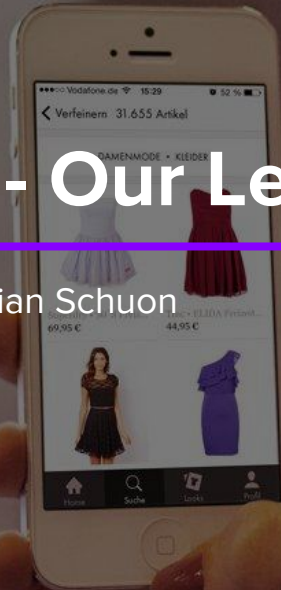


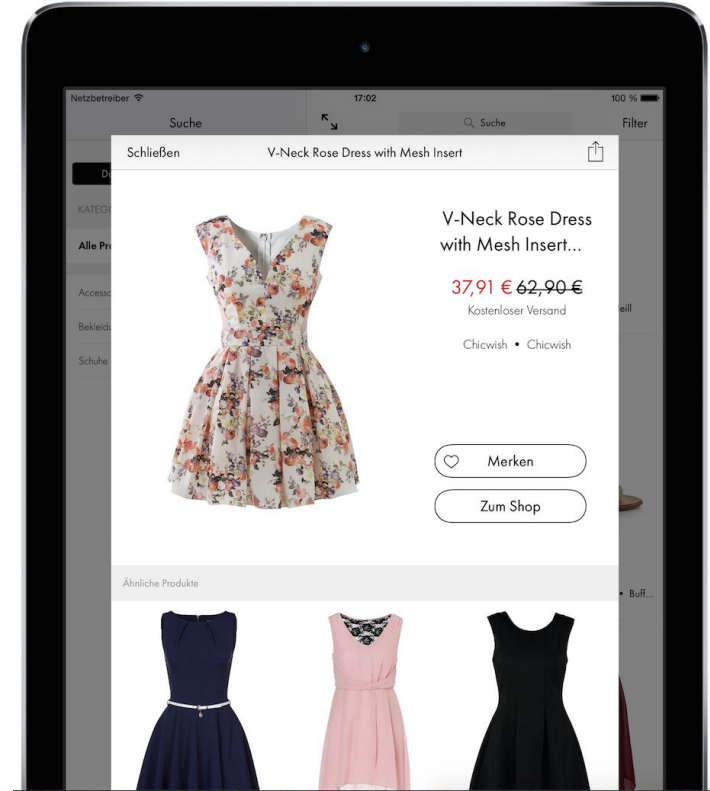
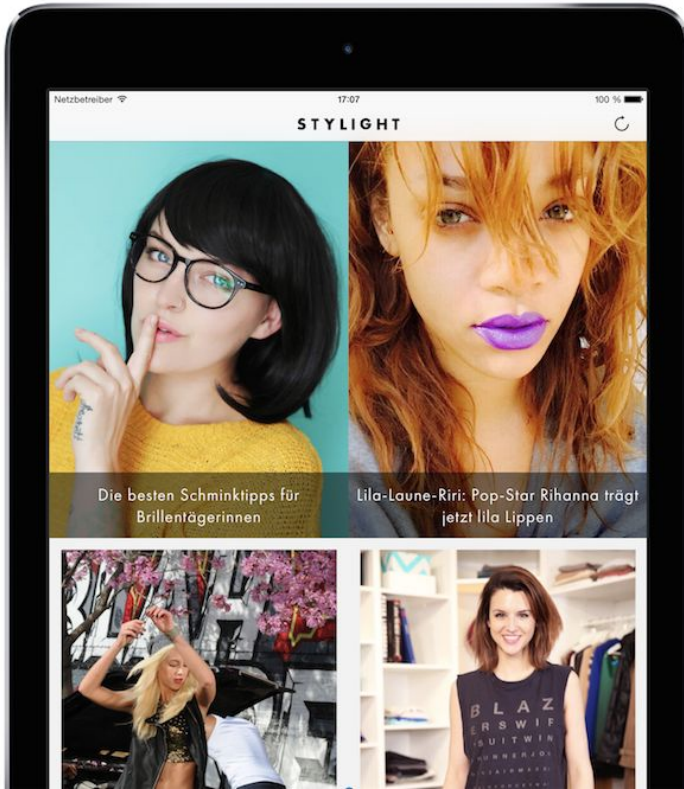
Stylight Apps - Our Learnings

Sebastian Schuon



Stylight

Make Style happen



Millennial Women

- 18 to 35 years old
- 60% are living in big cities
- 55% have a higher education



How to create the product that inspires women?





STYLIGHT

Team & Process

STYLIGHT.COM

Mobile Team



From single platform to multi-platform

March 2013

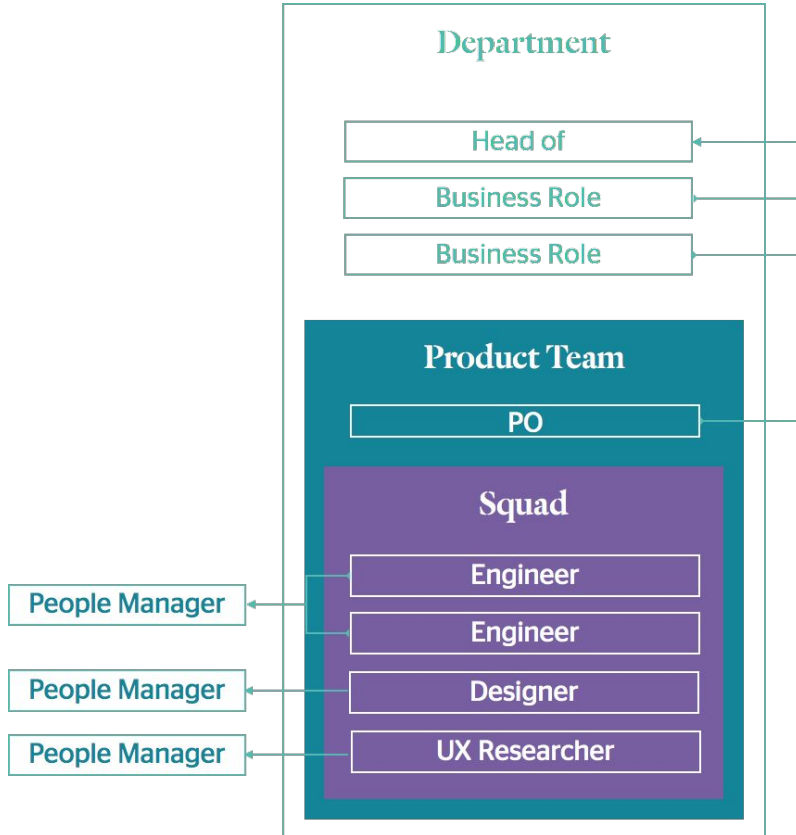
1 iOS developer
1 designer
½ product owner

Today

2 iOS developers
2 Android developers
1 API developer
1 product designer
1 UX researcher
1 product owner
1 mobile marketing manager

Team culture is key

How cross-functional works



Goals in the team - OKRs

Become the fastest growing digital fashion magazine and fashion app for Millennial women in Germany.		Progress
Increase app sessions from x to y		91%
Increase app installs from x to y		100%
Objective fulfillment		96%
Increase the revenue generated through the apps.		Progress
Increase the apps revenue from about x€ to y€		100%
Increase the average weekly app clickout conversion rate from x% to y%		100%
Objective fulfillment		100%
Total fulfillment across objectives		98%

Use cross-platform super powers

- Estimate together with reference stories
- One sprint with separate user stories per platform
- Retrospective: we love smart goals (specific, measurable, achievable, realistic, timely)
- Cross-platform testing

Gain speed & quality

Test Couch





STYLIGHT

UX

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Don't rely on gut feeling

- Decisions based on user and analytics insights
- Test with prototypes, test versions, live app. Write a summary after every test.
- Developers are part of the weekly user research
- Start with a rough layout, polish it during the sprint

Continuous improvement thanks to our users

Types of User Testing

3 Types of user testing

Inhouse testing / interviews

Remote testing (testcloud.com)

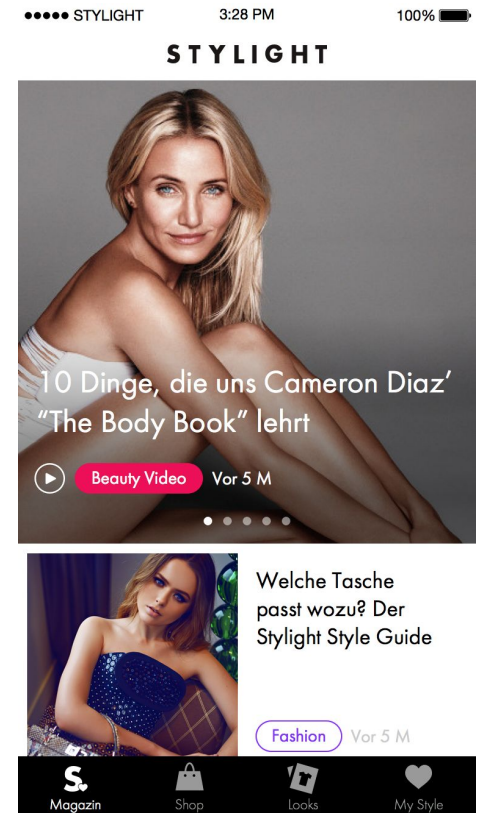
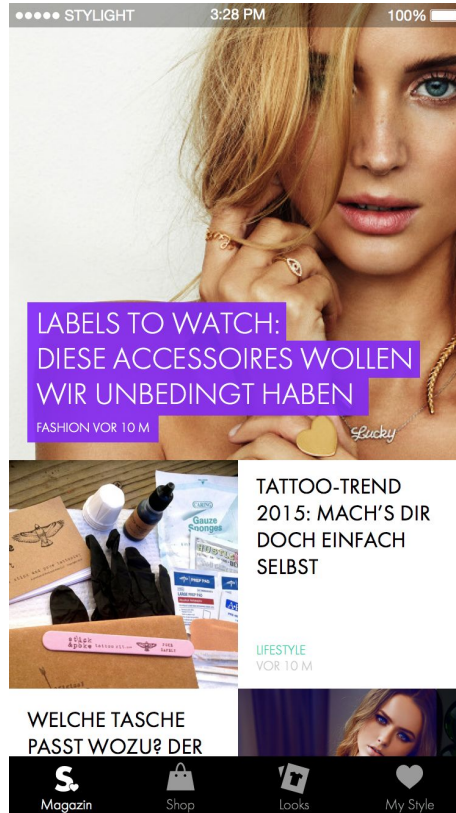
Guerilla testing (“Starbucks testing”)

TestCloud.com to find small bugs

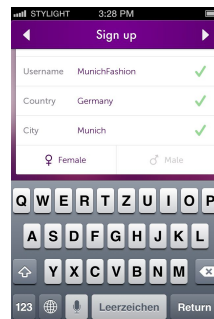
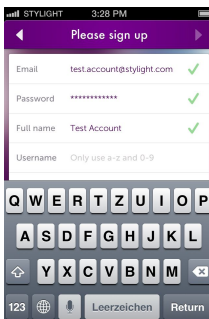
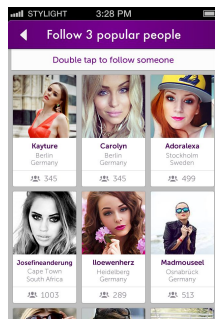
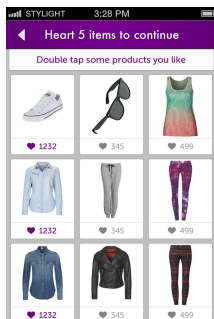
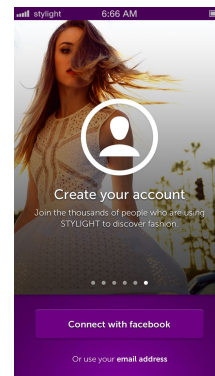
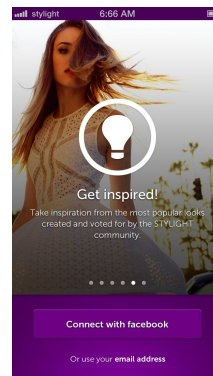
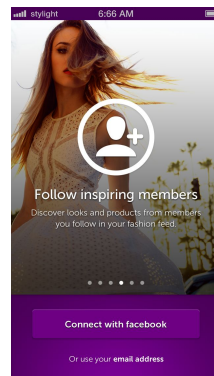
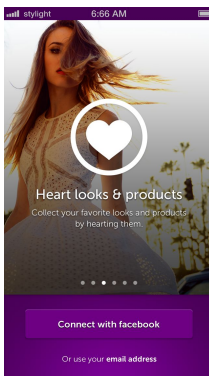
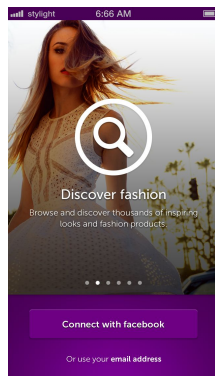
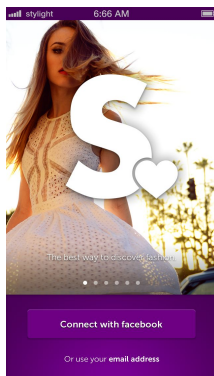
Testers are paid by bug accepted

Flatrate deal, so send versions often

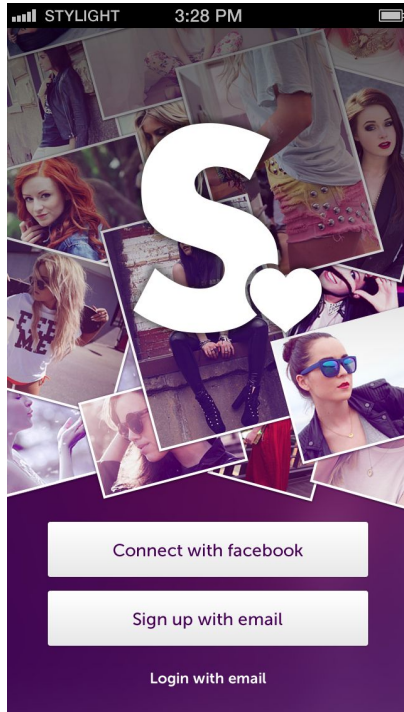
Start user research as early as wireframes



Example I: Signup Flow #1



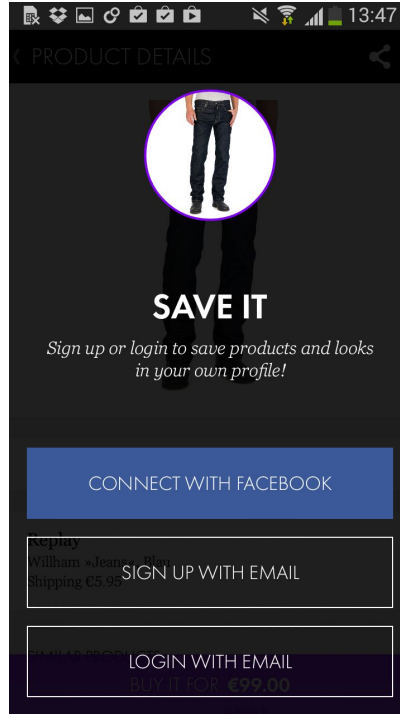
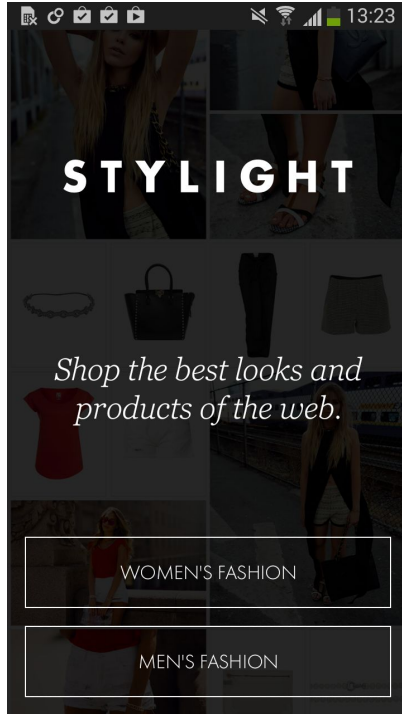
Example I: Signup Flow #2



The 'Please sign up' screen has a purple header with a back arrow. It contains several input fields: 'Email' (placeholder: 'Enter your email'), 'Password' (placeholder: 'Enter a password'), 'Password' (placeholder: 'Verify your password'), 'First name' (placeholder: 'Enter your last name'), 'Last name' (placeholder: 'Use only A-Z and 0-9'), and 'Username'. Below these is a gender selection section with '♀ Female' and '♂ Male' options. A 'Choose a shop location' field with a right arrow is next. At the bottom is a 'Create your account' button. The status bar at the top shows 'STYLIGHT' and '3:28 PM'.

The 'Shop location' screen has a purple header with a back arrow. It displays a list of countries under the heading 'Choose one of the following shop locations'. The list includes: 'Deutschland (Default)', 'Austria', 'France', 'Italy', 'Netherlands', 'Sweden', 'Switzerland', and 'United Kingdom'. The 'United Kingdom' option is selected, indicated by a green checkmark. The status bar at the top shows 'STYLIGHT' and '3:28 PM'.

Example I: Signup Flow #3



The 'PLEASE SIGN UP' form in the Stylight app includes the following fields and options:

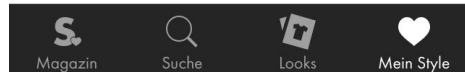
- EMAIL: Enter your email
- PASSWORD: Enter a password
- FIRST NAME: Enter your first name
- LAST NAME: Enter your last name
- USERNAME: Use only A-Z and 0-9
- Gender selection: ☒ FEMALE, ☐ MALE
- YOUR SHOP LOCATION: Germany >
- CREATE YOUR ACCOUNT (purple text)

Example I: No Signup #4



Das ist meine Wishlist

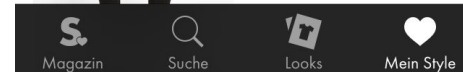
Drücke Merken um Produkte hinzuzufügen.



Top rose • Even&Odd
12,95 €

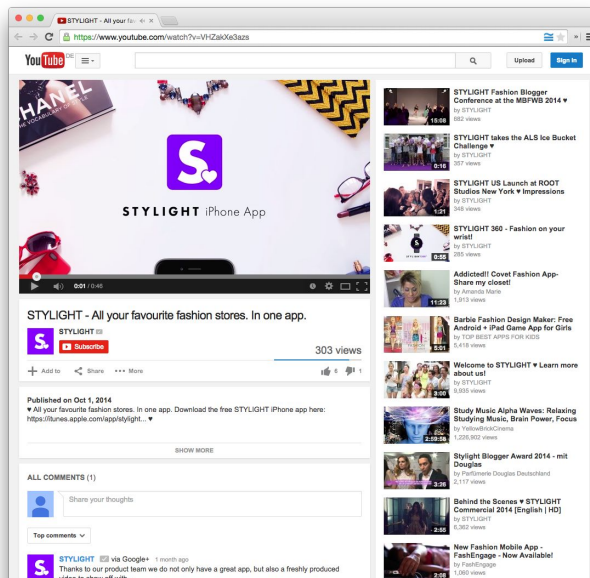
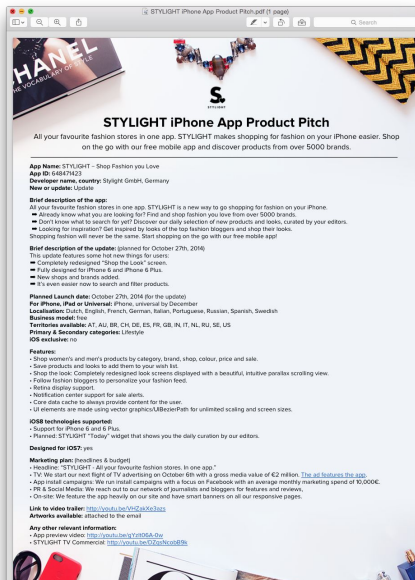
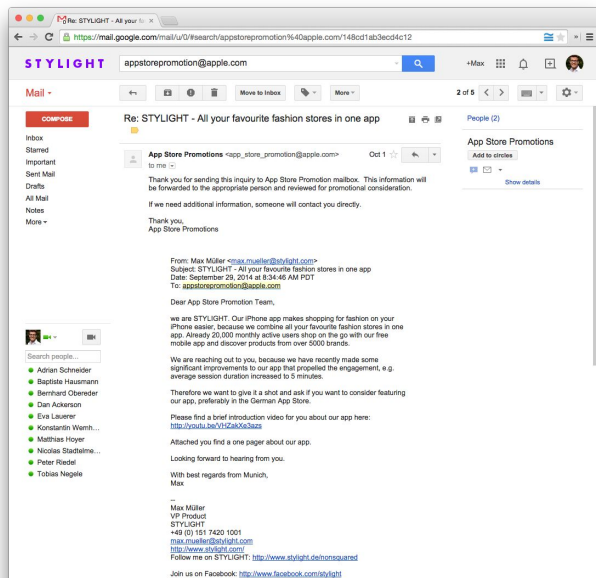


Enchanting Red Embellis...
56,45 € ~~69,90 €~~



Getting featured

appstorepromotion@apple.com → Product Pitch → Creative material → Get lucky!



Success!

Categories

Featured



Best New Apps

See All >



McLaren
Sports
FREE



STYLIGHT –
Shop Fash...
Lifestyle
FREE



Night Sky
Pro™
Reference
£1.99

M
M
M
F



Technology

STYLIGHT.COM



Getting to 100% Swift

- XCode improved significantly over time (especially 2.1)
- Functional programming reduces amount of code (approx. 50%)
- Improved type safety (nullability of objects)
- Start small by refactoring ViewControllers, then later Models

Rewrite worth the effort (in the end)

Getting to responsive with an Universal App

- Reusable screens initially increase complexity
- Design challenge: white spaces vs. content overload
- Consider having different concepts for iPhone and iPad

Going with the flow: Material Design

- Native Android feeling vs. brand experience
- Migrating from action bar to toolbar was a bunch of work
- Transition animations are complex to integrate
- Migrate view by view
- Animated GIFs can cause memory problems (-> fresco lib helps)

Uplift in KPIs

Don't reinvent the wheel: use 3rd Party Libs

- We fancy: Cartography, ReactiveCocoa and Robospice
- Lib-Management with Gradle and CocoaPods / Carthage
- Watch out for: code quality, XCode debugging, commits & responsive community
- We contribute back (soon release our own image lib)

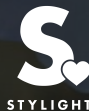
Powerful when wisely chosen

Favourite Tools

- No API versioning: Kill switch to force user to upgrade on major API changes
- OneSky for translations: genders / plurals, private translation team, review interface, Android Studio and XCode integration
- Fabric for insights into the app (plus Google Analytics)
- Adjust.io for install campaign attribution
- Appboy for CRM

Watch out for cross-platform support

Testing & Releasing



Automate the CI pipeline

Android

- Jenkins and Github Webhook
- Pushes to Google Play beta channel
- Using one developer signing key for all developers

iOS

- Enterprise version for Testcloud testing
- Testflight for internal testing
- Bitrise

Don't repeat yourself

Automated Testing

CI Testing

- Linting
- Unit tests & UI / Integration tests
- Monkey tapping tests
- Ensure pass after each story and again before release

TestCloud

- Add tests weekly, run on weekends
- Bugs are imported to JIRA

App quality is crucial and do-able

Release process

Request updated store content from content department early

Android

staged roll-out to perform A/B testing

iOS

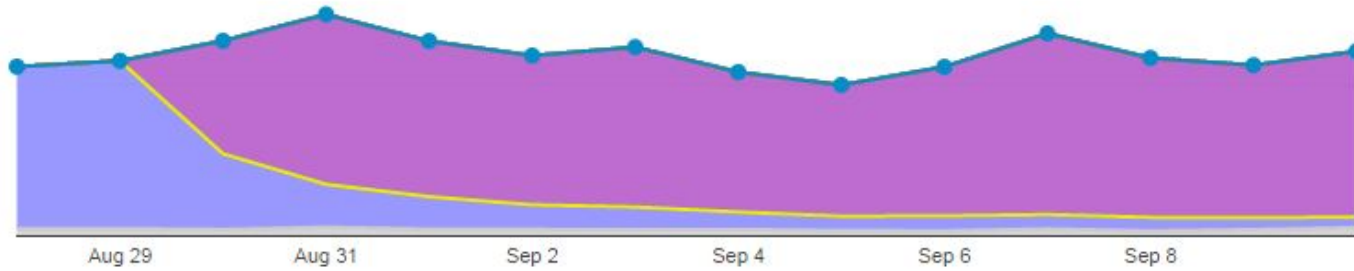
~ 1 week approval time

send critical features early (and hold release afterwards) to verify
compliance with Apple's guidelines

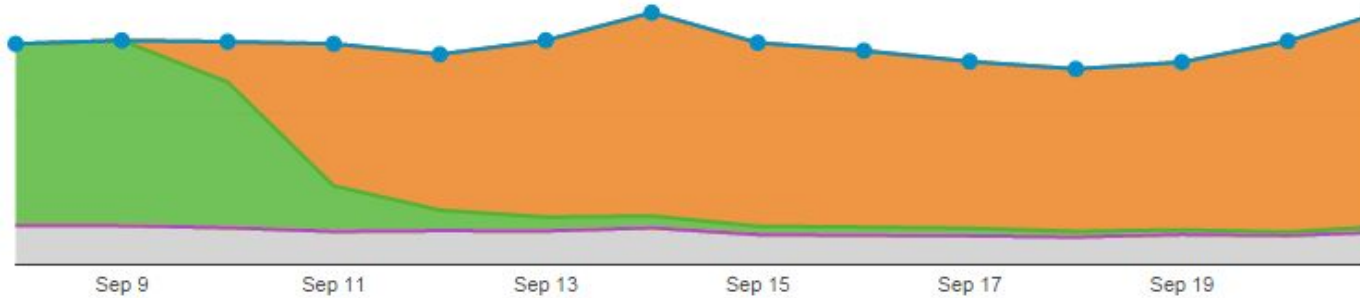
Expedit release can help when an event is coming up

Adoption rates - Stylight App

iOS



Android





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STYLIGHT.COM

