

# Store Finder Website

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Nwako Timothy

# Project overview



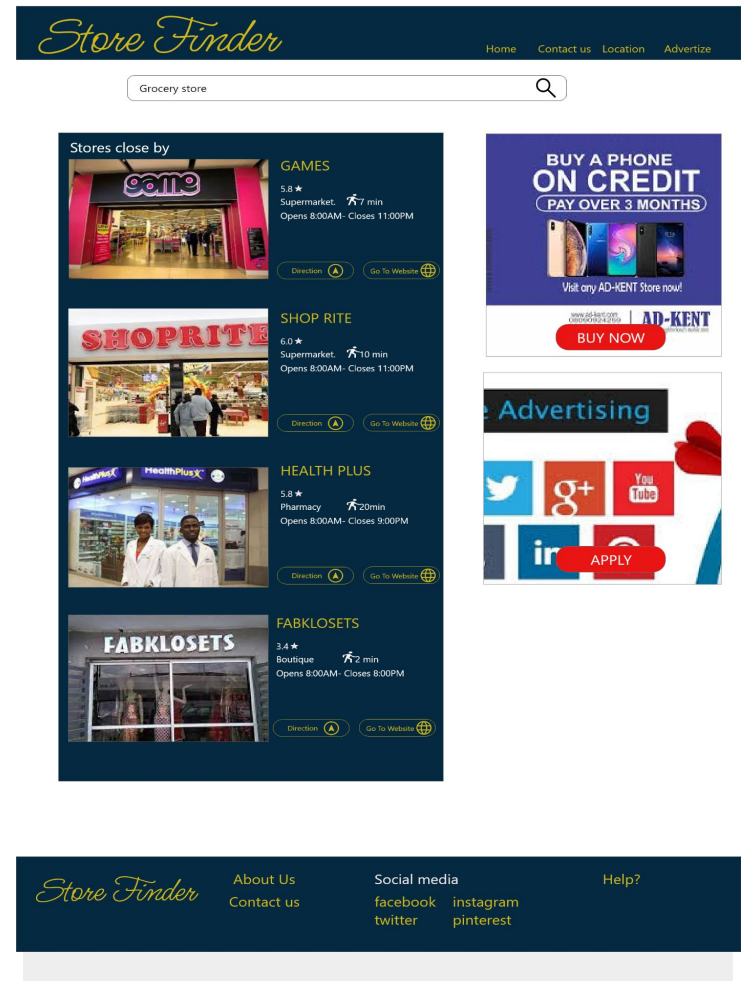
## The product:

store finder is a website design that helps you find available stores in your location , it provides details about the store and gives direction



## Project duration:

18th April 2022-24th April 2022



# Project overview



## The problem:

Available store finders have too many ads and don't give full description of the store using images



## The goal:

The website is going to have a good navigation with good store description

# Project overview



## My role:

UX designer leading the store finder website design



## Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, iterating on designs and responsive design.

# Understanding the user

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

# User research: summary



I conducted user interviews, which I then turned into empathy maps to better understand the target user and their needs. I discovered that many websites are overwhelming and confusing to navigate, which frustrated many target users. This caused a normally enjoyable experience to become challenging for them.

# User research: pain points

1

## Navigation

Shopping website designs are often busy, which results in confusing navigation

2

## Experience

Online websites don't provide an engaging browsing experience

3

## Interaction

Small buttons on shopping websites make item selection difficult, which sometimes leads users to make mistakes

# Persona: Name

## Problem statement:

[Maria] is a [wife and mother]  
who needs [to locate stores]  
because [she is new to the area].



**Maria**

**Age:** 30  
**Education:** teacher  
**Hometown:** lagos  
**Family:** Parent  
**Occupation:** teaching

*"It would be easier to know the store online before seeing it in person"*

## Goals

- Lesser ads
- More pictures in store items
- Clear direction
- ratings

## Frustrations

- I struggle with navigation
- The ads are too much
- I want directions

Maria is a Wife and a Mother of two . Her family moved to a new house as soon as she was expecting a third child, she is not familiar with the stores around so she checks if there is a website that can help her find stores. She is usually frustrated about the pop up ads and that she can't get enough pictures of what the store has



# User journey map

i created a user journey map of Maria using the site to help identify possible pain points and improvement opportunities.

## Persona: Maria

Goal: Insert goal

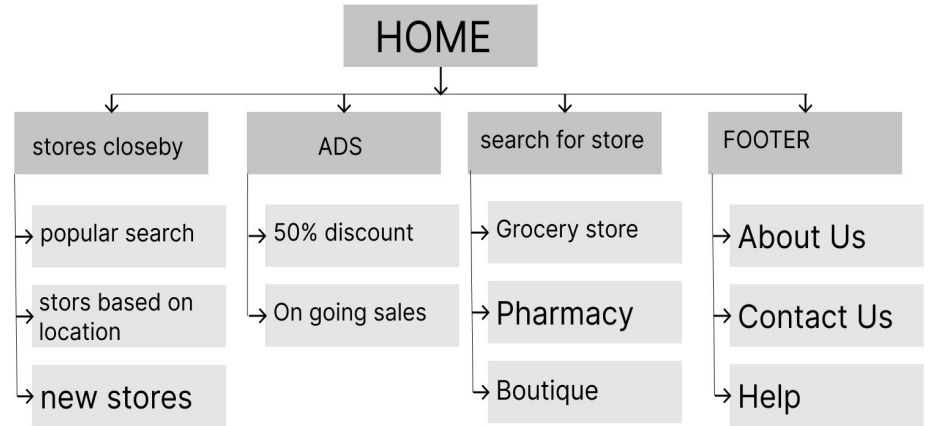
ACTION	Searching for store finder	Search for store you want	Choose the store that interest you	Go to direction	Go to google map
TASK LIST	Tasks A. search for store finder B. click on store finder	Tasks A. search the store you want	Tasks A. choose the store you want from the one that pops up	Tasks A. click on direction	Tasks A. link to google map
FEELING ADJECTIVE	Happy to find store	Nervous to select store	Hesitant to decide which store to choose	Happy to know the direction	Pleased With the outcome
IMPROVEMENT OPPORTUNITIES	Add more filters so google can easily locate	Add more stores	Add more details about store	Make button stand out	non



# Sitemap

[Difficulty with website navigation was a primary pain point for users, so I used that knowledge to create a sitemap.

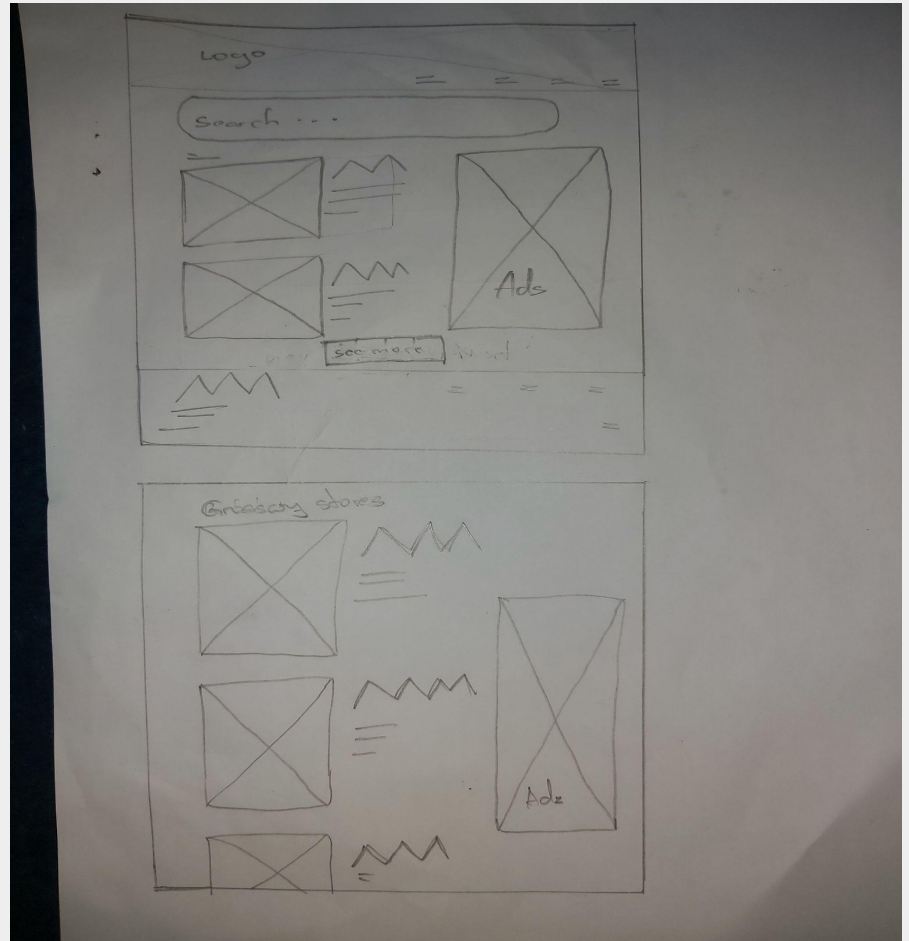
My goal here was to make strategic information architecture decisions that would improve overall website navigation. The structure I chose was designed to make things simple and easy.



# Paper wireframe screen size variation(s)

Next, I sketched out paper wireframes for each screen in my app, keeping the user pain points about navigation, browsing, and checkout flow in mind.

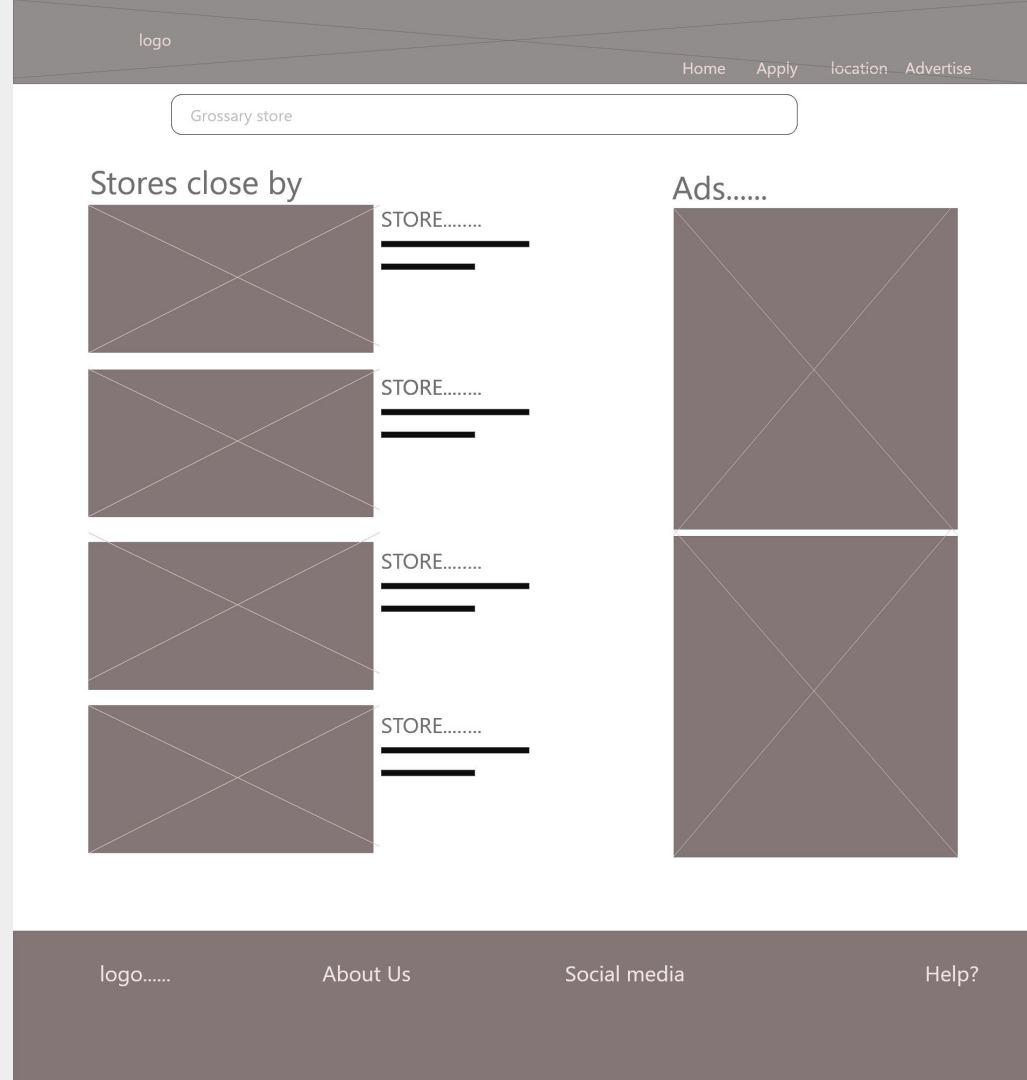
The home screen paper wireframe variations to the right focus on optimizing the browsing experience for users.



# Digital wireframe screen size variation(s)

Moving from paper to digital wireframes made it easy to understand how the redesign could help address user pain points and improve the user experience.

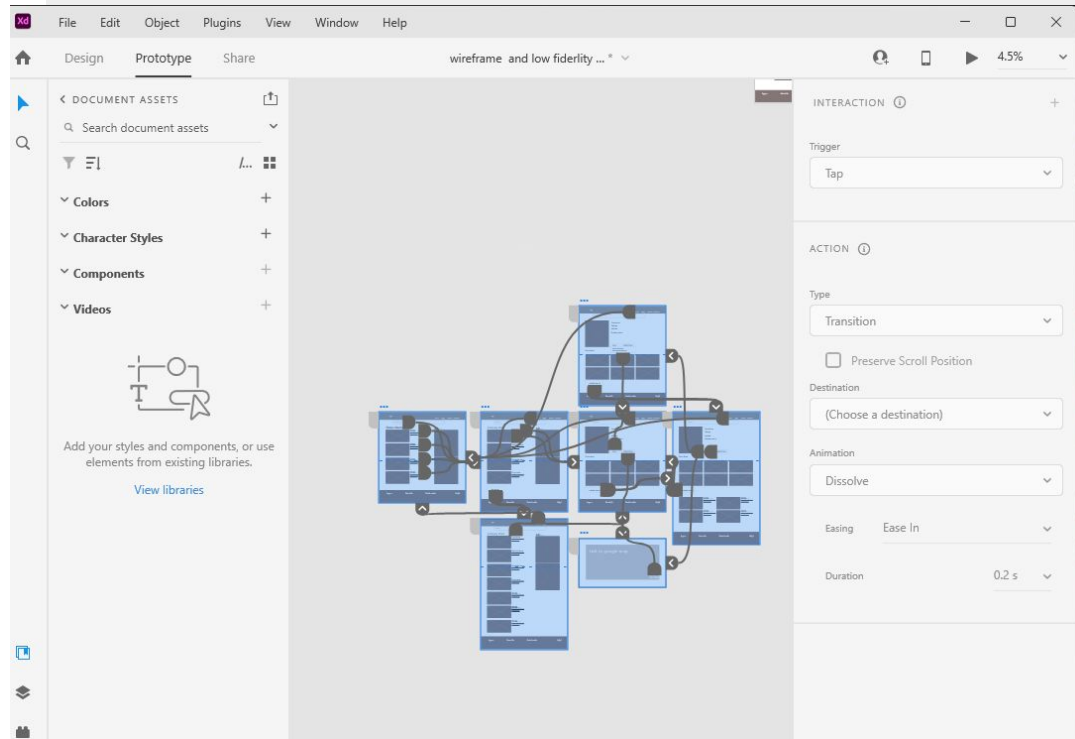
Prioritizing useful button locations and visual element placement on the home page was a key part of my strategy



# Low-fidelity prototype

To create a low-fidelity prototype, I connected all of the screens involved in the primary user flow of adding an item to the cart and checking out.

At this point, I had received feedback on my designs from members of my team about things like placement of buttons and page organization. I made sure to listen to their feedback, and I implemented several suggestions in places that addressed user pain points.



<https://xd.adobe.com/view/1c8197db-111e-44c2-be22-89c8d19c6fd4-49d2/?fullscreen>

# Usability study: parameters



## Study type:

Unmoderated usability study



## Location:

Nigeria, remote



## Participants:

5 participants



## Length:

20-30 minutes

# Usability study: findings

These were the main findings uncovered by the usability study:

1

**Store close by**

User wanted to know  
available stores close by

2

**Store ads**

User wants to know what  
are on sales in the store.

3

**direction**

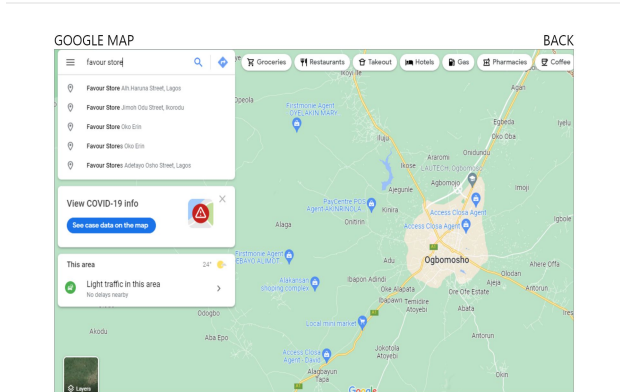
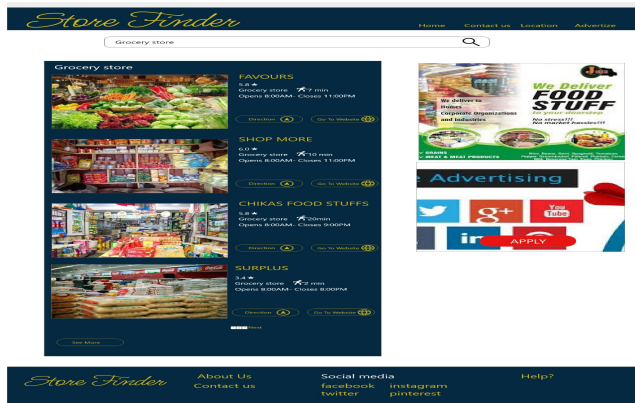
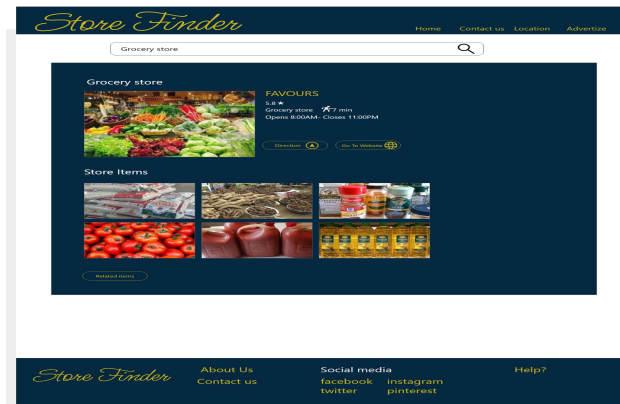
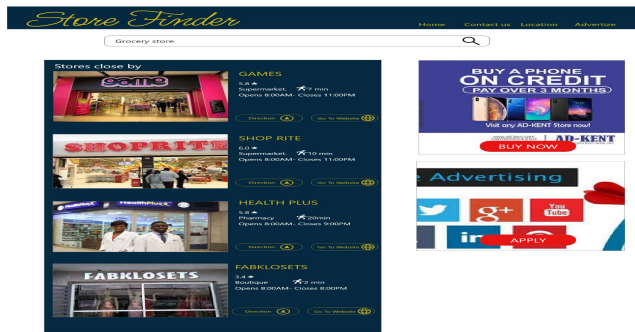
User wants direction to  
store.



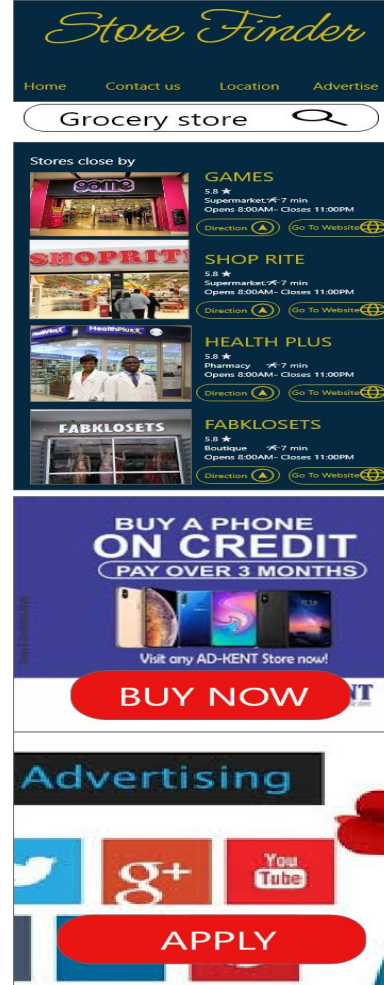
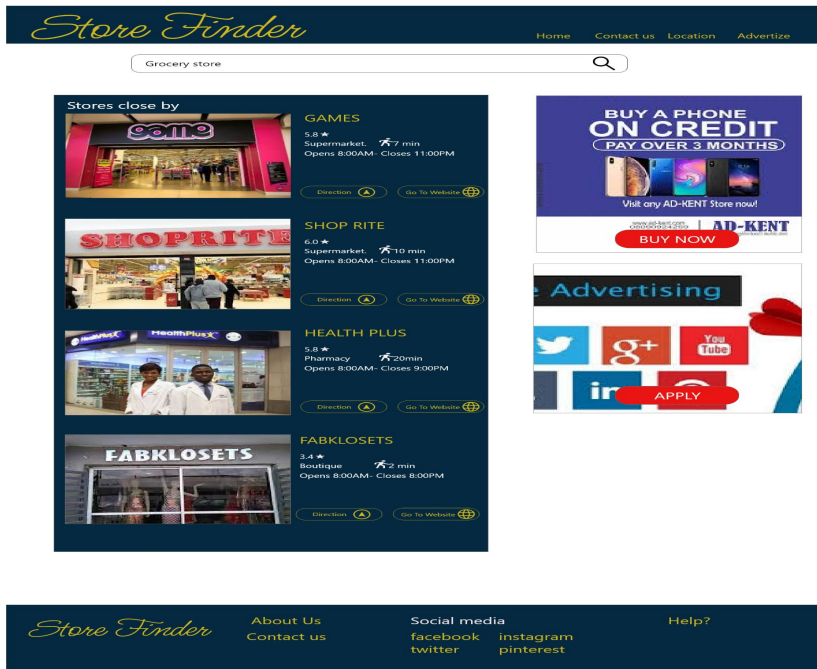
## Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

# Mockups: Original screen size



# Mockups: Screen size variations



# High-fidelity prototype

My hi-fi prototype followed the same user flow as the lo-fi prototype, and included the design changes made after the usability study, as well as several changes suggested by members of my team.



<https://xd.adobe.com/view/2ca531e6-48f6-4f4d-b819-b89b39624b1a-79f6/?fullscreen>

# Accessibility considerations

1

I used headings with different sized text for clear visual hierarchy

2

I designed the site with alt text available on each page for smooth screen reader access

3

Use images for better description

# Going forward

- Takeaways
- Next steps

# Takeaways



## Impact:

Our target users shared that the design was intuitive to navigate through, more engaging with the images, and demonstrated a clear visual hierarchy.



## What I learned:

I learned that even a small design change can have a huge impact on the user experience. The most important takeaway for me is to always focus on the real needs of the user when coming up with design ideas and solutions.

# Next steps

1

Conduct follow-up  
usability testing on the  
new website

2

identify any additional  
areas of need and ideate  
on new features.



# Let's connect!



Thank you for reviewing my work on the store finder website

If you'd like to see more, or would like to get in touch, my contact information is provided below:

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