



***shopify*** (Admin)

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# Executive summary

## Description

- In a similar way to how Squarespace allows you to create your own website, Shopify allows you to create your own online store. Users of the service get access to a web based admin console to create and edit their website as well as track analytics, orders, sales channels, suppliers and much more. This presentation will focus on a portion of the platform devoted to the **online store**.

## Interest

- I recently created an online store for a class project and personal experiment. Through the Shopify site, I attempt to sell products from China through facebook advertising.

# Problem #1: Online Store Menu

## Problem:

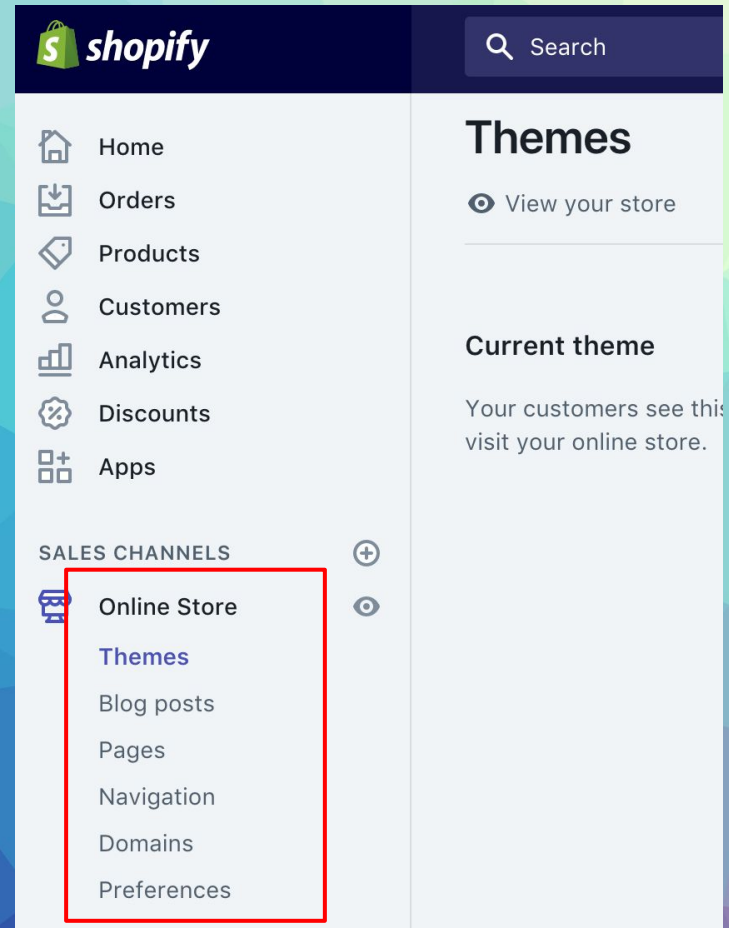
Online store menu lists very vague options for users one step out of start-state trying to determine how to get navigate the right pages to reach goal state.

## Implication:

This minimalistic menu is clean, but violates what we know about the limitations of long term memory and recall. Each option represents an entry point to a Deep web hierarchy where users will have to navigate multiple levels of pages before knowing if they selected the correct option for their task.

## Recommendation:

Use scope notes as context triggers to help user recall where specific information is located in each menu option.



## Problem #2: Same Icon, Different function

"There can be a few cases where circumstances are so special that an inconsistency should be tolerated, but deviations must be limited to cases with a very, very good reason (most good reasons are not good enough)."

- Jakob Nielsen

### Problem:

On the admin home page **(1)**, the eye icon will open of the online store in a new window. When in the theme editor**(2)**, the eye icon only hides a specific page element from view.

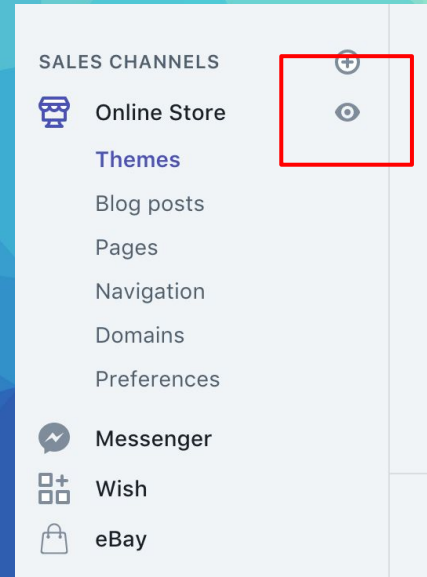
### Implication:

These different functions of the same icon violate platform conventions concerning consistency. Users may become confused when an icon's meaning changes from page to page.

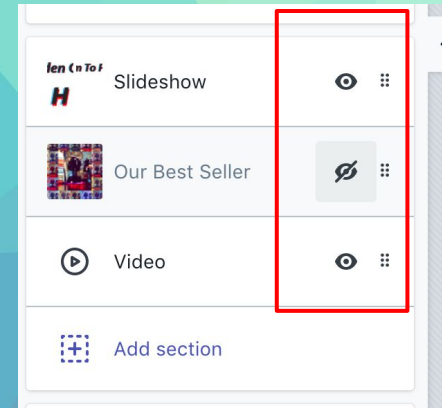
### Recommendation:

Use different icons or eliminate the eye icon on the home page. Used only once in picture one, the icon is put to much better use in the editor where it is used multiple times

1



2



## Problem #3: Support resources

### Problem:

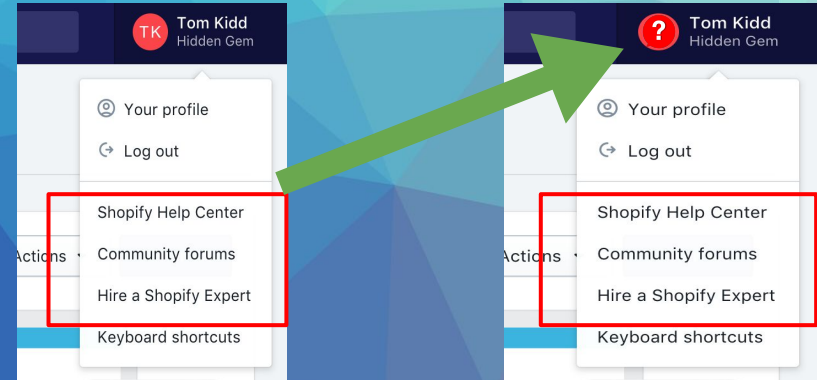
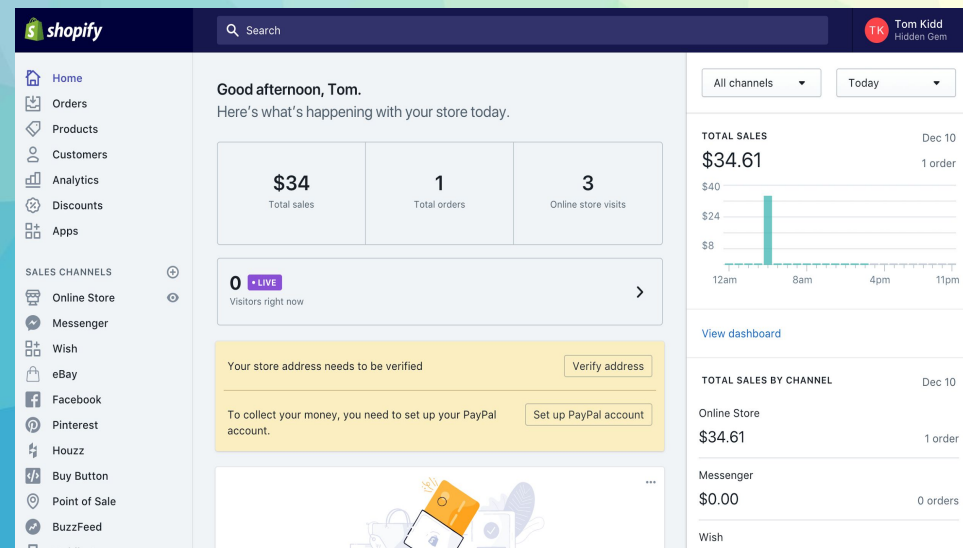
Important help center, community forums, and link to hire a shopify expert are not readily available on home page. Especially troublesome for new users.

### Implication:

Lack of accessibility due to platform structure leaves important support resources hidden from users trying to understand a new mental model for building a web page. Users searching for assistance in an unknown location might have trouble finding.

### Recommendation:

Replace redundant user initials with a salient question mark signifier using a bright color to cater to possible user target searching.



## Problem #4: Failed Use of Symbols

### Problem:

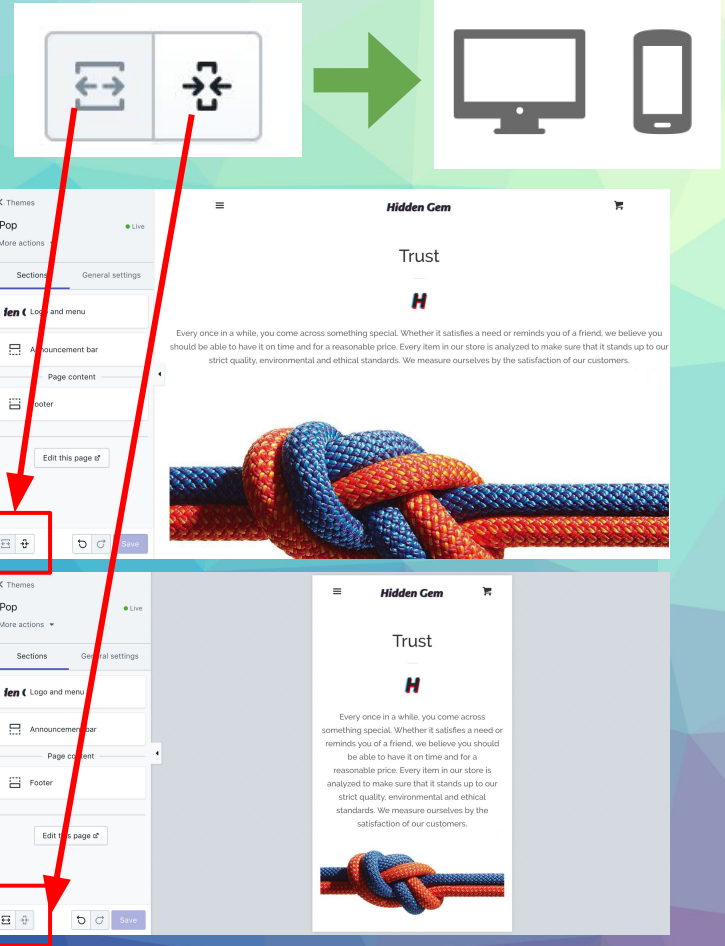
Current symbols meant to represent desktop vs mobile only indicate a wide screen vs a pushed together screen. Users can misinterpret these two views as what the site would look like with a smaller browser window still on desktop instead of a mobile phone screen.

### Implication:

Functionality misses an opportunity to provide digital affordance through use of metaphor to convey an important functionality of the edit window.

### Recommendation:

Create digital affordance by using desktop and mobile device symbols as metaphors to more accurately convey and suggest button's purpose and use.





## Problem #5: Edit Theme Window

### Problem:

Only way to cycle to a different page while in theme editor is to use the separate preview window's hamburger menu outside of the editor.

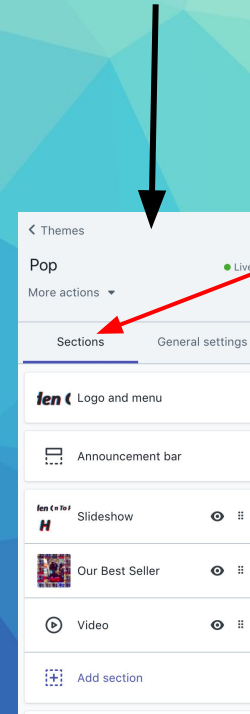
### Implication:

Having to use the buttons in a preview window to navigate the editor menu violates the Gestalt principle of proximity. Users may reasonably assume separate preview window has no control over the edit menu since they are not close together or in the same group of features.

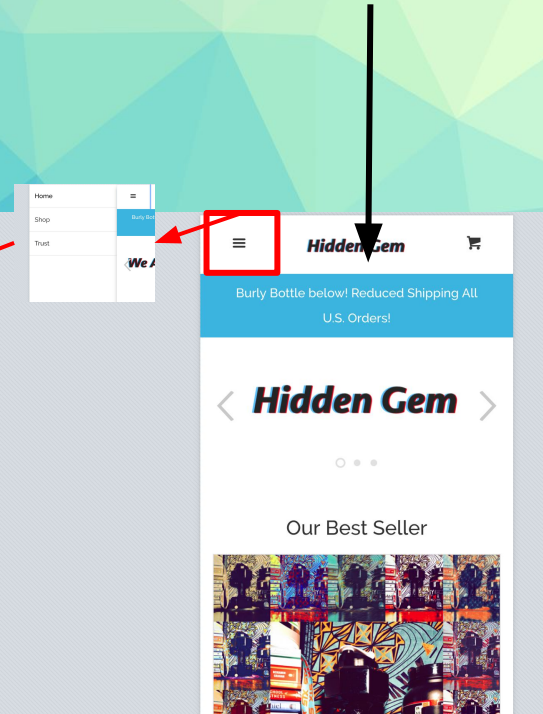
### Recommendation:

Add a drop down list of page names inside the edit window. A drop down menu within the edit window would put the functionality in the same proximity as the editing tools and eliminate the need to use a menu outside the proximity of the edit window.

### Edit Window



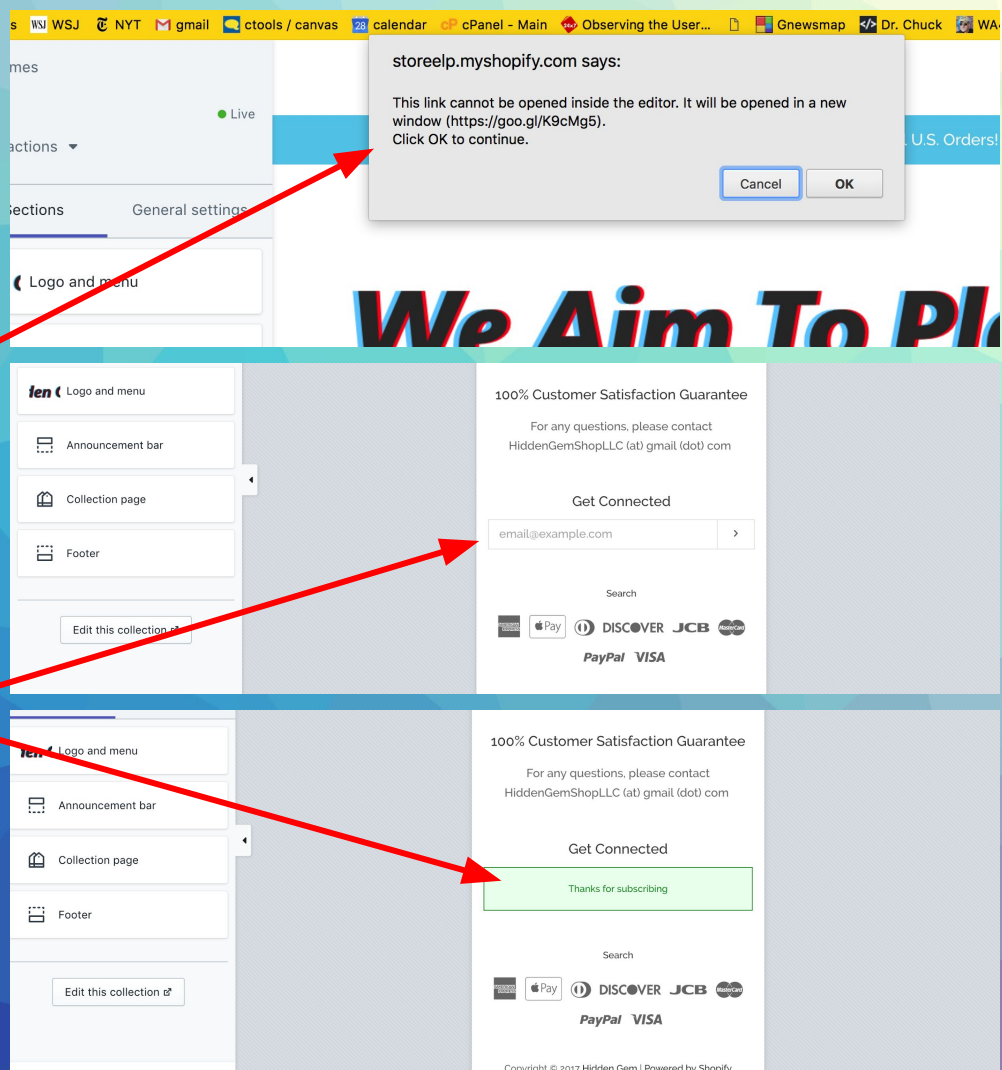
### Preview window



**Lack of clarity and consistency**

**Editor doesn't support banner interaction**

**Editor appears to support email entry, but does not**





## Problem #6: Edit Theme Window

### Problem:

Repeat/Redundant options in the edit windows. Options such as announcement bar and footer are available to be changed on each page's edit window, but regardless of what page you're editing, these universal elements change across the entire site.

### Implication:

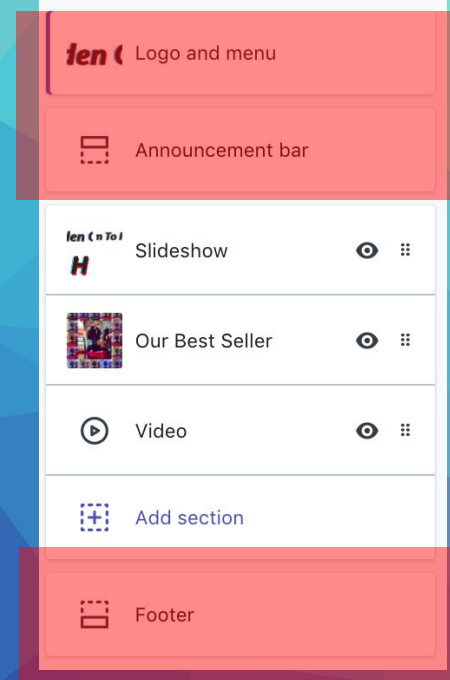
Duplicate edit options in multiple different places increase the cognitive load during the scanning and comprehension process.

### Recommendation:

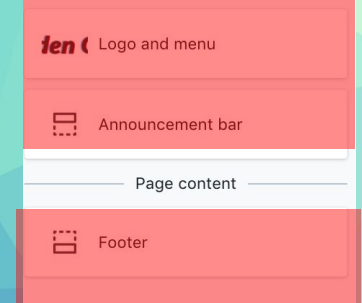
Eliminate duplicate options in edit window for all pages by adding a 'Global Features' option to the menu suggested in problem #5. Users can then focus on elements specific to the selected page only, reducing the effort and cognitive load during the scanning process.

"Duplicating features adds significant overhead to both the scanning process and the comprehension process."  
- Jakob Nielsen

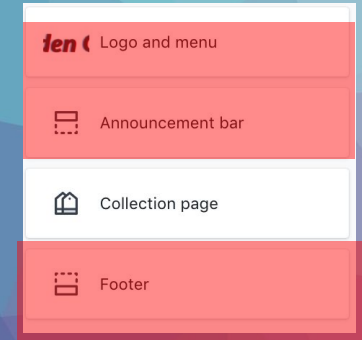
### Home



### About



### Shop



# Problem #7: Edit Theme Window

## Problem:

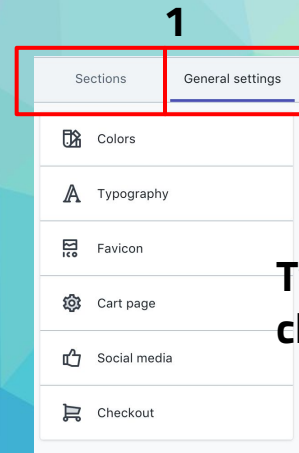
In general settings (1), user maintains the ability to cycle through different site pages, but every option in the edit window effects all pages. Not only the single page (2) in the preview to the right.

## Implication:

Hamburger menu in preview window violates platform conventions concerning consistency by changing functionality. When in 'Sections,' the menu controls which page you edit. When in 'General settings,' it changes and menu solely affects what page you're *viewing*.

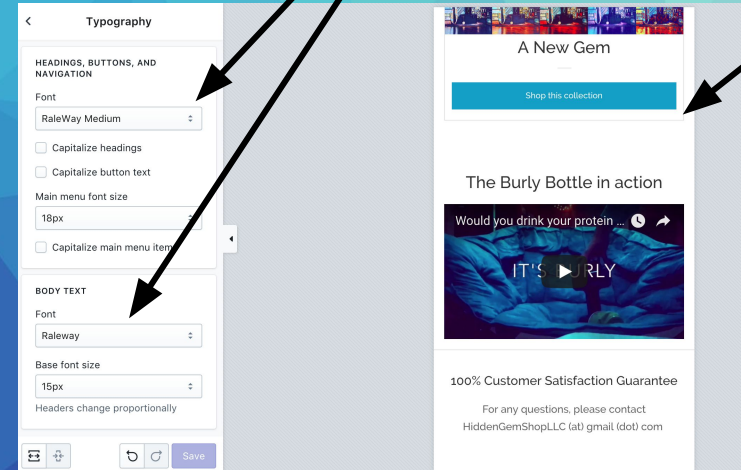
## Recommendation:

Building off recommended changes from problem #5 and #6, when 'Global Features' is selected from new menu, current 'General settings' options display under the global features selection in the form of visual hierarchy.



Typography is changing on all pages

Preview to right is only one specific page



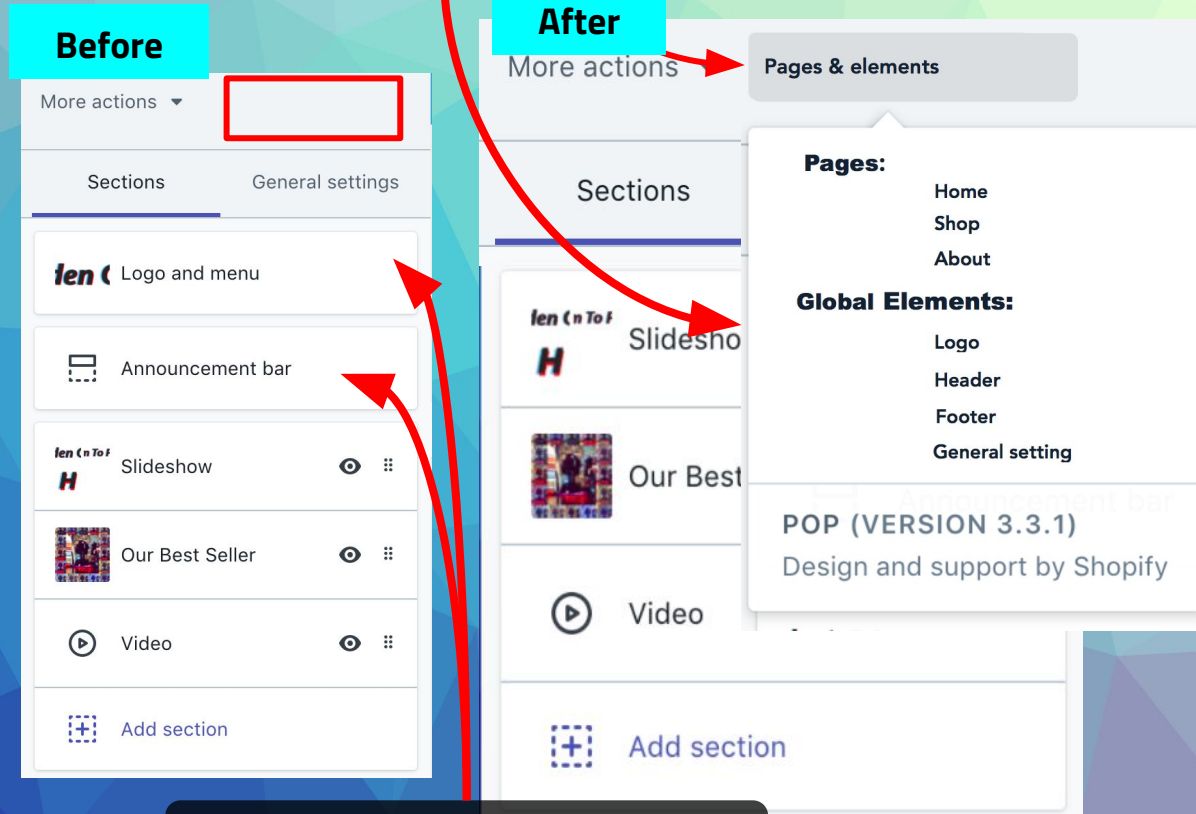
"If the options are arranged according to a criterion which is meaningful to the user, then the time needed to make a choice is not linear – as the user can cluster the options and focus her or his attention on a subset of the whole."

-Luca Rosati


## Recommendations 5-7 using:

- Hick-Hyman law
- Visual Hierarchy

Added extra menu with visual hierarchy inside edit window



Eliminated redundant global options



**Thanks!**  
Questions?