



# INTERACTIVE USER INTERFACE DESIGN: TAKE-HOME CASE STUDY



Anee Niteshkumar Patel

# Retail website 1: Wish – Shopping

[https://www.wish.com/?&hide\\_login\\_modal=true](https://www.wish.com/?&hide_login_modal=true)

The screenshot displays the Wish website interface. The top navigation bar includes a back arrow, a forward arrow, a refresh icon, and the URL [wish.com/?&hide\\_login\\_modal=true](https://www.wish.com/?&hide_login_modal=true). On the right side of the header, there are icons for a plus sign, a star, a shopping cart, and a user profile.

The main content area is a grid of product images:

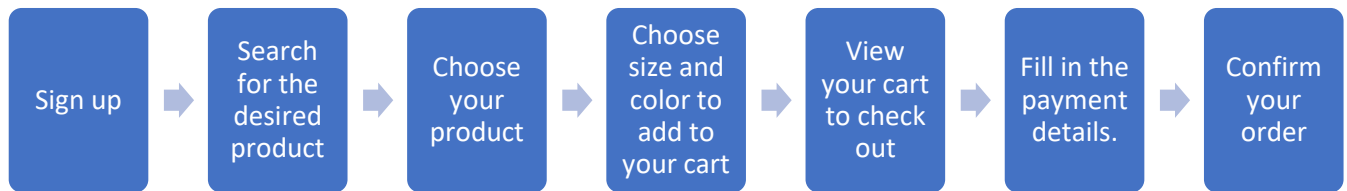
- Top row: A pair of brown leather shoes, a collection of colorful backpacks, a collage of various small items, and a pair of black sneakers with the text "36-40(EU)" and "5 COLORS".
- Second row: A white smart plug labeled "175W", a woman in a blue and black patterned dress, a collection of colorful pants, and a collection of colorful sofas.
- Third row: A smartwatch with a circular interface, a black leather shoe, a kitchen sink with a faucet, and a collection of lipsticks.
- Bottom row: A pair of bright green leggings, a pair of blue leggings, a black leather shoe with the text "FASHION LEISURE", a kitchen sink with a faucet and the text "50CM 100CM", and a collection of lipsticks with the text "12x lip liner".

On the right side of the page, there is a login/signup section with the Wish logo at the top. Below the logo are two buttons: "Log In" and "Sign Up". Under the "Log In" button, there are input fields for "Email Address" and "Password", and a link for "Forgot password?". Below these fields is a large blue "Log In" button. Under the "Sign Up" button, there are two buttons: "Facebook" and "Google". At the bottom of this section, there is a small text link: "By clicking 'Login', 'Facebook' or 'Google' you agree to the [Wish Terms of Use and Privacy Policy](#)".

# PART ONE

## 1. Current interaction with the website.

### User Flow:

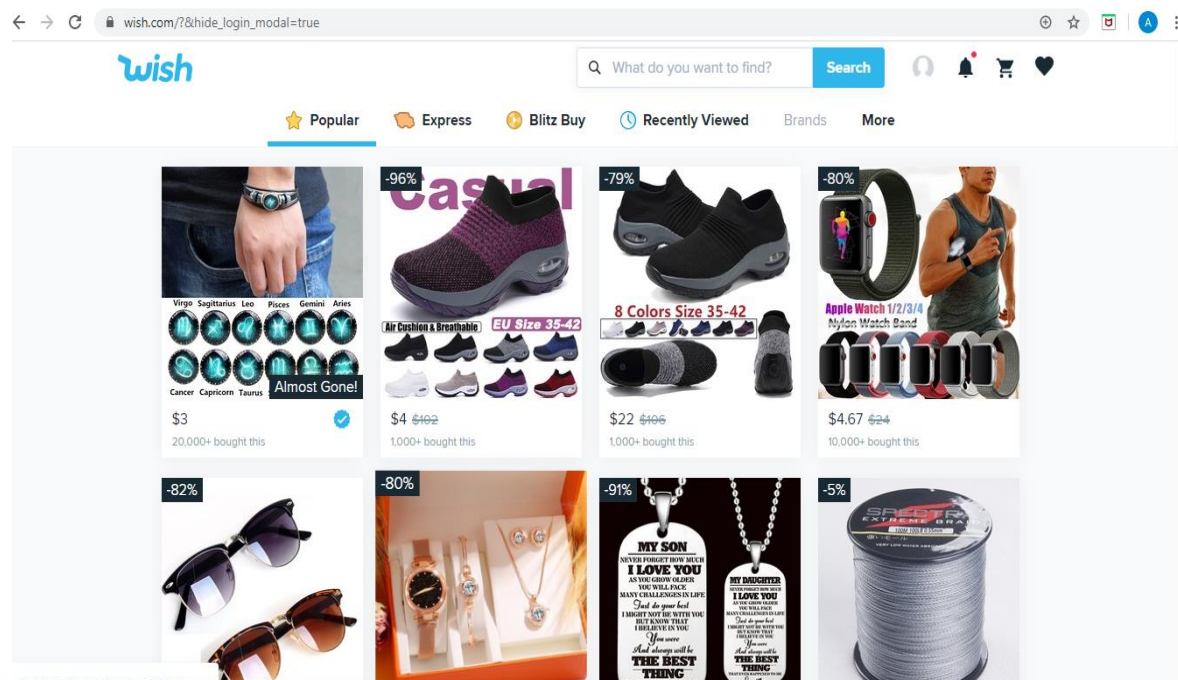


- Consider, you want to purchase shoes for women from wish shopping website.

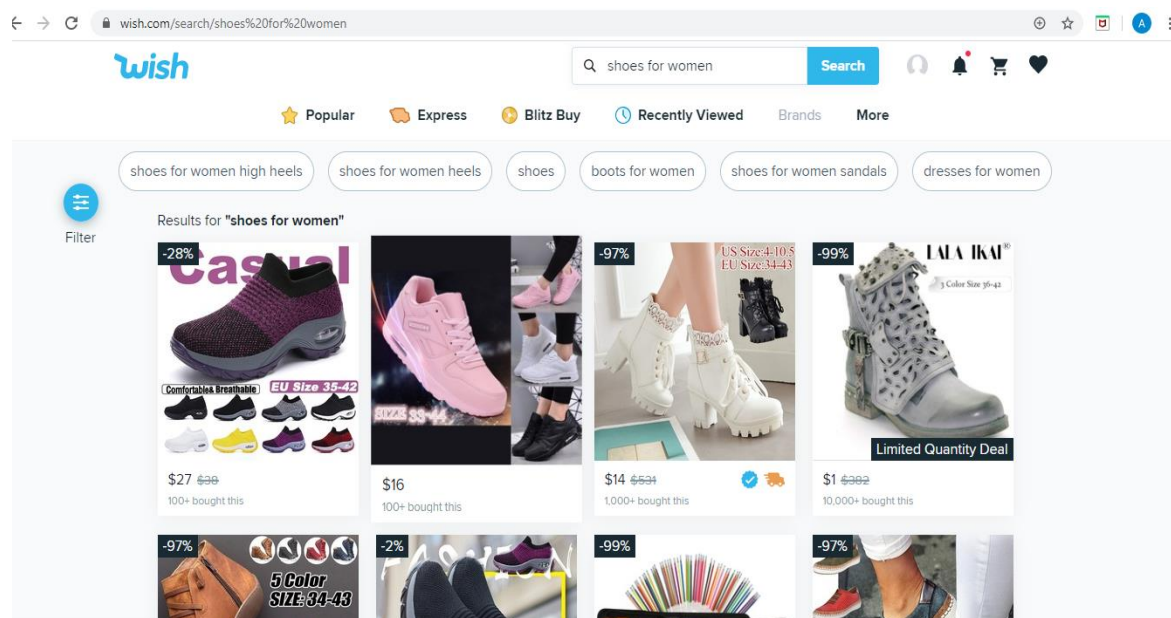
Step 1: On the right side of the first page there is sign-up bar. Fill in and sign up to access the website.

The image shows a screenshot of the Wish website's sign-up form. At the top is the 'wish' logo in blue. Below it are two tabs: 'Log In' and 'Sign Up', with 'Sign Up' being the active tab. The form contains several input fields: 'First Name' and 'Last Name' (side-by-side), 'Email Address' (a single wide field), and 'Password'. Below these fields is a blue 'Sign Up' button. Underneath the button is the word 'or'. At the bottom, there are two social login options: a blue button with the Facebook 'f' logo and the text 'Facebook', and a white button with the Google 'G' logo and the text 'Google'.

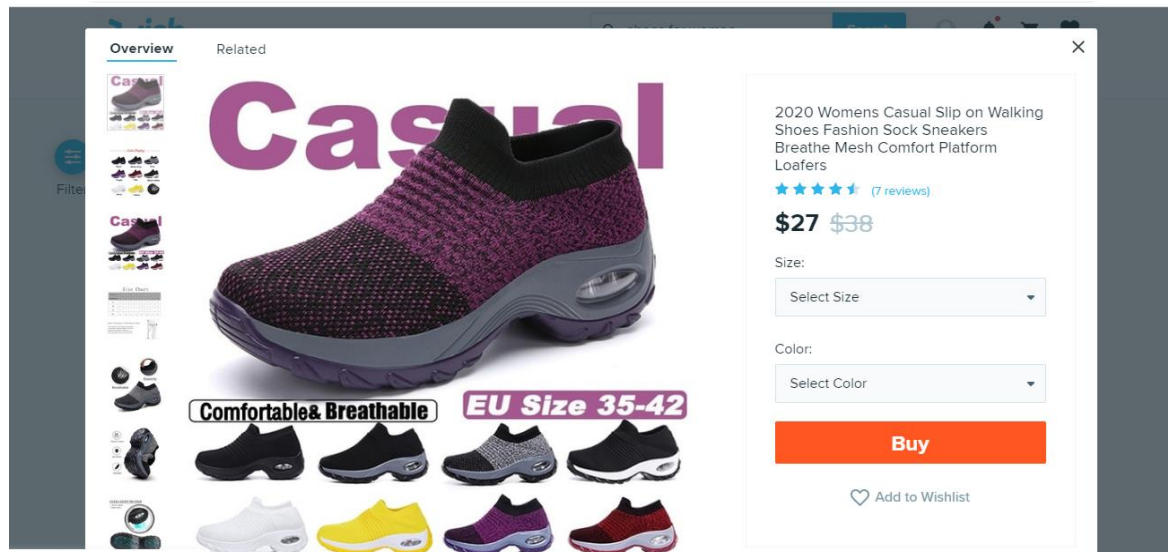
Step 2: From the search bar at the top right corner, search 'shoes for women'.



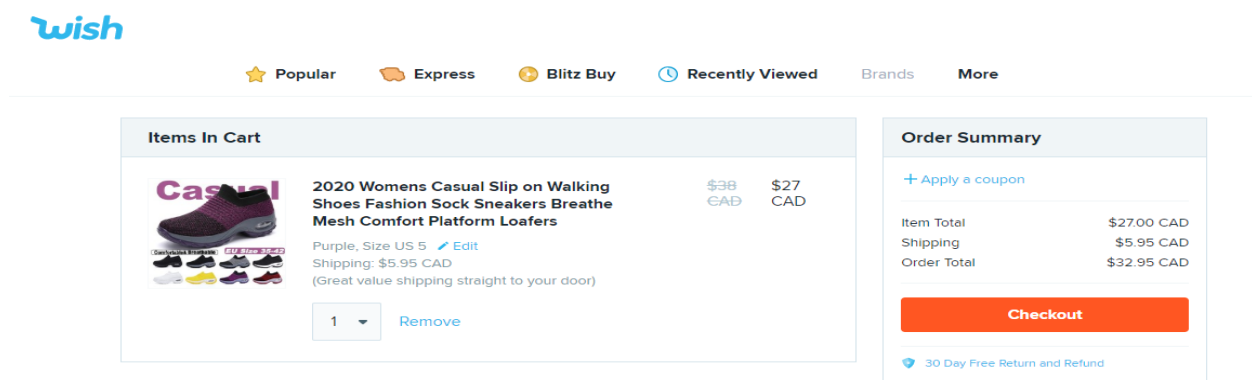
Step 3: It will lead you to the next page showing the varieties of shoes. Select any shoes of your choice.



Step 4: As soon as you select any shoes, it will show you a pop-up window where you can select the 'size and color'. After selecting 'buy' it will add your item to the cart and you can open your cart by clicking on 'view cart' option available on the top-right corner of the home page.



Step 5: When you click 'view cart' it will show you the product summary and if you click 'check out' it will ask you for the payment and shipping information.



Step 6: Fill in the details and confirm your order.

## **2. Pain Points**

- The very first pain point in this website is to register to access the website.
- Secondly, after you log in there are so many products available on the home page which is very confusing for a customer.
- Also, there is no help button available on the homepage of the website.
- Moreover, this website has too many steps to add a product to the cart.

## **3. Recommendations**

- I would recommend removing the registration for accessing the website as not every customer is willing to give his/her personal information.
- I would recommend removing the vertical slideshow of the products on the first page.
- I will consider adding a dropdown menu on the top-left corner to select the different categories of the products.
- I will add a cart symbol to easily add a product to cart and heart symbol to make it a favourite on each product-image. And after clicking it, it will ask for the size and color.

- I will consider adding a registration details when the customer wants to buy a product.
- I will add a review button for taking reviews about the visitor's experience.
- I would consider adding the QR scanner code on the home page so that when it is scanned using a mobile phone it automatically accesses the website on the mobile along with the history of the products.
- I will also consider adding a live-chat feature to the website. This will be very helpful to the customer if he/she wants some assistant with the product information.



## PART TWO

### 4. Job Story

When I want to search for a product, I want to be able to do it by selecting it from a dropdown options instead of typing in the search bar. When I want to buy a product, I want to be able to add it to the cart by just clicking on the cart symbol on the image.

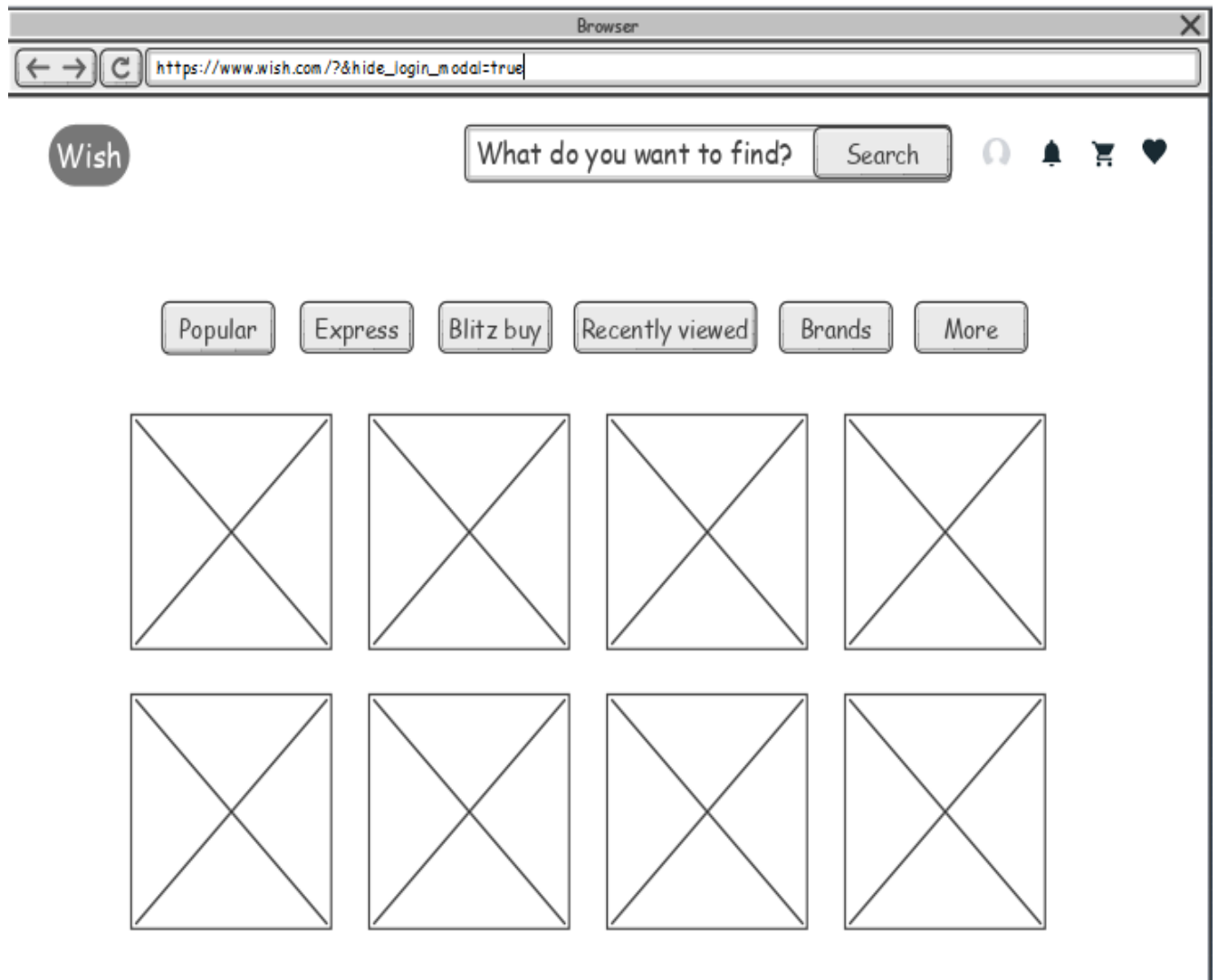
### 5. Current Wireframe of the website

- First page having the slideshow of the products and the login page



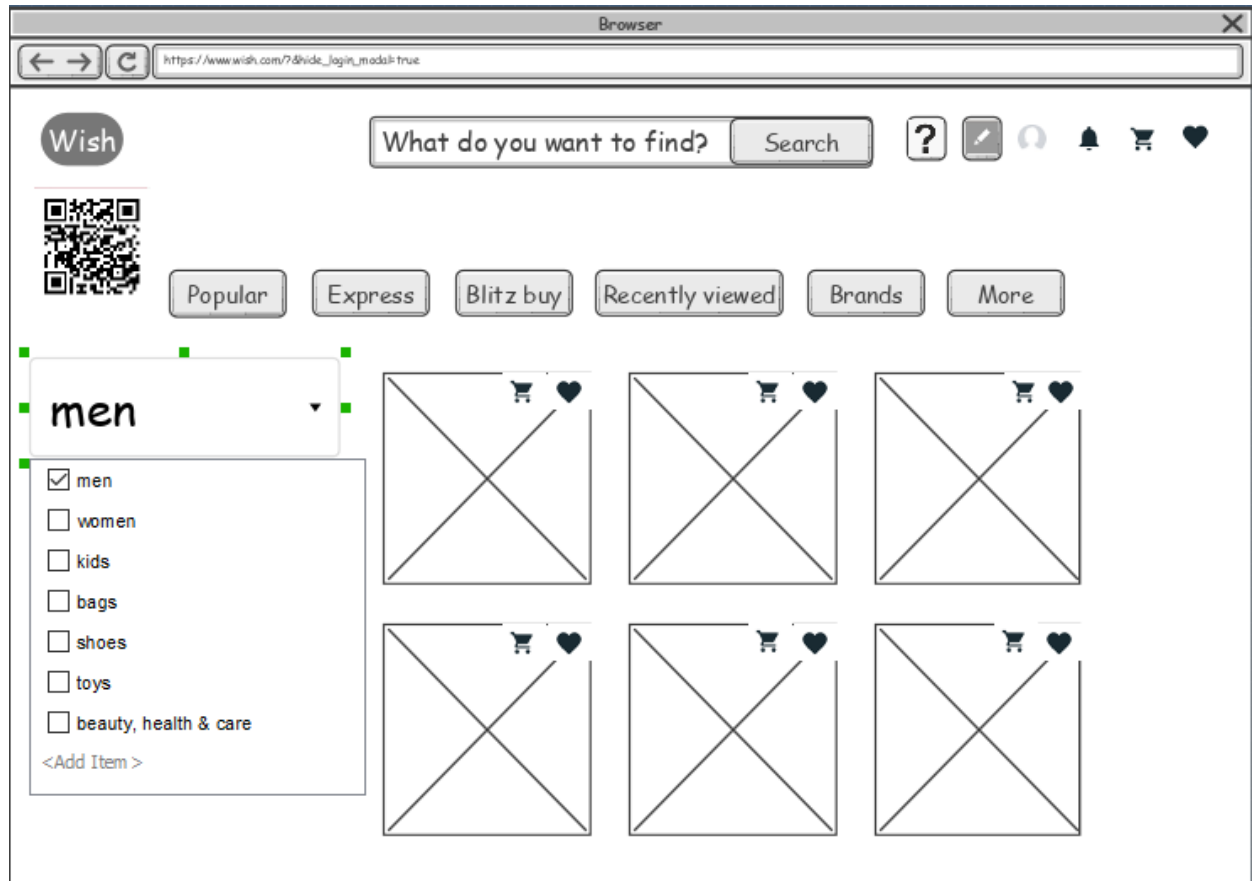


- Home page of the website after we login



## 6. Improved Wireframe of the website

- Homepage

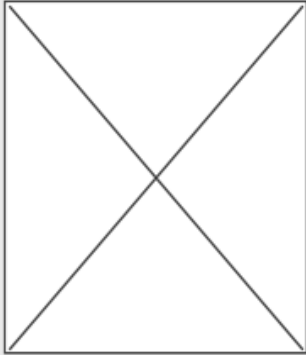


- Added a 'dropdown menu' showing different categories.
- Added a 'cart and heart symbol' on image of every product for adding it to a cart or making it a favourite.
- Added a 'Scanner code' for accessing it in a mobile.
- Added a 'Question mark' for a quick live chat.
- Added a 'Review button' for enabling visitors to write about their experience.

- When a customer clicks a cart symbol, it will show a pop-up window asking for registration details.

Browser

← → ↻ [https://www.wish.com/feed/tabbed\\_feed\\_latest/product/5dd66398fcc85c7339e0f9fd7d&hide\\_login\\_modal=true&source=tabbed\\_feed\\_latest&position=6](https://www.wish.com/feed/tabbed_feed_latest/product/5dd66398fcc85c7339e0f9fd7d&hide_login_modal=true&source=tabbed_feed_latest&position=6)



Log In

Sign up

## **7. Current user interaction with the website**

Step 1: On the right side of the first page there is sign-up bar. Fill in and sign up to access the website.

Step 2: From the search bar at the top right corner, search 'shoes for women'.

Step 3: It will lead you to the next page showing the varieties of shoes. Select any shoes of your choice.

Step 4: As soon as you select any shoes, it will show you a pop-up window where you can select the 'size and color'. After selecting 'buy' it will add your item to the cart and you can open your cart by clicking on 'view cart' option available on the top-right corner of the home page.

Step 5: When you click 'view cart' it will show you the product summary and if you click 'check out' it will ask you for the payment and shipping information.

Step 6: Fill in the details and confirm your order.

## **8. Improved user interaction with the website to buy shoes from wish**

Step 1: Select category from left of the home page.

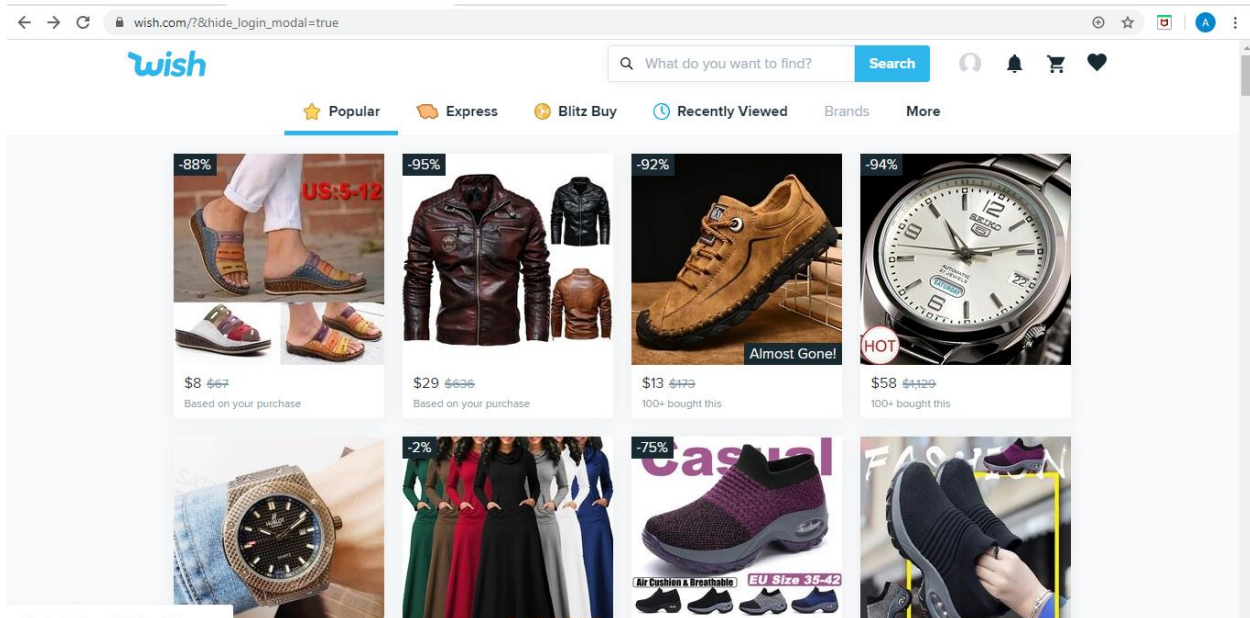
Step 2: It will lead you to the next page showing the varieties of shoes. Select any shoes of your choice.

Step 3: Click on the cart symbol appearing on the image of your desired shoes to add it to the cart and there will be a pop-up window asking you for all the details including the registration information to place an order.

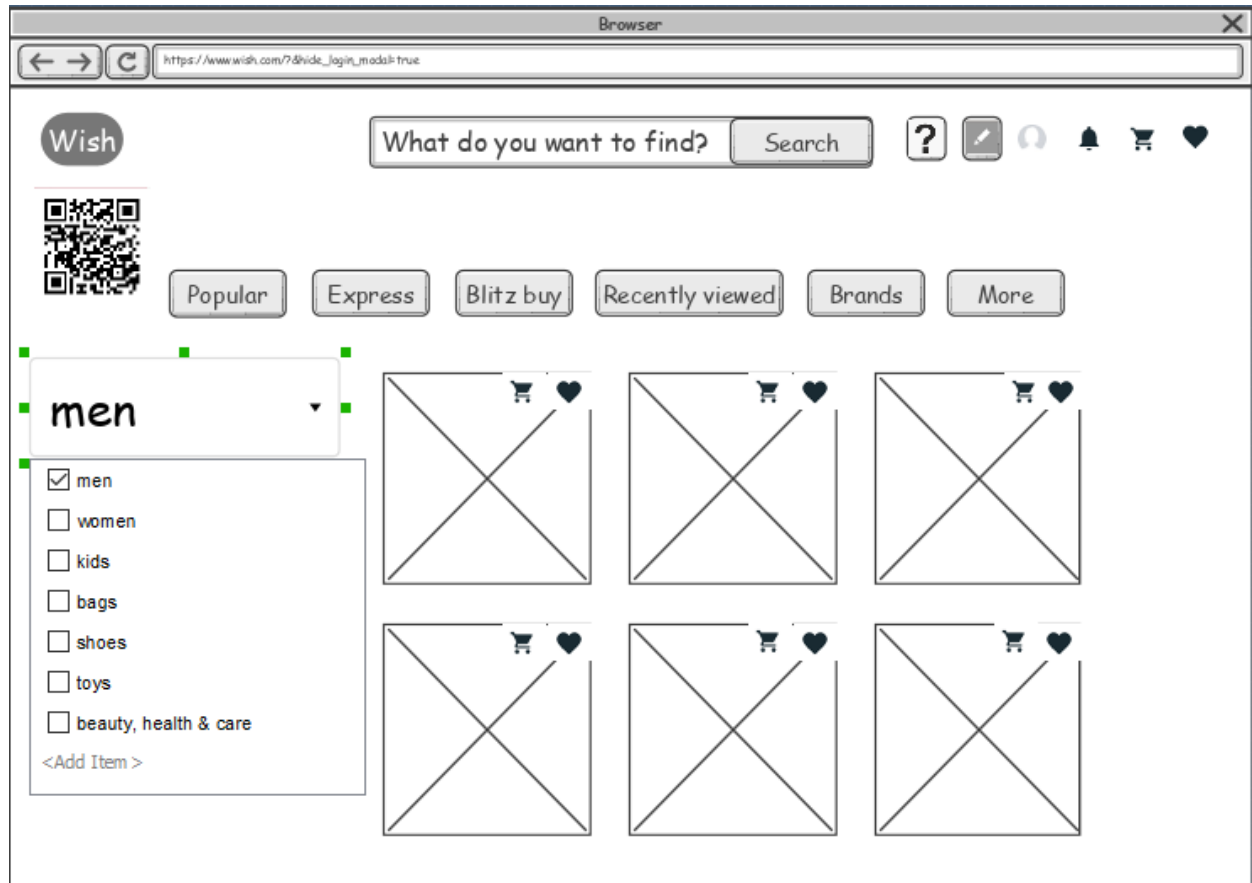
Step 4: Confirm your order.

## 9. Part of the website which required the most work to remove the pain points

- Screenshot of the website:



- Screenshot of improved wireframe of the above page



## Retail website 2: Ali Express

<https://best.aliexpress.com/?lan=en>

Sell on AliExpress ▾Buyer ProtectionHelp ▾Save big on our app!Ship to / USD ▾Language ▾

Smarter Shopping. Better Living!

seikoAll Categories

0 Cart Wish List Sign in | Join My AliExpress

samsung a20 case | tops | usb hub | magnet | self defense weapons | shoes woman

CATEGORIES [See All >](#)

- Women's Clothing
- Men's Clothing
- Phones & Accessories
- Computer, Office, Security
- Consumer Electronics
- Jewelry & Watches
- Home & Garden, Appliance
- Bags & Shoes
- Toys, Kids & Baby
- Sports & Outdoors
- Beauty & Health, Hair
- Automobiles & Motorcycles
- Home Improvement, Tools

SUPER VALUE DEALS | Big Discounts | Select Coupons | Home | Tech | Beauty

**FUN COMES FIRST**

Save smart: up to 20% off baby & kids items

[NEW USER GIFTS](#)

US \$0.01

New User Coupon

Exclusive Deal

[Marriage](#)

[Wedding Photos](#)

US \$169.00

[Party](#)

[Fitness Fan](#)

[Active You](#)

[Little Honey](#)

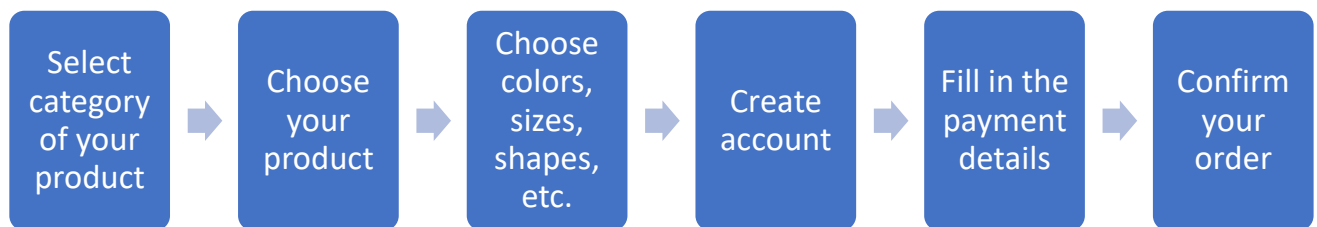
[https://campaign.aliexpress.com/wow/gf/upr-daily?wh\\_pid=202002Everything\\_New\\_Mother&wh\\_weex=true&preDownLoad=true&preInitInstance=rax&\\_immersiveMode=true&wx\\_navbar\\_hidden=true&wx\\_navbar\\_transparent=true&wx\\_statusbar\\_hi...](https://campaign.aliexpress.com/wow/gf/upr-daily?wh_pid=202002Everything_New_Mother&wh_weex=true&preDownLoad=true&preInitInstance=rax&_immersiveMode=true&wx_navbar_hidden=true&wx_navbar_transparent=true&wx_statusbar_hi...)



# PART ONE

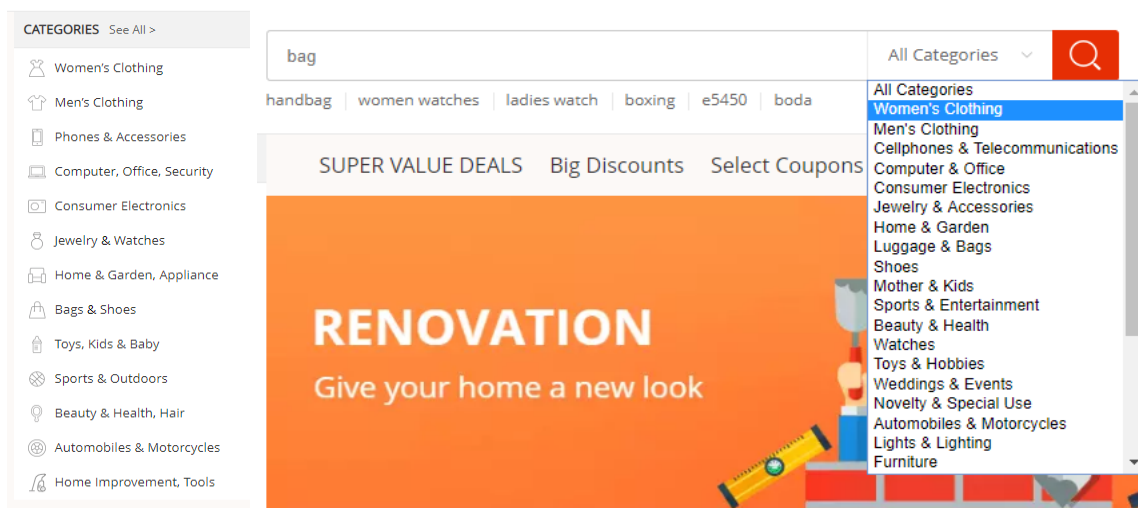
## 1. Current Interaction with the website

### User flow:

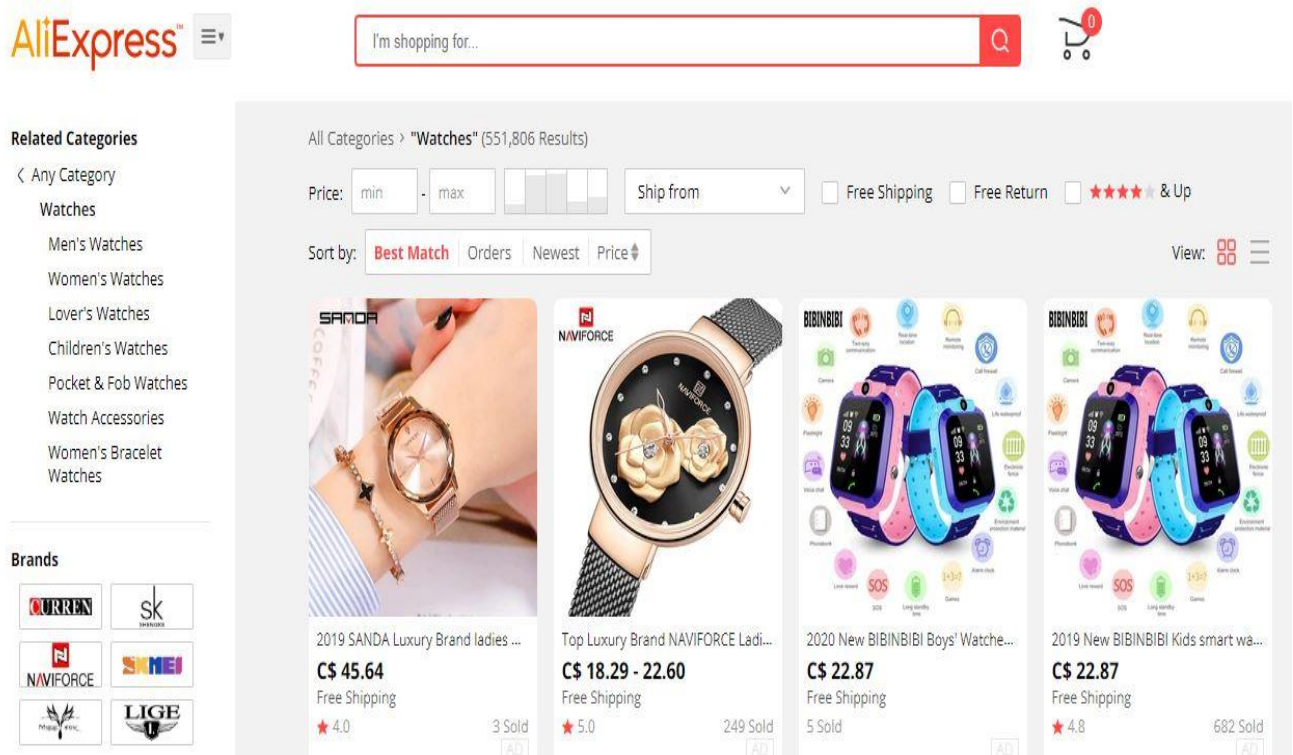


- Let's consider buying a ladies' watch from Ali Express.

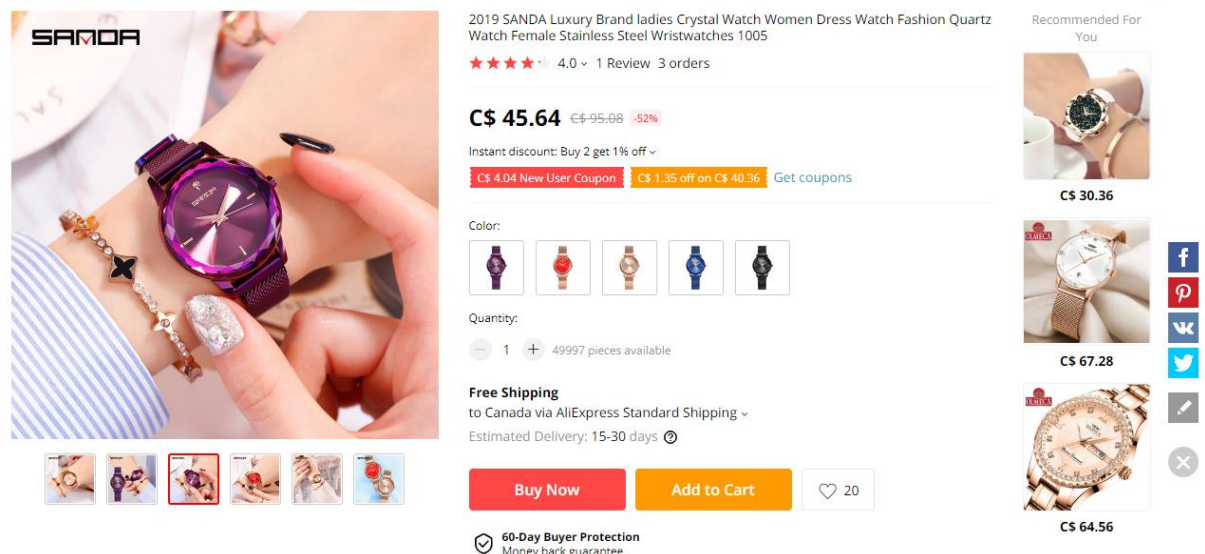
Step 1: Select the category from the left or from the top-right corner of the home page.



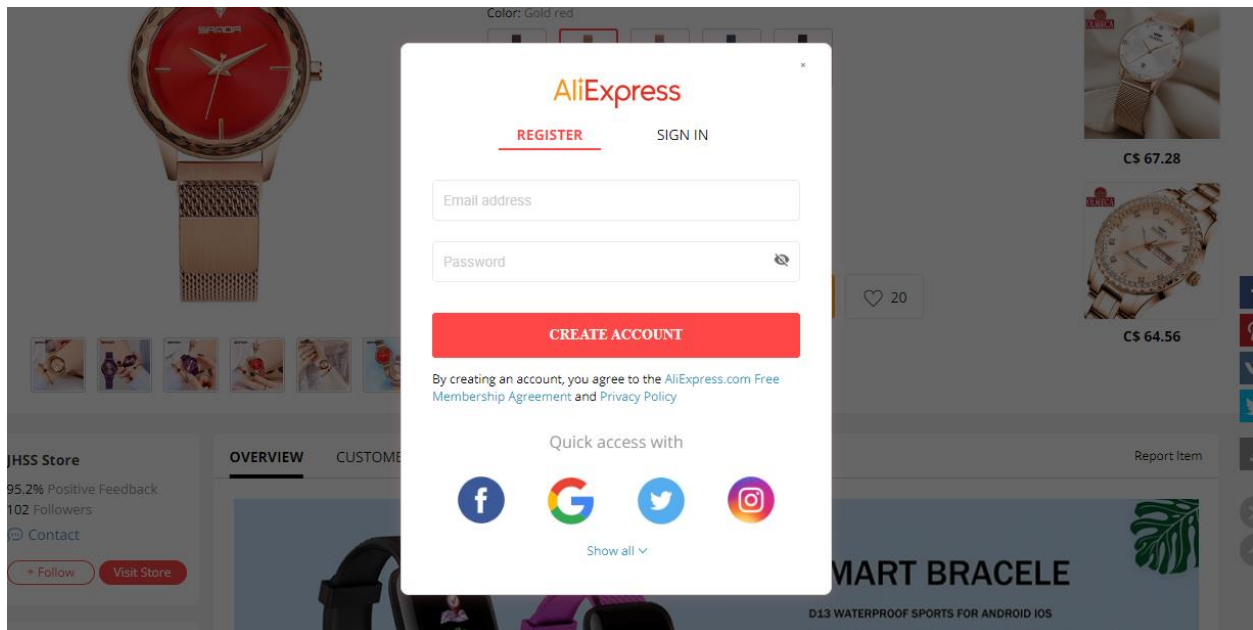
Step 2: After selecting it will take you to the next page where there are more choices for watches.



Step 3: After selecting the watch, it will display the information about the watch, and you can select the colors and quantity and then click on 'Add to cart' option.



Step 4: As you click on 'Add to cart' or 'Buy now' option there will be a pop-up window asking you for your email to create an account.



Step 5: Final step is the payment step where you fill in your payment details

Step 6: Confirmation email will be sent to confirm your order.

## 2. Pain Points

- The main error in the website is that it has so many unnecessary information on the home page and on the page after the product selection. It is very confusing and irritating for the users if they don't find the desired things easily.
- Secondly, this website has too many steps to add a product to the cart.

- Moreover, the home page has two 'categories option' which has the same sub-categories.
- Also, the some of the buttons are duplicated on the same page. For example, the coupons and discounts button on the top of the slideshow and the ones on the right-hand side of the slideshow.

### **3. Recommendations**

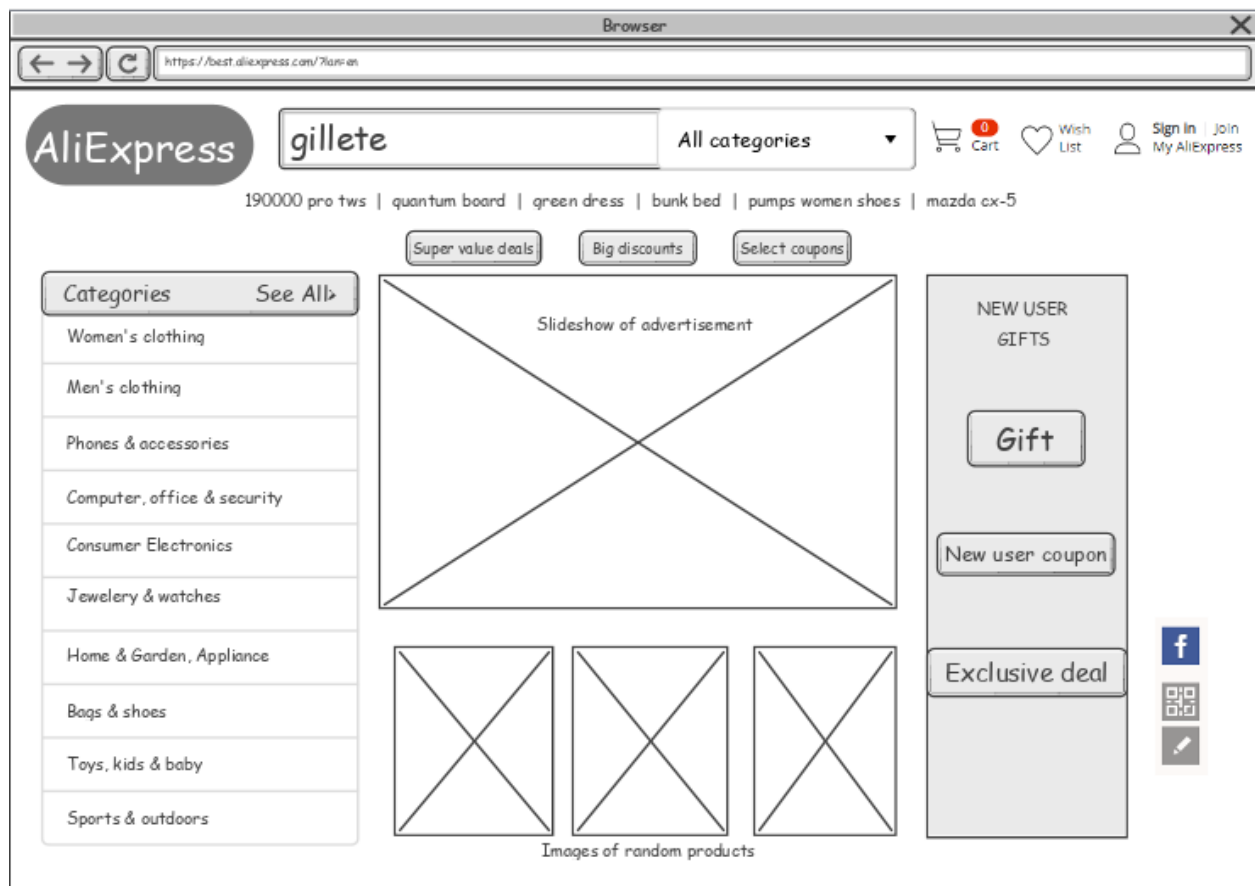
- I would recommend removing the unnecessary information from the website and showing the limited information that the user needs to be acquainted with.
- I would recommend removing the categories option from the left of the homepage and keep the one on the top-right corner.
- I will display a slideshow of new arrivals instead of random advertisement of products.
- I will consider displaying only the sales products in the vertical image scroll bar. This will be very helpful and smart way to attract customer's attention.
- I will also consider adding a cart symbol to easily add a product to cart and heart symbol to make it a favourite on each product-image. And after clicking it will ask for the size and color.

## PART TWO

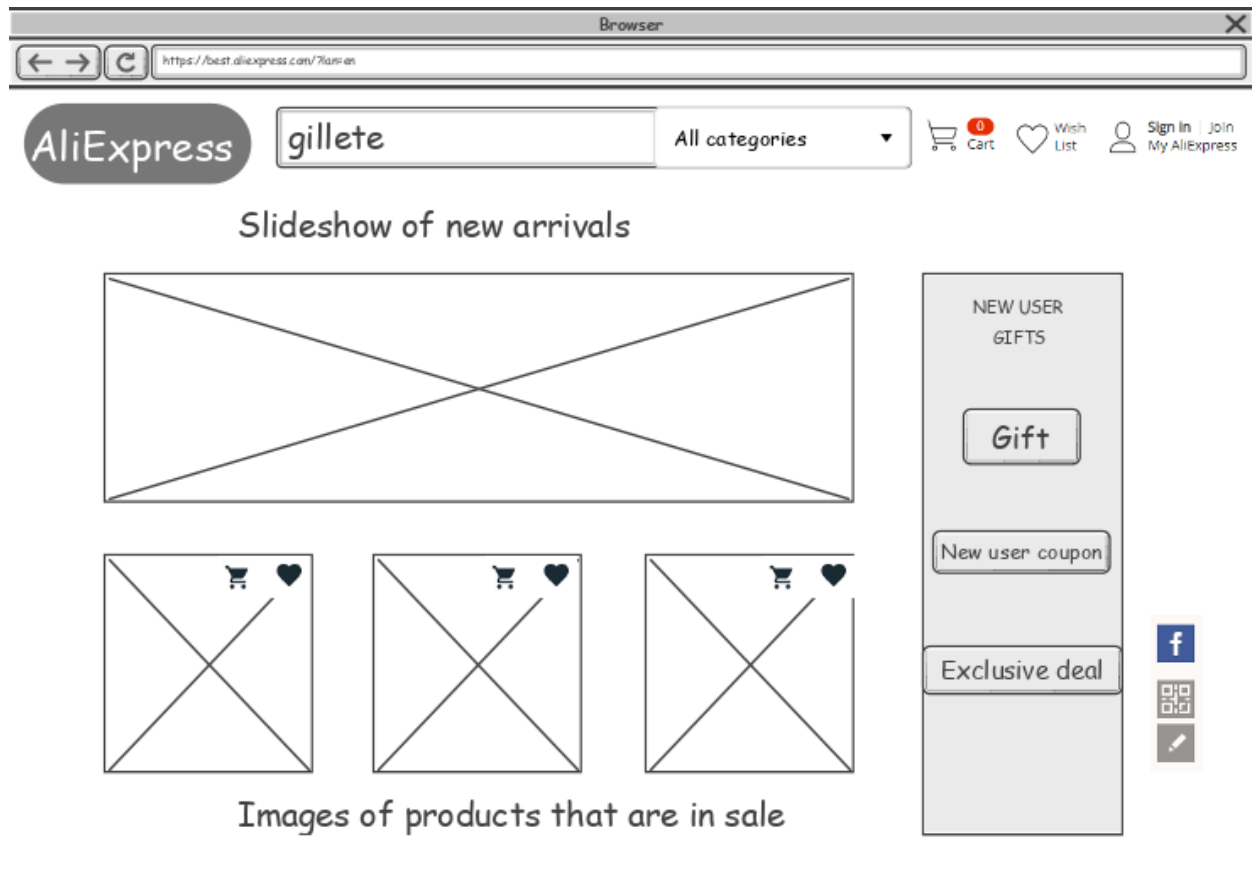
### 4. Job Story

When I visit a website, I don't want unwanted information to pop-up. I want to easily add the products to the cart by just one-click on the cart symbol and add it to my favourite list by clicking on heart symbol.

### 5. Current Wireframe of the website



## 6. Improved Wireframe of the website



- Removed the categories list from the left of the page.
- Removed the unnecessary buttons below the search bar.
- Removed the deals and discounts buttons appearing on the top of slideshow.
- Replaced the slideshow of random advertisements to the slideshow of new arrivals.
- Added the images of only the discounted price products instead of any random products.
- Added a 'cart and heart symbol' on image of every product for adding it to a cart or making it a favourite.

## **7. Current user interaction with the website for buying a ladies' watch from Ali Express**

Step 1: Select the category from the left or from the top-right corner of the home page.

Step 2: After selecting it will take you to the next page where there are more choices for watches.

Step 3: After selecting the watch, it will display the information about the watch, and you can select the colors and quantity and then click on 'Add to cart' option.

Step 4: As you click on 'Add to cart' or 'Buy now' option there will be a pop-up window asking you for your email to create an account.

Step 5: Final step is the payment step where you fill in your payment details.

Step 6: Confirmation email will be sent to confirm your order.

## **8. Improved user interaction with the website**

Step 1: Select the category from the top-right corner of the home page. Suppose we select ladies watch.

Step 2: After selecting it will take you to the next page where there are more choices for watches.

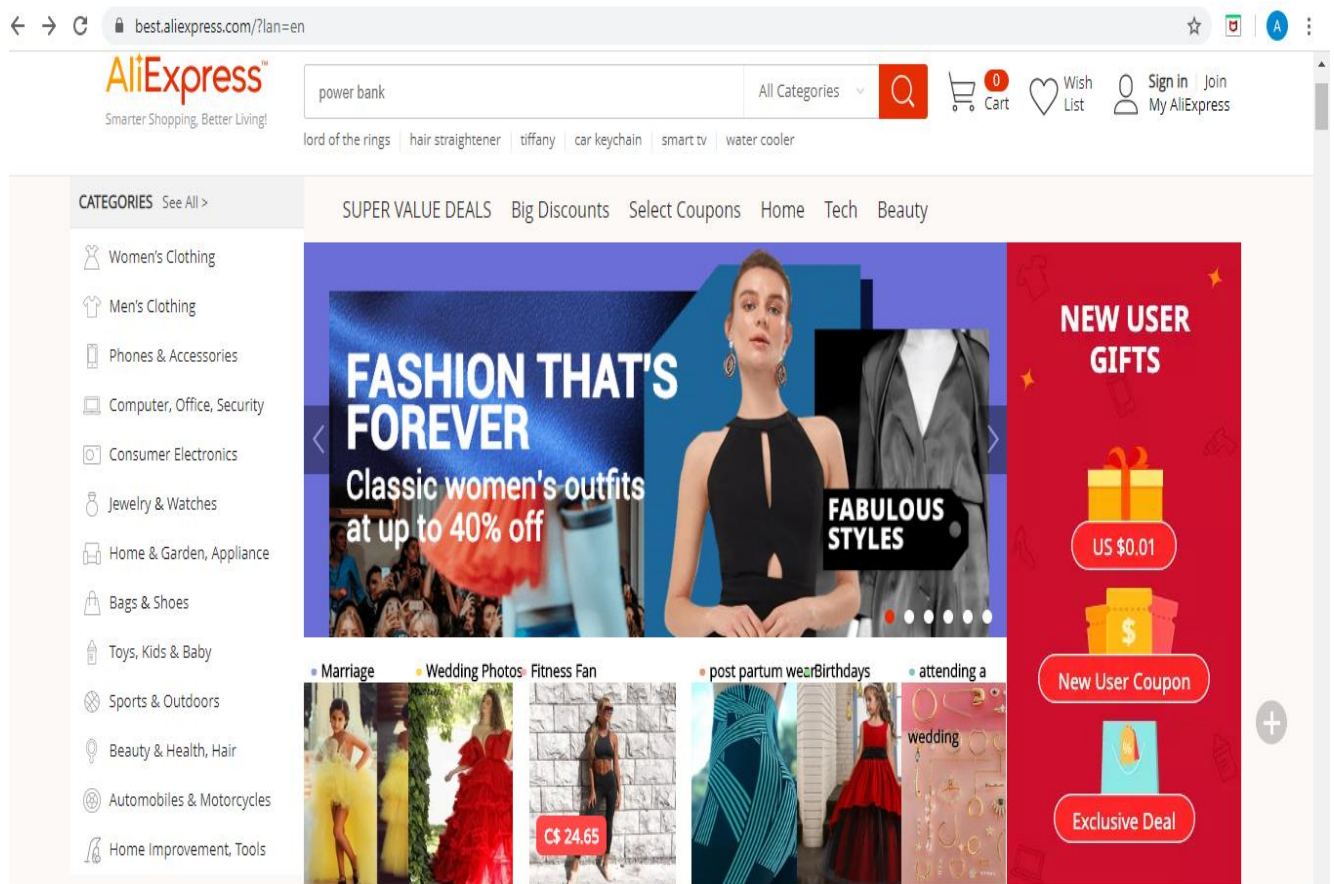
Step 3: Click on the cart symbol appearing on the image of your desired watch to add it to the cart and there will be a pop-up



window asking you for all the details including the registration information to place an order.

Step 4: Confirm your order.

- **Part of the website which required the most work to remove the pain points**
- **Screenshot of the website:**



- Screenshot of improved wireframe of the above page



## **Comparison of Wish shopping website and Ali Express**

In wish scanner code option, review button, help button are missing whereas Ali Express have provided these three facilities on the home page. When we want to buy a product from wish, it adds a product to the cart and then we need to view our cart to check out and confirm our order whereas such unnecessary steps are eliminated in Ali Express. Moreover, registration to the wish website is mandatory to access it but in Ali Express, registration is required only when you want to buy a product from the website. In the nutshell, I think Ali Express is better website then wish.