



UX DESIGN CASE STUDY:
MicrosoftStore.com Surface Pro 3 Launch
12.1.2014

MicrosoftStore.com Surface Pro 3 Launch

I was tasked with implementing a new enhanced category page template for Surface to coincide with the launch of the Surface Pro 3 tablet.

This was a confidential product launch, and I was the only UX designer assigned to the project, reporting directly to the Creative Director and Surface Product Manager. 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 category page for the Surface category which provides a rich-media experience to educate the customer about the products and helps them decide which Surface is best for them.

What I did:

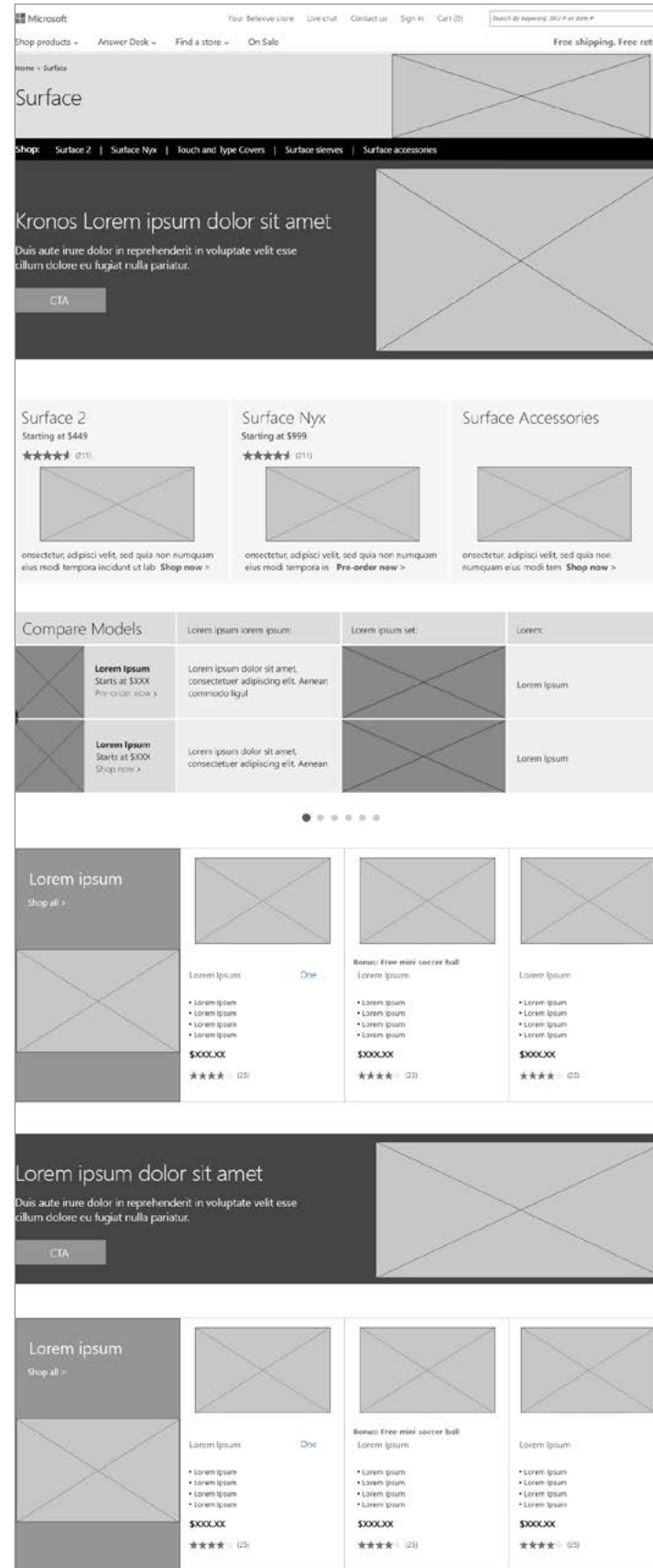
- Initial concepts and wireframes
- Iterated on designs and presented to stakeholders (Creative Director, Surface team)
- Rapid prototyping
- Usability and A/B testing
- Created image assets
- Site-wide banner creation to support the launch
- Worked hand-in-hand with development team to build and launch the page
- Post launch analysis using heatmaps and other data



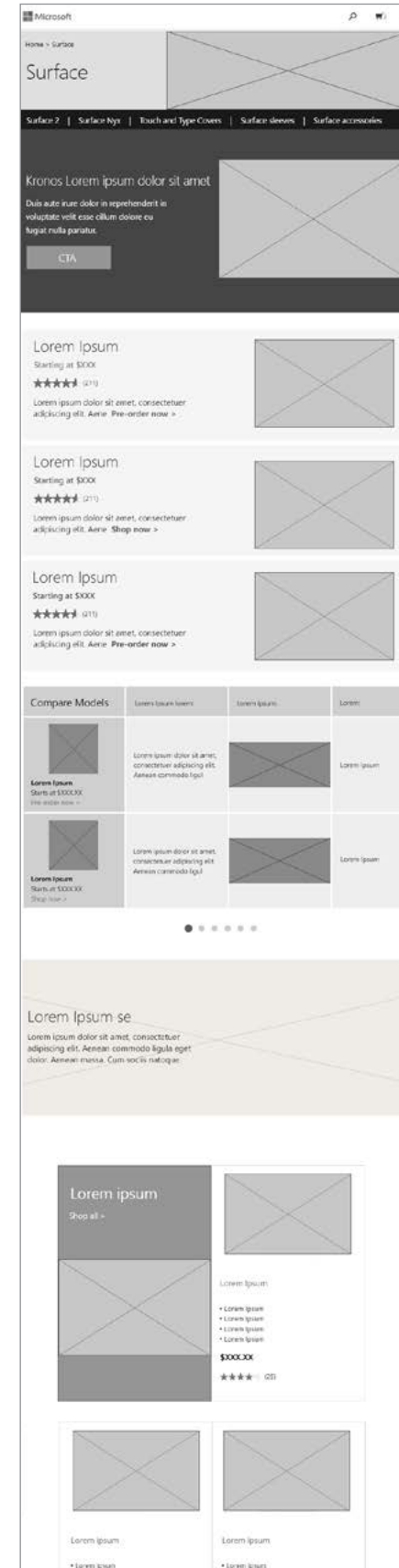
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Wireframes

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



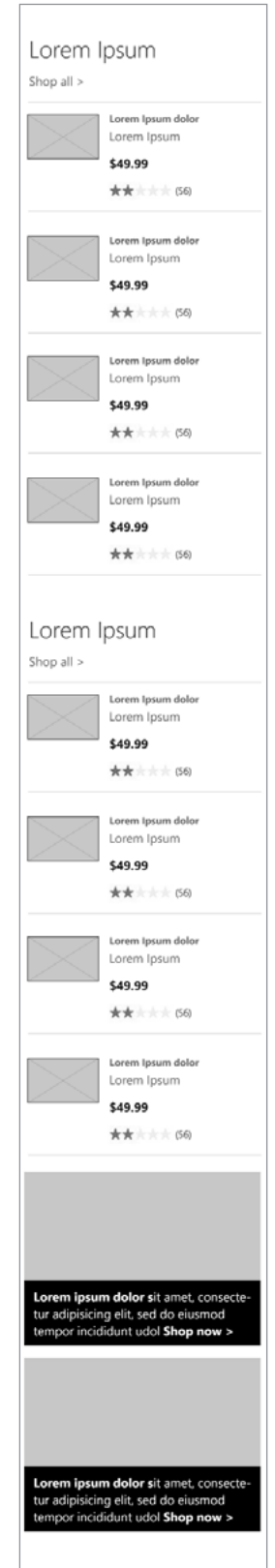
Initial wires, desktop view



Initial wires, tablet view



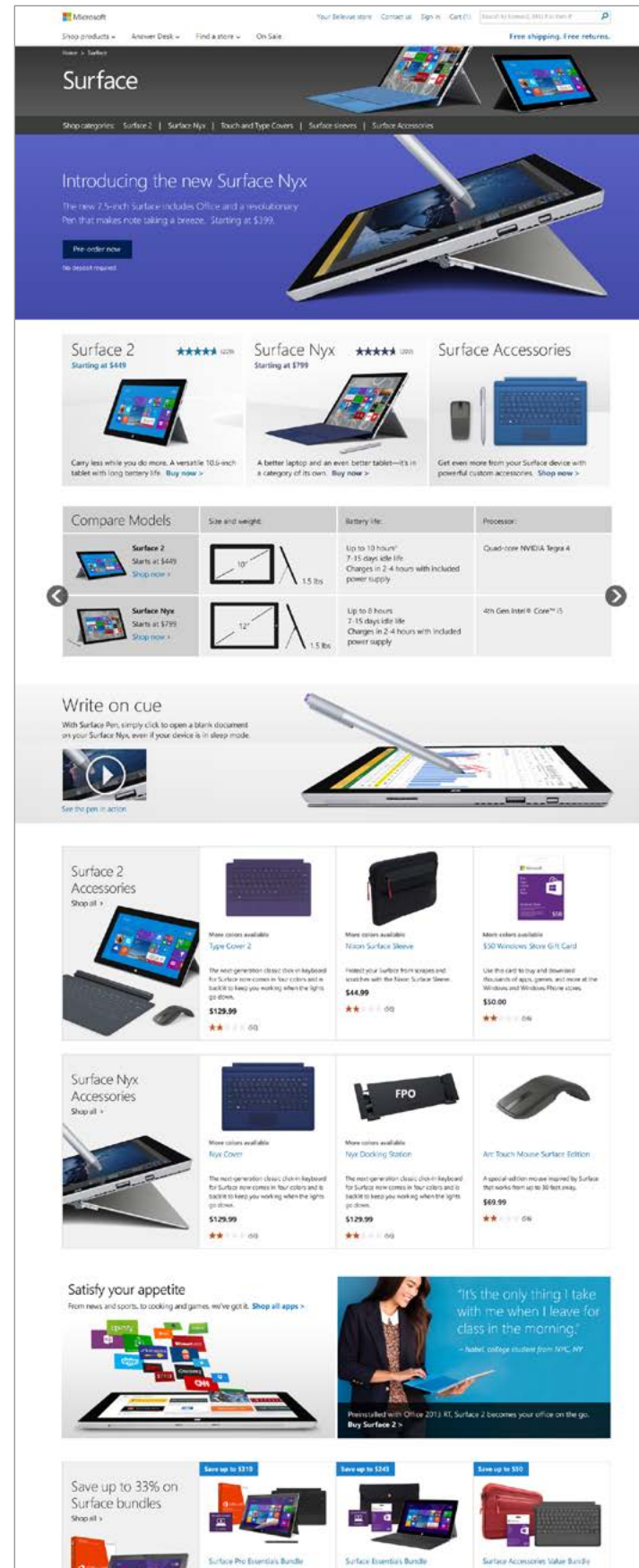
Initial wires, mobile view



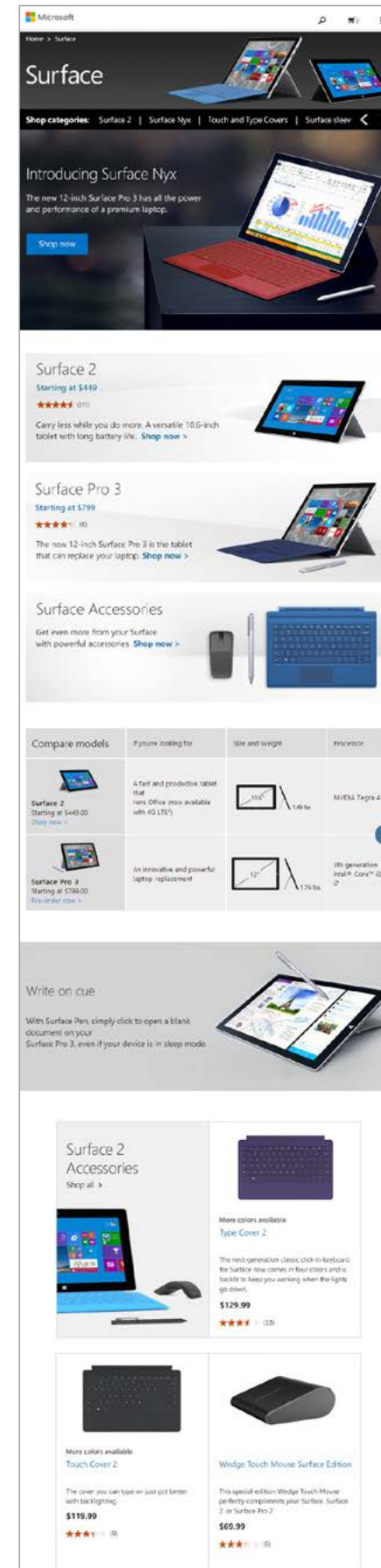
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Comps, desktop, tablet and mobile view

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



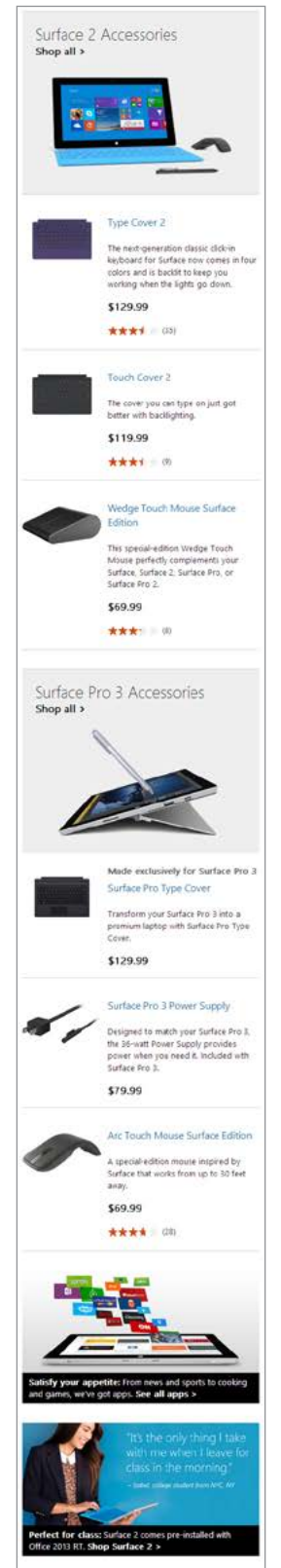
Comp, desktop view



Comp, tablet view



Comp, mobile view

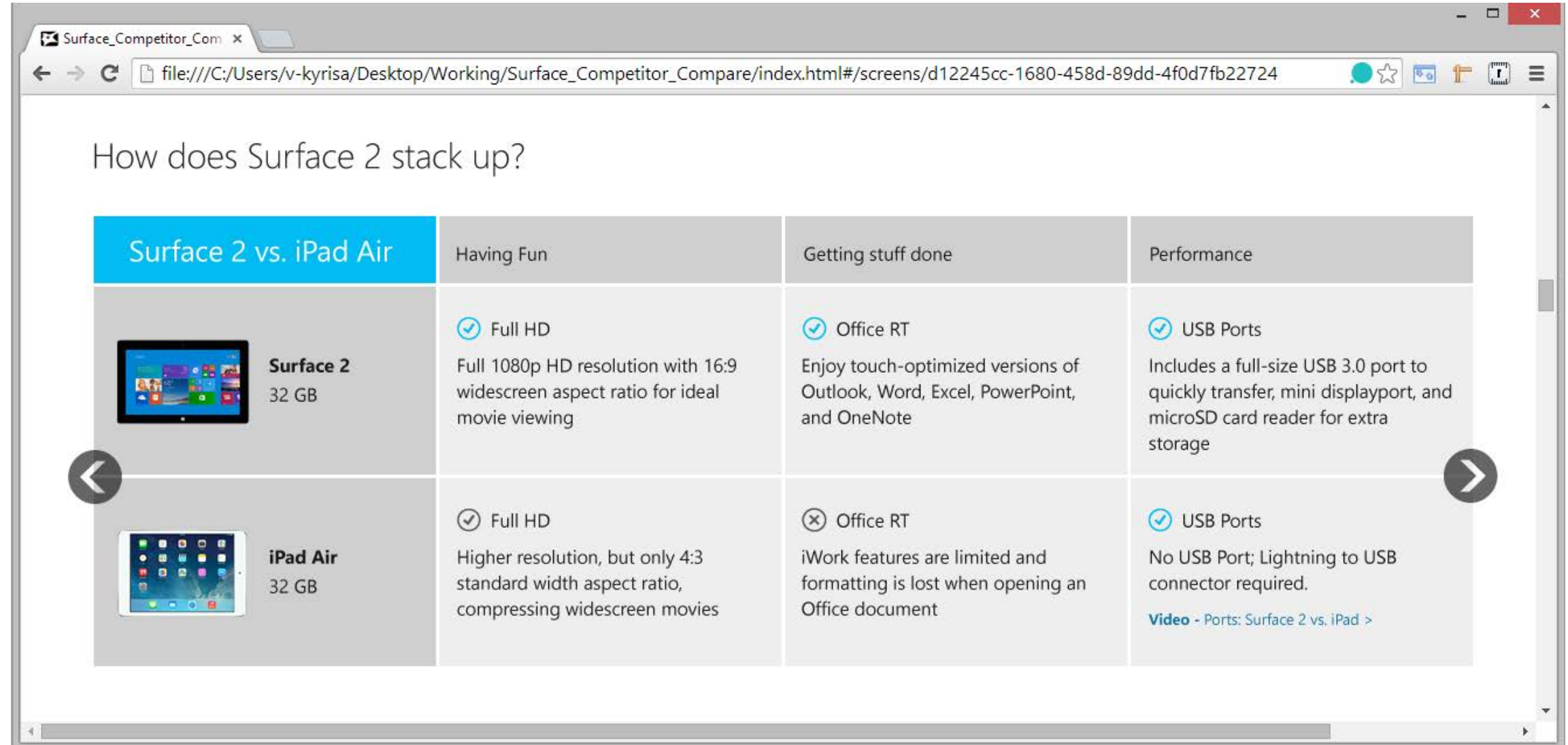


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Usability and A/B testing

One request for the Surface category page was to include an interactive compare table for users to see how the Surface models compared to each other and how they stacked up against the competition.

In order to get insights about the chart design, I created an interactive prototype and tested it using UserTesting.com. It was then implemented as an A/B test on the Surface 2 product page using Optimizely and it outperformed the control (no chart) with conversion as the metric.



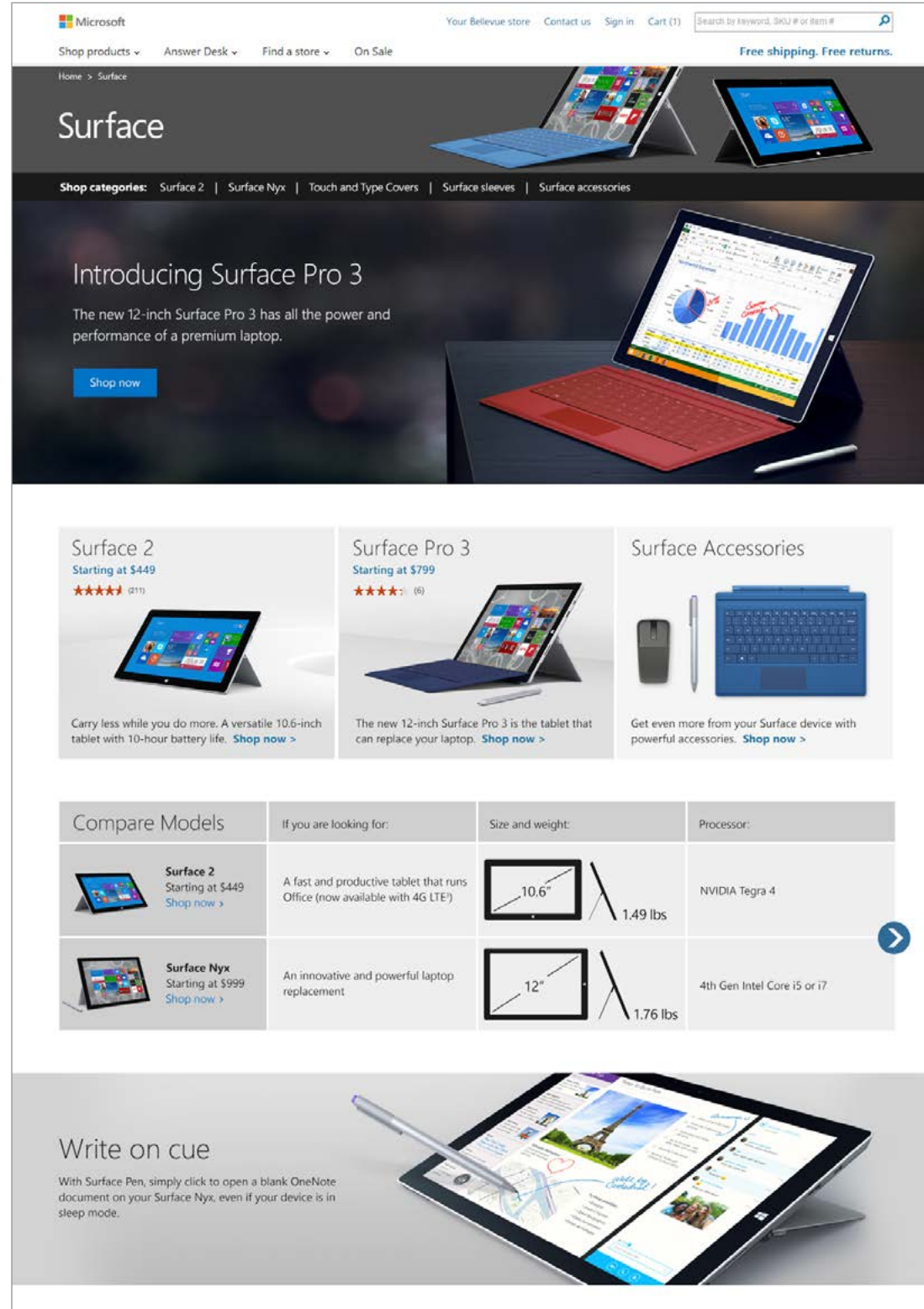
Compare chart interactive prototype

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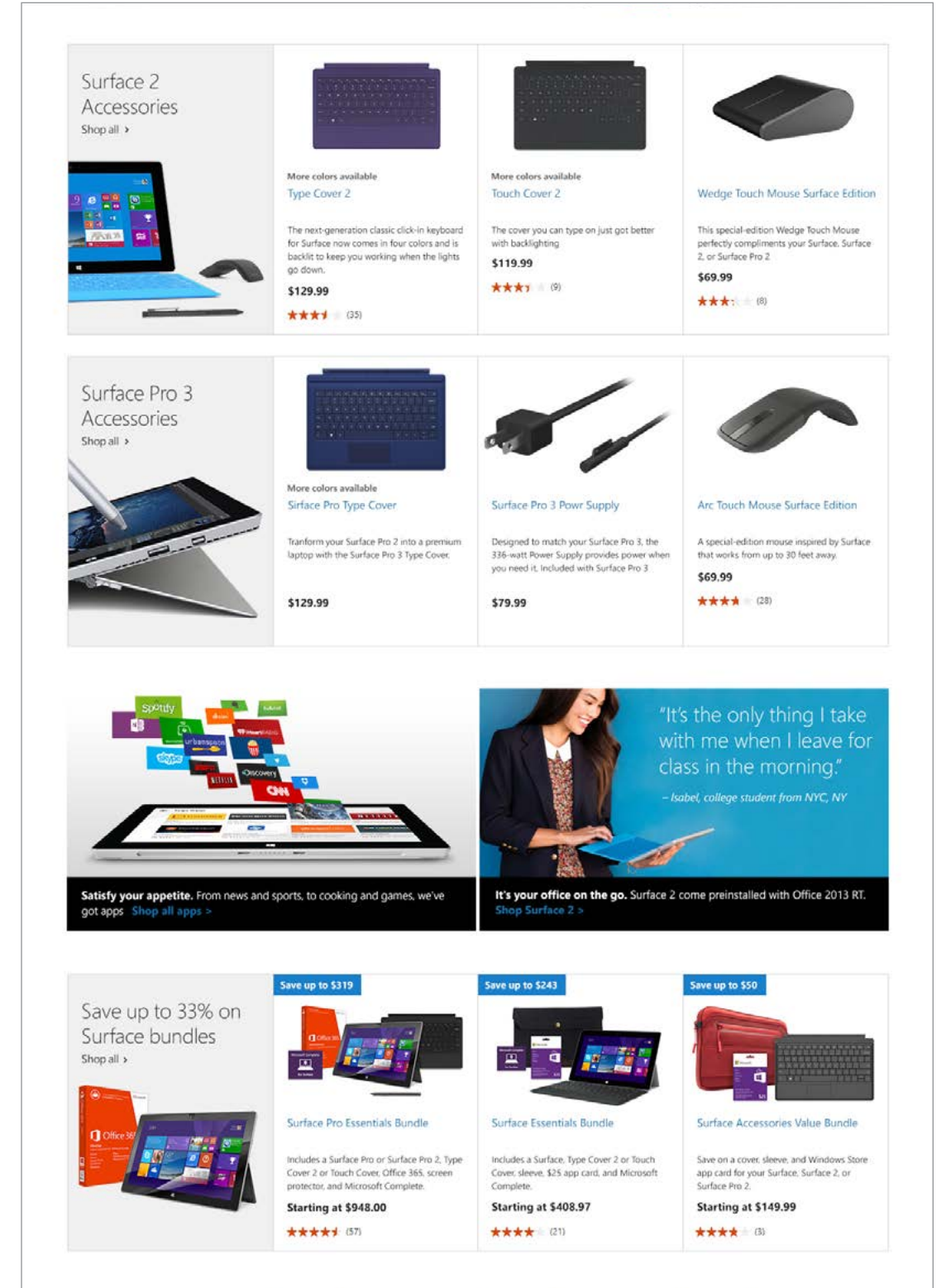
Final design, desktop view

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

- A “sticky” nav bar for quick navigation to Surface models and accessories
- An interactive compare chart so the customer can easily decide which model is right for them
- Merchandising sections for accessories and bundles



Final design, desktop view



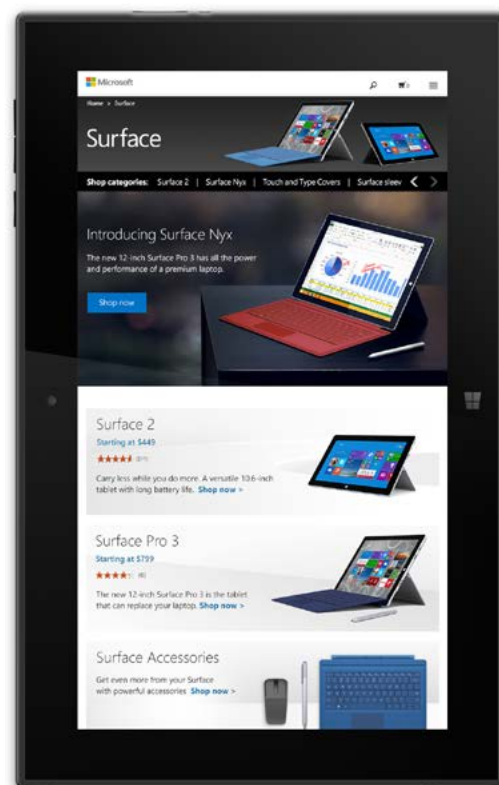
Final design, desktop view (cont.)

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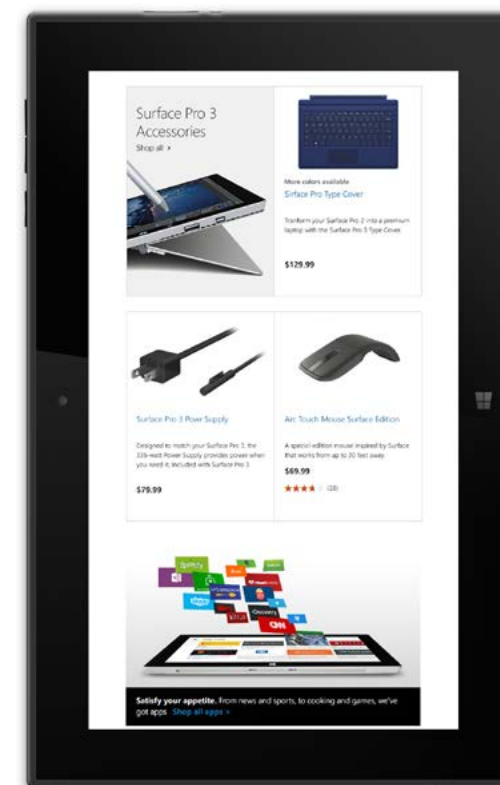
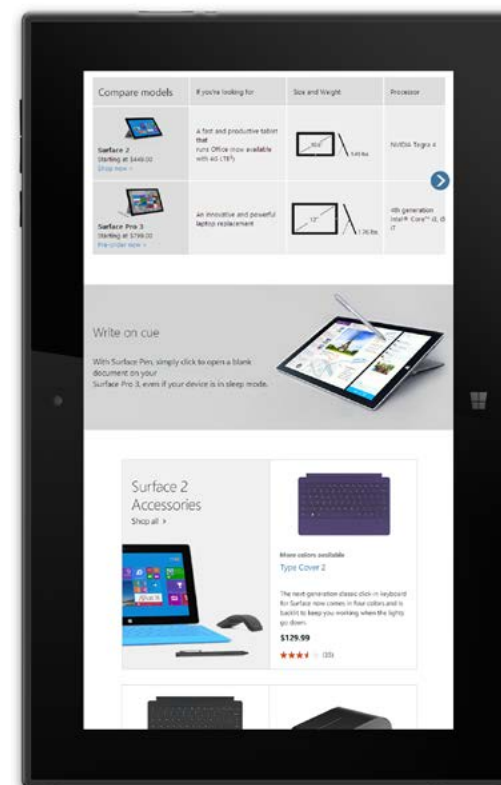
Final design, mobile view

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

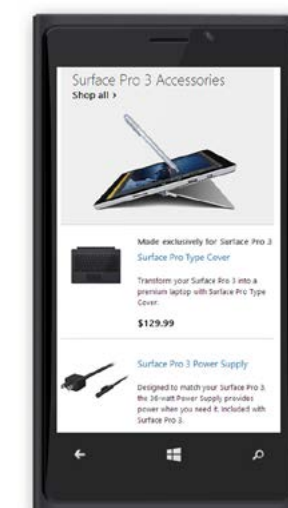
- A “sticky” nav bar for quick navigation to Surface models and accessories
- An interactive compare chart so the customer can easily decide which model is right for them
- Merchandising sections for accessories and bundles



Final design, tablet view



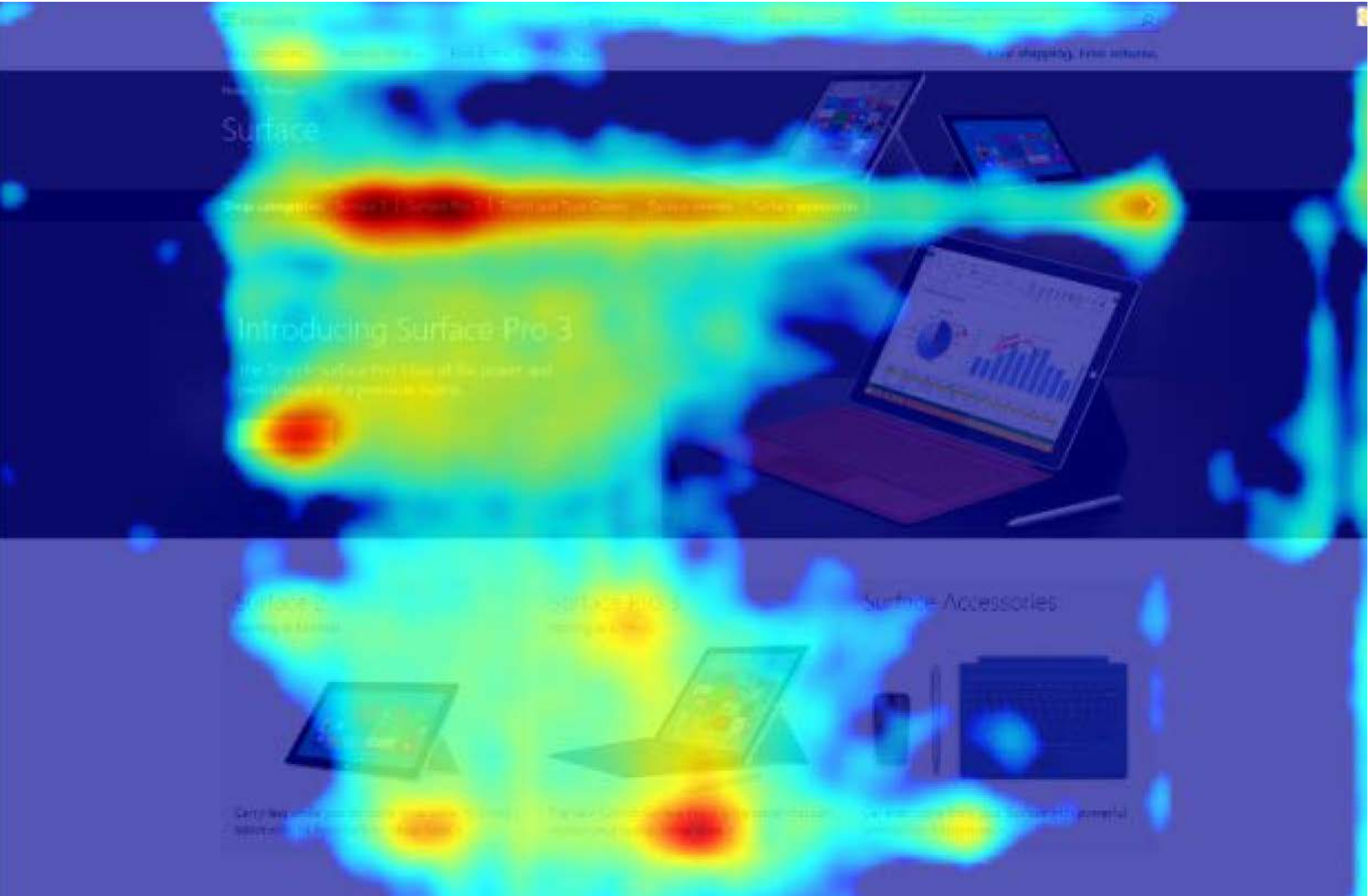
Final design, mobile view



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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 click-through as well as Customer Service feedback.



Heatmap

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Launch support promotional banners

I created various banners to drive customers to the Surface page

The screenshot shows the Microsoft Store website during the Surface Pro 3 launch. At the top, a countdown timer reads "Be one of the first to own Surface Pro 3 in: 12 Days 35 Hours 23 Minutes 50 Seconds". The main navigation includes "Shop products", "Answer Desk", "Find a store", "On Sale", and "Free shipping. Free returns." The primary banner features a Surface Pro 3 tablet displaying a news feed, with the text "The Surface family just got bigger" and "Introducing the 12-inch ultra-powerful Surface Pro 3". Below this, a "Shop categories" sidebar lists Surface, Xbox, Computers, Windows PC finder, Windows Phone, Windows, Office, Accessories, Additional software, Education, and All categories. The "Spotlight" section includes a "SALE" banner, a promotion for Nokia Lumia 1020 (50% off camera grip), and a "DARK SOULS II" promotion. The bottom section is a "Titanfall" promotion titled "Experience the bold new world of multiplayer gaming with Titanfall", featuring four product cards for Xbox One Titanfall Edition, Titanfall for Xbox 360, Titanfall for Xbox One, and Titanfall PC Game, each with a star rating and price.

Home page "take-over" banner

The entertainer
From movies and games, to music and apps, Surface is your answer for entertainment

The entertainer
From movies and games, to music and apps, Surface is your answer for entertainment

Whether you're watching movies or listening to your favorite tunes, Surface 2 is your answer for entertainment.

Site-wide support banners

Now shipping
Surface Pro 3 with Core i3 and i7 processors
Shop now >