

# Upselling

subscription program in the checkout



# About the project

## **Challenge**

Users are navigating the site without recognising the value of the subscription program.  
The current presentation fails to communicate the extensive benefits, leaving users uninformed about potential savings.

## **Objective**

Optimize the subscription funnel by integrating a seamless purchase option directly within the shopping basket.  
This involves clarifying the multi-faceted benefits—including service discounts, reduced delivery costs, and exclusive product offers at the moment of highest purchase intent.

## **Project goal**

To significantly increase subscription conversion rates while maintaining a positive user experience throughout the checkout flow.

# About company

This case study focuses on the design process and problem-solving approach. Specific metrics and branding have been modified to protect client confidentiality.

**This is a project for Media Expert , top e-commerce company in Poland.**

**Some financial data about Media Expert:**

- Total Company Revenue: \$5.989M
- Net profit: \$197.1M
- Online Sales Revenue: \$2.4B

**Check website**

# My role

## Strategy & Planning

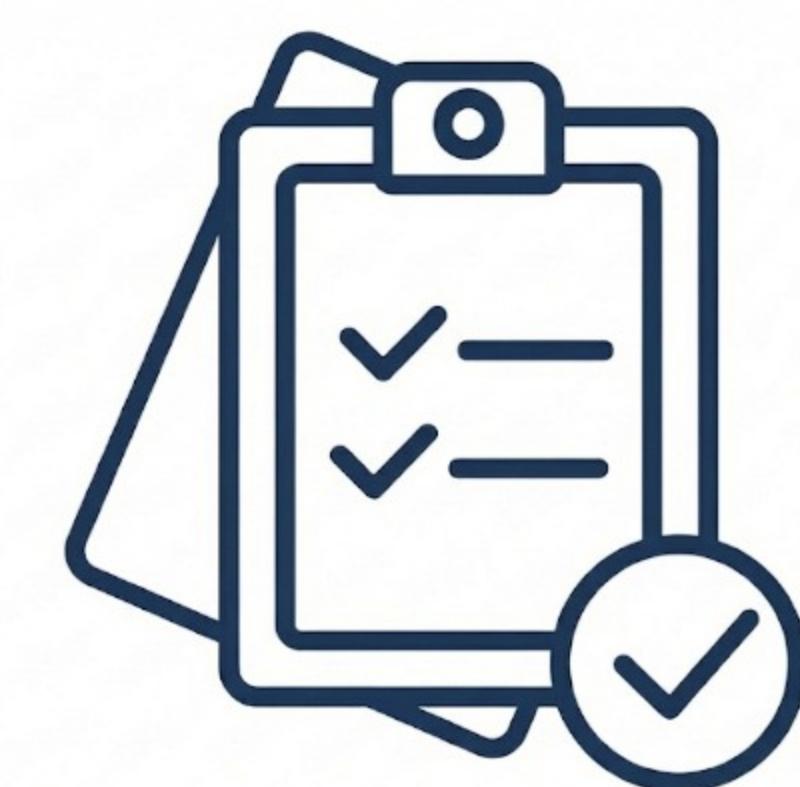
- Translating business goals into comprehensive PRDs and Project Cards in Confluence.
- Estimating timelines, resource allocation, and defining critical paths for delivery.
- Consulting with Business Owners and Legal Teams to ensure feasibility and compliance from the first day.

## Design & Leadership

- Preparing mockups (low-fi, hi-fi). Managing the design backlog, delegating tasks to UX/UI team members, and conducting expert audits.
- Leading showcases and presenting high-fidelity prototypes to the Board of Directors.
- Cross-Functional Management, facilitating kick-offs and bridging the gap between Design, Business, and Development in Jira.

## Delivery & Optimization

- Data-Driven Execution - establishing success metrics (KPIs) prior to launch.
- Providing active guidance during development (QA/Review) to ensure design integrity.
- Monitoring live performance metrics to inform future updates and optimisations.



# Case study

**The case study has been divided into two parts.**

## **Part 1**

Information about the commercial project I took part in.

## **Part 2**

Selected parts of the project for the fictional company, prepared for the portfolio.



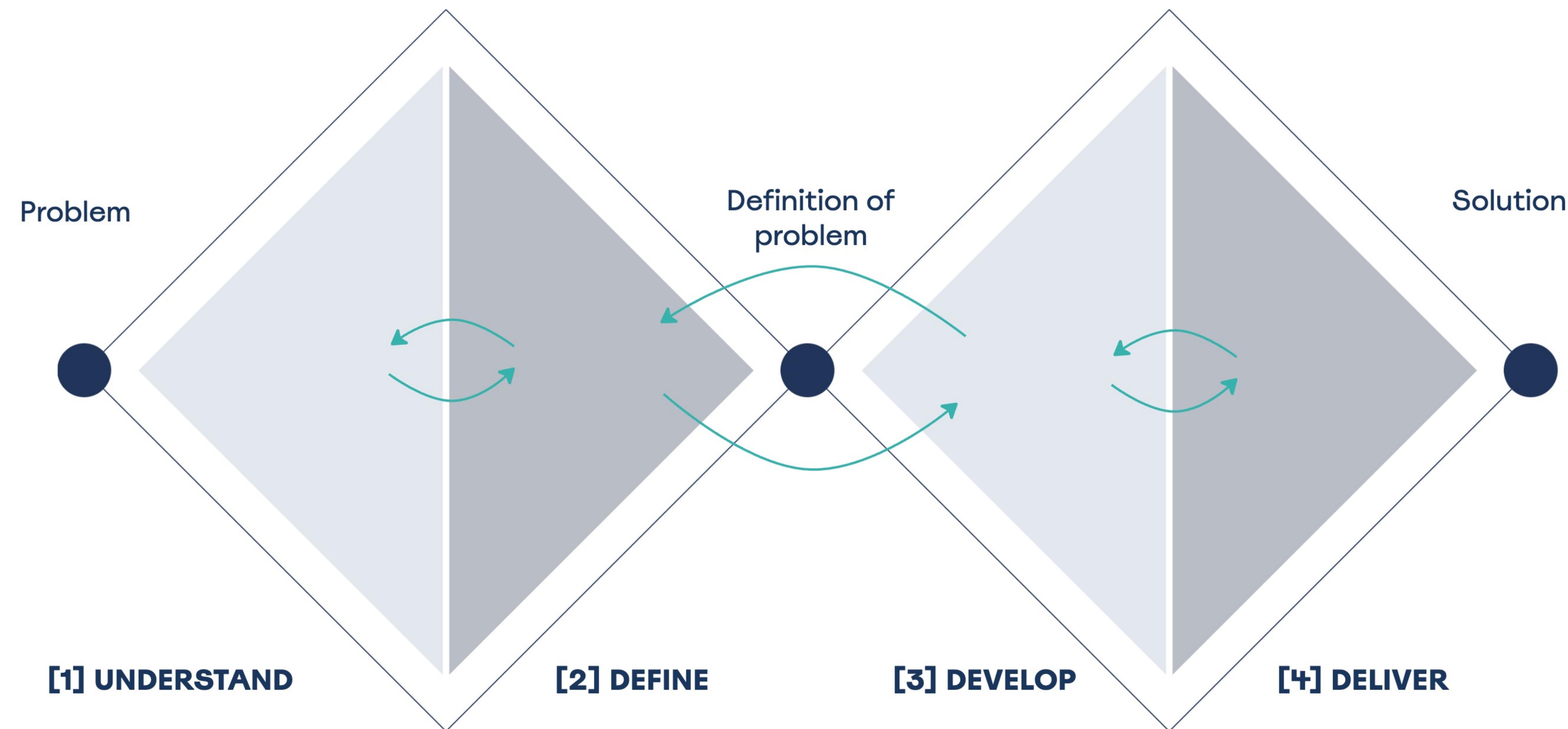
# Case study

Part 1



# Project process

The project has been realized based on the methodology **Double Diamond Process**.



Discover  
& Define



# Business perspective

## Defining the strategy

Working closely with the business team, I established the project roadmap and prioritised key deliverables.

## Core Business Objective

To enhance the usability of the subscription upsell flow by enabling users to purchase the package directly within the cart, eliminating the need to leave the checkout process.

## Key Benefits

- Higher Conversion Rates achieved through a simplified flow and transparent discount messaging.
- Improved program visibility for new users.
- Strengthening long-term user engagement and loyalty (Customer Retention).
- Increasing the ratio of subscribed users versus non-subscribed customers.

# User perspective

## User Needs Definition

I developed personas to map out user goals and benefits, ensuring alignment with customer expectations. These insights were reviewed and confirmed by the Business Owner.

## Core User Objective

"I want to discover the value of the subscription program and add it to my cart effortlessly, ensuring I get instant access to discounts."

## Key User Benefits

- Clear presentation of subscription perks.
- Ability to see the exact discount amount for products and services before purchase (real-time savings).
- A fast and simple in-cart purchasing process that does not disrupt the checkout flow.

# UX metrics

Establishing KPI metrics, which help verify business goals and value the usability of the process.

	Metric	Description	Goal	Frequency	Tool
1	Package Adoption Rate	The package is attractive to new users. Percentage of customers who have purchased the package. Comparison of the number of active subscriptions. Number of package purchases over time. Saturation — subscription purchases. Comparison of the popularity of possible subscription purchase paths.	Increase	Every 1-2 months	Google Analytics
2	Service Discount Promo Performance	How often do users purchase a package added from the service discount promo drawer and a discounted service in a single transaction.	Increase	Every 1-2 months	Google Analytics
3	Product Discount Promo Performance	How often do users purchase a package added from the service discount promo drawer and a discounted product in a single transaction.	Increase	Every 1-2 months	Google Analytics
4	Delivery Discount Promo Performance	How often do users purchase a package added from the service discount promo drawer and discounted delivery in a single transaction.	Increase Observation	Every 1-2 months	Google Analytics
5	Abandonment Rate	1. Percentage of users who ultimately purchase the package. 2. At which stage users abandon the purchase.	Increase Observation	Every 1-2 months	Google Analytics Hotjar
6	Subscription Inquiry Frequency	Satisfying information needs. 1. Number of inquiries to the Hotline.	Decrease	Once per quarter	Dane wewnętrzne
7	Subscriber Activity Rate	Customer Loyalty 1. Comparison of the percentage of customers with an active subscription who placed an order vs. customers without a subscription, over time. 2. Comparison of the number of sessions per user for subscribers vs. non-subscribers.	Decrease	Every 1-2 months	Google Analytics

# Research & Discovery

## Audit of the existing solution

- Audited the current website solution to understand the baseline experience.
- Mapped the current user flows to identify bottlenecks in the subscription purchase path.
- Diagnosed User Pain Points to understand why users weren't converting.
- Validated the Value Proposition to determine which program benefits drive the most user engagement.

## Tools & Methods

- Data Analytics.
- Hotjar - heatmaps and recordings.
- Usability testing.



# Benchmarking

10 companies from the e-commerce market.

## Analysis criteria

- Information about the subscription.
- Delivery - benefits.
- Returns - benefits.
- Discount on the products.
- Payment and customer service - benefits.
- Partners and other benefits.

In case of several version of the subscription program,  
I've chosen the most expensive one.



empik

bol.



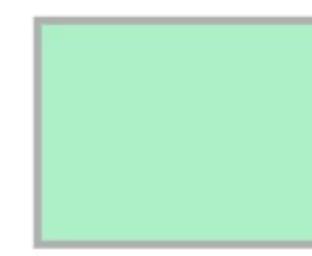
allegro

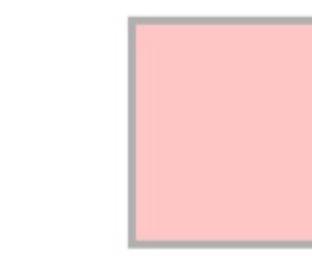


eRLI

amazon

# Benchmarking - comparison table

 → available

 → not available

 → not applicable

Benefits	POLISH MARKET						FOREIGN MARKET			
	mediaexpert	allegro	amazon	empik	eRLI	morele	ao	BEST BUY	bol.	Walmart
• Delivery discounts										
Free returns										
Extended return period										
Online deals										
Seasonal online product discounts										
In-store discounts										
Payment benefits										
Customer service benefits										
Cultural event discounts										
VOD platform discounts										
Other discounts										
Number of benefits	6/11	6/11	5/11	10/11	1/11	3/11	5/11	7/11	4/11	7/11

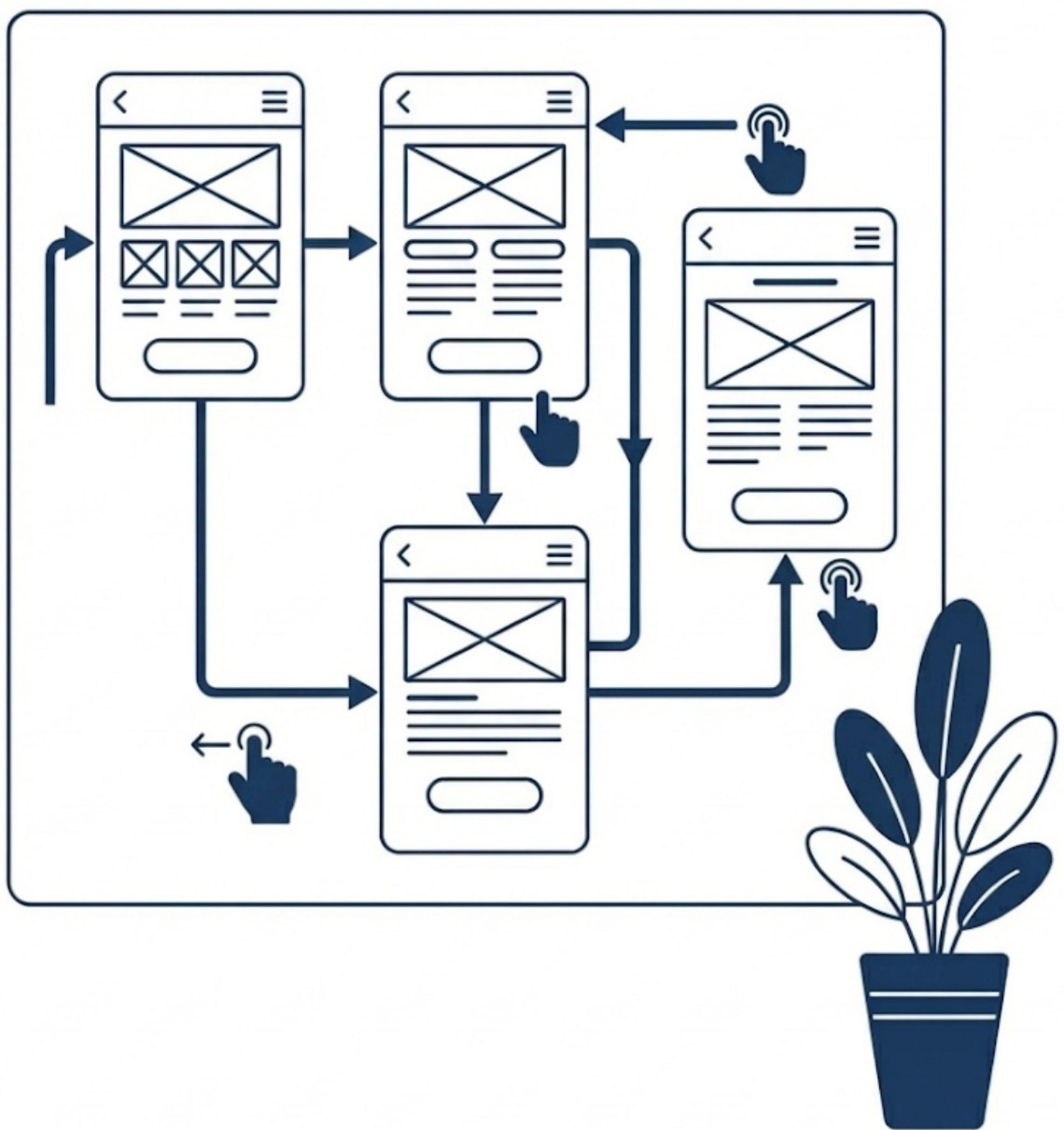
# Develop



# User flow

## User Flow & Purchase Path Analysis

- Detailed analysis of the existing user purchase path to understand the full context of the buying process and identify optimal moments for upselling the subscription package.
- Identification of specific touch points within the purchase path where placing the subscription offer would be most effective in terms of conversion and user experience.



# Wireframes

## Wireframe development

- Preparation of wireframes for all areas of the website requiring modification.
- Lo-fi sketches allowed for a rapid presentation of the solution concept without focusing on visual details.

## Approval process

- Confirmation with the Business Owner – initial acceptance of the solution's direction and verification of alignment with business goals.
- Legal Department Consultation – verification of the offer's messaging for compliance with applicable laws and regulations.
- Business Presentation and final approval – presentation of the solution to key stakeholders to obtain final sign-off before proceeding to the next project stages.

# Hi-fi mockups & Prototyping

## Development of detailed hi-fi mockups & prototypes

- Preparation of mockups in collaboration with a UI Designer. Collaborating on the visual design ensured consistency with the Design System and optimised the visual layer for User Experience.
- Based on the Hi-Fi mockups, I created interactive prototypes which allowed for the simulation of the full user flow and verification of the solution's functionality prior to implementation.

## User Testing

The prototypes underwent usability testing with real users. The research allowed us to:

- validate the clarity of the subscription package offer messaging,
- identify potential friction points in the purchasing process,
- gather feedback regarding the overall user experience.

Based on the test results, I implemented minor improvements to the solution and prepared the final mockups ready for handoff to the development team.

# Deliver



# Development

## Preparation for development

- Prior to implementation, I prepared detailed project documentation by creating a project page in Confluence and outlining specific tickets/issues in Jira, complete with detailed scenarios.
- I facilitated a planning session with the Development Team, Product Manager, Business Analysts, and QA team, during which we defined the optimal implementation strategy.

## Project Iterations

- The project was divided into three rollout phases based on a value-driven approach:
- QW (Quick Wins) – rapid deployment of key features delivering immediate value.
- MVP 1 – the initial Minimum Viable Product featuring core functionality.
- MVP 2 – an extended MVP with additional features and improvements.

This approach allowed for the rapid delivery of business value while minimising implementation risks and costs.

## Implementation Support

- During the development process, I supported the QA team by reporting bugs in a dedicated bug tracking system.
- This accelerated the testing process and ensured the high quality of the final solution.

# Post-Implementation Monitoring

Monitoring key project metrics, user behavior analysis, and the impact of changes on business goals.

## Project Results

The project was a success - KPI metrics met the targets established at the outset, validating the effectiveness of the implemented solutions and the achievement of business objectives.

## Iterative Improvements

- Ongoing enhancements based on data analysis and user behavior observation.
- Optimisation of User Experience and increased solution efficiency.
- The subscription package upsell process undergoes continuous improvement driven by analytics data and user feedback.

For example **KPI Package Adoption Rate: +25% uplift** (month over month).



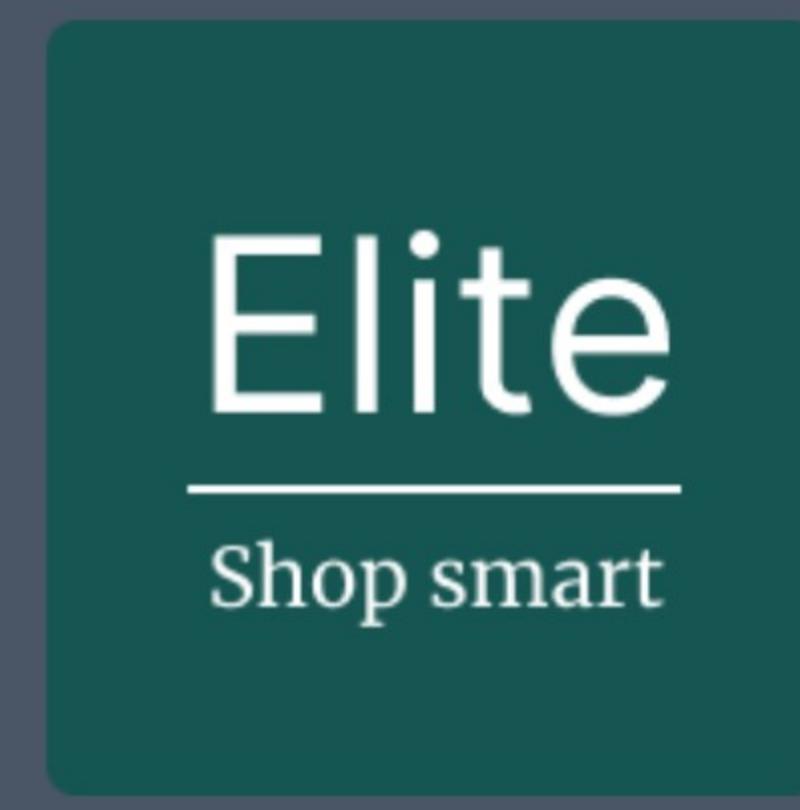
# Case study

Part 2



# Information

For the purpose of this portfolio, I prepared sample screens to illustrate the design solutions and my problem-solving approach.

Company name	Subscription program	List of benefits
Clever Commerce 	Elite 	<ul style="list-style-type: none"><li>• 50% discount on selected services</li><li>• Elite Price Deals</li><li>• Free delivery</li><li>• Priority customer support</li><li>• Early access to new products</li></ul>

# Wireframes

Before adding subscription

The wireframe illustrates a shopping cart interface with two main sections: a mobile view on the left and a desktop view on the right.

**Mobile View (Left):**

- Header: CC Clever Commerce, 000 000 000
- Section: Shopping Cart (2)
- Seller: XYZ
- Product 1: Finish Powerball Automatic Dishwasher Detergent, 2.4 KG - 140 Tabs (Image, Product code: 1234567, Available, \$24.99)
- Product 2: SAMSUNG QE55QN77F 55" QD-Mini LED 4K Mini LED 144Hz (Image, Product code: 1234537, Available, \$3,099.00)
- Add useful services section:
  - Elite [Check out and get 50% off on selected services!](#)
  - Name of the service \$299.99 or \$149.99 [Details](#) [Elite](#)
  - Name of the service \$59.99 or \$24.99 [Details](#) [Elite](#)
  - Name of the service \$40.99 [Details](#)
- Total: \$3,623.97
- Buttons: PROCEED TO CHECKOUT

**Desktop View (Right):**

- Header: cc Clever Commerce, 000 000 000
- Section: Shopping Cart (2)
- Seller: XYZ
- Product 1: Finish Powerball Automatic Dishwasher Detergent, All in 1 Ultra Powerful Clean, 2.4 KG - 140 Tabs (Image, Product code: 1234567, Available, \$24.99)
- Product 2: SAMSUNG QE55QN77F 55" QD-Mini LED 4K Mini LED 144Hz Tizen TV HDMI 2.1 Television (Image, Product code: 1234567, Available, \$3,099.00)
- Buttons: Remove all, Share cart
- Summary:
  - Product value: \$3123.99
  - Total: \$3,623.97
- Buttons: PROCEED TO CHECKOUT

**Annotations:**

- A teal callout bubble labeled "engaging subscription link" points to the "Check out and get 50% off on selected services!" button in the mobile add services section.
- A teal callout bubble labeled "promotion price with subscription" points to the discounted prices (\$149.99 Elite, \$24.99 Elite) in the mobile add services section.

# Wireframes

## Adding subscription

Clever Commerce 000 000 000

Shopping Cart (2)

Seller: XYZ

Finish Powerball Automatic Dishwasher Detergent, 2.4 KG - 140 Tabs  
PRODUCT CODE: 1234567 ● Available

Add Elite program

Elite 12-month plan \$49.99

Save on orders all year!

- ✓ 50% discount on selected services
- ✓ Elite Price Deals
- ✓ Free delivery
- ✓ Priority customer support
- ✓ Early access to new products

ADD ELITE CANCEL

Clever Commerce

Shopping Cart (2)

Seller: XYZ

Finish Powerball Automatic Dishwasher Detergent, All in 1 Ultra Powerful Clean, 2.4 KG - 140 Tabs  
PRODUCT CODE: 1234567 ● Available

SAMSUNG QE55QN77F 55" QD-Mini LED 4K Mini LED 144Hz Tizen TV HDMI 2.1 Television  
PRODUCT CODE: 1234567 ● Available

Add useful services

Elite Check out and get 50% off on selected services!

Name of the service Details \$299.99 or \$149.99 Elite

Name of the service Details \$59.99 or \$24.99 Elite

Name of the service Details \$40.99

Add Elite program

Elite 12-month plan \$49.99

Save on order all year!

- ✓ 50% discount on selected services
- ✓ Elite Price Deals
- ✓ Free delivery
- ✓ Priority customer support
- ✓ Early access to new products

CANCEL ADD ELITE

list of benefits

simple add to cart

# Wireframes

After adding subscription

CC Clever Commerce 000 000 000

Shopping Cart (3)

Seller: XYZ

Finish Powerball Automatic Dishwasher Detergent, 2.4 KG - 140 Tabs  
PRODUCT CODE: 1234567 • Available  
Remove 1 + \$24.99

SAMSUNG QE55QN77F 55" QD-Mini LED 4K Mini LED 144Hz  
PRODUCT CODE: 1234537 • Available  
Remove 1 + \$3,099.00

Add useful services  
Elite Member You are saving on services!

Name of the service \$149.99  
Details \$200.99

Name of the service \$24.99  
Details \$59.99

Name of the service \$40.99  
Details

Elite program 12-month plan  
List of benefits  
Remove \$49.99

Product value \$3123.99  
Service value \$299.99  
Elite \$49.99  
Savings with Elite -\$150.00  
Total \$3,623.97

PROCEED TO CHECKOUT

CC Clever Commerce 000 000 000

Shopping Cart (3)

Seller: XYZ

Finish Powerball Automatic Dishwasher Detergent, All in 1 Ultra Powerful Clean, 2.4 KG - 140 Tabs  
PRODUCT CODE: 1234567 • Available  
Remove 1 + \$24.99

SAMSUNG QE55QN77F 55" QD-Mini LED 4K Mini LED 144Hz Tizen TV HDMI 2.1 Television  
PRODUCT CODE: 1234567 • Available  
Remove 1 + \$3,099.00

Add useful services  
Elite Member You are saving on services!

Name of the service \$149.99  
Details \$200.99

Name of the service \$24.99  
Details \$59.99

Name of the service \$40.99  
Details

Elite program 12-month plan  
List of benefits  
Remove \$49.99

Product value \$3123.99  
Service value \$299.99  
Elite \$49.99  
Savings with Elite -\$150.00  
Total \$3,623.97

PROCEED TO CHECKOUT

**savings with subscription**

**indication as Elite Meber**

**price with subscription**

**possibility to check all benefits**

# Simple flow on mockups

The image displays three sequential mobile phone mockups illustrating a user flow through a shopping application.

**Mockup 1: Shopping Cart (Initial View)**

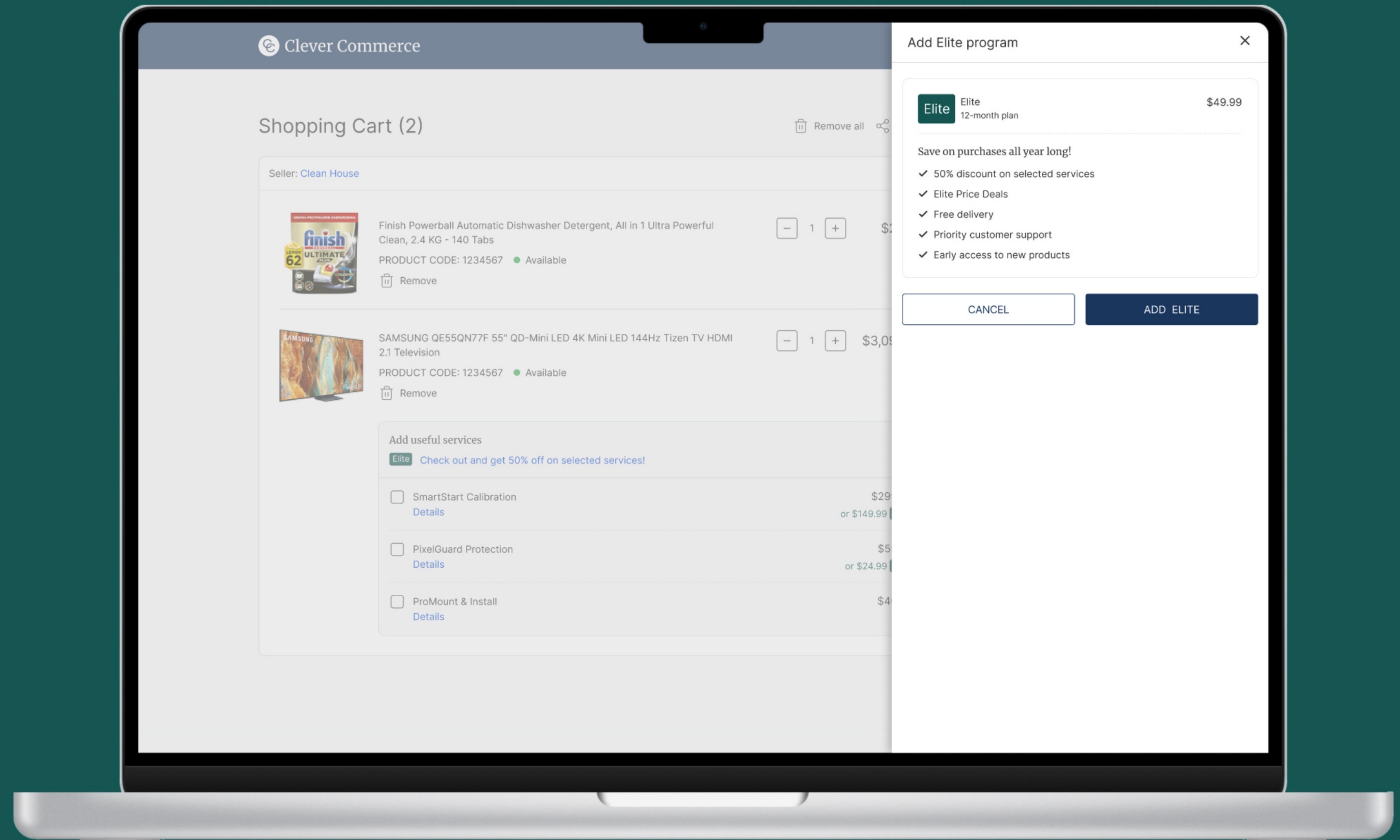
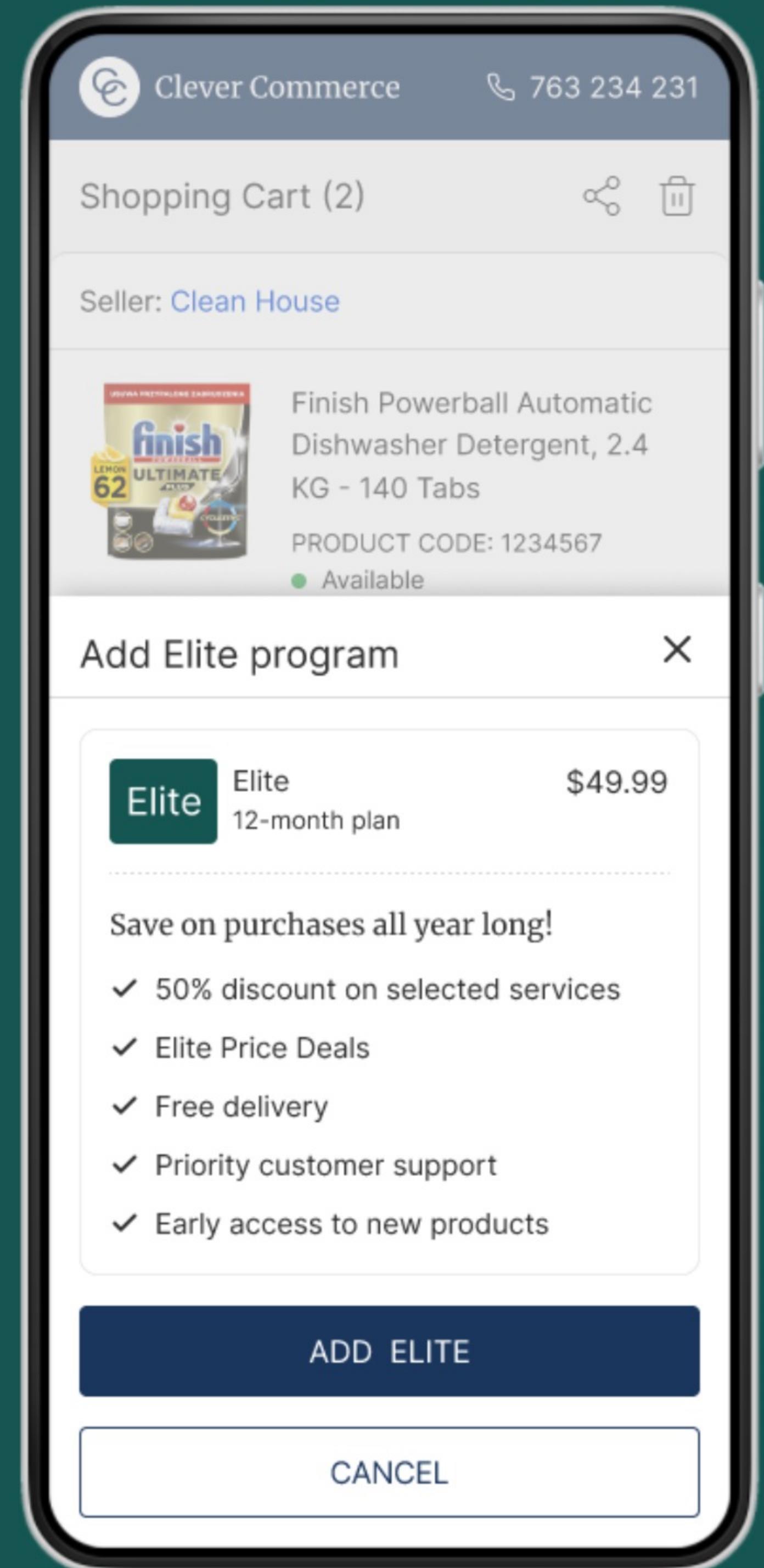
- Header:** Clever Commerce, Phone number: 763 234 231
- Title:** Shopping Cart (2)
- Seller:** Clean House
- Items:**
  - Finish Powerball Automatic Dishwasher Detergent, 2.4 KG - 140 Tabs**  
PRODUCT CODE: 1234567 • Available  
\$24.99
  - SAMSUNG QE55QN77F 55" QD-Mini LED 4K Mini LED 144Hz**  
PRODUCT CODE: 1234537 • Available  
\$3,099.00
- Add useful services:** Elite Check out and get 50% off on selected services!
  - SmartStart Calibration \$299.99 Details or \$149.99 Elite
  - PixelGuard Protection \$59.99 Details or \$24.99 Elite
  - ProMount & Install \$40.99 Details
- Total:** \$3,623.97
- Buttons:** PROCEED TO CHECKOUT

**Mockup 2: Product Detail View**

- Header:** Clever Commerce, Phone number: 763 234 231
- Product:** SAMSUNG QE55QN77F 55" QD-Mini LED 4K Mini LED 144Hz
- Details:** PRODUCT CODE: 1234537 • Available
- Actions:** Remove, Quantity: 1, Add
- Price:** \$3,099.00
- Add useful services:** Elite Check out and get 50% off on selected services!
- Buttons:** PROCEED TO CHECKOUT

**Mockup 3: Shopping Cart Summary (Final View)**

- Header:** Clever Commerce, Phone number: 763 234 231
- Title:** Shopping Cart (2)
- Seller:** Clean House
- Items:**
  - Finish Powerball Automatic Dishwasher Detergent, All in 1 Ultra Powerful Clean, 2.4 KG - 140 Tabs**  
PRODUCT CODE: 1234567 • Available  
\$24.99
  - SAMSUNG QE55QN77F 55" QD-Mini LED 4K Mini LED 144Hz Tizen TV HDMI 2.1 Television**  
PRODUCT CODE: 1234537 • Available  
\$3,099.00
- Add useful services:** Elite Check out and get 50% off on selected services!
- Product value:** \$3123.99
- Total:** \$3,623.97
- Buttons:** PROCEED TO CHECKOUT



Clever Commerce 763 234 231

Shopping Cart (3)

Seller: Clean House

 Finish Powerball Automatic Dishwasher Detergent, 2.4 KG - 140 Tabs  
PRODUCT CODE: 1234567 • Available

- 1 + \$24.99

 SAMSUNG QE55QN77F 55" QD-Mini LED 4K Mini LED 144Hz  
PRODUCT CODE: 1234537 • Available

- 1 + \$3,099.00

Add useful services

Elite Member You are saving on services!

SmartStart Calibration \$149.99  
[Details](#)

PixelGuard Protection \$24.99  
[Details](#)

ProMount & Install \$40.99  
[Details](#)

**Elite**  
Shop smart [List of benefits](#)

\$49.99

SmartStart Calibration \$149.99  
[Details](#)

PixelGuard Protection \$24.99  
[Details](#)

ProMount & Install \$40.99  
[Details](#)

Total \$3,623.97

**PROCEED TO CHECKOUT**

Clever Commerce 763 234 231

Add useful services

Elite Member You are saving on services!

SmartStart Calibration \$149.99  
[Details](#)

PixelGuard Protection \$24.99  
[Details](#)

ProMount & Install \$40.99  
[Details](#)

**Elite**  
Shop smart [List of benefits](#)

\$49.99

SmartStart Calibration \$149.99  
[Details](#)

PixelGuard Protection \$24.99  
[Details](#)

ProMount & Install \$40.99  
[Details](#)

Total \$3,623.97

**PROCEED TO CHECKOUT**

Clever Commerce 763 234 231

Shopping Cart (2)

Seller: Clean House

 Finish Powerball Automatic Dishwasher Detergent, All in 1 Ultra Powerful Clean, 2.4 KG - 140 Tabs  
PRODUCT CODE: 1234567 • Available

- 1 + \$24.99

 SAMSUNG QE55QN77F 55" QD-Mini LED 4K Mini LED 144Hz Tizen TV HDMI 2.1 Television  
PRODUCT CODE: 1234567 • Available

- 1 + \$3,099.00

Add useful services

Elite Member You are saving on services!

SmartStart Calibration \$149.99  
[Details](#)

PixelGuard Protection \$24.99  
[Details](#)

ProMount & Install \$40.99  
[Details](#)

**Elite**  
Shop smart [List of benefits](#)

\$49.99

SmartStart Calibration \$149.99  
[Details](#)

PixelGuard Protection \$24.99  
[Details](#)

ProMount & Install \$40.99  
[Details](#)

Total \$3,623.97

**PROCEED TO CHECKOUT**

Thank  
You!

