ECHO CERAMICS

Who is Echo Ceramics?

Echo Ceramics is a family owned and operated ceramic studio teaching students in the Los Angeles area since 1999. They take pride in the quality of their instruction and even developed their own Echo method of throwing. Echo Ceramics has a trusted team of teachers--all talented artists themselves, bringing you the best atmosphere and quality of instruction out there.

Our end goal is improve Echo Ceramics' current site to match the beauty and quality of the products and services they offer.

The Problem

Echo Ceramic's current ceramics class selection process **doesn't include all the information** users hope to find while shopping for classes, such as teacher bios and descriptions of what they will learn. Additionally the **checkout process is handled by a 3rd party**, which takes customers away from the main site-resulting in a disjointing experience.

The Goal

Our goal is to provide users with the sufficient information they need to be confident with their class purchase, booking with ease, as well as a seamless checkout flow.

The
Methodology

We approached the project with the four phases of the double diamond design methodology:

1. **Discover**
2. **Define**
3. **Develop**
4. **Deliver**

Phase 1: Discover insight into the problem

- **Design Audit**
- **Competitive analysis**
- **User research**

A design audit was conducted to evaluate the current state of the website

Current Site Branding

Current Check Out Screens
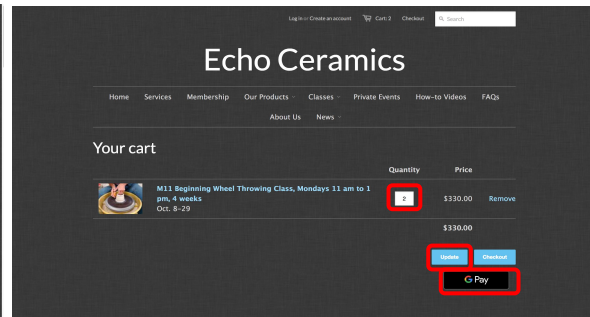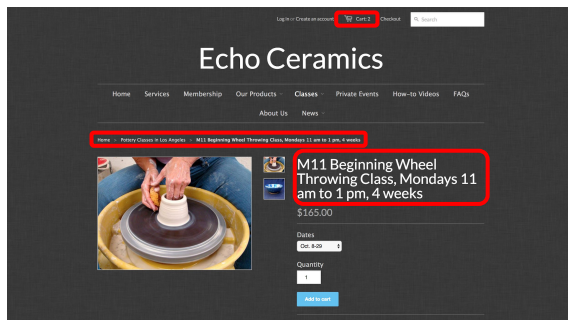
LOGO

Echo Ceramics

TYPOGRAPHY

Header - LATO

Body - LUCIDA GRANDE

IMAGES

ICONS
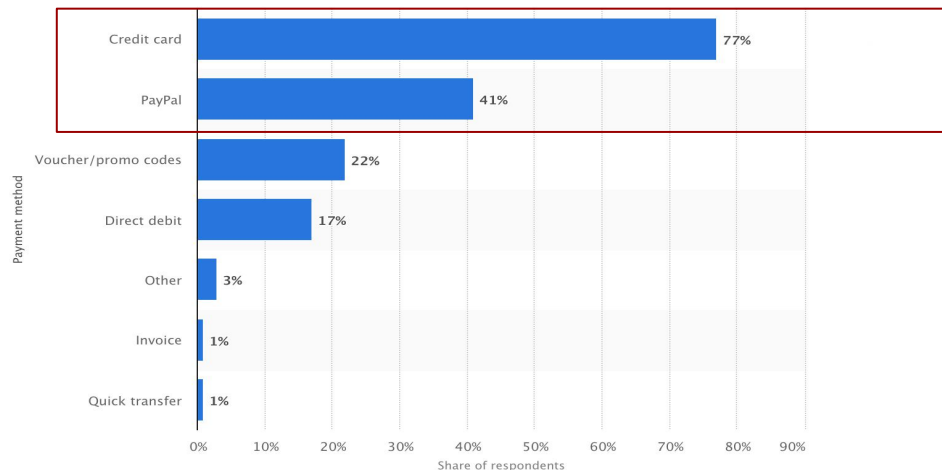
Through competitive analysis, we uncovered potential features that Echo Ceramics could implement

	Echo Ceramics	BitterRoot Pottery	Stil Life Ceramics	Good Dirt LA	Vintage Bouqet Bar	Soul Cycle	YogaWorks
Online Class Booking	Yes	No	Yes	Yes	Yes	Yes	Yes
Instructor Bios	No	No	No	Yes	No	Yes	Yes
Calendar of Events	No	No	Yes	Yes	Yes	Yes	Yes
Social Media Integration	Yes (footer)	Yes (footer)	Yes (footer)	Yes (footer)	No	Yes	Yes
Breadcrumbs Presence	No	No	No	No	No	No	No
Shopping Cart (Homepage)	Yes	Yes	Yes	No	Yes	Yes	Yes
Class sharing	No	No	Yes	Yes	No	Yes	Yes
Private event booking feature	Yes	No	Yes	No	Yes	No	No
Login	Yes	No	No	No	No	Yes	Yes

User research was conducted to understand user behavior in the check out flow

Which payment method do you usually use when shopping online?

Payment method	Share of respondents
Credit card	77%
PayPal	41%
Voucher/promo codes	22%
Direct debit	17%
Other	3%
Invoice	1%
Quick transfer	1%

Findings:

+ Credit card and PayPal were the two most common payment methodologies
+ The current Echo Ceramics only has an option for credit card payment

Phase 2: Define area to focus on

- **User Persona**
- **Pain points + potential solutions**

User Persona

Molly

The Casual Creative

BIOGRAPHY:
Young female in her late twenties who is always looking to expand her creative side through outside hobbies. When she attends classes, she likes to invite friends to join her. She is pretty tech savvy and usually books events from her desktop computer while she is at the office.

PAIN POINTS
- Doesn't trust the site because the product page seems to lead to an external website for checkout
- Feels that website feels antiquated and worries that this will be reflective of the studio experience
- Not being able to share purchase with friends; have to forward from email
- Not knowing who is teaching the class, their teaching style

NEEDS & GOALS
- Edit cart wherever she is in the process to help streamline the process
- Wants to trust the website since she is submitting payment information

Through research, we identified four pain points we wanted to focus on

Pain Points

Potential Solutions

Branding of site is not reflective of overall studio experience

Redesign overall brand and voice of Echo Ceramics

Drastic change in visual design from product page to check out

Implement cohesive branding across all web pages

Two separate links for check out and cart that lead to the same page, causing confusion

Consolidate links and include clear CTA to direct consumers to check out

Product page has irrelevant information or is missing crucial info

Update copy to entice users to purchase class

Phase 3: Develop and test potential solutions

- **Wireframes**
- **A/B testing**

We wove the UX solutions into the wireframes and tested with users to assess feasibility
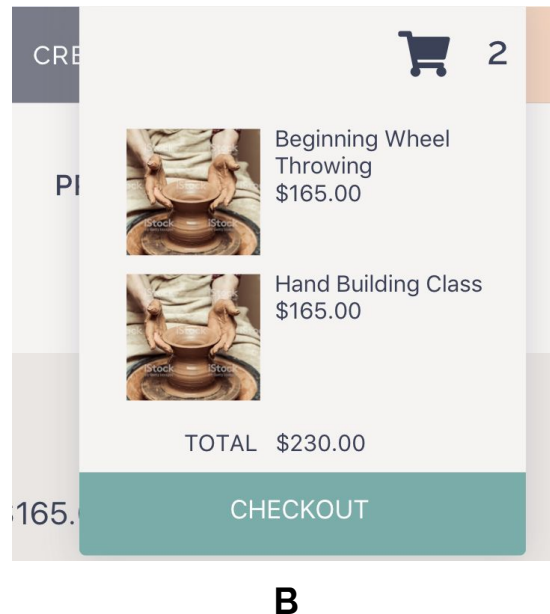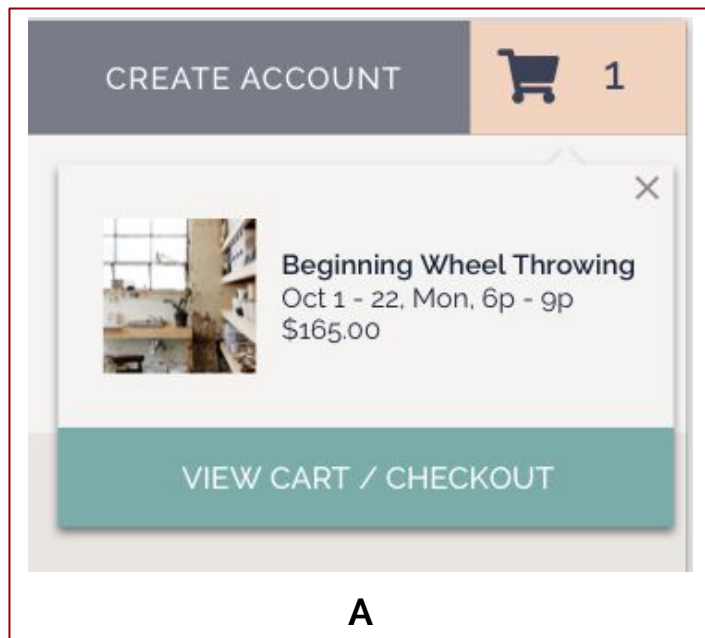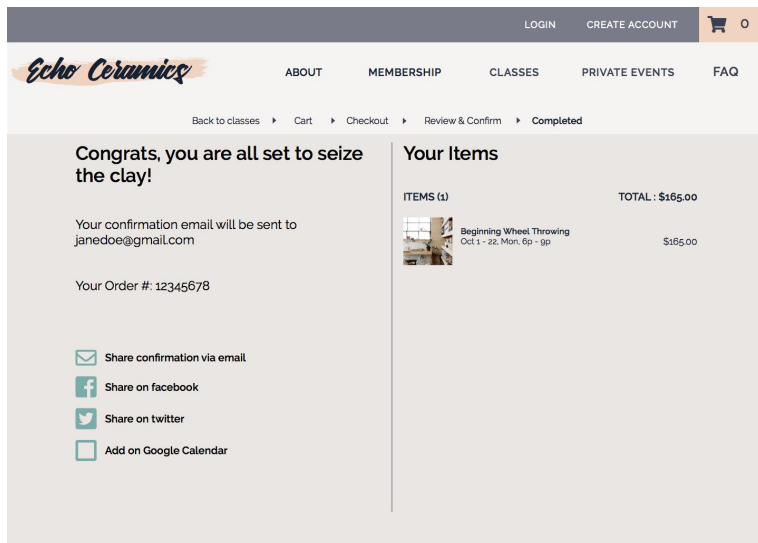
We continued testing and iterating into the mock ups phase, including using A/B testing (1 of 2)

View Cart Modal: 100% of users preferred option A

A

B

We continued testing and iterating into the mock ups phase, including using A/B testing (1 of 2)

Confirmation Page Copy: 64% of users preferred option A

A: **Congrats, you're all set to seize the clay!**

B: **Congrats, you're all set to take the wheel!**
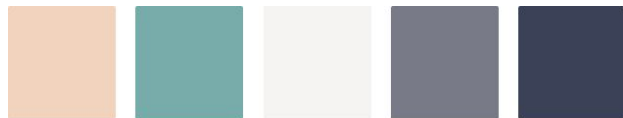
Phase 4: Deliver solutions

- **Style and branding**
- **Final prototype**

Colors and typography were chosen to evoke calm and meditative feelings, similar to the instudio experience

01 **Logo**

02 **Color Palette**

#F3D3BD   #76ACAA   #F6F3F3   #797A89   #3B4157

03 **Icons**

04 **Buttons**

DEFAULT   HOVER

05 **Typography**

H1 Raleway 48px

H2 Raleway 36px

B1 Raleway 16px

See the prototype here: https://invis.io/VAOREWKKE83