

Whole Hardware

We're here for you!

Whole Hardware has been a pillar of our community for almost 3 decades now. The store's current website needs major updating, and the client needs help. As social distancing restrictions continue, the need for a good online user experience grows ever more important to the lifeblood of the business.

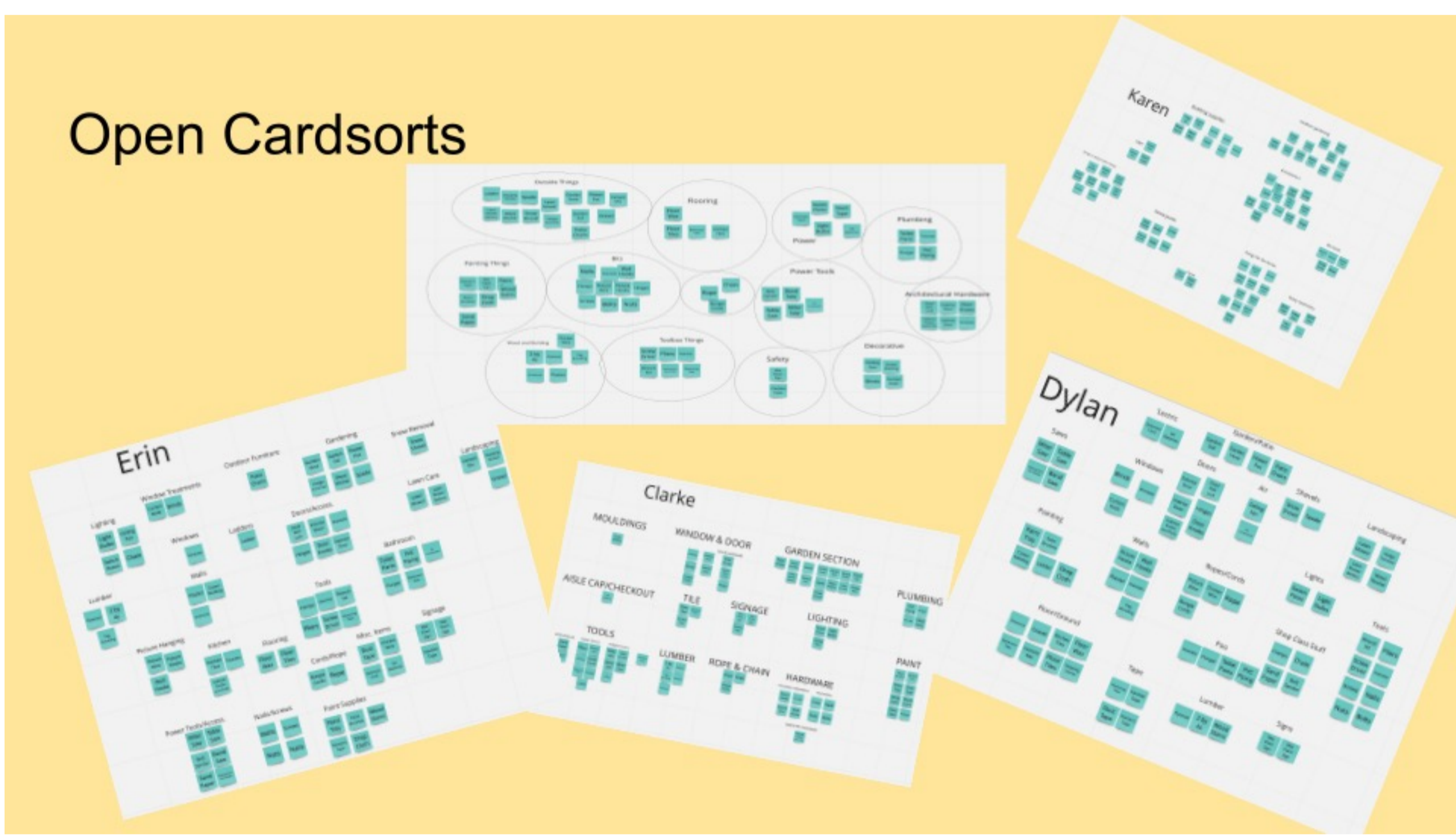
This was a fictional yet highly relevant project I worked on while studying UXDI with General Assembly. In this prototype which yielded a low to mid fidelity prototype, I utilized a lean ux model to design the information architecture for an e-commerce website.

Problem and Solution

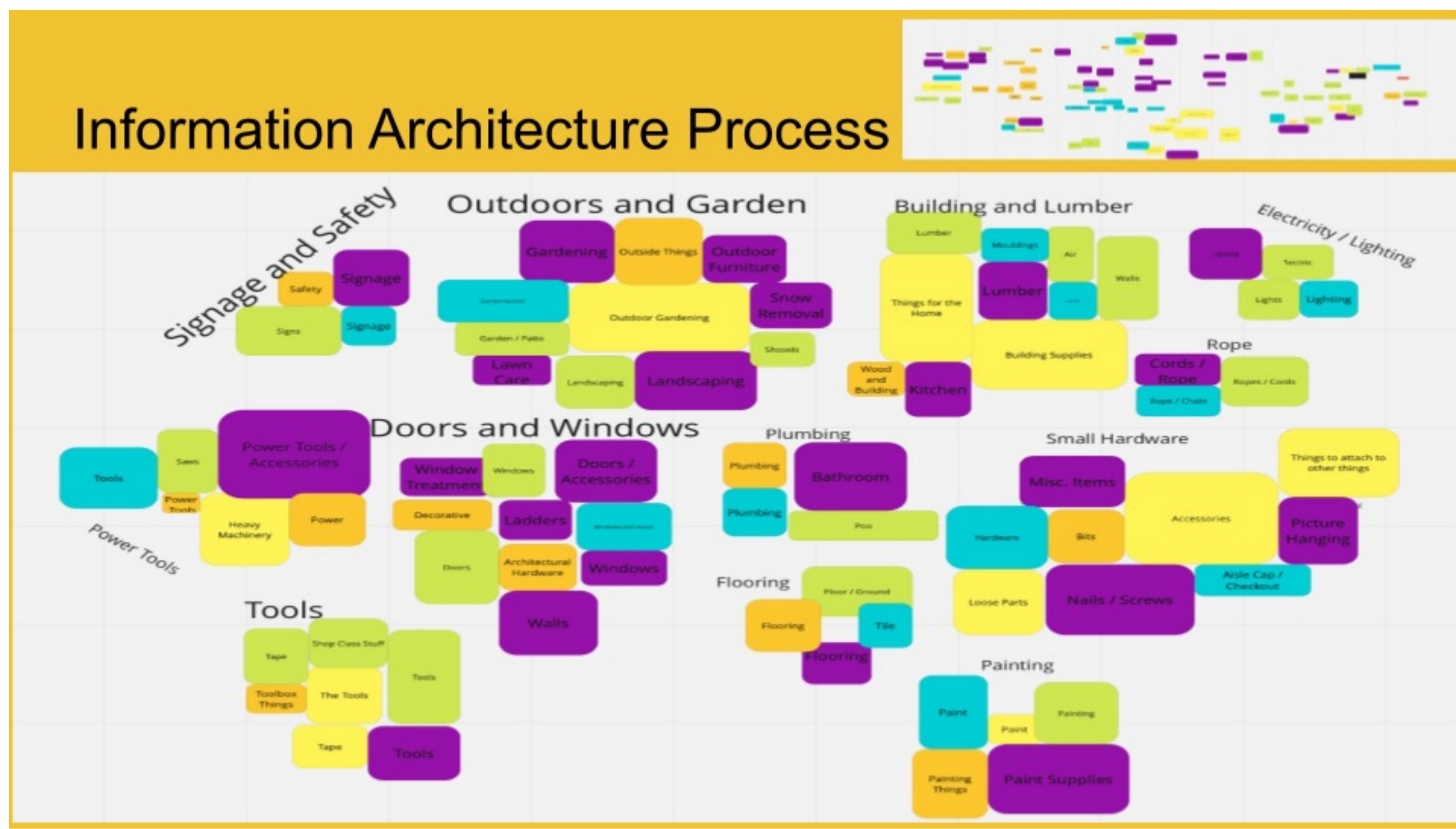
The citizens of Cabot Cove need a **usable** and **effective** ecommerce website for their beloved local hardware store, Whole Hardware, so that they can continue to give it their business during the global pandemic.

We believe that by organizing the products into an intuitive navigational format and by carrying some of the stores recognizable branding and character into a digital experience we can bring Whole Hardware's sales back up and provide its loyal customers with a memorable and positive digital experience.

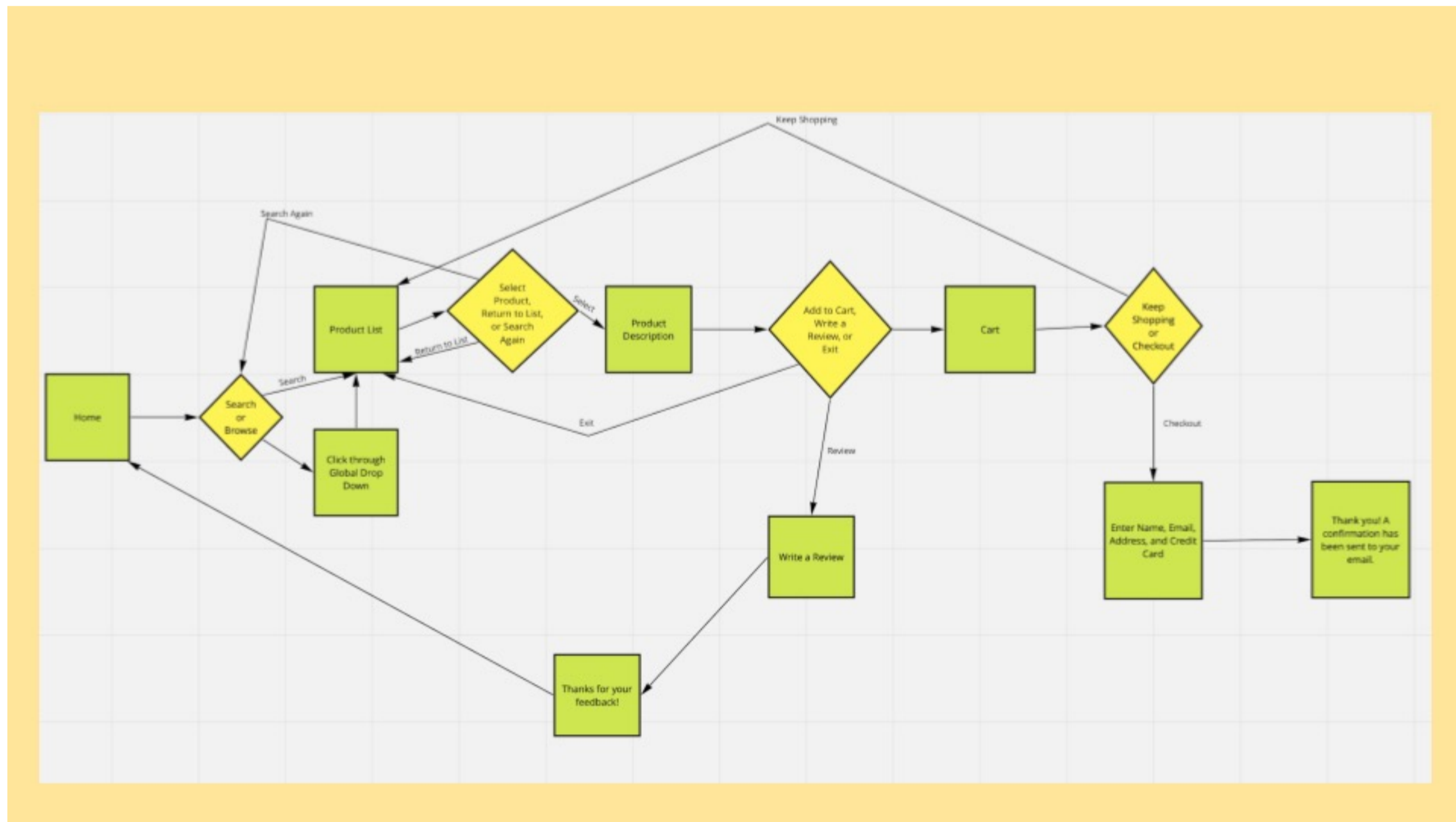
I began my research by using a selection of 75 products to conduct open card sorts with users. It was intriguing to see how many different ways the same products were organized by different people with varying levels of knowledge about hardware goods.



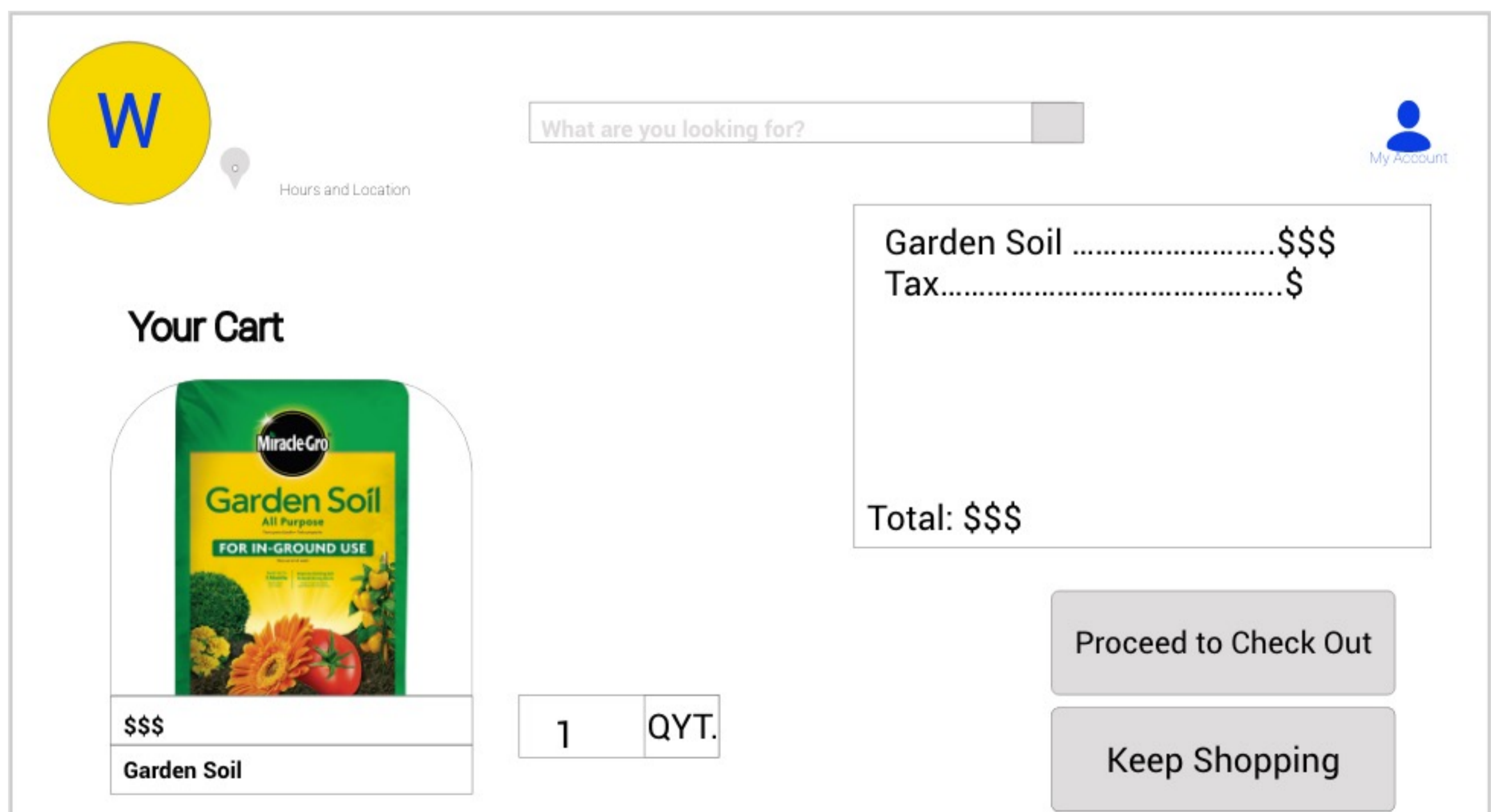
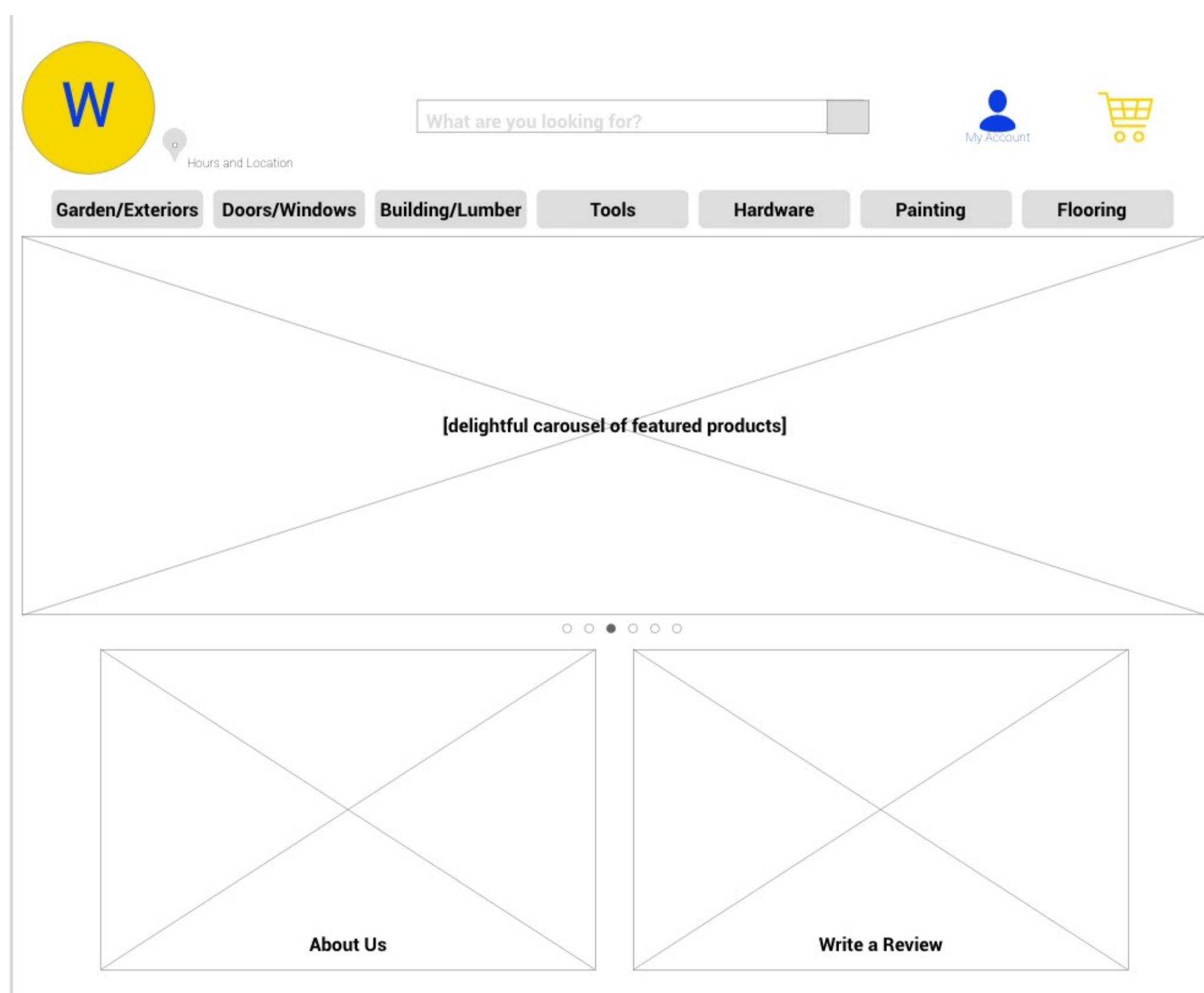
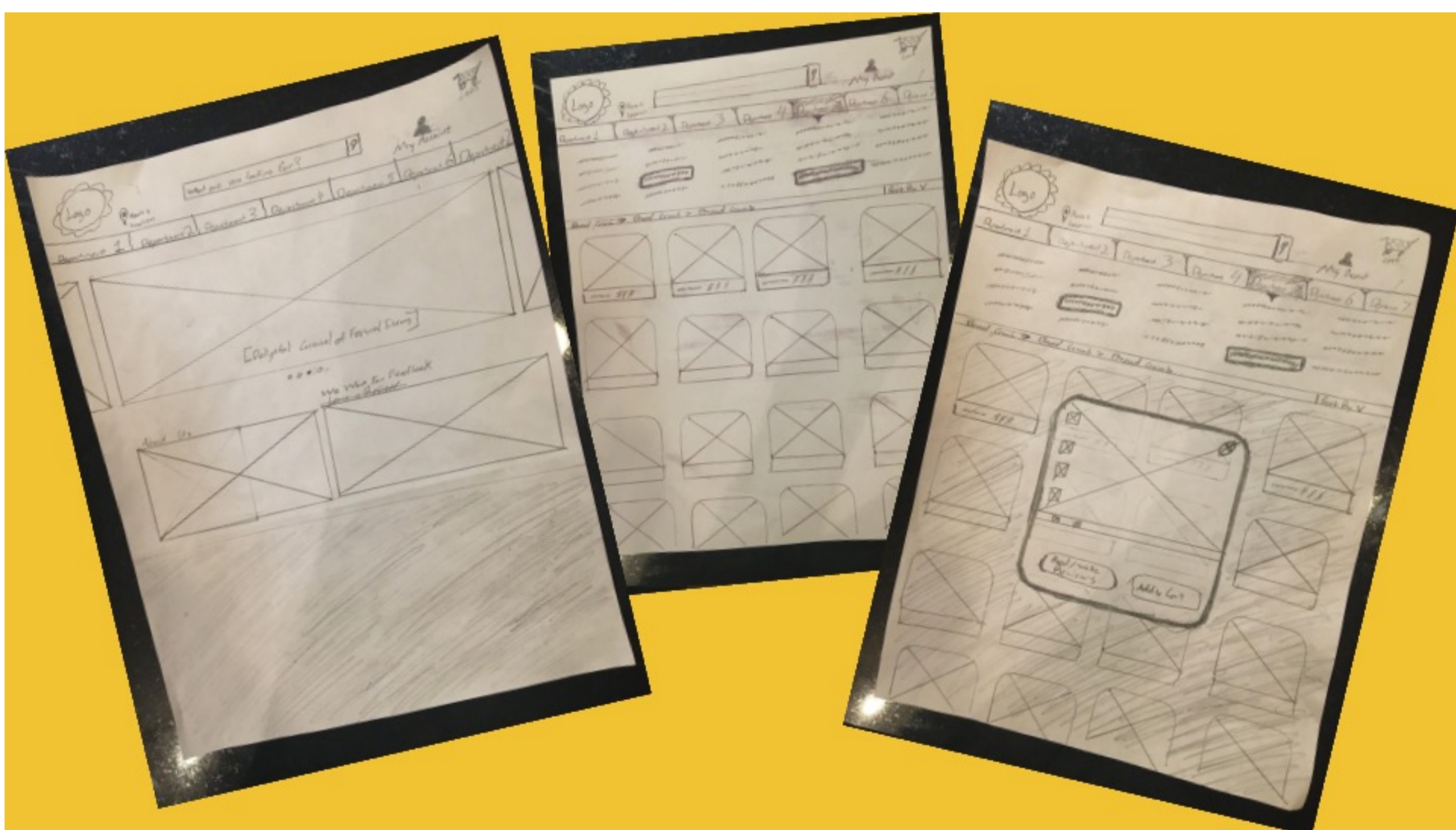
I utilized an infinity map with all of the different categories created by the people who did the card sort. Soon, trends started to emerge, and the category names for the search navigation began to define themselves.



With my categories taking shape, I next planned out a basic happy user flow for a barebones checkout flow



Next, I sketched out some of the main screens, and began building a prototype for testing in Adobe XD.



I conducted usability tests to improve the sites functionality, and found most of my users were able to navigate successfully through the prompted user flow.

Next steps for this project are bringing the UI to the next level and conducting further usability tests to solidify the information architecture.

Check out the low-mid fidelity prototype here, and buy a bag of garden soil!

Check it Out!