



Rose Mormino

Project overview



The product:

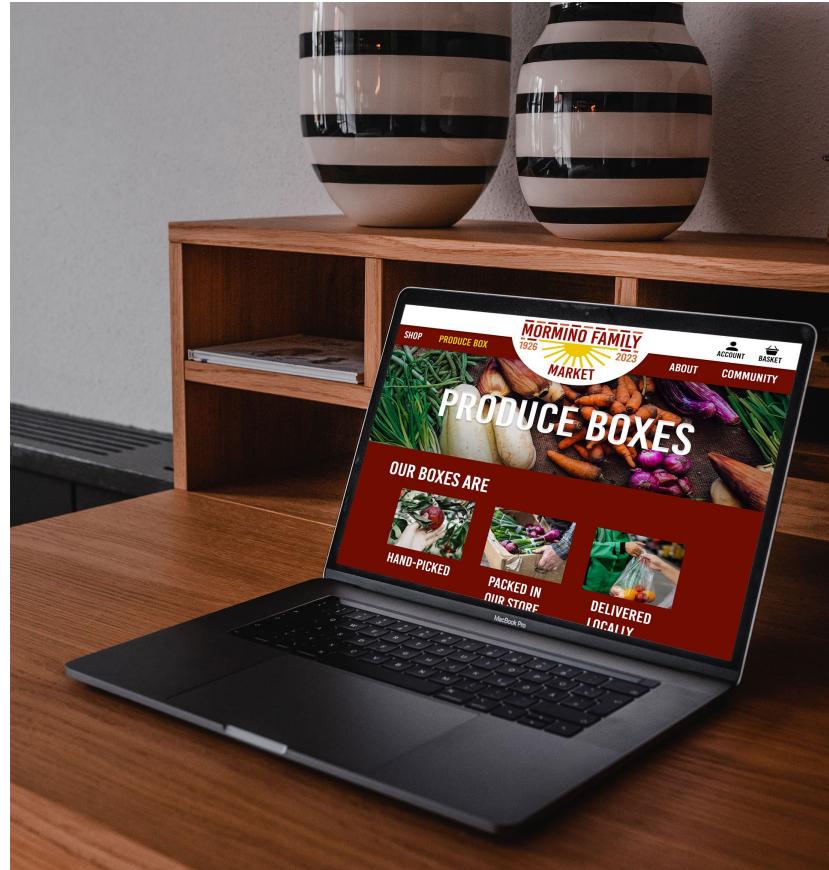
I created a responsive website for an independent grocer. The target audience for the website is local households and households nationwide looking for fresh and organic produce and goods.



Project duration:

November 2023-December 2023.

3.5 weeks.



Project overview



The problem:

The website aims to provide an online presence and web shop for a company that recently reopened. They are currently limited to in-person sales at their store and markets for income.



The goal:

To build brand awareness by developing a trustworthy online presence. By achieving this goal, the company aims to increase subscriptions and online sales.

Project overview



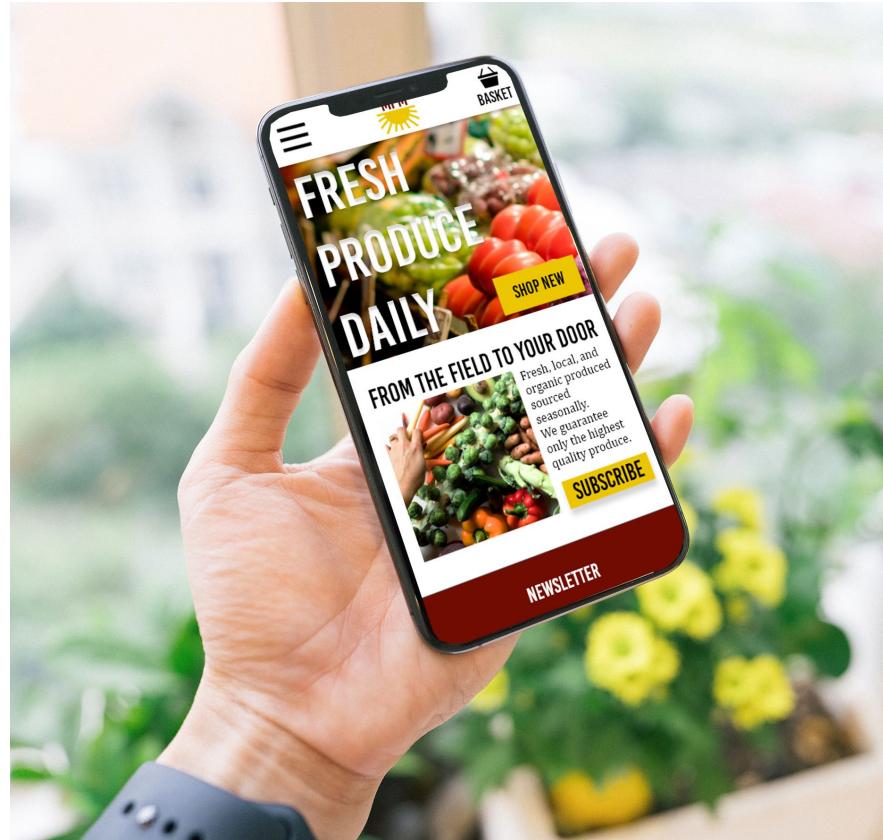
My Role

Lead UX Designer



Responsibilities

User research, wireframing, prototyping,
branding



Understanding the user

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

User research: summary



For this project, user research consisted of creating personas, problem statements, empathy maps, and a user journey map.

The scope of the project allowed for research into similar companies and their target audiences. During this research, a competitive audit was completed, which allowed me to take advantage of the culmination of user research conducted by other companies; an analysis of what they do well in their designs allowed me to produce an effective design in a shorter time frame.

User research: pain points

1

No Online Presence

By establishing a trustworthy online presence, current customers and the target audience will know they can trust that the information they find on the website is accurate and up to date.

2

Limited Options

By expanding and properly organizing and labelling their online goods, the site will allow users to more easily find and access the goods they are looking for.

3

Accessibility

By providing another way for current and future customers to interact with the business, the site will meet the needs of users who are unable to visit the store in-person.

Persona: Judith Halim

USER STORY

Judith Halim

As a/an foodie and a vlogger

type of user

I want to be able to order locally-made foods and products from my hometown

action

so that I can show off my favorite foods and help my hometown grow.

benefit



Photo by [Bangun Stock Production](#) on [Unsplash](#)

Judith Halim

Age: 24

Education: MFA Video Production

Hometown: Hillsboro, Illinois

Family: Girlfriend, Dog

Occupation: Video Editor

"Ready for the weekend? I found a great new restaurant downtown!"

Goals

- Introduce their new friends to their favorite foods
- Support independent businesses in their hometown
- Help students at their old school apply for schools and find jobs in the arts

Frustrations

- Difficult to find the local Illinois brands in their current area
- It is expensive for their family to ship them packages from home
- Feel disconnected from the goings on back home

Judith Halim is a Hillsboro, Illinois native. After finishing their degrees, they moved to New York for work, where they met their girlfriend. Judith is a self-proclaimed foodie and loves to find the newest, coolest restaurants. When living in Hillsboro, they made frequent visits to the family grocer in town for the unique local foods and produce they stocked. Missing their family and their hometown, Judith wants a taste of home to bring them comfort.

Persona: Linda Ocampo

PROBLEM STATEMENT

Linda Ocampo is a/an student and mother
user name user characteristics

who needs an easy way to find organic, local, and healthy foods and produce
user need

because she has a busy schedule taking care of her elderly in-laws and children while finishing her degree.
insight



Photo by [Batel Studio](#) on [Unsplash](#)

Linda Ocampo

Age: 39

Education: CNA certification

Hometown: Eugene, Oregon

Family: Husband, 3 young kids

Occupation: Homemaker

"I surround myself with what I love—good food and good people!"

Goals

- Make her family healthy and delicious meals
- Connect with the community
- Once she's settled, find a job as a CNA while she finishes her online nutrition degree.

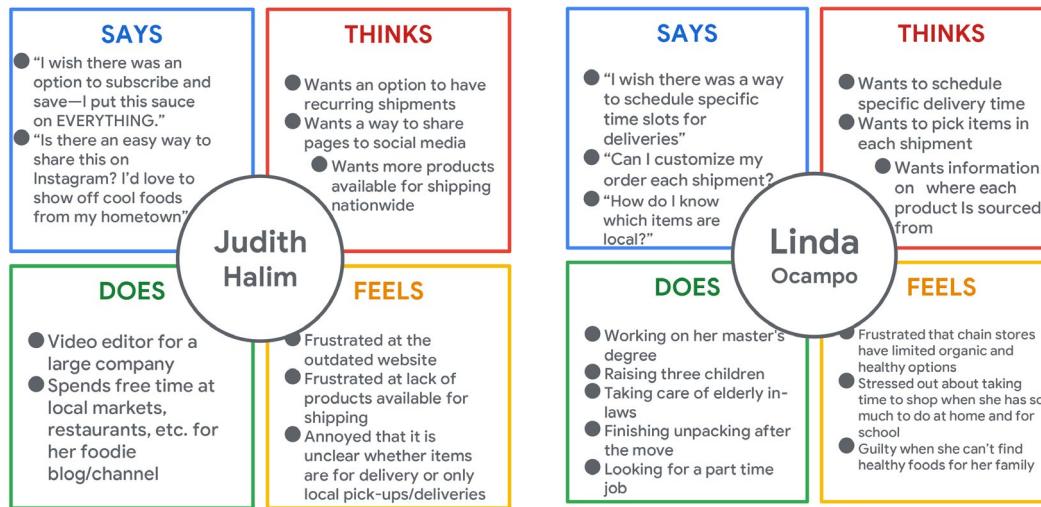
Frustrations

- Little time to shop due to responsibilities
- Limited options at the nearby chain grocery stores
- Limited store hours makes shopping in-person difficult

Linda Ocampo recently moved to Hillsboro, Illinois to help take care of her husband's elderly parents. Seeking a degree in nutrition, Linda takes her family's health very seriously. She's been having trouble sourcing organic and local foods between finishing her degree, taking care of her kids, and looking after her husband's parents, and would like an easier way to get the best foods for her family.

User empathy map

Completing user empathy maps from the personas' points of view allowed me to gather insight into pain points that I would have otherwise been unable to determine.



User journey map

Creating a user journey map allows for a more granular look at a user's journey. By breaking down the user's goal into smaller steps, I was able to analyze each step further to identify any possible pain points and areas for improvement.

Persona: Judith Halim

Goal: A way to order items to be delivered to their New York apartment and share with her followers.

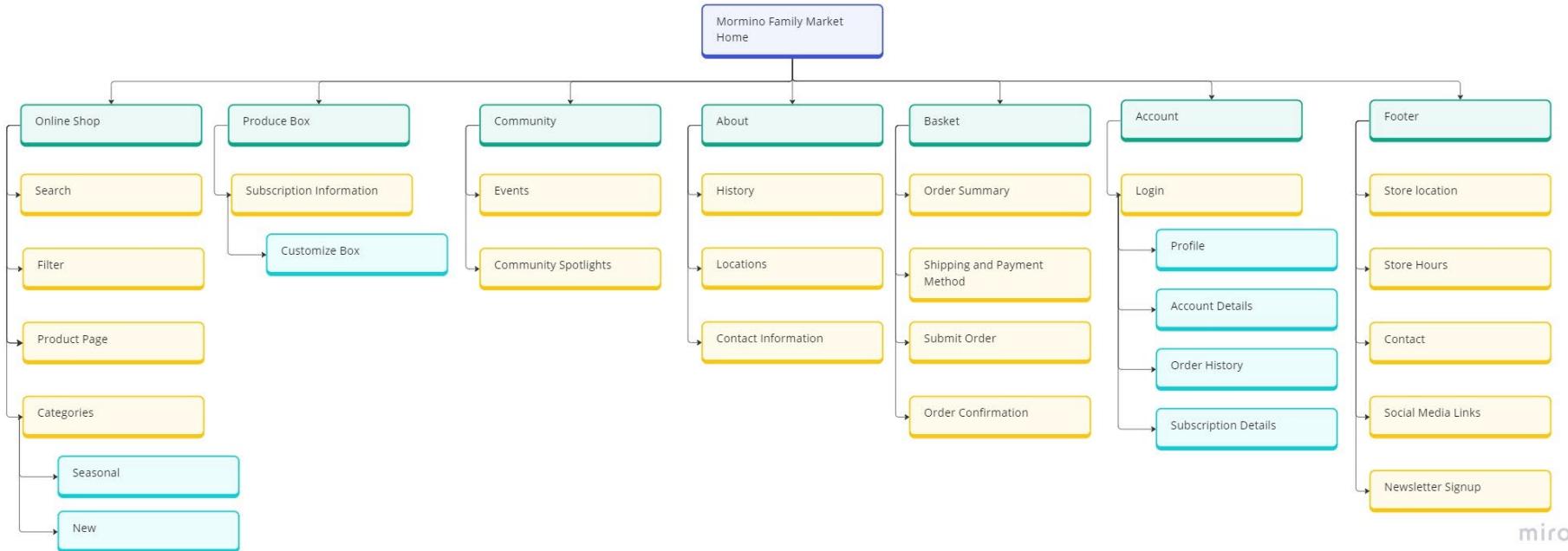
Action	Navigate to the website	Find the online shop page	Add items to basket	Checkout	Wait for delivery
Task List	Tasks A. Search for the name of the shop and location of shop B. Scroll to find shop C. Click link to be directed to about page	Tasks A. Navigate to the shop page B. Find the page just for the online shop C. Click a category to narrow product results	Tasks A. Use the search bar to find items they want B. Go to the item page and see if it is available for nationwide delivery C. Add item to their basket	Tasks A. Enter in shipping and billing information B. Confirm information is correct C. Submit order D. Receive order confirmation email	Tasks A. Wait for shipping notification B. Track package C. Pick up package from their mailbox
Feeling Adjective	<ul style="list-style-type: none">Confused why the store's site wasn't at top of their searchConfused by being directed to about page rather than home page	<ul style="list-style-type: none">Confused that subscriptions are under the shop page	<ul style="list-style-type: none">Annoyed that they cannot filter by items available for deliveryFrustrated by lack of information on product page	<ul style="list-style-type: none">Annoyed that confirmation email doesn't list the items she ordered	<ul style="list-style-type: none">Worried that items would be broken during transitEager to receive package
Improvement Opportunities	<ul style="list-style-type: none">Improve SEO and website descriptions so it is easier to find when using search enginesHave social media accounts with website linked	<ul style="list-style-type: none">Separate subscription shop and regular online shop	<ul style="list-style-type: none">Add more options for filtering productsInclude important information on product page, like size, ingredients, origin, etc.	<ul style="list-style-type: none">Include pertinent information in confirmation emails	<ul style="list-style-type: none">Provide more detailed tracking informationAdd more express shipping options

Starting the design

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

Sitemap

For this project, I utilized a website to create a digital sitemap. I found that creating a digital version of my paper sitemap allowed me to better visualize the site's hierarchy.

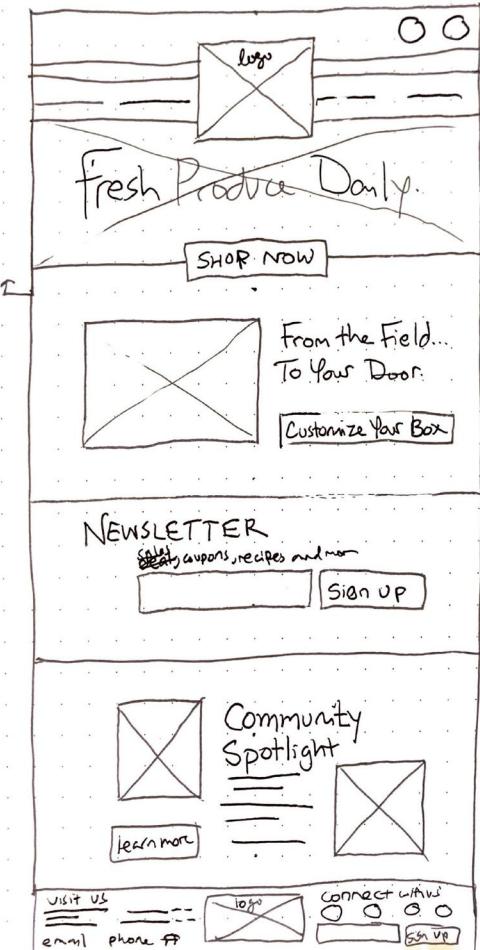


Paper wireframes

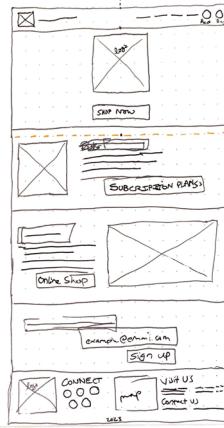
These wireframes show my process of quickly iterating several different solutions and then analyzing them

After deciding what works best, I combine those features into a refined wireframe.

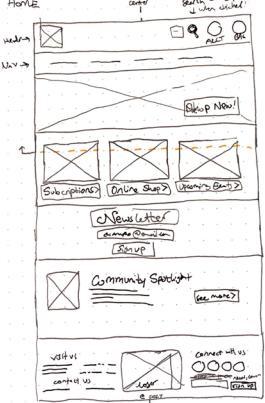
Refined Home Page



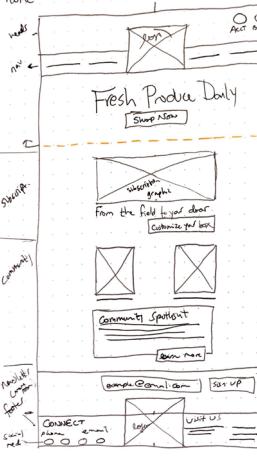
HOME



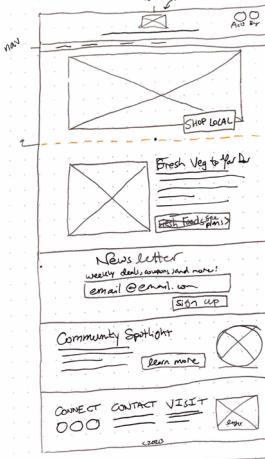
HOME



HOME



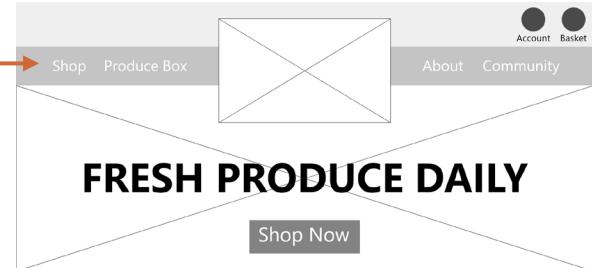
HOME



Digital wireframe (desktop)

This wireframe was created after synthesizing several paper iterations. Through rapid ideation with paper wireframes, I was able to explore many different possible design solutions and pick what I think worked best for the user.

Simplified navigation to accommodate all level of users

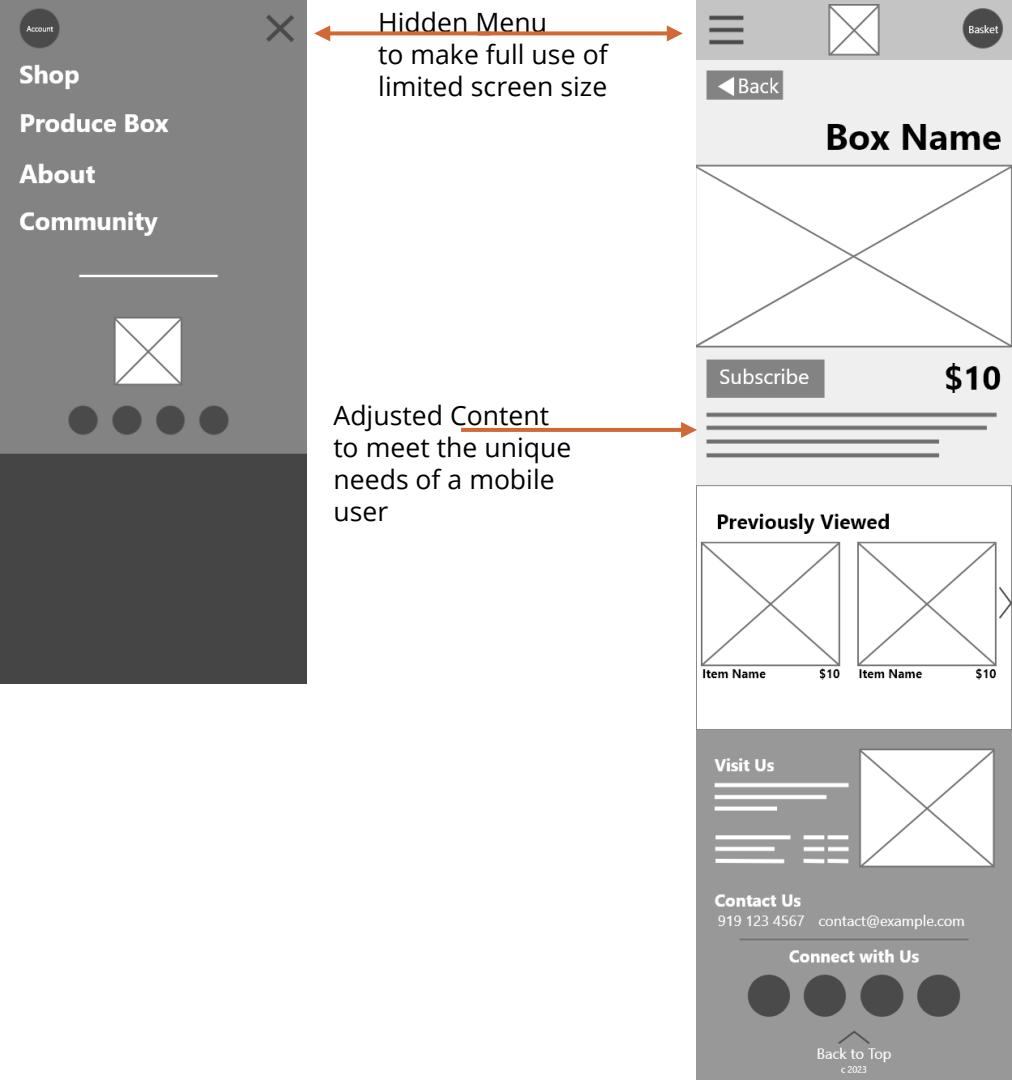


Functional Footer
Meets the needs of
the desktop user



Digital wireframe (mobile)

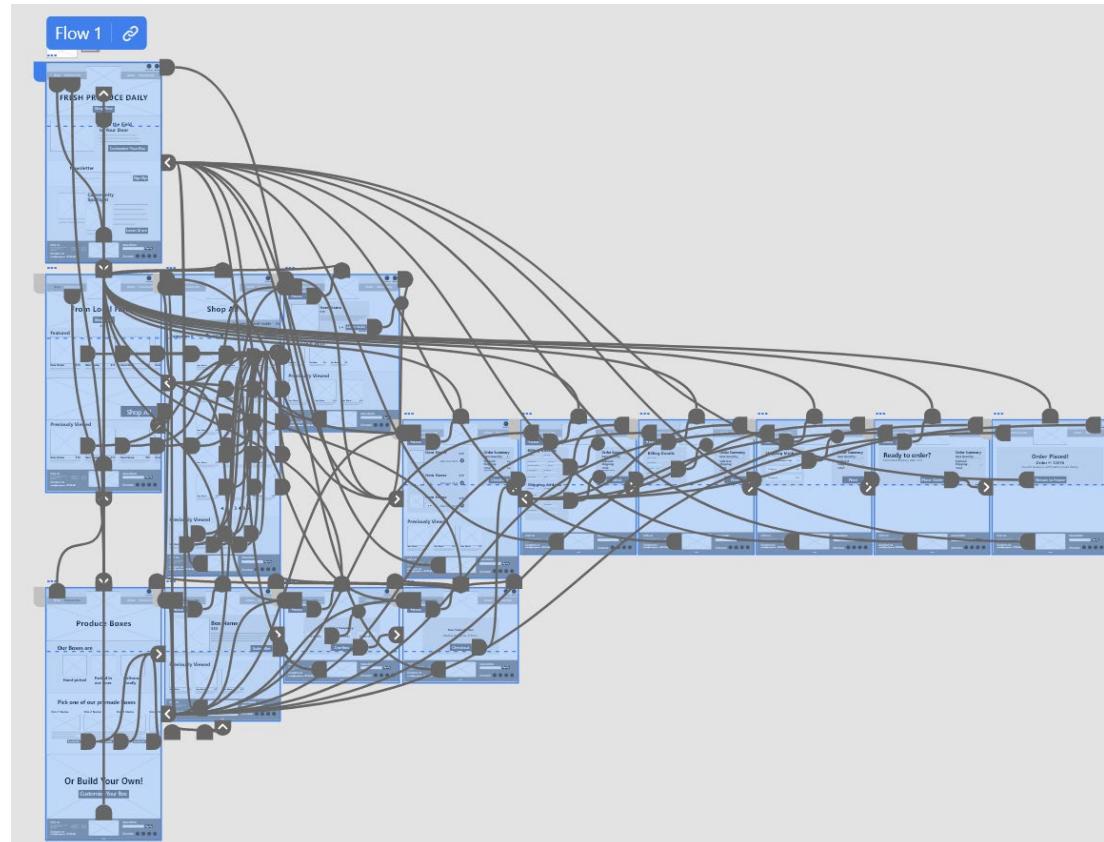
In creating mobile views for the responsive site, it was important to keep in mind the needs of a mobile user. Making full use of the limited screen size was a priority, so content was adjusted accordingly with special consideration for data usage and touchscreen usage.



Low-fidelity prototype (desktop)

The user flow depicted is the subscription box selection and check out process.

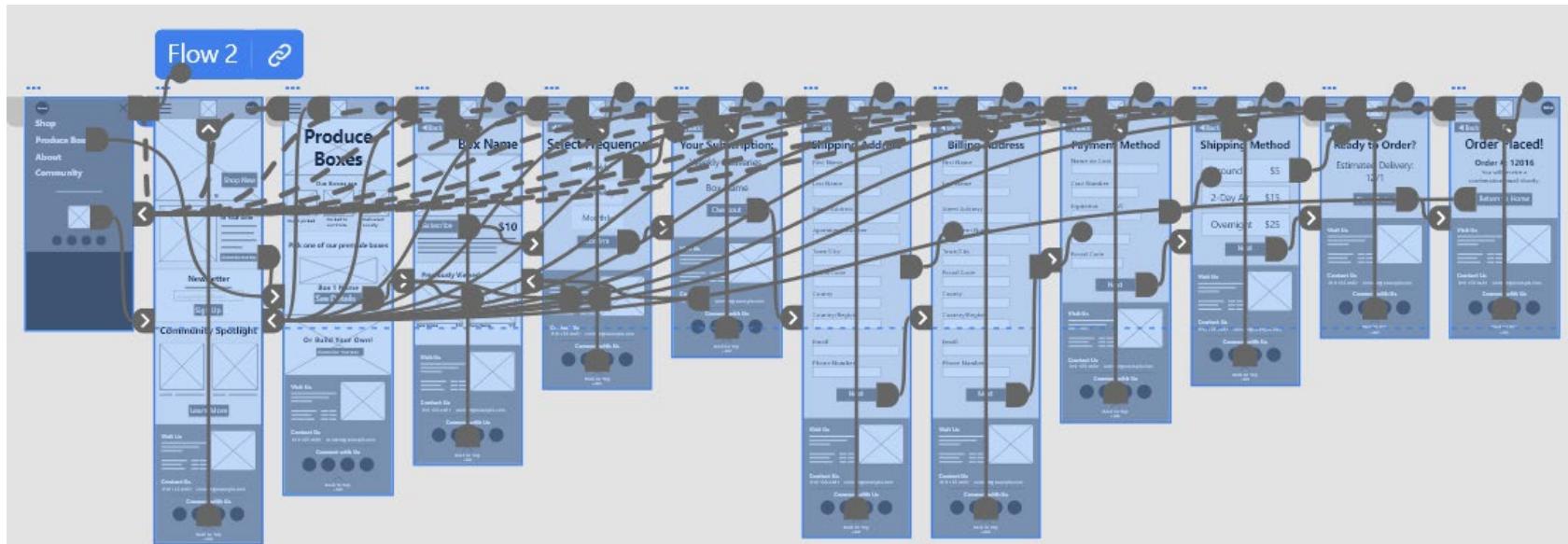
Before this stage, there was no usability testing done.



Low-fidelity prototype (mobile)

The user flow depicted is the subscription box selection and check out process.

Before this stage, there was no usability testing done.



Usability study: parameters



Study type:

Unmoderated usability study



Location:

United States, remote



Study type:

4 participants



Duration:

15 minutes

Usability study: findings

The usability study was conducted on desktop and mobile versions of my low fidelity prototype.

I synthesized the following findings from the user feedback:

1

Font Size

Font size for body and header text needs to be checked to ensure readability for a variety of users, including those with visual impairments.

2

Add to Cart

Several users wanted the ability to checkout with multiple subscriptions and items at a time. The flow needs to be adjusted to add the subscription to the user's cart.

3

Clarify Language

Language needs to be very clear and neutral when defining tasks for users to complete during a usability study to avoid any confusion that may detract from the study.

Refining the design

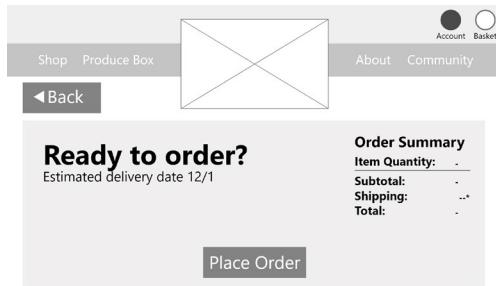
- Mockups
- High-fidelity prototype
- Accessibility

Mockups

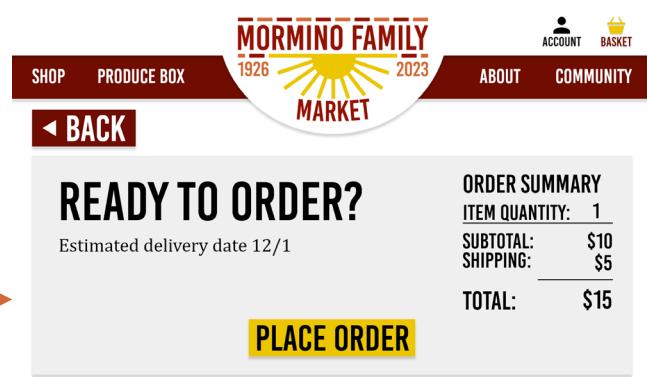
I agreed with the feedback from the usability study, so I increased text size on the checkout screen and across the site.

"The only 'pain-point' would be that the text on the checkout page is a little small."

Before usability study



After usability study



Mockups

I initially chose to only allow the user to checkout with once subscription box at a time. Based on feedback from the usability study and after doing more research into other food subscription boxes, I made the decision to allow multiple subscriptions per order.

"I think it might be convenient for the customer to put their subscription in the cart, instead of forcing them to check out once they choose all the options."

Before usability study

Shop Produce Box

About Community

◀ Back

Your Subscription:
Weekly Deliveries of Box 1

Checkout

Visit Us
Contact Us
c 2023

Newsletter Sign Up

Connect

After usability study

SHOP PRODUCE BOX

◀ BACK

MORMINO FAMILY MARKET 1926 2023

ABOUT COMMUNITY

YOUR SUBSCRIPTION:
WEEKLY deliveries of the
SMALL VEGGIE BOX

ADD TO BASKET

VISIT US
501 South Main Street
Hillsboro, IL 62049
Monday-Friday 8AM-6PM
Saturday 8AM-5PM
Sunday 9AM-4PM

CONTACT US
contact@example.com 919 123 4567

NEWSLETTER SIGN UP

CONNECT

Mockups: Original screen size

The image displays four screenshots of the Mormino Family Market website, illustrating the user flow from product selection to checkout.

Screenshot 1: PRODUCE BOXES
This page shows various pre-made vegetable boxes: Small Veggie Box (\$10), Large Veggie Box (\$10), and Small Fruit Box (\$10). It also features a "BUILD YOUR OWN!" section with a "CUSTOMIZE YOUR BOX" button. The header includes links for SHOP, PRODUCE BOX, ABOUT, and COMMUNITY.

Screenshot 2: BOX NAME
This page allows users to name their box and choose a price. A "SUBSCRIBE" button is present at the bottom. The header includes links for SHOP, PRODUCE BOX, ABOUT, and COMMUNITY.

Screenshot 3: ORDER SUMMARY
This page displays the selected "SMALL VEGGIE BOX" (\$10) with a weekly quantity of 1. It includes a "Remove Item" button and a "CHECKOUT" button. The header includes links for SHOP, PRODUCE BOX, ABOUT, and COMMUNITY.

Screenshot 4: BILLING ADDRESS
This page shows the "BILLING ADDRESS" section with fields for First Name, Last Name, Street Address, Town/City, Apartment Number, County, Country/Region, Postal Code, Phone Number, and Email. It also shows the "ORDER SUMMARY" with a total of \$10. A "NEXT" button is at the bottom right. The header includes links for SHOP, PRODUCE BOX, ABOUT, and COMMUNITY.

Mockups: Screen size variations

FRESH PRODUCE DAILY

FROM THE FIELD TO YOUR DOOR

HAND-PICKED PACKED IN OUR STORE DELIVERED LOCALLY

PICK ONE OF OUR PREMADE BOXES

SMALL VEGGIE BOX

SEE DETAILS

NEWSLETTER

example@email.com

SIGN UP

SUBSCRIBE

COMMUNITY SPOTLIGHT

Maggie Gomez Sam Turner

LEARN MORE

VISIT US

501 S Main Street
Hillsboro IL 62049

Mon-Fri 8AM-6PM
Sat 8AM-5PM
Sun 9AM-4PM

CONTACT US

919 123 4567 contact@mfm.com

CONNECT WITH US

BACK TO TOP

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PRODUCE BOXES

OUR BOXES ARE

HAND-PICKED PACKED IN OUR STORE DELIVERED LOCALLY

BUILD YOUR OWN!

CUSTOMIZE YOUR BOX

VISIT US

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SMALL VEGGIE BOX

\$10

Our small veggie box provides enough vegetables for 1-2 people for a week's worth of meals. Vegetables are chosen based on the season, and can be substituted on request.

SUBSCRIBE

PREVIOUSLY VIEWED

MEDIUM VEG BOX \$10 LARGE VEGGIE BOX \$10

• • •

VISIT US

501 S Main Street
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Mon-Fri 8AM-6PM
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Sun 9AM-4PM

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SHIPPING ADDRESS

First Name

Last Name

Street Address

Apartment Number

Town/City

Postal Code

County

Country/Region

Email

Phone Number

GROUND \$5

EXPRESS \$15

2-DAY \$25

NEXT

VISIT US

501 S Main Street
Hillsboro IL 62049

Mon-Fri 8AM-6PM
Sat 8AM-5PM
Sun 9AM-4PM

CONTACT US

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CONNECT WITH US

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◀ BACK

SHIPPING METHOD

GROUND \$5

EXPRESS \$15

2-DAY \$25

NEXT

VISIT US

501 S Main Street
Hillsboro IL 62049

Mon-Fri 8AM-6PM
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Sun 9AM-4PM

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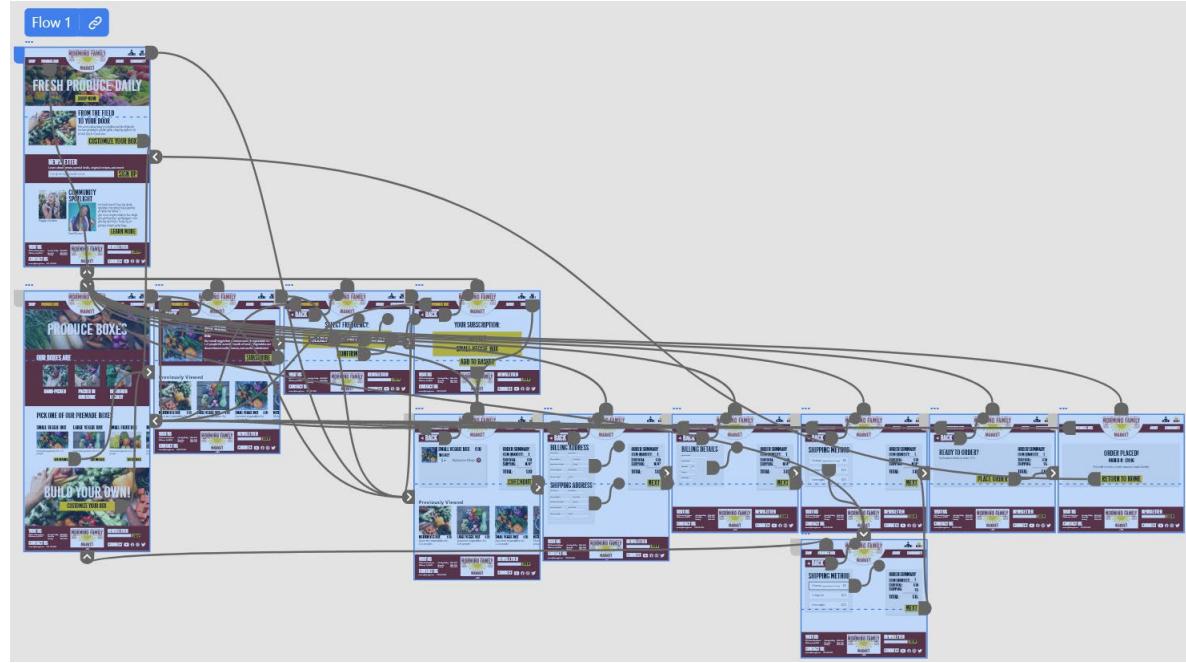
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High-fidelity prototype (desktop)

The user flow depicted is the subscription box selection and check out process.

The feedback from the low fidelity prototype was overall positive, with most adjustments made to font size.

Based on user feedback I added the ability for the user to add the subscription to their cart, rather than force the user to checkout.

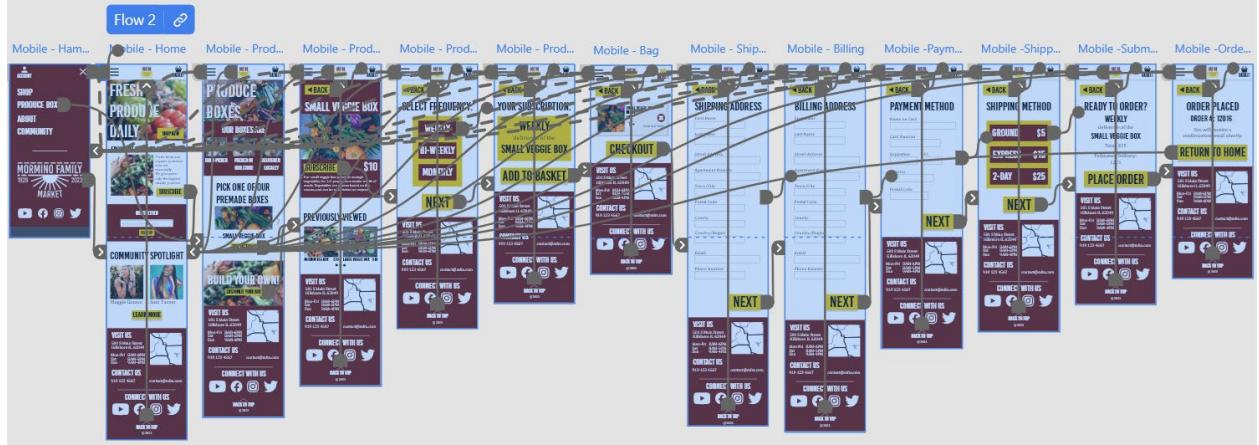


High-fidelity prototype (mobile)

The user flow depicted is the subscription box selection and check out process.

The feedback from the low fidelity prototype was overall positive, with most adjustments made to font size.

Based on user feedback I added the ability for the user to add the subscription to their cart, rather than force the user to checkout.



Accessibility considerations

1

Accessible Color Palette:
Using Adobe's Color Wheel site, I verified that there was sufficient contrast between the colors I used to be accessible to colorblind users.

2

WebAIM Contrast Checker:
I verified that the text and background color combinations I used passed WebAIM's contrast checker to the WCAG AAA level.

3

Font Size:
After feedback from the usability study, I adjusted font sizes across the design to be much larger, to allow for better readability.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

While I was unable to test my high fidelity prototype, I made the suggested improvements in the first round of testing. Since the overall feedback was positive for the low fidelity prototypes, I am confident in the usability of my site.

“I am really impressed by your prototypes! The information is clear and it is easy to navigate through the site.”



What I learned:

For this project, it was important to gain as much insight as possible from analyzing competitor's sites; the truncated timeline made any information gained in regards to user pain points invaluable. I also explored other tools for creating the information architecture for a site, including several website available for creating digital sitemaps and wireframes.

Next steps

1

Further usability testing.

Conducting a usability test on the much more fleshed out high fidelity prototype would allow me to gain more insight into how a user would navigate my site.

2

Develop more pages and user flows.

To allow for a more thorough test of the site's architecture and usability, I would like to fully prototype the shop page and account page.

3

Refine.

I would like to refine the designs of the pages and establish a more organized design system. In this same vein, I would like to further refine the transitions between pages of the prototype.

Let's connect!



You can best reach me via

Email:

rpmormino@gmail.com

or

LinkedIn:

<https://www.linkedin.com/in/rose-mormino/>