

EMPATHY.CO

INNOVATION WITHIN PRODUCT DESIGN

Can eCommerce Design Make the World a Better Place?

INNOVATION WITHIN PRODUCT DESIGN

Can eCommerce Design Make the World a Better Place?

About Myself

Innovation within Product Design: Can eCommerce Design make the world a better place?

- **What** is design?
- **Why** is inclusive design important?
- **How** do you design inclusively?

Conclusion

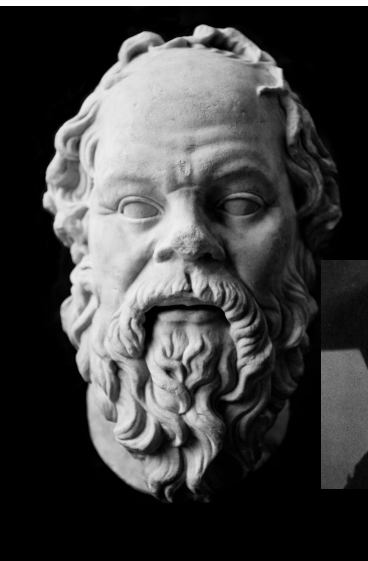
EMPATHY.CO



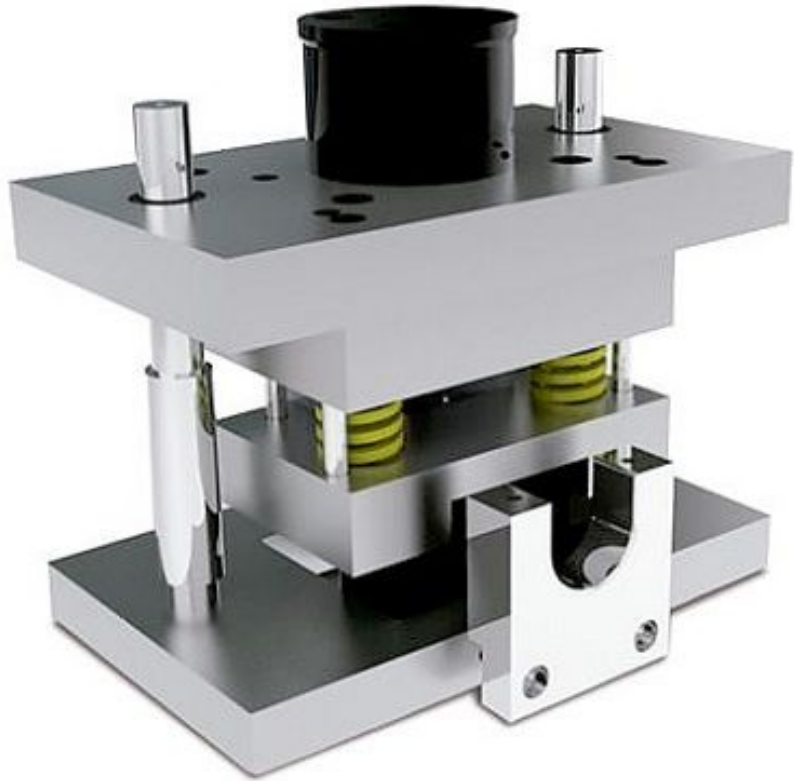
ABOUT MYSELF

MORE HUMAN

Leaving a stamp on the world.







What?!

YES, EXACTLY...



Volume 2

Living?

Princip

MAD MEN[®]

DESIGN: HERE I COME

TOYS & GAMES

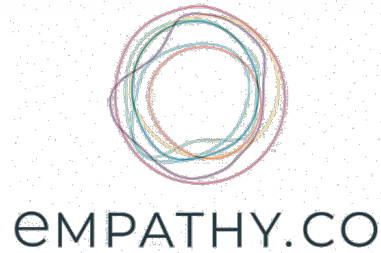
PHOTOGRAPHY

TEACHING

PRODUCT
DESIGN



EMPATHY.CO



Product Designer & Design Manager
Trust | Understanding | Joy

“**Help customers** have access to empathetic, human-centered digital shopping experiences that fulfil their needs, and **guide business** in the process”

“Different **people** from all around the **world**”



MARLETY GARCIA

“Designing for people, with people”

New experiences | Learning | Reading | Traveling | Animals

 Reach out through **LinkedIn:** [linkedin.com/in/marletygarcia](https://www.linkedin.com/in/marletygarcia)



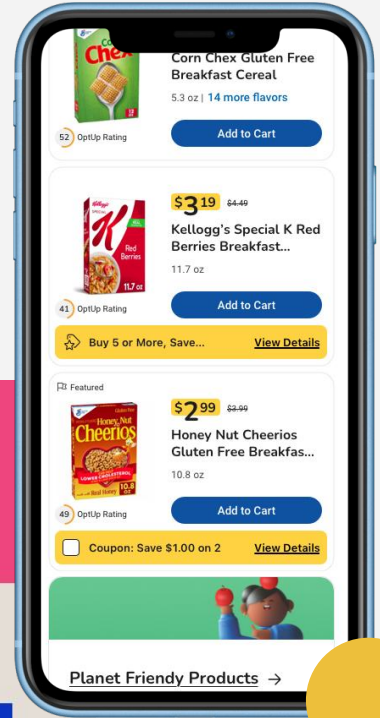
“You best grown and self-achievement come from the **greatness of the people around you**”

A photograph of three diverse women sitting at a table, laughing and looking at a smartphone together. The woman on the left is pointing at the screen. The woman in the middle is holding the phone. The woman on the right is also looking at the phone. They are all smiling and appear to be in a collaborative and joyful environment. The background shows a window with greenery outside.

CAN ECOMMERCE DESIGN MAKE THE WORLD A BETTER PLACE?

What is Design?





DESIGN...



ADDRESSES
NEEDS &
GOALS



OFFERS
SOLUTIONS TO
PROBLEMS



EXPRESSES
EMOTIONS &
TELLS STORIES



HAS AN INTENTION

...finds **solutions**

A black and white photograph of Steve Jobs, wearing his signature round glasses and a dark turtleneck. He is holding a small device in his right hand and gesturing with his left hand. The background is dark, making his face and hands stand out.

“Design is not just what it looks like and feels like.
Design is how it works”

STEVE JOBS

Why is inclusive design important?

The bottom of the slide features a decorative graphic consisting of several overlapping, wavy lines in shades of teal and purple, creating a sense of movement and depth.

WHEN DESIGN MEETS PEOPLE

Design finds... **solutions**

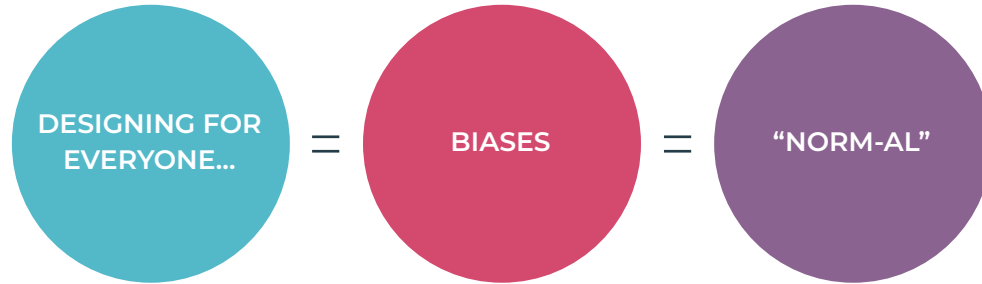
Product Designers... **help people**

impact the world

**have a big
responsibility**

If you design for **everyone**, you design for **no one**

How do we take on this responsibility & ensure
inclusivity meets joy?



eCommerce has opened up a world of **opportunities**,
BUT...

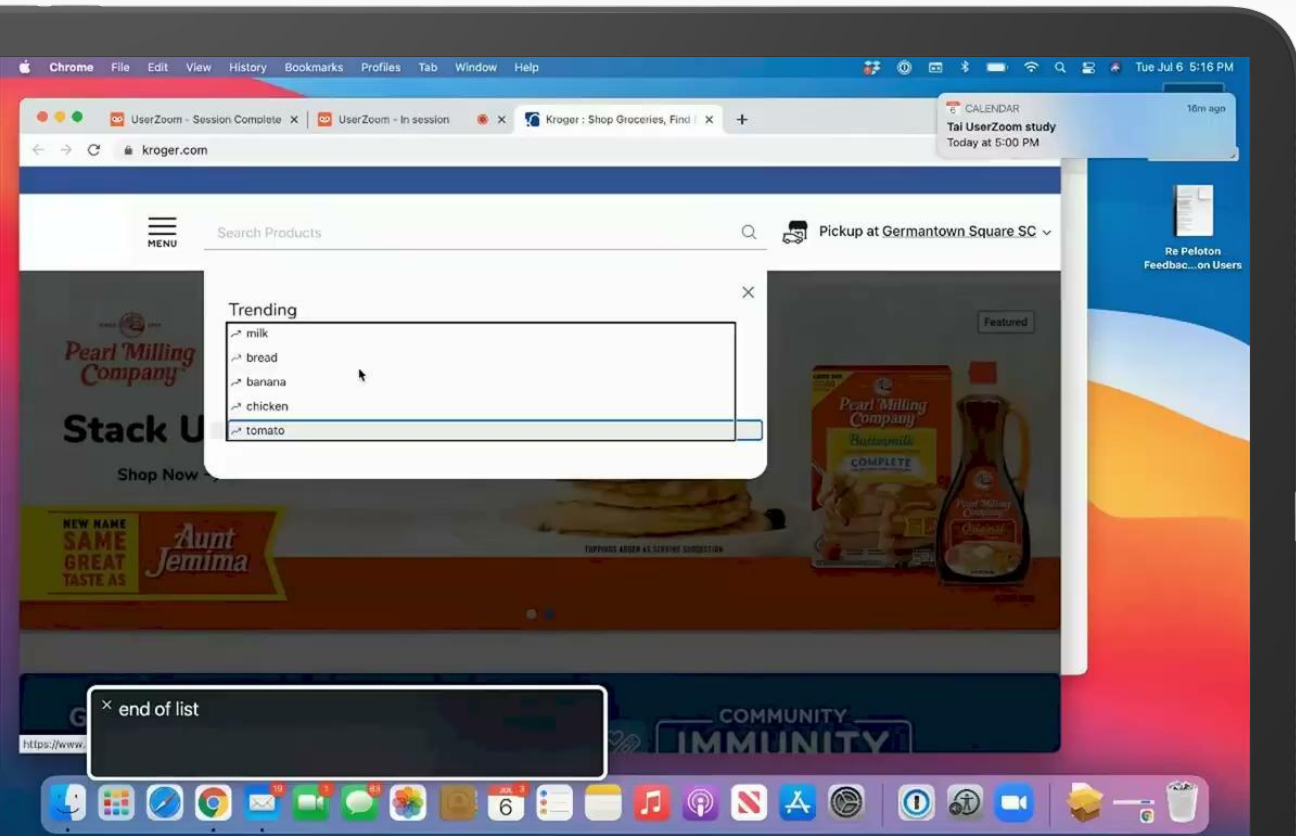
16%

OF WORLD'S
POPULATION
EXPERIENCE

SIGNIFICANT DISABILITY

eCommerce has opened up a world of **opportunities**,
BUT...

3% OF THE
INTERNET IS
ACCESSIBLE
(2022)



Ella

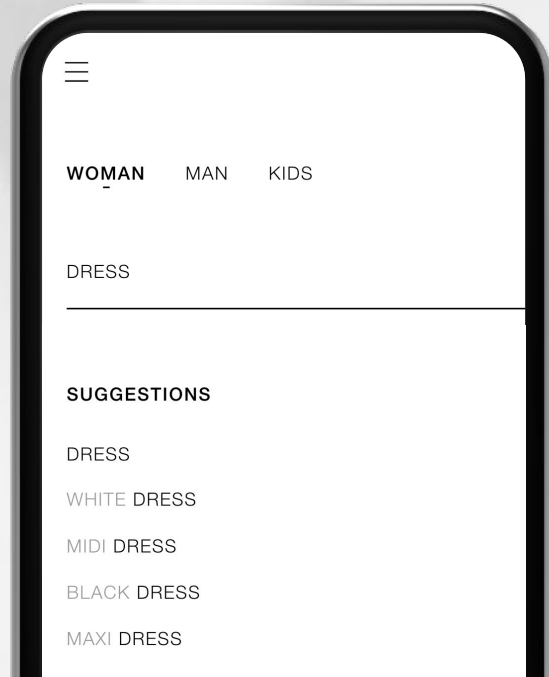
Blind | Uses screen reader



ACCESSIBILITY USER TESTING

Groceries Store, 2021





eCommerce has
opened up a world
of **opportunities**,
BUT...

1M

NON-BINARY ADULTS
IN THE US.

SKIPPING THE NORM-AL

OPENING BRANDS TO THE ENTIRE SPECTRUM OF AUDIENCES

Eau de Parfum

Express Your Unique Self

It has never been about genderless nor gender neutral perfume. Why be less, why be neutral when you've always been meant to be more? GENDERFUL™ fine fragrance — These are modern fragrances for self-expression built on the fact not one of us in the world is strictly masculine or feminine. Your own foundation is built on a spectrum containing both. Our fragrances are designed the same way.

This smells like a revolution.



eCommerce Product Designers have the power to make eCommerce a **better, safer, more inclusive place.**



How do you design inclusively?


The bottom of the slide features a decorative graphic consisting of several overlapping, wavy lines in shades of teal and purple, creating a sense of movement and depth.

How do we ensure we **target individual needs**, contexts, abilities & priorities?

Personalisation

Towards a conversational, human, ethical digital world

3 WAYS TO DESIGN INCLUSIVELY



SOLVING THE CORE
OF EACH CUSTOMER
PROBLEM



BUILDING
FLEXIBLE DESIGN
SYSTEMS THAT
EMBRACE
CUSTOMISATION



ADOPTING
A HUMANITY-
CENTERED
APPROACH



Solving the core of **each customer problem**

SYMPTOMS / SOURCE

“Wisdom begins with wonder”

SOCRATES

RESEARCH & TESTING: WIDE SPECTRUM



TEST

- Moderated interviews
- 1 hour each



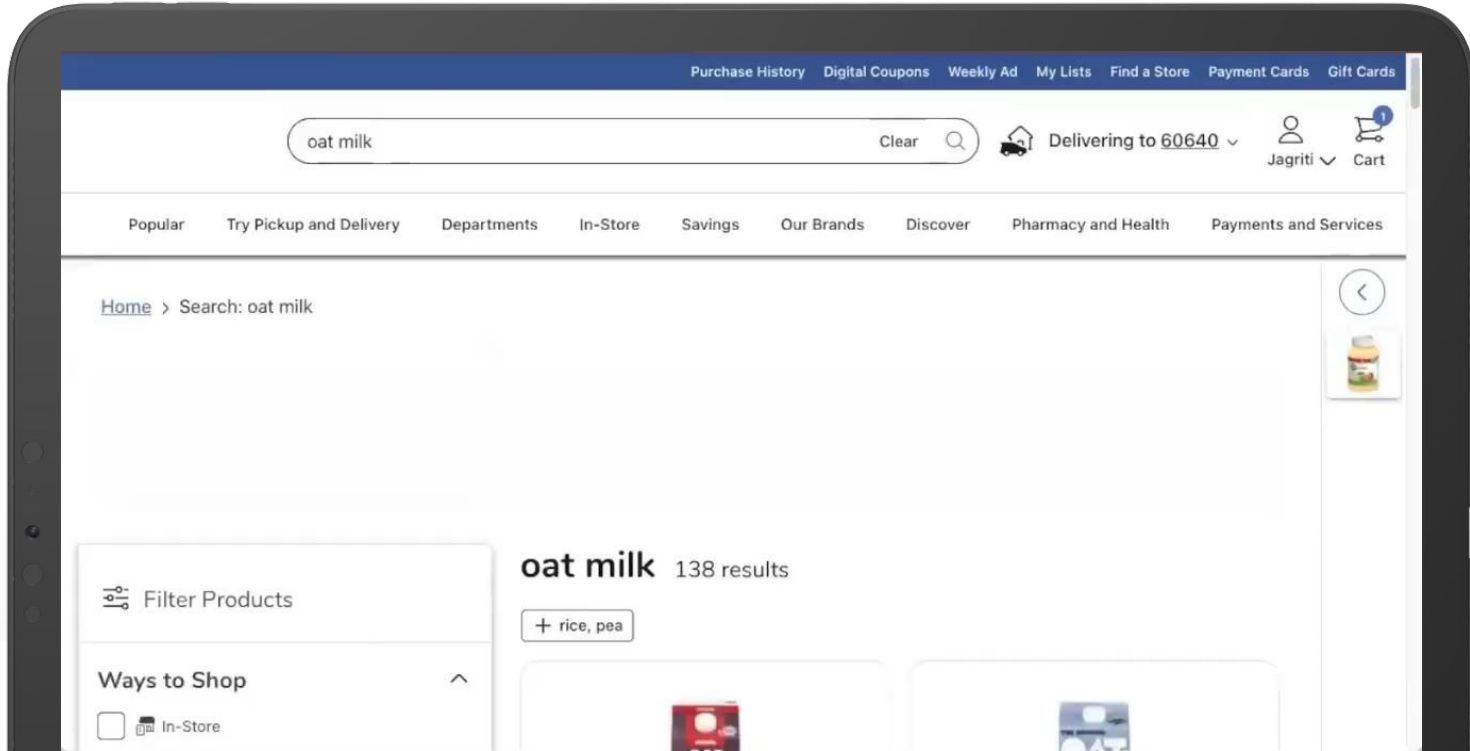
PARTICIPANTS

- 15 participants
- All ages, genders, abilities & incomes



DIVYA

 Interview clip



About Divya's interview

WE KNOW

- No partner
- Is **raising her nephew**
 - Works **full time**
- Shops **organic** produce
- Buys **same** items all the time

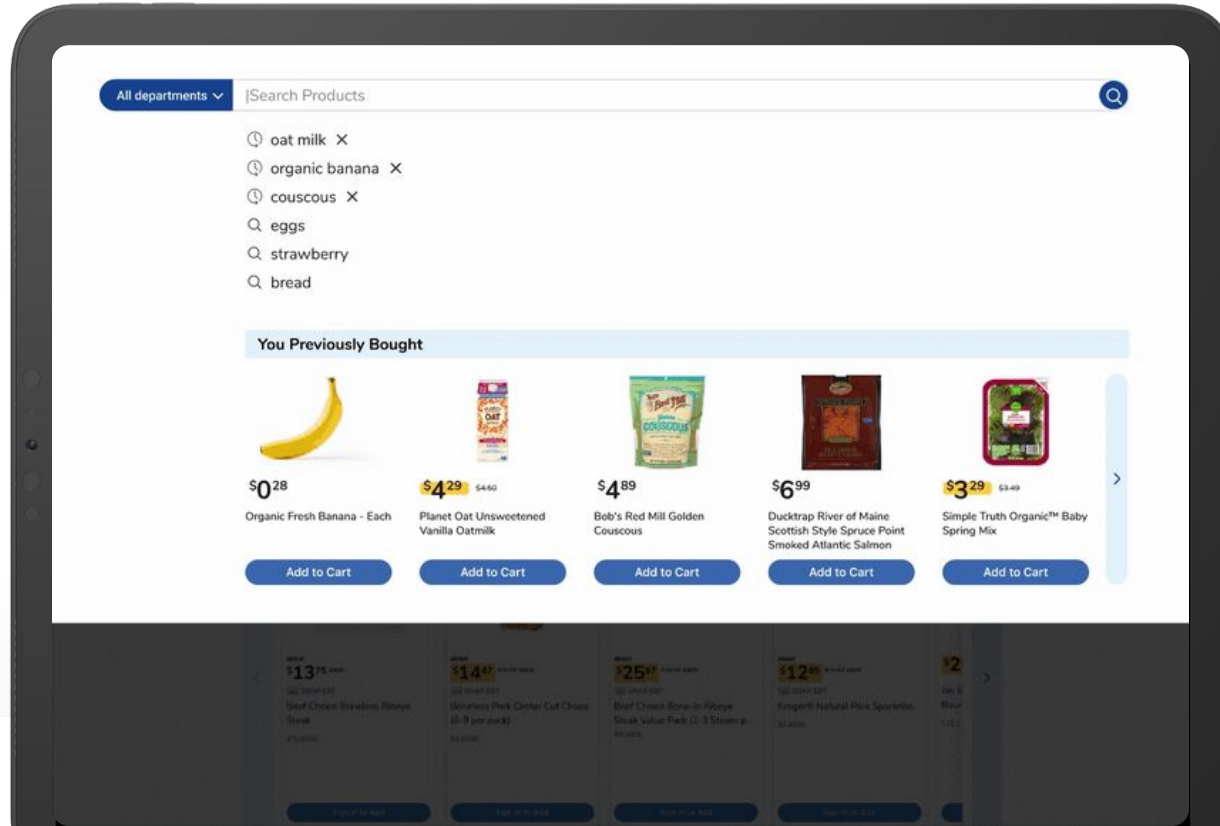
SHE SAYS

- Cares for **product quality**
- Thrives **inspiration** for recipes
- **Not** interested in what **others buy**
- Finds it **frustrating** when **items shown don't match** her intent

WE OBSERVE

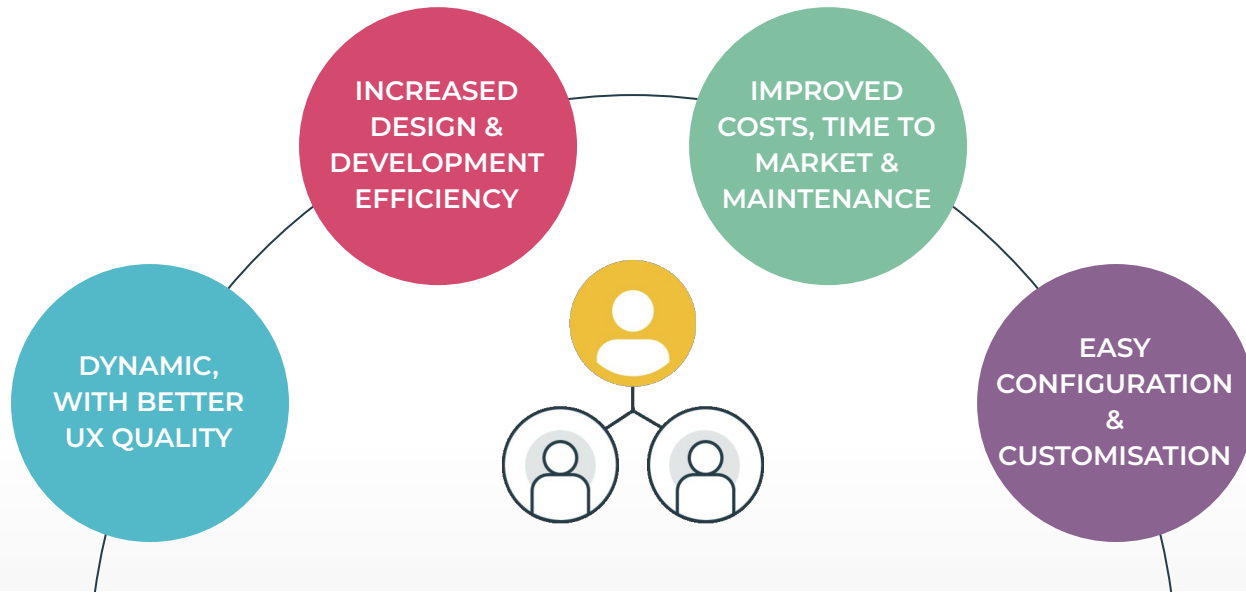
- Would benefit from **quick access to recurrent** items
 - Needs to **build basket fast**
 - She does **not use filters...**
- ...but **types** in more specific terms

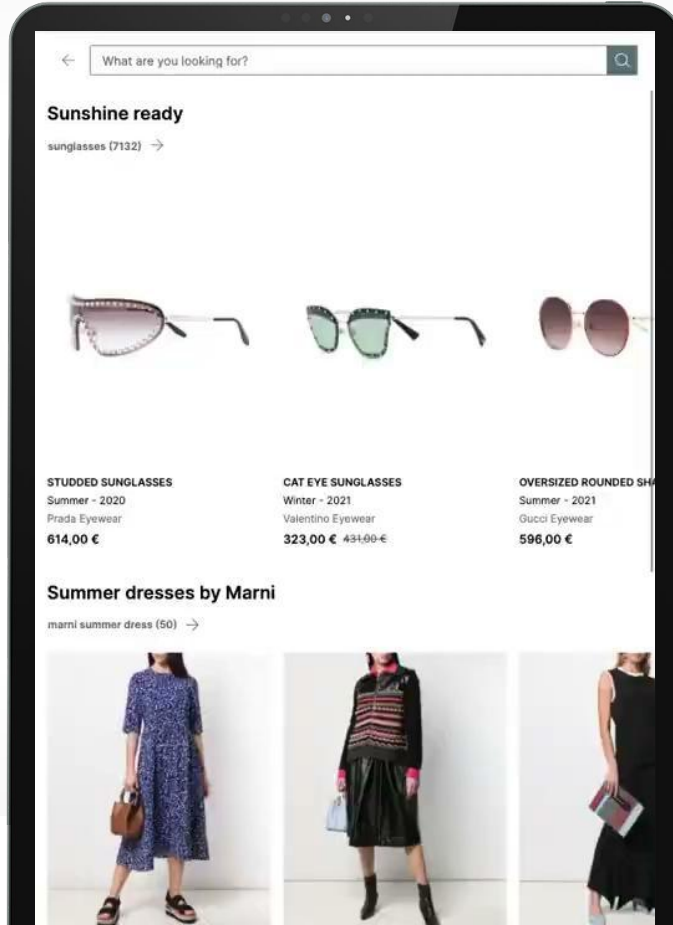
What **should** Divya's **shopping experience** look like?





Building **flexible design**/development **systems**





XDS

- Dynamic
- Design **flexibility**
- Rich in **component variants**
- Different layouts to choose from
- **Customization** improved
- Better adaptation to **customer needs**



Adopting a **humanity-centered approach**

UNDERSTAND SHOPPERS ECOSYSTEM: THEIR CHALLENGES,
ENVIRONMENT, PROBLEMS, NEEDS & CONTEXTS

Act on each individual's intent towards personalised,
intelligent experiences that respect them

READ & INTERPRET THEIR INTENTION
RESPECTING THEIR PRIVACY



ROGER

- Lives with partner, Pepe
- Co-owner of a bookstore
- No children
- Cat owner



LIFESTYLE

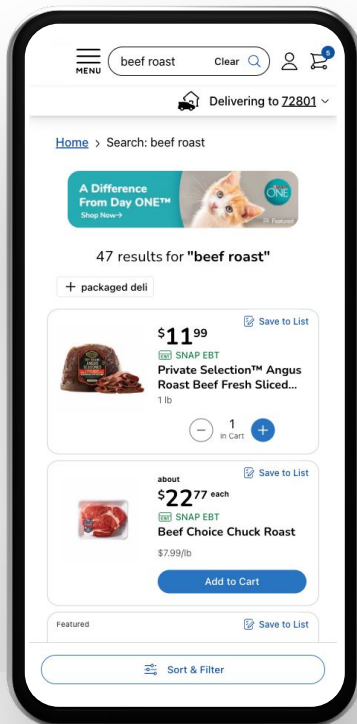
- Works full time
- Allergic to gluten & lactose intolerant



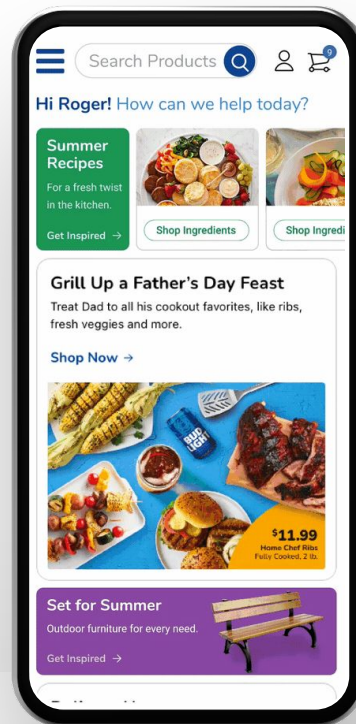
HOBBIES

- Practising sports
- Cooking
- Experimenting with new recipes
- Entertaining friends at home

What does Roger's **current shopping experience** look like?



What **should** Roger's **shopping experience** look like?





Customers = **individuals with specific needs & characteristics**

Experiences that solve each one's particular problems in a customised way that moves away from the norm.

RESPECTING SHOPPERS & LEARNING FROM THEM
we get closer to a...

21ST CENTURY DESIGN CULTURE that **CHANGES DESIGN:**

- **WHAT** IT IS APPROACHED (the individual)
- **HOW** (in a tailored, respectful, objective way)

SO, IN CONCLUSION...

CAN ECOMMERCE DESIGN MAKE THE
WORLD A BETTER PLACE?



IT ABSOLUTELY CAN!

Y

WHAT IS DESIGN?

Finding **personalised solutions** to clients' needs while creating an **elevated, joyful shopping experience** that respects all customers in an **inclusive way**.

WHY IS INCLUSIVE DESIGN IMPORTANT?

It takes us closer to **creating ethical, trustworthy experiences** in eCommerce, that help customers search and **find what they need, wherever and whoever they are**.

HOW CAN WE DESIGN INCLUSIVELY?

We have to **understand our customers**, have flexible structures that allow us to **adapt** & worship a respectful **humanity-centered** approach that **fulfills shoppers specific goals**.

Design as a way of thinking.

One that empowers us to forge respectful, powerful, human solutions, that solve individual needs in a personalised, ethical way.

Impulse change

Create awareness, design with willingness, and
leave a stamp on the world that **really makes a difference.**

Q&A

EMPATHY.CO

LONDON | NEW YORK | ASTURIAS | GALICIA

info@empathy.co

www.empathy.co

