

***Hi!
I'm Diane.***

***I'm a startup founder
with deep experience
in personalization
and e-commerce
whose formal training
is in user research.***

***I want to work on
foundational
research and early
stage product
development.***



How do we create a more enjoyable shopping experience for people who don't like shopping?



Problem

Shopping for clothes can be extremely frustrating and time consuming for folks especially if they do not know what they need or want. Shopping in stores, ordering online and using a clothing in a box service are all inefficient methods of clothes shopping. How can we create an efficient and enjoyable experience for people who are time-starved and do not self identify as fashionistas?

Process

I love buying clothes, but I hate the physical act of shopping — I can never find clothes that I really love! When I worked with a freelance personal stylist who came to my home, understood what I currently owned and interpreted my hand waving description of my desired new look; I had a hint of what a better shopping experience could feel like.

I interviewed 30+ men and women in their homes, got tours of their closets and understood the highs and lows from their previous shopping experiences.

Next, I analyzed the competitive landscape and validated that our differentiation was two fold: the personal touch of a human giving style advice paired with the convenience of the visit taking place in your home.

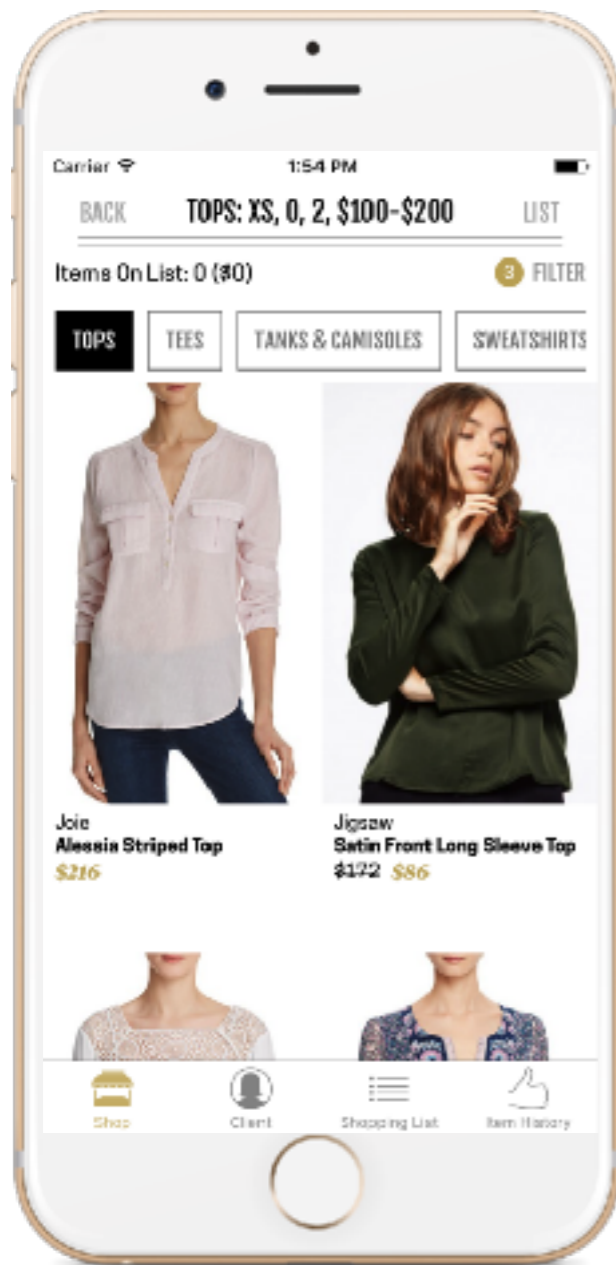
We iterated on everything from what the stylist should wear to the visit, to how many items of clothing we should bring to each visit, to how many sale pieces we should bring, to the flow of the visit itself starting with a tour of their closet and ending with scheduling their next visit.

Solution

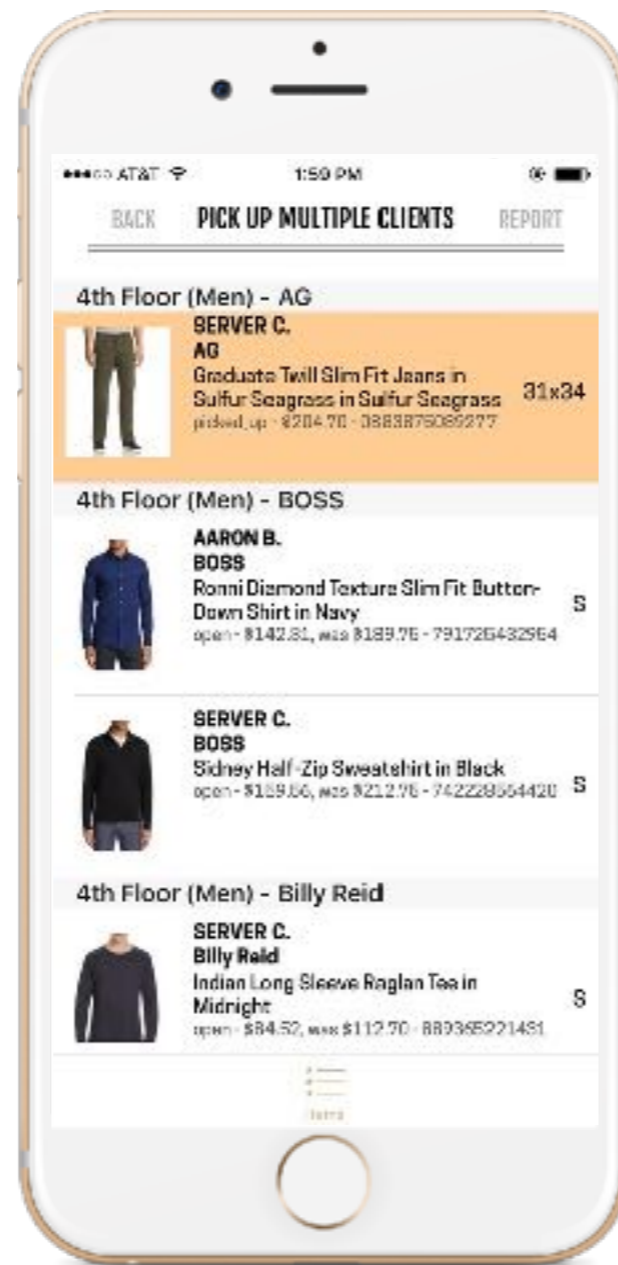
Ask the client to take a 7-minute style quiz. Use those answers as input into a proprietary recommendation engine that assists the stylist to pick 20 items to bring to the visit. The client tries them on with the expertise of the personal stylist who helps them pair the new clothes with the ones in their closet. The client can keep what they want to purchase and the stylist takes back the rest.

<https://medium.com/@dianeloviglio/why-i-co-founded-boon-gable-cfda079a34c8>

How can we best use the stylists' time?



stylists shop in the app and pick up the packed garment bags



ops associates pick and pack the items in the stores

Problem

Stylists love shopping for clothes but we found in our early prototyping that they don't shop very efficiently and would spend all afternoon shopping for one client if they could. And in the beginning, before we built them any tools, that is exactly what they would do. :) We wanted to figure out whether we could use technology to help them shop more efficiently, which would in turn help the overall efficiency and unit economics of our company.

Process

We had our developers do contextual interviews with the stylists as they shopped in the store. We did multiple expert interviews with my co-founder/head of styling. Then we created low-fidelity prototypes of a shopping app with the clients' style profile info and specific product recommendations based on the profile so the stylist could shop from their phone. It worked!

Solution

Stylists shopped faster and better (ie: we sold more when they shopped via their phones). Inspired by Instacart splitting their roles into shoppers and drivers, we decided to do the same. We hired ops associates to pick and pack the clothes in the stores and stylists to shop from their phones without stepping into a physical store. This allowed our stylists to see more clients each day, which was their favorite part of the job, and our average order value increased too.

How do we create a low-pressure, but still productive shopping experience in the vulnerable setting of your home?



Problem

Many people work with a personal stylist in a store setting, but working with a personal stylist in your home adds a new dynamic. In a store, if you aren't loving your experience, you can make up an excuse and leave whereas in your home if the visit isn't going well, you can't leave. How do we create a low-pressure but still productive shopping experience in the vulnerable setting of your home and in most cases your bedroom?

Process

Because getting styled in your home by someone you just met for the first time is a new behavior, to be successful, we knew we had to build trust at every step of the journey starting with the online style profile and ending with rating your stylist after she leaves.

We created an experience journey map identifying the highs and lows of the end-to-end experience. I also talked with the first 1,000 clients for 10 minutes after their visits and asked what their favorite part was and what was one thing they would change.

One of the lows was when the stylist reminded you that everything is final sale. In the beginning, people were shocked upon hearing it - they understood the circumstances and the reasoning, but we they were hearing it for the first time and too late in the purchasing process. We educated them with email copy and in-app messaging, but apparently those touchpoints weren't working, so we had to come up with another way to educate the client.

Solution

At the beginning of a first visit, the stylist asks you to take the Boon + Gable Oath on the "Style Bible" and repeat after her as she says (1) Promise to try on everything even if you don't think you'll like it (2) Promise to tell me exactly how you feel - to be totally honest - you won't hurt my feelings (3) Promise to only buy the clothes you absolutely love because everything is final sale.

What do middle class Brazilians want in a smartphone?



Problem

Mozilla made a business decision to build a smartphone for the C-Class (middle class) in the emerging markets but they had no idea what the people needed or even wanted in a smartphone. We decided to answer some tactical questions like “what is the must-have feature list?” (spoiler alert: access to TV) for the smartphone but also took the opportunity to understand the motivations of this target demographic and how the phone would fit into their lives overall.

Process

We travelled to Sao Paulo and Recife in Brazil and conducted 10 in-home interviews. As part of the recruiting process, we asked for photos of important objects/material possessions in their lives and photos of desirable objects that they did not yet own. We learned about where they bought their phones (not from the carriers) and how they think about money (most of them don't have credit cards) and what they use their phones for (mostly SMS and phone calls, it's not a tool for organizing their daily life or producing content or writing emails). We even went to a couple of LAN houses to understand the complexities of connecting to the internet in public places.

Back in Mountain View, we created a “war room” with photos, quotes and some of our analysis. We set up private tours for the key stakeholders and hosted two open houses so anyone could see the research artifacts and hear firsthand stories from the field.

Solution

We identified four motivators that shape how the middle class in emerging markets think about themselves and plan for their futures: (1) Provide a better life for my children (2) Gain independence (3) Leave or extend a legacy and (4) Moving up the socio-economic ladder. We created a hierarchy of needs and mapped the core, new and aspirational behaviors to the capabilities that each release of the FirefoxOS phone had to support.

<https://blog.mozilla.org/ux/2012/12/capturing-the-climb-how-firefoxos-supports-emerging-market-mobile-behaviors>

How can we create more residential green roofs in San Francisco?



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A bus shelter in downtown San Francisco supports a tiny living roof. It's intended to plant a seed in the minds of Americans. Diane Loviglio, who planned the bus shelter roof, hopes ordinary passersby will see "a viable home-improvement idea." The sustainable-design activists wanted to showcase the green-roof idea, less familiar in the US than in much of Europe, "at street level," she says, "so people don't have to tour a giant industrial building to understand it."

-National Geographic May 2009 Issue

Problem

Educate homeowners that green roofs are a viable rooftop option by increasing the number of green roofs in the city.

Process

After talking with local architects and landscape architects, we learned that there wasn't enough demand from consumers for green roofs, so we focused our efforts on educating homeowners themselves. We put in a bid to the SFMTA to put green roofs on all the bus shelters on Market Street from Civic Center to Embarcadero but CBS Outdoors, the private owner of the bus shelters, wasn't too enthused about the new designs.

Solution

We built a pilot green roof on top of the bus shelter in front of the San Francisco Public Library across from City Hall so that homeowners and tourists would see it everyday. We timed our debut with the opening of Renzo Piano's Academy of Sciences which featured a 2.5 acre green roof.

<https://www.nationalgeographic.com/magazine/2009/05/green-roofs/>

Let's do this!

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