

# Mirror | Affinity Map

	WINS	PAIN POINTS	DISCOVERIES	NEXT STEPS
HOME PAGE	<p><b>Simple and Elegant</b> <i>Liked the overall look and feel of the website</i></p> <p><b>Good Photos</b> <i>Liked the photographs on the website</i></p> <p><b>Navigation was easy</b> <i>Could immediately navigate to the 'Dresses' category within the 'Womens' section</i></p> <p><b>Liked the Mirror Magazine</b> <i>They really liked the Mirror Magazine and what it was trying to say</i></p>	<p><b>Back to top</b> <i>Back to top link was not working. Had to manually scroll back to the top of the page</i></p> <p><b>More breathing space</b> <i>Preferred to have more space between the various sections</i></p> <p><b>Customized Recommendations</b> <i>"I pick our skirt that I like and if they have like a row of suggested tops they are selling, that I would like"</i></p> <p><b>Option for pick-up in store to get it sooner</b> <i>"Filters I like are size, color, availability, if that's an option and pick up"</i></p>	<p><b>More information about sale and deals</b> <i>Would have preferred the deals and sale to be more prominent on the website</i></p> <p><b>More information about sustainability</b> <i>Would like to see more information about sustainability and the green aspect of clothing.</i></p> <p><b>Confused between an ecommerce clothing website and a couture clothing website</b> <i>Would have preferred less number of clothing</i></p>	<p><b>Activate back to top functionality</b> <i>Currently not possible within the XD prototype</i></p> <p><b>Add breathing space</b> <i>Space out all the sections on the home page</i></p> <p><b>Add actual articles for Mirror Magazine</b> <i>This can easily be done if time permits</i></p> <p><b>Add information on the 'Green Leaf'</b> <i>This can easily be done if time permits</i></p>
RESULTS PAGE	<p><b>Well organized</b> <i>Liked that the clothes were organized as pages rather than endless scrolling</i></p> <p><b>Liked the layout of the photos, Filters and sorts</b> <i>Liked the overall layout of the clothes and filters</i></p> <p><b>Recently viewed</b> <i>Liked that there was a section of recently viewed at the bottom</i></p>	<p><b>Filters were not working</b> <i>Tried to use the filter several times</i></p>	<p><b>Thought the recently viewed to be a carousel</b> <i>Was trying to see if there were more recently viewed items</i></p>	<p><b>Activate some of the filters</b> <i>This can easily be done if time permits</i></p>
PRODUCT PAGE	<p><b>Liked the photos and the view of the dress</b> <i>Liked the overall layout, photos and description of the product</i></p> <p><b>Appreciated customer reviews</b> <i>Appreciated that there were customer reviews for that specific product that they could read</i></p> <p><b>Liked the customized Recommendations</b> <i>Liked the 'You might also like' customized recommendations</i></p> <p><b>Could easily select size and color and add to bag</b> <i>Navigation was intuitive on the product page</i></p>	<p><b>Did not like the 'Added to your bag' notification</b> <i>Felt that this was too intrusive and hindered further shopping</i></p> <p><b>Got confused between Recently viewed and Frequently bought together</b> <i>Due to the location, she got confused.</i></p>	<p><b>Kept hovering and clicking the green leaf</b> <i>Wanted to know what that was and what it would do</i></p> <p><b>Why two recommendations?</b> <i>What is the difference between 'you might also like' and 'frequently bought together'?</i></p>	<p><b>Add information on the 'Green Leaf'</b> <i>This can easily be done if time permits</i></p> <p><b>Make the 'Added to your bag' notifications smaller and less intrusive</b> <i>This can easily be done if time permits</i></p>
CHECKOUT PAGE	<p><b>Quite standard and intuitive</b> <i>Did not have any problems understanding the process on this page</i></p> <p><b>Liked that it visually displayed the items added in the bag</b> <i>Liked the photos with their specific size and color selection shown on the checkout page</i></p>	<p><b>Questioned why this page was different</b> <i>Did not understand why this page was different from the rest of the pages and had a different header and footer</i></p> <p><b>Nothing activated</b> <i>Nothing was activated on the prototype which was frustrating</i></p>	<p><b>Kept going back and forth</b> <i>Kept going between paypal, guest checkout and sign in</i></p>	<p><b>Activate some of the features in the prototype</b> <i>This can easily be done if time permits</i></p>