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4/13/2024

Clean EatZ Kitchen

<http://www.cleaneatzkitchen.com/>

GIT 435

Module 7: Wireframes

Part 2

In this assignment, I've focused on refining the user experience of Clean Eat Kitchen's website by creating updated wireframes for the homepage and checkout process. By identifying and addressing previous pain points, I aimed to enhance usability, streamline navigation, and improve overall customer engagement.

I created these wireframes using Adobe XD after reviewing reports from previous modules to identify pain points in Clean Eat Kitchen's website. I addressed these issues in my designs. On the homepage, I added Clean Eat Kitchen's support email address to the top banner to build trust with customers. I replaced the dynamic hero image with a static image to feature the latest promotion, eliminating the previous automatic carousel, which posed usability issues. To enhance visibility, I ensured that all crucial information and call-to-action buttons are positioned above the fold, reducing the need for scrolling and potentially improving the bounce rate.

I relocated the benefits bar below the navigation menu for better prominence and resized the "As Seen In" banner while eliminating excess white space. I also reorganized and trimmed down the homepage content, moving the product grid below the hero section and converting it into a carousel to showcase all products. The "Simple Steps to Order" section is now placed below the product carousel to highlight the ordering process's simplicity. This is followed by the "Success Stories" section with a concise description, testimonials, and a CTA button. Additional content was moved to the footer, making the homepage cleaner and more focused.

The checkout process required some adjustments as well. On the shopping cart page, I rearranged items to ensure the subtotal and checkout button are immediately visible without scrolling. I positioned the add-on items below the checkout button to facilitate upselling while maintaining a user-friendly design. To prevent confusion, I added a FAQ section to address common questions about refunds and shipping.

On the login page, customers now have the option to sign in with their social accounts, streamlining the sign-up process. I replaced the coupon code box with an external link to prevent customers from leaving the site in search of coupons, potentially abandoning their purchase. On the payment page, I placed a secure checkout badge above the "Pay Now" button to reassure customers about the safety of their transaction.

The "Order Confirmation" page informs customers about order and shipping updates via email, displays a map showing the processing facility's location, and provides a summary of the order. Contact, address, and payment information are also displayed for verification, with the support email clearly visible for assistance. Lastly, a "Continue Shopping" button redirects customers back to the products page.

Overall, these wireframes have greatly enhanced Clean Eat Kitchen's website, improving its usability, appearance, and messaging. By addressing the identified pain points and streamlining both the homepage and checkout process, the designs offer a more intuitive and user-friendly experience. I'm confident that these improvements will positively impact customer engagement and satisfaction on the site.

## BIBLIOGRAPHY

Clean EatZ Kitchen. (n.d.). *Clean EatZ Kitchen - Healthy meals delivered*. Retrieved April 19, 2024, from <https://cleaneatzkitchen.com/>