USER INTERACTION FLOW UI PATTERNS PROTOTYPE

Redesign: Chemist Warehouse

Online shopping at Chemist Warehouse

The 2023 Chemist Warehouse website faces a number of UX problems including a busy interface and ineffective visual hierarchy. In particular, the **low findability** of important elements on the website results in users finding **difficulty in successfully completing tasks** such as a click-and-collect order.

Inconsistencies in the UI of the Chemist Warehouse website disrupts the user's ability to easily scan and interact with the functions necessary to the completion of their tasks, increasing friction in the user flow and leading to heightened feelings of frustration. Ambiguous labelling and headings mislead users to incorrect user paths while important UI elements are disorganised and difficult to find.

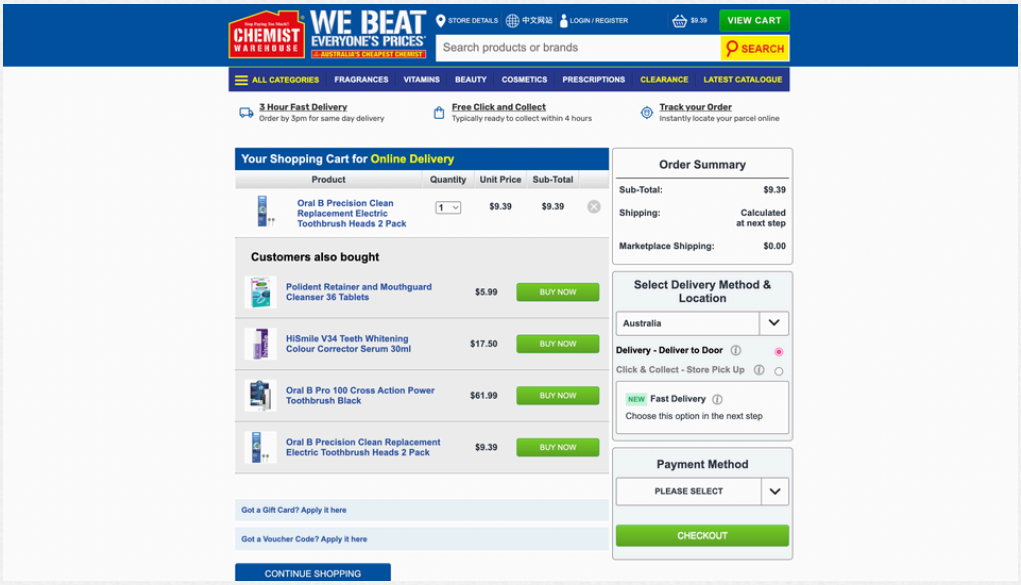
I endeavoured to solve this major problem through a conceptual redesign, including visual structure, UI, and a major user task flow interaction, so that completing customer-based tasks becomes a more efficient and enjoyable process.

CASE STUDY BY

Elisha Fitri

User Experience and Interface

Problem breakdown



CURRENT CHECKOUT PAGE

01 The “Select Delivery Method & Location” section becomes lost amid the “Customers also bought” list and similar-looking sections, making it more challenging for users to identify their options for delivery methods. While a radio button feature is an effective pattern for its intended purpose, its scale and positioning puts it in competition with other components on the page.

---

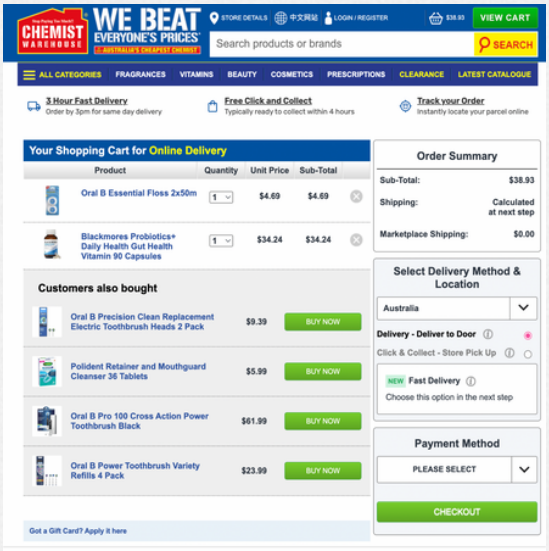
02 The problem is exacerbated by the misleading page heading that reads: “Online Delivery”, particularly if users are seeking alternative delivery methods. The small text and radio button is hardly noticeable and is defaulted to a delivery option which, if unintentionally missed by the user, may result in an error and adds another unnecessary step to their task.

---

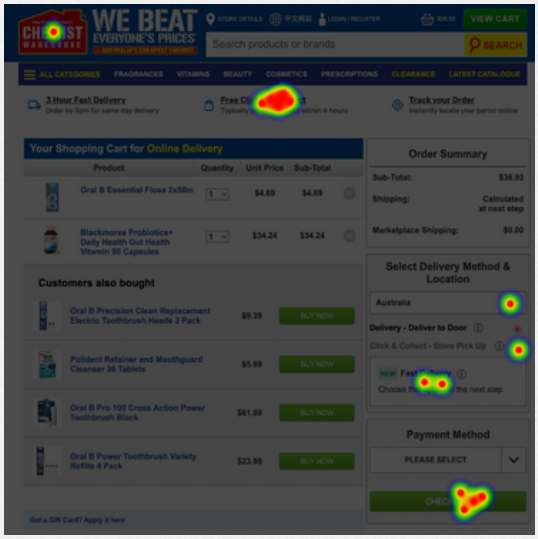
03 Buttons that are fixed underneath the menu bar leads to other pages that explain the processes of delivery methods. While this feature may be helpful to users who are new to these processes, it is a less efficient way of conveying information or providing instructions that should be self-evident or self-explanatory. The button has a high visibility, yet it is not clear that it is a fixed element attached to the header, which may lead users to thinking it is a part of the order process instead.

Testing methods

A **first-click test** was conducted to determine the level of difficulty of successfully completing the simple, yet significant task of a click-and-collect order. User participants were presented with an image of the checkout page and were asked: "*Where would you click to complete a click and collect?*"



CURRENT CHECKOUT PAGE



HEATMAP OF FIRST CLICKS

1 out of 15

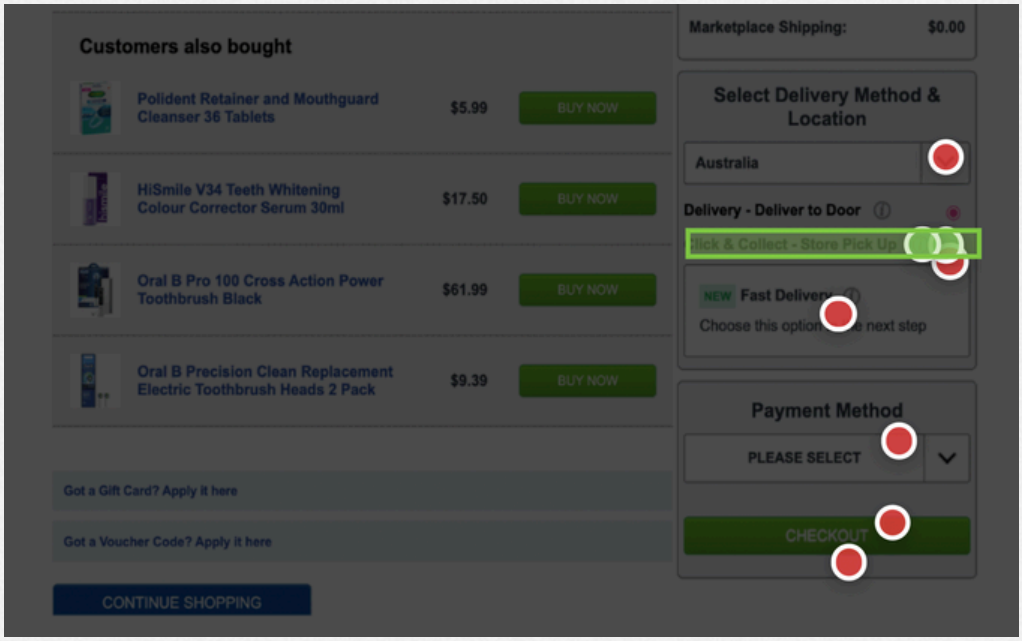
users succesfully clicked the correct button

40% of users clicked on the misleading heading "free click and collect"

26% of users skipped ahead to checkout, missing the delivery option altogether

*It is important to note that this test was unmoderated, and its results restricted to only view the first fifteen people who participated. Therefore, accuracy of key results is limited and based on a small sample size.

An additional **navigation test** was conducted to further observe user interaction with the checkout page involving click-and-collect processes. Starting at the product page where users were prompted to find their way to the checkout page, many users did not make it to the end of the task as they were misled to another button or simply missed the next step and attempted to skip ahead instead.



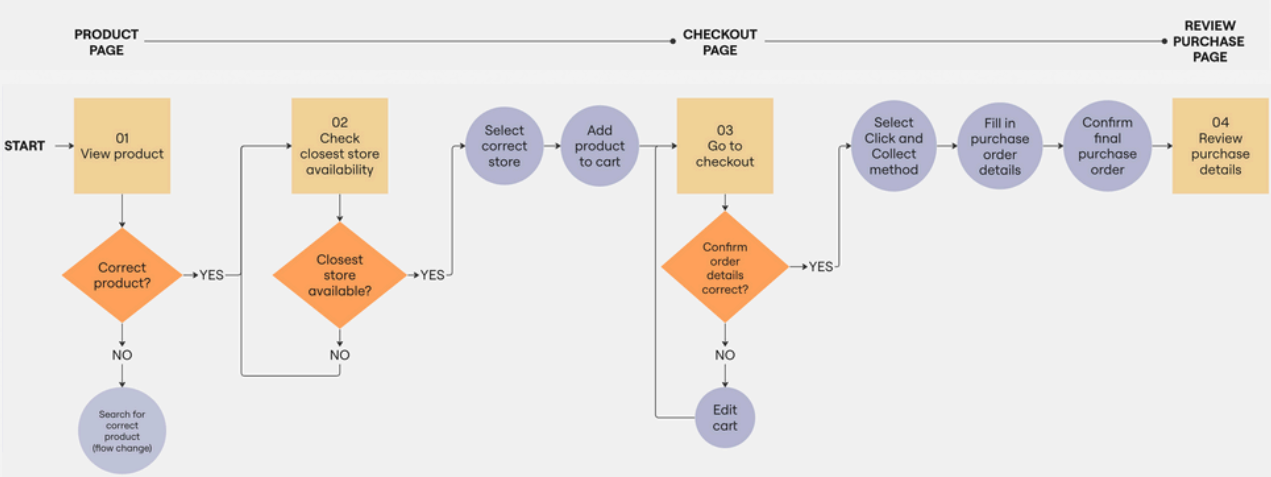
CLICK MAP RESULT FROM NAVIGATION TEST

Majority of users successfully passed the first and second steps, however, at the third step, there was a notable variation in answers, with only three out of the eight remaining participants clicking the correct button. Again, this was at the stage where the radio button had to be selected, and most users missed this step.

When asked whether there were any difficulties completing the task, over 85% of test participants stated “No”, proving a misconception of the correct next step and the user’s expectation.

Both the quantitative and qualitative data derived from initial user tests verified the hypothesis of low visibility, leading to difficulties in finding and identifying key functional elements. Results highlighted a need for clearer and **prioritised labelling,** with better positioning of these functions. The results also made evident a **discrepancy between users’ mental model and the current process**, as users were unaware of their errors when attempting to complete the task.

Concept development

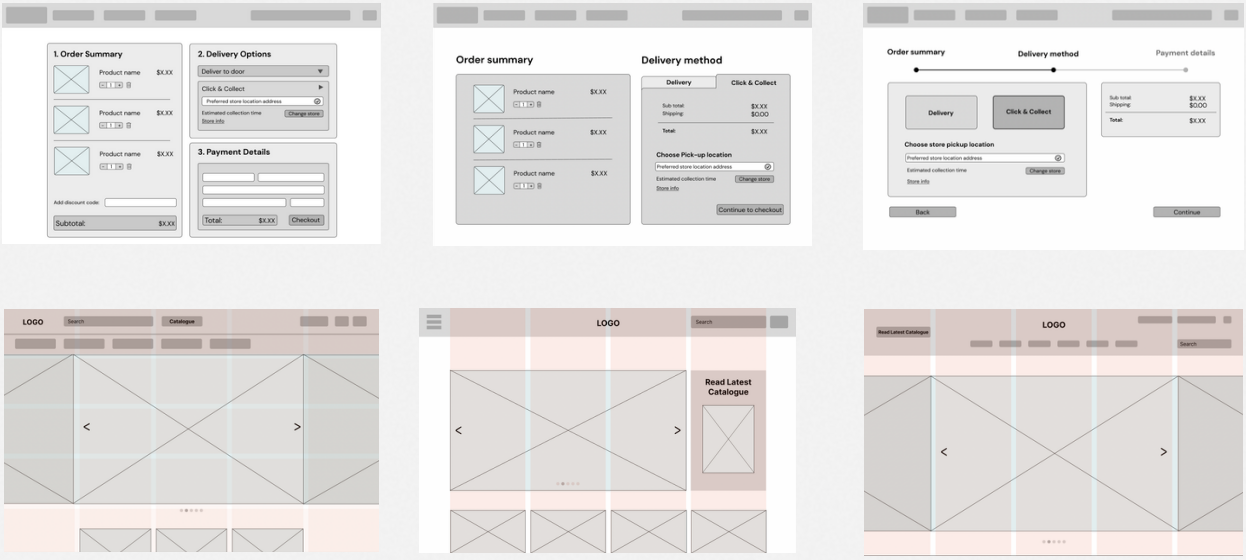


USERFLOW: PURCHASING A PRODUCT FOR CLICK-AND-COLLECT

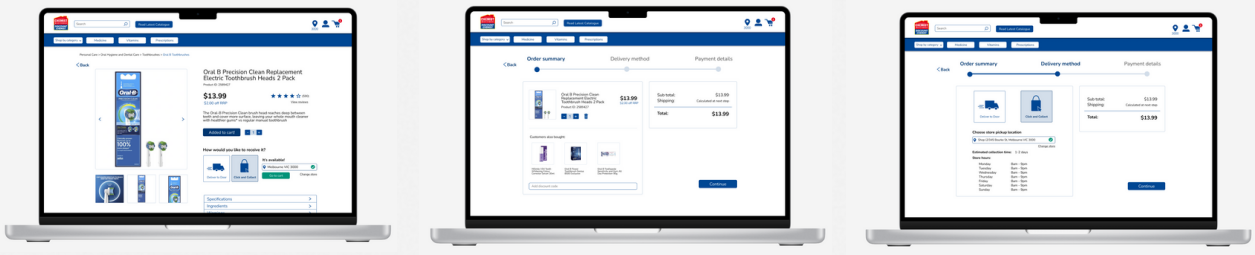
Based on the findings, the redesign needed to consider features that supported natural user flow in line with the steps of the Chemist Warehouse click-and-collect process. To better understand the flow of interaction, I drew up a user flow following the step-by-step process of completing this task. Visualising this flow not only consolidated the individual actions required to reach the end goal, but also helped to demonstrate which webpages were involved in the process, as well as the potential conceptual features that would improve user experience.

Evidently, the click-and-collect process did not start at the checkout page but rather at the product page, to confirm to customers that the product of interest would be available for pick-up in the first place. In the interface, highly visible and recognisable elements would support user's flow of interaction without the need to consciously think of the next step.

The concept development stage also involved producing wireframes from early sketches to mid-fidelity wireframes that represented potential concepts for the redesigned website. After narrowing down the solution ideas that best catered to user needs and aligned with initial test results, users were asked to choose their preference between the wireframes presented to them. The purpose of these **preference tests** was to allow actual users of the website to compare different systems and designs and conclude which would be most optimal for their experiences.



WIREFRAMES: UI AND LAYOUT CONCEPTS



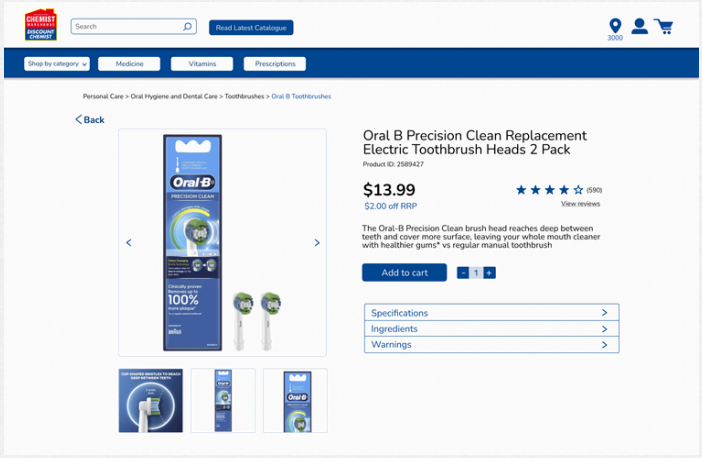
MOCKUPS BASED ON PREFERENCE TEST RESULTS

The UI mock-ups and initial prototype were informed by the final preferences and feedback from test participants. The mock-ups follow a cohesive, clean, and light look, and a consistent layout from page to page. Producing a minimum viable prototype in Figma with basic interactions ensured that the most important needs were taken care of, while structuring the basis of the product that would be further refined through the iterative design process.

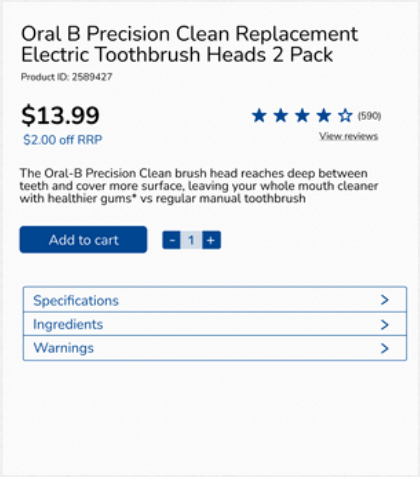
Initial prototype

Product page

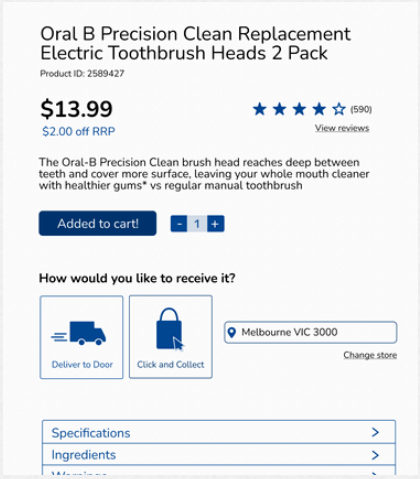
The product page was redesigned with the users' common actions in mind. A clear visual layout and ample amount of white space allows users to scan and digest information easily. Scale is utilised both in typography and interface elements such as buttons, to prioritise and provide relative context for key functional components. A brief description with essential information about the product is provided, with more specific information being provided in categorised dropdown textboxes for easy excess and minimal page clutter.



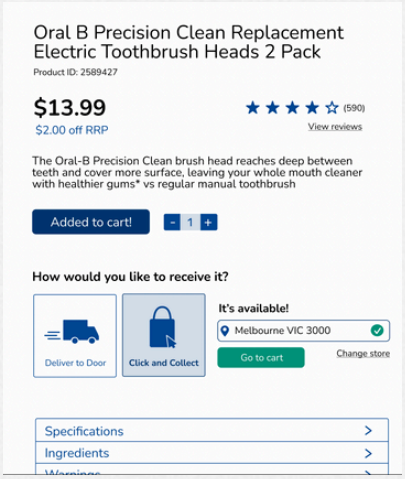
PRODUCT PAGE REDESIGN



BEFORE ADDING PRODUCT TO CART



AFTER ADDING PRODUCT TO CART



AFTER SELECTING PICKUP LOCATION

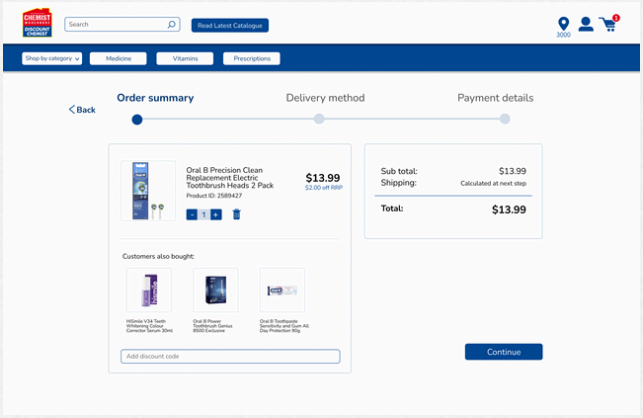
Conditional elements appear when users interact with certain elements, such as when they add a product to their cart and the option to view delivery methods pops up. The delivery method buttons are accompanied by recognisable icons to help users choose the right option. A green tick appears when the user has successfully found an available location for click and collect; this semantic colouring assists in providing users with the recognition that they correctly and successfully achieved a part of their task.

Checkout page

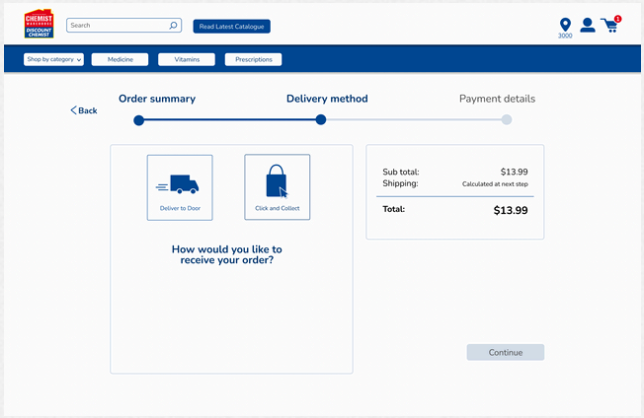
A three-stage process in the checkout section guides users through the process of purchasing their product/s. I felt it was necessary to segment the process so that users would not be confused about their next step and consequently muddle through, particularly as this may cause customer service issues further down the line if the process is not clear enough.

The current website has a separate page that provides instructions on how to successfully complete the task of purchasing products online- as a time-consuming and unnecessary feature, I aimed for the solution to eliminate the need for this by making the actual process as clear and self-evident or explanatory as possible.

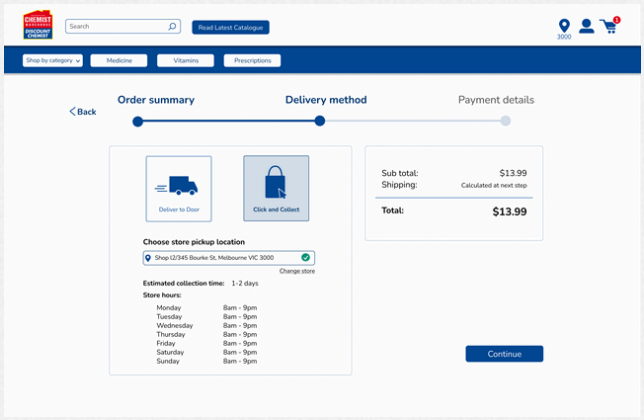
The use of breadcrumbs assists in identifying which stage the user is in, and reduces their need to think about the next/previous step. The delivery methods are large in scale to distinctly show the user their options for purchase and reduce the risk of missing this step.



CHECKOUT PAGE: ORDER SUMMARY



CHECKOUT PAGE: CHOOSE DELIVERY METHOD

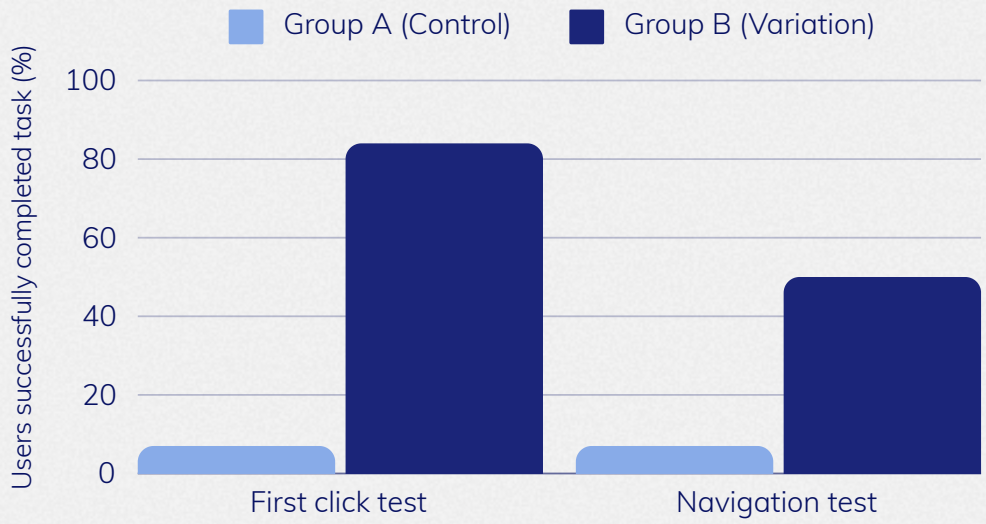


CHECKOUT PAGE: CONFIRM CLICK-AND-COLLECT METHOD

Solution

A/B testing was conducted to validate the solution features and ultimately determine whether the conceptual redesign was a more effective solution than the current website. The performance of the redesign (Test B) was tested with the same methods used in the earlier testing stage and with a new group of test participants.

Overall, results demonstrated a significant improvement in the success rate of the tests:



Reflection

While adding an extra step in the redesign may seem to initially slow users down in the completion of a click-and-collect task, overall this has come to help improve the efficiency of the task, which has been validated by a boost in the test results. Looking at the ways in which the new test participants failed the tests in this round, it was noted that one of the potential reasons for this may have been a misinterpretation in the labelling of certain buttons or headings. This can easily be fixed through relabelling, as well as trying different ways of questioning users to complete tasks. For example, the redesign may include tooltips on hover, or additional icons to better represent functional elements. In addition, the next stage in the iterative design process would require a higher fidelity and more moderated testing to ensure results are better accurately recorded.