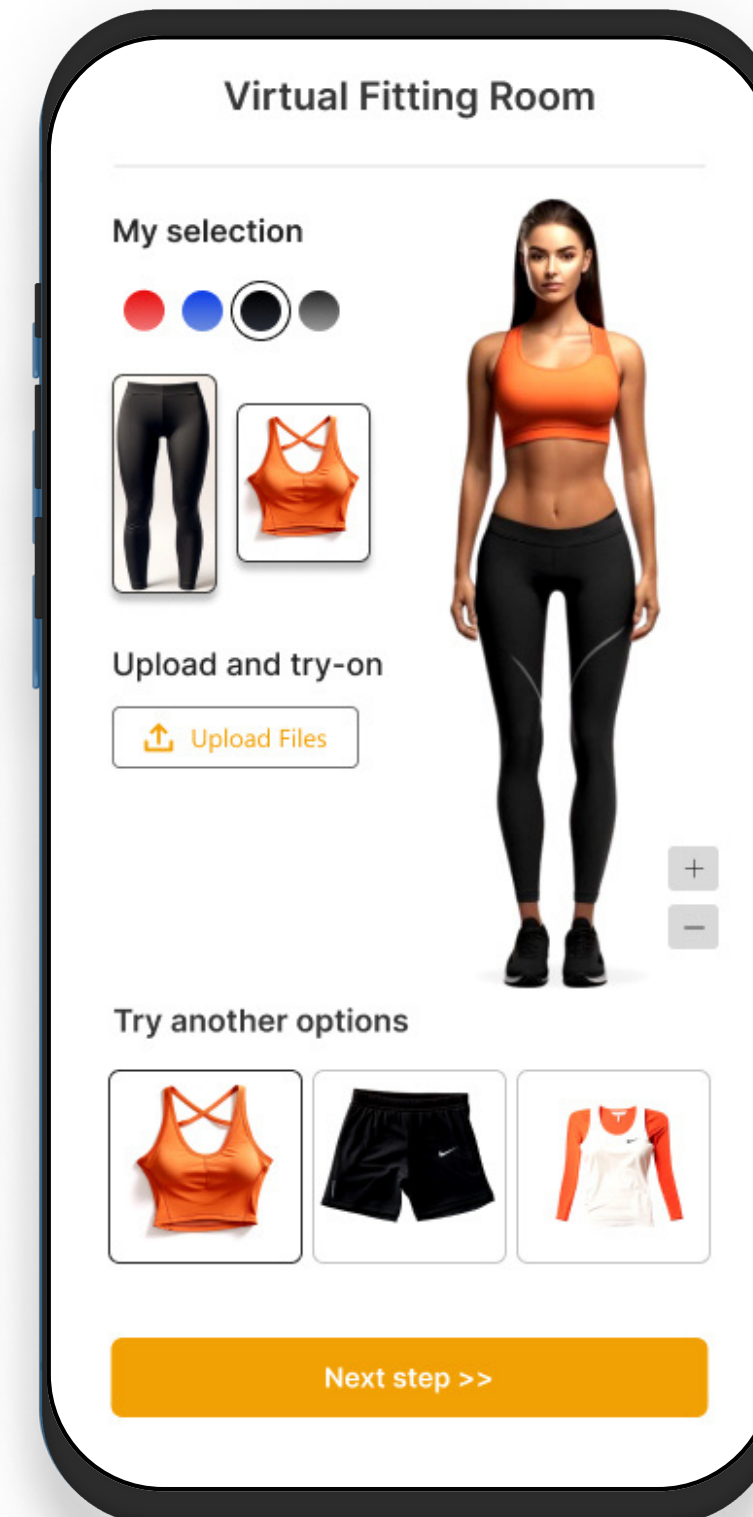


UX DESIGN CASE STUDIE

Virtual Sales Assistant App

Click, Connect, Convert: Redefining Online Shopping.

[Go to the design](#)



POINTS OF INTEREST

01 FIRST CATCH-UP - DESIGN PROCESS

02 USER NEEDS

03 PROBLEM STATEMENT

04 SOLUTIONS

05 HOLISTIC DESIGN OPTIMIZATION

06 HOW IT WORKS

07 USER BENEFITS

08 CONCLUSION/NEXT STEPS



FIRST CATCH-UP



The product

Antelope transforms sportswear shopping, seamlessly blending UX design and CRO. With a virtual sales assistant, AR, and inclusive features, users benefit from personalized, efficient, and inspiring experiences, making online sportswear shopping a convenient, enjoyable, and confidently informed journey.



Project Settings

Duration: 7 days

Tools: Figma, ChatGPT, QoQo (AI)

Target Audience: 16 - 50 years old



My role and why me

This project was a personal project, so I drove the design and execution of Antelope, aligning UX, CRO, and technology.

Chosen for my expertise in UX, CRO, and tech integration, I bring a track record of aligning user experience with business goals. My commitment to innovation and strategic leadership made me the ideal choice for Antelope's success.



What is the quest?

The quest for Antelope was to revolutionize the sportswear shopping experience, seamlessly integrating UX design, CRO strategies, a virtual sales assistant, and AR technology. The mission was to create an app that not only simplifies the buying process but also inspires and engages users throughout their journey.



Milestone

- UX-CRO Integration
- Virtual Sales Assistant Design
- AR Technology Integration
- KPIs and metric strategy
- Iterative Development Phases
- Data-Driven Future Development Roadmap

DESIGN PROCESS: Sprint design



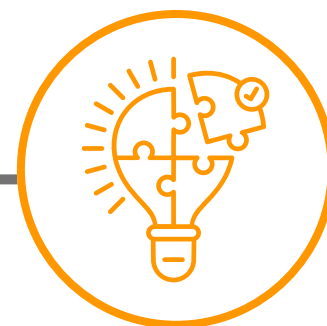
Understand

- Goal and the map Challenge.
- User needs
- User Personas
- User Journey



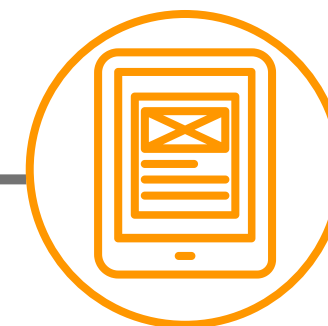
Sketch

- Crazy 8's
- Wireframes



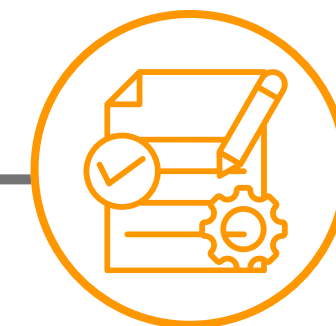
Decide

- Lightning Decision Jam
- Storyboarding
- List of KPIs and metrics



Prototype

- Mockups



Validation

- Usability test
- User Testing Preparation

**Now that you have a basic
understanding of the project...**

Let's start!



User needs



Problem statement



Solution



Holistic design optimization



How it works



User benefits



Conclusion

USER NEEDS

SIMPLIFIED INFORMATION

Users need clear and concise information about the product. Streamline product details to the most relevant and essential information.

PERSONALIZATION AND VISUALIZATION

Users desire a personalized shopping experience that caters to their unique style preferences and requirements also alue the ability to visually assess how sportswear items will look on them before making a purchase, ensuring a confident decision.

INSPIRATION

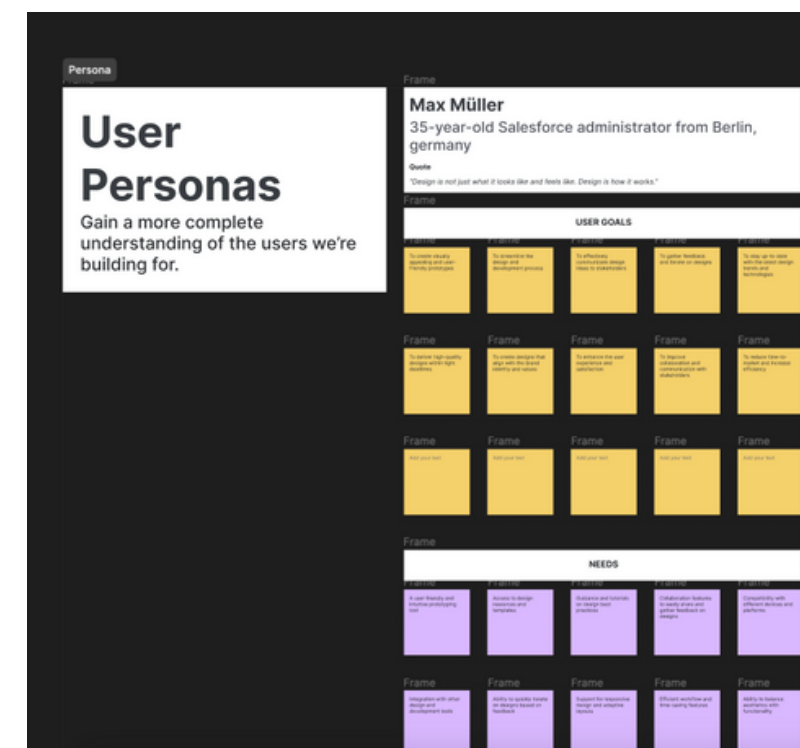
Users want to be inspired in their sportswear choices, looking for recommendations and outfit ideas that align with the latest trends and their personal style.

GUIDED DECISION-MAKING

Implement a user-friendly interface that guides users through the decision-making process, breaking it down into manageable steps.

INSTANT ASSISTANCE

Users value immediate assistance when they have questions or uncertainties about specific clothing items.





User needs



Problem
statement



Solution



Holistic design
optimization



How it works



User
benefits



Conclusion

PROBLEM STATEMENT

INFORMATION OVERLOAD

Users are overwhelmed with excessive information on a single page, making it challenging to focus on key details and make informed decisions.

LACK OF PERSONALIZATION

The existing platforms lack sufficient personalization features, hindering users from discovering sportswear items tailored to their unique preferences.

LIMITED INSPIRATIONAL CONTENT

inspirational content is limited, leaving users without the guidance and suggestions they seek when exploring new sportswear options.

DELAYED INFORMATION

Users face delays in getting answers to their queries, impacting their decision-making process.

FINDINGS

52%

of retailers say that they are unsure of using AR technology in their businesses

despite the growing number of consumers expecting them to. That's why the brands that use augmented reality clothing stand out amongst the competitors and, at the same time, fulfill the expectations of their audience.

53%

A survey by Forrester found

that 53% of online shoppers are likely to abandon their purchase if they can't find quick answers to their questions. (

54%

According to a survey by Bazaarvoice,

54% of online shoppers want to see more visual and video content that showcases products in real life.



User needs



Problem statement



Solution



Holistic design optimization



How it works



User benefits



Conclusion

SOLUTIONS



Progressive Information

Implement a progressive disclosure approach, providing additional details through expandable sections or pop-ups for users who seek more information.



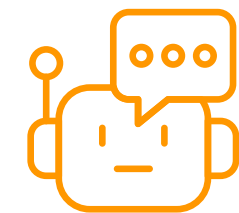
Augmented Reality (AR) Fitting Room with Avatar

Introduce an AR fitting room with personalized avatars for users to virtually try on clothes, enhancing the visualization of how items will fit and look, and what color is the best for them.



Outfit Suggestions

Curate outfit suggestions on product pages, showcasing how the item can be styled with other pieces, creating a complete look.



Deal-Time Chat Support

Integrate a real-time chat support feature for instant assistance, allowing users to get answers to their questions without delays.



User needs



Problem
statement



Solution



Holistic design
optimization



How it works



User
benefits



Conclusion

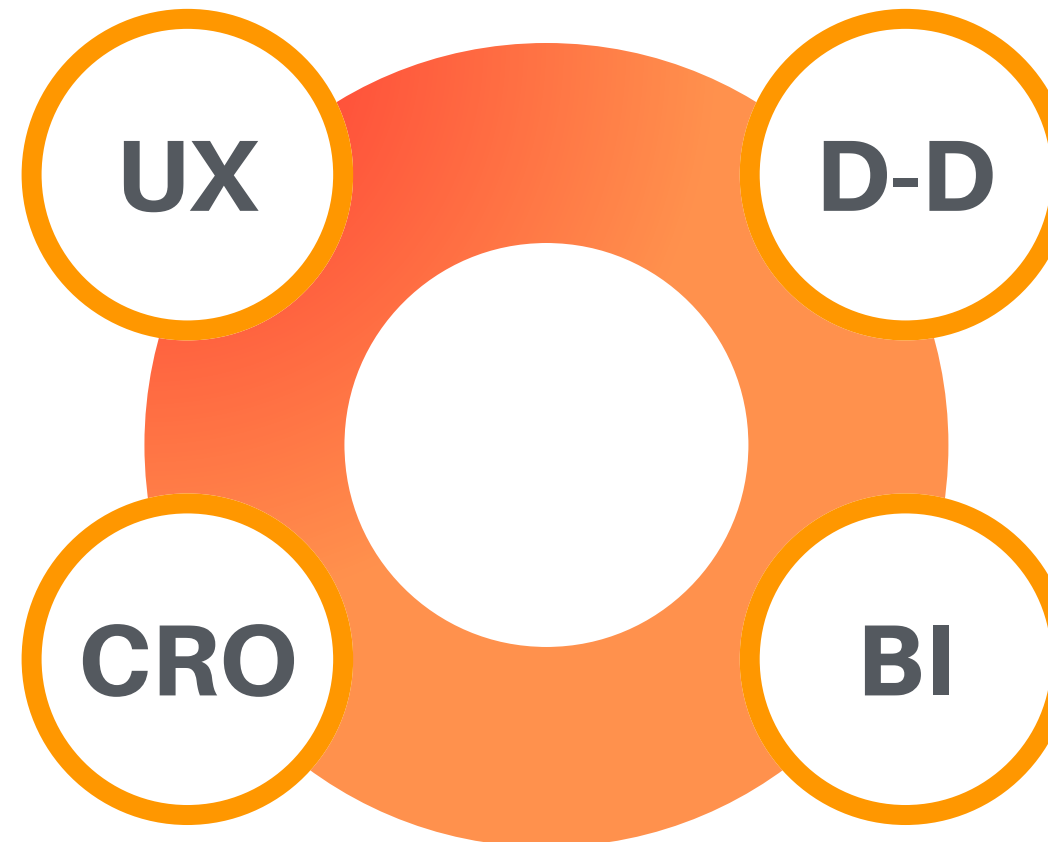
HOLISTIC DESIGN OPTIMIZATION

UX Design (The Core):

- Crafted an Intuitive User Experience: Streamlined interfaces, intuitive navigation.
- Result: Enhanced user satisfaction, improved engagement.

CRO Enhancement:

- Drove Conversions and Reduced Friction: Funnel optimization, streamlined checkout.
- Result: Increased conversion rates, minimized cart abandonment.



Data-Driven Analysis:

- Enabled Continuous Improvement: Utilized A/B testing for feature optimization.
- Result: Informed decision-making, iterative improvements.

Business Impact:

- Aligned Innovation with Strategic Goals: Monitored growth charts, business success metrics.
- Result: Maximized ROI, strategic business expansion.



User needs



Problem statement



Solution



Holistic design optimization



How it works

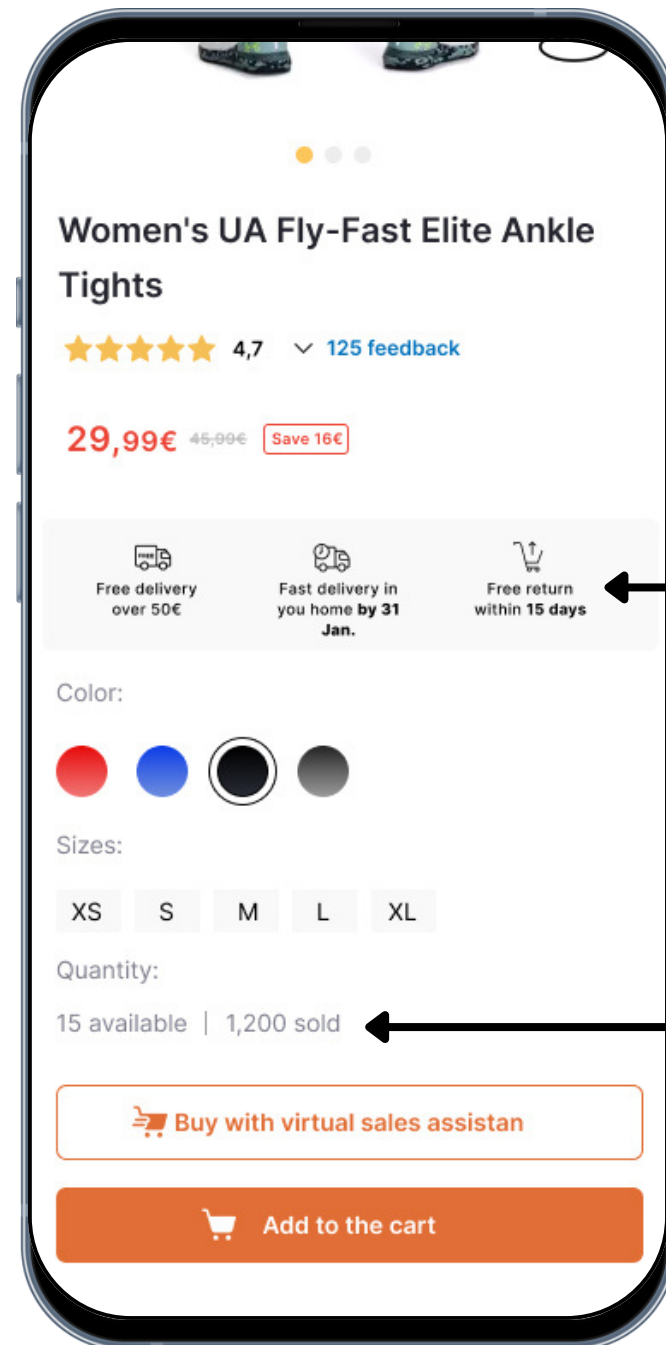


User benefits



Conclusion

HOW IT WORKS - SCREEN 1

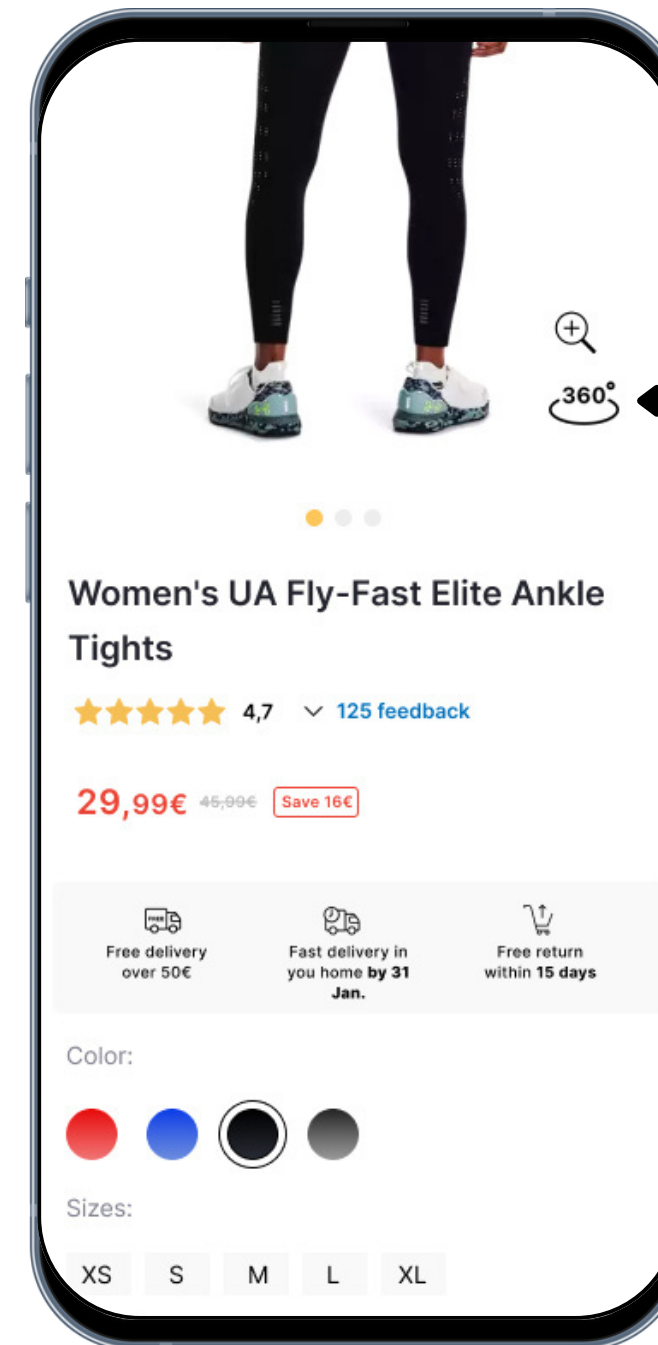


What is important for the users

Highlighting free delivery, expected date, and a 15-day free returns warranty for a seamless and confident shopping experience.

Stock Transparency

Instantly view remaining item quantities. Fostering urgency, aiding swift decisions, and elevating the user experience with exclusive insights.



Immerse experience

Immerse experience for the users with photos, videos, and 360-degree visuals. Elevating your shopping experience with dynamic, engaging content.

Focus points

- UX Design
- CRO
- Analytics
- Business Impact



User needs



Problem
statement



Solution



Holistic design
optimization



How it works

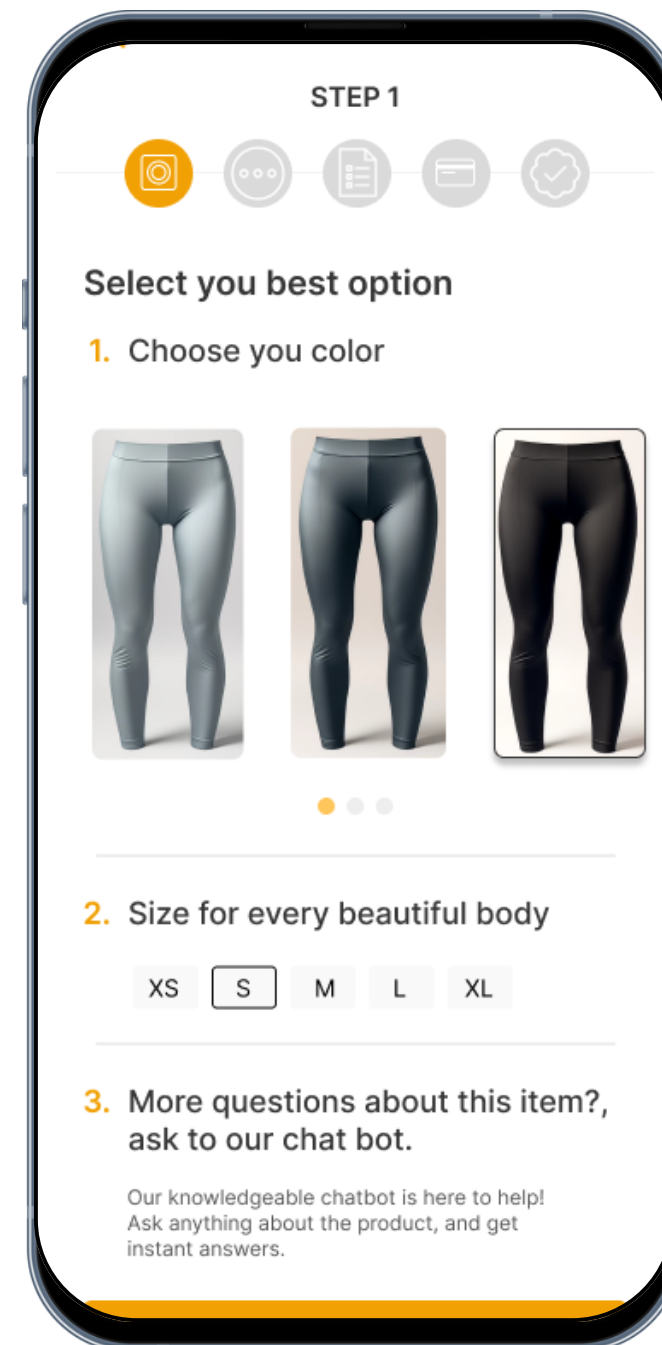


User
benefits



Conclusion

HOW IT WORKS - SCREEN 2



Focus points

- UX Design
- CRO
- Analytics
- Business Impact

● No more imagination about color

Users are tired of seeing the varieties of colors of the garment. Now we will help them to directly visualize the garment in different colors.

● ● Chatbot help you user but your Businesss

The chatbot not only supports users also is a data collection tool, gathering user queries and preferences. This data fuels informed decisions for continuous improvement in user interactions and preferences.



User needs



Problem
statement



Solution



Holistic design
optimization



How it works



User
benefits

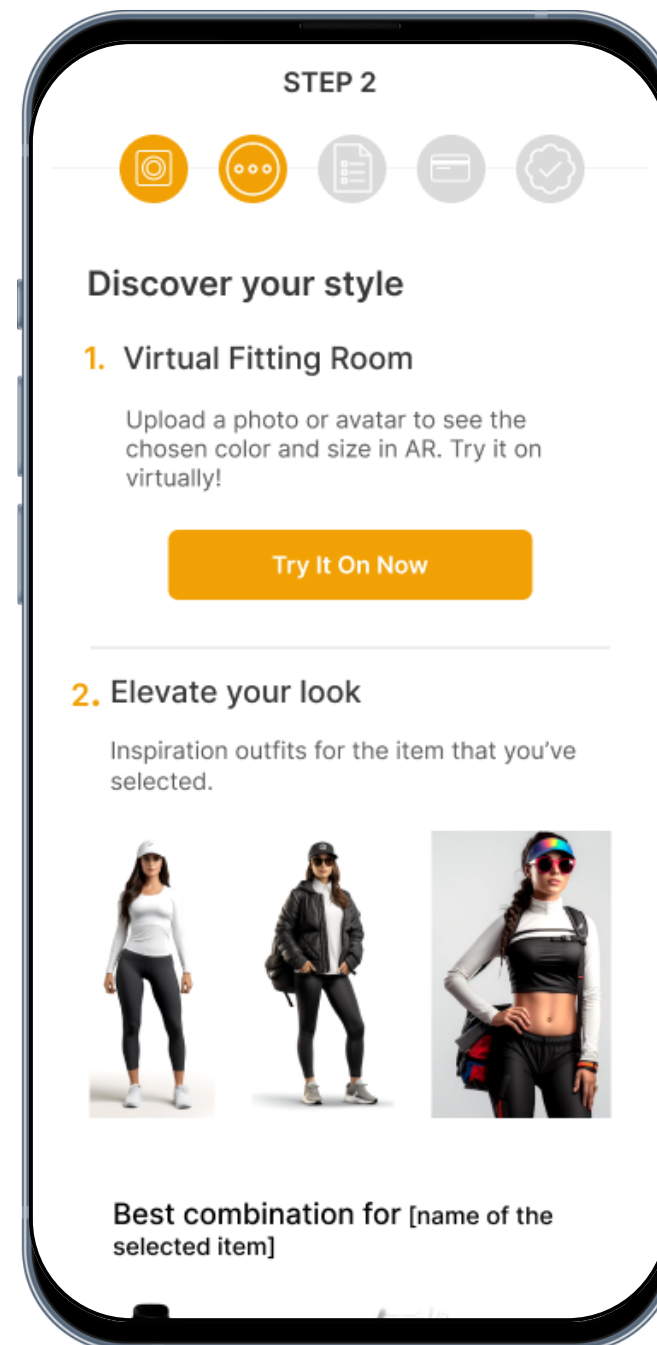


Conclusion

HOW IT WORKS - SCREEN 3

● Track the funnel

Utilizing a wizard facilitates a deeper understanding of the user journey (screen by screen), aiding in the optimization of the conversion funnel and **mitigating cart abandonment rates**.



Focus points

- UX Design
- CRO
- Analytics
- Business Impact

● Virtual Fitting Room: Core UX Transformation

Redefined with a focus on Core UX Design, our Virtual Fitting Room ensures an intuitive, seamless, and engaging shopping experience.

● ● Inspiration Hub: CRO Elevation

Increases conversion by offering customers inspiration that gives them another reason to buy the product, creating cross-selling and therefore **increasing AOV** (Average order value).



User needs



Problem
statement



Solution



Holistic design
optimization



How it works



User
benefits

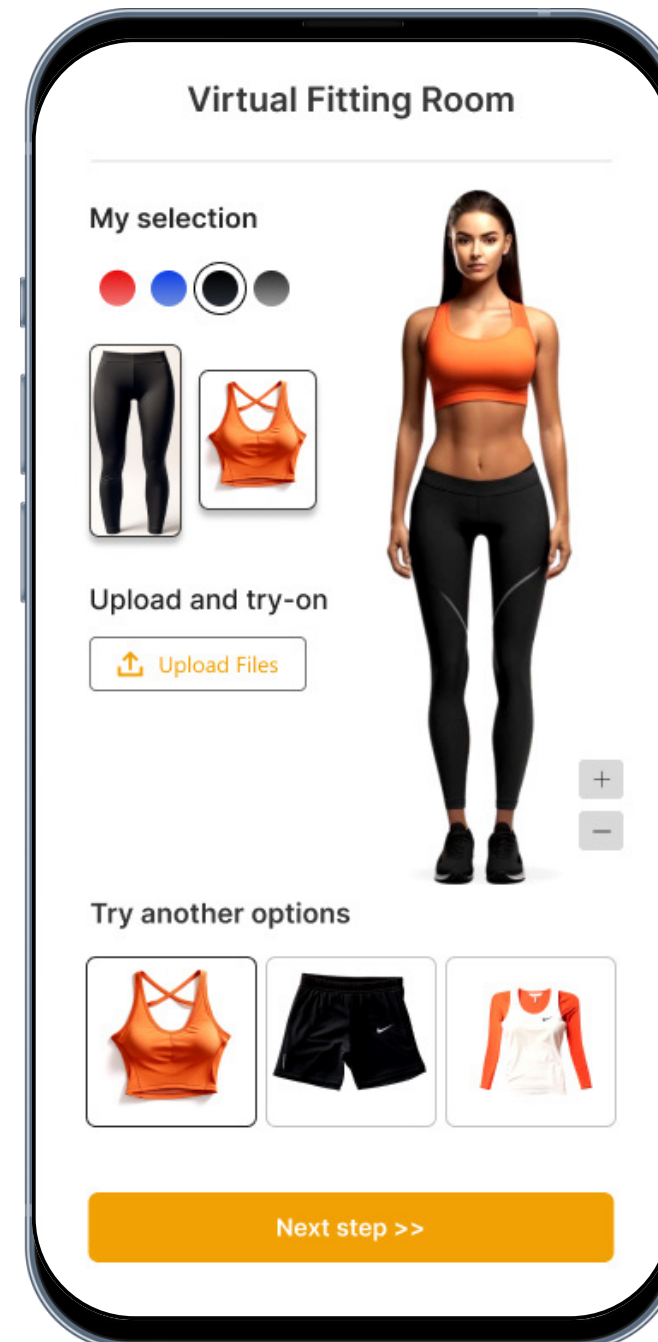


Conclusion

HOW IT WORKS - SCREEN 4

● AR and Avatar Experience: Core UX Transformation

Immerse in an unparalleled AR and Avatar experience, prioritizing Core UX Design for seamless, intuitive, and captivating interactions.



Focus points

- UX Design
- CRO
- Analytics
- Business Impact



[Check the prototype in Figma](#)



● ● Increase the Average order value

Depending on the item selected by the users we will show them items and complements that go best with the outfit. Again we want to increase the AOV (Average Order Value)



User needs



Problem
statement



Solution



Holistic design
optimization



How it works



User
benefits



Conclusion

6 LEVELS USER AND BUSINESS BENEFITS



Personalized Shopping Experience:

- **UX:** Tailored interfaces and recommendations for a personalized journey.
- **CRO:** Increased user engagement and conversion rates through customized experiences.



Streamlined Decision-Making:

- **UX:** Intuitive design and clear information presentation.
- **CRO:** Reduced friction in the purchasing process, leading to quicker decisions.



Effortless Exploration with AR and Avatar:

- **UX:** Immersive AR and Avatar interactions.
- **CRO:** Extended user engagement, encouraging exploration and increasing time on site.



Holistic Data-Driven Enhancements:

- **UX:** Continuous improvement based on user insights.
- **CRO:** Strategic optimization, aligning design decisions with data for maximum impact.



Real-Time Stock and Delivery Information:

- **UX:** Transparent and informative product pages.
- **CRO:** Urgency creation and informed decision-making, minimizing cart abandonment.



Inspiration and Styling Guidance:

- **UX:** Rich multimedia content and inspirational visuals.
- **CRO:** Increased user satisfaction and higher likelihood of adding complementary items to the cart.



User needs



Problem
statement



Solution



Holistic design
optimization



How it works



User
benefits



Conclusion

CONCLUSION

In exploring user needs and competitive analysis, I embarked on a journey to transform the digital landscape. Meticulous collection and evaluation of user data provided me with invaluable insights, unraveling key touch points in the realm of user needs. Prioritizing these needs based on their relevance, feasibility and alignment with project objectives laid the groundwork for impactful decisions, always balancing the user experience with how I could improve conversion, but at the same time provides the best user experience.

NEXT STEPS - TOWARDS CONTINUOUS IMPROVEMENT:

As I embrace these transformative enhancements, my commitment to continuous improvement remains unwavering. The next steps include:

1. User Feedback Integration: Incorporating valuable insights gathered from user feedback sessions.
2. Iterative Refinement: Implementing iterative design enhancements based on A/B testing and ongoing analysis.
3. Strategic Planning: Aligning future developments with strategic business goals for sustained success.
4. Multivariate Testing:
5. Implement multivariate testing to assess multiple variations of key features and determine the most effective design elements.



Thank You

Dafne Hernández Ruiz

CRO & UX Specialist

www.dafne.vitamins-marketing.com

info@vitamins-marketing.com

+49 176 977 388 14 / +34603450098