

UX DESIGN CASE STUDY: MicrosoftStore.com Responsive Product Detail Page template 12.1.2014

As part of a site-wide initiative to make MicrosoftStore.com fully responsive, I was tasked with re-designing the product detail page template to create a seamless experience for desktop, tablet and mobile devices.

I was also asked to design a new enhanced, rich media PDP template to highlight hero products such as Xbox One game releases and high-profile devices.

Objective:

Create an interactive and engaging, fully responsive product detail page template which provides a rich-media experience to build excitement for high-profile products.

What I did:

- Initial concepts and wireframes
- Iterated on designs and presented to stakeholders (Creative Director, Product merchandisers)
- Rapid prototyping
- Usability and A/B testing
- Created image assets
- Worked hand-in-hand with development team to build and launch the template



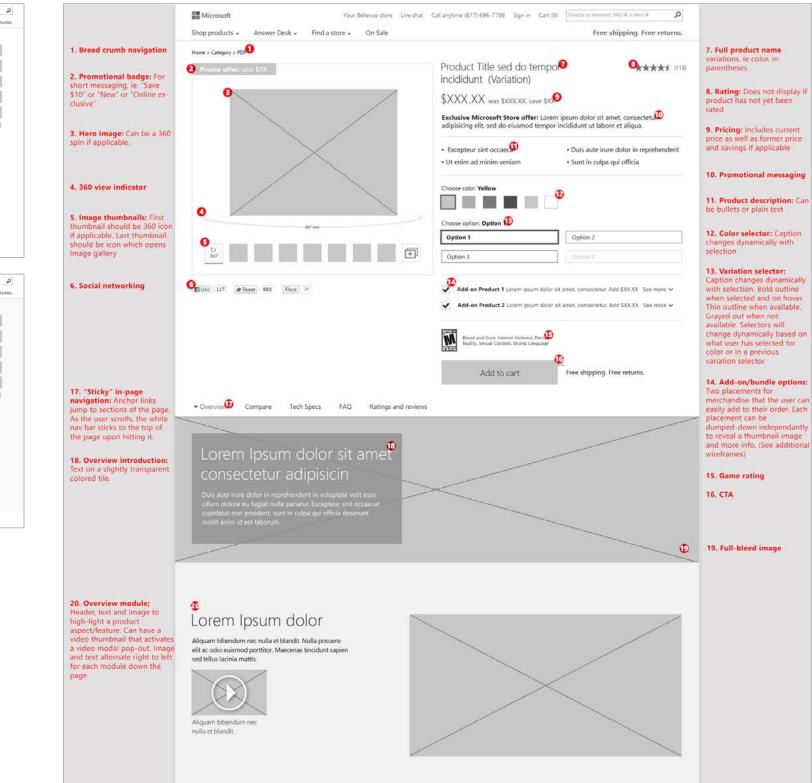


Wireframes, desktop view

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

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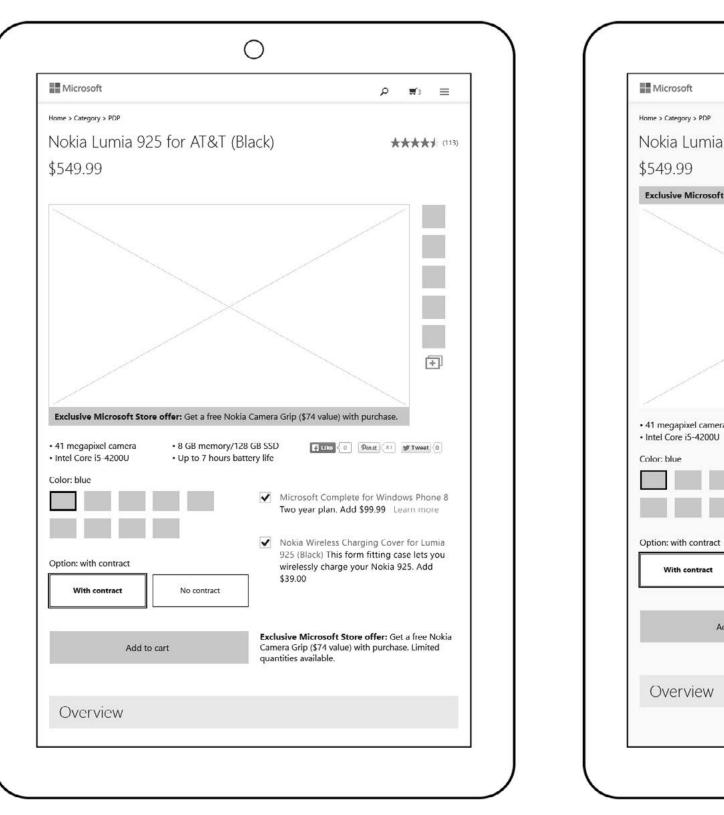
Initial wires



Final wires with notation

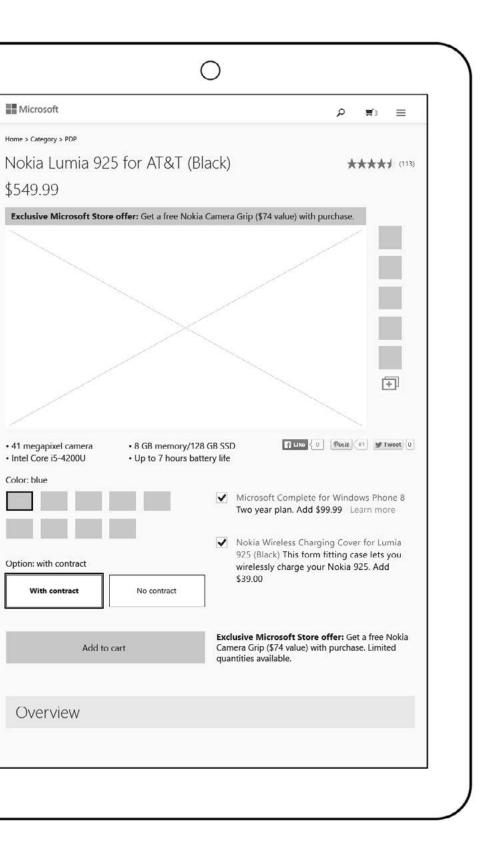


Wireframes, mobile view



Initial wires

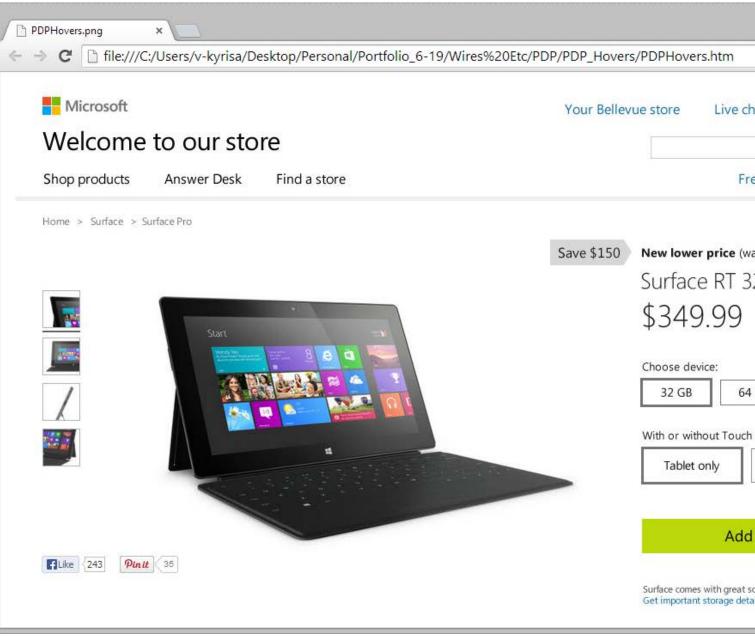




With contract

Prototyping and usability testing

In order to get insights about the product buy-box design, I created some interactive prototypes and tested them with UserTesting.com. Specifically to make sure the product selector modules were intuitive and easy to use.



Early prototype of product option selector



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Final design for Surface Pro 3

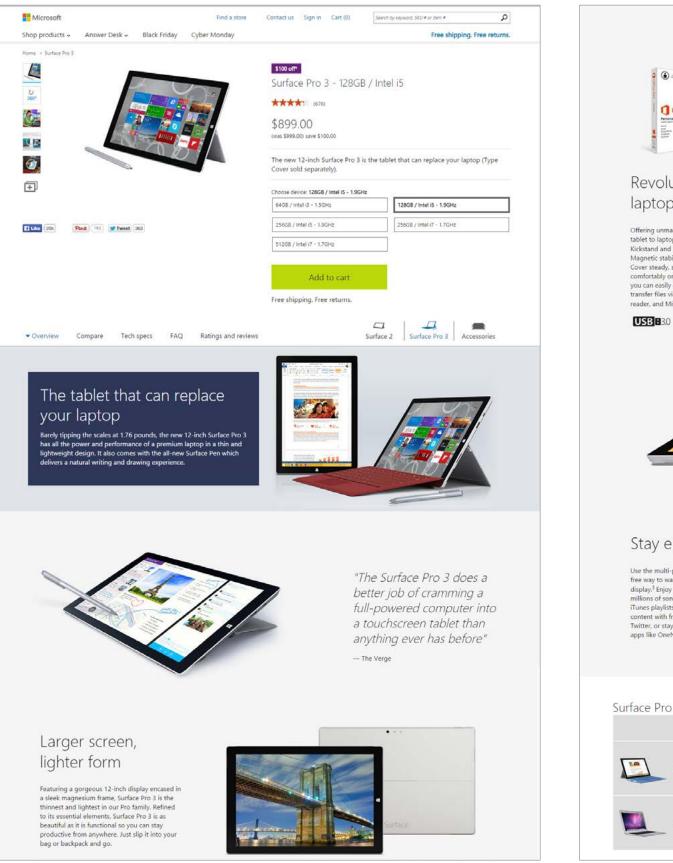
This is the final template design for the desktop view. Features of the page include:

· An intuitive product option selector so the customer can quickly choose and add to cart

• A robust "storytelling" section to show off the product features

· An interactive compare chart so the customer can easily see how Surface stacks up against the competition

• A "sticky" navigation bar to guide the user to any section of the page



Surface Pro 3 product detail page

Surface Pro 3 product detail page (cont.)



. Office 3

Revolutionary laptop

Offering unmatched versatility, you can go from tablet to laptop in a snap with the multi-position Kickstand and Surface Pro 3 Type Cover.¹ Magnetic stability keeps the Surface Pro 3 Type Cover steady, so you can work just as comfortably on your lap as at your desk. Plus, you can easily connect your peripherals and transfer files via a full-size USB 3.0. microSD card reader, and Mini DisplayPort.4



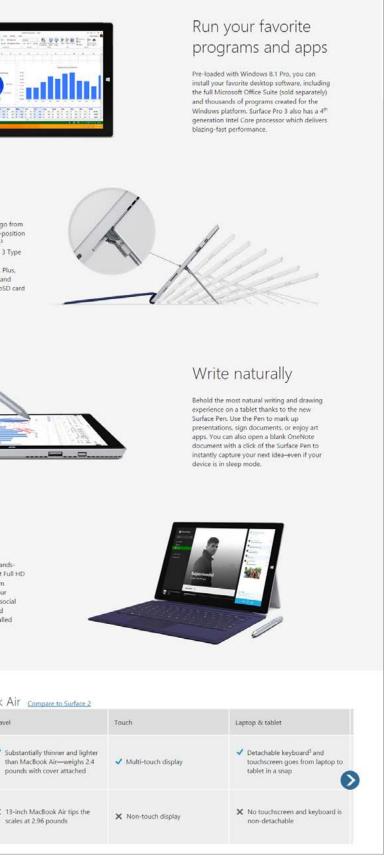


Stay entertained

Use the multi-position Kickstand for a hands free way to watch movies on the brilliant Full HD display.⁵ Enjoy Dolby audio as you stream millions of songs for free, and import your iTunes playlists. Easily integrate all your social content with free apps like Facebook and Twitter, or stay productive with pre-installed apps like OneNote and Skype.

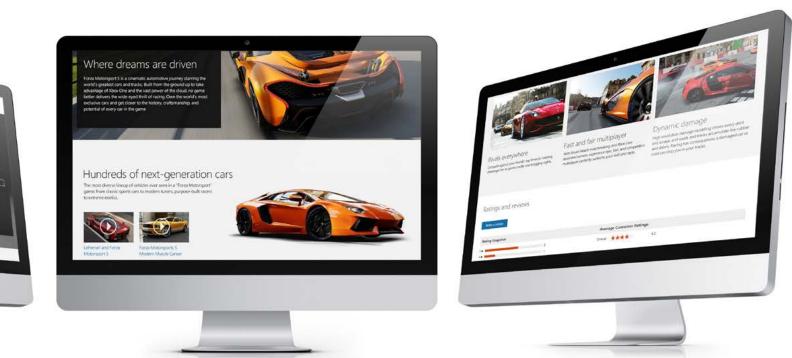
Surface Pro 3 vs. MacBook Air compare to Surface 2

	Trav
Surface Pro 3	~
MacBook Air	×



Enhanced PDP for Forza Motorsport 5





Forza 5 product detail page, desktop



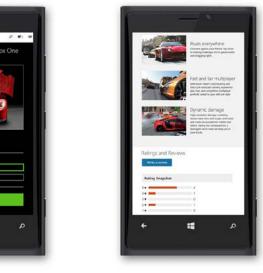




Forza 5 product detail page, mobile









Enhanced PDP for the Nokia 1020 phone





Nokia 1020 product detail page, desktop







Nokia 1020 product detail page, mobile







