

HEY,

Olá,

LEAD DESIGNER

Apparicio Junior

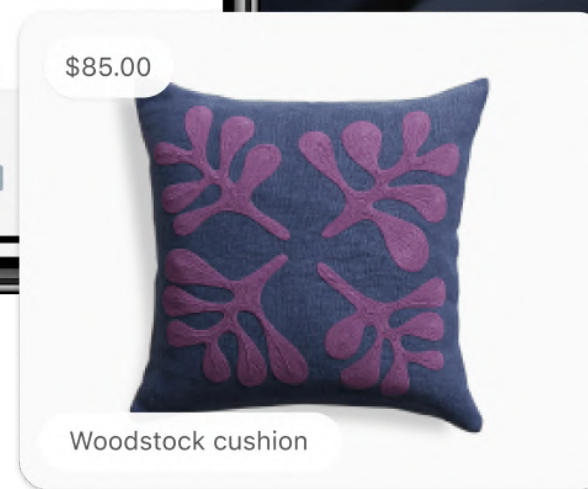
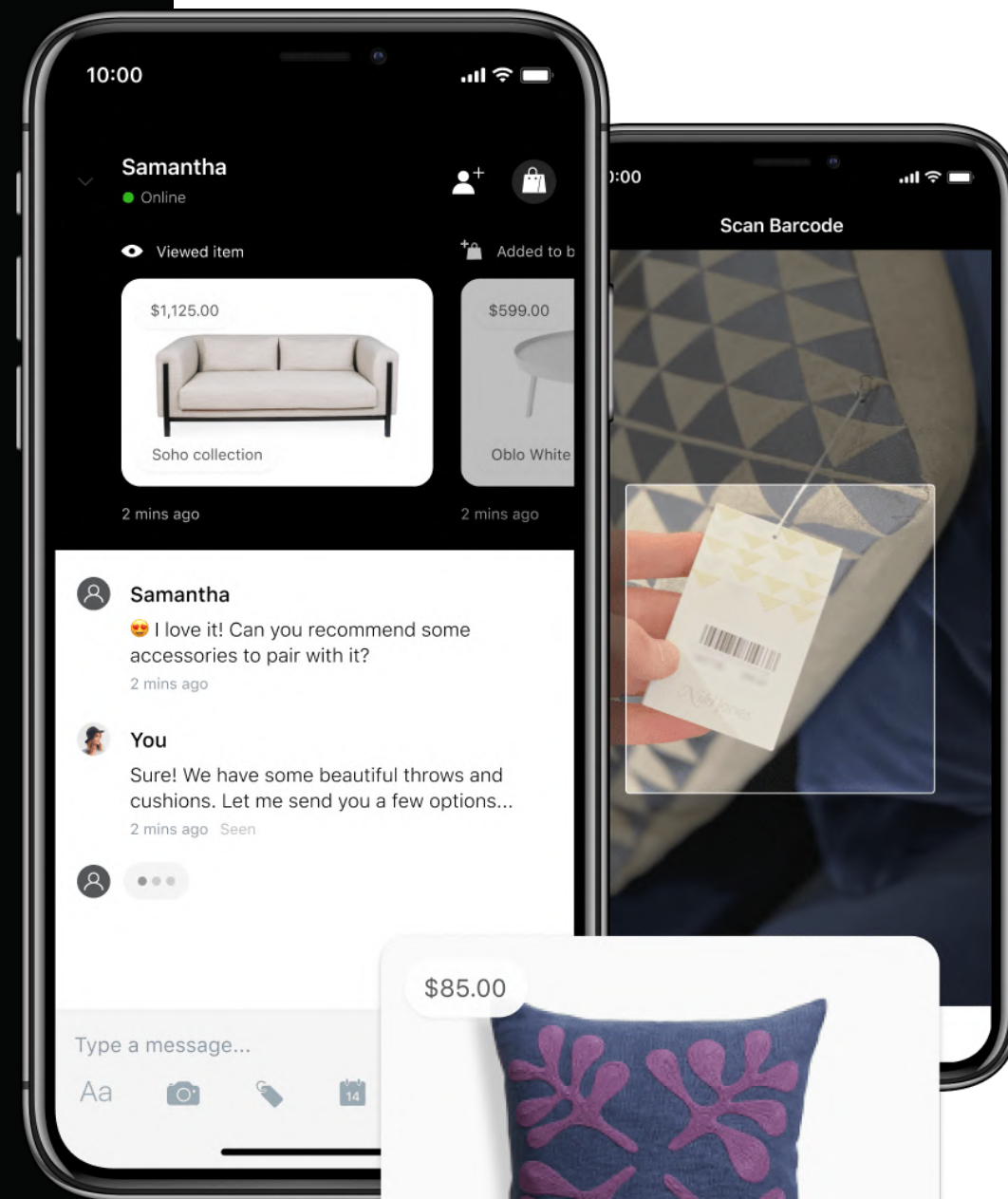
Design leader actively building, managing and evolving design teams to deliver scalable products. Collaborating with data, engineers and stakeholders to improve people's experiences. Worked with some of the world's biggest brands, such as Rolls-Royce, Harvey Nichols, Cazoo and British Petroleum.

Currently @ BT Group



HERO[®]

Connect online shoppers
with associates in-store



MY ROLE

Lead Product Designer in collaboration with:
Scrum Master, Data Scientist, Customer Service
and iOS/Android Developers.

TIMELINE

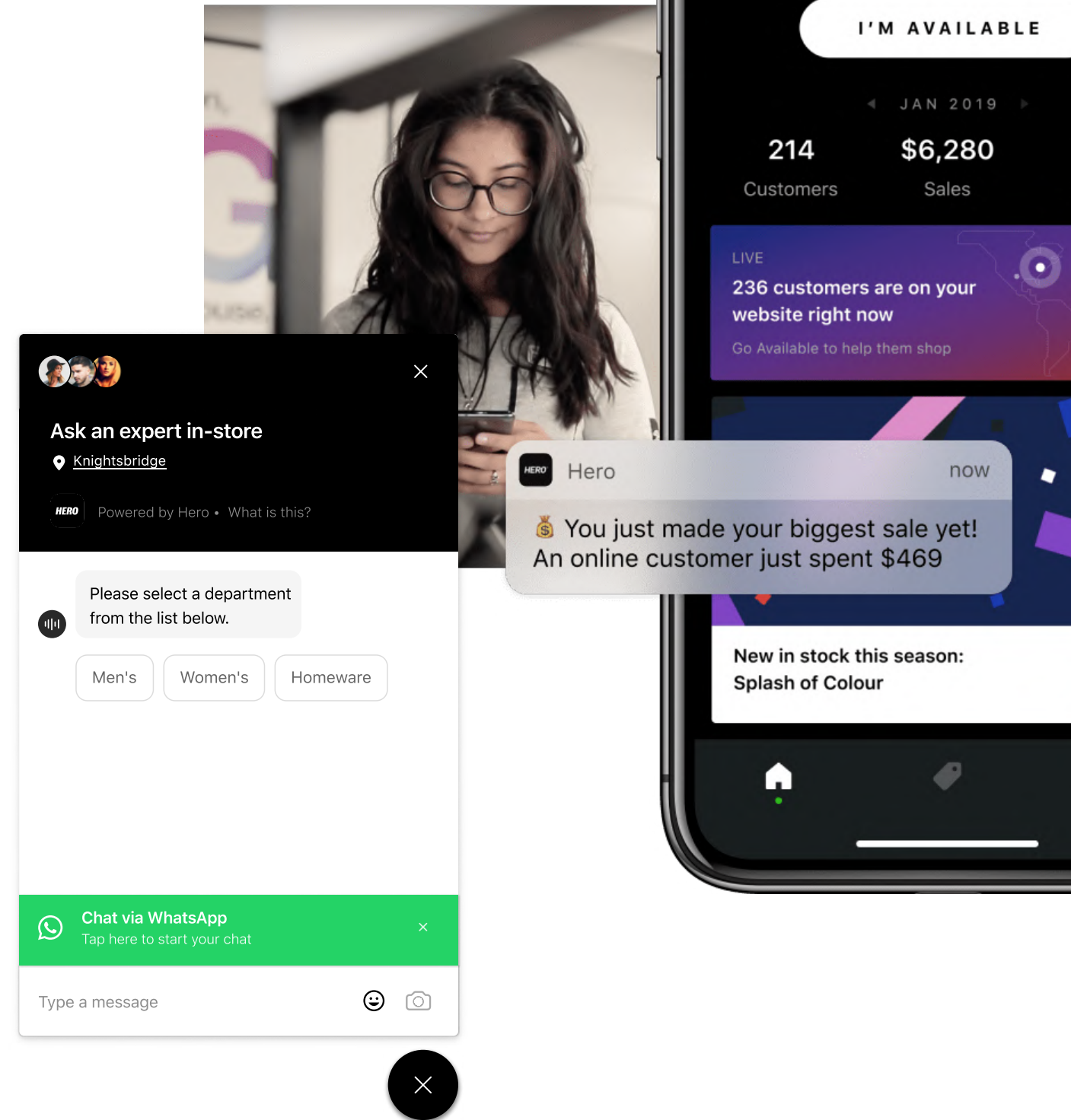
Entire project from research to delivery was 7 months.



HERO PLATFORM

Associate app & Web Chat

Hero brings the store experience online. Helping shoppers and associates to connect. The platform includes an online chat on the store website and an app for associates to manage their clients.



GOALS

Clienteling using WhatsApp

Shoppers can chat by text and video while on the website; the problem is when users leave the website.

How can associates keep in touch? How can we upsell?

- increase sales
- attract in-store visits and returning customers
- bridge the gap between shoppers and associates



John Ewing WhatsApp

2 mins

Thanks for the idea of the shoes.

2

• Item purchased 2 days ago



Ella Wright

I would love to see the shoes...

+ Add Contact



Adam Smith

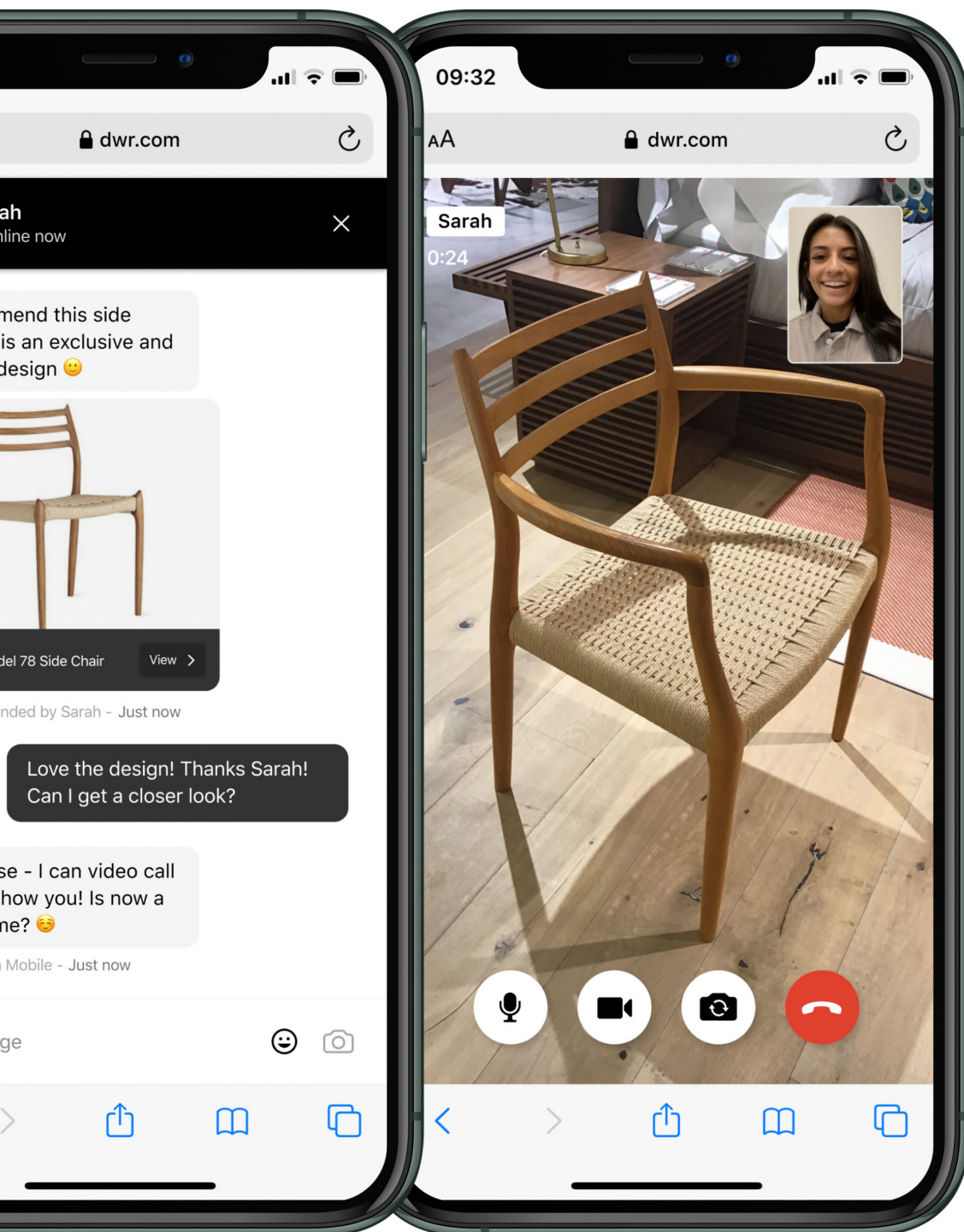
09:4

Waiting for Adam to accept invitation

Hey Ella 🙌 Just to let you know, the item you were looking for is back in stock. Would you like to...

1. Collect in-store
2. Purchase online

10:39 AM



THE PROBLEM

Shoppers want on demand advice

How to design a behaviour of shopping?

How to profit when stores are closed?

- the need to increase sales channels
- customers don't like webchats
- empower users to have a 1:1 with associates

CONSTRAINTS

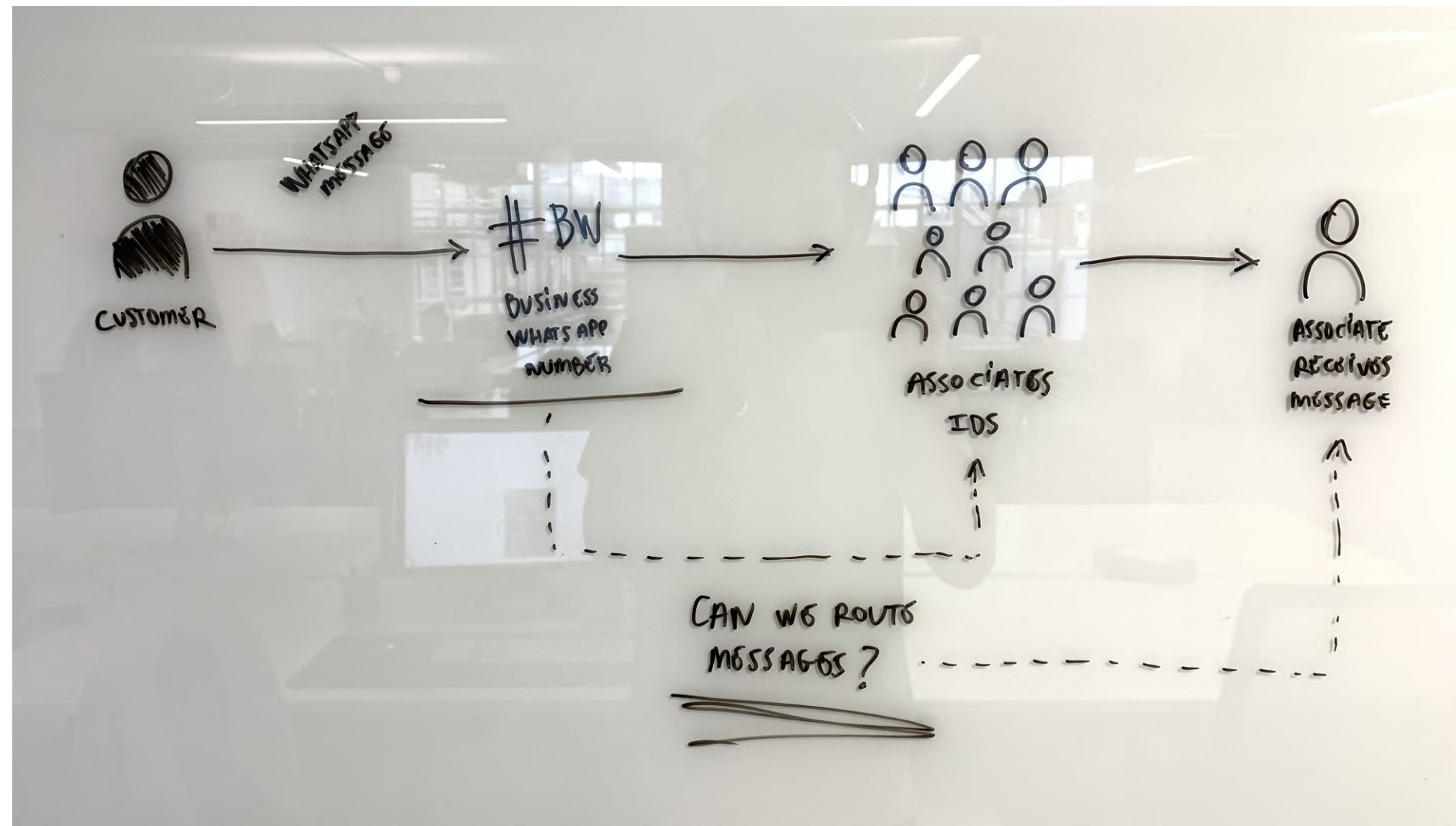
Compliance and 24 hour window

- each store have its compliance guideline
- WhatsApp Business 24 hours window
- one-time messages need to be approved
- users would see WhatsApp Business profile
- routing messages to the correct associate

- **Standard Messaging** - Businesses will have up to 24 hours to respond to a user. Messages sent within the 24 hour window may contain promotional content. We know people expect businesses to respond quickly, and businesses that respond to users in a timely manner achieve better outcomes. We highly encourage businesses to respond to people's messages as soon as possible.

- **Message Tags** - Enable businesses to send important and pro updates to users outside the 24 hour Standard messaging w message tags to support certain use cases. The message ta Agent tag (in Closed Beta) that allow businesses to manually messages within a 7 day period. Learn more [here](#).

- **One-time Notification** - Enable businesses to request a user to see message after 24-hour messaging window have ended. Learn mor



dev and design collaboration, found a way to route messages

THE PROCESS

Research & Testing

To understand shoppers and associates, I ran surveys and interviews, gathering data at the beginning was essential to map the journey.

An MVP was launched to a smaller group of stores, challenging if all constrains were not blocking the experience.

TOTAL RESPONSES
13

COMPLETION RATE
100%

TYPICAL TIME SPENT
5m:54s

Is this useful?

Is this useful?

Q1

What do you think about the current Activity Feed?

Answered: 12 Skipped: 1

RESPONSES (12) WORD CLOUD TAGS (0)

Apply to selected Filter by tag Search responses

Showing 12 responses

- I fell like it is interesting to be able to see what is happening in other stores
8/8/2019 2:44 PM [View respondent's answers](#) [Add tags](#)
- I very much enjoy seeing the interaction of my colleagues with clients, shows me who is active as well
7/27/2019 5:14 PM [View respondent's answers](#) [Add tags](#)
- I would like to see maybe sentences that we can copy and paste, maybe if we have a feature product or service, We have easy access to a reply
7/26/2019 8:22 PM [View respondent's answers](#) [Add tags](#)
- Good
7/25/2019 5:49 PM [View respondent's answers](#) [Add tags](#)

Q2

If you had the opportunity to change anything on Activity Feed, what would it be?

Answered: 13 Skipped: 0

RESPONSES (13) WORD CLOUD TAGS (0)

Apply to selected Filter by tag

Showing 13 responses

- Take away the photo and link updates
8/8/2019 2:44 PM
- I would like to see a little more activity, invites to Black Book, chats had per day, transferred chats etc
7/27/2019 5:14 PM
- See above
7/26/2019 8:22 PM
- Nothing
7/25/2019 5:49 PM

Q2

If you had the opportunity to change anything on Activity Feed, what would it be?

Answered: 13 Skipped: 0

RESPONSES (13) WORD CLOUD TAGS (0)

Apply to selected Filter by tag Search responses

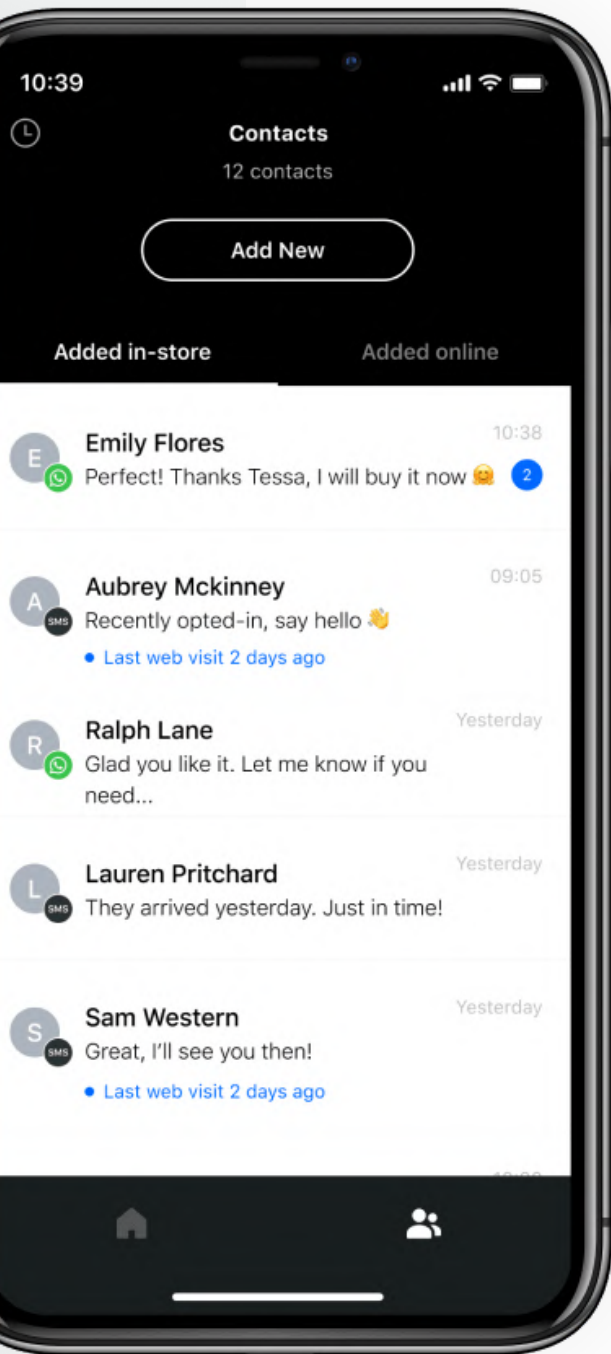
Showing 13 responses

- Take away the photo and link updates
8/8/2019 2:44 PM [View respondent's answers](#) [Add tags](#)
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- See above
7/26/2019 8:22 PM [View respondent's answers](#) [Add tags](#)
- Nothing
7/25/2019 5:49 PM [View respondent's answers](#) [Add tags](#)

Q3

What is n...

Answered: 13 Skipped: 0



Hey Ella 🙌 Tessa would like to invite you for an appointment in-store. Would you like to...

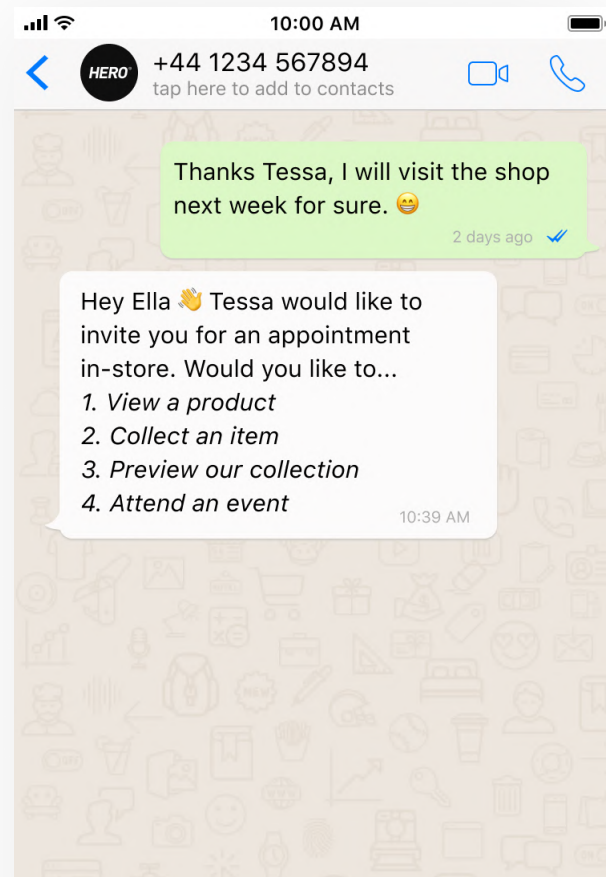
1. *View a product*
2. *Collect an item*
3. *Preview our collection*
4. *Attend an event*

10:39 AM

Hey Ella 🙌 Just to let you know, the item you were looking for is back in stock. Would you like to...

1. *Collect in-store*
2. *Purchase online*

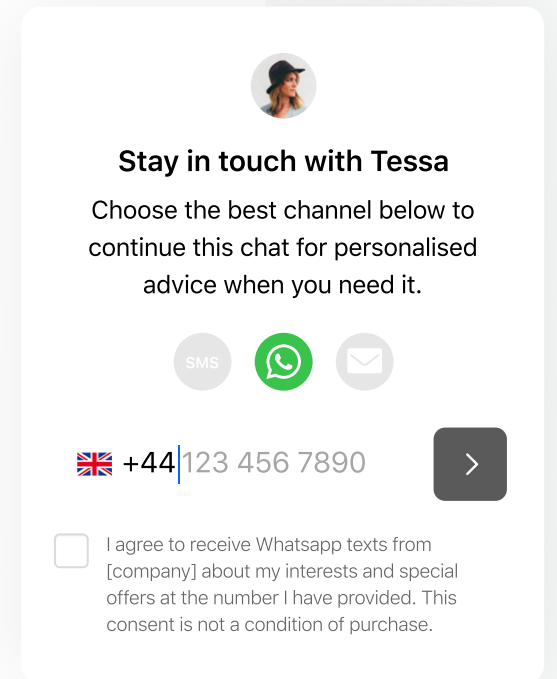
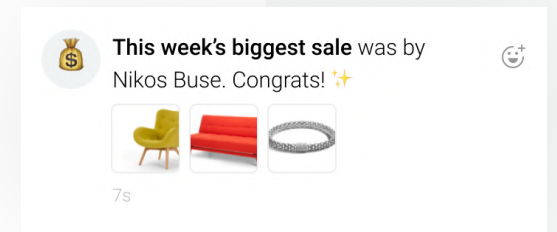
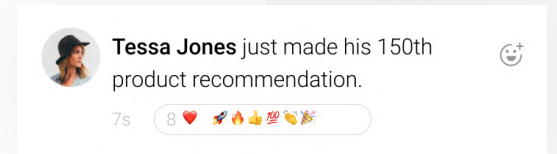
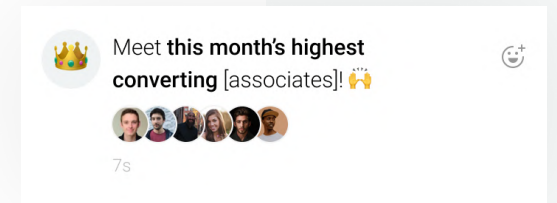
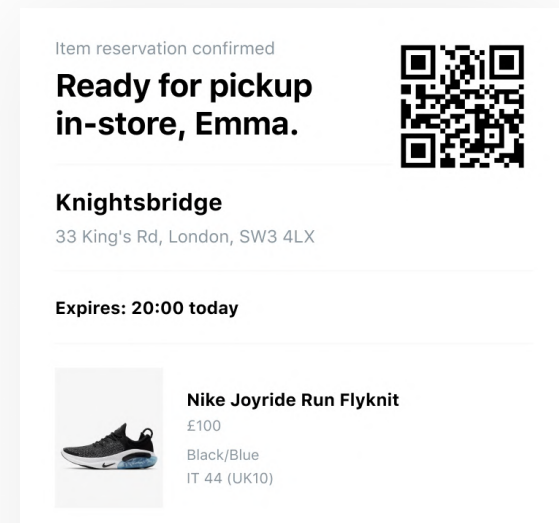
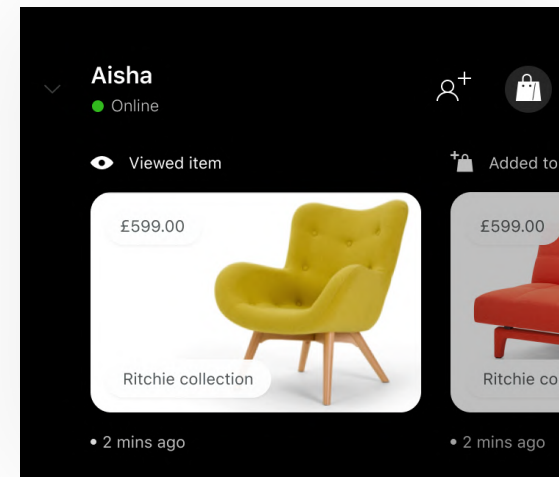
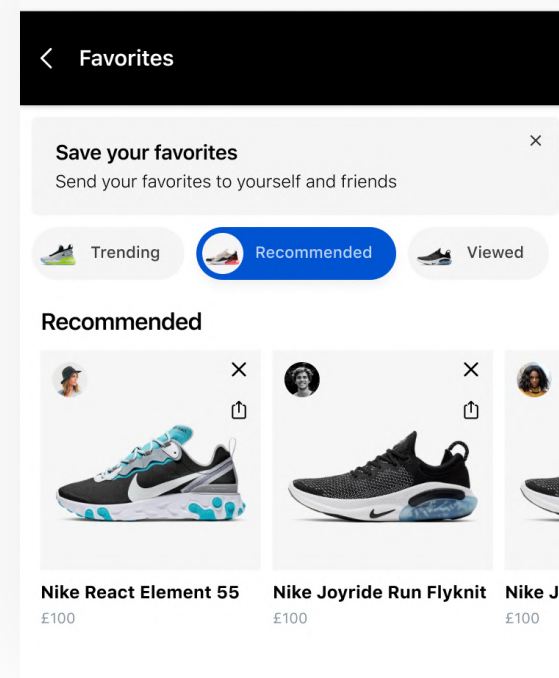
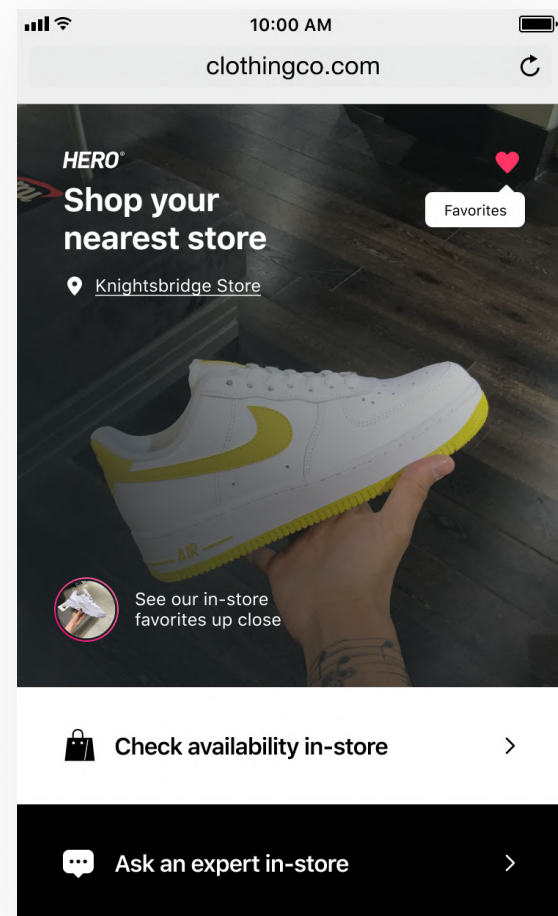
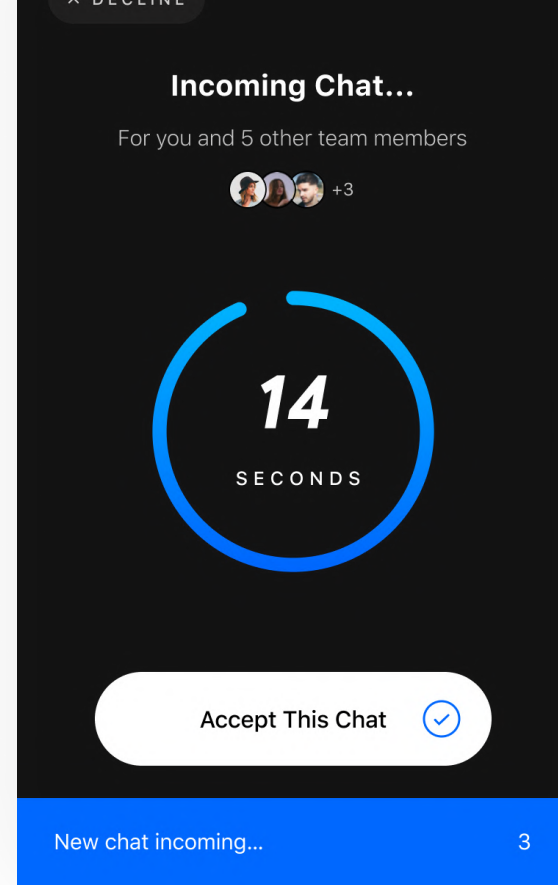
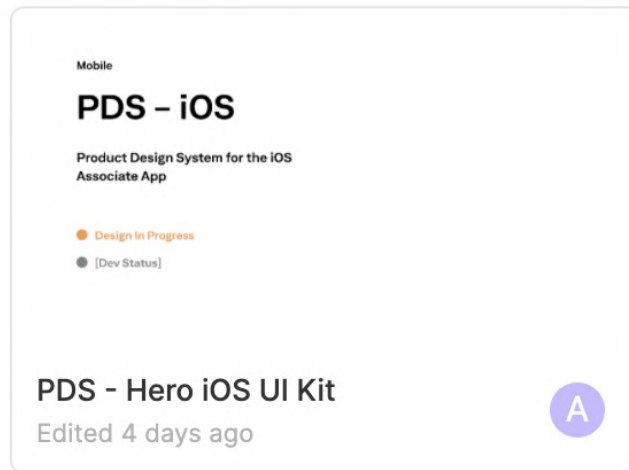
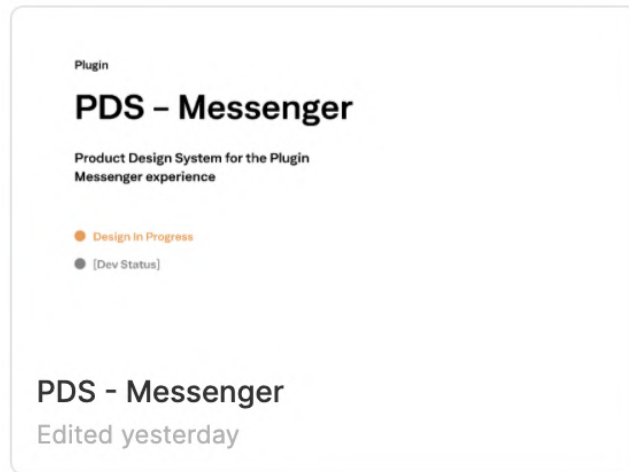
10:39 AM



SOLUTION

Out of stock and follow-up

Shoppers can use WhatsApp as the main chat platform and associates will reply using Hero app.



RESULTS

1 in 3

customers go in-store
after interacting online

+60%

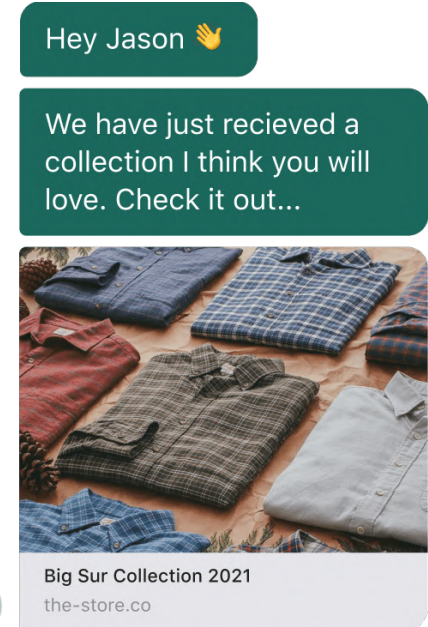
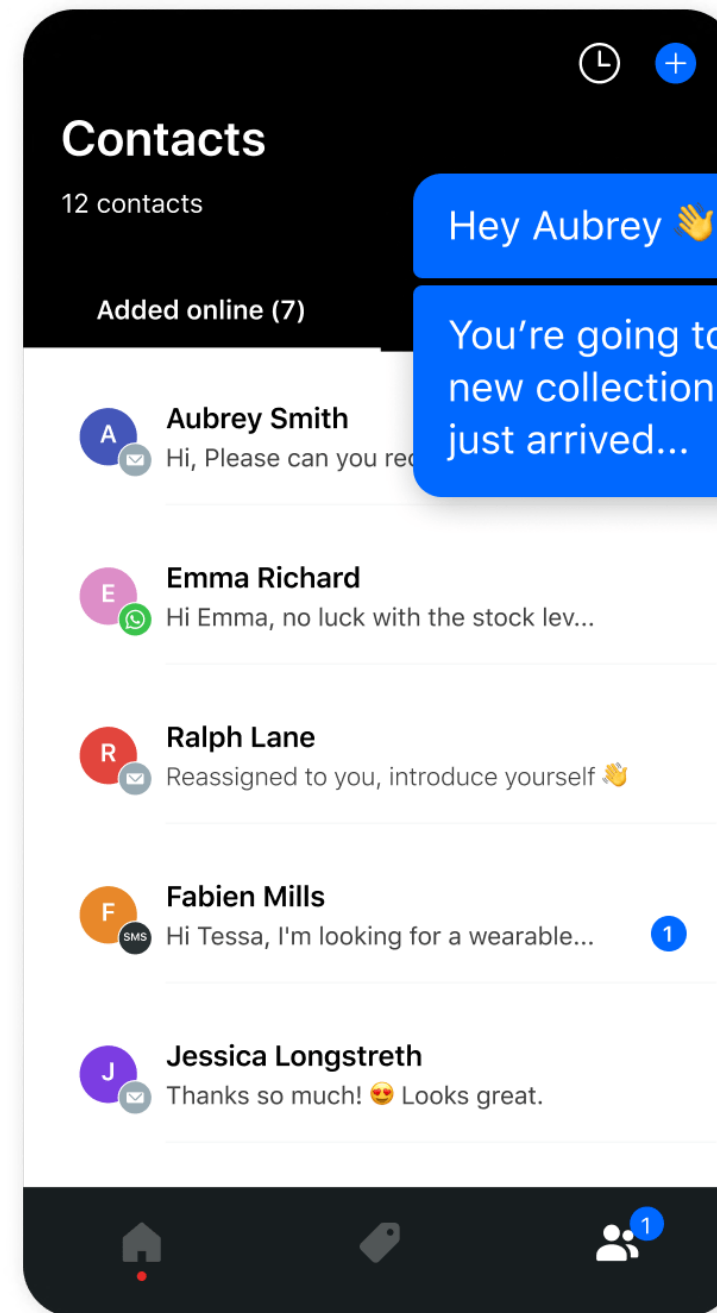
of customers using
WhatsApp to chat

+70%

amount spent on
purchases

LEARNINGS

Limitations make us more creative.



Thanks Emily, this collection looks amazing. Checking it out now! ❤️


Just now


CAZOO


The new way to buy used cars

CAZOO

[Search Cars](#) [Why Cazoo](#) [Finance](#) [Support](#)

 **150+ point inspection**
Every car expertly checked inside and out

 **Free 90-day warranty**
We'll also include RAC roadside assistance

 **7-Day Money Back Guarantee**
Don't love it? We'll collect it for free



Mini Hatch

1.5L Cooper

£9,000 £172/month [PCP](#)

- Buy or finance entirely online
- Part exchange your car
- Free delivery to your door
- No hidden or extra admin fees

[Get started](#)


 Gallery (30)

 View 360°

 Imperfections

Representative example: Borrowing £13,100 with a £1,000 deposit at a representative APR of 8.9%, annual interest rate [fixed] 3.9%, 36 monthly payments of £211.42 followed by 1 optional payment of £6,416.20, total cost of credit is £3,463.36, total amount payable is £17,563.36, annual mileage limit of 10,000 miles and an excess mileage charge of 6p/mile. [Find out more.](#)

 Reg year
2016

 Mileage
40,815 miles

 Fuel type
Petrol


 Transmission
Manual

 Seats
4

 Engine
1.5L

Car summary

The MINI Cooper hatchback is a popular, compact car with a unique standout design. Its great to drive with excellent steering and superb handling and the low driving position gives it a fun sporty feel.

Body type	3 door Hatchback	Registration number	DL65 LZK
Exterior colour	Pepper White	Previous owners	1
Gearbox	Manual, 6 speed	Emissions	105g/km (band B)
Drive type	Front wheel drive	ULEZ compliant 	Yes

This car has been thoroughly inspected, reconditioned and valeted by us. As it's a used car, you should expect some normal wear and tear relative to its age and mileage. Any imperfections will be highlighted on the car's photos.

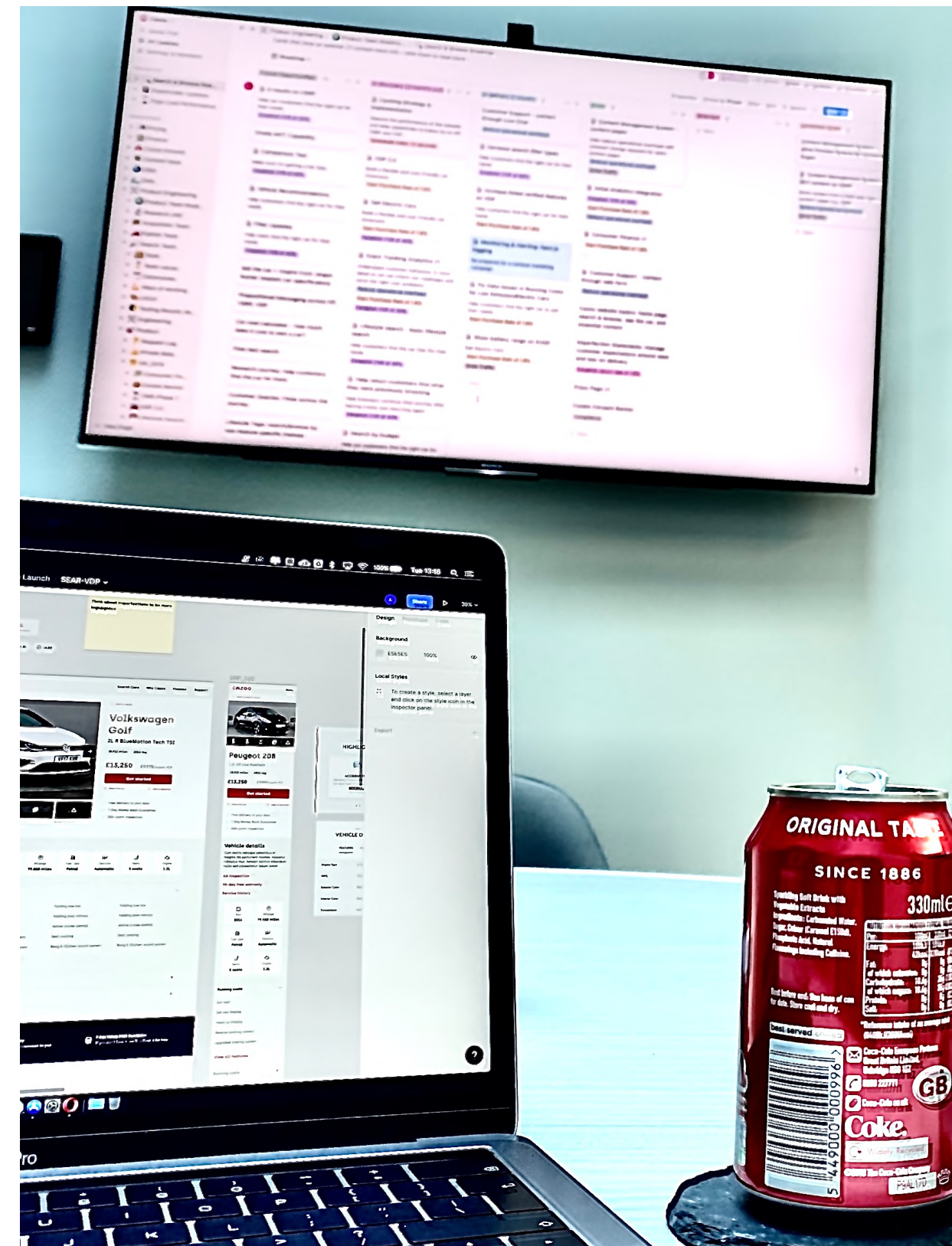
MY ROLE

Design Team Lead for 5 teams, working in a squad team including PM, UX Researcher, Content Strategist and Engineers.

TIMELINE

5 months vehicle details page

3 months finance calculator

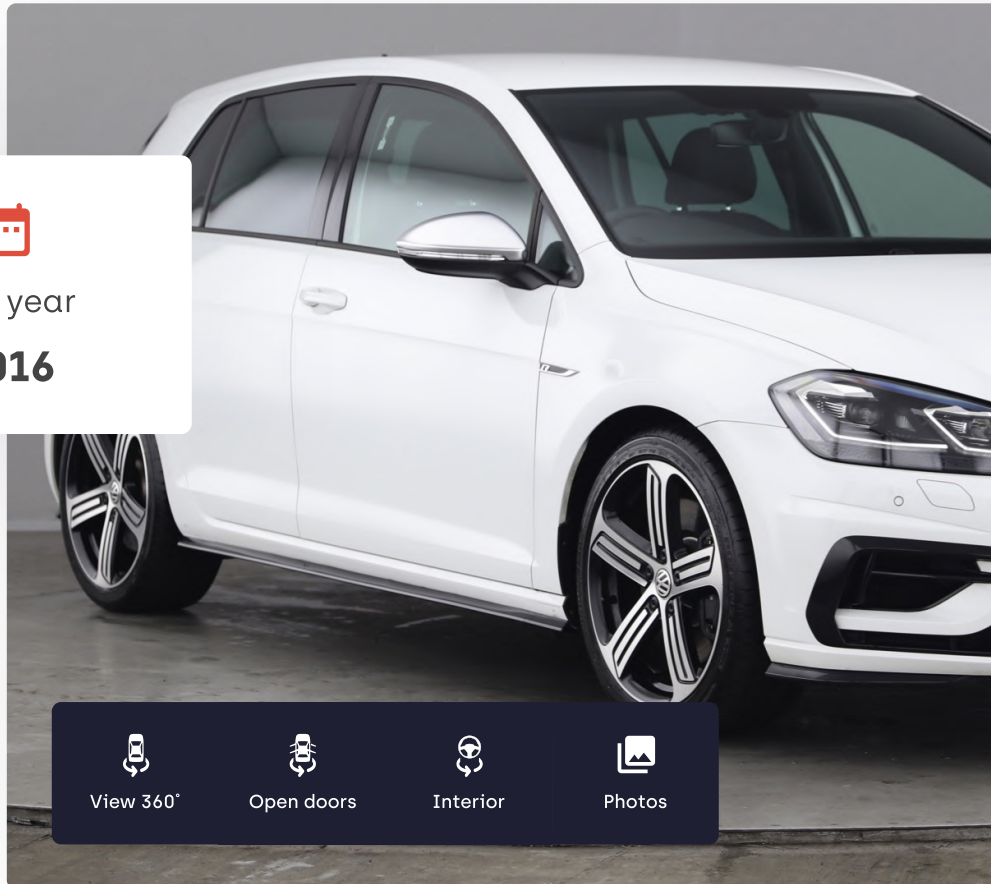



GOALS

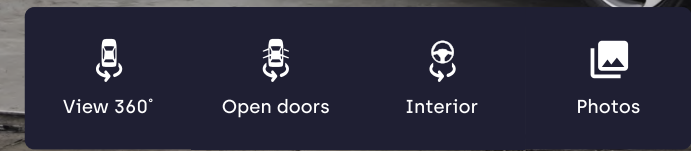
Improve the vehicle details page





The main journey of a user buying a used car is finding the right car. The objective of the project is to help customers to search and browse cars.

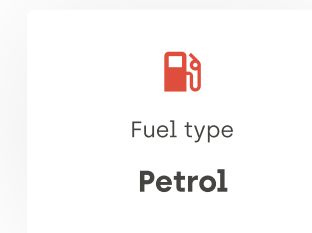
- improve the 360° gallery experience
- content discoverability
- get started click rate


A white hatchback car is shown in a studio setting. A white callout box is overlaid on the top left of the car image.

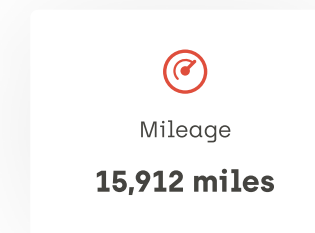

Reg year
2016


A dark blue navigation bar with four white icons and labels: a camera for 'View 360°', a car with an open door for 'Open doors', a steering wheel for 'Interior', and a photo icon for 'Photos'.

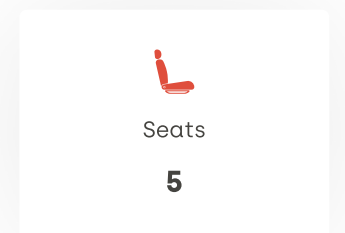
 View 360°  Open doors  Interior  Photos


A white card with a red fuel pump icon, the text 'Fuel type', and 'Petrol' in bold.

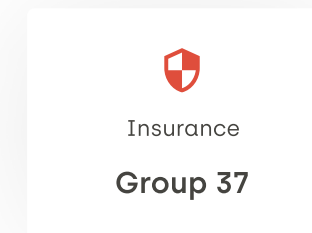

Fuel type
Petrol


A white card with a red circular arrow icon, the text 'Mileage', and '15,912 miles' in bold.

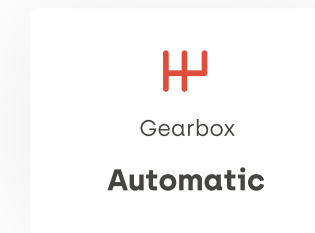

Mileage
15,912 miles


A white card with a red car seat icon, the text 'Seats', and '5' in bold.

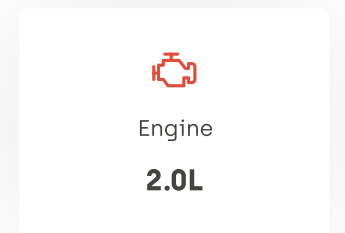

Seats
5


A white card with a red shield icon, the text 'Insurance', and 'Group 37' in bold.


Insurance
Group 37

A white card with a red gear icon, the text 'Gearbox', and 'Automatic' in bold.


Gearbox
Automatic

A white card with a red engine icon, the text 'Engine', and '2.0L' in bold.


Engine
2.0L

WHY IT WAS A PROBLEM

Bounce rate, visual confusion


Data has shown that users were viewing details page but not proceeding to checkout, and when they proceeded, it was to calculate their monthly payments.

- gallery loading time 15s
- bad content hierarchy about the car
- not helping users to calculate their payment
- confusing icons and UI patterns
- large number of customer service calls

Which one is the
360° gallery?



CAZOO BETA Search cars Why Cazoo Support



Volvo V40
2L R-Design T2
14,942 miles 2016 reg

£11,850
[Start purchase](#)

- ✓ Free delivery to your door
- ✓ 7-Day Money Back Guarantee
- ✓ 150+ point inspection

Vehicle summary

Engine	2L Petrol
Gearbox	Manual, 6 speed
Exterior colour	Grey
Body type	5 door Hatchback
Seats	5 seats
Emissions	127g/km (band D)
Previous owners	1

This car has been fully inspected, thoroughly reconditioned and valeted. There might be some normal wear and tear which is expected with any used car of this age.

Top features

Aircon	Alloys
Bluetooth	Cruise control
DAB	Keyless entry
Leather seats	Metalllic paint
Start/stop	

[View all features](#)

Running costs

Vehicle tax	£125 / year
Insurance	Group 19 (approx. £329 / year)
Fuel consumption	51.4mpg (approx. £22 / week)

Not all running costs are shown above. The running costs shown here are estimated based on average fuel price and mileage for this car. Insurance cost estimates are based on qualified drivers with a clean record (no accidents, violations or points).

Cazoo Quality Assurance

Every Cazoo car is thoroughly inspected and reconditioned to meet our highest standards, whether it was a privately owned car or bought from a business.

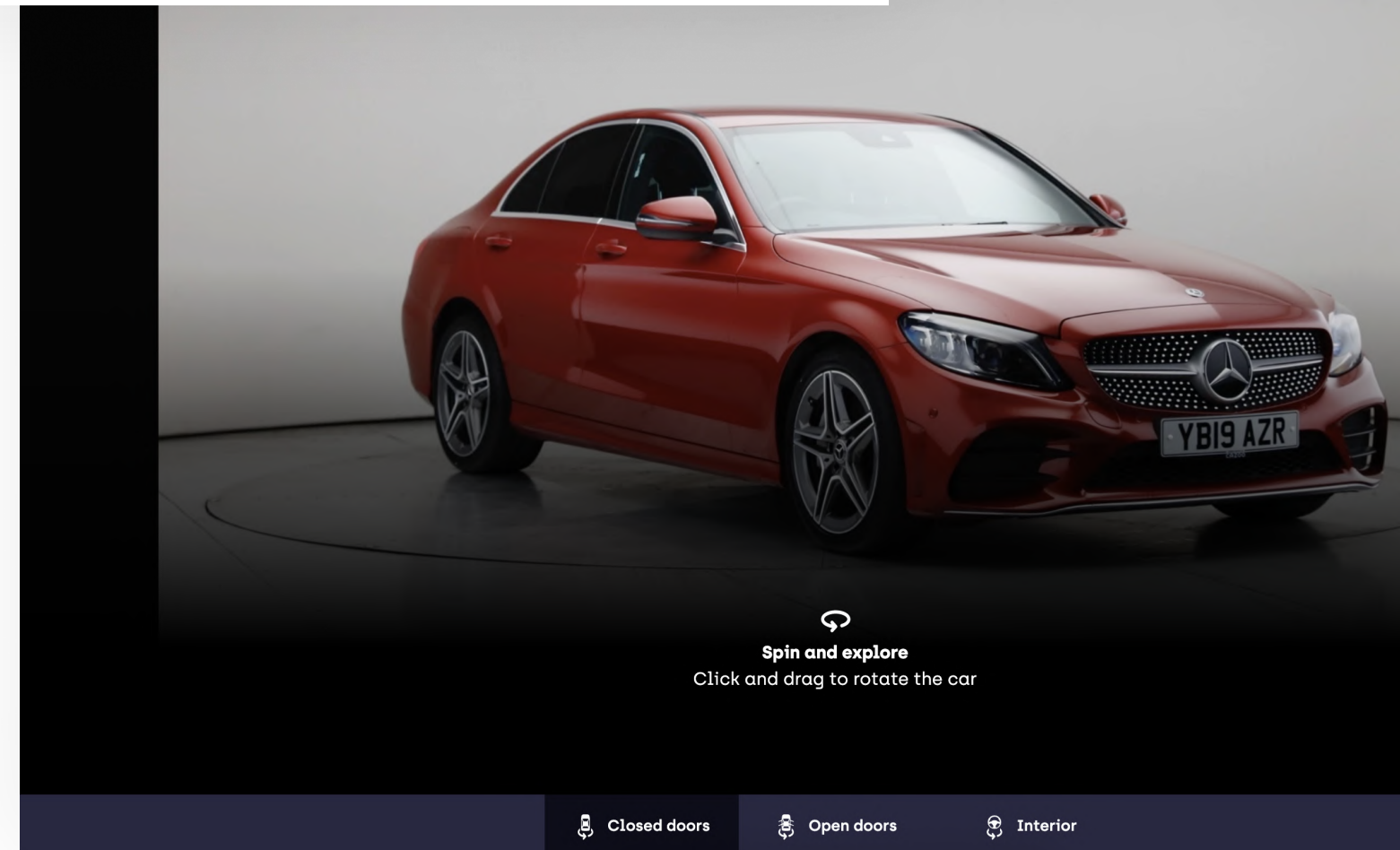
So you can enjoy total peace of mind, all our cars have:

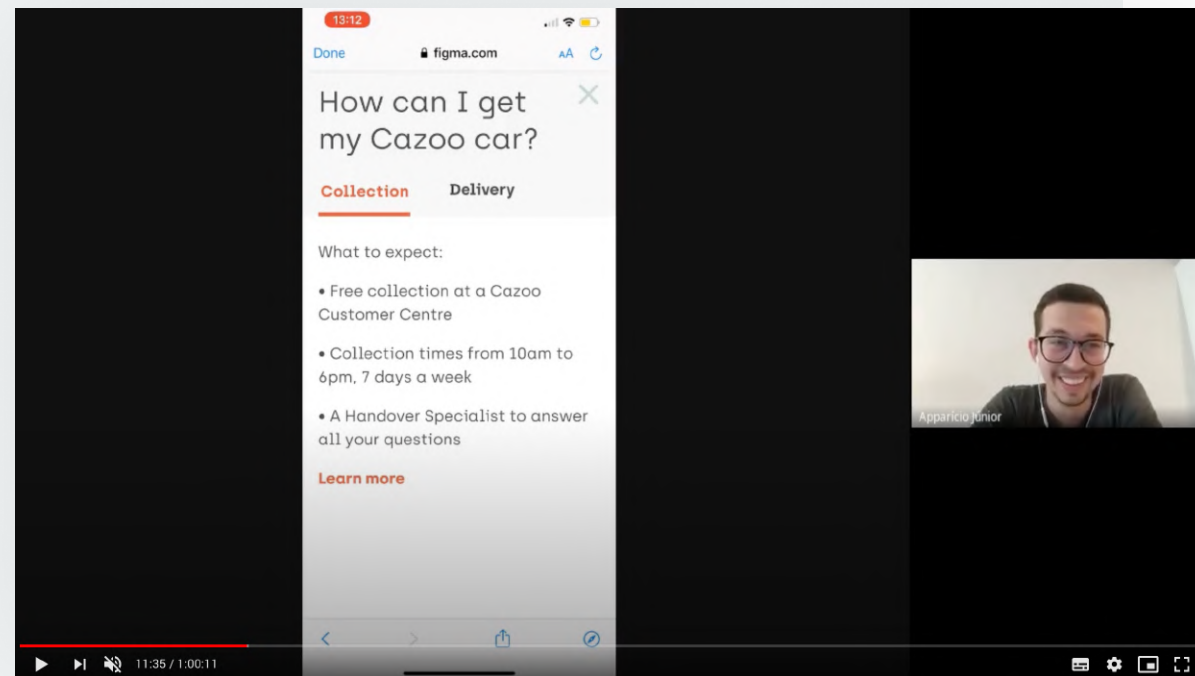
CONSTRAINTS

Technical feasibility

- speed index lower than 4s
- using a third-party image sourcing
- finance calculation APIs

● First Contentful Paint	1.6 s
● Speed Index	3.2 s



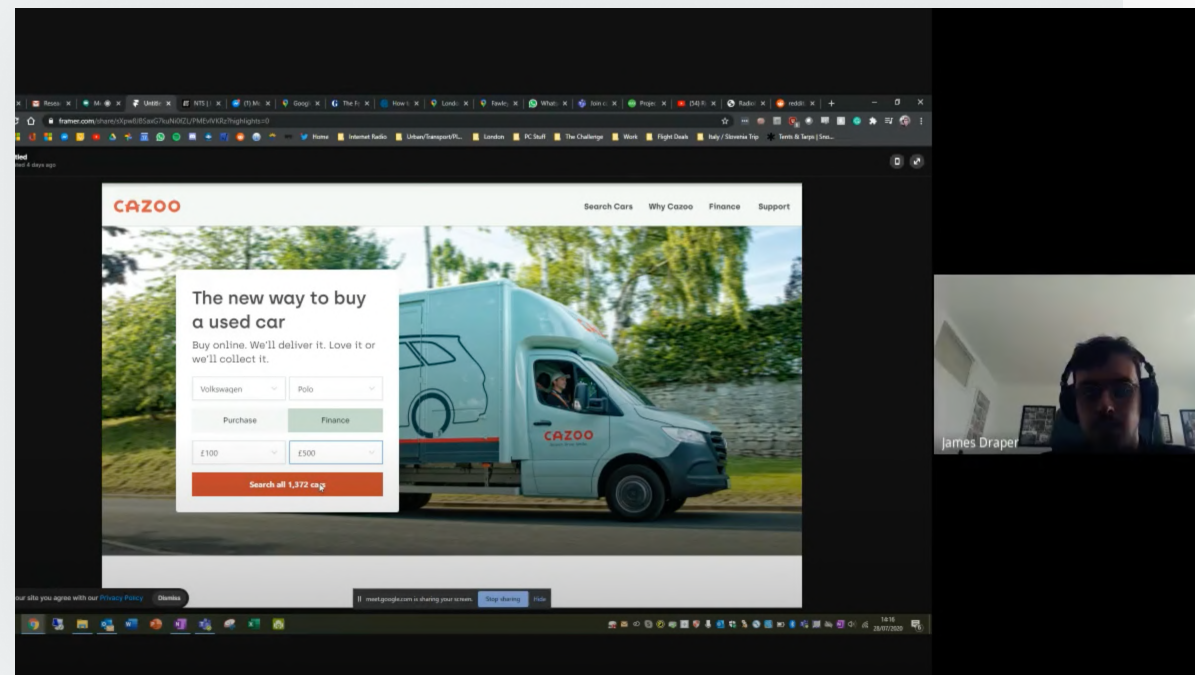


THE PROCESS

Concept & Testing

Decided to test the live website on the first round to pin point what problems the page had, also tested 3 new designs to understand which of them actually solved the problem.

From the beginning to end we had a cross-functional refinements to improve faster.



SOLUTION

UI + IA + Content

Using simpler patterns and accessible iconography with labels, adding a finance calculator in each details page, also highlighting important facts about the car.

CAZOO Search Cars Why Cazoo Finance Support

150+ point inspection
Every car expertly checked inside and out

Free 90-day warranty
We'll also include RAC roadside assistance

7-Day Money Back Guarantee
Don't love it? We'll collect it for free

Mini Hatch

1.5L Cooper

£9,000 £172/month PCP

- Buy or finance entirely online
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Get started

1 / 30

Gallery (30) View 360° Imperfections

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Reg year: 2016 | Mileage: 40,815 miles | Fuel type: Petrol | Transmission: Manual | Seats: 4 | Engine: 1.5L

Car summary

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Gearbox	Manual, 6 speed	Emissions	105g/km (band B)
Drive type	Front wheel drive	ULEZ compliant	Yes

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RESULTS

+54%

get started clicks

+35%

360° gallery

+63%

imperfections gallery

+45%

page view rate

+73%

completed orders

97%

customer satisfaction score

LEARNINGS

Usability + Delight

- users engage more with the gallery
- page is consistent visually
- easier to read on F pattern
- brand trust increased with imperfections gallery

Flexible finance options

Financing your Cazoo car purchase is easy with our fully online process. Estimate your payments for both Hire Purchase (HP) and Personal Contract Purchase (PCP) so you can choose what's right for you.

HP or PCP - which one is right for me?

Enter your deposit
£1000
Must be between £100 to £52,425

Choose length of contract
24 months 36 months **48 months** 60 months

Choose annual mileage*
10,000 miles

*Required for relevant PCP estimate

Estimate payments

We work with Black Horse who are a Lender and Evolution Funding who are a broker to find you competitive finance all online.

Estimated payments
These estimates are subject to credit checks and may change when you apply for finance.

Hire Purchase (HP)	APR 8.9%
48 monthly payments of	£1,318.26
Total charge of credit	£9,861.48
Total amount payable	£44,286.48

Personal Contract Purchase (PCP)	APR 8.9%
48 monthly payments of	£1,013.37
Optional final payment	£17,496.00
Total charge of credit	£12,711.76
Total amount payable	£47,116.76
Excess mileage fee	12p/mile

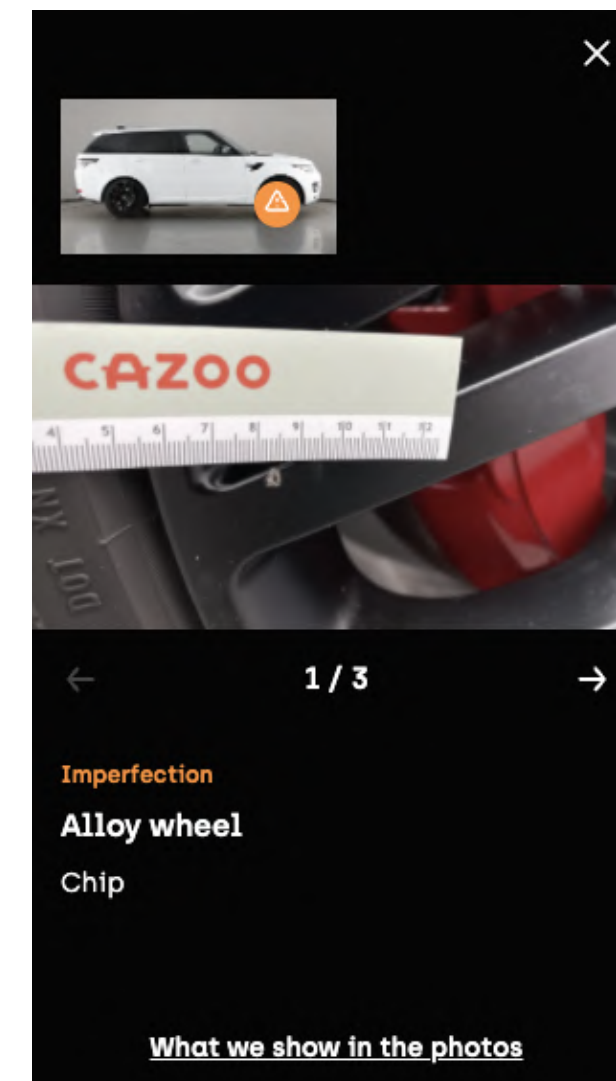
Delivery charges and optional extras are not included in your finance agreement and must be paid separately at the time of purchase.

Email my estimates

Fiat 500X
1.4L Pop Star MultiAir
2018 reg

ML16 KUK

Car price	£9,000
Part exchange	-£1,500
Total payable today	£7,500



Car summary

Last service
10 August 2021
40,190 miles

Body type	5 door SUV	Previous owners	
Exterior colour	White	Number of keys	
Gearbox	Automatic, 8 speed	Emissions	209g/km (bar)
Drive type	Four wheel drive	ULEZ compliant	?
Registration number	DX68 WKC		

THANKS, NEXT STEP

Let's work together