I was approached by the team at Apple to review their product page and conduct a UX case study to identify findings and present new ideas to achieve the goals below, as laid out by the stakeholders in the project. Given the size of the Apple site I was instructed to specifically focus on the iPhone 15 product and only review the page that is one step before the checkout. Also I was asked to focus only on the mobile experience.

The project goals:

- Increase the conversion rate of people adding an iPhone to their cart and then proceeding to the cart page
- Increase the average number of products per cart
- Promote the instalment payment option and increase the number of users that opt to use this payment method

Step 1: Research & Data Analysis

After looking in to the data thoroughly, I was able to draw conclusions about our baseline data and a few other key indications about what customers may be experiencing whilst on this page on the site.

Key Findings

- 12% of customers visit the contact page after viewing this page
- 27% of customers that add to bag end up viewing other unrelated products
- 52% of customers that end up converting have come directly from the iPhone 15 pro landing page
- 15% of users that purchase end up swapping their product for a different colour

5%
Current conversion rate

1
Average number of products in cart

62%
Of customers currently opt for the instalment payment option

Step 2: Heatmaps & Video Recordings

Heatmaps:

Using heat mapping technology I was able to draw the following conclusions based on the data provided:

Key Findings

- >80% of customers are not reaching the ATC button
- The site loses over 25% of users after the first fold
- Only 8% are reaching the bottom of the page

Video Recordings

Using software that tracks users screens and provides recording I was able to draw the following conclusions based on user behaviour:

Key Findings

- Customers are frantically clicking the main gallery image
- Customers are regularly trying to enlarge the colour swatches
- A large portion of people scrolling are seemingly looking for an ATC button
- Most customers are clicking the 'How does the trade-in work' button but most customers don't opt for clicking the 'Not sure how much storage to get' button
- Customers are regularly adding to cart, highlighting the price and returning back to this page
- The 'What's in the box' section is read but not interacted with
- Users quickly scroll past the bottom 2 items on the comparative table
- A portion of users once they have visited this page visit the contact page and search for something around Klarna, ClearPay or visit the instalment advice section

Step 3: User Persona Analysis

User Persona
Every Day User - Alex

Demographics:
Age: 28
Occupation: Retail Worker
Location: San Francisco, CA
Technology Proficiency: Moderate

Background
Alex is retail worker who uses his iPhone regularly, expects it to work flawlessly and likes to stay on trend with the latest releases but struggles financially to purchase the latest products upon release

User Persona
Business Professional - Mia

Demographics:
Age: 35
Occupation: CTO
Location: London, UK
Technology Proficiency: High

Background
Mia is responsible for purchasing high quality products to use within her business's communication pipeline. The tech must be affordable but able to seamlessly connect with other devices

User Persona
Tech Savvy - James

Demographics:
Age: 22
Occupation: Developer
Location: New York, NY
Technology Proficiency: Very High

Background
Developer James choose his devices based on the tech within them and their performance. James is swayed by technical lingo and loves to dive into the gritty details

Conclusion

After creating some user personas based off data and research it is fair to assume that these products have a wide range of users all expecting different things out of the product and will all be individually sold on purchasing based on different factors.

The user personas demonstrate a need to highlight the following key details on the product page:

- The product quality and life expectancy - how well will this product work, how long can I expect it to perform for and how does it compare to other products on the market
- The technical details written in both technical jargon and in more simplistic terms - for the more tech-savvy users they may be dazzled but intricate details of the performance or the physicality of the product, whereas the everyday user will be more focused on the basics; battery life, camera, speed
- The affordability of the product through instalment providers and trade-in schemes and the connectivity of the product within the Apple ecosystem

Empathy Mapping

User Persona
Every Day User - Alex

Excitement
Frustration
Satisfaction
Confidence
Apprehention
Nervous
Enthusiasm

User Persona
Business Professional - Mia

Excitement
Frustration
Satisfaction
Confidence
Apprehention
Nervous
Enthusiasm

User Persona
Tech Savvy - James

Excitement
Frustration
Satisfaction
Confidence
Apprehention
Nervous
Enthusiasm

Following my review using empathy mapping I managed to conclude that users purchasing from the Apple site experience a wide range of emotions and depending on the need for their purchase will determine what level of confidence vs nervousness they will have. In general most customers will experience a medium level of nervousness about committing to such an expensive purchase but this returns a high level of excitement

Step 4: Ideation & Brainstorming

Affordability is important, make it obvious	Need to improve the first fold	ATC button is needed	Make the USPs more obvious and cater for a range of technical proficiency
Make gallery items clickable	Colour swatches need to improve	The comparative table needs to be more obvious but less scrolling	Users are searching for Klarna and ClearPay
Reduce the length of page	Showcase the features more on this page	Improve the what's in the box section	

Step 5: Design Phase

Sketching:

My step was to begin putting some ideas to paper for how the top fold could look. I have conceptualised two designs above.

Design A:
- Dominant full bleed gallery that swallows the logo and nav, takes up 75% of the view height with a small glimpse in to the next section

Pro's:
- Strong gallery selling the product
- Visually more appealing UI

Con's:
- Limits the imagery as it needs to suit the design
- Potential for some key information not to be above the fold

Design B:
- Smaller gallery that focuses more on the content

Pros:
- More information visible above the first fold
- Gallery imagery can be less restricted

Con's:
- May be overwhelming for the user upon first glance

Wireframing:

Following on from creating wireframes for my two sketched designs I have concluded the following:

- A combination between the two in terms of the gallery size and design would be the most user-friendly

- The key features on the B design is really positive to see just above the fold

- The language used in the key features is good and will appeal to both technical and non-technical users

Higher Quality Mockup:

Design Review

Critical for this project was to stop at multiple intervals and check the designs are meeting the brief, achieving the goals and demonstrate the ideas for relevant stakeholders.

Revised Mockup:

Following review it was decided that it was important to keep the key pricing USPs underneath the main product title as these were found in research to be useful in reducing customer anxiety.

It was also noted that the 'new' badge could be bolder to demonstrate to customers this is the latest release

Importantly as well the hero colour at the top may put off some customers and provide visibility issues so this should be more neutral

Prototype and Final Design

Next Steps

After completing the design phase and achieving approval by all relevant parties, the next step is to implement the design as an A/B test so we can monitor the results and compare them against the current baseline.

Once we then have some solid results from the experiment we can then iterate the design based on the data before concluding what our next steps would be