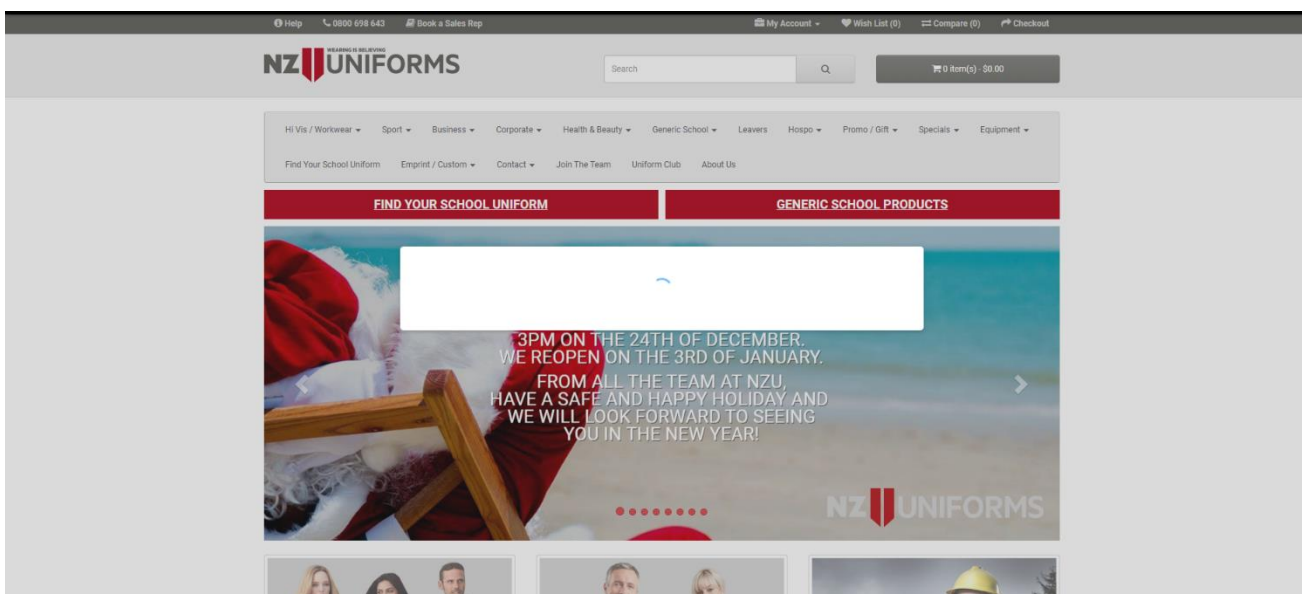


In November of 2019 I got a summer job working retail and assisting customer service at NZ Uniforms. Alongside working retail, I was to help assistance with the customer service team in uploading product to NZU website and with chat services. At the time customer service was being overload with questions the website should have provided to user without the need of assistance.

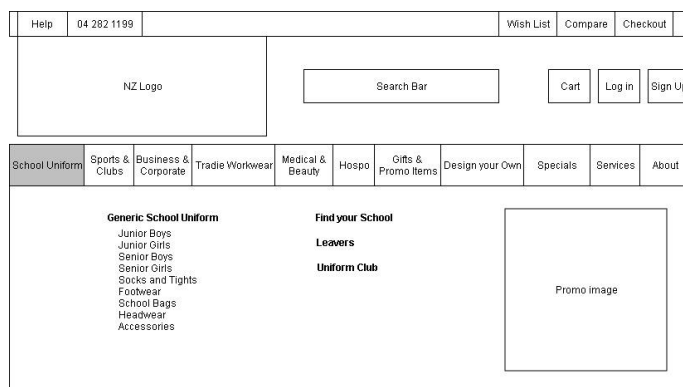
Prior to getting this job I had just completed a course on Interactive Design Fundamentals where I had developed a passion for user experience design, so while I was interacting with the NZU website I found myself user testing and evaluating the site. I found that I couldn't easily navigate the site and was finding I would ask myself the same questions customer were asking in chat. Like where is certain products, is this service possible or where can I find a specific club or school uniform site. After struggling with the sites design, I asked existing employees how they navigate the site. This is where I learnt that most/all employees had bookmarked pages for different categories of products and the find my school page so I spoke to my manager a gave some suggestions on how we could improve the site to reduce the overload on the chat service. After speaking with my manager, it turned out the company was already wanting to redesign the site and appreciated my input, so I was taken off retail and assigned the task in redesigning the website.

Before:



To start to design the website, I first spoke to the customer service team and upper management to see what they wanted out of the website. We discussed the what we wants and needs of the site, the how we could and the why so we could give our user a better experience. From these discussions we were able to come up with the following list of requirements:

- The navigation bar to be less cluttered, be easier to read and have meaningful categories
- We want to showcase School uniform, Sports and Club gear, Tradesman workwear, Business wear, corporate wear, Medical and beauty uniform, Hospitality uniforms and our design it yourself services, as well as our delivery options, finance options and guarantees.
- Make improvement to the search engine to be able to find products from key terms
- Have an easy to find search bar for users to find a specific school or club uniform hub website
- Easy to see place for users to sign into the website
- Easy to see place for store locations, customer service and help
- We don't want to remove the banner, tiles or testimony from the homepage
- We don't want to lose any of the page linked in the current navigation bar
- We want to remove the pop message to sign up to the website that intimately loads



After coming up with the list of requirements I created my first iteration of the wireframes. I then shows these wireframes to customer service and upper management to get their feedback. I also show them to the retail and sale rep teams for more feedback. As more feedback come in I was able to make multiple other iterations of the wireframes before we all agree upon a final design.

After 3 weeks of designing and redesigning the final design was agreed upon and with the help of native software my design was implemented just before Christmas. Since then we have found customer service chat is no longer overload with the questions we were getting prior to the design.

Final Design:

