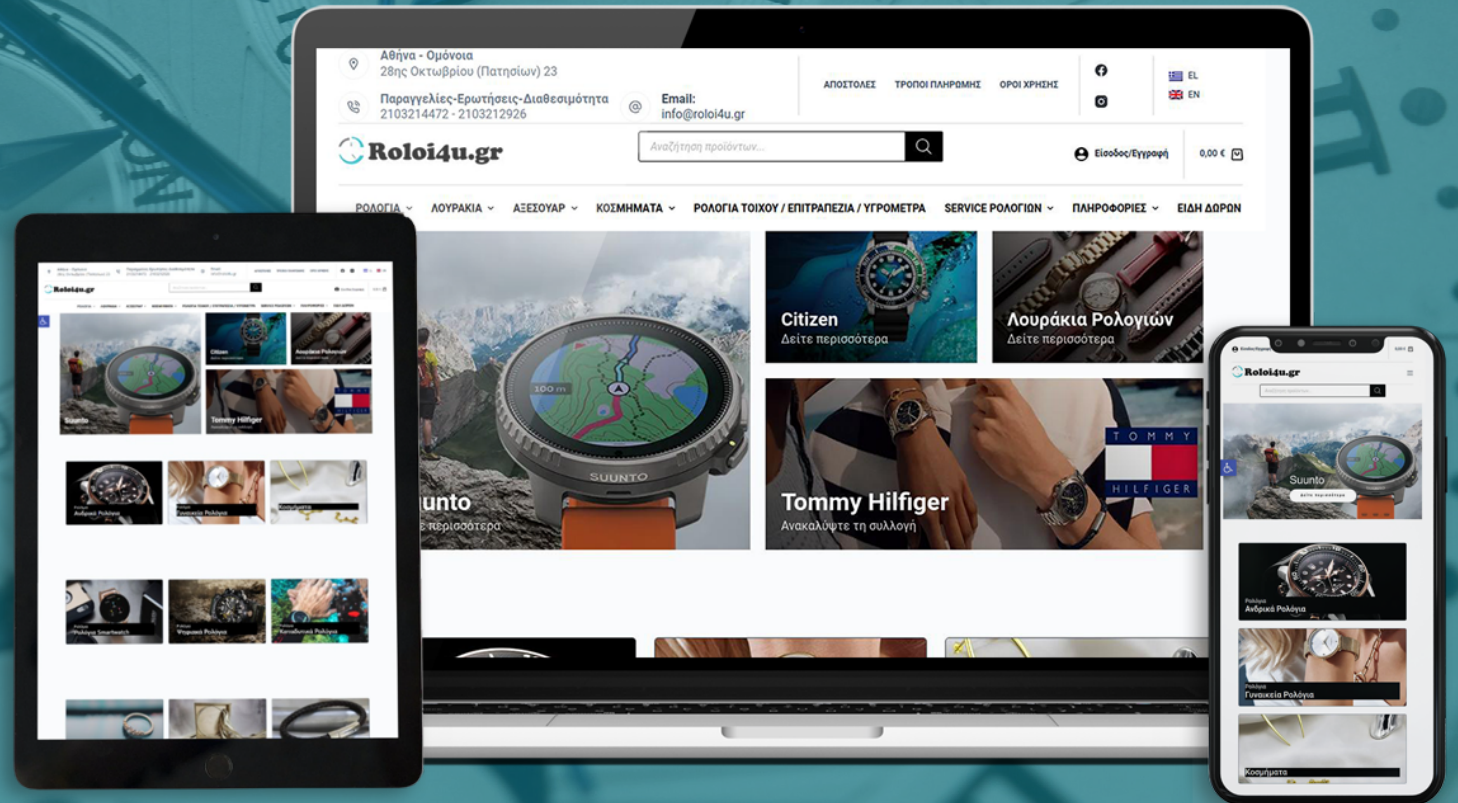


# Design a Watch e-commerce responsive website

George Lakafosis





## About the Project

Roloi4u.gr is a watchshop in central Athens for over 30 years. With a long tradition in the field of watches, the management of the company made the decision to modernize the online store with an emphasis on access for customers with visibility issues



## Project duration

The project duration for the e-commerce website rolou4u.gr is estimated to be approximately 3 months, starting from November 2021 and ending in January 2022. The timeline has been carefully planned to accommodate various stages of research, prototyping and testing to ensure the website seamless functionality and user-friendly experience



## Problems

- Migration from another CMS (Joomla) to a different CMS (Wordpress) with all data
- Re-write code and new design for the accessibility for people with disabilities to the standards of WCAG AA



## Goals

- Improvements and fixes to the User's Journey Map
- Totally new design with emphasis in responsiveness and accessibility



## Responsibilities

Design Strategy

Problem Solution

User Research

User Persona

User Flow

Customer Journey Map

Accessibility

Information Architecture

Wireframes

Pain Points

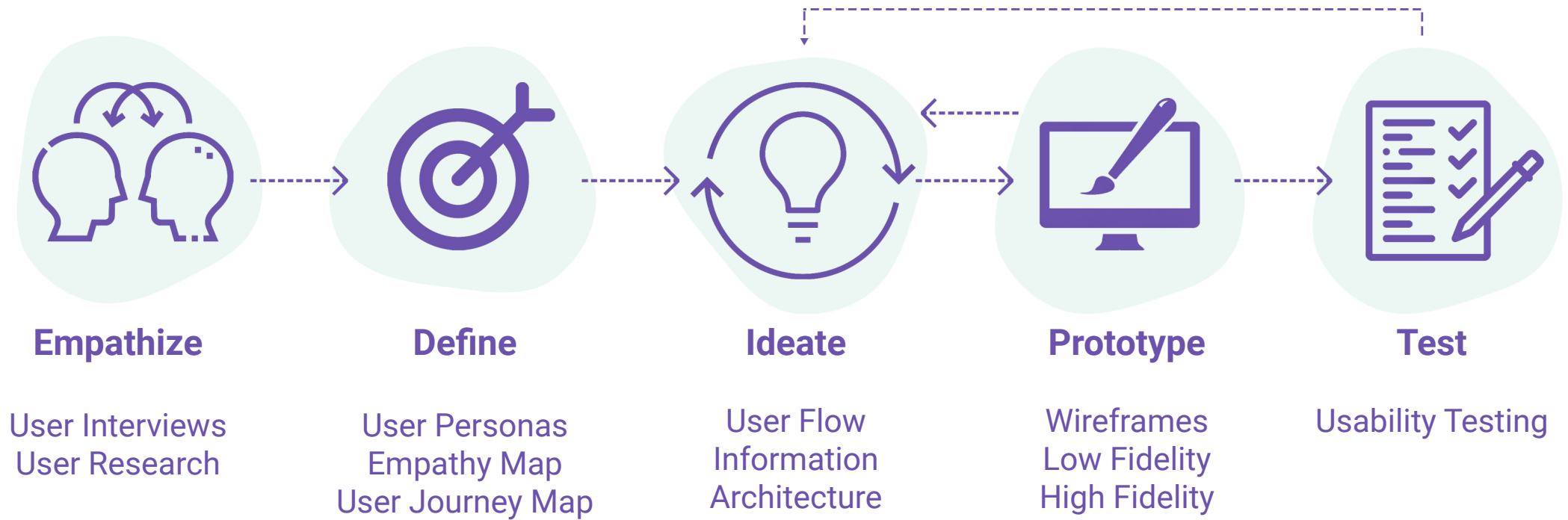
Prototyping

Mockups

Usability Study

Usability Testing

## Design Process







## Empathize Phase

### Qualitative Research

I conducted phone interviews with ten prospective consumers to learn about the difficulties they encounter in the process to order the watch and watch accessories they want. The collection of sample questions is below

- How often do you wear a watch?
- How often do you order a watch or watch accessories?
- Where do you buy your watch and watch accessories from?
- How often do you need watch service?
- Which device do you use in order to buy a watch watch accessories?
- Do you have vision disability?

#### Important conclusions drawn from the interviews

- 80% of interviewees wear a watch
- Customers prefer to buy 1 to 3 watches per year
- Most of the customers prefer a certain store to buy watch and watch accessories
- Customers use to visit the watch they prefer beside the fact that they order online
- All the watch owners go for watch service at least 1 time per year
- Smartphones are the main device that being preferred for order and online surfing to the watch stores
- Most of the customers have vision problems (myopia, hyperopia, astigmatism, colorblindness)

## Define Phase

### Personas

Using the information gathered from the interviews, I developed a persona that embodies the perfect application user. The persona provided me with a comprehensive insight of the user's objectives, difficulties, and personality, which helped me come up with better solutions.



### John

**Age:** 33

**Education:** University

**Occupation:** IT Engineer

**Status:** Married, 1 child

**Location:** Athens

John is an IT Engineer in a company. He is married, has 1 child and lives in central Athens, Greece. John buys at least 2 watches every year as he owns an abundance of watches of all kinds such as luxury, fashion, diving and sportwatches. He spends a lot of time on his smartphone looking for new models. John has an increased degree of myopia and struggles with reading on his smartphone. He wants to have the ability to shop online and adjust the size of letters and images to the level he can see clearly.

*"I want to find a trustworthy watch shop and have a pleasant browsing on their website"*

### Goals

- Buys at least 2 watches per year
- Shop Online from his smartphone
- Prefers to shop watches from stores near his home in central Athens
- Want to have the ability to read more clearly while he is browsing in a website

### Frustrations

- Wants to have a certain stores that he can buy watches accessories and do watch service
- Scattered watch market with trustworthy stores
- Want to have the ability to read more clearly while he is surfing in a website



## Define Phase

### Empathy Map

The goal of this procedure was to provide a clearer definition of the target audience and to show their demands and behaviors. I was able to understand their ideas and feelings better because to empathy mapping. The information in the empathy map is derived from user interviews.

#### Says

- "He wants to find a trustworthy watch shop"
- "He wants to have a pleassant browsing on the watch websites"
- "He spends a lot of time on his smartphone looking for new models"

#### Thinks

- There is a Scattered watch market with trustworthy stores
- If this website has the ability to adjust the text it will be awesome
- I hope I can find a variety of watch brands and accessories



#### Does

- Buys 1 to 3 watches per year
- Browsing every day online searching for watch models
- Tiring his eyes by using his smartphone

#### Feels

- Frustrated by tiring his eyes while shopping online
- Trust to certain stores
- Happy by buying a new watch

# Define Phase

## User Journey Map

### Persona: John

Goal: Order online watches and watch accessories through a website that don't cause him eye strain

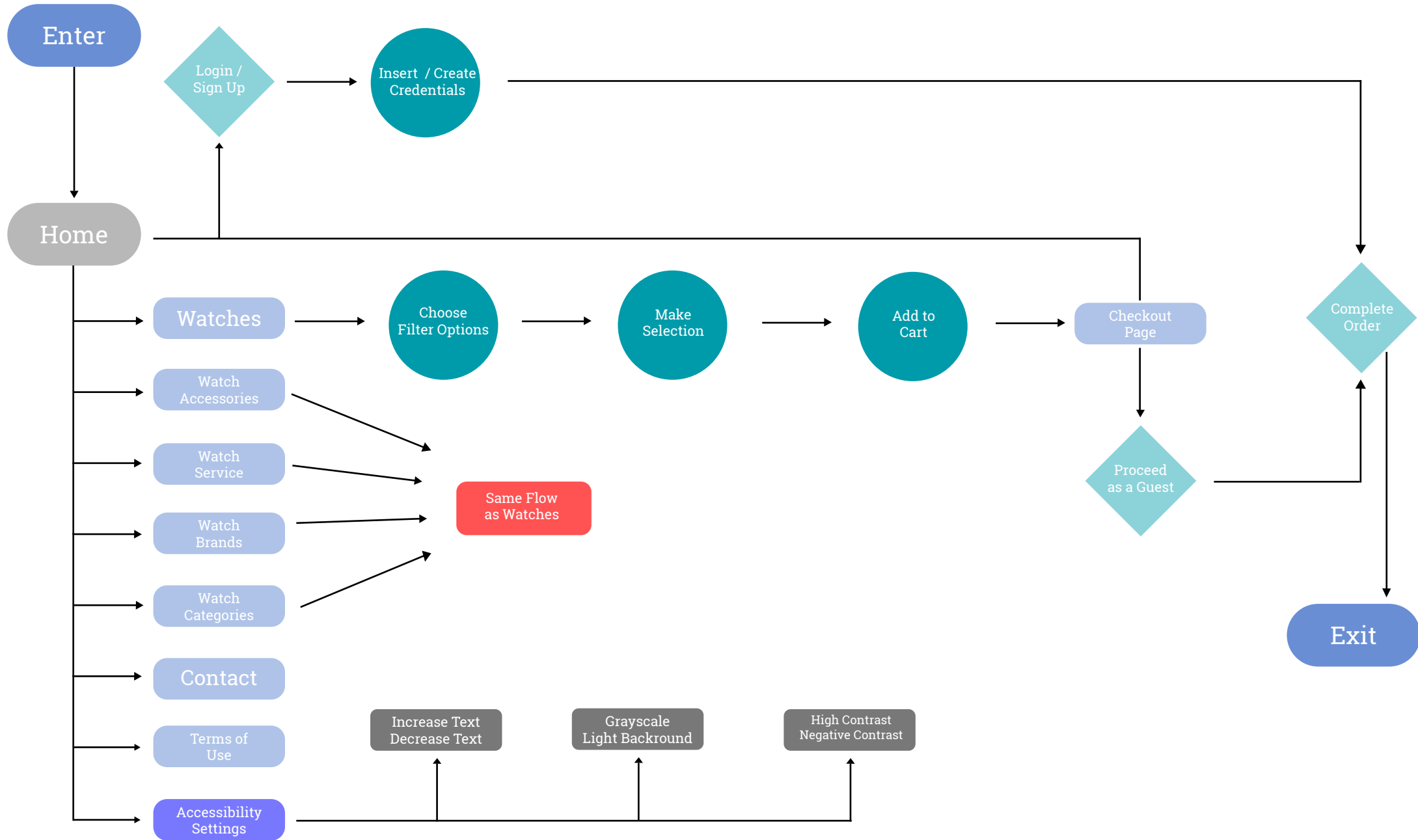
ACTION	Determine there is a need to buy a watch	Go to roloi4u.gr	Adjust the accessibility settings	Select the products he wants to order and add them to cart	Go to checkout page and insert customer info or already logged in	Select way of shipping and way of payment and complete the order
TASK LIST	A. Identify that he wants to buy a watch product B. Accepts that he prefers the website roloi4u.gr C. Look for a way to order	A. Launch the website B. Make an account in the website	A. Change text and images size B. Change website brightness and contrast C. Change link underlines and greyscale	A. Look website categories B. Select the products he wants C. Add them to cart	A. Review the products he chose B. Give customer info C. If he already has an account go to next step	A. Choose way of shipping B. Choose way of payment C. Complete the order
FEELING ADJECTIVE	A. I want to order a watch product from my favorite store B. My eyes due to myopia getting tired when browsing via smartphone	A. I'm happy that I can find the watch products I need in this store B. I feel intolerance due to the size of text	A. I feel relief that I can adjust accessibility settings B. I'm happy that I will continue to browse to the website without tiring my eyes	A. Worry about the variety of the products and categories B. I'm happy that I can find what I want due to simple information architecture	I have almost made the order and I feel impatience	Satisfaction that I can select way of shipping and payment
IMPROVEMENT OPPORTUNITIES	Better SEO finding with special keyphrases	Accessibility key on website map	Settings explanations	Better product filters	System remembers account info	More choices of ways of payment



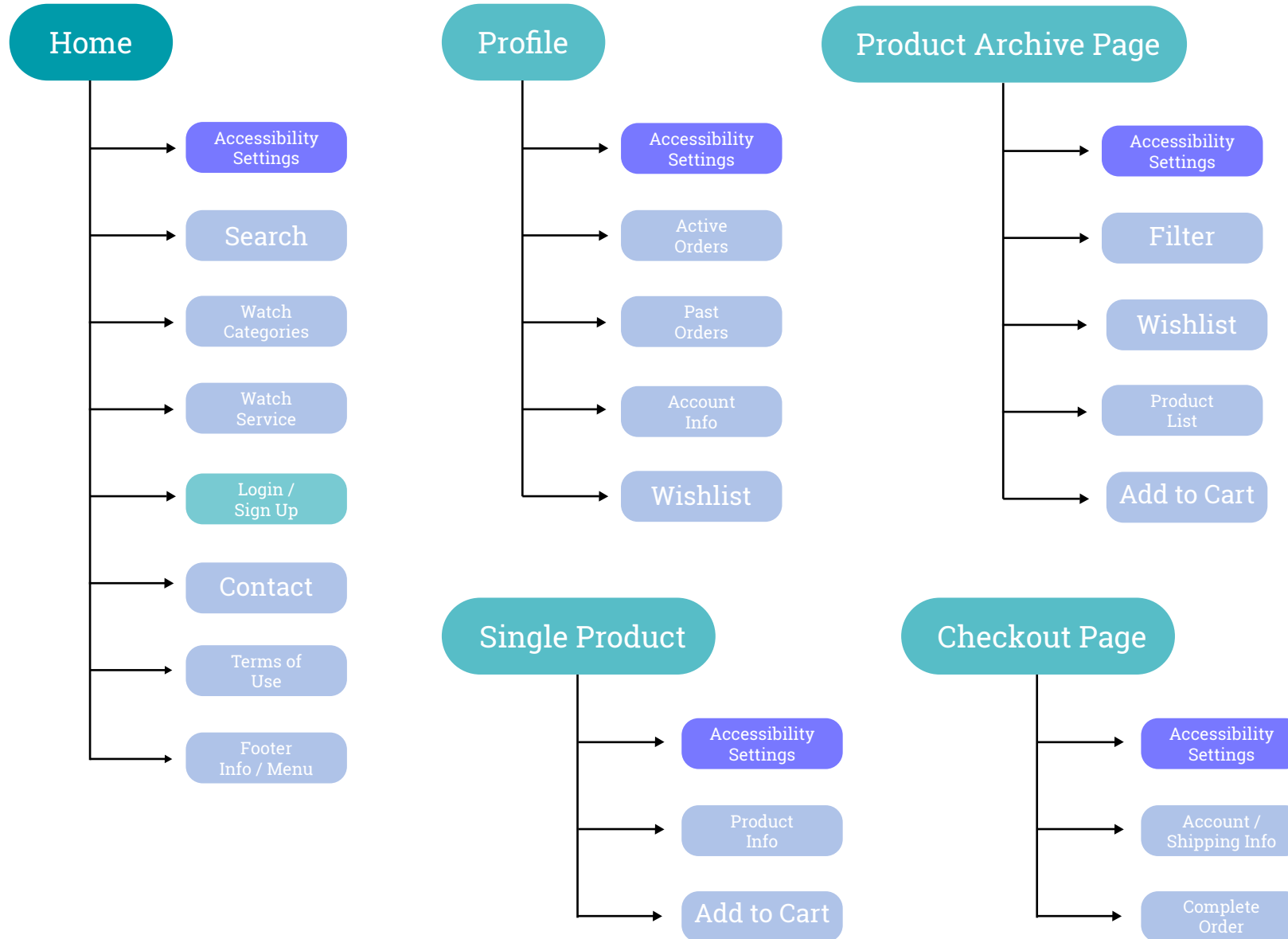
# Ideate Phase

## User Flow

We created a flow to illustrate how the user will navigate through the application.



Card sorting was used to group all of the features into distinct parts, which will aid in the information architecture's future organization.





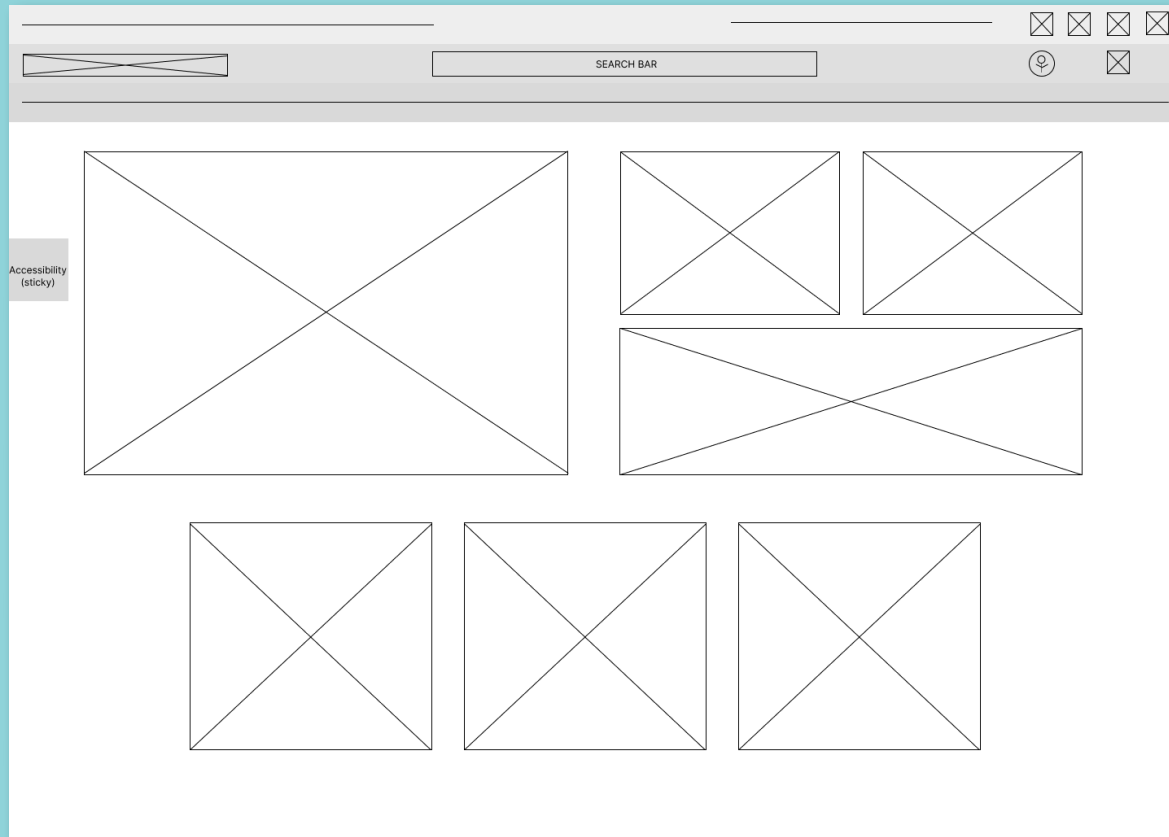


## Design Phase

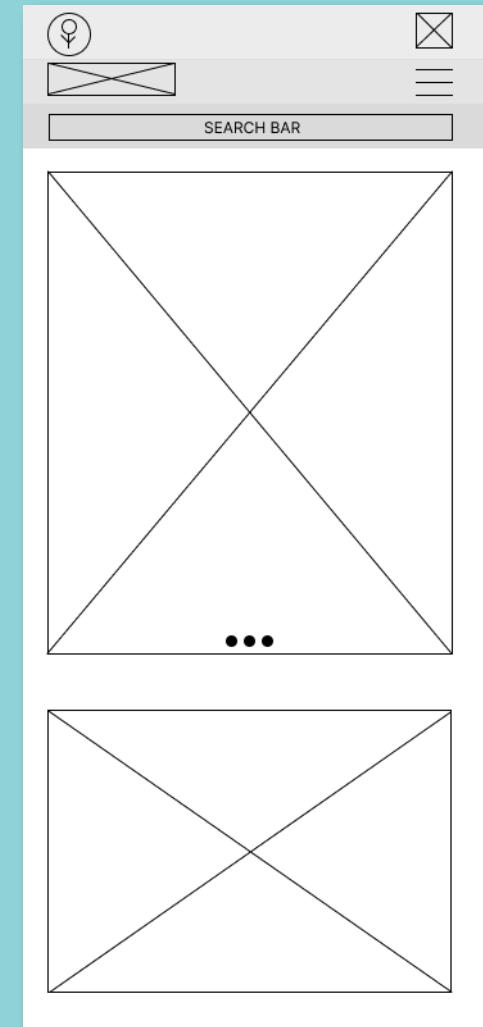
## Low Fidelity Wireframes

First I created the Low Fidelity Wireframes with Figma.

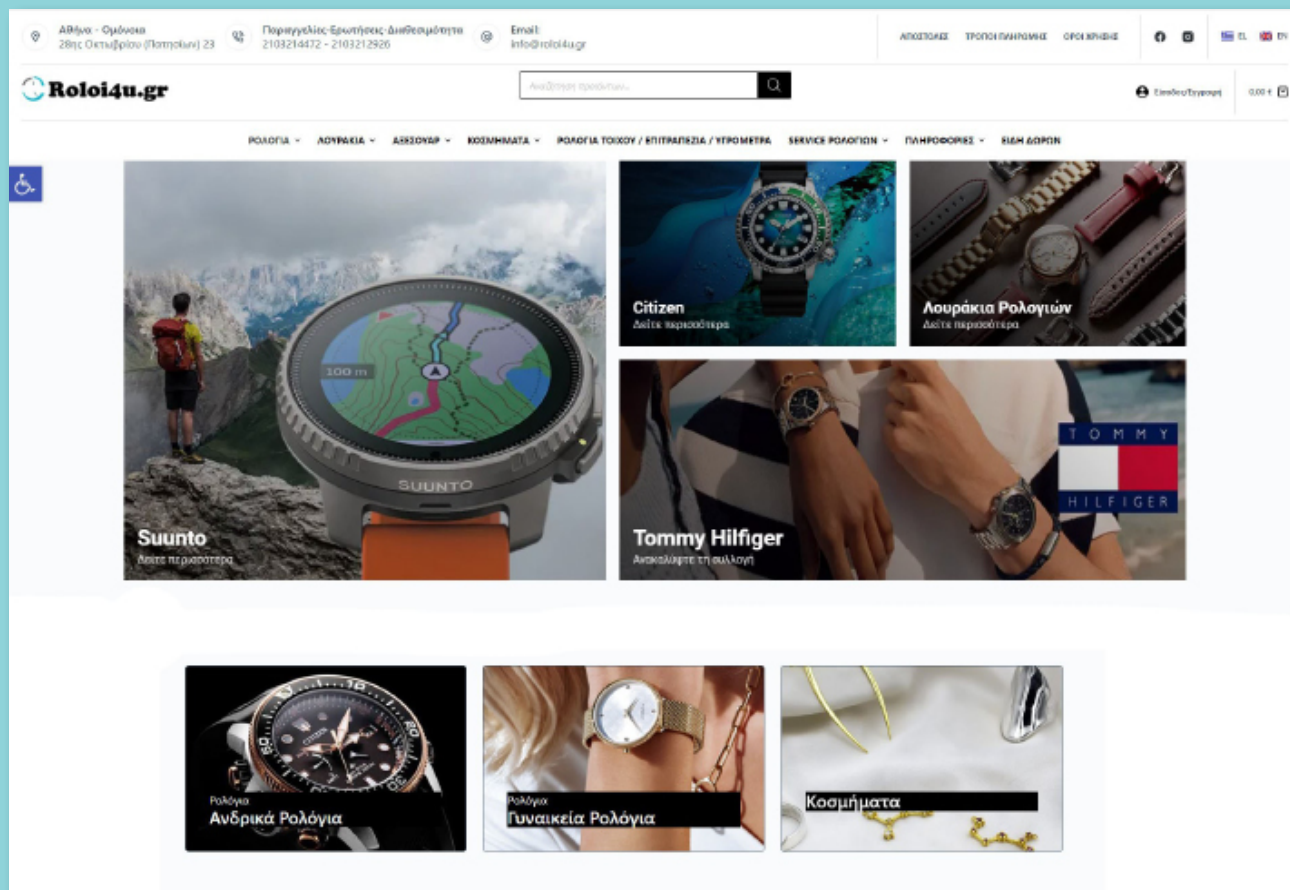
### Desktop Home



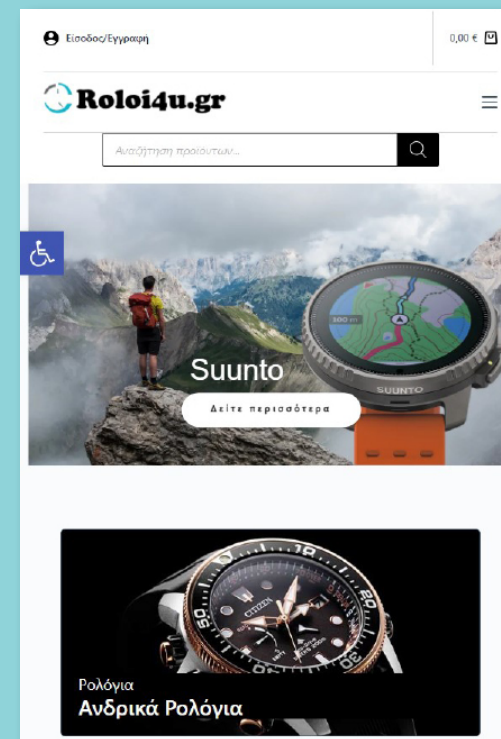
### Mobile Home



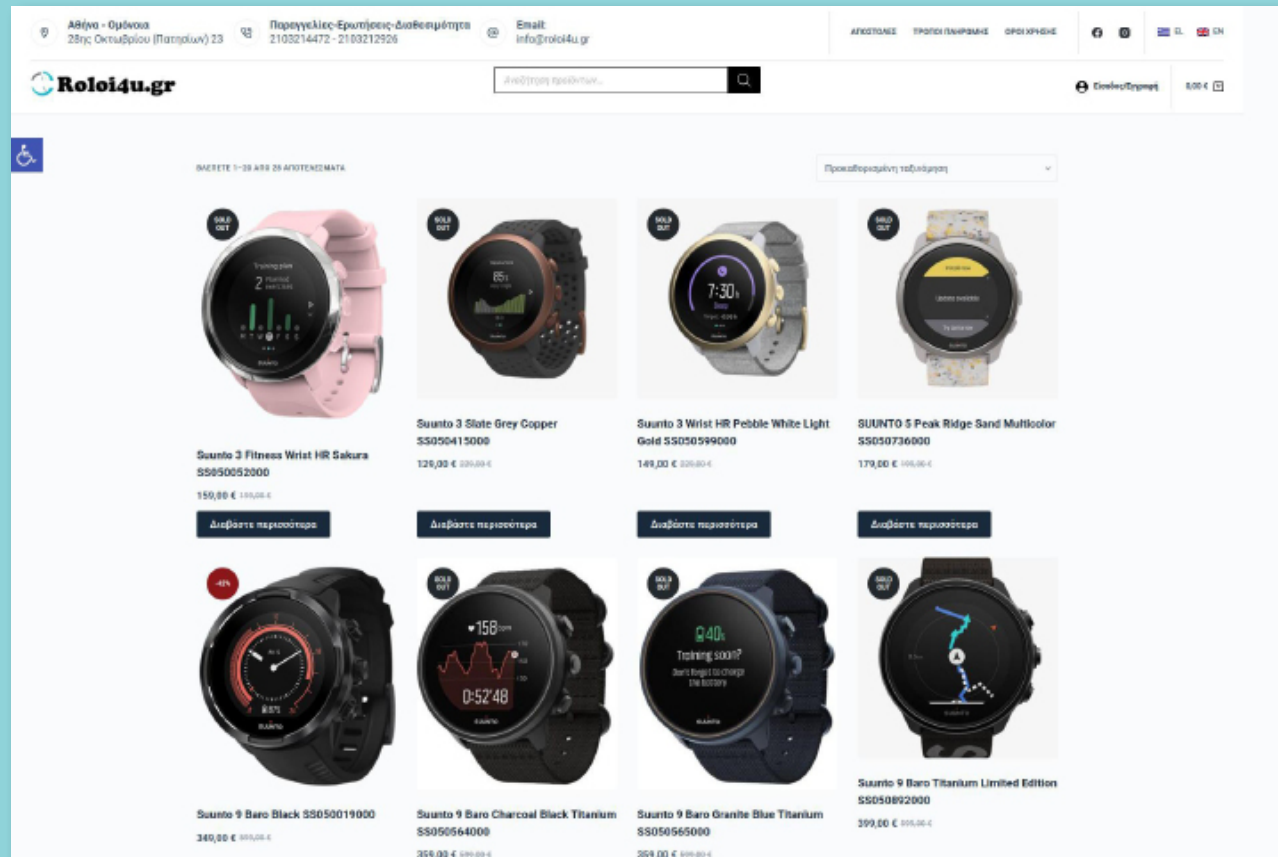
Desktop Home



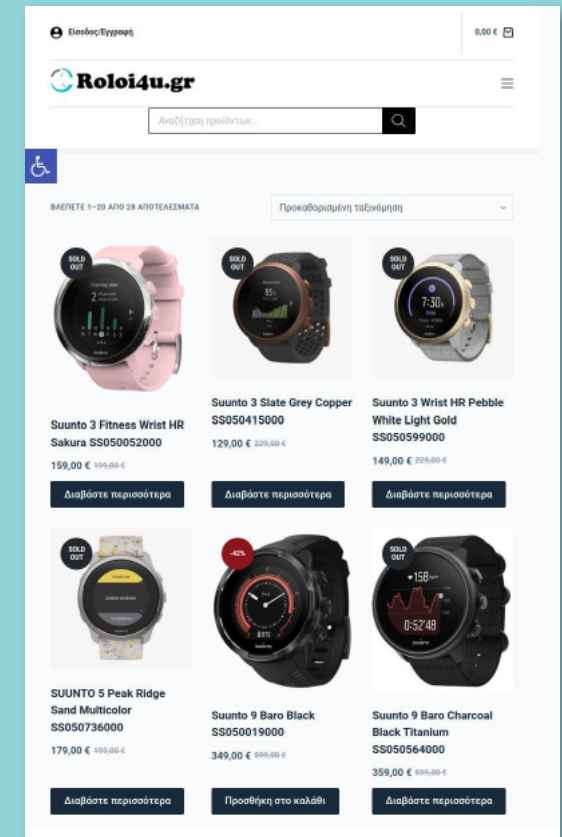
Mobile Home



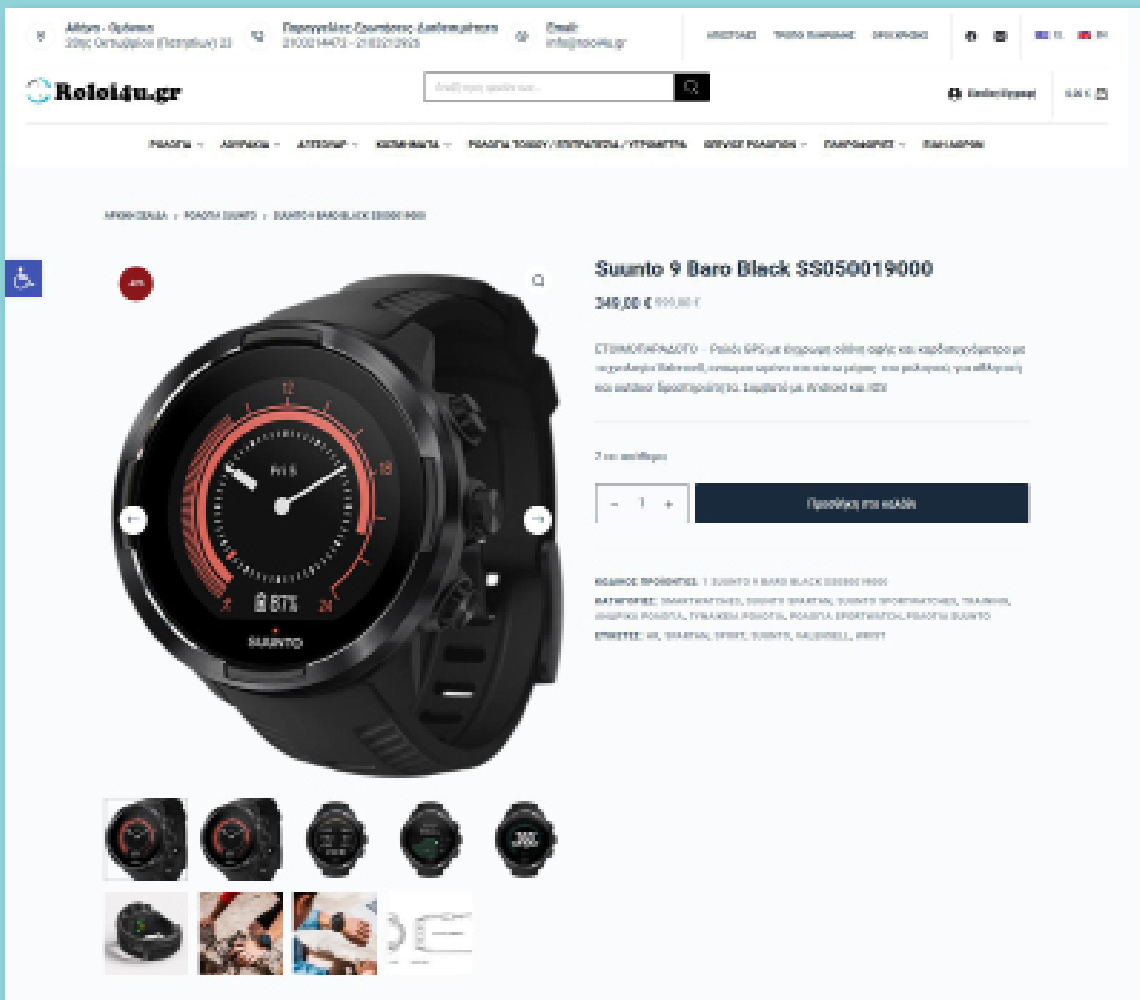
### Desktop Product Archives



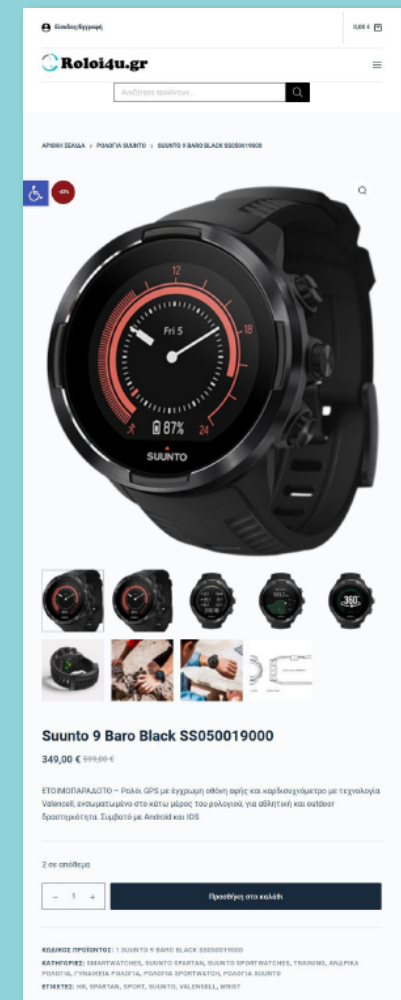
### Mobile Product Archives



Desktop Single Product



Mobile Single Product





### Desktop Checkout Page

The desktop checkout page features a top navigation bar with the Roloi4u.gr logo, a search bar, and a shopping cart icon showing 349.00 €. Below the navigation is a horizontal menu with categories like ΠΟΡΕΙΑ, ΑΡΧΙΤΕΚΤΟΝΙΚΑ, and others. The main content area is divided into three columns. The left column contains a 'Στοιχεία χρέωσης' section with fields for 'Απόδειξη / Τιμολόγιο' (radio buttons), 'Όνομα', 'Επίθετο', and 'Μόνο για Τιμολόγιο - Όνομα εταιρίας (προαιρετικό)'. The middle column is a 'Μεταγγραφή' table with columns for 'Προϊόν' and 'Υποολογία', listing items like 'Σταυρός Ρολόι Black 122007 6022 x 2' and 'Υφανένιο'. The right column contains a 'Μεταγγραφή' section with radio buttons for 'Απόδειξη / Τιμολόγιο με κίνηση και πιστωτικές κάρτες μέσω Facebook', 'Απόδειξη / Τιμολόγιο μέσω PayPal', and 'Επιστροφή Κεφαλαίου'. A 'Πατήστε εδώ για να συνδεθείτε' button is located at the bottom right of the page.

### Mobile Checkout Page

The mobile checkout page is a simplified version of the desktop page. It features a top navigation bar with the Roloi4u.gr logo, a search bar, and a shopping cart icon showing 349.00 €. Below the navigation is a horizontal menu with categories like ΠΟΡΕΙΑ, ΑΡΧΙΤΕΚΤΟΝΙΚΑ, and others. The main content area is divided into three columns. The left column contains a 'Στοιχεία χρέωσης' section with fields for 'Απόδειξη / Τιμολόγιο' (radio buttons), 'Όνομα', 'Επίθετο', and 'Μόνο για Τιμολόγιο - Όνομα εταιρίας (προαιρετικό)'. The middle column is a 'Μεταγγραφή' table with columns for 'Προϊόν' and 'Υποολογία', listing items like 'Σταυρός Ρολόι Black 122007 6022 x 2' and 'Υφανένιο'. The right column contains a 'Μεταγγραφή' section with radio buttons for 'Απόδειξη / Τιμολόγιο με κίνηση και πιστωτικές κάρτες μέσω Facebook', 'Απόδειξη / Τιμολόγιο μέσω PayPal', and 'Επιστροφή Κεφαλαίου'. A 'Πατήστε εδώ για να συνδεθείτε' button is located at the bottom right of the page.

### Usability Testing

I tested the prototype with FIVE representative users after the visual design was finished to determine how user-friendly the website is. The following tasks were assigned to the participants during the test, which took place over Skype video conversations, and I watched as they used the website.

- ✓ Sign Up into the website
- ✓ Navigate and find a specific product
- ✓ Proceed to order

#### Suggestions to make the experience better

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- Provide the possibility in the purchasing flow to add extra discount rules
- Smaller text could have its color made darker because it was harder to read
- An additional screen to show item added to cart was unnecessary