

# KD website redesign

## Constraints in original version of website

User test-user: Lingshuang

Home page:

- Too many words on description
- Unnecessary information (could be hidden)
- Tool bar
  - Font/color
  - Account information goes to right top corner (sign in/sign up)
  - No search bars

Our product:

- No category
- No save/like function
- No need to put eye icon (which is equivalent to action to click on picture)

Contact us

- Lack of contact details (address, email address etc.)

Sign in/sign up

- Sign in and sign up in the same page
- Lack of username
- Lack of salience of logout button

My account

- Size of interaction area is too small to cover the text
- Need to enter password to edit account details
- Too many required input information

Shopping cart


- Typo – subtotal; 1 items
- Delivery detail is not shown on the page (I cannot directly save my address in checkout page)
- After I saved my delivery detail, there is no button to return to previous page (checkout page)

## User goal

1. Fast review all product
2. Easy to sign in or create a new account, as well as edit account information
3. Get essential information in checkout page

## Persona

### Kristy Campbell



*"I would be very careful when I choose food for my family."*

Age: 35  
Work: Primary school math teacher  
Family: Married, two kids  
Location: Carlingford, NSW  
Character: Mother

#### Personality

Introvert	Extrovert
Analytical	Creative
Conservative	Liberal
Passive	Active

Responsible Passionate Family-oriented

#### Goals

- Needs to select a milk brand for her family
- Would like to buy formula online for her two little kids
- To provide her family a healthy food plan

#### Frustrations

- Milk she used to buy for her children is usually out of stock in supermarkets and chemist stores
- Too many milk brands in Australia so she cannot make a choice among them
- Lack of knowledge of nutrition

#### Bio

Kristy has two kids. Her son is 3 years old, while her little daughter is 12-month-old. Every two weeks she needs to go to stores to purchase formula for her kids. However, the formula milk she used to buy for her children is usually out of stock in stores. Kristy decides to select another milk brand for her children. Kristy is concerned about the quality of formula milk that she selects for her children, so she would like to do the research before selecting a milk brand. Furthermore, she would like to purchase milk online since she has work in primary school and online shopping can save plenty of time for her.

#### Motivation

Incentive	
Fear	
Achievement	
Growth	
Power	
Social	

#### Websites

CHEMIST Warehouse DISCOUNT CHEMIST city amazon

#### Preferred Channels

Traditional Ads	
Online & Social Media	
Referral	
Guerrilla Efforts & PR	

### Soulha Kim



*"I'm looking for a website that I can purchase milk for my family."*

Age: 29  
Work: Accountant  
Family: Married  
Location: Rockdale, NSW  
Character: Type

#### Personality

Introvert	Extrovert
Analytical	Creative
Conservative	Liberal
Passive	Active

Decisive Organized Practical

#### Goals

- To get more information about healthy food for elderly
- To select a milk of good quality for her parents
- Finds out an online store to purchase milk

#### Frustrations

- Too much time spent on shopping in stores
- Less choices when it comes to formula milk for elderly people
- Lack of knowledge of nutrition

#### Bio

Soulha keeps good touch with her parents and parents-in-law. Even though she has a busy work as an accountant, she feels responsible for choosing healthy food for her family. After attending a seminar about maintaining a healthy life style, she realized that it's necessary to buy her family healthy foods, including milk. However, after doing research, Soulha found out that there was not much milk aimed for elders as for infants, which leads her to narrow options.

#### Motivation

Price	
Quality	
Convenience	
Speed	
Brand	
Service	

#### Websites

coles Coles Express BONES

#### Preferred Channels

Traditional Ads	
Online & Social Media	
Referral	
Guerrilla Efforts & PR	

## Scenarios

1. In a Monday night, Kristy turns on her laptop and searches for Kanabelle website. She has purchased Kanabelle infant formula once and wants to continue buying this brand. She wants to sign up for a member account which can save her lots of time in the future transactions. She soon finds the *sign-up* button on the top right corner of home page. After she clicks on the button, the sign-up page is shown on the screen. She fills username, email, and password, which is all she needs to provide to create a new account. Then she is led to previous page (home page). The *sign-up* button is replaced with *account* button. She clicks on *account* button and gets to her profile page. She can review her account details and edit contact/delivery details on this page. After she fills out these information, she feels assured to continue shopping milk.
2. After finishing the work, Soulha opens the website that her friend shared to her. She intends to buy milk for her 60s parents. She finds the label of milk for elderly and clicks the label to the view the products. After she clicks on the product image of elderly milk, there are details lists on the product information page, including ingredients information and directions. Soulha feels satisfied about the product looks through the details and decides to purchase two of them to have a try. At the top of the product information page, she selects quantity of two and clicks *checkout* button. Then it turns to *checkout* page. In this page, she fills out the contact information that is required for delivery as required part of guest shopping. After she completes all the actions, she selects *pay by credit card* as payment method, then clicks on *place order*. In the next screen, the summary of order information is displayed, followed by fields of credit card information which need to be filled. Finally, Soulha clicked *submit* button, and completes the transaction successfully.

### Task flow

#### Key task: sign up for a new account

Open the website



Click on the sign-up button



Fill out the username + email address + password



Click on create a new account button



The screen shows *The account has been created successfully*



Skip to page before signing up



Click on account button



View and edit profile information (username, password) and contact information (telephone, address)



Click save changes button

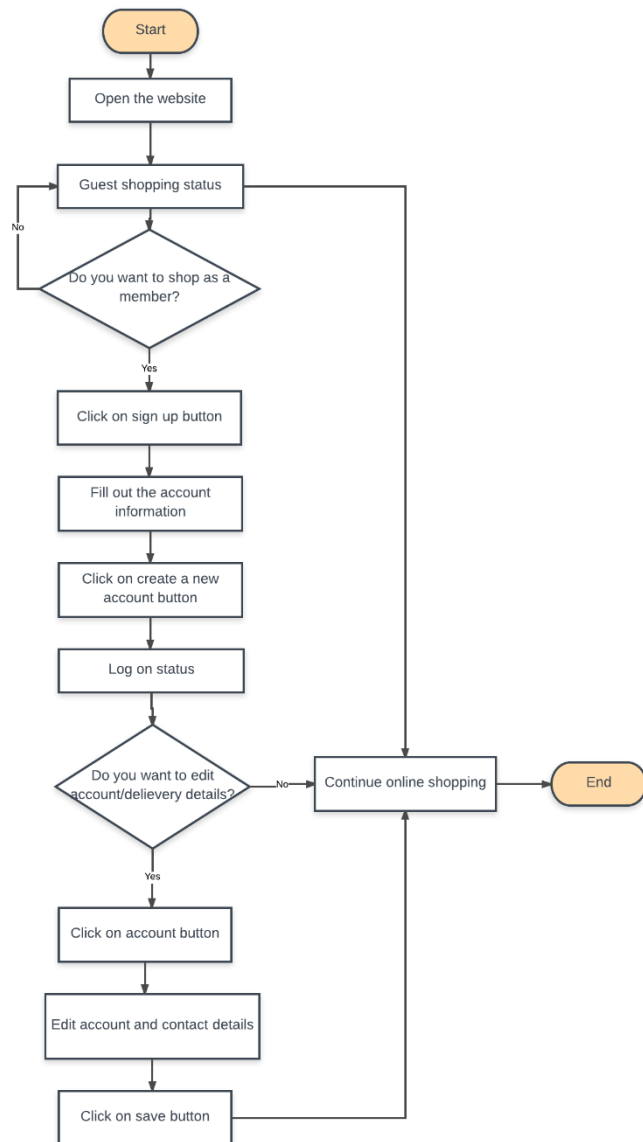
↓  
The screen shows *The changes have been saved*  
↓  
Skip to previous page

Key task: complete a purchase

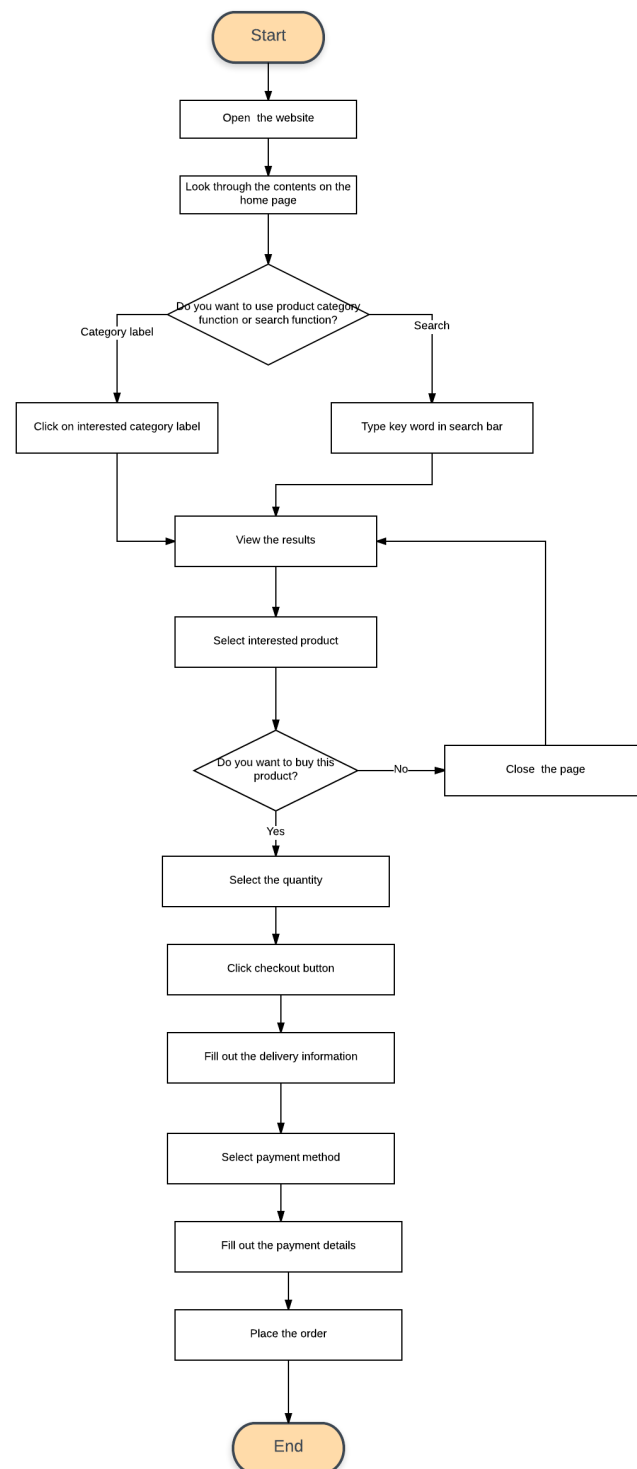
Open the website  
↓  
Click on elderly/pregnancy/children label  
↓  
View the results  
↓  
Click on elderly milk picture  
↓  
Skip to product information page  
↓  
View the detail information of elderly milk  
↓  
Choose the quantity of milk she wants to buy  
↓  
Click on checkout button  
↓  
Skip to checkout page  
↓  
Check the product information  
↓  
Fill out the delivery information  
↓  
Select the payment method  
↓  
Click on place order button  
↓  
Skip to payment page  
↓  
Review the transaction details  
↓  
Fill out the payment details (name on credit card, card number, expiration date, CVV)  
↓  
Click on submit  
↓  
Screen shows *The order has been placed successfully!*  
↓  
Click to close the page

## Flowcharts

1.



2.



## Sitemap

