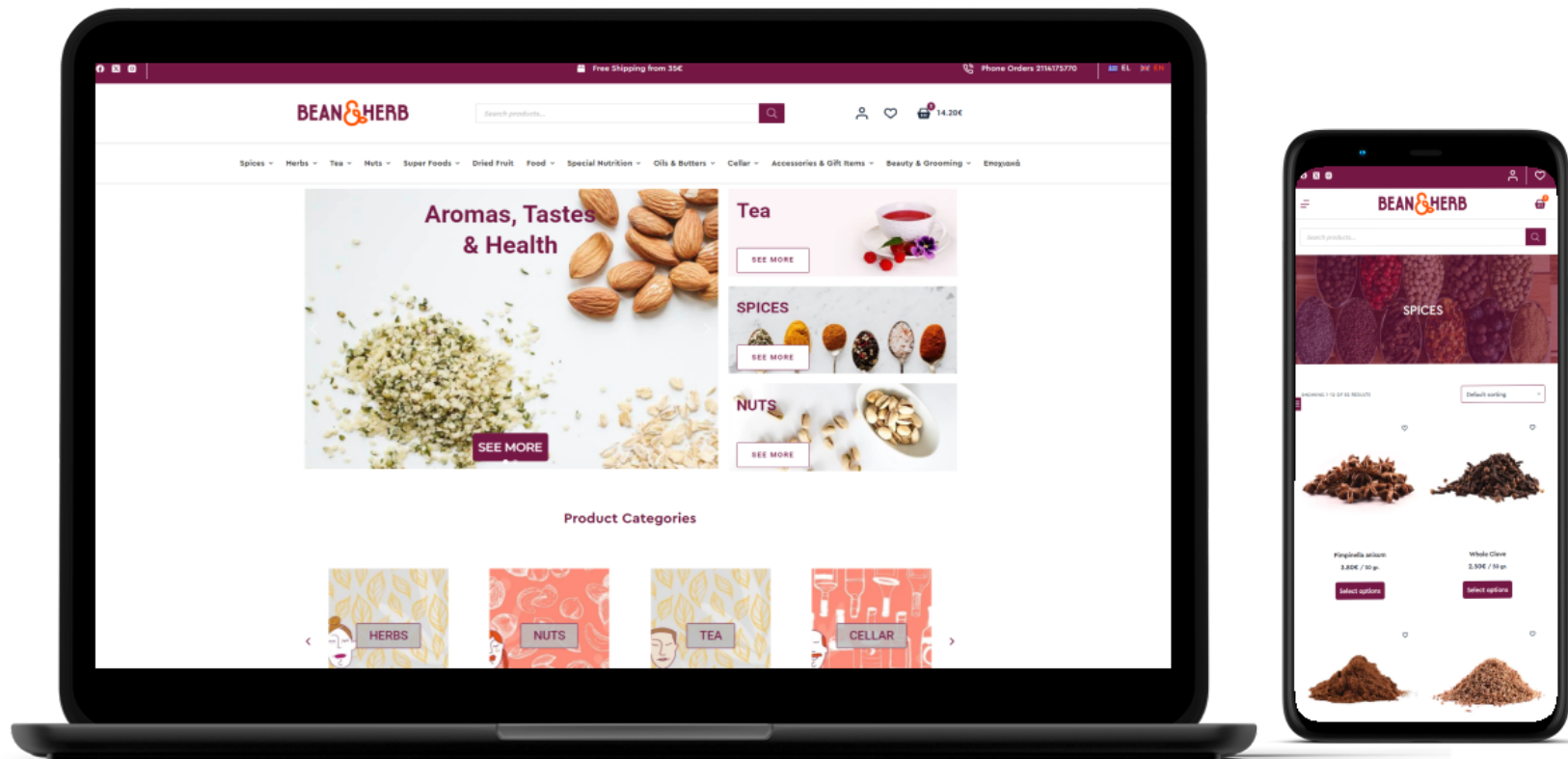


Design an e-commerce responsive website

George Lakafosis



About the Project

Bean and Herb is a retail store in Athens. It sells spices, nuts and organic products. The owners commissioned me to design the online store with the aim of representing the very special and unique character of the company.

Problems

- The users must have the ability to add to their cart products with different measuring systems e.g bulk, packaged, bottles
- Specific weight calculation for products by grams

The logo for Bean & Herb features the brand name in a bold, dark purple, sans-serif font. The ampersand is a stylized orange symbol that resembles a knot or a pair of interlocking loops. The logo is centered within a white circle that is part of a larger circular arrangement of four orange rounded rectangles.

Project Duration

The project duration for the e-commerce website beanandherb.com is estimated to be approximately 2 months, starting from September 2022 and ending in November 2022. The schedule was thoughtfully designed to take into account the many phases of research, testing, and prototyping in order to guarantee the website's smooth operation and user-friendliness.

Goals

- Simple and UX friendly User's Journey Map
- A completely new design that emphasizes in user flow and completing the order easy and fast
- Weight Calculation system for bulk products

Responsibilities

Design Strategy

User Research

User Flow

Accessibility

Wireframing

Prototyping

Problem Solution



User Persona

Customer Journey Map

Usability Study

Information Architecture

Pain Points

Mockups

Usability Testing

Design Process



I followed an interactive user-centered design approach in which we have to focus on the users and their needs in every step.



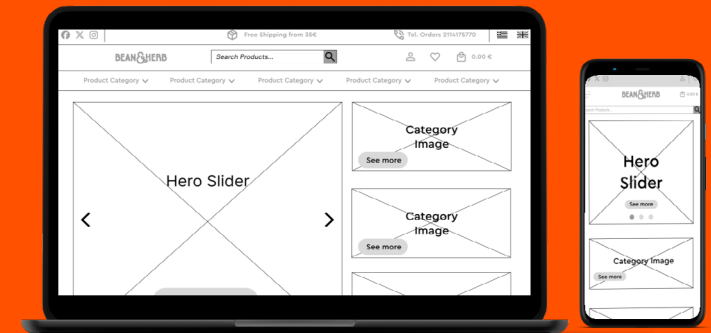
Discover

Qualitative research

I interviewed around 4 to 5 people who work in various sectors like the IT sector, Freelancers, Housewife's, Bankers to understand what difficulties they came across while completing the orders with related products, so I observed their process for better understanding their thoughts and feelings.

Below are the questions

- How often do you order organic products?
- What kind of nuts do you prefer?
- What kind of spices do you prefer?
- What kind of tea do you prefer?
- Which way of payment do you prefer?
- Which shipping method do you prefer?
- Are you familiar with mobile devices? Do you use them for online shopping?
- What is the biggest challenge do you face while ordering spices, nuts and organic products online?



Define

Personas

Using the information I discovered from the interviews, I developed a persona that embodies the perfect application user. The persona helped me better understand the user's objectives, difficulties and personality, which improved my ability to create solutions.

"I want to have the ability to order healthy food and choose certain quantities for the products"



Maria is a fictional persona who usually shops organic food, spices and herbs for her family. She is a 36 years old housewife with 3 children. She wants the best for her family and tries to discover new healthy food from various stores. The best thing by shopping online is that she don't have to be out of the house and in result saving much time for the housekeeping works.

Goals

- She prefers healthy food habits
- Wants to browse in websites that give the ability to choose certain weight for the products
- Online shopping suites better with her program

Maria

Age: 36

Education: High School

Occupation: Housewife

Status: Married

Location: Athens

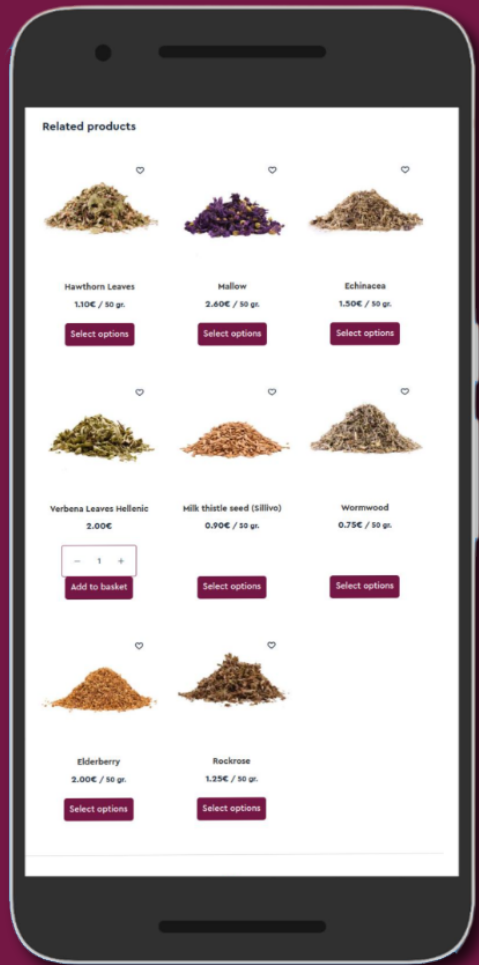
Frustrations

- Most of the websites with organic food, spices and herbs don't have the option for the client to choose certain weight for the products

Define

Empathy Map

The goal of this procedure was to provide a clearer definition of the target audience and to show their demands and habits. My understanding of their feelings and thinking improved because to empathy mapping. The information used in the empathy map comes from user interviews.

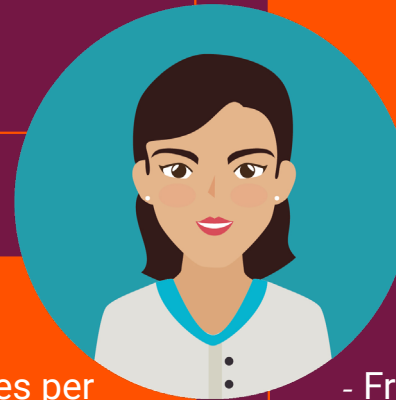


Says

- "She wants to buy healthy foods"
- "She wants shop online based to her program"
- "She spends quite some time to find online stores with organic products"

Thinks

- Few of the organic stores offer all-in-one shopping experiece
- If the website gives the choice to choose certain weight for the products it will be awesome.



Does

- Buys organic products 2 times per week
- Browsing quite often online stores with organic products

Feels

- Frustrated about the websites that don't give the choice to the user to choose specific weight for certain products
- Happy when she completes the online order

Define

Persona: Maria

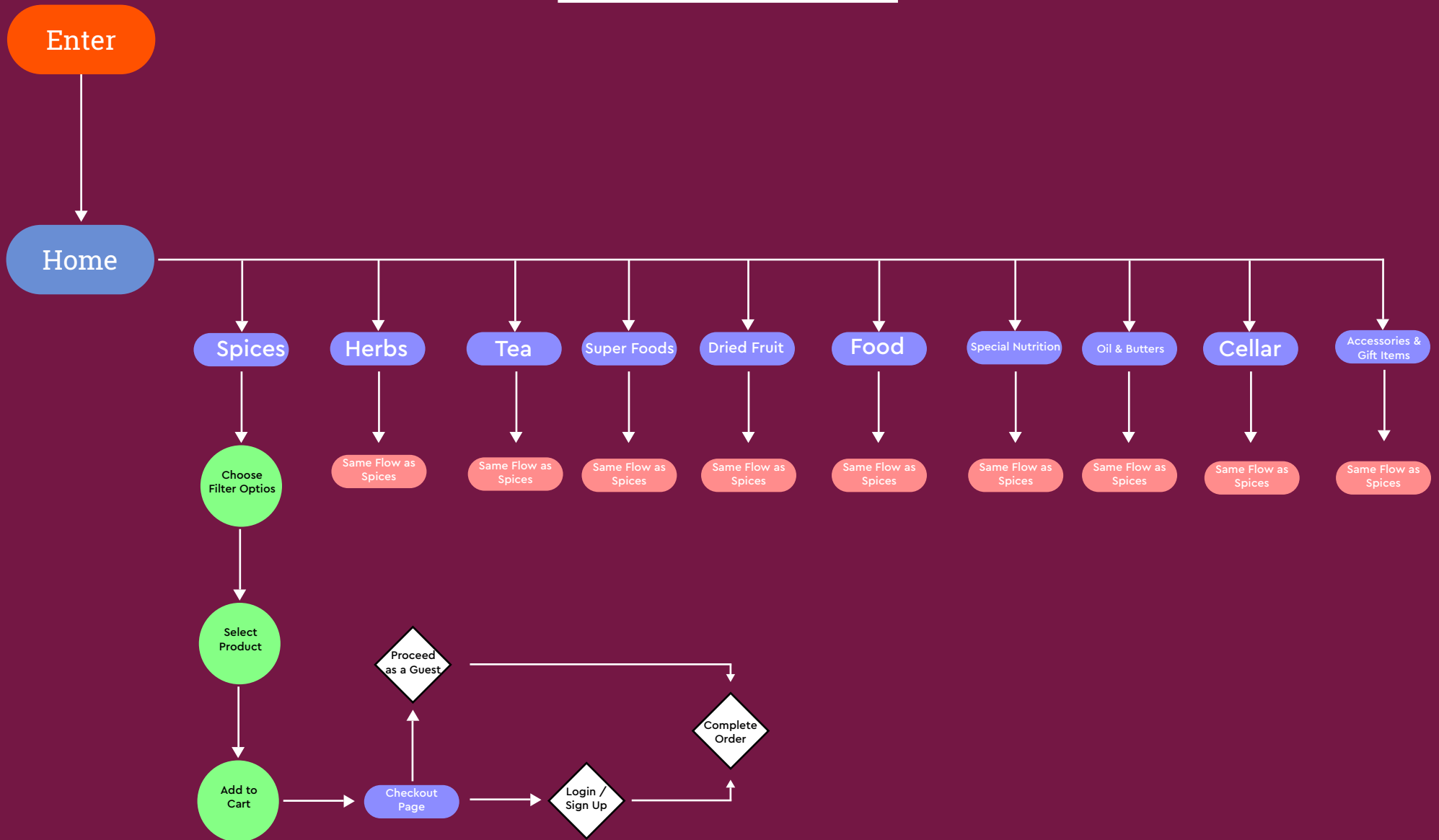
Goal: Order organic products online

User Journey Map

ACTION	Determine there is a goal to buy organic products online	Go to beanandherb.com	Explore the product feed	Select the products	Proceed to the order	Receive confirmation email
TASK LIST	A. Identify that she wants to buy organic products B. Accepts that she prefers to buy them online C. Look for a way order to buy the products	A. Launch the website	A. Select the preferred product category B. Explore the main menu option	A. Visit products B. Select the weight for certain products C. Add to cart	A. Go to Checkout Page B. Give shipping Info C. Choose way of payment and shipping D. Proceed to the order	A. Learn about the completion of the order B. More info about the next mail with tracking number that it will be sent
FEELING ADJECTIVE	A. I want to buy healthy food for my family B. I want to have the ability to order specific weight for certain products	A. I'm happy that I visit a website with huge variety of organic products and more B. The total design of the website give me positive experience	A. I feel relief that I see so many product categories B. I'm happy that I will continue to browse to the website	A. I'm happy that I can find what I want due to simple information architecture	I decided order many products that we need and I feel impatience	Satisfaction that I made the ordered and got notified for it
IMPROVEMENT OPPORTUNITIES		A. Better SEO finding with special keyphrases B. Sponsored search ads would also help	More product subcategories	More product info in some cases	Faster shipping from store	

Ideate

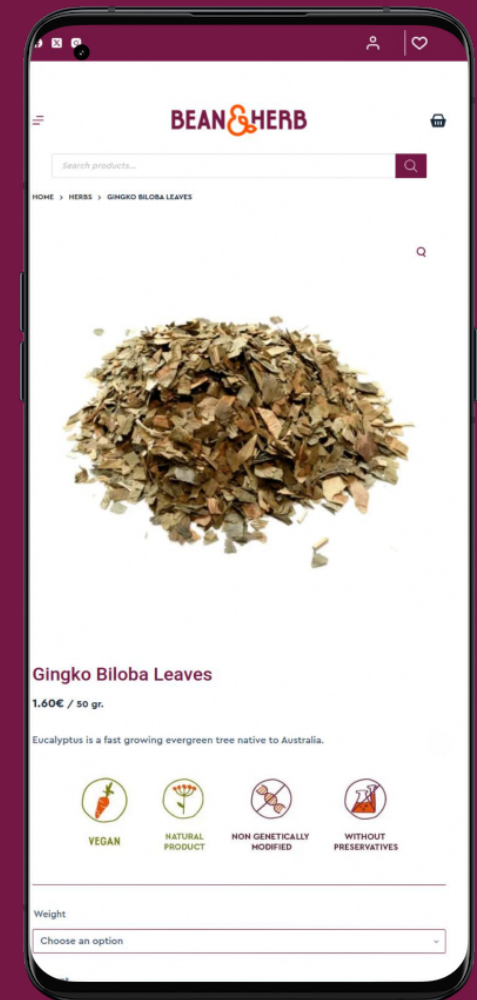
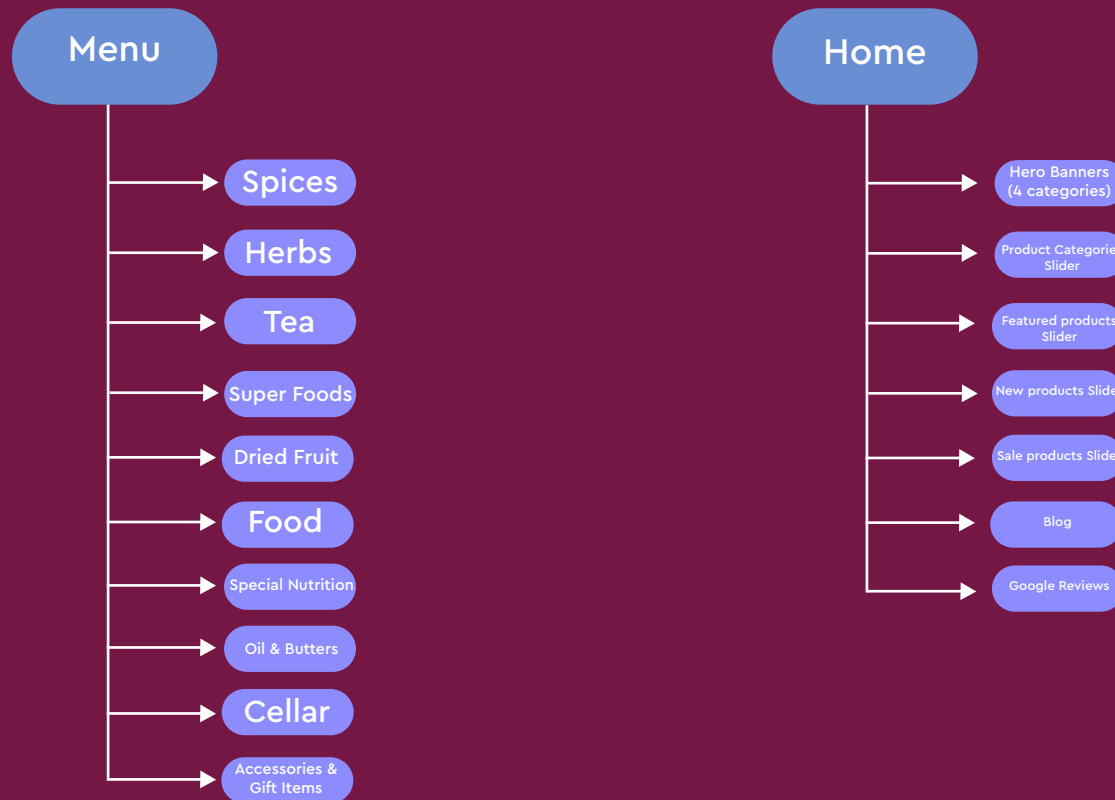
User Flow



Ideate

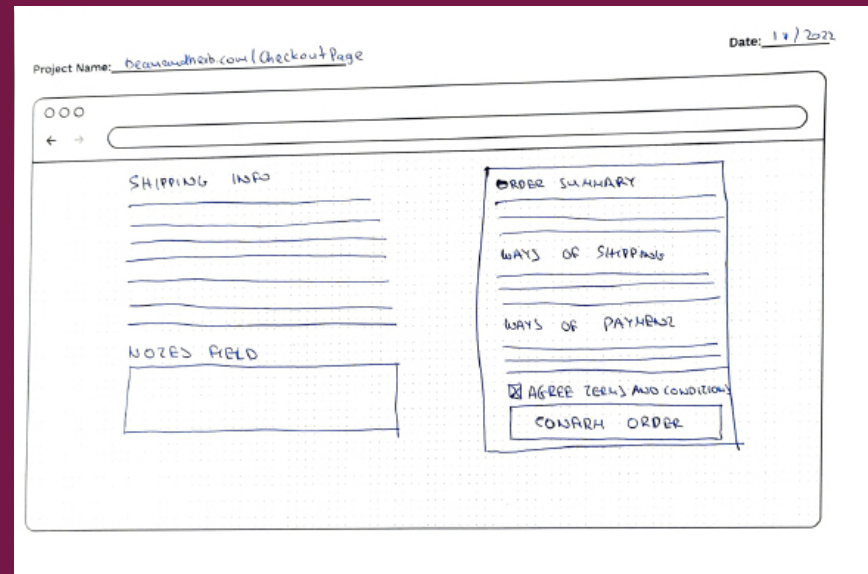
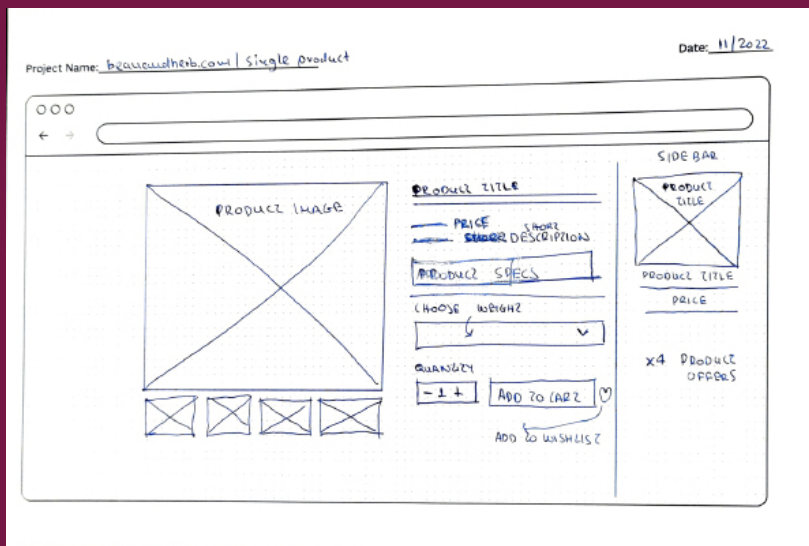
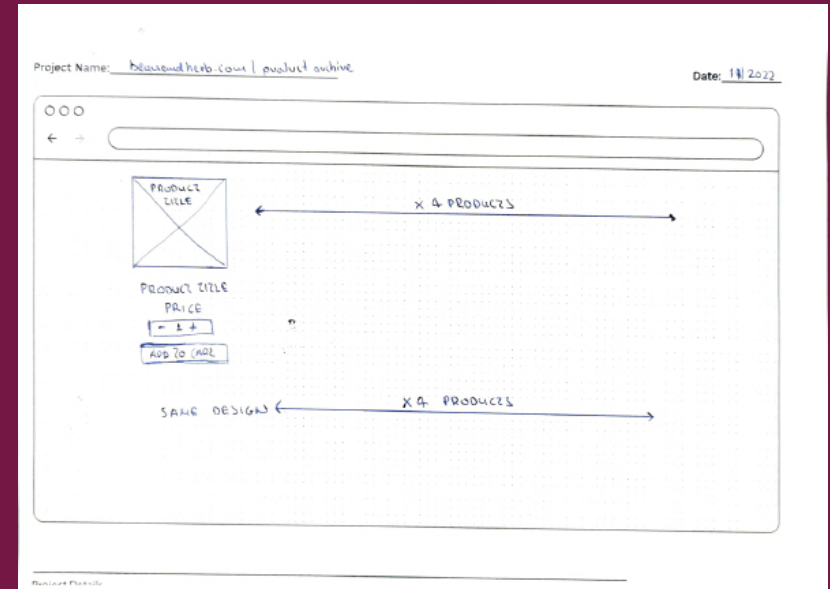
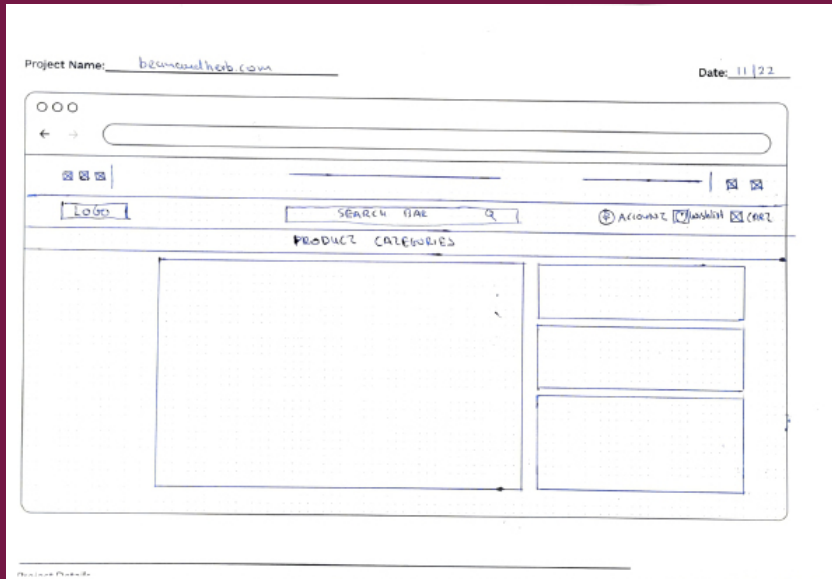
Information Architecture

All of the components were arranged using card sorting into distinct sections to aid in the information architecture's future layout.



Design

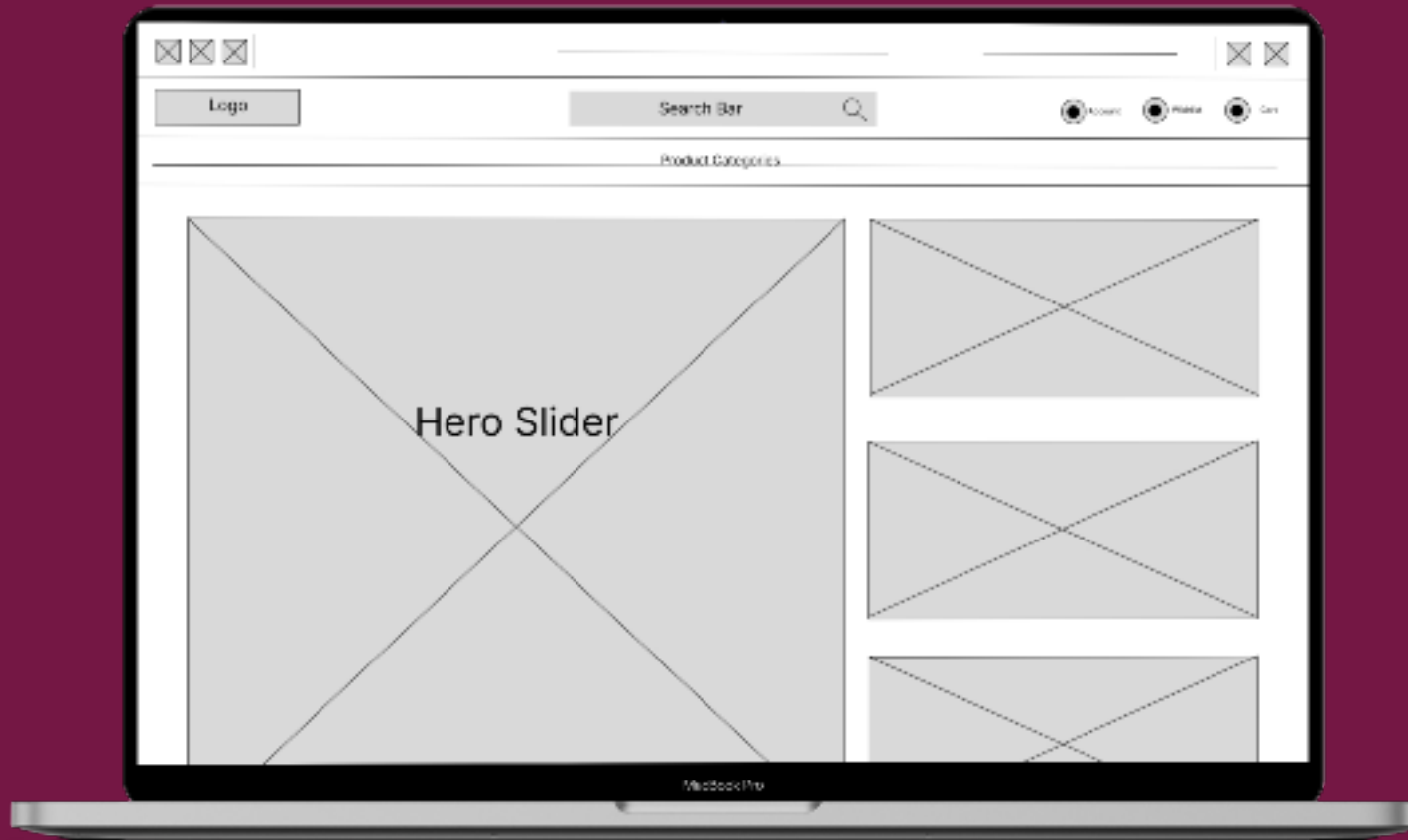
Paper Wireframes Desktop



Design

Tool: Figma

Digital Wireframes Desktop

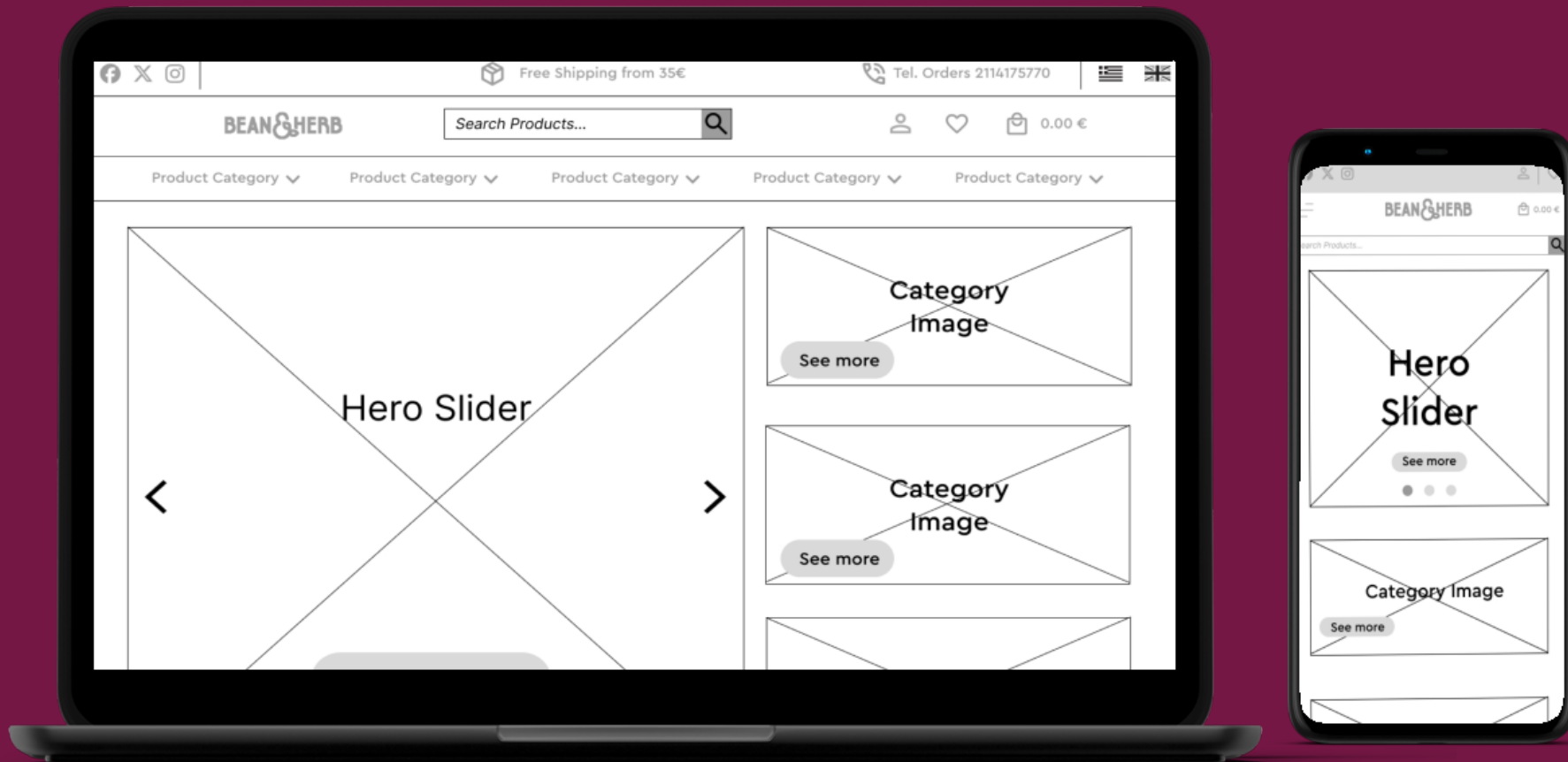


[See Desktop Digital Wireframes in Figma](#)

Design

Tool: Figma

Low Fidelity Prototypes Desktop & Mobile



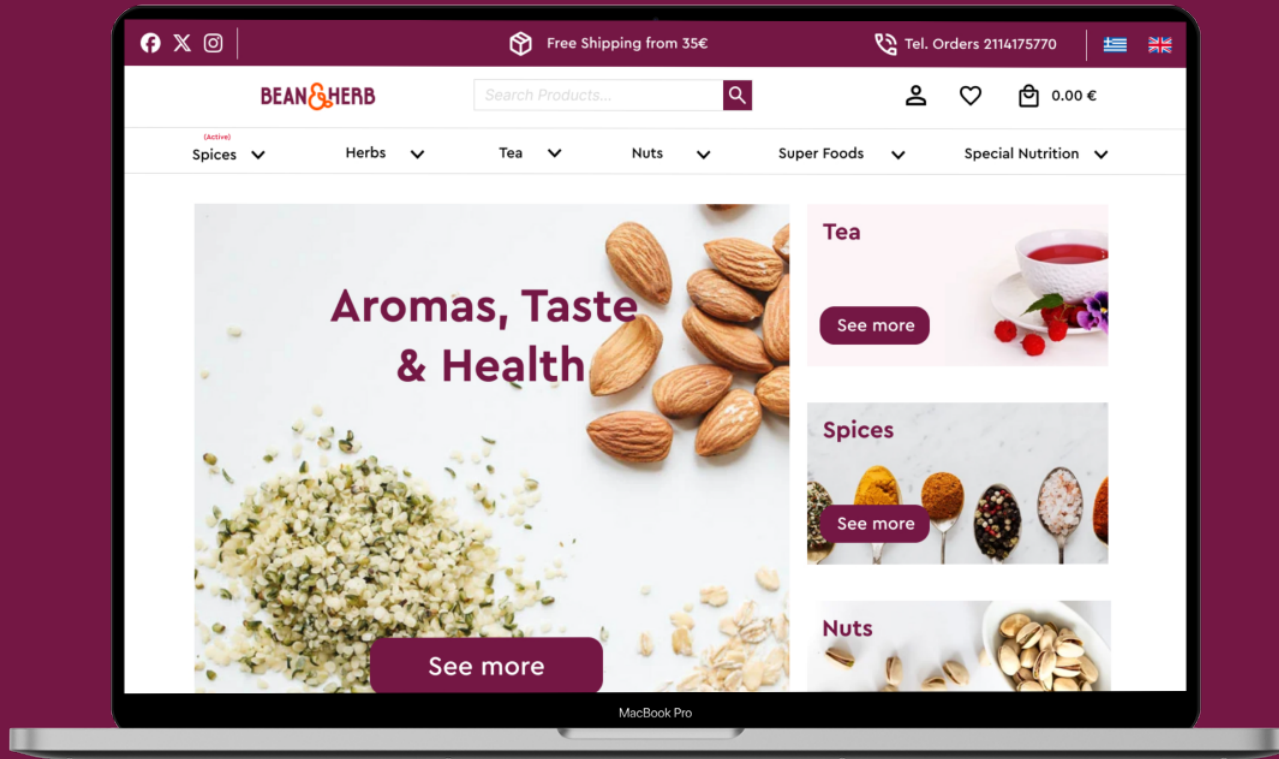
[See Desktop Low Fidelity Prototypes in Figma](#)

[See Mobile Low Fidelity Prototypes in Figma](#)

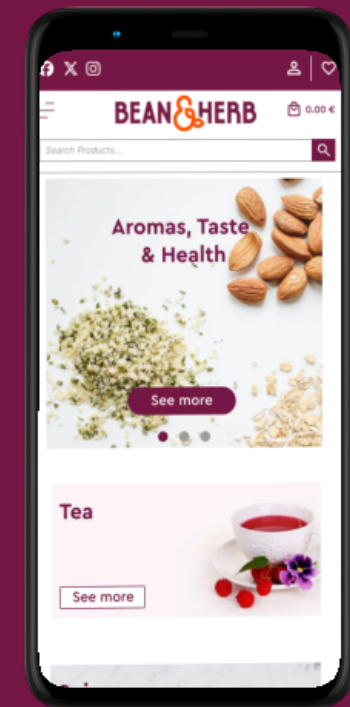
Design

Tool: Figma

High Fidelity Prototypes Desktop & Mobile



[See Desktop Low Fidelity Prototypes in Figma](#)



[See Mobile Low Fidelity Prototypes in Figma](#)

Usability Testing

High Fidelity Prototypes Desktop & Mobile

I evaluated the prototype with four representative individuals after the design was finished to assess how user-friendly the website is. I watched the participants use the website while they completed the following assignments during the test, which was administered via Skype video conferencing.

Tasks:

- Enter Homepage and find the desired product category
- Add to cart the products
- Complete the order

Suggested Improvements

- Page Speed
- Information Architecture
- Animation in Sliders