

PAUL GILLESPIE

UI/UX DESIGN PORTFOLIO -

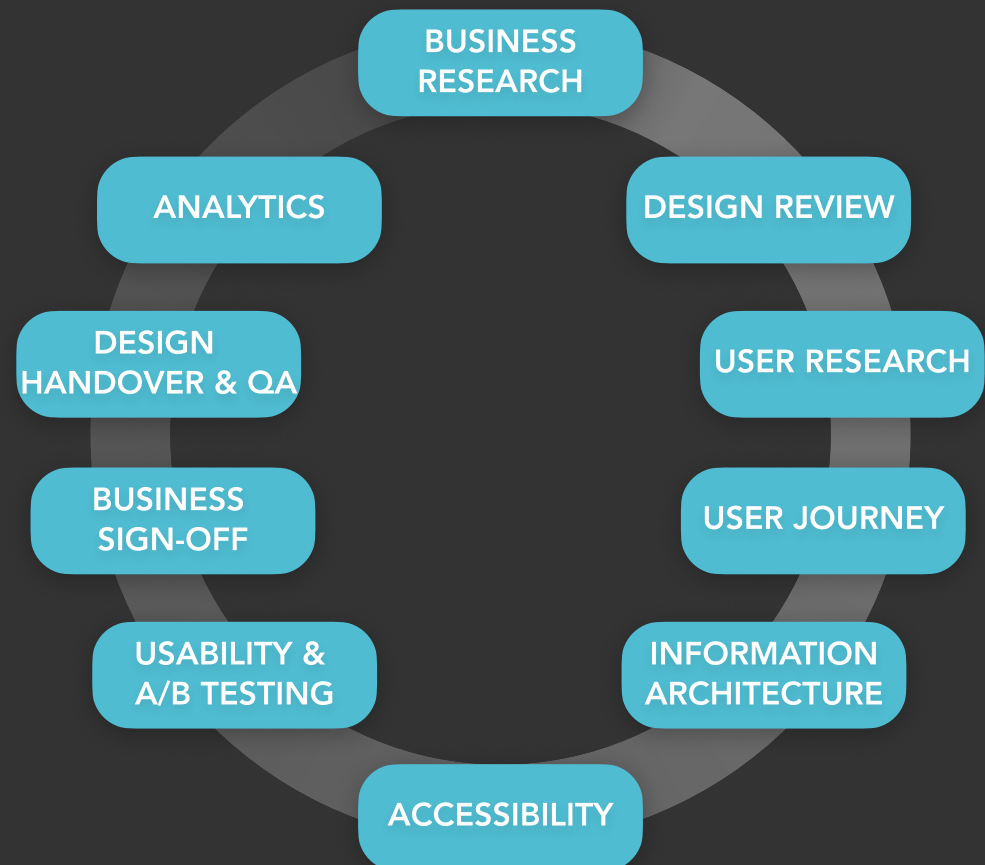
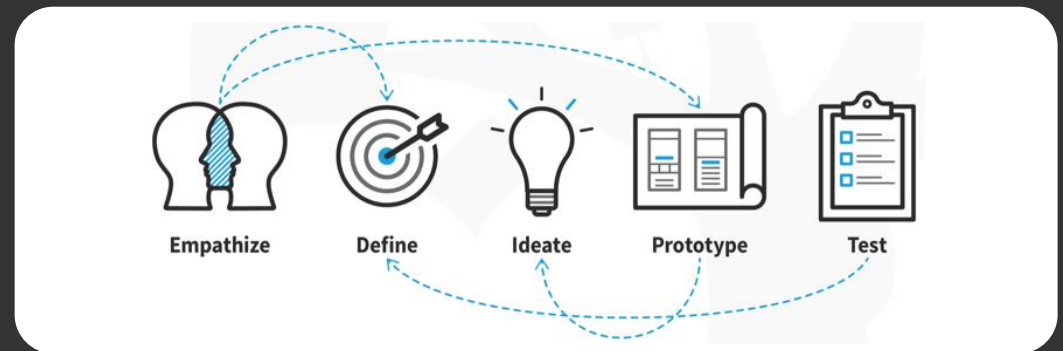
Optiseller/Retain Customers

Design process

I try to keep as close to the five steps of **Design Thinking** as possible, as the user experience design cycle can be unpredictable. Design teams must learn to recognise the right problem to solve.

Every project will have different user needs and business goals. Each problem has a different context, scope and budget.

- **Empathise**: Explore the problem, and find out who your users are
- **Define**: Learn what the users want and need and how the problem affects them
- **Ideate**: Brainstorm solutions that make sense based on test findings
- **Prototype**: Create many designs based on the ideas from ideation
- **Test**: Test the prototypes and find the best solution.



Optiseller Customer Retention

Look at how to keep existing customers (leaky bucket) and encourage them to continue their subscription and get the most out of the tools and services available.

PROJECT GOAL

Customer feedback has suggested that the current cancellation process is not just difficult to find, but almost impossible to navigate successfully. By addressing these complaints we wanted to offer the user alternatives to just closing their account.

- Help users locate and cancel subscription easily
- Give users an alternative to cancelling
- Offer assistance/advice using the tools & services

Rather than losing customers out of frustration, it's about fostering loyalty and building long-term relationships. Optiseller hope to keep existing customers and encourage them to stay by plugging the leaks.

The image shows two overlapping screenshots of a web form titled "Raymond from Optiseller (TEST)". The form is a survey for customers who are considering canceling their subscription. The visible text on the form includes:

- Greeting: "Hi aspectfinder@mailbox.net,"
- Apology and purpose: "We are sorry to see you go. In order to process the cancelation, we need to ask you a few questions. This will help us improve the products for others. Please share your response below."
- Question: "Why have you decided to cancel your subscription?*" (marked as required)
- Response options (text input fields):
 - Optiseller doesn't do what I need
 - I no longer need the tool
 - The software is too expensive
 - The tool does not work
 - I no longer sell on eBay
 - Support / customer service was unsatisfactory
 - I use another tool that does what I need
 - Other (Please specify)
- Action button: "Continue" (green button)

The background screenshot shows the beginning of the survey, with the title "We really appreciate your time" and a question about the cancellation process.

REQUIREMENTS

- Status notifications
- Make it easy to find cancellation process
- Offer help and advice
- Offer reduced subscription costs

Reactivation

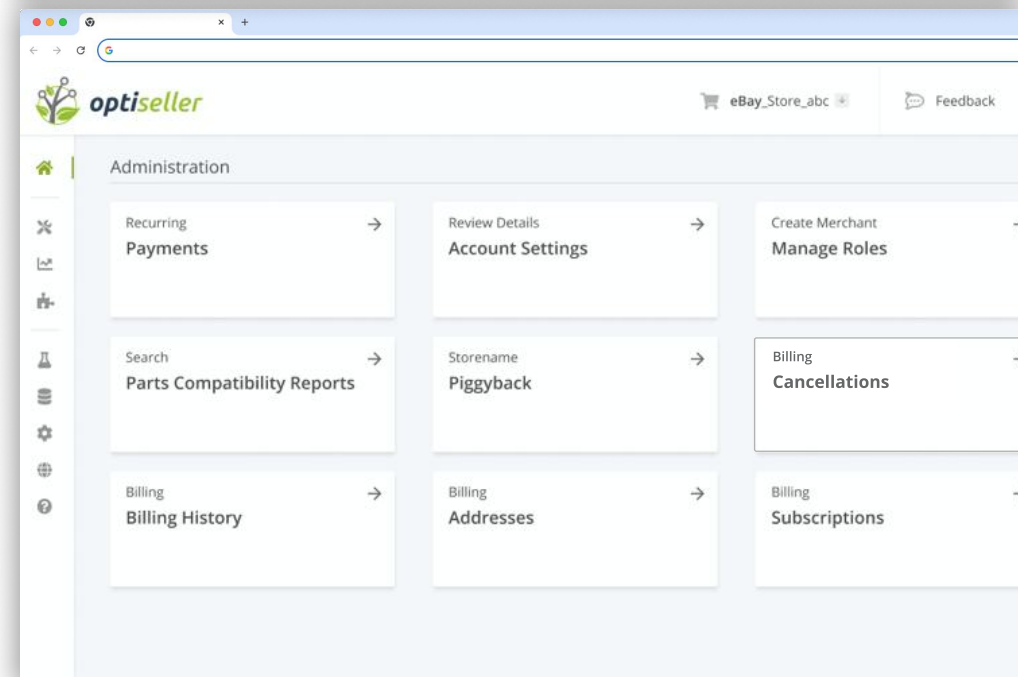
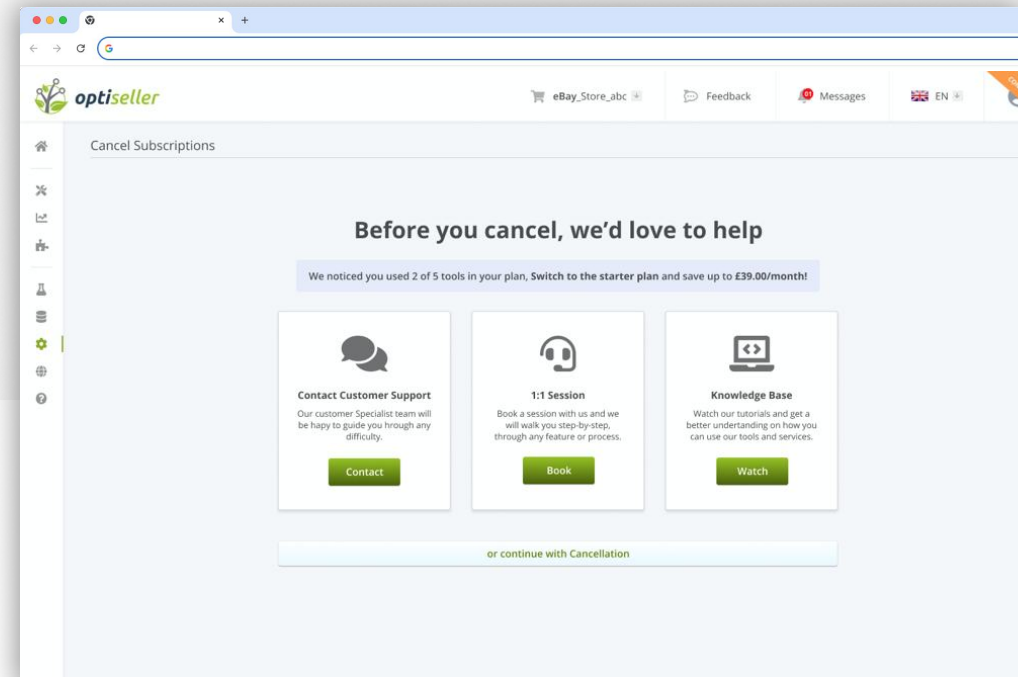
Less chance of customer churn, higher chance of retention, keeping them as a customer for longer.

OFFER AN ALTERNATIVE

By making it easier to find the cancellation process, there is less user frustration and less chance of a bad review on the business as a whole.

Offer alternatives to cancelling with a pause account option. Some customers use the tool once or twice a month, and only come back in 3-4 months to update their listing data. By offering to pause their subscription, they won't need to pay for the full 12 months.

Offer help and advice to better understand how to use the tools and services. Maybe by having success using the tools will see users see the value and stay longer.



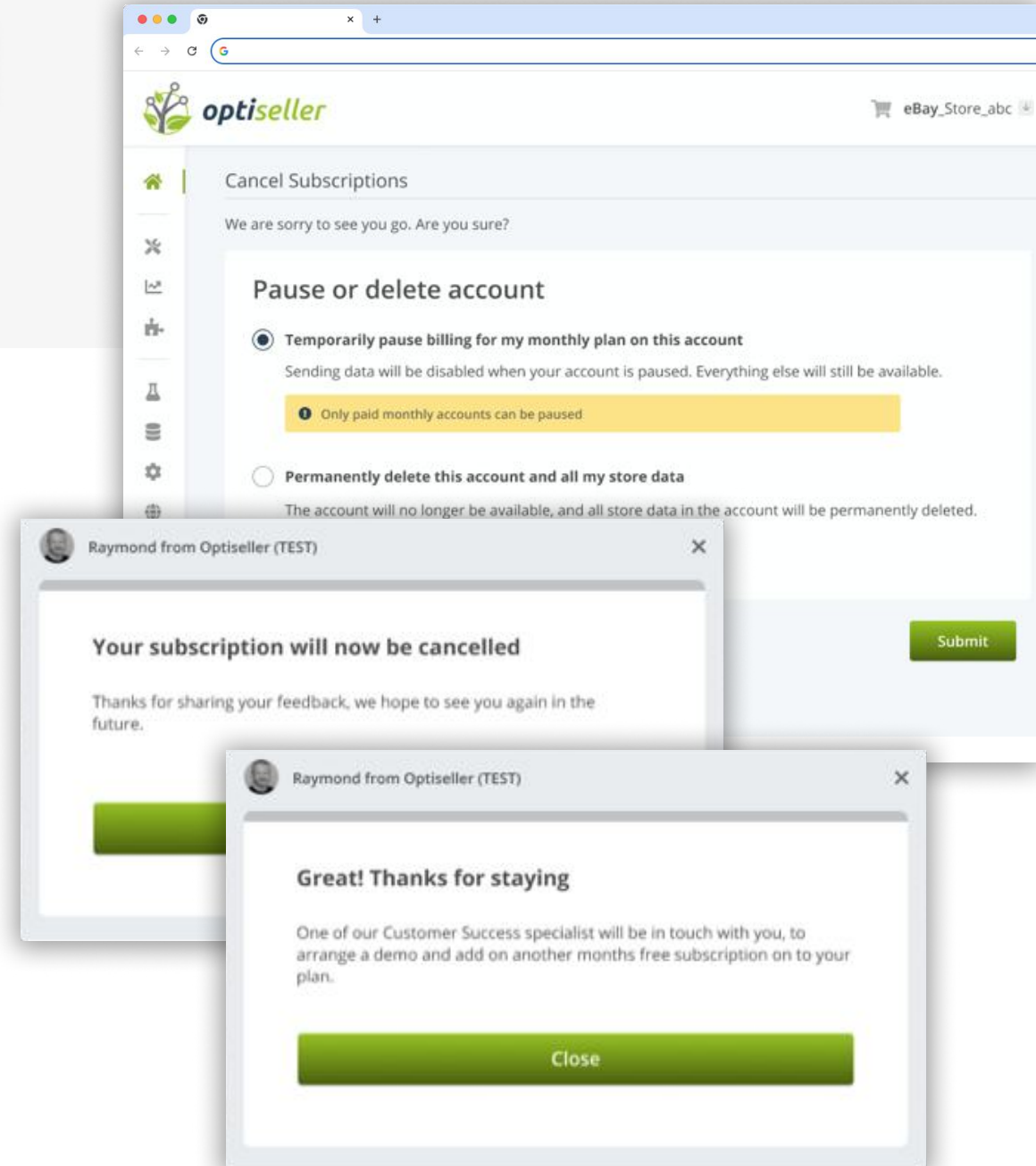
Pause/Suspend

Help reduce churn, gather valuable feedback about user dissatisfaction and potentially win back customers in the future.

STATUS NOTIFICATIONS

Offering to pause customer accounts, downgrading or a grace period rather than cancelling them. Allows Optiseller to temporarily suspend subscriptions and avoid future billing while keeping their account and its associated data intact.

With the option to easily resume their subscription at a later date, this is useful when a user wants to take a break from a service without losing their progress, settings or the ability to easily return.



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