Kovan International

e-Commerce Platform. UX/UI Project

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- **Overview**

- **Solution**

  1. User Experience process for eCommerce Platform

  2. Information Architecture

  3. Use Case diagram

  4. User Flow

  5. Visual Design

  6. e-Commerce technical stack recommendations

1. Overview

Kovan International is an international trading company that specializes in the trading of bulk home goods and clothes commodities. We always eager to develop new trading partners, while continuing to maintain the valuable relationships we have already established in the international markets. We possess the global strength to both sell and purchase a wide variety of home goods , clothes import and export products by having affiliated offices positioned in USA, India and Dubai. Kovan International was founded in 2015 and the main office is located in Texas,

The strength of Kovan International's success lies in an innovative approach to buying and selling bulk home goods and clothes product as strategic partner with extensive international ties. Our expert multinational trading teams have many years of experience sourcing product around the world at the lowest price.

## B2C Commerce - A Single Customer Interaction Platform for Web and Mobile app
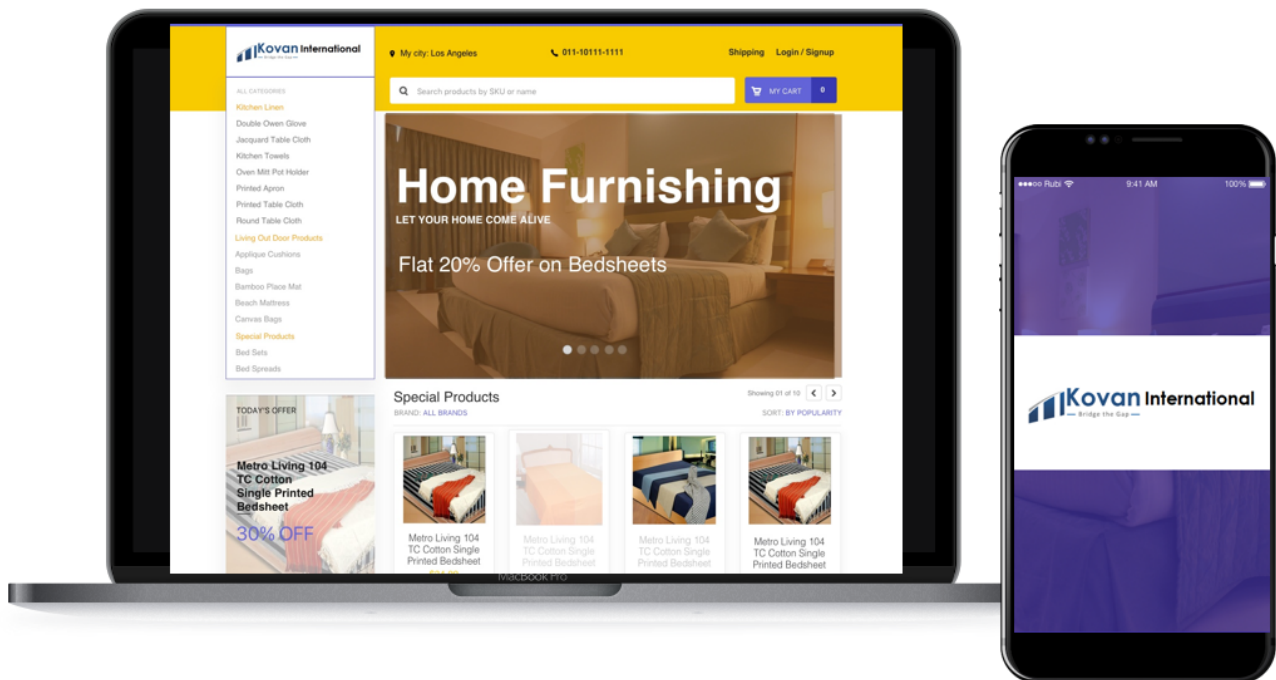
B2C Commerce - A Single Customer Interaction Platform

Deliver a consistent experience across channels and devices. Consumers have become accustom to service through multiple channels; being able to deliver a wonderful shopping experience no matter the touch-point will keep your business accelerating.

Kovan International B2C System Overview
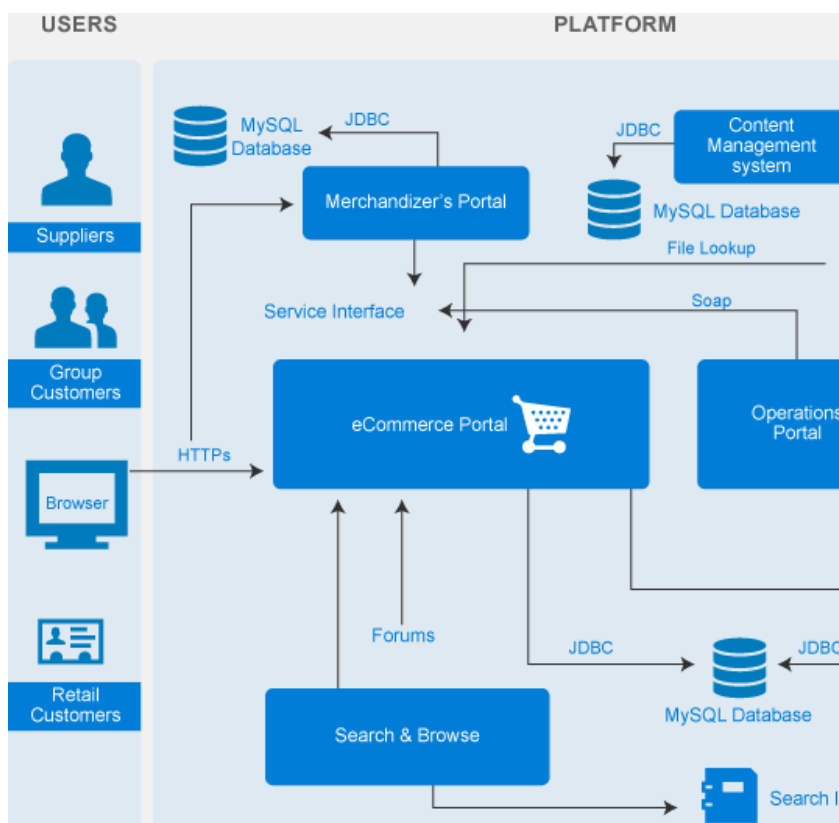
Kovan International eCommerce Features

■CMS

A robust CMS to manage all your data in one place

- Robust catalog management for product enrichment
- Product image management solutions
- Email template creation and editing
- Multi-language content support
- Content editor (WYSIWYG)
- Levels of access to change look and feel
- Menu editor
- Reviews and ratings management
- Edit content for multiple storefronts in one place
- Assigned user roles and account management

■ Secure & Flexible Payment

Flexible payment options to make checkout seamless

- PayPal
- Gift cards integrated with retail store
- PCI-DSS complaint online credit card gateway service
- Loyalty rewards programs
- Payment by purchase order
- Dynamic tax and shipping calculation

■ Selling Features

Features and tools that will convert browsers into buyers

- Advanced Promotions engine
- Promotions
- Time or quantity based sales (Flash Sales)
- Rich transactional emails
- Express checkout
- Follow me basked
- Product activation scheduling
- Price groups
- Private site controls
- Customer registration

■ Order Management

Tools for managing your order flows

- Order manager
- Partial shipments
- Impersonate shopper
- Order hold and release

Shipping Management

- Reconcile the billing of orders
- Print packing slips
- Design packing slips
- Mark orders as fulfilled
- Export orders to third-party shipping systems

■ Merchandising Tools

Tools that enhance the shopping experience and convert

- Reviews and ratings
- Faceted Search
- Flexible site navigation & layout
- Related items
- Quick view
- Product packaging and kits
- Value pairing
- Share with a friend
- Alternate product views
- Image replacement and zoom capabilities
- Dynamic imaging
- Wishlist and integrated gift registry
- Monogramming and personalisation

■ Web Marketing

Marketing tools to accelerate your business

- SEO friendly tools for adding things like meta data
- Shopping engine data feeds
- One click email opt-in
- Affiliates
- Social media integrations
- Canonical link generation

2. eCommerce Product User Experience Process
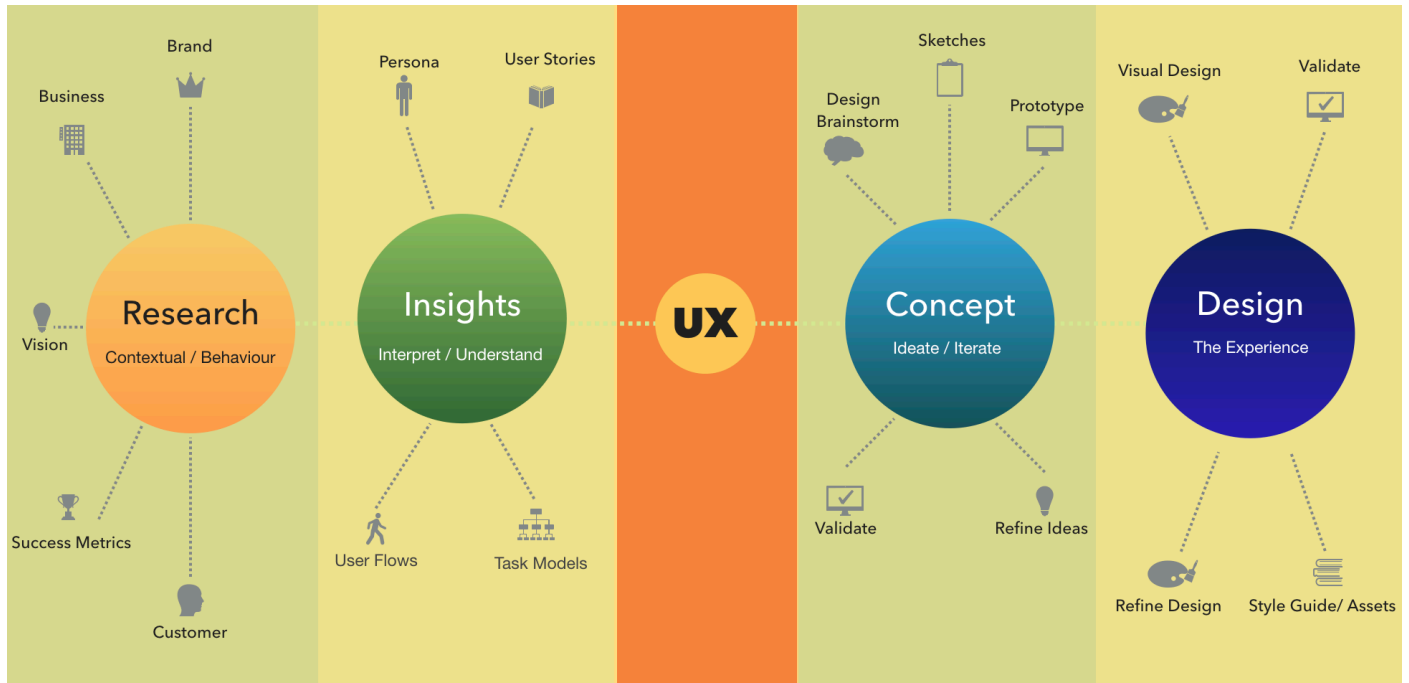
UX is built on research and validation. Most importantly, it puts the user in focus.

UX focuses on better understanding the customer's intent and how to help her fulfil those goals. The entire purpose of UX is to make sure that the product and user experience you've created are producing the results your customers need."

eCommerce UX Guidelines

• Kovan International eCommerce website and mobile app Crafted with an intuitive

 navigation to promote discoverability.

• Prioritised function above all else like automatic image sliders, transparent buttons

• Simplified express checkout process

• Product Page Font Visibility: Grab visitor's attention

3. Information Architecture

IA is responsible for how all content is organised, labeled and accessed, but also how it is created, maintained and governed by an organisation. As part of this process consider issues of classification and relationship to usability and find-ability.
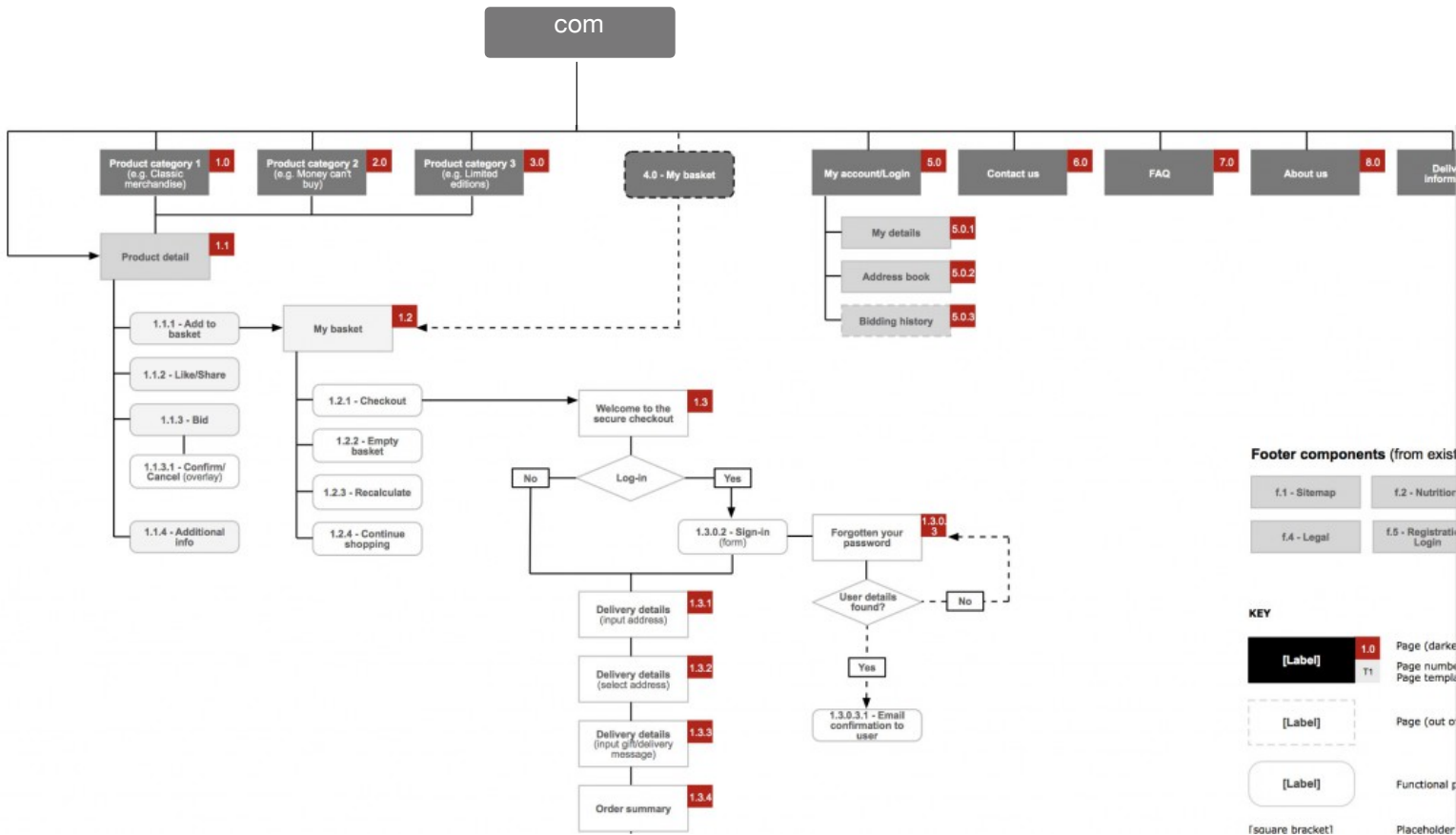
4. Use case diagram

Use case diagram representation of customer and eCommerce online shopping platform
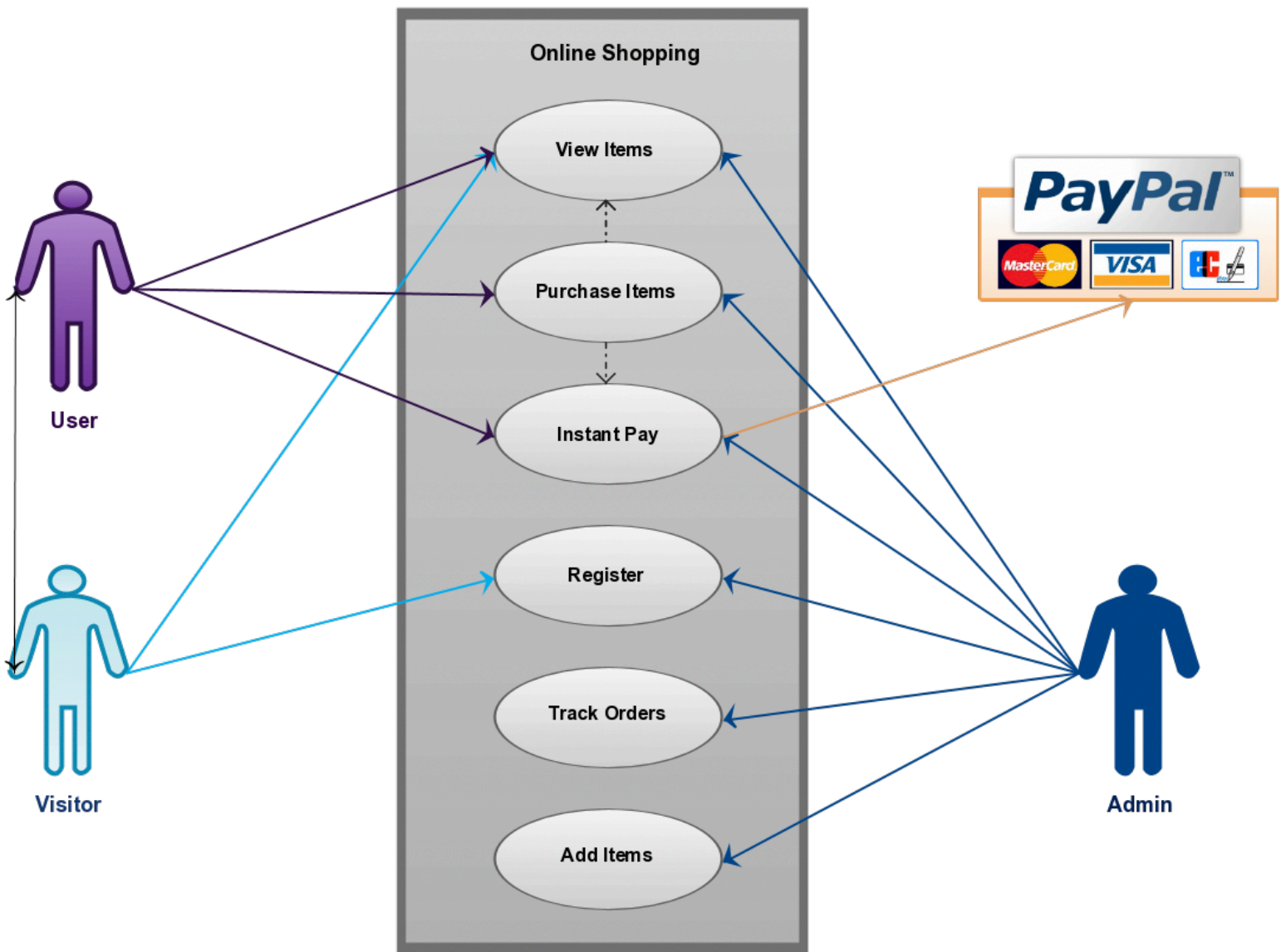
5. User Flow

This low-fidelity User flow shows a eCommerce customer user task. The use of screen designs, rather than abstract flowchart symbols, keeps focus on the product with which users will be interacting and for the purposes of communicating detailed design specifications they are just as useful as lower-fidelity documents to discuss and communicate interaction design and user workflows.
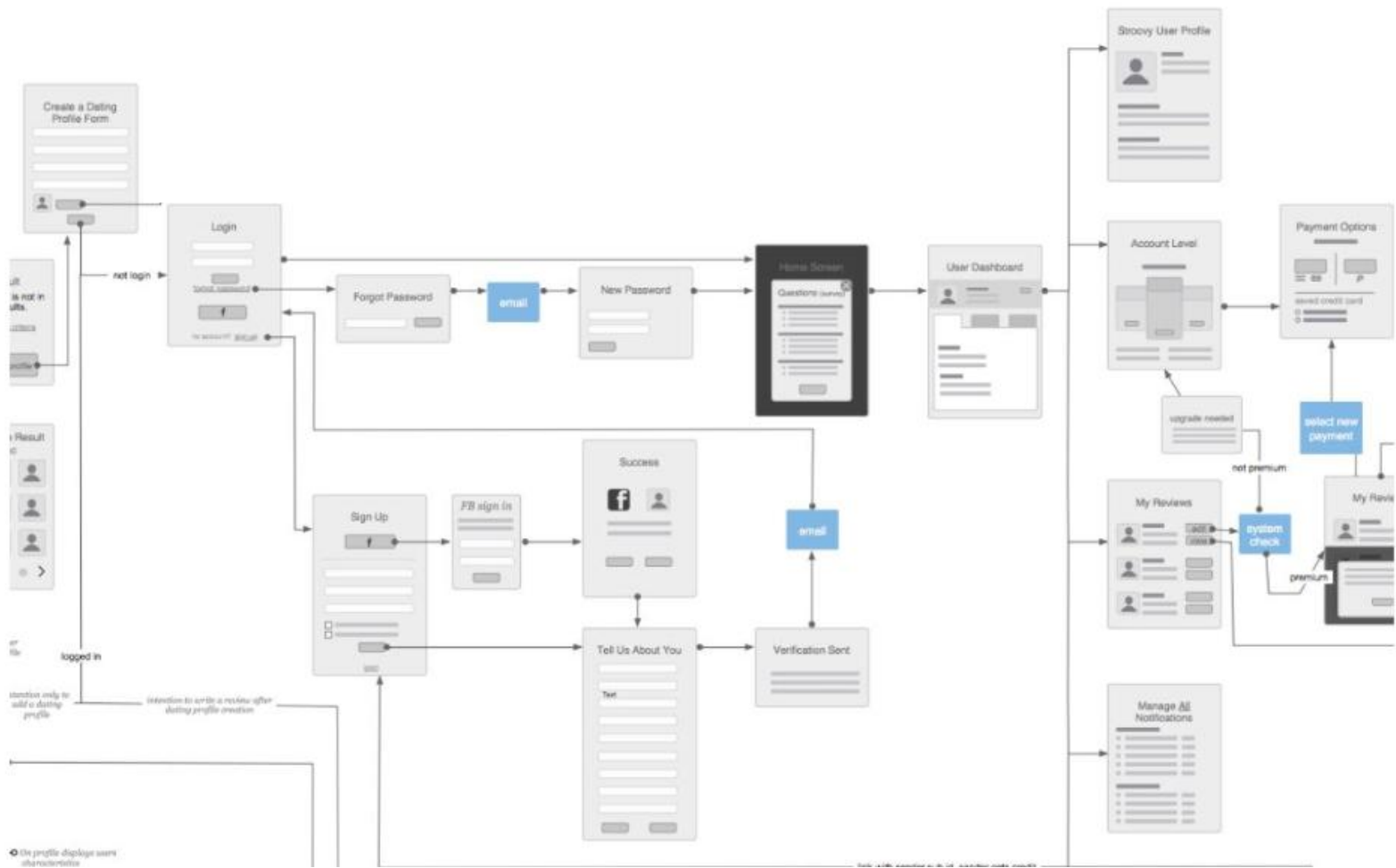
6. High-fidelity Mockup (Visual Design)

6.1.Home Page

High-fidelity Mockup (Visual Design)

6.2.Select City screen

High-fidelity Mockup (Visual Design)

6.3.Signup Screen

High-fidelity Mockup (Visual Design)

6.4. Login Screen
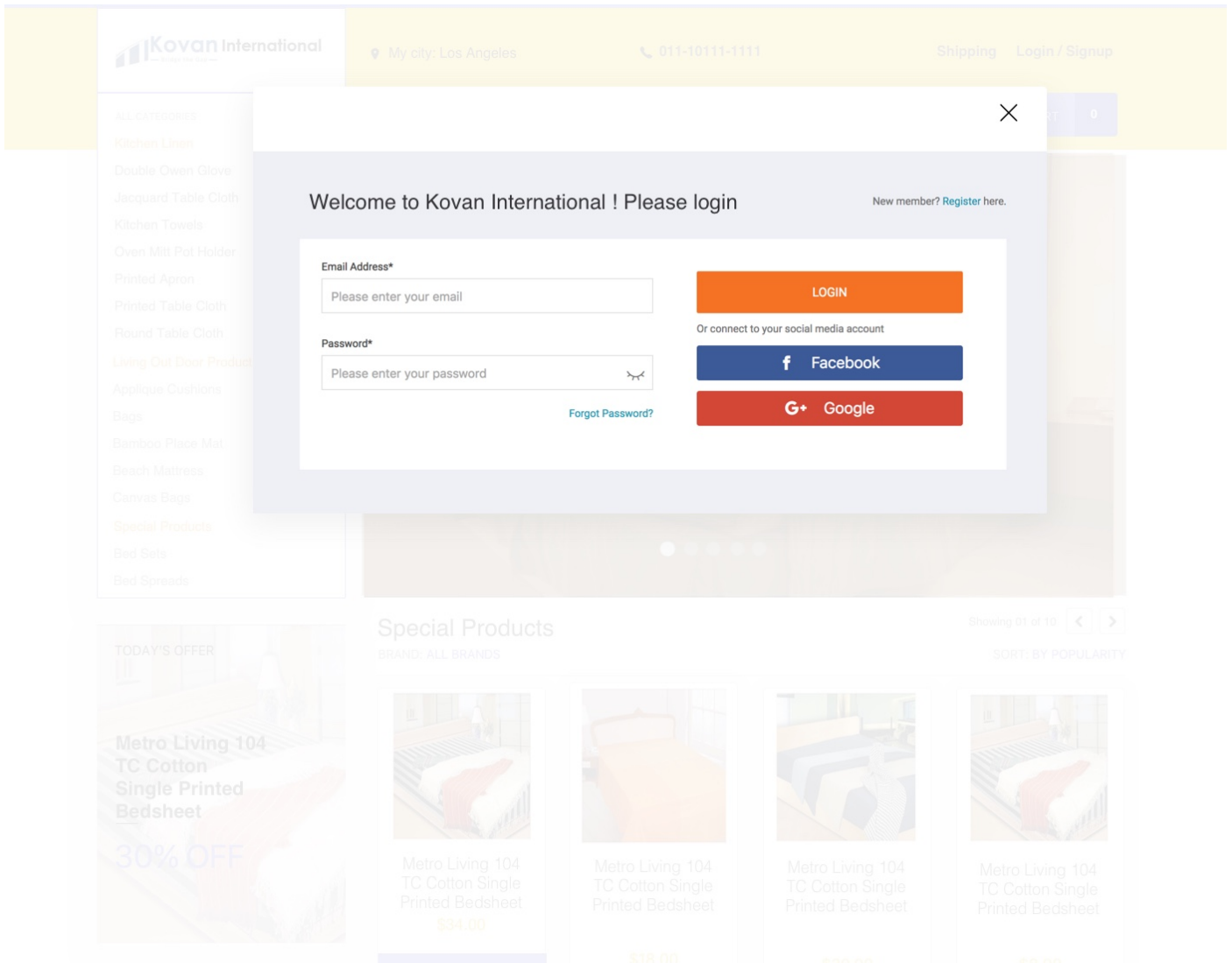
High-fidelity Mockup (Visual Design)

6.5.Post Login Home Screen - Select Item add to cart

High-fidelity Mockup (Visual Design)

6.6.Add Item to cart

High-fidelity Mockup (Visual Design)

6.7.My Cart Screen
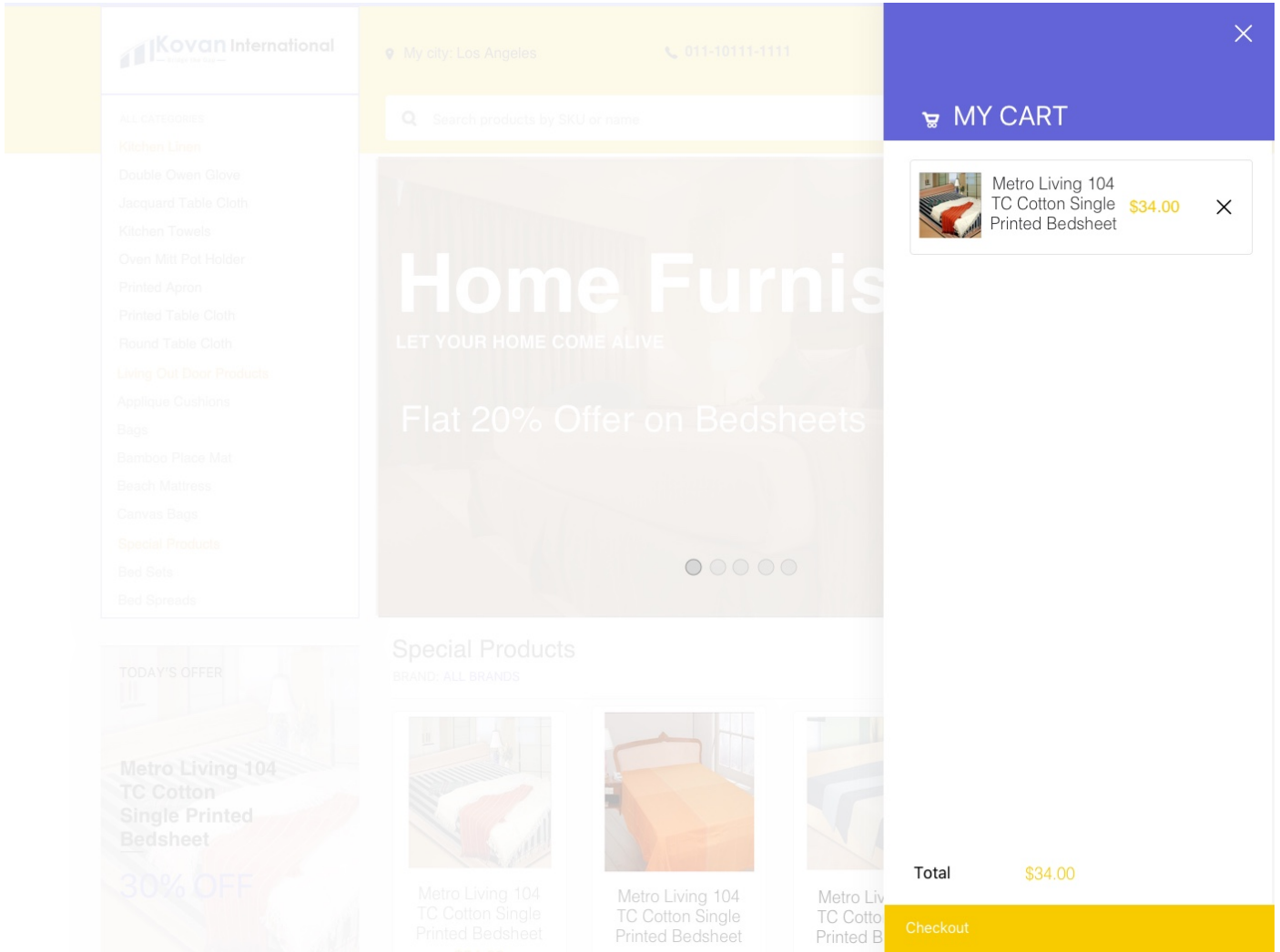
High-fidelity Mockup (Visual Design)

6.8.Confirm Order

High-fidelity Mockup (Visual Design)

6.9.Confirm Payment

e-Commerce UI technical stack recommendations

e-Commerce Platform recommendations