

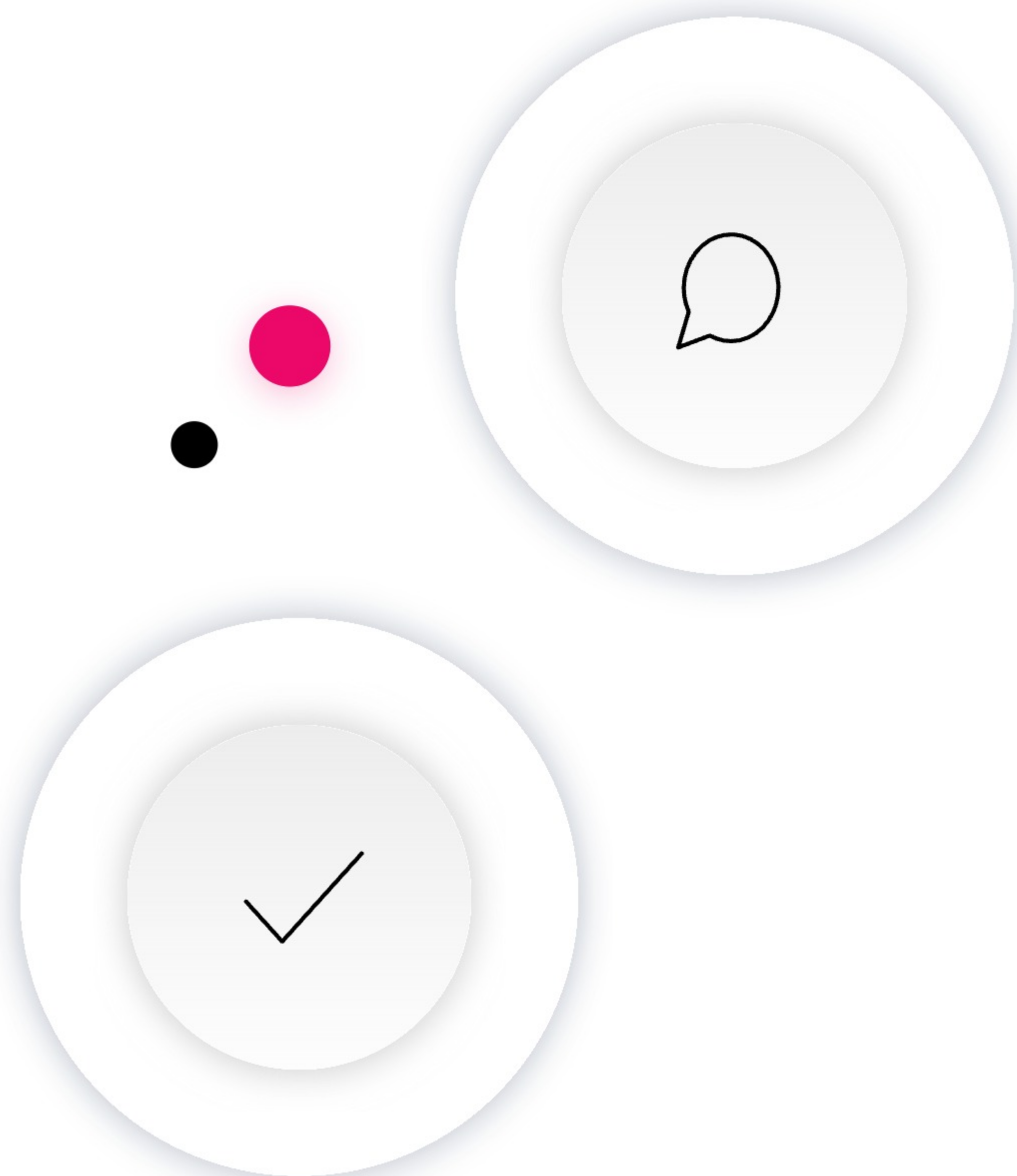
Free delivery program

Increasing Conversions and User Satisfaction
with new functionalities for ecommerce.

UX/UI

PROJECT MANAGEMENT





Get on the top with your marketplace.

Currently, delivery conditions are one of the main factors influencing purchasing decisions. This is why cost and time delivery are of key values for all marketplaces.

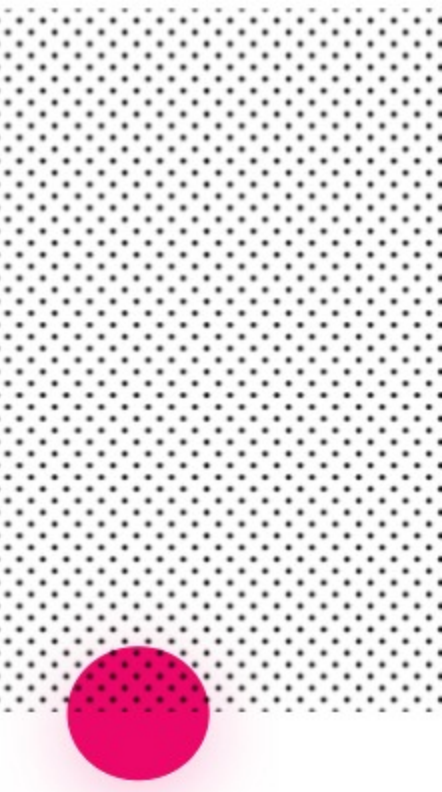
The project covers a wide range of activities related to the subject of delivery, both for sellers and buyers. Among them, the following should be highlighted: own delivery methods, free shipping for buyers, shipment management panel, integration with carriers and global marketing.

Project goals.

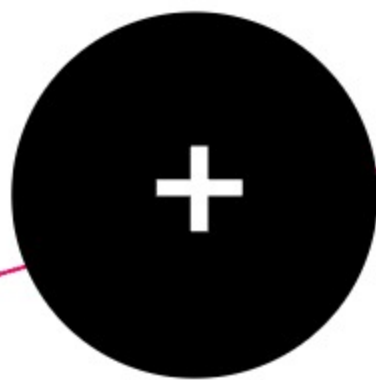
- Design convenient solutions for sellers, that will distinguish the company from the competition.
- Increase sales volume as a result of better / quicker / cheaper delivery.
- Strengthen the ability to correctly display the orders' statuses.

Challenges we've faced with.

- Understanding how in real-life logistics services work.
- Proper integration with selected couriers.
- Rethinking the registration process for sellers and creating onboarding.
- Analyzing all possible customer journeys and creating advertisements on every key step.



**My scope
of work.**



development support
project management
after MVP



Research

competitor analysis
desk research
interviews



UX Design

user personas
information architecture
user flows



UI Design

brand creation
visual design



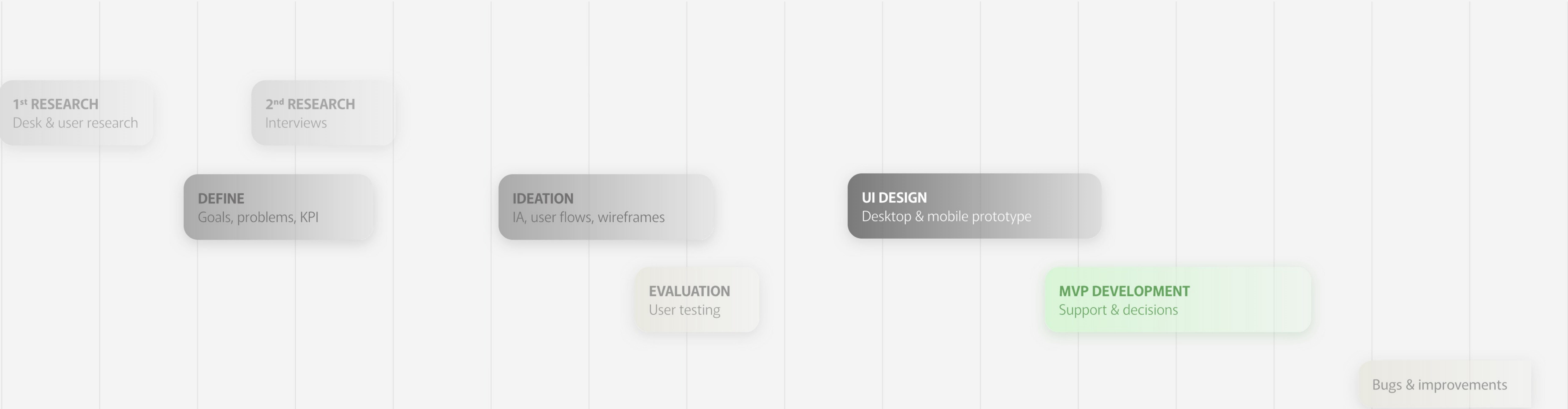
Prototype testing

usability testing on
selected user flows



Projects timeline.

The business wants to launch the product **ASAP**.
This meant we needed to cut corners where we could, while still taking care of high quality and usability.



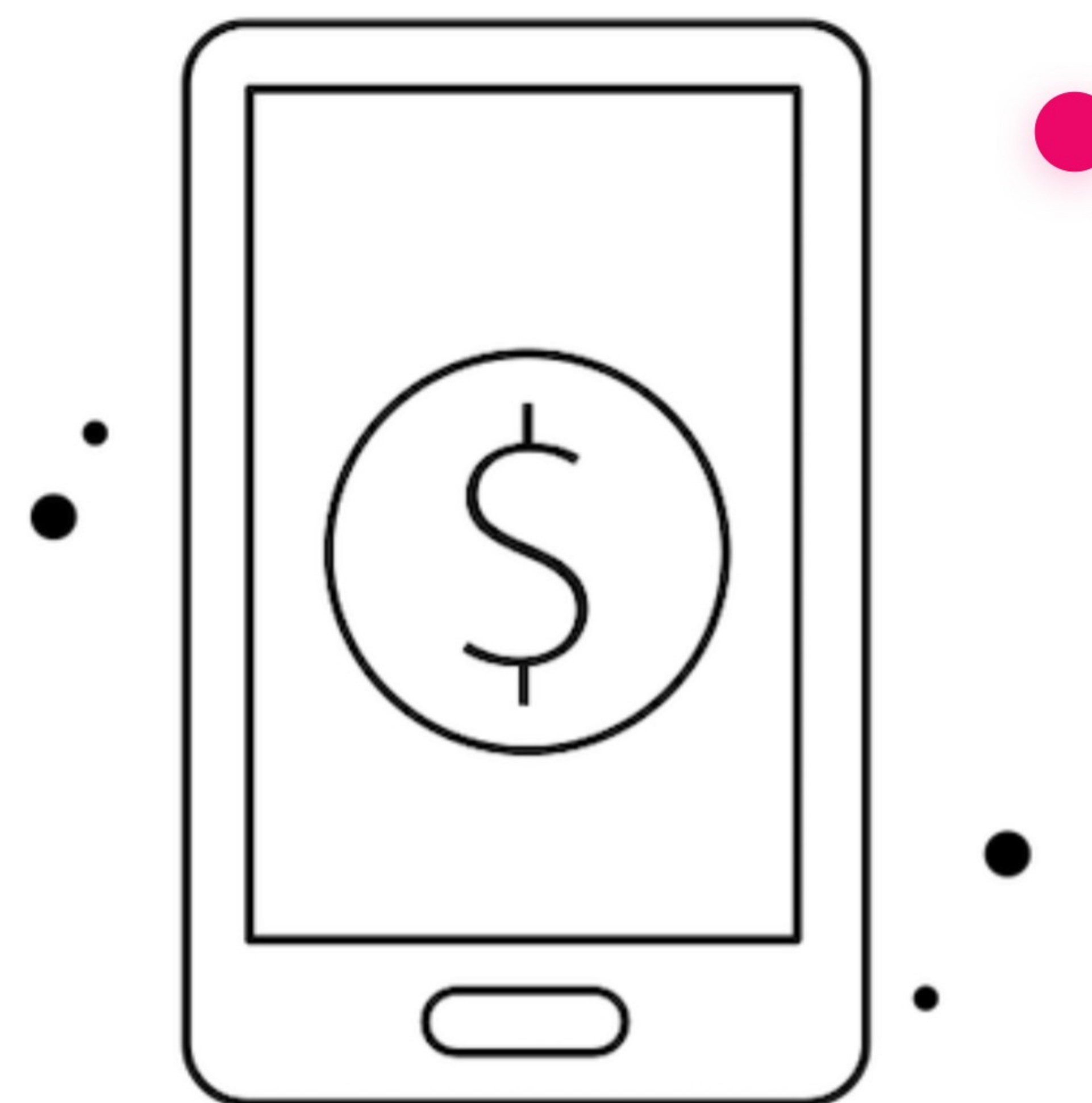
56%

of respondents indicated

lower delivery costs

as a factor prompting more frequent online shopping.

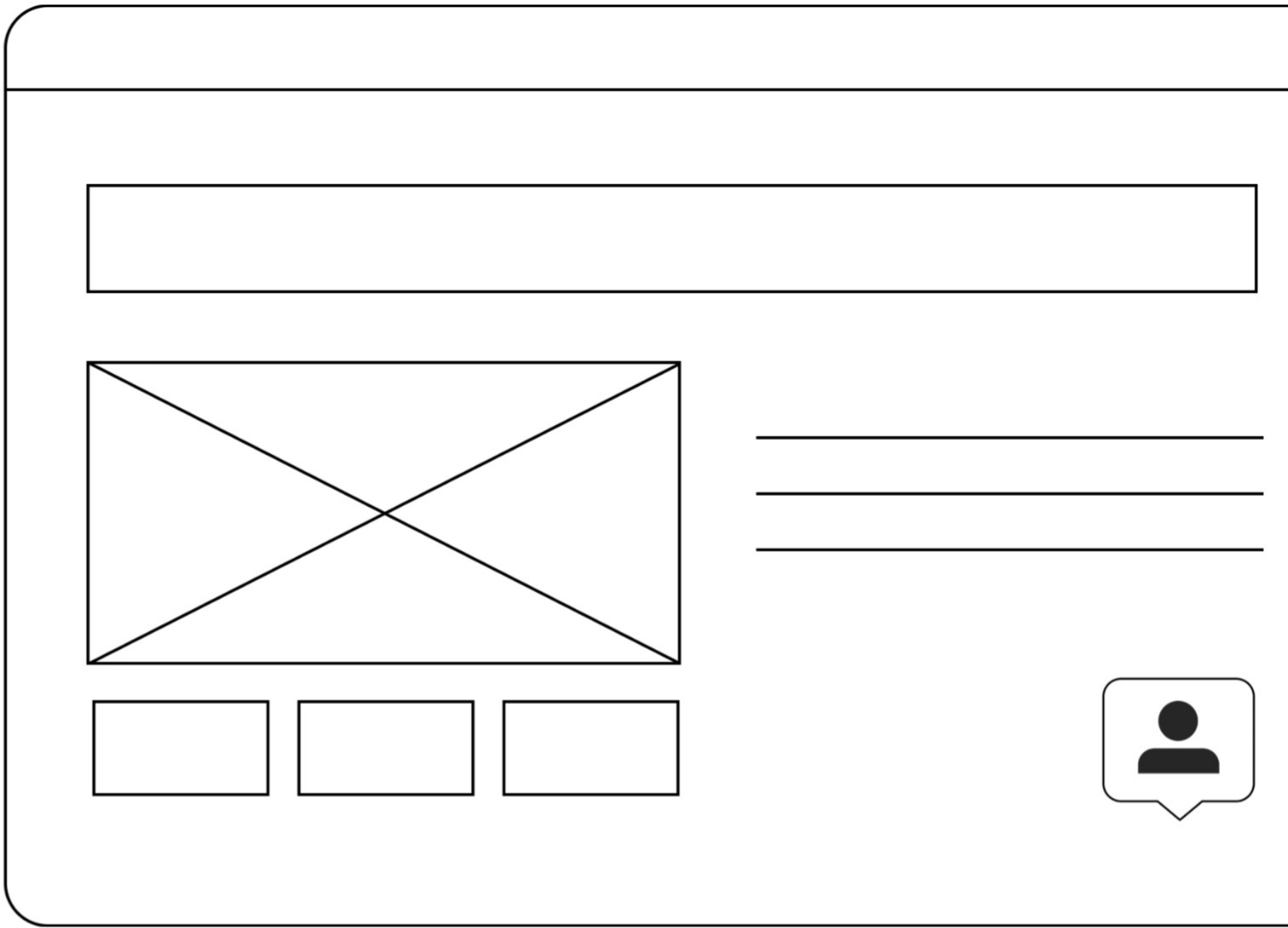
Source: Gemius, E-commerce w Polsce 2021



Seller

Seller dashboard.

- Delivery settings
- Free shipping option
- Order management panel
- Status mapping
- Billing & invoices
- Mkt campaign



Main features.



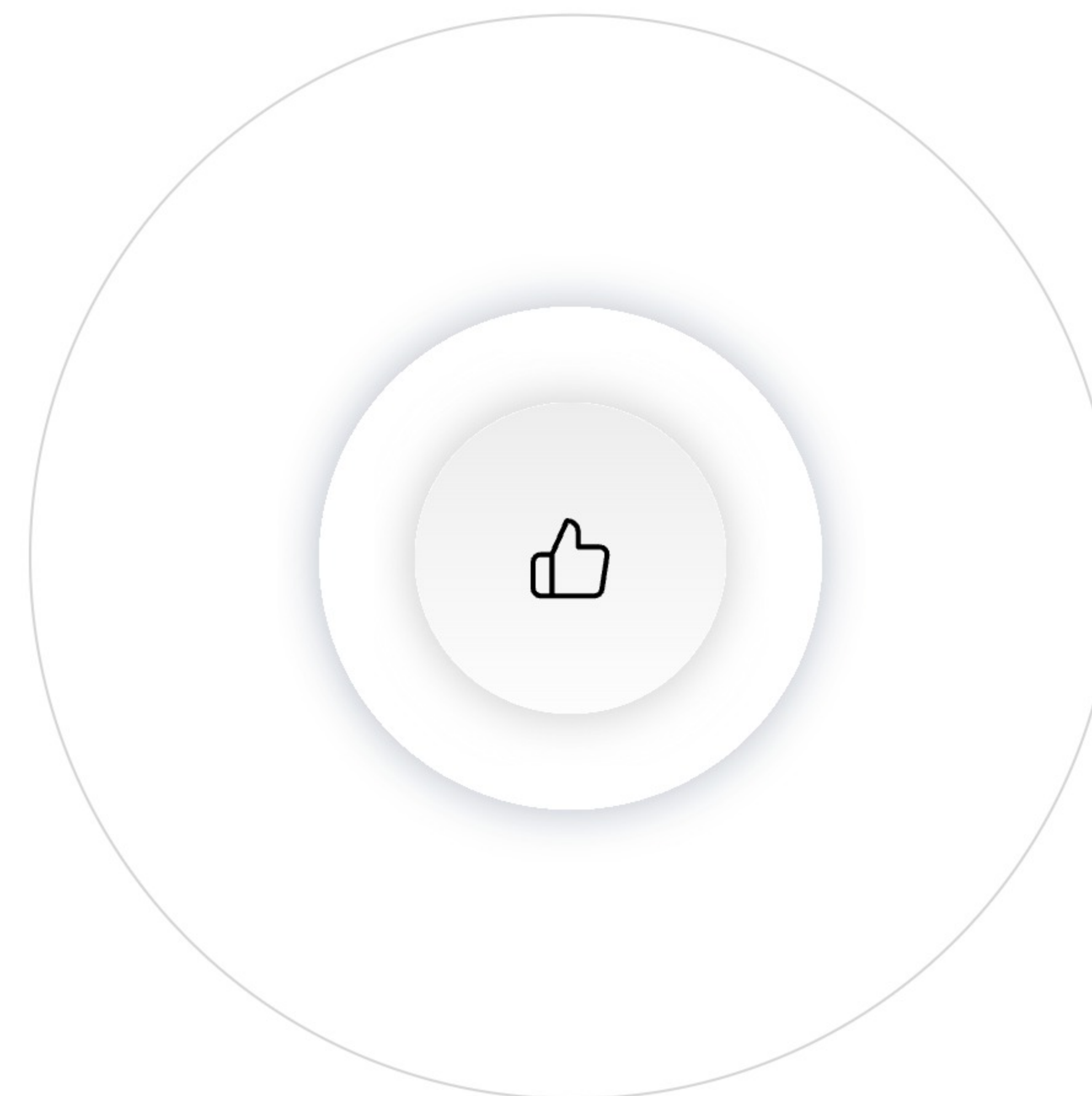
Simple configuration

The seller selects the methods for his price lists and decides for which products he enables free shipping.



Quick shipment

The seller makes various settings that are automatically filled up when sending the shipment.



Easy tracking

Statuses are automatically updated so that the buyer can track the shipment.



Massive actions

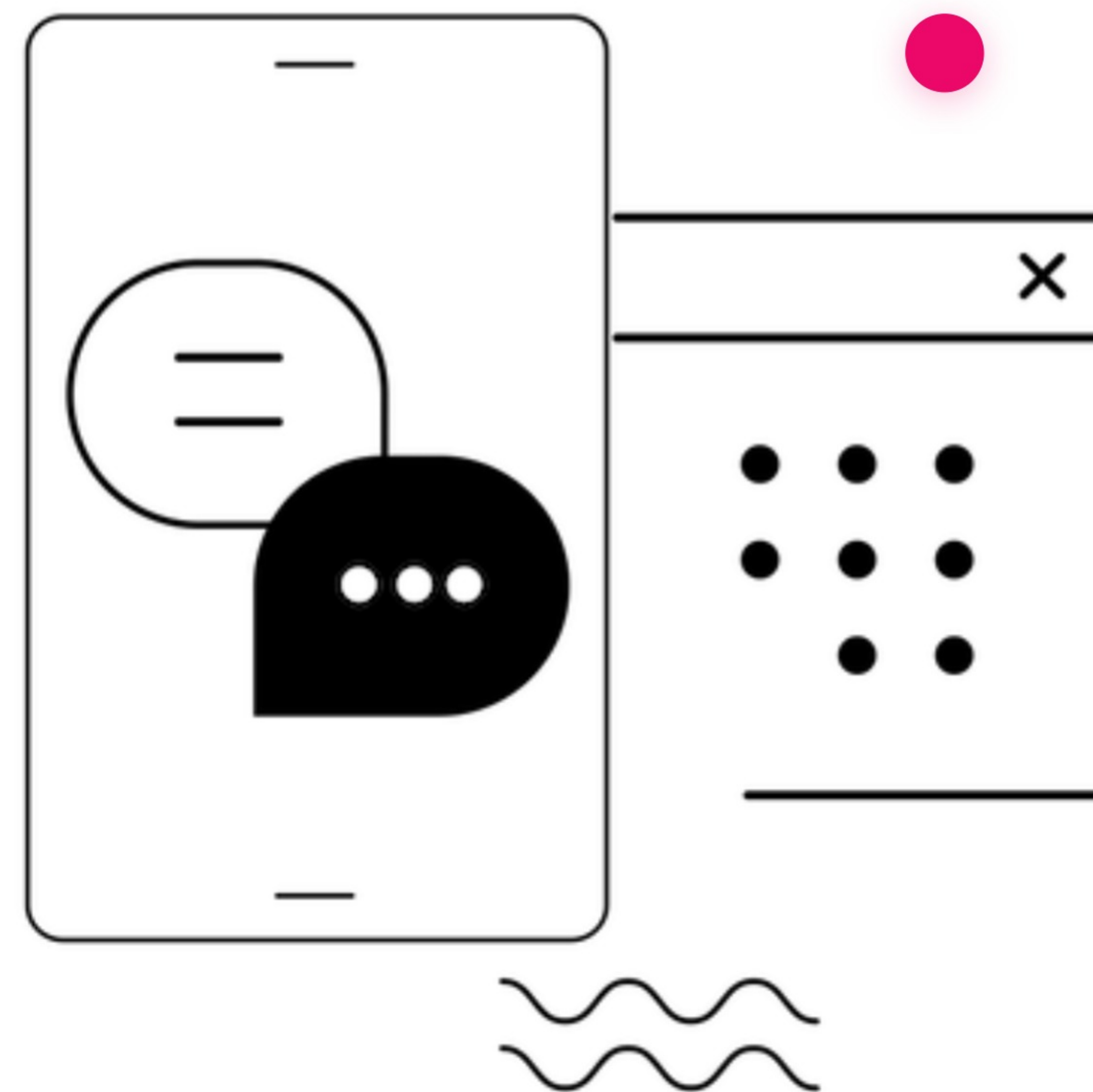
Possibility of sending many parcels at the same time and ordering a courier's drive.



88%

of respondents indicated
free delivery
as an incentive to buy product.

Source: Gemius, E-commerce w Polsce 2021



Buyer

Key functions.

Product badge

Simple filtering & search

Product card & shopping cart

Subscription

Mkt campaign

Order lists & statuses





77%

of internet users have made online purchases at least once.

Source: Gemius, E-commerce w Polsce 2021

Marketing
plans.



Website

placements
popup windows



TV channels

popular TV channel



Social media

Fb, IG etc.



Ambassador

well-known actor

Thank You

