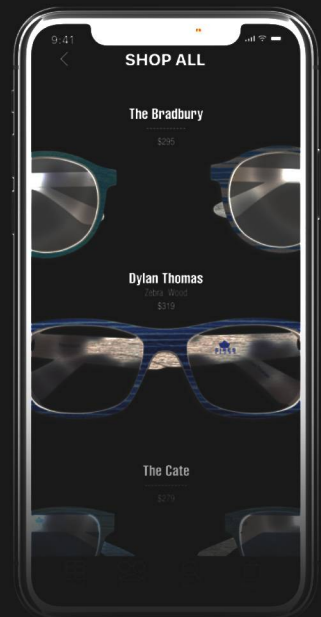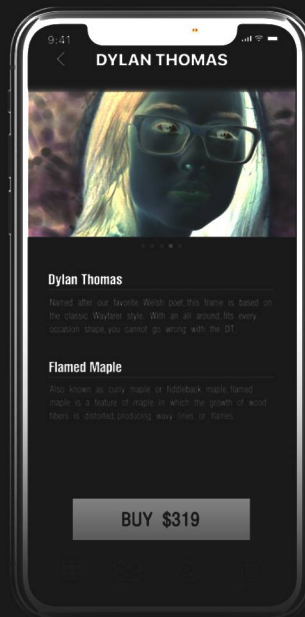# Sires Eyewear

eCommerce iOS App

Case study 12.01.18

Background:

SIRES EYEWEAR produces one-off made to order wooden eyeglasses and sunglasses with exotic wood veneers . They rely on recognizable, iconic frame shapes coupled with hi-tech materials.

...

Problem:

Engage customers with an exciting way to browse, interact, share, discover and buy the product, taking full advantage of the native iOS app experience potential.

...

Requirements:

VIDEO CHAT must include a prompt or option to chat with a salesperson. Sires conversion rate goes up 70% if they engage in a video consult with a customer.

**DYNAMIC** show off the ever-changing nature of the product. No two pairs of glasses Sires produces are alike.

MATERIALS call attention to Sires' use of materials, they are the most stunning and memorable part of the product

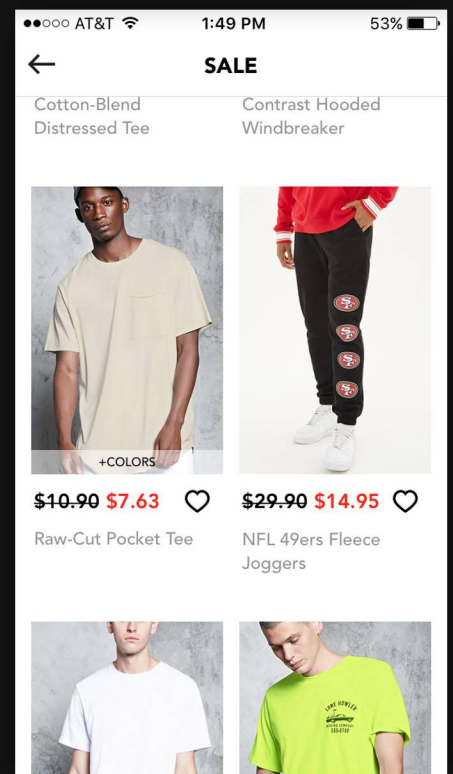**CUSTOMIZATION** use a variant of the customization interface from Sires' website. Take advantage of the touch based interface of iOS.
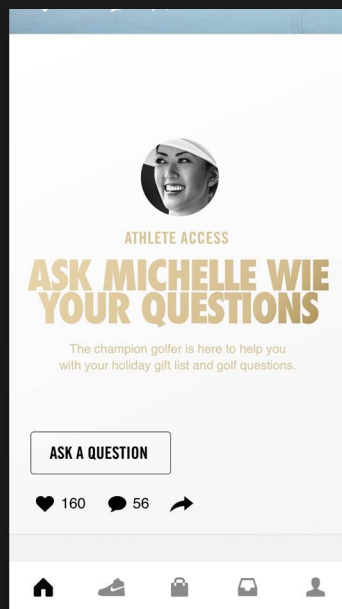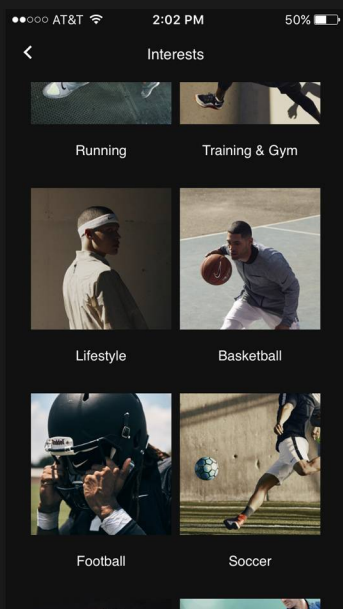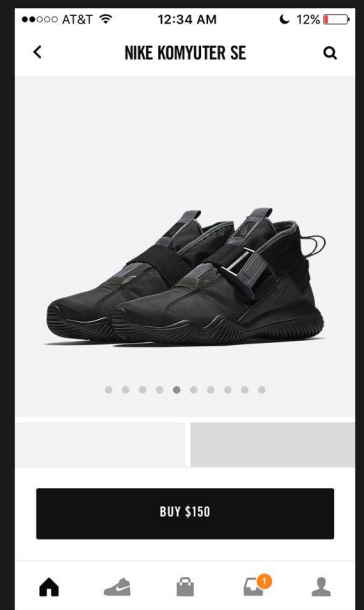
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Research & Competitive Analysis
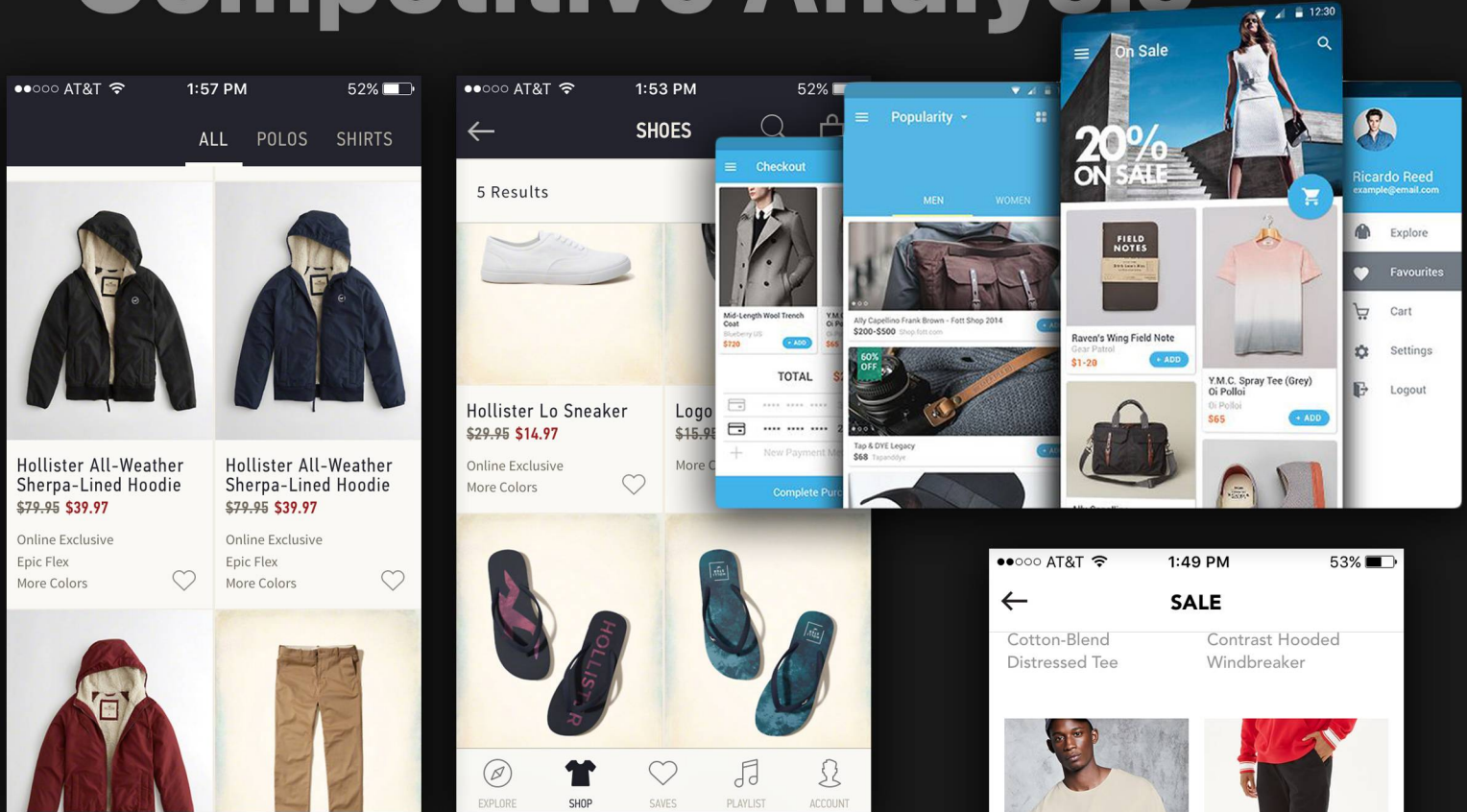
Survey all comparable retail apps. Note their strengths and weaknesses.

Key Insight:

To distinguish SIRES, the app design must move beyond a simple grid of items.
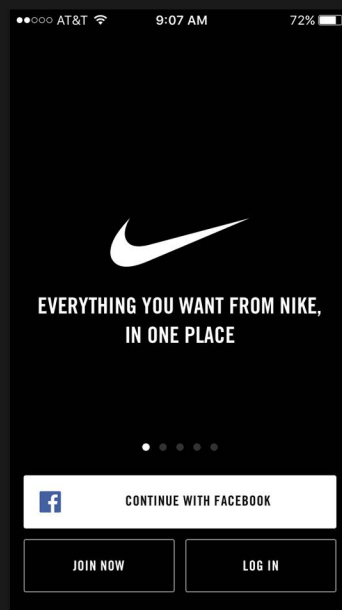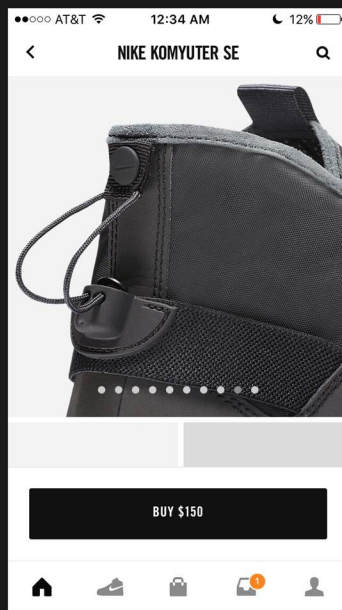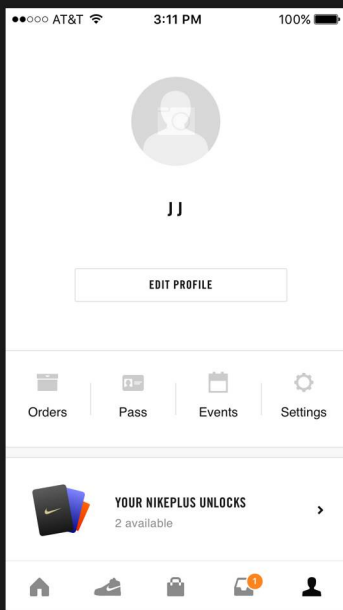
Key Insight:

NIKE's app represents the pinnacle of engaging customers with the product through social, customization, and dynamic content. Sires app must be as engaging this app.

Personas

ONE OF A KIND / CONTRARIAN

Rachel

She's at the age where being iconoclasitic is a way of life. She is contrarian and looking for something non-corporate.
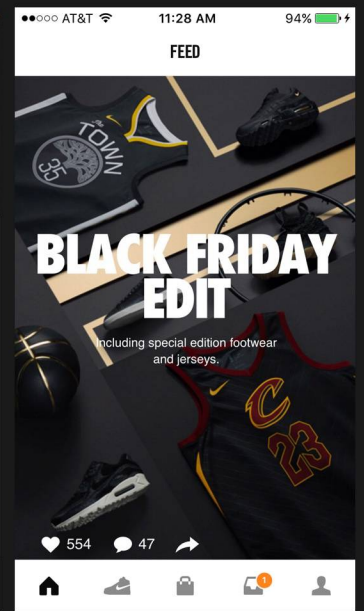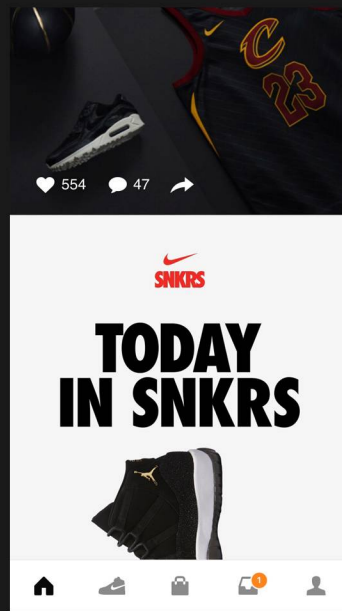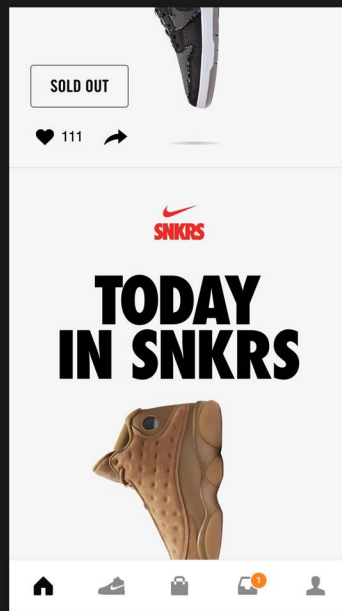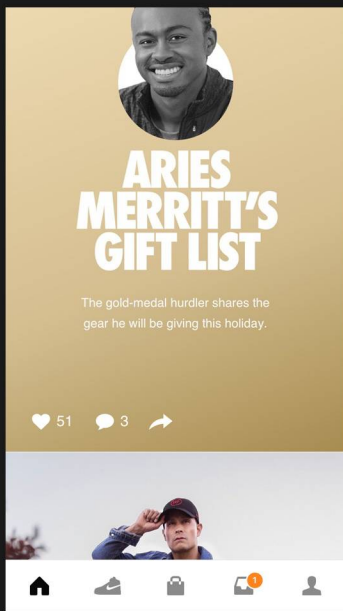
CLASSY / ORNAMENTATION

Ben

Wants a small burst of distinguishment that custom eyewear can provide. Overall, he is socially and fashion conservative but enjoys accessorizing with unique items.

HEIRLOOM / LUXE / VALUE

Kai

Seeks luxury, high quality goods that will last a long time. Values heirloom quality. Likes heft feeling products with rich, lustrous materials.

ROUGH / HANDMADE

Chester

Is DIY all the way. Likes to make his own things or have a hand in making them. Likes to customize and personalize.

Journey Mapping

Before 😐

I want a new pair of glasses, but I'm looking for something beyond the plastic frames I'm used to buying.

▼

Discovery 😐

This company looks interesting, but how do I find the right option? There are hundreds of combinations and I can't keep them straight. Which woods look good with my face shape, skin tone, hair, and clothing?

Browsing 😐||☹

I feel there are too many options but it is fun to look through the app. The interface has a lot of animations and I've never seen many of these woods before. How will I decide which option to spend my money on? They have a 90 return policy, but still...

▼

Social 🙂

Here I see a huge variety of people wearing the product. It helps to see them in real life. Every picture is tagged and links to the product page. That is helpful.

▼

Video Chat ☹

It seems weird to set up a video appointment to buy a pair of glasses.

▶

Video Message 🙂

I can text the stylist a short video saying what I like and showing my current glasses and they will text me back recommendations. That takes less time and works better for me.

Purchase 🙂

The design I picked out looks wonderful and I'm confident I will like them, but feel no pressure to return them if I don't. The stylist's recommendations were genuinely helpful and they seemed to care about getting me the best pair of glasses for me.
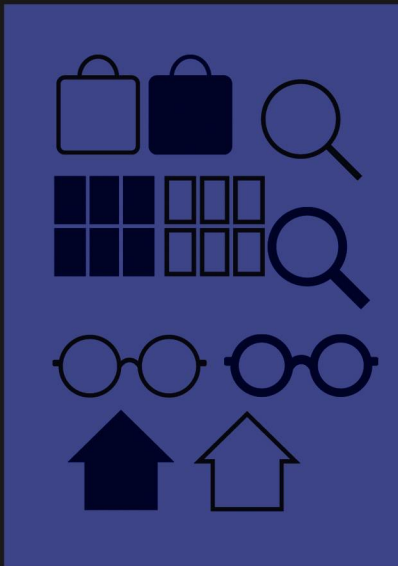
▼

After 🙂

I've had my glasses for 3 months and today Sires asked me to tag one of my social media posts with their product in it. They've been so cool I have no problem doing that.
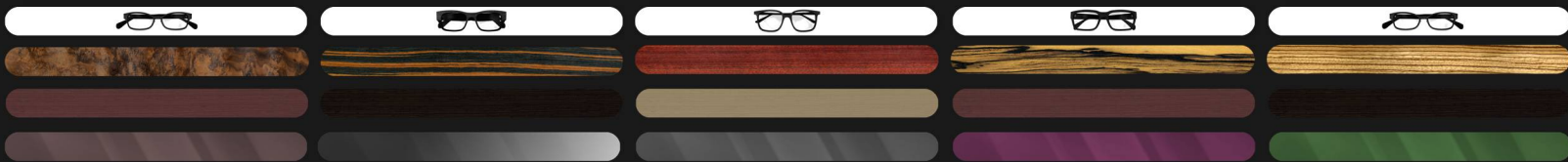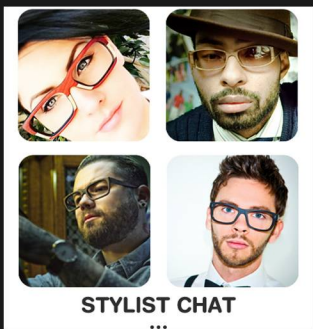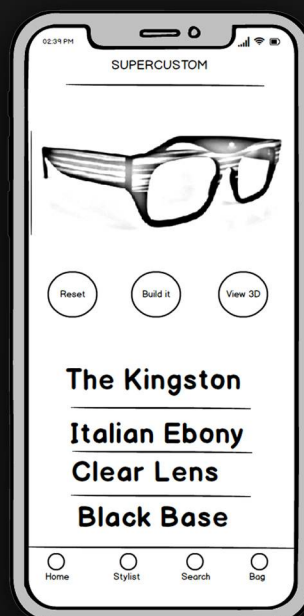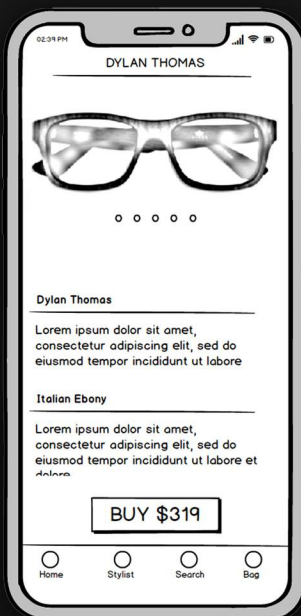
Icons

Material swatches

Browsing system

STYLIST CHAT
...

STYLIST CHAT

NEW FRAMES

SHOP BY WOOD

Menus

Wireframing

Screen 1 — Home
Sires Crown
WOOD + ART EYEWEAR

New Frames

Shop All

Shop By Wood

Home   Stylist   Search   Bag

Screen 2 — Sires Crown
SIRES CROWN

New Frames

Shop All

Shop By Wood

Shop By Shape

Home   Stylist   Search   Bag

Screen 3 — Shop All
SHOP ALL

The Bradbury

Dylan Thomas
$319

The Cate

Home   Stylist   Search   Bag

Screen 4 — Shop By Wood
SHOP BY WOOD

TEAK
WALNUT
FLAMED MAPLE
WHITE EBONY
WENGE
ITALIAN EBONY
BLOOD WOOD

Home   Stylist   Search   Bag

Screen 5 — Dylan Thomas
DYLAN THOMAS

o o o o o

Dylan Thomas

Lorem ipsum dolor sit amet,
consectetur adipiscing elit, sed do
eiusmod tempor incididunt ut labore

Italian Ebony

Lorem ipsum dolor sit amet,
consectetur adipiscing elit, sed do
eiusmod tempor incididunt ut labore et
dolore

BUY $319

Home   Stylist   Search   Bag

Screen 6 — Stylist Chat
STYLIST CHAT

SALLY

Select a Stylist to See if They're Available

Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed do eiusmod tempor
incididunt ut labore et dolore magna
aliqua. Ut enim ad

Home   Stylist   Search   Bag

Screen 7 — Supercustom
SUPERCUSTOM

Reset   Build it   View 3D

The Kingston

Italian Ebony
Clear Lens
Black Base

Home   Stylist   Search   Bag

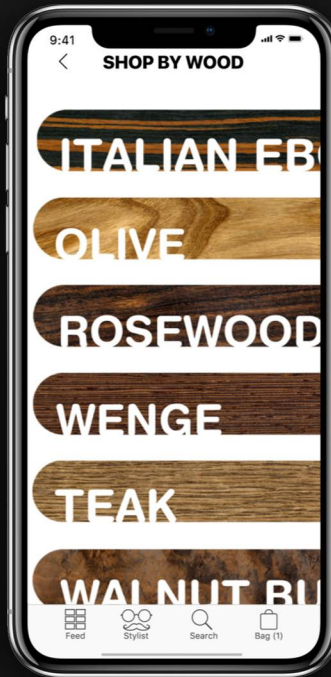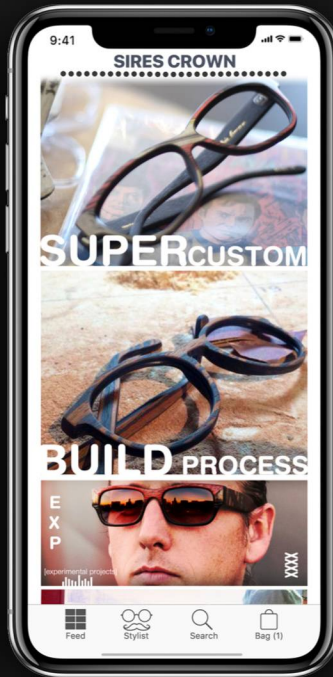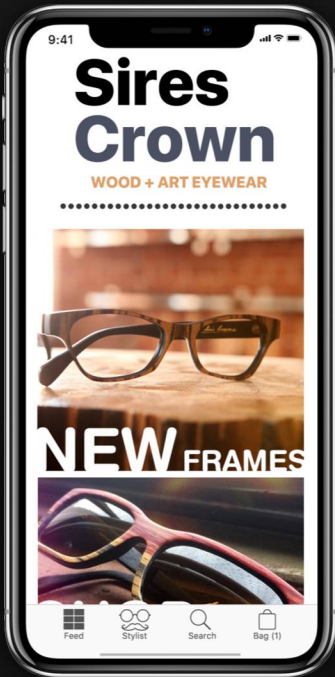View the animated prototype **https://youtu.be/omibd1MT8pA**

Solution

Status: Unreleased / In development

Challenges

Developers don't like non-standard transitions and non-standard interface animations.

A checkout flow is more difficult than it seems, given that we must collect RX and insurance info.

Field studies are an absolute necessity and the insights they provide are invaluable.

Learning

It helped to become familiar with the limitations of iOS in order to design more practically for implementation. Coming from web design, I had experienced this when I learned React.js.

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