Prioritize tasks to be done

- **Start a new project - 90%**
- **Edit recent project - 50%**
- **Upload new photos - 50%**
- Track my orders - 40%
- View all photos - 40%
- View my promos - 40%



How might we **balance** customer needs and business goals?

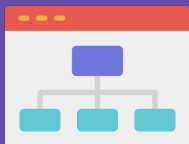
RESEARCH

SYNTHESIZE

DESIGN

EVALUATE

KEY TAKEAWAYS



task-oriented navigation

reorganize header and
My Account dropdown



project-driven customers

prioritize project-related
tasks over promotions

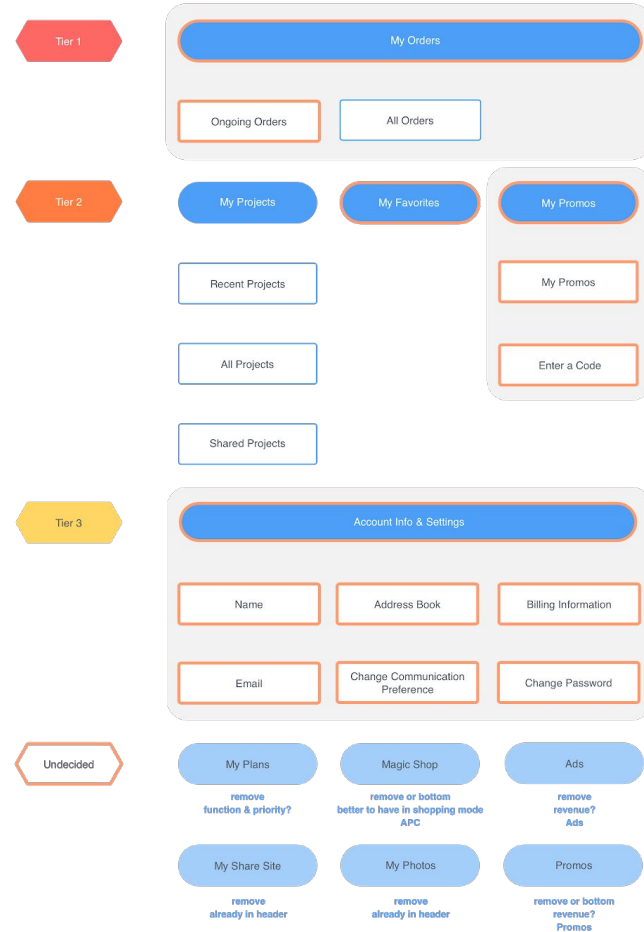


promo-driven customers

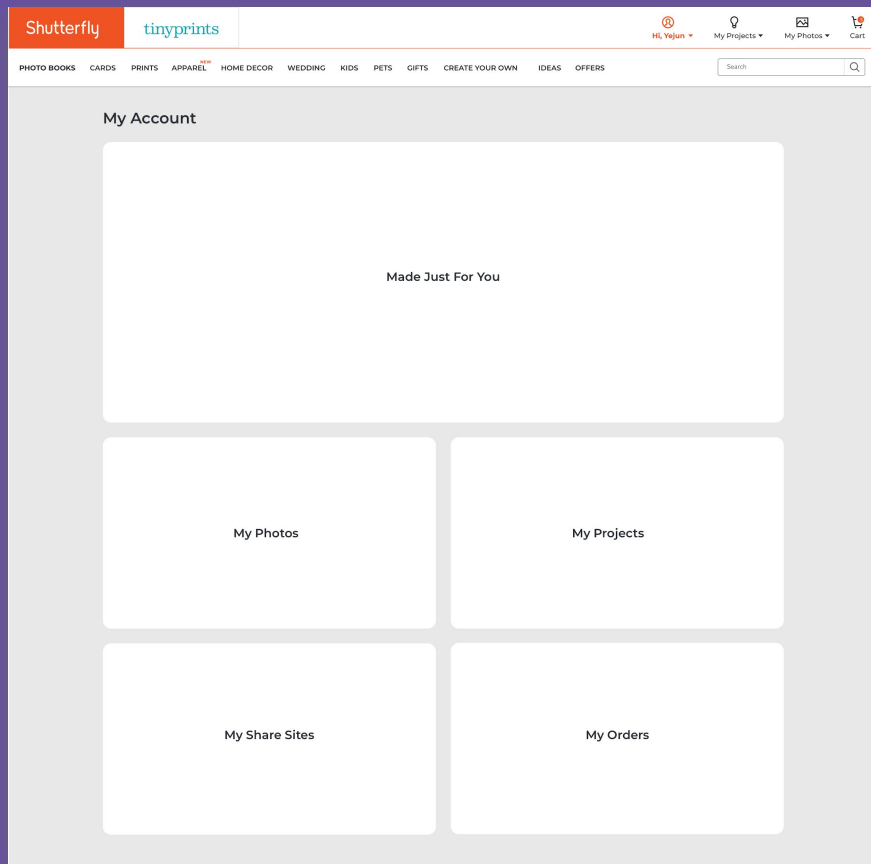
make it easier to apply
existing promo codes



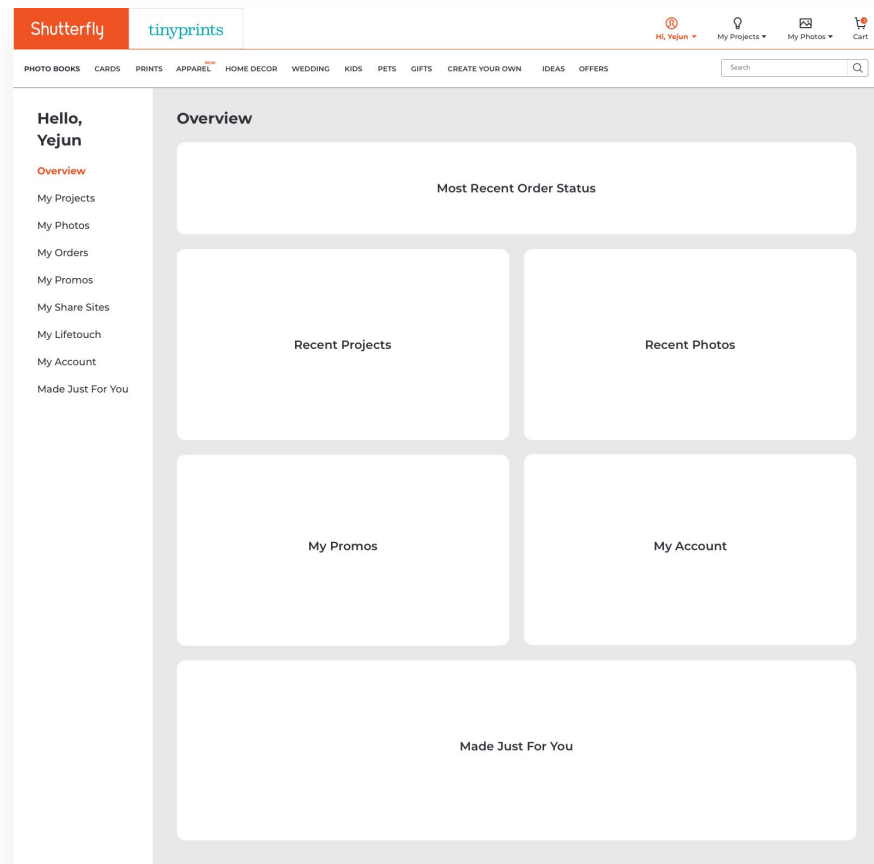
Current Info Hierarchy Diagram



Recommended Info Hierarchy Diagram



Current Module Layout



Recommended Module Layout



My Account is key to
generate traffic for APC

The goal is to inspire users
with **personalized recs**

APC Team



Need to promote **“Mobile”**

Need to promote **“Share”**

Photos Team



Signed the contract
with external business
partner so we need to
keep the **ads block**

Business Units

STAKEHOLDER INPUTS

**Meetings with 10+ stakeholders who owned different modules
on My Account...**

Hello, Yejun

My Home

UPLOAD PHOTOS

Recent Projects

Recent Photos

Recent Order

Start a New Project

Redeem a Promo Code

Account Settings

My Home

Orders

My Offers

Address Book

Contact Info

Billing Info

Preferences

Share Sites

Lifetouch

Videos

Change Password

Sign Out

Your Offers

Projects & Photos Focused

Made Just For You Repurposed

Above the fold

Available Promos

user needs

business goals

How might we help users navigate through a **familiar** yet **refreshing** experience?

RESEARCH

SYNTHESIZE

DESIGN

EVALUATE

Hello,
Yejun

My Home

Orders

My Offers

Address Book

Contact Info

Billing Info

Preferences

Share Sites

Lifetouch

Videos

Change Password

Sign Out

My Home

UPLOAD PHOTOS

Projects

View all

In Progress

Ordered

Shared



10 in Plate



Cotton To...



Metal Orn...

Photos

View all

Recent Uploads

Albums

Shared



Order prints



Search photos



Recent Order

Order History

Estimated Delivery

Tue
Aug
06 - 07Wed
Aug

Shipped

Metal Print
and 1 more shipment

Order #7000150

Get Started

Change photos

All

Photo Book

Kids

New



Pillows



Cotton Tote Bag



Coasters

Redeem a Code

Saved Offers

Redeem promo codes, gift cards and pre-paid plans

APPLY

Special Offers

Account Settings

Contact Info

User Shutterfly
user@abc.com
2800 Bridge Pkwy
CA 94065
USA

Edit

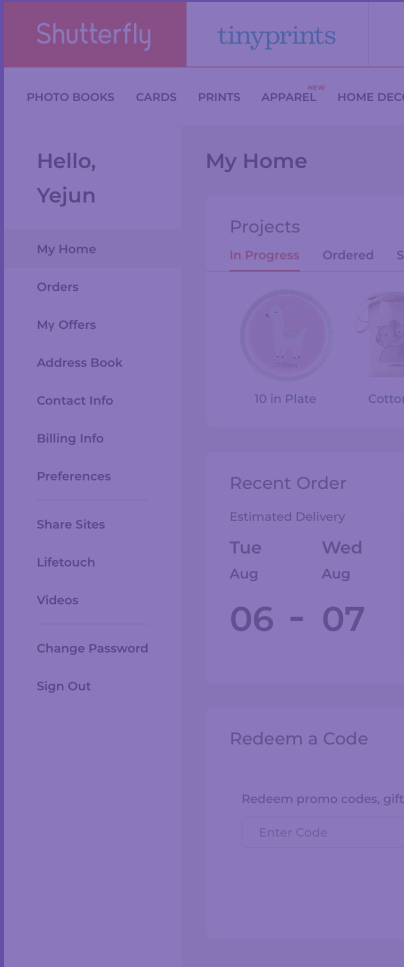
Billing Info

User Shutterfly
VISA Visa
**** * 3532
Expires: 05/2020

Edit

FINAL DESIGN

My Account Dashboard



Hello,
Yejun

My Home

Orders

My Offers

Address Book

Contact Info

Billing Info

Preferences

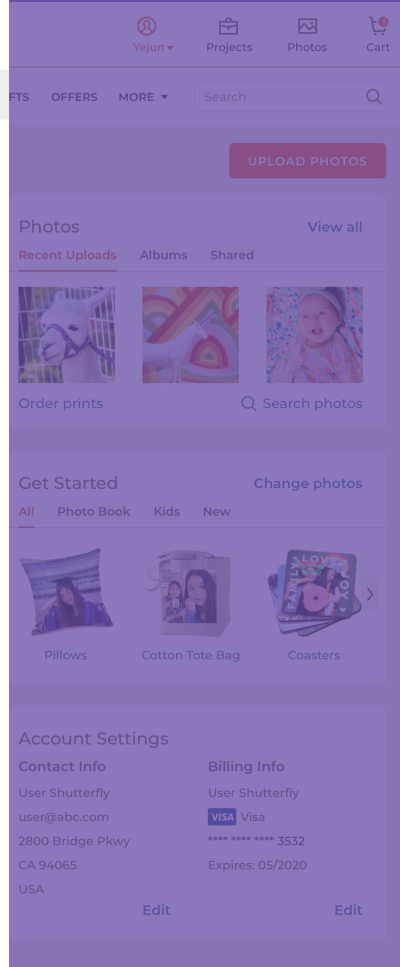
Share Sites

Lifetouch

Videos

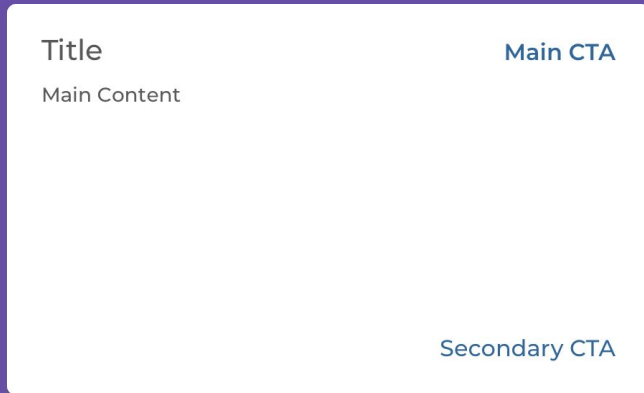
Change Password

Sign Out

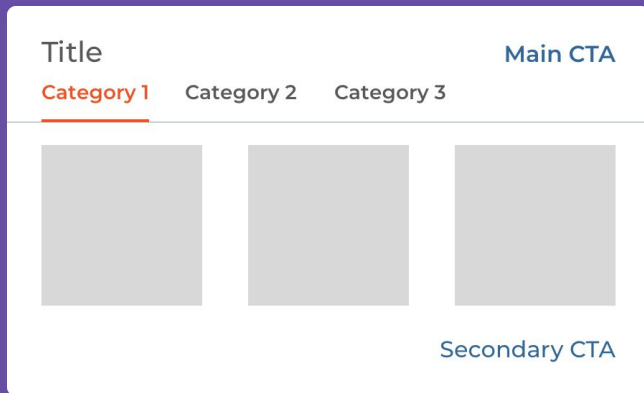


FINAL DESIGN

Side Navigation



Standard Card
(Recent Order, Account Settings etc.)



Multi-Layered Card
(Projects, Photos, Get Started etc.)

DESIGN SYSTEM

Card Layout

Hello, Yejun

My Home

UPLOAD PHOTOS

Projects

View all

In Progress Ordered Shared



10 in Plate



Cotton To...



Metal Orn...

Photos

View all

Recent Uploads Albums Shared



Order prints



Search photos

Recent Order

Order History

Estimated Delivery

Shipped

Tue Wed Aug Aug



Get Started

Change photos

All Photo Book Kids New



FREE SHIPPING on cards* code: CARDS

Ends Sun, Jun 16 EXTENDED SAVE UP TO 40% ON EVERYTHING* no code needed

My Account

MADE JUST FOR YOU

Save up to 40% on everything + free shipping on cards | Ends Sun, June 14 | Code: CARDS



Best of Summer 2019 From \$99.98 \$23.99



Puzzles From \$49.98 \$39.98



Canvas Prints From \$99.98 \$69.99



Pillows From \$49.98 \$37.49



Father's Day Cards From \$1.58 \$1.01



Fleece Blankets From \$99.98 \$74.99



SEE MORE



Desktop Plaques From \$24.99 \$14.99



Wireless From

DESIGN SYSTEM Accessibility

How might we evaluate the **impact?**

RESEARCH

SYNTHESIZE

DESIGN

EVALUATE

EVALUATE

Guiding Principles

Business Goals

Simplify user journey

Prioritize core services

Align with business strategies

Product Goals

Create easy access to content & services
Create location indicator for easy navigation

Prioritize the most relevant content
presented to users
Repurpose modules and CTAs to attract
more user attention

Promote key services (Projects, Photos)
Promote key features (Mobile Upload,
Shared Projects, Personalized Recs)

Metrics

Primary Metric:

Increased clicks to “My Projects”

Secondary Metric:

Increased usage (promo code
applied, project open, project
creation etc.)

USER TESTING

Validate the New Design

- **Benchmark:** online testing
- **Validation:** in-person lab testing
- Meet user's expectation better and allow them to complete tasks more easily

Tasks	Easy-to-finish	Benchmark	Improvement
Meet your expectation	4.5	2.9	+1.6
General Impression	4.8	3	+1.8
Find Photos	4.9	4.7	+0.2
Find Album	4.9	4.7	+0.2
Find Recent Projects	4.6	4.3	+0.3
Share Function	4.4	4.1	+0.3
Find All projects	4.9	4.9	+0
Find Order Status	5.0	4.9	+0.1
Find Billing Info	5.0	4.4	+0.6
Find Promo Code	4	5	-1
Apply Promo Code	5	2.9	+2.1
Start A New Project	4.6	3.7	+0.9
Start project with APC	3.6	2.8	+0.8

EVALUATE

Prioritized Recommendations

Tasks	Team	Customer Value	Business Impact	Feasibility	Score	Priority
Header & Dropdown	Trinity	HIGH (3)	HIGH (3)	HIGH (3)	9	1
My Account Page (including My Offers & Account info)	Trinity	HIGH (3)	HIGH (3)	MEDIUM (2)	8	2
Side Nav Bar	Trinity, Cart	HIGH (3)	LOW (1)	HIGH (3)	7	3
All Project Page	Trinity	HIGH (3)	MEDIUM (2)	MEDIUM (2)	7	3
Project Module	Trinity	HIGH (3)	LOW (1)	MEDIUM (2)	6	5
Photos Module	Cart Team	MEDIUM (2)	MEDIUM (2)	MEDIUM (2)	6	5
Order Status	Trinity, OMS	MEDIUM (2)	LOW (1)	MEDIUM (2)	5	7
Get Started (APC)	APC	MEDIUM (2)	MEDIUM (2)	LOW (1)	5	7



“Thoroughly enjoyed having you on our team this summer! You did a great job and we are working on bringing your designs to life soon!”

— Elaine Nagashima, Director of Product Management at Shutterstock



EVALUATE

Stakeholder Presentation

- Present to VPs in Commerce Team
- To be launched in 2020



“It was a pleasure working with you and seeing the new account area unfold through your research and vision. I believe in you and your talent!”

— Bryna Bank, Design Director at Shutterstock

REFLECTION

Internship Takeaways



Communication

I learned to tailor my communication to the right audience and ask more questions regarding the product strategy.



Collaboration

Working closely with product managers and developers allowed me to learn different ways to make their job easier.



Data-Oriented Design

I learned to utilize data analysis and visualization to inspire and support my design decisions.

Questions?

