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.

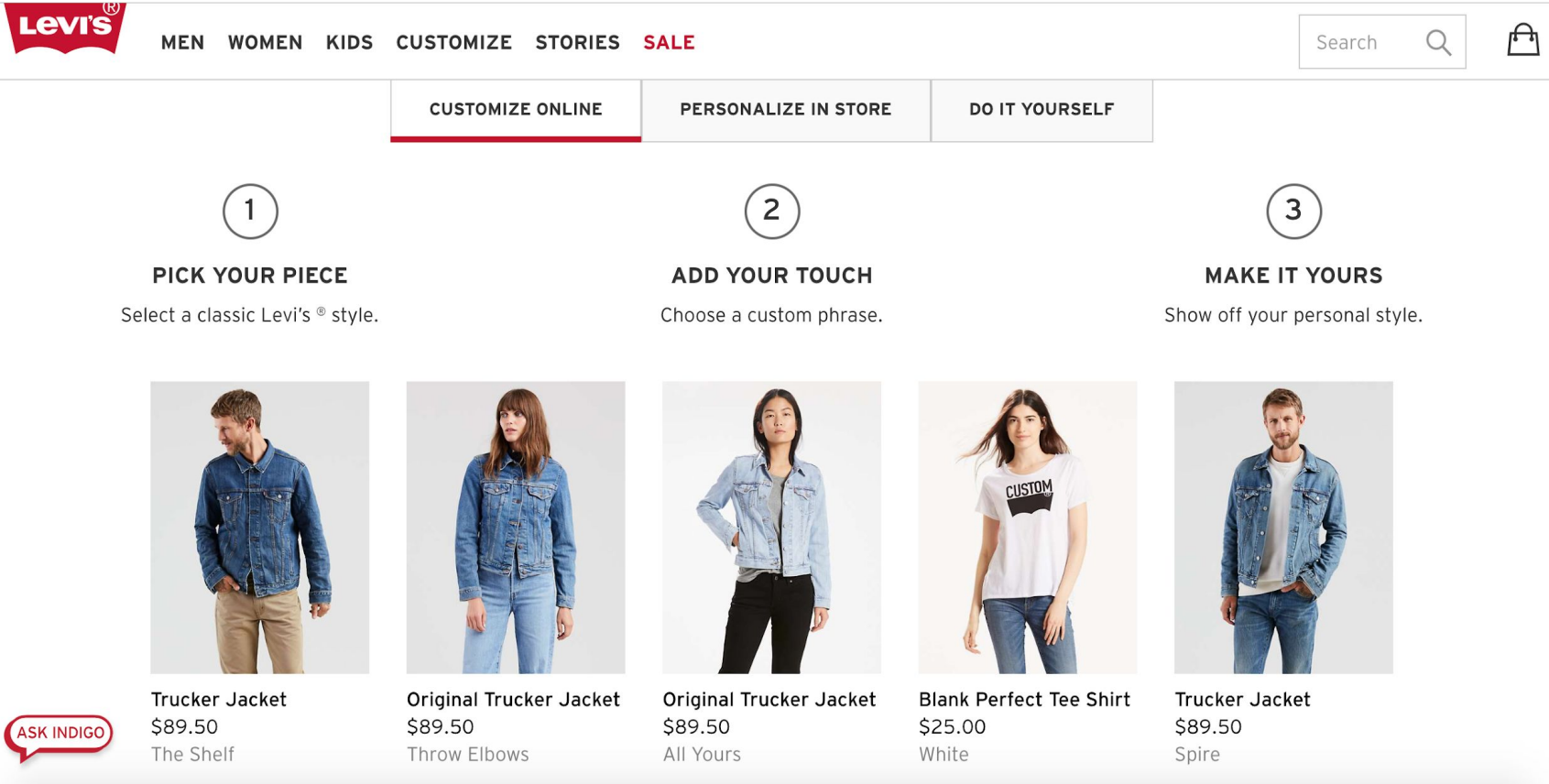
Design Process

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

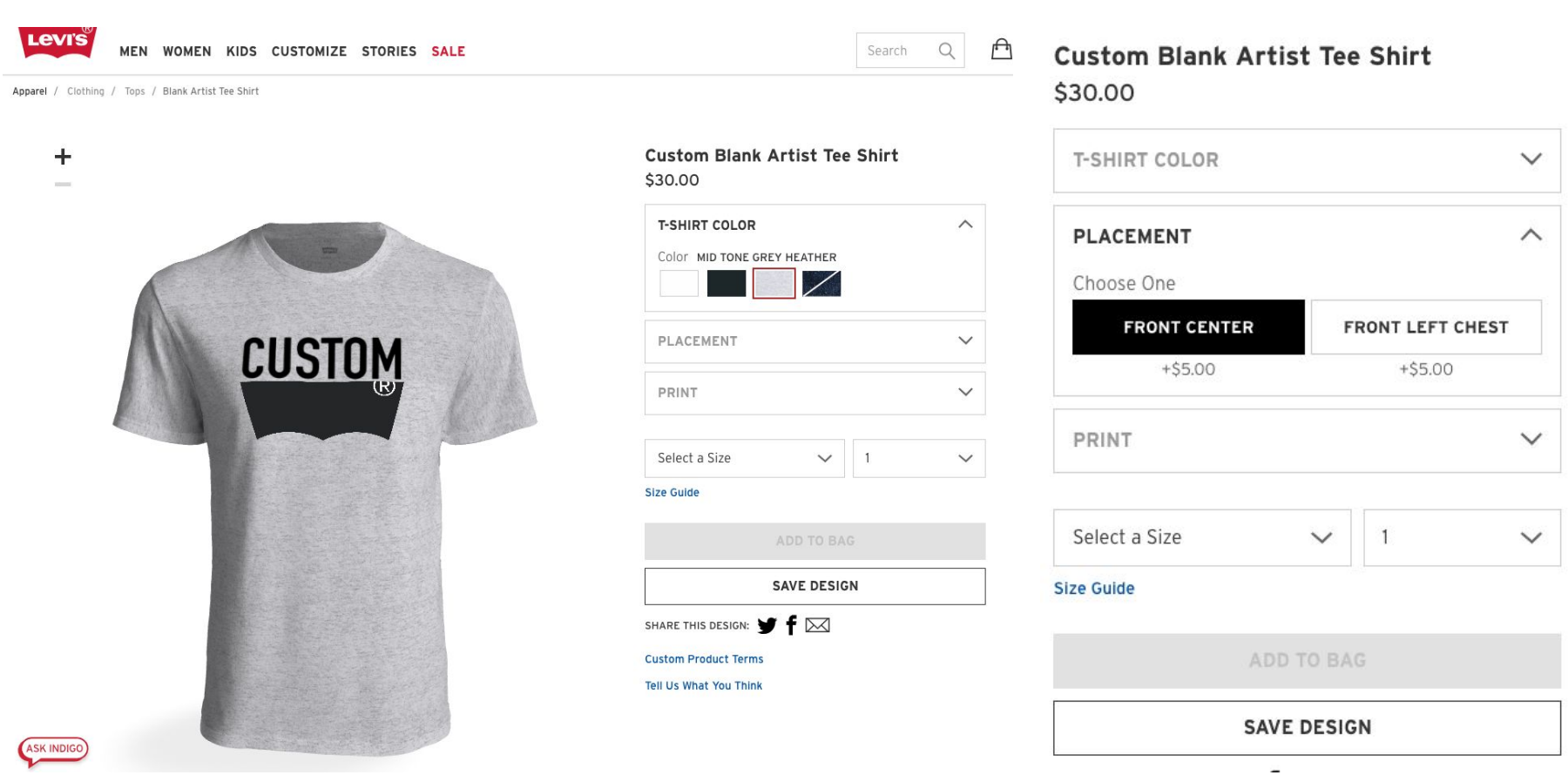
Online Customization

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.



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



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

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 | BACK WAISTBAND
+$20.00 | +$5.00

EMBROIDERY

Select a Size | 1

Size Guide

ADD TO BAG

SAVE DESIGN

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

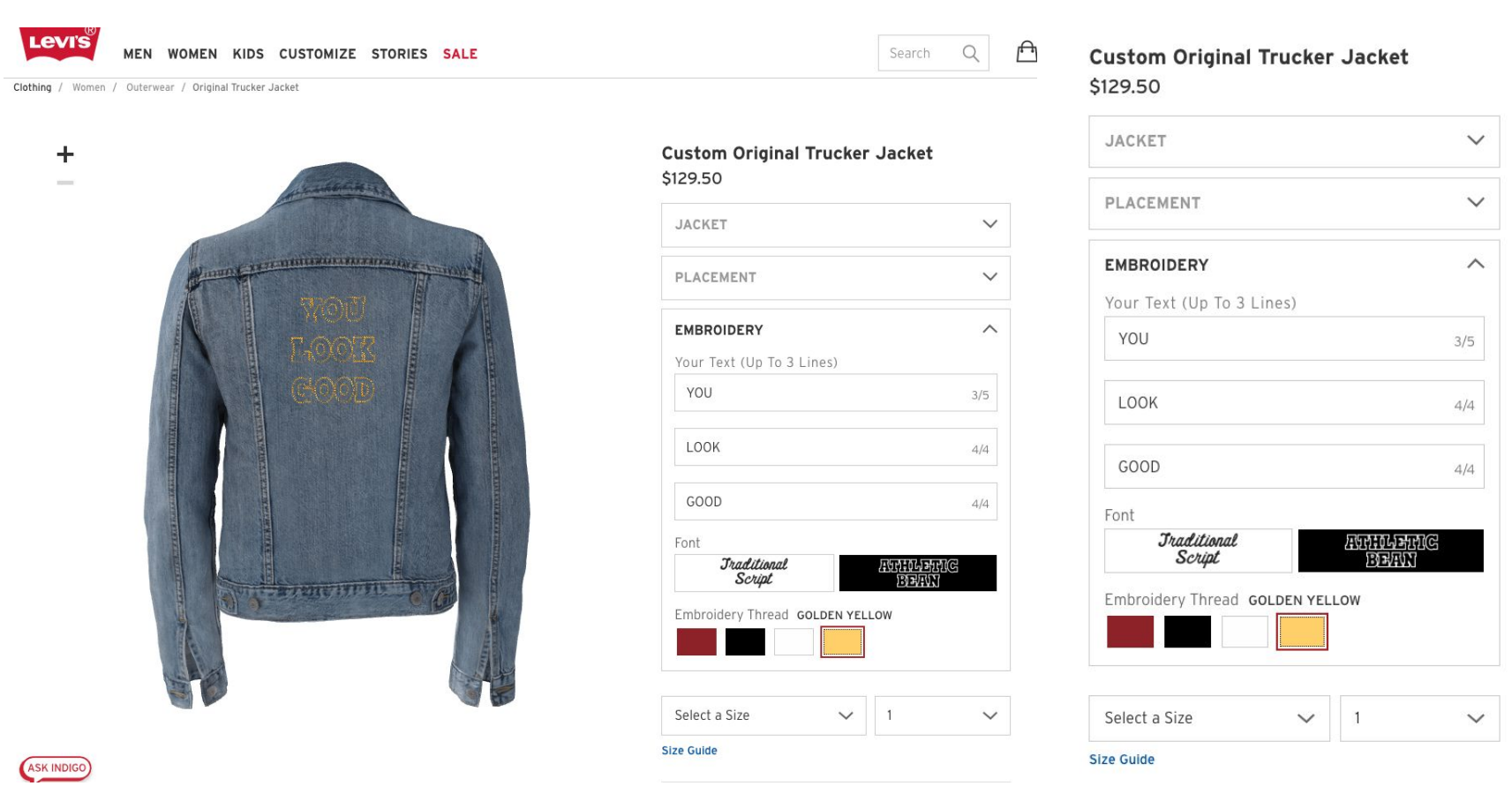
Traditional Script | ATHLETIC BEAN

Embroidery Thread CLASSIC RED

Select a Size | 1

Size Guide

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

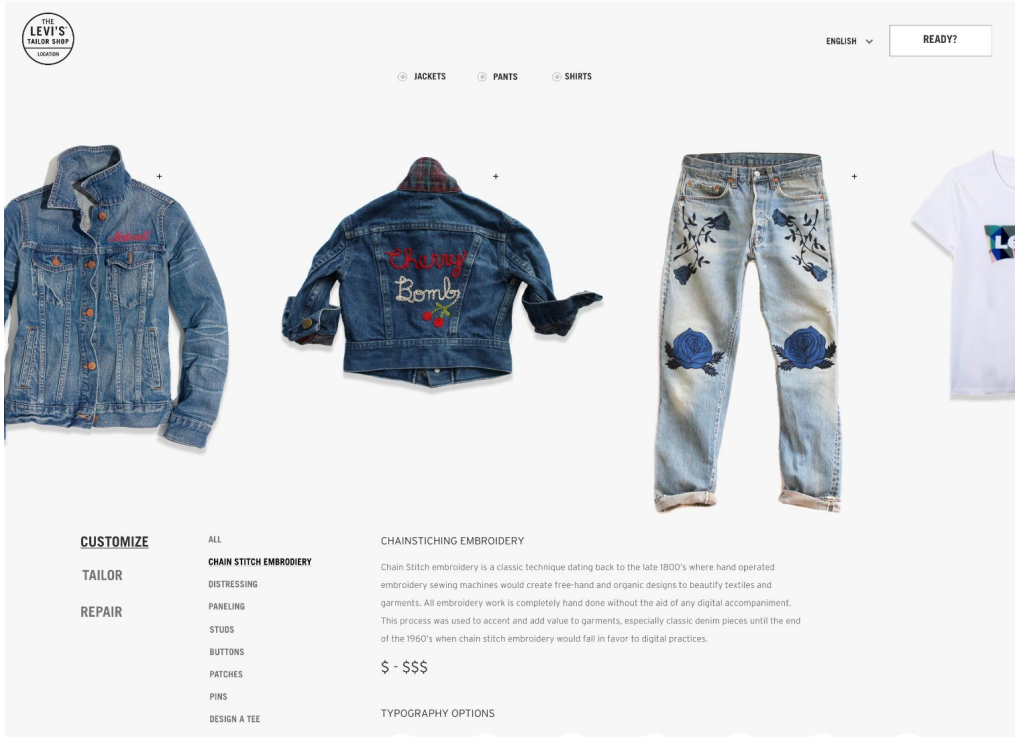


Interactive UI allows users to see their designs rendered in real-time

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