



Dipesh Dhanji
Professional UX case study 2015

A Comfort Click brand



About

Shytobuy has become the biggest online retailer in Europe that deals with issues that people are generally embarrassed to go and see someone about. With over 500 products to choose from, the website offers immense choice and does not compromise on quality.



The Problem

Improve the customer journey across mobile devices by redesigning....

- Homepage
- Categories
- Product pages

Reduce high bounce rates and increase conversions by improving...

- Checkout process



The Early Analytics

88%

Bounce rates

0.86%

Conversion Rate

1-2min

Average Time Spent

33k

Monthly Visitors



COUNTRY MANAGER

INTERVIEWS



Insights

I interviewed the country managers for each of the European domains for these main reasons.

- They gain feedback from the customer services team
- They have survey results from previous campaigns
- They know existing pain points

Pain points discovered

- Too many stages during checkout process
- Lots of accidental clicks results in exiting checkout
- Too much scrolling on homepage (category expanding)
- Not enough shortcuts to buy
- Clutter design
- Poor customer journey (product page)



GOOGLE ANALYTICS

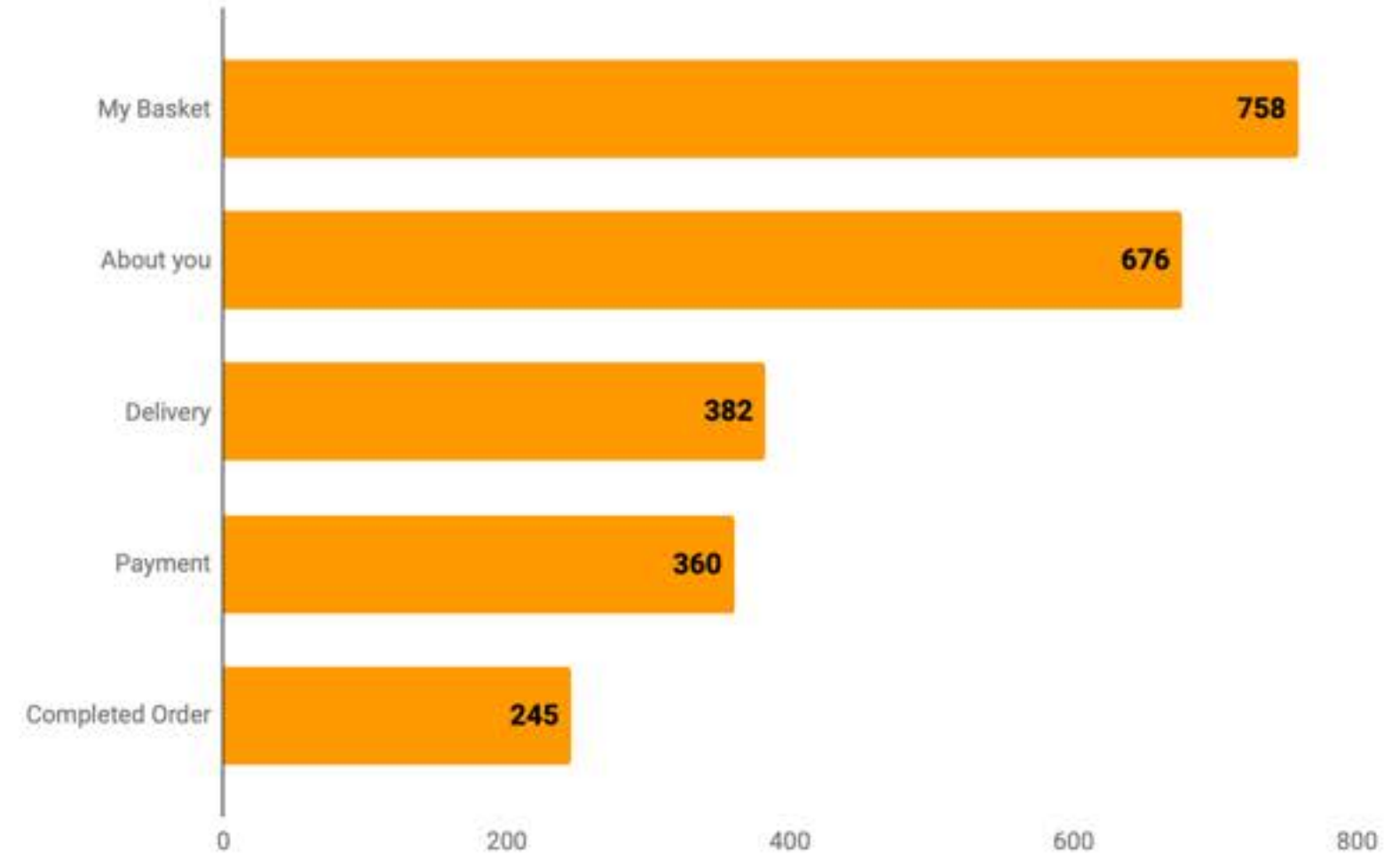
ANALYSIS STUDY



FUNNEL ANALYSIS

The funnel image to the right shows a few key things.

- 1) Users - There was a lot of users navigating through the website and wanting to checkout.
- 2) Checkout - It showed us how bad the checkout process is and that between 'About you' and 'Delivery' specifically yielded problems for the user.
- 3) Checkout revenue - Potential revenue we were missing out on when you consider the number of customers beginning checkout to those who actually checked out.



HEURISTIC ANALYSIS

- **HOMEPAGE**
- **PRODUCT LIST**
- **PRODUCT PAGE**



HOMEPAGE

shytobuy.co.uk

What are you looking for?

TRX2 science for hair growth

Helping you maintain normal hair growth

The Mail METRO Wizz Jet2.com

Male

Female

Unisex

Brands

Call Us Now

- Delivery
- FAQ's
- Contact Us
- Ways to Pay
- About Us
- Full Site
- Sitemap

0203 322 7075

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PRODUCT LIST

shytobuy.co.uk

What are you looking for?

Male

Acne

Sort By

- Skin Doctors Zit Zapper £10.99
- Trioxil Acne Gel £27.00
- Clearogen Anti-Blemish Lotion £32.99

Call Us Now

- Delivery
- FAQ's
- Contact Us
- Ways to Pay
- About Us
- Full Site
- Sitemap

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PRODUCT PAGE

shytobuy.co.uk

What are you looking for?

Male

Skin Doctors Zit Zapper

£10.99

ADD TO BASKET

Skin Doctors Zit Zapper is a fast-acting skincare treatment aimed at overnight care. This potent formula is scientifically proven to help eliminate stubbornness of skin blemishes including acne.

- Dries out spots in just eight hours
- Exfoliates and unblocks pores
- Cleanses areas affected by blemishes
- Soothes redness and inflammation

Skin Doctors Zit Zapper offers clearer, healthier-looking skin by deeply exfoliating and unblocking pores in as little as eight hours. This powerful treatment also dries out spots and cleanses red inflammation, giving your skin a more radiant look with a minimum of effort!

Customer Reviews

Delivery

Ways to Pay

ADD TO BASKET

SAVE THIS FOR LATER

Call Us Now

- Delivery
- FAQ's
- Contact Us
- Ways to Pay
- About Us
- Full Site
- Sitemap

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HOMEPAGE

Bad interpretation of using
breadcrumbs

No add to basket CTA to decrease
customer journey

Unoptimised design resulting in
small images

Not enough extra options to help
users decide

PRODUCT LIST

Bad interpretation of using
breadcrumbs

No add to basket CTA to decrease
customer journey

Unoptimised design resulting in small
images

Not enough extra options to help users
decide

PRODUCT PAGE

Small CTA buttons get lost among the
product description buttons

Too many colors that lower the impact
of important CTA buttons

Unoptimised design resulting in small
images

Not enough extra options to help users
decide





NEW DESIGN

HOMEPAGE

- Horizontal categorie browsing
- Large advertisement section
- Consistent usability

PRODUCT LIST

- Bigger, bolder images
- More detailed information
- CTA button for quick purchase

PRODUCT PAGES

- Quantity widget for all products
- Large images and better layout
- Clear CTA buttons



HEURISTIC ANALYSIS

CHECKOUT PROCESS



STEP 1: BASKET

The screenshot shows the 'Your Basket' page. At the top, there's a progress bar with four steps: 'Your Basket' (active), 'About You', 'Delivery', and 'Payment Details'. Below the progress bar, the product 'Skin Doctors Zit Zapper' is listed with a quantity of 1 and a price of £10.99. There's a section for a promo code with 'NO' selected. The 'Delivery' section shows 'United Kingdom' as the country and 'Royal Mail 3-5 Working Days £2.99' as the shipping method. A summary box states 'Your order will be dispatched today' and 'Total £13.98'. A green 'CONTINUE' button is at the bottom.

STEP 2: ABOUT

The screenshot shows the 'About You' page. The progress bar now has 'About You' as the active step. The form includes fields for 'First Name', 'Last Name', 'Gender', 'Date of Birth' (with DD, MM, and YYYY dropdowns), 'Email', 'Mobile', and 'Landline'. A 'Confirm' section is at the bottom with a green 'CONTINUE' button.

STEP 3: DELIVERY

The screenshot shows the 'Delivery' page. The progress bar now has 'Delivery' as the active step. The form includes fields for 'Delivery Postcode', 'House No. or Name', 'Street', 'Town / City', and 'County'. The 'Country' dropdown is set to 'United Kingdom'. A checkbox 'My billing address is the same as my delivery address' is checked. A green 'CONTINUE' button is at the bottom.

STEP 4: PAYMENT

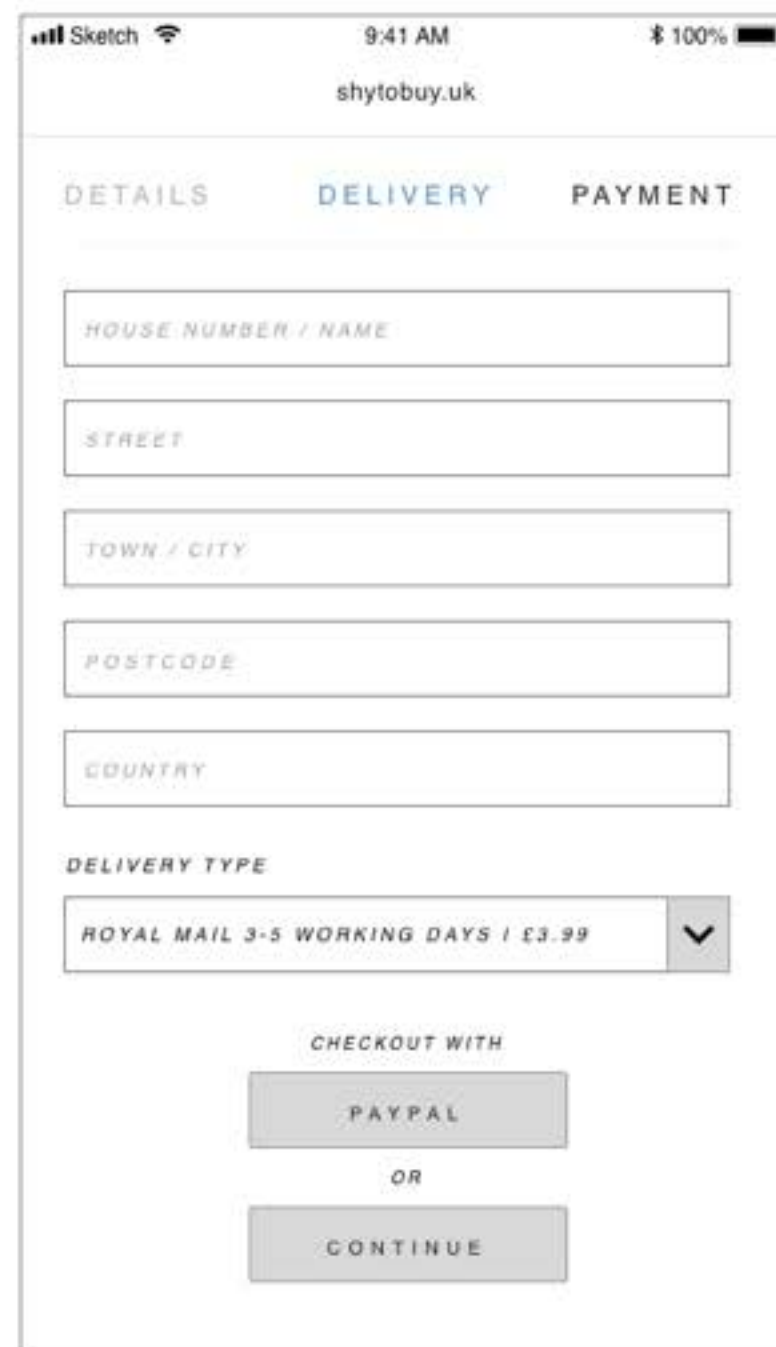
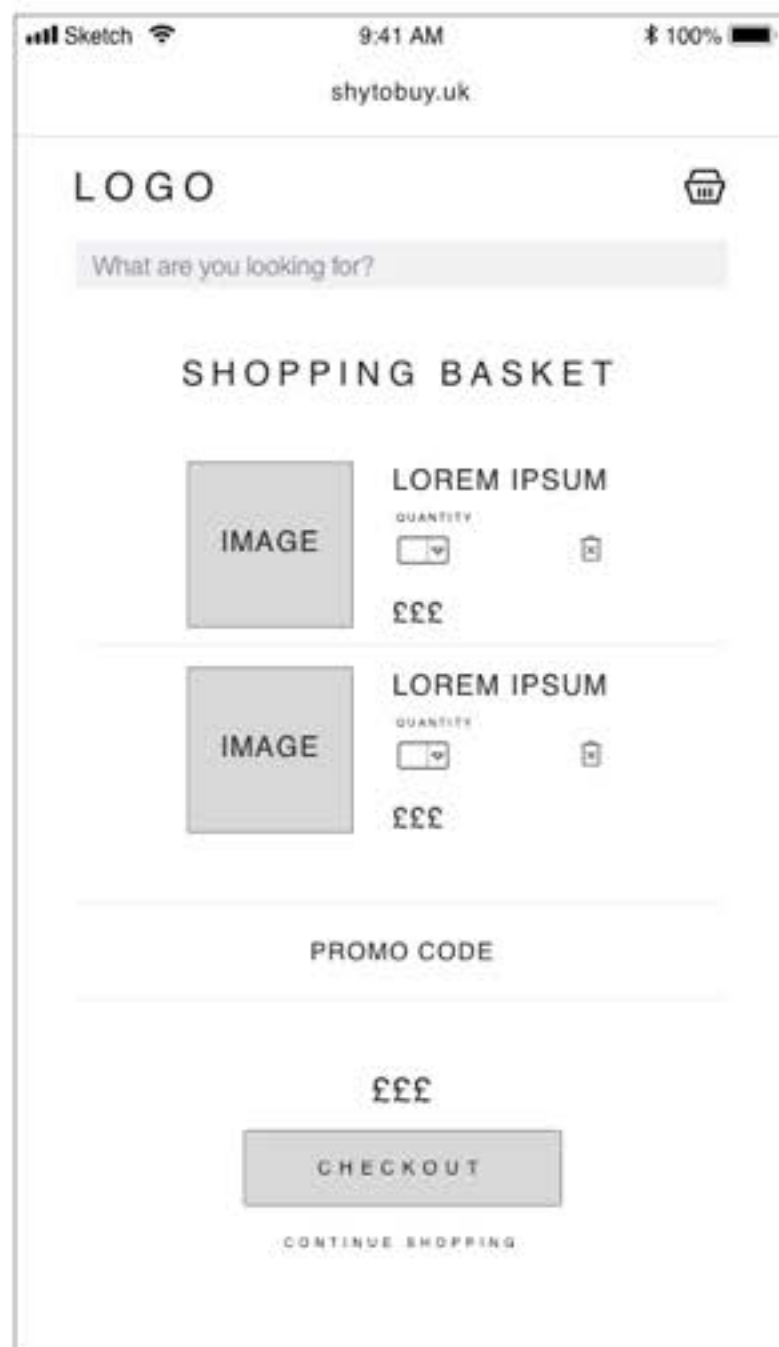
The screenshot shows the 'Payment Details' page. The progress bar now has 'Payment Details' as the active step. The form asks 'How would you like to pay?' with 'Debit / Credit Card' selected. It shows logos for VISA, VISA DEBIT, and MASTERCARD. A disclaimer states 'By clicking complete order you confirm that you have read, understood and accept our terms and conditions'. Fields for 'Please Select', 'Cardholder Name', 'Card Number', 'Expiry Date (MMYY)', and 'Card Verification No.' are present. A note says '3 digits on the back of card'. A green 'COMPLETE ORDER' button is at the bottom.

CHECKOUT ANALYSIS

- Too many stages to complete a purchase
- Lack of design consistency (dropdown boxes, radio buttons)
- Basket was a stage in the checkout process
- Text fields that could be connecting into one
- Showing information that can force a user to leave the checkout process



NEW DESIGN



DELIVERY

FINAL STATISTICS



NEW DESIGN

(after a month going live)

↓ **46%**

Bounce rates
(-42% Reduction)

↑ **2.06%**

Conversion Rate
(+1.2% Increase)

3-4 min

Average Time Spent
(1 minure increase)

30k

Montly Visitors

OLD DESIGN

88%

Bounce rates

0.86%

Conversion Rate

1-2min

Average Time Spent

33k

Montly Visitors



Thank You