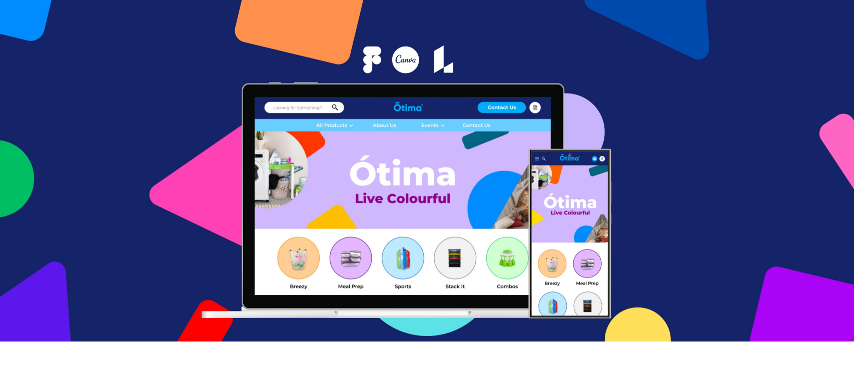


Overview

Founded in 1992, our mission is to bring joy through exceptional design, functionality, and vibrant colours at affordable prices. Our BPA-free products simplify life, whether at home, work, or outdoors, and we constantly innovate to ensure superior quality and customer satisfaction.

Problem

The current website's poor user and information navigation severely hampers product discovery, making it challenging for users to efficiently find desired items. This results in user frustration and the potential loss of customers.

Solution

Implement a Search Bar

Provides users with a quick and easy way to find specific products, improving overall navigation and user satisfaction.

Organise Product Categories

Creates a logical structure for browsing, making it easier for users to locate products and reducing frustration.

Enhance Information Navigation

Streamlines access to important information, helping users make informed decisions and improving their overall experience.

Improve Information Architecture

A more intuitive layout will guide users naturally through the website, enhancing usability and retention.

Design Process

Emphatise

I focused on understanding user needs and experiences deeply. Through comprehensive competitor analysis and secondary research, I gained valuable insights into our users' challenges and preferences, identifying opportunities to enhance our website's usability and user satisfaction effectively.

Define

With keen focus, I identified and defined the core problems, using user personas to deeply understand user experiences. This process established a solid foundation for crafting effective solutions that directly address user needs and pain points, ensuring a user-centric approach throughout the design process

Ideate

I generated a few ideas, considering various approaches to improve information architecture and user flows. This involved thinking of a multitude of solutions to enhance navigation, content structure, and user interactions on the website.

Design

Turning ideas into reality, I crafted visually appealing designs showcased through both lo-fi and hi-fi wire frames. These prototypes visually represent the envisioned user experience, incorporating feedback and iteration to refine and enhance usability and aesthetics.

User Research

Since I couldn't conduct primary/first-hand research, I decided to use secondary research in order to uncover valuable insights and understand perspectives to inform my design solutions. According to secondary research from Nielsen Norman Group and UX Stack Exchange, user behaviour on websites reveals diverse preferences and needs.

43%

For many users, especially the **43%** of ecommerce visitors who utilise site search immediately, it serves as their primary navigation tool.

75%

Nearly **three-quarters** of shoppers abandon ecommerce sites due to difficulty finding desired products.

Despite its fundamental role, ineffective site search often leads to user frustration and high bounce rates. Nearly three-quarters of shoppers abandon ecommerce sites due to difficulty finding desired products. Moreover, studies indicate that a significant 70% of search bars on top-grossing ecommerce sites struggle with handling product type synonyms, leading to irrelevant results.

Key Findings

1 Evaluate Design and Functionality

Users initially assess a website based on its visual appeal and usability. A well-designed interface that is intuitive and visually appealing enhances user engagement and perception of the site.

2 Scan for Expected Information

After evaluating design, users scan for specific information they expect to find. Clear navigation and well-structured content help users quickly locate desired information, reducing frustration and improving usability.

3 Engage with Calls-to-Action (CTAs)

Once users find the information they need, they are guided towards taking action through strategically placed CTAs. Effective UX writing and design encourage users to interact further with the site, whether it's making a purchase, signing up for a newsletter, or exploring additional content.

Competitive Analysis

	ADDIS	Tupperware	TAKENAKA	bentgo	crunch
Search Bar	✓	✓	✓	✓	✓
Categories	✓	✓	✓	✓	✓
Listing System	✓	✓	✓	✓	✓
Blog	✓	✓	✓	✓	✓
Distributor/Stockist	✓	✓	✗	✗	✗
Filtering System	✓	✓	✓	✓	✓

Based on the competitive analysis, it's evident that Otima significantly lags behind its competitors in terms of UX. Improvements are necessary to meet industry standards and enhance user satisfaction, ensuring competitiveness in the market.

User Personas

Name: Kganya Tlape
Gender: Male
Age: 19
Major: Environmental Science

Goals

- Get information on which lunch boxes are most suitable for meal prepping.
- Keep the dorm room organised with efficient storage and cleaning solutions.

Pain Points

- Frustration with websites that lack clear categories for lunch boxes and storage solutions.
- Does not have an idea how much to budget since there are no clear prices nor is there a clear list of stockists to refer to for pricing.

Behaviour

- Uses site search to quickly find eco-friendly lunchboxes.
- Prefers websites that offer student discounts and promotions on cleaning and storage items.

Motivation

- Values durability and seeks products that will make meal prepping easy.
- Looks for affordable yet durable solutions to enhance dorm life and support academic focus.

Name: Ntombi Ngidi
Gender: Female
Age: 21
Major: International Relations

Goals

- Maintain a stylish and organised lifestyle with trendy lunch boxes and bottles for packed lunches.
- Efficiently manage household cleaning and storage with practical solutions.

Pain Points

- Frustration with websites that do not offer fashionable lunch box options or organised storage categories nor make it easy to navigate to.
- Limited time for shopping due to demanding coursework and social engagements.

Behaviour

- Prefers websites with sleek design and intuitive navigation for quickly finding trendy lunch boxes and storage solutions.
- Looks for promotions and bundle deals on cleaning products to save time and money.

Motivation

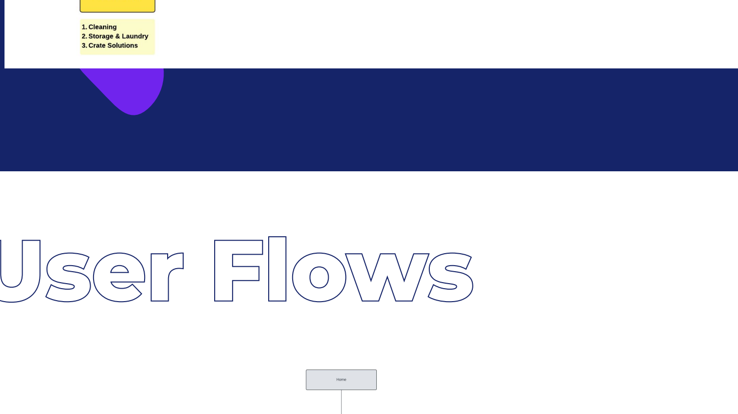
- Values efficiency in online shopping to balance academic demands and social activities.
- Seeks products that enhance her lifestyle and reflect her personal style preferences.

Opportunities

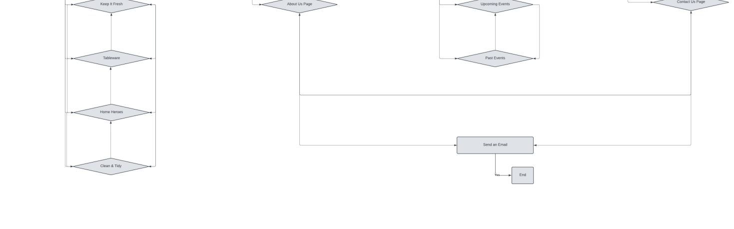
The examination of competitors provided valuable insights, paving the way for effective solutions that align with evolving user expectations.

- Add a Search Bar
- Create Product Categories
- Create a Listing System
- Add a Blog
- Add a Stockist/Distributor Section
- Create a Product Filtering System

Information Architecture



User Flows



Design System

Typography

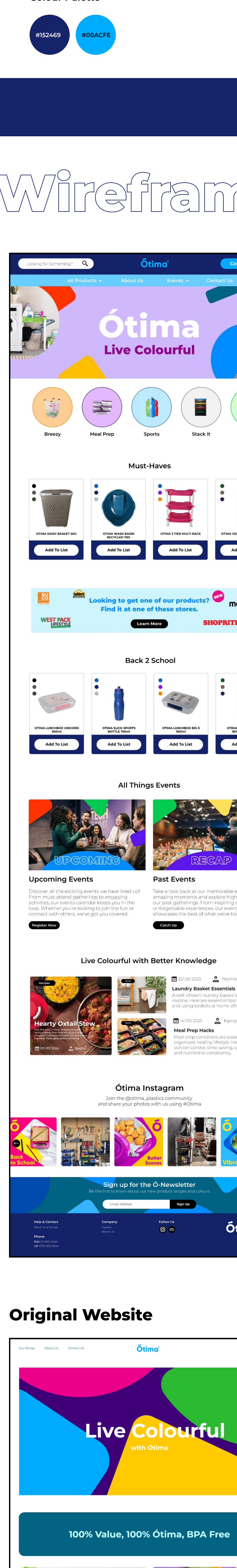
Aa Montseratt

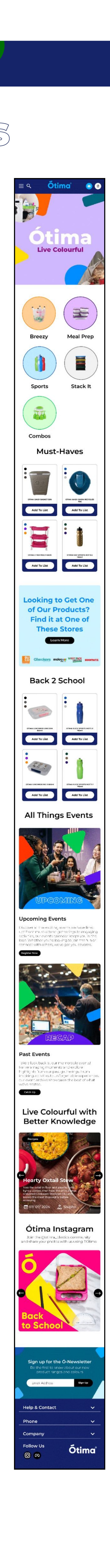
Light Regular Semi Bold Bold

Colour Palette

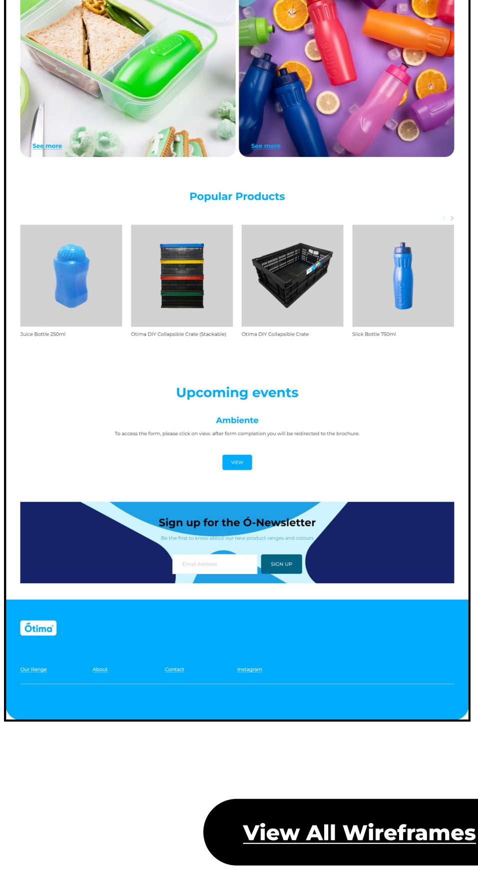
#152469 #00ACFE

Wireframes





Original Website



View All Wireframes

Conclusion

This UI/UX case study reveals critical website navigation issues. Implementing a search bar, organizing product categories, and enhancing information architecture will significantly improve user experience