Introduction

Collecting data is an important step in designing user-centered landing pages for e-commerce websites. By collecting data through usability tests and research I gained valuable insights into user preferences and behaviors. I will be able to make design decisions that align with user needs.

## Case Study 1: Macmerise E-Commerce Website Redesign

Brief

Udit Shakya analyzed and redesigned the Macmerise e-commerce website to improve user experience and usability issues. Macmerise is an e-commerce website where you can buy movie-themed mobile back covers and cases, MacBook skins, headphones, phone chargers, etc.
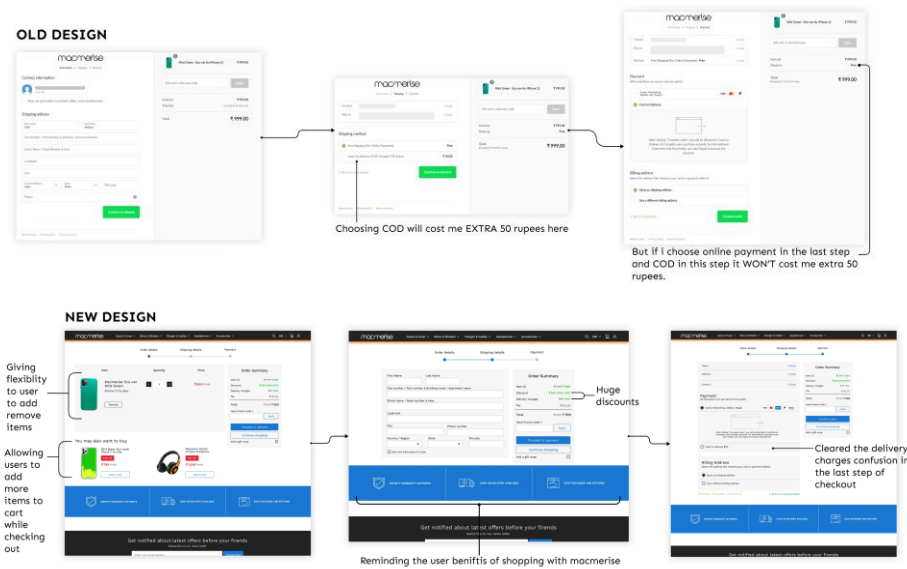
Identified Issues

Shakya identified some points of improvement through research and testing.

- The landing page failed to inform the users about the products available
- The check process was itself confusing as well as what was being charged
- The navigation was unclear which left users struggling to find products

Outcome
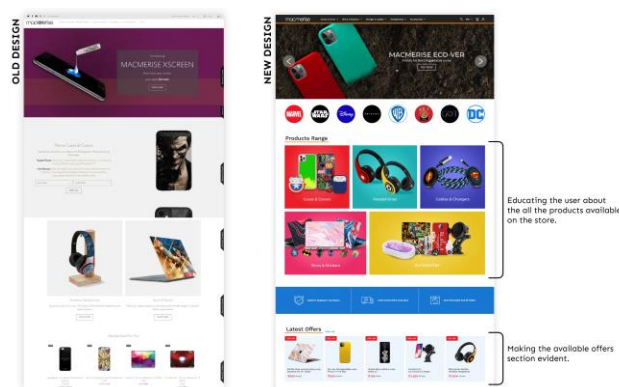
Shakya restructured the landing page to showcase all the product categories, providing users with an understanding of what is offered. Grouping products improved navigation, making it easier to locate desired items.

OLD DESIGN

Choosing COD will cost me EXTRA 50 rupees here

But if i choose online payment in the last step and COD in this step it WON'T cost me extra 50 rupees.

NEW DESIGN

Giving flexibility to user to add remove items

Allowing users to add more items to cart while checking out

Huge discounts

Cleared the delivery charges confusion in the last step of checkout

Reminding the user benifts of shopping with macmerise

The transparency in the checkout section was improved, highlighting policies and warranties to ensure the products are quality. In addition, it now shows delivery charges and payment options.
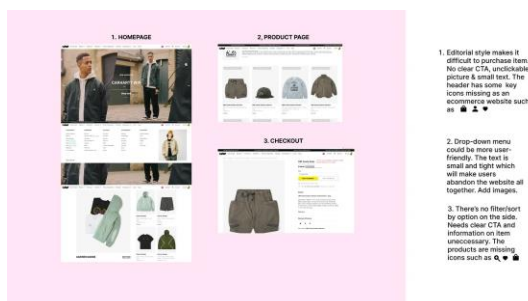
This highlights the importance of user-centered design in e-commerce. By identifying specific points, Shakya improved aesthetics and usability leading to customer satisfaction.

Case Study 2: The Chimp Store Website Redesign

Brief

UX designer and researcher Duale A redesigned the Chimp Stores website intending to increase sales, reduce call center inquiries, and encourage customer referrals.
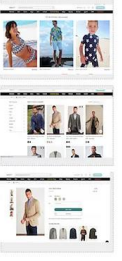
Identified Issues

1. HOMEPAGE
2. PRODUCT PAGE
3. CHECKOUT

1. Editorial style makes it difficult to purchase item. No clear CTA, unclickable picture & small text. The header has some key icons missing as an ecommerce website such as

2. Drop-down menu could be more user-friendly. The text is small and tight which will make users abandon the website all together. Add images.

3. There's no filter/sort by option on the side. Needs clear CTA and information on item unecessary. The products are missing icons such as

An initial assessment of The Chimp Store's website revealed several usability issues:

- The homepage's editorial layout lacked a clear visual hierarchy
- Functional challenges search features redirecting users unexpectedly
- The absence of standard e-commerce elements like clear call-to-action buttons
- Accessibility concerns due to small light-colored text that made price visibility difficult
- During the checkout process leading users to abandon purchases.

Competitor analysis

	The Chimp Store	JD Sports	M&M Direct	NEXT
Screenshots				
Company				
Target market	Males 16-36	youth 16-25	Men and women between 20-35	Men and women between 12-25
Strengths		• sufficient white space, • easy to navigate • large images.	• White space, simple navigation. • Icons for A11Y. • Extensive filter category. • Play video for checkout item.	• Consitent theme 60/30/10 • mimimal design • seamless checkout process • Easy to find products different products •
Weaknesses		• Vibrant colors could be issue for A11Y • No models or size references • No reviews or feedback	• slightly outdate UI • no icons/symbols for A11Y • complex dropdown	• Review not clearly enough

A competitor analysis comparing The Chimp Store to similar brands like JD Sports and Next showed common functionality like:

- Intuitive navigation
- Consistent color scheme
- Clear hierarchy and organized layouts

Improvements
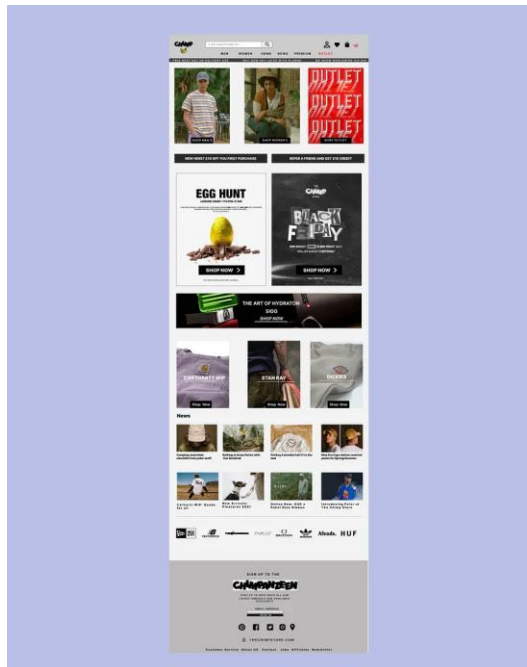
1. The homepage has minimal design with sufficient white space. The grey color represents luxury for its boutiques image.

2. I improved the navigation area by incoporating a search bar, Calls to Action (Bag, login, wishlist etc.) This simplifies the checkout Process.

3. Red banner to indicate the clearance store. Also added famous brands this adds to the companies legitmacy

4.Organised the promotional in to sub secton, with relevant images. I decluttered the footer and I made sure to include social media and email address.

The redesign of The Chimp Stores website highlights user-centered design that aligns with industry standards and accessibility.

## Application of UX Design Principles

Jakob's Law
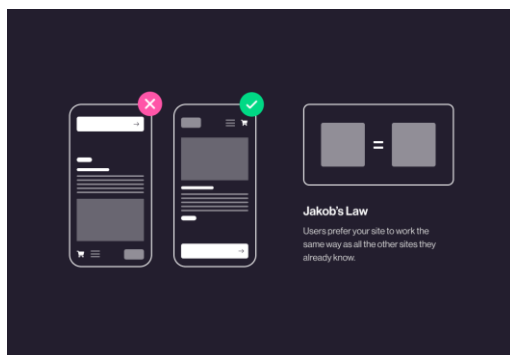
According to principles of design like Jacobs law users prefer websites that function similarly to those they are familiar with. This preference means that adhering to established design conventions can reduce cognitive load and make navigation more intuitive.

For example, placing the navigation menu at the top of the page and using recognizable icons for shopping carts or user accounts align with users mental models formed from their experiences on existing sites. By leveraging these conventions, I can create user experiences where users focus on their task rather than learning new interfaces.

Fitt's Law
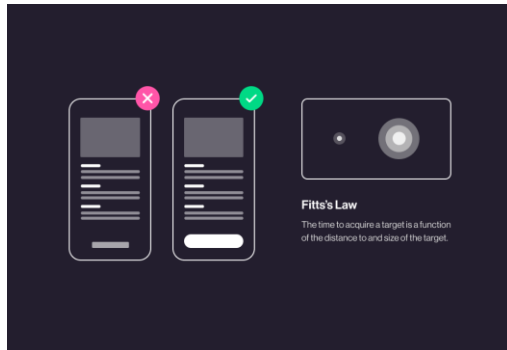
Another design principal Fitt's law states that the time required to move to a target area (such as a button or link) is a function of the distance to the target and its size. In e-commerce landing page design, this translates to making interactive elements like the "Add to Cart" buttons large and placing them in easily accessible locations to ensure fast and accurate user interactions.

For example, larger buttons positioned near the primary content can reduce the time and effort required for users to complete actions.

Buttons and links are some of the most important elements on a landing page. What I can do is improve the UX is to increase the target size. The rest of the button is just pure aesthetic and is non interactive. By changing the whole button to a clickable state, I can lower the amount of time a user spends trying to click.

Sources

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