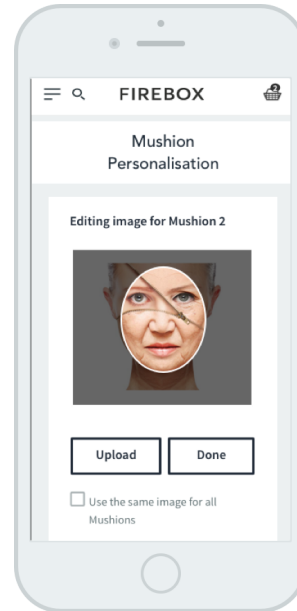
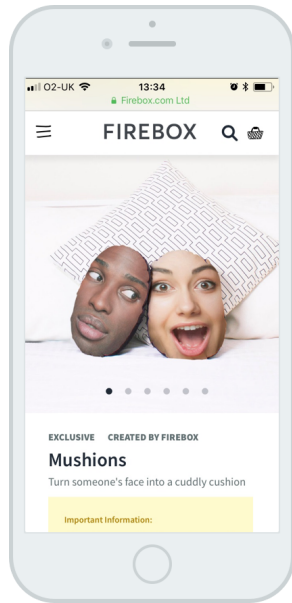


FIREBOX

Redesigning an online product personalisation process



- Client: [Firebox](#)
- Date: Feb 2018
- Service: UX Design/UI Design

INTRODUCTION

Firebox are an alternative homeware and lifestyle shopping site.

A number of the products they sell are personalised products in which you can upload images to be printed on products such as cushions, facemasks, suitcase covers etc.

THE BRIEF

I was tasked with redesigning the current product personalisation process to lower the drop-off rate, particularly on mobile.

TOOLS AND TECHNIQUES

Contextual Enquiry, Competitor Analysis, Personas, User Flows, Design Studios, Paper Prototyping, Wireframing in Sketch, interactive prototypes in Marvel and Framer, User Testing, Design Specifications, CSS and HTML.

APPROACH

GOOGLE ANALYTICS

By looking through Google Analytics data I learnt that 59% of those users starting the product personalisation process were doing so on mobile.

PERSONAS

A web survey was sent out and a series of user interviews were set up to try and get a better idea of who the current users was. This resulted in the creation of a primary persona and one secondary persona. These personas were kept in mind throughout the rest of the design process.

CONTEXTUAL ENQUIRY

Because Firebox is aimed at a specific millennial demographic, I set up a number of sessions with that demographic, both those familiar with Firebox, and those who were not but would fall into the target demographic of new customers.

This was to gain insights and build up an idea of the current problems and pain points affecting users while going through the product personalisation interface both on mobile and desktop. Some of these problems are summarised as follows.

- i) On mobile devices the pinch-zoom area of the uploaded image was too small for most users to manipulate meaning zooming and cropping was difficult.
- ii) Users could only rotate images by discrete amounts, being forced to use the 90 degree increments offered by the current interface. This was of no use to them because a lot of the time images in their photo library needed adjusting by much more discrete amounts to sit straight on the product the image was being printed on.
- iii) Mobile users being shown image upload guidelines after the image upload section, meant they were not reading these until after they had uploaded the image. This seemed like a major pain point with a simple fix.
- iv) Users not being able to easily go back and edit an image once the interface showed them a preview of how their image will look like on the product.
- v) Users seeing the product in their basket with a default image on it rather than the image they had just uploaded making them doubt whether their uploaded and edited image had been properly received.

COMPETITOR ANALYSIS

Because a number of other companies offer differing degrees of product personalisation I used analysis of their processes to make myself aware of a range of solutions to shared problems and to observe how users got on with the current solutions available.

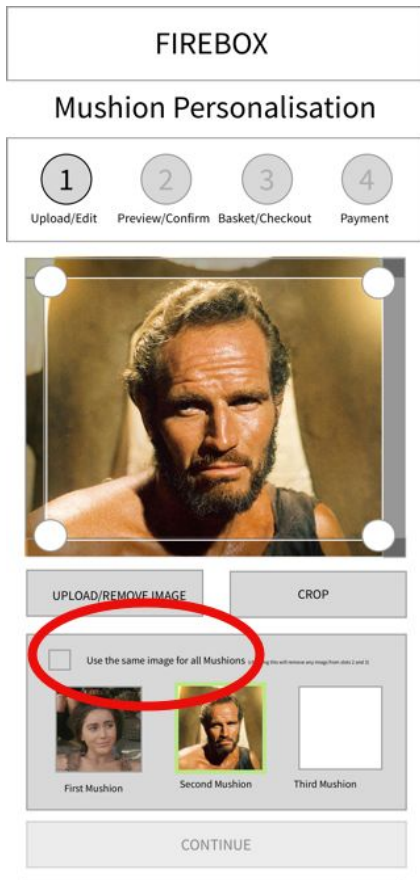
USER FLOWS

I felt the current user flow of product personalisation, not just for Firebox, but for other product personalisation sites was convoluted so I explored simplifying the user flow and keeping the image editing and previewing in one place rather than forcing users to jump back and forth between editing and previewing modes. This was a significant change and the intention was to test this new user flow on users using prototypes as early on as possible.

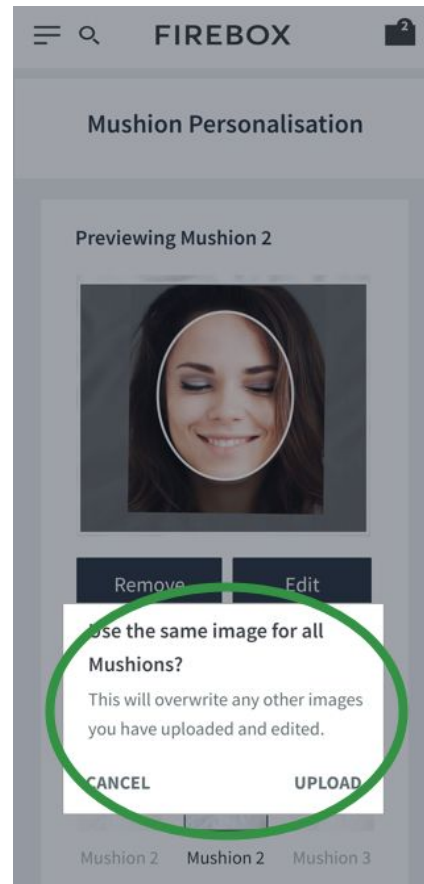
WIREFRAMES, PROTOTYPES AND USER TESTING

Going from sketches, wireframes and low-fidelity prototypes and testing on users I was able to quickly iterate through designs, solving problems raised as part of the contextual enquiry, while raising the fidelity with each iteration. We were gauging each design by observing how successfully users completed the process.

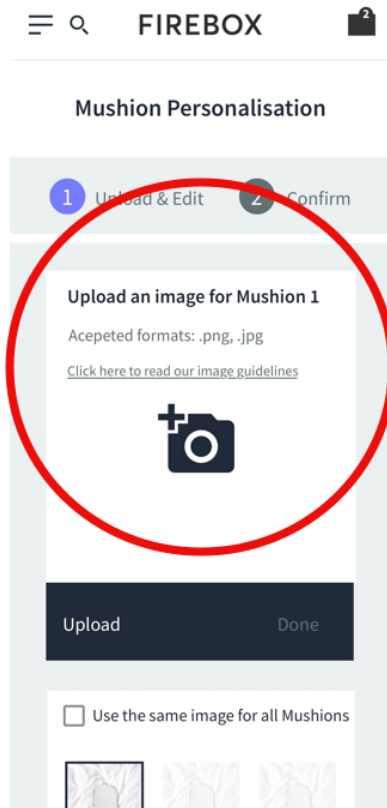
A couple of examples of the numerous changes made as a result of testing prototypes on users can be seen below.



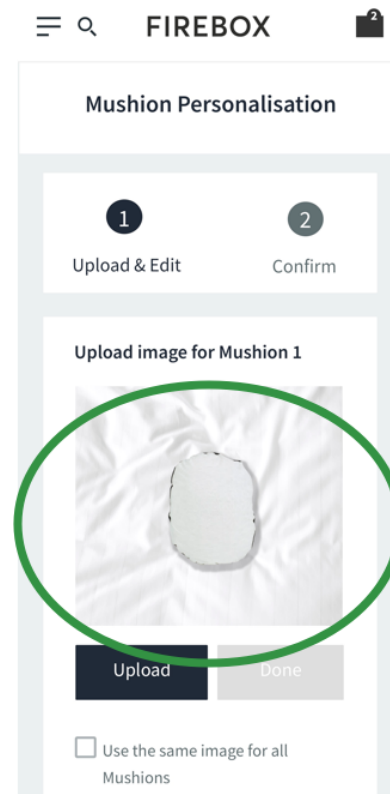
Problem: “What happens to my images if I check the ‘use the same image for all Mushions’ checkbox?”



Solution: A dialogue box warns them that any images uploaded into any of the slots will overwrite any images they have already uploaded.



Problem: *“When I first upload an image, I’d like to see the product again because that could change the image I choose to upload”*



Solution: Present the user with and image of a blank, unprinted Mushion, where they can clearly see the printable area of the Mushion

Some of the main changes in the final designs were as follows:

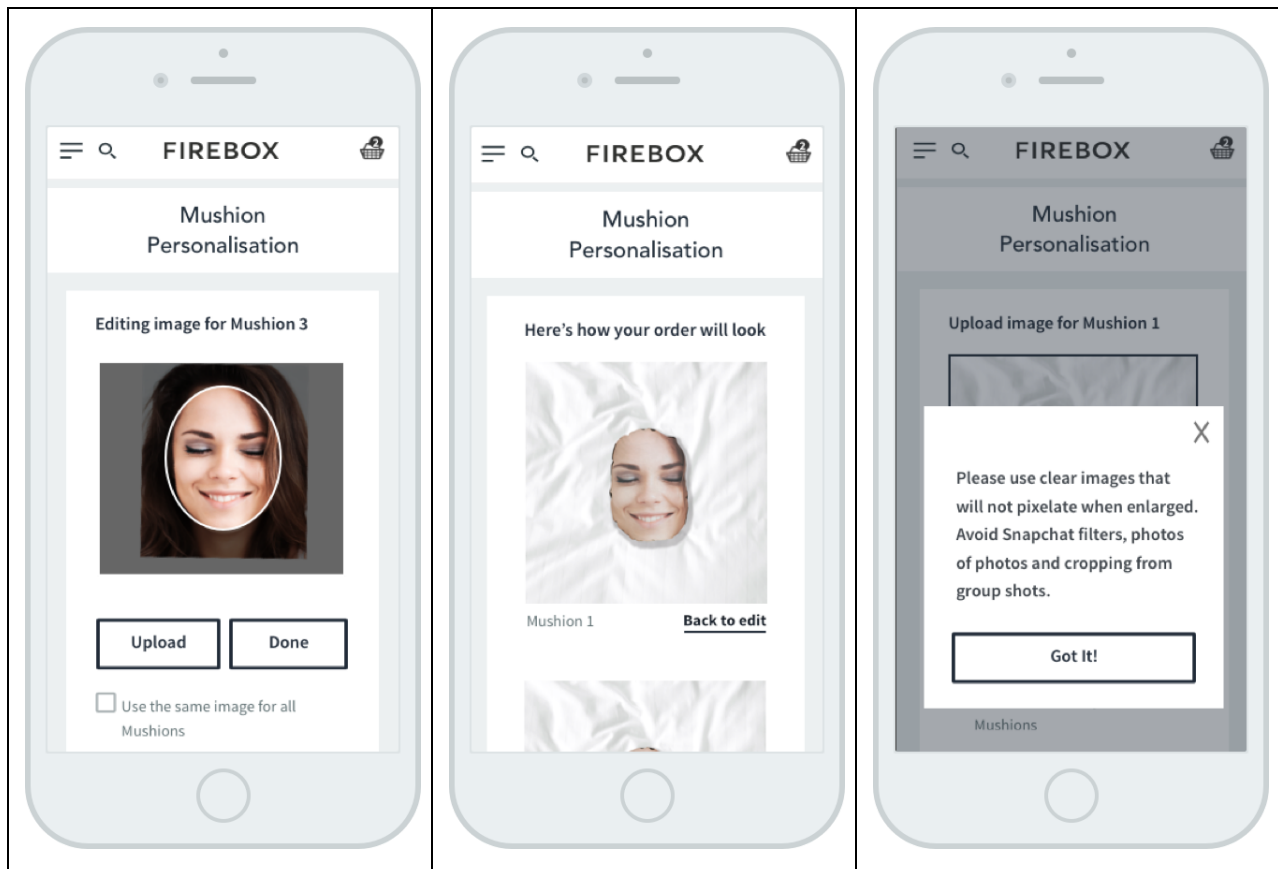
As mentioned in the user flow section, editing and previewing had been merged on to the same screen so it was easy to continue fine tuning the scaling and cropping of the image while seeing how it would look.

A larger, more detailed preview was made available on the accept terms and conditions page but a link made it easy to switch back to the edit page.

Rotating images could now be done down to fine increments using a 'rotate' slide bar. Image upload guidelines were moved before the image upload buttons.

Involving stakeholders throughout the process involved an important request from the operations teams (which included customer services). Because the customer service team had historically been inundated with complaints that the printed images on customer's Mushions were pixelated (due to the size at which the images were being printed) a very clear message at the beginning of the personalization process explaining image upload guidelines. While I was moving away from a text heavy process, there were still other parts of the business that needed consideration to ensure certain business objectives were met (in this case, a lower returns rate of the product).

Final Wireframes



DELIVERABLES

DESIGN SPECIFICATION

Personas, User Flows, Wireframes and Mockups, Prototype.

PROJECT PRESENTATION

Insights that led to the solution, sketches, and proof of the ideation process, proof of multiple design iterations, key screens and concepts, final prototypes.

HTML & CSS

Due to my background in development, I was able to write the html and css directly in code to make my designs appear as designed and behave responsively on all mobile and desktop devices.

NEXT STEPS

- i) Investigate allowing image uploads directly from social media.
- ii) Looking into multivariate testing to try out different versions of icons and copy.
- iii) Look into the use of images and animations to communicate image upload guidelines rather than text-heavy copy.
- iv) Technical limitations meant the change to include the user's uploaded images superimposed on the product in their basket and at checkout was held off until refactoring of the basket and checkout process has been complete.