

Prototype peer review

How can I make sure the new webshop is user-friendly and optimised for conversion?

Peer review

Date	:	11-04-2024
Version	:	1.1
Status	:	Definitive
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Version history

Version	Date	Author(s)	Amendments	Status
0.1	18-03-2024	Luc Swinkels	First draft	Draft
0.2	20-03-2024	Luc Swinkels	First version with design pattern research	Definitive
1.0	05-04-2024	Luc Swinkels	Added prototyping/peer review results and conclusions	Definitive
1.1	11-04-2024	Luc Swinkels	Moved from combined to separate research file	Definitive

Table of contents

Context	4
Methods	5
Peer review	5
Results	6
Conclusion	9

Context

The goal of this research is to answer the following research question:

"How can I make sure the new webshop is user-friendly and optimised for conversion?"

To do this, I will be using the peer review (Vogel, n.d.) research method.

Methods

Peer review

I will ask in-house designers to review version 1 of my designs to see how I can ensure a high quality UX.

Results

Peer review

I asked two in-house designers to peer review version 1 of the prototype by letting them “buy a product” and walk through the app without extra explanation.

Feedback Rick (25-3-2024)

- Heart icon on product previews is a bit small.
- There is no indication yet for products on sale.
- For rows of products on the homepage, I would maintain a consistent width for the products (so 5 across instead of sometimes 3 or 4).
- Size indication for products is unnecessary in previews, as it is already on the product page.
- The price indication on product previews could be more prominent; currently, it might be too small.
- On the product page, I would add a zoom icon to the product photo.
- Layout is logical and easy to follow, with good spacing.
- Style is also nice.
- On the product page, it might be more convenient to use a scrollable container instead of a grid for additional product photos (under the main photo), as there would be no limit.
- When selecting the quantity of products (on the add to cart page and product page), use a plus/minus button instead of a select, as users usually only order 1 or 2 items.
- In the add to cart overlay, mention the price of the suggested related products.
- Also mention the number of items ordered in the add to cart overlay.
- Padding in the add to cart overlay is quite large, and the alignment is a bit off.
- Move VAT/BTW from the bottom to the top, after the subtotal, and subtract it from the subtotal, so the actual total price is always at the bottom.
- Consider adding a decorative element to the headings for some extra colour.

Feedback Ryan (26-3-2024)

- Design is very clean and looks good.
- Perhaps a bit too clean? Could use some elements to spice it up (perhaps a slanted header).
- Spacing is well done, although some elements have a bit much (add to cart overlay and navbar).
- Due to the navbar being quite vertically padded and the header being large, some content you want to see like the first category preview is now not directly in view until you scroll.
- The homepage banner is a bit static and uses a simple lay-out, this could be spiced up with a different lay-out or a gradient.
- The line on the underlined headings feel a bit too thin, perhaps it should be more like a marker by making it thicker.
- On the horizontally-scrollable containers, the button next to the heading is perhaps a bit too prominent, consider replacing it with text or a small button.
- On the product page, try to cluster elements such as size and variant selectors, and title/description with more padding in between those groups to allow the user to focus on groups of content instead of single elements with the same spacing between them.
- Product description should be before or after the variant selector and size selector, not in between them.
- Should the item added to cart show a price in the add to cart overlay?
- The cart summary font weights and sizes are throwing me off a little bit, Perhaps try to maintain the same size throughout.
- Cart summary should be auto height based on its content instead of filling the whole container's height.

- Headings in the category page's filter menu could be one size smaller.
- Add labels to product preview images such as "sale" or "new" to spice it up.
- Make sure you think about products with a very long name and how they could impact the product preview card design.
- Instead of showing colour variants in text (black/blue etc), use a small colour circle.

Based on this feedback, I created version 2 of the prototype:

Changelog v1 → v2

- Changed product preview grids on homepage to always be "thin" variant (5 items shown at a time)
- Linked nav menu items to category page in prototype
- Changed button small rounded icon component from 30px → 38px (heart icon on homepage product previews)
- Removed size indicator from product preview component
- Changed cart overview container width from 900px → auto fill container with 100px margin to cart summary
- Changed cart overview heading margin to cart overview from 20px → 50px
- Added related items to cart overview page
- Added zoom in/out buttons to product image on product page
- Moved VAT on cart summary below subtotal and now correctly displayed the amounts
- Replaced headings with new decorated heading component (orange underline) and made the underline thicker to resemble a marker
- Changed cart summary saved text from red to orange, changed "free" shipping text to orange
- Changed add to cart overlay padding from 150px → 75px
- Aligned add to cart overlay close icon with title
- Resized outline buttons in heading with button component (used in horizontal slider containers) from 188px → 120px
- Grouped content in product info and added more padding between groups
- Changed navbar USP padding from 19px → 12px and main nav menu padding from 43px → 30px
- Aligned search icon first in the navbar menu icons because it is the most important
- Changed default margin between navbar and content to 50px
- Add color swatches to product previews instead of text for colors
- Added product price to added to cart item
- Added product price to add to cart relevant items
- Changed filter menu headings on category pages from h3 → h4
- Put extra product images in scrollable container with pagination buttons instead of grid to allow for more images without breaking lay-out
- Added subtle off-white background color to images instead of pure white
- Added labels/badges for on sale products
- Added on sale price variant for on sale products, changed default price color to body text
- Changed product preview lay-out to account for very long product names (still truncate product models)
- Fixed add to cart layout by using horizontal items instead (limit of 2)
- Added a skew and thick bottom border to banners
- Added payment methods to footer
- Changed add to cart to an overlay instead of a separate page in Figma
- Added search overlay
- Added search results page
- Added login/register forms and overlay
- Added account (order listing) page
- Added full order overview page

- Added order summary/confirmation page
- Added custom kit builder overlay

[Figma prototype - v2 / buy product flow recording](#)

[Open Figma prototype - v2 / buy product flow](#)

Conclusion

From the peer reviews on version 1 of the prototype, I was able to gather lots of useful information about things to look out for when designing an e-commerce website that I overlooked. I realise now that I should focus on the product, and put a lot of emphasis on discounts and make the user feel like they are winning the jackpot when shopping at Masita, constantly referring to the exclusivity or discounts of products.

Sources

1. Vogel, J. (n.d.). ICT Research Methods — Methods Pack for research in ICT. ICT Research Methods. <https://ictresearchmethods.nl/showroom/peer-review/>