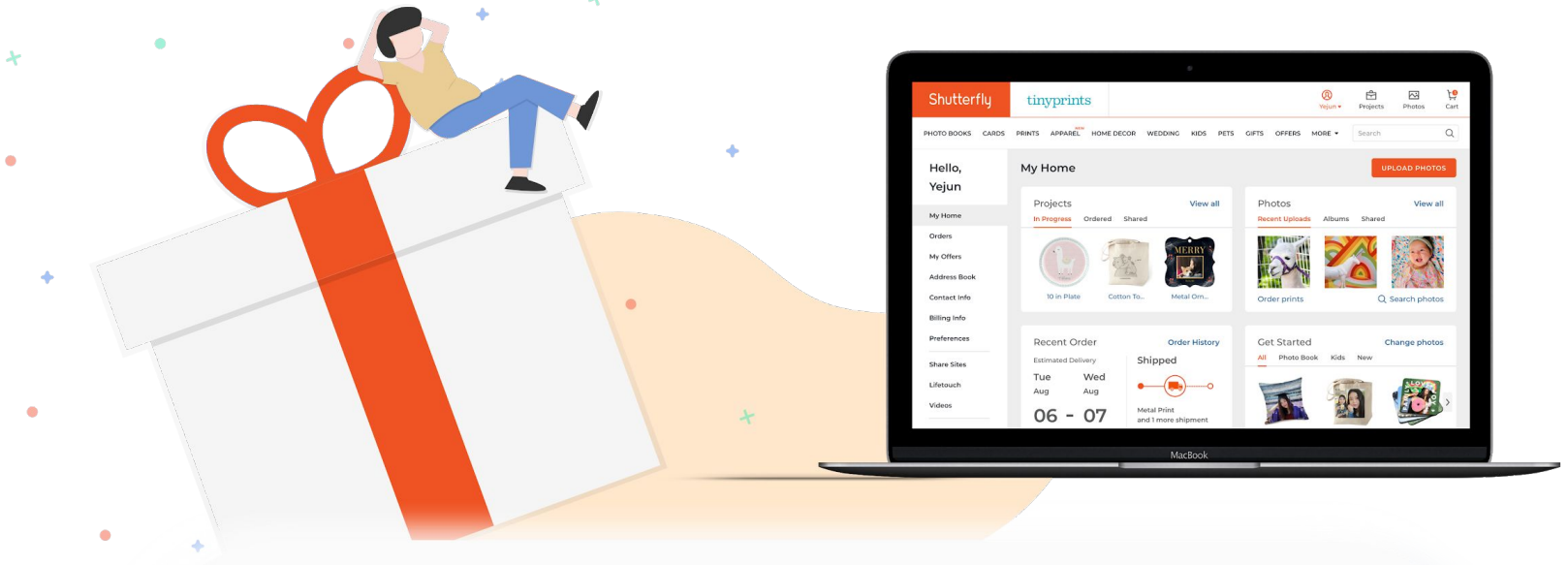
Shutterfly.

My Account Dashboard Redesign



CONTEXT

Made Just For You

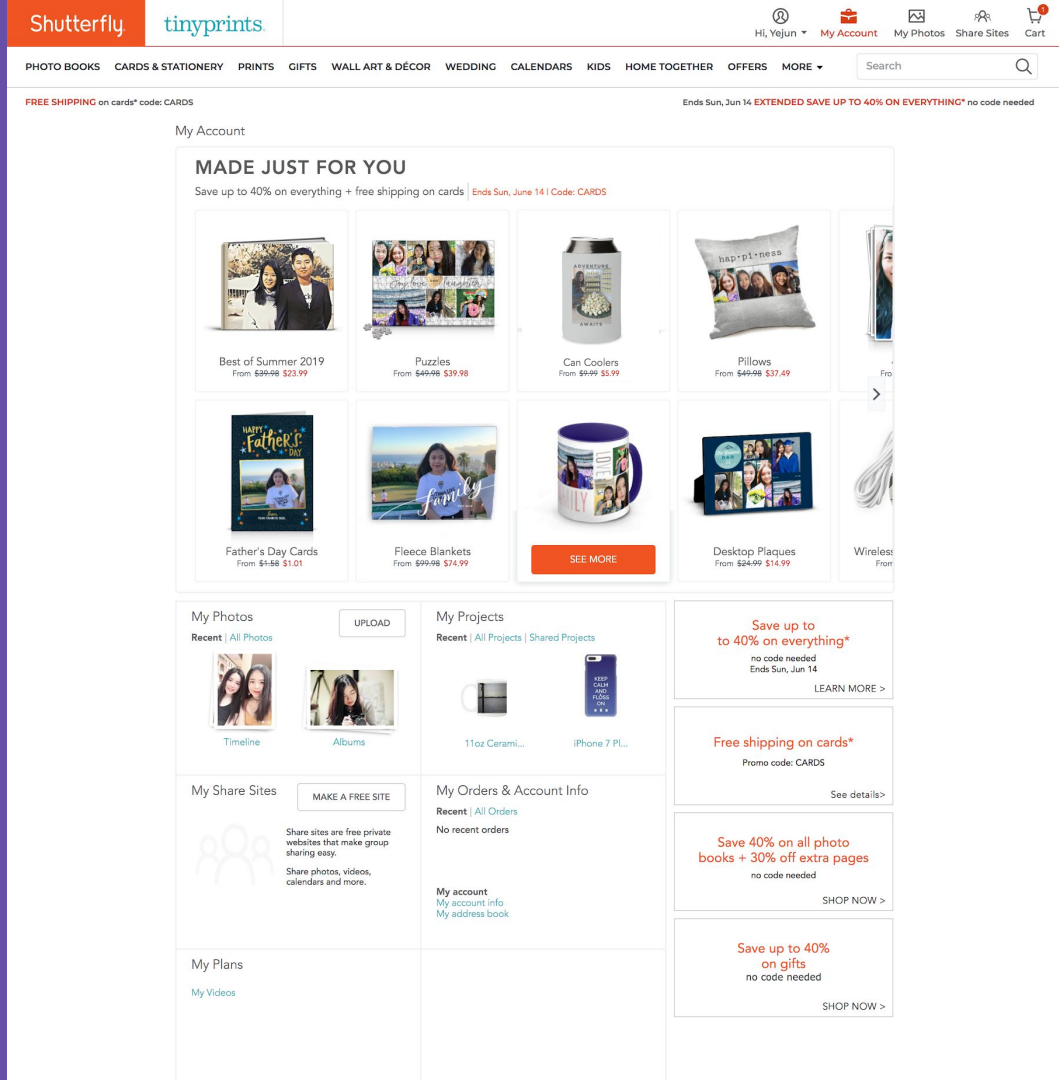
21 years ago, Shutterfly started a eCommerce website and quickly became a market leader in personalized photos and services.

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.

BEFORE

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



PROBLEM

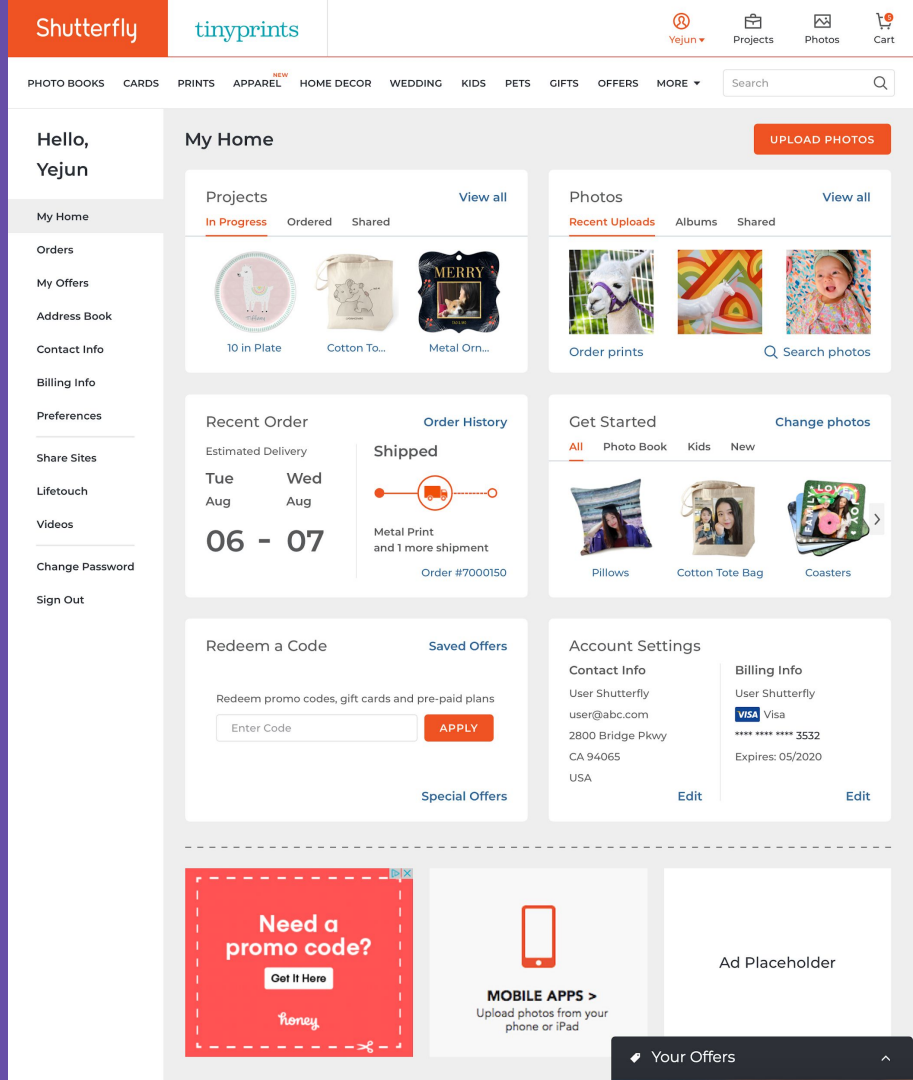
Overwhelming Features

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



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

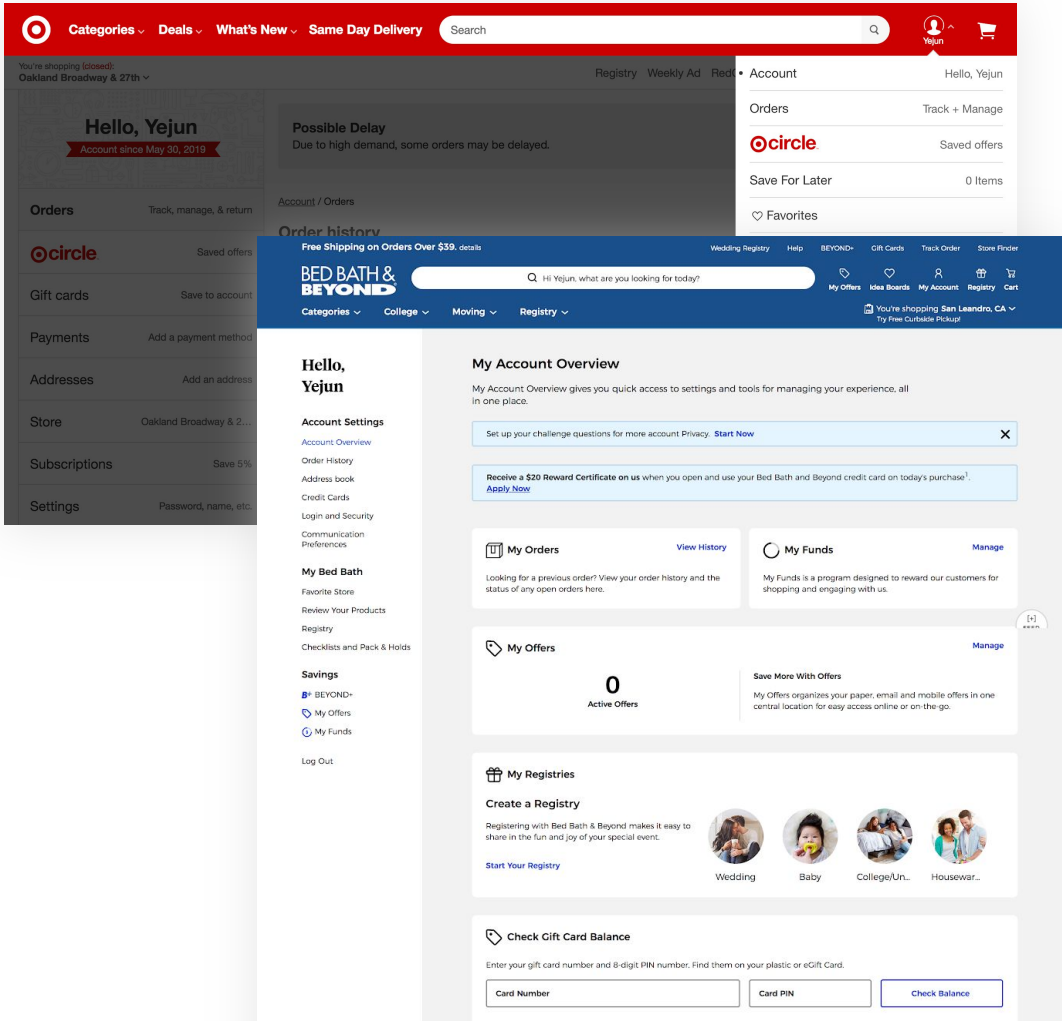
Design Recommendations

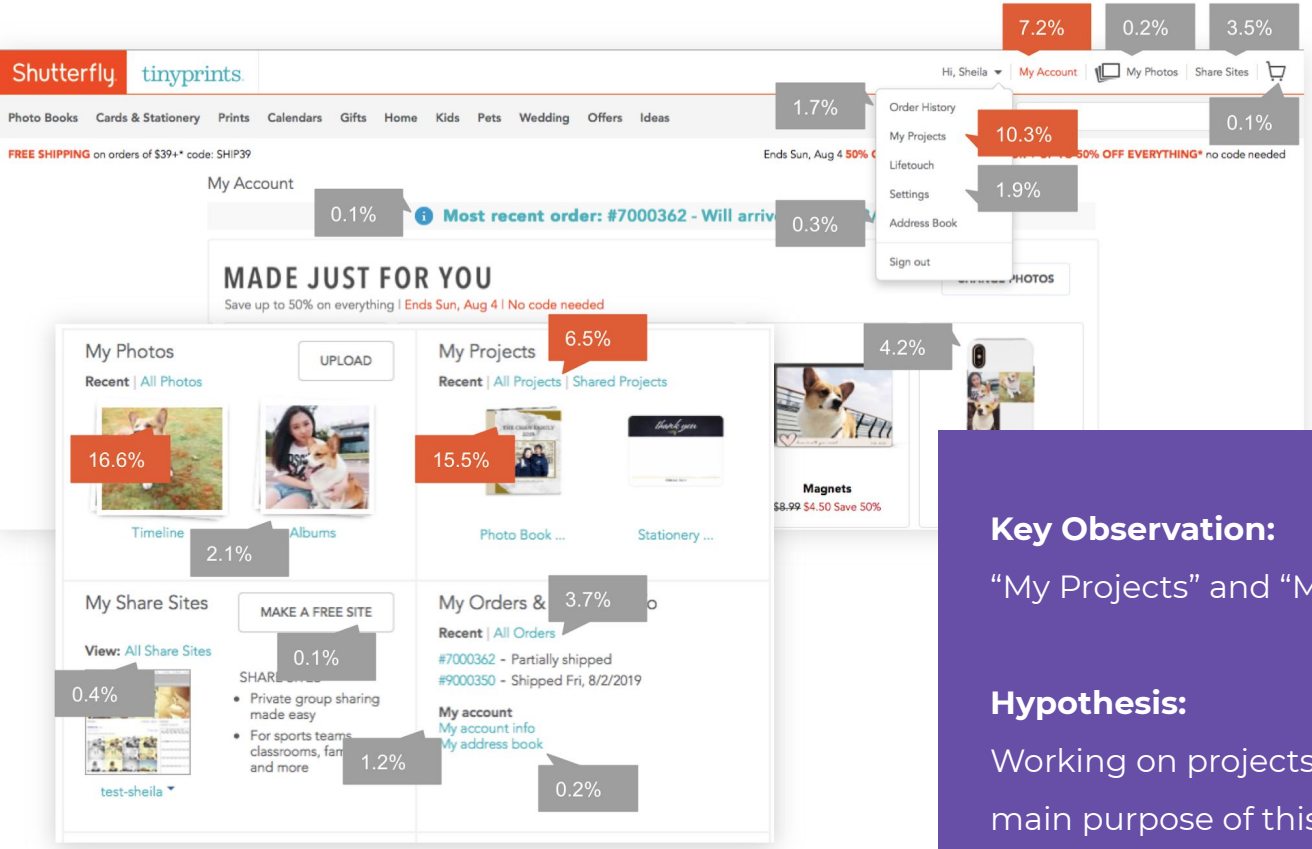
How might we identify and prioritize the tasks most important to users?

COMPETITIVE ANALYSIS

Looked at **26** eCommerce websites

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





Fullstory data May 1st 2019 - July 1st 2019

WEB ANALYTICS

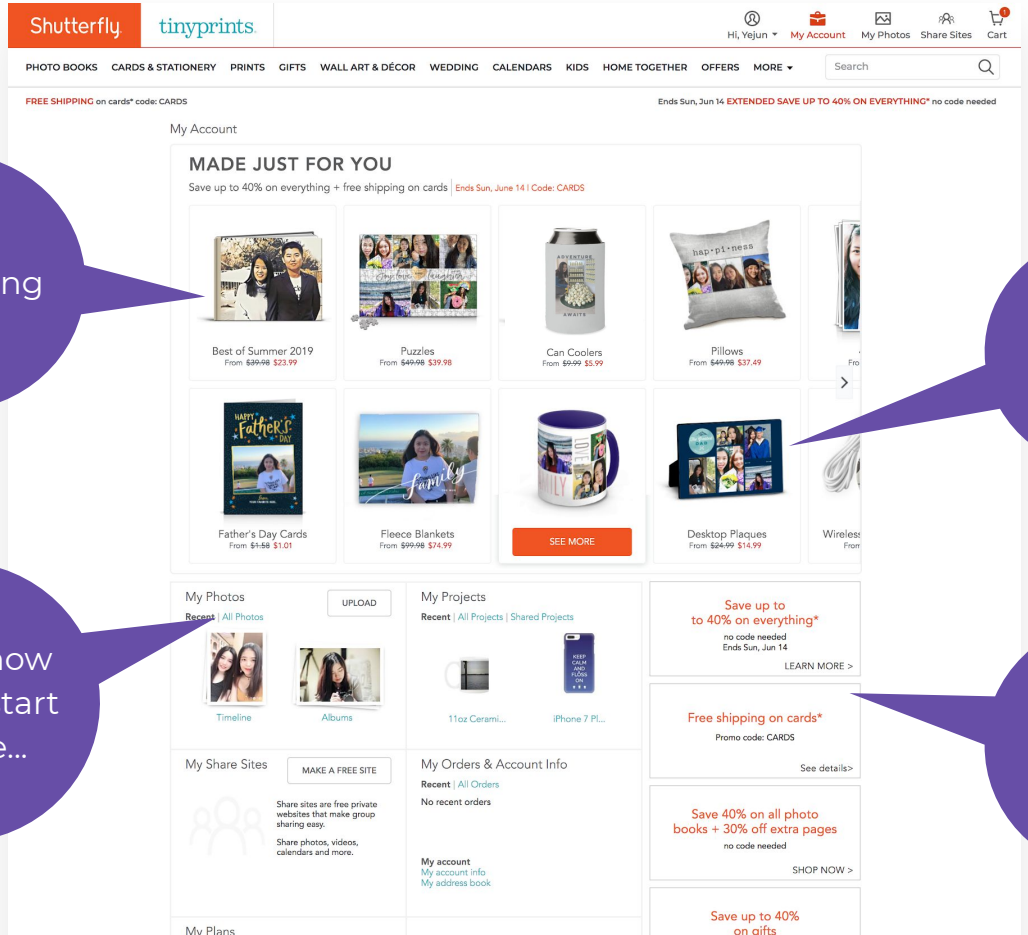
Key Observation:

"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



Is it an advertising page...?

It's quite busy

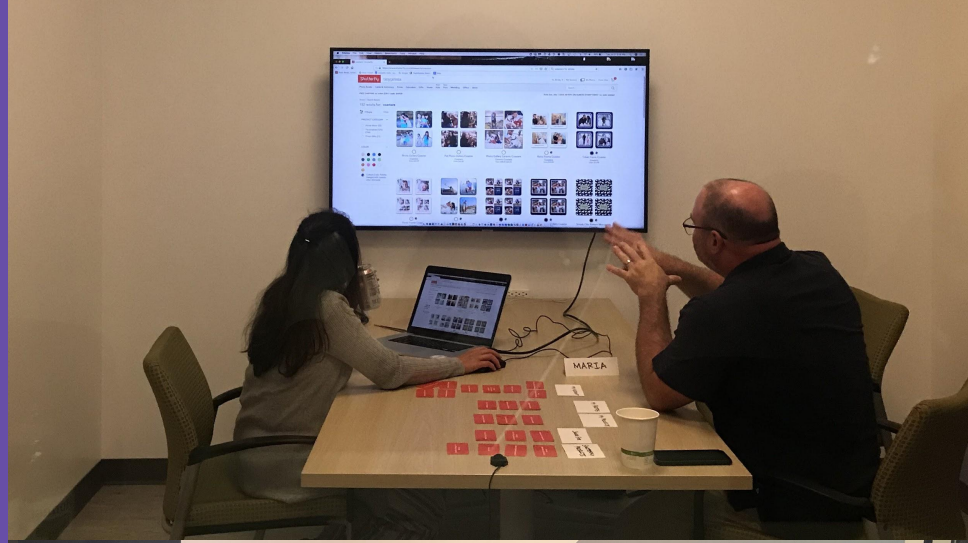
I don't know what to start with here...

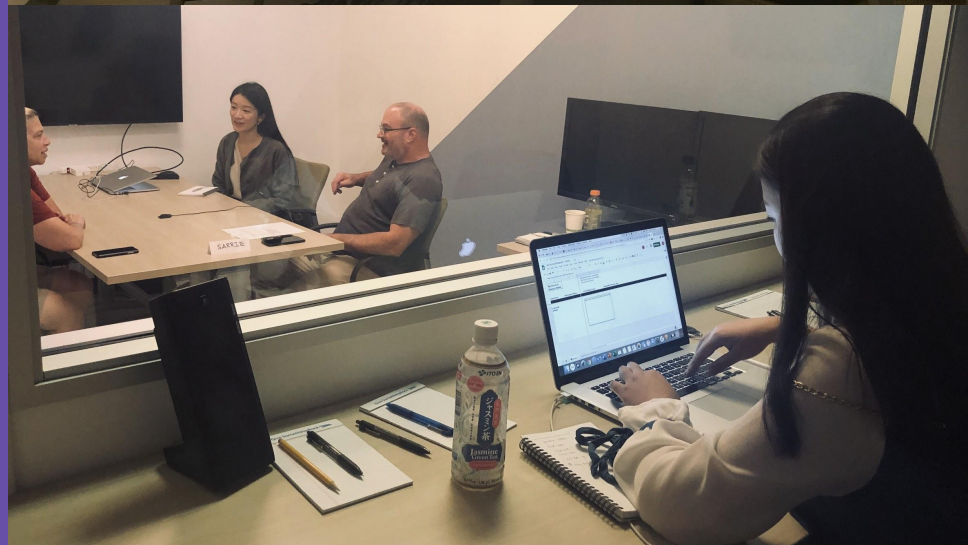
I never scroll down here

CARD SORTING

Prioritize tasks to be done

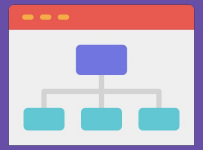
- **Start a new project - 90%**
- **Edit recent project - 50%**
- **Upload new photos - 50%**
- Track my orders - 40%
- View all photos - 40%
- View my promos - 40%





How might we balance customer needs and business goals?

KEY TAKEAWAYS



task-oriented navigation

reorganize header and My Account dropdown

project-driven customers

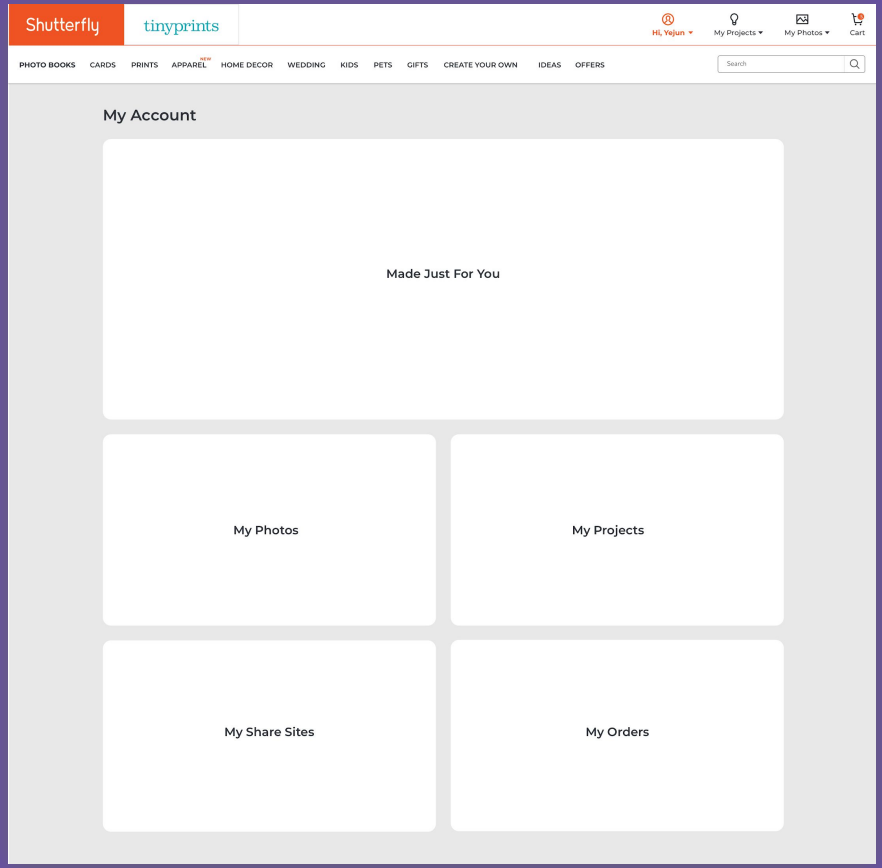
prioritize project-related tasks over promotions

promo-driven customers

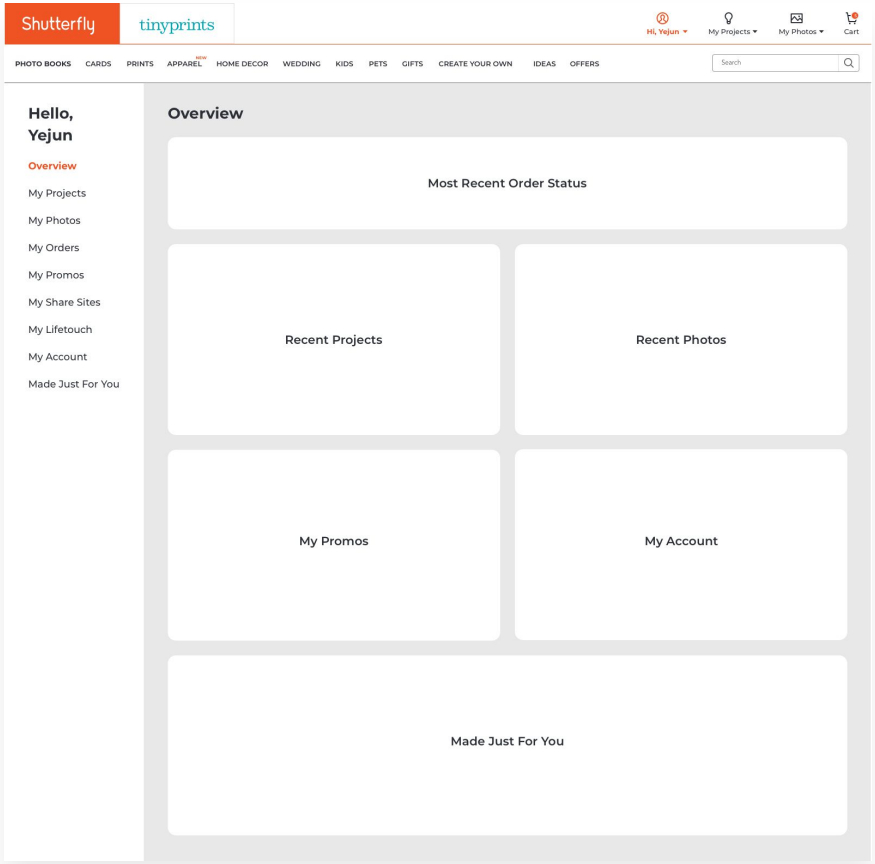
make it easier to apply existing promo codes

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”**

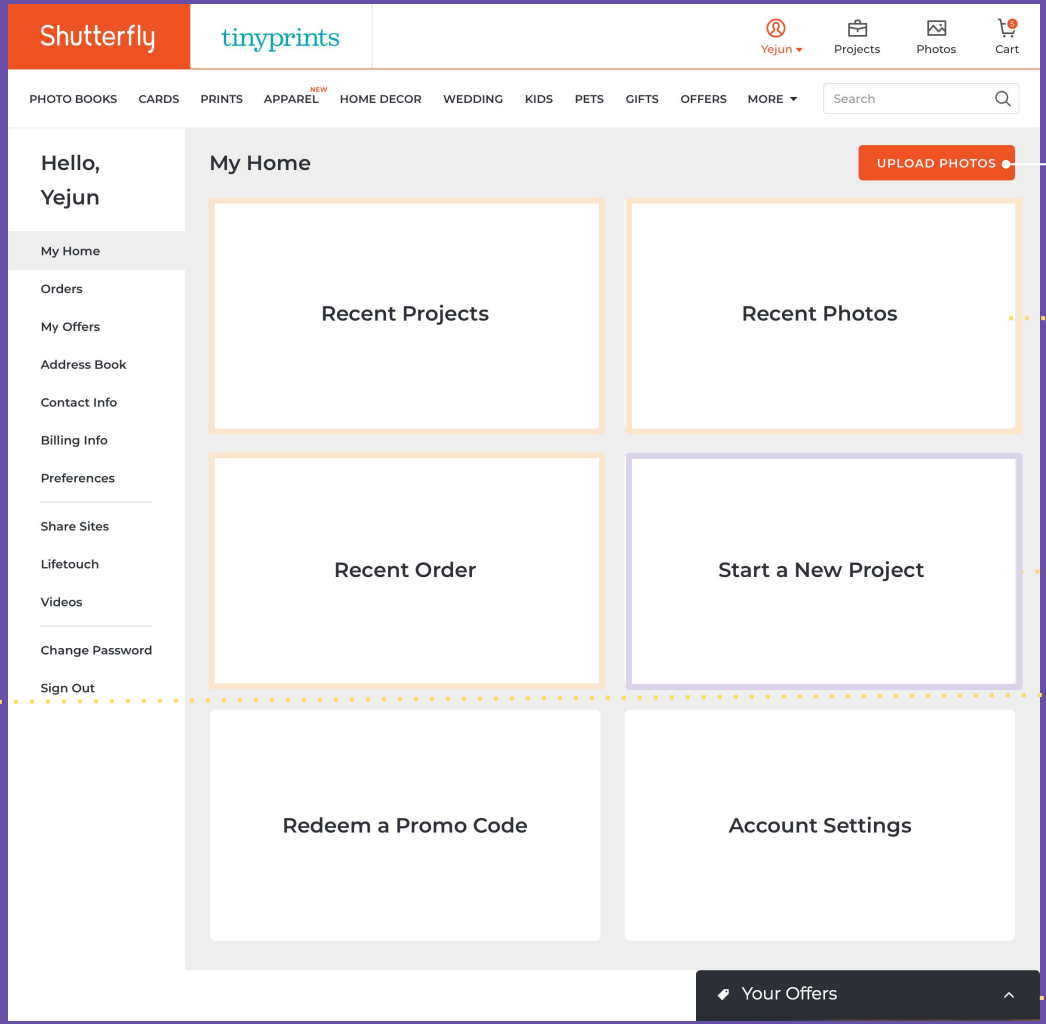
Photos Team

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...



user needs

Projects & Photos Focused

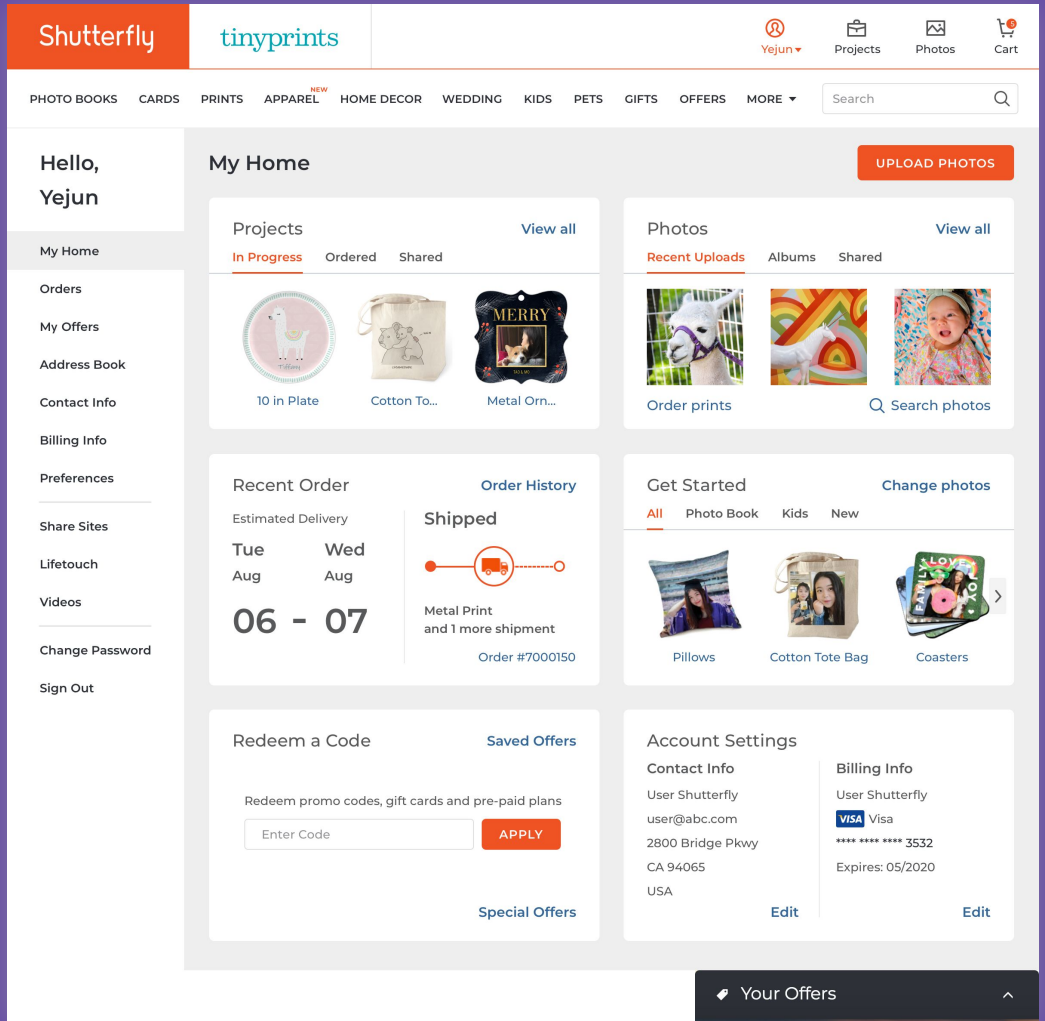
Made Just For You Repurposed

business goals

Above the fold

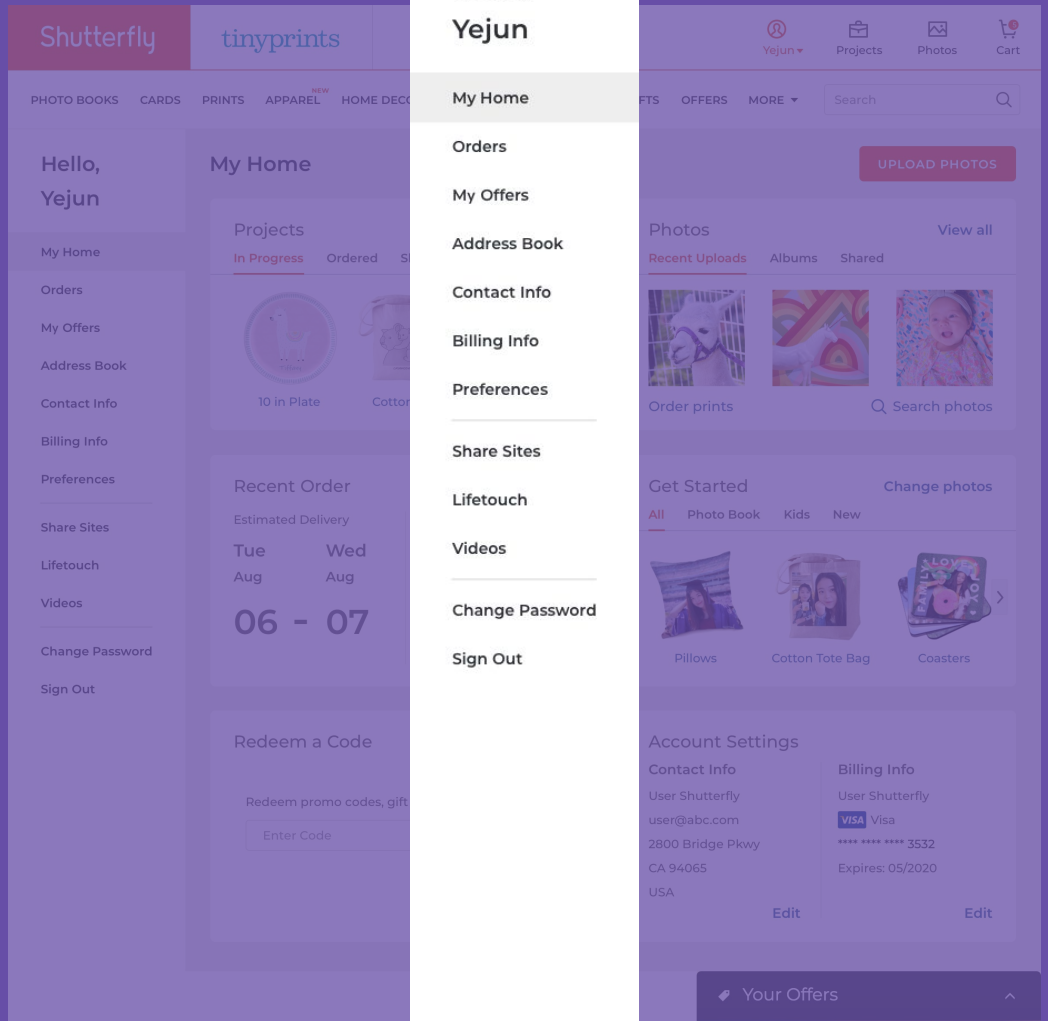
Available Promos

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



FINAL DESIGN

My Account Dashboard



FINAL DESIGN

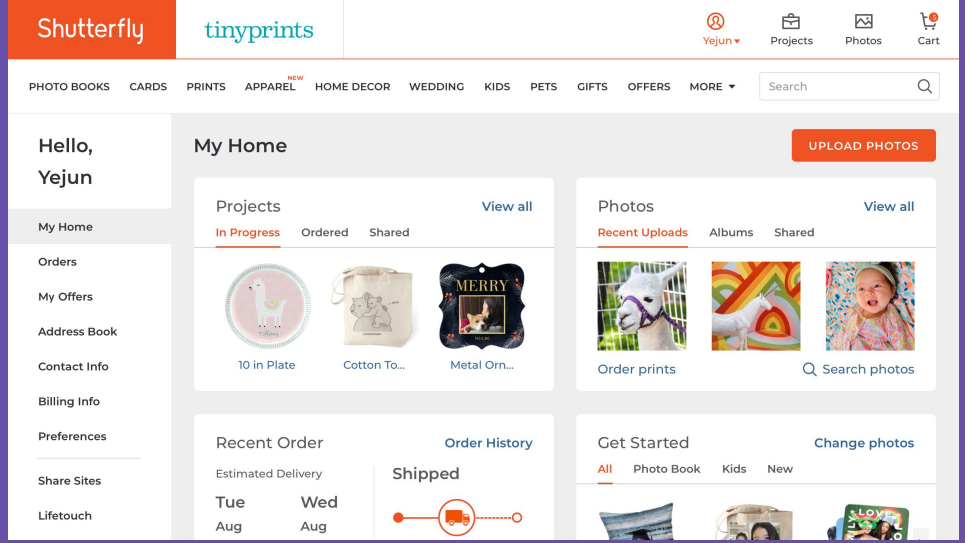
Side Navigation

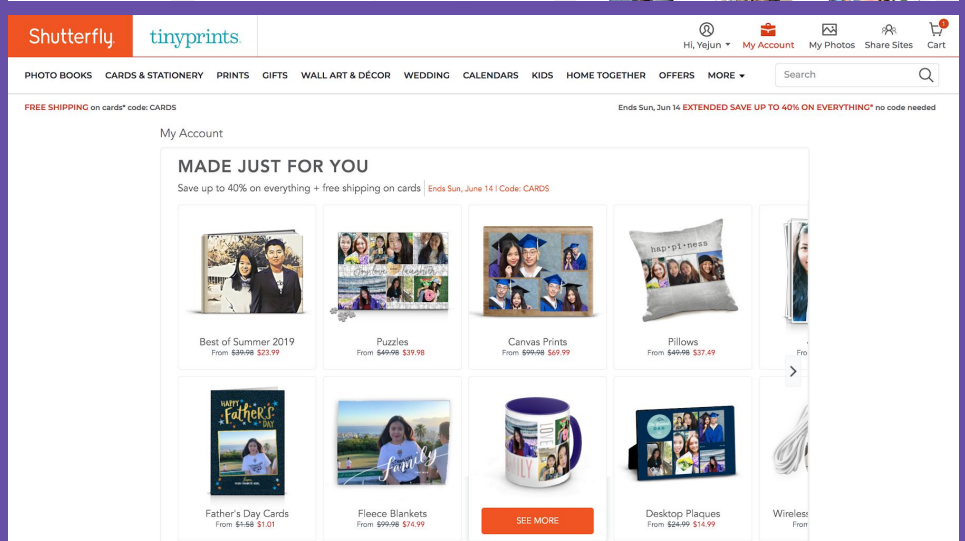
Standard Card
(Recent Order, Account Settings etc.)

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

DESIGN SYSTEM

Card Layout





DESIGN SYSTEM

Accessibility

How might we evaluate the impact?

EVALUATE

Guiding Principles

Business Goals	Product Goals	Metrics
Simplify user journey	Create easy access to content & services Create location indicator for easy navigation	**Primary Metric:** Increased clicks to “My Projects” **Secondary Metric:** Increased usage (promo code applied, project open, project creation etc.)
Prioritize core services	Prioritize the most relevant content presented to users Repurpose modules and CTAs to attract more user attention	
Align with business strategies	Promote key services (Projects, Photos) Promote key features (Mobile Upload, Shared Projects, Personalized Recs)	

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

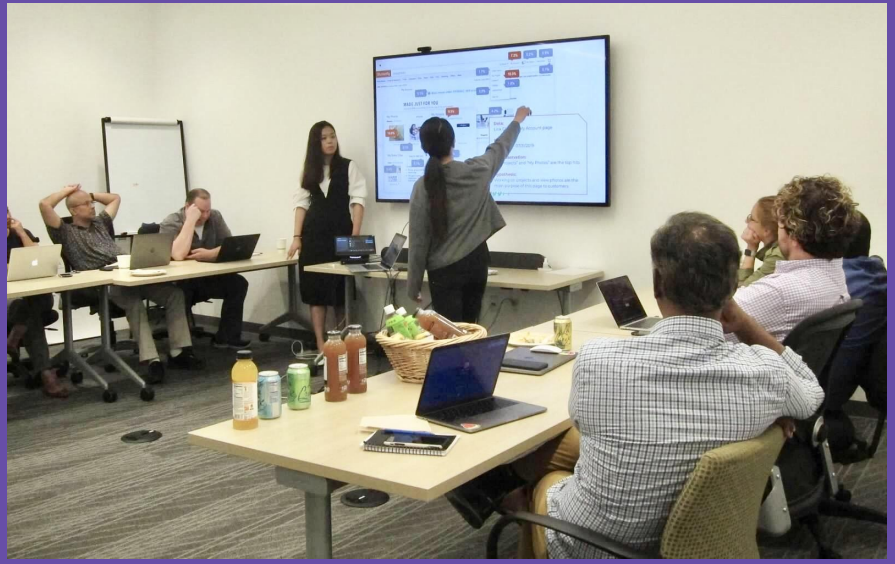
EVALUATE

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 Shutterfly



“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 Shutterfly

EVALUATE

Stakeholder Presentation

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

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?