


Improve the user experience of Embroidery patches ecommerce

Advanced UX/UI - Project Road Map
Karla Mercado

See the first version: <http://karlamercado.com/ecom/>

1. Personas

These personas will help dictate priority in improvements and help generate user needs. My clients could be hikers, collectors, scouts, embroidery makers, vintage collectors, gamers, punks, and more.



Gabriel

Age:
25

Gender:
Male

Location:
Vancouver

Occupation:
Product Designer

Gabriel is a Product Designer, he is into art and crafts and an outdoor enthusiast. He often customizes his objects with stickers and paintings to bring joy into his life.

🎯 Needs

Show his personality and fashion style.
Be a part of a community

▶ Motivations

Helping the environment and support causes
Bring joy to his life and look at beautiful things

🔴 Frustrations

Not enough designs
Hard to find quality
Not having time to go to a market

After creating the persona I could define clearer goals and find similar people for my user surveys and interviews.

2. Survey

A survey will be helpful to gather quantity data about online shopping and information about embroidery patches.

First I had to plan my questions, I need my survey to be short so that more user would respond and I could take time to analyse the answers, some preliminary questions where:

What makes you want to purchase a patch?

What makes you not want to buy online?

Are you familiar with embroidery patches?

The final questions and answers are here:

The survey: <https://www.surveymonkey.com/r/VT9DWWX>

The results: <https://www.surveymonkey.com/results/SM-8W65N2VK9/>

Survey analysis

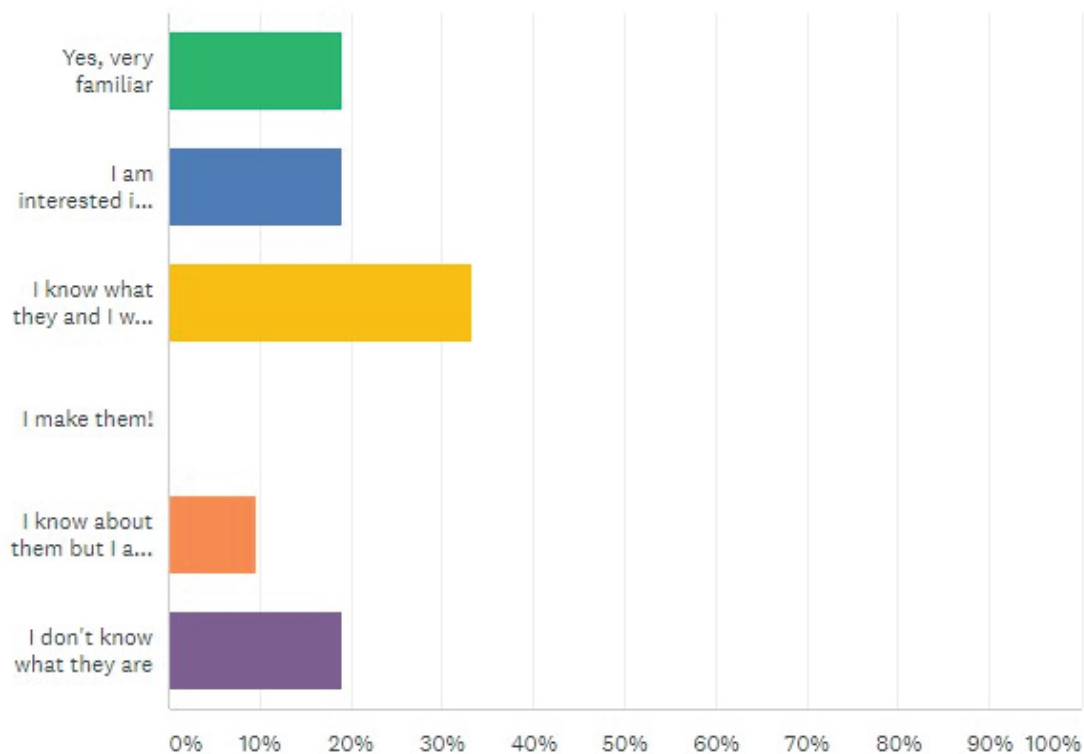
I asked my users what are they biggest concerns when buying online. The question is relevant to my future changes, so I can address my user's concerns and facilitate the shopping experience.

The biggest concern was quality and shipping.

Are you familiar with our product. This question was important because I wanted to verify if my users had previous knowledge of my product.

Are you familiar with embroidery patches?

Answered: 21 Skipped: 0



From the survey, I could tell that people were very concerned about quality and shipping they consider packaging to be important which I haven't thought about.

There are multiple communities but arts, sports, and gaming are the ones with most people in my survey.

This result will be helpful for future design choices like the display of categories and of custom patches

3. Interview

I interviewed acquaintances of young adults, women from Vancouver, they matched my persona in age group, hobbies, and in using similar technology and social media.

Answers

How likely are you to recommend our product to a friend and why?

Very likely because I like a certain patch

Do you have any questions, comments, or concerns?

Cute patches

Overall how will you rate the website?

4 1/2

How likely are you to follow us on social media?

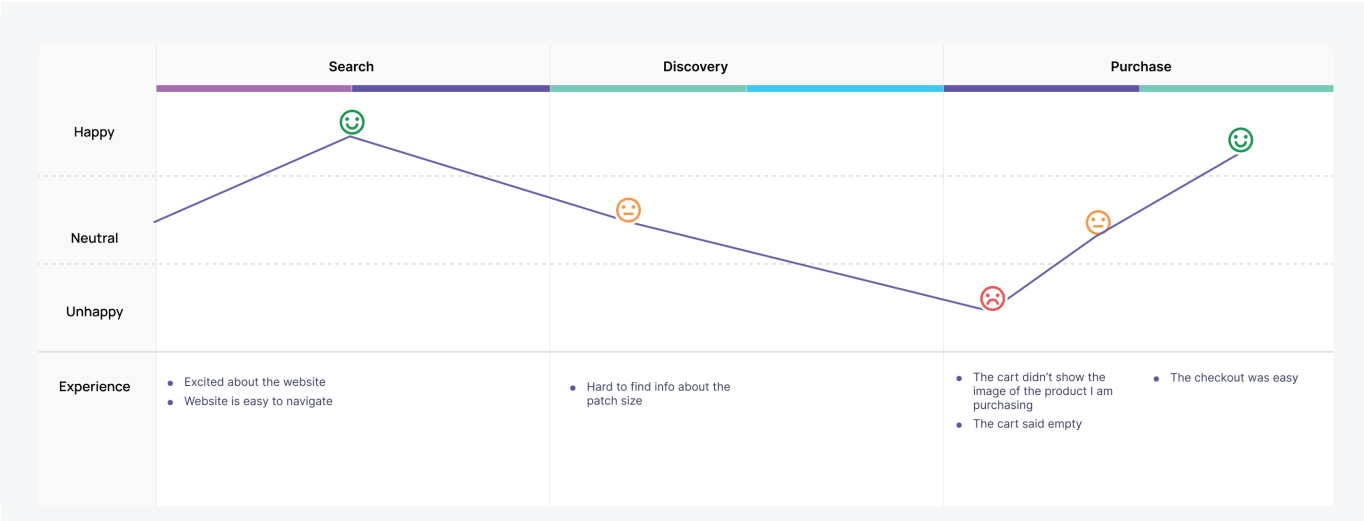
If you have discounts and if you have a lot of promotions

My persona helped directing the users for my survey and my interviews, and the results were helpful validating that young adults who are into crafts are interested in my products.

4. User journey

A user journey will be good to measure my website performance and if it accomplishes its primary goals, it will help me to know more about user experience.

The task: the user has to find a product they liked and purchase.



5. Test the current Portfolio

Using prototype I told my users to find a product they liked.

They saw the product and if they liked they went to the cart or else keep browsing and leave without a purchase.

This is a diagram showing the flow of what they did:



When the user sees the cart, they feel confused by the empty cart button, and by not seeing their product image, they feel the cart needs a more clear representation of purchase and shipping cost.

I noticed that nobody used the categories feature.

Almost nobody scrolled to see the review

My users commented that they like the colors and design of the page.

6. Analyze data and find priorities

For this step is important to concider all the data I collected, how I was going to use it and what will take priority.

From the survey the biggest concern was quality, to show the quality of my product will be an important feature.

There are more categories I can make patches like music and sports.

quality, durability, and packaging were very high on the important question, I could:

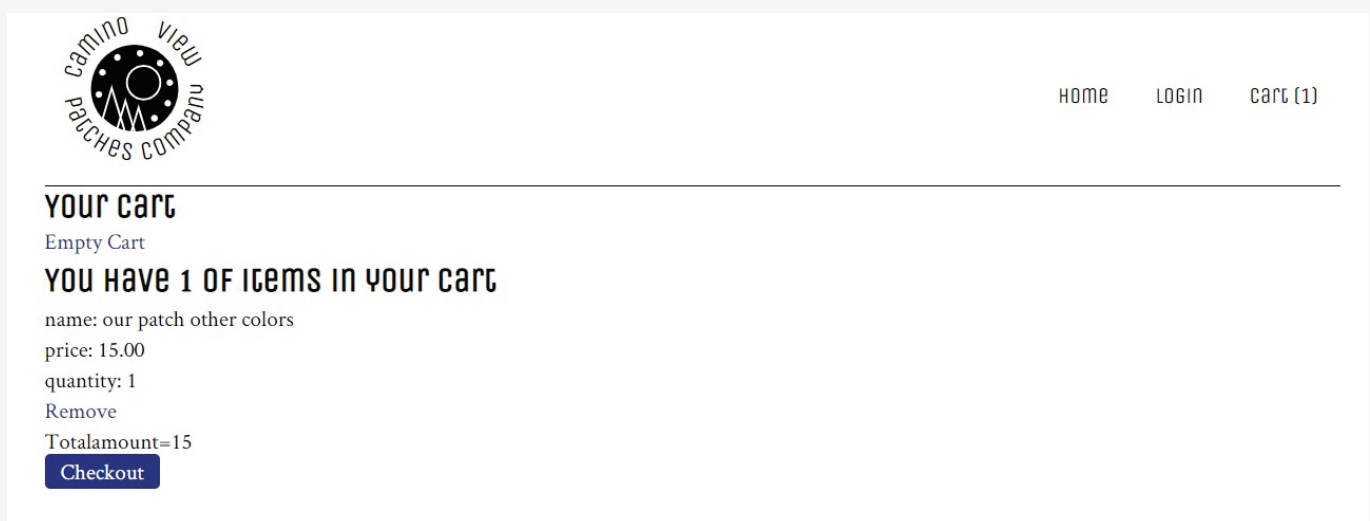
- showcase the durability and quality
- create a packaging set

From the user journey map, fixing the cart is a high priority, and from the interviews, I could hear directly from my user what they liked and disliked about my website as well as their opinions of what they would like to see.

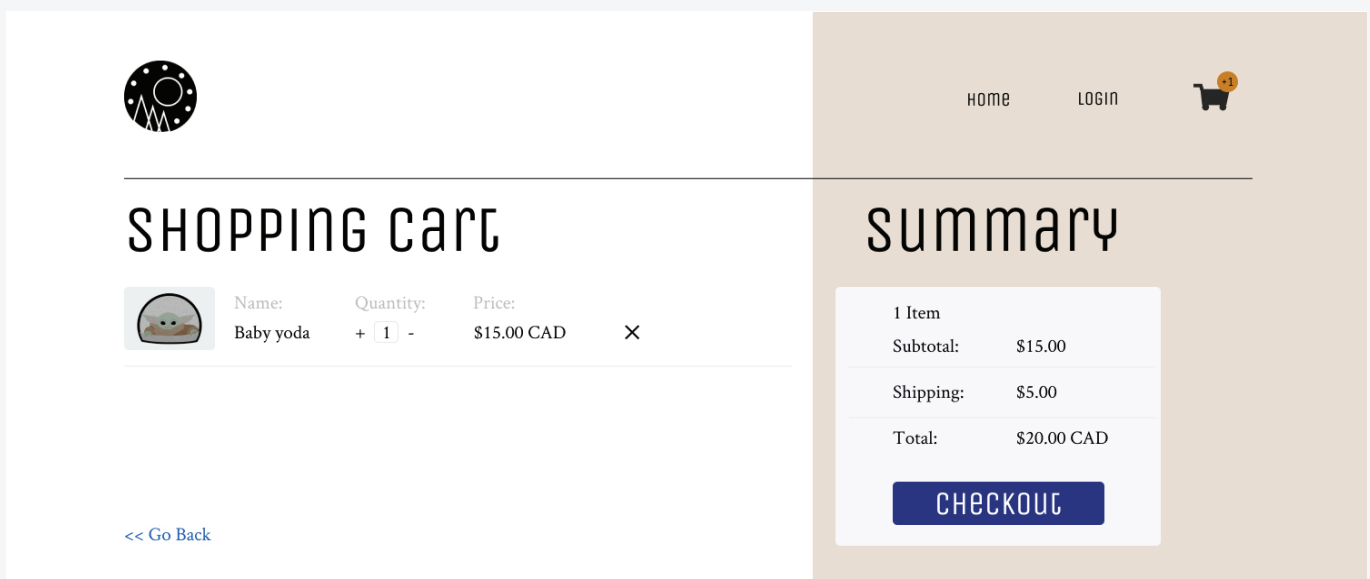
The most important feedback was on how I could improve the cart using images to help avoid confusion and to know what my users are familiar with and expect from eCommerce sites

7. Make changes

Cart before:



Cart after:



Cart changes

The changes I made were that I remove the letters on the logo to make it less confusing, I added a cart icon with a color icon of items so people won't forget about their purchases, I remove the empty cart button since it was confusing, and changed the layout and added an image of your products as well as the ability to edit the quantity.

Categories before:

patches

Creativity never goes out of style. Camino View Patches are created to last a lifetime. Wear your most meaningful memories, your dreams, your projects your lifestyle.


ALL

HIKING

FEATURED

MOVIES

TRAVEL




OUR PATCH

[View Detail](#)

[Add to Cart](#)

10.00




OUR PATCH OTHER COLORS

[View Detail](#)

[Add to Cart](#)

15.00

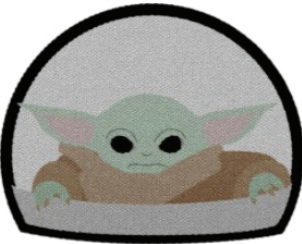


COMING SOON

[View Detail](#)

[Add to Cart](#)

15.00




BABY YODA

[View Detail](#)

[Add to Cart](#)

15.00




TRAVEL BACKPACK

[View Detail](#)

[Add to Cart](#)

12.00



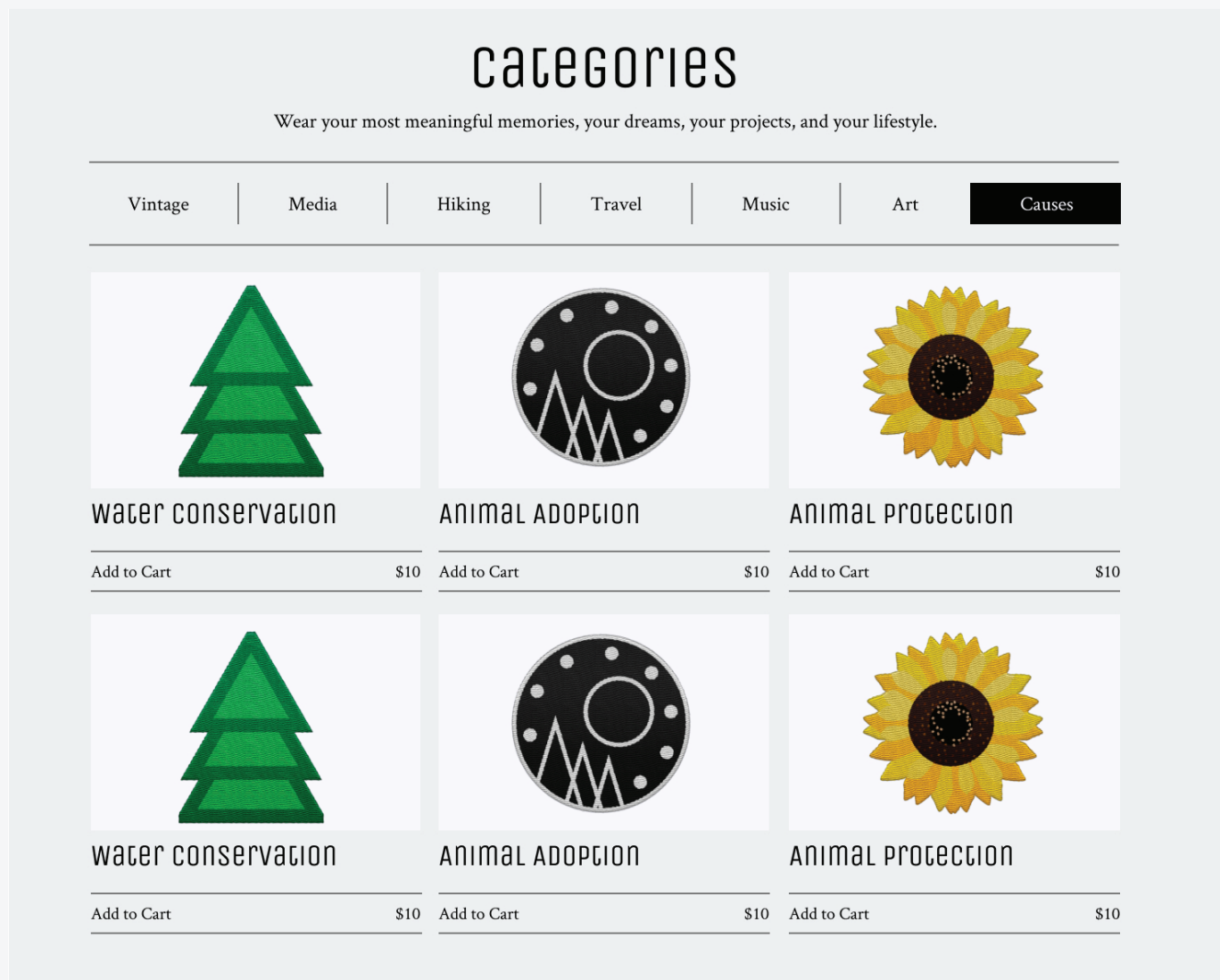
tree

[View Detail](#)

[Add to Cart](#)

15.00

Categories after:



Categories changes

I added the word categories and highlighted the active tab

there is interaction so when the user hovers over the category the background changes color.

8. Test changes

I have my users see my changes. They noticed sections that were hard to read.

9. New changes

I changed the cart and categories section

In the categories added a search bar to help my users find the products they are looking for, made the white text bolder.

categories



Wear patches of your most meaningful memories, your dreams, your projects, and your lifestyle.

[Vintage](#)[Movies](#)[Hiking](#)[Travel](#)[Causes](#)[Art](#)[Music](#)

Water conservation

[Add to Cart](#)

\$10



Animal Adoption

[Add to Cart](#)

\$10



Animal Protection

[Add to Cart](#)

\$10



Water conservation

[Add to Cart](#)

\$10



Animal Adoption

[Add to Cart](#)

\$10



Animal Protection

[Add to Cart](#)

\$10

In the cart, I changed the colors and spacing to make it all more readable. I tested the changes and my users feel the cart improved significantly.



Shopping cart



Name:

Baby yoda

Quantity:

+ 1 -

Price:

CAD \$15.00

[<< Go Back](#)[Home](#)[Login](#)

Summary

1 Item

Subtotal: \$15.00

Shipping: \$5.00

Total: CAD \$20.00

[CHECKOUT](#)

10. Conclusion and future improvements

The UI UX roadmap helped me understand my user needs and work on improvements that would be meaningful to people.

I felt the changes I made were significant and wouldn't be possible without a guideline.

In the future I would continue to work on the user experience adding payment icons, more information about shipping and return, to make my site more trustworthy because that is a primary concern for my users.