Art Studio Order Tracking App Case Study

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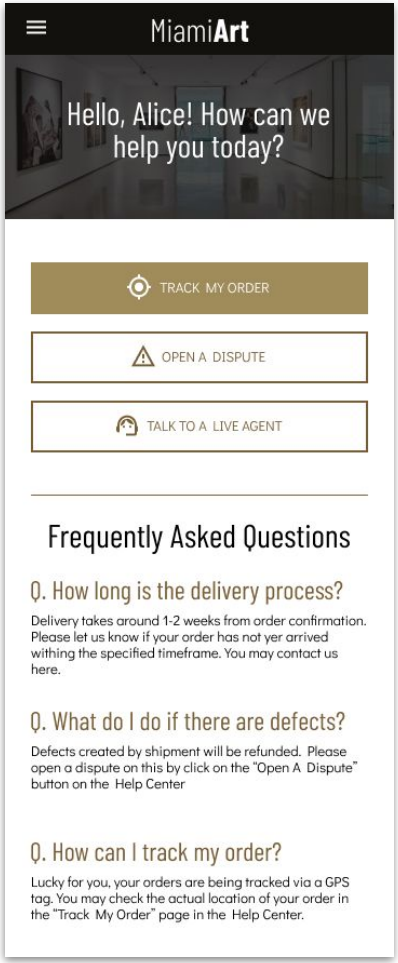
Project overview

The product:

We're creating an order-tracking chatbot for an art studio in Miami, Florida that provides real-time updates on the shipment of the art products. This gives busy and productive users an established, reliable, and efficient way of tracking ordered products without going into pain points of unrealistic expectations.

Project duration:

June 2021-September 2021



Google

Project overview

The problem:

Customers of the Art Studio in Florida have been frustrated in tracking the delivery status of their orders.

The goal:

Improve the ease of tracking orders from an Art Studio in Florida.

Project overview

My role:

UX Researcher/Designer

Responsibilities:

User research, wireframing, & prototyping.

Understanding the user

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

User research: summary

I conducted interviews and created empathy maps to understand the users for their needs. The core user group identified in the user research were interior designers who are sourcing for art pieces in their projects and are using the chatbot to inquire and to ask about the delivery status of the artworks that they ordered.

Initially, I assumed that home collector were an easy user group since they are easily engaged, however, research shows that they are not really the steady, frequent users of the order tracking platform. Interior designers have multiple projects at hand, and they source multiple or single art styles housed in the studio depending on the design style of their projects. In sourcings for art pieces, they usually have a predetermined style at hand and it is important for the platform to cater to this workflow. Also, they love to be treated with extra regard. The problem lies in the after sale, since interior designers need real time update in the delivery of the art piece for them to properly coordinate it to other relevant stakeholders.

User research: summary

I conducted interviews and created empathy maps to understand the users for their needs. The core user group identified in the user research were home collectors who enjoy collecting art pieces and are using the chatbot to inquire about new artworks created in the studio.

Initially, I assumed that home collector were an easy user group since they are easily engaged. However, research revealed that they only engage with the chatbot if they find something that suits they taste in art. They would continue to engage if they saw something in line with their preferences. They also liked more personalized customer service and they appreciate if art studio would remember their name and their taste. Their problem usually occurs on the after-sale, especially on the coordination

User research: pain points

1

Cluttered options

Interior designers are given with a lot of options, but they only need a few.

2

No personalization

User get frustrated when their preferences were not remembered.

3

After-sale expectations

After-sale expectations were poorly set which leads to poor coordination

Persona: **Alice**

Problem statement:

Alice is an interior designer with multiple ongoing projects who needs tracking botfor the art pieces she orders because She needs to know the actual situation of the items for her to plan out her timetable

.

Alice Day

Age: 30
Education: BS Interior Design
Hometown: Santa Monica, CA
Family: With pets at home
Occupation: Interior Designer

"I would get that art piece no matter how it takes as long as its timely."

Goals

- To source for interior design materials that is relevant to the aesthetic of my project regardless of the location of the supplier.

Frustrations

- Reliable communication with the supplier, especially with their estimated promise times.
- "I hate it when they don't give me realistic expectations"

Alice is an interior designer and an associate to one of the popular design firms. Their firm is handling interior design projects from various industries and is constantly sourcing for materials from all over the world. They primarily source and contact their supplier through online communication.

User journey map

I laid down an exhaustive user journey map that describes each action the user takes when accessing the app.

Persona: Alice Day

Goal: To purchase and acquire art pieces for her Interior Design project

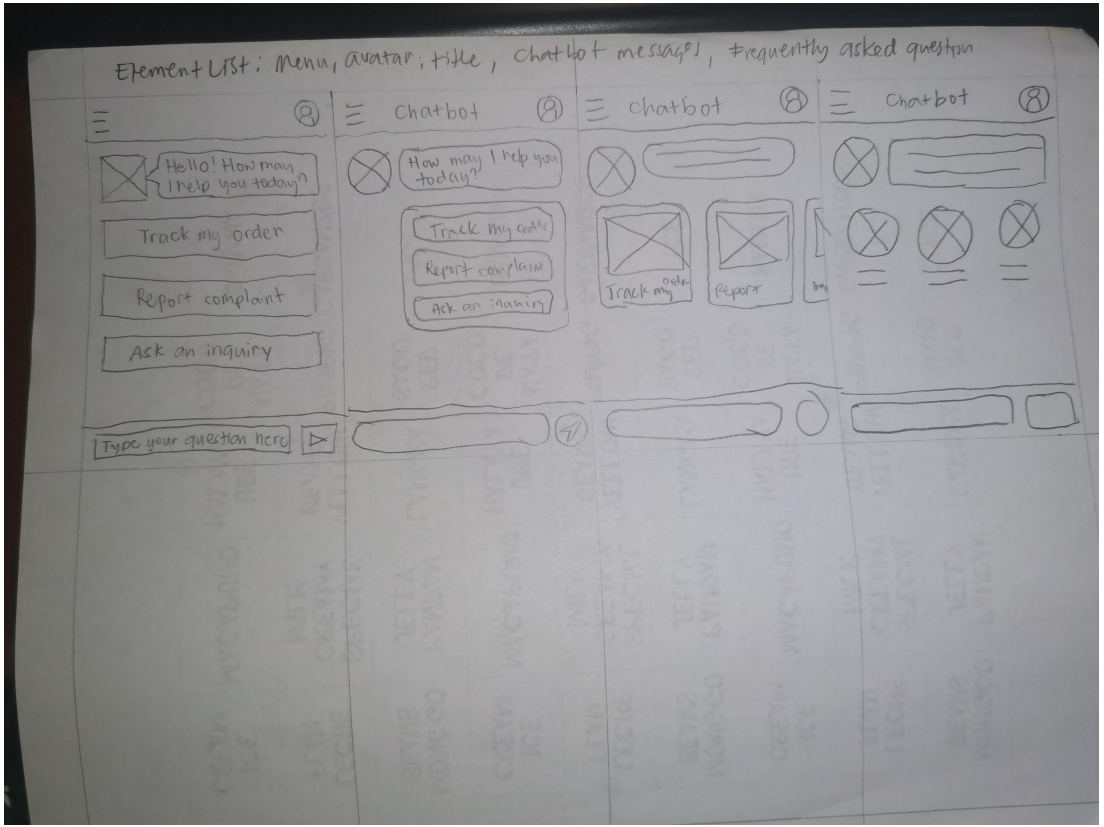
ACTION	Determine the art piece to purchase based on design style	Check for specifications	Finalize purchase of the art piece	Track delivery of the art piece	Receive the art piece from the art studio
TASK LIST	Tasks A. Check Product Catalog B. Filter products based on design style C. Short list products	Tasks A. Check specifications of short-listed products B. Check if specifications match the requirements. C. Check for important terms when buying.	Tasks A. Selects final product to be purchased B. Coordinates with art studio for payment details	Tasks A. Checks with art studio for packing status B. Checks actual location and estimated time of delivery.	Tasks A. Checks if there are damage B. If there are issues, contact art studio. C. Confirm receipt with art studio.
FEELING ADJECTIVE	Inspired Frustrated (when shortlisting)	Disappointed (with some specifications) Satisfied (to items that pass requirements)	Confused Satisfied	Frustrated Anxious	Excited Relieved
IMPROVEMENT OPPORTUNITIES	Exhaustive filter options that include size, material, color, etc. Supports accessibility by providing alt text	Supports easy conversion of units Jargons are explained well	Payment explanations. Fields can be accessed using keyboard shortcuts.	Notifications for each stage of delivery Ability to check actual location of item in map.	Notifications when item is already in its last mile.

Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

Paper wireframes

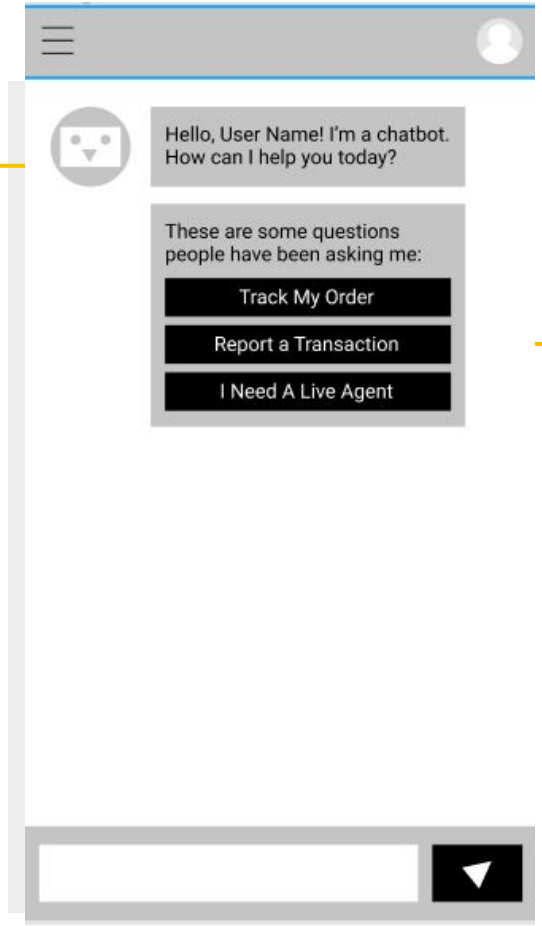
Here is a photo of my initial design for the app.



Digital wireframes

I converted the elements in my paper wireframes to my digital wireframes.

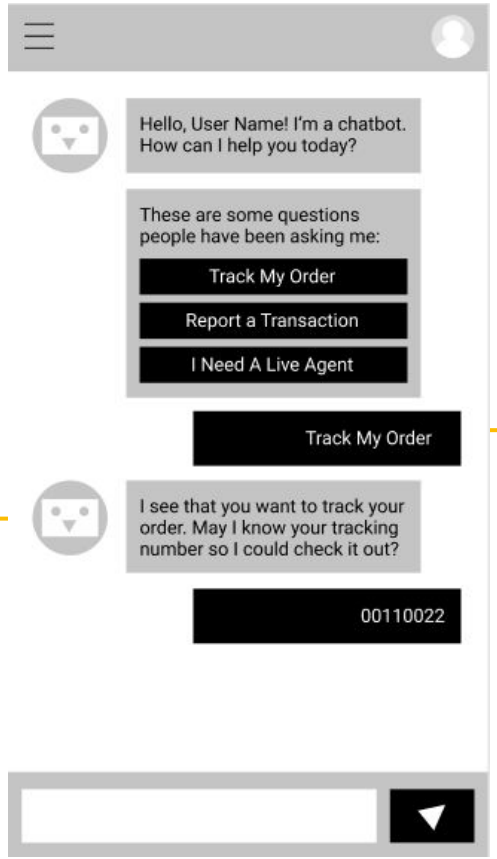
Initial Design centered on a chatbot interacting with the customer



Chat messages also included buttons for easy access of the user

Digital wireframes

I converted the elements in my paper wireframes to my digital wireframes.



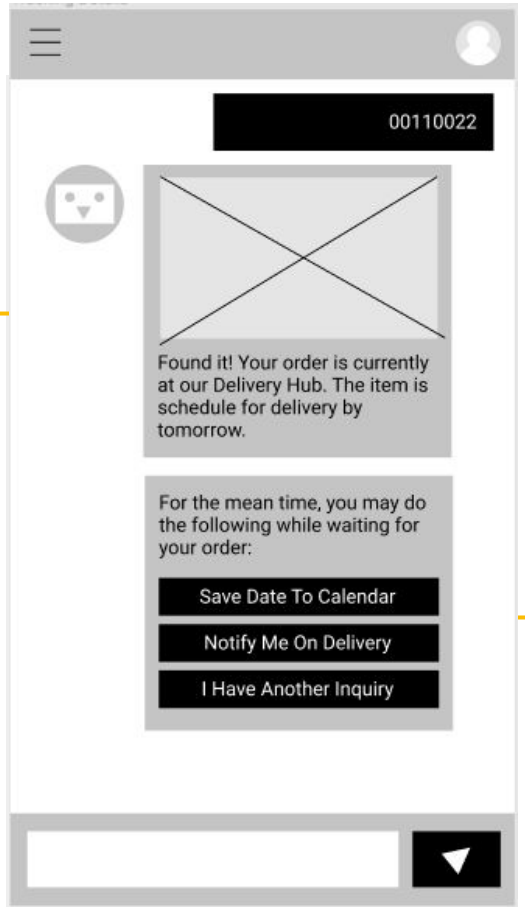
The chatbot replies based on the context

The button clicked by the user

Digital wireframes

I converted the elements in my paper wireframes to my digital wireframes.

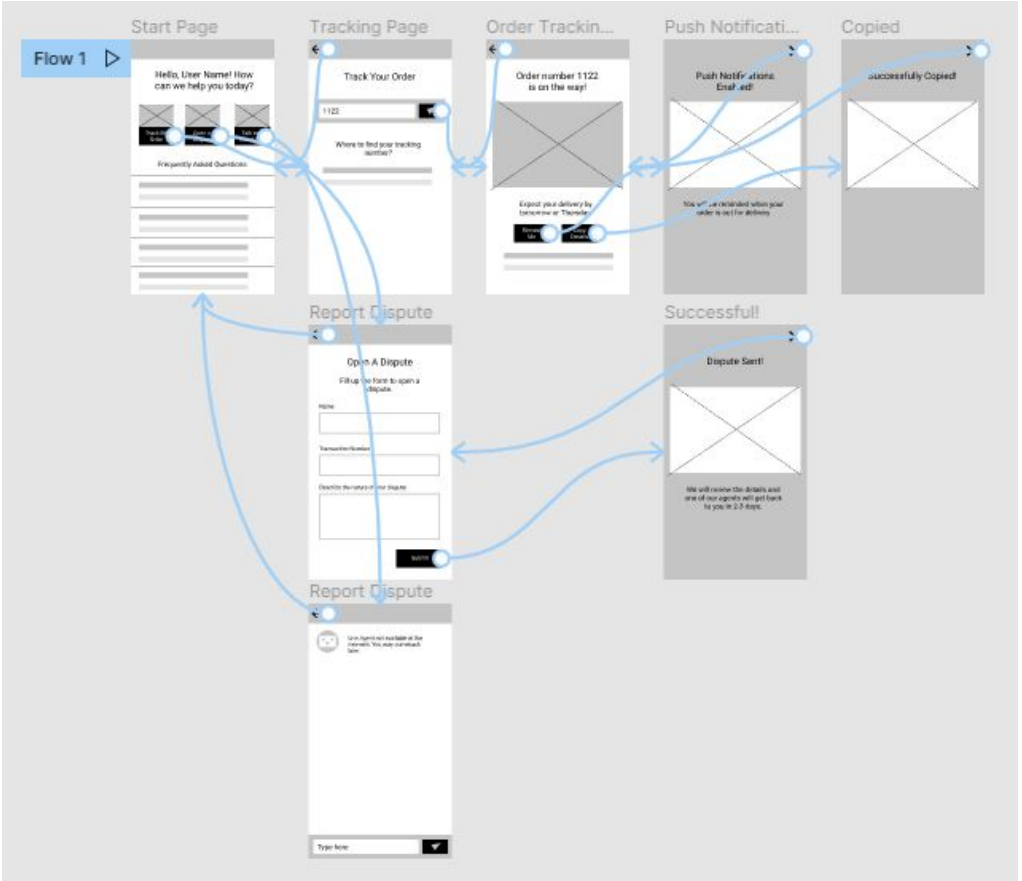
Graphics also included in the reply



Follow-up also included.

Low-fidelity prototype

Here is a link to the low-fidelity prototype:
https://www.figma.com/proto/3obCyj9Oyv0KSg3qtyHwxV/Google-UX-Digital-Wireframe?node-id=5%3A2&scaling=scale-down&page-id=0%3A1&starting-point-node-id=5%3A2&show-proto-sidebar=1



Usability study: findings

Here are some key research insights from the two rounds of usability studies.

Round 1 findings

1. Starting screen is cluttered
2. Ease of navigation can be improved
3. Improve how customers can manage the information provided

Round 2 findings

1. Streamline home screen for a more targeted access
2. Add helper texts

Refining the design

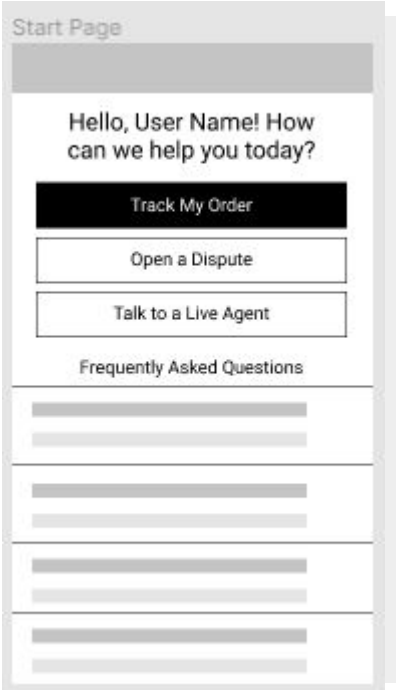
- Mockups
- High-fidelity prototype
- Accessibility

Mockups

More targeted home screen options was designed to guide users to specific actions.

Before usability study

After usability study

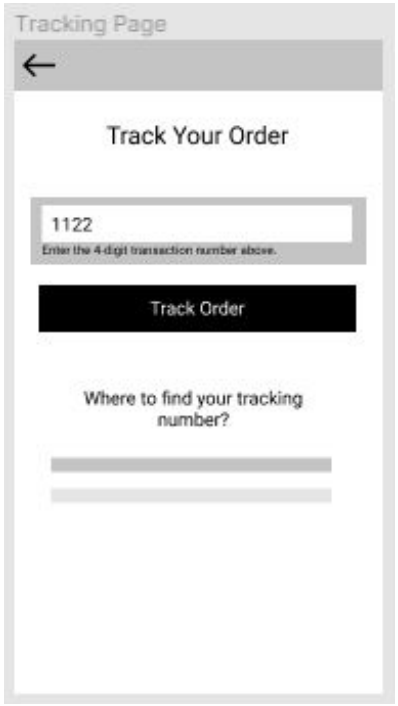


Mockups

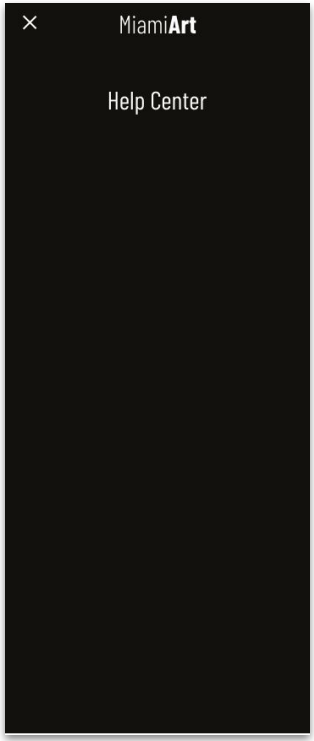
Helper texts were added to guide customers to specific actions

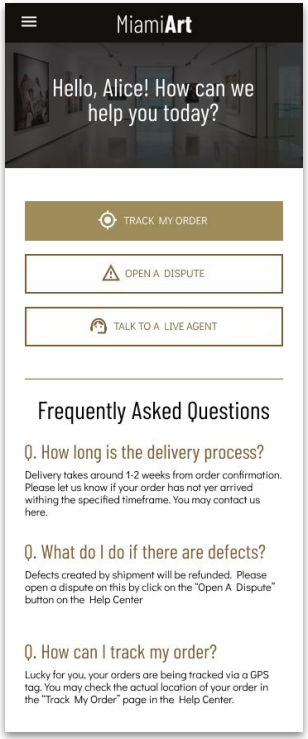
Before usability study

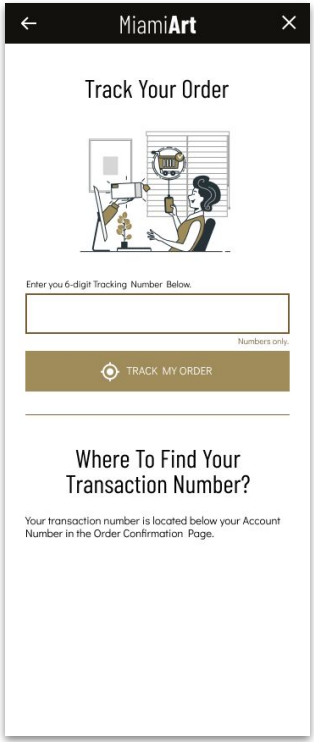
After usability study

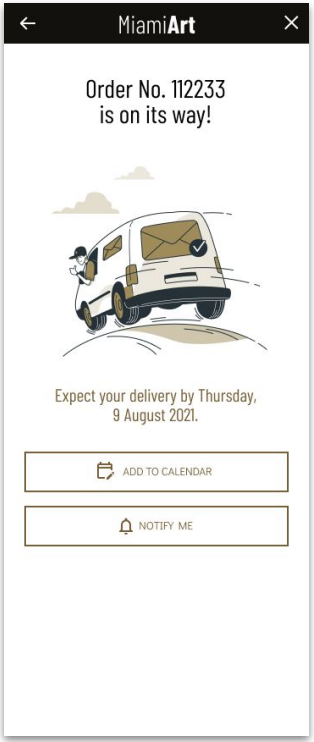


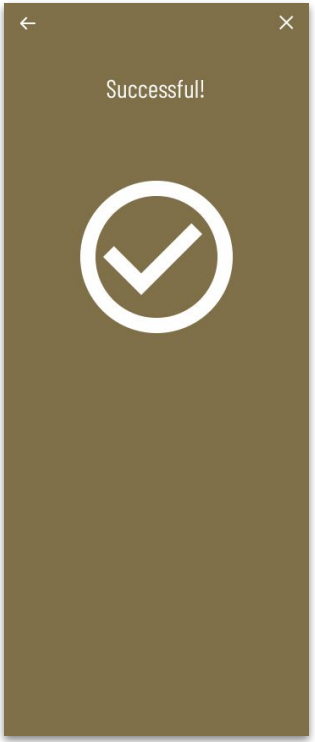
Mockups


MiamiArt
Help Center


MiamiArt
Hello, Alice! How can we help you today?
TRACK MY ORDER
OPEN A DISPUTE
TALK TO A LIVE AGENT
Frequently Asked Questions
Q. How long is the delivery process?
Delivery takes around 1-2 weeks from order confirmation. Please let us know if your order has not yer arrived withing the specified timeframe. You may contact us here.
Q. What do I do if there are defects?
Defects created by shipment will be refunded. Please open a dispute on this by click on the "Open A Dispute" button on the Help Center
Q. How can I track my order?
Lucky for you, your orders are being tracked via a GPS tag. You may check the actual location of your order in the "Track My Order" page in the Help Center.

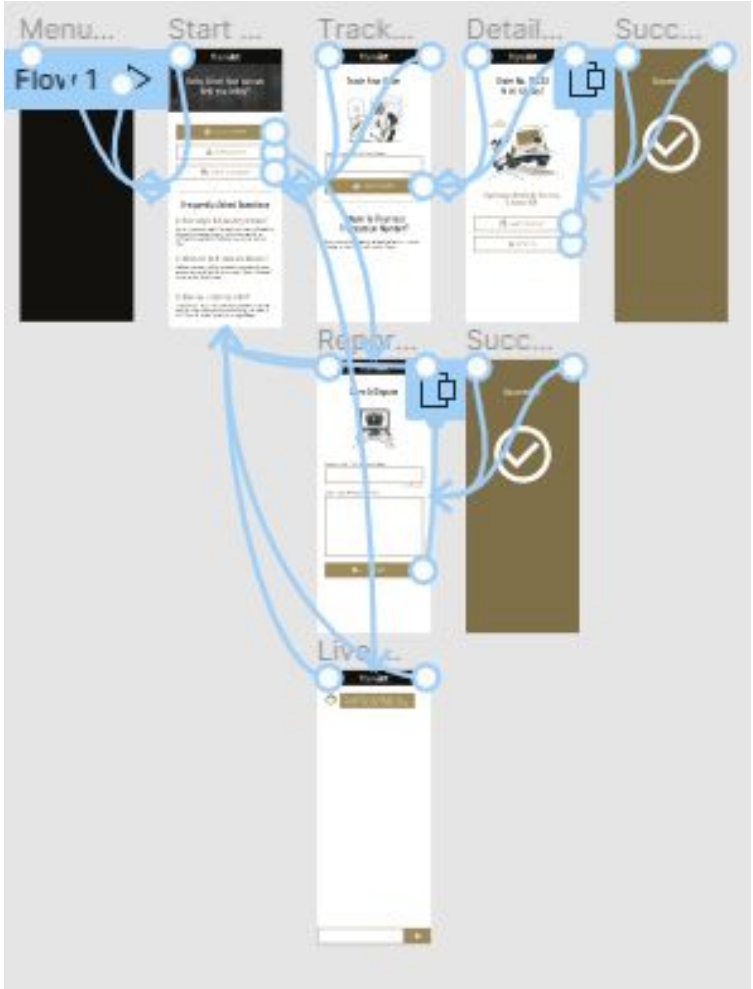

MiamiArt
Track Your Order
Enter you 6-digit Tracking Number Below.
Numbers only.
TRACK MY ORDER
Where To Find Your Transaction Number?
Your transaction number is located below your Account Number in the Order Confirmation Page.


MiamiArt
Order No. 112233 is on its way!
Expect your delivery by Thursday, 9 August 2021.
ADD TO CALENDAR
NOTIFY ME


Successful!

High-fidelity prototype

Link to high-fidelity prototype here: https://www.figma.com/proto/XGGvbZt4uQPqMpv9coJNJo/Art-Shop-Order-Tracking-App?node-id=2%3A344&scaling=min-zoom&page-id=0%3A1&starting-point-node-id=2%3A344



Accessibility considerations

1. Colors abide to accessibility guidelines
2. Motion and gestures are accessibility friendly
3. Helper texts are available

Going forward

- Takeaways
- Next steps

Takeaways

Impact:

Visual design of the app including color palette, typography, and illustrations made it more engaging for the user to navigate the app.

What I learned:

This project tested my knowledge in UX research and design. It also helped me understand designing for accessibility.

Next steps

1

Explore more design studies on streamlined home screen studies based on the insight that the home screen is cluttered and confusing.

2

Test ease of navigation of current design iteration to assess usability. If still not usable, explore more design studies.

3

Expand features and functionality of the app.

Let’s connect!

Want to get in touch? Contact me via patrickbyron.com

Thank you!