KRD

kylerisandesign

UX DESIGN CASE STUDY:
Microsoft Band
Enhanced Product Page

12.1.2014

Microsoft Band enhanced product page

In 2014 Microsoft launched an innovative smartband that combines the functionality of a fitness band with the connectivity of a smartwatch. I designed a new product page template for the device on MicrosoftStore.com.

As this was a confidential product launch, everyone that was involved was required to sign a special NDA and Microsoft strictly limited the amount of people involved. I was the only UX designer assigned to the project, along with one production artist and we reported directly to the Creative Director. For this reason I was the sole owner of this project from a UX standpoint from beginning to end.

Objective:
Create an interactive and engaging, fully responsive product page for Microsoft Band, which provides a rich-media experience to educate the customer about the product. Facilitate easy purchasing for customers on a computer or mobile device.

What I did:
· Initial concepts and wireframes

· Iterated on designs and presented to stakeholders
  (Creative Director, Microsoft Band brand team)

· Created image assets

· Directed site-wide banner creation by production artist to
  support the launch

· Worked hand-in-hand with development team to build and
  launch the page

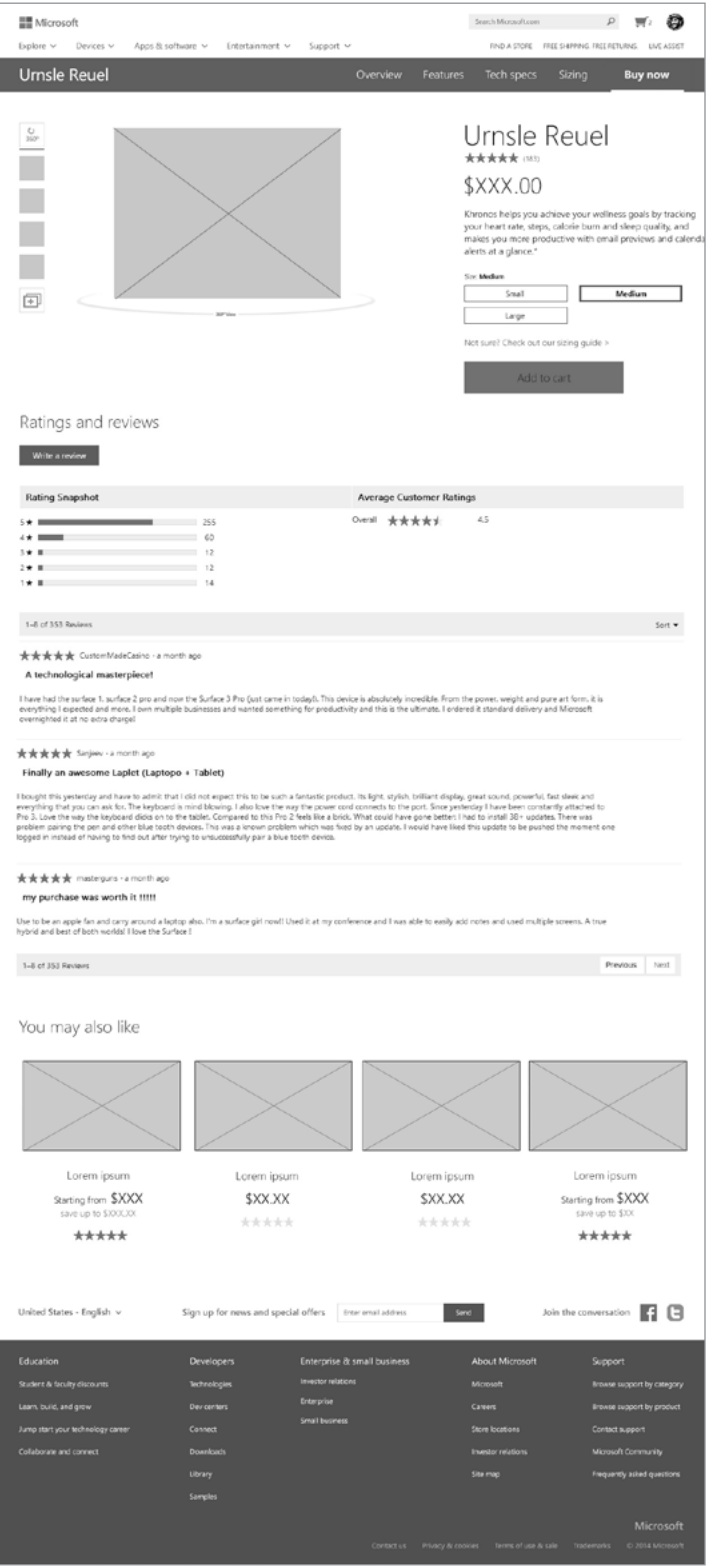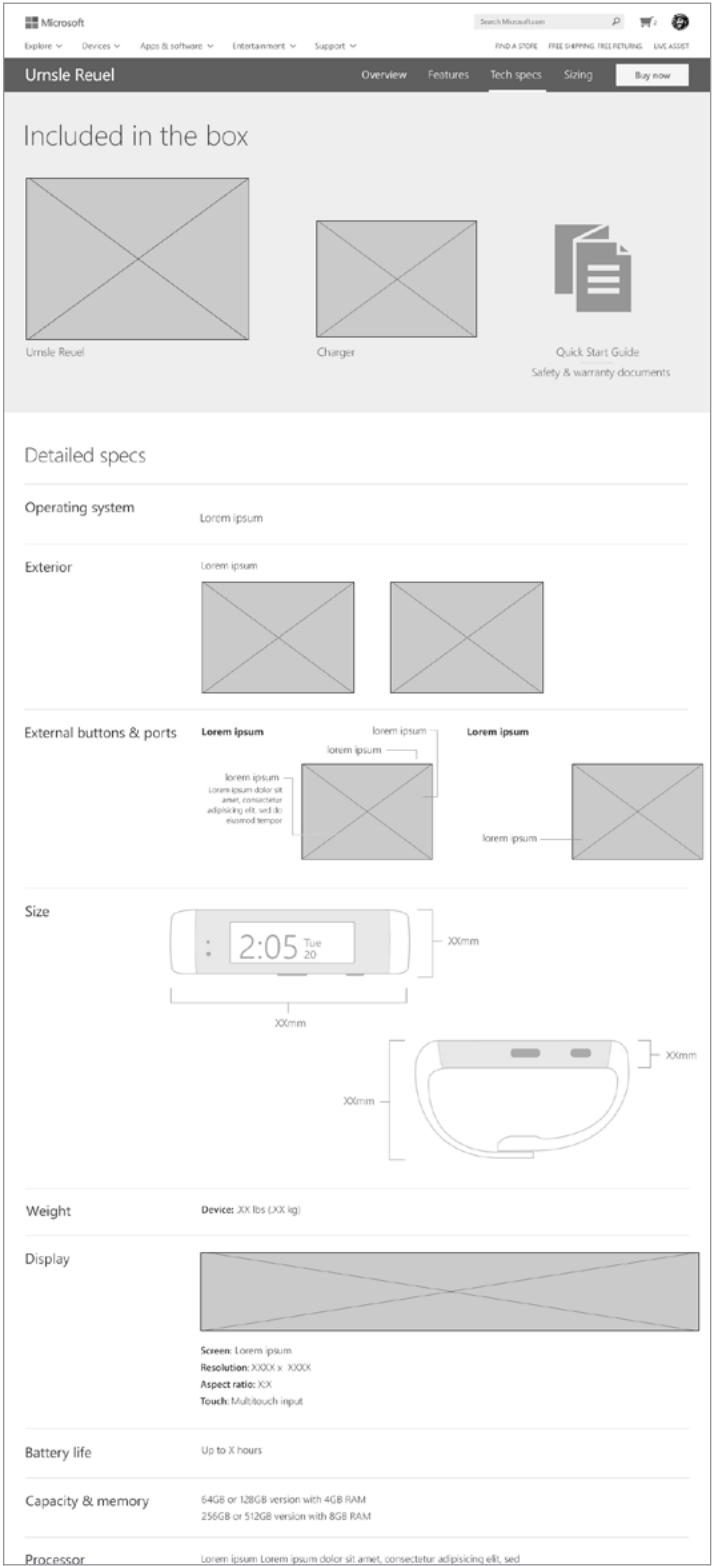· Post launch analysis using heatmaps and other data
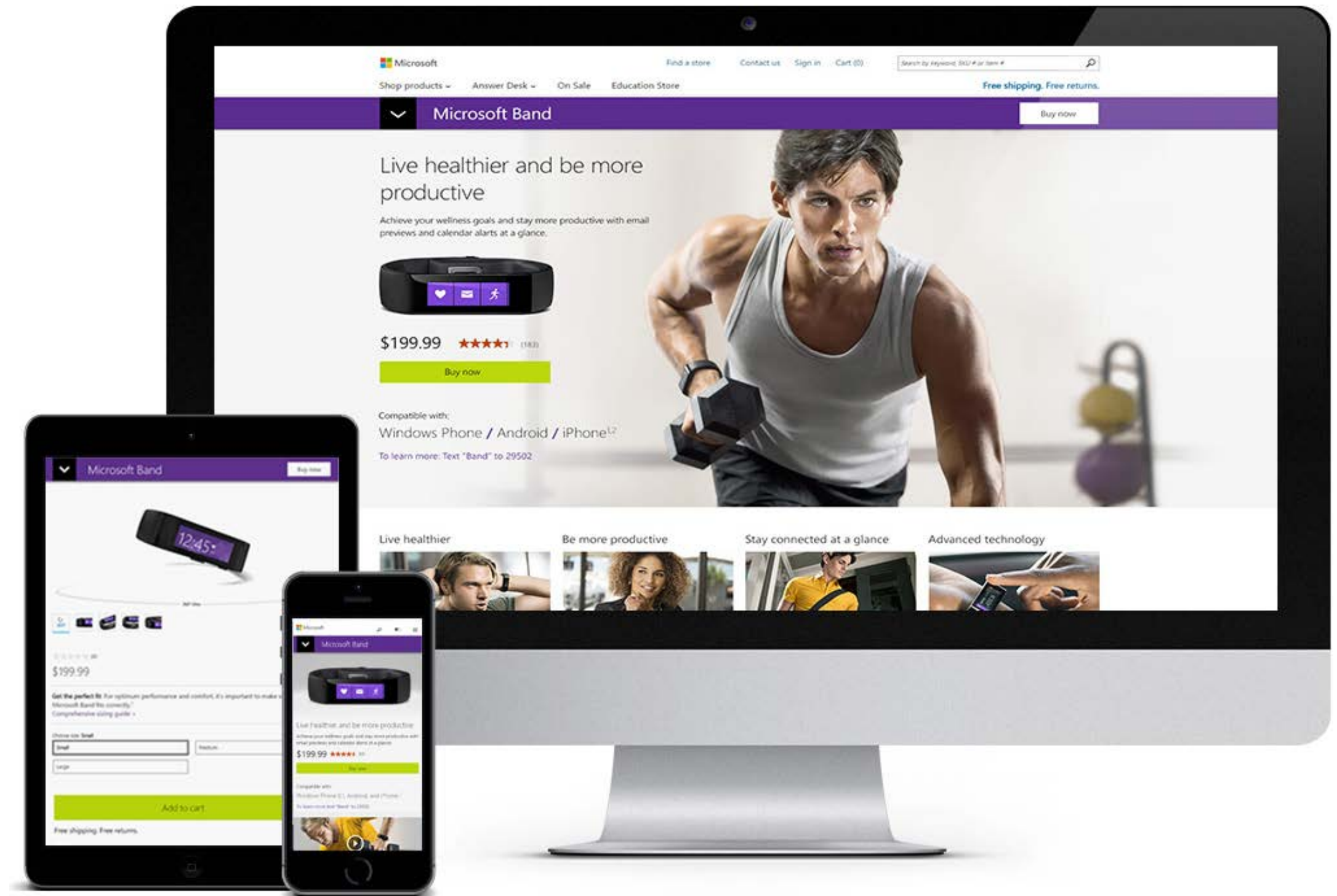
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Wireframes

I used wireframes to present initial concepts to the Creative Director for incremental feedback and refinement.
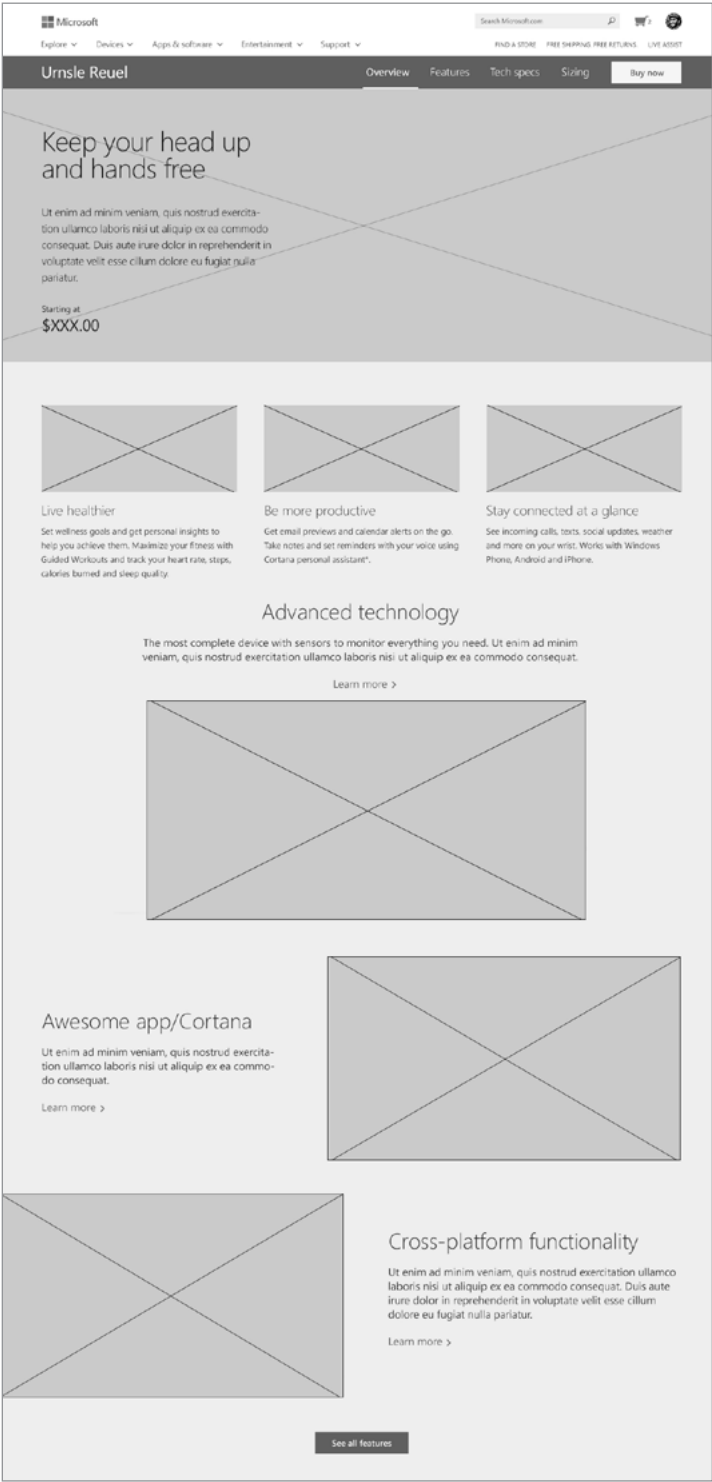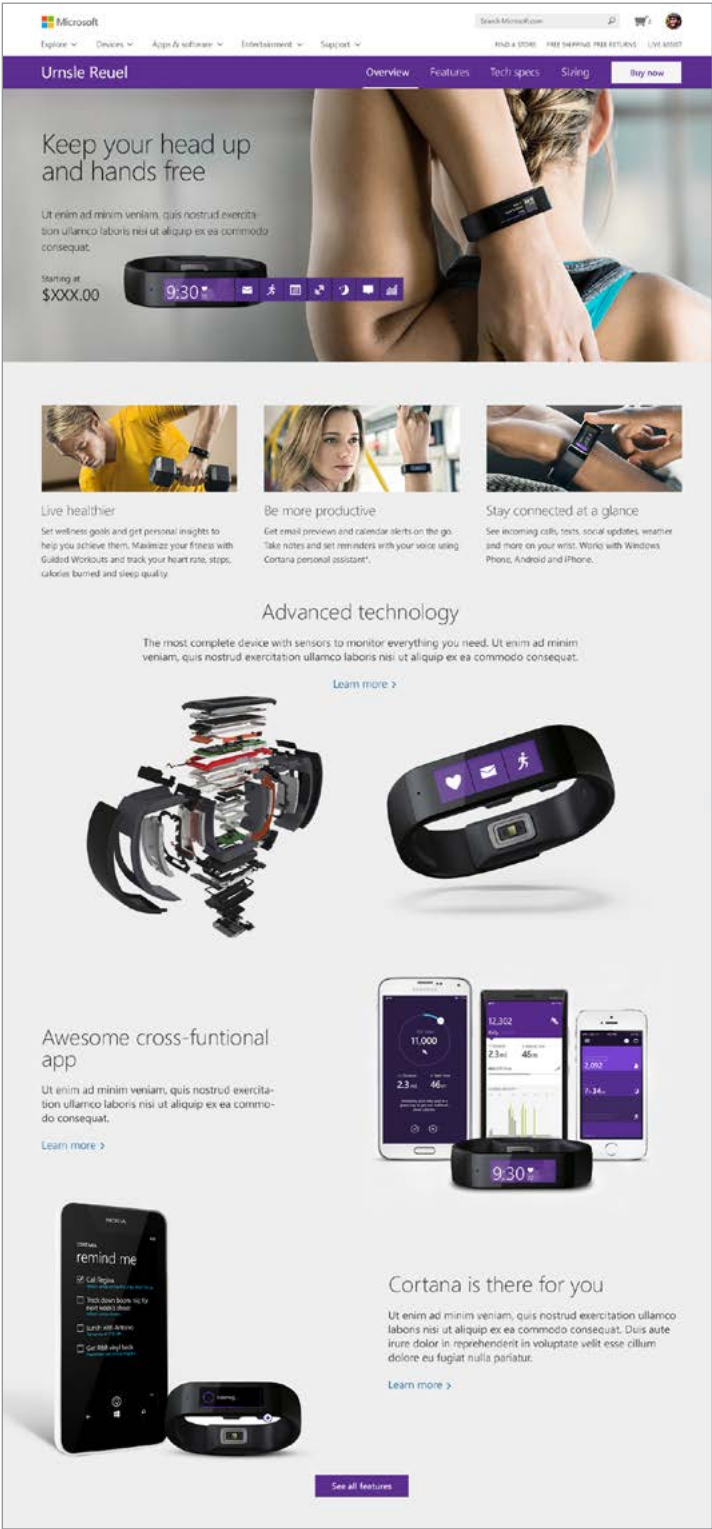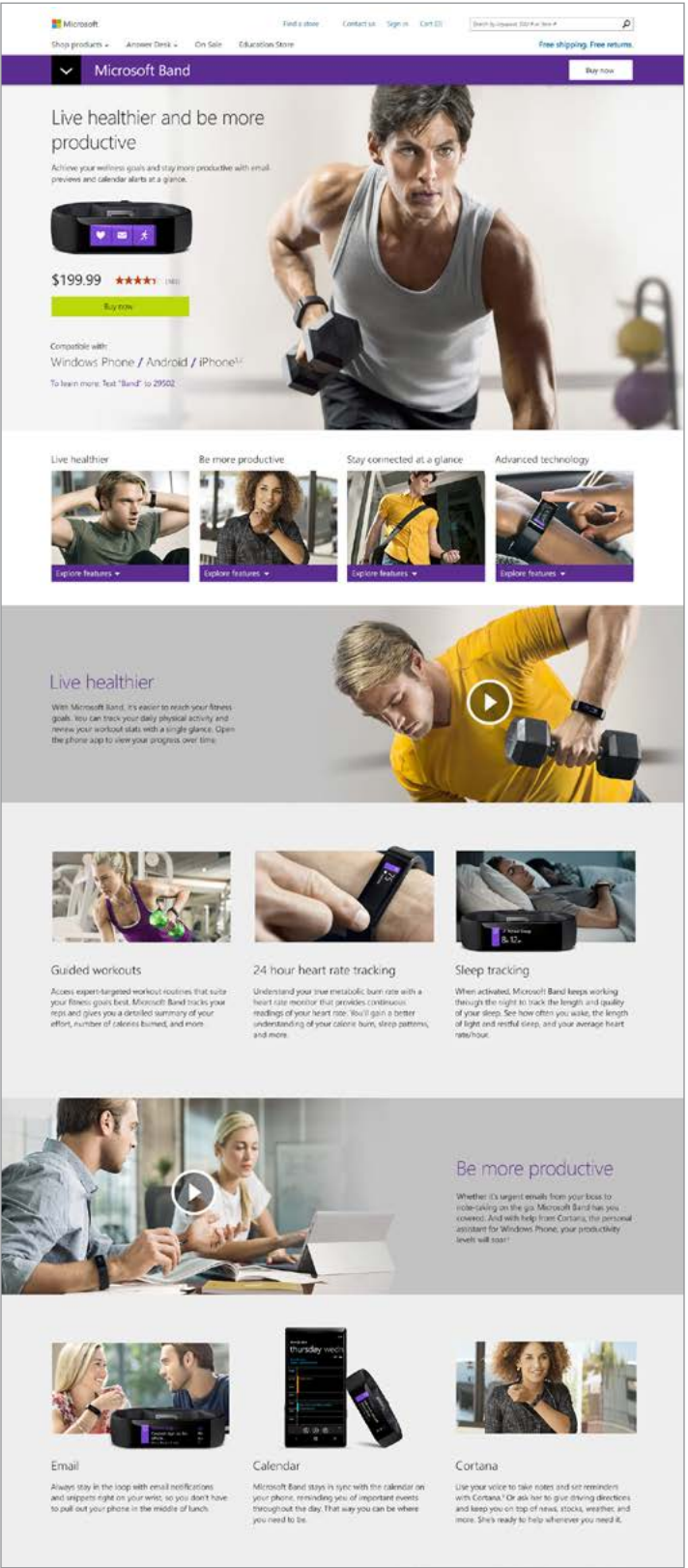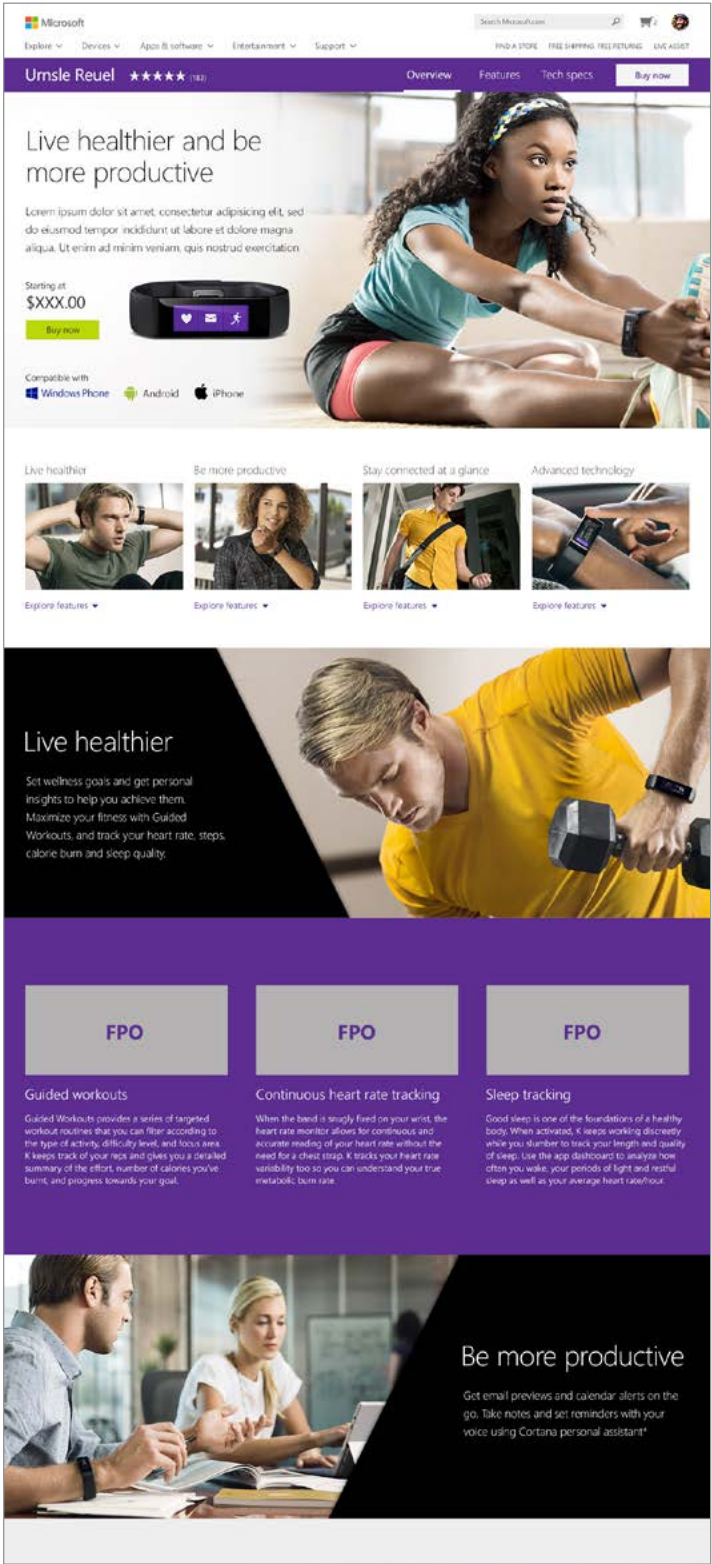

Initial wires

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Initial comps, desktop view

I created comps and presented iterations to the Creative Director and Microsoft Band stakeholders for incremental feedback and refinement.
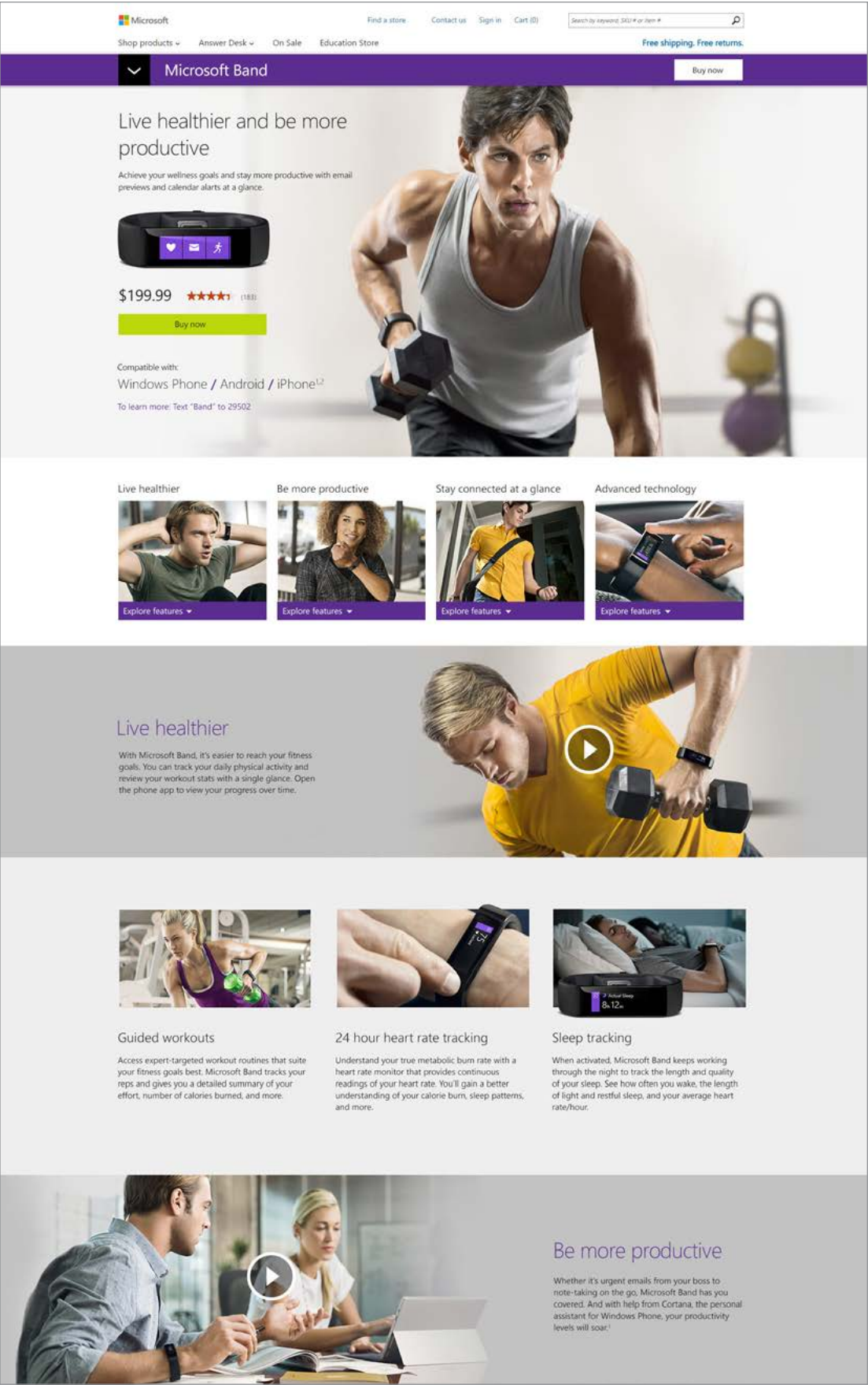

Design iterations
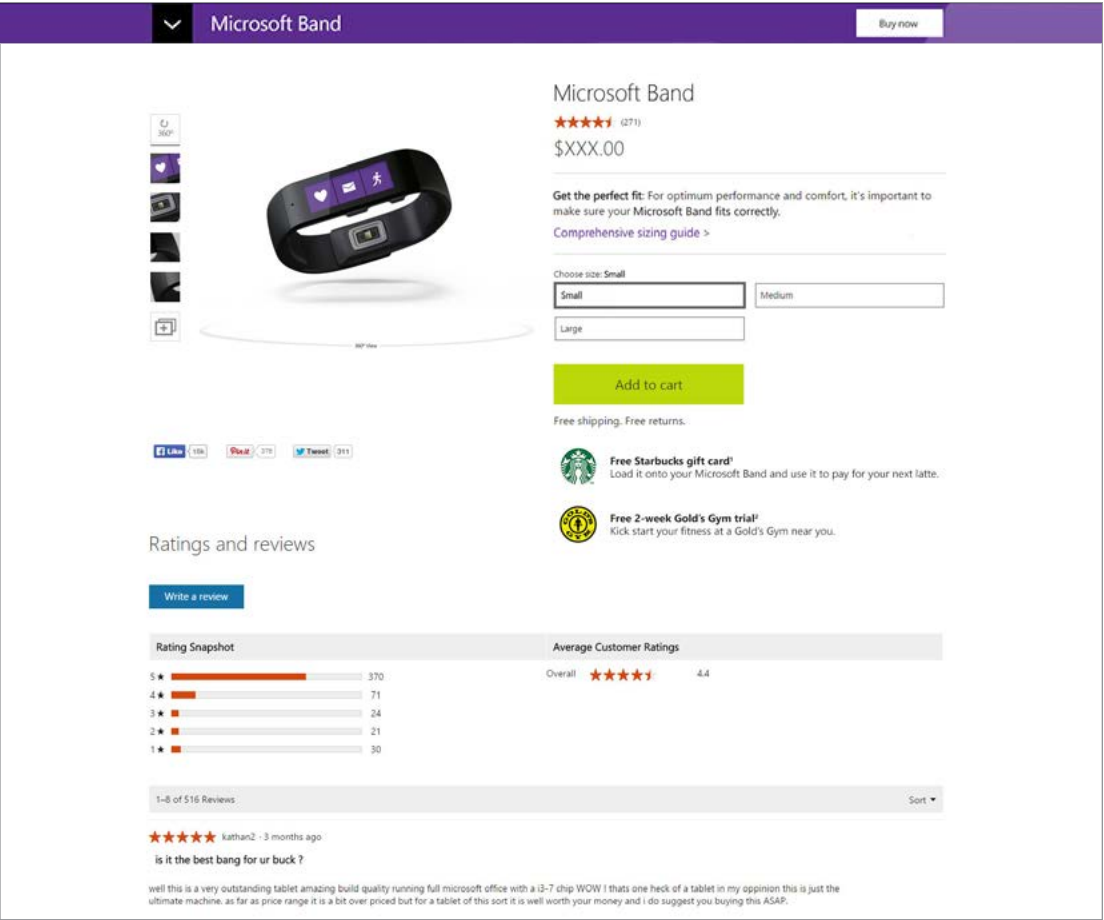
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Final design, desktop view

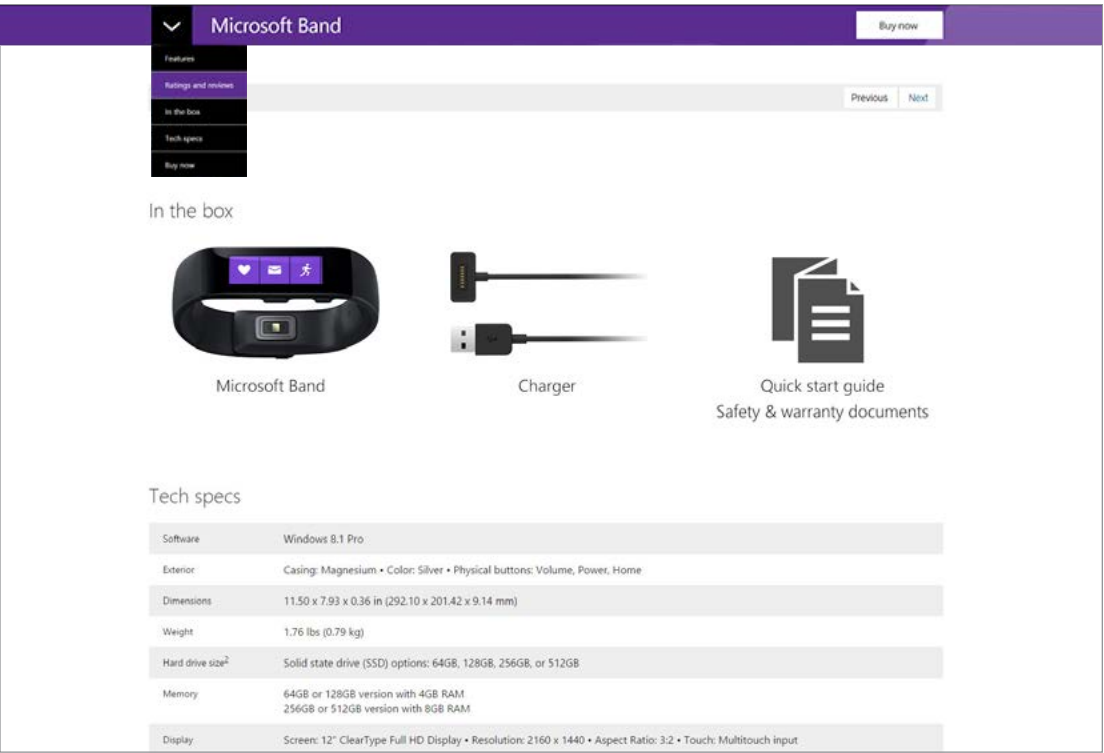This is the final template design for the desktop view. Features of the page include:

· A "sticky" nav bar with a drop-down menu that will link the user to any section of the page and a persistent Buy Now CTA that will animate the page to the buybox area where the user can make a purchase decision

· A large "storytelling" section with high-impact images and product videos to interact with

· A buybox area with a pop-out photo gallery, interactive 360-degree product viewer and an intuitive size selector
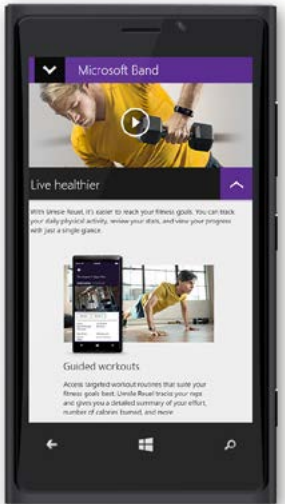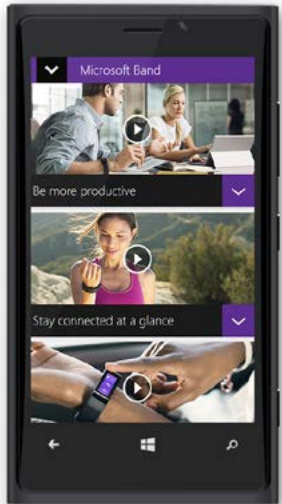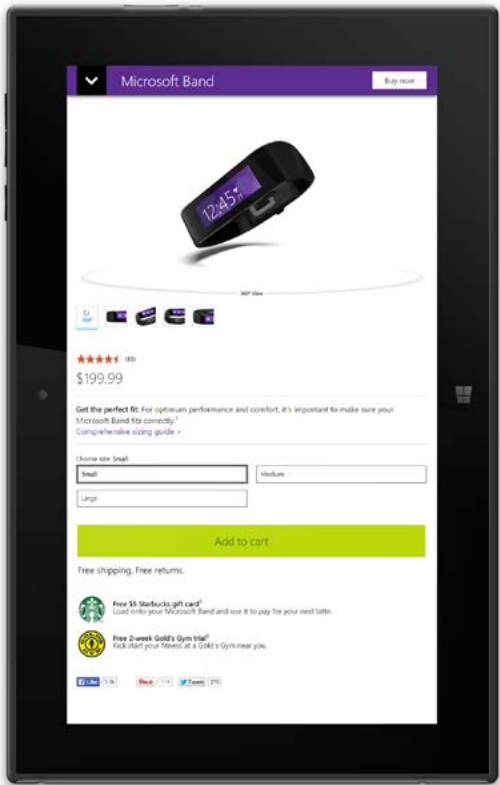
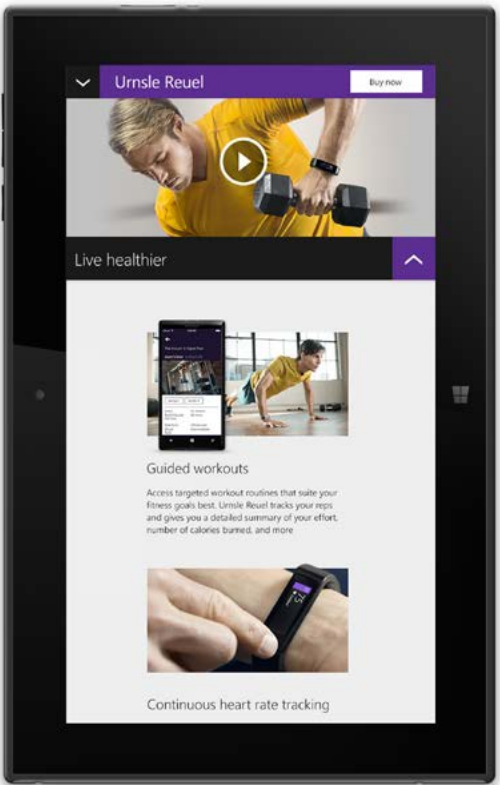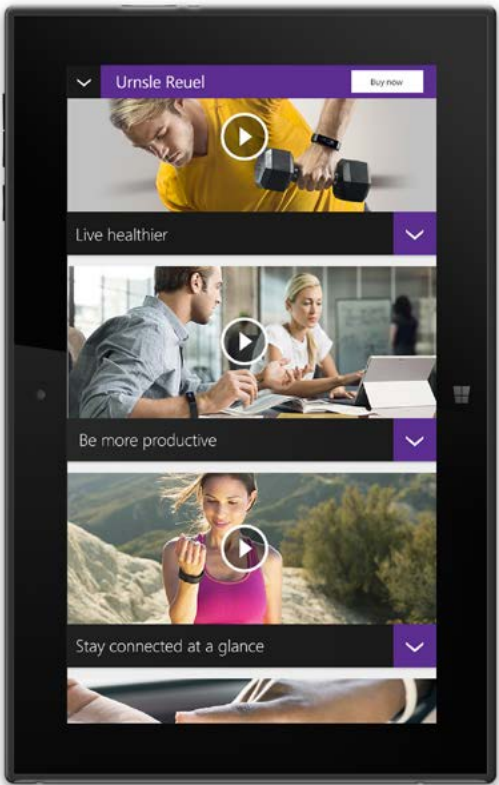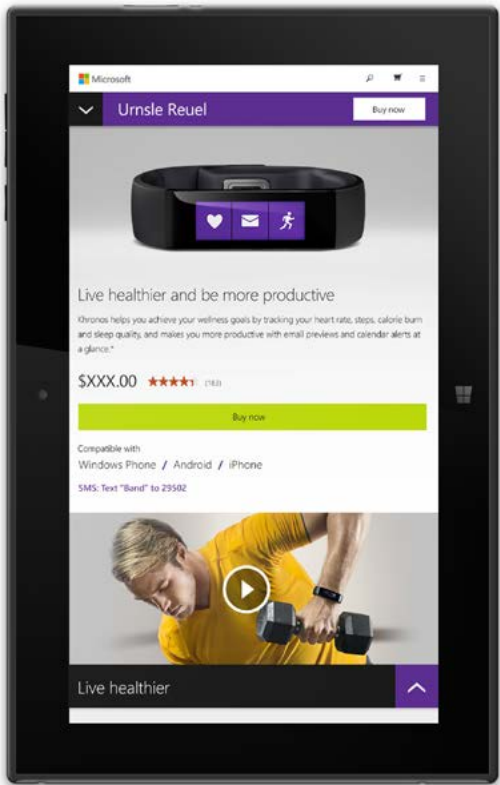

Final design

Final design (cont.)

Final design (cont.)

Microsoft Band enhanced product page

Final design, mobile view

This is the final template design for the mobile and tablet views. Features of the page include:

· A "sticky" nav bar with a drop-down menu that will link the user to any section of the page and a persistent Buy Now CTA that will animate the page to the buybox area where the user can make a purchase decision

· An expandable "storytelling" section that presents the user with four interactive videos and the ability to expand each section for more information

· A buybox area with a pop-out photo gallery, interactive 360-degree product viewer and an intuitive size selector
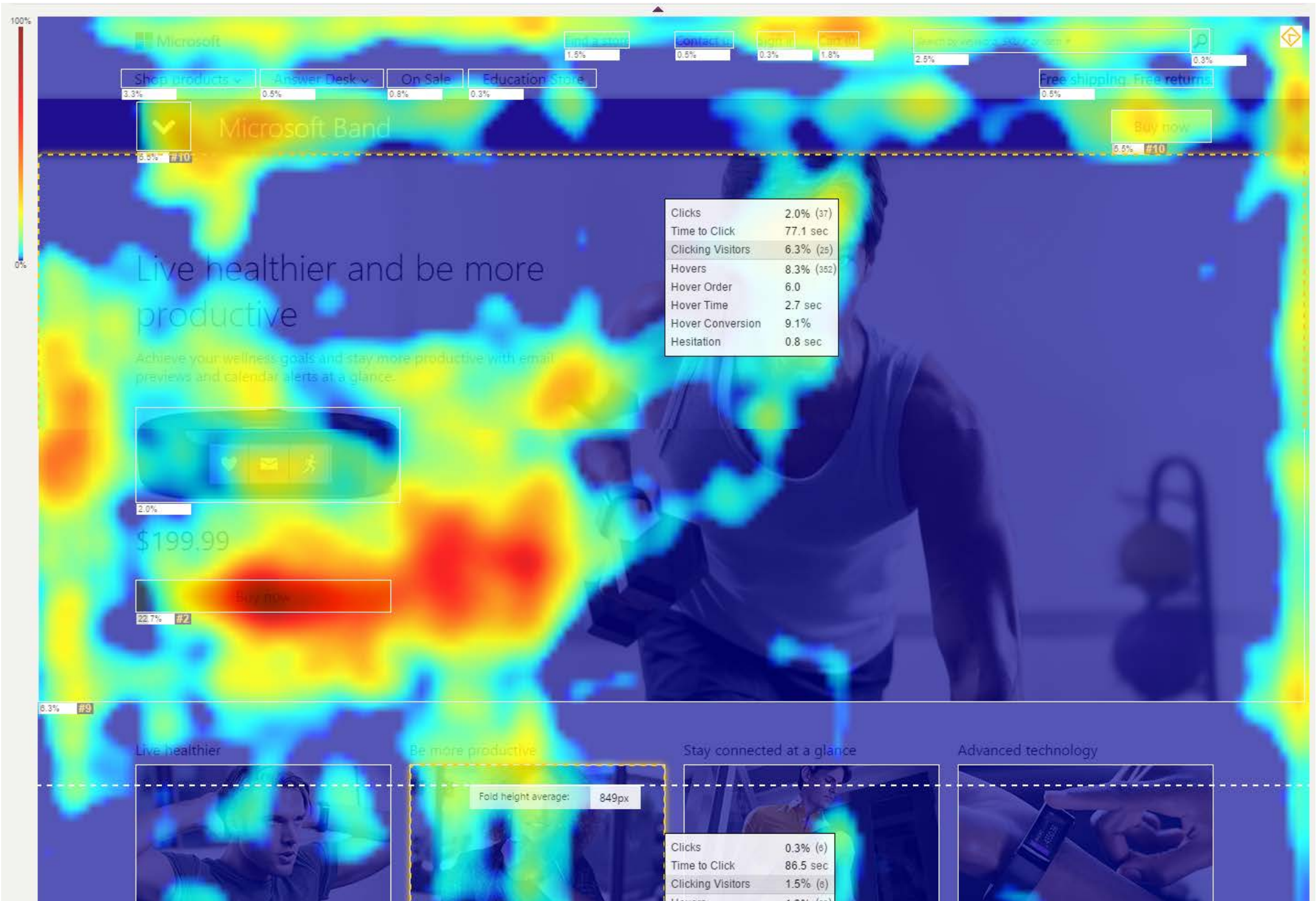

Final design, tablet view

Final design, mobile view

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Post-launch analysis

Post-launch analysis was done using ClickTale to visualize user interaction through heatmapping. We also looked at page data and conversion rate as well as Customer Service feedback. Overall, the page was a success and we sold through initial inventory in less than 24 hours!

Heatmap