Prototype wireframes

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

Prototyping

Date	:	**11-04-2024**
Version	:	**1.1**
Status	:	**Definitive**
Author	:	**Luc Swinkels**

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

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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 prototyping (Vogel, n.d.) research method.

Methods

Prototyping

I will build a prototype that can be tested for usability (version 1 being based on current B2B shop designs and design pattern research).

Results

With my design pattern research done, I started designing the wireframes in Figma to get a better understanding of which lay-out I should be using and which UI elements should be on each page. I limited these wireframes to the most important pages that are necessary for the most crucial action on an e-commerce platform, which is buying a product.

These pages are:
- Home
- Category
- Product
- Add to cart
- Cart overview

After designing these pages and linking them together, I came up with the wireframes prototype:

Figma prototype - wireframes / buy product flow recording

Open Figma prototype - wireframes / buy product flow

With the first wireframes done, I asked two peers for some feedback:

Feedback Robin (22-3-2024)
- Lay-out is logical and nice
- Design is clean, margins look good
- Side-scroll idea is nice
- On the product page, there is some context missing and it is quite open to interpretation

Feedback Rik (25-3-2024)
- Lay-out looks good
- Clean design which is good
- I would've added text for headings instead of grey blocks to add a lot of context to the wireframes

Because I wanted to learn about how to make scalable design systems and prototypes in Figma, I decided to build a bunch of scalable components with tons of variants, allowing for easier editing down the line which will save me a lot of time when making new versions of the design.

After designing the screens and linking them together, I came up with version 1 of the prototype:

Changelog wireframes → v1
- Replaced wireframe placeholder components with high-fidelity components with different variants
- Replaced placeholder text with relevant text
- Added size selector checkboxes to product page
- Add extra UI elements like pagination buttons
- Wire prototype together with links throughout the page for a real "flow" simulation

Figma prototype - v1 / buy product flow recording

Open Figma prototype - v1 / buy product flow

Conclusion

By designing wireframes I was able to get quick feedback on specific lay-outs and margins. This helped me understand that while lay-outs are the main thing for wireframes, it is also good to provide enough context in wireframe designs by using text for headings and buttons, as it could be hard to understand the design without these elements.

Sources

1. Vogel, J. (n.d.-c). ICT Research Methods — Methods Pack for research in ICT. ICT Research Methods. https://ictresearchmethods.nl/workshop/prototyping/