ZÉ DELIVERY

Real iteration, real metrics, real beer

UX/UI   BRANDING   PRODUCT STRATEGY   CASE STUDY

What's cooler than beer on your doorstep?
*Nothing.*

–zé

IT'S ALL ABOUT THE DELIVERY

Zé Delivery is the kind of product that makes people think: What haven't I heard about it before... I mean, cold beer at my doorstep in one hour!?

But even with this delightful feedback, our website metrics weren't so cheerful. That's why we decided to revamp the home page, based not only on the best art direction practices, but on users the pain points and low UI hanging fruits found.
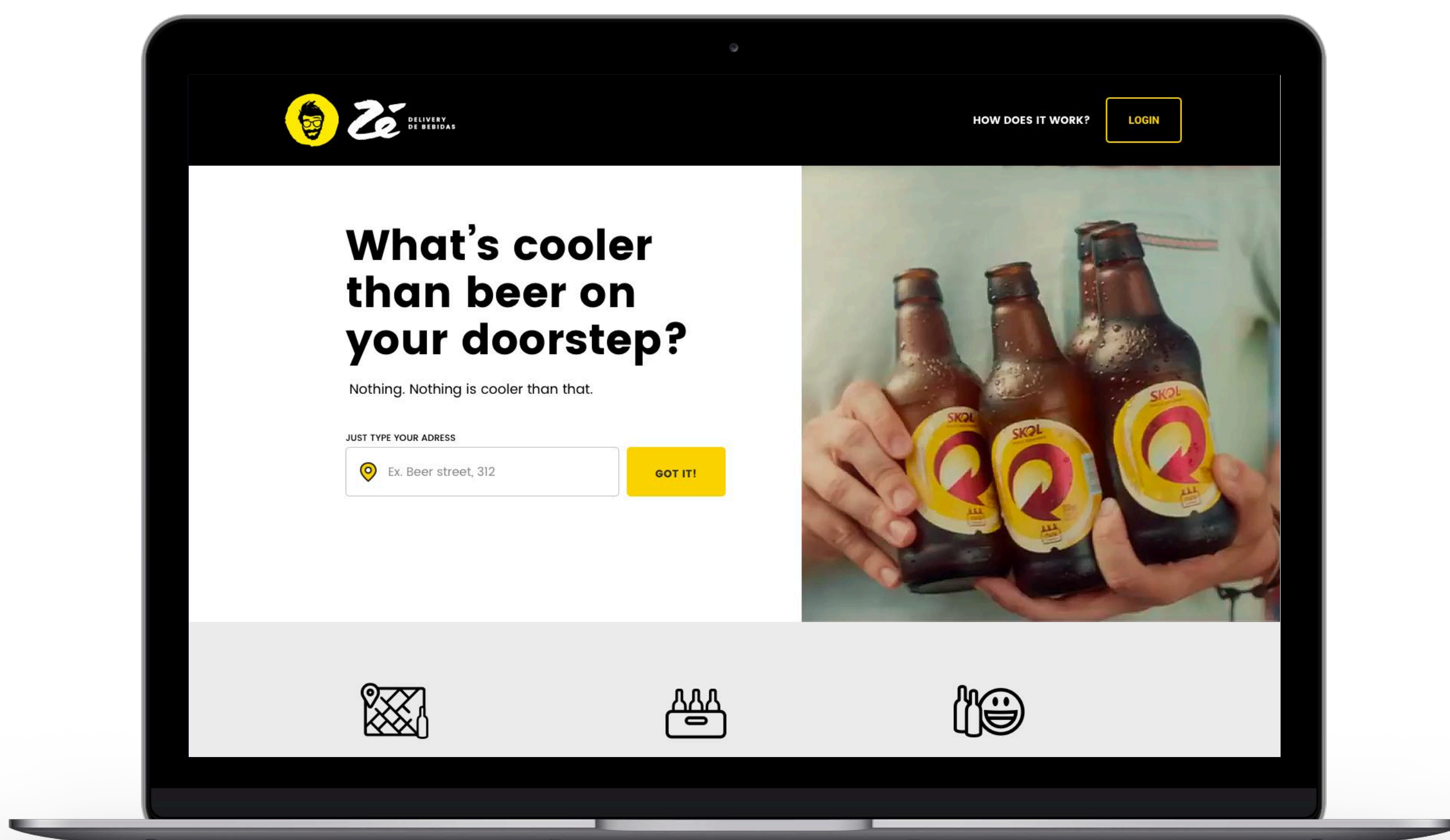
RESEARCH

With a mobile-always approach we researched our competitors art direction and usability. We went through every user flow and gathered the best approaches for the brazilian users, to create a solution that may seem different for the recurrent buyer at the beginning, but is inviting and familiar at the same time.
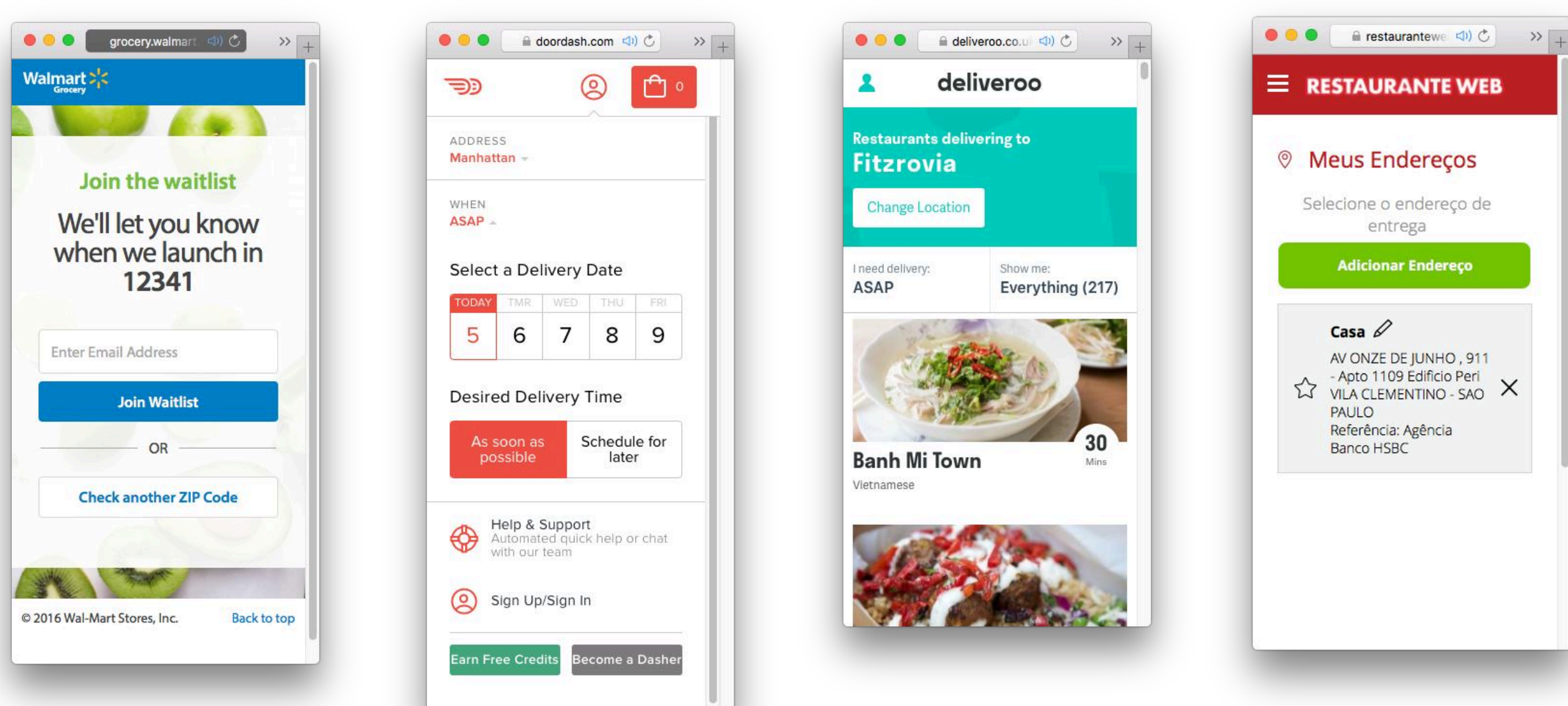
CLEANING THE HOUSE

The first step was to measure how the old home page was performing, and where and how the users were interacting with the interface.

The heatmap analysis and a deep dive at the conversion funnels were two important tools of this process. With these results, we managed to rank what were the main UI elements that should have been be visible in the page.

THE RIGHT PICS

Zé is all about convenience, but his personality is one of the most important things in the experience of ordering beer online, being always fun, fast, resourceful and reliable. Our photography did not display this mood, so we proposed a new art direction to better represent the brand.

PROTOTYPING

P.O.s can't approve what doesn't work, so delivering a prototype that shows at least a glance of the final product is not an option, its fundamental. With this delivery, I managed to get early feedback that helped me to improve user flows before going into development.
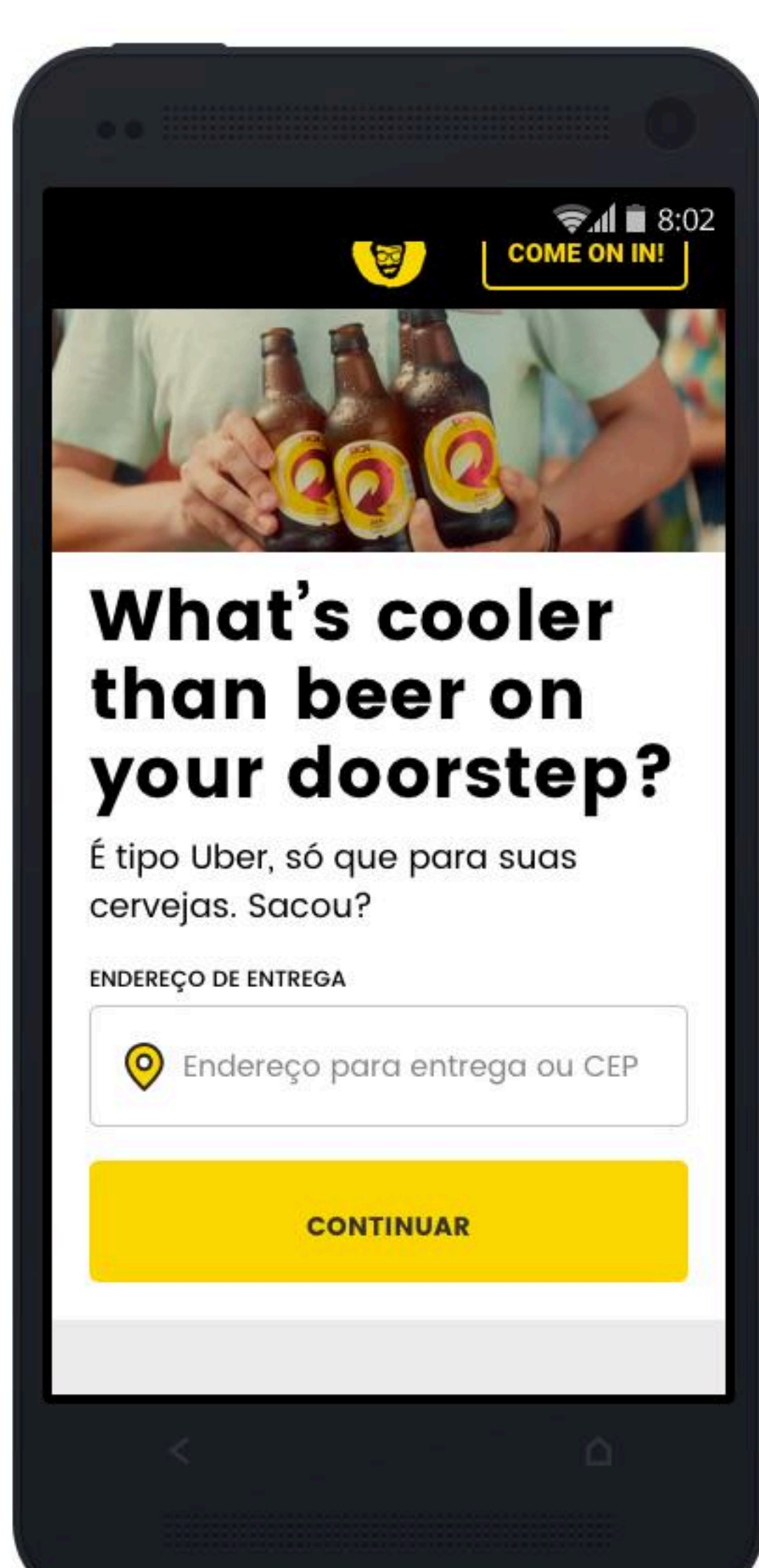
A/B AND USABILITY TESTING

That's when things got real! We wrote down all hypotheses and metrics and ran an A/B test between the old vs new home page layouts. We recorded the users sessions to get real feedback on the usability of the new UI.

For 2 weeks, we made daily UX sessions to analyse what our users were doing, and ranked the priorities of big and small tweaks to apply.

OUTCOMES

After successfully A/B testing the new design against the old, Zé Delivery's reinvented site was released. It has exceeded performance goals in the following areas:

20%

INCREASE IN A.O.V.

5%

DECREASE IN BOUNCE RATE