THE BARBERHOOD

JAISON MAFRA
UX DESIGNER

Reimagine an e-commerce to increase product sales and dominate the Men's Grooming Market in Australia.

3 WEEKS - 2 UX DESIGNERS
PARTNER: ANGELA TESORIERO

Challenge

How might we create seamless CX online and offline to increase The Barberhood online revenue?

My Role

Research, synthesis, ideation, workshop, sketching and Hi-fi Mockup on Figma

Key Findings

1 Grooming - Assuming Acknowledge
Users don't understand the meaning of the word "grooming".

2 Navigation - Where is it?
The understanding of products' purposes must be clear. The e-commerce needs to help users navigate and find what they want.

3 Information Requirement
We asked users (348 subjects) what information is more important when making a purchase decision online.

4 Ask an Expert
Expertise is one of the most valuable offerings of the brand and a differentiator in market.

5 Guidance - Holding Hands
Specialist guidance is important when users want to select the right product for their needs.

Process

- Start
- Desk Research
- Usability Testing
- Preliminary Interviews
- Card Sorting
- Competitors Analysis
- Contextual Inquiry
- Users Interviews
- Survey
- TreeJack Research
- Information ArchitecturePersonas
- Workshop
  - Ideation
  - Affinity Mapping
  - Feature Prioritization
- Sketching
- Hi-Fi Mockup - FIGMA
- Usability Testing
- Documentation
- MVP

1
- Reorganize categories;
- Remove "Grooming" as a category;
- Create better description for products that use "Grooming" in its name.

2
- Search button always visible on the top menu;
- Filter and Sort anchored on the top of the page;
- A better hierarchy of information on products name (brand, name and price);
- Breadcrumbs on the top of the product page.

3
- Create a better description of products based on the research results;
- Develop solutions to show products in a way users can understand better.

4
- Use Barber's Expertise

5
- Provide more information about products;
- Create solutions to help the choosing process;
- Create gift options.
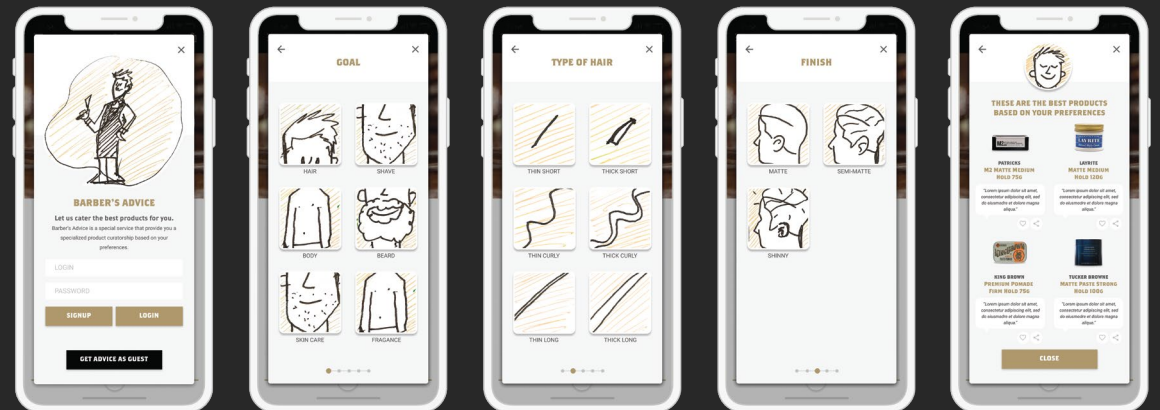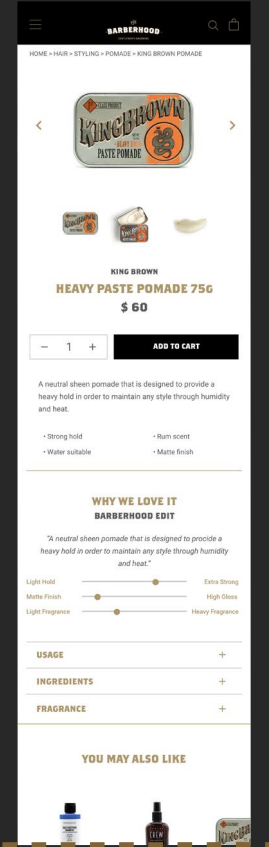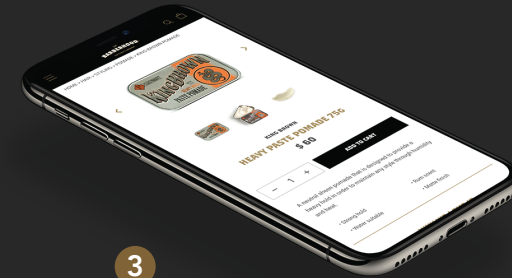
BARBER'S ADVICE is a special feature that provides users a specialized advice based on their preferences.

You can find more info on **www.jaisonmafra.com**