

Mobile Optimisation: The aim of this project was to identify and remove sticking points and bugs within the product purchasing journey on mobile.

Role: UX/UI Designer

Objectives

- Identify typical sticking points within the mobile product purchasing journey.
- Discover best practices and competitor solutions to product editor software.
- Improve usability of website and product editor.
- Check for bugs in Chrome, Firefox, Safari and Edge.
- Improve conversion rate and revenue.

UX Walkthrough

Since the team was aware of a number of issues at various points in the buying journey, we started the project with a UX walkthrough. The group consisted of six people: myself; a developer; a marketing manager; two customer support workers; and a note taker. We mapped out some typical user journeys, four in total, consisting of our two most popular product categories with one variation of each using page links to proceed through the steps, and one using only navigation menu links. We proceeded in unison looking for bugs and usability issues while the note taker logged issues.

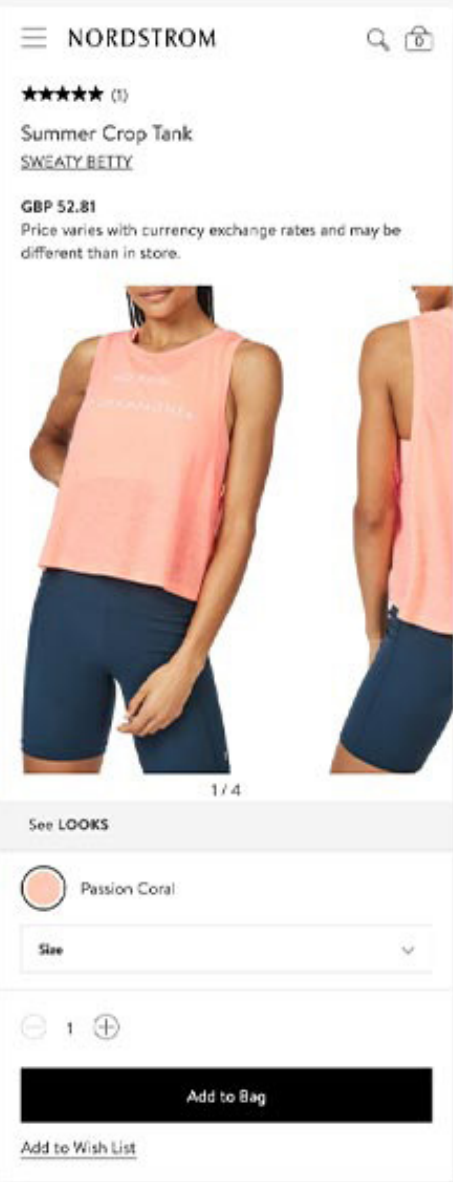
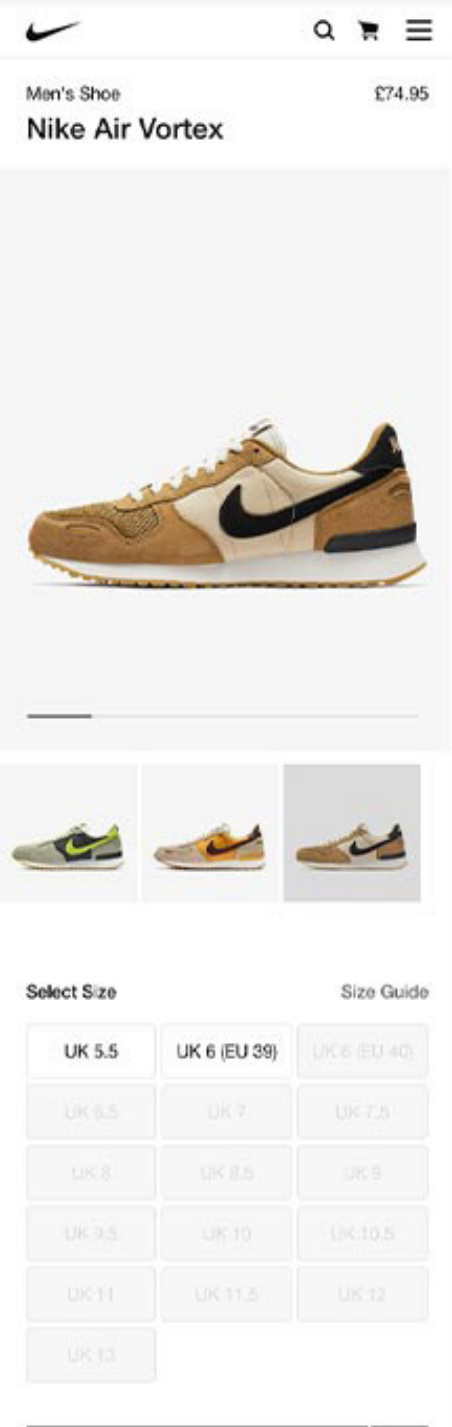
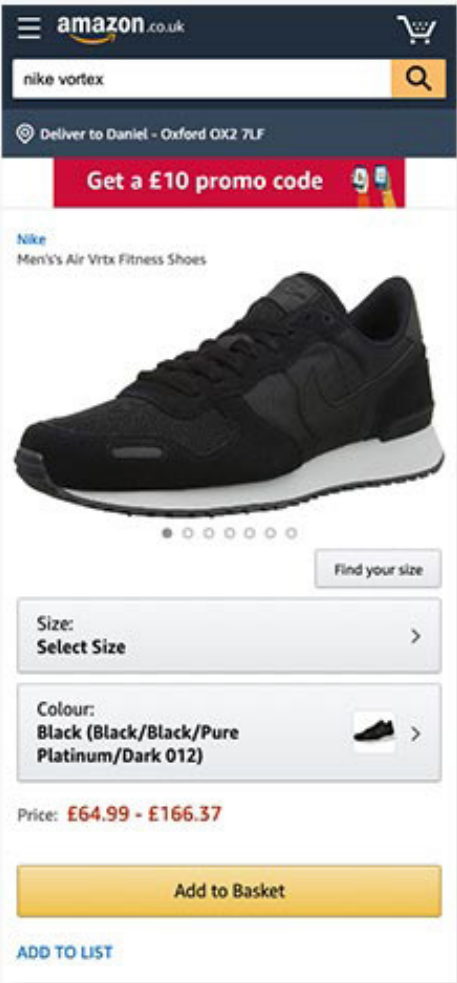
Devices used included: an iPhone 5s; an iPhone 6s; an iPhone Xr; a Samsung J5; and a Samsung J5.



Competitive Benchmarking

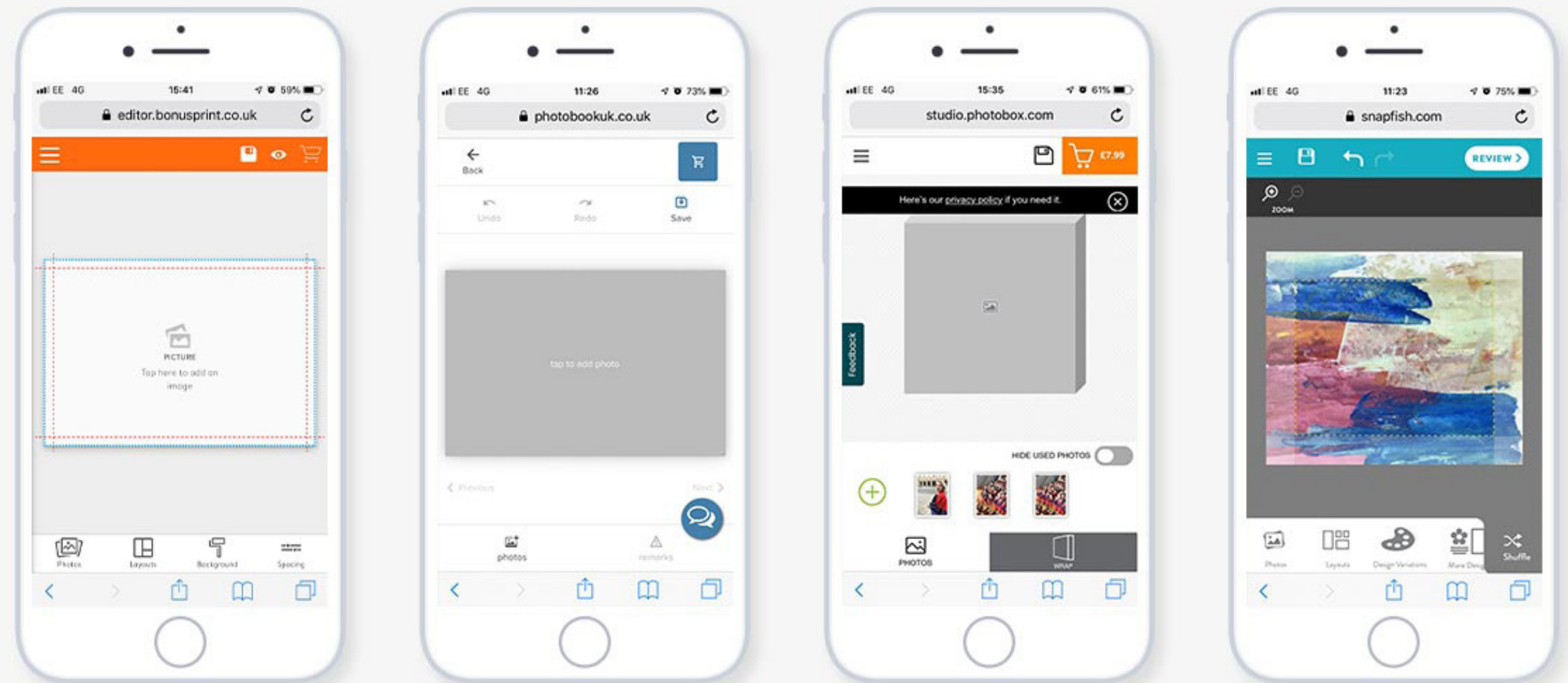
Product Page Header

I also did some research into best in class product page headers to identify design trends emerging across websites with lots of traffic. This included looking at: how product galleries work and what gestures they recognise; whether thumbnail images are used on mobile; where the price is located; and what kind of inputs are used.



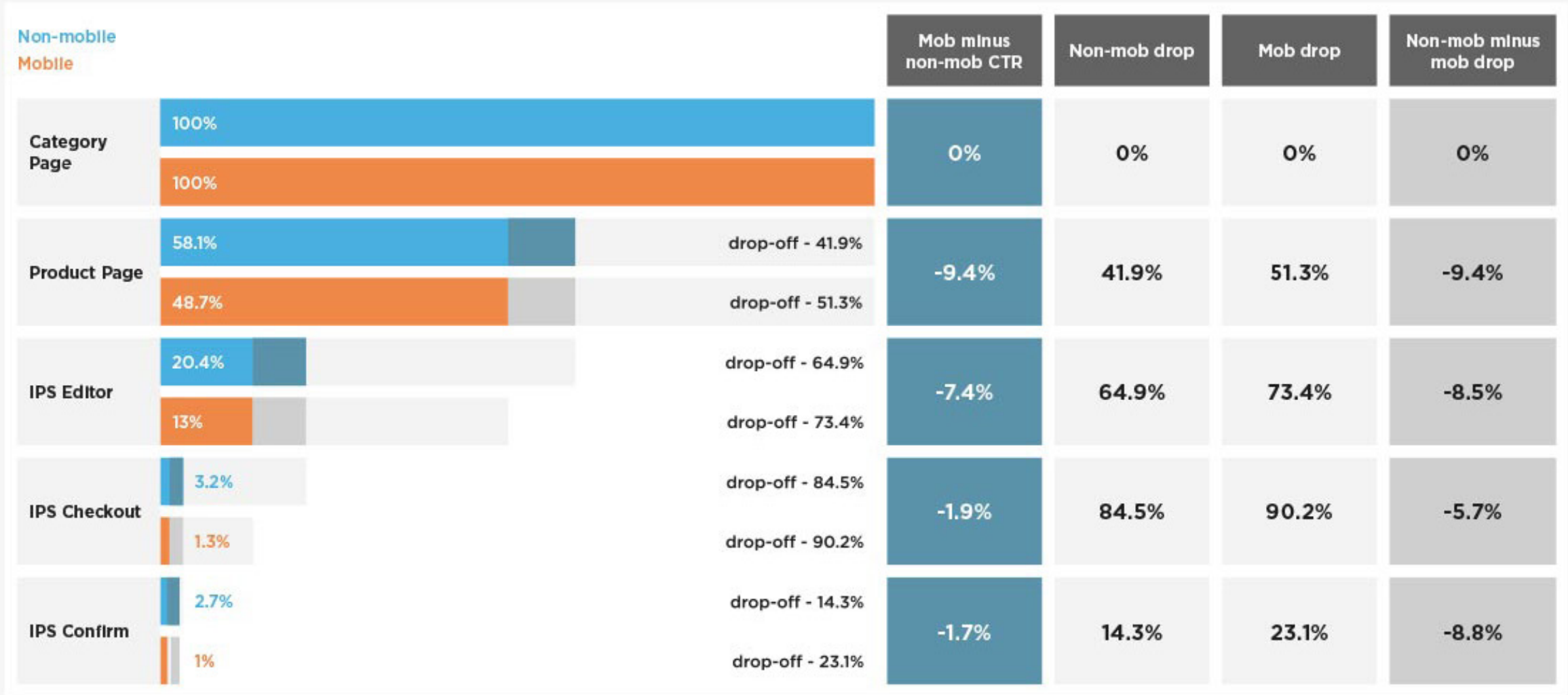
Product Editor

Next, I did some research into how our immediate competitors had designed their product editors. Our editor had not been changed for quite some time and it was clear that we were making things more difficult for our users than they should be. All our competitors had product editors that fit onto a mobile screen without needing to scroll. Our editor needed at least two scroll gestures to get to the bottom of the editor. Our controls where stacked vertically so that you had to scroll down to edit the product, where as our competitors unanimously had their controls stacked horizontally so the product could be seen and edited at the same time.



Analytics

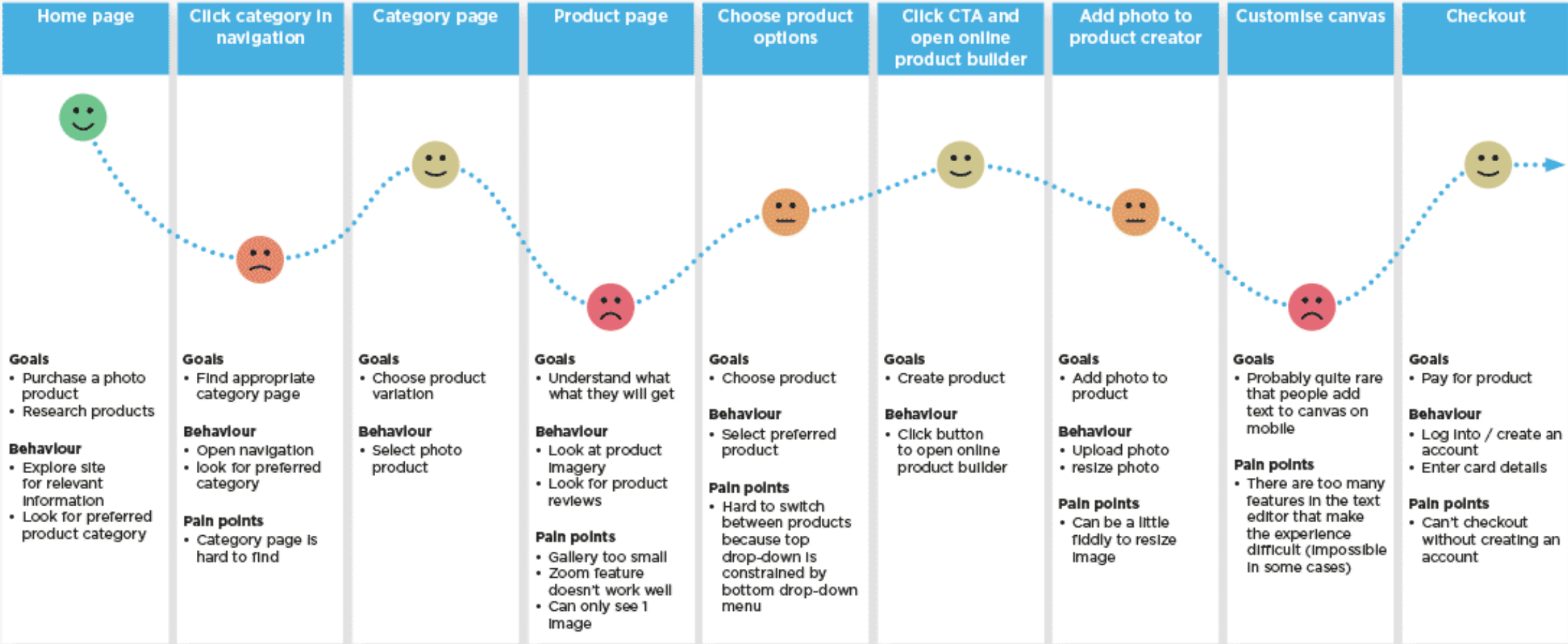
I worked alongside an analyst to get some data from our site, including a fallout funnel showing both mobile and non-mobile data, and a table showing visits, orders, revenue and conversion rate. Two points in the journey that stood out to me where users dropping out at the product page and at the first step of the editor. The editor in particular had the highest fallout, so it was clear that this is where the majority of effort should be focused. We also compared this to desktop behaviour.



Analysis

Customer Journey Map

I created a customer journey map based on the notes from the UX walkthrough. Given that we did not conduct usability tests with actual users, we had to make a few assumptions about what the user's goals were, but since the scope of this project was to identify sticking points and bugs within the purchasing journey on mobile, we decided this was okay and would be addressed later on by conducting usability tests. The main focus of this customer journey map was the pain points.



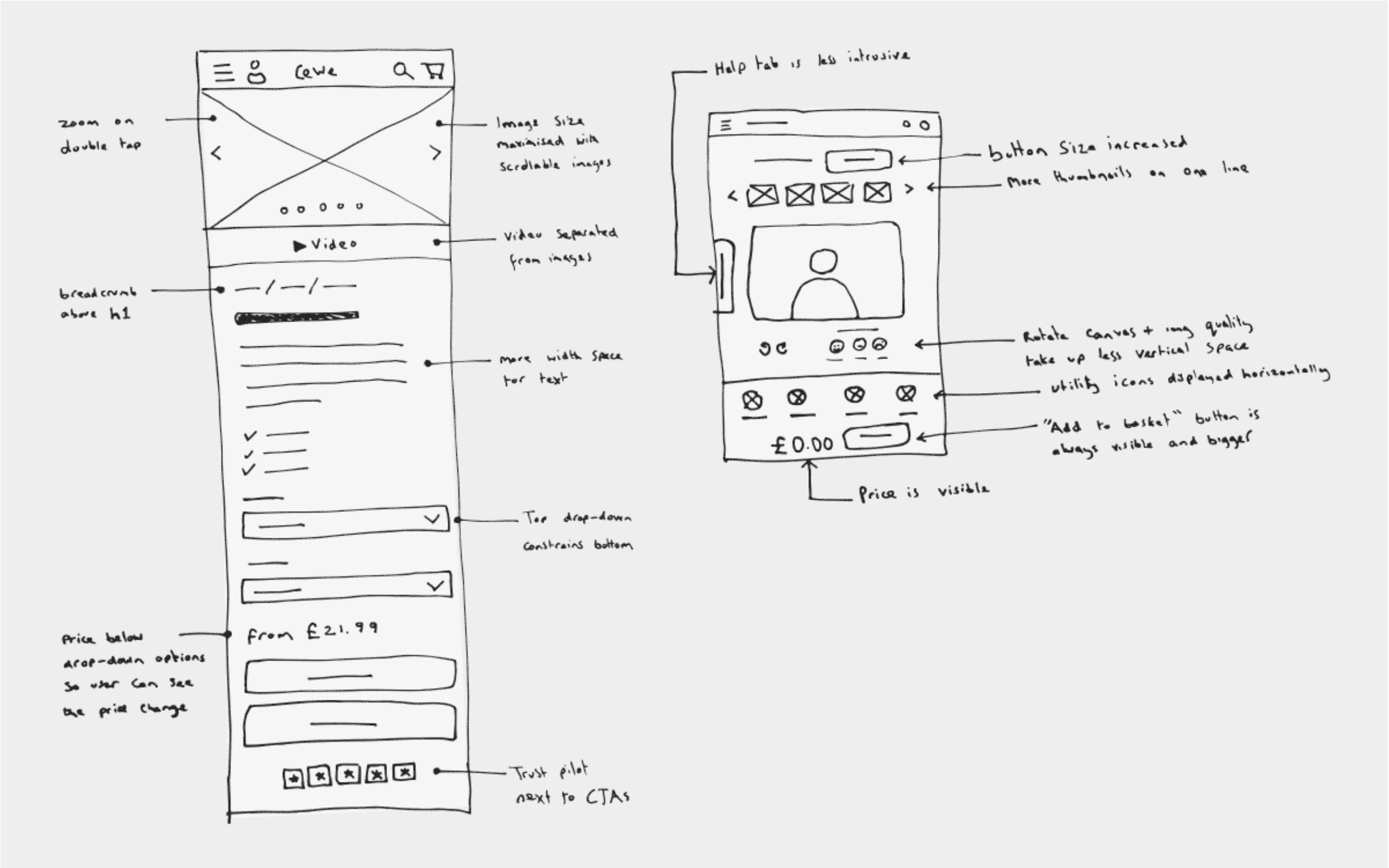
Triage Issues

We organized all of the issues that we found by severity and how simple they would be to fix in order to obtain the minimum viable product.

Design

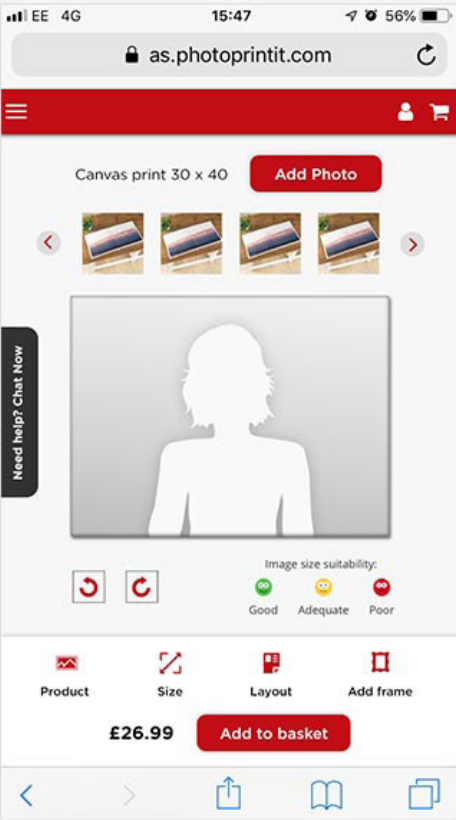
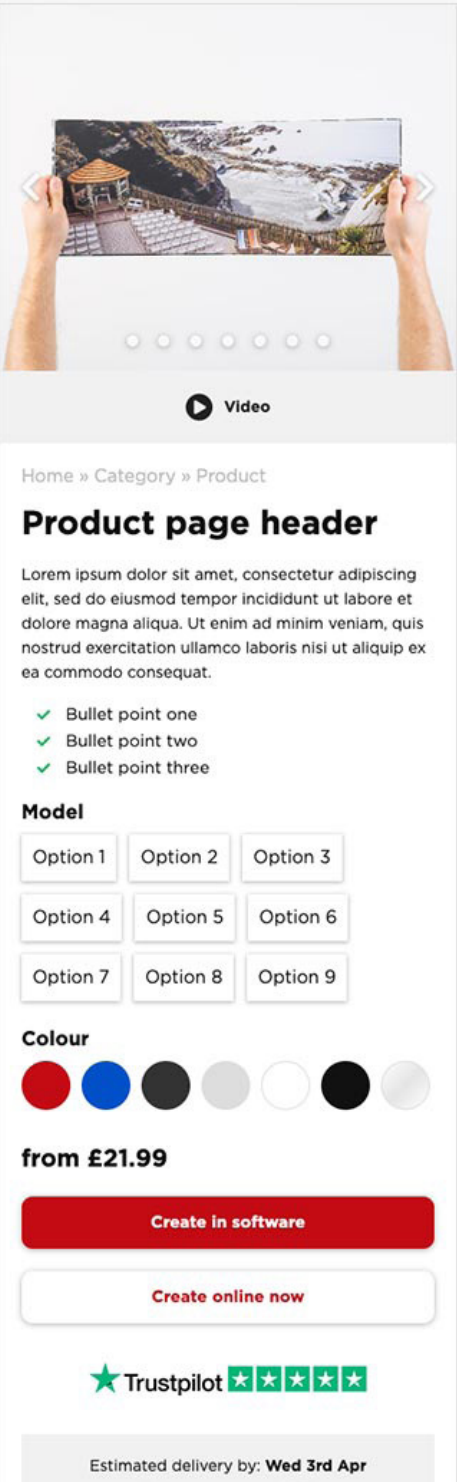
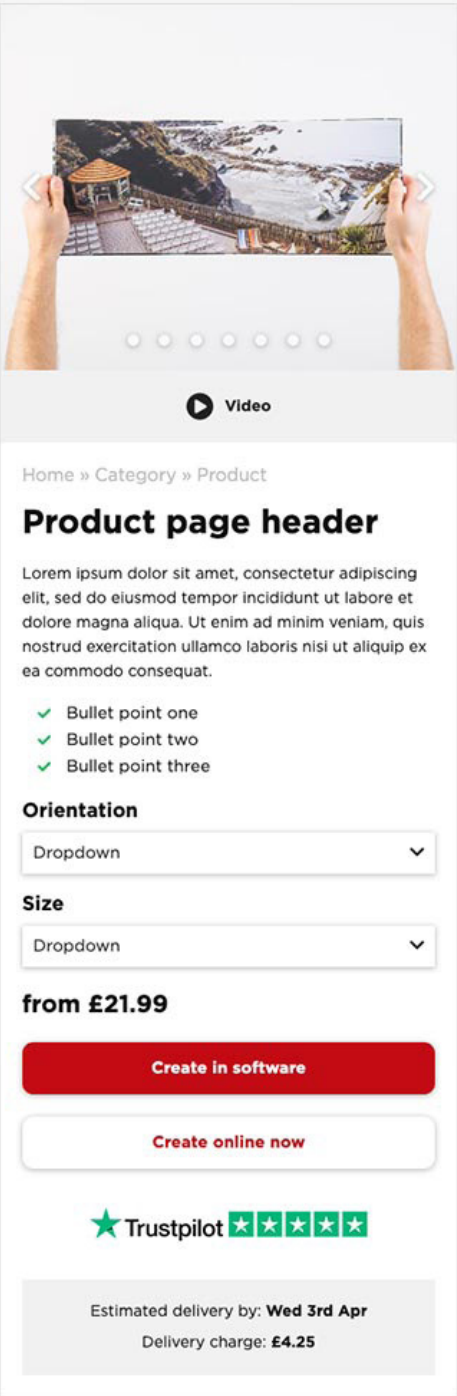
Low-fidelity Designs

I sketched some solutions to the issues we found above, taking research findings into consideration.



High-fidelity Designs

I used these sketches to create some high-fidelity designs.



Wireframes

I created some wireframes to pass over to dev for building, explaining how controls behave when the user interacts with them.

Mobile View

Home » Category » Product

Product page header

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

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Orientation

Dropdown

Size

Dropdown

from £21.99

Create in software

Create online now

★ Trustpilot

Estimated delivery by: **Wed 3rd Apr**

Delivery charge: **£4.25**

Breadcrumb
Underline and darken on hover.

Gallery (mobile only)

- On double tap, zoom into tapped point.
- On tap and drag, allow user to move the image.
- On second double tap, zoom out to full image.
- Allow swiping to view previous and next images.
- Allow navigation by carousel bullets.
- Hide thumbnails on mobile view.

Video
When selected, video starts to play in gallery. Do not open in lightbox. Video should include a control / progress bar at the bottom.

Button options

- First button selection should constrain subsequent options (latter options shouldn't constrain earlier options).
- If bottom drop-down is selected first, the top drop-down should override the bottom.
- If we have photos for each product variation then these should display in the gallery when selected.

Price
Lowest price to be displayed as default, but should change based on selection.

Est. delivery
Display fastest delivery date as default and update depending on selection.

Delivery price
Lowest price to be displayed as default, but should change based on selection.

Iterate

After these designs had gone through development, we did two more rounds of device testing to streamline the product prior to implementation. Issues were logged and I sketched out some suggestions to feed back to the dev team for the next iteration.

Main Screen



Reduce padding/
margin between elements

Padding

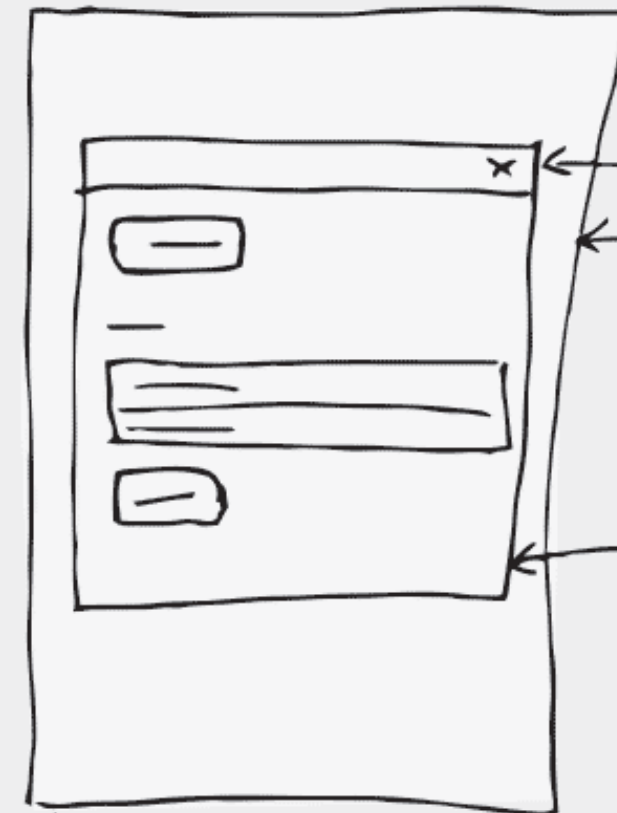
Padding

Make canvas
smaller?

Padding

This appearance
on all buttons

Add Photo



Bigger X
more responsive

Bigger CTA

add new
styling

- box-shadow
- no borders
- #333 or
- #444

Impact

This work was carried out from March – April 2019 and was implemented at the end of April. Results showed that the impact this work had on the performance of our website, in particular, our online product builder. The table compares visits, orders, conversion rate and revenue from 2018 and 2019. Visits are down in 2019 due to a cut in mobile ad spend, but despite this cut in traffic and visitor qualification, orders, conversion rate and revenue were all significantly and consistently improved by the changes that we made. This is indicative of the fact that usability had been successfully improved by the work that we carried out.

Mobile IPS Overview													
	Jan 1 2018 - Dec 31 2018	Visits	Percent Change	Jan 1 2018 - Dec 31 2018	IPS Orders	Percent Change	Jan 1 2018 - Dec 31 2018	Conversion Rate	Percent Change	Jan 1 2018 - Dec 31 2018	IPS Revenue	Percent Change	
	Visits			IPS Orders			Conversion Rate			IPS Revenue			
Month of Year ↑	393,343	281,633	-28.40%	3,104	3,054	-1.61%	0.79%	1.08%	37.42%	62,735 GBP	62,586 GBP	-0.24%	
Page: 1 / 1 Rows: 4	out of 393,343	out of 281,633	out of -28.40%	out of 3,104	out of 3,054	out of -1.61%	out of 0.79%	out of 1.08%	out of 37.42%	out of 62,735 GBP	out of 62,586 GBP	out of -0.24%	
1. January	39,027 9.9%	27,661 9.8%	-29.12%	223 7.2%	140 4.6%	-37.22%	0.57%	0.51%	-9.95%	3,991 GBP 6.1	4,032 GBP 6.1	1.02%	
2. February	27,926 7.1%	18,242 6.5%	-34.68%	173 5.6%	109 3.6%	-36.99%	0.62%	0.60%	-1.96%	2,922 GBP 4.1	2,528 GBP 4.1	-13.50%	
3. March	31,125 7.9%	21,896 7.8%	-29.65%	193 6.2%	123 4.0%	-36.27%	0.62%	0.56%	-7.60%	4,031 GBP 6.1	3,346 GBP 5.1	-17.00%	
4. April	21,040 5.3%	15,458 5.5%	-26.53%	119 3.8%	84 2.8%	-29.41%	0.57%	0.54%	0.65%	3,215 GBP 5.1	2,102 GBP 3.1	-34.60%	
5. May	32,613 8.3%	17,819 6.3%	-45.36%	96 3.1%	121 4.0%	26.04%	0.29%	0.68%	127.15%	2,398 GBP 3.1	3,893 GBP 6.1	62.31%	
6. June	42,435 10.8%	18,610 6.6%	-56.14%	121 3.9%	147 4.8%	21.49%	0.29%	0.79%	155.39%	2,322 GBP 3.1	3,741 GBP 6.1	61.14%	
7. July	27,044 6.9%	23,595 8.4%	-12.75%	140 4.5%	193 6.3%	37.86%	0.52%	0.82%	54.27%	3,090 GBP 4.1	3,990 GBP 6.1	29.13%	
8. August	23,044 5.9%	29,077 10.3%	26.18%	117 3.8%	235 7.7%	100.85%	0.51%	0.81%	47.10%	2,498 GBP 4.1	3,855 GBP 6.1	54.32%	
9. September	24,375 6.2%	26,603 9.4%	9.14%	168 5.4%	303 9.9%	80.36%	0.69%	1.14%	56.17%	3,898 GBP 6.1	4,927 GBP 7.1	26.40%	
10. October	37,392 9.5%	38,449 13.7%	2.83%	213 6.9%	517 16.9%	142.72%	0.57%	1.34%	125.76%	4,719 GBP 7.1	10,324 GBP 16.1	118.77%	
11. November	55,425 14.1%	44,235 15.7%	-20.19%	1,069 34.4%	1,082 35.4%	1.22%	1.93%	2.45%	23.02%	18,317 GBP 29.1	19,847 GBP 31.1	8.35%	
12. December	31,904 8.1%	0 0.0%	-100.00%	472 15.2%	0 0.0%	-100.00%	1.48%	0.00%	0.00%	11,333 GBP 18.1	0 GBP 0.0%	-100.00%	