The Loomhouse

UX Process for The LoomHouse

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Project Overview

We were tasked with a new eCommerce website / Re-design for a large rug distributor based in Chicago. We initially had a project kickoff call with the clients, and a bunch of really early sketches of what we were trying to build. Moving into **research**, our team at Member(dev) needed to refine our own assumptions and fill in blanks. This stage varies sometimes based on complexity of the product, timing, resources, level of existing knowledge, and many other factors. In general, however, it's good for us to build out competitive and market analyses and conduct customer surveys to gain a better understanding of current pain points and successes. The Loom House had an existing product…It was our job to review the captured data, review analytics, heuristics, content, product context, and A/B testing results.

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"It's important to analyze the competition, to understand the target market, to find out the sources of traffic and potential expectations of the users before setting off…. Helping other people helps you better understand what you're teaching or showing. Trying to empathize with another in the creative process is intrinsically reciprocal."

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My Role. Having skills in HTML and CSS I was tasked to do everything from the research and UX, to the UI and front-end development of the website itself. Even though we are a small technology shop / startup, I wanted to take full ownership of this website and see it through the entire SDLC to completion. Abiding to the standards required by the client. Going back and forth with the client on numerous occasions, weather it be to discuss branding typography, image and content generation.

Skills Used:

- UX / Visual UI Design
- Human Centered Design
- Graphic design and Brand Identity
- UX Research
- Competitor Research
- HTML / CSS
- A/B testing

Project Deliverables:

- UX Flows
- Site-Maps
- Branding
- UXR Documentation
- UI Design
- Responsive website
- Lead generation
- Online Sale Conversion increase
- Where are people falling off in the pipeline?
- Get online sales from mobile to increase by 15 % in the first month.

Test Plan

Objectives:
- Establish pain points within the process and the pipeline, where are people falling off / out of the sales funnel?
- Determine if the CTA section helps with lead generation and conversion rates.

Key Measurements:

Qualitative:
- Determine disatisfaction / where. We used hot jar and 'full story' for our data capturing tools.
- Requriment to involve user skill level.
- Determine time spent scrolling / pausing using the data tools above.

Quantitative:
- Gather sample utterances and all lead generations per 30 min test with at least 10 subjects.
- Watch users use the product. Listen to them talk, what do they say? What do they do?

Test Subjects:

- Prospetive rug buyers/ ecommerce shoppers.
- People casually searching for a rug, art, or furniture.
- Users who want more information about rugs, art or furniture.

Dependencies:

Hardware:
- Mobile devices across platforms
- Laptops & Desktop

Test Design :

Switch between mobile and desktop "A" and "B" per test

INTRO

Gender
Age
ASK: Do you currently own a Persian rug?
ASK: Are you actively searching for a new rug for your home?

Rugs Owned / other sites they're searching

Show homepage with CTA and button.

OBSERVATION: Users were able to successfully engage with the website and figure their way around after being given a specific task to complete? - Yes

Are there any pain points? – At this stage to testing, No.

OBSERVATION: Users like the idea of options when trying to find what to search for. The users liked narrowing down their search with different sizing options from Small, medium and Large... It made them less likely to get confused and start guessing a product size. All options for sizing differences, whether it be to a rug, piece of furniture or all art.

OBSERVATION: What was their frustration level? – none that was noticeable, some users had a harder time finding the sizing options than others, even though there were placed at the top of the page, where a generic side bar element would be placed.

OBSERVATION: Were there any moments of delight? – Yes. When being able to add a item to the cart the users smiled and went back to the shop to add other items to their carts. More specifically the pillow option as a "add-on" or "up-sell" after adding a product to the cart the user is given an option to add a pillow at a 10% off rate. This was seen to succeed in 40% of our users. In this use study, 4 of the 10 would add a pillow at the end of the funnel.

OBSERVATION: What do they ask along the way? - No questions to us, but they did ask each other a question one time. "Where did you find that item." It was a piece of furniture. The other user was able to walk one user through where to find that specific piece of furniture.

Test Debrief :

Ask: How can we improve the overall functionality of the test / site? – None.
Ask: How can we improve the experience? – 3 of the 4 women loved our branding, typography and color choices. Since its mostly 70% female visitors to the site we went with an elegant magenta as a primary color.
Ask: Should we take anything off the site that is distracting? - None
Ask: Do you have any additional feedback that you would like to discuss? - None

- 50% | 5 participants preferred desktop over mobile versions of the prototype
- 40% | 4 participants preferred Mobile over desktop.
- 10% | 1 participant did not have a preference

EXECUTIVE SUMMARY

- Participants were unaware that the website variation of devices were solely about real estate

- 10 total participants
  - 83.3% | 6 participants were female and did previously own Persian rugs
  - 16.7% | 1 participant was male and did not own a Persian rug
  - 33.3% | 3 participants were all rug owners but not specific to Persian rugs.

  Mobile version

  - Modify logo and hamburger menu
  - Revise modal to ask only for an email instead of first and last names.

MVP –

"A minimum viable product (MVP) is a development technique in which a new product or website is developed with sufficient features to satisfy early adopters. The final, complete set of features is only designed and developed after considering feedback from the product's initial users."

After considering all the feedback from the A/B testing. We were able to really get enough information to start our early iterations on the product. Making the subtle changes taking all the participants of the test into consideration, we were able to make effective, painless changes that overall, helped with the conversion rates of the rug distributor…These re-design implementations, helped with the conversion increase, and users **not** falling out of the sales funnel at a high rate . The early tests showed that there was great engagement with the desktop version of the site, but not as much satisfaction with mobile. In turn, we turned our focus on the mobile version of the website and made the changes needed for a better overall product.