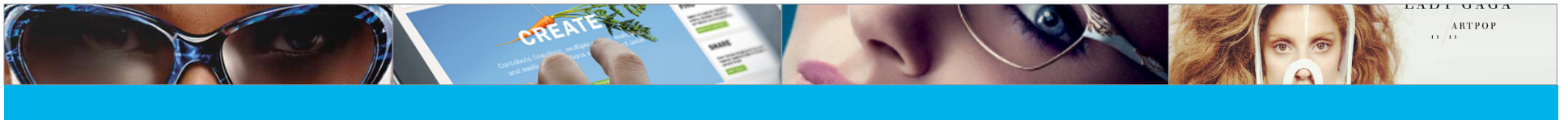


REIMAGINING TURA.com



User Journeys

A user journey is a scenario-based tool that allows us to understand a specific user type and visualize where a user goes and the steps it takes to complete an action or series of actions.

When designing a website, it is common the site would attract a variety of user types, so it is prudent to assess these users in order to achieve a site design that is user-friendly to all. Weighing the importance of a user type also helps inform the site's design -- it allows us to address the needs of the most prominent user types first, while taking into account the actions of all users and how they are similar and different.

For the Tura site we are exploring user journeys for the following user types:

Primary users

- B2B existing accounts
- B2B prospective accounts

Secondary users

- Consumers

Tertiary Users

- Potential licensors
- Media (trade and press)
- Manufacturers
- Sales reps
- Potential new hires

The goal is to recognize patterns and efficiencies in getting a user from point A to B, and using these learnings to shape the site's interface in the most streamlined, predictable, and elegant manner.

PRIMARY USER TYPES



Sarah

Location

Eyewear Retail Manager, Denver, CO

User Type

Business to Business user
with an existing Tura account
{ B2B - EA }

Sarah is a manager at an eyewear retailer and is very busy with customers as well as running the business. She is focused, business oriented, and has limited time to view and order products. Sarah's business carries and sells Tura products and constantly needs to reorder from Tura's multiple brands. Customers can also request to order specific products and styles. In general, placing product orders online is more of an inconvenience for her, especially if a site is not user-friendly.

Primary Actions

- View account
- Order product
- View past orders
- View pending orders
- View products
- See what's new
- Learn about bestselling styles in other colors or eye sizes
- Search

Attributes

- Busy
- Multi-tasking

Challenges

- Has limited time

Frequency of visits to Tura.com

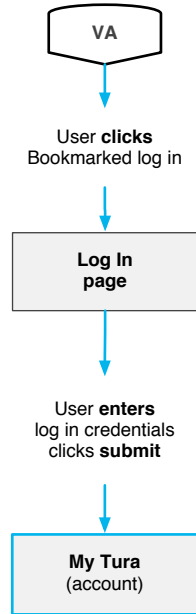


Duration of typical visit

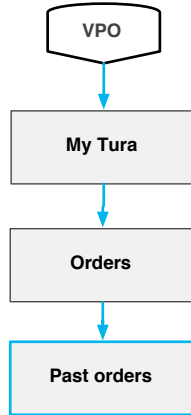




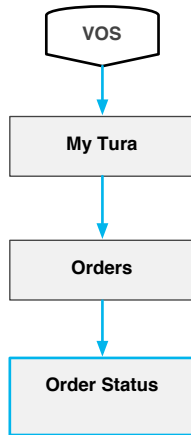
View Account { VA }



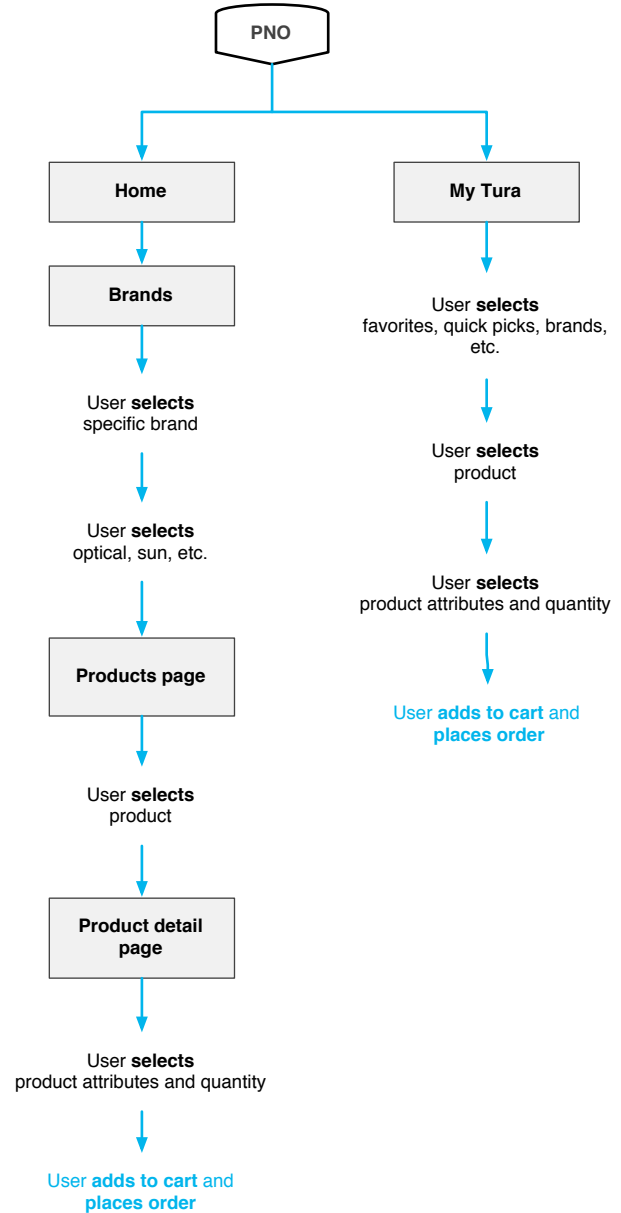
View Past Orders { VPO }



View Order Status { VOS }

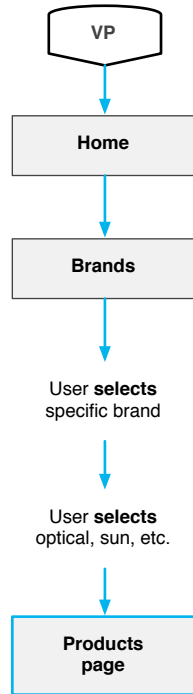


Place New Order { PNO }

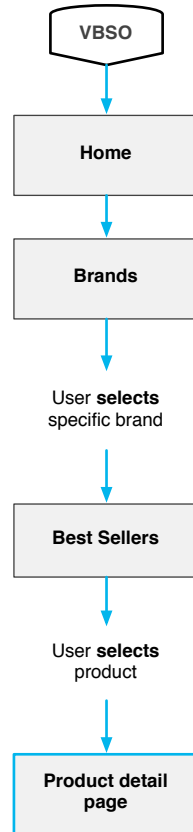




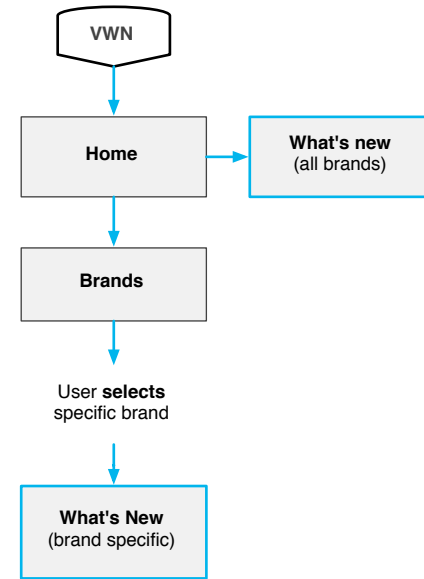
View Products { VP }



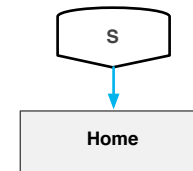
View Best Selling Style Options { VBSO }



View What's New { VWN }



Search { S }



- User searches:
- + Brand
 - + Model #
 - + Color
 - + sku
 - + Shape
 - + Material
 - + Construction
 - + Eye Size
 - + DBL
 - + Special Fit
 - + Features
 - + New Arrivals
 - + Press
 - + Celebs



Isaac

Location

Optometrist's Office, Palo Alto, CA

User Type

Business to Business user

Prospective account

{ B2B - PA }

Isaac is similar to Sarah in that he works at an optometrist's office and is very busy helping patients as well as running the retail area of the office. He is focused, business oriented, and has limited time to view and order products. Isaac's in-office store does not currently carry or offer Tura products. Isaac is interested in Tura because he has received a brochure from a local sales rep. Patients have also inquired about Tura brands. He wants to learn more about Tura's brands offerings and also about the process of setting up an account.

Primary Actions

- Get information on the company
- Learn about Tura brands
- View products
- Get contact information
- See what's new
- See what's special or stands out (for example: special fits)
- Learn about bestselling styles in other colors or eye sizes
- Search

Attributes

- Busy
- Multi-tasking

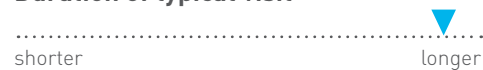
Challenges

- Has limited time
- Not familiar with Tura

Frequency of visits to Tura.com

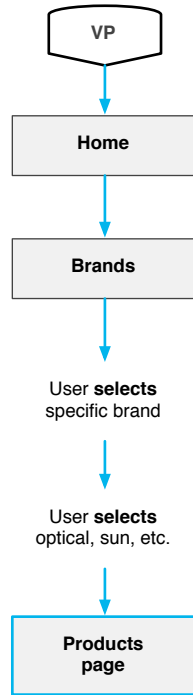


Duration of typical visit

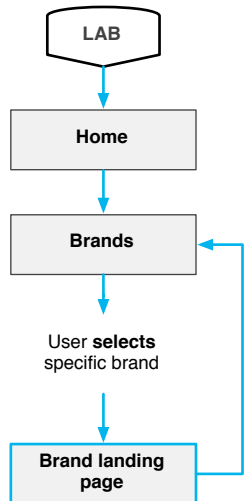




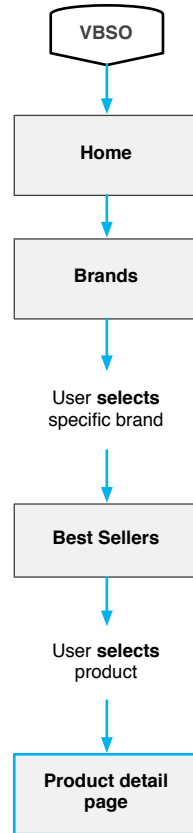
View Products { VP }



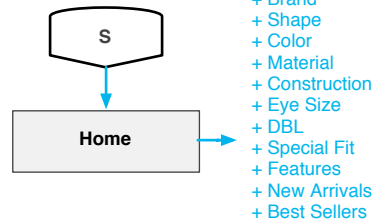
Learn About Brands { LAB }



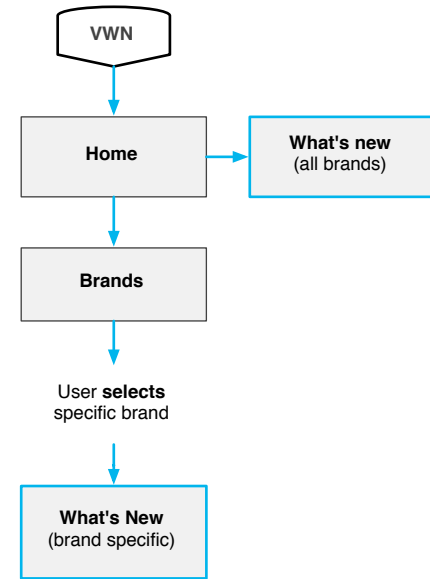
View Best Selling Style Options { VBSO }



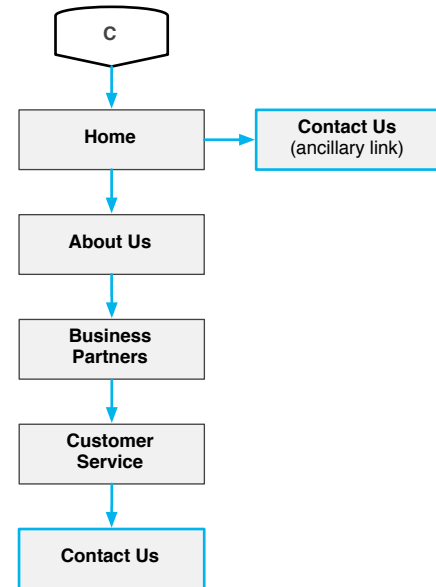
Search { S }



View What's New { VWN }

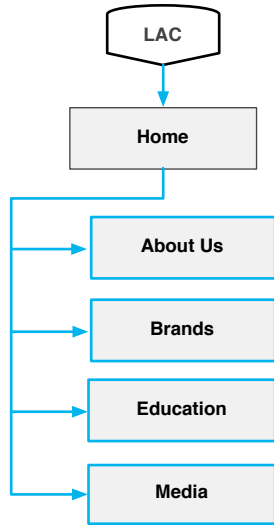


Contact { C }

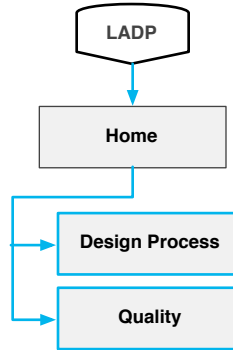




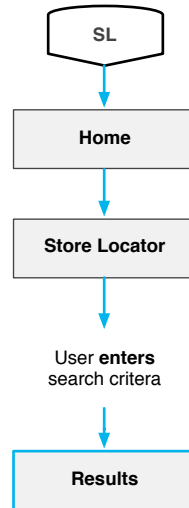
Learn About Company { LAC }



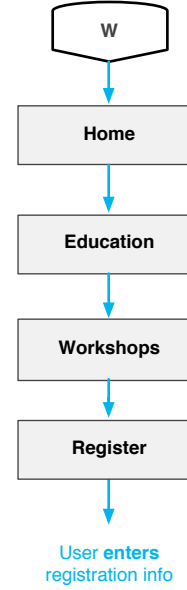
Learn About Design Process { LADP }



Store Locator { SL }



Workshops { W }



SECONDARY USER TYPES



Emily

Location

Portland, OR

User Type

Consumer
{ C }

Emily is a fashion-forward young professional living and working in Portland. She is a big fan of fashion blogs, likes to keep up with trends, and always is on the lookout for fresh frames to match her unique style. Her motto is you can never have too many eyeglasses and sunglasses. She recently saw an ad with Gwen Stefani that featured frames from L.A.M.B. and wants to get more information on where she could buy them.

Primary Actions

- Looking for a specific product or style
- Browsing other brands and products
- Reserving a frame
- Saving a favorite frame for later
- Reading press section
- Search

Attributes

- Fashion-forward
- Tech savvy: uses web to seek out specific product information

Challenges

- Has to learn about Tura through a specific product or brand

Frequency of visits to Tura.com

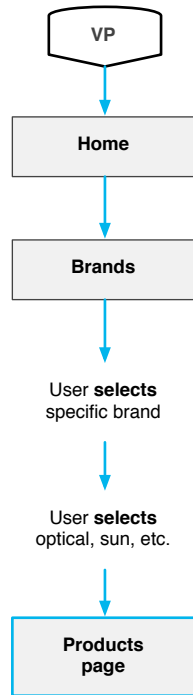


Duration of typical visit

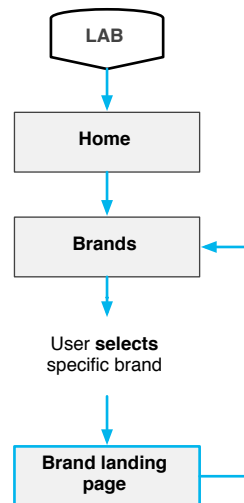




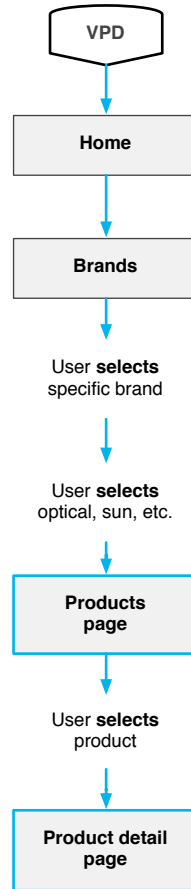
View Products { VP }



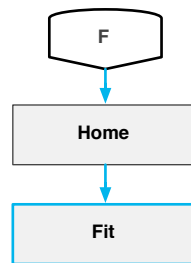
Learn About Brands { LAB }



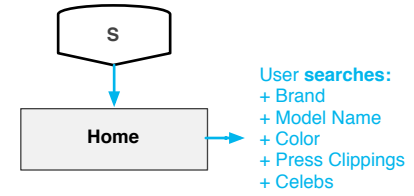
View Product Details{ VPD }



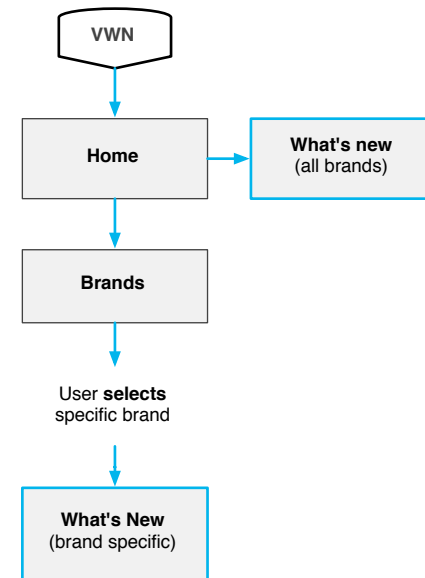
Fit { F }



Search { S }

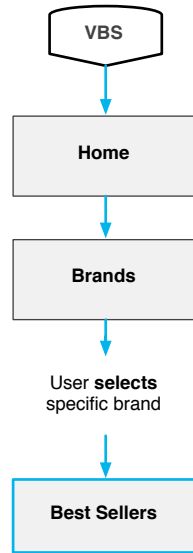


View What's New { VWN }

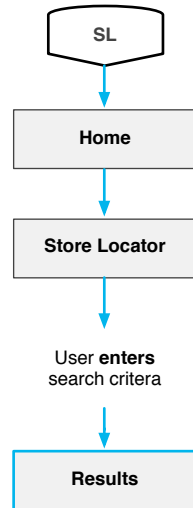




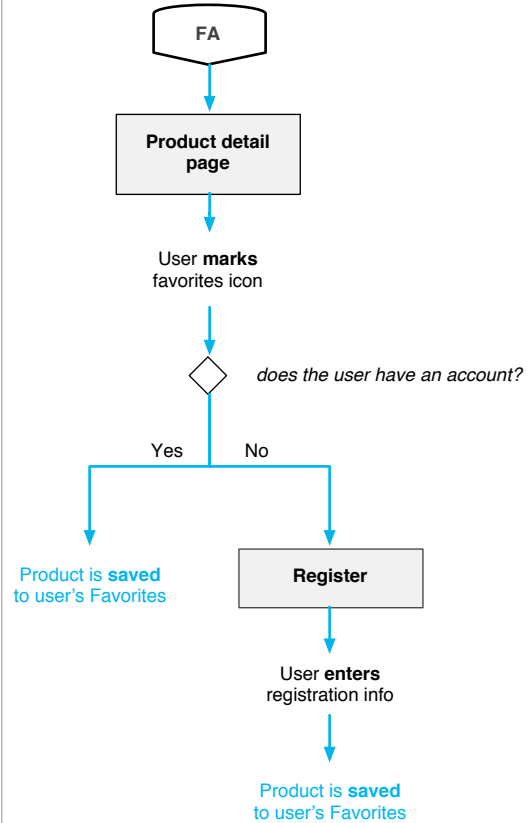
View Best Sellers { VBS }



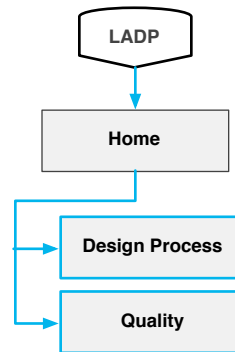
Store Locator { SL }



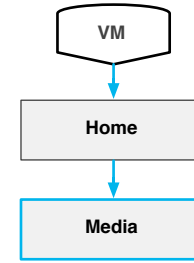
Favorites { FA }



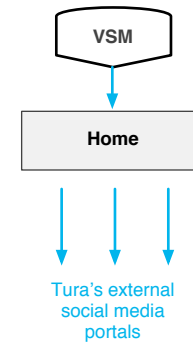
Learn About Design Process { LADP }



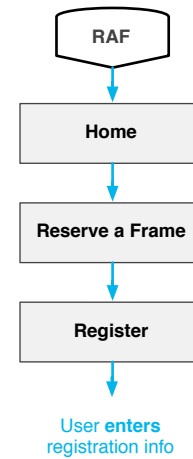
View Media { VM }



View Social Media { VSM }



Reserve a Frame { RAF }





Pamela

Location

New York, NY

User Type

Potential licensor

{ PL }

Pamela is focused on the company and business prospective. She is interest in the current brands, product, design and quality information, press releases and press clippings: basically anything that will give her a better overall understanding of Tura, Inc. Pamela researches the companies that produce what she is looking for and who competitively stands out. She wants to see what her competition is doing in all commodities, who her competition is in eyewear and who they are represented by (or not), and where they fall in the industry (in terms of design, price point, customer, etc). Brand identity, brand message and brand image is very important to her along with design, innovation and quality. She wants to stand out from the crowd and set the standard.

Primary Actions

- Get information on the company
- Get information about Tura brands and brand history
- Learn about Tura product design
- Assess the overall Tura image and Tura’s representation of their brands
- Search

Attributes

- Focused
- Research-driven
- Decision maker

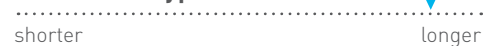
Challenges

- Seeking details that might not be forward-facing
- Needs to filter through information to see what’s unique

Frequency of visits to Tura.com

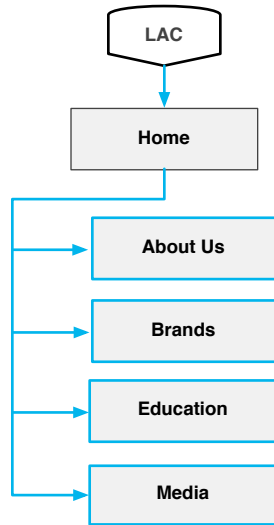


Duration of typical visit

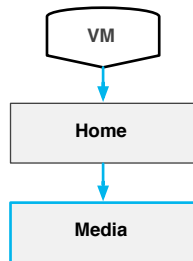




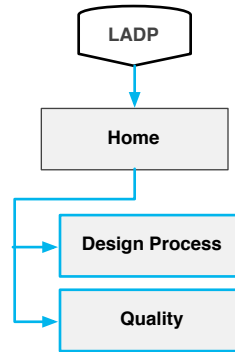
Learn About Company { LAC }



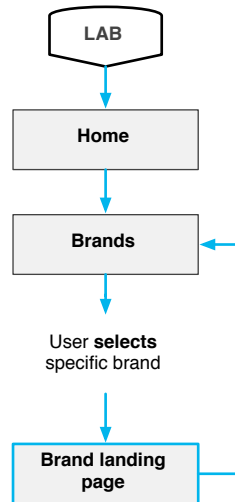
View Media { VM }



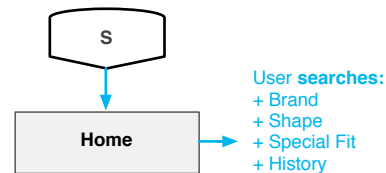
Learn About Design Process { LADP }



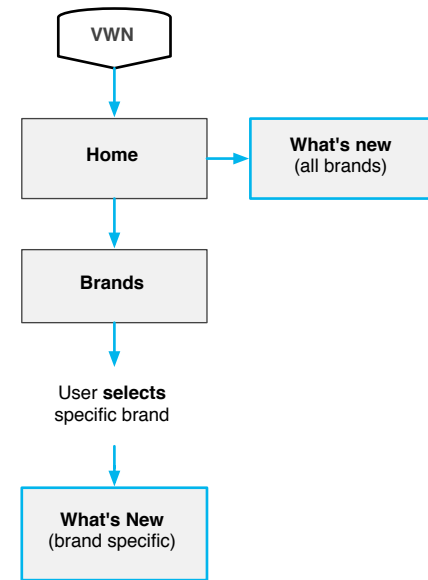
Learn About Brands { LAB }



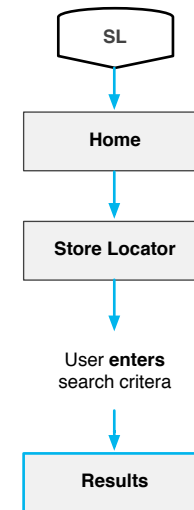
Search { S }



View What's New { VWN }

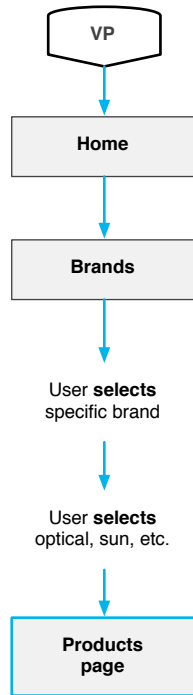


Store Locator { SL }

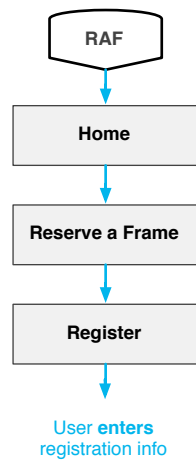




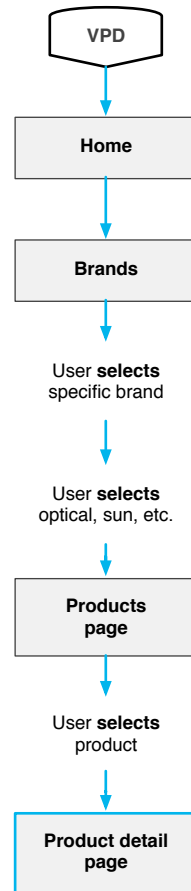
View Products {VP}



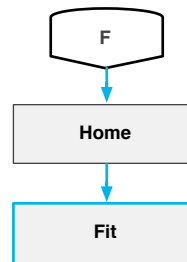
Reserve a Frame {RAF}



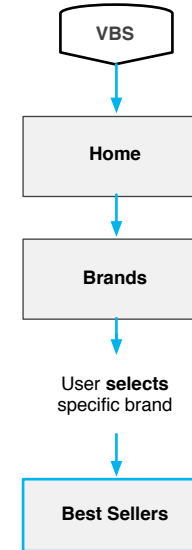
View Product Details {VPD}



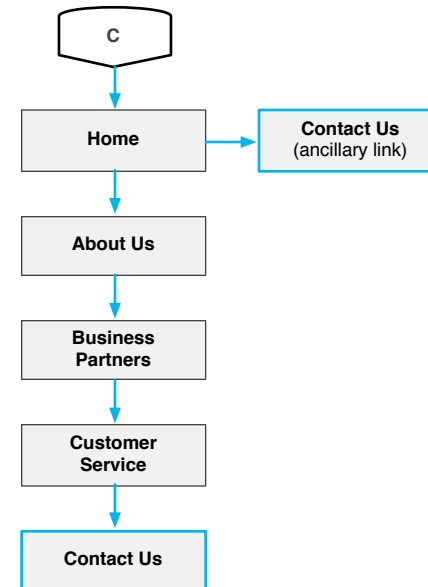
Fit {F}



View Best Sellers {VBS}



Contact {C}



TERTIARY USER TYPES



Jackie

Location

Publishing Office, New York, NY

User Type

Fashion Editor / Press media
{ PM }

Jackie is an editor at a prominent fashion publication and is looking for what new, what customers will like and respond to. She is always looking for products to feature in the magazine's fashion and lifestyle spreads. She also picks out frames to feature during celebrity profile/interviews.

Actions

- View products
- See what's new
- Read press section
- Search

Attributes

- Research-driven
- Always looking for what's fashion-forward

Challenges

- Knowledge can be dependent on effectiveness of Tura PR efforts
- Competition from other brands

Frequency of visits to Tura.com

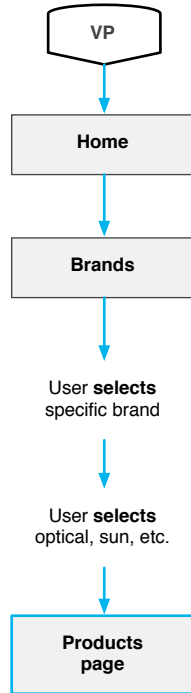


Duration of typical visit

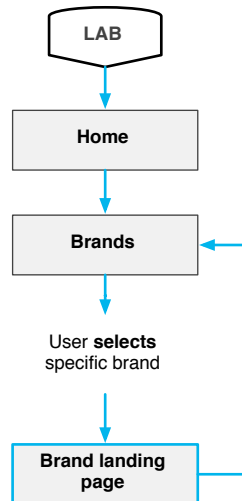




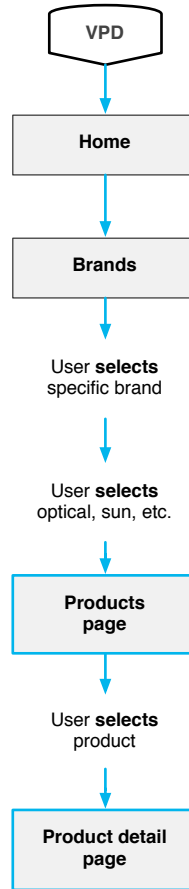
View Products { VP }



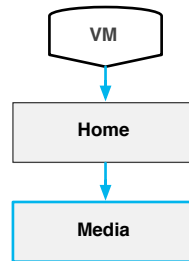
Learn About Brands { LAB }



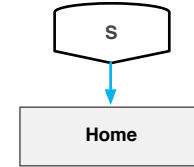
View Product Details{ VPD }



View Media { VM }

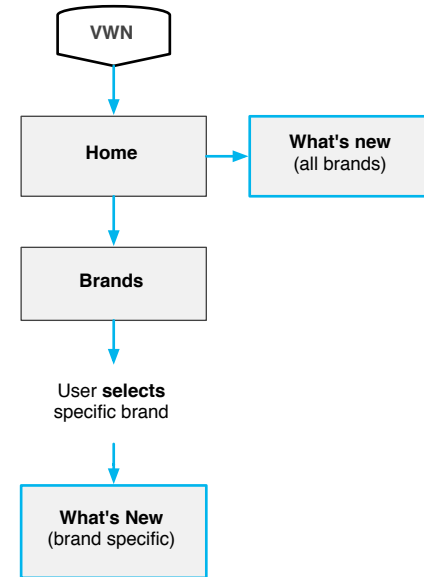


Search { S }



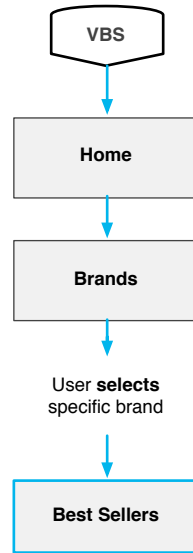
- User searches:
- + Brand
 - + Model Name
 - + Color
 - + Material
 - + Construction
 - + Best Sellers
 - + Special Fit
 - + Gender
 - + New Arrivals
 - + Press
 - + Celebs

View What's New { VWN }

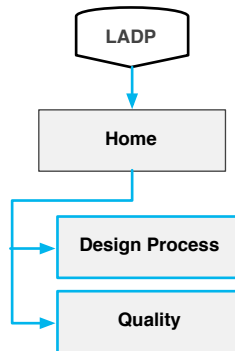




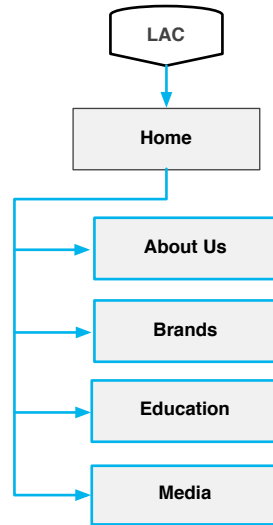
View Best Sellers { VBS }



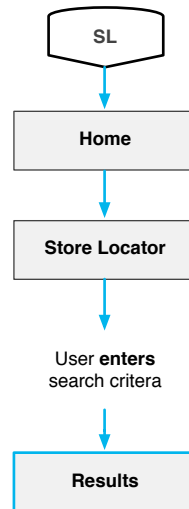
Learn About Design Process { LADP }



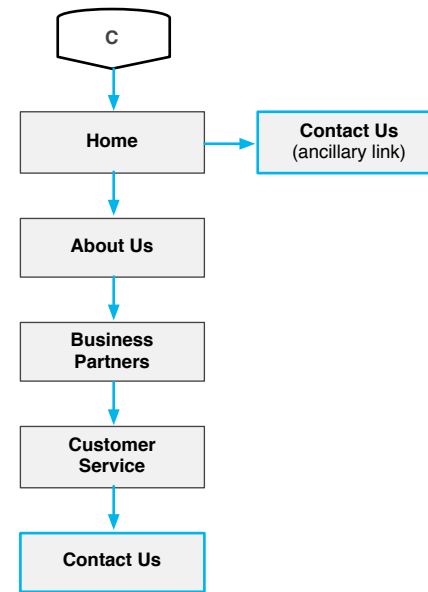
Learn About Company { LAC }



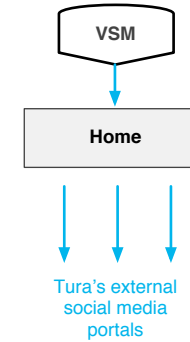
Store Locator { SL }



Contact { C }



View Social Media { VSM }



TERTIARY USER TYPES



Veronique

Location

Manufacturer's Headquarters
Paris, France

User Type

Manufacturer
{ M }

Veronique is an executive at a frame producer based in Paris, France. She wants to get more information about Tura, Inc. and its products, and gain an understanding of what Tura is using and not using. She also wants to better understand who the brands are and how Tura interprets them in the collections. One of her primary objectives is how she can get Tura to use her company's products by suggesting new designs, technology, or materials that are brands specific.

Actions

- Get information on the company
- Learn about Tura brands
- View products
- See what's new
- Search

Attributes

- Research-driven
- Analytical
- Technically-minded

Challenges

- Seeks extremely detailed information
- Competition from other brands

Frequency of visits to Tura.com

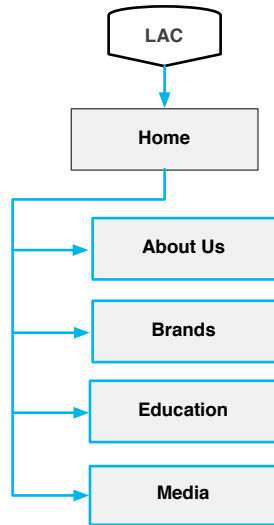


Duration of typical visit

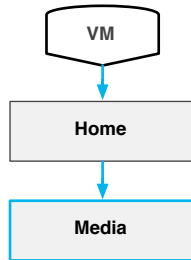




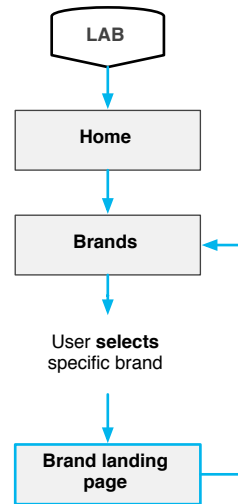
Learn About Company { LAC }



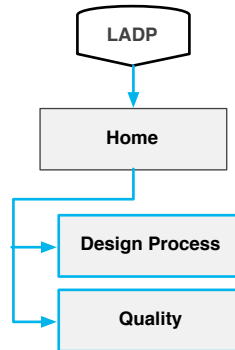
View Media { VM }



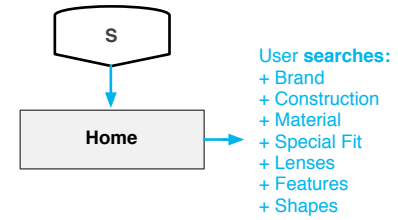
Learn About Brands { LAB }



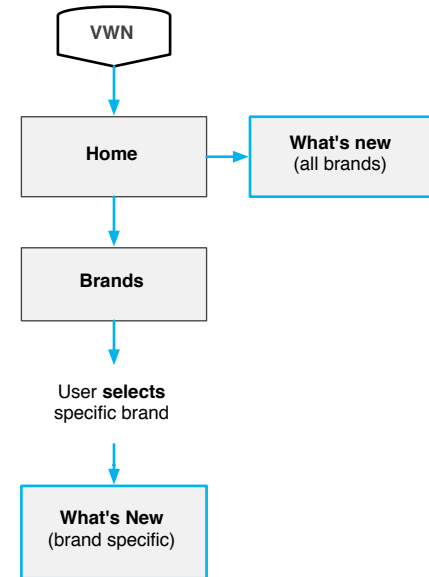
Learn About Design Process { LADP }



Search { S }

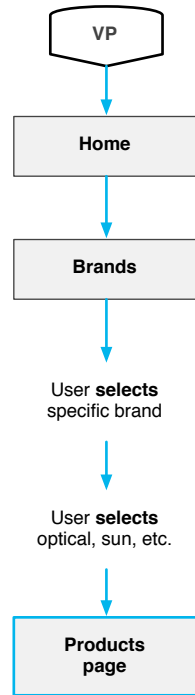


View What's New { VWN }

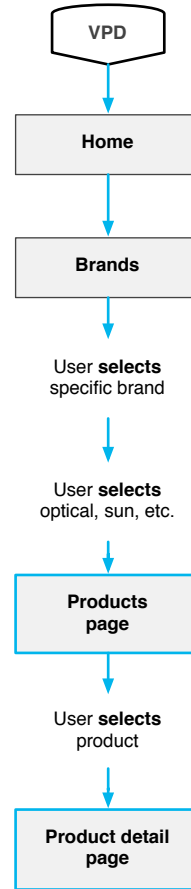




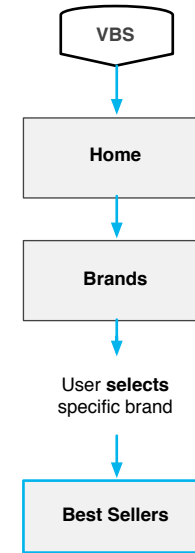
View Products { VP }



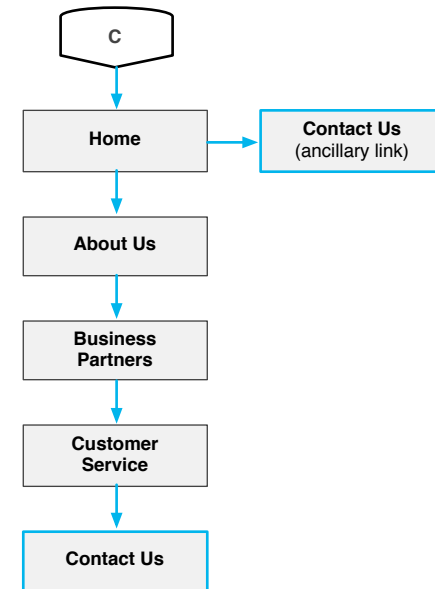
View Product Details { VPD }



View Best Sellers { VBS }



Contact { C }



TERTIARY USER TYPES



Robert

Location

Washington, D.C. (travels frequently)

User Type

Sales Rep
{ SR }

Robert is a force behind getting the product out and into stores. He is focused on making sales and needs to know the collections inside and out - the styles, colors, sizes, materials, etc. Robert considers the site as part of his sales kit since he shows to showing to potential new accounts, and also uses it to help set up new accounts. On top of that, Robert travels a lot on sales calls and has serious time restrictions. If he cannot find what he needs fast and in an efficient manner, he gets frustrated because he wants to be prepared and have all the answers at hand. It could mean the difference between making a sale or not.

Actions

- Look up products
- View product information
- Review brand pages
- Log into an existing account
- Setting up a new account
- Search

Attributes

- Focused
- Goal-oriented
- Motivated to sell

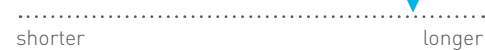
Challenges

- Needs to find accurate information quickly
- Thinks of the site as a sales tool
- Has limited time

Frequency of visits to Tura.com

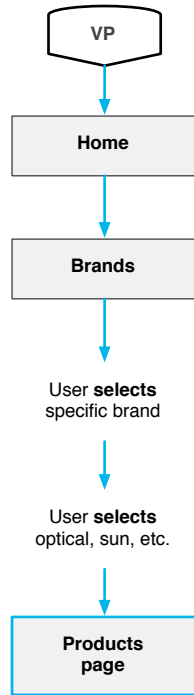


Duration of typical visit

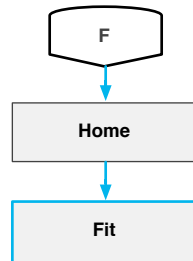




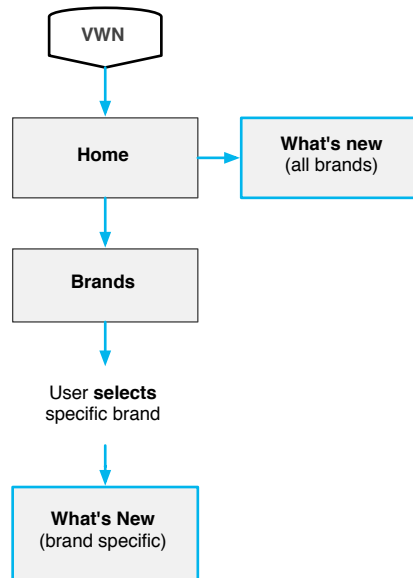
View Products { VP }



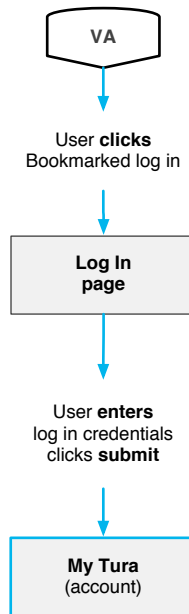
Fit { F }



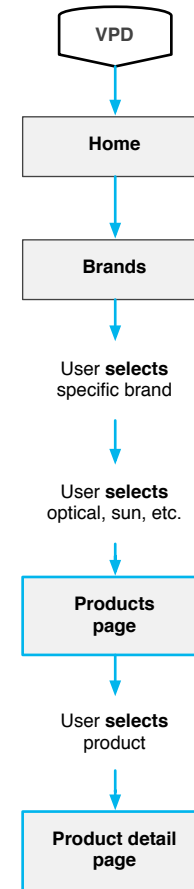
View What's New { VWN }



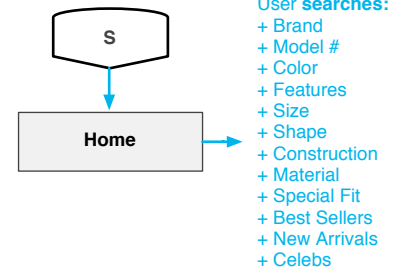
View Account { VA }



View Product Details { VPD }

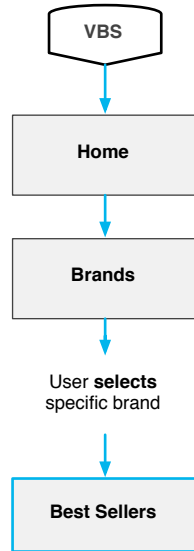


Search { S }

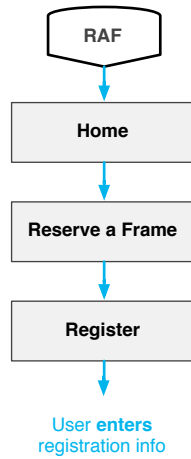




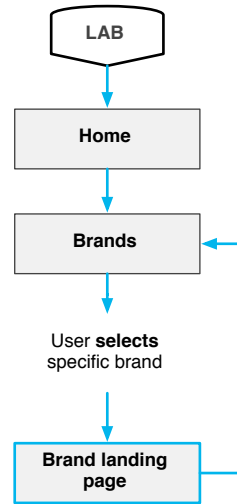
View Best Sellers { VBS }



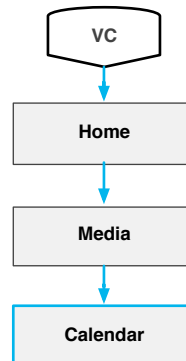
Reserve a Frame { RAF }



Learn About Brands { LAB }



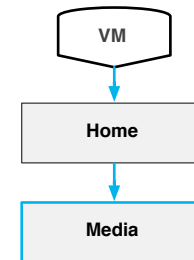
View Calendar { VC }



Create Account { CA }



View Media { VM }



TERTIARY USER TYPES



Lali

Location

Boston, MA (moving to NY)

User Type

Potential New Hire
{ PNH }

Lali is a recent college graduate who is planning a move to New York. She saw a job listing that Tura has positions open at their admin office and showroom. She wants to learn more about the company and brand image: who they are, what they do, their history and legacy. She also wants to learn about the brands in the portfolio, get product information, and understand how Tura compares against the market. Having a strong understanding of all facets of the company will help her prepare for a successful interview and present where she can be most effective and make the most impact, should she decide to pursue opportunities at Tura.

Actions

- Get information on the company
- Learn about Tura brands
- Search

Attributes

- Research-driven

Challenges

- Needs to find key company and industry information

Frequency of visits to Tura.com

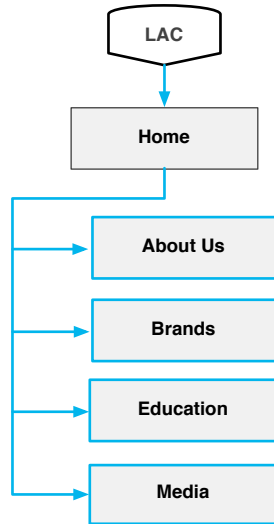


Duration of typical visit

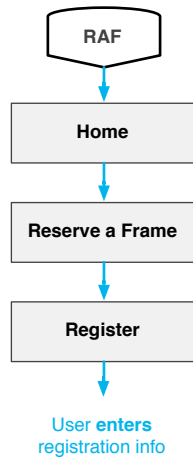




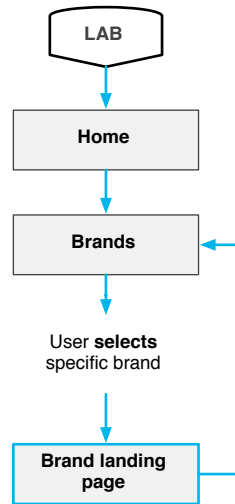
Learn About Company { LAC }



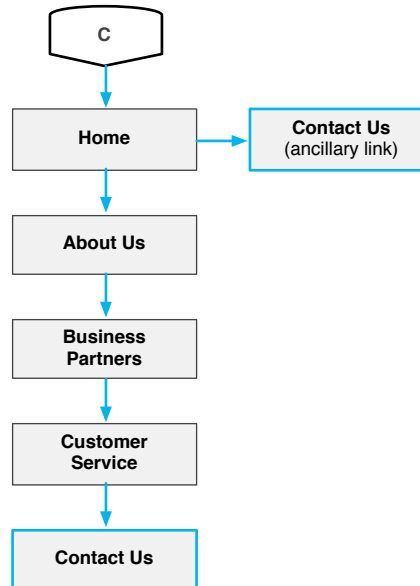
Reserve a Frame { RAF }



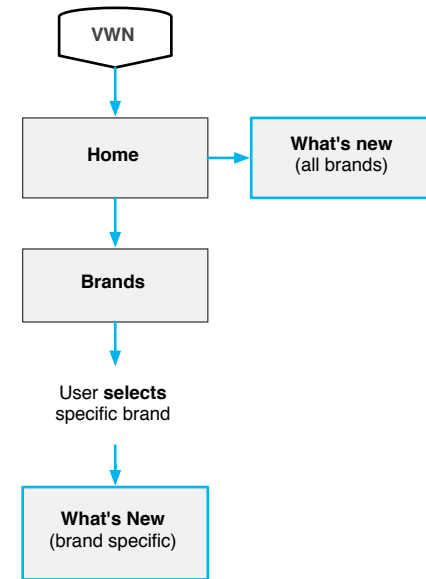
Learn About Brands { LAB }



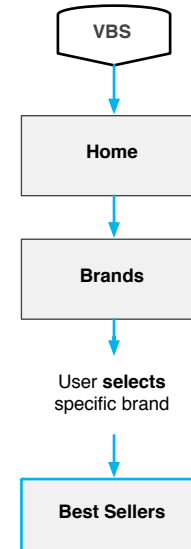
Contact { C }



View What's New { VWN }

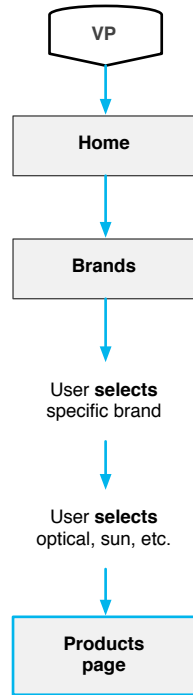


View Best Sellers { VBS }

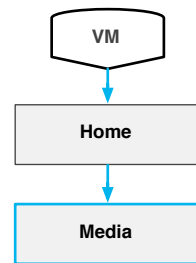




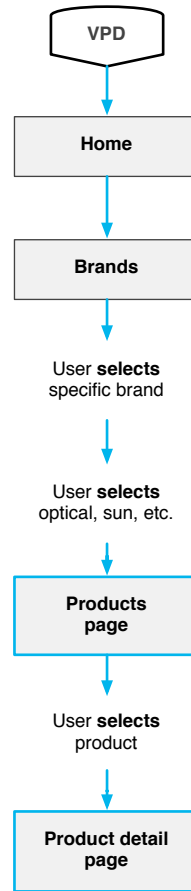
View Products { VP }



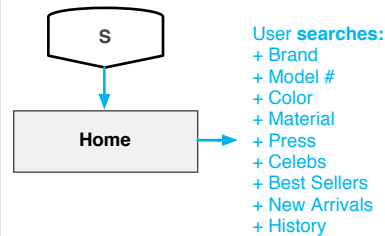
View Media { VM }



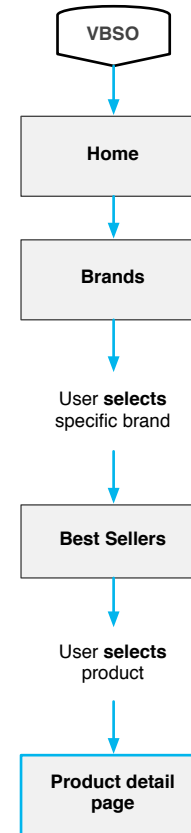
View Product Details { VPD }



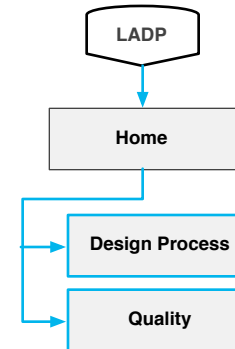
Search { S }



View Best Selling Style Options { VBSO }

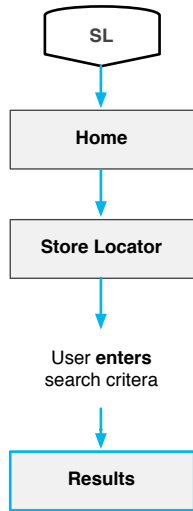


Learn About Design Process { LADP }

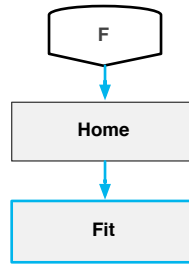




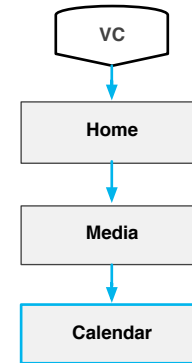
Store Locator { SL }



Fit { F }



View Calendar { VC }



	Primary User		Secondary User	Tertiary User				
	{B2B-EA}	{B2B-PA}	{C}	{PL}	{PM}	{M}	{SR}	{PNH}
View Account { VA }	✓						✓	
View Past Orders { VPO }	✓							
View Order Status { VOS }	✓							
Place New Order { PNO }	✓							
View Products { VP }	✓	✓	✓	✓	✓	✓	✓	✓
View Product Details { VPD }	✓	✓	✓	✓	✓	✓	✓	✓
View Best Sellers { VBS }	✓	✓	✓	✓	✓	✓	✓	✓
View Best Selling Style Options { VBSO }	✓	✓					✓	✓
View What's New { VWN }	✓	✓	✓	✓	✓	✓	✓	✓
Learn About Brands { LAB }		✓	✓	✓	✓	✓	✓	✓
Fit { F }			✓	✓			✓	✓
Reserve a Frame { RAF }			✓	✓			✓	✓
View Media { VM }			✓	✓	✓	✓	✓	✓
Learn About Company { LAC }		✓		✓	✓	✓		✓
Learn About Design Process { LADP }		✓	✓	✓	✓	✓		✓
Create Account { CA }							✓	
Search { S }	✓	✓	✓	✓	✓	✓	✓	✓
Contact { C }		✓		✓	✓	✓		✓
Store Locator { SL }		✓	✓	✓	✓			✓
View Social Media { VSM }			✓	✓	✓	✓	✓	✓
Favorites { FA }	✓		✓				✓	
View Calendar { VC }	✓	✓		✓			✓	✓
Workshops { W }	✓	✓		✓				✓

Upon charting and evaluating the user journeys of the key user types, the following conclusions can be drawn:

- For all users, viewing products, learning about brands, searching, and seeing what's new are the most important areas of the site.
- For Primary Users, product details are the most important.
- For existing B2B accounts and sales reps, My Tura is the most important.
- For Secondary Users, finding specific products and utilizing product features like Fit and Reserving a frame are most important.
- Tertiary users focus mostly on learning more about Tura overall. They are more focused on learning about the brands, brand offerings, history, and processes.
- Based on the findings, it can be deduced that the Tura landing page and brand-specific landing pages are likely the most common entry points.
- Search is a key factor for all users, and should be integrated in an elegant way while offering robust search functionality.

Though Google Analytics cannot tell us what persona-specific data, taking a look at recent metrics* can help understand user behaviors in general, and help shape our approach to identifying the most important areas and features of Tura.com:

- Approximately 60% of visitors are new., 40% returning.
- Nearly 95% users are from U.S.
- Top three U.S. locations of users are Los Angeles, New York, and Seattle.
- Men (55%) visit the site more than women (45%).
- The average visitor views 11 pages per session.
- The average length of a visit is four minutes.
- Over 40% of users are viewing on Chrome, 70% on a Windows machine.
- 77% of users are viewing via desktop (16% mobile / 7% tablet).
- More than 45% of mobile users are viewing on an iPhone.
- Though tablet usage is 7%, 25% of mobile users are viewing via iPad.
- Nearly 60% users entry is Tura.com landing, followed by Collection pages for L.A.M.B. (6%), Gwen Stefani (5%), Tura (4%).
- Top 3 Search 60% direct / 38% organic search / 2% referral.
- Top 3 Social sources: nearly 60% instagram / 25% twitter / 10% facebook.