Canvas Category - Mobile

Device & Browser Testing

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Objectives

1. Test Photo Book mobile journey

2. Test Canvas mobile journey

3. Test site on a variety of common devices

4. Test site on Safari & Chrome

5. Identify device, browser & usability issues that cause friction

6. Identify where to focus attention in order to increase conversion rate

Set-up

- 6 x users

- 1 x note taker

- 4 x iPhones (5s, 6s, X, Xr)
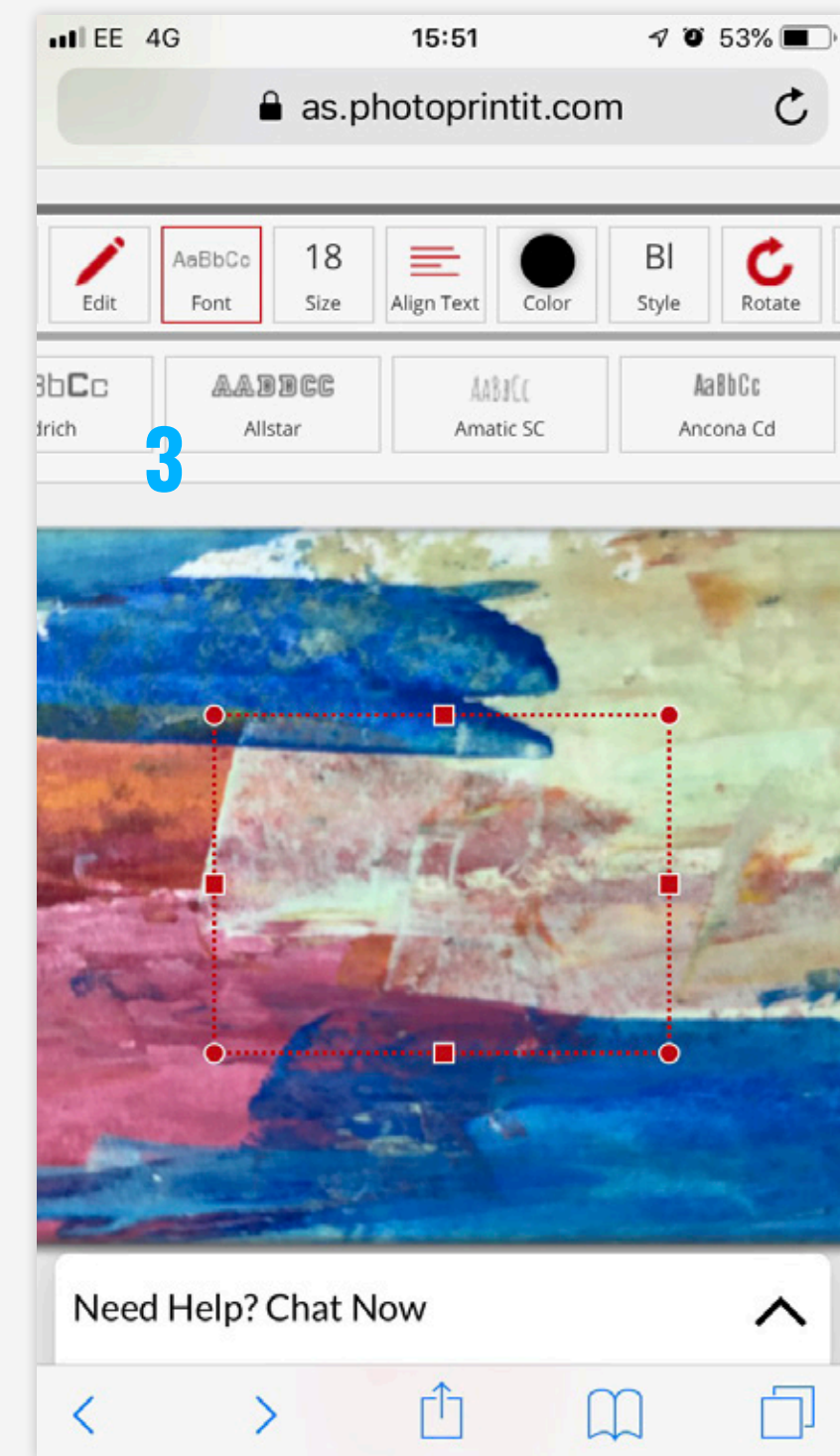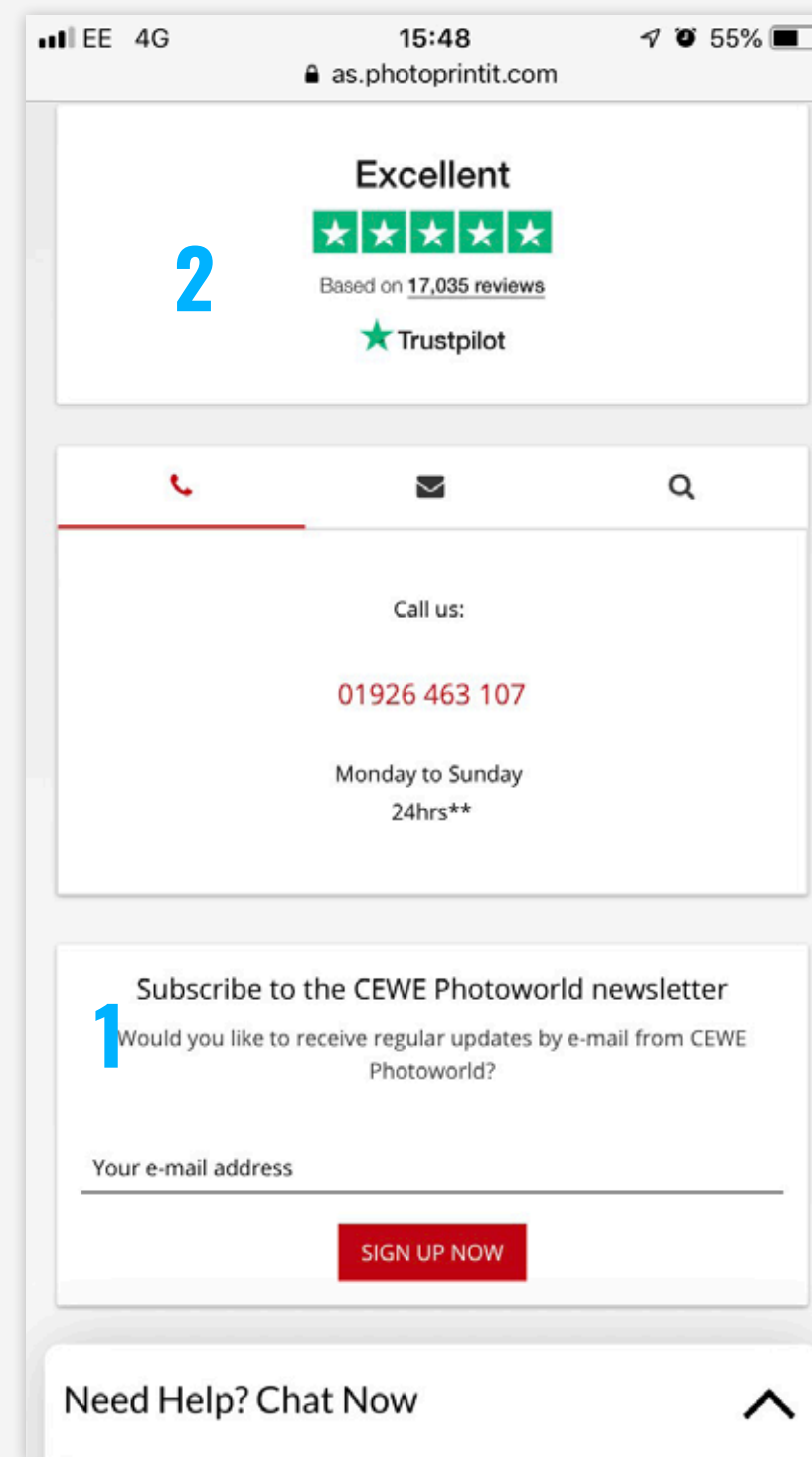
- 2 x Android phones (Samsung J5, Sony Xperia)

Site issues

1. Category page displayed below product page in mobile navigation.

2. Too much margin space distacting from impact of imagery.

3. Zoom function is gitchy and gallery won't let user see other images.

4. Price is displayed above options even though options dictate price. The price could even scroll out of view as user chooses a product.

5. Bottom drop-down constrains top drop-down options, making it hard to go back and amend selection.
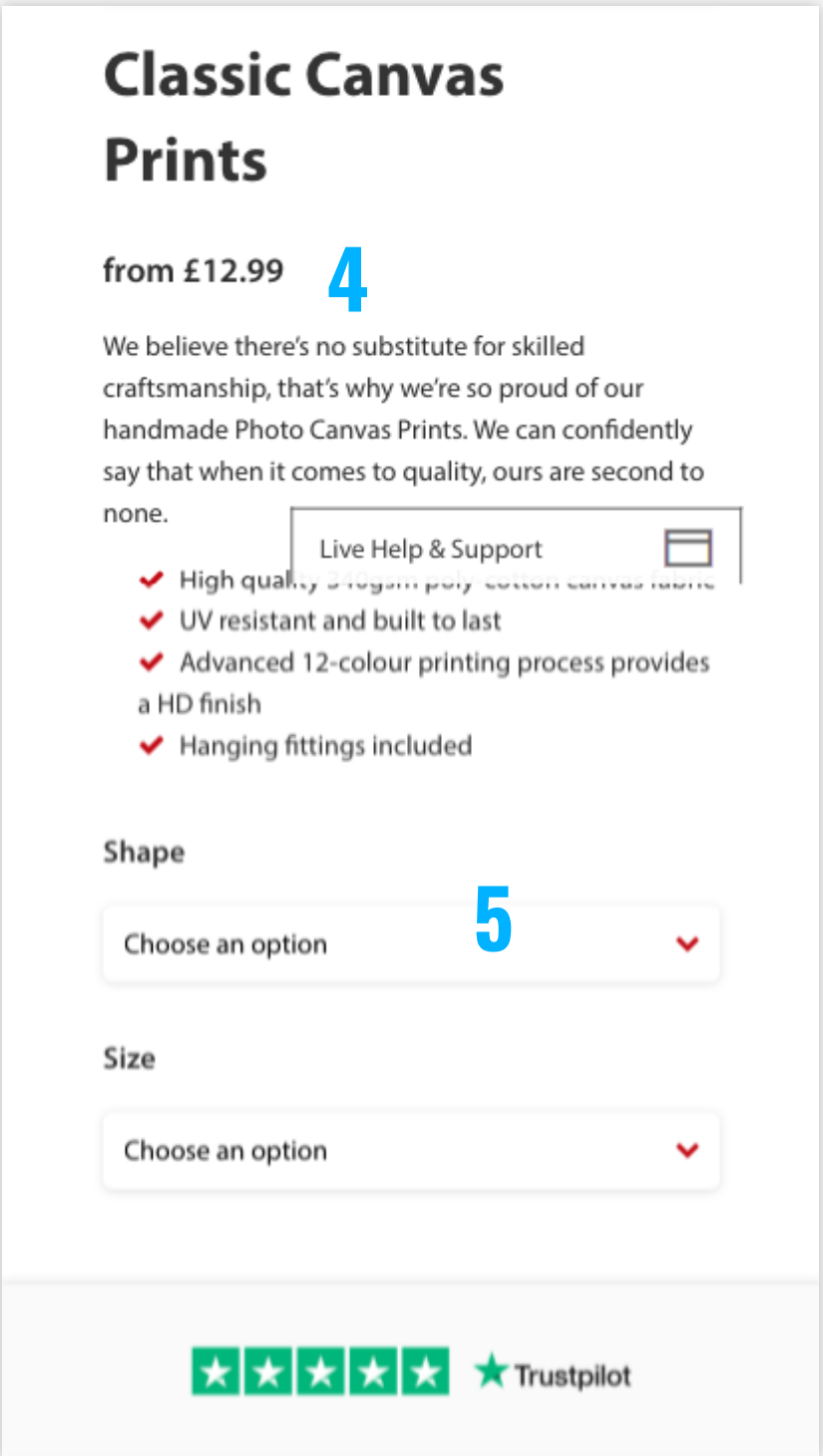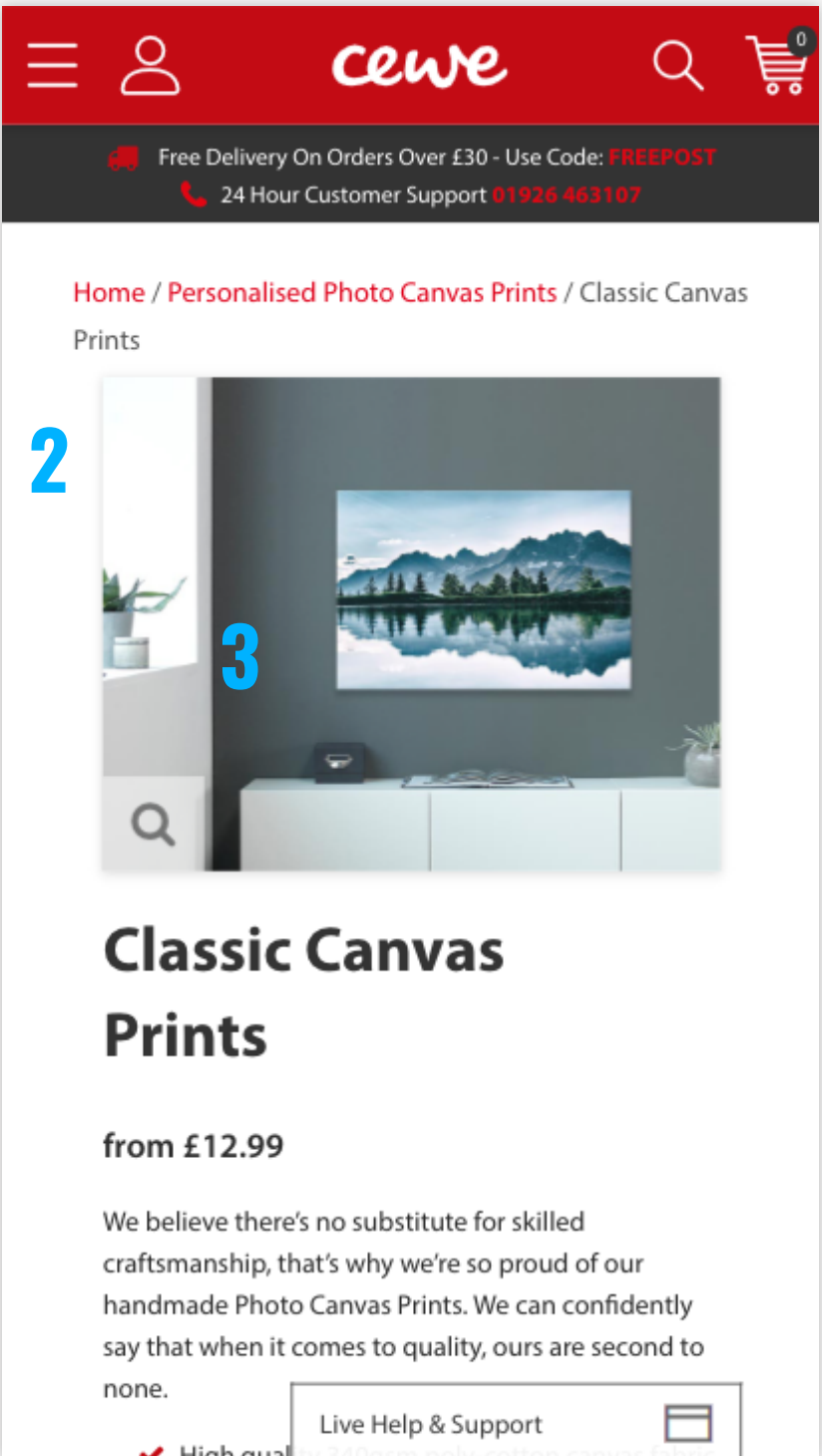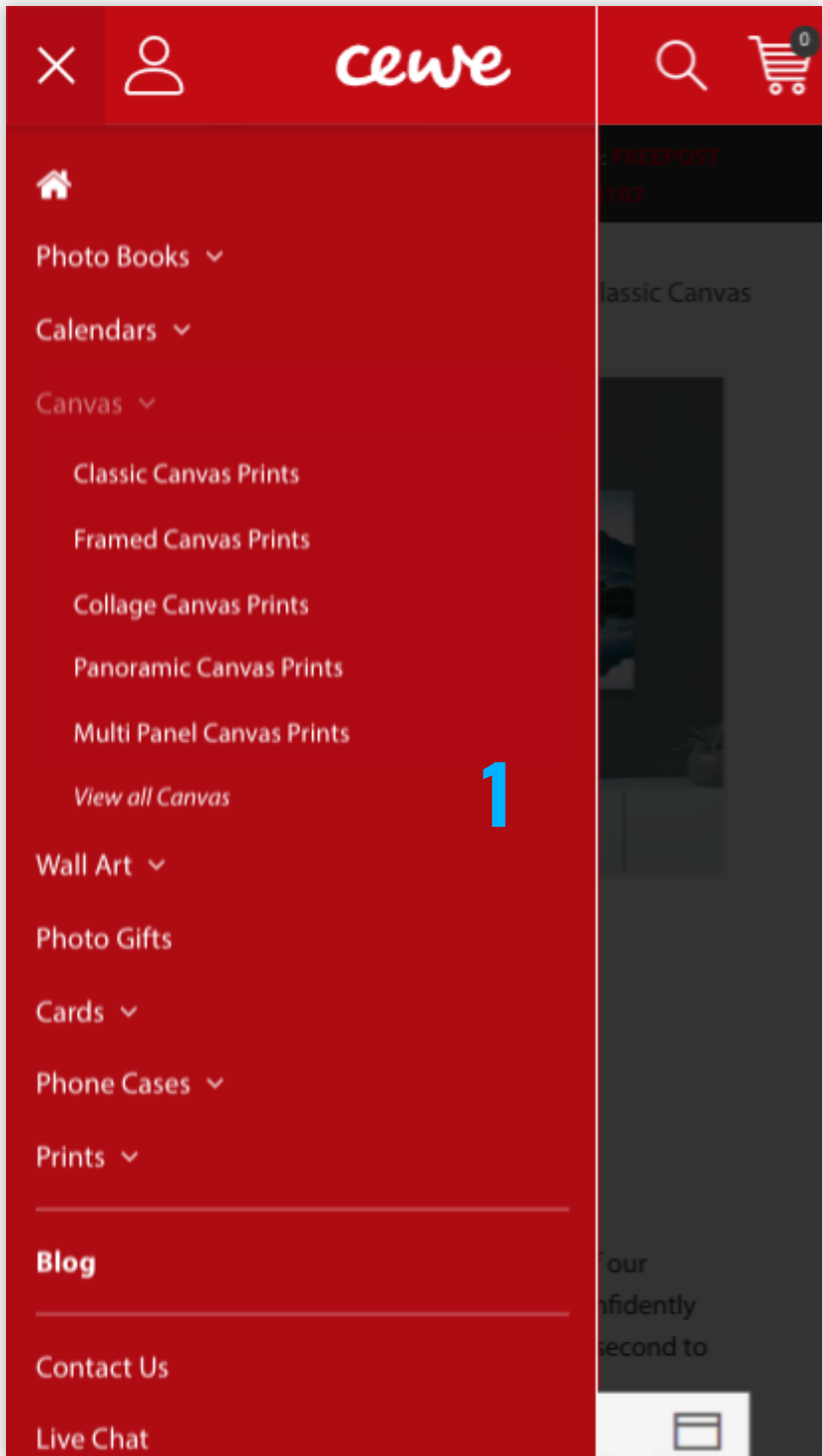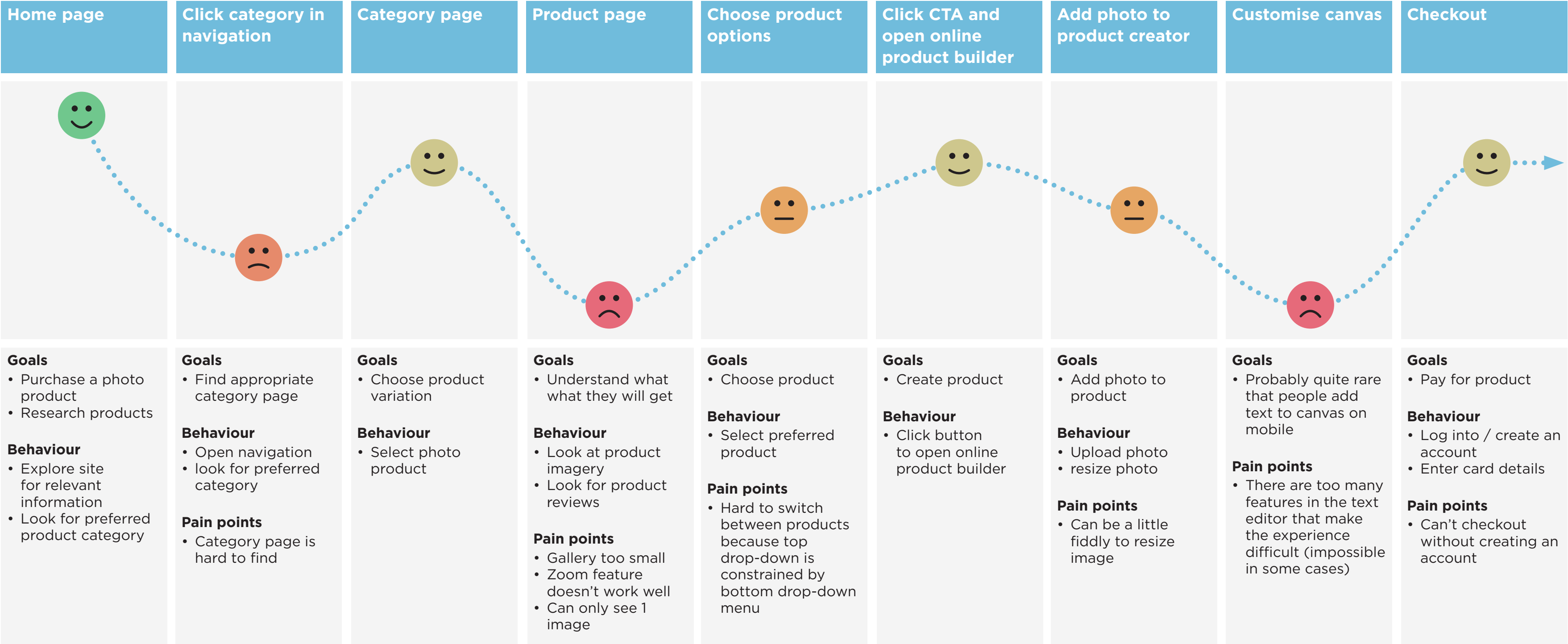
IPS issues

1. Distracting content that shouldn't be included at this point in the journey.

2. Trust should have been built by now - not optimum place to build trust

3. Text editor is very hard to use - impossible to add text on some devices

Customer Journey Map

Home page	Click category in navigation	Category page	Product page	Choose product options	Click CTA and open online product builder	Add photo to product creator	Customise canvas	Checkout

Goals
- Purchase a photo product
- Research products

Behaviour
- Explore site for relevant information
- Look for preferred product category

Goals
- Find appropriate category page

Behaviour
- Open navigation
- look for preferred category

Pain points
- Category page is hard to find

Goals
- Choose product variation

Behaviour
- Select photo product

Goals
- Understand what what they will get

Behaviour
- Look at product imagery
- Look for product reviews

Pain points
- Gallery too small
- Zoom feature doesn't work well
- Can only see 1 image

Goals
- Choose product

Behaviour
- Select preferred product

Pain points
- Hard to switch between products because top drop-down is constrained by bottom drop-down menu

Goals
- Create product

Behaviour
- Click button to open online product builder

Goals
- Add photo to product

Behaviour
- Upload photo
- resize photo

Pain points
- Can be a little fiddly to resize image

Goals
- Probably quite rare that people add text to canvas on mobile

Pain points
- There are too many features in the text editor that make the experience difficult (impossible in some cases)

Goals
- Pay for product

Behaviour
- Log into / create an account
- Enter card details

Pain points
- Can't checkout without creating an account
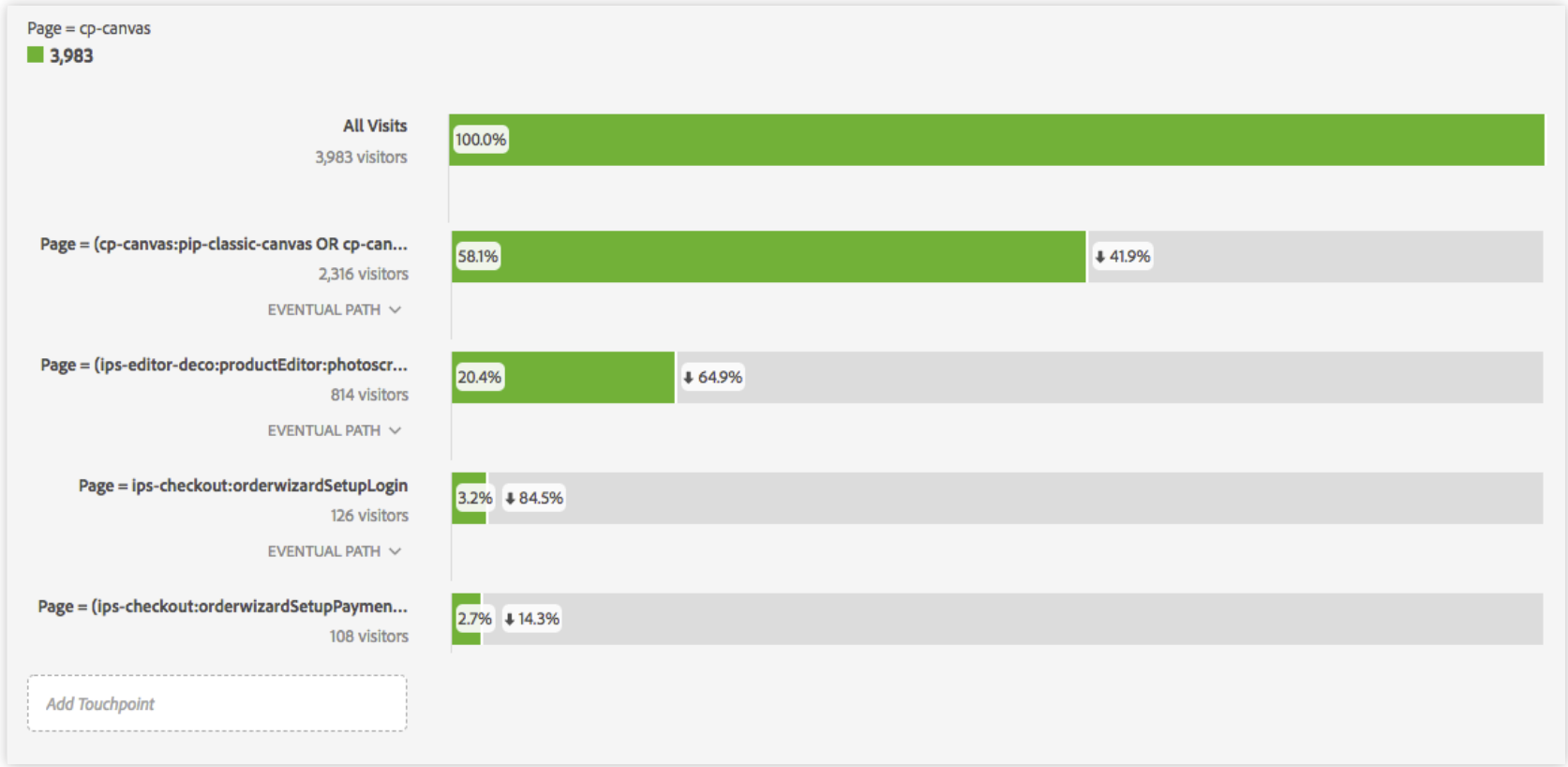
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Primary areas to address

1. Priority of category page in navigation

2. Usability of product gallery

3. Streamline IPS photo editor by stripping out irrelevant content and complicated features
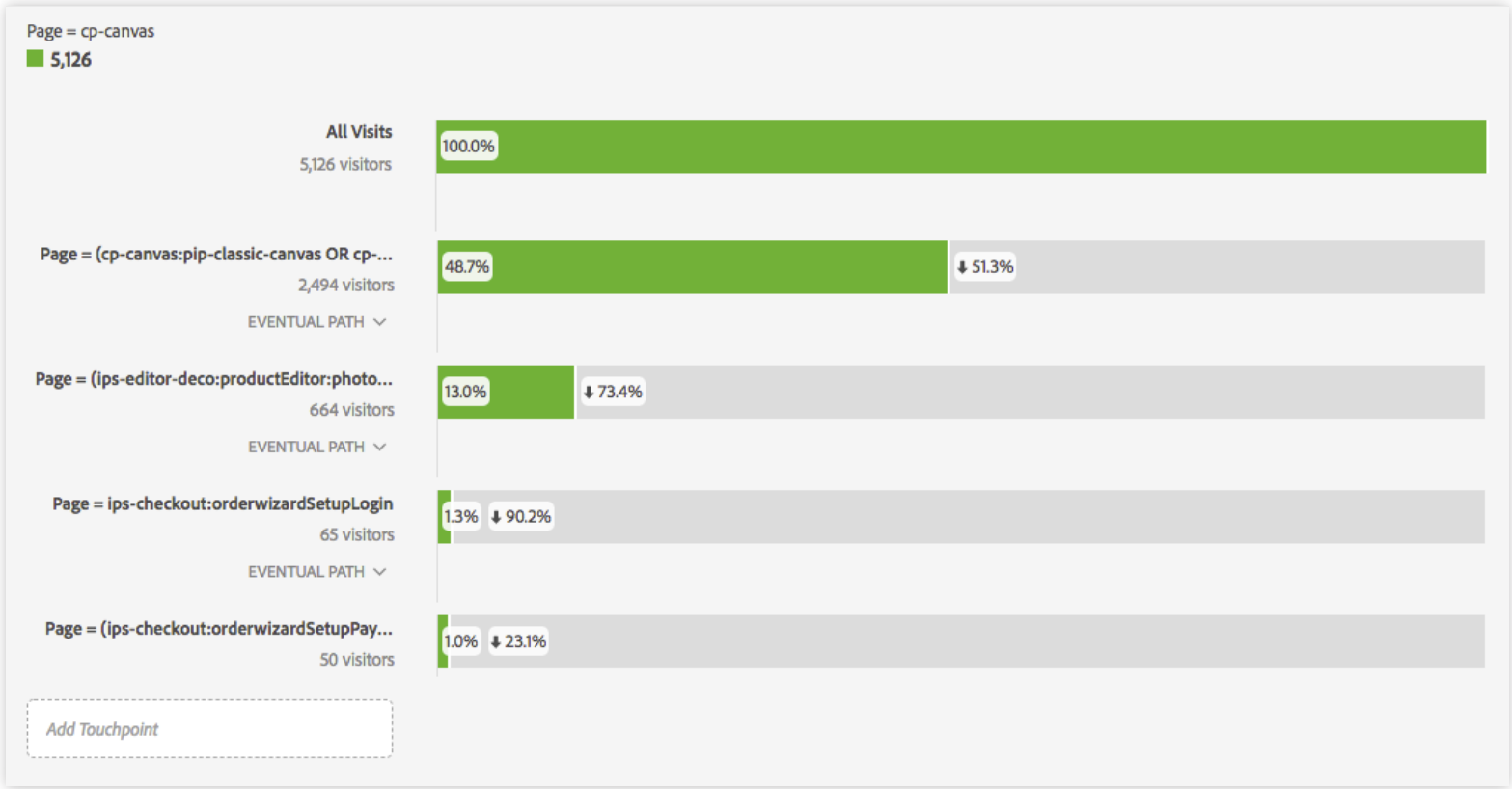
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Canvas Conversion rate

Non-Mobile

Mobile

2.7%

1%

UX Design

	Mob minus non-mob CTR	Non-mob drop	Mob drop	Non-mob minus mob drop
Category Page Non-mobile - 100% Mobile - 100%	0%	0%	0%	0%
Product Page 58.1% drop-off - 41.9% 48.7% drop-off - 51.3%	-9.4%	41.9%	51.3%	-9.4%
IPS Editor 20.4% drop-off - 64.9% 13% drop-off - 73.4%	-7.4%	64.9%	73.4%	-8.5%
IPS Checkout 3.2% drop-off - 84.5% 1.3% drop-off - 90.2%	-1.9%	84.5%	90.2%	-5.7%
IPS Confirm 2.7% drop-off - 14.3% 1% drop-off - 23.1%	-1.7%	14.3%	23.1%	-8.8%

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Opportunities

Canvas category page CTR is 9.4% lower on mobile

Possible problems

- Not answering the users questions
- Page is very long to scroll

Needs validating (usability test)

Potential solutions

- Display products in two columns instead of full width cards
- Implement horizontal scroll for some blocks

Canvas product page CTR is 7.4% lower on mobile

Possible problems

- Image gallery is too small
- Can only view default image
- Price is displayed above options on which it depends
- Page is quite long

Potential solutions

- Optimise image gallery for mobile
- Move price below options
- Implement horizontal scroll for some blocks

90% of people that reach the IPS editor drop out

Possible problems

- Content that detracts from primary purpose
- Need to scroll to select utilities
- Text editor can make it impossible to complete the process

Potential solutions

- Remove irrelevant content
- Display utility icons horizontally
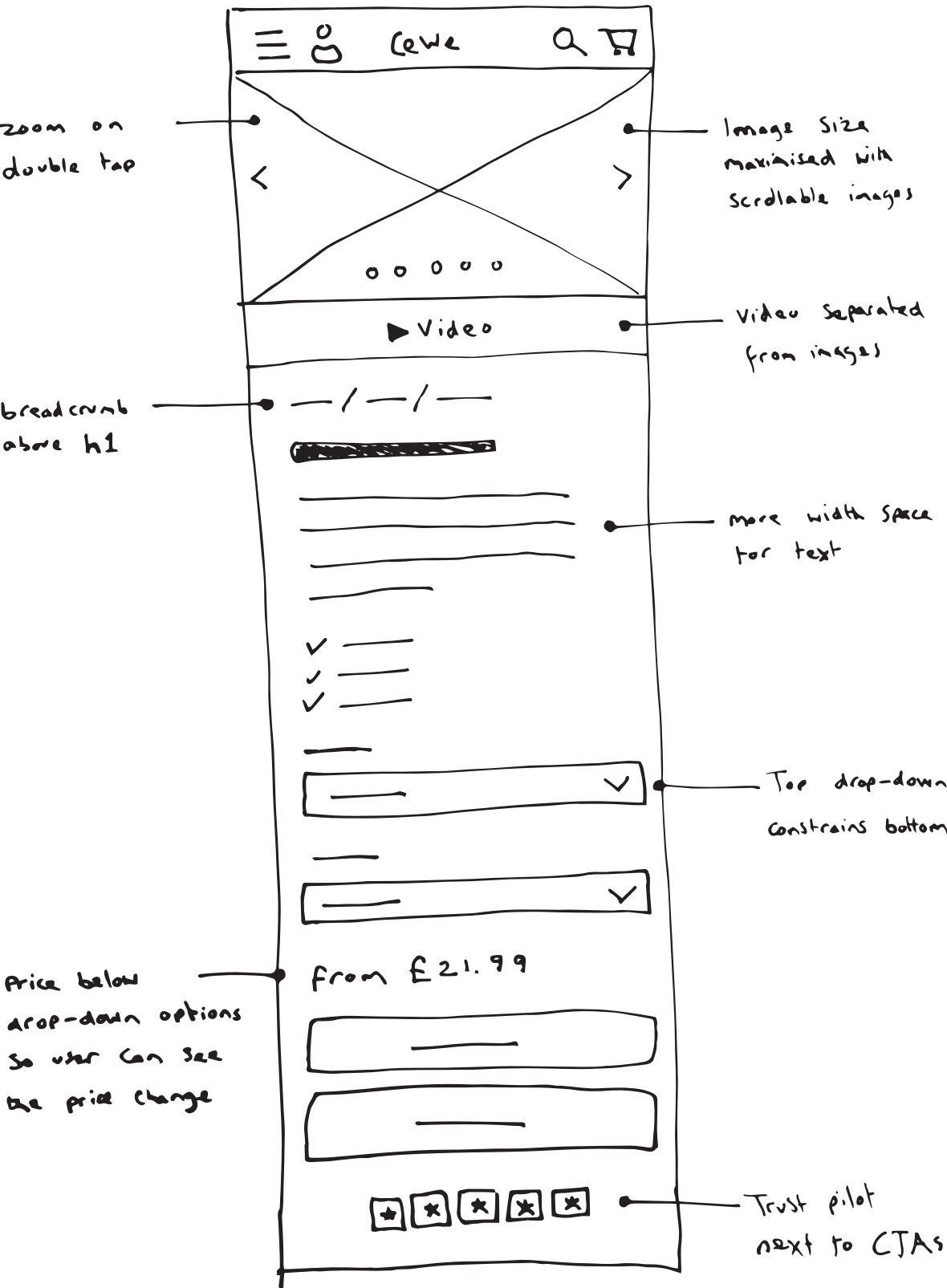- Remove text editor on single image products in mobile IPS

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Mobile Product Page Galley
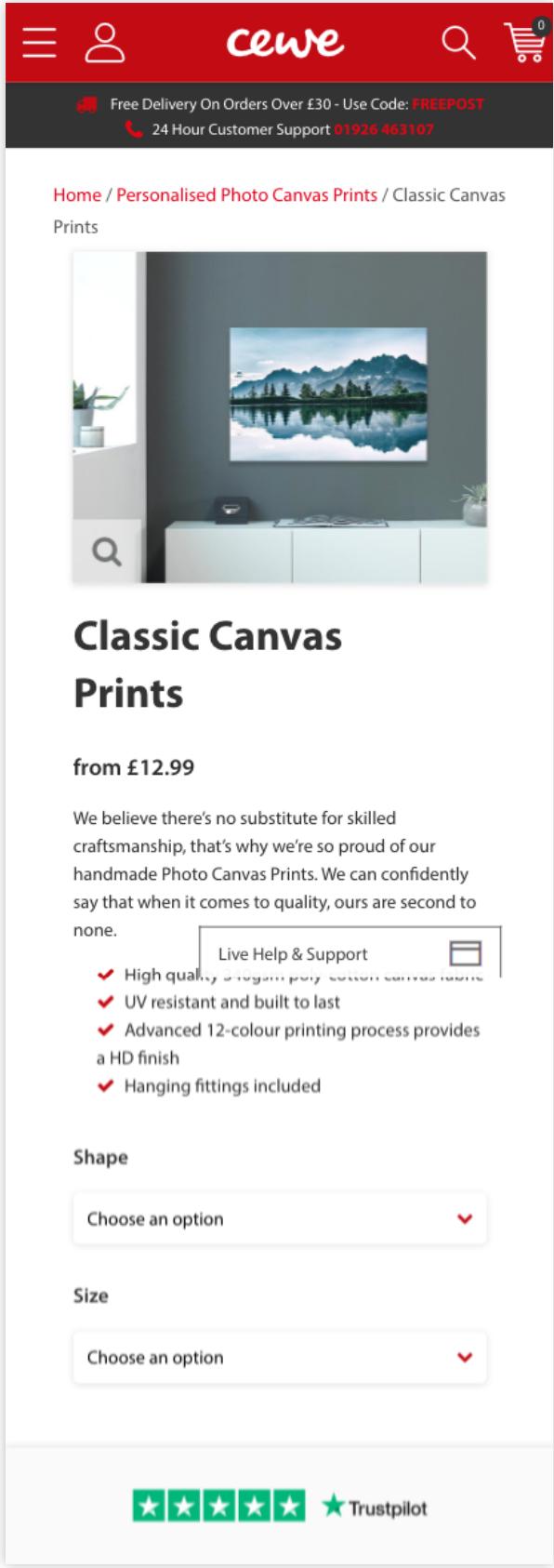
Re-design
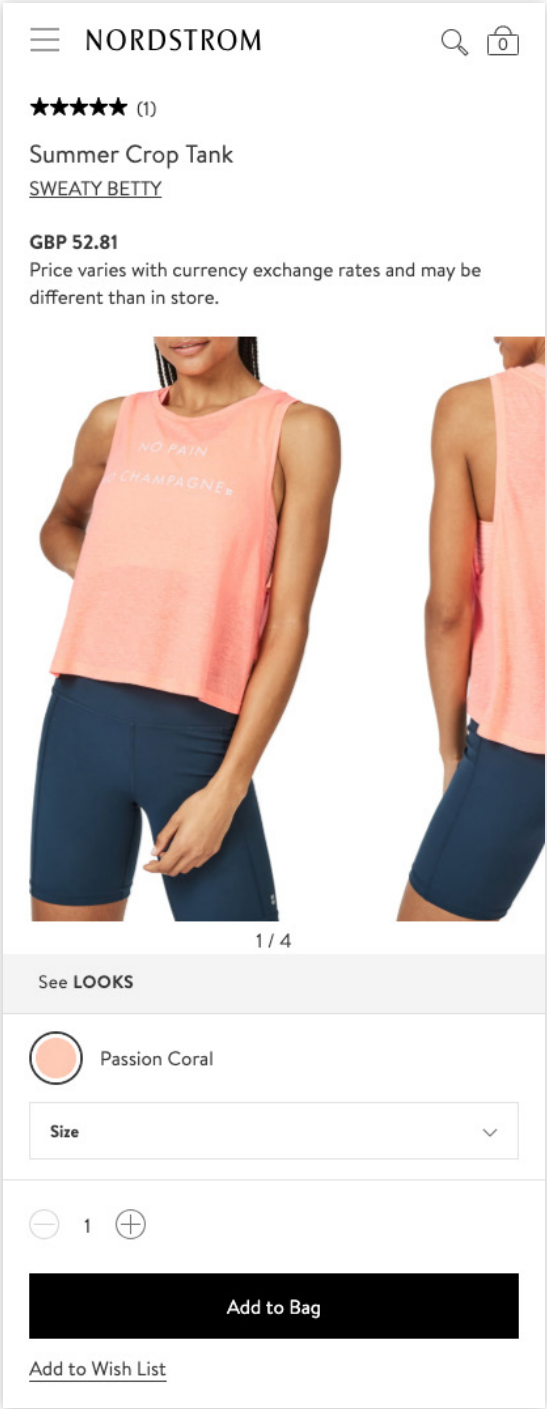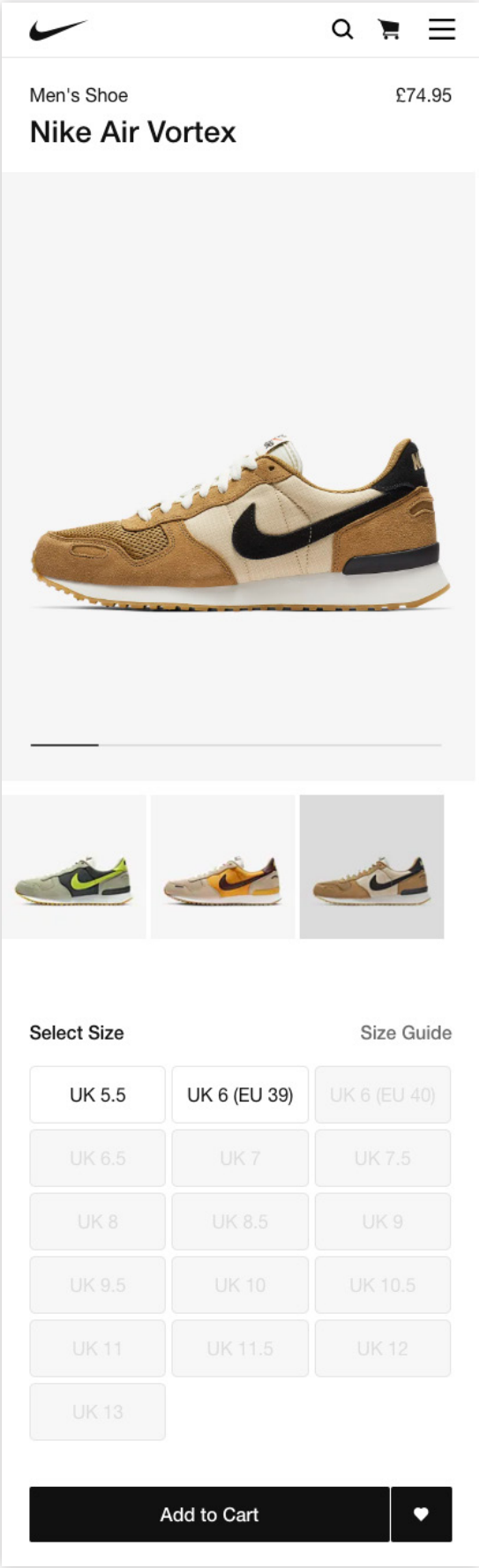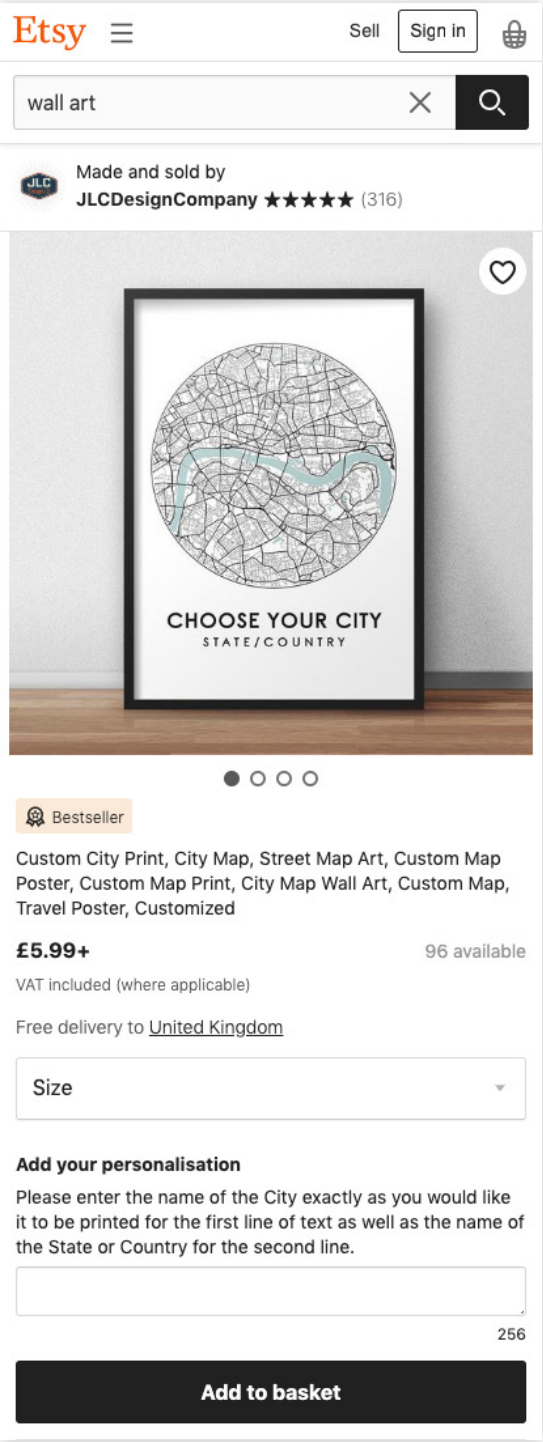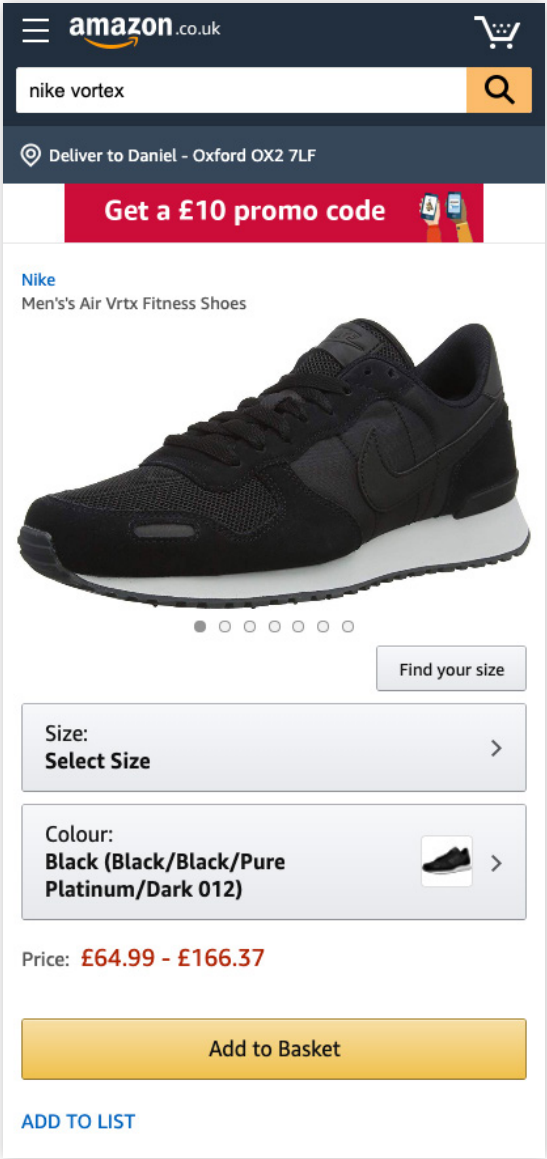
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UX Design

From 51 mobile product pages on baymard.com:

- Images size is maximised
- User can swipe left and right
- Lightbox gallery opens on tap
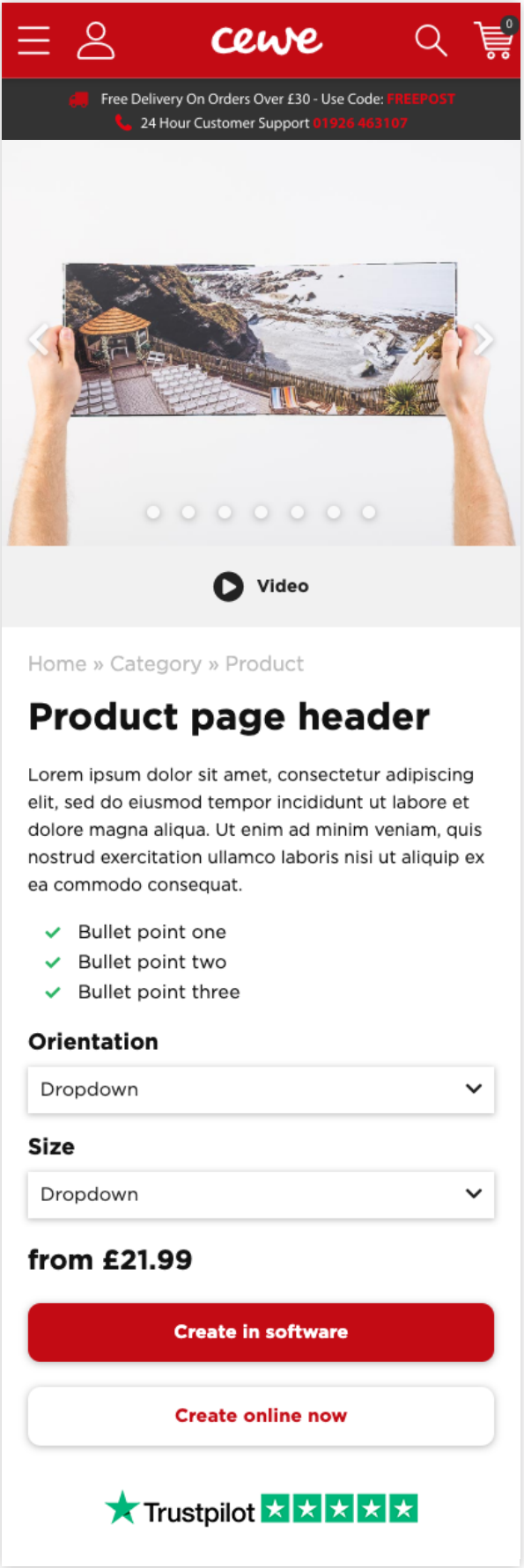- Multiple image pagination

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zoom on double tap

Image size maximised with scrollable images

Video separated from images

breadcrumb above h1

more width space for text

Top drop-down constrains bottom

Price below drop-down options so user can see the price change

from £21.99

Trust pilot next to CTAs

I sketched some solutions to the issues we found above, taking research findings into consideration, and used these sketches to create some higher fidelity designs.

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UX Design

Current Product page header

Proposed Product page header

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UX Design

Mobile View

Product page header

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✓ Bullet point one
✓ Bullet point two
✓ Bullet point three

Orientation
Dropdown

Size
Dropdown

from £21.99

Create in software

Create online now

★ Trustpilot ★★★★★

Estimated delivery by: **Wed 3rd Apr**
Delivery charge: **£4.25**

Home » Category » Product

Video

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 pervious and next images.
- Allow navigtion 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.

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

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Online product builder

Competitor Analysis

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Photobox

1. No scorlling - all content fits on one mobile screen
2. Simple - not cluttered with features
3. No text feature
4. Wall hangins as second step
5. Progress bar in checkout
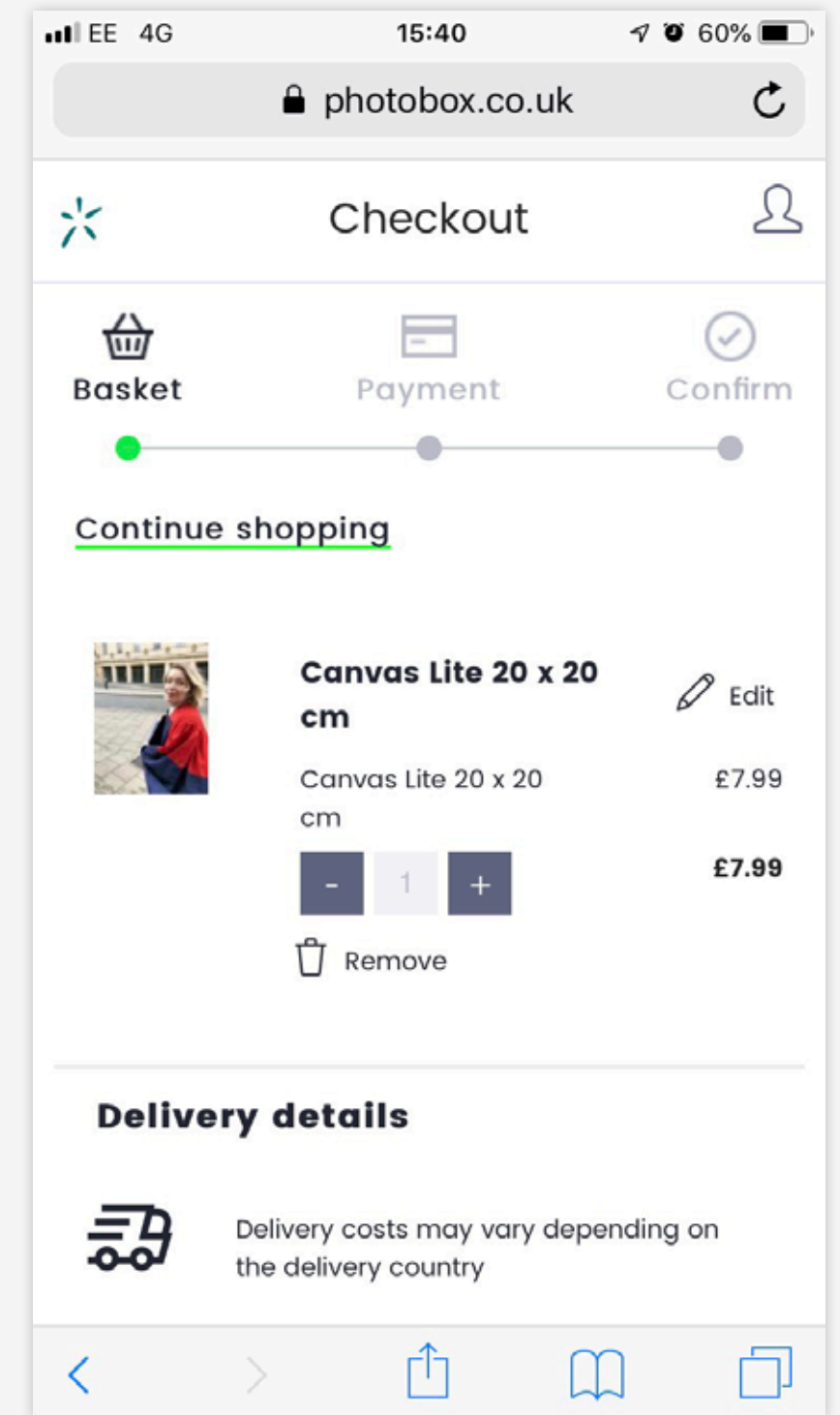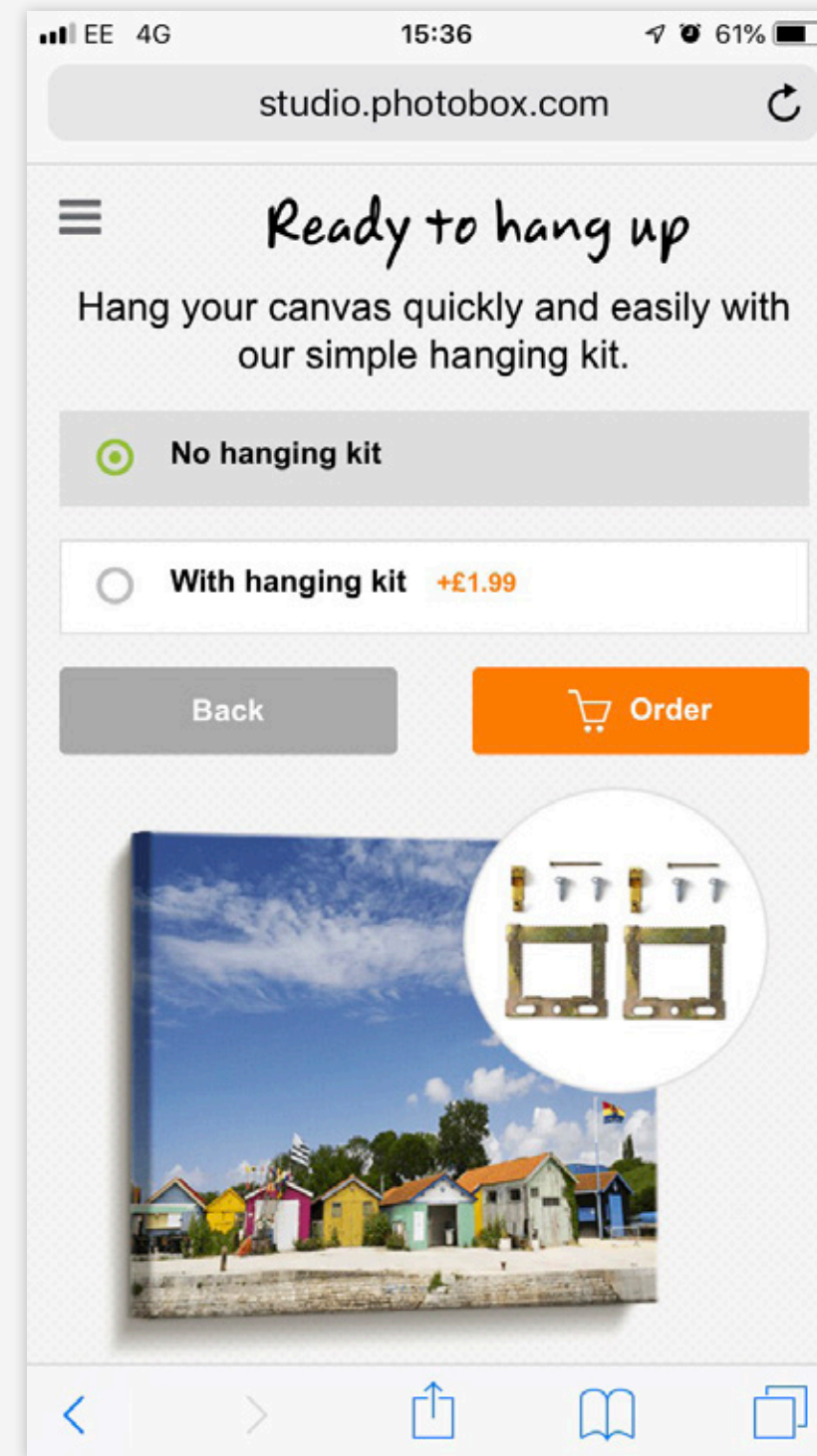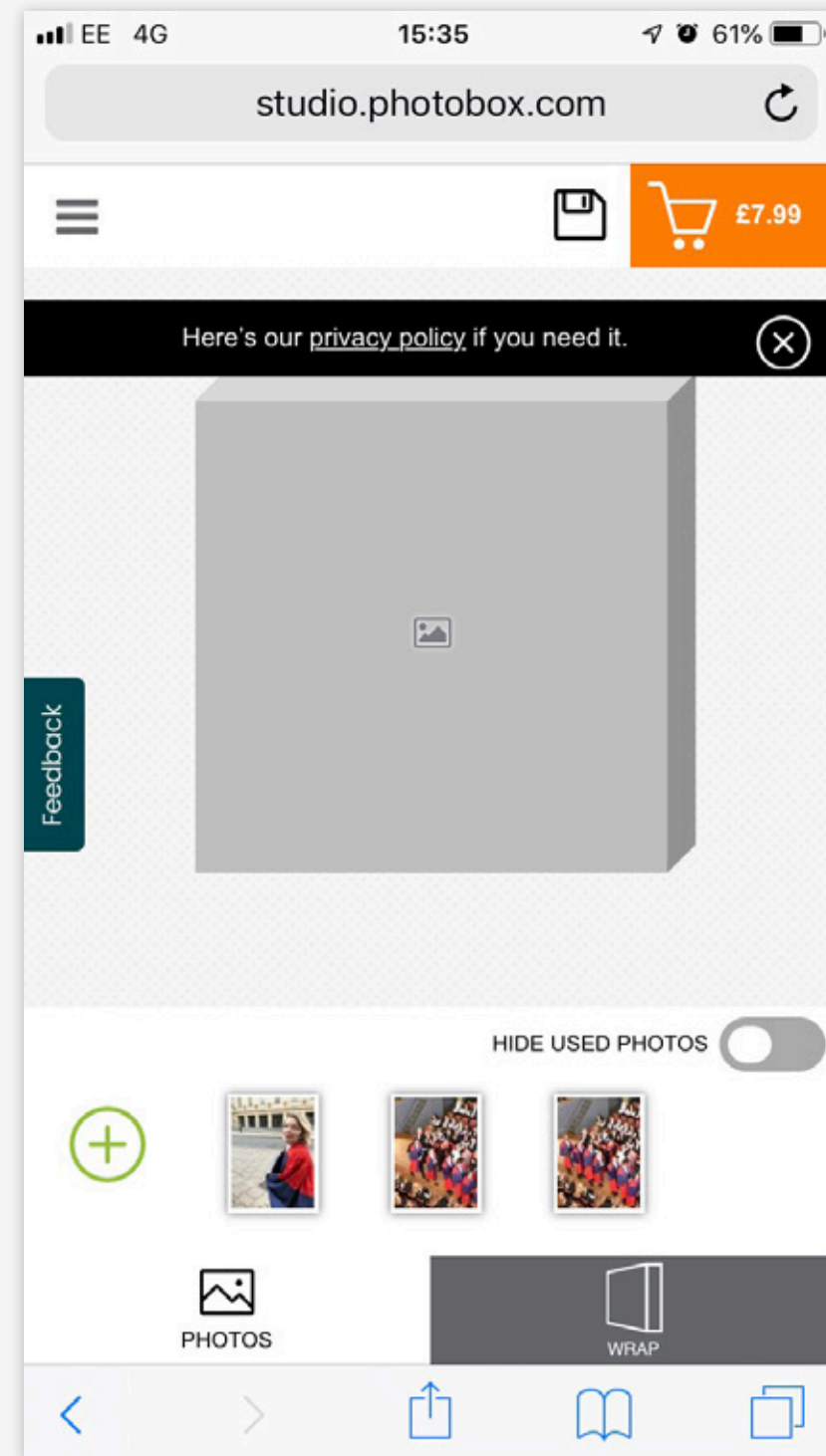
Bonusprint

1. No scorlling - all content fits on one mobile screen

2. Simple - not cluttered with features

3. Clean utility bar at bottom of screen - easy to reach with thumb

4. No text feature

5. The next step isn't that clear - must click the trolley icon

6. Must log in to check out

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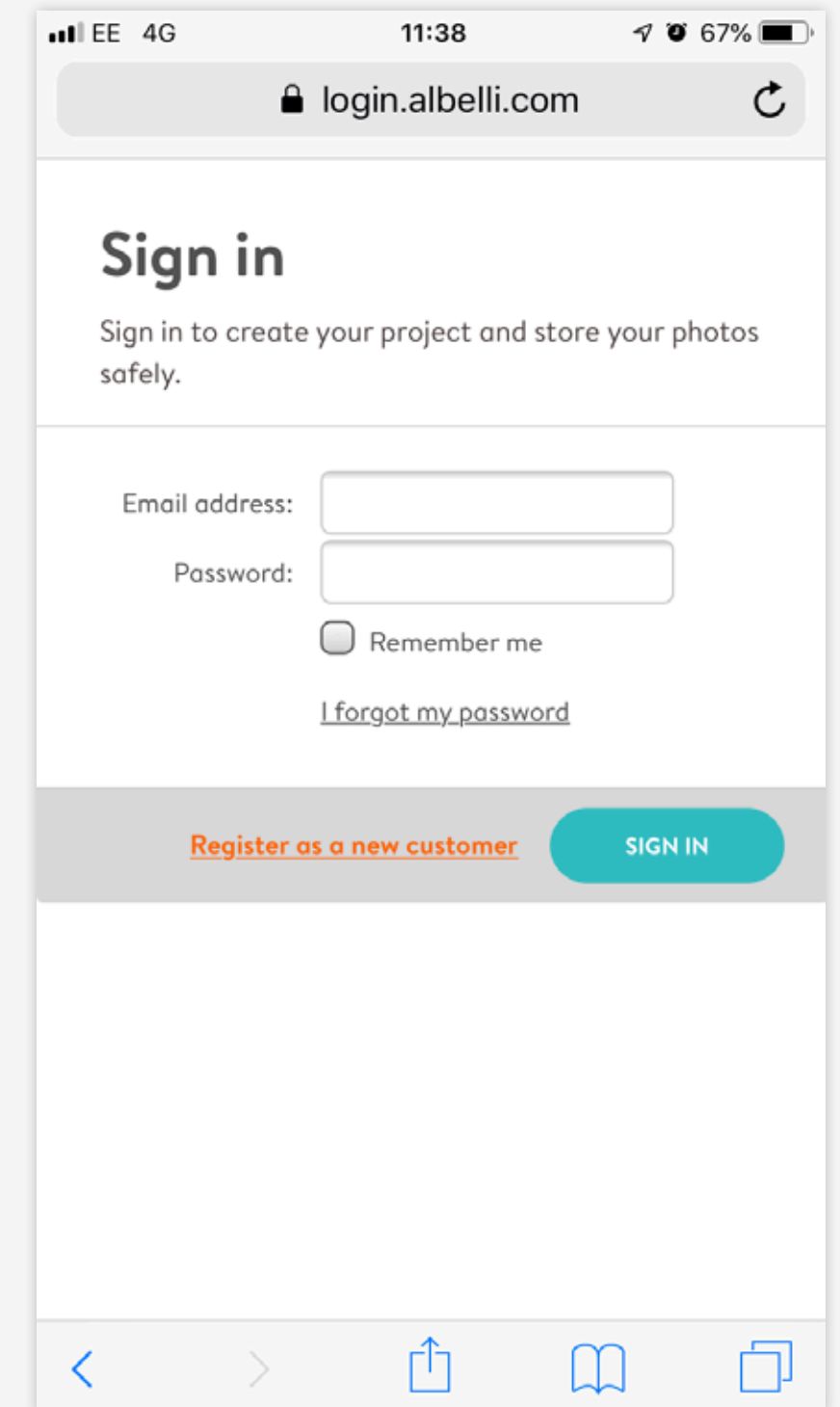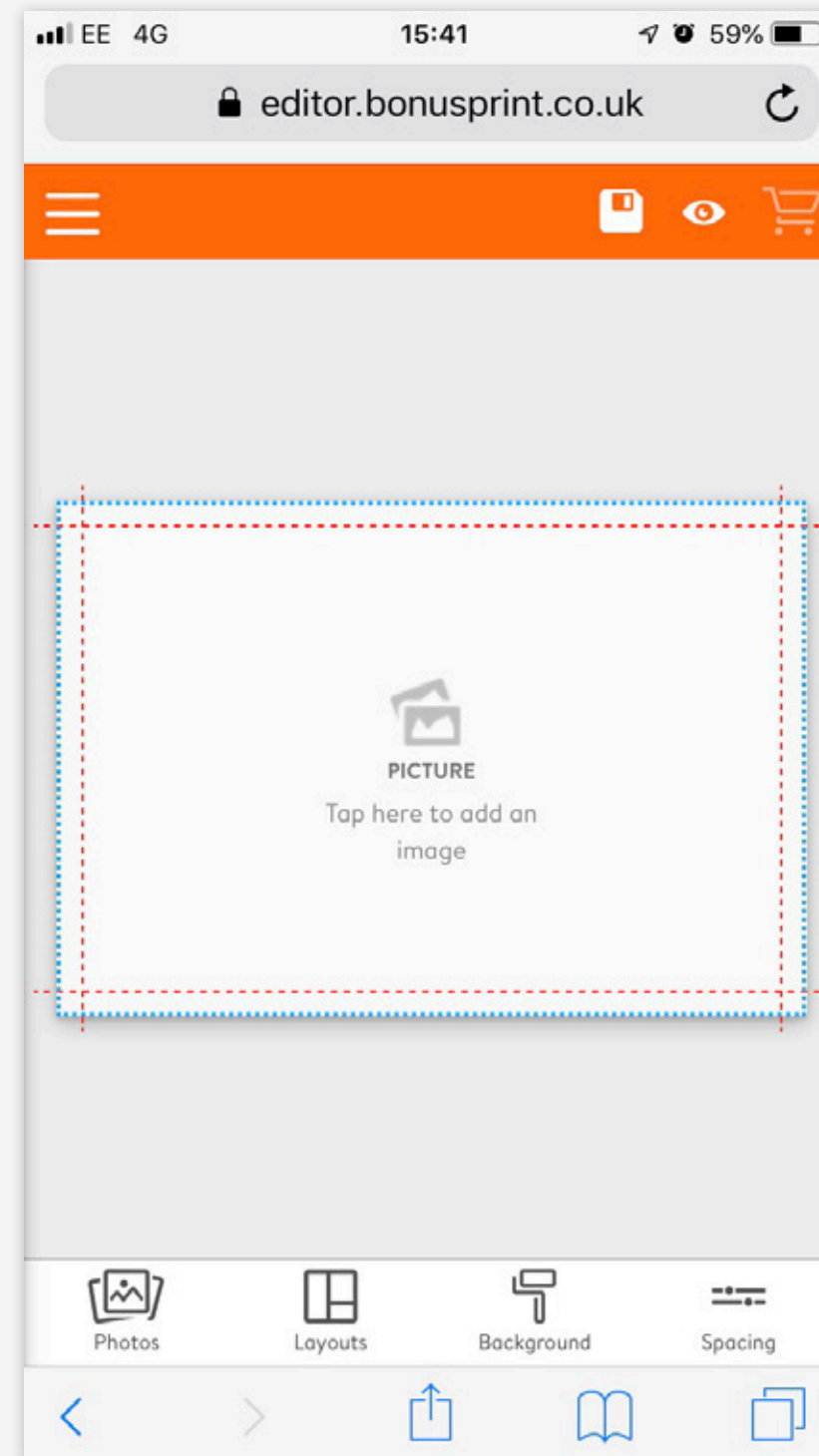
Photobook UK

1. No scorlling - all content fits on one mobile screen

2. Clean utility bar that is easy to reach with thumb

3. Minimal features

4. Floating 'help' icon obstructs cancel button

5. No text feature

6. Must log in to check out
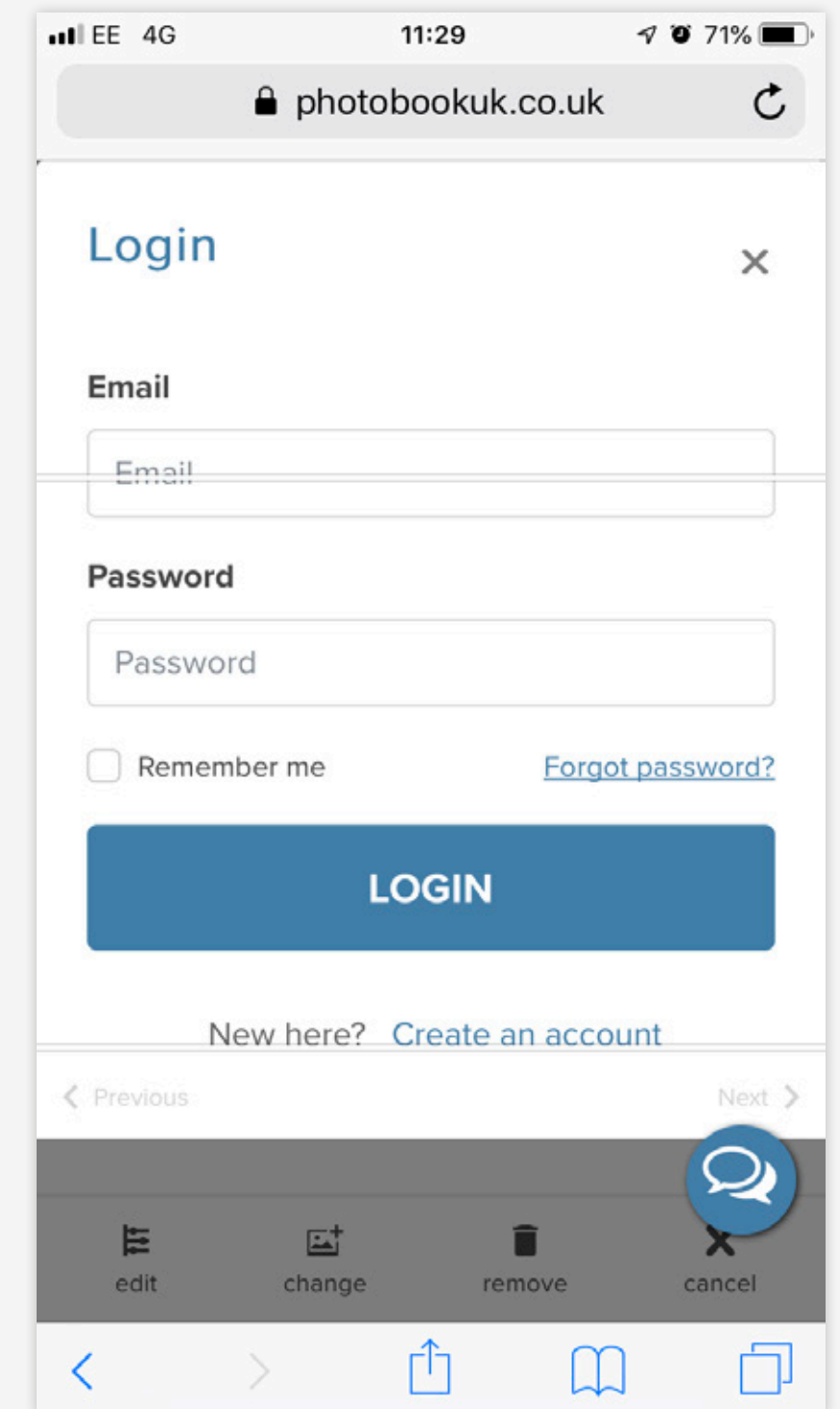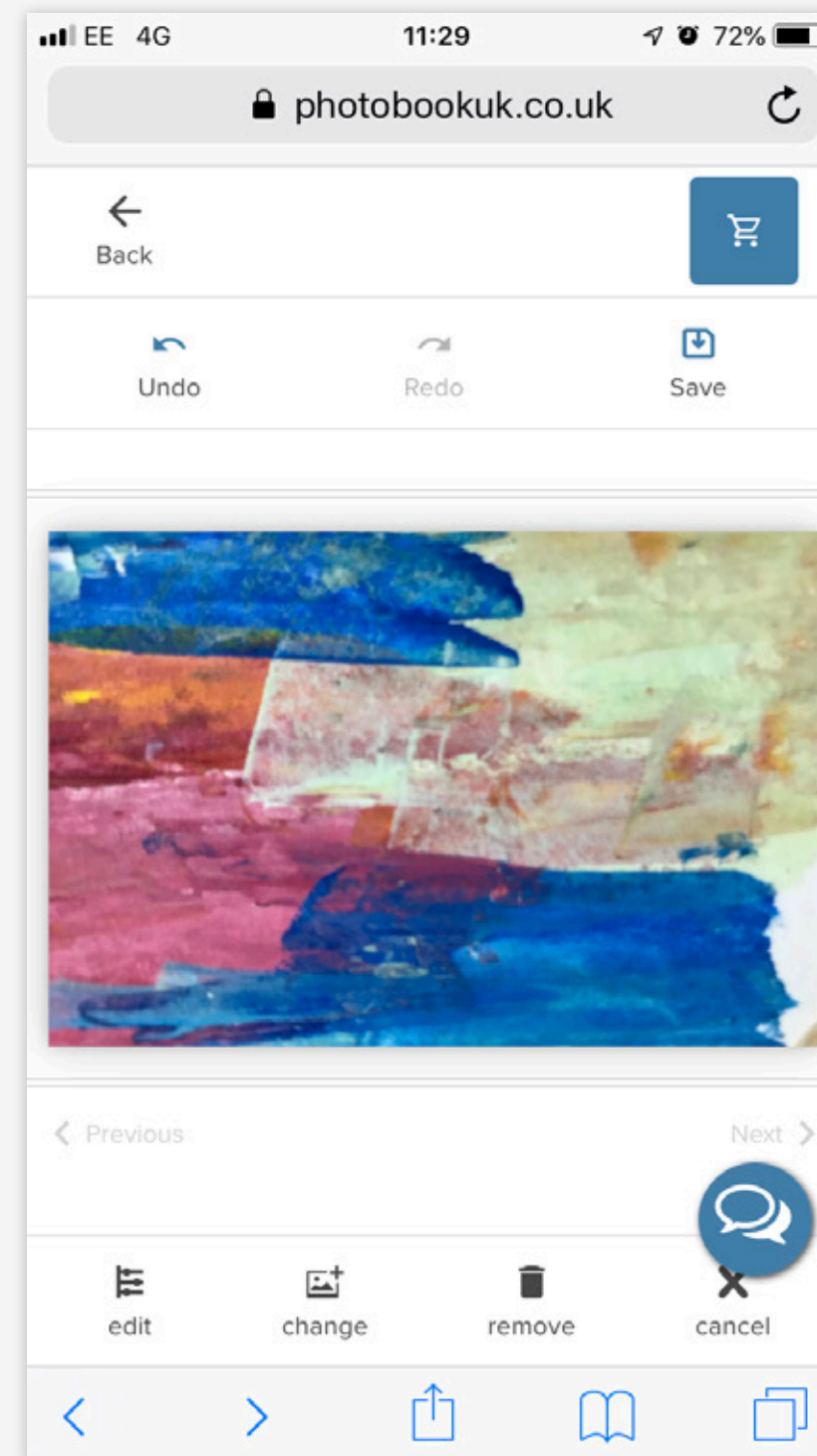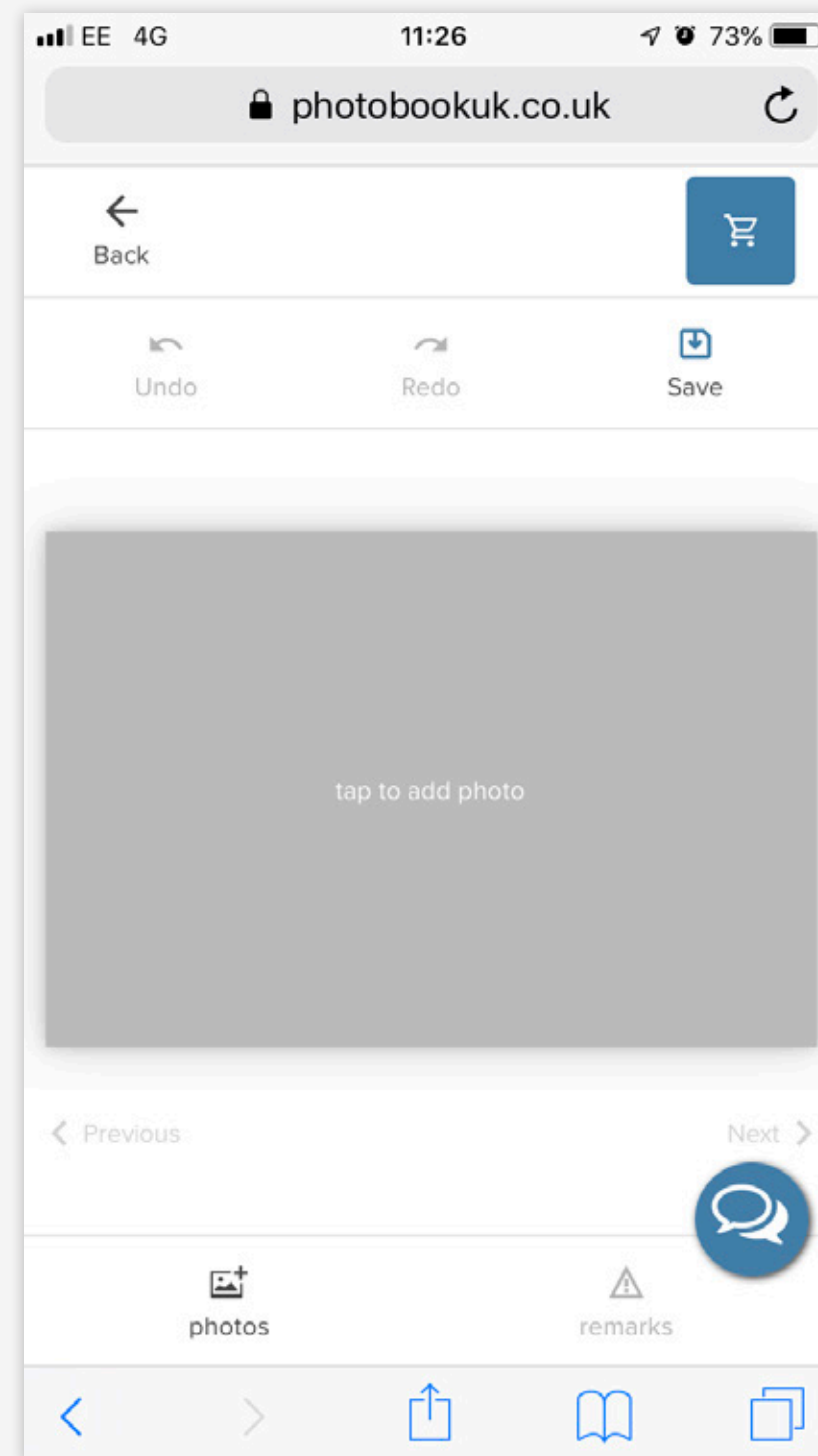
Snapfish

1. No scorlling - all content fits on one mobile screen

2. Clean utility bar that is easy to reach with thumb

3. Utility bar scrolls lateraly to reveal more features

4. Text can be added in some layouts

5. Clear 'Add to cart' button

6. Must log in to check out
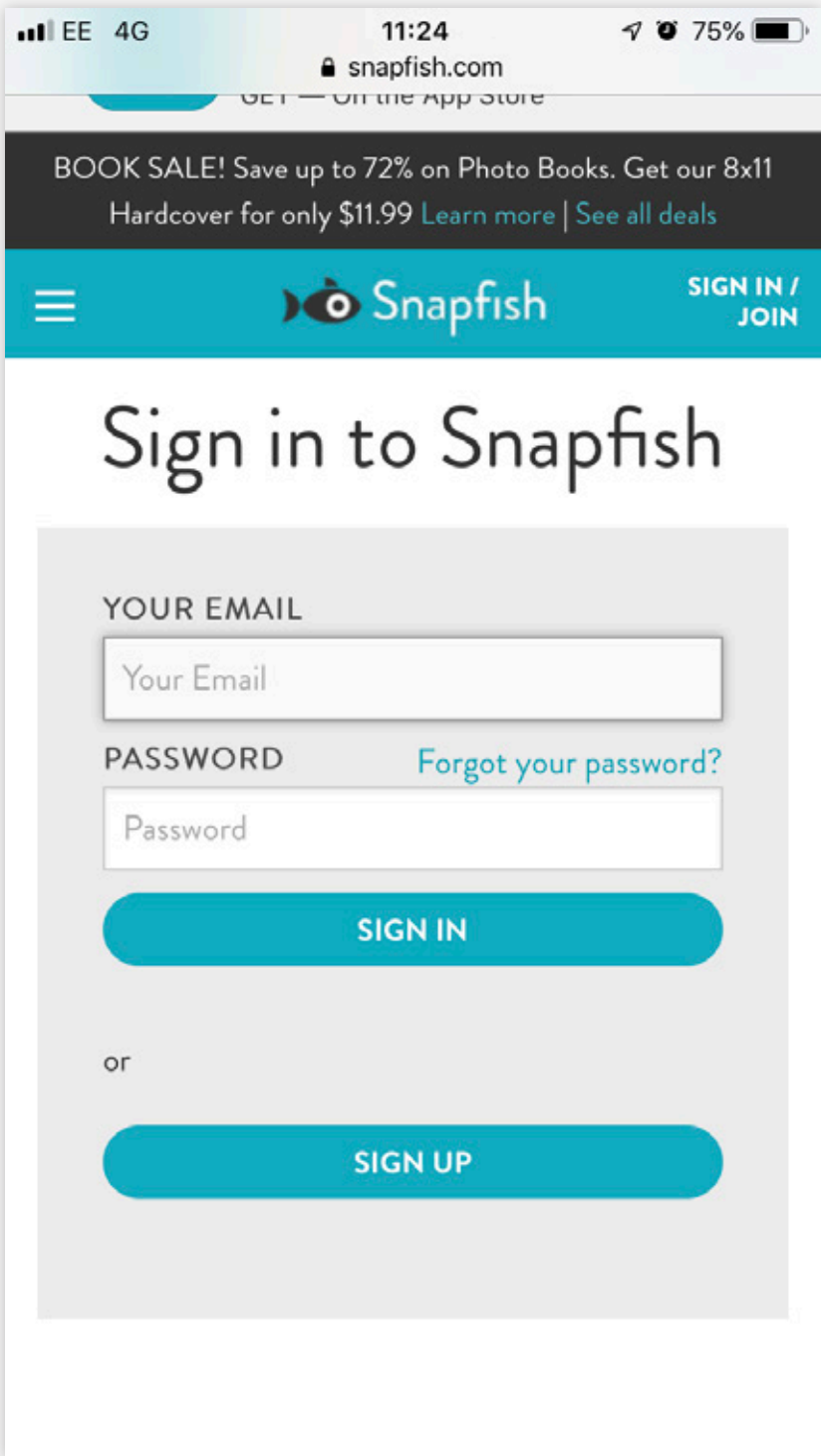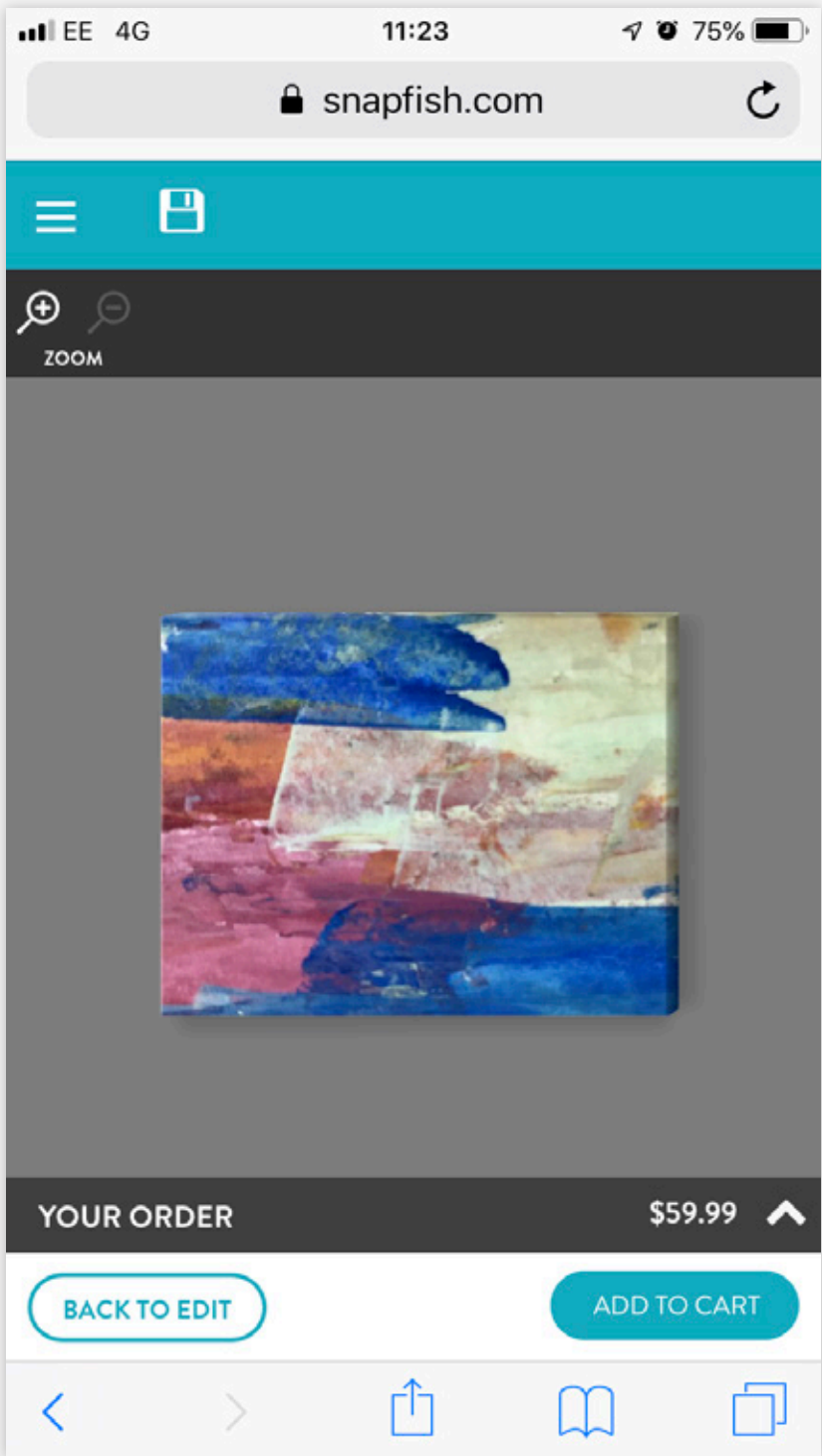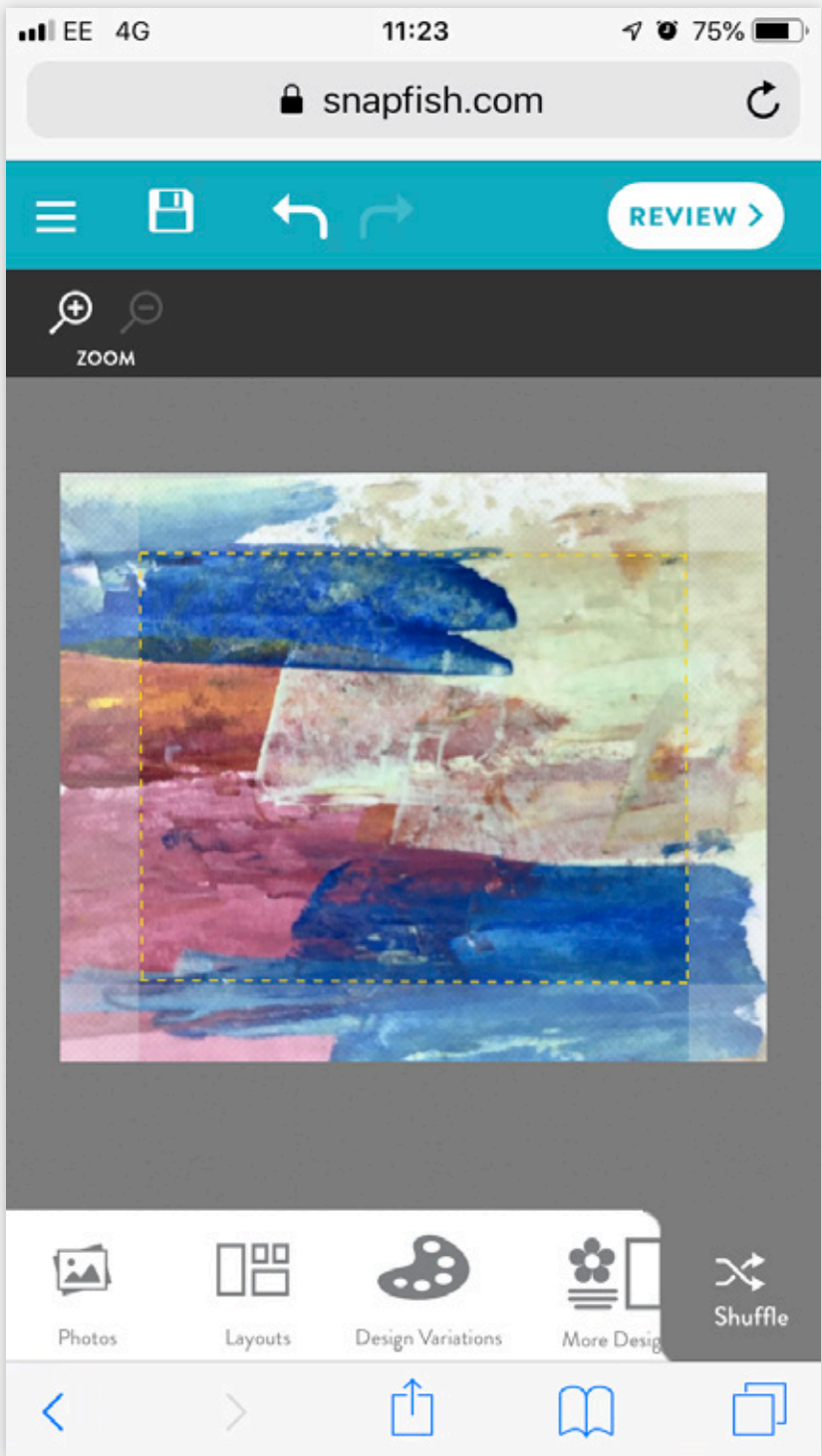
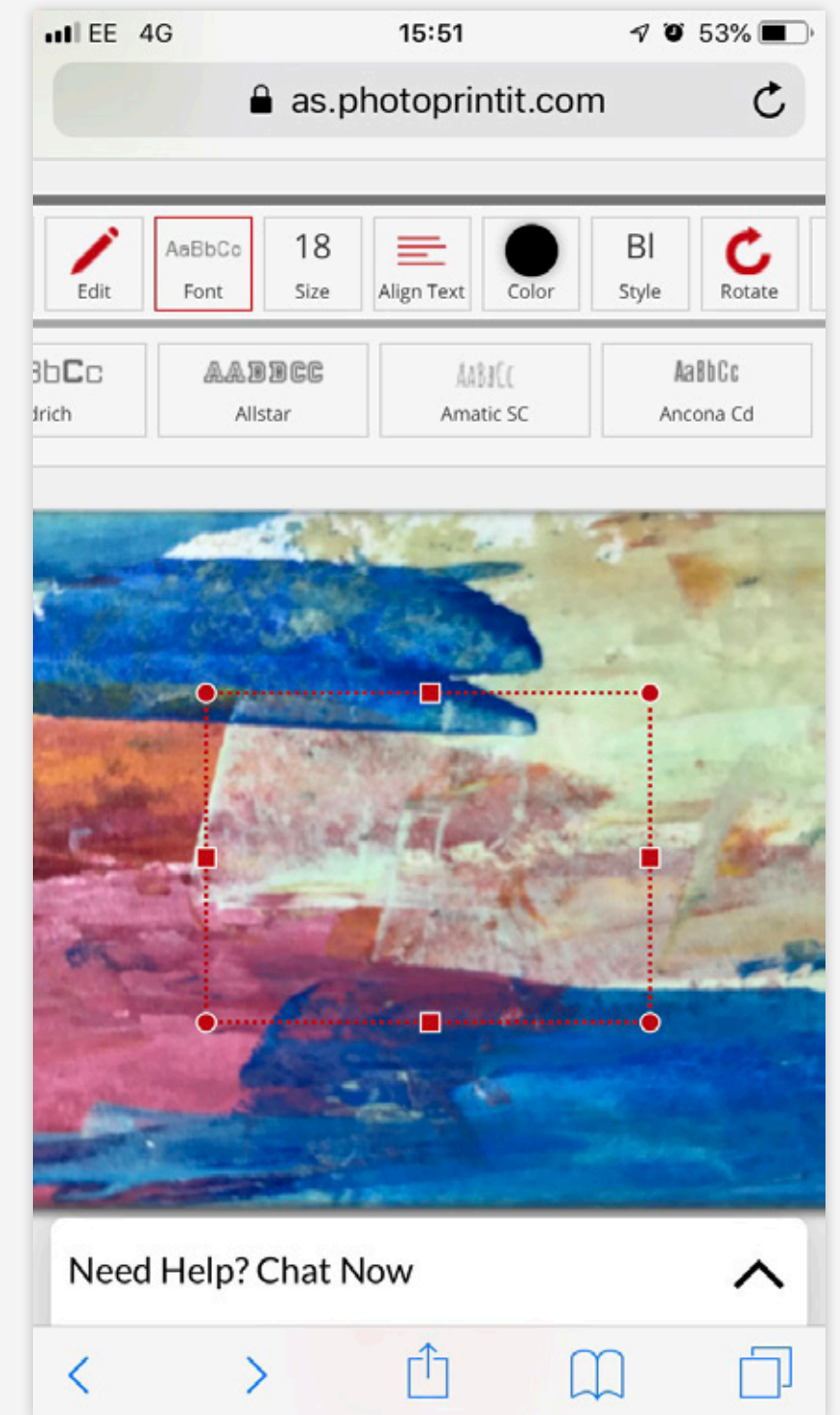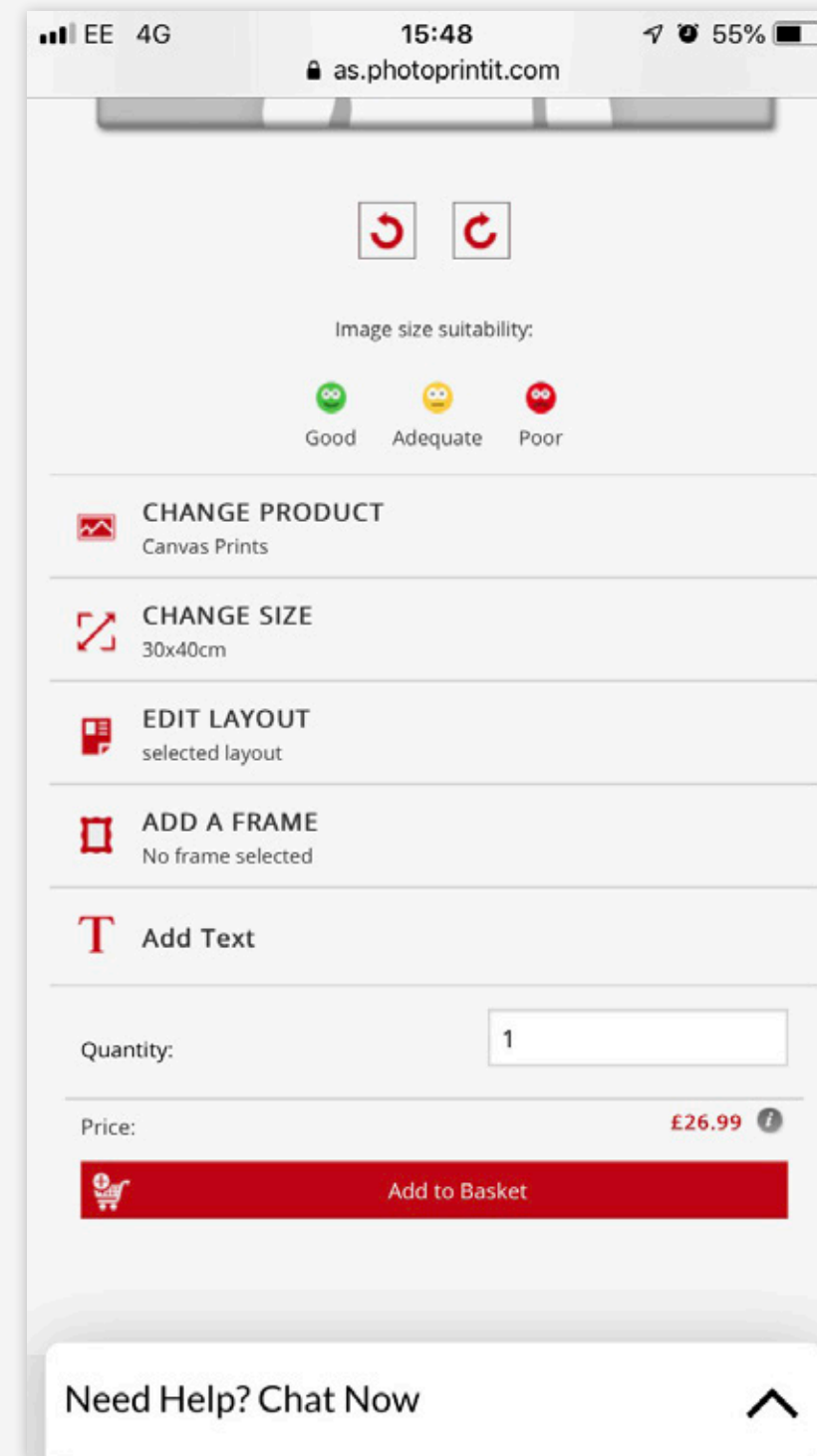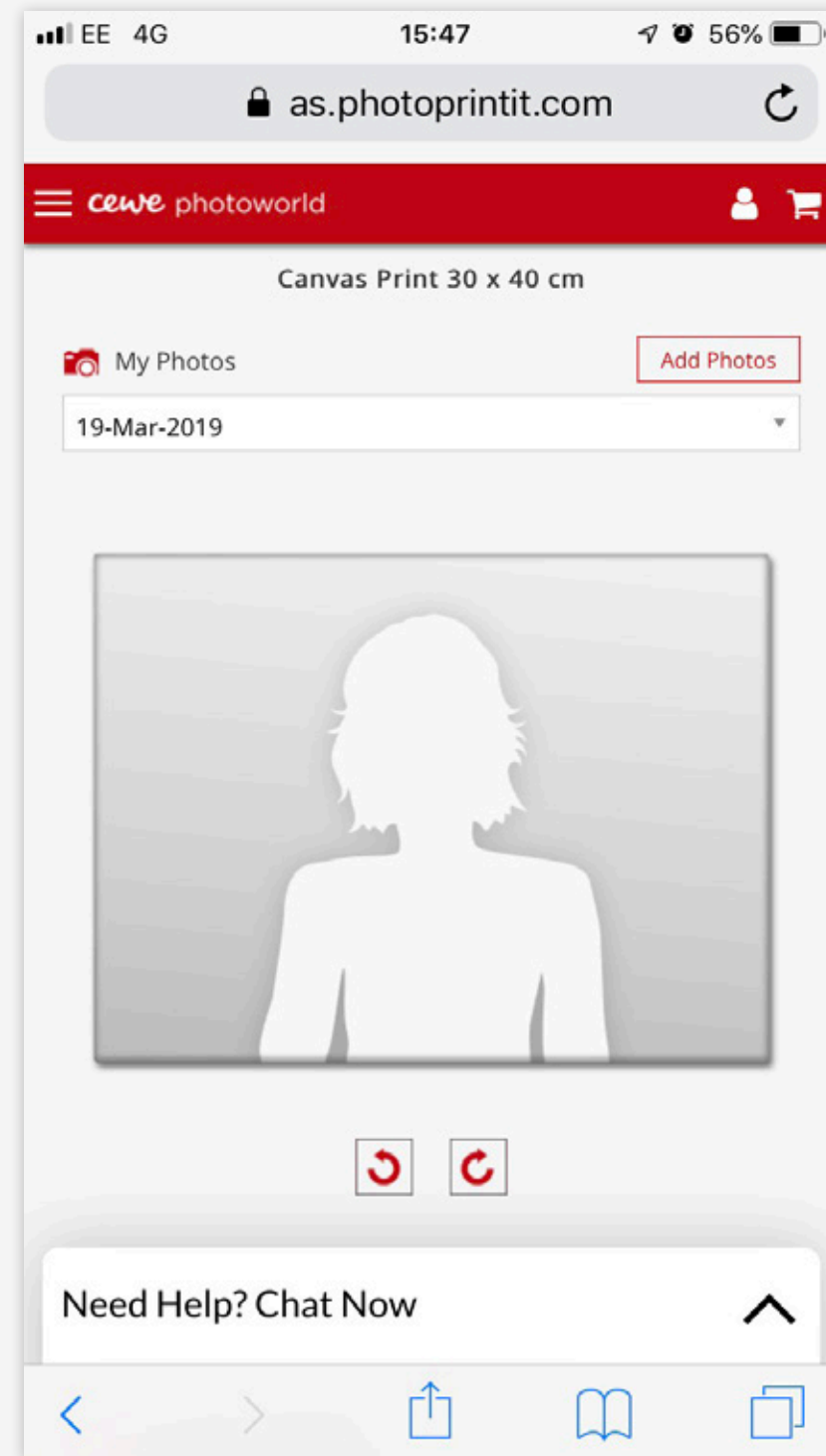# White Wall

1. Scrollable page - more content detracts from purpose

2. Upload photos as first step

3. Limited features for ease

4. Simple step by step process
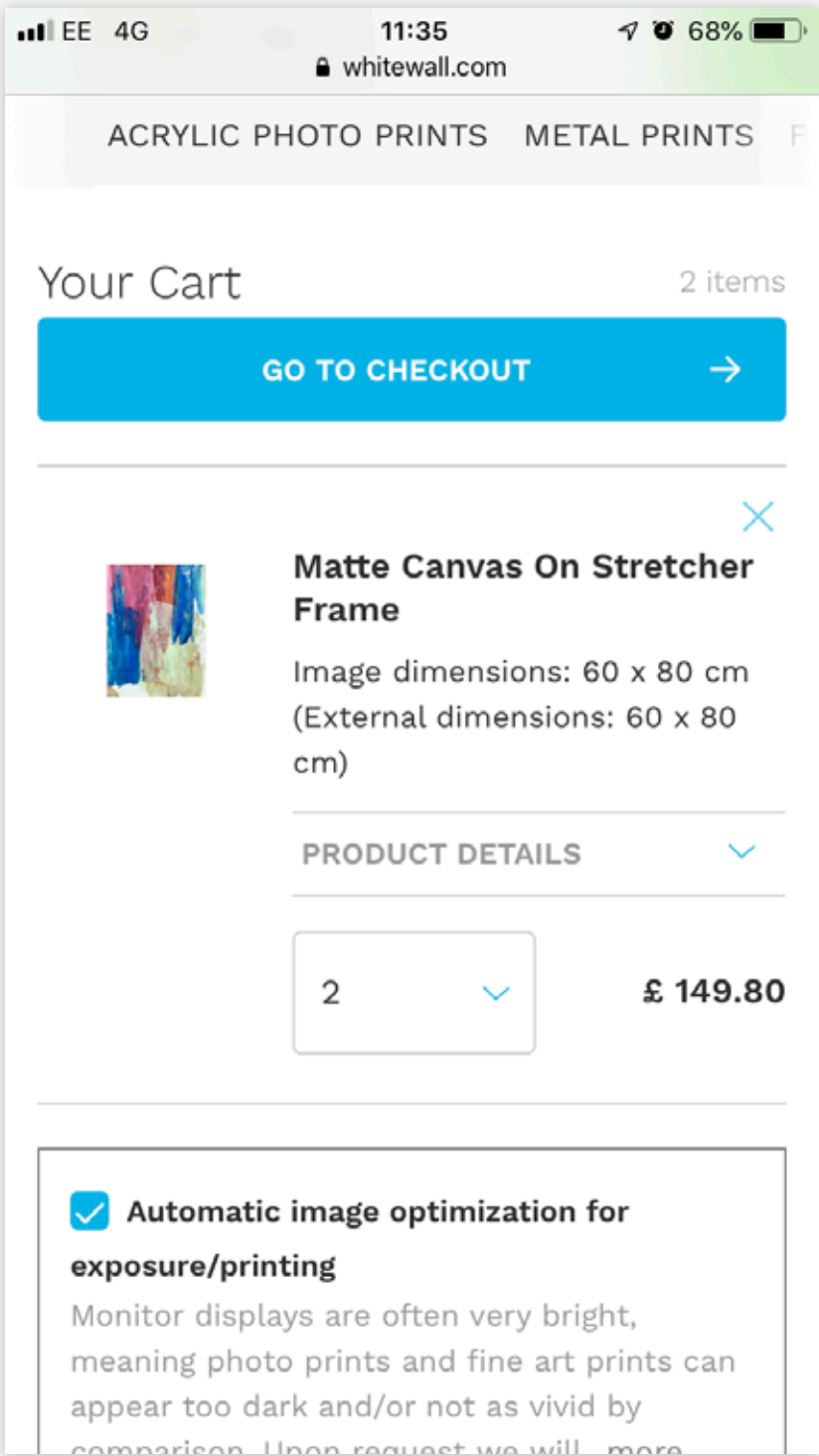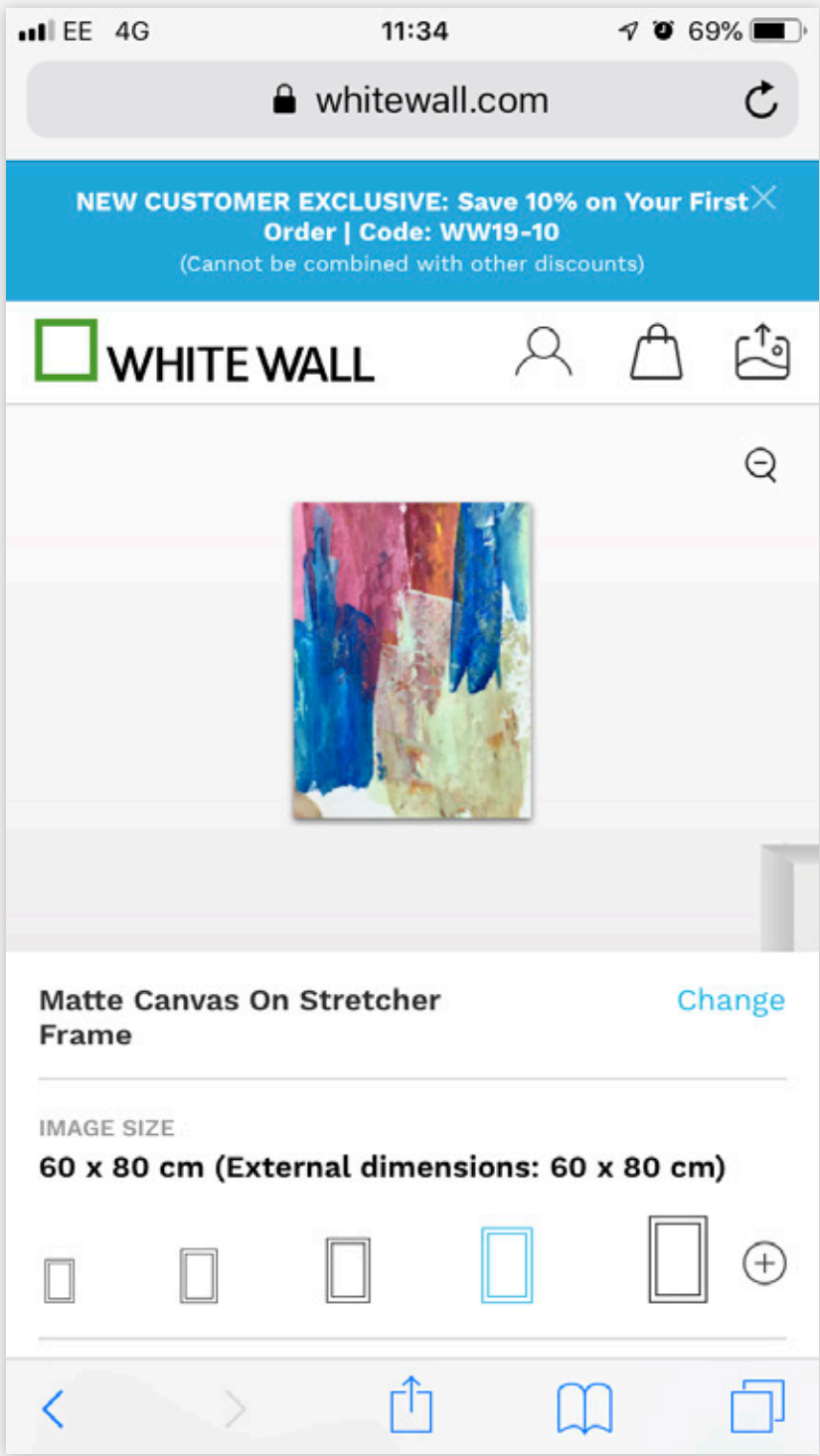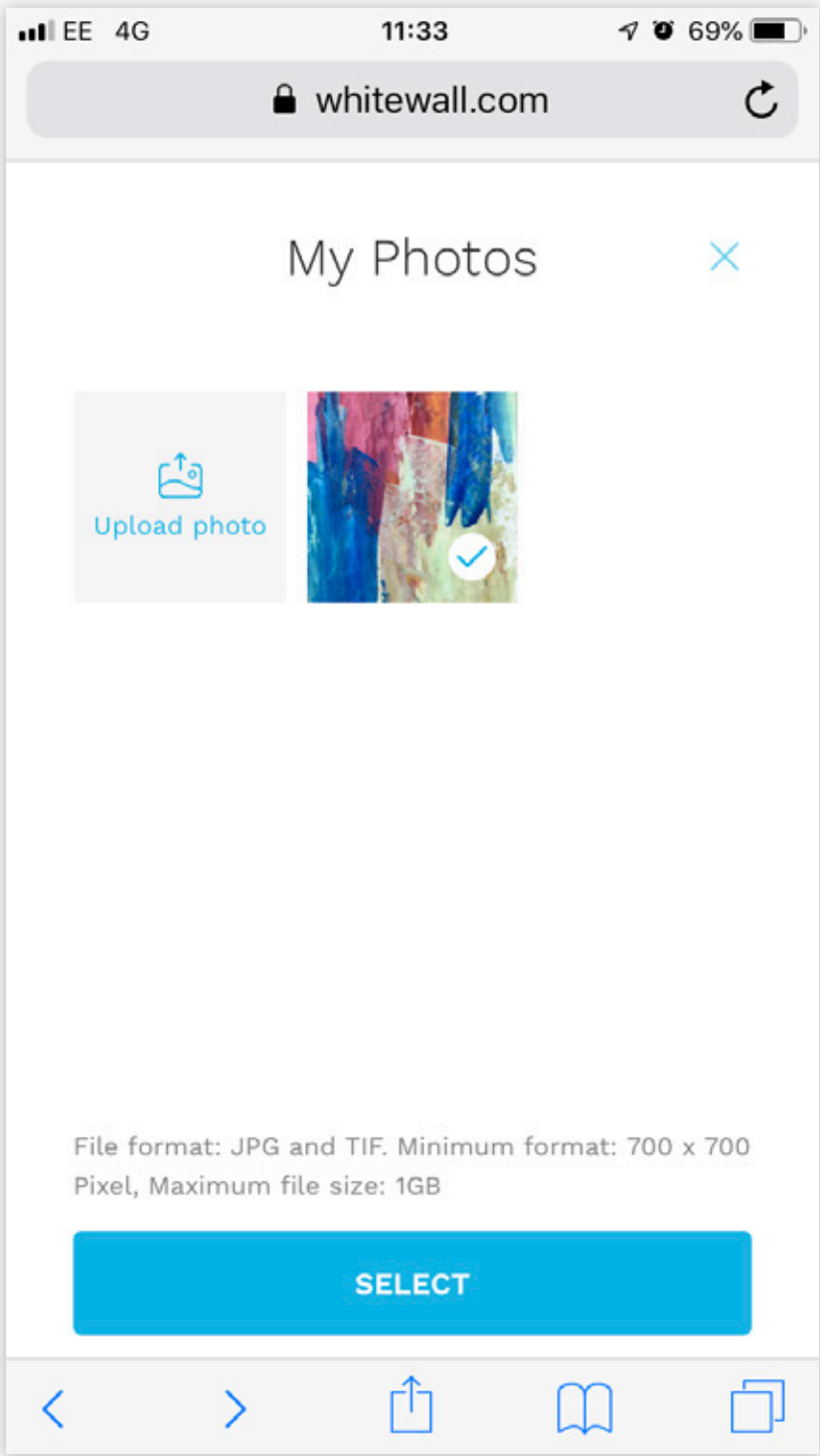
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1. intrusive "help" bar

2. long page with content that detracts from purpose

3. features are out of eye-shot, must scroll to select

4. Add photo button should be bigger

5. "My photos" bar is redundant

6. Quantity field is redundant as included in checkout section

Help tab is less intrusive

button Size increased

More thumbnails on one line

Rotate canvas + img quality take up less vertical space

utility icons displayed horizontally

"Add to basket" button is always visible and bigger

Price is visible

£0.00

I sketched some solutions to the issues we found above and used these sketches to create some higher fidelity designs.

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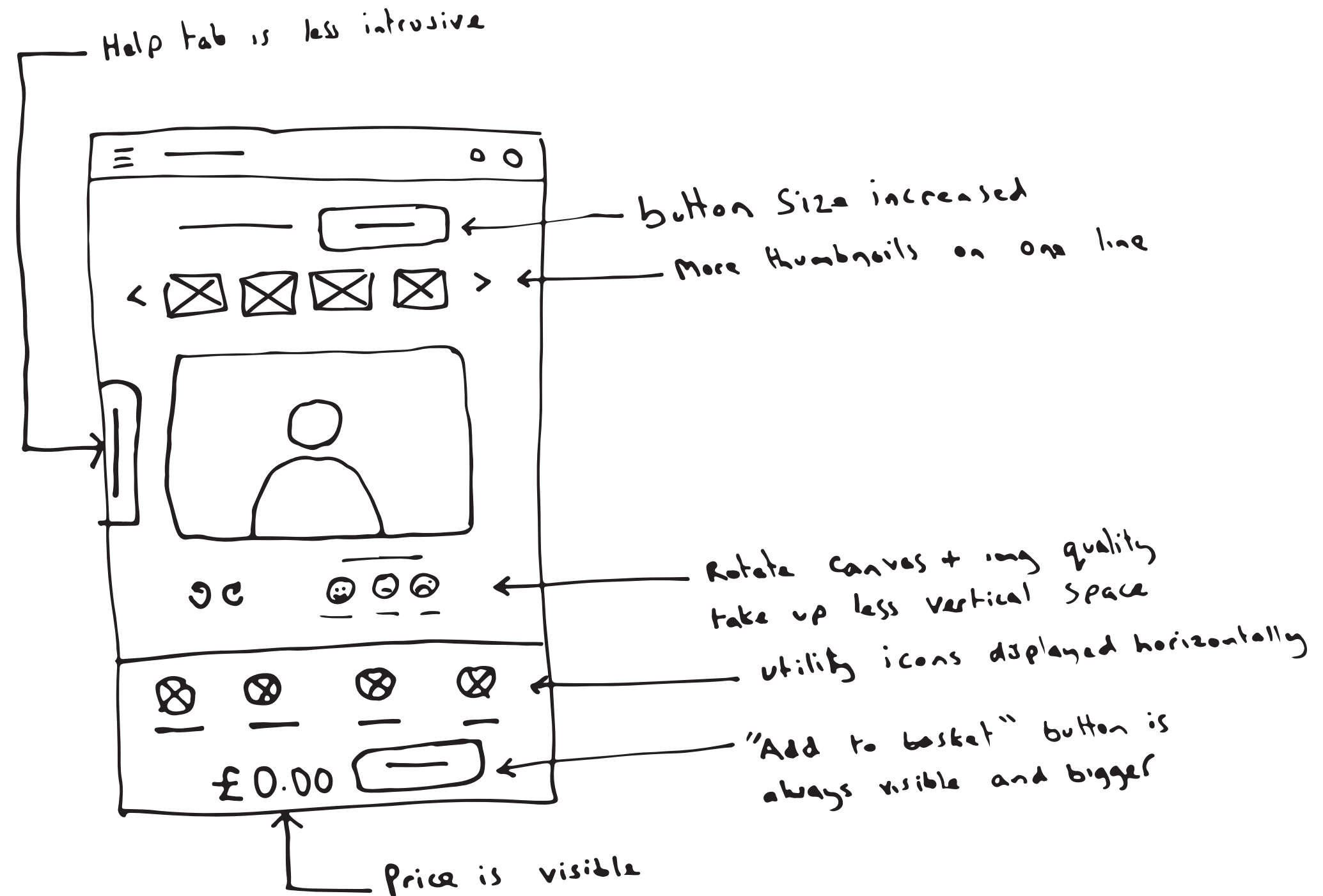
UX Design

Old design

New design

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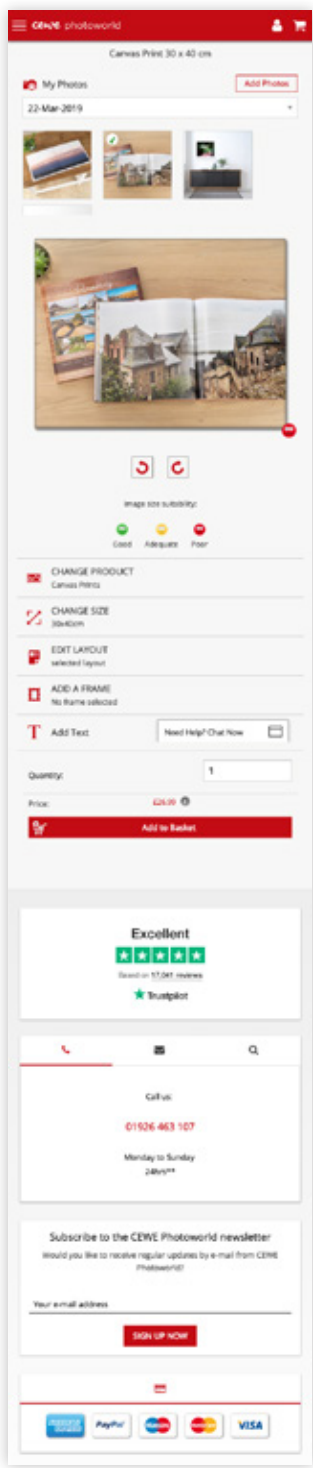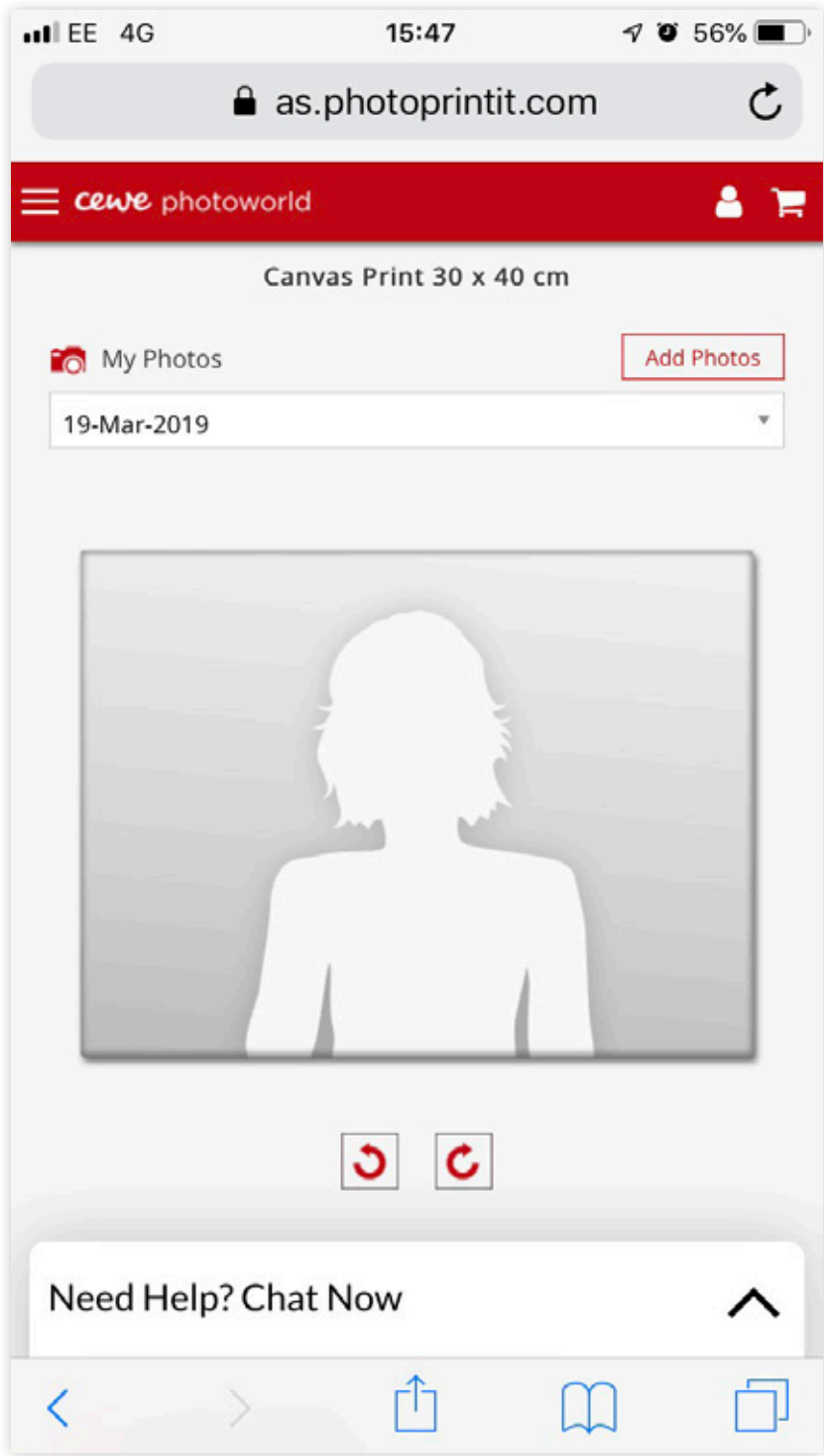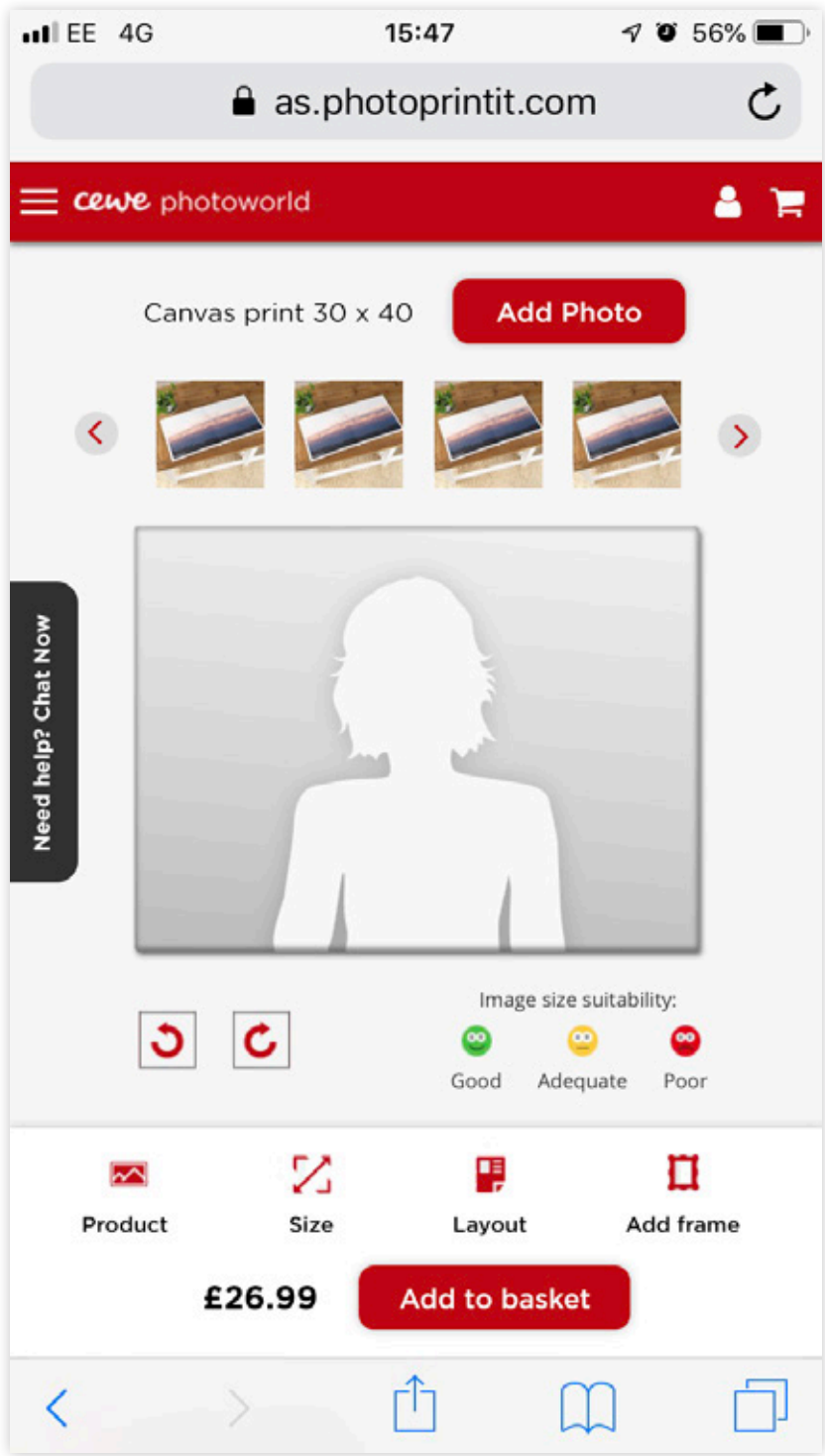
UX Design

After these designs had gone through development, we did two more rounds of device testing to streamline the product prior to implemenataion.

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Issues were logged and I sketched out some suggestions to feed back to the dev team for the next iteration.

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