

## UX & UI Design

# The online search

Search is the conversation between the user and the website. The user expresses their information need as a query, and the website expresses its response as a set of results. Users expect smooth experiences when searching and they typically make quick judgments about a website's value based on the quality of one or two sets of search results.



## The Goal

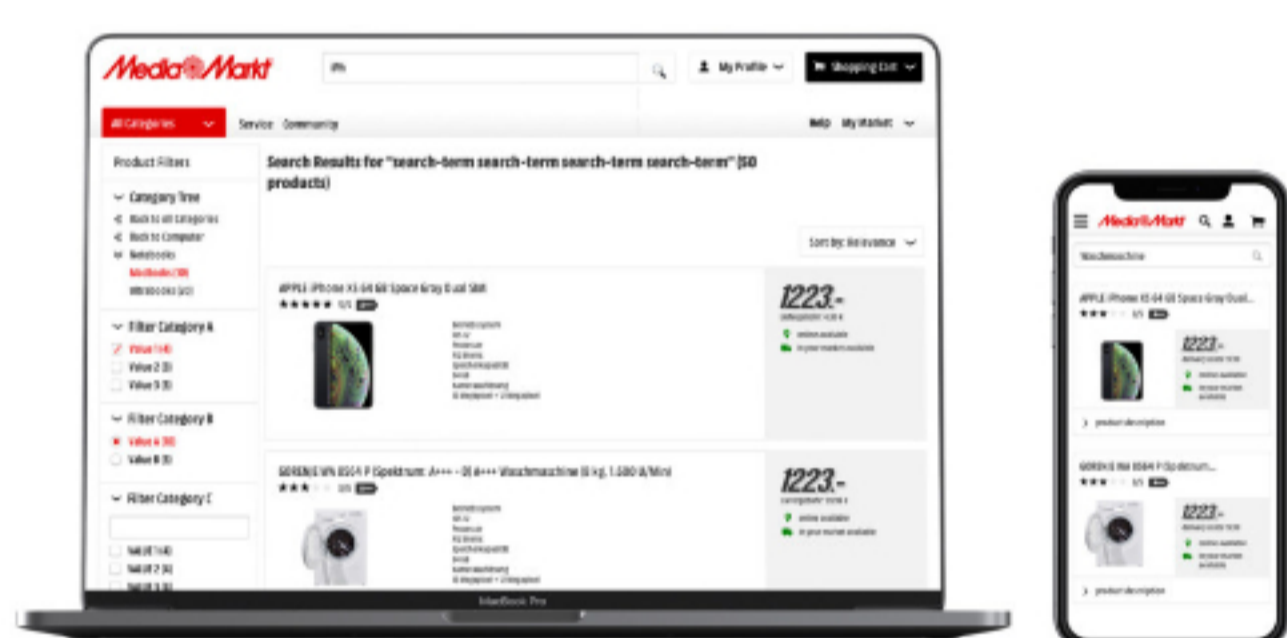
Create a clear structured, user friendly & more accessible search results page.

## Analysis

# The status quo.

In order to gain the best user experience possible, I analyzed the status quo and faced a lot of problems.

- There is too much distraction / no clear focus
- The picture is too small
- The most important elements are not clearly visible
- Product details are hidden on mobile
- There is a lot of unused space
- The filter section is too prominent



## Solving the problems

# The solution

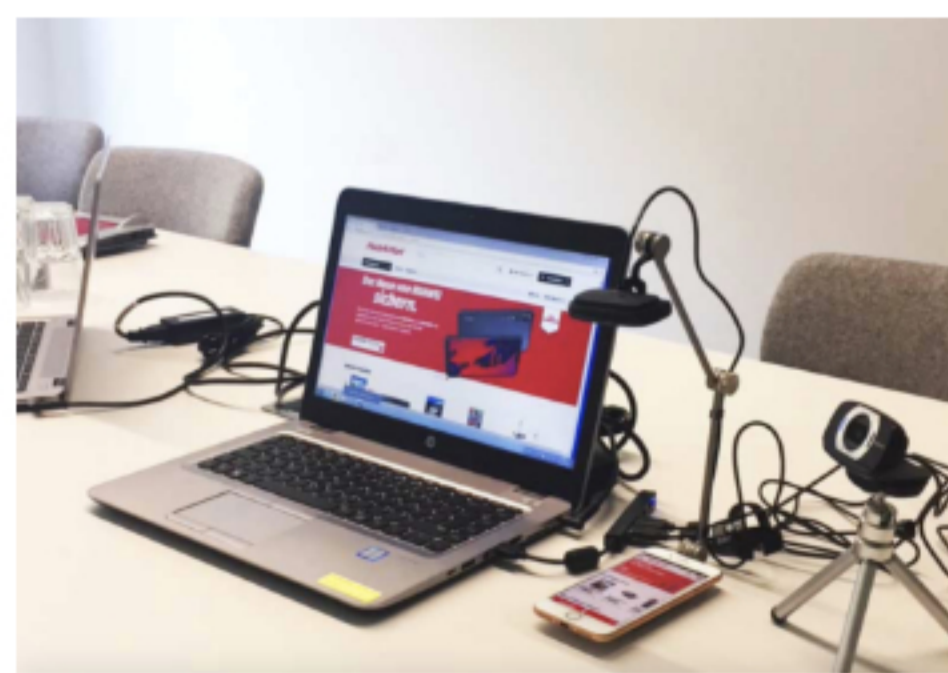
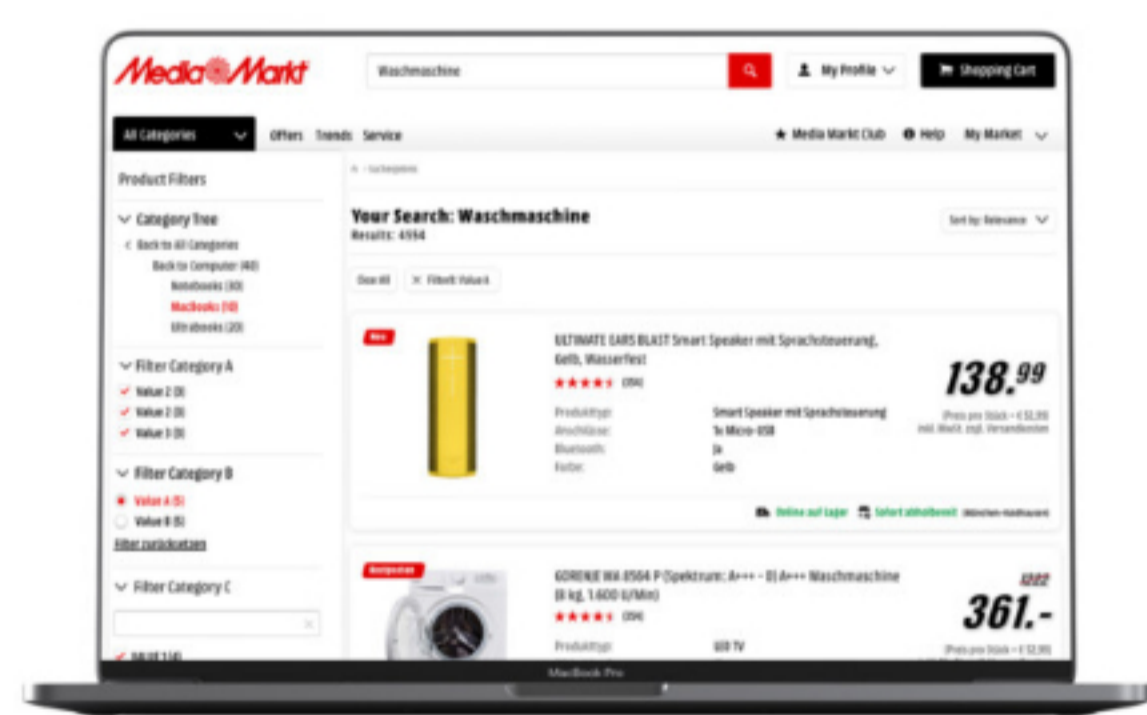
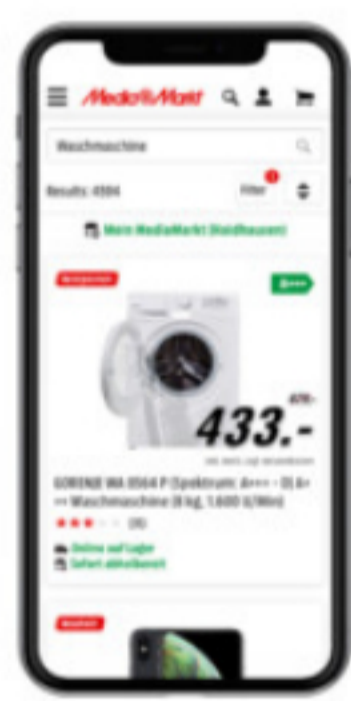
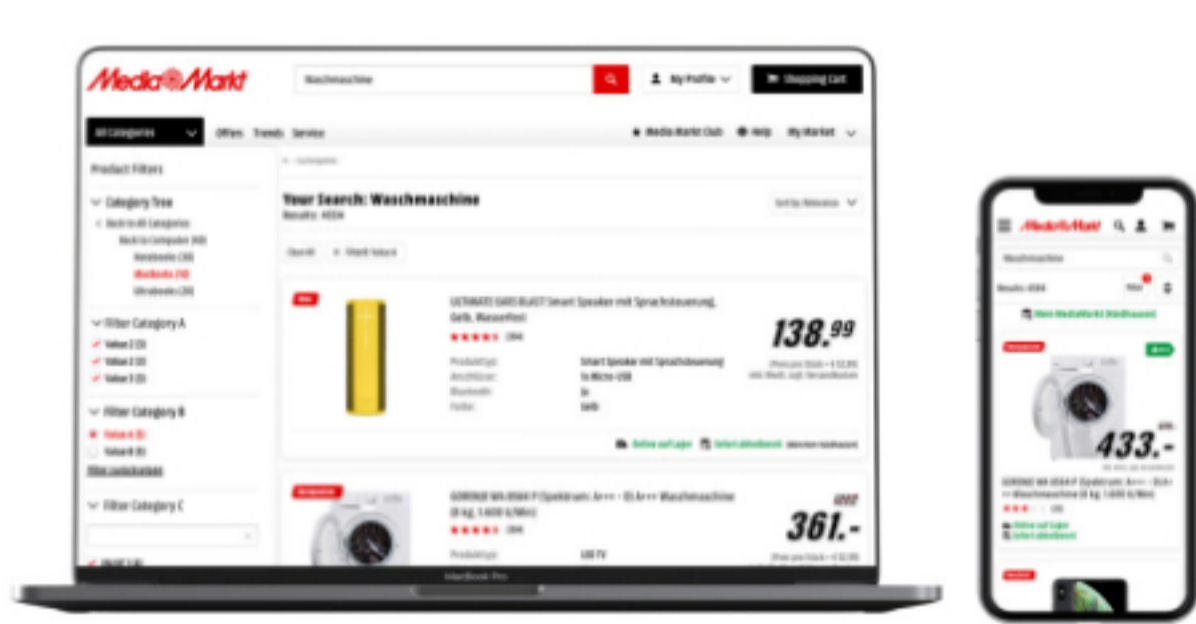
While keeping all mandatory elements, I decided to start from scratch and keep things simple.

The product element itself is now shown as a light and clear element with no distraction.

While users tend to decide on visual aspects, I created a layout that focusses on a big picture and showing the relevant details next to the product.

Online and in-store availability has found its own spot below all the elements.

Price and Rating elements are now placed on another position to gain more focus.



## Qualitative User Testing

# UX Lab Testing

To make sure my assumptions were correct, I created a user testing scenario in our own build user experience laboratory.

Therefore we invited 10 different users of our focus group and asked them to try our new and old product whilst they're being filmed and observed live.

One room was prepared for the participants with cookies, drinks and three different devices - desktop, tablet and mobile.

The observers (Product Owners, UX-Designers and everyone who was interested) were sitting in another room and monitoring how the user behaved. During the interview, we gave some tasks to the participant and a moderator guided him through the process.

In the meantime, all the spectators noted down everything interesting and pinned the walls of their room with post-its.

There was a clear winner, so we decided to test the results within an a/b test.

## First Insights - 100% Live



262 %

Click Through Rate



56%

SRP Sessions Conversion Rate



2 %

Add to Basket



136%

Product Detail Page Sessions Conversion Rate