

USER EXPERIENCE AND INTERFACE DESIGN PROCESS

Create a seamless user experience for your customers.



01 DISCOVERY

Using analytics tools, user research and user surveys, we'll collect data about your business, market and customers, and define problems we're trying to solve.

WHAT WE'LL DO:

- Stakeholders interviews
- UX competitor analysis
- User survey
- Google Analytics and Hotjar analysis

WHAT YOU CAN EXPECT:

The primary goal of the discovery phase is to understand your business and users.

02 ANALYSIS

Creating user personas, mapping out user flows and creating a detailed sitemap, will help us understand your customers and their needs even better.

WHAT WE'LL DO:

- User personas
- User flows
- Sitemap

WHAT YOU CAN EXPECT:

Defined user personas, user journeys, and a sitemap. Defined points of work to improve the site flows and overall user experience.

03 IDEATION

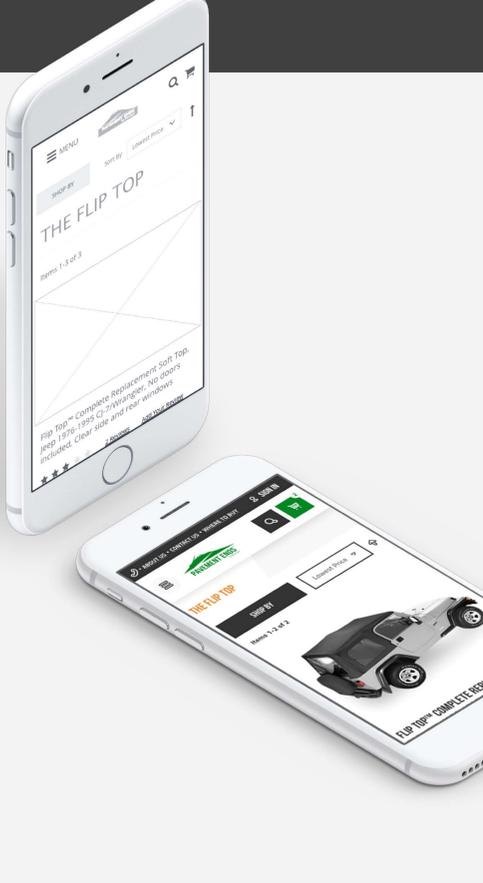
Based the collected data, we'll brainstorm and sketch ideas that would enable reaching the goals we've set. The initial concepts and wireframes are finalized by crafting a clickable prototype ready for testing and validating.

WHAT WE'LL DO:

- Wireframes
- Interactive prototype

WHAT YOU CAN EXPECT:

Concepts of previously defined optimizations and flows.



04 VALIDATING IDEAS

To test solution concepts, we use a range of usability and testing tools in order to further refine them.

WHAT WE'LL DO:

- User testing

WHAT YOU CAN EXPECT:

Validated ideas which minimize risks and allow us to refine solutions through iteration.



05 UI DESIGN

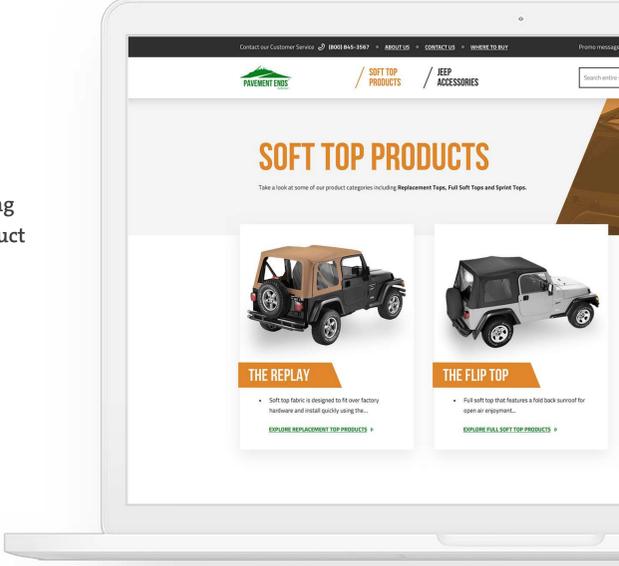
The UI will be delivered as a clickable prototype from homepage to checkout, providing insight into what the final product will look and feel like.

WHAT WE'LL DO:

- Moodboard
- Style guide
- UI design
- Interactive prototype

WHAT YOU CAN EXPECT:

A designed user interface with a complete style guide.



06 POST LAUNCH CARE

We don't say farewell after the launch! We'll continue to monitor your store after the launch to continuously improve the user experience by making small incremental changes, recommending new features, and conducting A/B tests to optimize the conversion rate.

Sell online with help from eCommerce specialists!

Contact us if you are in need of a proactive approach, proven technical excellence and long-term relationship with a full-service eCommerce agency.

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