



Digital Design Challenge

Overview

Cross Commerce Store is a cross-border platform that helps companies in China to sell their products on the biggest e-commerce sites in Brazil.

Problem

Users do not have a feature to upload products in bulk

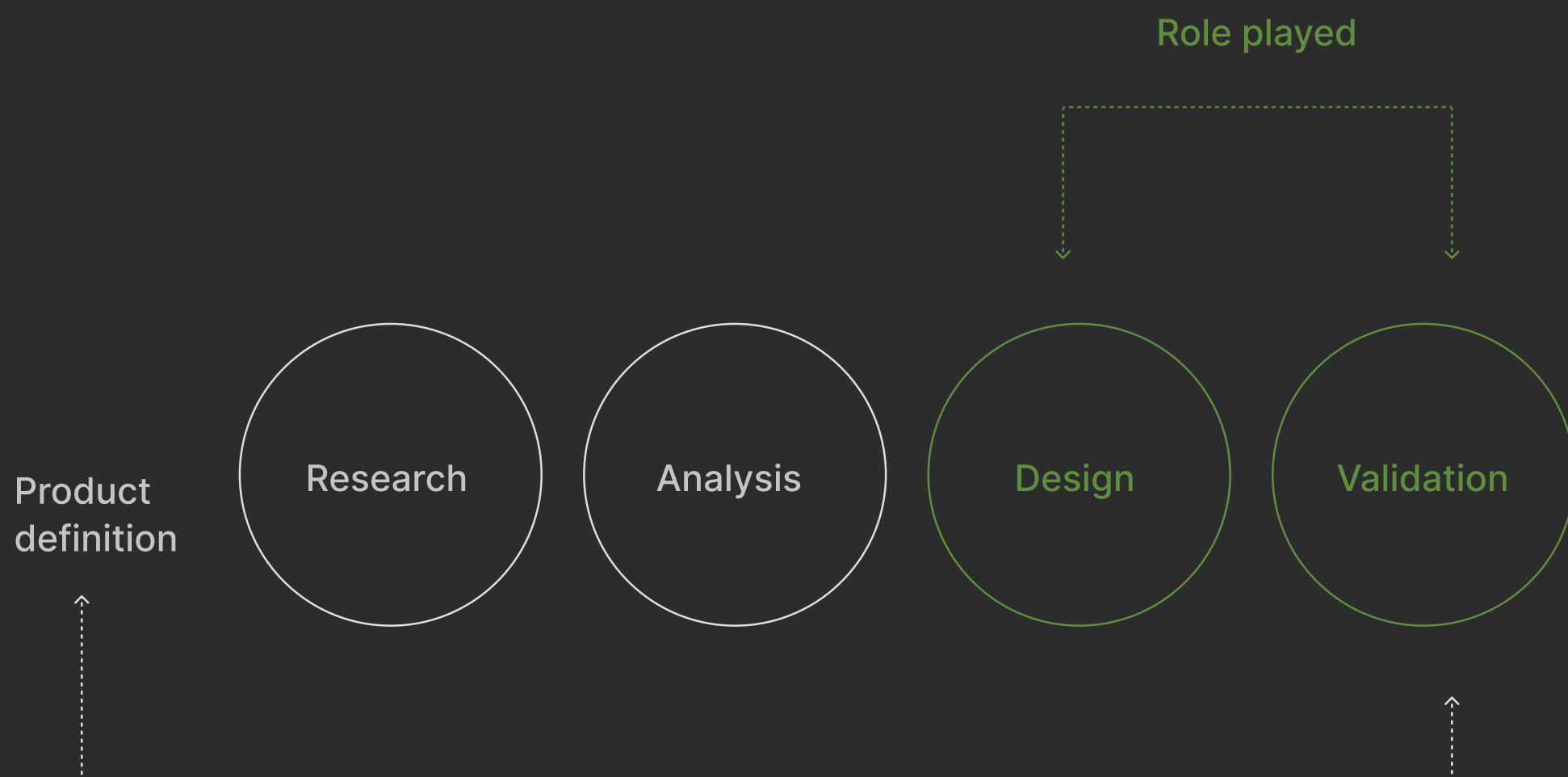
End-user goals

- Upload products in bulk using a spreadsheet file
- Have a history of uploads available at any time
- Receive notifications about the status of their uploads

Constraints

- In order to upload a product listing the user needs to use a spreadsheet template that contains the required fields for each product
- There are 2 types of uploads:
 1. Upload new products to the platform
 2. Uploading new data to existing products
- Products are part of a different group of categories that has different attributes

Process



Solution

Add a new section in the platform that has an area for downloading and uploading spreadsheet templates.

Features

- Option to download spreadsheet templates for different product categories
- History of downloads and uploads with actions to pause and cancel
- Users can watch the download and upload process and still use the platform
- Users can choose to add or update product listing

Validation

- Usability tests with employees who has already uploaded a product to the platform
- Usability tests with end-users
- Review and validation of usability tests applied

Iterations

1. Category tree to the download area so users can choose between searching for categories or selecting them by using the category tree
2. Added an option to mark categories as favorites

Reflection

Here is what I learned from doing this project:

1. Organizing and structuring design principles is just as important as creating them in the first place. I continue finding ways to better structure the design principles we created at work, and visualize them so that everyone can get a good understanding of it across the company.
2. Don't be afraid of doing iterations. If you have good reasons and understand what the usability issues are, start planning! Collect as much quantitative user behavior data as you can, then analyze and categorize them to make sure you have solid qualitative data to support re-design. Keep the cycle of design, release, get user feedback, and iterate.