

# Design Brief for Online Shoe Store

This Design Brief is confidential.

Zappos Version 1 18/08/2016 4PM

**Author:** John Smith, Head of Design at Zappos – Computer Science background  
**Company:** Zappos, Self-funded Team, 15+ people team, 2 years runway  
**Relevant Internal Expertise:** For our operations team we are hiring a guy who has worked at Target online.

## Purpose of the deliverable of this design phase: Design for User Experience

**Deadline:** October 18 2016  
**Preferred Form of Engagement:** External Contract with Independent Designer – Hourly Rate

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## This Design Brief explains the context for the anticipated design deliverable.

In our product we need to bring together what people want, with what is technologically feasible and economically viable. The questions and the answers in this design brief communicate about the problem we are solving, and the context and constraints involved.

This design brief sets criteria for design deliverables evaluation. But it is a living document that will evolve through a dialog with our design partner.

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## About Company

**What is the value proposition of our company?**  
Zappos puts any pair of shoes on your feet.

**How do we deliver our company's value? How do we deliver what we promise?**  
Zappos delivers any number of pairs to your door with fast, free shipping and returns. You have 365 days to decide whether you keep the shoes or return them for full refund.

**How do we make money?**  
We participate on every purchase transaction. We also get promotional bulk pricing from different brands.

**What are the core values of our company?**  
Our success will come from customer service. People have been buying shoes forever, but in person. We can change that with bullet-proof service. We are considering slogan “Powered by service”. We need to build a super cool company to keep employees happy about selling shoes. I am not sure about how to articulate our core values.

**Have they done any user observations?**

Yes, they have, and they have records to share.

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# About Use Case

**What problem does our business solve?**

People have access to a very limited selection of shoes in their local brick and mortar stores.

**How did we discover this problem? What is the user pain that inspired us?**

I wanted this specific pair of shoes to fit my party outfit and I could not get it in my town. I even asked my friends in New York to look for it, but it was weekend, and they did not have time to go to the post office on Monday morning...

**What is the user need that inspired our business idea?**

I needed a way to see what other shoes were on the market, and have them shipped to me in various sizes to try, without commitment.

**How do people currently solve this problem?**

They buy shoes when they travel. Sometimes they would have shoes shipped to a local store if other store in the chain had what they wanted.

**Who is the user of our product?**

We all wear shoes... Adults are buying shoes for themselves and their children.

**Is our user and our customer the same person or entity?**

The user and the customer are the same.

**Brief description of how our customer uses our product:**

Our customer browses our entire inventory using very sophisticated filters - from a size, style and brand to an occasion. We offer free fast shipping of unlimited number of pairs, seamless free returns, and 365 day return policy.

**Where and when is our customer experiencing the value of our product most?**

At home. We are a very convenient way to shop and a lot of people shop to relax. Also, when they need inspiration. They need shoes for a specific outfit. But they can only imagine the color... we sort our inventory to show them all styles in chosen color to inspire them.

**Where and when is our customer experiencing the value of our product least?**

During the work hours, but then some people could use us for last minute purchase of their kid's sneakers during lunch hour... we want the UI to be very 1-2-3. We will also eventually be mobile app.

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# About Market

**In what markets will our product be sold?**

USA

**How many customers do we anticipate in each market?**

Last year people in US spent \$22b in brick and mortar alone... I am not sure how many people, but every adult buys shoes. I am guessing 250m customers.

**What is our sales channel?**

Online.

**How will our customers learn about our product besides the sales channel?**

We will try to partner with brands directly and we hope they will promote us. We will also do some on streets events.

**Is this our first product? If not, what were our past products?**

This is our first product.

**What is our next product going to be?**

We will add UI to shop better for other fashion items such as purses, accessories... maybe it will be a stand alone experience under Zappos umbrella. Different product require different shopping experience.

**What other products already on the market solve the same problem?**

Catalog mail orders to some extend, but we will be one catalog with all these shoes.

**What is our price in comparison to similar solutions on the market?**

The shoes on our site will cost the same as in brick and mortar, but it is super hard to check, because most of them are only online...

**What is our direct competition?**

Catalogs that are transitioning online. Also, Amazon sells some shoes, but it also sells books and screwdrivers. The Amazon UI is not great for shoes browsing

**What is the main barrier of entry for others wanting to solve the same problem?**

Overcoming the established ritual of purchasing a pair of shoes in brick and mortar.

**Do we own IP? If yes, what is the practical application of that IP?**

Not applicable.

**Will our product require certification? If yes, describe the strategy for overcoming the certification related delays to market introduction.**

Not applicable.

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