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<!DOCTYPE html>
<html lang="en">
<head>
  <meta charset="UTF-8">
  <meta name="viewport" content="width=device-width, initial-scale=1.0">
  <link rel="stylesheet" href="style.css">
  <title>TravisMathew UX Case Study</title>
</head>
<body>

<!-- Header Section -->
<header class="header">
  <h1>TravisMathew – UX Case Study</h1>
  <p>Enhancing the e-commerce experience for better product discovery and conversion.</p>
</header>

<!-- Problem Section -->
<section class="section problem fade-in">
  <div class="content">
    <h2>Problem Statement</h2>
    <p>Despite a strong product line, TravisMathew's e-commerce site faced UX issues: clunky filters, a slow checkout process, and lack of personalized recommendations. The goal was to redesign the experience for better usability and higher conversions.</p>
  </div>
  <div class="stat-box">
    <h3>📉 30% Decrease in Cart Abandonment</h3>
  </div>
</section>

<!-- Role Section -->
<section class="section role slide-up">
  <h2>My Role & Responsibilities</h2>
  <div class="grid">
    <div class="card">
      <h3>🔍 Research</h3>
      <p>User interviews and competitor analysis.</p>
    </div>
    <div class="card">
      <h3>🎯 UX Design</h3>
      <p>Wireframes, prototyping, and iteration.</p>
    </div>
    <div class="card">
      <h3>🚀 Collaboration</h3>
      <p>Worked with devs to implement the new design.</p>
    </div>
  </div>

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    </div>
  </div>
</section>
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<!-- Research & Insights Section -->
<section class="section insights fade-in">
  <h2>Research & Insights</h2>
  <ul>
    <li>📊 45% of users found product filtering difficult.</li>
    <li>⚡ 30% of users abandoned checkout due to complexity.</li>
    <li>🎯 70% preferred personalized recommendations.</li>
  </ul>
</section>
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<!-- UX Process Section -->
<section class="section process slide-up">
  <h2>UX Process</h2>
  <div class="grid">
    <div class="step">
      <h3>💡 Ideation & Wireframing</h3>
      <p>Created low-fidelity wireframes and iterated based on feedback.</p>
    </div>
    <div class="step">
      <h3>🔧 Prototyping</h3>
      <p>Developed interactive prototypes in Figma and conducted A/B testing.</p>
    </div>
    <div class="step">
      <h3>✅ Final UI Design</h3>
      <p>Implemented a clean, modern e-commerce UI with better filtering and checkout.</p>
    </div>
  </div>
</section>
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<!-- Outcome Section -->
<section class="section outcome fade-in">
  <h2>Outcome & Impact</h2>
  <p>🚀 30% decrease in cart abandonment rates.<br>⚡ 20% faster checkout process.<br>💡 User feedback praised the streamlined filtering system.</p>
</section>
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<!-- Reflection Section -->
<section class="section reflection slide-up">
  <h2>Reflection & Next Steps</h2>
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<p>✅ What I learned: The power of simplifying e-commerce flows for higher conversions.
➡ Next steps: Introduce predictive search and AI-driven recommendations.</p>
</section>

<!-- Footer -->

<footer>

<p>© 2025 TravisMathew UX Case Study | Designed by [Your Name]</p>
</footer>

</body>

</html>