

MAREK DLUGOS

Digital Product Designer

SELECTED PROJECTS

Following four projects are focused on **collaboration** within bigger teams and solving more **complex problems**. At the end I have attached couple interesting projects that I had a chance to work on.

SHOPIFY EXPERTS

- Project background, team & my role
- Process
- Screenshots
- Success metrics & takeaways
- Experiments

FANHANDLE CELEBRITY-FACING INTERFACE

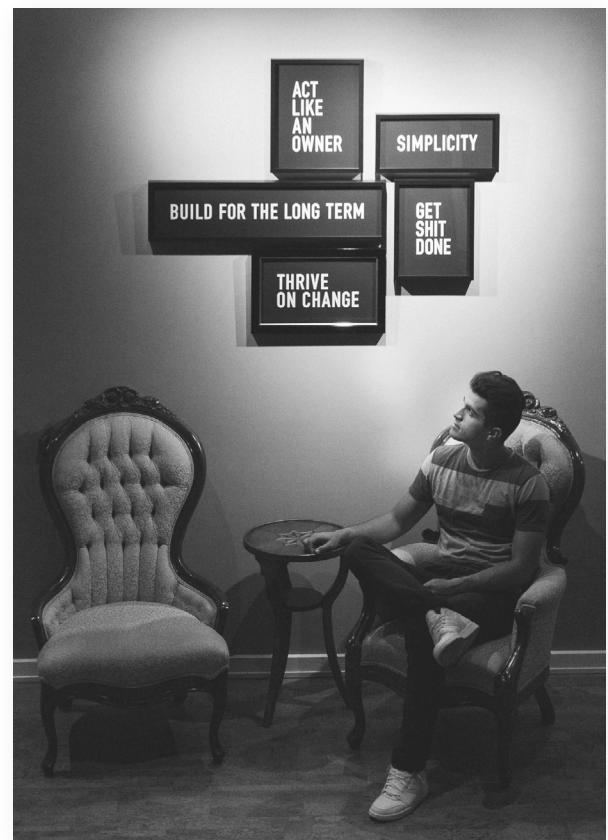
- Project background, team & my role
- Process
- Screenshots
- Takeaways

TVEDS MOBILE APP

- Project background, team & my role
- Screens structure
- Wireframes & sketches
- High-fidelity output

SHOPIFY APPS

- Project background, team & my role
- What I did
- Design Sprint



OTHER PROJECTS

- VIDEBY (Demonstration of UI design skills)
- Fanhandle client case study (Demonstration of visual design skills)
- Take me as an Intern (Complex personal project — from idea, design, code to marketing)

- Find other projects on [Dribbble \(dribbble.com/marekdlugos\)](https://dribbble.com/marekdlugos)
- Read the report from [Ottawa Dribbble Meetup](#) that I have organized
- Read the report from [Prague Dribbble Meetup](#) that I have organized

Shopify Experts Redesign

Shopify Experts is a place that hires people to help **more than 325,000 Shopify merchants** solve problems with their online business. Experts with a reach experience in programming, design, marketing or photography.

PROJECT BACKGROUND (CONTEXT)

Shopify Experts design (and code) hasn't been touched since 2008. Over the years, this marketplace became **obsolete, inconsistent** with the rest of the Shopify sites and sometimes painful to use because of the bugs and **lacks in user experience**.

The timeline for this project was about 2 months (along the way with other projects) and the initial goal was to **bring this site to the new visuals** that is following Shopify's current **patterns, UI Kits** & solve the bugs in the user experience (in second release).

MY ROLE & TEAM

I was responsible for whole **visual & its functionality** in this project from analysis at the beginning through wire framing, visuals & implementation with front-end developers till the final revision.

My work had influence on work of **six other people** in our **multidisciplinary product team**. I have worked closely with content person to whom I have prepared the **first draft** of content and she revised it. I consulted all the final visuals with my fellow **senior designer and lead**. After that, I've helped other **2 front-end engineers** with implementing these visuals (answer all their questions, sit down with them & solve occurred problems) and consulted the bigger front-end changes with the lead front-end developer.

THE PROCESS

1

RESEARCH & DATA COLLECTION

Started off with building the whole sitemap that contained about 15+ pages. Followed by getting to know the **patterns & Shopify UI Kits** for landing pages across the whole ecosystem. I have built a **Google Doc spreadsheet** where all of us as a team members could see the changes that needs to be done (redesigned/implemented/rethink) & inspiration that we can take from other Shopify sites that use similar patterns. The name of the responsible person for task, current status & constraints. I also tried to identify all possible user's problems & places where UX can be improved that I have later discussed with a **project stakeholders**.

2

SKETCHES & WIREFRAMES

After having all needed information together and team aligned on the same page I have started with **sketches and wireframes** in grayscale using the **Sketch App** or simply pen & pencil focusing on the parts that will be require major layout or other changes (as a lot of other things were part of the bringing old visual to new with improvement of user experience).

3

DESIGNING THE VISUALS

Every finished screen, I have uploaded on **Invision** to receive **feedback** from my colleagues, discuss it and updated the **Github issue** that we were using as another tool for tracking the progress screen-by-screen.

Shopify Experts contains also the Experts interface for editing their profiles. It required some **UI patterns** that were not existing yet or were not a part of commonly used **UI Kits**. So my secondary task was to **explore & emergence these missing patterns** what mean to spark a **discussion across other design teams** within the Shopify and after that contribute with them to the Shopify Sketch UI Kits.

AN OLD VERSION OF SHOPIFY EXPERTS

Browse our top experts

Setup Experts 

Shopify Setup Experts will help you successfully launch your business online or seamlessly migrate your shop from another platform.

Browse the top Setup Experts in:

New York, Los Angeles, London, Melbourne, Sydney, Toronto, Ottawa, Vancouver, Chicago, Brooklyn.

[See our top Setup Experts](#)

OTHER SHOPIFY SITES CURRENT LOOK

Our Mission

We're changing the face of retail



Over the next 10 years, the way retail works will change at a fundamental level. Every store will need an ecommerce website. Customers will expect options of where and how to

CURRENT SHOPIFY EXPERTS LOOK (HOMEPAGE)

shopify experts BROWSE EXPERTS ▾ POST A JOB

Shopify.com ↗ Expert log in Get started

Need help? You've come to the right place.

Let us pair you up with a Shopify Expert.

Browse local Experts

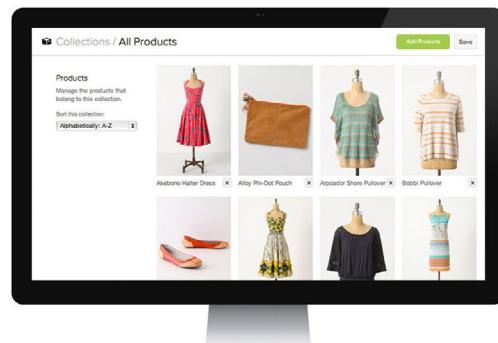
Browse our top experts**Setup Experts**

Shopify Setup Experts will help you successfully launch your business online or seamlessly migrate your shop from another platform.

Browse the top Setup Experts in:

New York, Los Angeles, London, Melbourne, Sydney, Ottawa, Chicago, Brooklyn, Vancouver, Toronto.

[See our top Setup Experts](#)

**Developers**

Shopify Web Developer Experts turn big ideas into fully-functioning shops with theme modifications and custom apps.

Browse the top Developers in:

New York, Los Angeles, London, Ottawa, Chicago, Melbourne, Sydney, Vancouver, Montreal, Toronto.

[See our top Developers](#)

**Designers**

Shopify Design Experts will tweak a template or craft a design from scratch to create your beautiful, customized online store.

Browse the top Designers in:

New York, Los Angeles, London, Brooklyn, Melbourne, Sydney, Vancouver, Chicago, Ottawa, Toronto.

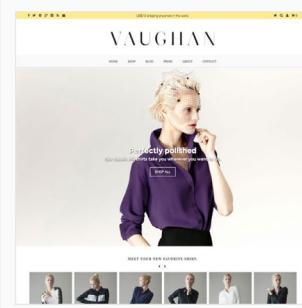
[See our top Designers](#)



CURRENT SHOPIFY EXPERTS LOOK (LIST OF EXPERTS)

shopify experts BROWSE EXPERTS ▾ POST A JOB Shopify.com ↗ Expert log in Get started

Here are our top Design Experts



Chic Workshop

📍 Kowloon, Hong Kong
💬 80 Testimonials

Chic Workshop is a web design studio founded in 2006 Hong Kong by a small group of professionals with a passion for what they do. We believe in qua...

Projects from \$1,000

[View profile](#)



Flagship LLC

Flagship is a creative agency based in Tokyo. We have experience in launching several Shopify stores, and we can offer all of the expertise list...

Projects from \$10,000

[View profile](#)

EXPERTISE

- Setup Expert
- Designer
- Developer
- Marketer
- Photographer

BUDGET RANGE

\$0
\$15000+

KEYWORD FILTER

Enter name, city, or keywords

[Filter results](#)

CURRENT SHOPIFY EXPERTS LOOK (APPLY PAGE)

shopify experts BROWSE EXPERTS ▾ POST A JOB Shopify.com ↗ Expert log in Get started

Apply to be a Shopify Expert

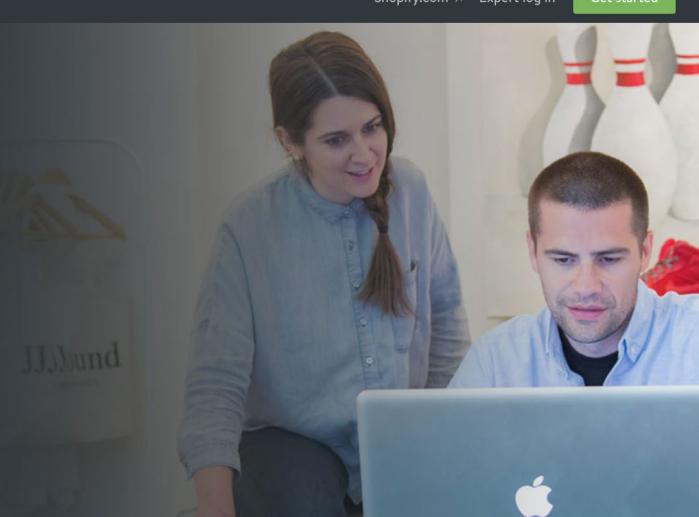
There are just a few simple requirements that you have to follow when you want to apply

You have a Shopify Partner Account ✓

You have 5+ active stores, or have your own theme or app ✓

You want more high-quality leads ✓

[Apply today](#)



Calling all Shopify Partners

Some Shopify Experts have made well over \$5,000 in their first week!

<p>Designers</p> <p>A professional looking shop is critical to making an online business successful. We need an army of designers for the amount of work that flows through the Shopify platform each and every day.</p>	<p>Developers</p> <p>Expanding a shop's functionality to keep it ahead of the game can make a shop go from zero to wealthy almost overnight. Shopify users want custom cart solutions, social tools, and more.</p>	<p>Setup Experts</p> <p>Help more ideas come to life by becoming a Setup Expert and assisting with product uploading, theme settings, taxes, shipping, and more.</p>
<p>Photographers</p> <p>Every shop needs a professional photographer: whether it be for a</p>	<p>Marketers</p> <p>Every shop needs exposure through Social Media, Ad Campaigns, and SEO.</p>	<p>Become a Shopify Expert</p> <p>You have a proven track record as a Shopify Partner and you are ready for</p>

CURRENT SHOPIFY EXPERTS LOOK (EXPERT DETAIL)

[Shopify experts](#) BROWSE EXPERTS ▾ POST A JOB Shopify.com ↗ Expert log in Get started

 Arctic Grey, Inc.

[View website](#) • Shopify Expert since 06/2013 • Projects starting at \$97
📍 New York, New York, United States 💬 24 Testimonials

[Contact Expert](#)

Showcase



About Arctic Grey, Inc.

Arctic Grey, Inc. is a web and mobile development firm headquartered in Silicon Valley with offices in New York, Chicago, Huston, London, Toronto and more. Our design and development teams are known for their experience with custom projects ranging from enthralling website design, to pioneering mobile app development. Each member of our inventive team brings an assortment of effective ideas and understanding that can only enhance your objectives.

Arctic Grey, Inc. originated as a modest web development company in the city of Chicago. Through expansion into e-commerce and custom development, Arctic Grey grew its team quickly. The development and design teams had doubled and then tripled more than a few times to keep pace with the increasing demand for mobile applications and sophisticated e-commerce platforms like Shopify. Currently, the company has designers and developers around the world with a span of experience unmatched by most digital firms. These professionals include seasoned project managers, experienced software engineers, creative designers, innovative UX designers and obsessive QA

EXPERTISE

- Design
- Marketing
- Photography
- Setup

LINKS

- [View website](#)
- [LinkedIn](#)

[Contact Expert](#)

Check out the live version on [experts.shopify.com](#)

4

TWEAKING AND IMPLEMENTATION

Along the way of implementing the visuals that I have made we used to do **health-checks** (kind of review) where we all sit down as a team and discussed what we have done properly & what could be improved, what are the concerns & what we needed to fix.

Based on my previous rich experience with front-end development I was able not just to sit with front-end devs and talk to them about what we want to achieve, but actually play around with it in my computer, show them the results and **contributed with code** to one of the largest code bases in the world.

SUCCESS METRICS

Bring Shopify Experts to the new visuals following current guidelines — done, however there is still a lot of space of improvements.

Improve/fix UX bugs — I have pointed them out, they are documented, some of them are fixed, however, my internship was short and I had to leave before everything was fixed.

I WOULD HAVE DONE DIFFERENTLY

Looking back, I would probably call for **more united design patterns**. During the days I was working on this project we were using a lot different patterns across all the sites.

I would start the initiative to **define all the missing UI elements** in actual kits to improve the performance of fellow designers and make Shopify's sites again more consistent.

TOOLS USED



LOG IN EXPERIMENT (DATA DRIVEN DECISIONS)

[Shopify experts](#) [BROWSE EXPERTS](#) [POST A JOB](#) [Shopify.com](#) [Expert log in](#) [Get started](#)

Hire a Shopify Expert to customize your store

Post a job and we will connect you with trusted, third-party experts

Store information

[Log in to your store](#)

Your store information will help improve your Shopify Experts match. Log in now to provide your job details.

[Log in](#)

SIGN UP FOR A FREE 14-DAY TRIAL
Start your store, then see how Shopify Experts can help.

[Sign up now](#)

Careers | Press & Media | Enterprise | Sitemap

ONLINE STORE
[Sell online](#)
[Features](#)

POINT OF SALE
[Themes](#)
[Point of sale](#)
[Features](#)

SUPPORT
[24/7 Support](#)
[Shopify Help Center](#)

SHOPIFY
[Contact](#)
[Partner programs](#)

LOG IN EXPERIMENT

To reduce the friction we have decided to force merchants to first declare if they do have a store (in this case we ask them to login to gain more knowledge based on data about them) or they don't have a store.

SIMILAR EXPERTS EXPERIMENT

To find out if merchants really found what they were looking for on Shopify Experts we have decided to add column with similar experts on expert detail page.

Running this experiment was great experience because I have covered everything from first sketches to final front-end implementation.

SUPPORT PAGE LINK EXPERIMENT

Along the way of working on redesign I found the place where we can increase awareness of Shopify Experts (because data has shown that only small amount of merchants know about them).

I came up with idea to include the link on Shopify Experts on the support page. This experiment brought to Shopify Experts over 1k visitor in a single day.

Fun fact, I covered everything from idea, through sketches to final implementation and deployment to one of the largest Ruby on Rails code base in the world.

Fanhandle UI Design

Fanhandle is platform for influencers and celebrities to better engage with their fans. During the summer 2015 I have worked on this projects with former founder of Creative Market, Darius Monsef in Hawaii.

PROJECT BACKGROUND (CONTEXT)

We basically created something from nothing. Fanhandle provides fans lot of ways how to engage with their role models — **their personal website, fan mail, ask me anything, forums, fan art** and so on. On the other hand will celebrities give good understanding of their fans through **metrics & social media integration**.

TEAM & MY ROLE

I was responsible for whole celebrity-facing interface on desktop and created also the first draft of mobile app of this interface.

Startup was in very early stage and I have worked with another designer, responsible for fans-facing web site, with CEO (designer) and another full-stack person connecting all the parts (**total 4 people**).

THE PROCESS

1
2

RESEARCH & DATA COLLECTION

First week our team worked together really tight to evolve and finish the ideas of all the features that users might find useful within the Fanhandle. It was a lot of whiteboard sketching, writing, analysis, identifying problems.

SKETCHES & WIREFRAMES

After we as a team agreed on features that Fanhandle MVP should cover, I have started with wireframes of celebrity-facing interface as other colleagues have worked on different parts. I like to use **Balsamiq Mockups** for wireframes as it's really easy to drag & drop a lot of prebuilt components & create clickable prototype fast. For prototyping I like to use also **Invision** or **Adobe Experience Design**.

Sneakpeak of wireframes showing the public fan mail and ask me anything pages.

Angelina Jolie

Vin Diesel

Simple mode

- Dashboard
- Questions & Answers
- Fan Mail Inbox
- Fans directory
- Metrics**

Fanhandle fans

Today Weekly Monthly Yearly

Filter numbers and graphs

Gender	Age	Fans	Logged in	Comments	Opened topics
<input type="checkbox"/> Male	<input type="checkbox"/> 0-11	<input type="checkbox"/> Paying	<input type="checkbox"/> Today	<input checked="" type="checkbox"/> Last 3 days	<input type="checkbox"/> 0
<input checked="" type="checkbox"/> Female	<input checked="" type="checkbox"/> 12-15	<input type="checkbox"/> Free	<input checked="" type="checkbox"/> Last week	<input type="checkbox"/> 1	<input checked="" type="checkbox"/> 1
	<input type="checkbox"/> 16-18		<input type="checkbox"/> Last month	<input type="checkbox"/> 1-5	<input type="checkbox"/> 1-5
	<input type="checkbox"/> 19-23		<input type="checkbox"/> Last year	<input type="checkbox"/> 6-50	<input type="checkbox"/> 6-50
	<input type="checkbox"/> 23-26			<input type="checkbox"/> 50-200	<input type="checkbox"/> 50-200
	<input type="checkbox"/> 26-30			<input type="checkbox"/> 200+	<input type="checkbox"/> 200+
	<input type="checkbox"/> 30-40				
	<input type="checkbox"/> 40+				

Total fans **1.4M** +100 this week

Paying fans **0.9M** +50 this week

New acc **0.5M** -50 this week

Conversion ratio **5%** -0.5% this week

Site visits **30k** +500 this week

Money mode **\$30k** -3k this week

Expecting revenue **\$35k** +2k this week

Question asked **150** +10 this week

New topics in forums **5** +1 this week

New comments in forums **50** +10 this week

Time spend on Fanhandle

Avg. fan **20hours** +3 this week

Fans together **19k hours** +1k this week

Where fans came from

Social network fans

Facebook likes Twitter followers Instagram followers YouTube Fanhandle fans

Latest activity

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Fanhandle fans

Today Monthly Yearly

Filter numbers and graphs Age: 15-18 X Gender: Female X

Total fans	Paying fans	New fans	Conversion ratio	Site visits
1.4M <small>+100 this week</small>	0.9M <small>+50 this week</small>	0.5M <small>-50 this week</small>	95% <small>-0.5% this week</small>	30k <small>+500 this week</small>

Money made	Expecting revenue	Question asked	New topics in forums	New forum's comments
\$30k <small>-1k this week</small>	\$33k <small>+1k this week</small>	150 <small>+10 this week</small>	10 <small>-2 this week</small>	50 <small>+10 this week</small>

How much time users spend on Fanhandle?

Avg. fan **20h** +1.5 this week

All fans together **12,925 hours** +342 more hours this week

When people love to visit FanHandle?

SUN MON TUE WED THR FRI SAT

From where your users come?

US VIEW GLOBAL VIEW

TOP 5 STATES

- California
- Arizona
- New York
- South Carolina
- North Dakota

SOUTH CAROLINA CALIFORNIA ARIZONA NEW YORK SOUTH CAROLINA

How you are doing on social networks

Today Monthly Yearly

Facebook fans	Instagram followers	Twitter followers
30,234	5,219	301,281

Twitter Facebook Instagram Fanhandle

Sunday Monday Tuesday Wednesday Thursday Friday Saturday

+245 fans

FANHANDLE ANALYTICS

Fanhandle analytics enable users to have great overview over their fans. Gender, age, they behavior.

Users can also track the activity and trends on social networks on daily, weekly, monthly or yearly base.

3

DESIGNING THE VISUALS

I have worked in cycles — finish interface screen, get team together for 5 minutes and spark a discussion what can be done better, what I should fix, put ourselves into user's shoes, then again incorporate feedback, iterate & move fast.

It was challenging to create whole visual language for user interfaces & components.

FANHANDLE FANS DIRECTORY

The most...
 Asked questions
 Created topics
 Comments

Latest activity

- Ivana Kovalic posted: Thanks for sharing your pics vin diesel. You're a great guy and your..."
- Mads Christensen asked: What do you think about..."
- Lenka Vasi commented: Hey, that was just superawesome. I loved it. What do you think guys about..."
- RE: Fast and Furious 7
- Kery Vasi commented: Hey, that was just super awesome. I loved it. I love you..."
- RE: Trailer: Fast and Furious 8
- Mark Dlugos asked: What do thing about today's youth and social networks?"
- Ryan Blurry posted: Perfect movie when you have a broken leg. Nice light and somewhat..."
- Brandon Ballari asks a question: "What is the next movie you will be acting in? Do you have any upcoming fan meet and greet events?"
- Peter Greca commented: I just watched "Do you have any upcoming fan meet and greet events?"
- RE: Fast and Furious 7
- Thomas Biggins commented: I know your missing those 3 little beautiful angels at home..."
- RE: Trailer: Fast and Furious 8
- Adam Poppin asked: Angels giving all the love n hugs you can. Can you feel it?"

FANHANDLE ASK ME ANYTHING

The most popular question

MARK ASKS...
 "What is the next movie you will be acting in? Do you have any upcoming fan meet and greet events?"

68,601 likes 560 comments

SARA ASKED...
 "What was your favorite movie to make?"

45,601 likes 720 comments

JOHN ASKED...
 "What movie would you love to have been cast in?"

29,601 likes 1,560 comments

PETER ASKED...
 "Why did you change your name?"

21,601 likes 240 comments

Latest activity

- Ivana Kovalic posted: Thanks for sharing your pics vin diesel. You're a great guy and your..."
- Mads Christensen asked: What do you think about..."
- Lenka Vasi commented: Hey, that was just superawesome. I loved it. What do you think guys about..."
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FANHANDLE FAN MAIL

The screenshot shows the FanMail section of the FanHandle platform. It features a sidebar with navigation links: DASHBOARD, QUESTIONS (99), FAN MAIL (816), FAN ART (124), DIRECTORY, and METRICS. The main area displays a list of messages. A message from Ivana Kovacic is highlighted, followed by a message from Darius Monsef. A message from Vin Diesel is also visible. The interface includes a search bar, sorting options (USER ACTIVITY, NEWEST), and a help/logout button.

Latest activity

The screenshot shows the latest activity feed on the FanHandle platform. It lists various comments and interactions. For example, Ivana Kovacic posted a comment thanking Vin Diesel for sharing his pics. Other users like Lenka Vasi and Kery Vasi also commented. The feed includes timestamps, user profiles, and engagement metrics like likes and replies.

FANHANDLE SEARCH

The screenshot shows the search results for 'Love Vin' on the FanHandle platform. It displays 4 results found. The first result is a message from Ivana Kovacic. The second result is from Marek Oluigos. The third result is from Love Vasi. The fourth result is from Darius Shocked. The interface includes a search bar, sorting options (USER ACTIVITY, NEWEST), and a help/logout button.

Latest activity

The screenshot shows the latest activity feed on the FanHandle platform, similar to the one above but with different comments. It includes interactions from users like Thomas Biggins, Kery Vasi, and Lenka Vasi. The feed includes timestamps, user profiles, and engagement metrics like likes and replies.

TOOLS USED



OUTCOME

At the end of my internship term I left behind finished dashboard for celebrities, couple of front facing celebrity web design proposals & case study (later in this document).

I WOULD HAVE DONE DIFFERENTLY

Looking on this project now, after I've gained more experience in **patterns, guidelines and UI components** I would definitely start with a **stronger and modular visual language** and based on that I'd put together all the screens that needed to be created.

Tveds

Mobile app enabling citizens to buy a ticket for public transportation via their smartphone. Built for both most popular platforms — **iOS & Android**.

PROJECT BACKGROUND (CONTEXT)

There was no such solution in my country before. We were exploring totally new area of how smartphones could **help the passengers** to buy a tickets more comfortable, faster and **without cash**.

On the other hand we could help save resources of public transport companies in cities all around the Slovakia.

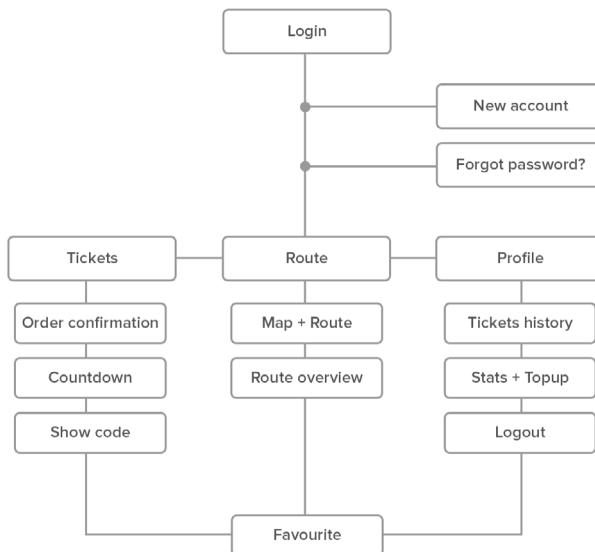
For better understanding I just roughly translated all the labels from visuals seen below into English.

TEAM & MY ROLE

I was asked to join the team and collaborate **with the other UX designers** from best UX agency in Slovakia. I have joined during the first week of work on this project to contribute to the flow & wireframes that we have made together.

After that, I took full responsibility for final design, visuals, support for developers in any questions or exporting needed assets.

SCREENS STRUCTURE



Whole flow is focused on the **main action — buying a ticket**. Passenger can also save his favorite ticket or route and have a quick access to them.

Please see the wireframes & high-fidelity visuals on the next page.

PROJECT STORY

Even though this mobile app **solves a real problem** and can help many people, selling it to high-level management of public transportation companies was tough.

People leading development of this idea have changed 3 times and all of them liked the design job that we have done, so they stucked with us and this is why I have now 3 different versions of almost the same app.

After it was impossible to sell it to old school high-level management of public transportation companies, another **private transportation company entered the game and wanted to use this app for their passengers**.

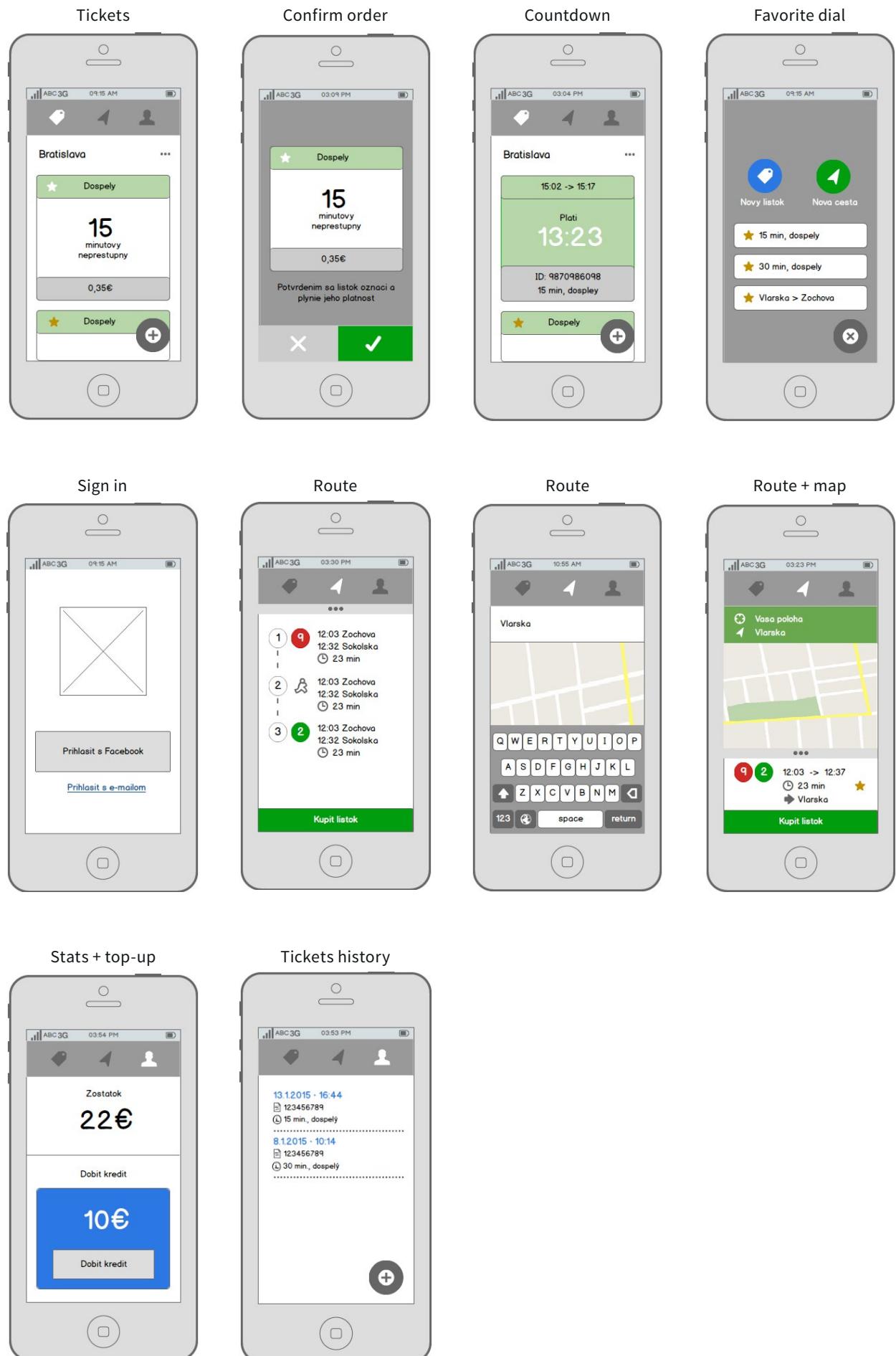
This is how this app will enter the real world of mobile apps after developers will polish their work.

TOOLS USED

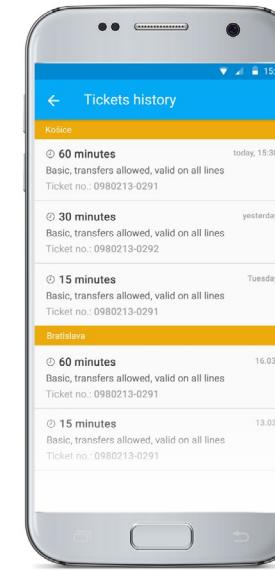
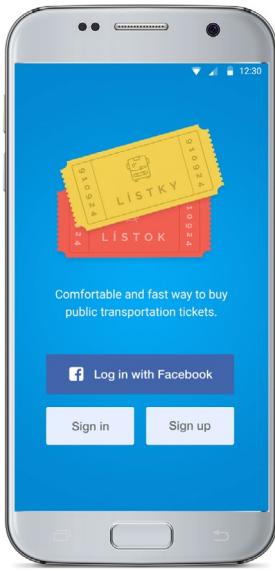
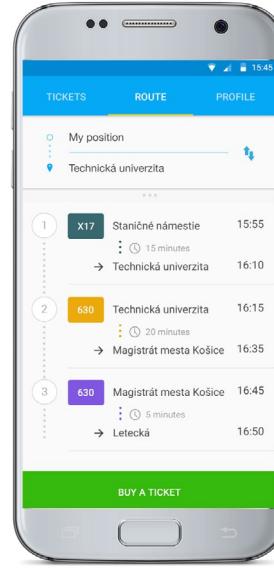
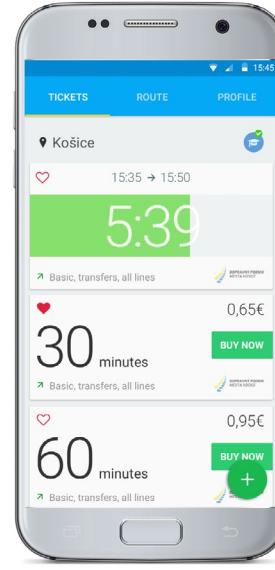
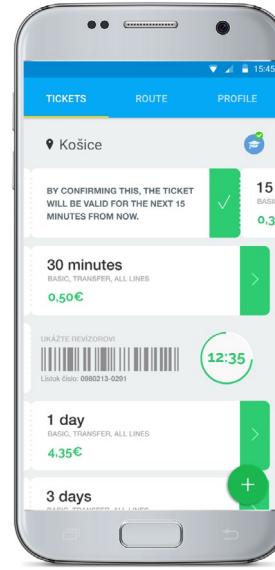
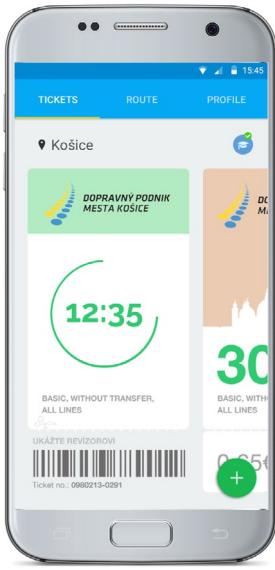
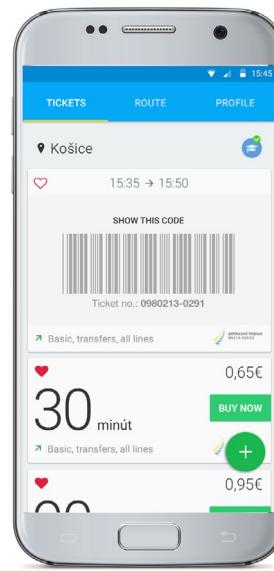
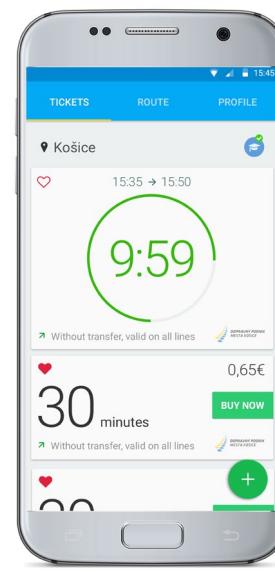
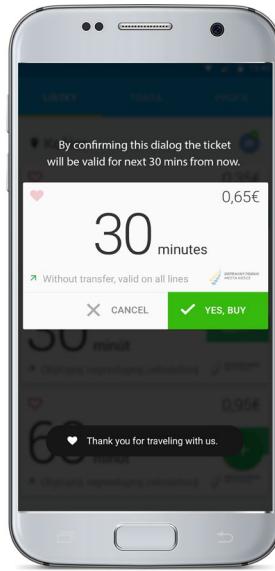
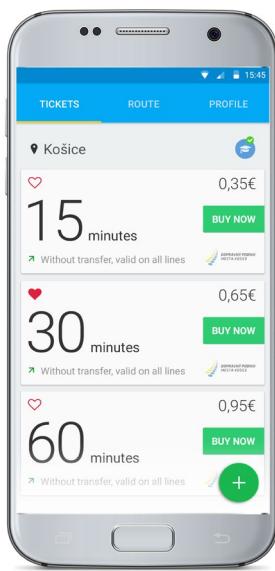


And other wireframing tools...

WIREFRAMES



FINAL DESIGN PREVIEW



Shopify App Store Exploration

Shopify App Store provides more than 325,000 merchants with more than 1200 apps when it comes to extending the functionality of their online store.

PROJECT BACKGROUND (CONTEXT)

Shopify App Store's design & code hasn't been touched for more than 8 years. App Store's look became obsolete, inconsistent with other Shopify websites and more important, **difficult to use** over the years, how the number of available Apps has rapidly grown, it was hard to scale.

My goal was to **collect all feedback, identify problems and propose better solutions.**

TEAM & MY ROLE

In this project I was responsible for deep analysis of current App Store solution user experience wise. I have collaborated with **two other designers** closely who had a better context and better knew the story of this project.

Results of my analysis then **contributed to more than 3 other product teams** (with 30+ people) involved in App Store and other stakeholders.

WHAT I DID

1

RESEARCH & DATA COLLECTION

I have started with analyzing current App Store shortcomings — **put myself into user's shoes** and walk through the whole process from beginning (when I have created my own online store) to the point where I wanted to find **an app to solve my problem**, choose the best app, install it, use it until the time I wouldn't need it anymore.

The screenshot shows the Shopify App Store homepage. At the top, there's a navigation bar with the Shopify logo, support links, and a 'FREE TRIAL' button. Below the header, the page title 'App Store' is displayed, followed by a sub-headline: 'Powerful new features, services and plugins for your Shopify store'. A 'Sell your own app' link is also present. The main content area features a search bar and filters for 'Category: All', 'Price: All', 'Sort by: Popular', and 'Collections'. A link to 'All Apps' is visible. On the left, a 'Marketing' category section is shown with a brief description of its purpose. Two app cards are prominently displayed: 'SEO Image Optimizer' by Booster Apps, which is free and has 4260 reviews, and 'Free Shipping Bar' by Hextom, which is also free and has 2625 reviews. The overall layout is clean and organized, designed to help users quickly find the right tools for their Shopify stores.

[Check App Store version live on apps.shopify.com](#)

To **identify problems** with current version I have created the **Google Document**, where I have invited all of the **stakeholders** (this project has them a lot) to help me contribute as well as **other more senior designers** to express their opinions on proposed solutions.

On the next page I listed an example of some of the biggest users pains & big picture problems that I have found.

Identified user's problems

- Search (no full text, hard to find what I need)
- App detail (bad information structure)
- Unusable reviews (hard to make a picture)
- No recommendations for user (based on their data)

Identified big picture problems

- Apps position within online store administration
- Inconsistent look across other Shopify pages
- No retina displays support and other standards

2

SKETCHES & WIREFRAMES

Before I started with first sketches & wireframes I have also **made an analysis of 10 other online stores** that I follow or have bought something from to gain bigger picture how and which things can be improved. And here is a small sneak peek of what I came up with.

Proposed app detail page layout.

The wireframe illustrates a proposed layout for an app detail page on the Shopify App Store. At the top, there's a navigation bar with links for Support, Docs, Forums, Themes, Apps, Experts, and Store admin. A search bar is also present. The main header is 'App Store' with a sub-header 'Currency Converter Plus'. Below the header, there's a breadcrumb trail: App Store Home / Tools / Currency Converter Plus. The central content area features a large 'FEATURED PICTURE' placeholder. To the left, a sidebar lists categories like Marketing, Sales, Social Media, etc. The main content area includes tabs for App Details (selected), Reviews (98), Screenshots (4), and Support. Under 'App Details', there's a summary section with a 'Install App' button, price (\$9.99), free trial, and install count (456,456 times). It also shows the author (CodeBlackBelt developer) with contact info (support@codeblack... and codeblackbelt.com) and a 'Get Support' button. Below this, there's a 'Similar apps' section listing Instagram, Twitter, and several other Twitter entries. A 'View all' button is at the bottom of this list. The bottom of the page contains sections for 'Description' (with text about currency detection and pricing), 'Demo' (with a note about the original price being replaced by a currency drop-down list), and a footer note about switching currencies.

Pros:

- Important menu allowing to browse through other apps is always visible
- All interesting information about the app are nicely structured into categories (attention on featured screenshots)
- Added second option for user to take a look on similar (maybe better) apps

REVIEWS

I have added a legend showing votes of the other users. They don't rely only on latest reviews (because current pagination is a pain) but can see the overview of other users.

New solution also enables to vote for the reviews so the most relevant reviews can easily get to the top.

Other idea was to show the most upvoted 5 stars and 1 star reviews next to each other for better understanding.

The screenshot shows a user interface for managing reviews. At the top, there are tabs for 'App Details', 'Reviews (98)', 'Screenshots (4)', and 'Support'. The 'Reviews' tab is selected. Below the tabs, a legend shows the distribution of reviews: 5 stars (dark grey bar), 4 stars (medium grey bar), 3 stars (light grey bar), 2 stars (very light grey bar), and 1 star (white bar). A message at the bottom left encourages users to share their opinion. On the right, a button says 'Write the review'. Below the legend, a specific review is displayed:

Reviews

5 stars 4 stars 3 stars 2 stars 1 star

"I love this app. As an Australian-based business looking to branch out to a larger audience (mostly Europe, and the US) this has helped SO much. Support is amazing, and integration is super easy (and the help is always there). Would definitely recommend this app, it pays for itself!"

20 20

El Rodeo General Store posted Thursday at 7:20am

FAQ, PUBLIC Q&A SUPPORT

This idea can help a lot of people having problems and reduce the support load from developers.

The screenshot shows a public Q&A support forum. A question is displayed:

How do I set up Persistent Cart for my store?

Asked by Katie yesterday.

I'm working on a Shopify app at the moment, and I want to be able to fetch and blogs. However, the Shopify 'Article' API doesn't return a specific URL for each entries, and I'm wondering if there's a better way than the following format:

`http://[shopUrl].com/blogs/{blogName}/{articleId}-{articleTitle}`

where {articleTitle} is an encoded, URL-friendly version of the article's title. Also curiosity, why doesn't Shopify return URLs for fetched items like products, artic this for flexibility's sake?

1 Answer

Answered by John today.

There is one trick to make your life easier - you don't need to slug the can just do this (editing your example):

`http://[shopUrl]/blogs/{blogName}/{articleId}`

The articles title is appended to the url in order to provide a more rea as for SEO purposes. But it's not necessary if you just want to const

The screenshot shows a public Q&A support forum. A contact form is displayed:

Contact Code Black Belt for Support

Code Black Belt can answer any questions you have about Currency Converter Plus

What do you need help with?

Replies will be sent to your account email: john.ferguson@shopify.com.

Send message

Forums

Ask a question

What's your question? Be specific.

Questions that may already have your answer

People from foreign countries are not able to see changed price
Problem with other countries
Is there any blacklist/white list for foreign countries?

Post question

How do I set up Persistent Cart for my store?
Asked by Katie yesterday. 5 Answers

I forgot my password to SFTP. What can I do?
Asked by Katie yesterday. 5 Answers

My store is crashing after installing a new update.
Asked by Katie yesterday. 5 Answers

Is the currency shown on the product site twice?
Asked by Katie yesterday. 5 Answers

5 Answers

4 Answers

3 Answers

1 Answer

DESIGN SPRINT

As a part of this project we have also run through a shorter **Design Sprint** (based on book Sprint by Knapp Zeratsky & Kowitz — former Google). Get **10 people** (main stakeholders) into 1 room and again tried to identify all of the potential **problems based on data** & our ideas.

This session gets everybody on the same page (as the team around the App Store or particularly involved was **more than 30 people** — ranging from PMs, departments, engineers, designers...) and also helped me as a designer to **take a look from different perspectives**, come up with **new and better ideas**.

VIDEBY

VIDEBY is system for collection, visualization & management of electric consumption in a building.

PROJECT BACKGROUND (CONTEXT)

Application collects available data from electricity meter in set time intervals. Based on collected data we were able to visualize them.

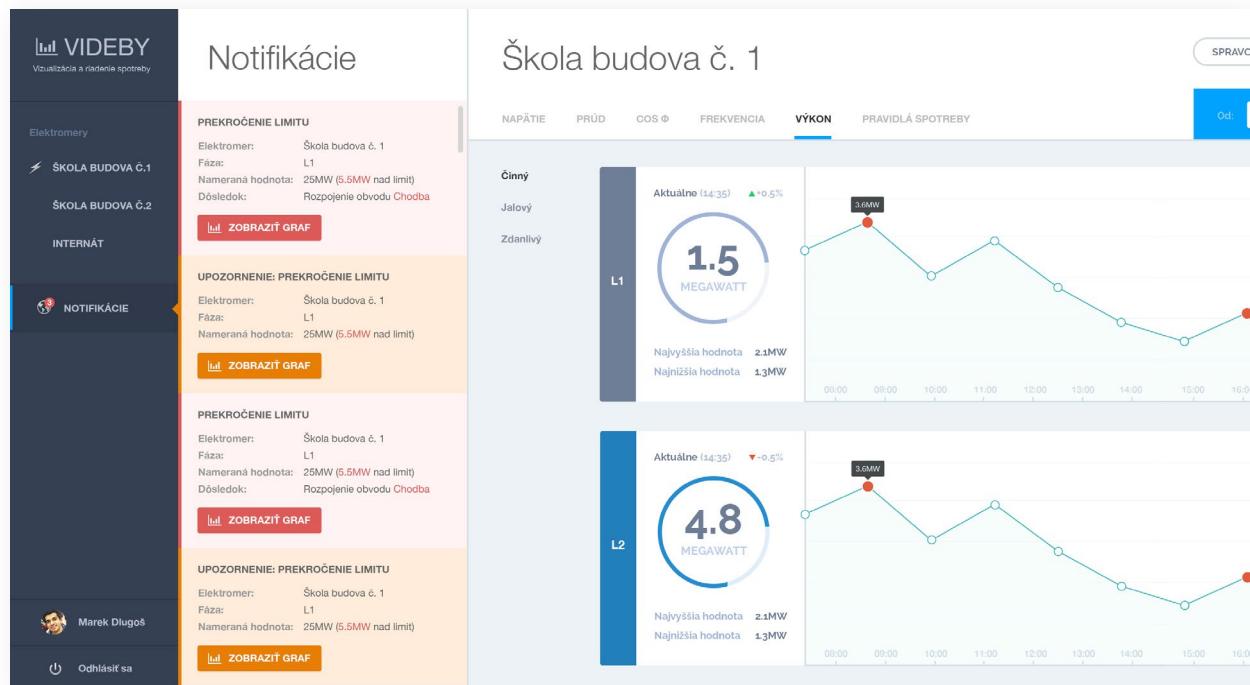
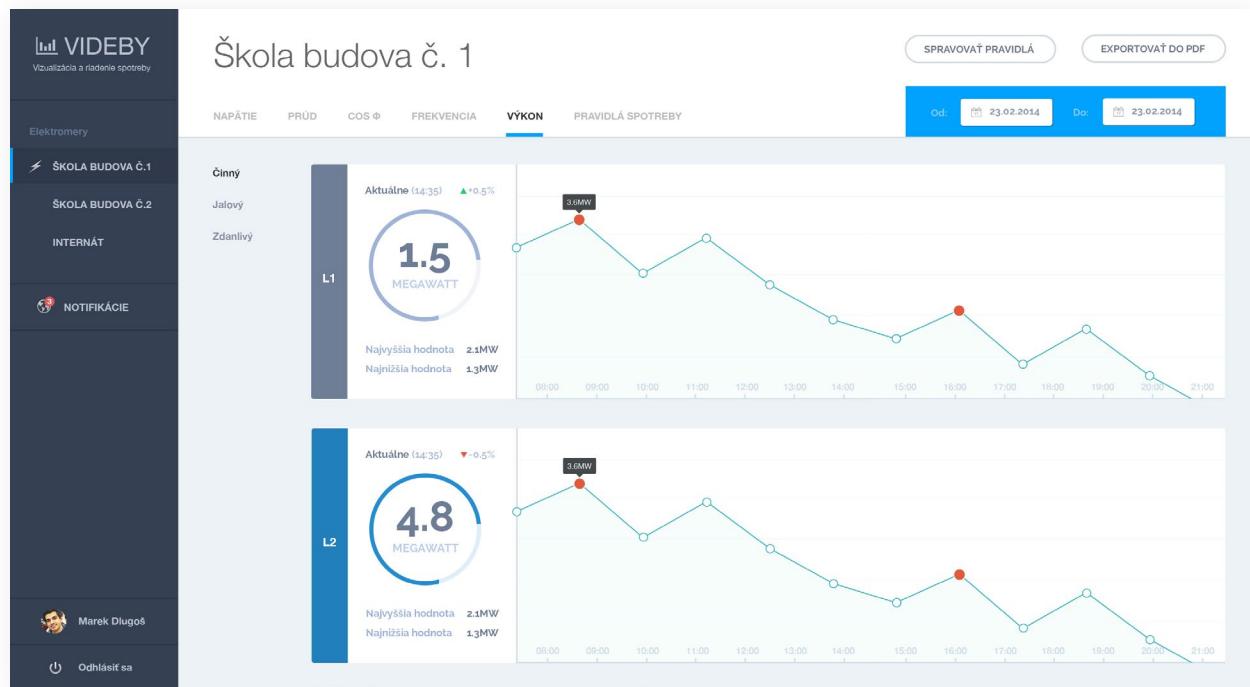
System allows also to visualize data from more than one building, export data do PDF & notify user about abnormal activity.

TEAM & MY ROLE

I have designed the user interface for this project allowing user to simply take a look on graphs & analyze what is going on over the selected time period.

I have worked along the way with my friend who programmed it and principal of the high school that we were developing it for. From initial idea to final pitch and awards on nationwide competitions.

DESIGN PREVIEW [Show full preview on Dribbble](#)



Fanhandle client's case study

Fanhandle is platform for influencers and celebrities to better engage with their fans. During the summer 2015 I have worked on this projects with former founder of Creative Market, Darius Monsef in Hawaii.

PROJECT BACKGROUND (CONTEXT)

My main focus was on user interface of this product — celebrity-facing interface (**web & mobile**) I have been also responsible for custom-made celebrity web designs proposal. However, in my spare time I wanted to create something new & aesthetic.

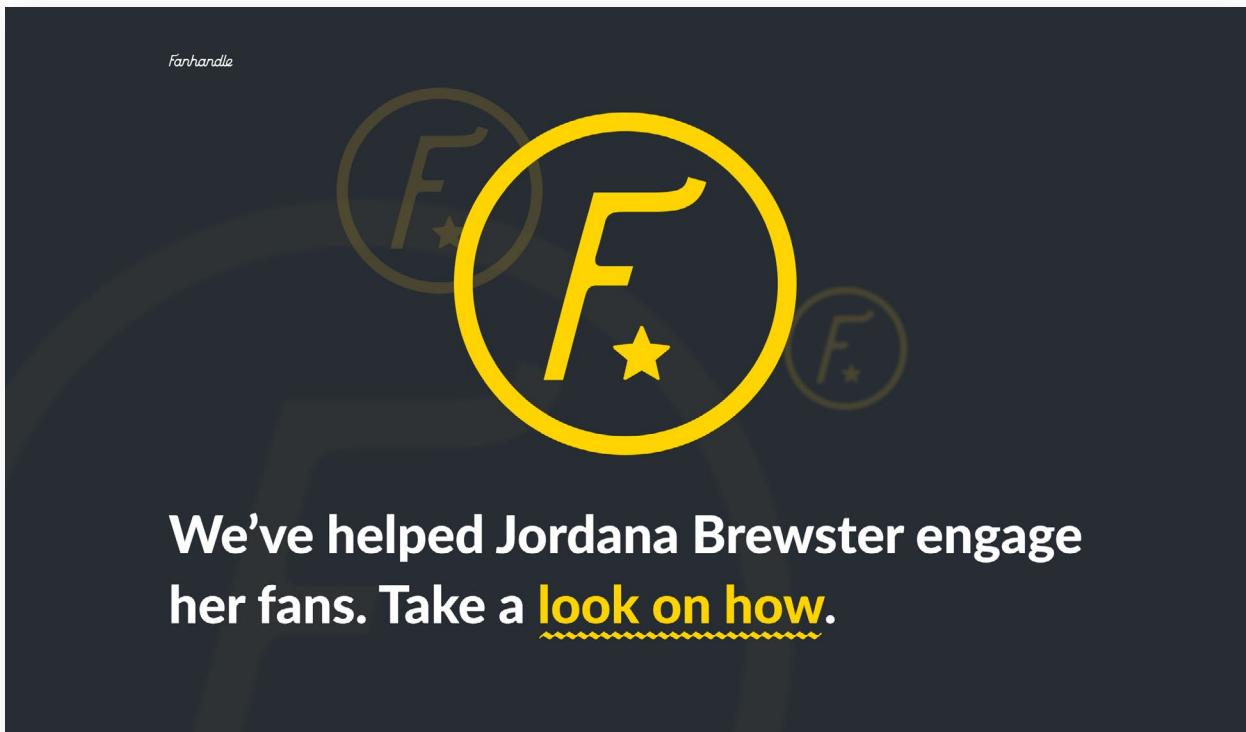
Guiding visitor from information how we helped other celebrity, through what is Fanhandle, stats, testimonials to features & contact of sales Representative.

VISUAL LANGUAGE

My goal was to try the latest flat design style and play around parallax animations that can be triggered along the way while user is scrolling.

Whole website is following brand colors, using a lot of white space. My priorities were to keep it clean & simple.

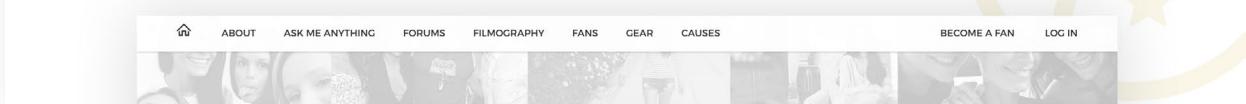
DESIGN PREVIEW [Show full preview on Dribbble](#)



PLATFORM

What is a better way to communicate yourself and your brand than via your own hand-crafted personal site?

We don't know. But we can craft one for you, too.



Take me as an Intern

Take me as an Intern is kick ass online resume where I called for an internship in 4 months long gap after graduating high school and before starting the university studies.

PROJECT BACKGROUND (CONTEXT)

I was looking for the way how to make myself different from other students who are looking for an internship. The typical application period for big companies was already over & I had to come up with my own solution.

SUCCESS METRICS

- #1 at Y Combinator Hacker News
- 30k+ visitors in a one night, 150 e-mails received
- Secured me an internship in Hawaii & Canada
- Helped get internship to my other 2 friends

PROCESS & STRUCTURE

I started off writing content followed by drawing the wireframes and thinking about layout that will perfectly guide user's eyes through the whole website till the end and try to persuade him to reach out to me.

Short introduction, followed by what I want, what I know, how can I benefit the team and what other people say about me is the main structure of the website. Additionally I mentioned my free time projects, awards, interests, option to download my resume and finally call-to-action section with second option to sign up for my newsletter to gain the audience of cool people.

DESIGN PREVIEW [Visit live version \(www.hostmeinca.com\)](http://www.hostmeinca.com)

* Hi

My name is Marek Dlugos.
I'm a 19 year old student from
Slovakia.

And I'd love to join your team and
create some awesome stuff with
you!

This summer I'd like to be your Intern (June - September)

HOW CAN I HELP YOU?