

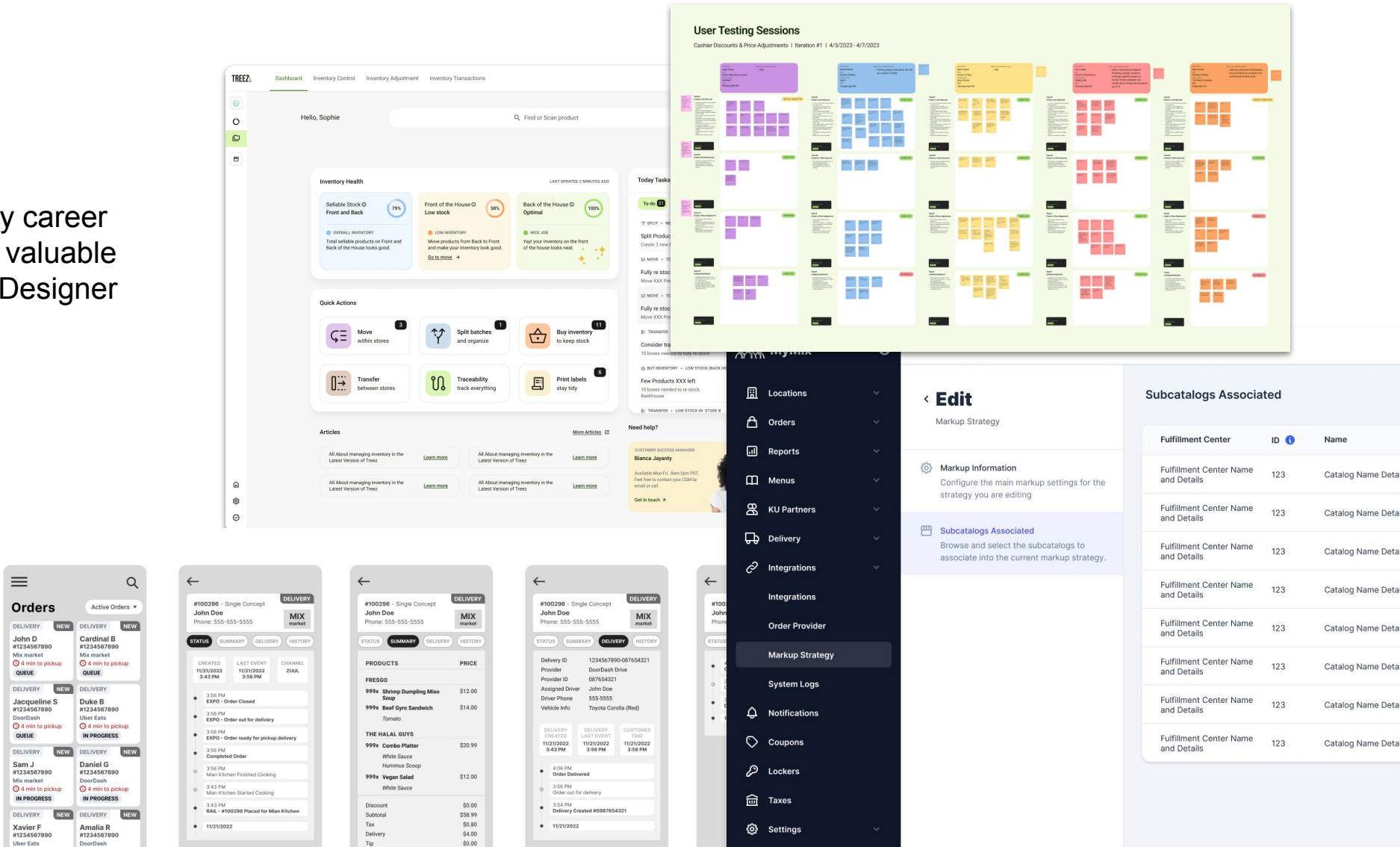
E-commerce Experience

Catalina Vásquez 2023-2023

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

The ideas, projects 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.

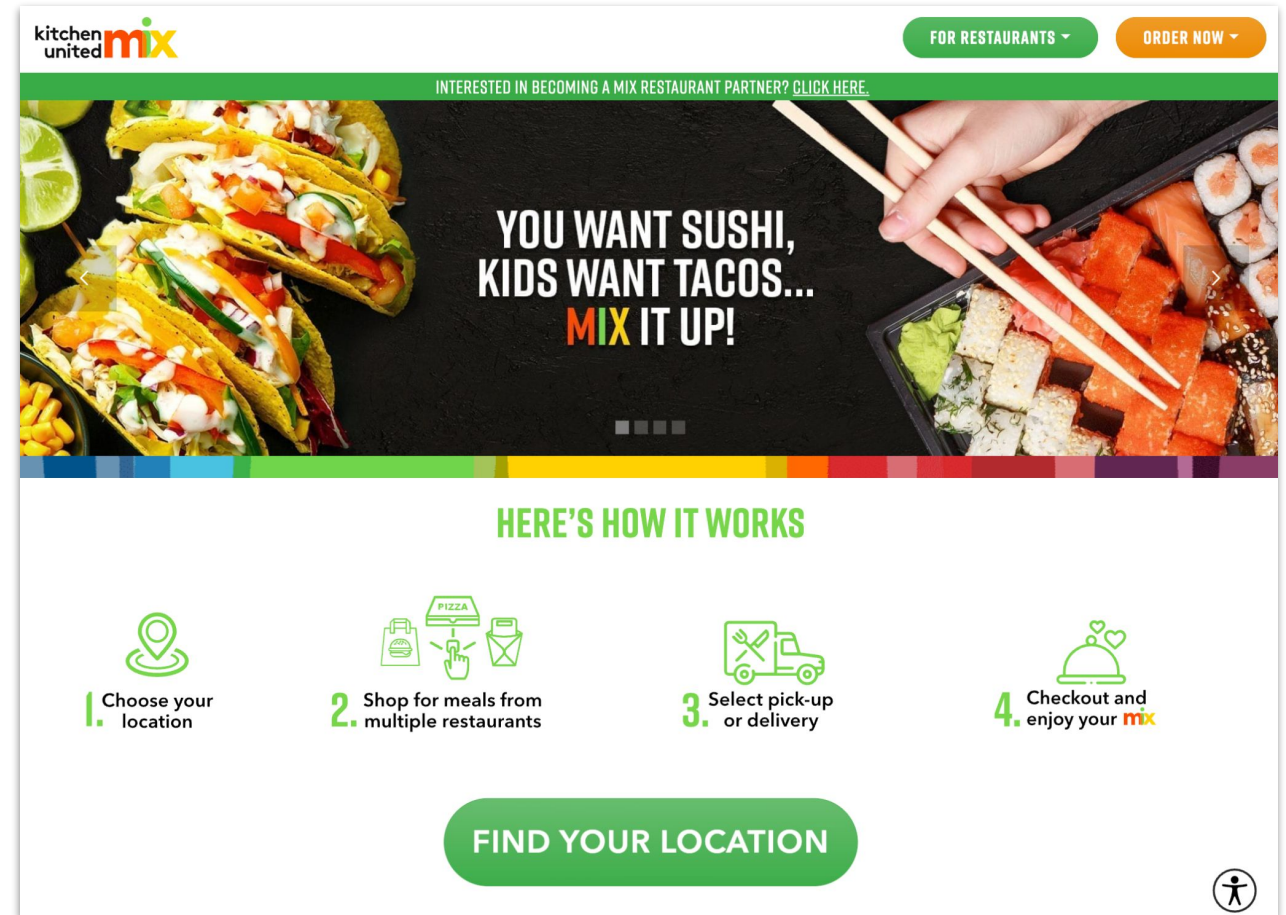
Over the past two years of my career (2022 and 2023), I've gained valuable experience as a Product UX Designer on the e-commerce field.



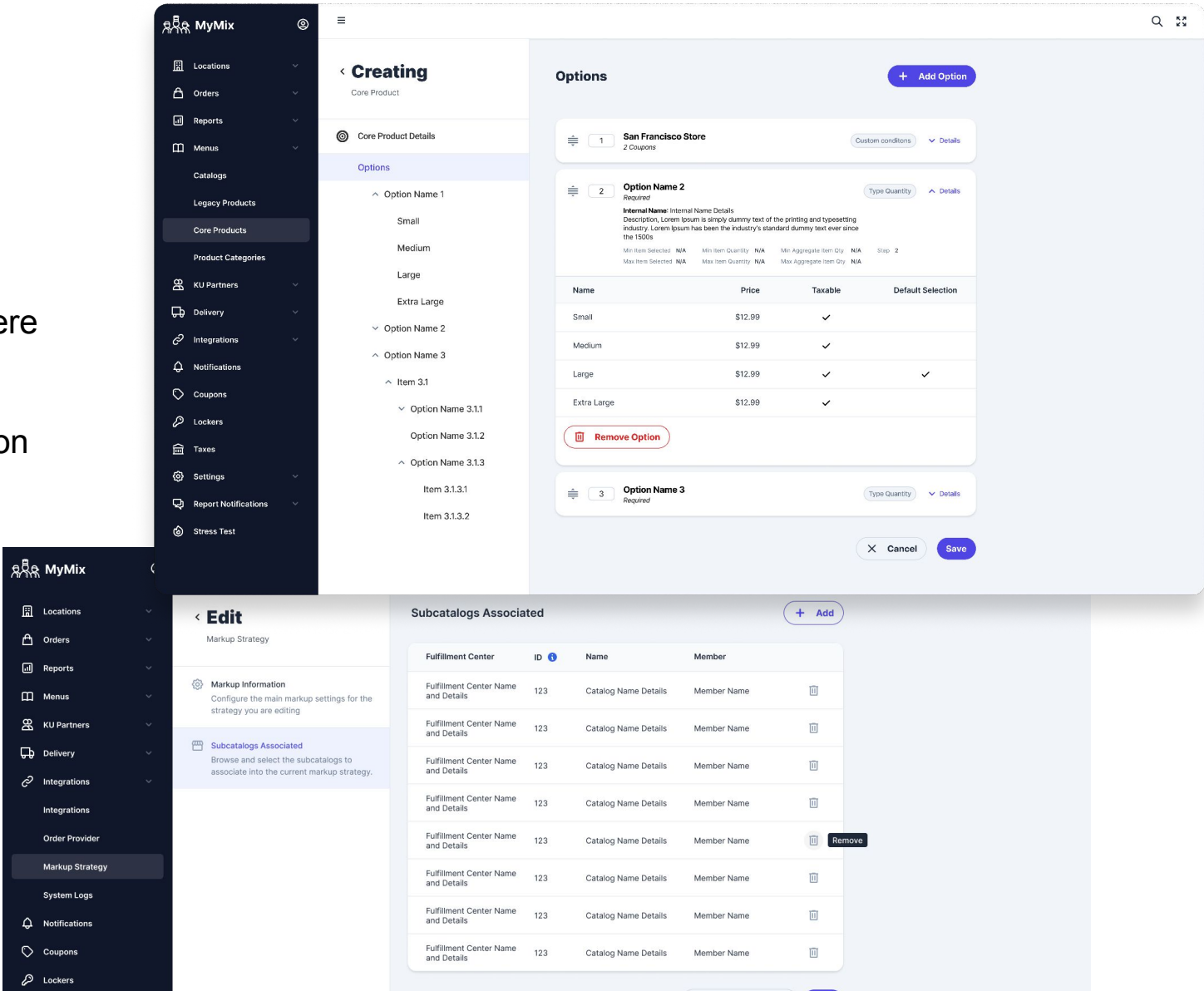
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My journey began in the world of ghost kitchens by working for Kitchen United, a US based company which provided facilities with several kitchens for important restaurant brands to use.

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.



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 AFTER REDESIGN

Search

All Order States | Pick Up | Deliver | Location | Queue | Ready to Pickup | Cancelled | Completed

Active Orders

Delivery

Past Orders

DELIVERY Cata V #1234567890 Kitchen United Mix Pickup by 12:34 PM, Oct 28 Burger King, Sushi House, Amaze Bowls, The Halal Guys DoorDash Drive QUEUE RECEIVED ***	LOCKER Susan M #1234567890 Kitchen United Mix Pickup by 12:34 PM, Oct 28 Burger King, Sushi House, Amaze Bowls, The Halal Guys Kitchen United, Pasadena QUEUE RECEIVED ***	PICKUP John D #1234567890 Kitchen United Mix Pickup by 12:34 PM, Oct 28 Burger King, Sushi House, Amaze Bowls, The Halal Guys Kitchen United, Pasadena QUEUE RECEIVED ***	DELIVERY Martha L #1234567890 Kitchen United Mix Pickup by 12:34 PM, Oct 28 Burger King DoorDash Drive READY FOR PICKUP PICKED UP ***	LOCKER Clara G #1234567890 Kitchen United Mix Pickup by 12:34 PM, Oct 28 Burger King, Sushi House, Amaze Bowls, The Halal Guys Kitchen United, Pasadena READY FOR PICKUP PICKED UP ***	LOCKER Sweet J #1234567890 Kitchen United Mix Pickup by 12:34 PM, Oct 28 Burger King, Sushi House, Amaze Bowls, The Halal Guys Kitchen United, Pasadena READY FOR PICKUP PICKED UP ***
DELIVERY Martha L #1234567890 Kitchen United Mix Pickup by 12:34 PM, Oct 28 Burger King DoorDash Drive READY FOR PICKUP PICKED UP ***	DELIVERY Jacqueline R #1234567890 Kitchen United Mix Pickup by 12:34 PM, Oct 28 Burger King, Sushi House, Amaze Bowls, The Halal Guys DoorDash Drive COMPLETED →	DELIVERY Madeline C #1234567890 Kitchen United Mix Pickup by 12:34 PM, Oct 28 Burger King, Sushi House, Amaze Bowls, The Halal Guys DoorDash Drive COMPLETED →	DELIVERY Sussan Q #1234567890 Kitchen United Mix Pickup by 12:34 PM, Oct 28 Burger King, Sushi House, Amaze Bowls, The Halal Guys DoorDash Drive COMPLETED →	DELIVERY George W #1234567890 Kitchen United Mix Pickup by 12:34 PM, Oct 28 Burger King, Sushi House, Amaze Bowls, The Halal Guys DoorDash Drive COMPLETED →	DELIVERY Hunter Z #1234567890 Kitchen United Mix Pickup by 12:34 PM, Oct 28 Burger King, Sushi House, Amaze Bowls, The Halal Guys DoorDash Drive CANCELLED →
DELIVERY Darwin C #1234567890 Kitchen United Mix Pickup by 12:34 PM, Oct 28 Burger King, Sushi House, Amaze Bowls, The Halal Guys DoorDash Drive COMPLETED →	DELIVERY Fred H #1234567890 Kitchen United Mix Pickup by 12:34 PM, Oct 28 Burger King, Sushi House, Amaze Bowls, The Halal Guys DoorDash Drive COMPLETED →	DELIVERY Ronald A #1234567890 Kitchen United Mix Pickup by 12:34 PM, Oct 28 Burger King, Sushi House, Amaze Bowls, The Halal Guys DoorDash Drive COMPLETED →	DELIVERY Sarah H #1234567890 Kitchen United Mix Pickup by 12:34 PM, Oct 28 Burger King, Sushi House, Amaze Bowls, The Halal Guys DoorDash Drive COMPLETED →	DELIVERY Lenny B #1234567890 Kitchen United Mix Pickup by 12:34 PM, Oct 28 Burger King, Sushi House, Amaze Bowls, The Halal Guys DoorDash Drive COMPLETED →	DELIVERY Ron W #1234567890 Kitchen United Mix Pickup by 12:34 PM, Oct 28 Burger King, Sushi House, Amaze Bowls, The Halal Guys DoorDash Drive COMPLETED →

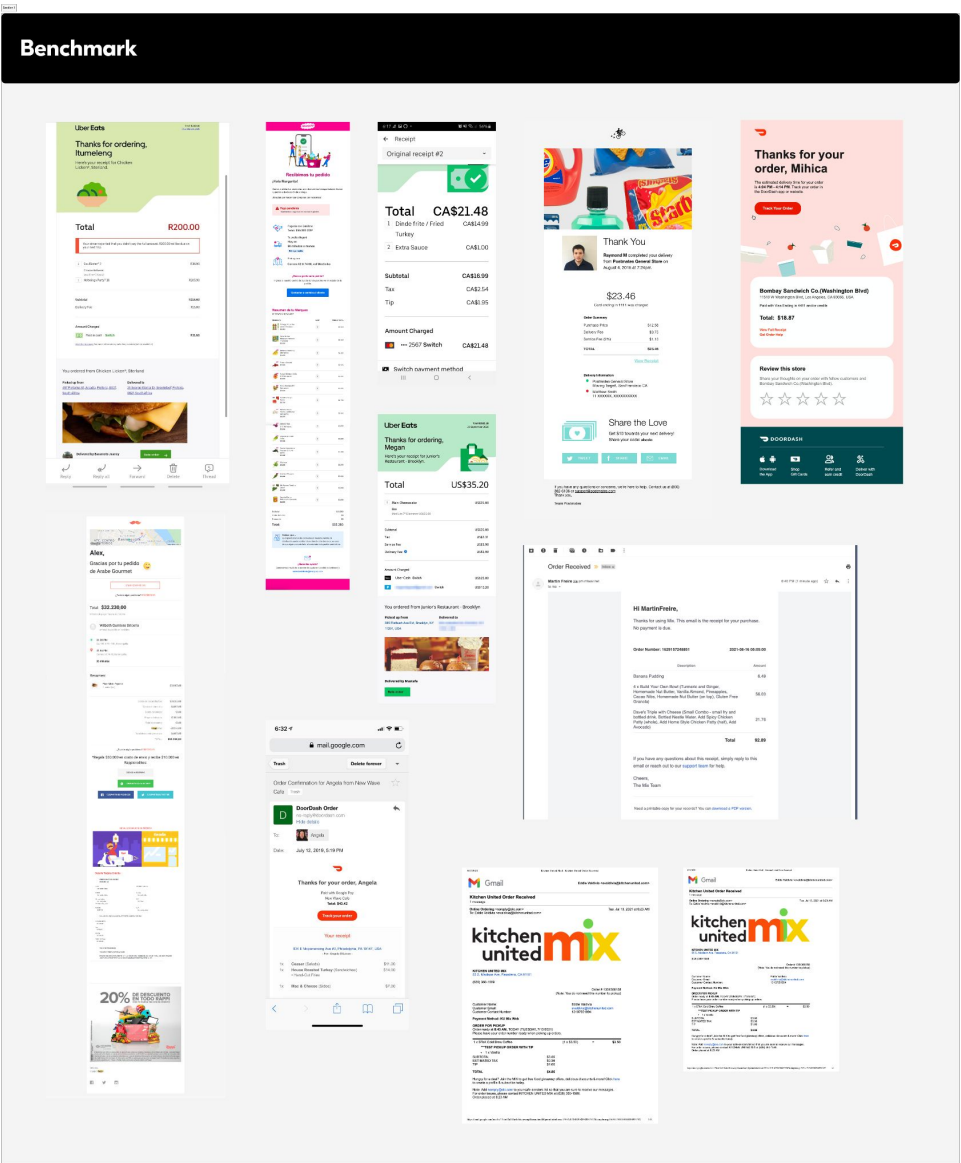
House Orders

Log Off

Improvements based on touch screen and data visualization:

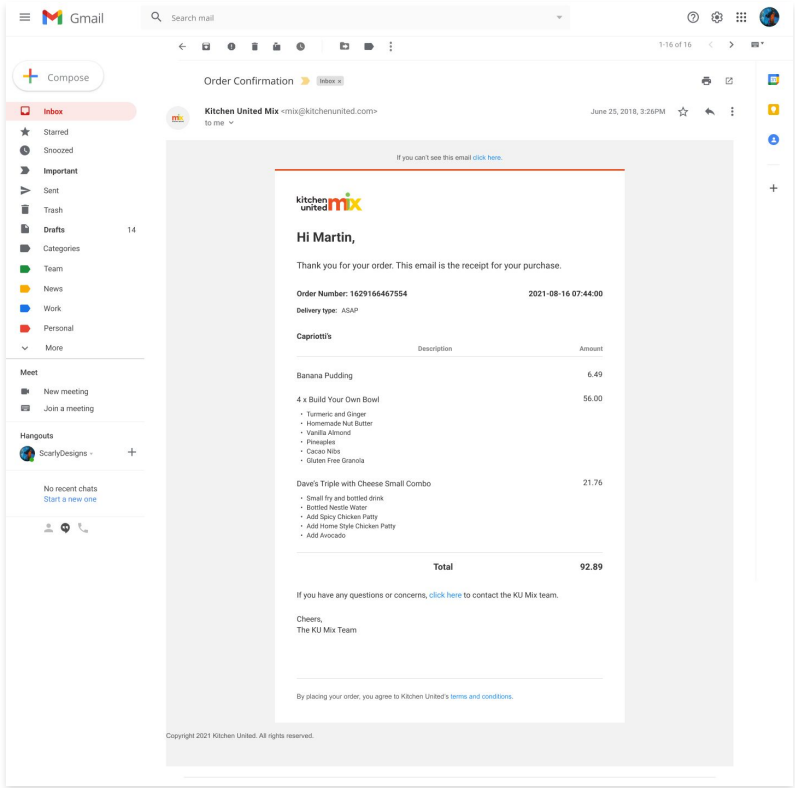
- Optimization of client name
- Clear order state
- Labeled orders
- State filter implementation
- New menu nav
- Easy implementation by using MUI & Angular template

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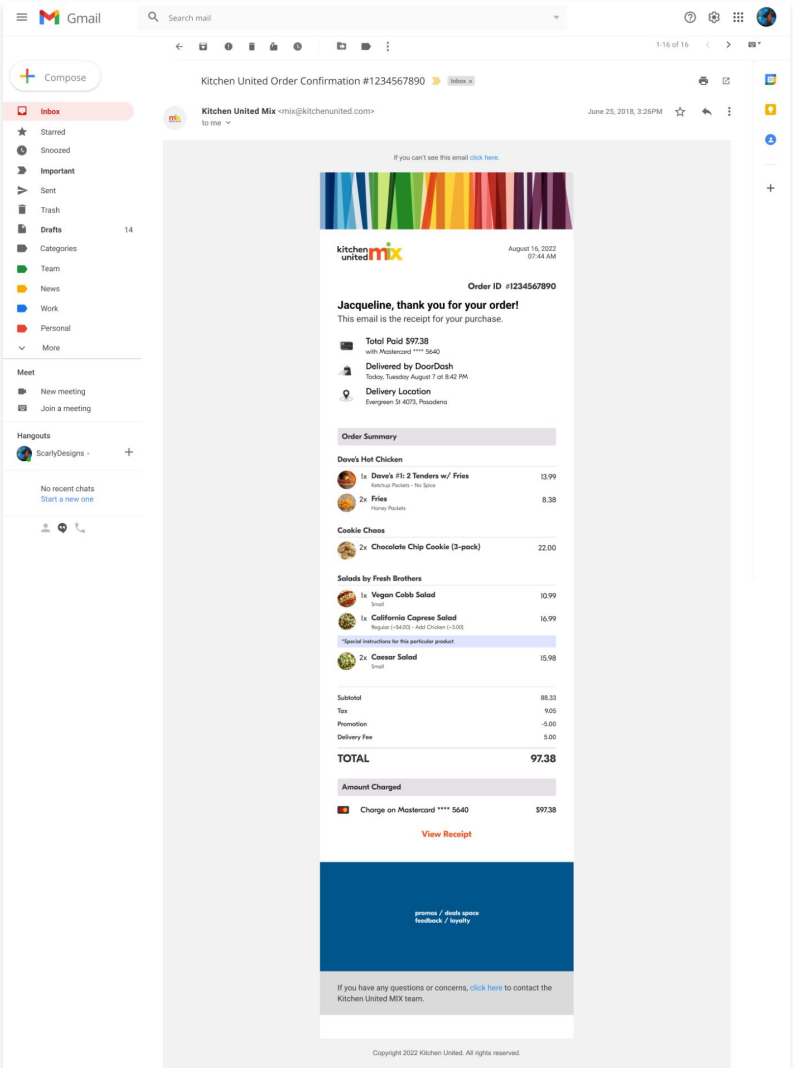


I also conducted research like usability reviews and benchmarked best practices for order confirmation emails, ensuring a unified visual identity for KU while optimizing information hierarchy.

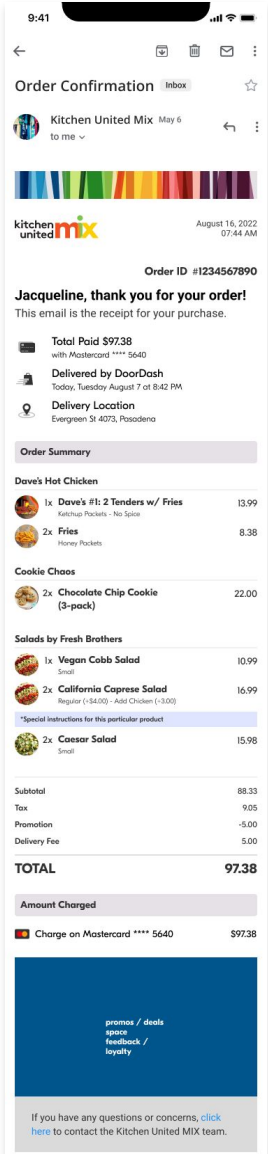
BEFORE



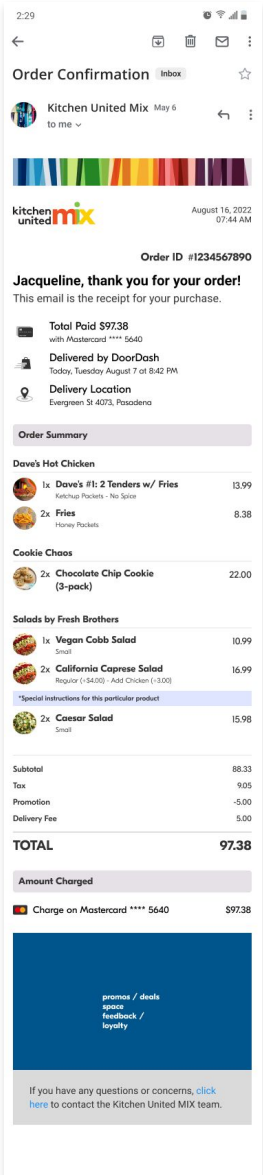
AFTER REDESIGN



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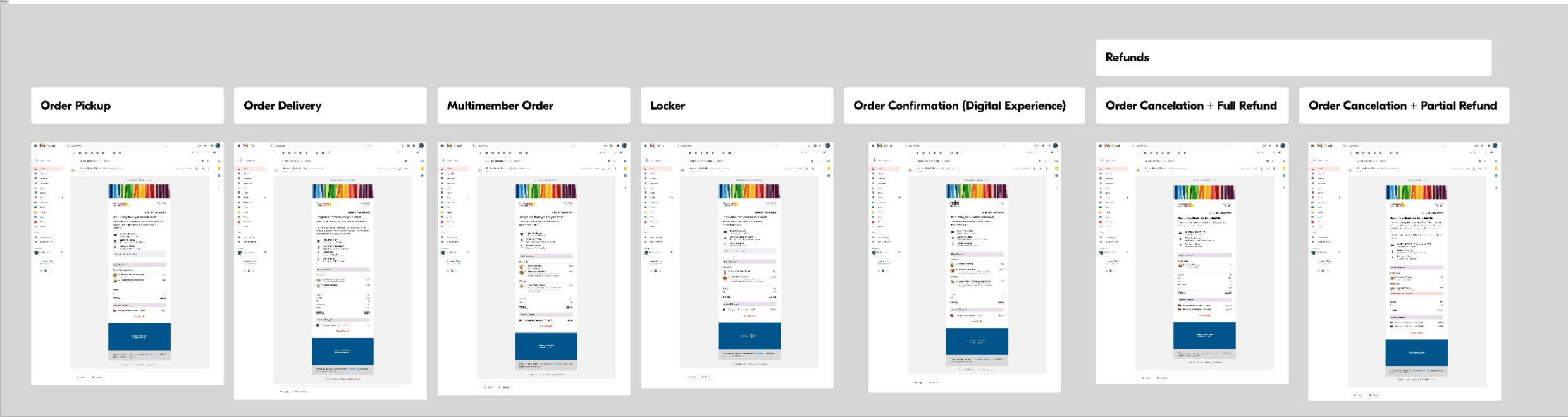


iOS view

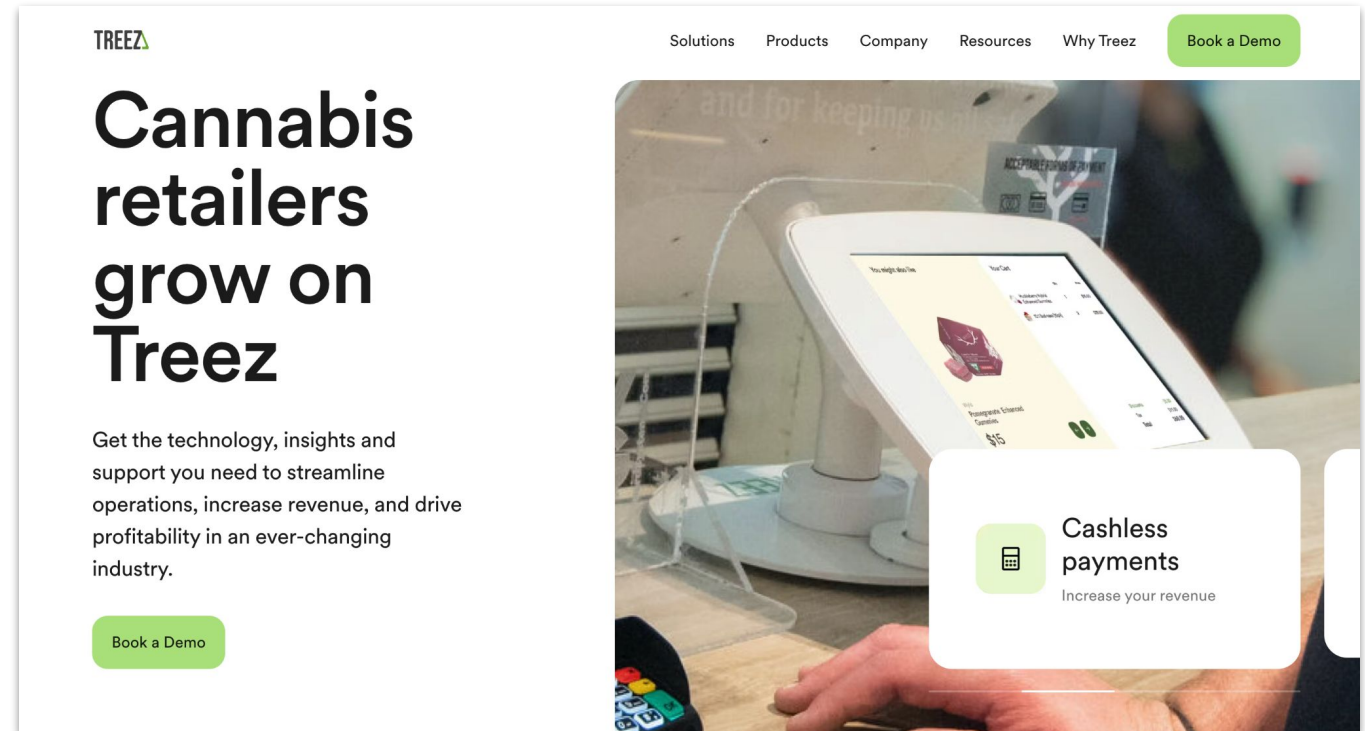


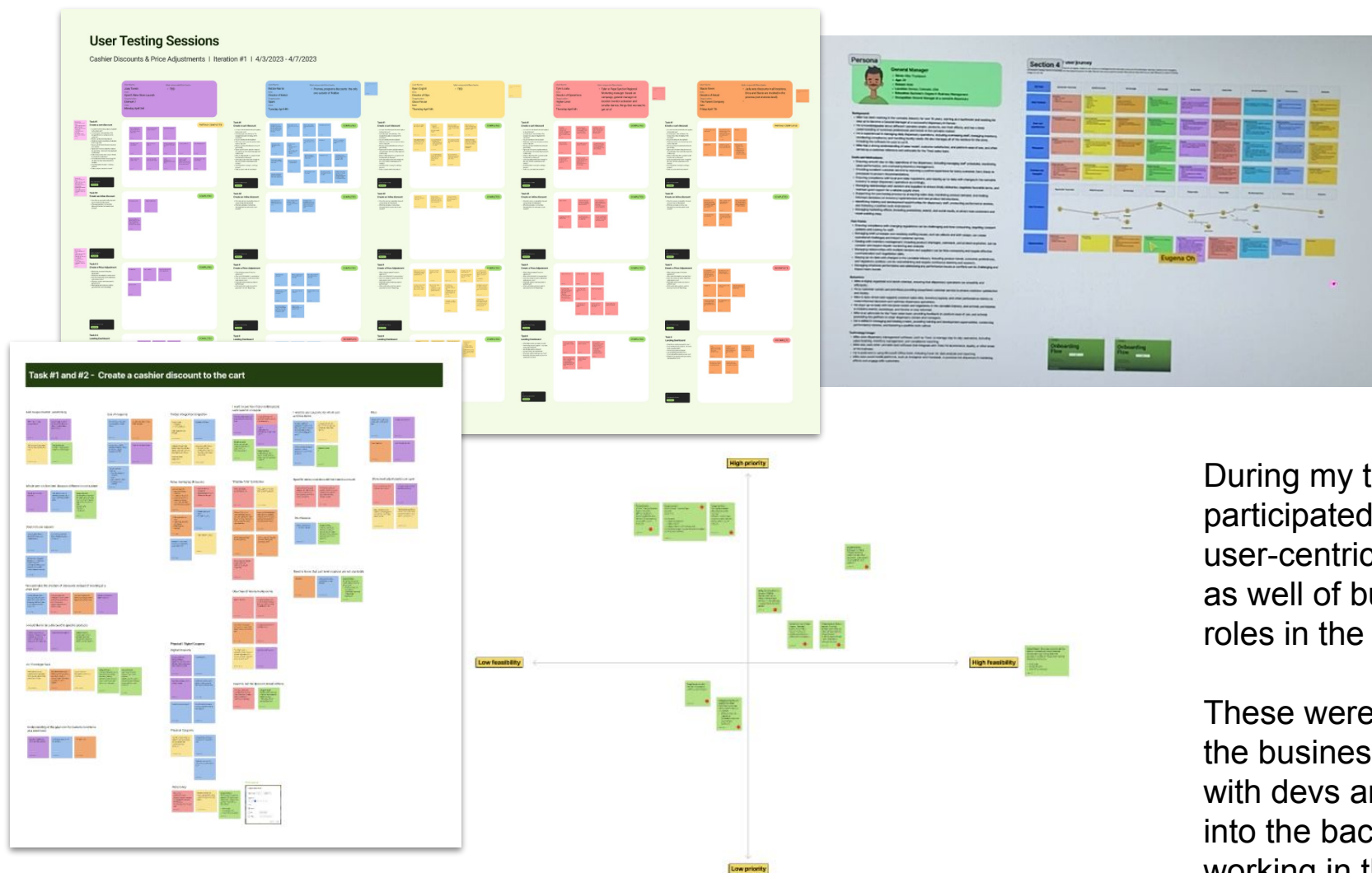
Android view

CONFIRMATION EMAILS CASES



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.

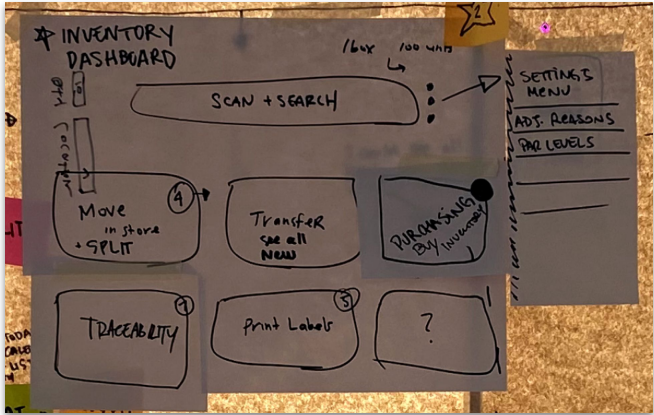




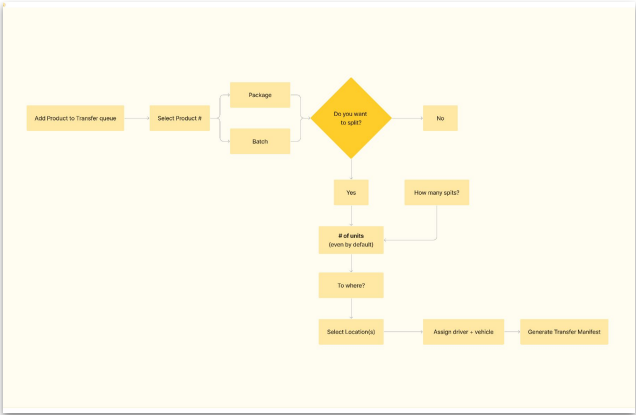
During my time in the company, I led and also participated in user research initiatives to identify user-centric design opportunities and improvements, as well of building user personas for various user roles in the cannabis in-store environment.

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

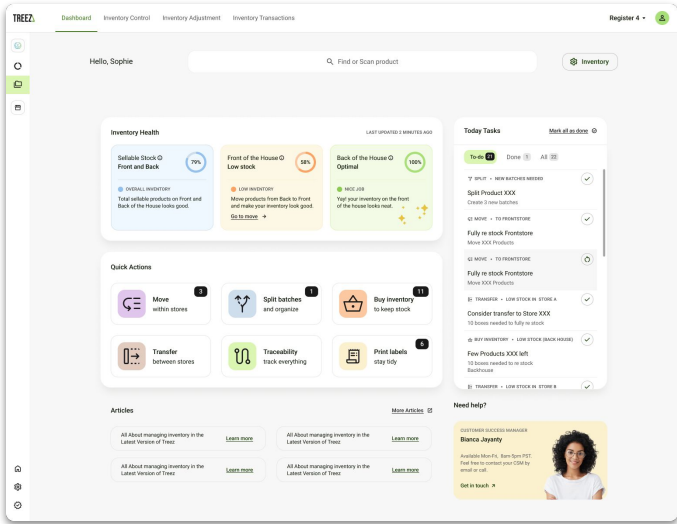
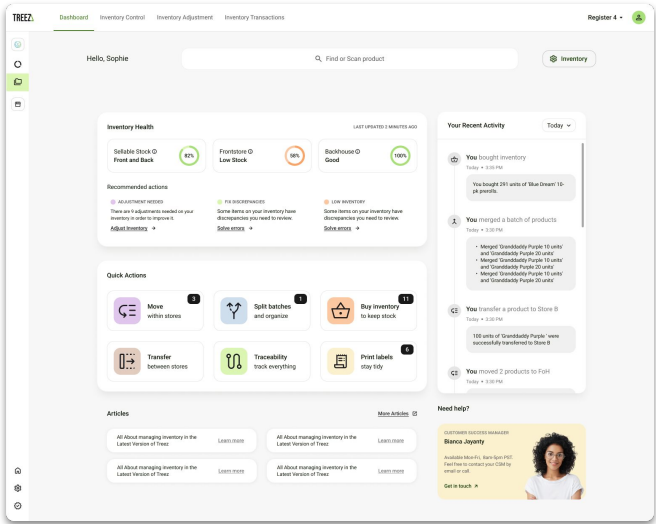


Userflows

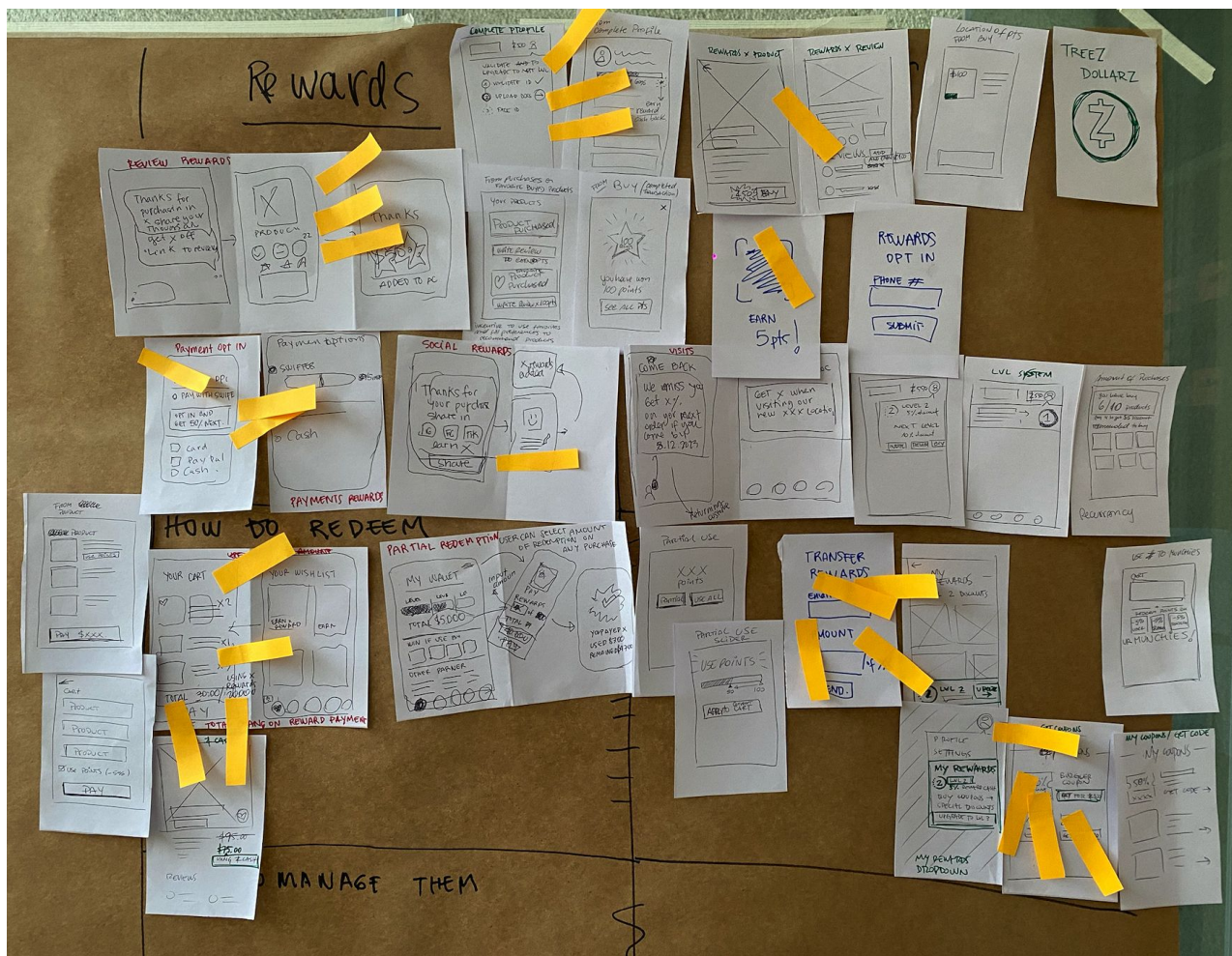


I conducted A/B testing on various data display screens and dashboards to assess the visual and cognitive impact on user platforms, based on the insights gathered.

High fidelity designs to A/B test



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 Checkout Report for Dave's Hot Chicken."

Frame & Flight

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Simplifying Checkout Process for Guest Checkout including Account Creation.....

Improving Cart Flow and Information.....

Addressing Payment Method.....

Frame & Flight

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:

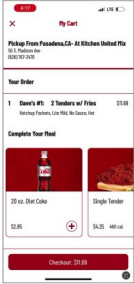
	"Continue as Guest" checkout	"Create an Account" checkout
Pros	<ul style="list-style-type: none">Optimizes conversion rates by removing the Sign In/Up extra steps.No need to remember login credentials.Entices low-trust buyers who don't wish to have their card details stored.Appeals to first-time customers not trust their data to the e-commerce site yet.Reduces user resistance to checking out by removing the obligation to Sign In/Up.Ideal for first-time impulsive buyers who don't have to commit to an account.Higher likelihood of social sharing (negative reviews).Potential for email sign-up at a later stage.Encourages mobile shoppers.	<ul style="list-style-type: none">Personalized user experience by saving personal info before hand.Ability to keep log of orders to improve future purchases.
Cons	<ul style="list-style-type: none">Missed opportunity for user data collection.Limited ability to retarget or personalize offers.Less potential for post-purchase engagement.Reduced access to loyalty programs.No order history or tracking.Higher chance of abandoned carts.Limited customer data for analysis.Less opportunity for account creation upsell.Difficulty in recovering abandoned carts.	<ul style="list-style-type: none">Higher barrier to entry.Increased friction.Requires more steps.May deter casual shoppers.
Common User Behavior	<ul style="list-style-type: none">Tendency to opt for quick purchases.Frequently chosen by new or first-time users.May opt for guest checkout to avoid account creation.Often used for one-time or spontaneous purchases.May not engage with loyalty programs.May resist providing personal information upfront.Higher likelihood of sharing purchase on social media.Users tend to skip account creation steps.May not take advantage of email marketing opportunities.	<ul style="list-style-type: none">Users who value personalized experiences.Users who plan to make multiple purchases.Users who want to track their order history.Users who are interested in loyalty programs.

Frame & Flight

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.

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screen after clicking.

- Maintain consistency on labels by also including the amount due and change accordingly.

Thank You