

DESIGN PORTFOLIO

Created by Shenyu Sun

Hi, I'm a UX designer fascinated
by bridging users with products.



PROJECT

My friend Ada is the owner of a stationery shop. She likes to design lovely stationery that brings warmth to people.

As the volume of orders increased, she found that the platform she was currently using **did not provide a simple and efficient experience**. Also, because of the wide variety of products and styles available, customers often spend a lot of time browsing the website and ultimately **find it difficult to decide what they want**.

She wanted a more **informative website** that can provide a more functional, **smoother purchase experience** for her customers.



CHALLENGE



Ada found that customers had difficulty choosing from a wide range of products and it is difficult to **find their favourite items quickly**, thus spending unnecessary time, and that the website she was currently using did not **offer an efficient checkout process** to place orders.

She wanted her stationery to bring more joy to her customers and **make the shopping process more fun**, rather than the traditional selection of goods.

As one of **my first UX design projects**, I created two ideas on paper and **tested them with real users** via usability testing, before giving it into development.

User-Centered Design Process

1 Research & Analysis

In the market research, I did a competitor analysis and benchmarking to find out how other companies solving the same problem.

2 Concept & Design

Based on the research I created two solution sketches and turned them into a real user interface design.

3 Prototype & Usability Testing

I created a clickable prototype to test them with potential customers in an A/B testing to come up with a final design.

Research & Analysis

Research Questions

1. **How might we** can create a great mobile experience?
2. **How might we** provide smooth and enjoyable online purchasing?
3. **How might we** create a nice questionnaire for asking customized stationery?
4. **How might we** provide an efficient way for cusomer to share the products?

Etsy - Shop for handmade, vintage, custom, and unique gifts

Competitive Analysis

Etsy

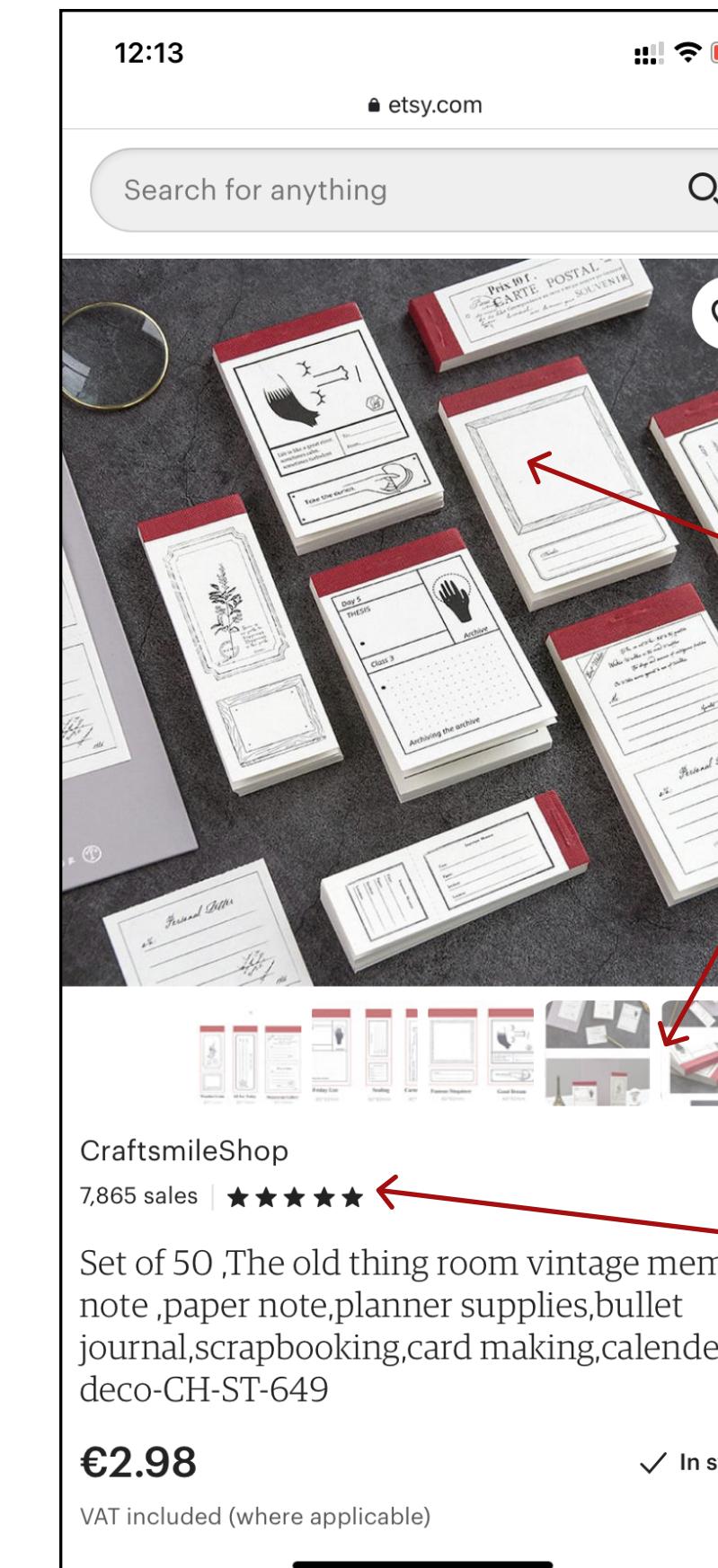


Top, obvious search bar enable users find the products in mind quickly

Text highlights what kind of services and products Etsy offer

Already made categories help users find what they want to buy easily

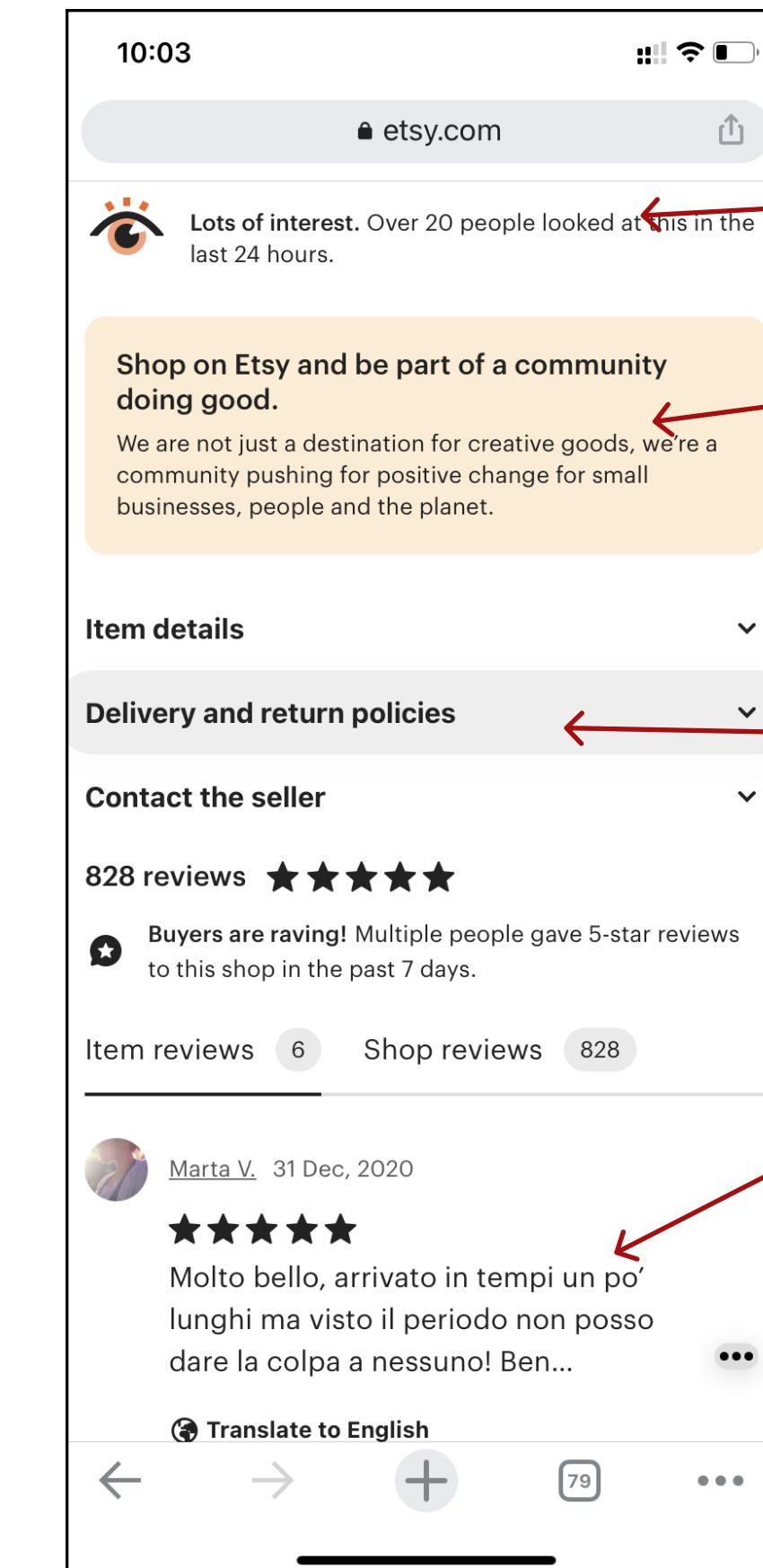
Show popular items with discount to catch the eyes of customers



Top right button enable customers to add to favourite with a simple click

The main image and thumbnail images work together to showcase the product and help consumers navigate quickly

Sales and ratings help consumers determine if an item is worth buying



Demonstrate the heat of the product and inspire consumers to explore products more

Highlight the value and let users know more about Etsy

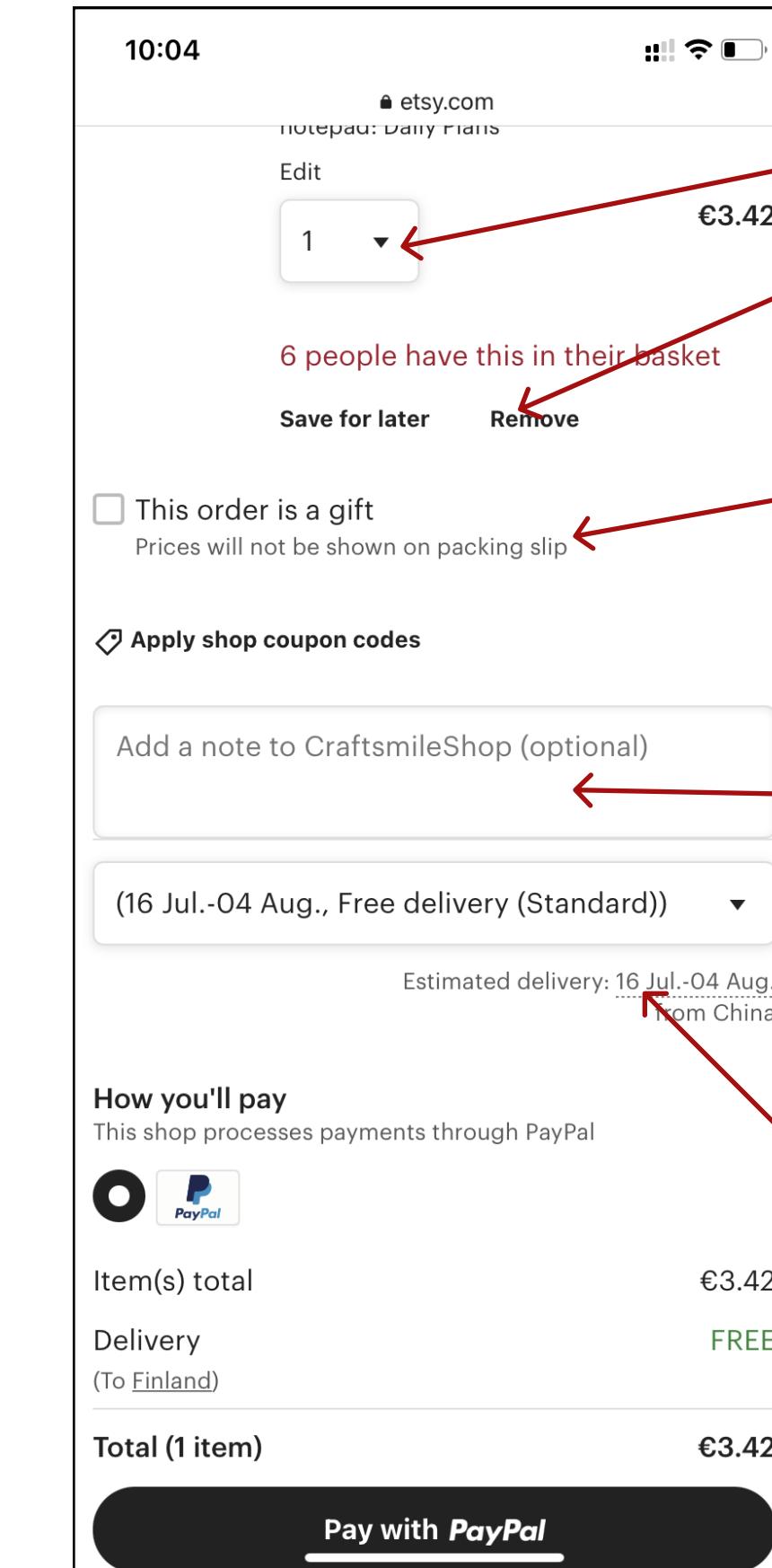
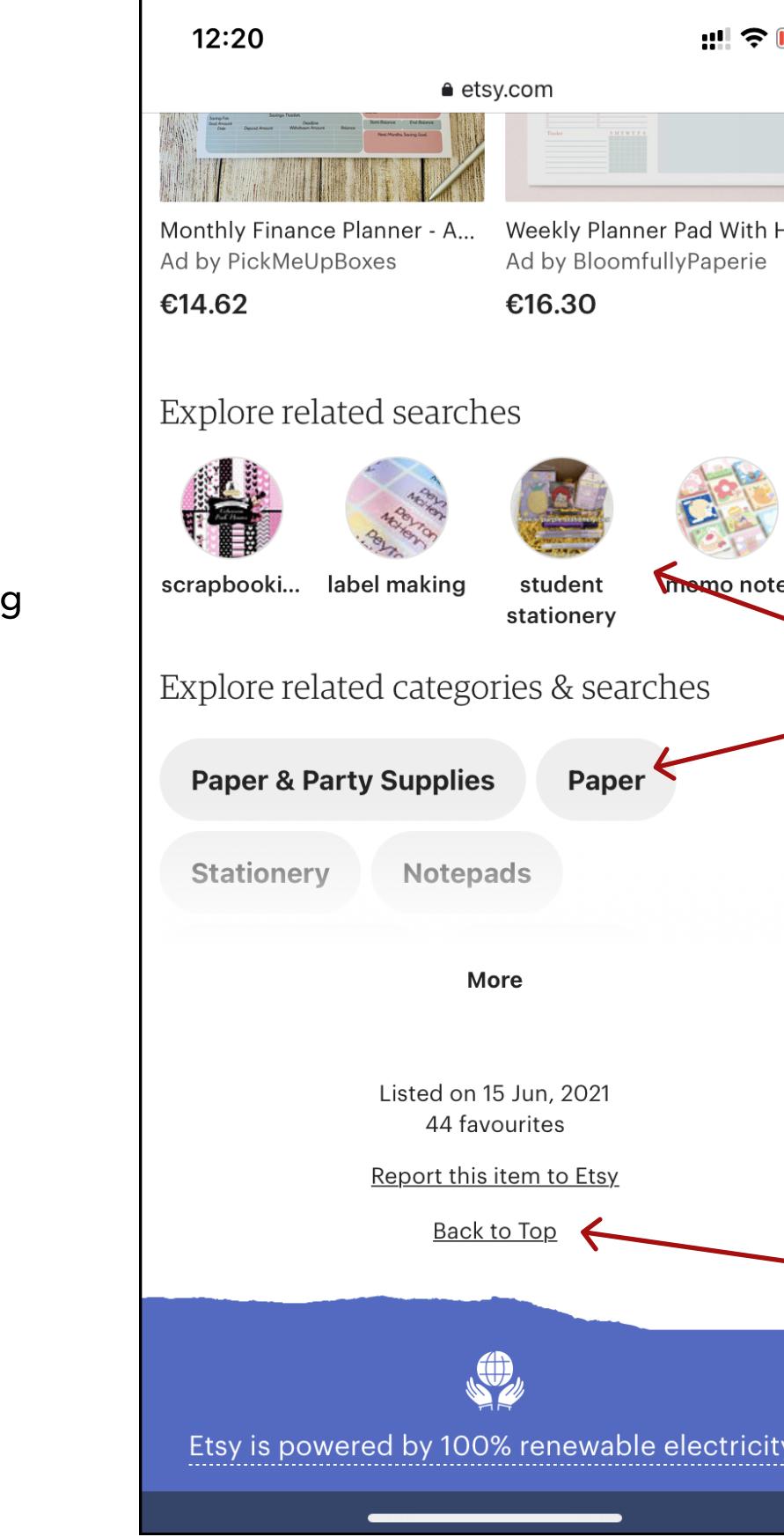
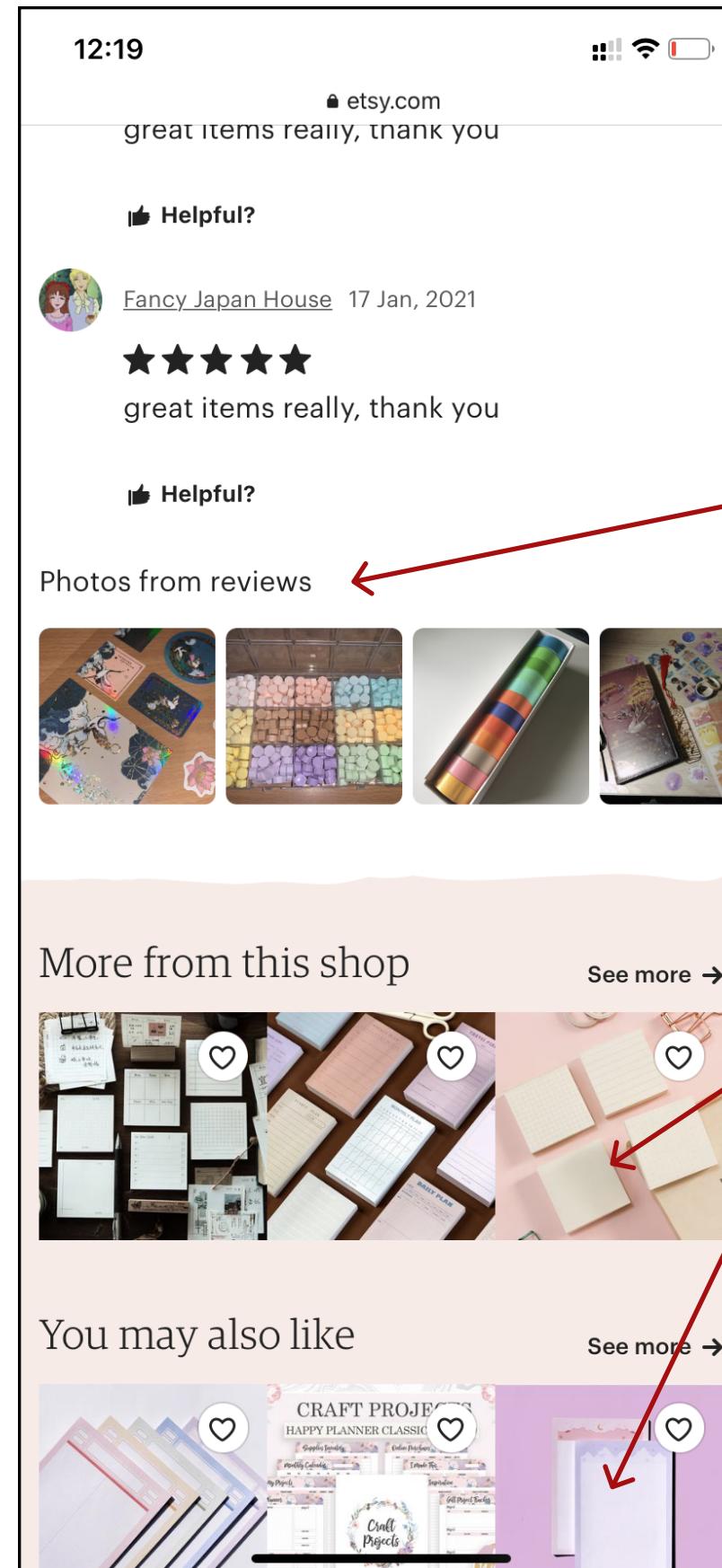
Folded information help users find what they want to know easily

Real reviews from other customers help users understand the product

Etsy - Shop for handmade, vintage, custom, and unique gifts

Competitive Analysis

Etsy



The collection of photos from reviews helps users quickly navigate through the images without having to scroll down to the text-only comments

Recommendations help customers find what they want

Related searches and categories help users get keywords to search for their desired products

The bottom of the page provides a quick way to return to the top without scrolling

User can change the number of items, buy or not buy or but next time easily if they change their mind

A thoughtful hidden price service to meet the gift-giving needs of some customers

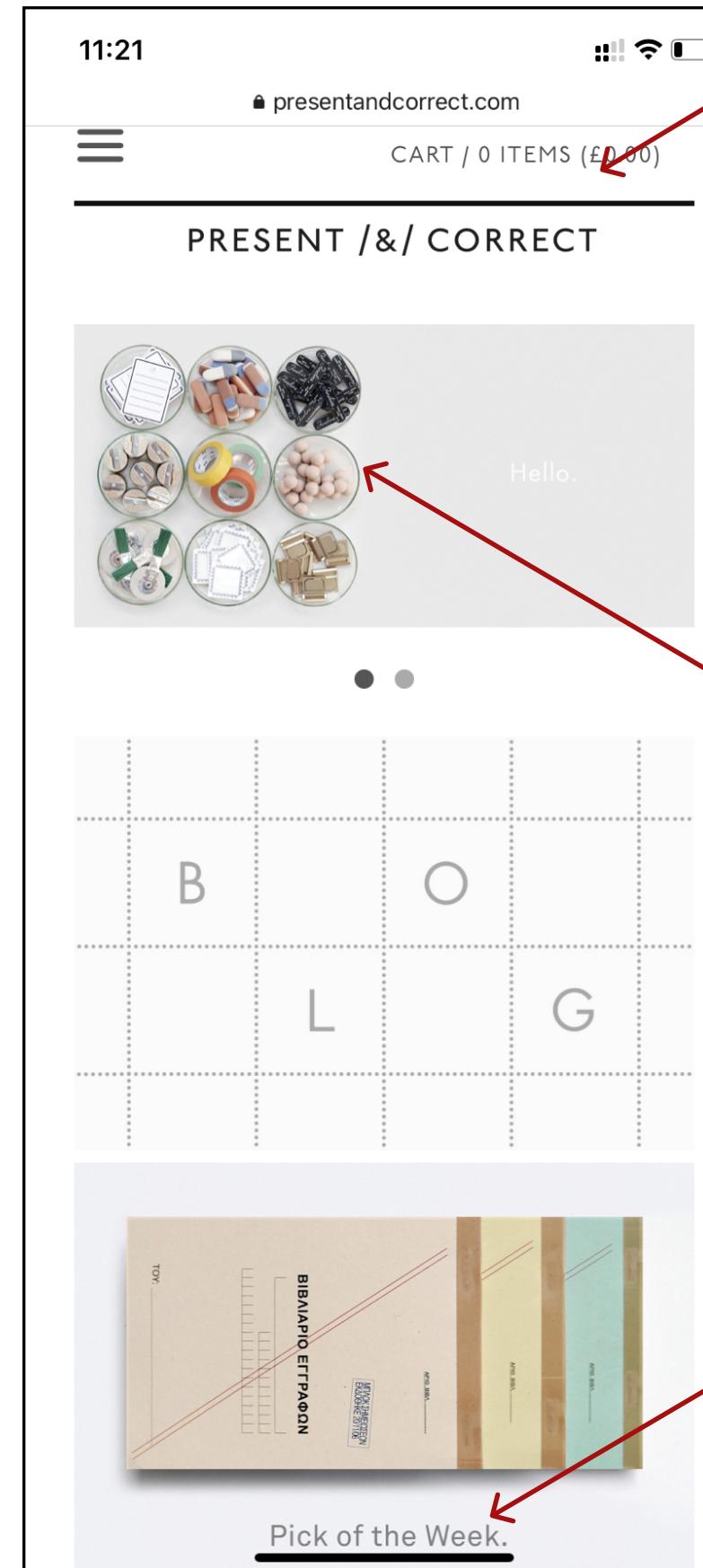
Connecting consumers and sellers directly

Delivery dates help users know when they will receive their products

Present & Correct - Office sundries for the modern workspace

PRESENT /&/ CORRECT

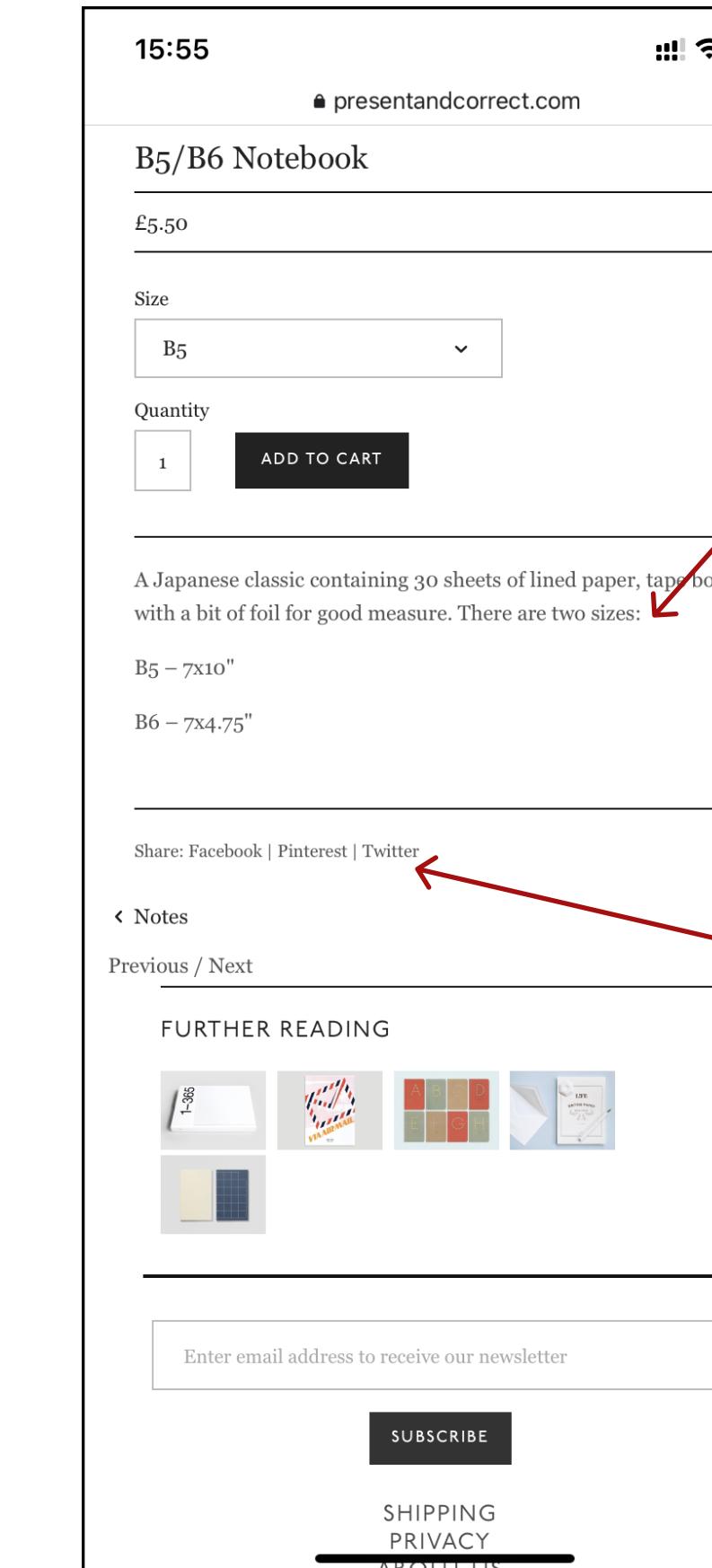
Competitive Analysis



Show the number and sum together, helping users meet shopping expectations

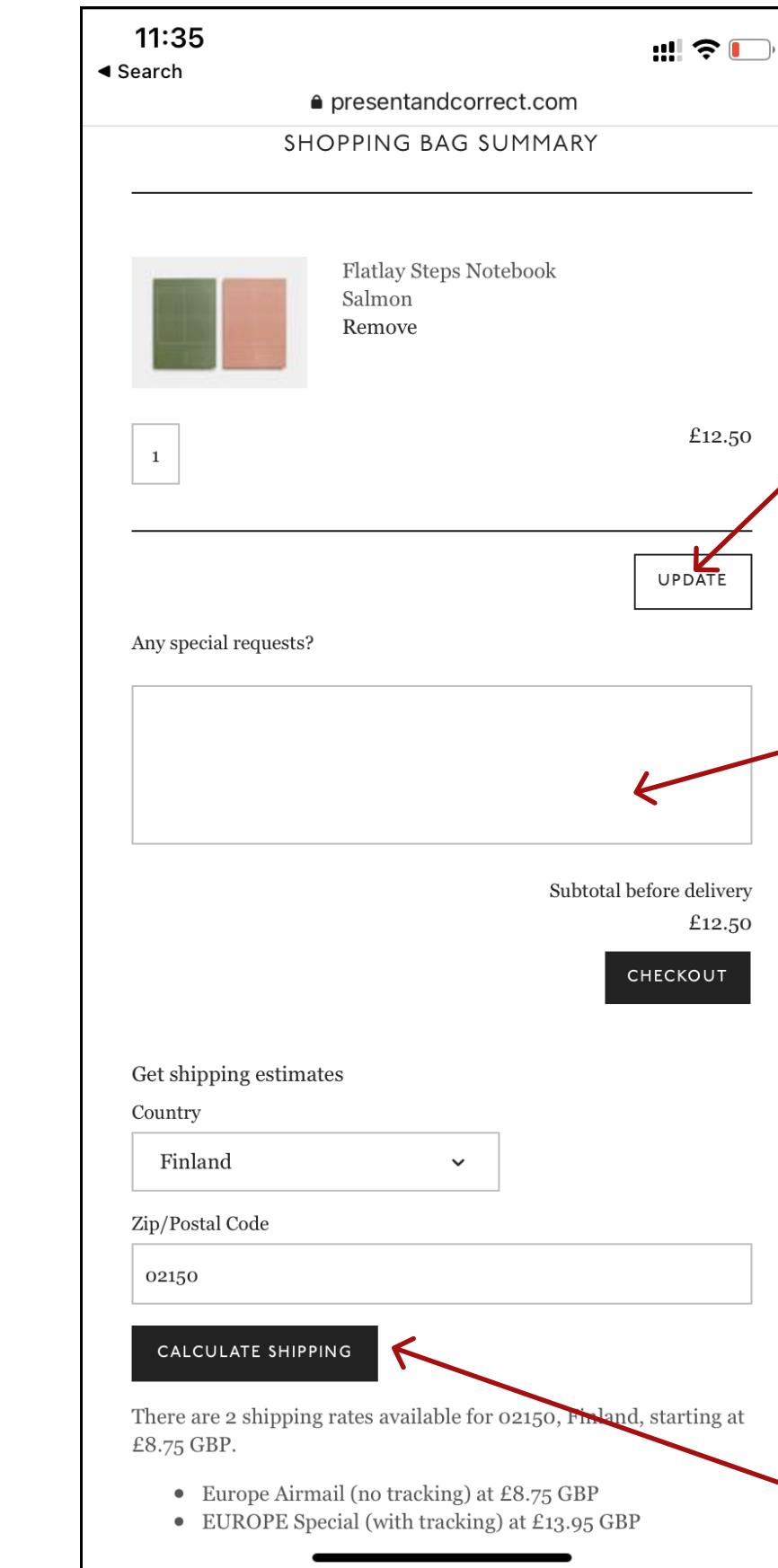
Simple and real stationery images to help consumers quickly understand the items offered on the site

Pick of the Week gives customers shopping inspiration



Detailed and precise descriptions to help customers better understand the product, with "size" listed separately so they can grasp key information more quickly

Enable customers to share the product easily



The Update button helps users to change products without having to go to another page and back to the shopping cart again.

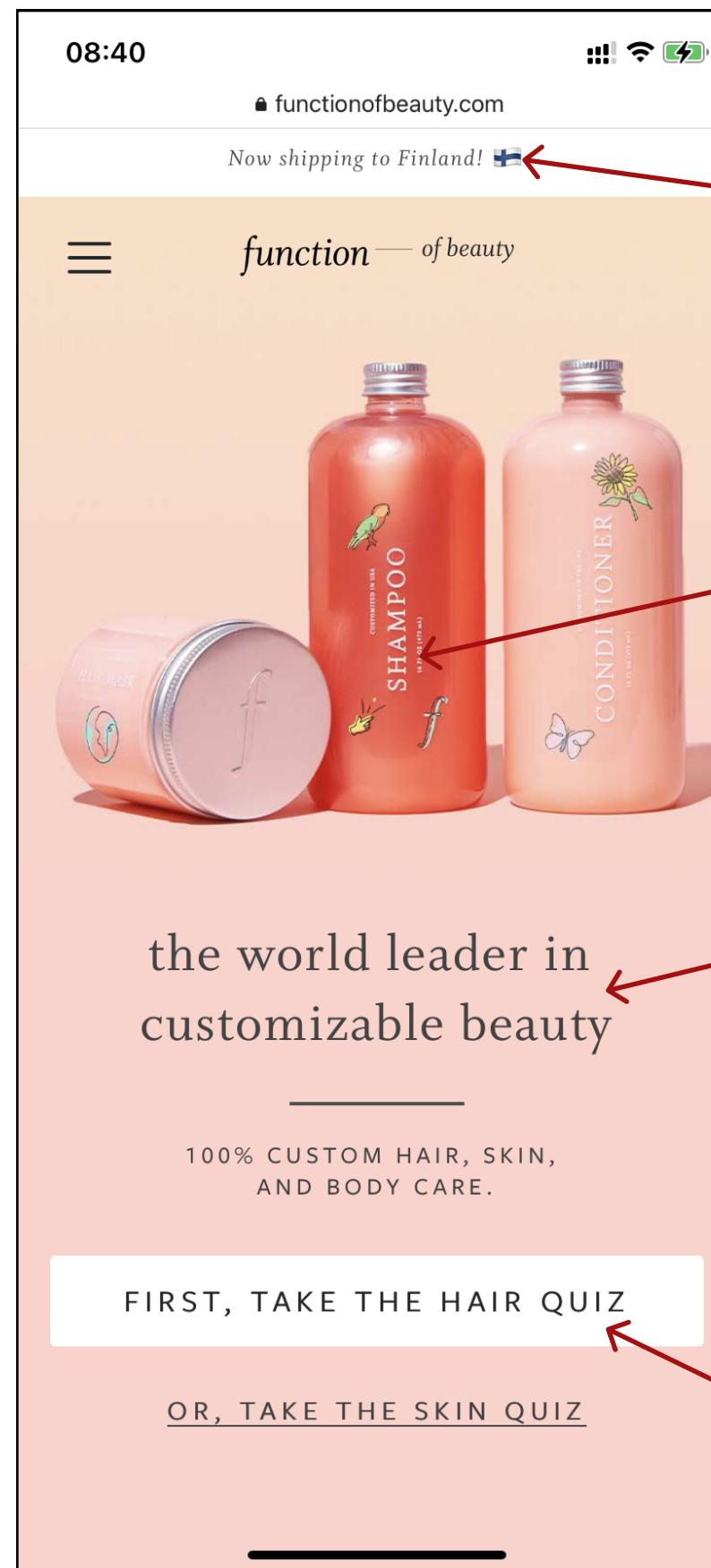
The Special Request service provides a way for users to voice their needs that the website cannot meet

Shipping estimates help users know the delivery fee before they checkout

Function of Beauty - Customisable Hair Care

Benchmarking

function — of beauty



Inform the user of the availability of delivery based on location

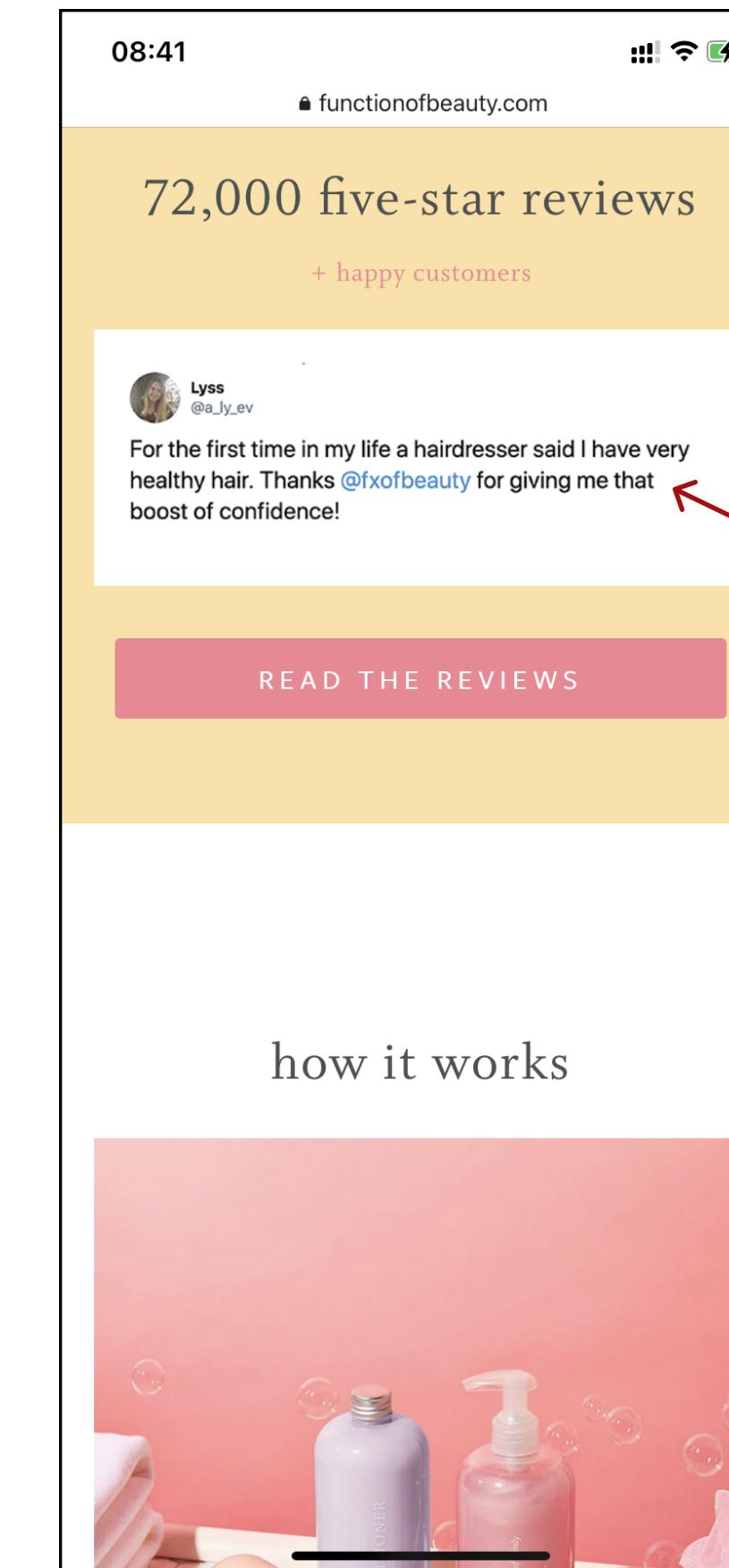
High-quality shampoo picture show the key products

Text show the what is the best offer, encouraging customer to scroll

100% CUSTOM HAIR, SKIN, AND BODY CARE.

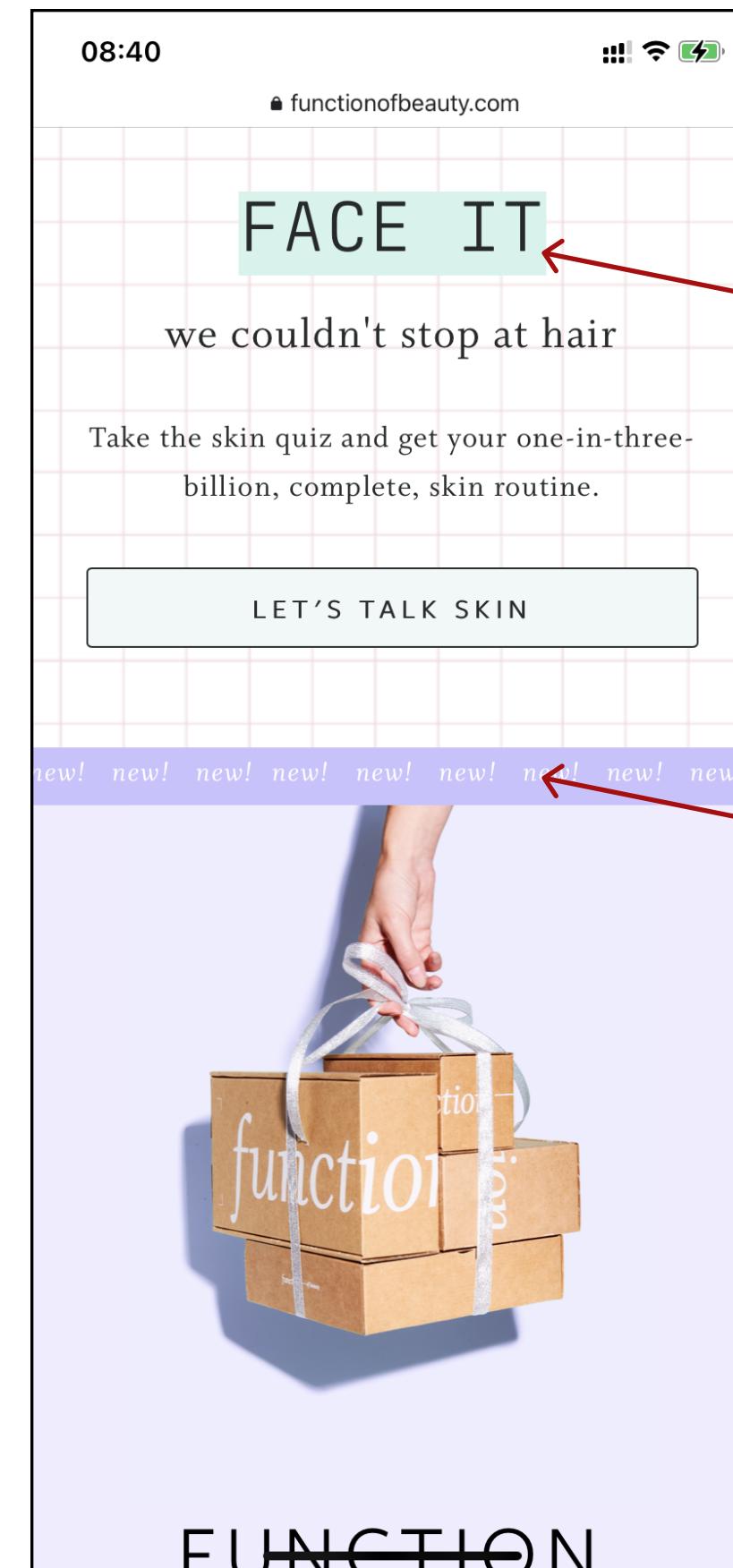
FIRST, TAKE THE HAIR QUIZ

OR, TAKE THE SKIN QUIZ



how it works

Real and extensive user-generated content gives customers a reliable way to know the product



FACE IT

we couldn't stop at hair

Take the skin quiz and get your one-in-three-billion, complete, skin routine.

LET'S TALK SKIN

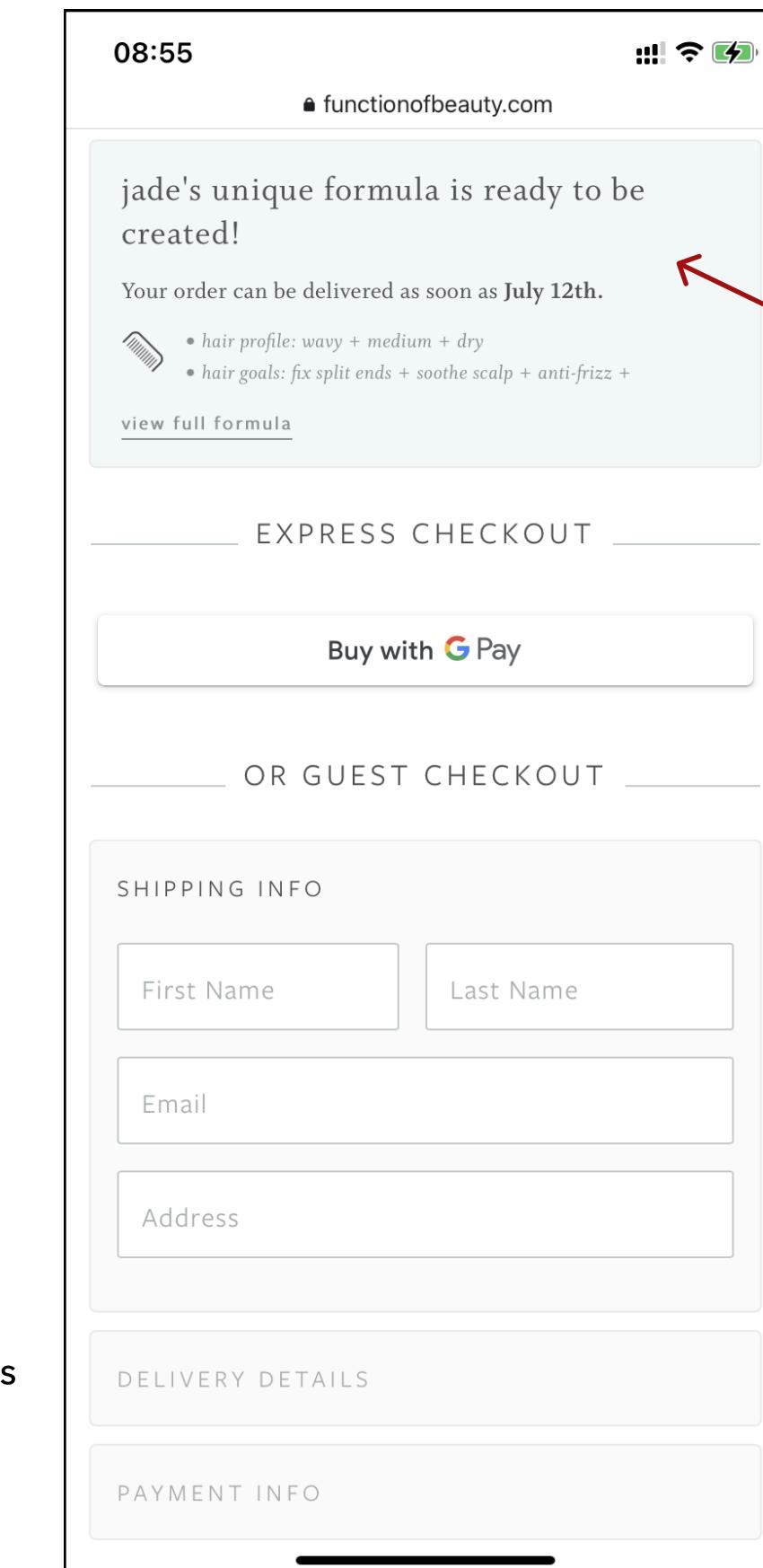
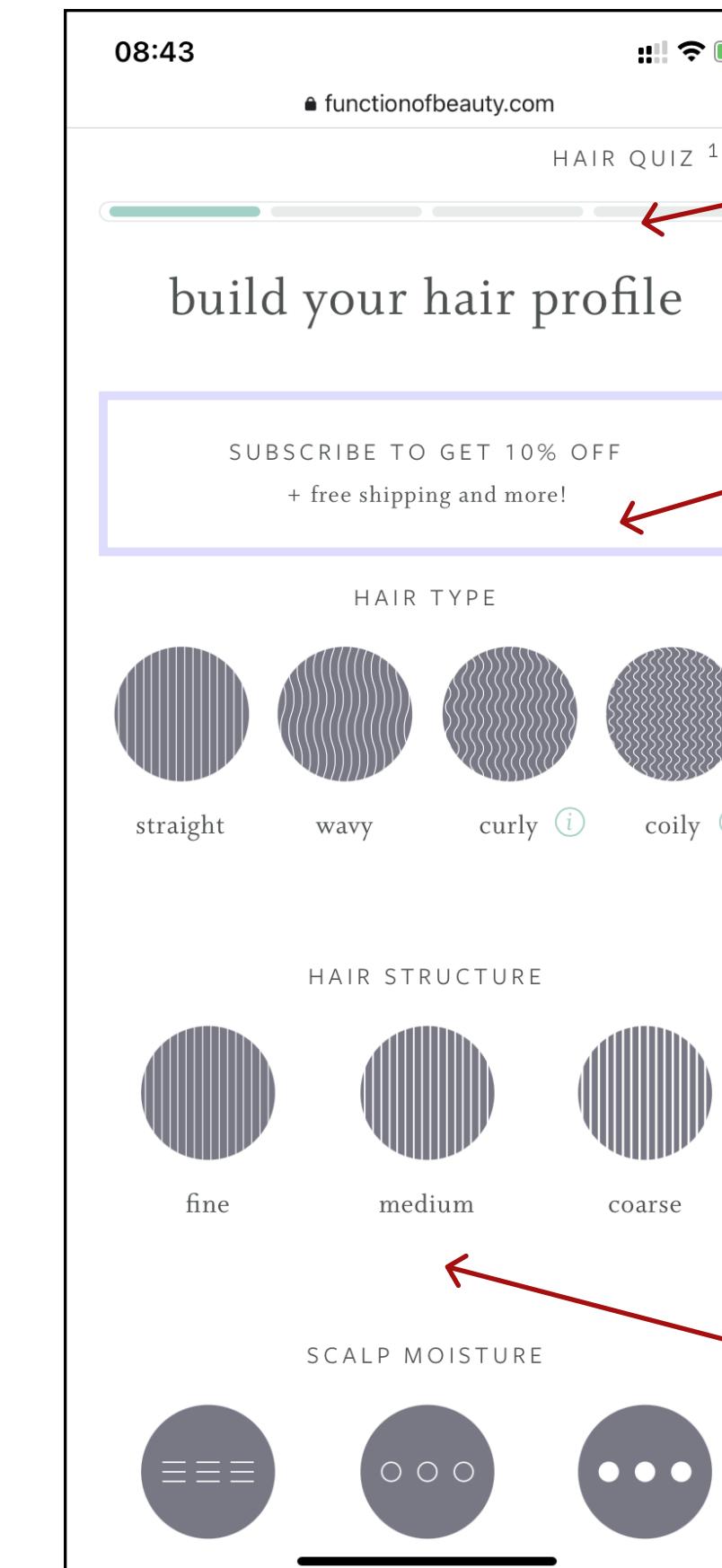
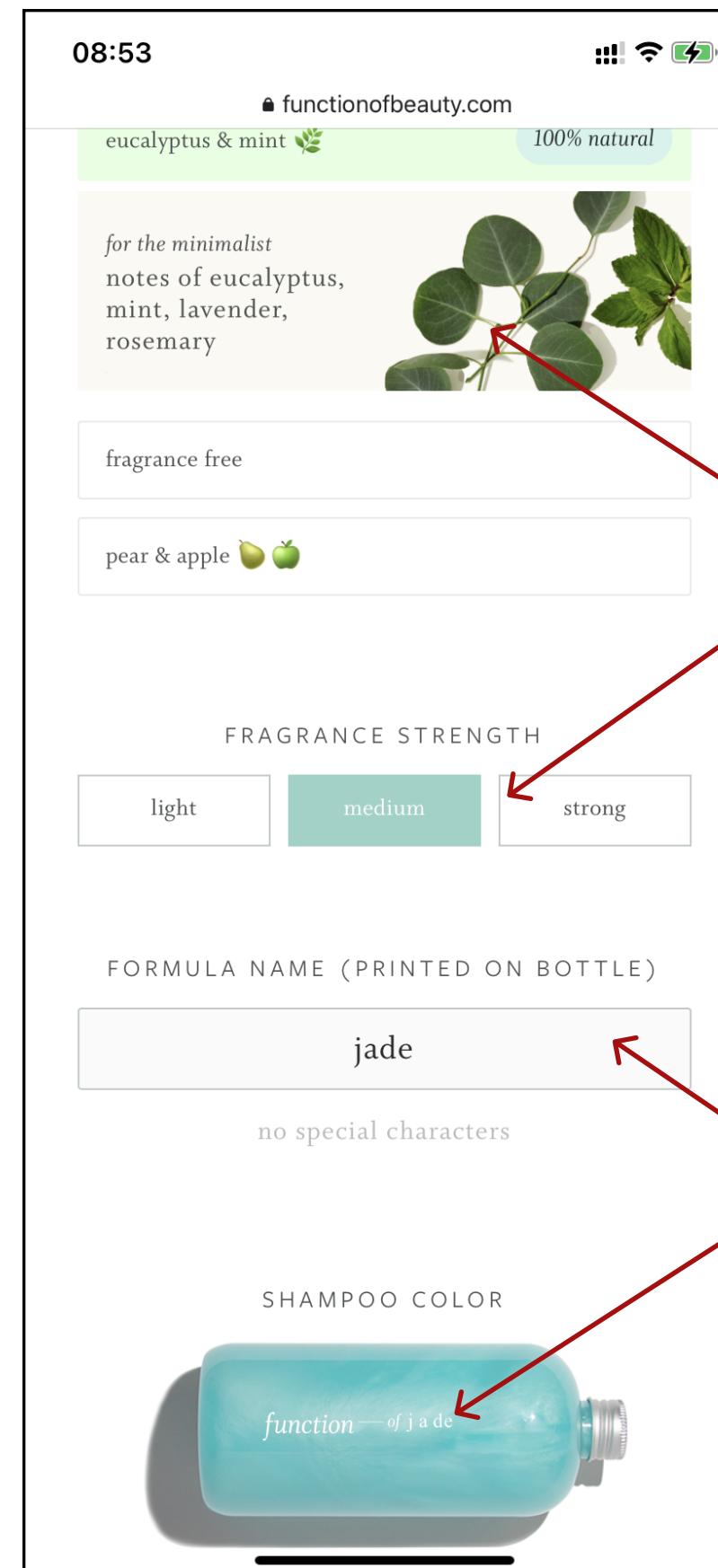
Advertise new services for products by linking the exist service together

Scrolling repetitive text to attract the customer's attention

Function of Beauty - Customisable Hair Care

Benchmarking

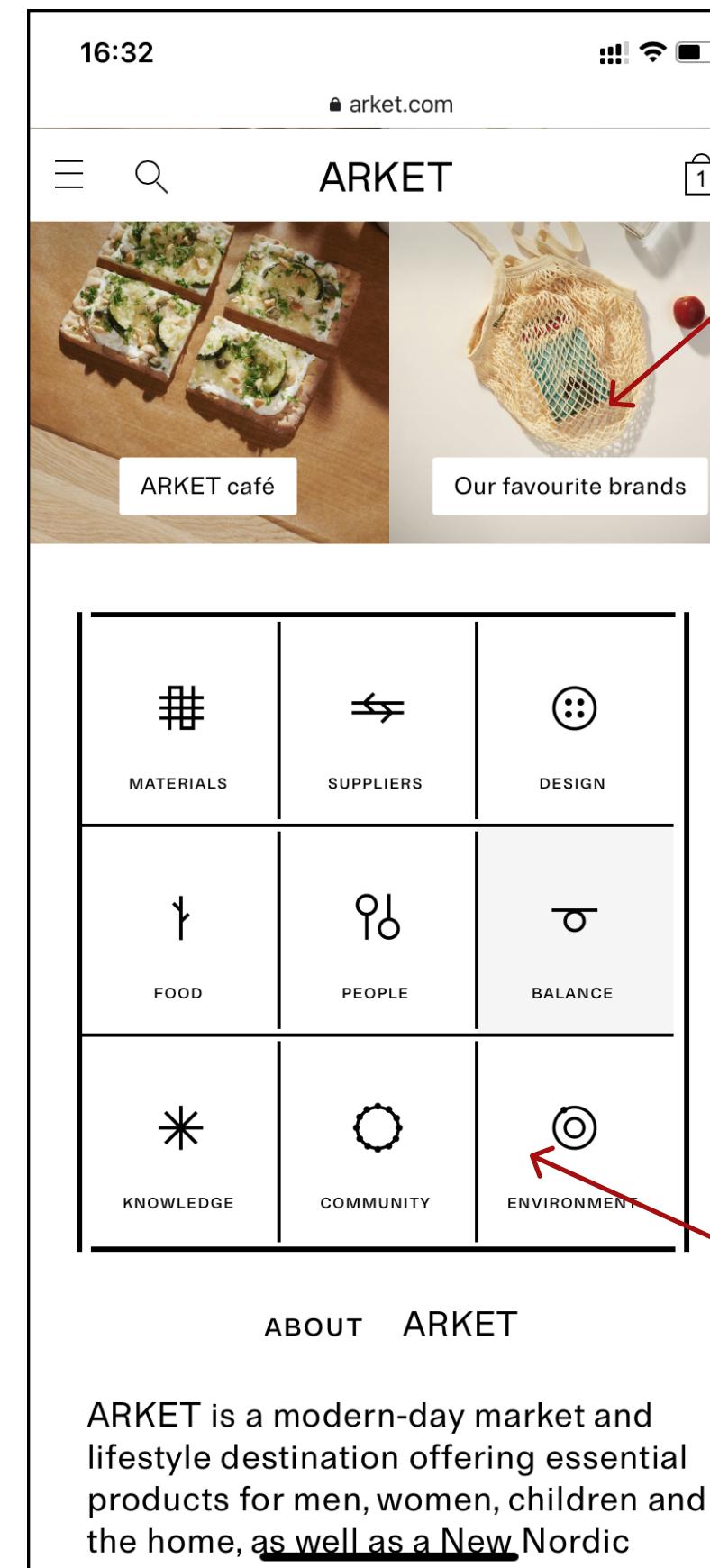
function—of beauty



Arket - Collection of wardrobe components and home items

Benchmarking

ARKET



Nice photo gallary shows all types of product they provide, easy to navigate

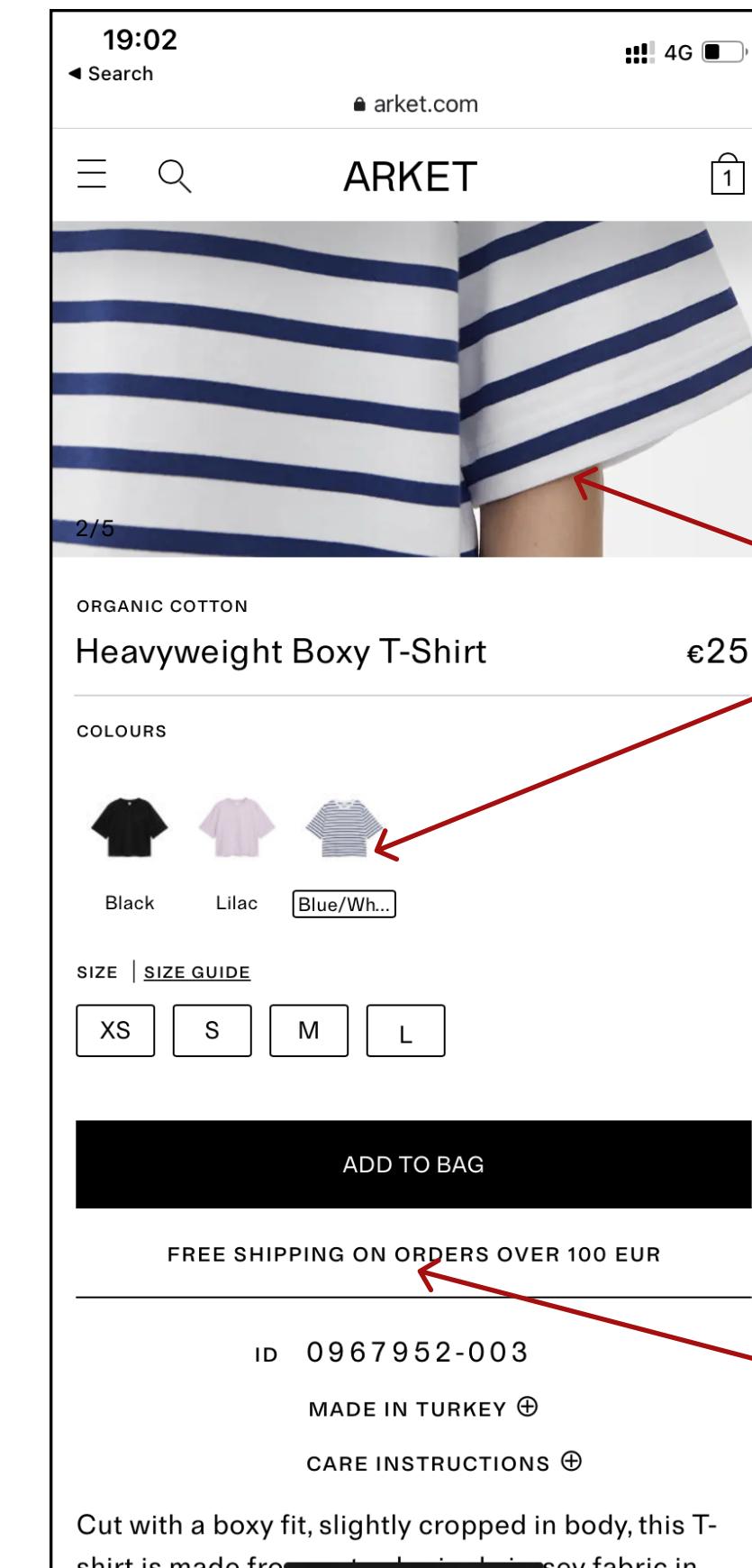
The simple icon highlights the brand's values and identity, and echoes the brand introduction



Detailed sub-categories to help customers find the items that come to mind more quickly

Filters contain the key features of the products, enabling users to narrow down their target items precisely

Small icon indicates the color available



Detailed pictures and overall pictures of the product to give users a better understanding of the product

Free shipping info motivate users to see more products

HelloFresh - Worldwide Meal Kit Service

Benchmarking



11:31 4G

hellofresh.co.uk

HELLO FRESH

Select Plan Register Address Checkout Select Meals

Proceeding bar visualized steps it would take to complete

"Register" after "Select plan", giving users opportunity to experience the product first and motivating them to complete the plan

Get cooking with our widest variety of meat, fish, and seasonal produce.

2. Customise your plan size

Number of people 2 3 4

Recipes per week 2 3 4 5

3 meals for 3 people per week
9 servings at £4.22 per serving

Box price £37.99
Shipping £4.00
First box total £41.99

Build your perfect box each week by choosing your favourite dishes from our menu of 31 delicious recipes

Select this box

11:48 4G

hellofresh.co.uk

HELLO FRESH

Select Plan Register Address Checkout Select Meals

Meat & Veggies
3 meals for 3 people per week

Your box is just around the corner!

Now, let's create an account and choose your 3 fun and fresh recipes.

Get started

Email

Yes, I'd like exciting offers, discounts, and new product info emailed to me.

Continue

or

Facebook Continue with Facebook

Google Continue with Google

Apple Continue with Apple

12:42 4G

hellofresh.co.uk

HELLO FRESH

Select Plan Register Address Checkout Select Meals

Add a credit or debit card MasterCard VISA DISCOVER NETWORKS AMERICAN EXPRESS

Card number *

Expiry date *

Security code *(?) 123

Add a PayPal account PayPal

Order summary

Meat & Veggies
3 meals for 3 people per week
9 servings at £4.22 per serving

Box price £37.99
Shipping £4.00

A small card icon with a red circle shows what the security code is, allowing users to find the information and complete the steps quickly

The green color interface makes whole website consistent and branded

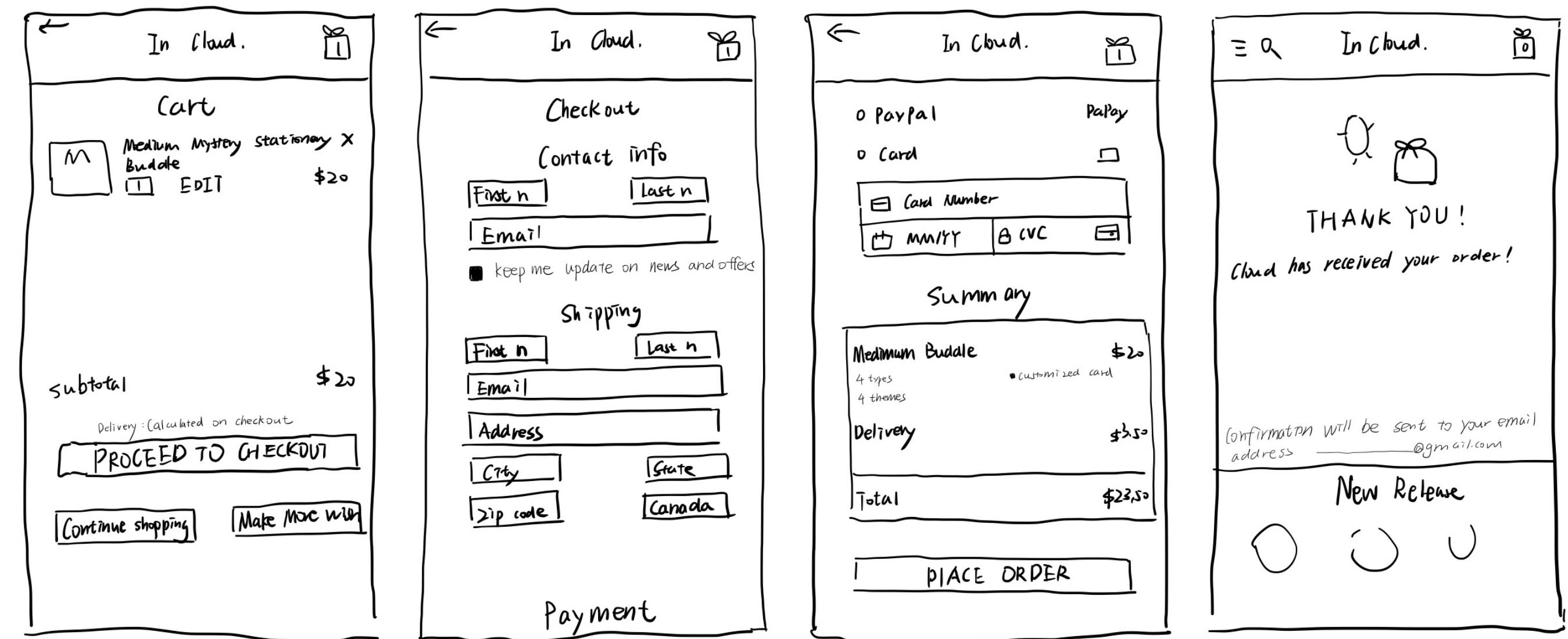
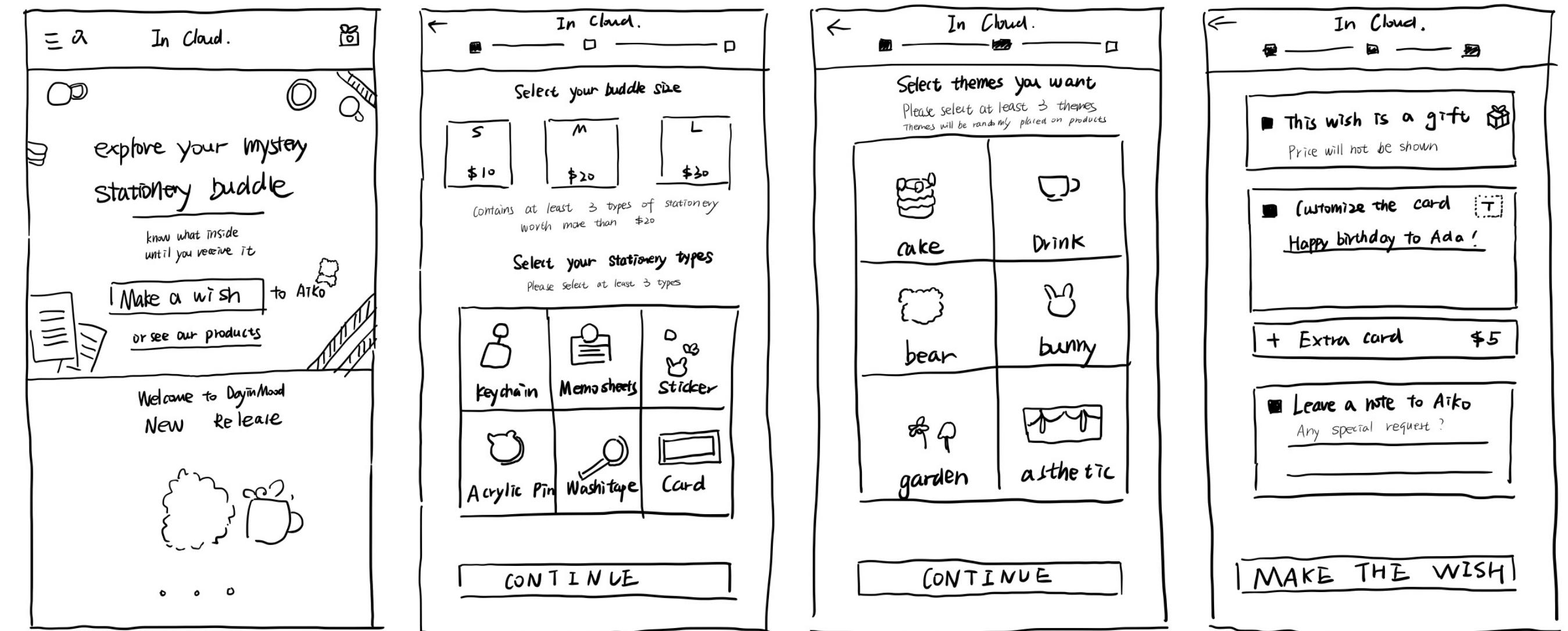
Other registration methods offer a platform where users may already have an account, making the registration step easier

The order summary provides items and costs. The user can quickly check before confirming.

Concept & Design

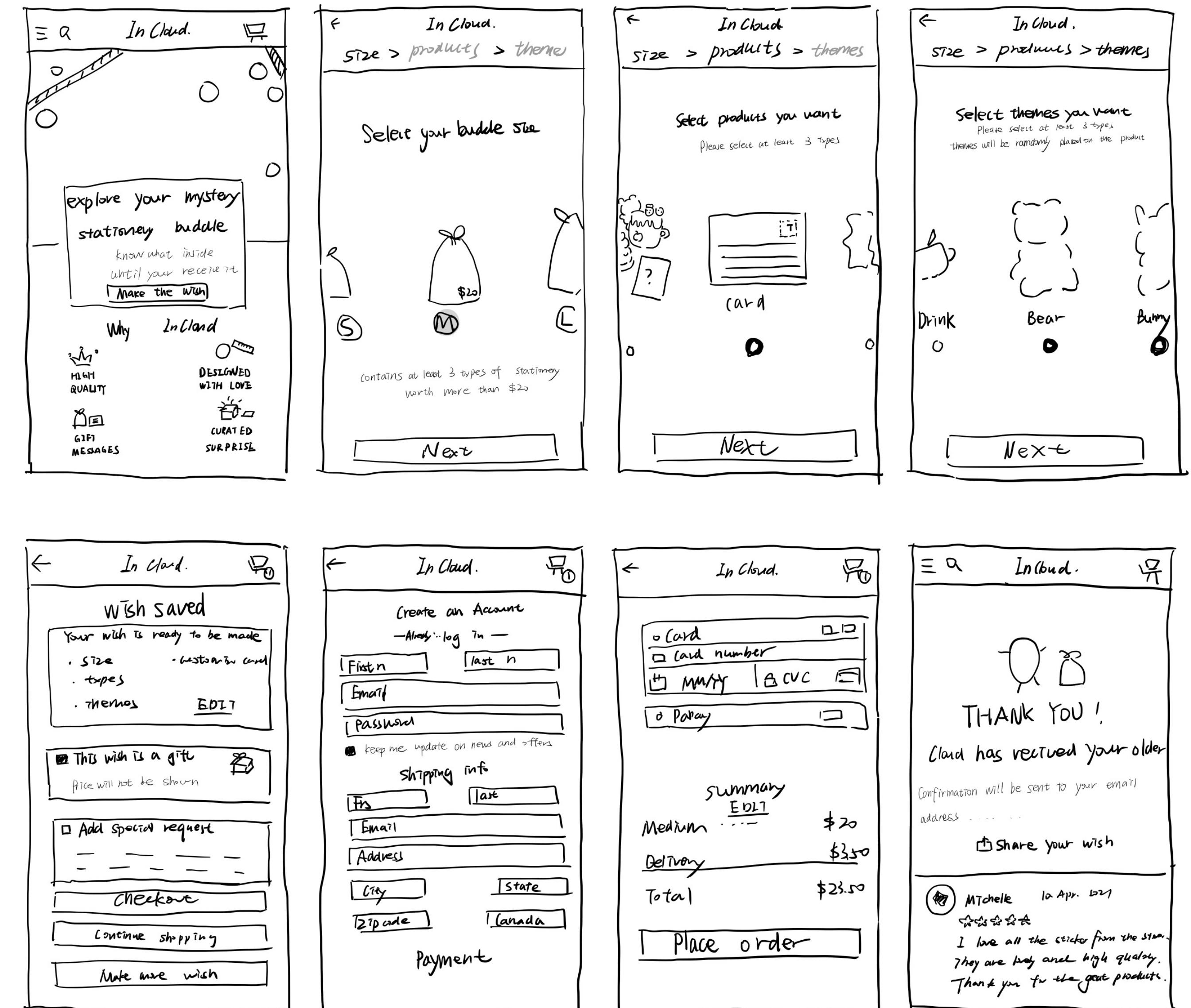
Solution Sketch - A

- Homepage
- Questionnaire
- Cart
- Customer Information
- Payment
- Success Screen



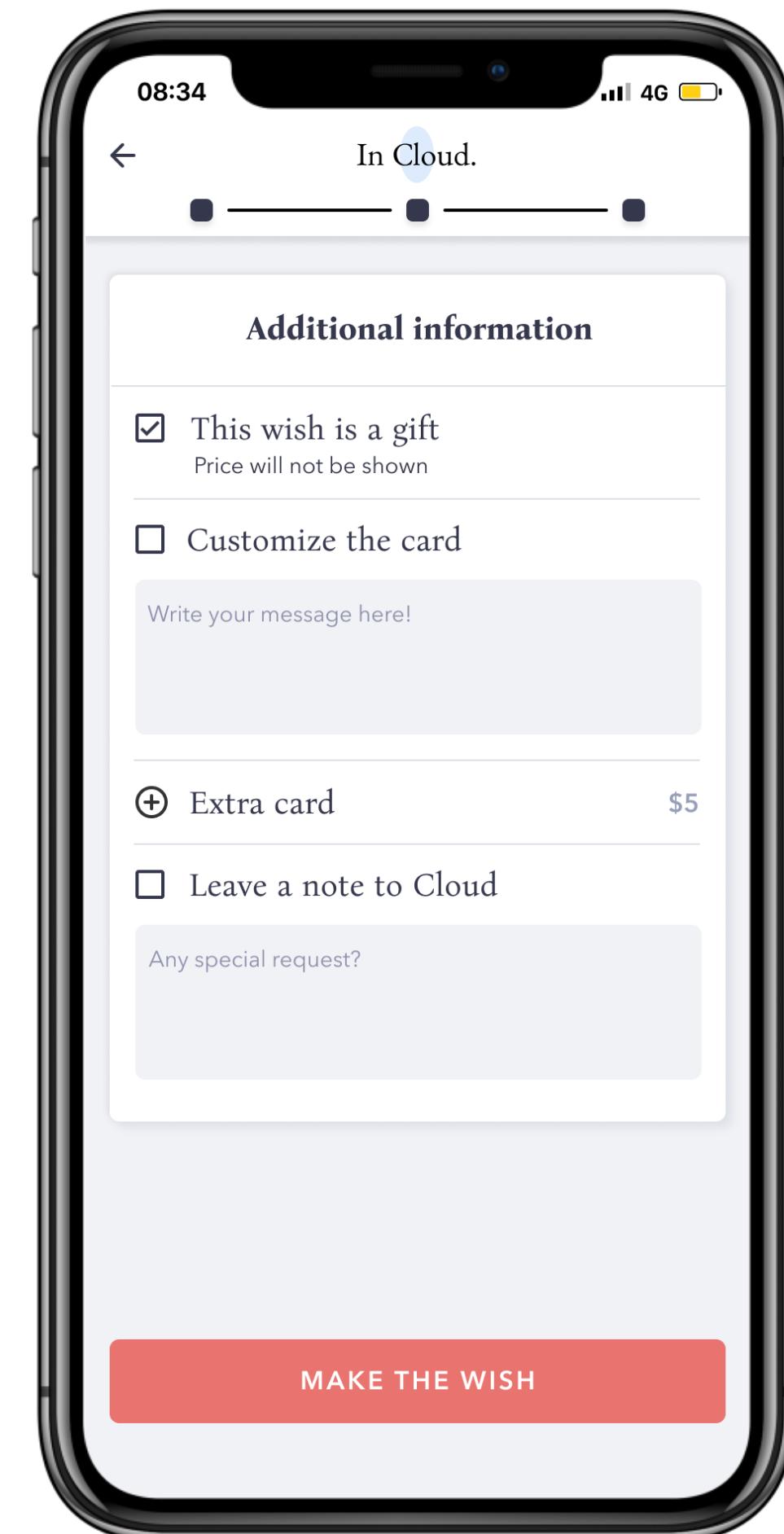
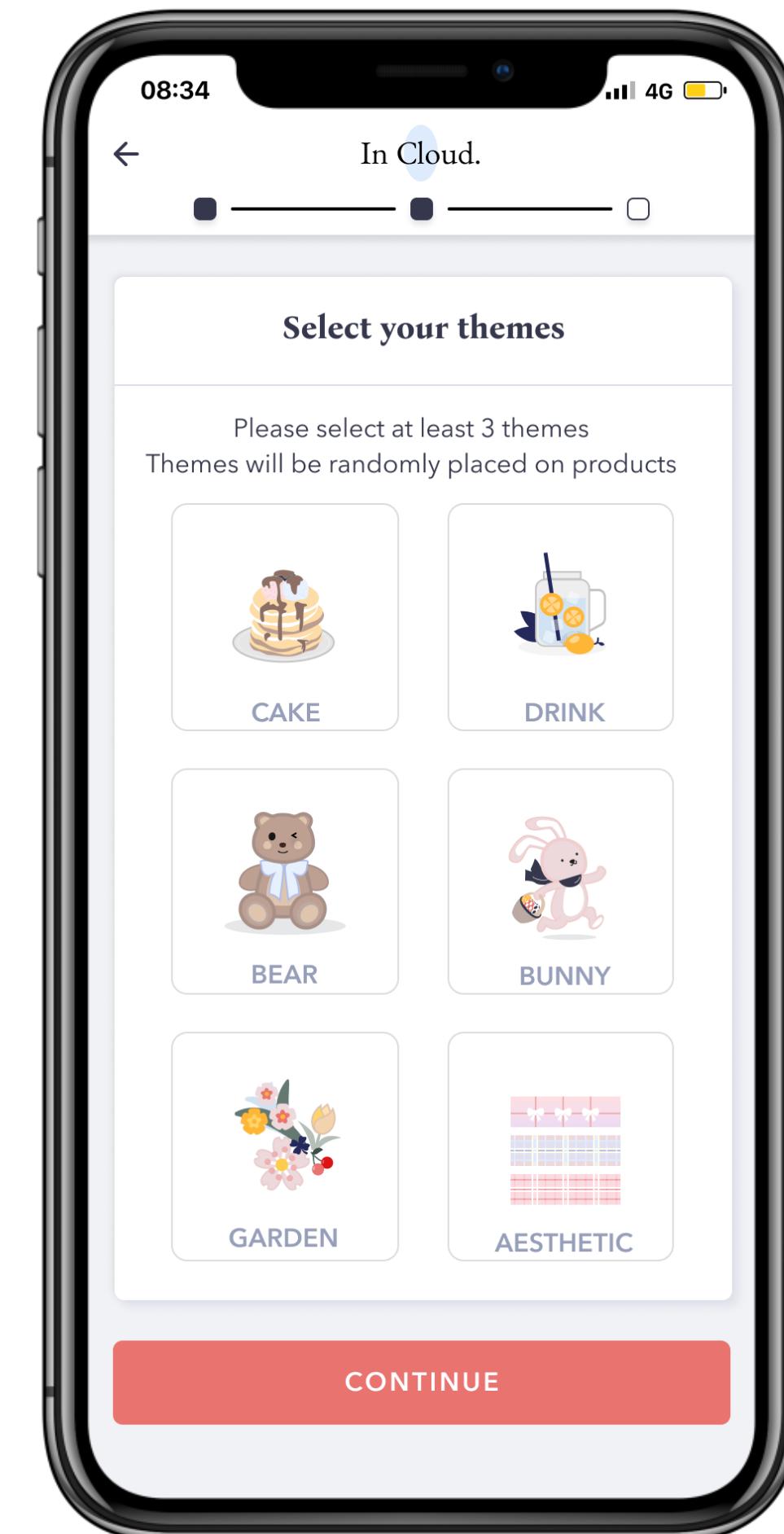
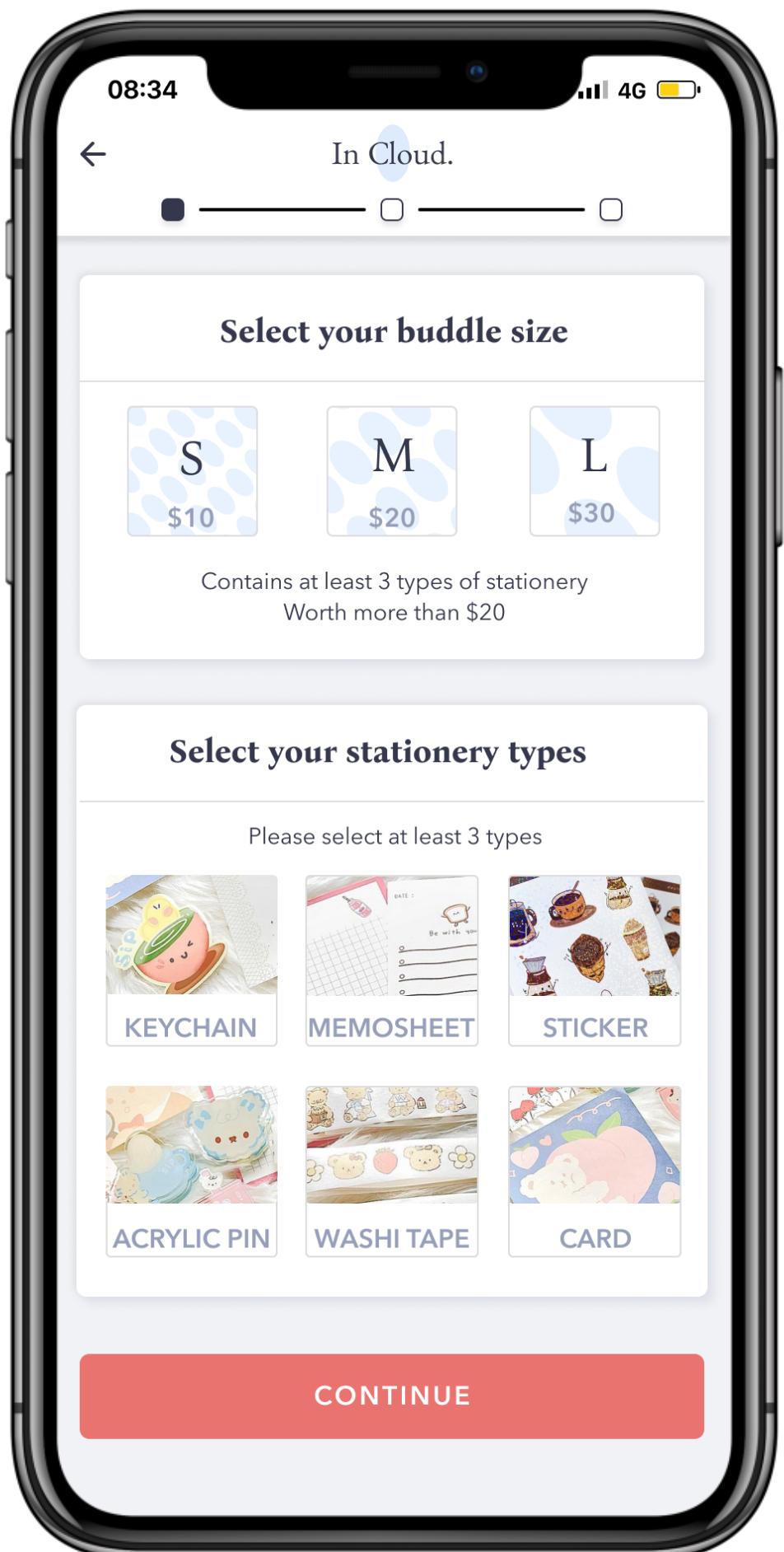
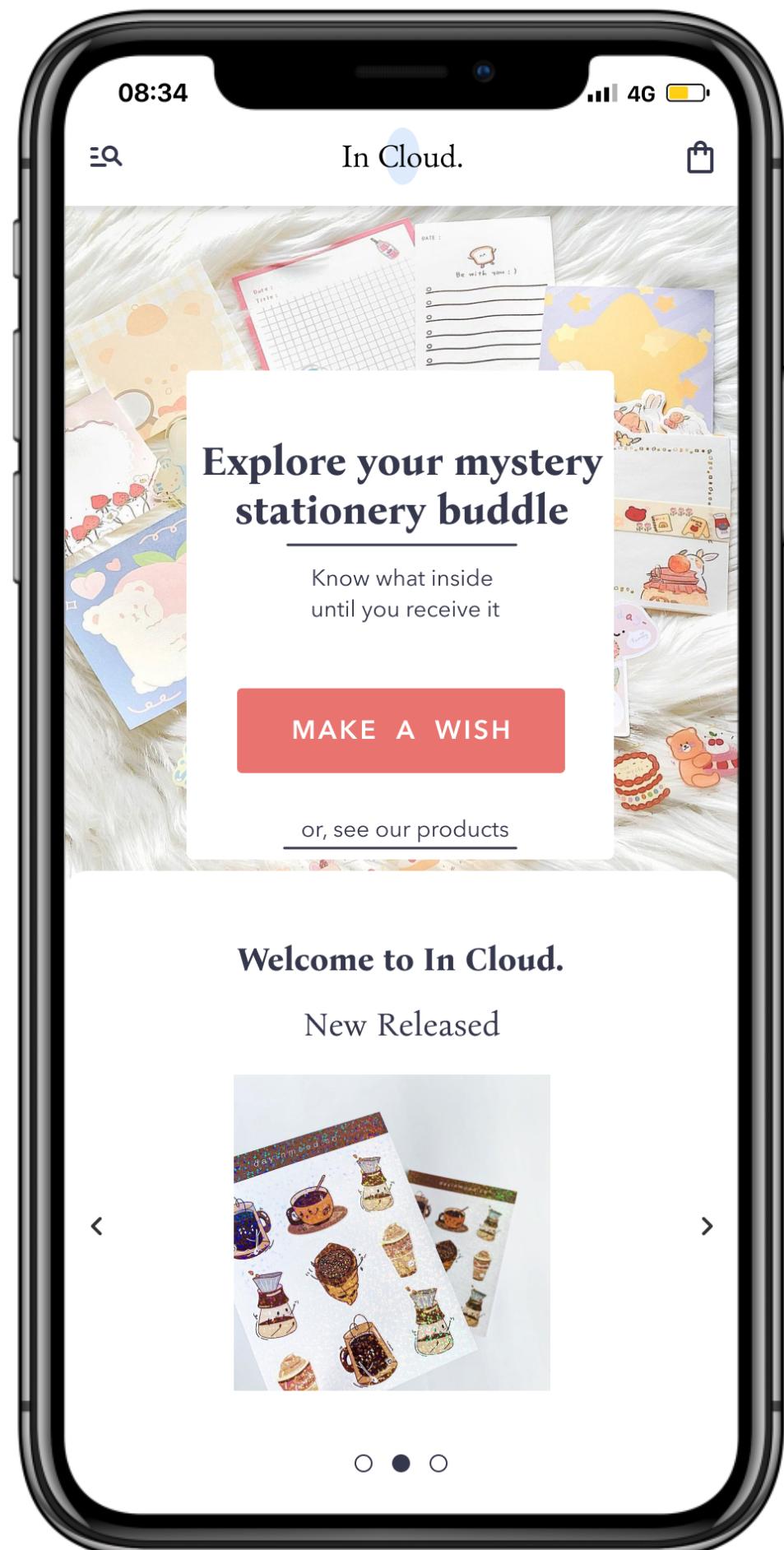
Solution Sketch - B

The main difference in Version B are: the questionnaire pages are more playful than A.



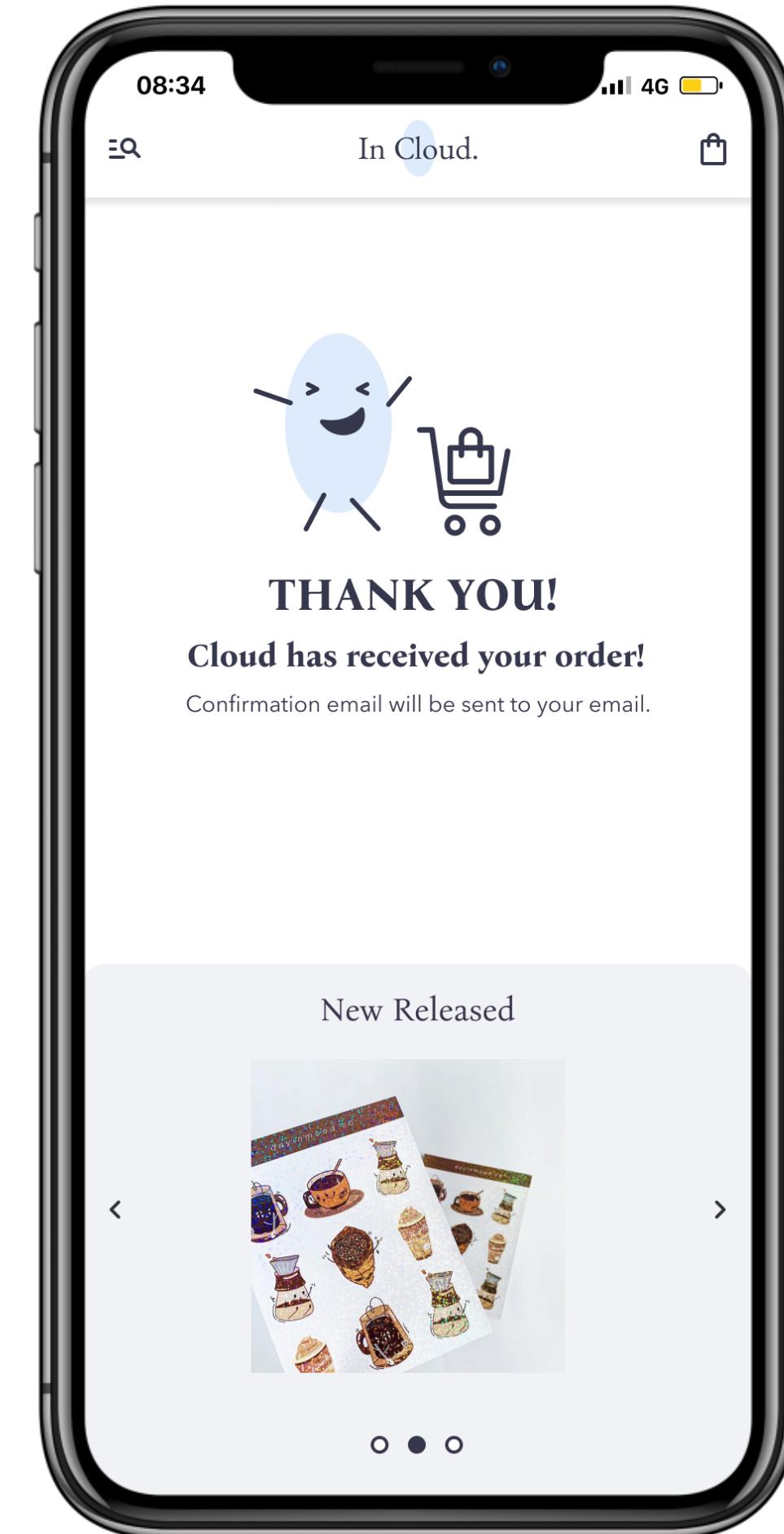
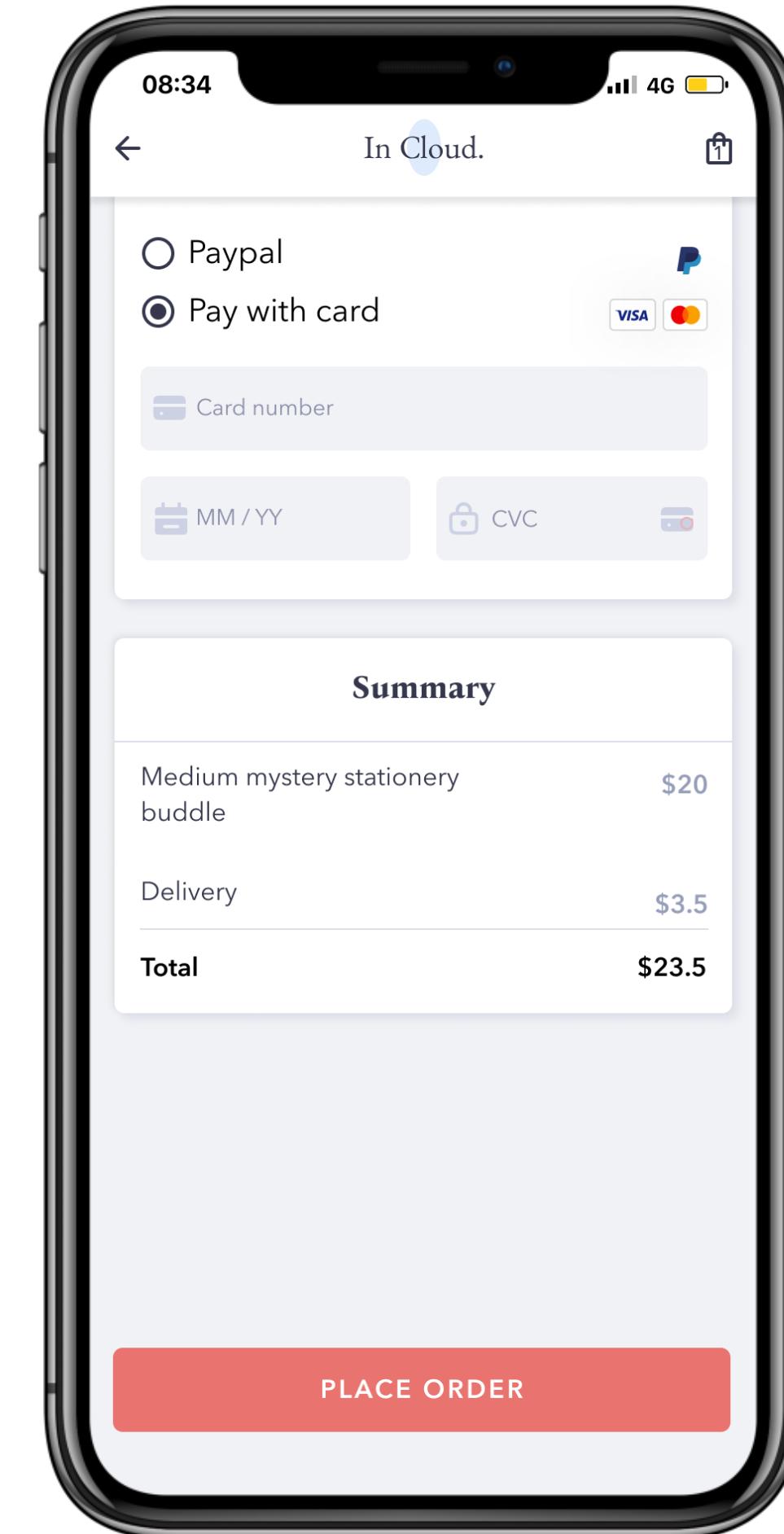
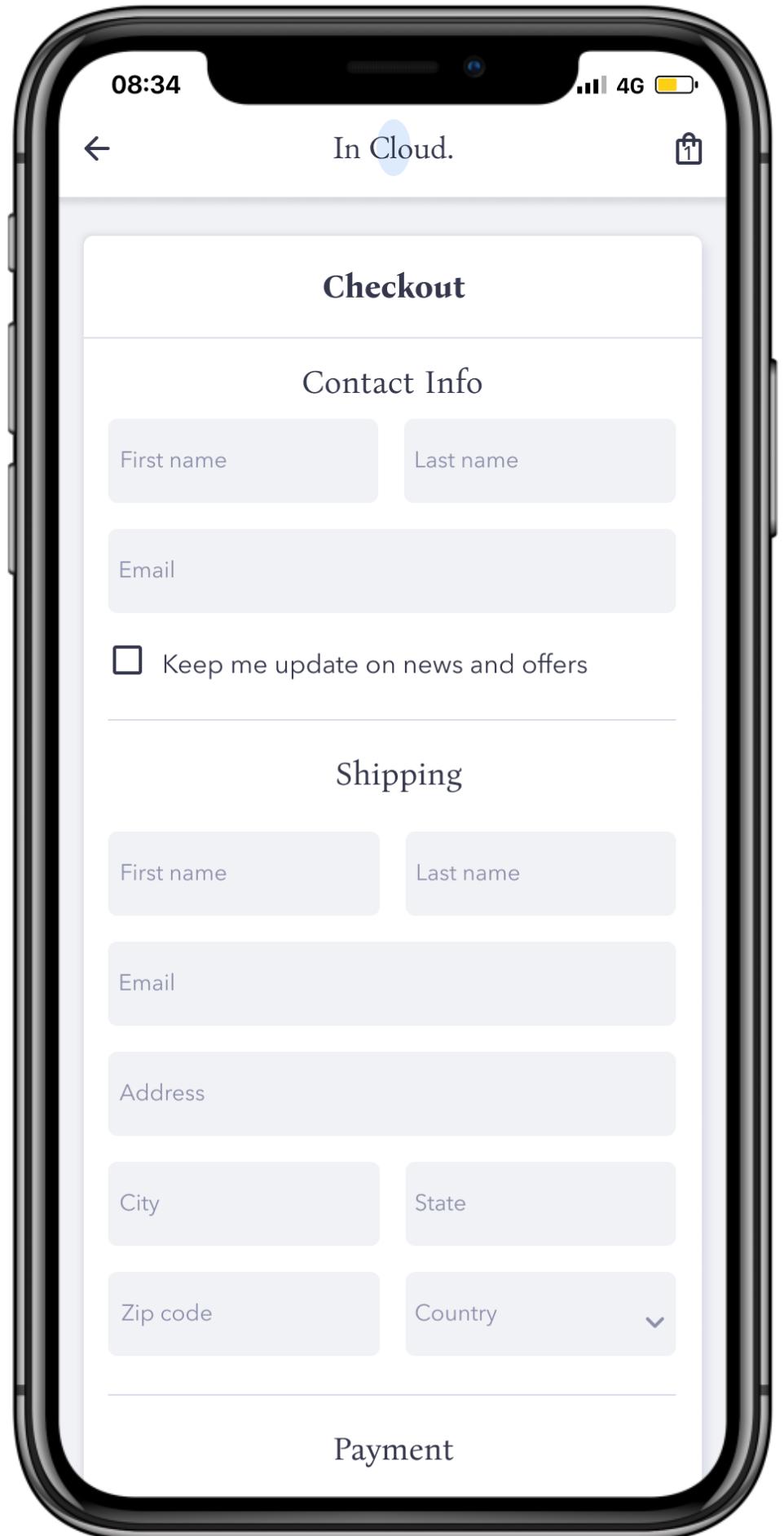
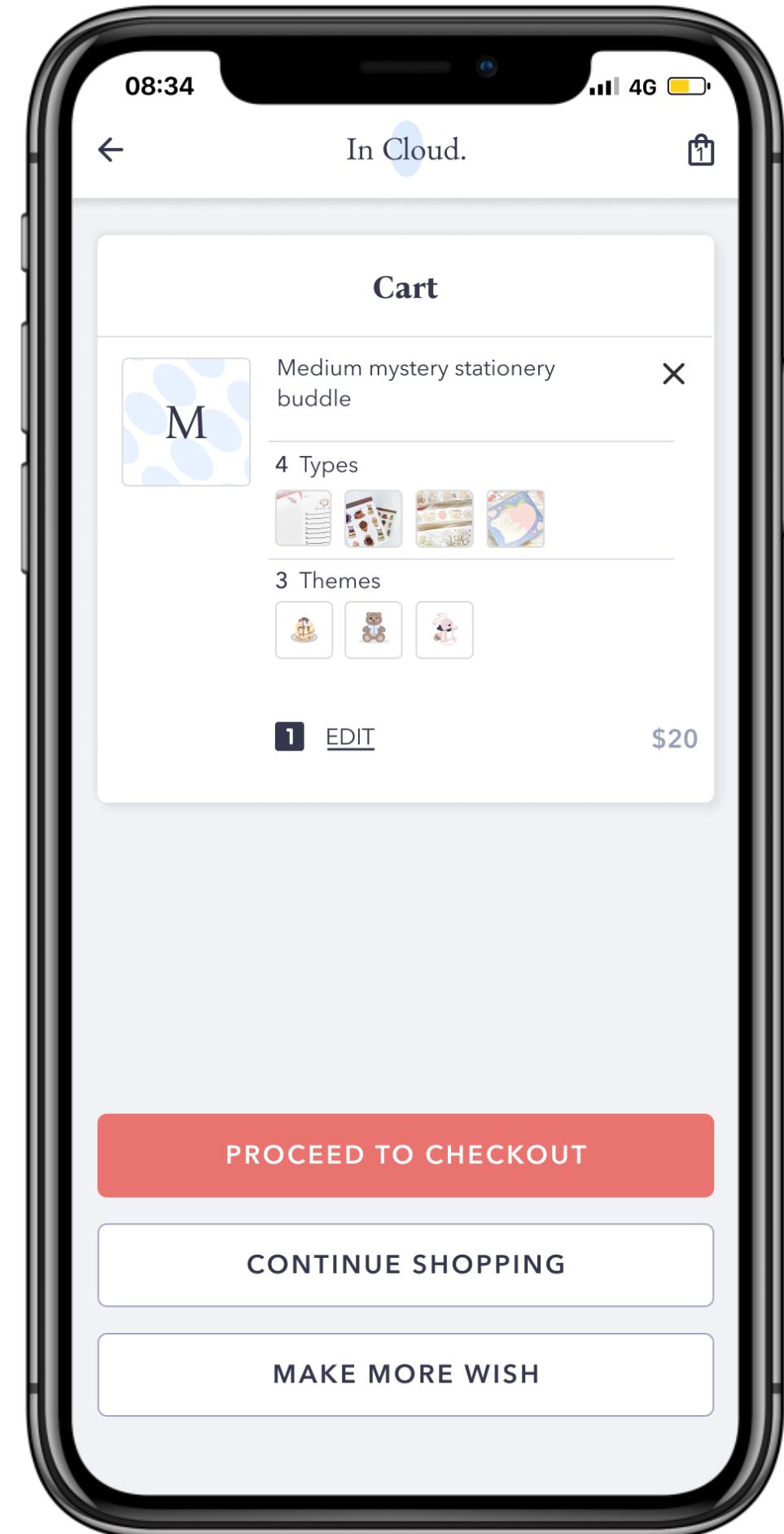
User Interface Design A

1/2



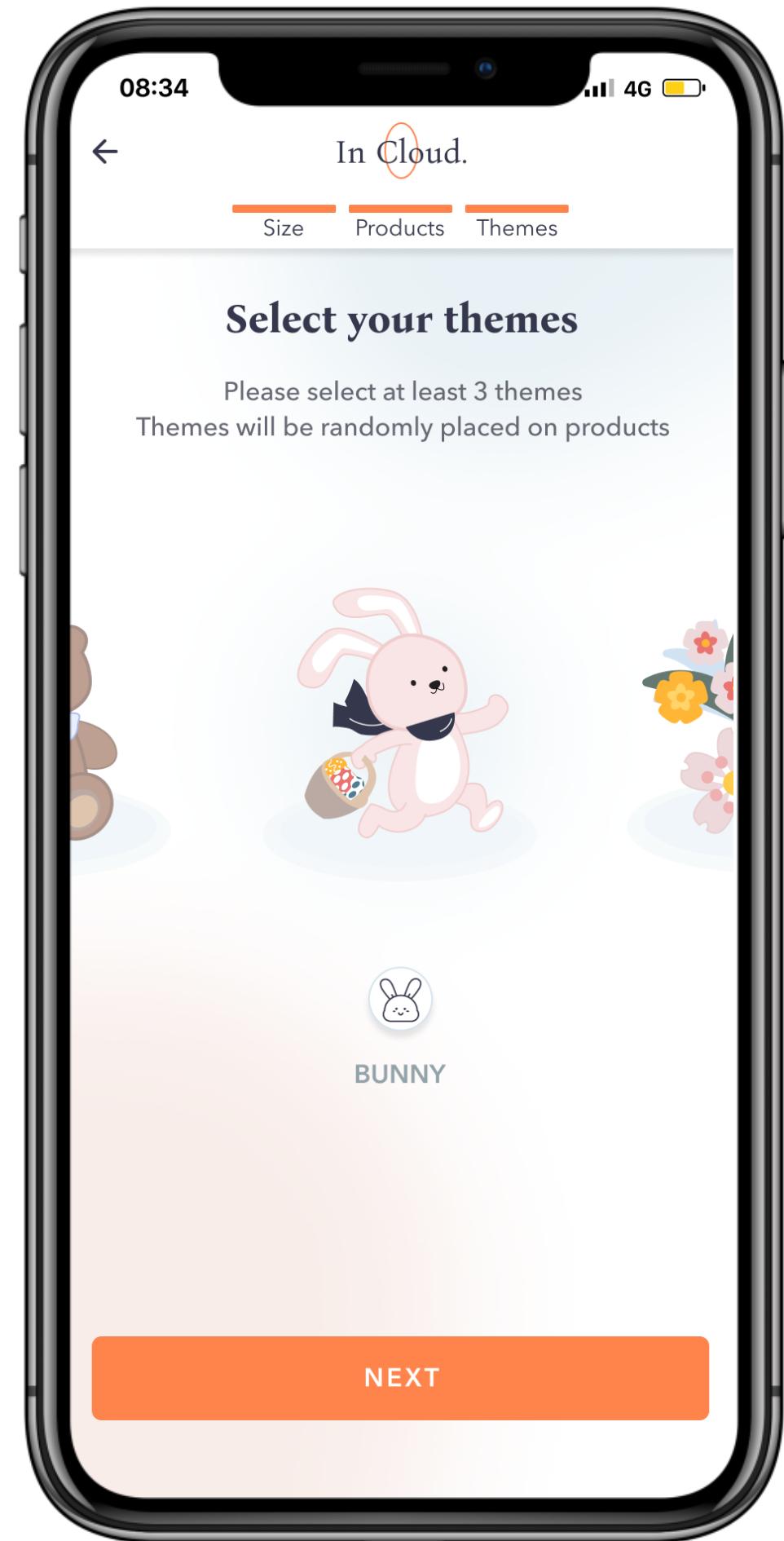
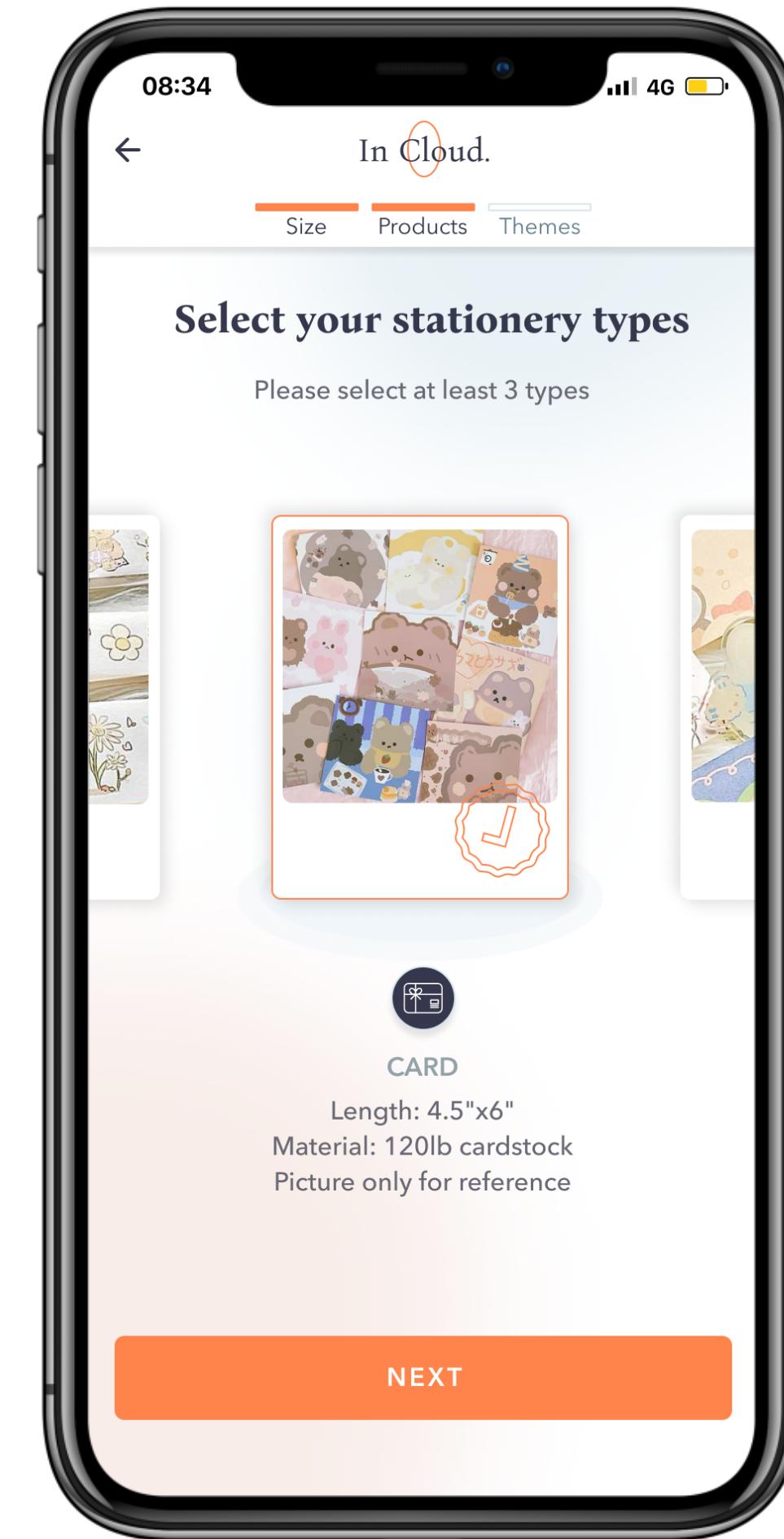
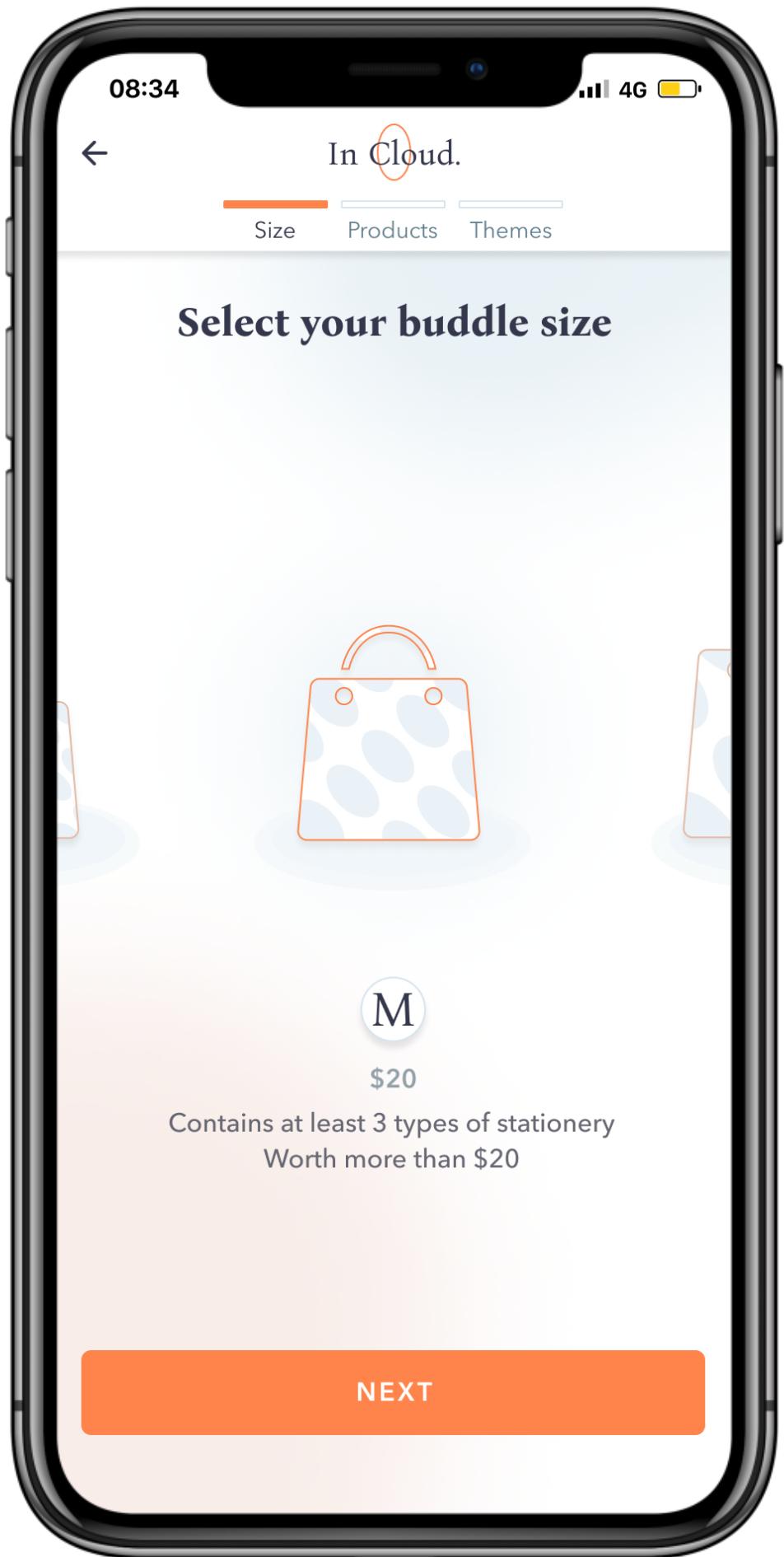
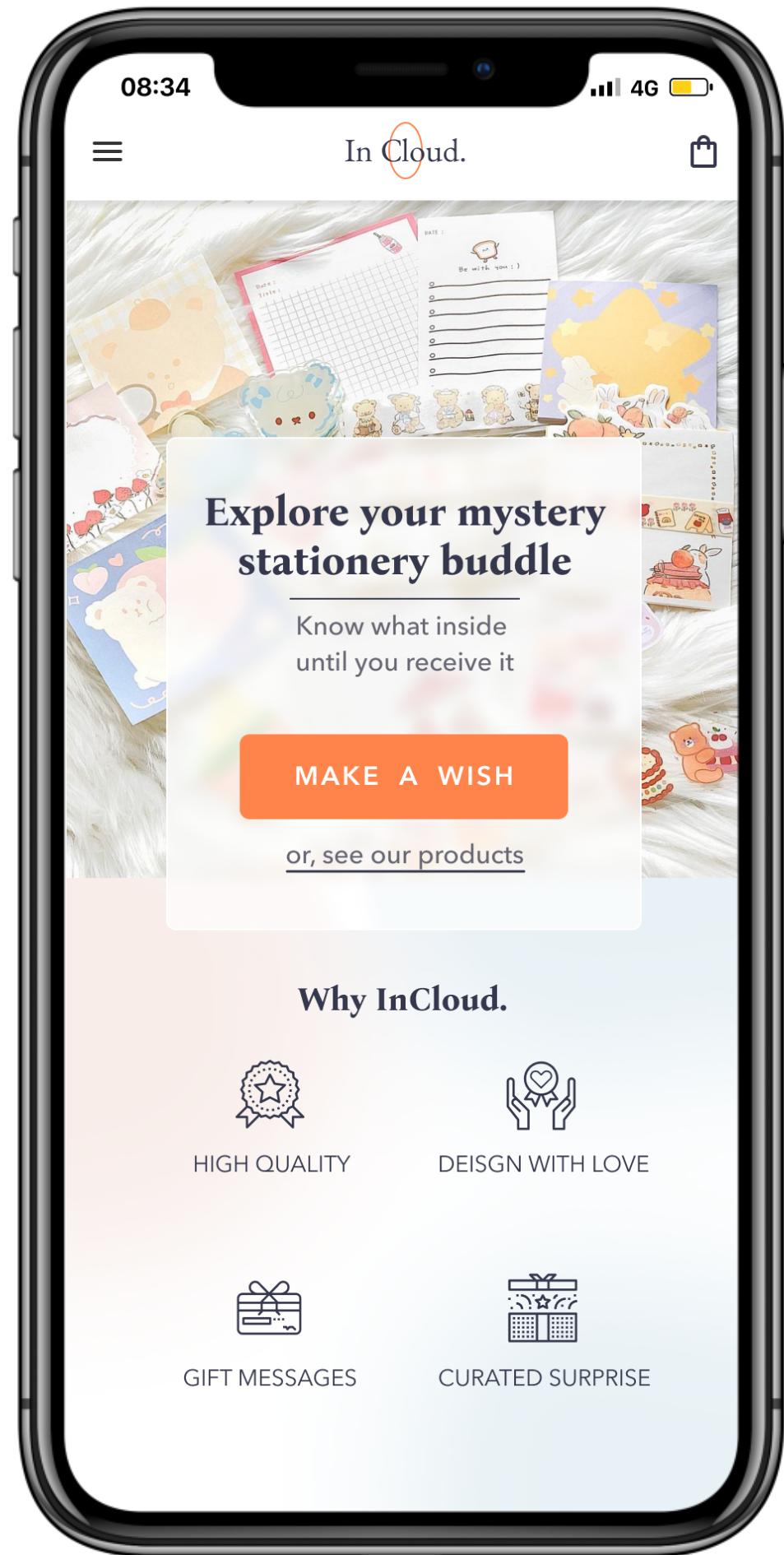
User Interface Design A

2/2



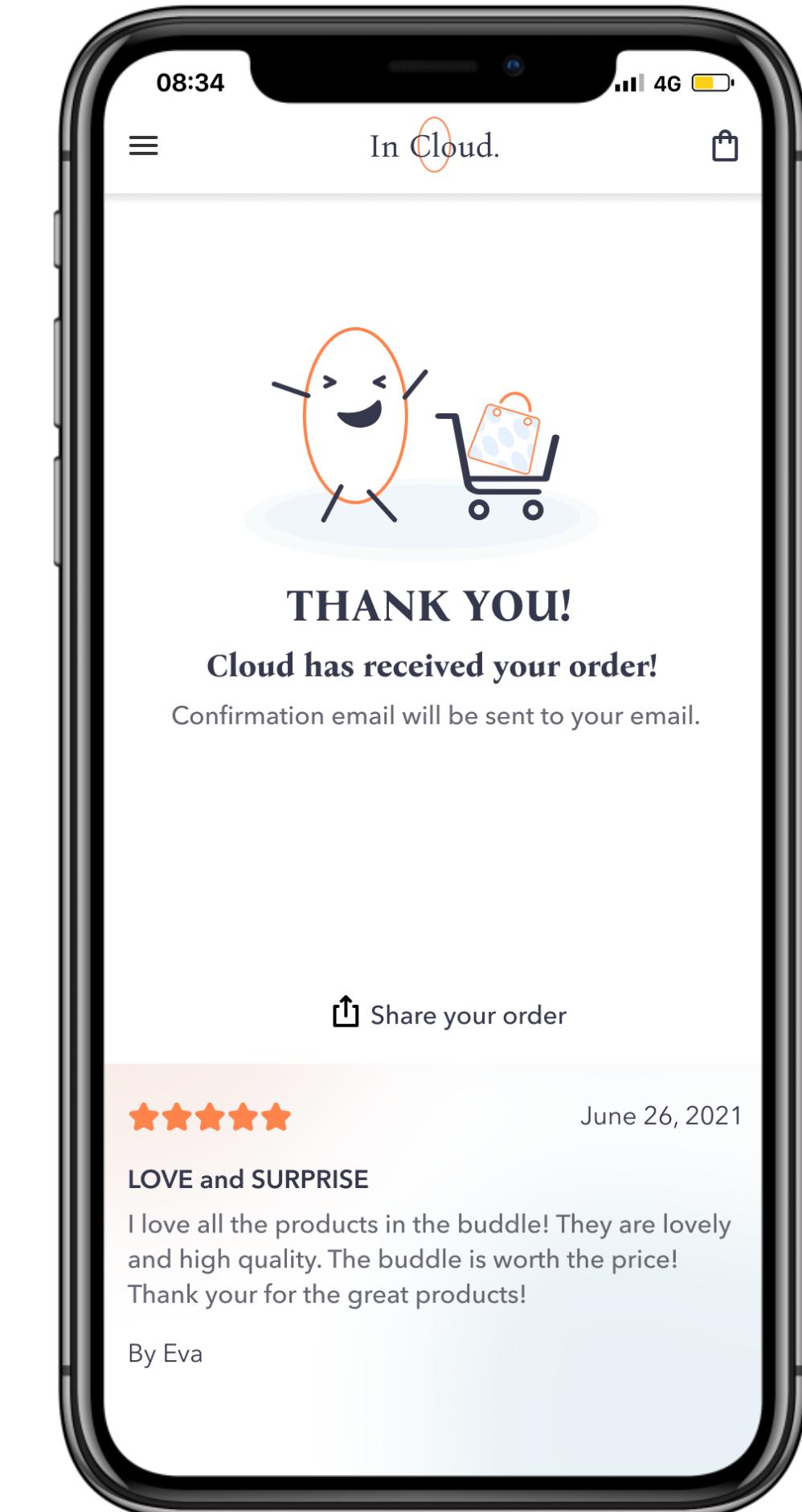
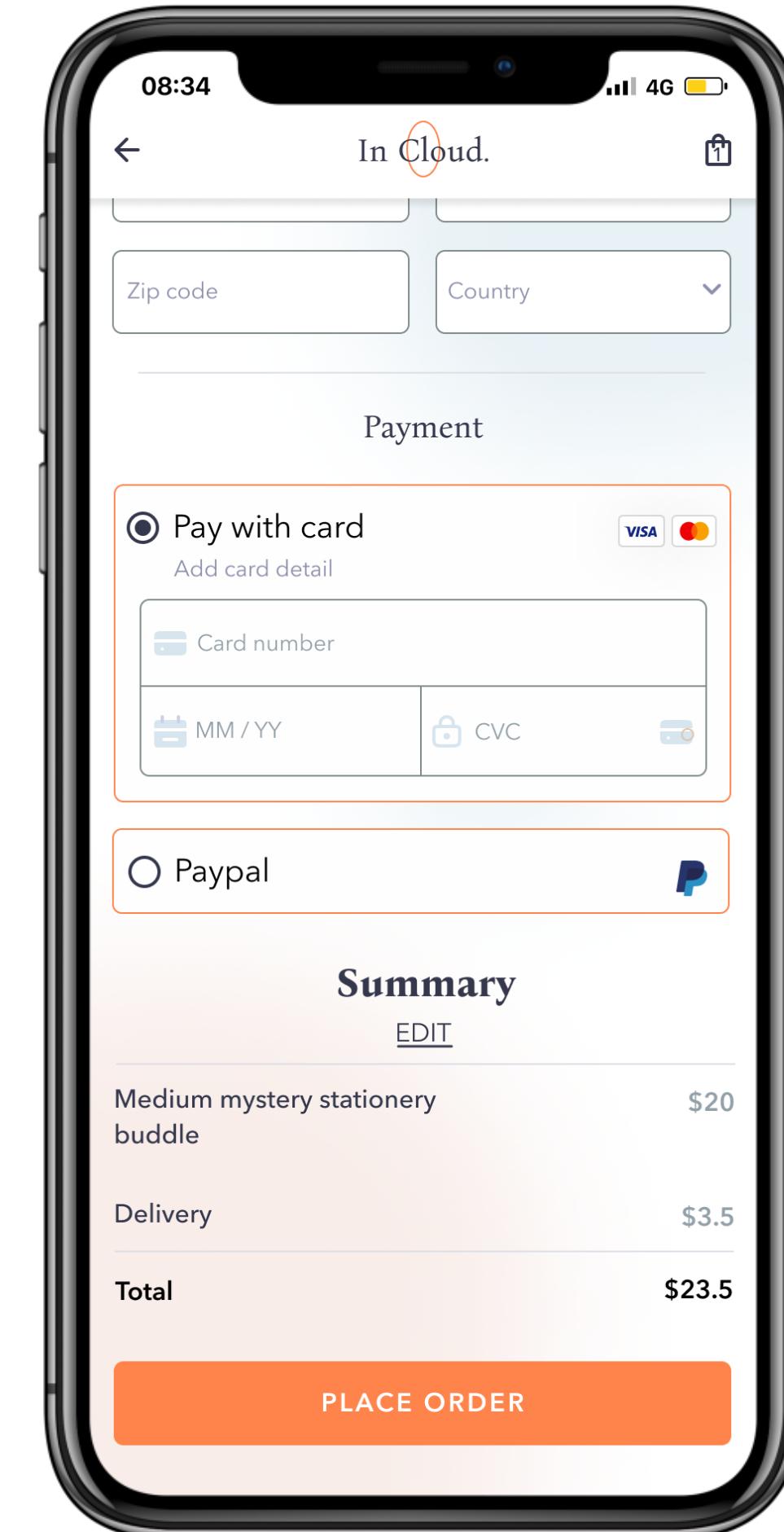
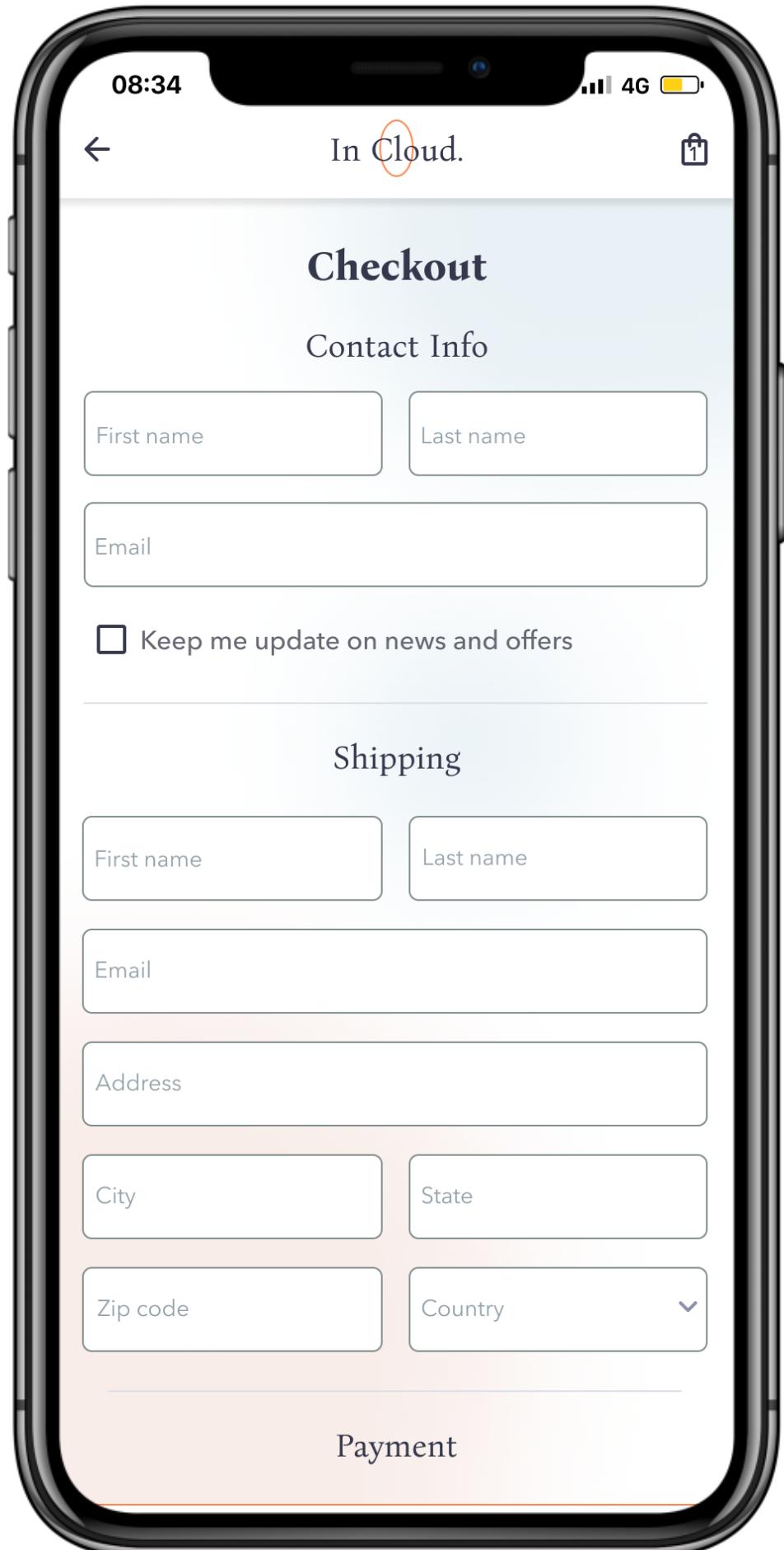
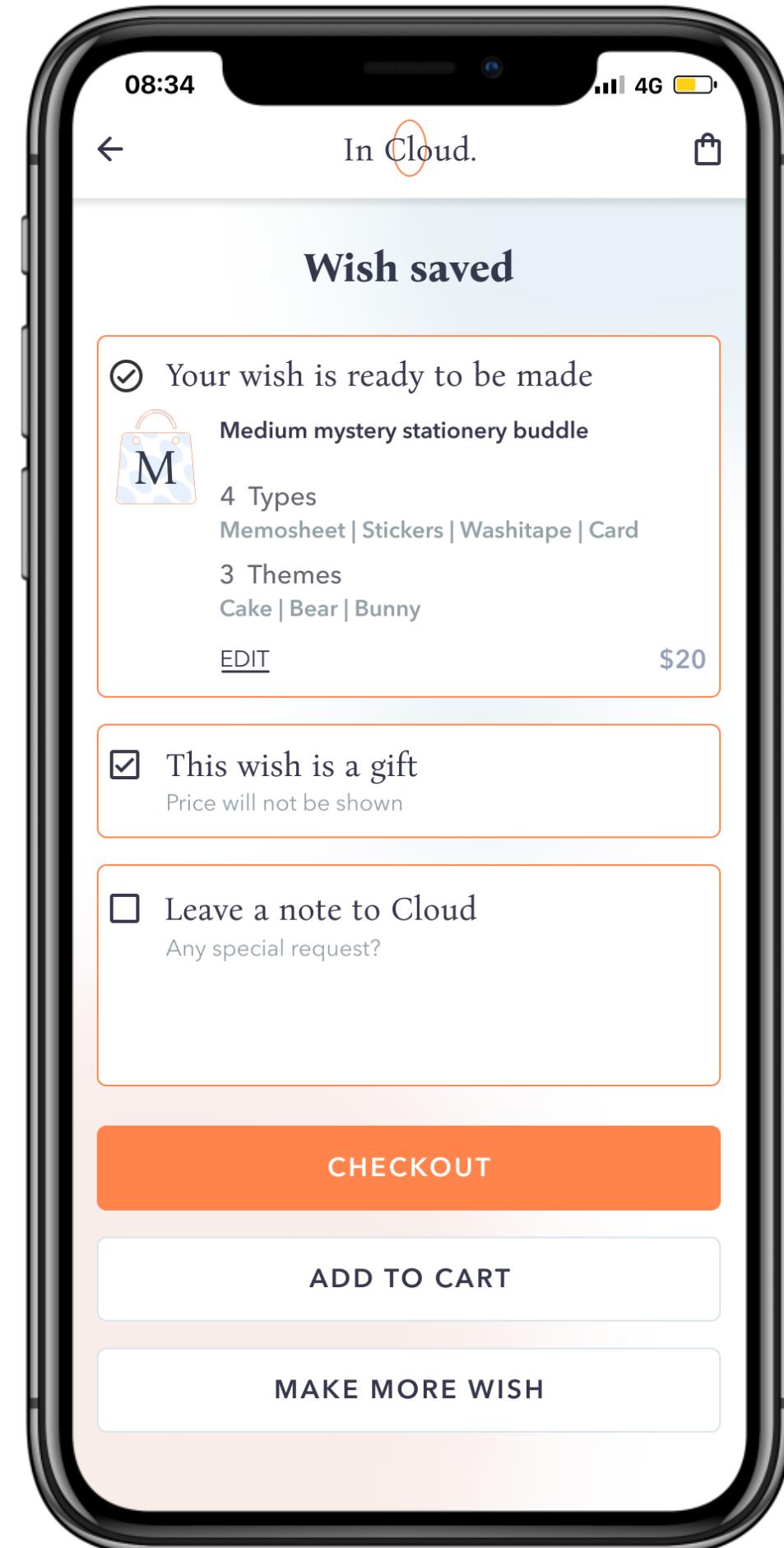
User Interface Design B

1/2



User Interface Design B

2/2



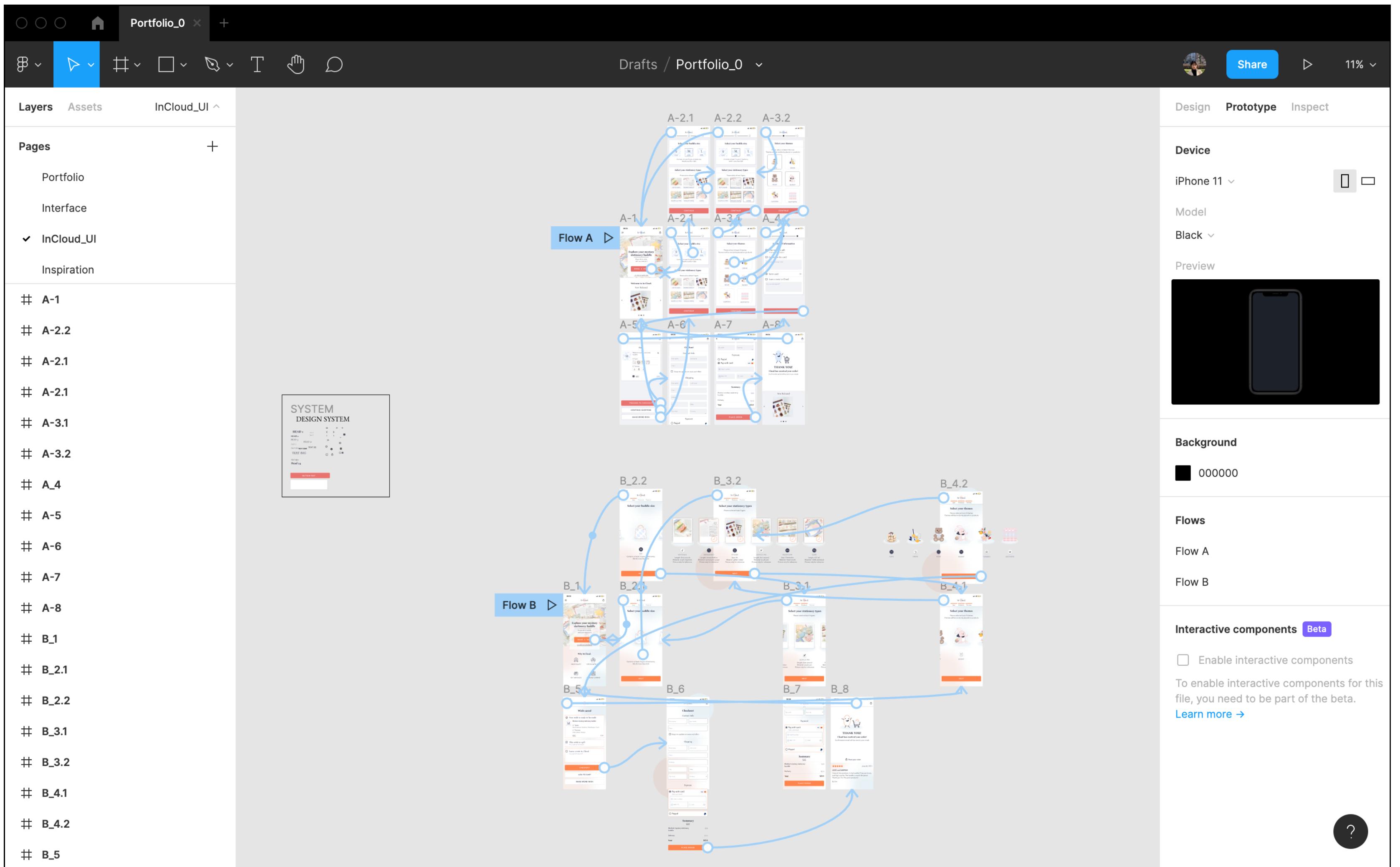
Prototype & Usability Testing

Prototype

I created a clickable prototype in Figma to test with real users in a usability test to find out what works or not.



Figma



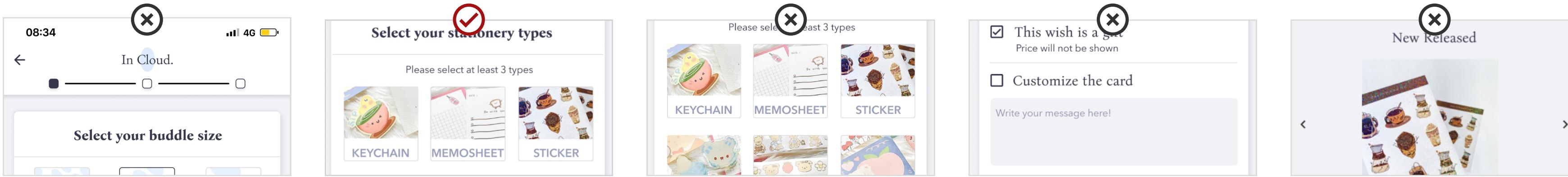
Usability Testing

I conducted usability testings with 5 persons, in 5 seperate 1:1 interview in person as well remote. By focusing on the customer-facing surface of the product, I took what I have learnt into my final design.

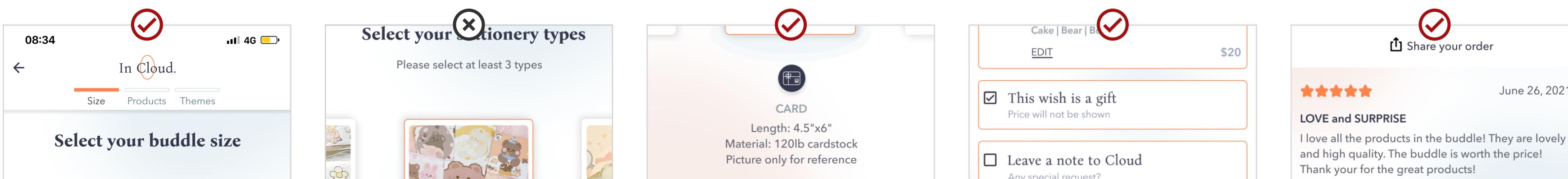


KEY LEARNINGS - Top 5 Findings

Solution A



Solution B



Results

The progress bar with name of steps on it is better than A version, as users can see the steps more clear and feel they are making progress.

Have all the things on one page is better than swipe it, as users might get lost and notice they by accident click on something when swiping.

Customers prefer to have bigger product pictures and descriptions, as they can make informed shopping decisions.

Users think collect all the information (cart info and additional info) on one page is clearer than seperate them.

"Review" and share function are better than "new release" as users tend to see the review from real customers when they want to buy something.

Bonus Work

Style Guide

1. Typografie

H1 Bona Nova Bold (28px)

H2 Bona Nova Bold (25px)

H3 Bona Nova Bold (20px)

H4 Bona Nova Regular (20px)

B1 Avenir Next Demi Bold 16(px)

B2 Avenir Next Regular 16(px)

B3 Avenir Next Medium 16(px)

B4 Avenir Next Demi Bold (14px)

B5 Avenir Next Regular (14px)

2. Colors

Primary



#FE844B #35384C #93A1A9

Secondary



#676873 #D7E5EE #F0F6F9 #F7EBE7

3. Buttons

Primary



BUTTON EXAMPLE

Secondary



BUTTON EXAMPLE

Radius 6px

Height 52px

4. Components

Empty



Active



Filled



Error



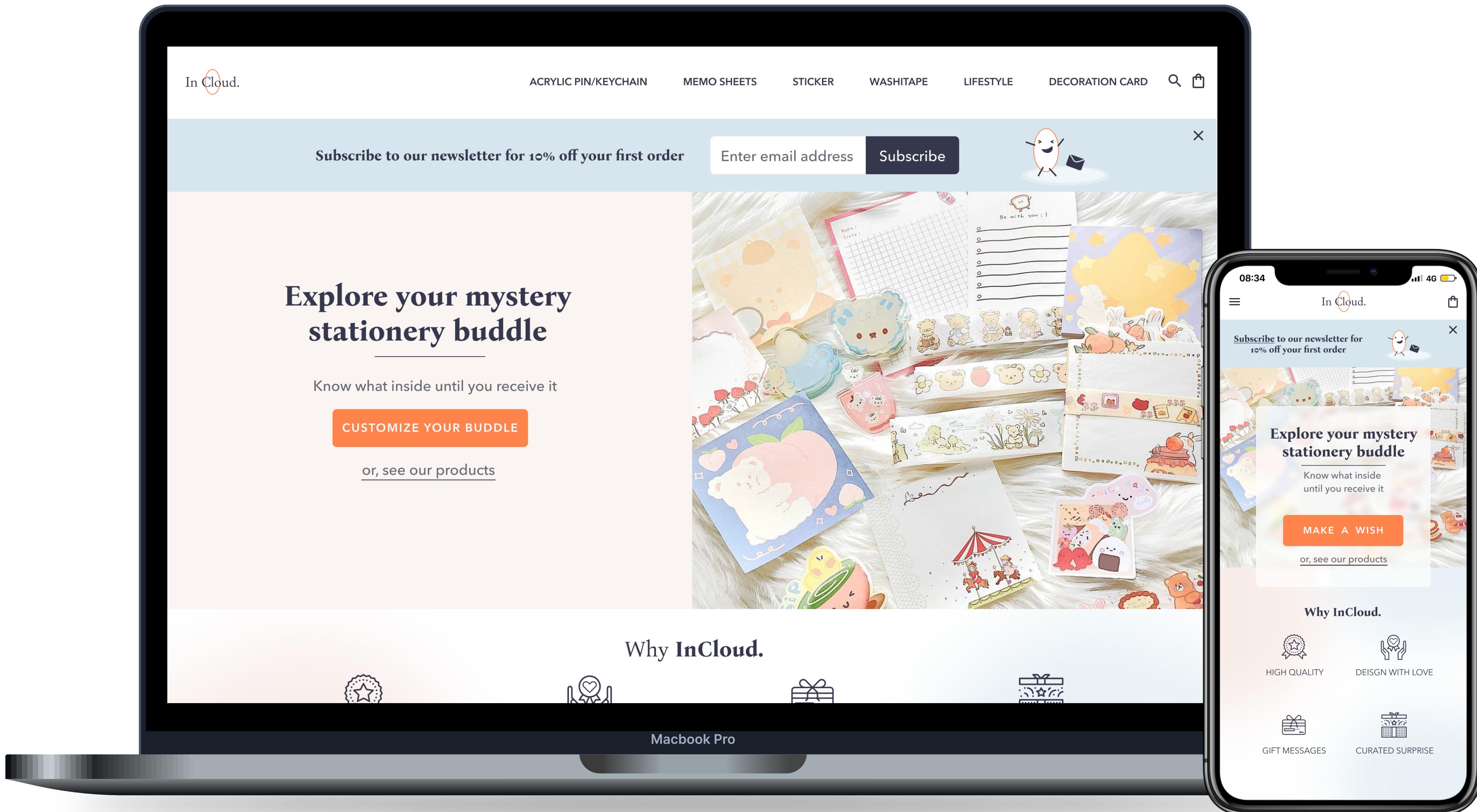
5. Icons



5. Branding

In Cloud.

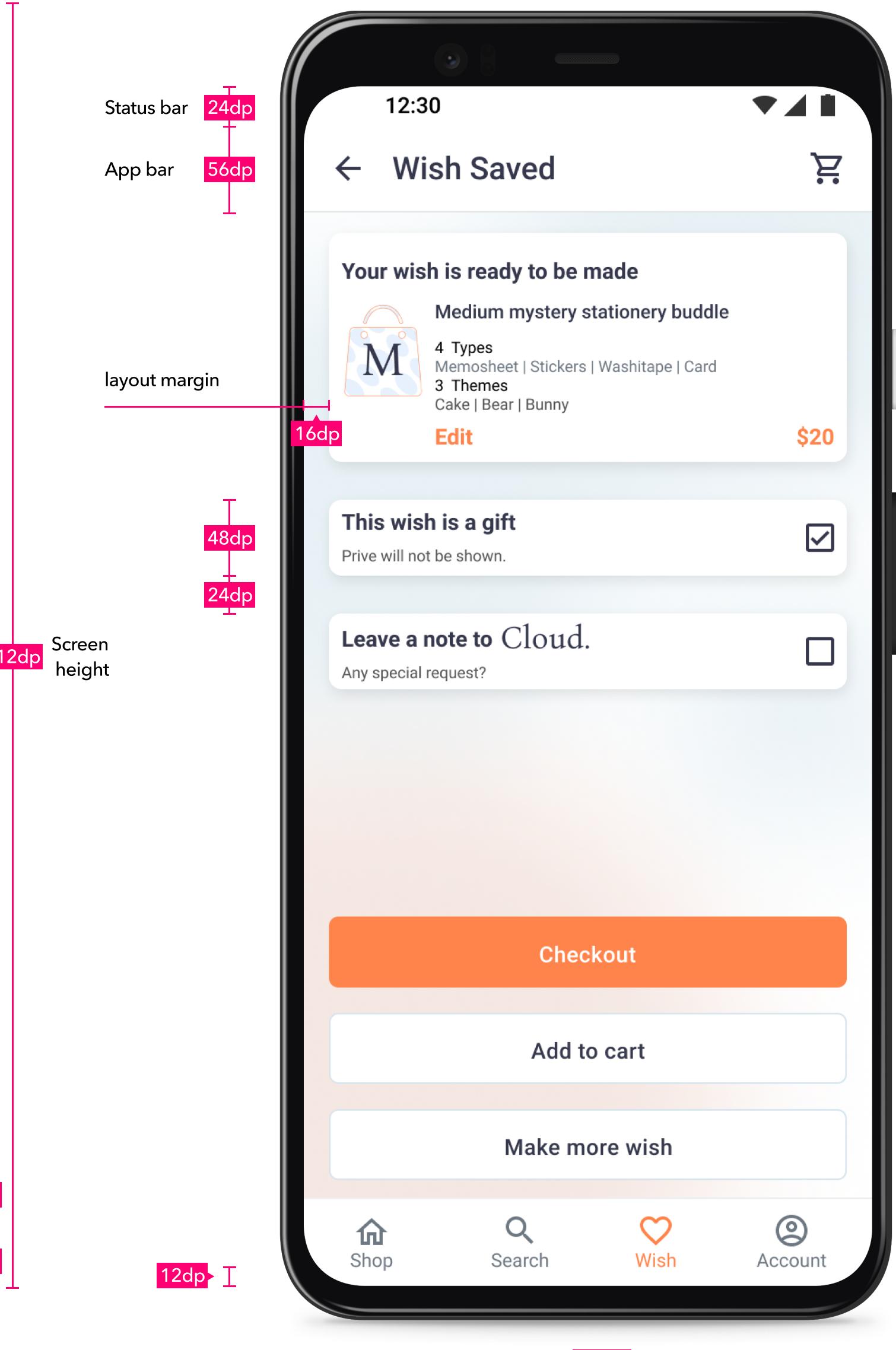
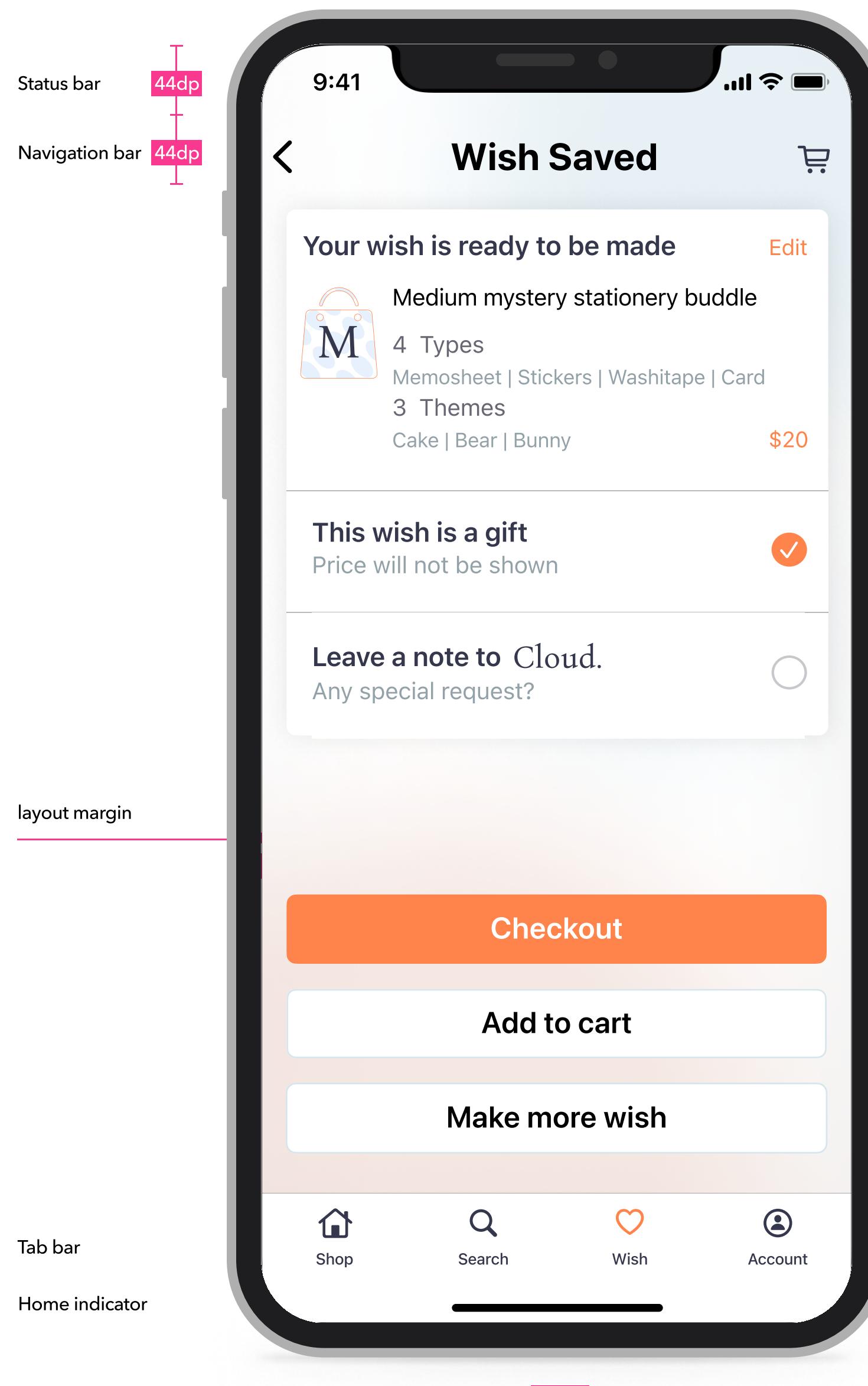
Web Banner



Native App

iOS

For iOS, I create a products screen for the iPhone X, iPhone 11 Pro (375 x 812dp). To do this I followed human Interface Guidelines to include a title navigation on bar, bottom tab bar with outlined icons, card layout, and San Francisco Pro typeface.



Android

For Android, I create a products screen for the Google Pixel 4 XL (360 x 760dp). To do this I followed Material Design to include a top app bar, tabs, cards, bottom navigation, use of shadow for hierarchy, and Roboto typeface.

Screen width

Screen width

THANK YOU!



Shenyu Sun
+358 0466150251
shenyu.sun@aalto.fi