ASDA

Asda Opticians project is a cloud based accessory ordering solution between Asda Optical department and their supplier's warehouse with internal messaging, product order tracking

Date: 2018
Client: ASDA/Lenstec/Horizon Digital, Cardiff

What makes this project unique?

Before this ordering system, the Asda department used paper and fax to order accessories from their suppliers. There was no tracking infos about the actual orders, and the manual process came with tons of errors. My job was to recreate the whole process in a digital format.

Roles & responsibilities

UX/Product designer & Product owner
Lead and analyse user research sessions and gathering requirements
Develop paper and digital wireframes, visual design
Develop UI libraries and support development team on the full lifecycle
Usability testings

Conduct user research and analysis
Digitize the sales/order journey

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01 RESEARCH & ANALYSIS
02 INSIGHTS & JOURNEY
03 WIREFRAME & VISUALS
04 SPECIFICATIONS
05 USABILITY

ASDA

UNDERSTAND THE PROCESS
Interviews with more than 200 Asda and warehouse
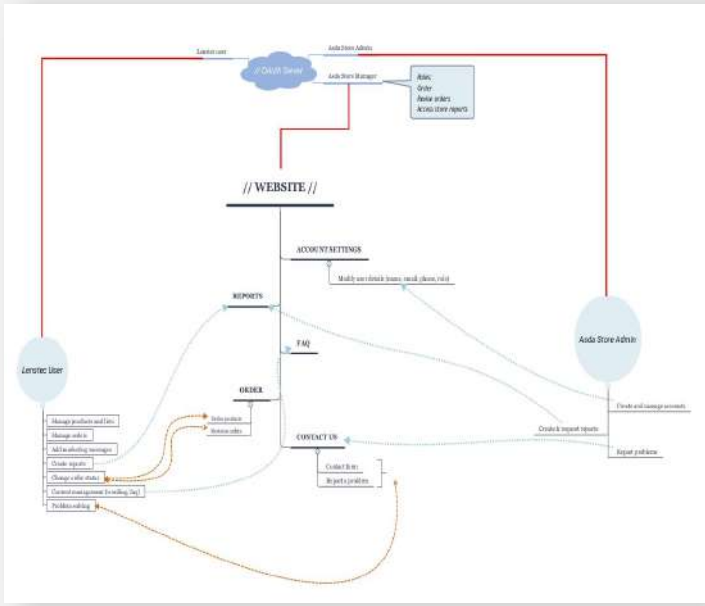users to understand needs
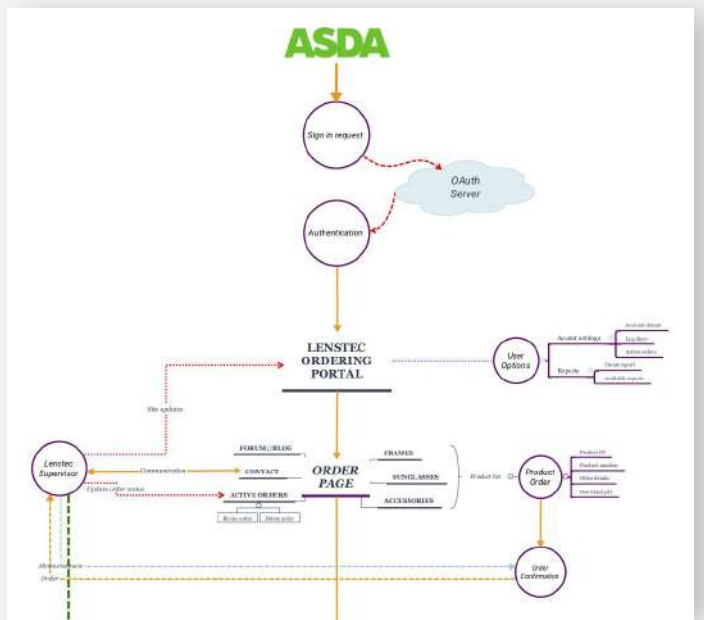
DIGITIZE THE PROCESS
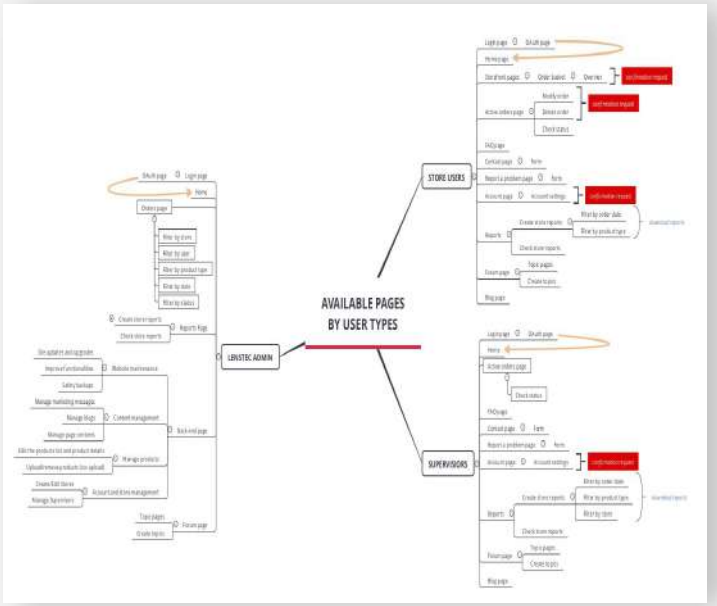Provide simplified digital process flow and
the ideal user journey

Customer Insights & Ideation
User journey and functional maps

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SIMPLIFY THE JOURNEY
Provide simplified user journey and options

CREATE FULL PAGE MAP
Provide page and functional mapping

Experience Strategy & Vision
Wireframes and visual design

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WIREFRAME
Create click through wireframe to deliver and test all options and interactions
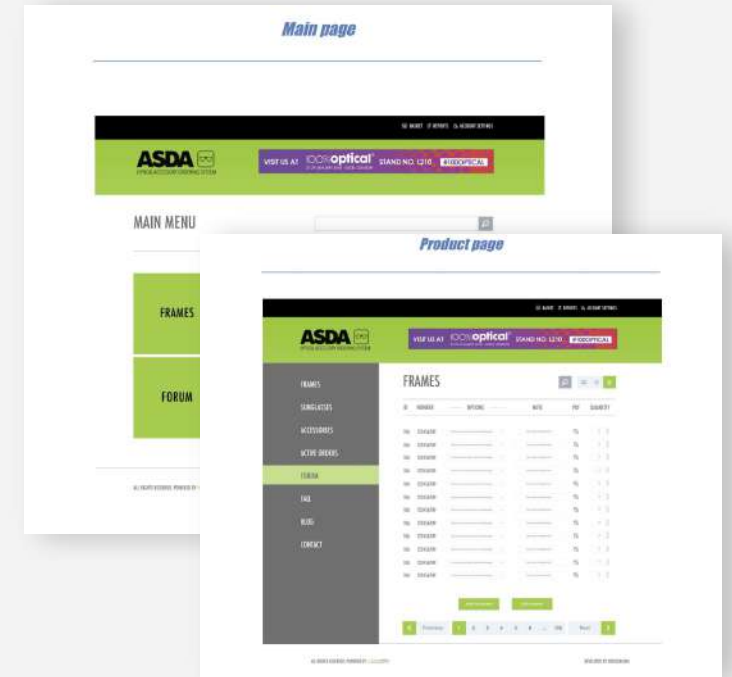
VISUALS
Provide design variations and UI libraries to support front and back end development

01 RESEARCH & ANALYSIS
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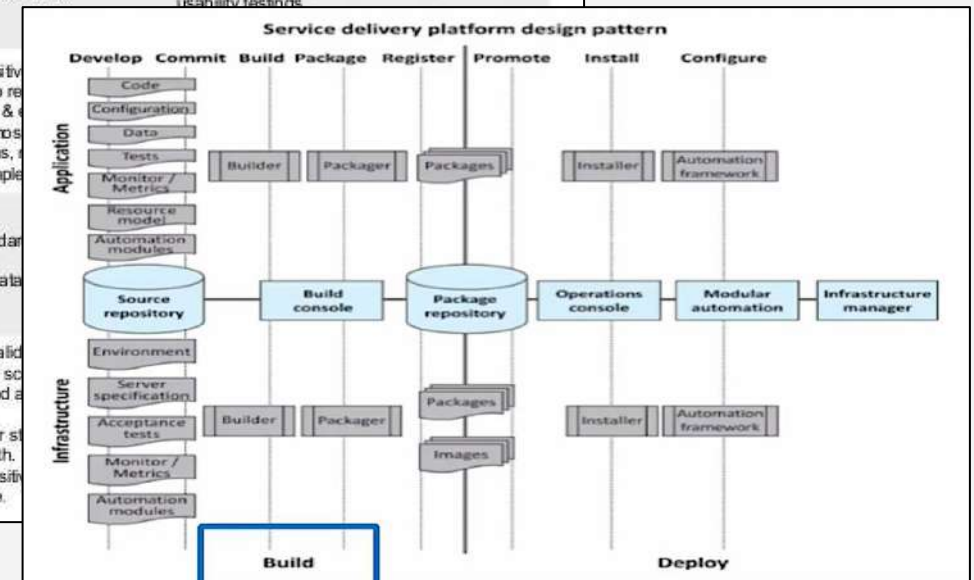03 WIREFRAME & VISUALS
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SPECIFICATION AND EXECUTION
Deliver all the documentations, html/css design specification, user stories for the Agile/Scrum development team

Usability and accessibility
Monitoring efficiencies

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ASDA

USABILITY SESSIONS
Overview and conduct user testing and post-launch improvements (monitoring efficiencies and KPI's)