
Levi's Online Customization and Tailor Shop App



Project Overview

Customization and longevity are vital parts of Levi's brand. They want you to leave a personal mark on your denim—with patches, embroidery, and decorations—and want you to keep it forever, repairing items when needed. The Tailor Shop, found in select retail stores, achieves this for customers.

These were presented to the UX team as two separate projects; after collaborating with the designers and business partners, I realized they were linked by the self-service customization initiative.

By examining it holistically, we were able to recommend a more cohesive experience that married the two content strategies and could grow with Levi's needs, both in retail stores and online.



Business Partners and Stakeholders

- UX Design Team
- Innovation Product Manager
- User Research and Testing
- Retail Business Partners
- Global Brand Team
- Customer Support Ops
- Transactional Email Ops
- Pollinate - PDP Vendor
- MJD - NYTS Kiosk Vendor

Our core team was myself, 2 UX designers, a visual UX designer, and a product manager.

This core team worked with Pollinate to create the real-time rendering interface on the product description pages. We also worked with MJD to build the kiosk app.

Throughout the entire design process, we reviewed and informed the Retail Business partners, global brand team, and customer support teams.



Design Process

Research	Design	Testing	Iterate	Implement
<p>Competitor: Who else is doing this? Great and not great UX?</p> <p>Internal: What are Levi's goals? What parts of business does this touch?</p>	<p>Define use cases & user journey</p> <p>Ideate based on Levi's UX style and competitors</p> <p>Lo-fi wireframes to validate UX</p> <p>UI Prototype</p>	<p>Internal UX, retail and business teams</p> <p>Pollinate vendor</p> <p>MJD vendor</p> <p>User testing</p>	<p>Take learnings from reviews and user testing to fix confusion, clarify microcopy</p> <p>Revise assets to meet brand standards and user expectation</p>	<p>Spec and present to development team for site integration</p> <p>Launch!</p>

Online Customization

Introduce Customization to site visitors with an interactive tool on product pages.

Customers can personalize Levi's logo tees and Trucker jackets and preview their designs in real-time.



The screenshot shows the Levi's website's customization tool for a 'Custom Blank Artist Tee Shirt' priced at \$30.00. The interface includes a navigation bar with the Levi's logo and menu items: MEN, WOMEN, KIDS, CUSTOMIZE, STORIES, and SALE. A search bar and a shopping bag icon are also present. The breadcrumb trail reads: Apparel / Clothing / Tops / Blank Artist Tee Shirt.

The main product area features a central image of a grey t-shirt with a 'HELLO Levi's' logo where the 'Levi's' part is in a rainbow color. To the left of the t-shirt is a '+' sign and a '-' sign for zooming. Below the t-shirt is a red 'ASK INDIGO' chat bubble.

On the right side, the product details and customization options are listed:

- Custom Blank Artist Tee Shirt**
\$30.00
- T-SHIRT COLOR: [Dropdown menu]
- PLACEMENT: [Dropdown menu]
- PRINT** [Dropdown menu]
- Your Text: [Text input field containing 'HELLO', character count 5/13]
- Logo Color: RAINBOW BATWING [Color selection swatches]
- Select a Size: [Dropdown menu]
- Quantity: 1 [Dropdown menu]
- Size Guide [Link]
- ADD TO BAG [Button]
- SAVE DESIGN [Button]
- SHARE THIS DESIGN: [Twitter icon] [Facebook icon] [Email icon]
- Custom Product Terms [Link]
- Tell Us What You Think [Link]



CUSTOMIZE ONLINE

PERSONALIZE IN STORE

DO IT YOURSELF

1

PICK YOUR PIECE

Select a classic Levi's® style.

2

ADD YOUR TOUCH

Choose a custom phrase.

3

MAKE IT YOURS

Show off your personal style.



Trucker Jacket

\$89.50

The Shelf



Original Trucker Jacket

\$89.50

Throw Elbows



Original Trucker Jacket

\$89.50

All Yours



Blank Perfect Tee Shirt

\$25.00

White



Trucker Jacket

\$89.50

Spire



Entry point on levi.com | Full page: https://www.levi.com/US/en_US/custom-personalized-denim



ASK INDIGO

Custom Blank Artist Tee Shirt

\$30.00

T-SHIRT COLOR

Color: MID TONE GREY HEATHER



PLACEMENT

PRINT

Select a Size

1

[Size Guide](#)

ADD TO BAG

SAVE DESIGN

SHARE THIS DESIGN:

[Custom Product Terms](#)

[Tell Us What You Think](#)

Custom Blank Artist Tee Shirt

\$30.00

T-SHIRT COLOR

PLACEMENT

Choose One

FRONT CENTER

FRONT LEFT CHEST

+\$5.00

+\$5.00

PRINT

Select a Size

1

[Size Guide](#)

ADD TO BAG

SAVE DESIGN

Wrote all microcopy—directional, form fields, calls to action; worked with design on placement and style



ASK INDIGO

Custom Blank Artist Tee Shirt

\$30.00

T-SHIRT COLOR



PLACEMENT



PRINT



Your Text

HELLO

5/13

Logo Color RAINBOW BATWING



Select a Size



1



[Size Guide](#)

ADD TO BAG

SAVE DESIGN

SHARE THIS DESIGN:

[Custom Product Terms](#)

[Tell Us What You Think](#)

Custom Blank Artist Tee Shirt

\$30.00

T-SHIRT COLOR



PLACEMENT



PRINT



Your Text

HELLO

5/13

Logo Color RAINBOW BATWING



Select a Size



1



[Size Guide](#)

ADD TO BAG

SAVE DESIGN

SHARE THIS DESIGN:

Interactive UI allows users to see their designs rendered in real-time



Custom Original Trucker Jacket \$129.50

JACKET

PLACEMENT

Choose One

FRONT LEFT CHEST	BACK PANEL +\$20.00	BACK WAISTBAND +\$5.00
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EMBROIDERY

Select a Size 1

[Size Guide](#)

SHARE THIS DESIGN:

[Custom Product Terms](#)

[Tell Us What You Think](#)

Custom Original Trucker Jacket \$129.50

JACKET

PLACEMENT

EMBROIDERY

Your Text (Up To 3 Lines)

Your 4/10

Text 4/8

Here 4/6

Font

<i>Traditional Script</i>	ATHLETIC BEAN
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Embroidery Thread CLASSIC RED

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Select a Size 1

[Size Guide](#)

More complex options than t-shirt customization but similar flow and interactive UI



Custom Original Trucker Jacket

\$129.50

JACKET

PLACEMENT

EMBROIDERY

Your Text (Up To 3 Lines)

YOU

3/5

LOOK

4/4

GOOD

4/4

Font

Traditional Script

ATHLETIC BEAN

Embroidery Thread GOLDEN YELLOW



Select a Size

1

[Size Guide](#)

Custom Original Trucker Jacket

\$129.50

JACKET

PLACEMENT

EMBROIDERY

Your Text (Up To 3 Lines)

YOU

3/5

LOOK

4/4

GOOD

4/4

Font

Traditional Script

ATHLETIC BEAN

Embroidery Thread GOLDEN YELLOW



Select a Size

1

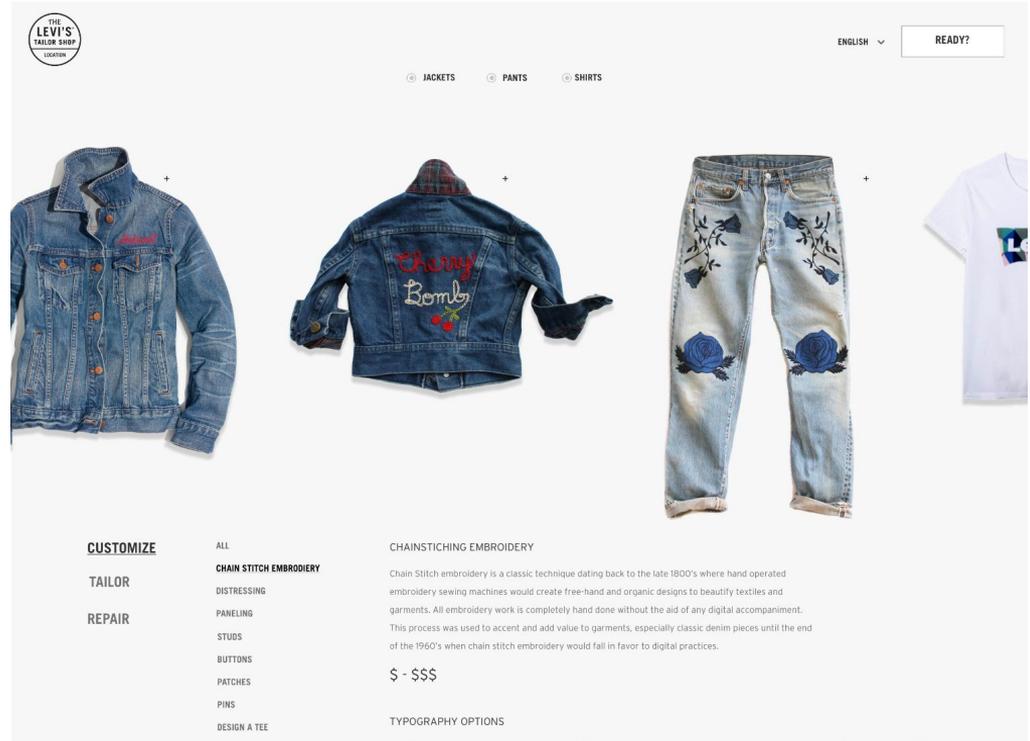
[Size Guide](#)

Interactive UI allows users to see their designs rendered in real-time

Levi's Tailor Shop Kiosk App

The NY Times Square flagship store has the largest Tailor Shop—an in-store area where customers can work with skilled Tailors to personalize or repair their Levi's products.

Phase One: Kiosk app with an interactive menu of services, aimed to educate and promote interaction the Tailor Shop.





User Research and Testing

- Competitor research
- Internal research
- User prototype testing
- Internal user testing
- Vendor testing

Competitor Research: Discovered great examples of customization—Nike, Eddie Bauer, Under Armour were standouts

User and Internal Testing: Overall positive reaction to user experience, biggest takeaway was clarity of images and services to properly set up user expectations



Roadblocks and Challenges

- Merging two projects into one customization initiative
- Finding room to think “big picture” and holistically examine the goals and future of these products/features
- Image clarity that resulted in reshoots for customization products
- Vendor and technical limitations



Project Results and Conclusions

- Big success! In the first week, we saw 100+ online customization orders
- Opened up a self-service avenue where one did not exist before
- Increased Tailor Shop interactions, improved brand reputation
- Produced a website feature that can scale as more products added
- Produced an app that can scale as services add or change, and can grow to include in-store ordering and appointment setting