CASE STUDY

openshop Order Status Flow -
UI/UX design

by Mai Le

Context

Project: Redesign the openshop website

Goal:
- capitalize on market gap of 18-24 and 25-34 years old demographic
- consolidate brand identity as a “new, fun way to shop”

Strategy:
- minimalistic but bright, modern design
- improve and streamline user experience via research and feedback from soft launch

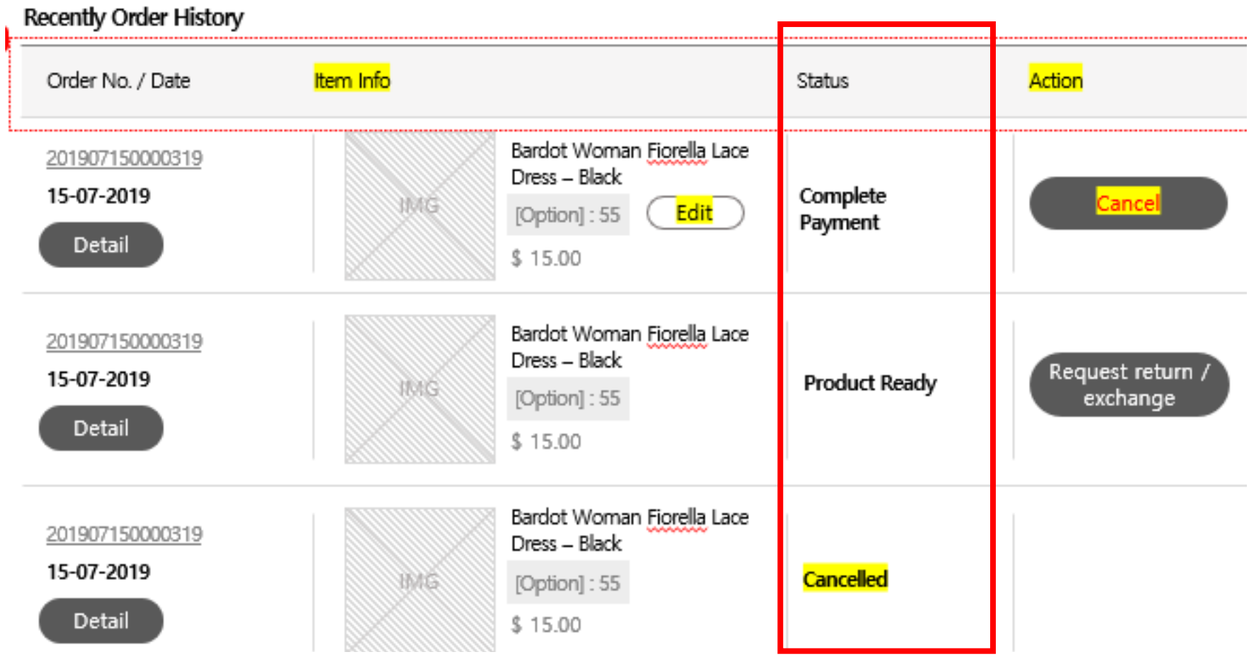
Goal metrics:
- increased number of users in 18-24 and 25-34 years old demographic (20%)
- increased sales number (20%)
- increased user clicks (20%)

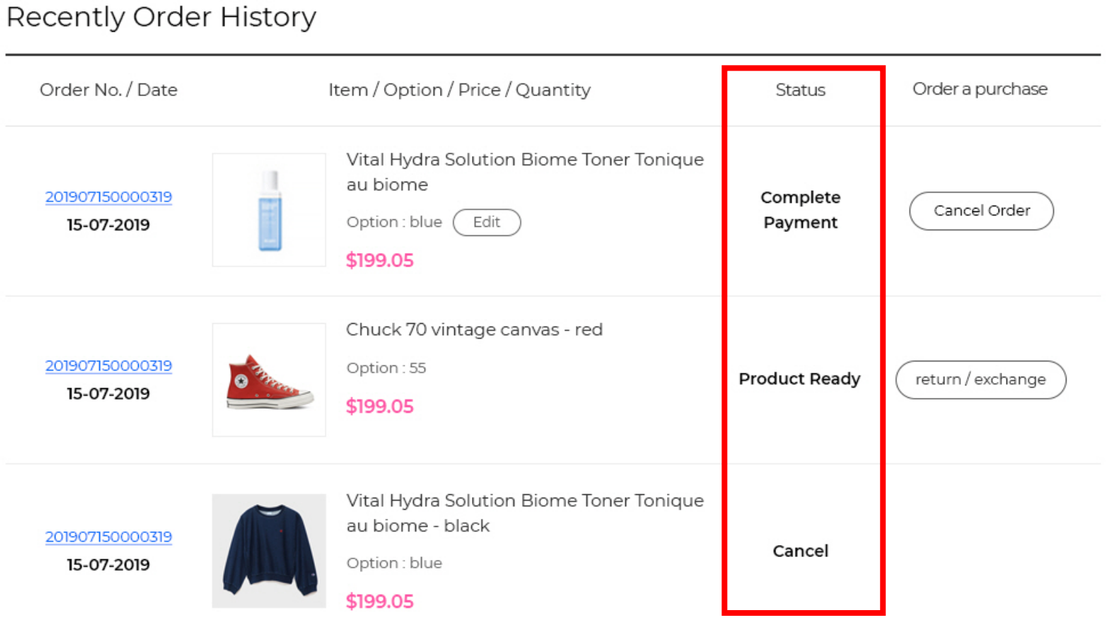
Problem

Insufficient information on Order details screen

-> Gap in user flow -> causes customer frustration and increases staff time in dealing with orders

Priority: High





Research

Competitors
Ecommerce trends

ORDERS

Need Help? Contact our customer service team **here**

Online Orders | Store Purchases

Order Number	Date Of Order	Ordered Items	Total	Order Status
[redacted]	[redacted]		[redacted]	Completed TRACK ORDER
[redacted]	[redacted]		[redacted]	Completed TRACK ORDER

MY ORDERS

2 Item(s)

Show 10 per page

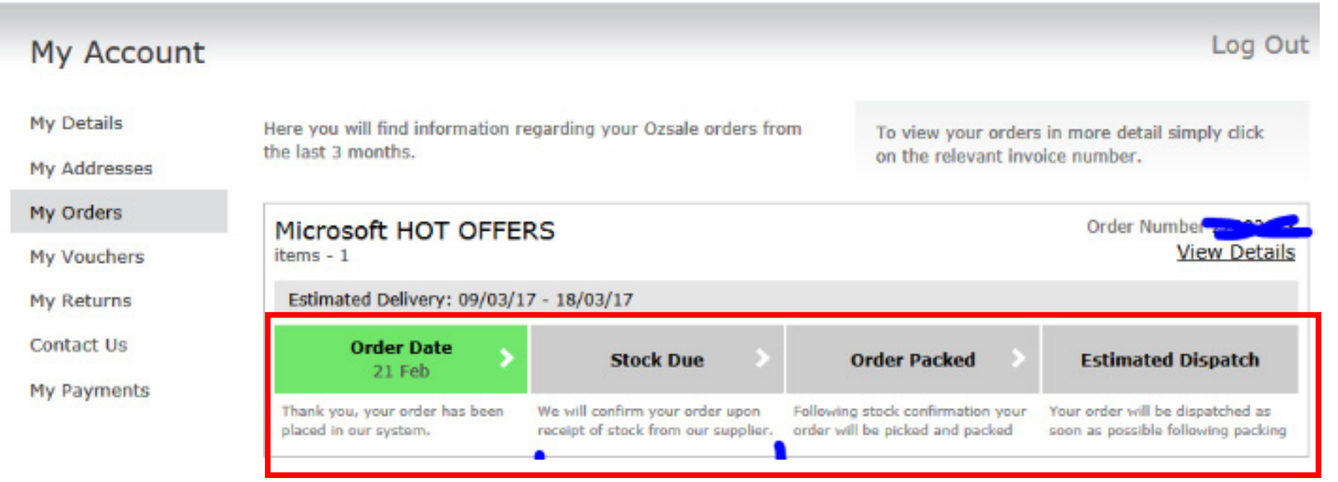
ORDER #	DATE	TOTAL	ORDER STATUS	OPTIONS
[redacted]	[redacted]	[redacted]	*Complete*	View Order Reorder
[redacted]	[redacted]	[redacted]	*Complete*	View Order Reorder

THE ICONIC
Order #291386519

[redacted]

Order status

Shipped

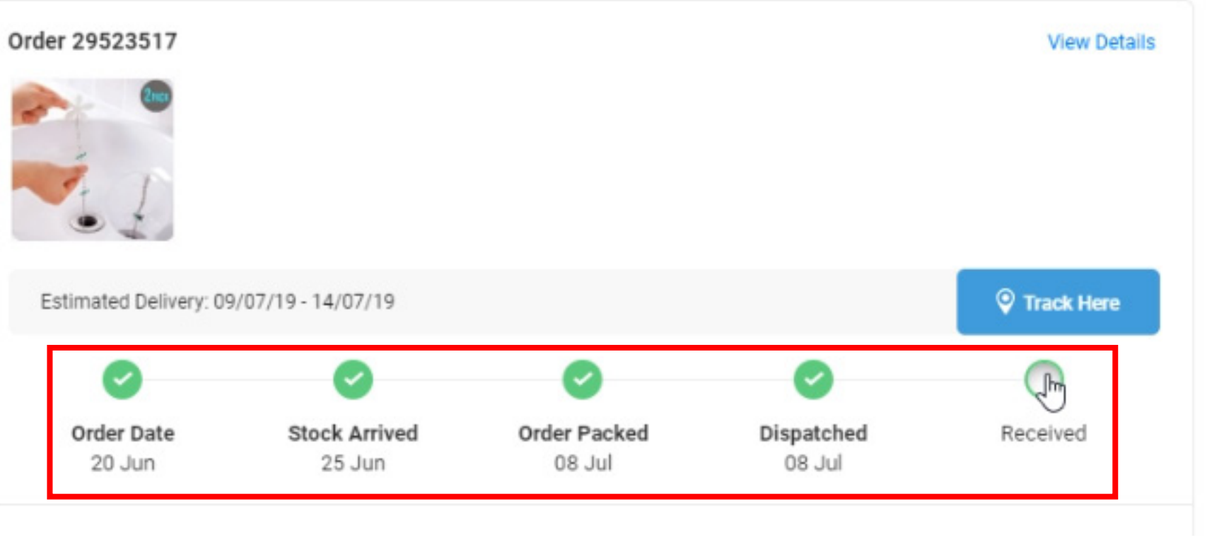


THE ICONIC
Order #294176429

[redacted]

Order status

Refunded



THE ICONIC
Order #274178349

[redacted]

Order status

Exchanged

asos MY ACCOUNT

MY ORDERS >

Displaying 1 orders

IT'S ON ITS WAY!

Estimated delivery 12 Mar 2018

Your parcel has left the warehouse, and is on its way to your local delivery depot



ORDER NO : 28394485920

SHIPPED DATE : 09 MAR 2018

VIEW ORDER

dpd TRACK ORDER

ASOS Homepage

Terms & Conditions Privacy Policy

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asos MY ACCOUNT

MY ORDERS >

Displaying 1 orders

DUE FOR DELIVERY TODAY!

Estimated delivery 12 Mar 2018

The delivery driver will contact you, via text or email, about an expected delivery time.



ORDER NO : 28394485920

SHIPPED DATE : 09 MAR 2018

VIEW ORDER

dpd TRACK ORDER

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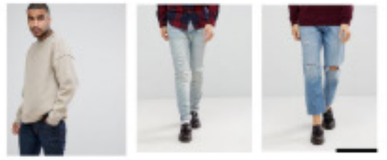
asos MY ACCOUNT

MY ORDERS >

Displaying 1 orders

ATTEMPTED DELIVERY

Sorry we missed you. Please check the card that has been left at your address or check the tracking button below for further info.



ORDER NO : 28394485920

SHIPPED DATE : 09 MAR 2018

VIEW ORDER

dpd TRACK ORDER

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MY ORDERS >

Displaying 1 orders

IT'S DELIVERED!

Your order has been delivered to your address!



ORDER NO : 28394485920

DELIVERED DATE : 09 MAR 2018

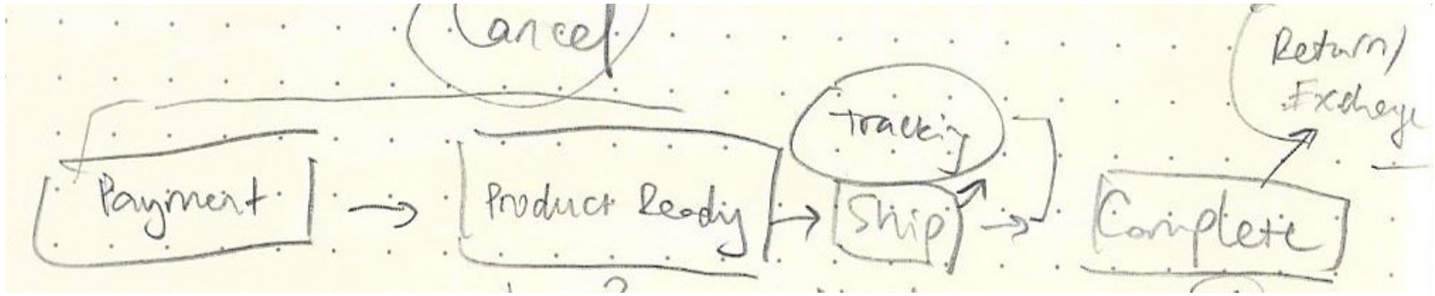
VIEW ORDER

dpd TRACK ORDER

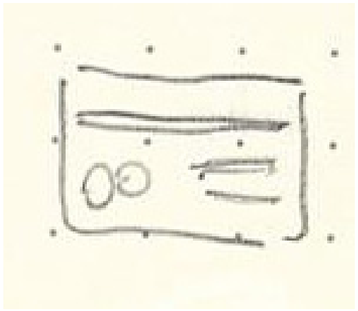
ASOS Homepage

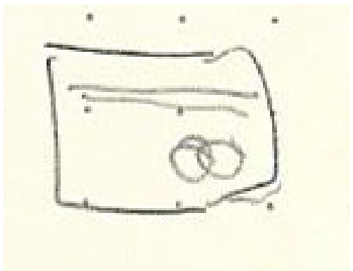
Terms & Conditions Privacy Policy

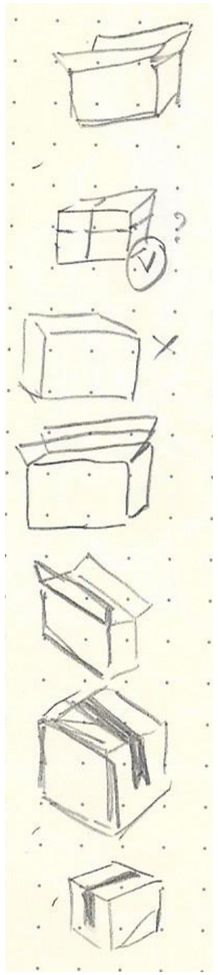
Ideation

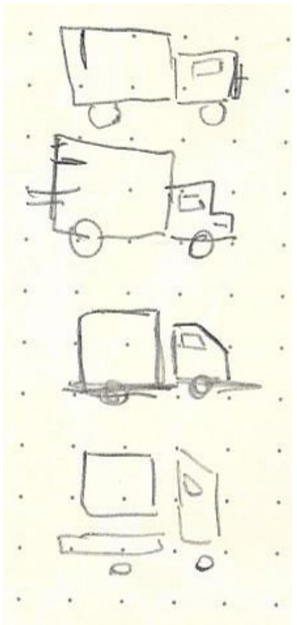

Cancel
Payment
Product Ready
Tracking
Ship
Complete
Return/
Exchange

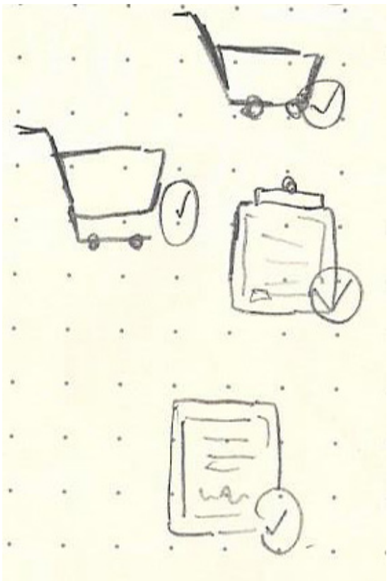

Wallet/ cc/ $









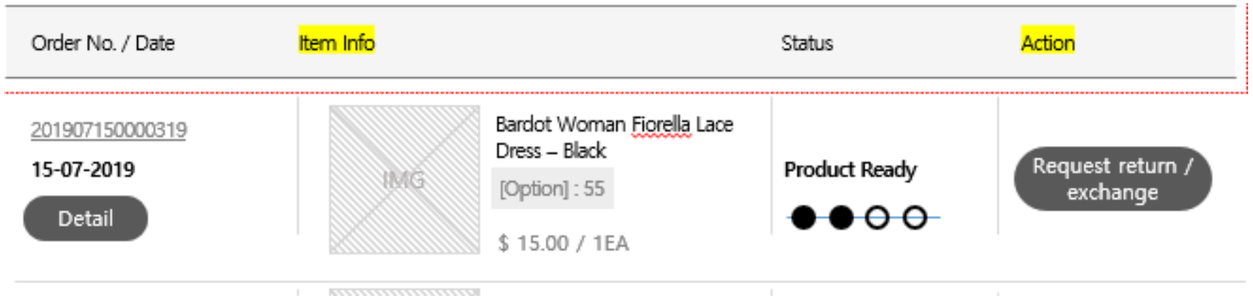




Prototypes, Testing, Feedback - Iterations

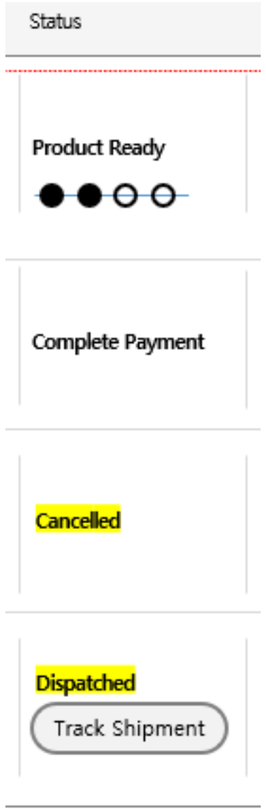
PC





Mobile





Existing design guide

open shop



Description | 1600 * standard resolution / content area 1200px, variable area 1201px ~

FONT COLOR 1
R:0 G:0 B:0
#000000

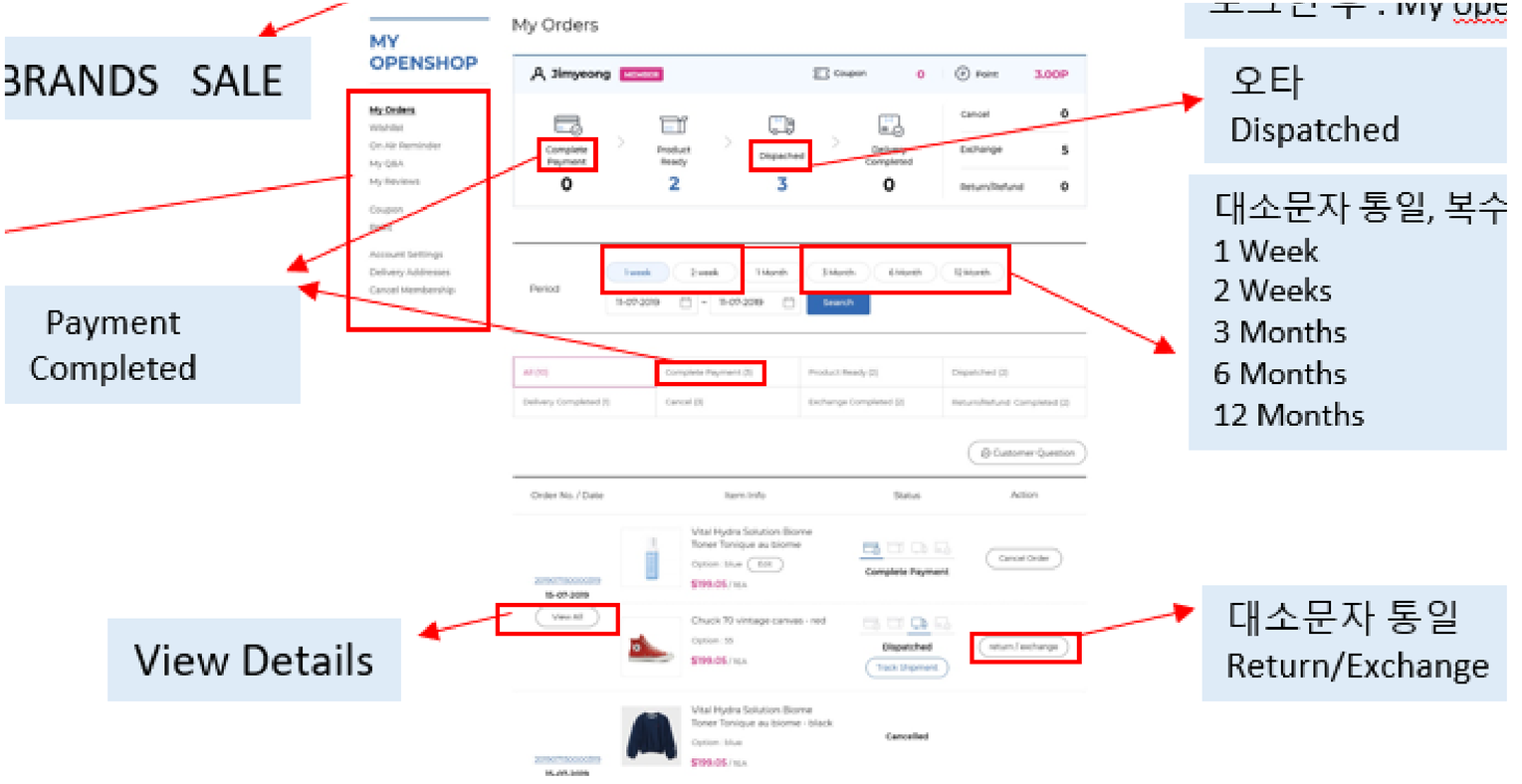
FONT COLOR 2
default
R:51 G:51 B:51
#333333

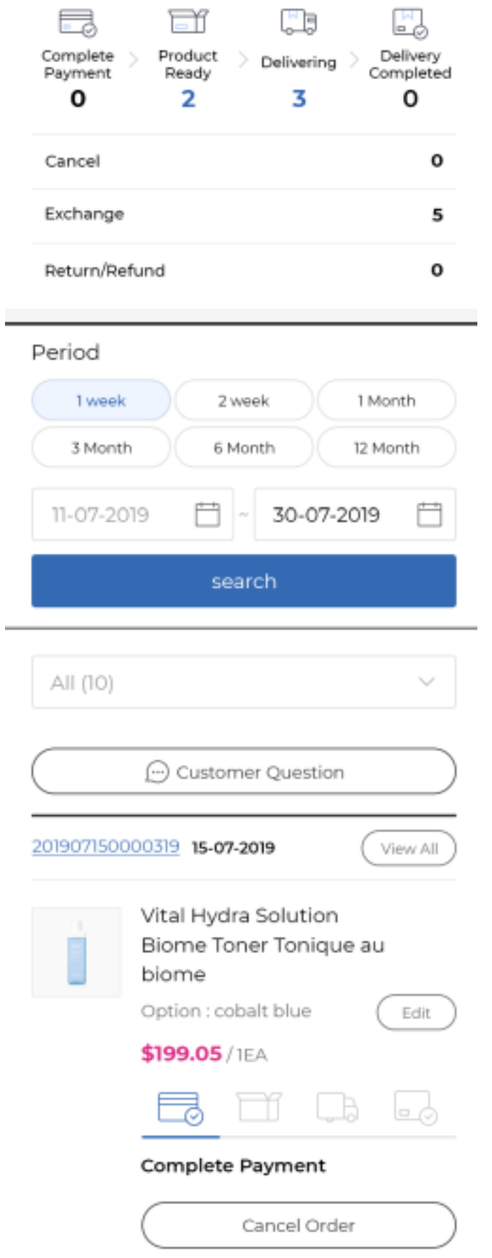
FONT COLOR 3
R:126 G:126 B:126
#666666

FONT COLOR 4
R:170 G:170 B:170
#999999

POINT COLOR
R:51 G:106 B:179
#336AB3

POINT COLOR
R:219 G:46 B:134
#DB2E86

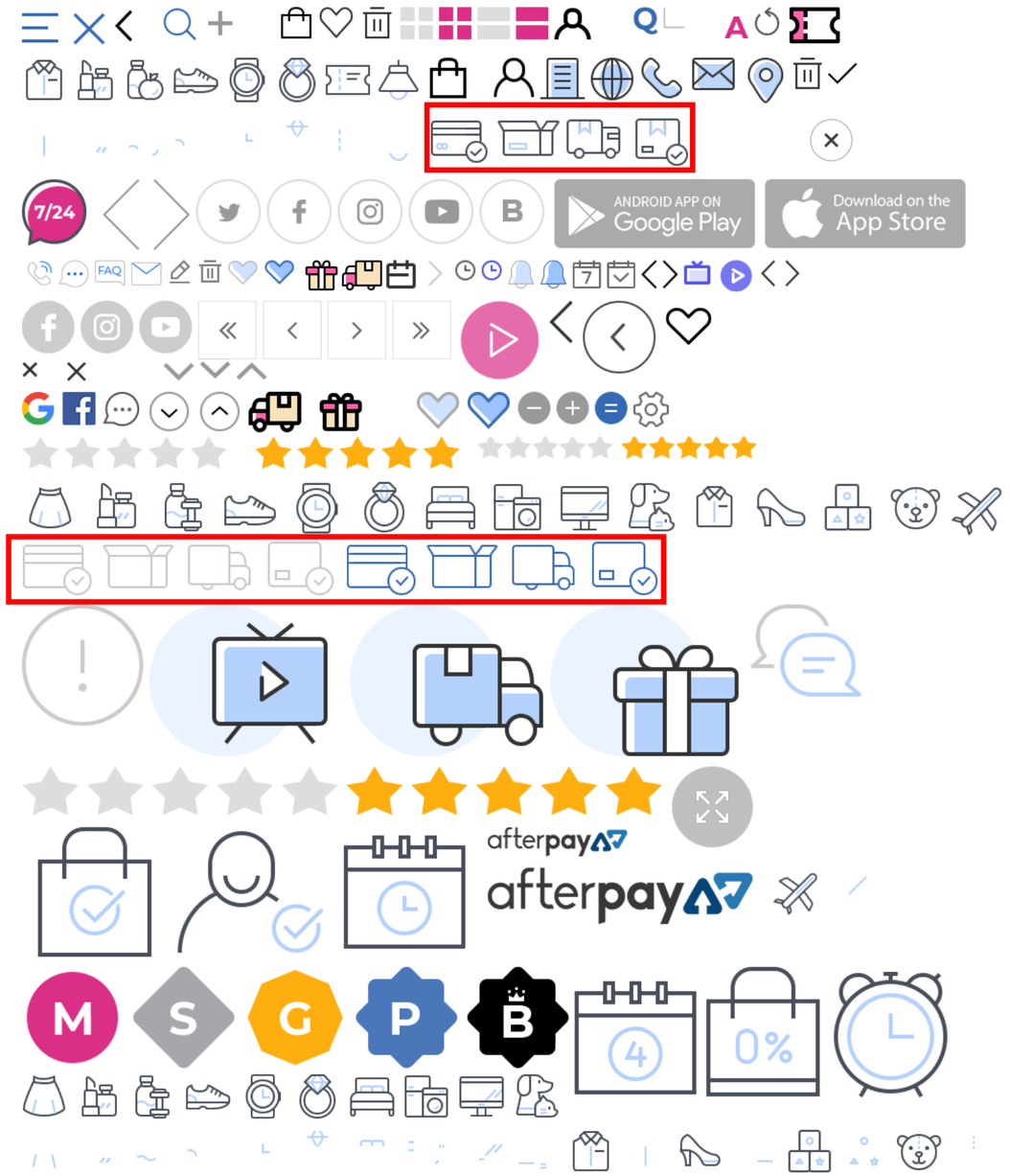

BRANDS SALE
MY OPENSHOP
My Orders
Payment Completed
View Details
오타
Dispatched
대소문자 통일, 복수
1 Week
2 Weeks
3 Months
6 Months
12 Months
대소문자 통일
Return/Exchange


Complete Payment 0
Product Ready 2
Delivering 3
Delivery Completed 0
Cancel 0
Exchange 5
Return/Refund 0
Period
1 week
2 week
1 Month
3 Month
6 Month
12 Month
11-07-2019
30-07-2019
search
All (10)
Customer Question
201907150000319 15-07-2019
View All
Vital Hydra Solution Biome Toner Tonique au biome
Option : cobalt blue
Edit
$199.05 / 1EA
Complete Payment
Cancel Order

Delivery

UX flow + UI screen finalized
Assets finalized to developers - Mobile + PC spritesheet update
Including 1 default state + 1 inactive state + 1 active state of each icon





Results

Sales data shows an immediate 20%+ increase in the month after the launch, and a steady increase of at least 5% each following month.

Comparison of User Demographics Data before and after launch shows at least a 20% increase, to more than 200% increase in our younger audience.

Role:	UI/UX Designer
Collaboration:	developer team, ecommerce team - senior ecommerce consultant
Timeframe:	approximately 1 week
Tools:	Illustrator, Photoshop, XD

THANK YOU FOR YOUR TIME.