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UX/UI Designer // Portfolio

Watches of Switzerland Group
Hallam Agency

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Watches of Switzerland Group — Brand Fascias



WATCHES OF SWITZERLAND

Mappin & Webb

GOLDSMITHS

MAYORS

Hallam Agency — Client Highlights



Lightbox on Checkout Logo — UX/UI Split 50-50 A/B Test

Our Hypothesis

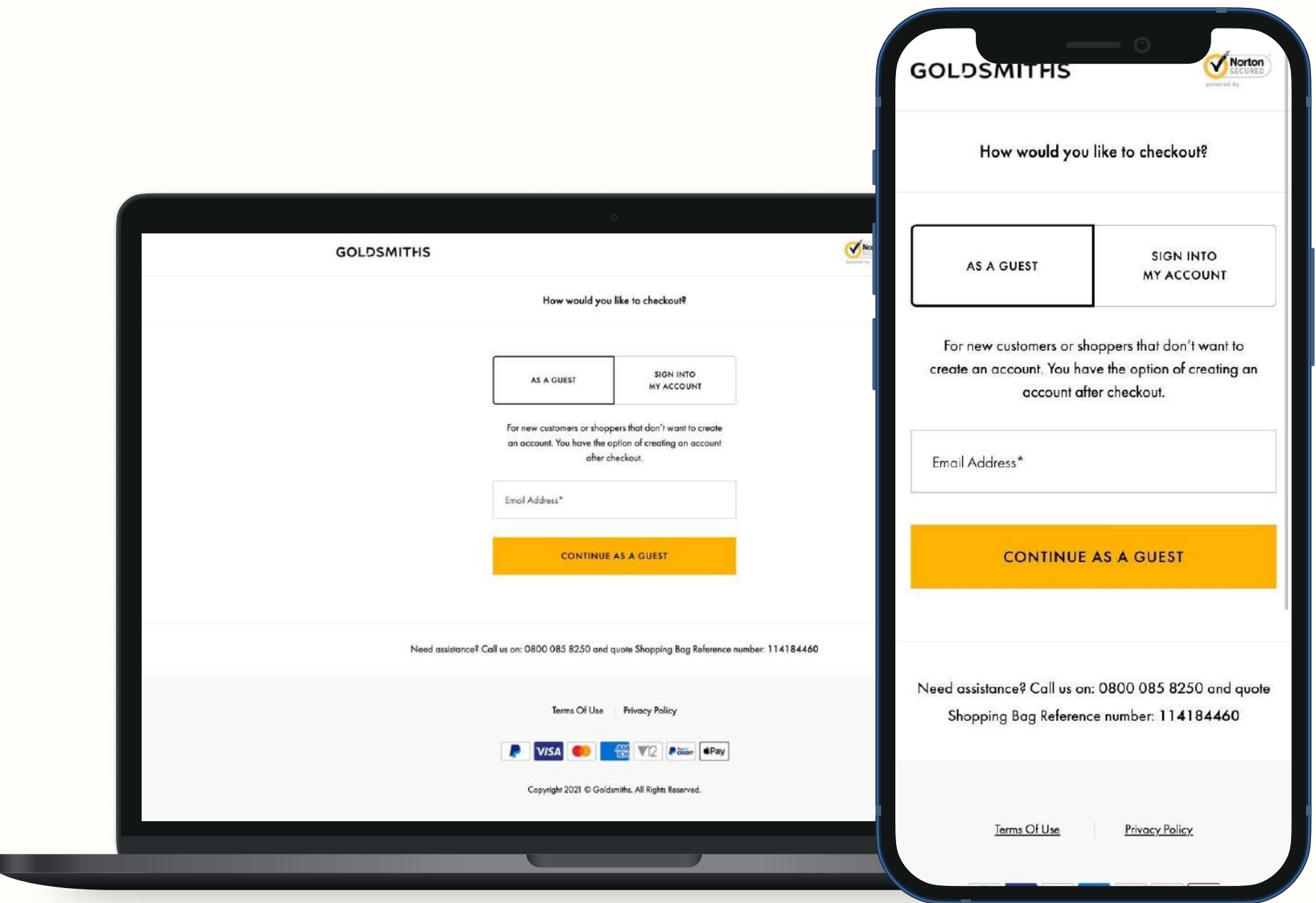
In order to reduce cart abandonment, we recommend introducing a lightbox exit message that appears if the user chooses to click on the main website logo during checkout. The default functionality is to send the user back to the homepage whereas the variant lightbox asks them if they want to return to the homepage, or continue through the checkout

Duration

The campaign was live for 28 days from 22nd July 2021 until 19 August 2021

Default A — Control Design

Logo click redirects user to homepage (no message)



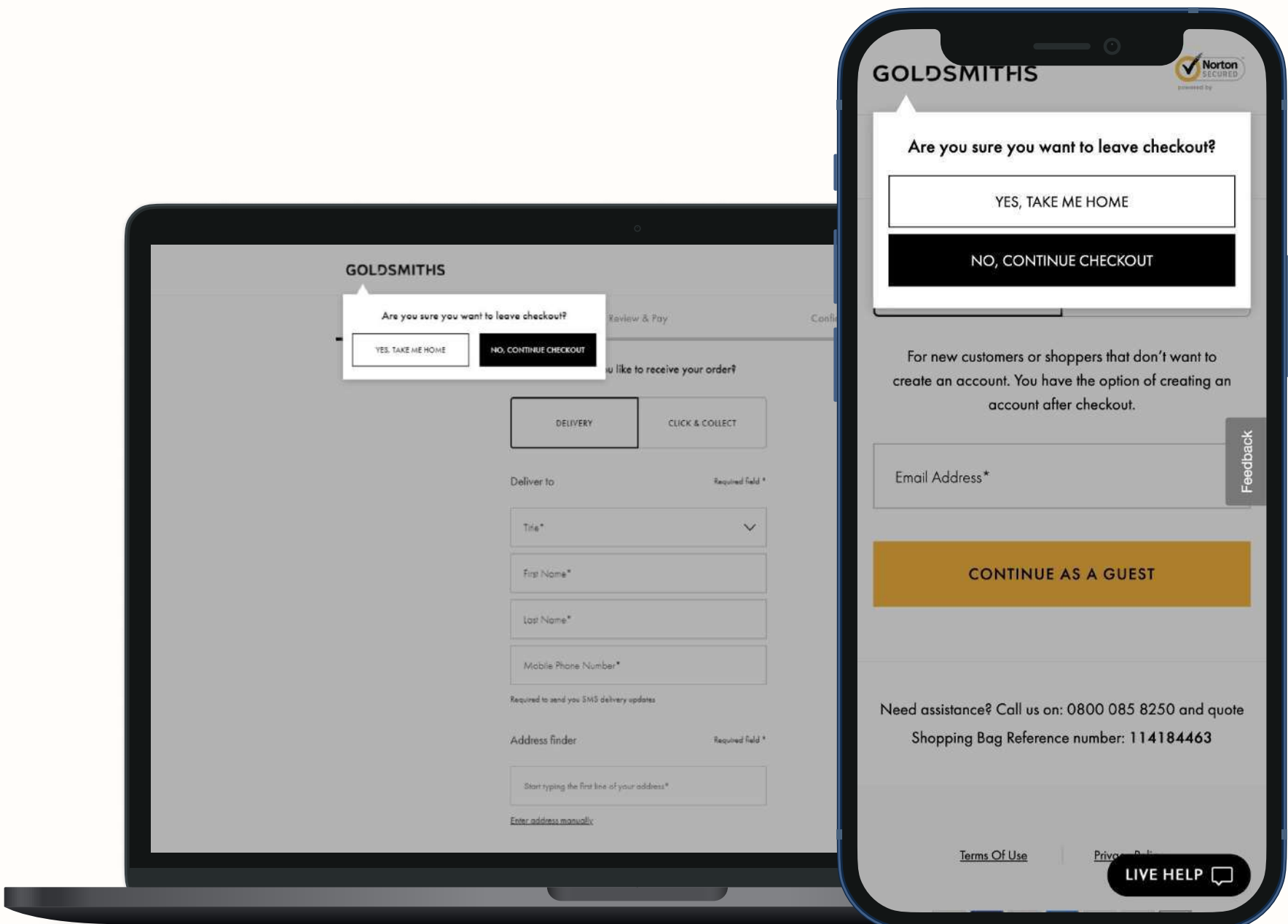
KPIs Measured

The success of this campaign was based on by measuring

1. Cart abandonment
2. Conversion rate
3. Bounce rate

Variant B — Experiment Design

Logo click fires lightbox message



Lightbox on Checkout Logo — UX/UI Split 50-50 A/B Test

Results

- Audience: The campaign was **served to 30,151 sessions, 68.4%** of whom were on **mobile devices**
- The reduction in cart abandonment was driven by users on **mobile devices**
- The variant had a **reduction** in **bounce rate** by **3.1%**
- The variant had a significant **reduction** in **cart abandonment** by **1.6%**
- The variant had a significant **uplift** in **conversion rate** by **4.4%**

Conclusion

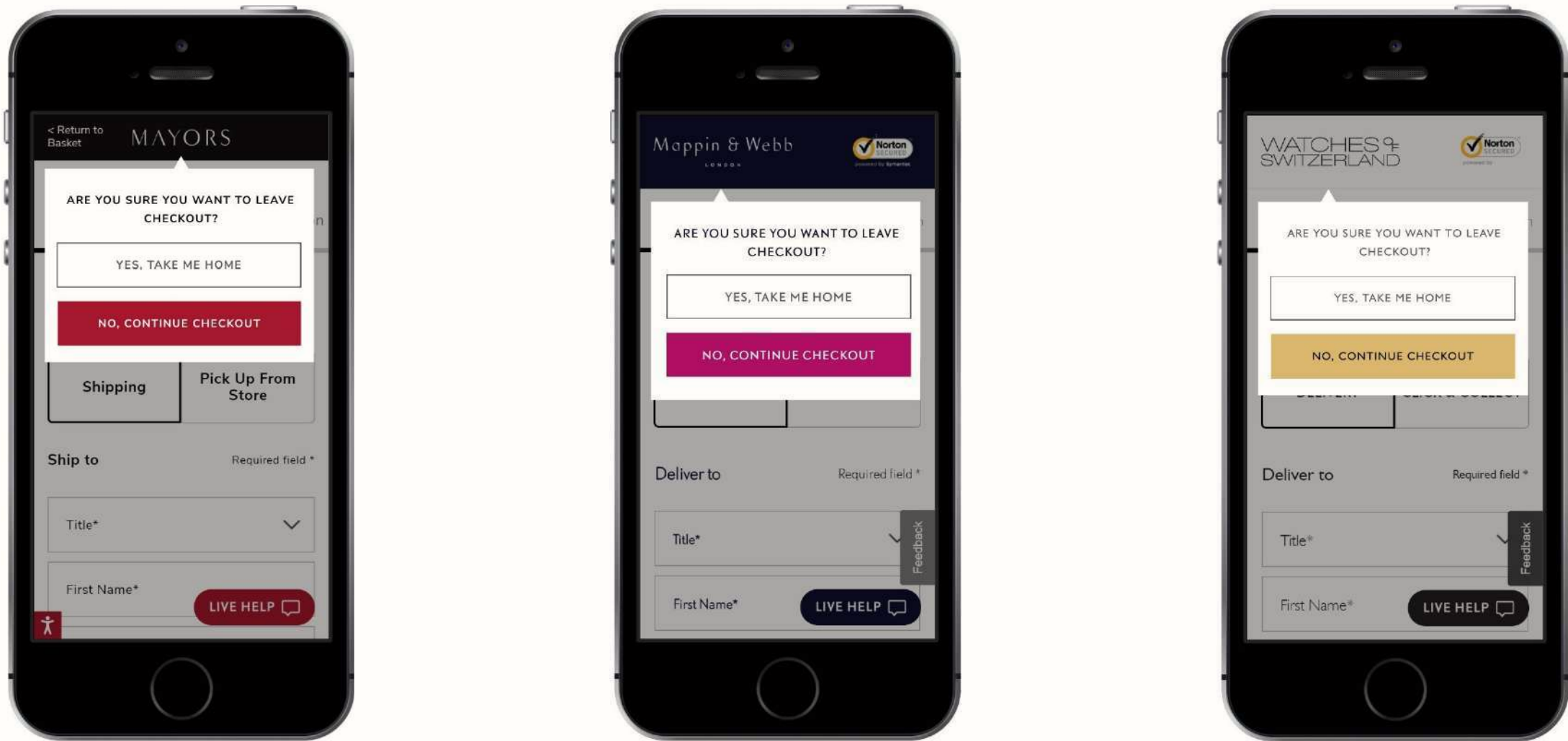
Displaying a lightbox confirmation message if a user attempts to leave the checkout journey reduces the cart abandonment rate

The variant encouraged users to complete the checkout journey, by showing a lightbox with a message that encourages them to stay when they attempt to exit the checkout. This is shown by the significant reduction in cart abandonment by 1.6%

If the winning variant was served to 100% of users we would see roughly on estimate a further reduction of 210 cart abandonments over a 30 day period

Next Steps

- We recommended serving this experiment to 100% of applicable users on Goldsmiths
- UI styling, functionality and logic to rollout to Watches of Switzerland, Mappin & Webb & Mayors and served to 100% of users



New PDP Product Recommendation Strategy — UX Test

Our Hypothesis

We know that showing users recommendations on the product detail pages has a positive impact on add to cart and revenue metrics. Recommendations are shown for 100% of users, and we recommend testing the effectiveness of different recommendation strategies. Starting with the following:

- Variant A. PDP — Brand / Recipient / In Stock / Price
- Variant B. PDP — Brand / Recipient / In Stock / Price / Strap

Duration

The campaign was live for 35 days from Oct 26th 2021 until 30 November 2021

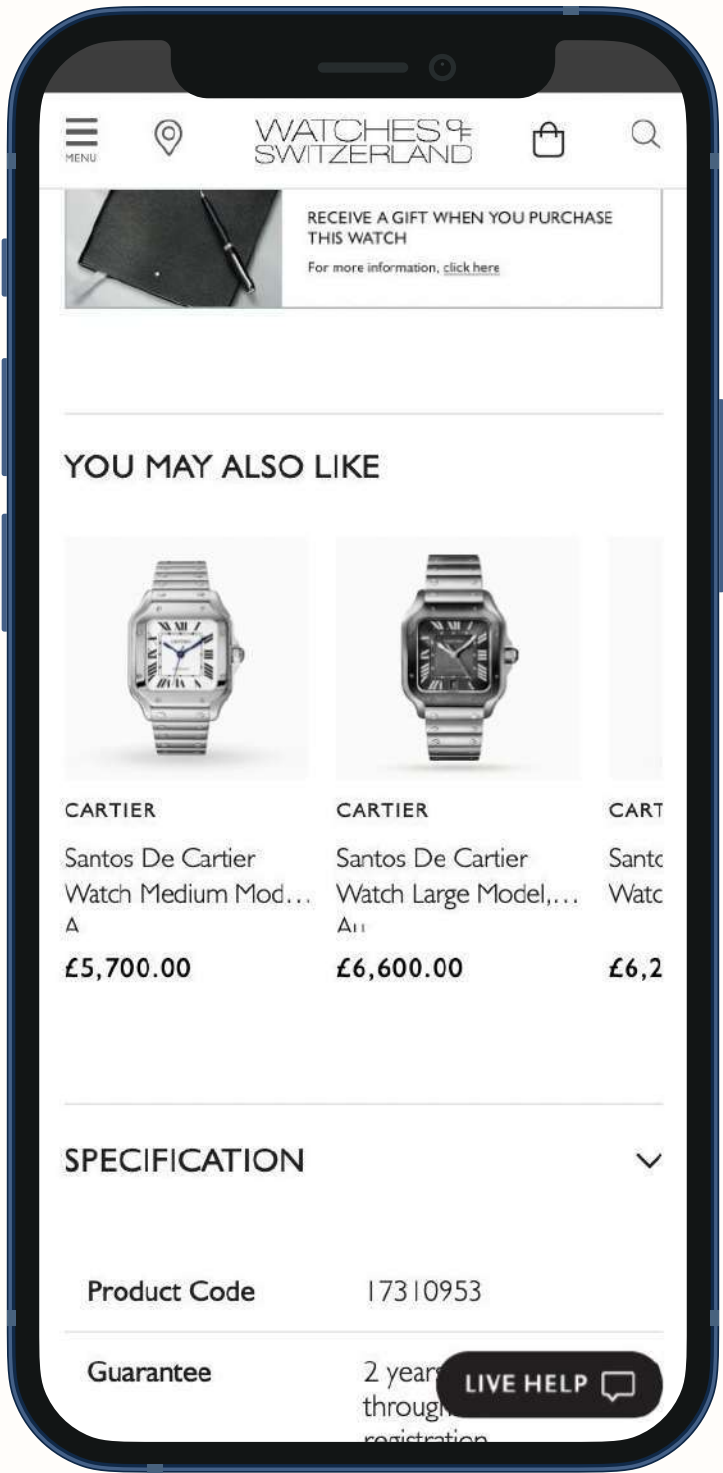
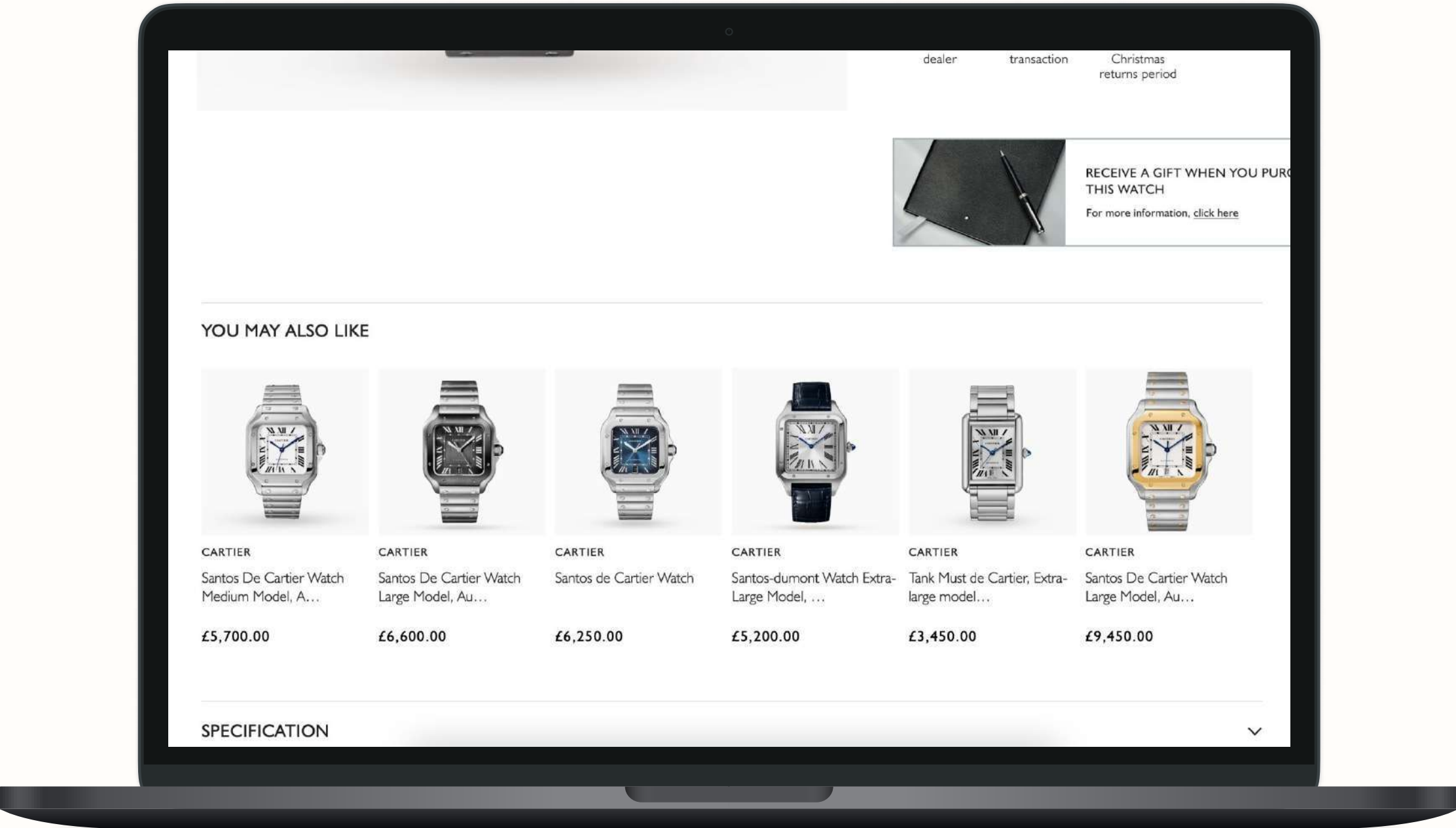
Product Recommendations — Design

Products shown below were dependent on their recommendation strategy

KPIs Measured

The success of this campaign was based on by measuring

1. Clicks on product recommendations
2. Add to cart
3. Bounce rate
4. Overall revenue



Watches of Switzerland Group

New PDP Product Recommendation Strategy — UX Test

Results

- Audience: The campaign was **served to 449,255 sessions**, **72.1%** of whom were on **mobile devices**.
- Variant B (which showed recommendations with a similar strap style) had a statistically **significant uplift** in **add to cart +22.7%**
- Variant B (with similar strap) had a **significant uplift** in **clicks** by **+15.4%**
- Variant B had a **reduction in bounce** rate by **1.5%**
- The uplift in add to bag translated into **overall revenue** where variant B had an uplift of **+24.18%** totalling **£492,485**. Compared to **variant A at £396,583**

Conclusion

Variant B showed us that visitors were more likely to click on recommended products, and add them to their basket when the strap was the same as the product that they were viewing.

If the winning variant was served to 100% of users we would see roughly a further addition of 107 items added to cart over a 30 day period. We therefore started to serve Variant B to 100% of applicable users

Next Steps

- Our suggested next steps was to focus on further optimising the recommendations. We conducted internal investigations to see how we can base recommendations depending on particular attributes on the page
- After thinking about additional strategies for Goldsmiths, we wanted to roll out something similar suitable for watch and jewellery serving sites including Mappin & Webb and Mayors, alongside watch only serving sites — Watches of Switzerland

Display Percentage Value & Monetary Value Saved On Sale Items — UX Test

Our Hypothesis

From our assumptions mapping session, we identified an opportunity on the site for products in the sale category. If we were to show users the percentage off and amount of money saved on the sale products, we will hopefully see an increase the add to bag rate

- Variant A — Default (no savings shown)
- Variant B — Savings shown in red font
- Variant C — Savings shown in black font

Duration

The campaign was live for 36 days from 2nd July 2021 until 3rd August 2021

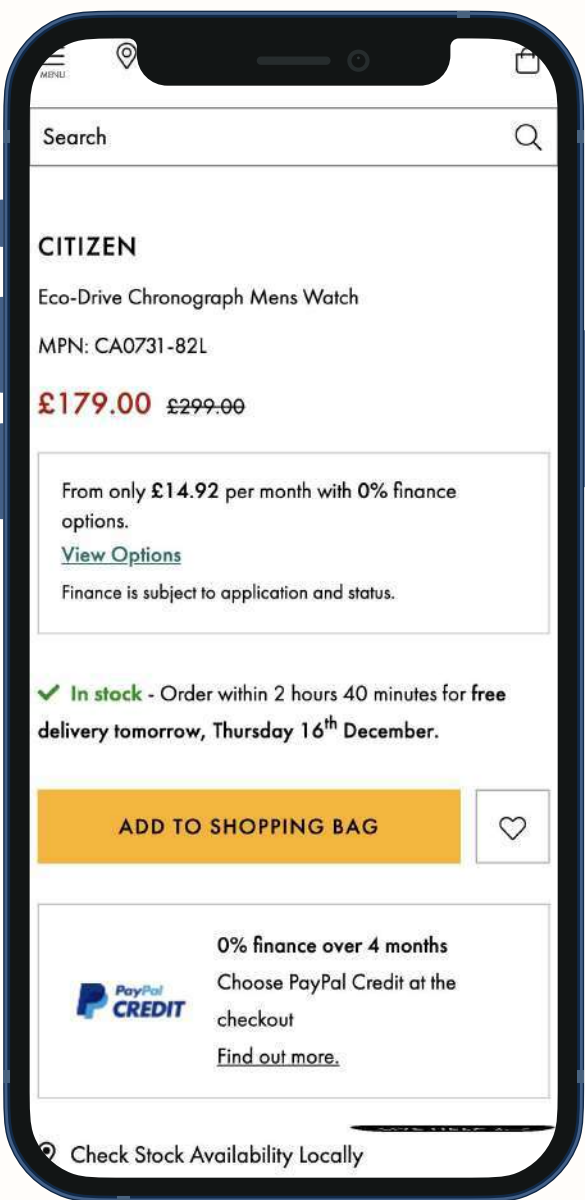
KPIs Measured

The success of this campaign was based on by measuring

1. Add to bag
2. Conversion rate

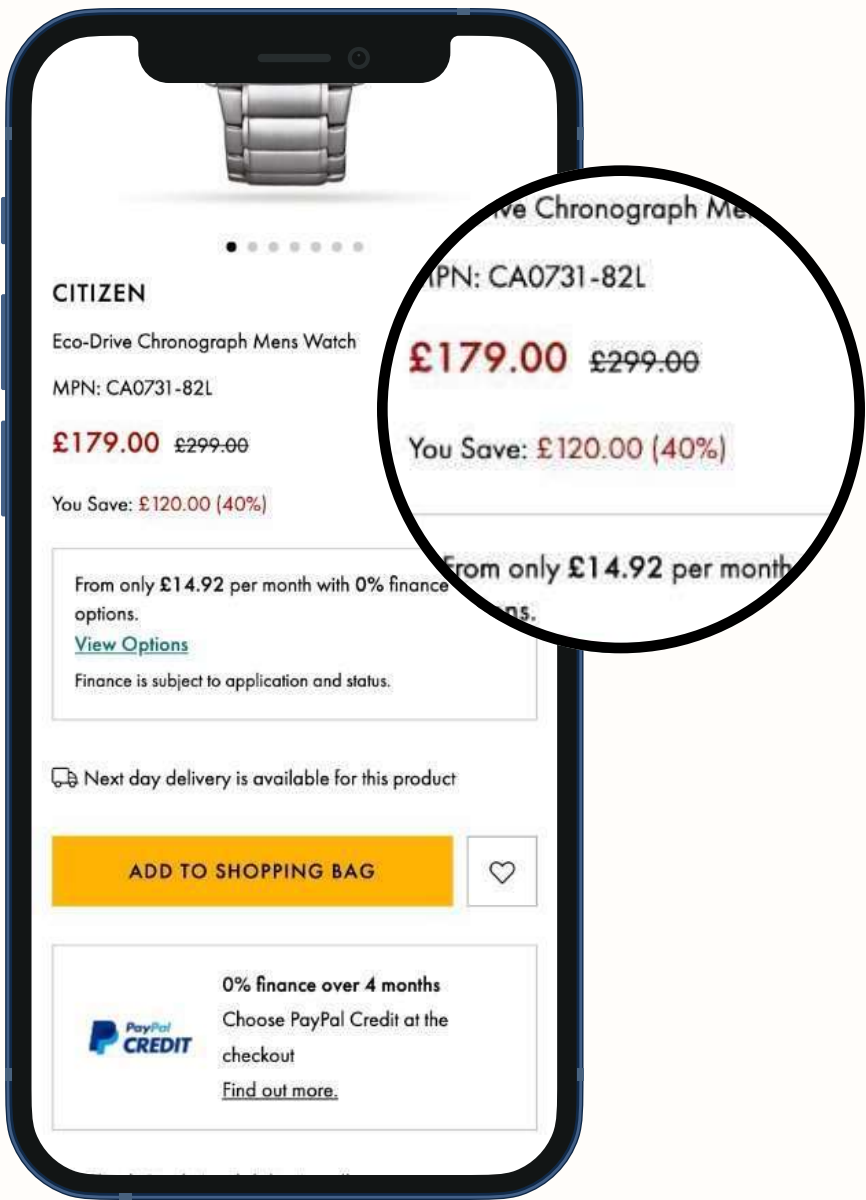
Variant A

No value shown - control



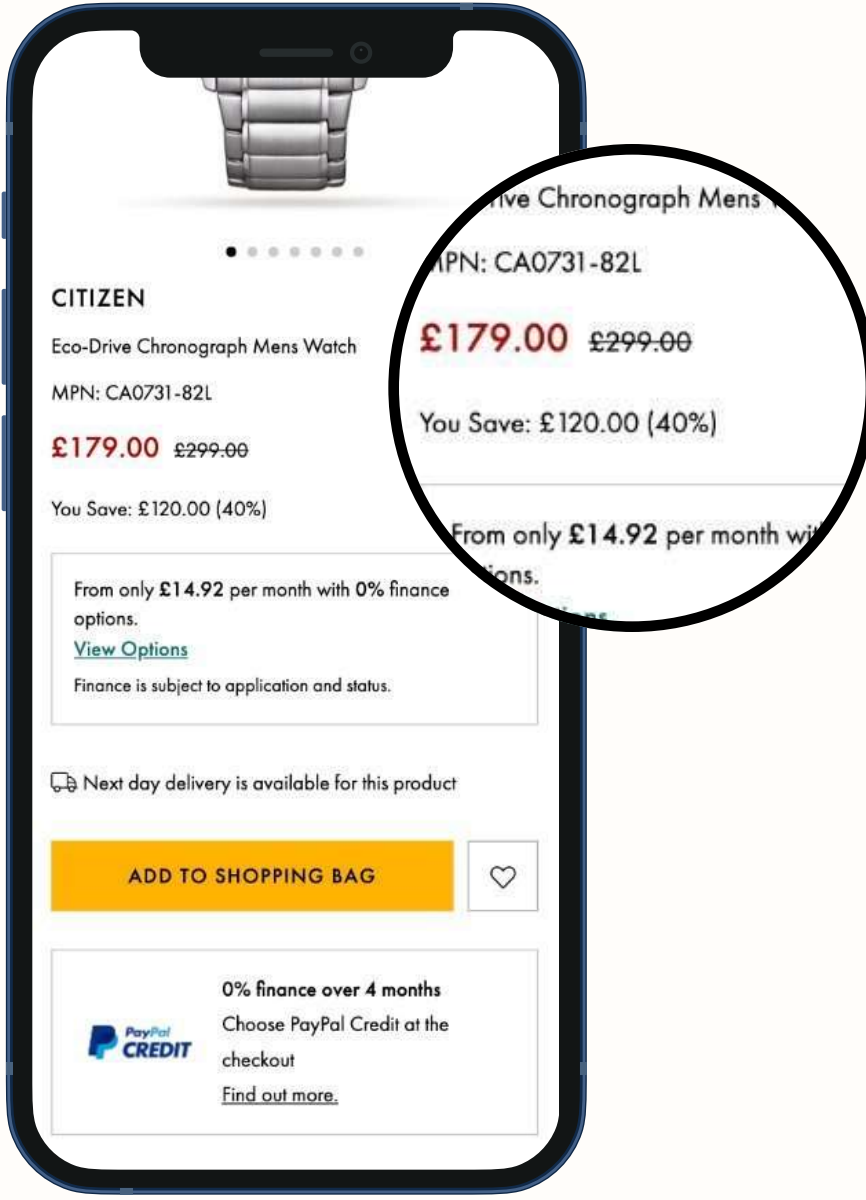
Variant B

Savings shown in red



Variant C

Savings shown in black



Display Percentage Value & Monetary Value Saved On Sale Items — UX Test

Results

- The campaign was **served to 212,884 sessions** on desktop and mobile devices.
- Variant B with the **red font** had a **significant uplift** in **add to bag** with a **+4.26% increase**
- Variant C with the **black font** had **no impact** when compared to the default.
- There was also a **-29.9% reduction** in **bounce rate** on the PDP.
- Variant B had a marginally significant **uplift in revenue per session** by **9.2%**.
This translated to a marginally significant **+6.4% uplift in new user conversion**

Conclusion

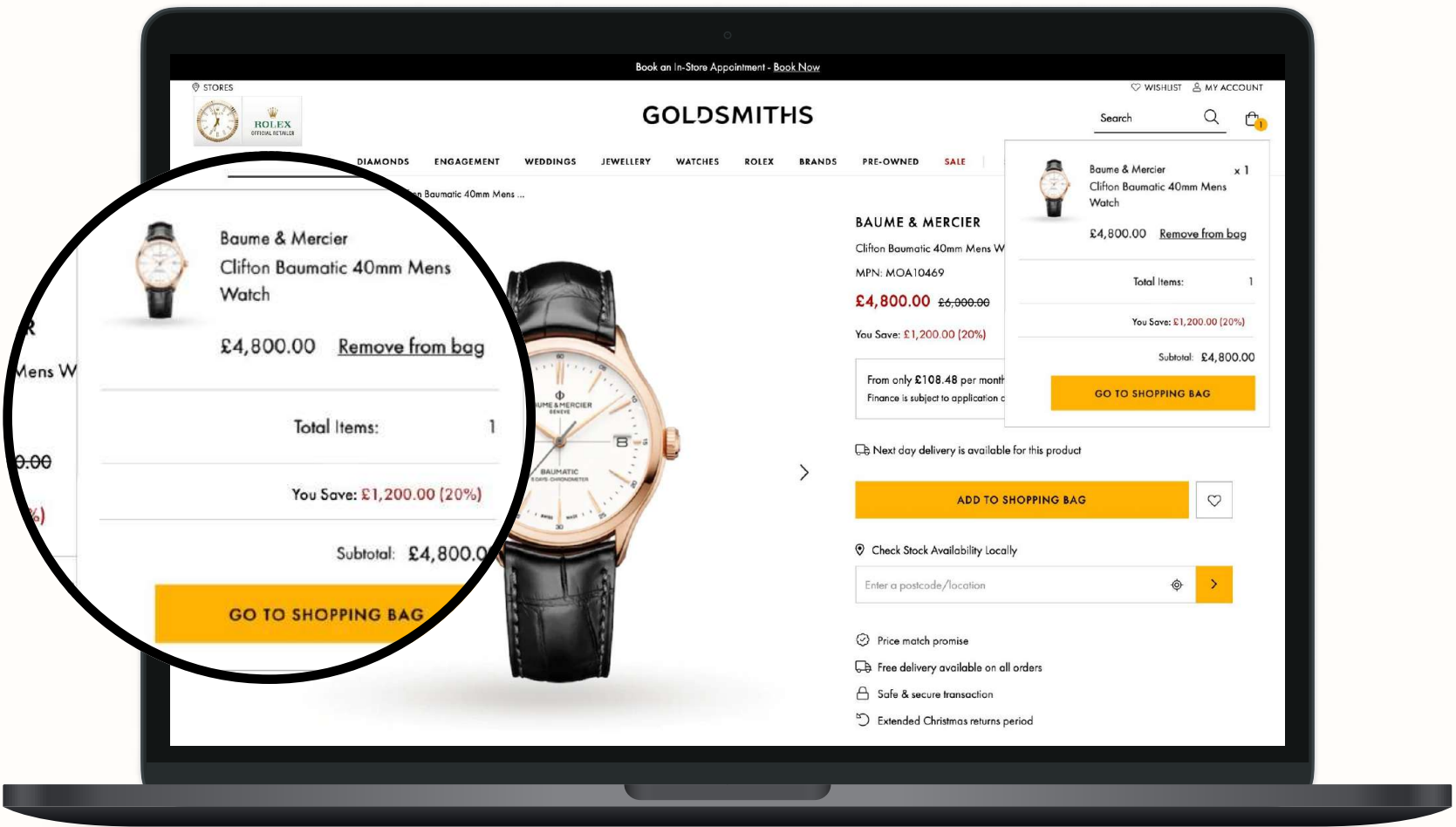
Displaying the percentage off and monetary value saved on sale products in a red font significantly increases add to bag rate

Whilst variant C (black font) had no impact on users adding products to their bag, variant B (red font) significantly increased add to bag. We believed this could be due to the black font fading into the page, whereas the red colour matches the red sale price and would appear clearer on the page to the user

Next Steps

- We saw a marginally significant uplift in new user conversion, and recommend adding the savings amount in each step of the checkout funnel to encourage checkout conversion.
- Adding the monetary savings to other steps in the checkout funnel, will increase conversion.
- Starting here in the mini cart (design right), we will add the savings amount in red to stand out and increase “Go To Shopping Bag” CTA as the primary metric

If the winning variant B (red) was served to 100% of users we would see roughly an increase of 401 add to bags over 30 days. We recommended serving this to 100% of applicable users



Watches of Switzerland Group



Additional Projects Completed At Watches of Switzerland Group

Designs & discussions on request

- Brand new component based design system for all five e-commerce sites
- Paid search PPC PDP template change
- Live consultation UI design
- Low stock urgency messaging
- Added to basket interstitial
- PDP store stock checker — redesigned UX/UI project
- PDP thumbnails gallery
- PDP description area redesign — UX/UI project
- One page checkout vs multi step checkout A/B test
- Apple Pay integration into checkout
- Visual subcategories on PLP template
- Horizontal filters on PLP template
- Homepage recommendations
- New site search UX/UI enhancements via new search provider
- 404 page & empty bag recommendations
- Calibre/Loop Magazine integration into SAP Commerce
- New end to end checkout process UX/UI — upgrade from Hybris 6 to SAP Commerce
- Interest free credit callout in basket
- Bespoke content landing page designs for product launches for Cartier & TAG Heuer
- New store finder & store details pages

Nottingham Girls' High School



The Problem

We were approached by the Nottingham Girls' High School to change the perception that some private schools typically hold, especially all girls' schools, which is that they are snobby, stuffy, old-fashioned, outdated and noninclusive.

The Purpose

The client wanted to steer away from the stereotype of what girls' schools traditionally hold and turn to a direction that shows them as an all-inclusive, progressive and forward thinking independent day school, which is what they are and have rooted within their values.

My Role

My role within this project was to create the new photography direction and moodboards to take on location with a hired photographer to shoot for the day. Back in the studio, I was responsible for the UX wireframes and the UI design of the project. During the process, I worked closely with front end developers, from start to finish, reducing as many bottlenecks as possible with the build.

Understanding the Clients' User Demographic

For this project I initiated some user research. Having studied at a local competitor mixed sex private school in Nottingham, I understood the various types of potential parents that are attracted to such schools. A key persona that came to life from a UX workshop with the client was:

"Janine is a mother of two and has been happily married to her wife. They are relocating to the area for Janine's new job as the MD of a large local business. Janine and Sarah both went to private schools, and have family wealth behind them to support their daughters through whatever education they need to."

Successes, Obstacles & Failures

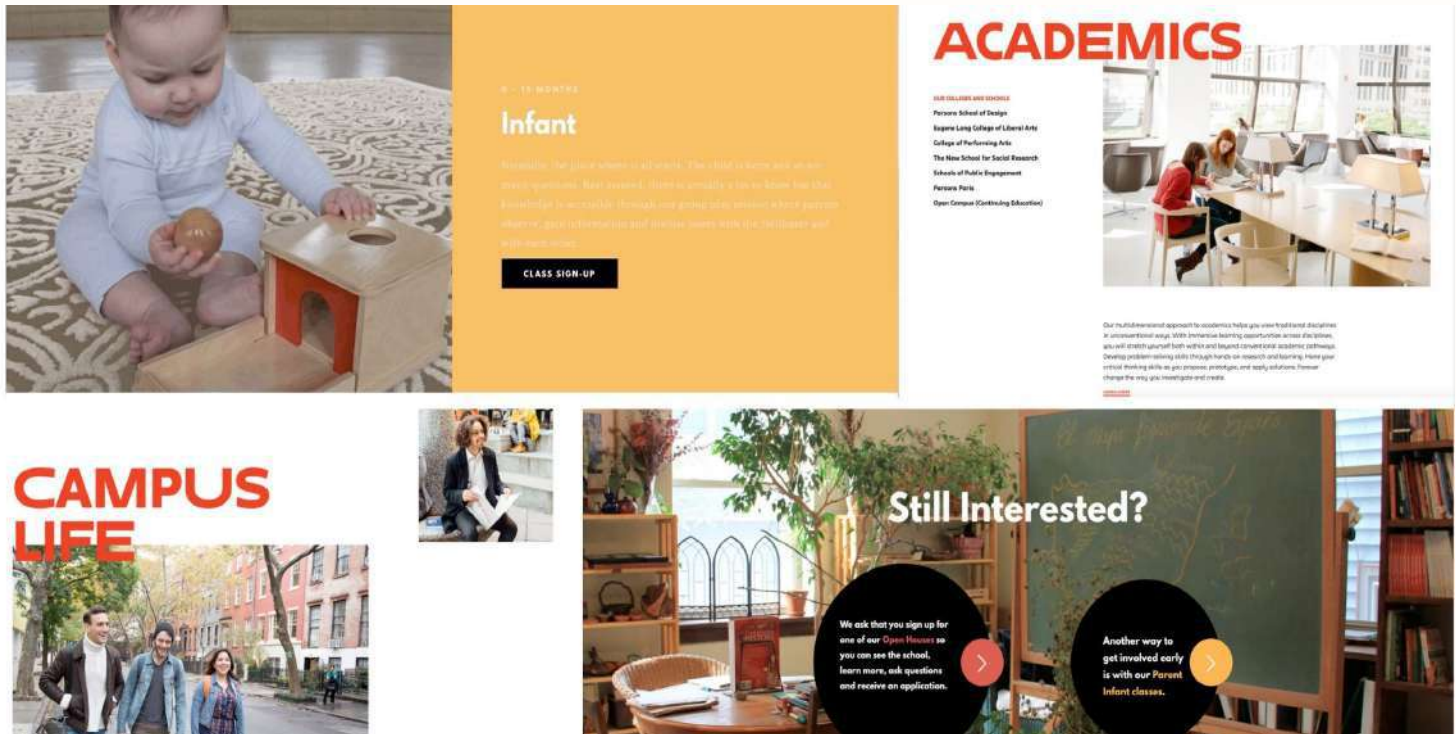
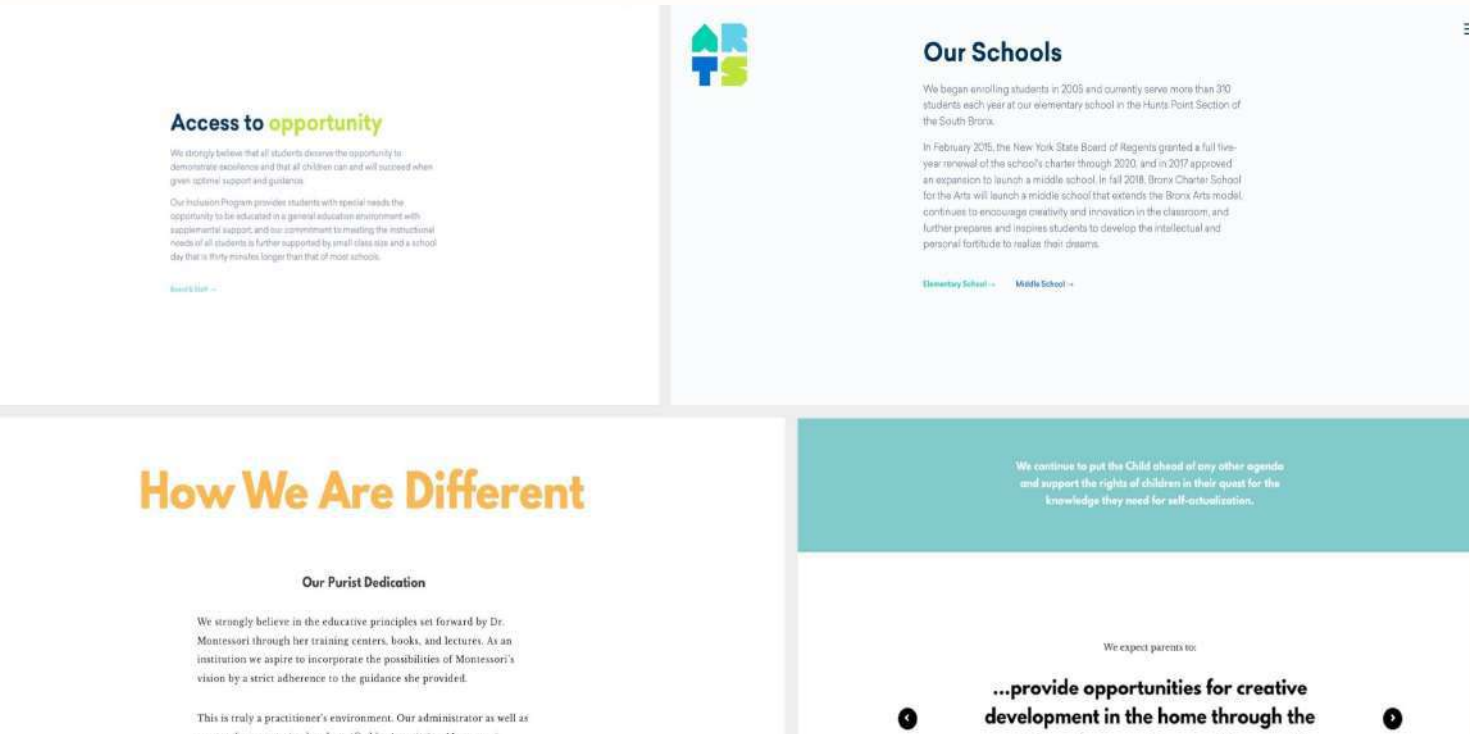
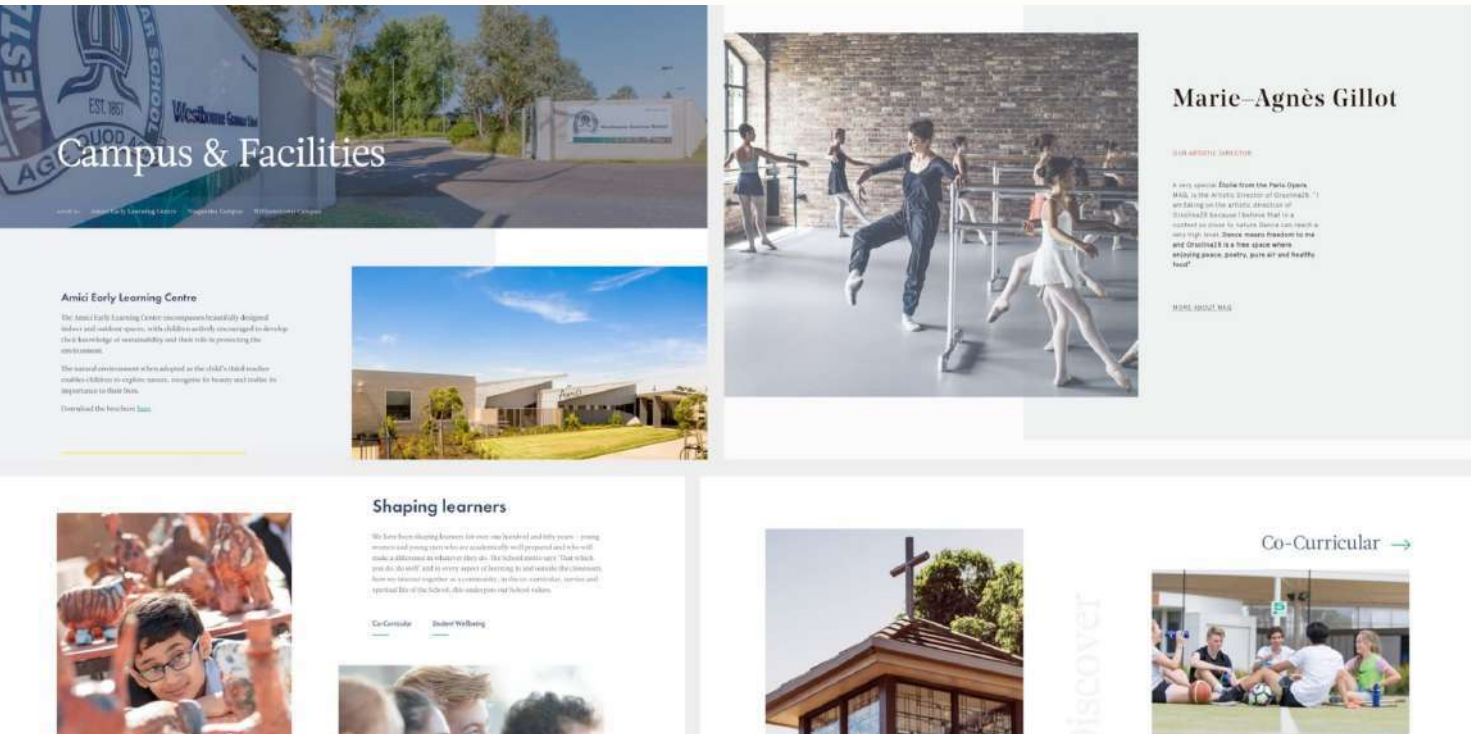
Successes included delivering a final product to the client on time and within budget. This happened by working in an agile way. The client was also very happy as it ticked all the boxes with the new direction, and they enjoyed how easy it was to use across different devices, and the overall experience is pleasant. The client enjoyed the clean, slick, and modern look without looking pretentious, and commented on how easy it was to update and change in the back end. There were some obstacles and failures when shooting on the day. The shoot was booked to take place during the exam period, so the school was quiet and not as vibrant as usual so finding students and teachers to take portraits and lifestyle pictures with was tricky. Also, sticking to a school timetable without being disruptive was difficult. One final factor we had to adjust to was shooting between inside and outside as it rained intermittently.

Nottingham Girls' High School



Photography Direction & Design Research Inspiration

We wanted to give a slight editorial feel without going too over the top. A clean, modern approach, with a sophisticated edge whilst remaining true to the school values and heritage.



Nottingham Girls' High School



UX Wireframe & Prototype

A few screenshots of the wireframe, at lo-fi and in prototype mode, linked up for the client to click through interactively. Showcasing a few initial drawings from the UX workshop with the client. Demonstrating complex wireframe and prototyping skills within Sketch & now Figma.

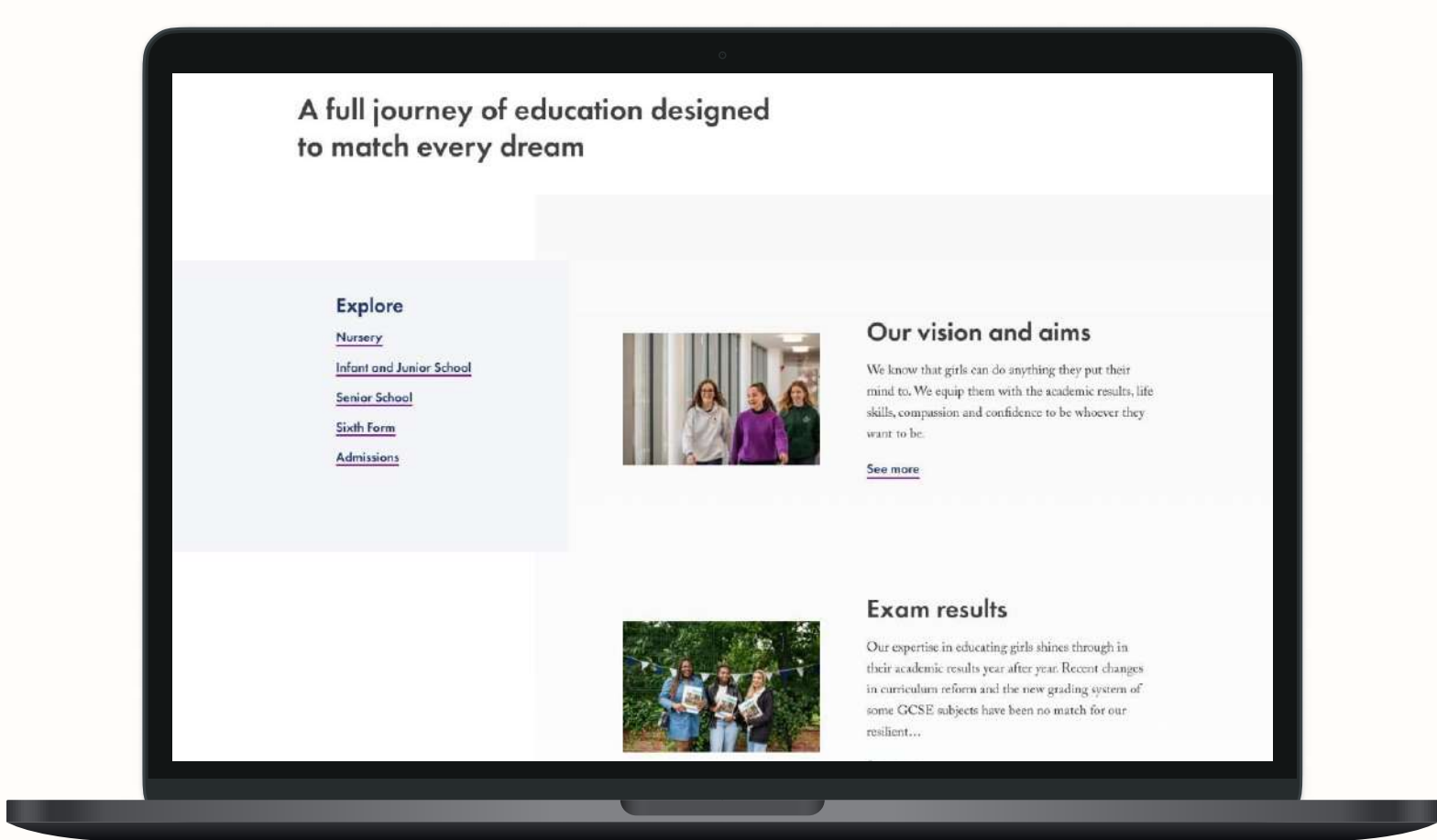
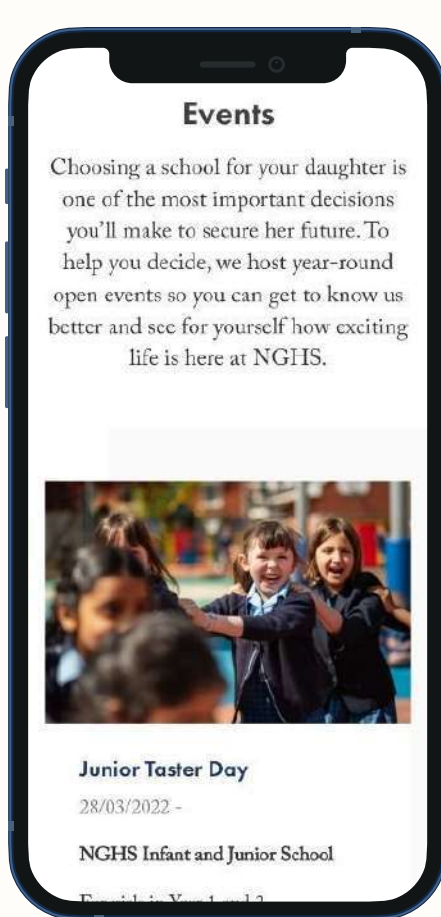
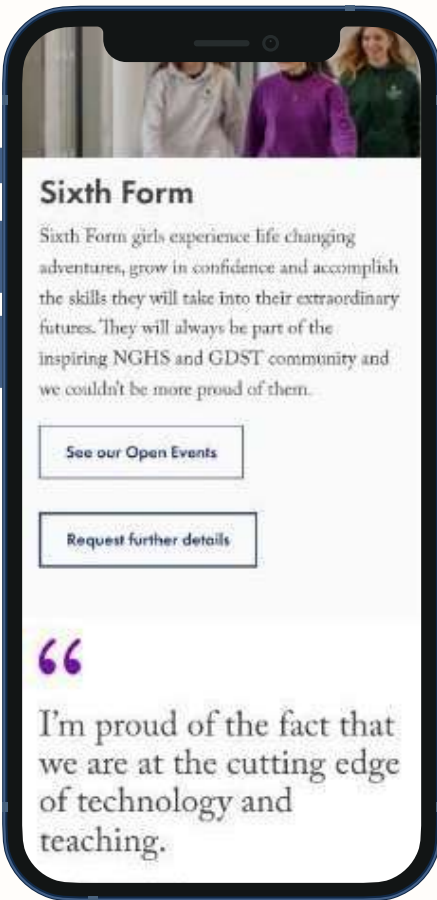
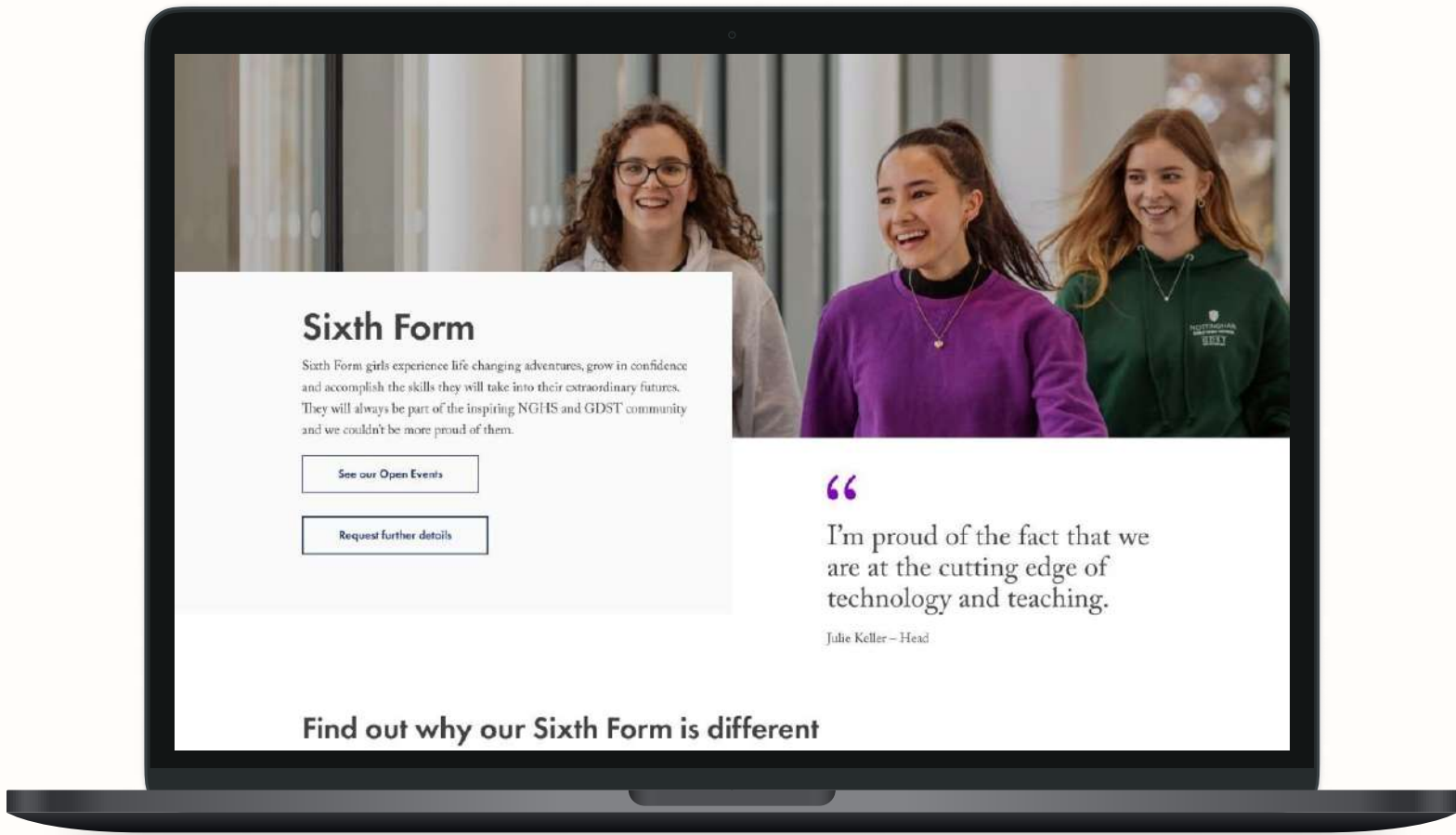
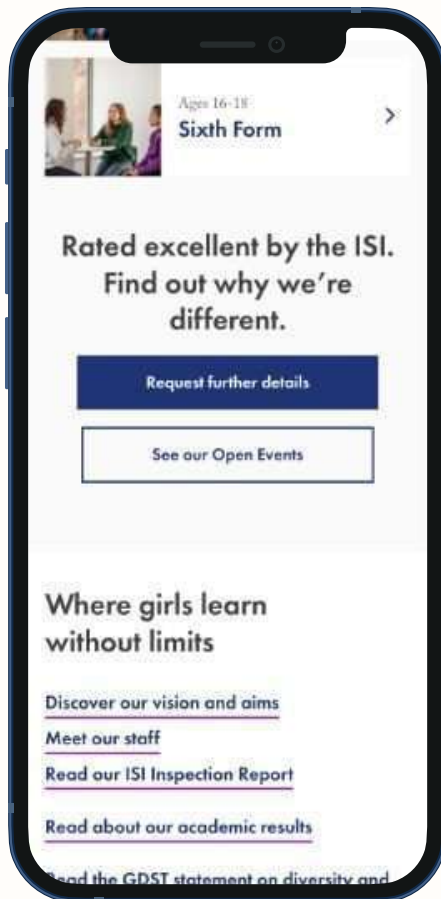
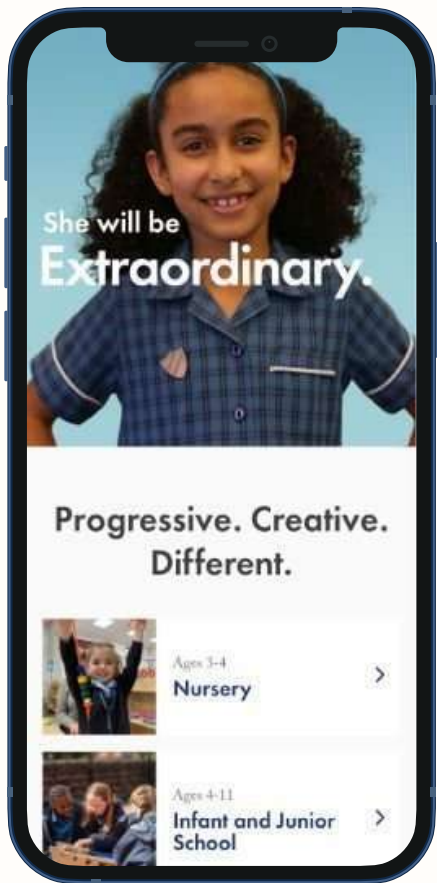


Nottingham Girls' High School



The Outcome

A fully responsive website for the school, to change potential visiting parent’s mindset, and showcasing informative and valuable information about Nottingham Girls’ High School and a dedicated lead generation booking system to drive and increase open day viewings and tour bookings.



Spengle



The Problem

The client already had an existing website, hosted abroad in Switzerland, but their Swiss agency were very expensive to have on a retainer, especially when trying to update the website. Plus the client didn't enjoy using a very tricky to use bespoke and dated CMS.

The Purpose

The client approached us, to see if they could use the site they already have but migrate it to WordPress. Using WordPress allowed us to be flexible to a certain extent with doing a like for like copy, however there were certain things we couldn't achieve. We took their existing website, and gave it a slight reskin to be more user friendly, with a more refined experience, with the product in mind first, over information people wouldn't understand, for example the aerospace science and technology involved with the wheel.

My Role

My role in this project was mainly UI focused, taking what the client had already, but piecing it back together for WordPress with a slight UX change on the homepage and product pages for the various wheel types.

Understanding the Clients' User Demographic

For this project I wanted to understand the types of people that buy high end performance bike wheels (up to and around £2000 per pair). Spengle are a high end Swiss startup bike wheel company, who have been around since the 1970s, disappeared for a while and have now made a comeback. A key persona from the UX workshop:

Jason — a keen cyclist with plenty of disposable income. Although he's serious about cycling, he's more interested in style and design than technical information. As a result, he doesn't know exactly which options to pick, so he needs some guidance.

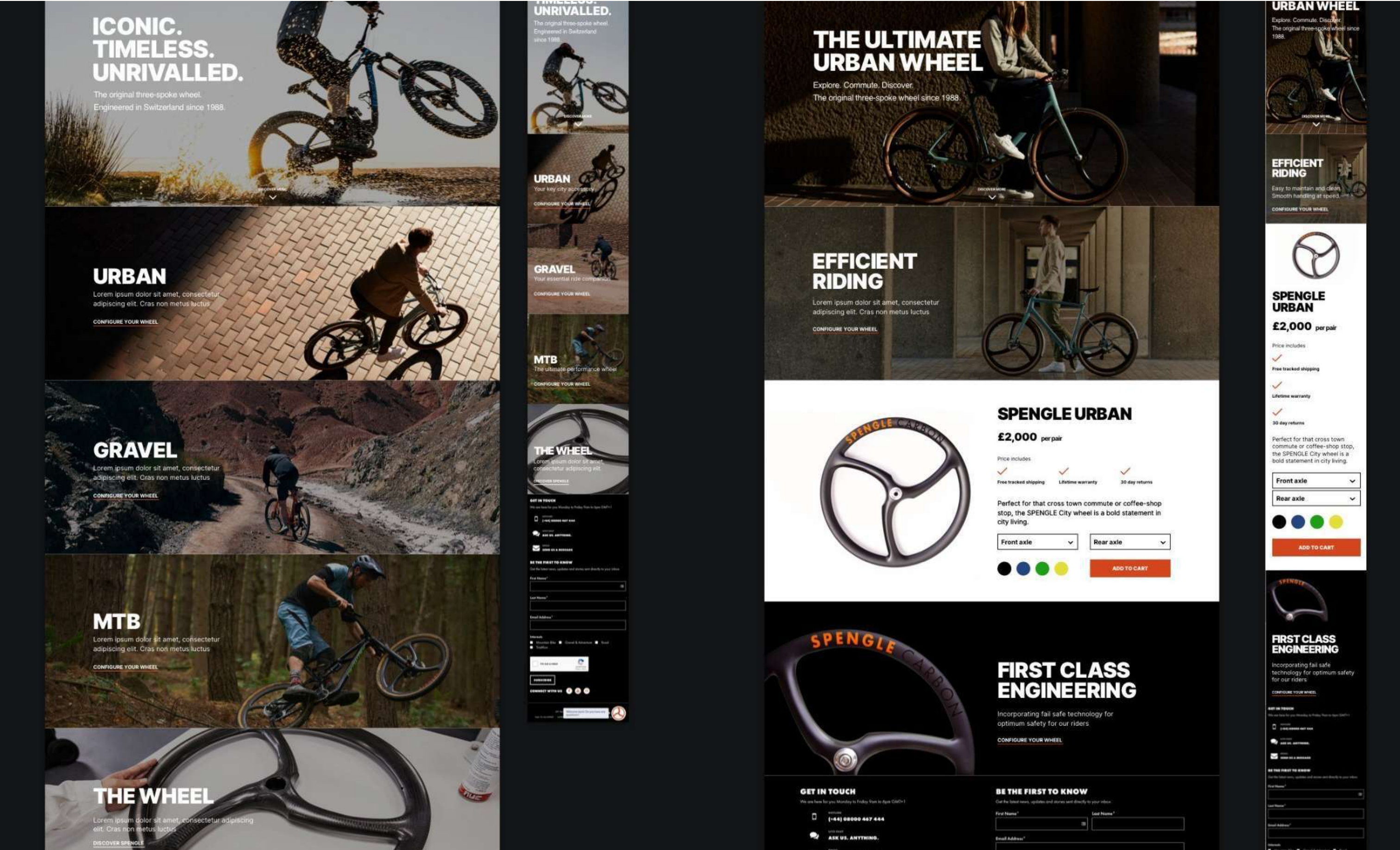
Successes, Obstacles & Failures

A month after launching the new homepage and product page, we saw a 3% increase in purchases of all three areas of bike wheel that Spengle offer — mountain bike, gravel and urban wheels. The client was incredibly happy with that considering the RRP of the product. There were a few obstacles and failures, including the sort of inspiration the client was sending and was expecting the final product to look like versus the budget available. Sites such as BMW and Audi kept getting referenced to, which was a good benchmark, but an unrealistic expectation of what was doable within the short time frame and development capacity. The way we rectified this was by keeping the expectations of the client more realistic and achievable by having open and honest conversations and stepping stone sign off checkpoints up until the deadline date.



UX/UI Experience — Desktop & Mobile Example

High quality assets provided by the client in an organised folder made life easier when it came to the design. Brand guidelines adhered to regarding fonts. There was a slight UX structure change by using examples sent by the client. Due to time restraints, no wireframes or prototype journey needed, due to top quality brief and assets provided and set from the start.

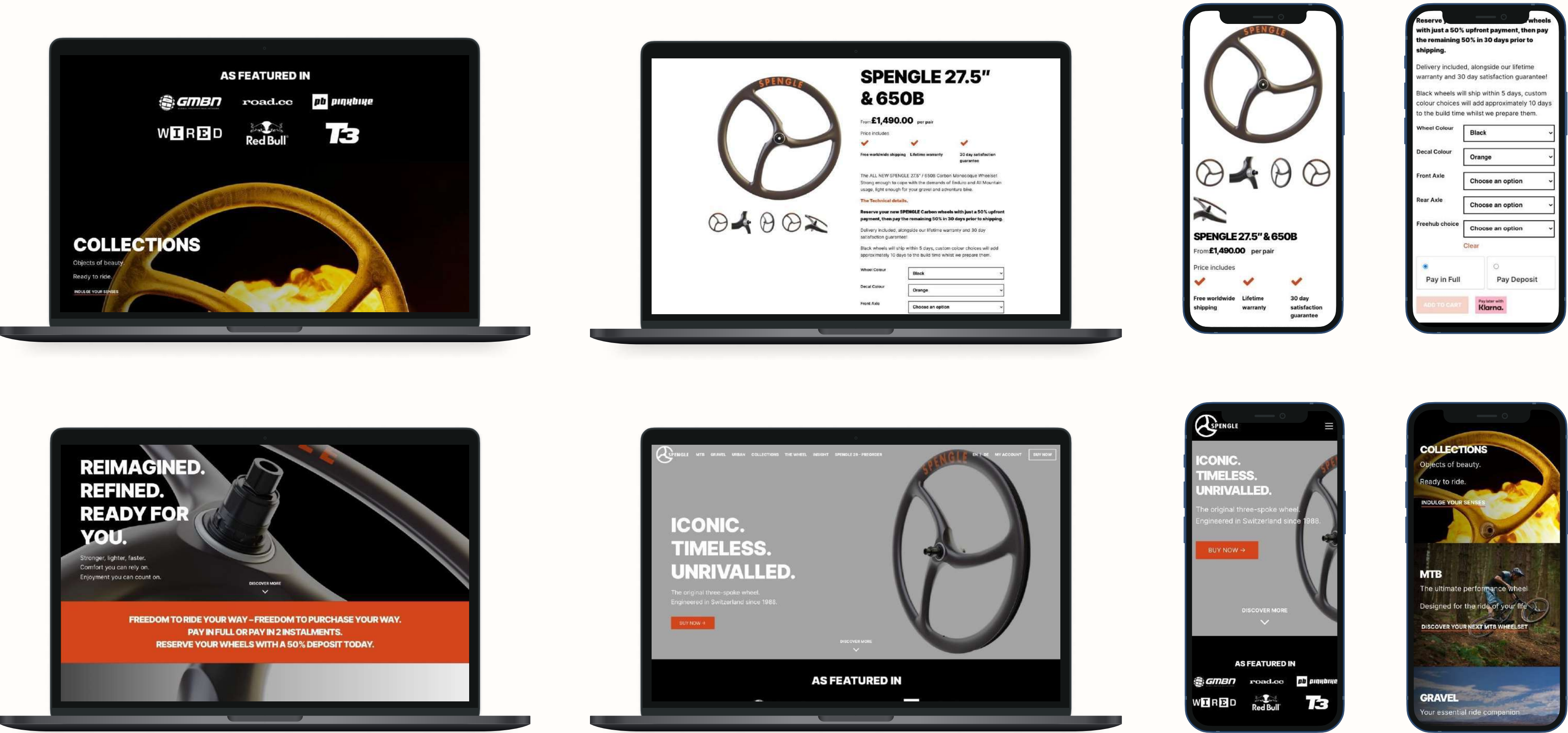


Spengle



The Outcome

A new design of key customer journey templates including the homepage and product details page, by removing a complex purchase journey that was causing users to drop off during each stage. To streamline the process, functionality was designed using WooCommerce on the product pages, which included a decluttering of product information and clear bike colour and decal options. This improved the drop off rate of the purchase journey dramatically.



Rationel



The Problem

The website is out of date, doesn't reflect the business values or target the right audience. We want to redefine the brand for the UK market, starting a new chapter in the company's growth by reimagining its visual identity and key messaging.

The Purpose

The purpose of the project was to develop a new brand identity relevant to the UK market and design a brochure catalogue website that generates leads and directs potential customers to distributors. Using the brand heritage and positioning the business as a Danish company operating in the UK.

My Role

My role for this project was the UX and UI design, as well as putting together a photography brief for an external photographer to go to the Head Office to shoot products and lifestyle imagery at their showroom and on location where Rationel products had been installed.

Understanding the Clients' User Demographic

By conducting a UX workshop with the client, in one day, we narrowed down and understood the types of people that would be a typical Rationel customer. The first being aspirational homeowners and project builders. Around 40% will be self builders who will be building between 5-100 houses per year. A key persona from the workshop:

We want to deal with people who want to build proper homes for proper people, by this we mean self builders/renovators and those who aren't building 'standard' mass market homes.

Successes, Obstacles & Failures

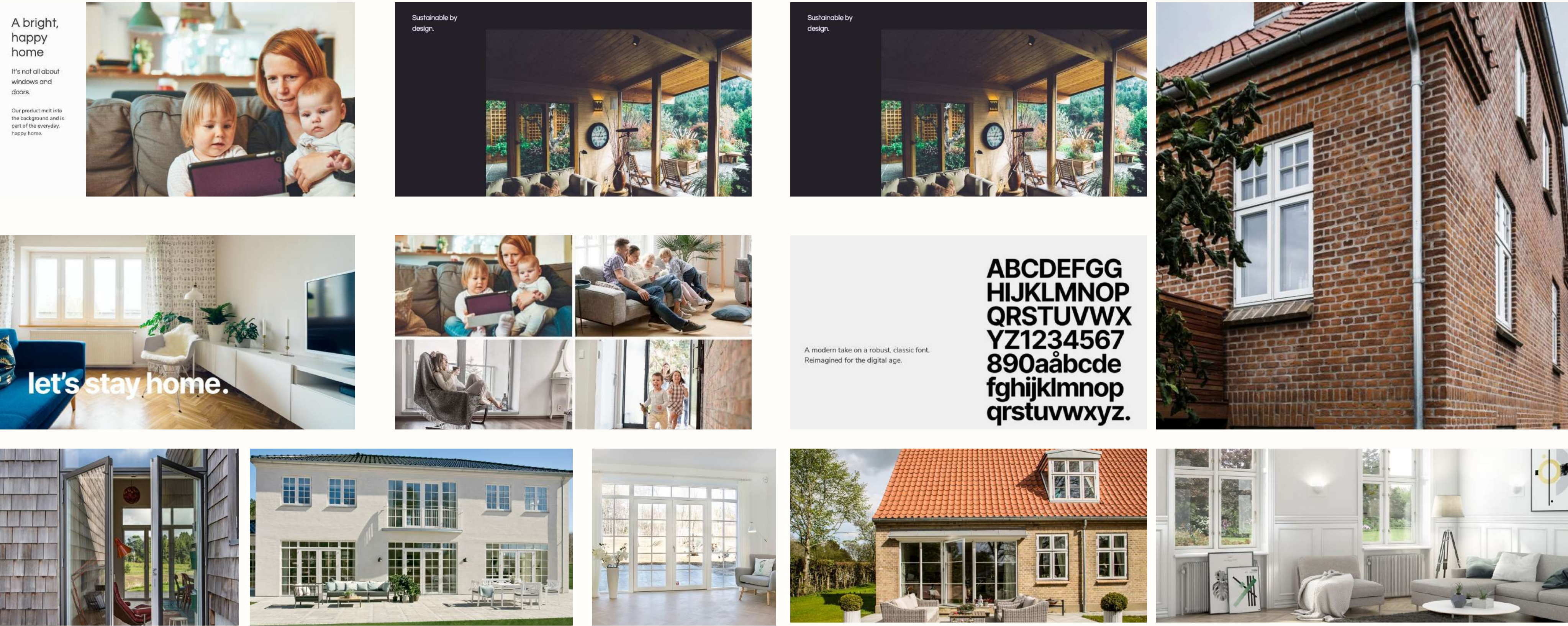
After six months had passed with the project, the client was happy to feedback, that from looking at their analytics, that they had seen a 25% increase in interest from potential clients, buyers and distributors across all types of windows and doors. This was based on a new lead generation form. There were however a few obstacles with the project. The first, trying to find existing clients that were happy for us to photograph their home to use across the website. We overcame this by using the Managing Director's home as a benchmark example of the work that Rationel are capable of doing. There were also a few issues with using a Swiss grid based design and having to draw upon developers' knowledge and what was capable with CSS without taking the design too far, while also keeping it functional for the user across various devices.

Rationel



Photography Direction, Design Research Inspiration & Application

We wanted to let the imagery tell the story about Rationel instead of long, text heavy based content. The imagery should be powerful enough to connect an emotion to the potential buyer. The aim of the site it to be clean, modern, timeless and constant, going back and combining with the values of the company.

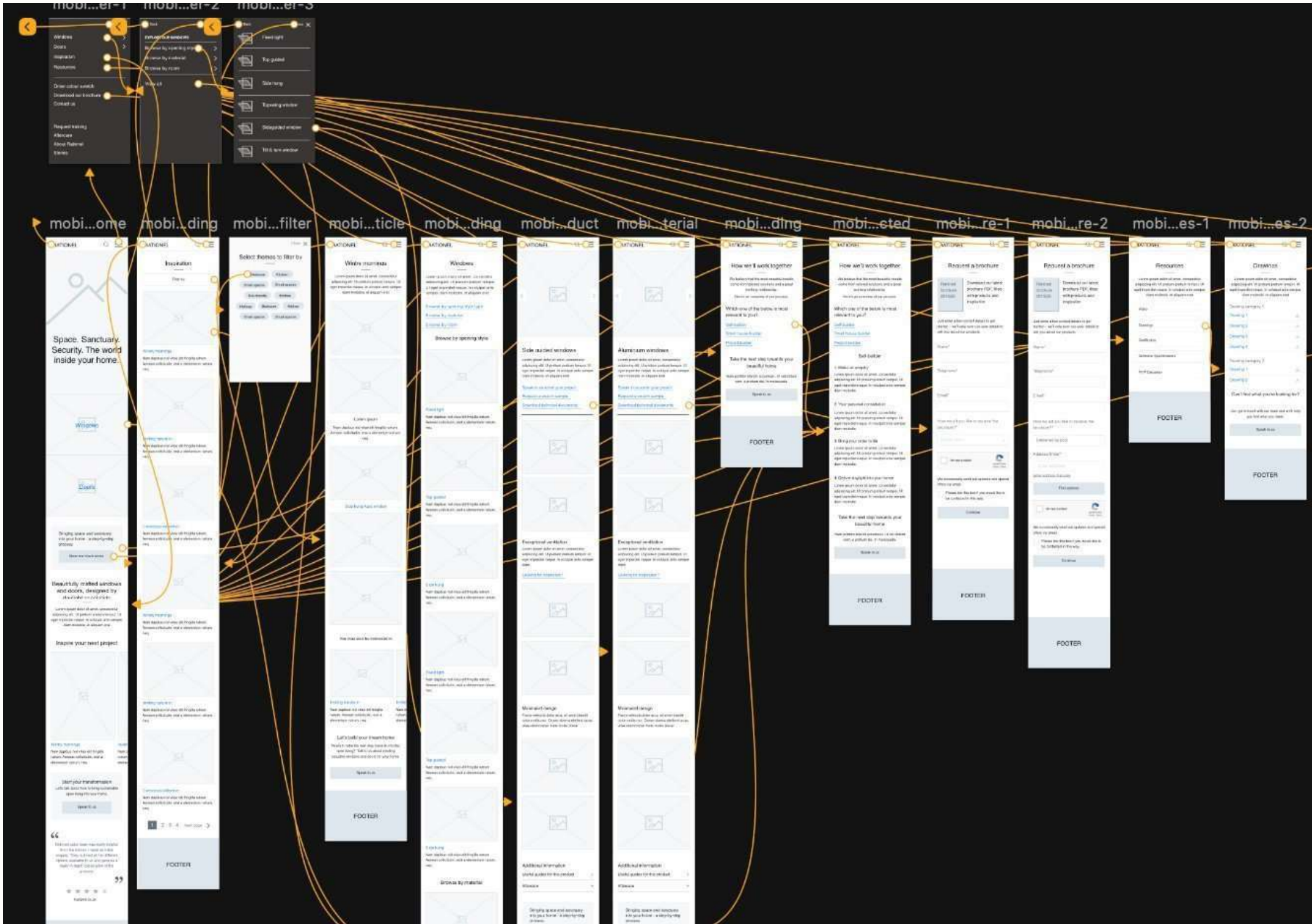
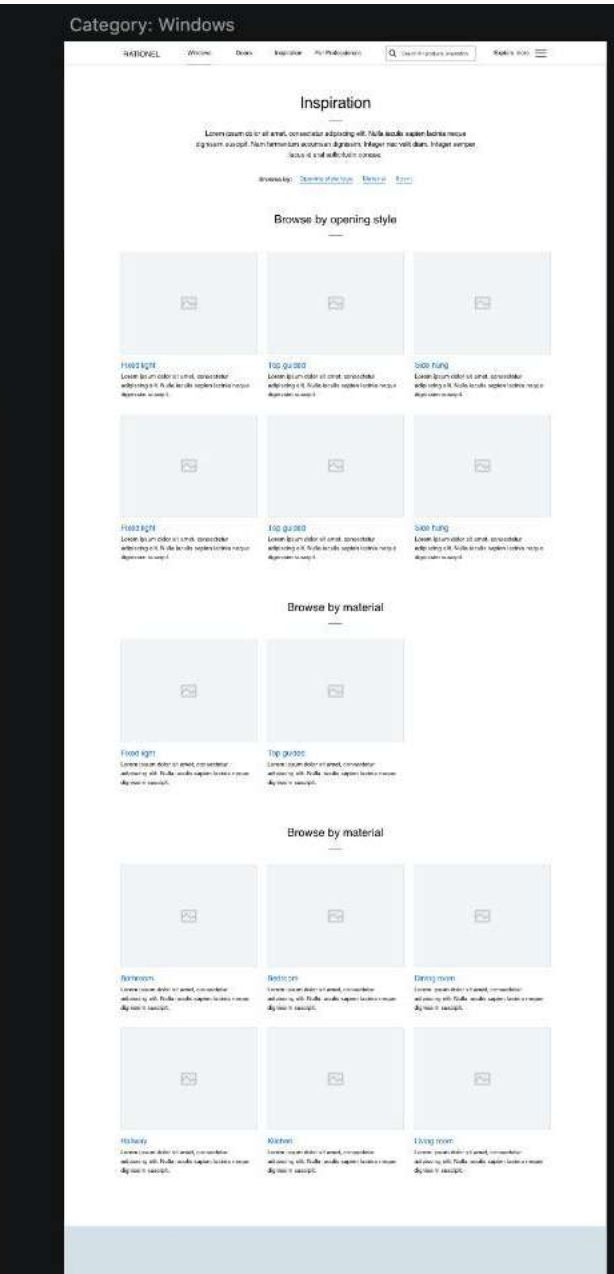
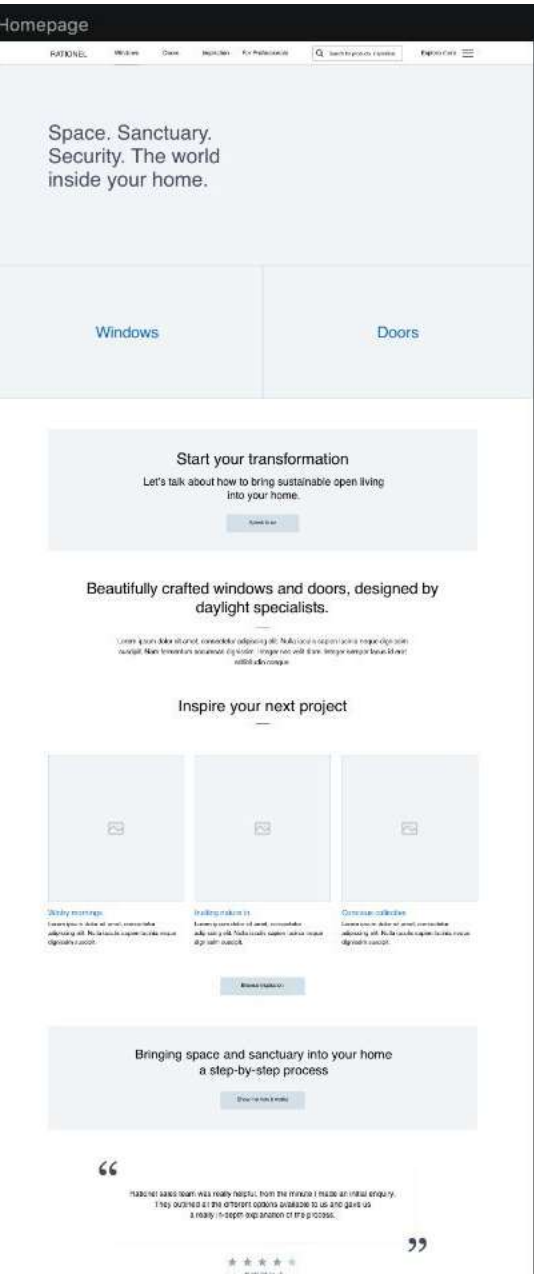
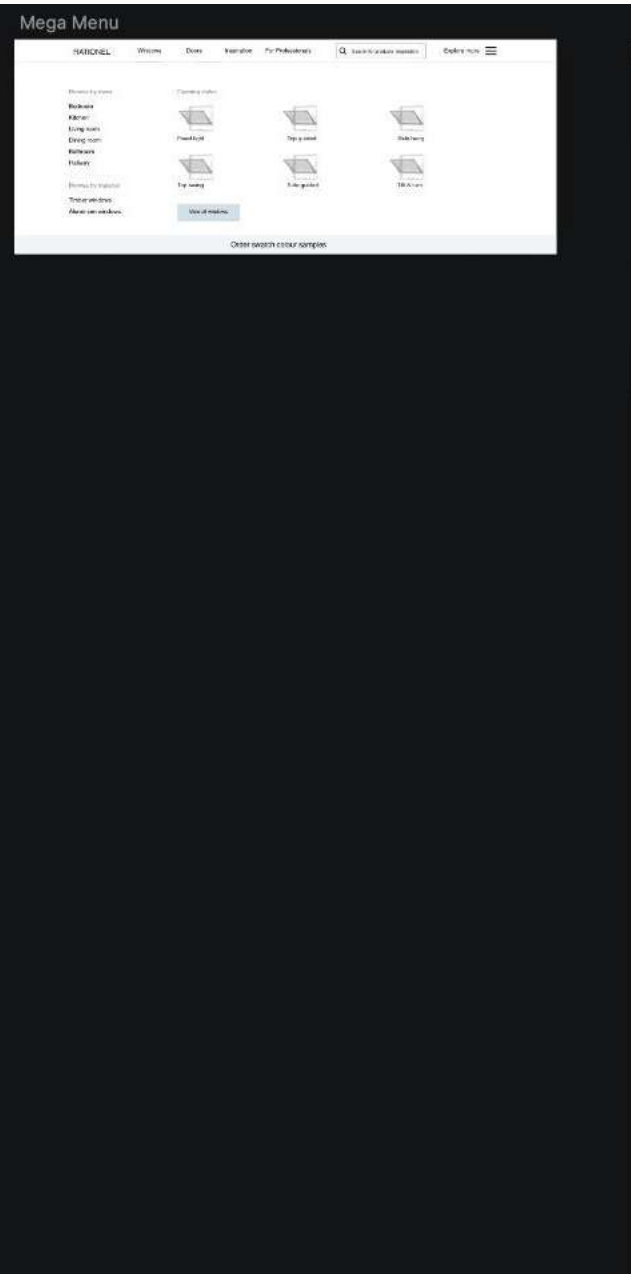
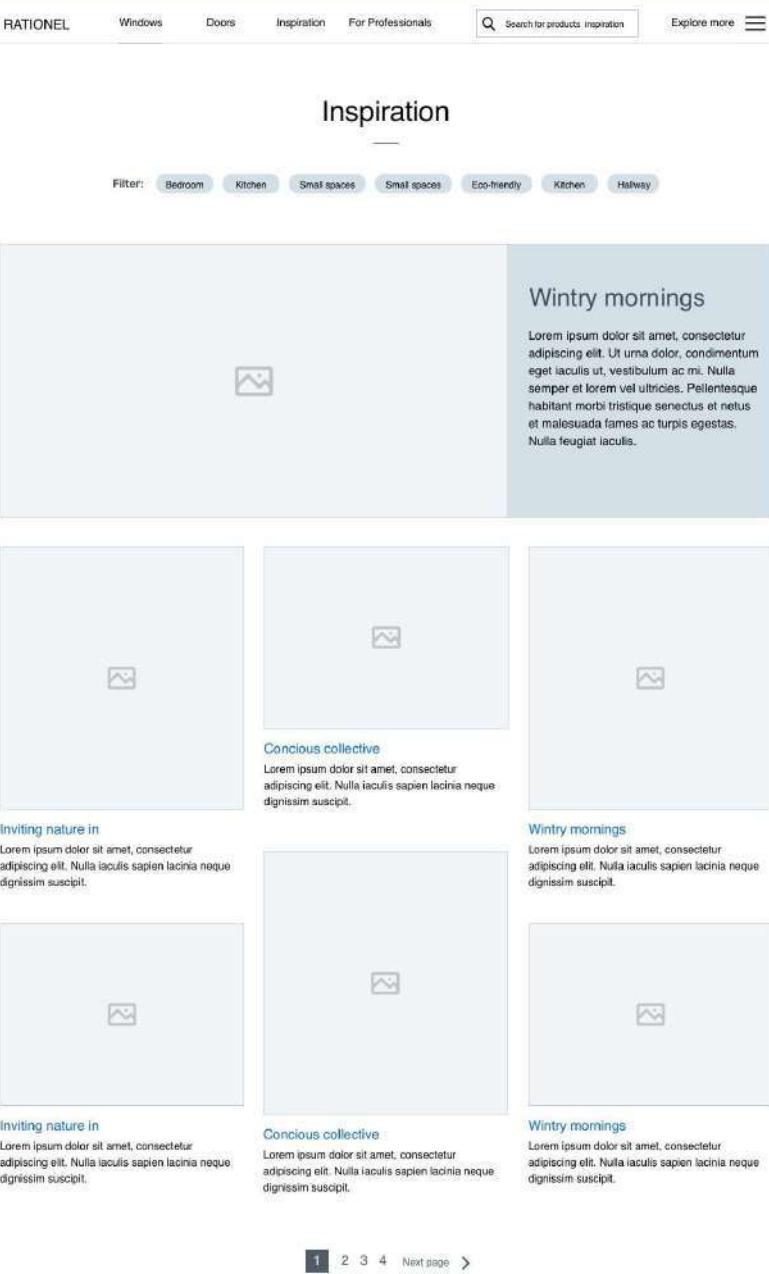


Rationel



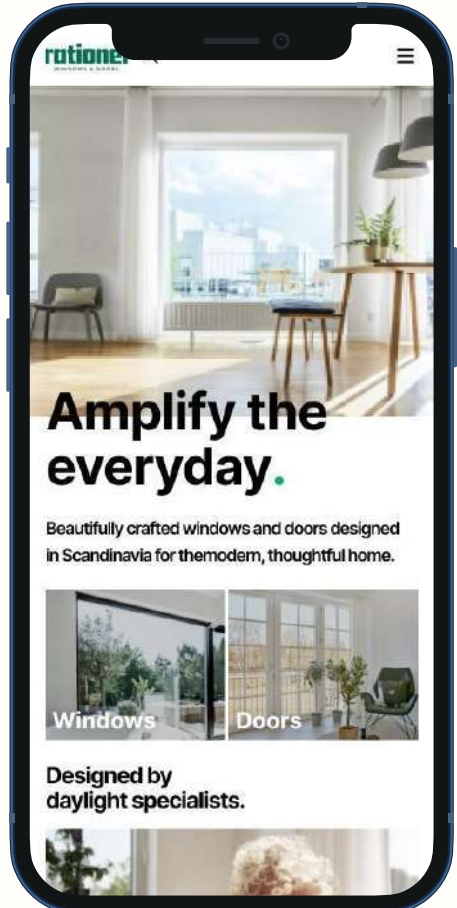
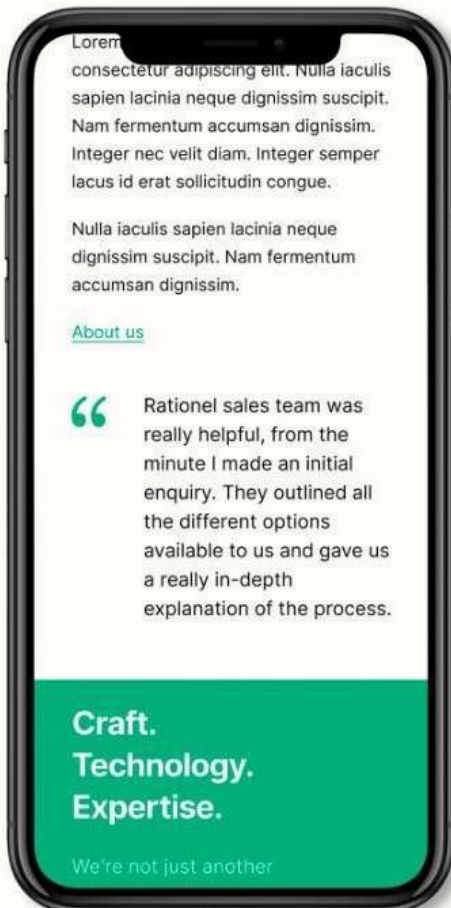
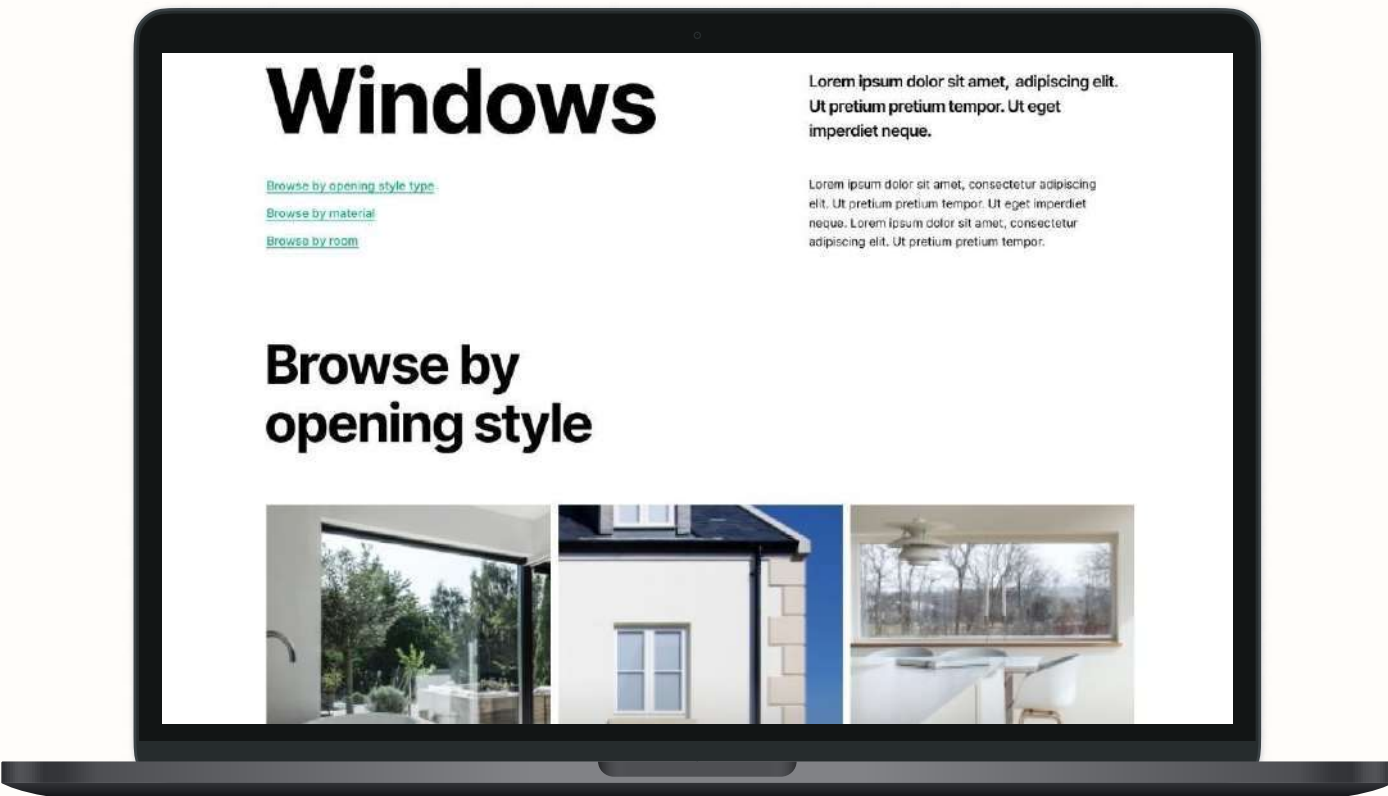
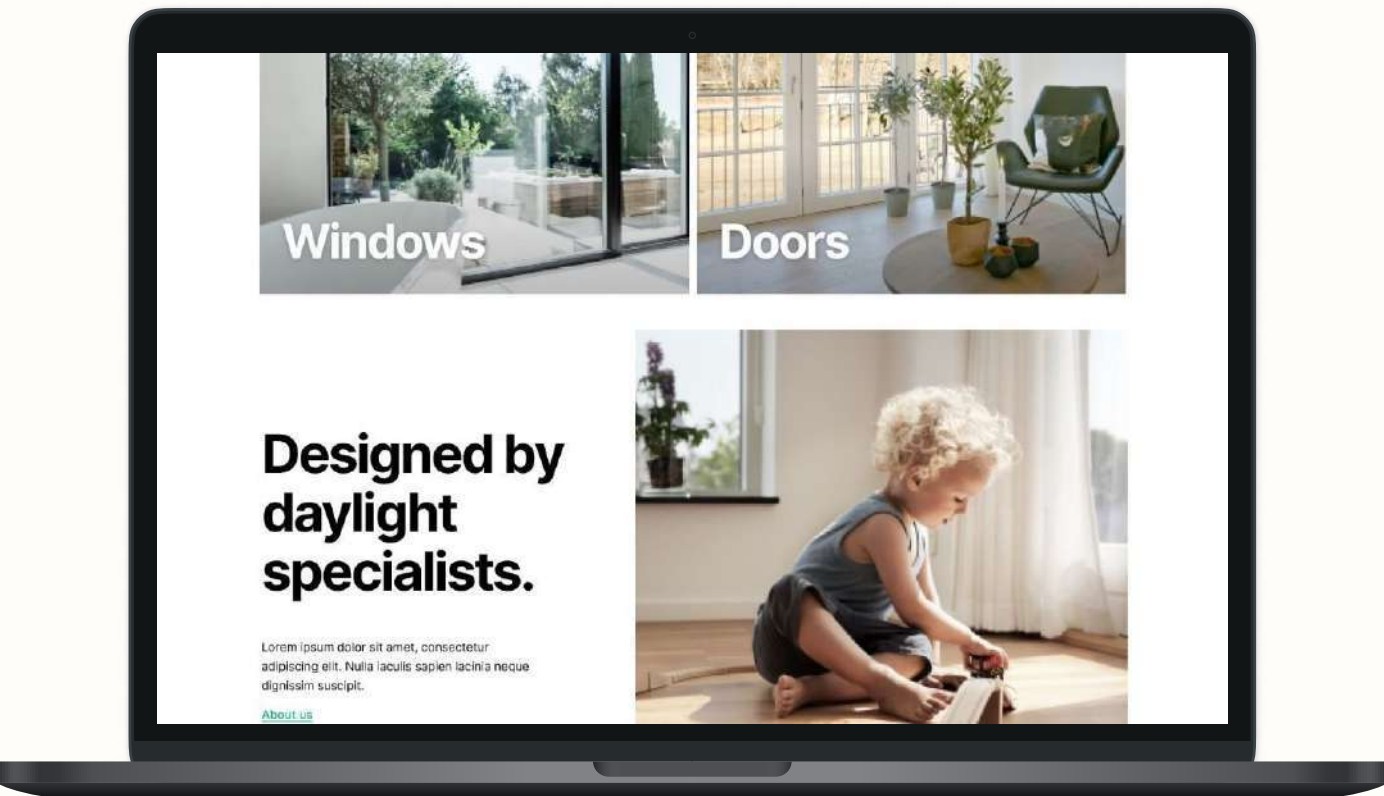
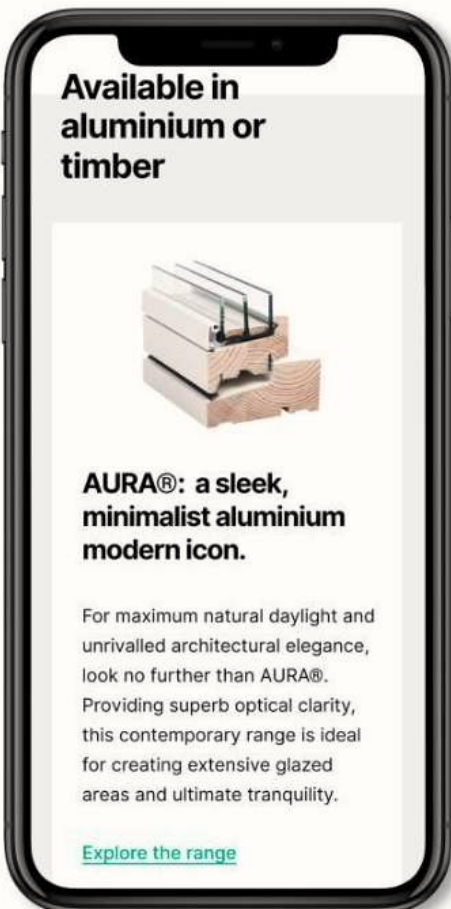
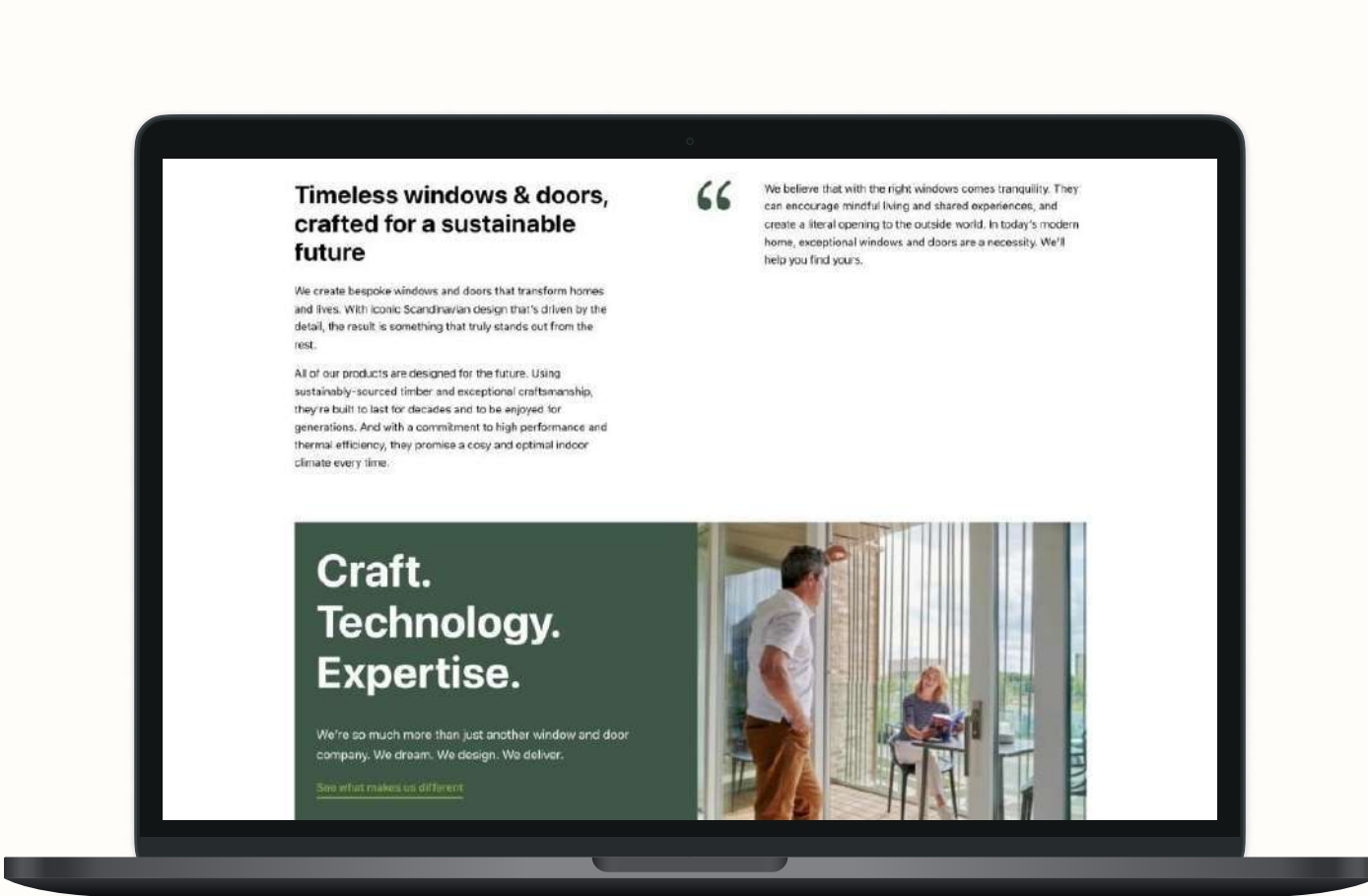
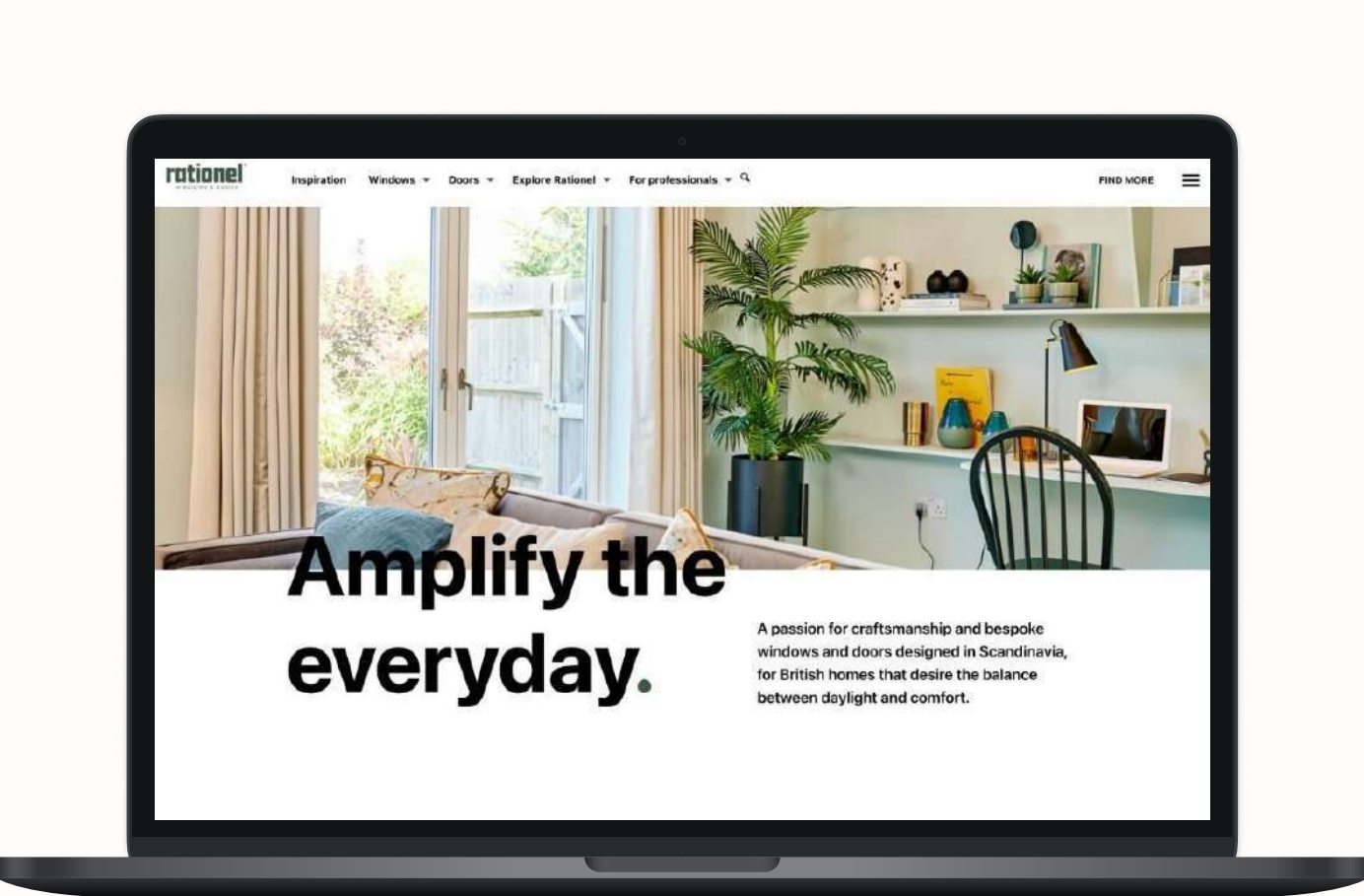
UX Wireframe & Prototype

A few lo-fi screenshots of the desktop and mobile wireframe and in prototype mode, to show the various user journey's. Demonstrating wireframe skills within Sketch and Figma. The client signed these off instantly and quickly which allowed us to progress onto the next stage of design without delays.



The Outcome

A new, modern website for high end bespoke windows and door manufacturer Rationel. Based on Swiss grid design, taking inspiration from Scandinavian lifestyle and thinking to create a user centric, elegant desktop and mobile experience.



End

Additional case studies, client work and projects completed from either Watches of Switzerland Group and Hallam Agency are availalbe for further discussion upon request
