

Bedazzle - Mobile App in Figma

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Project overview



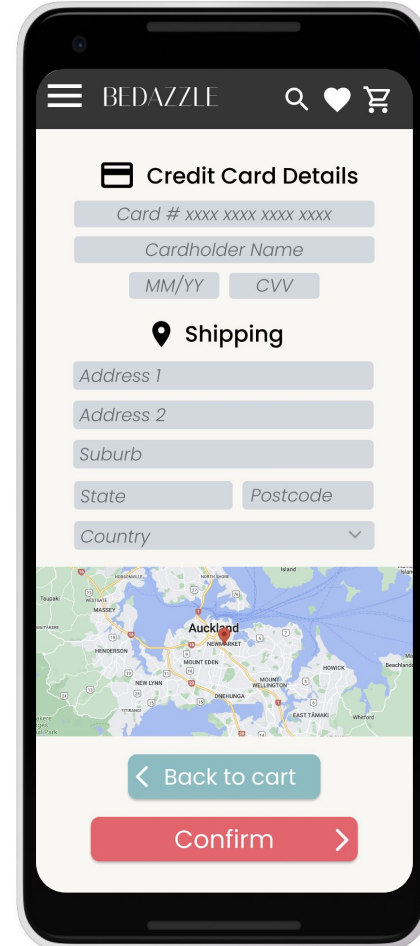
The product:

Bedazzle is a small jewelry design studio located in rural New Zealand. The studio strives to offer a range of products, and prides themselves in being upfront with pricing. Due to the remote physical location of their studio, they target younger audiences via their online storefront.



Project duration:

August - October 2022



Project overview



The problem:

The current web store is outdated and does not resonate well with their core customer base.



The goal:

Design a modern web app storefront for Bedazzle that allows them to better offer their services/products to existing and new customers.

Project overview



My role:

Lead UX designer



Responsibilities:

Everything

Understanding the user

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

User research: summary



I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research was young adults who prefer a web store with more transparent pricing and easier navigation.

This user group confirmed initial assumptions about Bedazzle's customers, but research also revealed additional needs from our users. Other user feedback highlighted challenges in regards to site layout as well as visual contrast in typefaces, fonts and color choices.

User research: pain points

1

Clear Pricing

Users overwhelmingly prefer clear and upfront pricing.

2

Navigation

Users often don't know what to search for due to the nature of the product.

3

Accessibility

Websites in this industry make heavy use of cursive fonts, which can be very difficult to read.

Persona: Karen

Problem statement:

Karen is a busy working professional who needs a relaxing and efficiently laid out experience because she takes joy from the browsing experience.



Karen

Age: 30

Education: University degree

Hometown: Auckland, NZ

Family: Married

Occupation: Accountant

“Fashion is my life and I love to browse the latest trends!”

Goals

- To efficiently browse a curated collection of jewelry.
- Minimise time spent on comparing prices across different designs.

Frustrations

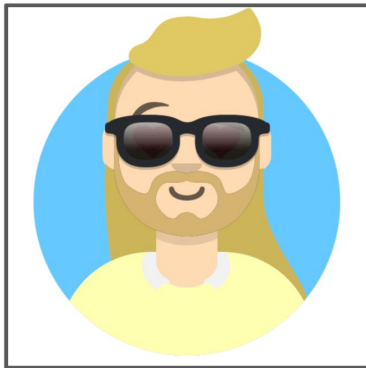
- Coming back to an app to find my previous cart has been lost.
- It's difficult to enjoy browsing when things pop up and get in the way.

Karen is a working professional who enjoys browsing all kinds of jewelry. She spends a lot of her time at work and so prefers using services which are neatly organised and easy to navigate. Karen likes to discover things at her own pace and have a personalised experience that remembers her preferences.

Persona: Chad

Problem statement:

Chad is a student who needs help finding an affordable gift for his girlfriend because they don't know much about jewelry themselves.



Chad

Age: 21

Education: Diploma

Hometown: Hamilton, NZ

Family: Lives with parents

Occupation: Student

"I just want to get an awesome gift without breaking the bank"

Goals

- To easily find suitable gifts for my partner on special occasions.
- To minimise the time spent shopping as much as possible.

Frustrations

- Lack of upfront and clear pricing structure.
- Picking the right product is hard when all the details and descriptions are subjective.

Chad hates shopping for jewelry, and wants the process to be as efficient as possible. He prefers to rely on recommendations from experts when making his choices, and also appreciates upfront pricing. Chad wants the process to be as efficient as possible, and often relies on clear visual or audio feedback when interacting with apps as his eyesight isn't the greatest.

User journey map

Persona: Chad

Goal: Purchase an anniversary gift for his girlfriend

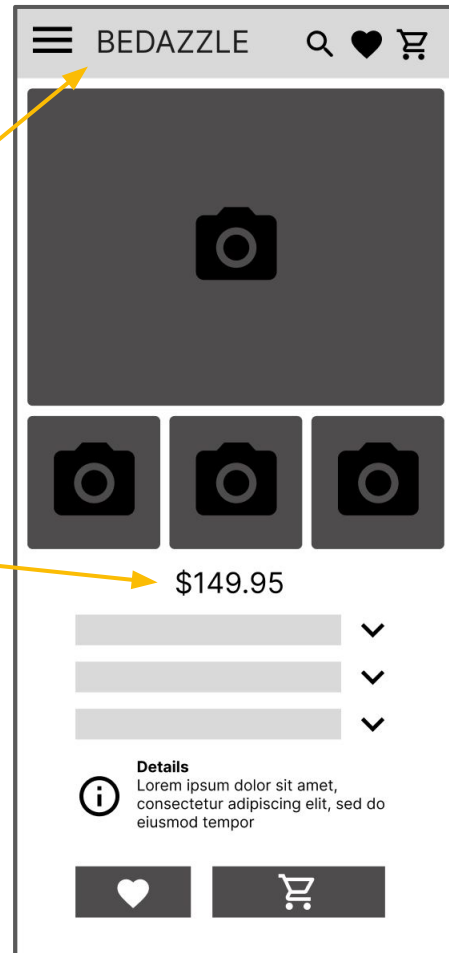
ACTION	Research options	Select store	Choose an item	Purchase item	Pickup item
TASK LIST	A. Look up anniversary gift ideas B. Select a gift type	A. Check bank balance B. Research jewelry designers with good reviews within price range C. Select a designer/store	A. Browse for sales/clearance deals B. Add item to cart C. Select gift wrapping option	A. Checkout cart B. Input shipping address C. Confirm purchase	A. Arrive at the store B. Queue with customers to see clerk C. Pickup gift!
EMOTIONS	Overwhelmed by options	Anxious of impending date and budget constraints	Hesitant about perhaps missing any sales of coupons Annoyed at ambiguity of how the gift wrapping looks	Excited at finding a suitable gift Nervous about shipping/pickup times	Frustrated at needing to wait in line to pickup
IMPROVEMENT OPPORTUNITIES	Provide helpful curated sections catering to gift giving occasions	Have customer testimonials features within a section, and allow filtering of broad categories by price	Provide an upfront pricing strategy and/or promote hassle free returns Show examples of gift wrapping	Give clear ETAs for store pickup and shipping estimates for delivery	Have an express pickup option in the app, to go straight to a pickup counter or other convenient method

Digital wireframes

As part of the initial design phase, I made sure to base screen designs on feedback and findings from the user research.

Easy access to navigation and common features

Clear pricing and customization options



Digital wireframes

Easy navigation was a priority in the wireframe design. This meant consideration of visual layouts cues and typeface/fonts as well as grouping.

Icons for intuitive visual cues with regards to content layout

Large non-cursive typeface with legible fonts

BEDAZZLE 🔍 ❤️ 🛒

Payment

xxxx xxxx xxxx xxxx

John Smith

MM/YY CVV

Shipping

Address 1

Address 2

Suburb

State Postcode

Country

FAQs

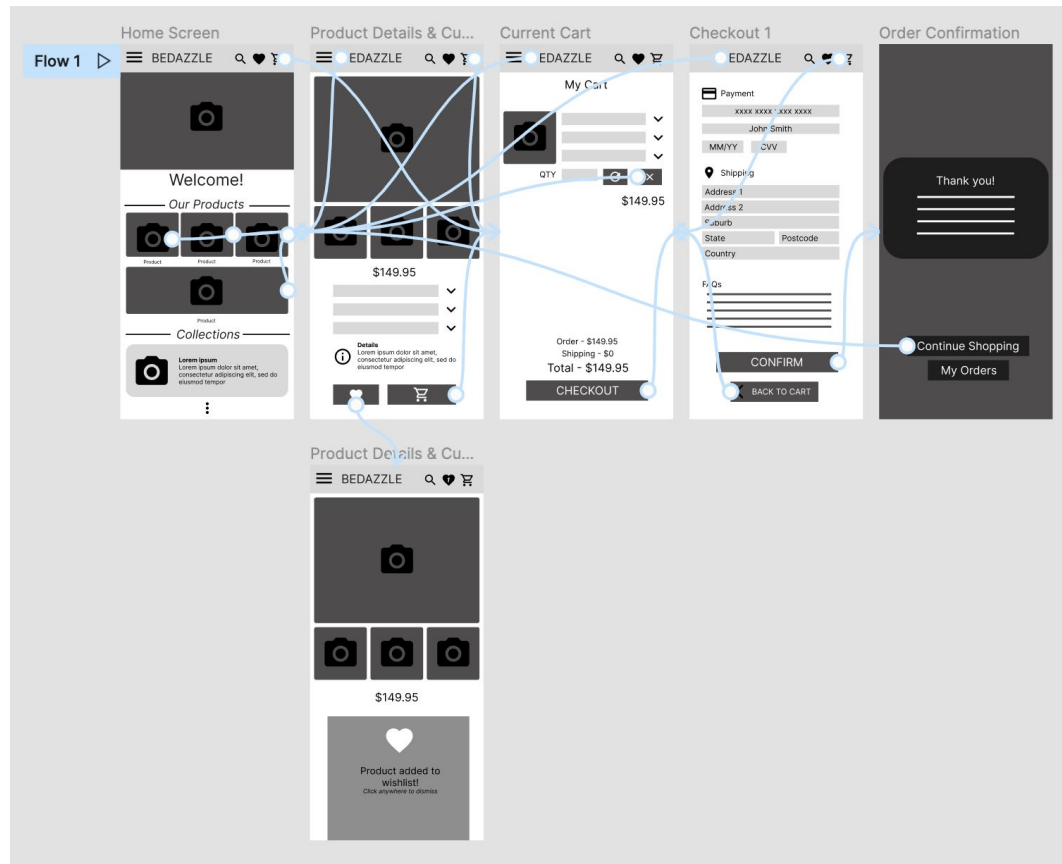
CONFIRM

BACK TO CART

Low-fidelity prototype

The low-fidelity prototype connected the primary user flow of viewing a popular product and going through with a purchase, so the prototype could be used in a usability study with users.

[View the Bedazzle low-fidelity prototype](#)



Usability study: findings

Write a short introduction to the usability studies you conducted and your findings.

Round 1 findings

- 1 Users wanted UI feedback when performing actions such as adding to wishlist
- 2 The lack of labelling on product pictures could be confusing

Round 2 findings

- 1 The navigation back button could be difficult to find

Refining the design

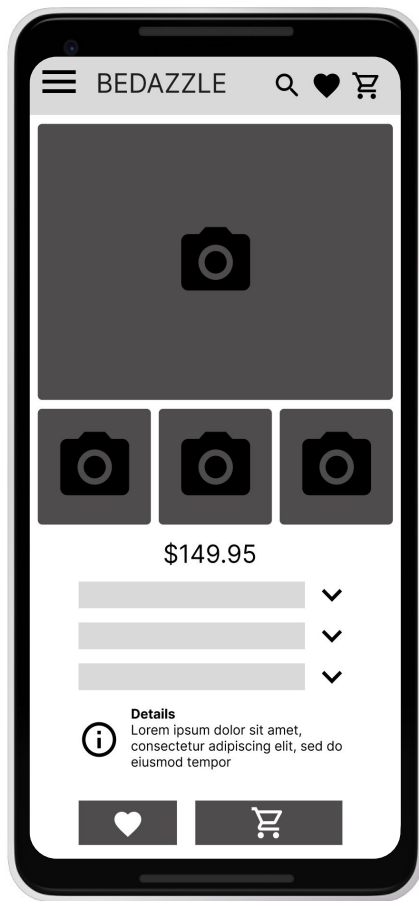
- Mockups
- High-fidelity prototype
- Accessibility

Mockups

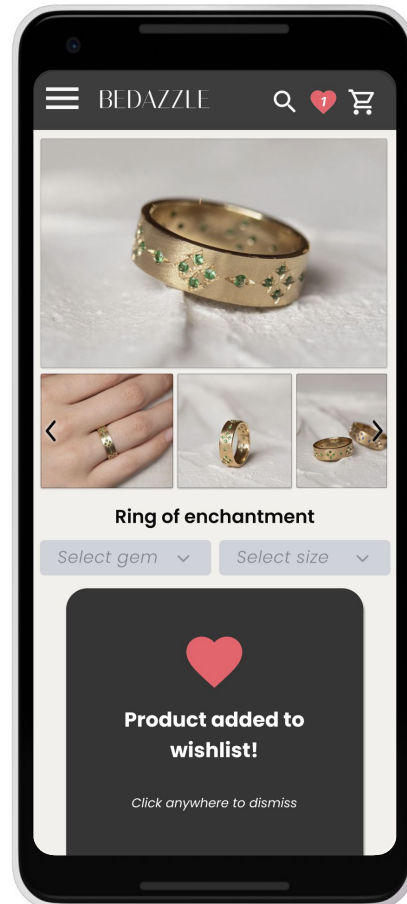
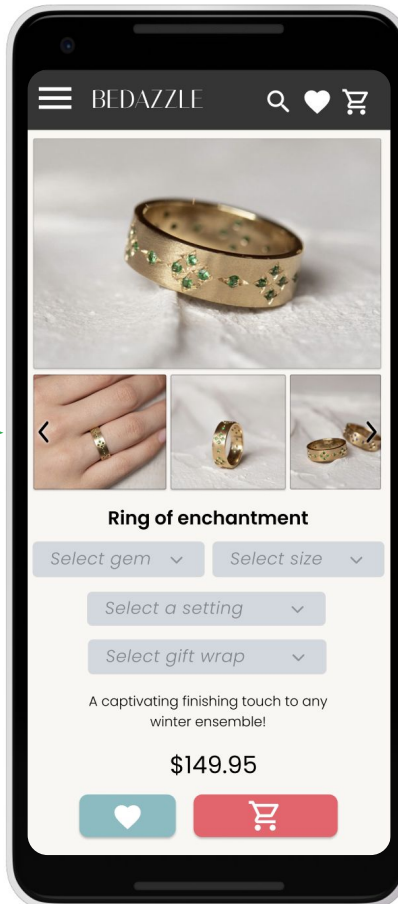
Early designs didn't include any indications when the "add to wishlist" button was pressed, would could result in frustration for a user as they were unsure if the action was successful.

This was addressed as shown by adding a popup overlay and a visual icon change.

Before usability study



After usability study

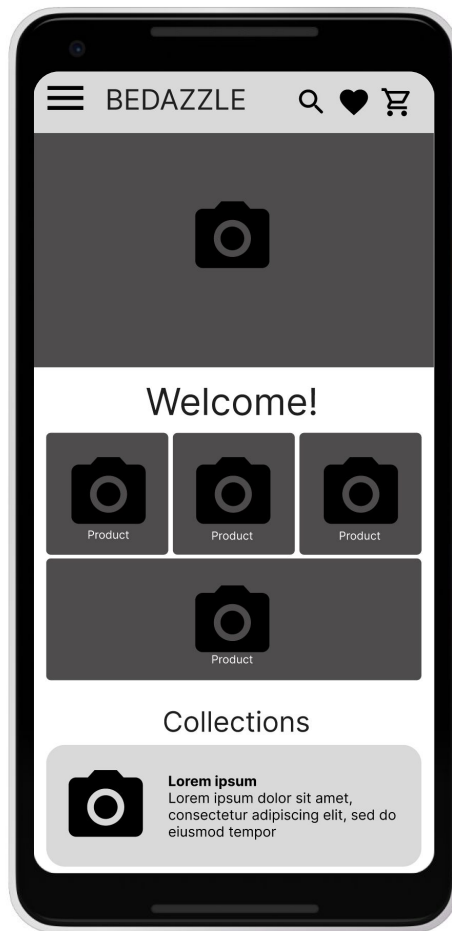


Mockups

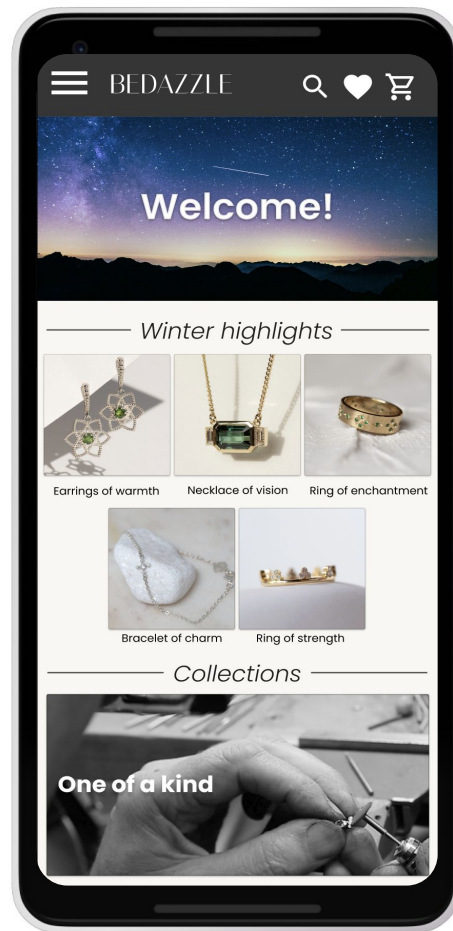
Depending on the user's familiarity with the products, it was not easy to discern much details from the photo alone.

This was addressed by adding helpful tags and/or product names to pictures.

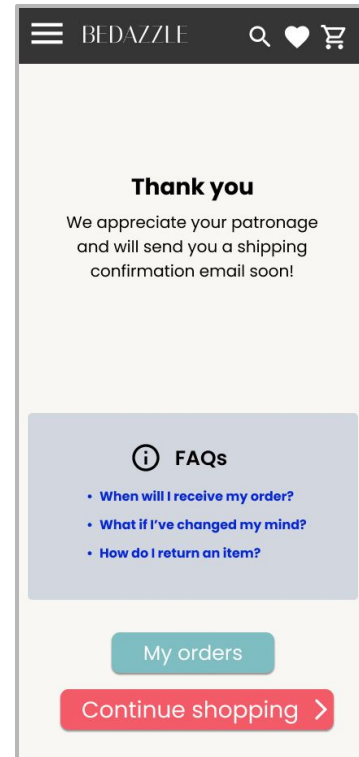
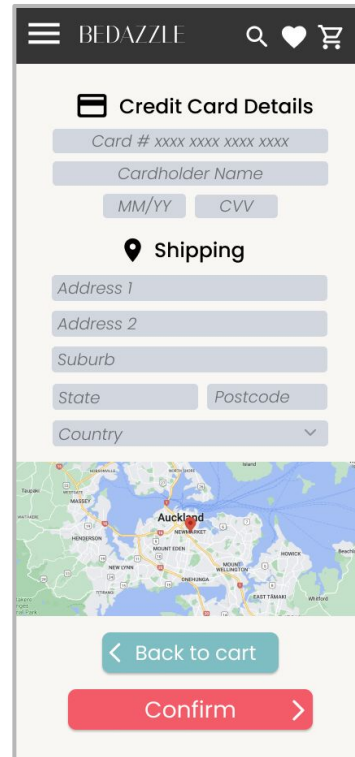
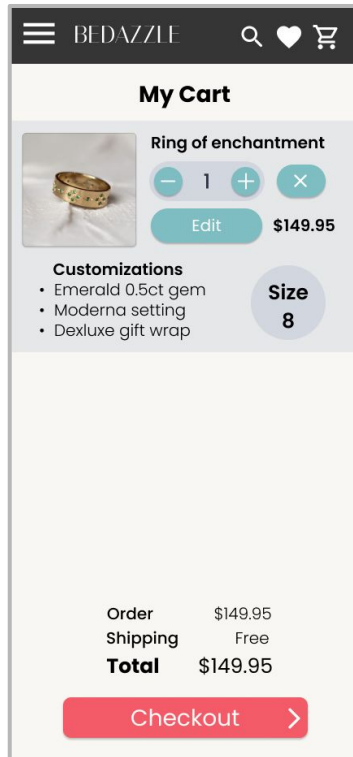
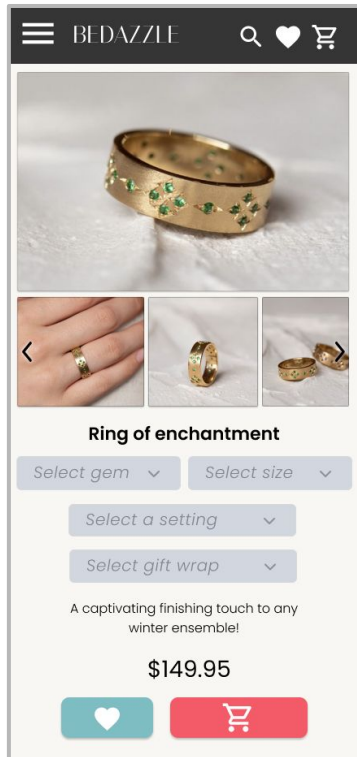
Before usability study



After usability study



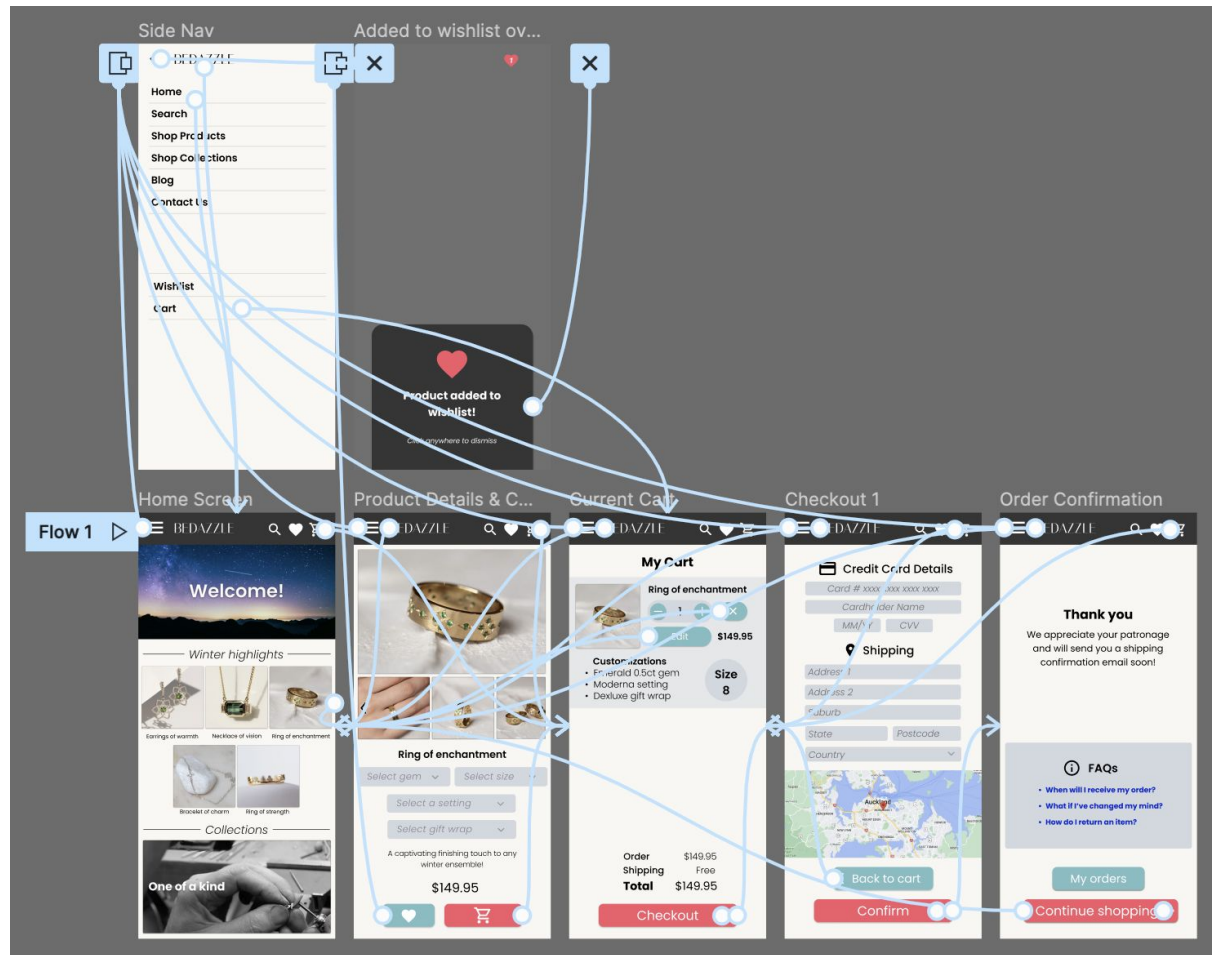
Mockups



High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for finding and selecting a jewelry product. It also met user needs upfront pricing and easy navigation.

View the Bedazzle's [high-fidelity prototype](#)



Accessibility considerations

1

Provided access to users who are vision impaired through adding labels and figure captions to photos.

2

Used icons to help make navigation easier.

3

Used a legible typeface and font across all buttons and text fields.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The app makes users feel like Bedazzle really thinks about how to meet their needs.

One quote from peer feedback:

"I really appreciated the up front pricing! It's so being able to see what the fully optioned product will cost without needing to call someone or checkout first."



What I learned:

While designing the Bedazzle web store app, I learned that the first ideas for the app are only the beginning of the process. Usability studies and peer feedback influenced each iteration of the app's designs.

Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine any new areas of need.

Let's connect!



Thank you for your time reviewing my work on the Bedazzle webstore app! If you'd like to see more or get in touch, my contact information is provided below.

Email: ryllianz@gmail.com