



THE BAY

REDESIGNING THE MOBILE APP

[For interactive presentation click here](#)

Rashi Shetty
991674761

CONTENTS



1. About the brand
2. Zooming on the app
3. The problem
4. The redesign
5. Wireframes
6. User testing
7. Final prototype
8. References

ABOUT THE BRAND

Hudson's Bay, known colloquially and operating online as The Bay, is a Canadian luxury goods department store chain.

Target audience:

- Men and women with a skew to females
- Age: 33-55
- Single or married with families
- \$75,000+ HH income
- University or college graduate

Brand language:

The brand is refined and sophisticated. It follows a clean appearance with well defined lined.

The brand has an in-person as well as online presence via website and mobile app



People talking outside the Hudson's Bay Company post in Aklavik, NT, 1956.
(courtesy Library and Archives Canada/1971-271 NPC)

ZOOMING ON THE APP

- The Bay app is available on **Android** and **App Store**
- The **theme** of the mobile app and website is **very similar** to their brick and mortar store
- The problem though is that it doesn't give the same experience for shopping. Both reviews on Android and App store are similar.

Major issues flagged

Very slow

Glitching

Navigation

No active search

Messy app

Buggy

Unresponsive

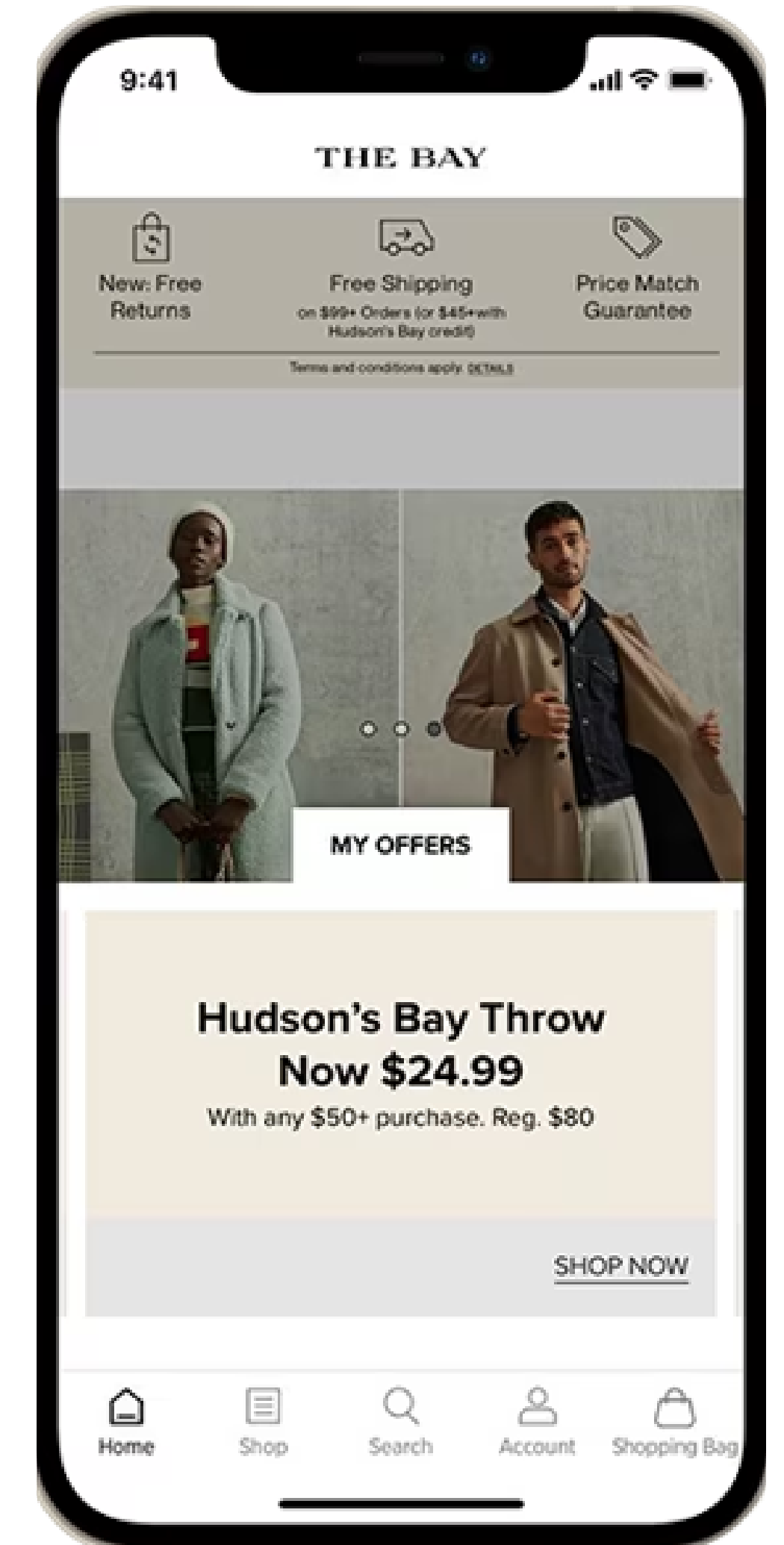
Doesn't load

“ I couldn't even access customer support cause the app keeps getting glitching. ”

“ it never functioned properly and search option will bring up completely random item ”

“ Deleted after 10 minutes of using ”

“ App literally takes minutes to load! By that time I lose interest in shopping ”



THE PROBLEM

HOME SCREEN

What works:

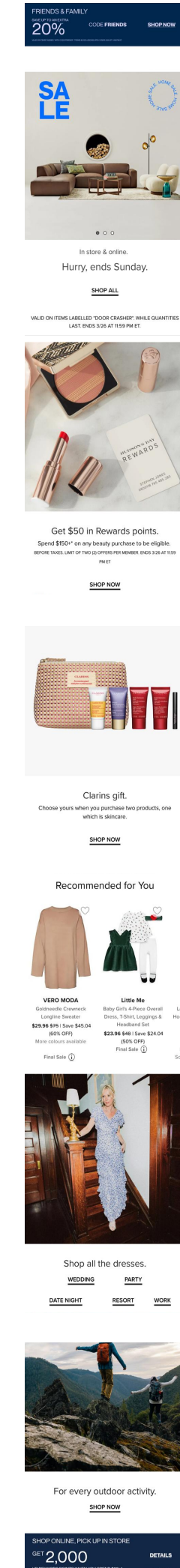
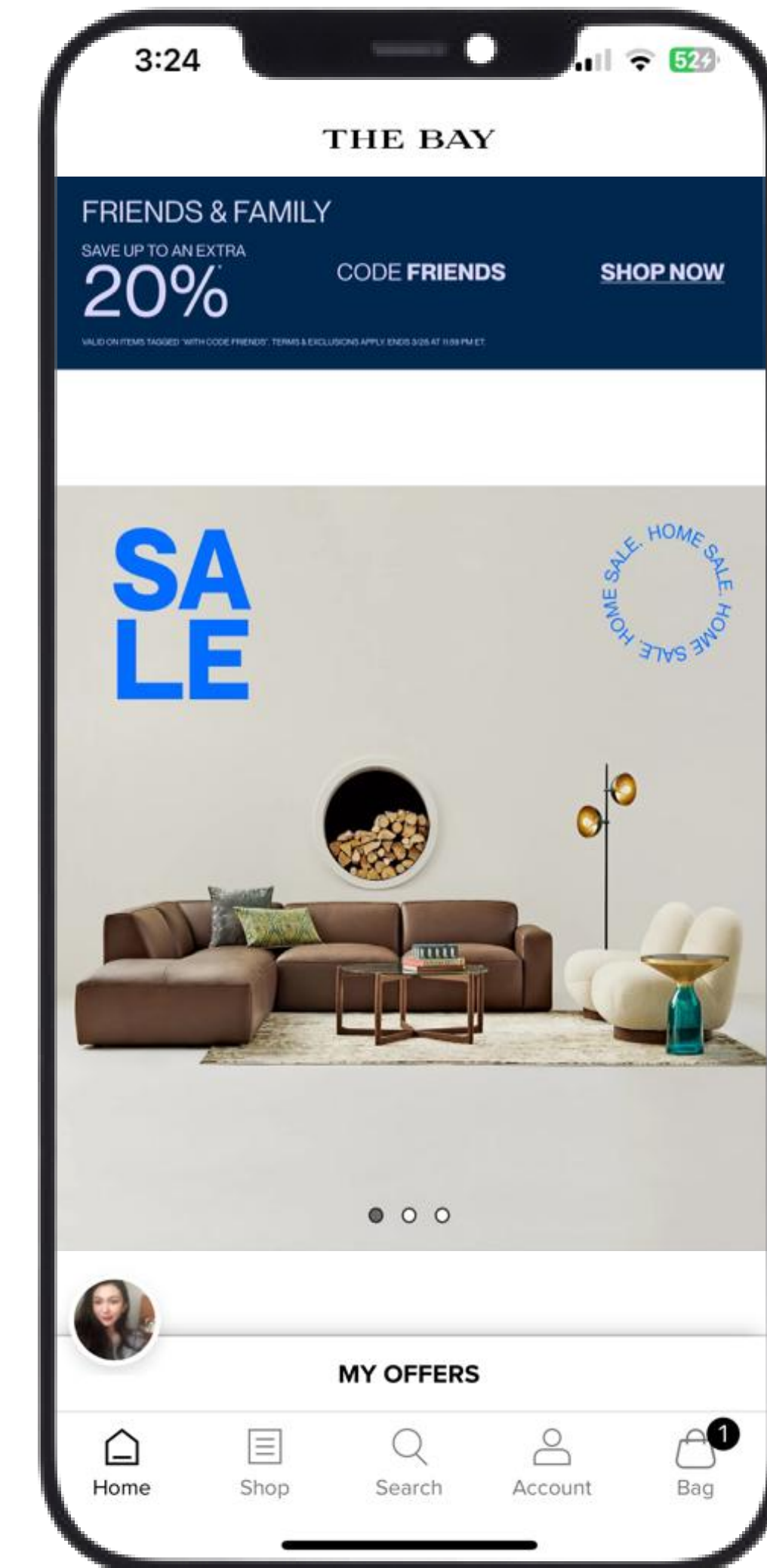
- The brand language is **similar** to its store presence; **clean with straight lines** all over the app
- **My offer** design feature, is helpful for users to view the offers they can use

What doesn't work:

- It is **extremely slow**
- Too much **negative space** which lead to **excess scrolling**
- No **hierarchy**
- The flow is **not constant**, it keeps changing so it is **harder to navigate** to find something
- **Digital helper** doesn't really work and unnecessary

User story:

As a **user**, I want to know **where to navigate**, if I want to **shop for a particular occasion**



Home screen with the sections

THE PROBLEM

SEARCH SCREEN

What works:

- The **flow is similar** to all shopping apps, so it is easy to follow
- The **top suggestions** are helpful for users to look for

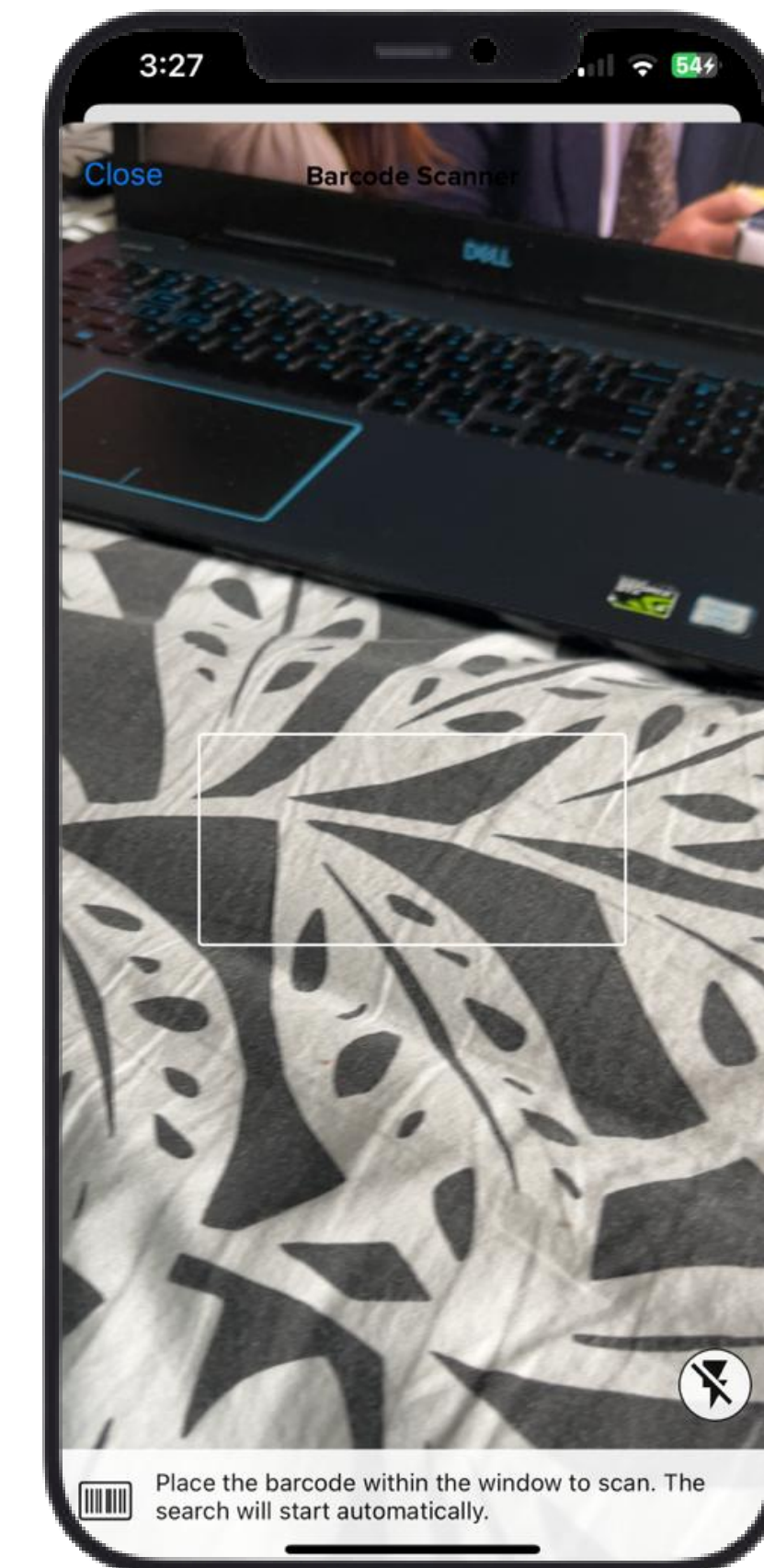
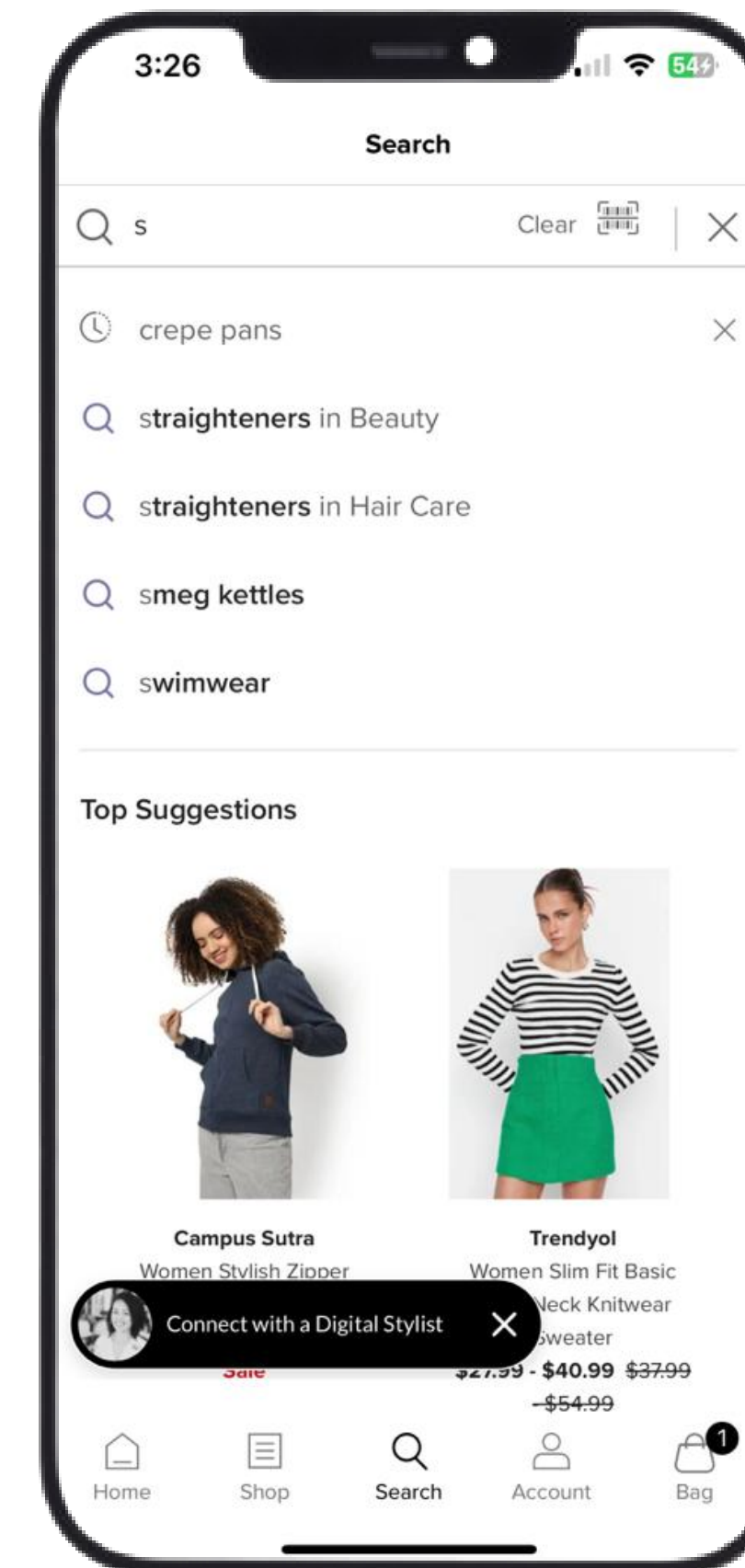
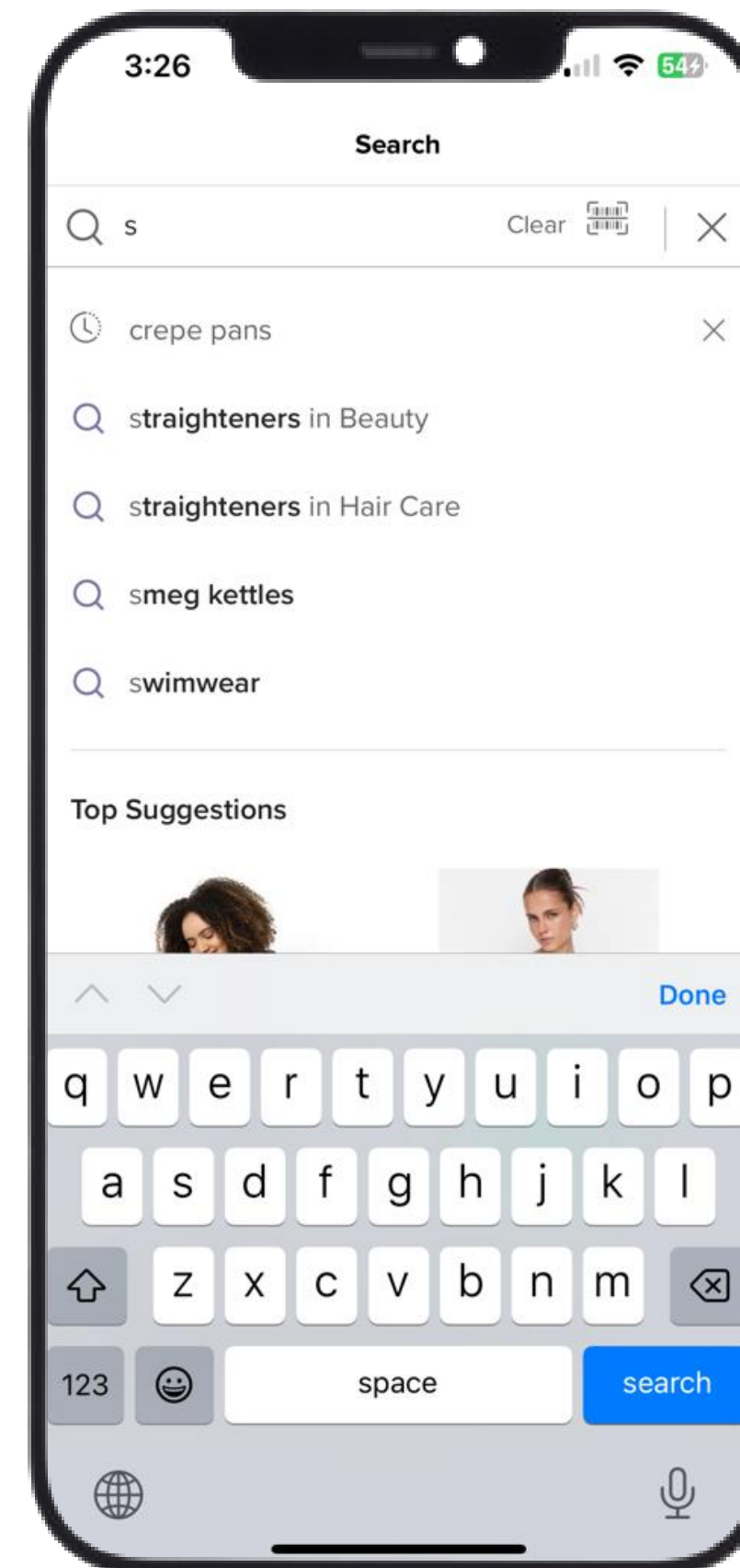
What doesn't work:

- Keyboard **should open** once clicked on search
- It is **not optimized** for easy keyword search
- The **close button** on the search bar **doesn't work**

User story:

As a **user**, I want to **easily search for an item**, so that I don't **waste time filtering through the results**

“Customers should have easy search accessibility where they can use any words to search for anything on the app ”



Search interaction flow

THE PROBLEM

SEARCH RESULTS SCREEN

What works:

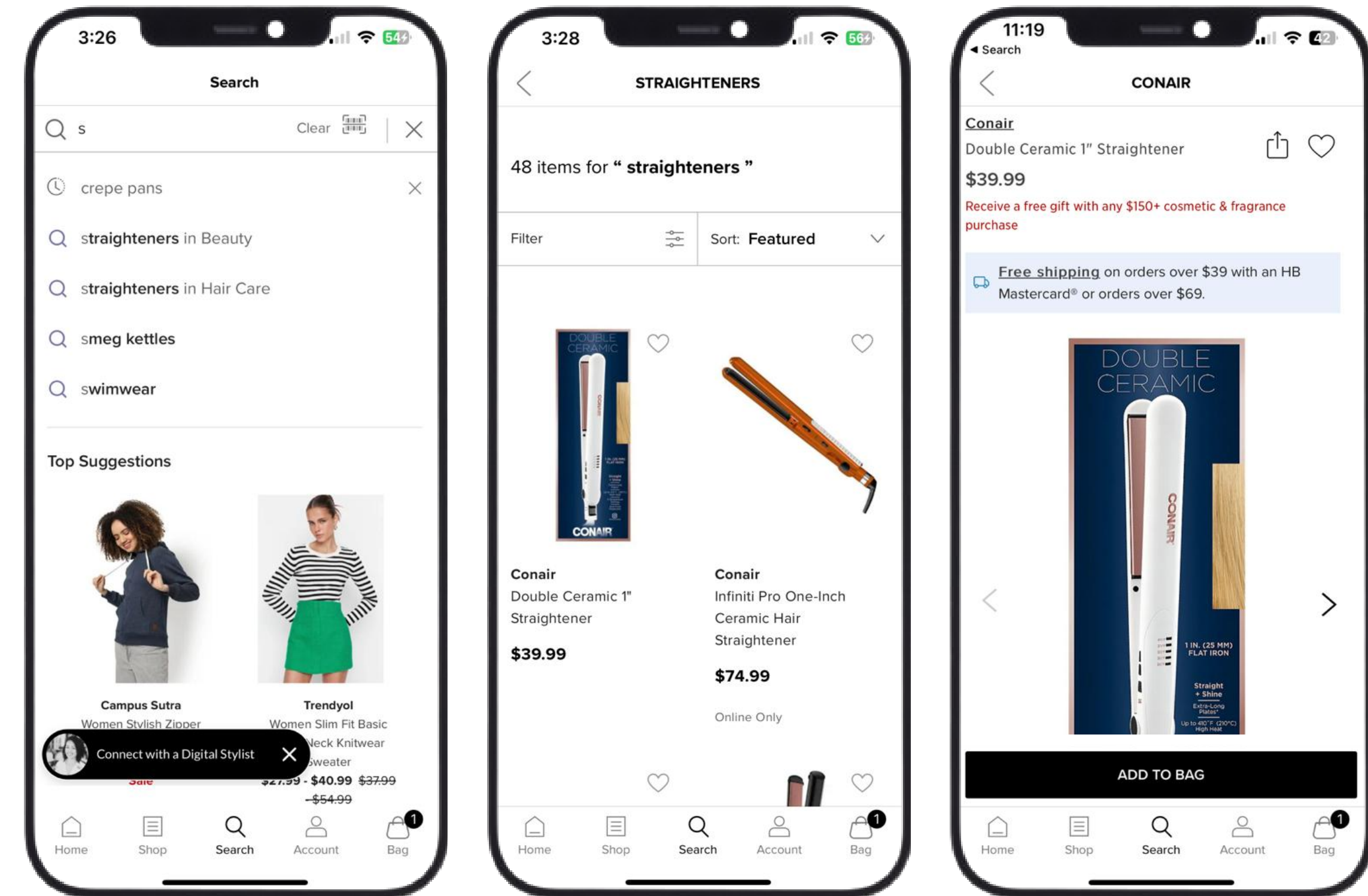
- **Clean** layout
- Follows the general online shopping **screen standards**

What doesn't work:

- Negative space impacts in only **viewing two products** at a time
- The **red text** can be interpreted as **negative text**
- The page is **not easily accessible** by one hand
- All the **information** necessary for the user is **not clearly stated** (eg. final sale items, marketplace items, offers, etc.)

User story:

As a **user**, I want to **know about the product** in the first view, so that I **can have more time** to look for other products

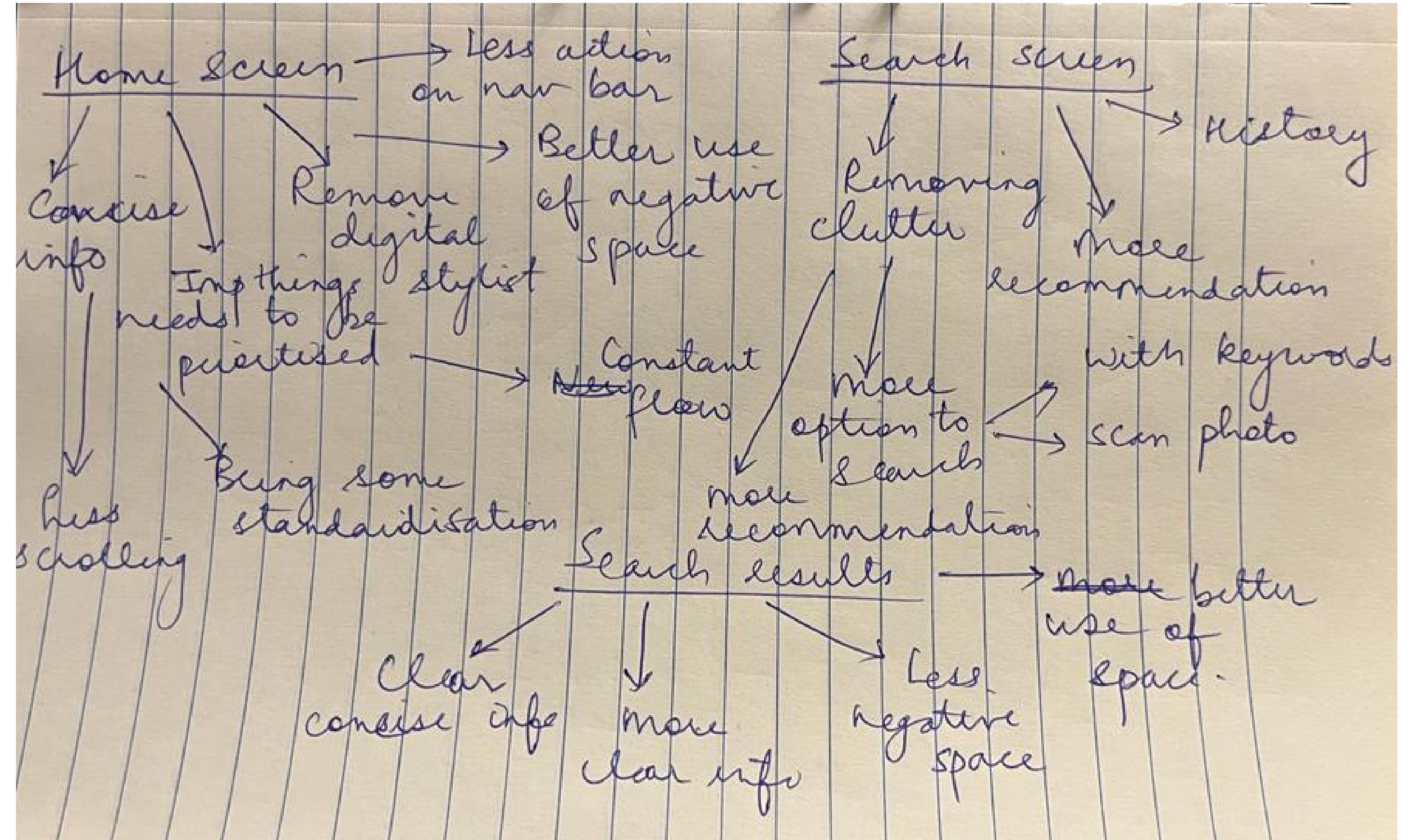


Search result flow

THE REDESIGN

For the redesign, I referenced at different shopping apps like Shein, Myntra, HnM that I am familiar with and can be used to redesign this app. I also tried implementing Jakob Nielsen's 10 general principles for usability, so that I am using a tried and tested method.

Then I brainstormed each screen, and wrote everything that can be changed or added from the things that didn't work.



The brainstorming for redesigning each screen of my flow

THE REDESIGN



SUGGESTIONS FOR HOME SCREEN

Better hierarchy of information

Better use of negative space

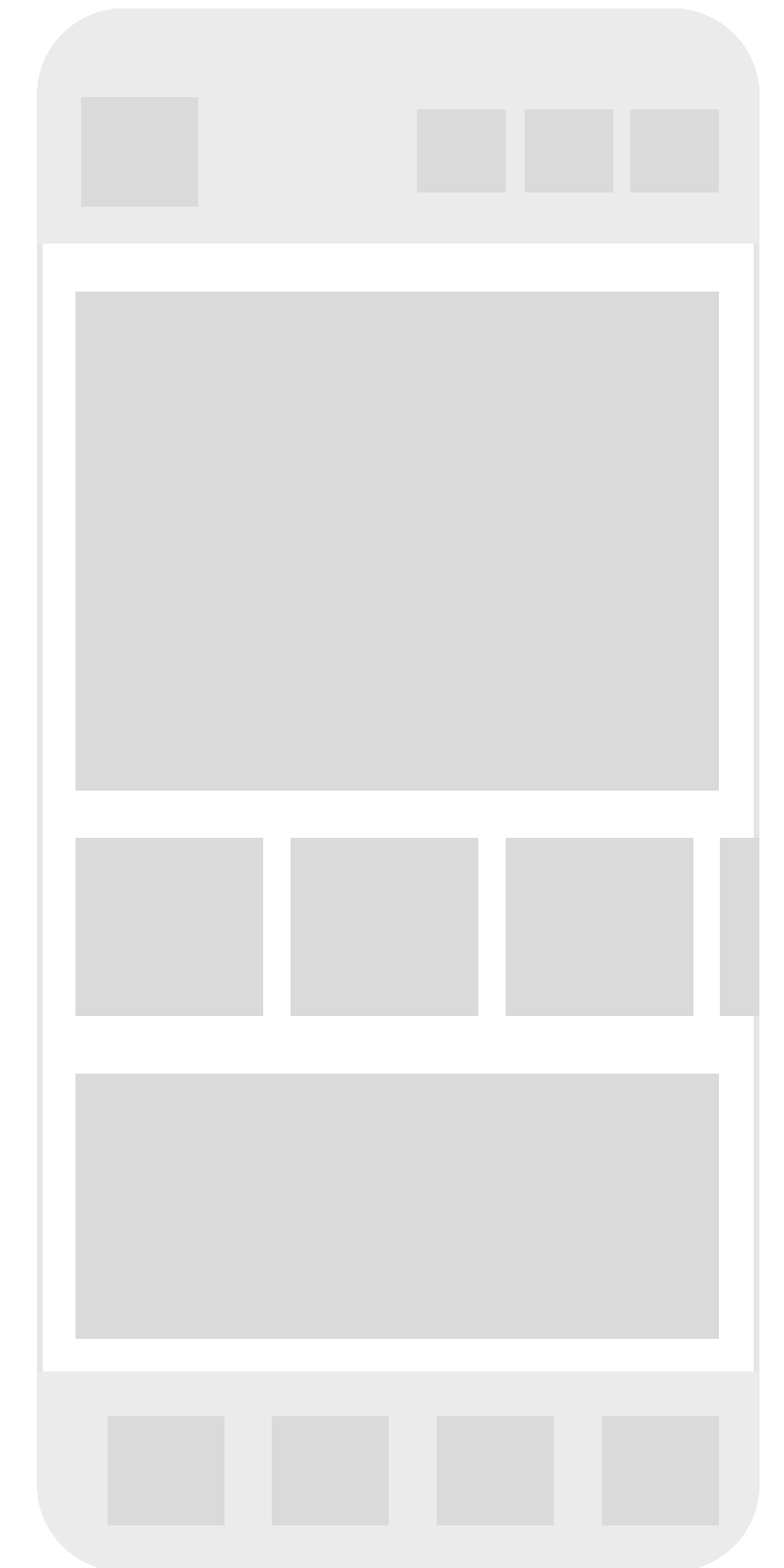
Removal of digital helper

Less scrolling and more accessibility to shop

Concise and important actions in nav bar

Wish list and shopping bag for app standardisation

Adding scan to the home screen for accessibility



basic wireframe to frame my suggestions

THE REDESIGN



SUGGESTIONS FOR SEARCH AND RESULTS SCREEN

Easy keywords search optimization

Better user experience

More ways to search things

More suggestions for easy browsing

Removing unnecessary clutter in the screen

Sorting and filter at ease

Concise but important details of the product

Feedback of the action

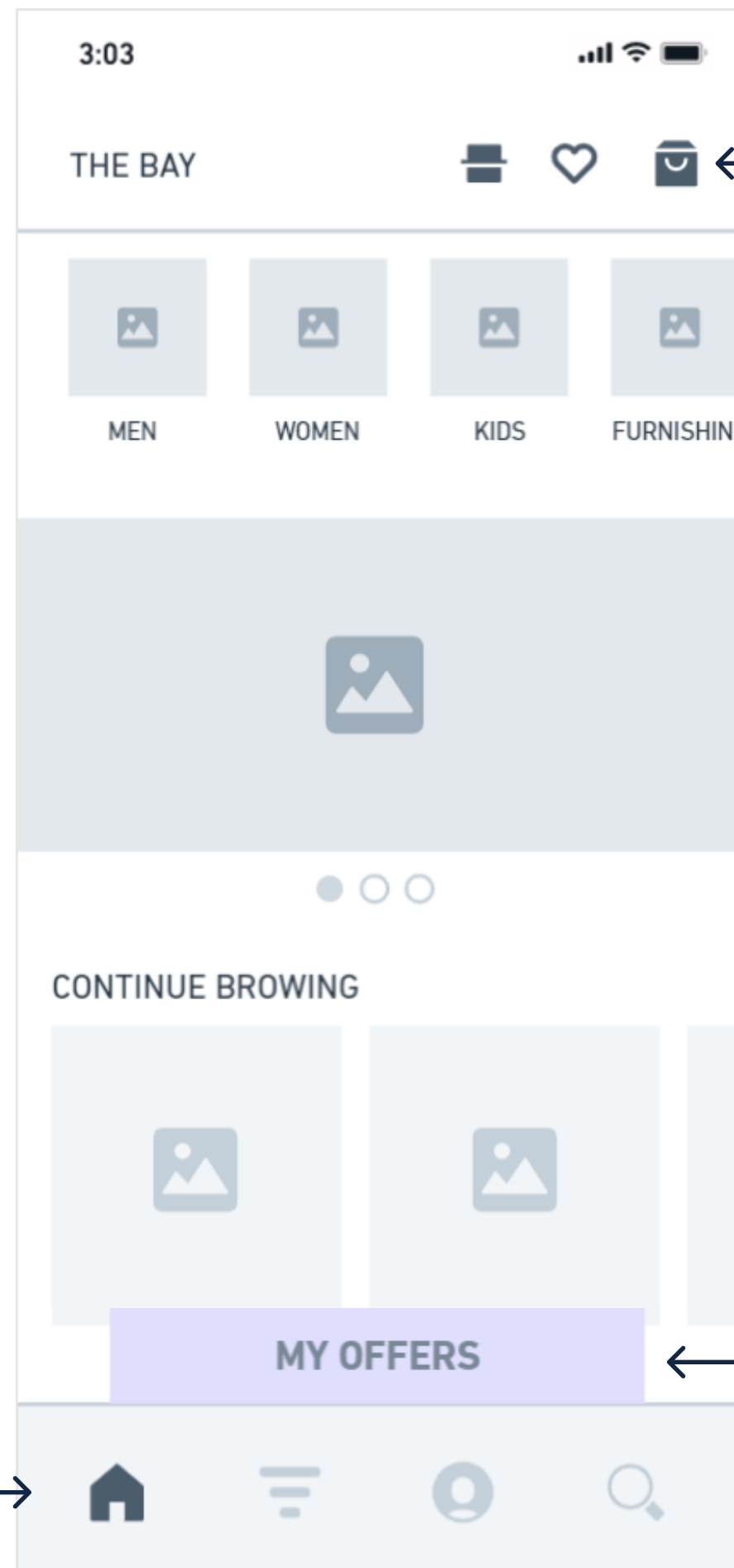


basic wireframe to frame my suggestions

WIREFRAMES



HOME SCREEN



Moved some actions to the app bar for better user feedback and accessibility

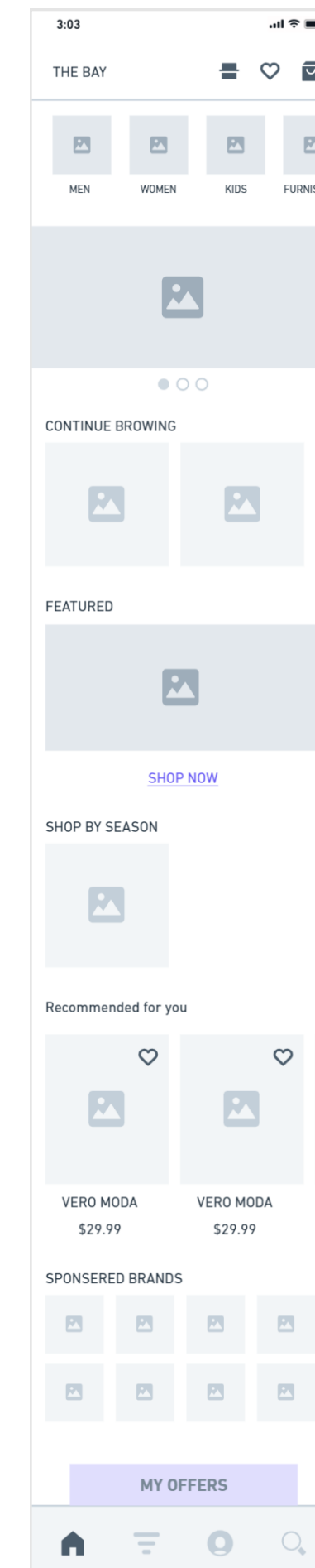
Also, brought the scan button to the home screen from search screen so that they easily scan a product in-store to check the details or price

Making the actions concise and keeping only the important ones

I kept search at the right most the screen so that it is easy to access with your thumb

(scroll to view the sections in detail)

I think the My Offers is useful so I kept it as it is on the home screen



I have made sections as per the target audience an shopping behavior so that it is convenient for the user to resume or begin shopping as per their need

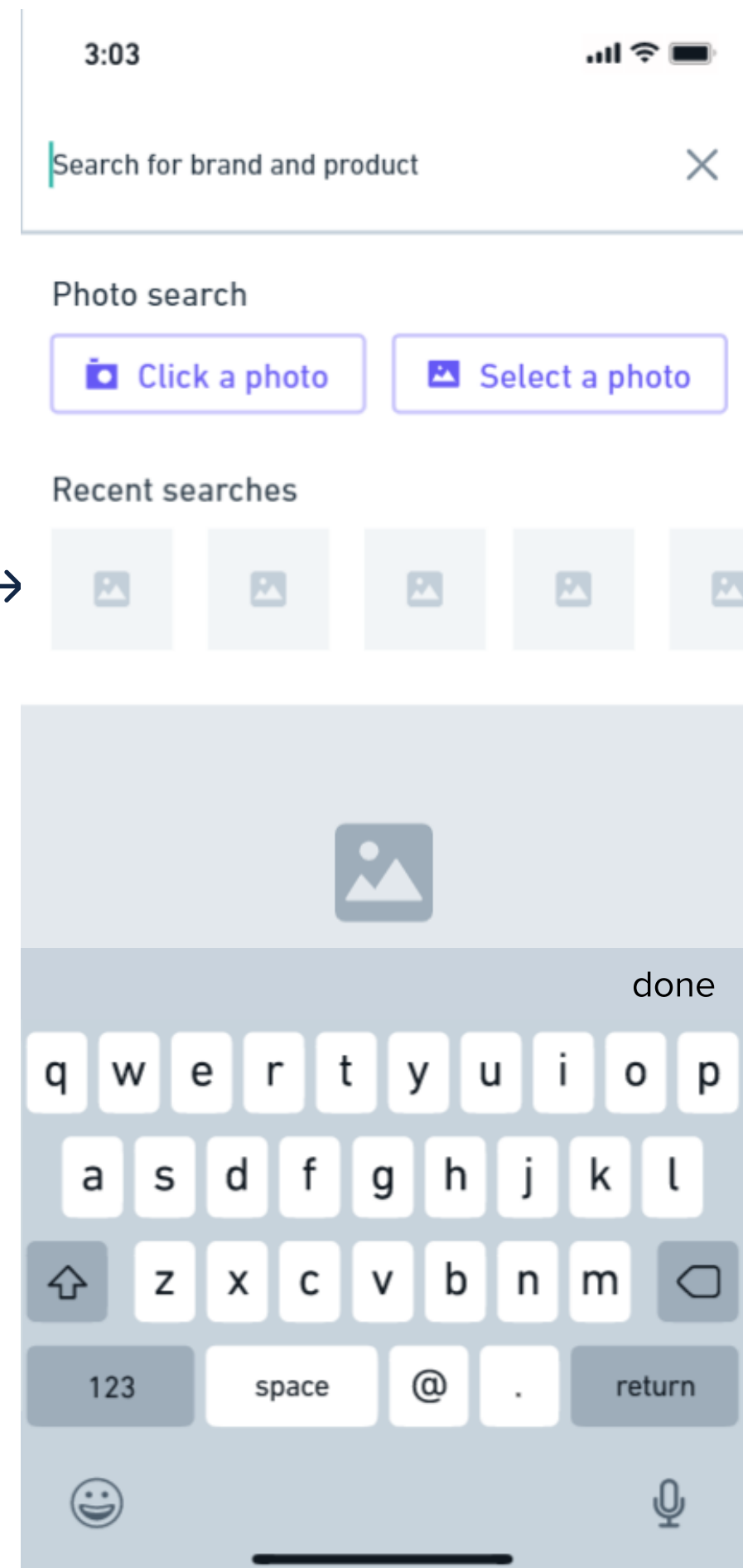
The sections are:

1. Categories
2. Current sales
3. Continue browsing
4. Featured
5. Shop by season
6. Recommended for you
7. Sponsored for you

WIREFRAMES



SEARCH SCREEN



Recent search history as well the current promotion sales banner

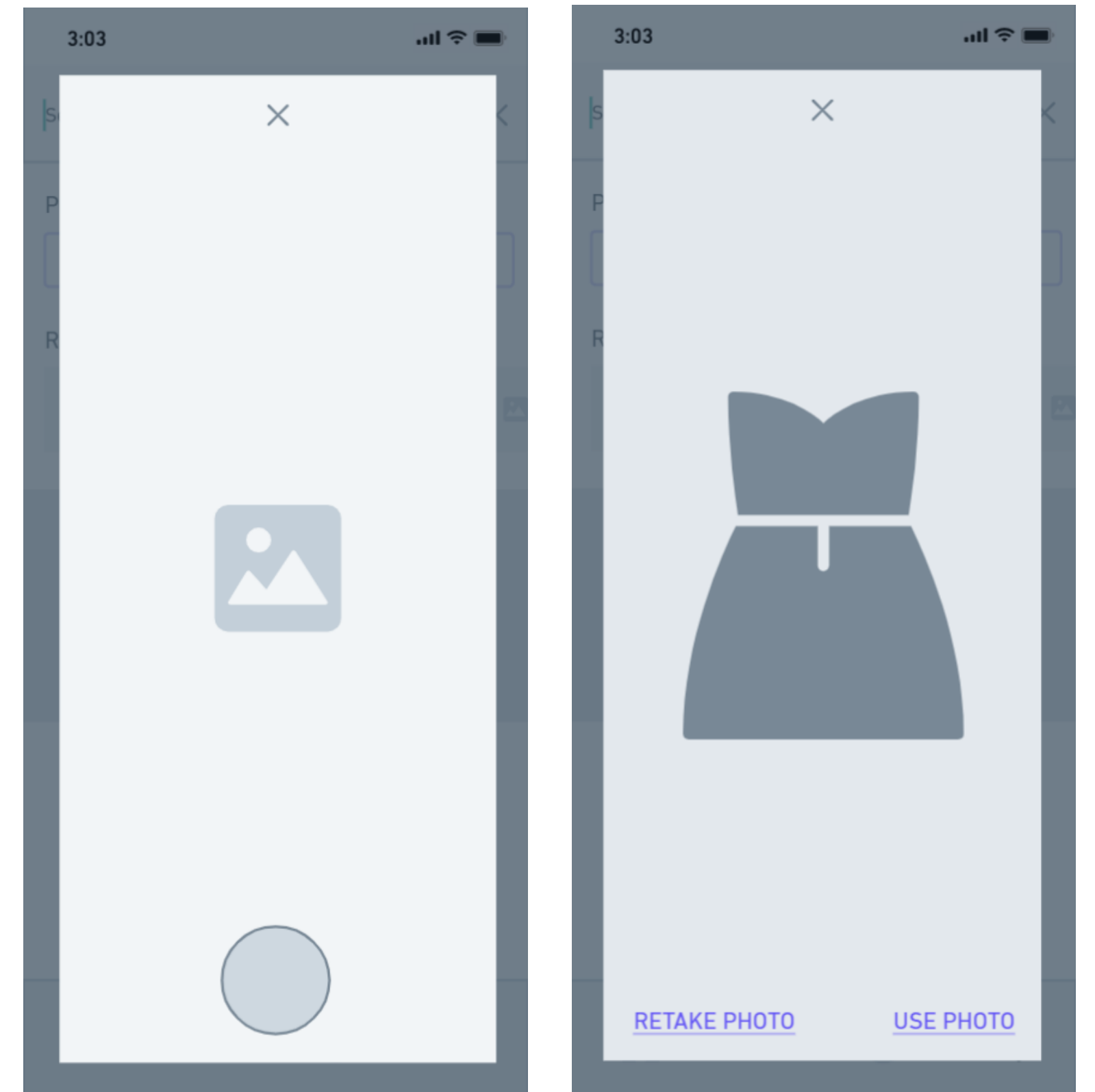


Click a photo or select a photo from gallery and it will search for items that appear similar to the photo



This become useful when the customer doesn't know how to spell something or wants to easily search something

Keyboard open as soon as search action is clicked



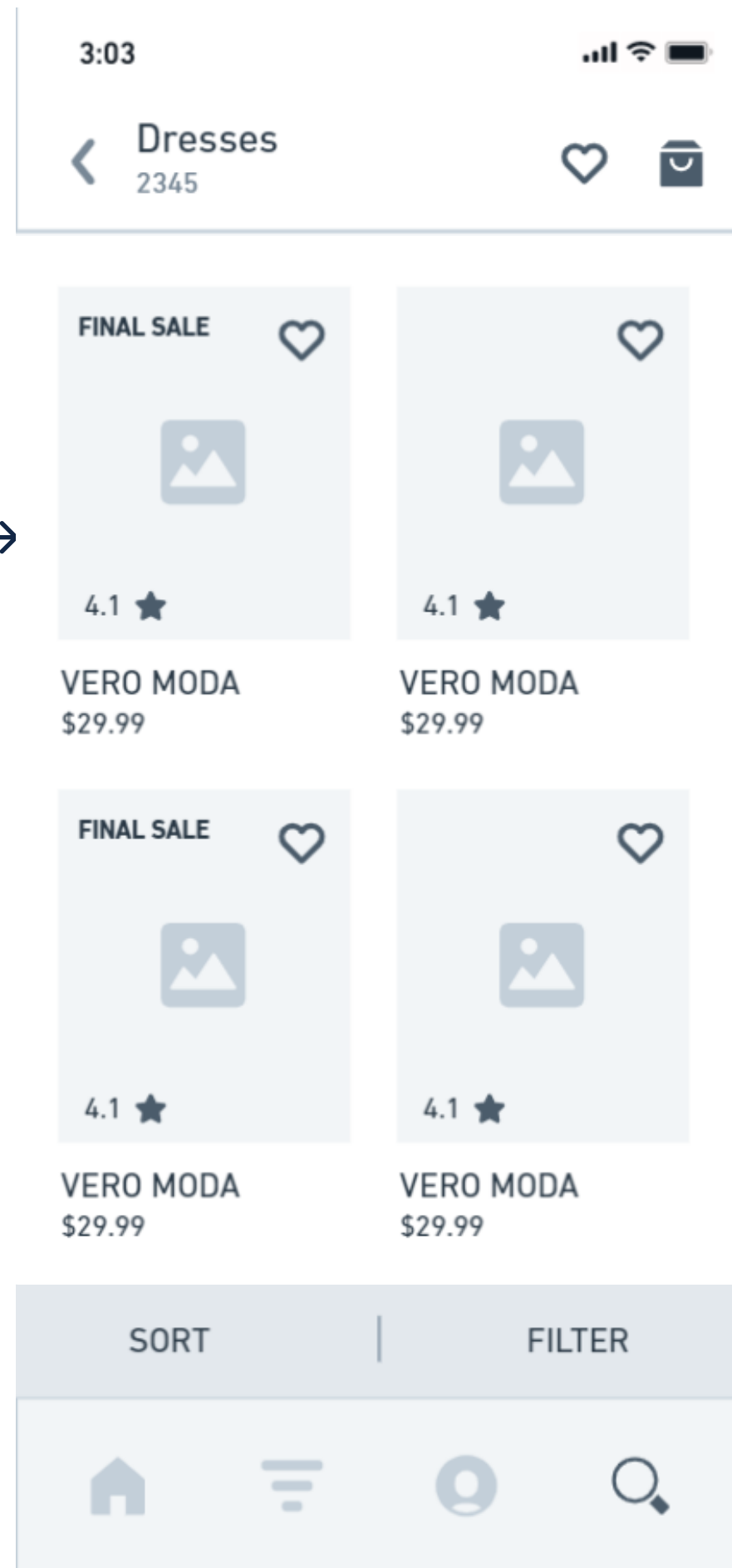
After clicking click a photo, camera will appear and you will be able to retake or use the photo for the same

WIREFRAMES



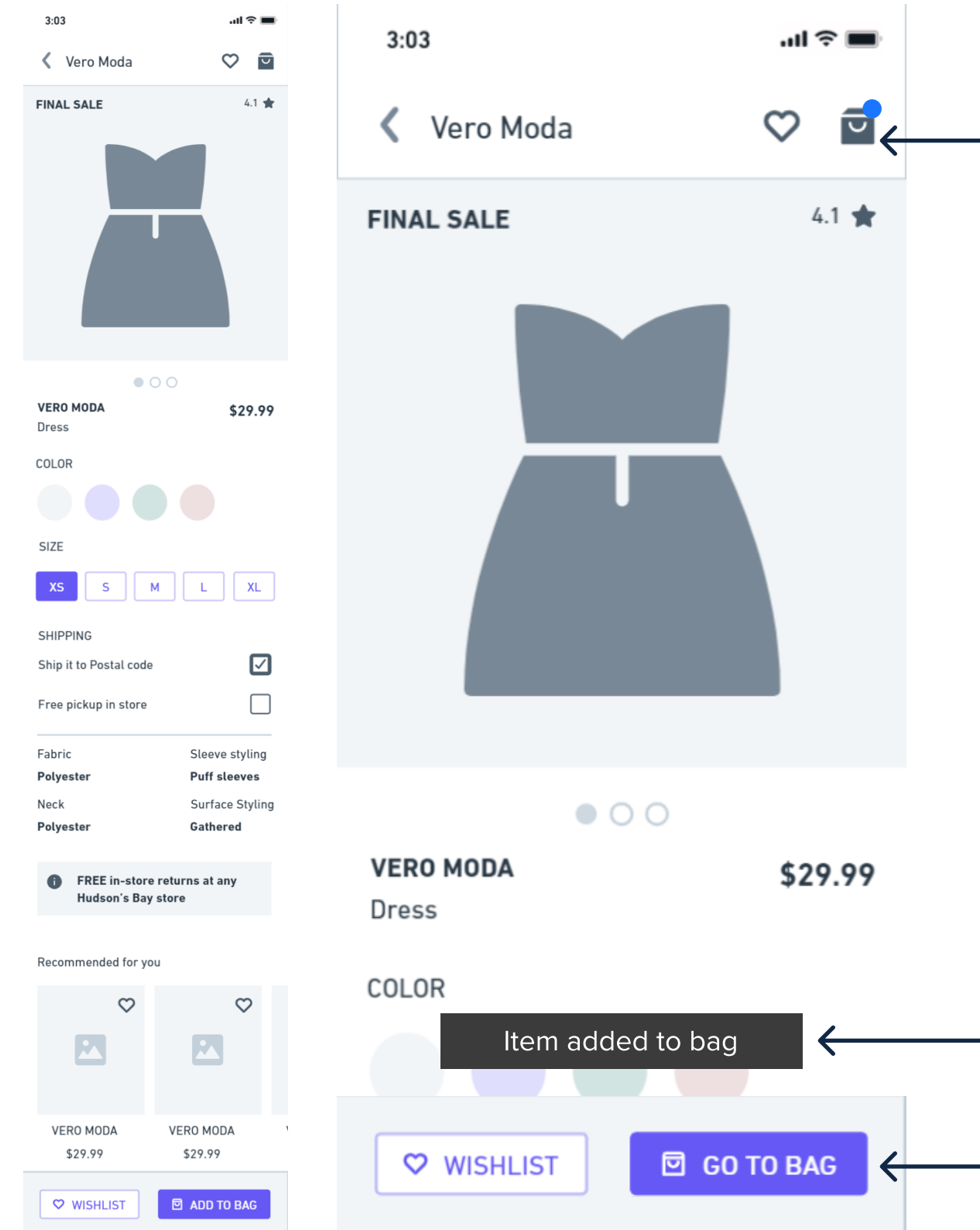
SEARCH RESULTS SCREEN

Concise information for products →



← Wishlist and shopping bag is constantly on the app bar, so that the user can access it anytime they want

← Sort and filter stuck to the bottom of nav bar so the user can sort and filter as per their need



I have kept most of the structure similar to the original screen, but implemented details that can be useful easy reading and information that is necessary

USER TESTING



I wanted to test mid- fidelity screens to understand if the new flow is easy to understand. This will help me not only understand the errors while completing the flow but also enhance the experience better when I am doing the UI

For my user testing test plan, I used the DECIDE framework to help me understand the different aspects necessary for user testing

<https://forms.gle/MyFhw3eioMEpSLbf8>

USER TESTING



USER PLAN

Determine

- The goal of the test is to understand if the flow is easy to follow for the user
- To find errors that users face during the flow
- To understand if the flow is accessible for the user
- To learn if the changes made is relevant for the user

Explore

- If they can understand the terminologies and iconography of the flow
- If they users can understand how to use the photo click feature
- How long does it take to complete the task?
- Is the purpose of the task, intuitive for the users

Choose

- I used google forms ([Link above](#)) to collect responses and Figma Prototype to test the prototype.
- The responses will help me determine if they are able to complete the task, as well as if they face any issues while doing it
- I even encourage additional tips that I can add to my design

USER TESTING



USER PLAN

Identify

- My target users were those who use phone for online shopping
- I tried figuring out three kinds of peers; who has not used the app, who has used it once and who is acquainted and familiar with the app
- The prototype has to be used on their phone as it is a mobile app

Decide

- Consent of user is asked in the google forms
- I am not taking any email IDs from their end to keep it more secure, while just using their name for their consent
- No minors will be tested

Evaluate

- The responses will be recorded on the google forms
- It will help me determine the data better in one place
- I will then process the results using MoSCoW framework to help determine my next steps

USER TESTING

USER 1

Who has never used the app

It was well organized

Photo click button looks big you can make it medium size

Not able to decipher the second icon on the nav bar. Labelling would be helpful

USER 2

Who has used the app once

“ Overwhelming because of so many options to choose from ”

Easy to navigate

Felt it was accessible

USER 3

Who is frequent user of the app

“ The app takes a lot of time to load. Also, it's hard to understand reward points and how they work. Once your items are added in the wishlist, its hard to find them again. ”

Was able to perform the action

Adding more filters to get specific results

Photo search can be fun way to shop

USER TESTING



MUST HAVE

Labelling for the icons on the nav bar

SHOULD HAVE

Photo click button can be smaller in size

COULD HAVE

Can add filters to get results

WON'T HAVE

FINAL PROTOTYPE



BRAND DESIGN LANGUAGE

The design language is kept similar to the app. I tried to match the font size and character spacing as per the app.

THE BAY

Aa

Title text

Banner text

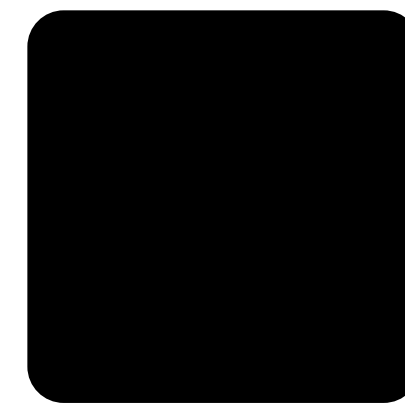
Body heading

Body

Button text

Small button text

Nav bar



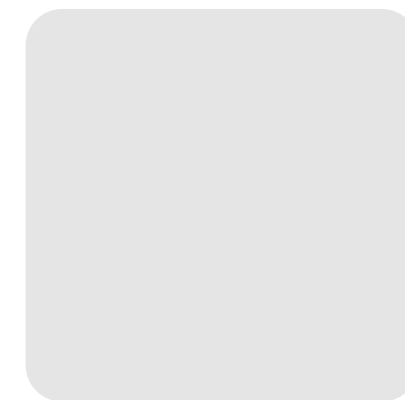
000000



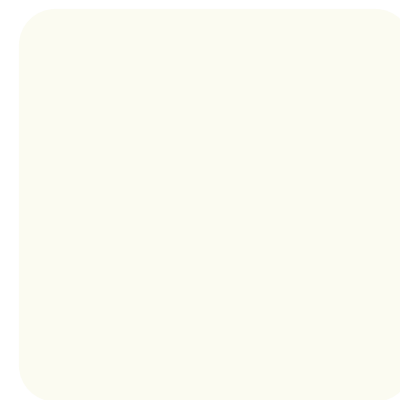
8A8A8A



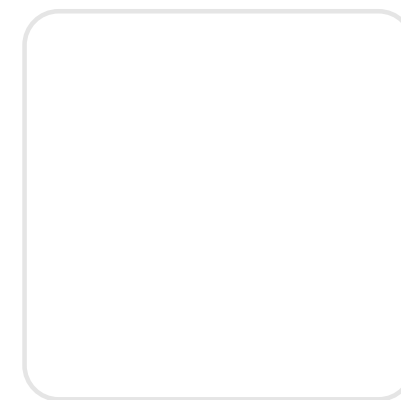
122746



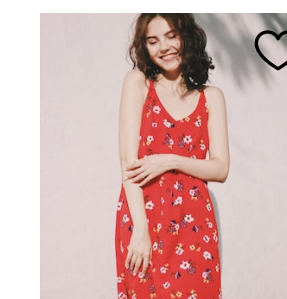
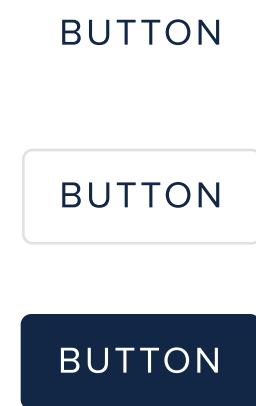
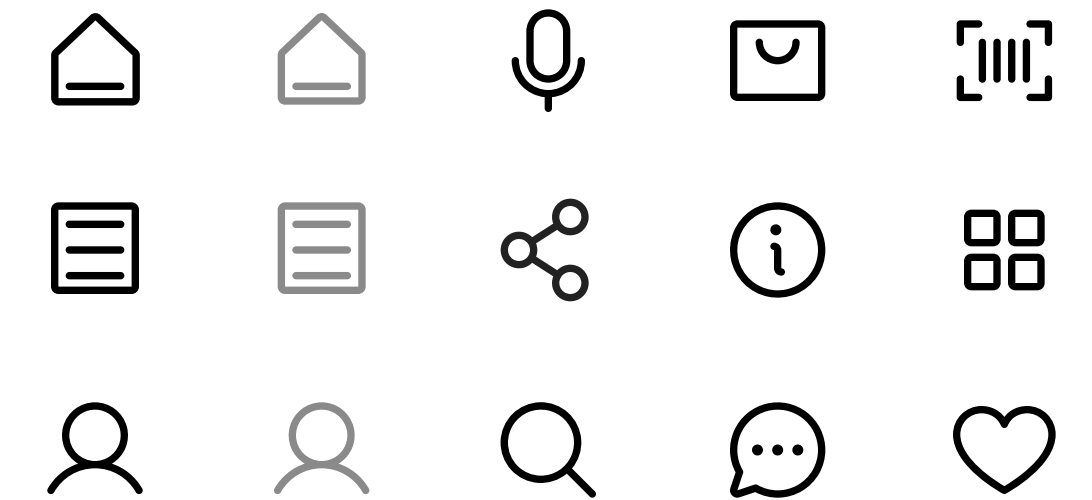
E5E5E5



FBFBF1



FFFFFF



ONLY
Cotton dress
\$224



ONLY
Cotton dress
\$224



Mens

Item added to bag

FINAL PROTOTYPE

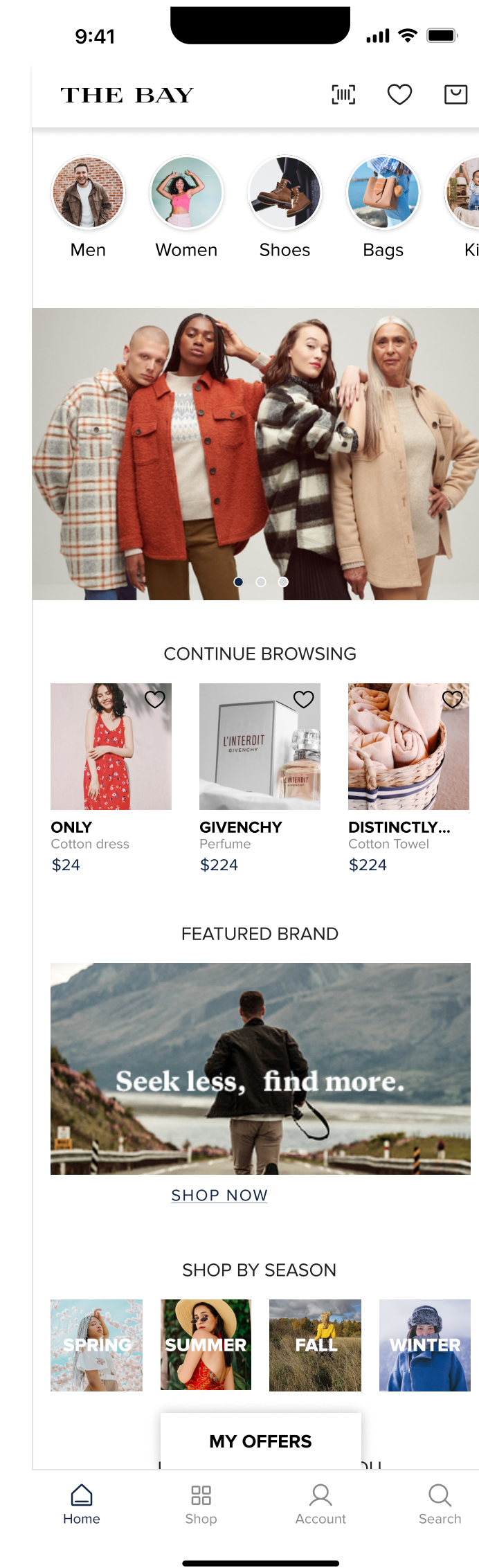
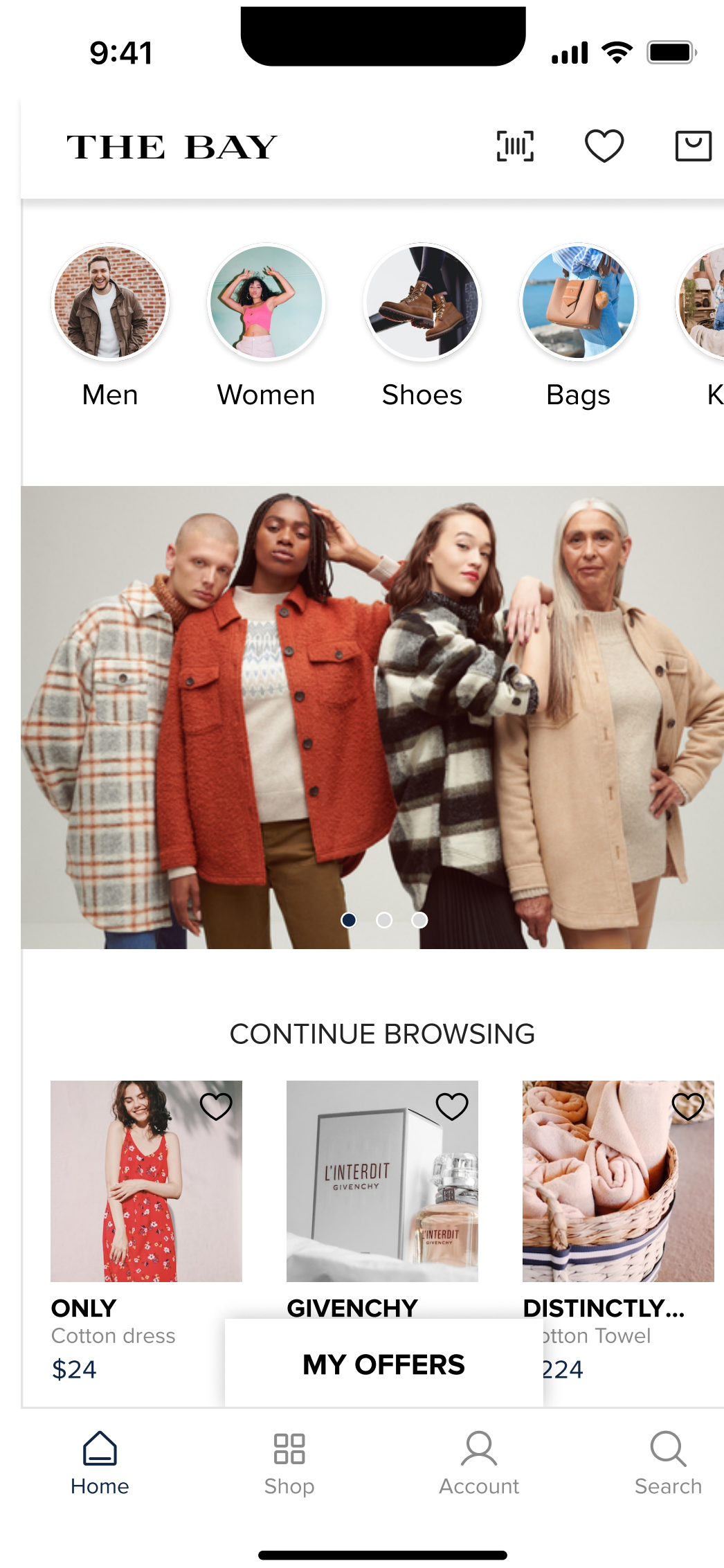
HI-FI PROTOTYPE

The home page has elements similar to the original screen, but I have tried to add specific sections so that the user knows where he has to go they need to find something on the screen.

I have also implemented the feedback of adding labels in the nav bar, so it is clear to understand the action

The app bar and nav bar specs are taken from Material design principles

ALL PHOTO USED ARE FROM THE UNSPLASH PLUGIN OR THE BAY WEBSITE



The sections are:
Categories
Current sales
Continue browsing
Featured
Shop by season
Recommended for you
Sponsored for you

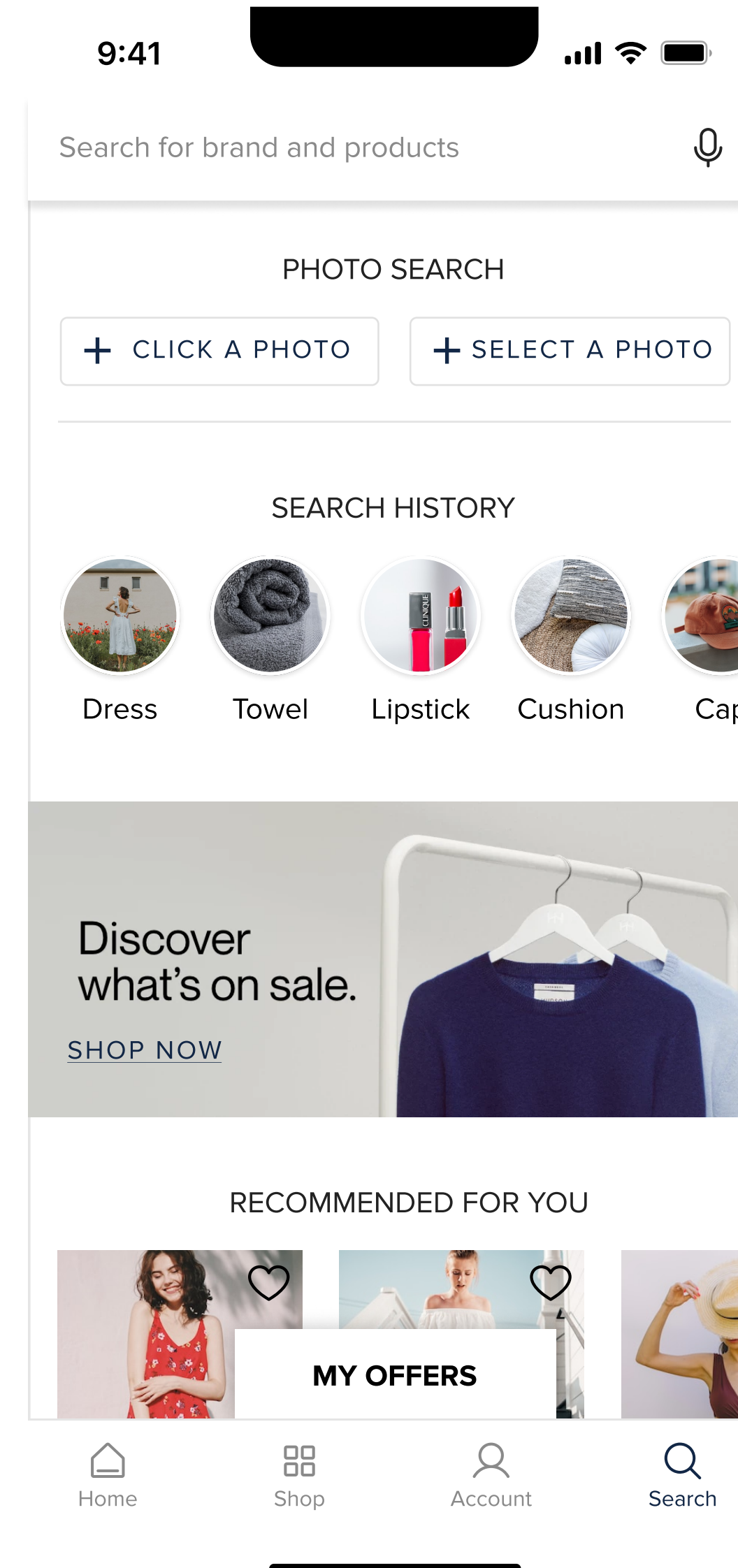
FINAL PROTOTYPE

SEARCH SCREEN

I added some features to the search screen to make it more easy to look for stuff. The photo tool will help find products that are closest to the image.

I added history and some more things that can help make a sale

The app bar, buttons and nav bar specs are taken from Material design principles



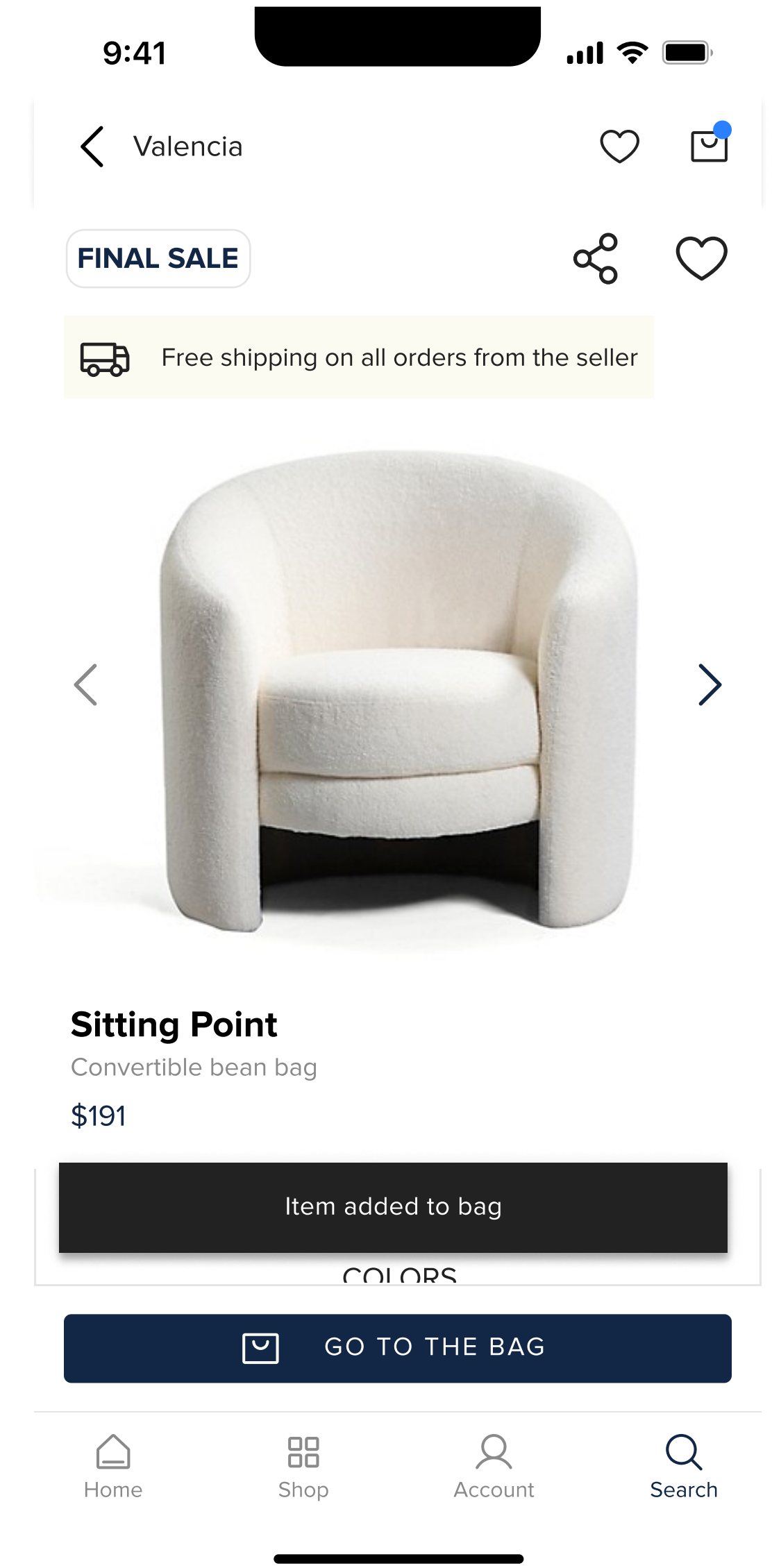
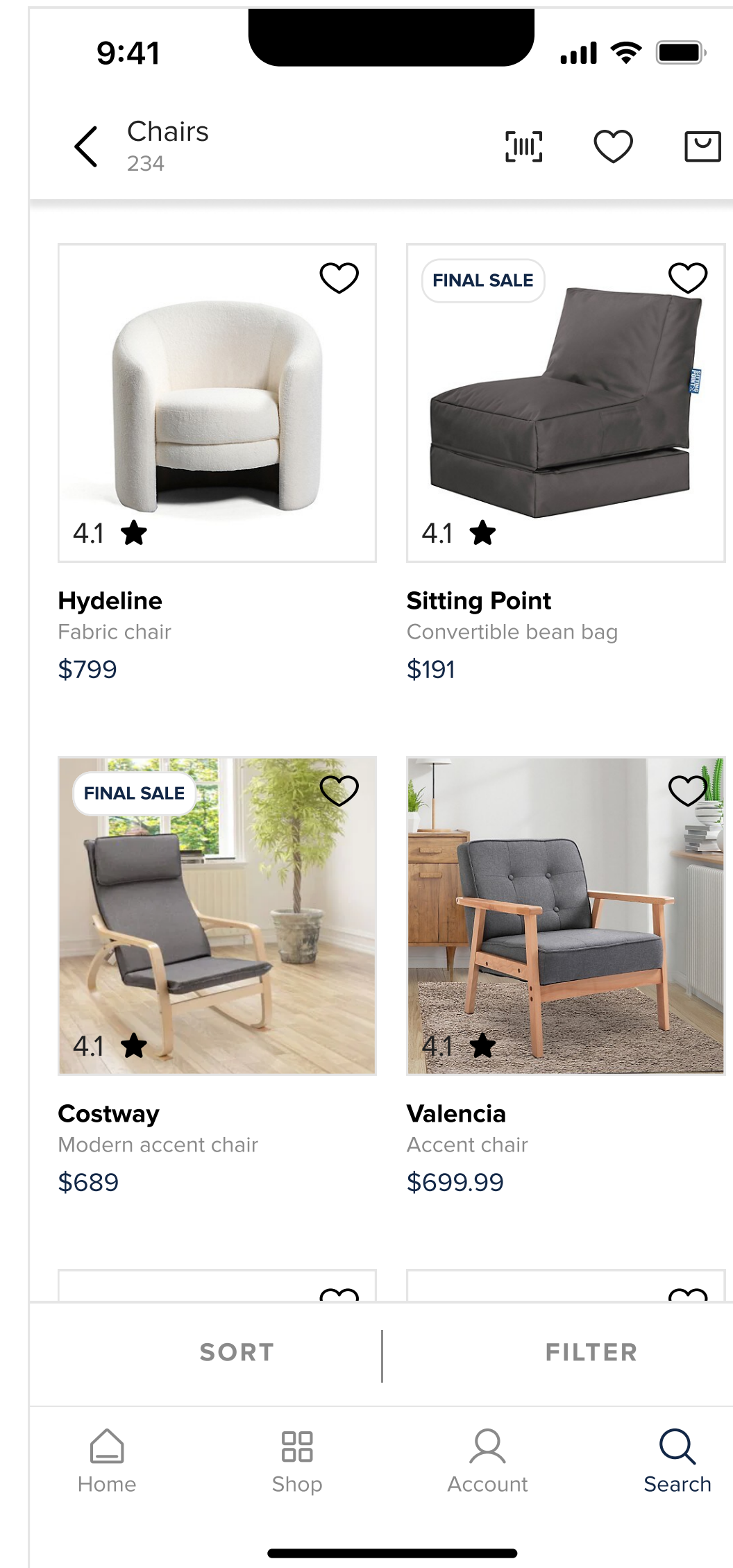
FINAL PROTOTYPE

SEARCH RESULT SCREEN

It is standard size, but I have kept the app bar constant so that the user gets accustomed with the interface. I have also reduced the negative space and tried to add more products in one page.

The sort and filter is also located down so that the user can easily access it with his thumb

For the final screen, I wanted to give them a feedback when they add it to the bag, also the next action “go to bag” so they can start ordering it



FINAL PROTOTYPE



PROTOTYPE LINK

<https://www.figma.com/proto/XSmtRs5yPMKRDNtIZOIfaM/Prototype?page-id=0%3A1&node-id=61-868&viewport=794%2C-10084%2C0.47&scaling=scale-down&starting-point-node-id=61%3A868&show-prototype-sidebar=1>

Open the link on your phone for better experience

(Made in iPhone 13, so the size may change according to the different phone sizes)

REFERENCES



FOR HBC RESEARCH

- IMC Media Plan. (n.d.). <https://lexycorreablog.files.wordpress.com/2016/09/the-bay-copy.pdf>
- HBC Heritage — A Brief History of HBC. (2016). [Www.hbcheritage.ca](http://www.hbcheritage.ca). <https://www.hbcheritage.ca/history/company-stories/a-brief-history-of-hbc>
- Historic Sites of Manitoba: Hudson's Bay Company Building (450 Portage Avenue, Winnipeg). (n.d.). [Www.mhs.mb.ca](http://www.mhs.mb.ca). Retrieved March 29, 2023, from <http://www.mhs.mb.ca/docs/sites/hudsonsbaywinnipeg.shtml>
- Hudson's Bay Reviews - 1.3 Stars. (n.d.). [Www.sitejabber.com](http://www.sitejabber.com). <https://www.sitejabber.com/reviews/thebay.com>
- The Bay - Apps on Google Play. (n.d.). [Play.google.com](http://play.google.com). Retrieved March 29, 2023, from https://play.google.com/store/apps/details?id=com.hudsonsbay.android&hl=en_CA&gl=US
- The Bay. (n.d.). App Store. Retrieved March 29, 2023, from <https://apps.apple.com/ca/app/the-bay/id1455098954>

FOR USER INTERFACE

- Material Design. (n.d.). Material Design. Retrieved March 29, 2023, from <https://m2.material.io/design/environment/elevation.html#depicting-elevation>
- Material Design. (n.d.). Material Design. Retrieved March 29, 2023, from <https://m2.material.io/components/bottom-navigation>
- Material Design. (n.d.). Material Design. <https://m2.material.io/components/app-bars-top>
- Material Design. (n.d.). Material Design. <https://m2.material.io/components/buttons>