JK Accessories

UX / UI DESIGN

By Jaron Kunkel

[View Final Prototype](#)

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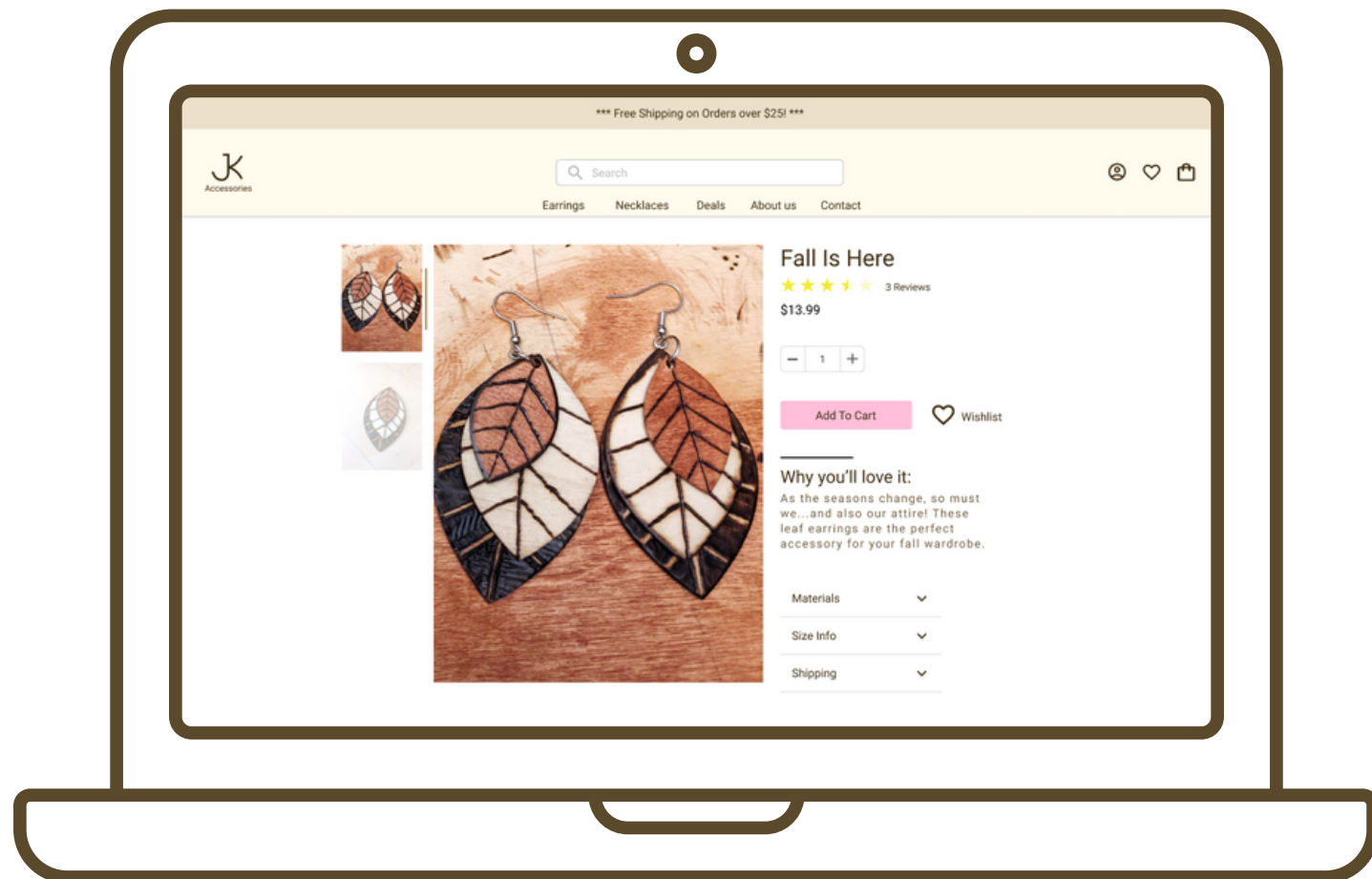
SUMMARY

Situation

JK Accessories, an independent jewelry maker, wanted an e-commerce site in order to be less dependent on third party sites.

Timeframe

4 months

Tools used:

Figma Miro Lookback Mobbin

I Discovery

I conducted semi-structured interviews with three participants.

II Ideation

Through affinity diagrams, sketches and other tools, I decided which elements my users would need.

III Creation and iteration

I created two iterations each of a wireframe and a hifi prototype with usability testing between iterations.

IV Impact

My customer now has a viable design that could free him of the design and financial constraints of Etsy.

# GETTING STARTED

Defining the problem

Etsy charges a base fee plus 6.5% to our customer
Etsy's UI is not tailored to our customer's products.

Setting Goals

Set the client free from seller fees.
Create a visual design that complements the product.

Who are the users?

According to the client, the typical user is a woman
age 30 to 50 who enjoys boho fashion, animals,
nature, and handmade goods.
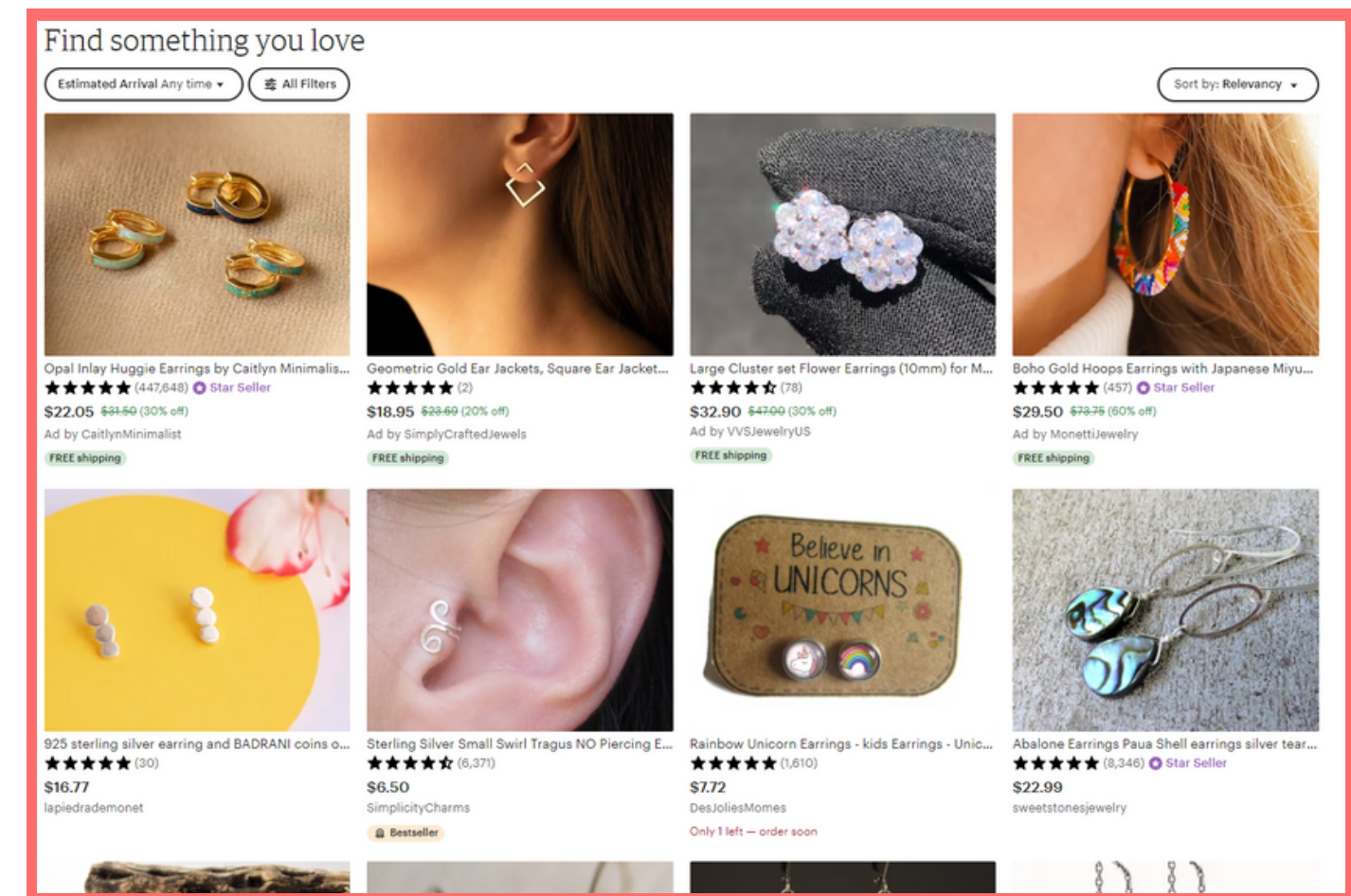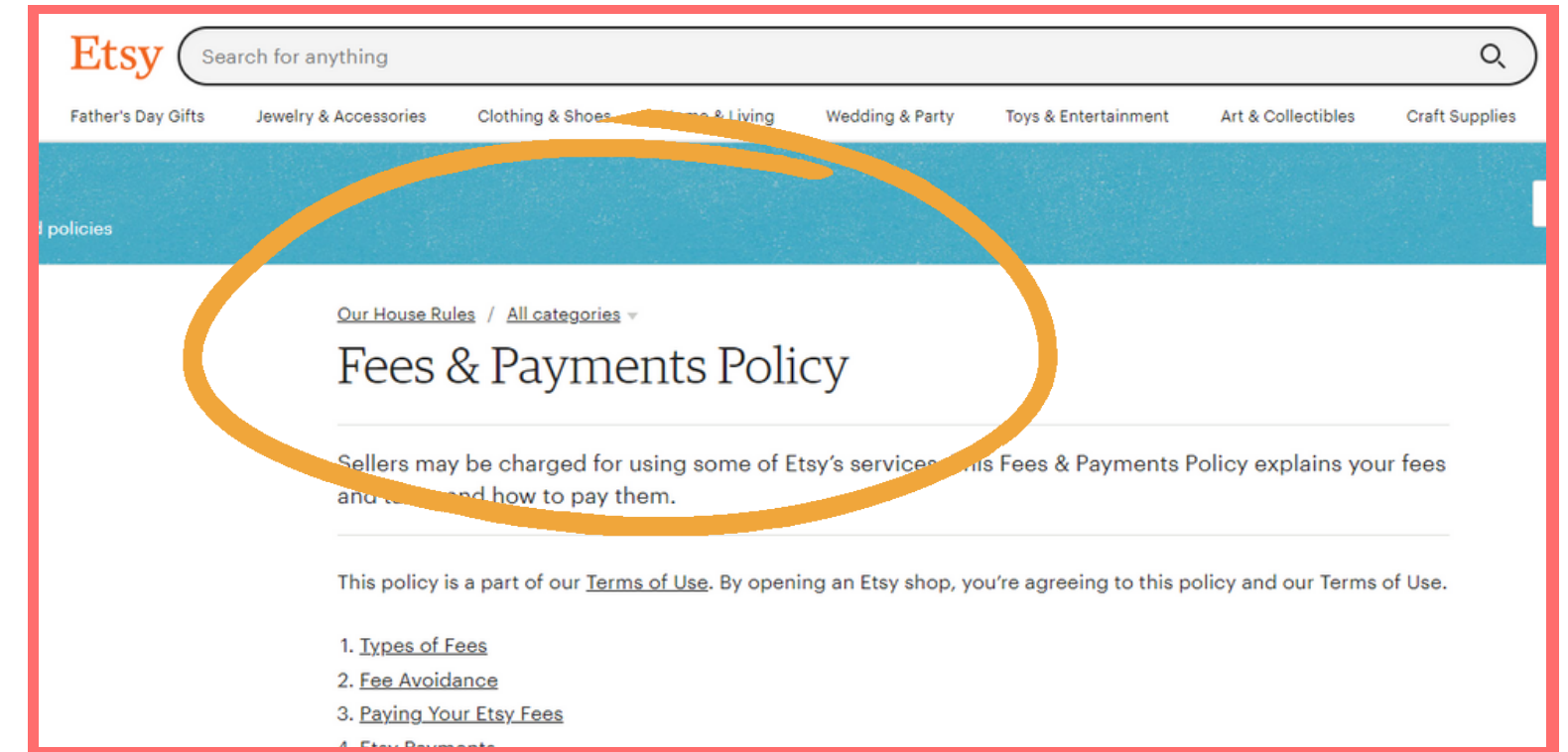
INTERVIEWS

To write good interview questions, I brainstormed research questions based on my client's **business goals.**

From the resulting **research questions**, I formulated eight focused **interview questions.**

Research Questions:

1. Do most women buy jewelry online at least some of the time?
2. How much does our user spend on jewelry?
3. What are the essential components of an online jewelry store?
4. Do our users prefer mobile browser or app?
5. What would help users decide to buy online?
6. Do users need an online jewelry store focused on just one jewelry maker?

Interview Questions:

1. Tell me about your taste/style in clothes and accessories. (RQ6)
2. How often do you buy or receive jewelry? (RQ2)
3. What is the most you would spend on a pair of earrings? (RQ2)
4. Do you post about jewelry in social media or online forums? (RQ3)
5. What was the last piece of jewelry you bought online? (RQ3)
6. The last time you bought jewelry in person, where did you buy it? (RQ3)
7. Sort these 6 features by drag and drop in Jamboard (RQ5)
8. At first glance, do you prefer Etsy, Olivia Burton, or Francescas? (RQ3)

ANALYSIS

I conducted in-person semi-structured ethnographic **interviews with three women** who fit the persona of our typical user.

Upon listening to interview recordings, I created an **affinity diagram** which helped me to define emerging themes that could guide our user-centered design.

"Francesca's is the only place I buy my earrings."
-Participant 1-

"I probably would not post about jewelry."
**-Participant 2-**

"Jewelry is more fun to give."
-Participant 3-

INSIGHT & IDEATION

During the diagramming process, 5 areas of user needs and behaviors became evident:

-Social aspect of jewelry
-Site Design
-Ease of Use
-Spending habits
-Jewelry use habits

To further refine which elements users would need, I created a **mind map.** Then I did a **value/difficulty matrix** to narrow them down .

I then ideated basic look and layout with component sketches (Crazy 8's) and a few page section sketches.
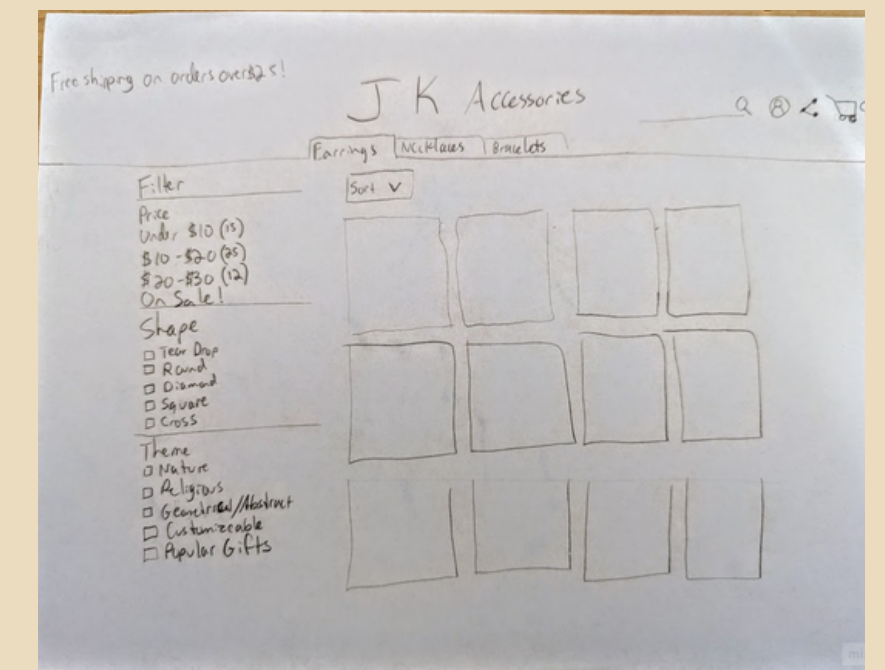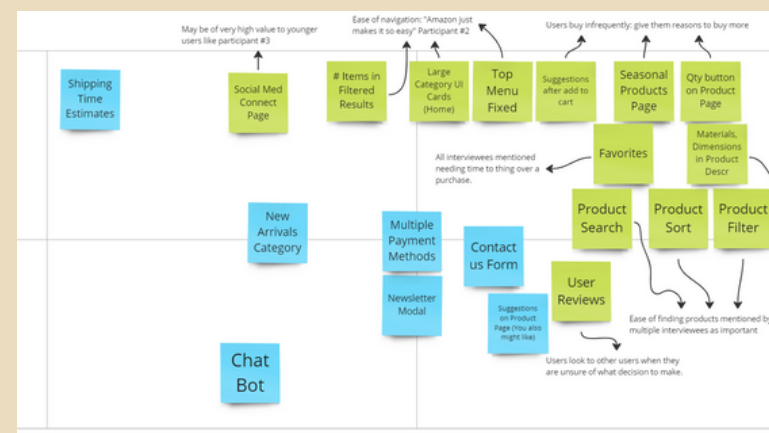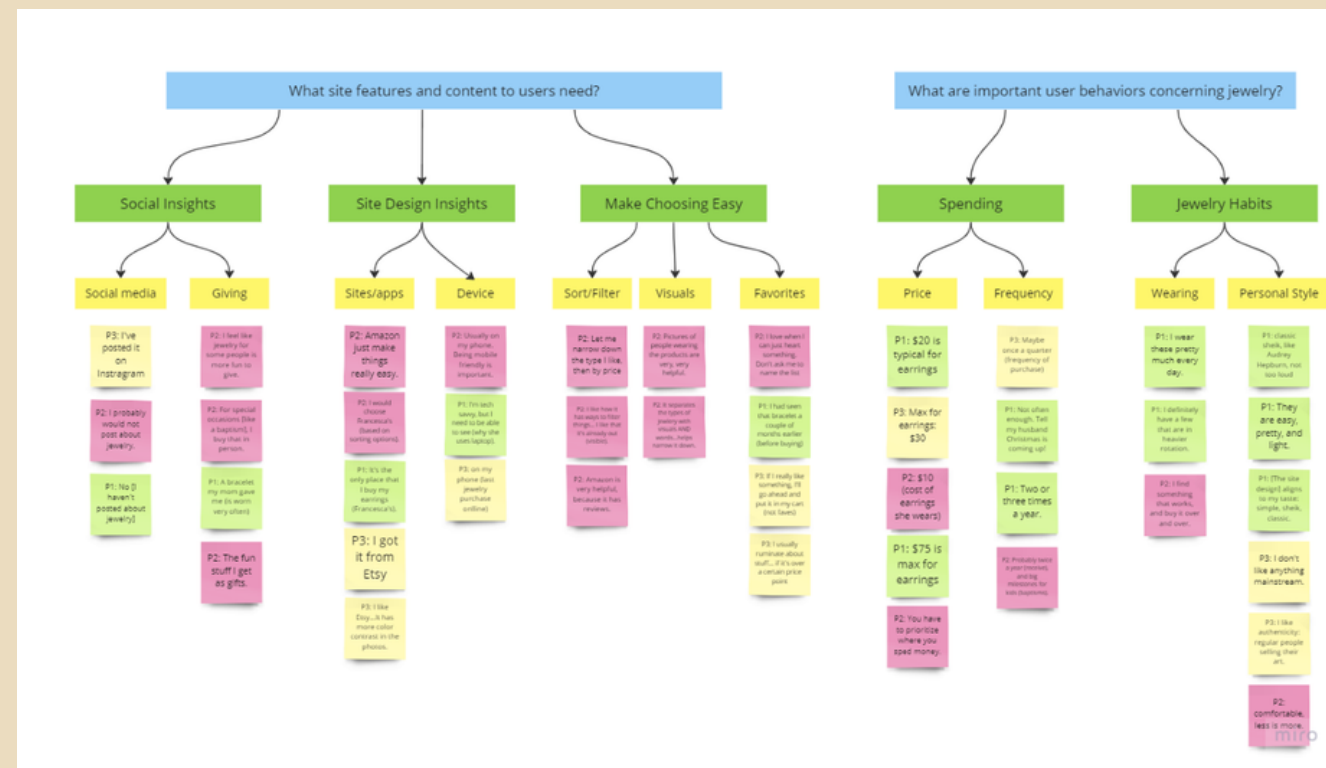
WIREFRAMES

Version 1

Sketches in hand, I began using a wireframe UI kit I to create the 3 pages and a modal:

-Home
-Search Results
-Product Page
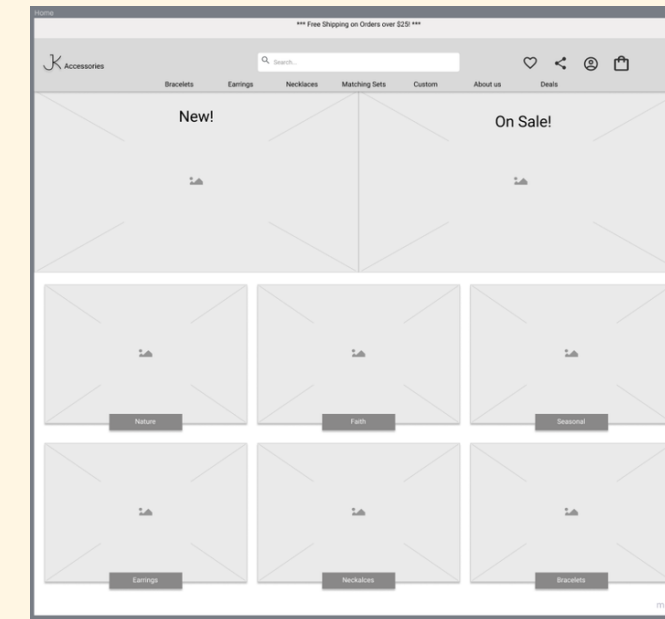-Add to cart confirmation modal

Wireframe Usability Test

I needed a higher degree of certainty about my layouts before making a hi-fi prototype.
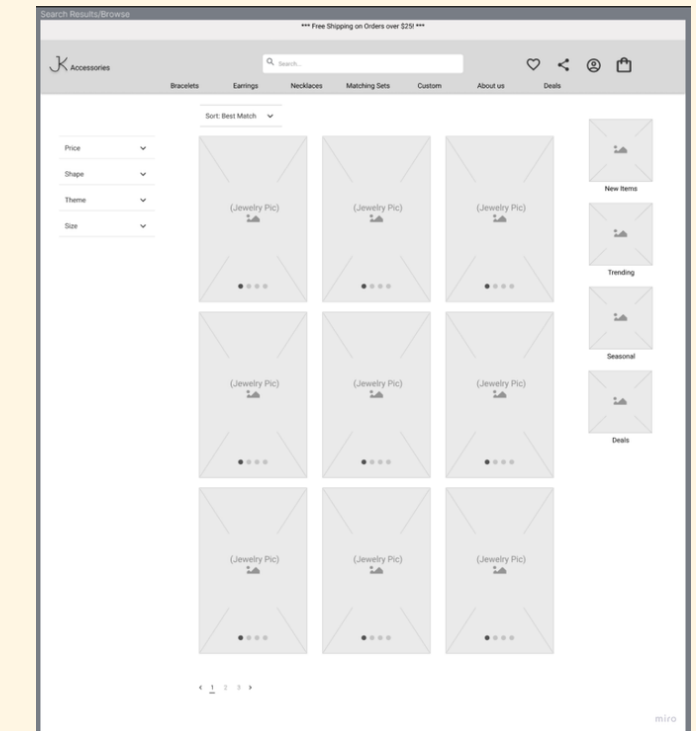
I recruited more users for a moderated in-person usability test.

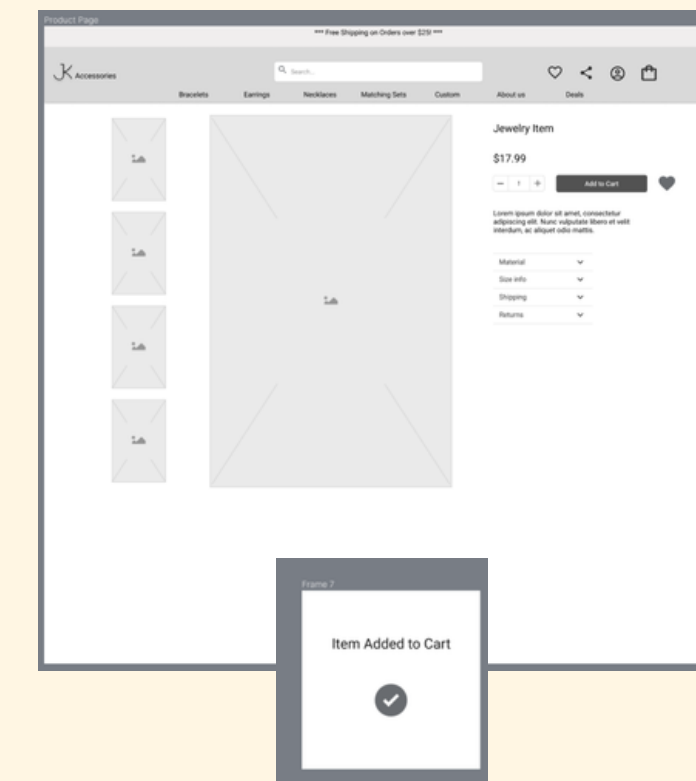[Wireframe v. 1 in Figma](#)
[Wireframe v. 2 in Figma](#)

Home

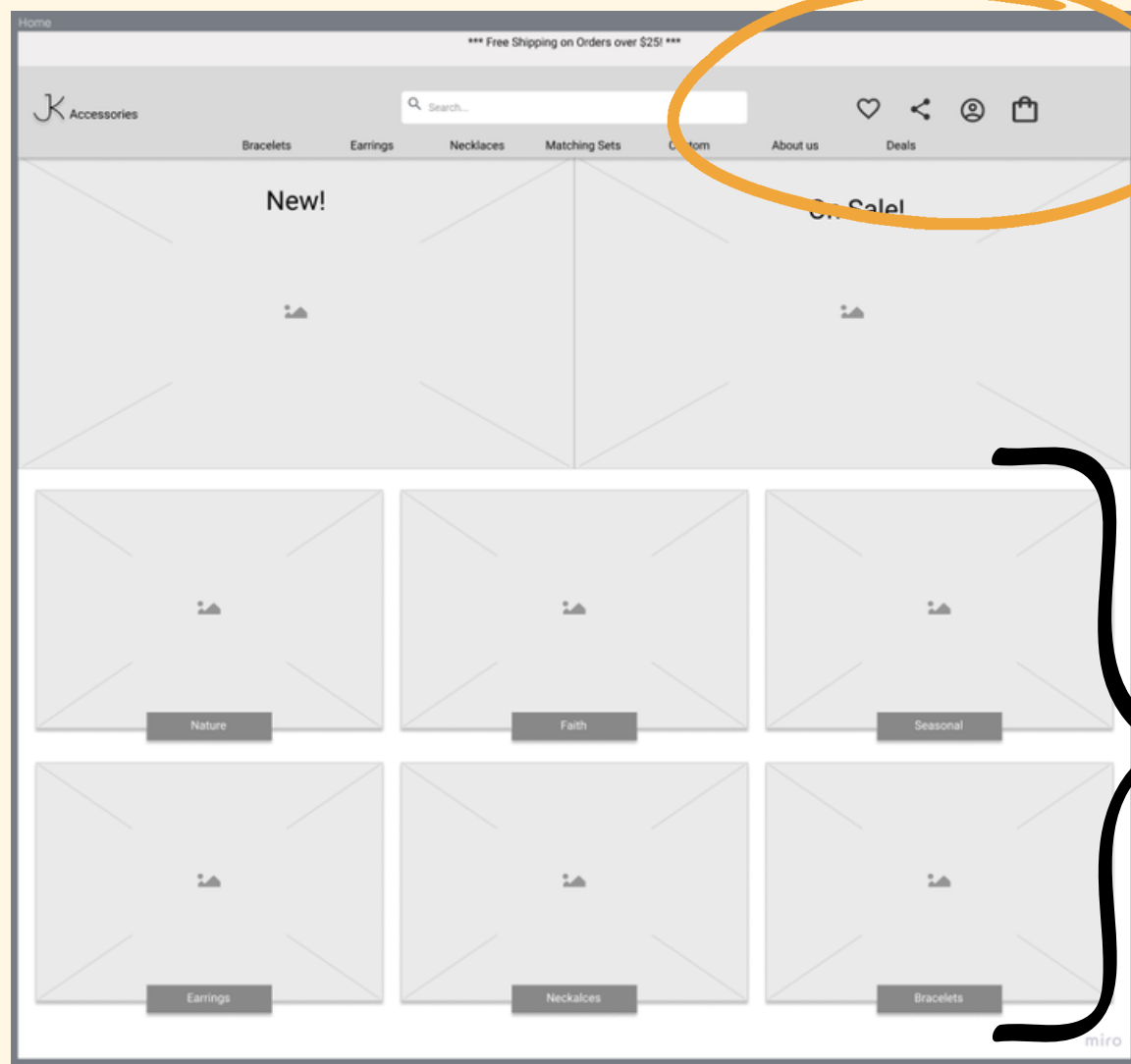## Category Page

Product Page
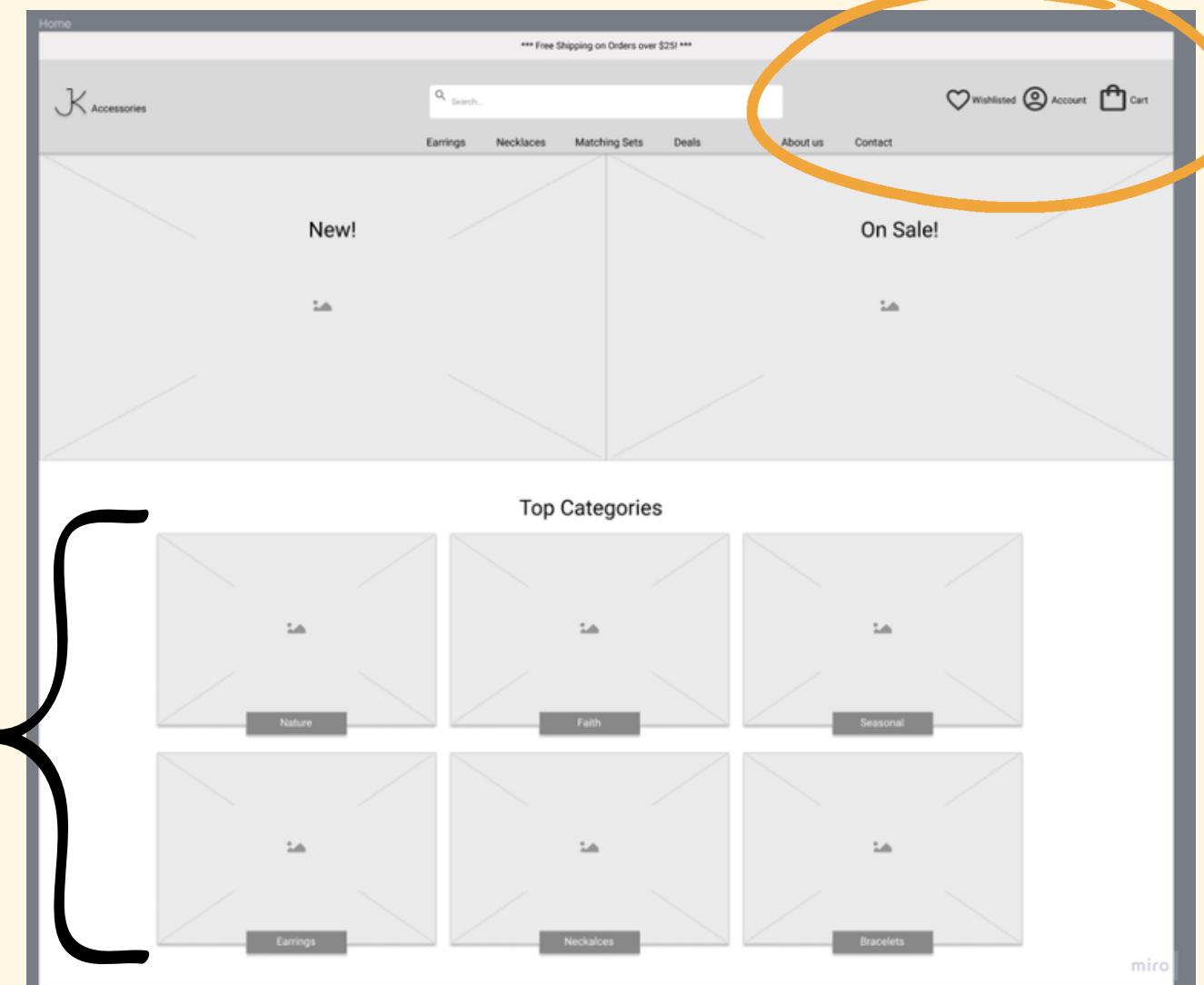
HOME PAGE

Home Page v. 1

Eliminated the social icon in favor of labels for the other three.
-**Why:** user confusion about purpose of icons during usability test.

Changed to a 12 column grid system with 120px margins.
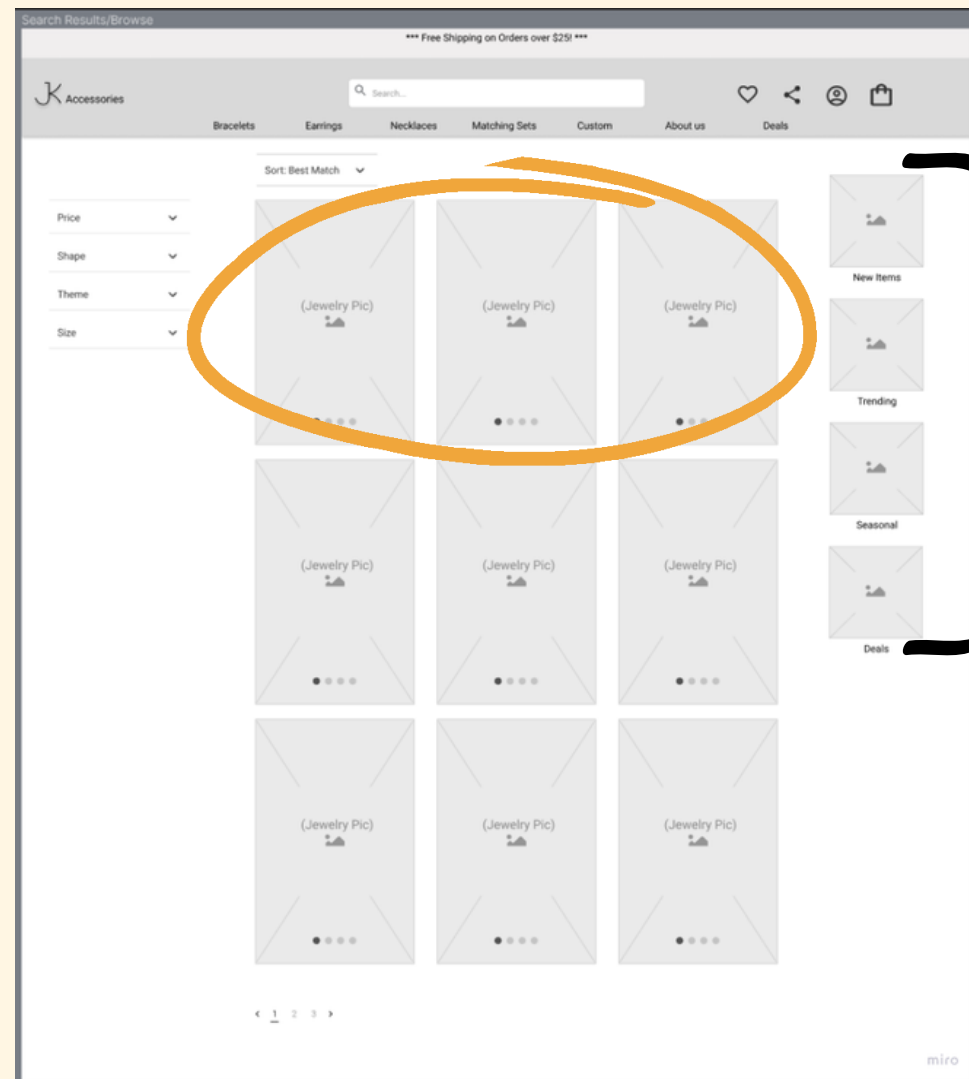-**Why:** to follow familiar design standards.

Home Page v. 2
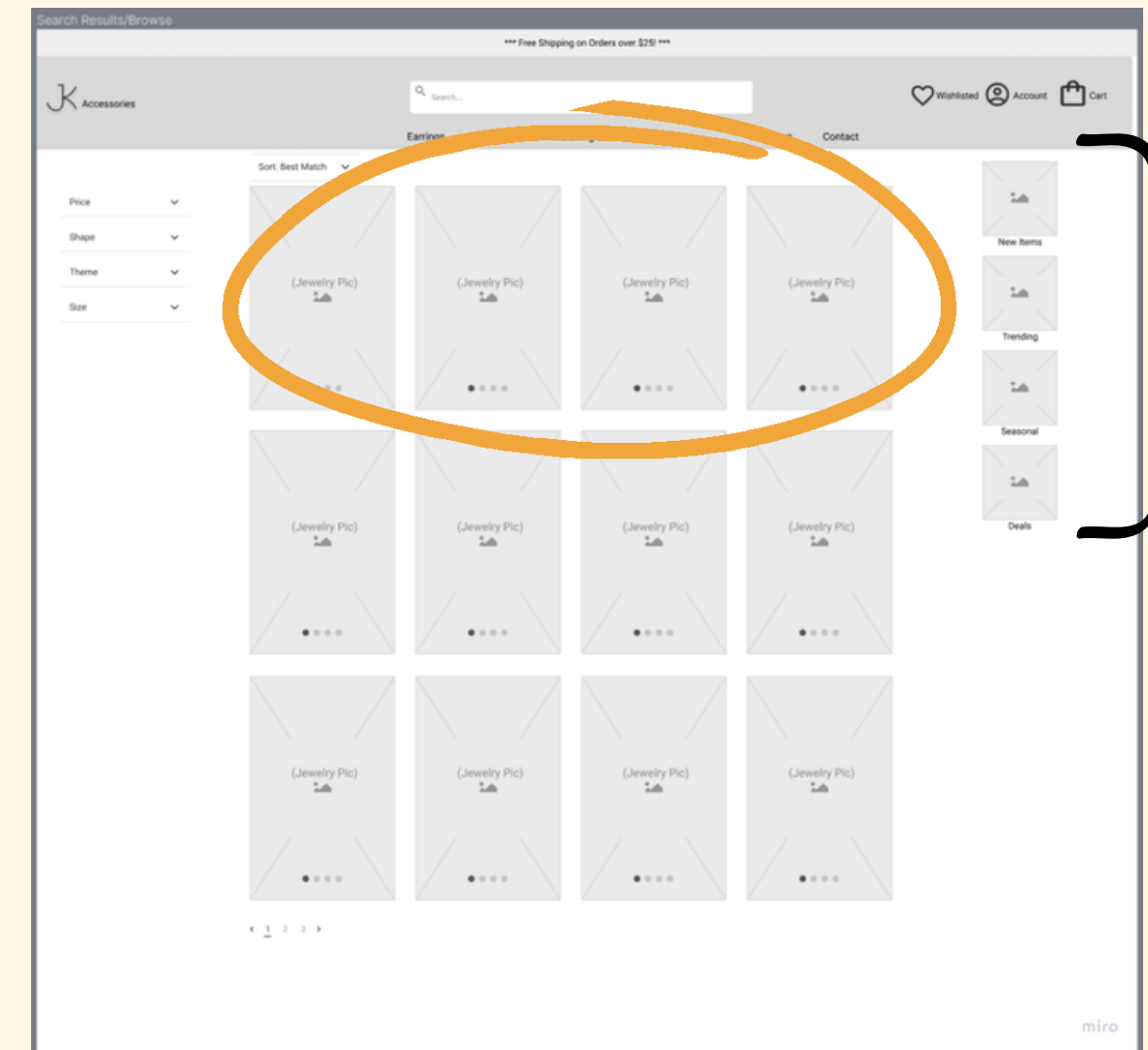
RESULTS PAGE

Before

Changed the search results page to 4 per row instead of 3.
-Why: align to 12-column grid.

Reduced size of right hand menu.
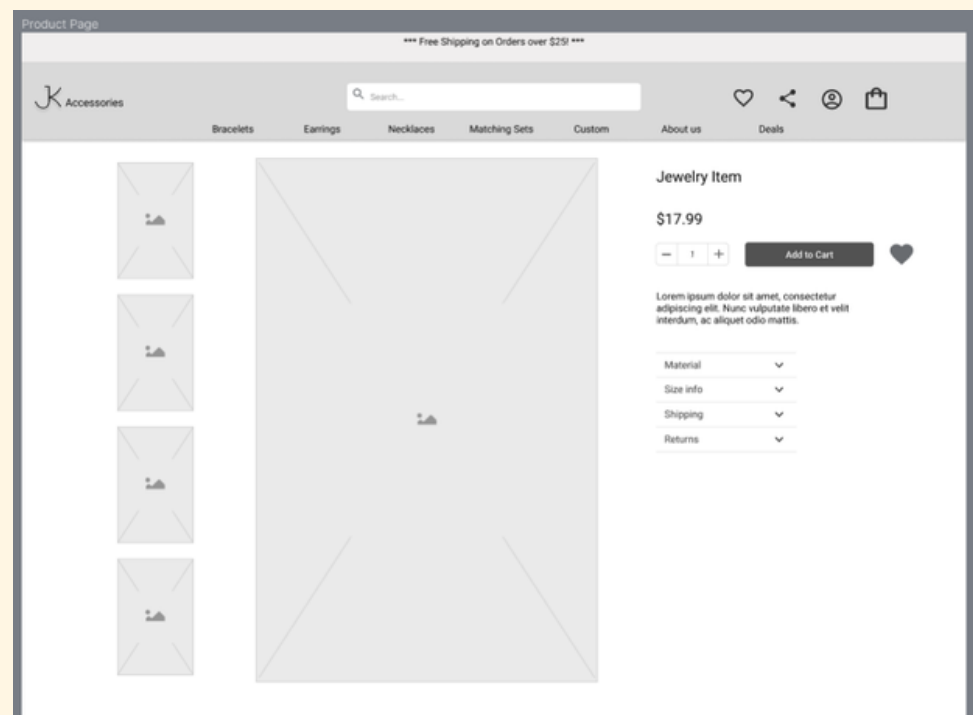**-Why:** user was confused when they could not see all of them in the viewport of their laptops.

After

PRODUCT PAGE

Product Page v. 1

Product Page v. 2

Changed thumbnail size & location.
-Why: image selector underutilized during testing.

Reduced layout width and centered design on product pages.
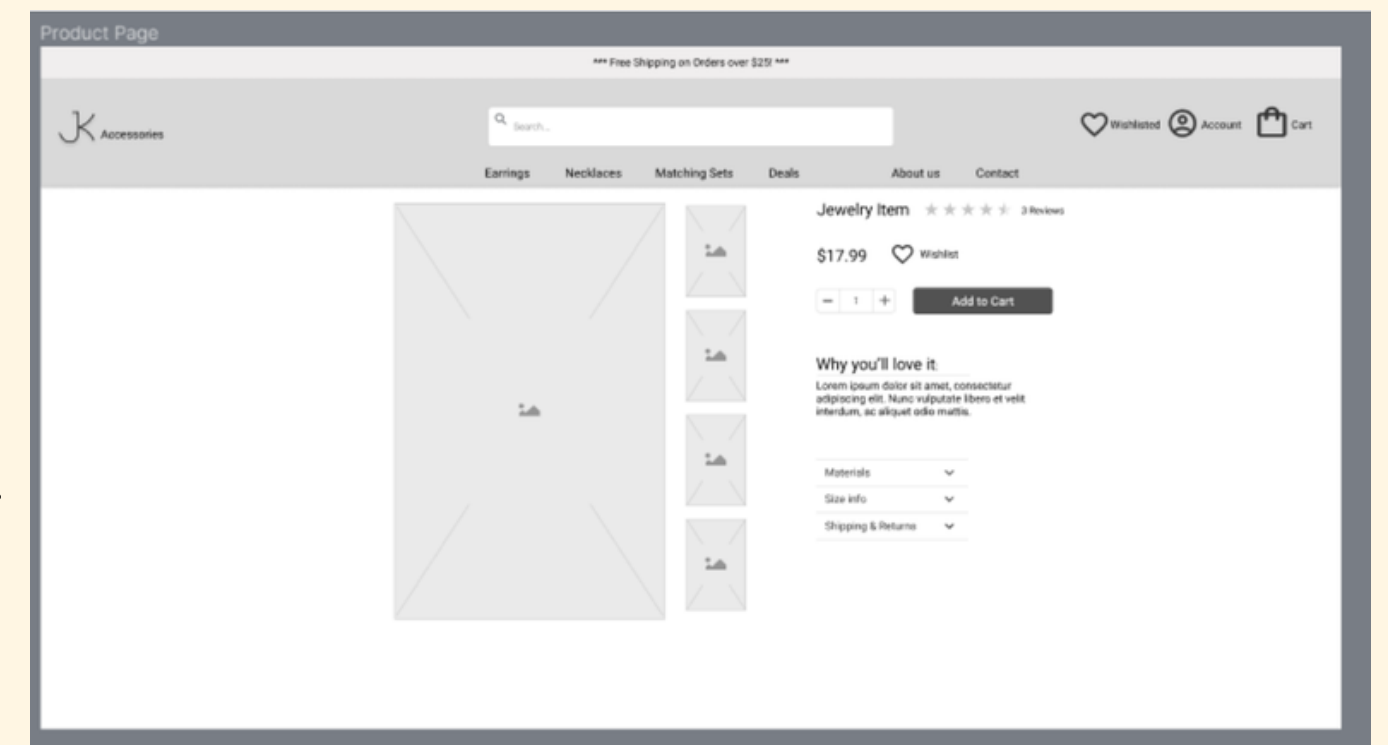**-Why:** competitors had more white space.

Made the wish list heart empty.
-Why: user confusion during testing, follow design conventions.

Added starred reviews.
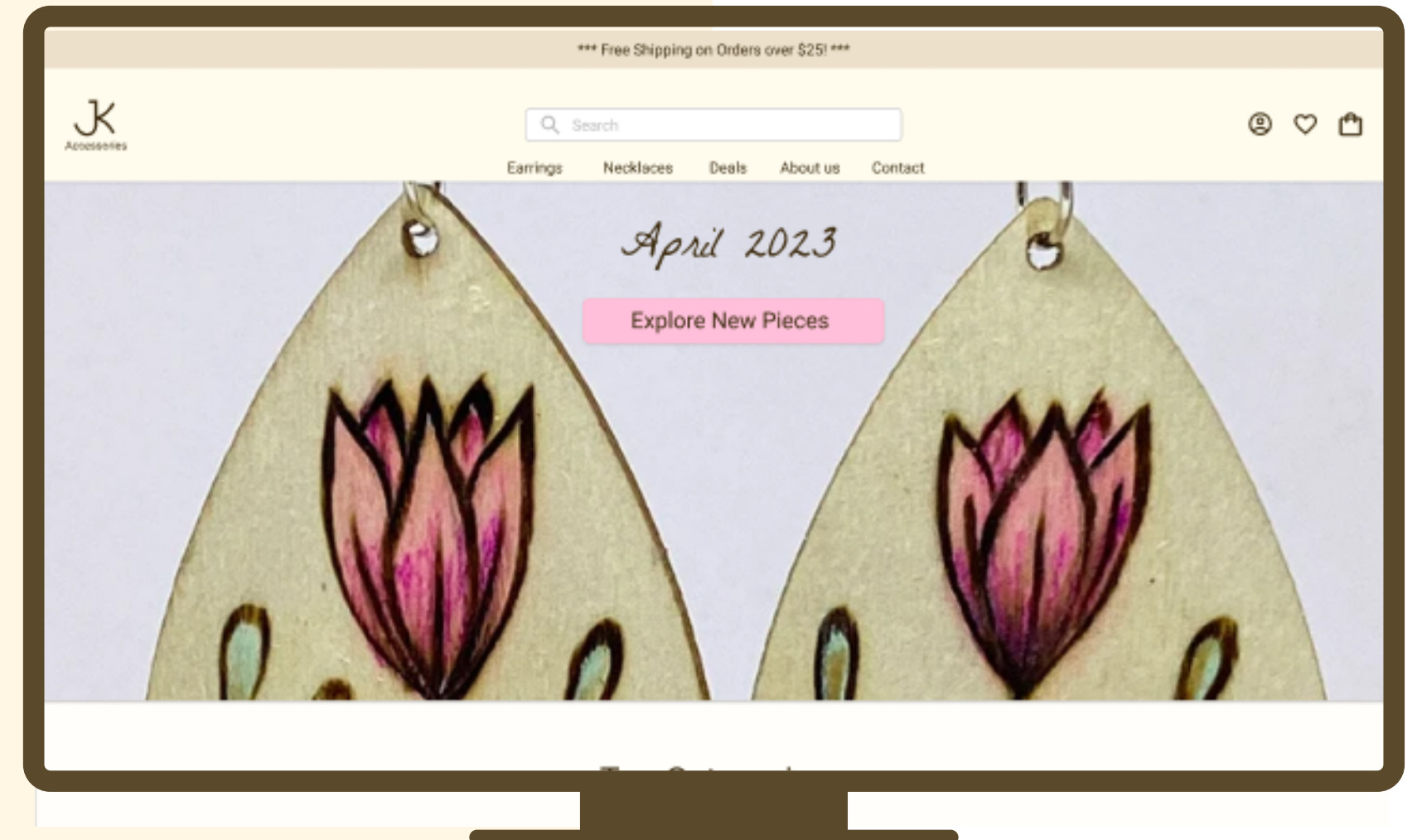**-Why:** A study participant mentioned importance of social proof in decision making .

HIFI + ITERATION

A more complete design
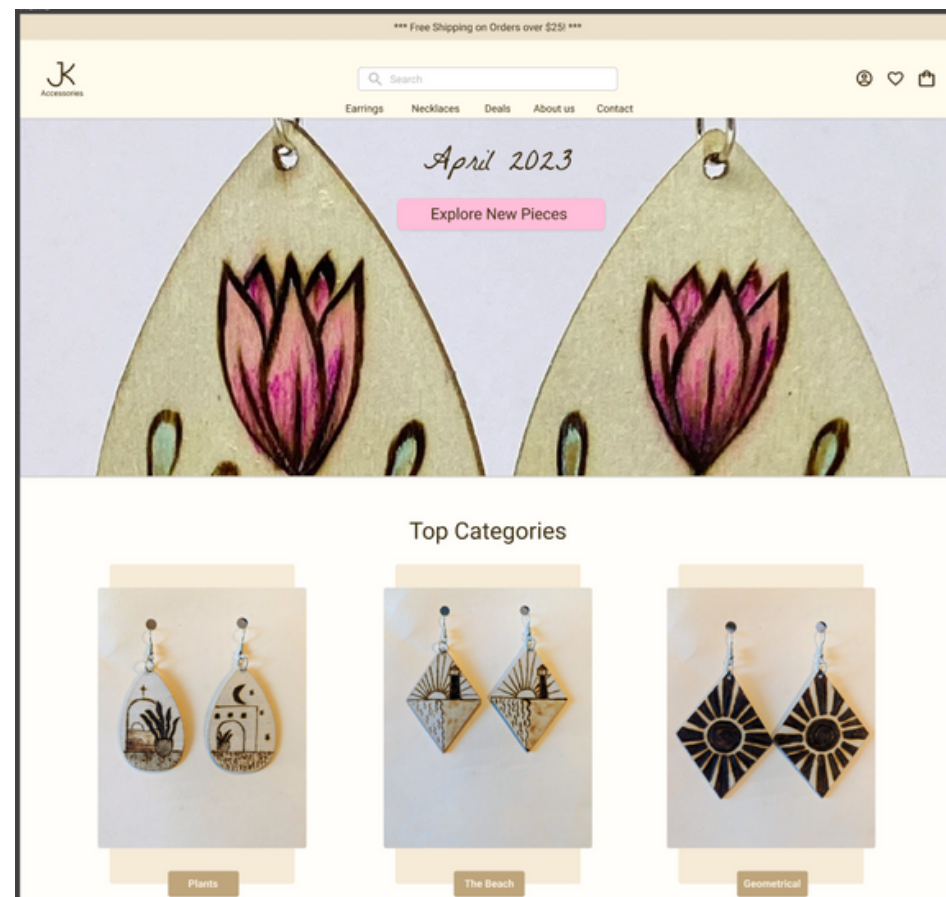

View Prototype v. 1
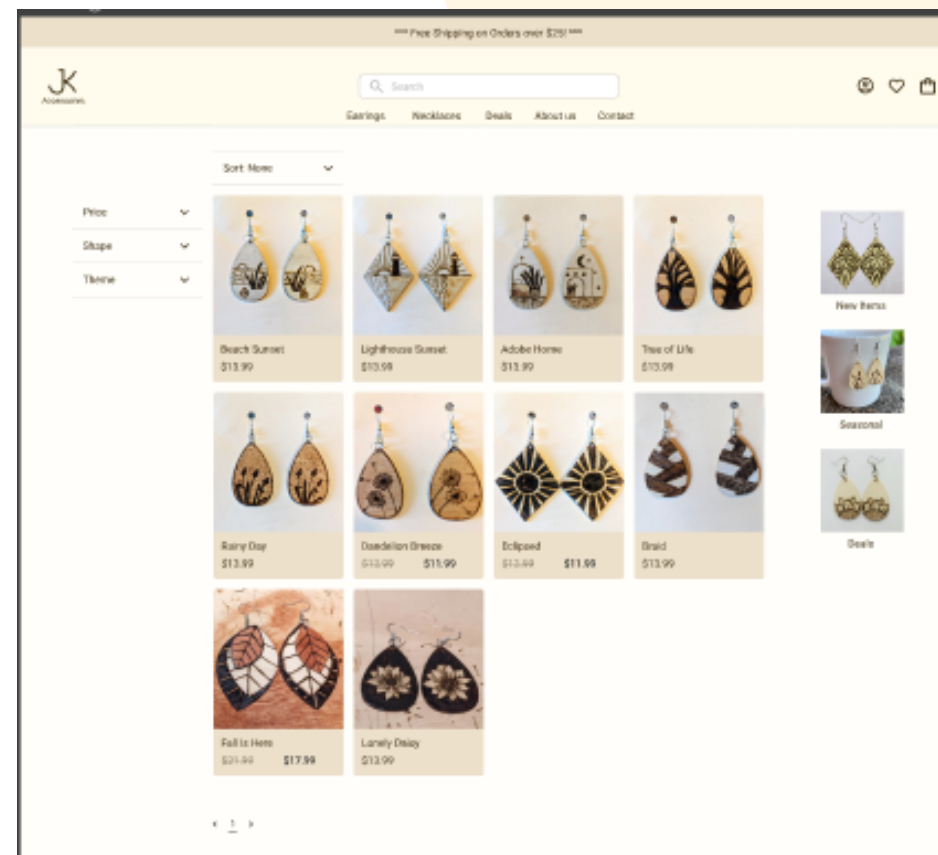View Prototype v. 2

HIFI V. 1

Due to JK Accessories' limited inventory, I decided to reduce the homepage's "Top Categories" from 6 to 3.

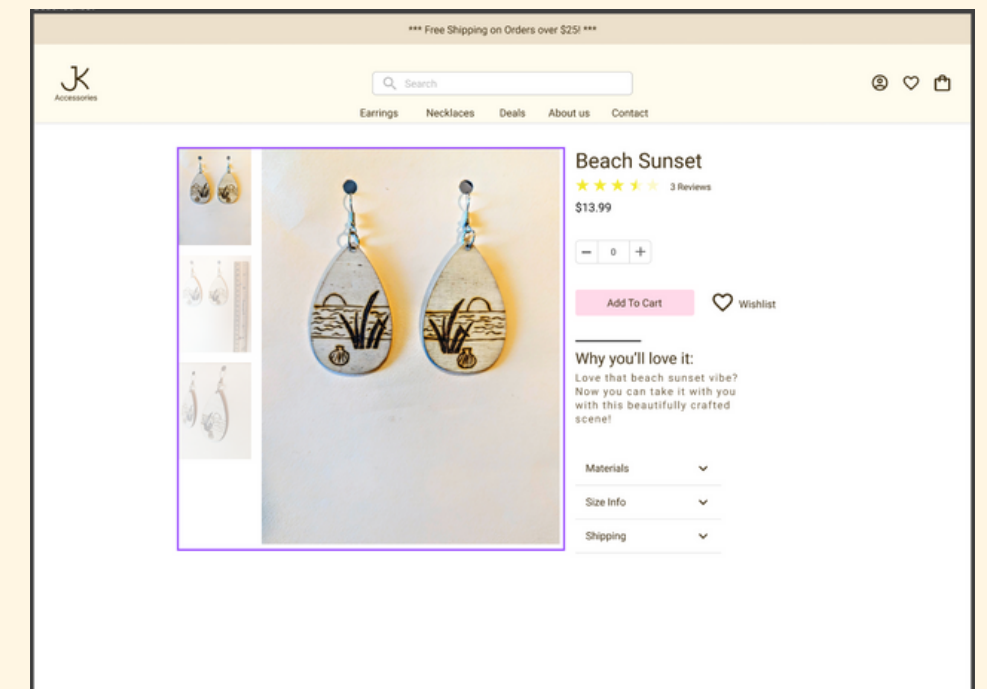I created a page for each jewelry category and each product.

Home

Category Page

Product Page

BACK TO THE USERS

To gain insight into how to improve on my hi-fi prototype, I did an **unmoderated usability study** with lookback.com.

After a brief introduction and instructions, **5 users** used the prototype and spoke out loud about their actions, opinions, and decision making.

"I can't see it all, and I can't scroll here."
-Participant 1-

"I'm not sure why this link doesn't show me my account"   -Participant 4-

"I guess I should change quantity to 1..."
-Participant 5-

Insights

01 Image selector

The fact that so **few users looked at more than one product picture** means that my design does not provide enough visual cues to make the picture selector usage self-evident.

02 It's not "just a prototype"

The users expected the **links in the top menu** to take them somewhere, even though it is a prototype. There were moments of confusion when things are not fully clickable, extending time on task.

03 Start from 1 in Qty selector

Users have come to expect well-designed sites to **eliminate extra steps**, and failure to do so can reduce user confidence in a product.
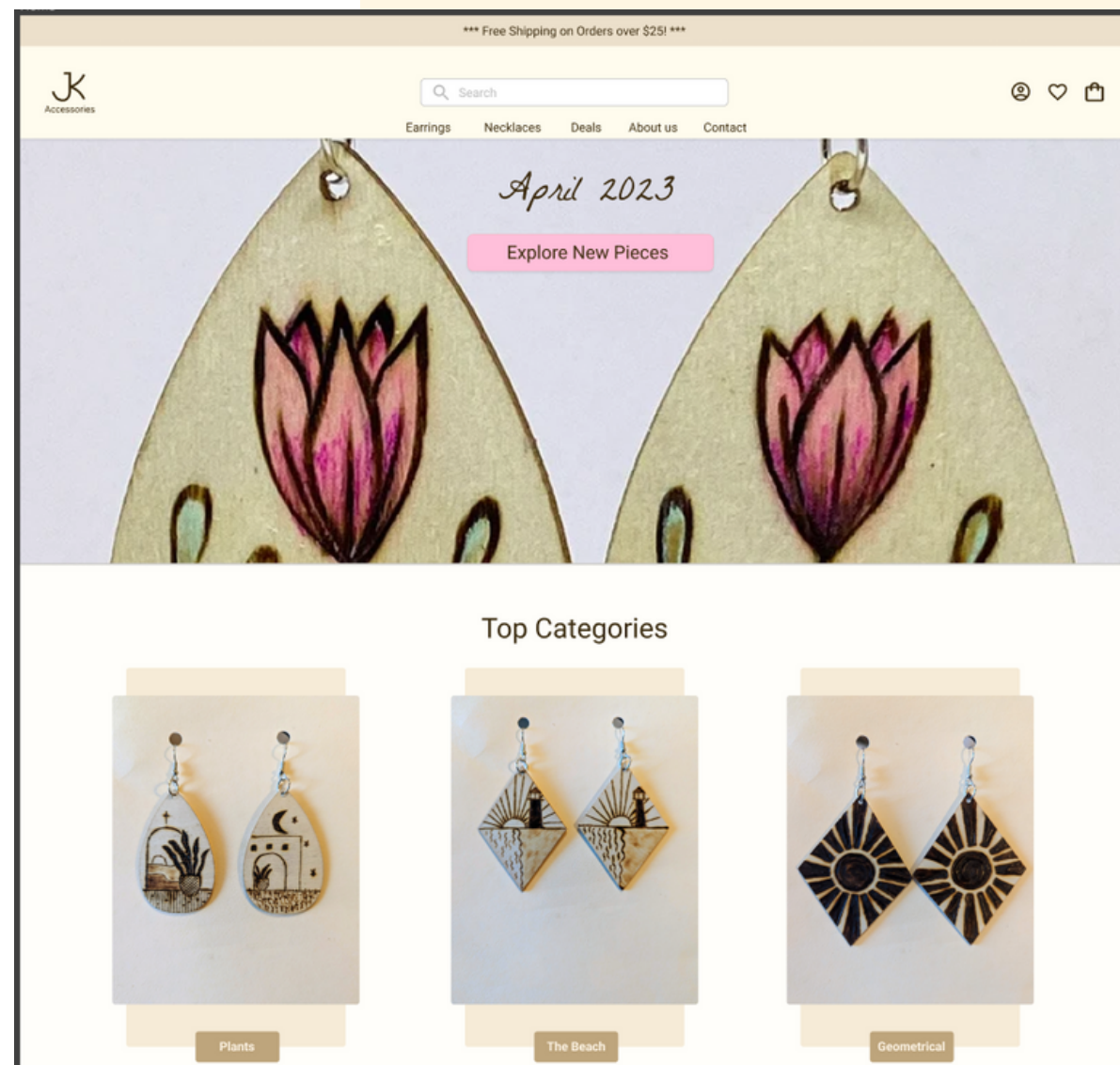
04 Viewport

I need important elements to appear in the "**prime real estate**" (home page before scrolling). **Many users will not scroll** to the bottom of a homepage unless something catches their eye.
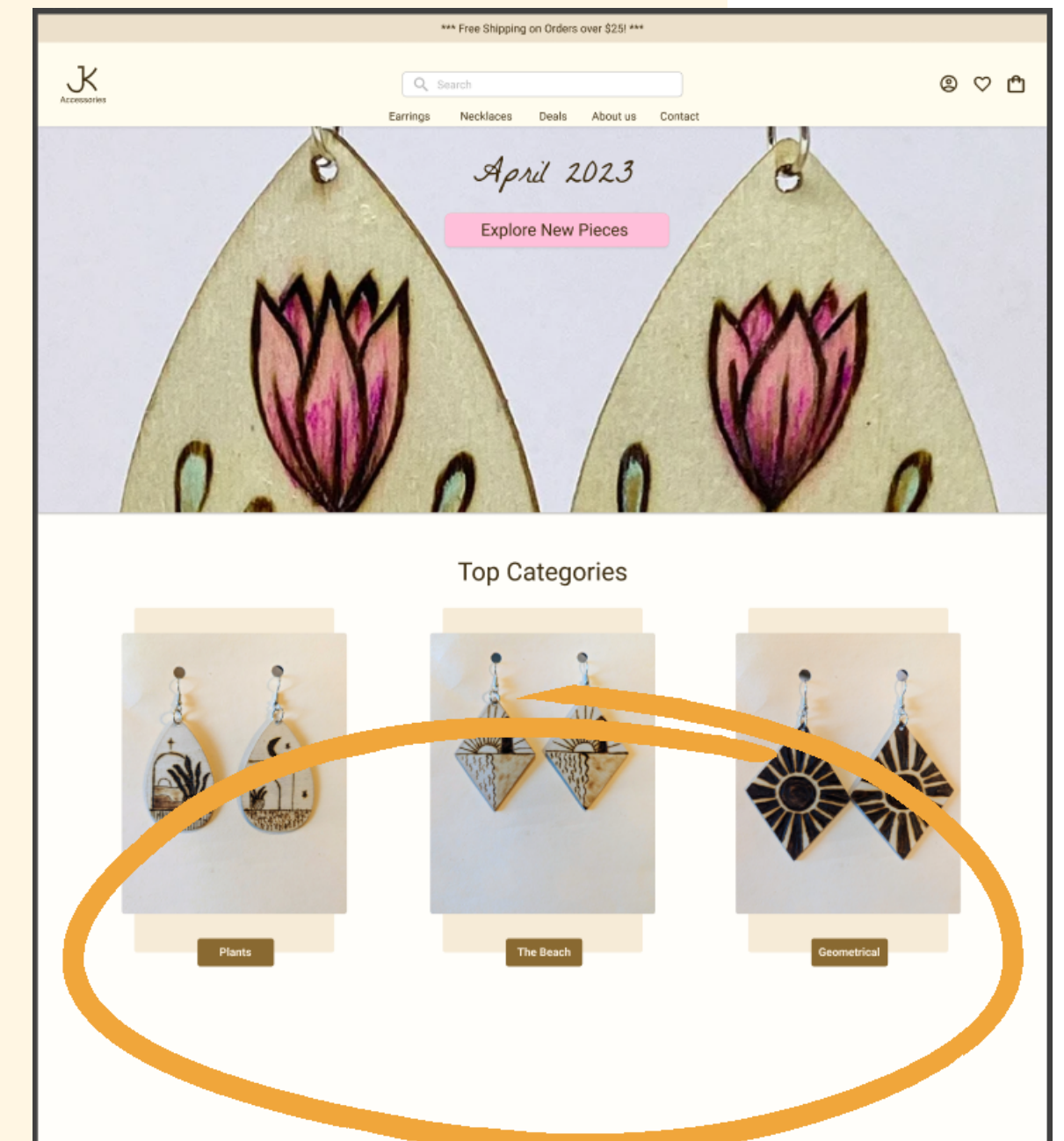
HIFI V. 2

Buttons on UI cards were changed to a darker color.
-**Why:** to increase accessibility by improving the contrast with the button text.

Before

After

Homepage Changes

HIFI V. 2
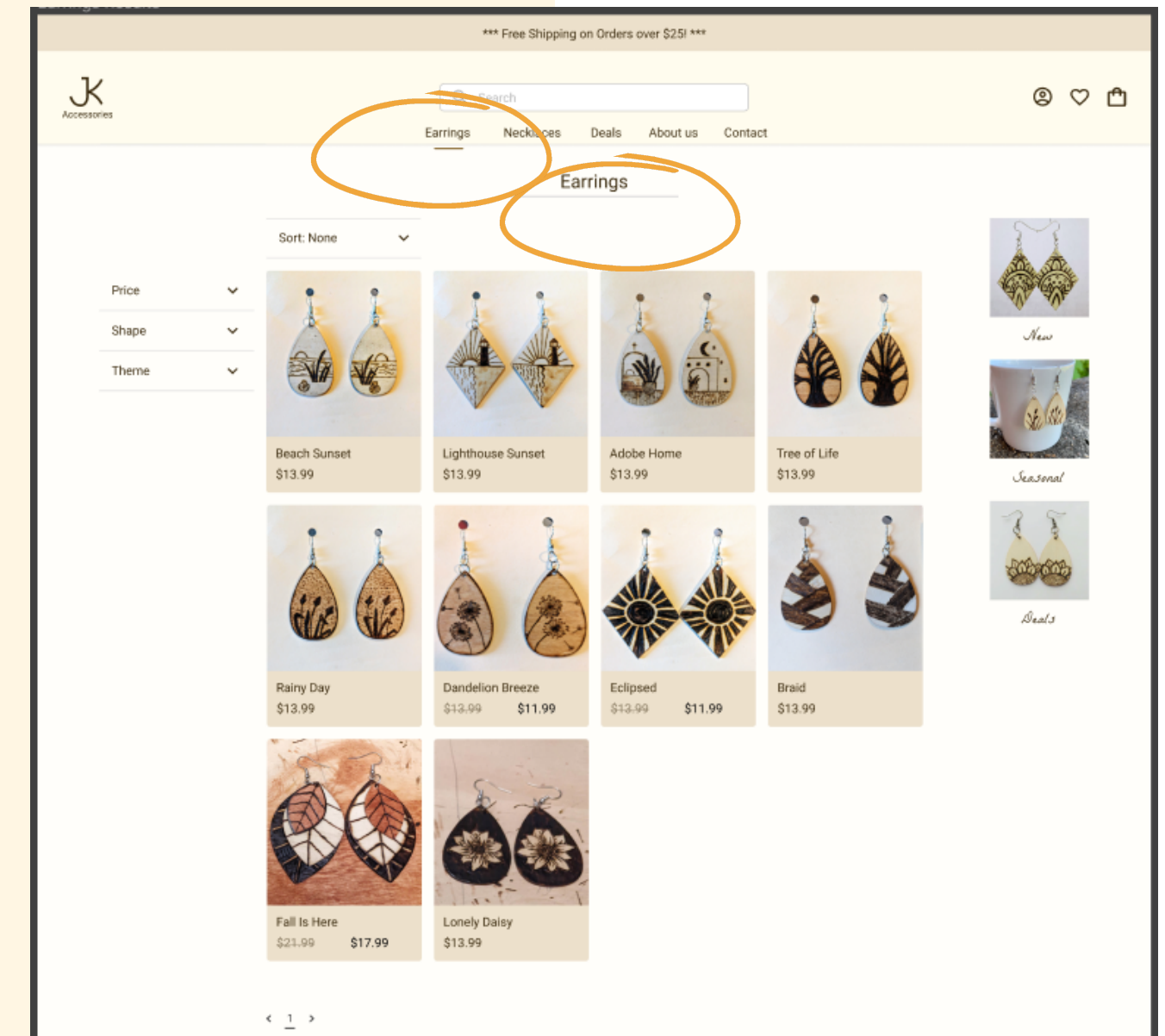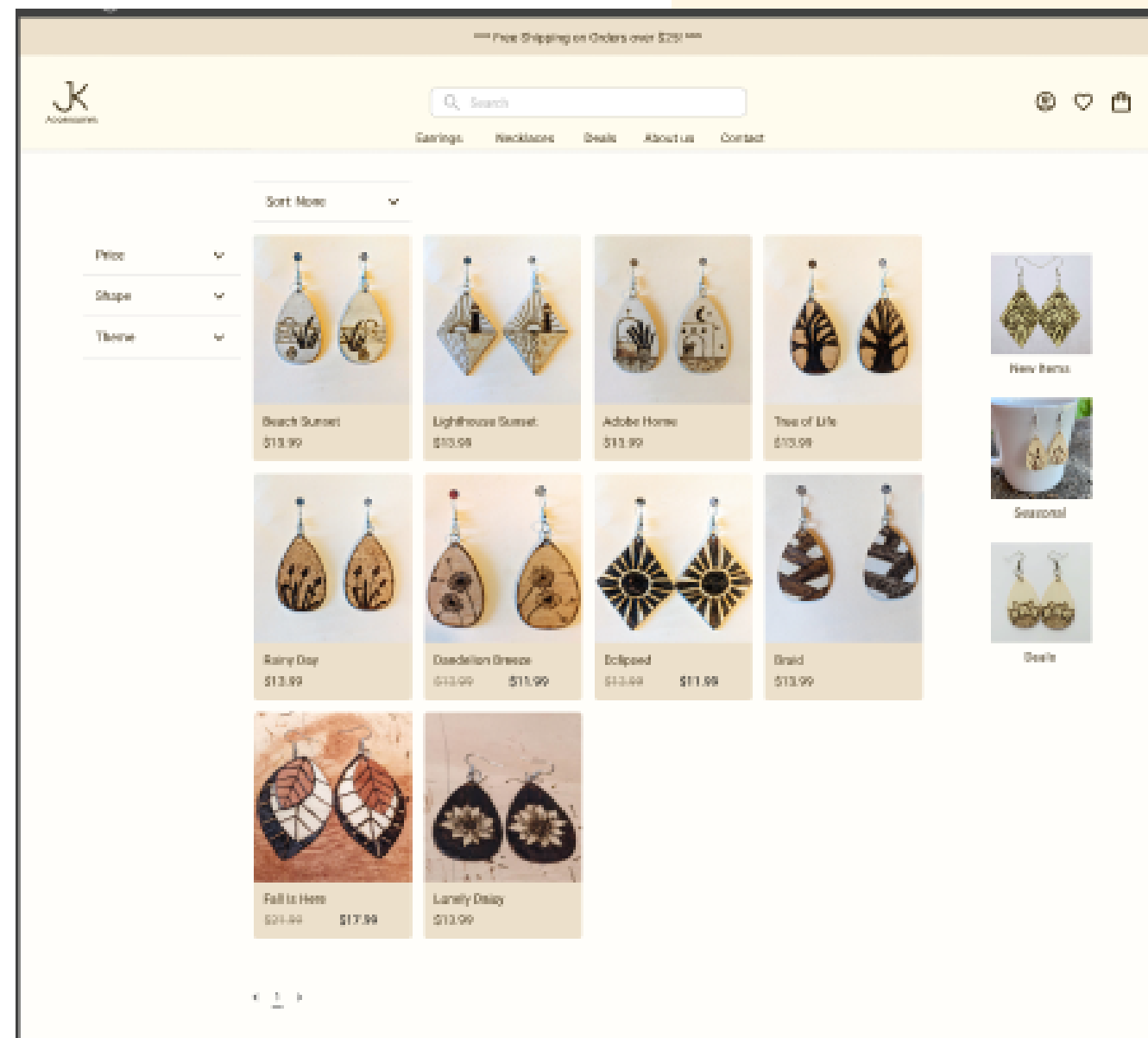
Added an **underline** to the selected menu link

-Why: to provide feedback to users about where they are.

Added **page title**

-Why: to facilitate users with screen readers.
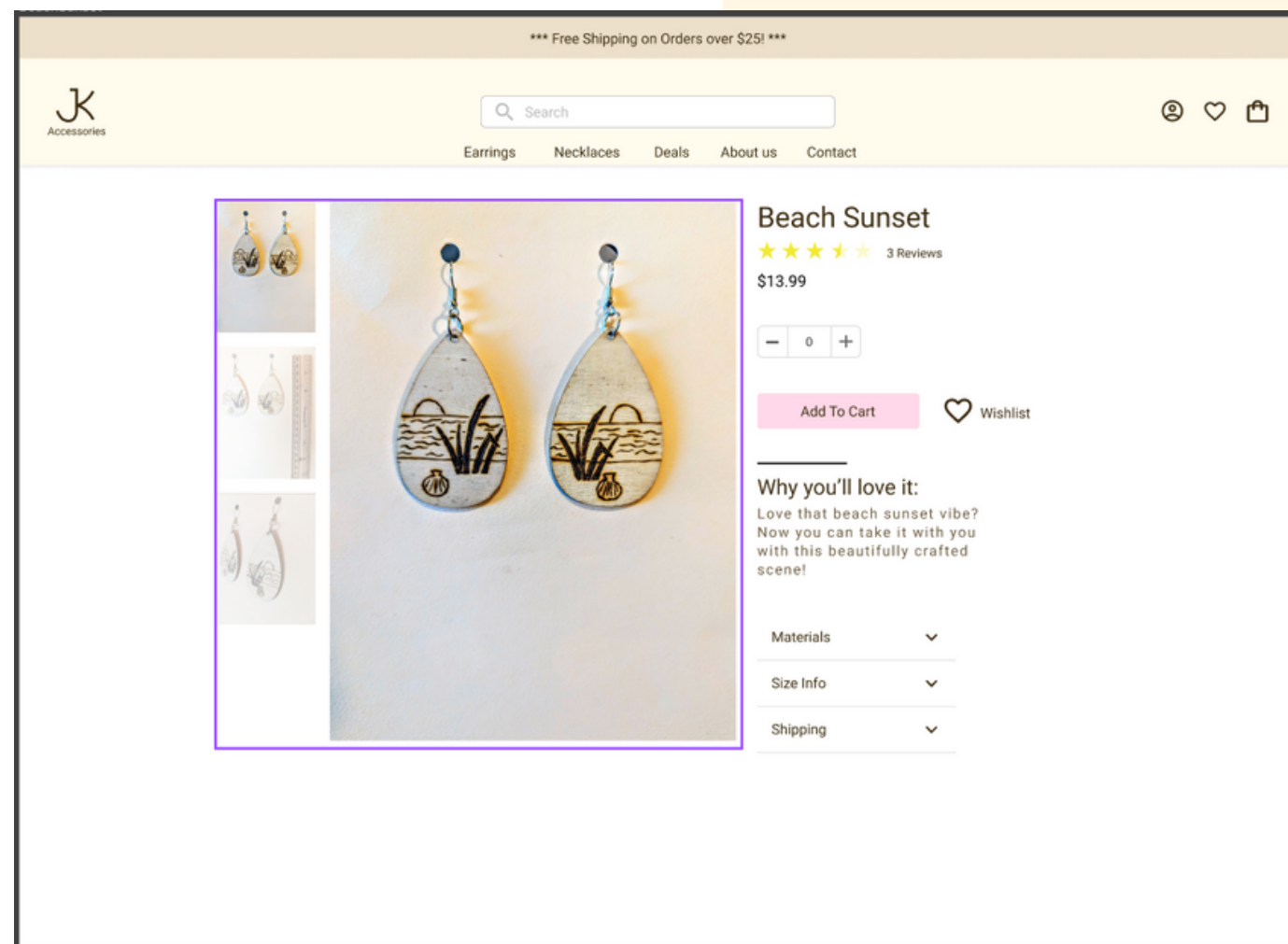
Before

After

Search Pages

HIFI V. 2

Added a bar to the selected photo.
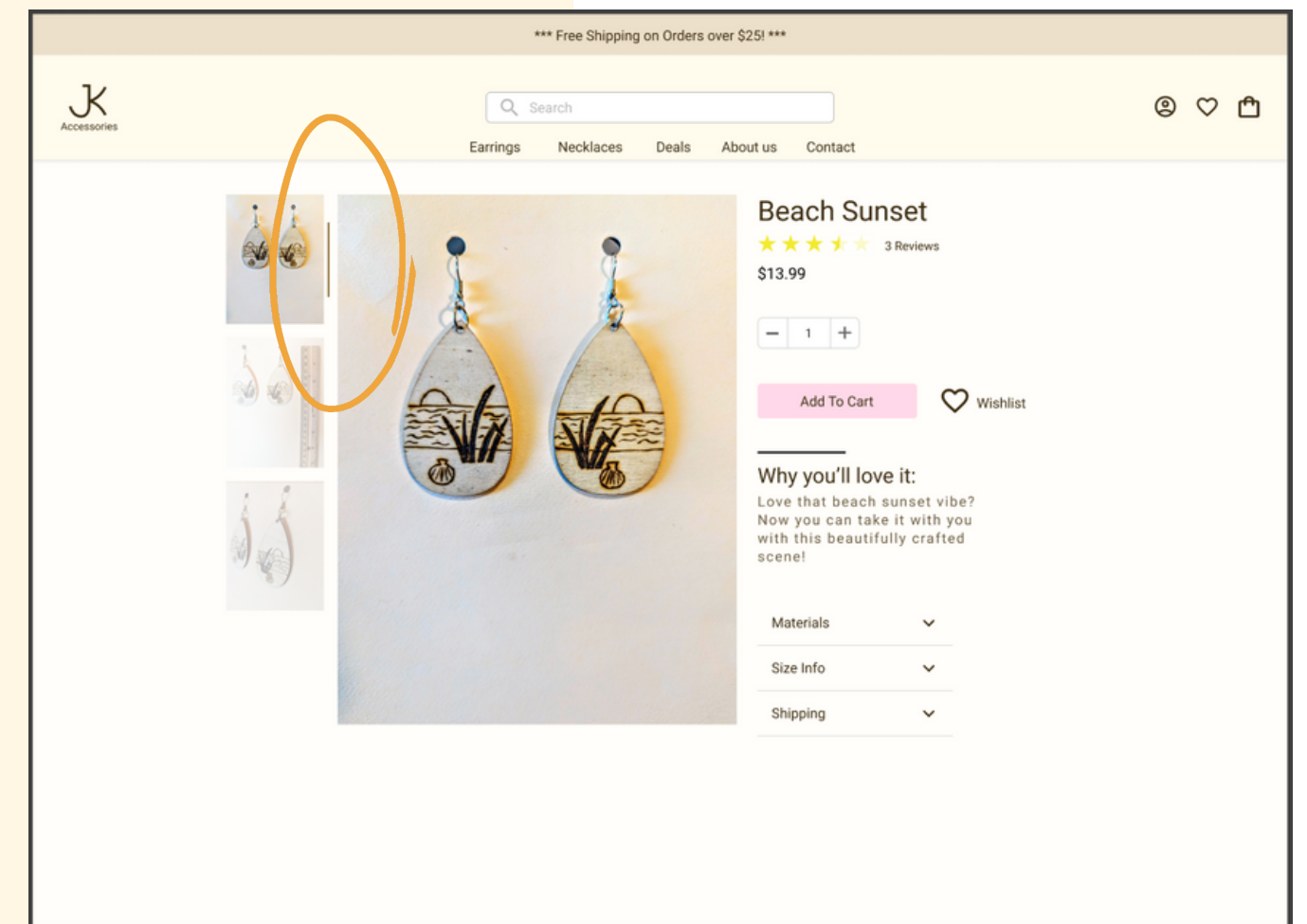**-Why:** to indicate how to use the image selector.

Made "under construction" pages for cart, account & about pages.
-Why: avoid confusion in later usability sessions about menu links that are not clickable.

Before

After

Product Pages

CLOSING THOUGHTS

Impact: JK Accessories now has a viable website design. They can deploy a clean, highly functional website that is better suited to their brand. With it's own eCommerce site, the business will save money on 3rd party transaction fees.

Possible Next Steps: A more complete mockup of the About Us, Contact, and account pages are needed to complete the design. Also, a footer with contact information and site map would round out the design and make it more professional.

Any Regrets? More detailed usability reports after each test might help gain deeper insights into our design flaws and our target persona.

[View Final Prototpe](#)

ABOUT ME

I am a UX designer with a keen eye for visuals and a strong intuition for good research. I also have experience in education, languages, music, and animals. I love taking on challenging projects and gaining new skills.

I believe in approaching design through various points of view: user research, heuristics, competitor research, and designer intuition. I also have an basic knowledge of front-end programming.

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