

Fragrance&Light – Responsive Website for Candles Shopping Experience

Lupu Iuliana

Project overview



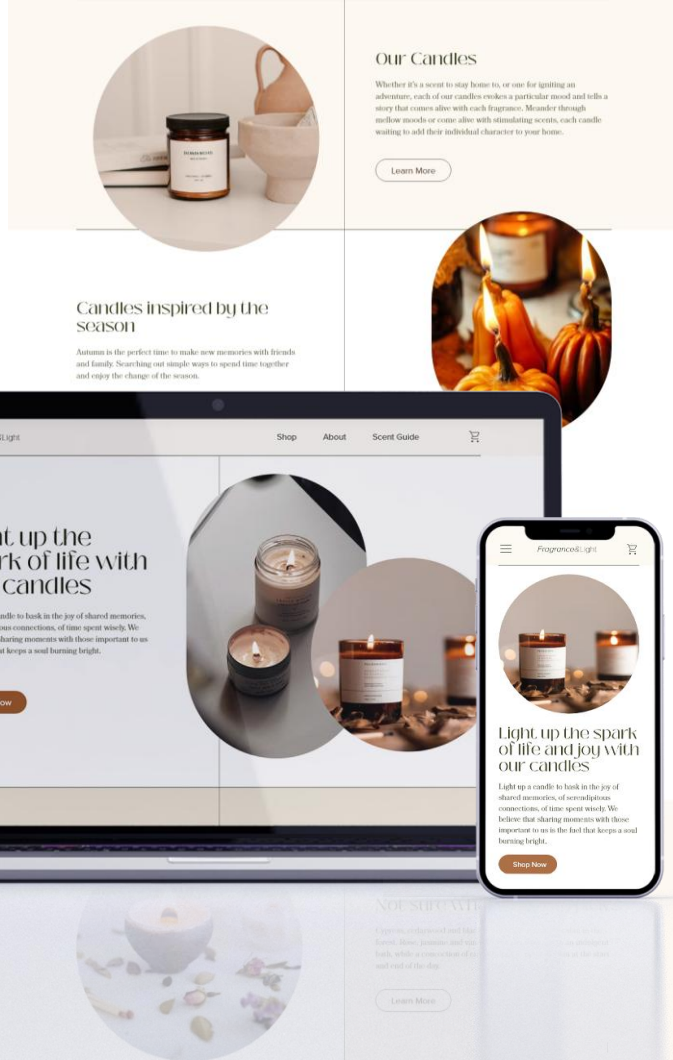
The product:

A responsive website for a company that makes and sells candles online. Their products are targeted to people of all ages (except children) that want decorative or scented candles for their place or are looking for a personalized gift. The website showcases the different categories of candles and provides easy ways to match the users with the product they are looking for.



Project duration:

October 2022 to November 2022



Project overview



The problem:

There are a multitude of options, and users find it hard to decide what to pick and give up on choosing a product. The customization flow is difficult on other websites that sell personalized candles.



The goal:

Provide better ways of helping users pick a product that is best suited for their needs. Make an easy and enjoyable candle customization flow. Increase conversion rates. Offer an overall pleasant experience for users, so they want to come back.

Project overview



My role:

UX designer designing the “Fragrance & Light” website from start to delivery



Responsibilities:

User research, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



In order to emphasize with the users I conducted interviews and created empathy maps to better understand target users and their needs.

The research has revealed that users usually spend a lot of time browsing the list of candles and feel overwhelmed by the large number of options and sometimes give up on purchasing any. Users want the products to be grouped by theme, event or holidays, and want easier ways to find candles that are suitable for them and an easier navigation of the website in general. Some users mentioned the need for more candle customization options and also wanted a gift wrapping option.

User research: pain points

1

Customization

Users want more customization options like scent, color, message. In addition to that they want a gift wrapping option.

2

Navigation

Users find it hard to pick a product and want filters and product categories that make sense. They want to be able to filter candles by event, occasion, season, theme, etc.

3

Scent Information

Users want more information about the scented candles, the mood and the role of ingredients (like calm, energizing, fresh), to be able to make their choice.

4

Product Size

Some users expressed frustration because they were unable to tell the real size of the candle just by looking at a image of the candle.

Persona: Camila

Problem statement:

Camila is a caring daughter and friend who needs to **easily find Christmas themed candles and customize them**, because she wants to give them as gifts to her family and friends.



Camila

Age: 37
Education: University Degree
Hometown: Chicago, IL
Family: Married, 2 children
Occupation: Teacher

"We always celebrate Christmas together. I am sad that we we'll be far away this Christmas, but I hope that these candles, with lovely smell and personalized messages will bring wormth and peace for the holiday season to my parents, sisters and friends, whom I won't be able to see in person."

Goals

- Wants to quickly find products with a style that is related to an event or holiday.
- Wants to buy personalized gift with name and message and different colors and scents, for each person..
- Want to have them delivered nicely wrapped as a gift.

Frustrations

- Hard to find candles that can be customizable and also holiday themed.
- Not sure if the candles will arrive in time.
- No gift wrapping option.
- Not sure how some color options would look like, since the image only shows a default color.

Camila lives together with her family in the suburbs of Chicago. She works as a biology teacher in the nearest High School. She always celebrates Christmas at her parents house were they gather with the whole family. Her two other sisters are coming with their family, as well. This year her husband, kids and her are going for a holiday trip in Europe, so she want be able to celebrate Christmas in person with her parents and sisters. She wants to pick some presents for them, and for her friends and to have them delivered on the Christmas day. She heard from a colleague that personalized scent candles are a great idea for a gift. She consideres ordering some online.

User journey map

Mapping Camila's user journey revealed how it would benefit her to have an effective way to find products that she needs, having the candles grouped by events or holidays, more customizations, and easier checkout flow.

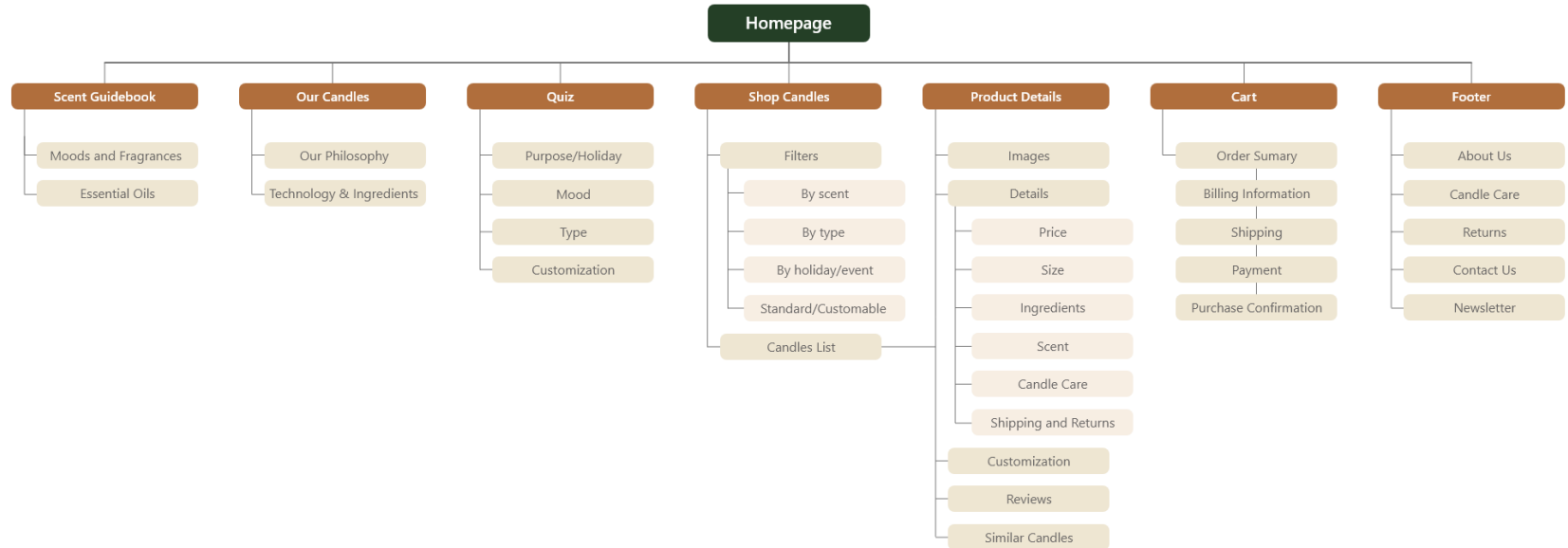
Persona: Camila

Goal: buy personalized and customized candles as Christmas gifts for family and friends

ACTION	Opens the website	Looks for the perfect candle	Customizes multiple items	Payment & Delivery Options	Waits for the delivery
TASK LIST	A. Searches in a browser B. Opens multiple sites until she finds one that she likes C. Explores the home page	A. Uses different filters B. Uses search and types "Christmas" and "gift" C. Opens more pages about different candles until she finds the one that is the best option	A. Tries to choose a scent and color B. Adds a name to be written on the candle, but wishes to add message too. C. Add the candle to the cart D. Comes back and repeats the process until she has enough gifts.	A. Navigates to the Cart page B. Goes to checkout and adds payment info. C. Adds delivery options. D. Reviews and confirms order	A. Waits for the delivery B. Hopes that they arrive on time. C. Receives the delivery. Wraps each candle and sends each at different addresses to be delivered on Christmas
FEELING ADJECTIVE	Enthusiastic, Exited	Confused what keywords to use for search, Overwhelmed by so many options	Excited, Disappointed that can't add a message. Frustrated to customize on item at a time	Careful, attentive, Disappointed that there is no gift wrap option and only one delivery address	Worried, Enthusiastic, Frustrated, Tired
IMPROVEMENT OPPORTUNITIES	Have a friendly and welcoming home page that will engage the user and help find what they are looking for	A simplified way of search and meaningful categories (by holidays, special events)	Offer multiple items customization options, more personalization options.	Offer gift wrapping option, multiple delivery addresses	Deliver on time, make sure that the orders are delivered correctly.

Sitemap

At the stage of defining the Information Architecture, the main goal was to provide ways to quickly match users with the products they are looking for, by adding useful filters and categories, and also by introducing a fun way of letting users select the options they are looking for and provide them with personalized results, in order to limit the number of options and make their decision easier. The navigation also includes the familiar cart and checkout flow, that most e-commerce users are used to. In addition I added Scent Guidebook page and scent details on each product page to help users make informed choices.

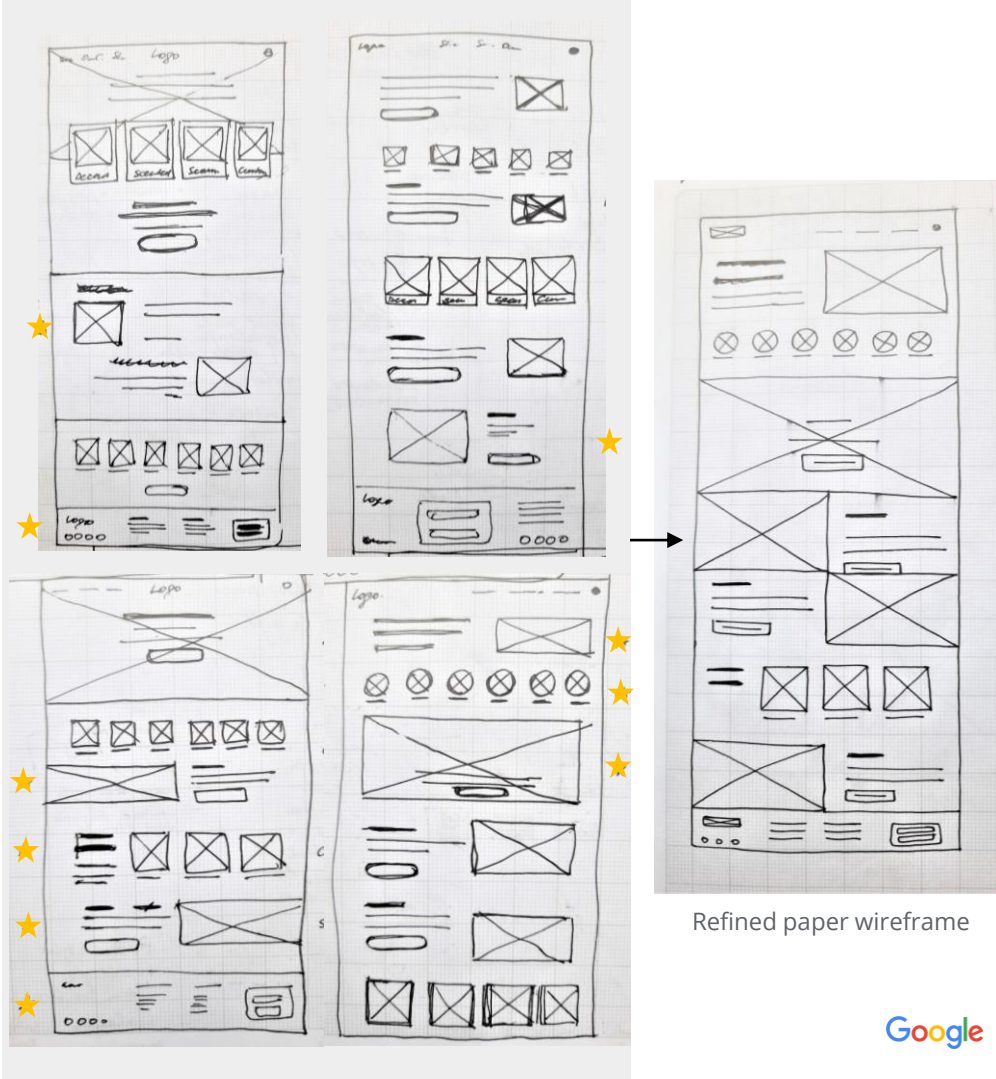


Paper wireframes

Next, I sketched out paper wireframes for the website, while keeping in mind the users pain point identified earlier, about browsing and customization flows.

The homepage wireframe variations focus on optimizing the browsing experience for the users.

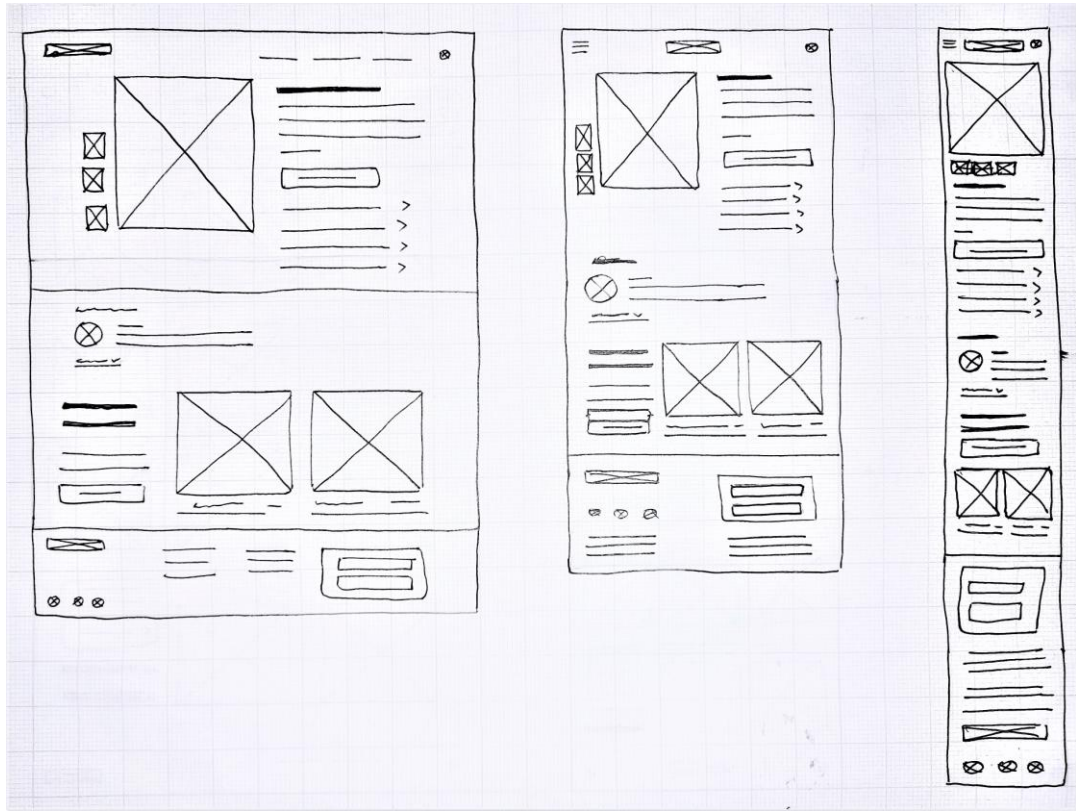
Multiple variations of the same page were made. Then the elements that will make to the initial digital wireframes were marked with stars and combined in the refined version.



Paper wireframe screen size variations

Because the audience of the “Fragrance & Light” website uses different kind of devices, I started to work on adjusting the content for various screen sizes, to make sure the website will be fully responsive.

Desktop, tablet and mobile versions
of the Product Details Page

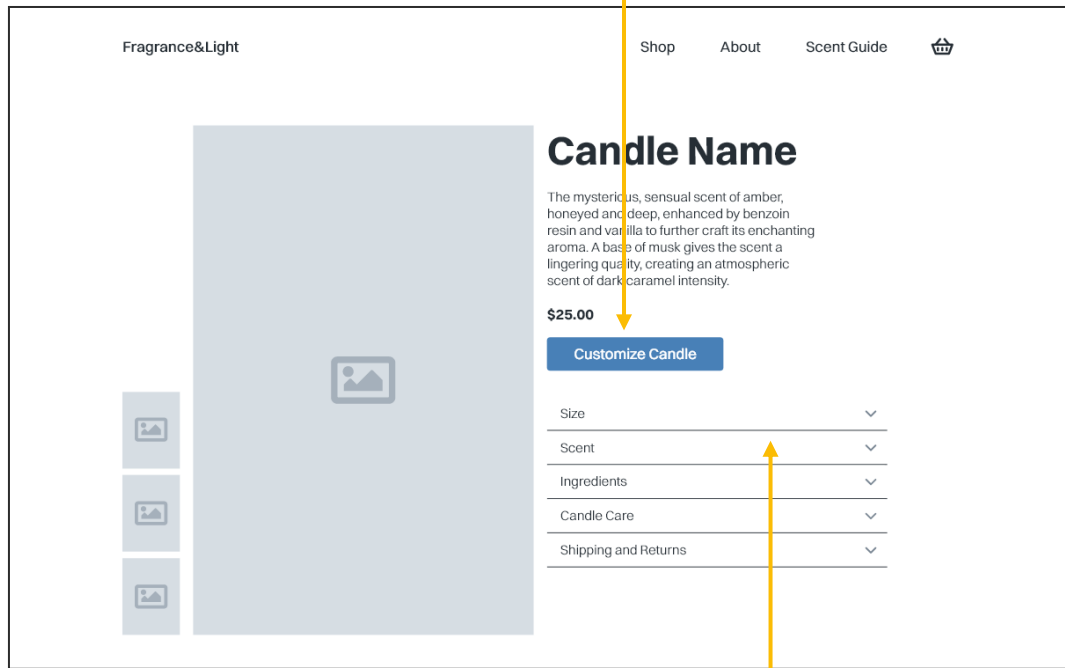


Digital wireframes

Moving from paper to digital wireframes, and adding in the details, the design solution became more defined, while keeping the focus on addressing the main user pain points.

For the Product Details page the goals were to provide the users with the necessary information and create an easy to navigate customization flow.

Button that leads the user to the customization flow is easily accessible.

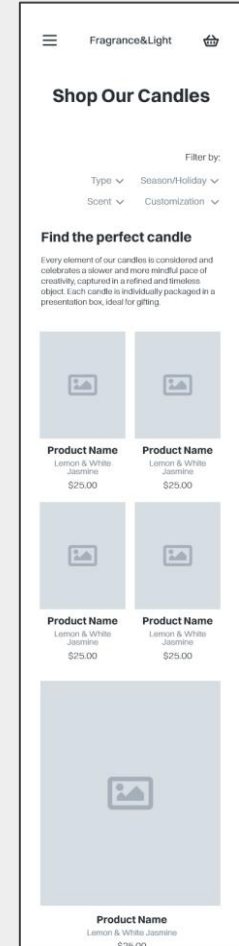
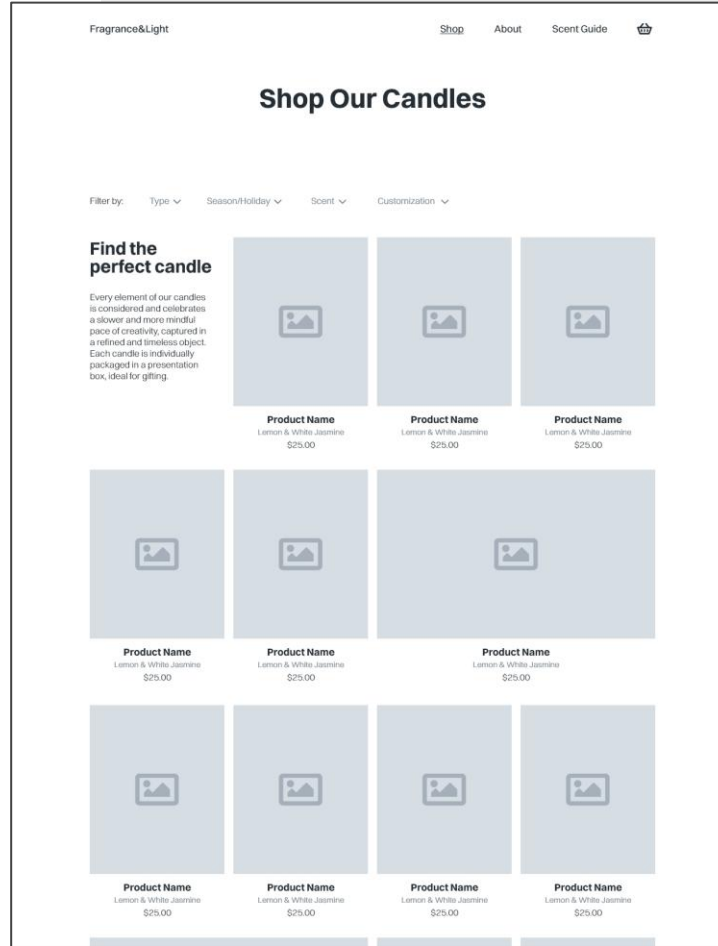
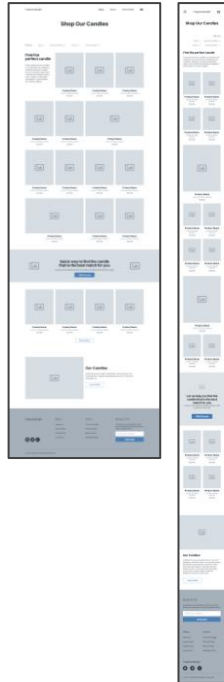


In order to address the users pain points, information about size and scent was made available. It is hidden by default, to avoid overwhelming the user and cluttering the page, but it can be easily accessed if necessary.

Digital wireframe screen size variation

Wireframes were created for various screen sizes to ensure that the website will be responsive.

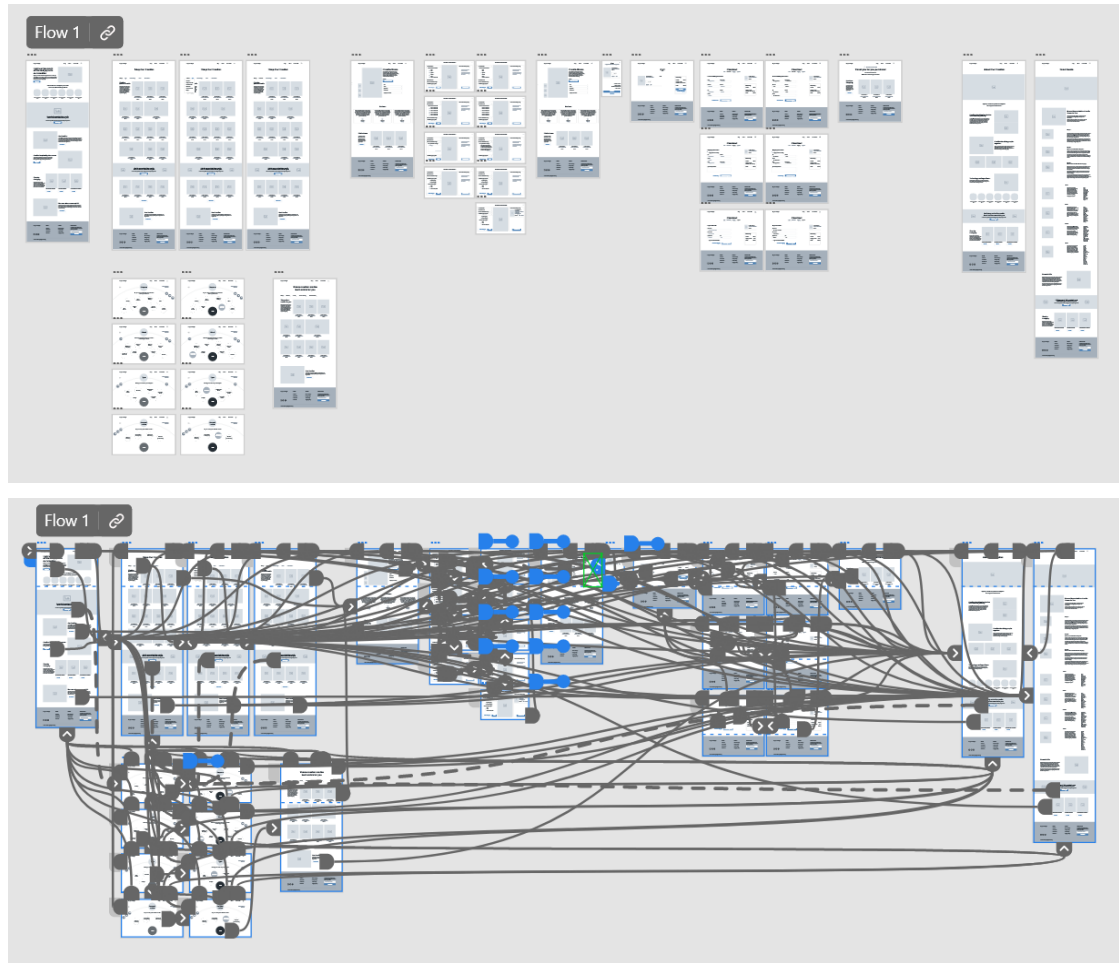
On the Shop page, the number of items per row were accommodated for the width of the screen.



Low-fidelity prototype

After creating the digital wireframes, I connected all the screens for the main userflow of finding a candle, customizing it, adding it to the cart and finalizing the purchase.

View the [low-fidelity prototype](#)



Usability study: parameters



Study type:

Unmoderated usability study



Location:

United States, remote



Participants:

5 participants



Length:

20-30 minutes

Usability study: findings

After conducting the usability study on the low-fidelity prototype the following insights were uncovered:

1

Customization

Users were confused by the saved customizations section, couldn't see it's purpose, and didn't know how to add the product to the cart after customizing it.

2

Buttons' text

On the cart page, users were unsure of the purpose of the buttons "Checkout" and "Continue Shopping", thinking that both could lead to finalizing the purchase.

3

Buttons' position

Users couldn't immediately locate the checkout buttons that were below the fold.

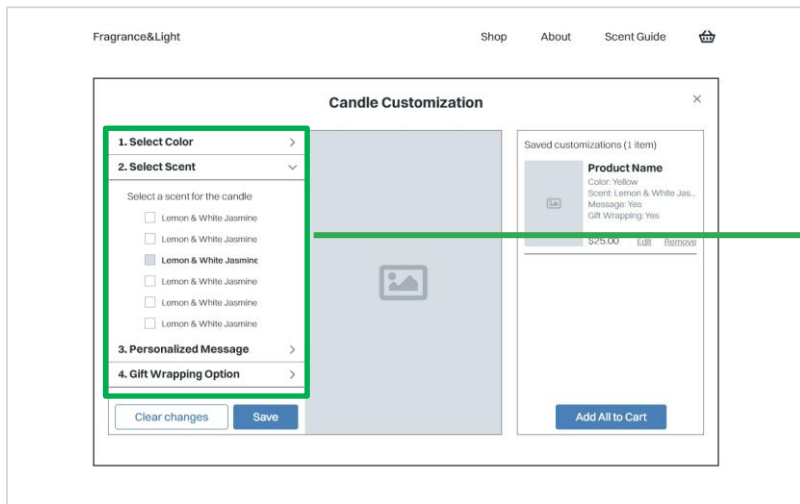
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

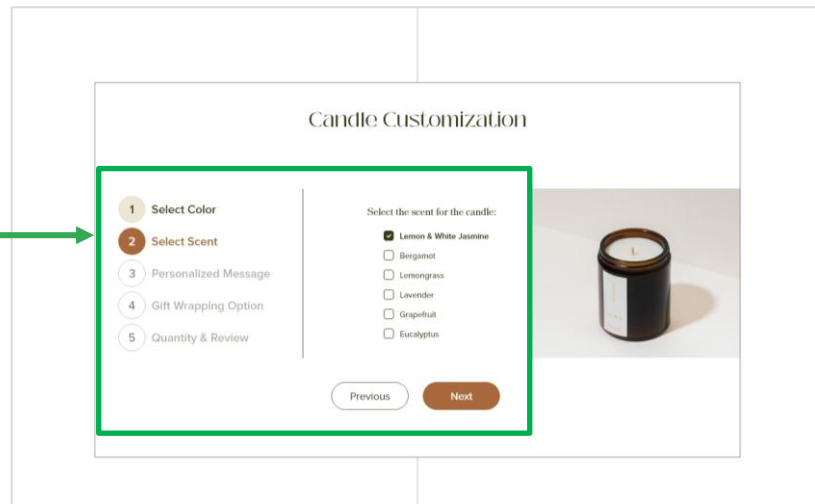
Mockups

Based on the insight from usability study that users couldn't see the role of saved customizations and didn't know how to add the product to the cart, I simplified the process of adding the candle to the cart at the last step of customization. For that I also have changed the customization flow from dropdowns that can be expanded in random order, from the previous version, to clear ordered steps, with status indication.

Before usability study



After usability study



Mockups

Based on the insight that users were unable to quickly locate the buttons that were below the fold, I have repositioned the buttons to make them immediately visible, to ensure that users are able to easily navigate the website and complete the main user flow.

Before usability study

Fragnance&Light Shop About Scent Guide

Checkout

[Cart](#) > [Information](#) > [Shipping](#) > [Payment](#)

Shipping Information

☐ Shipping address same as billing

City: Postcode:

Address:

Email: Phone Number:

Special Delivery Instructions:

Product Name
Lemon & White Jasmine
\$25.00

Summary

Subtotal: \$50.00
Shipping & Taxes: Calculated at the next step
Total: \$50.00

[Previous Step](#) [Continue to Payment](#)

After usability study

Fragnance&Light Shop About Scent Guide

Checkout

[Cart](#) > [Information](#) > [Shipping](#) > [Payment](#)

Shipping Information

☒ Shipping address same as billing

City: Postcode:

Address:

Email: Phone Number:

Special Delivery Instructions:

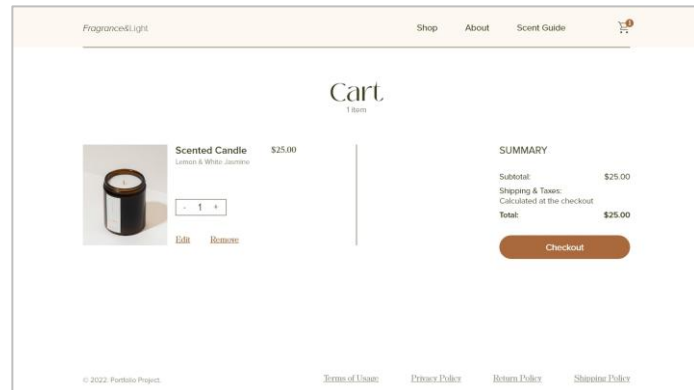
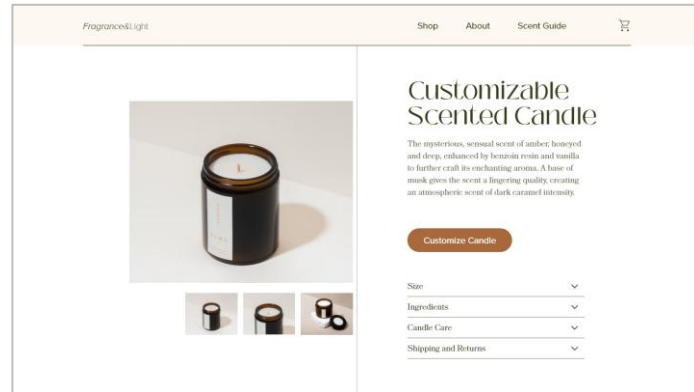
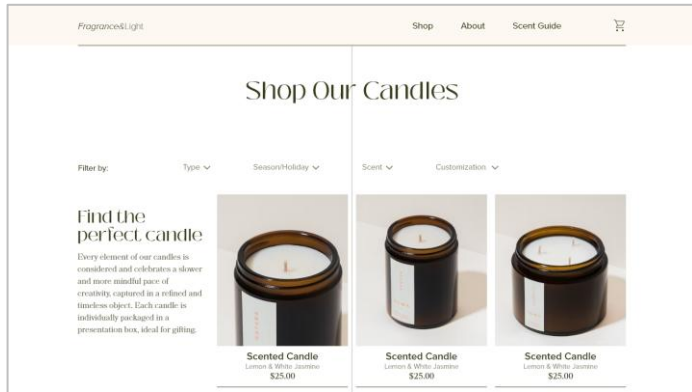
Scented Candle
Lemon & White Jasmine
\$25.00 x1 [Edit](#) [Remove](#)

Subtotal: \$25.00
Shipping & Taxes: Calculated at the next step
Total: \$25.00

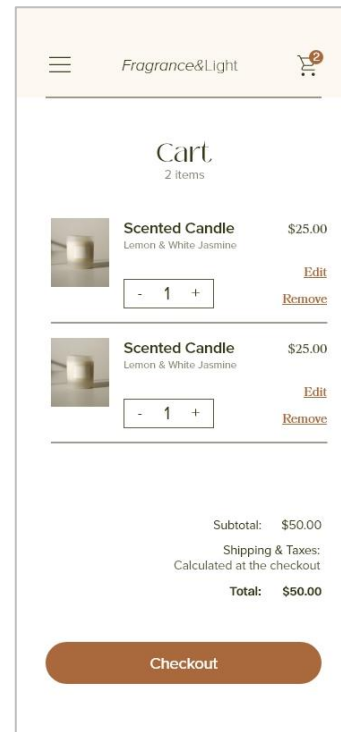
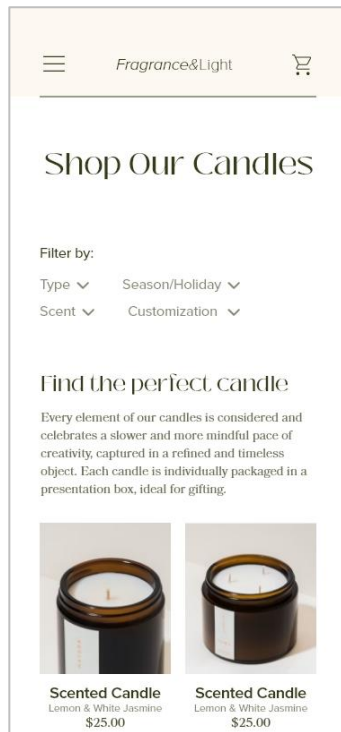
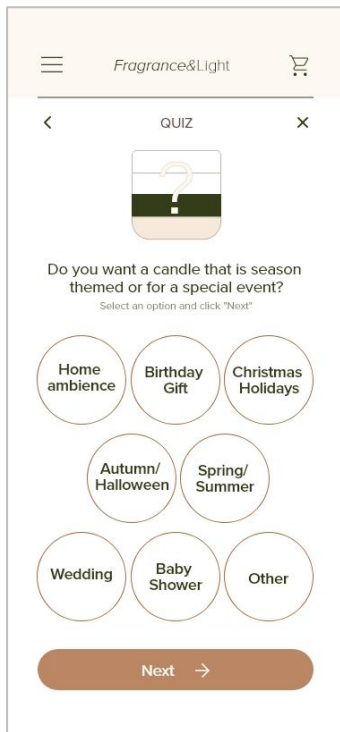
[Continue to Payment](#)

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Mockups: Original screen size



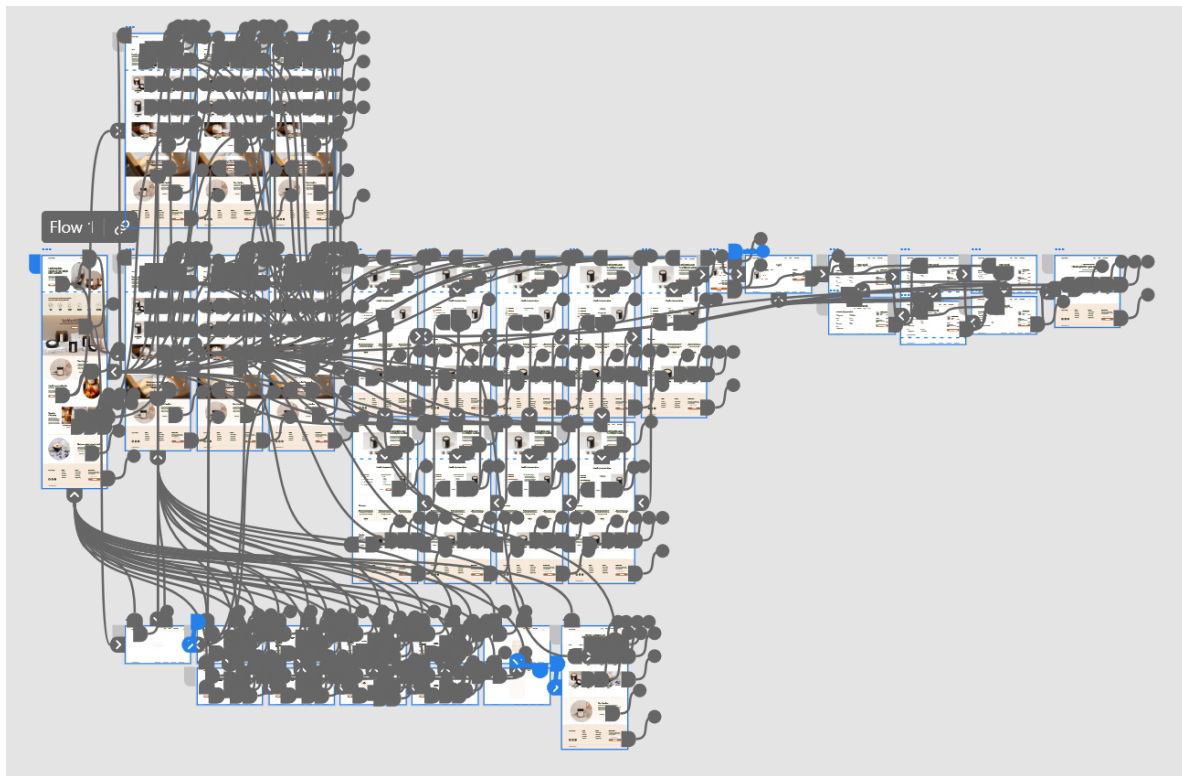
Mockups: Screen size variations



High-fidelity prototype

The high-fidelity prototype follows the same user flow as the low-fidelity prototypes, and includes the refined mockups, after implementing the insights discovered during the usability study.

View the [high-fidelity prototype](#)



Accessibility considerations

1

I used landmarks to help users navigate the site, including users who rely on assistive technology

2

I used headings with different sized text in order to define a clear visual hierarchy.

3

I used high luminosity contrast ratio for the text and background, so it could stand out and be very clear and readable.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The website provides an enjoyable online shopping experience for users who want to purchase candles. The design communicates the brand values, while effectively navigating users through the main user flow, to improve customer loyalty.



What I learned:

I learned that even a small design change can have a great impact on the usability. Also, it is essential to always focus on the needs of the user when coming up with design ideas and solutions.

Next steps

1

Conduct another round of usability testing on the last version of the high-fidelity prototype

2

Iterate on the mockups by adding the new insights uncovered in the usability study

3

Identify additional users needs and come up with ideas for solutions

Let's connect!



Thank you for your time reviewing my work on the "Fragrance & Light" website!

If you'd like to see more or get in touch, my contact information is provided below.

Email: name@email.com

Website: name.uxportfolio.com