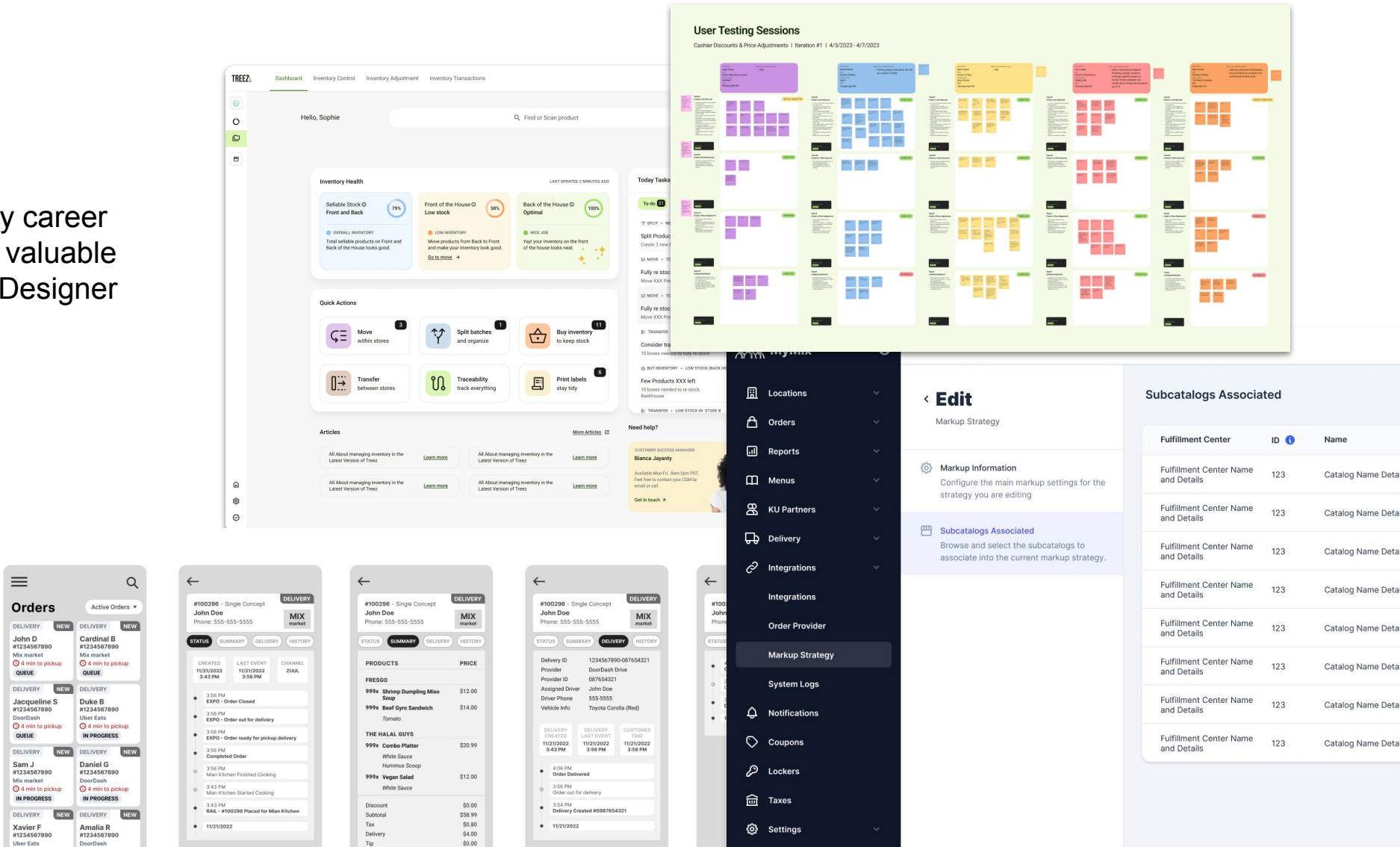# **E-commerce** Experience

Catalina Vásquez 2023-2023

Unlocking the Potential: A Glimpse into Designing Product Catalogs, Inventory Visualization, Discounts, Mobile Usability, and More for Rewards and Payments.

Over the past two years of my career (2022 and 2023), I've gained valuable experience as a Product UX Designer on the e-commerce field.

My journey began in the world of ghost kitchens by working for Kitchen United, a US based company which provided facilities with several kitchens for important restaurant brands to use.

Main business was consisting in allowing the user to purchase products from several restaurants available in the facilities, and conveniently pay everything in just one order.
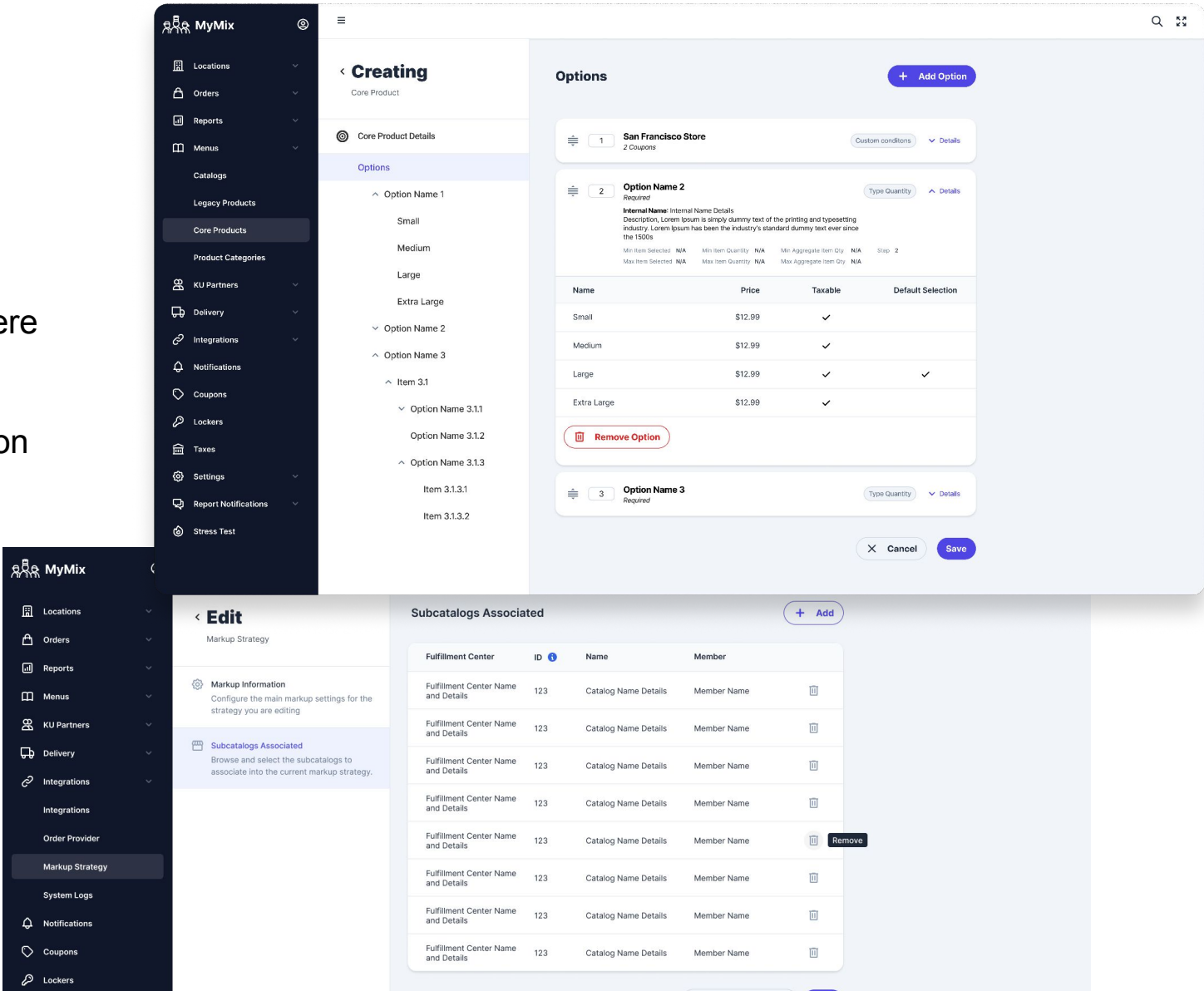

The ideas and concepts discussed in the following sections are bound by Non-Disclosure Agreements (NDAs). I will provide the most detailed explanation possible while adhering to these agreements.
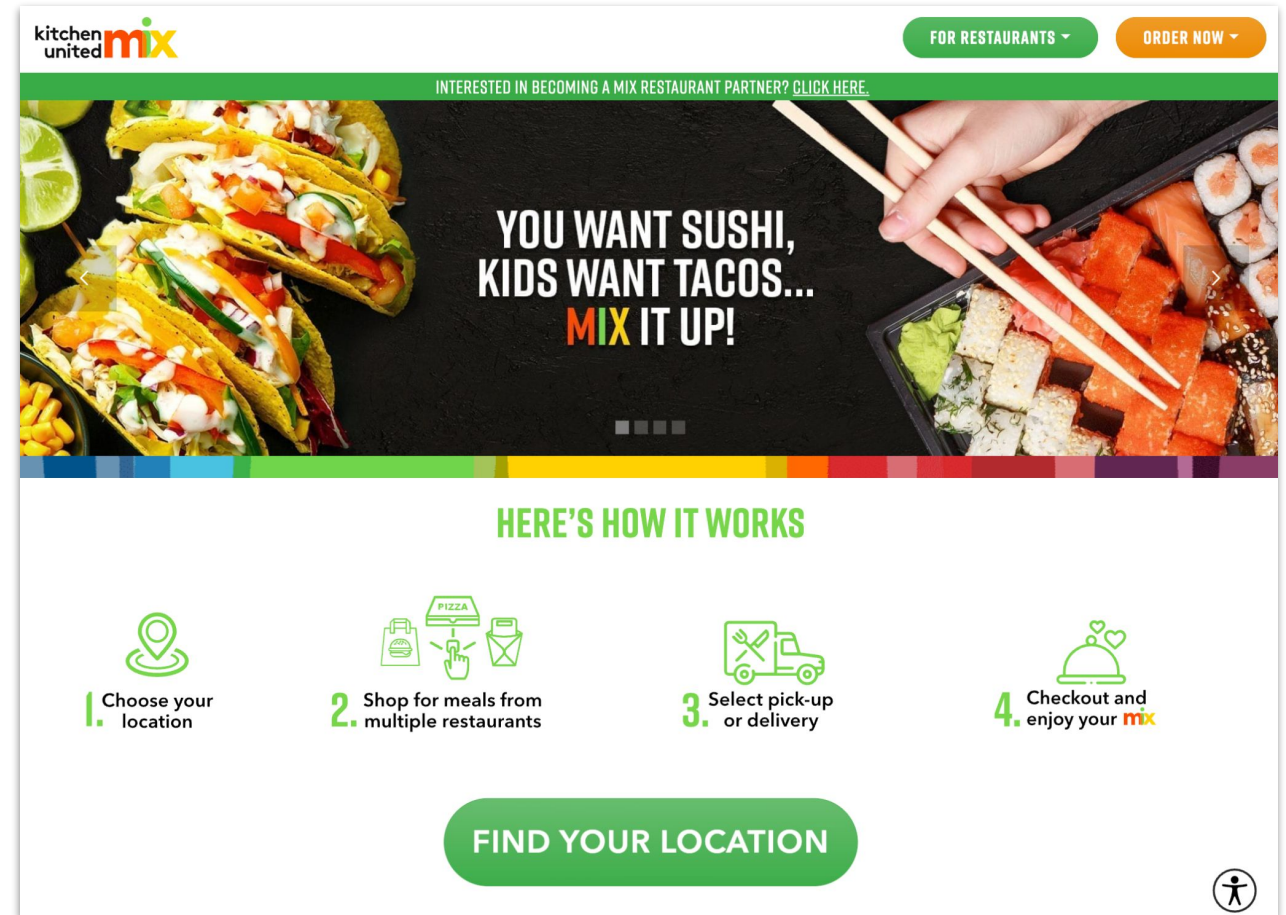
I learnt about Kitchen Display Systems (KDS), where I designed and redesigned various screens for kitchen chefs and admins, including some key features that populated the systems with information contained in the menus: product catalog creation, variants, options, and modifiers.

EXPO SYSTEM BEFORE REDESIGN   EXPO SYSTEM AFTER REDESIGN

Main problems to be solved:
- No hierarchy of data on screen
- Client name, most important data, is too small
- This is a touch screen and elements are too close together, leading to user error when interacting
- Action and other key features are hidden on menus
- No way to filter orders by state

Improvements based on touch screen and data visualization:
- Optimization of client name
- Clear order state
- Labeled orders
- State filter implementation
- New menu nav
- Easy implementation by using MUI & Angular template

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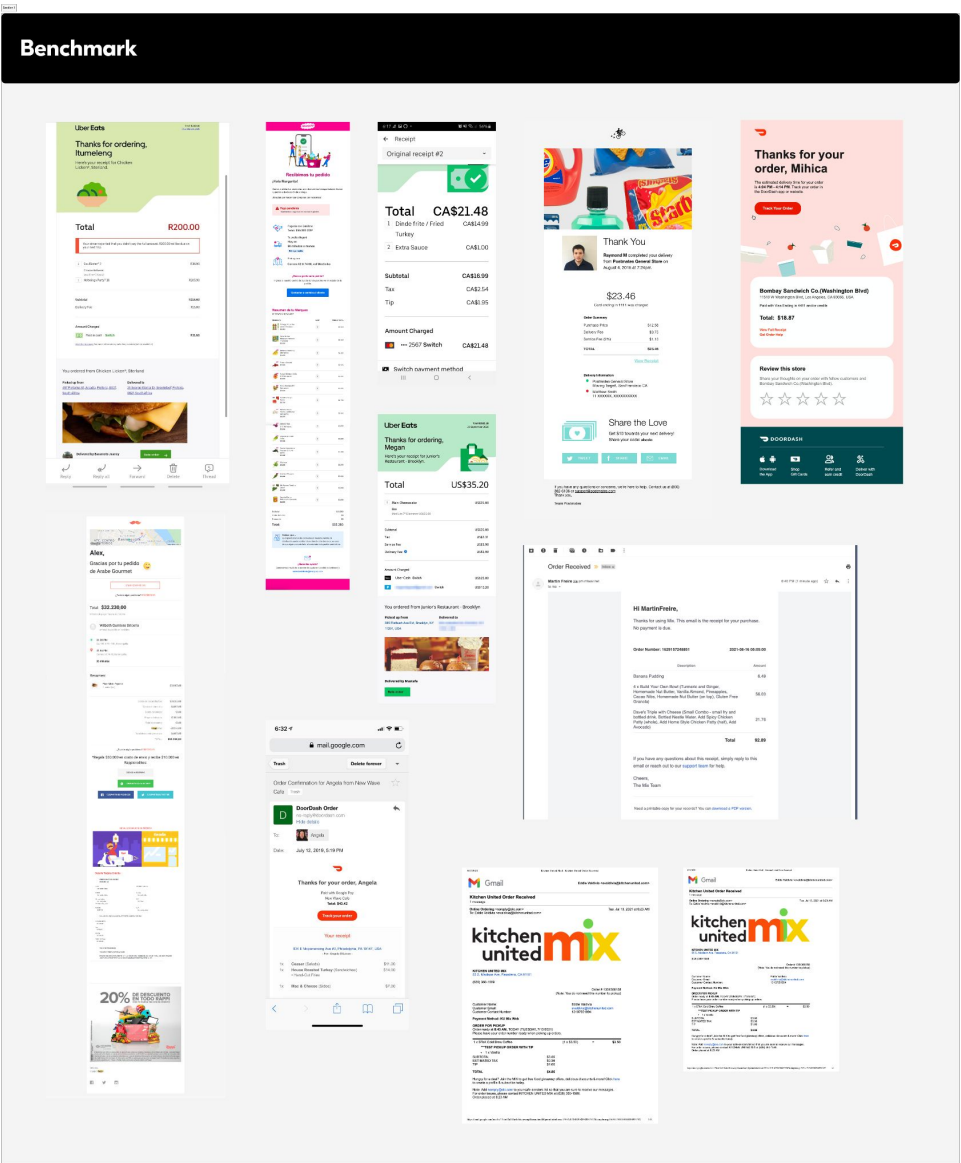
I also conducted research like usability reviews and benchmarked best practices for order confirmation emails, ensuring a unified visual identity for KU while optimizing information hierarchy.

BEFORE
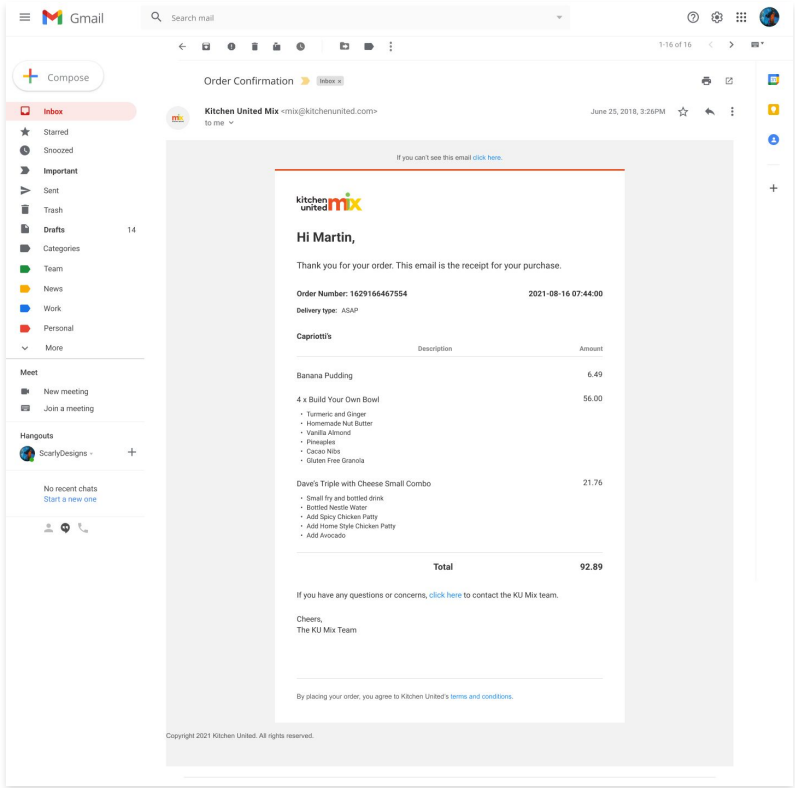
AFTER REDESIGN

iOS view

Android view

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CONFIRMATION EMAILS CASES

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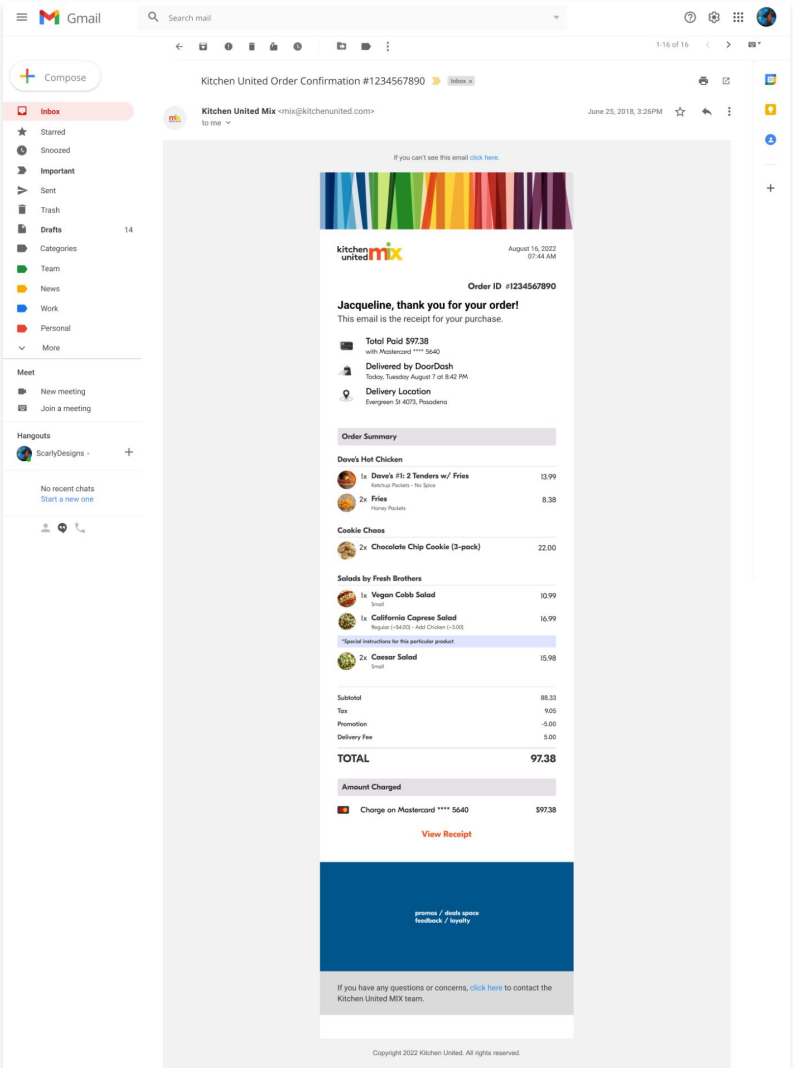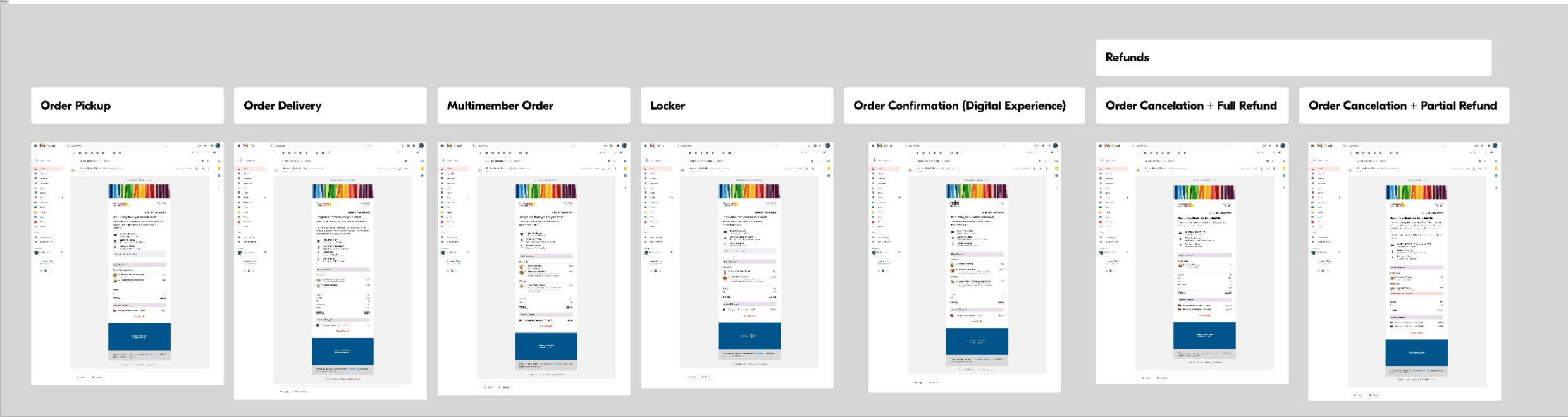
My role at Treez Inc was as a key member of the design team, focusing on the Front of the House team, particularly on the Discount management system.
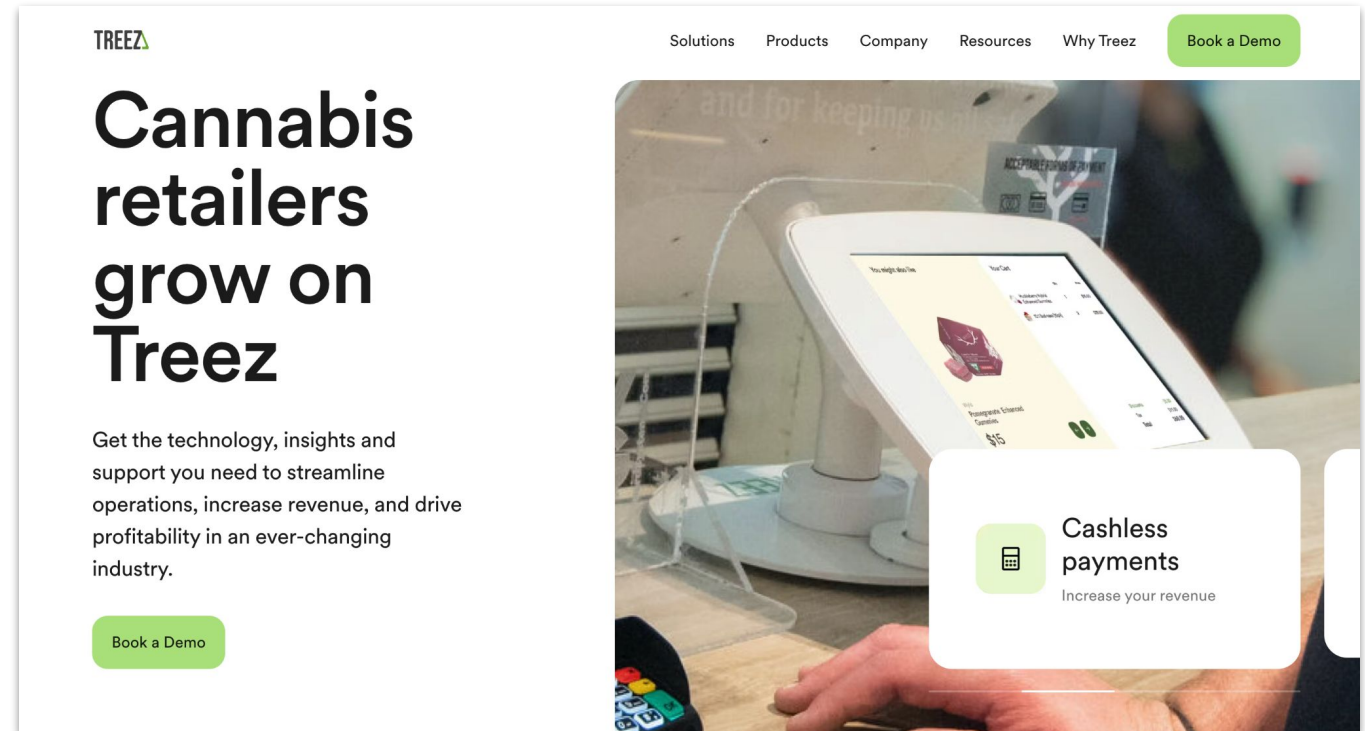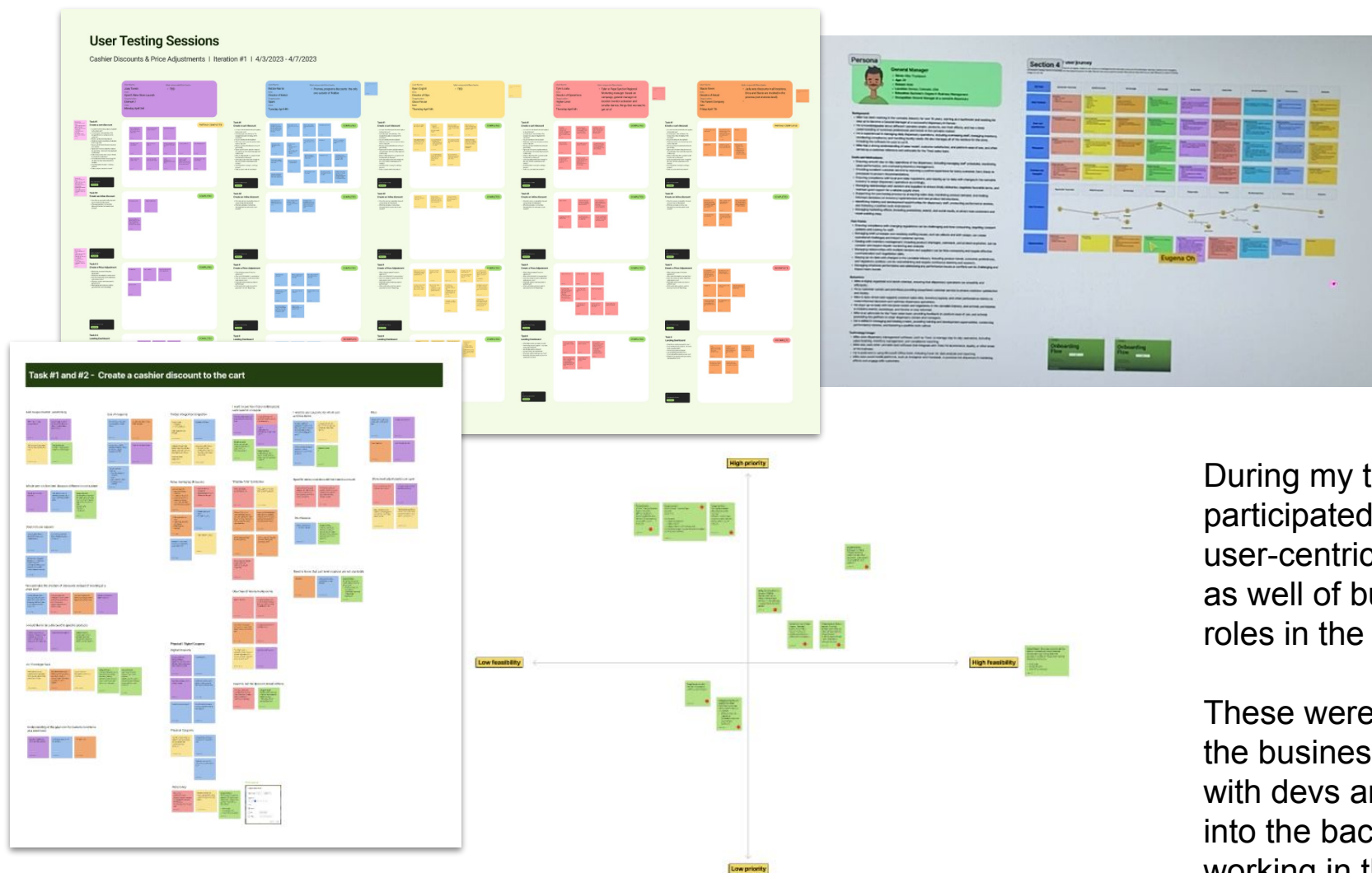
During my time in the company, I led and also participated in user research initiatives to identify user-centric design opportunities and improvements, as well of building user personas for various user roles in the cannabis in-store environment.

These were later prioritized based on the roadmap for the business, checked for feasibility of implementation with devs and set into epics (with features and tickets) into the backlog with product managers to start working in the designs.

Wireframe of Dashboard
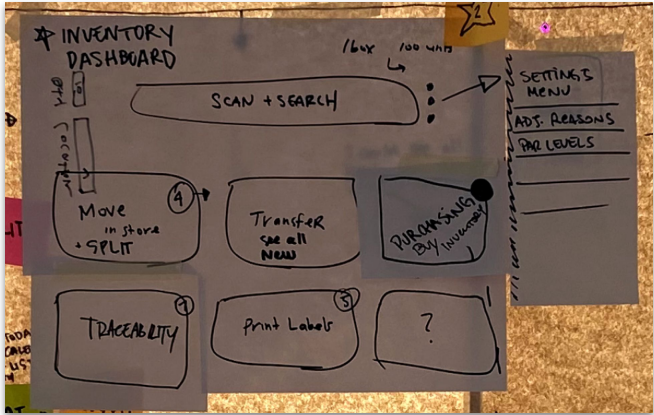
Userflows
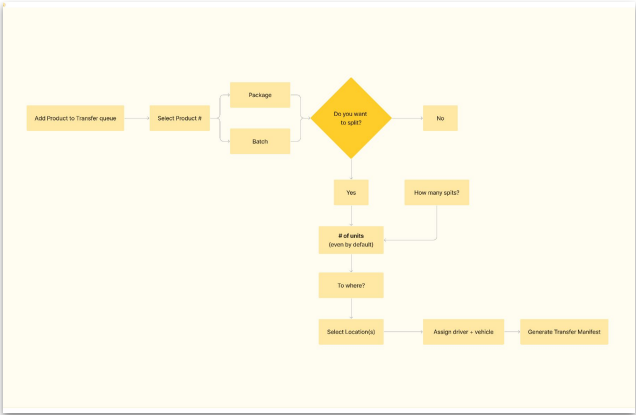
I conducted A/B testing on various data display screens and dashboards to assess the visual and cognitive impact on user platforms, based on the insights gathered.
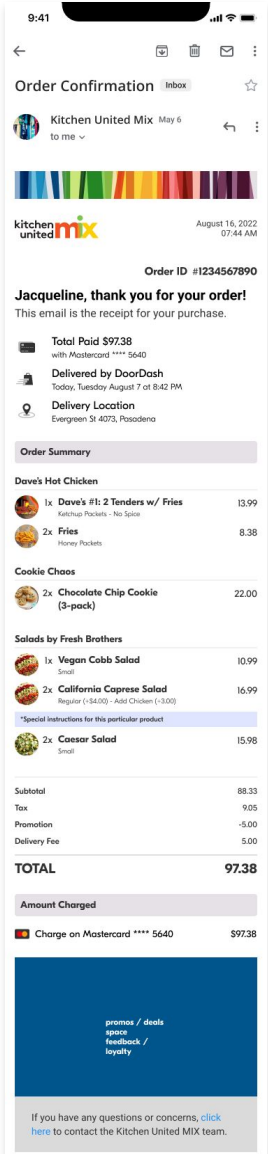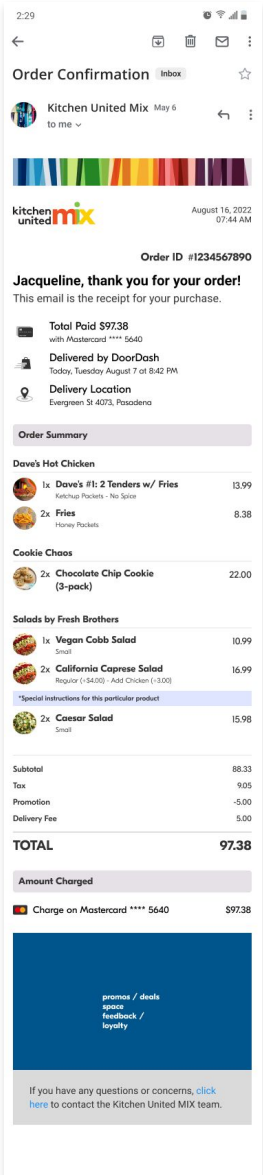
High fidelity designs to A/B test

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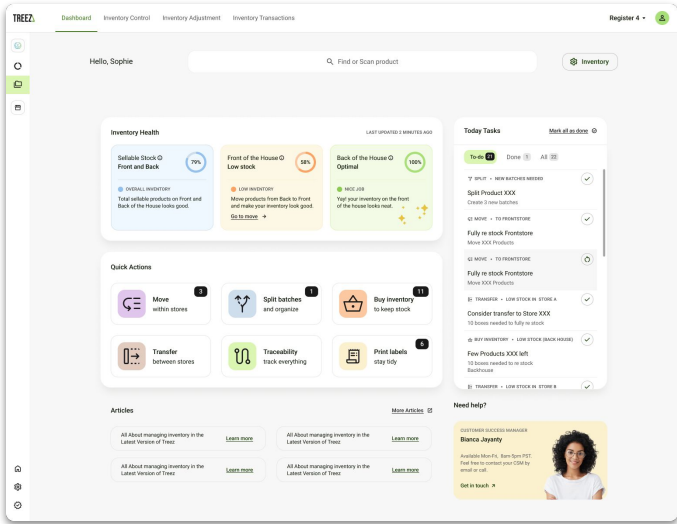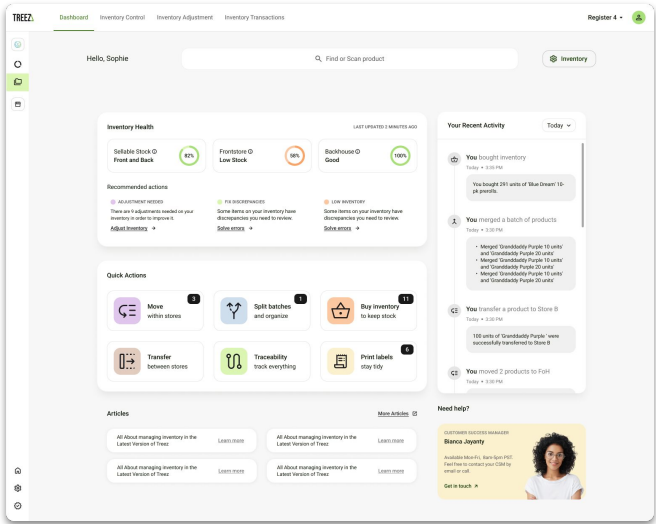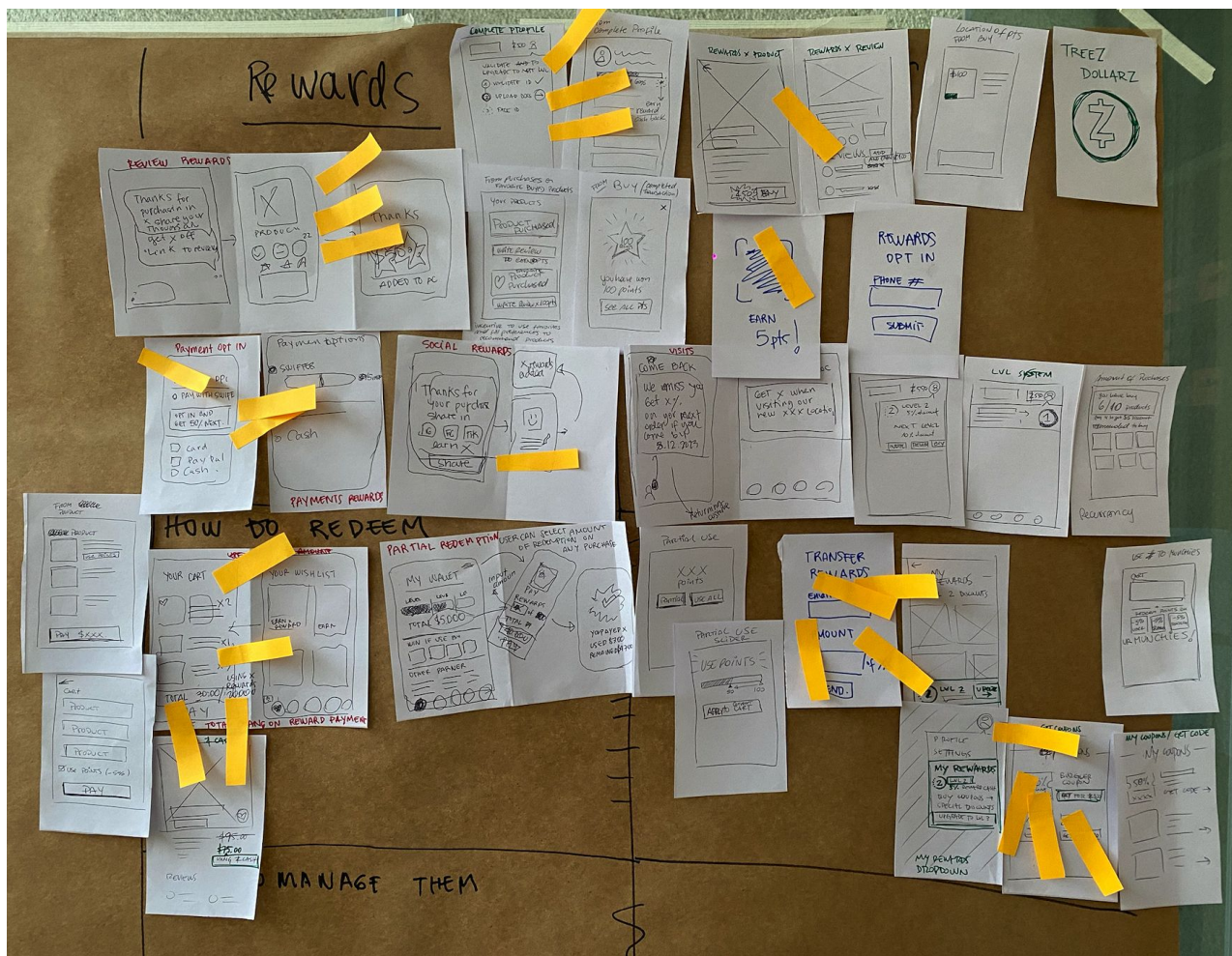
Results of an Ideation activity called "The crazy 8" for a Rewards design flow on the mobile app.

In the realm of mobile, I developed proof-of-concept solutions for Treez Inc's "store experience," which offered a customizable in-store shopping experience based on each brand's product catalog.

This mobile application encompassed product search, AI-driven recommendations, product selection, cart management, coupon application, user profile viewing, preferred payment methods, and a rewards program to enhance customer loyalty.

In addition to my full-time roles, I also freelanced for the U.S. consulting firm Frame & Flight. I conducted research on the online food ordering checkout processes, producing a comprehensive "Guest Check Out Report for Dave's Hot Chicken."

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Comparison of "guest checkout" vs. "account creation checkout".

To further understand the impact of checkout methods on user experience, we present a comparative analysis of guest checkout and account creation. The following table summarizes the pros and cons associated with each method:
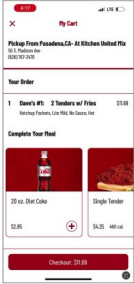
	"Continue as Guest" checkout	" Create an Account" checkout
Pros	• Optimizes conversion rates by removing the Sign In/Up extra steps. • No need to remember login credentials. • Entices low-trust buyers who don't wish to have their card details stored. • Appeals to first-time customers not trust their data to the e-com site yet. • Reduces user resistance to che removing the obligation to Sign • Ideal for first-time impulsive buy don't have to commit to an acco • Higer likelihood of social sharin negative reviews). • Potential for email sign-up at a • Encourages mobile shoppers.	• Personalized user experience by saving personal info before hand. • Ability to keep log of orders to improve future
Cons	• Missed opportunity for user dat • Limited ability to retarget or per • Less potential for post-purchase • Reduced access to loyalty prog • No order history or tracking • Higher chance of abandoned c • Limited customer data for analy • Less opportunity for account cr • Difficulty in recovering abandon	
Common User behavior	• Tendency to opt for quick purch • Frequently chosen by new or in • May opt for guest checkout to a an account • Often used for one-time or spo purchases • May not engage with loyalty pr accounts • May resist providing personal in upfront • Higher likelihood of sharing pu media • Users tend to skip account crea • May not take advantage of ema opportunities	

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Improving Cart Flow and Information

While testing the DHC app is noticeable that the cart is hidden from users view. they can only access the selected products by clicking on the "Start Checkout" button at the bottom of the screen. This label, and the screen it follows after selecting it, might misled the user to believe that is mandatory to checkout at this level, as it indicates that the user needs to checkout immediately, even after selecting just one product from the menu.

Images from the DHC app. At the left we can see how the bottom button is labeled "Start Checkout". At the right side the button was already clicked and now we see the "My Cart" screen. Again, the bottom button is prompting to complete the purchase and also indicates the amount due.

Thank You