# Rock Your Month Website Redesign

2021-2022 | UX Product & Customer Experience Design

A redesign of an online period product subscription service called **Rock Your Month** to helps users to comfortably navigate their menstrual cycle.

## Role

UX Researcher & Designer

## Duration

8 months

## Tools Used

Figma, Google Drive, Zoom, Miro, Qualtrics, Excel

## Scope

Competitive Analysis, Survey Administration, Persona & Scenario Building, User Flows, Usability Testing, Wireframing, Lo-fi / Hi-fi Prototyping, Interaction Design

## Problem

RYM delivers a variety of customized products and packages to the customers on a monthly basis, as well as dedicating resources to educating users on their cycles through blogs and a monthly newsletter. However, RYM's website has become core focus on their offerings, and users can subscribe to one-time kits, purchase a bundle, or, even if the RYM kits remain a custom box and subscription plan, RYM is a more convenient option for users who can often forget to buy feminine hygiene products when they are in the middle of their cycle or have a heavier period.

RYM is a two person team, meaning that they dedicate most of their time to company logistics. Because most of the client's time is spent on logistics, they have not been able to fulfill their rock bare blueprint. RYM's ability to be the best company they can need, additionally, due to their schedule being heated on Sundays, the RYM team was able to see that there has been a decrease in customer satisfaction. Based on the feedback they received from their customer satisfaction survey, RYM's clients looking for a product that could come light on only this is the case, and use that information to resolve the problem and increase traffic to subscribe-conversion rates.

## Project Goals & Objectives

- Perform user interviews (10-15), surveys (40-50), and usability testing (5-10) in order to understand user and customer needs.
- Develop user personas and journey maps based on research.
- Create several design solutions using the research to make informed design decisions in redesigning the client website's information architecture, interaction design, and customer experience design.
- Perform usability testing (5-10) on new designs in order to best understand how users respond to our prototypes. Use feedback from usability testing to alter designs and finalize a wireframe prototype for the client to move forward with.

## Research Phase

### Research Goals

In order of understanding what area needed to be improved on the Rock Your Month's website, we conducted user research to learn more about what motivations users have when visiting the client's product. Therefore, the following research goals helped guide our designs decisions and ultimately contribute to the iteration of the current website:

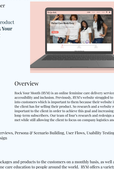
- Identify potential pain points in the current website that may cause customers to not purchase their products or to order at smaller rates.
- To identify potential pain points on the website that detracts new customers or people visiting Rock Your Month's website for the first time from subscribing or purchasing a product.

Our research goals were an important guide throughout the research phase as we further explored user insights and motivations behind purchasing period products, and ultimately, subscribing to a product box. Our research questions fell into two categories:

1. What features are potential customers commonly looking for when deciding to subscribe to a subscription service?
2. How can Rock Your Month's website increase website traffic and incentivize potential customers into becoming subscribers for her products?
   - Rock Your Month's current amount of conversion between a company and its customers, since a customer first subscribes to a product?

### Competitive Analysis

Starting with our research phase, the competitive analysis research helped to outline the type of services already offered in the period product industry and how they differed from types of feminine products. Our research also allowed us to see the variety of ways these companies offered their products, such as, subscribe-and-save, different sizes, bundles, etc. The competitive analysis also helped us determine what features outlined users to more-subscribe to that company. Finally, the competitive analysis highlighted some potential pitfalls that companies have fallen into, such as, the process to subscribe to a period box is not the same as the website did not match current industry standards.




### Surveys

The recruitment process for both the surveys and interviews were dependent on the type of users. Our team reached out to our friends and family to share our survey with their friends and family who menstruate and who have purchased a period product. Due to our network, we were able to recruit enough participants from our friends and family and around participants from each our group for user interviews and usability testing. Both user groups were made up of mostly women aged 21 - 40 and who had purchased period products before.

We screened our potential users by having the first few questions of our Qualtrics survey ask questions such as if the participant regularly or semi-regularly purchased period products, if they have purchased from a subscription service, if they have access to a laptop with screen sharing capabilities for interviews, and whether they've ever purchased anything from Rock Your Month's website. Our survey participants were mostly people who have never used Rock Your Month's website, purchased a period kit, previously, if they used home feminine products regularly or not regularly for other products themselves or others, do you currently subscribe to a RYM product box? The client did not screen users in order to prevent bias from the research results. Our survey was sent out to our friends and family and we asked them to share our survey with their friends and family, but we was not either one-sided networks or connected with people through an external user testing site, such as uservoicetest.com. For existing customers, we relied on the existing customer base from RYM's mailing list. Ultimately, using both of these sources methods, we received a total of 4 responses from existing customers and 44 responses from potential customers.

Survey results insights from both groups expressed a lot of behaviors about customer motivation on the site. Looking at the results from the existing customers, most participants purchase from Rock Your Month every five months, and all participants purchase from Rock Your Month for convenience. Looking at the results from the potential customers, 50% of them have never heard of Rock Your Month, most respondents overall that they entered the time of use and customer service that they received.

Looking at potential customers, typically, when it comes to buying menstrual care products, 86.4% of users noted that they purchase from a brick-and-mortar store, 50% of users purchase from Amazon, and only 9.1% of users purchase from a period product subscription service. This indicates that there is a population interested in the service that our client provides.

### User Interviews

From participants of the survey, we interviewed 4 participants. From the interviews, we gained insight into what users look for when opting into a subscription service and when buying menstrual products.

*What users like about using subscription service -*
Convenience of delivery, especially during the pandemic and having a constant supply of goods that they need on hand. Also, the convenience of deciding factor behind a user's decision to subscribe to a service or not was cost, and saving money was a factor for users. Finally, users like to customize the amount of product that is right for them.

*What users dislike about subscribe-and-save -*
Through social media advertising, specifically through sponsored ads on Instagram or through influencers. Users also noted that they were attracted to subscribe-and-save because of the aesthetic of the product packaging.

*Once users decide what menstrual product to buy - price, brand, organic, and quality.*
Most users noted that it was most important for them to find the cheapest product possible with evidence of brand loyalty, specifically, for users who had a "go-to" brand. Additionally, users noted that they would like to see that some items were organic and safety-tested and confirmed that the product is transparent. There was some doubt on whether or not organic products are important - it matters a lot to some, and not at all to others. People who did not find it important also noted that they weren't familiar with ingredients in menstrual products.

### Usability Testing

Our team conducted a total of five usability tests on a prototyped website that our client is currently planning on using. The usability testing provided a lot of insight into how users think when they visit the site and what they are looking for. Some of the pain points that users had when navigating the website's first version were as listed below:

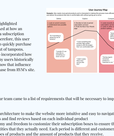
- Many users noted that they were confused about the "shop" drop-down menu in the navigation bar, because the drop-down menu had the same name as the page they were on. Users felt that the drop-down menu was unnecessary very tautology, and, instead, they were looking for the shop page in the drop-down menu.
- Users were confused about the rewards points, as there was no explanation found on the website about how users could earn points or what the points could be used for, and were also difficult to find, and could not be organized by product, which users found to be inefficient.
- Users indicated that they would like to find reviews under specific products rather than being in its own tab on the site's first page, and, overall, they felt that the site was "busy".
- On a subscription-based product page (bell, users noted that they wish they could directly add add-ons, rather than, first, having to add the product to the cart. Users were also difficult to find, and could not be organized by product, which users found to be inefficient.
- Users also found that the product page did not provide enough information about what was in the box itself, and, users noted that they would like more information about the ingredients in the product, and, specifically, information about particular products and what benefits of purchasing the organic box versus the regular.
- There was no incentive to sign-up for the newsletter. Users also found that the placement of the newsletter sign up was inconvenient and could be hard to find without randomly scrolling throughout the website.

### Personas

To better visualize the user frustrations that were represented from the collective interviews, our group created 2 personas (primary and secondary). These personas were created using our initial brainstorming and user flows as we began to prototype our website redesign. Our personas helped us to think about what product features and benefits for themselves and our secondary persona is someone who purchase period products for someone else.

### User Journey Map

To understand a customer experience highlighted throughout the user interviews, we looked at how an individual could take a user from a first-time customer to a service-satisfied loyal customer. We created a user journey map based on our interviewee's experience looking to purchase period products online while remaining in their homes. Through this user journey map, we also incorporated how our secondary persona, Susan, would fit into the journey if Susan wanted to purchase products and how Susan would influence someone's decision to navigate to purchase from RYM's site.




### Research Insights

Based on all of our research findings, our team came to a list of requirements that will be necessary to implement throughout the designs:

- Update the current information architecture to make the website more intuitive and easy to navigate so that users can easily shop feminine products and find reviews for each product on individual product.
- Give the customers more autonomy and freedom to customize their subscription boxes to ensure that they are receiving the products they need/want and are not wasting money on products they do not need/want. Customers have different preferences when it comes to how many of each product they need, and, how often they need it.
- Make the benefits and value clear - be transparent about ingredients, make people feel higher price is justified by showing the benefits of organic, and, make the benefits of purchasing this product in their body.
- Make it clear to users what the benefits of the RYM point system.
- Focus on educating about organic products - most customers don't know the benefits of organic products but admitted that, if they did, they might prioritize that factor more.
- Make it approved and convincing why this is worth the money (if it is more expensive than going to the store, then users need to be convinced/educated to subscription services?).

## Design Phase

### Sketching

After completed the analysis of our research data, our team began by individually creating sketches for different screens on the website. After separately sketching, we came together to discuss what we liked or disliked about each others' sketches, leading to the three sketches. After this, we made a comprehensive list of possible designs to implement.

**Sketches: Customize Subscription Boxes**

### Wireframes

Following the discussion about sketches, we moved into low-fidelity wireframing collaboratively on Figma. We met with our client to discuss possible ideas for our design. We based our decisions on the customization feature and the type of components that they could include on their website. Our feature that our client liked was having the customer virtually "fill up" or create their own box.

**Wireframes**

### Mid-fi Prototype: Immediate Iteration

Following the discussion with our client, our team quickly iterated over the designs prior to a discussion with a group of people who fit our client's target audience. We felt that our wireframes were too busy, and, we felt that our design could be too far our intermediate design. Instead, we decided to go a simpler, more-to-the-point approach. We made our inputs and buttons "add" and "subtract" buttons so that it is easier for the user to navigate, and larger buttons creating easier targets. However, we felt that our design was too far from our client's current website, so we decided to iterate on our current website. We visually appealing and well-liked by users, we wanted to incorporate elements. Some ideas we decided to stick given where our client was customizing a simple subscription box (shown in the second wireframe below). We looked at either customizable subscription-available on the website or the monthly bundle on the website. From there, we took feedback into account and made edits to our mid-fidelity wireframes while finally moving towards high-fidelity prototyping after being satisfied with our design. Although we made some changes to our first set of our design process, we ensured that we got feedback from our client as well as design feedback from our class.

**Intermediate Iterations**

### Final Design

After many different iterations, we finally reached a conclusion for our final design. This redesign includes an incorporation of customized subscription box creation, new product page, additional ability to purchase add-ons, and a simplified sign-up process. Additionally, we added pages for the rewards system and about our page to better educate users on our company's mission. You can navigate through the Figma link of prototype here.

**High-Fidelity Mockups**

## Evaluation Phase

### Site Map & UX Specifications

Prior to "winding" off all of the details on the prototype, my team also created a site map for the website and how a user would be able to navigate through all of the content found on the page. Additionally, we included UX specifications for all of the pages that were redesigned, in hopes of creating a smooth transition from mockups to implementation.

**Site Map**

**UX Specifications Example (Home Page)**

### Usability Testing on Hi-fi Prototype

For the evaluation phase, we conducted a series of usability tests to determine potential usability errors and gather feedback on our hi-fi prototype. We ran 5 usability tests, 3 in-person and 2 remotely, using the screen sharing feature on Google Meet and asked users to perform a series of tasks that would be required to complete a purchase. Our tasks were to participate in an of tasks to complete. Following the completion of each task, we asked them about the overall difficulty of the tasks and whether they had any additional insights. At the end of the usability testing session, participants completed a 5-min based on the main effectiveness of:

- Creating their own box
- Customizing the customer sampler and
- Learning more about Rock Your Month

At the end of the usability testing session, participant shared their overall experience with a series of 4-post-test questions. These questions helped us understand the overall usability, visual appeal and best score features on the current website helped guide the final design decisions.

### Usability Test Findings

My team conducted a total of five usability tests on our prototyped design that we created at the end of the design phase. The usability testing provided a lot of additional insights into how users could interact with our redesign and the current website's information architecture. Our main pain points that we found from the usability test include:

1. **Rewards Points**
   - Users noted that incentivizing users through the rewards points and including information across different parts of the website, users felt that they would be more inclined to purchase and what the points can be used for.
2. **Product Photos**
   - Users noted that the product photos are too large and required lots of scrolling in order of seeing all of the products on the page. Additionally, the product photos did not have a consistent style, making them seem cluttered.
3. **Product Organization**
   - Product organization for the "Customize Your Box" feature is cluttered and unorganized. Participants found that the products did not have a specific order, making the products seem cluttered. Additionally, participants found that the "add" and "subtract" buttons were too small and difficult to navigate. Users noted that they would like to see a more-organized layout and a better-defined flow of finding the type of products available on the RYM site.
4. **Organic vs. Non-organic Product Information**
   - Users are indifferent between organic and non-organic products but they do find organic information versus terrorism products. Additionally, participants found that the product language and descriptions were unclear and doesn't feel like it is an organic product.

### Changes to Final Design

Completing the research, design phases and evaluation phase, my team presents a series of recommendations that RYM should take for any iterations which follow:

- Implement a customization feature on the website where users can build their own box, as well as customize an existing box.
- Provide product descriptions so that users can learn more about the benefits of organic products and understanding why it is advantageous to purchase from Rock Your Month.
- Allow users to see their product photos in a smaller size on their page viewing.
- Provide incentives for users to sign up for the newsletter, such as rewards points.

In addition to our design recommendations, our team also recommends that our client Rock Your Month should work towards as they build out their website to increase website traffic and increase the number of customers subscribing to their product. Our team has created a list of ideas that our client could implement in the future, such as, creating a blog for their products, their subscriptions, and feminine hygiene, and educational articles. This will also make it easier for users to come back to change or cancel their orders. We also recommend that our client conduct further validation study, as we were only able to complete 5 usability tests with our final design.

## Takeaways

*This project taught me about the overall UX process and how UX research and design can plan an important role in the overall outcome of a product or solution. Working with our client was very insightful as they showed us how current business requirements can evolve over time. A nonsensical challenge throughout this project was having to work with a client who lived in Australia, which meant that we had to work around a time zone that was 17 hours ahead of our time zone to work and coordinate with the client to launch on time. A 10-15 minute in-person meeting with our client produced and make a profit. It was important to have a functioning and for site at all times so the client was ambitious about our designs and ready to buy 10-12 hours. Overall, this project was an incredible learning experience on UX Learners. I learned a lot about how to learn about business timelines and how different factors can impact components of UX Researchers & Designers' roles.*