SAE Institute Australasia

## Creo

17-12-2023

# DDX173.2 User Centred Design: UI Design Example 2

SAE University College

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DDX173, PROJECT 2

# DAN MURPHY'S

Bethany Pineda

# TABLE OF **CONTENTS**

# 01

# THE **SERVICE**

What makes Dan Murphy's special?
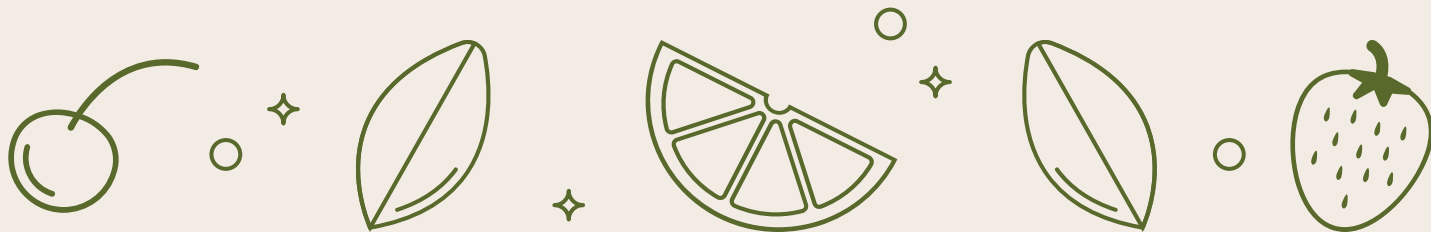
# DAN MURPHY'S:

"Australia's largest liquor retailer & earliest wine club"
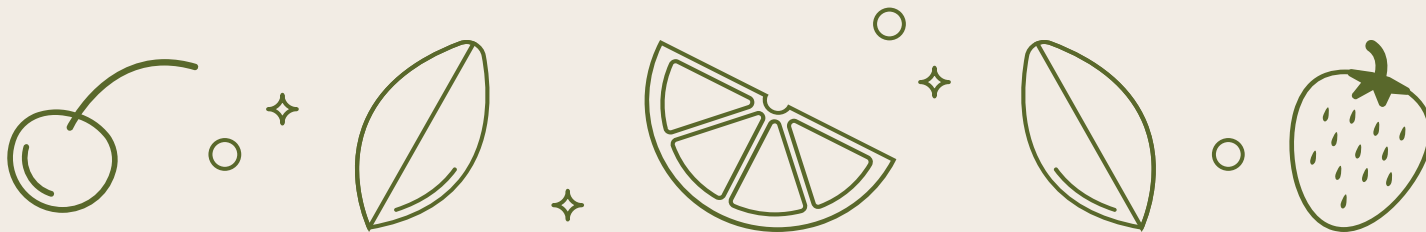
(*Dan Murphys*, 2019)

OVER **250** STORES ESTABLISHED AUSTRALIA-WIDE

# 02

# UX **REPORT**

What are the problem areas of Dan Murphy's website?

# USER NEEDS
## STATEMENTS

"Hi! I'm looking for an approachable alcohol for rare drinkers at an affordable price. Maybe something sweet and not too strong?"

—WILLOW DAVIS

"Hey, I'm here to pick up the stuff I ordered online from Dan's Marketplace. The website said it would be delivered to my closest Dan Murphy's."

—TREVOR MATTHEWS

# THE FINDINGS OF MY **UX REPORT**

In my UX Report from Project 1, I found that although Dan Murphy's has the most effective and user-friendly website amongst comparative businesses, there is is still room for improvement in:

- Easily accessible Member's features
  - *Such as Member's Card Barcode and wishlists*
- And implementing clearer distinctions for certain website features
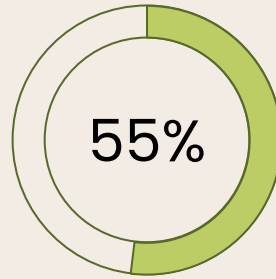  - *Dan's Marketplace warnings and "money landed in benefits"*
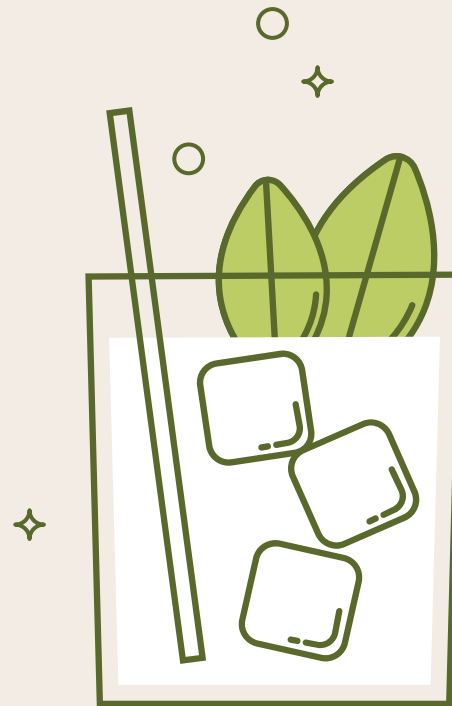
# SOME INTERESTING **PERCENTAGES**

**20%**
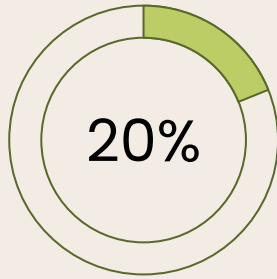
## MARKETPLACE

These customers drive long distances to visit the store for Dan's Marketplace products that are actually unavailable

**55%**

## 40 PLUS

Customers over the age of 40 tend to lack advanced technological skills outside of work-specific functions
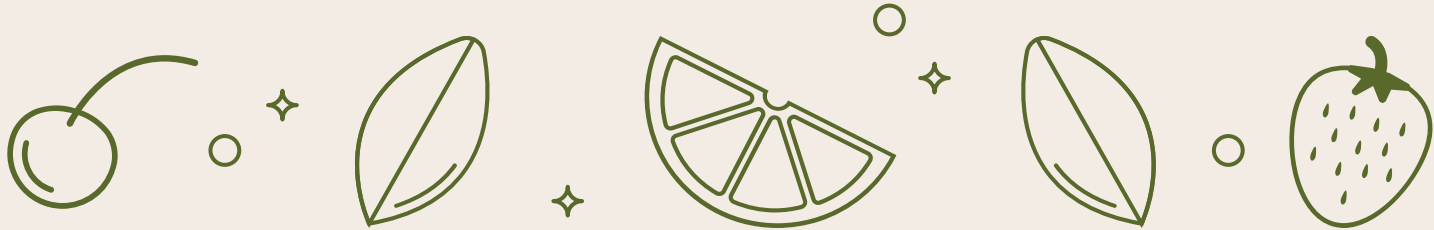
**75%**
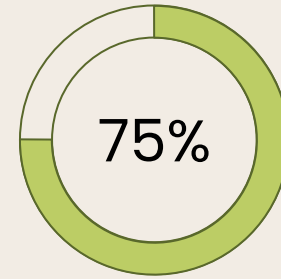
## APPS

Most customers are not frequent shoppers and avoid apps, however the website is not as member-friendly

# 03

# TASK **FLOWS**

What solutions can be found for these problem areas?

# LOWEST LIQUOR PRICE **GUARANTEE!**

## MEMBER'S CARD

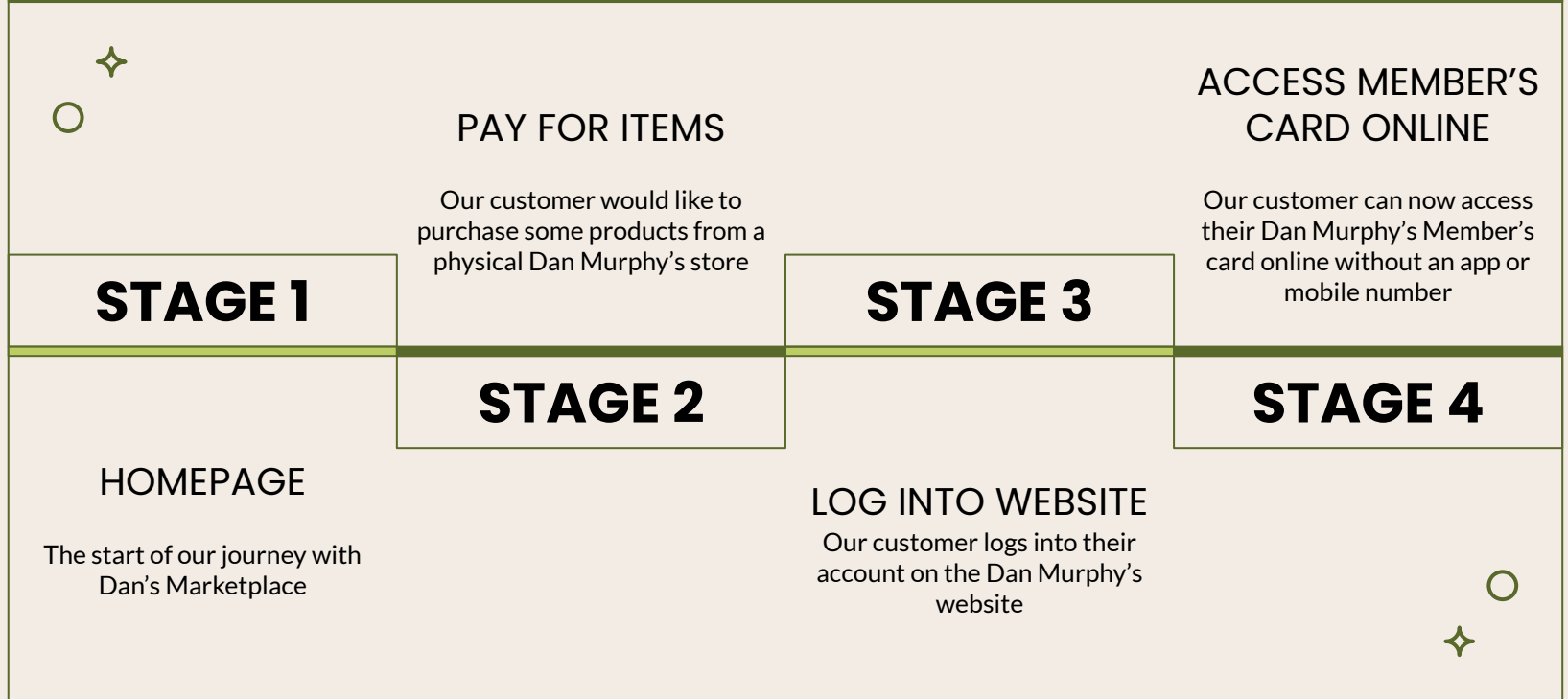Most customers use their mobile numbers to access their Member's Benefits, however, of the customers that use their cards, it can be difficult for the technologically inept to access their cards online

## DAN'S MARKETPLACE

Dan's Marketplace expands Dan Murphy's already extensive product gallery, but it can be confusing for older customers to understand without the proper explanation and steps to take when searching online.
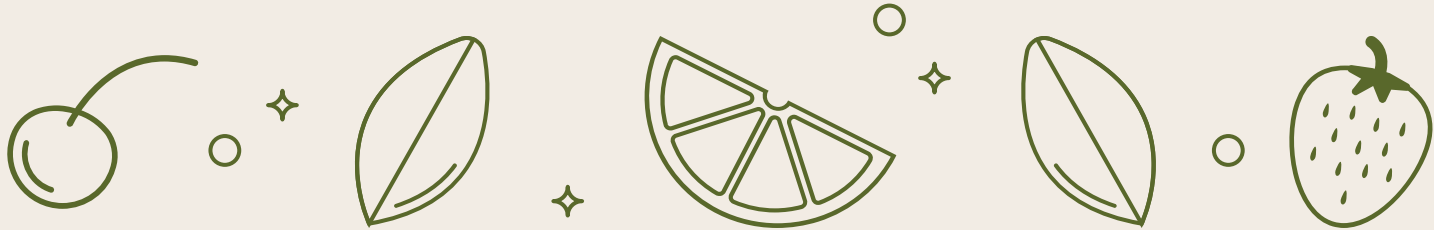
# MEMBER'S **BARCODE** TASK FLOW

## PAY FOR ITEMS

Our customer would like to purchase some products from a physical Dan Murphy's store

## ACCESS MEMBER'S CARD ONLINE

Our customer can now access their Dan Murphy's Member's card online without an app or mobile number

**STAGE 1**

**STAGE 3**

**STAGE 2**

**STAGE 4**

## HOMEPAGE

The start of our journey with Dan's Marketplace

## LOG INTO WEBSITE

Our customer logs into their account on the Dan Murphy's website

# DAN'S **MARKETPLACE** TASK FLOW

**SEARCH FOR RUM OFFERS**

Our customer would like to find a nice rum on special for Members

**FIND SIMILAR ITEMS**

Using a new feature, our customer can find similar products available for pick-up at their nearest store

## STAGE 1

## STAGE 3

## STAGE 2

## STAGE 4

**HOMEPAGE**

The start of our journey with Dan's Marketplace

**FIND A DAN'S MARKETPLACE ITEM**

Our customer finds an interesting rum on offer, but it is a marketplace product

# 04

# THE **IMPROVEMENTS**

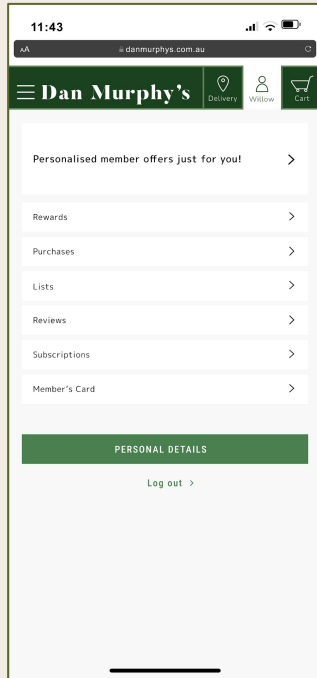What changes have been made to improve user experience?

# 62%

Of people use mobile phones for online shopping now
*(Australia: Devices Used for Online Shopping 2022, 2022)*

# MEMBER'S CARD TASK FLOW HIGHLIGHTS



This task flow is very simple. I only added a "Member's Card" tab under the personal account drop down menu (left hand side) for convenience and easy access.

The Dan's Membership board (right hand side) is modelled after its counterpart in the Dan Murphy's app with additional links to download the app or add the card to a digital wallet underneath.

# MARKETPLACE TASK FLOW HIGHLIGHTS
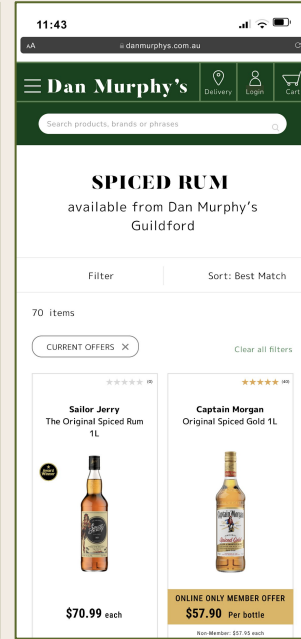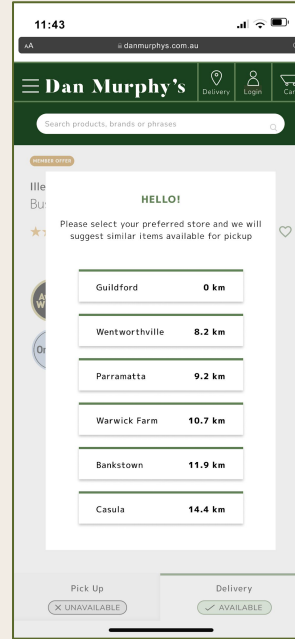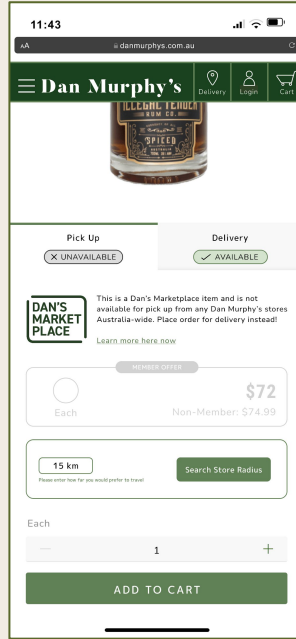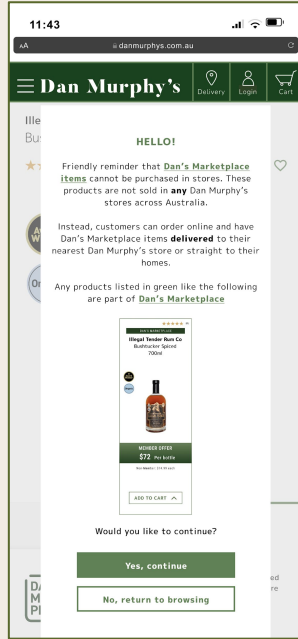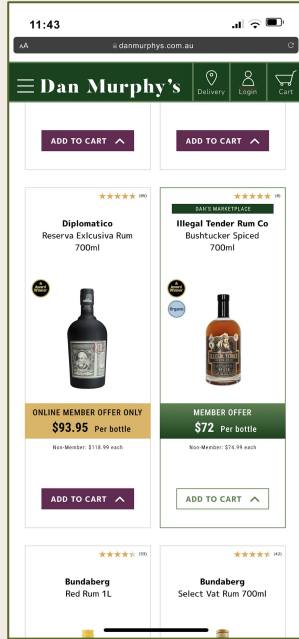
MARKETPLACE TASK FLOW HIGHLIGHTS
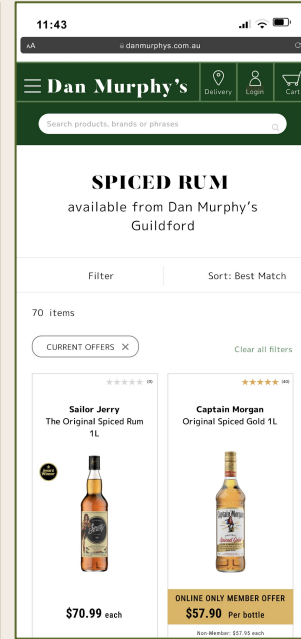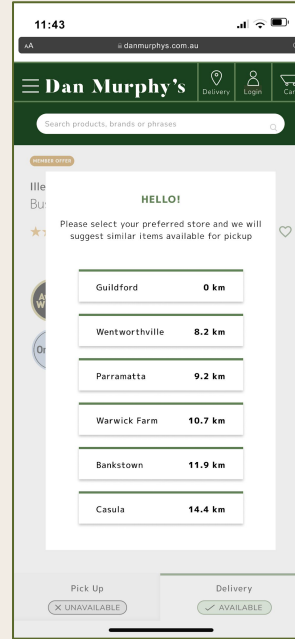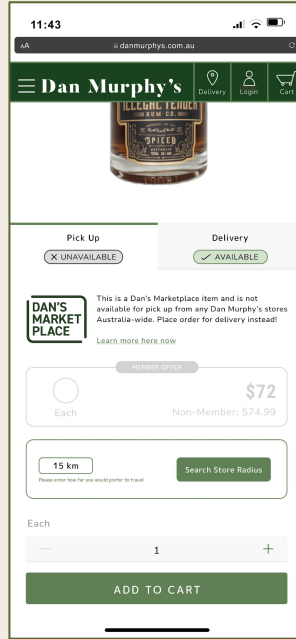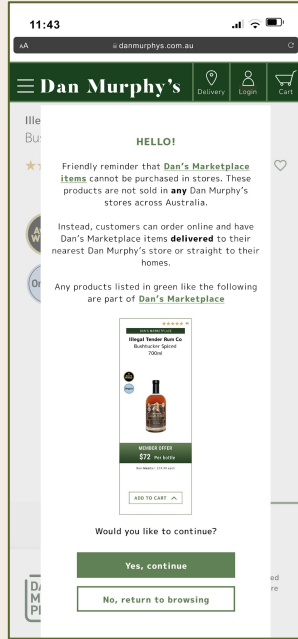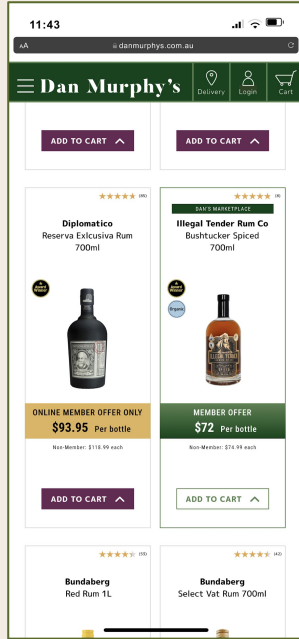
# MY CONTRIBUTION TO THE **MARKETPLACE**

## DIFFERENT LISTING

Dan's Marketplace product listings are designed to stand out amongst other listings in order to more clearly communicate difference
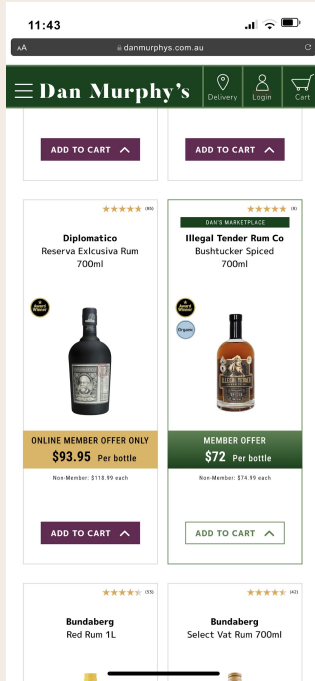
## WARNING POP-UP

As soon as customers move onto a Dan's Marketplace product page, a pop-up appears more clearly explaining the significance of Marketplace items

## ALTERNATIVE LIST

Website suggests a list of stores within desired distance and a list of similar products available for pickup and in-store purchase

# DAN'S MARKETPLACE LISTING

Compared to the listing design of Marketplace products on the current website, my design is definitely a lot more bold and visible - especially to elderly people or customers who aren't the best with technology.

**Improved** Listing Design

**Current** Listing Design

# USER TESTS | MOBILE
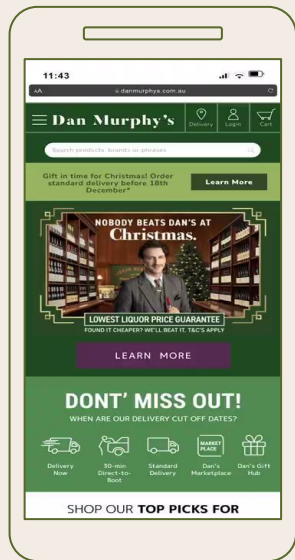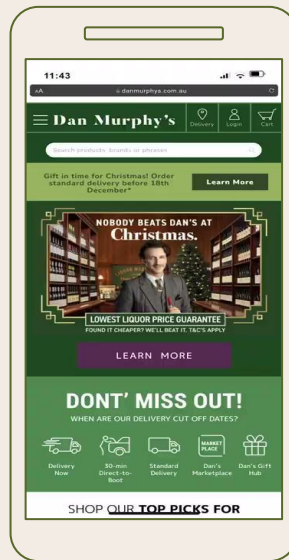
MEMBER'S BARCODE                    DAN'S MARKETPLACE

# USER TESTS
# **DESKTOP** | DAN'S MARKETPLACE

You can replace the image on the screen with your own work. Just right-click on it and select "Replace image"



HAPPY
GLOBAL
**MARTINI DAY**

Here is where your presentation begins

# 05

# IN **CONCLUSION**

Next Steps, Final Thoughts

Based on feedback from the user test, I've met my goal in improving the Member's user experience on the Dan Murphy's website, *however*, there is always room for improvement. One thing I could improve even from my designs is perhaps the sizing. From a distance the words can be difficult to read, so it could be a good idea to improve user experience for short-sighted people in that regard.

But I am happy with the improvements I've managed to make already.

# 06 REFERENCES **LIST**

The resources used in this Project
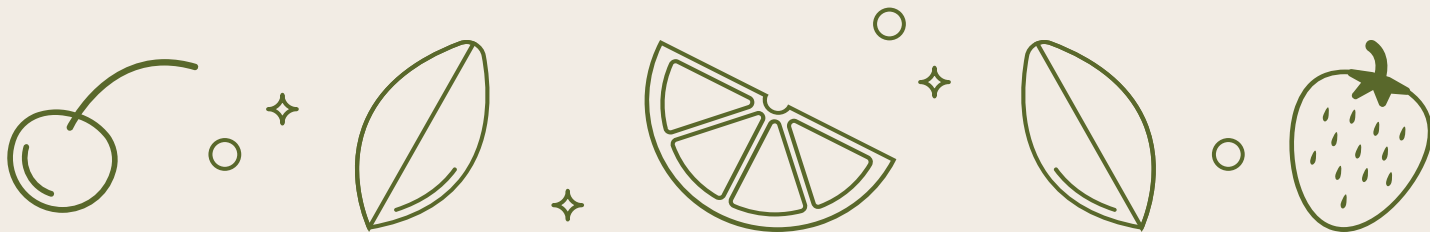
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# THANKS!

## NOBODY BEATS DAN'S AT CHRISTMAS