



**Cobone
Introduces a
Remarkable
Feature
Enabling
Purchases to be
Sent as Gifts to
Loved Ones**

Cobone has achieved great success in selling deals, but we have noticed that our customers are having trouble selecting items to send to their friends or family members as gifts. We would like to create a feature that easily enables customers to send purchased items as gifts.

The Goal

To create an easy-to-use and seamless feature that enables customers to purchase deals and send them as gifts to anyone. The feature should be seamless and intuitive enough to encourage customers to purchase items as gifts.

The Solution

We developed a new feature called **Send as a Gift**, which is included in our checkout process. This feature makes it easy for customers to send any purchased item as a gift to anyone.



Send Order As Gift

Recipient's Name

Recipient's Name

Occasion

Choose Any

Whatsapp

Email

+ 971501234567 (12 digits)

Date

January 5, 2023

Time Slots

9:00 AM

SAVE

User Flow

Step 1: The customer begins their regular checkout process and selects the items they would like to purchase.

Step 2: The customer clicks on the Send as a Gift button during the checkout process.

Step 3: The customer is prompted to enter some of the required information.

Step 4: The customer completes the checkout process, and the purchase voucher is sent as a gift to the recipient in any chosen time slot.

My Role

As a UI/UX designer and front-end developer, my role in the development of the Send as a Gift feature on the Cobone website involved several responsibilities.

I collaborated with the development manager, developers, and other stakeholders to understand the purpose, goals, and vision of the feature.

Afterward, I conducted a thorough analysis of the user requirements, market trends, and industry standards to translate them into actionable design and development insights.

As a UI/UX designer, I design wireframes, mockups, and prototypes that effectively showcase the flow, functionality, and visual appeal of the feature. Also, I ensure a seamless user experience, user-friendly navigation, clear messaging, and branding consistency across all screens.

As a front-end developer, I write clean, efficient, and maintainable code, using appropriate programming languages and frameworks, adhering to best practices, and addressing any accessibility, performance, or security issues that may arise.

Additionally, I collaborated with the back-end developers to integrate the front-end feature with the Cobone platform's back-end, which involved developing APIs, processing transactions, and securely storing user data.

I conducted testing, both manual and automated, to ensure the feature is bug-free, works as intended, and meets all the specifications and requirements of the users and stakeholders. I'll work with the team to implement feedback, optimize and continuously improve the feature, and provide ongoing support and maintenance.



YOUR GIFT VOUCHER

Celebrating your Wedding!

Dear {recipient},

Sending very best wishes from {sender} who has chosen a Cobone Gift for you:

Weekend Brunch @ Marriott Jumeirah

Click on the link(s) below to view your voucher(s), or copy and paste into your browser.

<https://www.cobone.com/vouchers/pdf/8785331/6b7110410010122fb967996833148bc1f7b2e53d670ae0fb470186e694b484b1>

If you need any assistance, please contact [Cobone Customer Support](#)

Enjoy!

The Cobone Team