

Building Modern User Experience For An E-commerce Platform



Executive Summary

As a technology partner for a global consulting firm, HashedIn provided technology services to help one of the largest and fastest-growing US retail brand with 240+ stores. To deliver stronger outcomes for the retailer, there was a need to develop an efficient and modern shopping marketplace. HashedIn built an intelligent front-end user experience platform by leveraging modern UI technologies and helped the retailer to deliver a superior digital shopping UI experience.

Problem Statement

A leading brick and mortar retailer in the US was looking to compete with the largest internet retailers and increase the online market share. They identified that a seamless user experience is crucial for reaching that goal. To provide a great shopping experience, an intelligently designed platform was the base, that works well on all devices and platforms.

The key challenge was to build a great front-end shopping experience with smart analytics in 3 months of time, leveraging the existing Commerce Suite and Order management system in the backend. The major problems customer prioritized includes:

- ▶ Heavy leakages in the first step of shopping funnel due to poor and legacy user experience
- ▶ High bounce rates overall compared to competitors
- ▶ Slow performing Landing, Product listing and Product detail page resulting in customer frustration
- ▶ Lack of modern analytics integration causing a delay in identifying the root causes of customer behaviour. This was impacting the time needed for implementing the business changes.

Business Requirements

End Objective

The objective was to recapture the customer base lost to leading online retailers in two years. The client was looking at a modern user experience to go to market in 3 months and increase the sales by 30% during Christmas 2018. This platform needs to provide an experience to retain those customers who visit during the Christmas sale and enhance the revenue by 20% in 2019.

Key Requirements

our solution was designed to attain the following key objectives:

- ▶ Develop a new age application to capture the online market and enhance revenues
- ▶ Go to Market in 3 months with a new responsive UX
- ▶ Smart tech selection to ensure faster market launch to go live within 3 months
- ▶ A new age platform to enhance the retail experience and win more sales for their customer.
- ▶ Smart analytics to identify shopping pattern of users by enabling quick business trade-offs.

Our Solution Structure

The HashedIn team built a responsive platform which is suitable for all the devices (Web & mobile). By leveraging the latest UI technologies like ReactJS, Nodejs, and Smart Content manager, we build an optimized platform which provides a fantastic user experience.

- ▶ The underlying UI architecture consists of a smart UI that combines the dynamic data from API and the static data from CMS as JSON. This contributes to the experience of the Headless platform.
- ▶ To deliver a better user interface, EmotionJs library was chosen. This helped in delivering a modern intuitive user experience.
- ▶ Redux library was used to effectively manage the props and the state.

User Interface

The key aspects of the Application UI are as follows:

- ▶ The Styling was done using EmotionJs library
- ▶ The UI was built over popular libraries like React, React-redux, and Redux-form

Technology Stack

- ▶ **Back end:** Java, Order management system and Commerce application
- ▶ **Front end:** ReactJS, Node.js, Redux, emotion-js and CMS

Business Outcomes

Our solution empowered the client to deliver a greater value to their customer. The architecture we engineered decreased the load time by 50% and resulted in platform performance optimization. The technological and process improvements contributed to more conversions on the web application and yielded better business results. Here are some of the key business outcomes of the project:

- ▶ Improved the application user experience that resulted in 10% sales growth since launch
- ▶ Smart analytics gave productive insights to the customer for quick decisions
- ▶ Increased the average user time on the website and the conversion rates
- ▶ Combined benefits resulted in increased revenue for the retailer

Hashedin has helped many promising firms across the globe by building customized solutions to give the users a completely hassle-free experience. Kindly let us know if you have any specific problem/use case, where we can provide more information or consult you.

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