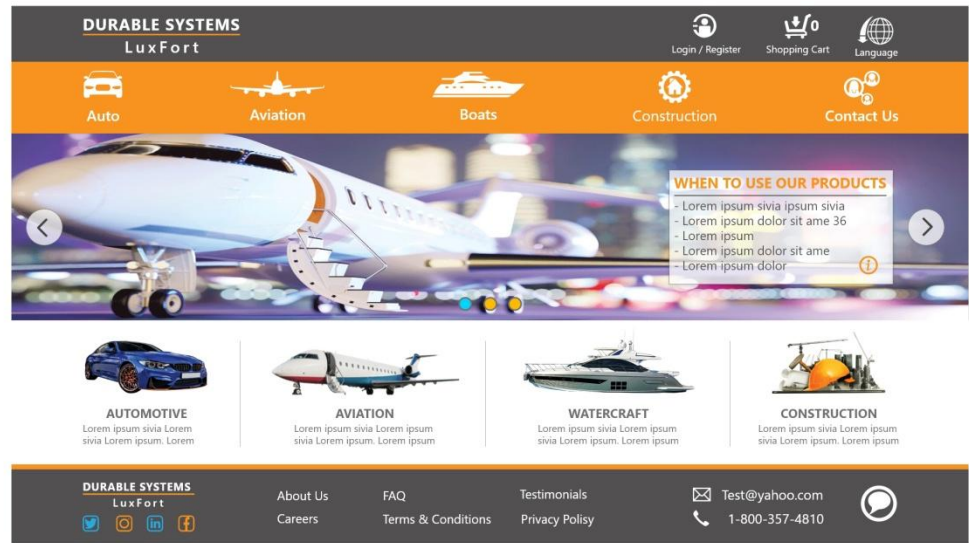


# CASE STUDY

## Desktop and Mobile Apps.

Top Coating Chemical  
Products for Professional Buyers

# Project Overview



## The product:

eCommerce desktop and mobile version website for Professional Buyers of top coating products from small chemical plant.



## Project duration:

December 11, 2021 – January 31, 2022

# Project Overview



## The problem:

Professional Buyers need to have an ability to place an order on their own schedule for the specific product that will be delivered on time, and at the right price as they don't have extra time on verifying product in stock and can't have any delays for this product delivery, as it will affect the production process.



## The goal:

Design Website for Desktop and Mobile versions that allows users conveniently place specific orders with a specific delivery date without additional verification of product/s in stock.

# Project Overview



## My role:

UX designer - designing web and mobile solution for Professional Buyers of top coating products from small chemical plant.



## Responsibilities:

Conduct researches, interviews, paper and digital wireframing, low and high-fidelity prototyping, usability studies (including accessibility regulations), making iterations on design, delivering project to engineering and programming teams.

# Understanding The User



- User research
- Personas
- Problem Statements
- User Journey Maps

# User Research: Summary



I conducted interviews and created empathy maps to understand the users pain points

As a primary targeted user audience identified during conducting research were professional buyers of top coating products for automotive, aviation, watercrafts and construction industries.

The research confirmed our initial assumption about how easy the process of placing an order, and at the same time

we discovered that the time was not the only one of the limiting factors users have, but also order history, different options for order delivery, training videos, and detailed product specifications.

# User Research: Pain Points

1

## Time Limitation

Professional Buyers are lack of time to call or to drive to a supplier to check product availability and place an order/s.

2

## Convenience of order placing

Users need to be able to place an order/s at their convenient time and location with choice of delivery options

3

## Accessibility

Existing platform is lack of assistive technology for placing an order/s

4

## Specifications and Training

Users need to be able to view the product detailed specifications along with training videos of how to use these products at their production facilities.

## Top-Coating Buyers for Auto, Aviation, Watercrafts and Construction Industries

### Problem statement:

Top-Coating Buyers are Busy Professional Buyer, who needs to have an ability to place online order/s on their own schedule for the specific product that will be delivered on time, and at the right price, because they don't extra time on verifying product in stock and can't have any delays for this product delivery, as it will affect the production process.



**Name: Pro-Coating Buyer**

**Age:** 20 yrs of experience  
**Education:** Professional Buyers  
**Hometown:** Detroit  
**Family:** Production Depts.  
**Occupation:** Auto Manufacture

### PERSONA

*"We need to understand if this product/s meet our requariements and if it is a good fit for our production and supply chain"*

#### Goals

- Find a suitable product/s that is a good fit for production needs
- Find a best prices
- Find reliable supplier

#### Frustrations

- Info, Samples and Testers
- Use of additional specific equipment
- Order Placement
- Warranties and Liabilities

As a Pofessioanl Coating/s Buyers, we are looking for a protective coatings for use during production and transortation. Also, we want to make sure, the supplier is a relible company with a high quality product/s.



## Journey Map

Mapping Top Coating Professional Buyers user journey demonstrate how convenient it would be for users to have an access to a Desktop and Mobile versions of the website for order placement.

### Persona: Pro-Coating Buyer

Goal: Insert goal: ability to place an order on my own schedule for the specific product I need at the right price

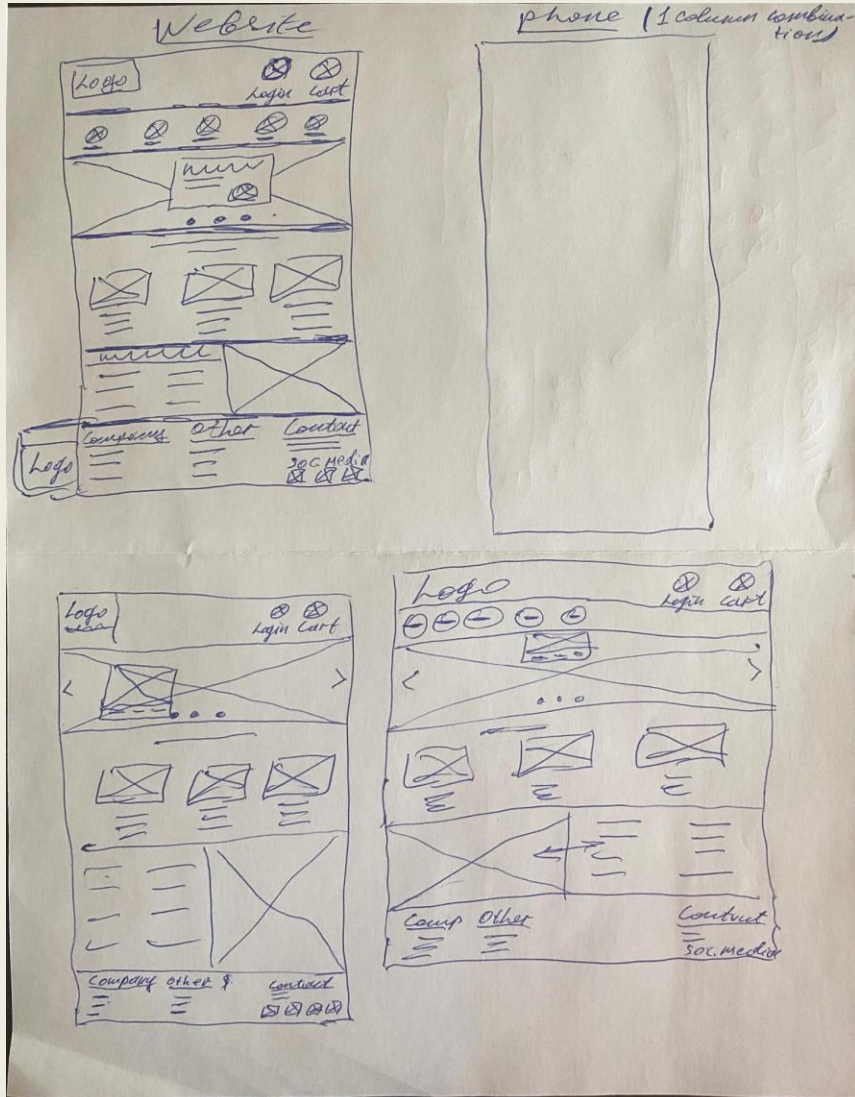
ACTION	Browse a catalog of products	Choose product needed	Contact supplier	Check product availability	Order the product
TASK LIST	<ol style="list-style-type: none"> <li>Browse the catalog of group of products</li> <li>Look up product specs</li> </ol>	<ol style="list-style-type: none"> <li>Search for the product/s</li> <li>Verify Specifications</li> </ol>	<ol style="list-style-type: none"> <li>Call supplier or go online</li> <li>Find contact info</li> <li>Call to confirm shipping timing</li> </ol>	<ol style="list-style-type: none"> <li>Check if product is available</li> </ol>	<ol style="list-style-type: none"> <li>Get a credit card or send the check, or agree for C.O.D</li> <li>Pay for the order</li> <li>Provide shipping address</li> </ol>
FEELING ADJECTIVE	<ol style="list-style-type: none"> <li>Eager</li> <li>Inquisitive</li> </ol>	<ol style="list-style-type: none"> <li>Optimistic</li> <li>Excited (Finally)</li> </ol>	<ol style="list-style-type: none"> <li>Angree, if can't reach on time</li> <li>Exosted from communication</li> </ol>	<ol style="list-style-type: none"> <li>Tired</li> <li>If not in stock, disapointed</li> <li>Trusting</li> </ol>	<ol style="list-style-type: none"> <li>Relieved</li> <li>Satisfied</li> </ol>
IMPROVEMENT OPPORTUNITIES	<ul style="list-style-type: none"> <li>Create filters</li> </ul>	<ul style="list-style-type: none"> <li>Choose qty needed</li> <li>"Add to cart" button</li> </ul>	<ul style="list-style-type: none"> <li>Implement instant messenger</li> </ul>	<ul style="list-style-type: none"> <li>Show on product page number of product in stock</li> </ul>	<ul style="list-style-type: none"> <li>User Registration</li> <li>Create Choice of shipping and delivery time</li> <li>Pay for the order</li> </ul>

# Starting the Design



- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

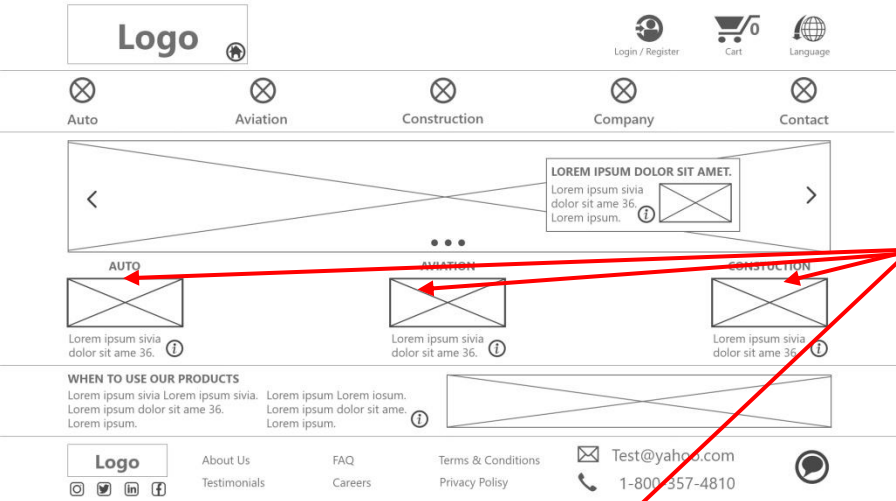
# Paper Wireframes



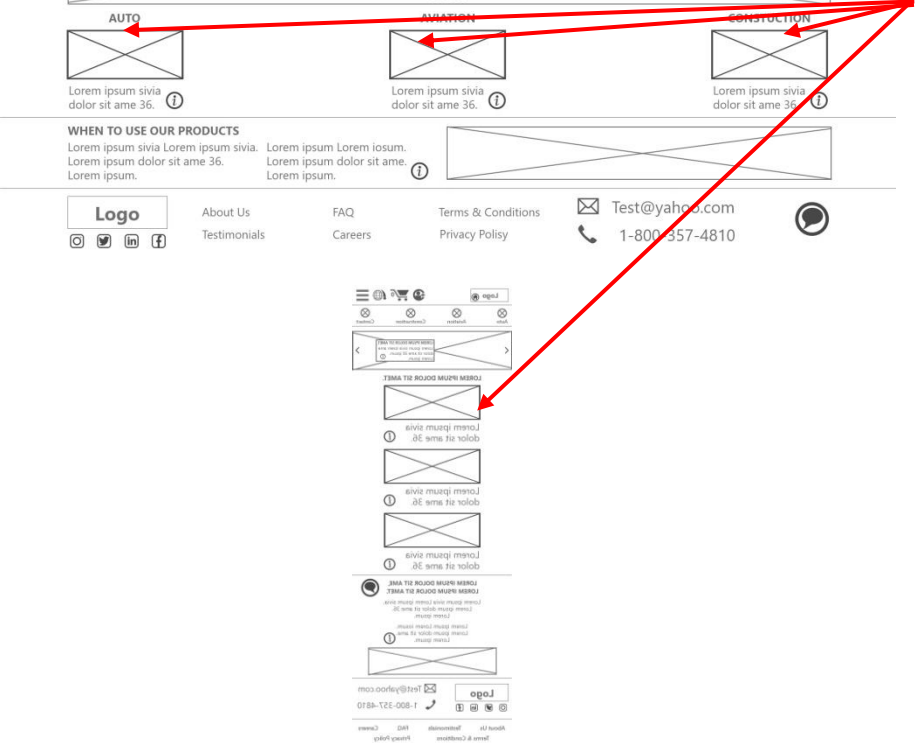
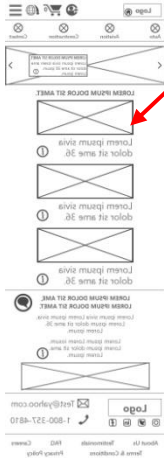
Making some preliminary drafts of each screen of the app on paper ensured that the elements and blocks that made it to digital wireframes will solve the users' pain points. For the home screen, I made a special accent on **main products** to help users save time during order placement.

# Digital Wireframes

As an initial design, I made sure the “home” screen design include well highlighted ordering process start points.



Start points of ordering process



# Digital Wireframes

Easy navigation is one of the key points for users convenience during reservation process.

Easy access to navigation.

The image displays a digital wireframe for the Durable Systems LuxFort website, illustrating the navigation structure across desktop and mobile views. Red arrows point from the text 'Easy access to navigation.' to specific elements in both views.

**Desktop View:**

- Header: Durable Systems LuxFort, Login / Register, Shopping Cart, Language.
- Navigation Bar: Auto, Aviation, Boats, Construction, Contact Us.
- Hero Section: Large image of an airplane with a text box titled 'WHEN TO USE OUR PRODUCTS' containing placeholder text.
- Product Grid: Four categories: AUTOMOTIVE, AVIATION, WATERCRAFT, and CONSTRUCTION, each with a representative image and placeholder text.
- Footer: Durable Systems LuxFort logo, social media icons, About Us, Careers, FAQ, Terms & Conditions, Testimonials, Privacy Policy, Test@yaho.com, 1-800-357-4810, and a chat icon.

**Mobile View:**

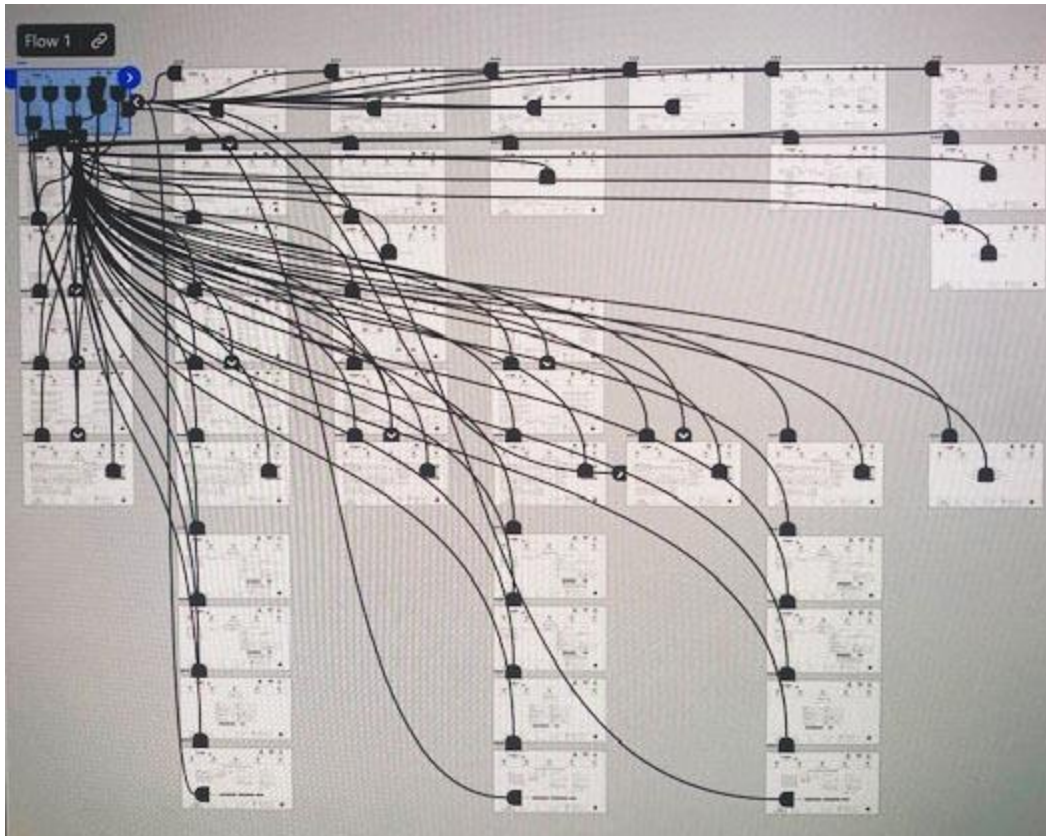
- Header: Durable Systems LuxFort (with close icon).
- Navigation Menu: Home, My Account, Contact Us, Automotive, Aviation, Watercraft, Construction, About Us, FAQ, Careers, Testimonials, Privacy Policy, Terms & Conditions.

Red arrows indicate the flow of navigation from the desktop header to the mobile menu and from the desktop navigation bar to the mobile menu items.

# Low Fidelity Prototype

Based on designed digital wireframes, I created a low-fidelity prototype. The main user-flow was building connections for a time reservation process, so the prototype could be used in a usability study.

View the Restaurant Reservation App [Low Fidelity Prototype](#)



# Usability study: findings

I conducted **unmoderated usability study**. This study allowed me to have updated insights, as well as some updates to the user-flow diagram, and made some adjustments to the reservation process.

## Findings

- 1 Links to “Training Videos” should be implemented on the product/s page/s
- 2 Drop shipping option should be implemented along with default shipping option
- 3 Multiple language options should be implemented as these products used in a different countries as well as in USA
- 4 “Default Credit card” option should be used along with “new credit card” option during checkout process

# Refining the Design



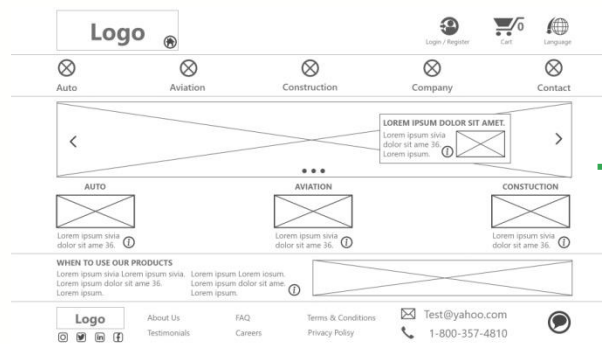
- Mockups
- High-fidelity prototype
- Accessibility



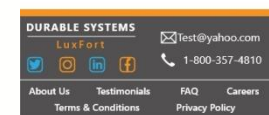
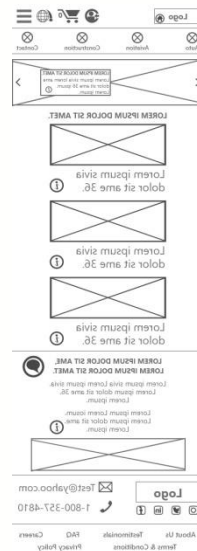
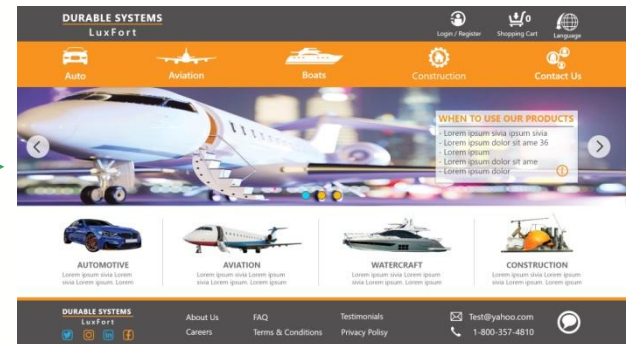
# Mockups

Initial design allowed me to conduct some customization, and after the usability study, I added updated some features along with user-flow and adding some specific options to make an online ordering process more user-centered.

Before usability study



After usability study



# Key Mockups

**DURABLE SYSTEMS**  
LuxFort

[Login / Register](#)
[Shopping Cart](#)
[Language](#)

[Auto](#)
[Aviation](#)
[Boats](#)
[Construction](#)
[Contact Us](#)

**WHEN TO USE OUR PRODUCTS**

- Lorem ipsum sivia ipsum sivia
- Lorem ipsum dolor sit ame 36
- Lorem ipsum
- Lorem ipsum dolor sit ame
- Lorem ipsum dolor

**AUTOMOTIVE**  
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**AVIATION**  
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**WATERCRAFT**  
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**CONSTRUCTION**  
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**DURABLE SYSTEMS**  
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## CASE STUDIES

**Case study**  
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## Training Video #1

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## Training Video #2

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## WARRANTIES and LIABILITIES

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Price per box

1	5	10+
\$100	\$90	\$80

QTY

1	ADD TO CART
---	-------------

Subtotal: \$0.00

Shipping and Taxes TBD

Yes, I would like to receive emails with latest promotions and news.

[KEEP SHOPPING](#) [CHECKOUT](#)

**TOP COATING**  
 Protects from debris and scratches during transportation.

1 Can (1 Gal.)  
 Covers 50-75 sq. ft.  
 6 Cans per Box

**DURABLE SYSTEMS**  
LuxFort

[Login / Register](#)
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**AUTOMOTIVE**  
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**AVIATION**  
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**WATERCRAFT**  
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**CONSTRUCTION**  
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[Watercraft](#)
[Construction](#)

## AUTO INDUSTRY



### TOP COATING

Protects from debris and scratches during transportation.

1 Can (1 Gal.) Covers 50-75 sq. ft.  
 6 Cans per Box

Price per box

1	5	10+
\$100	\$90	\$80

Subtotal: \$100

Shipping and Taxes TBD

Yes, I would like to receive emails with latest promotions and news.

[KEEP SHOPPING](#) [CHECKOUT](#)

## CASE STUDIES



Case study  
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## Training Video #1

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## Training Video #2

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## WARRANTIES and LIABILITIES

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# High Fidelity Prototype

The high-fidelity prototype present clear user flows for online ordering process, for desktop and mobile versions, based on conducted researches.

View Top Coating Professional Buyers online ordering solutions

**Desktop:** [high-fidelity prototype](#)

**Mobile:** [high-fidelity prototype](#)

Desktop High Fidelity



Mobile High Fidelity



# Accessibility Considerations

1

Designed and implemented features:

1. For users who have low vision, by implementing icons along with the text description
2. Option for language choice for non-English speakers.

2

Designed and implimented icons to make navigation easier to understand.

3

Used contrast ratio, based on WCAG recommendations, for users with vision loss equating 20/80 vision.

# Going Forward



- Takeaways
- Next steps

# Takeaways



## Impact:

Top Coating Professional Buyers web and mobile solutions makes targeted users and users with limited abilities feels like chemical production plant owner who implemented online ordering solutions really think about how to meet their users needs.

One quote from participant user feedback: “I like the online ordering process works, very intuitive, it is easy to use, and I spent like 5 minutes to place an order and another 30 minutes to view the training videos.

**I would strongly recommend other pros to check this out!!”**



## What I learned:

While designing the this web based online ordering solution for desktop and mobile versions, I learned that the initial ideas are only the beginning of the process. Ongoing Usability Studies during different stages of the project with multiple iterations of the app’s designs improves users’ experience and brings final product on much higher competitive level.

# Next Steps

1

Conduct additional of usability studies, after project development stage and another round of study after project kick-off, in order to validate whether the pain points of users experienced have been resolved.

2

Find new types of end-users' with all the additional researches and design new possible features to meet their needs.

# Let's Connect!



Thank you for reviewing my work of Top Coating Professional Buyers Web and Mobile Solutions! Should you have any questions, concerns or new ideas to implement, please don't hesitate to contact me directly and I'll be happy to assist.

Best Regards,

Dmitriy Lebedinskiy

Phone: 248-459-7600

e-Mail: [DesignProvider@yahoo.com](mailto:DesignProvider@yahoo.com)

Website: [Dmitriy-UXUI.com](http://Dmitriy-UXUI.com)



The image features a dark brown background. A thick, light grey curved line arches across the upper portion of the frame. Below this line is a large, solid orange shape that resembles a stylized sun or a large drop. The text "Thank You!" is centered within the orange area in a white, sans-serif font.

Thank You!