Case Study

Current Business into an E-commerce Business.

Client: Globalen Fairtrade, Uppsala.

Problem:

The old business model has an outdated UI and couldn't support new business flows, which have developed over years in the industry. It was a stand-alone system, not included into the world of E-commerce system, which led to a decreased amount of profitability for the business.
The new system helps the business grow with modern times and reach out in a better manner.
Target users are shoppers around Uppsala and Sweden.

Roles:

User Experience Designer, User Interface Designer, Front-End Developer and Product Owner for the E-commerce domain.

Time:

On-going Project

Solution:

A new UI was created according to the new standards, also enhancing UX by intuitive flow, ease of information access and appropriate system feedback.
New business flows were added to the system. E-commerce system is ready to be integrated into the architecture of the whole shopping system, accessible from multiple platforms.

Activities:

Interview, Prototyping and Delivery (ongoing phase).

Process:

The current system.

Tools Used:

- Interview
- Comparative Analysis

Requirements gathering and Research

- Stakeholder interviews,
- Requirement's elicitation,
- Research the old system and current sales processes.

Define & Execute

- Information architecture.
- High-fidelity wireframes.
- Review and comment GUI UCs
- Design system feedback: success, error, validation, warning, write messages texts.
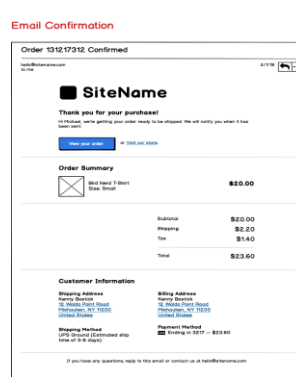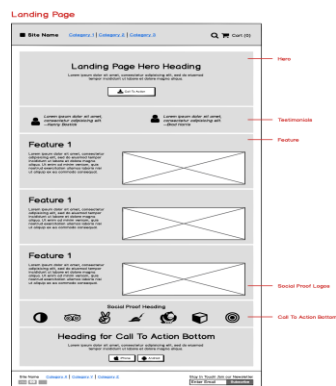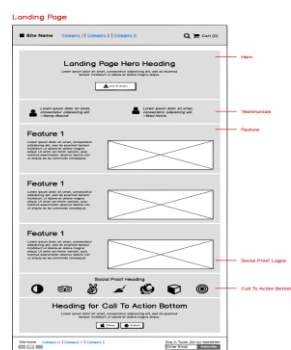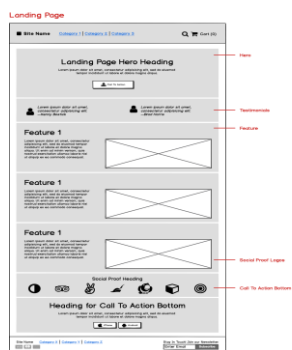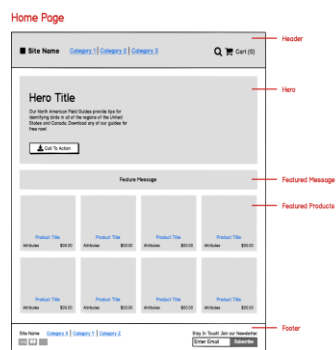- Prototype version control.

Prototypes:

Tools Used: Figma, Coding (HTML,CSS,JS)
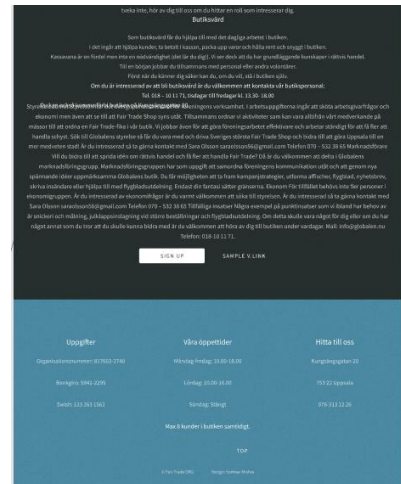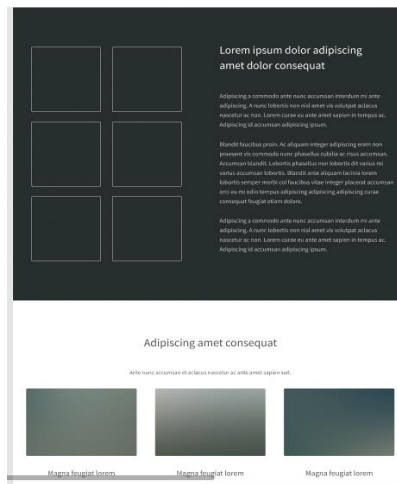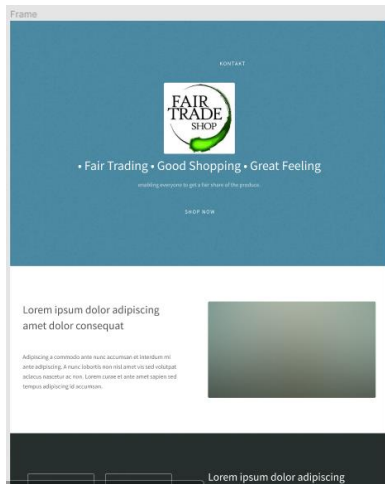
E-commerce model:

Prototype done using Basamiq's E-commerce best practices.

Design highlights

The UI design was made to be easy and modern on the eye because typical users are of the age 30 and above with a target towards more senior clients.

Thus, the design should be neutral.

UI customization in the future is also made possible. The system will support multiple languages, and Quick Shop (design and testing ongoing). The web application is designed for desktop and large screens and had a responsive layout with two breakpoints: 1024 px and 1200 px. Further, the web application will be adjusted so that it is responsive for mobiles and tablets.

The website was designed and given a modern approach. All the other requirements were changed into a simplified concept to promote E-commerce over other metrices.
So far, the test participants did not have problem in navigating and understanding, Testing will be done extensively once the product becomes live!
Multiple languages can be an issue but can be rectified with the help of a professional translator.
The E-commerce platform needs to be tested for bugs if any before the product launch.