



GROUP 7

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PROJECT INTRO

- **About:** Our project delves into enhancing the Costco website UX, identifying critical user pain points and leveraging surveys, heuristic evaluation, and user testing for insights. We propose strategic improvements in navigation, search, and account management to elevate the overall shopping experience.
- **Project Type:** Academic Project.
- **Tools used:** Balsamiq for wireframing. Figma for Prototyping.
- **Duration:** 15 days
- **Responsibilities :**

Priyadarshini – Membership pages, Sign user pages, Customer Service page

Suhasini – Splash pages, Onboarding, Home page, Chat box implementation, Cart page

Thranathi – Checkout pages, Login, Sign-up, Cart page

Satya – Categories, Deals, PPT

OVERVIEW

A leading membership-only warehouse club offering a wide array of products online, aiming for affordable bulk shopping with a comprehensive digital experience.

Why Costco?

Our regular use highlights areas for improvement, providing us with unique insights to enhance the user experience based on actual needs and preferences. Costco has a vast and diverse customer base with varying shopping behaviors, preferences, and needs.

Costco's strategic business objectives around customer satisfaction, operational efficiency, and sales growth are tightly linked to the user experience of their website. By Identifying Real time problems and enhancing feature relevance we can improvise the user experience.

PROBLEM STATEMENT

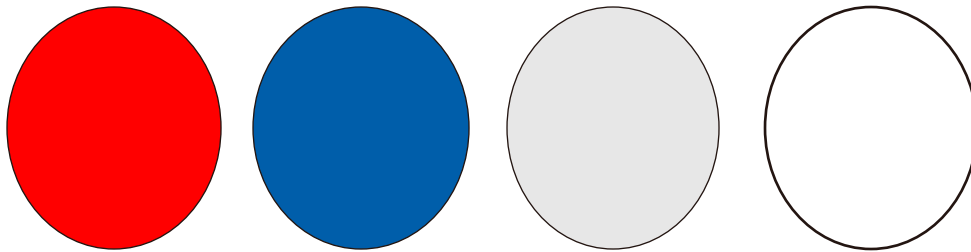
Our e-commerce platform faces key issues that impact user experience for both members and guests. The main problems include a complicated membership sign-up, poor product discovery, and a confusing checkout process. These obstacles lead to frustration, deter new memberships, and cause high cart abandonment. Our aim is to enhance the platform to offer a seamless shopping experience, making it easy for users to sign up, find products, and complete purchases with clear guidance, improving overall satisfaction and boosting sales.

Solution



DESIGN SYSTEM

Color Palette



- Grey #E6E7E7
- Blue #0060A9
- Red #E32A36
- White #FFFFFF

Typography: Inter

ICONS: Icons8, Material Design Icons

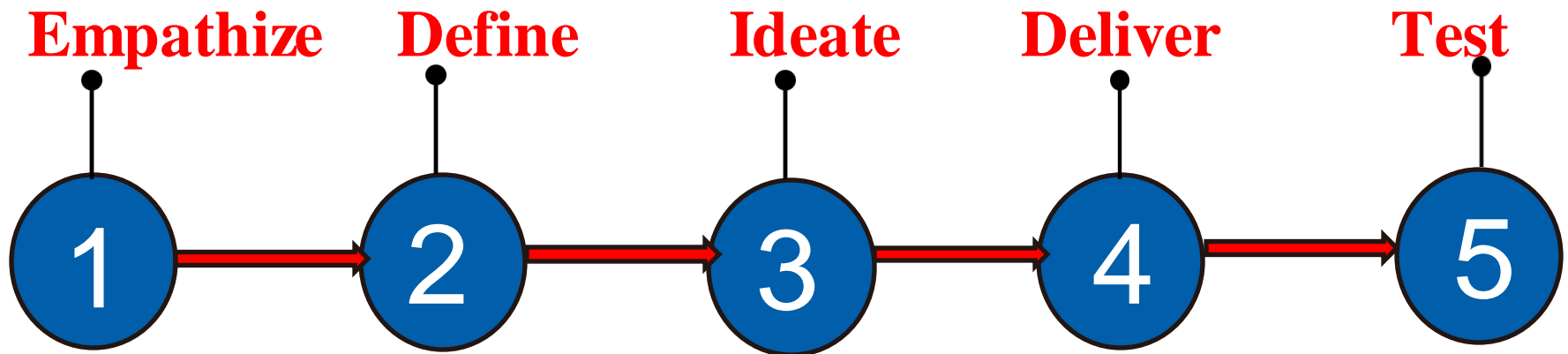
Dimensions: Mac Book Pro 14" 1512 x 982

Brand Logo



DESIGN PROCESS

- **Empathize** : Distribute surveys to gather quantitative data on user preferences and needs across a broader audience. From the collected data, develop detailed user personas that represent typical users of the website.
- **Define**: Create user journey maps to visualize the complete experience of personas using the website, highlighting moments of frustration and satisfaction. Define a clear and actionable problem statement or set of statements that guide the design process.
- **Ideate**: Sketch out interface ideas that address the user needs. Develop Wireframes and low-fidelity prototypes which allow quick testing of ideas.
- **Deliver**: Develop comprehensive UI specifications and guidelines, including color schemes, typography, and element placements. Implement design correctly, maintaining fidelity to the UX specifications.
- **Test**: Test different versions of certain pages or features to see which performs better. Use the insights gained from user testing to make iterative improvements to the website.



TARGET AUDIENCE

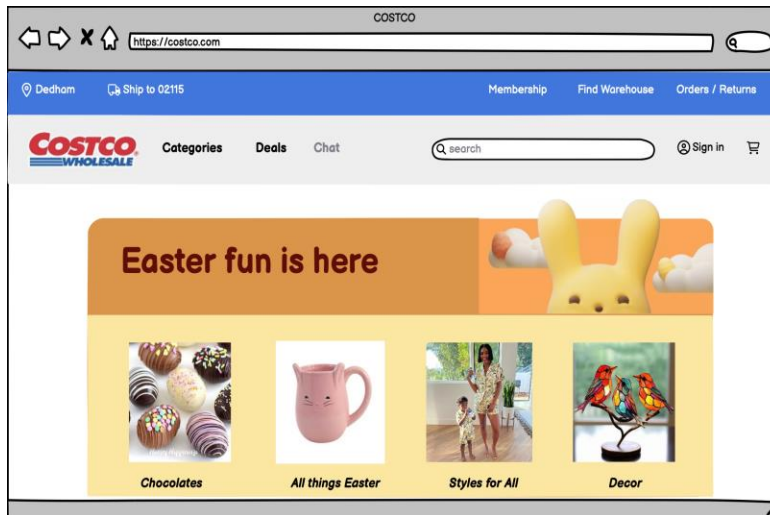
Age range: 18 - 65 years old

- Individual and Family Shoppers
- Business Customers
- Tech-Savvy Consumers
- Value-Oriented Shoppers
- Health and Wellness Enthusiasts



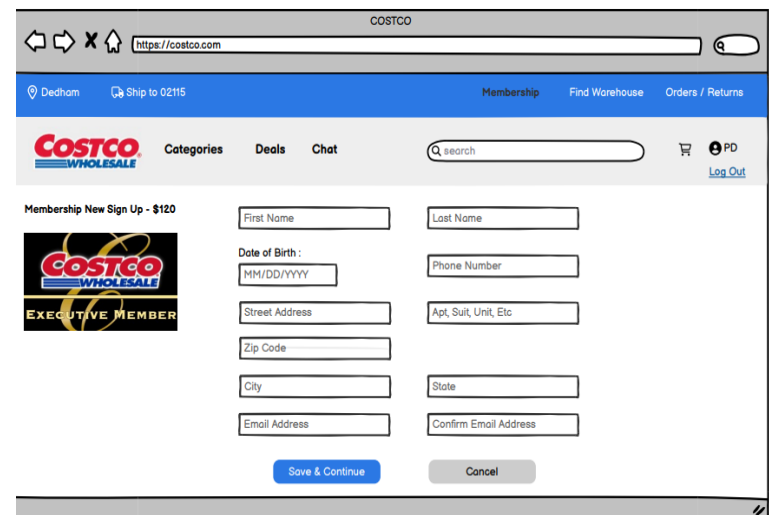
WIREFRAMES

Sign IN Page



Wireframe of the Costco Sign In Page. The page features a browser window with the URL <https://costco.com>. The header includes the Costco logo, navigation links (Categories, Deals, Chat), a search bar, and a Sign In button. The main content area displays a promotional banner for "Easter fun is here" with a large yellow bunny illustration. Below the banner are four product categories: Chocolates, All things Easter, Styles for All, and Decor, each with a representative image.

Membership Signup



Wireframe of the Costco Membership Signup Page. The page features a browser window with the URL <https://costco.com>. The header includes the Costco logo, navigation links (Categories, Deals, Chat), a search bar, and a Log Out button. The main content area displays a "Membership New Sign Up - \$120" section with the Costco logo and "EXECUTIVE MEMBER" text. Below this is a form with fields for First Name, Last Name, Date of Birth (MM/DD/YYYY), Phone Number, Street Address, Apt, Suit, Unit, Etc, Zip Code, City, State, Email Address, and Confirm Email Address. The form includes "Save & Continue" and "Cancel" buttons.

Returns and Refund



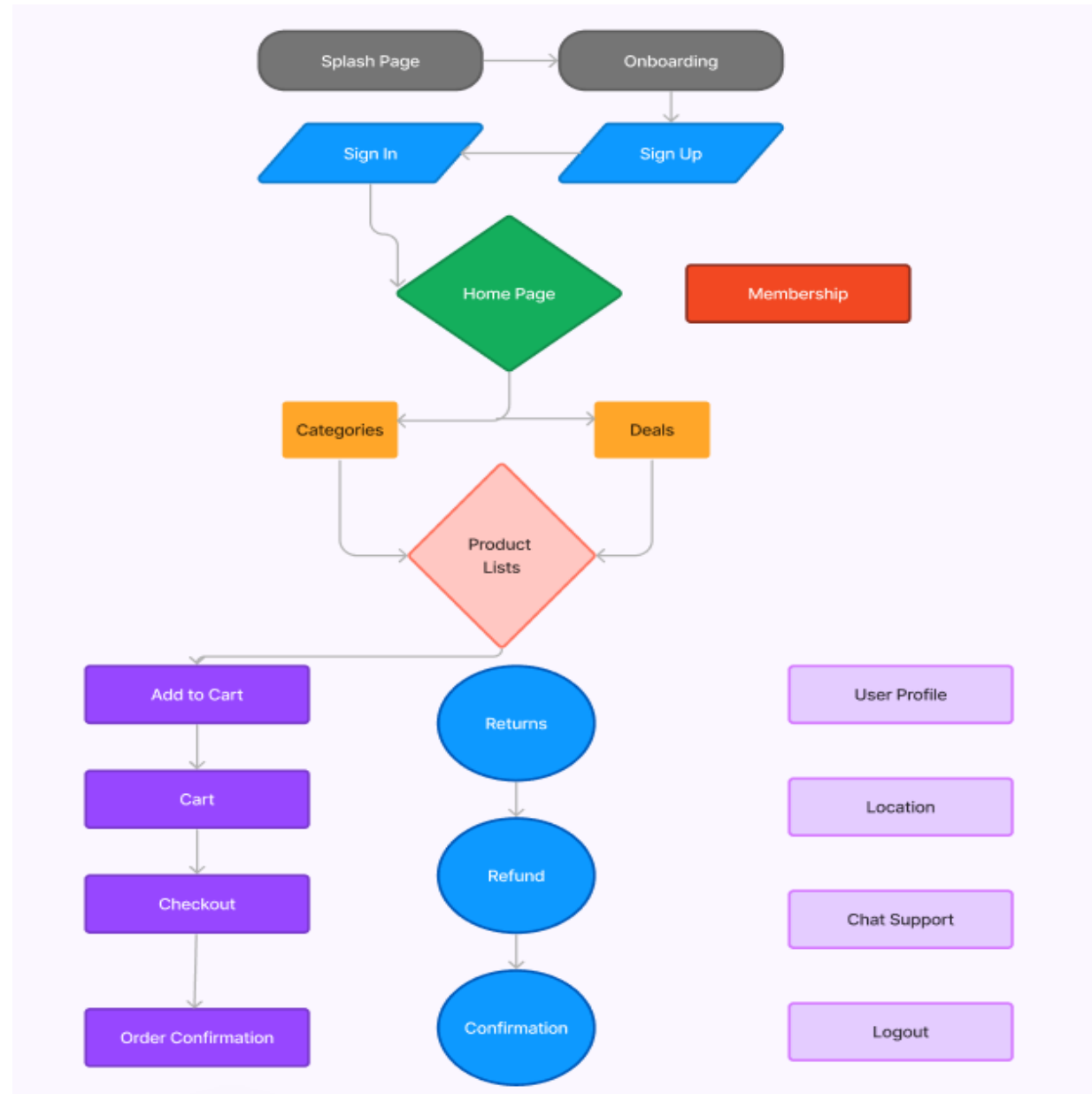
Wireframe of the Costco Returns and Refund Page. The page features a browser window with the URL <https://costco.com>. The header includes the Costco logo, navigation links (Categories, Deals, Chat), a search bar, and a Log Out button. The main content area displays a search bar with the text "#AB163609". Below the search bar is a section titled "#AB163609 Orders No" with a table listing items for return. The table includes a dress item with a price of \$16.99 and a quantity of 1. The table has "Return" and "Refund" buttons. The subtotal is \$16.99.

Item	Price	Qty	Action
Dress 1st Item 512599	\$16.99	1	<button>Return</button> <button>Refund</button>

Subtotal: \$16.99

Information Architecture

As Information Architecture (IA), the Costco Website Sitemap describes the organizational structure and navigational scheme of the website. It's essentially a blueprint for the design of the website's information space.



Persona-1 Nancy



Bio:

Nancy is a 45-year-old married woman with two children. She is a stay home mother while her husband works full-time as a teacher. They live in a suburban neighborhood.

GOALS AND VALUES:

Behavior and Goals: Focused on providing for her family's needs while also managing her household efficiently. Shops regularly to buy groceries, household essentials, and bulk items to save money and time

Values: Quality, Affordability, Convenience.

PAIN POINTS:

Challenges: Nancy finds the sign-up process for membership sites too complex and time-consuming. She needs a simple, fast way to become a member to benefit from discounts and deals for her family.

Frustrations: Nancy is frustrated with the long, complicated sign-up process that stands between her and savings for her family's shopping.

Persona-2 Alex



Bio:

Alex is a 30-year-old single professional working in a corporate job in the city. They have a busy schedule and live in a small apartment near their workplace.

GOALS AND VALUES:

Behavior and Goals: Fast-paced lifestyle, juggling work, social activities, and personal interests. Prefers convenient shopping solutions, including ready-to-eat meals, snacks, and household essentials.

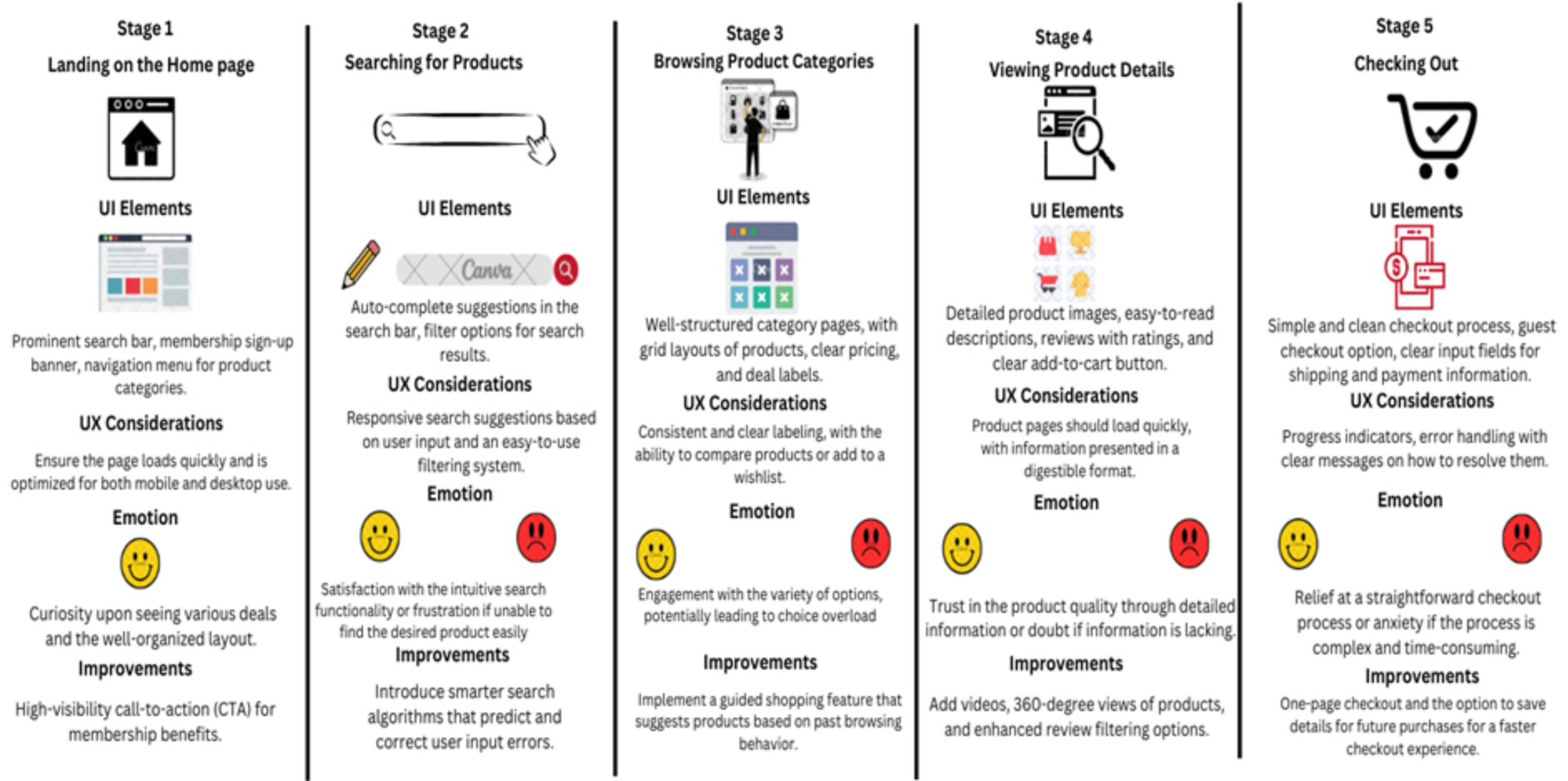
Values: Convenience and time-saving options

PAIN POINTS:

Challenges: On occasions when he's in a hurry, Alex prefers a quick sign-in option and a quick checkout.

Frustrations: Alex is frustrated by the time-consuming account setups and checkout process that delay his quick shopping runs, especially when he's in a rush.

USER JOURNEY RESEARCH METHOD



USER JOURNEY *(Highlighting User Research Method)*

Implementation of Searching for products: Refined the search feature to include auto-complete suggestions, leveraging common search terms found in the search log analysis.

Implementation of Browsing Products through Categories: Arranged product categories and subcategories in a logical structure.

Implementation of Checkout : Streamlined the checkout process to minimize steps and make it intuitive by adding Progress Indicator.

Benefits: Identified critical pain points and opportunities for UX improvement, facilitating a smoother, more enjoyable online shopping journey for users.

Implementing Five Planes

STRATEGY PLANE

By understanding the underlying business goals and user needs Increase membership sign-ups, enhance online sales, simplifying shopping experience and improve customer satisfaction.

SCOPE PLANE

Utilized the MoSCoW technique to prioritize features into what Costco does and does not do. Developed a detailed feature list based on prioritization, ensuring that essentials like product catalogues, membership sign-up, and secure checkout processes.

STUCTURE PLANE

Created a sitemap based on the feature list, organizing content into intuitive categories for easy navigation. Defined how users interact with the website features, including navigation flows and search filters.

SKELETON PLANE

Developed wireframes to layout the essential elements on pages. Created low-fidelity and then high-fidelity prototypes to visualize and test the interactions and layout before moving to the final design.

SURFACE PLANE

Chose colors, typography, and iconography that align with the Costco brand and appeal to the target user base. Ensuring that all interactions and navigational elements are aesthetically pleasing and functionally effective

MOSCOW APPROACH

MUST HAVE

Sign In / Sign Up Pages

Membership Sign-Up

Product Catalogue and Shopping Cart

Checkout Process

SHOULD HAVE

Special Deals for Members

Advanced Search Filters



COULD HAVE

Virtual Try-On for Clothing

Comparison

Wishlist Feature

WON'T HAVE

International Shipping Options

In-store Inventory Check

CONCLUSION

- Our findings guide UX improvements for a smoother, more accessible Costco online shopping journey.
- Design decisions are rooted in detailed user research, ensuring relevance for Costco's diverse customer base.
- By resolving key user issues, we aim to strengthen loyalty and satisfaction among Costco members.
- Our proposals anticipate future trends, preparing Costco's website for evolving digital landscapes.

FUTURE SCOPE

Continuous User Testing and Conducting Robust Feedback Mechanism

Implementing Innovative Technologies like
Biometric Authentications and Voice User Interface

Introduce elements of gamification and enhance Social Integration features for better engagement and Interaction.

Implement a dark mode option and regularly update the UI kit to reflect the latest design trends, ensuring consistency throughout the website.

REFERENCES

<https://www.costco.com/>

https://www.youtube.com/watch?v=HZuk6Wkx_Eg

<https://blog.logrocket.com/ux-design/creating-prototypes-figma/>

PROJECT PROTOTYPE

<https://www.figma.com/file/qsUlDB52LNN92BQfedim8E/Untitled?type=design&node-id=0%3A1&mode=design&t=mCyi10Fhf4ujK2Th-1>