

# Case Study

## GIVE MEDIA Interactive Website

### Project 1 Overview



### The Product

This is an interactive responsive website to provide a seamless user experience across all devices so users can interact with website effectively.

### Time Duration

May 2017- Aug 2017

### Project Goal

To make a product that would provide easier access to products and exclusive offers.

## **Problem**

Designing a website that is consistent across all pages and navigation was easier to use based on screen sizes.

## **My Position**

My positions in this were User Interaction Designer, UX

Designer, UX Researcher, Product Designer

## **Responsibility**

My role responsibilities were story mapping, user research, prototyping, wireframing

Ideating, Case study and user testing

# **Identify The User**

## **User Research**

## **Outline Summary**

To design a product that a user interface that provides easier access to product and exclusive offers and meets their needs. This will provide information that will determine better features that would make it more user-friendly while the experience of products finding are simple from beginning to end.

- **User Research**
- **Problems**
- **Personas**
- **Ideation**

## **Distress Points**

### **Experience**

Retail product page can occur if the encounter user's expectations are not met, or if they unexpected roadblocks

### **Interaction**

Interaction on a retail product page can occur if the user has difficulty finding the information they need or using the product page's features

### **Navigation**

To navigation on a retail product page can occur if the user has difficulty finding the information they need or navigating through the product page

## **Personas**

## **Problem Statement**

Diana is a nurse practitioner student who is struggling with accessing products and services with exclusive discounts as a result she is missing potential savings and experience frustration with current user interface.

### **Goals**

Provide easy-to-use navigation and search features to help users quickly find what she is looking for.

### **Frustrations**

Difficulty accessing and navigating product page cannot find the product that she is looking for.



# Diana



**Age:** 29

**Education:** Masters student

**Hometown:** Milwaukee, WI

**Family:** Parents, one cat

**Occupation:** Part-time Medical Administrative Assistant

Diana is a 29-year-old nurse practitioner student working towards her master's degree. She works 25-30 hours per week as a medical administrative assistant to assistant to pay her bills. Her job has flexible hours, which is nice, but balancing school and work is still a challenge. She has to stay up late to study and attend night classes while working early mornings, to get everything done. She takes three hour breaks between work and school 3 days a week which she uses to run errands, work on homework, balance a healthy lifestyle. She enjoys bargain shopping as a great financial stability but does not want to be inconvenienced by spending too much time and money with over priced products or services and without having any incentives and exclusive members-only deals.

## Diana's Journey Map

Goal: Find accessible products by providing more personalized recommendations.

<i>Action</i>	<b>AWARENESS Web Searches</b>	<b>Finds And Choose Products</b>	<b>Does as Product Search /Specific Info</b>	<b>Searches/Results</b>
<i>Task</i>	Task	Task	Task	Task
	Web Product Searches	Finds products on website	Research products and services offered by store	Decides to make a purchase, considers which product or service to purchase
<i>Feeling</i>	Curious to find Specific products services	Excited to find website and products	Comparison Shopping to other related sites	Proud and Content of purchase made
<i>Improvement</i>	Area to Improve	Area to Improve	Area to Improve	Area to Improve

## **Problem Statement**

Kendal is a pre-medical full-time student and works part time as a medical research student. She is having challenging time accessing products and exclusive discounts on retail websites. This is due to the cluttered and confusing website design She would like a that provide her with her accessible product service and features

## **Goals**

Clearly display product availability information to manage user expectations.

## **Frustrations**

Interaction frustration related to product availability and difficulty navigating the product page resulted in not find product she needs.

# Kendal

Age: 28

Education: Pre Med-Student

Hometown: Manhattan, New York

Family: Parents

Occupation: Part-time Medical Research Assistant





# Kendal's Journey Map

Goal:

<i>Action</i>		<b>AWARENESS</b>	<b>Finds And Choose Products</b>		
<i>Task</i>		Task	Task	Task	Task
		Web Product Searches	Finds products on website	Research products and services offered by store	Decides to make a purchase, considers which product or service to purchase
<i>Feeling</i>		Eager to find Specific products services	Delighted to find website and products that fit her need	Sense of joy discovered new products and services and excellent customer service	Satisfied and Confident of purchase made
<i>Improvement</i>		Area to Improve	Area to Improve	Area to Improve	Area to Improve

Ideation 

## Competitive Audit

My process included researching products and services, how it was implemented and find any missed opportunities. My goals were to review competitor sites UX and find ways to create responsive consistent experience across platforms.

## SUMMARY OF FINDINGS

**Social Media Integration:**  
More users want the ability to shop the looks they see featured on Instagram. Retail sites are relying on celebrities and social media influencers to try on and give reviews for products. This not only helps the reputation of the brand, but it also engages the customer.

**Product Assistance:**  
Customers expect website features that will help them make the right purchase the first time. Successful websites are using sizing helpers that predict the best size for the customer. Customer reviews with demographic information (age, body measurements) help customers choose the right size. This type of assistance reduces the likelihood of having to return items.

**Trend Pop Up Shops:**  
Most of the competitors incorporate themed shopping into their online experience. Themes are focused on styles (mesh, velvet, iridescent, etc) or occasions (summer festival, wedding, etc). This themed collections help customers quickly get to the types of items they want, reducing the overall time spent on the site.

**Painless Checkout:**  
Providing 1-step checkout options has been a major asset in the e-commerce industry. Online retailers are moving away from traditional payment methods (credit/debit) and toward paypal, apple pay, etc. They are start-

## DIRECT COMPETITORS



### STRENGTHS

- Uses breadcrumb navigation
- Search bar contains popular products and trending items
- Links to other pieces being modelled in product photo

### WEAKNESSES

- Models don't wear product in most photos
- Body text is small and may be hard to read



### STRENGTHS

- Uses Afterpay- pay in installments
- Website is organized and navigable
- Ratings and customer reviews with photos
- Option to shop instagram feed

### WEAKNESSES

- Narrow market size-alternative upper-middle class young people
- Prices are above average



### STRENGTHS

- Many product filter options
- Shop instagram feed
- W3C WCAG 2.0 accessible website version
- free shipping (no minimum purchase)

### WEAKNESSES

- No quick view feature
- No wishlist or save for later option

## OTHER COMPETITORS



### STRENGTHS

- Consistent UI
- Option to watch video of item being modelled on a runway
- Free delivery and returns
- Size fit assistance

### WEAKNESSES

- No customer ratings or reviews



### STRENGTHS

- Free two-day shipping with Prime
- Customer reviews with photos
- Product variety
- Try before you buy option- sends clothes to your house

### WEAKNESSES

- Not a popular destination to shop trendy fashions
- Cluttered landing page

## PROVISIONAL PERSONAS



### THE COLLEGE STUDENT

18-22 years, tech savvy

### GOALS

- Find current trends at a cheap price point
- Get the right item the first time (no returns)

### PAINS

- delivery and return fees
- No social media presence



### THE YOUNG PROFESSIONAL

25-30 years, money-conscious

### GOALS

- Find chic professional clothes at a reasonable price point
- Buy timeless statement pieces that can be worn forever

### PAINS

- Poor UI
- Inconsistent quality and sizing



### THE FAMILY SHOPPER

35-50 years, thrifty

### GOALS

- Make their money go a long way
- Find something for everyone in the family

### PAINS

- No customer reviews
- Poor customer service
- Poor selection



### THE ENVIRONMENTALIST

18-25 years, progressive

### GOALS

- Buy clothes that are sustainably made
- Companies that promote social causes

### PAINS

- Vague clothing material descriptions
- Lack of company transparency



### THE JR EXECUTIVE

30-35 years, busy multitasker

### GOALS

- Quick, painfree shopping experience
- Simple direct UI
- Excellent clothing quality

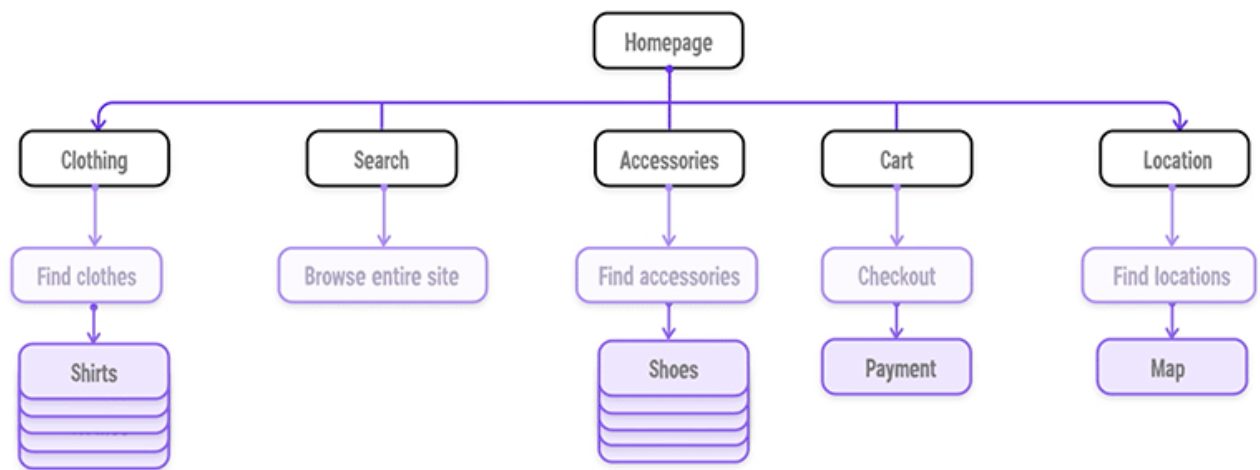
### PAINS

- Tedious or unnecessary steps during checkout
- Poor product descriptions

# Site Map Design

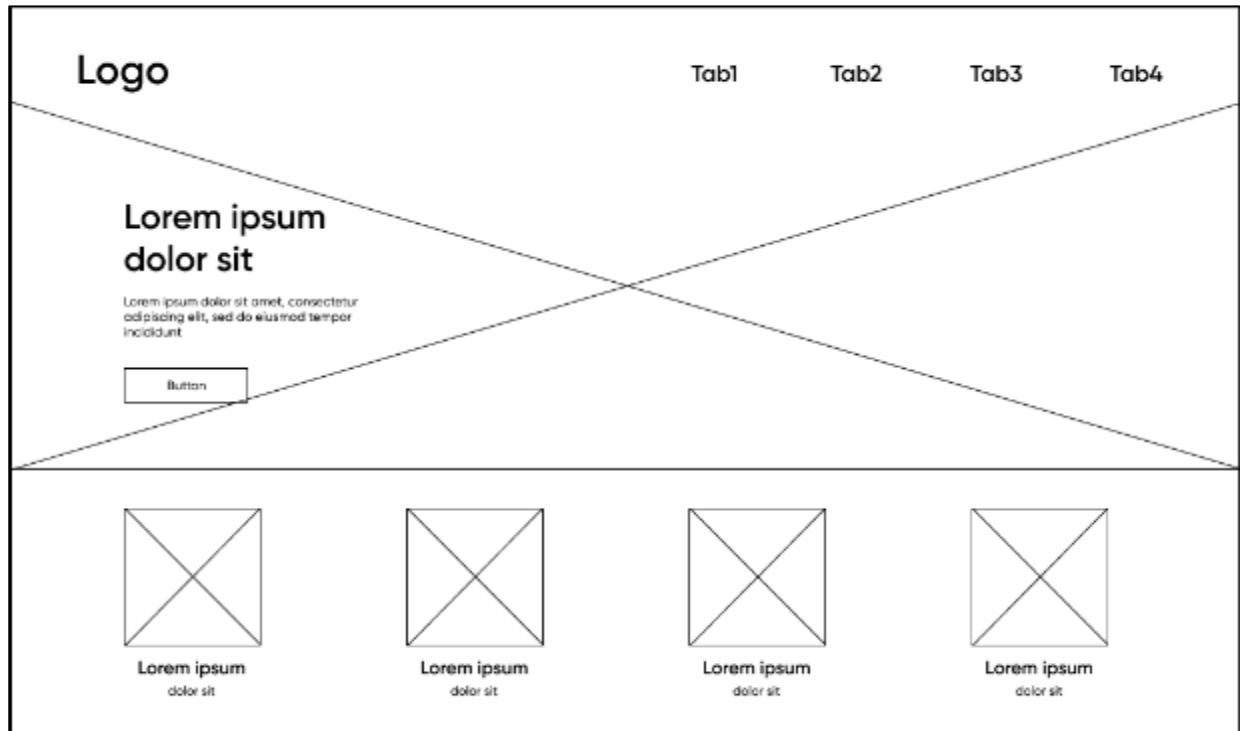
# Information Architecture, Hierarchy

## Ecommerce Site



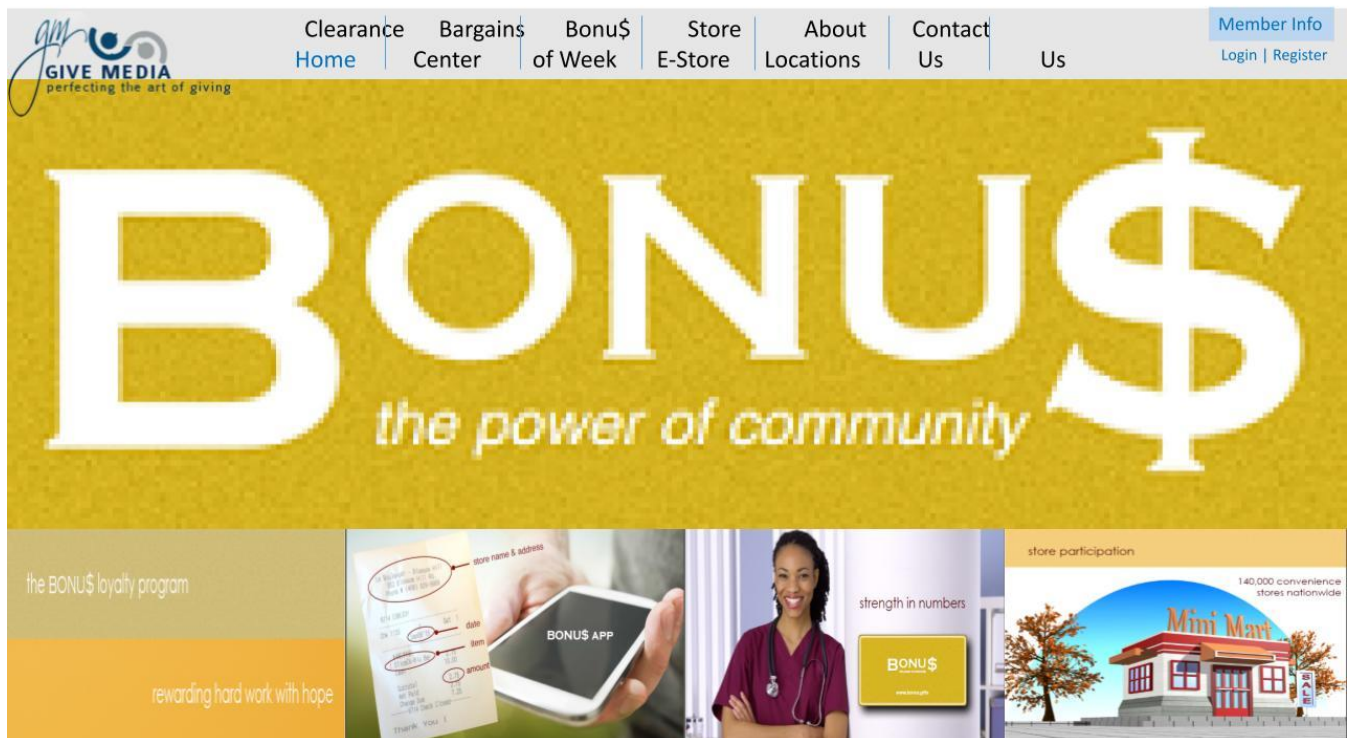
## Digital Wireframes

The initial goal here was to make purchasing products immediately accessible to users. In addition, a persistent search tags across all pages allows users to find products services at any time.



## Low-Fidelity Prototypes

→ Designed in Figma  
Desktop



## Mobile

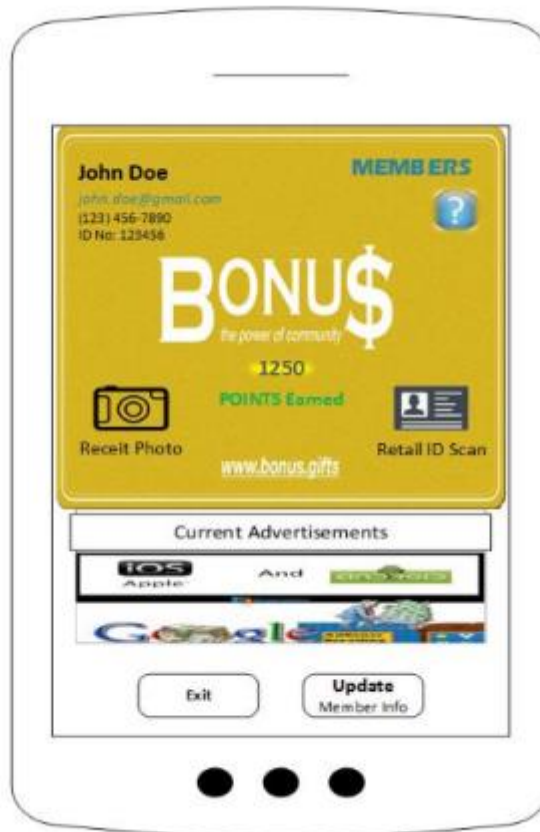
Members App – 30K Draft

Splash Screen



## Mobile

### Home Screen



As I was creating a responsive website, I created mobile versions of the digital wireframes as well.

## Usability Study

I conducted a usability study online and refined the designs and made changes based on the study.

### ○ Usability Study



#### Study type:

Under moderated usability study



#### Location:

United States, Remote



#### Participants:

5 participants



#### Duration Time:

25-35 minutes

## Usability Study: Outcomes

1

Users are encounter products that are limited

2

Users want notification on items that become available

3

Users want to simple user interface one-page feature that distinct products that they are likely to buy based



on past purchases


## **Refine the Design**

- **Mockups - Low Fidelity**
- **Accessibility**
- **Redesigns**

## **Mock-ups**

### **Desktop:**


The goal was a simple product page with relevant products, I responded with comparable products that were previously bought.




[Clearance Home](#)[Bargains Center](#)[Bonus of Week](#)[Store E-Store](#)[About Locations](#)[Contact Us](#)[Us](#)[Member Info](#)[Login](#)[Register](#)

# BONUS

the power of community




Member: **John Mayes**  
Points Available: **1500**



**Steve Madden**  
**Solider**  
\$74.99  
(38% OFF MSRP \$120.00)


**Great Deal 38% off**



Ends 2/18. Groupon has the Black & Decker LDX220S8FC 20-Volt MAX Lithium-Ion Drill/Driver with Fast Charger on sale for \$50 - extra 5% off with code **VISAS** in cart = **\$47** with... [More Details](#)

3 hours ago by **Sharik**

**B&D Drill 60% off**



**Hi-Tec Trek Plus**


**Trek Plus 70% off**

Before

Sort by: 

Name

Price




Zaahn Ultra Chill Ba...

End Time: **01/04/2023**  
**00:00:00**

~~\$39.99~~ **\$23.99** (40%)  
Points Value (959.6)

🛒 SHOP NOW

SOLD BY :  
givemedia




FERI - Janelle Shoes...

End Time: **01/04/2023**  
**00:00:00**

~~\$779.00~~ **\$560.00** (28%)  
Points Value (22400)

🛒 SHOP NOW

SOLD BY :  
givemedia




iSMARTPRO Car Mount ...

End Time: **01/04/2023**  
**00:00:00**

~~\$11.00~~ **\$7.50** (31.8%)  
Points Value (300)

🛒 SHOP NOW

SOLD BY :  
givemedia




FERI - Adagio - Shoe...

End Time: **01/04/2023**  
**00:00:00**

~~\$755.00~~ **\$544.00** (27.9%)  
Points Value (21760)

🛒 SHOP NOW

SOLD BY :  
givemedia



Imperial Collection ...

End Time: **01/04/2023**  
**00:00:00**

~~\$20.00~~ **\$11.99** (40.1%)  
Points Value (479.6)

🛒 SHOP NOW

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Bonus

PRODUCTS LATEST DEALS BUNDLE PRODUCTS POINTS STORE! HOW TO EARN


🔍

🛒 0

Sort by: 

Name

Price




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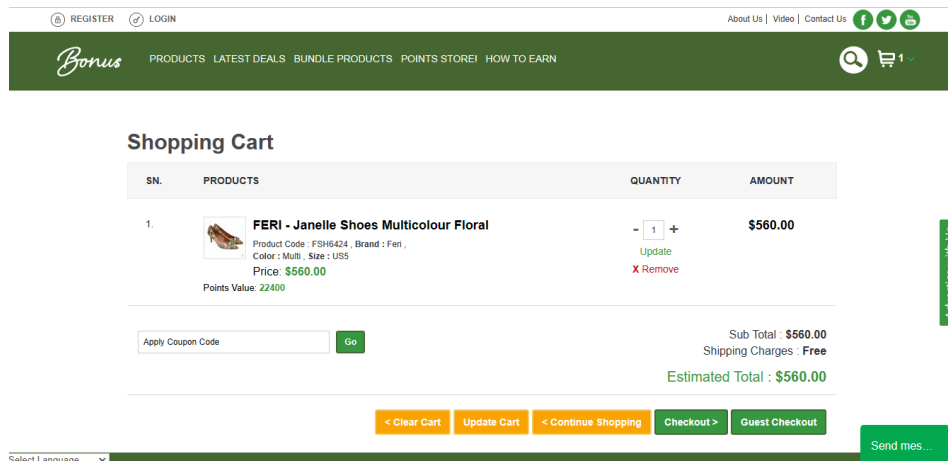
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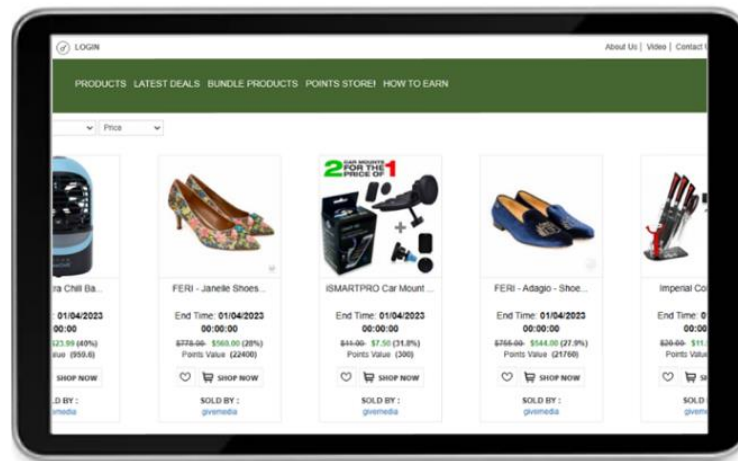
SOLD BY :  
givemedia

Advertise with Us

Desktop Product Page



## Desktop Checkout Page



## Tablet Product Page

### Accessibility

1

Page sections are easier to navigate with use friendly tabs.

**2**

Included large clickable areas for easier navigation.

**3**

Incorporated alternative text for image and multimedia to content.

### **Next Steps**

**1**

Will improve design for more accessibility that can improve SEO for website.

**2**

Will use animations to draw attention to interaction, and sound to provide feedback to create a sense of accomplishment

**3**

Will add alternative text that is displayed when an image cannot be loaded or read by screen readers.

**Thank you..**

HELLO!

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