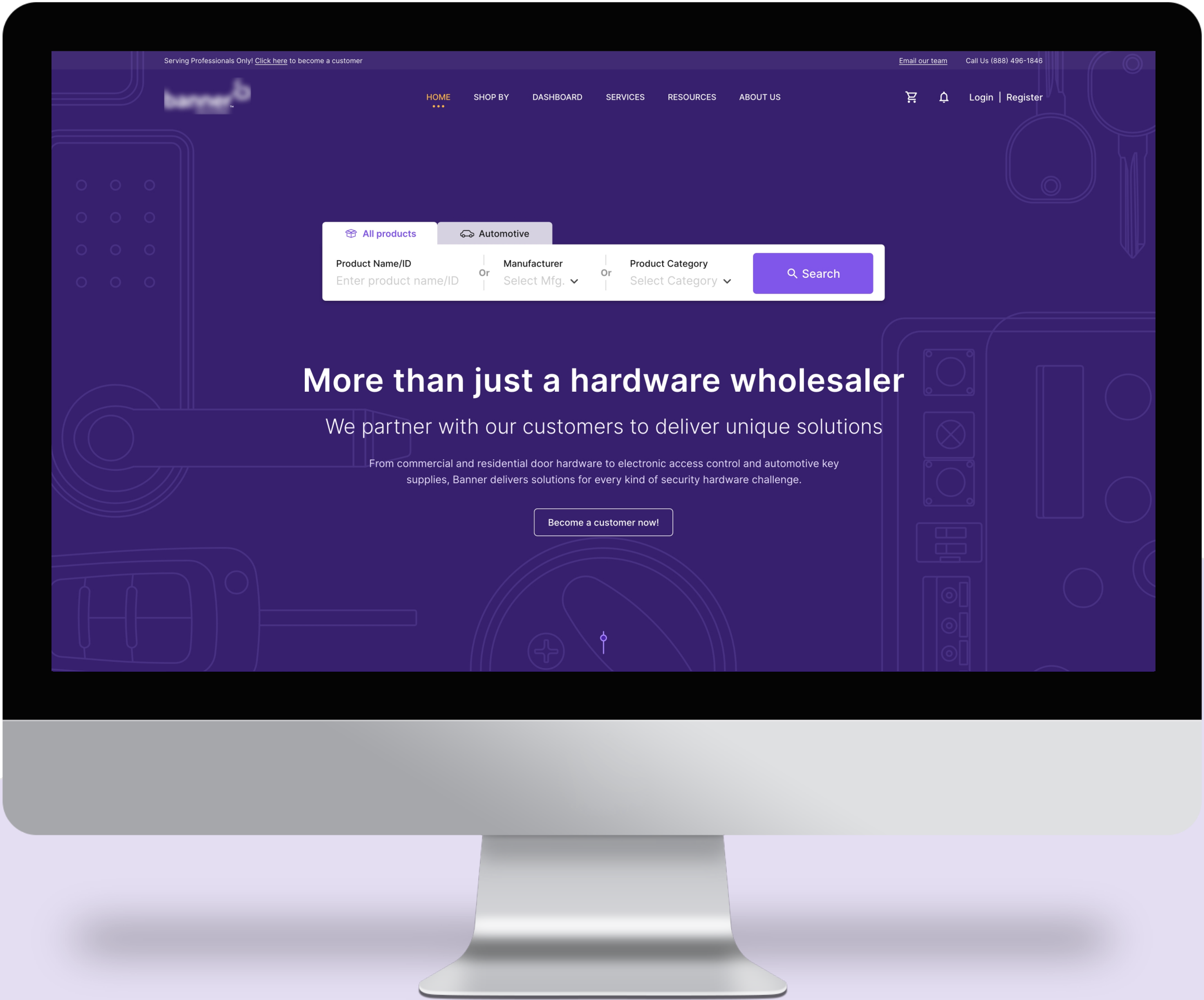


Digital Reimagination for a wholesale hardware company in the USA

ROLE
UX Research & Design

DURATION
7 weeks

SCREENS
30+



Overview

This project was one of the engagements that I did as a part of TCS Interactive. The aim of this project was to reimagine the company’s (name under NDA) customer experience and enhance their digital footfalls.

Approach

- Company and industry understanding
- Information Architecture study
- Heuristic Evaluation
- Competitor study
- Visual Design Study
- Persona Mapping
- User Journey Mapping
- Understanding process and gaps in different phases
- In-depth study of Locksmith persona
- Gaps consolidation
- To-Be Information Architecture
- Designing Hero Journey 1
- Designing Hero Journey 2

Role

Role: UX Research and design
Timeline: 3 weeks **research**
4 weeks **design**
Team Mix: 2 UX researcher and designers
3 Visual designers

Challenge

The company was established in 1987, and a huge chunk of the customers are comfortable calling directly the technical associates to gather information about the product and place the order. The challenge was to replicate the ease of information gathering to the online space.

Results

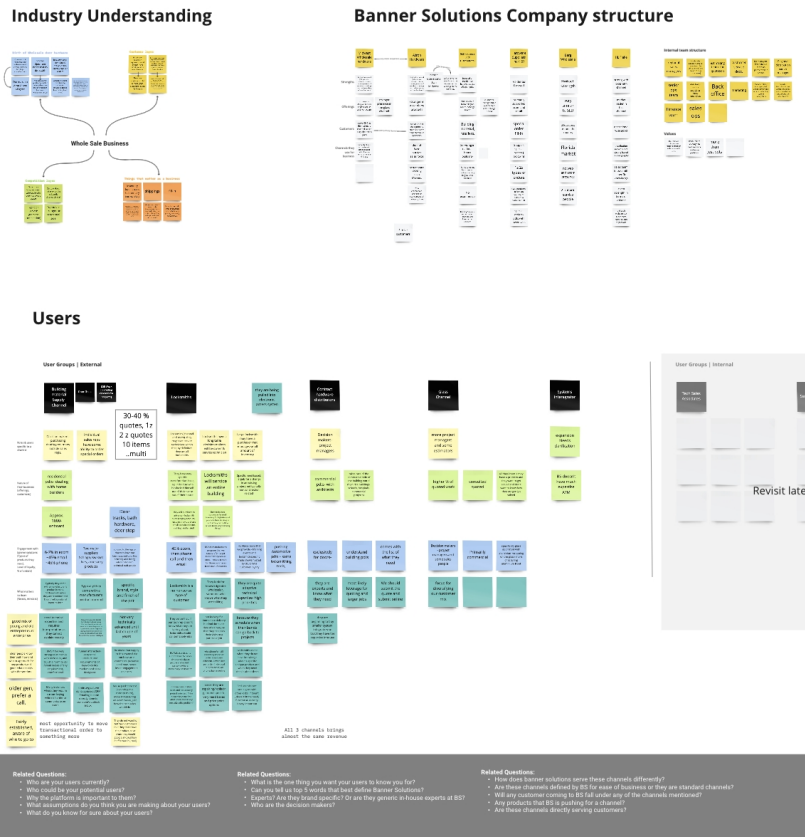
The web platform now takes lesser time to onboard the users which helps them to complete their buying journey quicker. This also enriches the product information gathering phase where we are providing streamlined information on variants, similar products and frequently bought together.

INTUITIVE | PERSONALISED | EMPOWERING

DISCOVER

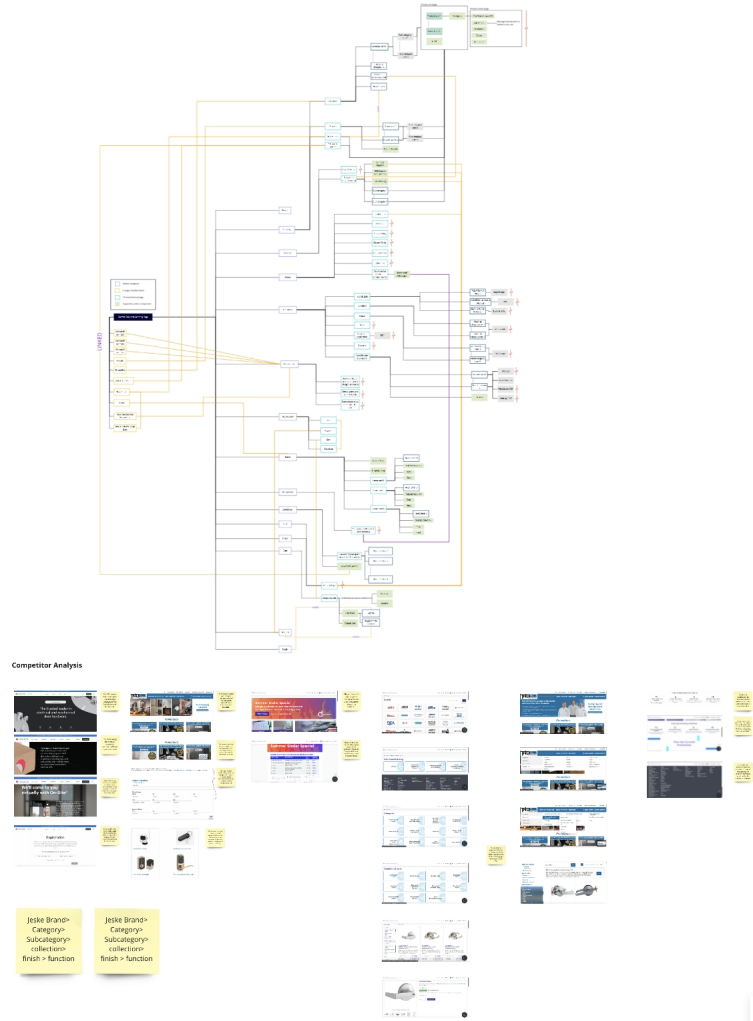
company and industry understanding

Wholesale industry understanding
Company structure
Vision/ Goals/ Business understanding
User understanding



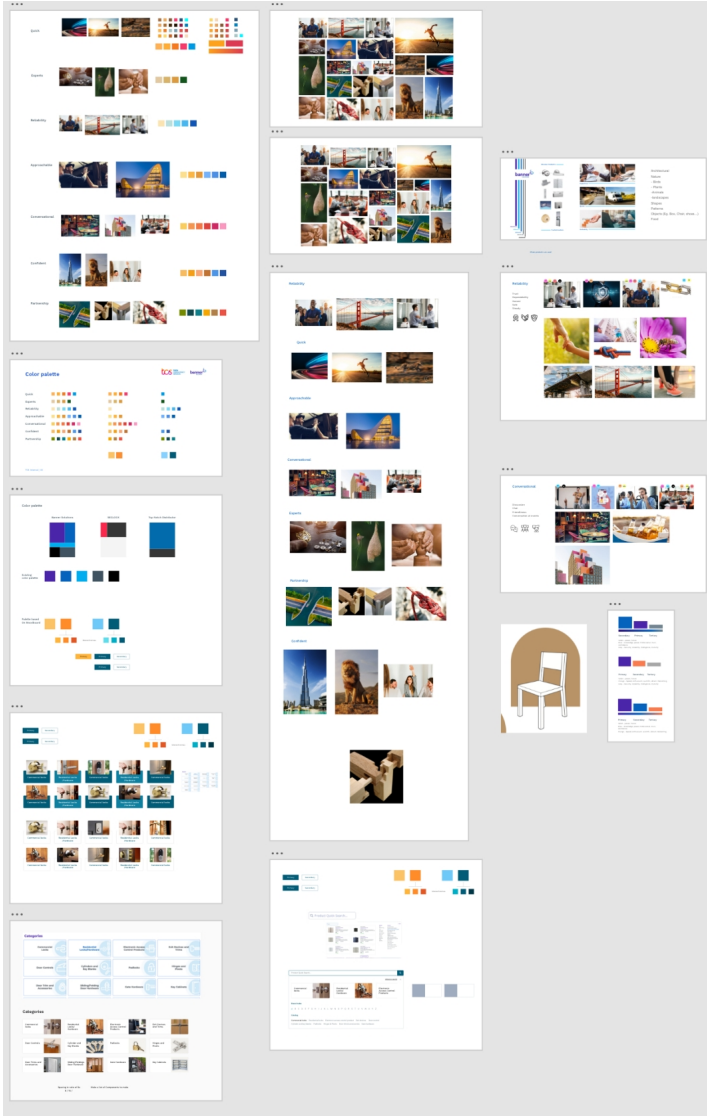
Audit

Information Architecture study
Heuristic Evaluation
Competitor study



Visual Design Study

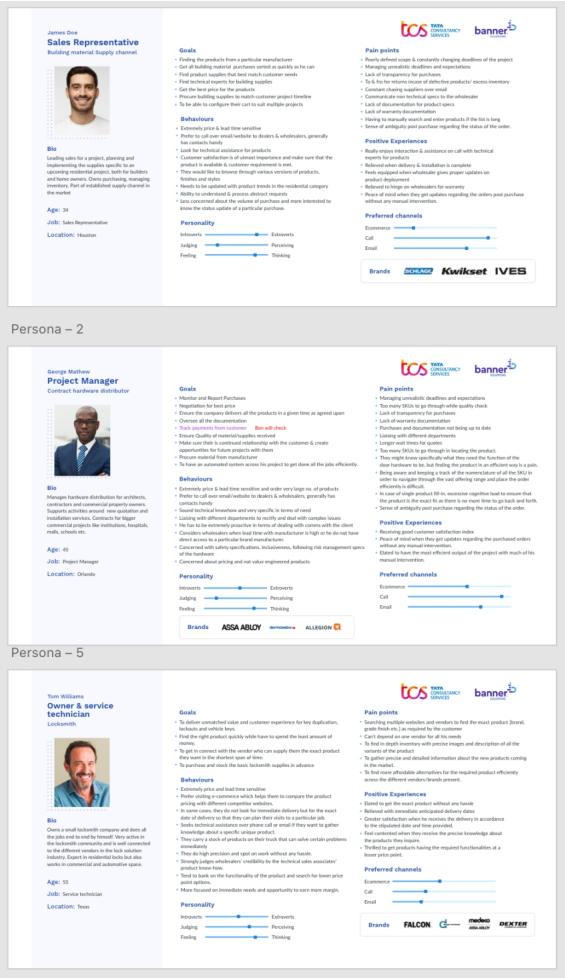
brand study
Moodboard Creation
Colour Palette Extraction
Competitor colour study
Colour & Typography Recommendation
Iconography & Components Recommendation



DEFINE

Persona Mapping

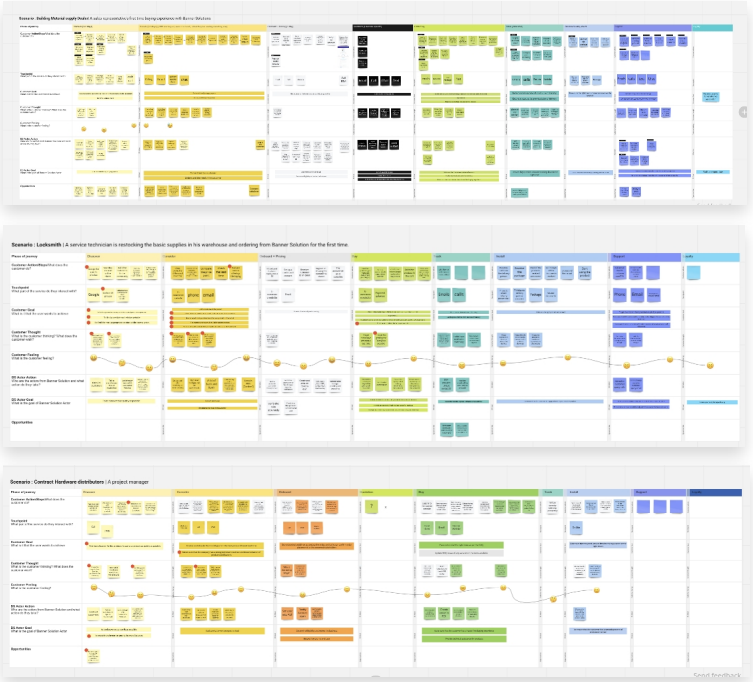
3 persona creation:
Sales Rep, Locksmith,
Project Manager



DISCOVER

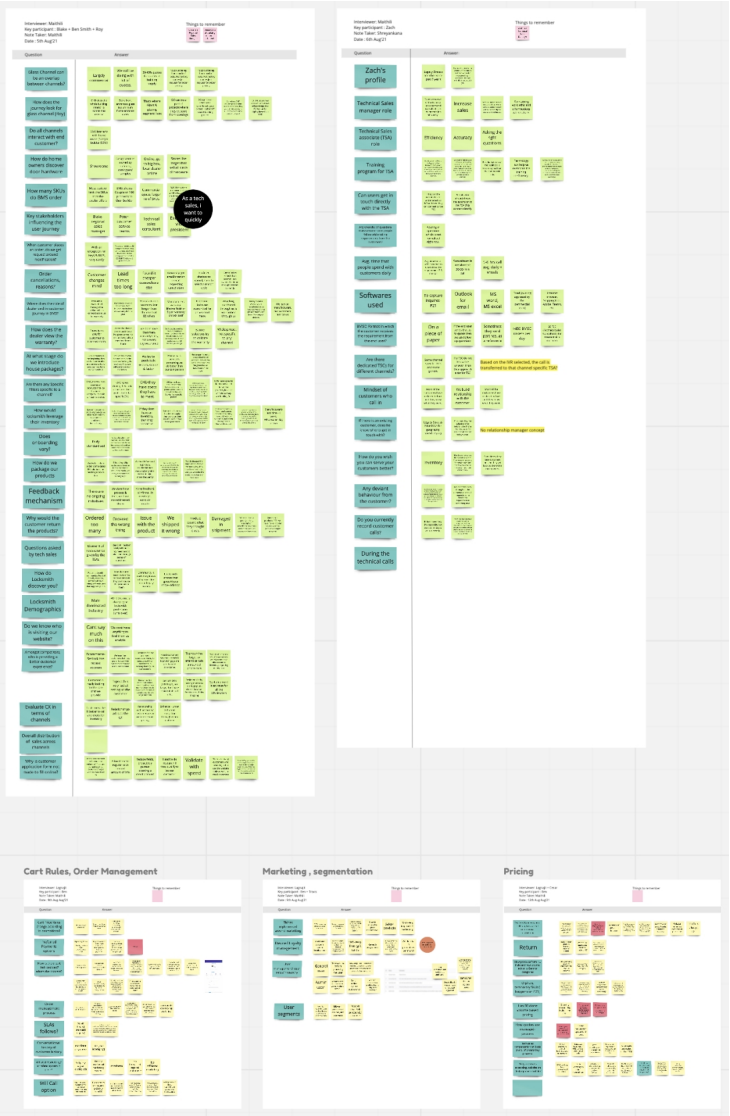
User Journey Mapping

3 user journey creation:
Building Material supply Dealer
Contract Hardware distributors
Locksmith



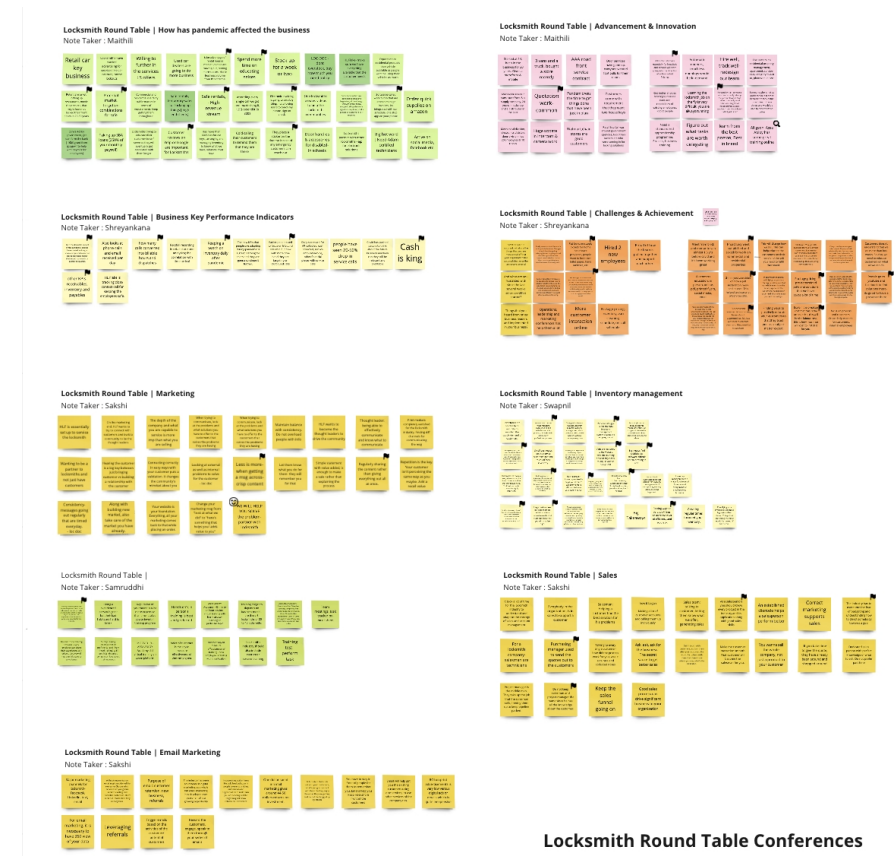
Understanding process and gaps in different phases

2 expert interview from
3 passive note taking session with



In-depth study of Locksmith persona

Interview session with 9 Locksmiths in Round Table Conference



Locksmith Round Table Conferences

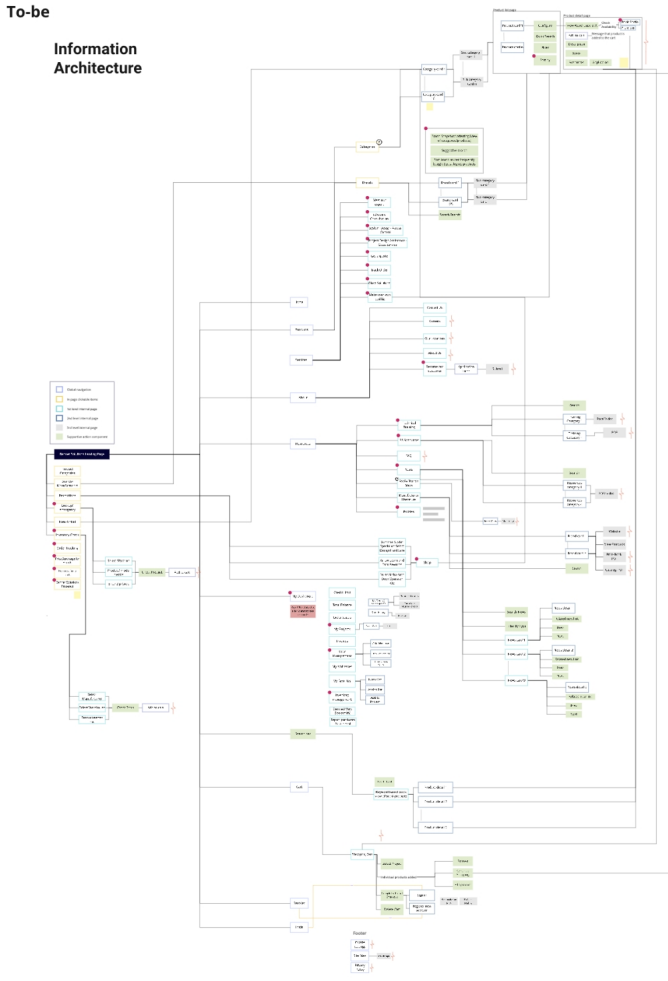
Gaps consolidation

Affinity mapping of all the gaps identified



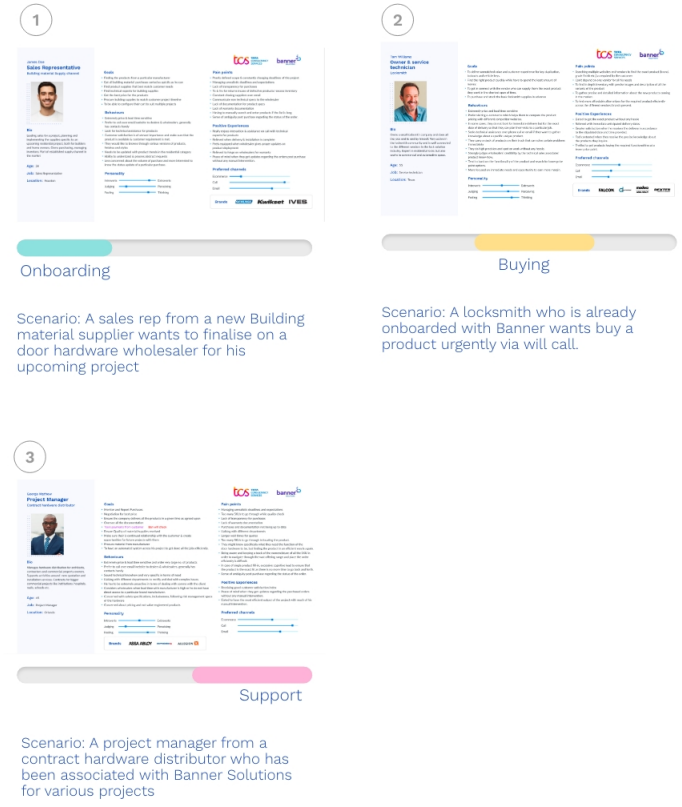
To-Be Information Architecture

New website structure ideation with added features



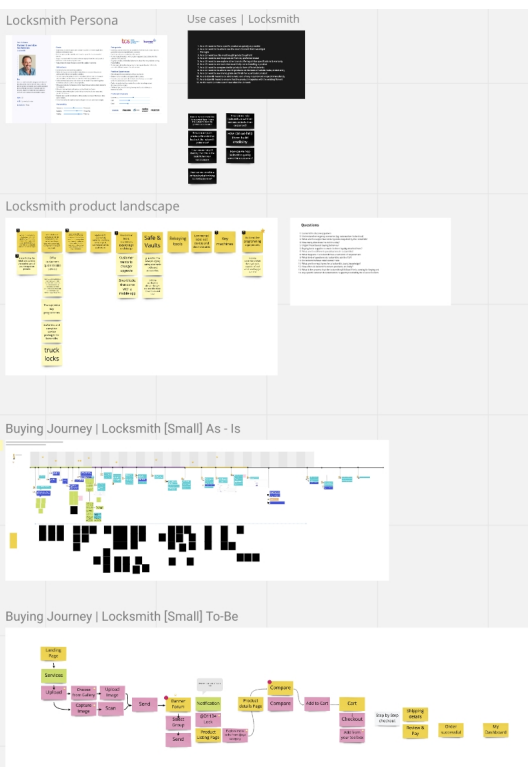
Way ahead Hero Journeys finalisation

Finalising on 2 hero journeys that has to be taken forward



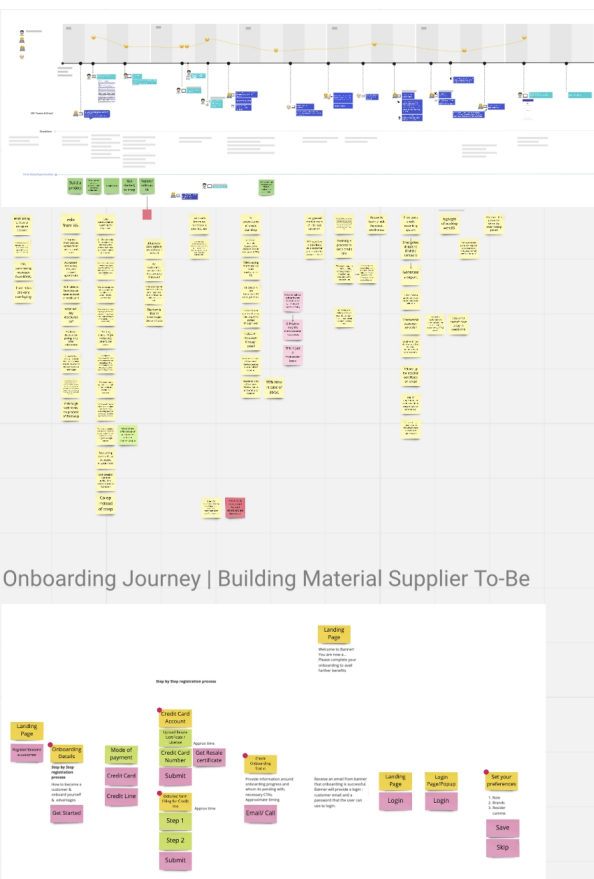
Hero Journey 1

Process map
Gap analysis
Ideation
Wireframe
Visual Design




Hero Journey 2

Process map
Gap analysis
Ideation
Wireframe
Visual Design



Design validation

Discussions with  Team

Due to the confidentiality of the project, let's connect in person to discuss this in detail.

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