UX CASE STUDY

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Brook Furniture Rental

Mobile 1st design, improved navigation, find & shop, cart & checkout experiences increased conversion immediately

ABOUT

Brook furniture is a furniture rental company serve consumers and businesses with a temporary furniture solution nationwide. Their online conversion rate was around 2-5% and they had a very busy call center to make up what their eCom site couldn't. The project goal was to increase online conversion via UX improvements and stay competitive with in their industry.

ROLE

Principal UX/UI Designer

UX

CHALLENGE

Every time I start a project I'd like to clearly identify the project **Stakeholders, Project Manager, Scrum Master, Product Manager/Owner, UXA's, UX/Creative Designers, UI/Front End & Back End Developers, QA**'s. Every one was trying to do the UX, being Creative Director and the experience, site was pretty much run like whomever came up with an idea they were asking dev to code and launch it.

IDENTIFYING THE TEAM

NO DEFINED STAKE HOLDERS
Every one in the company was a Stake Holder and I identified who should be the Stake Holders by interviewing few executives and the to begin with and told them what their roles were and what were not.

NO PROJECT MANAGER / AGILE COACH / SCRUM MASTER
These roles were missing in the house and they didn't have a budget for it. Since I have years of experience and wearing this hat few times in the past with my UX role I announced my self as an Agile Coach and The Scrum Master along with my UX Duties

NO UI DESIGNER/CREATIVE DESIGNER
There was no trace of a Creative Direction or Designers to take on the UX/UI Design practices in house and everything was run by who thinks what colors, fonts or images will be used and where on the site. There was also no budget for this role and I also assumed myself as a Creative Designer and take on creating the Style Guide after the initial few sprints.

SETTING UP A PROCESS

NO PROCESS
After talking to few folks running the project I found out that project was running without an established process. It was not waterfall where design is all signed off and developers are working on to meet a deadline set for nor it was Agile where project has a roadmap and sprints are all created via sprint planing. No Epics, Stories, Functionals identified and prioritized.

I introduced Agile/Scrum methodology to every one after identifying the team and initially set up two week sprints and explained how we will I run the Scrum as a Scrum Master and create a road map, sprint planning, host story grooming sessions and so on so forth.

I educated the team as fast as possible with Agile/Scrum methodology and set the expectations with every one on brainstorming session, epics, stories, functionals, road map, sprint planing and story grooming, how UX will be working on n-1th sprint while dev will be working on the nth and QA will do n or n+1 and ability to change the sprint to 3 weeks when load is greater than a typical sprint.

PROCESS

Stakeholder Interviews → Competitive Heuristics → User Interviews → Persona & UsrJourney → Interactive Concepts → Usability Testing → Iterate Design → Deliver
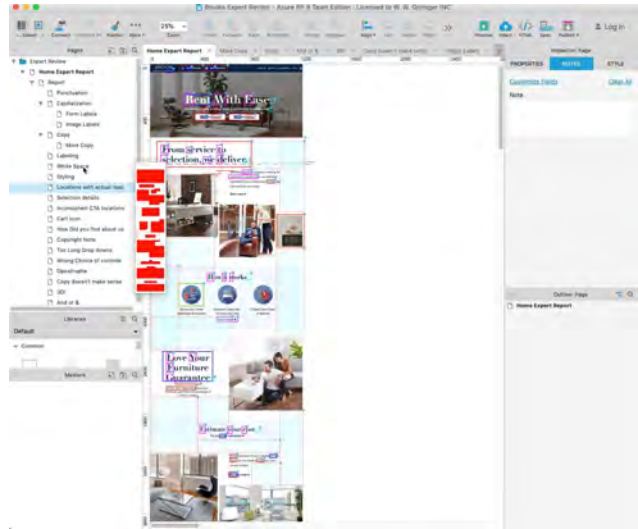
DISCOVERY

STAKEHOLDER INTERVIEWS
After all Stakeholder Interviews initiated to better understand whats working, whats not, who are their competitors and what are their wishes and their motivations, etc.

USER RESEARCH
Interviewed 5 B2B users and 5 B2B users and I gather the notes I've taken for each participant and write down the different pain points, motivations, goals, needs and tasks on Post-its and put them in relevant groups (all the pain points from all the participants go in one group, all the motivations go in another.

ANALYZING EXISTING STATE

WHATS WORKING & WHATS NOT
I ran heuristic analysis and along with 10 heuristic issues I also documented the existing site map and other issues I encountered like and aesthetic and copy analysis and discovered style issues, copy issues, bad usage of white space, copy issues, pattern issues, color and font style issues, accessibility issues and compiled an annotated document and shared with the team
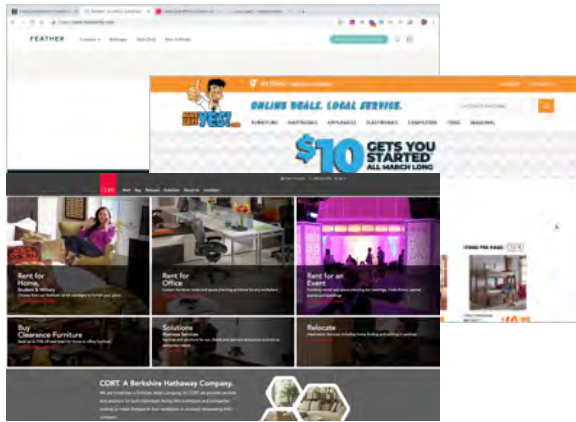

NEW ROLE

Principal UX Architect
Agile Coach,
Scrum Master
UI Designer
Copy Writer

COMPETITIVE ANALYSIS

UNDERSTAND THE COMPETITION
BFR had 3 strong competitions and I identified and documented their strengths and weaknesses on top 3 key flows. I also documented their visual presentations and rated.

EMPATHIZE

KNOW YOUR USERS CREATE PERSONA
BFR never did a research on their users, though they knew there were business and residential customers. I ran usability test for residential customers as B2B customers needed a deeper research and there was no budget for it.
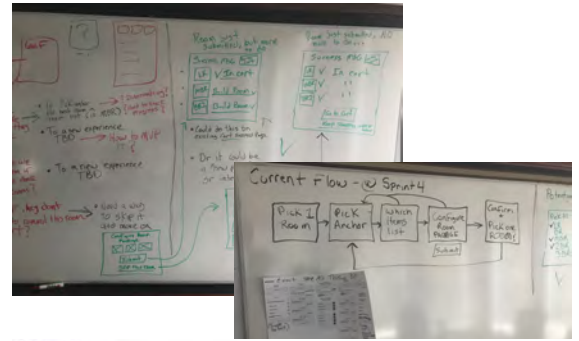

CUSTOMER JOURNEY

After 5 user interviews I had a great idea on who is the "Current" target customer. I also suggested to run this persona and customer journey map each quarter to deliver better results.
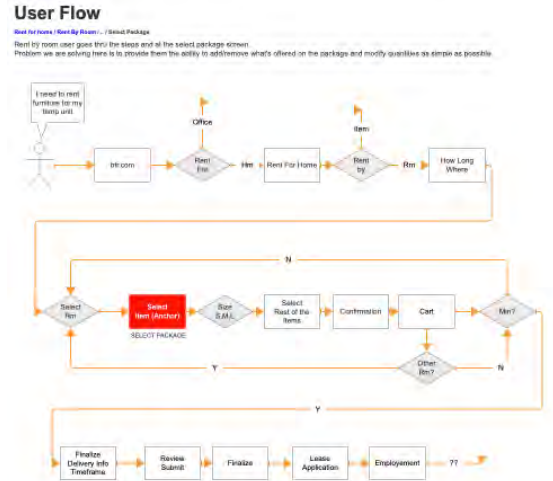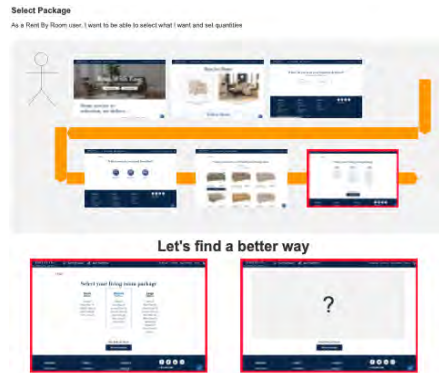
IDEATE
TASK FLOWS

I brought in the team and facilitated few ideation sessions to solve user problems. Existing experience was heavily based on how business operated and **users were not on the front end in consideration at all!**

No customers means no business!
I was continuously approaching the business stake holders via users want to be able to do this and how can you modify your business process to make that happen...

FLOW
DIAGRAMS

All major flows done by Ideation sessions. Great ideas came from everyone.
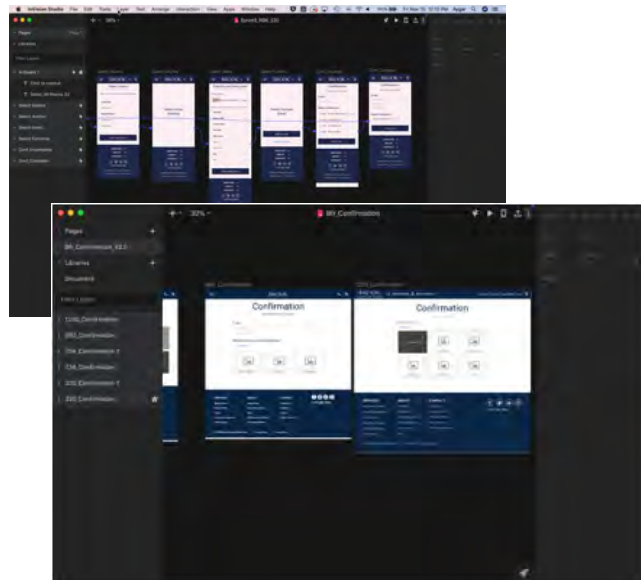

User Flow

EARLY
CONCEPTS
TO
TEST

It's never too early to test main flows with users. There are many solutions to a problem, usability test are the best way to find the most cognitive solution for users and it is MOBILE 1st!
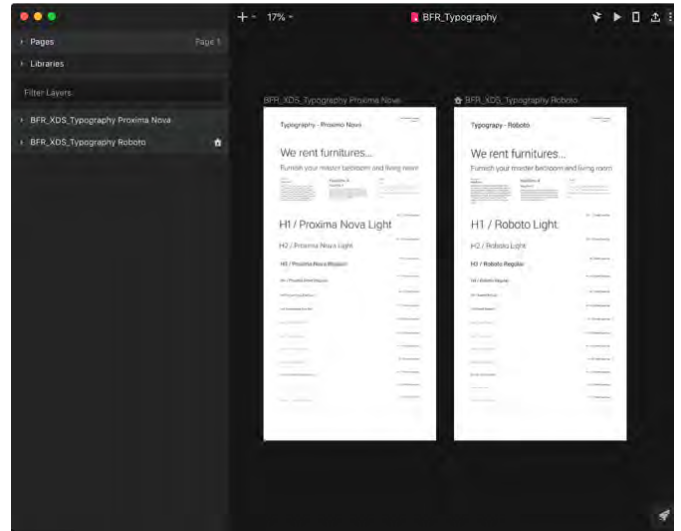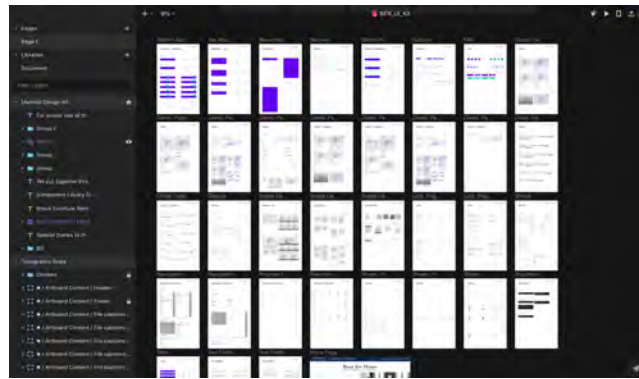

SEMI FIDELITY
COMPS

The choice of tool was InDesign to connect with the developers. I created early style guides and delivered UI's via iteration to gain some time. Surely all major flows are tested with users.

STYLE GUIDES

Started the UI journey already bit but Typography was the major one on creating the XDS for the company
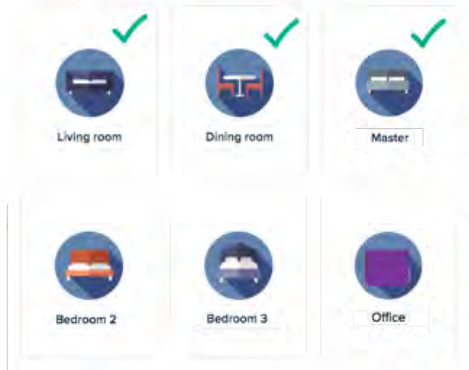

DESIGN SYSTEM

Design system is a must have for any company delivering digital products and services. I completed the design system for BFR as I start building during the design process..

ICON-OGRAPHY

While creating the Design system team requested for me to establish and create iconography as well

BEFORE

AFTER

RESULT

The week we launched the new flows with new designs, we had near 40% jump on the conversion and 60% decrease on calls to customer support.