

PERSONAL PROJECT

2.7x growth through UX optimization

ROLE	Product Designer
CONTRIBUTION	Research, High-Fidelity design
TOOLS	Figma, MS Clarity, Cafe24 Admin

Overview

WOOJOO is a B2B E-commerce platform that primarily sells a variety of imported food ingredients, including cheese and pasta. Its primary customers are restaurants and schools that require bulk purchases.

In this project, I improved the user experience to encourage box purchases, increasing average purchase price.



WOOJOO FOOD

우주 직수입 제품

에스파시오 블랙올리브 슬라이스 430g

▶ 판매가 **3,300원**

▶ 적립금 1% (33원)

▶ 국내·해외배송 국내배송

▶ 배송방법 택배

▶ 배송비 무료

Buy in boxes and save more!

1 Box) Espacio Sliced Black Olives 430g x 24ct
52,800원 **2,200원 per can**

(최소주문수량 1개 이상)

상품명	상품수	가격
에스파시오 블랙올리브 슬라이스 430g	1	3,300원 (33원)



Business Goal

How can we increase the average price per guest?

User Research

CAFE24 Cafe 24



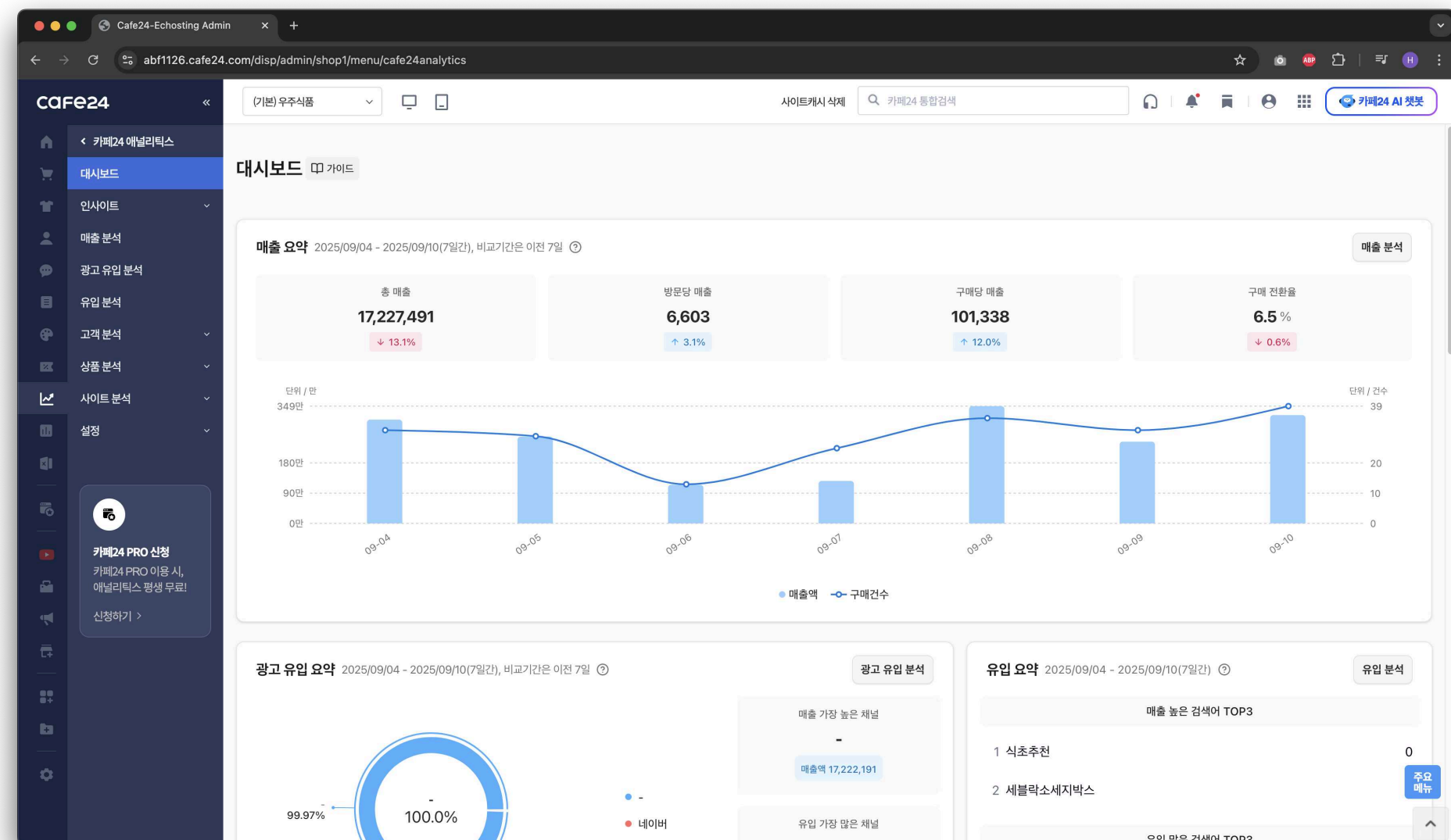
Page views



Visitors



Orders



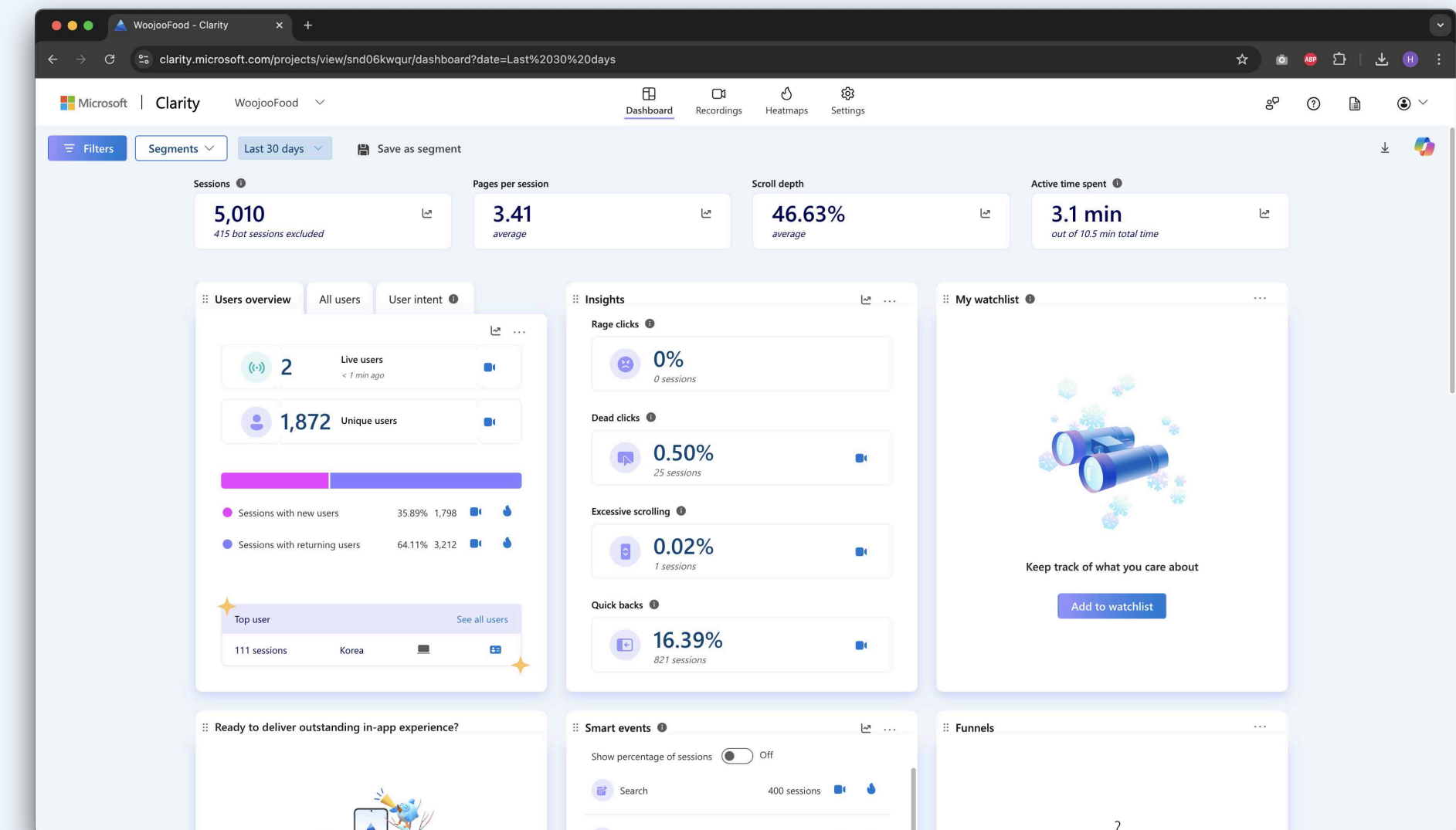
MS Clarity








Heat Map



Recordings



User Journey Map

Stage	Access to the site	My previous orders	Product detail page	Shopping cart	Purchase
Actions	<ul style="list-style-type: none"> Browse main page Interested in main banner 	<ul style="list-style-type: none"> Open product page 	<ul style="list-style-type: none"> Select quantity Click 'Add to Cart' Scroll down to get info 	<ul style="list-style-type: none"> Final check product lists 	<ul style="list-style-type: none"> Final check pre-entered shipping details Select payment method Complete purchase
Feelings					
Pain Points	<ul style="list-style-type: none"> No regular updates. No need to browse bottom page 	<ul style="list-style-type: none"> Don't remember when I bought what 	<ul style="list-style-type: none"> Back and forth to add other products No chance to view other product pages 	<ul style="list-style-type: none"> Complicate to edit orders 	<ul style="list-style-type: none"> If user want to change the payment method, they need to fill out new information
Opportunities	<ul style="list-style-type: none"> Make a regular update to vitalize the site 	<ul style="list-style-type: none"> View order details on hover 	<ul style="list-style-type: none"> Add a section to exposure other products 	<ul style="list-style-type: none"> Make it editable in shopping cart page 	<ul style="list-style-type: none"> Remember the information of each payment method

Problem Statement

Current users often reorder from their past orders.
But this makes it harder for them to see bulk or other products,
which lowers chances for discovery and extra sales.



Back and forth pages
to add other products



No chance to view
other product pages

Industry Research

500 ml / 16.90 fl. oz. 500 ml / 16.90 fl. oz. Details >

👍 3,000+ were satisfied

AHC Brand shop (3,363 reviews)

A.H.C Herb solution rose toner AD2, 500 ml, 2 unit

72% ₩64,000 ⓘ

₩17,500 (₩175 per 10ml)

Quantity

- 1 unit ₩9,000 **Rocket Delivery**
- 2 unit ₩17,500 **Rocket Delivery****
Buy 2 unit and save ₩500
- 3 unit ₩25,500 **Rocket Delivery**
Buy 3 unit and save ₩1,500
- 4 unit ₩33,500 **Rocket Delivery**
Buy 4 unit and save ₩2,500

Coupang

₩10,000 할인, 오직 앱에서만 앱 열기

[네쉬] 소이 바이옴 2... < > < > < >

상품설명 상세정보 후기 32 문의

[네쉬] 소이 바이옴 2스텝 클리닉 헤어 마스크 5... 손상모 집중 영양 케어

[네쉬] 소이 바이옴 2스텝 클리닉 헤어 마스크 50ml (1매입)

7,900원 ~~10,000원~~ - 0 +

[네쉬] 소이 바이옴 2스텝 클리닉 헤어 마스크 50ml (4 Count) (11% discount compared to single items)

30,000원 ~~40,000원~~ - 0 +

장바구니 담기

Kurly

SHAMPOO

\$5.99 \$0.50/oz

When ordered online

Buy 1, Get 1 25% OFF

[View qualifying products](#) • Add two items to cart

\$3 off 2 **+ Clip**
[See details](#) • Mfr. coupon

\$2 off 2 **+ Clip**
[See details](#) • Mfr. coupon

How coupons combine ?

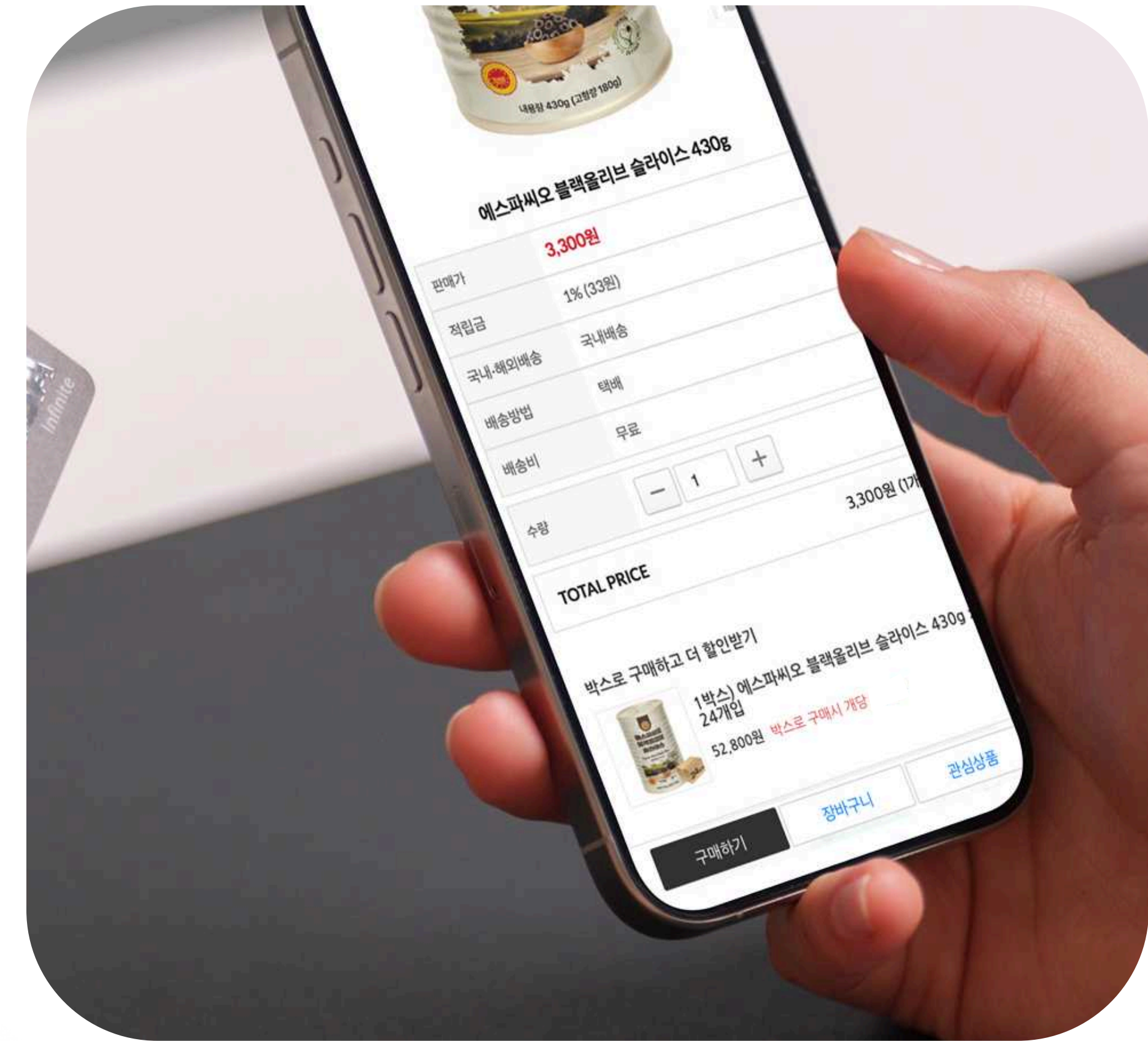
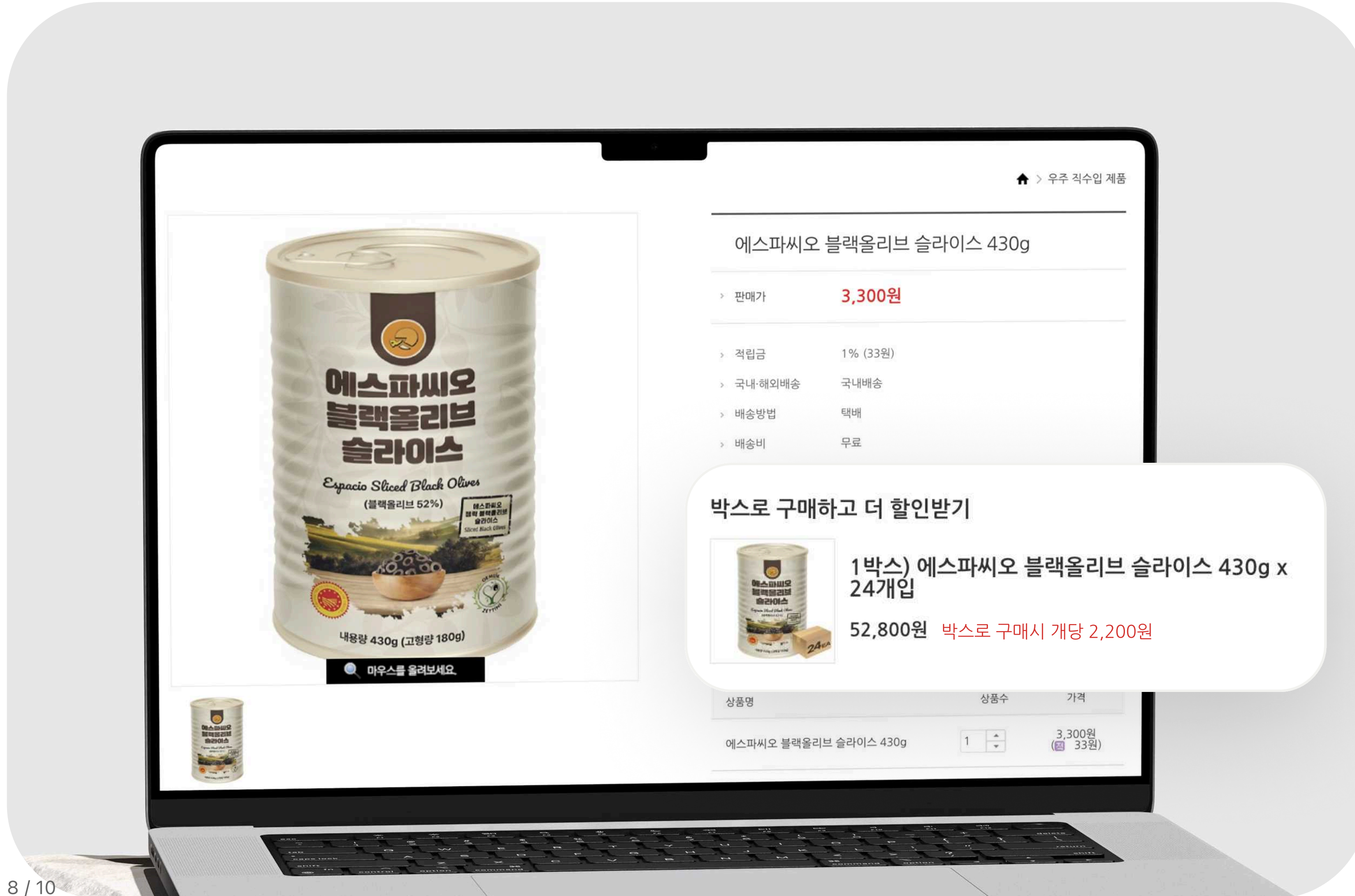
myWalgreens Sign in to unlock savings and earn myWalgreens cash rewards on every purchase.

Feedback

\$5.99 1 Add for pickup

Walgreens

High Fidelity Mock-Up



Impact

We saw page exposure for some product categories **increase by up to 2.7x**, the number of carts added **increased by over 55%**, and the number of actual purchases also increased.

This **positive outcome** not only increased product exposure but also drove customer interest and purchasing behavior.

Page Exposure

x 2.7 ↑

As exposure increased, the number of actual orders also increased, resulting in a positive purchase conversion effect.

Carts Added

55% ↑

The increase in shopping cart additions indicates that customers are more interested in the product than before. This suggests that the boxed product information banner has had a positive effect in attracting customers' attention.

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