



Tire & Wheel Builder Case Study Presentation

By Sean King

About Me

Hi, I'm Sean!

I am a design and development generalist residing in sunny Saint Augustine, Florida, with over 15 years of experience in user-centered design, visual storytelling, interaction design, and development.

Throughout my career, I have worked on various exciting projects in UI/UX design, front-end development, online and mobile gaming, and digital marketing. I have worked from start-ups to large companies and everything in between. I've also gone to culinary school and spent time working in restaurants.

I enjoy playing video games, hiking, making playlists and building Legos in my free time.



About Me

My Design Philosophy

Accessible - I treasure weaving experiences that are engaging, accessible, and designed with people in mind.

Inclusive - A design that is straightforward and intuitive, making it easy to comprehend, regardless of the users' experience, knowledge, language skills, or concentration level.

Consistent - Design consistency ensures the product looks coherent and works harmoniously across all its elements. Using the same functions, styling, symbols, animations, etc., throughout the product will improve its usability and learnability.





Tire & Wheel Builder

The Case Study

Project Overview

My Role

- Senior UI/UX Designer
- UX research
- Develop user flow
- Redesign builder

Who I Worked With

- 1 - eCom Ops Manager
- 1 - UX Architect
- 1 - Project Manager
- 2 - Back-end Developers
- 2 - Front-end Developers

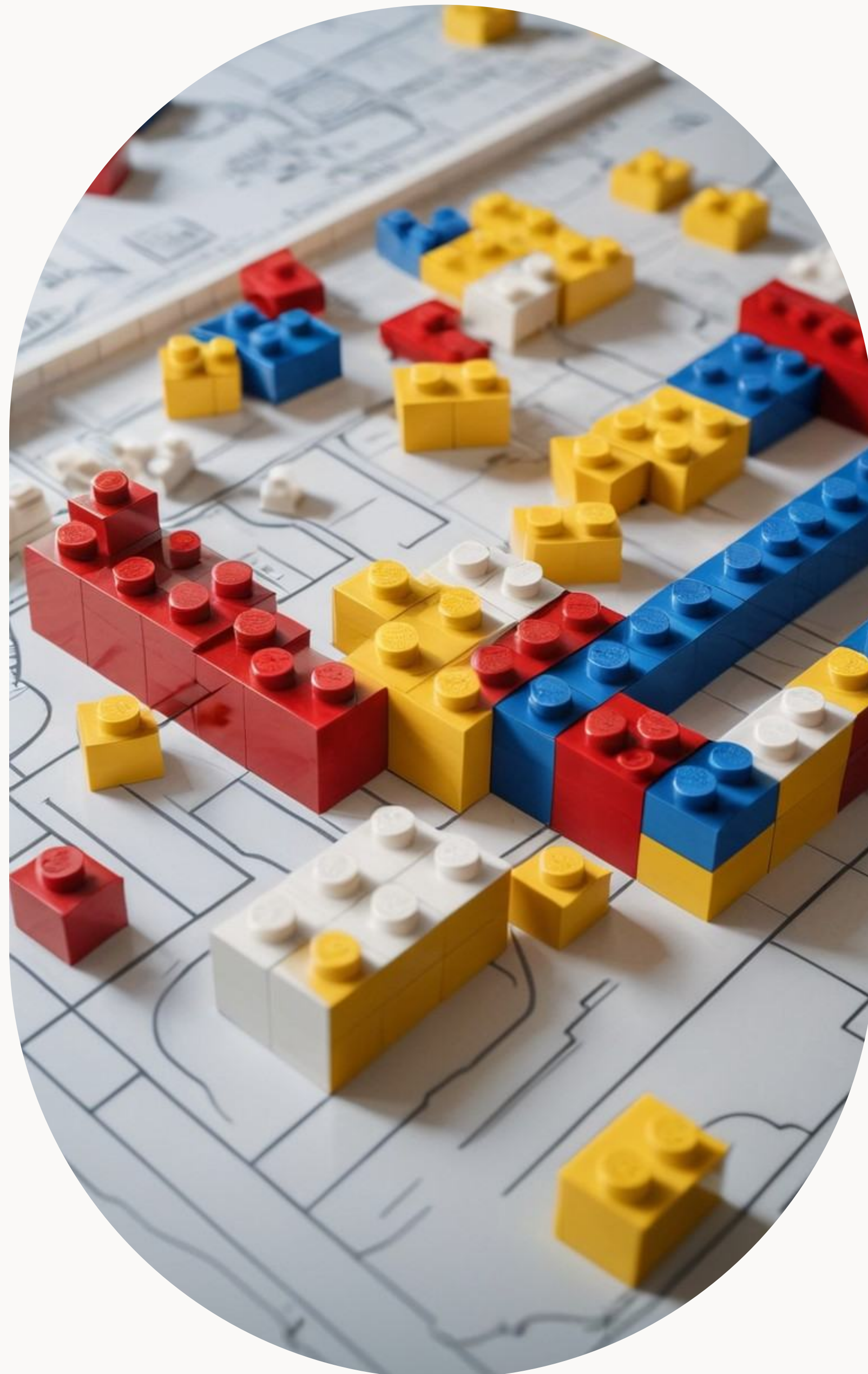
Project Timeline

- 2 weeks

Background

Tire & Wheel Builder

- Within a two-week timeframe, the team quickly gathered feedback, did the competitive analysis, and redesigned the new tire and wheel builder that combined vital features from the legacy builder preferred.
- Review with the outside development team what would be possible within the two-week time restraint for the first iteration of the new builder.
- Streamlined the build process and made it intuitive and easy to use while implementing elements from the legacy builder.
- After the initial build, the UI Architect and I actively engaged with the test group to review and refine the new builder, gathering valuable feedback for future iterations and improvements.



Overview

The Customer Issue

During the beta period, feedback from dealers and leadership testing the new Nivel Parts website revealed frustration with the new tire and wheel builder the outside development company implemented. Dealers felt that the builder on the new website did not utilize features from the builder on the legacy website, which they liked, and they found that the newer build also didn't use any of their feedback during initial interviews.

Leadership tasked our team with quickly reviewing user feedback and the legacy and beta builders and creating a new design that the development team could implement within two weeks.



My Design Process



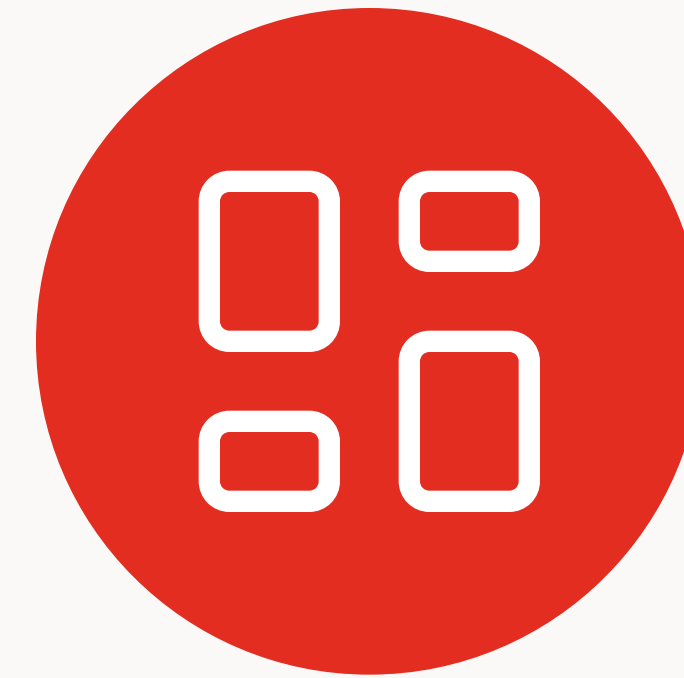
Discover

- Background research
- Competitive analysis
- User interviews
- Coordinating with developers to find what was feasibility within the time-frame



Define

- Feature prioritization
- User personas
- Journey mapping
- Define scope of work



Develop

- Wireframes
- Mock-ups
- Prototype designs
- Document design decisions



Deliver

- QA/Internal testing
- User testing
- User feedback analysis
- Research report
- Online surveys

User Persona



Aaron G.

Age: 56

Occupation: Dealer

Location: Austin, TX

Devices:   

Background

Aaron is one of Nivel's top dealers that use the Nivel Parts website to buy body kits, customization accessories and bulk pre-mounted tire and wheel sets.

Goals

Make the new builder work the same as the one on the old website.

Frustrations

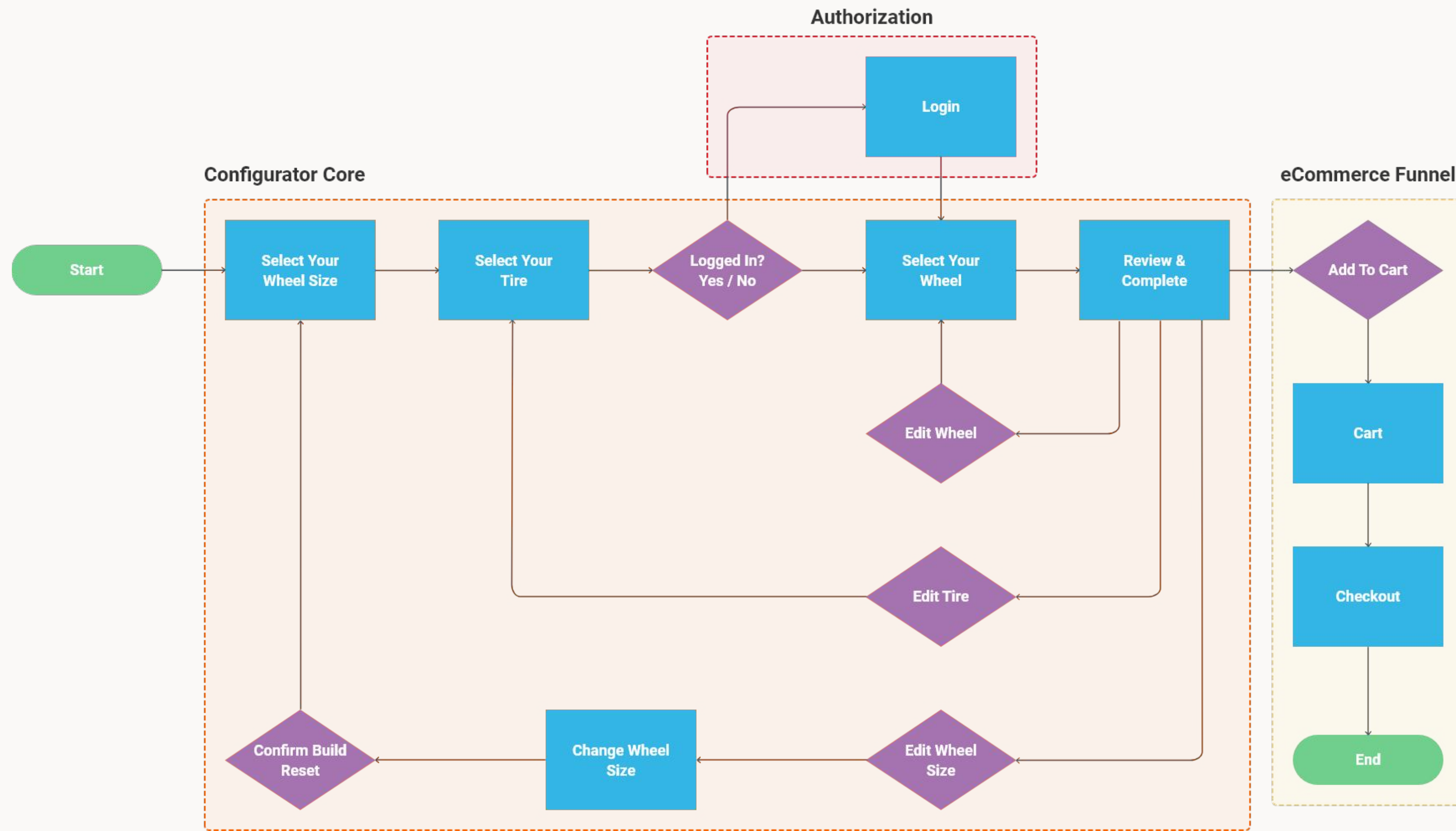
The new tire and wheel builder is not as easy to use and slow.

Needs

I need to be able to quickly create and order bulk combos like I did on the old website!

Discovery

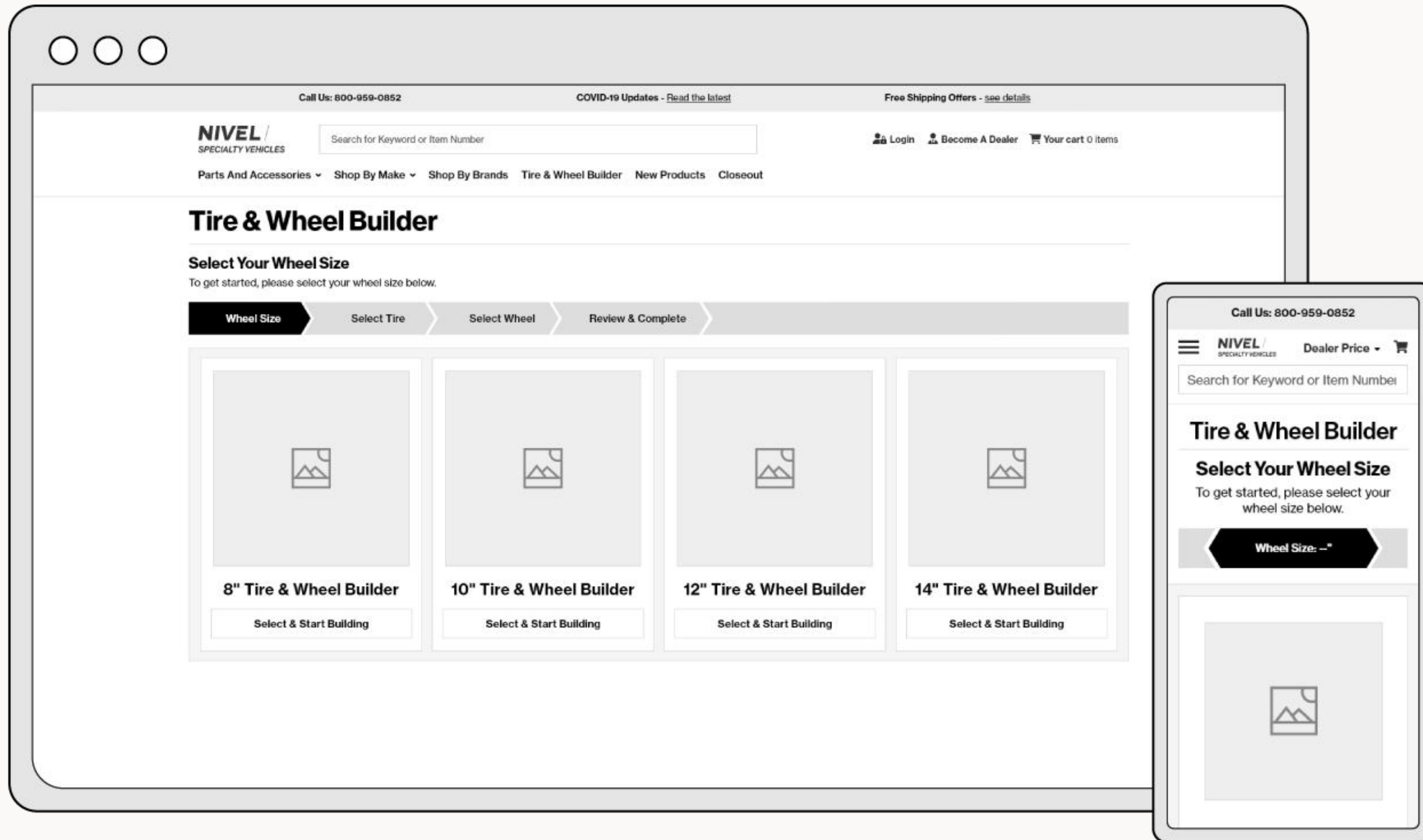
Journey Mapping



[View User Flow Online](#)

Develop

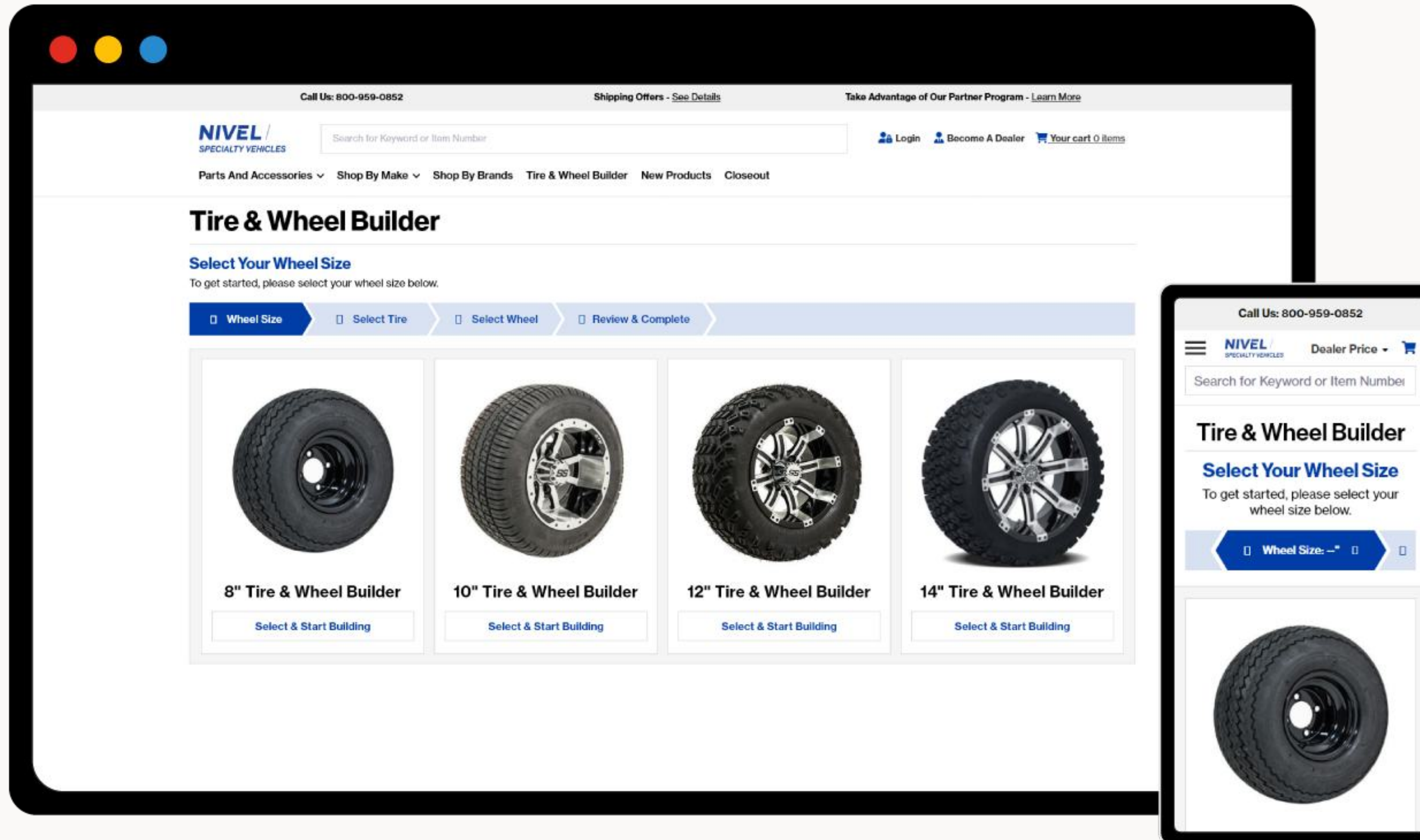
Wireframes



[View Wireframe Prototype Online](#)

Define

Mockup / Prototype



[View Prototype Online](#)

Develop

The Solution

Utilizing specific feedback from our dealers, I collaborated with the UX architect and project manager to develop a persona for our average dealer and a new user flow for the builder that streamlined the build process while updating the dealer on their progress.

With meticulous attention to detail, I crafted wireframes and mockups, incorporating the new user flow and comprehensive competitive research. This research included a thorough review of automotive tire and wheel builders, ensuring that our project is on the right track, a fact that our internal team and the outside development team acknowledged within the timeframe set by our leadership.

After finalizing the mockups, I converted them to interactive prototypes and presented them to leadership, which approved the new design. We then worked with the developers to implement it. We reviewed the new builder with their QA team before pushing it to our user group for review.



Deliver

The Results

We were able to redesign, develop, and implement the new builder within the two-week time frame leadership gave us. The dealer test group was overwhelmingly happy with the improvements and found bulk orders easier than the legacy builder. Once the website went live, we saw an increase in usage from all dealers compared to the legacy website.

During this process we also defined additional features and enhancements we could include in the next iteration of the builder after the initial launch of the website.





Thank You!

More details: www.seanking.me/portfolio/tire-wheel-builder