### Week 5: User Experience Optimization



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**Week 5: User Experience Optimization**

## Analyze User Feedback:

Website layout: Delight bakery

Figma link: <https://www.figma.com/design/w7MBI1EgZX9v4hACxjv6Gx/Delight-desert-website-project?node-id=0-1&t=JcnI5qBQtm1PRer7-1>

| **Issue** | **Identification** | **Fixes made** |
| --- | --- | --- |
| Users don’t understand icons (e.g. heart, cart) | Asked users to “think aloud” | Added labels under icons or tooltips |
| Overwhelming first screen | Long pauses or unsure clicks | Simplified visuals, highlight CTA |
| Multiple CTAs confuse users | Looked for users clicking wrong buttons | Use 1 primary action per screen |
| Checkout flow too long | Time on task too high | Combined or removed redundant steps |
| Users skip onboarding | Fast transitions or skips | Added illustrations |

## ****Revise User Flows and Wireframes:****

* **Home Screen**

**Before:**

Too many options shown (menu, offers, favorites, cart)

CTA (“Order”) doesn’t stand out

Change This:

Keep only 1 clear CTA ("Order Now")

Move “Offers” and “Favorites” under a separate tab or drawer

Increase white space between elements

* **Navigation Bar**

**Before:**

Just icons (users may not know what each means)

Change This:

Add labels under icons (“Home”, “Favorites”, “Cart”)

Or use a hamburger menu for less frequently used items

* **Product Details Screen**

**Before:**

Image, description, add to cart button all tightly packed

Change This:

Increase padding around image

Keep only essential info first (name, price, “Add to Cart”)

Hide extra info (e.g., ingredients) under a "Read More" toggle

* **Checkout Flow**

**Before:**

4–5 steps to complete an order

Change This:

Merge address + payment screen

Use progress indicators (“Step 1 of 2”)

Default to saved info if available

## ****Conduct A/B Testing:****

* Test Case: CTA Button Placement

| **Attribute** | **Variant A** | **Variant B** |
| --- | --- | --- |
| **CTA Placement** | Top right ("Order Now" button beside search) | Center of screen as a card with image and label "Order Now" |
| **CTA Visual** | Small button | Large colorful card with illustration |
| **CTA Label** | Text only | Icon + Text |

**Participants**

Total: 10 users (simulated)

Testing tool: Figma + simulated observations

Tasks Given: “Order a food item from the home screen”

**Simulated Results**

| **Metric** | **Variant A** | **Variant B** |
| --- | --- | --- |
| **Time to find CTA** | **7.8 sec avg** | **3.2 sec avg** |
| **Click-through rate** | **50%** | **90%** |
| **Task completion rate** | **60%** | **100%** |
| **Misclicks** | **4 users clicked wrong icon** | **0** |
| **Satisfaction (1-5)** | **3.1** | **4.6** |

**User Feedback**

**Variant A:**

* **“I didn’t notice the button at first.”**
* **“It looks like a filter, not something clickable.”**
* **“Too much going on — what should I do first?”**

****Variant B:****

* **“Very clear what to click.”**
* **“Loved the image and color, made me want to order.”**
* **“This feels more engaging and fun!”**

## Implement Final Improvements in Figma:

| **Screen** | **Fix** |
| --- | --- |
| **Home** | **Simplify layout, 1 CTA only, emphasize primary action** |
| **Product Card** | **Clean spacing, single CTA focus** |
| **Nav Bar** | **Use icon + label or tool-tip** |
| **Checkout** | **Reduce steps, progress indicator, auto-fill info** |
| **On-boarding** | **Add illustrations, microcopy, delay "Skip" button** |

## Implemented Improvements:

**Before: After:**

 