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Idea:

In the week or so since I received the email containing this challenge, I have spent considerable time researching both the Zappos user interface, as well as picking the brain of a few loyal Zappos users I happen to know. I was looking for any information that could help me come up with a solution to the problem we face as an online retail company, that being the inability for our customers to tangibly test a product before purchasing it. One line stated by a user stood out to me: “I just wish there was a way for me to interact with the product, almost as if an employee was helping me.” I asked myself, “what if there was an interactive platform on the Zappos website that DID, in fact, allow the user to interact with the product?” Thus, I formulated slightly different ideas for both shoe products and clothing products, with the presence of an interactive user tool for both products.

**Shoes:**

The Interactive user tool would allow the customer to see the fit of different size feet in a variety of shoes. After allowing the user to enter the dimensions of their feet, the tool would then show different view positions of the shoe to display points of interest for customer. Ideally, the tool would have a virtual foot inside of a relatively transparent shoe, allowing the user to see the fit. Furthermore, the
customer would be able to view the highlighted points of interest from different aerial views and portrait views. A working example of the interactive tool would be a customer with a wide foot attempting to find the right boot for them. By using the interactive tool, the customer would be able to see an aerial view of the shoe as well as view how a wider foot would fit into the specific boot model.

**Clothes:**

For clothing, there would be a similar interactive screen that would show the fit of the clothing based on loose fit/tight fit, and would show the customer a view of the clothing (varying in size) based on their body measurements. Similar to the shoe tool, the clothing tool would display a relatively transparent piece of clothing with a virtual body underneath, allowing the customer to view points of interest based on their respective size. A practical example for the clothing tool would be its ability to show a person with wide shoulders that a specific shirt model may have a tighter fit in the armpit area at that given shoulder width.

**Implementation:**

In terms of the implementation of this idea, I feel as though it would be a very practical addition to the Zappos user platform. The screenshot I have attached below shows the current Zappos user platform. In addition to having the pictures on the left hand side of the screen with zoom ability, the new interactive tool would give the user the option to place a virtual foot/body matching their dimensions in each of those picture options. Furthermore, the design of the drop
down boxes on the right hand side of the screen would be able to remain the same. The center of the screen would contain the interactive user tool, which would require further design via our web design team. Collectively, the new interactive user tool would allow the main design of the platform to remain the same, while improving and expanding the user experience for our customers.