

The Treasure Chest - Buidling an E-commerce Website

The Treasure Chest is a retailer of toys, games, and magic tricks. For over 30 years it has successfully focused on traditional toys, but have moved with the times and now offers a full range of new and vintage products to appeal to children and adults alike. They are looking for an e-commerce site to be developed.

Client: Student Project –
The Treasure Chest

Platform: E-Commerce Website

Skills: User Research, Cardsorting,
Information Architecture, User Testing,
Wireframes, Prototyping

Software: OmniGraffle, Keynote

Timeframe: 2 weeks

Design Team: 1 designer






Project Overview

This student project involved aspects of user research, producing low fidelity wire frames and working with opposing stakeholder goals. Our task was to research the client’s market to help us propose a bespoke e-commerce website which we would then test and iterate upon accordingly.

Competitive Analysis

Competitive Analysis

	Strengths	Opportunities	Weaknesses	Threats
	<ul style="list-style-type: none">• Easy to use• A lot of content on without being cluttered• Check out process smooth and simple• Discounts offered in plain site for everyone 'bookdujour'• 'about us' story - then and now• Personalised gifts 'See more' on one screen rather than scrolling• Have a blog - varying sections to appeal to all	<ul style="list-style-type: none">• Option to pick up in local store• Choice of delivery date• Loyalty program• Could make more use of slider photos to show what's new instore e.g special offer or free shipping	<ul style="list-style-type: none">• User pays shipping costs to return an item = less chance orders?• No track my order• Social media buttons not in prominent place to encourage sharing/promotion	<ul style="list-style-type: none">• Customers may chance buy from elsewhere that has free return of books• Customers may opt to buy from a larger bookstore which can offer better deals
	<ul style="list-style-type: none">• Large inventory• Help chats• Sales/coupon• Free shipping over £25• Gift finder	<ul style="list-style-type: none">• Personalised help within chat	<ul style="list-style-type: none">• Generic/No Personality• No local community relationship• Not original inventory• Can't find a toy for you	<ul style="list-style-type: none">• Customers requiring a personalised experience will shop elsewhere
	<ul style="list-style-type: none">• Original products• Personality• Look and feel specific for store• Marketplace• Supports home made• Wide range of product	<ul style="list-style-type: none">• An extended community	<ul style="list-style-type: none">• Overwhelming choice• Each 'shop' has it's own P&P charges/rules etc	<ul style="list-style-type: none">• Too much choice could drive customers elsewhere

Understanding the current market was imperative in order to the competition The Treasure Chest would have. I researched big brands, small brands and special players in an e-commerce setting.

Stakeholder Interviews

I interviewed the Stakeholders to gain insight from their extensive knowledge about their business and it’s needs, to the customer experiences they currently offered. I asked about their future plans along with their biggest pain points from their standpoint and their customers.

Design Development


The shop had a large catalogue of products and the first step was to organise them into likely categories. Multiple sorters and iterations later I had a common themed category map.



Personas

Jenny


"He tells me what he wants - the hard part is finding it."



- Grandmother
- 52 yrs young
- Shopping for her Grandson
- Is overwhelmed by choice
- Customer Service is important to her

Jason

"If I get her the cool stuff, she thinks I'm a cool dad!"



- 'Cool Dad' & School Teacher
- 38 yrs
- Shopping for his daughter
- Dislikes the lack of product descriptions
- Annoyed by poor site navigation

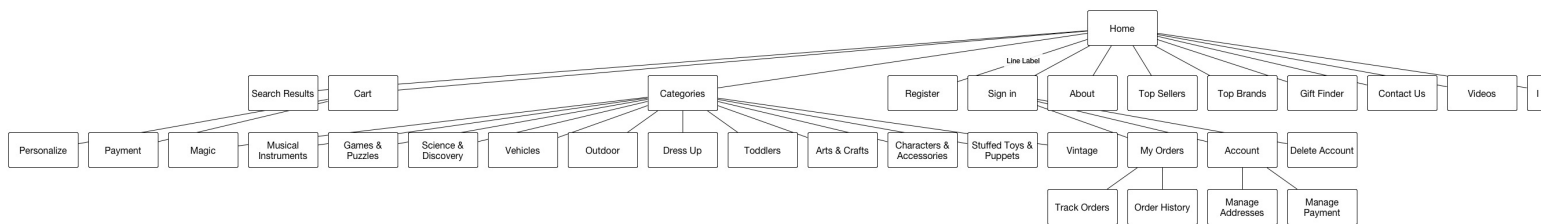
Daniel

"It's not whether I can afford it, it's whether I can afford NOT to have it!"



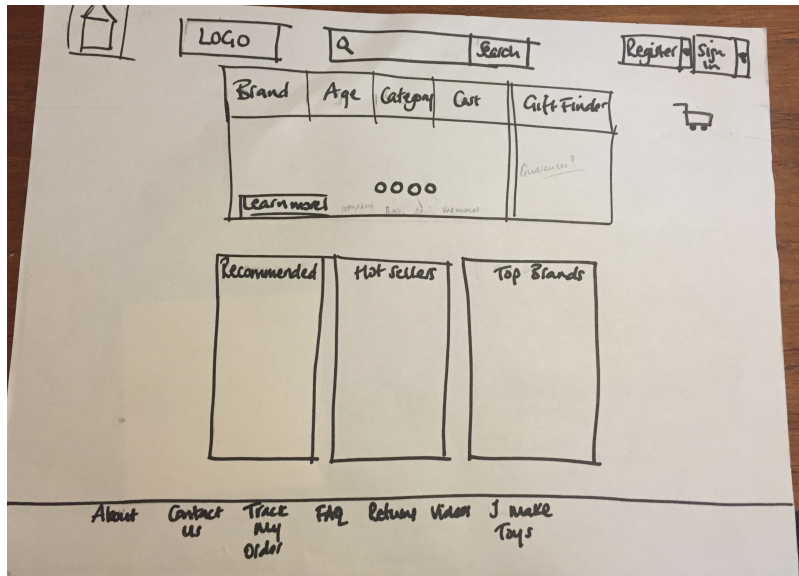
- Scriptwriter & Collector
- 29 yrs
- Shopping for his prized collection
- Lengthy checkout processes
- Wants to be sure of product details

Site Map



Synthesis

Using the already existing personas, the competitive analysis and the stakeholder interviews I brought all of the relevant points together and came up with some basic sketches.



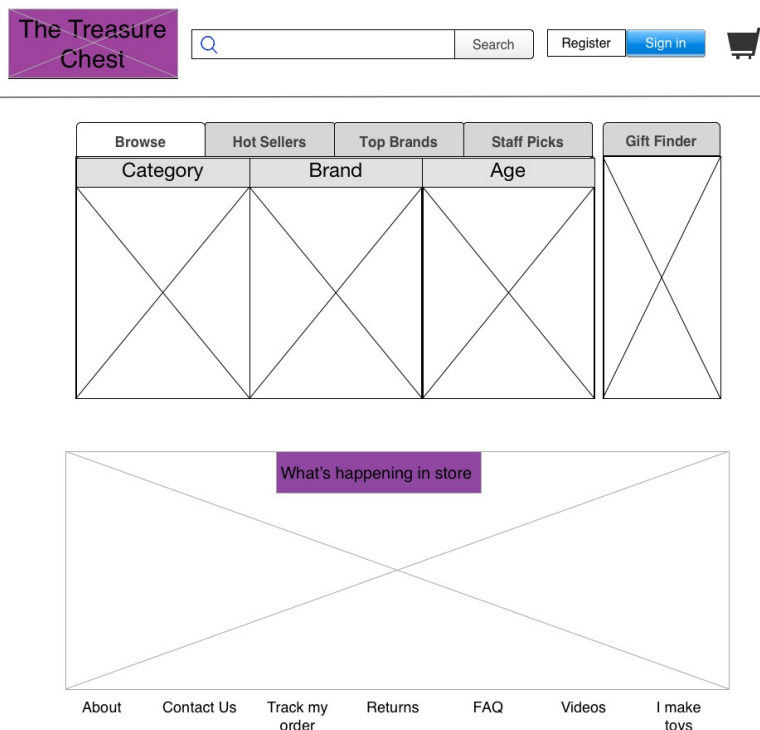
How do I keep up with what's going on in store? E.g. what's new in?

"I can't find where to browse the shop?"

User testing the sketches

Users were unsure of how to browse, they could see how to search for something specific but wanted to get inspiration for a purchase. The low fidelity wireframes (below) show the changes that were made.

Low Fidelity Wireframes



"Simple layout, not too much detail. Easy to use"

"Easy to follow. I can achieve what I want"

"I love that I can see all the new arrivals and events"

"I like the browser at the top of the page"

Final Example Wireframes

