

		Style Tag	Shop Style	Poshmark	Threadflip	Pinterest	Polyvore	Rent the Runway	Nordstrom	Banana Republic
	GUI (Visual Design)	Image-based mosaic, large images	Very busy! Too much text	brown colors are not appealing, very 'field' driven	iOS7 feel but has too many icons	Split screen vert & horizontal scrolling	Clean, modern, updated look with multi-scrolling L/R	clean iOS7	great images, video white space scrolling up and to the side and videos	nice graphics poor design
	Delight	Plus sign for more menu features	none	none	menu that pops up	Good content	Collage Boards are wonderful!	swipe for different views of product		
	Search	Search via hash tags	search is on the top of home screen	difficult to find	difficult to find	Search in bottom bar easy to find and use and allows you to search by category. Search seems to be a more important/highlighted feature	Easy to find and use search (top bar). Basic search engaging graphics of put together looks. Would be nice if it scrolled vertically. Only scrolls horizontally	search button not found, needs to be made accessible	search is in top bar and basic search	search bar across top on every page but needs search icon for familiarity
	Feed	Fast loading, image-based, crowd-sourced images	infinite scroll on home screen of brands, writings, sales, features...	is home	specific to my likes	long vertical scrolling list, feels endless. dynamic, not aligned. two columns		no feed per se, has 'what's new'	feed has 3 categories: daily scoop, instagram and videos	no true feed
	Home	feed	home and feed are the same	all items for sale in a scrollable list	is profile	goes back to feed, home button	goes to featured groupings in "trends", no home button	home goes back to general fashion categories. home button is hidden in side menu	no "home button" goes to "shop" feed	home is rotating carousel of sale items
	Ease of use	Very easy menus appear for navigation	click on images to get infinitely more items at a similar price point	menu at bottom helps navigation	too many features	quick scrolling, easy to use	easy, clear menu items	easy to navigate	very easy and fun	old list form, easy but not very exciting
	Learnability	small type is a bit hard to see icons, they are subtle but blend with the app	pop-up menus make the app learnable almost too many features	easy to use but lots of text	menu that pops up, makes it easy	icons are simple, repeatable process	each category is set up in the same style. Easy to learn but not distinguishable	consistent, repeatable format	menu bar at bottom allows for quick learn	consistent
	Flow	Featured, Popular, New	each screen has a type of navigation system, not super efficient	static and not very exciting	static feel	Very repeatable process for pinning	logical flows with easy to find buttons	easy to navigate	flows have many steps	very static, boring and listy
	Features	Tags on the image view give the shopper similar items to buy	Alerts- you can set an alert to designers, brands etc that you like	camera to take images of clothing	pop-up menu	pop-up screens after pinning, allow to explore more	shop feature is great but no specific organization or categories	notes and details-product specs, can be one button or at bottom of image	videos	barebones features, nice zoom feature on product
	Marketing	Branding is good across the platform with the tag symbol found everywhere	I probably wouldn't remember the name of this app because it is only found in the on-boarding screen	no real consistent branding	salmon color, hearts...	Clickable links to websites	all resources available on products	Marketing for free shipping under head logo. what's new is under menu not easy to find	Marketing free shipping under main logo. excellent, consistent feed	Lots of marketing. focused on home sale items. looks mismatched
	Interactions	I would prefer the mosaic to be only on one page and parallax on the others	very static	very simple navigation and static screens	pop-up menu	standard static views. Bottom bar disappears when scroll down, show when scroll back up. Interesting to see user research about this interaction	amazing collage features and undo options. Parallax of image and details. When click on an item, brings up similar items. Had a heart option	great interaction when viewing items: front/back, sides	scrolling up and to the side and videos	not up to date

	Color	image-based with white pop up screens at the bottom	professional images	brown/burgandy not appealing at all	salmon is memorable	white space	Black Startup screen, white space screens	pink	grey	white
	Share	small circle image at top right. Pops up to colorful share screen	not easily found	difficult to find	difficult to find	Paper airplane for share button. Sends "pin"	option to publish in menu in top right of collage. iPhone share icon on detailed product page. Share options: fbook, pinterest, reading list, email	confusing icon looks like comments. Only shares via message or email	is on menu bar at top of mobile app on detailed product page and difficult to find	hard to find. no share button
	Conversion	hash tags probably help the conversion with real crowd-sourced images	unclear	probable decent conversion as the prices are low	unclear	can go direct to website but no direct buy	Easy to view item, see price and purchase	reserve button/add to bag should be one step: buy now	links to products go to mobile web app (mobile or web?)	shopping bag always in menu bar
	Settings	Not easily found	not easily found	difficult to find	difficult to find	difficult to find	difficult to find	difficult to find	n/a	n/a
	Innovations	Need swipe to the left on image views	very static	none	pop-up menu	boards	collages	none	none	none
	Call to Action	hash tag search	search by type: m, w, kids, home	searching others clothing	shopping, browsing	exploration	shopping, exploration	search dresses	browse	shop