

PAUL GILLESPIE

UI/UX DESIGN PORTFOLIO -

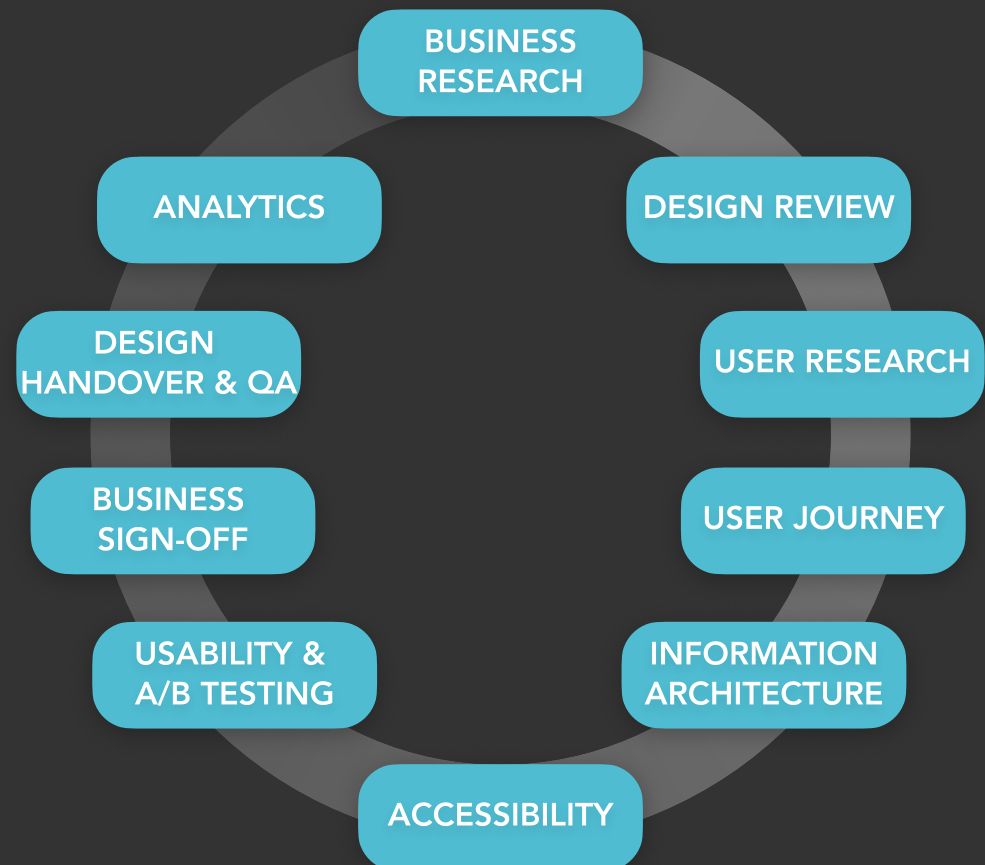
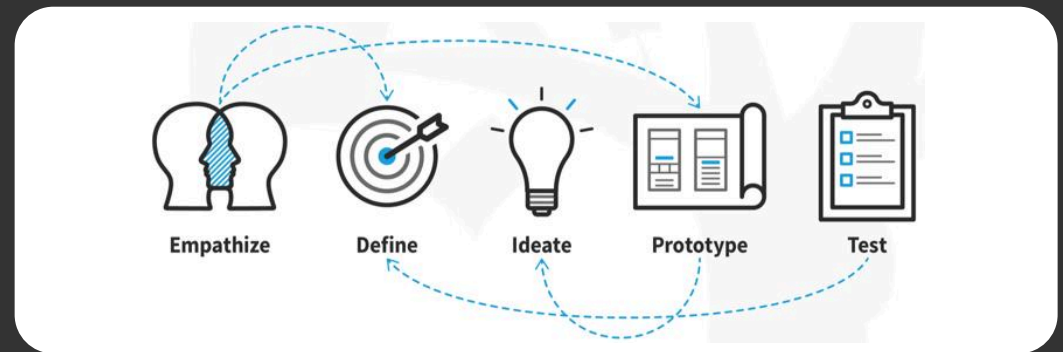
Optiseller/Data Optimisation Platform

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 DOP

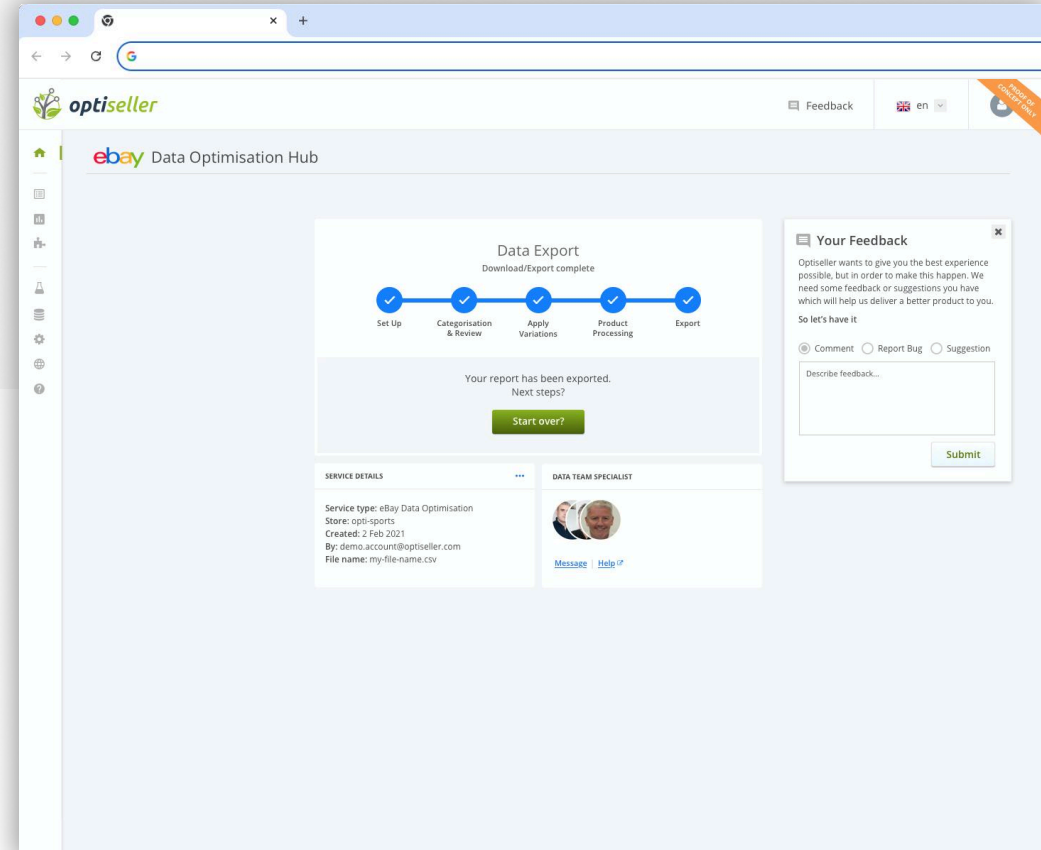
Data Optimisation Platform was designed and built for eBay Self-Serve customers to onboard their data, optimised, formatted and ready to start selling.

DESIGN SHOWCASE: SELF-SERVE

This Self-Serve tool lets eBay sellers start selling quickly and add new listings to existing stores.

By preparing and optimising their store listing data, users will be able to upload new (or additional) listing data and able to download or export files ready to be uploaded onto the eBay Platform.

Once optimised this data can also join up to the various individual Optiseller tools and services needed to deliver the required file format and process the data to begin selling in your online store.



REQUIREMENTS

- First time sellers, setup & selling quickly
- Save customers time & money
- Status notifications (email) push
- Listing ready output file
- Stepper/Wizard type

Wireframes

Low-fidelity sketches tested with sellers with e-commerce stores on eBay looking to optimise and format their data correctly and quickly.

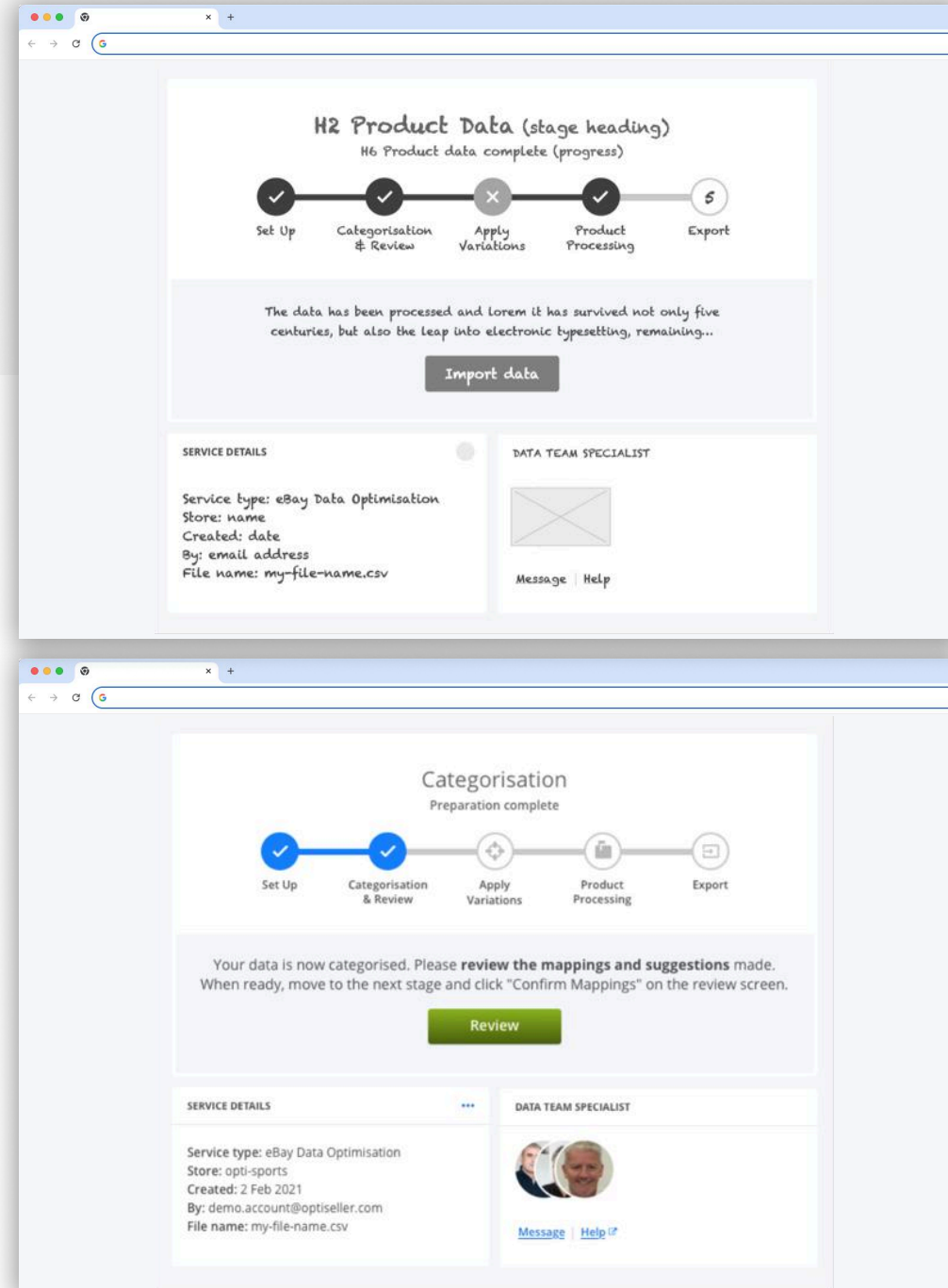
WIREFRAME VS HIGH FIDELITY

The top wireframes communicates the structure from a low-fidelity point of view. The high-fidelity point of view, and prototypes focus on a product's functionality along with the design.

Once the experience and interactions are defined, layout, styling and brand guidelines are added to the visual appearance to make the product come to life.

Both forms of prototyping can be used for testing. Get feedback early and quickly, to find out what issues there might be.

Highlight these issues, iterate redesigns and re-test.



Components

Integrated into the Optiseller Platform, the brand style guide and component library are applied for consistent look and feel and faster development.

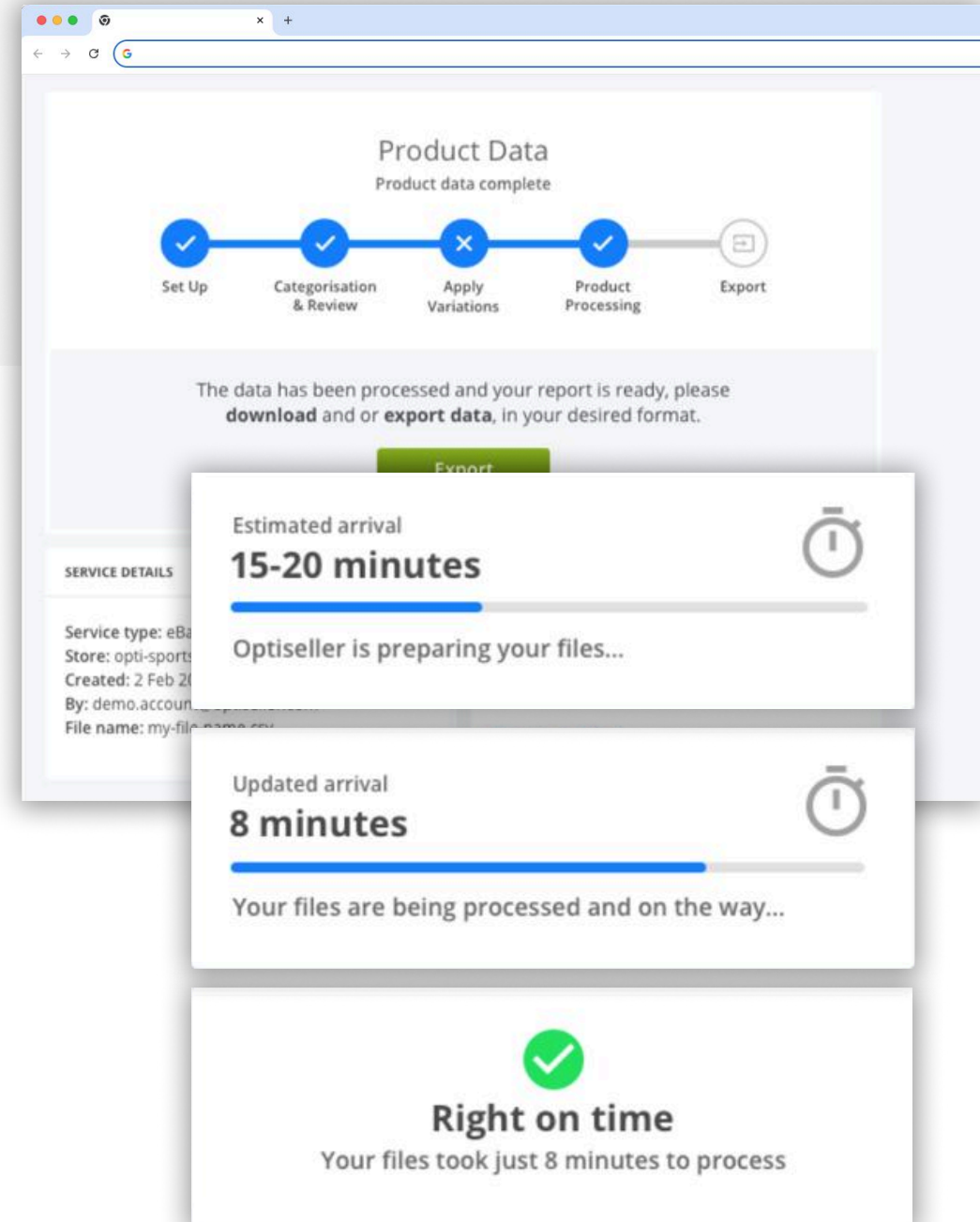
PROJECT GOAL

Provide pre-built, reusable UI elements to speed up the development process and ensure consistency across projects or organisations. Offering standardised, tested components, reduces the need to recreate the same elements from scratch, saving time and effort.

Developers can quickly integrate pre-built components, leading to faster development cycles.

Component libraries enforce a consistent look and feel, improving the user experience and brand identity.

A shared component library can facilitate better collaboration between designers and developers, as they work with the same set of building blocks and avoid redundant code, making easier to update and maintain.



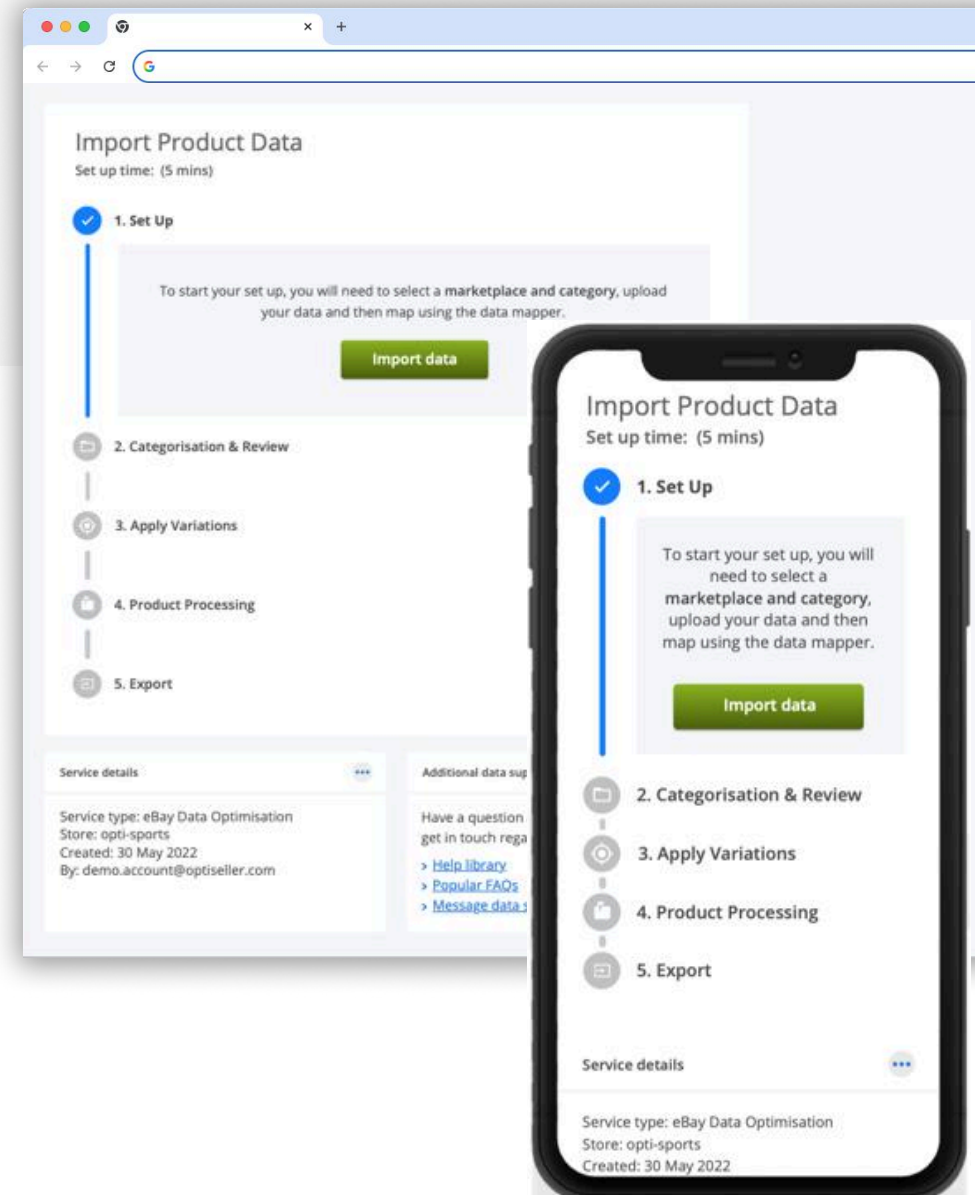
Responsive

Creating the same consistent and optimal user experience across all devices. A single design that automatically adjusts using media queries.

BREAKDOWN OF KEY ASPECTS

Responsive mobile-friendly content, ensures a consistent and optimal user experience across all devices by adjusting the website's layout (media) to fit different screen sizes. No separate mobile and desktop versions.

- Adaptable techniques like fluid grids and flexible images to automatically adjust the website's appearance based on the user's device.
- Maintain a single website codebase, rather than separate versions for different devices.
- Consideration of mobile devices during the design process aids user experience on smaller screens.
- Mobile-friendly websites rank higher in search engine results, particularly on Google, which prioritises mobile-first indexing.



Contact me

Paul Gillespie
UI/UX Designer

07880 645 788

paul@gillespiecreative.co.uk

linkedin.com/in/paul-gillespie-19889916