Habitual
e-commerce
website redesign.
JAN 2021 – PRESENT

Platform.
Web, Mobile.

Role(s) Played.
I am the sole Designer within a virtual Agile team working with the contributors remotely and the tasks are discussed in Trello during daily standups. I am responsible for the esthetics and the UX including planning of the project and using this information to make the challenge reality.

Activities Performed.
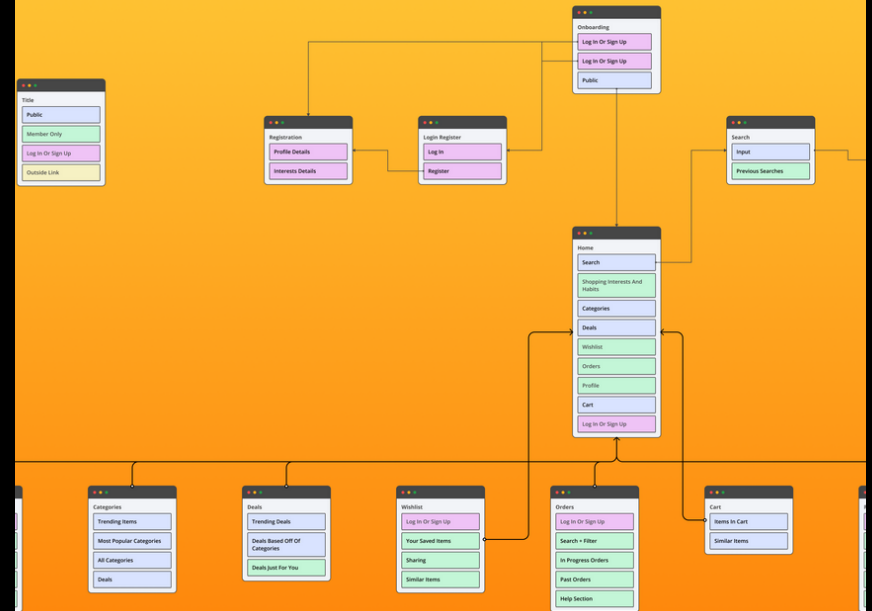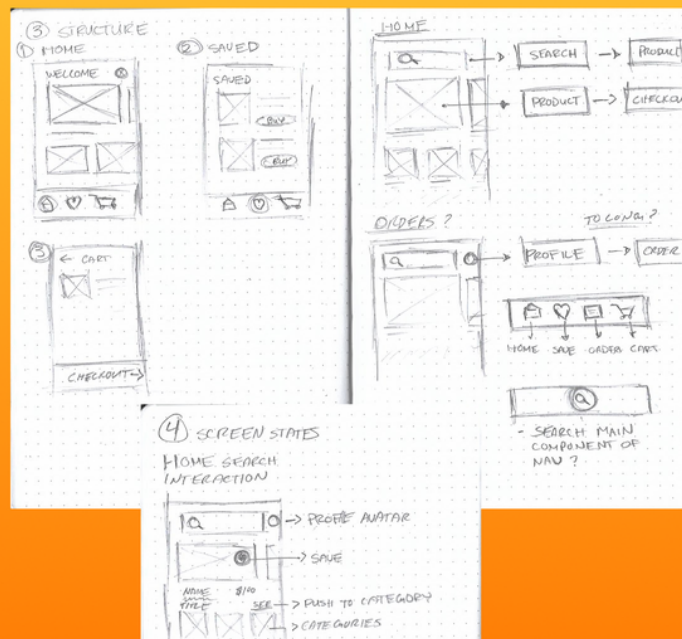Sketches, User Flows, Site Maps, High Fidelity Wireframes, Prototypes, Responsive Design in CSS, LEAN Startup.

An online retailer that allows individuals and businesses to sell and display products for sale online.

E-commerce website redesign.
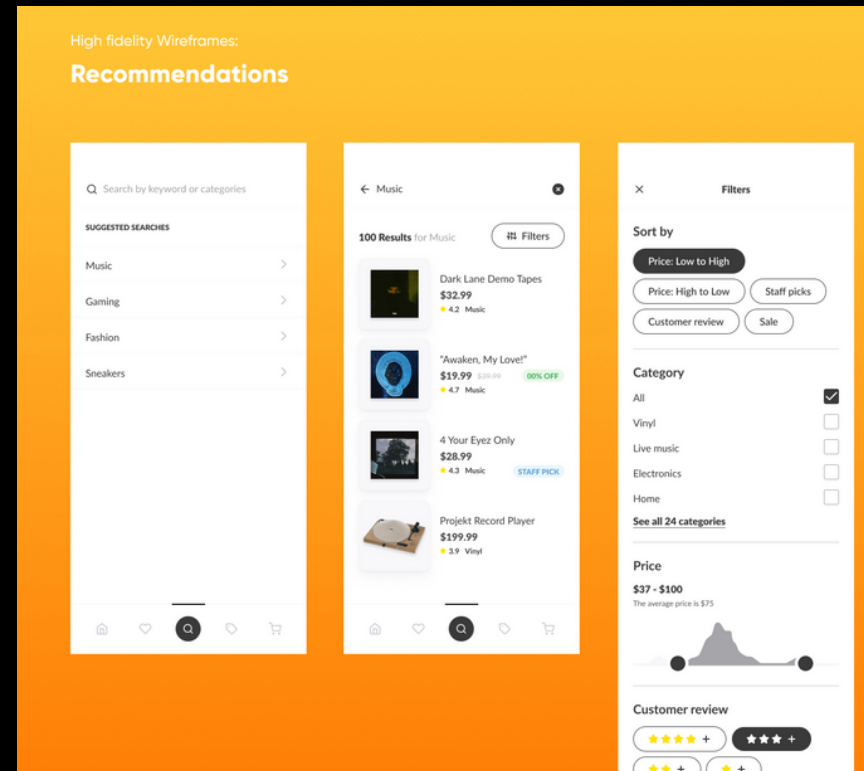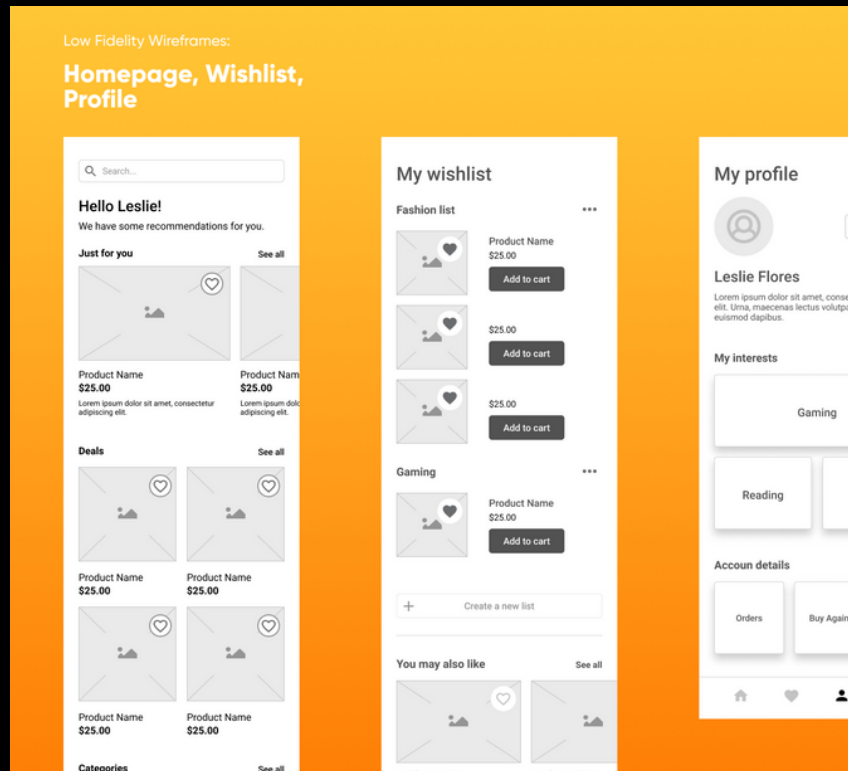## PLANNING PHASE.

Research.
The research proved that older users get flustered by more complicated websites, while younger users tend to favor websites with a UX that is visual and intuitive in nature, which would repel less tech-savvy users.

E-commerce website redesign.
DESIGN PHASE.

Solution.
Assuming every generation knows how to perform a text search, I added a search bar to find products easily. Moreover, I personalized the search results by adding a screen with Interests. The algorithm can then personalize the homepage with personalized recommendations (to ensure that visitors find more of what they want, and enhances the site experience to drive customer loyalty), including recent browser history.

E-commerce website redesign.
PLANNING PHASE.

User Flow:
Finding the right product through search.

Step 1:
The user is able to begin their search from the home screen. The user can click the search input.

Step 2:
The user receives a keyboard prompt within a search overlay and is able to enter their search.

Step 3:
As the user types, the product gives the user suggestions off potentional searches. The user clicks on the search item that relates most to their intended search.
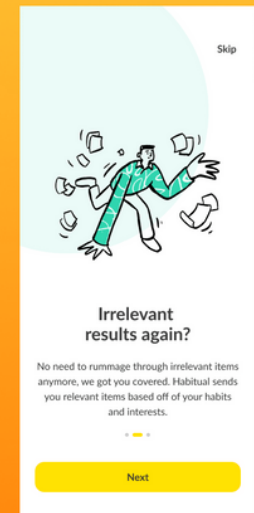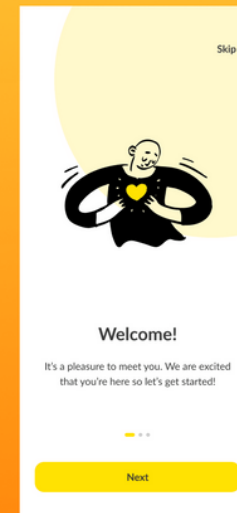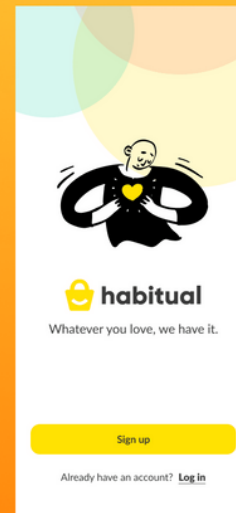
Step 4:
The user is presented with many search results. And now they choose the product that they have been looking for.

Step 2.1:
The user is also able to find the right product if it shows up on the home screen.


High fidelity Wireframes:
Onboarding

habitual
Whatever you love, we have it.

Sign up

Already have an account? Log in

Welcome!
It's a pleasure to meet you. We are excited that you're here so let's get started!

Next

Irrelevant results again?
No need to rummage through irrelevant items anymore, we got you covered. Habitual sends you relevant items based off of your habits and interests.

Next

Skip

Challenges.
Altering an effective UX to both existing users while staying consistent in its design is risky. Older generations are more averse to website changes than younger generations. Nevertheless, I decided to keep the basic structure of the navigation and replaced the navbar with browsing history and personalized recommendations.

E-commerce website redesign.
REFLECTIONS.

High fidelity Wirefrmes:

Interests

High fidelity Wireframes:

Wishlist
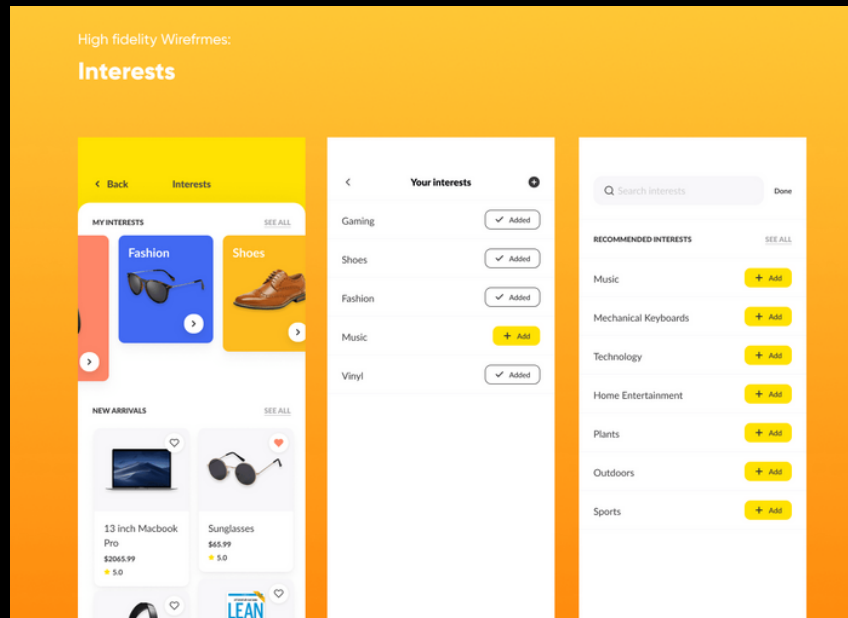
Impact.
Adding personalized recommendations increase the chance of remembering and buying what the users like. The clunky product category buttons were replaced into a header menu, which simplified the navigation area and improved its readability. This way Habituals navigation becomes more streamlined.
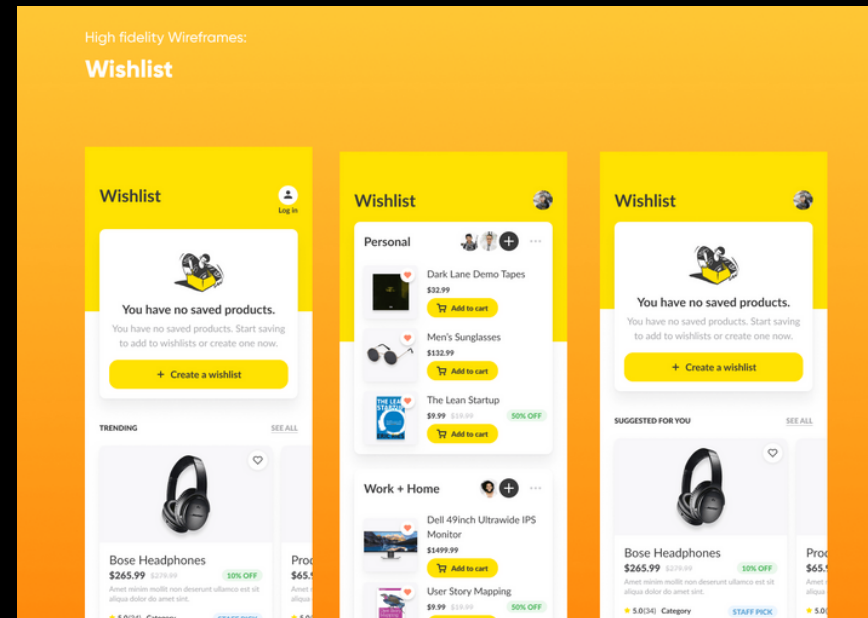
Lesson learned.
During launch phase I've realized how important it is to constantly tweak the site to align with buyer motivations. For example, I've learned that if customers want our product both cheaper and faster, it is good to emphasize text such as "50% Off" or "Staff Pick" with i.e. bold black text. Constantly testing of pages helped me to grow and retain a loyal customer base.