

On the Case! - Case Study

Robert Wade

Project overview



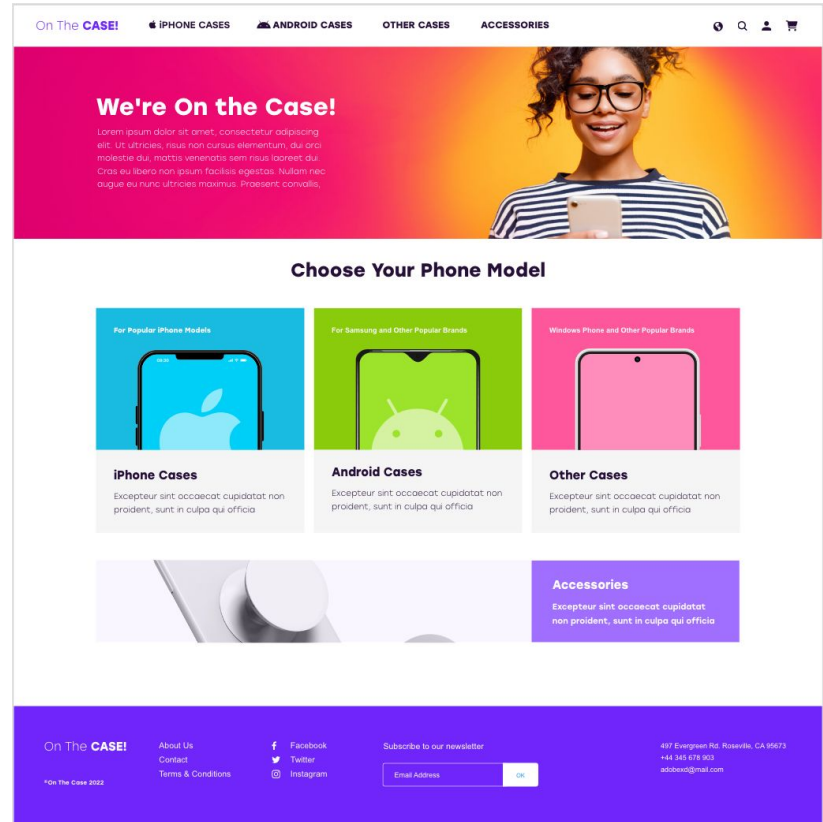
The product:

On the Case! Is a responsive website where users can purchase customized cases for mobile phones.



Project duration:

April 2022 - May 2022



Project overview



The problem:

Users want an easy way to purchase customized mobile cases for today's top phones.



The goal:

Create an easy-to-use responsive website with many purchase optimizations and customizations to allow personalization.

Project overview



My role:

UX Researcher

Lead UX Designer

Visual Designer



Responsibilities:

UX Research

Wireframing

Prototyping

Conducted User Studies

Visual Design

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. Two primary user groups were identified: Young adults looking for stylish and personalized phone cases and adults looking for rugged and durable phone cases.

The user groups confirmed initial assumptions about On The Case!'s patrons, but also uncovered additional interests such as wanting purchase peace of mind and uncomplicated checkout.

User research: pain points

1

Pain point

Checkout processes are complicated.

2

Pain point

Lack of product information and fitment specifications.

3

Pain point

Too many popup notifications and distractions.

4

Pain point

Having to provide CC information.

Persona: Camilla Garcia

Problem statement:

Camilla is a Marketing Director for a small startup in San Diego and a mother of 1. She is highly creative and wants to be able to buy a sleek, durable case that with her own personal flair. She's been burned before on custom order sites with products that didn't come out as expected.



Camilla Garcia

Age: 32

Education: Bachelor Marketing

Hometown: San Diego, CA

Family: Husband, 1 Child

Occupation: Marketing Director

"Always add your own personal flair!"

Goals

- A good shopping experience with detailed communication and product that meets expectations from a style and quality standpoint.
- Peace of mind that the product will meet her standards.

Frustrations

- Cluttered sites with lots of popups.
- Lack of product information and seller communication.
- Complicated checkout process.
- Having to give out CC info.

Camilla is a Marketing Director for a small startup in San Diego and a mother of 1. She is highly creative and wants to be able to buy a sleek, durable case that with her own personal flair. She's been burned before on custom order sites with products that didn't come out as expected.

Camilla Garcia's user journey map

Mapping Camilla's User Journey made it easier to understand her needs.

Persona: Camilla Garcia

Goal: Purchase a stylish and durable, customized phone case.

ACTION	Browse a list of products	Customize a product	Place an order	Get Feedback	Await, then Receive Product
TASK LIST	A. Go to the website B. Browse or search a list of products C. Filter products D. Review Fitment/specs E. Review Customization options.	A. Select a product B. Begin the customization process. C. Choose a base color D. Choose a graphic or upload a custom graphic E. Add Accessories. F. Preview the product	A. Add the product to cart B. Checkout as guest D. Pay with Amazon Pay E. Provide Shipping Details F. Confirm Purchase G. Place Order. H. Option to save as account.	A. Receive a confirmation page with an order # linked to a status page. B. Receive a confirmation email with an order # linked to a status page. C. Receive a tracking number.	A. Receive shipping detail updates. B. Receive product. C. Open Product D. Attach to phone and use product.
FEELING ADJECTIVE	Overwhelmed Curious Anxious	Creative Engaged	Excited Apprehensive	Anxious Nervous	Excited Hopeful
IMPROVEMENT OPPORTUNITIES	Offer multiple ways to search for fitment. Search and browse. Iconography for durability and size ratings. Multiple photo angles. User reviews with photos.	Guided process. Step by step. Drag and drop upload. Positioning of uploaded graphic.	Guest or Sign in checkout Multiple pay options, Apple Pay, Amazon Pay, Google Pay, PayPal. Option to create account AFTER purchase option. Order Confirmation screen.	Confirmation page and email should have order number and link to order status with tracking info. Text msg updates option.	Periodic tracking updates as status changes.

Persona: Jason Anderson

Problem statement:

Jason is a Cyber Security specialist working in Denver for a large outdoor sporting goods company. He lives an active lifestyle, is a runner and cyclist, as well as a sports enthusiast. Jason's iPhone is a central part of his personal and professional life.



Jason Anderson

Age: 26

Education: Bachelor of Sci.

Hometown: Denver, CO

Family: Married, No kids

Occupation: Digital Security

"Get Outside!"

Goals

- Ability to find a custom case that will be durable and not too bulky.
- Stress free shopping experience that is easy to understand.

Frustrations

- Lack of product specifics and photographs on websites.
- Complicated checkout processes. Having to use CC.
- Pop ups, ads and distractions.
- Lack of order communication.
- Lack of fitment information.

Jason is a Cyber Security specialist working in Denver for a large outdoor sporting goods company. He lives an active lifestyle, is a runner and cyclist, as well as a sports enthusiast. Jason's iPhone is a central part of his personal and professional life.

Jason Anderson's user journey map

Mapping Jason's User Journey made it easier to understand his educational needs.

Persona: Jason Anderson

Goal: Purchase a rugged and durable, customized phone case.

ACTION	Browse a list of products	Customize a product	Place an order	Get Feedback	Await, then Receive Product
TASK LIST	A. Go to the website B. Browse or search a list of products C. Filter products D. Review Fitment/specs E. Review Customization options.	A. Select a product B. Begin the customization process. C. Choose a base color D. Choose a graphic or upload a custom graphic E. Add Accessories. F. Preview the product	A. Add the product to cart B. Checkout as guest D. Pay with Credit Card E. Provide Shipping Details F. Confirm Purchase G. Place Order. H. Option to save as account.	A. Receive a confirmation page with an order # linked to a status page. B. Receive a confirmation email with an order # linked to a status page. C. Receive a tracking number.	A. Receive shipping detail updates. B. Receive product. C. Open Product D. Attach to phone and use product.
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Paper wireframes

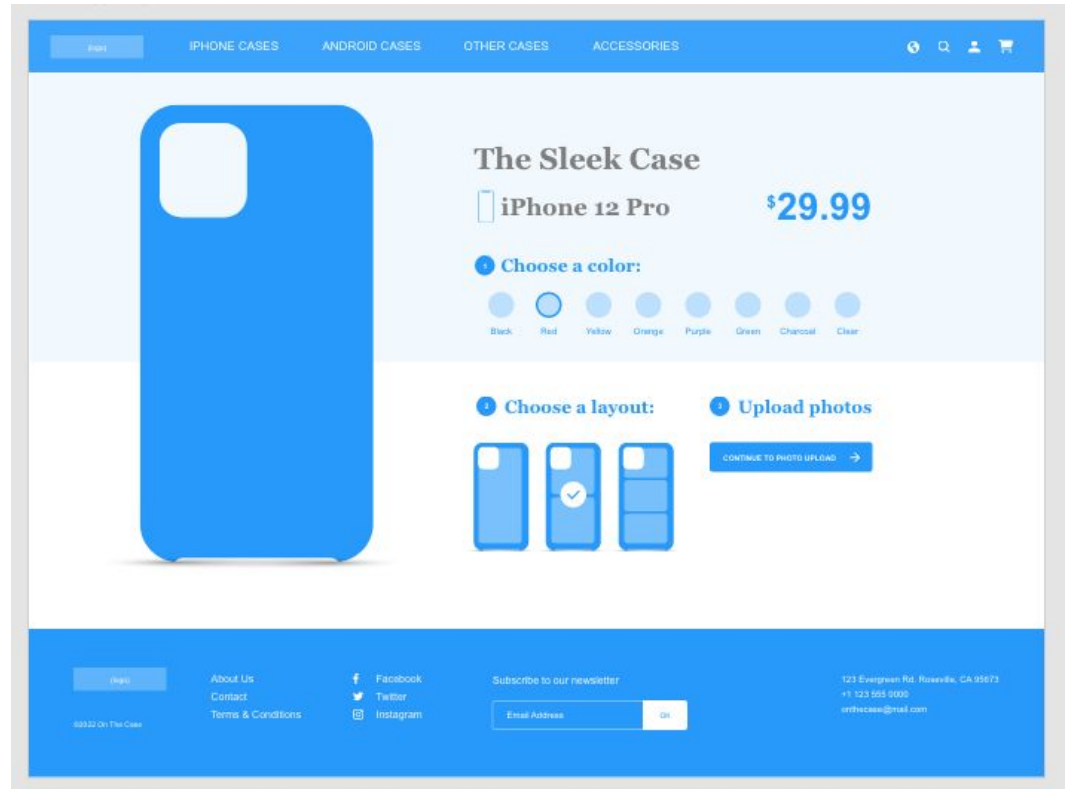
Taking the time to draft iterations of each screen of the website on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points. For the home screen, I prioritized a **the phone model selection process** to help users quickly find cases for their specific needs.



Digital wireframes

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.

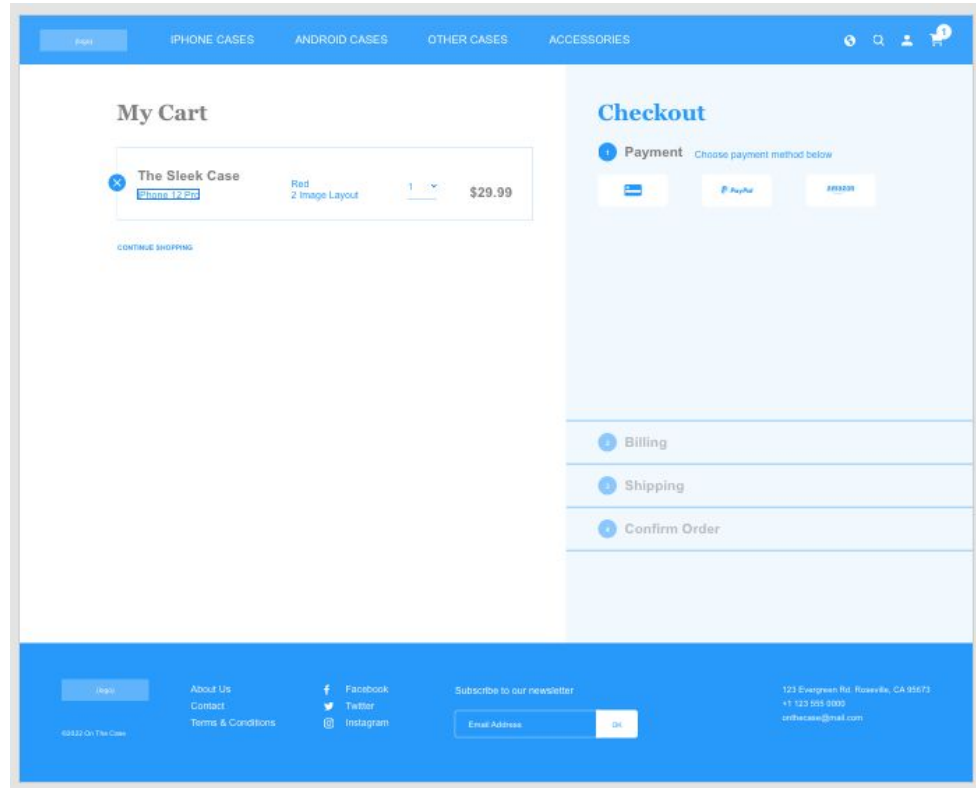
Uncluttered
Interface with
clear and concise
options



Digital wireframes

continued

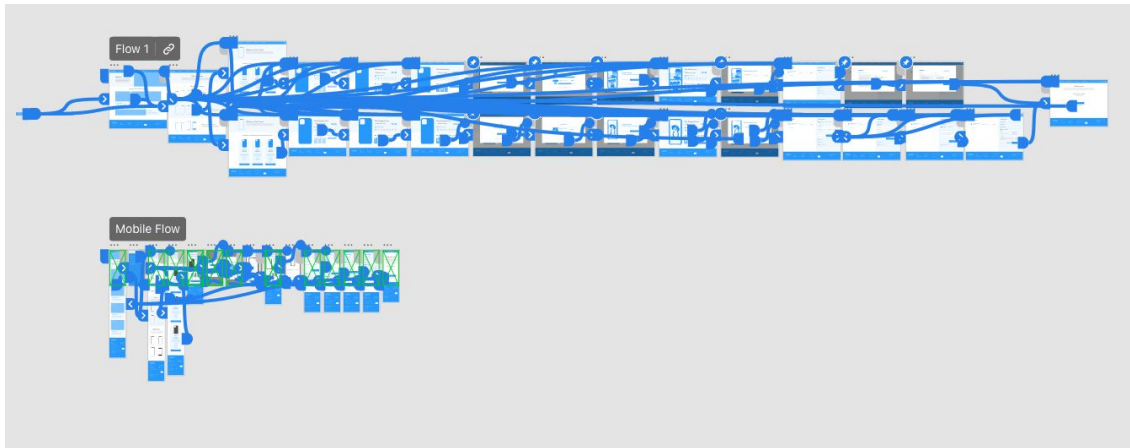
Multiple payment options



Low-fidelity prototype

The typical user flow is to enter the home screen, and begin the customization process by choosing your phone brand and model.

[View in XD](#)



Usability study: findings

I conducted two rounds of Usability Studies in an unmoderated user study through Maze with a series of tasks and questions for each user to complete.

Round 1 findings

- 1 Some users were a bit confused about what order to customize their case in.
- 2 Some users were unsure how to choose their phone model in the second step.

Round 2 findings

- 1 Users were very satisfied with the flow of the website.

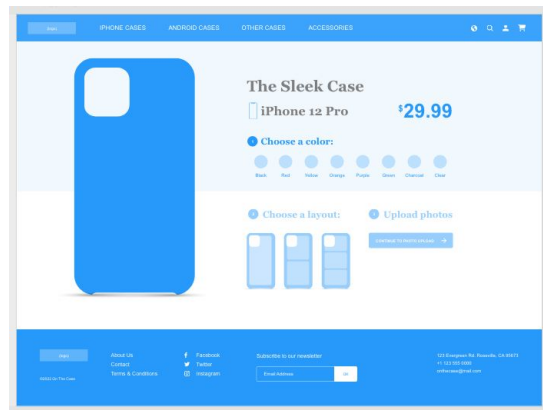
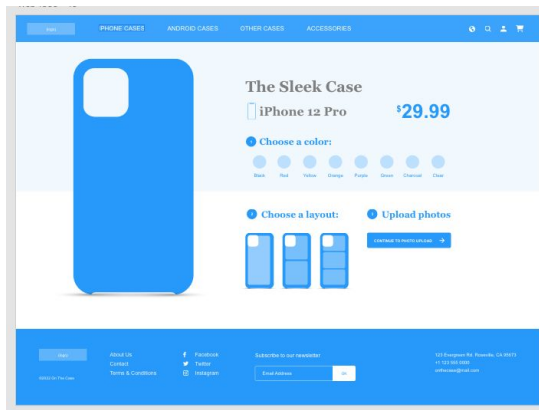
Mockups

Early designs had the 3 customization steps available from the start. Later designs disabled some steps giving focus to the current step.

Before usability study



After usability study



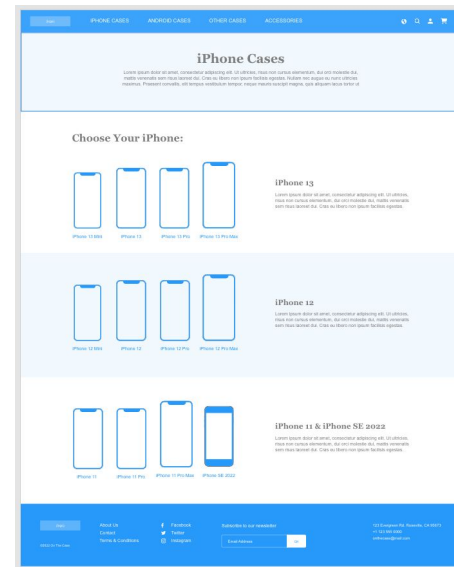
Mockups

Early models had the H2 on the home selection screen centered. I discovered after testing that positioning the H2 over the options resulted in greater understanding of the task.

Before usability study



After usability study



Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

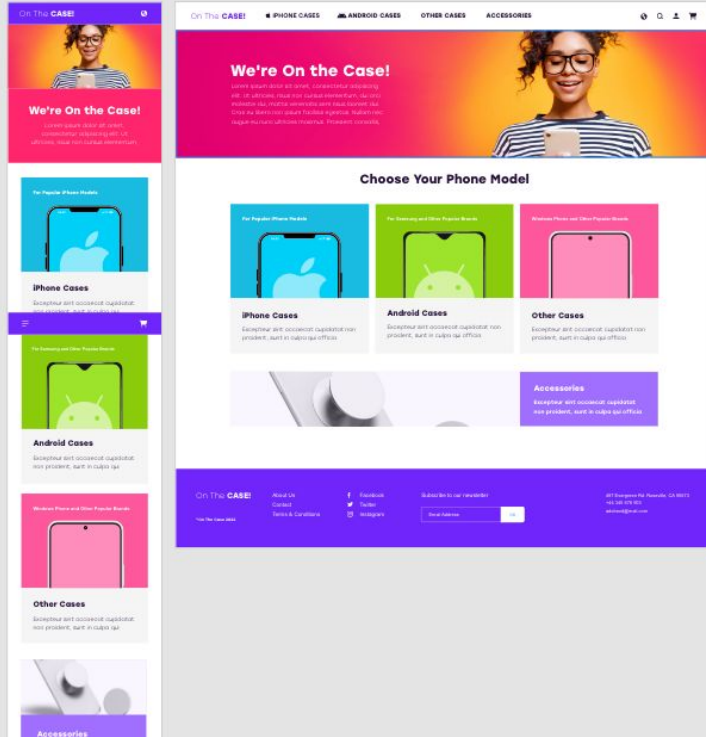
Mockups

Mobile Flow

Flow 1

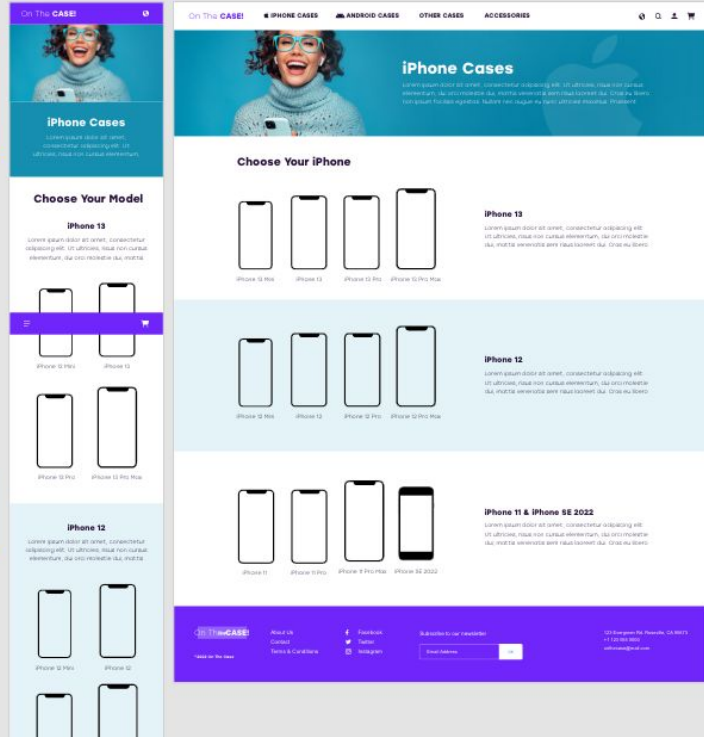
iPhone 13, 12 Pro - 1

Web 1366 - 1



iPhone 13, 12 Pro - 2

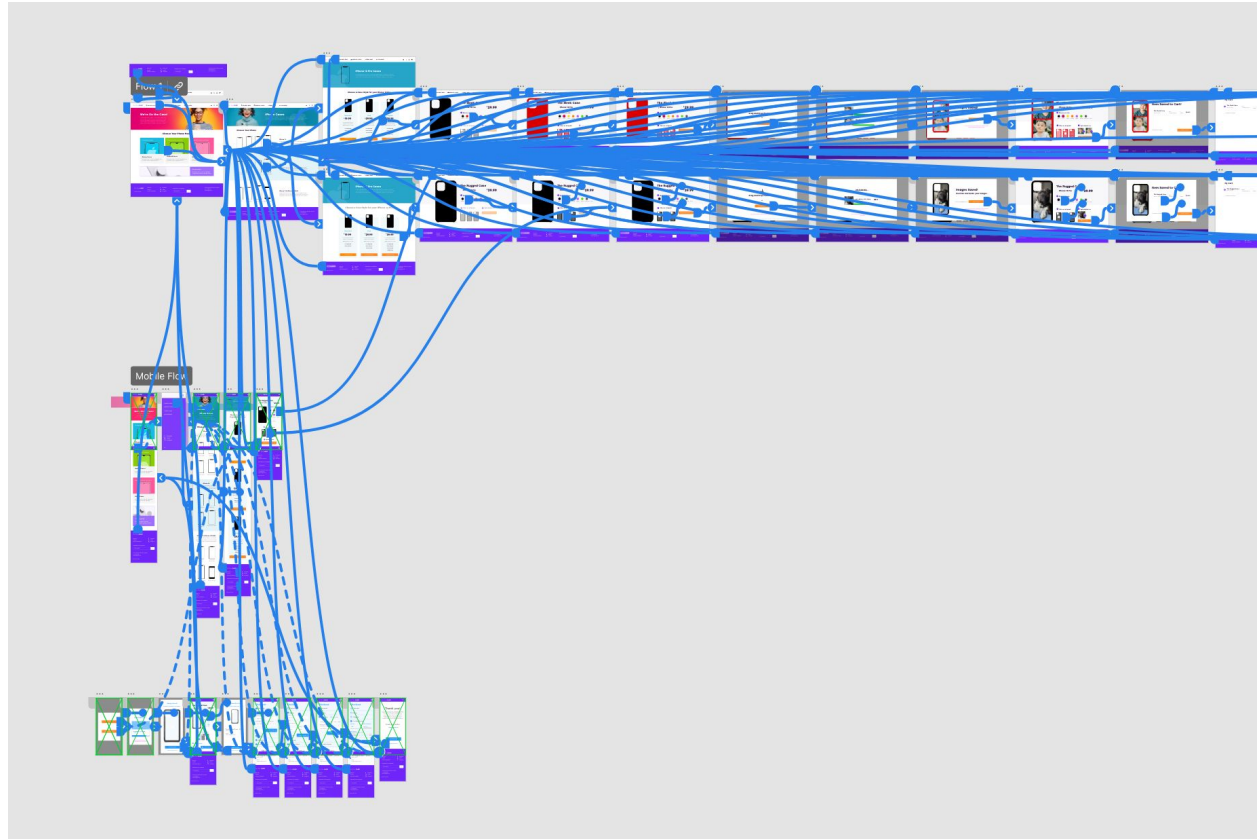
Web 1366 - 2



High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for customizing phones and purchasing.

[View on XD](#)



Accessibility considerations

1

Contrast checking was used to ensure that text is legible in all areas.

2

Internationalization is supported for multiple languages.

3

A standardized textual hierarchy is in place for headings.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The website is an easy to use interface for choosing and customizing phone cases.

One quote from peer feedback:

"Overall, very easy site to use. The steps to ordering the phone, and the payment section was very simple to follow!"



What I learned:

I learned when designing this website that design is an iterative process and that by continually testing your work as you go, you'll be consistently making a better product.

Next steps

1

Plan a final usability study.

2

Iterate over final changes and prep for hand off.

3

Hand off to the UX Engineer Team.

Let's connect!



You can find more information about me and my work at
robertcreates.com