

UX Research & Wireframing

An Industry Project





Background

The project was done for a B2B business based out of Kolkata, called Crazebazaar.

During my tenure as the UI/UX designer, I have conducted the research to build an efficient user experience following which I created the wireframes.



Objectives

My Role: Create Vendor Onboarding Screens.

Importance Of Vendor Boarding Screens.

Vendors would be registering their companies products for sale online. In the Indian market vendors are not always tech-savy. Hence, the screens were made for easier operation and management of the vendors.

A thorough research of the on-going online market practices have been done as well.



My Role In The Project



Competitor
Tracking



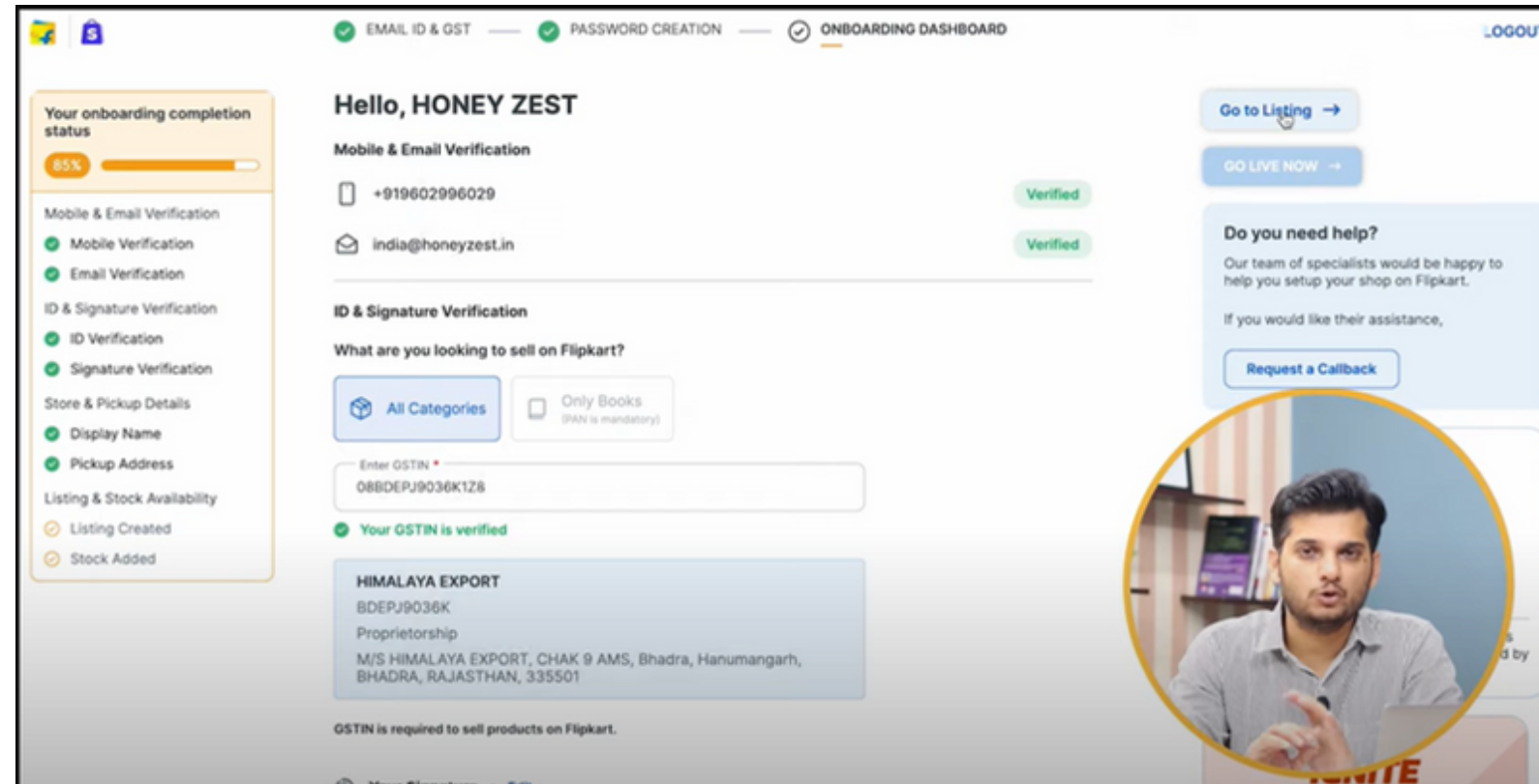
Wireframes

Part 1

- Understanding The Process of Adding Products Through Other Brands
- Wireframes For Bulk Listing Of Products.
- Wireframes For Single Listing Of Products.

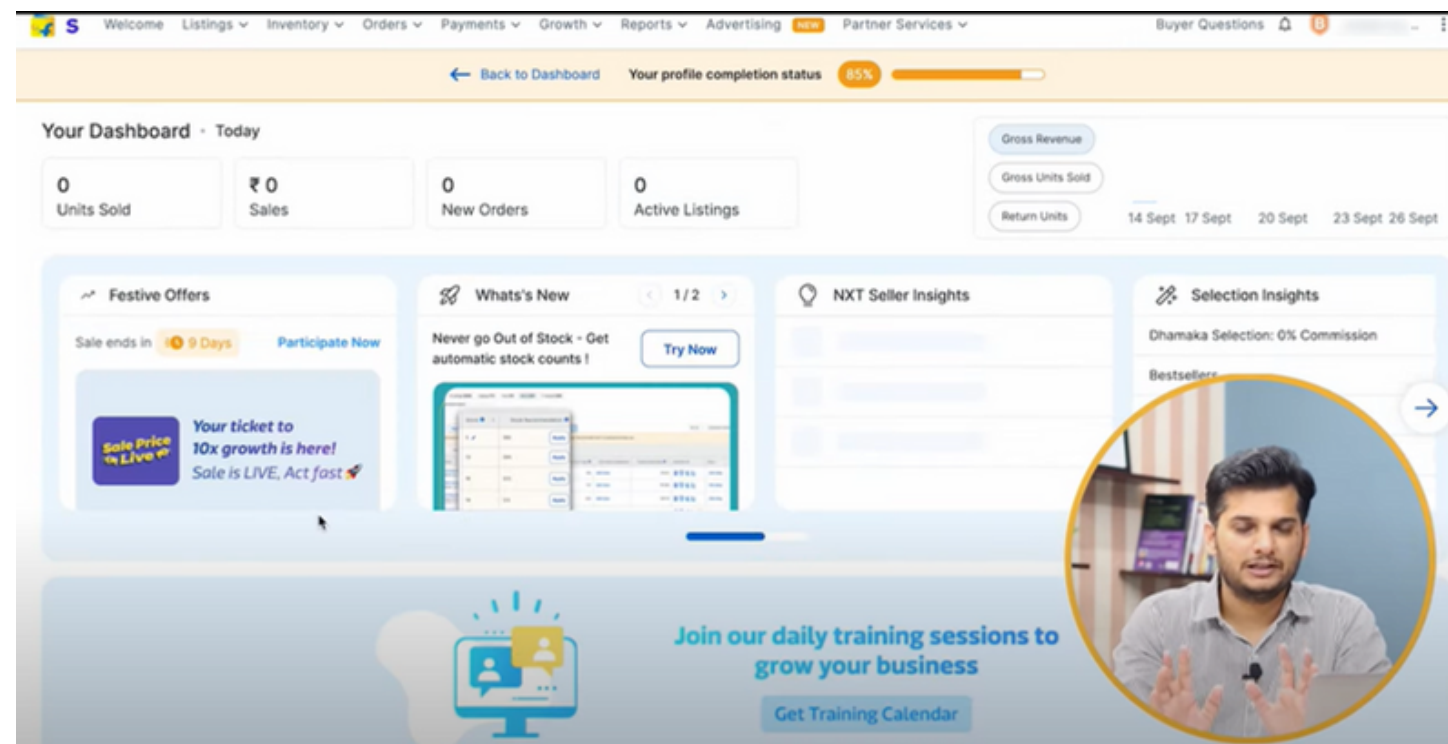
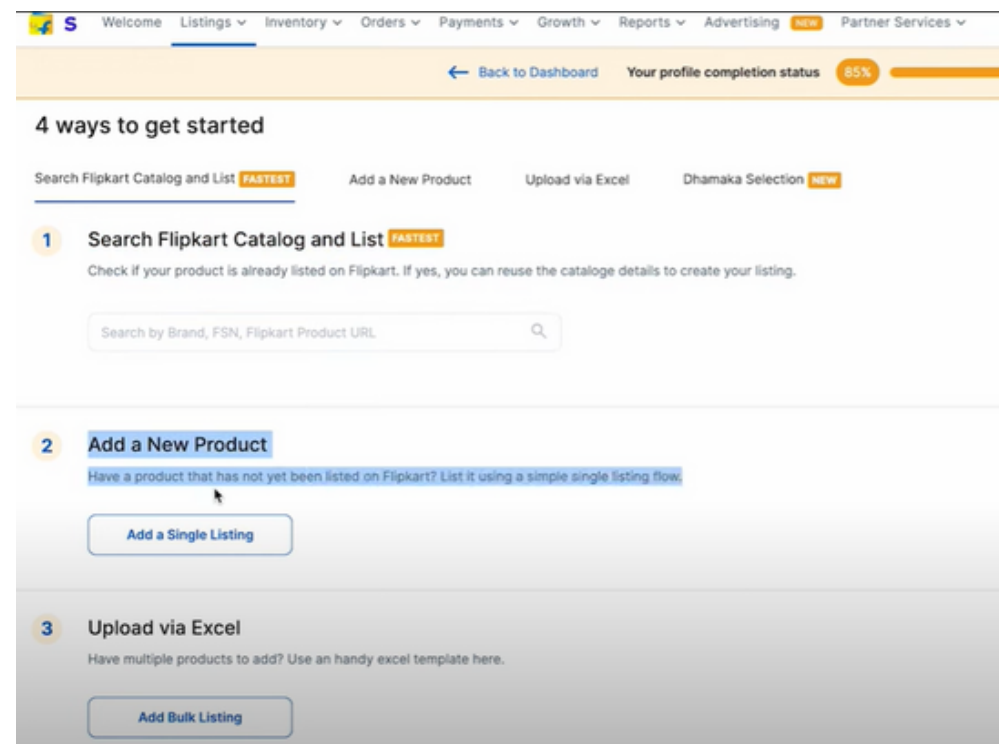


Research Product Listing

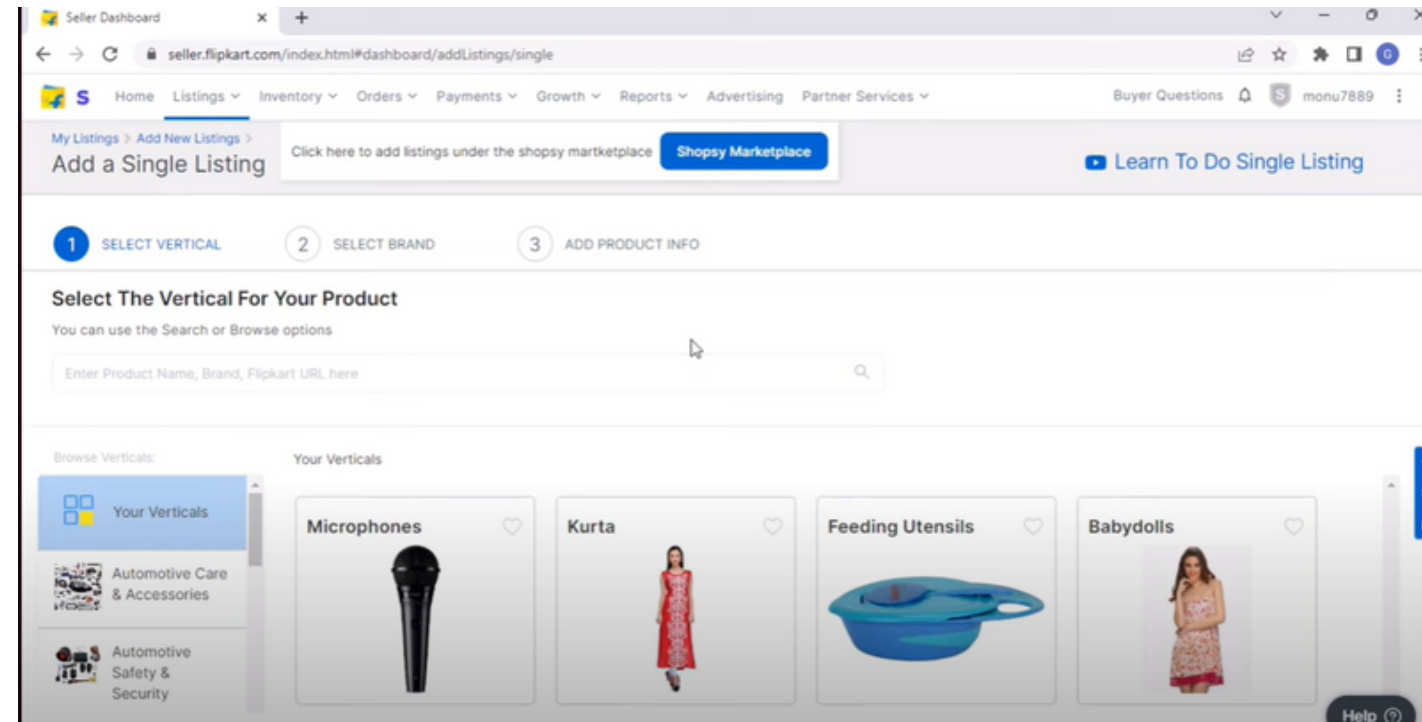
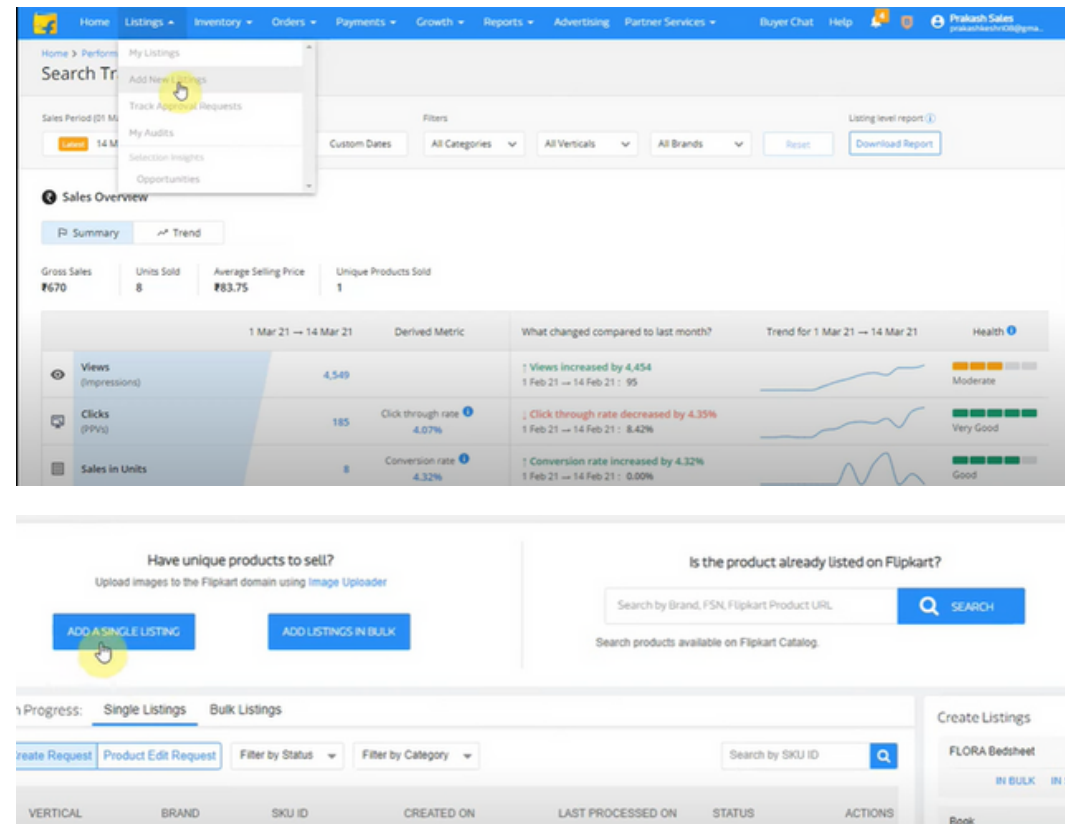


Initial Stage

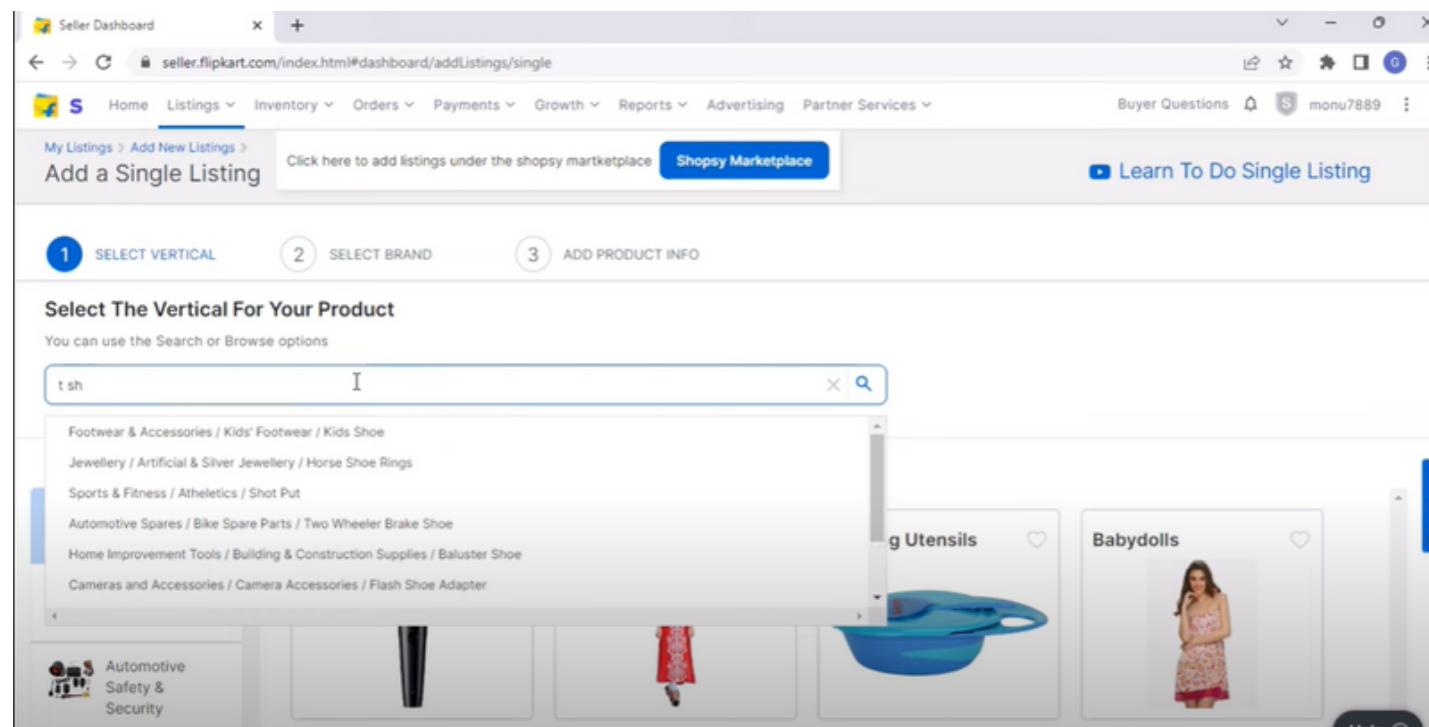
- Can access profile dashboard and listing after address filling incomplete profile filling is shown.
- 3 options for listing:
 - 1.add new product
 - 2.search on flipkart category
 - 3.bulk upload via excel



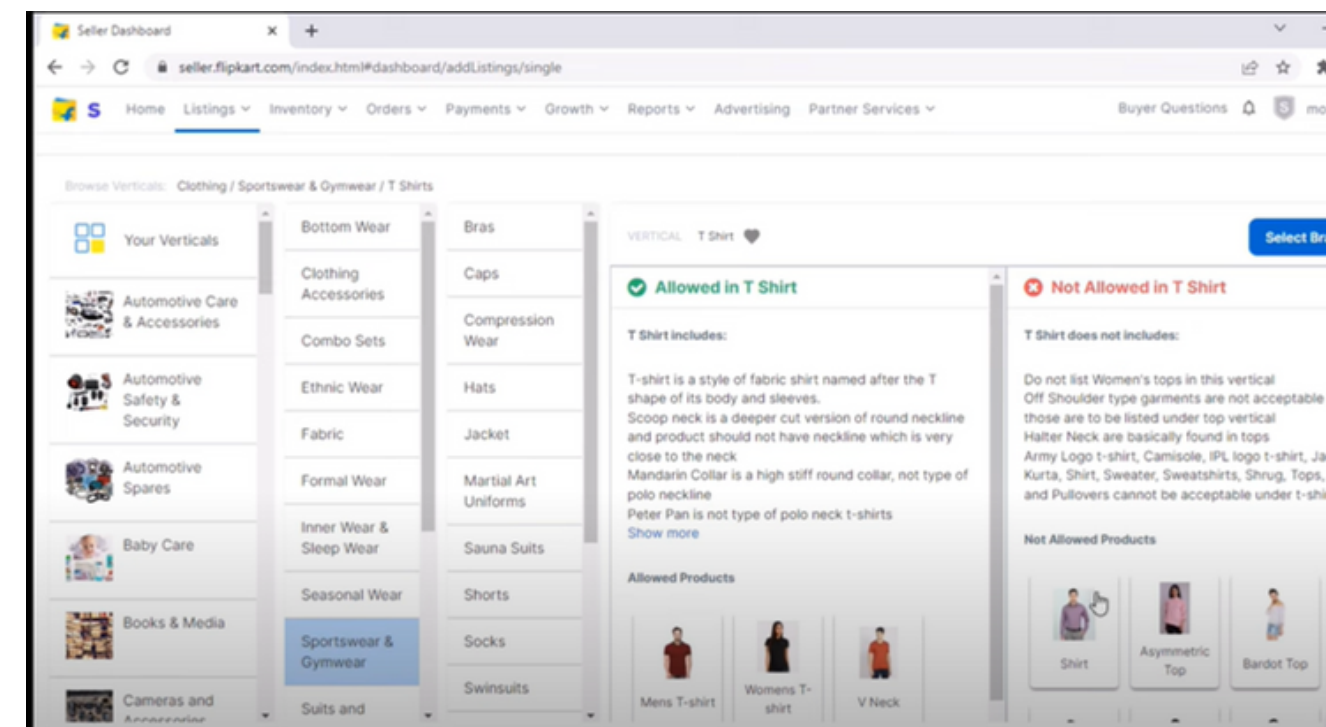
Product Listing



Select Vertical(Category)> select brand> select product info

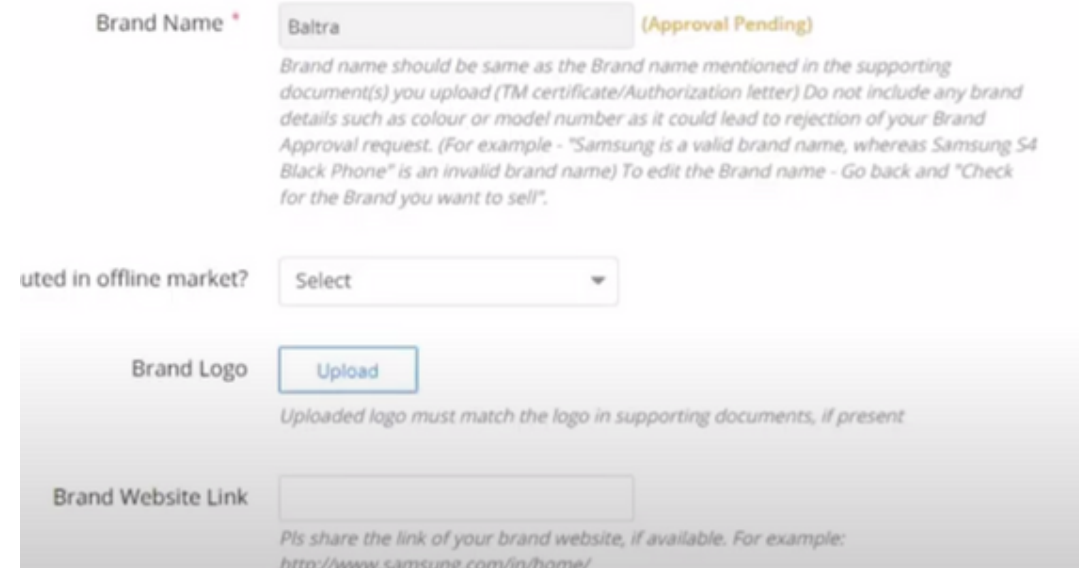
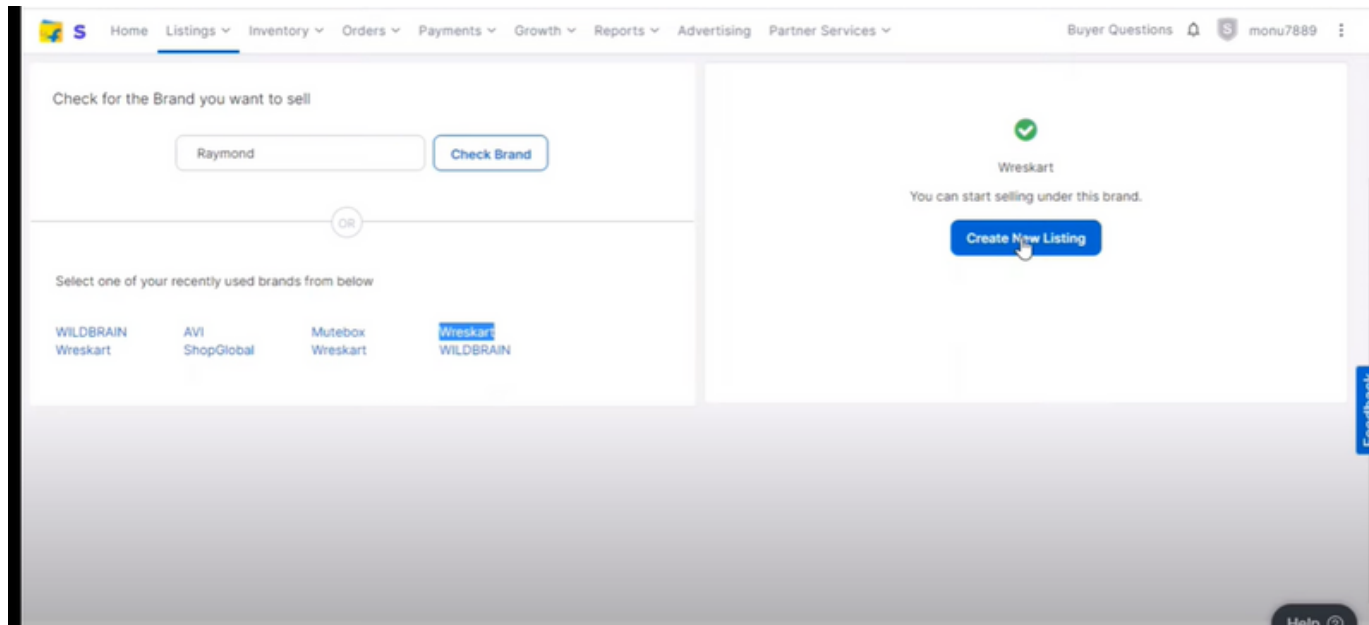


Vendor can type the main category> select the pathway of category from dropdown



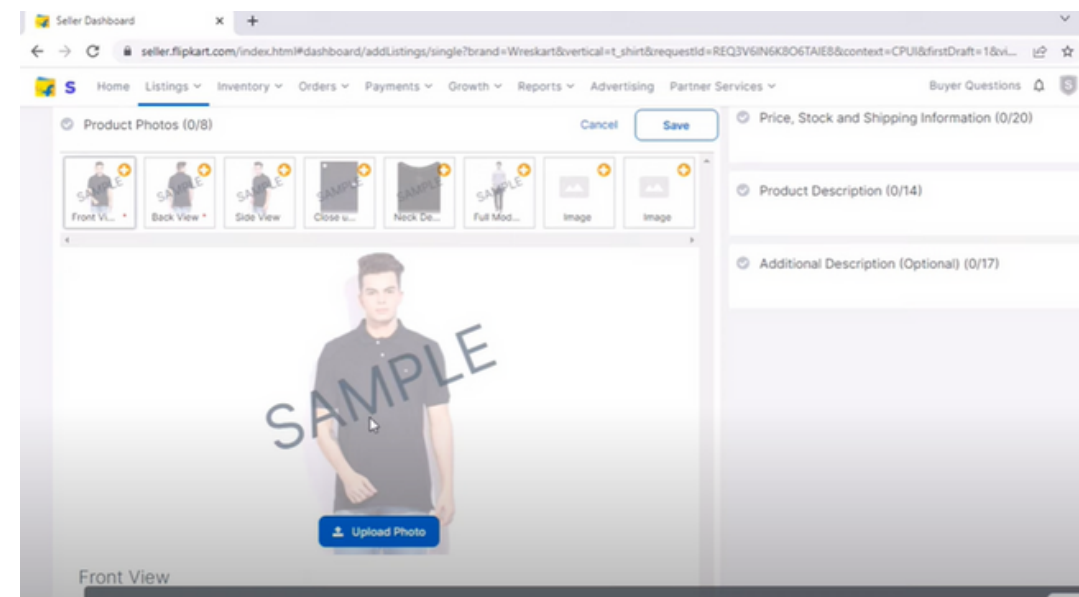
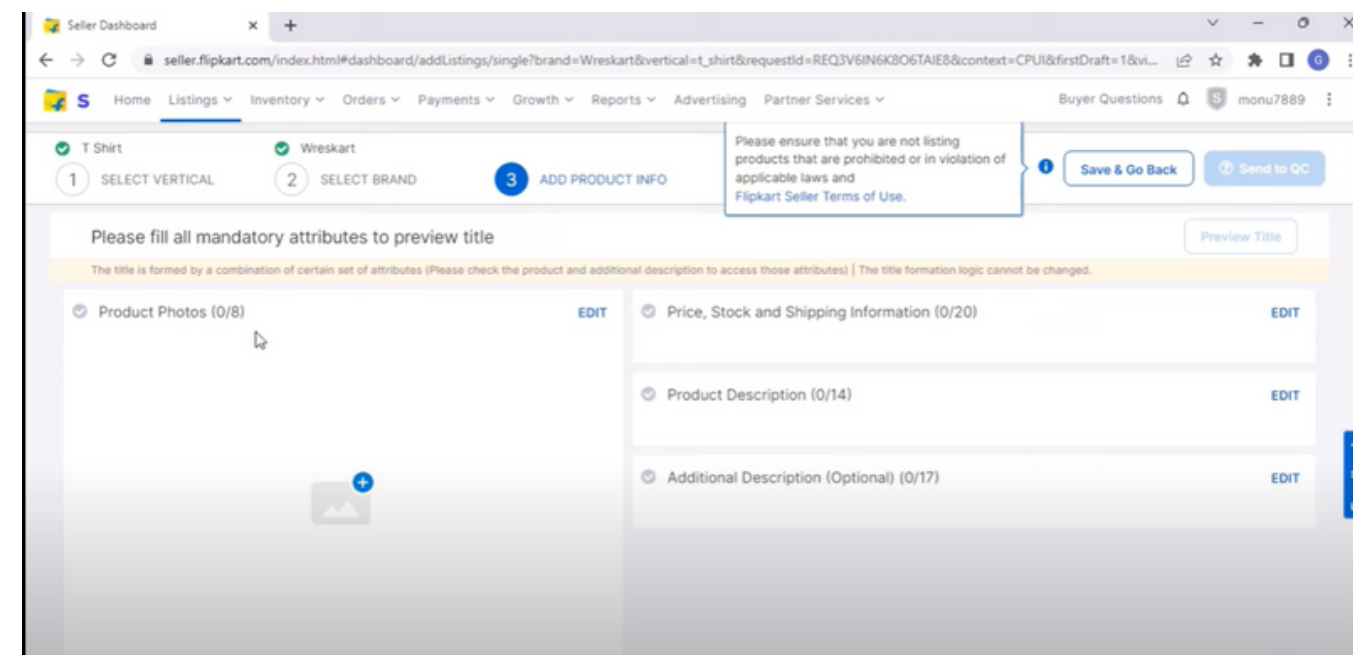
An information portal with images what's allowed in that category and what's not allowed

Brand name>brand name approval >create new listing



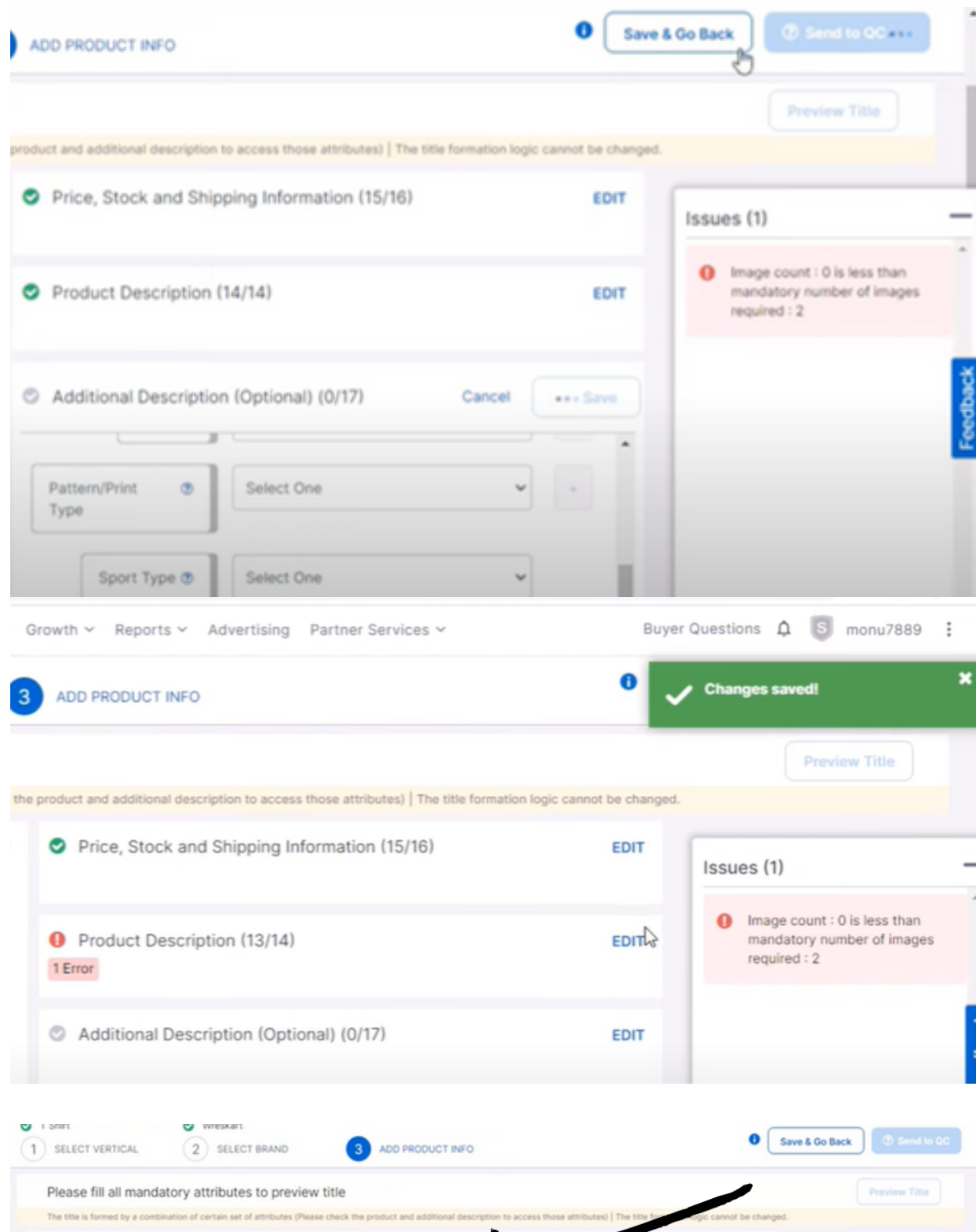
Details For Input:

- Brand Name
- Brand Logo
- Brand Website Link
- Where do you sell the products of this brand currently?
- Sample MRP Tag Images: In this section, you can upload the images of MRP tags that you have received from the brands or companies from which you are sourcing your products.
- Are You the Brand Owner?
- Kindly Upload Any of the Following :
- Brand authorization letter (This document must come from the brand owner)
- Category-specific government license copy (For example, if you're planning to sell foods and nutrients products, you need to upload an FSSAI certificate)
- Invoice copy or purchase bill



Photo/media upload page:

Guidelines mentioned before, Now sample images - of FV,BV,Close-up



- 2 options:
Save & go back
Send to QC(Quality Control)
1.QC failed if there are issues
2.QC passed if there are no issues

Price Stock and Shipping information

- Seller SKU ID
- Listing Status
- MRP
- Your Selling Price
- Fullfilment by
- Procurement Type
- Procurment SLA
- Stock-
- Stock available for buyer
- Shipping Provider
- Local delivery charge- Zonal delivery charge
- Zonal delivery charge
- National charge
- Flipkart Plus
- HSN
- Tax code
- Country of origin

Additional Description (optional)

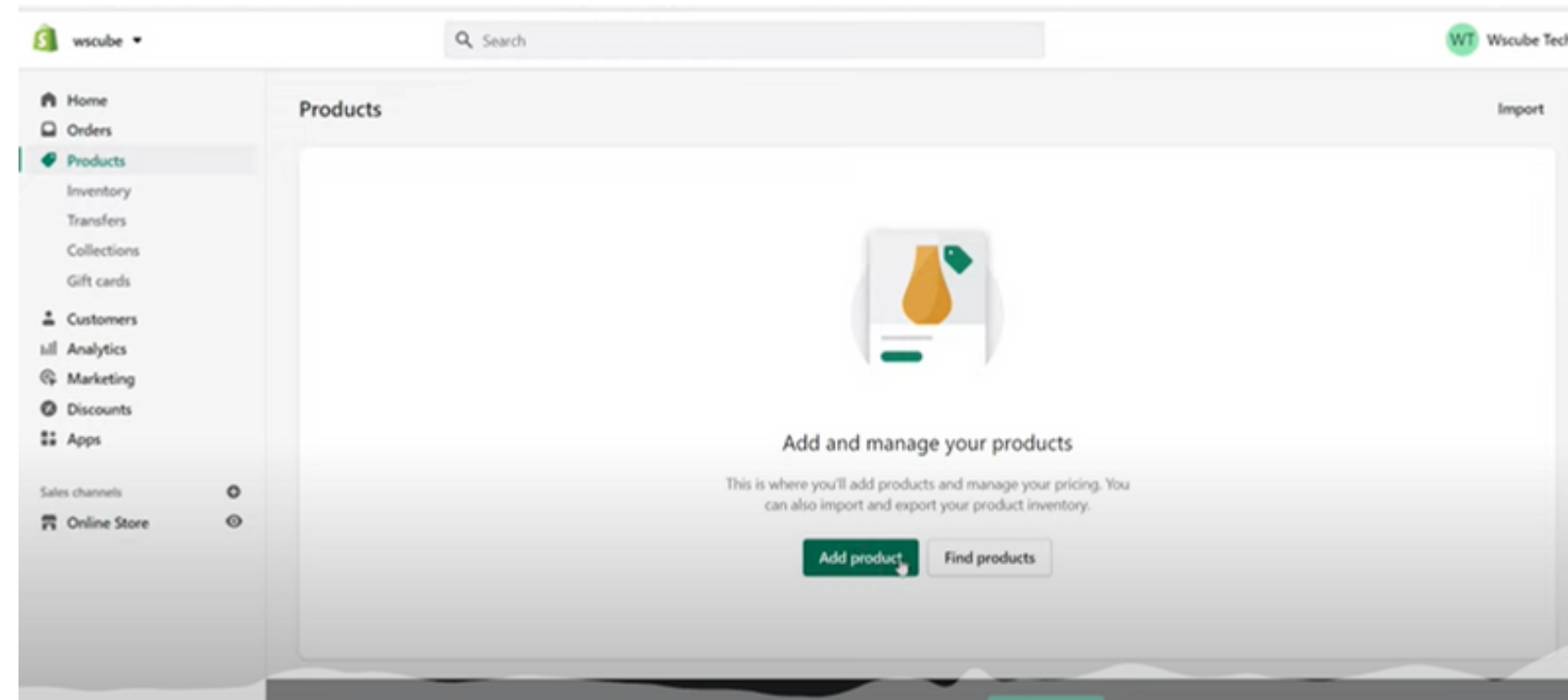
- Keyword
- Material
- Colour
- Warranty
- etc.

Product Description

- Modal Number-
- Brand Color-
- Type-
- Color-
- Fabric-
- Sleeve-
- Closure-
- Waterproof-
- Fire Resistant-
- Used for-
- Lenght-
- Chest-
- Send QC

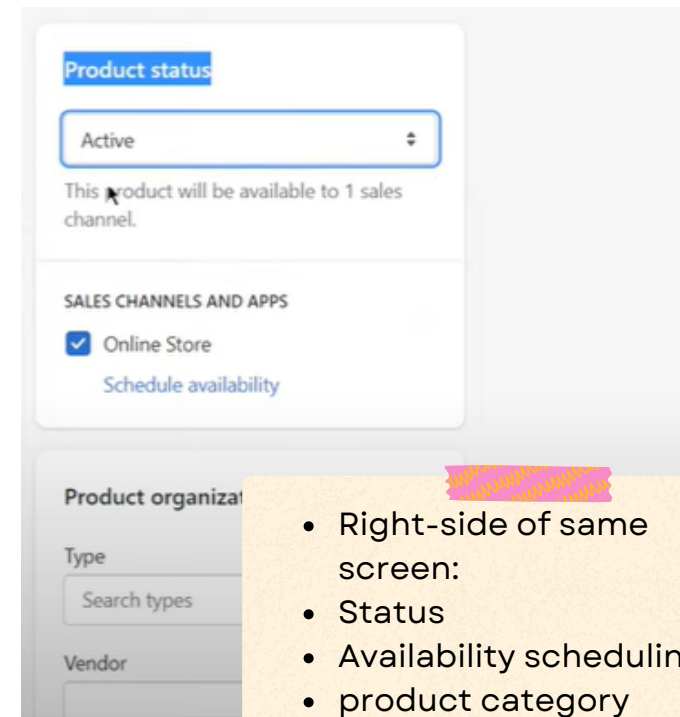
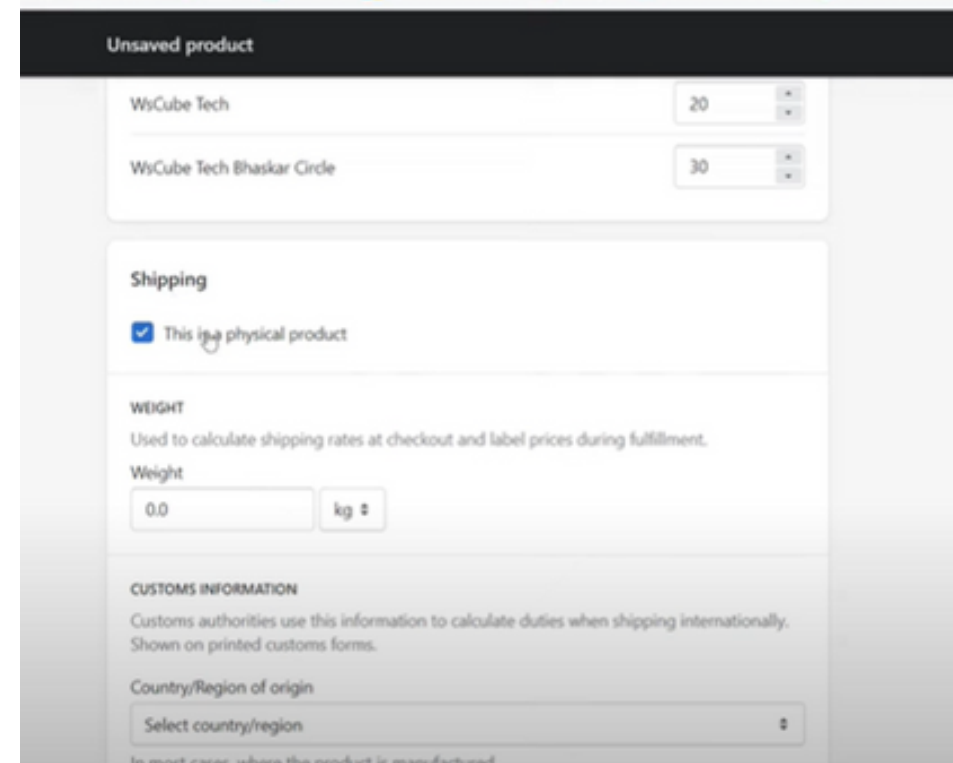
UI ELEMENTS.

- Green tick on being completed.
- “Changes Saved” green notification.
- On not being completed: exclamation in red circle for “price,stock,shipping” & “product description”, grey tick for additional info since its optional.
- Issues portal
- Errors are shown below each section

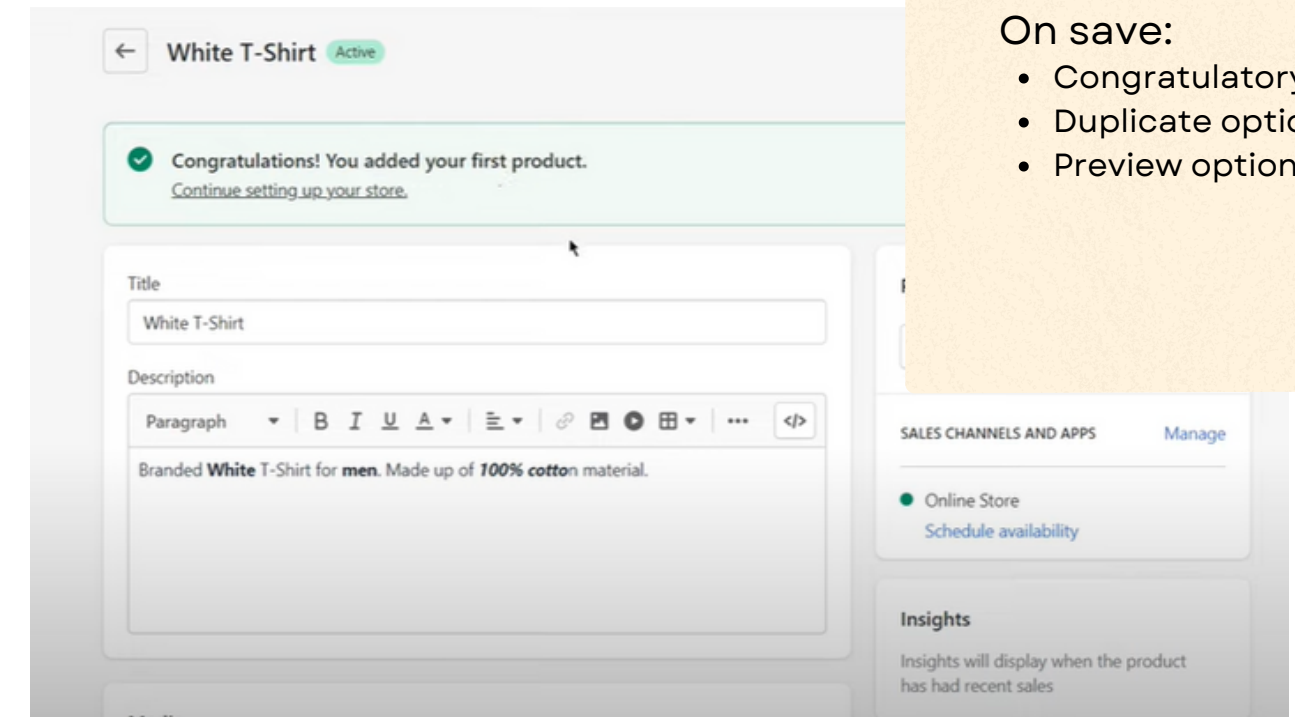


Input Details

- Title
- Description
- Media- Manualy/URL
- Pricing
- Inventory- SKU
- Quantity at warehouseShipping
- Weight
- Location
- Option- Size, material,colours

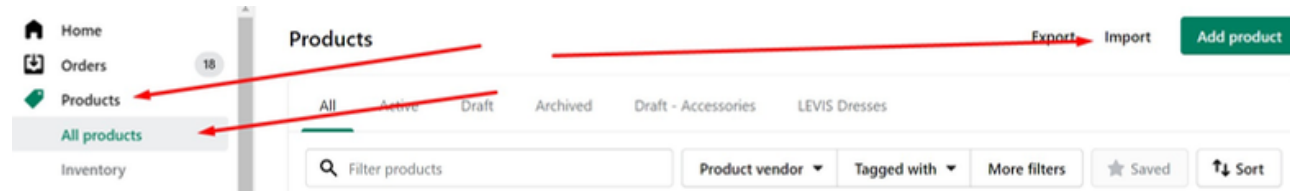


- Right-side of same screen:
- Status
- Availability scheduling
- product category
- vendor
- Collections
- Tags
- Template/theme



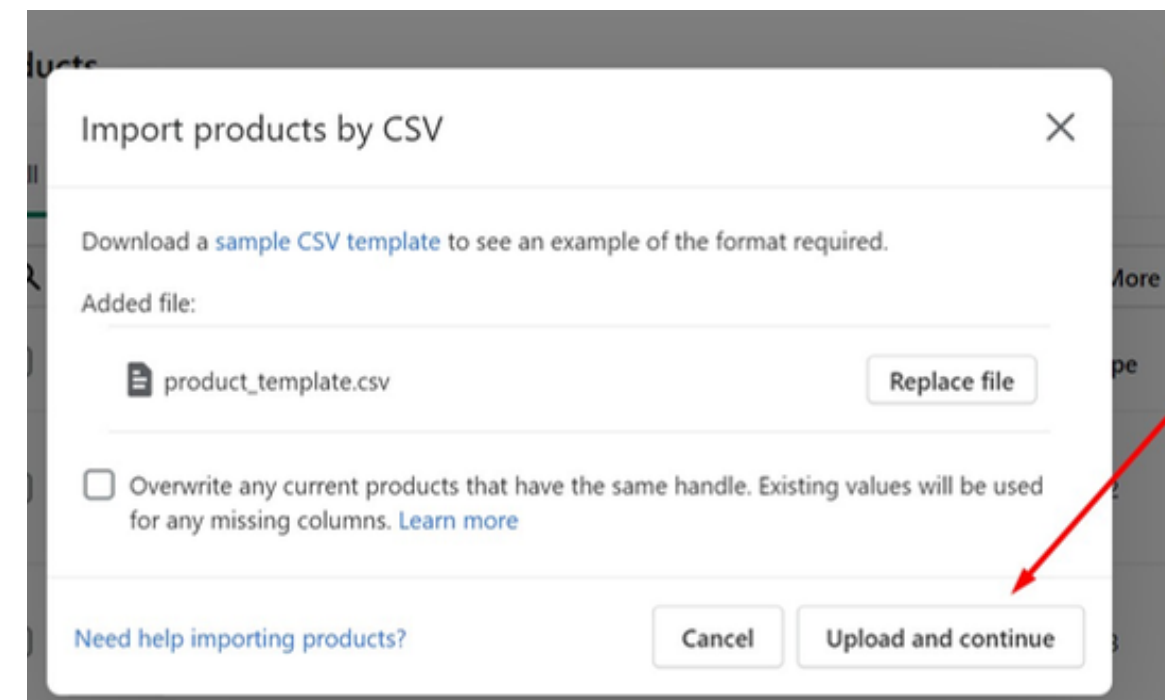
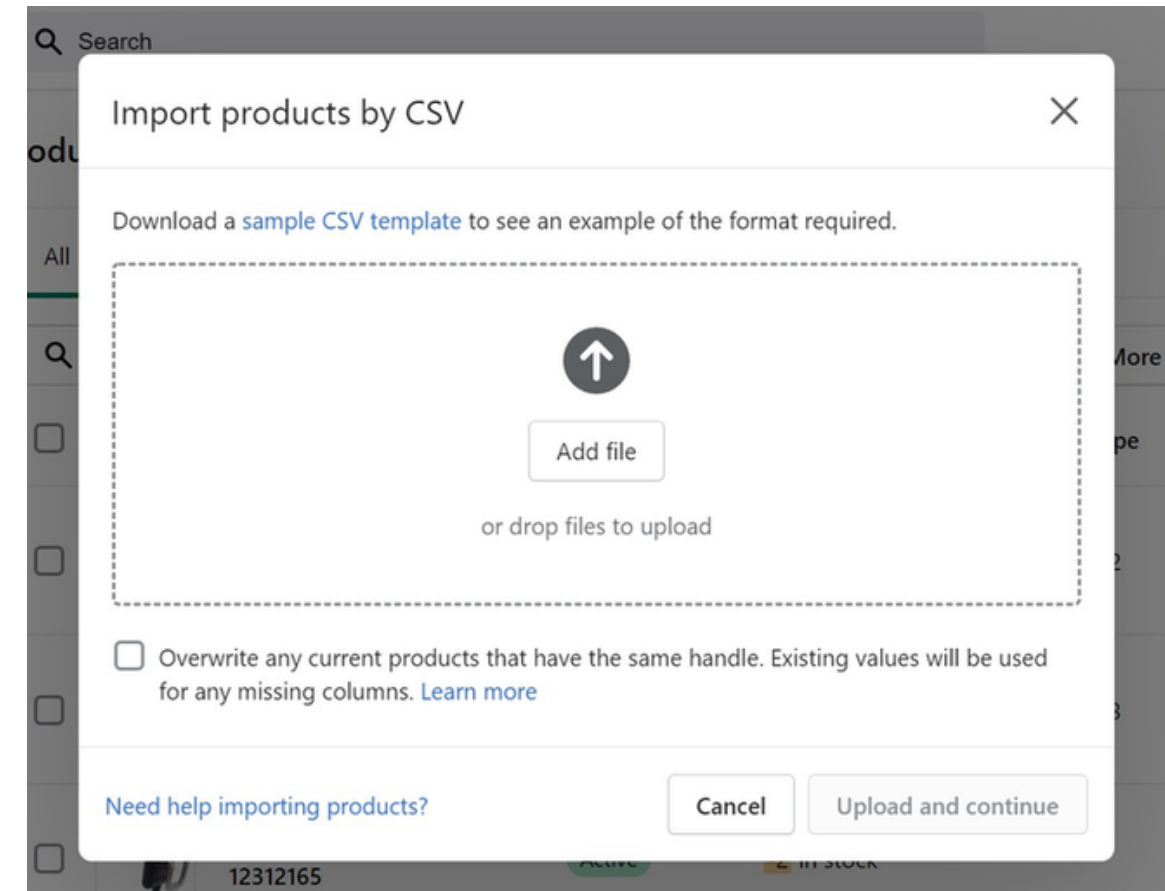
- On save:
- Congratulatory text
- Duplicate option
- Preview option

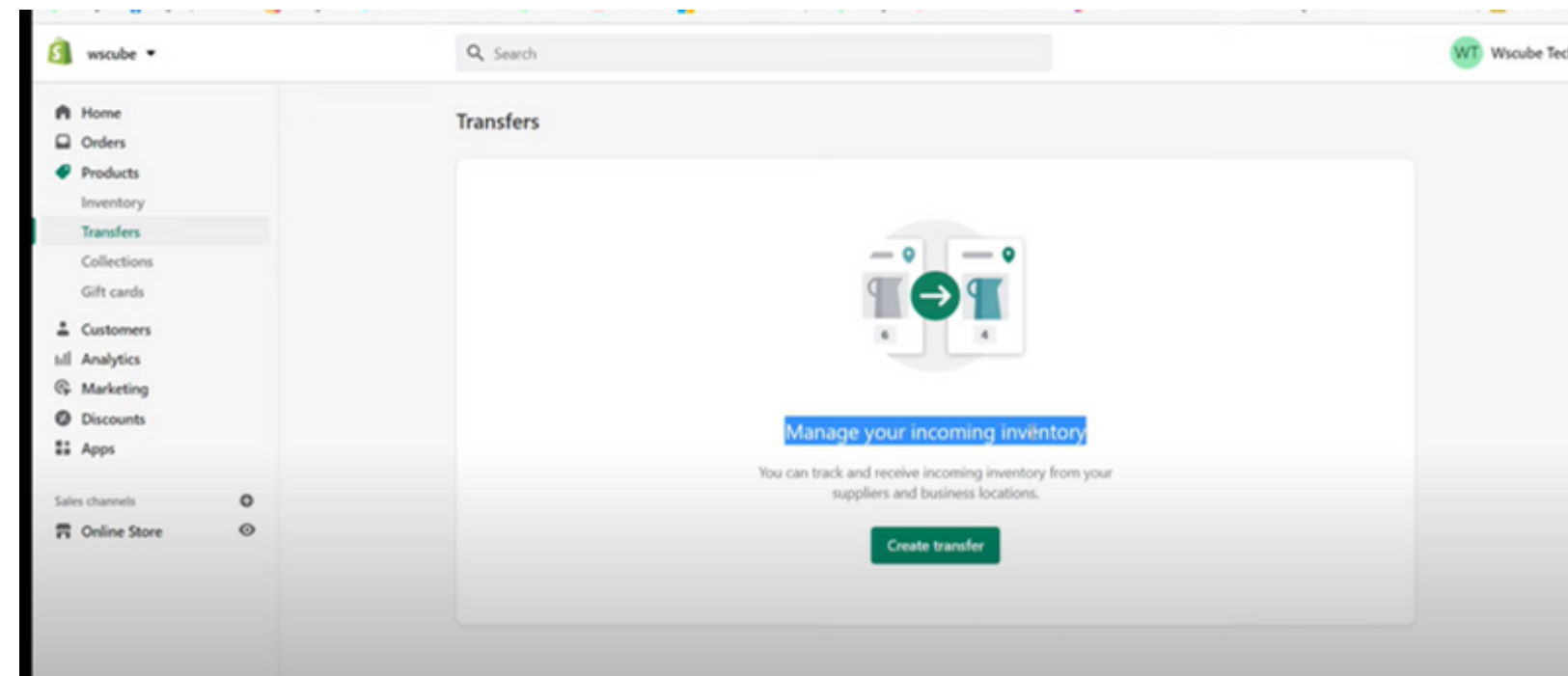
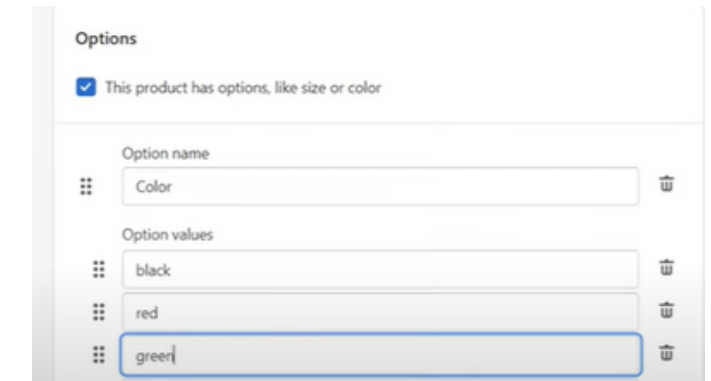
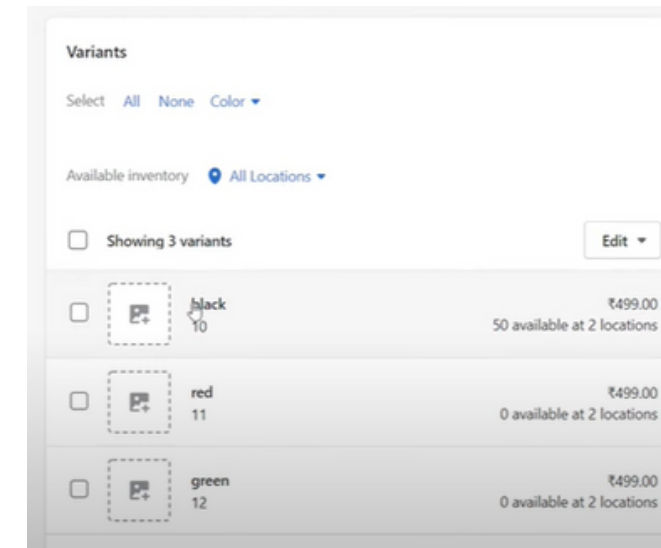
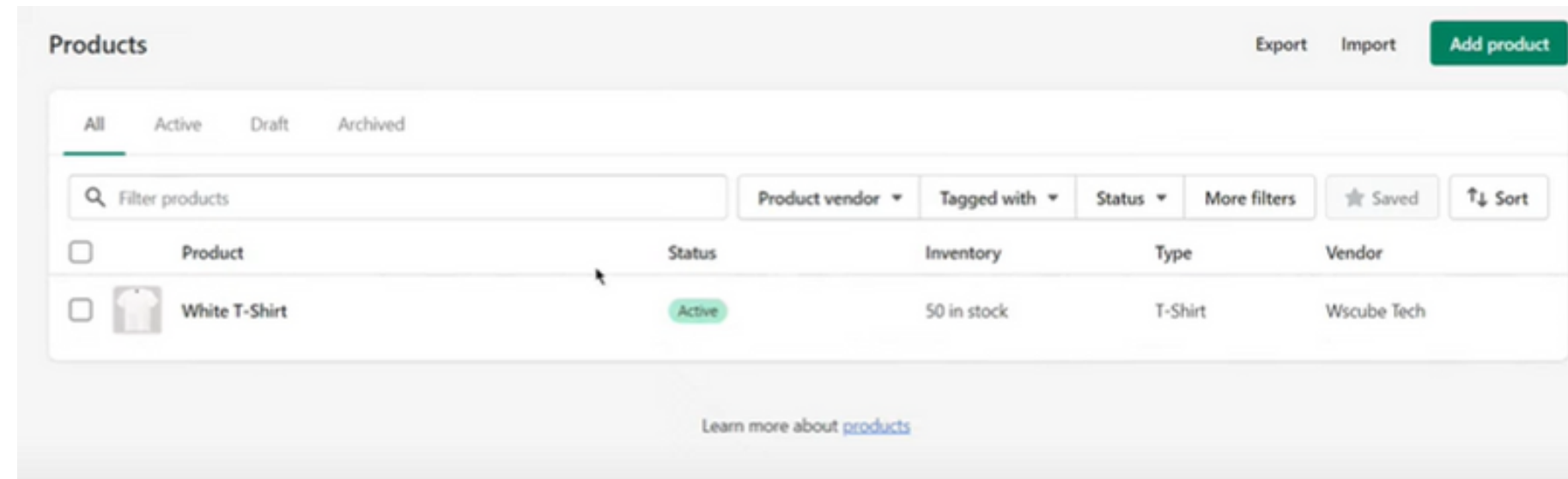




Import Option Process

- From your Shopify admin, go to Products.
- Click Import.
- Click Add file, and then select the CSV file that you want to import.
- Optional: If you want to publish new products only to your online store instead of to all of your sales channels, then deselect Publish new products to all sales channels.
- Optional: To change the URLs by overwriting the values for the existing handles, select Overwrite products with matching handles. Existing values will be replaced for all columns included in the CSV.
- Click Upload and continue.
- Review the details about the import, and then click Import products.





Product dashboard:

Active , Draft , Archived

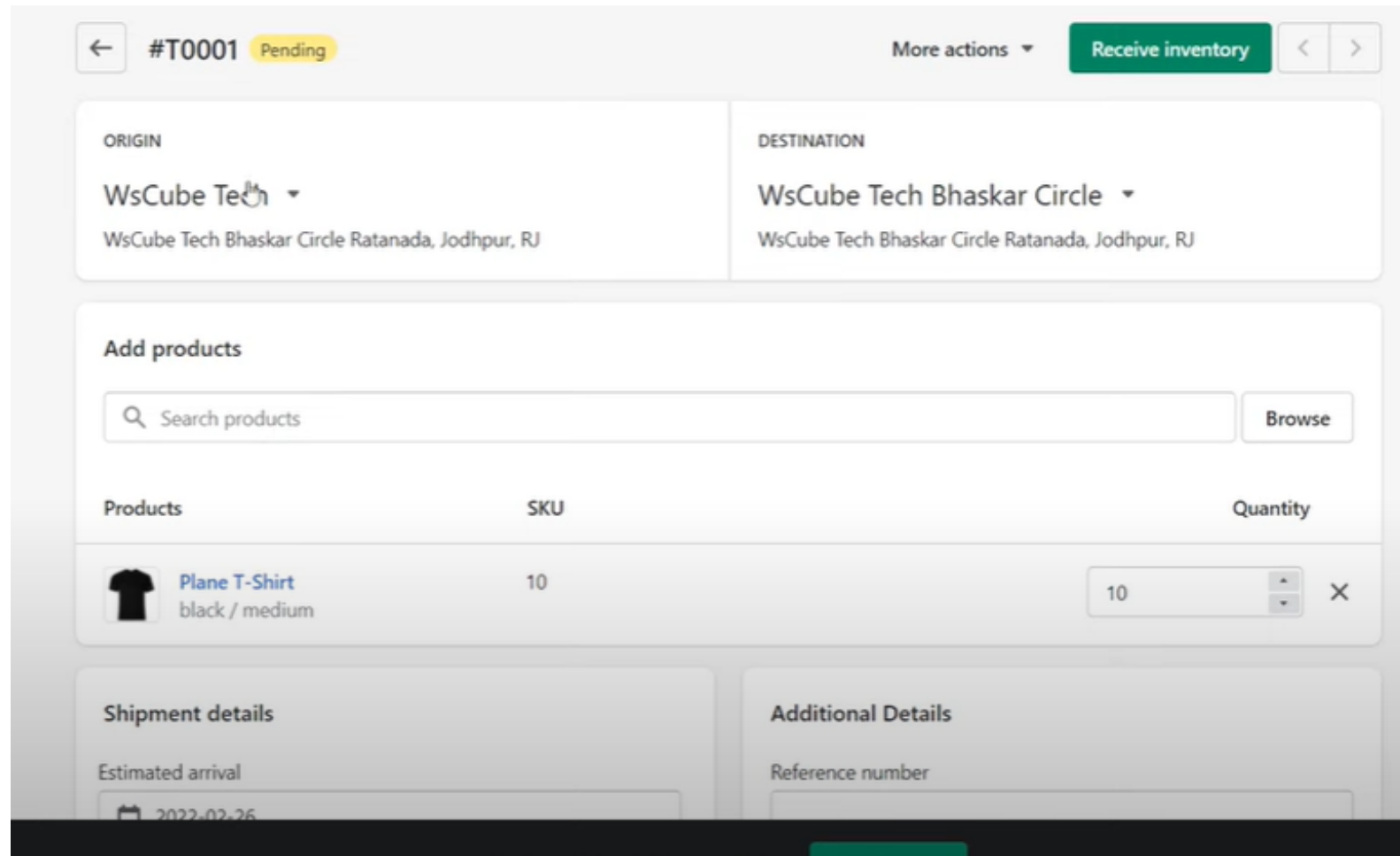
Additional/repeatitive option- vendor, status, filters

Transfer Option

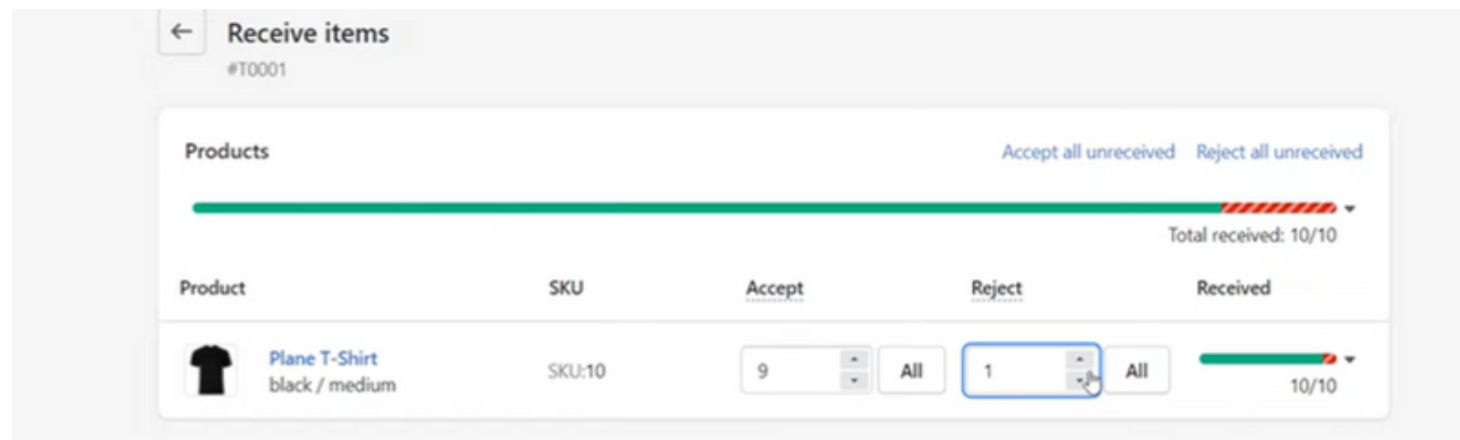
The transfer option is used when the products are moved from one place to another. It is very helpful and used widely on eCommerce sites.

In the inventory of transfer section, you can find and manage the inventory. You need to create a transfer for generating it and add products from here.

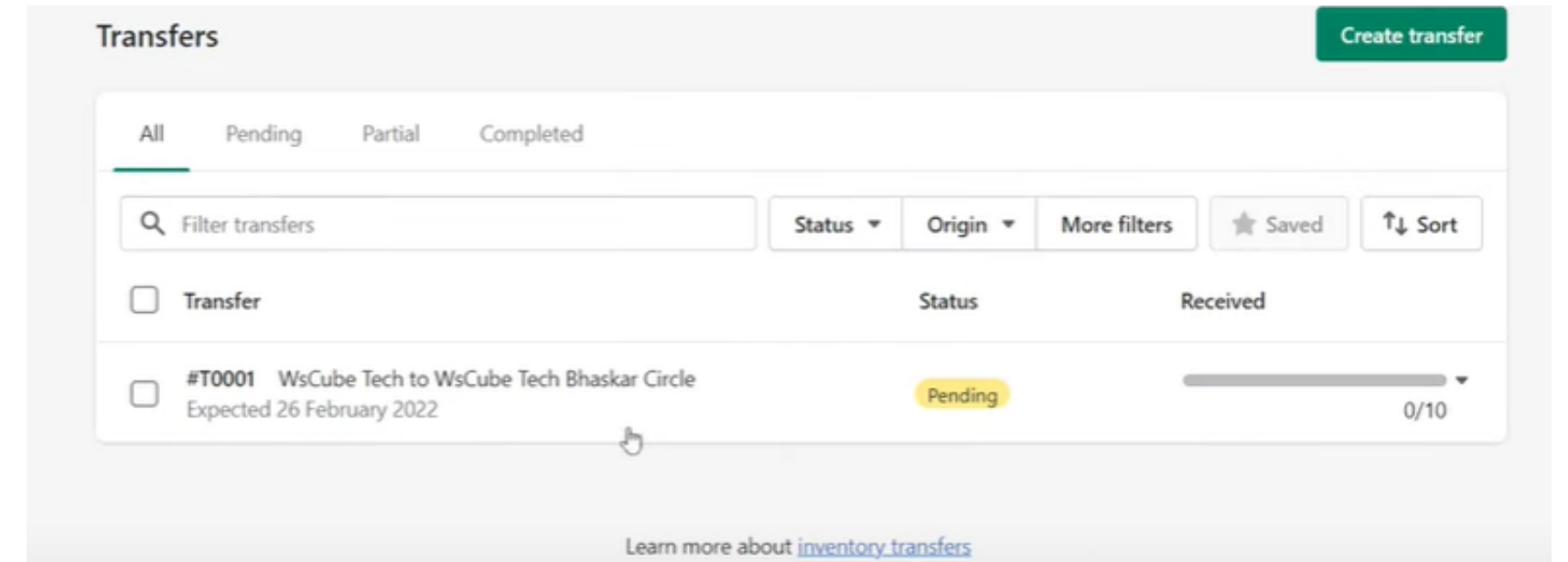
When a user is looking for a number of products from a location, but only a limited number of that product is available at that store, this feature is used.



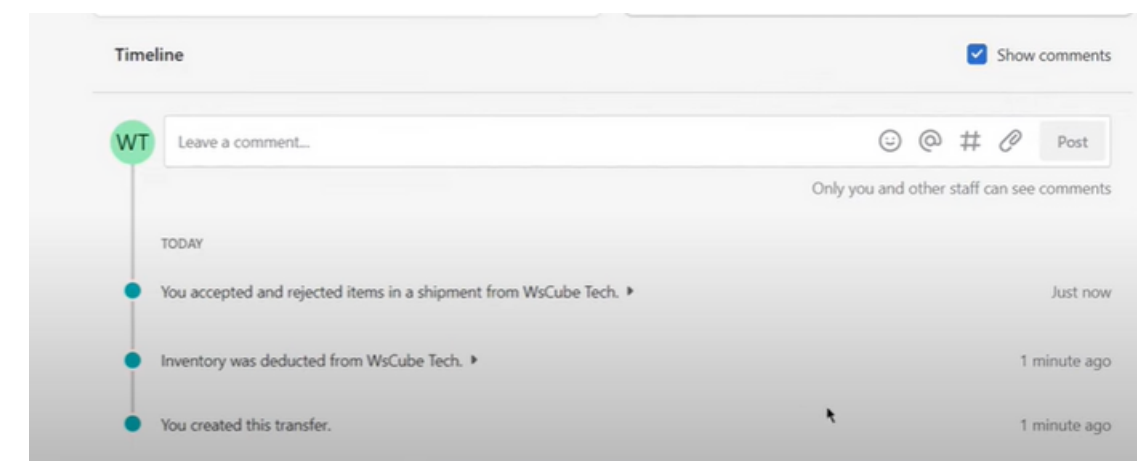
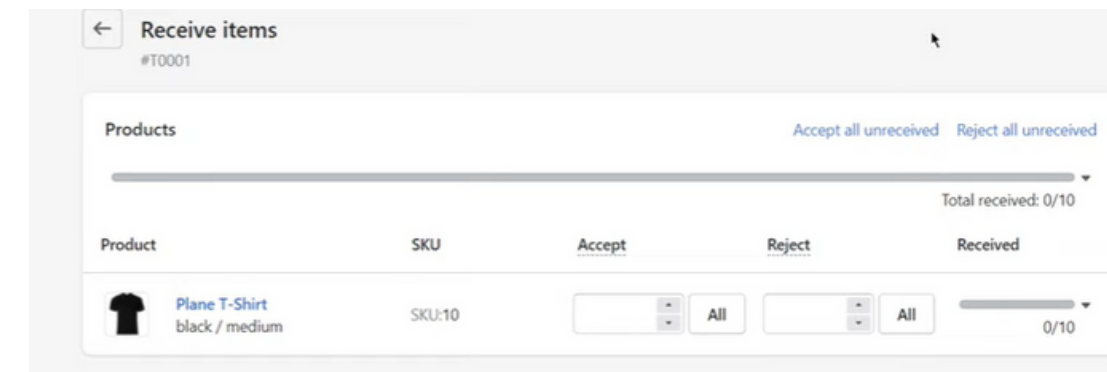
Product details filling page



Timeline of the process

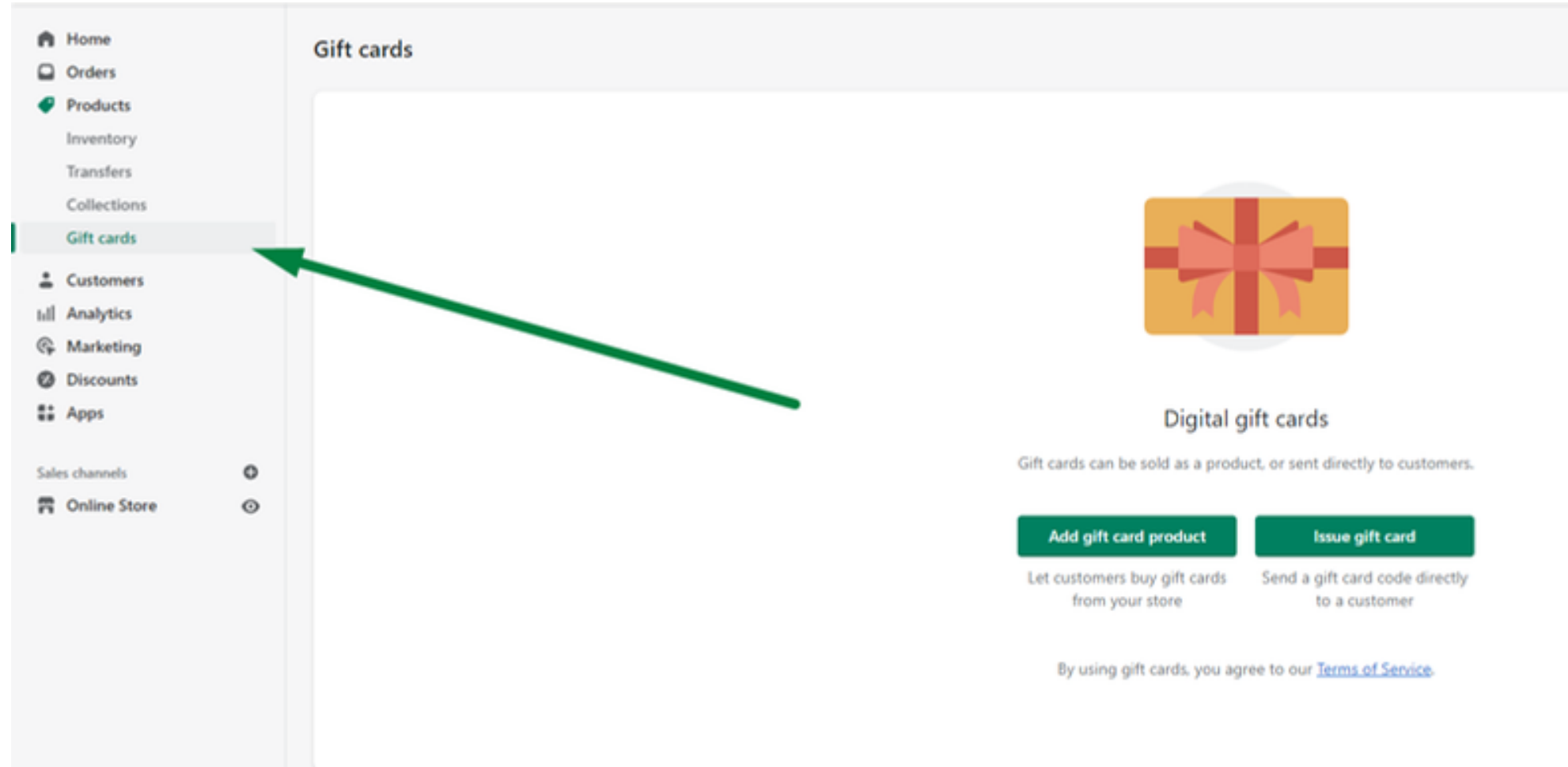


Transfer products dashboard -Pending state



Received state
Accept/reject options

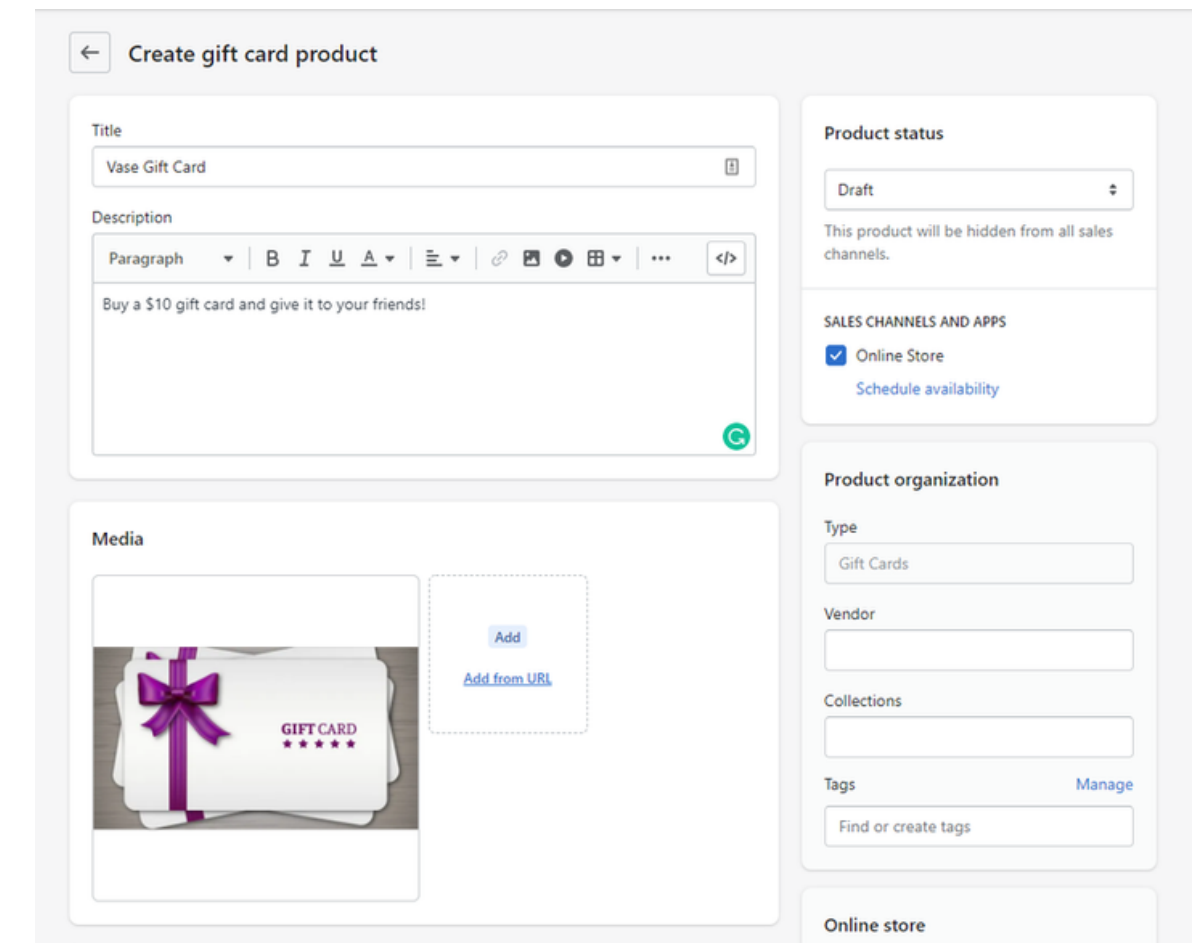
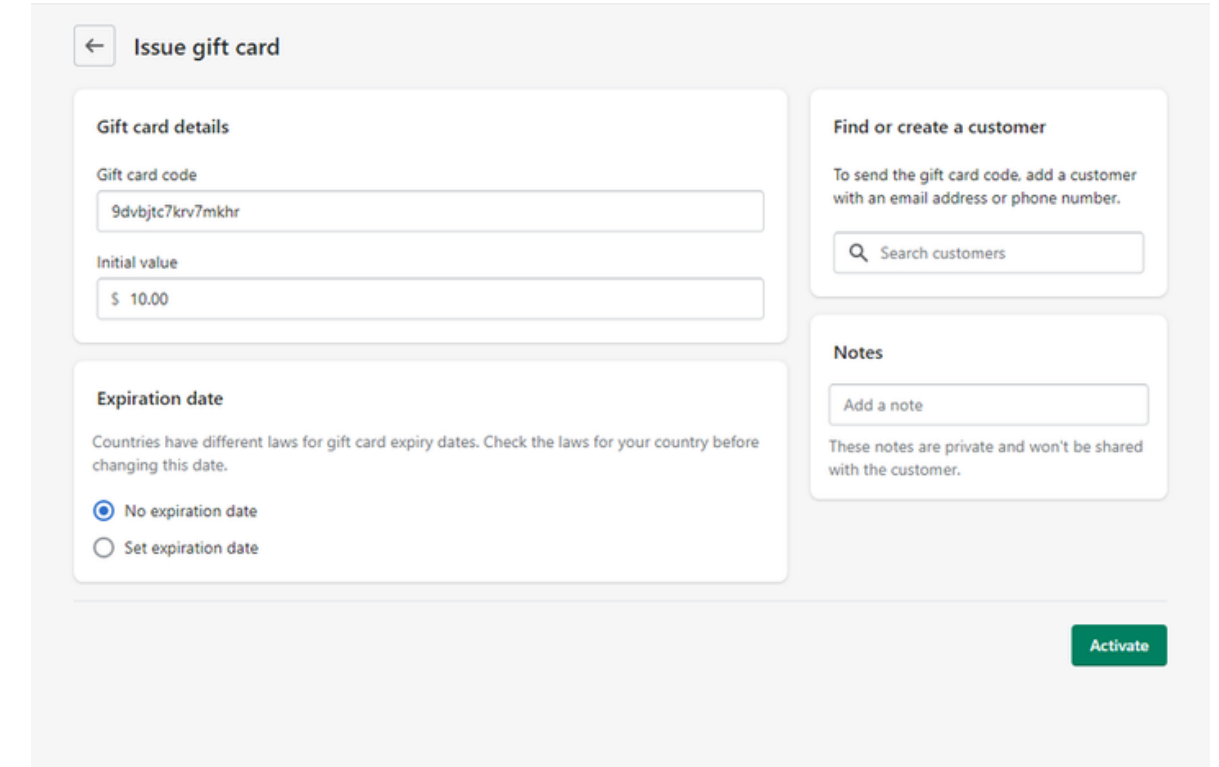


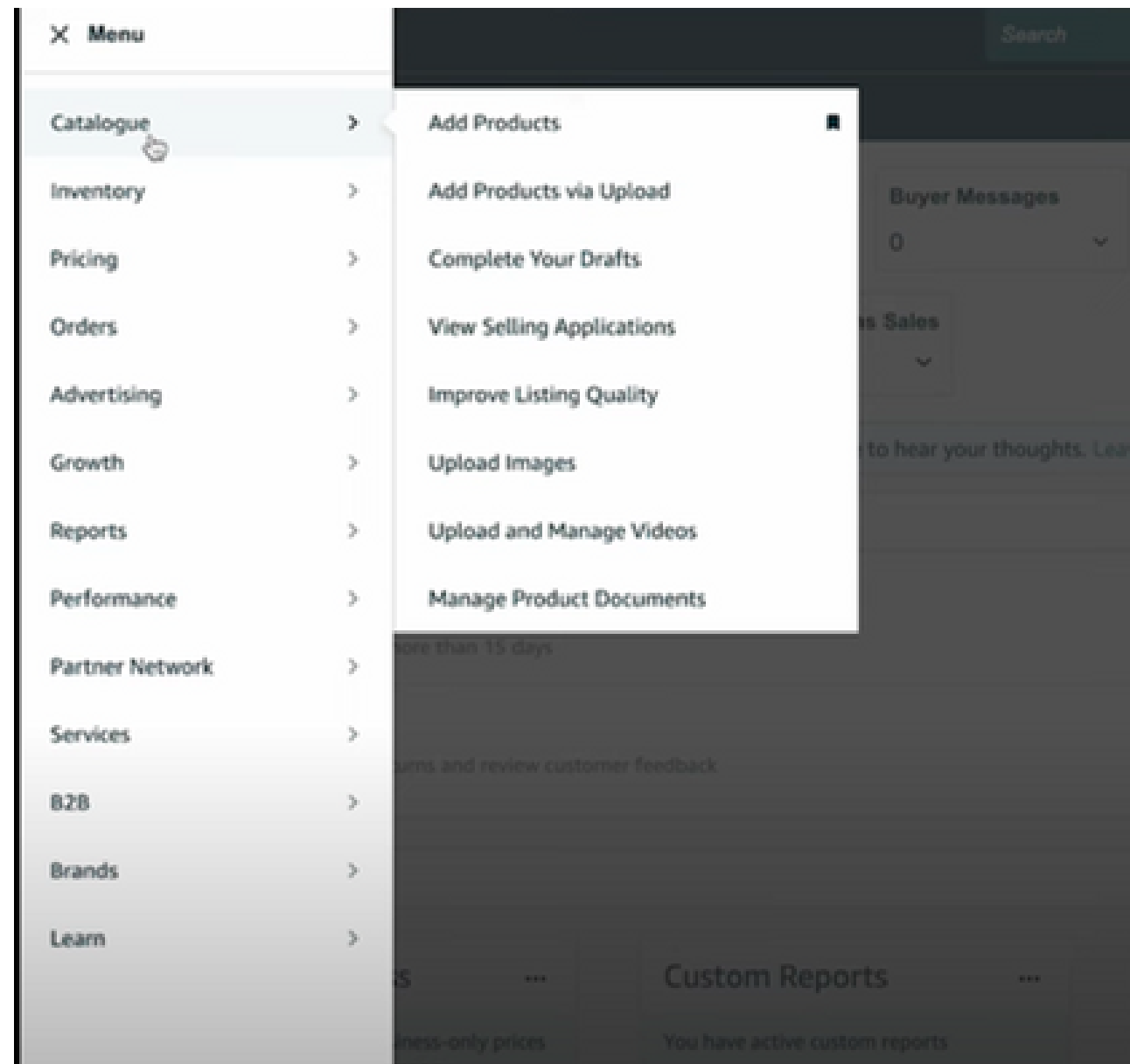


Gift Card Screen

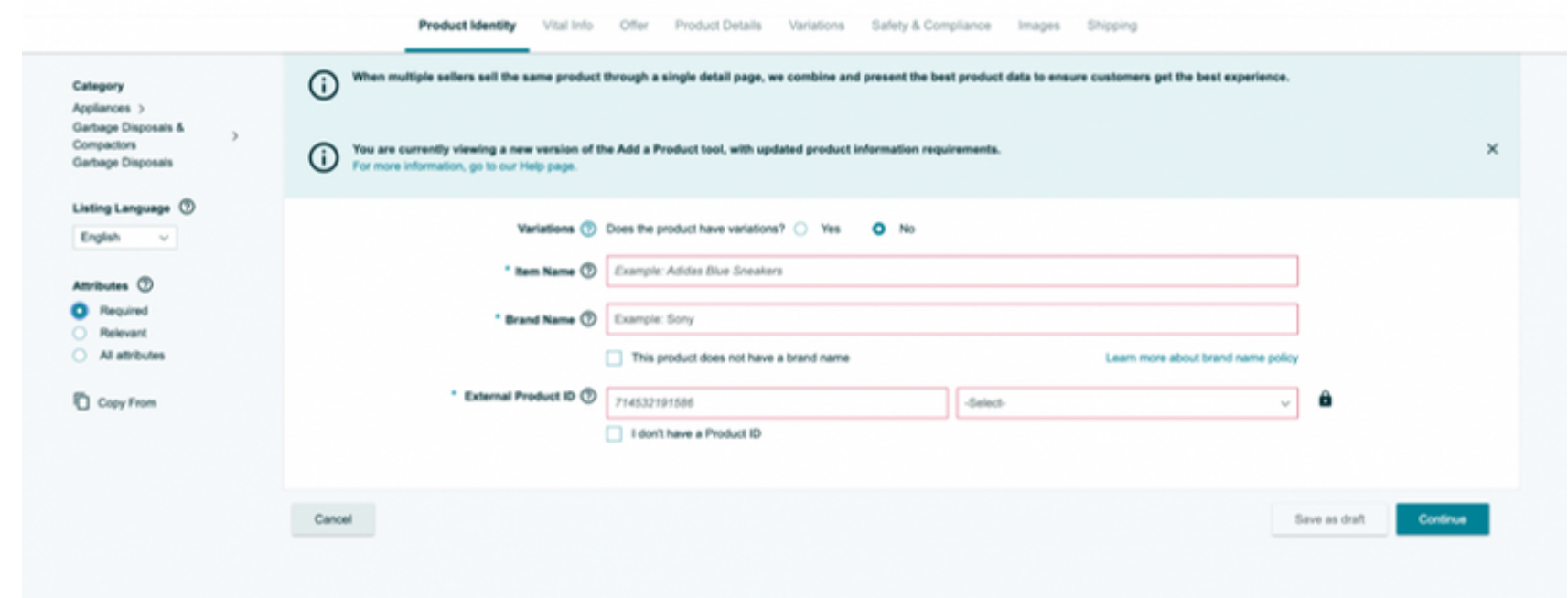
Gift card product

Issue a gift card

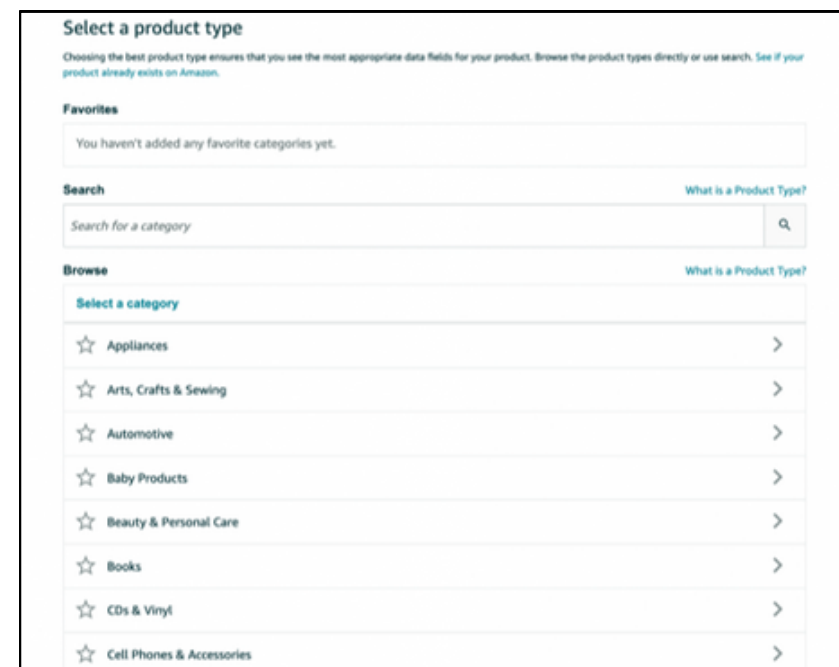




Menu > catalogue > add products



Categories



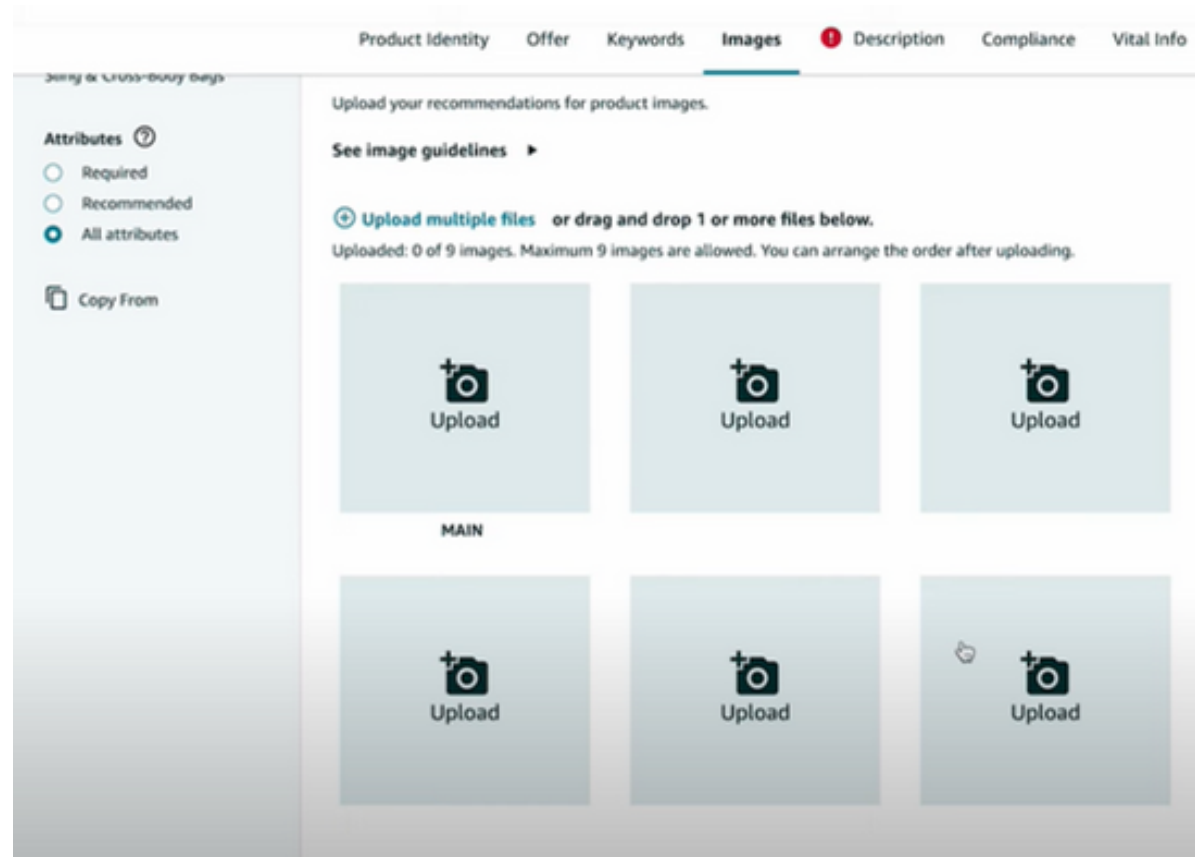
Input Details:

- Product
- Quantity
- Vital Info
- Offer
- Product Details
- description
- Compliance
- Variations
- Images
- Shipping

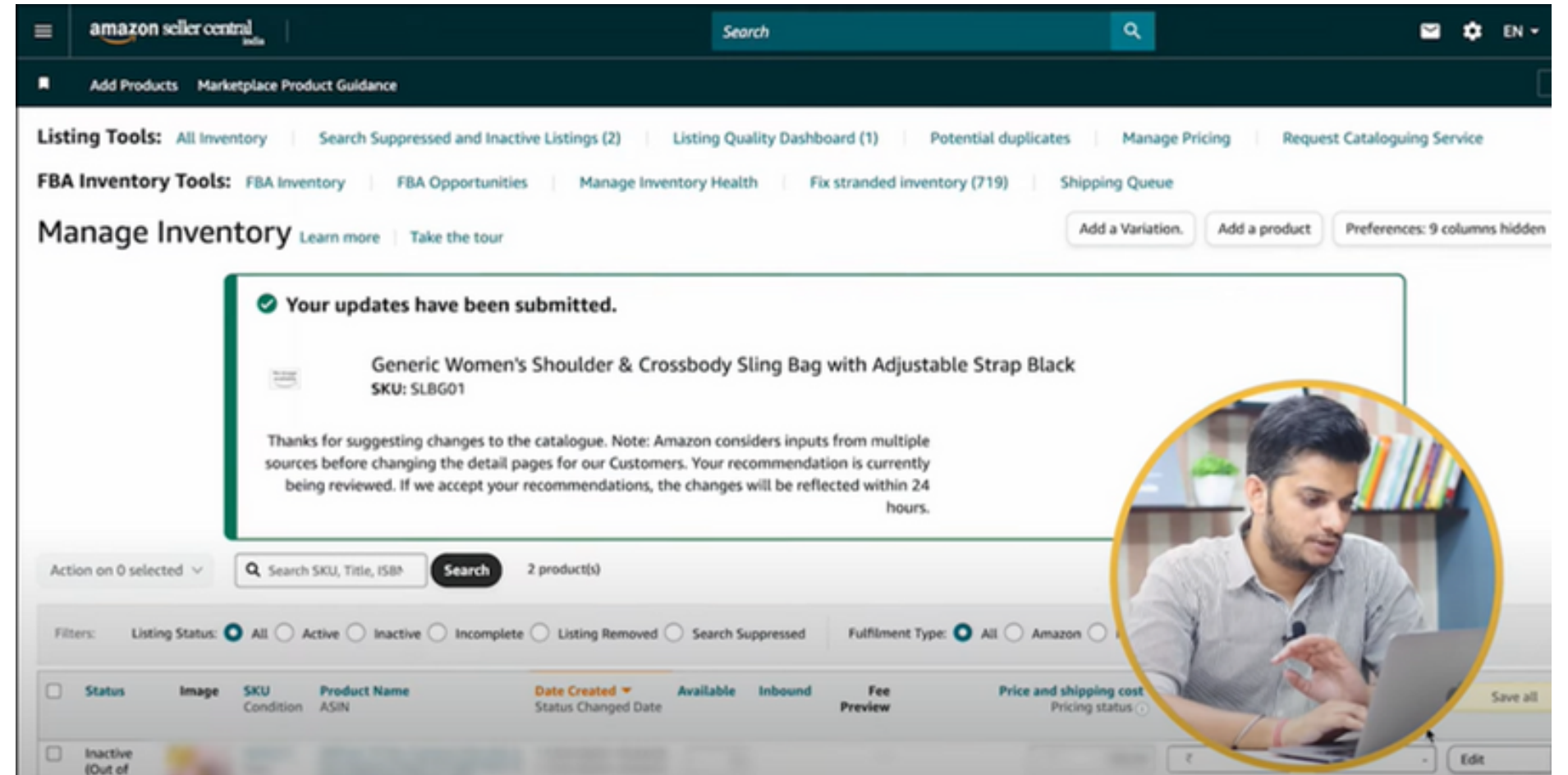
Attributes

- Required
- Relevent
- All





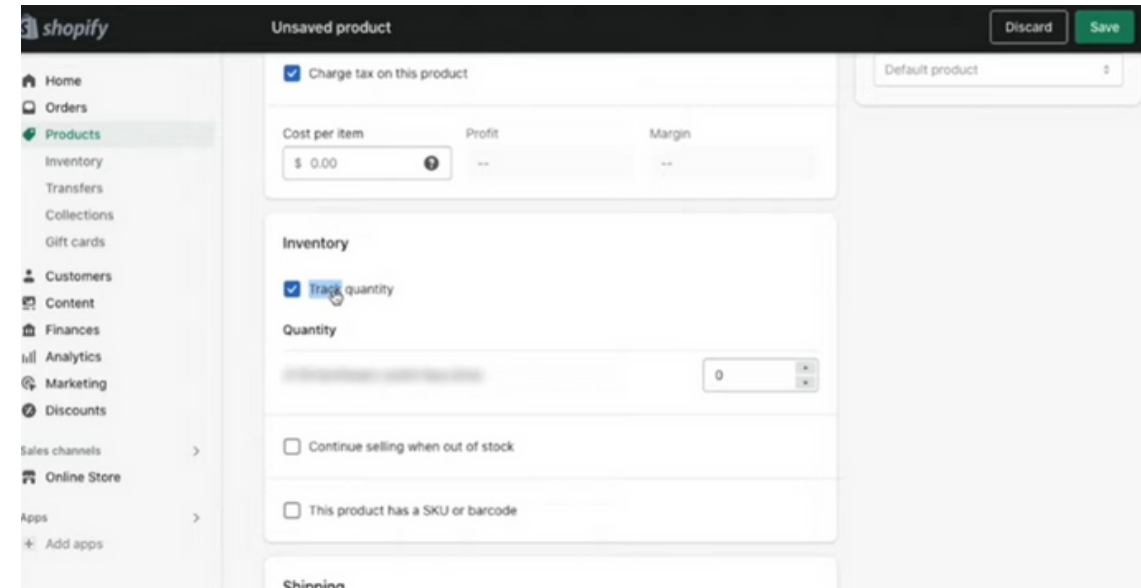
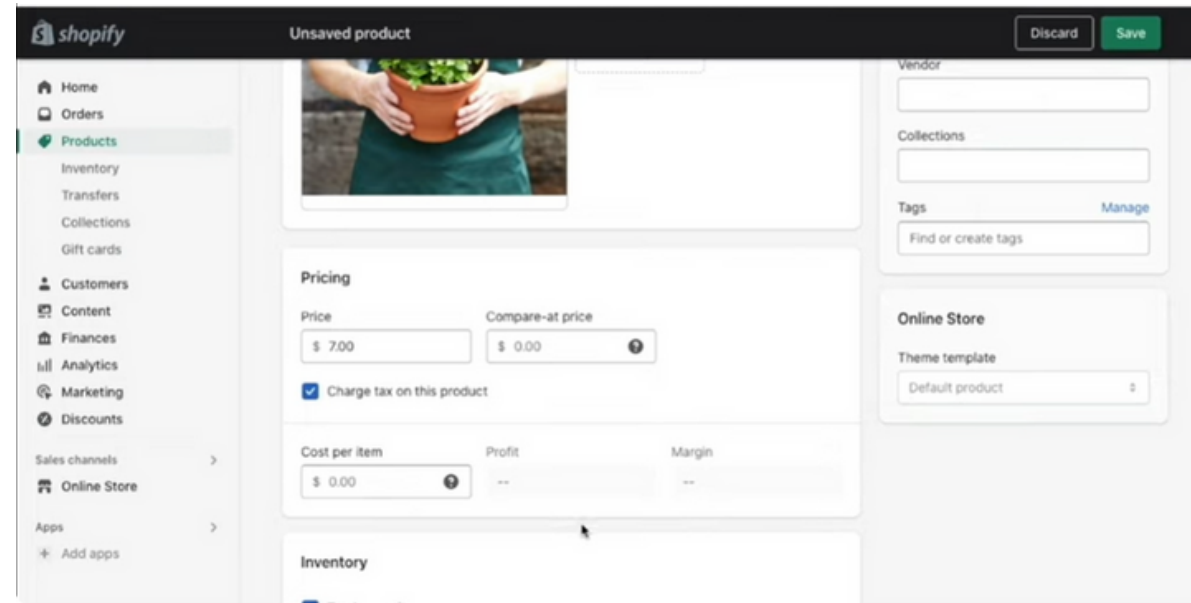
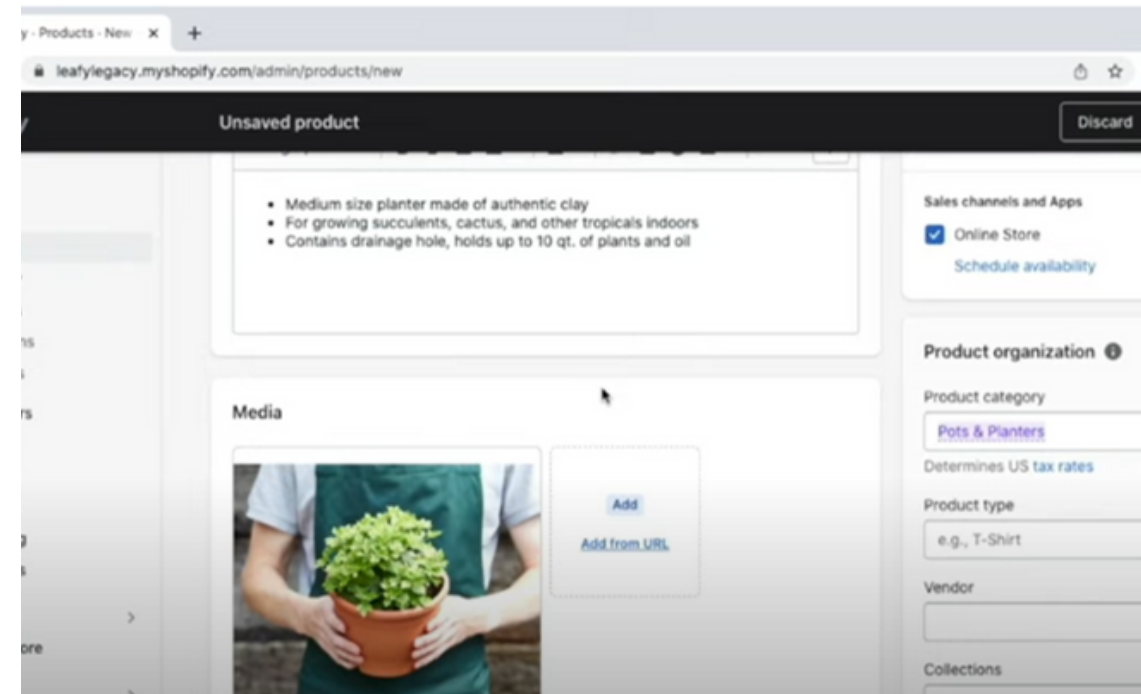
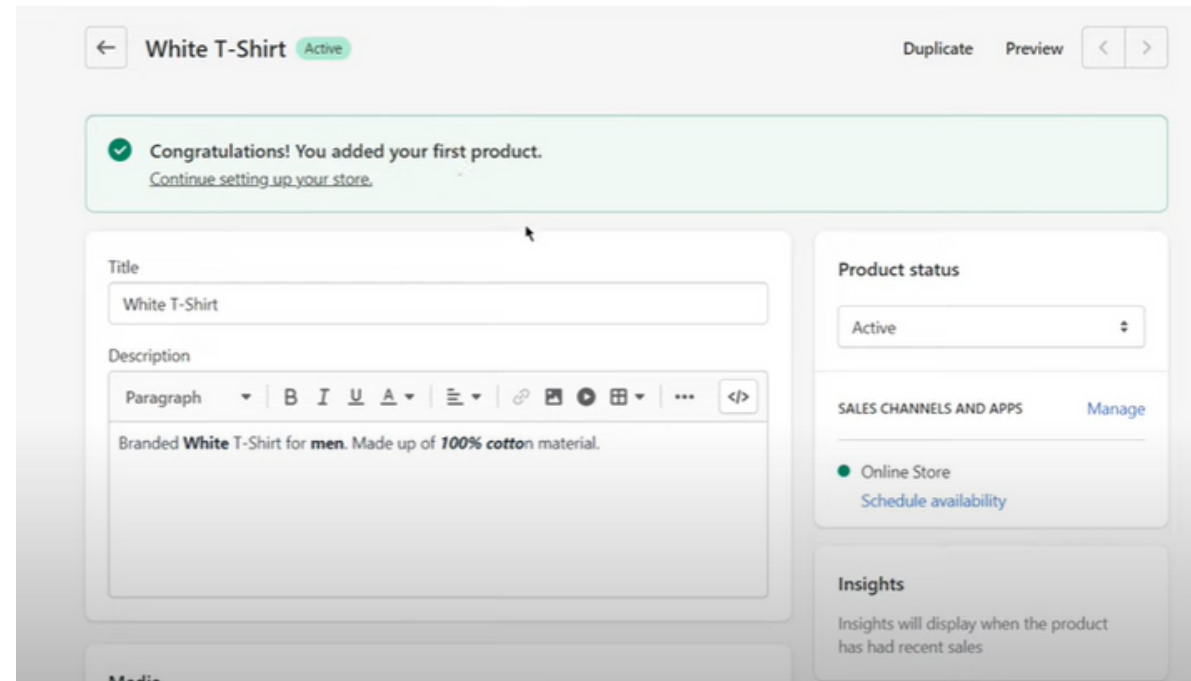
- Image guidelines options
- Upload multiple files option
- drag and drop option
- Grid layout preview of images



- Product update notification / Product page

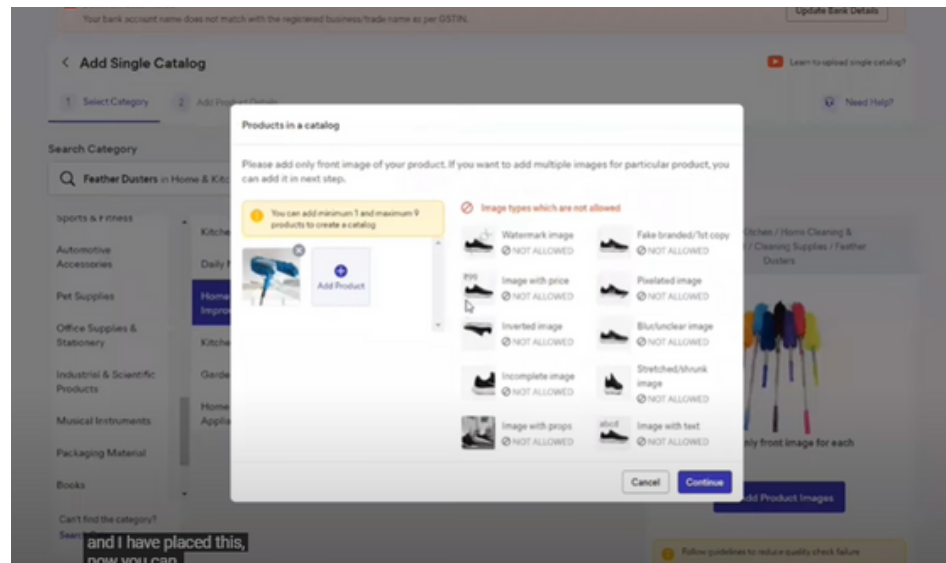
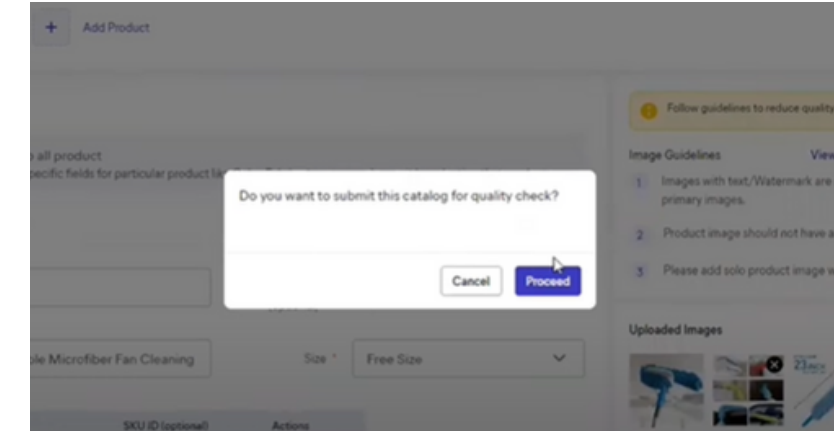
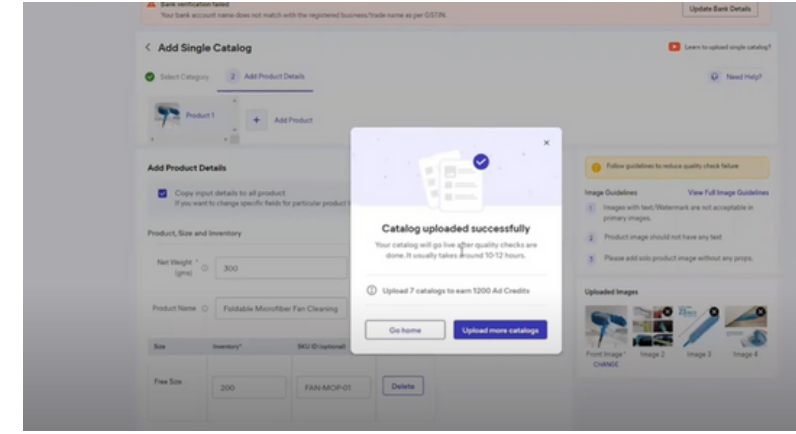
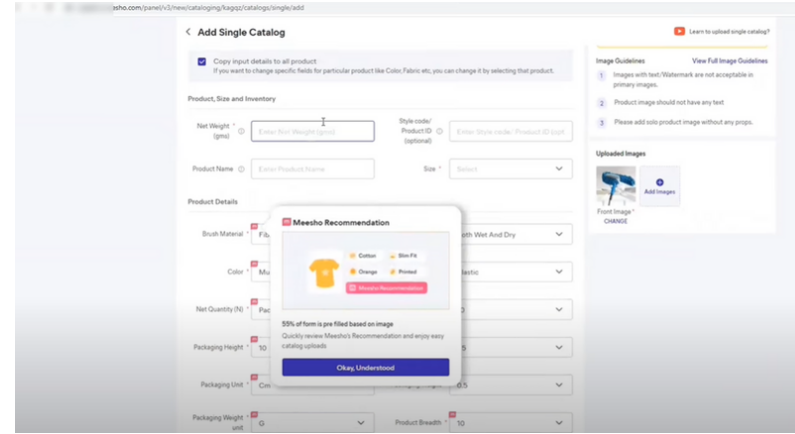
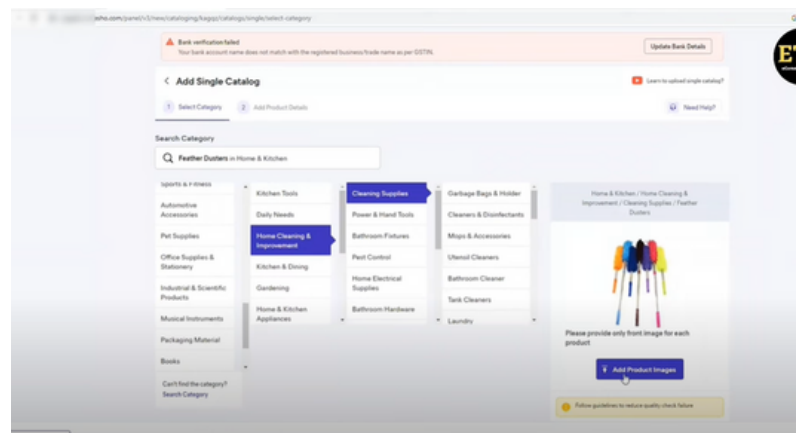


Research Single Listing

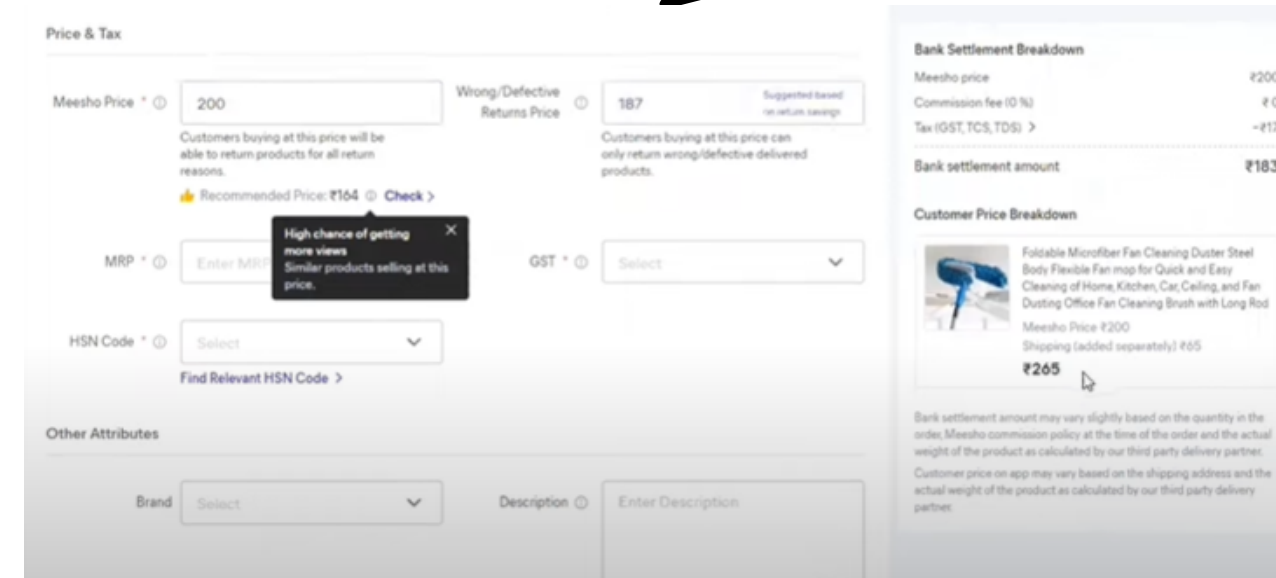


Input Details

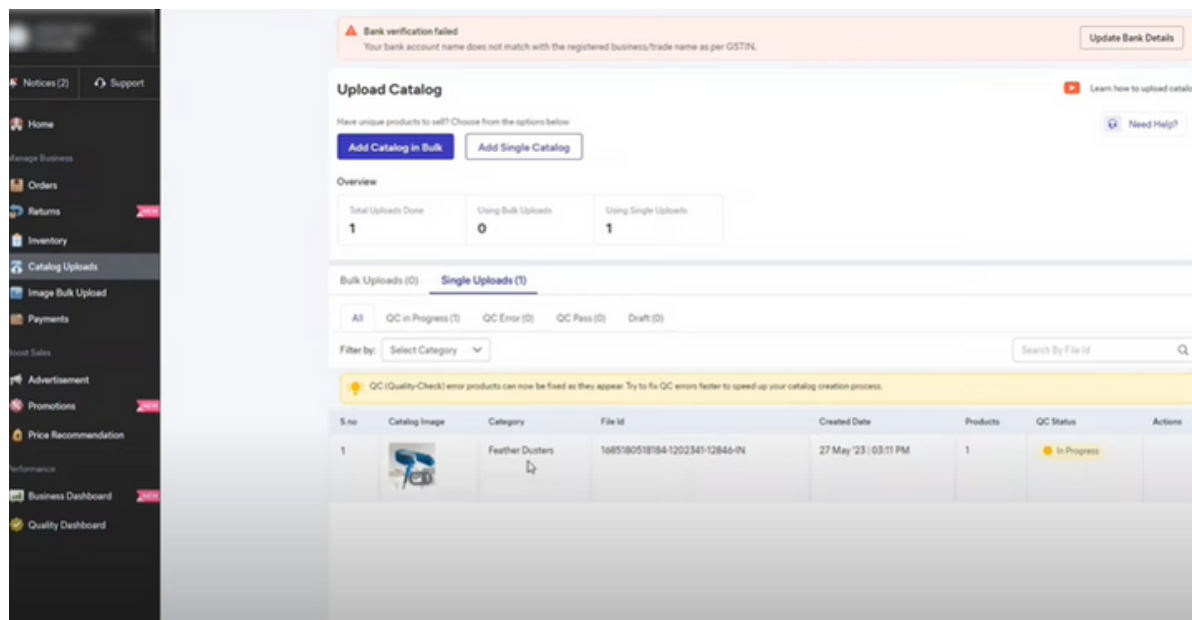
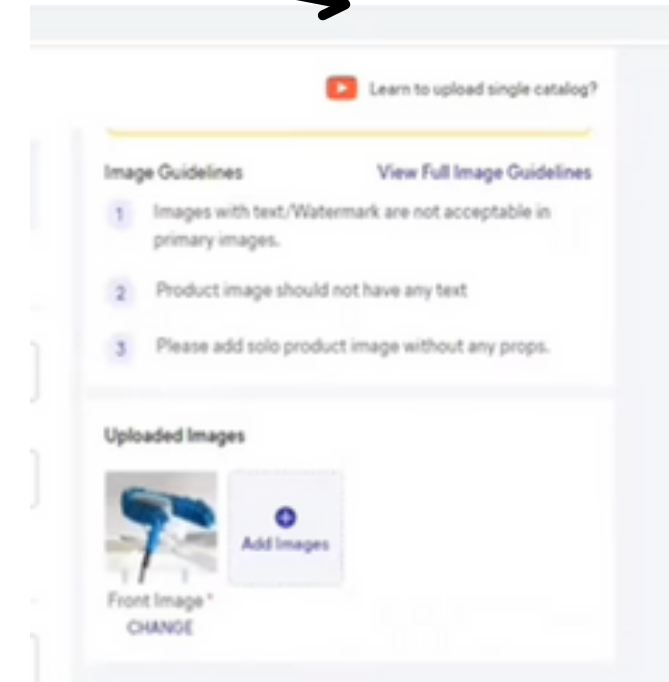
- Title
- description
- price
- shipping
- inventory
- variants
- search engine words



Category+Front Image>Images> Product Details+Images (with guidelines)



Price Preview



Upload Page



amazon seller central

Product Identity Offer Keywords Images Description Compliance Vital Info Variations More Details

Category: Clothing > Sleep & Lounge Wear > Nighties & Nightdresses

Attributes: Required, Recommended, All attributes

Item Name (aka Title): Black, Small cup holder

Variations: Does the product have variations? Yes No

Brand Name: Revolut

Product ID: S279173125000

Buttons: Cancel, Save as draft, Save and finish

Product Identity

Product Identity Offer Keywords Images Description Compliance Vital Info Variations More Details

You have the option to save as inactive now and add its offer back in later. Let me skip the offer data and add it later.

Product Tax Code: A_GEN_SUPERREDUCED

List Price: \$29.99

Max Order Quantity: 75

Handling Time: 3

Can Be Gift Messaged: -Select-

Is Gift Wrap Available?: -Select-

Offer Start Date: DD/MM/YYYY

Restock Date: DD/MM/YYYY

Offer

Product Identity Offer Keywords Images Description Compliance Vital Info Variations More Details

Search Terms: Electric

Buttons: Cancel, Save as draft, Save and finish

Keywords

Product Identity Offer Keywords Images Description Compliance Vital Info Variations More Details

Your image recommendations

Upload your recommendations for product images. See image guidelines

Upload multiple files or drag and drop 1 or more files below. Upload: 1 of 9 images. Maximum 9 images are allowed. You can arrange the order after uploading.

Grid of image upload slots with 'Upload' buttons and a 'MAIN' image.

Images

Product Identity Offer Keywords Images Description Compliance Vital Info Variations More Details

Battery composition: -Select-

Battery type/size: -Select- Add More

Number of batteries: 2 Add More

Watt hours per battery: 1, 2, 3 -Select-

Lithium Battery Packaging: -Select-

Batteries are included: -Select-

Is this product a battery or does it use batteries?: -Select-

Battery weight: T10 -Select-

Number of Lithium Metal Cells: 1, 2, 3

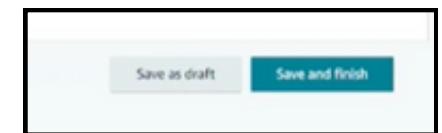
Compliance (Battery Related Product)

2 options:

- Image guidelines link
- Upload files
- Grid preview

2 options:

- Save as draft
- Save and finish



Product Identity Offer Keywords Images Description Compliance Vital Info Variations

Product Description: Mom, Daughter, GF, gifts ideas or any gift for her, who are fond of stylish nightwear night suits is a must have for your night wear needs. Two Piece nighty with sleeveless & sh design. Made with 100% soft satin fabric. With Beautiful Lace Design on Cup to keep you breathable since it is made of satin. This beautiful bridal nighty comes in Free Size and con Medium Large. Every woman should have good sleepwear to make herself feel right at her the trick. Designed for women who don't want to sacrifice style for comfort. And why she stylish, latest New design, Special nighties or as regular nightwear, casual nightwear Latest maximum comfort.

Bullet Point: Pants feature front pleats, cuffed legs, and 2 back slit pockets with button closures. Add More

Legal Disclaimer Description: For residents of NJ, VT, NH, and ME, must be at least 18 & over to purchase.

Buttons: Cancel

Product Description



Vital Info

Product Identity **Offer** Keywords Images Description Compliance **Vital Info** Variations More Details

* **Manufacturer Part Number**

Variation Theme
Once submitted, this field cannot be changed

* **Gender**

* **Fabric Type**

* **Unit Count**

* **Unit Count Type**

* **Product Care Instructions**

* **Age Range Description**

* **Material Composition**
[Add More](#)

More Details:
Manufacture date
pattern,etc

Variations

Product Identity **Offer** Keywords Images Description Compliance **Vital Info** **Variations** More Details

Your variation child ASNs have been created. To complete your listings, find the variation child listings in your inventory and select 'Edit' to add an image for each and every variation of child. Please note that each variation child listing requires an image to be active on the Amazon website.

Apply Changes Delete selected Underline selected 21 variations [Condition Note](#) [Set Price](#)

<input type="checkbox"/>	* Size	* Color	* Colour Map	* Size Map	Seller SKU	Product ID	Product ID Type	* Condition	* Your price	* Quantity
<input type="checkbox"/>	Small	Yellow	Yellow	S	PA7-V5-YELL-S		-Select-	New	INRT 199.00	5
<input type="checkbox"/>	Medium	Yellow	Yellow	M	PA7-V5-YELL-M		-Select-	New	INRT 199.00	5
<input type="checkbox"/>	Large	Yellow	Yellow	L	PA7-V5-YELL-L		-Select-	New	INRT 199.00	5
<input type="checkbox"/>	X-Large	Yellow	Yellow	XL	PA7-V5-YELL-XL		-Select-	New	INRT 199.00	5
<input type="checkbox"/>	XX-Large	Yellow	Yellow	2XL	PA7-V5-YELL-2XL		-Select-	New	INRT 199.00	5
<input type="checkbox"/>	XXX-Large	Yellow	Yellow	3XL	PA7-V5-YELL-3XL		-Select-	New	INRT 199.00	5
<input type="checkbox"/>	XXXX-Large	Yellow	Yellow	4XL	PA7-V5-YELL-4XL		-Select-	New	INRT 199.00	5
<input type="checkbox"/>	Small	Purple	Purple	S	PA7-V5-PUR-S		-Select-	New	INRT 199.00	5
<input type="checkbox"/>	Medium	Purple	Purple	M	PA7-V5-PUR-M		-Select-	New	INRT 199.00	5
<input type="checkbox"/>	Large	Purple	Purple	L	PA7-V5-PUR-L		-Select-	New	INRT 199.00	5

Listing Tools: All Inventory | Listing Quality Dashboard (269) | Potential duplicates | Manage Pricing | Request Cataloguing Service

Manage Inventory [Learn more](#) | [Take the tour](#) [Add a Variation](#) [Add a product](#) Preferences: 3 columns hidden

✔ Your updates have been submitted.

Bfly Fashion Women Clothing Top Night Dress
SKU: QY-YVEY-IDK

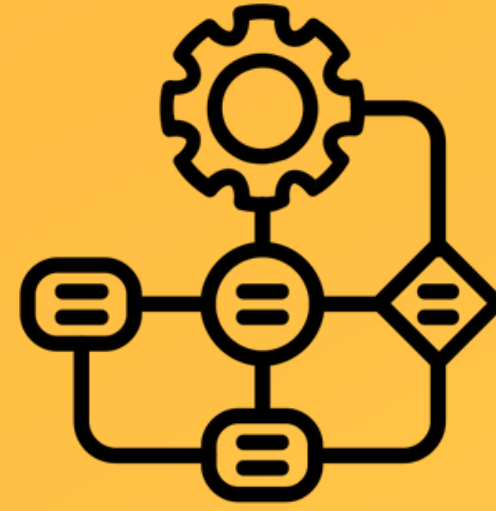
Thanks for suggesting changes to the catalogue. Note: Amazon considers inputs from multiple sources before changing the detail pages for our Customers. Your recommendation is currently being reviewed. If we accept your recommendations, the changes will be reflected within 24 hours.

Action on 0 selected | 2 product(s)

Filters: Listing Status: All Active Inactive Incomplete Listing Removed Search Suppressed [Additional filters](#)

<input type="checkbox"/>	Status	Image	SKU Condition	Product Name ASN	Date Created Status Changed Date	Available	Fee Preview	Price and shipping cost Pricing status	Business Price + Shipping	Featured Offer eligible	Your Minimum Price	Your Maximum Price	Save
<input type="checkbox"/>	Variations (135)		0G-CW3C-196Z	Bfly Fashion Women Clothing Maternity Sleep & Loungewear Simple Nighties & Nightdresses Smooth Skin Lurex Fabric 80CFL84F23	14/06/2023 11:57:43 14/08/2023 13:32:54				Add quantity discounts				Edit
<input type="checkbox"/>	Variations		T1-256Q-	Bfly Fashion Women Clothing Maternity Sleep & Loungewear	05/08/2023 17:22:40				Add quantity				Edit

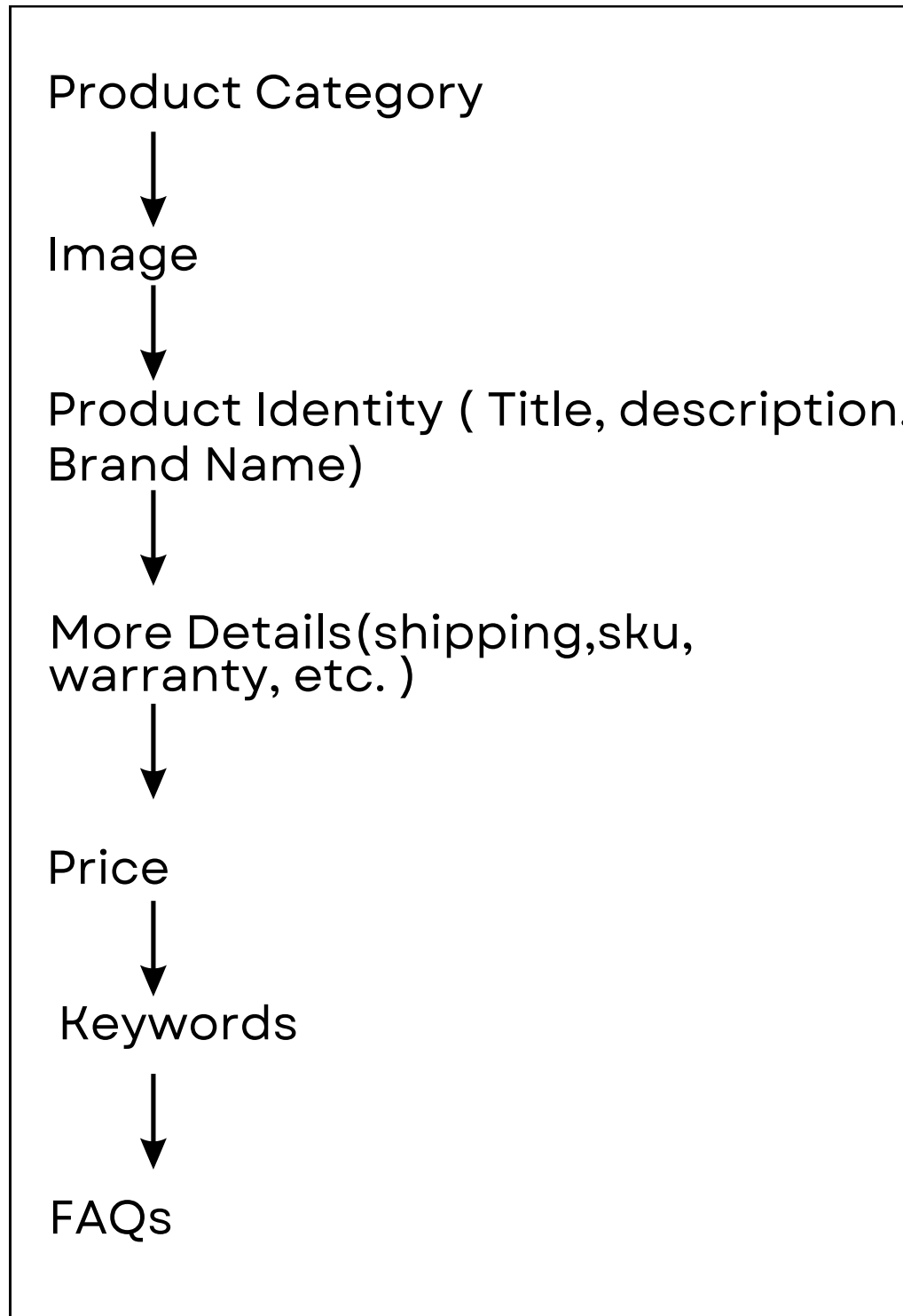
- Update message board on Manage Inventory Page



UX Flow

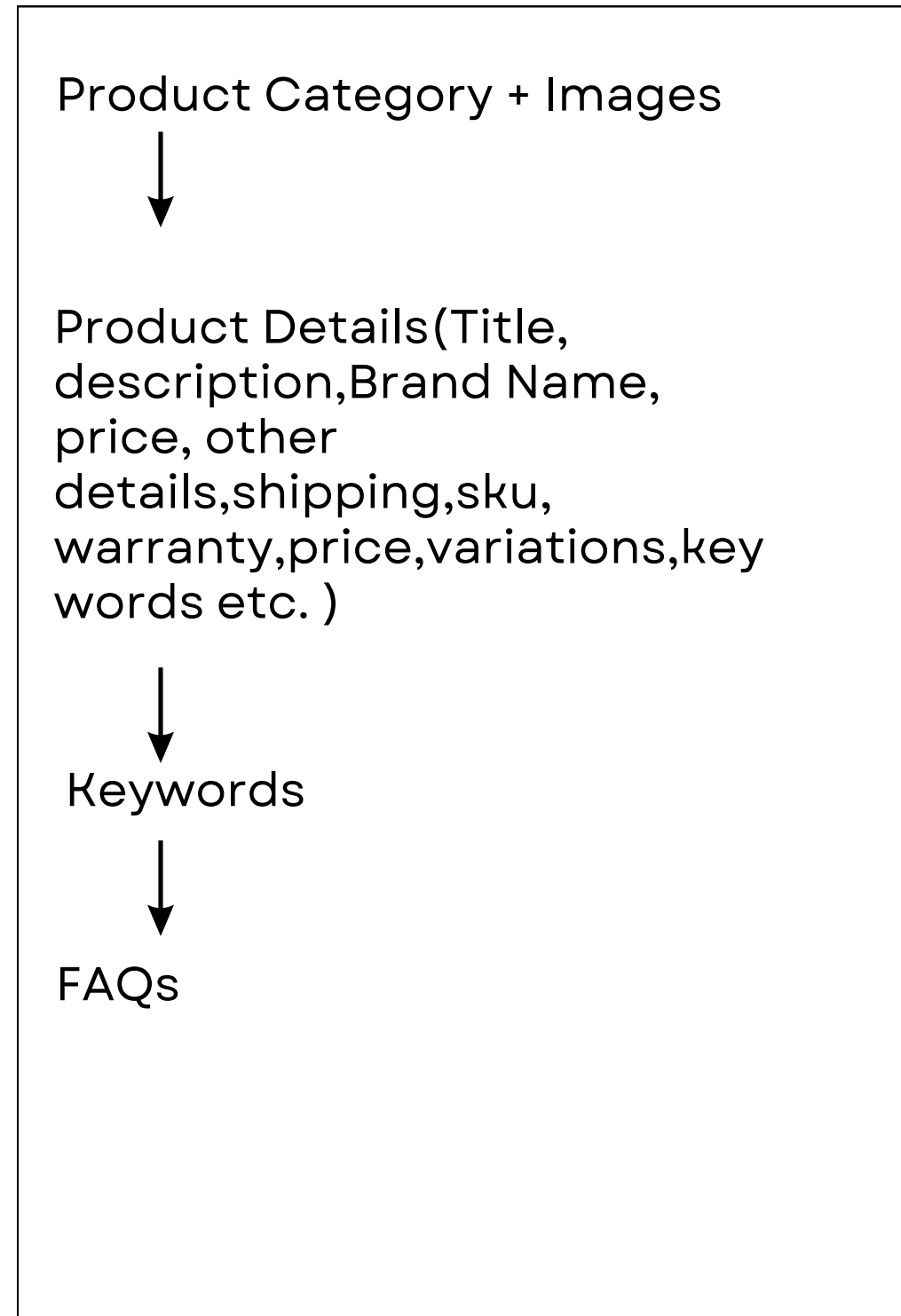
Three UX flows were proposed for the product listing by the vendors/companies after benchmarking and reading into the convenience of the vendors. The number of screen for each flow has also been mentioned to assess the number of steps the user has to take to complete the process and to check the process was neither too long nor inefficient.

Flow 1



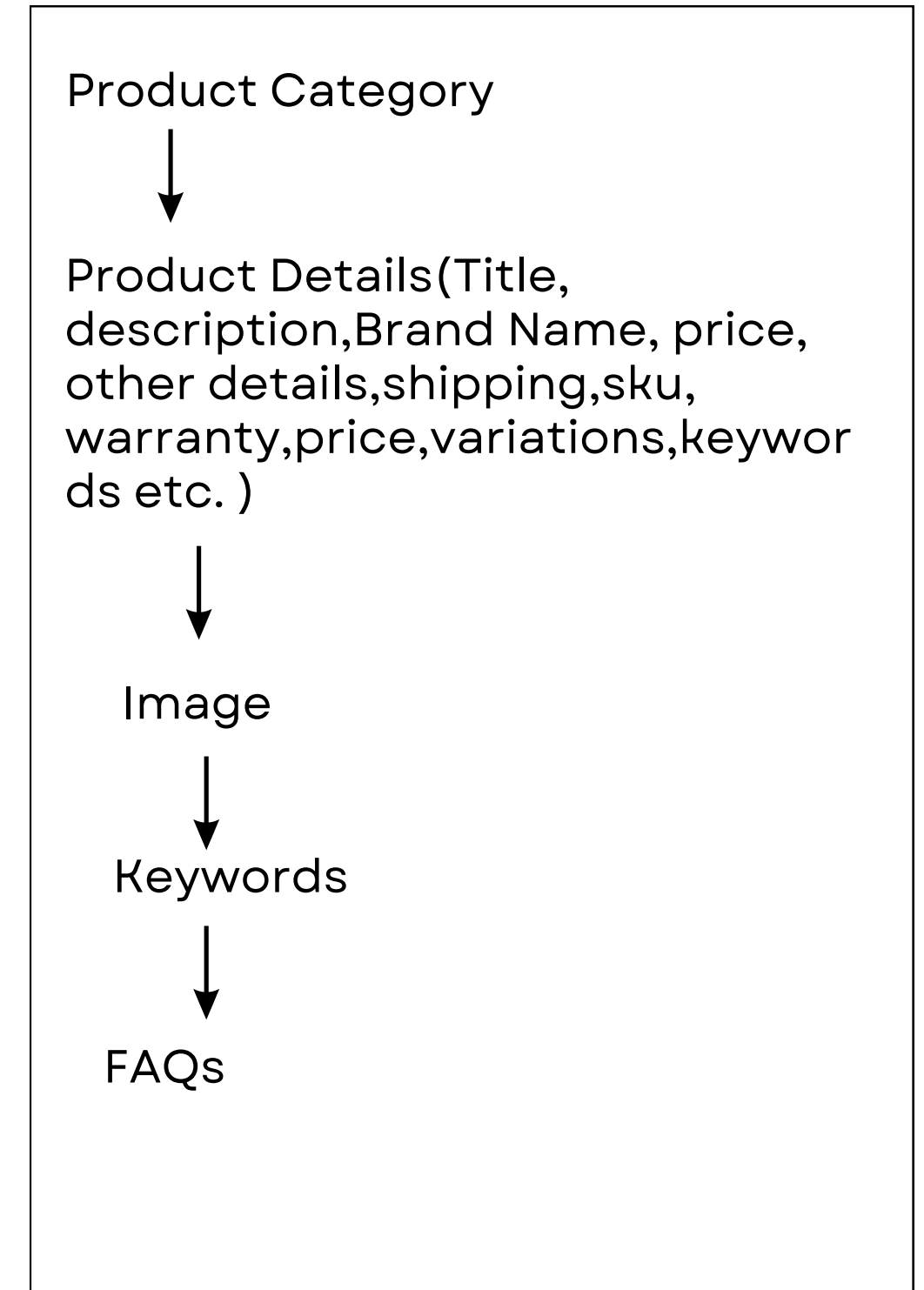
7 screens

Flow 1



4 screens

Flow 1



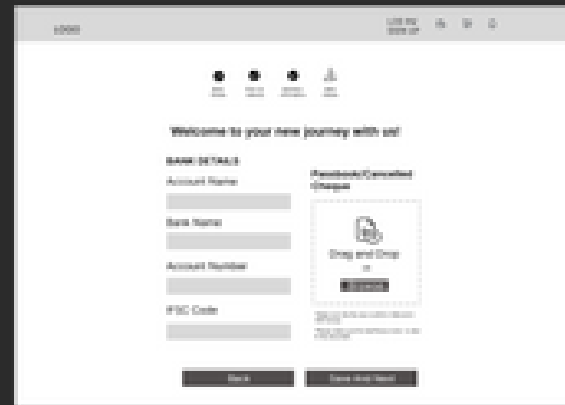
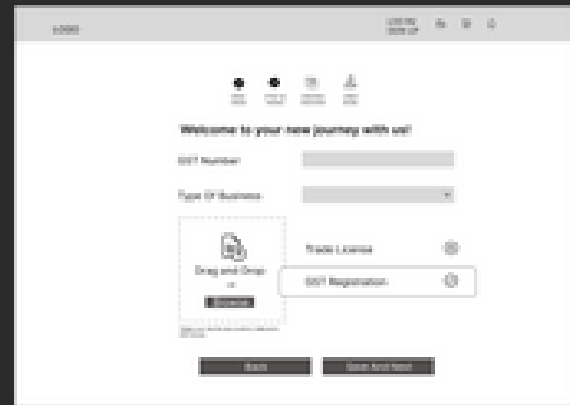
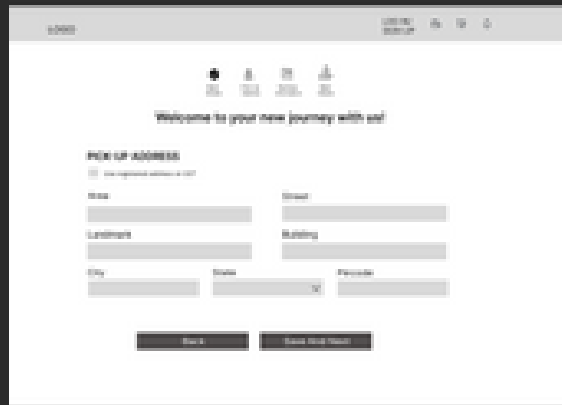
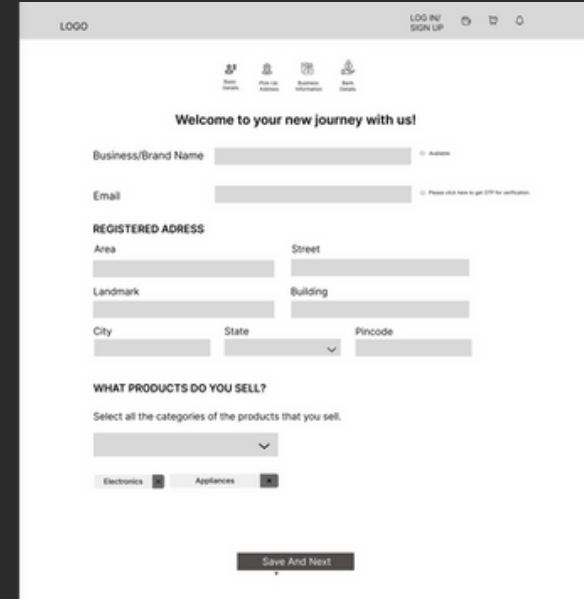
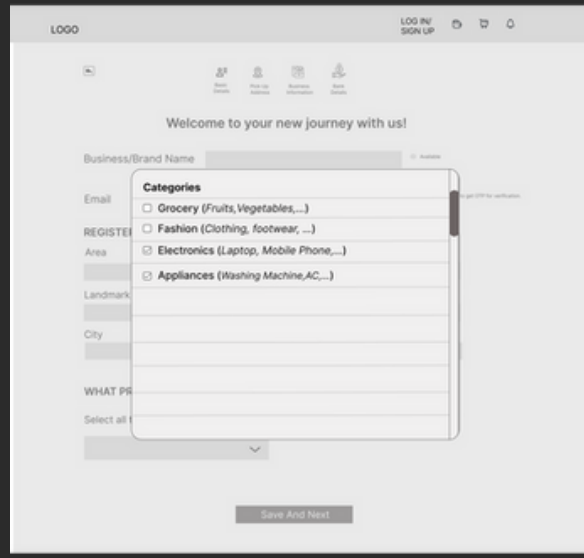
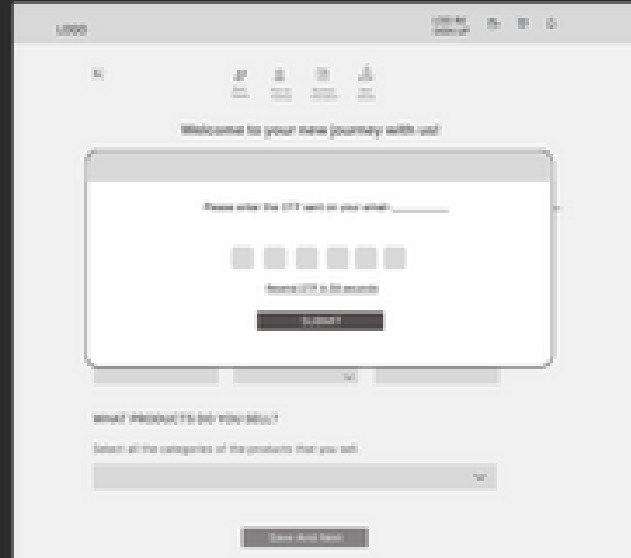
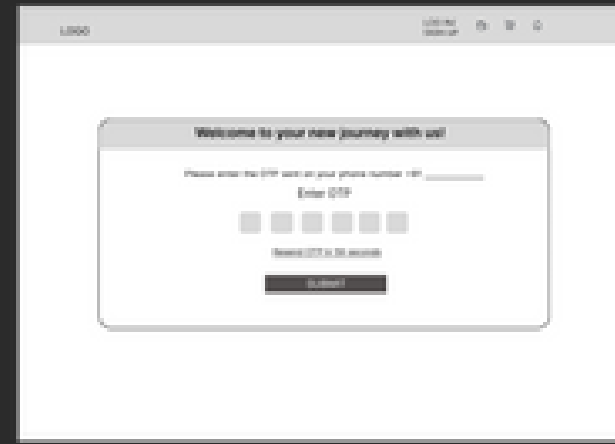
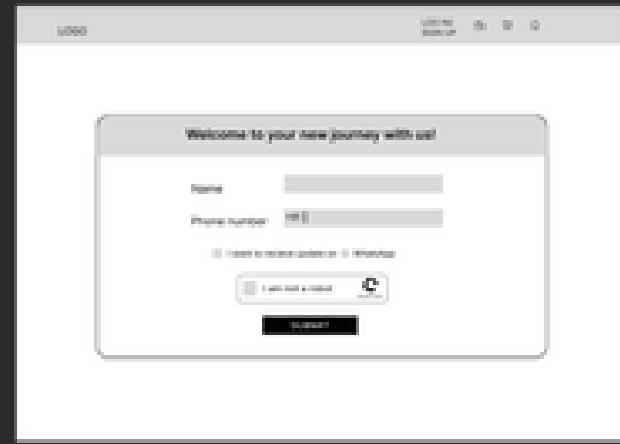
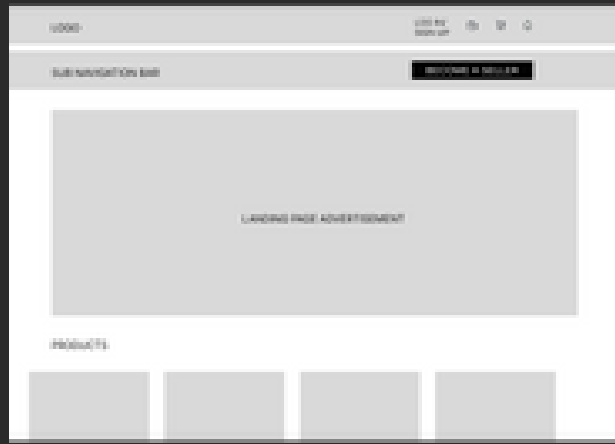
7 screens



Wireframes

Use-case Scenario :
Vendor Onboarding

Figma Link:
[Vendor Onboarding](#)





Use-case Scenario : **Single Listing Of Product**

Figma Link:
Single Listing Of Product



Product Details Input



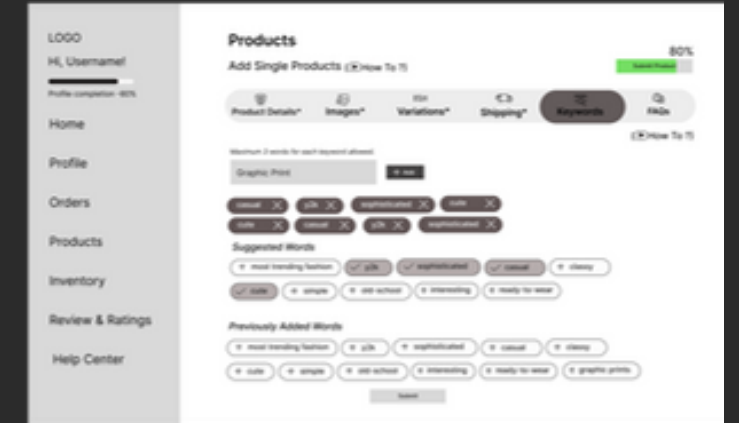
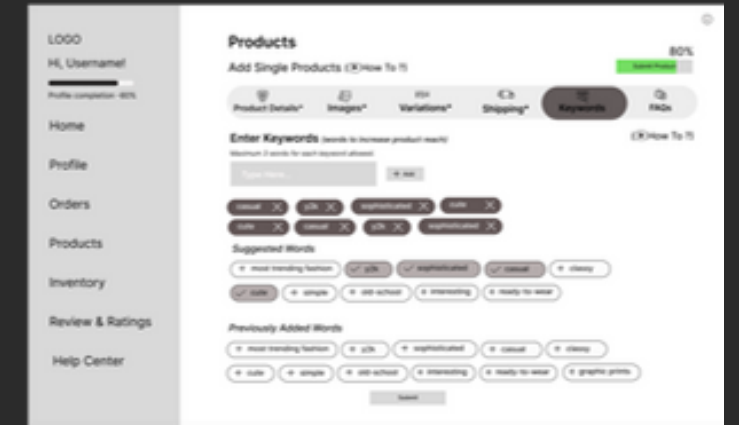
Images Upload



Product Variations Specifications

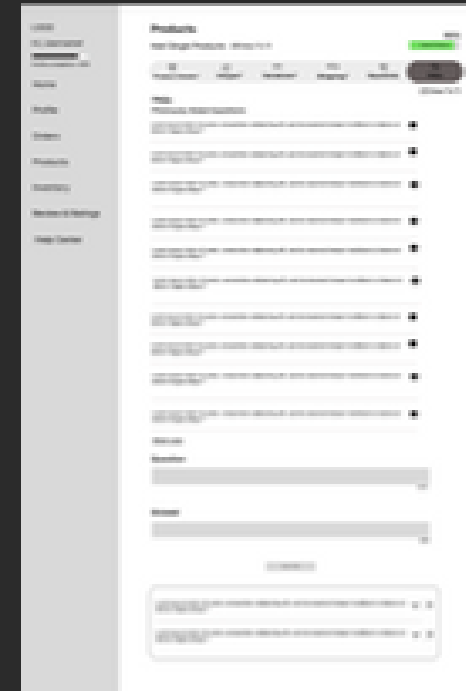
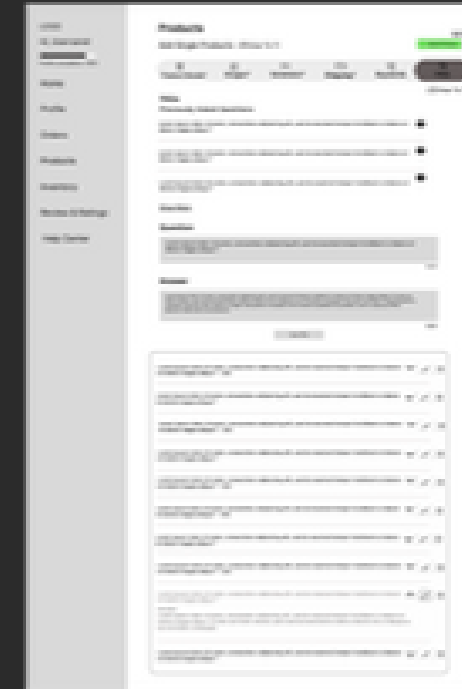
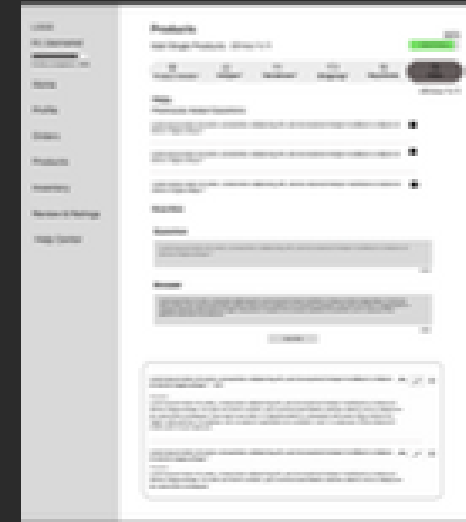
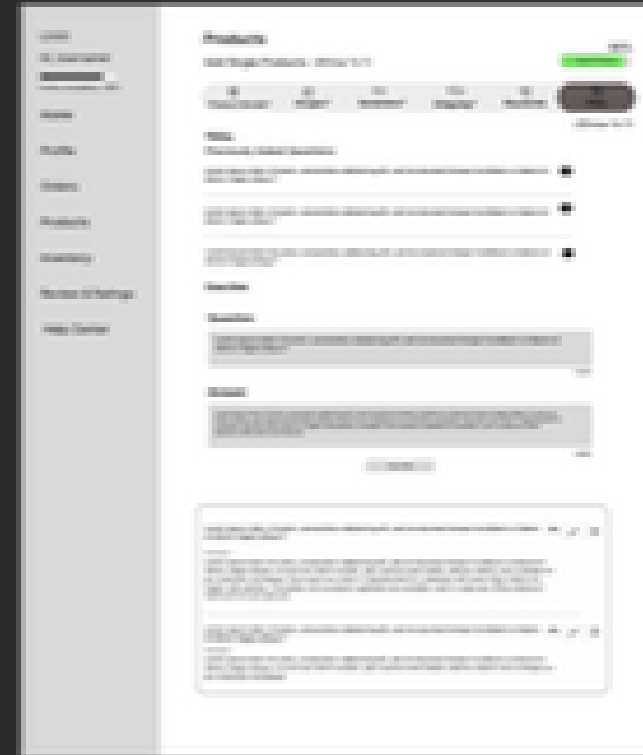
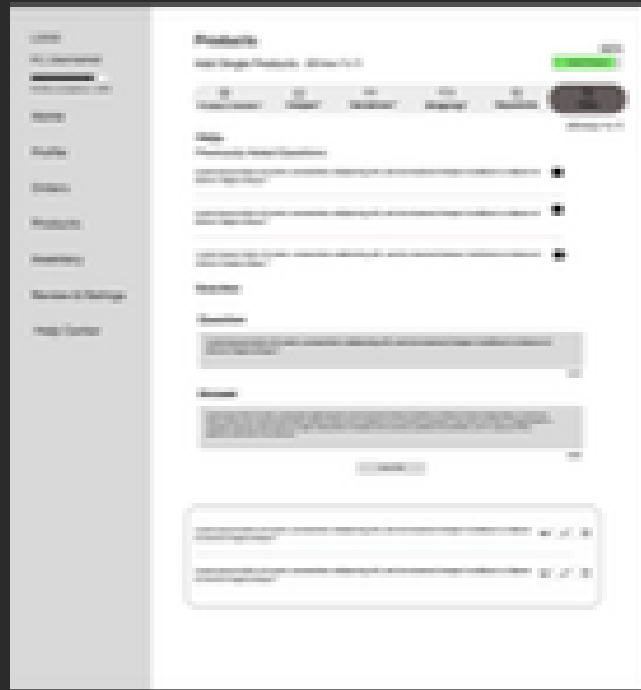
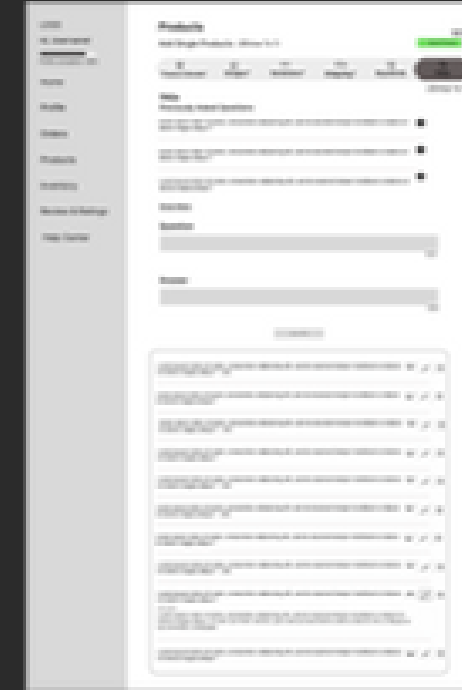
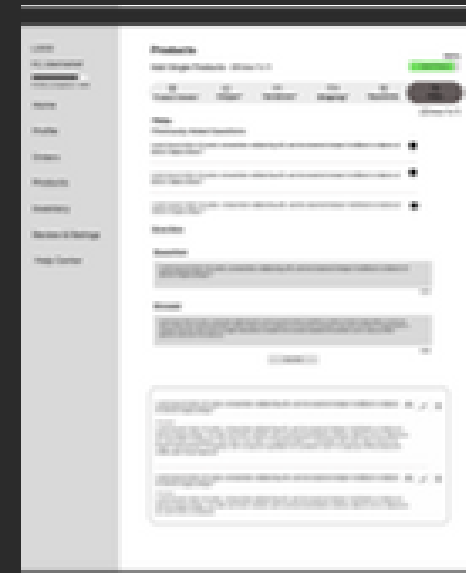
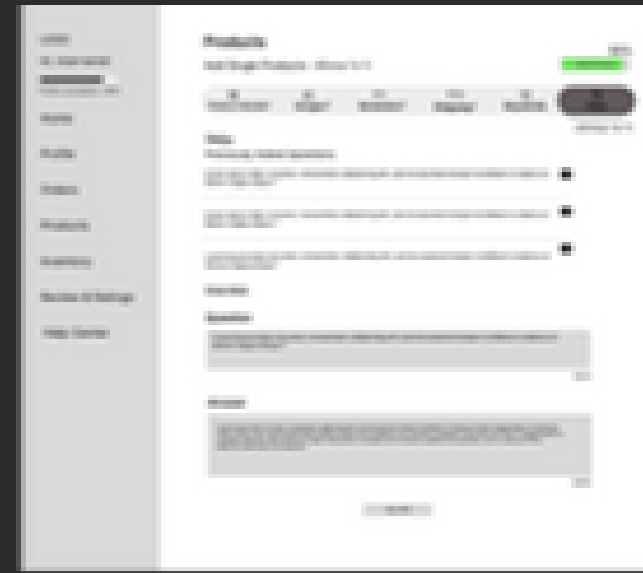


Shipping



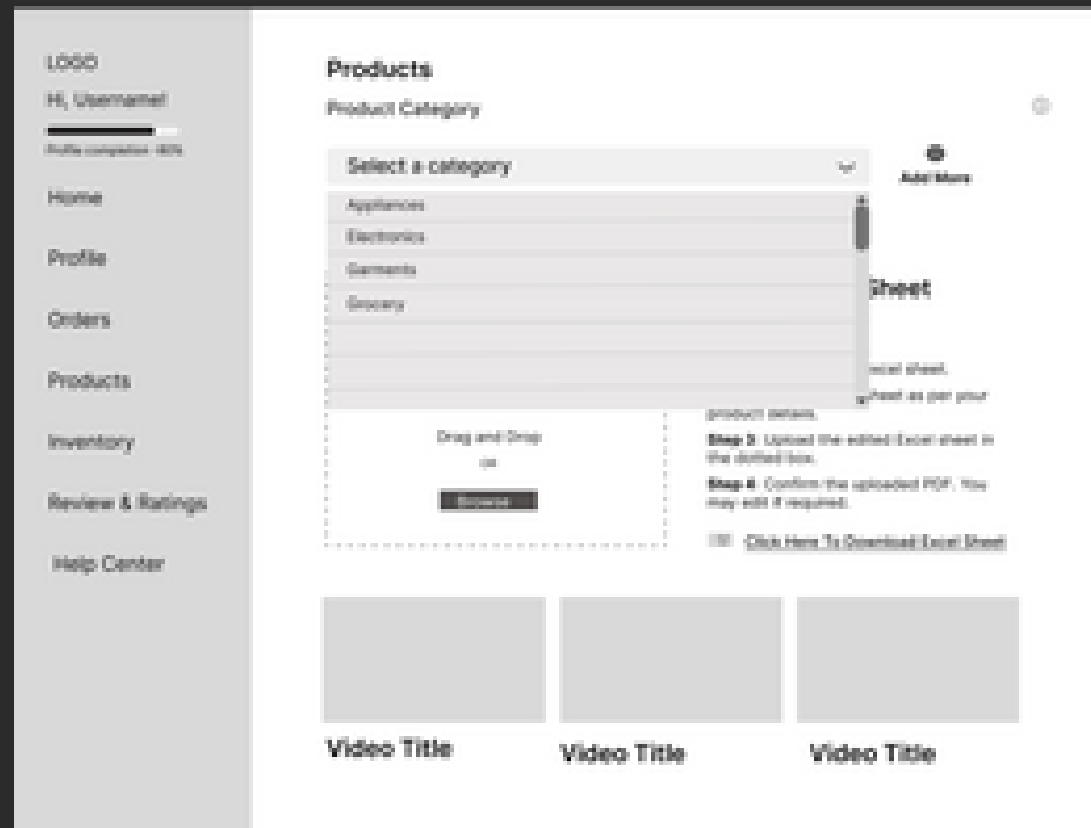
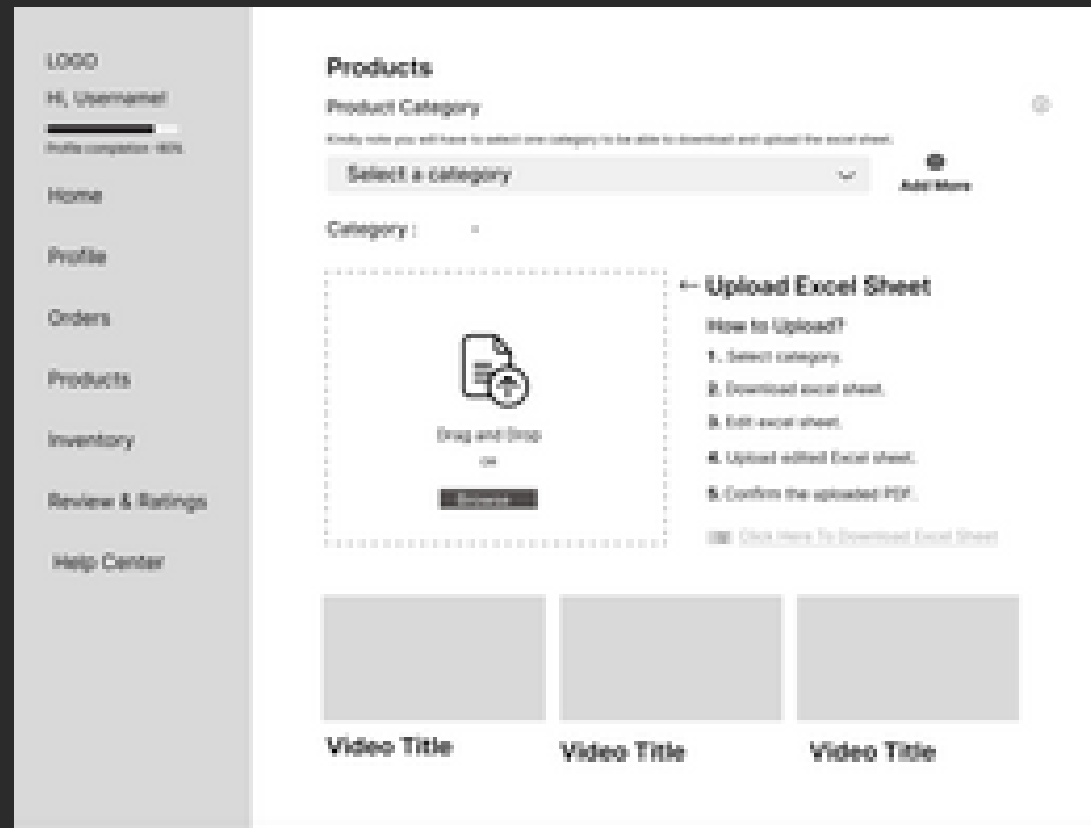
Keywords

FAQS

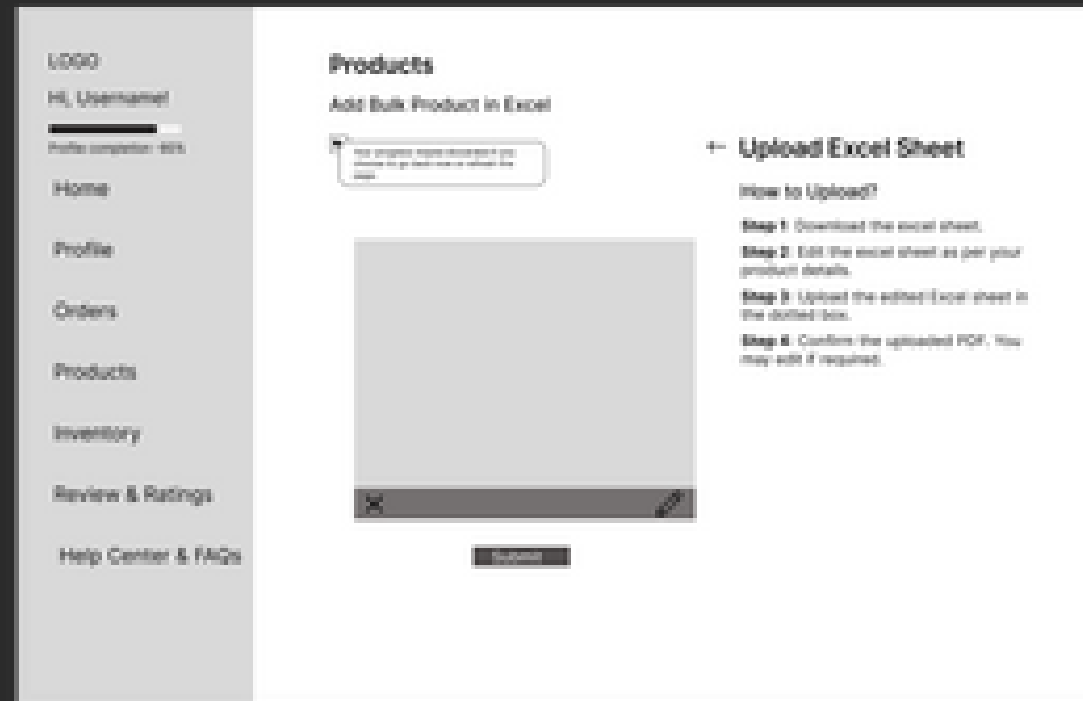
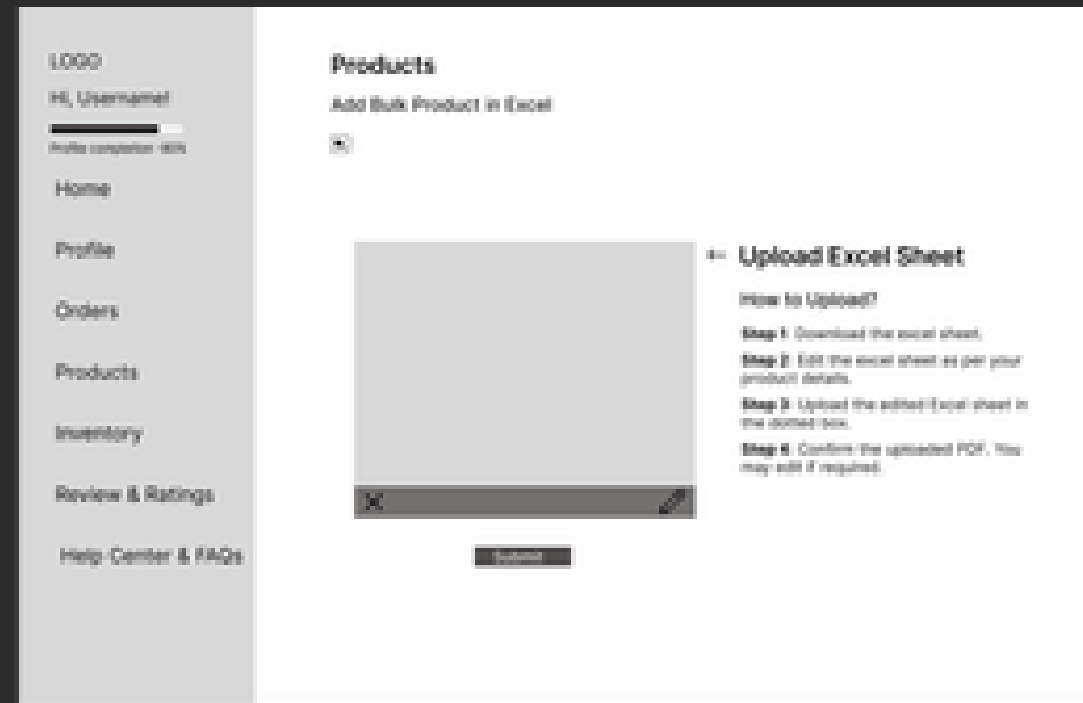




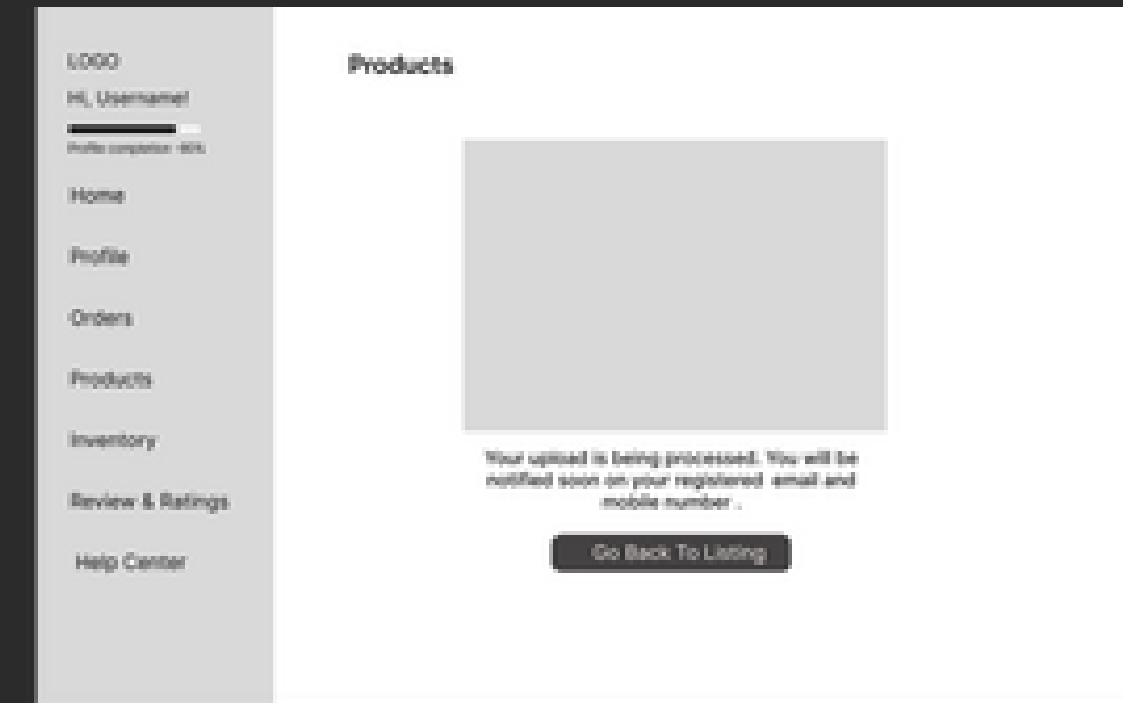
Use-case Scenario :
Bulk Listing Of Product Using Excel



Product Category Input, Excel Sheet Upload



Confirmation Of Provided Information.



Process Completion Screen.



High-Fidelity & Final Screens:
**Kindly note that the finals screens
with the design system cannot be
shown due to company privacy
issues and policy.**

Thank

you!