

Hello

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Carol Anderson By Invitation Digital Presentation with Wireframes
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Agenda

- 1. Context**
- 2. Challenge**
- 3. Approach**
- 4. Responsibilities**
- 5. Wireframes**

Context

The Carol Anderson by Invitation experience

- 1. The direct sales company sells fashions through Consultants.**
- 2. The culture is focused on the satisfaction of the Consultants.**

My role

I was hired to clean up the user interface on a website that had been started by another vendor. I started as a front-end developer and morphed into a UX designer role

The user

Susan



Susan, 50, is a Chief Information Officer for a Fortune 500 company. She has a busy schedule but works for Carol Anderson by Invitation on a part-time basis for great clothes at a discount, some extra money and a culture that empowers her.

“Cabi is about vision, training and girl power. I can’t imagine my life without it.”



Bloomberg



Mercedes-Benz

bloomingdale's

The challenge

Usability

The site was initially designed from a developer's point of view. A new CTO changed the focus to usability and hired two UX designers to make it happen.

Approach

Strategy

Our team joined forces with business users, business analysts to design and implement each part of the application from a user's perspective. The only rule was to make it simple, pleasing and easy for the users across all platforms, browsers and skill levels.

Responsibilities

CSS & HTML

I lead a team that cleaned up the look/feel of the site to mirror the culture and brand of the company. Another vendor had designed the site with the wrong color, fonts and feel. Our team fixed that.

Taxonomy

The nomenclature was inconsistent across the applications, so with the help of the business team and remote developers, I instituted consistent nomenclature and taxonomy. My front-end development team applied that across the full application.

Business Requirements

Worked closely with business users and business analysts writing business requirements for each UX task and then writing requirements for developers and QA team for end-to-end testing procedures.

Site map

The site was developed without any kind of site map. Not knowing where all the pages resided made consistency difficult. I documented the site map on the internal Jira/Confluence system

Wireframes

UX tasks

My UX work touched many areas of the site including the e-commerce stores, show manager, reports and communications. I will focus on four including Eblasts, Returns, Image Management System and redesigning the Address Book functionality

Task: Redesigning Eblast

Adding filters to show All Contacts, All Hostesses, All Guests of and Customers That Bought

Welcome Susie Que Home Help Log Out »

CAbi.CLIO
CONSULTANT LOG IN OFFICE

MY SHOWS & ORDERS MY REPORTS MY CONNECTIONS MY ACCOUNT

MY DASHBOARD ▾

EBLAST

[Send Eblast](#) | [Track Eblast](#)

OCCASION: CABI CANARY TEMPLATE: CABI CANARY

View All Contacts View All Hostesses
 View Guest of View All Customer That Bought

Search By Name [ADD A NEW GUESTS](#)

	Last Purchase	Phone	City, State
<input type="checkbox"/> 2, Shilpi shilpi2@test.com	07/02/2013		
<input type="checkbox"/> Abdul, Paula paula@test.com	07/08/2013	(312) 555-6804	SACRAMENTO,CA
<input type="checkbox"/> Baker, Holly holly2.baker1@test.com			COTO DE CAZA,CA
<input type="checkbox"/> Blanchett, Cate blanchett.cate@test.com	07/03/2013	(312) 555-6817	Coral Gables,FL
<input type="checkbox"/> Bono, Cher bono.cher@test.com	06/21/2013	(312) 555-6802	NEW YORK,NY

Selected Guests

Selected Guests (0)

Part 2: Redesigning Eblast

Adding the ability to select All or None of those in the table at a click to add contacts to Selected Guests field (at right)



Welcome Susie Que [Home](#) [Help](#) [Log Out »](#)

[MY SHOWS & ORDERS](#) [MY REPORTS](#) [MY CONNECTIONS](#) [MY ACCOUNT](#)

MY DASHBOARD ▾

EBLAST

[Send Eblast](#) | [Track Eblast](#)

OCCASION: CABI CANARY

TEMPLATE: CABI CANARY

View All Customer That Bought ▾

203 - Society Sweater

All ▾

ADD A NEW GUESTS

✓ Select	Name (last first)	Last Purchase	Phone	City, State
All None	Leigh, Vivian leigh.vivian@test.com	04/28/2013	(312) 555-6827	Shreveport, LA
<input checked="" type="checkbox"/>	Que, Susie que.susie2013@gmail.com	07/15/2013	(312) 555-6789	Compton, CA
<input checked="" type="checkbox"/>	Nicks, Stevie nicks.stevie@test.com	04/28/2013	(312) 555-6814	Orlando, FL
<input type="checkbox"/>	Twain, Shania twain.shania@test.com	06/21/2013	(312) 555-6808	LAGUNA BEACH, AL

Selected Guests

Selected Guests (2)

Nicks, Stevie
Que, Susie

Task: Usability on returns

The policy is to allow return on items up to 30 days after it was shipped. If it is past that date, then a Consultant Account Manager (CAM) must approve it. Since there were no visual cues about expired items we added one in Step 2:

MY DASHBOARD ▼ [Home](#) / [RMA](#) / [Create RMA](#)

RMA

FIND RMA **CREATE RMA**

- STEP 1**
CUSTOMER
- STEP 2**
ITEMS
- STEP 3**
LABEL
- STEP 4**
ADDRESS & PAYMENT
- STEP 5**
REVIEW & SUBMIT
- STEP 6**
PRINT

RMA for Queen Latifah

An item is ineligible if it was shipped more than 30 days ago. A CAM must approve all items beyond that limit as well as any to do with product quality.

ADD ITEMS

Order Id | [View all](#)

Order Item:

ADD

This item is past the 30-day RMA timeframe.

The [Cabi return policy](#) is to accept returns up to 30 days after the customer receives an item. If there were extenuating circumstances that prohibited you from creating the RMA in the timeframe you may request an exception with your CAM. Please include details of the situation in the Notes field.

REMOVE ITEM **CONTINUE FOR APPROVAL**

Part 2: Usability on returns

Upon completing the process for returns older than 45 days, the user is reminded that the return must get approval from a CAM. She is visually reminded of the process in Step 5 with a modal box and on her RMA summary

RMA

FIND RMA **CREATE RMA**

STEP 1
CUSTOMER

STEP 2
ITEMS

STEP 3
LABEL

STEP 4
ADDRESS &
PAYMENT

STEP 5
REVIEW &
SUBMIT

STEP 6
PRINT

RMA for Queen Latifah / 1 item(s) added RMA #: 100001650

Your request is in process. If it is approved, it will appear on your task list in as soon as 1 business day!

YOUR RMA SUMMARY

CUSTOMER

Name
Queen Latifah

ITEMS

1	Item SH100 CHARCOAL 4	Reason Size Exchange
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Your request is in process.
If your request is approved, it will appear on your
task list in as soon as 1 business day!

OK

Task: Designing CAbi E-Coins Store (Home)

The business wanted me to design to add a new e-commerce store that would allow Consultants to win coins for good performance. They could use the coins to purchase gift cards and supplies, tax-free but they would have to pay for shipping in U.S. Dollars. The home page shows their account history.

MY CABI E-COINS

[HOME](#) [BOUTIQUE](#) [GIFT CARDS](#)

Current CAbi E-Coins balance: 98

Type	Date	Order #	Gift Card #	Amount	Balance
Withdrawals	05/01/2013	18045012		-9.00	98.00
	03/14/2013	22345098		-49.00	107.00
	02/28/2013		Y7UEB36D3RP6N7K	-12.00	156.00
Deposits	02/01/2013			+50.00	168.00

Task: Designing CAbi E-Coins Store (Boutique)

The boutique was separated into categories made up of denominations of E-Coins to make it simpler for the Consultant to view her items. The Summary Cart shows the total of her selections and her balance.

The screenshot displays the 'MY CABI E-COINS' boutique interface. At the top, there are navigation tabs for 'HOME', 'BOUQUETTE', and 'GIFT CARDS'. A search bar is located on the right. Below the navigation, a pink bar shows the current category '2 E-Coins' and other denominations: 'All', '1 E-Coin', '3 E-Coins', '4 E-Coins', '5 E-Coins', and '6+ E-Coins'. A progress bar indicates the current step is 'Purchase', with other steps being 'Checkout', 'Order Summary', 'Shipping', and 'Payments'. The product list is sorted by price and contains four items, each with a placeholder image, name, price, and a quantity selector. A tooltip is visible over the first quantity selector. To the right, a 'CART SUMMARY' box shows the user's balance, the number of items, subtotal, shipping cost, and total amount, along with 'VIEW CART' and 'CHECKOUT' buttons.

Item	Name	Price	Qty
	Mercury Glass Box, Circle	C 5.00	Select ▾
	Signature Elite Pen	C 5.00	Select ▾
	CAbi Signature Umbrella	C 5.00	Select ▾
	CAbi Signature Mo	C 5.00	Select ▾

CART SUMMARY

Susie's
CAbi E-Coin balance
30.00

Cart Summary
3 Items

Subtotal (CAbi E-Coins)
28.00

Shipping (U.S. Dollars)
8.00

CAbi E-Coins Total
28.00

VIEW CART

CHECKOUT

Task: Designing CAbi E-Coins Store (Gift Cards)

Each CAbi E-Coin was worth \$15 in a gift card purchase. Since the cards are only offered in \$15 increments we allow the Consultant to pick the dollar amount of the gift card and did the math for them (1 E-Coin=\$15 gift card) as seen below.

MY CABI E-COINS

HOME BOUTIQUE **GIFT CARDS**

View All | Pg # 1 of 6

Purchase > Checkout > Order Summary > Shipping > Payments

GIFT CARD

Purchase a gift card today! One CAbi Coin is equal to \$15 on gift card purchases. Gift cards are only available in \$15 increments. Type in an amount to add to your cart today.

Gift Card Amount Cost in CAbi E-Coins **10**

Delivery Method Email Print None (Access on Gift Card Link)

Recipient Information

Note: First Name, Last Name and email are required

First Name Last Name Email

Sender Information

Note: First Name and Last Name are required

CART SUMMARY

Susie's
CAbi E-Coin balance
30.00

Cart Summary
3 Items

Subtotal (CAbi E-Coins)
28.00

Shipping (U.S. Dollars)
8.00

CAbi E-Coins Total
28.00

[VIEW CART](#)

[CHECKOUT](#)

Task: Designing Image management system

The business users needed a system to upload and delete photos including product images, eblast templates and fashion photography. Working closely with business users and analysts I mocked up these wireframes to show the task flow.

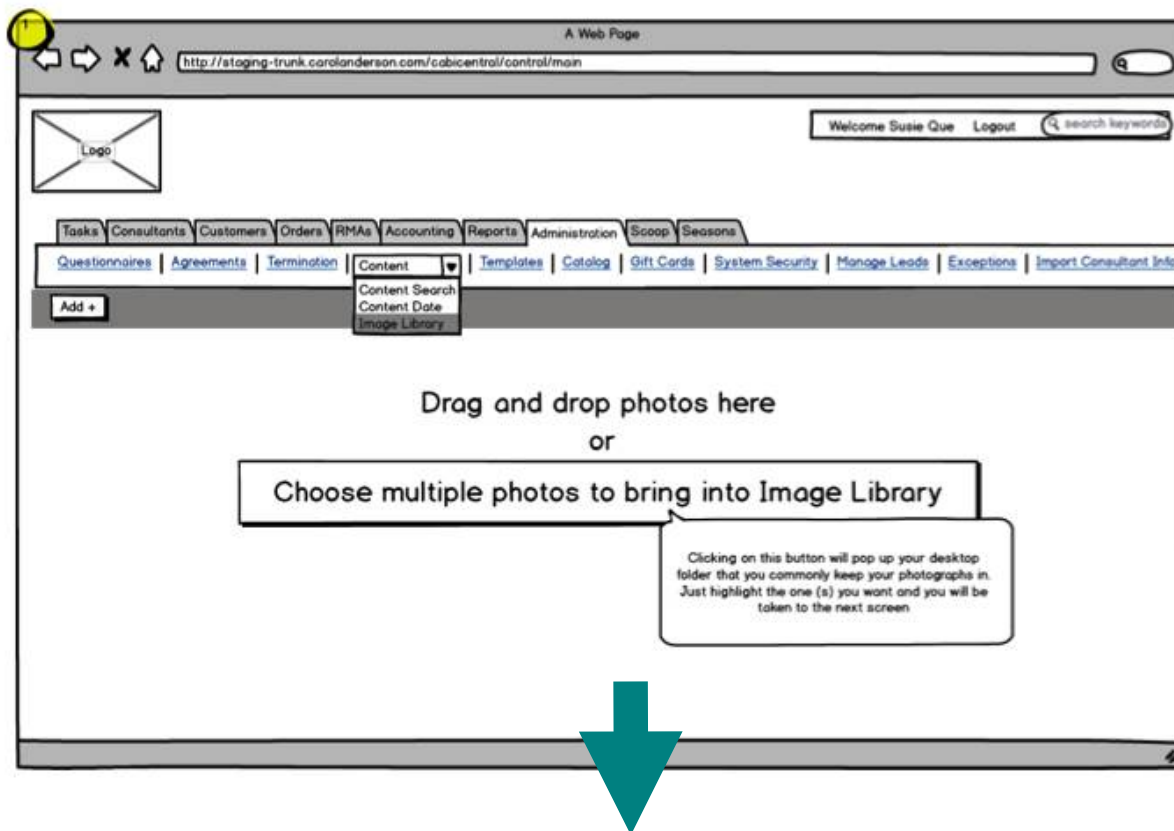


Image management system

Uploading from desktop

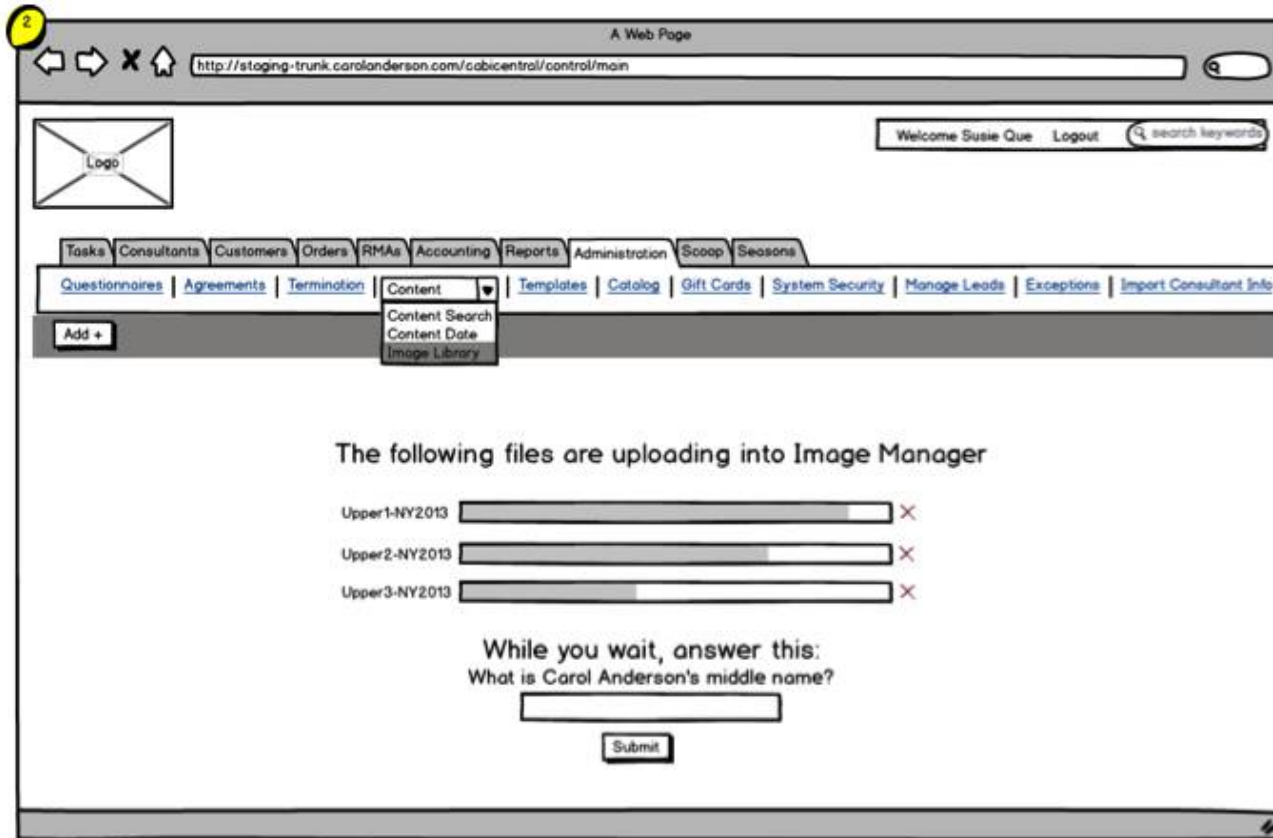


Image Management System

Editing Bay

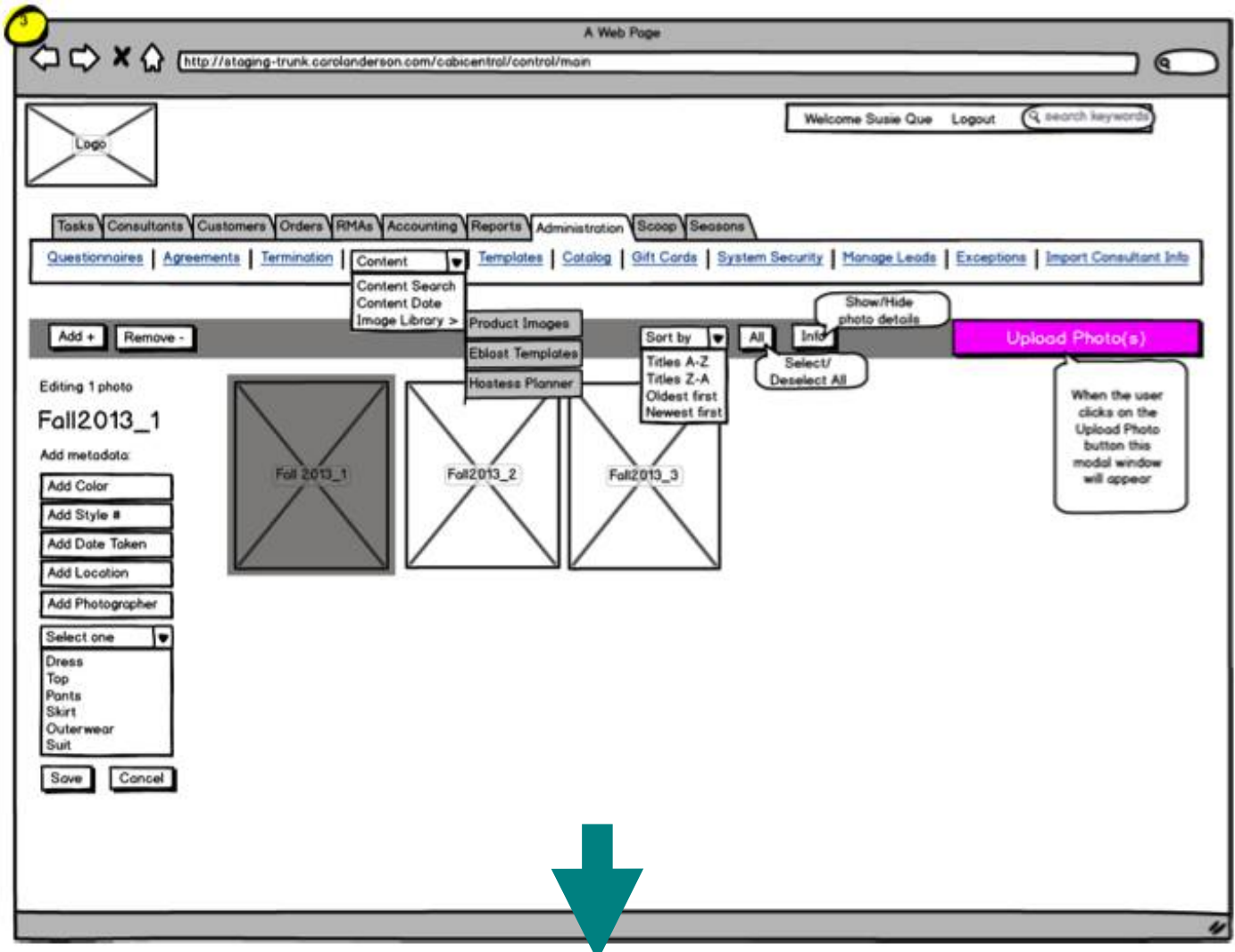


Image Management System

Uploading photos into gallery

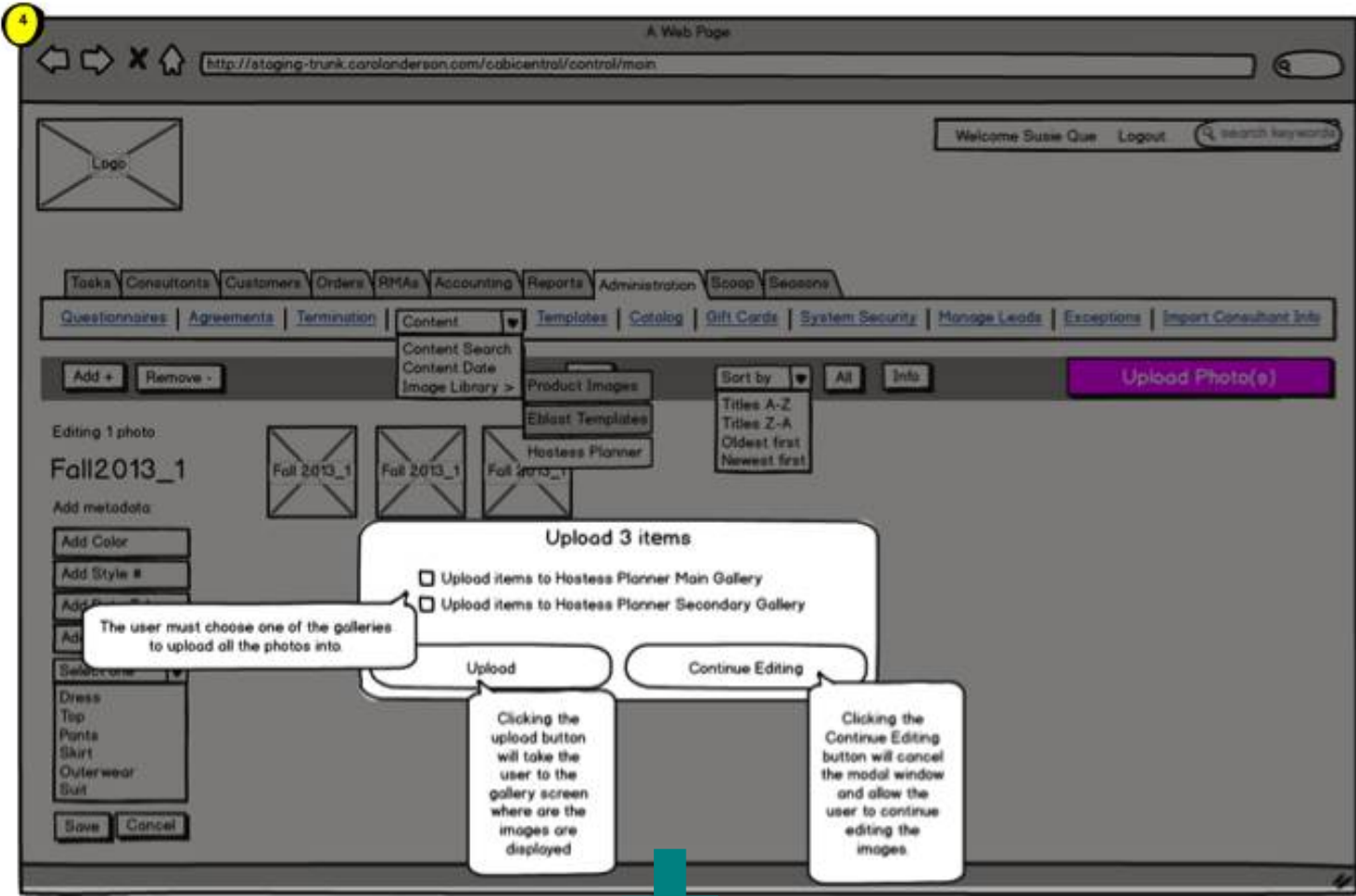


Image Management System

Editing after uploading into gallery

The screenshot displays a web application interface for an image management system. At the top, there is a browser address bar showing the URL `http://staging-trunk.carolanderson.com/cabicentral/control/main`. Below the browser, a navigation menu includes links for `Tasks`, `Consultants`, `Customers`, `Orders`, `RIMAs`, `Accounting`, `Reports`, `Administration`, `Scoop`, and `Seasons`. A secondary menu contains `Questionnaires`, `Agreements`, `Termination`, `Content`, `Templates`, `Catalog`, `Gift Cards`, `System Security`, `Manage Leads`, `Exceptions`, and `Import Consultant Info`. The `Content` menu is expanded, showing options like `Content Search`, `Content Date`, `Image Library >`, `Product Images`, `Eblast Templates`, and `Hostess Planner`. The main area features a grid of image thumbnails, each labeled with an ID (e.g., `Fall2013_1` through `Fall2013_8`) and a date `Uploaded on 08/01/2013`. A modal window is open over the `Fall2013_3` thumbnail, displaying its details and edit options. The modal includes a `Save` button and a `Cancel` button. On the right side, there is a `Sort by` dropdown menu with options like `Color`, `Style ID`, `Location`, `Date`, `Season`, `Photographer`, and `Apparel Type >`. Below the sort menu, there are several category buttons: `Dresses`, `Blouses`, `Pants`, `Skirts`, `Outerwear`, and `Suits`.

Image Management System

Deleting images from gallery

The screenshot displays a web application interface for an Image Management System. The browser address bar shows the URL: `http://staging-trunk.carolanderson.com/cabicentral/control/main`. The page features a navigation menu with categories like **Tasks**, **Consultants**, **Customers**, **Orders**, **RMA's**, **Accounting**, **Reports**, **Administration**, **Scoop**, and **Seasons**. A secondary menu includes **Questionnaires**, **Agreements**, **Termination**, **Content**, **Templates**, **Catalog**, **Gift Cards**, **System Security**, **Manage Leads**, **Exceptions**, and **Import Consultant Info**. The **Content** menu is expanded, showing options for **Content Search**, **Content Date**, **Image Library >**, **Product Images**, **Eblast Templates**, and **Hostess Planner**. The main gallery area shows a grid of image placeholders labeled **Fall2013_1** through **Fall2013_8**. Each placeholder includes a **Click here to add description** link and an **Uploaded on 08/01/2013 | Delete** link. A **Sort by** dropdown menu is open on the right, listing options like **Color**, **Style ID**, **Location**, **Date**, **Season**, **Photographer**, and **Apparel Type >**. A **When the user clicks on the Delete link she will see this modal window** callout points to the **Delete** link for **Fall2013_3**. A confirmation modal is displayed in the foreground, asking: **Are you sure you want to delete this photo?** with the warning **This action cannot be reversed.** and two buttons: **Yes please delete** and **No**.

Done