UX/UI Academy of Brainster

SUGARWISH - REDESIGN

About

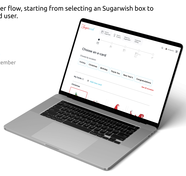
Sugarwish is a unique e-commerce website that provides an original approach to gifting. Sugarwish is a company that offers a wide selection of sweet gifts. But it is not just sweet gifts, popcorn,wine selection etc .... , if you have pet, you can send him a gift known as dog treats.

Problem

Main problem for Sugarwish was the user flow, starting from selecting an Sugarwish box to delivering the sugarwish to the selected user.

Duration

November — December



Design process

Stakeholder interview → User Research Goals → Brainstorming → Visual identity → Usability testing

Discover → Define → Ideate → Design → Test

Stakeholder interviews

Q1) What is your mission statement and how does that translate through your brand?
Q2) Do you have any strict and/or official brand preferences we need to take into account?
Q3) What is the scope and size of the project?
Q4) What are the markers of success?
Q5) Who are your primary and secondary personas?
Q6) What are their demographics, habits and goals?
Q7) Do you have supporting documents, like personas or empathy maps?
Q8) Who are the company's primary competitors?

User interviews

Q1) Do you use e-shops?
Q2) How often do you use e-shops?
Q3) Do you usually gift something to people for an occasion or it can be for no reason as well?
Q4) Do you plan gifting or it's done in last minute offers?
Q5) Where do you shop for gifting?
Q6) Do you search for categories when you are on site for gifts?
Q7) Do you scroll till bottom to find the wanted gift?
Q8) Do you browse for a long time before you buying gift?
Q9) Do you use filters when shopping online?
Q10) What are the most important things you want to know about the product when browsing e-shop?
Q11) Do you want to see the preview of ordering gift/s?
Q12) What is your method for delivering gifts?

Design strategy

Executive Intent — With a Sugarwish, the gift buyer is able to send an e-gift card ("eCard") digitally with no mailing address required. The gift recipient receives the eCard and is invited to go to the Sugarwish website to pick their favorite treats or beverages. Those picks are shipped directly to the recipient. This structure leads to the recipient getting a gift with their favorite items, so the buyer knows that every gift will be personalized and enjoyed by the recipient.

Target Audience — I Entrerprise customers
II Non enterprise customers

General Tasks — When visiting the website, the gift buyer is able to choose an e-card for the occasion they come to the site first.In the top of the cards there is stepper which shows the whole path that the buyer should go through till finish of the order.Then he/she selects the type and size of the gift box that he/she is ready to pay.After that he/she sends the e-gift and waits for the other side to continue.

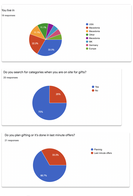
Cross channels — Website

Team members — Milena, Elena, Dimitar,Tose

User Research

Quantitative Research

We have asked people to recode their response through the online survey formand questionaries.Around 20 people had participated in filling the survey and made this research possible.



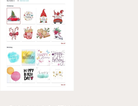
Primary Persona

User Journey

Problem/Solution

- Small e-cards

- Bigger e-cards



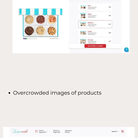
- Too much red text

- Red color only for CTA buttons

- Users don't know how much steps do they have to take to finish the order

- There's a stepper which let users know how much steps do they have to take to finish the order

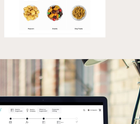
- Users can't order several boxes at the same time

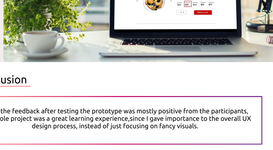


- Users can order several boxes at the same time

- Overcrowded images of products

- Clean and simple images of products





Conclusion

While the feedback after testing the prototype was mostly positive from the participants, the whole project was a great learning experience,since I gave importance to the overall UX design process, instead of just focusing on fancy visuals.