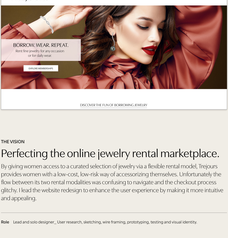


DISCOVER THE FUN OF BORROWING JEWELRY

THE VISION

Perfecting the online jewelry rental marketplace.

By giving women access to a curated selection of jewelry via a flexible rental model, Trejours provides women with a low-cost, low-risk way of accessorizing themselves. Unfortunately the flow between its two rental modalities was confusing to navigate and the checkout process glitchy. I lead the website redesign to enhance the user experience by making it more intuitive and appealing.

Role Lead and solo designer, : User research, sketching, wire framing, prototyping, testing and visual identity

THE CHALLENGE

The client approached me seeking a solution to the site's high drop off rates and user feedback on its confusing navigation. My goal in reimagining the site was twofold: to reduce friction in the navigation, eg. between its rental options and checkout process; and to update the interface across all channels allowing for consistency and ease of interaction.

THE OUTCOME

A more intuitive user flow across all channels and a more cohesive brand vision and gave users a simplified and more attractive e-commerce experience. This drastically reduced the bounce rate and increased the conversion rate within the first 3 months of launch.

THE APPROACH

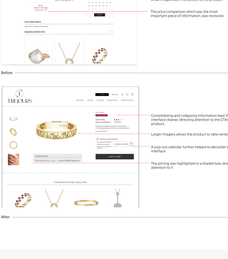
To increase user engagement, I focused on three main areas of improvement which I identified based on the data obtained from website analytics and user interviews.

1. Making the online jewelry rental experience simple and delightful

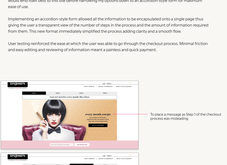
The content on the existing website did not follow a clear hierarchy nor did it allow for easy navigation. This meant the user was hit with an avalanche of information and unclear CTAs, which left them confused, frustrated and quickly dropping off the site.

I began my process of finding a solution by speaking with the client to understand the current pain points and the specific content that needed to be prioritized on each landing page. Taking this information, I proceeded to sketch out various iterations of wireframes to help visualize the content organization, placing an emphasis on the flexible rental model which is unique to Trejours.

Sketching the wireframes and conducting competitor research helped me come closer to a solution for landing pages that were consistent in both content presentation and flow, making the experience more intuitive and enjoyable.



Early high level sketching to determine the organization of information on the site, placing a focus on the flexible rental model unique to Trejours.

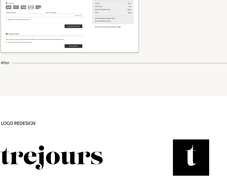


Wireframing individual pages to incorporate additional details into the layouts.

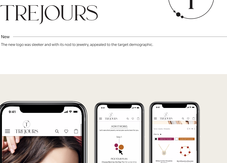
2. Creating individual products pages that presented information in an easy to comprehend manner

The client's top priority for the individual product pages was to highlight the price comparison, showing customers the huge savings they gain from renting vs. buying. This important piece of information along with other elements such as the calendar, product description, reviews and the product images were clumped together and lacked any form of hierarchy. This was unappealing and a huge deterrent in achieving the singular most important goal of conversion.

Every detail was important and as I set out to figure out this puzzle, and I paid close attention to elements such as CTAs for easy navigation, icons for quick recognition and the use of color to highlight key words.



Before



After

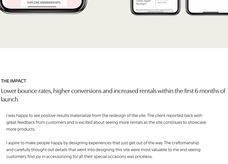
3. Creating a streamlined and efficient checkout process

A clear and efficient checkout process is integral to any successful e-commerce site. Anything less and you risk shopping cart abandonment. The existing check out process lacked clarity in basic actions such as input, save and edit. Additionally, pop-ups and redundancy in information that appeared at each step distracted the user from the actual task. Needless to say, website analytics proved how frequently the conversion failed.

I knew I had to design a form that was simple to navigate and fully transparent. A few of the important details that needed to be brought to the forefront such as membership type, items in the cart and large CTAs were carefully considered. I took time to research various types of forms on other e-commerce websites to determine what would lend itself best to this site before narrowing my options down to an accordion style form for maximum ease of use.

Implementing an accordion style form allowed all the information to be encapsulated onto a single page thus giving the user a transparent view of the number of steps in the process and the amount of information required from them. This new format immediately simplified the process adding clarity and a smooth flow.

User testing reinforced the ease at which the user was able to go through the checkout process. Minimal friction and easy editing and reviewing of information meant a painless and quick placement.



Before

After

LOGO REDESIGN

Old

New

The new logo was sleeker and with its nod to jewelry, appealed to the target demographic.

THE IMPACT

Lower bounce rates, higher conversions and increased rentals within the first 6 months of launch

I was happy to see positive results materialize from the redesign of the site. The client reported back with great feedback from customers and is excited about seeing more rentals as the site continues to showcase more products.

I aspire to make people happy by designing experiences that just get out of the way. The craftsmanship and carefully thought out details that went into designing this site were most valuable to me and seeing customers find joy in accessorizing for all their special occasions was priceless.