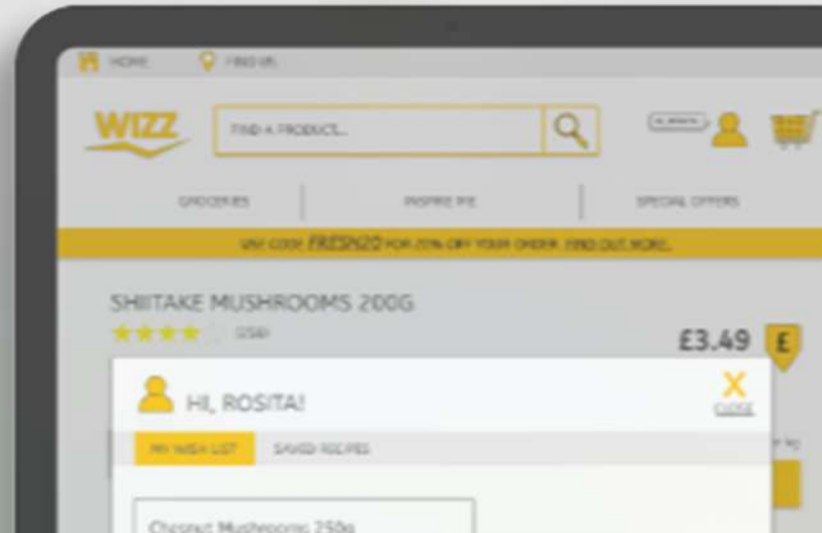
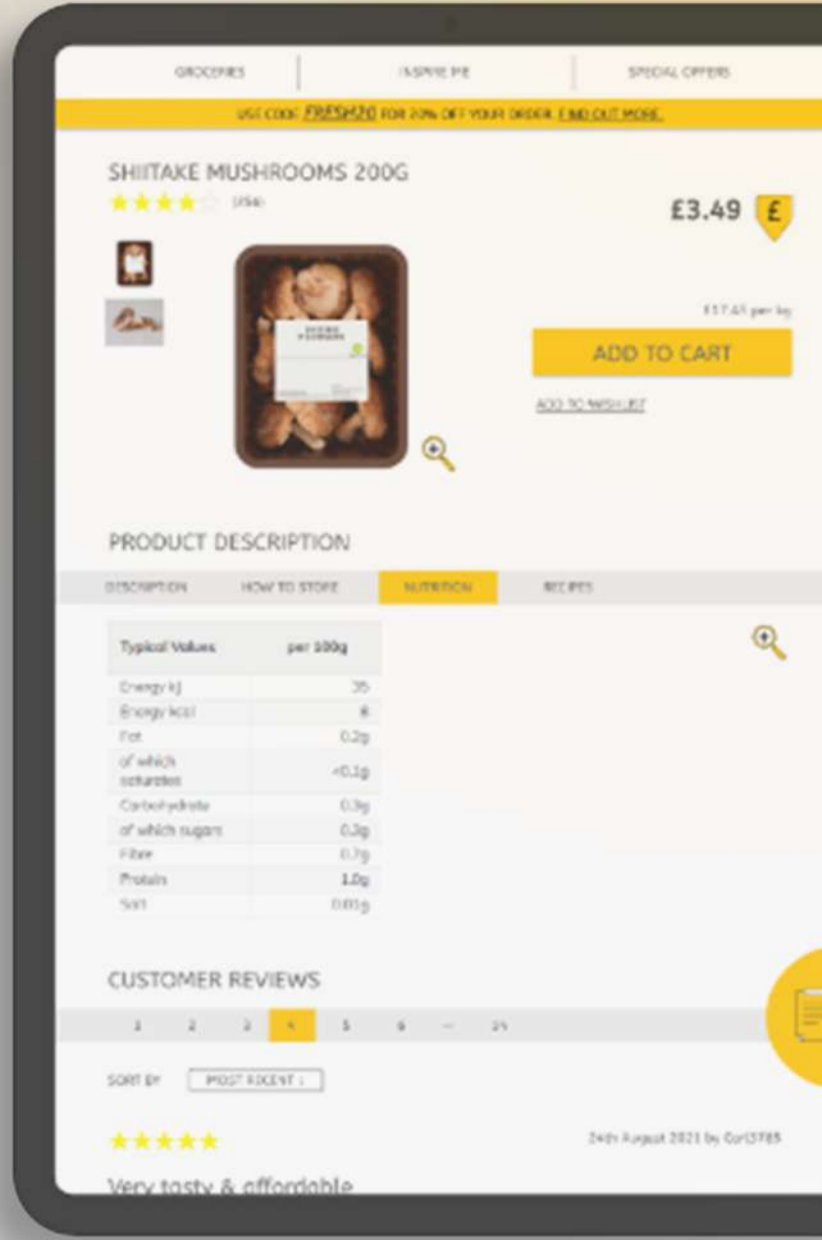
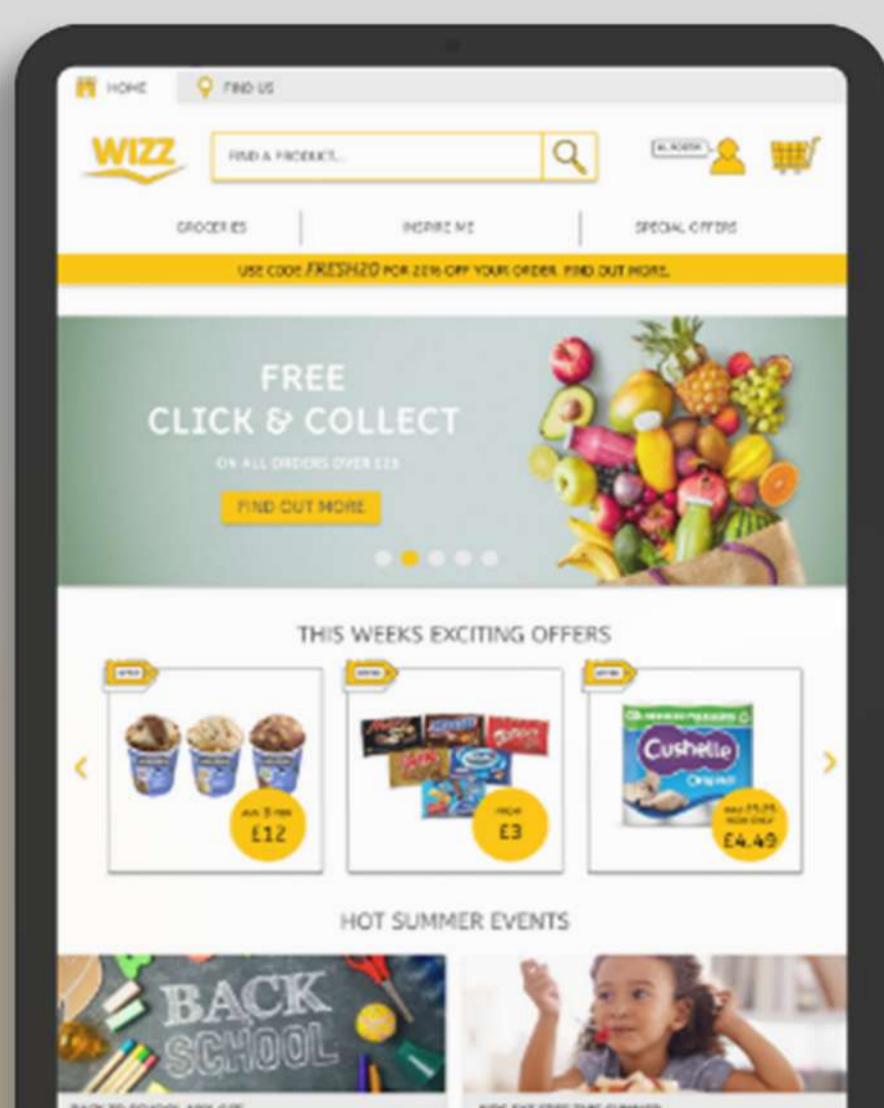




groceries for less.

UX/UI E-Commerce Site 2022



PROJECT OVERVIEW

DURATION
JULY - AUGUST 2022

Wizz Groceries was designed as an online e-commerce store, providing customers with a faster, more personalised experience while shopping for groceries online.

The problem

Existing grocery stores were not accessible to all customers and were not offering a fast, exciting & personalised experience for users.

The goal

To create a welcoming website which allows customers to quickly purchase groceries whilst offering a personalised experience to inspire and attract each user.

My role

Research, Wireframing, Prototyping, UX/UI Design.



THE DESIGN PROCESS



1 EMPHASISE

Competitive Analysis

As a part of my research, in order to explore how existing online grocery stores operated, I conducted some analysis on some major competitors.

My findings showed that, whilst these competitors were highly successful due to their brand, they did not all offer accessible features and a personal experience for each individual user.

Target Users

- Existing users of online grocery shopping.
- Inexperienced users who only shop in store.
- Users with an impairment, making online shopping difficult.

| | ALDI | Sainsbury's | ASDA | TESCO | Iceland |
|-------------------------------|---------------------------------------------------------------------|-----------------------------------------------------------------------------|----------------------------------------------------------------------------|---------------------------------------------------------------------------|---------------------------------------------------------------------------------|
| SIGN UP EXPERIENCE | Easy to find, straight forward | Easy to find but left straight forward | Easy to find, straight forward | Easy to find, straight forward | Easy to sign up but a bit slow |
| PRODUCT RATINGS | No | Yes | Yes | No | Yes |
| ACCESSIBILITY FEATURES | No | No | No | No | No |
| SEARCH BAR | Categories, no prediction feature | Simple stand alone search only, no categories | Categories, simple search function, no prediction | Categories, simple search function, no suggestions | Predictable search bar function |
| PERSONAL OFFERS | Yes, on my profile page | No personalised offers | No personalised offers | No personalised offers | Yes, as its own category |
| STRENGTHS | -Whilst -Descriptive product page -Strong brand presence | -Bold call to action button -Strong brand presence -Attractive offers | -Whilst -Strong brand presence -Attractive offers | -Well layed out -Strong brand presence | -Whilst -Many attractive offers |
| WEAKNESSES | -Too much going on -Visual clutter making it hard to find things | -Basket not very visible or accessible | -Out of stock items still displayed -Profile page not very personalised | -Hard to find basket -No reviews on products -Unrelated suggestions | -More visual than relevant encoscopy -Offers randomly placed not categorised |

Analysis of existing market competitors

Research Goals

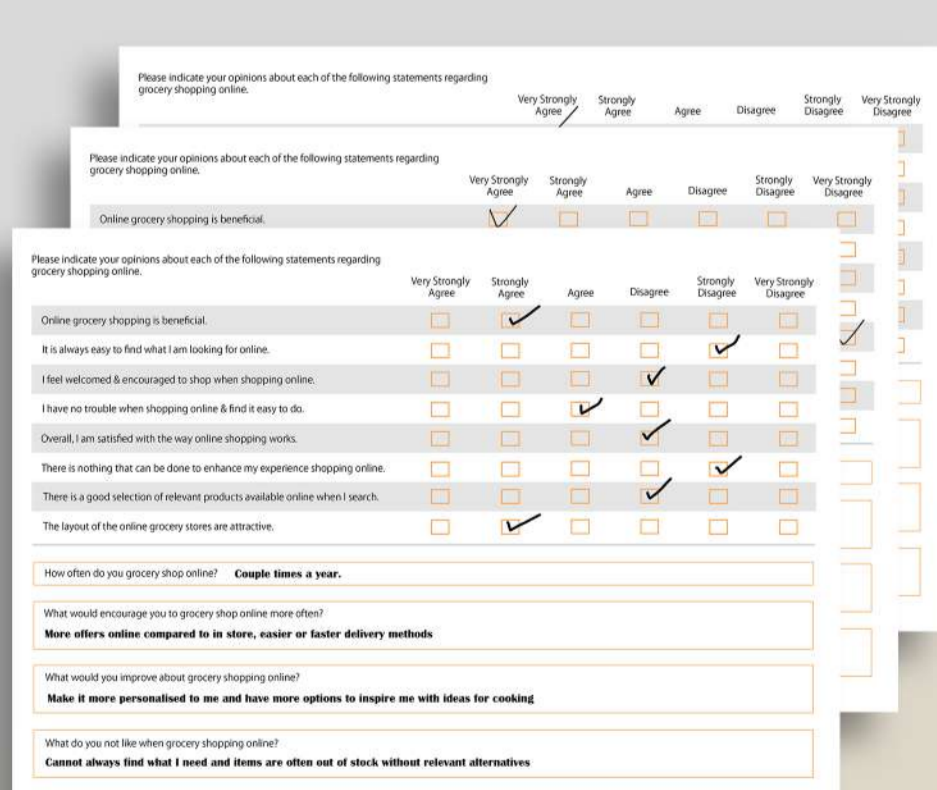
- 1 Explore current users of online grocery stores.
- 2 Learn more about users current experiences with existing grocery stores.
- 3 Discover what would enhance the online grocery store shopping experience.

User Research

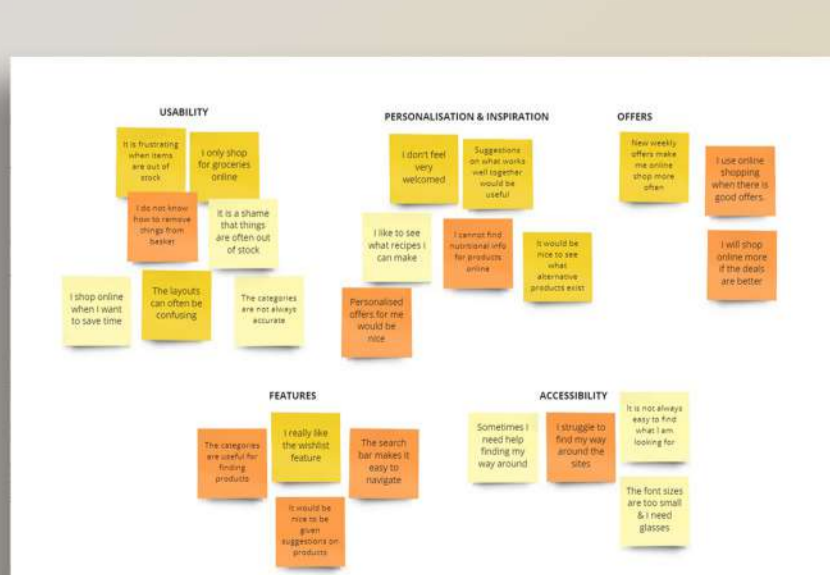
I conducted a survey to evaluate current user experiences with online grocery shopping and used my findings to create an affinity map comparing the existing competitor features and issues.

This helped me to understand what was missing and to analyse what else the users wanted. The user group I focused on was adults who primarily ordered groceries online.

Research revealed that most of the online grocery stores did not feel personal enough for users to be encouraged to buy more and that they were not very accessible for users with an impairment. Other problems included that users sometimes had trouble finding the right product or complimentary products.



Survey: Online grocery shopping



Affinity Diagram grouping survey results

"It would be nice to be greeted with a more personalised experience when shopping online."

Quote from user from survey

Key Pain Points

- 1 **SEARCH**
The search feature is not user friendly or predictable so it can be hard to find products.
- 2 **ACCESSIBILITY**
Existing platforms are not equipped with assistive technologies for those with visual impairments.
- 3 **PERSONALISATION**
The existing sites are not welcoming or personalised enough to encourage upsell.

2 DEFINE

User Personas

Using the data gathered from the user survey, I defined two user personas: Charlotte & Mohammed. Both of these users formed the centre of the website development process, helping me to shape and to define the main features of Wizz.

User Personas

Persona Summaries



Charlotte

- Working mother of 3
- Enjoys cooking for her kids
- Wants a more personalised experience



Mohammed

- Lives with family
- Visual impairment
- Language barrier
- Wants a more accessible way to order groceries online

User Stories

As an office worker with 3 children, I want to be able to find new recipes related to my groceries so that I can save time looking and can cook more exciting meals for the kids - **Charlotte**

As an immigrant who lives with my family, I would like a more accessible and user friendly site so that I can more easily find my way around online grocery stores - **Mohammed**

“Ordering groceries online is a great thing but it’s a shame websites are not accessible to everyone.”

Quote from user during survey

Storyboards

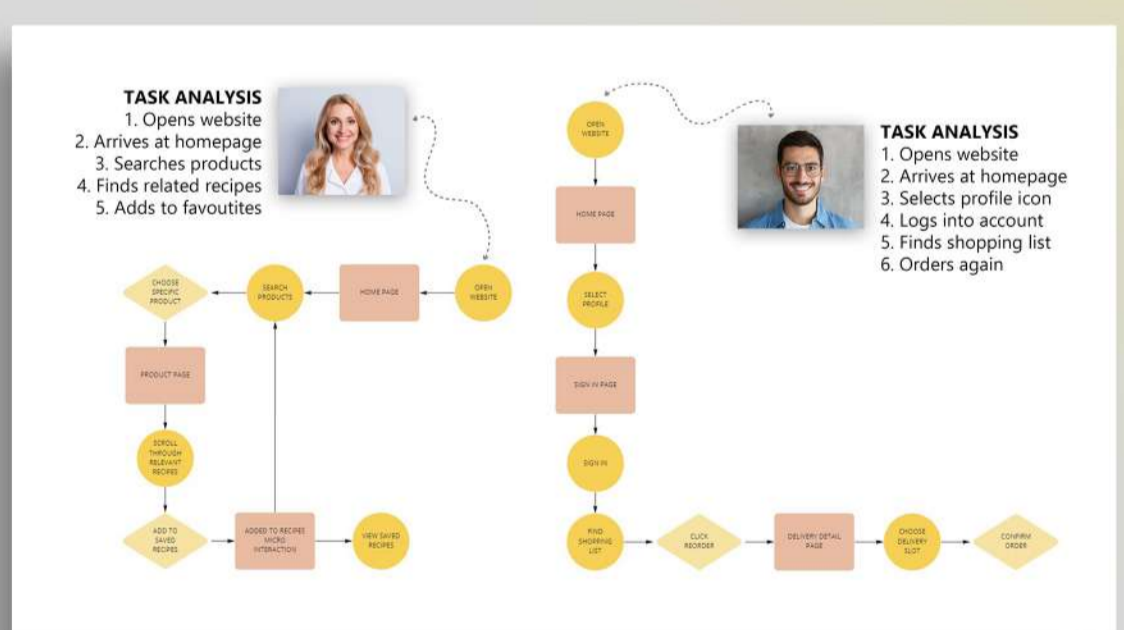
After identifying and creating user personas, I created visual representations of each users experience with Wizz. I did this by sketching storyboards for some primary tasks on the website. This helped me to understand how Wizz features will help each persona in a different scenario.

User Storyboards

User Flows

Together, the user stories & flows helped me to share and to define the actions my different personas would take whilst using the Wizz site.

These scenarios allowed me to predict what kind of actions my personas would take or what tasks they would potentially struggle with, helping me to keep my design focused on the user.



User flows for my personas

3 IDEATE

Sitemapping

I used my user research to organise the information I had gained into a site map. This was refined by conducting a card sorting exercise with 5 potential users, helping me to organise the pages of my website.

| | Header | Footer | My Account | Product Page | Unsorted |
|-------------|--------|--------|------------|--------------|----------|
| Search | 5 | | | | |
| Groceries | 5 | | | | |
| Offers | 4 | | 1 | | |
| Find Us | 2 | 2 | | | 1 |
| Contact Us | 4 | 1 | | | |
| My Wishlist | 1 | | 3 | 1 | |
| My Recipes | | | 5 | | |
| Recipes | | | | 3 | 2 |
| T&C | | 5 | | | |
| FAQs | | 5 | | | |
| Delivery | | 5 | | | |
| About Us | 2 | 3 | | | |
| Follow Us | | 3 | | | 2 |

Card Sorting Matrix Results



Site mapping diagram

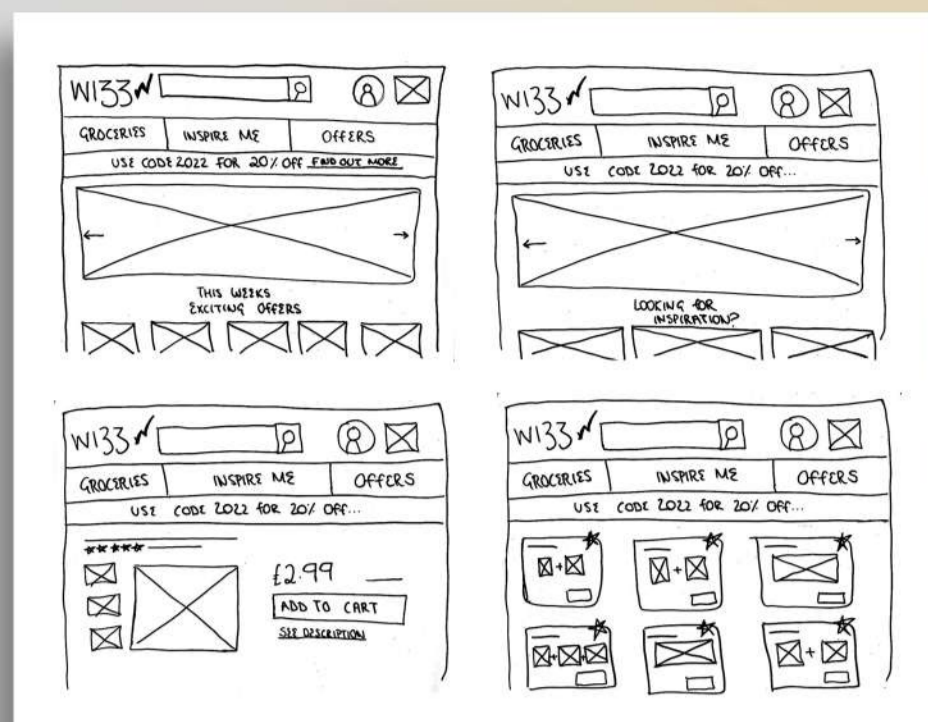
4 PROTOTYPE

Low Fidelity Wireframes

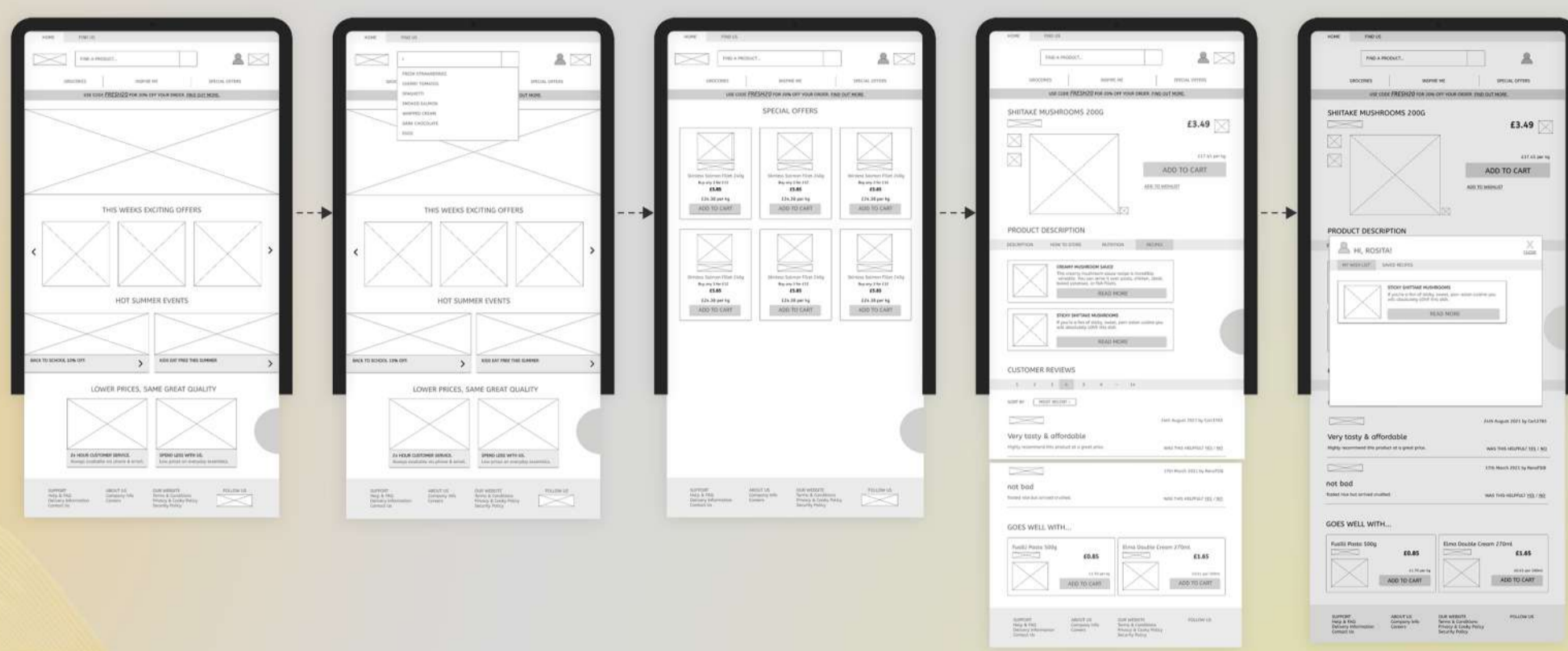
Using each user flow as a guidance, I created some quick sketches of key landing pages in their journeys. I made sure to focus on the user needs to enhance accessibility and usability of the design. This helped me to visualise the basic layout of the website.

Digital Wireframes

More detailed digital wireframes were then created in order to test the prototypes. These included the written content and were a more accurate reflection of the final website layout.



Low Fi wireframe of key landing pages



5 TEST

Test Goals & Objectives

Throughout the design process testing was conducted to explore the way new users interacted with and navigated around the website for the first time.

Testing Goals

1

Observe & note how users navigate around the website & if they can find what they are looking for

2

Analyse any frustrations or errors made while users are finding their way around the website

3

Determine if the users understand what the website is offering & to see how they feel whilst using it

Test Results

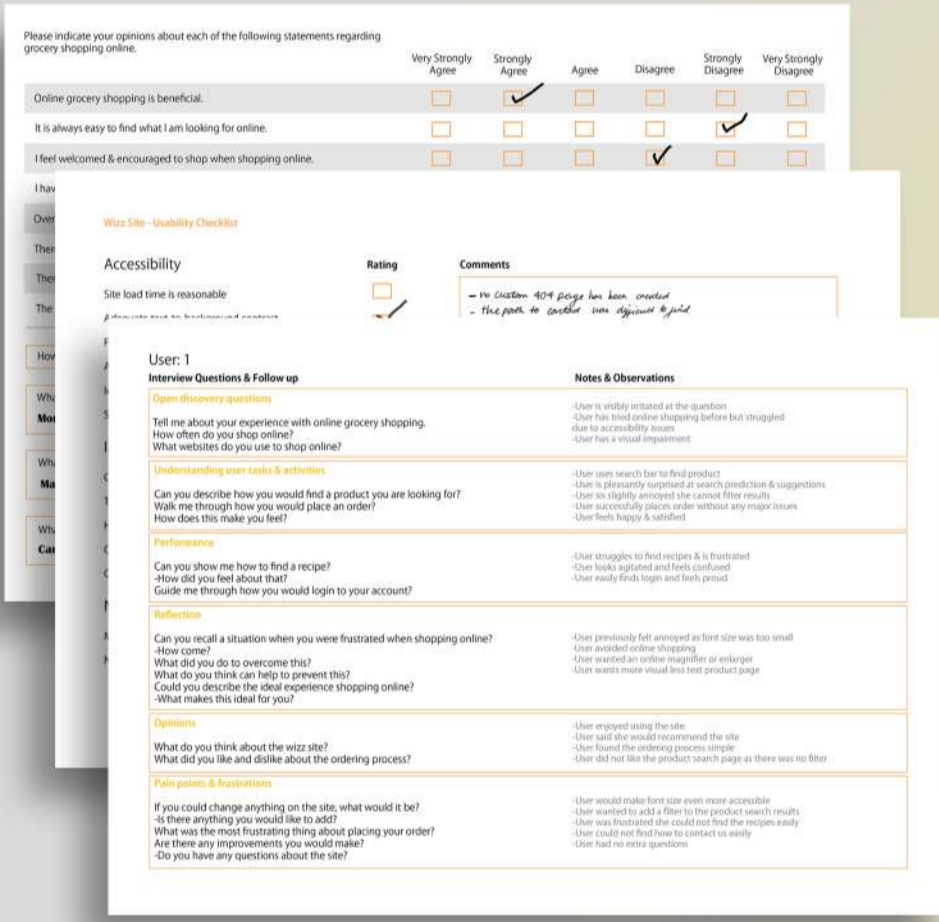
- No filter option on the product page
- Struggling to find home page/ back button
- Users clicking profile to look for Contact Us page
- Users struggling to find saved recipes in Profile

Learnings

- I spent a lot of time figuring out a colour palette for the website but I realised by mood boarding I was able to figure out what colours would represent the brand and message I wanted to get across.
- I overcomplicated the project at first by trying to incorporate many features but it contradicted the direction of my website. I realised it is important to reduce clutter and to keep the user as the main focus point.

Potential Next Steps

- Points system leading to more personal offers
- Blog for customer interaction/ inspiration
- App for faster & easier shopping on the go



THE DESIGN LANGUAGE

LOGO ON WHITE

LOGO ON DARK

CONTENT EXAMPLE

COLOURS

#ff0000

#fec401

#5a5a5a

#ececbe

ICONS

IMAGERY & PATTERNS

ADJECTIVES

ENERGETIC!

Clean *Welcoming*

INFORMATIVE

UI Moodboard

