Sugarwish

Case Study

UX/UI Enthusiast
Anita Prosheva

Tools

PROJECT BRIEF

Project Timeline

3 Weeks

The Product

Revaloge of an existing web site for online ordering

The research methods that were used in the making of this project were survey, user interviews, competitive analysis, user personas, user journey, user flow, information architecture.

The goal

Redesign an existing web page for online ordering, as to reduce the number of steps it takes for customers users to complete the order and come back to order again.

Team

Anita Prosheva - Me
Simona Tundzova
Elena Bezhanishvili

My Contribution

UX Research
User Flow
Wireframes
Usability testing
Wireframing
Prototyping
Final presentation

Problem statement

Sugarwish is an existing web site for online ordering of gifts. They noticed that the drop rate of the site gets higher and users don't complete their orders. The choosing of the product is complicated, there are too many steps and too many information that customers need to process.
So we worked on ideas to make the user flow simple and add more filters to show the difference between availability on the product, and payment pathods.

THE DESIGN PROCESS

How can we get the users to stay on the site and complete their order?

We started with a fast brief from the client, letting us know their wants and needs.

"We need to reduce the drop rate ..."

"When need to keep the users on the site and to complete their orders."

"We want to make the users happy with their experience on our site and have them come back to order again..."

COMPETITIVE ANALYSIS

Competitor analysis	Competitor's goal						
Competitors	Financial Services						
	Competitor logo	Location	Price	Quality	Customer Service	Product selection	Delivery
Uberpurple	$$$$	[illegible]	[illegible]	[illegible]	[illegible]	Extensive selection	Offers contactless delivery, [illegible]
Thoughtfulness	$$$$	[illegible]	[illegible]	[illegible]	[illegible]	Extensive selection	Offers contactless delivery, [illegible]
Bouqs	$$$$	[illegible]	[illegible]	[illegible]	[illegible]	Extensive selection	Offers contactless delivery, [illegible]
Competitors	Food Services						
	Competitor logo	Location	Price	Quality	Customer Service	Product selection	Delivery
Uberpurple	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Thoughtfulness	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Bouqs	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

PERSONAS

Based on the interview and the survey, we created personas. They are fictional characters that would help us build the user flow of the site and its components.
We created 2 personas. Primary and secondary .

Primary

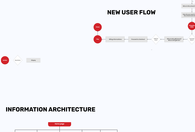
Secondary

USER JOURNEY

Taking the personas as built based on the users, we put together user journey maps for the personas, displaying how they would go thru the ordering process. This demonstrates the behaviour, functionality and the key tasks a user might perform. By analyzing and understanding the flow of various tasks a user might undertake, we could start to think about what sort of content and functionalities to include in the design of the site, as well as think about what kind of user interface the user will need to improve their user experience.

USER FLOW

For the creation of the user flow, we decided to create the existing user flow, then create the new user flow and acknowledge the differences.



INFORMATION ARCHITECTURE

USABILITY TESTING

USABILITY TESTING FOR THE EXISTING FLOW

USABILITY TESTING FOR THE REDESIGNED FLOW

WIREFRAMES

Low-fidelity wireframes act as the initial blueprints for web pages and app screens. They help your stakeholders and clients see the layout of the product without distracting them with excluding any specific details like colours, fonts, logos, and exact sizing - all of which can be added later .

MOCKUPS

CONCLUSION

Based on the research, personas were created, which led to creating their user journey.
After finishing the process for the research and personas, we focused on creating the low-fidelity wireframes and then moving to the mid-fidelity wireframes and the final UI design.
Based on this design, the users can have an interaction with the site, the drop rate will go down and more completed orders will be the new high.

Sugarwish