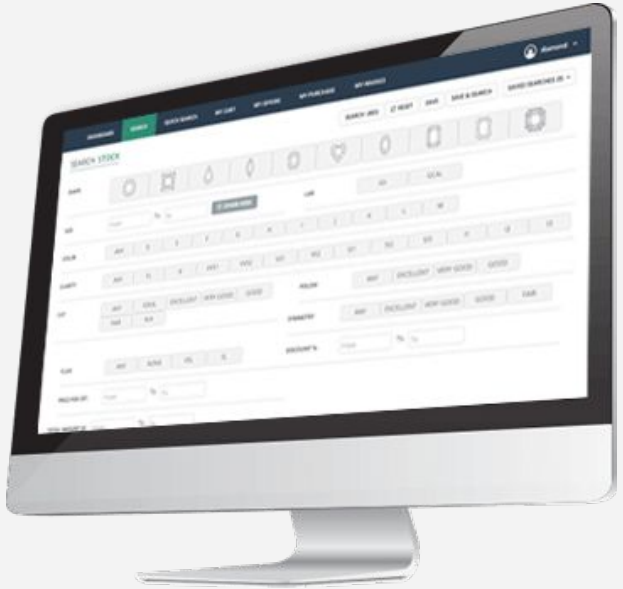
Hashedin

Digital Journey. Accelerated.

User Experience Design



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Outline

Current UX/UI

User Research

Redesign Philosophy

The New UI & its benefits

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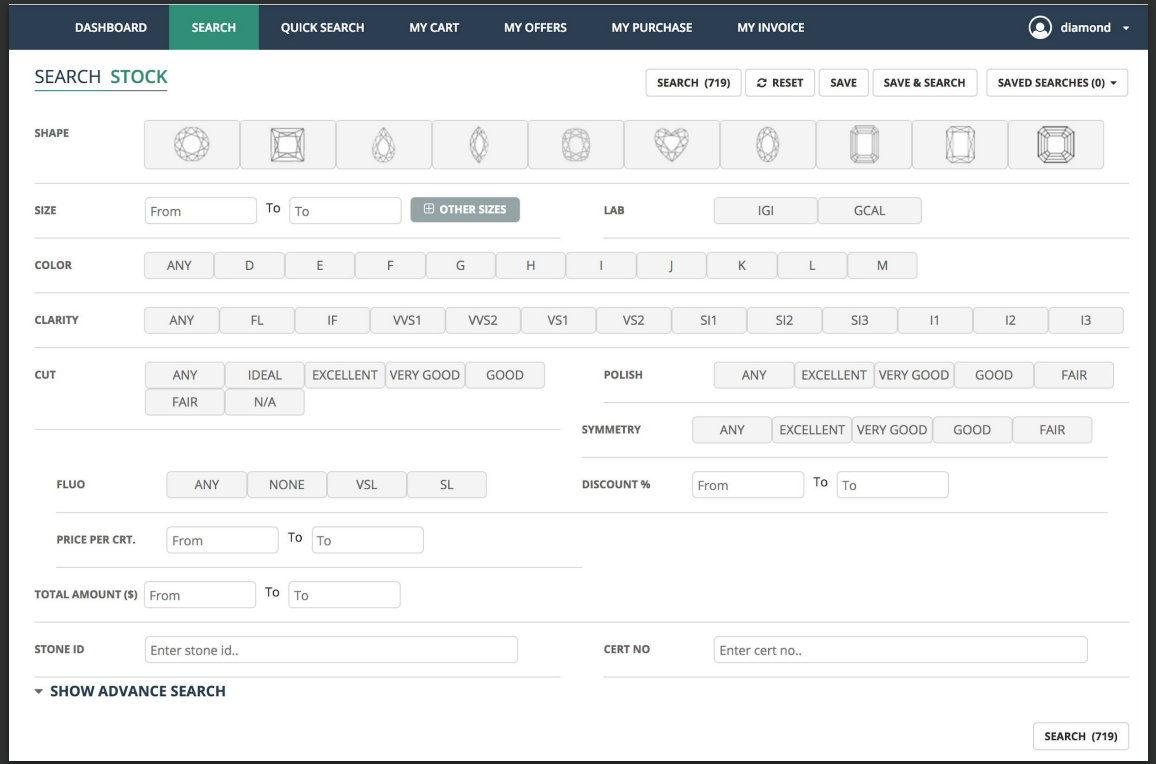
Current UI



- Ineffective Search UI
- Affordance to frequent actions
- Overwhelming data
- Irrelevance to persona/ usage
- Navigation & hierarchy
- Inability to adapt to viewports

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Our Design Journey

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User Research
Persona Analysis

Charles Ray

I want that perfect cut when I do a wholesale shopping

Goals
To get insightful and decision-driven shopping experience

Frustrations
Need to go through too many criteria to get to an item of choice

Bulk Shopping Preferences

Affordable	Premium
Delivery	In-Store
Standard	Personalized

Channels

- Desktop
- Mobile Phone
- Kiosks
- IVRS

Ken Lee

I don't want to search for stuff all day

Goals
To manage the inventory and sales at ease

Frustrations
Need to go through too many criteria to get to an item of choice

Store Mgmt Preferences

Affordable	Premium
Novice	Power User
Standard	Personalized

Channels

- Desktop
- Mobile Phone
- Kiosks
- IVRS

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User Research
Empathy Mapping

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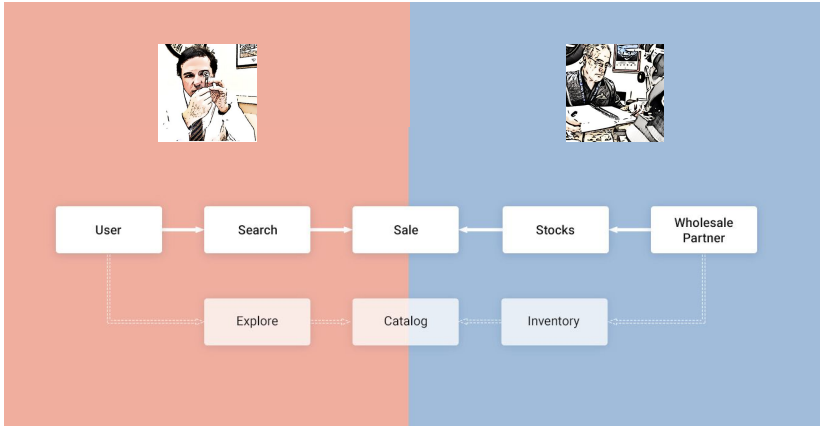
User Research
Journey Mapping



- 100 round diamonds with 6.4mm dimension & VS2 clarity
- 30 1CT diamonds for earrings with 7.5mm dimension
- 20 Marquise diamonds for necklaces with ideal cut

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The Redesign Philosophy

Ineffective Search UI	----►	More Filtering & Less Searching
Affordance to frequent actions	----►	Prominence to Saved/Recent Searches
Overwhelming data	----►	Show Insights and not just data
Irrelevance to persona/ usage	----►	Display basic information first
Navigation & hierarchy	----►	Progressive Disclosure
Inability to adapt to viewports	----►	New age, responsive UI

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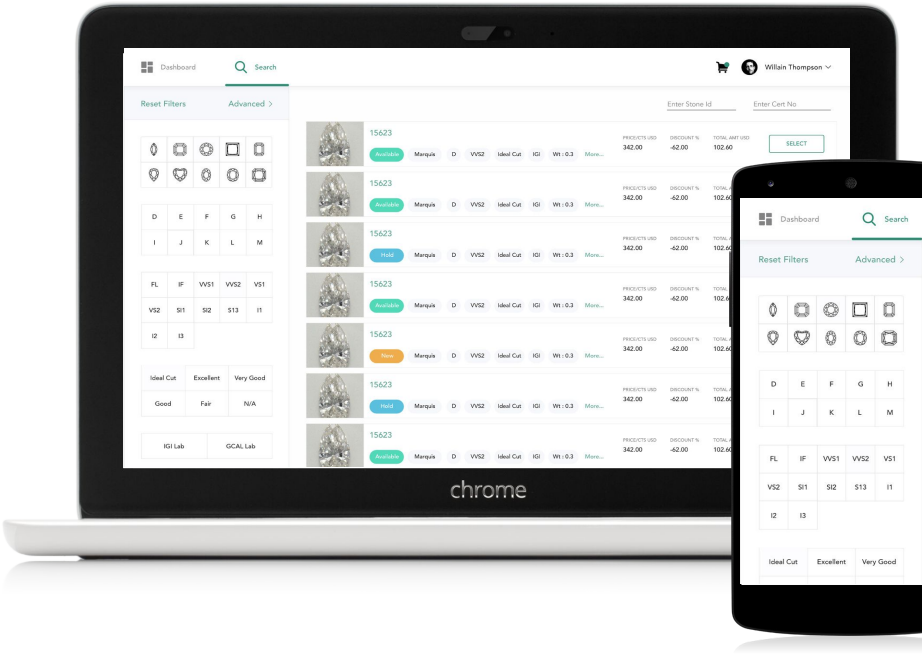
The New UI



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Dashboard | Search | Willain Thompson

Reset Filters | Advanced >

Enter Stone Id | Enter Cert No

D	E	F	G	H										
I	J	K	L	M										
FL	IF	VVS1	VVS2	VS1										
VS2	SI1	SI2	S13	I1										
I2	I3													
Ideal Cut	Excellent	Very Good												
Good	Fair	N/A												
IGI Lab	GCAL Lab													

	15623	Available	Marquis	D	VVS2	Ideal Cut	IGI	Wt : 0.3	More...	PRICE/CTS USD 342.00	DISCOUNT % -62.00	TOTAL AMT USD 102.60	SELECT
	15623	Available	Marquis	D	VVS2	Ideal Cut	IGI	Wt : 0.3	More...	PRICE/CTS USD 342.00	DISCOUNT % -62.00	TOTAL AMT USD 102.60	SELECT
	15623	Hold	Marquis	D	VVS2	Ideal Cut	IGI	Wt : 0.3	More...	PRICE/CTS USD 342.00	DISCOUNT % -62.00	TOTAL AMT USD 102.60	SELECT
	15623	Available	Marquis	D	VVS2	Ideal Cut	IGI	Wt : 0.3	More...	PRICE/CTS USD 342.00	DISCOUNT % -62.00	TOTAL AMT USD 102.60	SELECT
	15623	New	Marquis	D	VVS2	Ideal Cut	IGI	Wt : 0.3	More...	PRICE/CTS USD 342.00	DISCOUNT % -62.00	TOTAL AMT USD 102.60	SELECT
	15623	Hold	Marquis	D	VVS2	Ideal Cut	IGI	Wt : 0.3	More...	PRICE/CTS USD 342.00	DISCOUNT % -62.00	TOTAL AMT USD 102.60	SELECT
	15623	Available	Marquis	D	VVS2	Ideal Cut	IGI	Wt : 0.3	More...	PRICE/CTS USD 342.00	DISCOUNT % -62.00	TOTAL AMT USD 102.60	SELECT

> Saved Searches (0)

YOU HAVE SELECTED

TOTAL PCS	WEIGHT	PRICE/CTS USD	TOTAL AMOUNT USD
5	1.58	590.85	932.59

ADD TO CART | CONFIRM BUY | MORE

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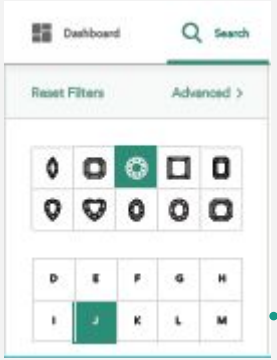
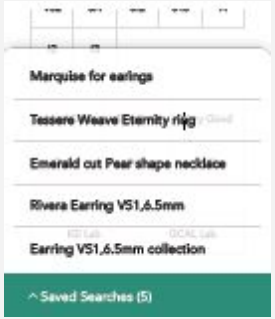
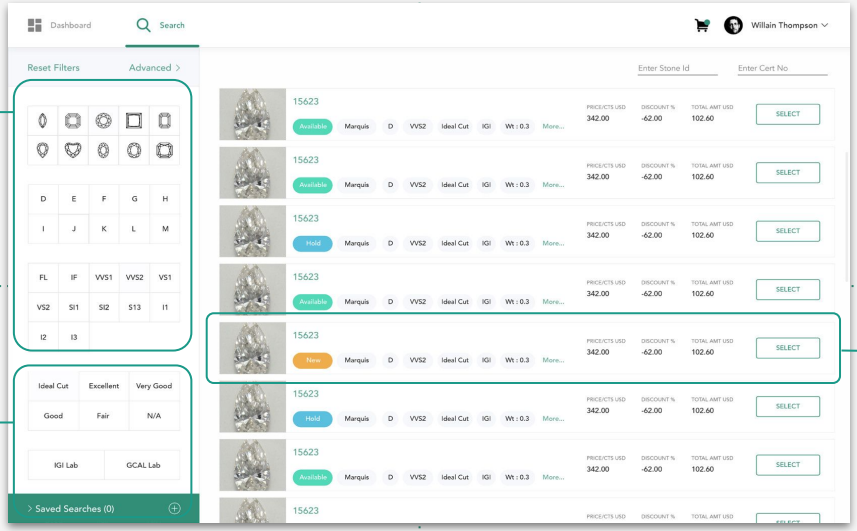
- Removed redundancies
- Most important filter criteria



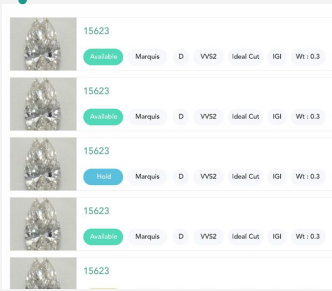
- Enhanced visual cues
- Affordance to save search criteria





- Interactivity to range selections
- Collapsed less-utilized criteria

- Tags support power search
- Responsive layout, clear CT



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The ROI

Less time searching for an item and more time buying an item of choice

Faster learning owing to the usage of common metaphors and conventions

Users felt comfortable in the buying process owing to clear and informed decisions they made while searching

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Questions?

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