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DDX173.2_UI-Pitch Presentation Example 1

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Chemist Warehouse Website Redesign

Today's Agenda:

1. UX Report Overview
2. Mobile Solution
3. Desktop Solution
4. User Testing
5. Implemented Solutions
6. Next Steps

The Chemist Warehouse website is a great example of how important user experience is for customer satisfaction and sales. While people love the store for its low prices, they often turn to competitors online because the website is too difficult to use. This is a major weakness but also an opportunity for improvement.

Making the site more user-friendly and addressing customer pain points, they could better compete with other pharmacies. The current poor user experience not only frustrates customers but also causes the business to lose potential customers and so – sales.

The problem isn't just online; the physical stores have similar issues, leading to an overall negative customer experience. Even though Chemist Warehouse offers lower prices and a wide range of products, the frustrating experience might drive users to shop elsewhere. To keep customers, Chemist Warehouse needs to create a more enjoyable and easy-to-use shopping experience.

Identified improvement points

1

Improving the check-out process experience to reduce the drop-out rate

2

Reducing the number of adds on the website to reduce the visual load

3

Establish and implement the visual clarity and hierarchy solutions in terms of how information is presented to ease out the process of information access

4

Changing the website colour palette with a focus on accesibility

5

Adding a bucket creation functionality with the ability to create reoccurring automated purchases

6

Restructuring the information architecture based on a user journey end-goals

7

Adding "tags" to items + adding filtering options to show/hide items that cannot be purchased online

8

Redesigning and redeveloping the website to be keep up with industry standards both in terms of user experience, visual design and development

Checkout

Redefined process

The checkout journey is one of the most important parts (if not the most important) part of the e-commerce user experience.

This is why it was decided to simplify this process and make at as easy to follow as possible, without overloading users with different information that they have to fill out.
Breaking it into parts, and having "Add payment method" and "Choose delivery Method" as separate buttons give us the ability to save a lot of visual estate whilst letting the users take a step-based approach to filling the information out.
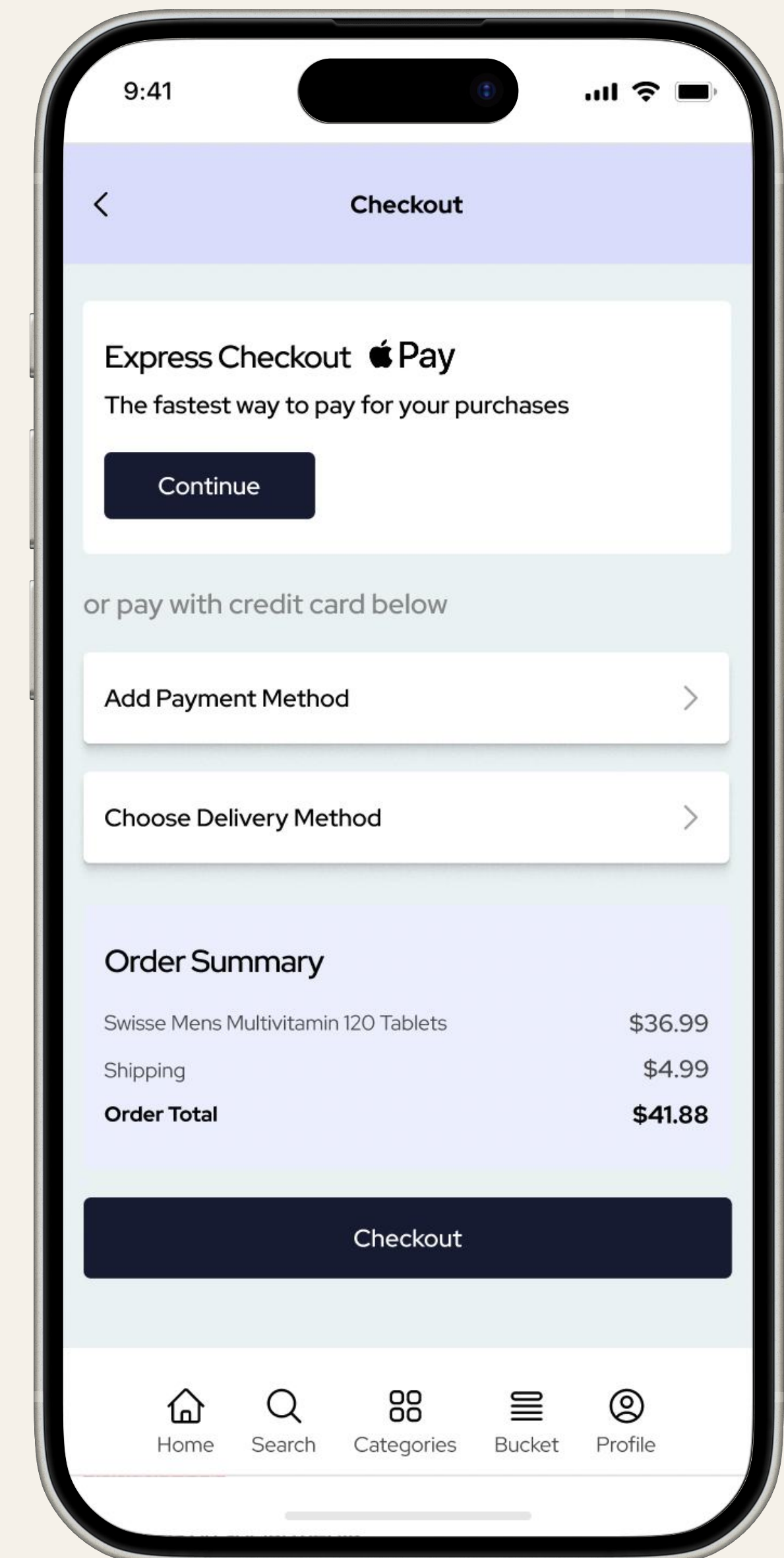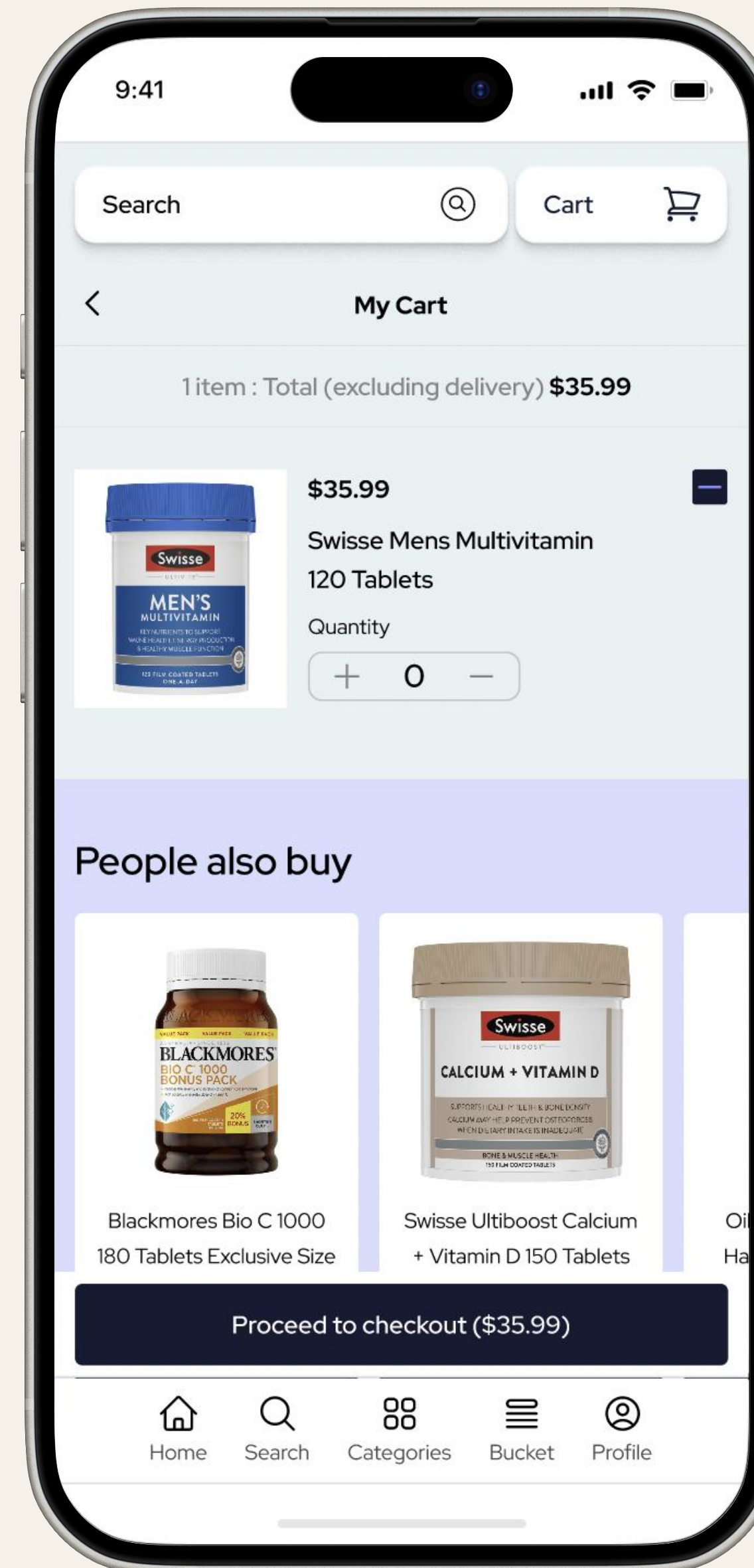
Amount of adds

Reduced visual load

Previously, Chemist Warehouse had quite a bit of adds displayed at the same time, which led to a visual overload. Whilst adds are really important it's crucial to find a number that will allow the business to advertise the offers without negatively impacting the user experience.
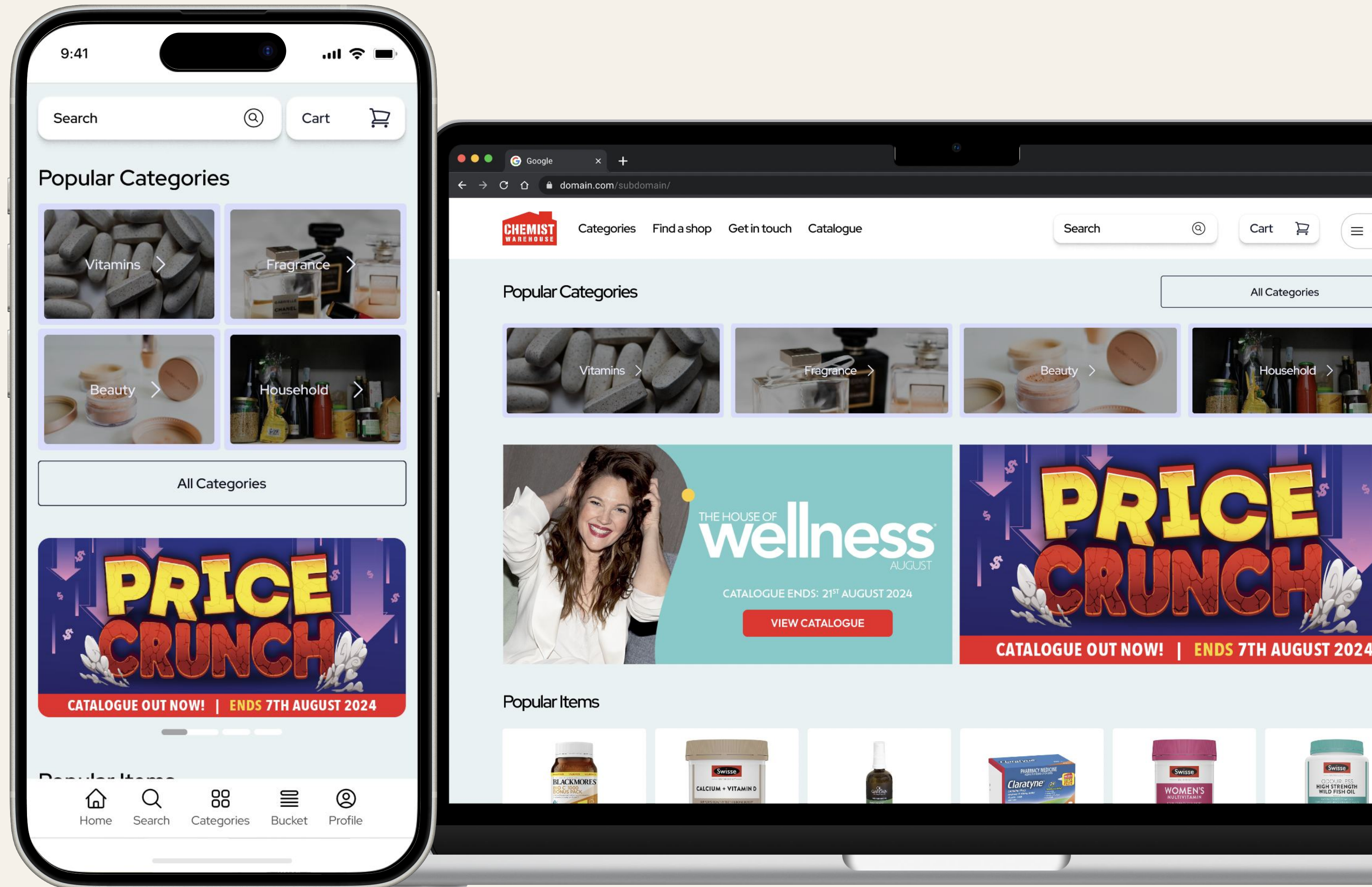
Colour Palette

Simplicity is a key

It was decided to create a colour palette for the new website. The chosen colour palette represent the core value and feeling we want to deliver to customers -> reliability, care and trust.
Thus a mix of blue was chosen as new primary and secondary colours, with supporting greyscale palette. The colours also used in an accessible way providing same experience for everyone.

Colours

| Variable	Type	Value
Web_Base		
Primary 1	color	☐ #E8F1F2
Primary 2	color	■ #161B33
Primary - 2 - 700	color	■ #2B3464
Primary - 2 - 500	color	■ #3D4B8F
Secondary 1	color	■ #8390FA
Secondary - 1 - 50	color	☐ #EBEEFE
Secondary - 1 - 200	color	☐ #D8DCFD
Secondary 2	color	■ #0D0C1D
Web_Base / Neutral		
white	color	☐ #FFFFFF
grey - 50	color	☐ #F5F5F5
grey - 100	color	☐ #E0E0E0
grey - 300	color	☐ #C2C2C2
grey - 500	color	■ #A3A3A3
grey - 700	color	■ #858585
grey - 900	color	■ #474747
black	color	■ #000000
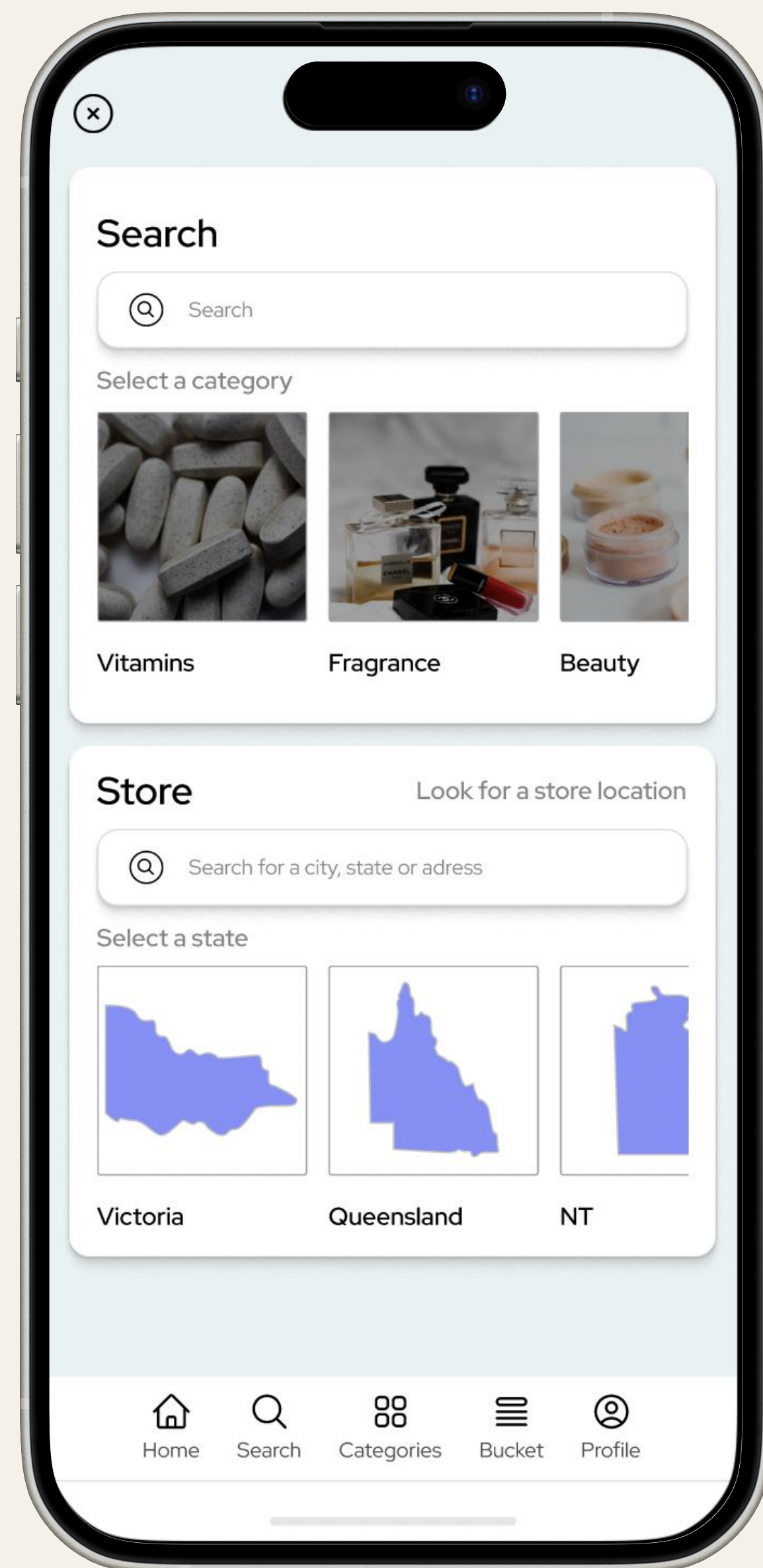
New Search Function

Search with meaning

The new search function allows people to look for the products (and filter down the road), choose a category straight from the search screen and look for a nearest store to check the availability of products in there.
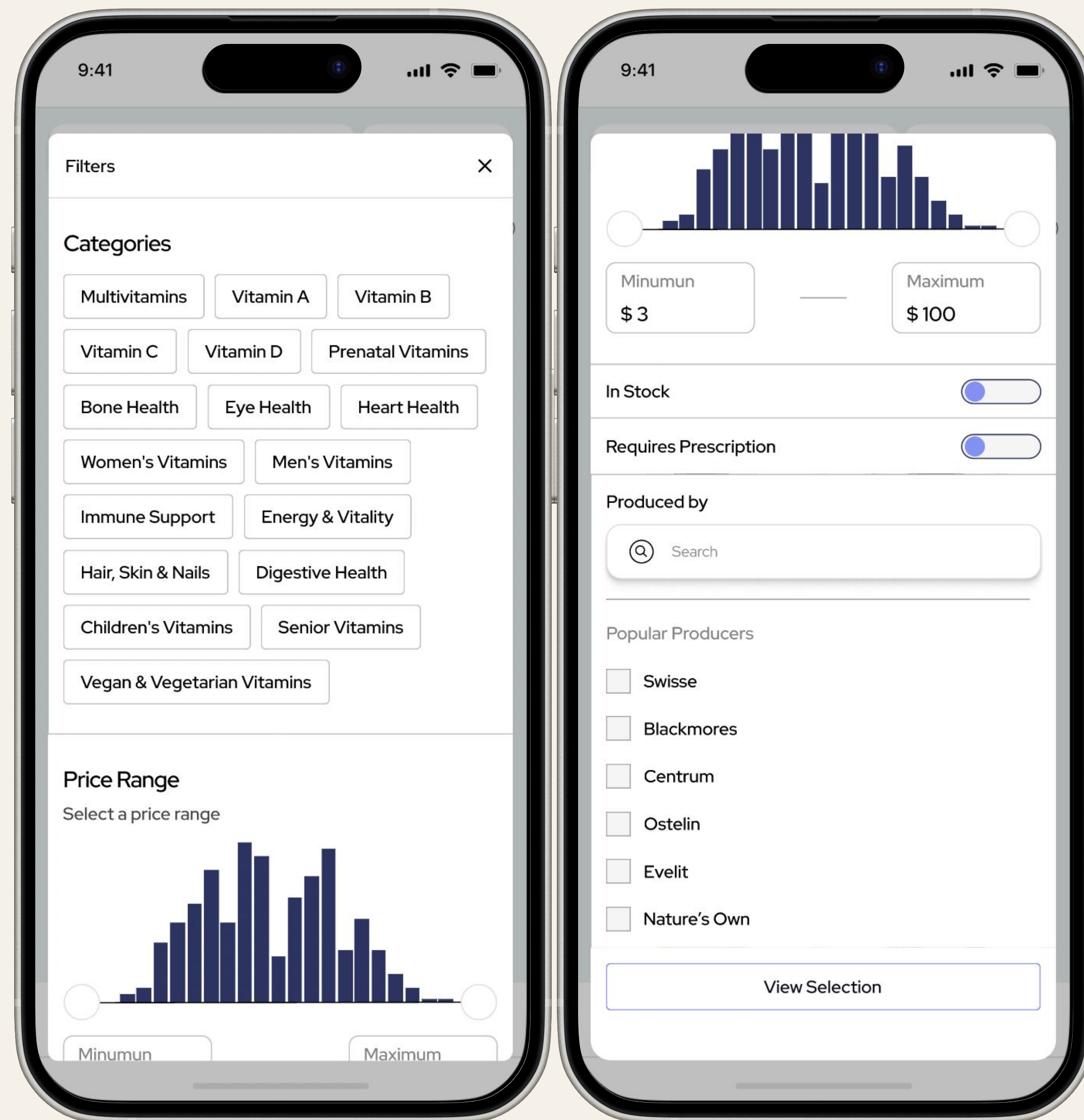
Filter Filter Filter

Smart Filter

Filter was redeveloped to better suit the customer needs. Now, it's possible to filter the products our based on a lot of different options, that provide customers with a lot of flexibility when in comes to looking for a specific product.

Link to Mobile Prototype:

https://www.figma.com/proto/1EdP03OkPQdAHx4ZkFAzgP/Project-2-(Chemist-Warehouse-%2F-Redesign)?page-id=157%3A326&node-id=160-330&viewport=624%2C246%2C0.19&t=kDEd6H6edTg3ACmi-1&scaling=scale-down&content-scaling=fixed&starting-point-node-id=160%3A330

Link to Desktop Prototype:

https://www.figma.com/proto/1EdP03OkPQdAHx4ZkFAzgP/Project-2-(Chemist-Warehouse-%2F-Redesign)?page-id=97%3A200&node-id=101-309&viewport=324%2C348%2C0.09&t=AZrOQIxXmEsdY81j-1&scaling=scale-down&content-scaling=fixed

Law of proximity – Implemented a padding and margins system based on a rule of 4. (Whenever i created a space between or within items the amount of space should be dividable by 4). This led to me using the same spacing between items / blocks / content etc, improving the visual qualities of the website as well as separating items one form another.

Jacob's Law – The redesigned version of the website is more aligned with the standards of the broader market. The simplicity of the UI system and the user experience consideration makes this website easy to understand.

Aesthetic Usability Effect – Font sizes (even small one's) and colour combinations throughout the website is accessible, as well as aesthetically pleasing, there's direct focus points, no screaming colours and no unexpected design solutions, making the website look more luxurious in some ways.
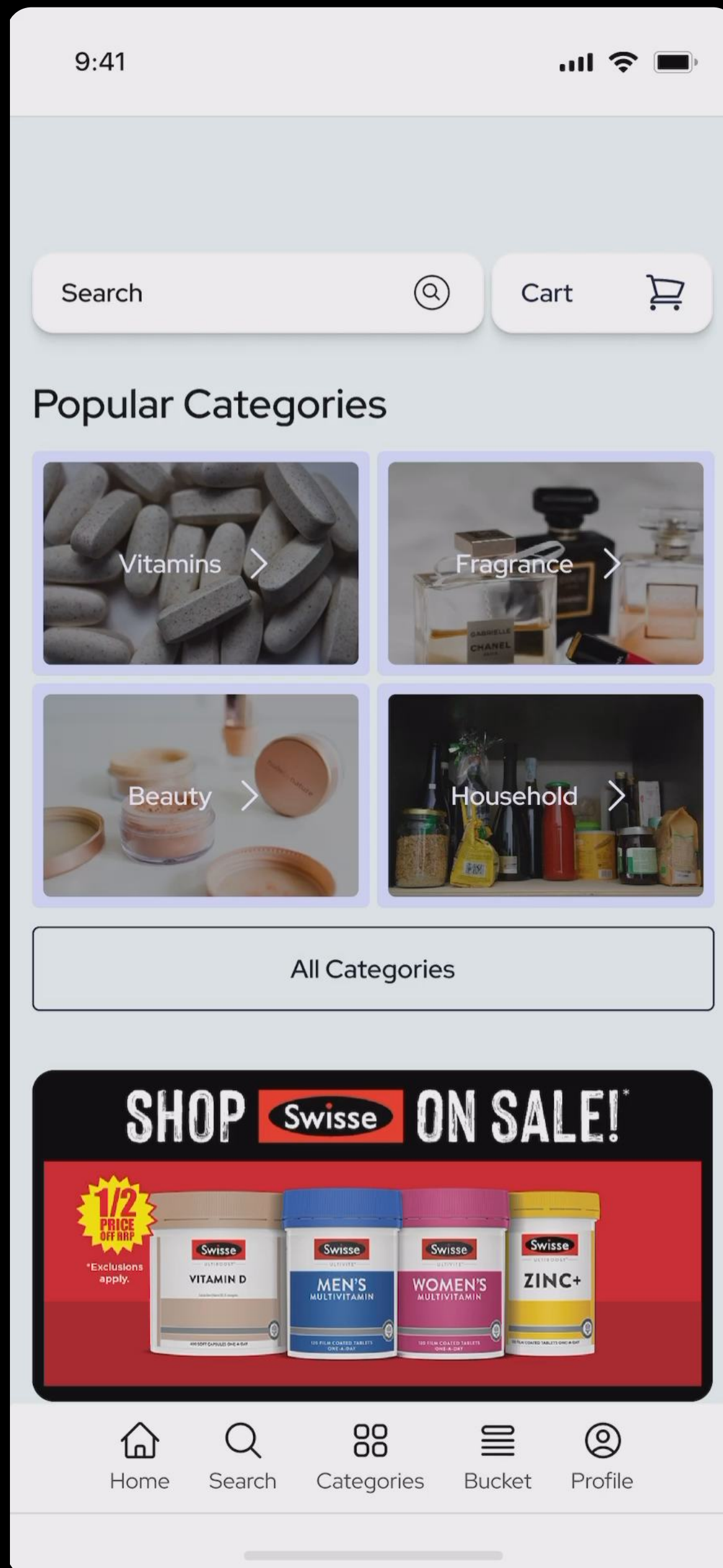
User Task Flow

From a homepage → Search for a vitamin category, and filter options out for multivitamins from Swisse → Add the "Swisse Men's Multivitamin" product to a cart → proceed to checkout.
After checkout → Go to the Profile page → Bucket.

Feedback

I would prefer that it only showed in stock items by default and that you didn't have to select in stock. It's good to have the option to see out of stock items but by default i'd prefer it to be already ticked.

I would probably switch the + and - buttons for quantity

Next steps:

1. Additional user testing to get more insights in how users actually interact with the product

2. Based on testing take aways – implementation of discovered pain points in the prototype, and re-testing

3. After that – development of web application, introduction of a slight rebrand in terms of colours

4. Continuous improvements

Thank you!

List of References

Categories Images + House Keeping Bucket Images were taken from:

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https://unsplash.com/

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Apple Pay Logo:

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