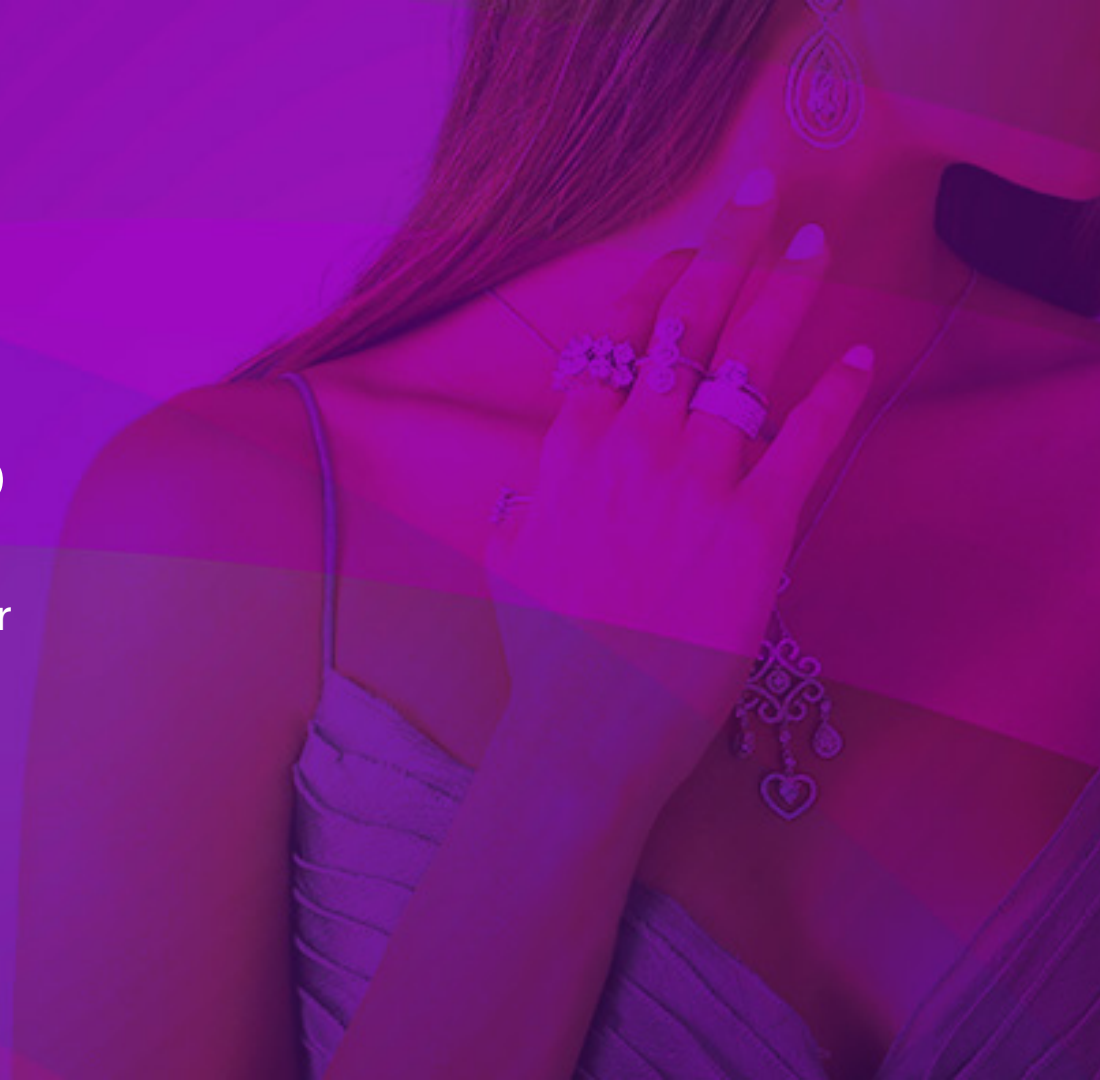


Bembury Jeweler's Order Tracking App

By Teresa Bembury, UX/UI Designer



Project overview



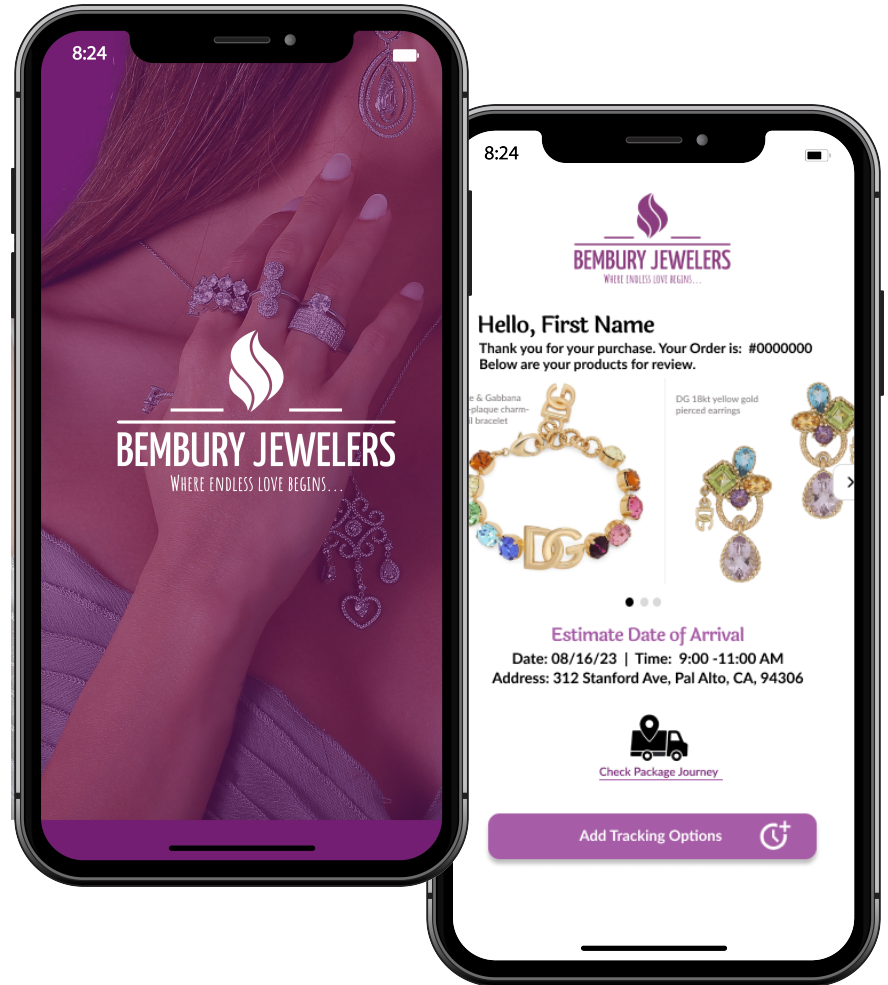
The product:

Insert a few sentences about the app, website, or other product that you designed and the target users



Project duration:

February 1 - April 19, 2023



Project overview



The Problem:

Personas I've interviewed can relate to one or more product delivery issues experience by nearly half of all online shoppers in the US, according to a study found by Convey, titled "2021 Last Mile Delivery Report,". The study found that delayed shipments, missed delivery windows, inaccurate tracking information, and incorrect products were the most common problems.

Additionally, high-end stores specializing in luxury goods, fashion, and home goods have received news reports and customer complaints about shipping and delivery issues.



The Goal:

Our Jewelry store order tracking app will let user have a greater delivery tracking options which will affect the users peace of mind regarding greater flexible of arrival times & deliver notifications by letting using be empowered by flexible notification and extended delivery dates prompt options.

We will measure effectiveness by surveying usage success.

Project overview



My Role:

UX Designer and Research



Responsibilities:

- Concept to Delivery
- Paper and digital wire framing
- Conducting usability studies
- Conducting interviews
- Low and high-fidelity prototyping
- Accounting for accessibility
- Iterating on designs

Understanding the user

A close-up photograph of a woman's hand, adorned with several rings and a bracelet, resting near her neck. She is wearing a necklace with a heart-shaped pendant and a large, ornate earring. The background is a soft, out-of-focus portrait of her face and shoulder.

- User research
- Personas
- Problem statements
- User journey maps

User Research: Summary



Aside from conducting a competitive analysis of high-end jewelers who offer e-commerce ordering access to jewelry, I also conducted documented studies to identify the most common delivery issues.

After that, I identified five specific personas to interview and tested my app at various stages of development. Initially, I assumed that users only wanted quick access to the order journey and control over notifications. However, as I progressed with the project, I learned that having flexible delivery date options is also crucial.

User Research: PainPoints

1

No Time to Check Delivery Tracking Status

Working professionals and students are busy and often find it to be a extra chore to check tracking status.

The App will have preferably notification options, as well as frequency

2

ETA Changes for inoportune time

EST is estimate time of arrival. That estimate date is a moving target. The App will give the user a chance to choose a definite delivery date - outside of ETA date.

3

Receive the wrong color “ not what I ordered”

Receiving the wrong product, size or color is among the common issues in my studies. The App will open with photo(s) of the product.

Persona: Joseph

“I want to graduate at the top of my law class – and one day a make a difference in gvtment law”

Problem Statement:

Joseph Johnson is a Law Student , and a City Program Coordinator, who needs an order tracking systems that is more proactive communicating status because he rarely have the time to check tracking and he gets anxious about items left at the door.



Joseph Johnson

Age: 25
Education: B.A.
Hometown: New Brunswick, NJ
Family: Engaged
Occupation: Law School Student

Goals

- To complete law school at the top of my class
- To successfully balance school, work and social life
- To have the more order tracking options

Frustrations

- Actively tracking my orders could be time consumption
- Feels vulnerable about packages that may be delayed, or left at door, and I was unaware
- I rarely have the time to initiate a tracking – I forget

Joseph is law school student, and employed as a program coordinator for City of New Brunswick. He is very active in community affairs including school board meetings, and helping the homeless. He is a very family oriented. With law school at night and a full time job ordering online for holidays and events is officially 100%. I rarely have the time initiate to track order – I forget

User journey map

Reviewing Joseph's journey helped me identified that an App that empowers users to have multiple preferences for order tracking notifications and frequency can create additional peace of mind.

Persona: Joseph Johnson

Goal: I need to order bracelet online and assures it arrives within 5 days before my Fiance birthday

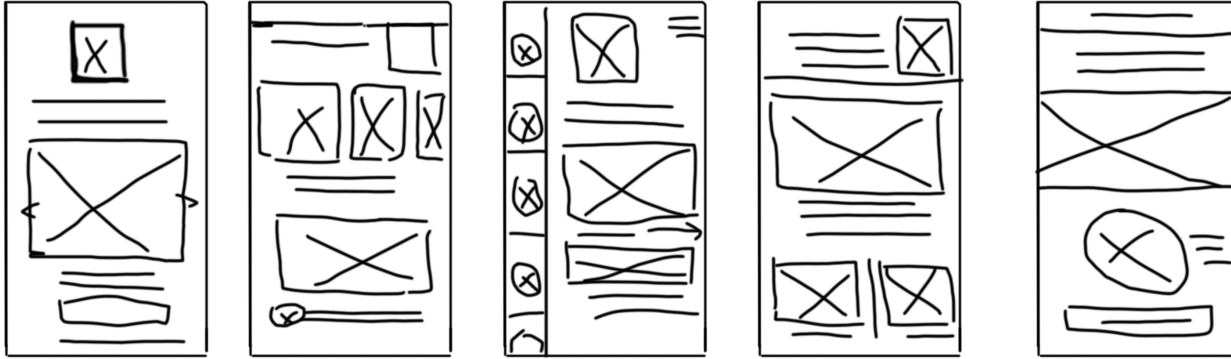
ACTION	Find a Store	Browse Menu	Place Order	Order Tracking	Receive Product
TASK LIST	Tasks A. Browse stores I like - Check 3 stores B. Check Shipping Time frames C. Select store	Tasks A. Search Bracelets B. Do price compare with 2 nd choice store. C. Select bracelet	Tasks A. Add to cart B. Complete purchase C. Complete shipping section	Tasks A. Write Order Confirmation # down B. Note Processing time C. Get Tracking #	Tasks A. Follow online tracking sessions B. Received package
FEELING ADJECTIVE	Frustrated - The shipping terms are not on front page... I need to get this done	Worried - The size guide is in millimeters - I hope I did the translation right?	Consoled - but now I have to remind myself to stay on top of this order.	Feeling a bit anxiety, 3-5 days shipping is cutting it close. I pray the store can keep its promise.	Happy - that the packaged came one day before birthday event.
IMPROVEMENT OPPORTUNITIES	Delivery Ship times should be on the front of website, with a link to terms.	Size guides should always have English version, even if it's a foreign store.	There should be an option for user to check YES, they want auto email or text message or AI phone call for delivery eta status	An auto text message, email or phone call about delivery eta can have options on how often the user wants a reassure reminder.	Upon delivery, text message, email or phone call, can be sent by store - giving user "Thank You for Your Purchase - Enjoy" - message - or something cool & funny

Starting the design

A close-up photograph of a woman's neck and shoulder, wearing a necklace with a heart-shaped pendant and several rings. The image is overlaid with a semi-transparent purple gradient. A vertical white line is positioned to the left of the text.

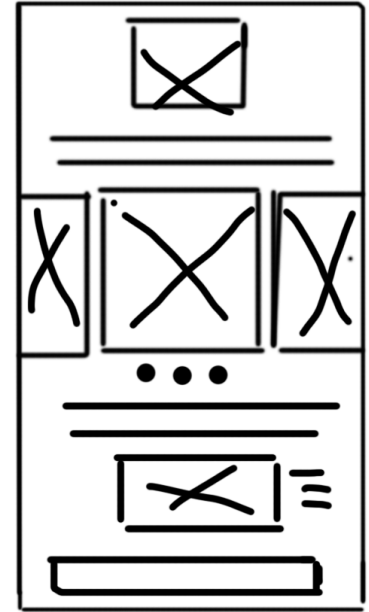
- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

Paper Wireframes



5 Paper Wireframes Prospect of the App **Order Status** page.

These wireframes iterations set the tone for the Apps goal, which is to show benefits upfront of Estimate Delivery Date, and introduces the product photo(s) as confirmation of what the user order. The other elements shows the additional App benefits to choose from, i.e.; view order journey update notification options, or extend delivery date.



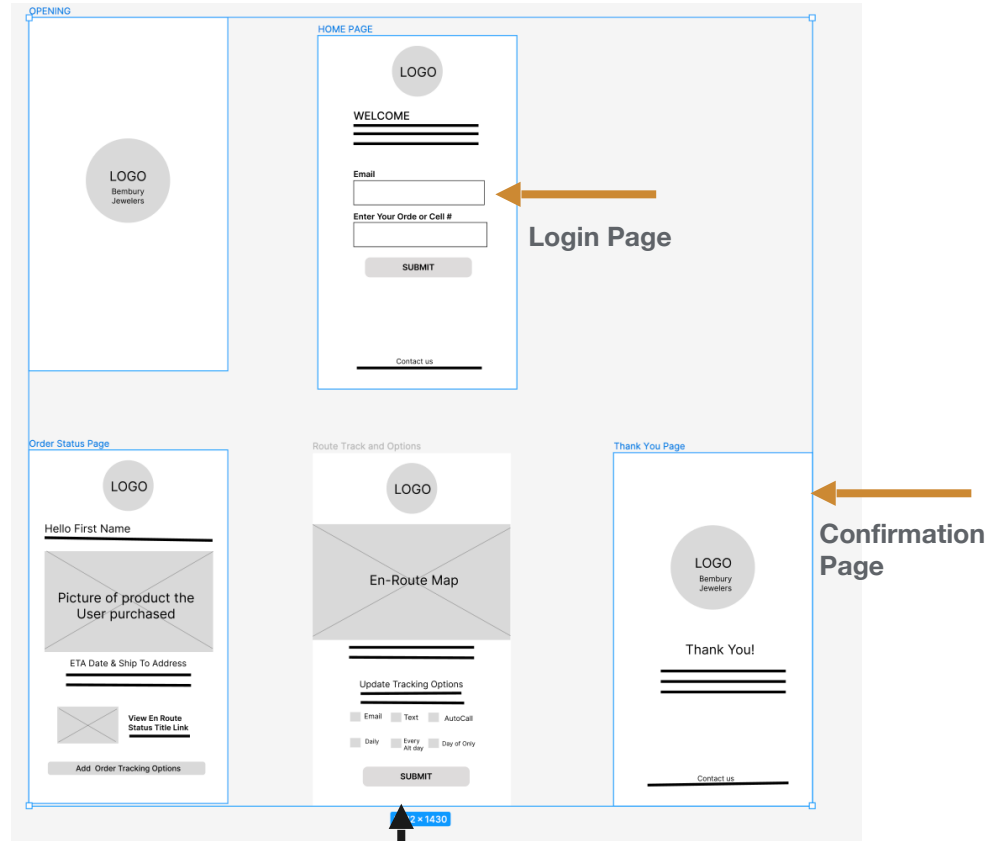
Final Inspiration

Digital Wireframes

App Cover Page

Order Status Page
Benefits:

- Confirms ETA Status & Product Order.
- Gives options to view Order Journey or Extend Delivery Date



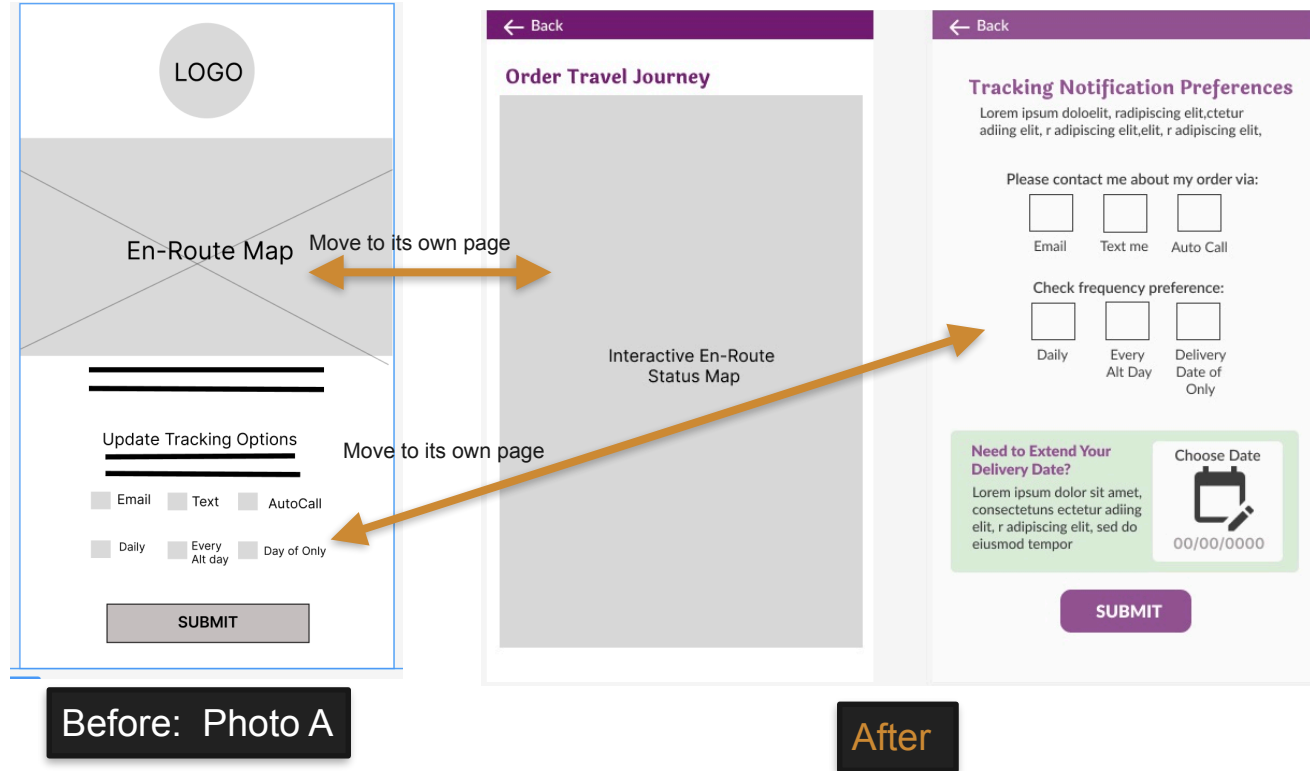
View Journey, Update Tracking

There were many changes to this page after usability study. I separate the Update Tracking, and added an Extend Delivery Page

Digital Wireframes

The Order Journey Interactive Map and Update Tracking options page (Photo A) was separated to its own pages and made larger. The en-route map was made larger as well as tracking notification font sizes.

This solution was attributed to the usability survey.



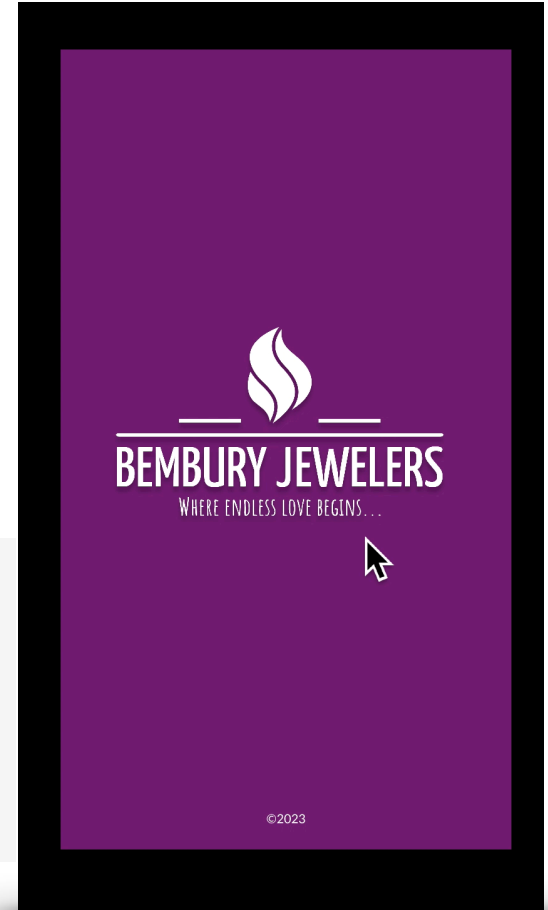
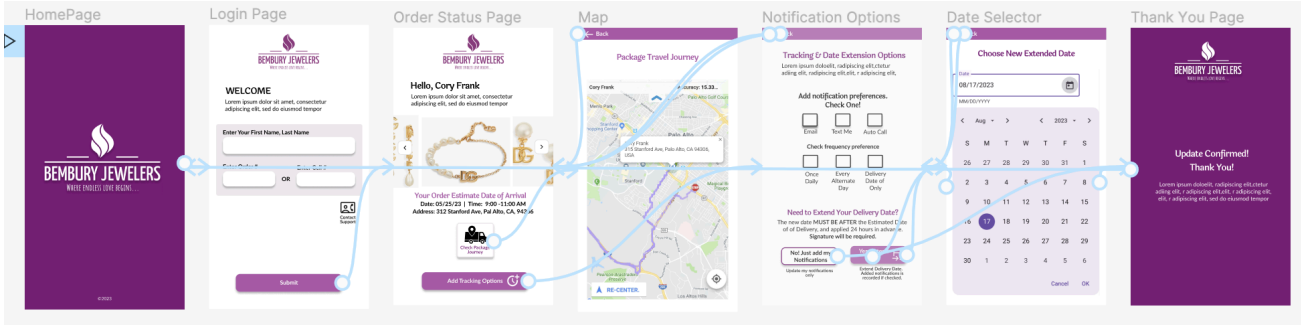
Low-fidelity Prototype

<https://www.figma.com/proto/8Ez4X2i6s7bLfrnWOXFXwE/Jewelry-Store-App?node-id=247-4508&scaling=min-zoom&page-id=247%3A4425&starting-point-node-id=264%3A4615>

The goal of the user flow was that the information needed can be achieved in a few clicks. For the most part the user wants to check his order estimate time of arrival, and is given the opportunity of tracking options notification and frequencies, and changing the delivery date



Click on the link to view in Figma Prototype, or click the image to activate the video



Usability Study: Findings

Our usability findings for the order tracking app reveal that there are several areas for improvement, including the need for clear recognition to the Estimate Time of Arrival (ETA) area, a separate page for the tracking notification inquiry section, and a larger En-route status section.

Round 1 findings

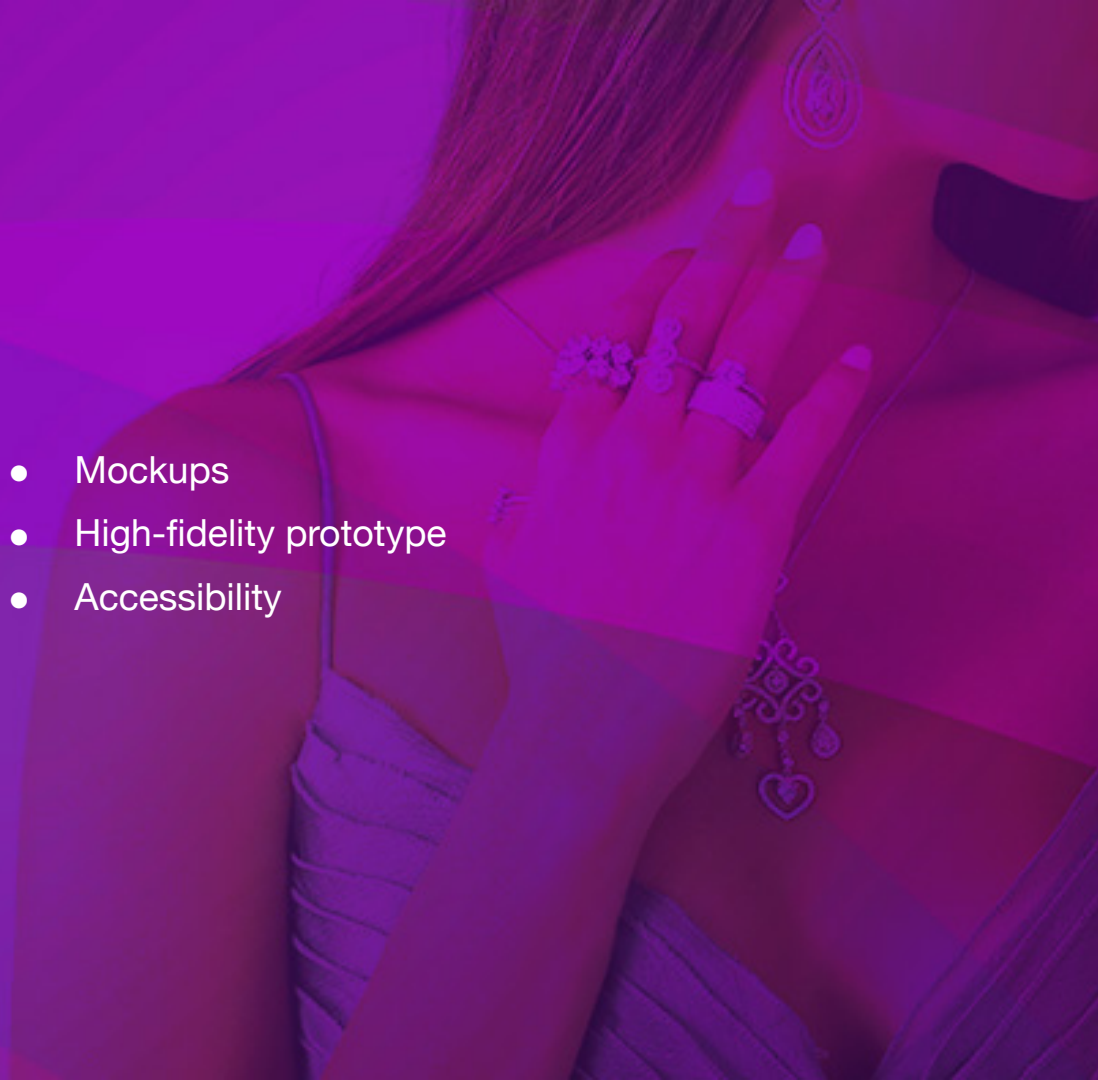
- 1 ETA area should be quicker to locate
- 2 The tracking notification should be larger and have its own section
- 3 The En-route Status section needs to be bigger.

Round 2 findings

- 1 The User views that email & cell # from the Login section returns on the confirmation page when notification updates are done.
- 2 Confirmation page should show what was updated
- 3 Login section eliminates the need to find product order number all users

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility



Mockups


Early designs allowed for a choice to enter Order #, or Cell# at login, but after the usability studies, I found that entering Cell# was the most convenient option for the busy user.

I also added an “Enter Email” prompt, so if notification updates are made, the confirmation page will acknowledge the entered Email.

Before usability study




8:24


BEMBURY JEWELERS
WHERE ENDLESS LOVE BEGINS...

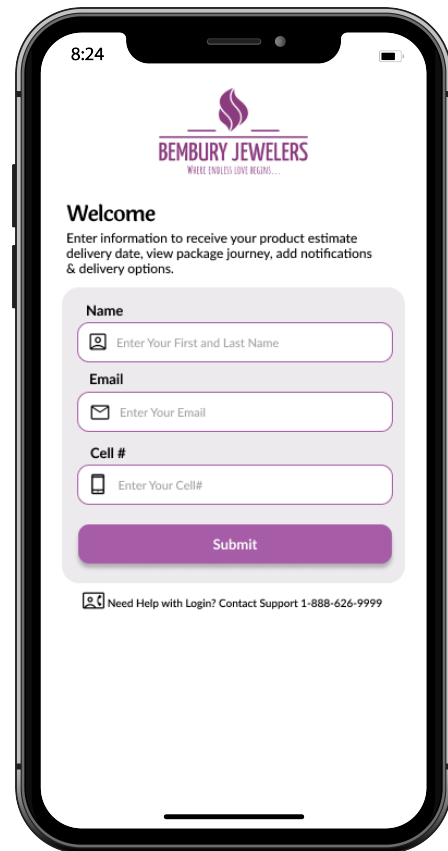
WELCOME
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor

Enter Your First Name, Last Name


Enter Order # OR Enter Cell #

 Contact Support

After usability study



8:24



BEMBURY JEWELERS
WHERE ENDLESS LOVE BEGINS...

Welcome
Enter information to receive your product estimate delivery date, view package journey, add notifications & delivery options.

Name

Email

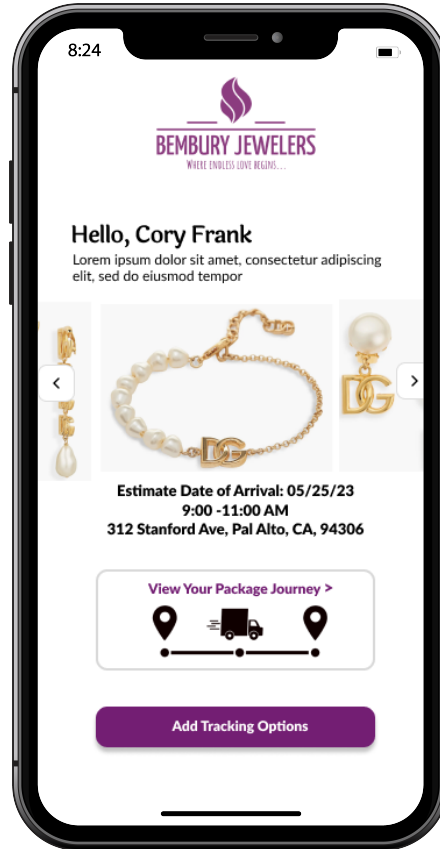
Cell #

 Need Help with Login? Contact Support 1-888-626-9999

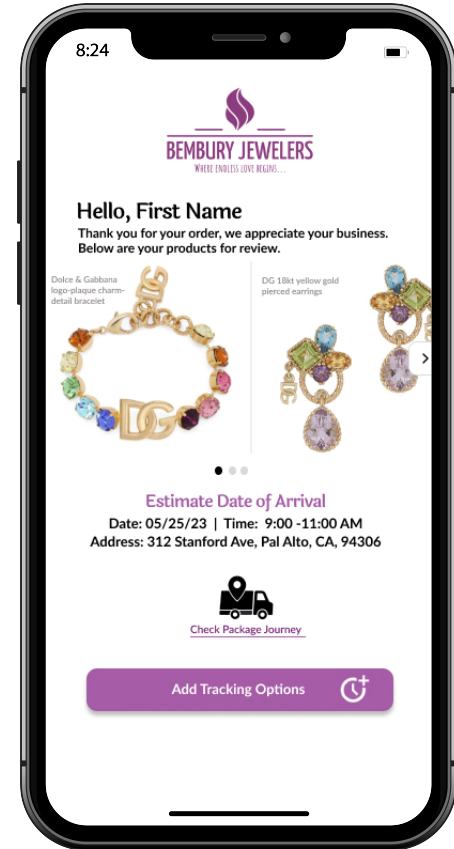
Mockups

The opening page shows all the benefits of the App, but the usability study showed users having a delayed reaction before response. Inevitably the click throughs were successful, but I sense the design may be too busy, and needed clearer focus in each section.

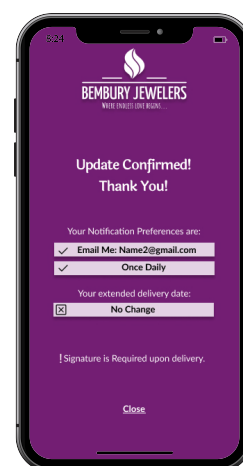
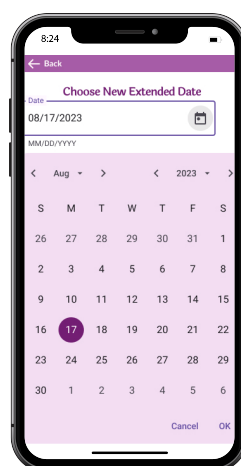
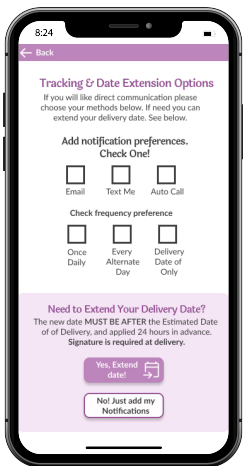
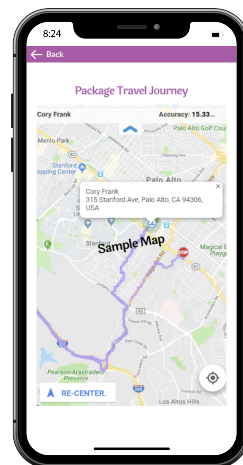
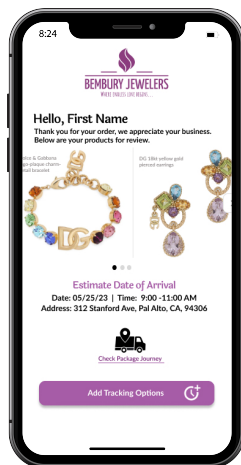
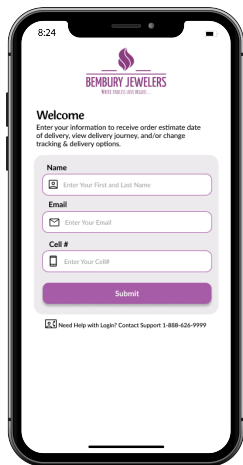
Before usability study



After usability study



Mockups

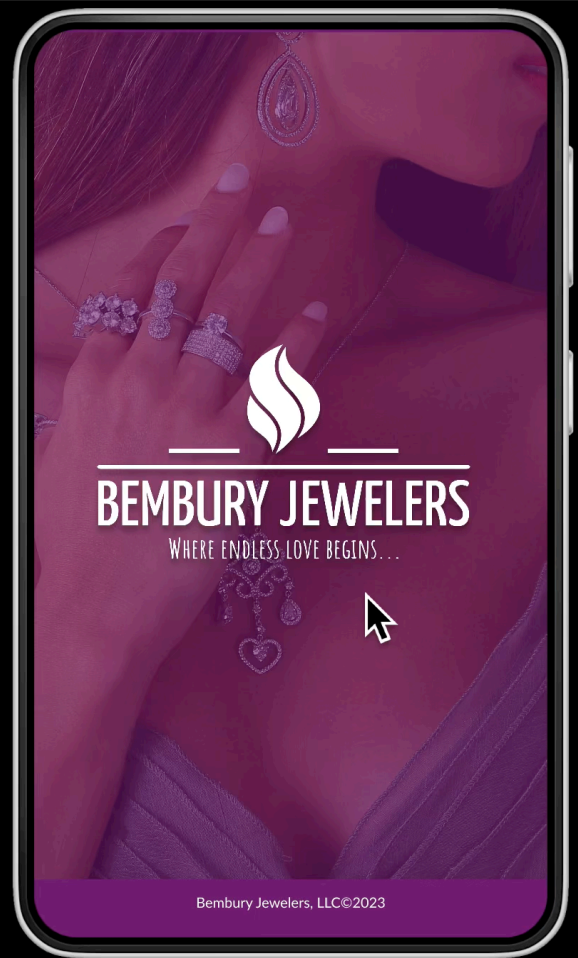


High-Fidelity Prototype

<https://www.figma.com/proto/8Ez4X2i6s7bLfrnWOXFXwE/Jewelry-Store-App?node-id=273-4142&scaling=scale-down&page-id=273%3A3715>



Click on the link
to view in Figma
Prototype, or
click the image to
activate the video



Accessibility Considerations

1

The first accessibility consideration I made was adding icons in every prompt section.

2

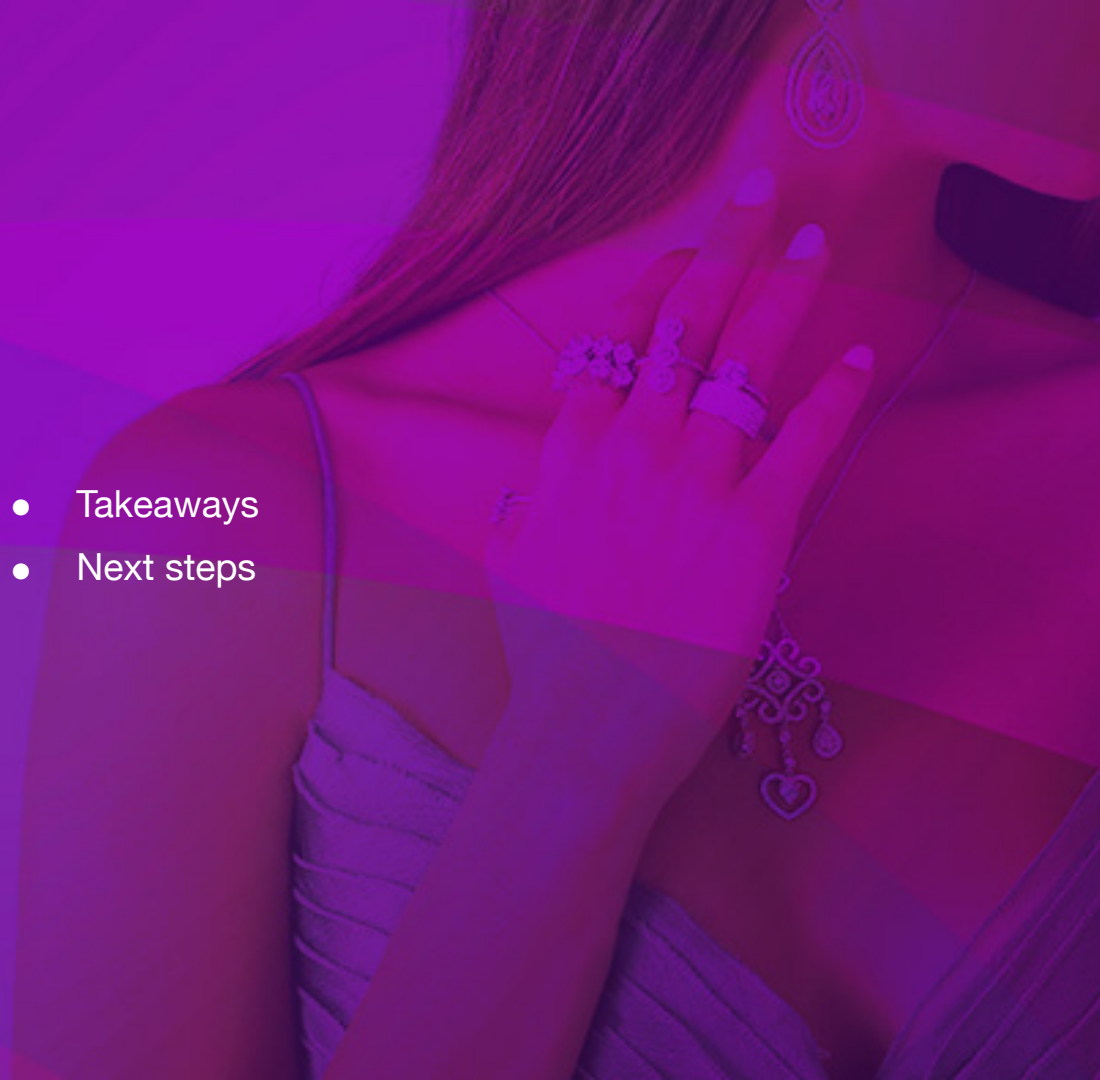
The usability research help me realize the fonts should be bigger and more breathing room between components was necessary for clarity

3

Another major change in consideration to accessibility was giving the En-Route journey map and the Update Tracking Notifications it's own page. It gave the section more interactivity focus

Going forward

- Takeaways
- Next steps



Takeaways



Impact:

The Jewelry store order tracking app makes users feel like the consolidation of features are ideal.

Quote from User Interview

"I like the flexibility of changing your delivery day to a more firm date instead of estimate. I rather that than having pop up date with a estimate range. I can't miss a class because of a delivery"



What I learned:

This assignment forced me to think out of the box. Moreover constantly thinking about what the user may experience had me changing my approach several times.

Next steps

1

There was one suggestion from after a usability tester that I should of included a keyboard pop-up in the login section of prototype. I will consider how to achieve that or leave it to the developers.

2

There's an opportunity in the design to introduce a contrast color. Although I like the color family I chose, it may be too related.

3

Market research and newer usability test may convince me to expand the user experience and create a version of the App that can be sold to e-commerce businesses.

Let's connect!



**Feel free to reach out to me with questions,
and/or interest in working together**

Teresa Bembury

tbembury@visionflow.net • <https://www.linkedin.com/in/tbembury>

A close-up photograph of a woman's neck and hand, heavily adorned with jewelry. She is wearing a large, ornate necklace with a heart-shaped pendant and a matching earring. Her hand is raised to her neck, displaying several rings, including a prominent diamond ring on her ring finger. The image is overlaid with a semi-transparent purple gradient. The text "Thank you!" is centered in white, bold, sans-serif font.

Thank you!