REI COMPARE LISTS
Gear Research That Travels With You

Opportunity

REI shoppers research outdoor gear at home and then go to an REI store to look, decide and buy

• Outdoor enthusiasts do research before making significant outdoor gear purchases.
• REI shoppers create 2-3 item “to-look-at” product lists while researching gear, then take that list into the REI store.
• Current solutions for tracking research include email, paper, screenshots and memory, but none of these fully meet users needs.
• Once in-store, REI shoppers specifically compare products researched at home, and also consider other available alternatives.
• Physically examining products and comparing products is key to arriving at purchase decisions.

Our Goal: Design a seamless cross-platform experience that supports REI shoppers’ gear research needs

Solution

We created a cross-platform tool that enables REI shoppers to research gear purchases at home and on the go, and save those items to a Compare List on the REI shopping app.

Using the app or an in-store touchscreen display, shoppers can easily compare items and see how the features stack up.

User-Centered Design Process

Research & Testing
User research was integral to our process. We conducted multiple iterations of user research throughout the project, including two rounds of user testing.

Our Methods Included:
• Surveys
• Exploratory interviews
• Intercept shopalongs
• Concept validation using prototypes
• In-store usability testing of prototype

Ideation
The key to our innovation was research. We brought all of our research together in several ideation workshops. This led to a clear product definition and design direction.

Our Methods Included:
• Journey mapping
• Drawing the problem space
• Brainwriting / Brainstorming
• Storyboarding
• Screenflow diagramming

Prototyping & Design
Prototyping brought our ideas to life. We used several tools to create working models of our concepts, which led to our final design concept.

Our Methods Included:
• Sketching
• Paper prototypes
• Grayscale interactive prototype
• Final design mockups
• Hi-fidelity interactive prototype