Bridging trust between customer and small businesses 💇🏻‍♀️

How might we build consumer's confidence on purchasing small businesse services in package?

Background
Axcro is a shopping platform that provides a protection from any business closure. The idea is to help small businesses or freelancers to increase their sales and create recurring regular customers flow. Axcro came in by managing the customer-merchant payment transactions. Worked directly with stakeholders, the team consisted of myself, a project manager, and developers.

My Role
Wireframe, Prototype, UI Design, Logo Design, Art Direction.

The Approach

What to understand
Business model & strategy
Initial target audience
Consumer's perception on small businesses
Consumer's preference on the service package

Method
Stakeholder Interviews
Competitor Analysis
User Testing

As a new platform and services are from small business, we starts our initial users from the merchant's existing cusomters. The plan was to roll-out the main transaction feature and to browse other packages.
The first step I did was a heuristic evaluatios between a few e-commerce platforms and look for patterns that can be used for our potential users.
• Show Offers and Recommendations
• Review of the package
• Search and Filters

Some common user behavior from daily lives observation:
• As a new customer, browsing through category is the must-visit/do page.
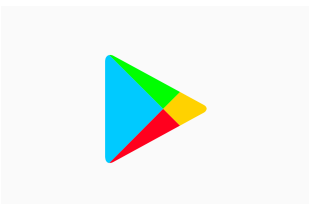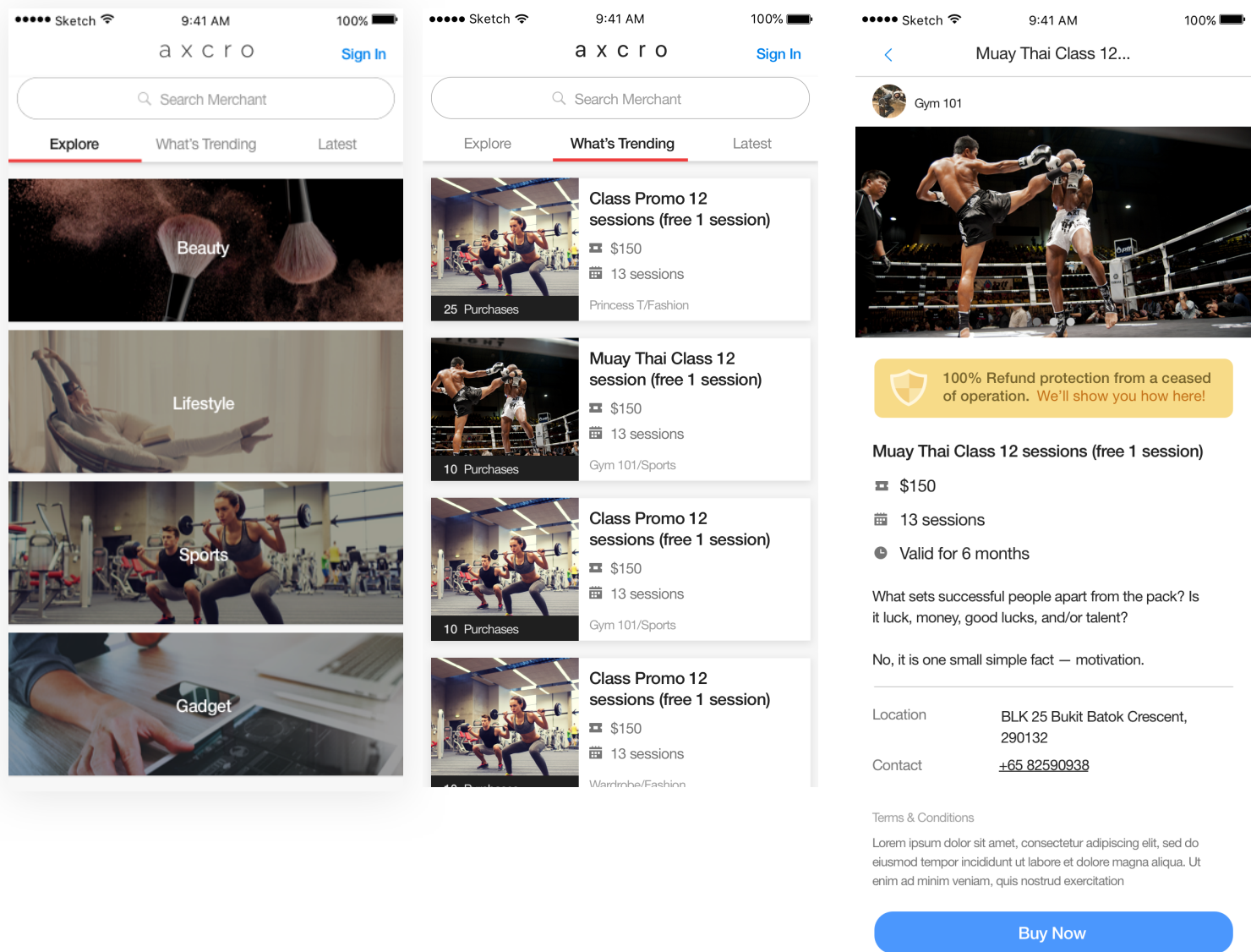• Browsing product is accessed primarily through mobile, especially when commuting.

Wireframe

We present and discuss wireframe together with the stakeholders, show our findings, and went through some feedback sessions.
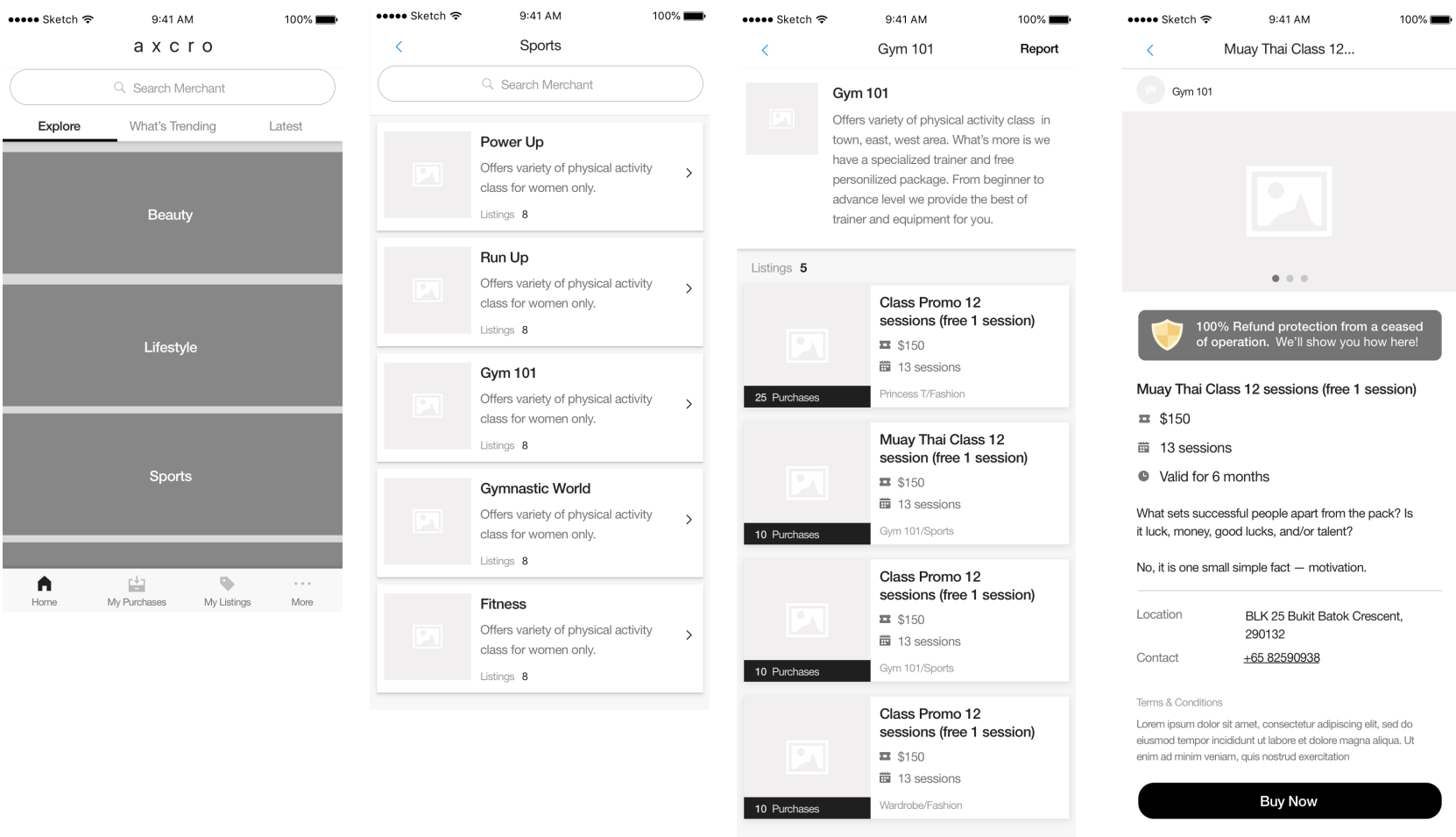
It's the look and feel time

After we had conclusion on the final wireframe, time to add some styling onto the screes. We went for a simple, trust look and feel for this product.

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