

PAUL GILLESPIE

UI/UX DESIGN PORTFOLIO -

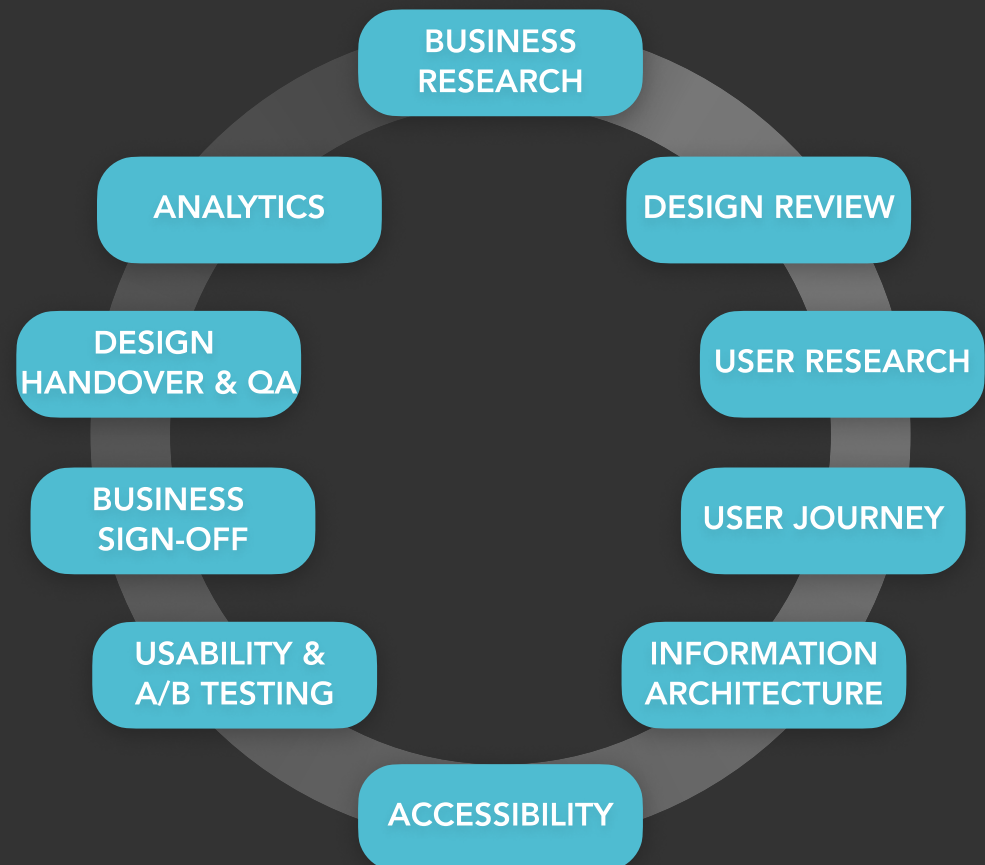
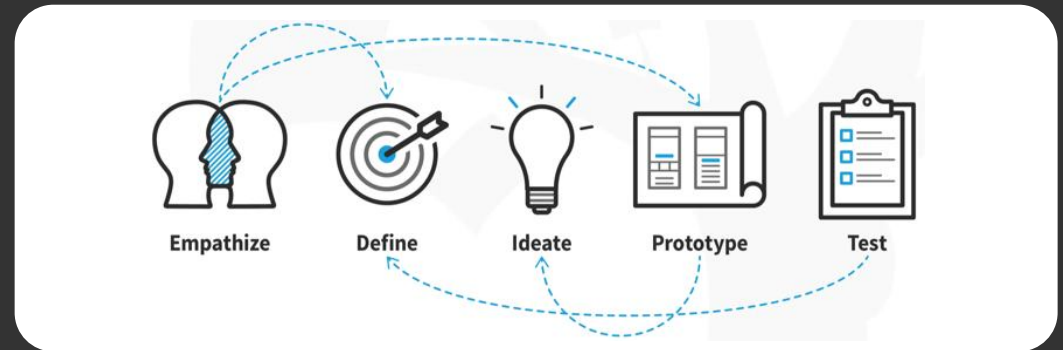
Optiseller Website - Umbraco

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.



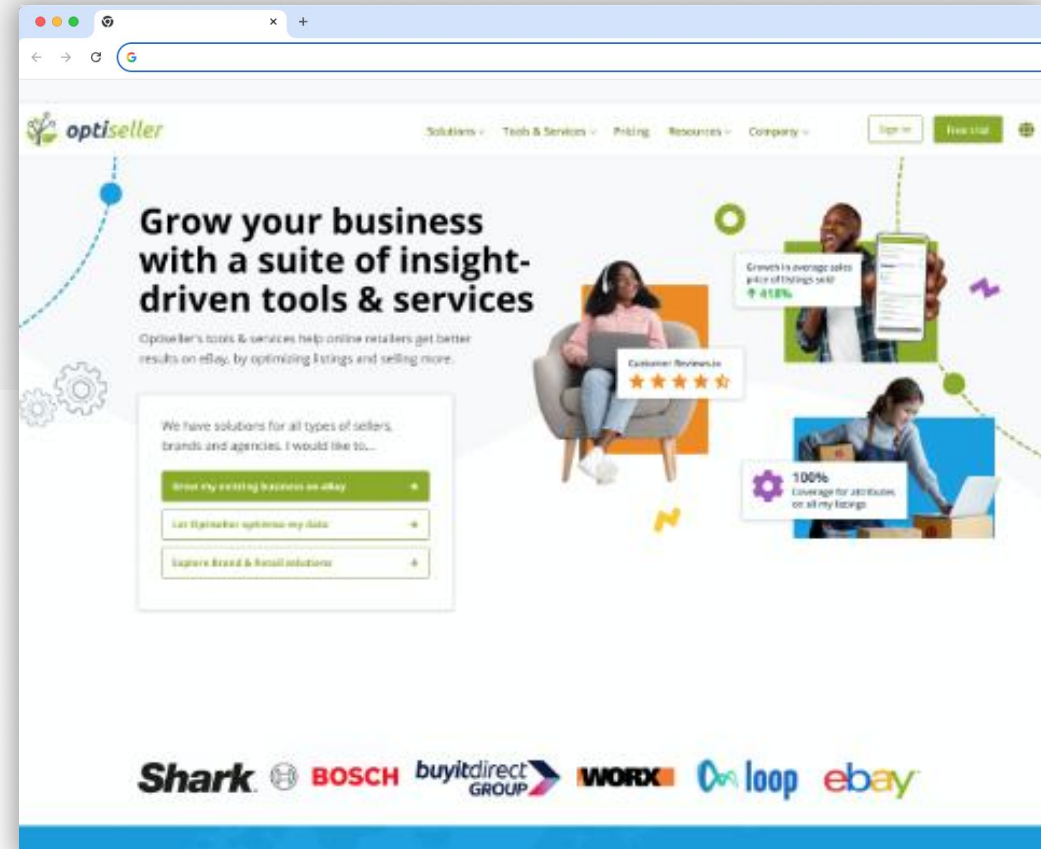
Optiseller Website

Optiseller design tools to help online retailers sell more. They improve the quality of data and make it easier to get better results by optimising listings.

PROJECT GOAL

To improve user experience, boost SEO, and reflect a changing brand. Outdated design, poor performance, and a need to integrate new features and functionality.

- Outdated design and look and feel can deter visitors and give a poor impression of the company.
- Poor or difficult navigation can frustrate users and lead them to leave the site.
- Websites not optimised for mobile devices are a turn-off to users and can negatively impact SEO.
- A slow website can lead to high bounce rates and loss of potential customers.
- A poorly designed site that is hard to use and understand will negatively impact the user experience.



OBJECTIVES & DELIVERABLES

- Brand Evolution: If the company has rebranded or updated its visual identity, the website should reflect these changes.
- New Products or Services: A redesign can highlight new offerings and showcase how they align with the company's overall brand.

Design review

Current website evaluation, what works and what doesn't – assumptions from my professional point of view.

WHAT WORKS

- ✓ Surveys are relatively short and ask for the relevant most important data.
- ✓ Information about pricing and subscription types are clear.
- ✓ Landing pages and offers are ranking well in search.
- ✓ Content is informative and reads well, sometimes quite technical and specific.
- ✓ Blog articles are easy to discover, well written and provide useful information.

WHAT COULD BE IMPROVED

- ? Not enough information on tools and services pages for each subscription type.
- ? Look and feel needs to be more modern and engaging to aid conversion compared to competitors.
- ? The branding is very old fashioned and doesn't fit with the tech/dev tone of voice for the business.
- ? Number of pages that take longer than they should to load, heavy graphic size, can be lightened.
- ? Navigation can be confusing to find certain content.

User research

*"I want to have a high performing website, with fit for user content, that is product focused and can be managed effectively and efficiently by stakeholders, of which a key one is **Marketing**."*

AVERAGE USER PROFILE

- eBay e-commerce sellers
- Marketing
- UK/US-based
- Wants to increase sales and save time
- Needs to optimise listing data

USER INTERVIEWS

10 calls via Zoom with previous customers and **marketing** employees, to understand what influenced their decision to use Optiseller.

7 out of 10 said it's to do with the eBay affiliate links to the website, and the remaining 3 said it was the tools.

QUANTITATIVE STUDY

Improve online experience to increase traffic to the thank you page, converting more subscribers to sign up.

- Similar sized competitors attract almost double the volume of organic traffic to their sites. This is largely due to design and content of their sites.
- To compete, Optiseller needs a website that is easy to navigate, update and engage from a customer (**marketing**) perspective.

MEASURE OF SUCCESS?

In 2022 the website has only driven 1,613 thank you page conversions, which is 0.61% of total website traffic. By improving the website globally we want to increase this to 2% traffic to thank you page conversion in 2023 which would be approx 3,200 thank you page conversions.

0.61% increase to **2%**

System Usability Questionnaire

Strongly Disagree

1. I think that I would like to use this system frequently

2. I found the system unnecessarily complex

3. I thought the system was easy to use

4. I think that I would need the support of a technical person to be able to use this system

5. I found the various functions in this system were well integrated

6. I thought there was too much inconsistency

7. I would like to learn more about this system

8. I would like to see how this system would impact my current workflow

9. I would like to see how this system would impact my current workflow

10. I would like to see how this system would impact my current workflow

AutoSave OFF

Home Insert Draw Page Layout

H26

System Usability Questionnaire

User 1 (1)

Question	Answer	
1	4	
2	2	
3	4	
4	1	
5	3	
6	2	
7	4	
8	2	
9	5	
10	2	
Average	75	

UX Research session 1

Analytics

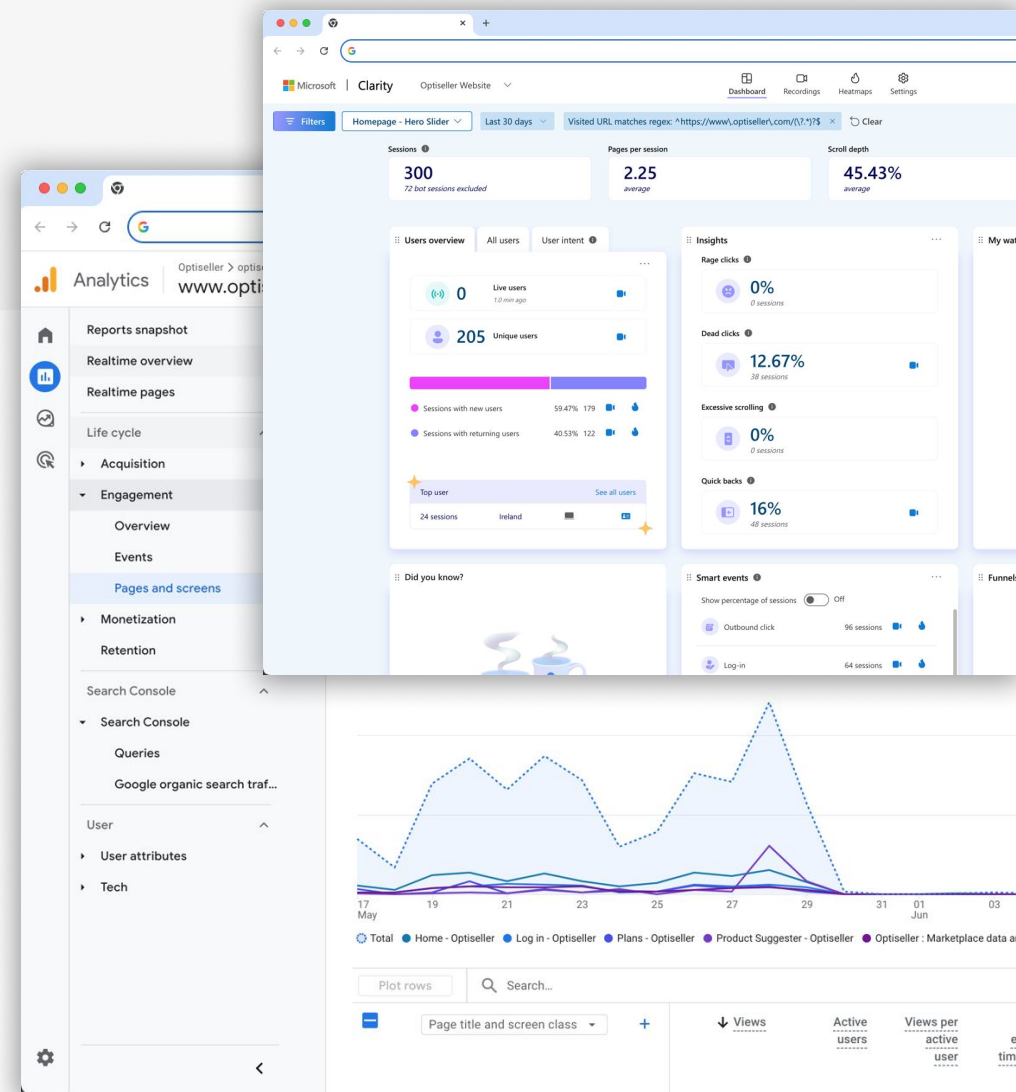
I want to measure performance by tracking conversions and observing users' behaviour in analytics systems.

GOOGLE ANALYTICS

I've set up goals and tracking conversions in Google Analytics on different actions taken across the website: investigating why 14% of website visitors are dropping-off during checkout, optimising those conversions by applying various persuasive UX design techniques.

CLARITY - HEATMAPS & RECORDINGS

I observe replays of visitors' page journeys in Clarity – getting behavioural insights that helped me to pinpoint issues, which otherwise would be difficult to notice. Also tracking user mouse actions and click through heatmapping.



i Google Analytics event tracking showed 72% of visitors used the new sign posting hero on homepage, as navigation to find content.

Card Sorting

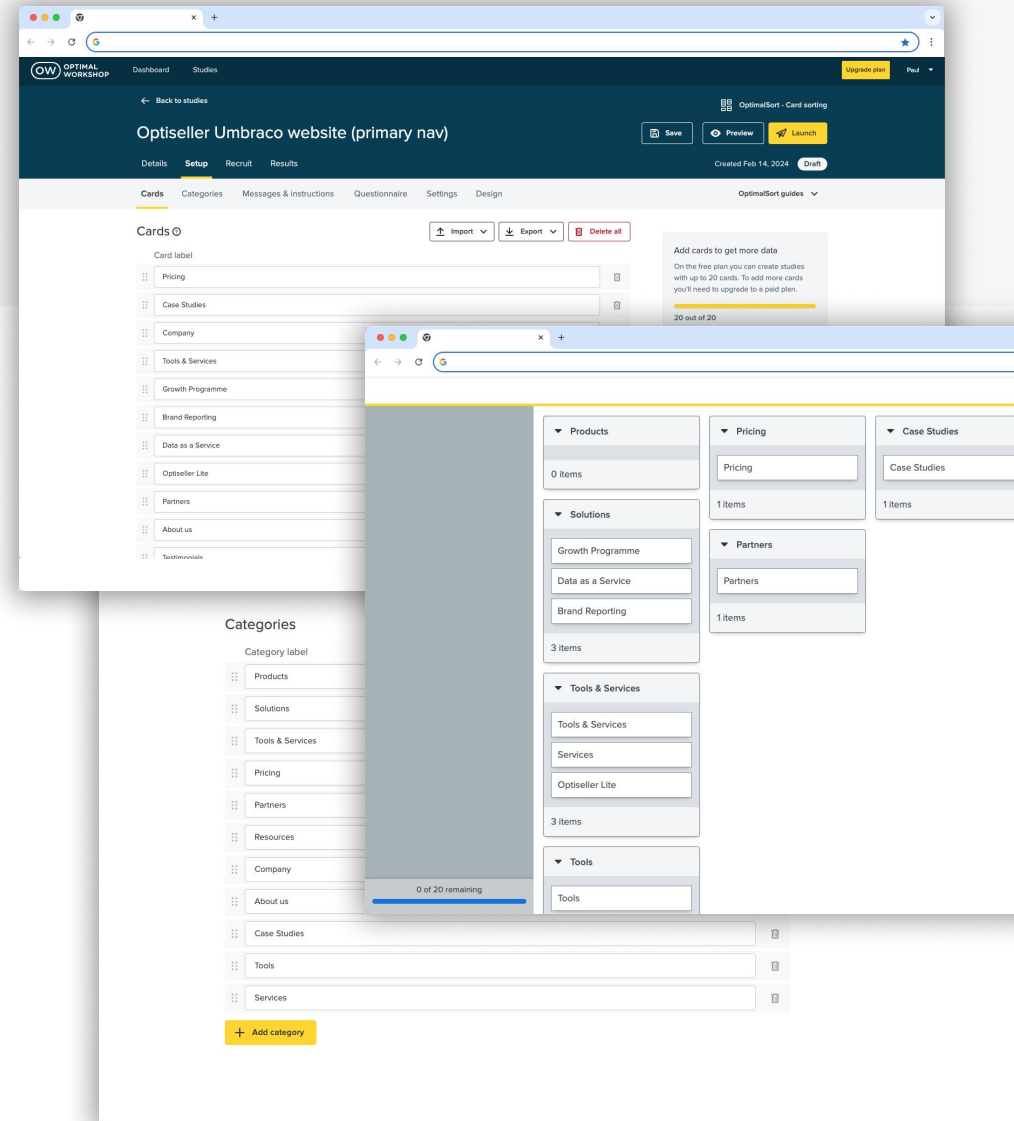
I want to ensure the website's content is well organised to make it easy to discover and navigate through.

SETTING UP GOALS

I set up two different tests to monitor how users would group and organise pages and content. The recruited candidates were sent an email with guidance and instructions on how to carry out the study. Sorting the cards and arranging categories into levels using the labels that they may or may not belong under.

OPTIMAL WORKSHOP

The results from these tests were mainly clear with just a few discrepancies were two of the pages did not fall into the same pattern as the majority of recruiters. The data captured gave my informed decision to test with a visual wireframe/prototype representation.



Design handover

To make sure design is implemented to the best standard possible by liaising regularly with dev teams.

WORKING TOGETHER

I work closely with the development team through to project completion to ensure they have support for any design decisions that are required.

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

Font Family - Typography

Open Sans

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,;:?!&*)

Open Sans
Weight: 600
Style: bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,;:?!&*)

Open Sans
Weight: 400
Style: semibold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,;:?!&*)

Open Sans
Weight: 400
Style: regular

Header 1

32px/38px Open Sans Bold, Colour: #2a3f54;

Header 2

26px/34px Open Sans Semi-Bold, Colour: #2a3f54;

Header 3

18px/28px Open Sans Regular, Colour: #2a3f54;

Header 4

16px/26px Open Sans Bold, Colour: #2a3f54; Uppercase;

Header 5

14px/24px Open Sans Bold, Colour: #2a3f54;

Header 6

14px/24px Open Sans Bold, Colour: #2a3f54;

This is Body copy. Lorem Ipsum is simply dummy text. Lorem Ipsum is simply dummy text. Lorem Ipsum is simply dummy text. Lorem Ipsum is simply dummy text. Lorem Ipsum is simply dummy text.

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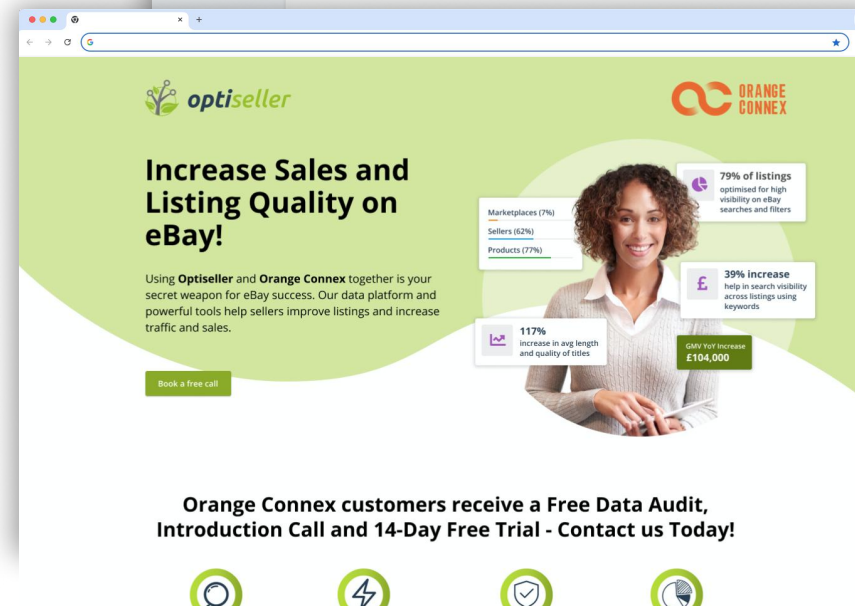
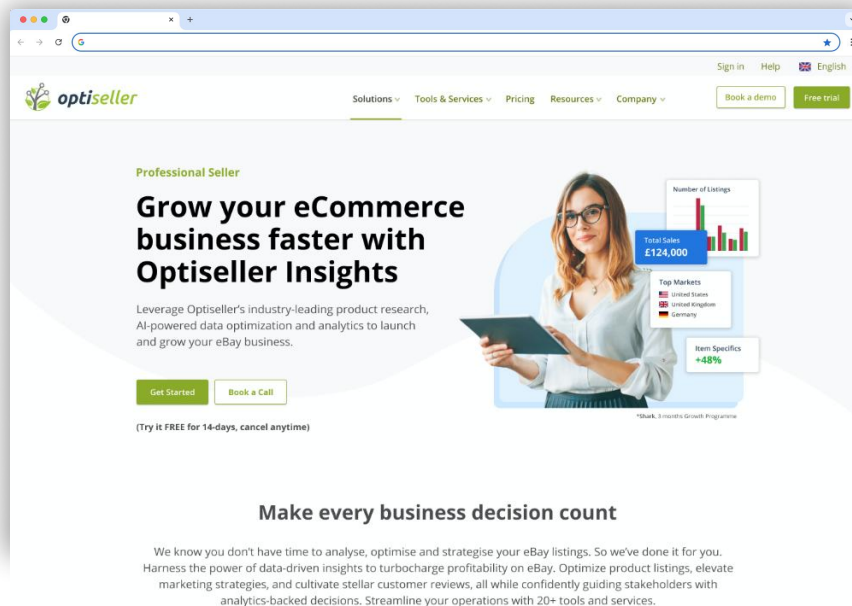
Font: Open Sans Regular 14px/18px, Colour: #4b4b4b;
<p> Paragraph spacing: Padding-bottom: 15px;

Font: Open Sans Regular 12px/16px, Colour: #4b4b4b;
<p> Paragraph spacing: Padding-bottom: 5px;

Colour Palette

Primary

State



Handover cont...



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Focused tools for eBay

Parts & Accessories

Accelerate the growth of your business and boost your sales by matching auto parts with more relevant searches and help customers find your products faster.

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VEHICLE PARTS & ACCESSORIES

Make sure you're in pole position with optimised data that puts your products in front of the right buyers

The world of selling vehicle parts and accessories online continues to boom. With demand increasing across a wider range of vehicles and manufacturers, you can't afford to miss out on sales opportunities. And it all starts with your data. The better your data is, the better your chance of success.

Data shows an **average of 27% increase** in sellers conversion rate when using the Parts Compatibility Finder.





SolutionsToolsPricingResourcesCompanySign inFree trial

#Sell more. Stress less

Adding eBay Item Specifics will provide a major increase in search & sales

Start free trialSign up



Item specifics tell buyers what you're selling, are crucial to your search visibility and sales, and are required by eBay in different categories

eBay require key Item Specifics in a number of different categories. Without this information, you won't be able to publish new, manually relisted or revised listings. Buyers' increasing use of search filters means that adding the right Item Specifics can provide more sales - using the tool is an efficient way to help your business grow.



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Grow your business with a suite of insight-driven tools & services

Optiseller's tools & services help online retailers get better results on eBay, by optimizing listings and selling more.

We have solutions for all types of sellers, brands and agencies. I would like to...

Boost my existing business on eBay

Use Optiseller optimise my data

Improve Brand & Retailer performance



Customer Reviews

★★★★★



Growth in average sales price of listings sold

+418%



100% Coverage for attribution on all my listings

SharkBOSCHbuyitdirectGROUPWORXloopebay

Our world in numbers



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Brand Owner

See who, what and where your Brand is being sold

Understand your Brand, the Products, Sellers and Categories that matter. Make data-driven decisions, automate workflows, and benchmark against your competitors.

More info?Book a Call



Top Sellers by Brand

Total Sales £5,123,000

Markplaces (7%)

Sellers (52%)

Products (77%)

Counterfeits +64%

Understand who is selling your products

Identify if a merchant or seller should be selling your brand. We offer everything from Fashion, Electronics, Parts & Accessories and Home & Garden. Each item is carefully curated to ensure quality and value, making your shopping experience seamless and enjoyable.

Contact me

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