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INTRODUCTION

Recognizing the challenges customers face while navigating Dover Street's website, I worked on a solution to enhance the experience and cultivate a stronger sense of community. As a long-time shopper at Dover Street Market, I've noticed these problems become more pronounced as technology has advanced. I delved deep into the essence of Dover Street's brand and worked on every aspect of the user experience, highlighted in the final prototype, blending the brand's heritage with a modern twist.

CONCEPT OVERVIEW

Dover Street App is envisioned as more than just a shopping platform—it's designed to bring Dover Street Market directly to users' pockets with features like tracking purchases and offering personalized client services to build loyalty, as well as real-time notifications about store events, fashion weeks, and special installations. The app will embody Dover Street Market's iconic black and white aesthetic, creating a digital space that reflects the brand's minimalist sophistication. Planned features such as virtual try-ons, community forums, and exclusive collaborations are aimed at enhancing user engagement and fostering a creative community.

USER EXPERIENCE & NAVIGATION

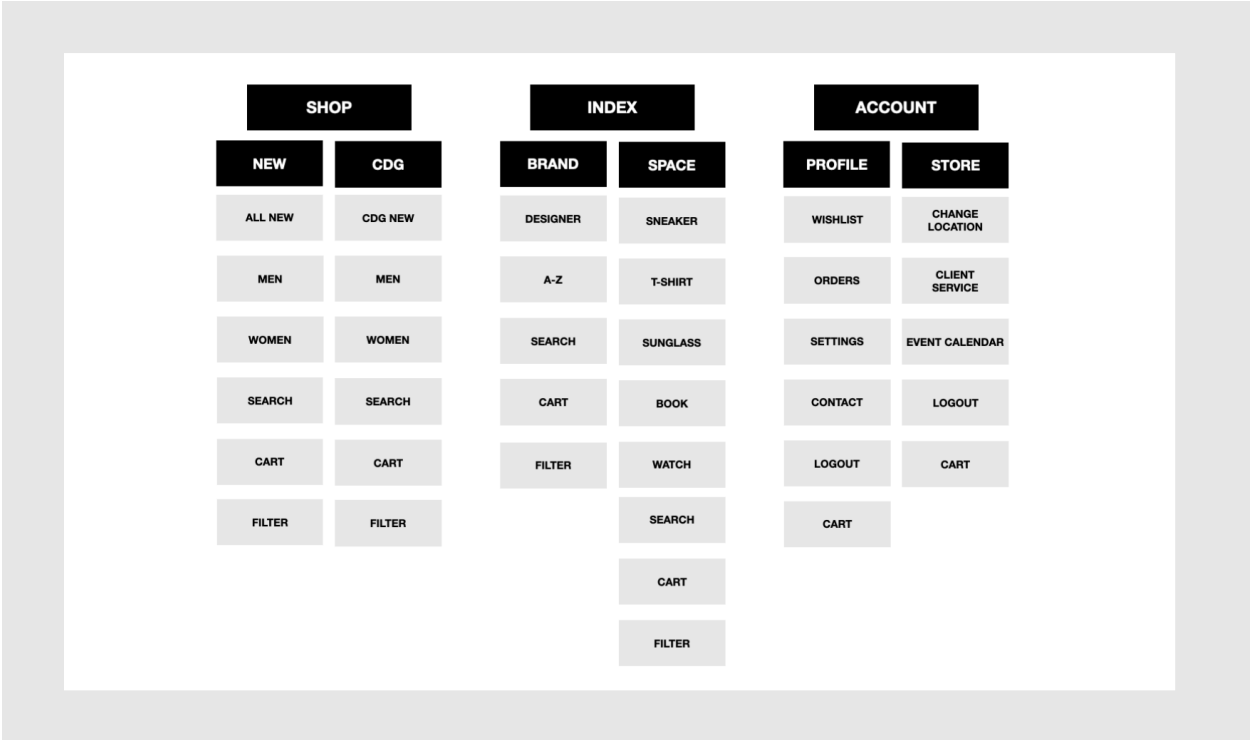
The navigation of Dover Street App is designed to be intuitive and streamlined. It is divided into three main sections. The "Shop" section highlights New Arrivals and exclusive CDG clothing, making it easy for users to explore the latest collections.

The "Index" section includes a comprehensive list of designers from A-Z and DSM Spaces such as Sneakers, T-Shirts, and Books, allowing users to find specific items and categories effortlessly. The "Account" section manages user profiles, preferences,

and store interactions, providing a centralized location for personal settings and order history.

As for user experience, the app focuses on simplicity and clarity, ensuring that users can easily navigate and find what they are looking for. Engagement is enhanced through interactive features like virtual try-ons and community forums, which make the shopping experience more dynamic.

Personalization is key, with customized notifications and client services designed to enhance the user's connection with the brand and cater to individual preferences.



PROBLEM STATEMENT

HOW MIGHT WE SIMPLIFY THE SHOPPING EXPERIENCE FOR CUSTOMERS WHO FIND DOVER STREET'S WEBSITE HARD TO NAVIGATE, WHILE ALSO FOSTERING A STRONGER CONNECTION WITH THE BRAND?

This statement highlights the challenge of improving navigation on the website and enhancing customer engagement. Dover Street App addresses these issues by offering an easy-to-use, interactive, and personalized digital experience.

DESIGN & TYPOGRAPHY

The design of Dover Street App draws from Dover Street Market's unique blend of elegance and street style. The typography will use the Arial font family to establish a clear visual hierarchy:

Arial Regular: For body text, ensuring readability.

Arial Bold: For headings and important information.

Arial Black: Used sparingly for emphasis.

PROTOTYPE & ITERATION

High-fidelity prototypes were developed alongside low-fidelity sketches, and mid-fidelity designs were tested to refine the app, ensuring it aligned with Dover Street Market's minimalist aesthetic while enhancing functionality. The iterative process involved gathering user feedback to continually improve the app.

Interviews with customers and store associates revealed a clear need for an app. Customers wanted features for tracking purchases and building loyalty, which they felt were missing, while store staff saw the app's potential to better support stylists and VIP clients.

This feedback highlighted gaps in Dover Street Market's current approach. The app addresses these by centralizing loyalty tracking, purchase management, and stylist support, making the store a more integrated resource for its clients.

TESTING WITH USERS

During the testing phase, we gathered feedback from customers, clients, and store associates to refine Dover Street App and explore opportunities for future improvements.

USABILITY TESTING RESULTS

Testing showed significant improvements in how easily users navigated the app. Participants reported shorter navigation times and a more straightforward process for finding products. They appreciated the clear and intuitive layout, which made the app easier to use.

CUSTOMER FEEDBACK

Customers were excited about features like purchase tracking and real-time notifications. They suggested adding virtual try-ons and personalized style recommendations. This feedback highlighted their interest in a more interactive and tailored shopping experience.

FEEDBACK FROM STORE ASSOCIATES

Store associates and clients provided valuable insights. They recommended adding tools for managing VIP clients and stylist support, as well as features for exclusive content and early access to new collections. These suggestions aimed at enhancing both customer service and staff efficiency.

FUTURE ITERATIONS

The feedback has opened up several opportunities for future updates. Enhancements like advanced personalization features, tools for VIP client management, and exclusive content can make the app even more engaging and aligned with Dover Street Market's brand.

OVERALL

The testing phase not only confirmed the app's effectiveness but also provided ideas for future growth and improvement.

CONCLUSION

Dover Street App is designed to bridge Dover Street Market's physical presence with the digital realm. It aims to be more than a shopping platform, offering a centralized hub that reflects the brand's minimalist ethos and creative spirit. By addressing gaps in DSM's digital strategy, the app promises to deliver a unique and engaging experience for Dover Street Market's audience.

Overall, Dover Street App elevates DSM's digital presence, making shopping easier and more connected while reinforcing the brand's commitment to innovation and creativity.