
Portfolio

Ashlie Webb

UX Designer, Frontend Developer

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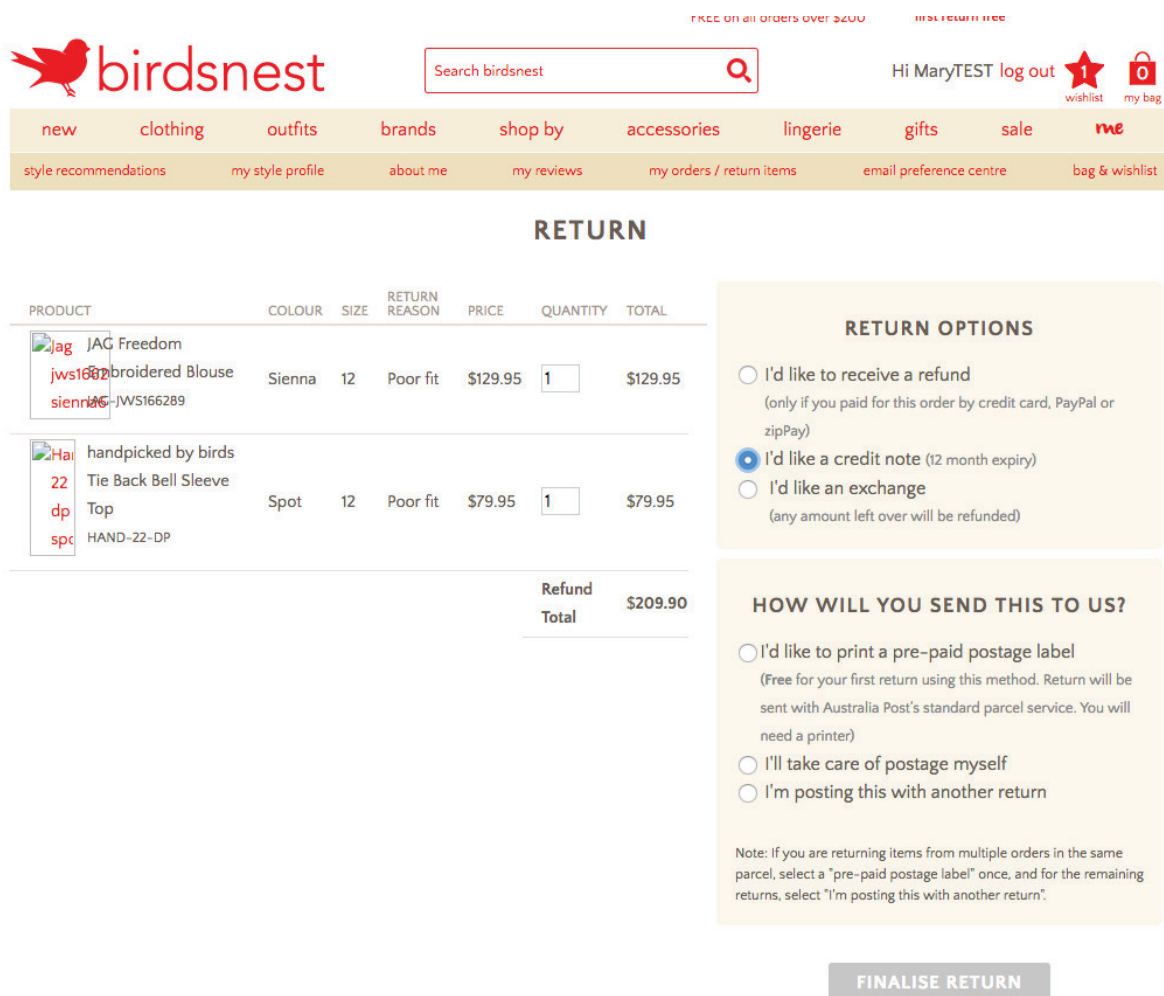
greetings@ashliewebb.com

0490 397 239

What's the problem?

Within the online return process, customers cannot specify which product they may want to return for an exchange. They can only notify they want to make an exchange, and then need to contact Customer Service directly in order to provide further details.

As a result, Customer Service need to manually handle all requests made for product exchanges. Immediately following peak shopping seasons, these requests are higher and Returns staff struggle to cope with this influx.



The screenshot shows the birdsnest website's return process. At the top, there's a navigation bar with the birdsnest logo, a search bar, and user links (Hi MaryTEST, log out, wishlist, my bag). Below this is a secondary navigation bar with categories like new, clothing, outfits, brands, shop by, accessories, lingerie, gifts, sale, and me. The main content area is titled "RETURN" and features a table of items to be returned. The table has columns for PRODUCT, COLOUR, SIZE, RETURN REASON, PRICE, QUANTITY, and TOTAL. Two items are listed: a JAG Freedom embroidered Blouse and a handpicked by birds Tie Back Bell Sleeve Top. To the right of the table is a "RETURN OPTIONS" section with three radio buttons: "I'd like to receive a refund", "I'd like a credit note (12 month expiry)" (which is selected), and "I'd like an exchange". Below this is a "HOW WILL YOU SEND THIS TO US?" section with three radio buttons: "I'd like to print a pre-paid postage label", "I'll take care of postage myself", and "I'm posting this with another return". At the bottom right, there's a "FINALISE RETURN" button. A note at the bottom of the return options section states: "Note: If you are returning items from multiple orders in the same parcel, select a 'pre-paid postage label' once, and for the remaining returns, select 'I'm posting this with another return'".

PRODUCT	COLOUR	SIZE	RETURN REASON	PRICE	QUANTITY	TOTAL
JAG Freedom embroidered Blouse	Sienna	12	Poor fit	\$129.95	1	\$129.95
handpicked by birds Tie Back Bell Sleeve Top	Spot	12	Poor fit	\$79.95	1	\$79.95

Refund Total: \$209.90

RETURN OPTIONS

☐ I'd like to receive a refund
(only if you paid for this order by credit card, PayPal or zipPay)

☒ I'd like a credit note (12 month expiry)

☐ I'd like an exchange
(any amount left over will be refunded)

HOW WILL YOU SEND THIS TO US?

☐ I'd like to print a pre-paid postage label
(Free for your first return using this method. Return will be sent with Australia Post's standard parcel service. You will need a printer)

☐ I'll take care of postage myself

☐ I'm posting this with another return

Note: If you are returning items from multiple orders in the same parcel, select a "pre-paid postage label" once, and for the remaining returns, select "I'm posting this with another return".

FINALISE RETURN

captured February 2017

Resolution

- Redesigned online return process to reduce amount of manual handling required by customer service staff
- Designed new feature to enable customers to choose their intended exchange without contacting Customer Service
- Separated each task into its own step in order to make the overall process clearer and procedural
- Applied new design across desktop, tablet and mobile

The image displays two mobile app screens side-by-side, illustrating a redesigned return process. Both screens are framed to look like a smartphone.

Left Screen: The top navigation bar has 'Orders & Returns' (active) and 'My Reviews'. The main heading is 'Returning for order #1234558'. Below this is a step indicator '1 Choose items'. The item being returned is shown as a black dress with white bird patterns, labeled '1x boho bird Dancing With Birds Dress' for '\$99.00'. Below the item image, its details are listed: 'Colour Black' and 'Size 12'. A dropdown menu 'What would you like to do?' is set to 'Exchange'. Another dropdown 'Reason for returning' is set to 'Faulty'. At the bottom, there is a text input field for 'Additional Comments' with the word 'optional' next to it.

Right Screen: This screen shows the next step in the process. It starts with the question 'What would you like to exchange this item for?' followed by three radio button options: 'Replacement of the same', 'Different SIZE or COLOUR', and 'Different STYLE'. Below these is a note: 'If you would like to arrange a repair for your faulty item please [contact us](#).' The item details for the 'boho bird Dancing With Birds Dress' are repeated, showing 'Colour Black' and 'Size 14' (likely a typo for 12). A dropdown menu 'What would you like to do?' is set to 'Keep this item'.

design October 2019

3 clear steps in process

User knows where they are and how much they have left

ACCOUNT

ORDERS

WISHLIST

my STYLE PROFILE >


[Orders & Returns](#)My Reviews

Returning for order #1234558

1 Choose items >

2 Send items >

3 Review your return



1x
boho bird
Dancing With Birds Dress
\$99.00

ColourBlackSize12

What would you like to do?
Exchange

Reason for returning
Faulty

Additional Comments optional


What would you like to exchange this item for?

☐ Replacement of the same

☒ Different SIZE or COLOUR

☐ Different STYLE

If you would like to arrange a repair for your faulty item please [contact us](#).



boho bird
Dancing With Birds Dress

Select ColourBlackSelect Size14

Various ways to exchange

Based on most common reasons for exchanging

Returning for order #1234558

✓ Choose items > ✓ Send items > 3 Review your return

You are returning



1x
boho bird
Dancing With Birds Dress

\$99.00

Colour Size
Black 12

Reason for returning

Item is too small

Additional comments

Unfortunately the seam has come apart and a button fell off



1x
boho bird
Dancing With Birds Dress

\$99.00

Colour Size
Black 14

Reason for returning

Item is faulty

Additional comments

Unfortunately the seam has come apart and a button fell off

You are exchanging



1x
boho bird
Dancing With Birds Dress

\$99.00

Colour Size
Black 12



1x
boho bird
Happy Me Crop Jeans

\$119.95

Colour Size
Denim 12

Reason for returning

Item is too small

Additional comments

Hoping the larger size won't be so tight around the waist

Old items value	\$99.00
New items value	\$119.95
Delivery	\$7.95
Total to Pay	\$28.90

☒ Credit Card



Card Number

Expiry Date

Name on Card

CVV ⓘ

☐ Save my card details for next time

☐ PayPal

< Back

PAY NOW



Clear return summary

Ensuring all entered information is repeated and easy to review before finalising, especially when extra payment may be required.

Orders & Returns My Reviews

Returning for order #1234558

✓ Choose items > ✓ Send items > ✓ Review your return

Success!

The next step is to prepare your items and send them back to us in the nest.



STEP 1

Print your return form & postage label

Print Return Form
& Postage Label

If you don't have a printer, then please include a note with your order number **#1234558**.



STEP 2

Include your return form with your parcel

Separate form and label by cutting along the dotted line.

Pop your return form inside your parcel.



STEP 3

Attach postage label to the outside of your parcel

Seal your parcel and drop it off at your nearest Post Office.

Next step instructions

A combination of visual, textual and scannable content designed to make it simple to prepare and post the customer's return.

My Role

UX Designer

- Leading workshops to explore and identify optimal user journey
- Understanding business goals and requirements
- Translating requirements into a usable UI by means of wireframes, interactive prototype and final design
- Identifying areas of improvement to overall feature usability

Team

Operations Analyst
Customer Service
Project Manager

Timeline

3-4 months (over 3+ years)

Design Process

- **Map user journey**

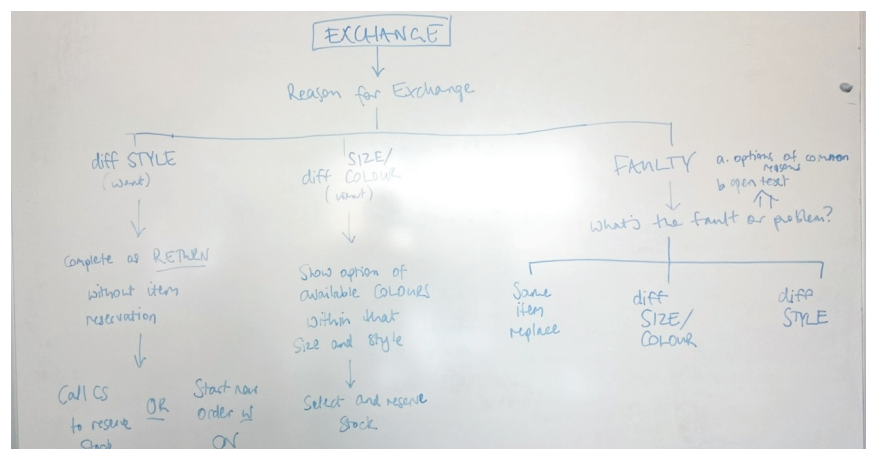
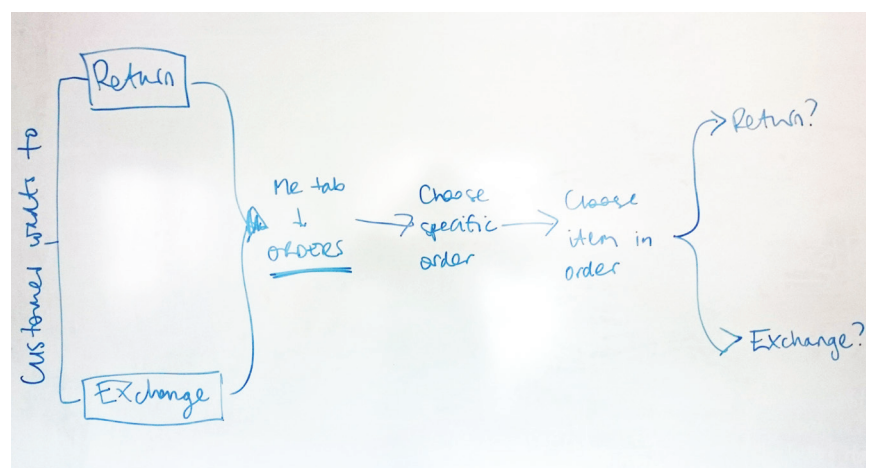
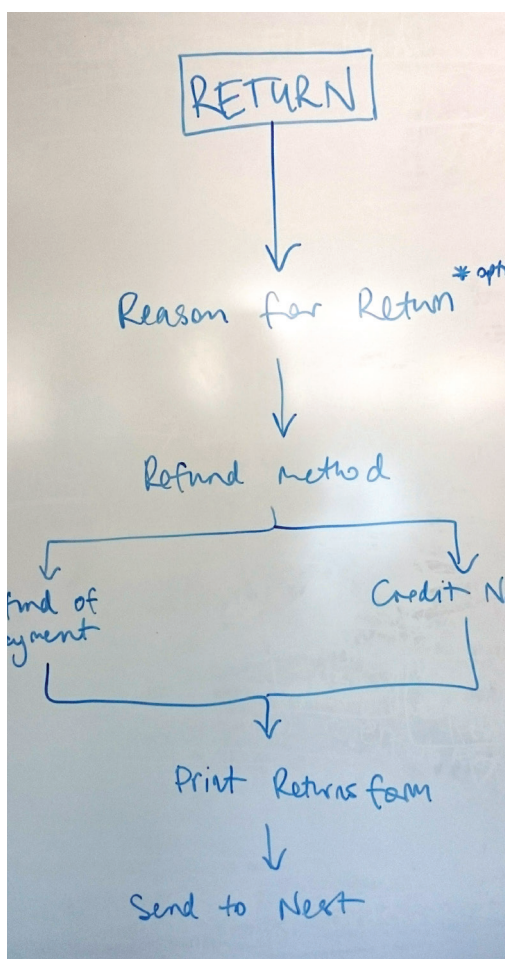
Understand the current journey in order to determine how it could be expanded upon

- **Interview staff**

In order to understand how to design the solution, I needed to understand how operations for returned items were handled

- **Conduct end-to-end return journey**

I purchased some items and returned them in various ways using the online process in order to understand how a customer might perceive this experience




1.
Refund or Exchange

2.
Finalise Return

3.
Send to the Nest

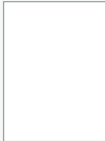
ORDER No. 3883787

		PRICE	QUANTITY	SUBTOTAL	What would you like to do?
	boho bird Free Spirit Cardigan BOHO-40 Colour: KhakiStone Size: 12	\$45.00	1	\$45.00	<div>Refund</div> <div>✓ Exchange</div>

4. What would you like to exchange this item for?*

☒ Replacement of the same
☐ Different SIZE or COLOUR
☐ Different STYLE

SUMMARY OF NEWLY CHOSEN ITEM

	boho bird Free Spirit Cardigan BOHO-40 Colour: KhakiStone Size: 12
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BACK

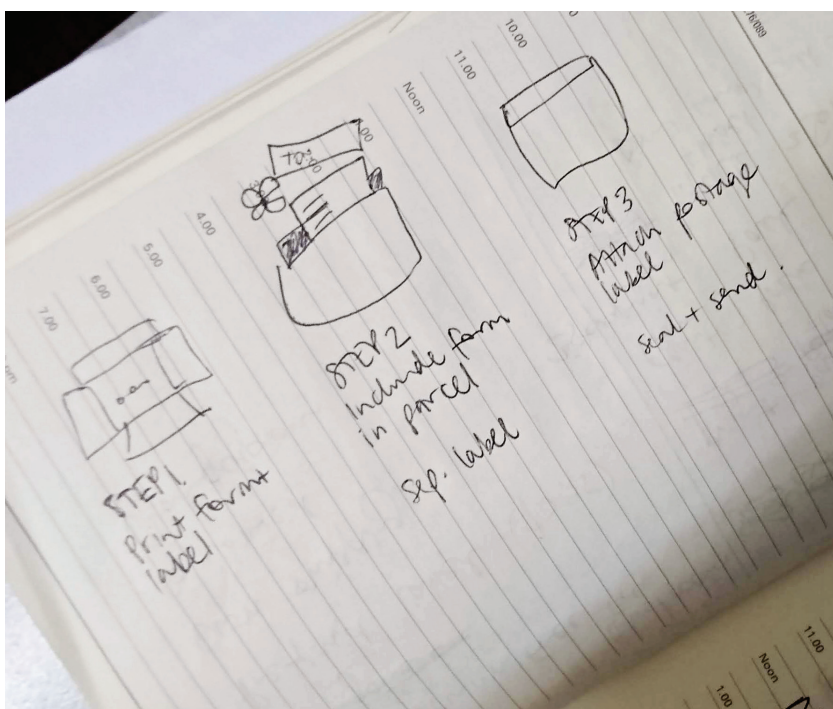
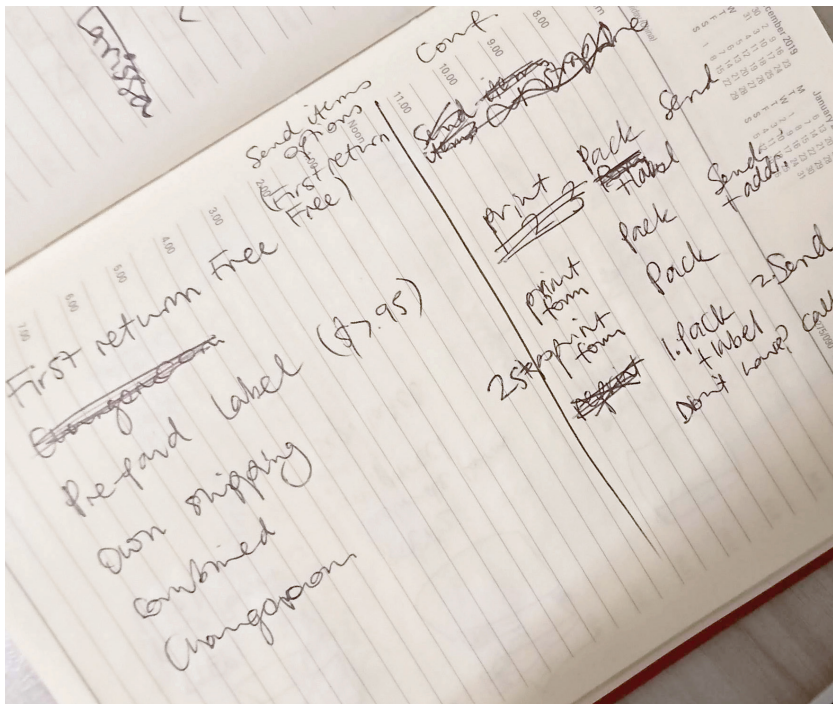
SAVE

TOTAL \$135.00

RETURN SELECTED

Interactive prototype was created in Adobe XD to demonstrate how the Online Return Process would be expected to work.

It also demonstrated the return options' possibility of being developed in stages, allowing iterative feature release rather than a single launch of a completely new feature.



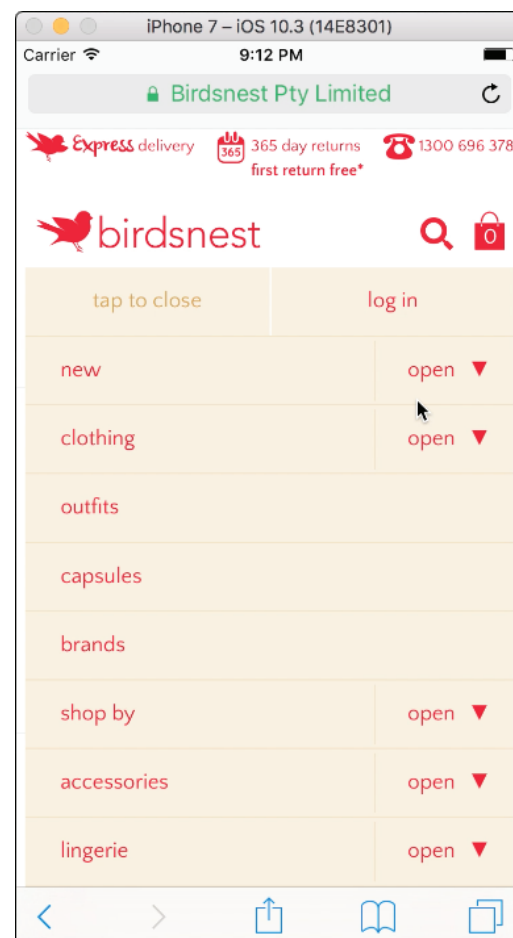
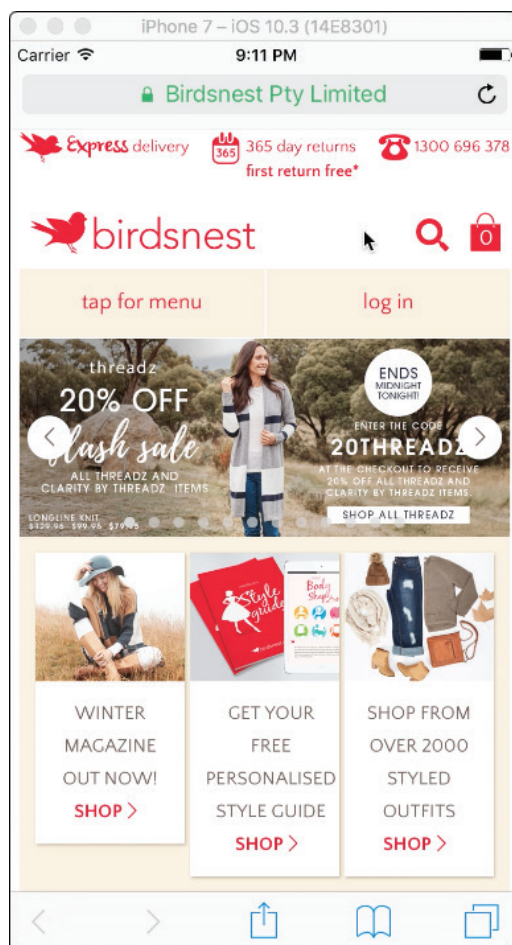
Sketch notes to plan the content displayed on the final screen where different instructions are shown depending on selections the user has made during the online return journey.

Mobile-first Site Navigation



What's the problem?

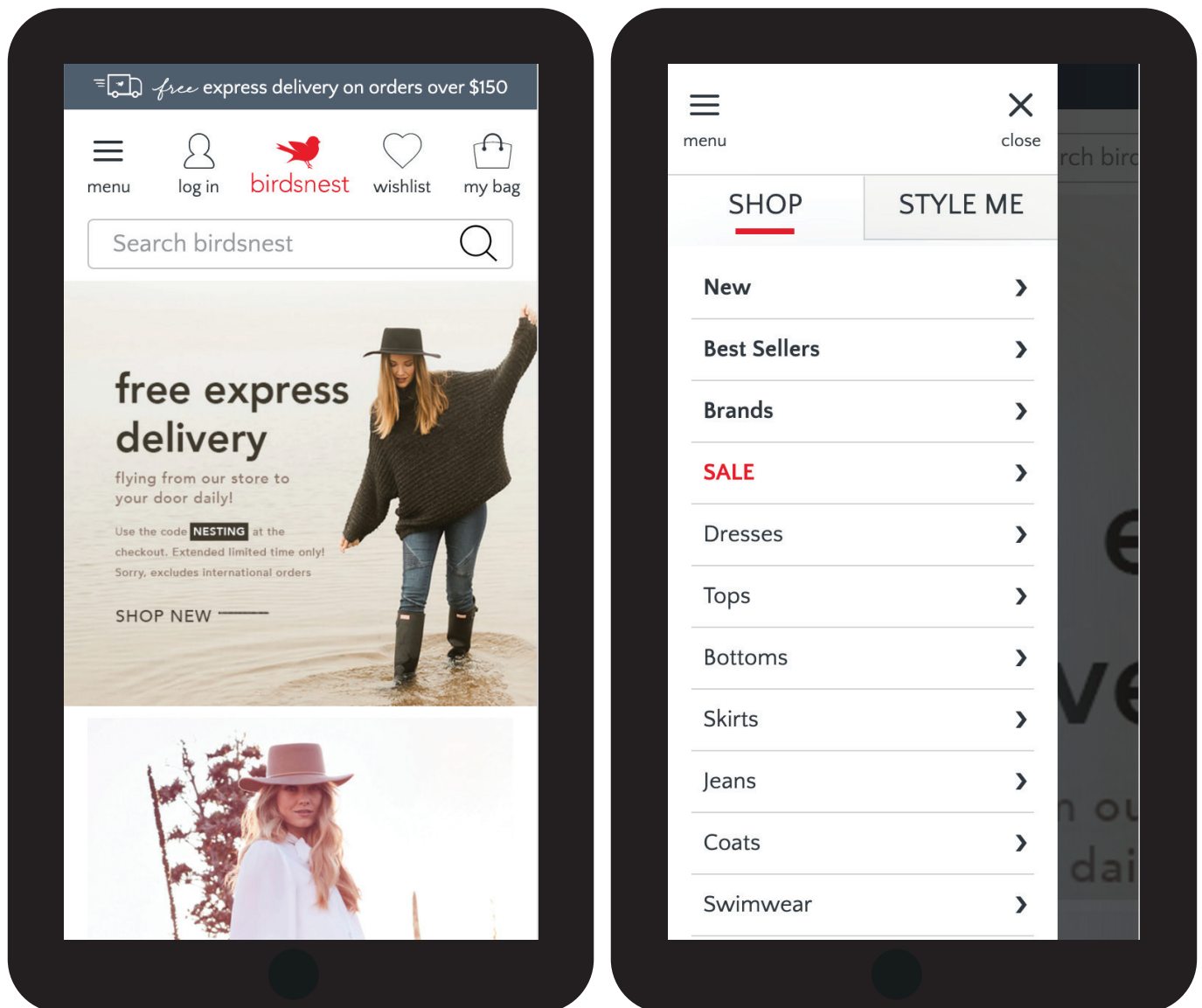
- Over 60% of website visitors are using their mobile phone
- Unfriendly layout design with a colour palette that makes the content difficult to see and use
- Unclear path of navigation for mobile website
- Important features are not obvious, even unknown to mobile users. Popular Wishlist feature is not accessible on mobile, and only available if users are visiting on a desktop device



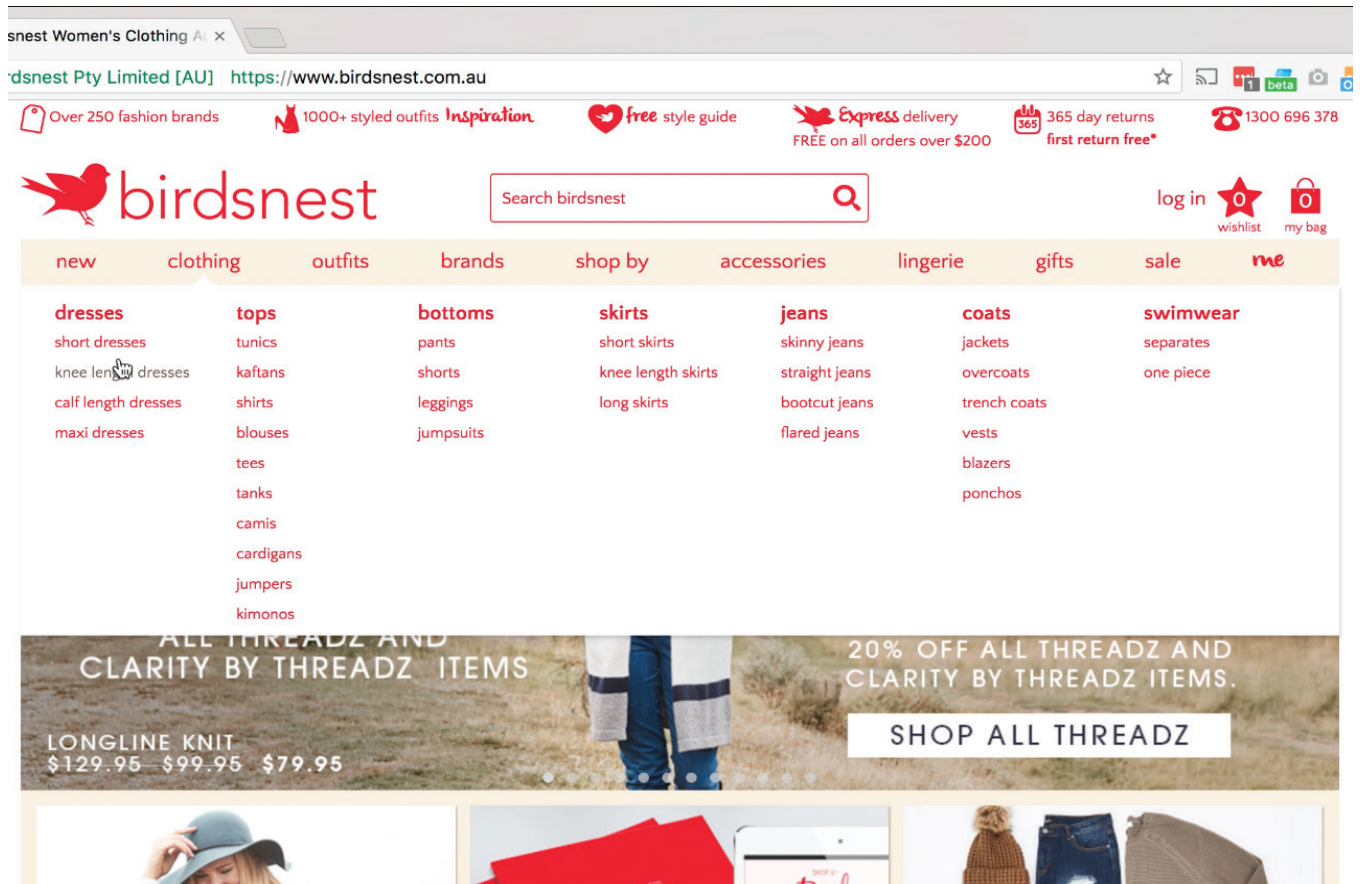
captured July 2017

Resolution

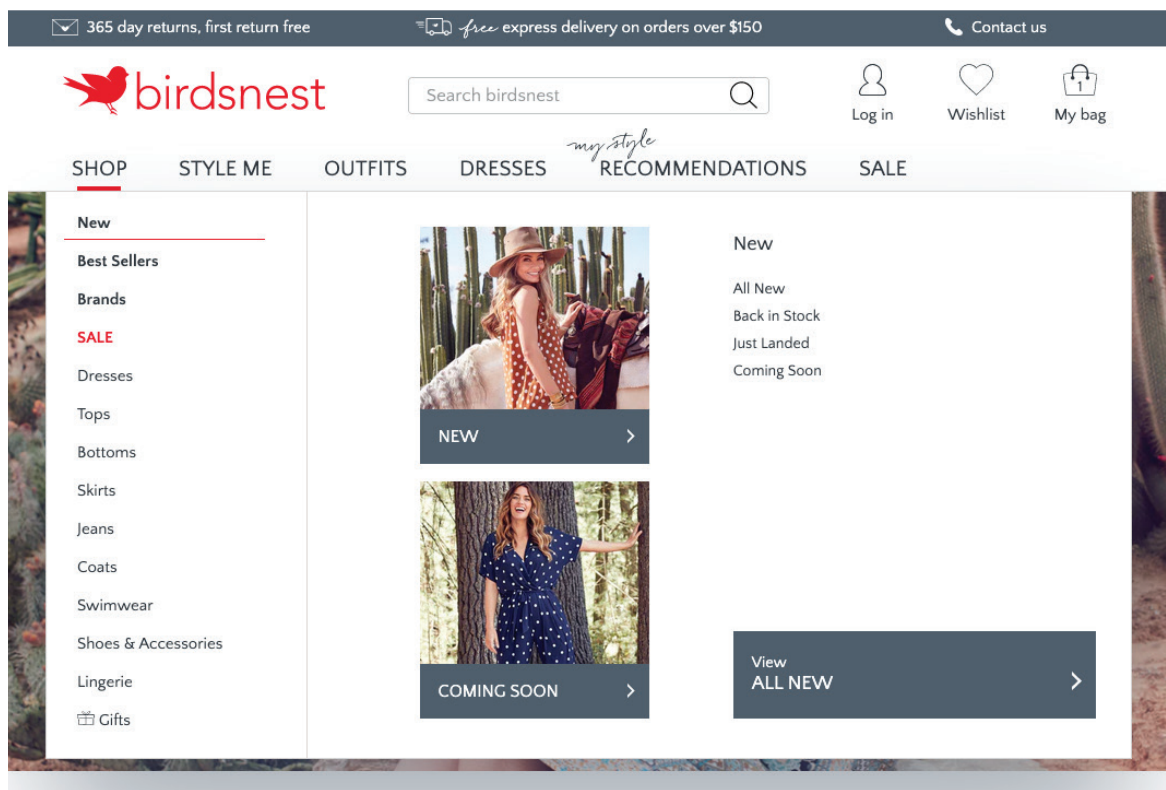
- Redesigned header layout and appearance to improve usability
- Reorganised content to minimise bulky appearance, as well as reduce complexity
- Created two new groups within the menu to better define the different ways to shop
- Applied new design across desktop, tablet and mobile



captured May 2020



captured July 2017



captured May 2020

My Role

UX Designer & Frontend Developer

- Leading workshops to explore and identify optimal user journey
- Understanding business goals and requirements
- Translating requirements into a usable UI by means of wireframes and interactive prototype
- Identifying areas of improvement to overall feature usability
- Building the interactive navigation using HTML, CSS and jQuery
- Developing mobile-first, and as a responsive design for multiple screen sizes
- Ensuring cross-browser compatibility

Team

Timeline

Content Writer

4 months

Graphic Designer

Marketer

Project Manager

Outcome

Increased mobile conversion by 21% within 3 months

Design Process

Began by identifying opportunities to reorganise and consolidate navigation elements, in order to reduce the initial complexity.

- **Several planning sessions**

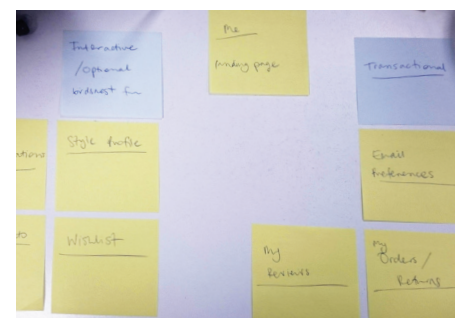
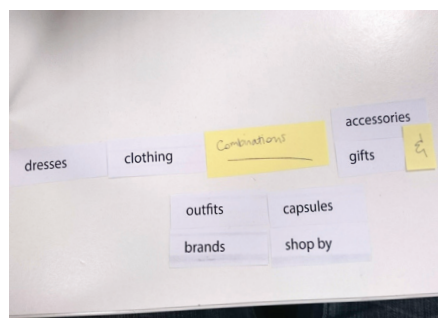
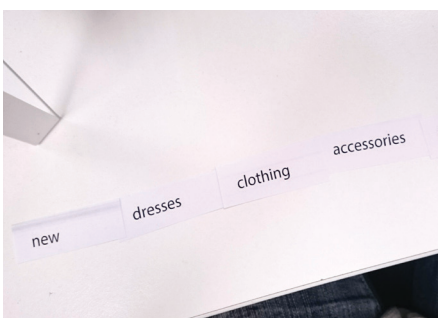
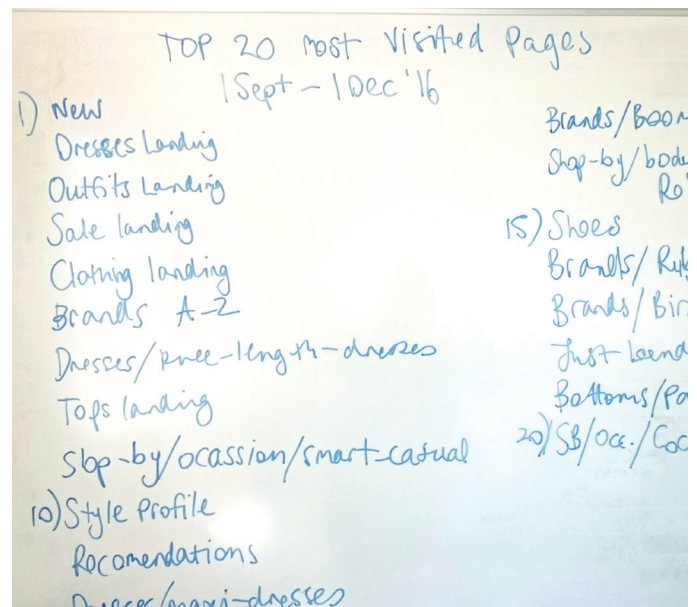
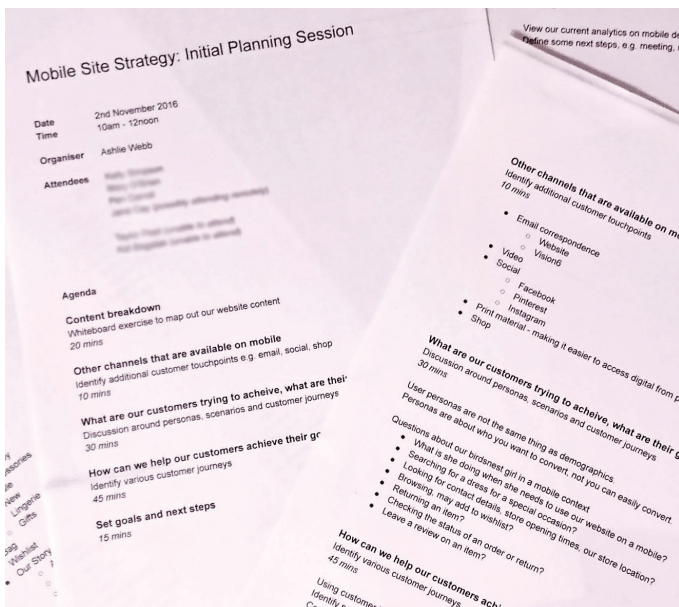
Looking at content breakdown, identifying customer journeys, identifying customer touchpoints and understanding user goals

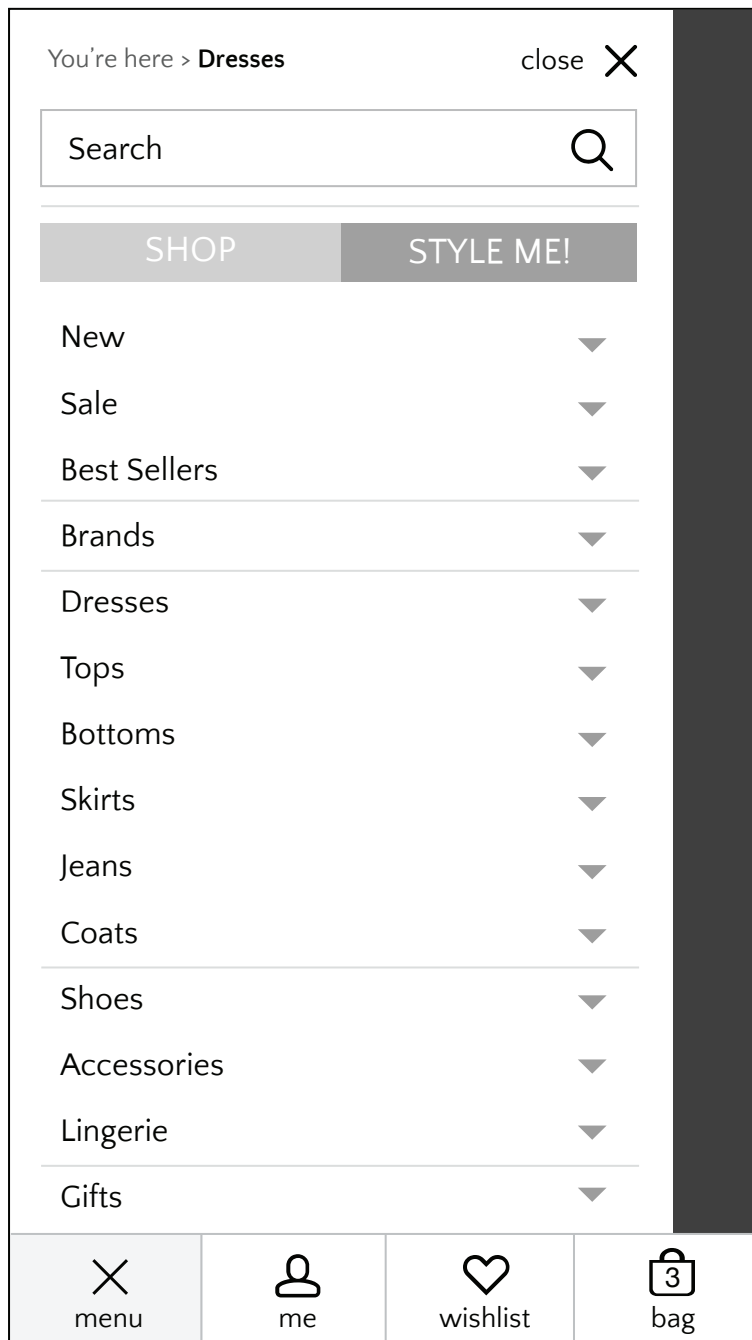
- **Card sortings**

For main menu and account tab content

- **Website traffic analysis, top visited pages**

To assess and determine which items should be present in main menu





Interactive prototype was created in UXPIn to demonstrate how the Mobile Menu, as well as other features in the fly-out tab, would be expected to work.

SHOP was created to group clothing categories, much like an index.

STYLE ME was created to group birdsnest's curated offerings e.g. Style Profile, Style Recommendations, Shop by, Outfits and Capsules.