

# RETRO RECORDS CASE STUDY

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Puru Patel

# PROJECT OVERVIEW



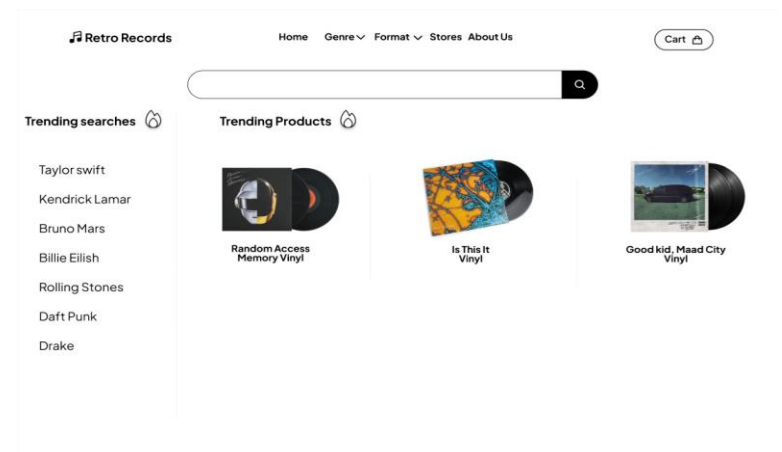
## The product:

The product serves as an online food mobile order app with a vast range of vendors.



## Project duration:

February 10<sup>th</sup>-28<sup>th</sup> 2024



# PROJECT OVERVIEW

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## The problem:

Figuring out what to eat, and eating in a timely manner.



## The goal:

To make the process of ordering food and receiving it easy, convenient, and quick.

# PROJECT OVERVIEW

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## My role:

Identify your role in the project - e.g., lead UX designer, UX researcher, etc.



## Responsibilities:

List the responsibilities you had throughout the project - e.g., user research, wireframing, prototyping, etc.



# USER RESEARCH: QUESTIONS

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To better empathize and understand user need's I used a questionnaire. The users were asked the following questions.

- What is your age and occupation?
- If you are employed how often do you work? A. full time, B. Part time, C. Un-employed
- What is your preferred method of shopping?(please elaborate)
- Do you purchase music in physical form, Why or why not? (please elaborate)
- Do visit local record stores, why or why not? (please elaborate)

# USER RESEARCH: SUMMARY

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The user research consisted of a few surveys amongst the age groups of 23-29; due to the competitive audit showing, that the service was most popular amongst this age group. Most of the users had a full-time job and said they had a little bit of disposable income to spend on their wants. All of the users said they were music enthusiasts and most said they like to purchase music in physical form to collect. Most of the users enjoy the process of going to the record store and looking for items, but they also said the ability to browse and purchase without having to make a trip would be very helpful in many scenarios.

# USER RESEARCH: PAIN POINTS

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1

## Pain point

Putting in effort to find specific items in a vast library.

2

## Pain point

Time strains of looking for specific items in a vast library.

3

## Pain point

Making trips to physical venues to purchase items.

4

## Pain point

Libraries with inconsistent orders of organization.



# PERSONA: BROCK

## Problem statement:

Brock is a 26-year-old web designer, who needs a more convenient way to purchase vinyl's, because sometimes it tends to be a time extensive process.



**Brock**

**Age:** 26

**Education:** Undergraduate

**Hometown:** New York City, NY

**Family:** Single

**Occupation:** Web Designer

**Pronouns:** They/them

## *"Space & Sound"*

### Goals

- Browse & Purchase music at home
- Quicken the process of finding specific items
- Having a convenient & reliable check out process

### Frustrations

- Having to go to the record store to make a purchase
- Time it takes to look for items
- Having to leave their home to get food

Brock is a 26 year old web graphic designer living in New York City. Music is one Brock's many passions in life and they enjoy collecting vinyls. Brock's vinyl collection has amassed over the years, and now they only look for very niche and specific vinyl's. This process of looking for these vinyl's is always time extensive and meticulous.

# USER JOURNEY MAP

## Notes about goals and thought process:

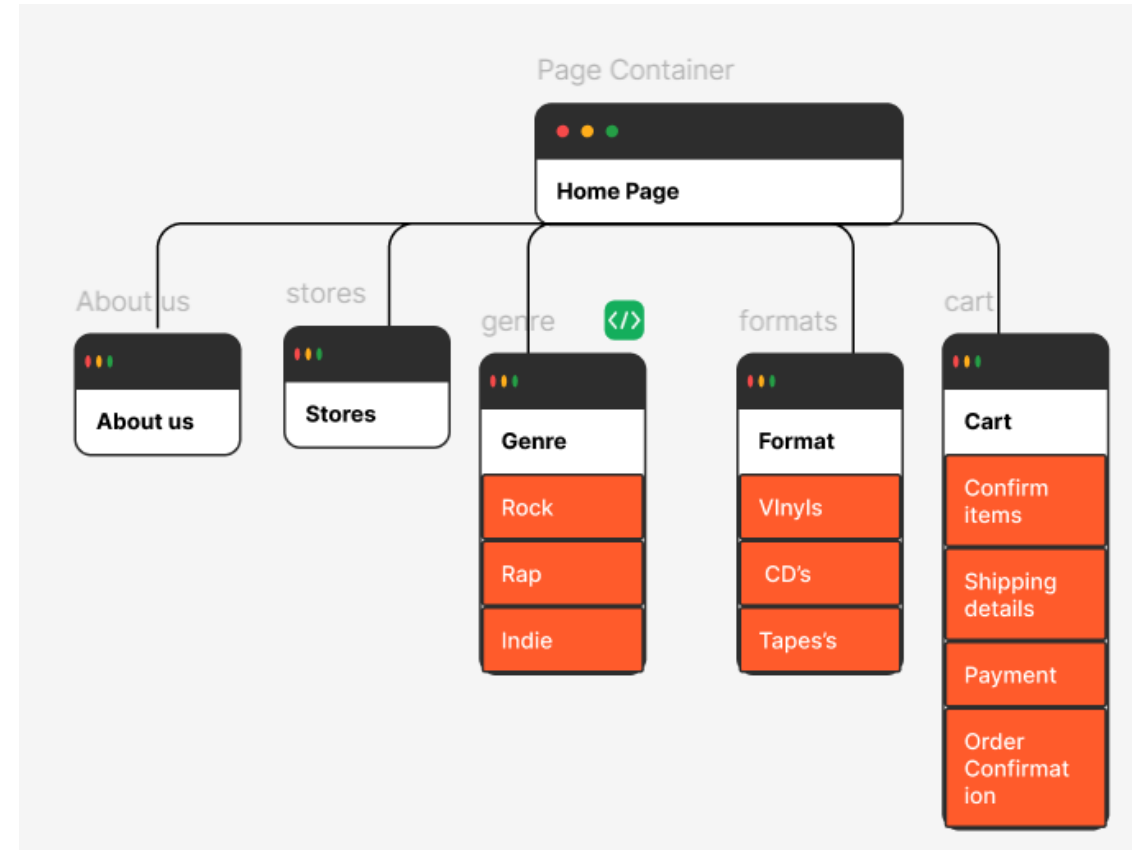
- Users want a quick way to access the record store library
- Users want the option of not having to make the trip to the store.

ACTION	Leave home	commute to the store	Browse for item	Checkout	Go home
TASK LIST	Tasks A. Stop current task at hand B. Get ready C. Secure & Lock home	Tasks A. Getting to the record store B. Looking for method of transportation C. Financial or physical strains of making the trip.	Tasks A. Find specific area of the store B. Browse through vinyl library C. Time constraints of the process	Tasks A. Have physical payment B. Go to the register C. Wait in line	Tasks A. Looking for method of transportation B. Financial or physical strains of making the trip.
FEELING ADJECTIVE	User emotions Frustration Impatience Fatigue	User emotions Fatigue Frustration Impatience	User emotions Fatigue Impatience frustration	User emotions Fatigue Impatience Frustration	User emotions Fatigue Impatience Frustration
IMPROVEMENT OPPORTUNITIES	Area to improve Make it to where users don't need to make this action, by providing them with a website.	Area to improve Make it to where users do not need to commute to the store.	Area to improve Find methods to accelerate the process, by providing search engine.	Area to improve Accelerate the process by making it online.	Area to improve Make it to where users don't need to make this action, by providing them with a website.



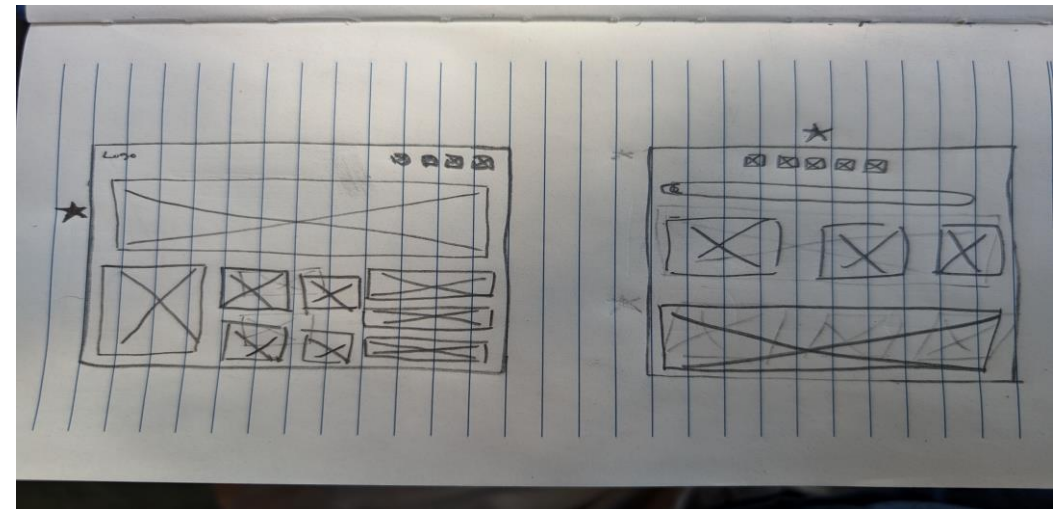
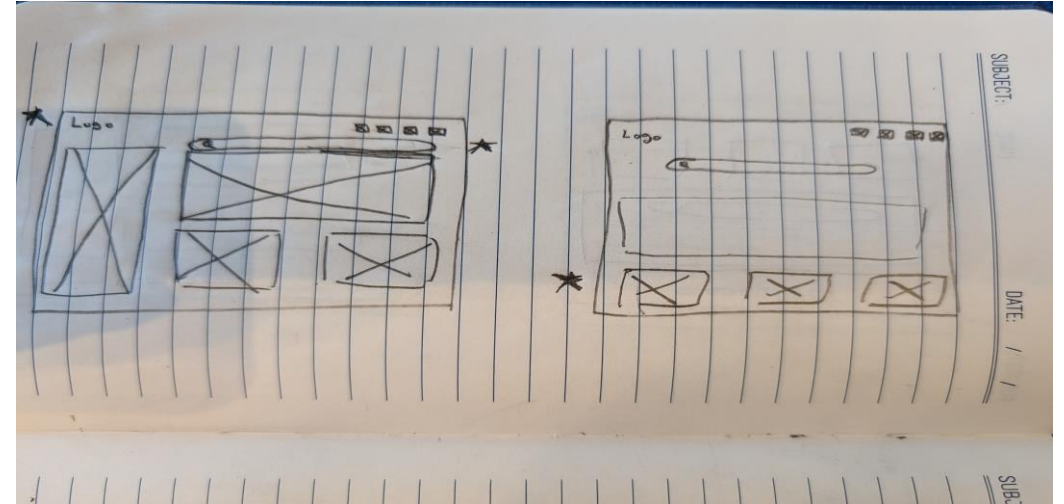
# SITE MAP

The site map here lays out the basic structure of the website, and its core functions.



# PAPER WIREFRAMES

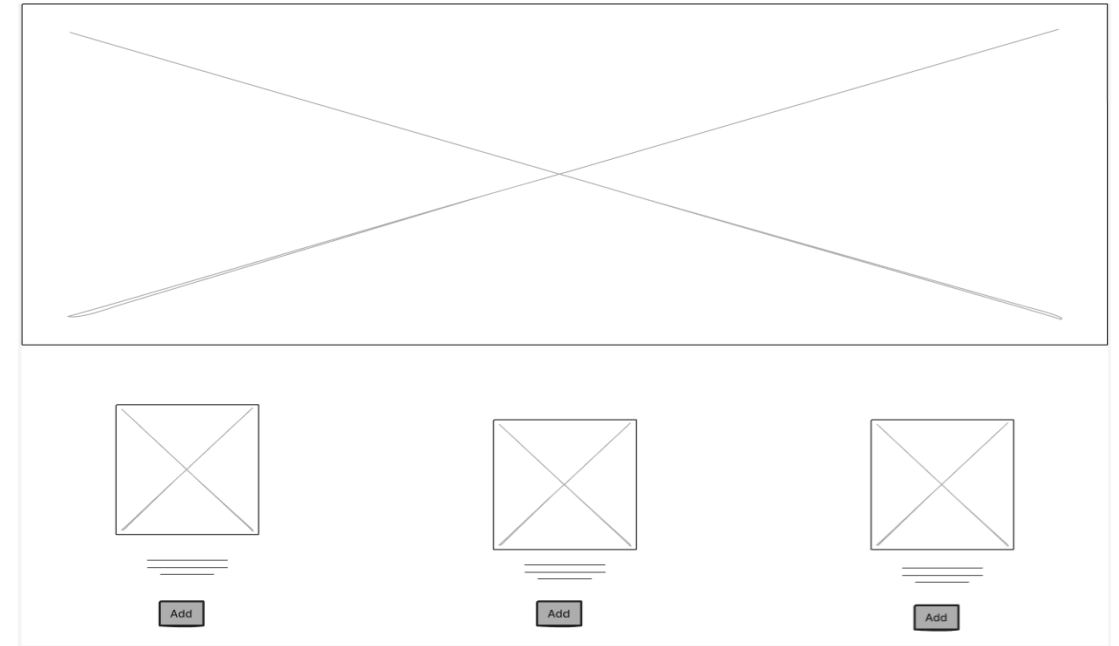
These were the Initial iterations of the home page, the final home page consisted of elements from all of these iterations. The star points out which elements were used in the final design.



# DIGITAL WIREFRAMES

The Initial variation of the home page is simple and minimalist consisting of a carousel and item recommendations.

Carousel/ hero  
image

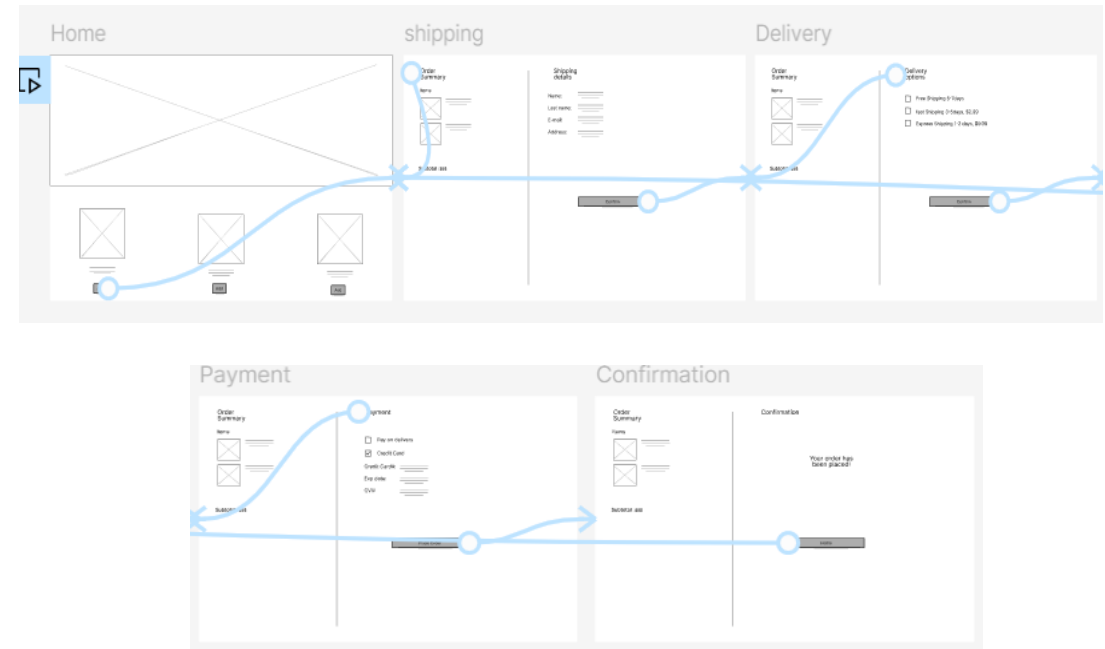


Product  
Recommendat  
ions for the  
users

# LO-FIDELITY PROTOTYPE

The low fidelity prototype consists of one flow, here the user will be asked to go through the check out process.

<https://www.figma.com/proto/VzN0fkYQI2tBcA8QVrcSFN/Untitled?node-id=1-2&t=j04tZl7nrmb82Ywu-1&scaling=scale-down&content-scaling=responsive&page-id=0%3A1&starting-point-node-id=1%3A2>



# USABILITY STUDY: PARAMETERS

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## Study type:

Unmoderated usability study



## Location:

United States, remote



## Participants:

5 participants



## Length:

20-30 minutes



# USABILITY STUDY: FINDINGS

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The usability study was a unmoderrated study. The users were asked to perform two tasks add an item to cart, and complete the checkout process. The thought process here was to see if the UI was intuitive enough to where users could guide themselves.

1

## Finding

users resorted to using the search bar prior to selecting add items option.

2

## Finding

Adding breadcrumbs during the checkout process would improve the user experience.

3

## Finding

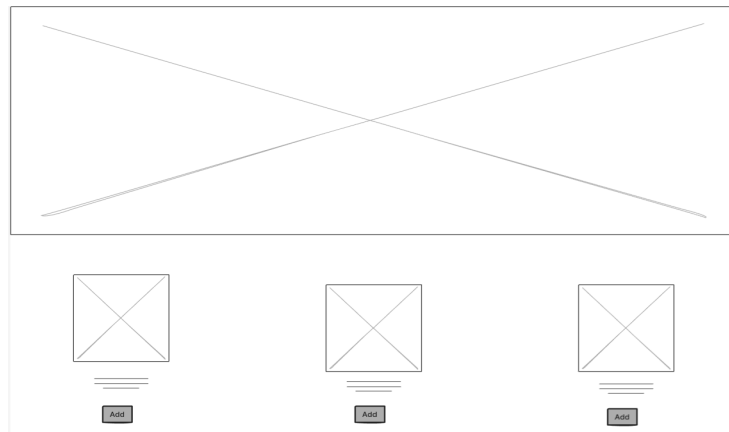
Add confirmation check for when users add an item to cart.



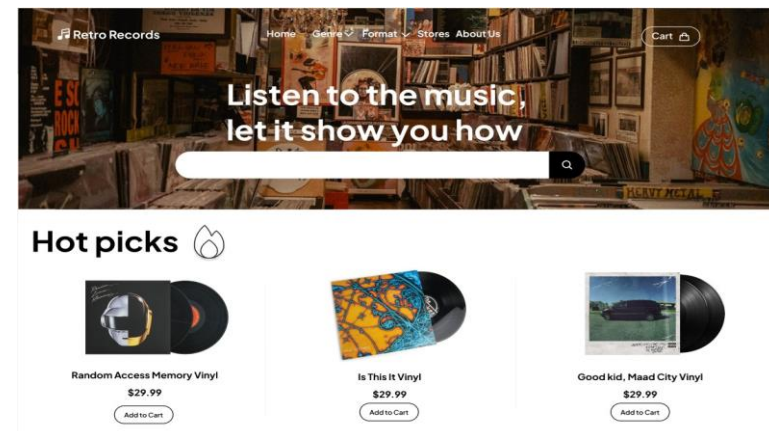
# MOCKUPS

The users were able to navigate through the home page fairly easily and the feed back was good; therefore, the basic structure remained similar. Nevertheless, we added a search bar and navigations on the top based on user feedback.

Before usability study



After usability study



# MOCKUPS

The new mockup for the checkout page is cleaner with more detail, user feedback suggested breadcrumbs would be useful, so I added breadcrumbs to the new design.

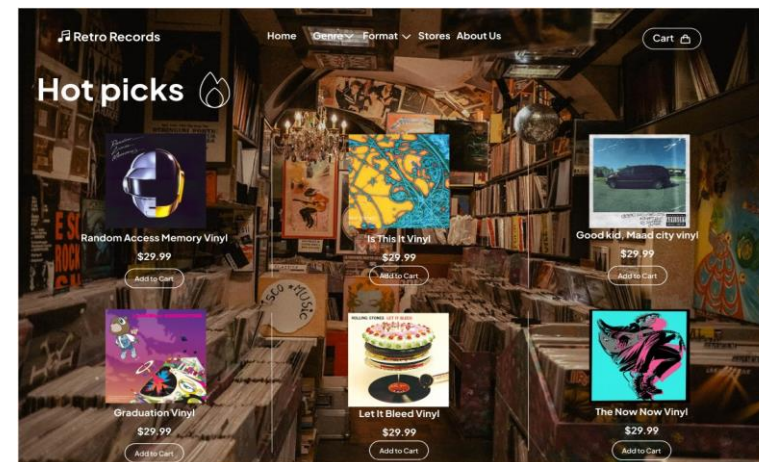
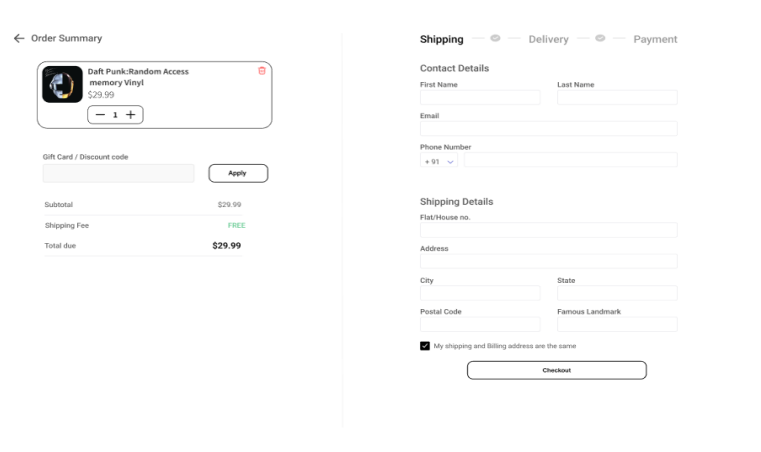
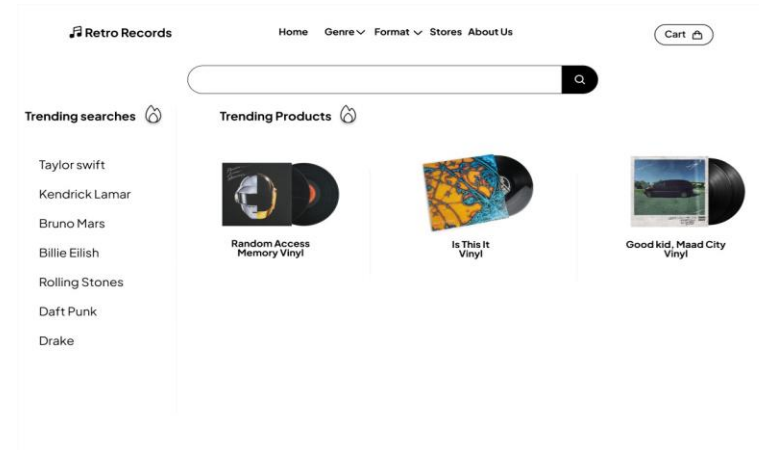
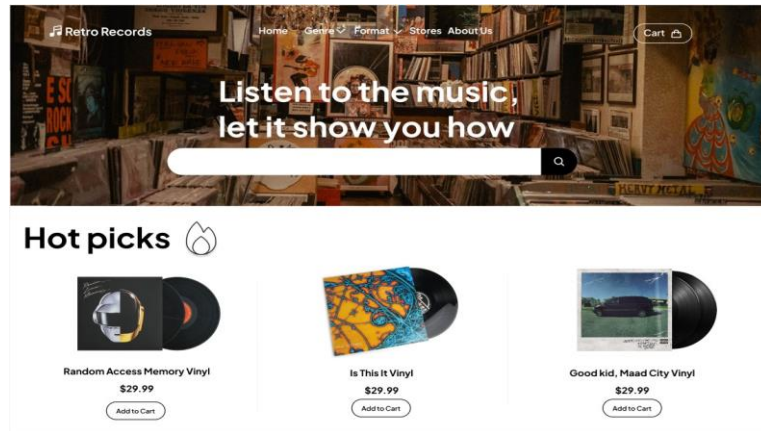
Before usability study

This mockup shows a simple checkout page layout. On the left, under the heading 'Order Summary', there is a section for 'Items' with two placeholder boxes and a 'Subtotal: \$\$\$' label. On the right, under 'Shipping details', there are input fields for 'Name:', 'Last name:', 'E-mail:', and 'Address:'. A 'Confirm' button is positioned at the bottom right.

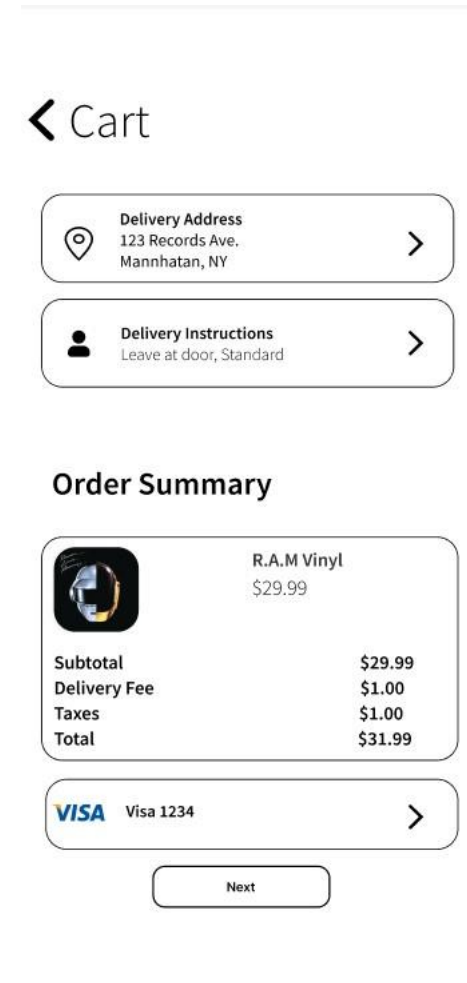
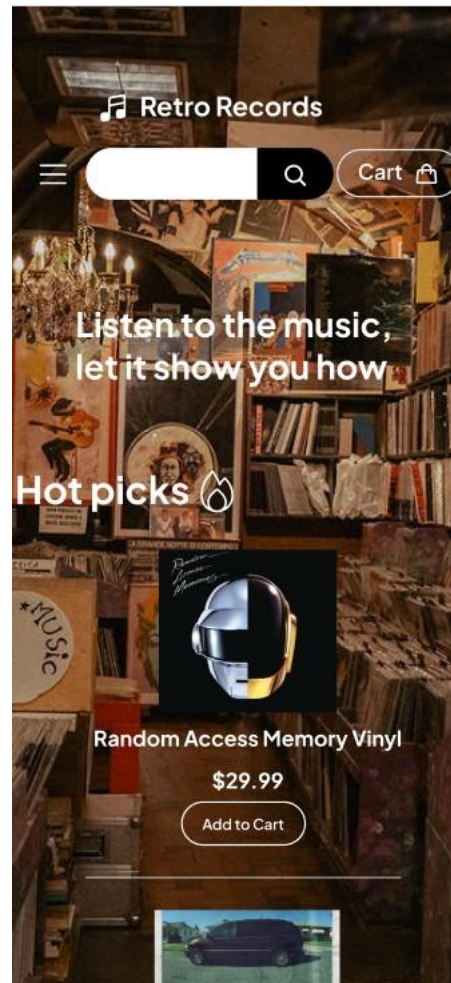
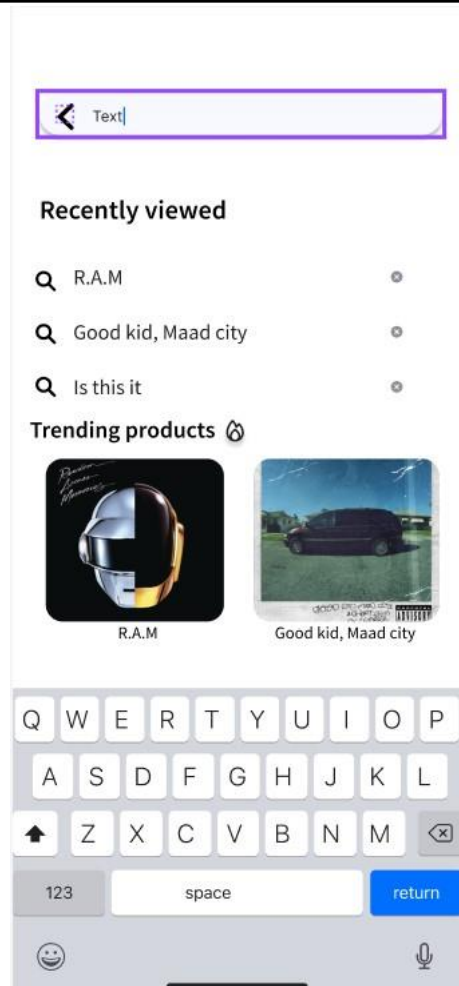
After usability study

This mockup shows a more detailed and user-friendly checkout page. It includes a breadcrumb trail at the top: '← Order Summary' followed by 'Shipping', 'Delivery', and 'Payment'. The 'Shipping' section is expanded, showing 'Contact Details' with fields for 'First Name', 'Last Name', 'Email', 'Phone Number', and a '+91' country code dropdown. Below this is the 'Shipping Details' section with fields for 'Flat/House no.', 'Address', 'City', 'State', 'Postal Code', and 'Famous Landmark'. A checkbox labeled 'My shipping and Billing address are the same' is present. The 'Order Summary' section on the left now includes a 'Gift Card / Discount code' field with an 'Apply' button, and a table showing 'Subtotal: \$29.99', 'Shipping Fee: FREE', and 'Total due: \$29.99'. A 'Checkout' button is located at the bottom right.

# MOCKUPS



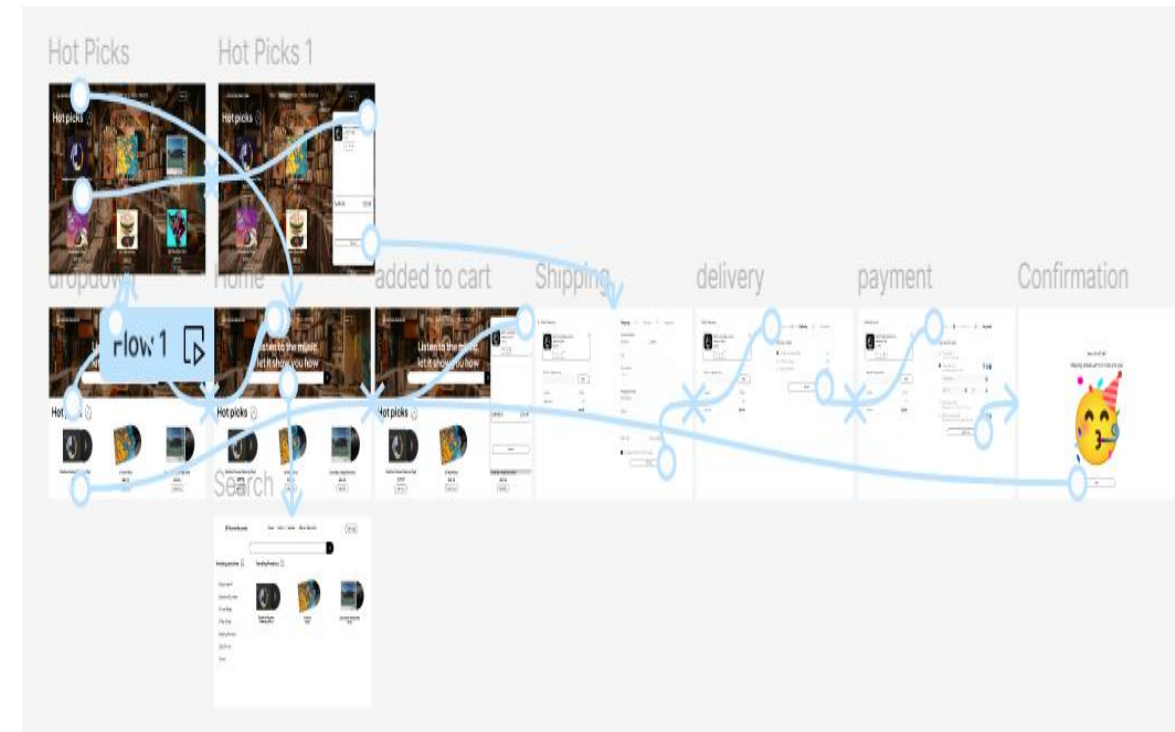
# MOCKUPS: SCREEN SIZE VARIATIONS



# HI-FIDELITY PROTOTYPE

The Hi-fi prototype is fully functional, consisting of four flows adding items to cart, checking out, using the search bar, and going to the trending items page.

<https://www.figma.com/proto/eggZmdnWDxtjN0jK2fa9qX/Untitled?node-id=1-3&t=QNndhF3bnJgz8BxY-1&scaling=scale-down&content-scaling=fixed&page-id=0%3A1&starting-point-node-id=1%3A3>



# ACCESSIBILITY CONSIDERATIONS

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1

Navigation is simple and minimalistic, making it easier for user to use the website.

2

images have a label to read keeping screen readers in mind.

3

Content is organized logically with headers





# TAKEAWAYS

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## **Impact:**

The website should make it more convenient for users to shop from their local record store. Specifically in situations where they need quick solutions and do not have the time to go to the store.



## **What I learned:**

Websites have complicated structures and it is a meticulous process of bringing them together.

# NEXT STEPS

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1

Create Ui for the store  
owners end

2

Give users option to  
create a user profile

3

Research and find more  
ways to improve overall  
user experience.

# LET'S CONNECT

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If you are interested in checking out more of my work you can find it on my website via the link listed below. If you would like to reach out, you can do so by using any of the contact info listed below.

Thanks for checking out the case study!

LinkedIn: <https://www.linkedin.com/in/puru-patel-994916267/>

Email: [Puranderpatel@gmail.com](mailto:Puranderpatel@gmail.com)

Website: [patelpk.link](http://patelpk.link)