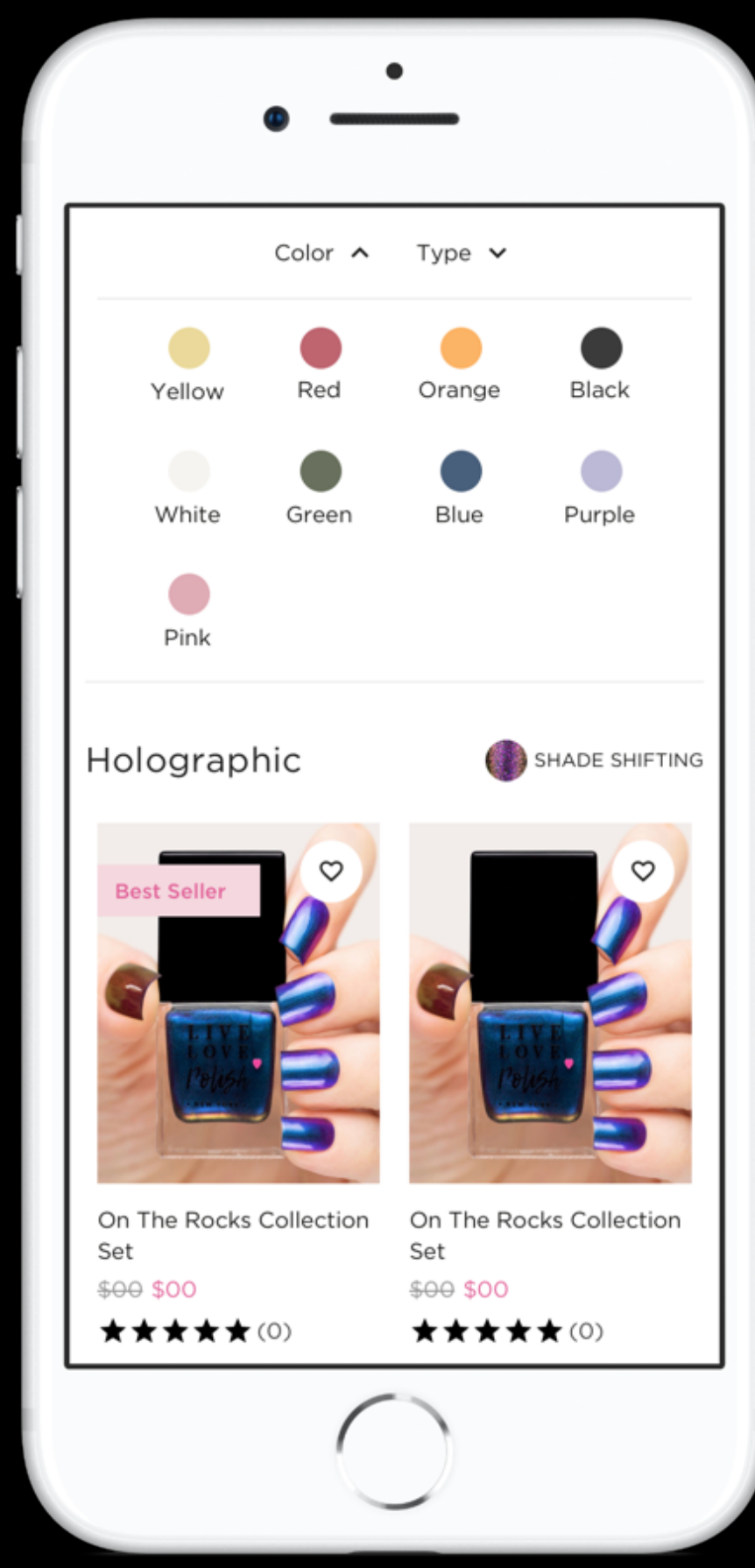


# Live Love Polish

Oct 2017–Dec 2018



## The challenge

Help improve and redesign an e-commerce store by making it clearer and more easy to navigate.

## The outcome

New features such as nail polish color and finish filters, and a redesigned Wish List system and Cart pages.

## Brief

Live Love Polish co-founders Michelle and Wayne Lin were looking for help increasing conversion rate and average order value.

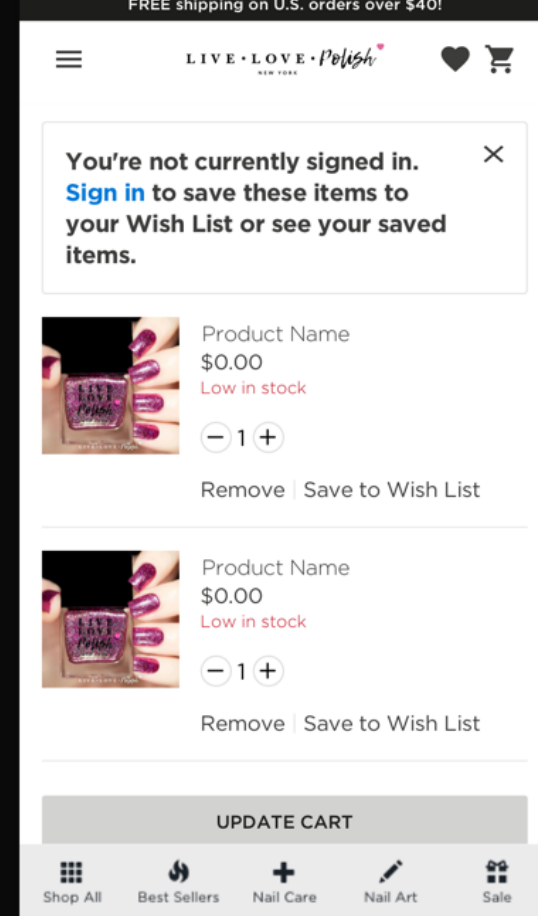
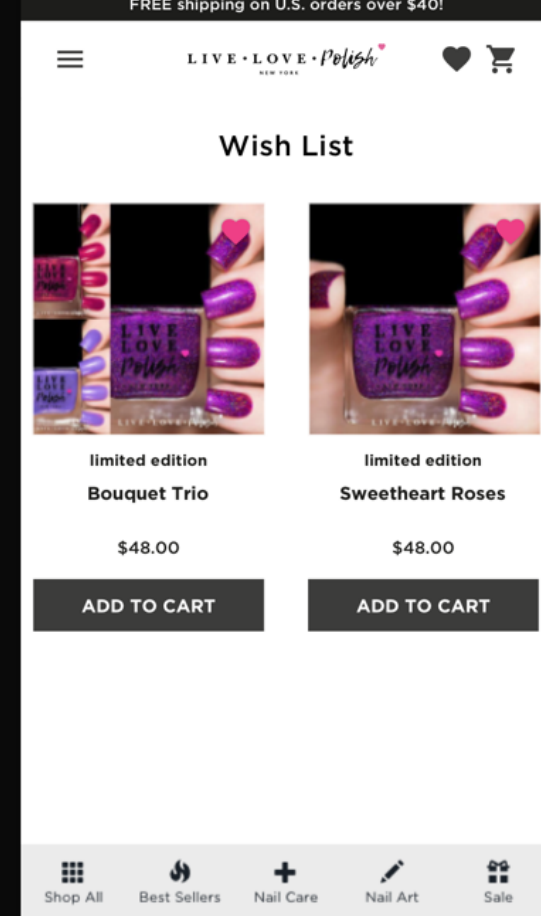
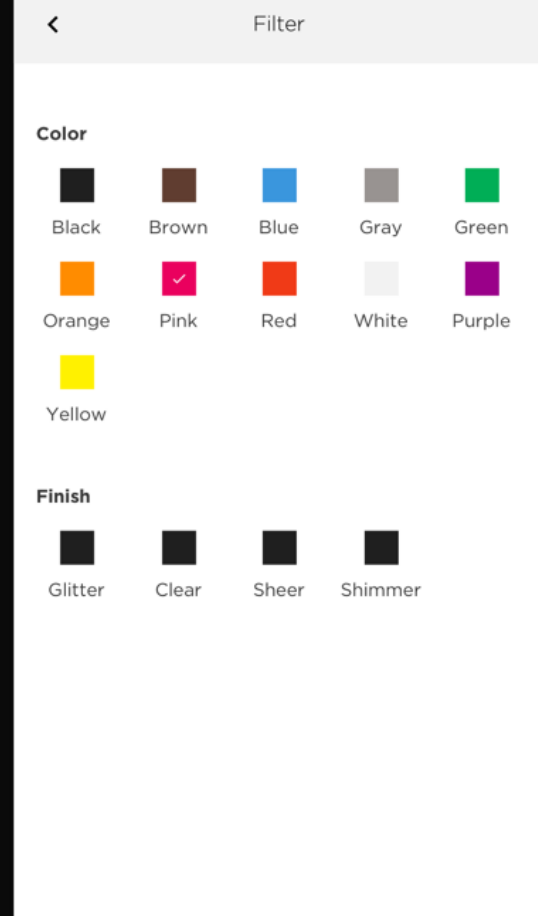
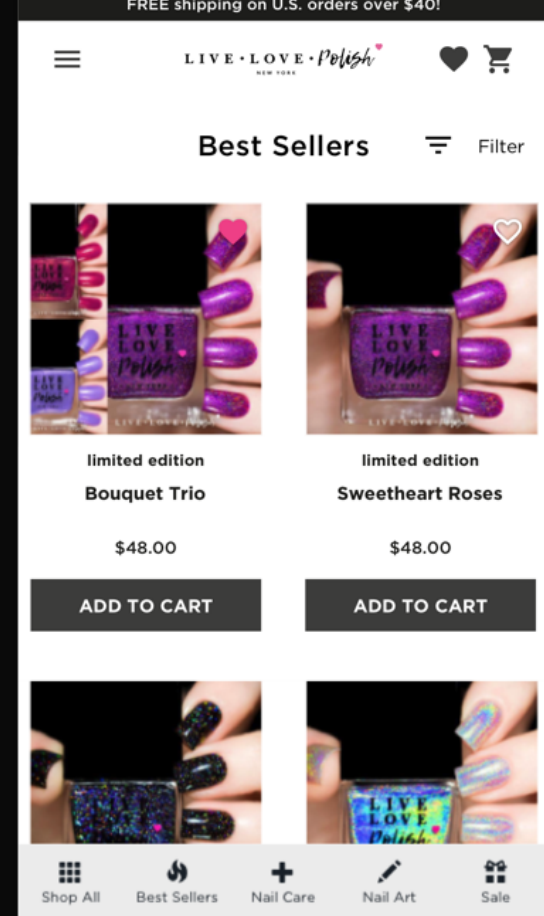
But they also believed their customers' overall website experience could be improved, and so I conducted a thorough audit of their website by learning as much as I could about their users.

## Tools and Techniques

Stakeholder Interviews, Surveys, User Interviews, Competitive Analysis, Affinity Mapping, Task Flows, Design Studio Workshop, 1:1 Usability Tests, A/B Tests

## My Roles

User Researcher, UI Designer, Usability Tester



## Early Designs

Together with stakeholders Michelle and Wayne, we sketched out several ideas before I consolidated these into wireframes.

I recruited several customers for 1:1 usability testing, before iterating again and A/B testing the design on the live website, and observing customers interactions with the new features through heatmaps.

## Findings on color

55%

interviewees base purchases on already owned colors

36%

interviewees want to sort nail polishes by color

## Findings on Wish Lists

36%

interviewees add bunch of polishes to cart

9%

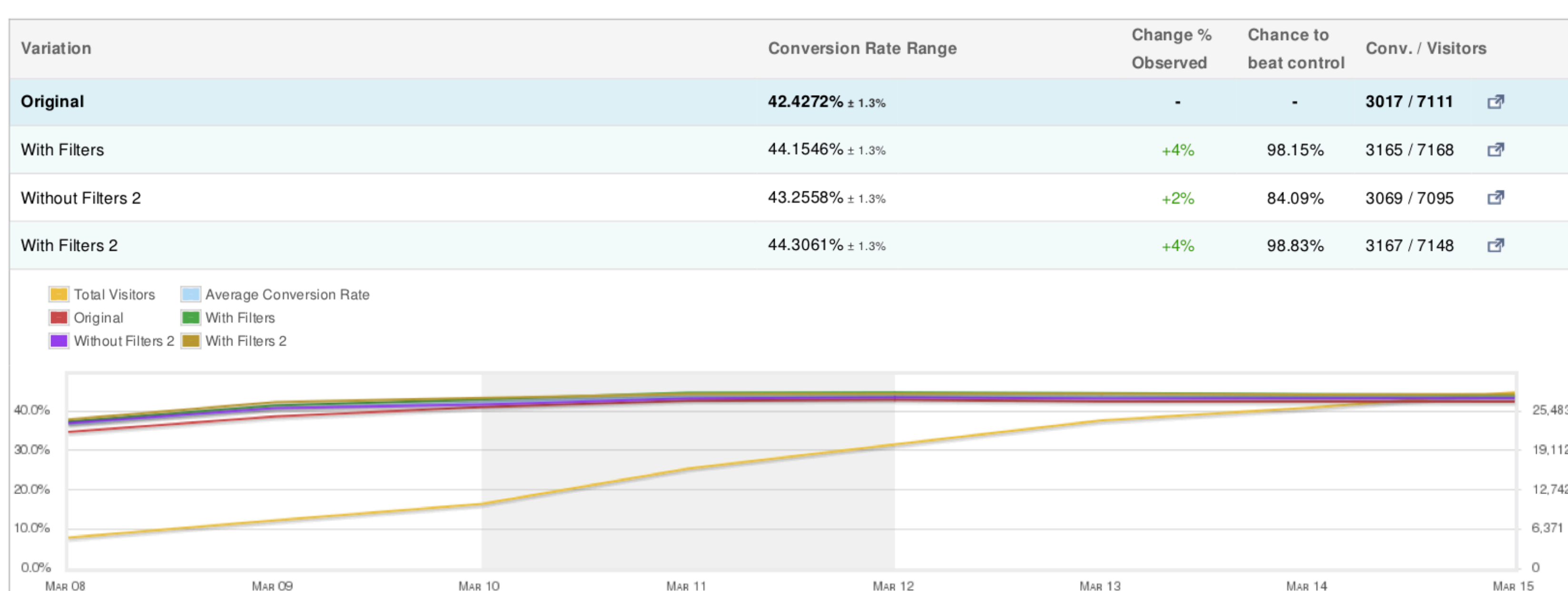
interviewees used current Wish List

27%

interviewees have had their Wish Lists + Carts delete all saved items without their consent

"I could get more stuff, if my stuff would save."

Live Love Polish customer



1.39%

increase in engagement