

Modernising the Lasting power of attorney

Office of the Public Guardian | Ministry of Justice

Role: Interaction Designer

Interaction design focus

- How might we have more assurance of each user's identity?
- How might someone sign the LPA without a wet signature?
- How might we educate each user type so they can do their role with confidence?

User types

Donor—The person who the LPA is for. This person is giving power to their attorneys so they can make important decisions on their behalf.

Attorney—The person who is being given power to make important decisions on behalf of the donor.

Certificate provider (CP)—This person is a safeguard in the process to make sure the donor knows what they are doing, and that they are not being coerced.

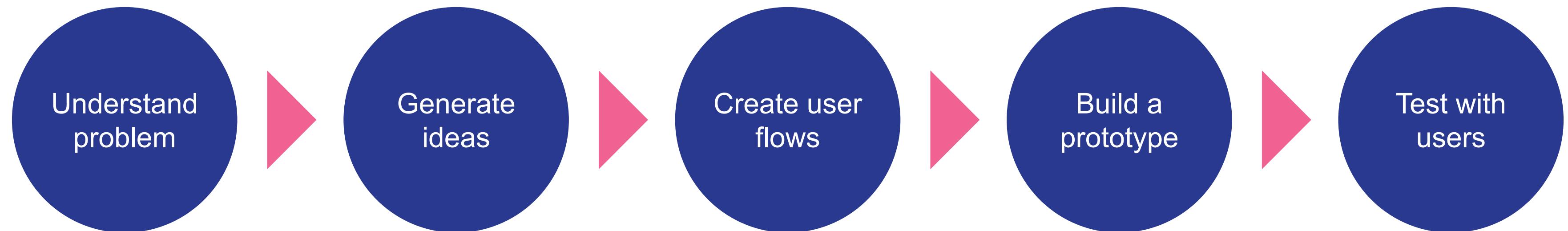
Supporter—A third party organisation that offers support in the creation of an LPA.

Note: these are legal terms for each user type.

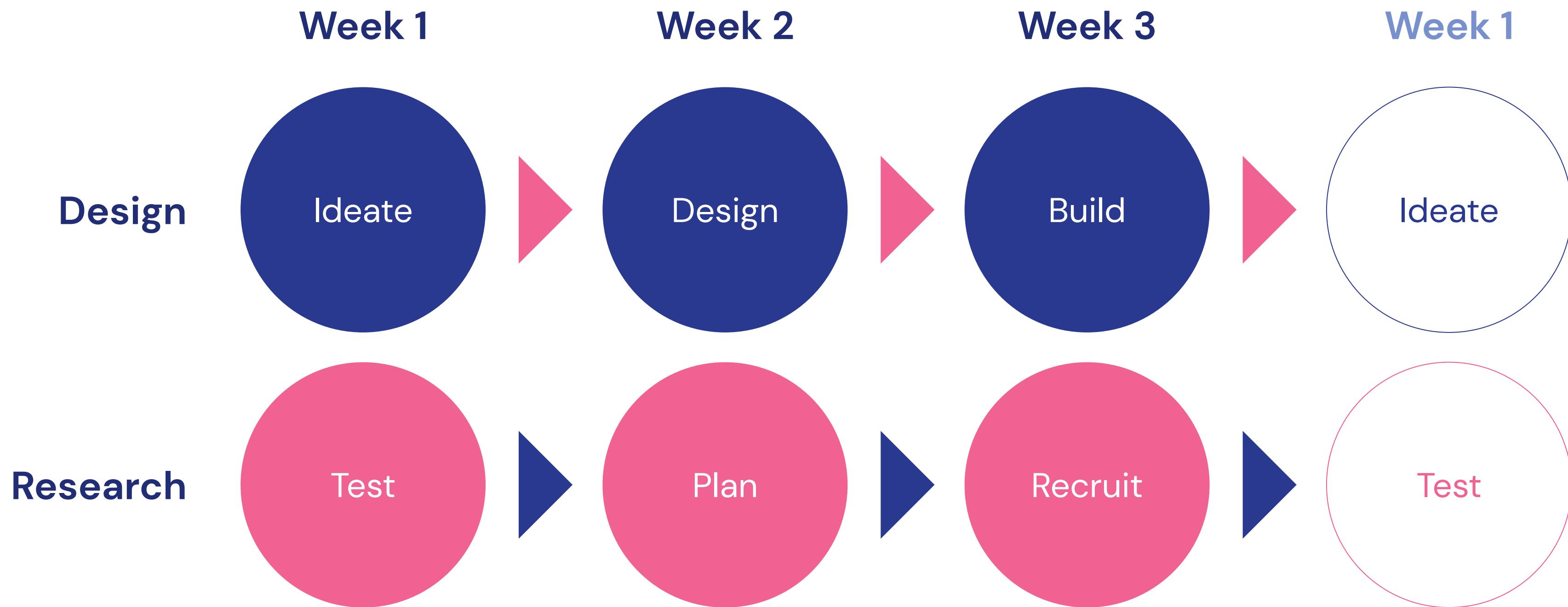
Design process

Process

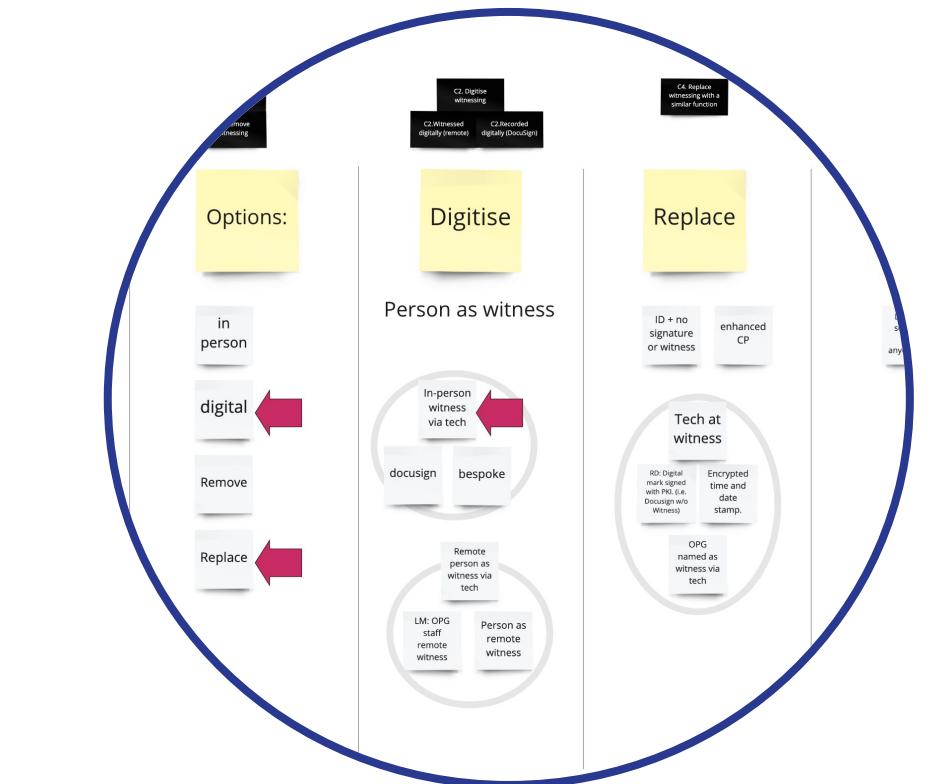
On this project, I used a design led-process where I designed artifacts for testing specific hypotheses. I would start by writing a 'questions and hypotheses' document, then design user flows and finally build a prototype for usability testing. Since we were in ALPHA, we prioritised testing our riskiest hypotheses.



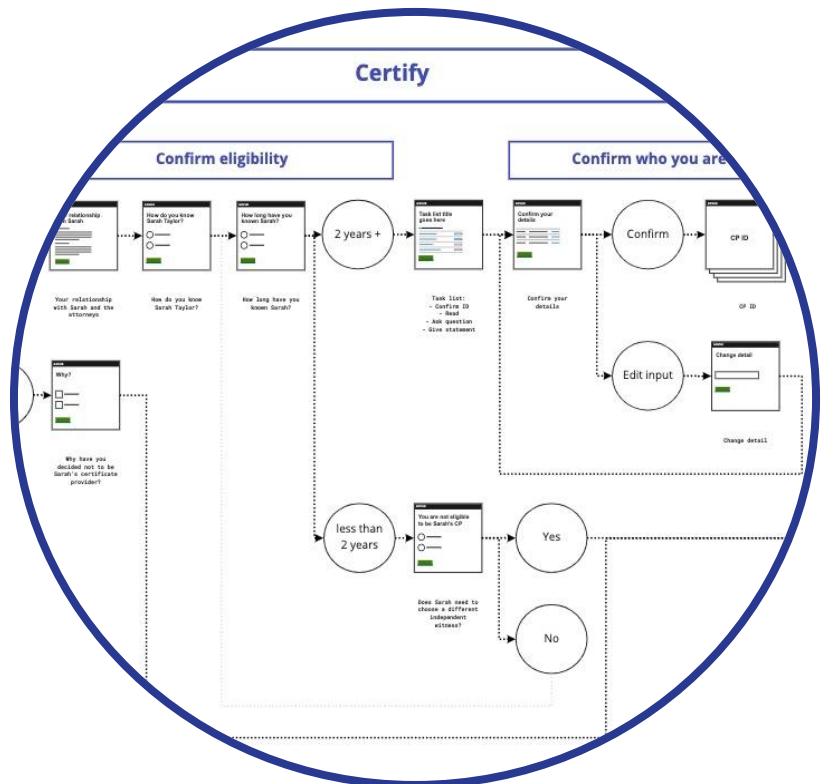
Sprint cycles



Activities



Ideation workshop with the team



Design user flows in Miro

```
app > views > donor > pay > v1 >
1  {% extends "layout-back.html" %} ...
2
3  {% block pageTitle %} ...
4  Pay | Make a Lasting power of Attorney ...
5  {% endblock %} ...
6
7  {% block content %} ...
8
9    <div class="govuk-grid-row"> ...
10   <main class="govuk-grid-column-two-thirds" id="main-content" ...
11     <div class="charge-new__content"> ...
12
13       <div id="card-details-wrap"> ...
14         <h1 class="govuk-heading-l non-web-payment-button" ...
15
16           <form method="POST" action="confirmation" novalidate ...
17             <input id="charge-id" name="chargeId" type="hidden" ...
18             <input id="csrf" name="csrfToken" type="hidden" value=" ...
19
20             <div class="govuk-form-group card-no-group" data ...
21               <label id="card-no-lbl" for="card-no" class="govuk-label" ...
22                 <span class="govuk-label__text" data-label="replace ...
23                   Card number ...
24                 </span> ...
25               </label> ...
26
27               <input id="card-no" type="text" inputmode="tel" ...
28
29                ...
31                 Accepted credit and debit card types ...
32               </p> ...
33
34             <div class="govuk-form-group govuk-fieldset" ...
35               <legend> ...
36                 <div class="govuk-fieldset__control" ...
37                   <span class="govuk-fieldset__control-- ...
38
39
```

Build prototype using prototyping kit

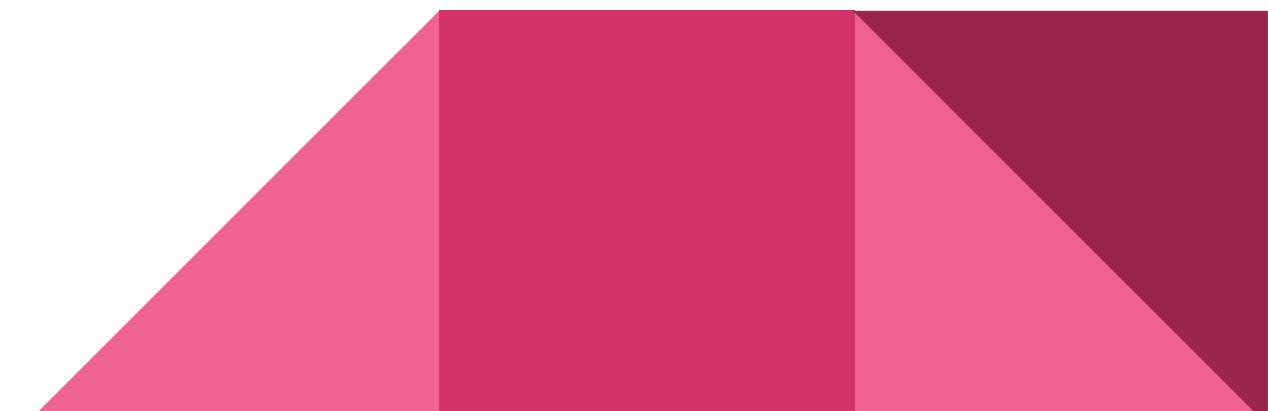


Digital signature

Digital signature

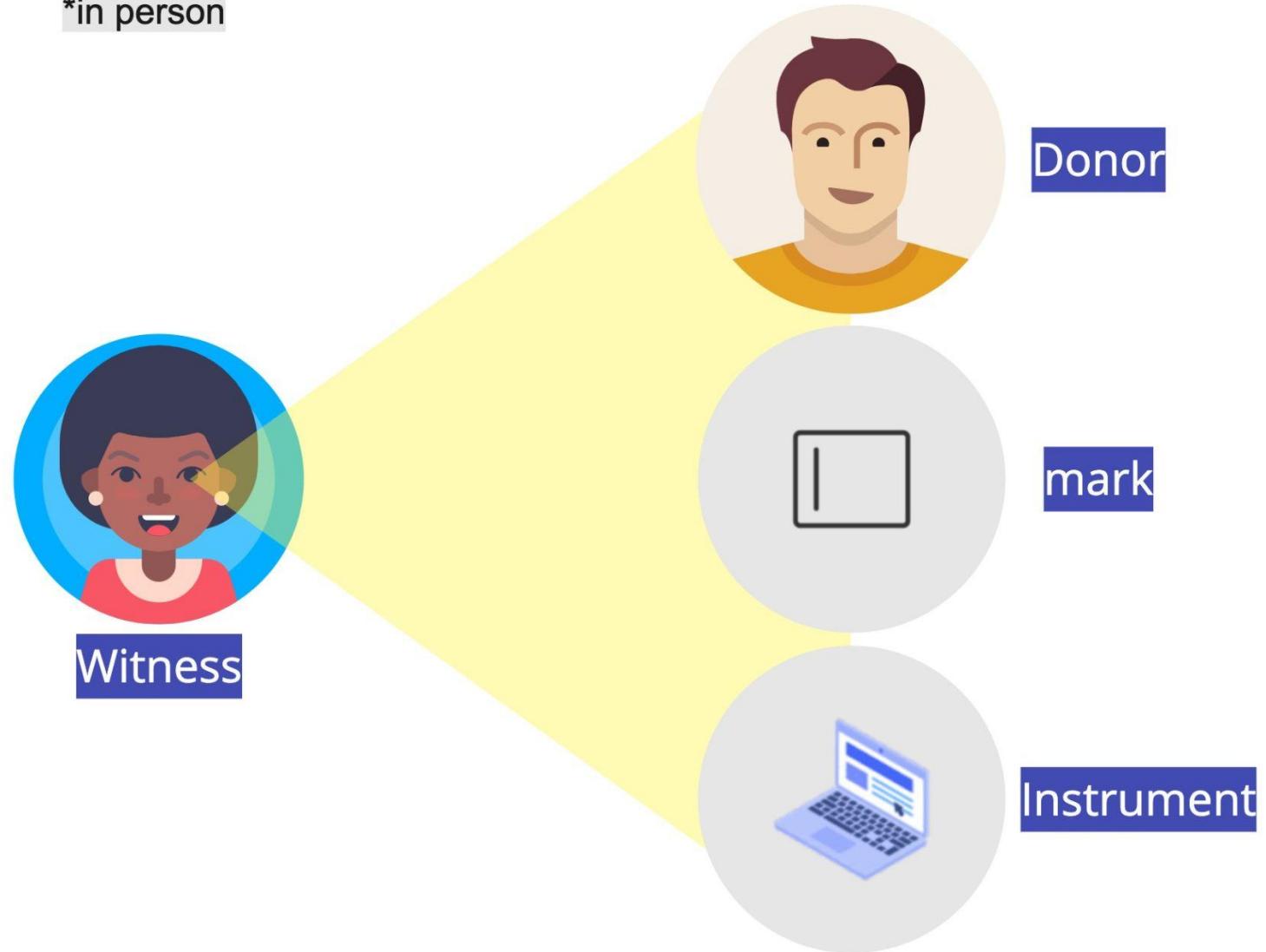
This was by far my favourite problem to solve. Signing a piece of paper with a pen in front of a witness is customary in the UK and is something we have a mental model for. But what happens when we take that interaction and put it online?

Assuming that most users won't have a stylus to literally sign their screen, what would the act of signing look like? How might people witness a signature digitally? Would it be done remotely or in person? And do we even need someone to witness a digital signature or can the role of the witness be replaced with technology?



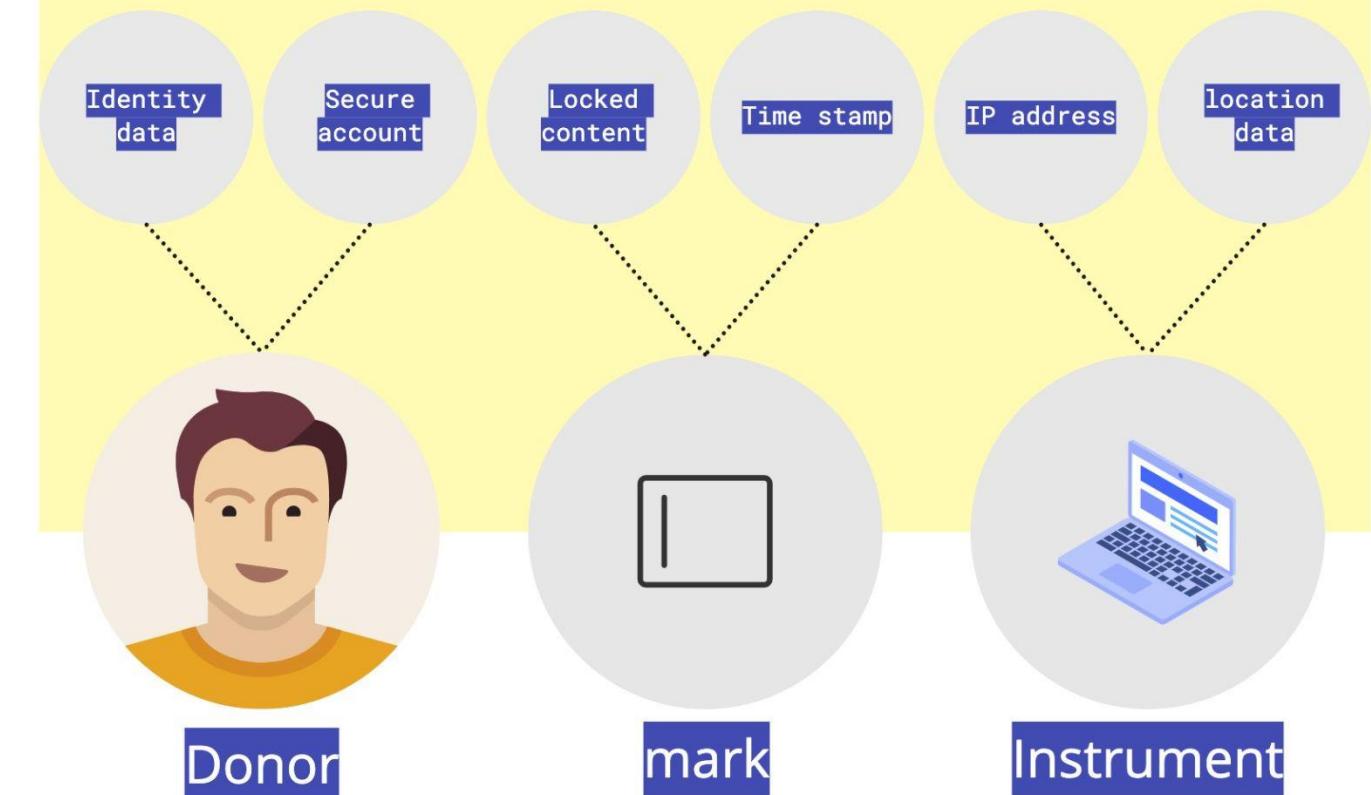
Digital*

*in person



Replaced

Technology



Witnessing in person

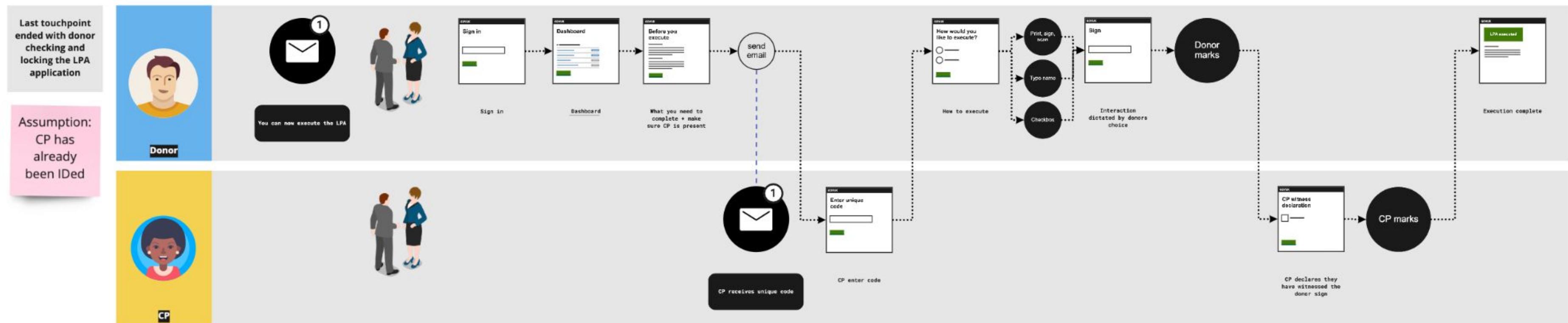
The in-person option still included a number of problems to solve. How many devices should be required for the interaction to happen? What if there is only one digital device in the room? How many users need to be signed in to an account to make complete the journey? How can we guarantee both actors are involved?

Sign digitally

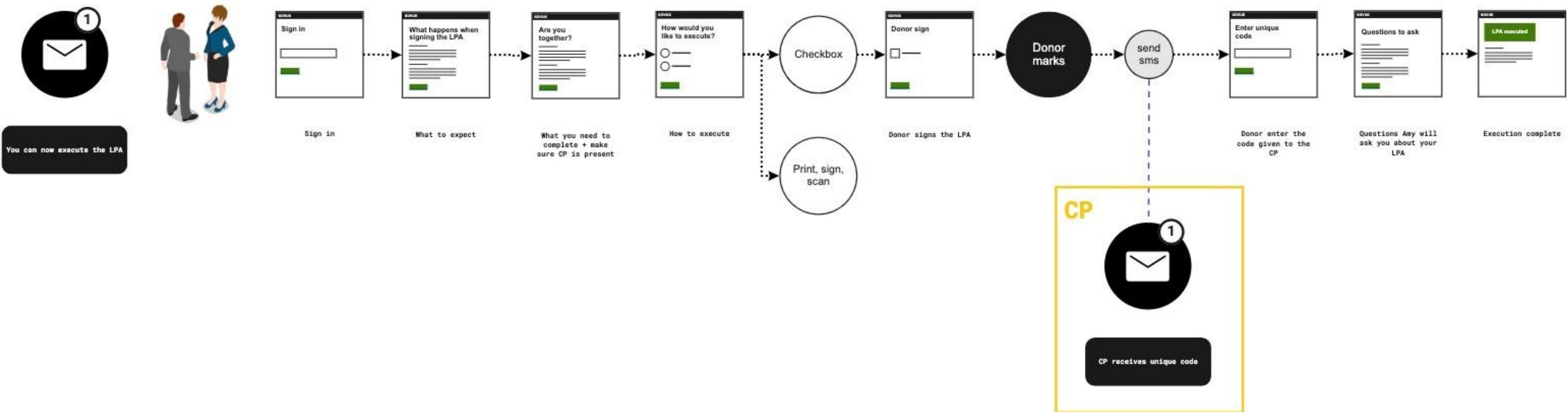
Donor & CP same room



Sign & witness in the same room



Sign & witness in person v2



Replace the witness

The other more controversial approach we wanted to test was to replace the witness with technology. This was an interesting approach to design because, on the one hand, signing in front of a witness adds a sense or ceremony and is perceived by some as a safeguard.

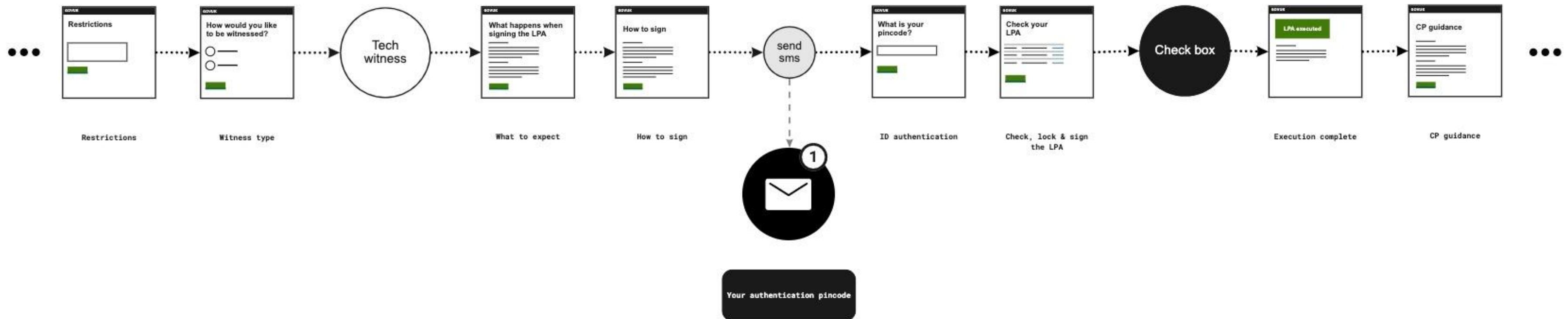
On the other hand, finding a witness can be challenging for some, and what value does witnessing add that couldn't be achieved with technology? Especially in a system that verifies ID.

Replace witness with tech



Due to the complexities introduced by witnessing in person together with the fact that witnessing isn't a strong safeguard, replacing the witness with technology was by far my favourite option. It also made for a much simpler user journey, free from interruptions and hand-offs with other actors.

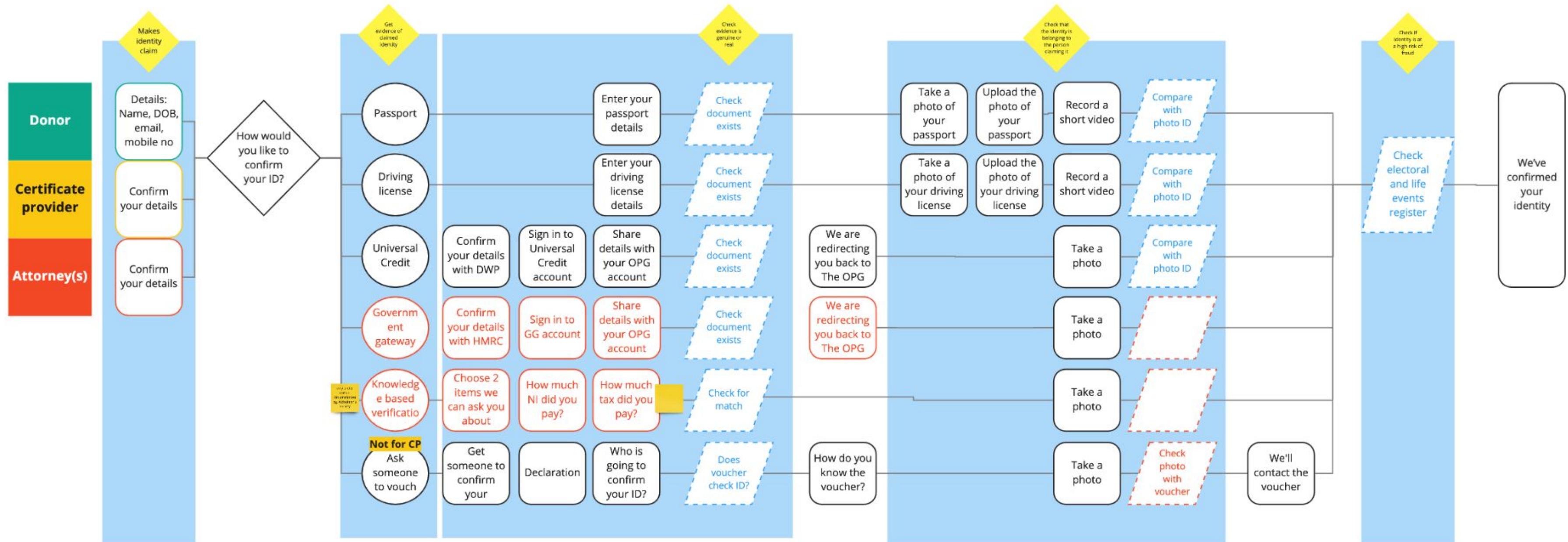
Replace witness v2

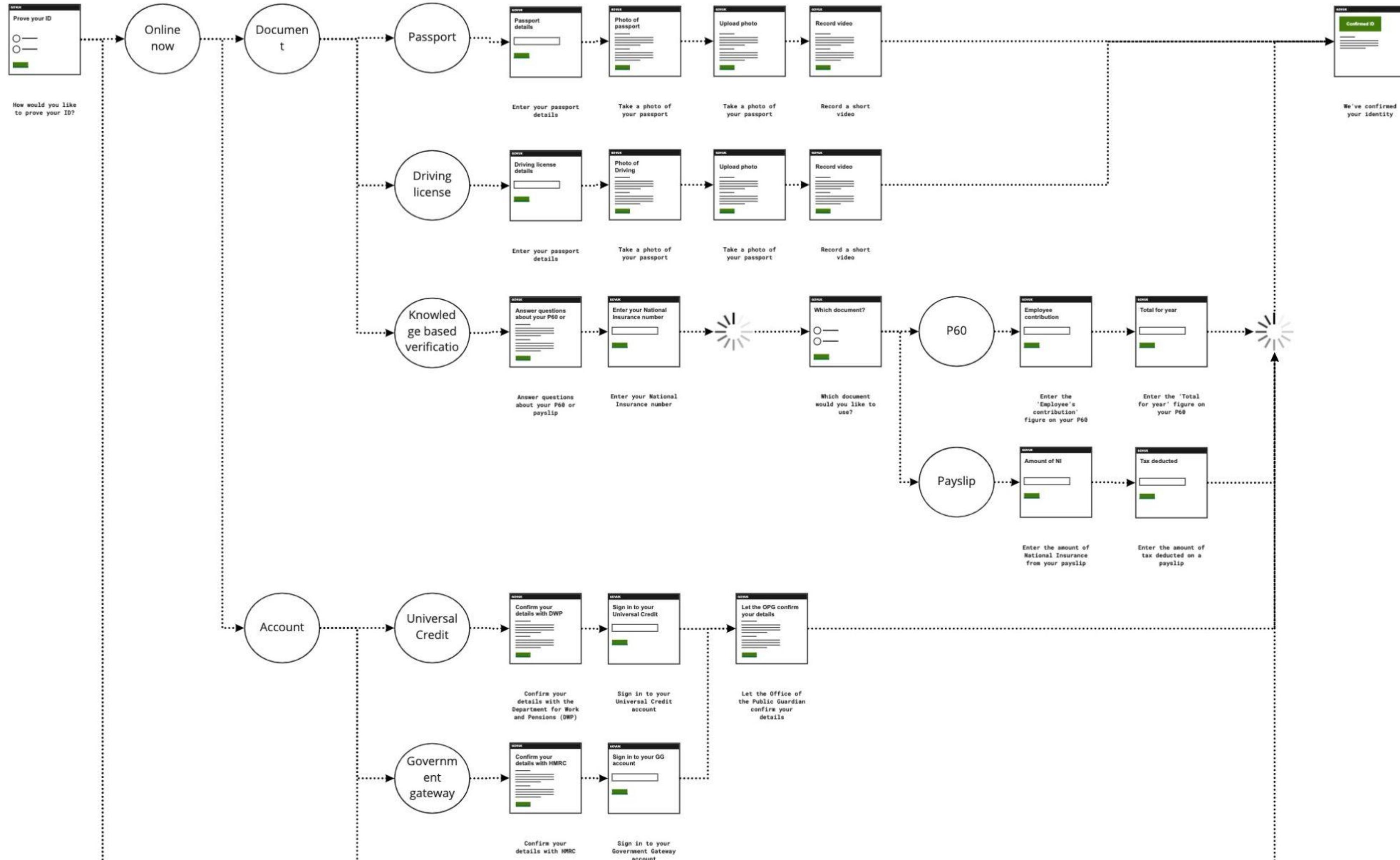


In usability testing, I learned that people preferred the checkbox signature to the type name signature. I also learned that people wanted to see a summary of the LPA on the sign page, so I iterated the journey as above.

Digital identity

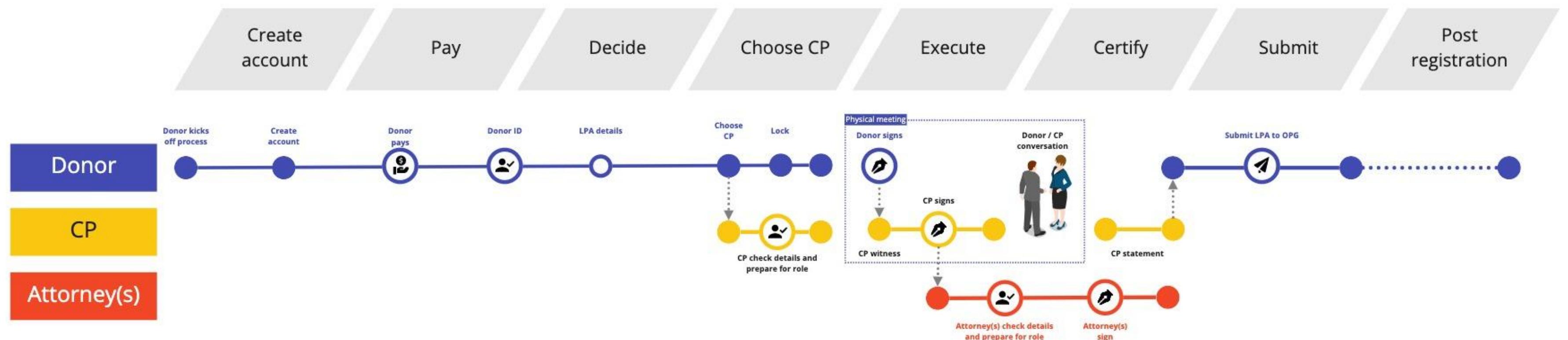
Digital identity journeys





User journeys

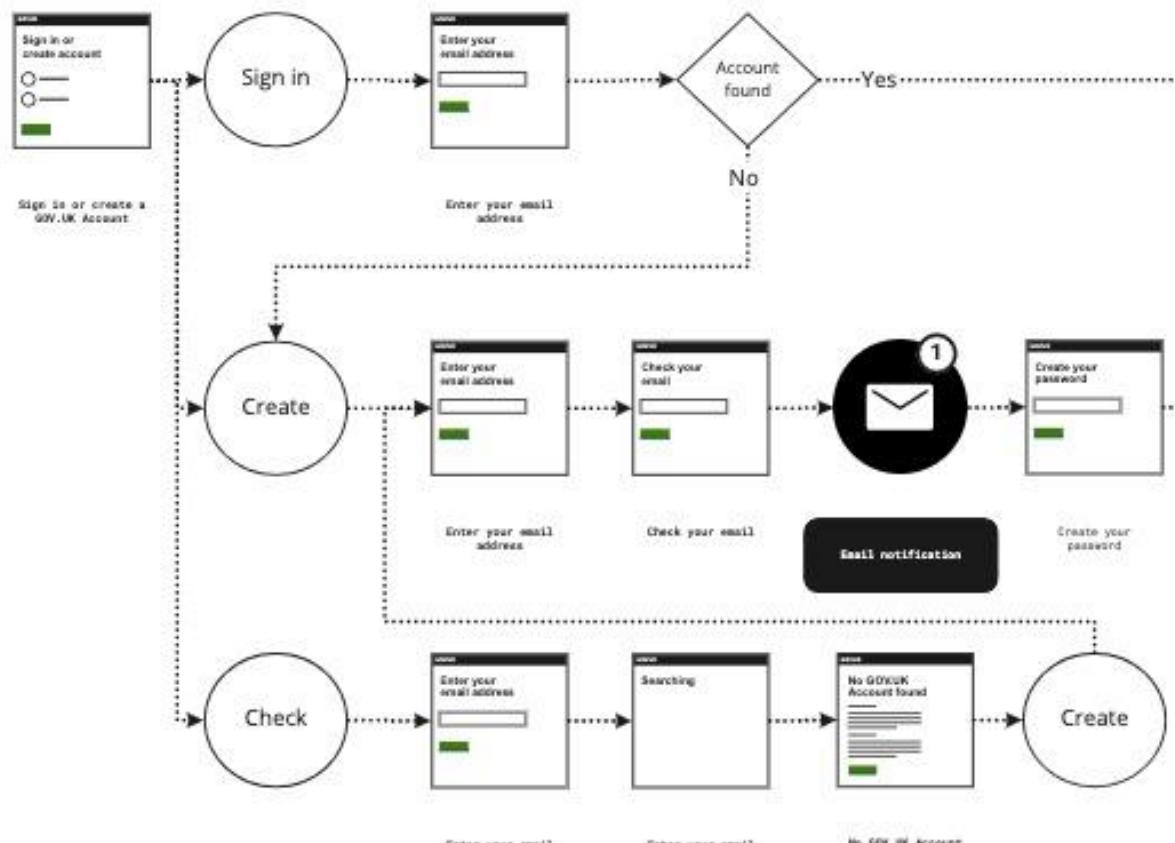
High-level journey map



Donor journey

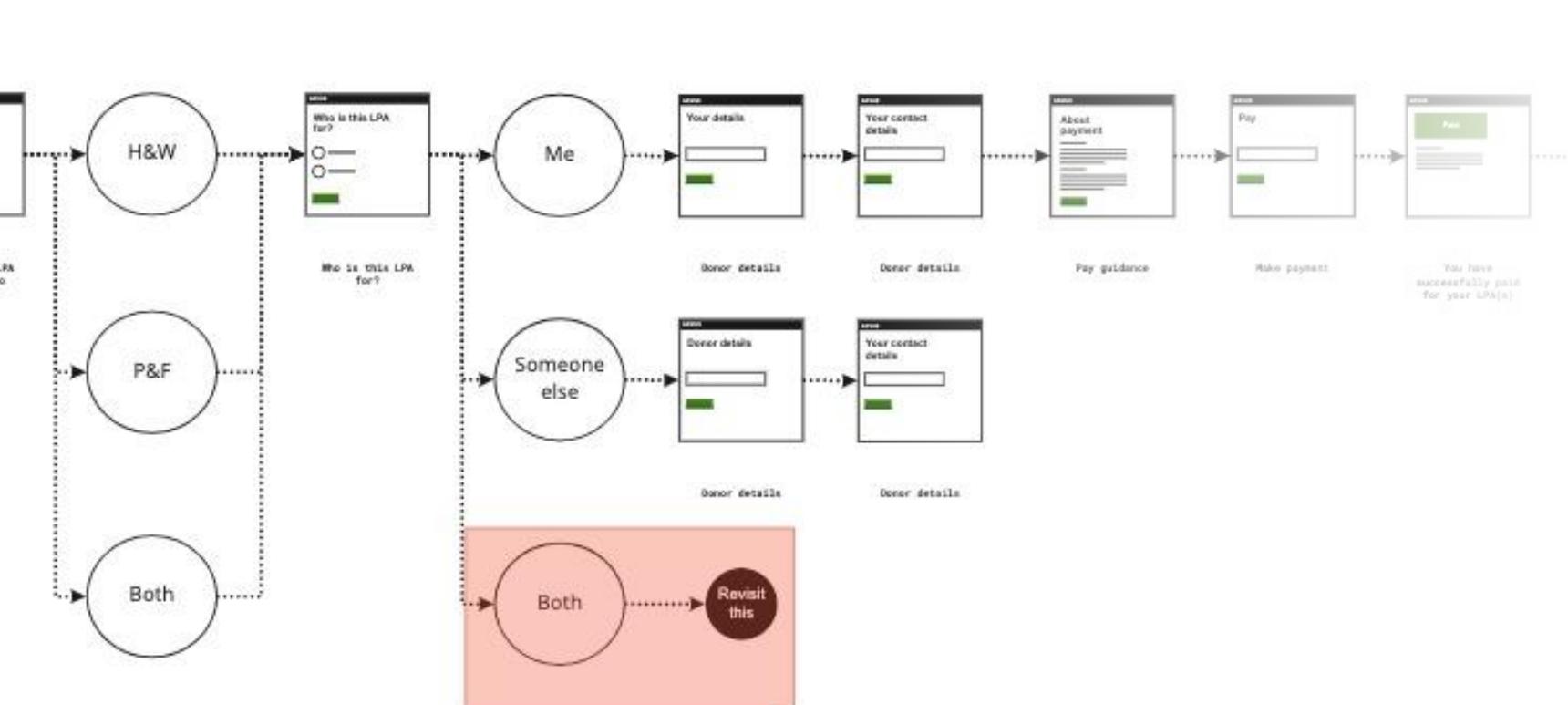
Sign in / create an account

<https://opg-lpa-fd-prototype.herokuapp.com/gds-account>

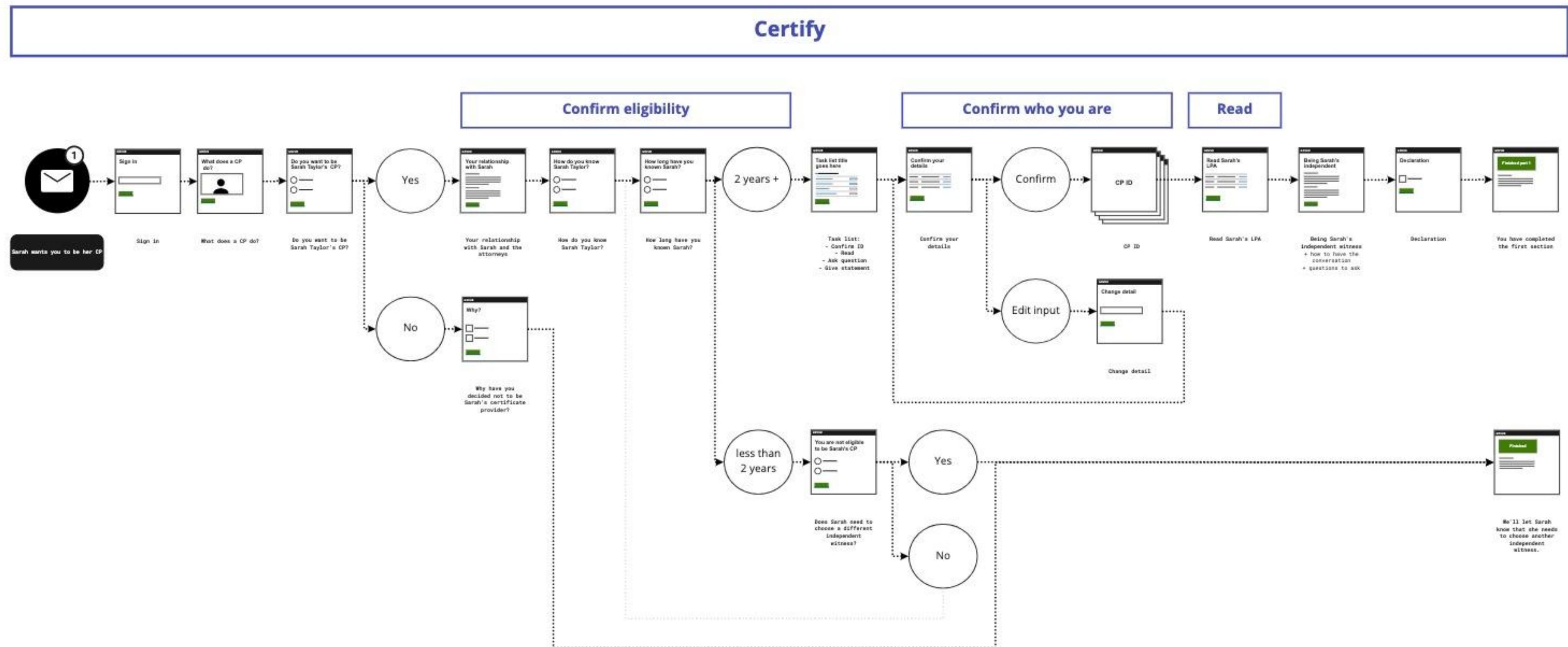


Pay

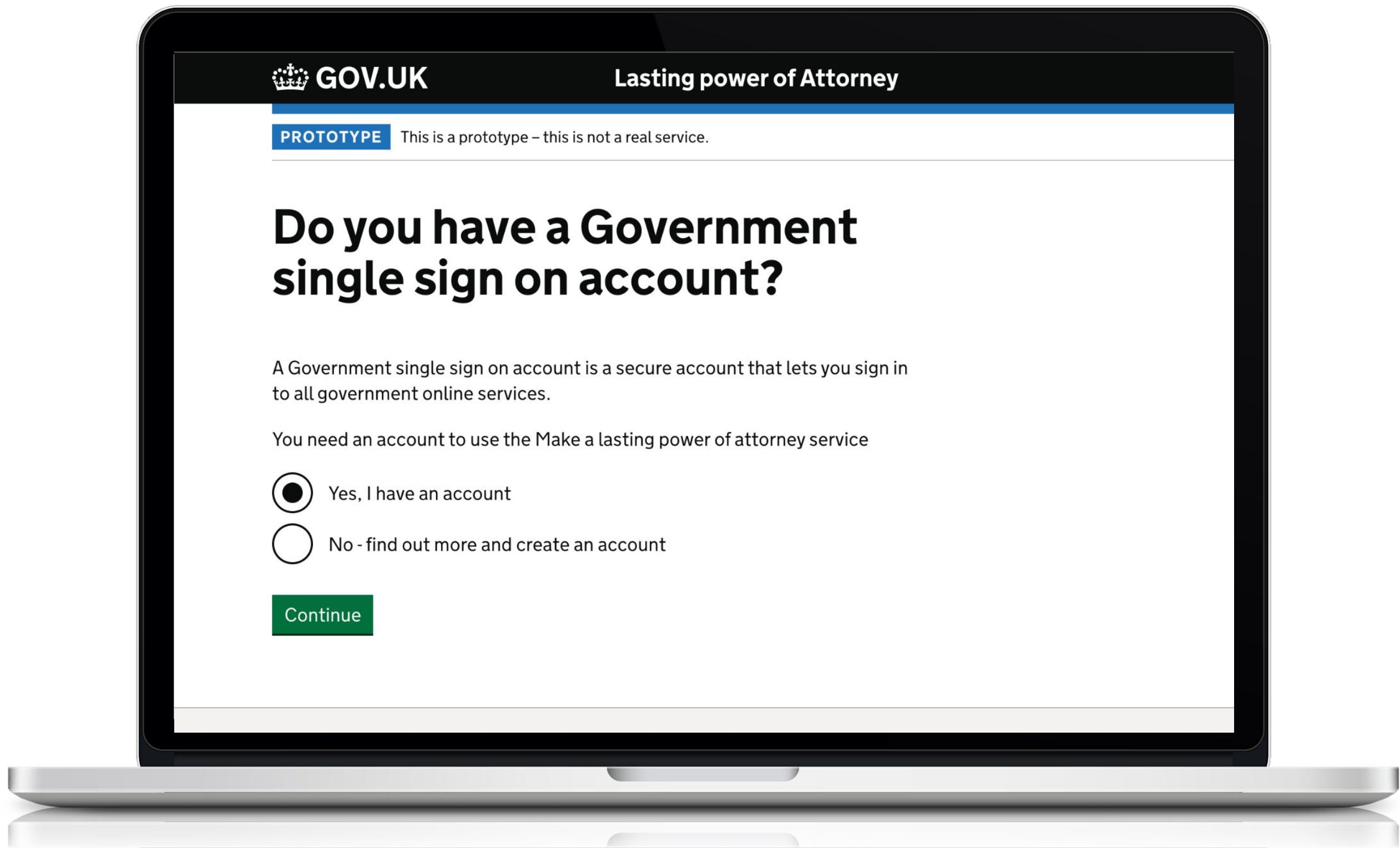
<https://opg-lpa-fd-prototype.herokuapp.com/post-convo/submit>



Certificate provider journey



End-to-end prototype



<https://opg-lpa-fd-prototype.herokuapp.com/do/nor>

Username: testuser
Password: potato

Boots are changing their photo
printing supplier and redesigning their
photo website – bootsphoto.com

Role: Researcher & UI Designer

Research

Online surveys & polls

We value your feedback!

About 30 seconds to complete
Questions marked with an * are required.

Why did you visit CEWE Photoworld today? *

Please type here...

Were you able to complete your task? *

Yes

No, because...

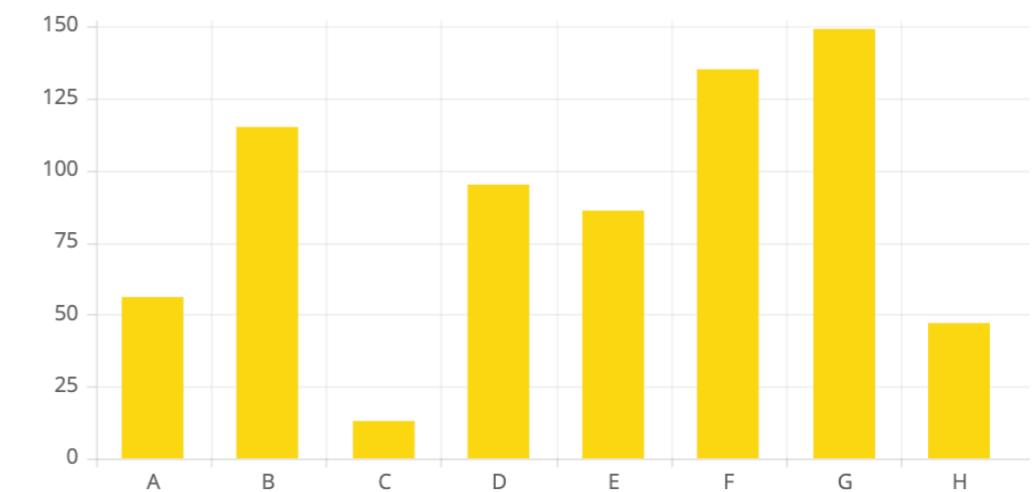
What changes or improvements would you like to see on our website? *

Please type here...

SEND

| # ^ | ANSWER | COUNT | % OF RESPONDENTS | % OF ANSWERS |
|-----|---|-------|------------------|--------------|
| A | Photo book tutorials | 56 | 12% | 8% |
| B | Photo book price chart | 115 | 24% | 16.5% |
| C | Other (please specify) | 13 | 3% | 1.9% |
| D | Step by step guide to making a photo book | 95 | 20% | 13.6% |
| E | Price calculator | 86 | 18% | 12.4% |
| F | Examples of finished photo books | 135 | 28% | 19.4% |
| G | Examples of photo book layouts | 149 | 31% | 21.4% |
| H | Photo book binding options | 47 | 10% | 6.8% |

696 answers from 478 respondents.



What other information would you like to see on this page?

Next >

Usability testing



Competitive benchmarking

Competitive Benchmarking

Amazon

All thumbnails displayed visibly

On hover, zoom image appears to the right of the main gallery image

Offers & promotions

More product details

UX Research

Competitive Benchmarking

Nike

- All images displayed visibly
- No use of traditional carousel gallery
- Opens in full-screen, vertically scrollable lightbox on single click
- No zoom function in lightbox

You MAY ALSO LIKE

I Gear Nike Sportswear French Terry Crew 124.44 £37.95

S Denim Nike Sportswear French Terry Trousers 154.95

UX Research

UX Research

Breadcrumb displayed above Image gallery

All thumbnails displayed, not hidden from sight

Use of carousel arrows

Video link separate from Image thumbnails

Zoom on single click with 2 levels of zoom

Share on social media

No product details in header except for selection options

PRODUCT DETAILS by Nike

- Athletic, but made fashion
- Clean look
- Streetwear style
- Open back for added ventilation
- Relaxed fit
- For a slouchy silhouette

PRODUCT CODE T38733

BEING

Get the best fit for your workout with Nike's distinctive training gear. Bulk tights, tops and shorts designed to fit the way you move when you work.

CARE & MAINTENANCE

Machine wash according to instructions on care label.

ABOUT ME

Soft, stretch fabric. Uses Nike Dri-FIT technology. Always sweat away from the skin, then draws it out of the fabric to help speed up evaporation. Keeping you cool and dry in the process.

MAIN: 75% Polyester, 15% Cotton, 2% Viscofibre. BACK: 81% Polyester, 19% Elastane.

SHOW LESS

YOU MIGHT ALSO LIKE

UX Research

Cross-selling section with pagination for more content

Link to delivery & returns information next to price

Price directly below product title

Button to add to "liked items"

Shipping restrictions

Product specifications visible - no tabs, just read more button

A/B Testing

• Freeform Table

| | Unique Visitors | Visits | HPS Downloads | IPS Orders | IPS Net Revenue | Mobile App Leads | DFM Orders (Order at Home) | Newsletter Registrations | HPS Downloads | HPS Orders | HPS Revenue | Conversion Rate - New | Bounce Rate |
|--|--------------------------|--------------------------|------------------------|----------------------|-----------------------------------|---------------------|----------------------------|--------------------------|------------------------|----------------------|-----------------------------------|-----------------------|-------------------------|
| Target Experience Name (list)  T20 | 14,202 out of 659,495 | 24,113 out of 910,016 | 1,882 out of 40,971 | 668 out of 16,348 | 36,314.98 GBP f 589,624.30 GBP | 732 out of 9,959 | 0 out of 0 | 176 out of 4,844 | 1,882 out of 40,971 | 636 out of 32,045 | 46,951 GBP ut of 1,993,441 GBP | 5.41% out of 5.97% | 23.99% out of 50.06% |
| Page: 1 / 1 Rows: 50 1-2 of 2 | | | | | | | | | | | | | |
| 1. 20190811_photobooks_produ... | 7,128 50.2% | 12,190 50.6% | 960 51.0% | 334 50.0% | 17,522.26 GBP | 365 49.9% | 0 0.0% | 88 50.0% | 960 51.0% | 319 50.2% | 21,826 GBP 46. | 5.36% | 24.96% |
| Segments Page: 1 / 1 Rows: 5 1-3 of 3 | 7,126 Jan 1 | 12,188 Jan 1 | 960 Jan 1 | 334 Jan 1 | 17,522.26 GBP Jan 1 | 365 Jan 1 | 0 Jan 1 | 88 Jan 1 | 960 Jan 1 | 319 Jan 1 | 21,826 GBP Jan 1 | 9.69% | 89.90% |
| 1. Non-Mobile Visits | 3,910 54.9% | 7,483 61.4% | 941 98.0% | 301 90.1% | 16,486.47 GBP | 14 3.8% | 0 0.0% | 68 77.3% | 941 98.0% | 319 100.0% | 21,826 GBP 100 | 8.29% | 21.91% |
| 2. Smartphone Visits | 2,686 37.7% | 3,847 31.6% | 11 1.1% | 27 8.1% | 880.06 GBP | 295 80.8% | 0 0.0% | 15 17.0% | 11 1.1% | 0 0.0% | 0 GBP 0.0% | 0.70% | 29.76% |
| 3. Tablet Visits | 530 7.4% | 858 7.0% | 8 0.8% | 6 1.8% | 155.73 GBP | 56 15.3% | 0 0.0% | 5 5.7% | 8 0.8% | 0 0.0% | 0 GBP 0.0% | 0.70% | 38.23% |
| 2. 20190811_photobooks_family... | 7,173 50.5% | 12,115 50.2% | 933 49.6% | 337 50.4% | 18,928.65 GBP | 369 50.4% | 0 0.0% | 90 51.1% | 933 49.6% | 319 50.2% | 25,290 GBP 53. | 5.41% | 22.99% |
| Segments Page: 1 / 1 Rows: 5 1-3 of 3 | 7,174 Jan 1 | 12,114 Jan 1 | 933 Jan 1 | 337 Jan 1 | 18,928.65 GBP Jan 1 | 369 Jan 1 | 0 Jan 1 | 90 Jan 1 | 933 Jan 1 | 319 Jan 1 | 25,290 GBP Jan 1 | 10.08% | 83.42% |
| 1. Non-Mobile Visits | 3,940 54.9% | 7,510 62.0% | 920 98.6% | 299 88.7% | 17,925.56 GBP | 15 4.1% | 0 0.0% | 75 83.3% | 920 98.6% | 319 100.0% | 25,290 GBP 100 | 8.23% | 20.38% |
| 2. Smartphone Visits | 2,716 37.9% | 3,769 31.1% | 7 0.8% | 29 8.6% | 802.65 GBP | 329 89.2% | 0 0.0% | 11 12.2% | 7 0.8% | 0 0.0% | 0 GBP 0.0% | 0.77% | 26.63% |
| 3. Tablet Visits | 518 7.2% | 835 6.9% | 6 0.6% | 9 2.7% | 200.44 GBP | 25 6.8% | 0 0.0% | 4 4.4% | 6 0.6% | 0 0.0% | 0 GBP 0.0% | 1.08% | 36.41% |

Workshops



Synthesis

Affinity Diagrams

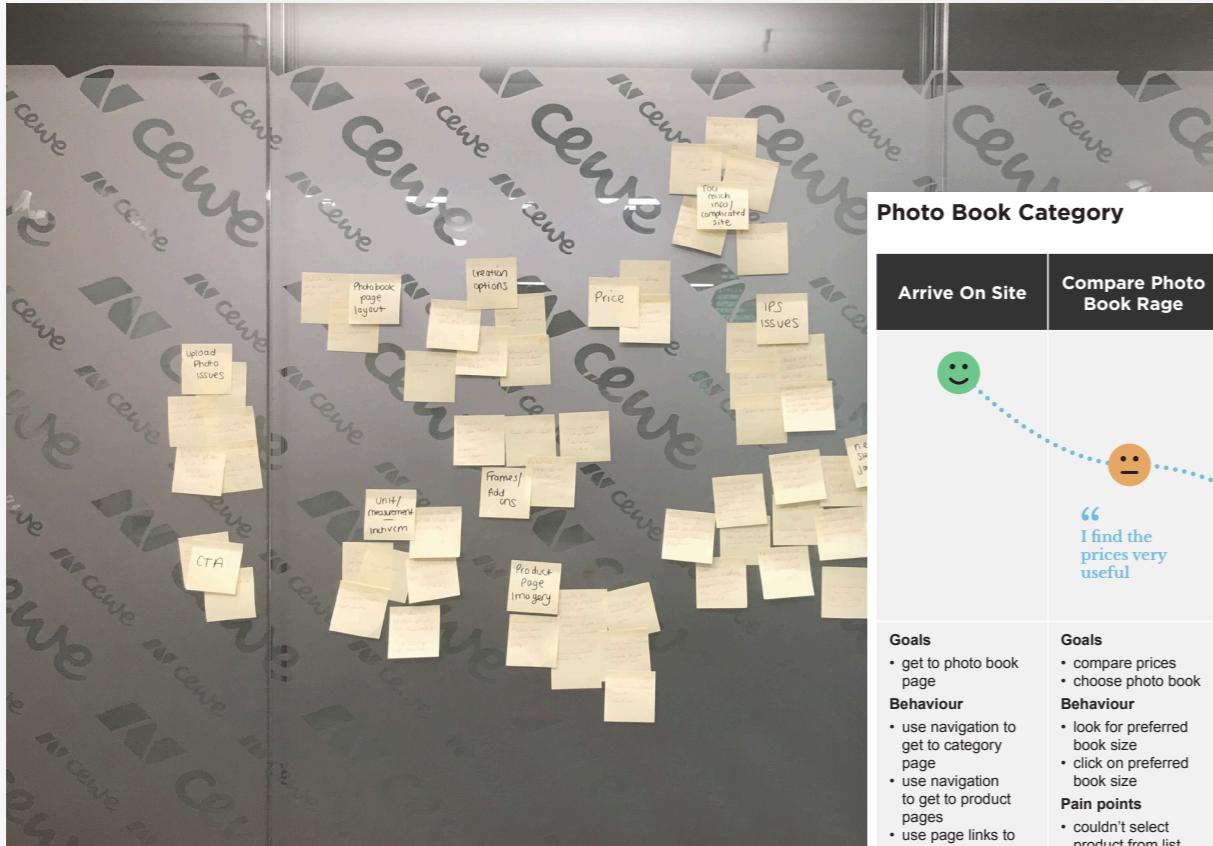
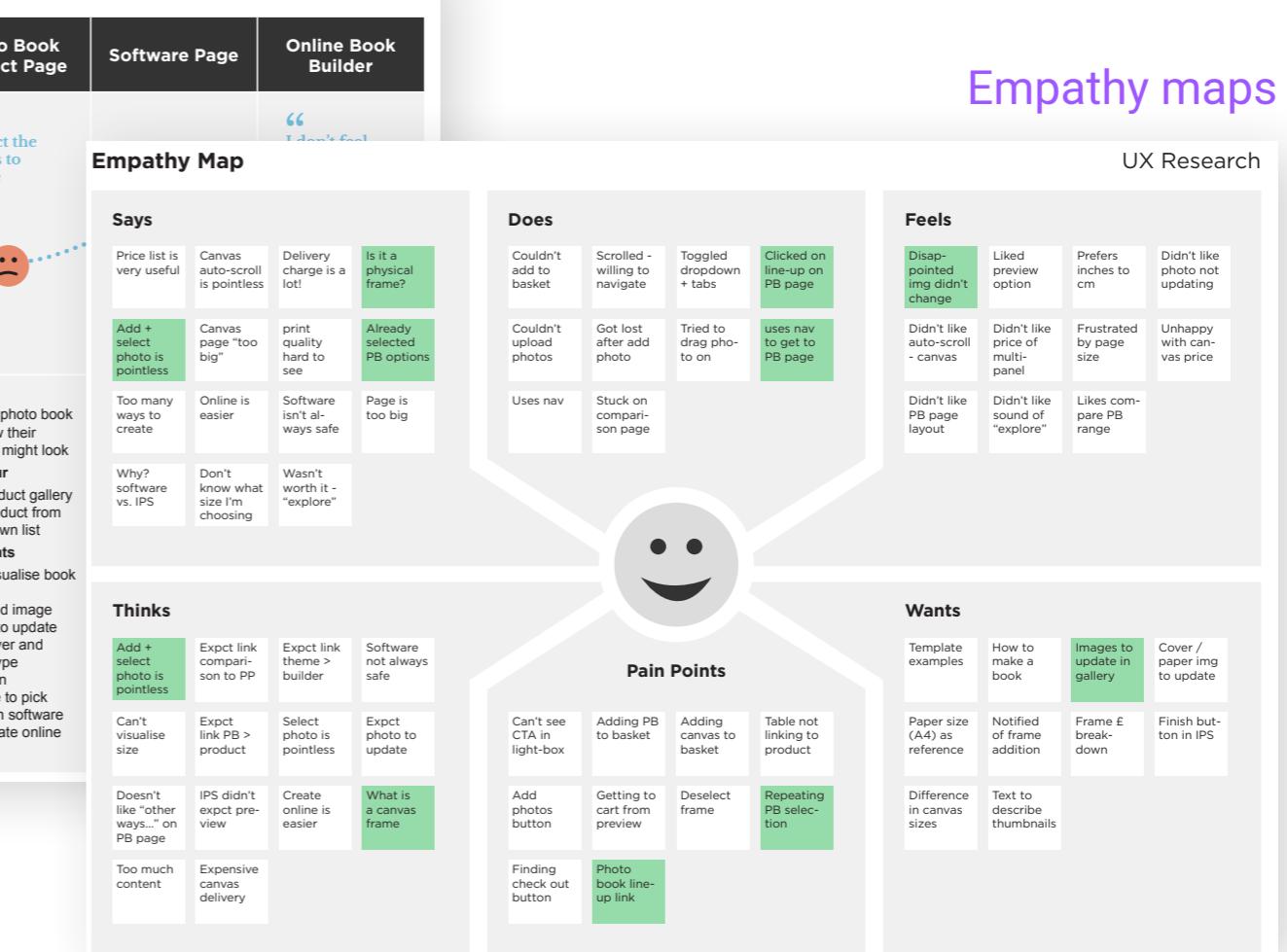


Photo Book Category

| Arrive On Site | Compare Photo Book Page | Photo Book Category Page | Theme Page | Photo Book Product Page | Software Page | Online Book Builder |
|--|---|---|--|---|--|---|
| | | | | | | |
| Goals <ul style="list-style-type: none"> get to photo book page choose photo book Behaviour <ul style="list-style-type: none"> use navigation to get to category page use navigation to get to product pages use page links to get to photo book page Context <ul style="list-style-type: none"> home work Positives <ul style="list-style-type: none"> easy to get to pages via nav | Goals <ul style="list-style-type: none"> compare prices choose photo book Behaviour <ul style="list-style-type: none"> look for preferred book size click on preferred book size Pain points <ul style="list-style-type: none"> couldn't select product from list some text appeared to be a hyperlink when it wasn't Positives <ul style="list-style-type: none"> found table to be very useful | Goals <ul style="list-style-type: none"> choose photo book Behaviour <ul style="list-style-type: none"> clicks line up doesn't scroll to read all page content Pain points <ul style="list-style-type: none"> expects line-up to take them to product page didn't like auto scroll struggle to pick between software and create online | Goals <ul style="list-style-type: none"> get inspiration for photo book see how their product might look Behaviour <ul style="list-style-type: none"> scans content doesn't read everything Pain points <ul style="list-style-type: none"> expects CTA to link through to create a themed book expected image gallery to update with cover and paper type selection surprised by CTA destination | Goals <ul style="list-style-type: none"> choose photo book see how their product might look Behaviour <ul style="list-style-type: none"> scans content doesn't read everything Pain points <ul style="list-style-type: none"> can't visualise book sizes expected image gallery to update with cover and paper type selection struggle to pick between software and create online | Says <ul style="list-style-type: none"> Price list is very useful Canvas auto-scroll is pointless Delivery charge is a lot! Is it a physical frame? <ul style="list-style-type: none"> Add + select photo is pointless Canvas page "too big" print quality hard to see Already selected PB options <ul style="list-style-type: none"> Too many ways to create Online is easier Software isn't always safe Page is too big <ul style="list-style-type: none"> Why? software vs. IPS Don't know what size I'm choosing Wasn't worth it - "explore" | Does <ul style="list-style-type: none"> Couldn't add to basket Scrolled - willing to navigate Toggled dropdown + tabs Clicked on line-up on PB page <ul style="list-style-type: none"> Couldn't upload photos Got lost after add photo Tried to drag photo to on uses nav to get to PB page <ul style="list-style-type: none"> Uses nav Stuck on comparison page |
| Positives <ul style="list-style-type: none"> upload photo layout creation options Price IPS issues | Positives <ul style="list-style-type: none"> Photo book page layout Frame of mind Product Page Imagery | Positives <ul style="list-style-type: none"> Unit / measurement info Individual photo | Positives <ul style="list-style-type: none"> Top much I had considered site | Positives <ul style="list-style-type: none"> Top much I had considered site | Positives <ul style="list-style-type: none"> Top much I had considered site | Positives <ul style="list-style-type: none"> Top much I had considered site |

Customer journey maps

Customer Journey Map



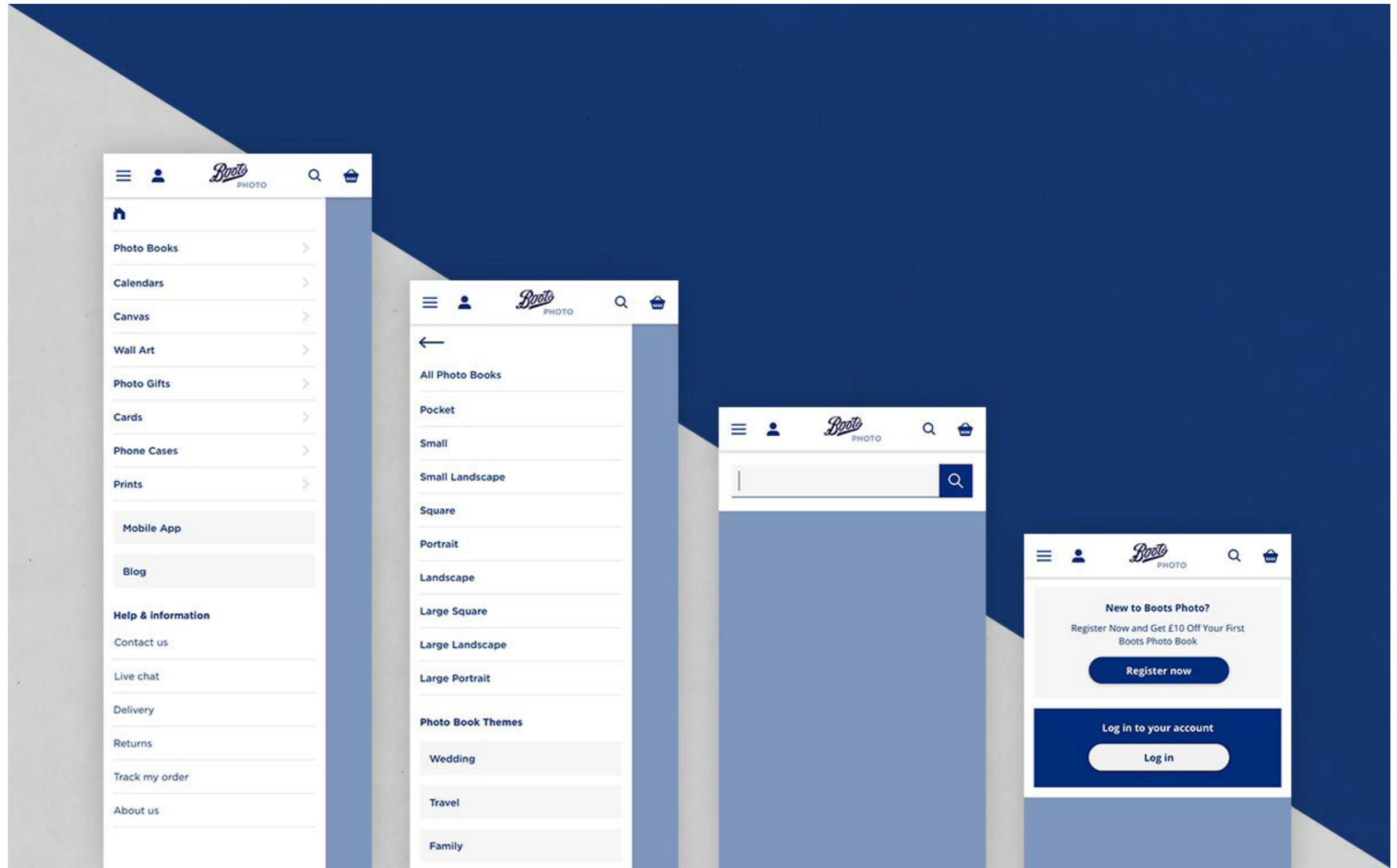
Empathy maps

UX Research

Design

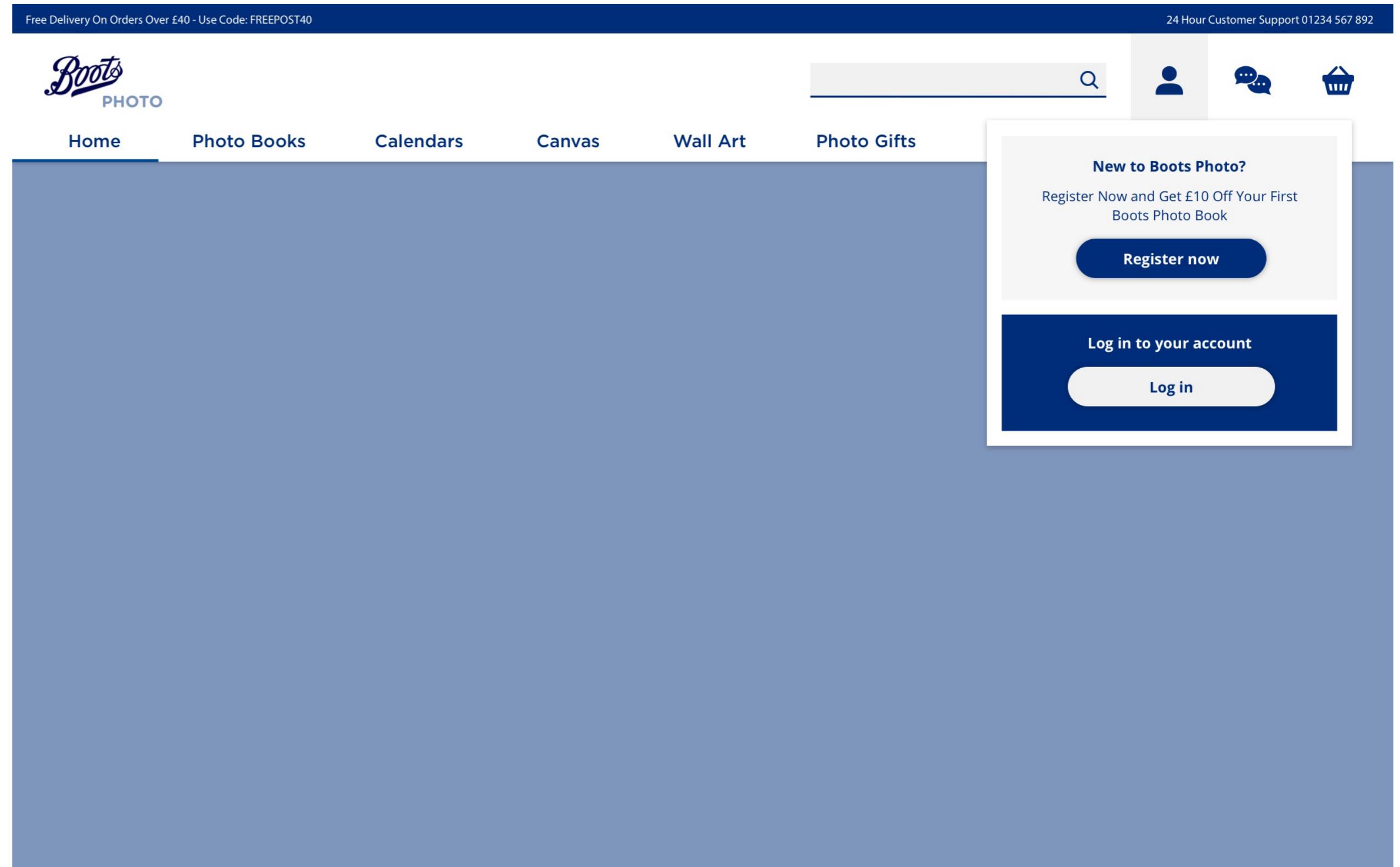
Mobile Navigation

After doing some research into best-in-class mobile and desktop navigation, I began designing the site navigation. I approach every responsive project by designing for mobile first. It was clear from my research that the best practise for primary mobile navigation is a two tiered structure where category level links are listed in the first tier and product level links are listed in the second. The primary nav is accessed by clicking a menu icon. I kept the secondary nav simple with a search function, a members area link and a basket icon.



Desktop Navigation

On desktop, both primary and secondary nav bars are in plain view. Primary links are listed horizontally across the screen in order of product priority. Secondary links are accessed by clicking the icons at the top right of the screen. The search is an input field that is always open and ready for user input.

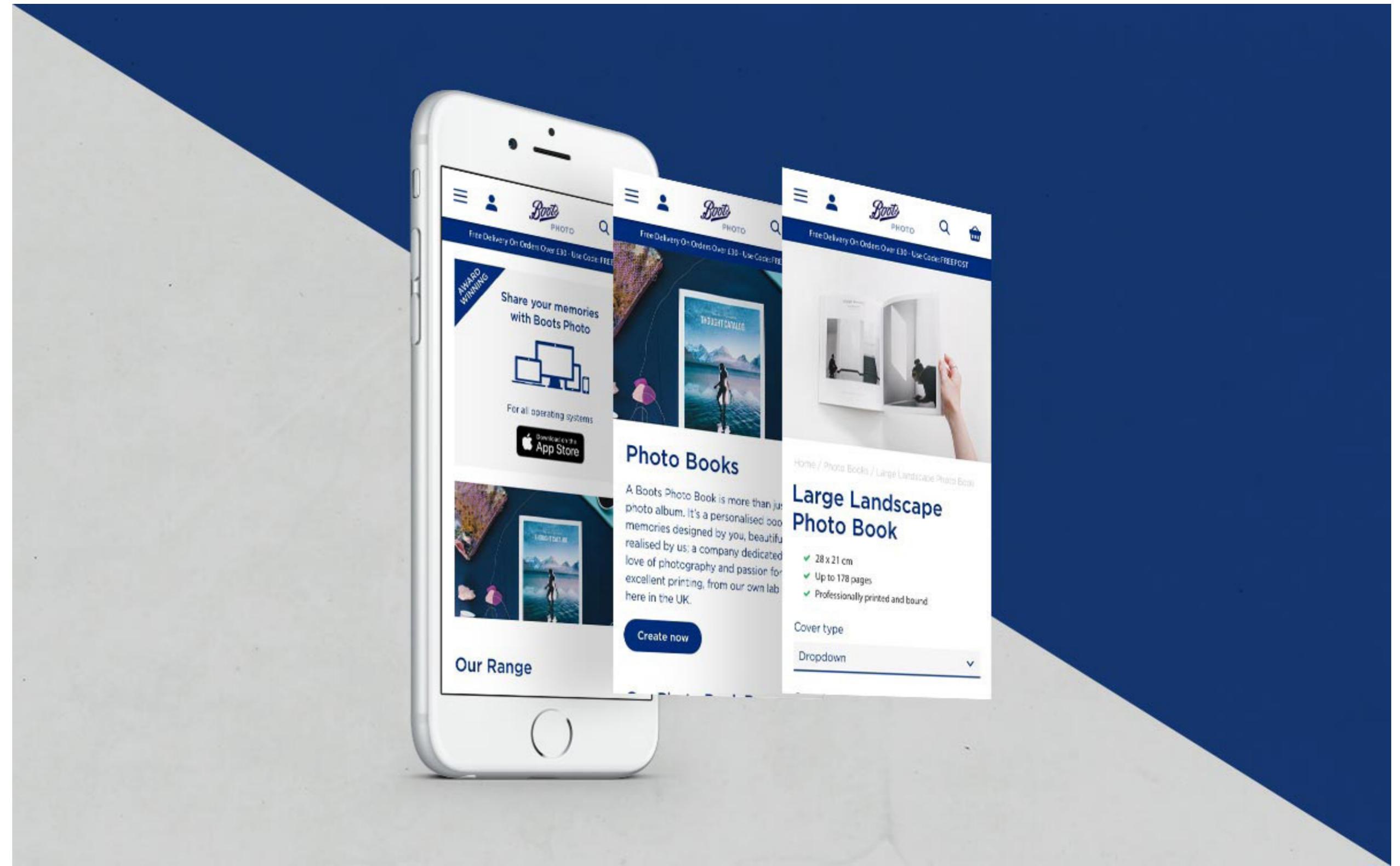


Responsive Design

There are many page types on this website but the core user journey is home page, category page and product page, which would then open into a product editor. The product editor itself was developed by a different team so will not be included here.

Mobile

Again, I designed for mobile first with all content blocks being displayed in a single column apart from product cards being displayed in a double column to prevent the page from becoming too long. I also made use of horizontal space by making some block horizontally scrollable.



Free Delivery On Orders Over £40 - Use Code: FREEPOST40

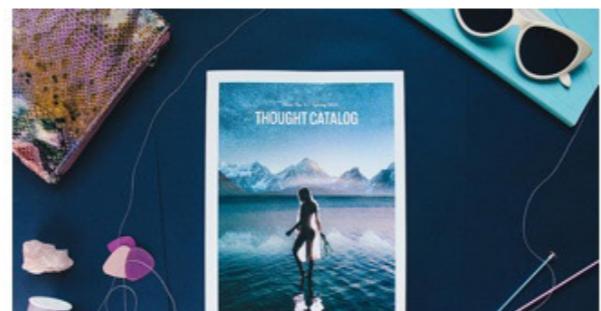
AWARD WINNING

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with Boots Photo



For all operating systems

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App Store



Our Range

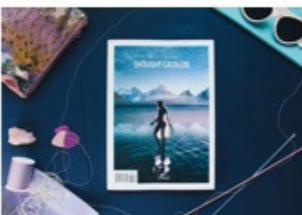


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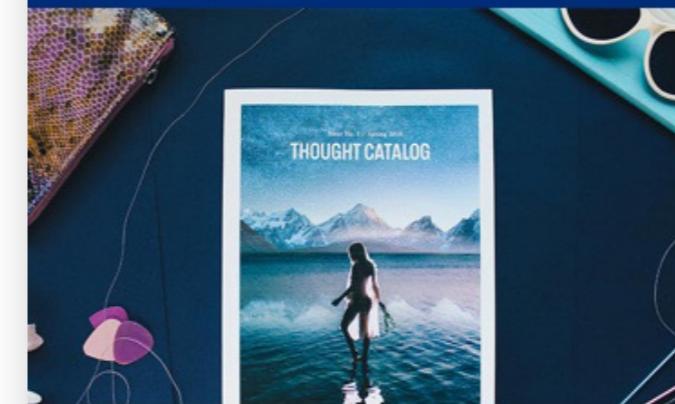
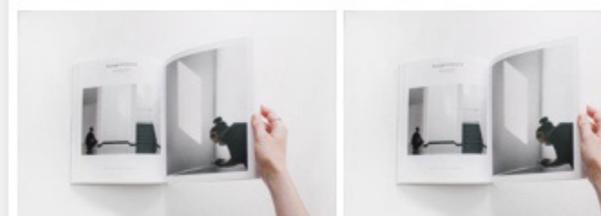


Photo Books

A Boots Photo Book is more than just a photo album. It's a personalised book of memories, made beautifully. We are a company dedicated to photography with a passion for excellent printing, from our own lab right here in the UK.

Create now

Our Photo Book Range



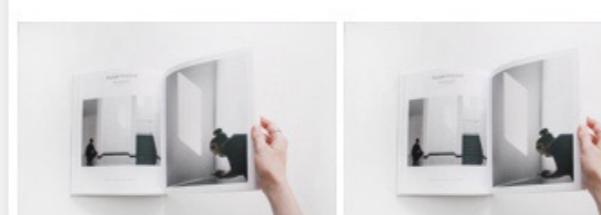
Large Landscape Photo Book

28 x 21 cm
from £19.99



Large Landscape Photo Book

28 x 21 cm
from £19.99



Large Landscape Photo Book

Large Landscape Photo Book

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Home / Photo Books / Large Landscape Photo Book

Large Landscape Photo Book

- ✓ 28 x 21 cm
- ✓ Up to 178 pages
- ✓ Professionally printed and bound

Cover type

Dropdown

Cover type

Dropdown

from £28.99

Create now

Delivery Returns policy

Estimated delivery by: Thu 26th Sep
Delivery charge: £4.25

Details

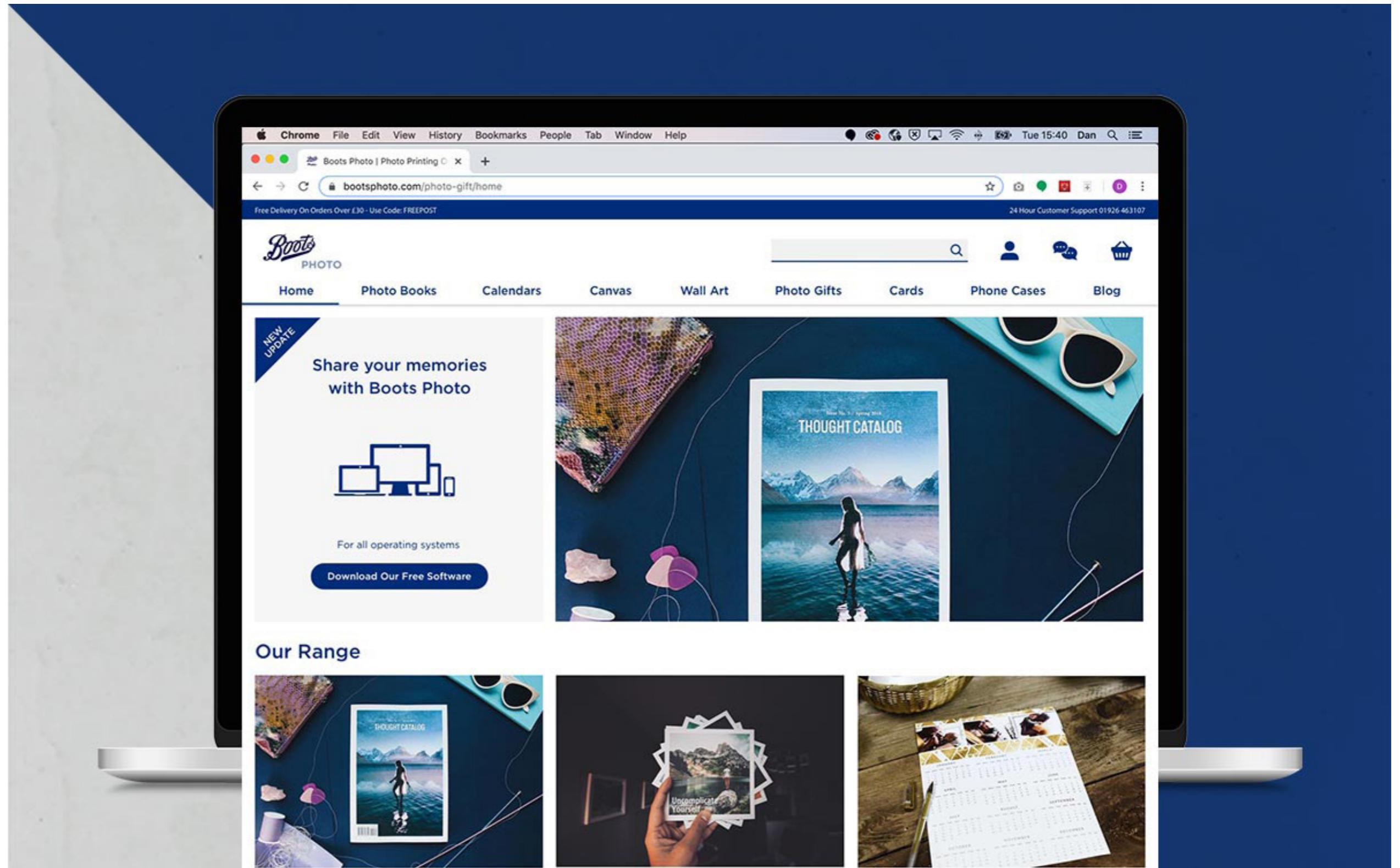
+

Papers

+

Desktop

On desktop, all content tends to sit in columns of two three or four, with some content spanning across two columns. The majority of text has purposefully been left aligned because this makes text blocks easier to read.



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24 Hour Customer Support 07926 463111

Home Photo Books Calendars Canvas Wall Art Photo Gifts Cards Phone Cases Blog

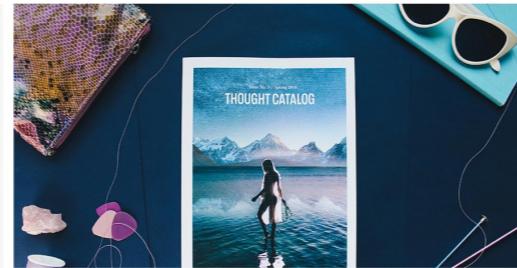
NEW UPDATE

Share your memories with Boots Photo



For all operating systems

[Download Our Free Software](#)



Our Range



PHOTO BOOKS
Share your memories with Boots Photo. Make someone extra happy this year with an extra thoughtful gift, filled with special moments.



CARDS
Share your memories with Boots Photo. Make someone extra happy this Christmas with an extra thoughtful gift, filled with special moments.



CALENDARS
Share your memories with Boots Photo. Make someone extra happy this Christmas with an extra thoughtful gift, filled with special moments.



WALL ART
Share your memories with Boots Photo. Make someone extra happy this Christmas with an extra thoughtful gift, filled with special moments.



PHOTO PRINTS
Share your memories with Boots Photo. Make someone extra happy this Christmas with an extra thoughtful gift, filled with special moments.



PHOTO GIFTS
Share your memories with Boots Photo. Make someone extra happy this Christmas with an extra thoughtful gift, filled with special moments.

Featured Products


Square Photo Book
28 x 21 cm
from £19.99


Large Landscape Photo Book
28 x 21 cm
from £19.99


Square Prints
28 x 21 cm
from £19.99


Appointment Calendar
28 x 21 cm
from £19.99

Tips, tricks and ideas


Photo Book Inspiration with Tom and Rebecca
We love this photo book because it is bold, the paper quality is awesome and the print quality is second to none.
[Read more...](#)


Photo Book Inspiration: The Northern Lights
This Photo Book from photographer Martin Kulhavy contains some of the most impressive photography we've ever seen.
[Read more...](#)


How to Hang a Picture Perfectly, Every Time
Hanging pictures needn't be a challenge. Follow our tips and you can create a stylish display that really enhances your room.
[Read more...](#)

Excellent

Based on 17,827 reviews

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PHOTO BOOKS

A Boots Photo Book is more than just a photo album. It's a personalised book of memories, made beautifully. We are a company dedicated to photography with a passion for excellent printing, from our own lab right here in the UK.

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We're a UK manufacturer, and a proud part of Europe's number one photo company.

Our Promise

We want you to love your Boots photo book. If you're not 100% happy, we'll help you out, no matter what.

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Have questions or need advice? Our UK based customer support team are always ready to help.

Our Customers love us

Rated 91 out of 10
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Paper Types, Covers and Finishing Touches

Cover Types

Make your masterpiece stand out with one of our stylish photo book covers. Choose from five options, whichever you want to create a linen, softcover or hardback photo book, you've got the flexibility to do just that. Each cover is designed to give your creation the perfect finishing touch – the final flourish of style to your extra special Boots photo book.

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Paper Types

Choose from six paper types, each of which has been specially selected for its unique properties. With our photographic papers, you can create lay flat photo books; perfect for displaying your photos in all their glory across a double page spread. Make your Boots photo book even more beautiful with the perfect paper.

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Add Highlights to the cover of your photo book to give it a professional finish. You can choose from subtle silver or gloss Highlights, and bring out the beauty of your cover design. You can add Highlights to clip art, text and other design elements like frames and borders, and they will instantly make your creation look and feel like a professional book.

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Product Details

Say hello to our most popular photo book, the Large Landscape. The perfect size for any occasion and all sorts of stories, it's easy to see why our customers love it so much. With enough room for all of your best pictures, this large photo book is also a convenient size for your bookshelf or coffee table. With 26 pages as standard, you can add extra pages in increments of 4 up to a total of 154 pages.

Those holiday photos and travel snaps will look right at home in a Large Landscape photo book. As its name suggests, it's perfect for landscape pictures and panoramic shots. We recommend laying them out over a double page to really show off that stunning scenery.

Customise the cover with your favourite photo or a selection of snaps to show a few highlights of your trip and hey presto, you've got a personalised photo book that you'll love looking through again and again.

Reviews

4.8 / 5 • 73 reviews 

Elaine 2 hours ago

I love creating these as I know that my photos always look so good once Crew have worked their magic.

bobalong 36 hours ago

Great quality book



Create your book now

Design dilemmas? Feeling stuck while you make a For storytellers and journal keepers, your words are every bit as important as your photos. When you create a photo book, we put a huge range of typography options at your fingertips. Get creative with font choices, colours, orientation and more, so you can present your words your own way.

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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

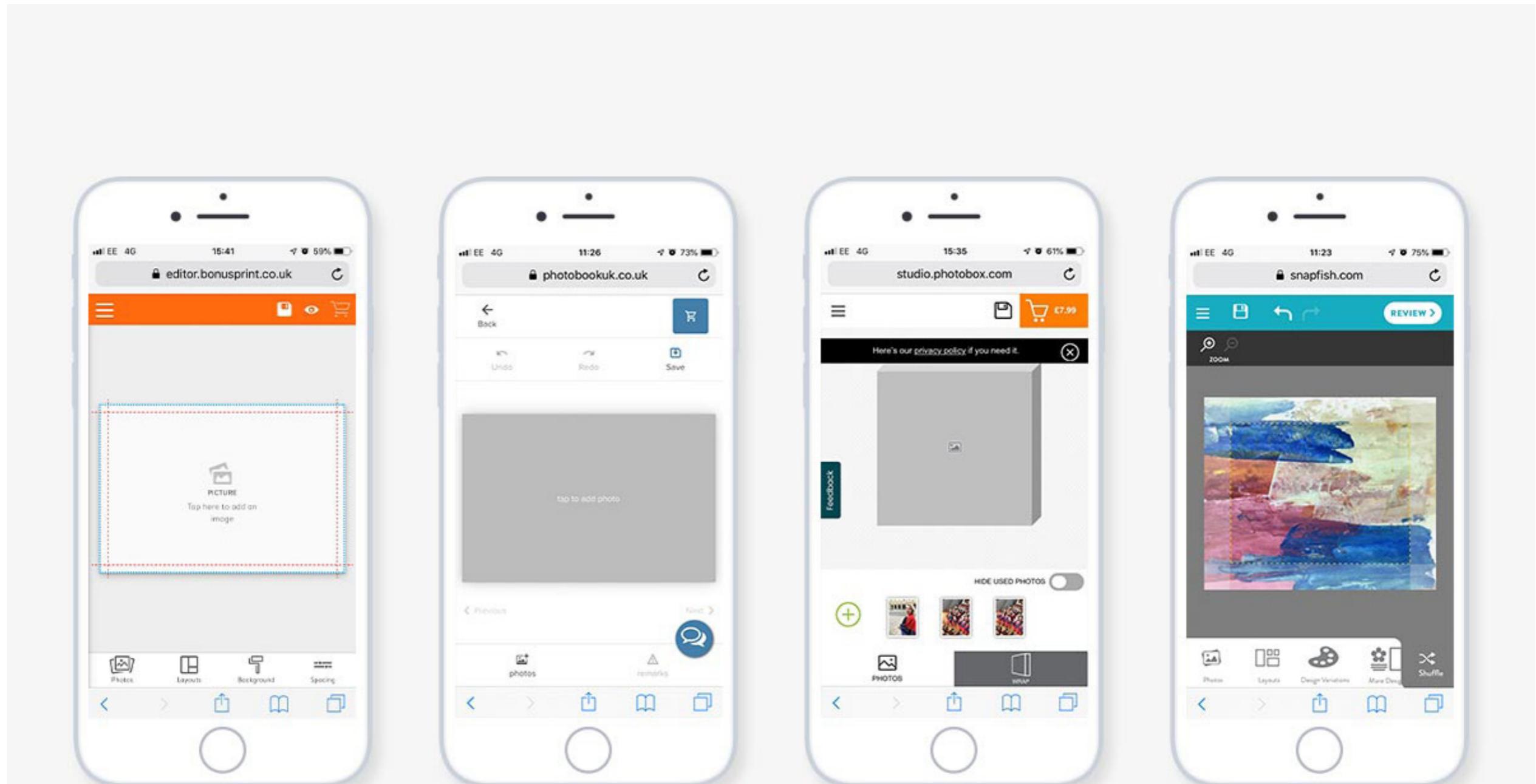
I also did some research into best in class product page headers to identify design trends emerging across websites with lots of traffic. This included looking at: how product galleries work and what gestures they recognise; whether thumbnail images are used on mobile; where the price is located; and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

The image displays four screenshots of product pages from different e-commerce platforms, illustrating various design trends in product headers:

- Amazon.co.uk Product Page:** Shows a search bar for "nike vortex" and a promotional banner for a £10 promo code. The main product image is a black Nike Air Vortex shoe. Below it are dropdown menus for "Size" and "Colour", and a price range of £64.99 - £166.37. Buttons for "Add to Basket" and "ADD TO LIST" are visible.
- Etsy Product Page:** Shows a search bar for "wall art". The main product image is a framed map of a city with the text "CHOOSE YOUR CITY STATE/COUNTRY". Below it is a "Bestseller" badge, a price of £5.99+, and a "Select Size" dropdown. A text field for personalization is present, along with a "256" watermark and an "Add to basket" button.
- Nike Product Page:** Shows a search bar for "Men's Shoe". The main product image is a tan and white Nike Air Vortex shoe. Below it are three smaller thumbnail images of the same shoe in different colorways. A "Select Size" dropdown and a "Size Guide" table are shown, which includes rows for UK sizes 5.5 through 13 and EU sizes 39 through 46.
- Nordstrom Product Page:** Shows a search bar for "Summer Crop Tank". The main product image is a woman wearing a pink tank top and dark shorts. Below it are two other images of the same outfit. A "Passion Coral" color swatch is highlighted. A "Size" dropdown and a "Select" button are visible. At the bottom, there are buttons for "Add to Bag" and "Add to Wish List".

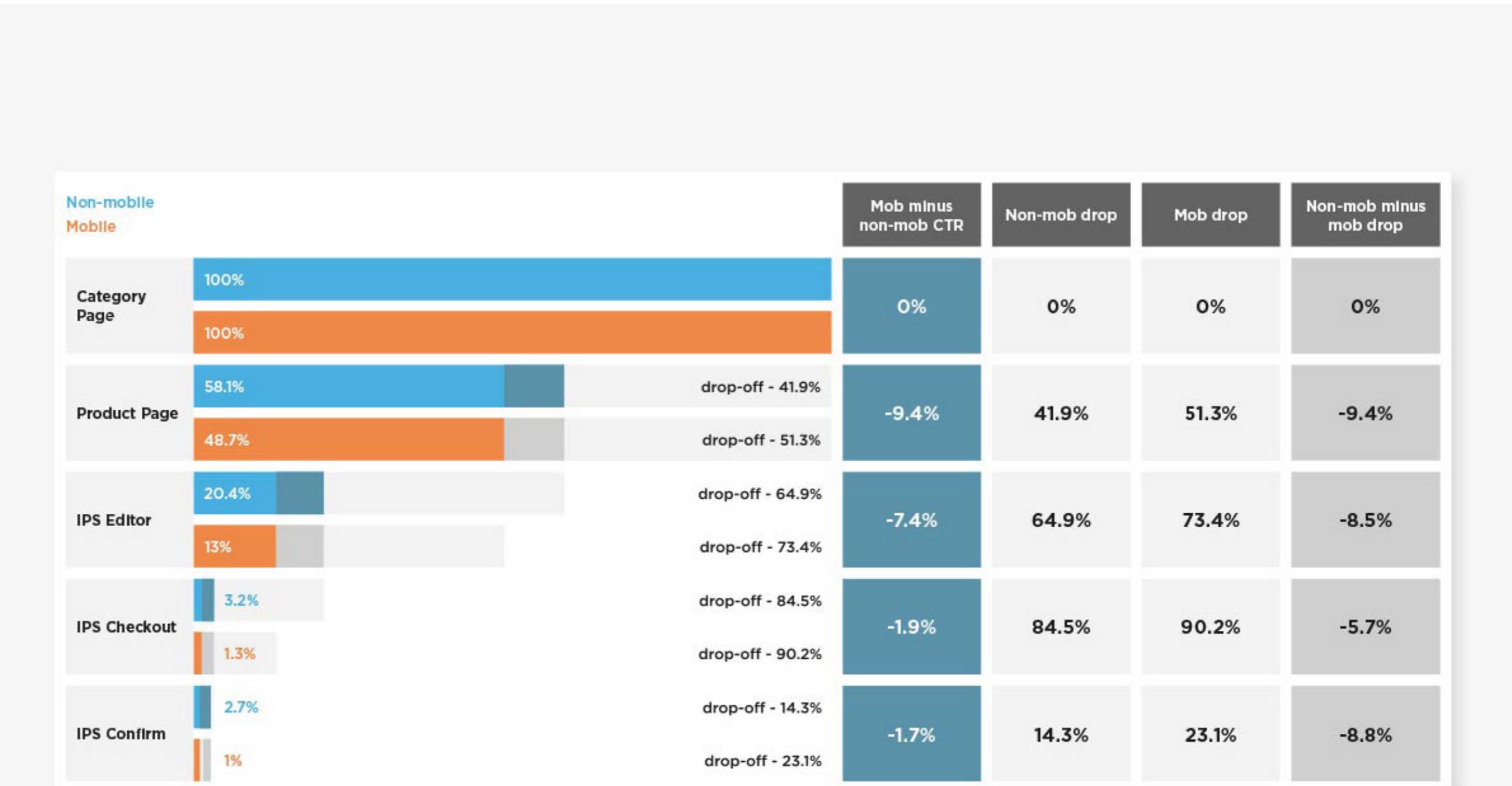
Product Editor

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 were 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

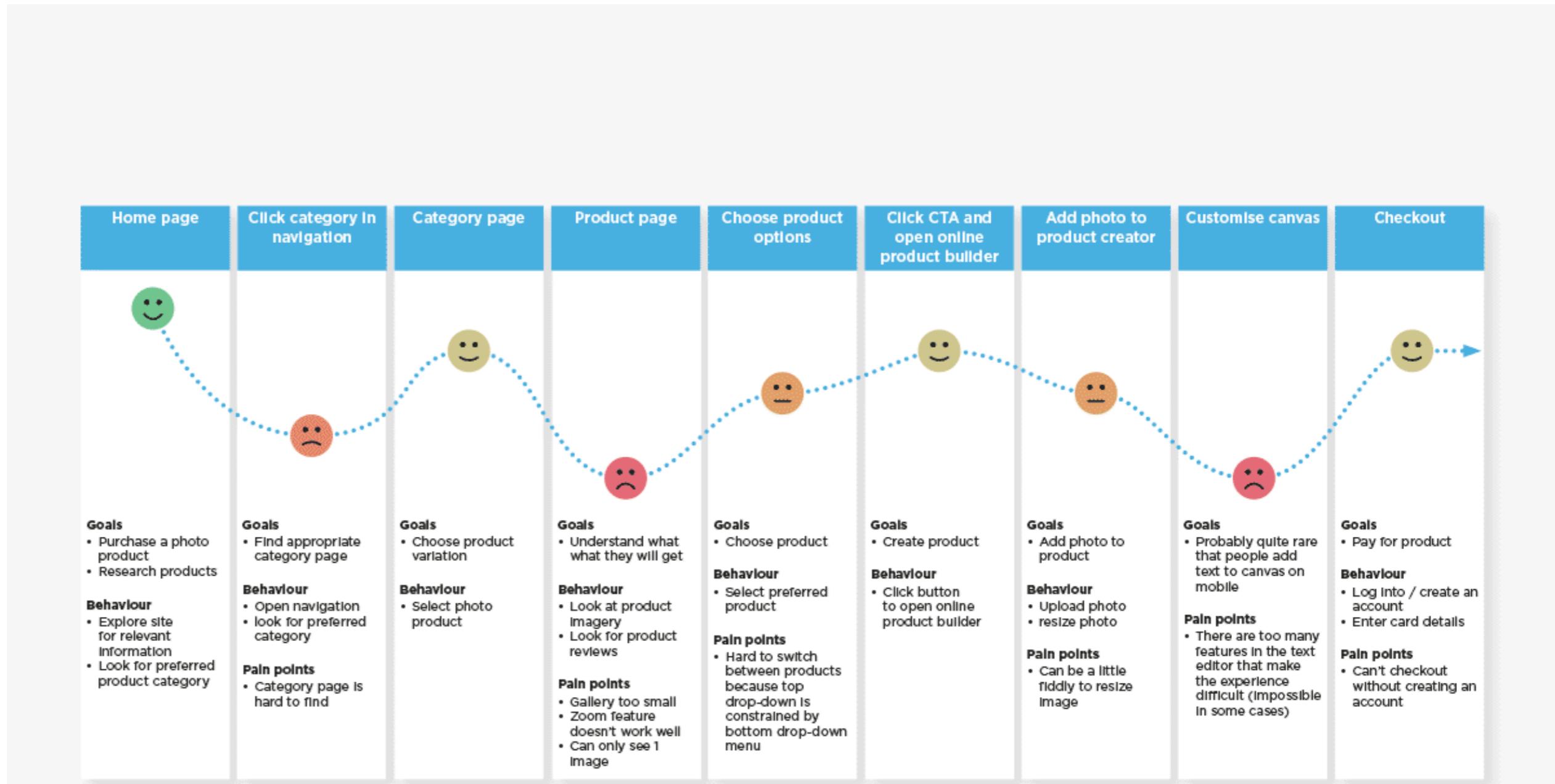
I worked alongside an analyst to get some data from our site, including a fallout funnel showing both mobile and non-mobile data, and a table showing visits, orders, revenue and conversion rate. Two points in the journey that stood out to me where users dropping out at the product page and at the first 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.



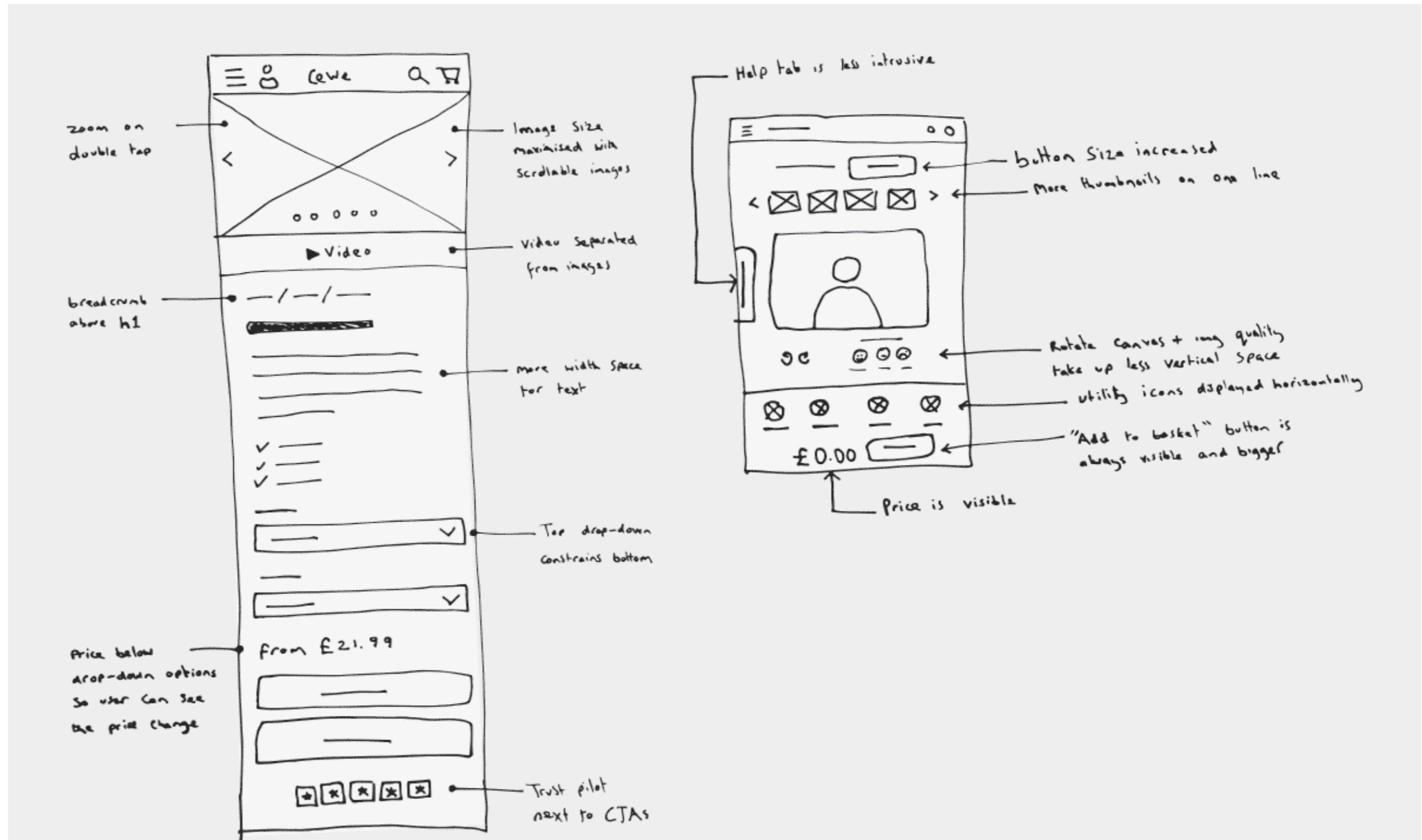
Triage Issues

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

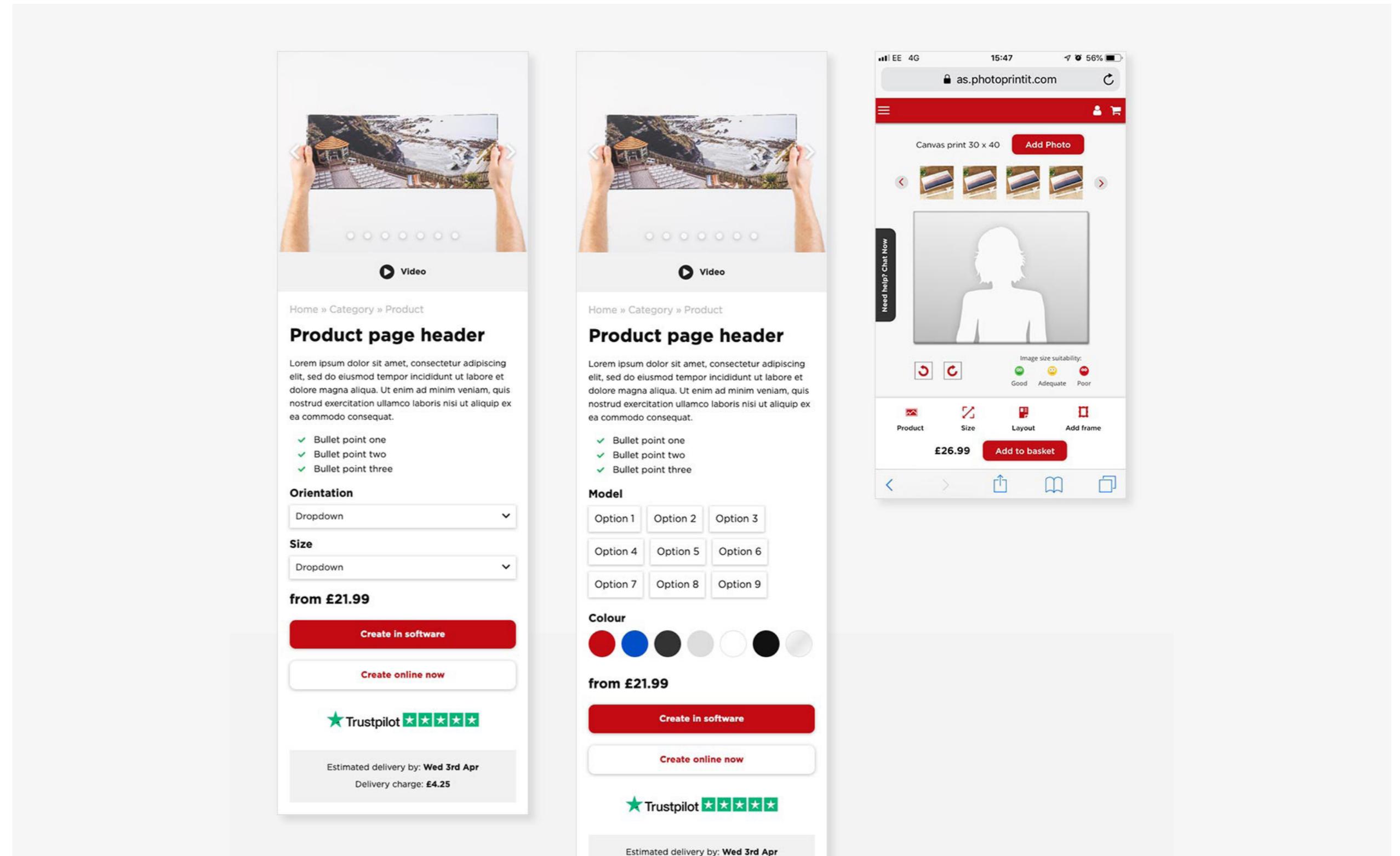
Low-fidelity Designs

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

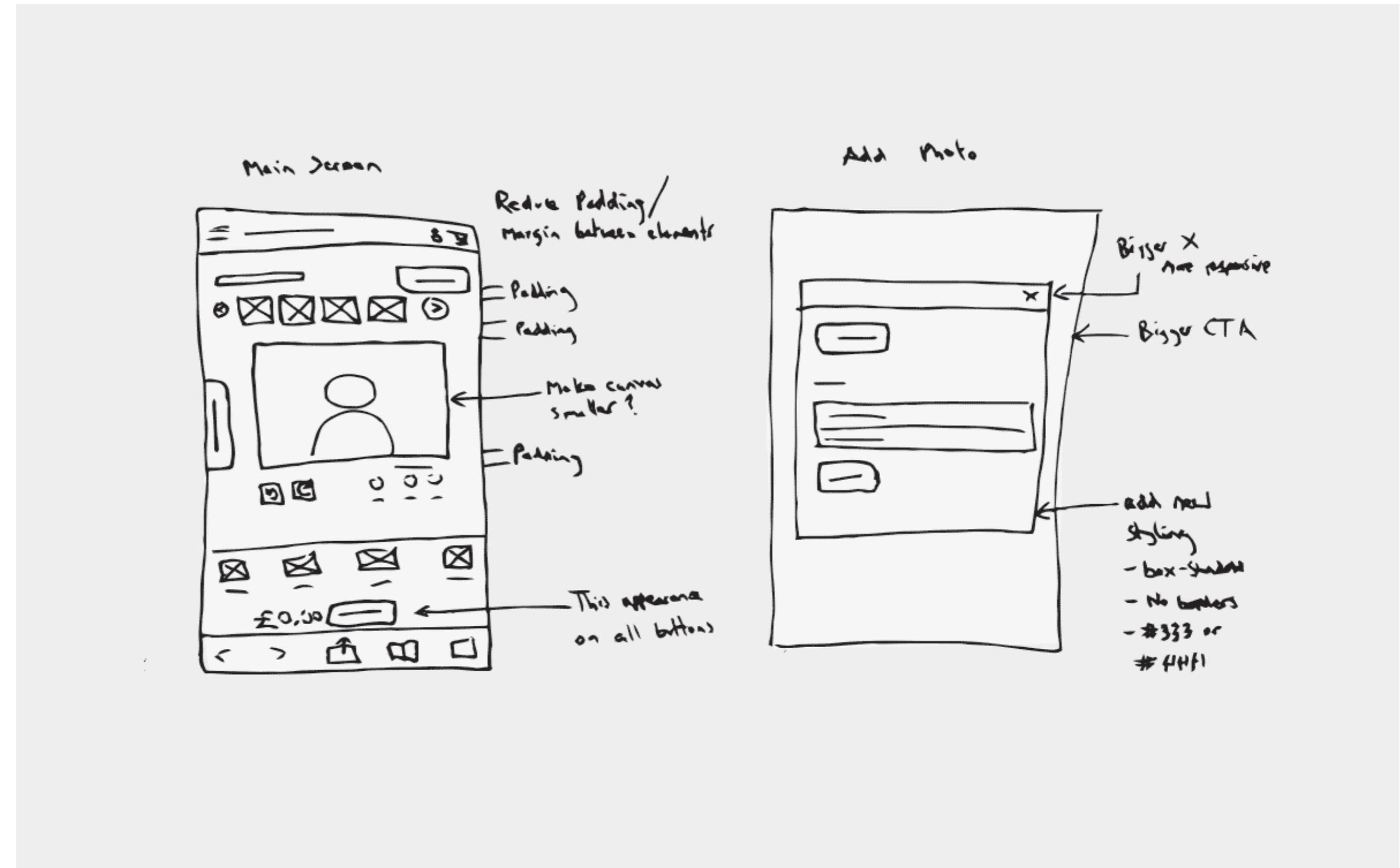
I created some wireframes to pass over to dev for building, explaining how controls behave when the user interacts with them.

The wireframe shows a product page with the following components and behaviors:

- 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.



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

| Month of Year ↑ Page: 1 / Rows: 4 | 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 | out of 393,343 | out of 281,633 | out of -28.40% | out of -28.40% | Visits | IPS Orders | out of 3,104 | out of 3,054 | out of -1.61% | out of -1.61% | Visits | IPS Orders | out of 62,735 GBP | out of 62,586 GBP | out of -0.24% | out of -0.24% | Visits | IPS Revenue | out of 62,586 GBP | out of -0.24% | | |
| 1. January | 39,027 | 9.9% | 27,661 | 9.8% | -29.12% | -29.12% | 223 | 7.2% | 140 | 4.6% | -37.22% | -37.22% | 0.57% | 0.51% | -9.95% | 3,991 GBP | 6. | 4,032 GBP | 6. | 1.02% | | | | |
| 2. February | 27,926 | 7.1% | 18,242 | 6.5% | -34.68% | -34.68% | 173 | 5.6% | 109 | 3.6% | -36.99% | -36.99% | 0.62% | 0.60% | -1.96% | 2,922 GBP | 4. | 2,528 GBP | 4. | -13.50% | | | | |
| 3. March | 31,125 | 7.9% | 21,896 | 7.8% | -29.65% | -29.65% | 193 | 6.2% | 123 | 4.0% | -36.27% | -36.27% | 0.62% | 0.56% | -7.60% | 4,031 GBP | 6. | 3,346 GBP | 5. | -17.00% | | | | |
| 4. April | 21,040 | 5.3% | 15,458 | 5.5% | -26.53% | -26.53% | 119 | 3.8% | 84 | 2.8% | -29.41% | -29.41% | 0.57% | 0.54% | 0.65% | 3,215 GBP | 5. | 2,102 GBP | 3. | -34.60% | | | | |
| 5. May | 32,613 | 8.3% | 17,819 | 6.3% | -45.36% | -45.36% | 96 | 3.1% | 121 | 4.0% | 26.04% | 26.04% | 0.29% | 0.68% | 127.15% | 2,398 GBP | 3. | 3,893 GBP | 6. | 62.31% | | | | |
| 6. June | 42,435 | 10.8% | 18,610 | 6.6% | -56.14% | -56.14% | 121 | 3.9% | 147 | 4.8% | 21.49% | 21.49% | 0.29% | 0.79% | 155.39% | 2,322 GBP | 3. | 3,741 GBP | 6. | 61.14% | | | | |
| 7. July | 27,044 | 6.9% | 23,595 | 8.4% | -12.75% | -12.75% | 140 | 4.5% | 193 | 6.3% | 37.86% | 37.86% | 0.52% | 0.82% | 54.27% | 3,090 GBP | 4. | 3,990 GBP | 6. | 29.13% | | | | |
| 8. August | 23,044 | 5.9% | 29,077 | 10.3% | 26.18% | 26.18% | 117 | 3.8% | 235 | 7.7% | 100.85% | 100.85% | 0.51% | 0.81% | 47.10% | 2,498 GBP | 4. | 3,855 GBP | 6. | 54.32% | | | | |
| 9. September | 24,375 | 6.2% | 26,603 | 9.4% | 9.14% | 9.14% | 168 | 5.4% | 303 | 9.9% | 80.36% | 80.36% | 0.69% | 1.14% | 56.17% | 3,898 GBP | 6. | 4,927 GBP | 7. | 26.40% | | | | |
| 10. October | 37,392 | 9.5% | 38,449 | 13.7% | 2.83% | 2.83% | 213 | 6.9% | 517 | 16.9% | 142.72% | 142.72% | 0.57% | 1.34% | 125.76% | 4,719 GBP | 7. | 10,324 GBP | 16 | 118.77% | | | | |
| 11. November | 55,425 | 14.1% | 44,235 | 15.7% | -20.19% | -20.19% | 1,069 | 34.4% | 1,082 | 35.4% | 1.22% | 1.22% | 1.93% | 2.45% | 23.02% | 18,317 GBP | 29 | 19,847 GBP | 3' | 8.35% | | | | |
| 12. December | 31,904 | 8.1% | 0 | 0.0% | -100.00% | -100.00% | 472 | 15.2% | 0 | 0.0% | -100.00% | -100.00% | 1.48% | 0.00% | 0.00% | 11,333 GBP | 18 | 0 GBP | 0.0% | -100.00% | | | | |