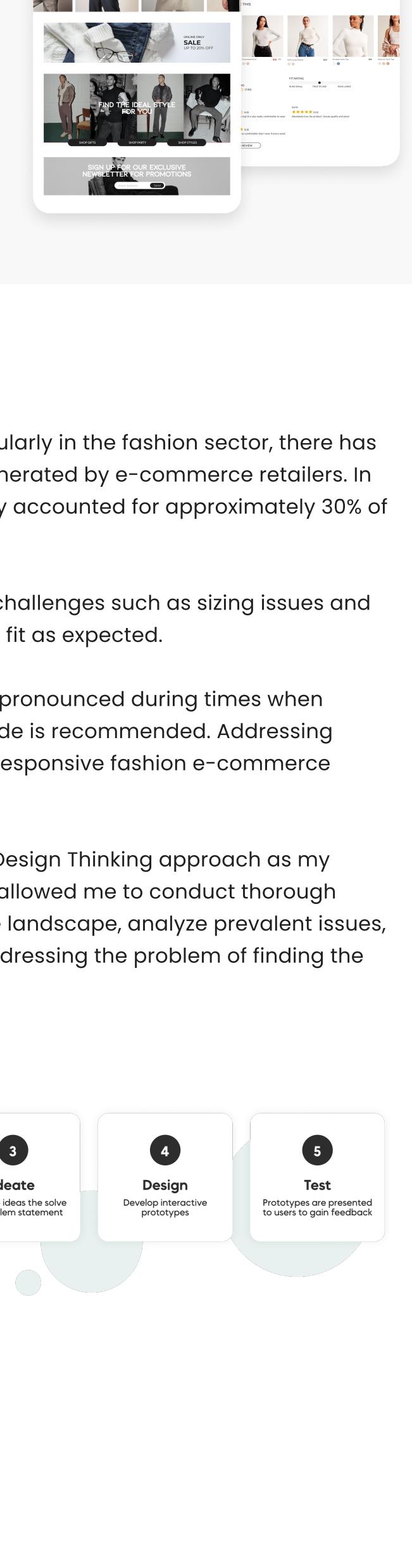


UX Case Study

RENEW: An Optimized Ecommerce Shopping Website Design



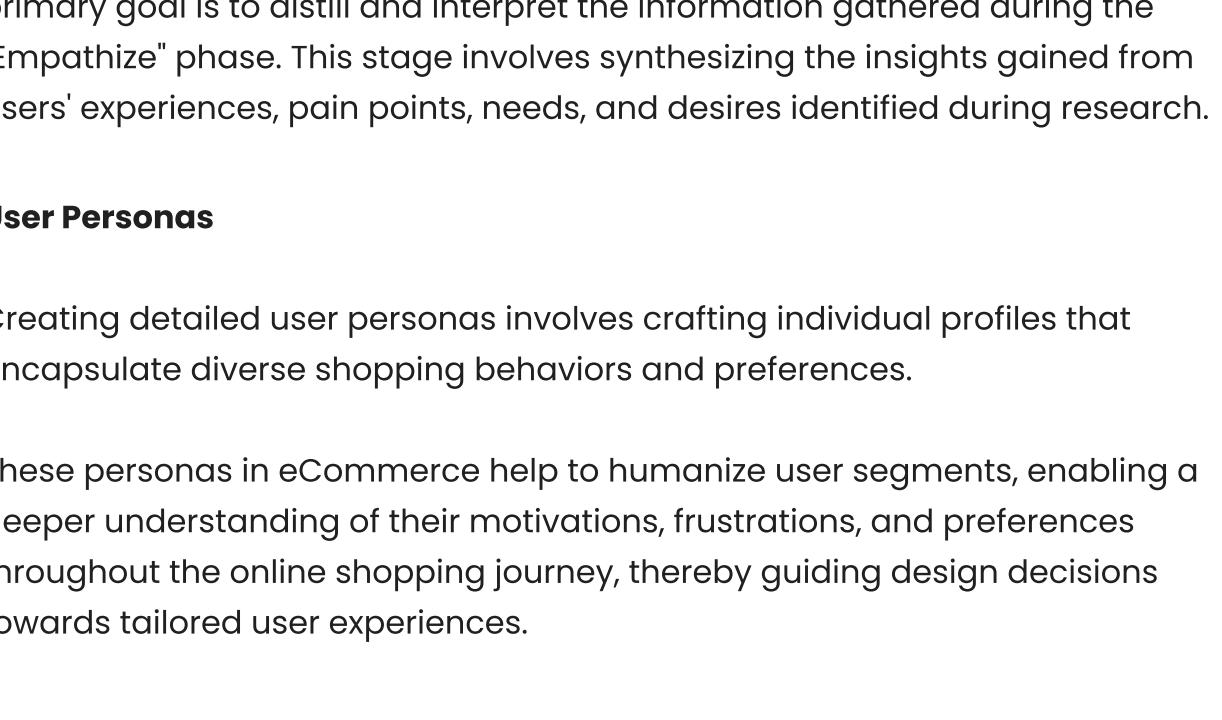
Introduction

With the rise of online shopping, particularly in the fashion sector, there has been a significant surge in revenue generated by e-commerce retailers. In 2023, the fashion e-commerce industry accounted for approximately 30% of total sales in the United States.

Online clothing purchases often pose challenges such as sizing issues and the hassle of returning items that don't fit as expected.

These inconveniences are particularly pronounced during times when taking extra precautions in going outside is recommended. Addressing these concerns, I've conceptualized a responsive fashion e-commerce website named Mirror.

To design this product, I opted for the Design Thinking approach as my guiding framework. This methodology allowed me to conduct thorough research into the fashion e-commerce landscape, analyze prevalent issues, and devise a solution that caters to addressing the problem of finding the perfect fit for clothing items.



Empathize

Market Research

With market research, we highlight the critical role of ecommerce design in the current digital landscape. This section explores ecommerce design statistics that reveal its pivotal role in enhancing conversions, user engagement, and customer satisfaction and how we can utilize the following information to optimize our design.

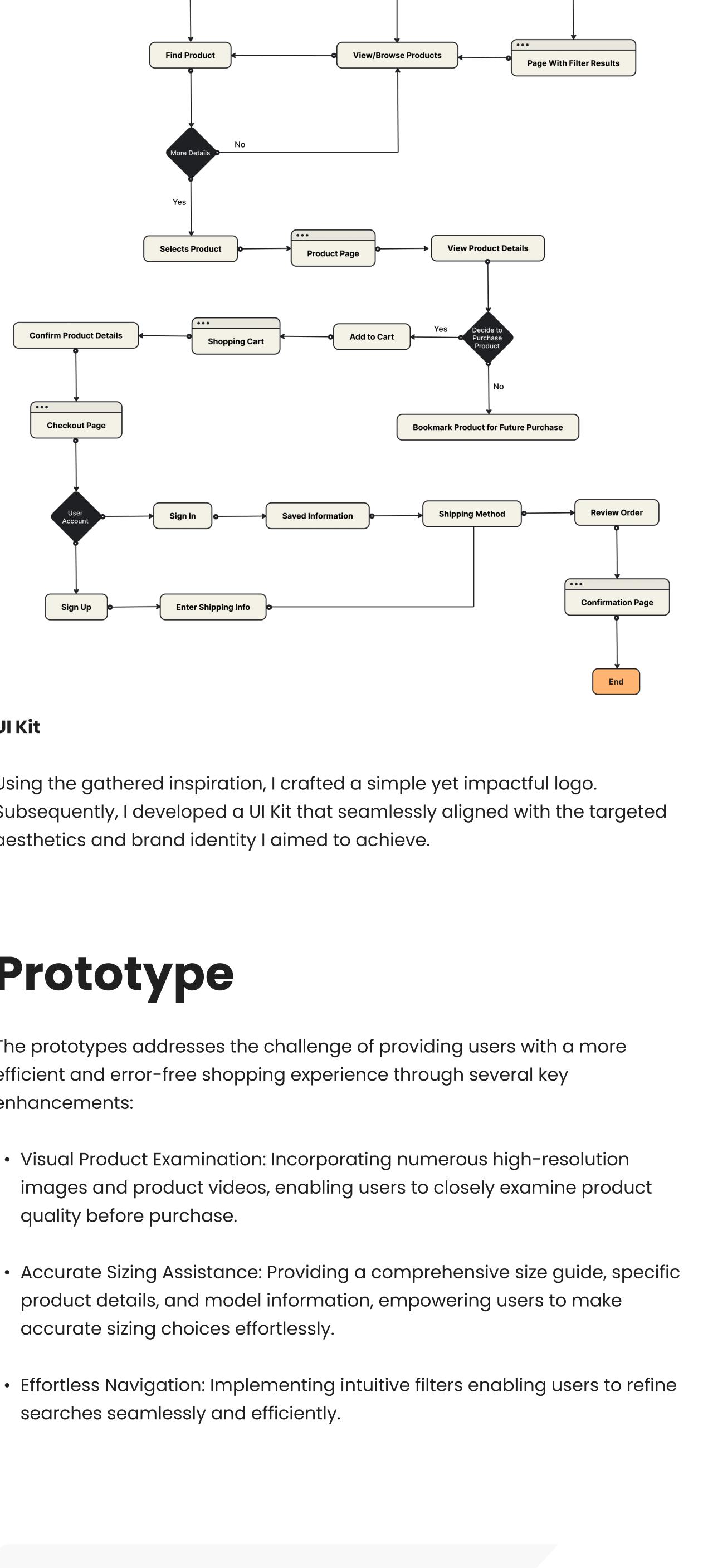
Reference -> <https://zipdo.co/statistics/ecommerce-design/>

- **38% of online shoppers** will leave a website if they find the layout unattractive.
- **30% of online shoppers** say they would be more likely to make a purchase from a responsive website.
- **47% of website visitors** check the products/services page before looking at other sections.
- **74% of online shoppers** rate product selection as a key factor in site design.
- **38.6% of online buyers** are influenced by personalized product recommendations.
- **88% of online shoppers** won't return to a website after having a bad user experience

Competitor Research

Once I was able to get a better understanding of the market viability of the website, I proceeded to conduct research on some of the direct and indirect competitors.

During the research, I wrote down some of the major strengths and weaknesses of each of the websites. Doing so made it easier to figure out the commonly sought-after features for fashion e-commerce websites.



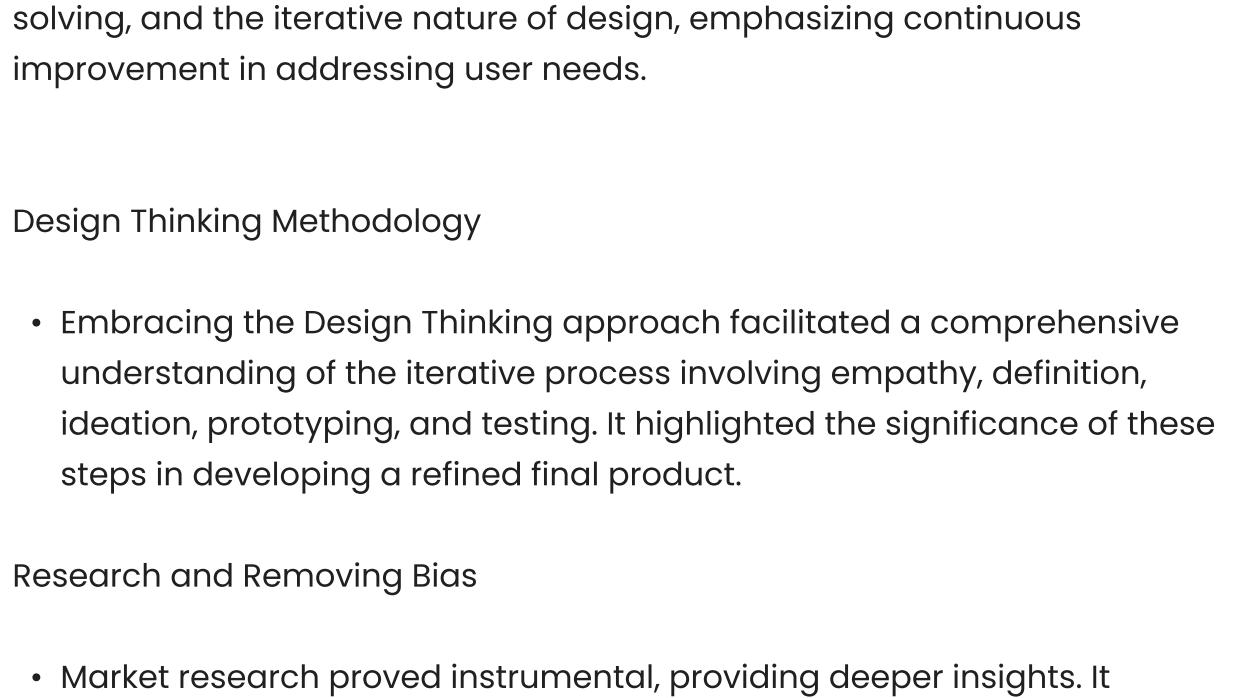
Define

In the "Define" stage of the design thinking process for a shopping website, the primary goal is to distill and interpret the information gathered during the "Empathize" phase. This stage involves synthesizing the insights gained from users' experiences, pain points, needs, and desires identified during research.

User Personas

Creating detailed user personas involves crafting individual profiles that encapsulate diverse shopping behaviors and preferences.

These personas in eCommerce help to humanize user segments, enabling a deeper understanding of their motivations, frustrations, and preferences throughout the online shopping journey, thereby guiding design decisions towards tailored user experiences.



Problem Statement

"Despite a diverse range of options available on the e-commerce platform, users encounter challenges in efficiently navigating through the selection, finding tailored products aligned with their preferences, and seamlessly completing purchases."

This problem statement encapsulates the core challenges faced by users, personalizing the need for improvements in navigation, product discovery, and the checkout process to enhance user satisfaction and conversion rates.

Ideate

Afterward, I embarked on crafting an intricate user flow diagram. This meticulous approach enabled me to traverse the user flow to identify potential bottlenecks or friction points. By focusing on refining these specific areas, such as streamlining the checkout process or improving navigation between product pages, the overall user experience can be improved, leading to higher conversion rates.

Key solutions

- Streamlining the purchase process by minimizing click counts.
- Simplifying the purchase by devising an intuitive navigation structure.
- Highlight the Online Store prominently and communicate its benefits effectively.

A design system with a comprehensive style guide is needed to maintain consistency and enable future expansion.

UI Kit

Using the gathered insights, I crafted a simple yet impactful UI kit. Subsequently, I developed a UI kit that seamlessly integrated with the targeted aesthetics and brand identity I aimed to achieve.

Prototype

The prototypes address the challenge of providing users with a more efficient and error-free shopping experience through several key enhancements:

- Visual Product Examination: Incorporating numerous high-resolution quality images before purchase.
- Accurate Sizing Guidance: Providing a comprehensive size guide to make accurate sizing choices effortless.
- Effortless Navigation: Implementing intuitive filters enabling users to refine searches seamlessly and efficiently.

These enhancements result in a more efficient and error-free shopping experience for users.

Enhanced Confidence: Empowers users to make informed purchasing decisions by visually inspecting product quality, thereby boosting confidence in their selections.

Improved Decision-Making: Facilitates accurate size selection through detailed information, reducing errors and minimizing the need for product returns.

Streamlined Exploration: Enables swift navigation through products, fostering a more enjoyable and efficient shopping experience.

Solution Impact

Our prototype significantly improves the overall online shopping experience by easing accuracy and convenience in purchases.

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Learnings and Key Takeaways

These learning points highlight the significance of methodology in problem-solving, emphasizing the value of user insights, the crucial role of empathy in problem-solving, and the iterative nature of design, emphasizing continuous improvement and iteration.

Design Thinking Methodology

- Embracing the Design Thinking approach facilitated a comprehensive understanding, prototyping, and testing process, involving empathy, definition, ideation, prototyping, and testing final product.

Research and Removing Biases

Market research proved instrumental, providing deeper insights, acknowledging the diverse perspectives that support problem-solving.

Empathy in Problem-Solving

Understanding and empathizing with users became pivotal, not only highlighting user needs and pain points but also guiding problem-solving in a user-centered manner, ensuring the solutions address user concerns.

Iterative Nature of Design

- Recognizing that design is an iterative process was crucial. While arriving at a product solution, it was understood that continuous improvement is essential.

Acknowledging the potential for technological advancements and their impact on user experiences.

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