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UX CASE STUDY

Grainger

Improving User Experience adds $2Mil/day Revenue

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ABOUT

Grainger is a business-to-business distributor of near 1Mil products that are used to maintain, repair and operate facilities. More than three million businesses and institutions worldwide rely on Grainger for products such as safety gloves, ladders, motors and janitorial supplies, along with services like inventory management and technical support.
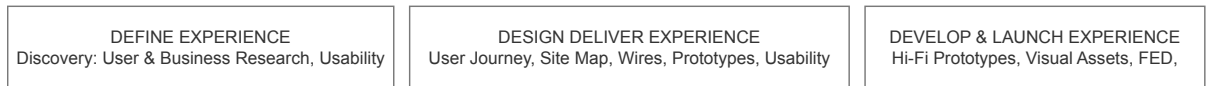
GOAL

Grainger's online revenue was declining and competition was getting stronger.

RESULT

This case study explores how UX improvements provided effective solutions in several areas and produced stellar results, including a boost in staff productivity, an improvement in overall service and $2Million a day added revenue.

PROCESS

DEFINE EXPERIENCE	DESIGN DELIVER EXPERIENCE	DEVELOP & LAUNCH EXPERIENCE
Discovery: User & Business Research, Usability	User Journey, Site Map, Wires, Prototypes, Usability	Hi-Fi Prototypes, Visual Assets, FED,

Tthere are number of UX practices out there to be used for specific reasons, so this is not an exhaustive representation of a UX process.

RESEARCH

Deep User and Usability Research provide insights about the existing issues?

Heuristic Evaluation

User Research and Usability

Competitive Analysis

Four websites were tested: Fastenal, Grainger, McMaster-Carr, and MSC Direct

Competitive & Comperative Analysis

Several measures were collected to quantify the user experience on the four sites.
Site-level differences were found between the sites but no task-level differences

Online User Experience Results for Each Site
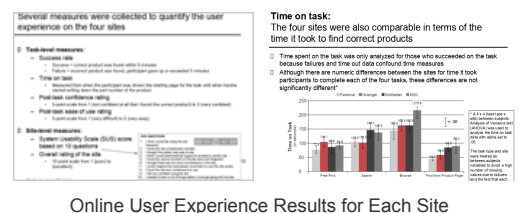
RESEARCH
continued

Who is your customer?
In order for me to create an experience that will yield high returns I really needed to get into their shoes so I understand how they behave, their likes and dislikes, and why they do what they do even to the detail when. So I wanted to nail down the buyer persona using every touch point and data available to me.

Onsite Search RIT
Rapid Iterative Testing
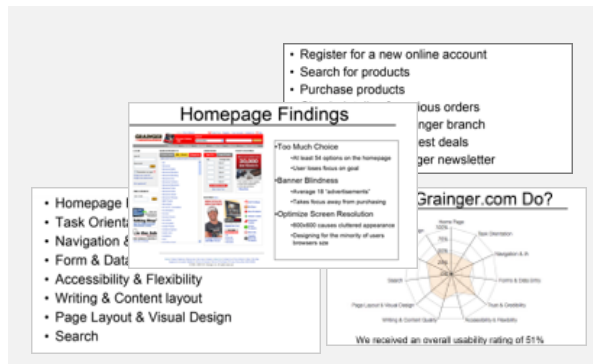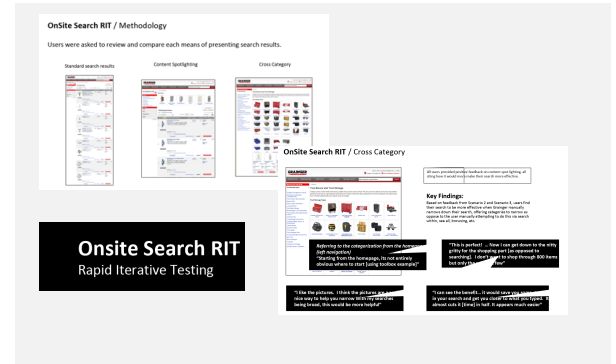
Research findings were loud and clear to why B2B customers were going through a lot to get what they want.

Grainger Features That Worked Well
Grainger Features That Could be Improved
Recommended Areas of Improvement

PERSONAS

Personas are composite archetypes based on behaviors and motivations of real people in the field. represent them throughout the design process. Each persona includes a description of the key functions of each user's role, their critical requirements of the application, and opportunities to address their needs. Scenarios place personas in the real world. They are stories about how each persona can be supported in varied situations and phases of the customer process. They focus on how users accomplish tasks and are used both to construct and illustrate design solutions.

Personas and scenarios are created to test the validity of design ideas and assumptions throughout the entire UX process.


Prioritized Personas Roster & Personas

USER
JOURNEY

Personas: information access modes
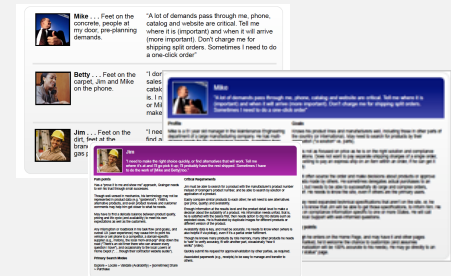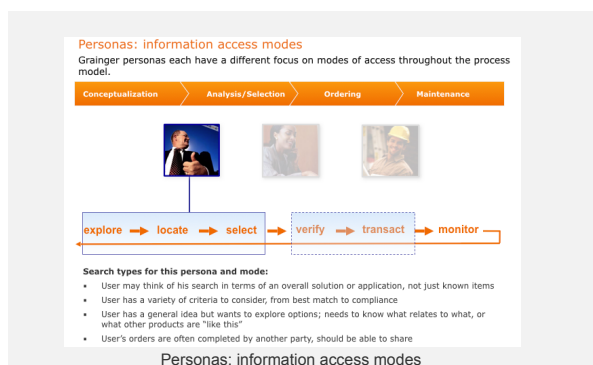
Grainger personas each have a different focus on modes of access throughout the process model.
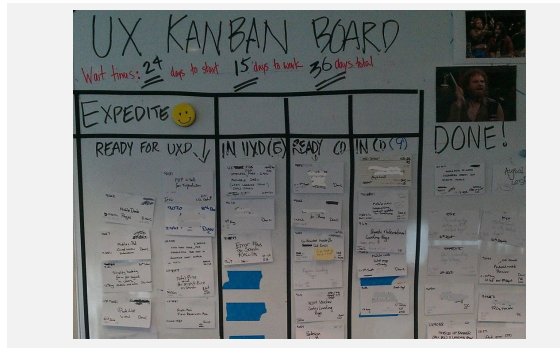
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USER STORIES

Surface key user insights at just the right time via creation of Epics, Stories and Detailed functional requirements as they are brought up during brainstorming sessions and story grooming sessions.
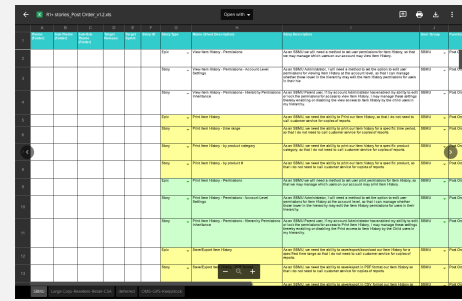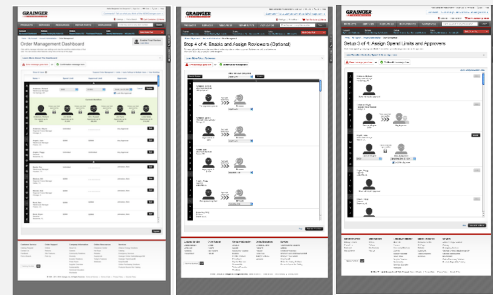

Epics, Stories, Functional Requirements

Kanban Project Board

The KANBAN board created to help team visualize the workflow. Work items are represented as cards that move through different stages of design.
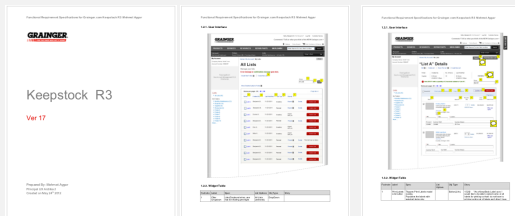
WIRE FRAMES

Order Management System Semi Fidelity Semi Fidelity clickable prototypes created for usability testing.
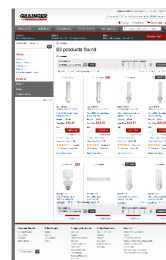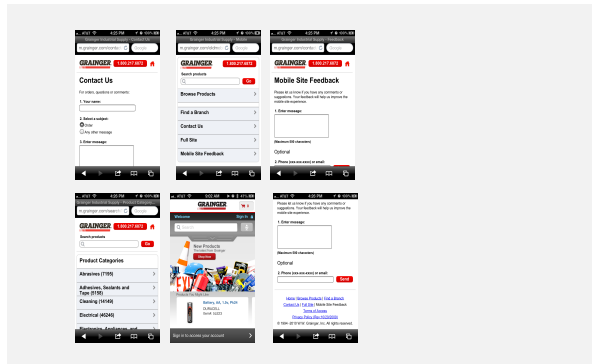

PROTOTYPES

USABILITY TESTING

Keepstock System Semi Fidelity clickable prototypes created for usability testing.

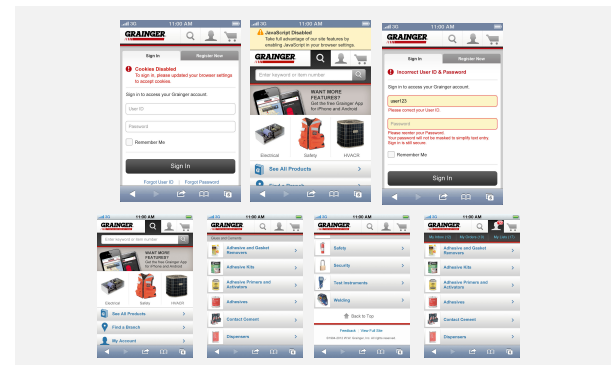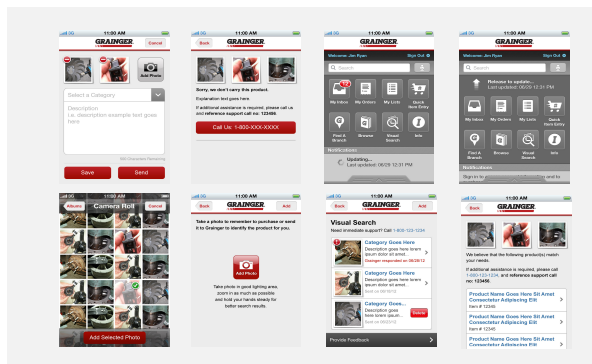Search Results Semi Fidelity clickable prototypes created for usability testing.

AYGAR

Mobile Web Screens

Mobile Native App Screens

iPad Native App Screens