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

12.1.2014

MicrosoftStore.com responsive product detail page template

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.

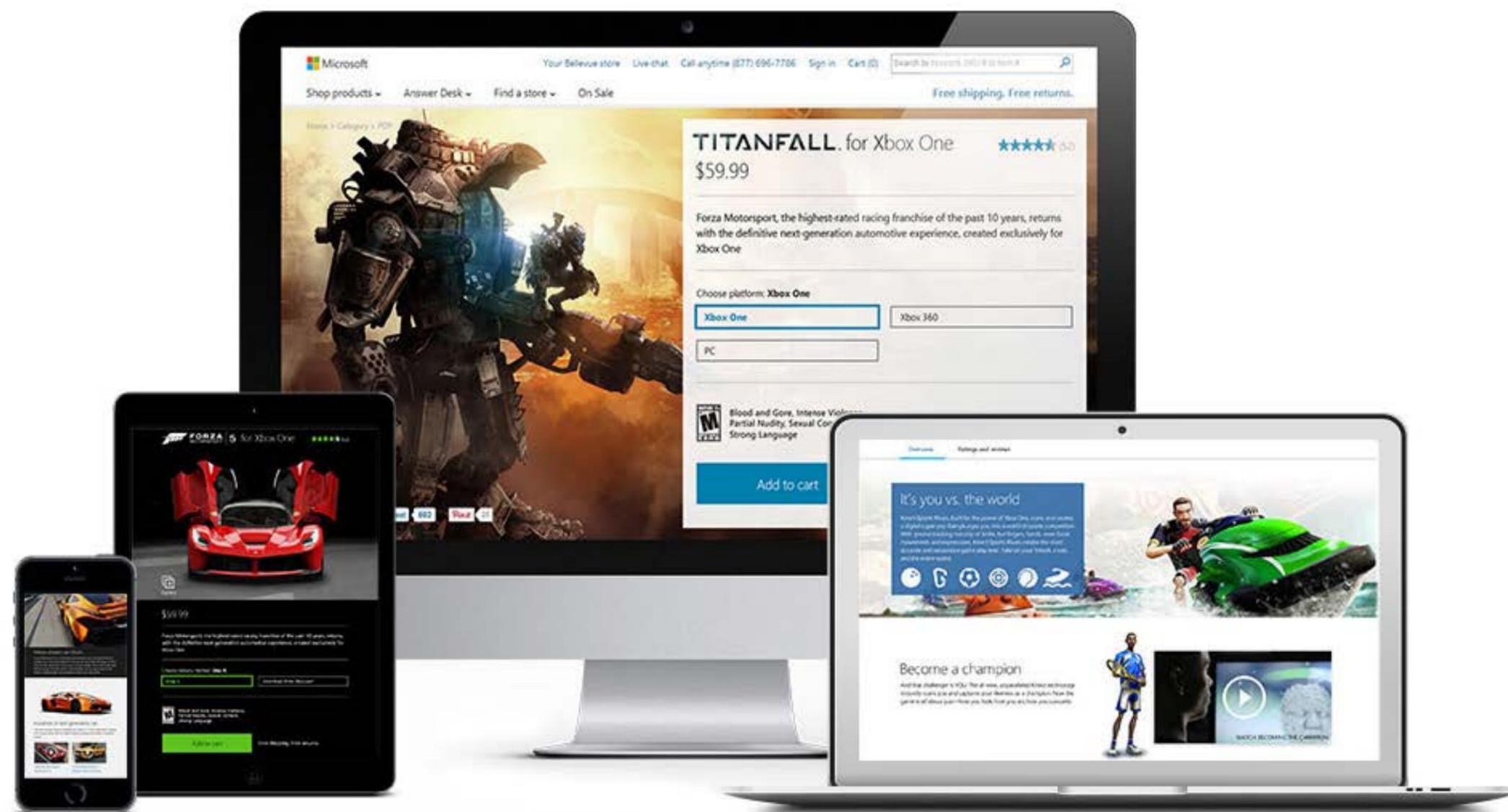
I was also asked to design a new enhanced, rich media PDP template to highlight hero products such as Xbox One game releases and high-profile devices.

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:

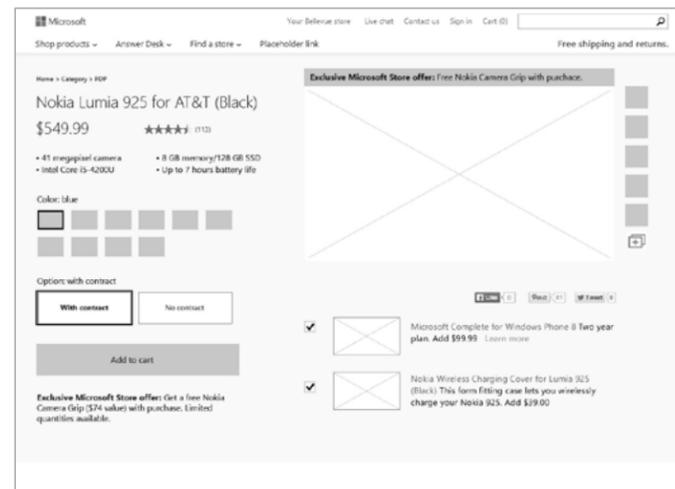
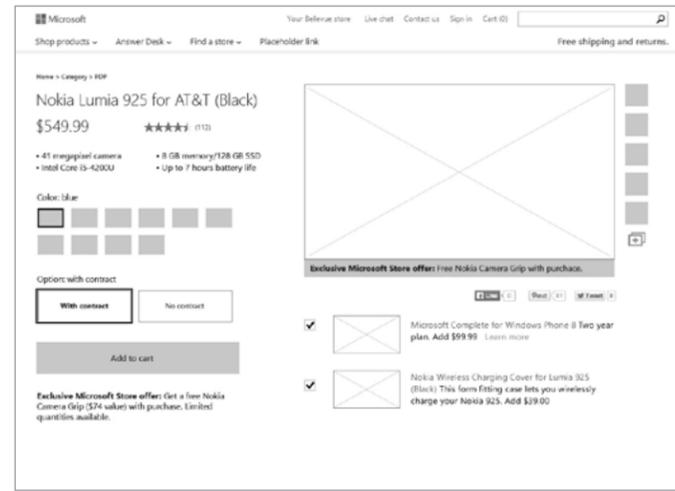
- Initial concepts and wireframes
- Iterated on designs and presented to stakeholders (Creative Director, Product merchandisers)
- Rapid prototyping
- Usability and A/B testing
- Created image assets
- Worked hand-in-hand with development team to build and launch the template



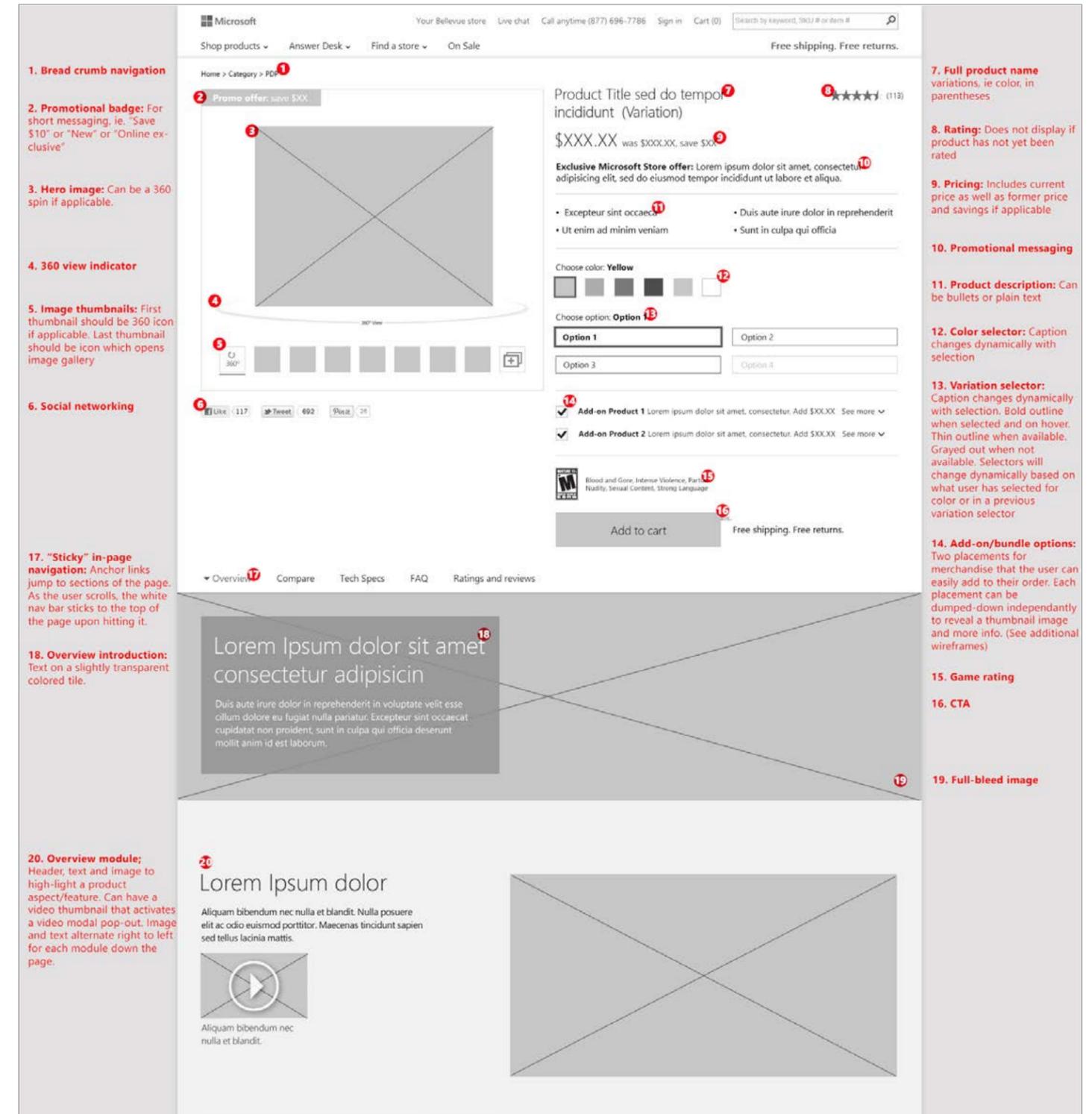
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Wireframes, desktop view

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



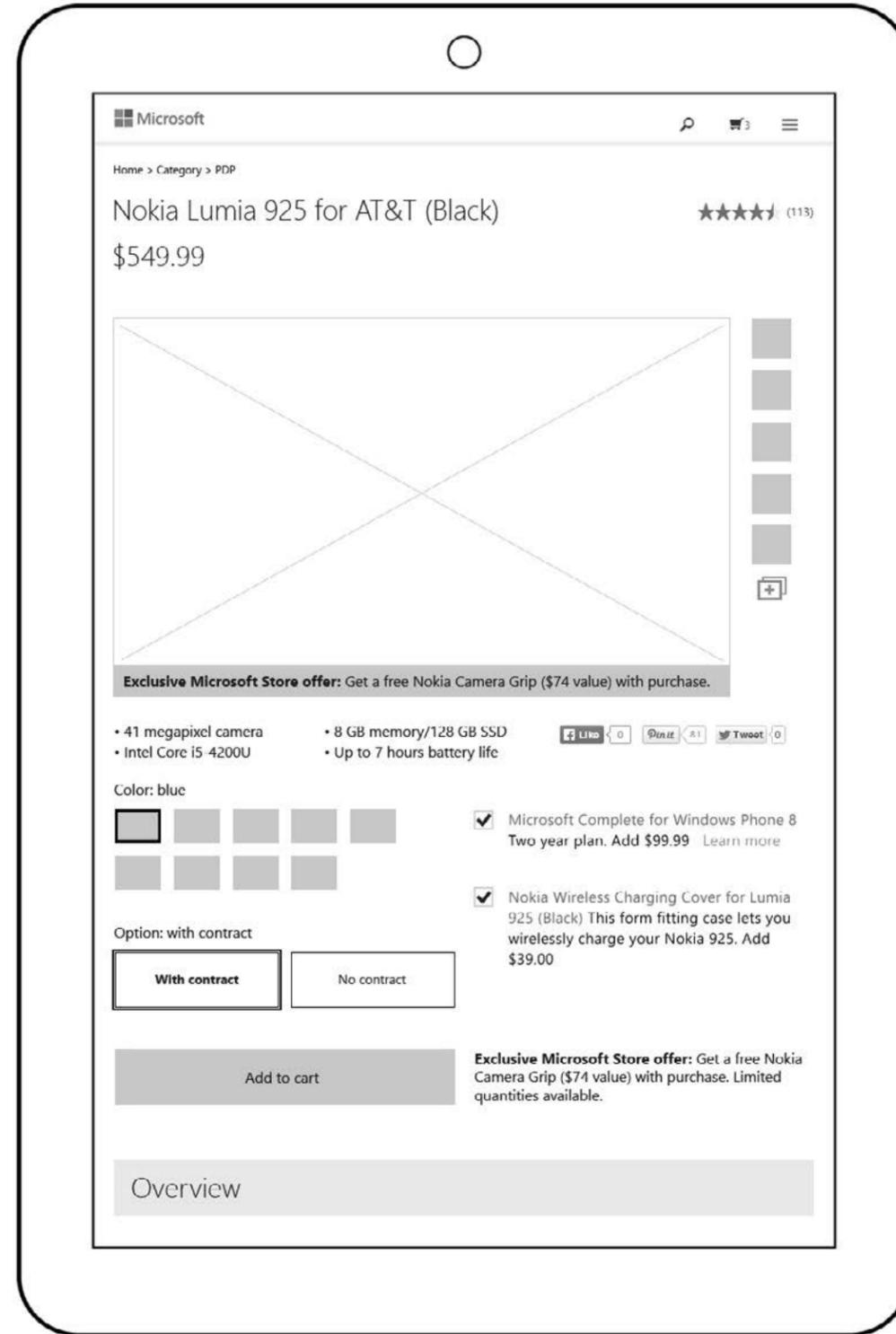
Initial wires



Final wires with notation

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Wireframes, mobile view



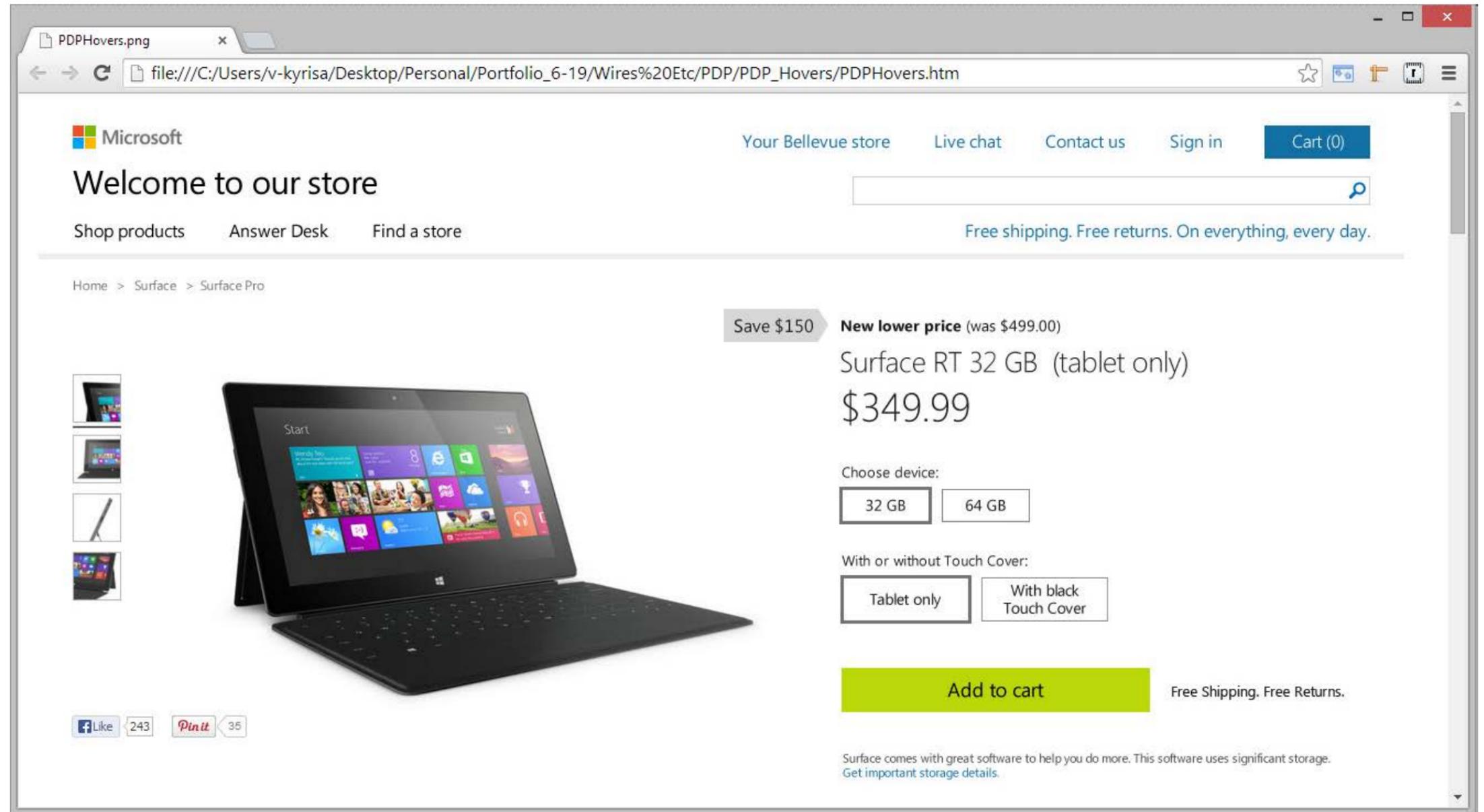
Initial wires



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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

	Travel	Touch	Laptop & tablet
Surface Pro 3	✓ Substantially thinner and lighter than MacBook Air—weighs 2.4 pounds with cover attached	✓ Multi-touch display	✓ Detachable keyboard ² and touchscreen goes from laptop to tablet in a snap
MacBook Air	✗ 13-inch MacBook Air tips the scales at 2.96 pounds	✗ Non-touch display	✗ No touchscreen and keyboard is non-detachable

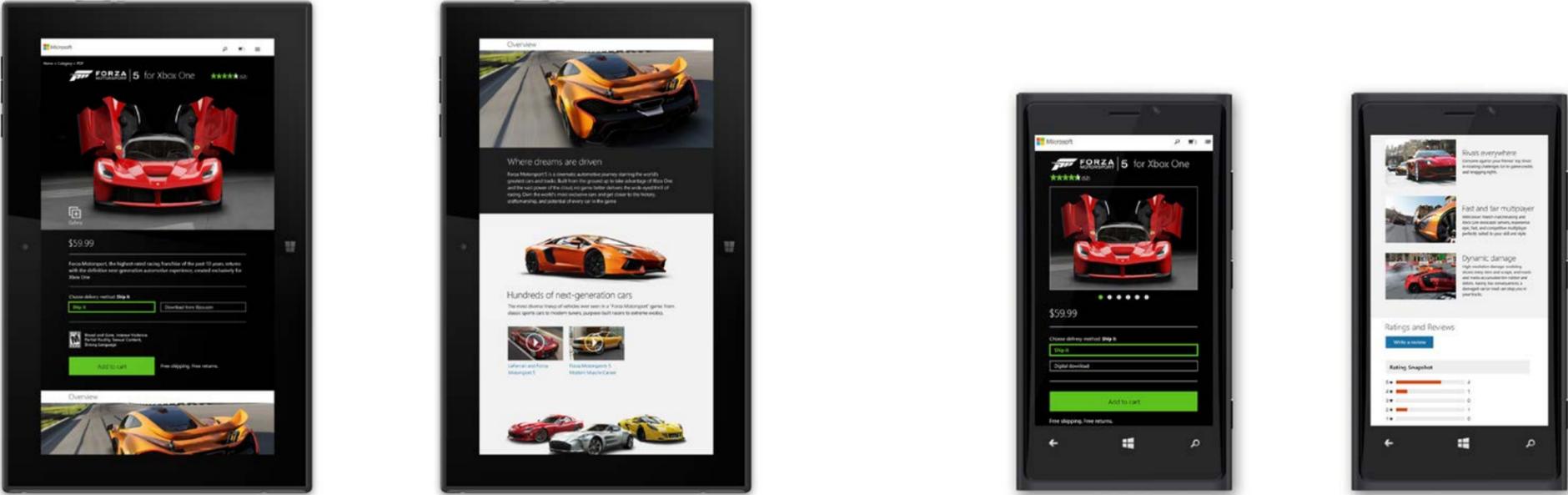
Surface Pro 3 product detail page (cont.)

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Enhanced PDP for Forza Motorsport 5



Forza 5 product detail page, desktop

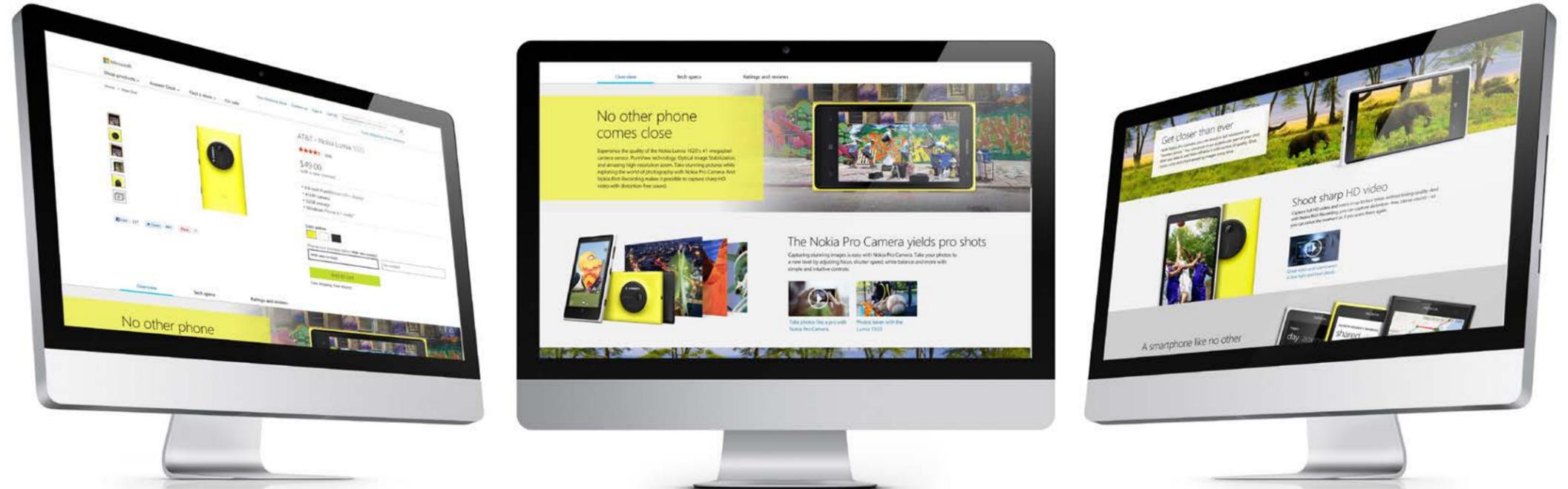


Forza 5 product detail page, tablet

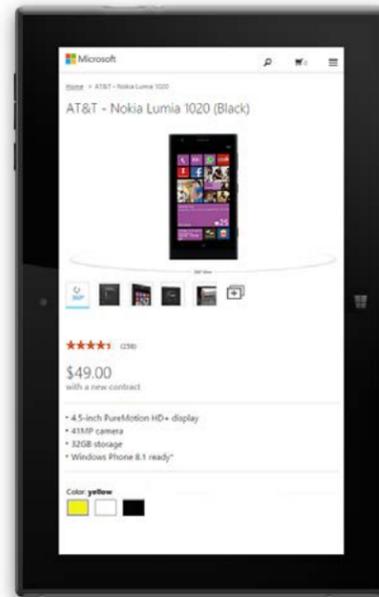
Forza 5 product detail page, mobile

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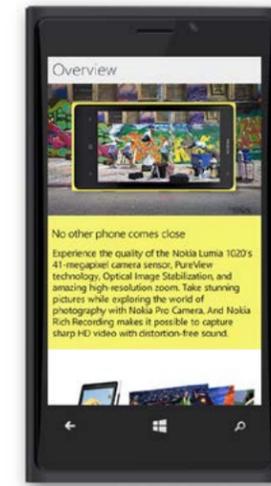
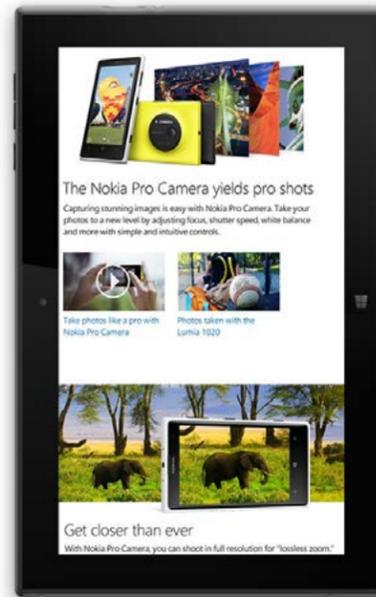
Enhanced PDP for the Nokia 1020 phone



Nokia 1020 product detail page, desktop



Nokia 1020 product detail page, tablet



Nokia 1020 product detail page, mobile