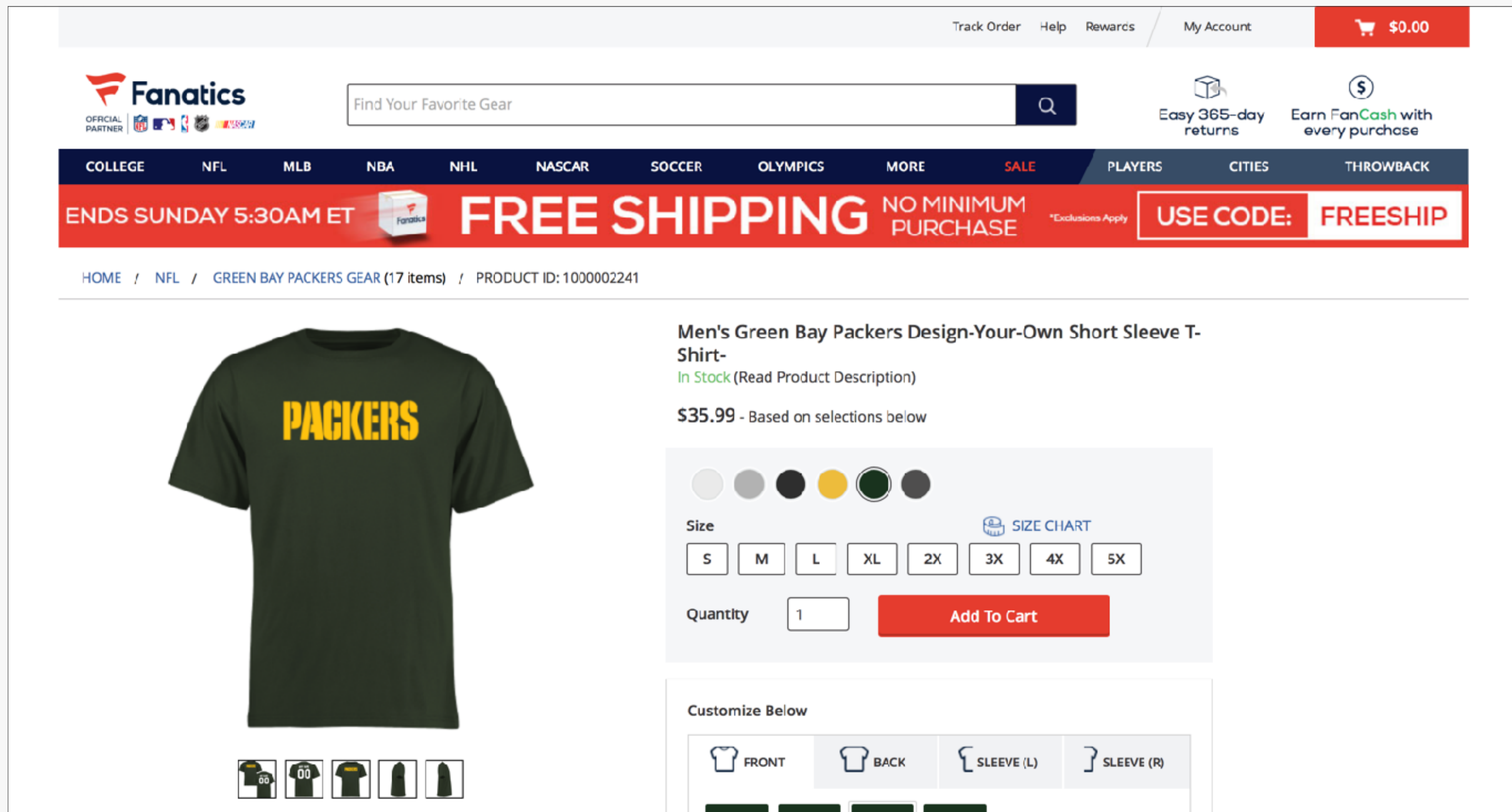




Fanatics was looking for a way to boost its customized apparel sales. The project has so far returned a +10% conversation rate and +75% revenue y.o.y.

# Where are we now?

Good but not great (nobody has died)





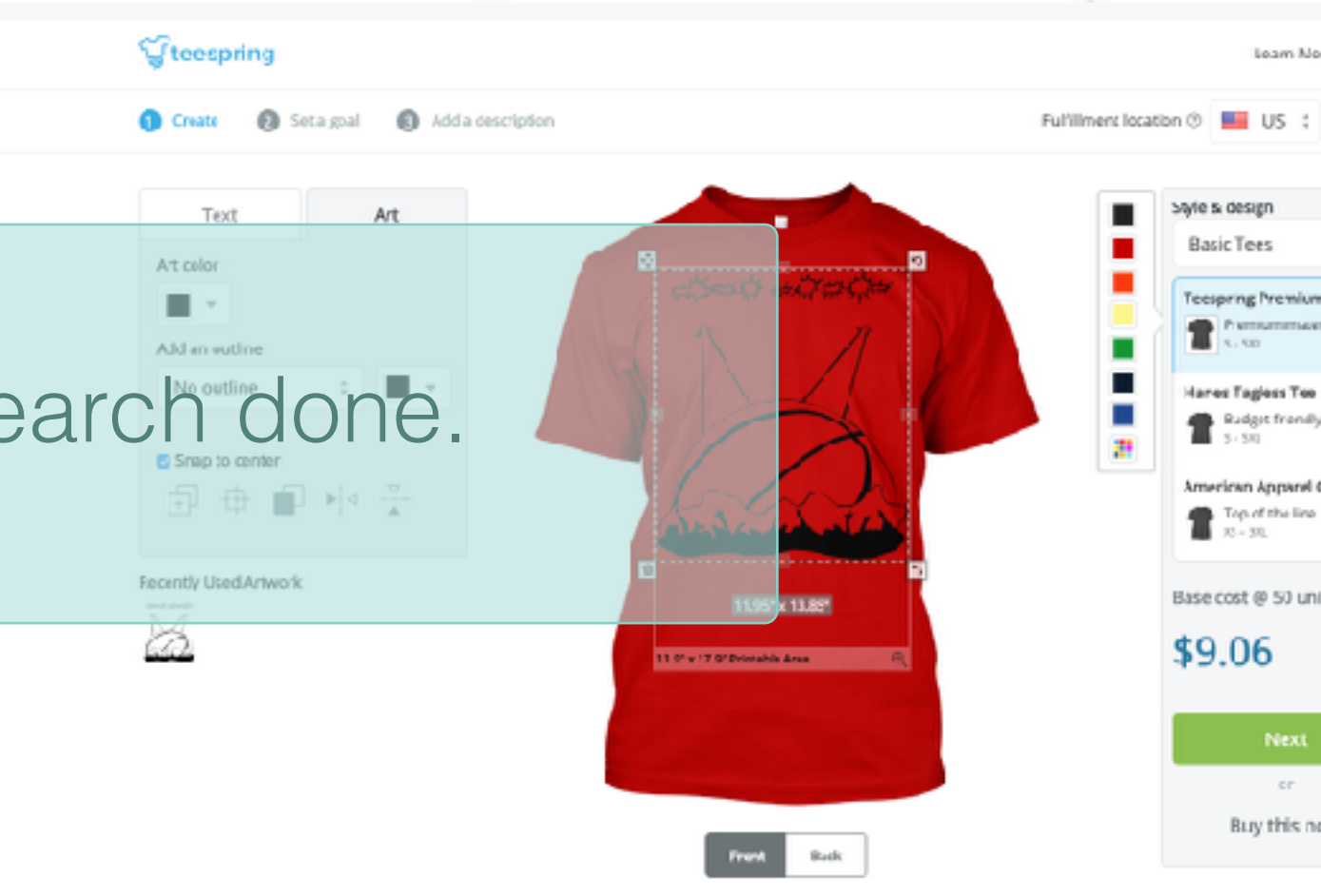
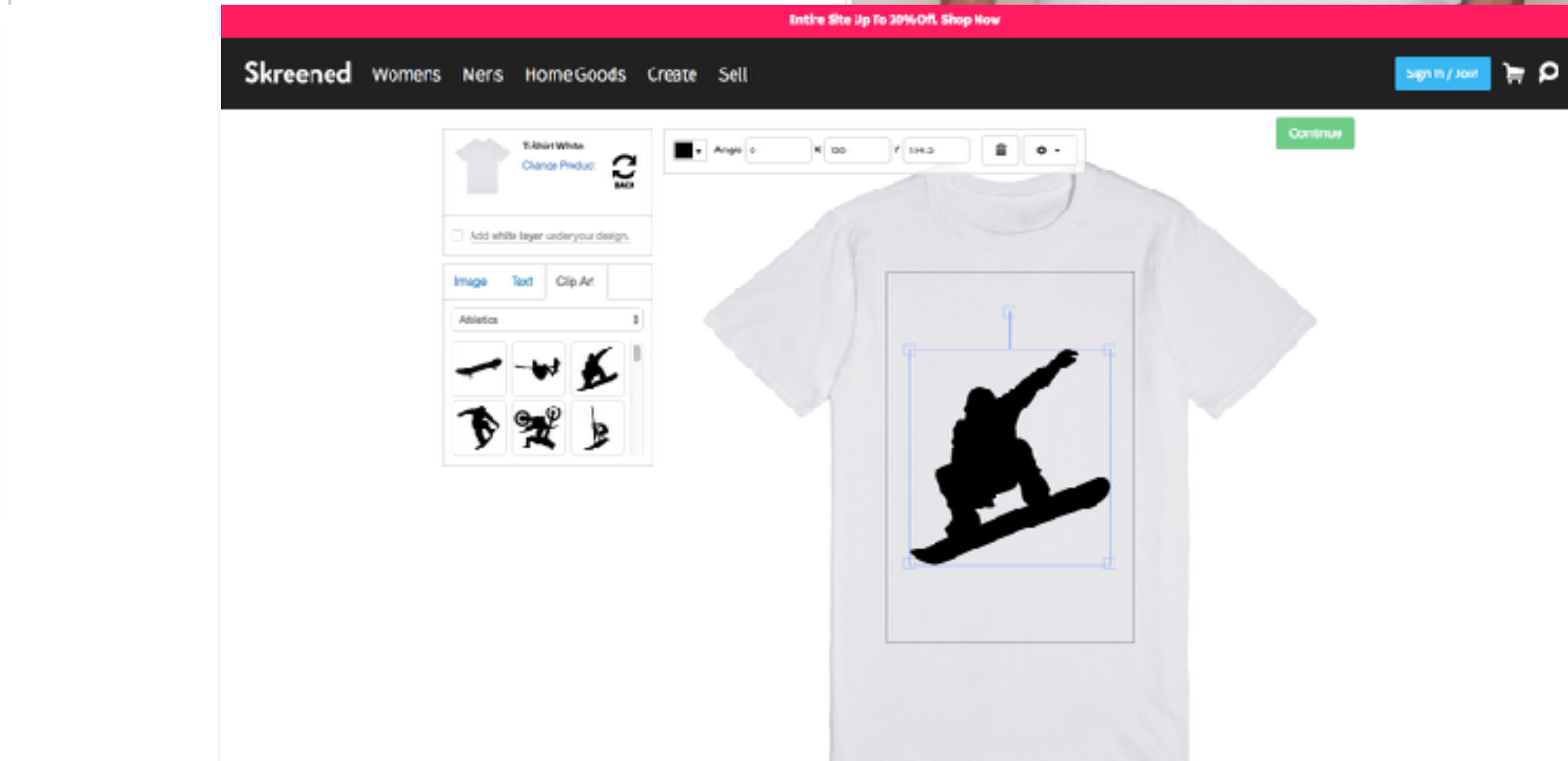
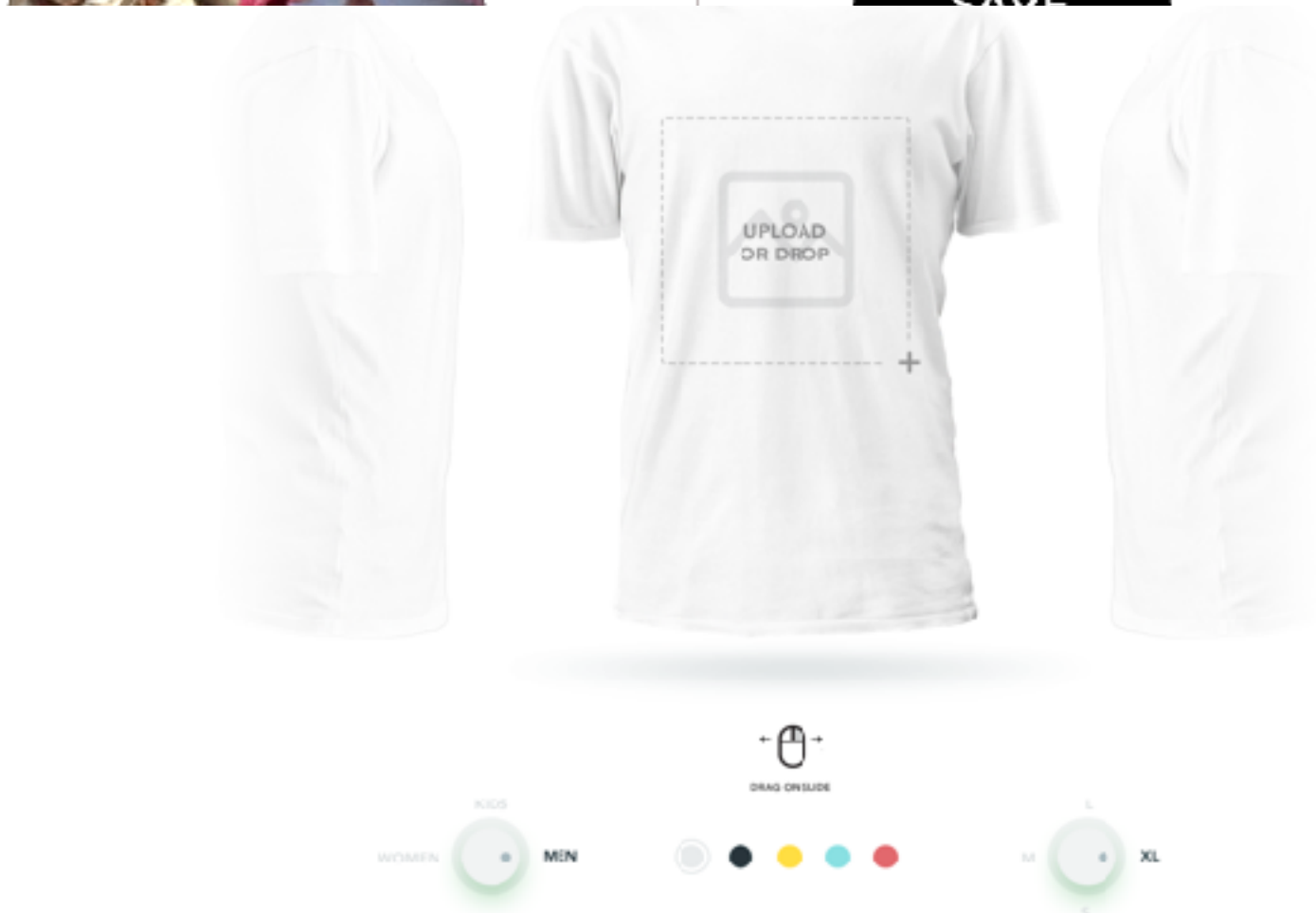
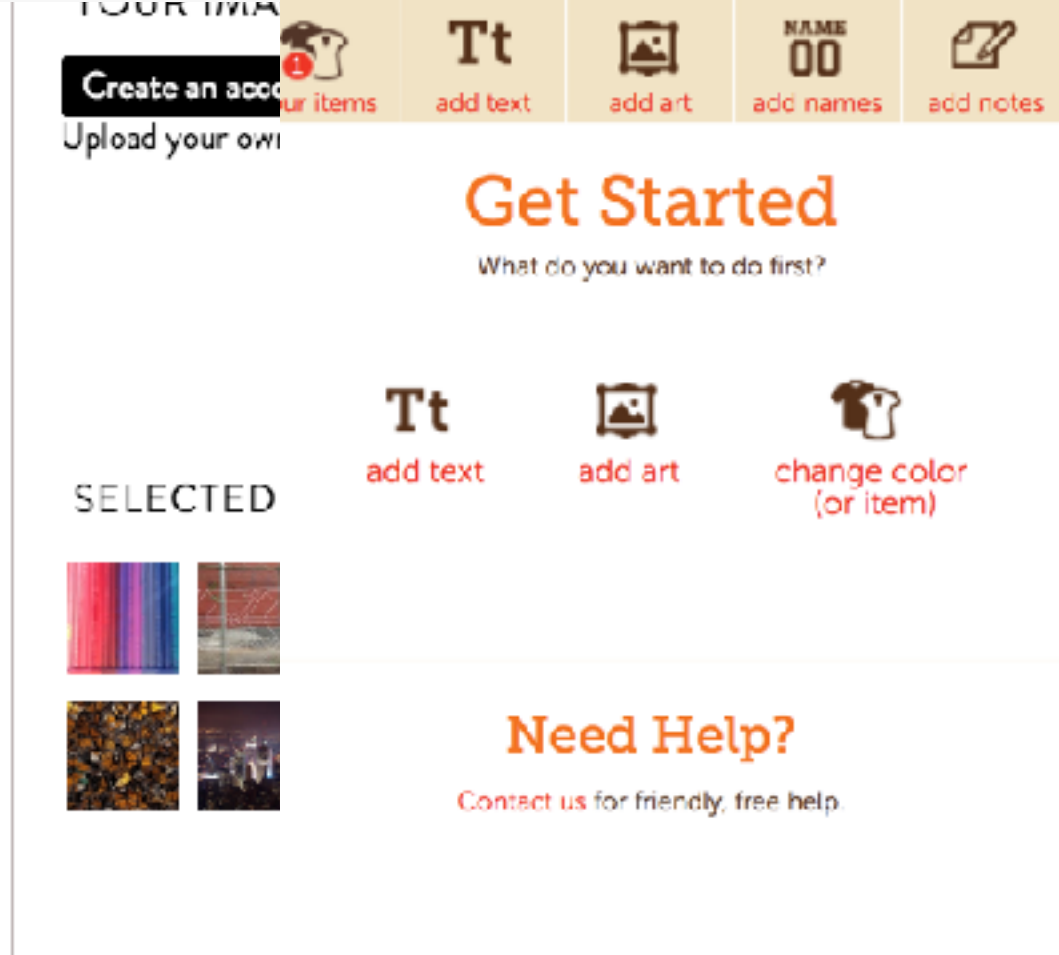
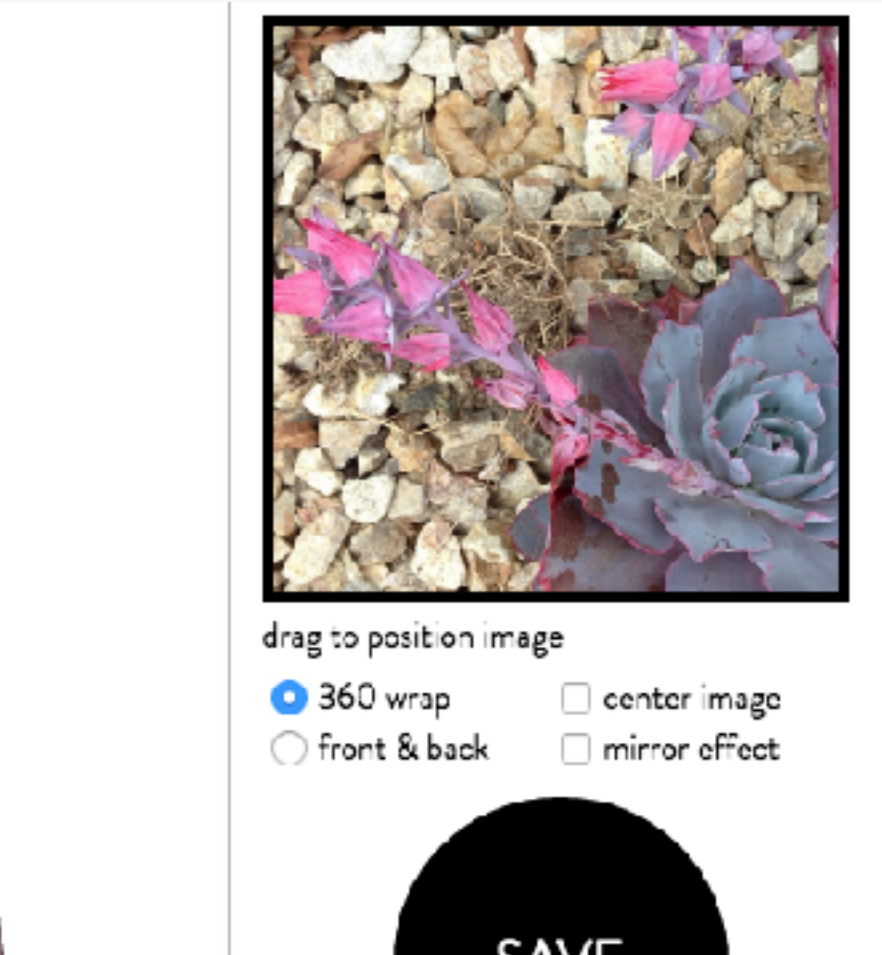
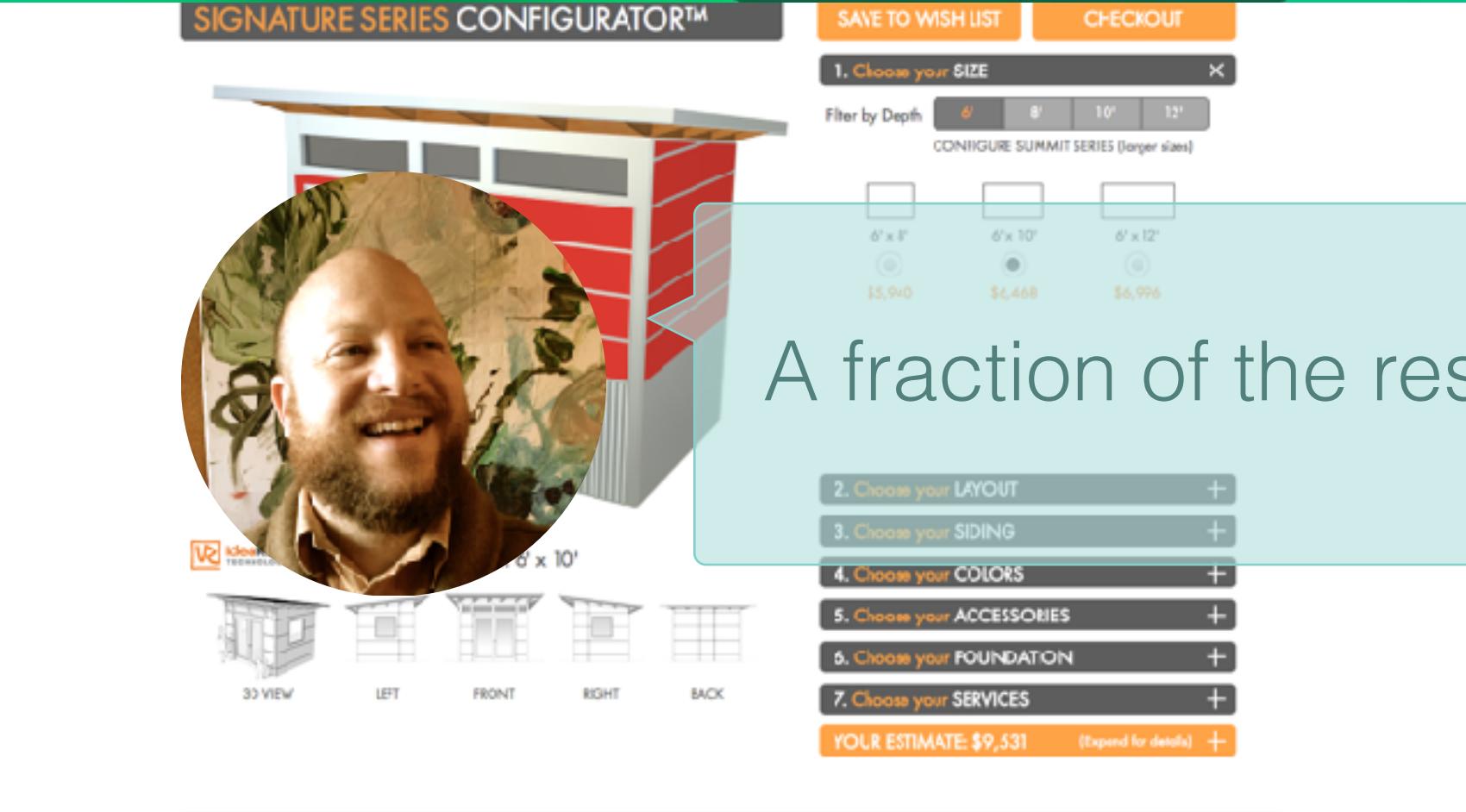
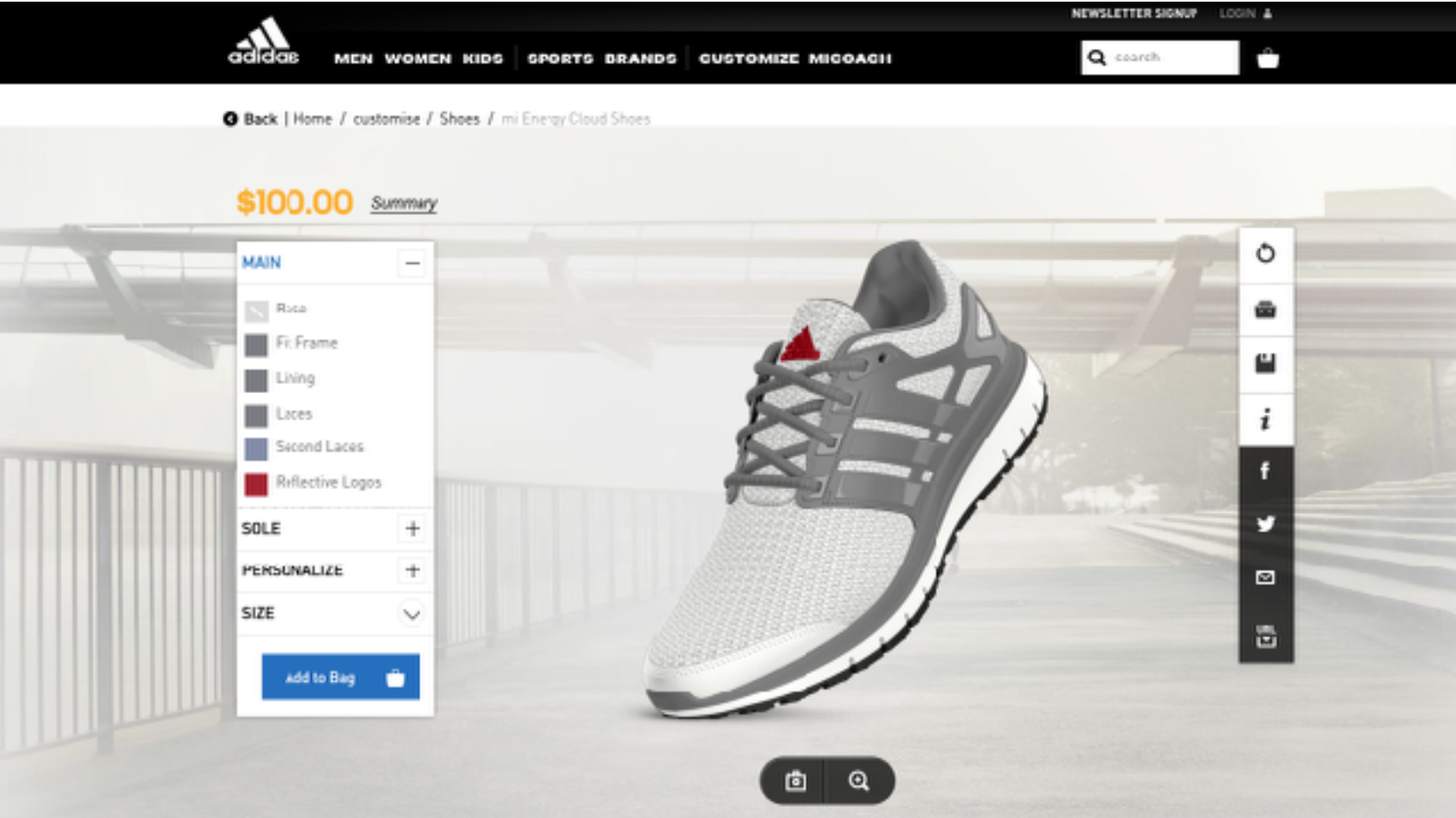
# Where do we want to go?

- Improve baseline experience (weirdness & bugs)
- Blue-sky best Fanatics shopping experience
- Highlight partners & brands
- System/modular thinking around UI & tools



Again, being clear with the reasoning.

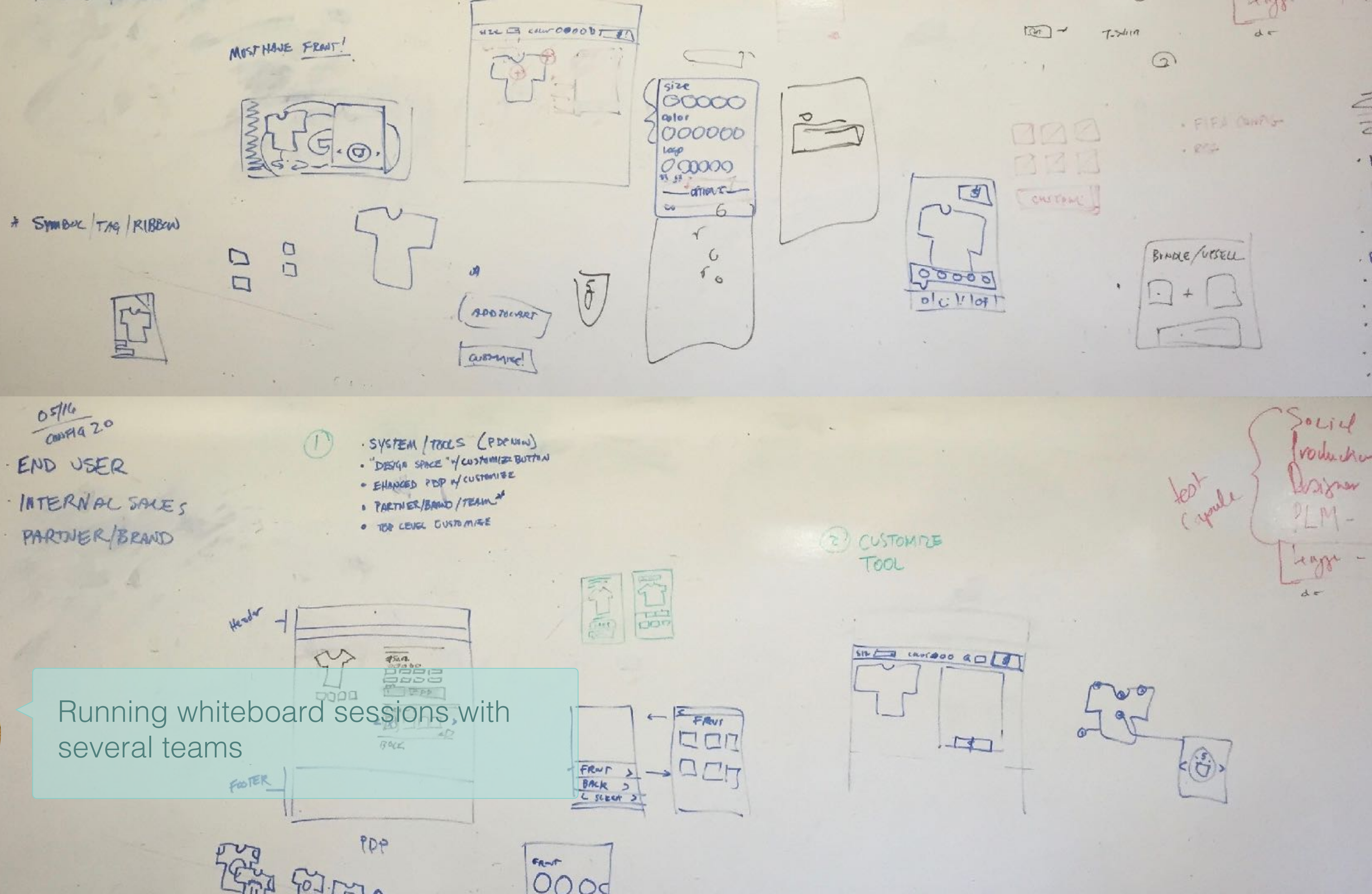




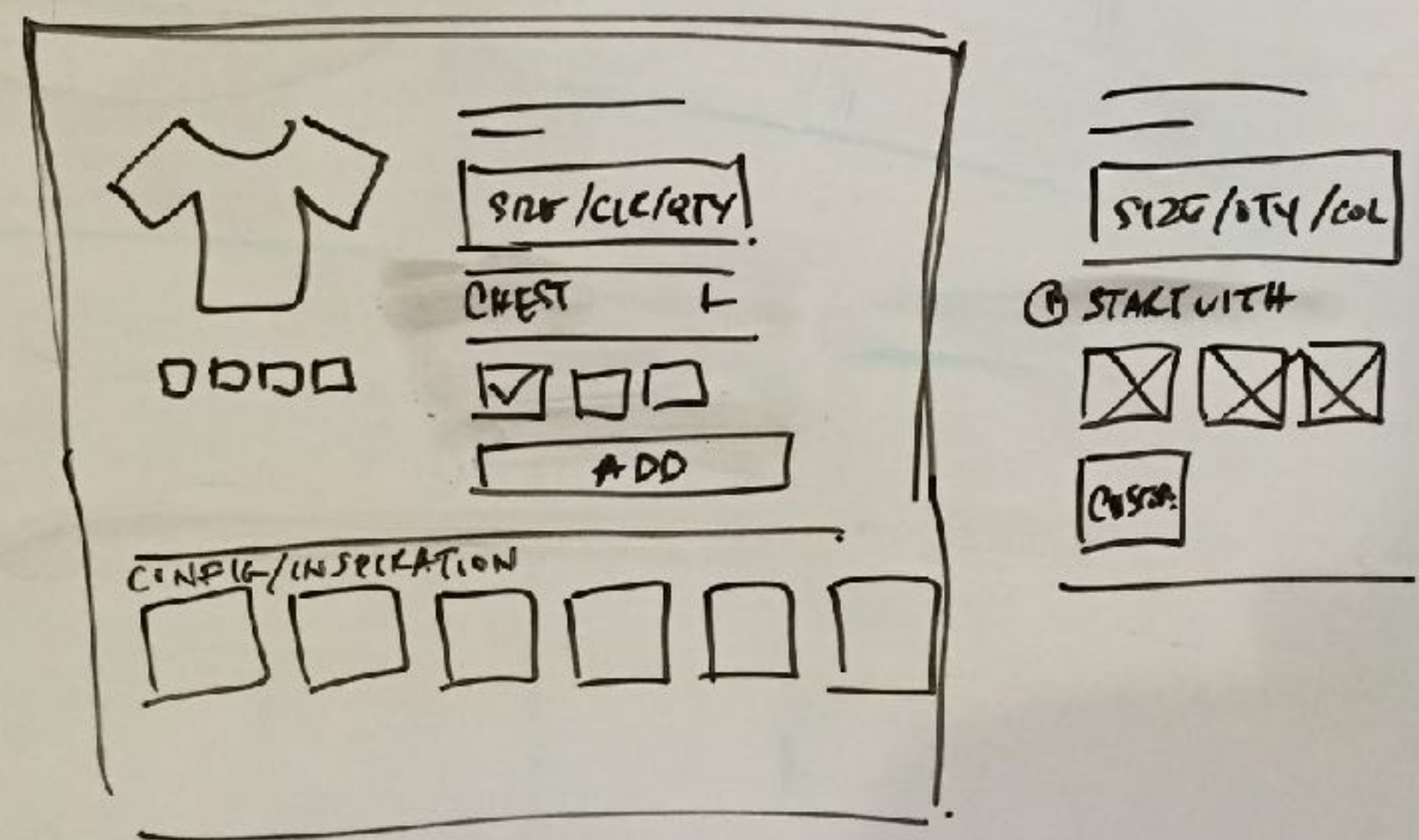
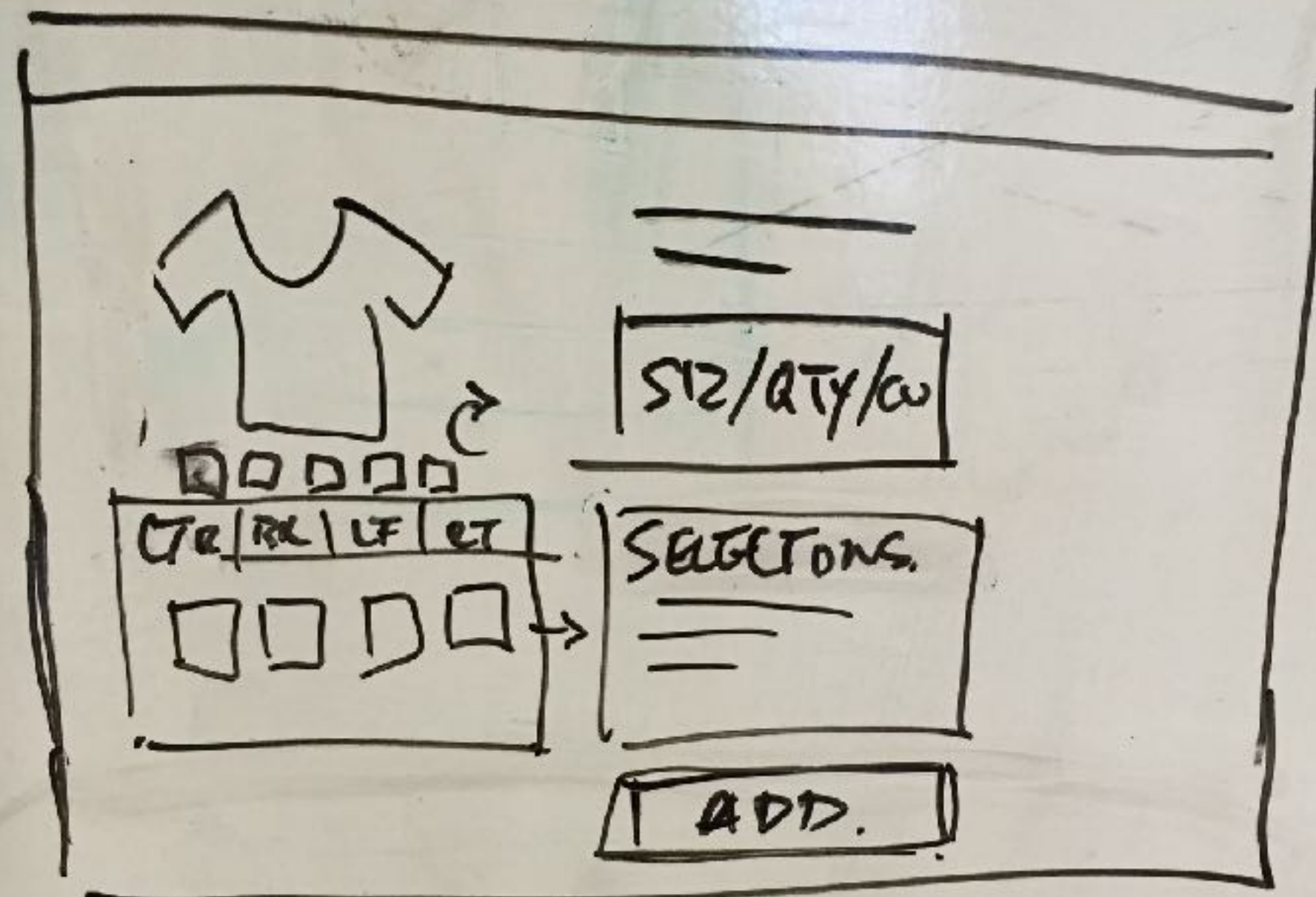
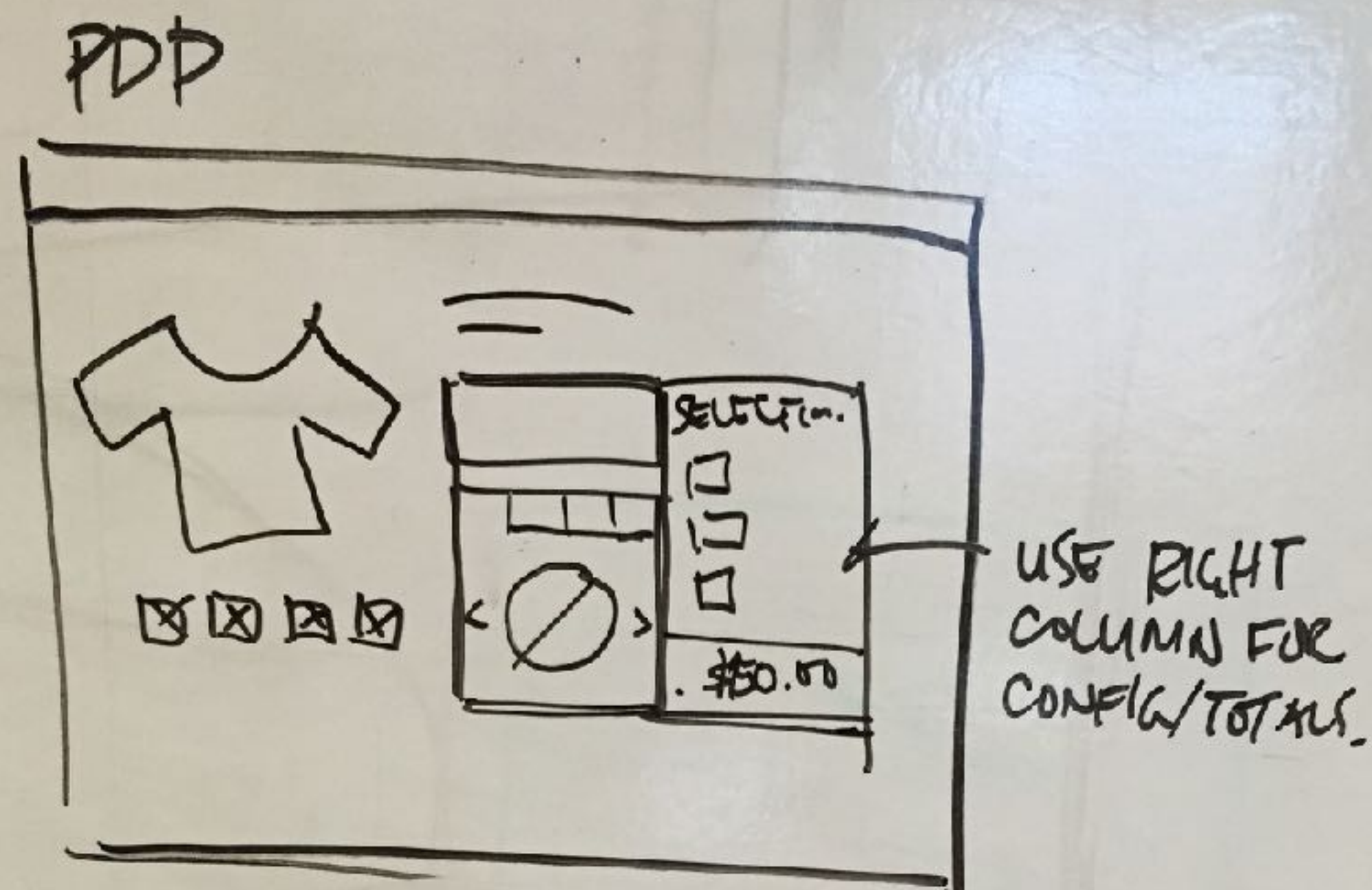
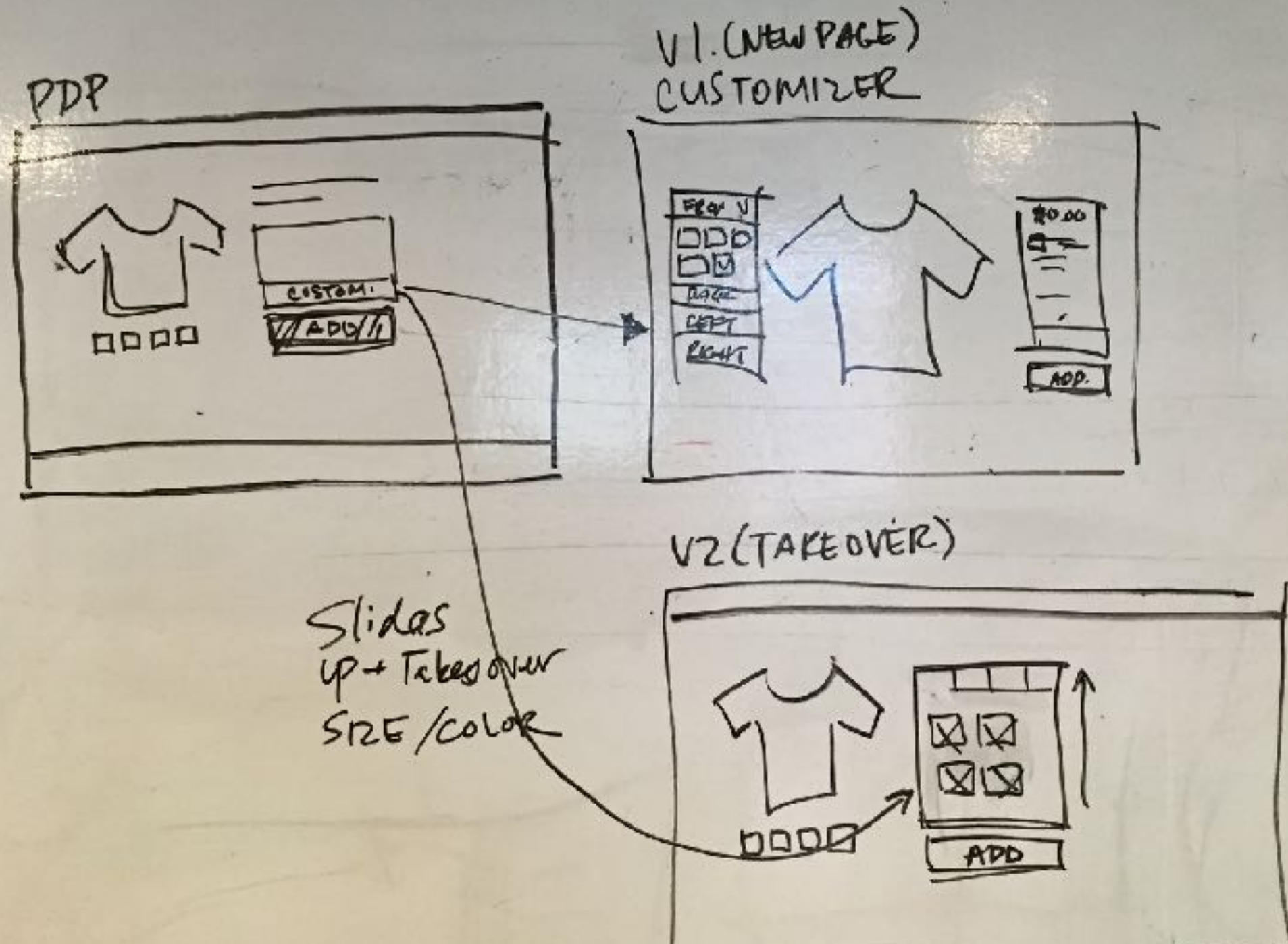




Running whiteboard sessions with several teams









05/18  
Favorites  
Simple config  
plus sharing



FAVORITES?  
POPULAR?



SAVED DESIGNS?  
WISHLIST?

ADD TO CART  
ADD TO WISHLIST

PULLED  
FROM SOCIAL  
TAGS?

ADD TO CART

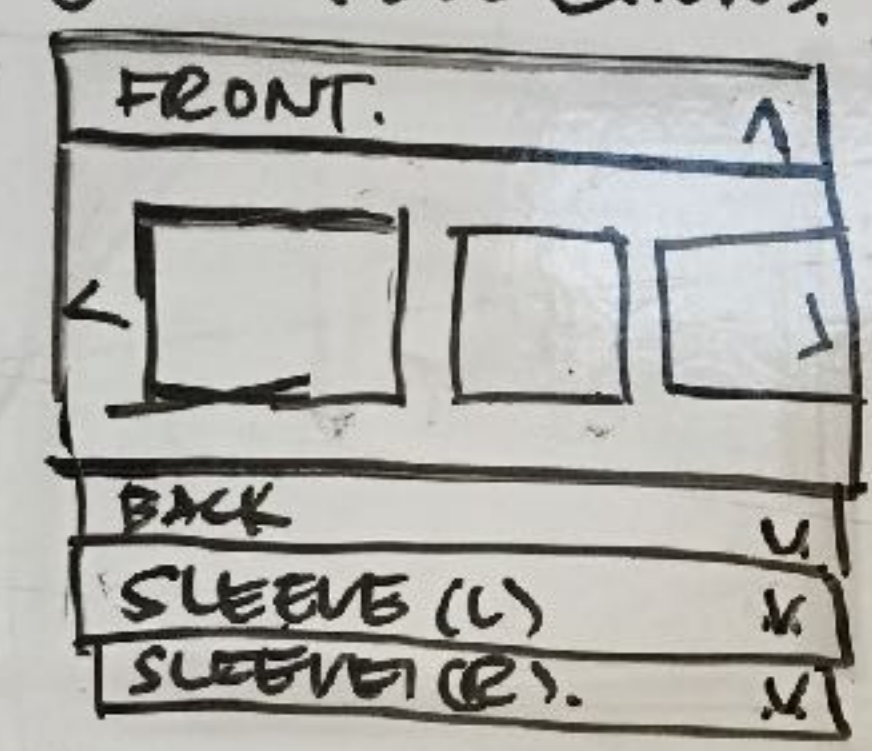
F B O D

SOCIAL

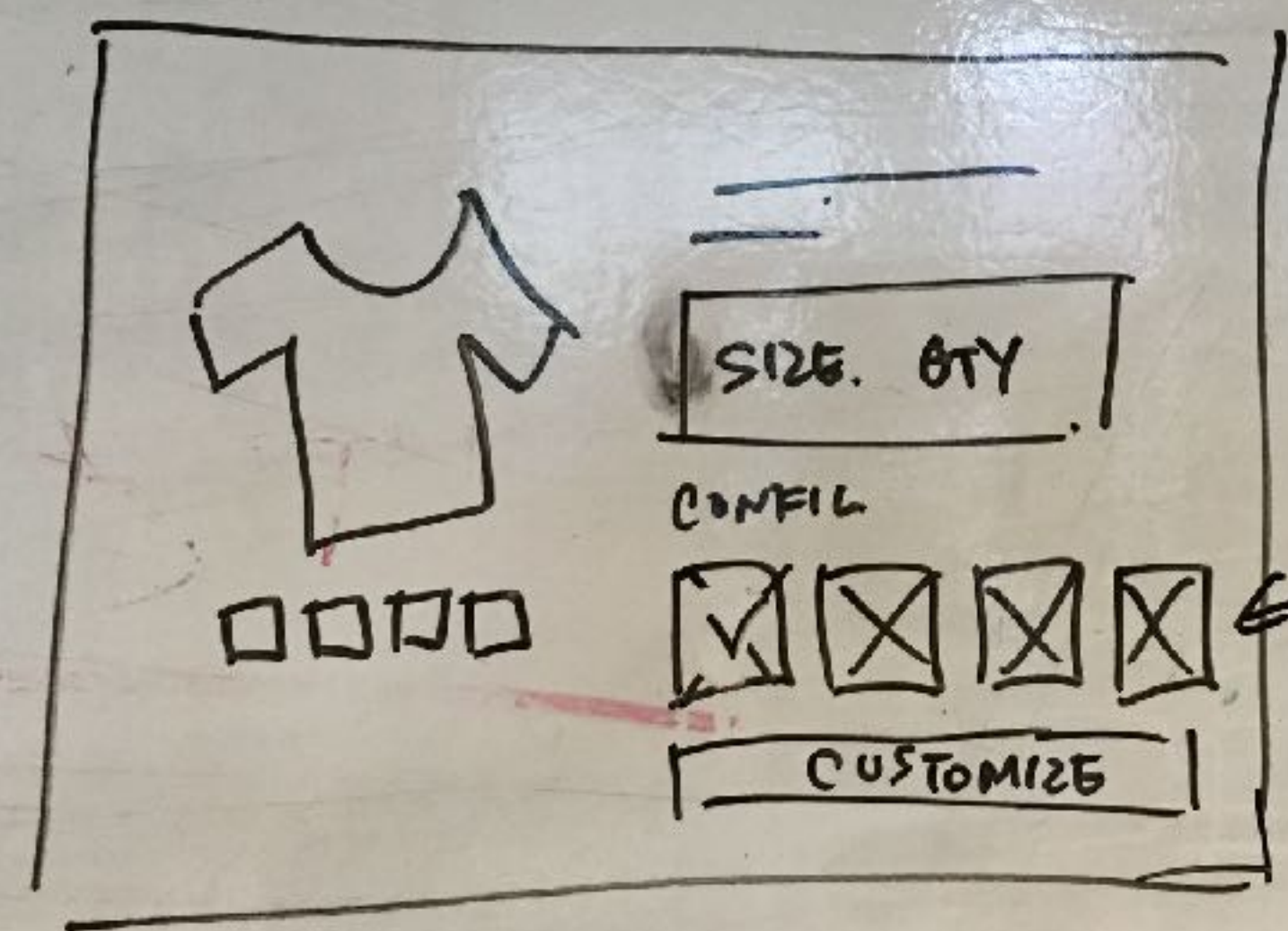
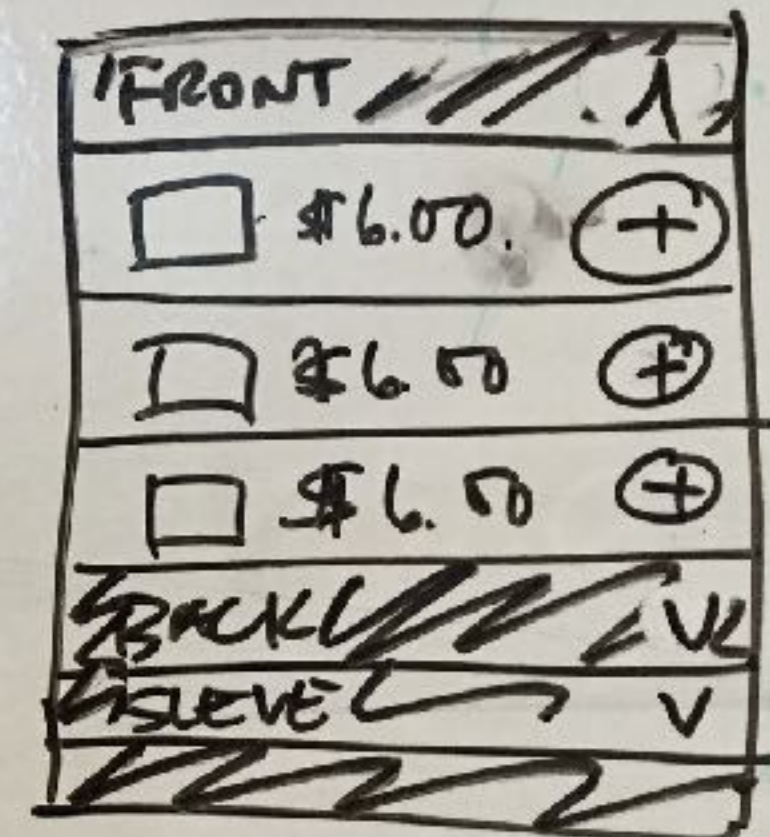
TEAM  
LOGO  
TEAM  
DESCRIPTION



## CUSTOM SELECTIONS.



ONLY 1 ACCORDION  
OPEN AT ONCE.



Configured combos  
as a start.

# Experience Focused

- Brand builder for both Fanatics and Properties
- Focused customization and sales experience
- Platform for building richer customization tools
- Innovation can help drive customer life time value

# Transaction Focused

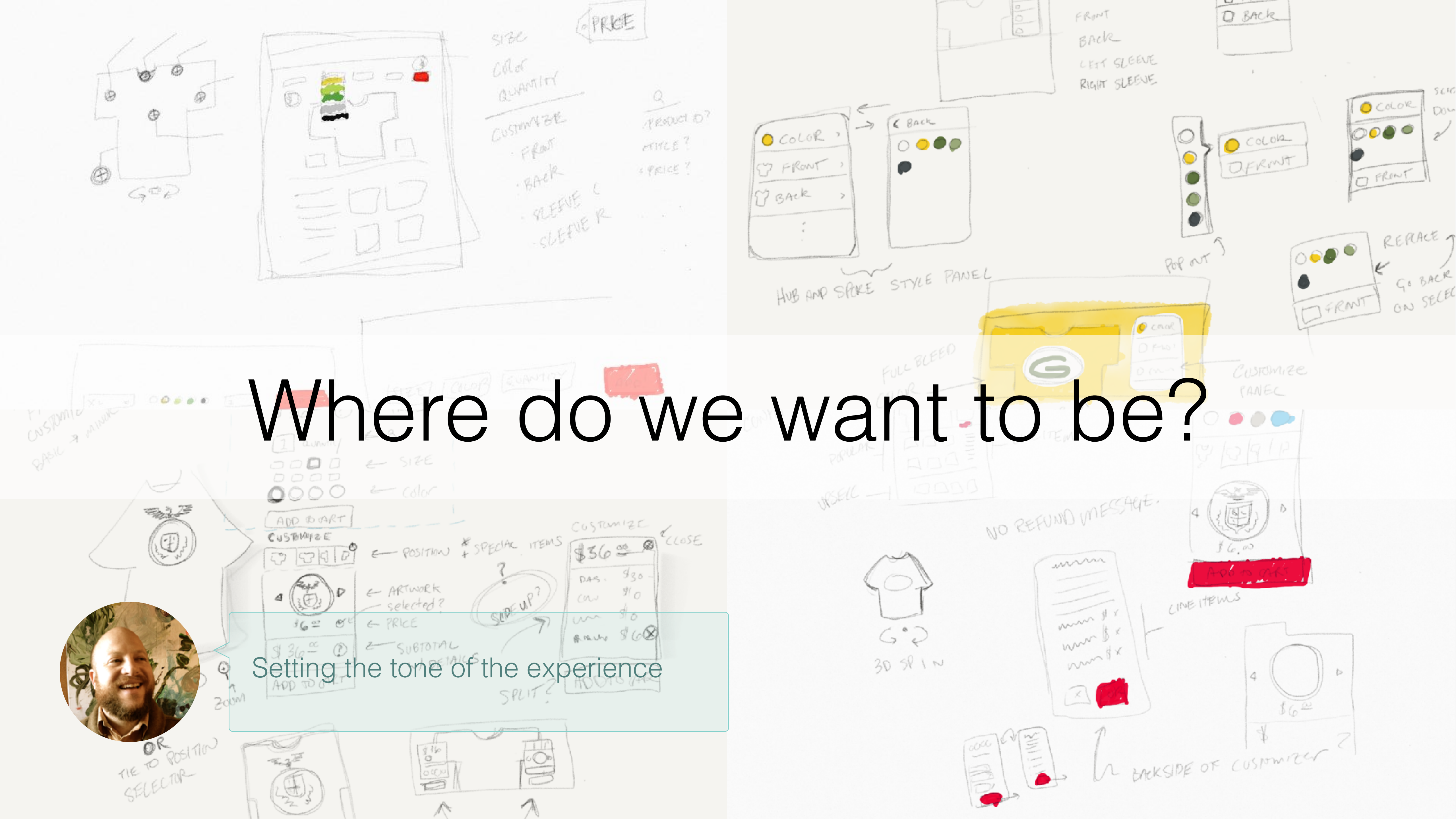
- Focused on improving conversion/revenue
- Improve tools and patterns
- Create tools for highlighting bundles & upsells
- Leverage social for configuration ideas/inspiration



# Where do we want to be?



Setting the tone of the experience





# Experience



We decided to focus on creating an “experience” that users could remember and return to.

Really focusing on the reasons people follow sports and sports teams.

HOME / COLLEGE / ALABAMA CRIMSON TIDE GEAR / ALABAMA CRIMSON TIDE Design Your Own T-Shirt / PRODUCT ID: 825453



RESET

\$37.99

[details](#)

Color



Size

L

▼

FRONT



\$4.00

BACK

SLEEVE (L)

SLEEVE (R)

Save your Design



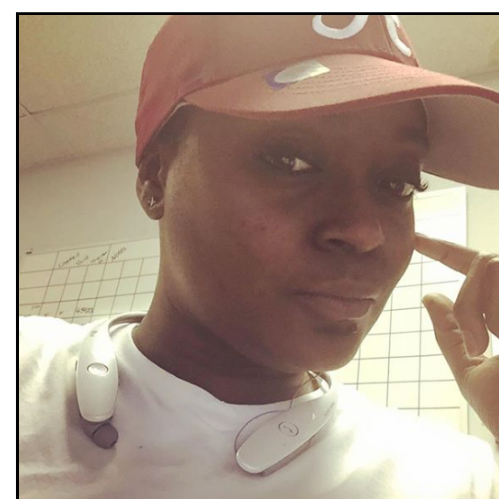
Add to cart



# Alabama Crimson Tide Design Your Own T-Shirt



Popular designs on  | *Instagram*



Tag your best gear with [#crimsontide](#)

## Your saved designs

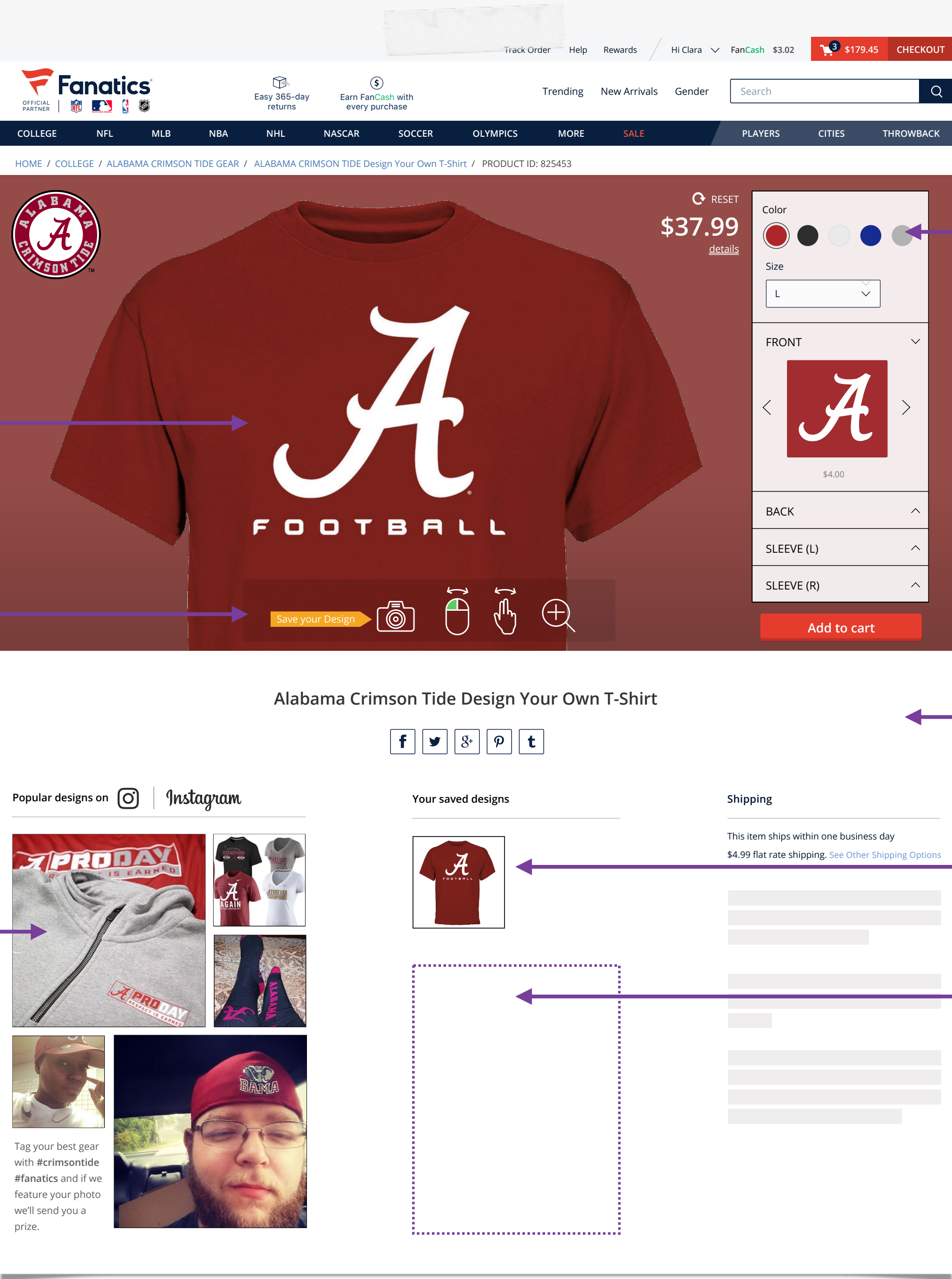


## Shipping

This item ships within one business day

\$4.99 flat rate shipping. [See Other Shipping Options](#)





Partner brand

Rich images

Interactive tools

Focused selling tools

Social

Social and inspiration

Saved designs

Evergreen content



Transactional



Zoom

Upgrade your look!

Beefy T-Shirt

AAA T-Shirt **+\$6**

Long Sleeve **+\$10**

Sweat Shirt **+\$16**

Hoodie **+\$26**

Alabama Crimson Tide Design Your Own T-Shirt

In Stock - Ships Within One Business Day

\$37.99 - Based on selections below

Size L

SIZE CHART

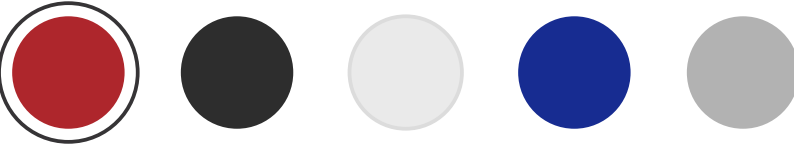
S M L XL XXL 3X 4X 5X

Quantity 1

Add To Cart

Customize Below

Color Red



FRONT BACK SLEEVE (L) SLEEVE (R)



\$4.00



\$4.00



\$6.00



\$4.00



Beefy T-Shirt    AAA T-Shirt **+\$6**    Long Sleeve **+\$10**    Sweat Shirt **+\$16**    Hoodie **+\$26**

Inspiration on  | *Instagram*



# Roll Tide!

Alabama Super Fan Package



+



+







~~\$67.99~~  
**\$54.40** save 20%  
Free shipping!


Add To Cart



GO  
RETRO



			
\$4.00	\$4.00	\$6.00	\$4.00


Your Selections 


 RESET


Total Price: \$37.99

Add To Cart

 Like 0 Be the first of your friend to like it   

Details 

Description 

Shipping 

This item ships within one business day  
\$4.99 flat rate shipping. [See Other Shipping Options](#)



Upgraded tools

Upsell area

Social and inspiration

Bundle

Cross sell/promotion

Track Order

Help

Rewards

Hi Clara





FanCash \$3.02

\$179.45

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MLB

NBA

NHL

NASCAR

SOCCER

OLYMPICS

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SALE


PLAYERS


CITIES


THROWBACK


HOME / COLLEGE / ALABAMA CRIMSON TIDE GEAR / ALABAMA CRIMSON TIDE Design Your Own T-Shirt / PRODUCT ID: 825453














Zoom

Upgrade your look!


Beefy T-Shirt


AAA T-Shirt **+\$6**

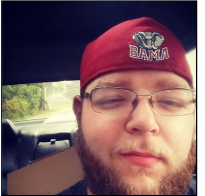
Long Sleeve **+\$10**


Sweat Shirt **+\$16**

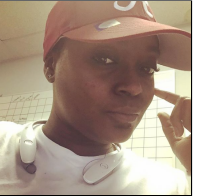
Hoodie **+\$26**


Inspiration on  Instagram













>

Roll Tide!


Alabama Super Fan Package



+



+




~~\$67.99~~

**\$54.40** save 20%


Free shipping!


Add To Cart




GO

RETRO







Customize

Alabama Crimson Tide Design Your Own T-Shirt

In Stock - Ships Within One Business Day

\$37.99 - Based on selections below

Size L

S

M

L

XL

XXL

3X

4X

5X


SIZE CHART


Quantity 1


Add To Cart


Customize Below


Color Red













FRONT


BACK


SLEEVE (L)

SLEEVE (R)









\$4.00

\$4.00

\$6.00

\$4.00

Your Selections




RESET

Total Price: \$37.99

Add To Cart

Like 0

Be the first of your friend to like it



Details

Description

Shipping

This item ships within one business day

\$4.99 flat rate shipping. [See Other Shipping Options](#)

Notifications/alerts





## Alabama Crimson Tide Design Your Own T-Shirt

f t g+ p t

**Popular designs on Instagram |**

Tag your best gear with #crimsontide #fanatics and if we feature your photo we'll send you a prize.

Your saved designs

**Shipping**

This item ships within one business day  
\$4.99 flat rate shipping. [See Other Shipping Options](#)

Upgrade your look!

Beefy T-Shirt   AAA T-Shirt +\$6   Long Sleeve +\$10   Sweat Shirt +\$16   Hoodie +\$26

### Alabama Crimson Tide Design Your Own T-Shirt

In Stock - Ships Within One Business Day

\$37.99 - Based on selections below

Size L [SIZE CHART](#)

S M L XL XXL 3X 4X 5X

Quantity 1 [Add To Cart](#)

**Customize Below**

Color Red

FRONT	BACK	SLEEVE (L)	SLEEVE (R)
\$4.00	\$4.00	\$6.00	\$4.00

Your Selections [v](#)

[RESET](#) Total Price: \$37.99

[Add To Cart](#)

Inspiration on | Instagram

## Roll Tide!

### Alabama Super Fan Package

\$67.99

**\$54.40** save 20%

Free shipping!

[Add To Cart](#)

[Customize](#)



Track Order

Help

Rewards

Hi Clara





FanCash \$3.02

3 \$179.45

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Fanatics

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Earn FanCash with every purchase

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NBA

NHL

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HOME / COLLEGE / ALABAMA CRIMSON TIDE GEAR / ALABAMA CRIMSON TIDE Design Your Own T-Shirt / PRODUCT ID: 825453



RESET

\$37.99

details


Color

Size

L

FRONT

<



>





\$4.00

BACK

SLEEVE (L)






SLEEVE (R)

Save your Design

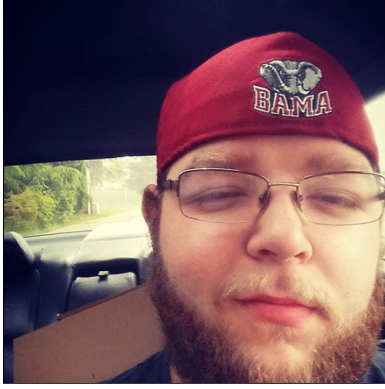
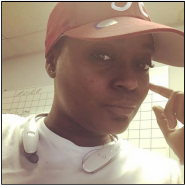





Add to cart

Alabama Crimson Tide Design Your Own T-Shirt




Popular designs on Instagram



Tag your best gear with #crimsontide #fanatics and if we feature your photo we'll send you a prize.

Your saved designs



Shipping

This item ships within one business day

\$4.99 flat rate shipping. [See Other Shipping Options](#)

The right answer

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Zoom

Upgrade your look!

Beefy T-Shirt

AAA T-Shirt +\$6

Long Sleeve +\$10

Sweat Shirt +\$16

Hoodie +\$26

Alabama Crimson Tide Design Your Own T-Shirt

In Stock - Ships Within One Business Day

\$37.99 - Based on selections below

Size L

SIZE CHART

S

M

L

XL

XXL

3X

4X

5X

Quantity 1

Add To Cart

Customize Below


Color Red


FRONT


BACK


SLEEVE (L)

SLEEVE (R)









\$4.00

\$4.00

\$6.00

\$4.00

Your Selections




RESET

Total Price: \$37.99

Add To Cart

Like 0

Be the first of your friend to like it



Details

Description


Shipping

This item ships within one business day


\$4.99 flat rate shipping. [See Other Shipping Options](#)

Roll Tide!


Alabama Super Fan Package



+



+



\$67.99




\$54.40

Save 20%

Free shipping!

Add To Cart

GO RETRO



Customize

appendix



Alabama Crimson Tide Design Your Own T-Shirt

f

t


g+

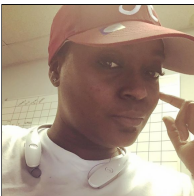

p

t

Popular designs on


Instagram



Tag your best gear with #crimsontide #fanatics and if we feature your photo we'll send you a prize.

Your saved designs



Shipping

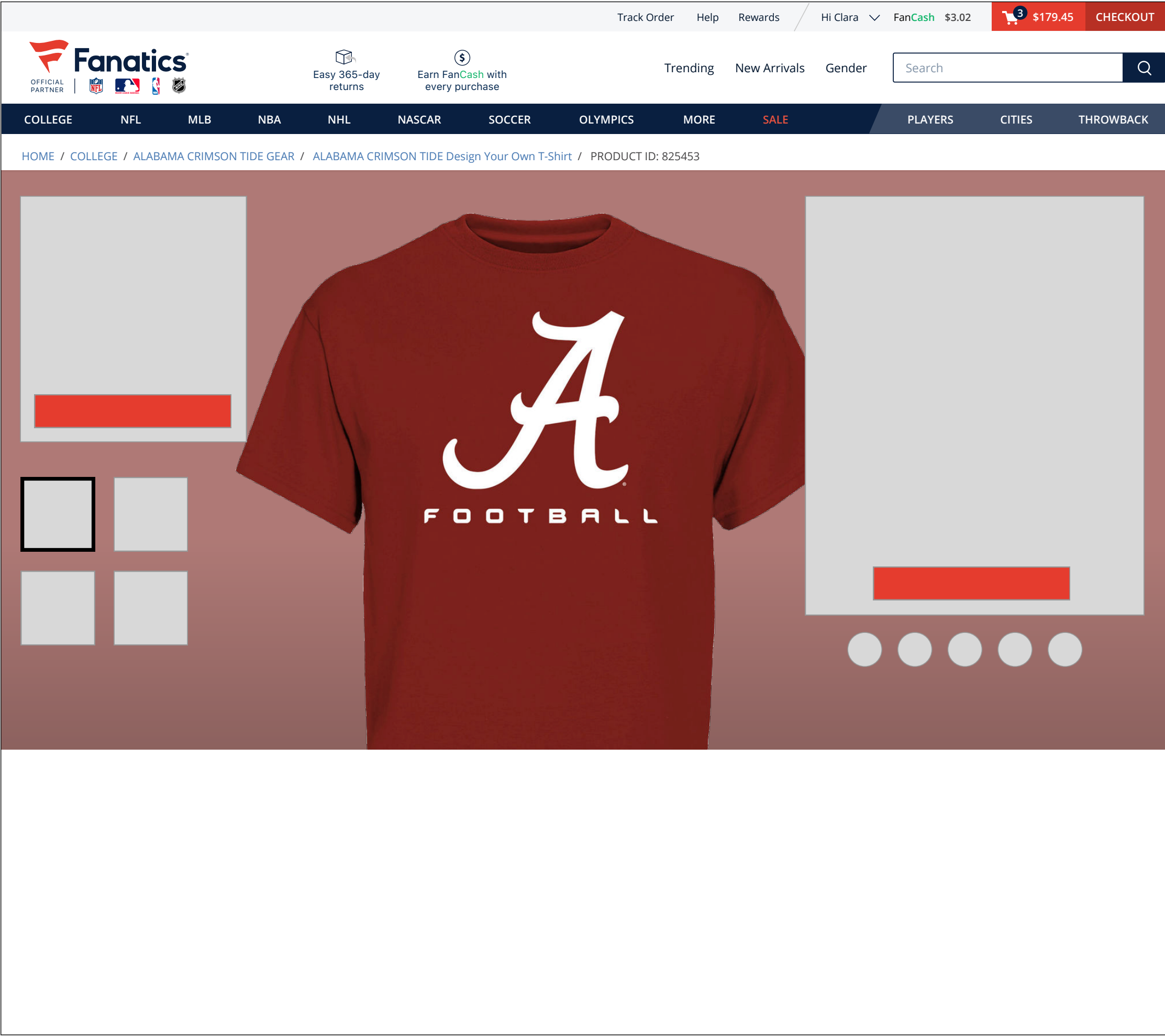
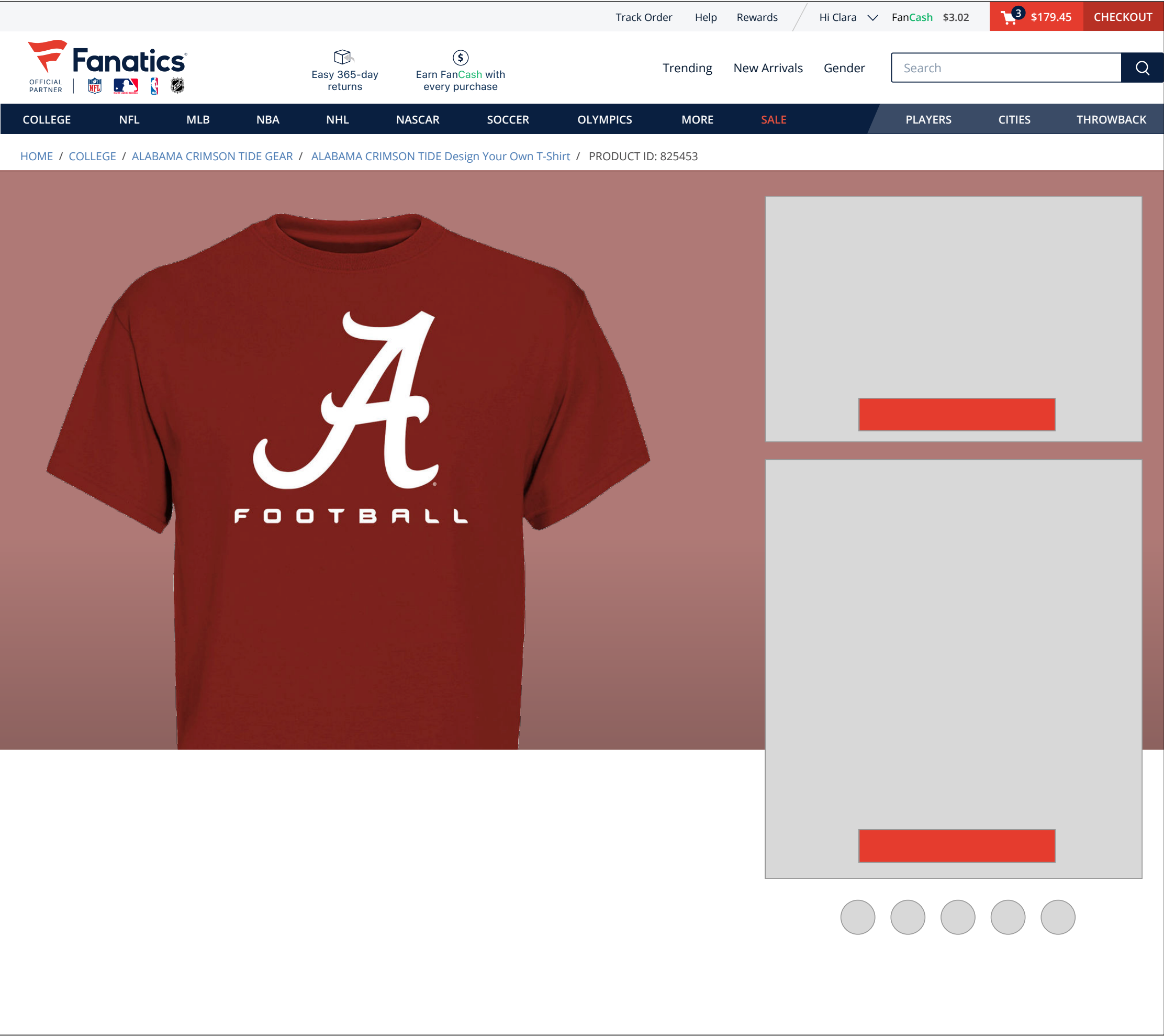
This item ships within one business day

\$4.99 flat rate shipping. [See Other Shipping Options](#)

A screenshot of the Fanatics mobile app interface. At the top, a status bar shows 'Verizon', signal strength, Wi-Fi, and the time '4:53 PM'. Below this is a browser-like address bar with 'fanatics.com' and a refresh icon. The app's header features the Fanatics logo, 'OFFICIAL PARTNER' text, and icons for NFL, MLB, NBA, and NHL. To the right are user and shopping cart icons. The main content area displays a red t-shirt with a large white 'A' and 'FOOTBALL' text. A camera icon and the price '\$37.99' are in the top left and right of the product image. Navigation arrows are on the sides. Below the t-shirt are four buttons: 'FRONT', 'BACK', 'SLEEVE (L)', and 'SLEEVE (R)'. A banner at the bottom of the product image reads 'FREE SHIPPING ON ALL ORDERS' and 'USE CODE:40SHIP'. Below the product image, the 'Total Price: \$37.99' is shown. A large red 'Add To Cart' button is prominent. Below it is an 'OR' separator and a grey 'Cancel' button. At the bottom, there are social media share icons (Facebook, Pinterest, Twitter) and the text 'Share This Product'. A horizontal line separates this from a section stating 'This item ships within one business day. \$4.99 flat rate shipping. See Other Shipping Options'. The bottom navigation bar has 'Description' and 'Details' with corresponding arrows.







Track Order

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Rewards

Hi Clara





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3 \$179.45

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CITIES

THROWBACK

HOME / COLLEGE / ALABAMA CRIMSON TIDE GEAR / ALABAMA CRIMSON TIDE Design Your Own T-Shirt / PRODUCT ID: 825453

Size

Quantity



Track Order

Help

Rewards

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FanCash \$3.02

3 \$179.45

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CITIES

THROWBACK

HOME / COLLEGE / ALABAMA CRIMSON TIDE GEAR / ALABAMA CRIMSON TIDE Design Your Own T-Shirt / PRODUCT ID: 825453



Size

Color

Front

Back

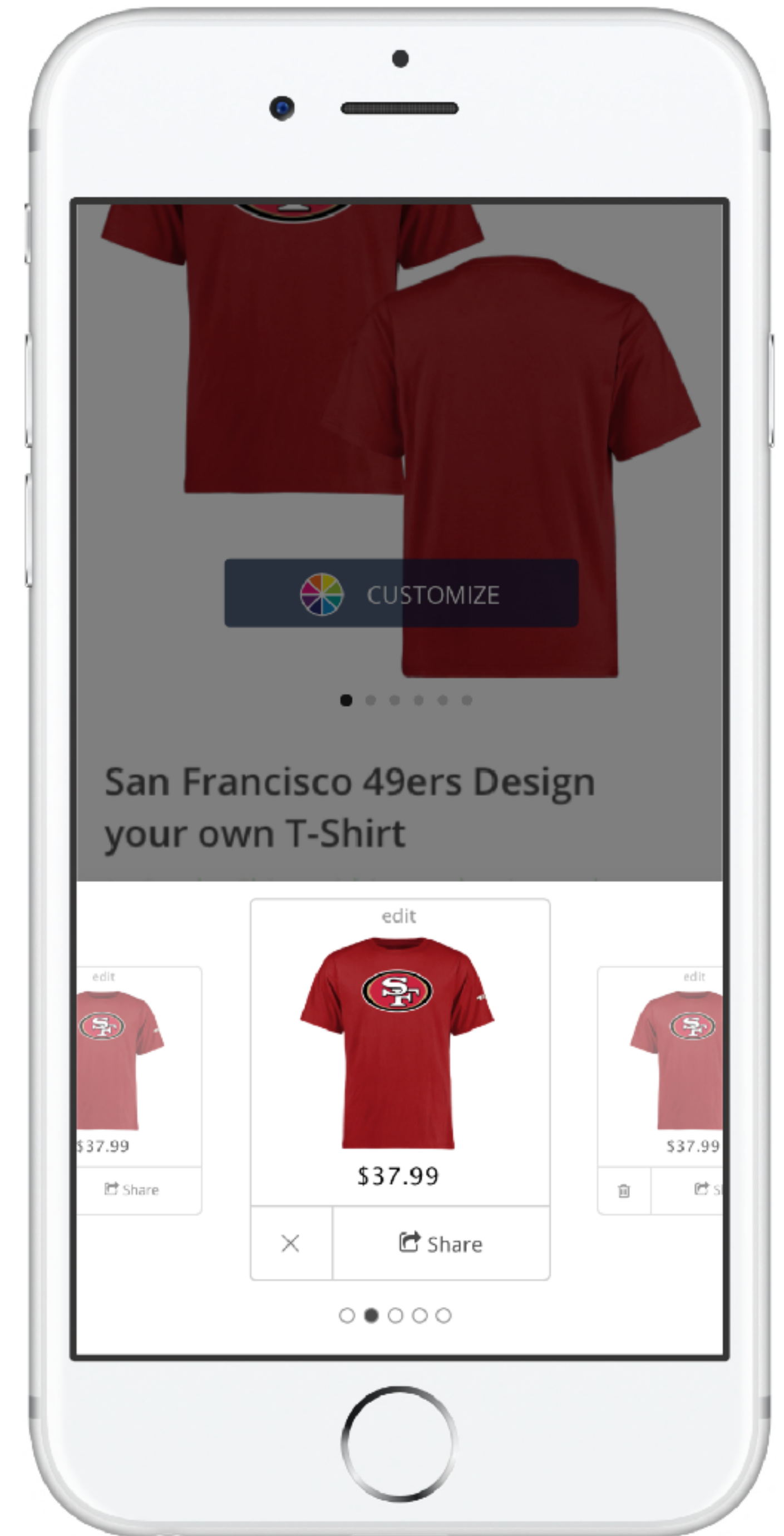
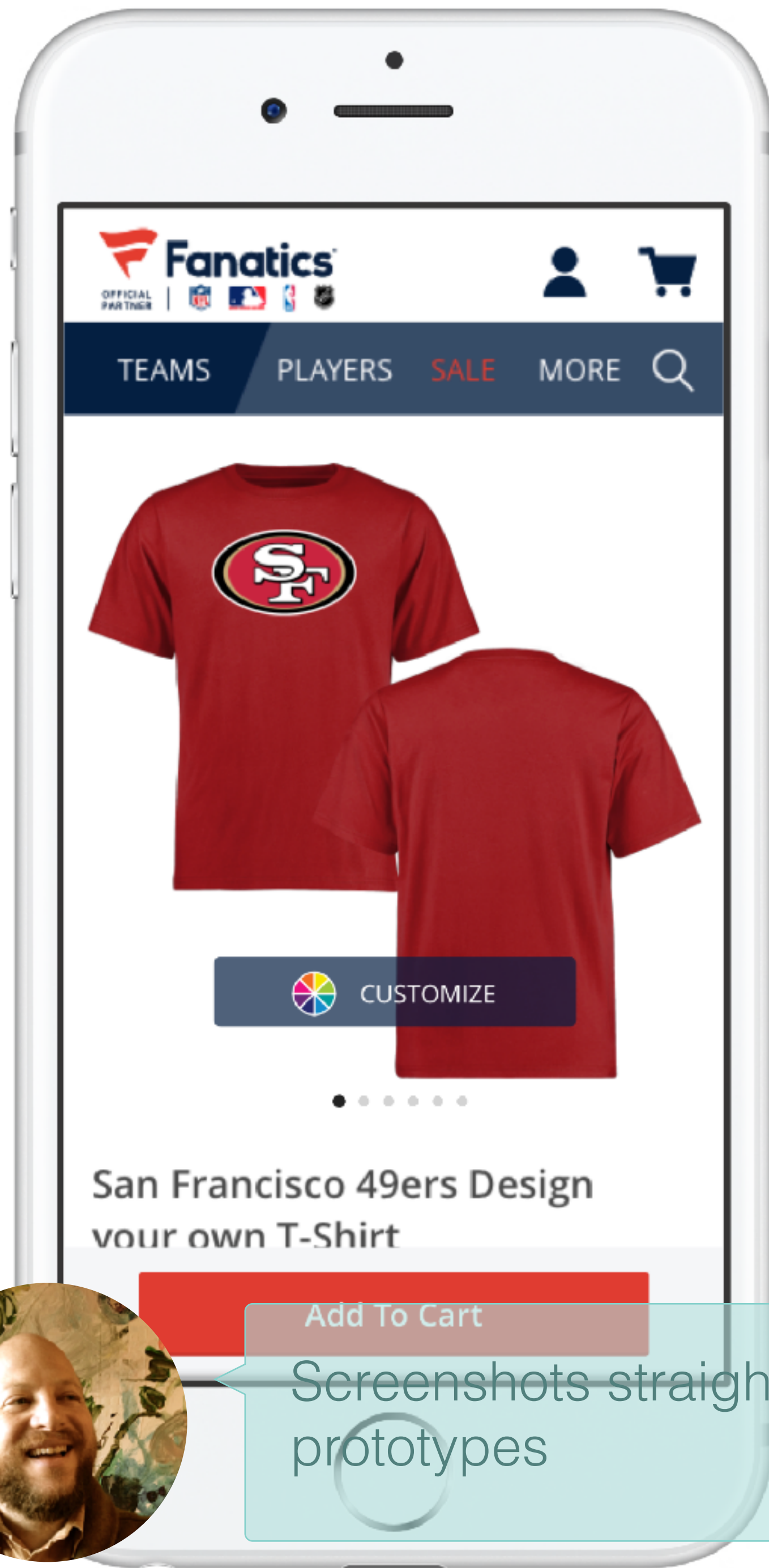
Left Sleeve

Right Sleeve



# What's next?

- Explore Sharing, Social, & 3D
- Tighten concepts. Move into Visual Design
- Early motion prototypes w/Foundation



Screenshots straight from the prototypes







&gt;

&gt;

\$39.99



\$31.99

 $\wedge$ 

RESET SAVE



&gt;

&gt;



