AVON
the company for women

UX/UI Role Presentation

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Exercise 1

Improving the Experience of a new Avon representative

As a customer looking at becoming a new Avon Rep, I would have looked at Avon's main web site and found the well located "become-a-representative" link on the top of the page.
On this base alone and with a lack of any analytics data, I will assume for this exercise that this page is our starting point for the experience of a new Avon Representative.

Exercise 1

What can we improve on the page.

01 Boost their confidence.

- o Reassure future potential new rep that they are making the smart choice to increase their confidence and encourage them to apply.

- o Give them positive and successful stories via testimonials from other senior Rep.

Exercise 1

What can we improve on the page.

02 List the direct benefit of becoming a Representative.

What AVON can offer to them

o Work from home.
o Work the hours to suit yourself and your family.
o Be in control of your pay packet.
o Eighteen Pay days a year.

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Exercise 1

What can we improve on the page.

- ❯ Boost their confidence
- ❯ List the direct benefit of becoming a Representative.
- ❯ Optimise the registration form.
- ❯ Remove unnecessary information. (from the form)
- ❯ Optimise the form for mobile use.

Exercise 1

What can we improve on the page.

03 Optimise the registration form.

The number of questions on a form directly correlates with the rate of people dropping before completion. Users like to skip the fields and so, "back-end" processes that fill in the related details like, state and county fields based on Postcode entered will be better.
(Title, county, address2, alternative number)

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Exercise 1

What can we improve on the page.

04 Remove unnecessary information from the form.

The best user experience is the one where the user doesn't need to think. Unnecessary information will derail the user's train of thought or irritate them.
(Charges information at the bottom of the form.)
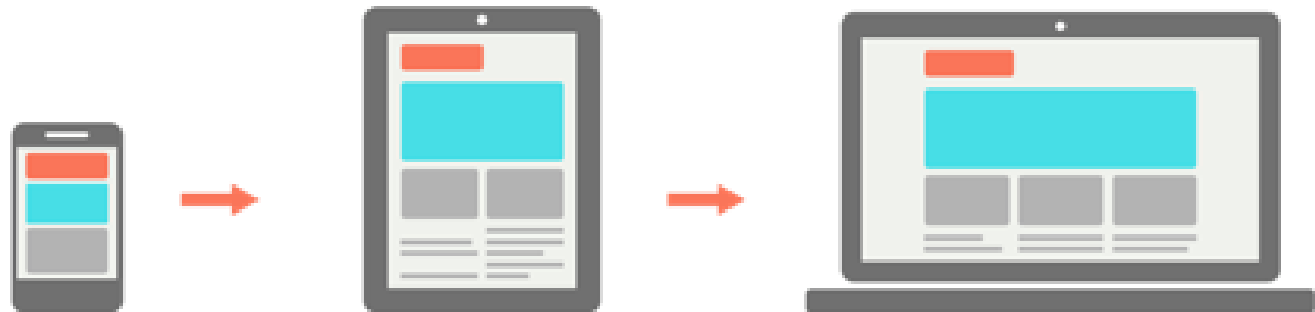
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Exercise 1

What can we improve on the page.

05 Optimise the form for mobile use.

The form wasn't designed with the notion "mobile first approach design" but more with a responsive concept. As a result the form does not utilise the space available on a smaller screen.

Mobile First Web Design

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Exercise 1

How to ensure that I understand a Representative's needs.

Make sure that we understand the issue is an important step of the UX cycle. To ensure that I understand a representative's needs here are the steps that I will follow.

- Ask for feedback.

- Using data to understand their behaviour.

- Meeting up with them.

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Exercise 1

How to ensure that I understand a Representative's needs.

01 Ask for feedback.

Take advantage of feedback software to help understand the WHY behind what people are doing. We will get a much clearer picture of what's going on to fix problems and go after the right opportunities.

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Exercise 1

How to ensure that I understand a Representative's needs.

02 Using data to understand their behaviour.

Analytics tools such as Google are incredibly helpful when trying to uncover how customers are behaving on your site and see how they move through site one interaction at a time. The more we know about their online behaviour the more chance we have to understand their motivations.

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Exercise 1

How to ensure that I understand a Representative's needs.
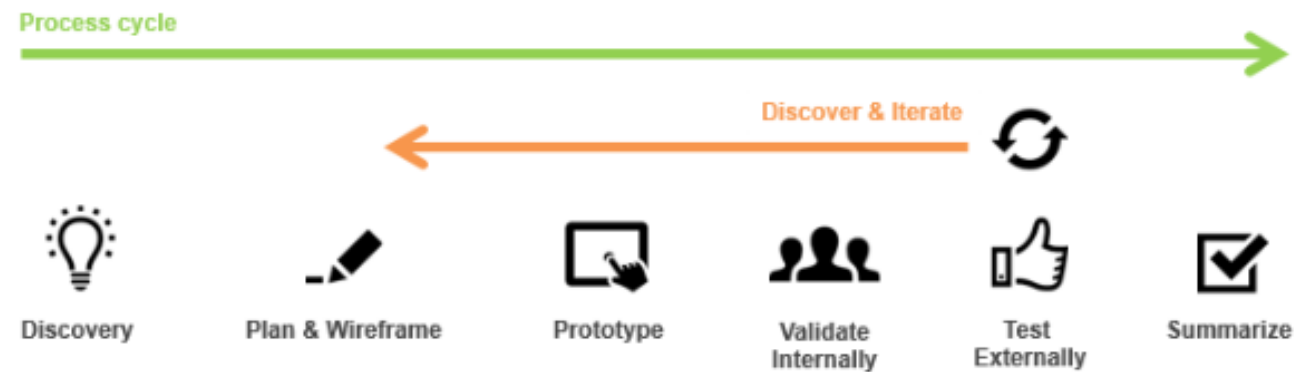
03 Meeting up with them

This really helps to know the representatives more as a human and If you really want to understand their pain points, we need to spend time with them to listen and discuss their concerns.

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Exercise 1

Steps to design and improve experience.

Lean UX is focused on the experience under design and is less focused on deliverables than traditional UX. It requires a greater level of collaboration with the entire team. The core objective is to focus on obtaining feedback as early as possible so that it can be used to make quick decisions. Lean UX is an incredibly useful technique when working on projects where the Agile development method is used.

Process cycle

Discover & Iterate

Discovery Plan & Wireframe Prototype Validate Internally Test Externally Summarize

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Exercise 1

Steps to design and improve experience.

Following lean method my process will be made of 4 steps.

- Discovery, Research, Understanding.
- Wireframe, prototype, MVP.
- Experiment, testing.
- Feedback, iteration.

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Exercise 1

Bringing my experience to stakeholder and gain approval.

To bring my experience to stakeholder and ensure that I gain approval from the project owner, I will use three elaborate steps to reach my goal.

- Wireframes.
- Mock-ups.
- Prototypes.

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Exercise 1

Bringing my experience to stakeholder and gain approval.

01 Wireframes.

Wireframing is an important step in all my screen design process. It primarily allows me to define the information hierarchy of my design, making it easier to plan the layout and showcase to stakeholder at early stage how I want the user to process the information.
(Omnigraffle, Balsamiq, Graffily)

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Exercise 1

Bringing my experience to stakeholder and gain approval.

02 Mock-ups.

It can be difficult to express concepts to people who know literally nothing about design. Using visual aids, like mock-ups, are really useful to aid imagination.
(Sketch, Photoshop, Illustrator)

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Exercise 1

Bringing my experience to stakeholder and gain approval.

03 Prototypes.

It allows me to show how an entire application—or a single interaction—will function. When done correctly, prototypes have the potential to save a business a lot of time, frustration and money.

"If a picture is worth 1,000 words, a prototype is worth 1,000 meetings."

(Axure, inVision, UXpin)

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Exercise 1

What steps would I take to ensure we build the experience I have designed.

The best approach to ensure that we build the experience that have designed will be to plan the sprint and kick off the agile cycle. To do that I will follow the three following steps.

- Hold a design studio.
- Groom the backlog.
- Plan the sprint.

Exercise 1

What steps would I take to ensure we build the experience I have designed.

01 Hold a design studio.

Allow the entire team to have input into the potential solutions, build shared understanding, and break down hypotheses.

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Exercise 1

What steps would I take to ensure we build the experience I have designed.

02 Groom the backlog

Liaise with Product owner, project lead to ensure prioritisation in the appropriate backlog of the stories (dev tickets system).

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Exercise 1

What steps would I take to ensure we build the experience I have designed.

03 Plan the sprint

Liaise with Product owner and Project manager to bring the stories into the sprint backlog. Define the team and assign volunteers for tasks, and write acceptance criteria (for example user outcomes, basic functionality).

Exercise 2

Thinking about the different audiences AVON may have, What UX and design recommendation can I give to improve this key page.

Avon customer can be split in two distinct group, representatives and standard customer.
Ideally, we should offer to those two groups a personalise experience as they have completely different needs.
This could be achieved by simple call to action where it is appropriate
(I'm representative or I'm customer).

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Exercise 2

Thinking about the different audiences AVON may have, What UX and design recommendation can I give to improve this key page.

01 **Standard Customer**

> **Bigger images should be use on all product pages.**

According to a study by Forbes, 50% of online shoppers say that large, high-quality product images are more important in their buying decisions than product information, descriptions or even reviews.
- larger product images
- 360-degree product shots
- product videos

Exercise 2

Thinking about the different audiences AVON may have, What UX and design recommendation can I give to improve this key page.

01 **Standard Customer**

> **Use live chat software.**

I believe this can increase conversions, but I would suggest that if you choose to use live chat software if you are truly available during business hours to immediately respond to customers that request a chat.

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Exercise 2

Thinking about the different audiences AVON may have, What UX and design recommendation can I give to improve this key page.

01 **Standard Customer**

> **Offering Phone Support.**

Since customers cannot touch-or-feel your products before they purchase, or talk to a physical salesperson, most online stores provide a contact form for customers to get in touch with questions. You can take this support to another level by including a phone service for your store.

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Exercise 2

Thinking about the different audiences AVON may have, What UX and design recommendation can I give to improve this key page.

02 **Representative**

> **Publish official guidelines and advices for Rep.**

Official guidelines and advice could sets out the various ways of working as an Avon representative.

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Exercise 2

Thinking about the different audiences AVON may have, What UX and design recommendation can I give to improve this key page.

02 **Representative**

> **Publish official guidelines and advices for Rep.**

Official guidelines and advice could sets out the various ways of working as an Avon representative.

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