




ShopLVA.com

Bonnie Bouman
Student Project #2
General Assembly UXDI Spring 2014

Project #2:
Go through the design process.
Work the Information Architecture.
Start redesigning a small e-commerce website.

1

The Product:



The Las Vegas Advisor is a monthly consumer newsletter and website.

Dining, entertainment, gambling, room rates, promotions, casino comps...
Show and restaurant reviews, gambling strategies..
where to find the latest deals and freebies.
Sibling company Huntington Press publishes books on similar topics.

ShopLVA.com is their e-commerce site.

2

www.LasVegasAdvisor.com

Problems:

- * Branding (3 names)
- * Navigation
- * Broken/empty pages
- * Call to Action beneath fold
- * Bland



www.ShopLVA.com



ShopLVA.com
Find the BEST expert gambling strategies, guide books, software, and Las Vegas stories at ShopLVA.com

iPhone5
640px x 1096px

Web
1024 x 768

3

Working the Design Process

Document the process you used to get to the design

4

Chris:
"Vegas, baby!"
2-4 visits/yr

#Who Are Our Users?

A simple stick figure with a round head, two eyes, and a small mouth. It has two arms and two legs. The figure is holding a book in its right hand. The book is rectangular with a small circle in the center, possibly representing a lock or a keyhole.

months; is doing
ling to lose up to



and they use the
to downtown to
(Dion) and like
also plays video

ShopLVIA My Research (version 1).xlsx [Recovered]										
<div> <div> Open Save Print Import Copy Paste Format Undo Redo Autosave Sort A-Z Sort-Z Gallery Toolbox Zoom Help </div> <div> 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100 </div> </div>										
Bor			C		D		E		F	
Page ID	Global Nav	Global Nav (Vert)	Content/Hierarchy	Charts	Smartart Graphics	WordArt	Page name	Link Text	URL	
1.00				ShopLVIA -- Home of the best gambling s	ShopLVIA		ShopLVIA		http://www.shoplvia.com/	
2.00	About Us			ShopLVIA -- About ShopLVIA	About ShopLVIA		http://www.shoplvia.com/pag			
3.00	Join Las Vegas Advisor			ShopLVIA -- Join Las Vegas Advisor	Join Las Vegas Advisor		http://www.shoplvia.com/pag			
3.10			inline	ShopLVIA -- LVA Full Membership	LVA Full Membership		http://www.shoplvia.com/pro	Las Vegas Advisor		
3.20			inline	ShopLVIA -- LVA Online Membership	LVA Online Membership		http://www.shoplvia.com/pro	(click here) LVA m		
4.00	Customer Service			ShopLVIA -- Customer Service	Customer Service		http://www.shoplvia.com/pag			
5.00	Cart			ShopLVIA -- Your Shopping Cart	/		http://www.shoplvia.com/cart			
5.10			Checkout Step 1	ShopLVIA -- Checkout	ShopLVIA Create your order.		https://checkout.shoplvia.com/	CHECKOUT (buttor		
5.20			Checkout Step 2	ShopLVIA -- Checkout	ShopLVIA Shipping & Payment		https://checkout.shoplvia.com/	Continue to next s		
5.30			pending	pending	pending		https://checkout.shoplvia.com/	Complete my purc		
6.10		Las Vegas Advisor		ShopLVIA -- Member Renewal	Member Renewal		http://www.shoplvia.com/pag			
6.20			Las Vegas Advisor Full Membership	ShopLVIA -- LVA Full Membership	LVA Full Membership		http://www.shoplvia.com/pro			
6.30			Las Vegas Advisor Online Membership	ShopLVIA -- LVA Online Membership	LVA Online Membership		http://www.shoplvia.com/pro			
6.40			Las Vegas Advisor International	ShopLVIA -- lva membership international	Search ShopLVIA.com - lva membership international		http://www.shoplvia.com/sea			
6.41			inline from 6.4	ShopLVIA -- LVA Online Membership -- Internatio	LVA Online Membership -- Internatio		http://www.shoplvia.com/pro			
6.42			inline from 6.4	ShopLVIA -- LVA Full Membership -- Intern	LVA Full Membership -- Internatio		http://www.shoplvia.com/pro			
6.50			Las Vegas Advisor Canadian	ShopLVIA -- canadian	Search ShopLVIA.com - canadian		http://www.shoplvia.com/sea			
6.51			inline from 6.5	Shop LVIA -- LVA Full Membership -- Cana	LVA Full Membership -- Canadian		http://www.shoplvia.com/pro			
6.52			inline from 6.5	Shop LVIA -- LVA Full Membership -- Cana	LVA Full Membership -- Canadian		http://www.shoplvia.com/pro			
6.60			Las Vegas Advisor Single Issue	ShopLVIA -- Las Vegas Advisor Single Iss	Las Vegas Advisor Single Issue		http://www.shoplvia.com/pro			
7.10		Blackjack		ShopLVIA -- Blackjack	Blackjack		http://www.shoplvia.com/coli			
7.20			Blackjack Software	ShopLVIA -- Blackjack	Blackjack		http://www.shoplvia.com/coli			
7.30			Blackjack Strategy Cards	ShopLVIA -- Blackjack	Blackjack		http://www.shoplvia.com/coli			
7.40			Blackjack Games	ShopLVIA -- Blackjack	Blackjack		http://www.shoplvia.com/coli			
8.10		Poker		ShopLVIA -- Poker	Poker		http://www.shoplvia.com/coli			
8.20			Poker Software	ShopLVIA -- Poker	Poker		http://www.shoplvia.com/coli			
8.30			Poker Strategy Cards	ShopLVIA -- Poker	Poker		http://www.shoplvia.com/coli			
8.40			Poker Other	ShopLVIA -- Poker	Poker		http://www.shoplvia.com/coli			
8.50			Poker Games	ShopLVIA -- Poker	Poker		http://www.shoplvia.com/coli			
9.10		Video Poker		ShopLVIA -- Video Poker	Video Poker		http://www.shoplvia.com/coli			
9.20			Video Poker Software	ShopLVIA -- Video Poker	Video Poker		http://www.shoplvia.com/coli			
9.30			Video Poker Strategy Cards	ShopLVIA -- Video Poker	Video Poker		http://www.shoplvia.com/coli			
9.40			Video Games	ShopLVIA -- Video Poker	Video Poker		http://www.shoplvia.com/coli			
10.10		Sports/Race Betting		ShopLVIA -- Sports/Race Betting	Sports/Race Betting		http://www.shoplvia.com/coli			

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* Competitive analysis

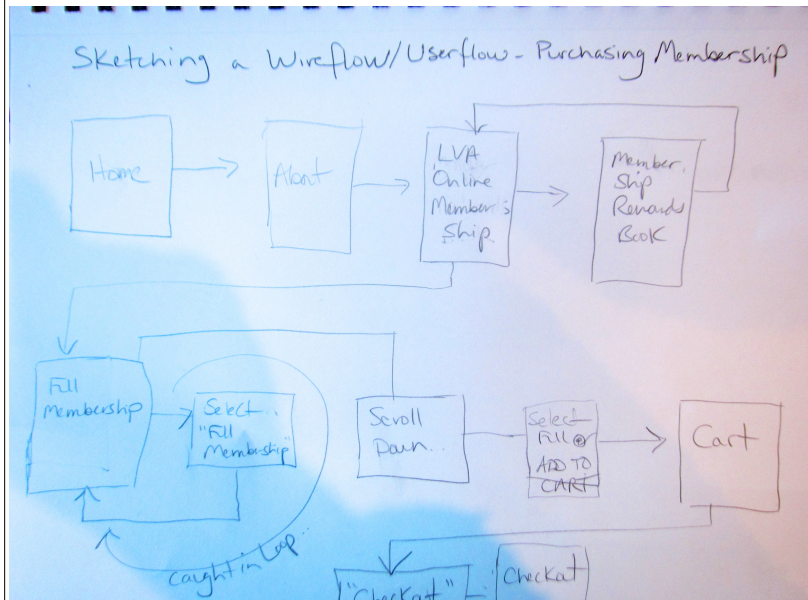
B	C	D	E	F	G
Name	Browse By...	Hierarchy Notes	Pros	Cons	Comment
Gamblers Press	Books & Authors			SLOW. Authors page names not hyphenated.	
Gamblers General Store	Books/Game Strategy	Casino Supplies/Dice & Accessories	Red dice	Narrow Your Search done wrong (in a way...)	
Gamblers Book Club		Poker parallel to "Casino Games"		"Online Store" mislabeled in Footer; "Don't understand the bot"	
Two Plus Two Publishing	Authors/Translation			Redundant "Poker Strategy" link to home page; Sitemap table	
Two Plus Two Store !	Authors/Subjects/Ebooks			"Store Policies" above and larger than Checkout pipeline leads to	

The screenshot shows the Gambler's Book Club website. The navigation menu includes links for Home, Contact, About Us, and various product categories. The main banner promotes vacation packages. The 'Gambling Bookstore' section features a list of books categorized by author, including titles like 'The Gambler's Book Club' and 'The Gambler's Book Club: A History of Gambling in America'.

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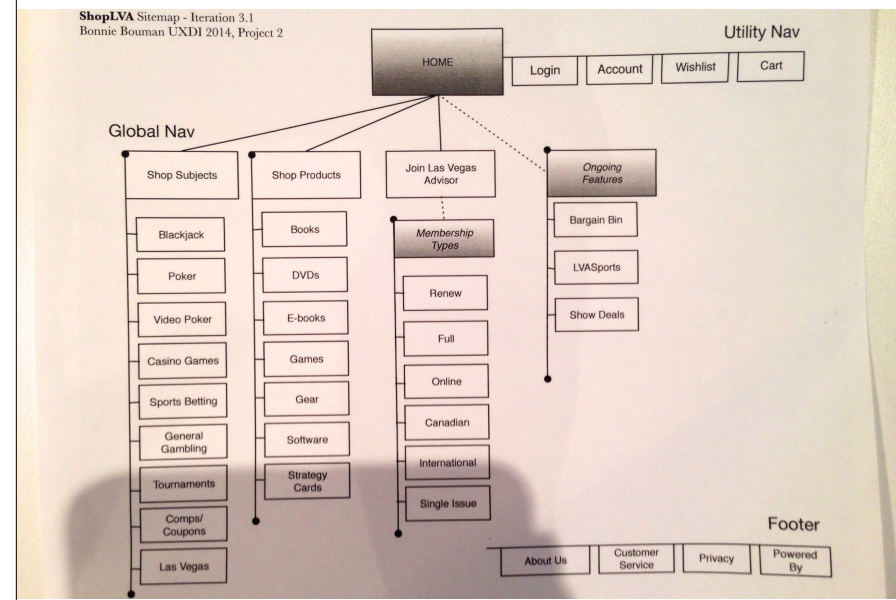
8

User Scenarios/Flows: Buying LVA membership



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Design Iterations: Site Map



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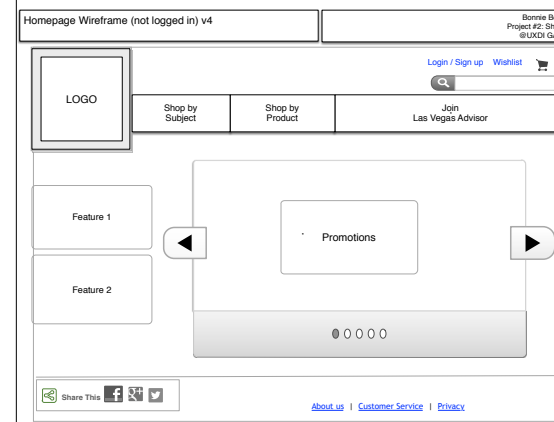
Design Iterations: Home Page, current



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Design Iterations:

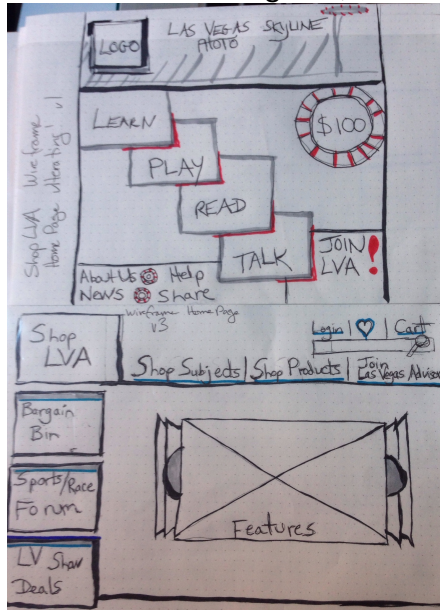
Home Page v1



Home Page v2-5

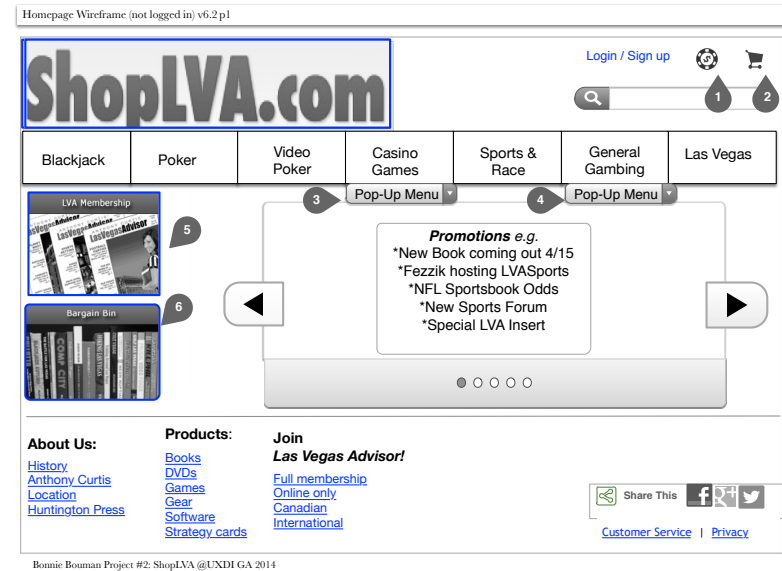
12

Design Iterations: Home Page v2, v3



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Design Iterations: Home Page v6.1

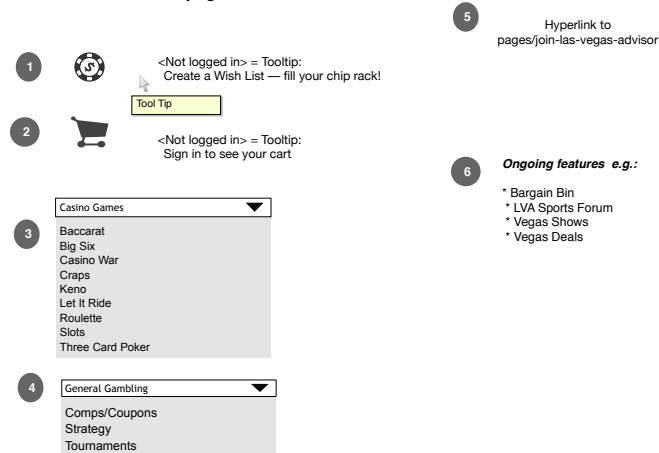


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Design Iterations: Home Page v6.1

Homepage Wireframe (not logged in) v6.2 p2

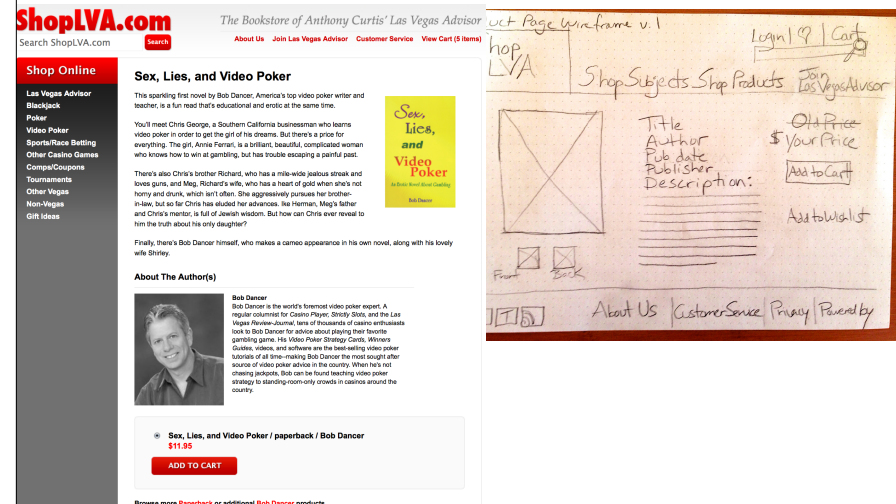
Annotations for Homepage Wireframe 6.2



Bonnie Bouman Project #2: ShopLVA @UXDI GA 2014

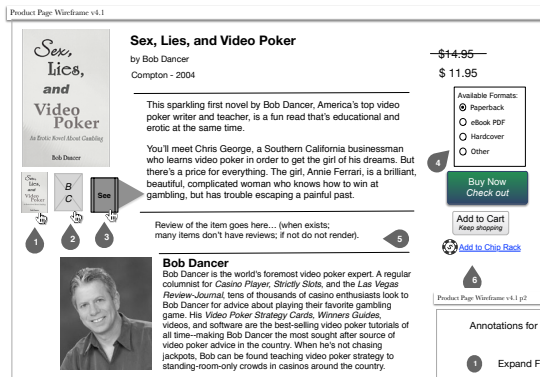
15

Design Iterations: Product Page real; v1



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Design Iterations: Product Page v6.1



Call to Action!
(Above the fold)
“Primary” button

Bonnie Bouman Project #2: ShopLVA @ENZO GA 2014

Q: What would Chris, Angel, Pat or Newbina want to see here?

- Annotations for Product Page Wireframe 4.1
- 1 Expand Front Cover image
 - 2 Expand Back Cover image
 - 3 “See Inside” - Expand TOC/sample (use current technology)
 - 4 Other: Tooltip - Available in other ebook formats such as Apple iBook, Amazon Kindle, Barnes & Noble Nook... for more information go to our Help on Ebooks page.
 - 5 Fields with no data (e.g. “Review”) should not be rendered; move next element up.
 - 6 “Add to Chip Rack”: Tooltip - Add to your Wishlist

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Next Steps for ShopLVA?

- * Analytics
- * Real business info
- * More thought on hard-code vs. search filters

Next Time for Bonnie?

- * Get feedback sooner / Collaborate more
- * Time management
- * Write out three circles; do more Wire Flow

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THANK YOU (...Axure and The DOOOLLLLS...)

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