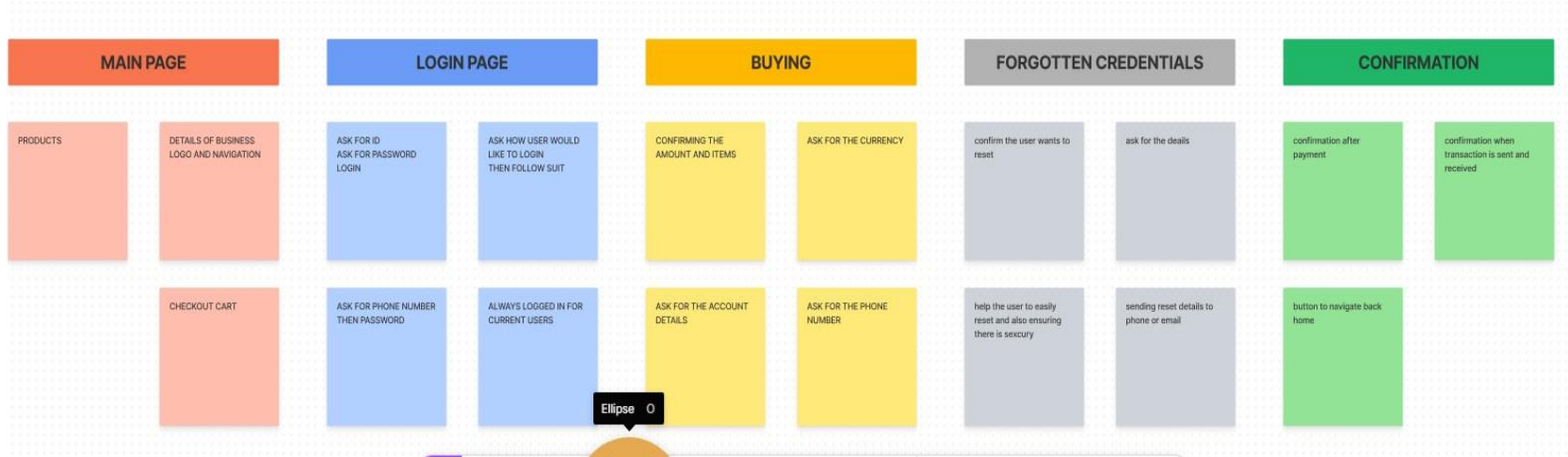
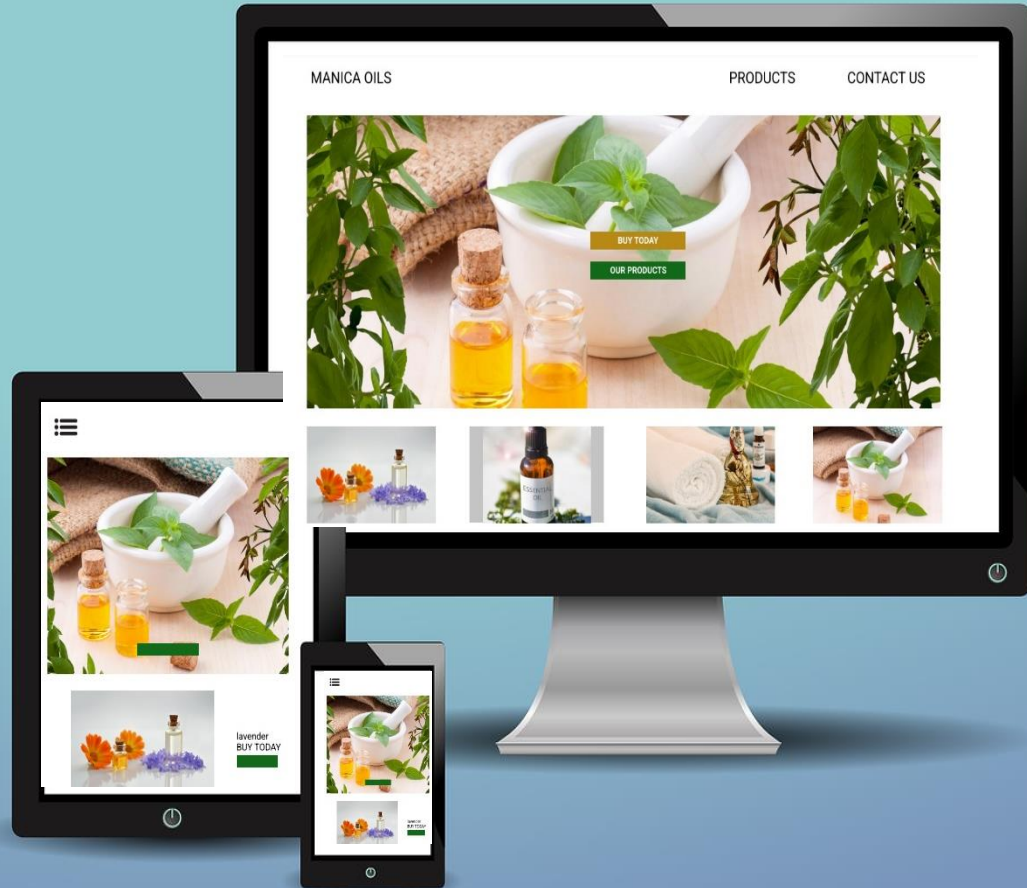


# BRAINSTORMING



# MANICA OILS



# Project overview



## The problem:

Manica Oils have no online portal where they can showcase and sell their oils. Currently, they are selling the oils in multiple disparate online platforms such as Amazon and Facebook.



## The goal:

- To provide an online platform to centralize all the online portals where Manica Oils can easily sell their products.
- Provide online shoppers an enjoyable shopping experience.

# Project overview



## **My role:**

Lead UX designer designing a responsive website from conception to delivery.



## **Responsibilities:**

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, including accessibility features, and iterating on designs.

# Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

# User research: summary



I conducted interviews, created user flows, and empathy maps to understand users. A user group identified through research was shoppers who prefer to shop local, organic oils and support crafters.

This user group confirmed initial assumptions, but research also revealed that some are intimidated by technology and prefers to touch and smell products before purchasing. The handmade soap market tend to skew towards females 45 - 55 years old. With advancing age, comes eyesight problems.

# User research: pain points

1

## Pain point

A lot of sites are cluttered with too many things going on and have low quality photos.

2

## Pain point

Buttons are too small or placed too closely to each other which makes me click or tap on the wrong button

3

## Pain point

It's not obvious that an item has been added to the cart



# Persona: **Betty**

## Problem statement:

Mathilde is a busy mother and professional who needs to efficiently order handmade soaps online because indulging in artisanal soaps is a reward to herself for working hard



**Mathilde**

**Age:** 40

**Education:** Bachelors Degree

**Hometown:** Richmond, BC, Canada

**Family:** Married, 1 kid

**Occupation:** Managerial level

*"Shopping for artisanal handmade soap is a form of self-indulgence and reward for my hard work"*

## Goals

- Easily filter for soap scents, benefits, colour, etc.)
- Clean and easy navigation
- Save my favourites

## Frustrations

- "It's difficult to read on my phone when texts are too small"
- Cluttered screen
- Real-time count of units left

Mathilde is a busy professional, mother and wife. They live with their husband, one kid, and a dog. They work full-time, and works in a managerial position.

They prefer to shop online and prefer handmade to commercial soaps which tends to dry their sensitive skin. They are frustrated when shopping on her phone because texts are too small, screen is cluttered and is never sure if a soap is still available until they check out.

# User journey map

I created a user journey map for Mathilde when shopping online for handmade soaps to help identify pain points and improvement opportunities.

## Persona: Mathilde

Goal: Shop for handmade soaps online to easily buy soaps suitable to my preference.

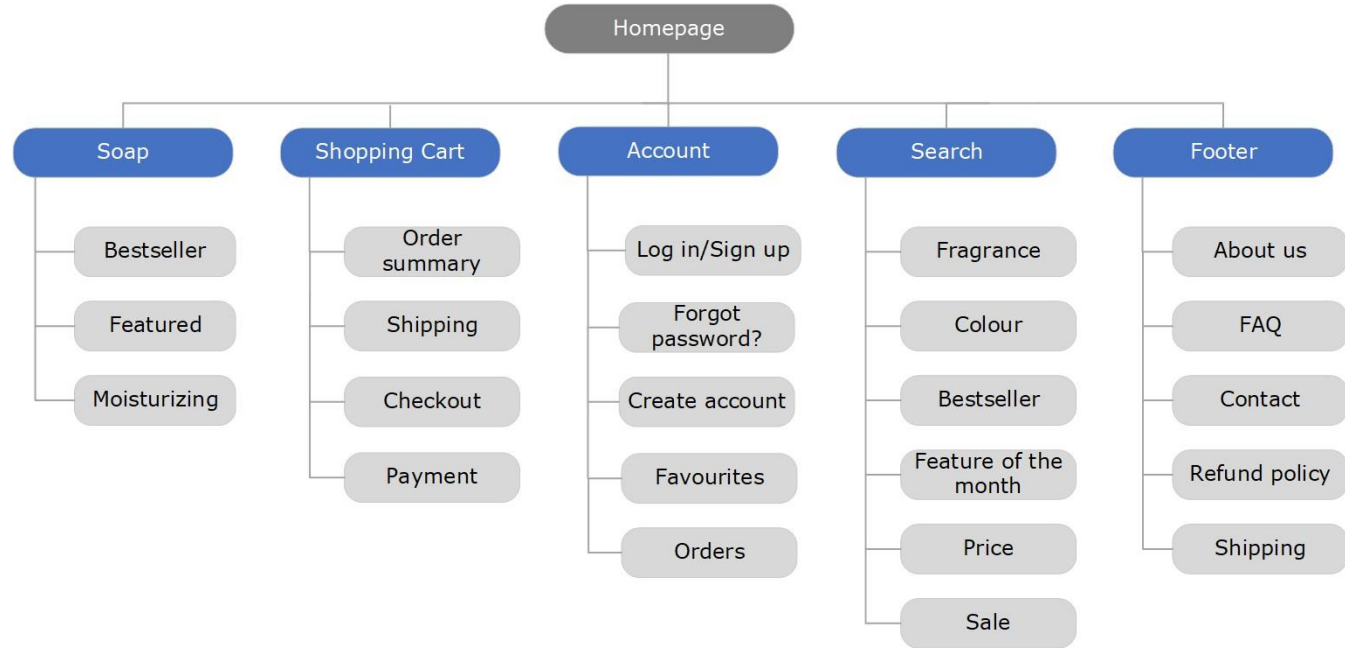
ACTION	Choose online shopping website	Browse soap	Choose an item	Add to cart	Checkout
TASK LIST	Tasks  A.Search for handmade soaps website B.Choose a store that has the desired soap style C. Check that it's local	Tasks  A.Browse to find soaps B.Apply filter options if available C. Read description of soap properites	Tasks  A. Select item, B. Select quantity	Tasks  A. Add item to cart B.Check the quantity is what they want	Tasks  A. Review cart B. Add billing info C.Add shipping D. Confirm order
FEELING ADJECTIVE	Excited to shop	Happy to be shopping,	Nervous about trying a new soap	Hesitant about choices	Nervous Eager to try new tea
IMPROVEMENT OPPORTUNITIES	Create online website with easy to inviting homepage	Add easy-to-use filters	Provide a place for customer reviews	Use accessible colours	Add a quick buy button  Provide return policy info

# Starting the design

- Sitemap
- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

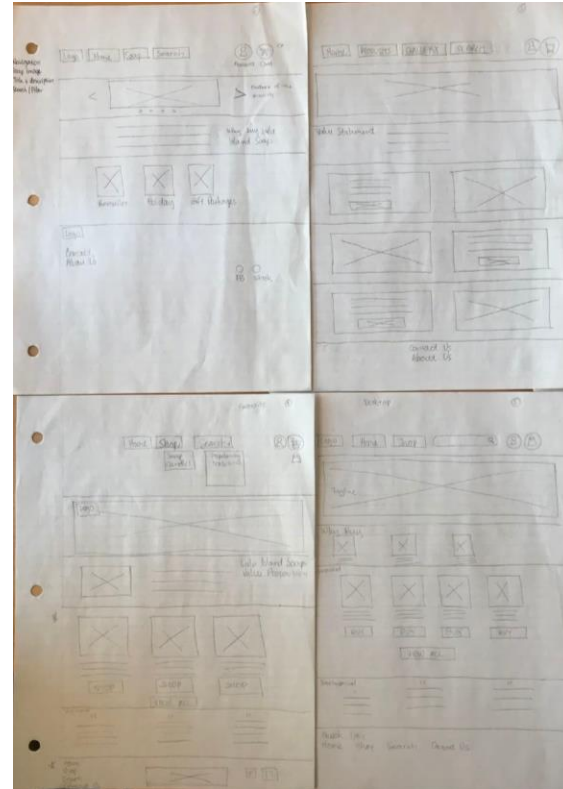
# Sitemap

A cluttered website is one of the pain points for users. My goal was to make the website to be intuitive and easy to navigate for users.



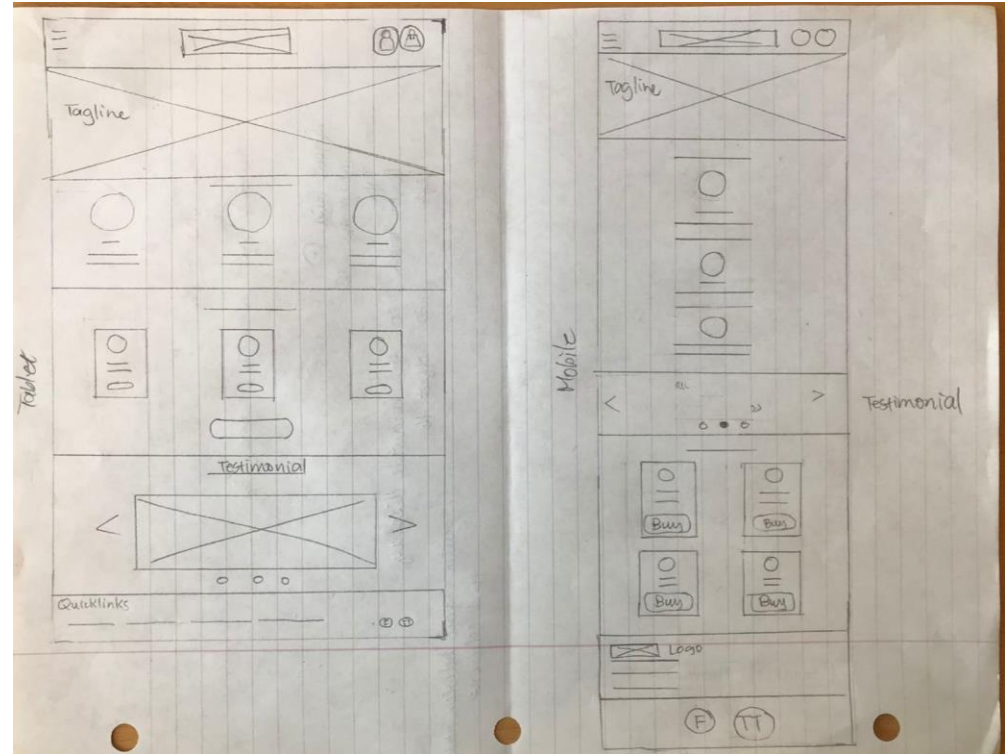
# Paper wireframes

These are wireframes for the homepage. It needs to be clean and uncluttered so that the shopper is not overwhelmed and it will be a wonderful shopping experience.



# Paper wireframe screen size variations

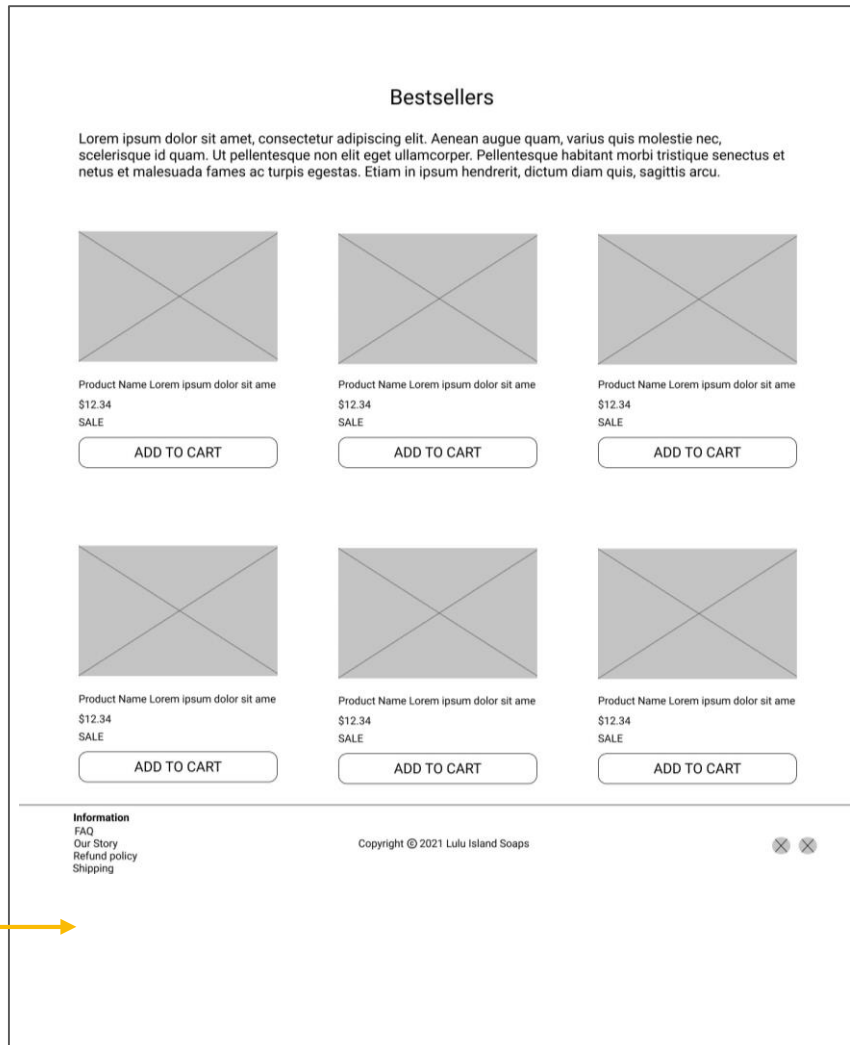
These are wireframes for a tablet and mobile phone. Homepage needs to be clean and uncluttered so that the shopper is not overwhelmed and it will be a wonderful shopping experience.



# Digital wireframes

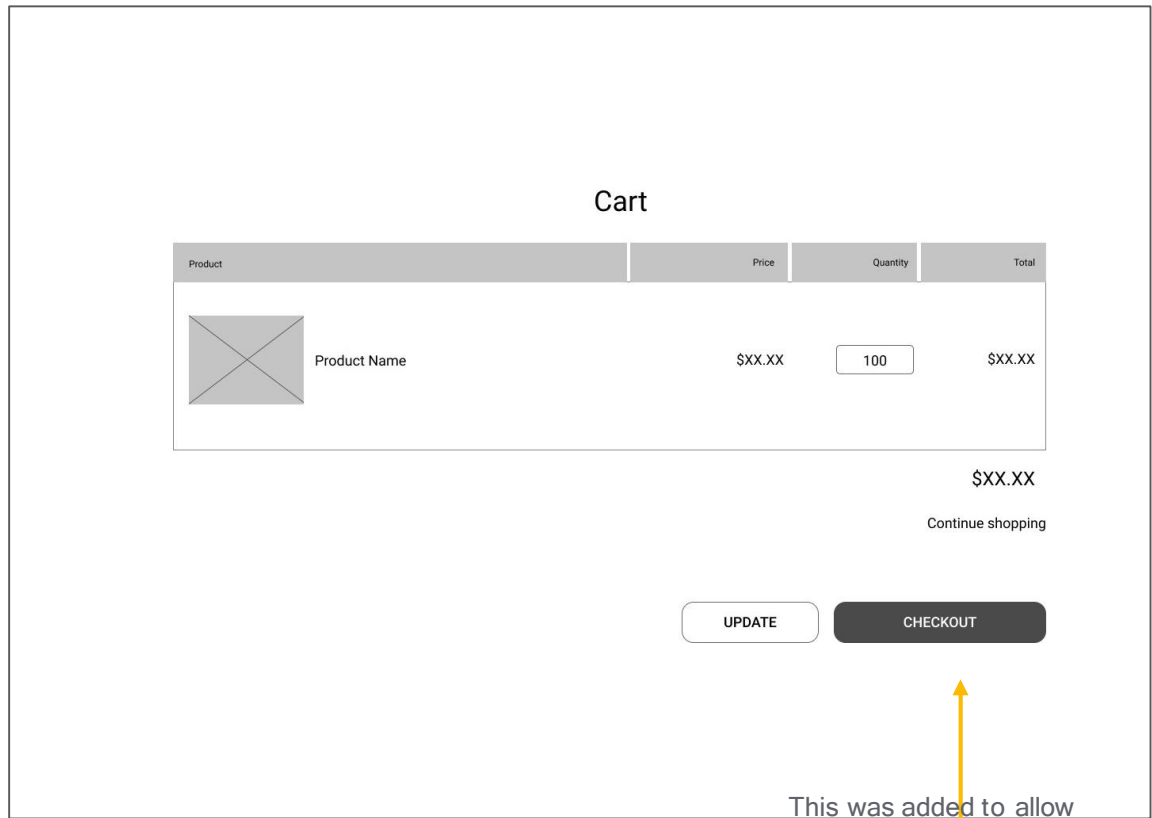
Black text on a dark grey background is difficult to read. The contrast was increased by changing the buttons' fill colour to white.

It's difficult to read black text on a grey background so the fill was changed to white.



# Digital wireframes

Users wanted an option to be able to go back and shop for more items once they have added an item to the cart. There is no clear indication of how they can do this so a 'Continue shopping' link was added.

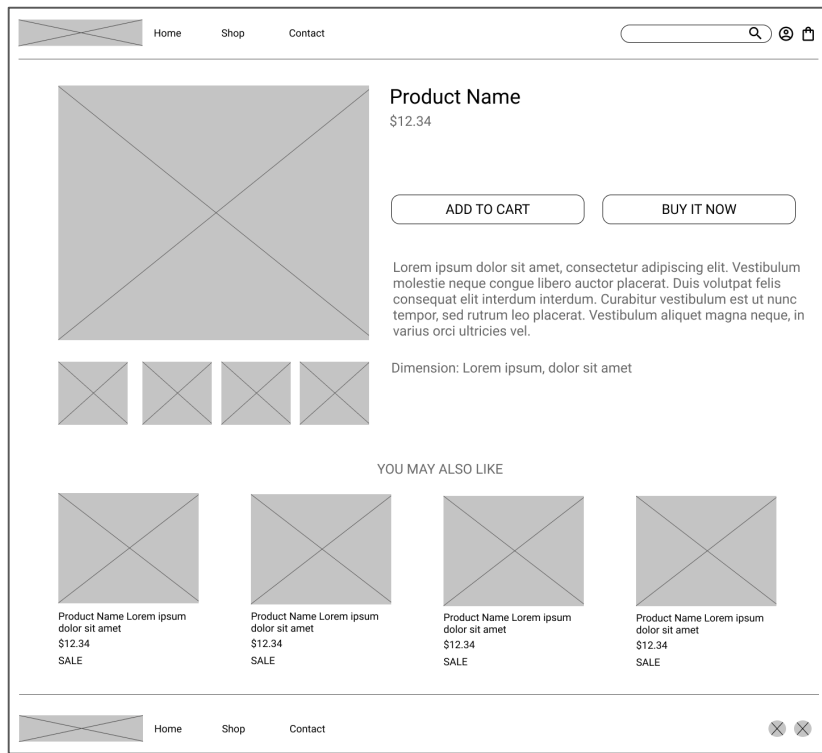


This was added to allow users to shop for more items after adding an item to the cart



# Digital wireframe screen size variation(s)

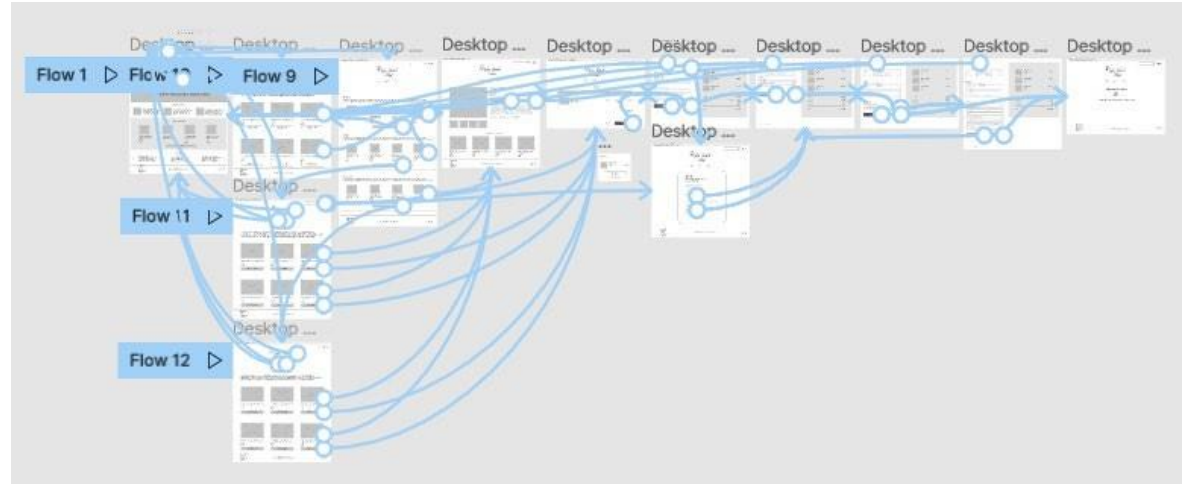
The desktop has elements arranged on a horizontal four column layout to take advantage of the wide content space. Mobile screens have elements arranged on a vertical two column layout to make it easier for users to scroll down.



# Low-fidelity prototype

I connected all the screens. I made sure that users will have an easy way to go back to the previous screen.

I also have a menu item at the top navigation bar so that users can always have easy access to the menu.



# Usability study: parameters



## **Study type:**

Unmoderated usability study



## **Location:**

South Africa, virtual



## **Participants:**

8 participants



## **Length:**

15-20 minutes

# Usability study: findings

Insert a one to two sentence introduction to the findings shared below.

1

## Finding

Shoppers easily misread 'Continue to shipping' button with 'Continue shopping'

2

## Finding

There is no one-click fast way to get to the home page. Had to click on the hamburger menu, then click on 'Home'

3

## Finding

It's not obvious that a soap has been added to the cart.

# Mockups

Users easily misread 'Continue shopping' and 'Continue to shipping'. To reduce this confusion, the button was renamed to 'Continue to shipping method' and was given a dark green colour

Before usability study

### Shipping Address

▼

▼

☐ Save this information for next time

Continue to shipping

Return to cart

After usability study

### Shipping Address

▼

▼

☐ Save this information for next time

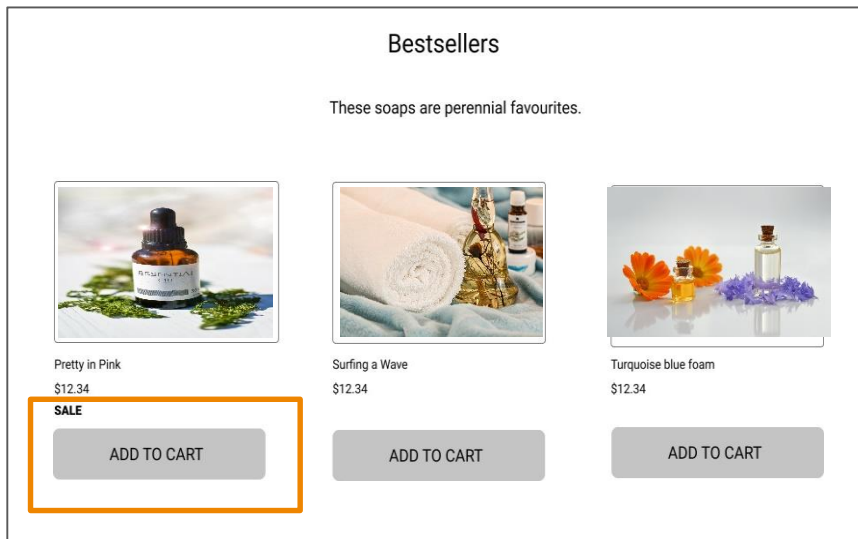
Continue to shipping method

Return to cart

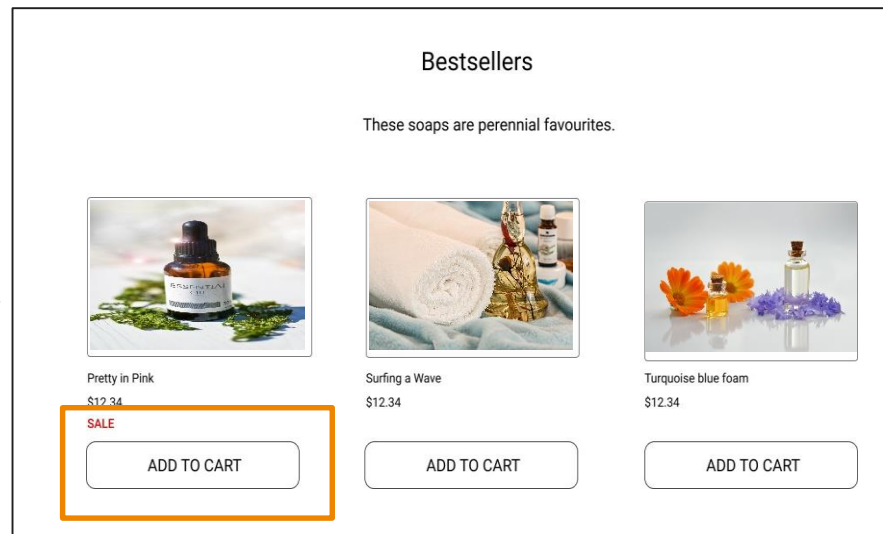
# Mockups

The improvements focused on the accessibility of elements such as increasing the colour contrast and changing the colour of texts to bring people's attention to a sale item.

Before usability study

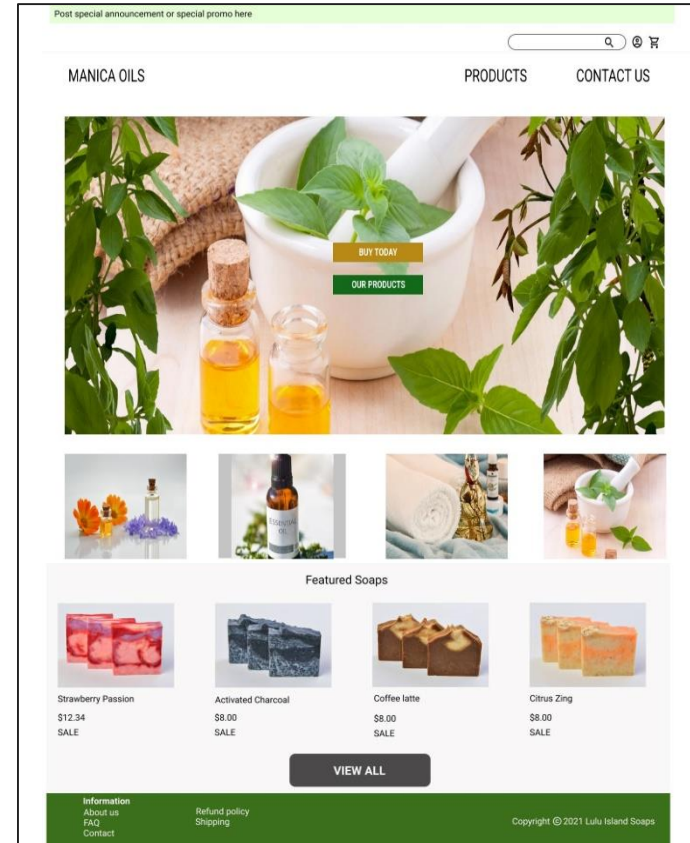


After usability study



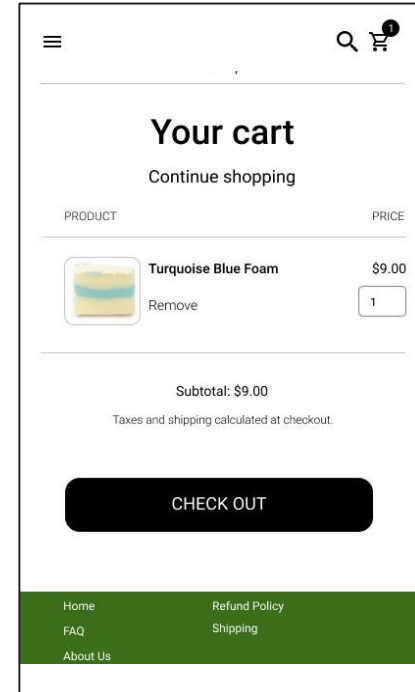
# Mockups: Original screen size

Home page for  
desktop screen



# Mockups: Screen size variations

Home page and the Cart page  
for mobile screens

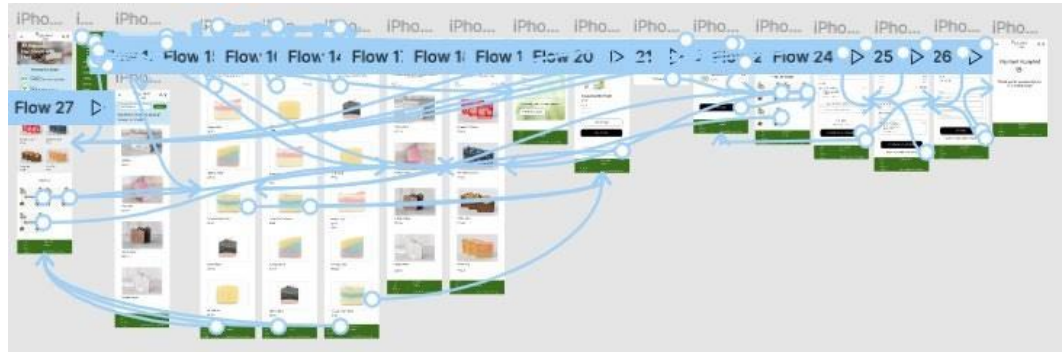
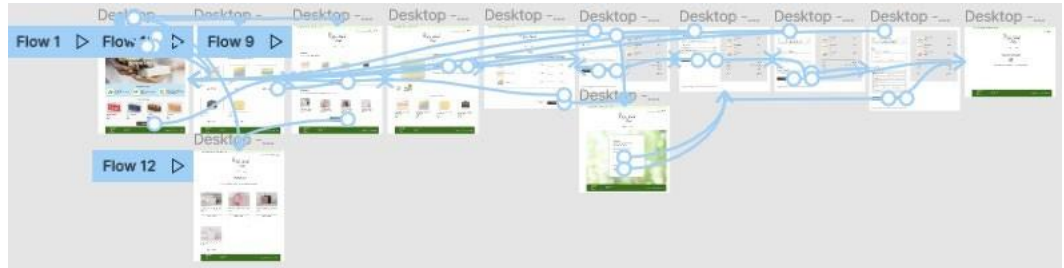




# High-fidelity prototype

Here are the user flows after the usability studies:

Prototype for desktop screens:



## Going forward

- Takeaways
- Next steps

# Takeaways



## Impact:

- "This is very easy to use. It's like any other shopping websites"
- "I don't need to be a techie to use this website."



## What I learned:

- Very important to check for colour contrast to help users read texts especially for those who have visual difficulties
- Usability studies are very helpful in pointing out the issues that I haven't even thought of. They are good at pointing out my blindspots.

# Next steps

1

Handoff designs to engineering team for production.

2

Do another round of usability testing to ensure the product from engineering team is functioning as expected.

3

Continually iterate after the website has been launched to the public.



Thank you