

GILT

GILT CUSTOMER EXCITEMENT UPDATE

Version 0.6

March 12, 2012 8:12 AM

WORK IN PROGRESS

CORE CUSTOMER EXCITEMENT / TEAM NINJA

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UX Lead

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Nabila Yusaf

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Nathan Stilwell

Emma Spielman

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Darrell Roarty



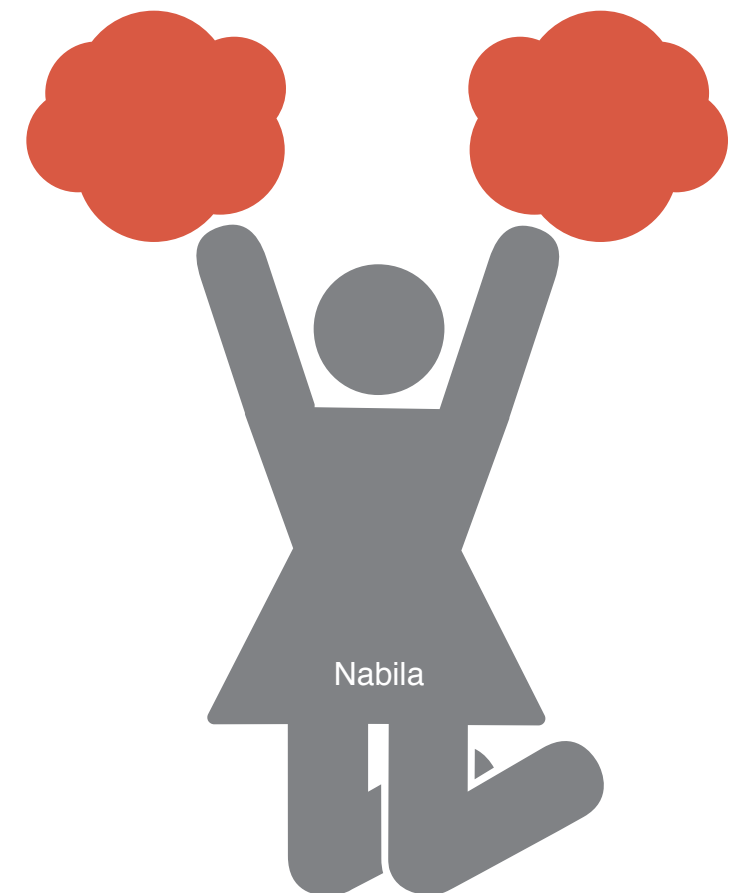
MISSION

new
fun
arousing
unexpected
game-like
competitive
unique
compelling
winning

desirable
attractive
inspirational
confident
elevated
hopeful
luxurious

Elevate the **excitement + aspiration** in our shopping experience
to compel members to fall **deeper in love** with **Gilt**

hopeful
caring
affection
trusting
attentive
loyal
attachment
passion



DESIGN PRINCIPLES FOR CUSTOMER EXCITEMENT

- **Flash is our foundation.** New concepts must be viewed through this perspective.
- **Reinvigorate the customer base** Aim to introduce experiences that are potentially paradigm shifting
- **Delight the customer** by over-delivering or doing something out of the ordinary
- **Align with customer's expectations.** Highly coveted, new products everyday, great value, game mechanics, simple, fast, and fun
- Introduce new experience that are **confident, aspiration + surprising**
- Continue to build excitement through **anticipation + urgency**
- Make customers **fall deeper in love with Gilt**

PRIORITIZATION PROCESS

how do we determine the order?

NOTEWORTHINESS

- Is this worth talking about?
- Will a member tell another member?
- Will Kevin or Susan mention this feature during a press interview?

STEP FUNCTION CHANGE

- How big is the impact to the GILT customer experience?
- Will this distinguish us among other ecommerce or flash sites?
- Is this a jolt in the arm?

SUSTAINABLE CUSTOMER VALUE

- Does this feature have the capability to be permanently embedded in the core experience?

LEVEL OF EFFORT

- How hard is this to design, build and implement all around (including, tech, ops, production, CS, etc)?

REVENUE POTENTIAL

- Estimate margin \$ impact

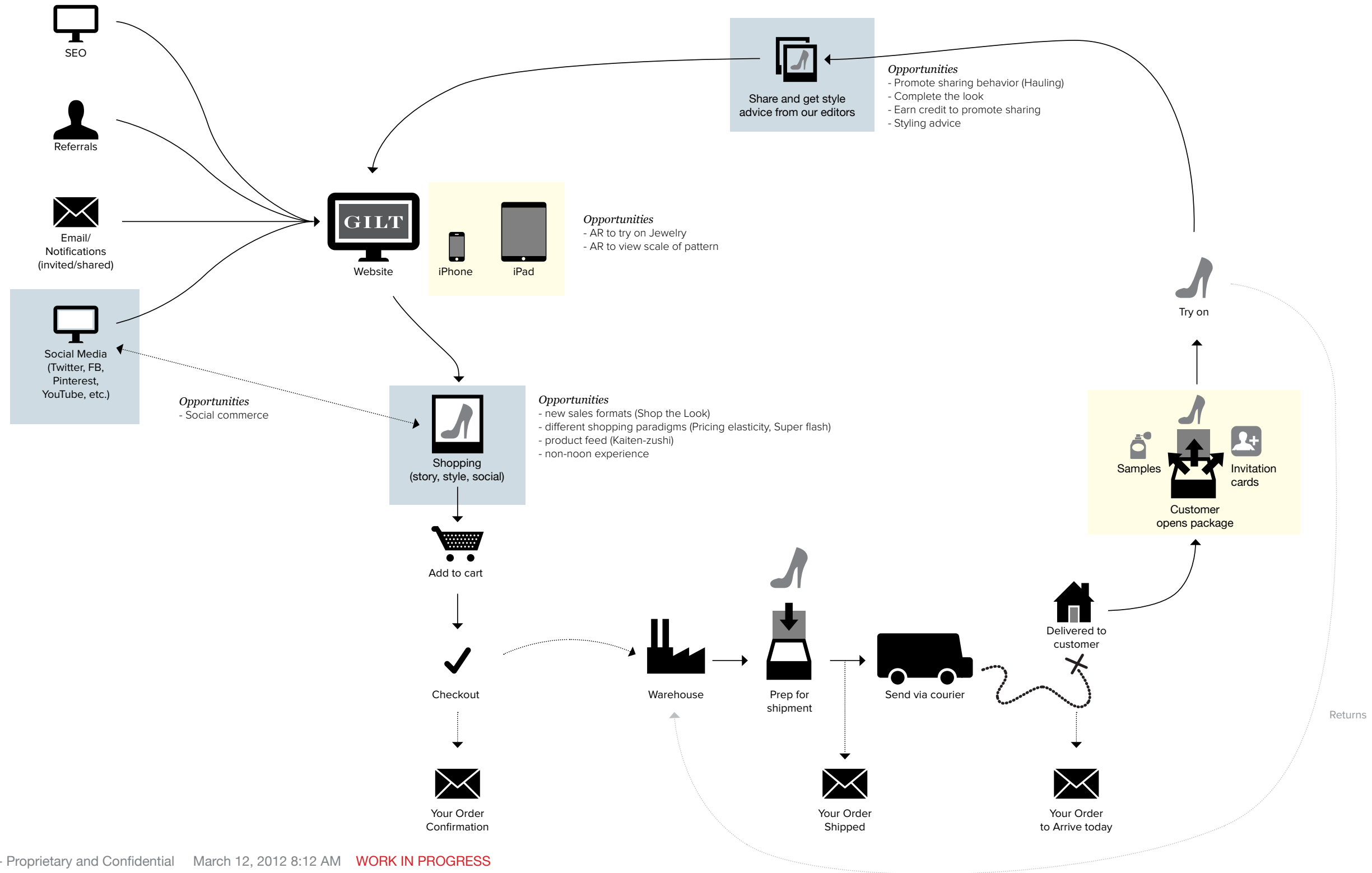
KPIs

how do we know whether we did a good or bad job?

PRIMARY

- Increase visits per visitor
- Increase unique visits
- Re-activation
- Monitor social media buzz
- Estimate margin \$ impact
- Increase customer lifetime value

CUSTOMER ECO-SYSTEM INNOVATION OPPORTUNITIES



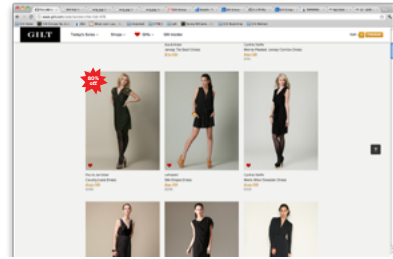
IDEATION PROCESS

DEVELOPED ONE-PAGER CONCEPTS GENERATED BY CORE TEAM

Surprise Mark-Downs

What makes this special?

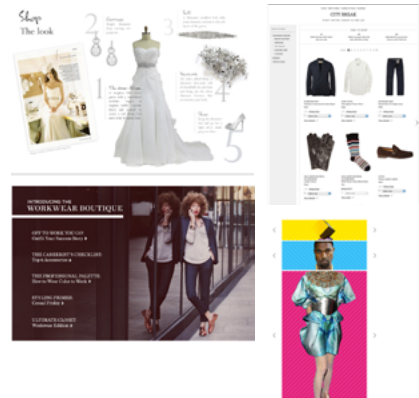
- Amazing deals
- Will increase traffic outside of peak times
- Markdowns will occur at random times to random products. Consistent timing of mark-downs will train members to wait.
- After customer's 100th (TED) order, their order is on us.



Shop the Look

What makes this special?

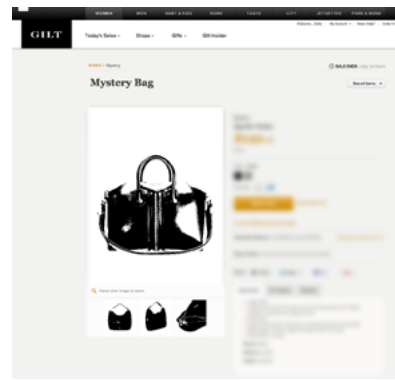
- Build outfits in a fun and interactive way
- Mix and match products
- Mix offering across Gilt properties
- Editor's picks



Mystery Product

What makes this special?

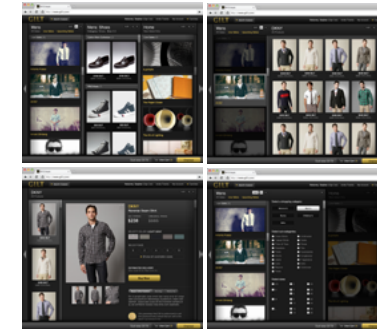
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- A sale where the brand is suppressed
- We display a silhouette for the product image
- Product detail information is shared
- Given that it's sold on Gilt, customers know that it's going to be a great designer brand



My Store

What makes this special?

- Personalized products based on your needs, desires, and affinity
- Geo targeting products
- Real time notifications
- Drive Off-Peak Visits



Rewind

What makes this special?

- Take everything that makes Flash exciting and elevate all facets
- Access is exclusive (Entry by purchase)
- Merchandise is highly coveted (Secret private sales)
- Shopping time is capped
- Capacity is capped
- Great deals
- Inventory remains secret



Kaiten Zushi (Flow)

What makes this special?

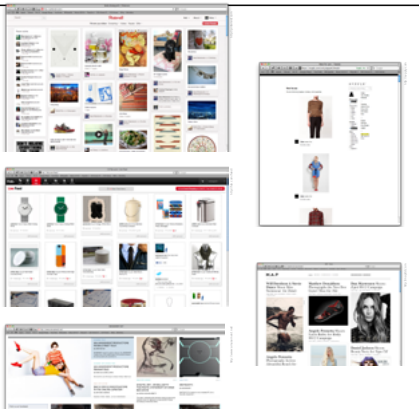
- Stream of products available for purchase
- Unique products based on your location, weather and gender
- Edits/sized via color



Feed

What makes this special?

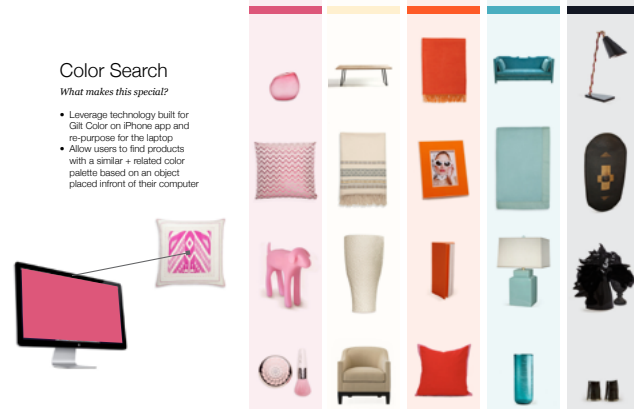
- Product Discovery
- Sales/Product Popularity
- Social curation
- Visual stimulation + pleasing
- Dynamic flow
- Recommendations based on brand affinity, visits, region, etc.
- Filter/Sort by...
 - social graph
 - geo location
 - popular



Color Search

What makes this special?

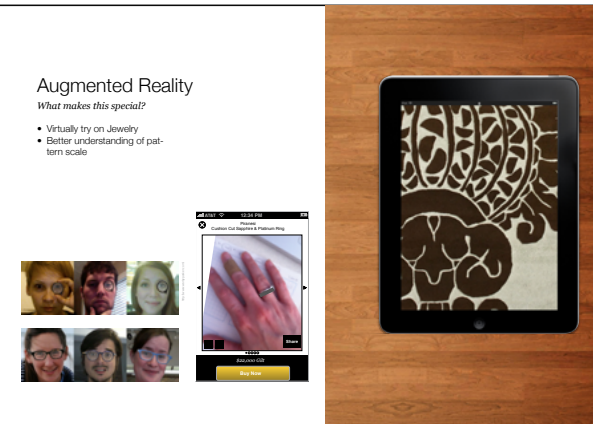
- Leverage technology built for Gilt Color on iPhone app and re-purpose for the laptop
- Allow users to find products with a similar + related color palette based on an object placed in front of their computer



Augmented Reality

What makes this special?

- Virtually try on Jewelry
- Better understanding of pattern scale



Unveiling new products every X hours

What makes this special?

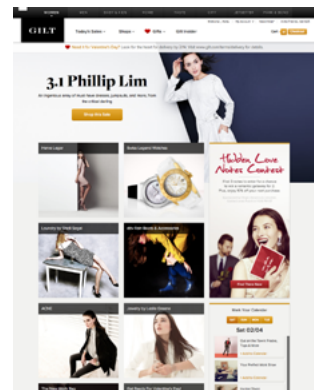
- Builds anticipation and reinforce the notion of competition through limited quantity
- Drives members back to the site throughout the lifecycle of a sale



Super Flash

What makes this special?

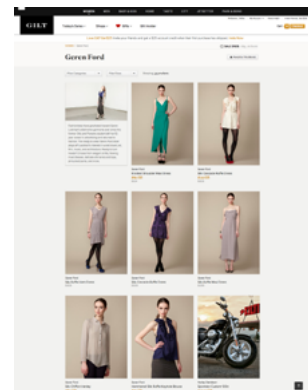
- 1 hour hyper flash sales
- target non-peak time
- products must be coveted



Scavenger Hunt

What makes this special?

- Amazing deals or credits sprinkled throughout the site



Your Gilt-y Collection

What makes this special?

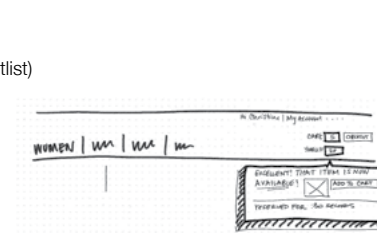
- Allow members to showcase products purchased from Gilt over the lifetime of their membership
- Members can turn this into a way to showcase their wardrobe, their home, their experiences about town - really anything they want.



The List (the new Waitlist)

What makes this special?

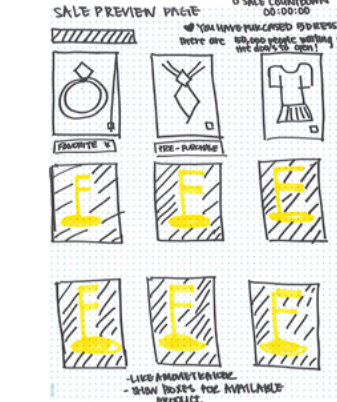
- Ability to save items the customer likes for access later
- Smart suggestions based on items in the list
- Clear notification when wait list item becomes available
- Commit to purchase items on Waitlist. If items becomes available, automatically complete order and send item to customer
- Other lists: Recently viewed / Wish List / Wedding Registry



The Drama of Preview

What makes this special?

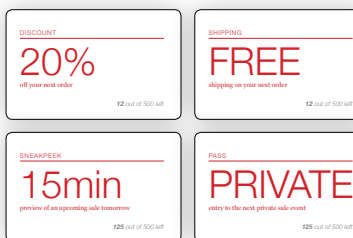
- Make the anticipation of a sale starting more social
- Transform the static preview page into a destination where customers can converse with others with similar brand affinities
- Make the unveiling of products theatrical
- Display a countdown clock to build anticipation
- Opportunity to leverage an engaged audience (ex. brand story, commercial, etc)



Benefits

What makes this special?

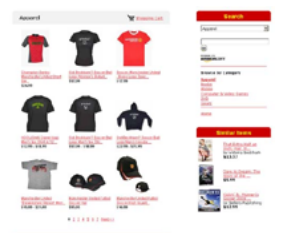
- Get limited quantity of benefits every Monday at 9pm
- Benefits must be redeemed within 2 days
- Examples of benefits
 - 20% off your next order
 - 15 min preview
 - Free shipping on your next order
 - Entrance ticket into our warehouse



Member Shops

What makes this special?

- Allow members to curate their own online shops for others to shop from
- "You like my style, you trust my taste, why not buy from my collection of goods?"
- Allow members to make affiliate commissions off of products sold through their store
- Members can promote their store fronts on other websites, blogs, social media outlets etc



Xbox / Kinect app

What makes this special?

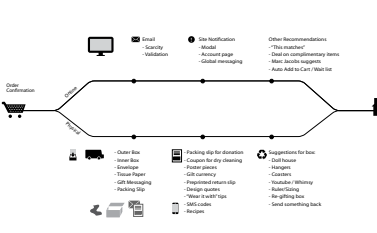
- See your wardrobe or Gilt products on a big screen tv.
- Use the Kinect to "swipe" through products
- Mix/match products using your hand gestures
- Leverage the camera to see what you might look like wearing a dress/accessory



Nice Package

What makes this special?

- Surprises shoppers with unexpected goodies
- Provides suggestions and awareness related to an order
- Makes each delivery unique



A Perfect Day

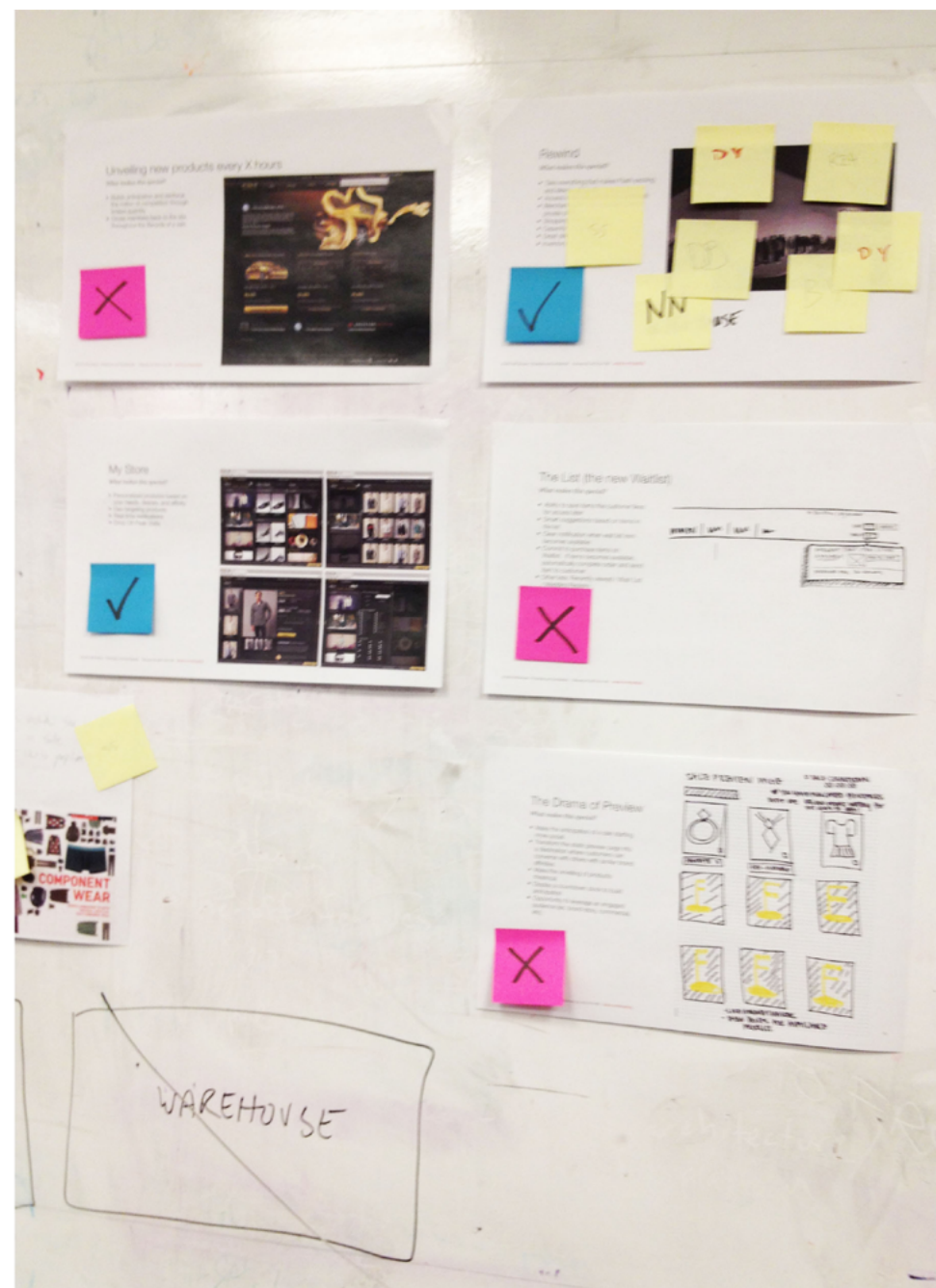
What makes this special?

- Gilt asks you two questions and based on the answers, we surface ways to experience a perfect
- Fun, surprising, and unexpected
- Reminiscent of Google's "I'm Feeling Lucky" button
- Customers should see unique offers each and every time
- Results are algorithm driven
- Opportunity to surface products across stores



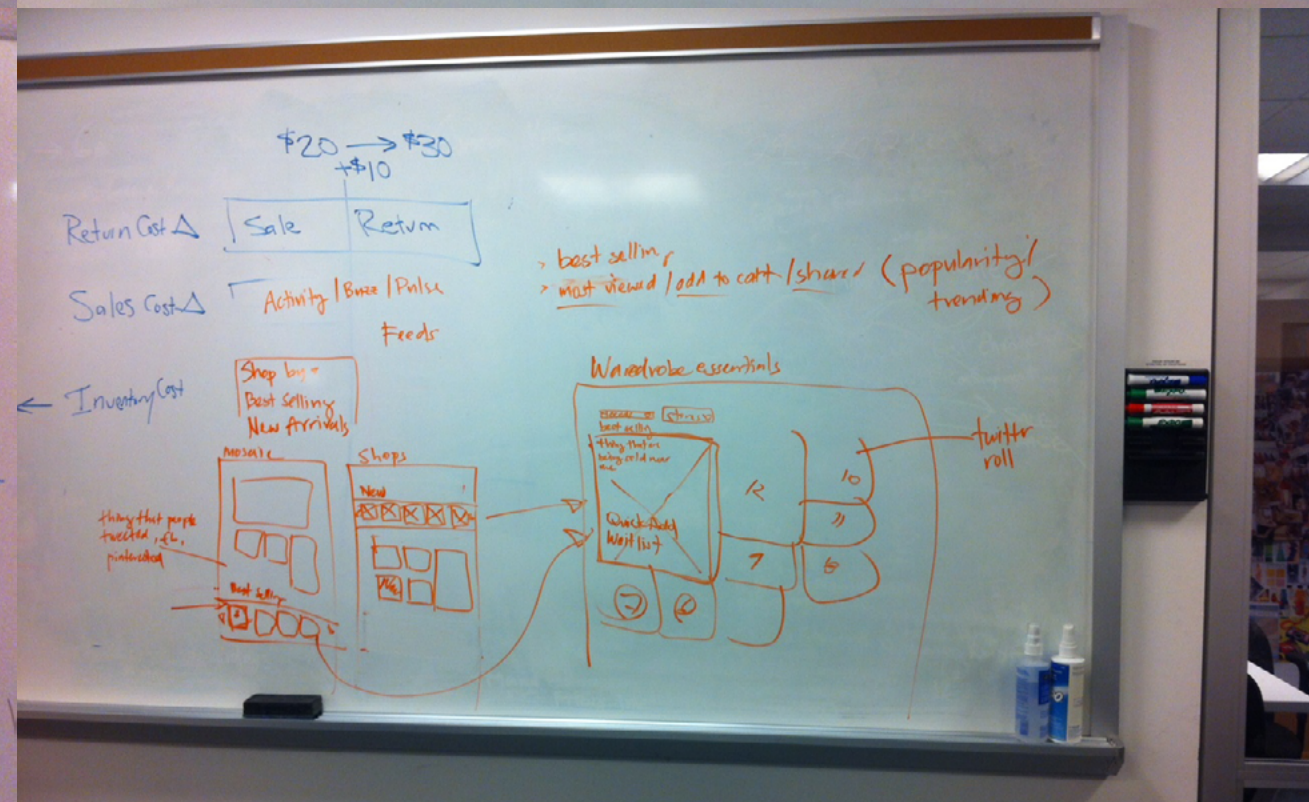
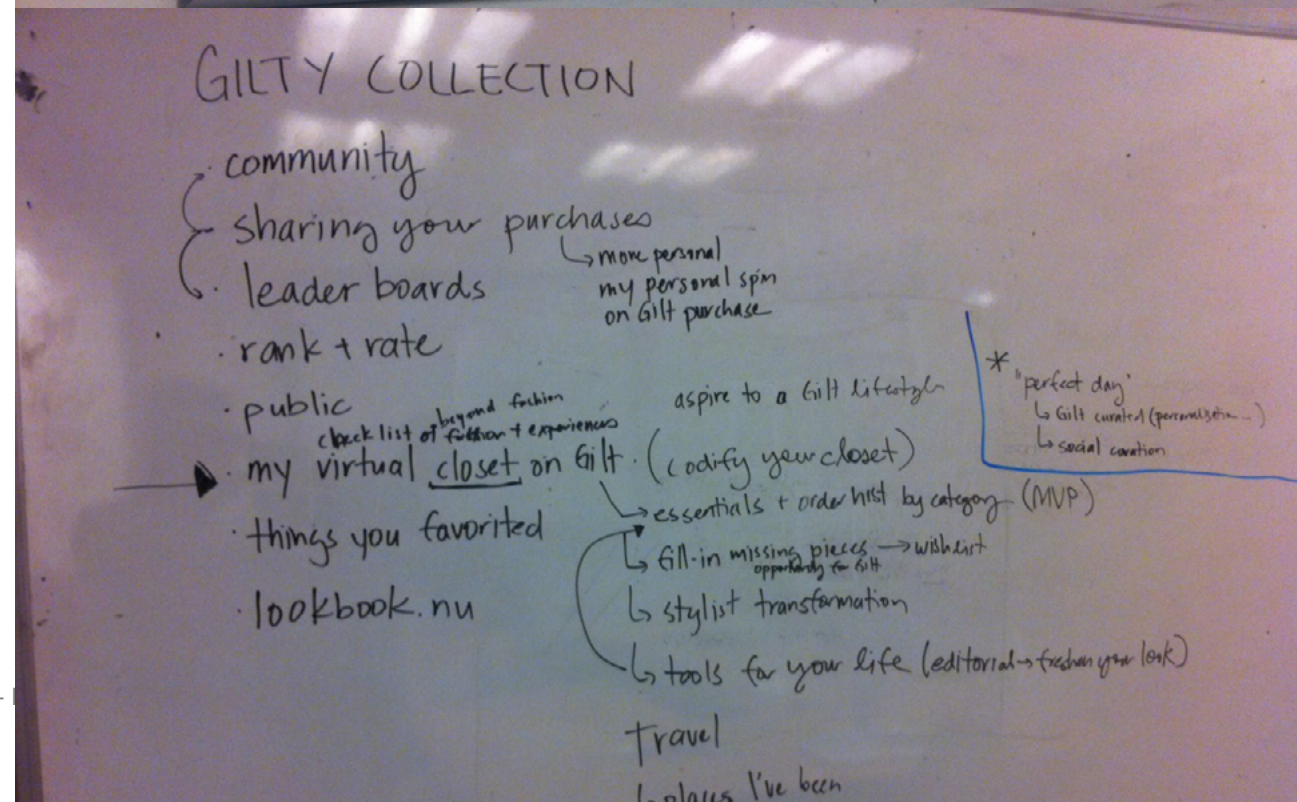
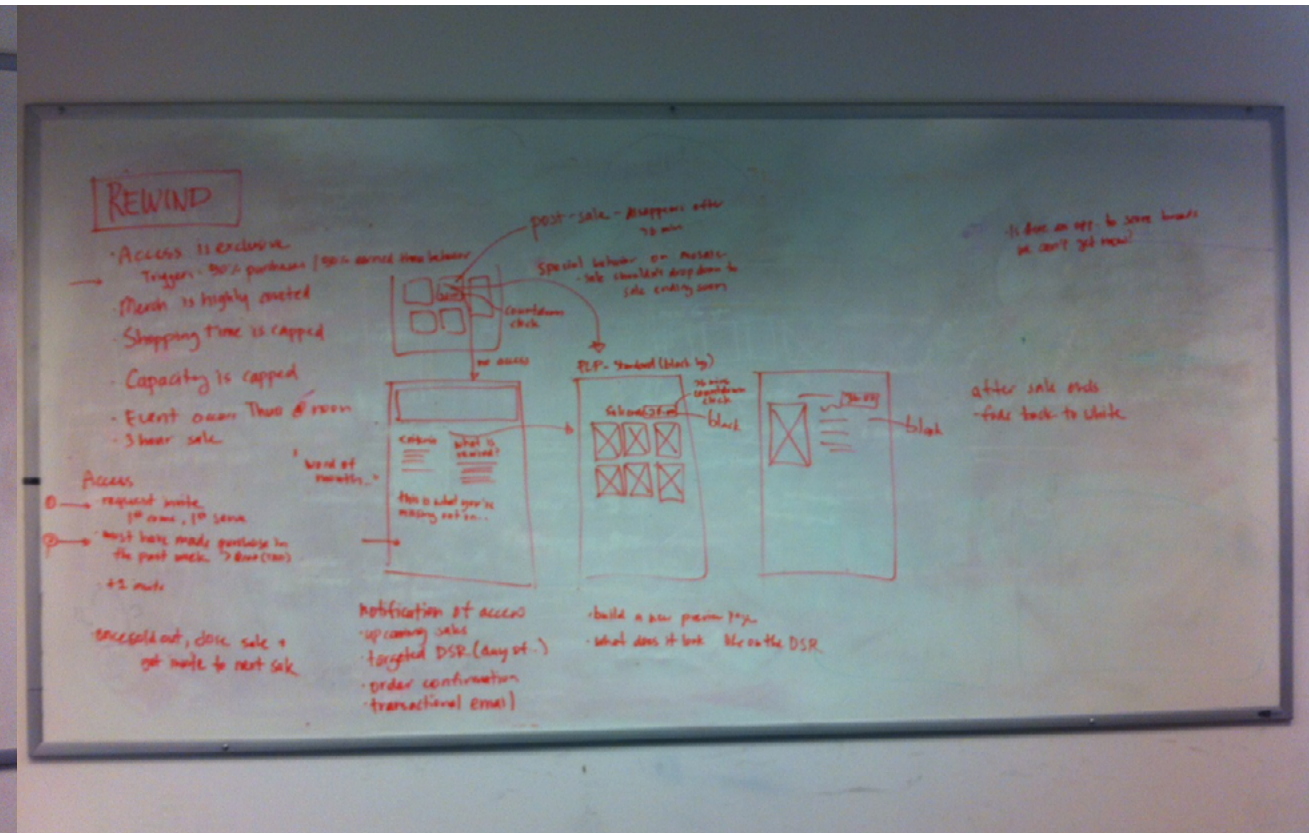
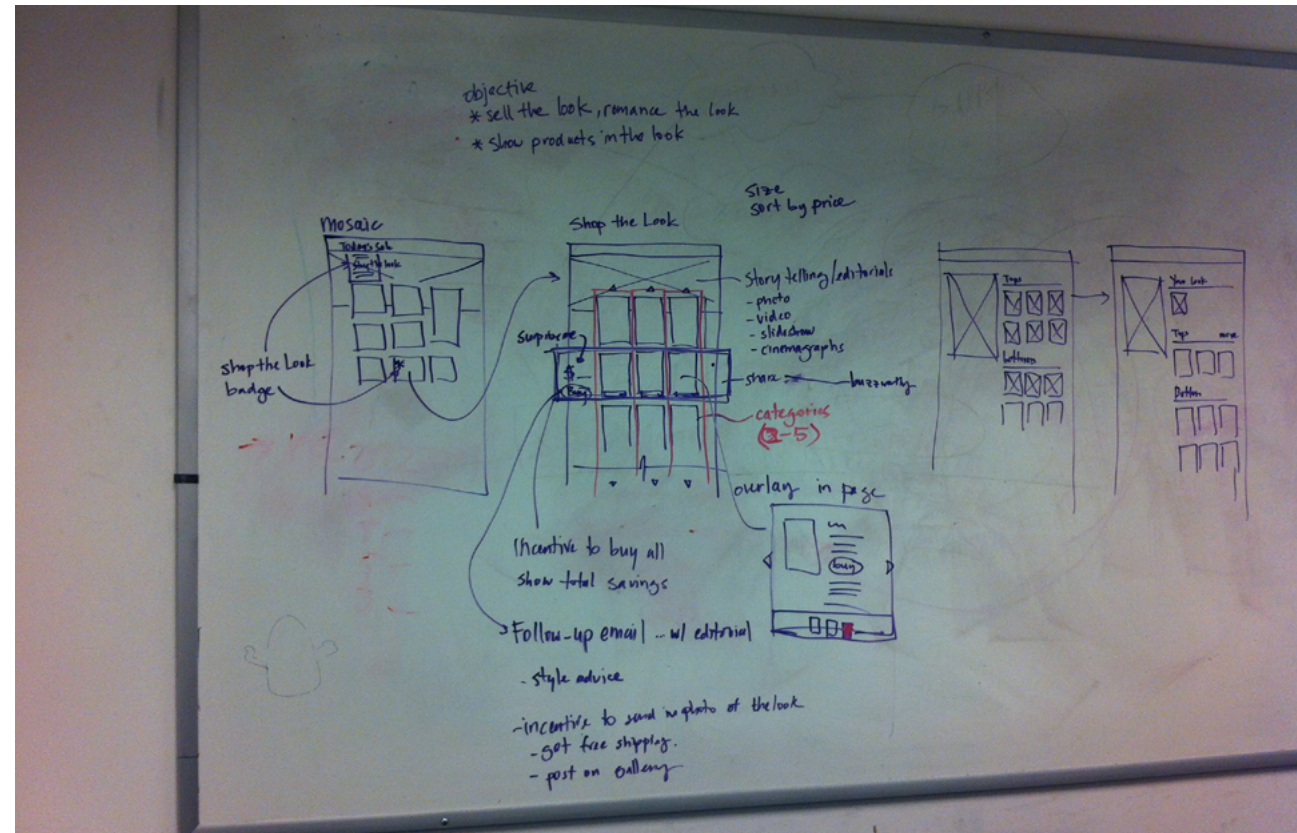
OFF-SITE IDEA BRAINSTORMING / PRIORITIZATION SESSION

DEVELOPED + PRIORITIZED IDEAS



DEFINE THE MVP

DESIGNED MVP EXPERIENCE FOR TOP IDEAS



NEXT STEPS (looking one month ahead)

- **Harden KPIs per idea. Estimate margin \$ impact. Prioritize ideas.**
- **Share direction via 1:1 meetings with senior execs**
 - Kevin, Susan, Andy, Steve, Mike, Lizzie, GMs, Yon
- **Define/Design/Prototype the customer experience** (including marketing)
- **Hack-a-thon with Mike Bryzek** (3/26-29)
- **Collect customer feedback and review analytics**
- **Decide to iterate or kill it**

IDEAS TO BUILD EXCITEMENT

CUSTOMER EXCITEMENT. WHY NOW?

- **Traffic is generally flat**
- **New member is flat**
- **Un-sub rate is high**
- **Competitors are innovating faster than us**
- **Core product experience hasn't changed in a while**

WHAT IS EXCITEMENT? KANO MODEL AS A FRAMEWORK

Basic

- “...represent features that are so basic to the product that your customers just expect them to work...”
- *Example: Transactions, Authentication, Account*

Performance

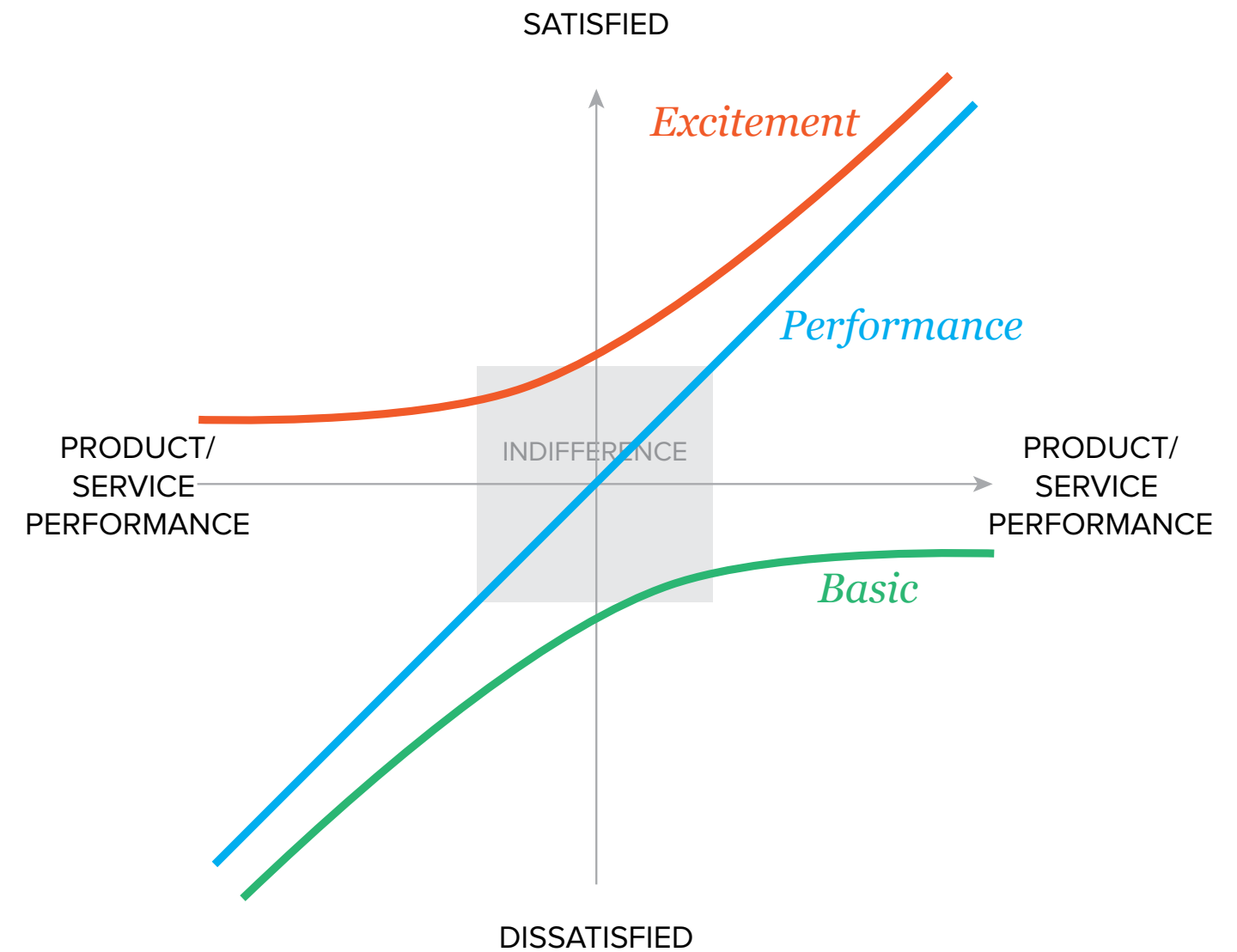
- “...performance attributes are metrics on which a company bases its business aspirations...”
- *Example: Coveted brands, Optimizing the funnel, Great savings, CS*

Excitement

- “...unforeseen by the client but may yield paramount satisfaction...”
- “...spur a potential consumers’ imagination, these attributes are used to help the customer discover needs that they’ve never thought about before...”

Ever-Increasing Customer Expectations

- “...Customer satisfaction with a given feature will deteriorate over time as companies start compete on the feature and customers get accustomed to it...”



The Kano model is a theory of product development and customer satisfaction developed in the 80s by Professor Noriaki Kano

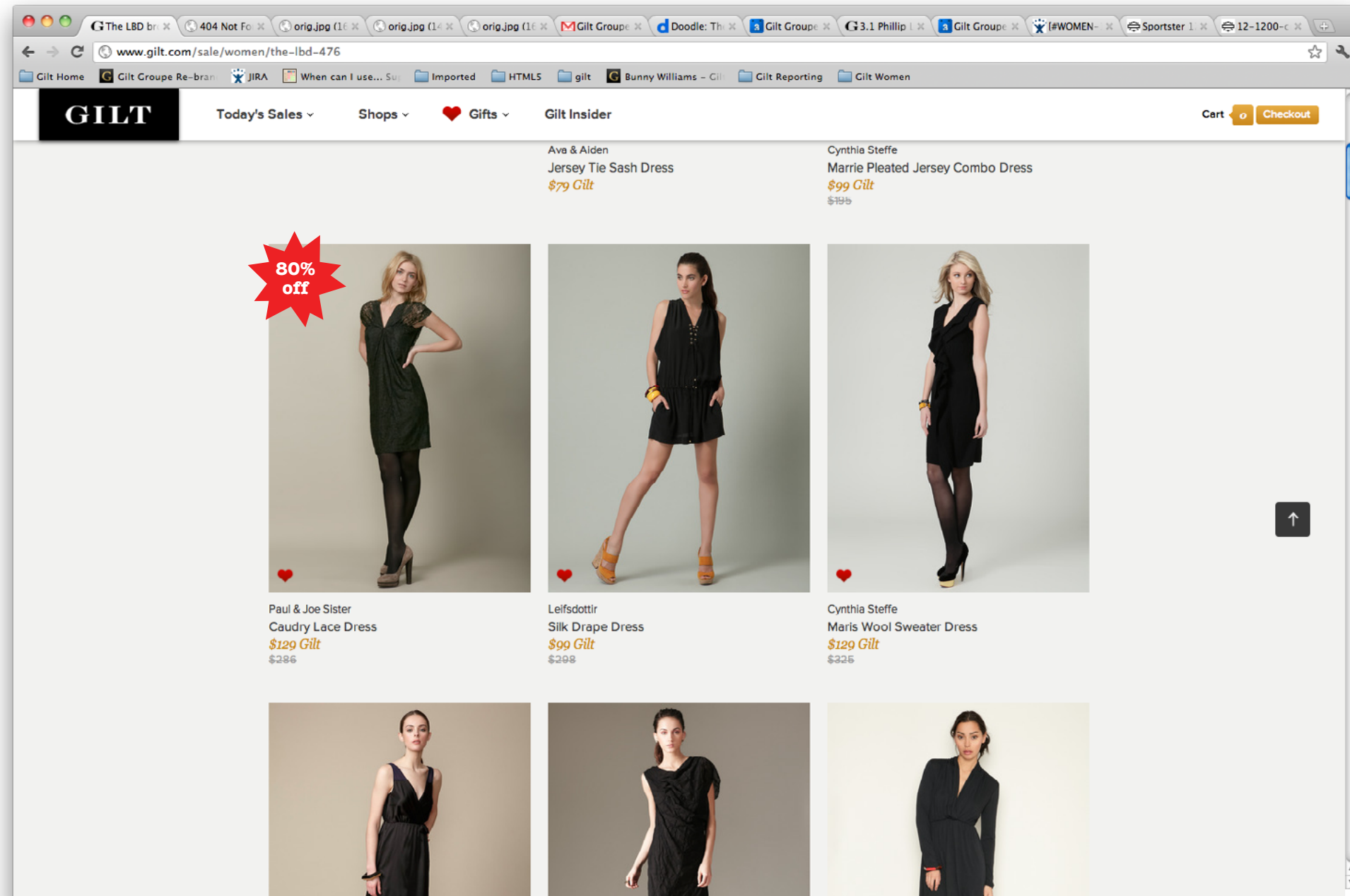
PROCESS

- **Develop initial ideas with core team** (product/ux/tech/design)
- **Prioritize ideas based on KPIs**
- **Share direction via 1:1 meetings with senior execs**
 - Kevin, Susan, Andy, Steve, Mike, Lizzie, GMs (Jyothi, Chris, Rachel, Jason, Shan), Yon
- **Define/Design/Prototype the customer experience**
- **Build MVP to accurately test the idea**
- **Collect customer feedback and review analytics**
- **Decide to iterate or kill it**

Surprise Mark-Downs

What makes this special?

- Amazing deals
- Will increase traffic outside of peak times
- Markdowns will occur at random times to random products. Consistent timing of mark-downs will train members to wait.
- After customer's 100th (TBD) order, their order is on us.



Shop the Look

What makes this special?

- Build outfits in a fun and interactive way
- Mix and match products
- Mix offering across Gilt properties
- Editor's picks

Shop The look

1 *The dress - Alissa*
A strapless full corset gown with a sweetheart neckline. Layers of organza ruffles cascade down and around to create a soft floaty feel and a truly feminine look.

2 *Earrings*
Simple diamante drop earrings are gorgeous.

3 *Belt*
A diamante studded belt adds some dramatic contrast to the soft layers of the gown.

4 *Haircomb*
For some added bling, a diamante haircomb will sit beautifully in your hair and bring out the other diamante features that accessorise your look.

5 *Shoes*
Keep the diamante feel and go for a light silver shade peep toe shoe.

Home > What To Wear > Vacation & Travel > City Break

CITY BREAK
SHOP ENTIRE LOOKS IN ONE GO

WHAT TO WEAR

- VACATION & TRAVEL
- BEACH VACATION
- APRES-SKI
- CITY BREAK
- COUNTRY TRIP
- LUGGAGE
- EVENTS
- OFFICE WEAR

HOW TO SHOP

01 Select the size of the items that you want

02 Before moving to the next look, add items to bag

03 Alternatively, you can save items to your Wish List

LOOK 1 2 3 4 5 6 7 8 9 10

BURBERRY BRIT Wickham Unstructured Cotton Blazer \$375
View Details

LORO PIANA Herringbone Weave Shirt \$495
View Details

BURBERRY BRIT Rinsed Slim-Fit Indigo Jeans \$185
View Details

PAUL SMITH SHOES & ACCESSORIES Leather Gloves \$300
View Details

PAUL SMITH SHOES & ACCESSORIES Multi Stripe Cotton-Blend Socks \$40
View Socks

SOLD OUT

GUCCI Classic Leather Loafers \$500
View Details

INTRODUCING THE WORKWEAR BOUTIQUE

OFF TO WORK YOU GO!
Outfit Your Success Story ▶

THE CAREERIST'S CHECKLIST:
Top 6 Accessories ▶

THE PROFESSIONAL PALETTE:
How to Wear Color to Work ▶

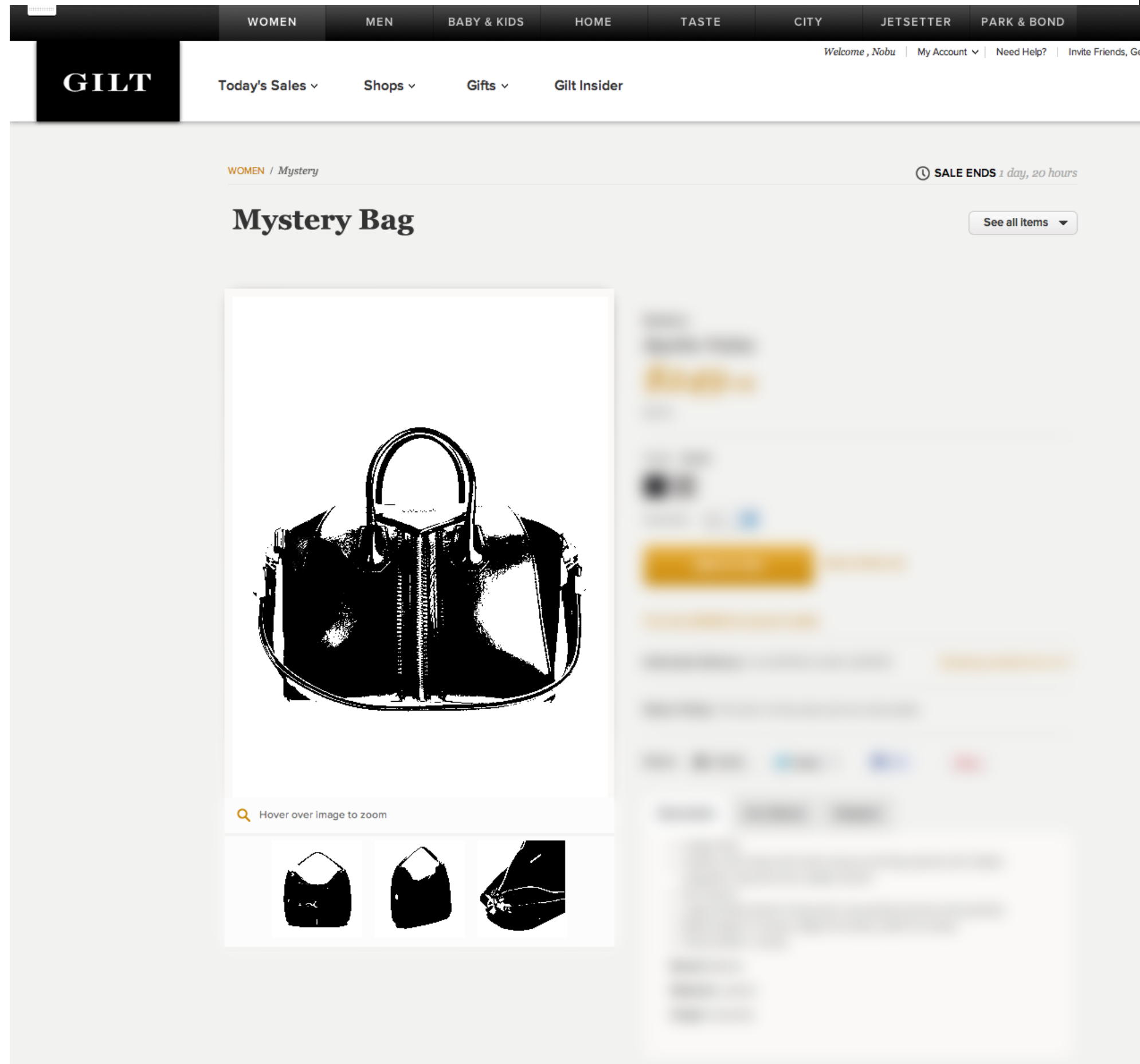
STYLING PRIMER:
Casual Friday ▶

ULTIMATE CLOSET:
Workwear Edition ▶

Mystery Product

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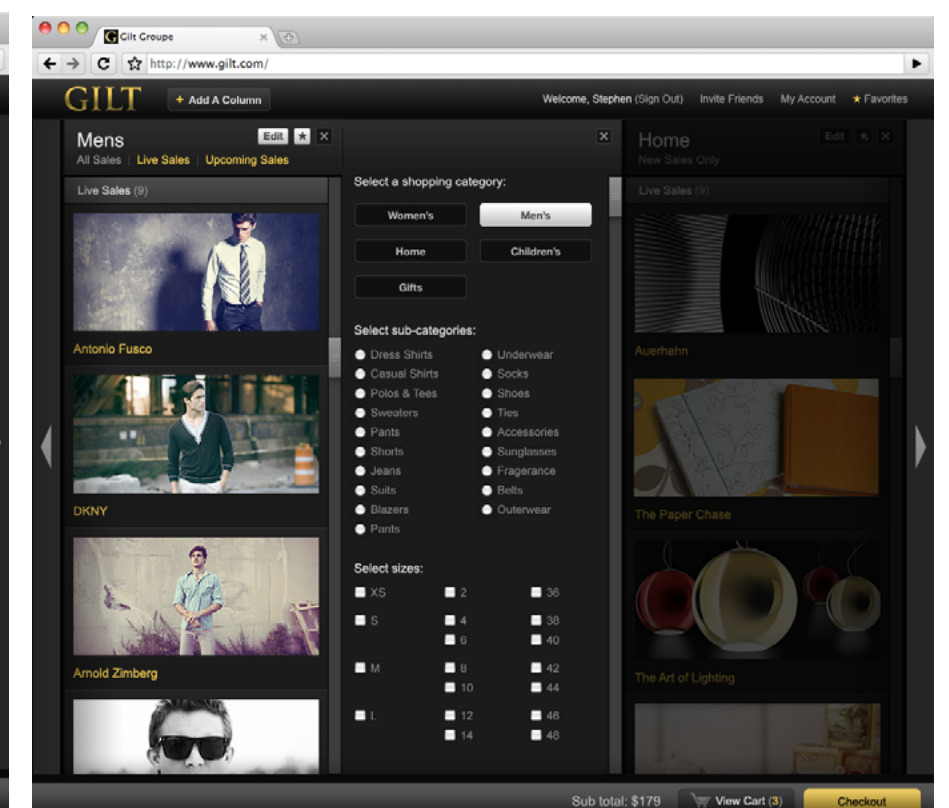
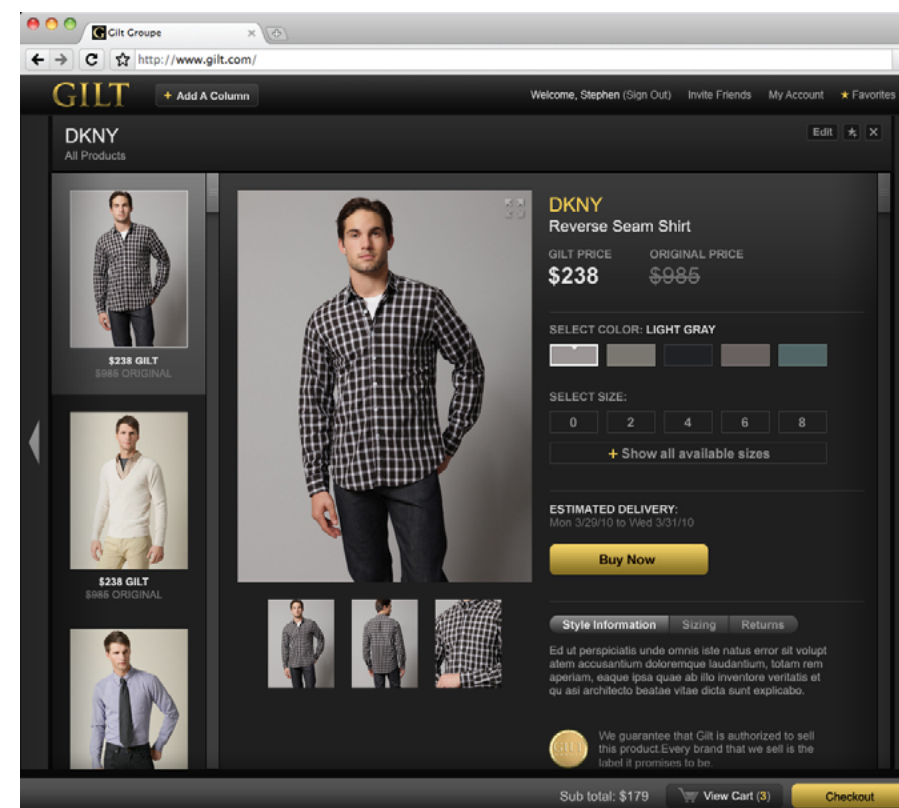
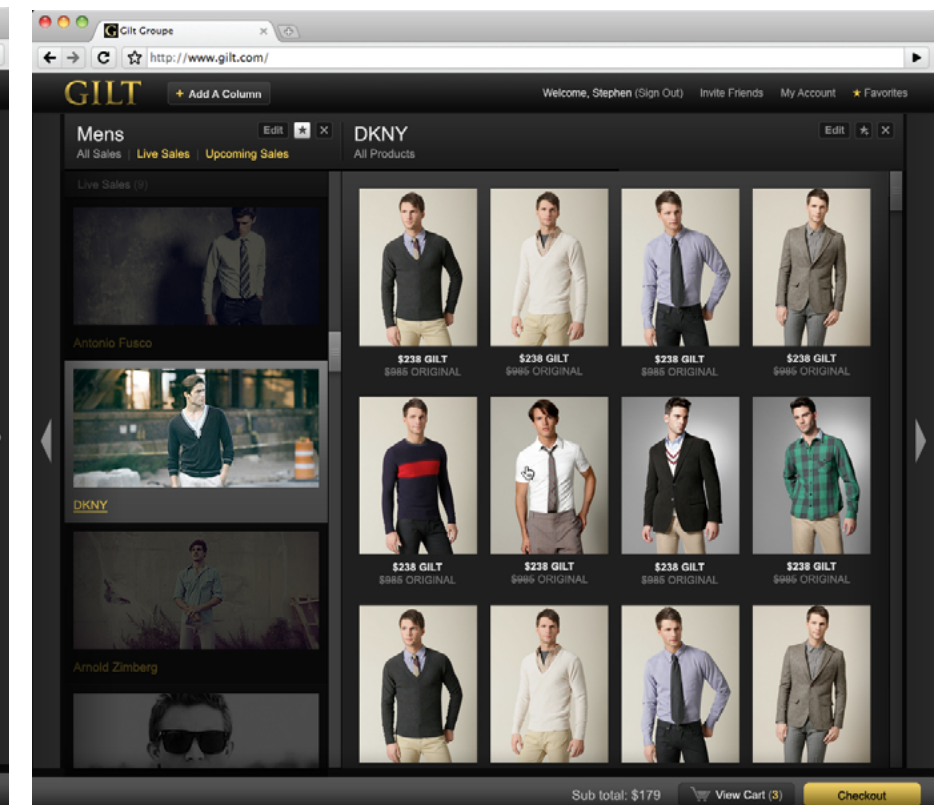
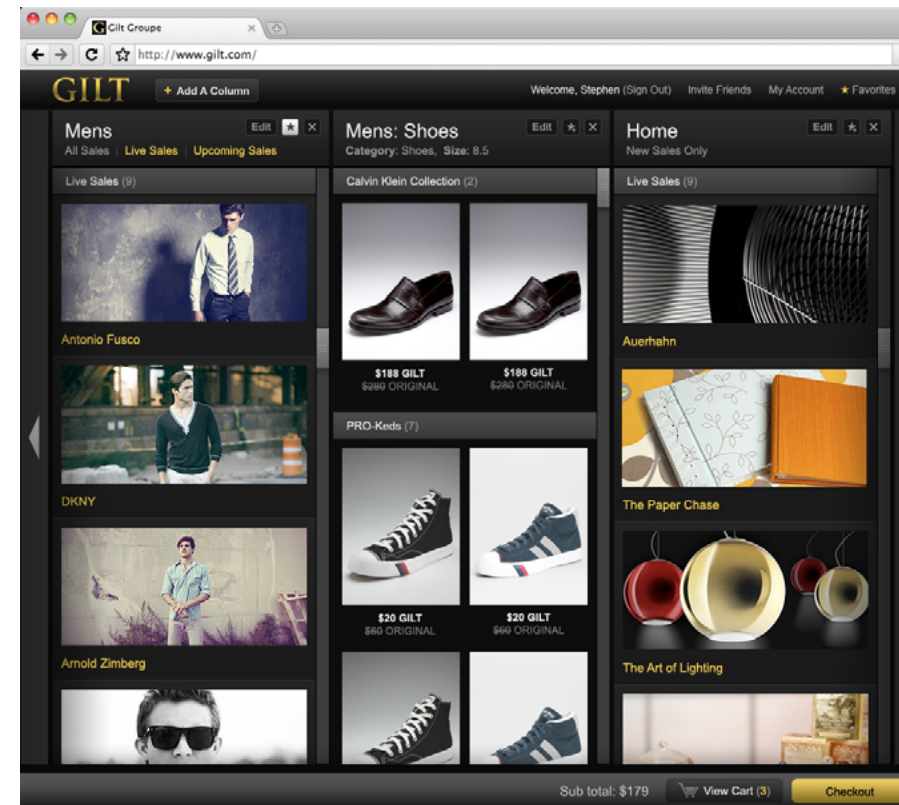
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- Personalized products based on your needs, desires, and affinity
- Geo targeting products
- Real time notifications
- Drive Off-Peak Visits



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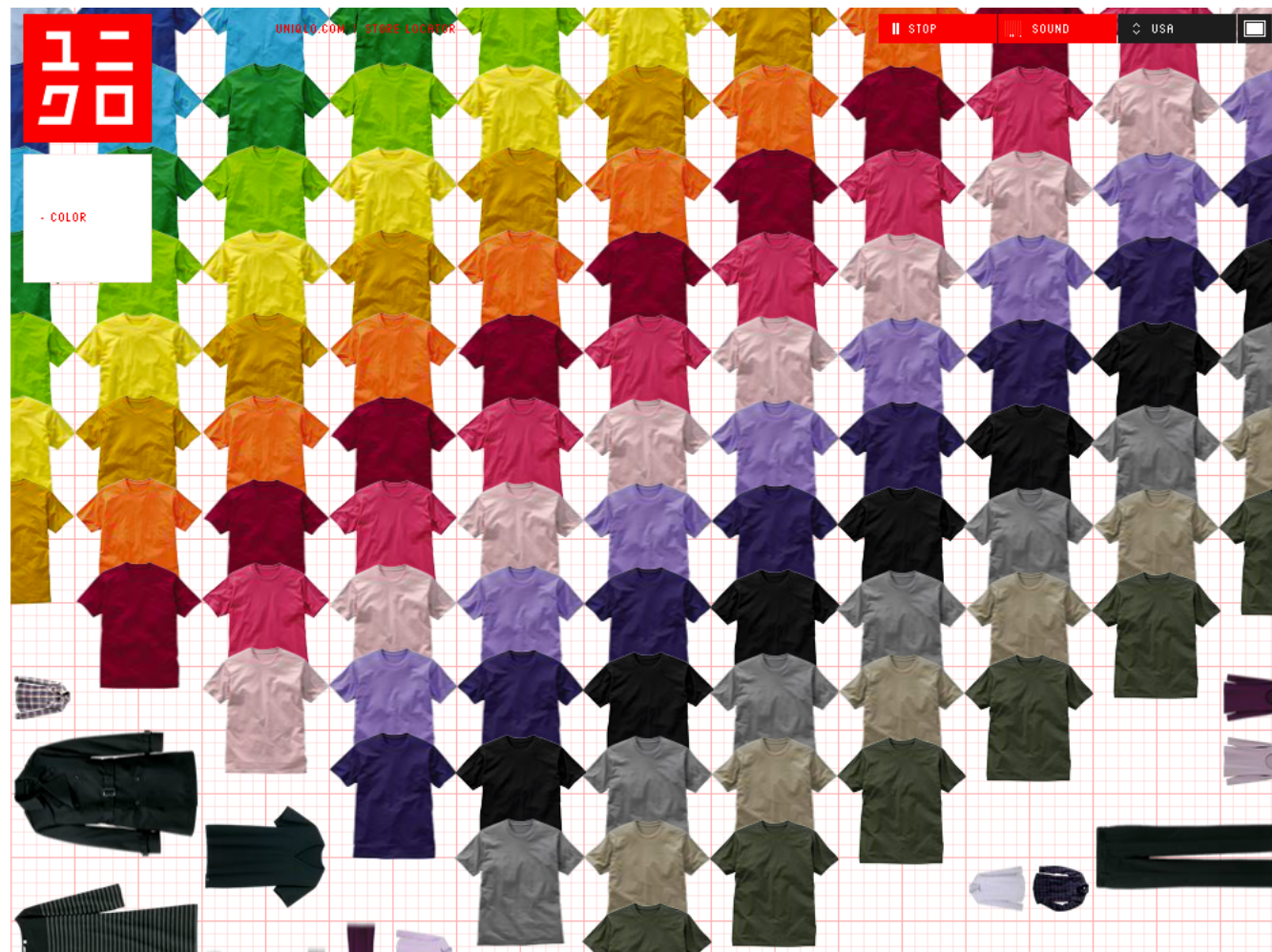
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- Capacity is capped
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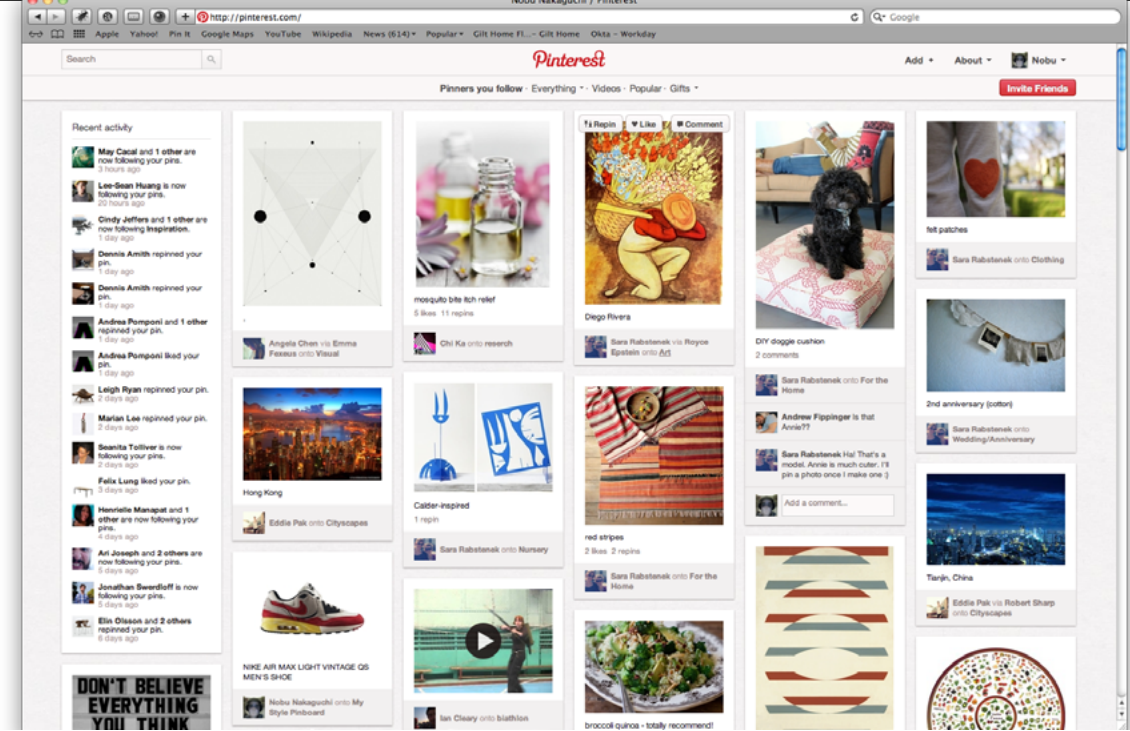
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- Unique products based on your location, weather and gender
- Editorialized via color



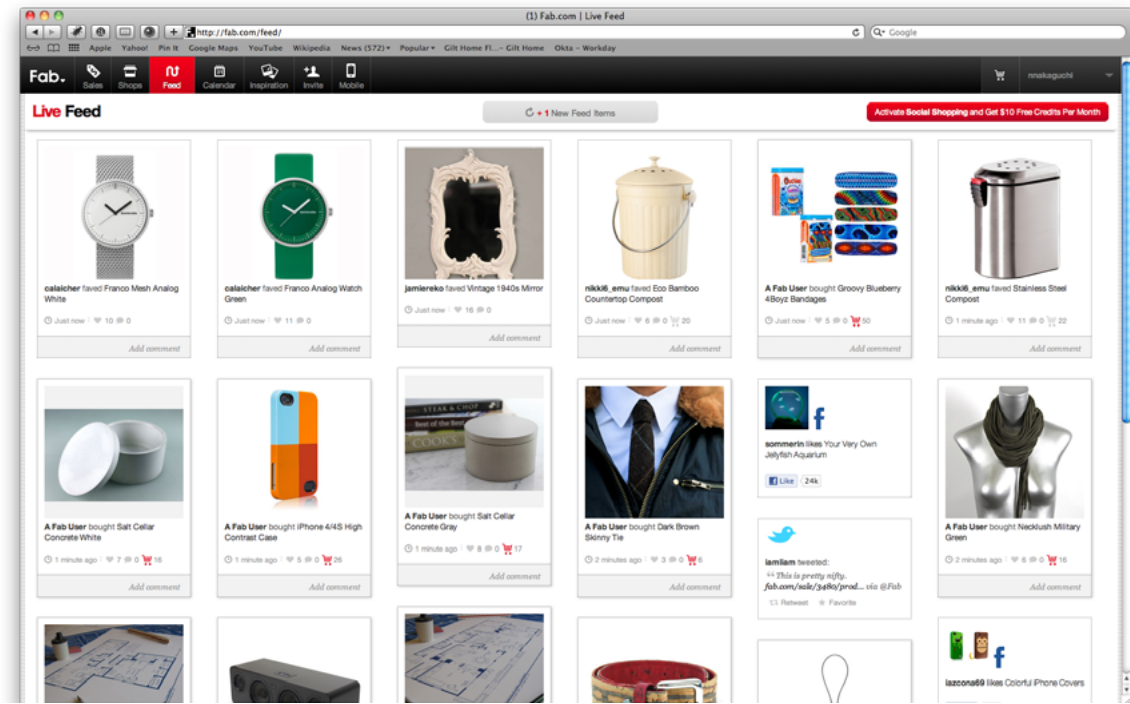
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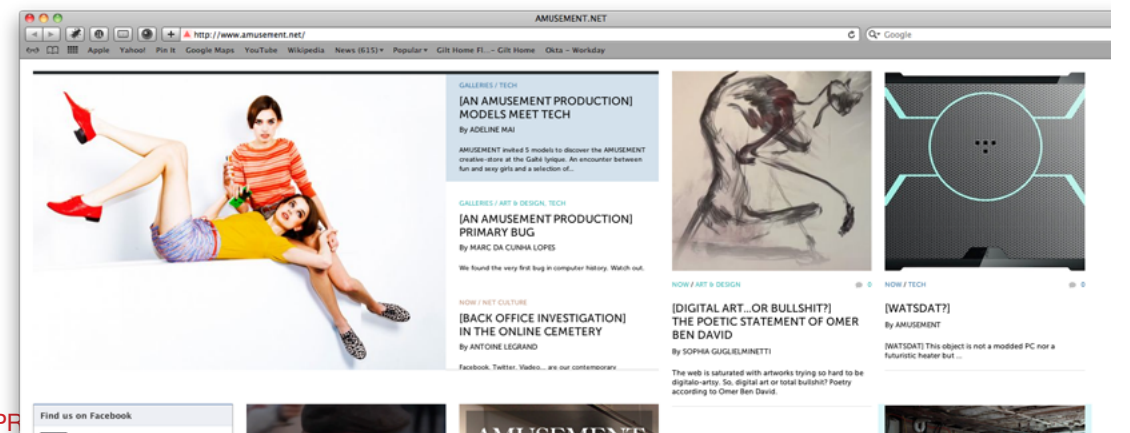
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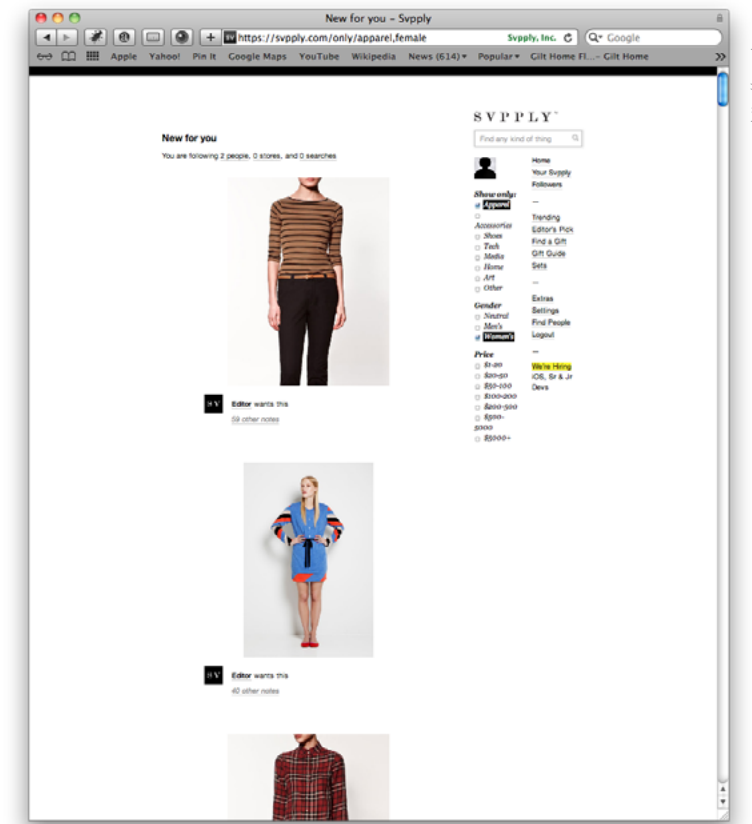
http://pinterest.com



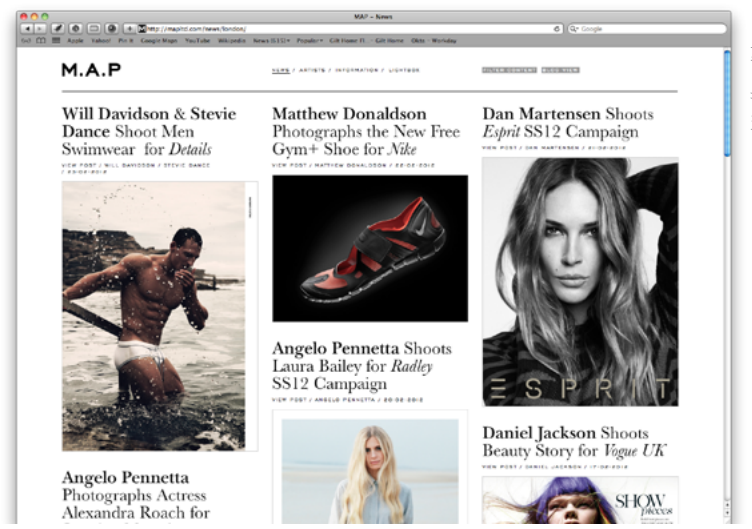
http://fab.com/feed



http://www.amusement.net



http://svply.com

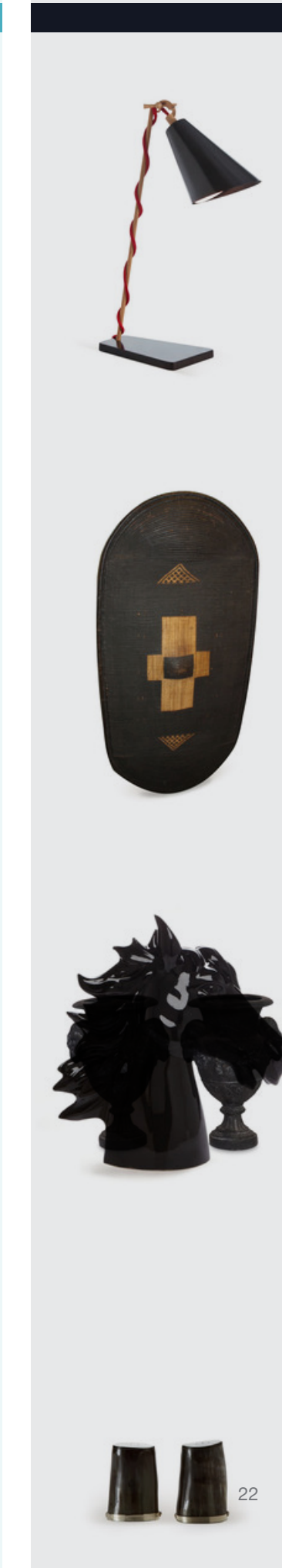
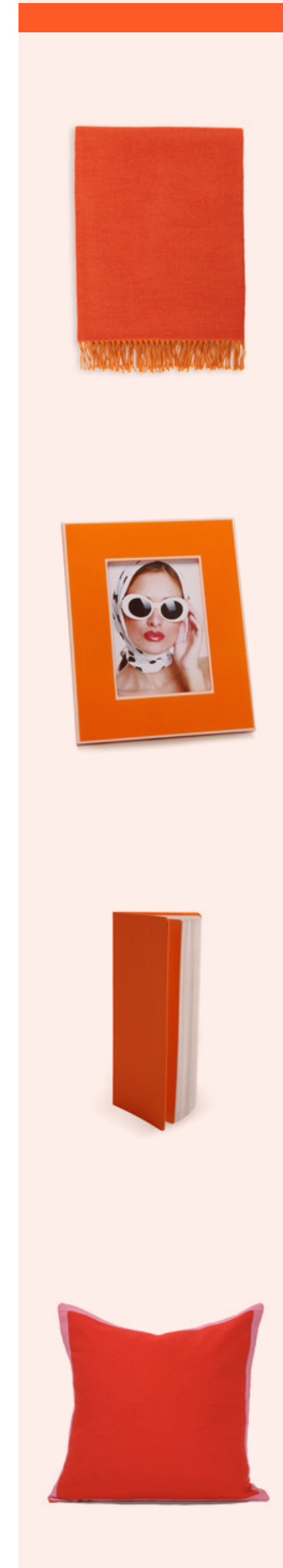


http://mapid.com

Color Search

What makes this special?

- Leverage technology built for Gilt Color on iPhone app and re-purpose for the laptop
- Allow users to find products with a similar + related color palette based on an object placed in front of their computer



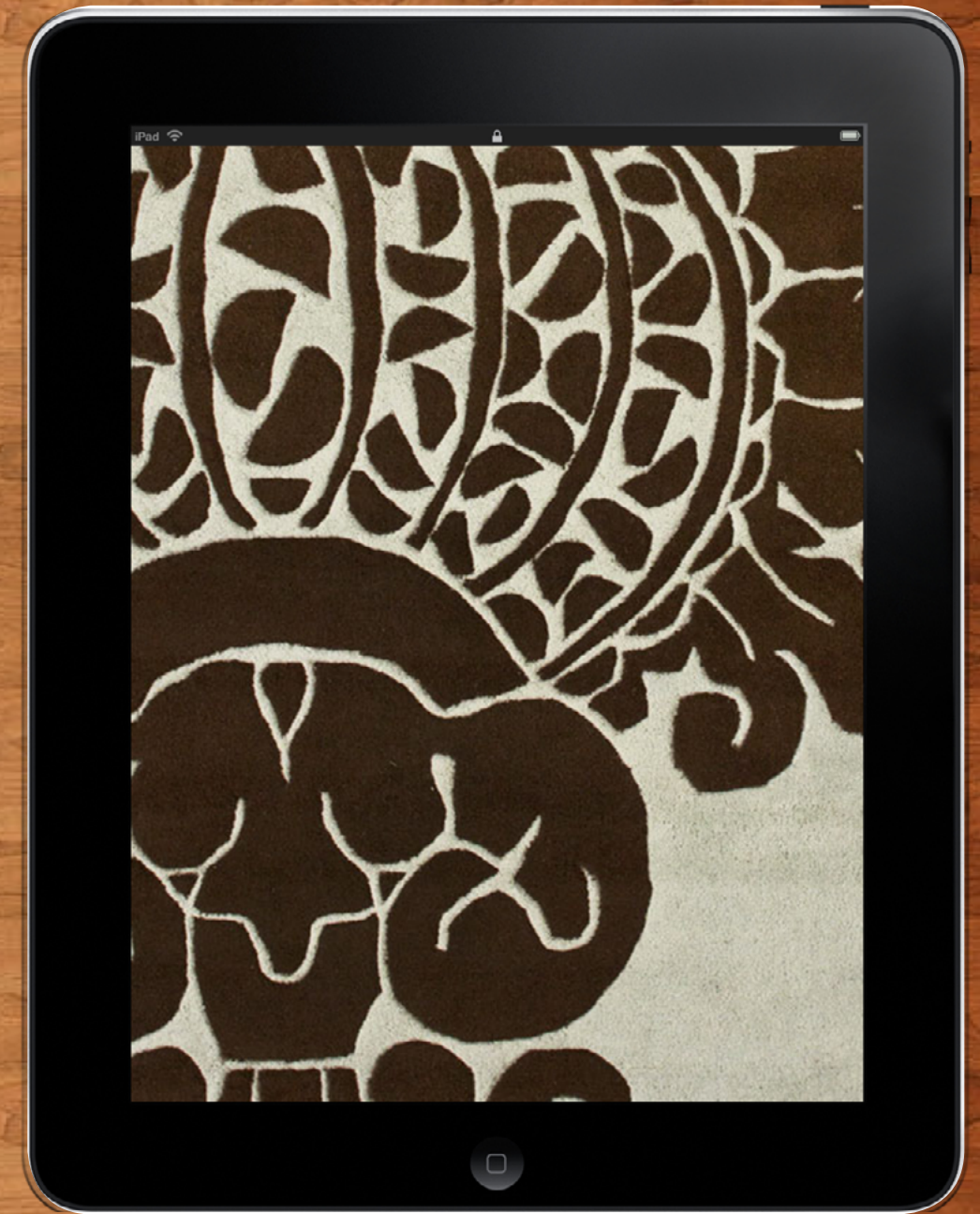
Augmented Reality

What makes this special?

- Virtually try on Jewelry
- Better understanding of pattern scale



<http://www.verbyparke.com/>



Unveiling new products every X hours

What makes this special?

- Builds anticipation and reinforces the notion of competition through limited quantity
- Drives members back to the site throughout the lifecycle of a sale

Welcome Christopher (Sign Out) + Invite Friends Blog Close Cart (0)

GILT Men Women Home Children You currently have no notifications. Notifications

THE ALL-NEW 2011 JETTA

To celebrate its launch, Volkswagen of America, Inc. presents an extraordinary online event worthy of the all-new 2011 Jetta. Totally redesigned for 2011, this Jetta combines superior engineering, comfort, and quality. For this, and many reasons, the all-new Jetta is...

Great. For the price of good.

The full purchase price (\$5,995) of each car will be donated to Dress for Success Worldwide, an international non-profit that promotes the economic independence of disadvantaged women.

WED 12/15: MOBILE APP EXCLUSIVE

ALL-NEW 2011 JETTA: 1 OF 3 VOLKSWAGEN

\$5,995

\$15,995 STARTING MSRP*

Download Gilt Mobile App

THU 12/16: ALL MEMBERS SALE

SALE STARTS IN

23 31 0

HOURS MINUTES SECONDS

ALL-NEW 2011 JETTA: 2 OF 3 VOLKSWAGEN

\$5,995

\$15,995 STARTING MSRP*

+ Add to Calendar

FRI 12/17: FINAL SALE

SALE STARTS IN

47 31 0

HOURS MINUTES SECONDS

ALL-NEW 2011 JETTA: 3 OF 3 VOLKSWAGEN

\$5,995

\$15,995 STARTING MSRP*

+ Add to Calendar

GILT Don't miss a day of this sale. Check Gilt on the Go with iPhone®, iPad® and Android®. [Learn more about Gilt Mobile Apps](#)

VW The all-new Jetta is doing more than rocking a new look. It got an all-out makeover for 2011. [See what's new on vw.com](#)

DRESS FOR SUCCESS® [Visit dressforsuccess.org](#)

*Legal Disclaimer

ABOUT CAREERS SIZING FAQ E-GIFT CARDS FEEDBACK RETURN POLICY SHIPPING & TAX TERMS OF SERVICE PRIVACY STYLE DIRECTORY SECURITY

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Super Flash

What makes this special?

- 1 hour hyper flash sales
- target non-peak time
- products must be coveted

The screenshot shows the Gilt website interface. At the top, there is a navigation bar with categories: WOMEN, MEN, BABY & KIDS, HOME, TASTE, CITY, JETSETTER, and PARK & BOND. Below this, the GILT logo is prominent on the left, and navigation links for 'Today's Sales', 'Shops', 'Gifts', and 'Gilt Insider' are on the right. A 'Cart' icon and a 'Checkout' button are also visible. A banner at the top right reads: 'Welcome, Nobu | My Account | Need Help? | Invite Friends, Get \$25'. A secondary banner below the navigation says: 'Need it for Valentine's Day? Look for the heart for delivery by 2/14. Visit www.gilt.com/terms/delivery for details.'

The main content area features a large promotional banner for '3.1 Phillip Lim' with the text: 'An ingenious array of must-have dresses, jumpsuits, and more, from the critical darling'. A 'Shop this Sale' button is centered below the text. To the right of the banner is a model wearing a white, long-sleeved, lace-trimmed dress.

Below the main banner, there is a grid of product categories:

- Herve Leger**: A model in a form-fitting, light-colored dress.
- Swiss Legend Watches**: A close-up of a gold and silver chronograph watch.
- Laundry by Shelli Segal**: A model in a patterned dress sitting on a white table.
- däv Rain Boots & Accessories**: A model in a yellow raincoat and blue boots.
- ACNE**: A model in a black blazer and dark pants sitting on a white surface.
- Jewelry by Leslie Greene**: A model wearing a white blazer and jewelry.

On the right side of the page, there is a vertical sidebar with a 'Hidden Love Notes Contest' promotion. The text reads: 'Find 3 notes to enter for a chance to win a romantic getaway for 2. Plus, enjoy 10% off your next purchase. Sponsored by Virgin America & Jetsetter. Contest ends Feb 6 @ 11:59 PM ET'. Below this is a 'Find Them Now' button and an image of a woman holding a red envelope.

At the bottom right, there is a 'Mark Your Calendar' section with a calendar grid showing 'SAT', 'SUN', 'MON', and 'TUE'. The date 'Sat 02/04' is highlighted. Below the calendar are two event cards:

- Out on the Town: Frocks, Tops & More** with an '+ Add to Calendar' button.
- Your Perfect Work Shoe** with an '+ Add to Calendar' button.

At the very bottom, there are two more category banners: 'The New Work Bag' and 'Get Ready For Valentine's Day!'.

Scavenger Hunt

What makes this special?

- Amazing deals or credits sprinkled throughout the site

The screenshot shows the Gilt website interface. At the top, there is a navigation bar with categories: WOMEN, MEN, BABY & KIDS, HOME, TASTE, CITY, JETSETTER, and PARK & BOND. Below this, the GILT logo is prominent on the left, and navigation links for Today's Sales, Shops, Gifts, and Gilt Insider are on the right. A promotional banner at the top right says "Love Gilt? Get \$25 Invite your friends and get a \$25 account credit when their first purchase has shipped. Invite Now".

The main content area is for the Geron Ford brand. It features a "SALE ENDS 1 day, 20 hours" timer and a "Favorite This Brand" button. Below the brand name, there are filter options for "Filter Categories" and "Filter Sizes", and a note "Showing 59 products".

The product grid displays several items:

- Geron Ford Knotted Shoulder Maxi Dress:** A green dress with a knotted shoulder. Price: \$69 Gilt (original \$124).
- Geron Ford Silk Cascade Ruffle Dress:** A white dress with ruffles. Price: \$119 Gilt (original \$229).
- Geron Ford Silk Ruffle Hem Dress:** A grey dress with a ruffled hem. Price: \$329.
- Geron Ford Silk Cascade Ruffle Dress:** A purple dress with ruffles. Price: \$329.
- Geron Ford Silk Ruffle Maxi Dress:** A grey dress with a ruffled hem. Price: \$329.
- Geron Ford Silk Chiffon Henley:** A light-colored long-sleeved blouse. Price: \$89 Gilt.
- Geron Ford Hammered Silk Ruffle Keyhole Blouse:** A dark blue blouse with a keyhole detail. Price: \$79 Gilt.
- Harley Davidson Sportster Custom 1200:** A motorcycle. Price: \$4949 Gilt.

A small "Up" arrow icon is visible in the bottom right corner of the page.

Your Gilt-y Collection

What makes this special?

- Allow members to showcase products purchased from Gilt over the lifetime of their membership
- Members can turn this into a way to showcase their wardrobe, their home, their experiences about town - really anything they want.












Member Shops

What makes this special?

- Allow members to curate their own online shops for others to shop from
- “You like my style, you trust my taste, why not buy from my collection of goods?”
- Allow members to make affiliate commissions off of products sold through their store
- Members can promote their store fronts on other websites, blogs, social media outlets etc

Apparel
 [Shopping Cart](#)

 <p>Champion Series Manchester United Short Sleeve \$24.99</p>	 <p>Dot Beckham? Soccer Ball Logo Women's Babydoll \$12.99</p>	 <p>Soccer Manchester United - Basic Logo Soccer \$17.99</p>
 <p>HOLIDAY Clover Logo Men's Tee Shirt in 12 \$12.99 - \$18.99</p>	 <p>Dot Beckham? Soccer Ball Logo Men's Tee Shirt \$12.99 - \$18.99</p>	 <p>Dot Beckham? Soccer Ball Logo Men's Hoodie \$22.99 - \$25.99</p>
 <p>Manchester United 'Established Stencil' Men \$19.99 - \$21.99</p>	 <p>Manchester United Futbol Soccer Hat \$15.95</p>	 <p>Manchester United Futbol Soccer High Quilt \$16.99</p>

1 2 3 4 5 6 7 Next >>

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Apparel




GO
POWERED BY amazon.com

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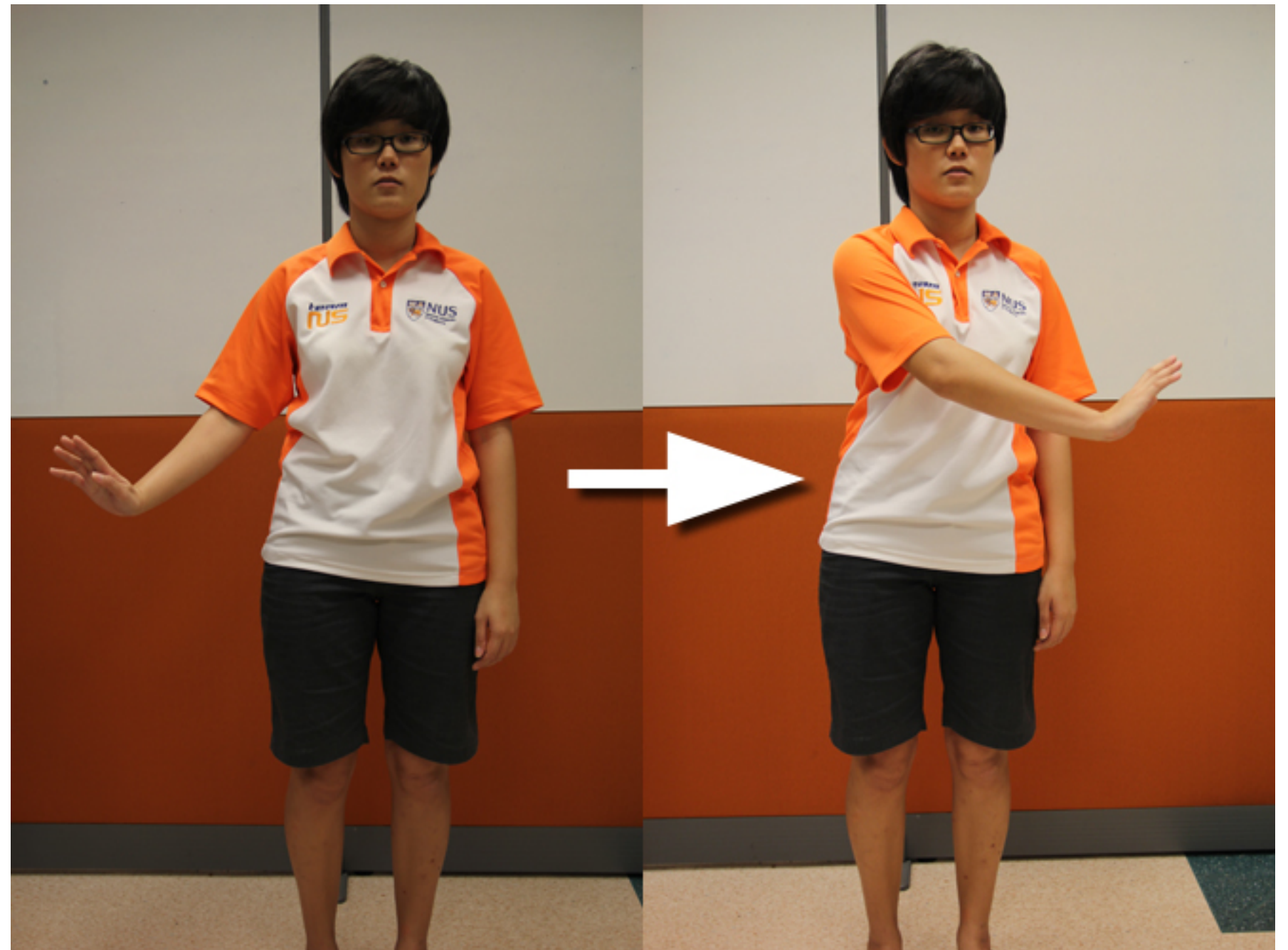
Similar Items

	That Extra Half an Inch: Hair, H... by Victoria Beckham \$13.57
	Dare to Dream: The Story of the... \$5.99
	Kickin' It: Women's Soccer 2008 ... by Sellers Publishing \$12.99

Xbox / Kinect app

What makes this special?

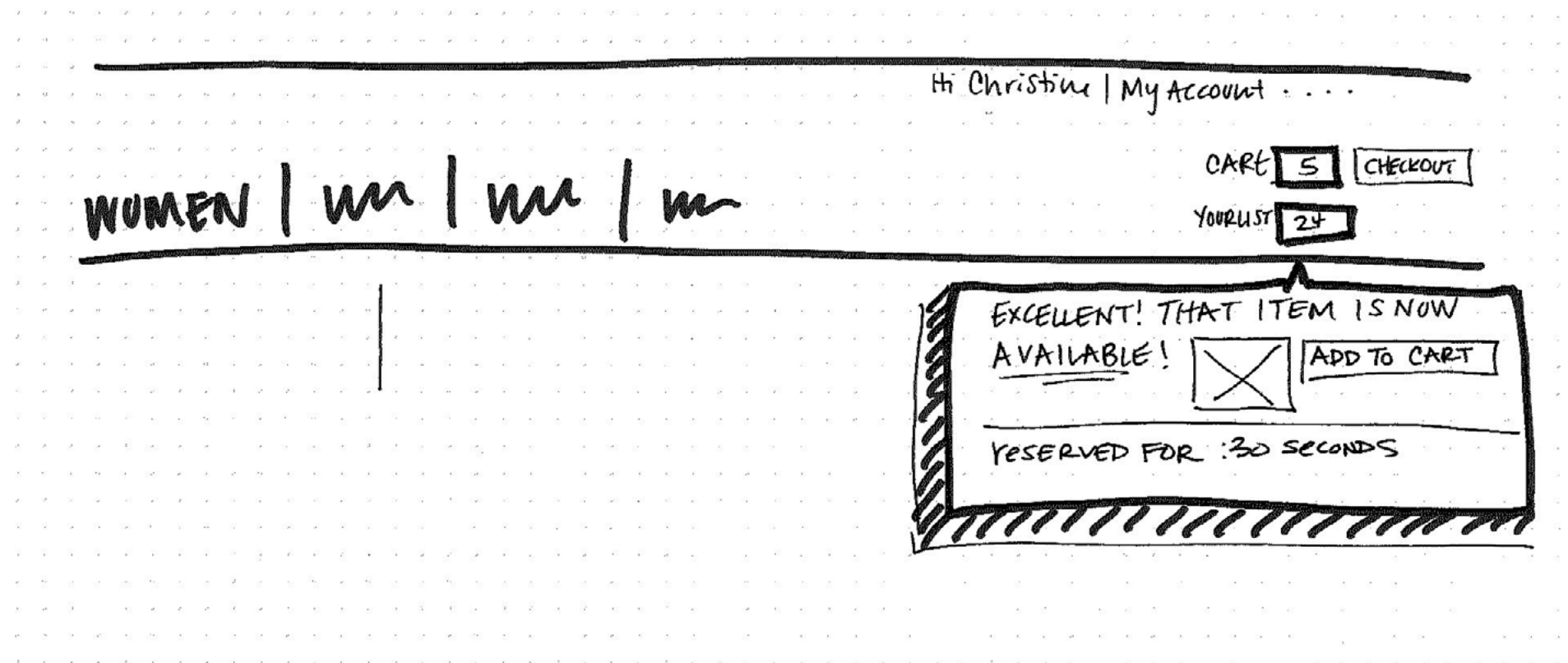
- See your wardrobe or Gilt products on a big screen tv.
- Use the Kinect to “swipe” through products
- Mix/match products using your hand gestures
- Leverage the camera to see what you might look like wearing a dress/ accessory



The List (the new Waitlist)

What makes this special?

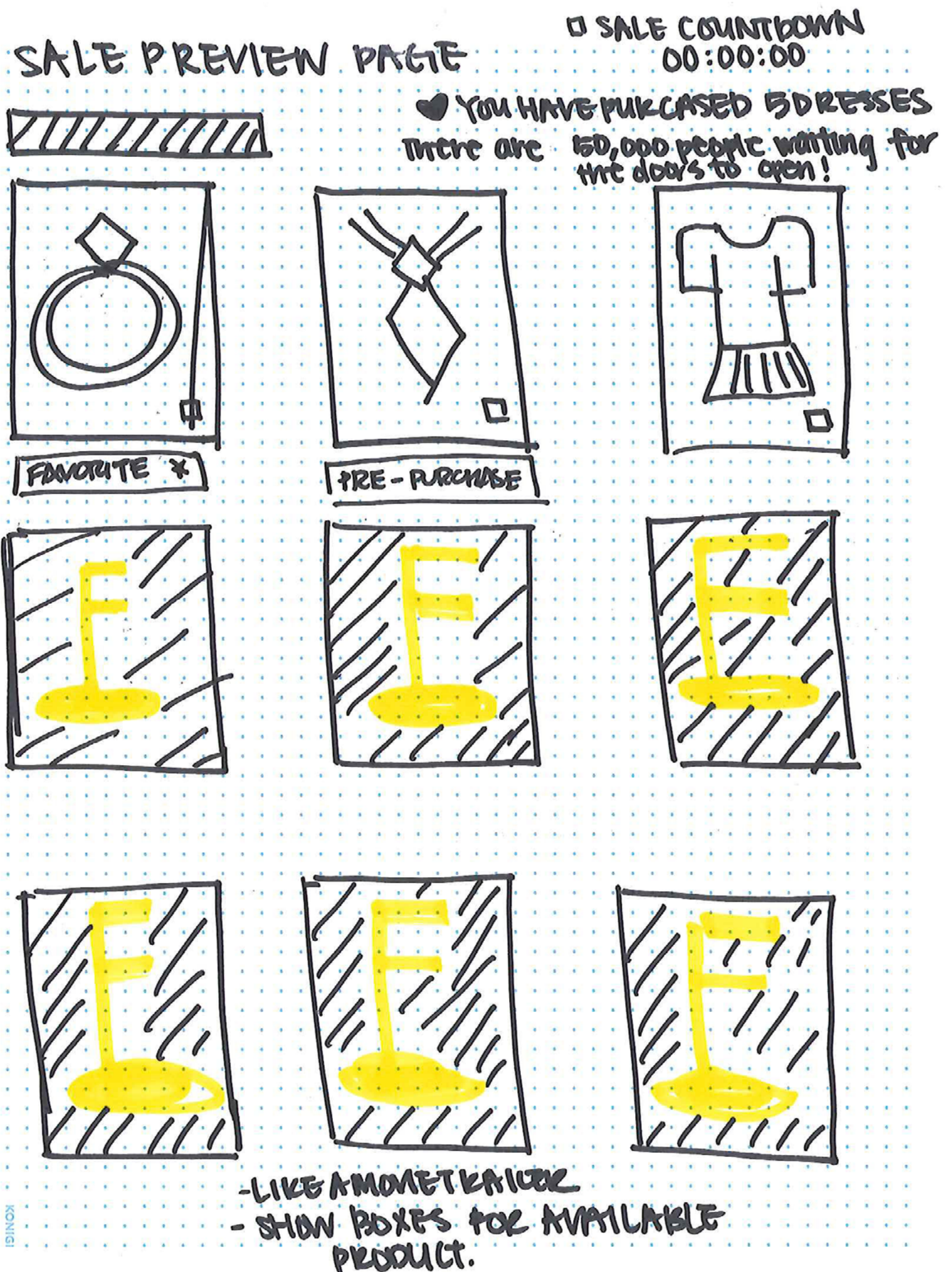
- Ability to save items the customer likes for access later
- Smart suggestions based on items in the list
- Clear notification when wait list item becomes available
- Commit to purchase items on Waitlist. If items becomes available, automatically complete order and send item to customer
- Other lists: Recently viewed / Wish List / Wedding Registry



The Drama of Preview

What makes this special?

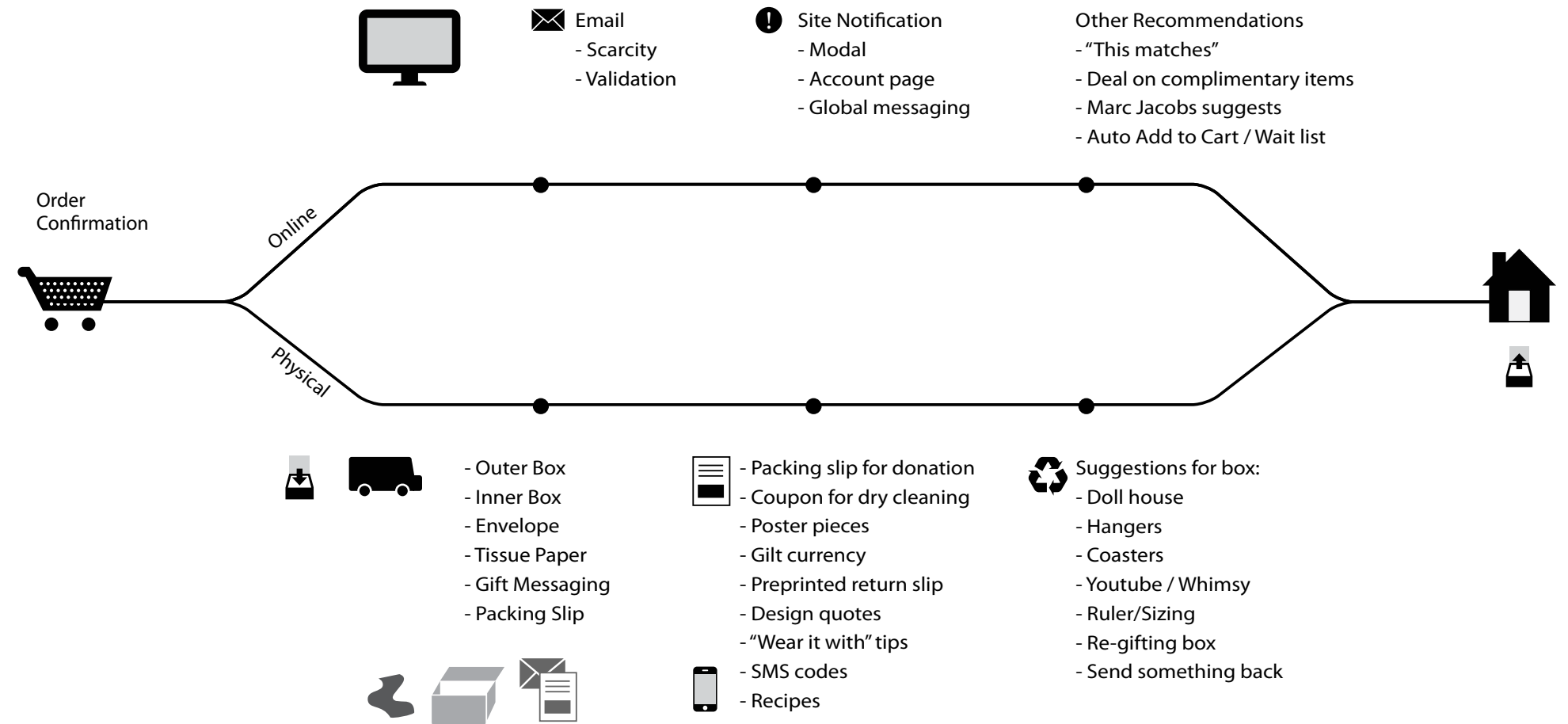
- Make the anticipation of a sale starting more social
- Transform the static preview page into a destination where customers can converse with others with similar brand affinities
- Make the unveiling of products theatrical
- Display a countdown clock to build anticipation
- Opportunity to leverage an engaged audience (ex. brand story, commercial, etc)



Nice Package

What makes this special?

- Surprises shoppers with unexpected goodies
- Provides suggestions and awareness related to an order
- Makes each delivery unique



Benefits

What makes this special?

- Get limited quantity of benefits every Monday at 9pm
- Benefits must be redeemed within 2 days
- Examples of benefits
 - 20% off you next order
 - 15 min preview
 - Free shipping on your next order
 - Entrance ticket into our warehouse

DISCOUNT

20%

off your next order

12 out of 500 left

SHIPPING

FREE

shipping on your next order

12 out of 500 left

SNEAKPEEK

15min

preview of an upcoming sale tomorrow

125 out of 500 left

PASS

PRIVATE

entry to the next private sale event

125 out of 500 left

A Perfect Day

What makes this special?

- Gilt asks you two questions and based on the answers, we surface ways to experience a perfect
- Fun, surprising, and unexpected
- Reminiscent of Google's "I'm Lucky" button
- Customers should see unique offers each and every time
- Results are algorithm driven
- Opportunity to surface products across stores

