

PAUL GILLESPIE

UI/UX DESIGN PORTFOLIO -

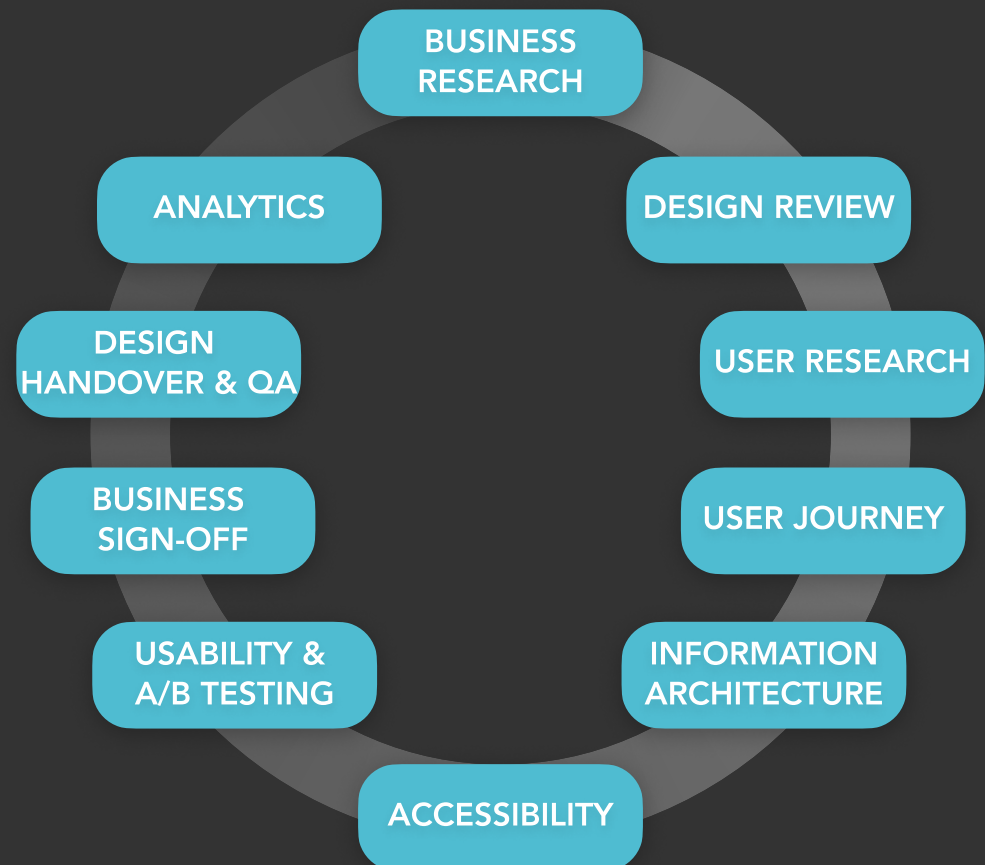
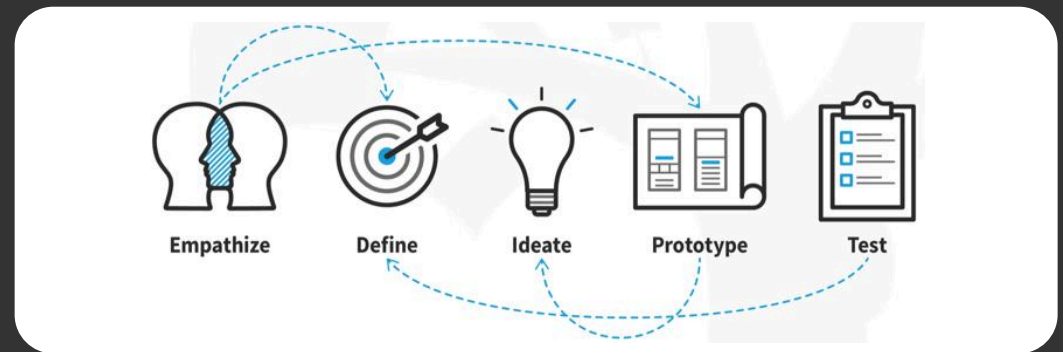
eBay Greenparts

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.



eBay Greenparts

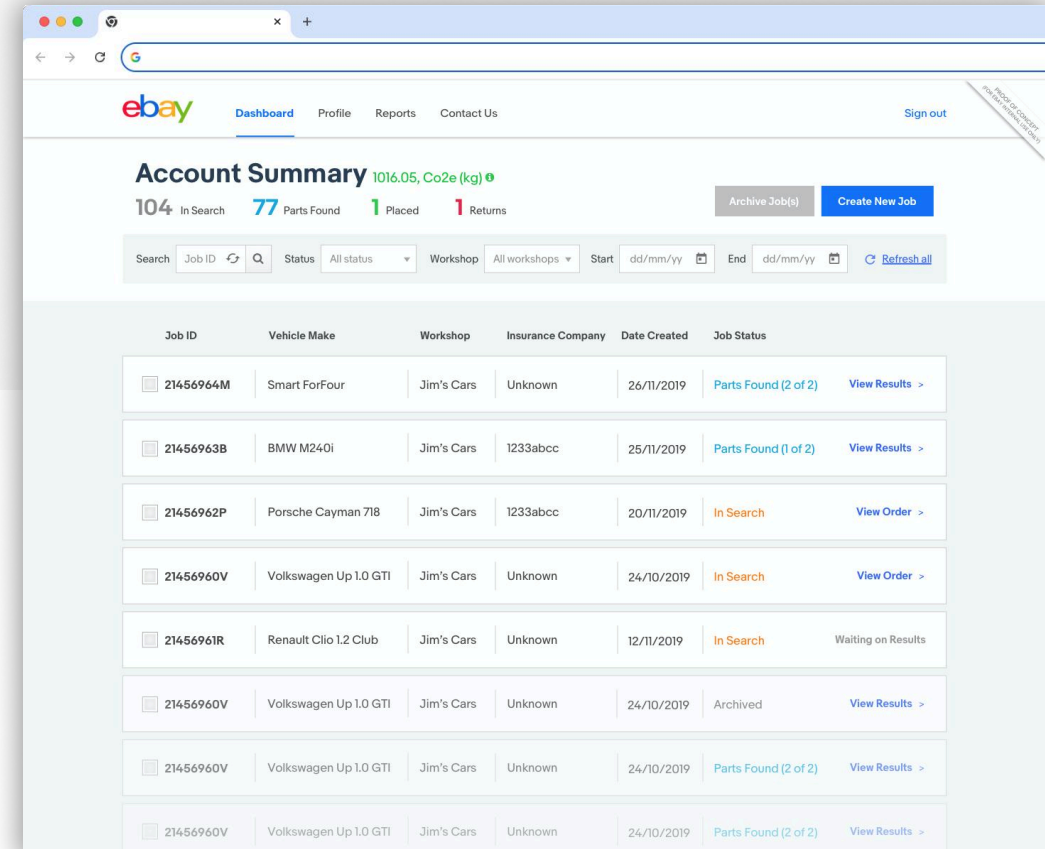
eBay is a global online marketplace where individuals and businesses can buy and sell a wide variety of goods and services.

PROJECT GOAL

To deliver an application for garage repair shops to be able to quickly order used parts for insurance claim jobs from eBay sellers.

Sellers must register to be considered for access to the platform to sell their inventory or part of their inventory.

The registration process must capture the following information as profile information. Buyers must register for the platform. They must have the following information captured as part of this process. During this process they will be asked to login into eBay for single sign on.



OBJECTIVES & DELIVERABLES

- Deliver savings to the insurance companies by using used parts for insurance claims.
- Deliver the ability for garages to have higher profit on parts purchases.
- Drive more sales through eBay.

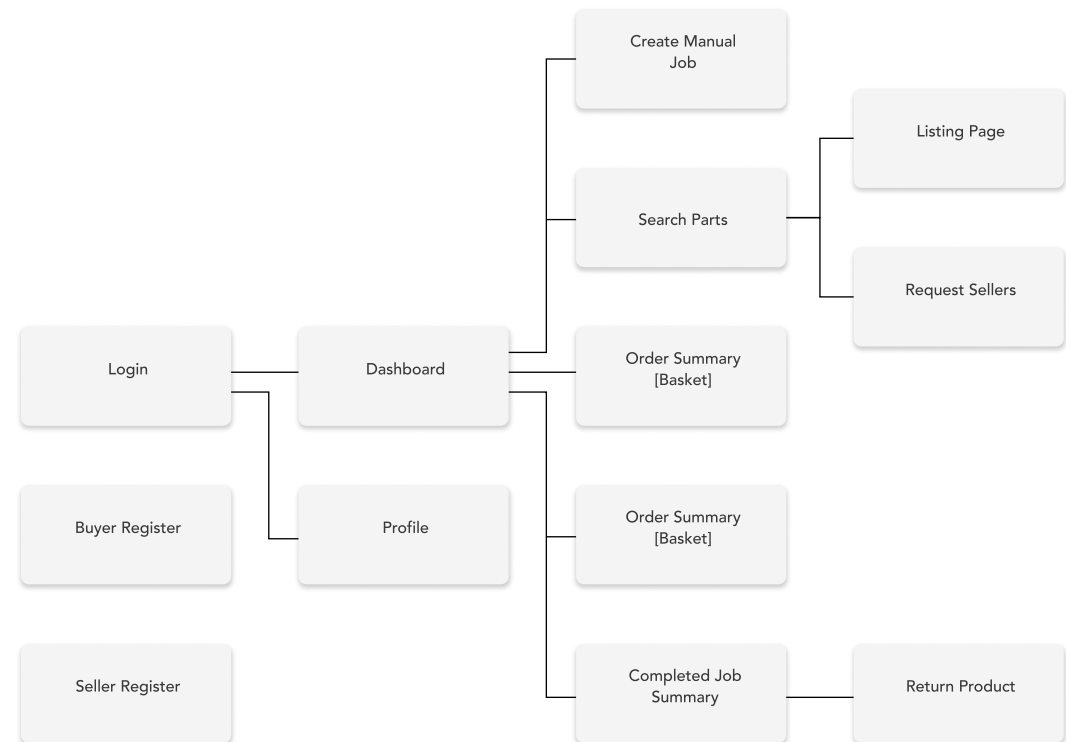
User journey

I'd like to understand how many steps it takes for users to add a job, search for a part and order a part and if the flow can be optimised.

CURRENT BOOKING JOURNEY

I've mapped using [Miro](#) a simple flow showing how the user will navigate their way through the screens in order to successfully complete their profile and land on the desired search page.

It's important not to neglect those scenarios when things go wrong – that's when users get frustrated most and drop off.



A/B testing

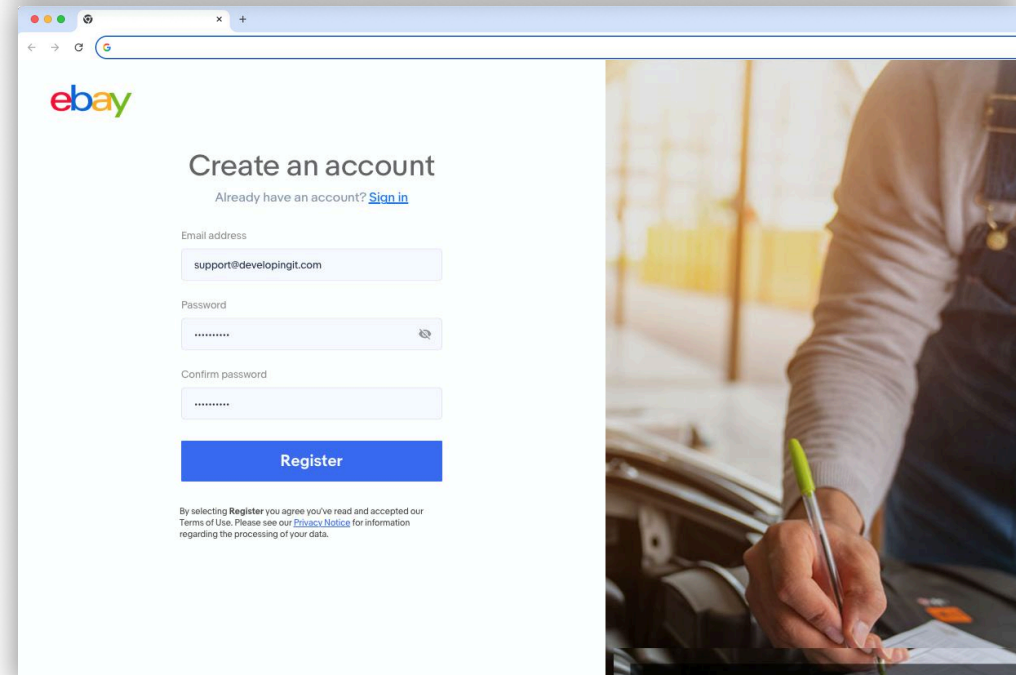
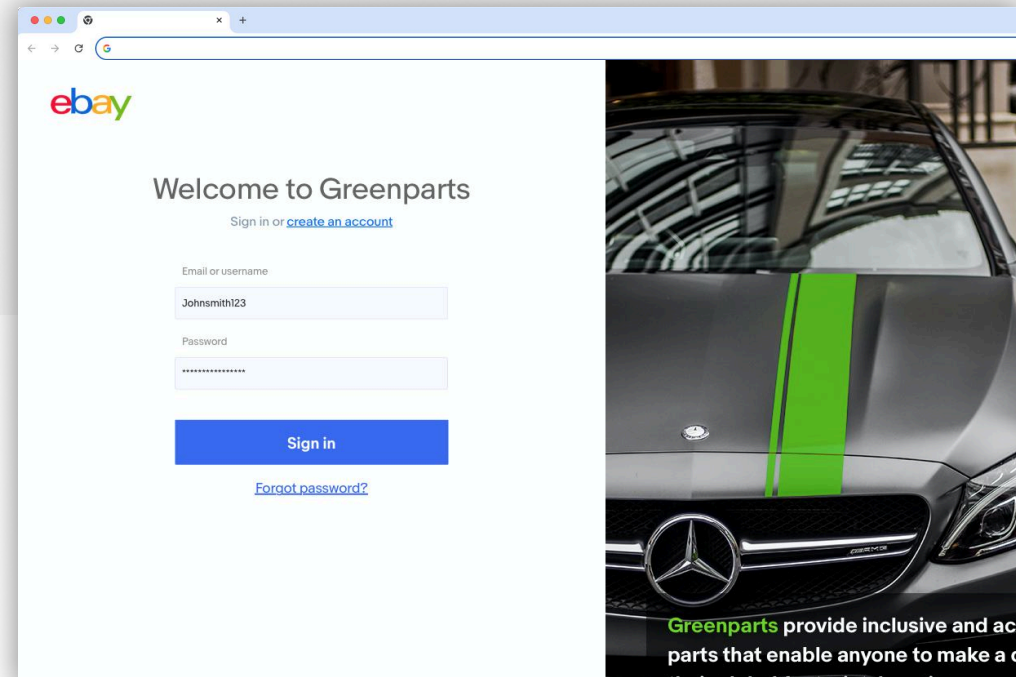
Used to pick the best performing design variation based on facts rather than gut feeling.

REGISTER/SIGN IN PAGE

To test first impressions and see which performs better using our register/sign in page, I set up an A/B test on a live website using Google Analytics, HubSpot and Clarity with both variants of the background image. It was essential to make informed decisions, rather than guesswork.

Split testing, is a method of comparing two versions of a webpage. It involves showing different versions to users at random and analysing which one yields the desired outcome, like more clicks, conversions, or engagement.

Control (A): The original version of the page or material. Variation (B): A modified version of the control, with a single change or a few changes.



Personas

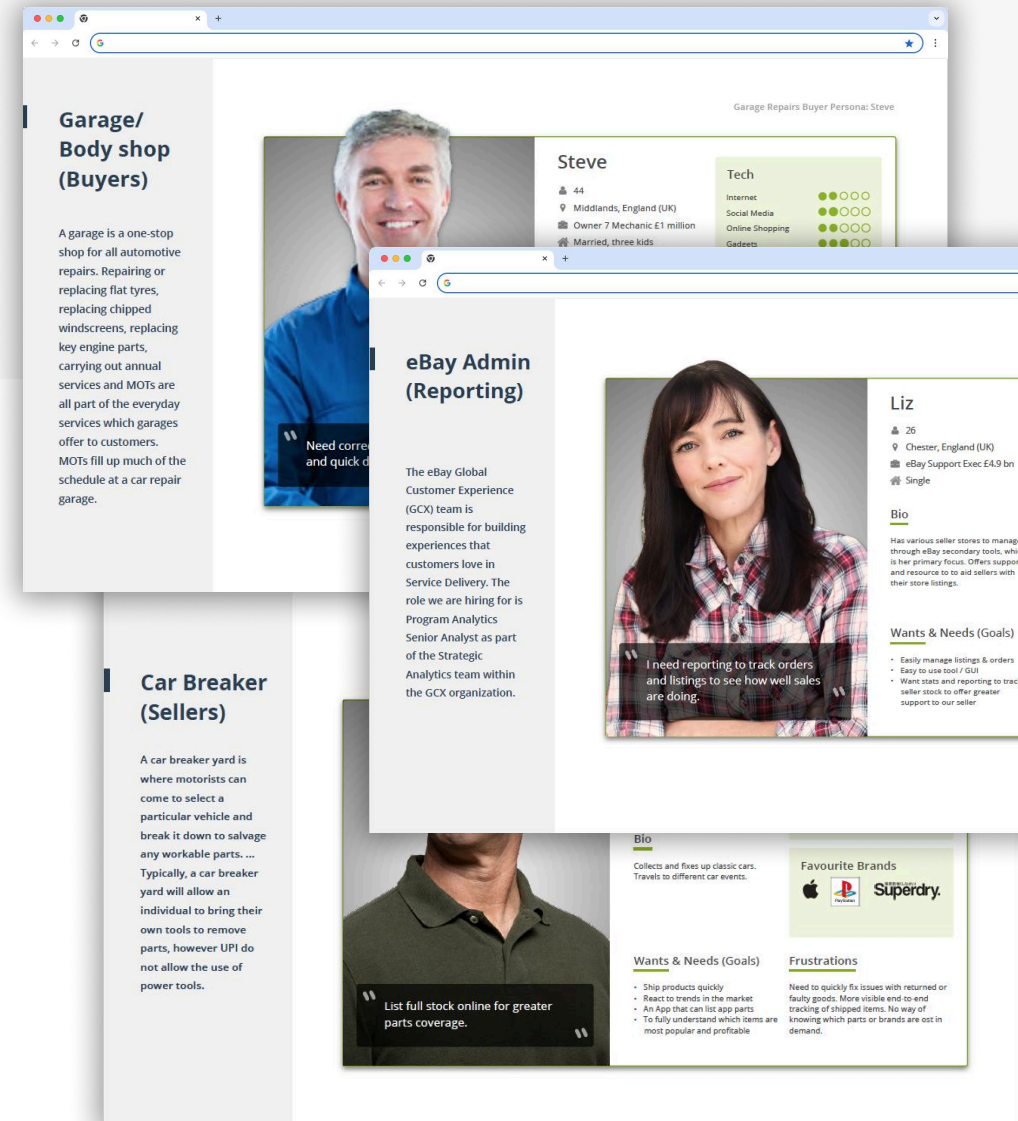
Fictional yet realistic representations of target users, help understand needs, behaviours, and motivations for the team to make more informed decisions.

SETTING UP GOALS

Sellers [Jeff] car breaker: Must register to be considered for access to the platform to sell their inventory or part of their inventory. The registration process must capture their information as part of their profile.

Buyers [Steve] garage or body shop: Must register for the platform. They must have the following information captured as part of this process. During this process they will be asked to login into eBay for single sign on.

Administrators [Liz] reporting: Approves the application. In order to approve the buyer eBay must provide the details into the buyer account. The app will be unaware of the manual decisions behind the approved high level checks.



Help understand the needs, goals, and challenges of the target audience. They help to move beyond generalisations and focus on specific user types.

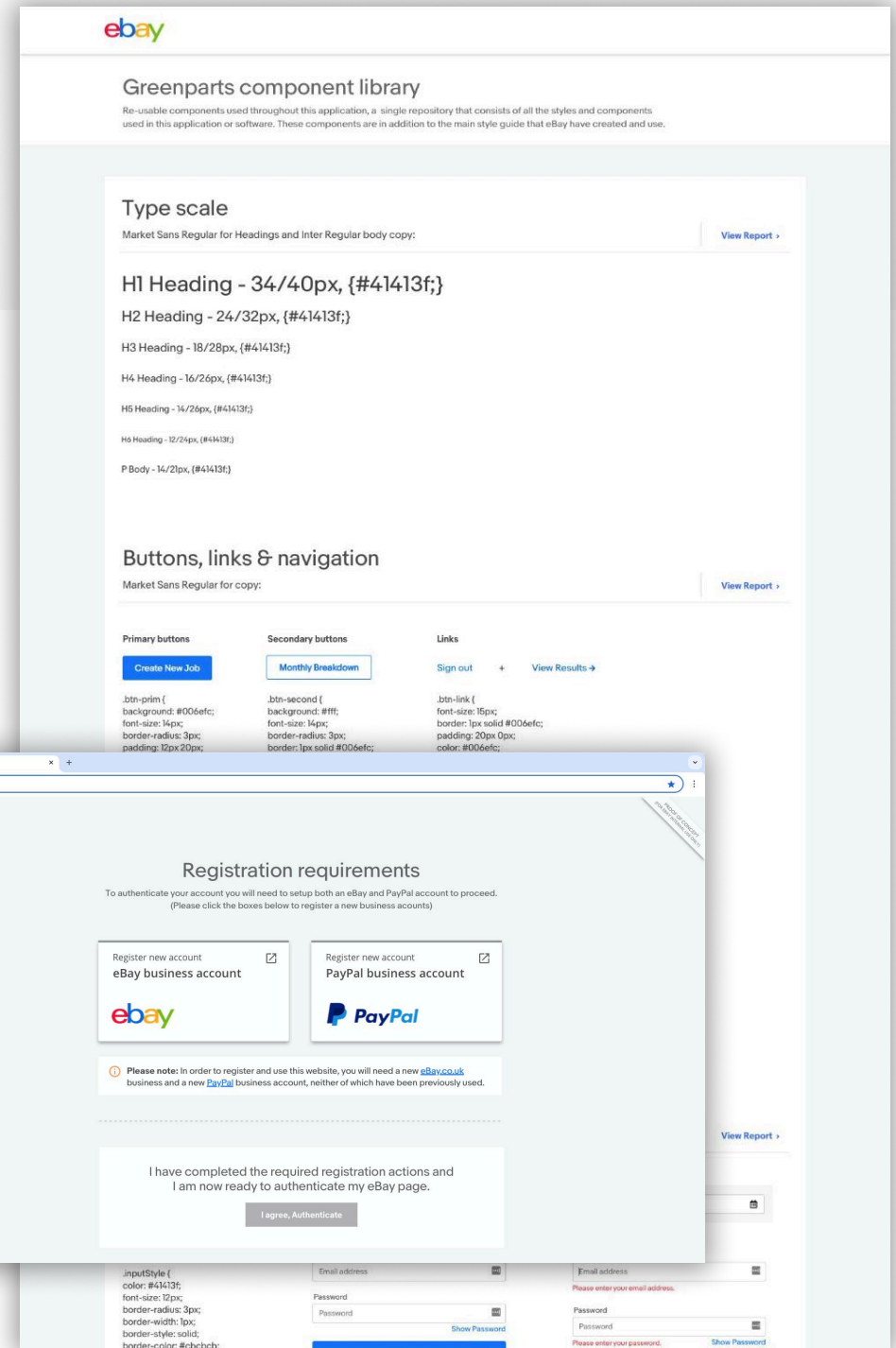
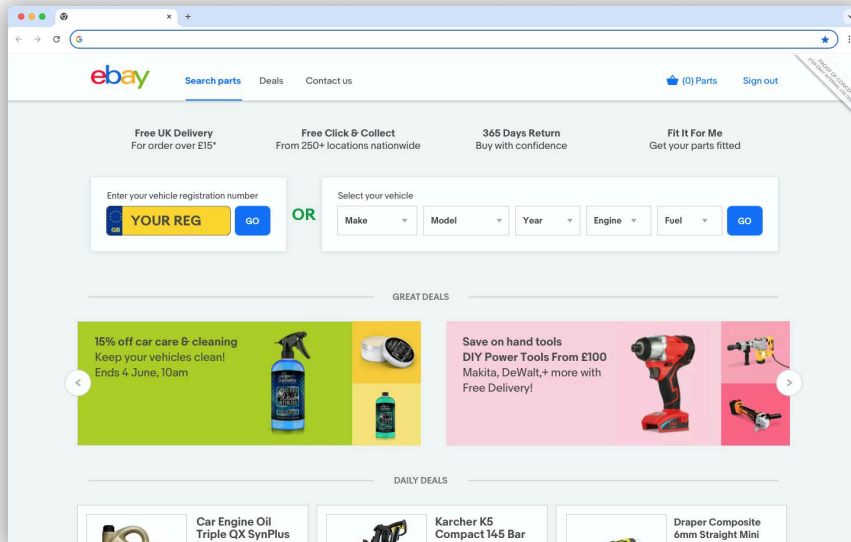
Design handover

Component libraries help save time, maintain consistency and avoid any unforeseeable mistakes.

WORKING TOGETHER

Working closely with the development team to complete objectives is preferred to handing over documents and left to make design decisions by themselves.

Reusable UI elements reduce the need to reinvent the wheel and ensure a consistent user experience across platforms.



Contact me

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