

UX & UI Design The eCommerce shop

HSE24

The ecommerce online store is the one chance to prove your brand value to your customers.

To achieve this, you need to give customers a reason to keep buying from your ecommerce website. During the re-design process, you must be clear about what you expect to gain out of a redesign and the expectations should be real enough to meet.

The Goal

Create a clear structured, user friendly and easy to use ecommerce store to increase the usability, user satisfaction and the conversion rate.

HSE24 Scope and Workload	
Design Methodology	Design Methodology
Research & Analysis	Navigation and Structure & Content Category Structure, Themes Filter Design Product page Language Homepage Brand Guidelines Visual Experience (Color, Typography, ...) Form and Content Types
UI Development	PDF
Frontend Development	Frontend Development
Design System	Design System
Backend Development	Backend Development
QA & Testing	QA & Testing
Deployment	Deployment
Support	Support

Analysis

Setting the Scope

To make sure that everything is covered, we decided to create a scope sheet, that covers all the elements and parts of the website, we need to take care of.

Research

Demographic User Personas

In order to create a successful product, it is important to understand the types of people who will be using the website.

To do this, we held a 2-day workshop together with relevant stakeholders, business analysts and data analysts. The goal was to create User Personas that allows us to perform quick testing of assumptions and prioritizing of features during the development process.

For the scope of our product, we came up with 6 different personas to focus on the major needs of the most important user groups.



Analysis

Core Values & Beliefs

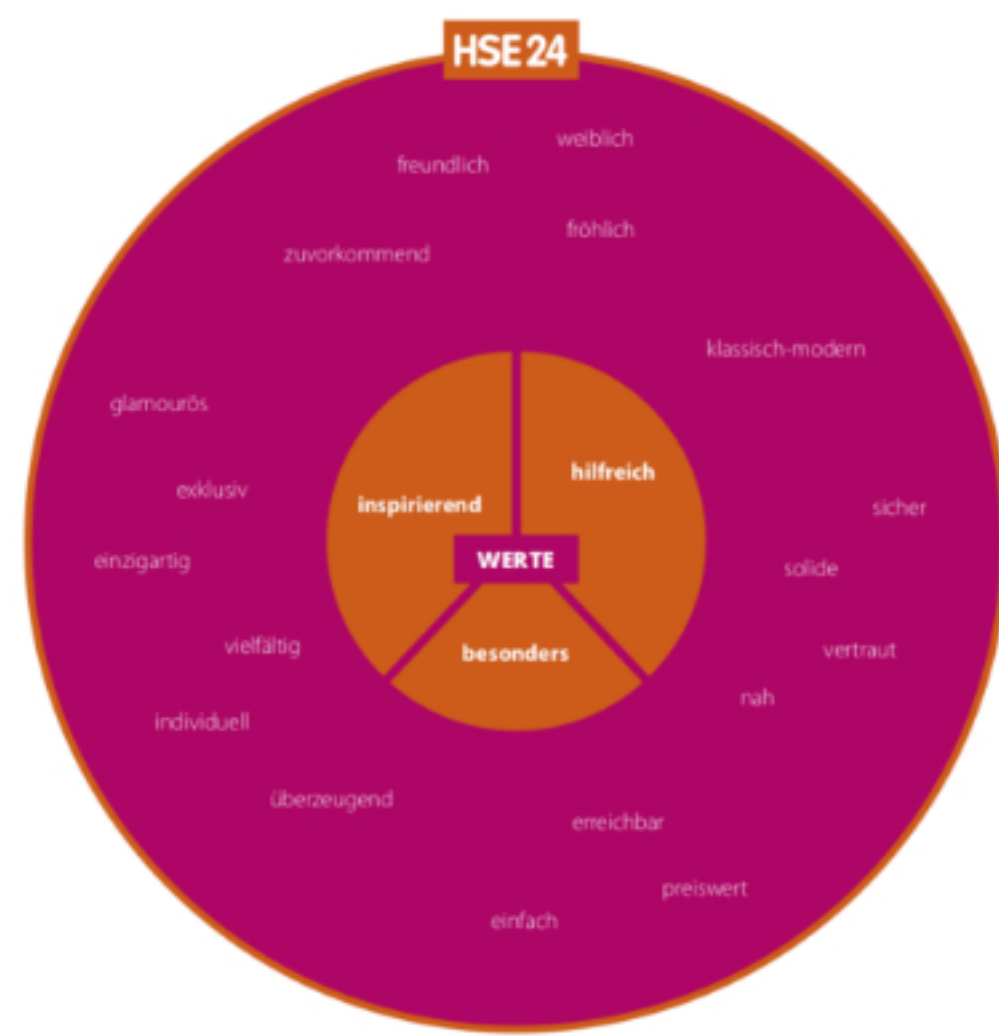
We wanted to create the right product for the right people.

Therefore, we invited users of our target group to create the core values of the brand.

Together with key roles from brand, stakeholders and analysts, we held a workshop to define the brand beliefs.

The top values are:

INSPIRING • HELPFUL • SPECIAL

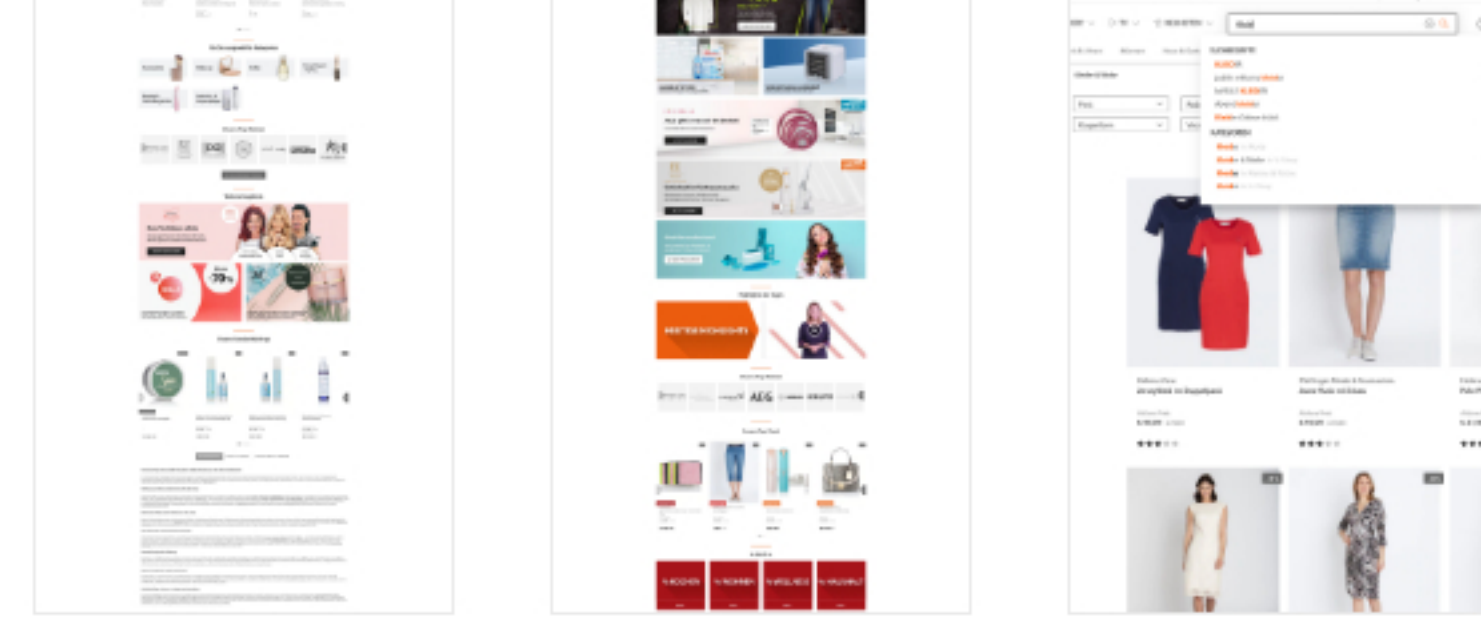
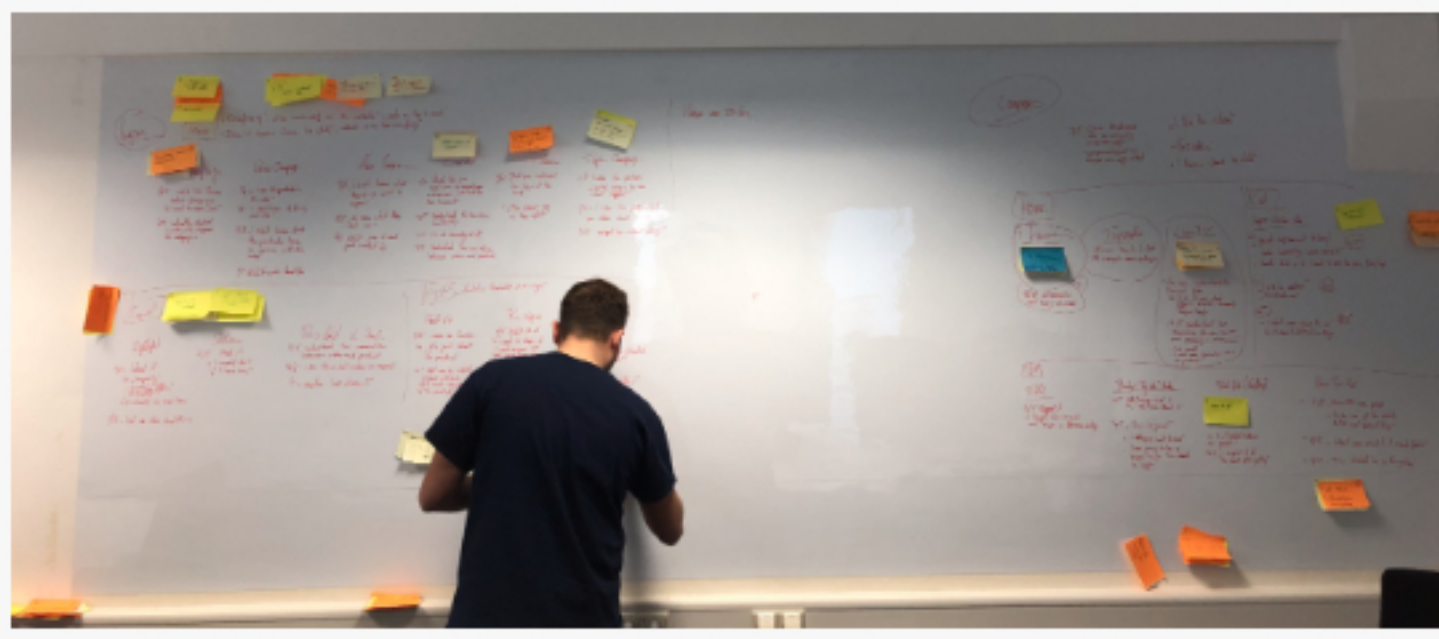


Design

Design Sprints

To gain the best possible outcome, we decided to work within weekly repeating design sprints.

On Monday, we mapped out the problems from last week's user test and pick the most important ones to work on. On Tuesday, we sketched competing solutions on paper and digital. On Wednesday, we made all necessary decisions and turned the ideas into a testable hypothesis. On Thursday, I created a high-fidelity prototype to test this on Friday in a usability lab.



Design

The "old" layout

Here you'll see the website design before I started the re-design process

Solving the problems

The solution

After 6 months of constantly iterating, we were ready to test the MVP of the entire web-flow live.

At this point in the project, we were convinced that the new shopping experience will increase the conversion rate, help the user make decisions faster, more confident and navigate easier.

