

Creative iterations: webshop

I was responsible for the webshop part of our Friends with “benefits” website. I created/developed a shopping system and designed funny merchandise mock ups to bring our marketing to life.

I tested the entire webshop, but only got improvements on the shopping cart.

V1:

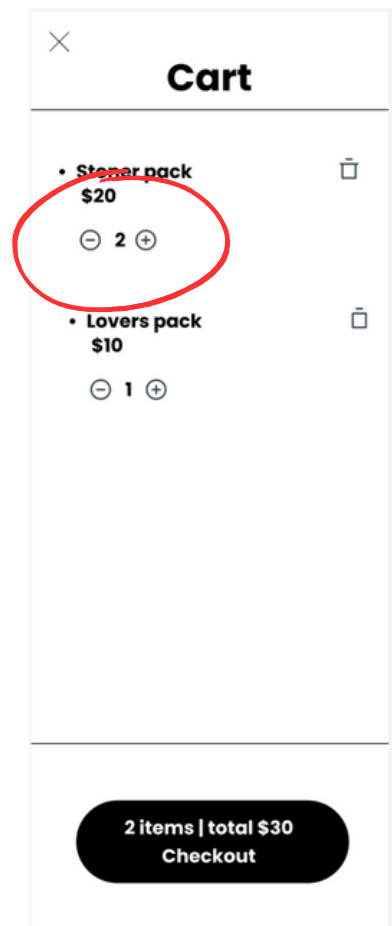


How:

I did a usability test to make sure it's user-friendly.

- Navigation was easy. User were able to complete all tasks.
- Shopping cart needs improvement. You should be able to change quantity and see the updated price immediately.

V2:

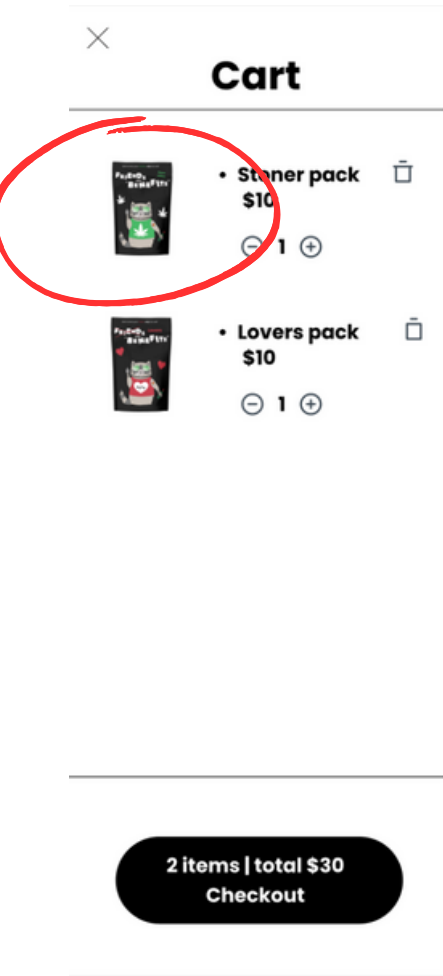


Why:

I decided to listen to the feedback, since the shopping cart is the most important part of the webshop, so it has to be clear and user-friendly.

To the users it was unclear to double the quantity of the product. They rather see buttons to change the quantity and the price change should not only be visible in the checkout button, but also under the product title.

V3:



Validate:

When I tested V2 they told me I made good improvement in enhancing the shopping cart's usability, but to make it even better they suggested to add product images to each product.

This made the cart look more professional and user-friendly, since the buyer can see immediately what type of product they added.