

# Case Study For Gamian Furniture

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Gordon Alphonso

# Project overview



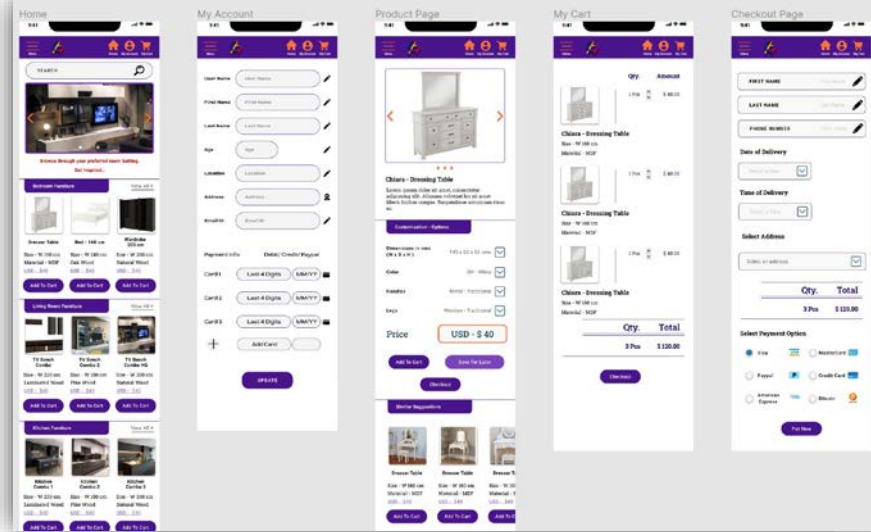
## The product:

This Web Site app is going help customers book and customize their furniture easily and also help them track they delivery stages.



## Project duration:

I have been working on this project for the past 1 month and started working on this project on 10<sup>th</sup> May 2021



# Project overview



## The problem:

The customers were not given any flexible delivery dates and were not able to track their delivery so they could make themselves available when their delivery was made. They also wanted a way to change the appearance of the furniture they bought without having to go to the store to explain what the changes were.



## The goal:

To create an app which would not only give ideas to the customers but also allow them to customize furniture and also track their delivery with flexible delivery dates so that they can arrange for someone to be home when their orders are delivered.

# Project overview



## My role:

My role is to create a design that provides a seamless experience to the customers with features and options that are easy to use and eliminate all the pain points the customers face when using a standard app for ordering furniture.



## Responsibilities:

User Research  
Empathy Maps  
Wireframing  
Prototyping  
Usability study  
Testing early concepts

# Understanding the user

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

# User research: summary



We want to create an app to provide all the services and functions of a store to help customers. We want to make it easy for a customer to order and track their orders add additional services or get information about any product we have. We also want to make it easy for our staff to search for a product easily to gather additional information and help them with the sales in the store.

**We would like to understand the customer pain points when it comes to ordering customized furniture, tracking order delivery or adding additional services and in-app navigation**

# User research: pain points

1

## Pain point

Time Study: How long does it take for a customer to order and customize furniture in the app?

2

## Pain point

Usability: Are Users able to customize the furniture with ease?

3

## Pain point

Awareness: Are the users aware of all the types of products and services and is it easy for them to gather the information?

4

## Pain point

User Error Rates: How Often does the user get stuck when making an order and is it easy for the user to find their way out.

# Persona: Name

## Problem statement:

Chris Woakes is an expatriate and working professional working in Dubai who needs an easy and flexible way to order furniture because hes always waorking and wants to be able to know when to be available when he orders furniture.



## Name

**Age:** Chris Woakes

**Education:** MBA

**Hometown:** Dubai

**Family:** Husband and Father

**Occupation:** Project Manager

"I'm very passionate about my work and personal lifestyle and would like my furniture and home to reflect my personality and lifestyle"

## Goals

- To be able to achieve my dreams and grow in the company I currently work in.
- To provide a better and comfortable life to my wife and son.
- To furnish my home with good functional furniture that can serve our day to day purpose in life.

## Frustrations

- I find it difficult to be home during the week when my order is about to be delivered and they eventually delay because there is not fixed way to track the delivery team.
- I hate to see two or three different people coming to deliver my order when all the items can be sent together in one go.

Chris woakes is a 40 year old expatriate living and working in Dubai along with his wife who also works and his son who is studying in the Gulf British academy. Chris is an outdoors person with a passion for cycling and swimming. He spends over 9 hours at his work and has very little time to follow his passions and interests. As he has moved to a new house and has begun furnishing his new house I would like to be able to track his furniture delivery from the warehouse right up to his door step so he can plan accordingly and be home when the delivery arrives. He would also like a one stop shop where he will be able to design all the various rooms of his house with an easy to use interface weather it is on the phone or on his computer.

# User journey map

When creating the user journey map I was trying to identify all the areas the customer would experience a difficulty in and trying to think of all the important pages that the customer would visit in order to create a relevant journey map.

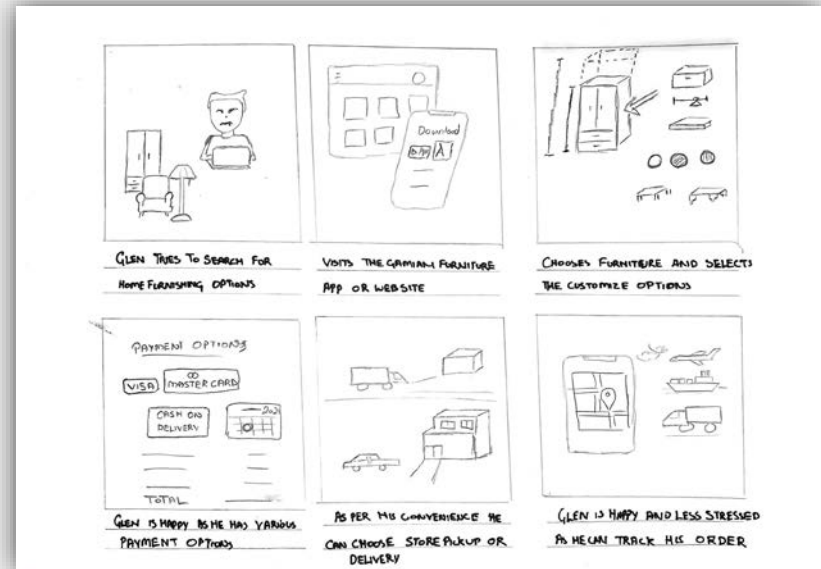
Listing down the different types of tasks involved and trying to understand what the customer would be feeling at the time of using that page.

ACTION	Get the App	Place an order	Confirm and view order	Track Order	Receive Order
TASK LIST	Tasks A. Download the app B. Set up Account C. Confirm personal details and address	Tasks A. Browse through furniture line B. Select the right furniture C. Select type of service for delivery	Tasks A. Enter payment details B. Confirm services and details C. Receive confirmation in e-mail and on phone	Tasks A. Log into app / enter order confirmation number. B. Track Delivery C. Enter last minute comments	Tasks A. Confirm time of delivery based on tracking B. Receive order C. Confirm order is correct.
FEELING ADJECTIVE	Excited and curious to download and use the app.	Curious to discovery the range of products and assess the needs.	Cautious to enter the payment details and confirm the payment method.	Anxious to receive the order and worried if the order will reach on time.	Happy to receive the order and check if everything is in order.
IMPROVEMENT OPPORTUNITIES	Offer option to link discount card with new app to retrieve all details quickly.	Add a saved list that can be used during checkout.	Add a download option to download and save the receipt in case email is not triggered.	Give live tracking notification. And local and intertional tracking.	Provide automated checklist to confirm items have been received.



# Paper wireframes

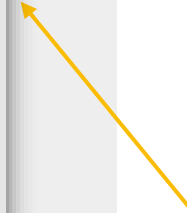
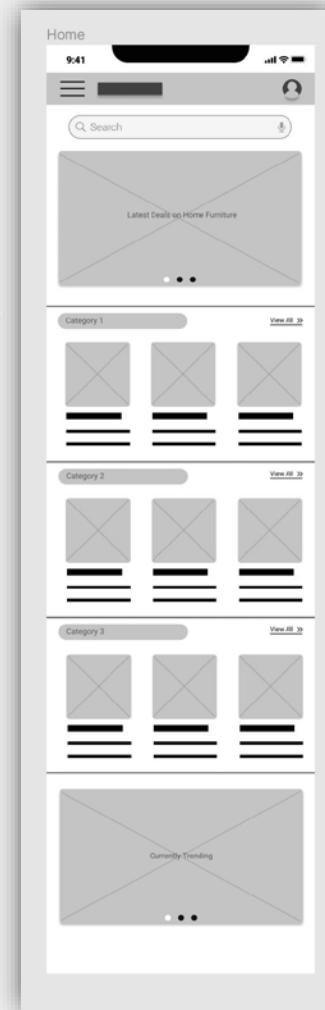
To try and pen down all the steps in the process of selecting and ordering furniture to tracking the order right up to the door step. The main thing was to dot down the main steps in the while process.



# Digital wireframes

To make a fully functional home page that will help the customers see all the site has to offer the moment they get on the first page. Each element should lead the customer to the page that helps the customer with what they want.

Categories of all the products



Slide Show of inspirational ideas so customers do not have to browse through all the products

# Digital wireframes

To give the customer all the options to edit the details on the account page with a fully functional option page.

Log in page with all functions



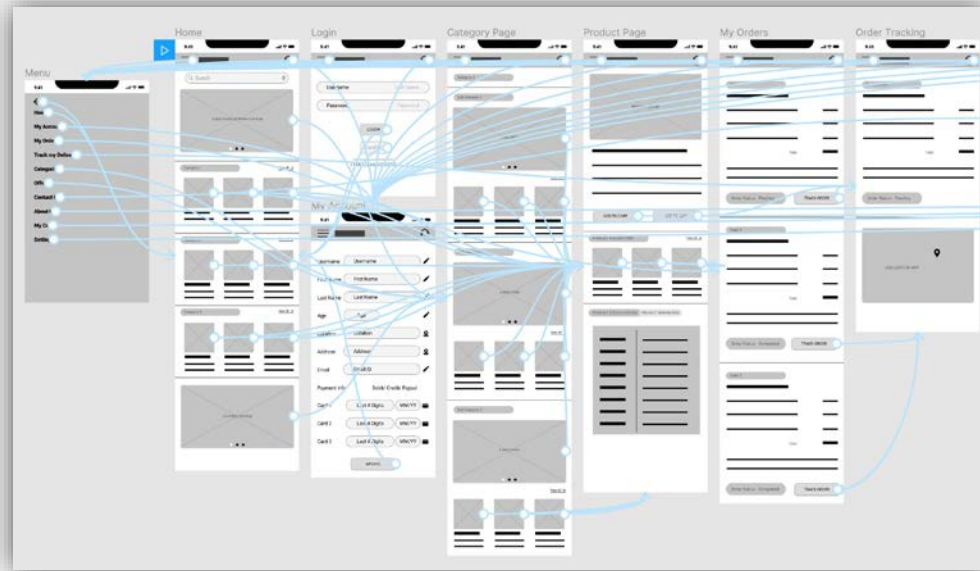
The image displays two mobile application wireframes. The top wireframe is titled 'Login' and features a header with the time '9:41', signal strength, and battery icons. Below the header is a navigation bar with a hamburger menu icon and a profile icon. The main content area contains two input fields: 'Username' (placeholder: User Name) and 'Password' (placeholder: Password). Below these fields are three buttons: 'LOGIN', 'CANCEL', and 'FORGOT PASSWORD'. The bottom wireframe is titled 'My Account' and has the same header and navigation bar. It contains several input fields for user details: 'Username', 'First Name', 'Last Name', 'Age', 'Location', 'Address', and 'Email'. Each of these fields has a small edit icon (a pencil) to its right. Below the 'Email' field is a section titled 'Payment Info' with the sub-header 'Debit/ Credit/ Paypal'. This section contains three rows, each representing a card: 'Card 1', 'Card 2', and 'Card 3'. Each card row has two input fields: 'Last 4 Digits' and 'MM/YY', followed by a card icon. At the bottom of the 'My Account' page is an 'UPDATE' button.

All the options to edit the customer details



# Low-fidelity prototype

<https://www.figma.com/file/lww064w1K9qXiuqofWwvKk/Gamian-Furniture?node-id=0%3A1>



# Usability study: findings

Write a short introduction to the usability studies you conducted and your findings.

## Round 1 findings

- 1 Users needed inspirational ideas
- 2 Needed to navigate easily through the site
- 3 Every page to be designed clearly

## Round 2 findings

- 1 Needed easy access to customization
- 2 Need to track their delivery
- 3 Need to go to any page from the home page

# Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

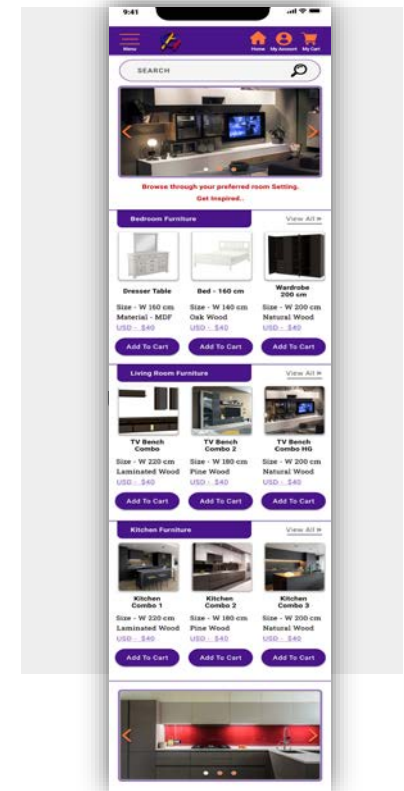
# Mockups

Users needed more inspirational ideas for setting up furniture in their houses. So it was better to add images of room set up with the furniture before the categories and after the categories.

Before usability study



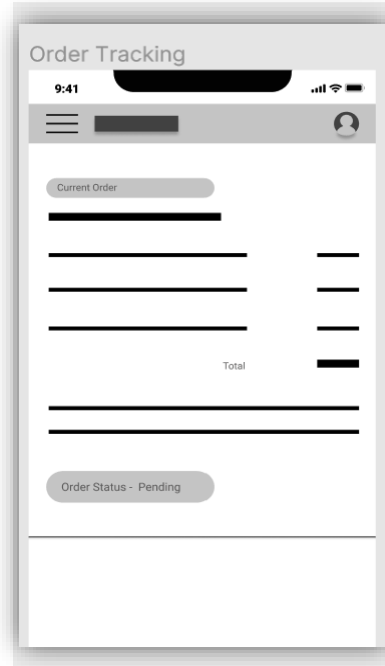
After usability study



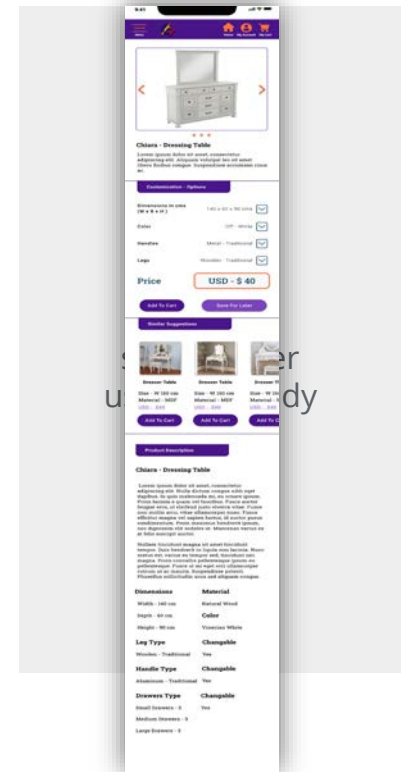
# Mockups

Users needed to see the live location of the order to track instead of just the status of their order.

Before usability study



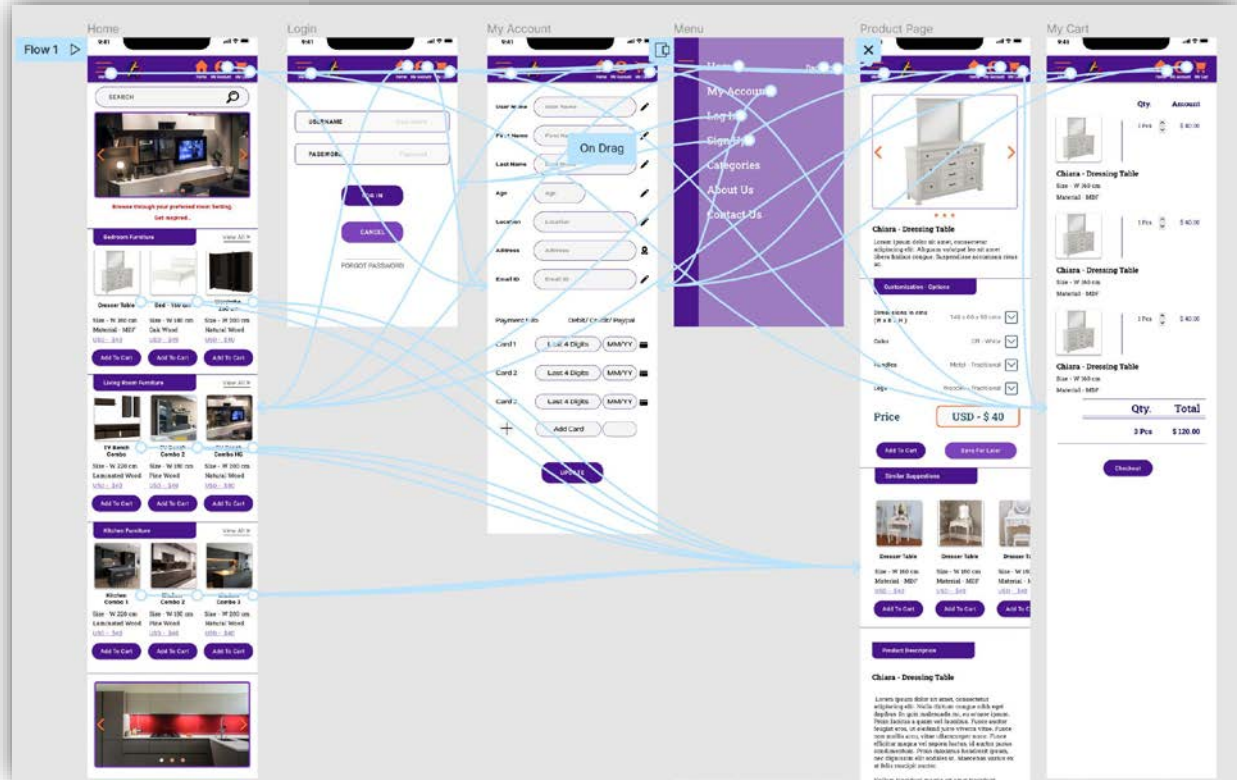
After usability study





# High-fidelity prototype

<https://www.figma.com/file/dEUSaB875OUx8k0LoMQx7i/Gamian-Furniture-Color?node-id=0%3A1>



# Accessibility considerations

1

Insert one to two sentence summaries describing each accessibility consideration applied in your designs.

2

Insert one to two sentence summaries describing each accessibility consideration applied in your designs.

3

Insert one to two sentence summaries describing each accessibility consideration applied in your designs.

# Going forward

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- Takeaways
- Next steps

# Takeaways



## Impact:

The design is made in a way that gives ideas to the customers as to what they need to have and should provide clear options to the customers to customize their furniture. Doing this by making things simple and easy to use. Also providing advance features like live tracking that make it easier for the customers to trust and use the app.



## What I learned:

I understand that you need to look at things from a very wide perspective in order to cover all the aspects of the service. Also to try and utilize every tool available to help make things easier for the customer.

# Next steps

1

To put my findings in the design in order to provide a more complete solution

2

To design a working copy of the design using figma or any other wire framing and UX design software

3

To recheck and study if the new ideas implemented are useful and would be used in the future.

# Let's connect!



You can connect with me through the below ways:

Email: [gordon\\_alphonso@outlook.com](mailto:gordon_alphonso@outlook.com)

Website: <https://ganixalphaz.wixsite.com/mysite>

Prototype: <https://www.figma.com/file/dEUSaB875OUx8k0LoMQx7i/Gamian-Furniture-Color?node-id=0%3A1>

Thank you!