

Leah Trojan-Greenberg Portfolio

LeahChrisTrojan@gmail.com

LeahTrojan.com

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(pun intended)

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Hi, I'm Leah

I'm a UX Writer and Content Strategist. I love creating seamless, human-centered content that improves product usability and infusing fun into everyday experiences.

What is SAVVY?

About

Style Me Savvy, or Savvy for short, is a smart fashion styling chatbot-turned-marketplace driven by advanced technology. Savvy gains insights into clients' style preferences and reaches a clear understanding of their body type, all through a unique & interactive user experience. Savvy has helped over 200,000 women feel amazing—whether they're heading out for a day in the office or a night on the town.

My role

Content lead, UX writer, copywriter, and copy editor as well as visuals editor and UX design consultant. I've had influence in every facet of the product from ideation to design to documentation to QA.

Users

Savvy has 3 types of end users:

1. Clients of stylists who want to be guided through a journey of style self-discovery.
2. Members of an influencer or content creator's Savvy club. They expect to receive a limited number of look recommendations per month.
3. Stylists, influencers, and content creators who want a scalable and organized way of connecting 1-on-1 with their following.

Challenges

Savvy's concept has been constantly pivoting to meet consumer demands. Having an eye for detail and keeping the copy aligned with the current pivot has been one of the most challenging yet integral parts of working on Savvy.

SAVVY.

TL;DR

- Savvy is a virtual styling chatbot-turned-marketplace
- I led the content team
- There are 3 categories of users:
 - Clients of stylists
 - Clients of influencers
 - Stylists and influencers
- It was a wild, topsy-turvy, pivoting ride

I'll try to explain.



Optimizing Savvy's conversion funnel by

Building trust

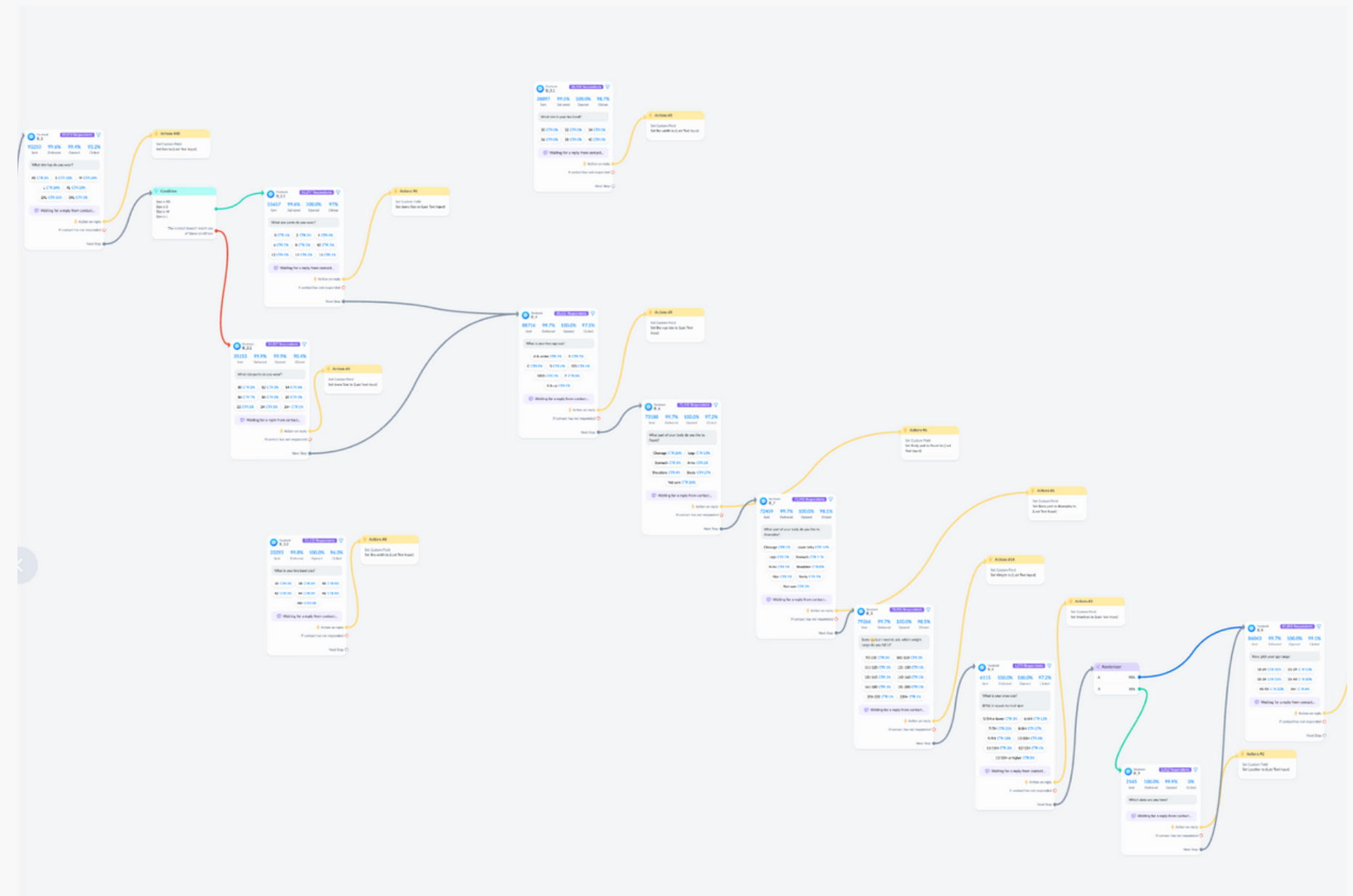
The situation

Goal

To increase conversions by improving the way the chatbot responds to clients during the initial chat flow

My role

I led the content team and assessed the current flow. I found spots where we could improve response rates and mapped how we could utilize clients' answers in new ways.



A portion of the initial chat flow

Room for improvement

The opportunity

The chatbot asked a long list of questions without interacting with the clients' answers. We noticed that over 70% of clients dropped somewhere in the rapid-fire line of questions.

It was vital we explore how the chatbot flow could be improved to make a better and lasting impact on Savvy clients.

1.

Initial chat flow was just too long.

2.

Some questions were too invasive for a first time user experience.

3.

The chatbot's personality was boring and lackluster.

Developing a game plan

My approach

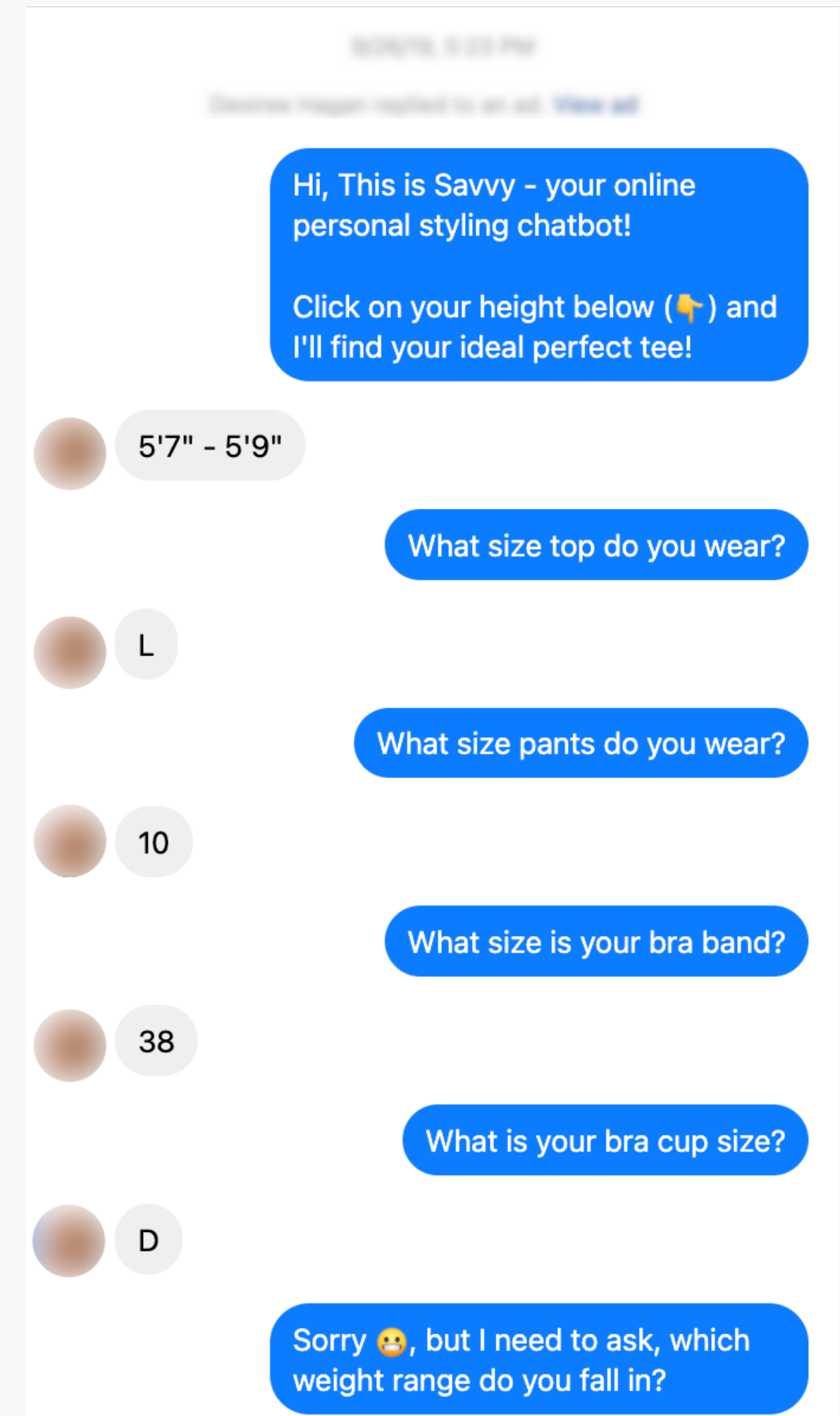
1. Audited the flow and found questions that had the highest drop rates.
2. Determined how the chatbot could tactfully acknowledge clients' answers.
3. Partnered with the engineering team to determine how we can tailor chat experience to individual clients at scale.
4. Analyzed chatbot voice to find opportunities for improvement.
5. Devised A/B testing plans to test varying hypotheses.



Design sprint with the content and design team

Before

- Rapid-fire questioning
- Inappropriate or awkward phrasing
- Conversations felt disjoint
- Misspellings galore



Talk like a gal pal

After

- Cut out 20-40% of questions and tested
- Introduced educational content
- Allowed clients to reassess their answers
- Programed fallback messages to common client responses outside the flow
- Incorporated gifs and emojis
- Added conversational interludes
- Started developing a voice and tone guide

SAVVY.

How accurate was this statement from 1-5?

2 - eh



Shoot!

Sorry about that Leah...

I guess I'm an artificial un-intelligent bot 🤖😄

Please describe me your body type in your own words (type below 🖱️) and I'll fix it!

thank you for sharing! Based on the details you just told me, I figure: Your height is petite, you're curvy, and you have a bottom heavy figure.

How accurate was this statement from 1-5?

4 - Pretty accurate

Let's keep going!

How would you describe your style in one word?

Basic

What part of your body do you like to flaunt?

Cleavage

What part of your body do you like to downplay?

Lower belly

Now, pick your age range:

35-44

Alright, Leya, so you've told me your style is Basic. With good styling we can help you play down your Lower belly and show off your Cleavage!

Are we on the right track?

Totally 100

Now, I'm going to be honest with you 🙈



Just like clothes, style advice is not one-size-fits-all. Figuring out your body type takes more than a few simple calculations -

I'm just a bot after all 🤖 😊

Luckily, ✨ professional stylists ✨ are MASTERS at determining how to dress for YOUR body type and can help you radiate confidence!

Examples of finding our voice

SAVVY.

Please choose your height below (📍)

4'9" - 5'



✨ Did you know that anyone under 5'3" is consider petite?

Although some people commonly use "petite" to mean "thin", it actually has nothing to do with weight!

Calculated attributes

Rethinking our data

Considerations

- Many of our clientss had warped views of themselves and thus had difficulty answering self-reflective questions.
- Gathering information was pointless if we didn't use it.

Taking action

- I created matrixes cross-referencing clients' answers to make educated guesses about them.
- We have an active user base that we could easily test these assumption with.

[illegible]

Example of a calculated attributes matrix

The trust sentence

"Your height is ____, you are ____, and you ____."

The trust sentence

"Your height is ____, you are ____, and you ____."

<p>█ thank you for sharing! Based on the details you just told me, I figure: Your height is petite, you're curvy, and you have a bottom heavy figure.</p> <p>How accurate was this statement from 1-5?</p> <p>4 - Pretty accurate</p>	<p>█, thank you for sharing! Based on the details you just told me, I figure: Your height is average, you're proportional, and you have shoulders that are wider than your hips.</p> <p>How accurate was this statement from 1-5?</p> <p>5 - You nailed it!</p>	<p>█ thank you for sharing! Based on the details you just told me, I figure: Your height is tall, you're proportional, and you have shoulders that are wider than your hips.</p> <p>How accurate was this statement from 1-5?</p> <p>3 - It was ok!</p>	<p>█ thank you for sharing! Based on the details you just told me, I figure: Your height is average, you're proportional, and you have a balanced figure.</p> <p>How accurate was this statement from 1-5?</p> <p>4 - Pretty accurate</p>
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Active listening

Clients wanted our chatbot to understand their answers and give thoughtful responses in return. This could not be achieved by simply regurgitating information.

Thus, we implemented the **trust sentence**—it gave the clients a satisfactory and flattering response after answering a slew of personal questions.

Getting it right

It also gave clients the ability to rate the trust sentence so we could:

1. Gain clients' trust by allowing them to express their opinion.
2. Improve the trust sentence and calculated attributes over time.

Increased click-through rate by 25%

Clients were enjoying the experience of chatting and were more willing to leave Messenger to interact with our content on mobile web.

Going beyond the initial chat flow

Key takeaways were able to be implemented in future flows.

1.

Ask only what is necessary.

2.

Find opportunities for delight and two-sided conversation.

3.

Creatively harness clients' answers to give value.

Partnered up

The workflow and collaboration between my content team and engineering team also led to continued cross-functional creativity.



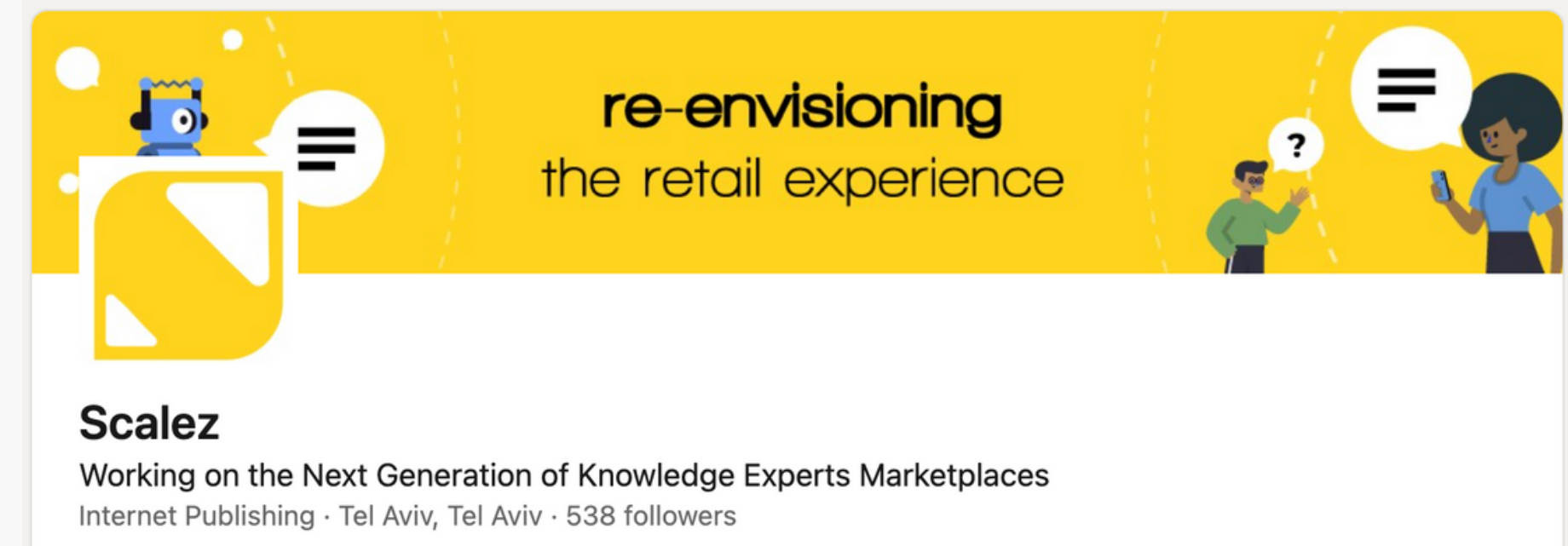
Styling at scale(z)

Break down the styling process into bite-sized chunks



Quick overview

Scalez is a start-up building the next generation of marketplaces for knowledge experts (starting with personal stylists). We use chatbots and machine learning to augment human experts, making their work more efficient, informed, and cost-effective.



Above: LinkedIn banner

Left: scalez.io website

Hello!

We are Scalez



We believe expert services are the next gen of marketplaces



The situation

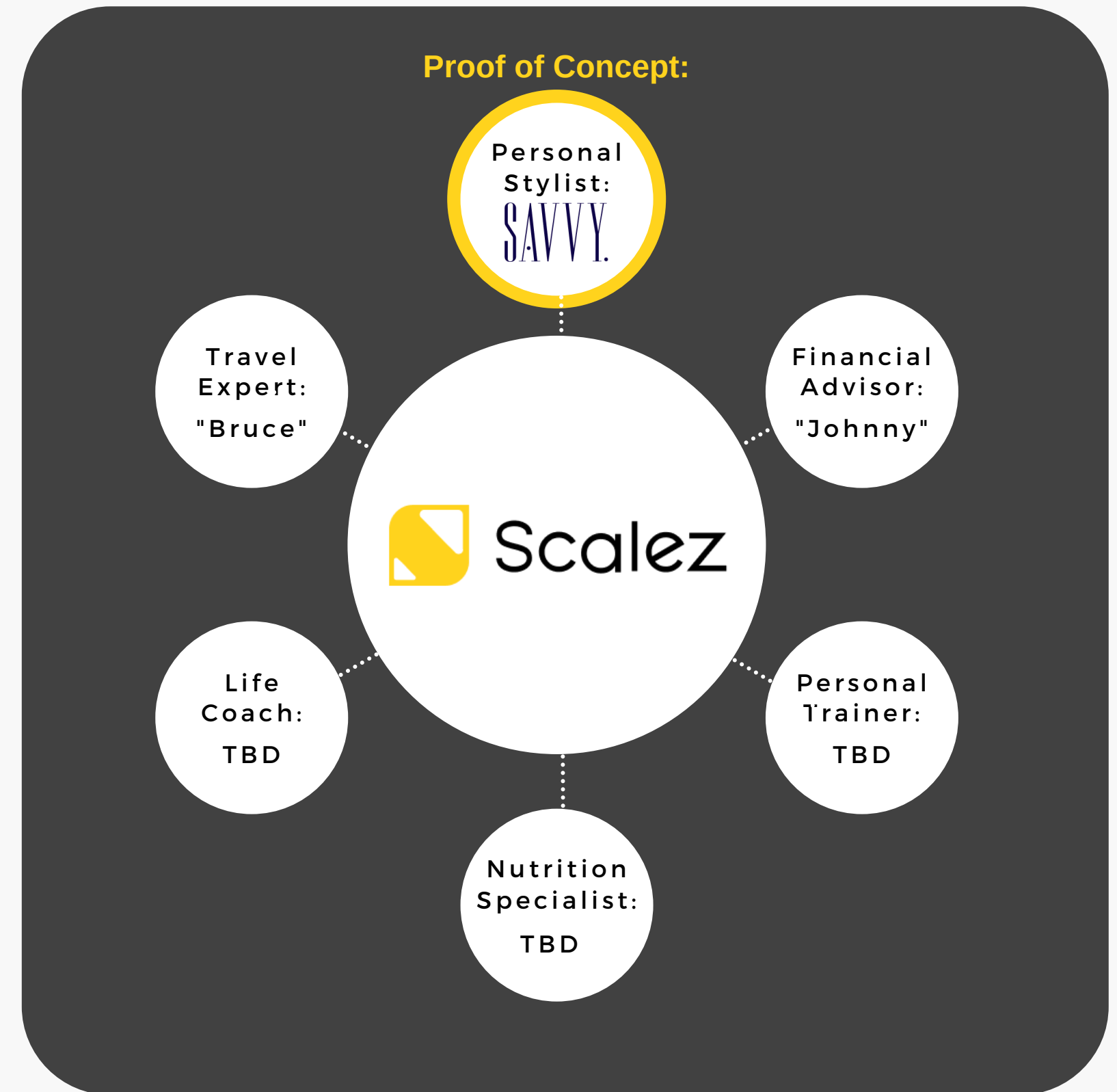
Style Me Savvy is the first vertical designed to be a proof of concept of Scalez's mission.

Goal

Create a marketplace connecting personal styling experts with clients in search of advice.

My role

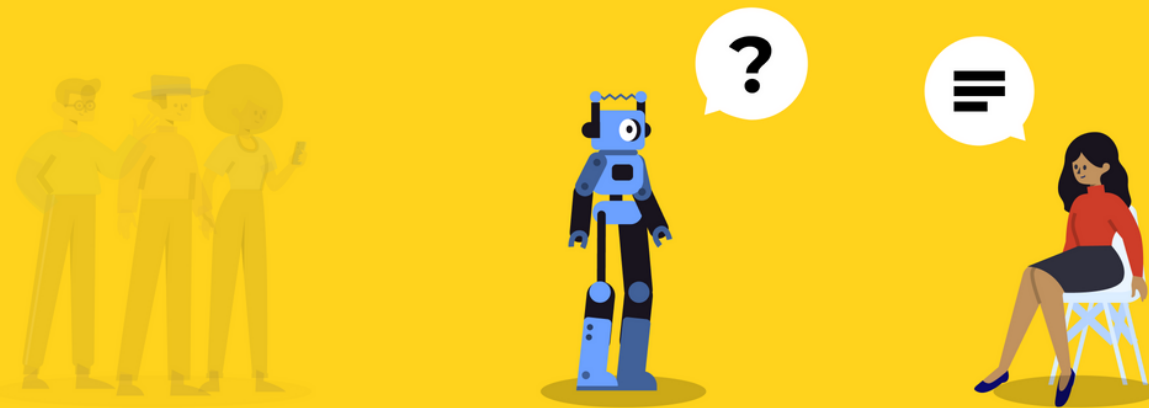
I was the primary content architect, UX writer, and content team lead. I also led user interviews, A/B tests, and usability testing.



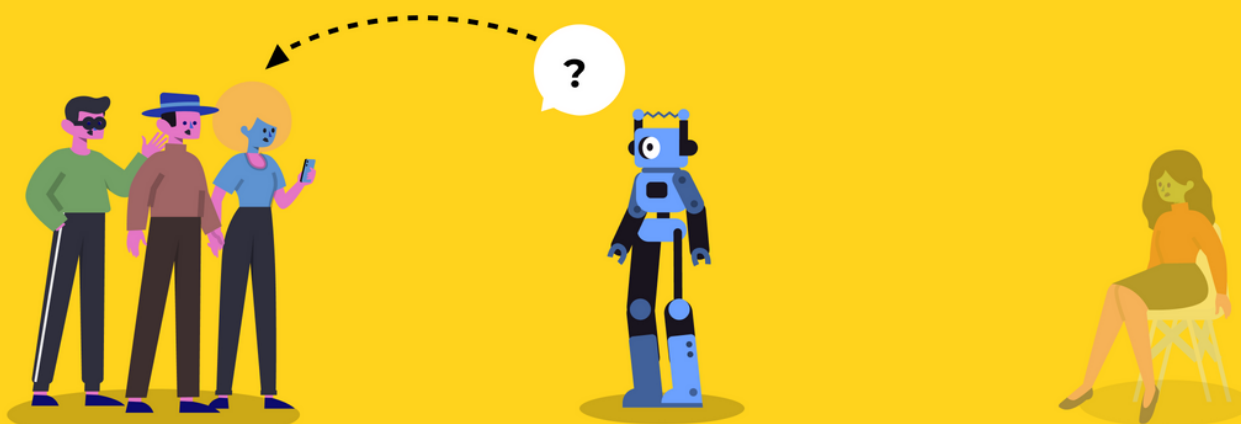
Ideation map of Scalez's verticals

How It Works

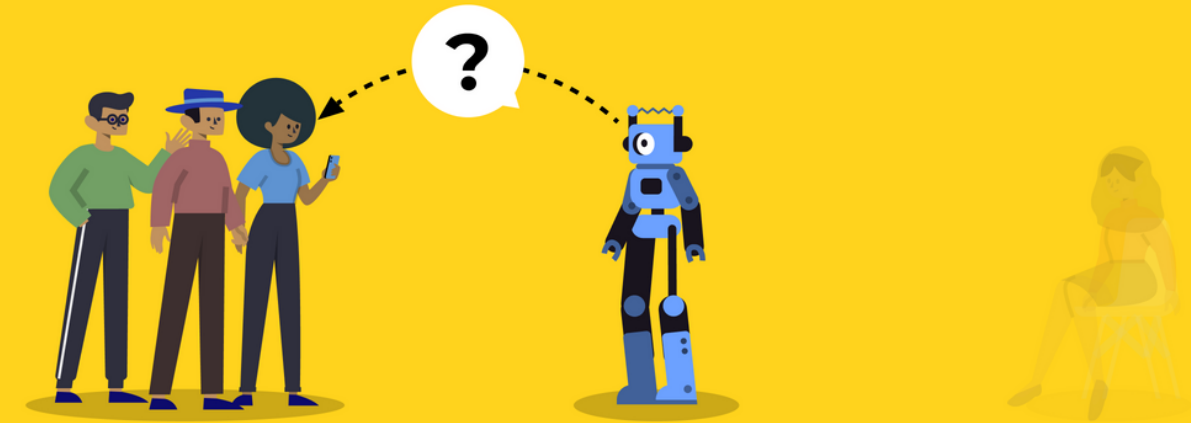
1 A smart bot interviews client needs



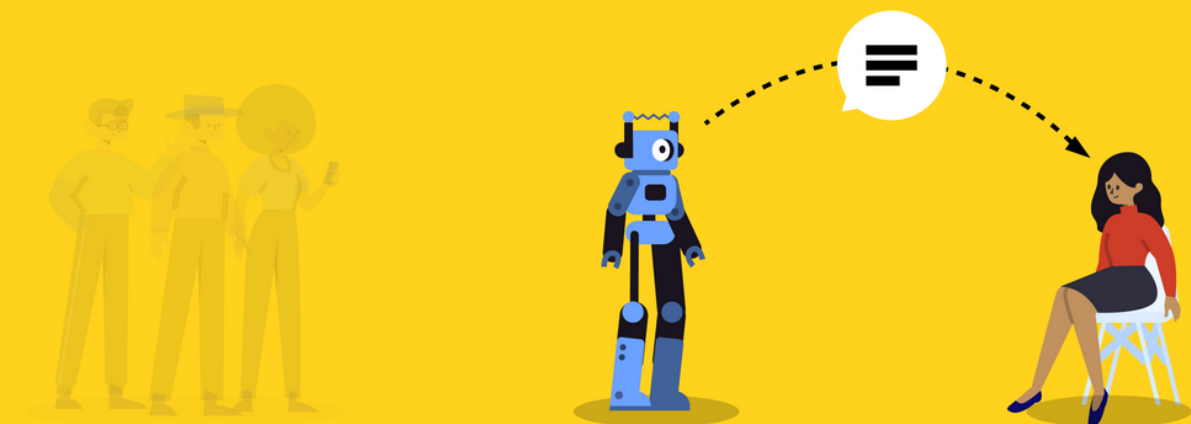
2 Expert receives summarized request from the AI agent

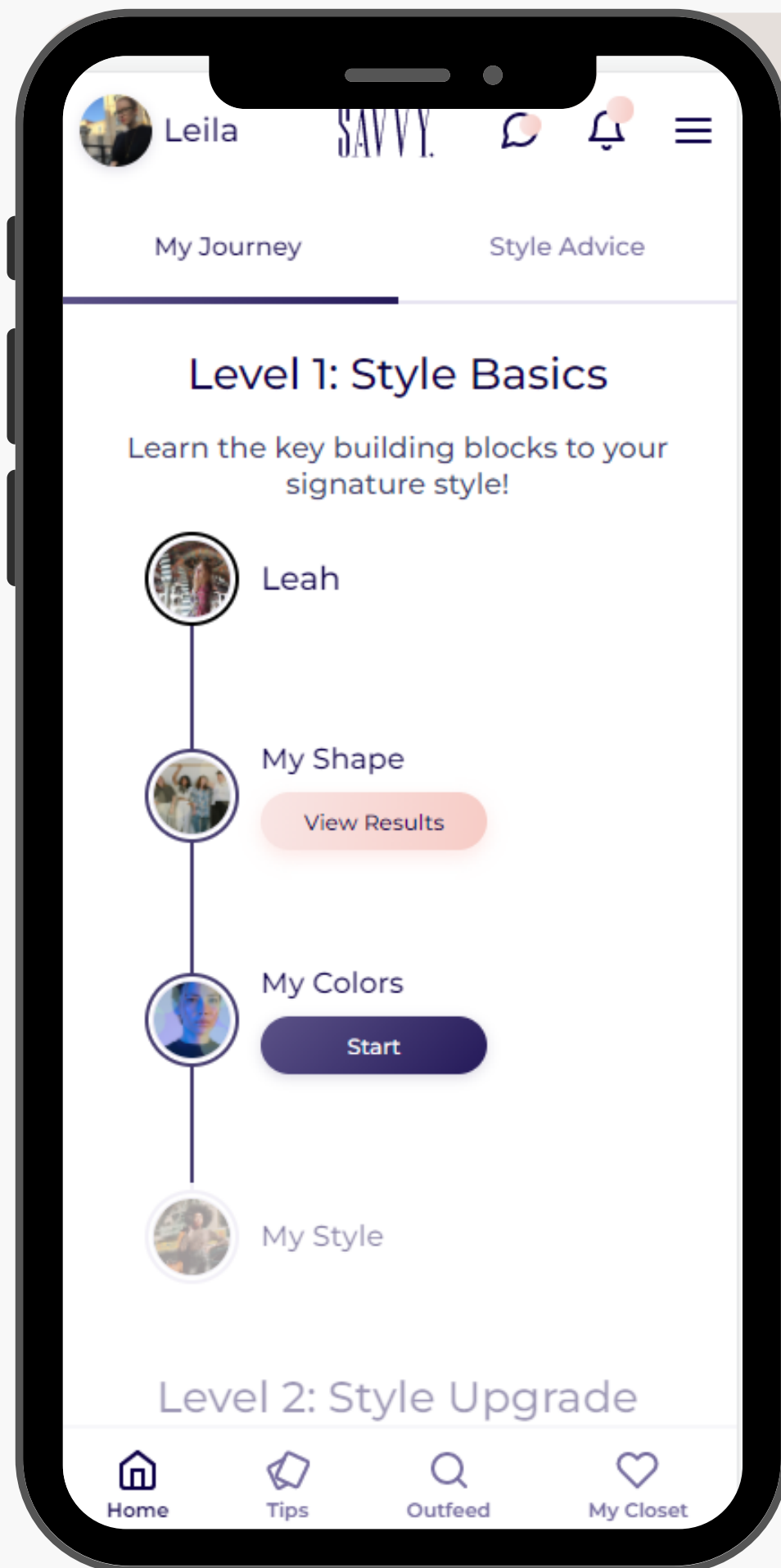


3 Experts assist AI agent to provide the right answers



4 Client receives quality advice for a fraction of the cost





Client Platform Home

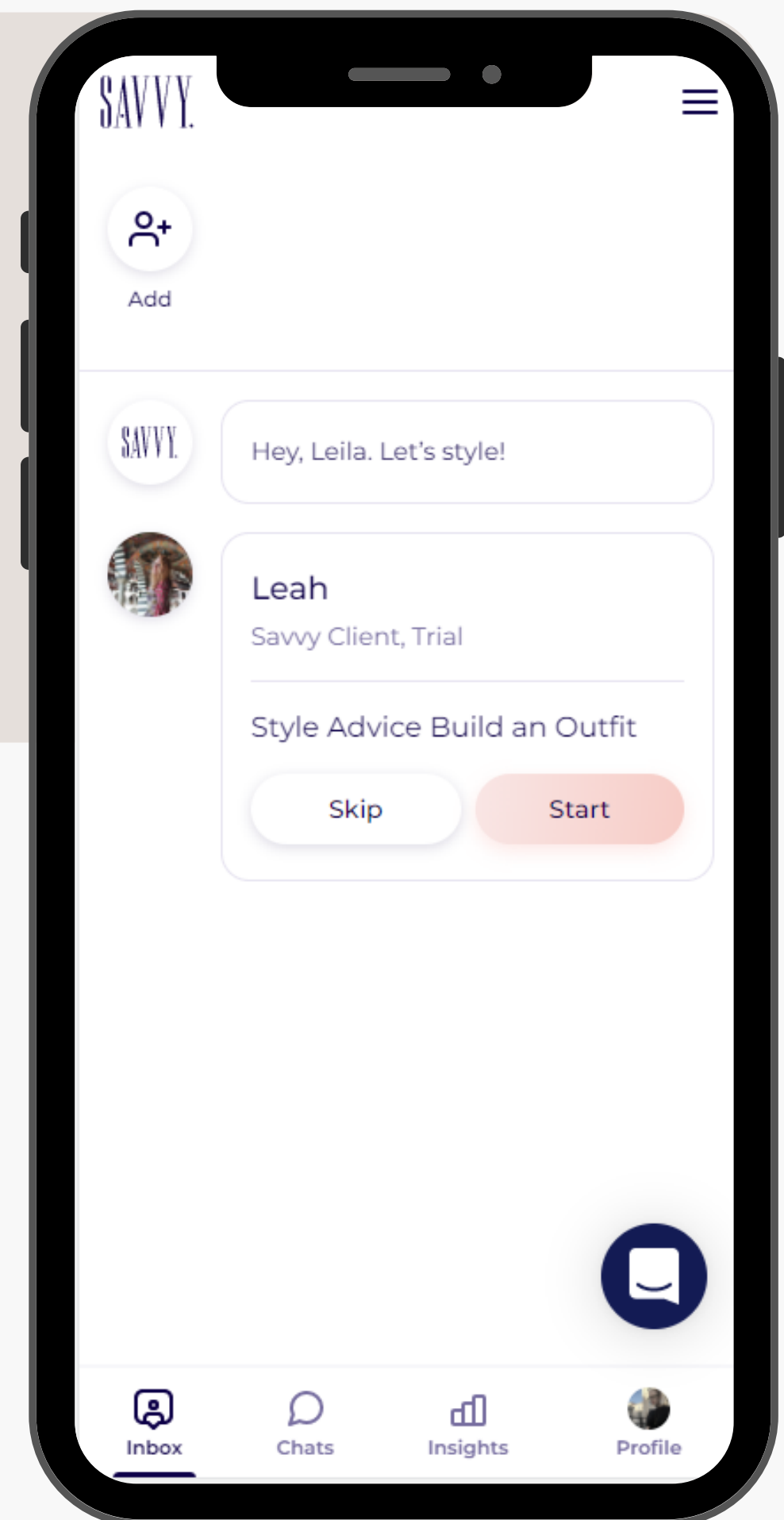
A tale of two apps

The challenge

We had to stitch together 2 separate platforms to correspond with one-another.

Questions to answer

- What do clients want to know?
- How can we make the content valuable to clients?
- How could we make a stylist's job quicker?
- With machine learning, can we already predict what a stylist will choose for their client?



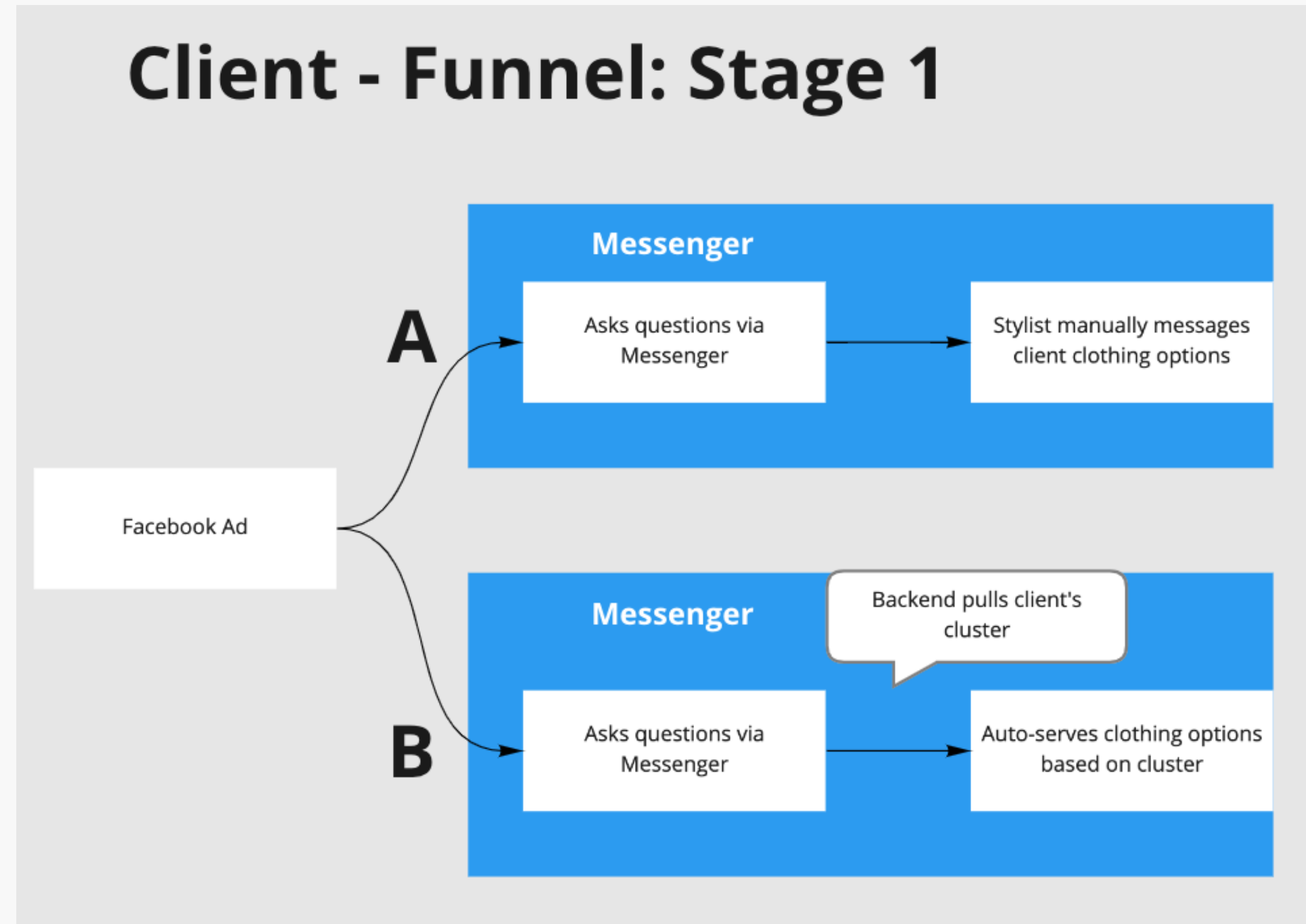
Stylist Platform Home

The client funnel - stage 1

We started by A/B testing whether:

1. We could use machine learning to categorize users and lump them into "clusters"
2. Clients would prefer styling advice served:
 - to the cluster, or
 - served specifically to them by a stylist

The satisfaction between the two groups was comparable.

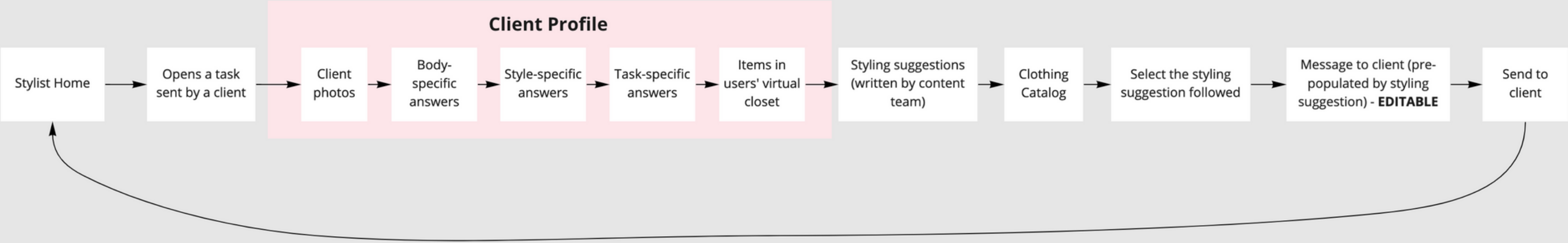


Stylist Platform - Minimum Viable Product

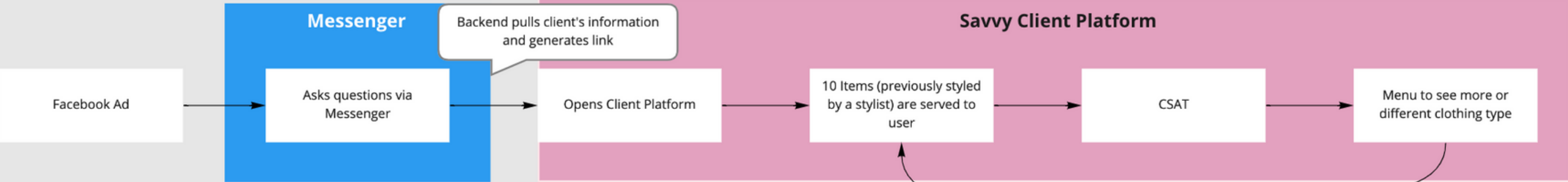
In order to start scaling this interaction, we needed to make an MVP for the Stylist Platform.

We also started building a client platform based on the cluster method.

Stylist Platform - MVP



Client - Funnel: Stage 2



Research, research, research

After building the MVP, we tested our apps with personal stylists and clients.

We gleaned their wants, needs, and concerns through:

- user interviews
- heatmaps and user recordings
- A/B testing
- usability testing

Findings

Key client concerns

1. Wants to become familiar with styling lingo
2. Needs help with complete outfits, not just individual pieces
3. Didn't understand if stylists were real people
4. Need reassurance that our service was worth their investment

Key stylist needs

1. Plenty of detail about the client to make intelligent, informed decisions
2. Ways of making their services quicker and more centralized, thus more accessible and scalable
3. Quick communication tools between them and their client
4. Flexibility to choose how, when, and what they are able to style

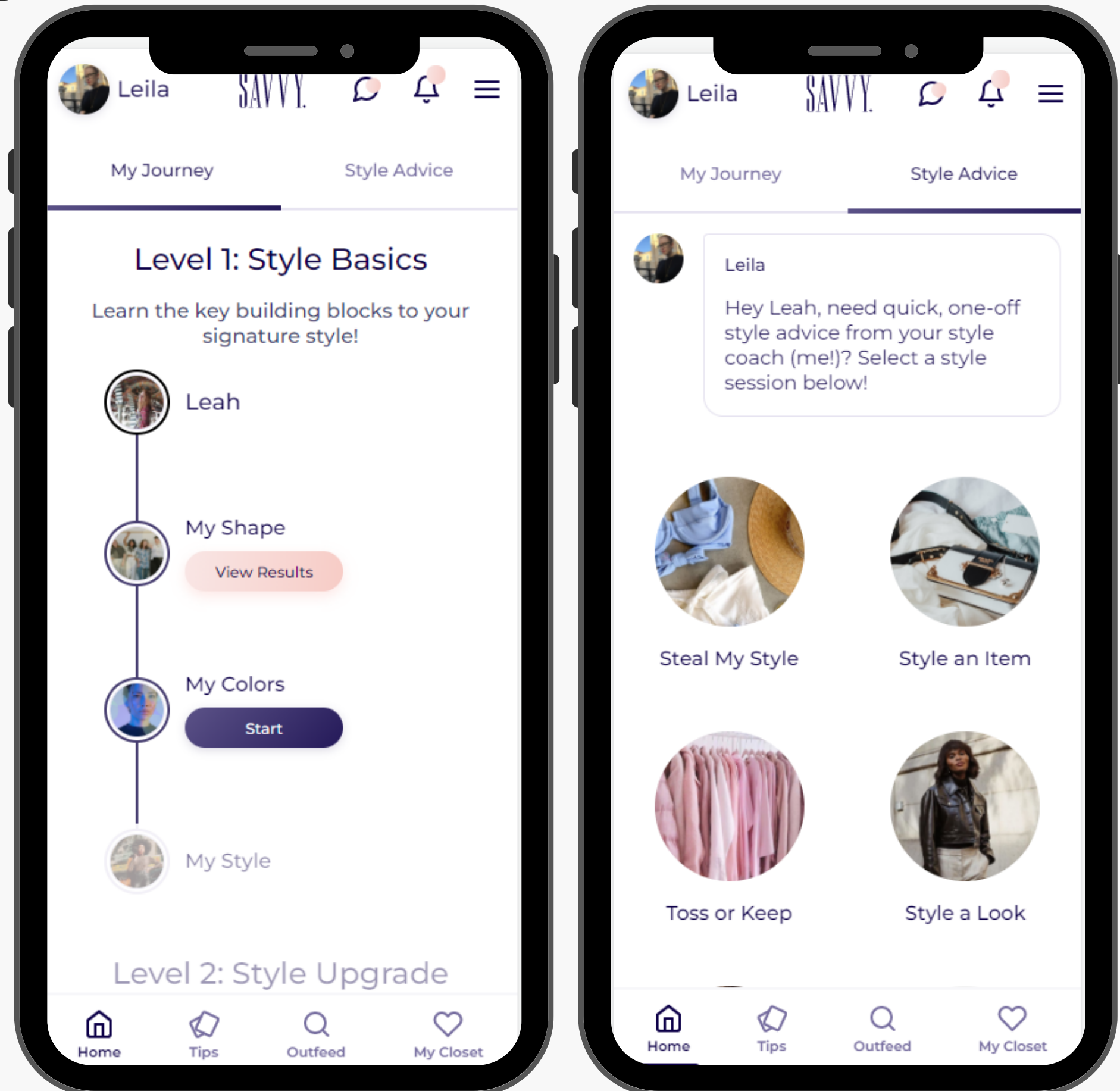
Addressing client concerns

Concerns

1. Wants to become familiar with styling lingo
2. Needs help with complete outfits, not just individual pieces

Solution: Create a Journey

- Clients were disappointed in stylists' answers simply because they did not have enough base level information on their preferences.
- The Journey was developed to educate the client on basic styling vocabulary and help build the stylist-client relationship.
- It also addresses the stylists' concern about not having a complete picture of their clients' characteristics before moving to outfit building.



Addressing key stylist needs

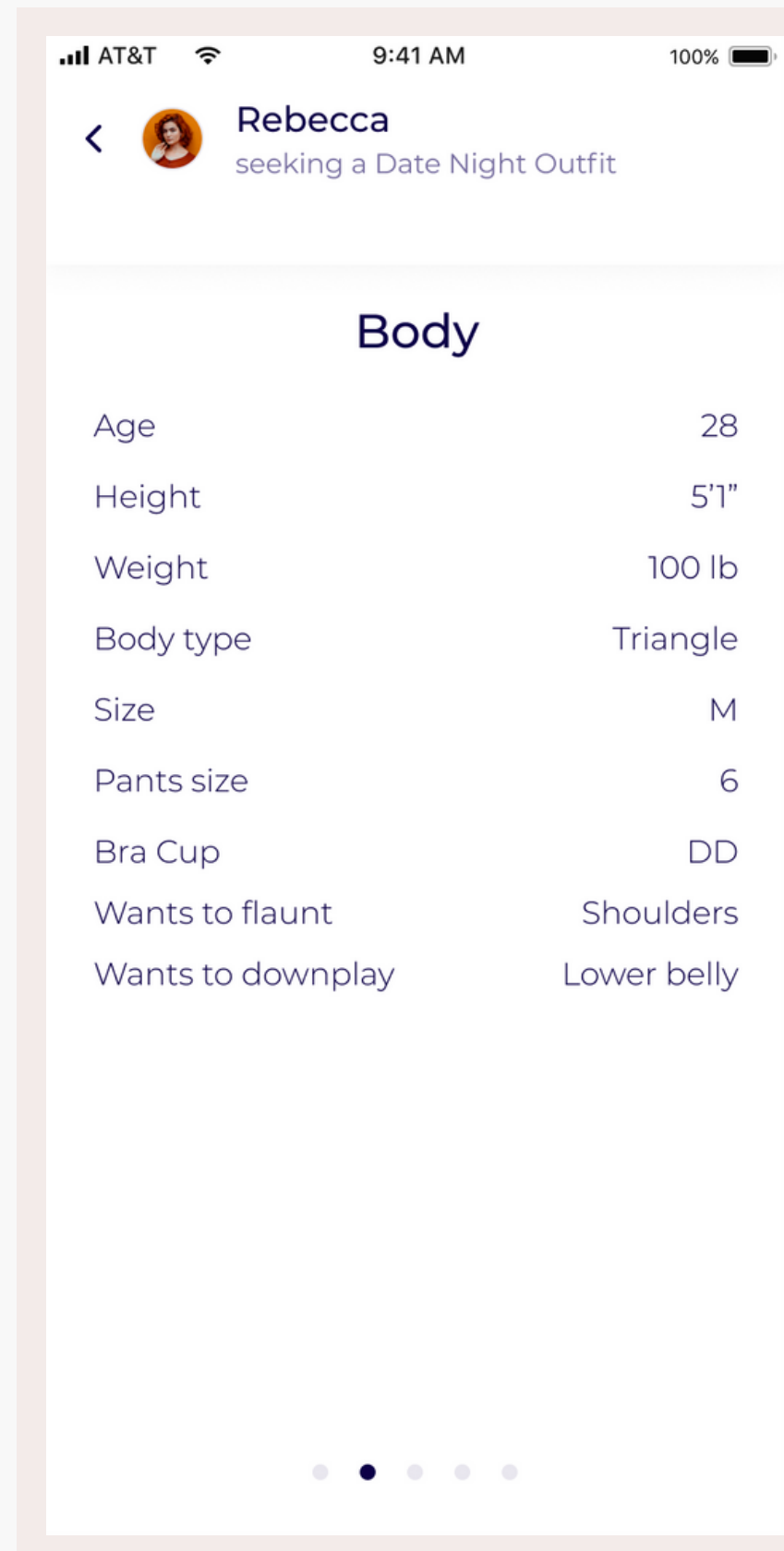
Need #1

Needs plenty of detail about the client to make informed decisions

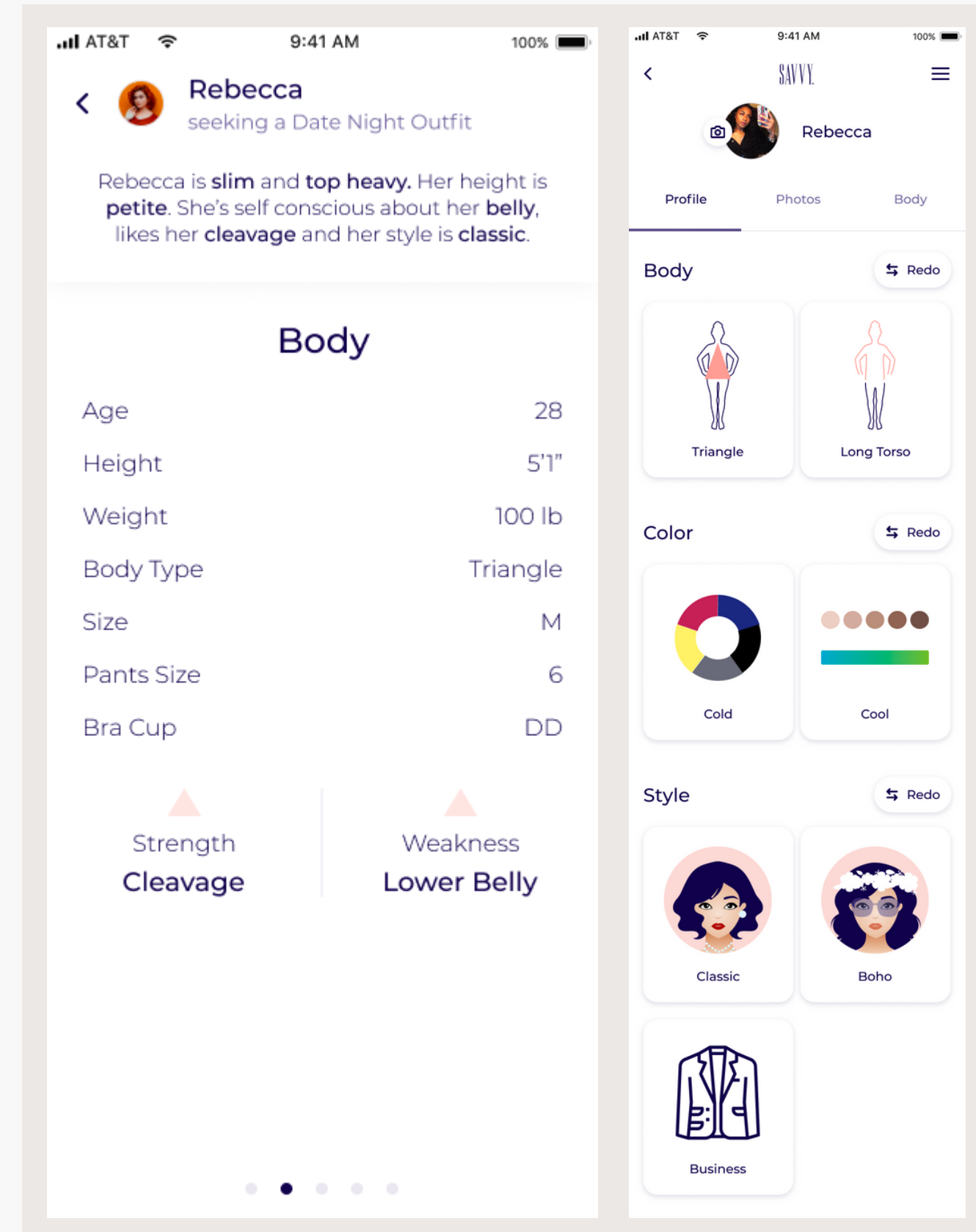
Solutions

- Expose client's trust sentence at the top of integral styling screens
- Add a "Profile" tab that gives details from past styling sessions

Before



After



Need #2

Needs ways of making their services quicker and more centralized, thus more accessible and scalable

Solutions

- The chatbot first finds surveys the client and relays the information to the stylist.
- Style sessions are segmented to be completed more quickly.
- We built 4 types of style sessions:
 - analysis
 - full outfit
 - personal shopping
 - feedback
- We predetermine the type of style session before sending it to the stylist.
- We wrote editable pre-populating content.

taskName	tier	taskType	contentTags (Category)	title	description	image
Conditional Formatting	PREMIUM		StyleAwakening	What's my body shape?	Discovering your body type is the first step in creating and e	https://profiles.scale2
DefineStyle1	PREMIUM		StyleAwakening	What's my style?	Many people don't know their style. And that's OK. 	https://profiles.scale2
DefineStyle1	"	USER_ANALYSIS	"	"	"	"
DefineColor1	PREMIUM		StyleAwakening	What are my colors?	Have you ever noticed that some colors wash you out or ma	https://profiles.scale2
DefineGoals1	PREMIUM		StyleAwakening	What are my style goals?	Whatever is holding back your style is probably the same th	https://profiles.scale2
TransformWorkWear1	Premium	SELECT_ONE_OUTFIT	StyleTransformation	Intro to My Workwear	Workwear doesn't have to be boring to be professional. 	https://profiles.scale2
TransformWorkWear1	"	SELECT_ONE_OUTFIT	"	"	"	https://profiles.scale2
TransformWorkWear2	Premium	REFINE_ITEM_SELECTION - rou	"Basic", "Work"	My Workwear Basics	"Nailing your workwear basics will take your style from	https://profiles.scale2
TransformWorkWear2Pants	Premium	REFINE_ITEM_SELECTION_ITE	"Basic", "Work"	My Workwear Basics	"Nailing your workwear basics will take your style from	https://profiles.scale2
TransformWorkWear2Jeans	Premium	REFINE_ITEM_SELECTION	"Basic", "Work"	My Workwear Basics	"Nailing your workwear basics will take your style from	https://profiles.scale2
TransformWorkWear2Skirt	Premium	REFINE_ITEM_SELECTION	"Basic", "Work"	My Workwear Basics	"Nailing your workwear basics will take your style from	https://profiles.scale2
TransformWorkWear2Dress	Premium	REFINE_ITEM_SELECTION	"Basic", "Work"	My Workwear Basics	"Nailing your workwear basics will take your style from	https://profiles.scale2
TransformWorkWear2Top	Premium	REFINE_ITEM_SELECTION	"Basic", "Work"	My Workwear Basics	"Nailing your workwear basics will take your style from	https://profiles.scale2
TransformWorkWear3	Premium	SELECT_ONE_OUTFIT	"Interest", "Work"	My Workwear Interest Pieces	"It's the unexpected pieces that make your signature sty	https://profiles.scale2
TransformWorkWear4	Premium	SELECT_ONE_OUTFIT	"Completer", "Work"	My Workwear Completer	No outfit is complete without a completer piece! 	https://profiles.scale2
TransformWorkWear5	Premium	REFINE_ITEM_SELECTION	"Shoes", "Accessories"	My Workwear Shoes	The right shoes will take you to the right place. 	https://profiles.scale2
TransformWorkWear6	Premium	REFINE_ITEM_SELECTION - rou	"Shoes", "Accessories"	My Workwear Accessories	Accessories are the exclamation point to your outfit. 	https://profiles.scale2
TransformWorkWear6Bag				My Workwear Accessories	Accessories are the exclamation point to your outfit. 	https://profiles.scale2
TransformWorkWear6Jewelry				My Workwear Accessories	Accessories are the exclamation point to your outfit. 	https://profiles.scale2
TransformWorkWear7	Premium	SELECT_ONE_OUTFIT	"TotalLook", "Work"	My Total Workwear Look	Let's take everything you just learned about your Workwear style	https://profiles.scale2
TransformWorkWear8	Premium	SELECT_ONE_OUTFIT	"GetItRight", "Work",	"f Get My Workwear Right	 Need help with a specific work outfit or look? Your stylist is here	https://profiles.scale2
TransformDailyWear1	Premium		StyleTransformation	My Daily Wear	Dressing up every day can feel like a struggle. Do y	https://profiles.scale2
TransformDailyWear1	"	SELECT_ONE_OUTFIT	"	for your daily needs	"	https://profiles.scale2
TransformDailyWear1	"	IMAGE_FEEDBACK	"	Intro to My Daily Wear	"	https://profiles.scale2
TransformDailyWear2	Premium	REFINE_ITEM_SELECTION - RO	"Basic", "Daily"	My Everyday Basics	"Nailing your daily basics will make getting dressed in	https://profiles.scale2
TransformDailyWear2Skirt	Premium	COPY FROM TransformWorkWea	"Basic", "Daily"	My Everyday Basics	"Nailing your daily basics will make getting dressed in	https://profiles.scale2
TransformDailyWear2Dress	Premium	COPY FROM TransformWorkWea	"Basic", "Daily"	My Everyday Basics	"Nailing your daily basics will make getting dressed in	https://profiles.scale2
TransformDailyWear2Pants	Premium	COPY FROM TransformWorkWea	"Basic", "Daily"	My Everyday Basics	"Nailing your daily basics will make getting dressed in	https://profiles.scale2
TransformDailyWear2Jeans	Premium	COPY FROM TransformWorkWea	"Basic", "Daily"	My Everyday Basics	"Nailing your daily basics will make getting dressed in	https://profiles.scale2
TransformDailyWear3	Premium	SELECT_ONE_OUTFIT	"Interest", "Daily"	My Everyday Interest Pieces	"Let's talk about what makes you stand out! </td>	https://profiles.scale2
TransformDailyWear4	Premium	SELECT_ONE_OUTFIT	"Completer", "Daily"	My Everyday Completer	No outfit is complete without a completer piece! 	https://profiles.scale2
TransformDailyWear5	Premium	REFINE_ITEM_SELECTION	"Shoes", "Accessories"	My Everyday Shoes	Your everyday shoes might be about comfort, making a stat	https://profiles.scale2
TransformDailyWear6	Premium	SELECT_ONE_OUTFIT	"Accessories", "Daily"	My Daily Accessories	Accessories are the exclamation point to your outfit. 	https://profiles.scale2
TransformDailyWear7	Premium	SELECT_ONE_OUTFIT	"TotalLook", "Daily"	My Total Everyday Look	Now let's take everything you've learned about your ever	https://profiles.scale2
TransformDailyWear8	Premium	SELECT_ONE_OUTFIT	"GetItRight", "Daily",	"f Get My Everyday Look Right	 Need help with a specific outfit or look? Your stylist is here to giv	https://profiles.scale2
TransformNightOut1	Premium		StyleTransformation	My Night Out Aesthetic	It can be hard to feel confident when you're getting dressec	https://profiles.scale2
TransformNightOut2	Premium	REFINE_ITEM_SELECTION	"Basic", "Night"	My Night Out Basics	"Perfecting your night out basics will easily change a s	https://profiles.scale2
TransformNightOut2Skirt	Premium	COPY FROM TransformWorkWea	"Basic", "Night"	My Night Out Basics	"Perfecting your night out basics will easily change a s	https://profiles.scale2
TransformNightOut2Dress	Premium	COPY FROM TransformWorkWea	"Basic", "Night"	My Night Out Basics	"Perfecting your night out basics will easily change a s	https://profiles.scale2
TransformNightOut2Pants	Premium	COPY FROM TransformWorkWea	"Basic", "Night"	My Night Out Basics	"Perfecting your night out basics will easily change a s	https://profiles.scale2
TransformNightOut2Jeans	Premium	COPY FROM TransformWorkWea	"Basic", "Night"	My Night Out Basics	"Perfecting your night out basics will easily change a s	https://profiles.scale2
TransformNightOut3	Premium	SELECT_ONE_OUTFIT	"Interest", "Night"	My Night Out Interest Pieces	"A night out(fit) ALWAYS needs an eye-catching item! </td>	https://profiles.scale2
TransformNightOut4	Premium	SELECT_ONE_OUTFIT	"Completer", "Night"	My Night Out Completer	"A complete piece is not only meant for the office, it can als	https://profiles.scale2
TransformNightOut5	Premium	REFINE_ITEM_SELECTION	"Shoes", "Accessories"	My Night Out Shoes	Eye-catching shoes are can turn your basic outfit into night	https://profiles.scale2
TransformNightOut6	Premium	SELECT_ONE_OUTFIT	"Accessories", "Night"	My Night Out Accessories	Statment jewelry can be the fastest way to switch your look	https://profiles.scale2
TransformNightOut7	Premium	SELECT_ONE_OUTFIT	"TotalLook", "Night"	My Total Night Out Look	"Now let's take everything you've learned about your <i>nig	https://profiles.scale2
TransformNightOut8	Premium	SELECT_ONE_OUTFIT	"GetItRight", "Night",	"f Get My Night Out Right	 Need help perfecting your night out aesthetic? Your sty	https://profiles.scale2

Style session architecture planning

Style Session - Analysis

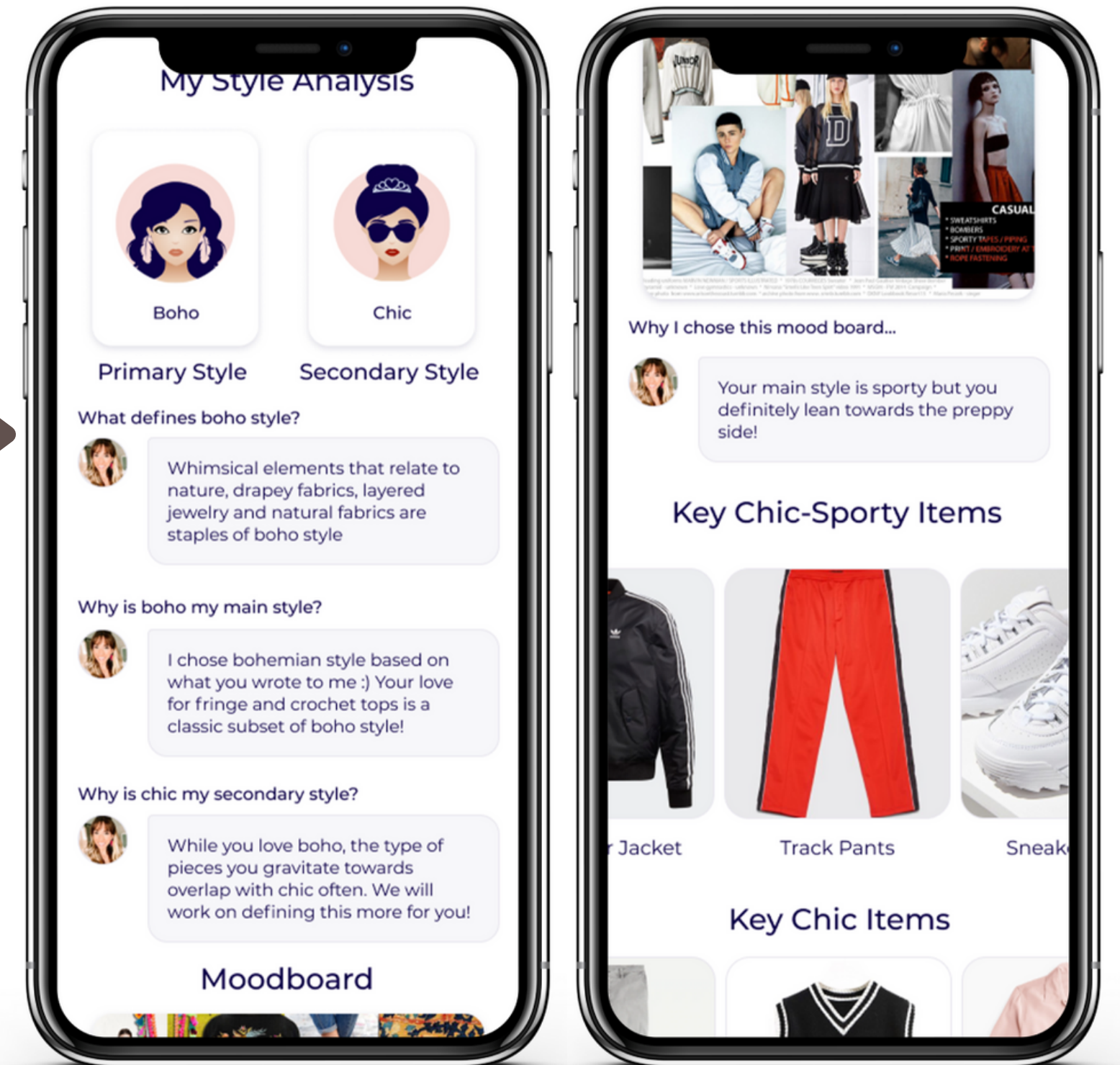
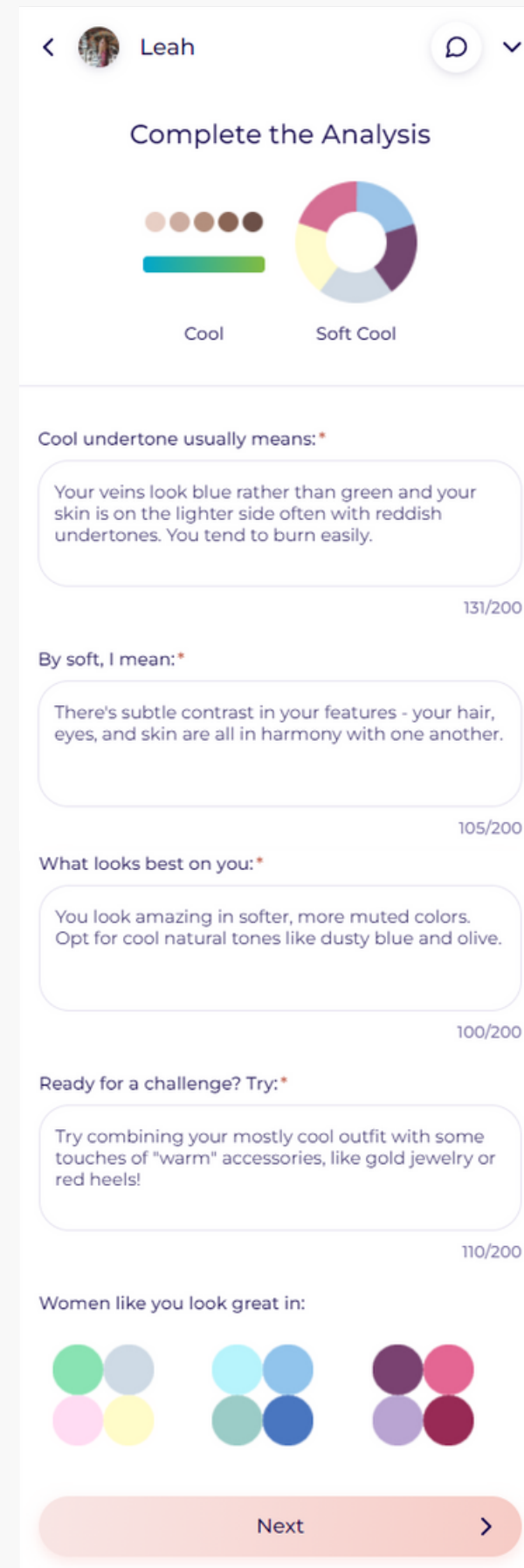
Predicting the basics

To inform and educate clients, we took them on a Journey of self discovery.

We created "analysis" templates with pre-populated dynamic text written by my content team based on the attributes chosen by the stylist.

We built the template in a way that was both:

- easy for the stylist and client to understand
- to train our algorithm to be able to predict the correct attributes

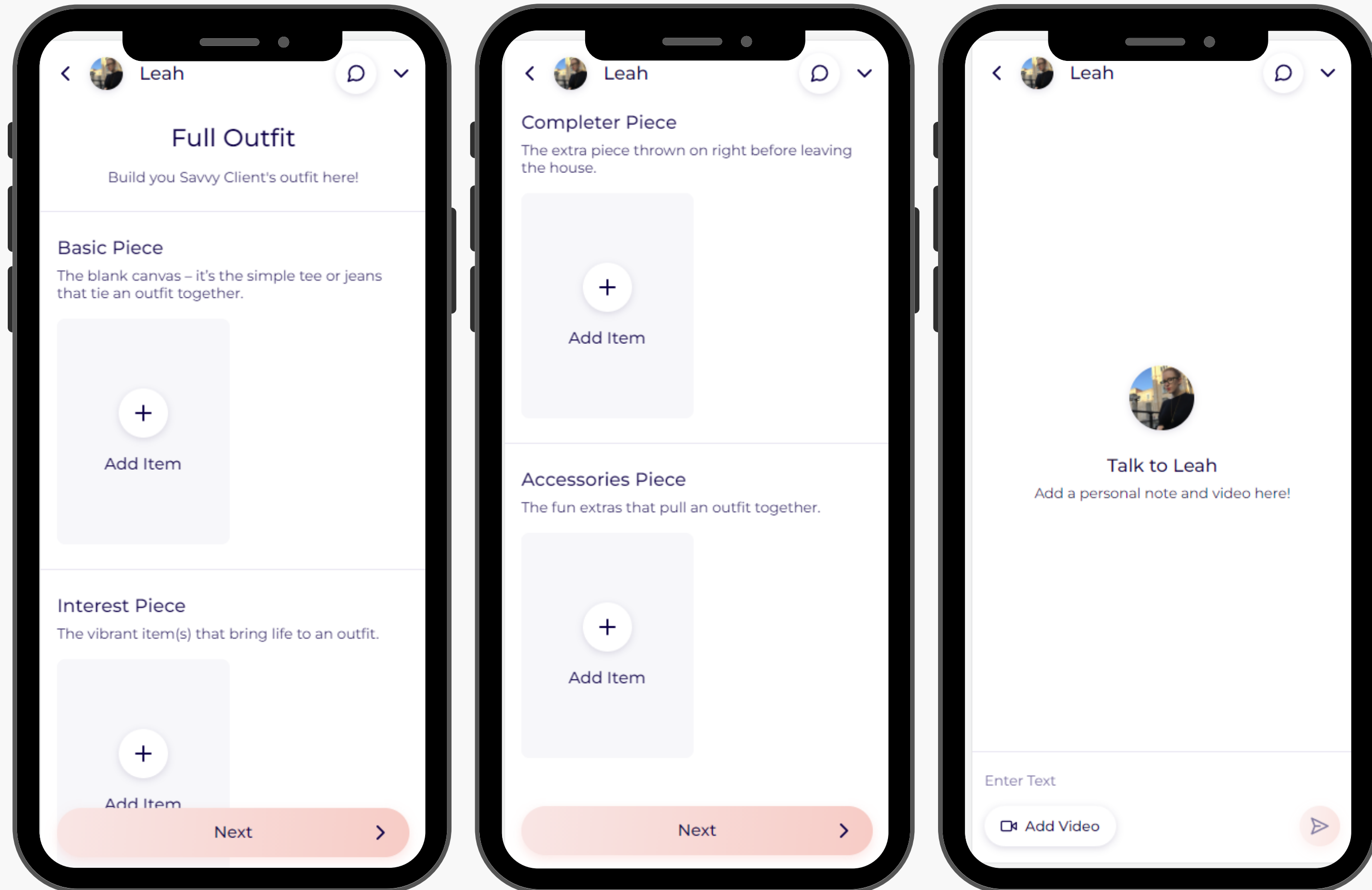


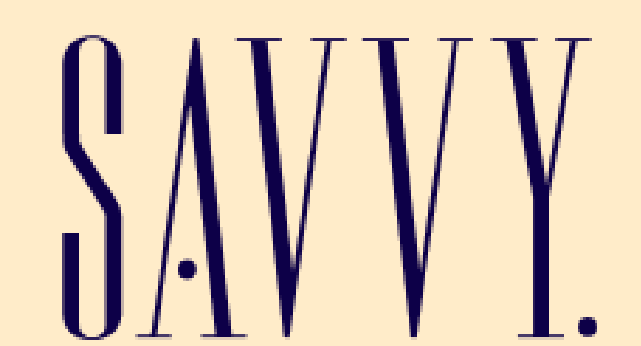
Style Session - Full Outfit

Outfit Building Blocks

Based on stylist feedback and consultations, we segmented the style session to:

- make styling both
 - quicker, and
 - more uniform
- collect data that could be used to improve our suggestion algorithms





Finding value in freemium

Serving expert advice with the use of machine learning

The situation

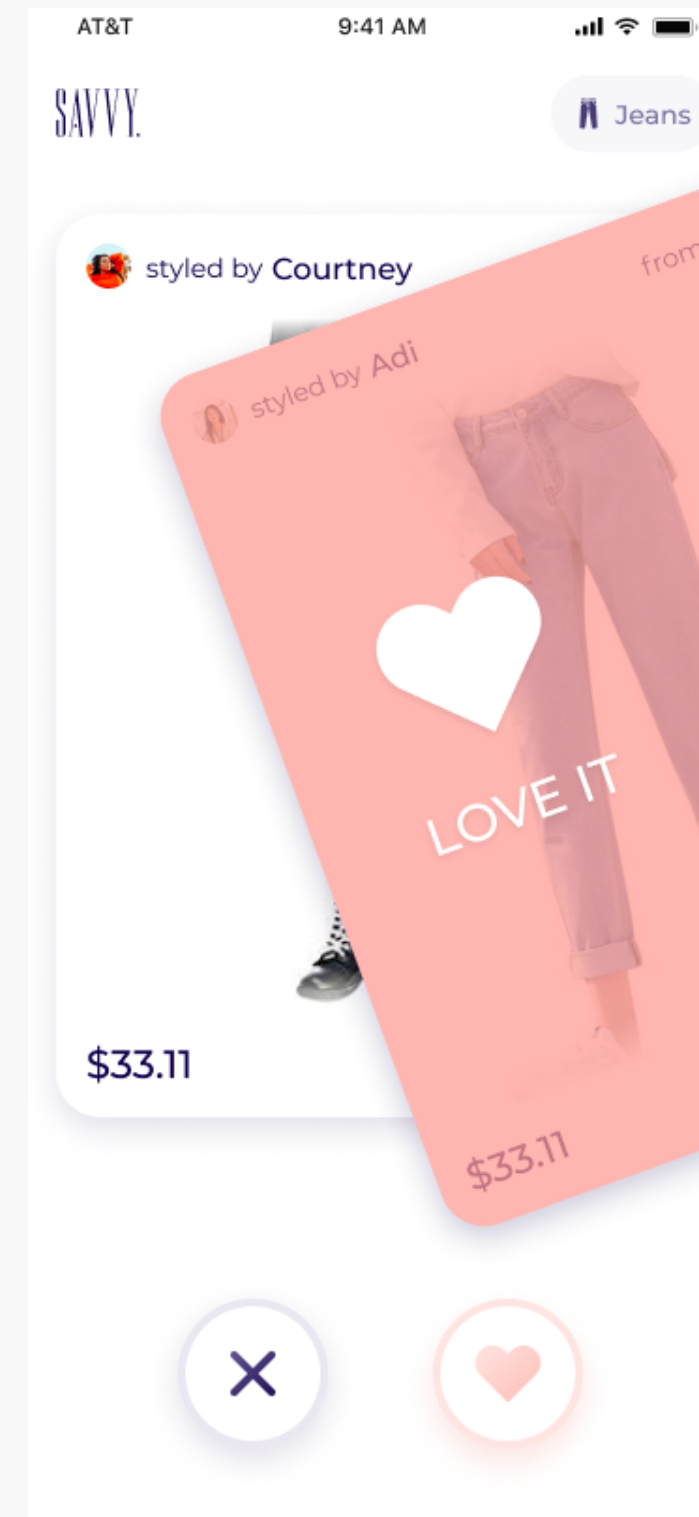
Goal

Use and repurpose stylist-generated content to create a robust, AI-powered suggestion machine.

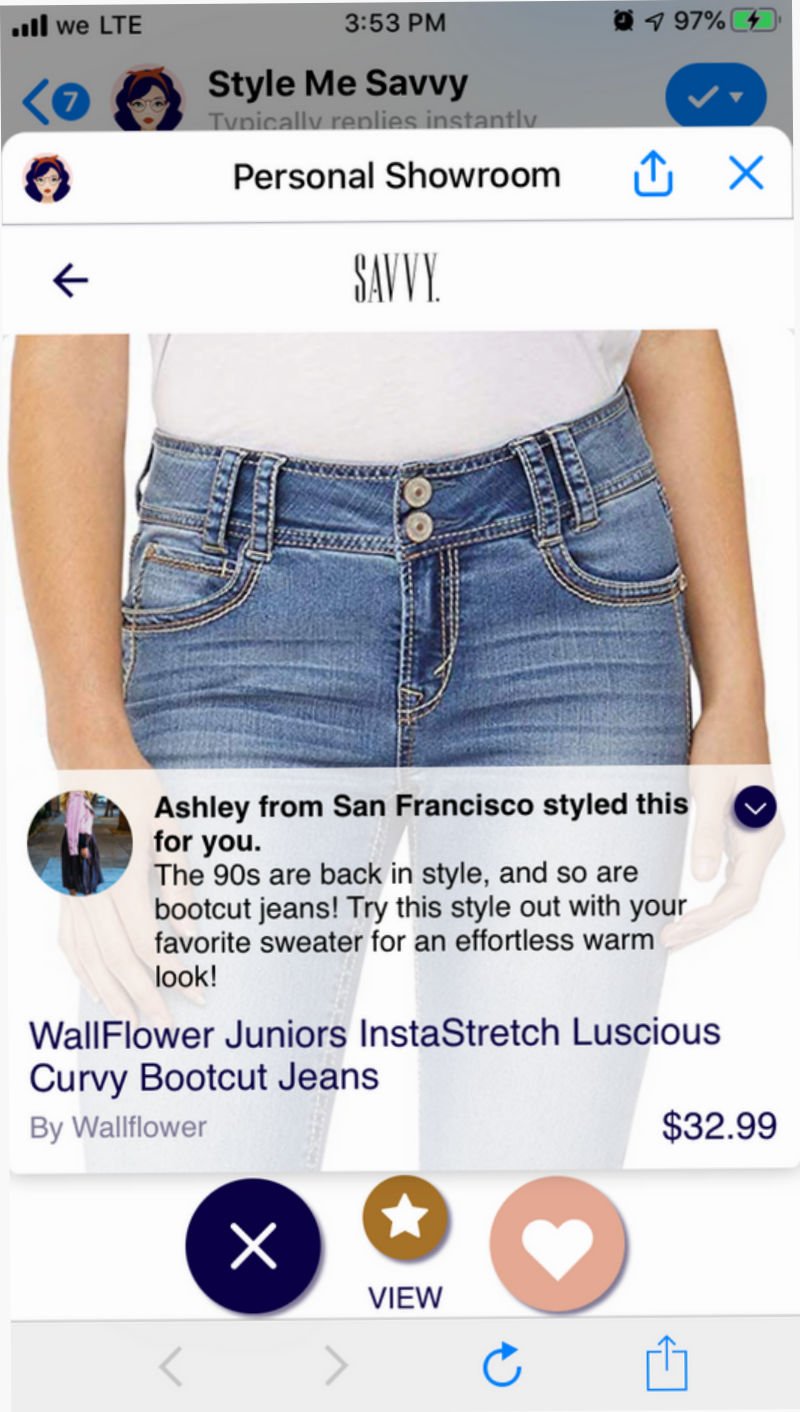
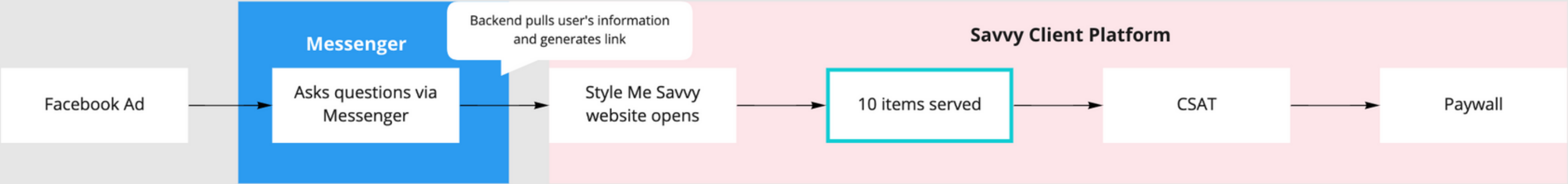
My role

I partnered with the engineering team to create the information architecture that the automated experience relied on.

I also led the content team to write over 1,000 individual style tips to be served in the experience.



Client - Funnel: Stage 2



First design of item card

	product title	stylist explanation	url (just to brand)	price	descrip
.com/image	One Shoulder Snakeskin Crop Top	Show off your rockin body in this trendy one-shoulder tee!	https://us.shein.co	5.00	One St
.com/dw/lms	Tone Trio Colorblock Tee	Colorblocking is a great way of leading you eye away from you stomach and up toward your wonderful face.	https://www.modcl	24.99	Tone T
.com/image	Lace Yoke Tee	Draw attention upward to your face and chest with this beautiful lace yoke.	https://us.shein.co	9.00	Lace Y
.cdn.com/re	Seam Detail Burnout V-Neck T-Shirt	V-necks are great at drawing attention upward toward you face and chest, and because burnout is a matte fabric it will not stick to your stomach like other fabrics might.	https://www.nordst	9.73	Seam C
.cdn.com/re	Carter Bitten T-Shirt	Sharkbite hems are great for drawing attention away from your chest and stomach!	https://www.nordst	24.48	Carter f
.cdn.com/re	Perfect Fit Short Sleeve T-Shirt	J. Crew has perfected their t-shirt fit! If you want a truly basic t-shirt, this will be your go-to.	https://www.nordst	16.97	Perfect
.hooample	Jersey Split Open Back T-Shirt	This classic oversized T-shirt lets you subtly show off some unexpected skin with this split back t-shirt.	https://us.boohoo	14.00	Jersey
.cdn.com/re	Lakeside Cuffed T-Shirt	You could wear anything! Shoulder pleating and cuffed sleeves create a toughed-up muscle-tee silhouette.	https://www.nordst	23.08	Lakesic
.cdn.com/re	Modal Jersey V-Neck Tee	You'll love the softness of the modal and the not-too-revealing neckline which you can dress up or down.	https://www.nordst	7.97	Modal ,
.com/dw/lms	Feeling Fluttery Peplum Top	The flirty peplum on this top creates a natural waistline which makes you look slim and naturally draws attention away from your stomach.	https://www.modcl	35.00	Feeling
.com/dw/lms	Elegant Edit V-Neck Knit Top	Romantic flutter sleeves will bring interest to your upper body.	https://www.modcl	29.00	Elegan
.com/image	Solid Notch Neck Form Fitted Top	Rib is a great fabric for sucking you in. This take on the classic henley will show off your curves in all the right places.	https://us.shein.co	7.00	Solid N
.com/dw/lms	Packing Preserves Knit Top	The slightly open neck of this top bring attention upward to your face and the swingy hem draw attention away from your stomach.	https://www.modcl	25.00	Packin
.com/dw/lms	Amiable Outfitting Peplum Top	The peplum waist-seam creates a feminine silhouette and avoids the problem of T shirts being too boxy.	https://www.modcl	39.00	Amiable
.com/image	Varsity-Striped Baseball Tee	Updated baseball t-shirt with relaxed raglan sleeves will keep you looking sporty and feeling comfortable.	https://www.foreve	14.90	Varsity-
.com/image	Oil Wash High-Low Top	Try a cool washed t-shirt with a fun sleeve detail to draw attention away from your midsection.	https://www.foreve	25.00	Oil Was
.hooample	Basic Knot Front T-Shirt	A trendy twist-front top will create a waist, plus this oversized tee won't look sloppy.	https://us.boohoo	10.00	Basic K
.com/image	Twisted Surplice Tunic	Surplice tops are perfect for looking stylish and accentuating your bust without being overly fitted.	https://www.foreve	28.00	Twisted
.hooample	Basic Cut Out Shoulder T-Shirt	The shoulder cutouts will draw attention away from your stomach plus the modest V neckline is very comfortable.	https://us.boohoo	8.00	Basic C
.com/image	Ribbed Knit Tee	Rib plus the square neckline will do a great job of showing off your assets and not looking boxy.	https://www.foreve	9.99	Ribbed
.cdn.com/re	North Side Vintage Long Sleeve T-Shirt	Madewell has amazing quality tees with great fit.	https://www.nordst	19.5	North S
.cdn.com/re	Crew Neck Pocket T-Shirt	Madewell tees have an amazing classic fit and comes in many colors.	https://www.nordst	16.97	Crew N
.cdn.com/re	Northside Vintage Broadway Stripe T-Shirt	Horizontal stripes and high necklines are a great way to add volume to your bust without drawing attention to it.	https://www.nordst	16.97	Northsi
.com/image	Allover Daisy Print Fitted Tee	Puffy sleeves are having a moment right now and they're perfect for downplaying arms! You're going to look AMAZING in this!	https://us.shein.co	8.00	Allover
.cdn.com/re	Scoop Neck Slub T-Shirt	You can never go wrong with a classic scoop neck and a natural relaxed fit.	https://www.nordst	12.97	Scoop
.cdn.com/re	Tie Front V-Neck T-Shirt	A trendy knot front will disguise your stomach while looking trendy.	https://www.nordst	22.97	Tie Froi

Original styling
explanations, all written by me

Items

Before we could fully integrate the connection between the client platform to stylist platform, we created a swipeable clothing-suggestion experience that added clothes to the client's virtual closet.

We called it the "items experience." Each item had its own styling explanation.

Could be better

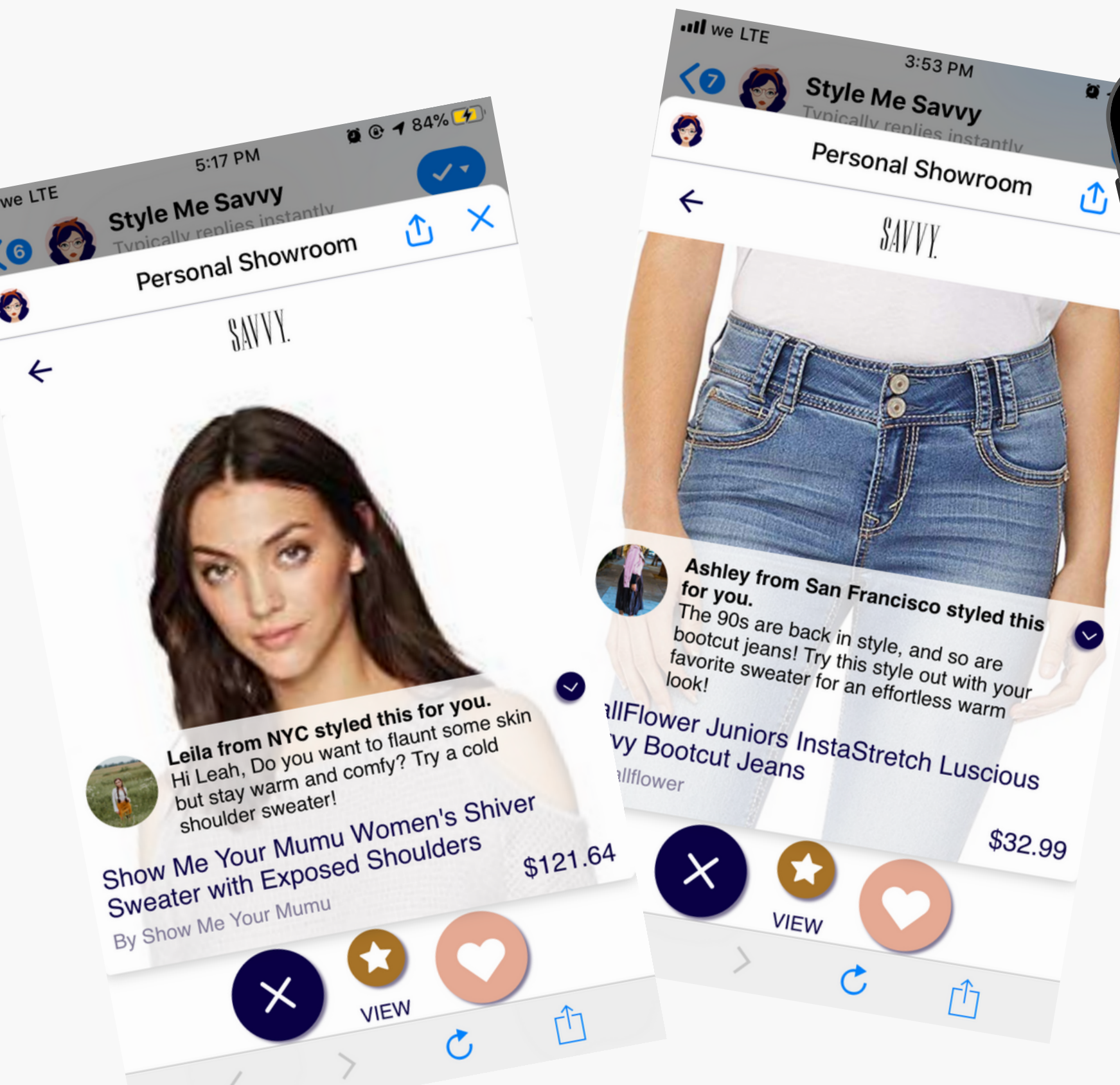
Although we were seeing great engagement with the items experience, we knew we needed to fix both:

- the design—it was too crowded.
- the information hierarchy—it was a mess.

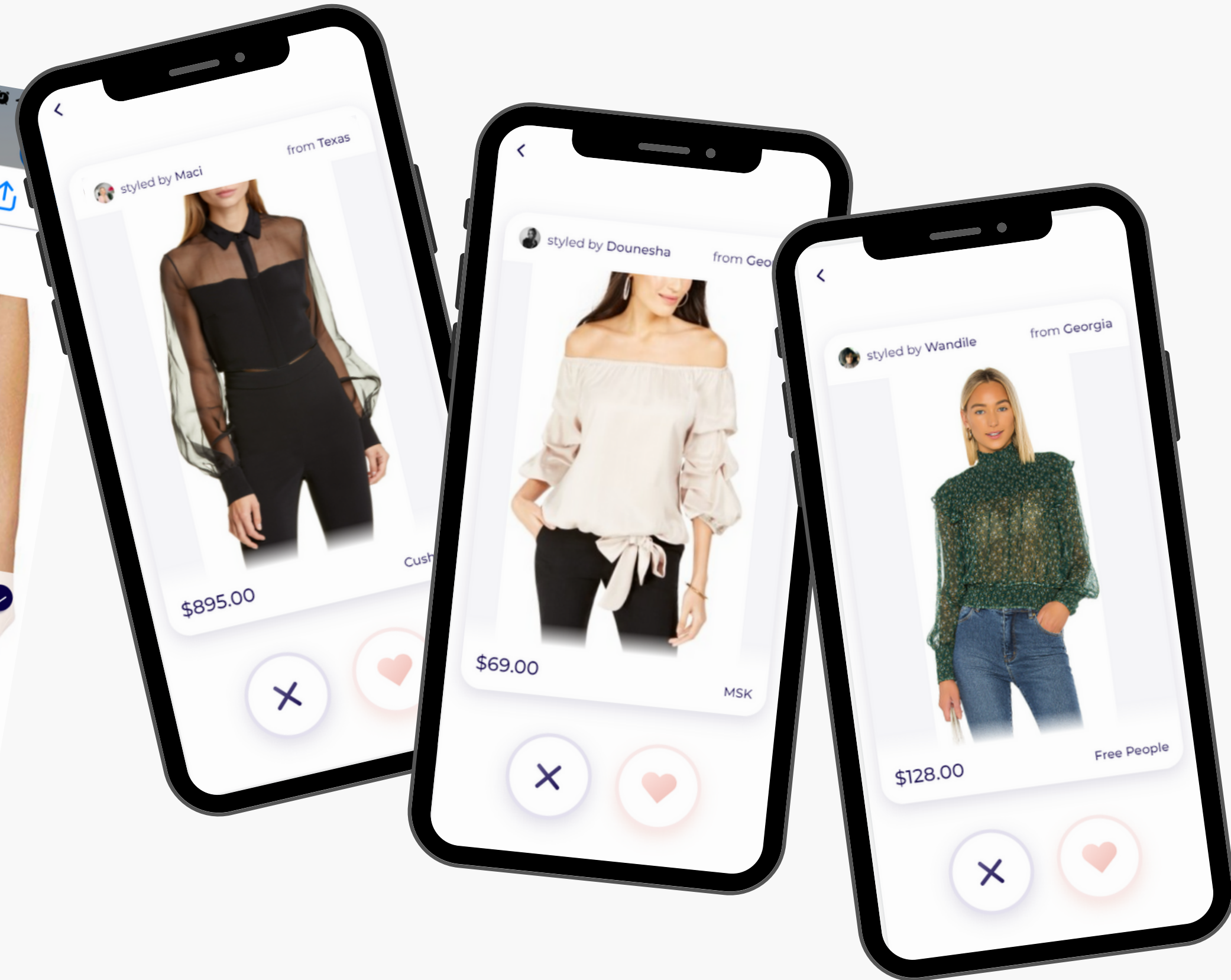
Fixing it up

We removed the majority of the content and created a new kind of experience...

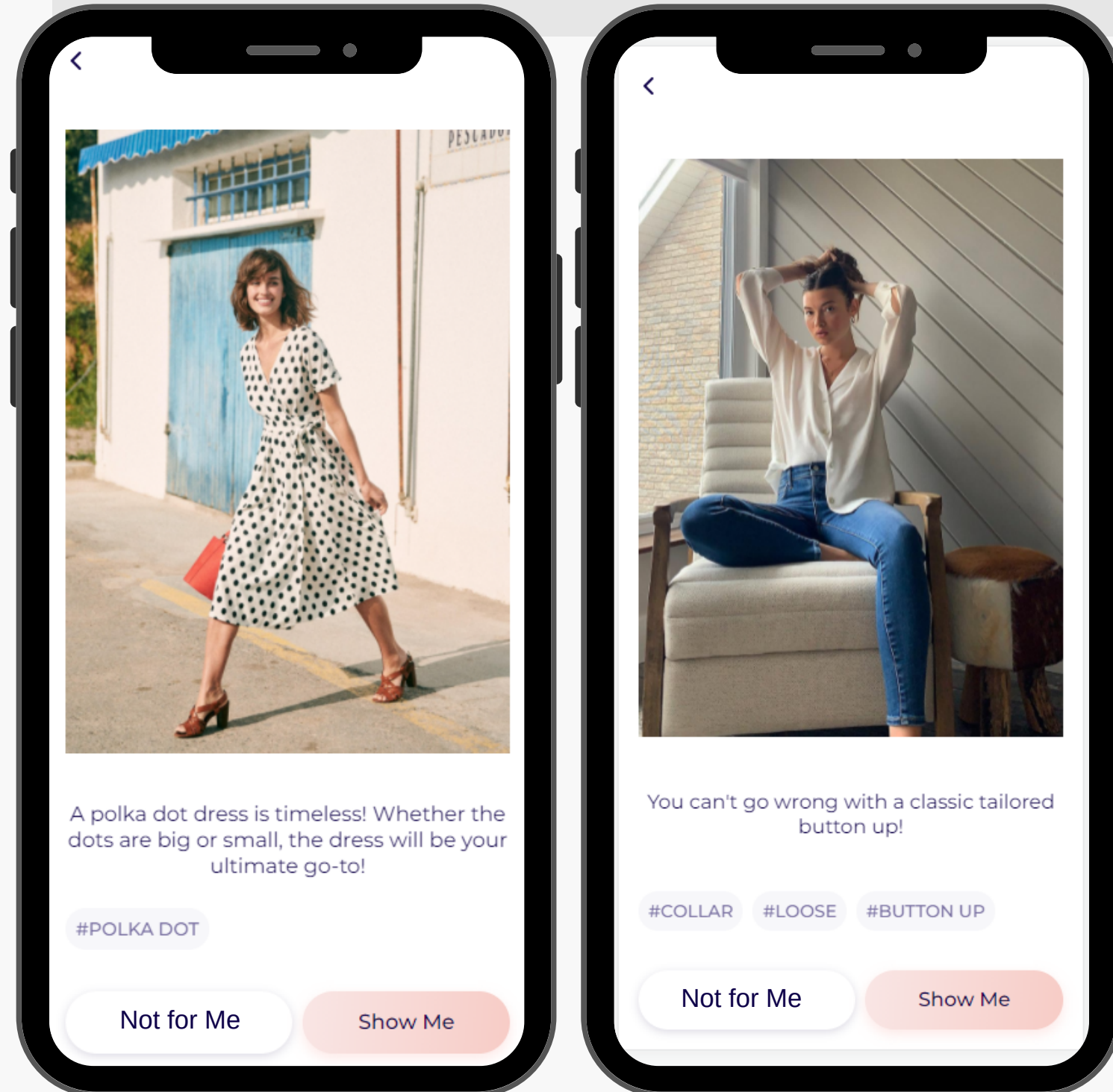
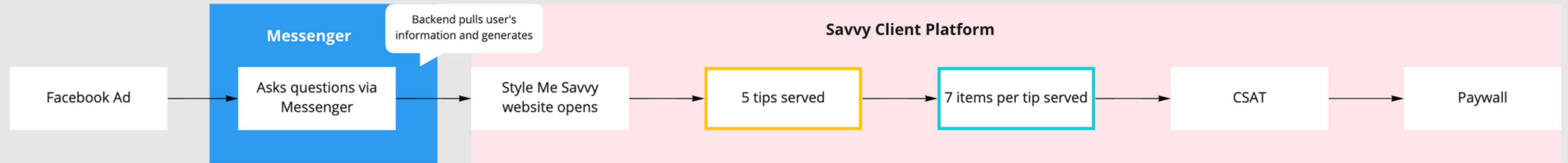
Before



After



Client - Funnel: Stage 3



Tip cards

The tips experience

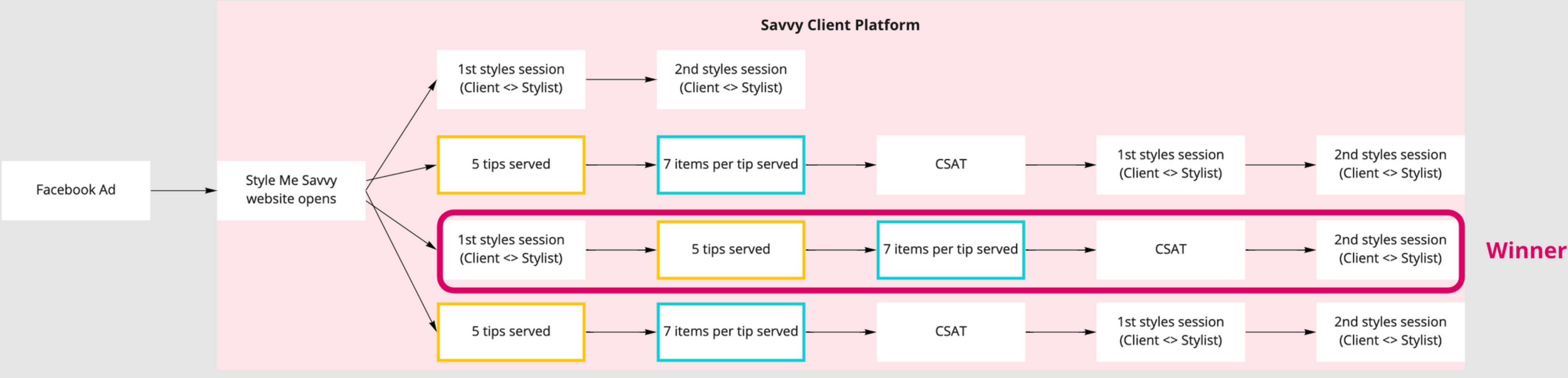
Clients were having information overload. To combat it, we wanted to condense the information we served them and give a more tailored experience.

This led to the "tips experience."

How it works:

1. We serve a tip card
2. Client picks:
 - "Not for Me" – we serve another tip card
 - "Show Me" – we show 7 item cards that are related to the tip card
 - "Love it" – adds the item to client's virtual closet
 - "Not my style" – algorithm takes note and tries not to show similar items
3. Repeat above steps 4 times.
4. CSAT

Client - Funnel: Stage 4 - A/B/C/D Test



Experimenting
Optimizing the funnel

When we were able to connect clients directly with stylists, we wanted to see if clients would still engage with the tips experience.

After running an A/B/C/D test, we found that we could improve progression by 15% simply by where we placed the tips experience.

Rule Number	Card Rule	Stylist Explanation Text	Flow (Product Type)	Input Attribute Key 1	Input Attribute Value 1
310	Choose tops with little details around your neckline to downplay your shoulders and upper body.	Choose tops with little details around your neckline to downplay your shoulders and upper body.	Top		
311	Opt for open necklines that draw attention to your bust and away from your shoulders.	Opt for open necklines that draw attention to your bust and away from your shoulders.	Top		
313	When choosing tops with short sleeves, opt for tight fitted or cap sleeves.	When choosing tops with short sleeves, opt for tight fitted ones to avoid adding weight to your shoulders.	Top		
314	Opt for tops that are cinched in or tie at the waist to draw the eye to your small waist!	Opt for tops that are cinched in or tie at the waist. This draws the eye to the smallest part of your waist and balances you out!	Top		
316	Tops with volume or puff sleeves will draw attention upwards, and balance out your torso.	Tops with puff sleeves will draw attention upwards, and balance out your torso.	Top		
317	Prints and horizontal stripes are perfect top options for you because they will draw attention to your torso.	Prints and horizontal stripes are perfect top options for you because they will draw attention to your torso.	Top		
318	Your style goal: Choose tops with big sleeves to add volume on top and balance out wider hips.	Your style goal: Choose tops with big sleeves to add volume on top and balance out wider hips.	Top		
319	Peplum tops are flattering for your figure and help create an hourglass figure.	Peplum tops are flattering for your figure and help create an hourglass figure.	Top		
321	Structured tops create the appearance of a more curvy figure.	Structured tops create the appearance of a more curvy figure.	Top		
322	You want to draw attention upward so bring focus with details at the neckline!	You want to draw attention upward so bring focus with details at the neckline!	Top		
323	Wide necklines are a great way to draw attention upwards.	Open necklines are a great way to draw attention upwards to create the appearance of curves.	Top		
324	Peplum tops or tops with cinched waists will make your waist look tiny and give you the appearance of curves.	Peplum tops and tops with fitted waists are perfect ways of accentuating your waist.	Top		
325	Tops with pockets, high necklines, and front details will give you the appearance of a bigger bust.	Tops with pockets, high necklines, and front details will give you the appearance of a bigger bust.	Top		
326	Wearing bold prints is a fun way to draw attention to your torso. An oversized top can thin your legs.	Wearing bold prints is a fun way to draw attention to your torso. An oversized top can also make your legs look thinner.	Top		
327	Belted tops draw attention to your waist and create an hourglass shape.	Belted tops draw attention to your waist and create an hourglass shape.	Top		
328	Style Goal: stick to fitted and tailored tops that will effortlessly flatter your natural curves.	Style Goal: stick to fitted and tailored tops that will effortlessly flatter your natural curves.	Top		

A fraction of the 1,000+ tips

Make it work

Mapping attributes

In order for the tips to work correctly, we had to strategically determine and map clothing attributes. I was the creator of the original mapping and oversaw all edits and additions to it.

Tips optimization

Since we had over 1,000 tips, I worked with the engineers to run multi-armed bandit testing to understand which tips performed better and with which audiences.

Attributes Old Name	Display Name	Type	Values
Top_DetailMaster	Top Detail	Categorical	None
Top_DetailMaster	Top Detail	Numerical	1
Top_DetailVariant		Categorical	Mesh
Top_DetailVariant		Numerical	1
Top_CutoutSize	Cutouts	Categorical	Small
Top_CutoutSize	Cutouts	Numerical	1
Top_NecklineMaster	Category of Neckline	Categorical	Open
Top_NecklineMaster	Category of Neckline	Numerical	1
Top_NecklineVariant		Categorical	Scoop Neck
Top_NecklineVariant		Numerical	1
Top_PrintMaster	Print Appearance	Categorical	None
Top_PrintMaster	Print Appearance	Numerical	1
Top_PrintVariant		Categorical	Graphic print
Top_PrintVariant		Numerical	1
Top_LengthMaster	Length	Categorical	Crop
Top_LengthMaster		Numerical	1
Top_SleeveLengthMaster	Top Sleeve Length	Categorical	Strapless
Top_SleeveLengthMaster	Top Sleeve Length	Numerical	1
Top_SleeveMaster	Top Sleeve Top	Categorical	Tight
Top_SleeveMaster	Top Sleeve Top	Numerical	1
Top_SleeveVariant		Categorical	Cap
Top_SleeveVariant		Numerical	1
Top_WaistMaster	Waist Definition	Categorical	Loose
Top_WaistMaster	Waist Definition	Numerical	1
Top_WaistVariant		Categorical	Fringe
Top_WaistVariant		Numerical	1
Top_StructuredMaster	Structured or Not	Categorical	Structured
Top_StructuredMaster	Structured or Not	Numerical	1
Top_StructuredVariant		Categorical	Knit
Top_StructuredVariant		Numerical	1
Top_ColorMaster	Top Color Family	Categorical	Bold
Top_ColorMaster	Top Color Family	Numerical	1
Top_ColorVariant		Categorical	Multi
Top_ColorVariant		Numerical	1
Top_FabricMaster	Fabrication	BaseFiber	Elastane/Spandex/Lycra
Top_FabricMaster		Numerical	1
Top_FabricVariant		Categorical	Eyelet
Top_FabricVariant		Numerical	1
Top_SeasonMaster	Season	Categorical	Spring
Top_SeasonMaster		Numerical	1
Top_TypeMaster	Top Type	Categorical	Button Up
Top_TypeMaster		Numerical	1

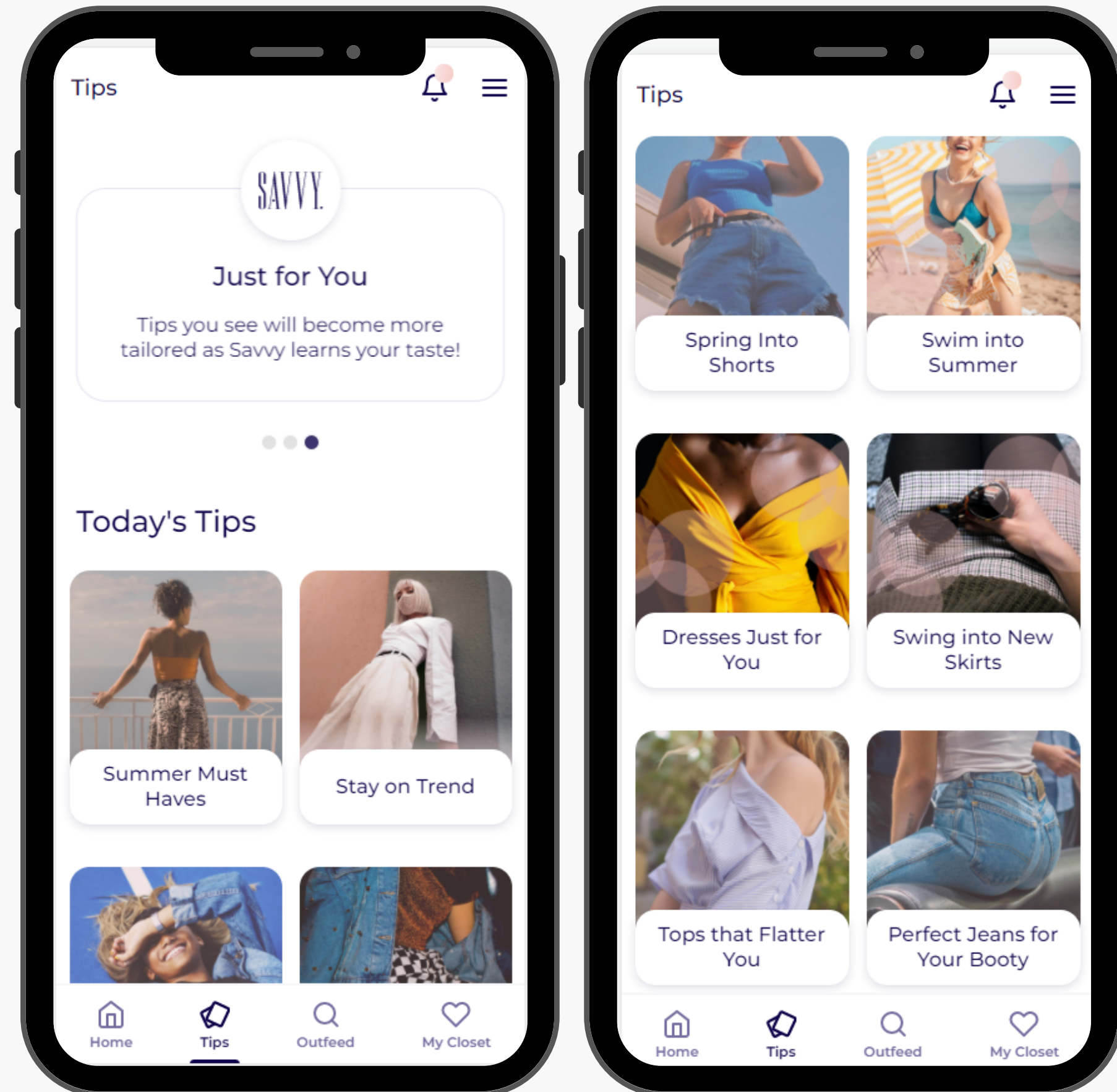
Example of attribute mapping

Experience Vignettes

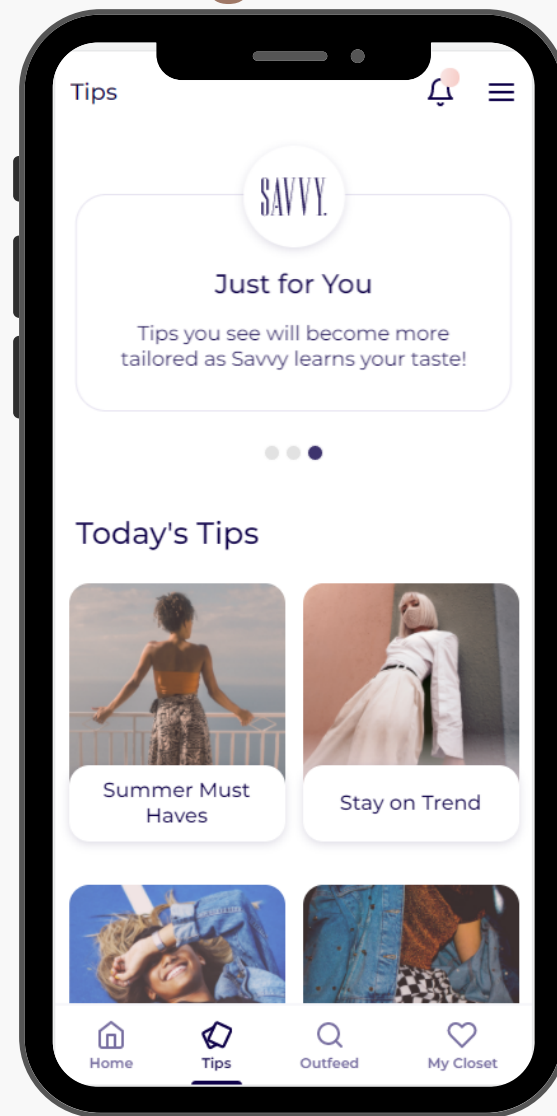
The final iteration of freemium experiences came in the form of curated vignettes that we added to the navbar.

Each vignette showcased a specific topic, like date night dresses or winter coats.

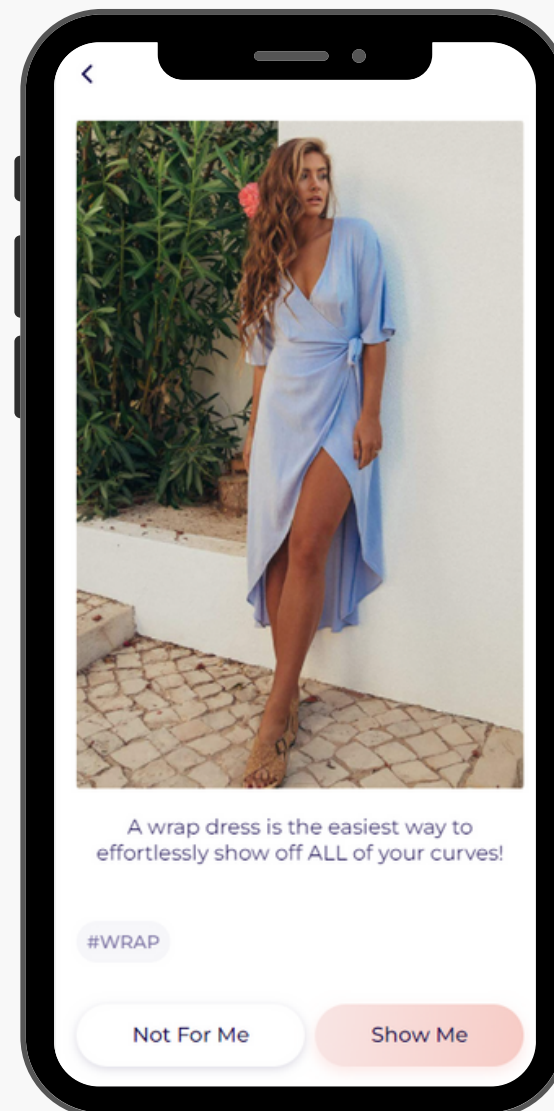
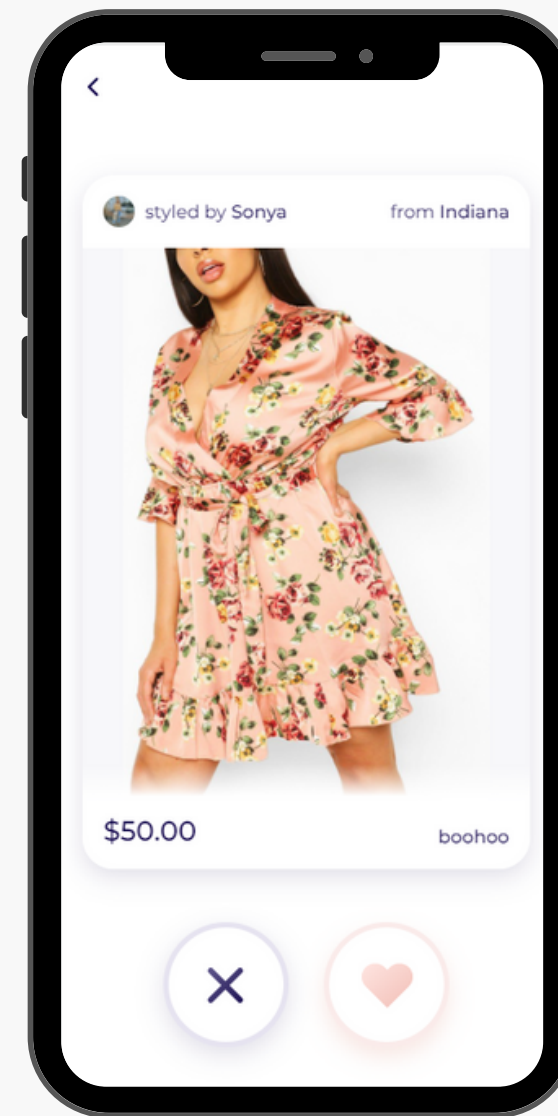
Average CSAT scores rose to 4.16 from a previous low of 2.65.



Vignettes



Items



Tips

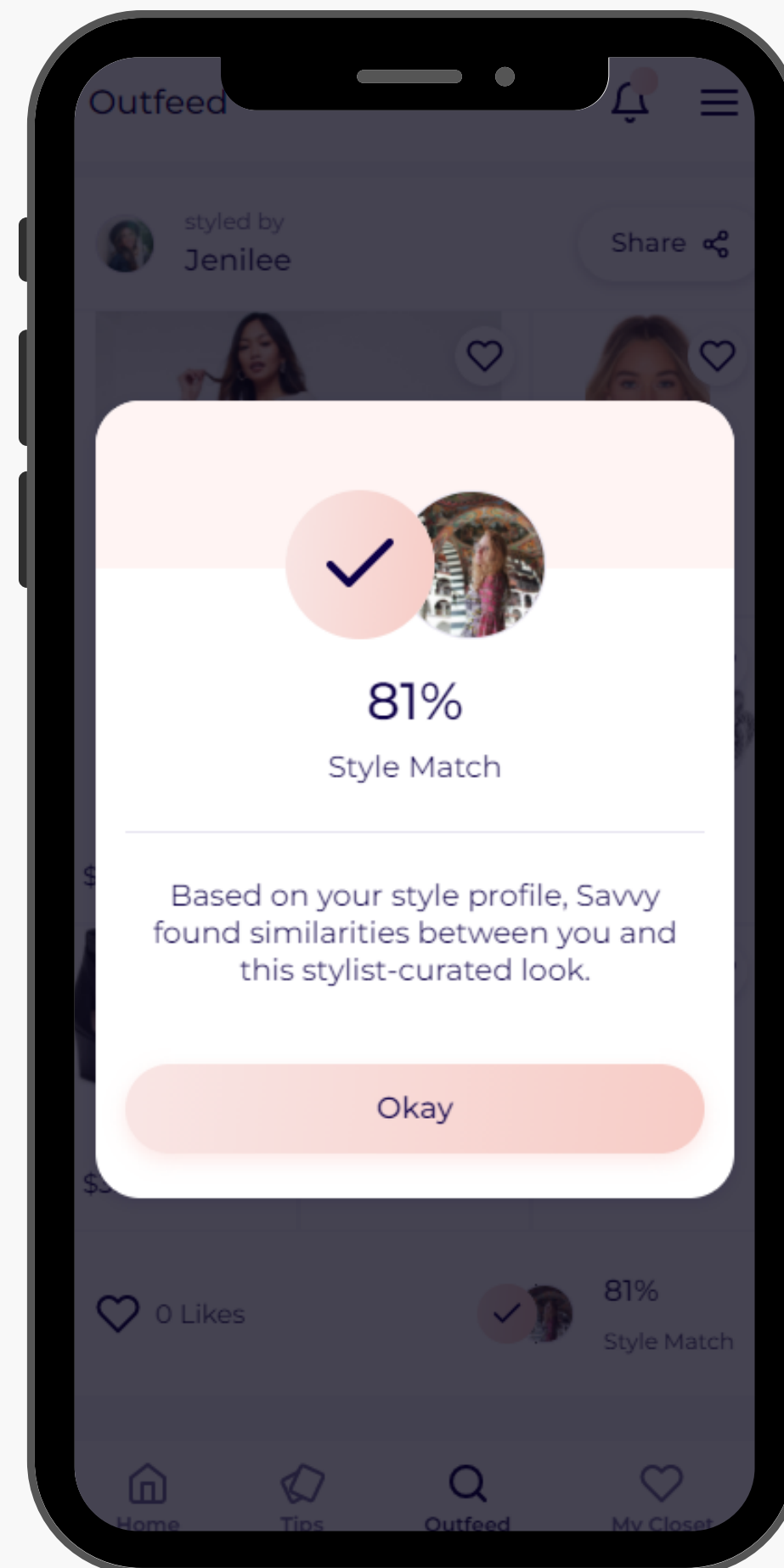
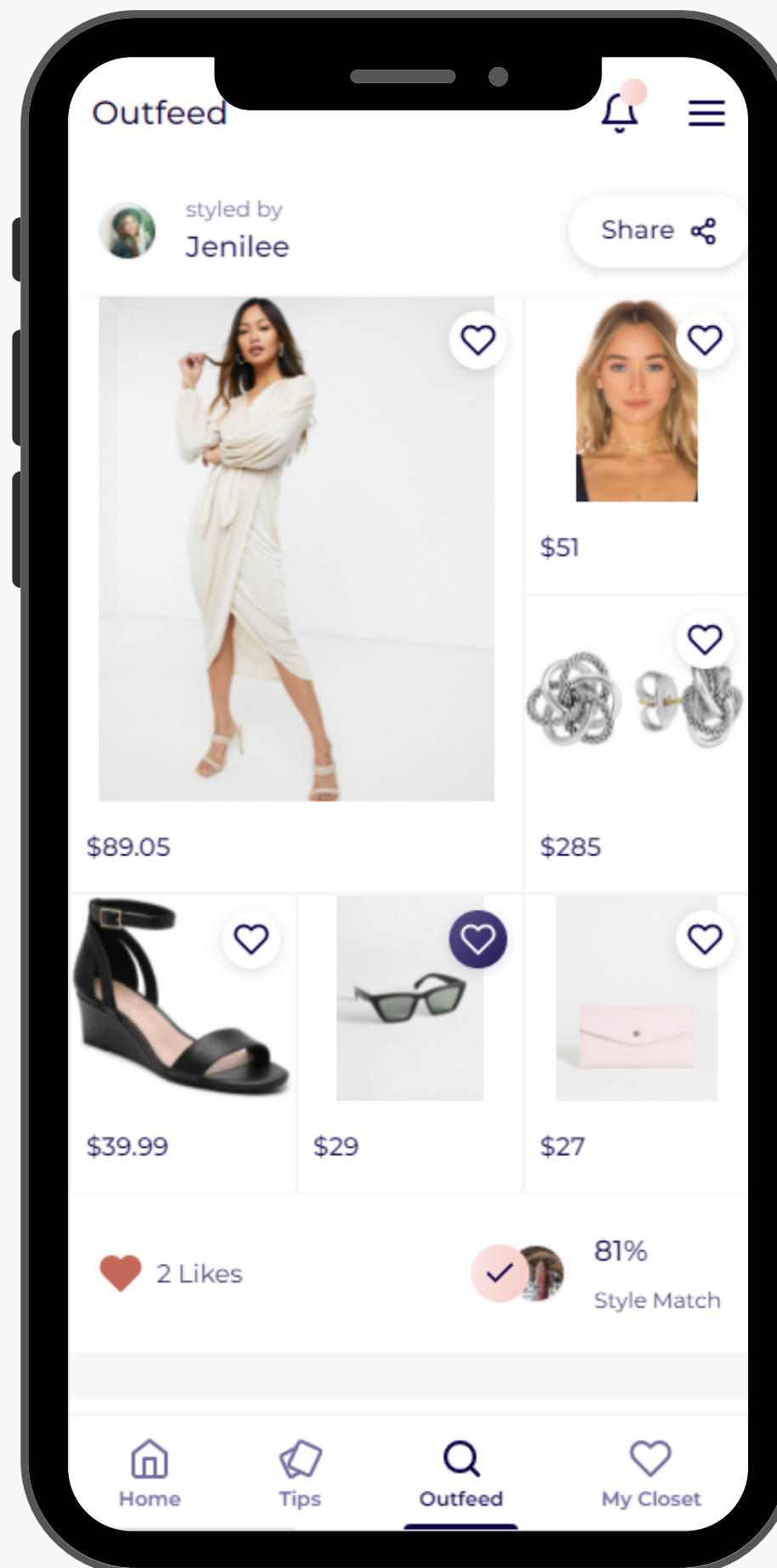
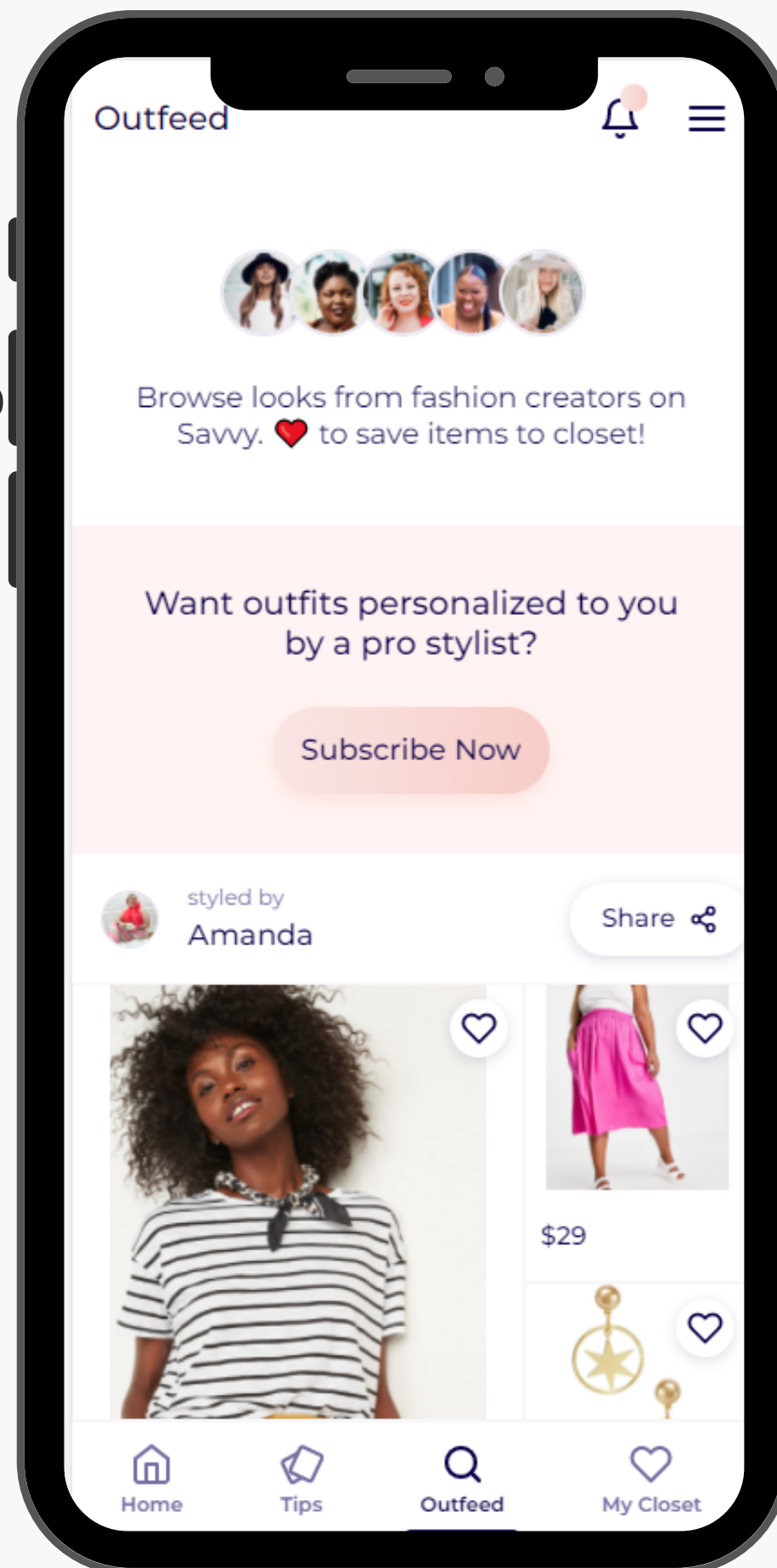
CSAT

Adding outfits

After the success of vignettes, we decided to also add a feed of styled outfits.

We did this to:

- drive more users to subscribe
- expose the talent of our stylists
- get clients to add more items to their closet
- train our algorithms



Combating Accidental Cancellations

Listening to our user's confusion

The situation

Problem

We were receiving a huge number of Help Desk tickets about users accidentally canceling their subscriptions (a paid product).

Goal

Improve overall flow and educate users on the repercussions of canceling to reduce the number of users canceling accidentally.

My role

I was the UX Writer working closely with the Product lead, UX Designer, and Product Marketing Manager.

What are Subscriptions?

The Product

Subscriptions is a product DeviantArt introduced to connect artists to their fans. Artists can set up their own monthly subscription plan and offer perks to their fans, like Photoshop brush packs, exclusive artwork, and access to subscribers-only chat rooms.

Dev limitations

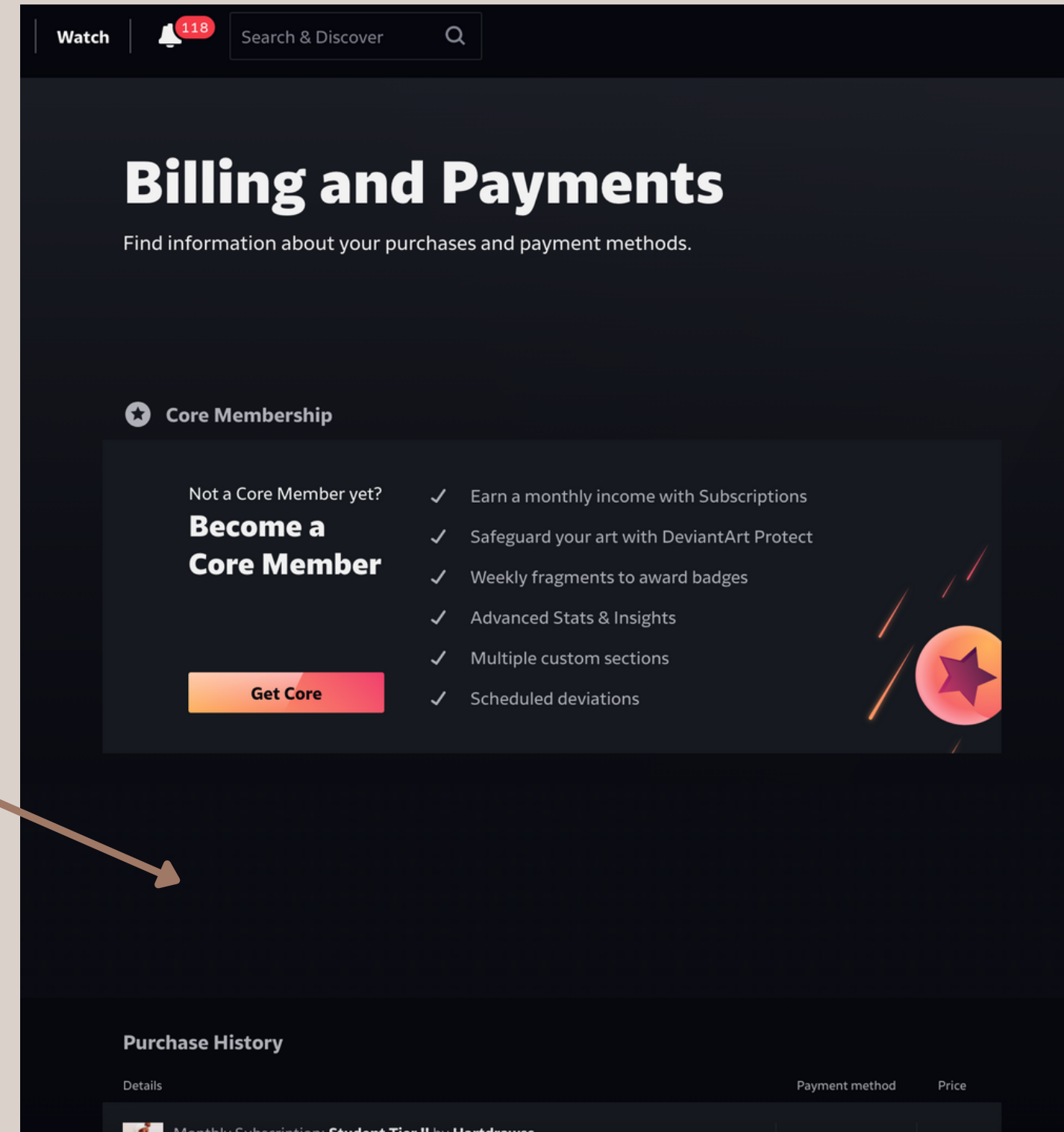
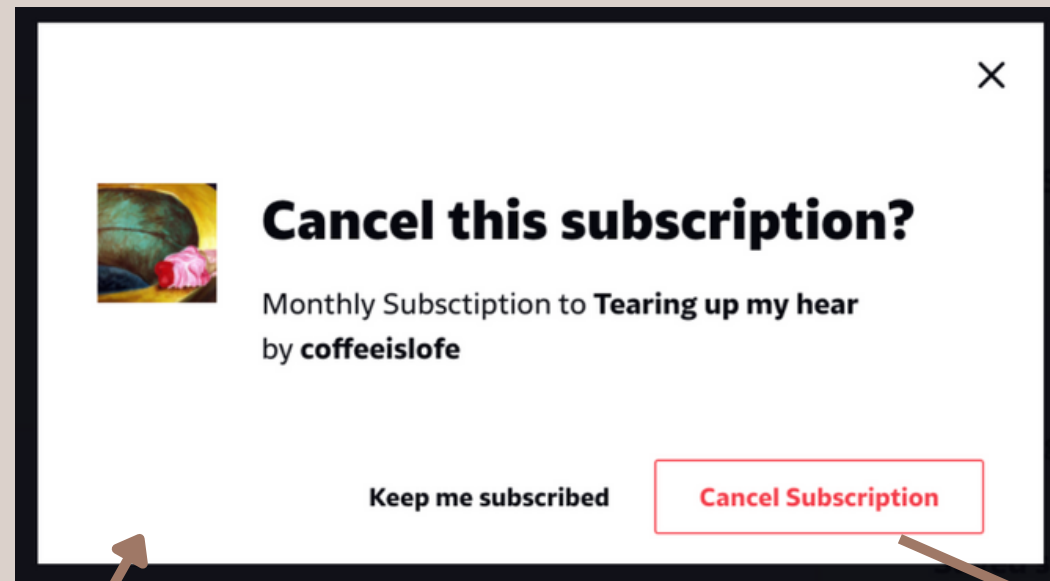
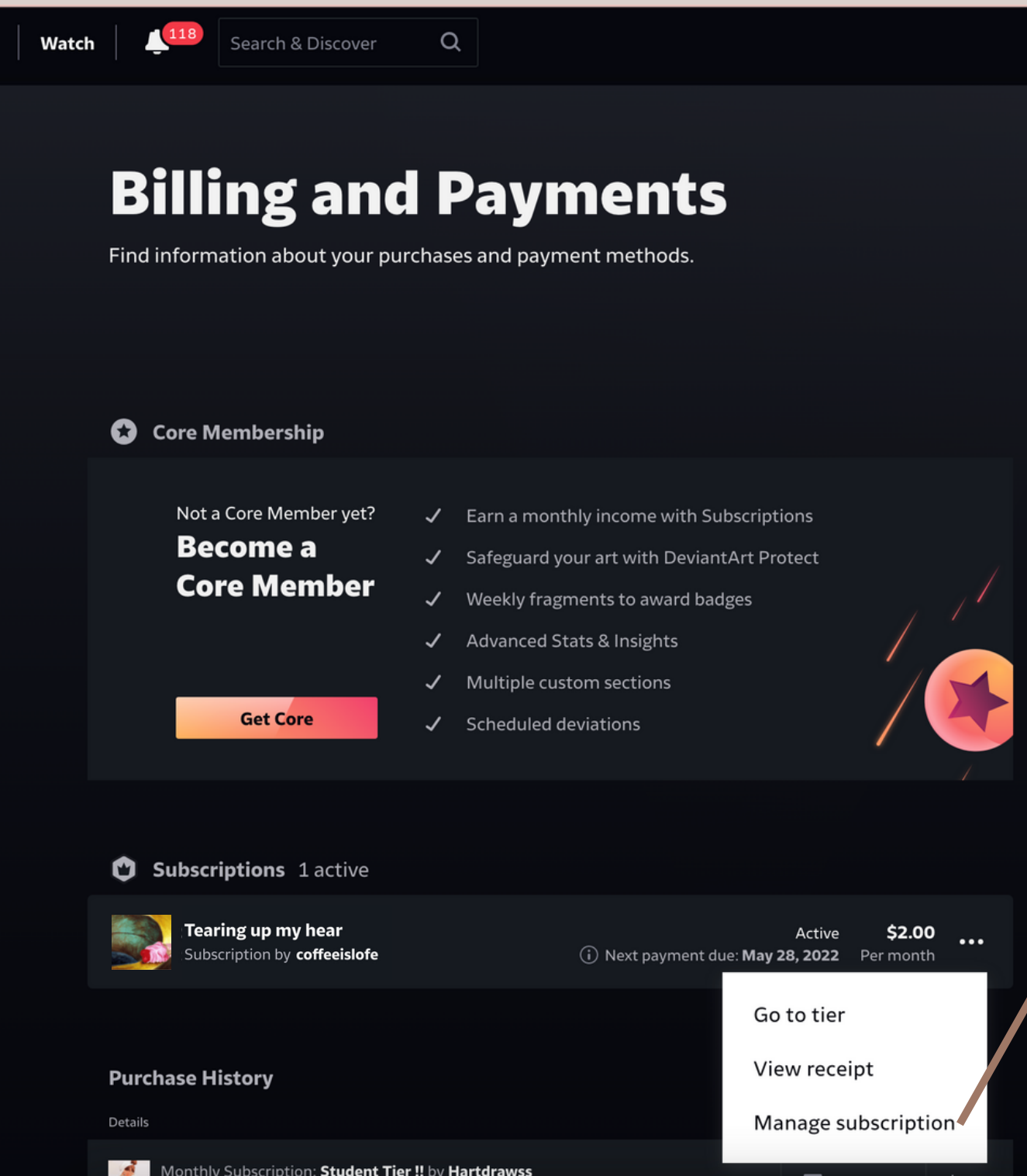
Due to the way Subscriptions were built, a user immediately loses access to their exclusive perks upon canceling.

Shaping the solution

Since this is counter-intuitive to most other platforms, we saw users canceling and getting frustrated that they could no longer access what they paid for.

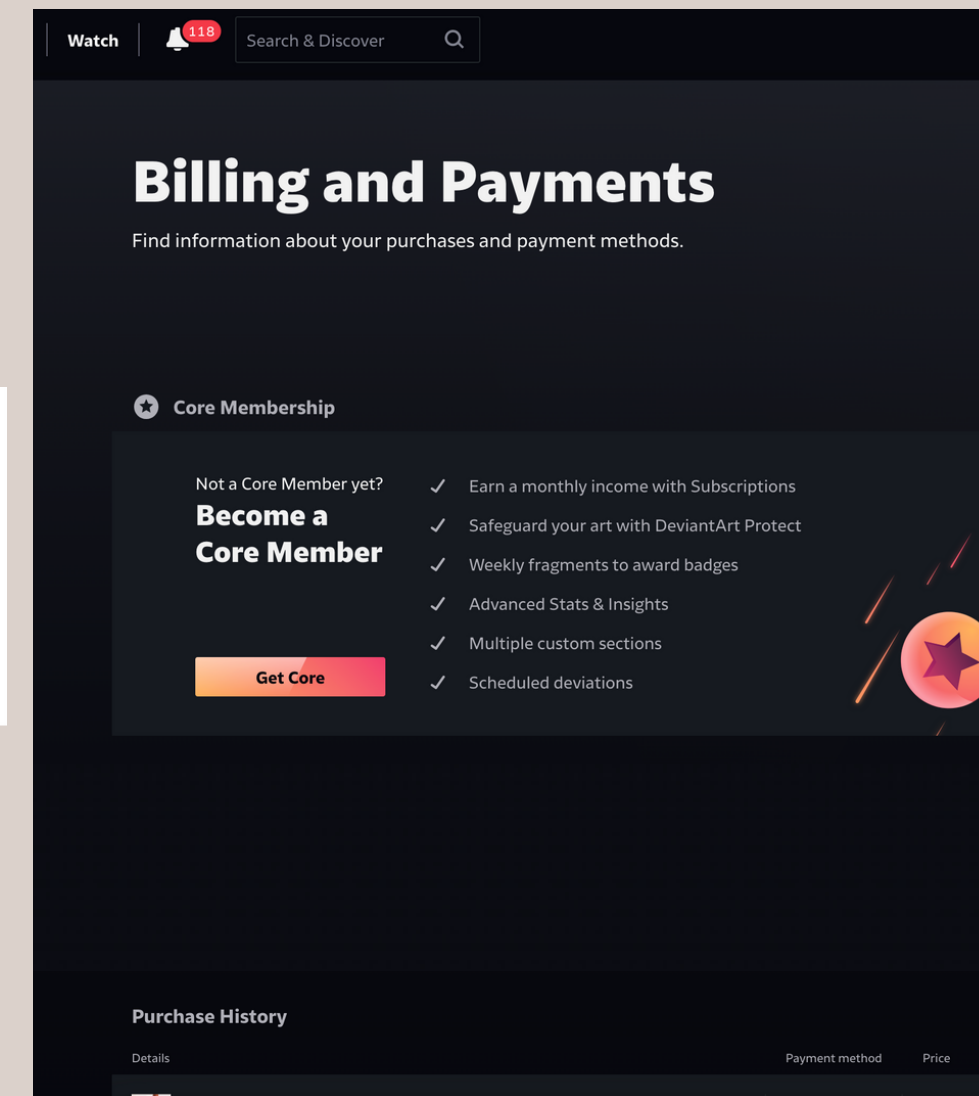
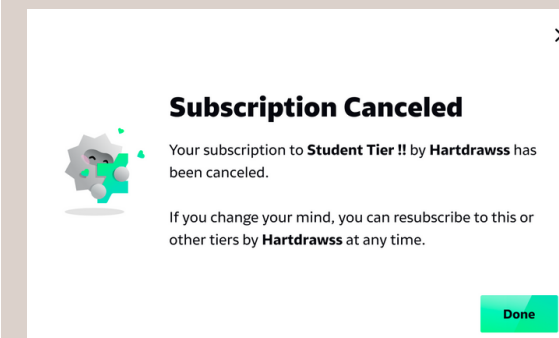
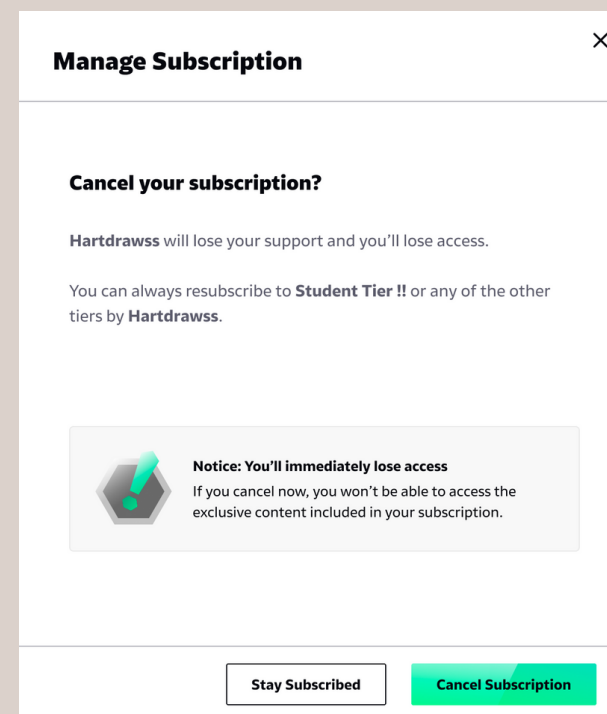
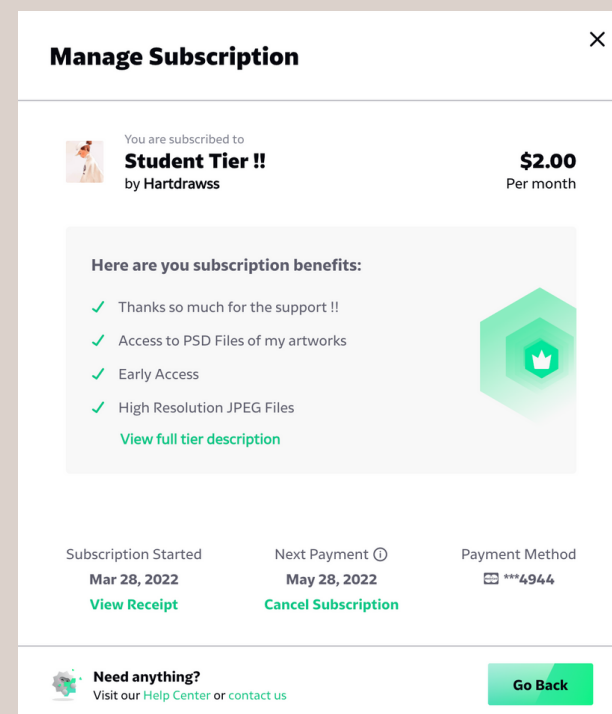
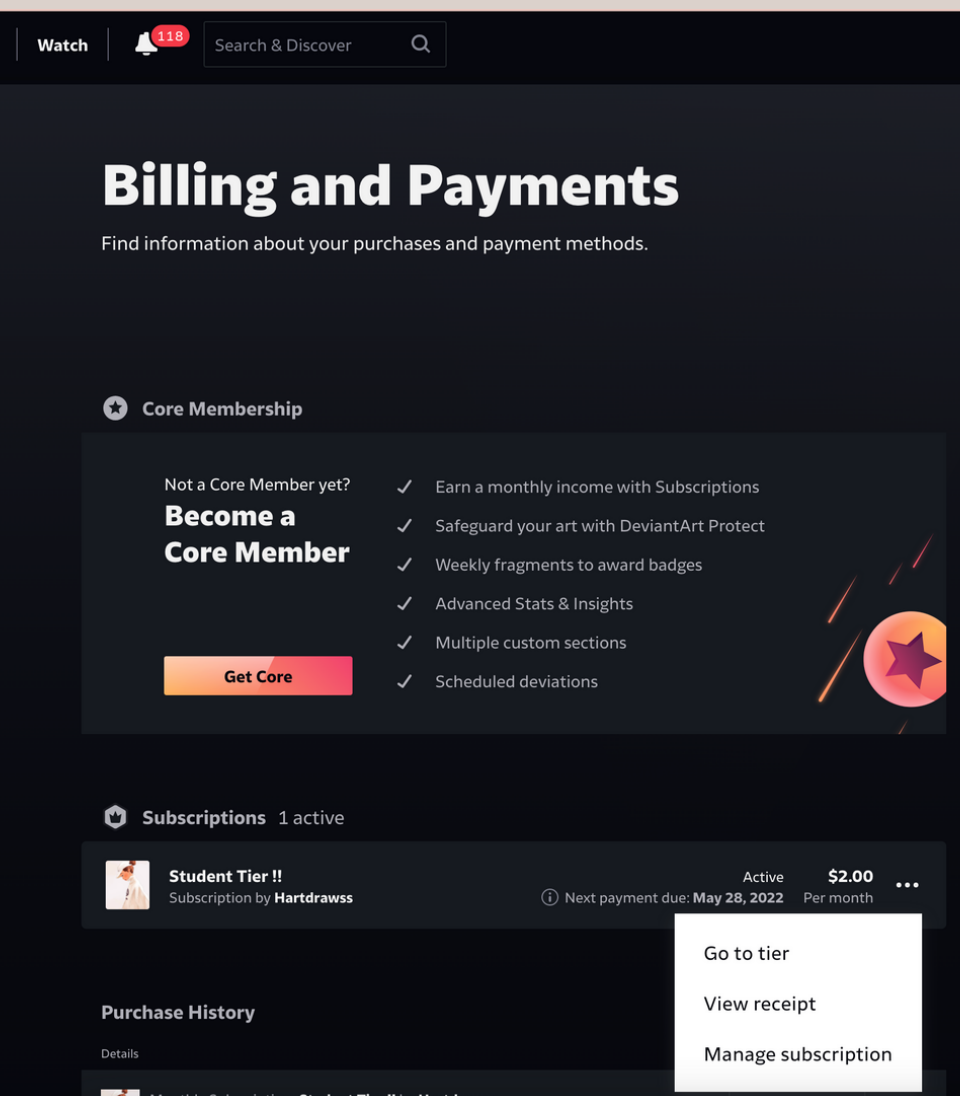
Before

- Unclear messaging
- Abrupt end, no success message



After

- Clearer messaging
- Success message after cancelation
- Explanation about what the user can do



A closer look

Manage Subscription



You are subscribed to
Student Tier !!
by Hartdrawss

\$2.00
Per month

Here are your subscription benefits:

- ✓ Thanks so much for the support !!
- ✓ Access to PSD Files of my artworks
- ✓ Early Access
- ✓ High Resolution JPEG Files

[View full tier description](#)



Subscription Started

Mar 28, 2022

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May 28, 2022

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Manage Subscription



Cancel your subscription?

Hartdrawss will lose your support and you'll lose access.

You can always resubscribe to **Student Tier !!** or any of the other tiers by **Hartdrawss**.



Notice: You'll immediately lose access

If you cancel now, you won't be able to access the exclusive content included in your subscription.

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Subscription Canceled

Your subscription to **Student Tier !!** by **Hartdrawss** has been canceled.

If you change your mind, you can resubscribe to this or other tiers by **Hartdrawss** at any time.

[Done](#)

Since launch, we've received **zero** Help Desk tickets relating to accidental cancelation.

Content that brings joy

Little snippets of things I wrote and love



Upload an image or video

Or drag and drop. Feed the llama a nice, juicy JPEG, PNG, GIF, or video.

You can add downloadable files later—including ZIPs, RARs, PSDs, and more.



So what do you think?

Leave a comment above. Give some feedback, start the conversation, share the love!

What's Next?



Savvy, our styling chatbot, will ask you a few questions



Your stylist will find the perfect outfit just for you



You'll receive a personalized response direct from your stylist

Get Styled



Home



StyleUps



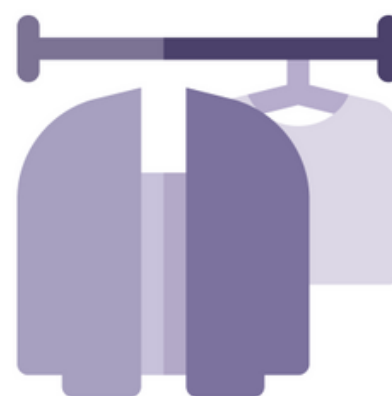
My Closet



Oh Snap!

Something went wrong on our end,
try refreshing the page.

Refresh



Wardrobe Malfunction!

Your closet is empty. Try filling your closet
with items hand-picked by our stylists.

Fill My Closet

< Subscribers

Filter Clients

All

Savvy-sourced

Followers

0 clients



Looking for clients?

Share your personal styling link with your
fans and followers.

Copy Link

Thank you!

Chat with me

LeahChrisTrojan@gmail.com

LeahTrojan.com

