



CASE STUDY

ABOUT ECOMMERCE RETAILER

An online shopping e-market website to buy clothes, shoes, dresses and other such accessories and apparels from eminent brands. The client had seen our work and held high expectations right from the start.

THE BRIEF:

Being a high fashion website that is accessible across Australia, excellent design, and seamless user experience was non-negotiable. Our customer was facing challenges like poor user experience, moderate design and difficulty in navigating the website. The additional ask was to add immense collection of categories, sub-categories, products of various brands that would fit in the new scheme of things. We had to make sure the website didn't look clutter and finding information was as easy as it gets.

CHALLENGES:

Client needed help in re-engineering their UI framework that should be responsive and robust in providing rich user experience. We recommended MVC UI framework (AngularJS) as it covered the UI and consumption of API. We built a strategy and utilised it in creating prototype. High fidelity wireframes were planned with intricate details and functionality portraying our customer's vision clearly.

OUR SOLUTION:

Conceptualization

We started with Conceptualization phase. For, every great design starts with this step. The website was thought out to be friendly to both buyers and sellers. We made sure that no page on the website ignores the other. Easy navigation, expected categorization and pleasant to browse.

User Interaction

We surveyed numerous e-commerce websites, especially those from Australia to understand user behaviour. We charted an elaborate User Interaction Visualization to help us gauge how we want the users to navigate through the website and get what they

want with minimum number of clicks, through to checkout. This exercise never fails to deliver. We decided on using white background, grey and black font colour to give the website a solid, elegant look. Style guidelines were devised.

User Experience

The UX. It all comes down to this. The experience the website offers its users. We dug deep fine-tuning the usability and accessibility of the design. We wanted users to stay where we wanted them to stay longer, soak in the beauty of the product in offer, provide the necessary information they need to make a decision to buy and quickly take them through the payment process.

Wireframing

Before we put on our viewing glasses, we put pencil on paper to sketch low-fidelity wireframes for all the pages of the website. This was then submitted for client approval. Wireframing becomes crucial when you need to give the client a prologue of what they are going to get with the design and for our own understanding of the workflow and reference purposes. It removes the element of surprise, no going back and forth, reducing wastage of valuable time, which can be instead used to better the design.

Design

The final step. But one that takes chunk of the time. We used our skills in Photoshop and illustrator to design exactly what we conjured up in the wireframe. We welcome you to see the result.

TIMELINE:

1.5 months

RESULTS:

The newly designed e-commerce portal boasted of personalized content and a seamless User Experience.

- Higher User Engagement: 40% increase in customer visits within 3 months
- Improved User Satisfaction
- Eliminated navigation flaws

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