

# 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.

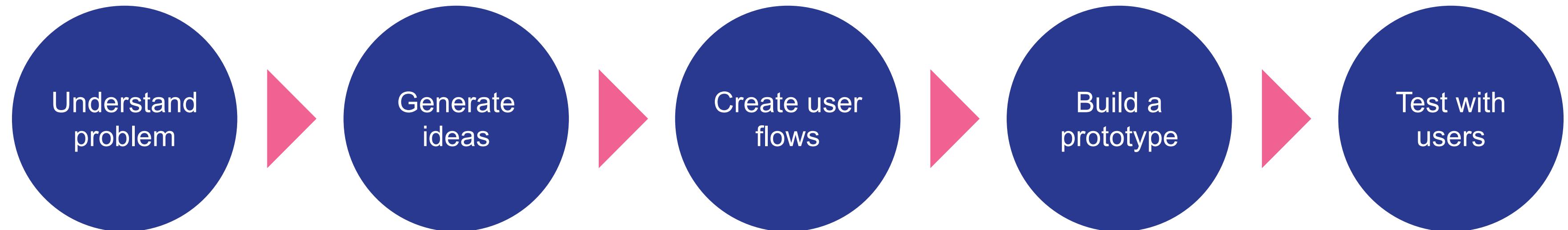
**Supporter**—A third party organisation that offers support in the creation of an LPA.

Note: these are legal terms for each user type.

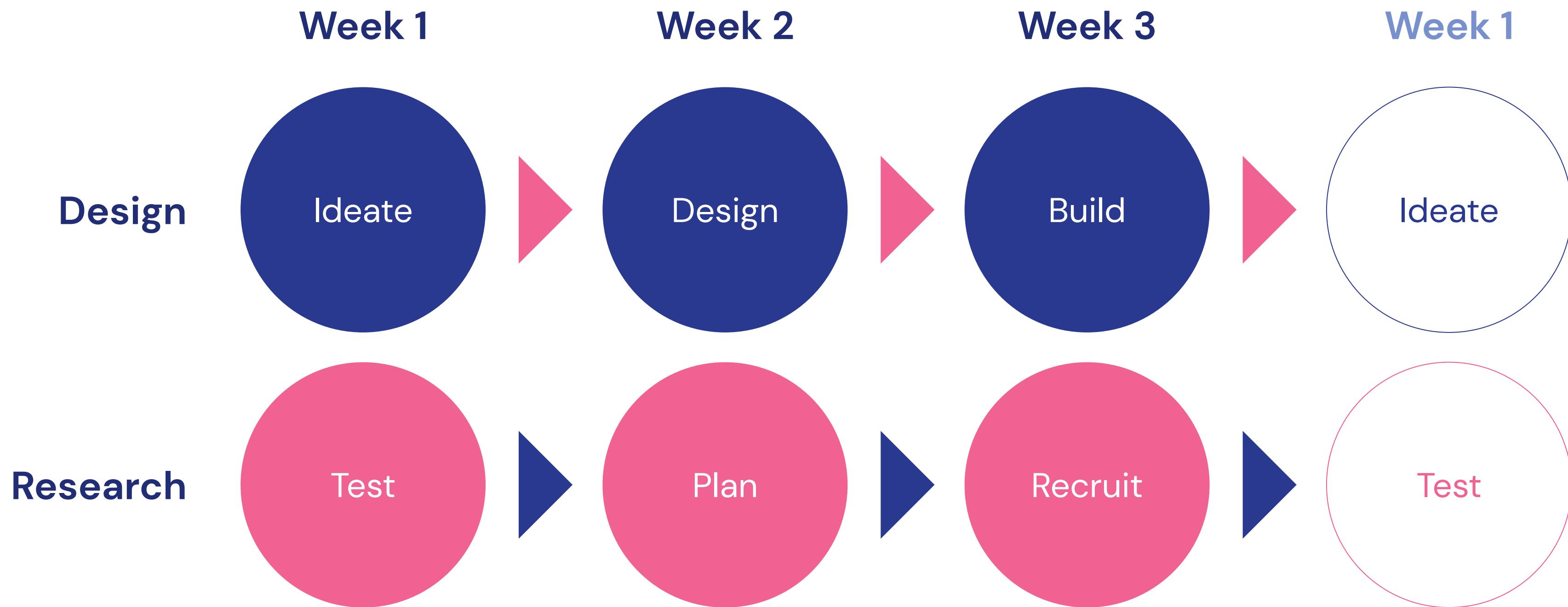
# Design process

# Process

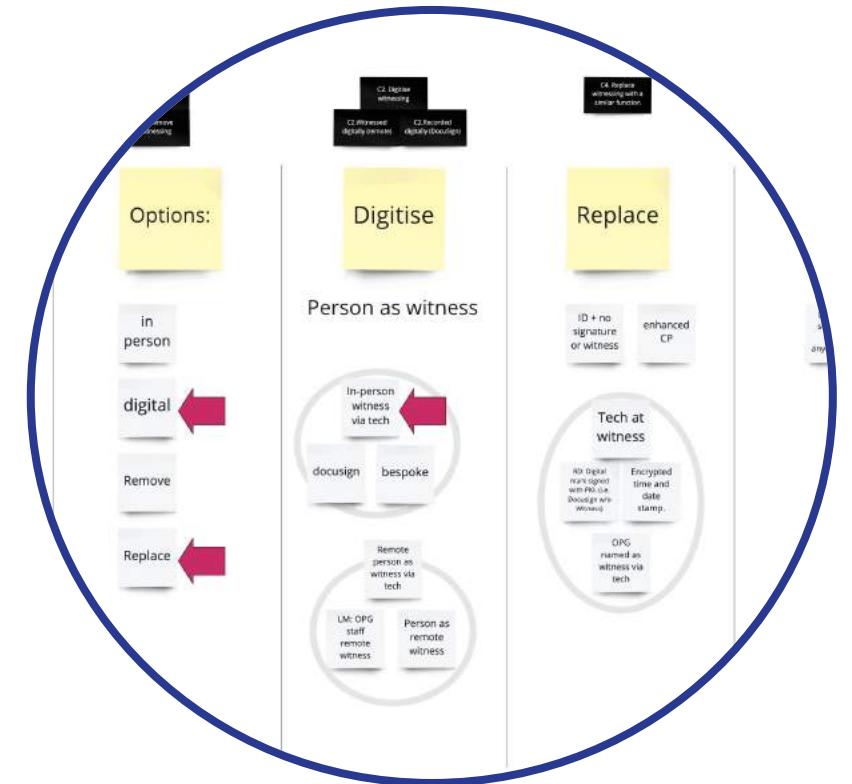
On this project, I used a design led-process where I designed artifacts for testing specific hypotheses. I would start by writing a 'questions and hypotheses' document, then design user flows and finally build a prototype for usability testing. Since we were in ALPHA, we prioritised testing our riskiest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



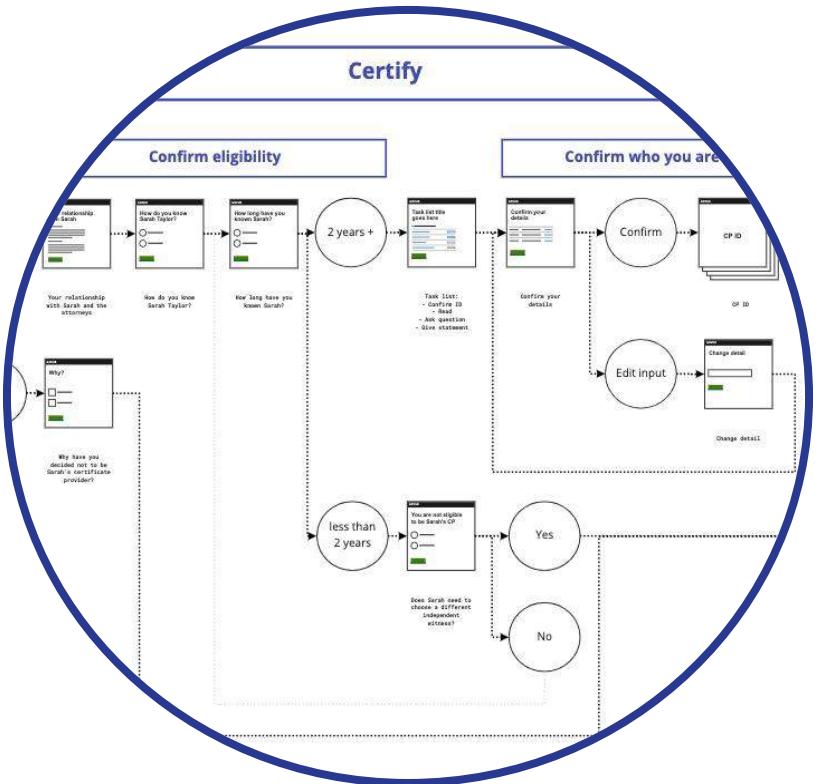
# Sprint cycles



# Activities



Ideation workshop  
with the team



Design user flows  
in Miro

A circular diagram representing building a prototype using a prototyping kit. It shows a file structure and some code:

```
app > views > donor > pay > v1 >
  1  {% extends "layout-back.html" %}
  2  {% block pageTitle %}
  3    Pay | Make a Lasting power of Attorney
  4  {% endblock %}
  5  {% block content %}
  6
  7    

Key-guidance


  8    

Bank


  9    

choose-your-output


 10   > cp
 11   > cp-2
 12   > cp-3
 13   > donor
 14     > decide
 15     > execute/v1
 16     > identity
 17     > pay/v1
 18       > confirmation.html
 19       > donor-contact.html
 20       > donor-details.html
 21       > lpa-type.html
 22       > pay-guidance.html
 23       > pay.html
 24
 25   > who-for.html
 26   post-registration
 27   submit
 28   > witness/v1
 29   > phone.html
 30   > email.html
 31
 32
 33
 34
 35
 36
 37
 38
 39
```

The code editor highlights the "pay.html" file.

Build prototype using  
prototyping kit

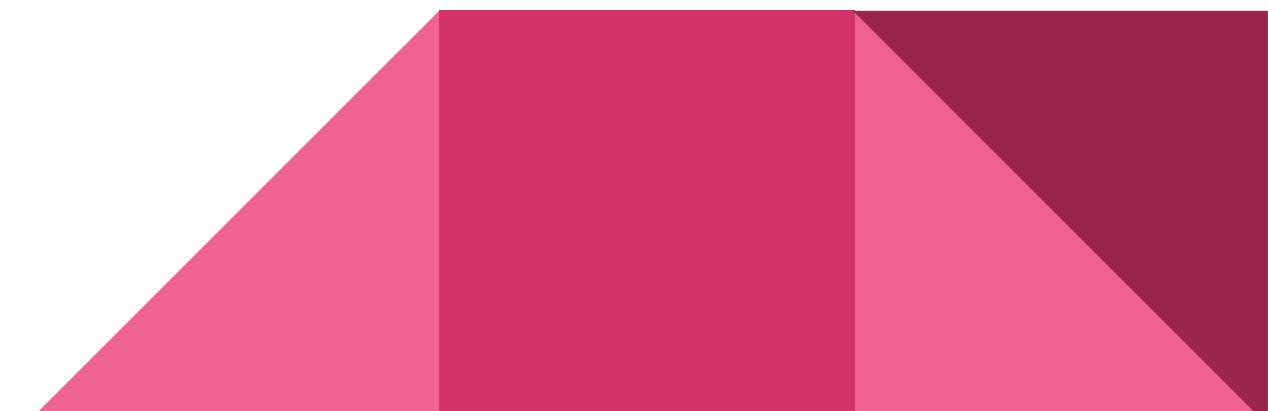


# Digital signature

# Digital signature

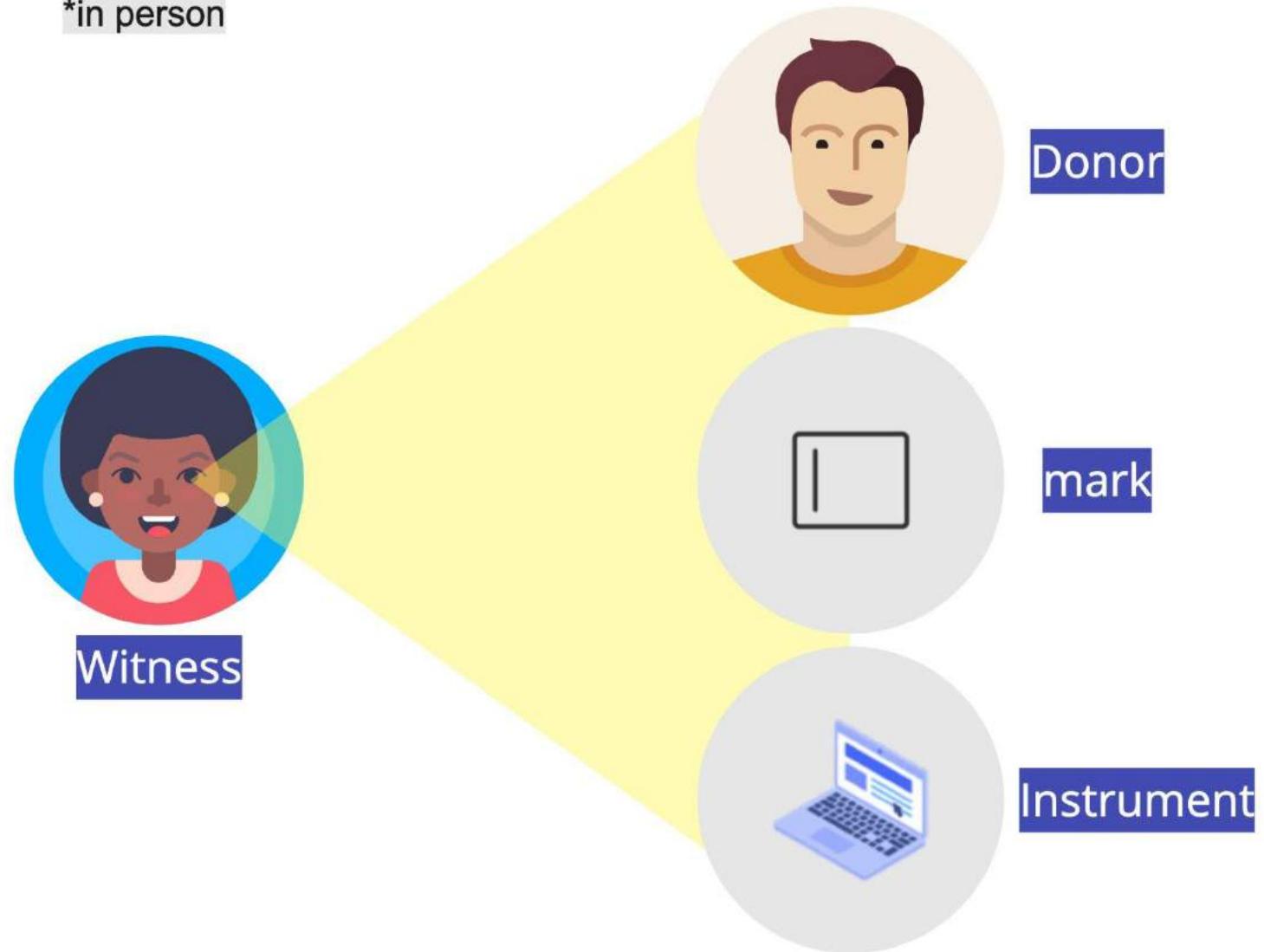
This was by far my favourite problem to solve. Signing a piece of paper with a pen in front of a witness is customary in the UK and is something we have a mental model for. But what happens when we take that interaction and put it online?

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?



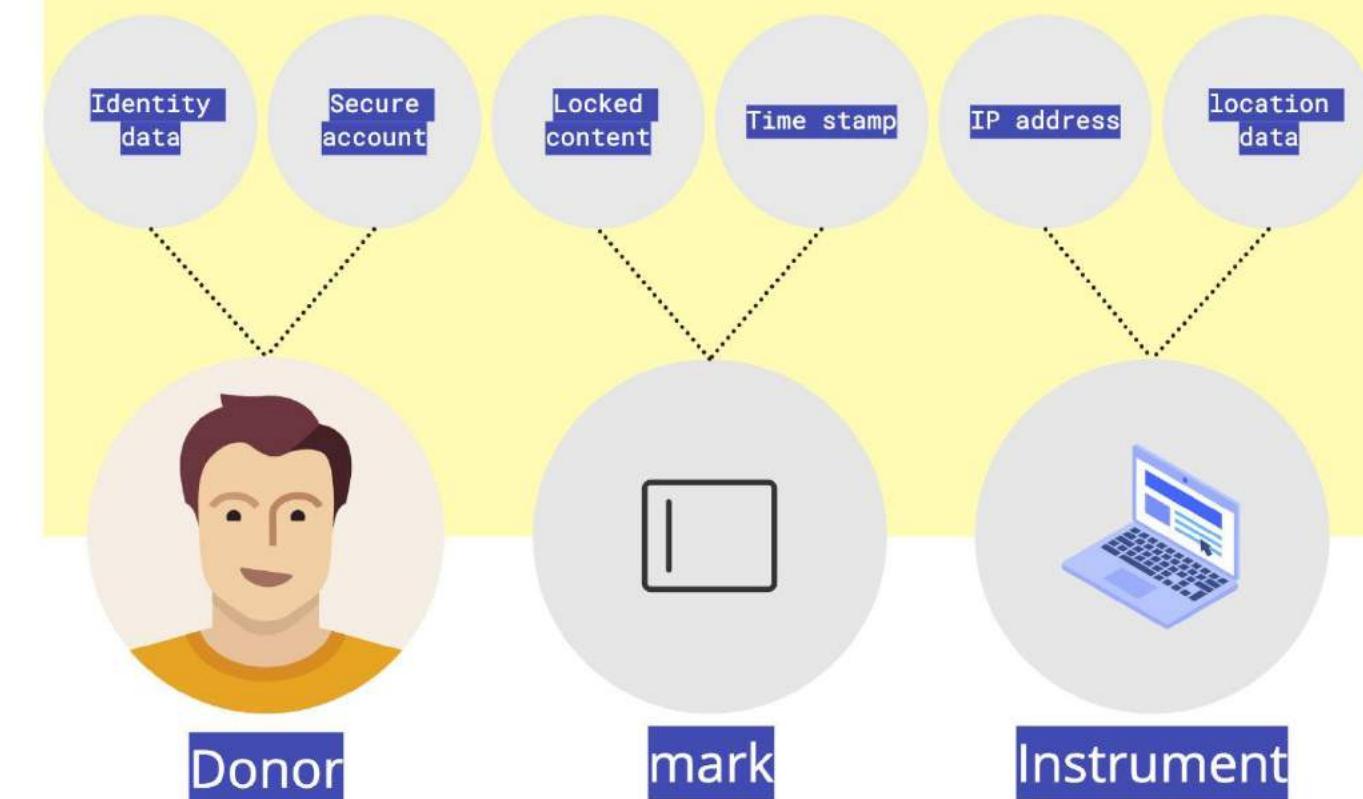
## Digital\*

\*in person



## Replaced

### Technology



# Witnessing in person

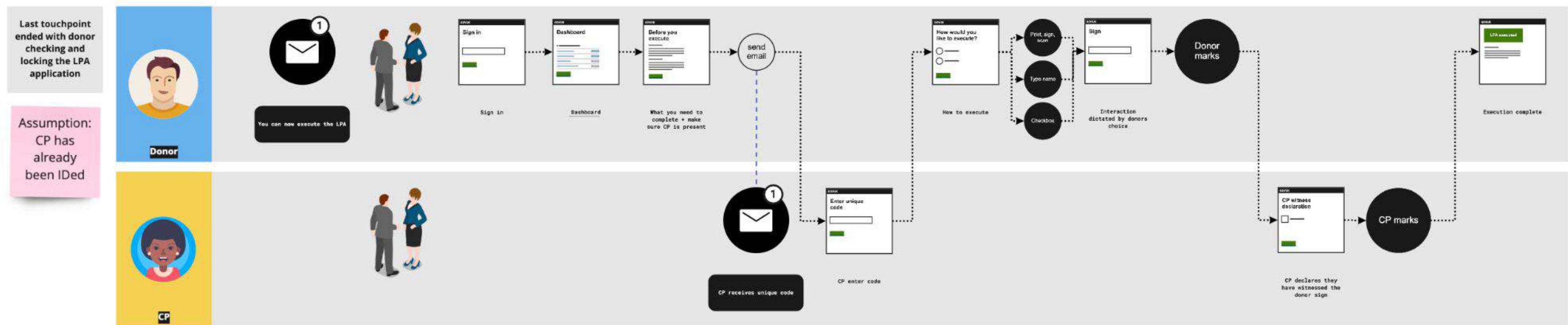
The in-person option still included a number of problems to solve. How many devices should be required for the interaction to happen? What if there is only one digital device in the room? How many users need to be signed in to an account to make complete the journey? How can we guarantee both actors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

# Sign digitally

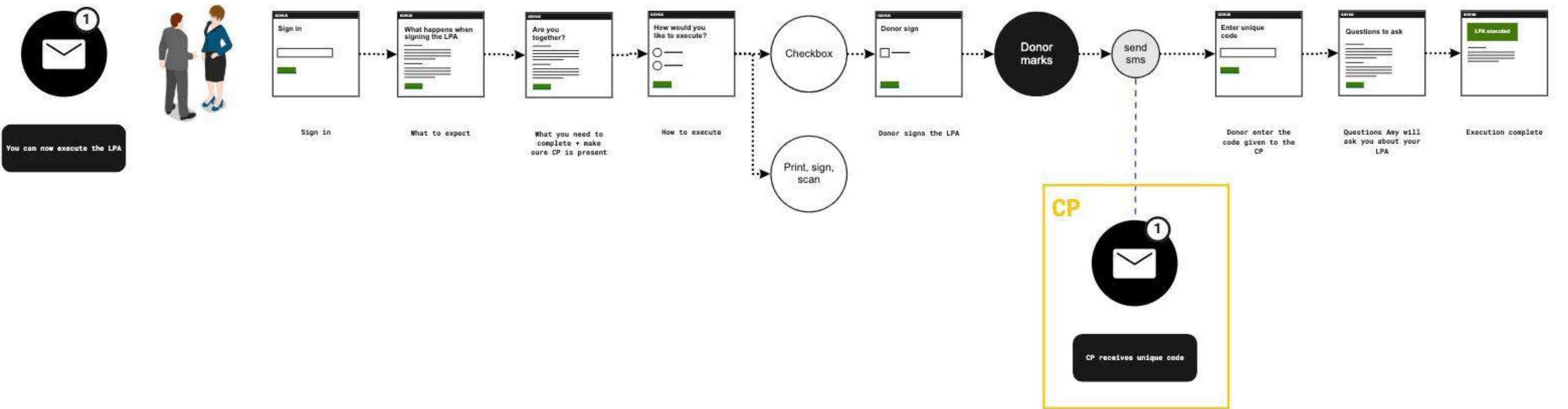
Donor & CP same room



## 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.

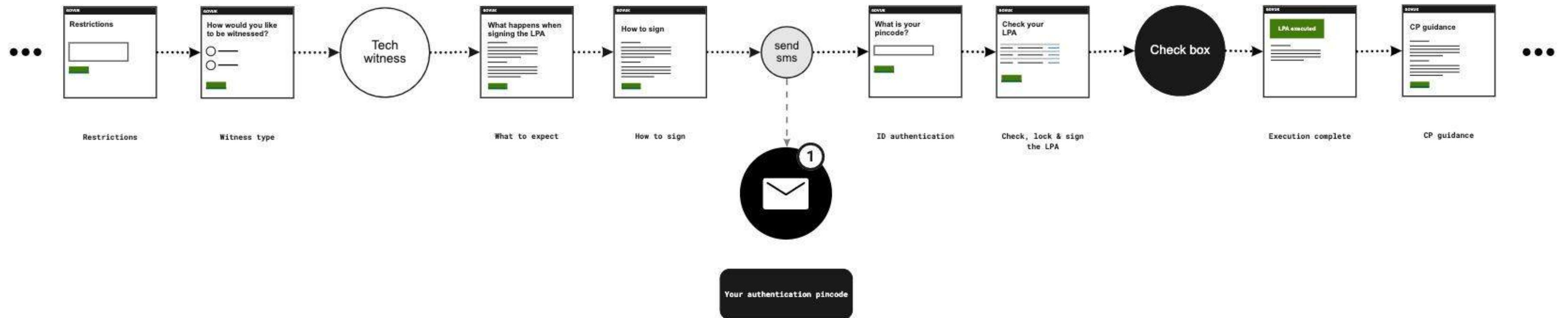
On the other hand, finding a witness can be challenging for some, and what value does witnessing add that couldn't be achieved with technology? Especially in a system that verifies ID.

## 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.

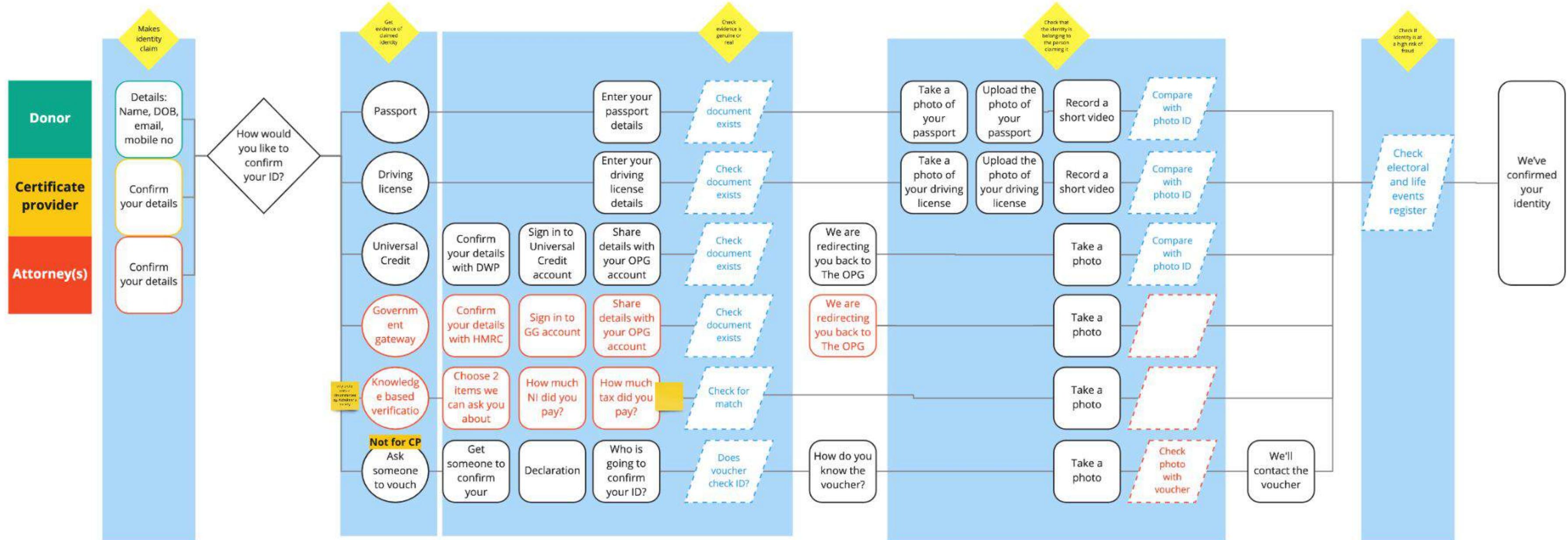
# Replace witness v2

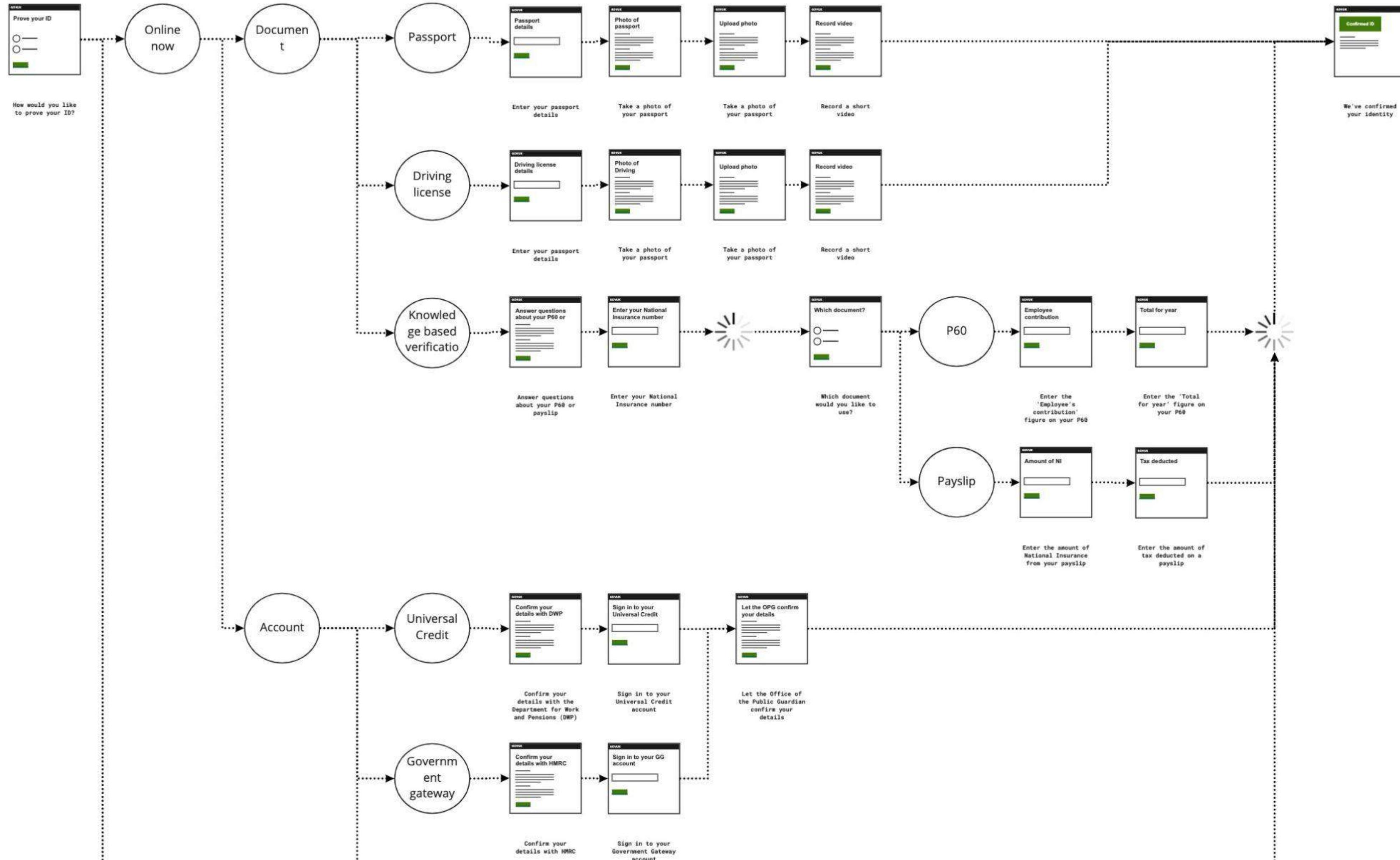


In usability testing, I learned that people preferred the checkbox signature to the type name signature. I also learned that people wanted to see a summary of the LPA on the sign page, so I iterated the journey as above.

# Digital identity

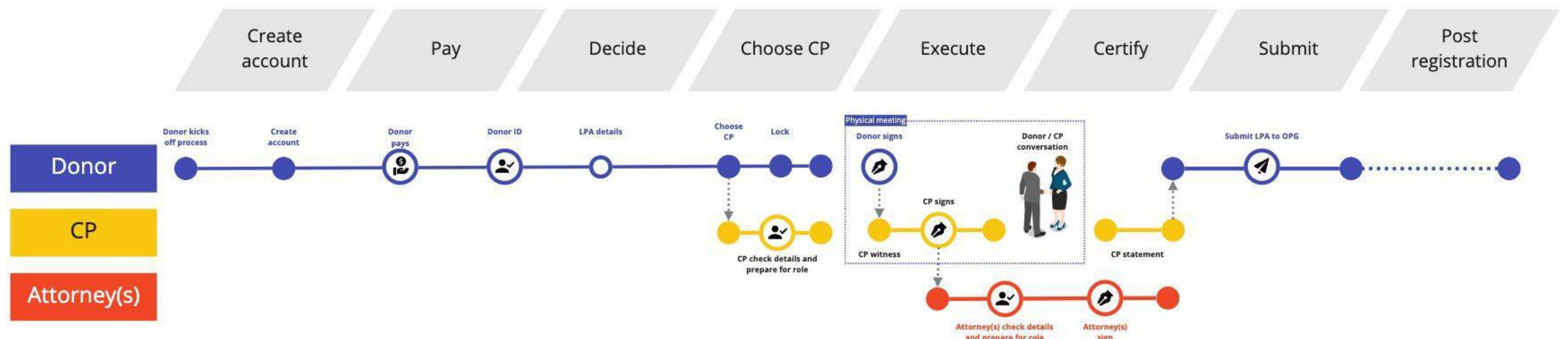
# Digital identity journeys





# User journeys

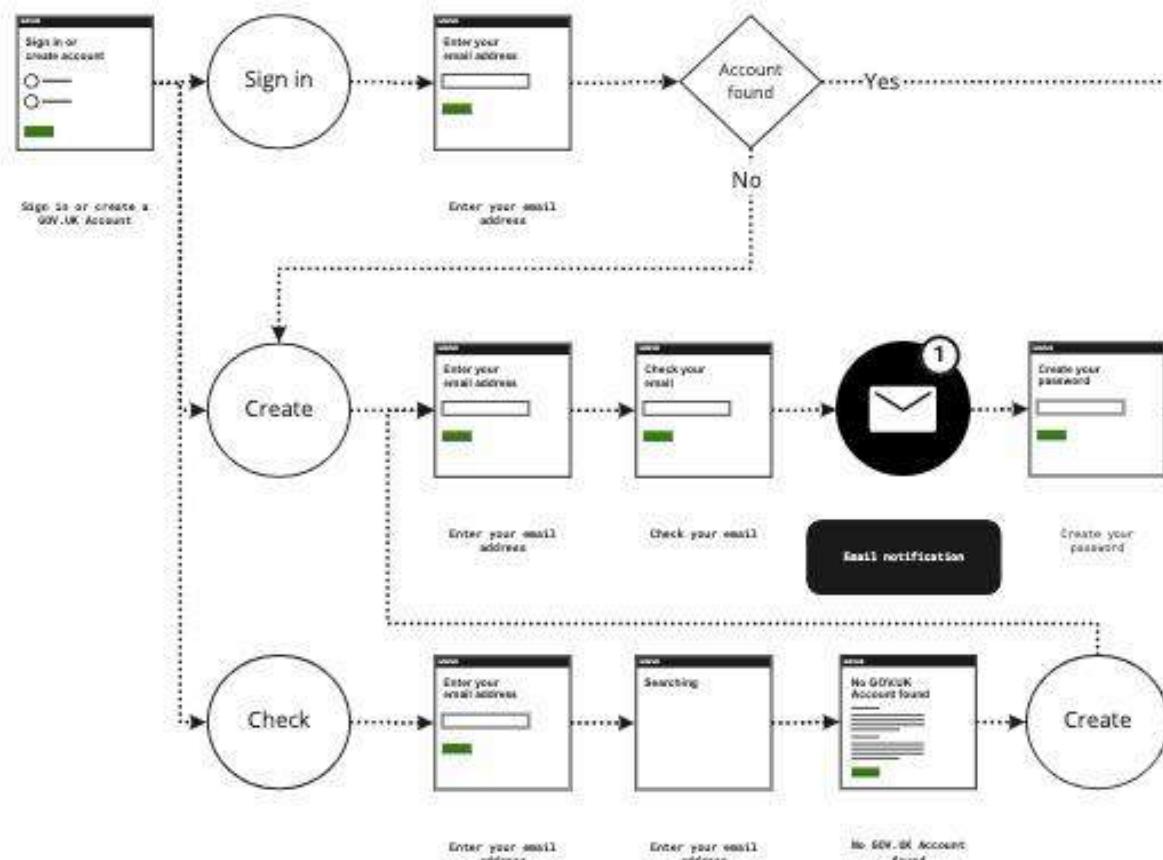
# High-level journey map



# Donor journey

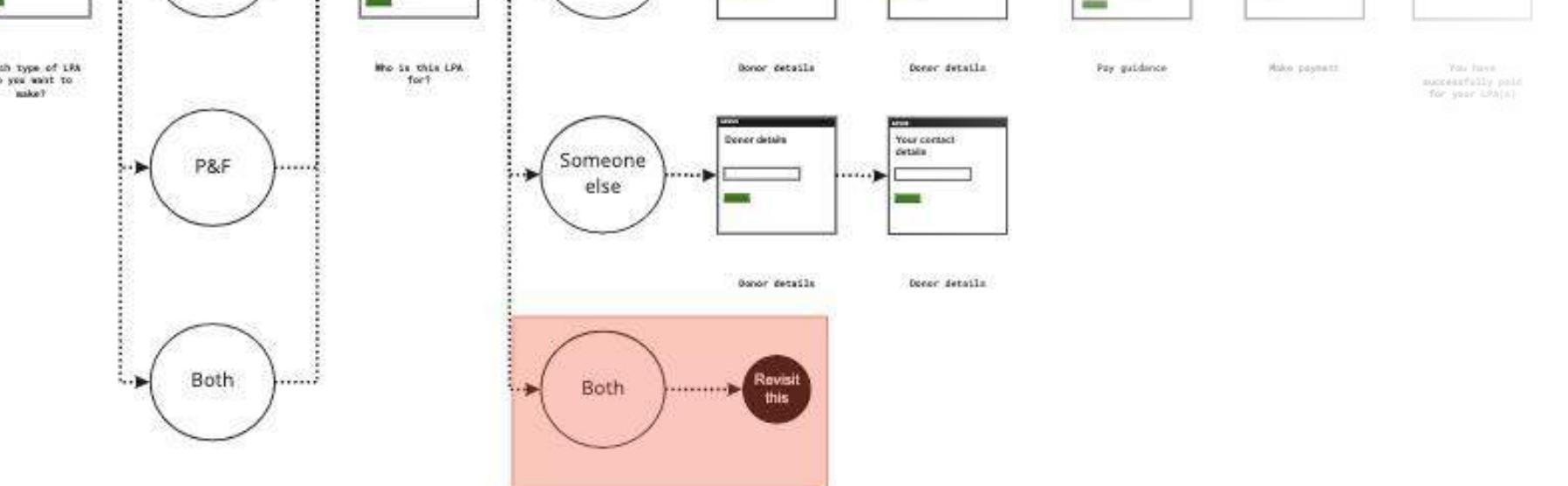
## Sign in / create an account

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

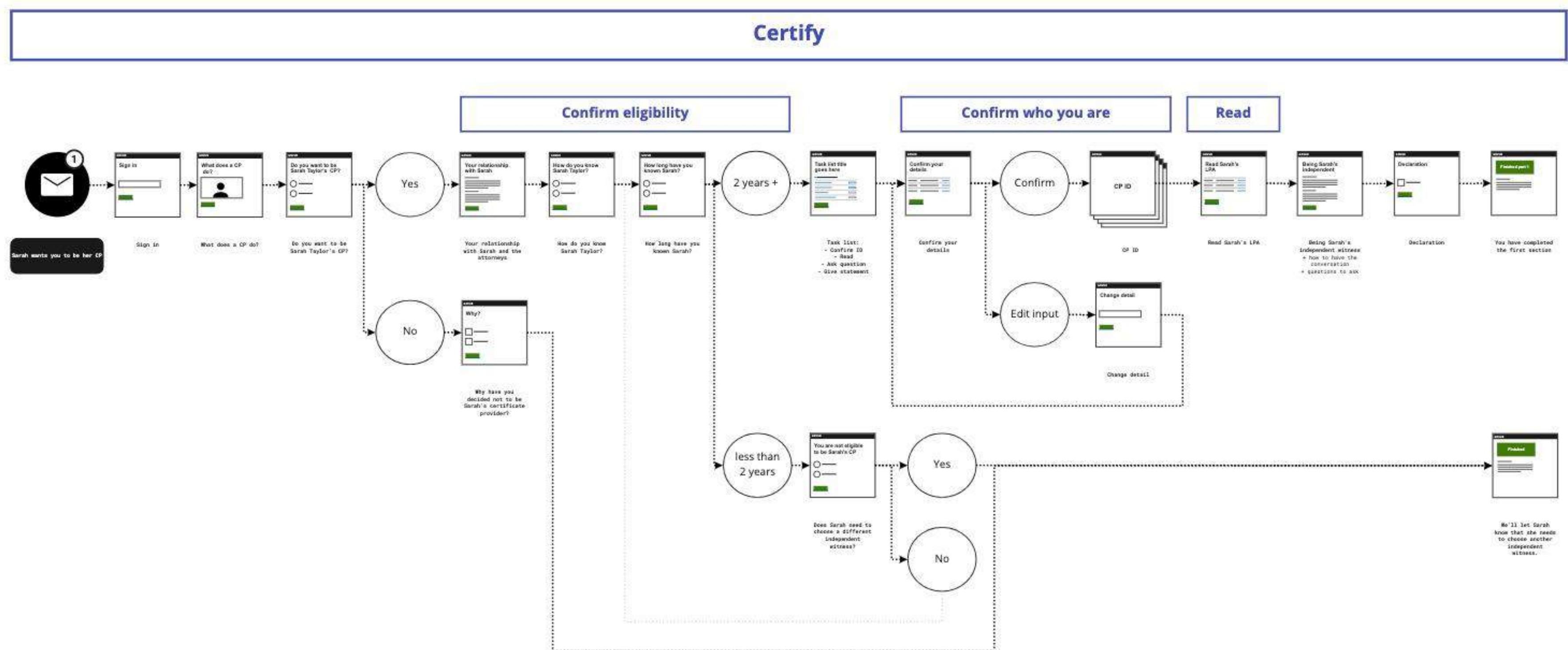


## Pay

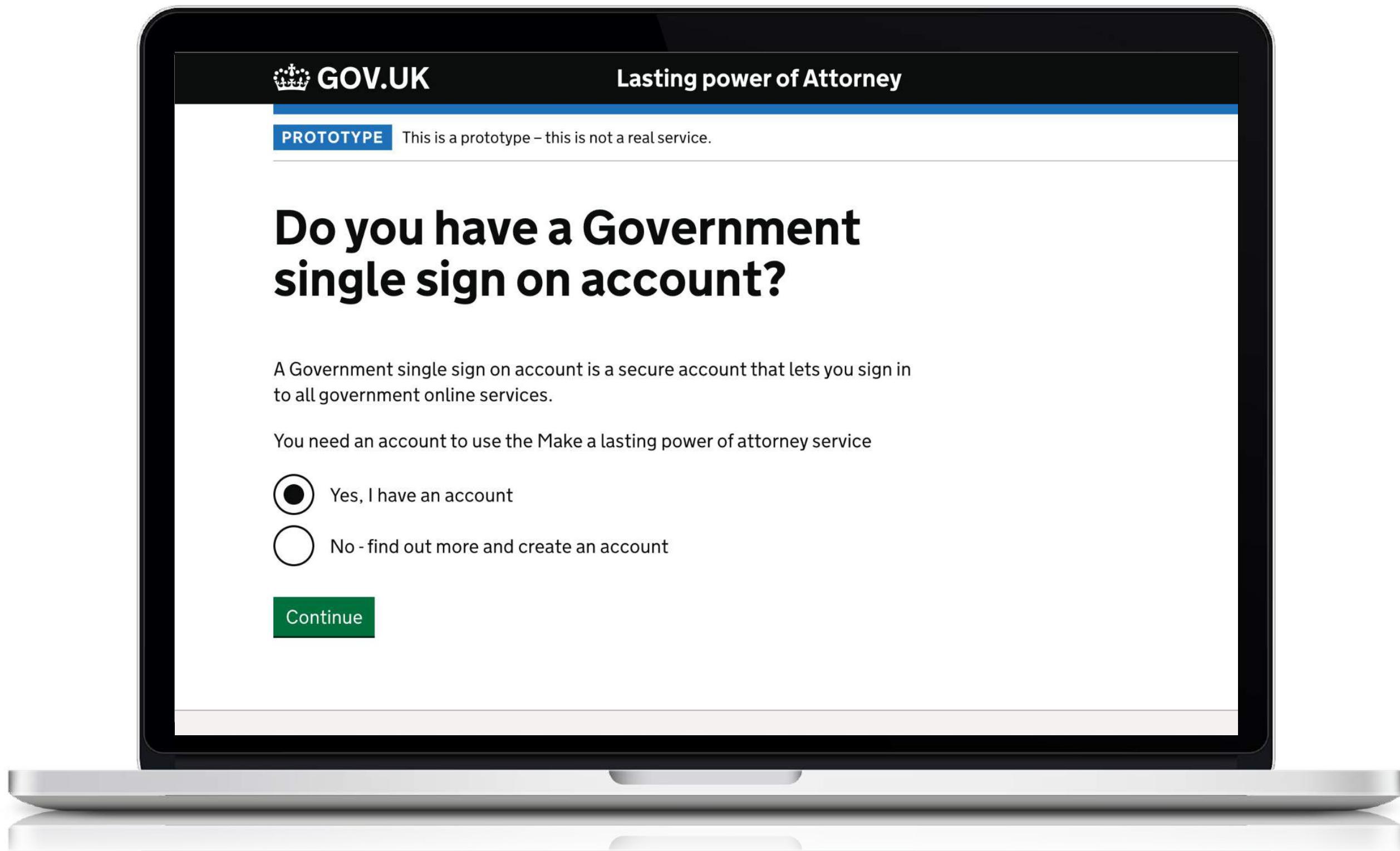
<https://opg-lpa-fd-prototype.herokuapp.com/post-convo/submit>



# 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](http://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...

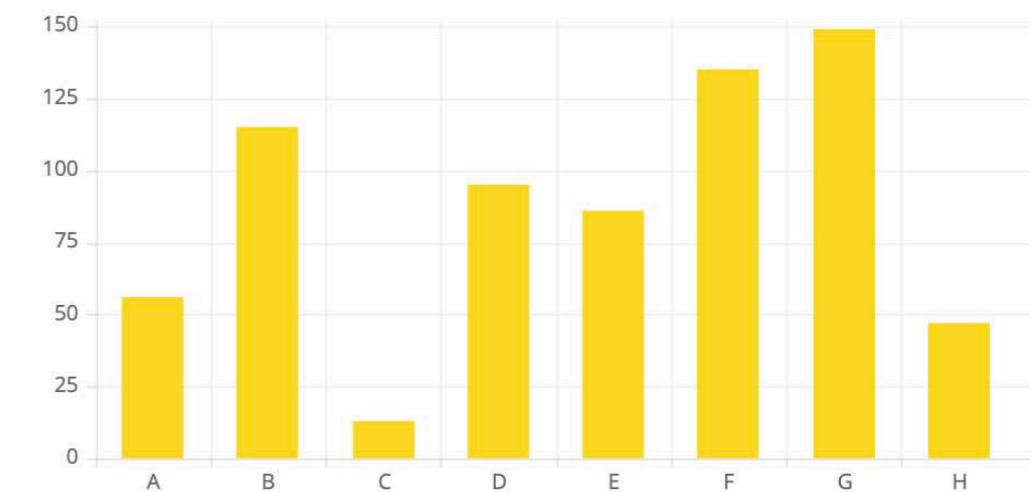
**What changes or improvements would you like to see on our website? \***

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	<b>Examples of photo book layouts</b>	149	<b>31%</b>	<b>21.4%</b>
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



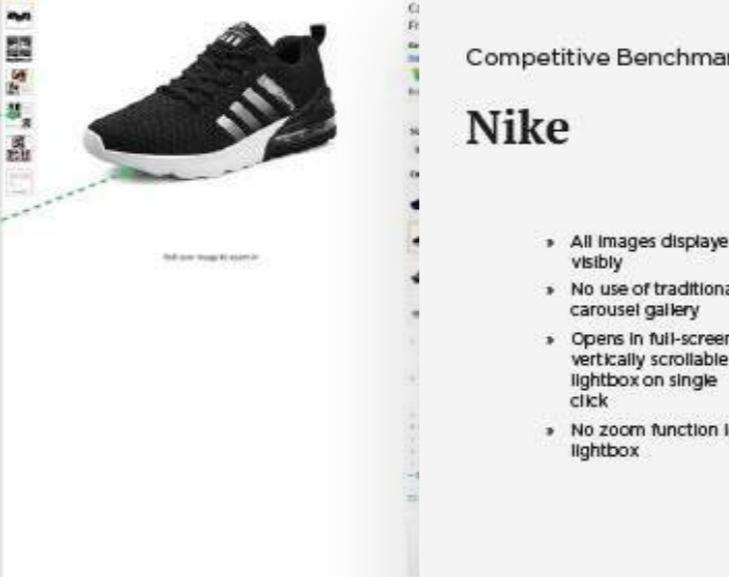
# Competitive benchmarking

## Competitive Benchmarking

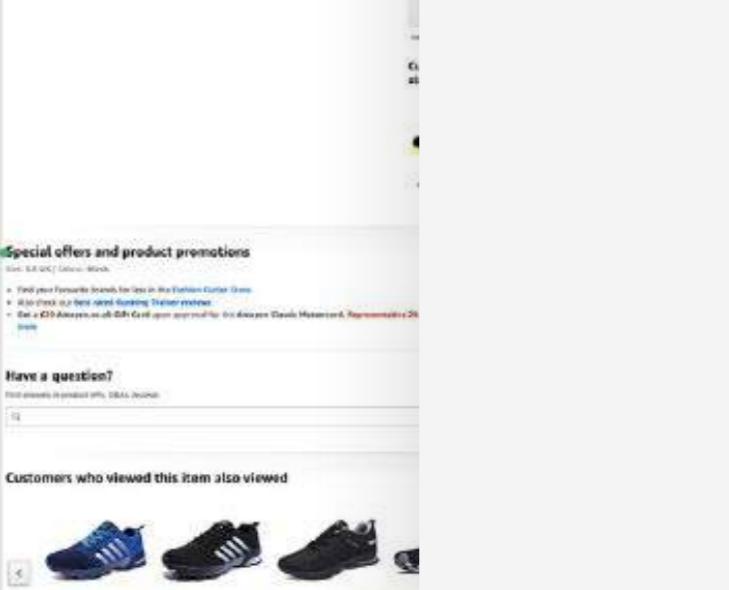
### Amazon



All thumbnails displayed visibly



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



Offer & promotions



More product details

Product details

Delivery information: Visit the Delivery Information tab to see where the item can be delivered. Find out more about our Delivery Terms and Returns Policy.

ASIN: B07K1ZLJWJ

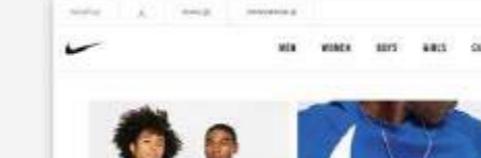
First review example of Amazon.co.uk: 24 Aug. 2018

Average Customer Review: ★★★★☆ (1,000+ reviews)

Amazon Best Sellers Rank: 22,215 in Shoes & Bags (See Top 100 in Shoes & Bags)

### UX Research

### Nike



All images displayed visibly



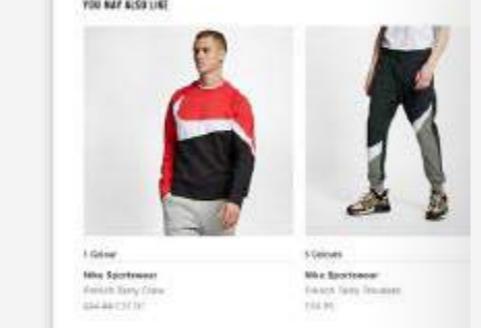
No use of traditional carousel gallery



Opens in full-screen, vertically scrollable lightbox on single click



No zoom function in lightbox



You MAY ALSO LIKE

I Gotta  
Nike Sportswear  
French Terry Crew  
624-4413711

S Gotta  
Nike Sportswear  
French Terry Pullover  
714-98

### UX Research

### asos



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



CROSS-SELLING

YOU MIGHT ALSO LIKE

SHOW LESS

Delivery & returns info next to price

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

Cross-selling section with pagination for more content

# A/B Testing

• Freeform Table

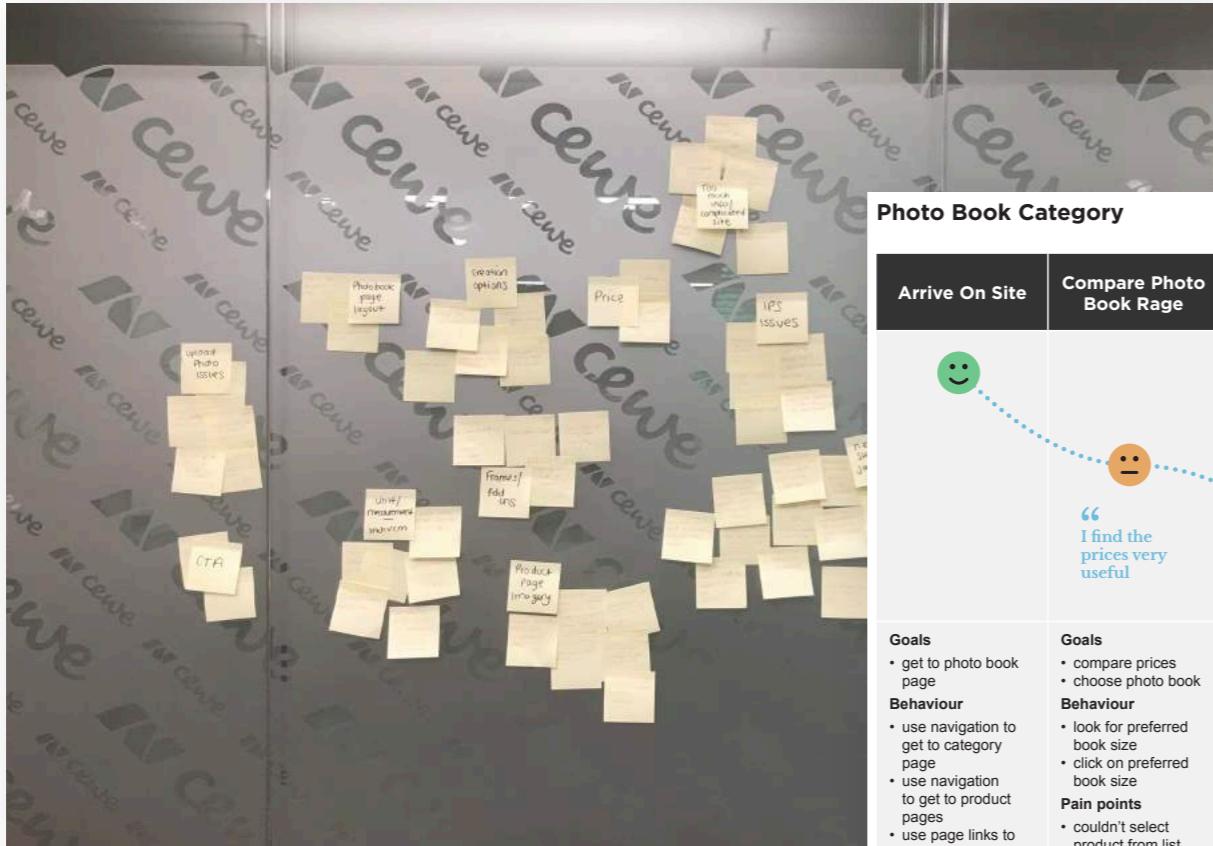
	Unique Visitors	Visits	HPS Downloads	IPS Orders	IPS Net Revenue	Mobile App Leads	DFM Orders (Order at Home)	Newsletter Registrations	HPS Downloads	HPS Orders	HPS Revenue	Conversion Rate - New	Bounce Rate										
<b>Target Experience Name (list)</b> <span style="color: blue;">T20</span>	14,202	24,113	1,882	668	36,314.98 GBP	732	0	176	1,882	636	46,951 GBP	5.41%	23.99%										
Page: 1 / 1 Rows: 50 1-2 of 2	out of 659,495	out of 910,016	out of 40,971	out of 16,348	£ 589,624.30 GBP	out of 9,959	Jan 1	out of 0	out of 4,844	out of 40,971	out of 32,045	out of 1,993,441 GBP	out of 5.97%	out of 50.06%									
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%
<b>Segments</b>	7,126	12,188	960	334	17,522.26 GBP	365	0	88	960	319	21,826 GBP	9.69%	89.90%										
Page: 1 / 1 Rows: 5 1-3 of 3	Jan 1	Jan 1	Jan 1	Jan 1	Jan 1	Jan 1	Jan 1	Jan 1	Jan 1	Jan 1	Jan 1	Jan 1	Jan 1										
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%
<b>Segments</b>	7,174	12,114	933	337	18,928.65 GBP	369	0	90	933	319	25,290 GBP	10.08%	83.42%										
Page: 1 / 1 Rows: 5 1-3 of 3	Jan 1	Jan 1	Jan 1	Jan 1	Jan 1	Jan 1	Jan 1	Jan 1	Jan 1	Jan 1	Jan 1	Jan 1	Jan 1										
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
<b>Goals</b> <ul style="list-style-type: none"> <li>get to photo book page</li> <li>choose photo book</li> </ul> <b>Behaviour</b> <ul style="list-style-type: none"> <li>use navigation to get to category page</li> <li>use navigation to get to product pages</li> <li>use page links to get to photo book page</li> </ul> <b>Context</b> <ul style="list-style-type: none"> <li>home</li> <li>work</li> </ul> <b>Positives</b> <ul style="list-style-type: none"> <li>easy to get to pages via nav</li> </ul>	<b>Goals</b> <ul style="list-style-type: none"> <li>compare prices</li> <li>choose photo book</li> </ul> <b>Behaviour</b> <ul style="list-style-type: none"> <li>look for preferred book size</li> <li>click on preferred book size</li> </ul> <b>Pain points</b> <ul style="list-style-type: none"> <li>couldn't select product from list</li> <li>some text appeared to be a hyperlink when it wasn't</li> </ul> <b>Positives</b> <ul style="list-style-type: none"> <li>found table to be very useful</li> </ul>	<b>Goals</b> <ul style="list-style-type: none"> <li>choose photo book</li> </ul> <b>Behaviour</b> <ul style="list-style-type: none"> <li>clicks line up</li> <li>doesn't scroll to read all page content</li> </ul> <b>Pain points</b> <ul style="list-style-type: none"> <li>expects line-up to take them to product page</li> <li>didn't like auto scroll</li> <li>struggle to pick between software and create online</li> </ul>	<b>Goals</b> <ul style="list-style-type: none"> <li>get inspiration for photo book</li> <li>see how their product might look</li> </ul> <b>Behaviour</b> <ul style="list-style-type: none"> <li>scans content</li> <li>doesn't read everything</li> </ul> <b>Pain points</b> <ul style="list-style-type: none"> <li>expects CTA to link through to create a themed book</li> <li>expected image gallery to update with cover and paper type selection</li> <li>surprised by CTA destination</li> </ul>	<b>Goals</b> <ul style="list-style-type: none"> <li>choose photo book</li> <li>see how their product might look</li> </ul> <b>Behaviour</b> <ul style="list-style-type: none"> <li>scans content</li> <li>doesn't read everything</li> </ul> <b>Pain points</b> <ul style="list-style-type: none"> <li>can't visualise book sizes</li> <li>expected image gallery to update with cover and paper type selection</li> <li>struggle to pick between software and create online</li> </ul>	<b>Says</b> <ul style="list-style-type: none"> <li>Price list is very useful</li> <li>Canvas auto-scroll is pointless</li> <li>Delivery charge is a lot!</li> <li>Is it a physical frame?</li> </ul> <ul style="list-style-type: none"> <li>Add + select photo is pointless</li> <li>Canvas page "too big"</li> <li>print quality hard to see</li> <li>Already selected PB options</li> </ul> <ul style="list-style-type: none"> <li>Too many ways to create</li> <li>Online is easier</li> <li>Software isn't always safe</li> <li>Page is too big</li> </ul> <ul style="list-style-type: none"> <li>Why? software vs. IPS</li> <li>Don't know what size I'm choosing</li> <li>Wasn't worth it - "explore"</li> </ul>	<b>Does</b> <ul style="list-style-type: none"> <li>Couldn't add to basket</li> <li>Scrolled - willing to navigate</li> <li>Toggled dropdown + tabs</li> <li>Clicked on line-up on PB page</li> </ul> <ul style="list-style-type: none"> <li>Couldn't upload photos</li> <li>Got lost after add photo</li> <li>Tried to drag photo to on</li> <li>uses nav to get to PB page</li> </ul> <ul style="list-style-type: none"> <li>Uses nav</li> <li>Stuck on comparison page</li> </ul>
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## Customer journey maps

**Customer Journey Map**

Empathy Map
<b>Says</b>
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<ul style="list-style-type: none"> <li>Add + select photo is pointless</li> <li>Expect link comparison to PP</li> <li>Expect link theme &gt; builder</li> <li>Software not always safe</li> </ul> <ul style="list-style-type: none"> <li>Can't visualise size</li> <li>Expect link PB &gt; product</li> <li>Select photo is pointless</li> <li>Expect photo to update</li> </ul> <ul style="list-style-type: none"> <li>Doesn't like "other ways..." on PB page</li> <li>IPS didn't expect preview</li> <li>Create online is easier</li> <li>What is a canvas frame</li> </ul> <ul style="list-style-type: none"> <li>Too much content</li> <li>Expensive canvas delivery</li> </ul>
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## Empathy maps

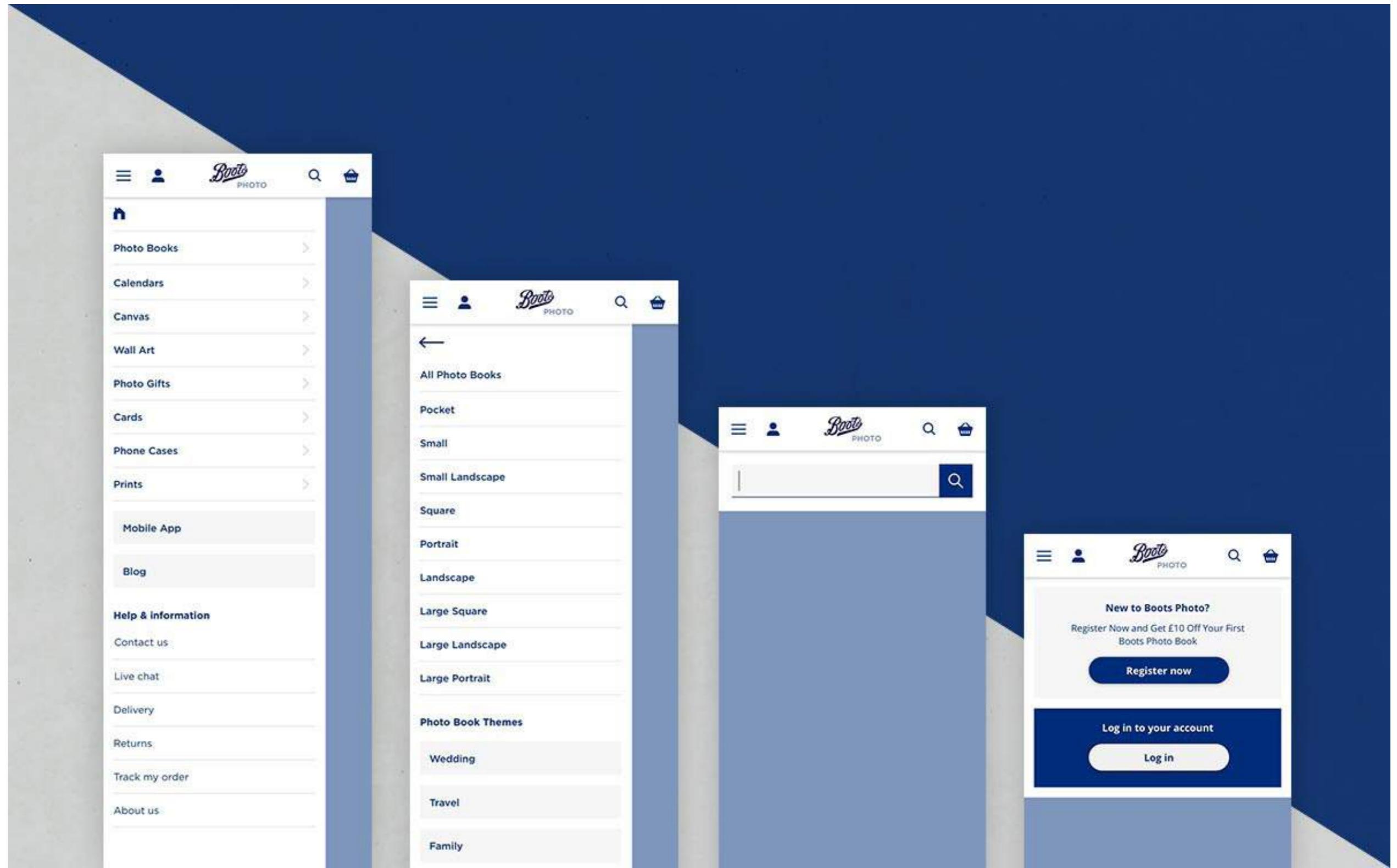
**UX Research**

<b>Empathy Map</b>
<b>Says</b>
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# Design

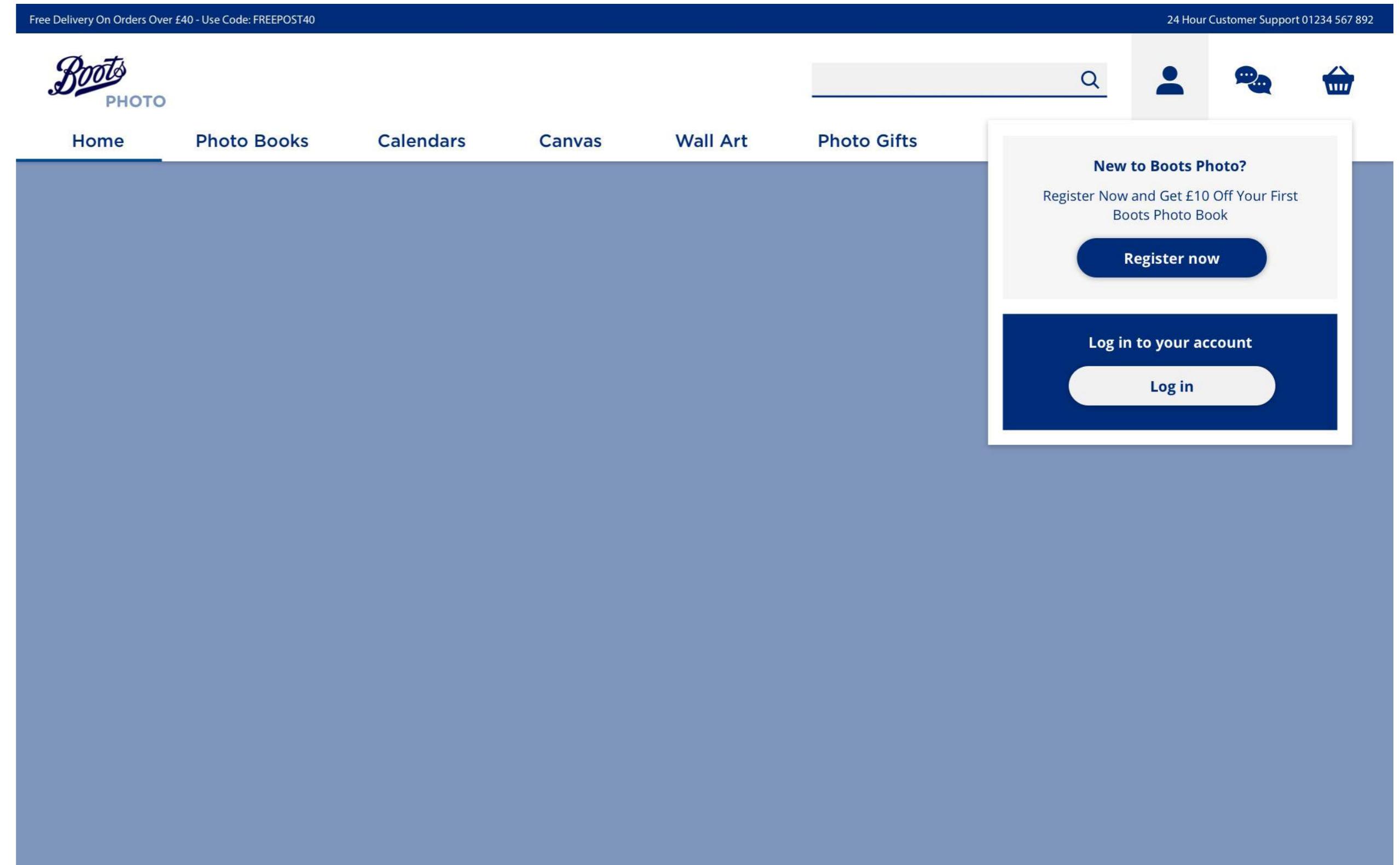
# Mobile Navigation

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.

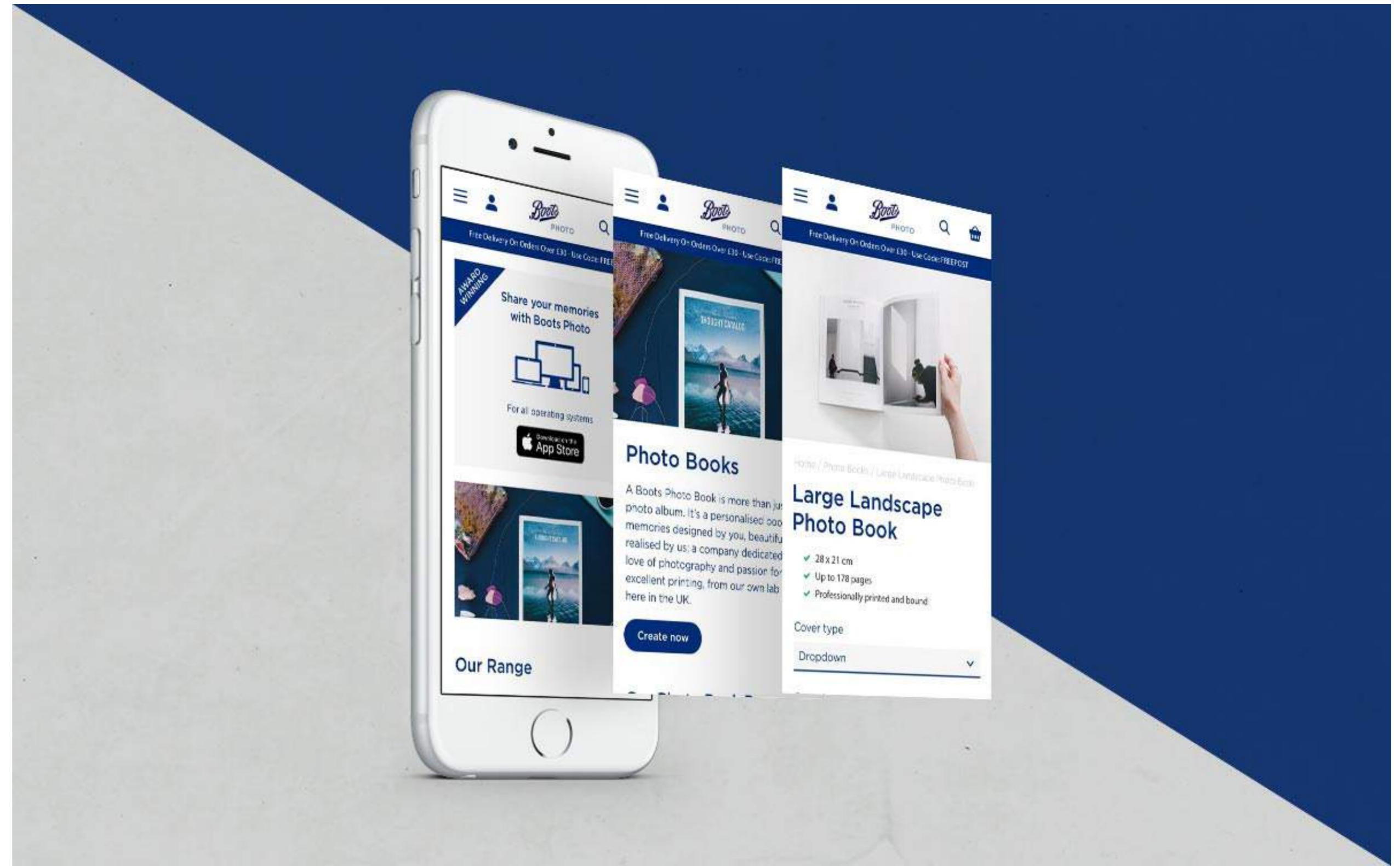


# Responsive Design

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

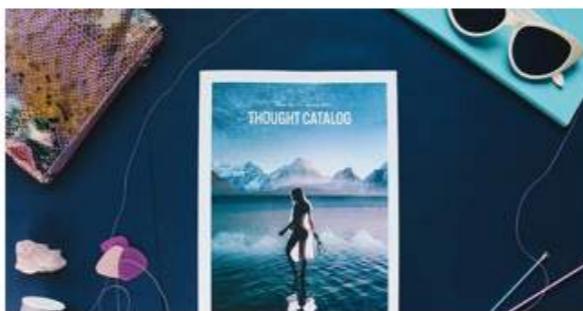
AWARD WINNING

Share your memories  
with Boots Photo



For all operating systems

Download on the  
App Store



## Our Range



### PHOTO BOOKS

Tell your story with Boots Photo...  
from £19.99

### CARDS

Tell your story with Boots Photo...  
from £19.99



### CALENDARS

Tell your story with Boots Photo...

### WALL ART

Tell your story with Boots Photo...

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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  
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### 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

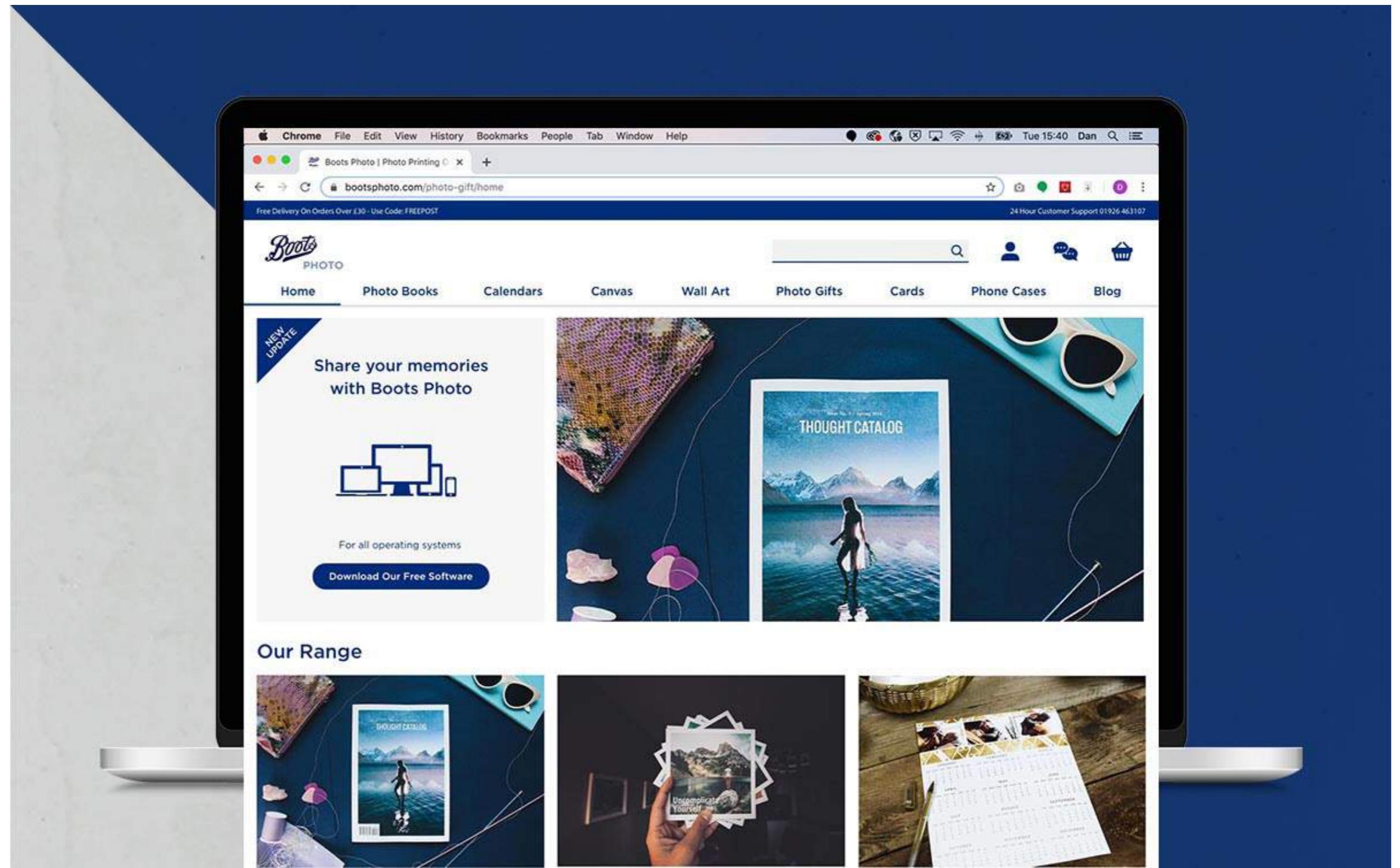
+

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 01904 601 101

## 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.
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### 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. <a href="#">Read more...</a>	Photo Book Inspiration: The Northern Lights This Photo Book from photographer Martin Kulhavy contains some of the most impressive photography we've ever seen. <a href="#">Read more...</a>	How to Hang a Picture Perfectly, Every Time Hanging pictures doesn't have to be a challenge. Follow our tips and you can create a stylish display that really enhances your room. <a href="#">Read more...</a>

**Excellent**  
Based on 17,307 reviews  
★ Trustpilot

High quality photo books  
The quality of the photo books can not be faulted. They are far better than the competition.

I like the quality but sometimes it is tricky to find the section of the photo I am looking for.

Canvas print  
Excellent high quality items, with fast delivery, will definitely be buying again.

CEWE Photobook and Postcards  
I have created a Photobook of photos I took at a friend's wedding as a gift for them.

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24 Hour Customer Support 01904 601 101

## PHOTO BOOKS

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

[Create Now](#)

### Shop Our Photo Book Range

Square Photo Book 28 x 21 cm from £19.99			

Square Photo Book 28 x 21 cm from £19.99			

[View price list](#)

**Award Winning**  
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.

**24/7 Customer Support**  
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, 17930 reviews on Trustpilot.

### 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, so whether you want to create a lined, softcover or hardback photo book, you've got the flexibility to do just that. Each cover adds its own unique character to your creation, the perfect finishing touch - the final flourish of style to your extra special Boots photo book. <a href="#">Read more...</a>	Paper Types Choose from six paper types, each of which has been carefully selected for its quality. If you choose one of 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. <a href="#">Read more...</a>	Binding Add Highlights to the cover of your photo book to give it that extra special finishing touch. Choose from gold, silver or gloss highlights, and bring out the beauty of your photo 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. <a href="#">Read more...</a>

**Create a Photo Book**  
Whether it's your first book or your第一百本, we're here to help every step of the way. Discover our video tutorials to help with creating photo books exactly how you want them.  
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## Large Landscape Photo Book

Cover type: Dropdown  
Paper Type: Dropdown  
from £28.99  
[Create now](#)

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

[Details](#) [Paper](#) [Cover](#) [Extras](#) [Prices](#) [Delivery & Returns](#)

### 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 - 72 reviews** **★ Trustpilot**

**Elana**  
I love creating these as I know that my photo always look so good once Crew have worked their magic.  
[Read more...](#)

**Isobel**  
Great quality book.  
[Read more...](#)

**Create your book now**  
Design dilemma? Feeling stuck while you make a For story tellers and journalists, you can't afford not to! All in one place, as your photo book. That's why when you create your 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.  
[Create your photo book](#)

### Other products you may be interested in...

Square Photo Book from £19.99	Square Photo Book from £19.99	Square Photo Book from £19.99

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**CEWE Photoworld**

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

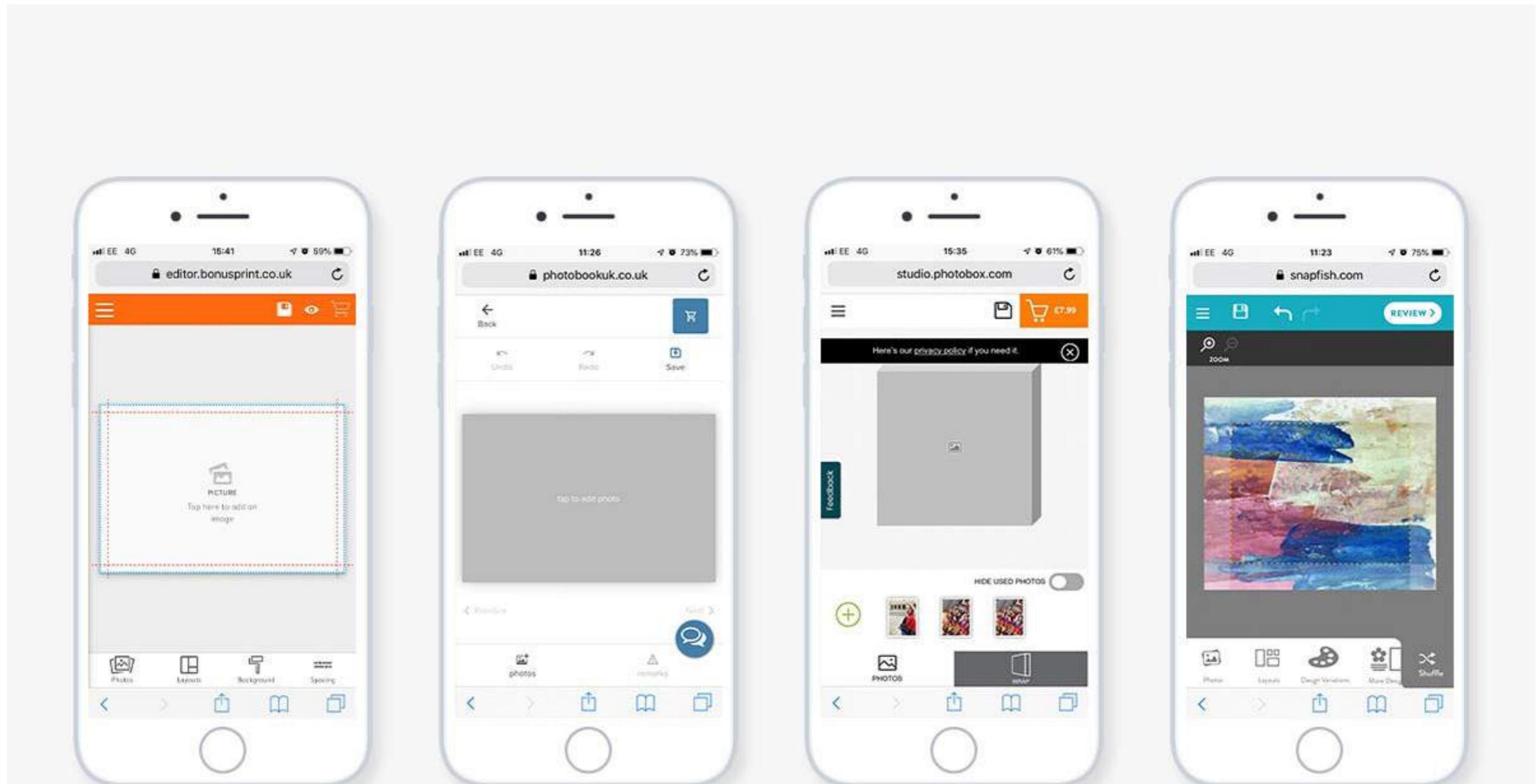
I also did some research into best in class product page headers to identify design trends emerging across websites with lots of traffic. This included looking at: how product galleries work and what gestures they recognise; whether thumbnail images are used on mobile; where the price is located; and 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: Select Size" and "Colour: Black (Black/Black/Pure Platinum/Dark 012)". A price range of "£64.99 - £166.37" is shown, along with "Add to Basket" and "ADD TO LIST" buttons.
- Etsy Product Page:** Shows a search bar for "wall art". The main product image is a circular map print with the text "CHOOSE YOUR CITY STATE/COUNTRY". Below it is a "Bestseller" badge, a description of the item, and a price of "£5.99+". There is also a "Select Size" dropdown 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 is visible.
- 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 is a "Passion Coral" color swatch, a "Size" dropdown, a quantity selector, and "Add to Bag" and "Add to Wish List" buttons.

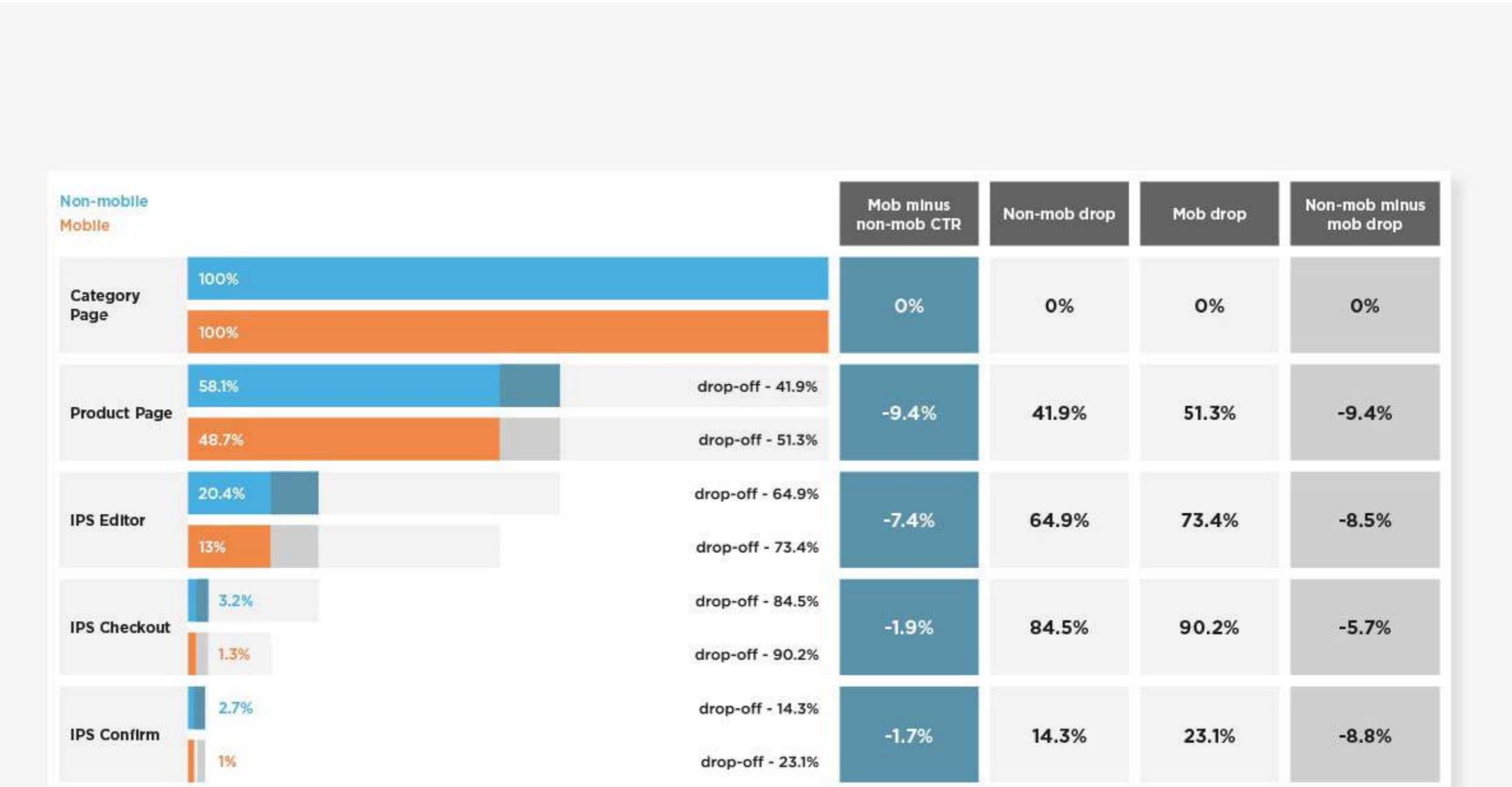
## Product Editor

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

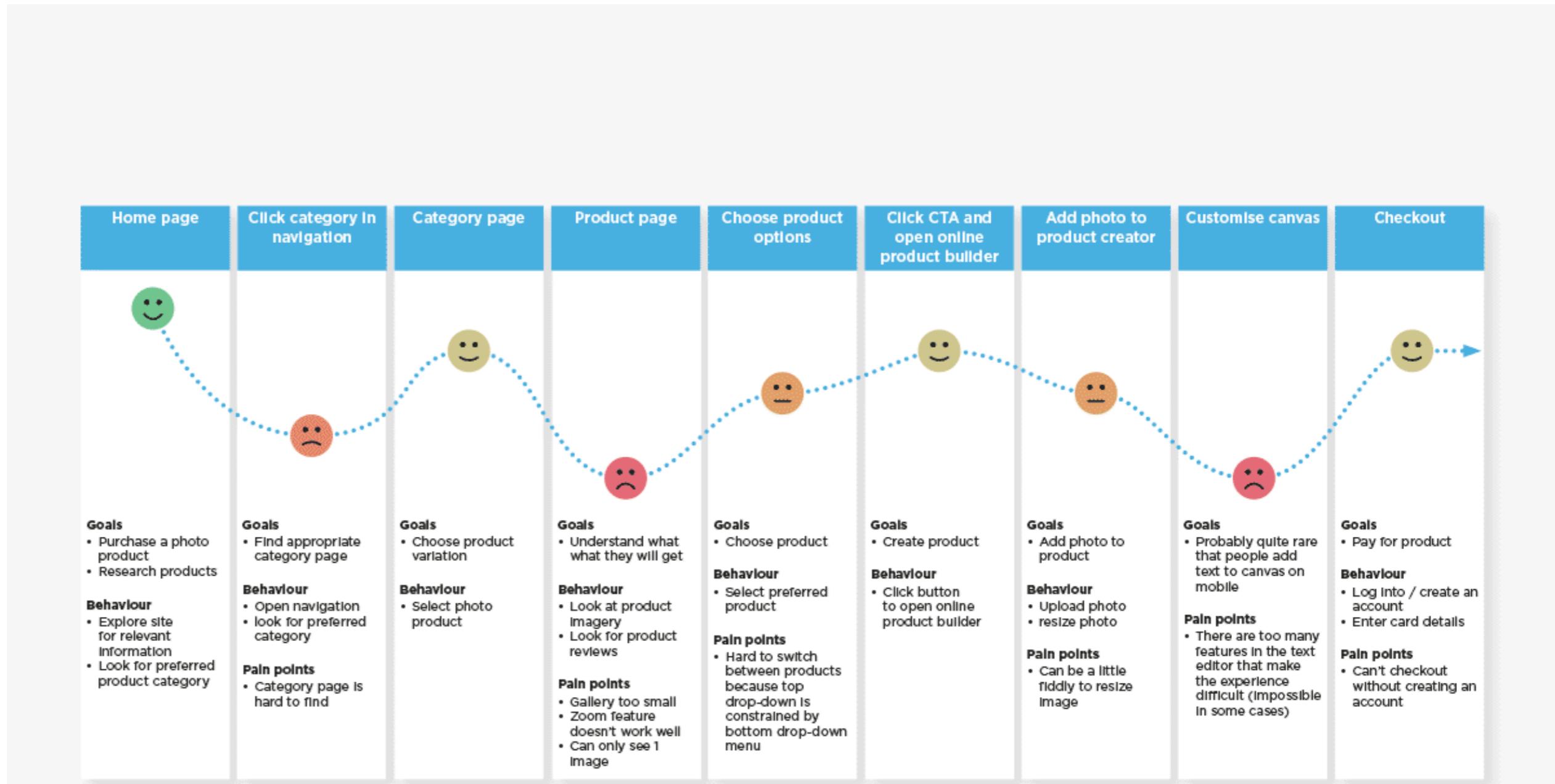
I worked alongside an analyst to get some data from our site, including a fallout funnel showing both mobile and non-mobile data, and a table showing visits, orders, revenue and conversion rate. Two points in the journey that stood out to me where users dropping out at the product page and at the first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



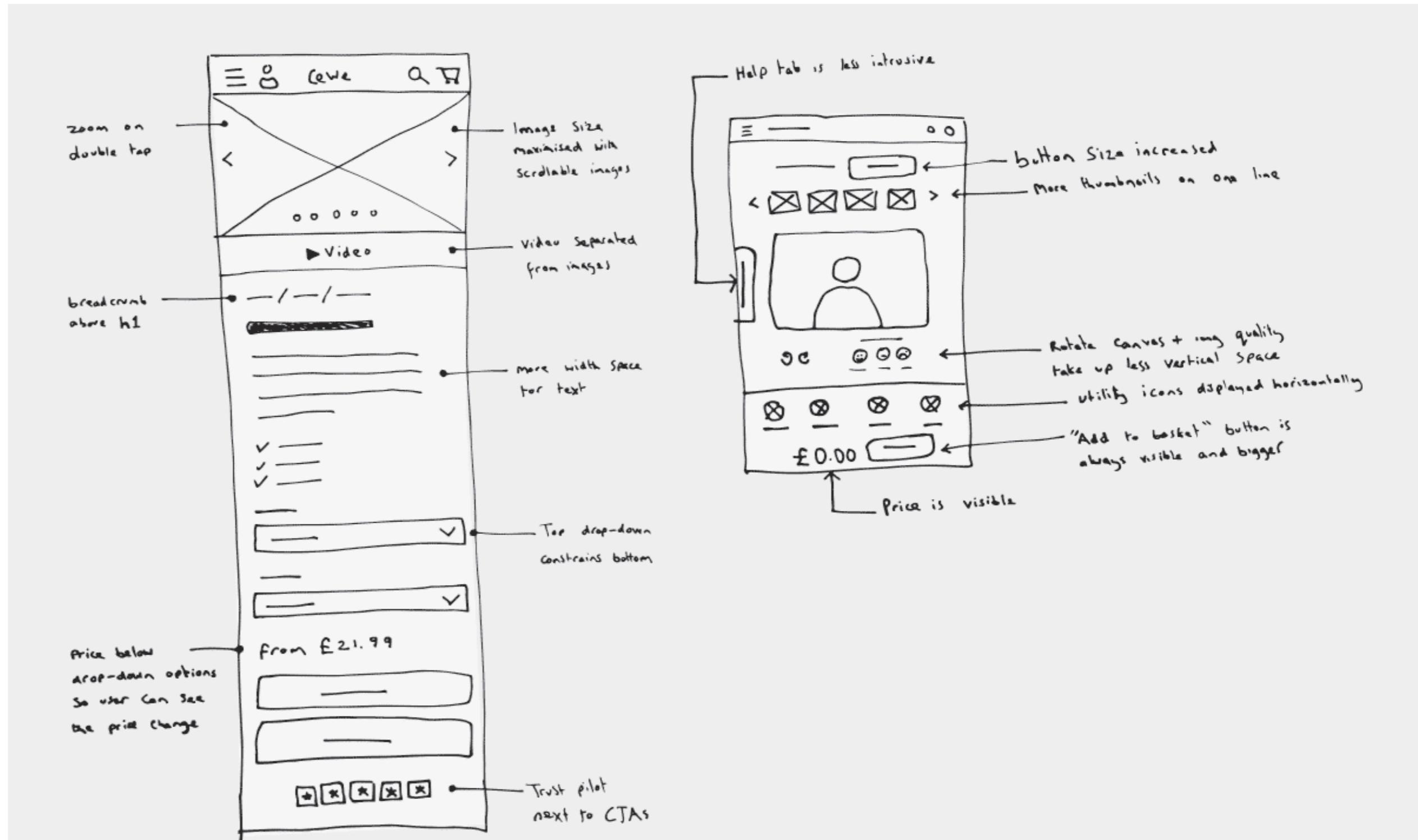
# Triage Issues

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

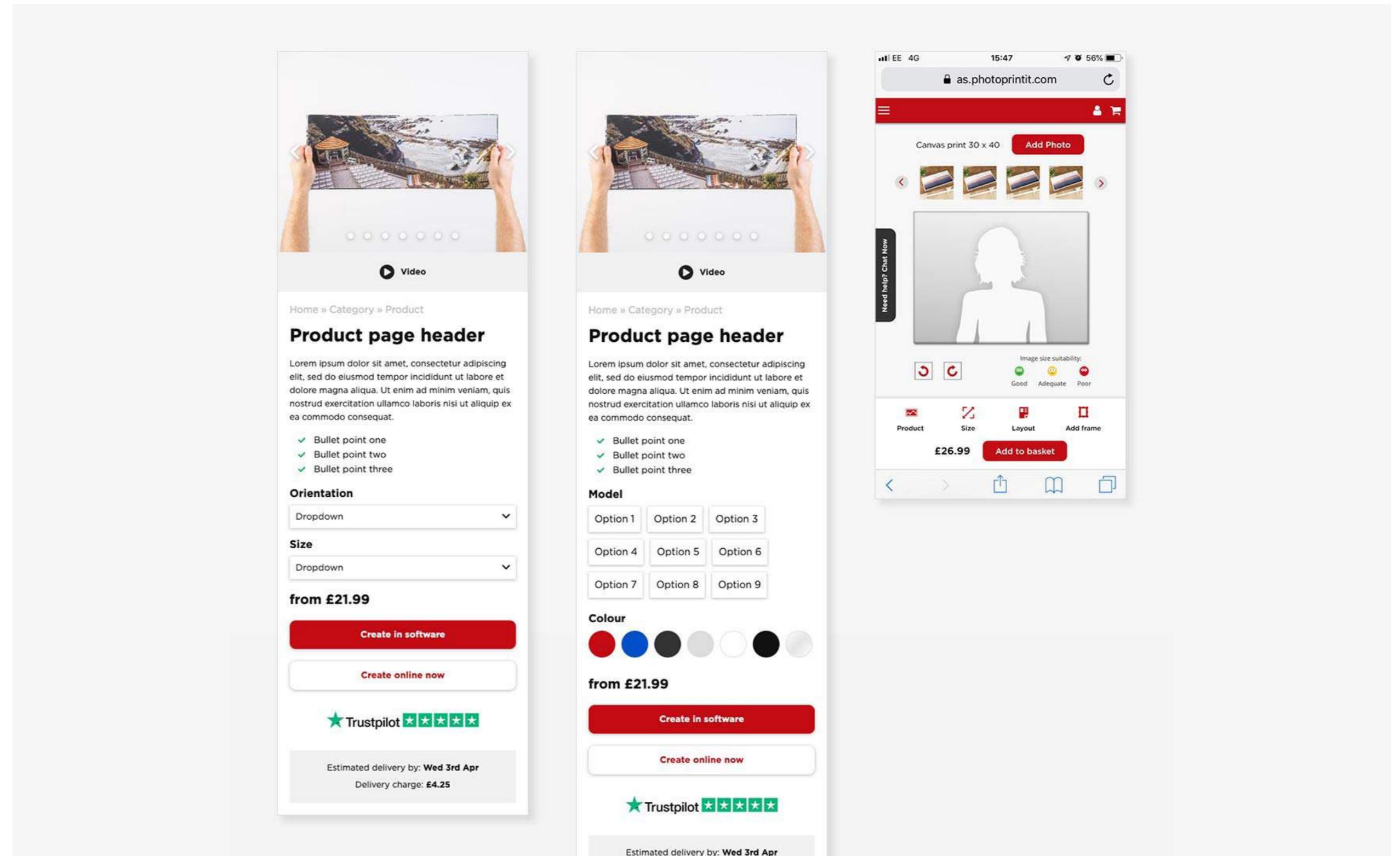
### Low-fidelity Designs

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

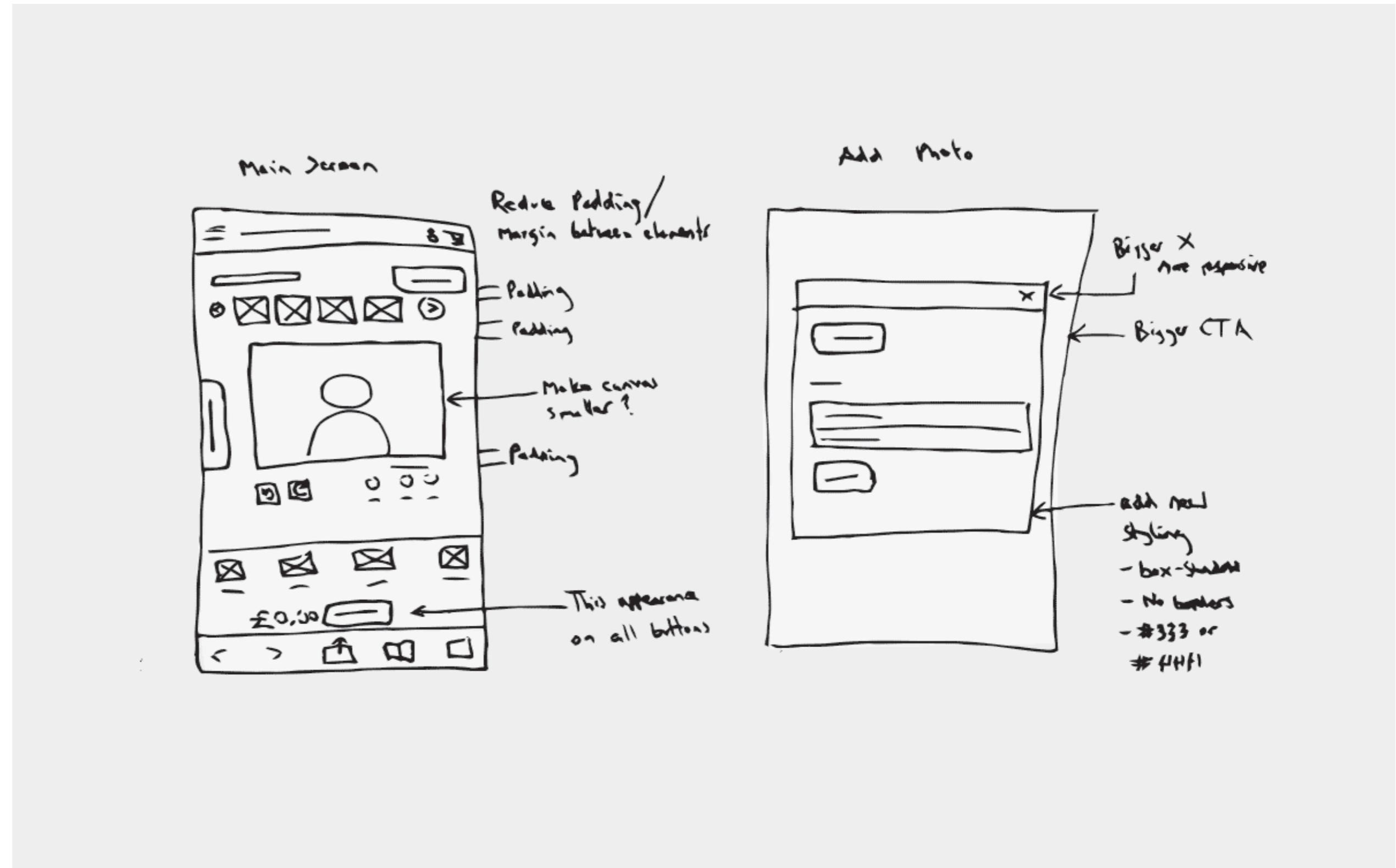
I created some wireframes to pass over to dev for building, explaining how controls behave when the user interacts with them.

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	IPS Revenue	Percent Change			
	Visits	IPS Orders			Jan	IPS	Jan	IPS	Jan	IPS						
1. January	39,027 9.9%	27,661 9.8%	281,633 out of 393,343	-28.40% out of -28.40%	223 7.2%	140 4.6%	3,104 out of 3,054	-1.61% out of -1.61%	3,054 out of 3,054	0.79% out of 0.79%	0.57%	0.51%	-9.95% out of -9.95%	3,991 GBP 6. out of 62,735 GBP	4,032 GBP 6. out of 62,586 GBP	-0.24% out of -0.24%
2. February	27,926 7.1%	18,242 6.5%	18,242 out of 281,633	-34.68% out of -34.68%	173 5.6%	109 3.6%	193 6.2%	-36.99% out of -36.99%	109 3.6%	0.62% out of 0.62%	0.60%	0.60%	-1.96% out of -1.96%	2,922 GBP 4. out of 62,735 GBP	2,528 GBP 4. out of 62,586 GBP	-13.50% out of -13.50%
3. March	31,125 7.9%	21,896 7.8%	21,896 out of 18,242	-29.65% out of -29.65%	193 6.2%	123 4.0%	123 4.0%	-36.27% out of -36.27%	123 4.0%	0.62% out of 0.62%	0.56%	0.56%	-2.60% out of -2.60%	4,031 GBP 6. out of 62,735 GBP	3,346 GBP 5. out of 62,586 GBP	-17.00% out of -17.00%
4. April	21,040 5.3%	15,458 5.5%	15,458 out of 21,896	-26.53% out of -26.53%	119 3.8%	84 2.8%	84 2.8%	-29.41% out of -29.41%	84 2.8%	0.57% out of 0.57%	0.54%	0.54%	0.65% out of 0.65%	3,215 GBP 5. out of 62,735 GBP	2,102 GBP 3. out of 62,586 GBP	-34.60% out of -34.60%
5. May	32,613 8.3%	17,819 6.3%	17,819 out of 15,458	-45.36% out of -45.36%	96 3.1%	121 4.0%	121 4.0%	26.04% out of 26.04%	121 4.0%	0.29% out of 0.29%	0.68%	0.68%	127.15% out of 127.15%	2,398 GBP 3. out of 62,735 GBP	3,893 GBP 6. out of 62,586 GBP	62.31% out of 62.31%
6. June	42,435 10.8%	18,610 6.6%	18,610 out of 17,819	-56.14% out of -56.14%	121 3.9%	147 4.8%	147 4.8%	21.49% out of 21.49%	147 4.8%	0.29% out of 0.29%	0.79%	0.79%	155.39% out of 155.39%	2,322 GBP 3. out of 62,735 GBP	3,741 GBP 6. out of 62,586 GBP	61.14% out of 61.14%
7. July	27,044 6.9%	23,595 8.4%	23,595 out of 18,610	-42.75% out of -42.75%	140 4.5%	193 6.3%	193 6.3%	37.86% out of 37.86%	193 6.3%	0.52% out of 0.52%	0.82%	0.82%	54.27% out of 54.27%	3,090 GBP 4. out of 62,735 GBP	3,990 GBP 6. out of 62,586 GBP	29.13% out of 29.13%
8. August	23,044 5.9%	29,077 10.3%	29,077 out of 23,595	26.18% out of 26.18%	117 3.8%	235 7.7%	235 7.7%	100.85% out of 100.85%	235 7.7%	0.51% out of 0.51%	0.81%	0.81%	47.10% out of 47.10%	2,498 GBP 4. out of 62,735 GBP	3,855 GBP 6. out of 62,586 GBP	54.32% out of 54.32%
9. September	24,375 6.2%	26,603 9.4%	26,603 out of 29,077	9.14% out of 9.14%	168 5.4%	303 9.9%	303 9.9%	80.36% out of 80.36%	303 9.9%	0.69% out of 0.69%	1.14%	1.14%	56.17% out of 56.17%	3,898 GBP 6. out of 62,735 GBP	4,927 GBP 7. out of 62,586 GBP	26.40% out of 26.40%
10. October	37,392 9.5%	38,449 13.7%	38,449 out of 26,603	2.83% out of 2.83%	213 6.9%	517 16.9%	517 16.9%	142.72% out of 142.72%	517 16.9%	0.57% out of 0.57%	1.34%	1.34%	125.76% out of 125.76%	4,719 GBP 7. out of 62,735 GBP	10,324 GBP 16. out of 62,586 GBP	118.77% out of 118.77%
11. November	55,425 14.1%	44,235 15.7%	44,235 out of 38,449	-20.19% out of -20.19%	1,069 34.4%	1,082 35.4%	1,082 35.4%	1.22% out of 1.22%	1,082 35.4%	1.93% out of 1.93%	2.45%	2.45%	23.02% out of 23.02%	18,317 GBP 29. out of 62,735 GBP	19,847 GBP 3. out of 62,586 GBP	8.35% out of 8.35%
12. December	31,904 8.1%	0 0.0%	0 0.0%	-100.00% out of -100.00%	472 15.2%	0 0.0%	0 0.0%	-100.00% out of -100.00%	0 0.0%	1.48% out of 1.48%	0.00%	0.00%	11,333 GBP 18. out of 62,735 GBP	0 GBP 0.0%	-100.00% out of -100.00%	